



## **Community Survey Spring 2010 Results Summary**

**Funded By The Sparkplug Foundation  
With Support From The NH Charitable Foundation**

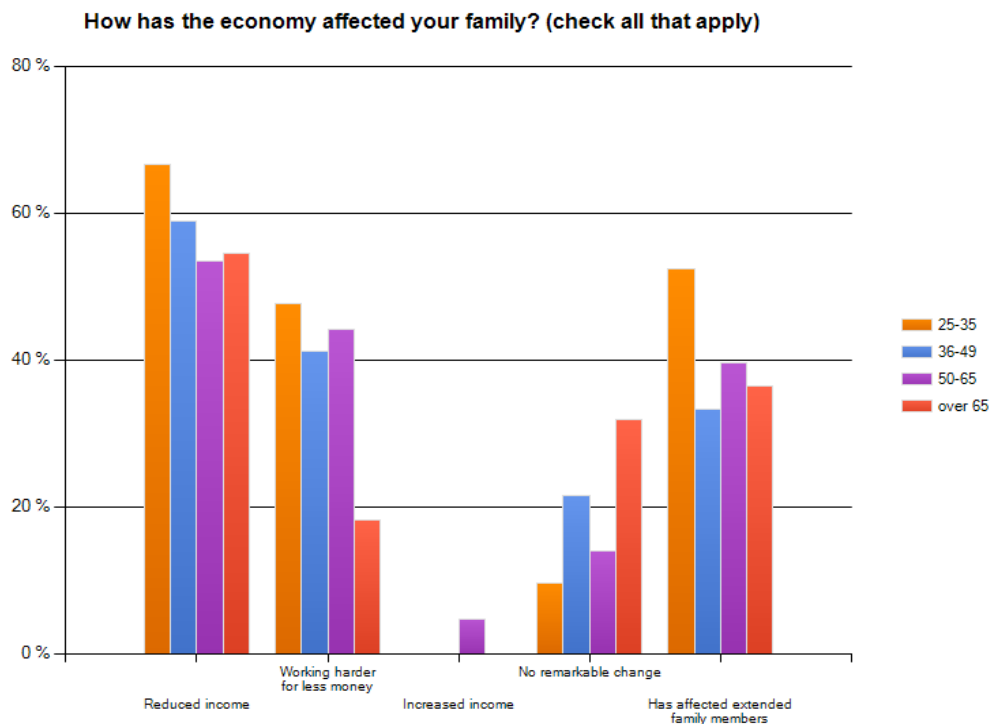
**The Grapevine Family & Community Resource Center  
4 Aiken Street, PO Box 637  
Antrim NH 03440  
603.588.2620  
[TheGrapevine@conknet.com](mailto:TheGrapevine@conknet.com)**

**Produced in consultation with Lyedie Geer, Emerging Capacity Consulting**

## Summary

Our thanks to the people who completed The Grapevine Community Survey in March. All respondents were from our “target towns” of Antrim, Hancock, Bennington and Frankestown, with more than one-half of the respondents living in Antrim. Survey results demonstrated a strong community spirit, as well as commitment to maintaining our rural New England tradition of helping each other in times of need and preserving the rural landscape. These themes were expressed over and over again in the responses. The data validated our work here at the Grapevine and gave us some clear direction as to how we can strengthen our programs and develop some new initiatives to further strengthen the fabric of our community. The survey results have given us confidence that a Community Website will benefit both residents of and visitors to the community. We have begun to gather resources—start-up funding and volunteers—to get the website off the ground, and classified ads and business sponsorships will be available soon.

**Local economy:** The survey gave us insight into how our community has been impacted by the recession. 57% of respondents report that the economy has affected their family by reducing household income, while 38% feel they are working harder for less money. 37% say that the economic situation has affected their extended family members.



**Generally speaking** this survey tells us . . . . .

- We have a real sense of community in our towns.
- We have a good number and variety of resources, as well as the typical challenges of a rural area.
- We shop locally and seek other ways to participate in our community.
- A majority of us are feeling the impacts of the recession.
- We believe The Grapevine is benefiting the community.
- We use the Internet for a variety of tasks, and to stay informed.
- We would use a “go to” website for community information and resources.

