

# Waterman Residents Survey

1. How long have you lived in Waterman?

- 20 or more years 47.5 %
- 10-19 years 18.7 %
- 6-9 years 9.1 %
- 3-5 years 12.3 %
- 0-2 years 12.3 %

Note: Percentages may not always add to 100 due to rounding.

2. How many adults live in your household? \_\_\_1=25.2 2=62.8 3=8 4=2.8 5=.8 7=.4\_\_\_\_\_

3. How many children age 18 or under live in your household?\_(1=11.1) (2=17.5) (3=6.7) (4=1.6) (5=.4)\_\_\_\_\_NOTE: 37.3% OF HOUSEHOLDS HAVE CHILDREN

4. Which of the following do you feel are important benefits in a community? (Check all responses that apply).

- Nearby employment / job opportunities 40.7 N/A 59.3(y)
- Proximity to shopping and/or entertainment opportunities 39.7 N/A 60.3 (y)
- Good quality, affordable housing 36.8 N/A 63.2 (y)
- Reasonable cost of living 23.3 N/A 76.7 (y)
- Quality of schools 15.0 N/A 85.0 (y)
- Low crime rate 9.9 N/A 90.1 (y)
- Recreational opportunities 51.0 N/A 49.0 (y)
- Open spaces 49.8 N/A 50.2 (y)
- Low taxes 21.3 N/A 78.7 (y)
- Social clubs, teams and other civic activities 65.6 N/A 34.4 (y)
- Other \_\_\_\_\_ 86.2 N/A 13.4 (y)

5. Every year, Waterman Business Association organizes the Annual Christmas Drawing. Members, businesses and individuals donate over 150 prizes. This year, The Waterman Business Association added several community-oriented activities to the drawing to form a day-long festival, called Waterman Christmas Events.

First, please tell us whether or not you participated in the Waterman Christmas Events on Saturday, December 10, 2005:

- Yes 48 participated
- No 52 did not participate

6. Please rate each of the following features of the Waterman Christmas Events. You will use a scale of “1” to “4,” where “1” is the least desirable rating (“poor”) and “4” is the most desirable rating (“excellent”). Please circle one response for each of the features listed below.

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
	<b>Poor</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>
Horse-drawn Carriage Rides .....	6.1	13.5	33.1	47.3
Drawings for Free Prizes .....	0.8	4.1	28.1	67.4
Craft Fair .....	5	22.1	42.7	30

7. We would like to get your opinion on the Waterman Harvest Day. First, please tell us whether or not you attended the Harvest Day in the past three years. (Circle “yes” or “no” for each year).

	<b>2005</b>		<b>2004</b>		<b>2003</b>	
Attended the Harvest Day.....	Yes	No	Yes	No	Yes	No
	57.5	42.4	73.2	26.8	75.2	24.3

8. In the past, Harvest Day was an opportunity for local businesses to reach customers in the community. In 2005 a new Waterman Harvest Day committee chose not to allow Waterman businesses and other vendors to sell merchandise or food at Harvest Day. Please mark the statement that most closely resembles how you feel about the 2005 Harvest Day. (Check one response only).

- I liked the 2005 Harvest Day and prefer that the event continue to be non-commercial in the future (that is, without the sales of merchandise or food).3.2
- I liked the 2005 Harvest Day, but prefer that in the future food vendors, crafts people and local businesses be invited to participate by selling their wares.31.3
- I liked previous Harvest Days better than the 2005 event and prefer that Harvest Day go back to the way it was prior to 2005.37.3
- No opinion.28.2

9. Now we would like to ask you several questions about the Village of Waterman’s future. First, are you aware of the Waterman Comprehensive Plan?

- Yes 54
- No 46

10. Each of the statements listed below is about the Waterman Comprehensive Plan. Please read each statement and indicate whether or not you were aware of the information contained in the statement (Circle “Yes” or “No” for each statement).

*I was aware of this information...*

The Waterman Comprehensive Plan serves as a guide to development of land in the Village and should be used, including designations for industrial, residential and commercial areas. ....	YES	54.9	NO	31.6	13.0na
The Waterman Comprehensive Plan was developed with guidance from Waterman residents.....	YES	42.3	NO	43.1	14.2 na
The Waterman Comprehensive Plan was approved by Waterman’s Board of Trustees and DeKalb County in 2003 and updated in 2005. ....	YES	42.3	NO	43.1	14.6na

11. Where do you shop for the following essentials? (Check all that apply)

	DeKalb	Sycamore	Waterman	Other ( <i>please write in name of town</i> )
<b>Clothing</b>	73.9	16.2	5.5	8.7
<b>Entertainment (e.g., movie theater, bowling, mini-golf)</b>	58.9	14.2	2.0	8.7
<b>Groceries</b>	82.2	7.1	.4	8.7
<b>Restaurants</b>	55.7	22.1	11.5	5.9
<b>Automotive</b>	50.0	9.5	9.9	21.0
<b>Medical</b>	44.8	14.3	.4	34.5
<b>Bank/Finances</b>	20.6	7.5	42.7	26.1

12. DeKalb County is one of the fastest growing counties in the United States. Studies show that pressure from the growth of surrounding DeKalb County is likely to cause Waterman’s population to increase too. Waterman’s Comprehensive Plan allows for the population of Waterman to grow to more than 8,000 in the next 10 to 15 years.

