



DeKalb COUNTY SURVEY

Informing Our Local Decision Making Process

Hometown Collaboration Initiative

This report is a product of the Purdue Center for Regional Development and the Purdue Extension Community Development program and is intended to support the Indiana Hometown Collaboration Initiative (HCI). HCI is a collaborative initiative of the Indiana Office of Community and Rural Affairs, Ball State University and Purdue University.



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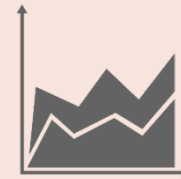
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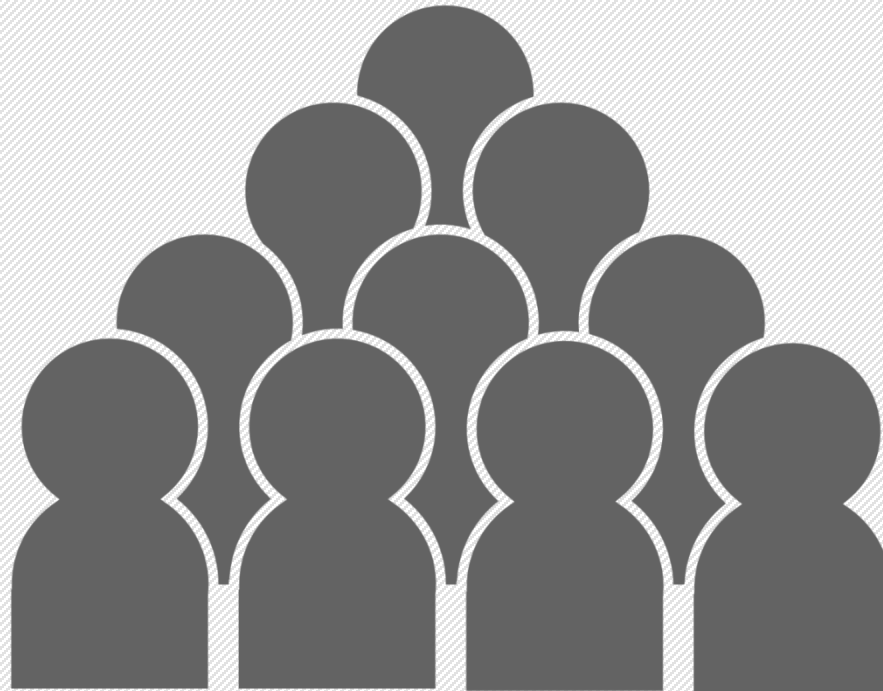


01 Respondents

Survey participants

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Key Findings



Survey Respondents



01-Who Responded



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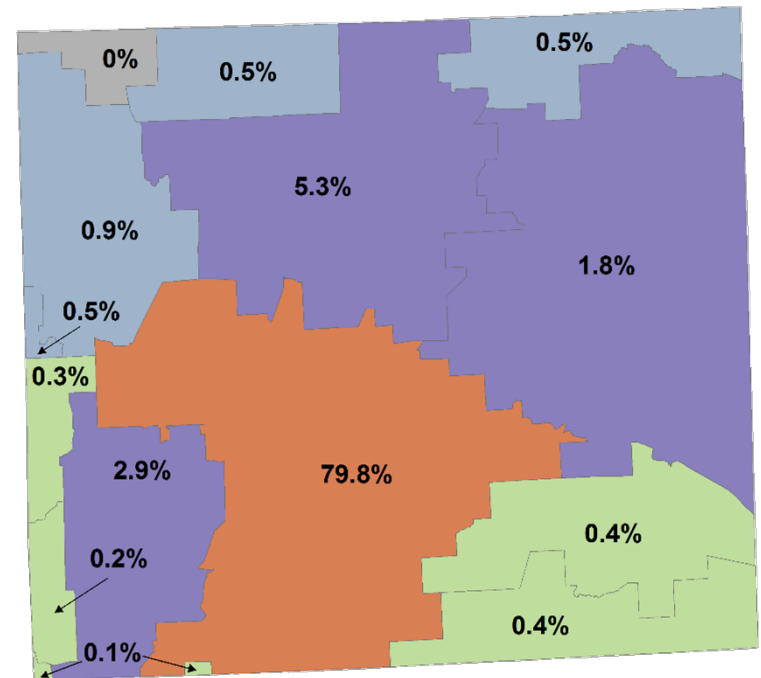


04-Leadership

Survey respondents were asked to indicate if they were a resident of the county and if they resided in the county (left table). Additionally, participants provided the zip code of their home residence. The infographic on the right shows the geographic mix of DeKalb County residents who responded to the survey.

TOTAL RESPONDENTS = 1,186

Resided and Employed in DeKalb County	586
Resided but not Employed in DeKalb County	498
Employed in DeKalb County, but not Resident	75
Neither Resided nor Employed in DeKalb County	27



Survey respondents who were county residents, shown by zip code of residence.

Survey Respondents



01-Who Responded



02-Quality of Life



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04-Leadership

- Largest share of respondents have lived in DeKalb County 21-30 years (*Figure 1*)
- Respondents represented a distribution of ages (*Figure 2*)
- 50 percent of responses were female, 27 percent male, 23 percent preferred not to specify (*Figure 3*)

Figure 1. Years of Employment or Residence in DeKalb County

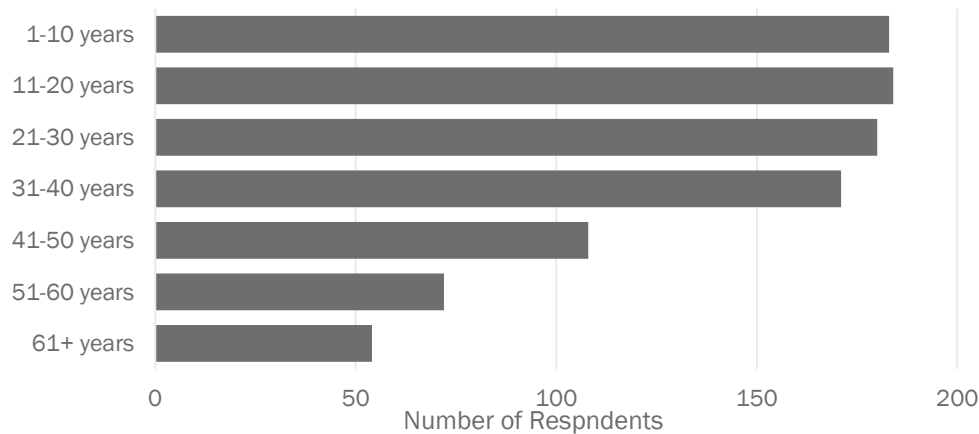


Figure 3. Gender

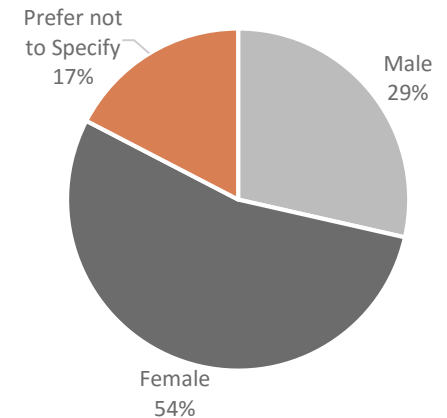
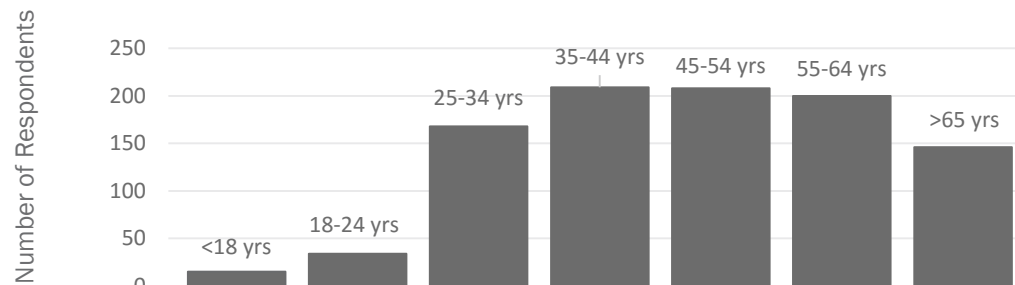


Figure 2. Age of Participants in Years



Survey Respondents



01-Who Responded



02-Quality of Life



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04-Leadership

- Survey responses included a variety of education levels (*Figure 1*)
- Majority of survey takers were employed full- or part-time, retired or preferred not to disclose their employment status (*Figure 2*)