## Data Collection

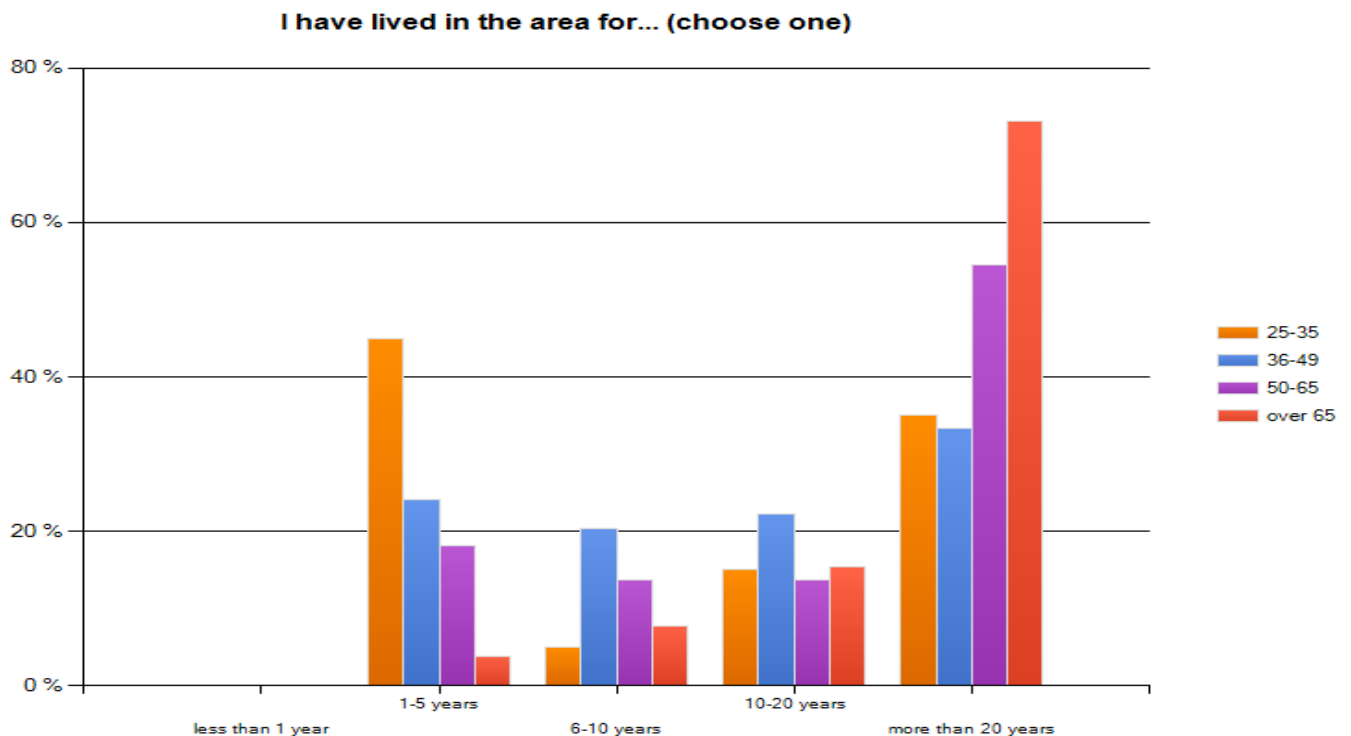
The following data was collected via a voluntary survey produced using the online Survey Monkey tool. The survey included multiple choice, rating scale, and several open-ended questions organized into three sections: general introduction, The Grapevine and Sustaining The Grapevine. It was available to the public through email notifications, parenting groups and other programs, posting in target towns, Facebook and by word-of-mouth. Respondents completed surveys either online or in printed version.

## Samples of Data Collected

### *Respondents*

The community survey had a total of 155 responses. 60 % were Antrim residents. 44% have lived in the area for more than 20 years. 38.8% of respondents were between the ages of 36-49 (39%), with another 30% being between 50-65 years of age. 34% have children over 18 years of age, and 31% have children between 5-11 years old.

Most respondents 36 years and older have lived in the area more than 20 years, which perhaps may account for the strong sense of community noted by many.



This may also help to explain the high rate of volunteerism and the general knowledge that others will be there to help when we're in need.