New residential and commercial developments in Waterman will substantially increase the tax base, but will also demand more community wide services. If the following services and improvements could be paid primarily by new residential and commercial development, when would you like them to occur?

**COMMUNITY IMPROVEMENTS**

	<b>Now (1-5 Years)</b>	<b>Soon (5-10 Years)</b>	<b>Eventually (10-20 Years)</b>	<b>Never</b>
<b>Revitalized downtown (e.g., sidewalks lined with a wide variety of shops, trees and outdoor seating areas)</b>	58.9	24.7	9.5	6.5
<b>Park district with new parks &amp; recreation facilities and programs</b>	34.7	37.5	20.4	7.4
<b>Expanded library/library services</b>	39.5	37.2	15.8	7
<b>New village hall and other new municipal buildings (police and/or fire stations)</b>	25.4	36.6	29	8.5
<b>Medical Center</b>	37.5	29.5	21.4	11.2
<b>New community/arts center</b>	11.1	33.7	36.1	18.8
<b>A wide range of social clubs such as bowling leagues, investment clubs, etc. and other civic activities.</b>	20.6	30.4	32.5	16.5
<b>Community Swimming Pool</b>	21	21.9	31.7	25.4

**RETAIL IMPROVEMENTS**

	<b>Now (1-5 Years)</b>	<b>Soon (5-10 Years)</b>	<b>Eventually (10-20 Years)</b>	<b>Never</b>
<b>Supermarket</b>	73.1	15	7.7	4.3
<b>Entertainment (e.g., movie theater, bowling, mini-golf)</b>	26.5	33.2	27.8	11.7
<b>Downtown specialty shops (e.g., gift and craft stores, bakery, bank, antique and clothing boutiques, home décor shops)</b>	50.4	28.7	15.2	5.7
<b>New ‘big box’ stores (Target, Menards, etc.),</b>	14.8	17.5	25.3	42.4
<b>Fast food restaurant chain</b>	33.9	30	17.2	18.9
<b>Family restaurant</b>	82.1	13.3	2.9	1.7
<b>Drug store/pharmacy</b>	62.2	22.6	10	5.2

13. Please refer to the list of “Community Improvements” included in Question #12 above. We would like you to circle the one community improvement that you would most like to see happen in Waterman in the next one to five years. (Circle the description of the community improvement above in Question #12).

Revitalized Downtown	26%
Park district with new facilities and programs	8%
Expanded library	7%
New village hall and other municipal buildings	4%
Medical Center	4%
Community Arts Center	1%
A wide range of social clubs such as bowling leagues, investment clubs, sports	1%
Community swimming pool	5%
Supermarket	16%
Entertainments such as movies, bowling	2%
Downtown specialty shops	3%
Big box stores such as Target, Menards, etc.	1%
Fast food chain	2%
Family restaurant	14%
Drug store/pharmacy	5%
	<b>100%</b>

14. Please write below any additional comments or suggestion you have about the future of Waterman, including any improvements or changes you would like to see for Waterman in the next 5 years.

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15. To ensure that our survey represents people from a range of age groups, please tell us into which of the following categories your age falls:

- |   |                                     |
|---|-------------------------------------|
| <input type="checkbox"/> 70 or older 16.2 | <input type="checkbox"/> 30-39 18.7 |
| <input type="checkbox"/> 60-69 12.9       | <input type="checkbox"/> 21-29 6.6  |
| <input type="checkbox"/> 50-59 19.9       | <input type="checkbox"/> 18-20 .4   |
| <input type="checkbox"/> 40-49 24.9       |                                     |

16. Please check the appropriate box. I am....

Female 59.5

Male 36.1

**Thank you for responding to this survey!**

**The Waterman Business Association supports, improves and nurtures the growth of the business climate in the Village of Waterman and the general area. Your input is very important to us.**

**PLEASE MAIL BACK IN THE ENCLOSED ENVELOPE TO:**

**The Waterman Business Association**

**P.O. Box 277**

**Waterman, IL 60556-0277**

**DEADLINE FOR RESPONSE IS FEBRUARY 15, 2006**