Figure 1. Highest Educational Attainment

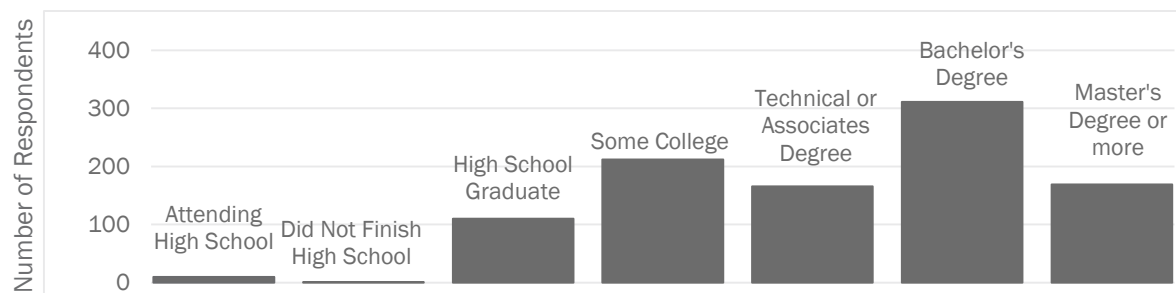


Table 1. Employment

Employed Full-Time	616
Employed Part-Time	105
Full-Time Student	11
Unemployed	7
Retired	128
Stay-at-home Parent or Guardian	46
Other	54
Preferred not to Disclose	212

02 Quality of Life

[Summary](#)

[Trends](#)

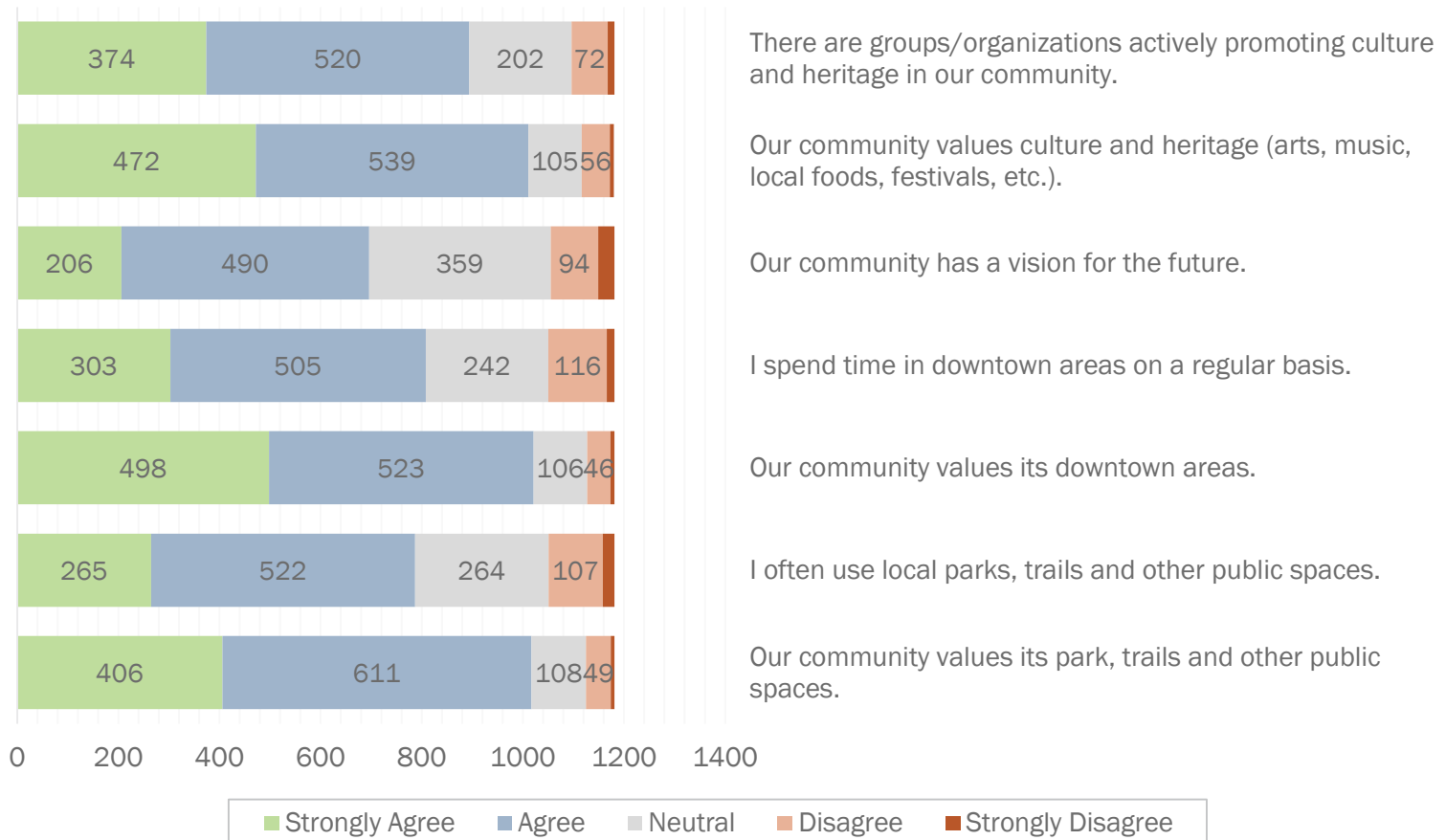
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Quality of Life

Response Summary

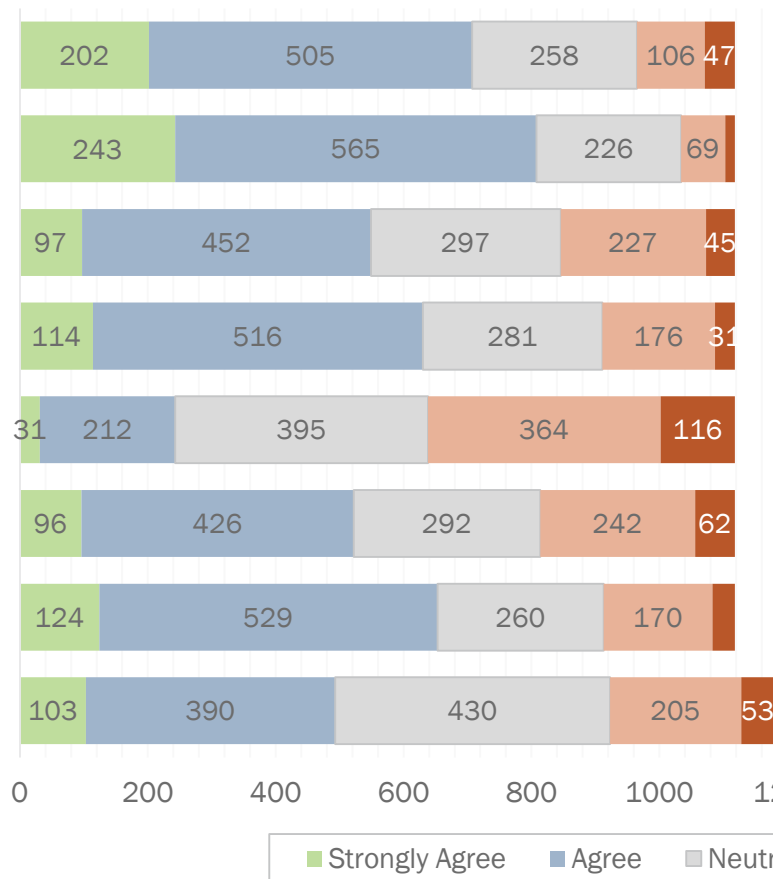
Survey results indicate that residents of DeKalb County experience an overall sense of satisfaction with the quality of life in their county but also indicate some areas of opportunity for improvement.



Quality of Life

Response Summary

Survey results indicate that residents of Dekalb County experience an overall sense of satisfaction with the quality of life in their county but also indicate some areas of opportunity for improvement.



Auburn is a welcoming place to newcomers.

I am very satisfied with the quality of life in my community.

It is easy to find information about activities and events occurring in our community.

Our county has a variety of formal and informal places where people can gather to conduct business, socialize...

There are a variety of activities available for young adults (21-35 years of age) to do in our community.

In our community, there are a variety of things for families with children or teens to do.

In our community, residents have access to fresh, locally sourced foods.

I have access to lifelong learning opportunities in my community (certificates, hobby classes, etc.)



01-Who Responded



02-Quality of Life



03-Economy



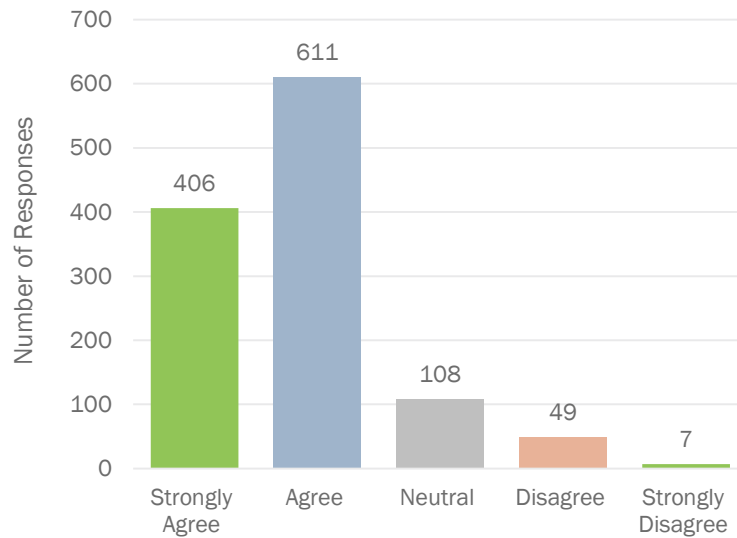
04-Leadership

Deeper Dive

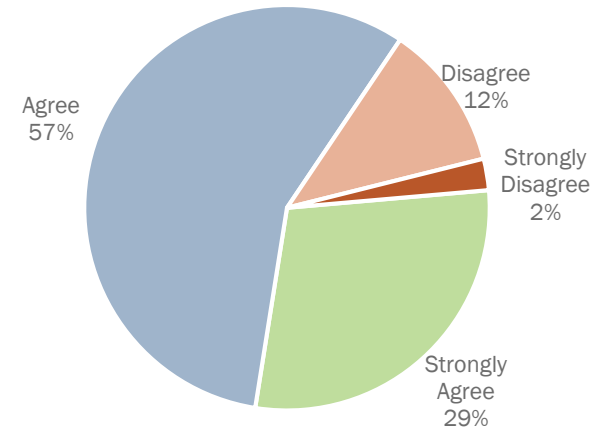
Quality of Life

What do the survey results indicate about parks and trails?