### *Community Profile*

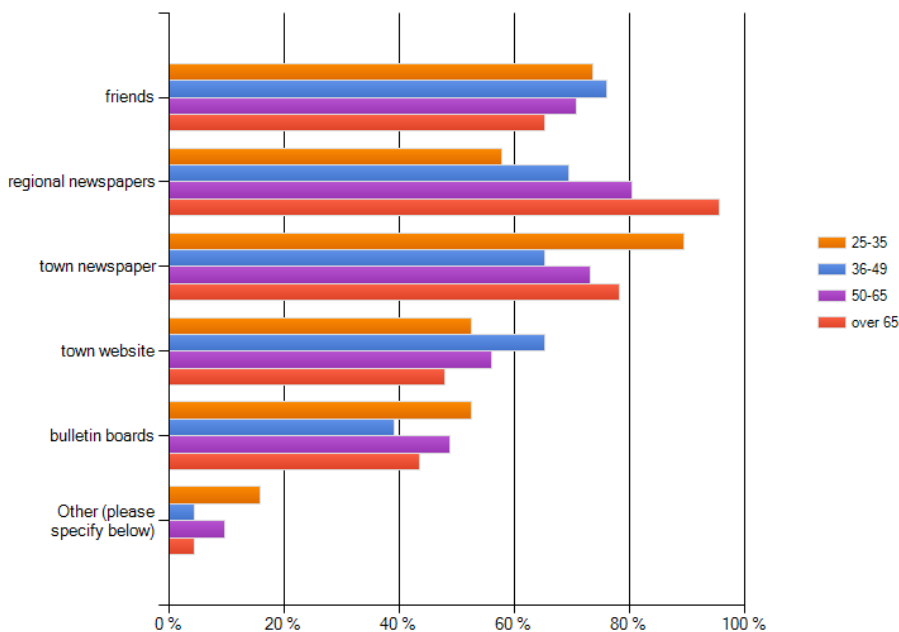
More than 90% of respondents shop locally. 68% also volunteer locally. 58% attend town meeting and 40% own or work in a local business. 34% of parents surveyed participate in the local schools.

Community strengths include civic organizations, volunteerism and the spirit of involvement. Several respondents feel that people know each other, are friendly and caring, and would help them if they were in need. Having activities for both adults and children was seen a strong point of our community. Many people report appreciation for the various resources and services available in the community, including the school systems.

Community challenges include lack of child care, limited opportunities/support for teens, lack of economic opportunities, lack of involvement/volunteers/civic engagement, high property taxes, lack of transportation, the rural nature of our community, declining school enrollment and quality of schooling, isolation, and needs of a growing senior population.

Sources of Local Information: When we’re looking for local information, our older residents check the regional newspapers first, and our younger residents read the town newspapers first. For the 36 to 49-year-olds, friends are the trusted source for local information.

**Where do you currently go for information about what is going on locally?  
(check all that apply)**



***The Grapevine***

49% of respondents had participated in Grapevine playgroups, parent groups and/or baby group. 40% are members of the People’s Service Exchange. 65% have benefitted from resources or services through The Grapevine (including 17% wood bank, 21% state assistance application, 30% fuel assistance, 8% counseling).

A large number of survey comments noted a gap in child care availability and a need to increase community offerings to teens. 28% of respondents felt that The Grapevine could and should address the following unmet community needs: Transportation, programs for seniors, programs for people in their 20’s and 30’s, connecting neighbors, and childcare.

Favorable responses to internet usage and a community website indicate an opportunity for The Grapevine to raise funds while providing the community with a “go to” resource for local information.

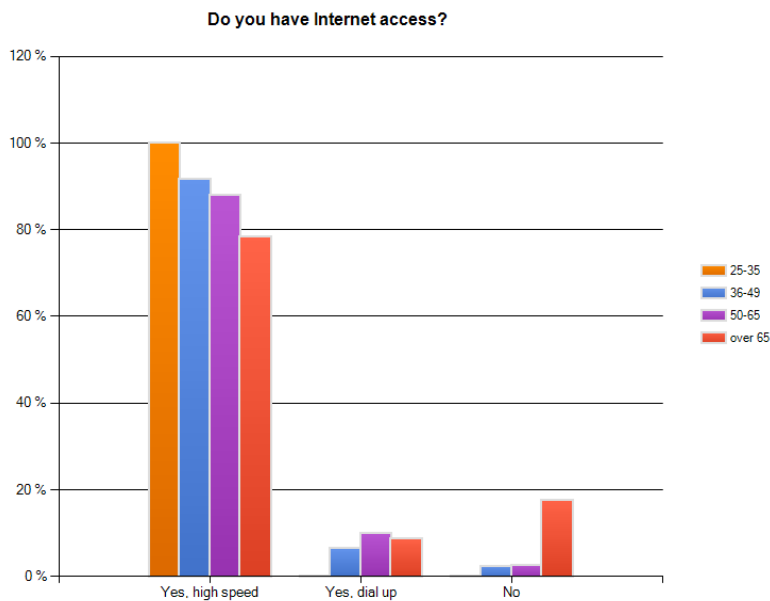
Other interesting responses about The Grapevine include:

- 90% agree or strongly agree that The Grapevine helps people to meet basic needs.
- 95% agree or strongly agree that The Grapevine helps connect people to the community.
- 90% would support a business or other enterprise that raises income for The Grapevine.
- 88% agree or strongly agree that the community is better off now than it was without The Grapevine.
- 56% would like to support The Grapevine by attending an annual fundraising event; 33% by making a charitable contribution; 36% by volunteering; 70% by telling people about the programs; 65% by donating goods or services, and 2% by making The Grapevine a beneficiary of their financial planning.

