

Survey Analysis July 2018 RVA Thrives

Overall Summary Statistics

The first part of this analysis provides the demographics and the results overall. Each additional section provides responses by category.

Demographics

The demographics reveal this survey is not quite representative of the demographics of the Jefferson-Davis corridor. More women than men took the survey, and most respondents were between ages 55-69. Almost all respondents were African-American. Since the survey is not representative of the demographics of the JDC, we will provide analysis for each group (age, race, neighborhood, renter vs owner, etc.) separately. This will clarify the different needs of each group, ensuring we know each category's response.

More renters than owners participated in the survey, and most households did not have children under 18 living in them (this is not surprising, given how many older individuals took the survey).

Most survey participants had at least a high school education, followed by some schooling or training after high school, college, and less than high school. Most survey respondents were employed more than 35 hours per week, followed by retired, and unemployed (not working and actively looking for work).

Most survey participants were from Hillside Court, followed by other, Davee Gardens, and Blackwell.

Gender	Female	Male	Other			
	73%	25%	2%			
Age (in years)	<17	18-24	25-39	40-54	55-69	70+
	2%	7%	25%	24%	31%	11%
Race	Black	White	Latinx	Asian	Other/Self ID	
	86%	7%	1%	1%	5%	
Housing	Owns	Rents	No Fixed	Self ID		
	41%	47%	3%	9%		
Kids <18	Yes	No				
	47%	53%				

Education Level	College +	Technical School	High school	< High school		
	21%	27%	35%	16%		
Employed	Employed 35+ hours	Unemployed	<35 hours but want more	<35 hours but ok with it	Retired	No and not looking
	35%	20%	7%	8%	24%	7%
Neighborhood % (#)	Afton	Bellemeade	Blackwell	Broadrock	Brookberry	Castlewood
	2% (4)	5% (13)	12% (31)	7% (19)	.4% (1)	4% (9)
	Cherry Gardens	Cullenwood	Davee Gardens	Hillside Court	Jefferson Trace	Lafayette Gardens
	.8% (2)	.8% (2)	14% (37)	20% (51)	2% (4)	3% (7)
	Manchester	Oak Grove	Other	Rudd Trailer		
	3% (7)	10% (25)	17% (43)	.4% (1)		

Survey Questions by all Categories:

When you think about taking a new job, where would you like to see it located (pick top two)

Most respondents wanted a job close to their house or apartment (37%), while 32% wanted a job close to public transportation. Next, respondents chose a job close to amenities (such as shopping, grocery stores, or other places to run errands) (19%), followed by daycare (9%), and other (3%). Other included wanting a job closer to downtown or closer to transit.

What are the top two barriers that prevent JDC community members from finding stable, well-paying employment? Indicate top and second choice.

Survey respondents identified not enough jobs on the JDC as the biggest barrier to employment (22%), followed by not knowing which businesses are hiring and no transportation (bus or car access), both at 19%. This was followed by a criminal record (14%). The rest are included the table below. The survey respondents were mostly older, which could suggest why after-school and child care did not rank high for either the first or second choice for barriers to jobs.

Responses to barriers to stable, well-paying employment	Percent	Number
Not enough JDC jobs	22%	105
Not knowing which businesses are hiring	19%	88
No transportation	19%	92
Criminal Record	14%	64
No resource to money and expertise to start own business	11%	54
No after school care (kindergarten-high school)	7%	31
No childcare (0-4yrs)	4%	19
No legal paperwork	4%	21
Total	100%	474

Many community members have said that paying for housing has gotten harder over the last two years. What has been your experience in paying for housing?

Most respondents say paying for housing is harder (30%), while 28% say paying for housing has always been hard, but it has not gotten any harder in the last two years. This is not a huge difference, suggesting long-term affordable housing struggles and a potential cost increases (for a good portion of respondents).

Of those that indicated paying for housing has gotten harder in the last two years, 37% said they are paying more for rent but their apartment size hasn't changed, 18% said they've moved into a smaller or lower quality apartment to afford rent, and 25% said their property taxes are increasing.

Many changes are coming to Manchester and will continue down the corridor. With these changes, which is the most important to you to preserve on the JDC?

Respondents were evenly split on what they felt was most important to preserve along the JDC. Ensuring current community members can still afford to live here, and that they still have a voice during and after the changes were the most frequent answer (22%). This was followed by history and culture, and other, both at 21%. See table below.

Responses to preserving the JDC	Percent	Number
Current community members can afford to live here	22%	96
Long-term community still has a voice	22%	95
The history and culture	21%	91
Other	21%	91
Helping current favorite neighborhood businesses expand	12%	53
Total	100%	426

Many new businesses are coming to the JDC. What kind of new businesses, or expansion of existing businesses, do you want to see?

This was a free-response question. As such, I created categories for the responses. These categories include: grocery store, daycare, kids activities, shopping/restaurants/amenities, public services/amenities, jobs, transportation, housing, and medical clinic/care. Many respondents wanted grocery stores, clothing stores, and up-scale or healthier restaurants. Many individuals wanted family-oriented amenities and kids’ activities, such as skate parks, movie theaters, and bowling alleys. Respondents that mentioned jobs wanted more businesses on the corridor that would hire from the corridor, specifically calling for minority-owned businesses, manufacturing, and service jobs.

What residents want on the JDC	Number of times mentioned
Shopping / Restaurants / Amenities	70
Grocery store	69
Jobs (businesses that hire local JDC residents)	24
Kids activities	13
Public Services / Amenities	12
Day care	9
Transportation	3
Medical Clinic	5
Housing	1

Does the neighborhood look cleaner?

Most of the survey respondents think the neighborhood looks about the same (no cleaner than when we started) -- 39%. Thirty-three percent (33%) are unsure if the neighborhood is cleaner and responded it looks better on some days but not others. Only 17% believed it looks cleaner and better most days.