Our county values its parks, trails and other public spaces



Of those with an opinion:
I often use local parks, trails and other public spaces.





01-Who Responded



02-Quality of Life



03-Economy



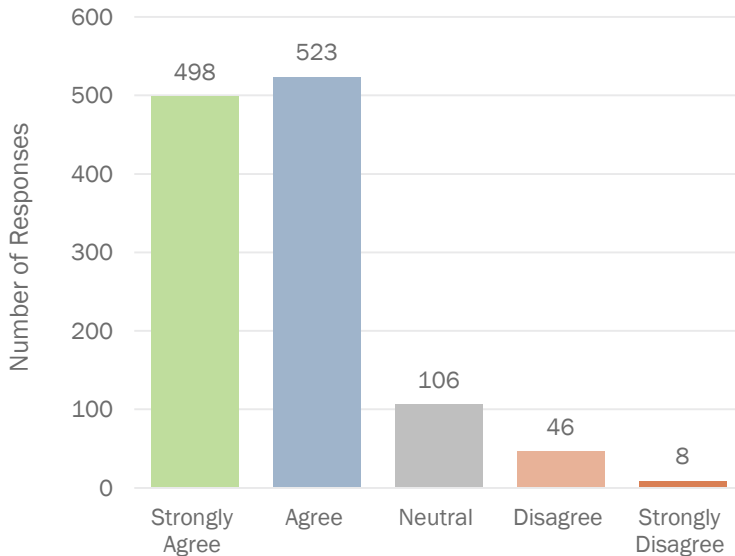
04-Leadership

Deeper Dive

Quality of Life

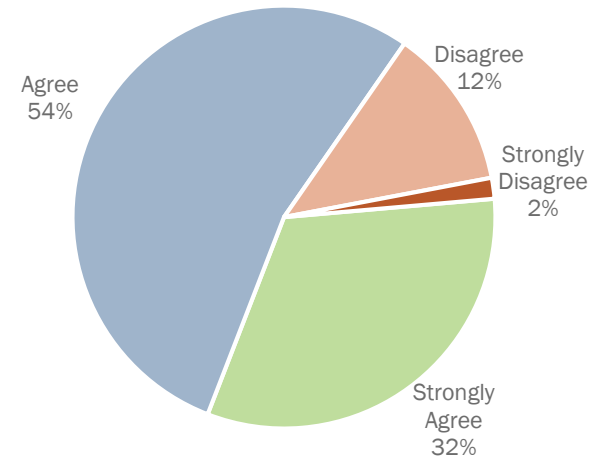
What do the survey results indicate about the county's priorities for its downtown spaces?

Our county values its downtown areas.



Of those with an opinion:

I spend time in downtown areas on a regular basis.





01-Who Responded



02-Quality of Life



03-Economy



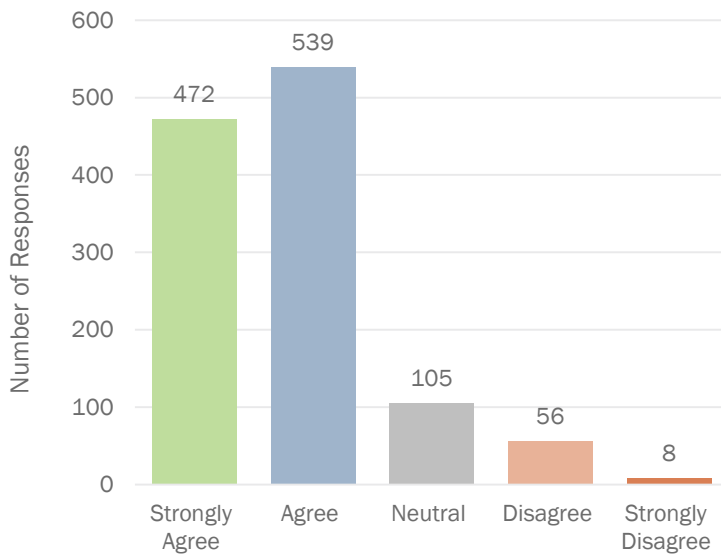
04-Leadership

Deeper Dive

Quality of Life

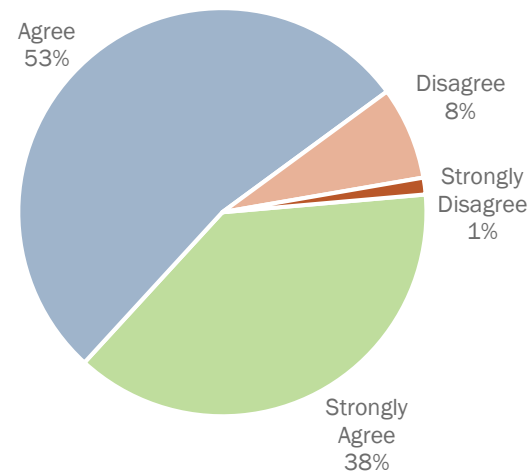
What do the survey results indicate about the county's priorities for arts, culture and heritage?

Our community values culture and heritage (arts, music, local foods, festivals, etc.).



Of those with an opinion:

There are groups/organizations actively promoting culture and heritage in our community.





01-Who Responded



02-Quality of Life



03-Economy



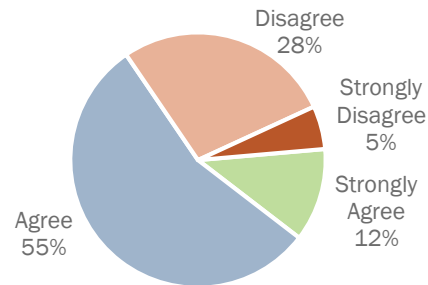
04-Leadership

Deeper Dive Quality of Life

Are there events for families in your community? Are residents aware of community events? What are areas where your community can improve?

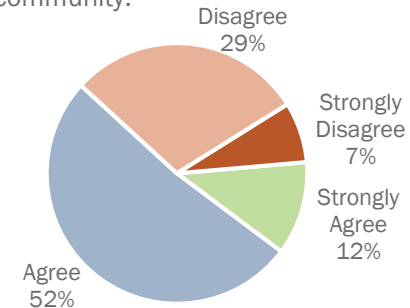
Of those with an opinion:

It is easy to find information about activities and events occurring in our community.



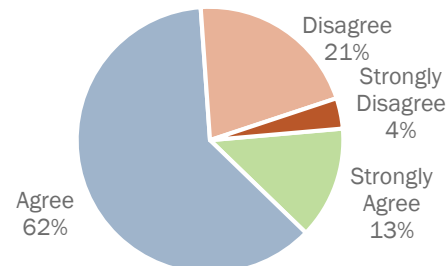
Of those with an opinion:

There are a variety of things for families with children or teens to do in our community.



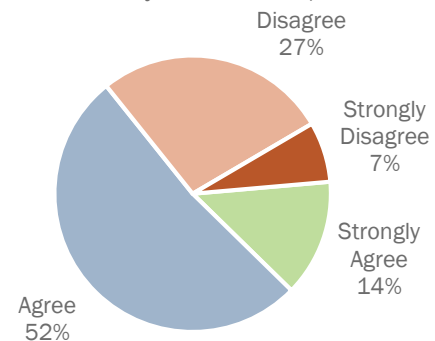
Of those with an opinion:

Our county has a variety of places where people can gather to conduct business, socialize and interact on matters of shared interest.



Of those with an opinion:

I have access to lifelong learning opportunities in my county (certificates, hobby classes, etc.)