## Rural Community Building in the Internet Age

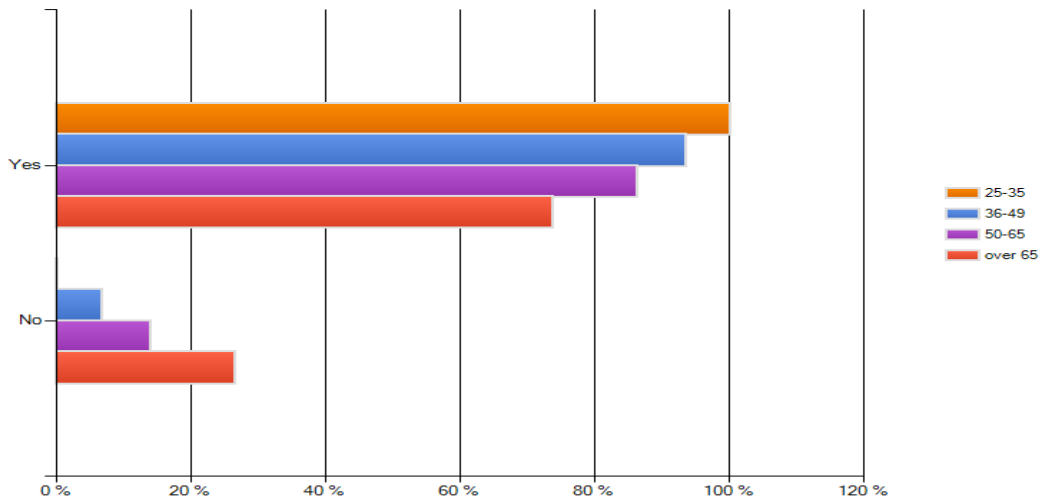
The Grapevine began almost one year ago to consider the merits of social enterprise as a way to build a sustainable source of income while furthering our mission to promote family and community well-being. A Community Website, designed to be a “go to” website for local resources and information, seemed to us to make sense both in terms of mission and potential income generation. One of the purposes of this survey was to assess the validity of this idea by taking it to the community. Here is what we found out:

- Respondents tend to be “connected” to the Internet, with 90% of respondents having high speed Internet access.
- 95% of respondents use Internet for email, 78% for shopping, 92% for information search, 59% for social networking, and 62% for work.
- Only 3% of respondents do *not* use the Internet.
- 47% of respondents have visited The Grapevine pages on the Antrim town website.



In terms of getting information about what is going on locally: 71% of respondents get information from friends; 74% from local newspapers; 71% from town newspapers; 58% from town websites; and 43% from bulletin boards.

Would you find a website designed to serve as a "go to place" for information for the community useful to you, even beneficial to the community?



**89.5% of respondents would find a website designed to serve as a “go to place” for information beneficial.**

People reported they would bookmark and utilize such a website as follows:

- 74% for local and regional resources
- 55% for local civic groups
- 49% for schools and churches
- 74% for outdoor activities
- 43% for sporting events
- 85% for fairs and celebrations
- 69% for farm and garden
- 48% for movie listings
- 80% for calendar of events
- 59% for advertising source for local merchants and services
- 48% for classified advertising

The survey results lead us to conclude that a Community Website will benefit the community. We have begun to gather resources—start-up funding and volunteers—to get it off the ground, and classified ads and business sponsorships will be available soon. Resale and recycling of goods should also prove valuable to the community and provide another source of income, as a majority of survey respondents indicated a need and a desire for a local venue for purchasing a variety of “gently used” items.

**Our thanks** to all who participated in this survey, and to everyone who makes this community so inspiring. We are proud to be a part of such an active and caring place to live and will continue to offer programs that strengthen and support our community. At this time of reduced options for grants and cuts in state funding, your support in the form of volunteerism and donations to The Grapevine is strongly encouraged and much appreciated. For inquiries and donations contact:

Kristen Vance, Executive Director  
 The Grapevine Family & Community Resource Center  
 4 Aiken Street, PO Box 637, Antrim NH 03440

603.588.2620  
[TheGrapevine@conknet.com](mailto:TheGrapevine@conknet.com)