

NEIGHBORWORKS ANCHORAGE: MEASURING RESIDENTIAL SATISFACTION & COMMUNITY PARTICIPATION IN RUSSIAN JACK



REBECCA DUERRE, SOCIOLOGY
FACULTY ADVISOR: DR. CHAD R. FARRELL, DEPARTMENT OF SOCIOLOGY

Introduction

Last summer (June-August 2013), NeighborWorks Anchorage conducted a Community Impact Measurement (CIM) project in the Russian Jack neighborhood. The CIM is a nationwide project created by the NeighborWorks parent organization, in an effort to measure the impact that each of the Neighborworks organizations have on the communities that they serve. The resident survey component of this effort is meant to capture the residents' level of satisfaction living in the neighborhood. NeighborWorks Anchorage collected these baseline residential satisfaction data from 260 Russian Jack households.



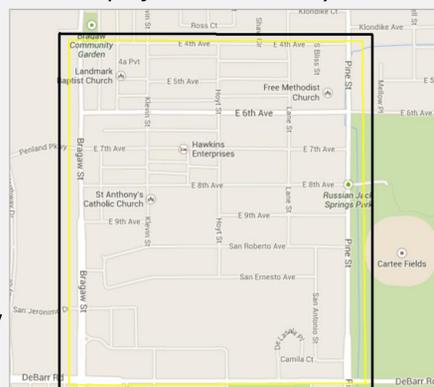
Aim

This study aims to analyze the results from NeighborWorks Anchorage household survey data set and measure the degree of residential satisfaction among Russian Jack residents. NeighborWorks Anchorage will use the figures and tables that we have generated in a handout in their efforts to engage the public and disseminate the results of the survey.

Methods

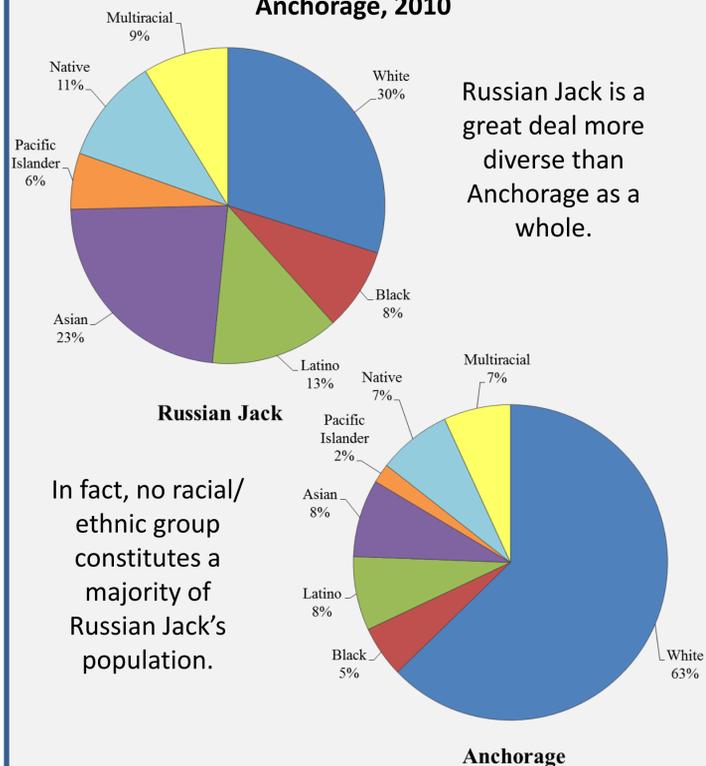
I used SPSS statistical software to analyze existing de-identified CIM data. I carried out a series of descriptive analyses (means, frequencies, cross-tabulations), and created summary figures and tables.

Map of the area surveyed.