01-Who Responded



02-Quality of Life



03-Economy



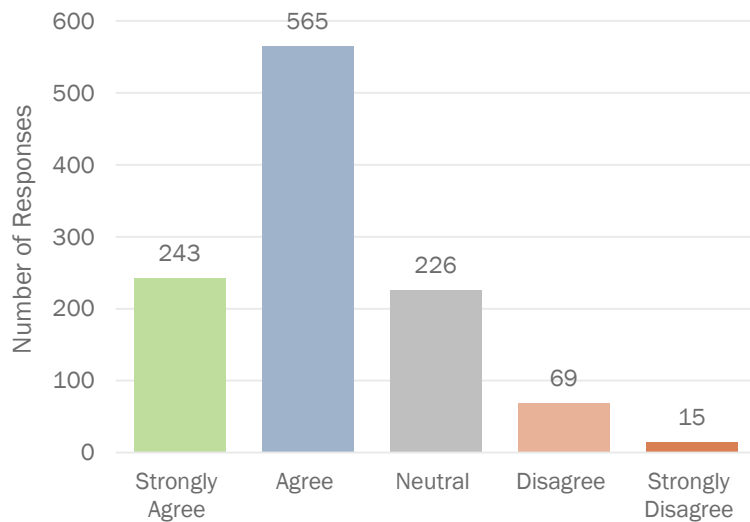
04-Leadership

Deeper Dive

Quality of Life

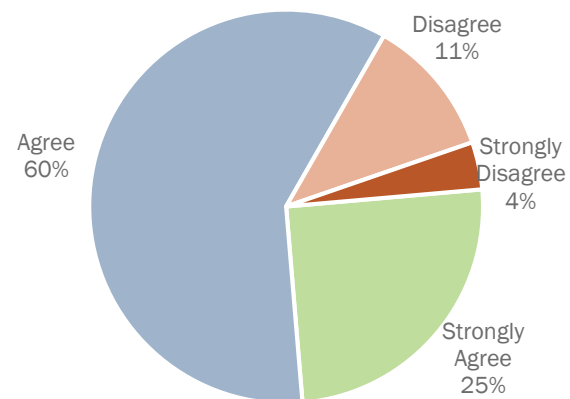
In summary, how do residents feel about the quality of life in their community?

I am very satisfied with the quality of life of my community.



Of those with an opinion:

Our community has a vision for the future.



03 Economy

Summary

Trends

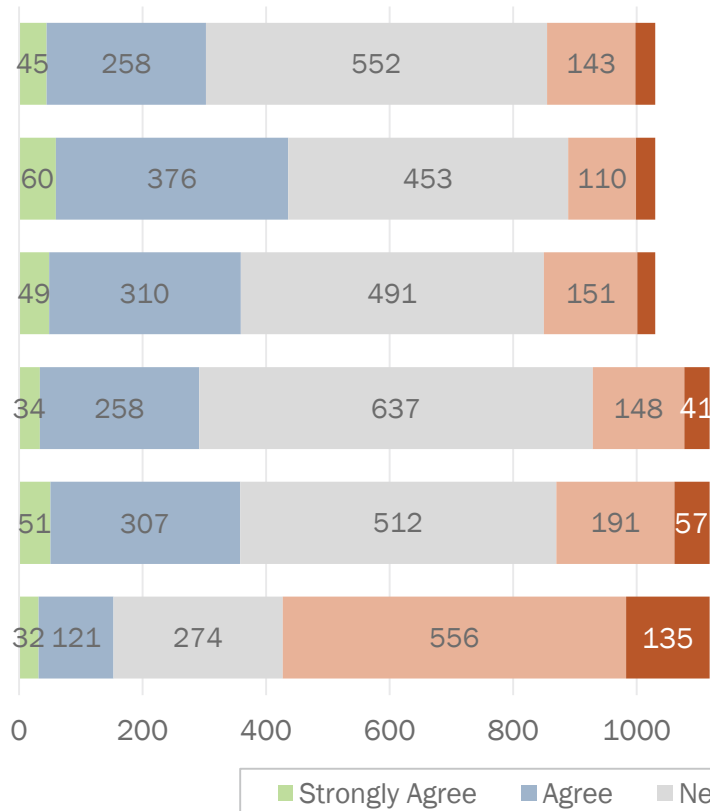
Deeper Dive



Response Summary

Economy

The survey results indicate that residents of DeKalb County are concerned about issues related to workforce opportunities and business attraction, retention and expansion.



Our county promotes and provides a variety of services that are friendly to those wanting to start their own business.

Our community is willing to work with neighboring communities and counties to explore regional economic development opportunities.

Economic and community leaders are seeking to capitalize on the county's physical and natural resources amenities.

Our community has a well-developed economic development plan.

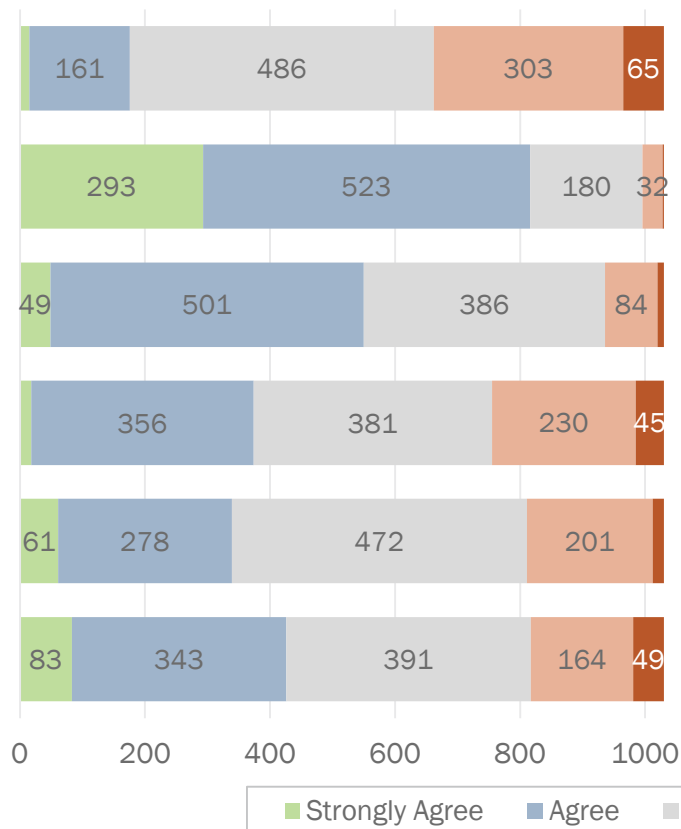
Our community's leadership spends a lot of time trying to attract new businesses to the area.

Our community does not seem to support local small business and/or enterprises.

Response Summary

Economy

The survey results indicate that residents of DeKalb County are concerned about issues related to workforce opportunities and business attraction, retention and expansion.



If someone wanted to start a business in my community, they would know where to go for resources and information.

Young people from our community who get a good education tend to move away to pursue job opportunities not available locally.

When businesses come to our community, they tend to hire locally.

In general, jobs in our community pay good wages/salaries and offer good benefits.

Keeping and expanding businesses and industries that already exist in our community is not given enough attention by our local leaders.

Our local government leaders understand the importance of retaining and attracting talented persons to our community.



01-Who Responded



02-Quality of Life



03-Economy



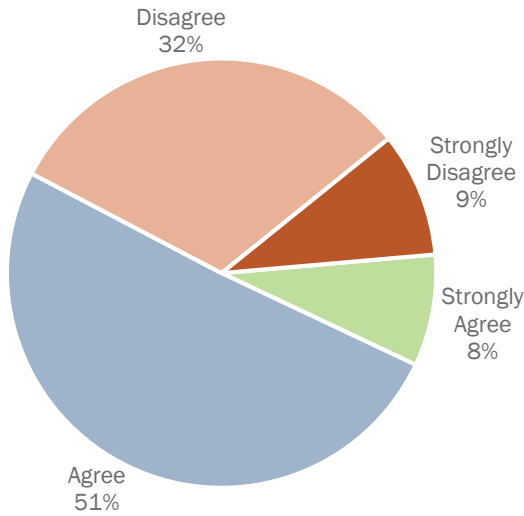
04-Leadership

Deeper Dive Economy

How do residents view the county's efforts to retain, expand and attract local businesses?

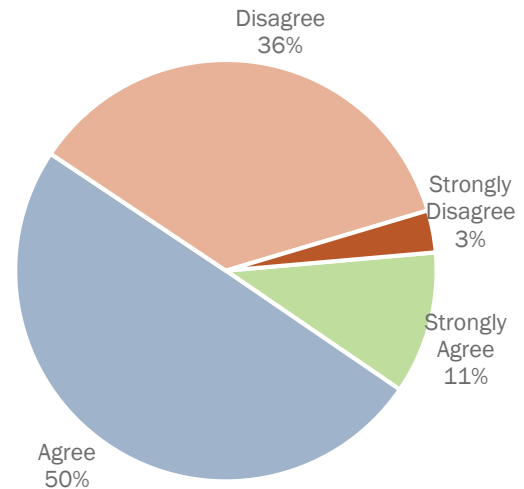
Of those with an opinion:

Our community's leadership spends a lot of time trying to attract new businesses to the area.



Of those with an opinion:

Keeping and expanding businesses and industries that already exist in our community is not given enough attention by local leaders.