Demographics

Racial/Ethnic Composition of Russian Jack and Anchorage, 2010

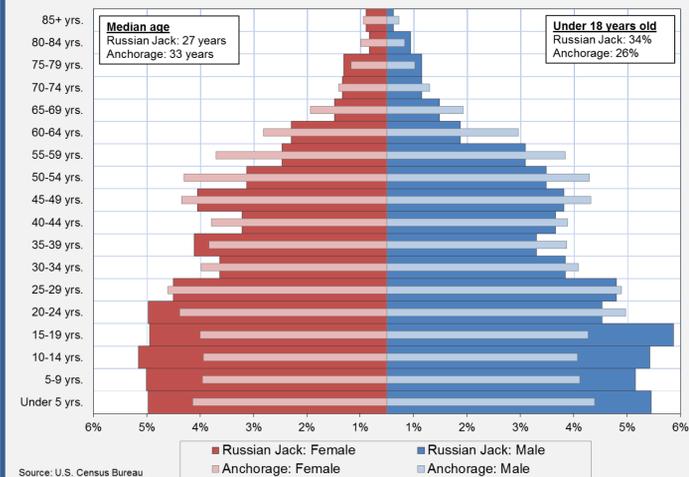


Russian Jack is a great deal more diverse than Anchorage as a whole.

In fact, no racial/ethnic group constitutes a majority of Russian Jack's population.

Russian Jack also has a distinctly youthful population. Over one-third of Russian Jack's residents are children.

Russian Jack Population Pyramid, 2010



Resident Satisfaction

An overwhelming 89.2% of residents are "satisfied" or "very satisfied" with their neighborhood. Also, 81.5% of residents would "definitely recommend" or "probably recommend" this community to someone else as a good place to live. The word clouds below summarize respondent explanations for why they were satisfied or dissatisfied with the neighborhood.

Satisfied Responses

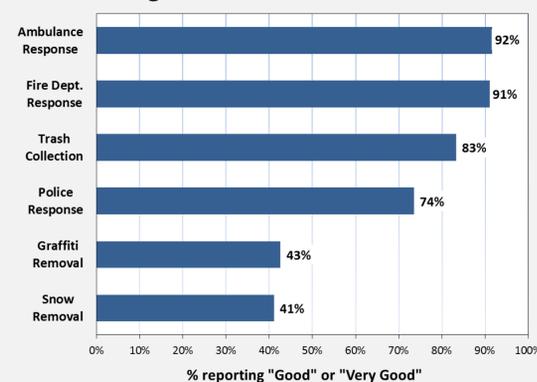


Dissatisfied Responses



With a couple exceptions, the great majority of residents rate public services as "good" or "very good".

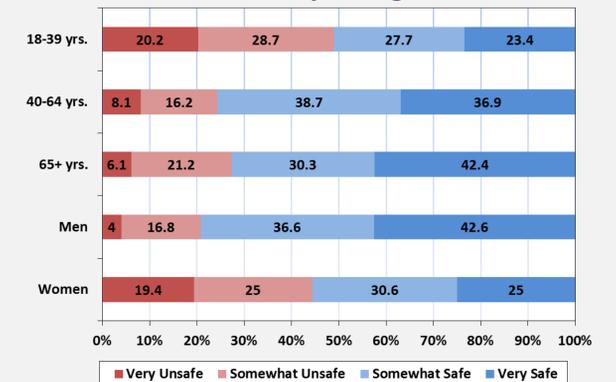
Rating Public Services in Russian Jack



Neighborhood Safety

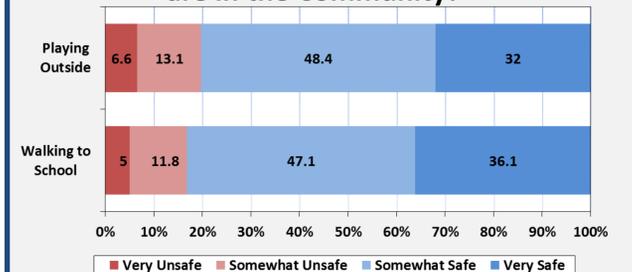
Despite overall high levels of neighborhood satisfaction, we found that female and younger residents are more likely to feel unsafe when walking in the neighborhood at night.

How Safe Do You Feel Walking in the Community at Night?



Most people with children think they are safe in the neighborhood, though some are concerned about children playing outside or walking to school.

How Safe Do You Feel Your Children are in the Community?



The Future

Most of Russian Jack's residents are upbeat about the future. When asked to predict what Russian Jack will be like in three years, just 11% say it will decline and 55% say that it will improve.

A special thank you to the Russian Jack residents for their participation in this study and to John Guintu from NeighborWorks Anchorage.