01-Who Responded



02-Quality of Life



03-Economy

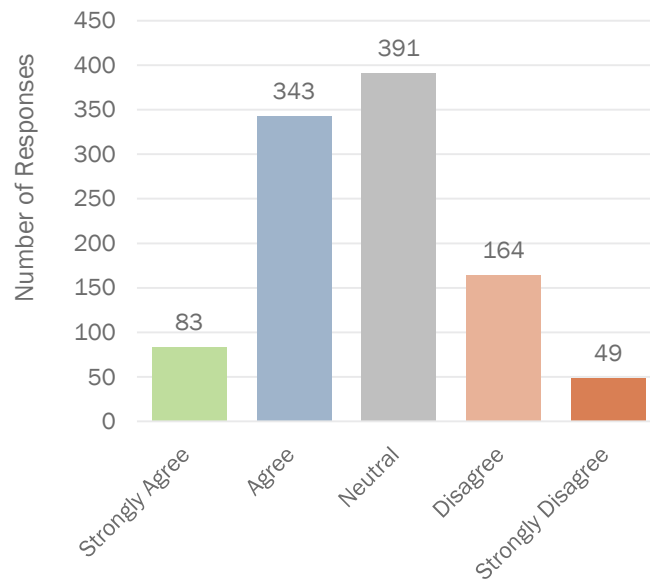


04-Leadership

Deeper Dive Economy

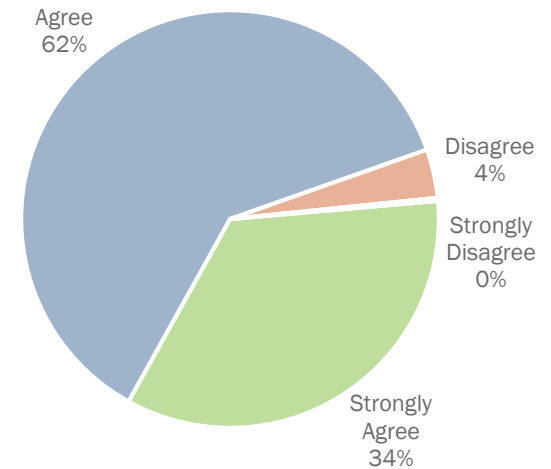
How do residents view the county's efforts to retain and attract skills and talent?

Our local government leaders understand the importance of retaining and attracting talented persons to our community.



Of those with an opinion:

Young people from our county who get a good education tend to move away to pursue job opportunities not available locally.





01-Who Responded



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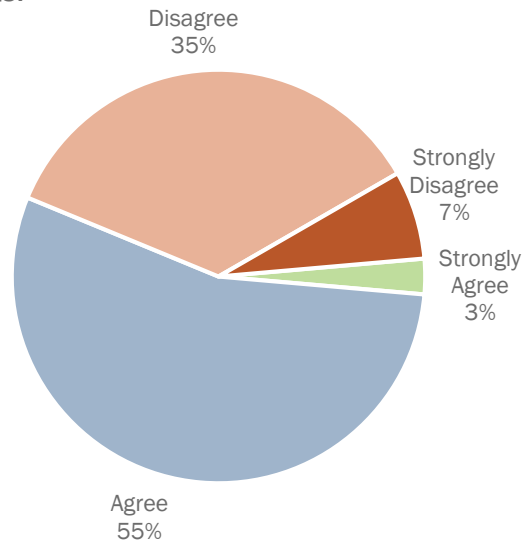


04-Leadership

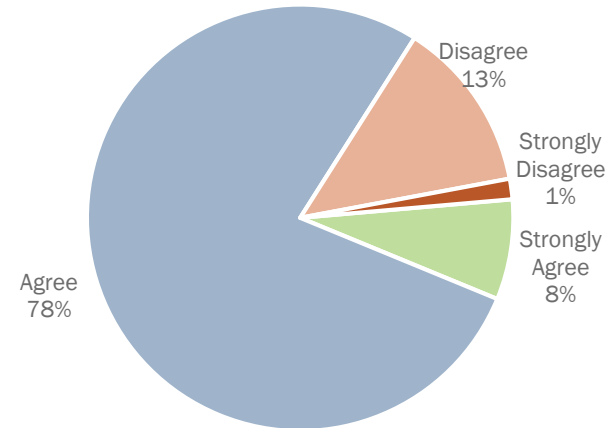
Deeper Dive Economy

How do residents perceive the mix of job opportunities available within the county?

Of those with an opinion:
In general, jobs in our county pay good wages/salaries and offer good benefits.



Of those with an opinion:
When businesses come to our county, they tend to hire locally.





01-Who Responded



02-Quality of Life



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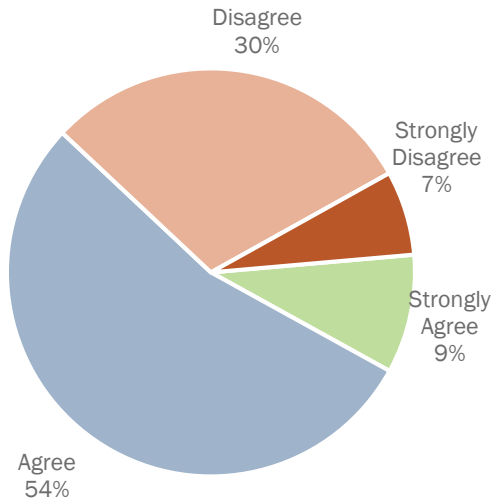


04-Leadership

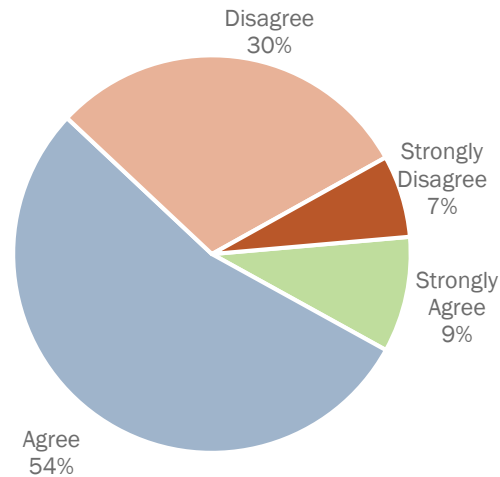
Deeper Dive Economy

Are residents aware of resources for small businesses or entrepreneurs?

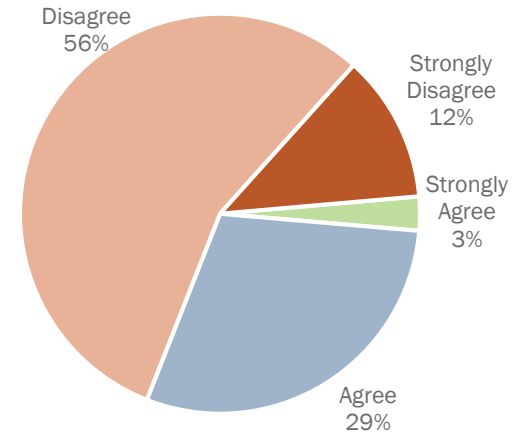
Of those with an opinion:
Our community promotes and provides a variety of services that are friendly to those wanting to start their own business.



Of those with an opinion:
Our community promotes and provides a variety of services that are friendly to those wanting to start their own business.



Of those with an opinion:
If someone wanted to start a business in my county, they would know where to go for resources and information.





01-Who Responded



02-Quality of Life



03-Economy



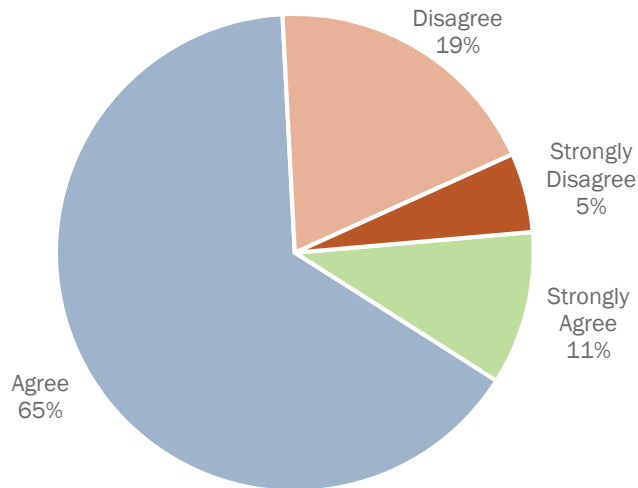
04-Leadership

Deeper Dive Economy

Are there opportunities for new collaborations? Are there opportunities to build on your community's existing assets?

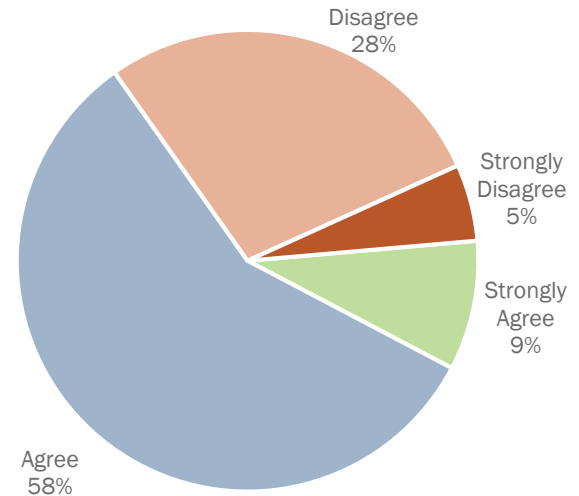
Of those with an opinion:

Our community is willing to work with neighboring communities and counties to explore regional economic development opportunities.



Of those with an opinion:

Economic and community leaders are seeking to capitalize on the community's physical and natural resources amenities.





01-Who Responded



02-Quality of Life



03-Economy

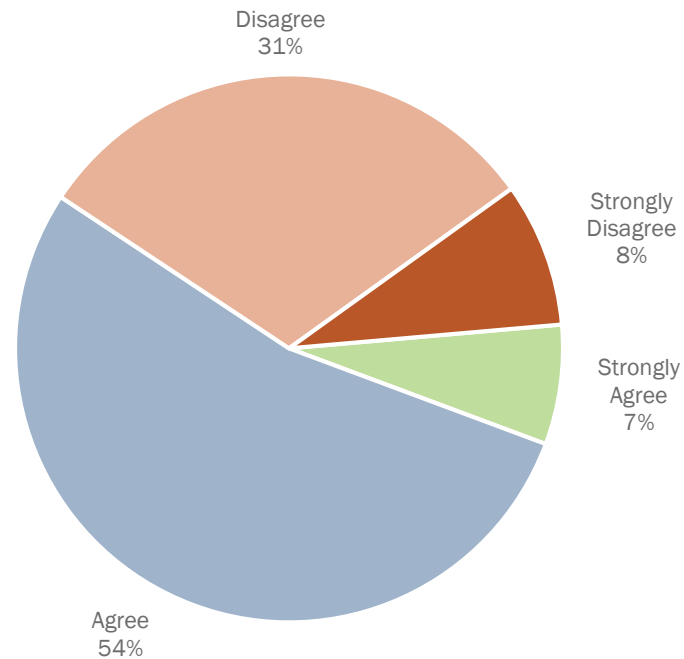


04-Leadership

Deeper Dive Economy

Do community members feel that the county is planning for the future?

Of those with an opinion:
Our community has a well-developed economic development plan.



03 Leadership

[Summary](#)

[Trends](#)

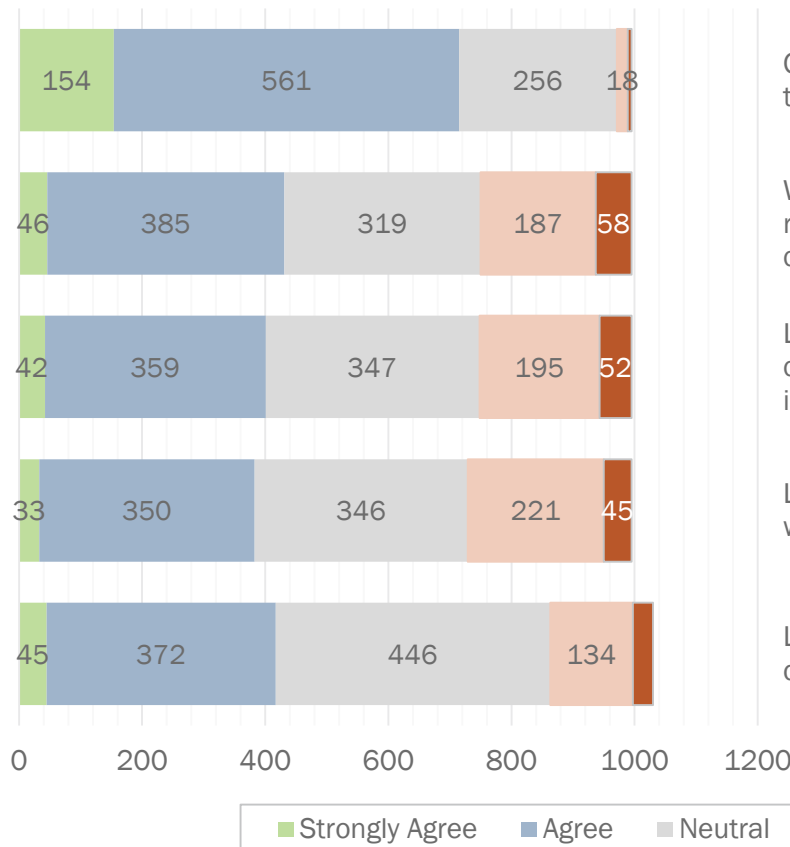
[Deeper Dive](#)



Response Summary

Leadership

Survey results showed an openness to growth and change, opportunities for increased collaboration and an opportunity to increase awareness.



Our county would benefit from a leadership development training program.

Women and minorities serve in a variety of leadership roles in our county and the communities that make up our county.

Local elected officials value the input of residents when it comes to exploring ways to address important county issues.

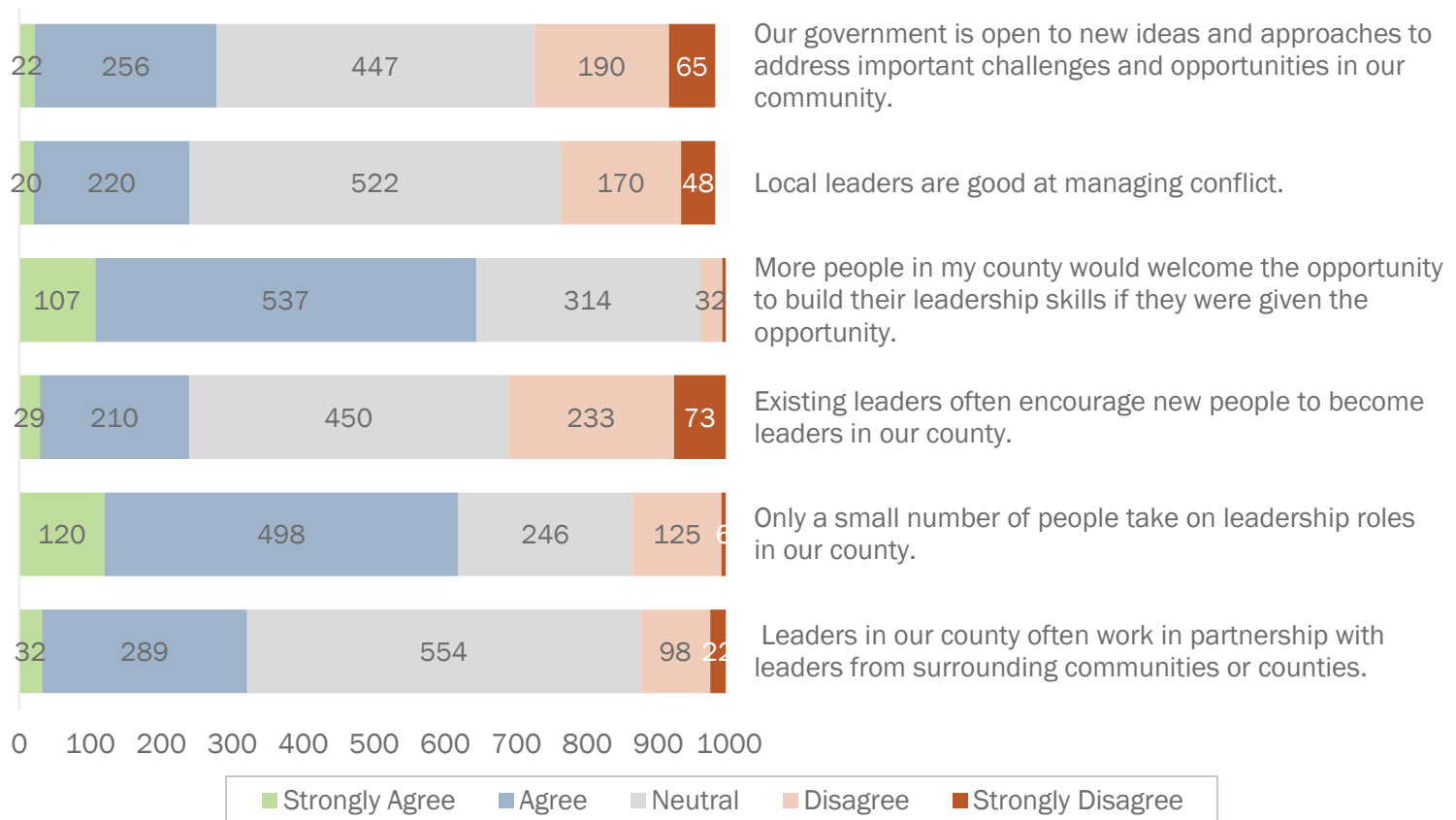
Local leaders are responsive to the needs of all people who live in our county.

Local leaders use sound information to arrive at good decisions on important county-wide issues.

Response Summary

Leadership

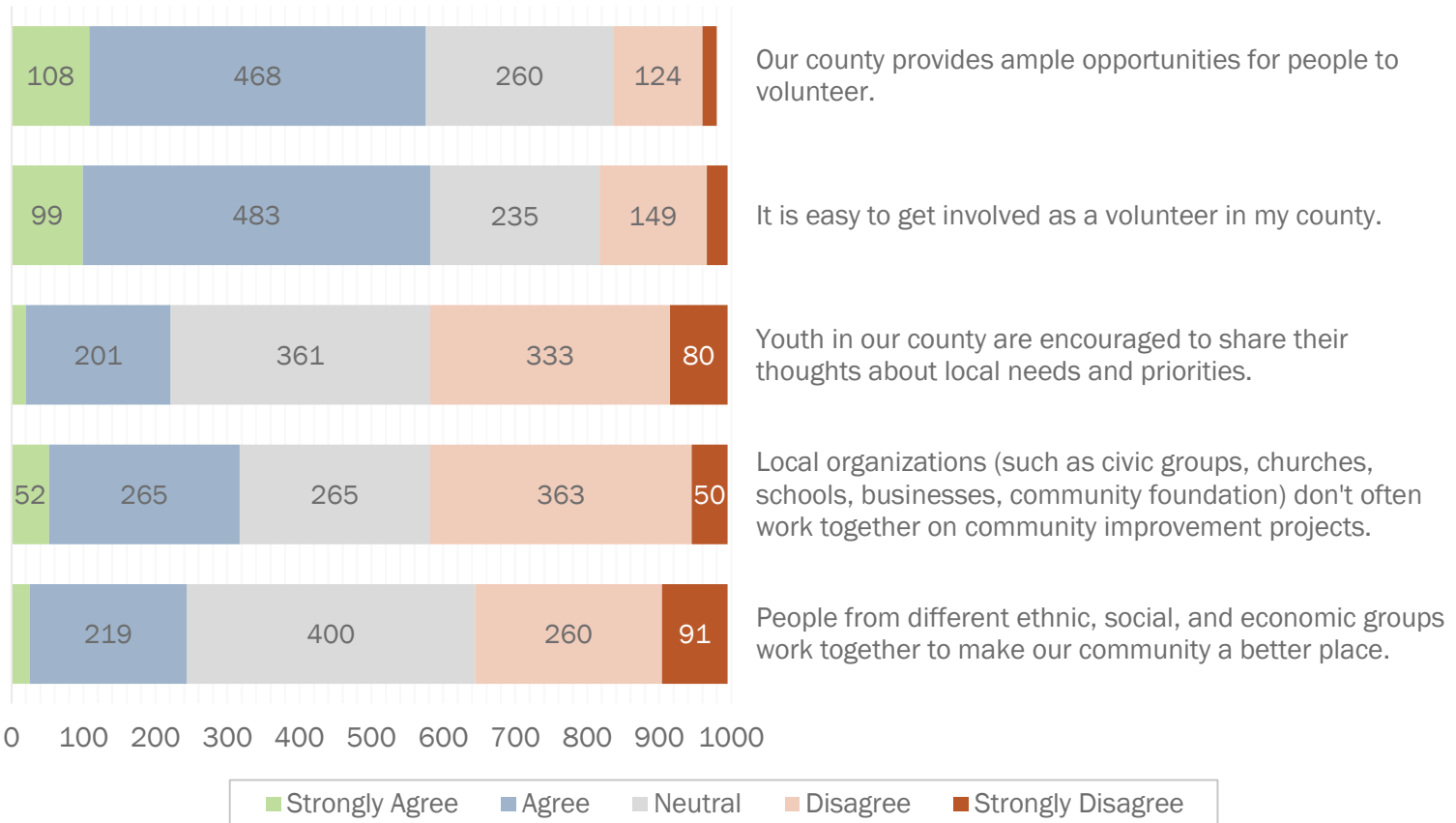
Survey results showed an openness to growth and change, opportunities for increased collaboration and an opportunity to increase awareness.



Response Summary

Leadership

Survey results showed an openness to growth and change, opportunities for increased collaboration and an opportunity to increase awareness.





01-Who Responded



02-Quality of Life



03-Economy



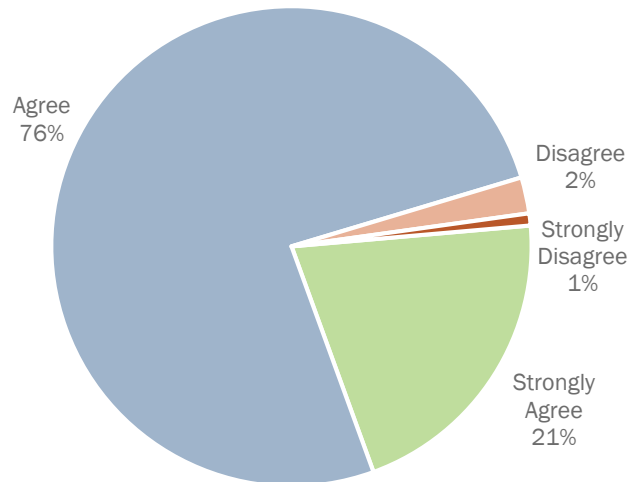
04-Leadership

Deeper Dive Leadership

Would residents welcome opportunities for leadership training?

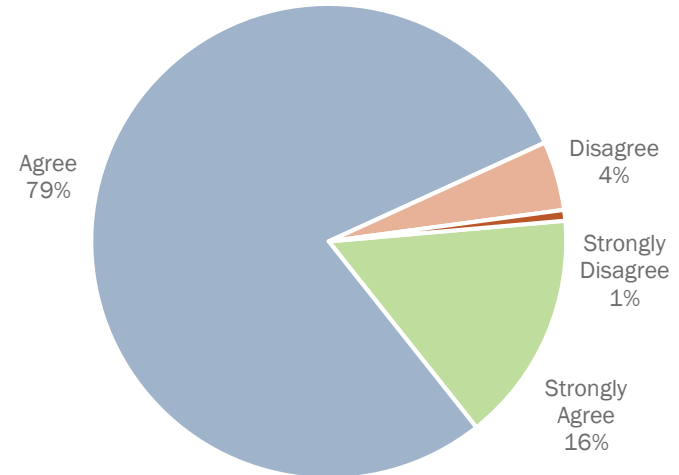
Of those with an opinion:

Our community would benefit from a leadership development training program.



Of those with an opinion:

More people in my community would welcome the opportunity to build their leadership skills if they were given the opportunity.





01-Who Responded



02-Quality of Life



03-Economy



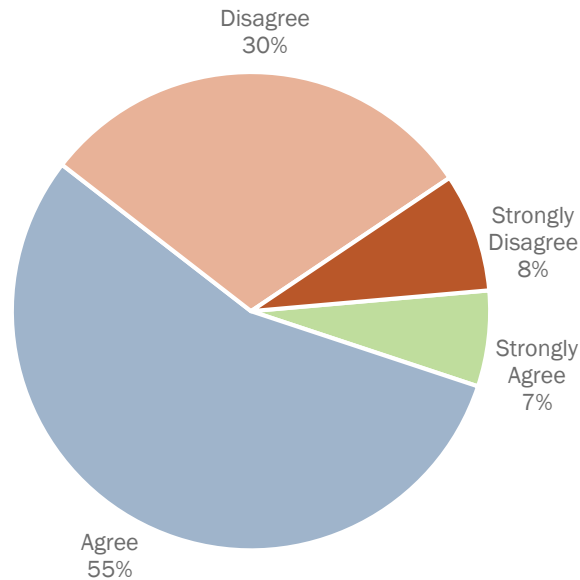
04-Leadership

Deeper Dive Leadership

Do residents feel like local leaders are receptive to their input?

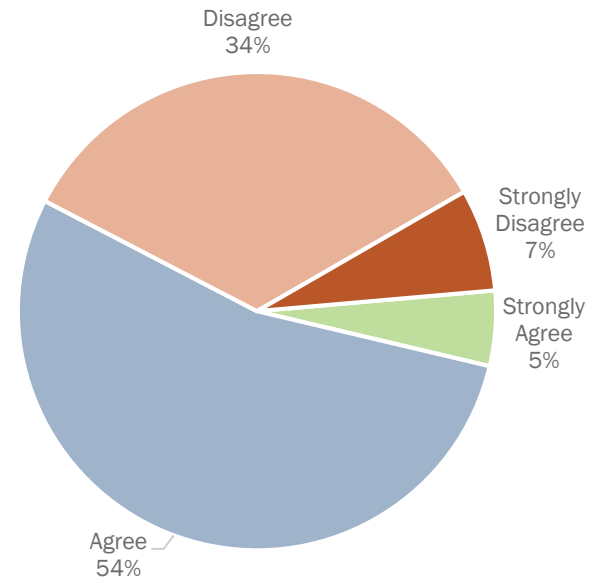
Of those with an opinion:

Local elected officials value the input of residents when it comes to exploring ways to address important community issues.



Of those with an opinion:

Local leaders are responsive to the needs of all people who live in our community.





01-Who Responded



02-Quality of Life



03-Economy

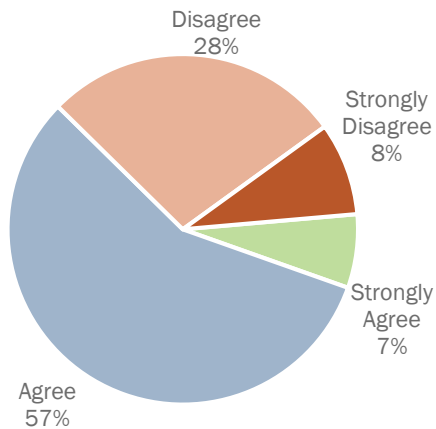


04-Leadership

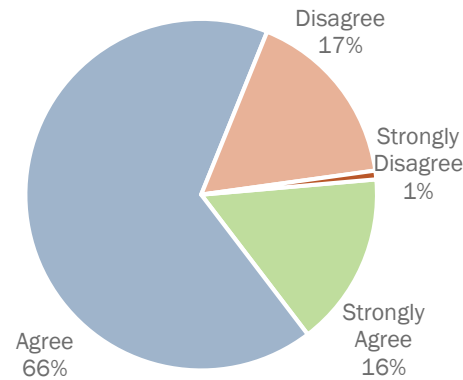
Deeper Dive Leadership

Could our pool of local leaders be expanded to welcome a new generation of leaders?

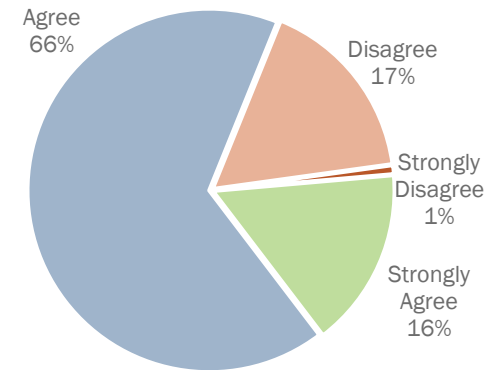
Of those with an opinion:
Women and minorities serve in a variety of leadership roles in our county and the communities that make up our county.



Of those with an opinion:
Only a small number of people take on leadership roles in our community.



Of those with an opinion:
Only a small number of people take on leadership roles in our community.





01-Who Responded



02-Quality of Life



03-Economy



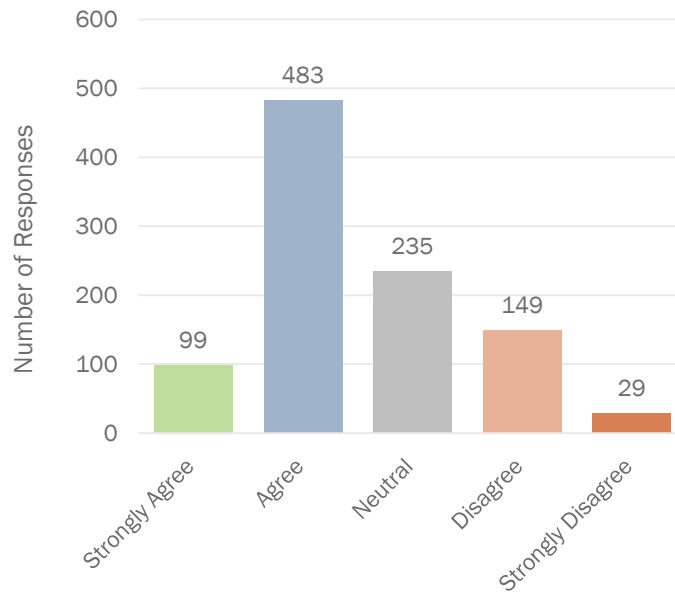
04-Leadership

Deeper Dive

Leadership

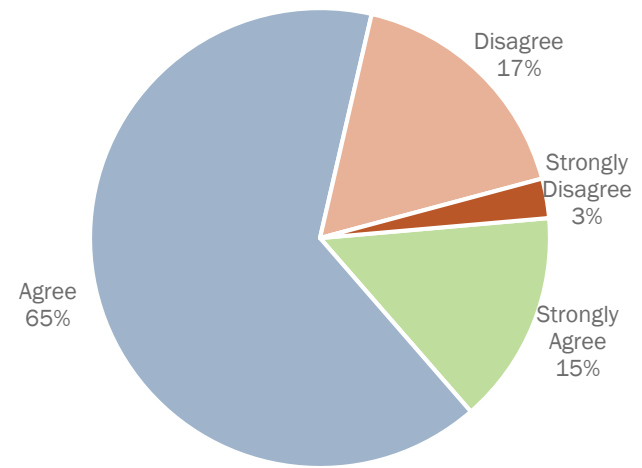
Can those who are interested in volunteering find leadership opportunities?

It is easy to get involved as a volunteer in my community.



Of those with an opinion:

Our community provides ample opportunities for people to volunteer.





01-Who Responded



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04-Leadership

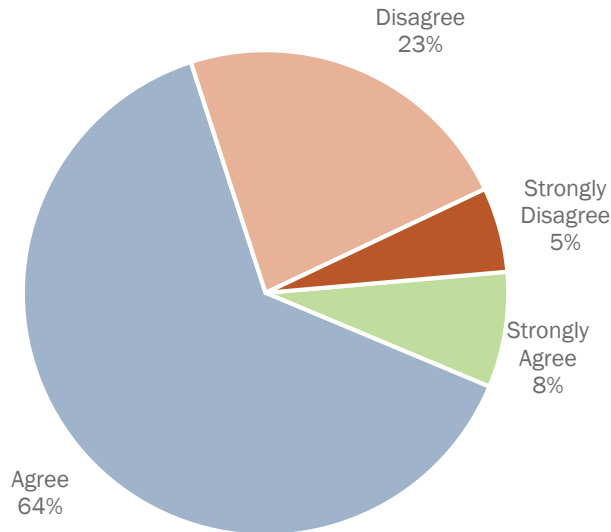
Deeper Dive

Leadership

Do county stakeholders feel like local leaders are making informed decisions? Do they feel that government leaders are open to new ideas and approaches?

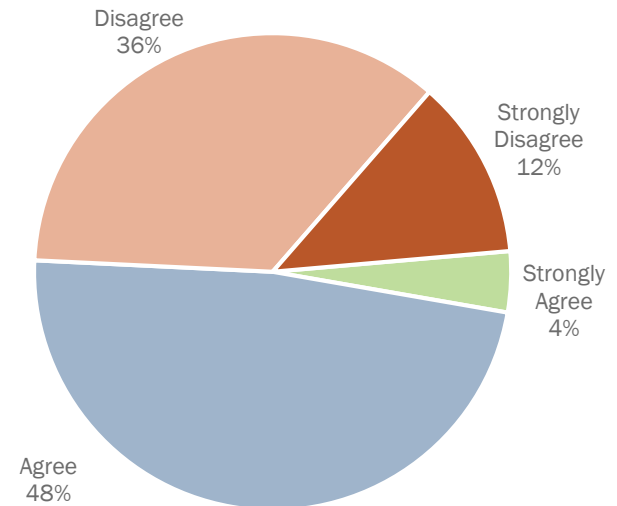
Of those with an opinion:

Local leaders use sound information to arrive at good decisions on important community-wide issues.



Of those with an opinion:

Our government is open to new ideas and approaches to address important challenges and opportunities in our community.





01-Who Responded



02-Quality of Life



03-Economy



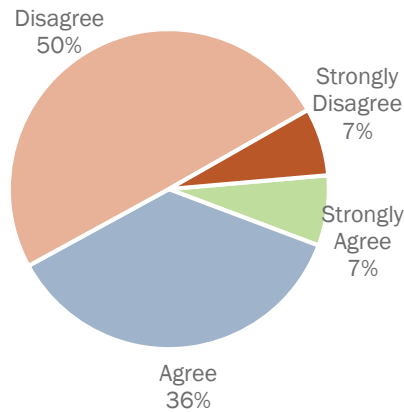
04-Leadership

Deeper Dive Leadership

How can collaboration foster change in your community?

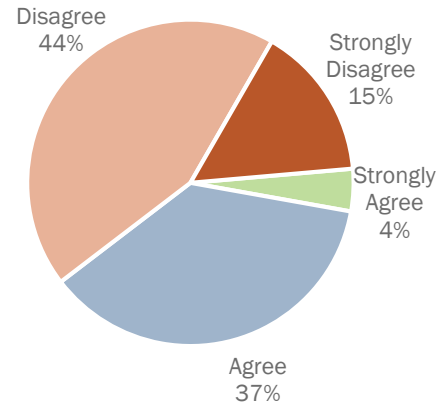
Of those with an opinion:

Local organizations don't often work together on community improvement projects.



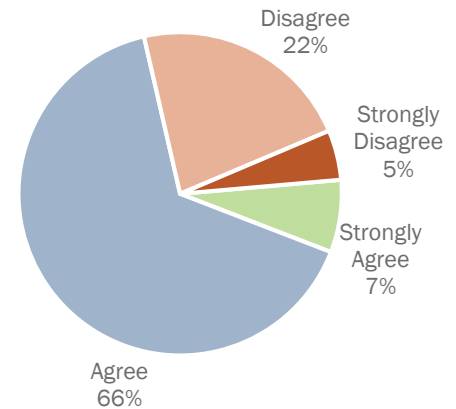
Of those with an opinion:

People from different ethnic, social, and economic groups work together to make our community a better place.



Of those with an opinion:

Community leaders often work in partnership with leaders from surrounding communities or counties.



Hometown Collaboration Initiative

HCI is a collaborative initiative of the Indiana Office of Community and Rural Affairs, Ball State University and Purdue University.

Learn more about HCI, visit www.indianaHCI.org

Questions about this report, contact info@indianaHCI.org

