



VISION + STRATEGY + ACTION

Update on Key Data Findings

March 29, 2016

Community-Wide Survey

- **Random Sample**

- Selected among addresses in the SWL municipalities
- Randomness allows for statistically valid analysis
- Invited to a weblink through postcard
- Survey remained open from February 11th to February 29th
- Weights based on age, education, place of residence, gender
- +/- 4% margin of error at 95% confidence interval
- **744 responses**

- **Self-Administered**

- Promoted through a variety of media
- Anyone interested could participate
- Identical survey to random sample
- Received a different link to sequester the result
- **589 responses**

Answer options	Weighted random
18-34	21.5%*
35-44	17.3%
45-54	19.8%
55-64	19.2%
65 or over	22.2%
Not sure	n/a**
Prefer not to answer	n/a**
Other (please specify)	n/a**
Total respondents	612

*"18-24" and "25-34" categories combined to weight to Census data

** Considered missing to weight to Census data

Gender	
Answer options	Weighted random
Male	48.2%
Female	51.8%
Prefer not to answer	n/a**
Total respondents	587

** Considered missing to weight to Census data

Racial identity	
Answer options	Weighted random
White/Caucasian	90.7%
African-American	0.4%
Hispanic	0.4%
Latino	0.0%
Asian	0.3%
Native American	0.1%
Mixed race	0.8%
Not sure	0.0%
Prefer not to answer	6.3%
Other (please specify)	1.0%
Total respondents	631

Family income	
Answer options	Weighted random
Under \$20,000	2.2%
\$20,000 - \$39,999	6.8%
\$40,000 - \$59,999	11.2%
\$60,000 - \$79,999	13.2%
\$80,000 - \$99,999	9.8%
\$100,000 - \$149,999	17.8%
\$150,000 – 199,999	9.6%
\$200, 000 - \$299,999	3.9%
\$300,000 - \$349,000	1.7%
\$350,000 or above	0.5%
Not sure	0.0%
Prefer not to answer	23.2%
Total respondents	622

Educational attainment	
Answer options	Weighted random
High school graduate or less	36.5%*
Some college or technical school	14.8%
College graduate	32.4%
Graduate or professional degree	16.3%
Not sure	n/a**
Prefer not to answer	n/a**
Total respondents	619

*"Less than high school graduate" and "High school graduate" categories combined to weight to Census data

** Considered missing to weight to Census data

Place of residence	
Answer options	Weighted random
Alburtis	4.6%
Emmaus	19.2%
Lower Macungie	49.0%
Lower Milford	8.7%
Macungie	4.5%
Upper Milford	14.0%
Lehigh County (outside of Southwest Lehigh County)	0.0%
Northampton County	0.0%
Pennsylvania (outside of Lehigh + Northampton Counties)	0.0%
Out of state	0.0%
Not sure	0.0%
Total respondents	632

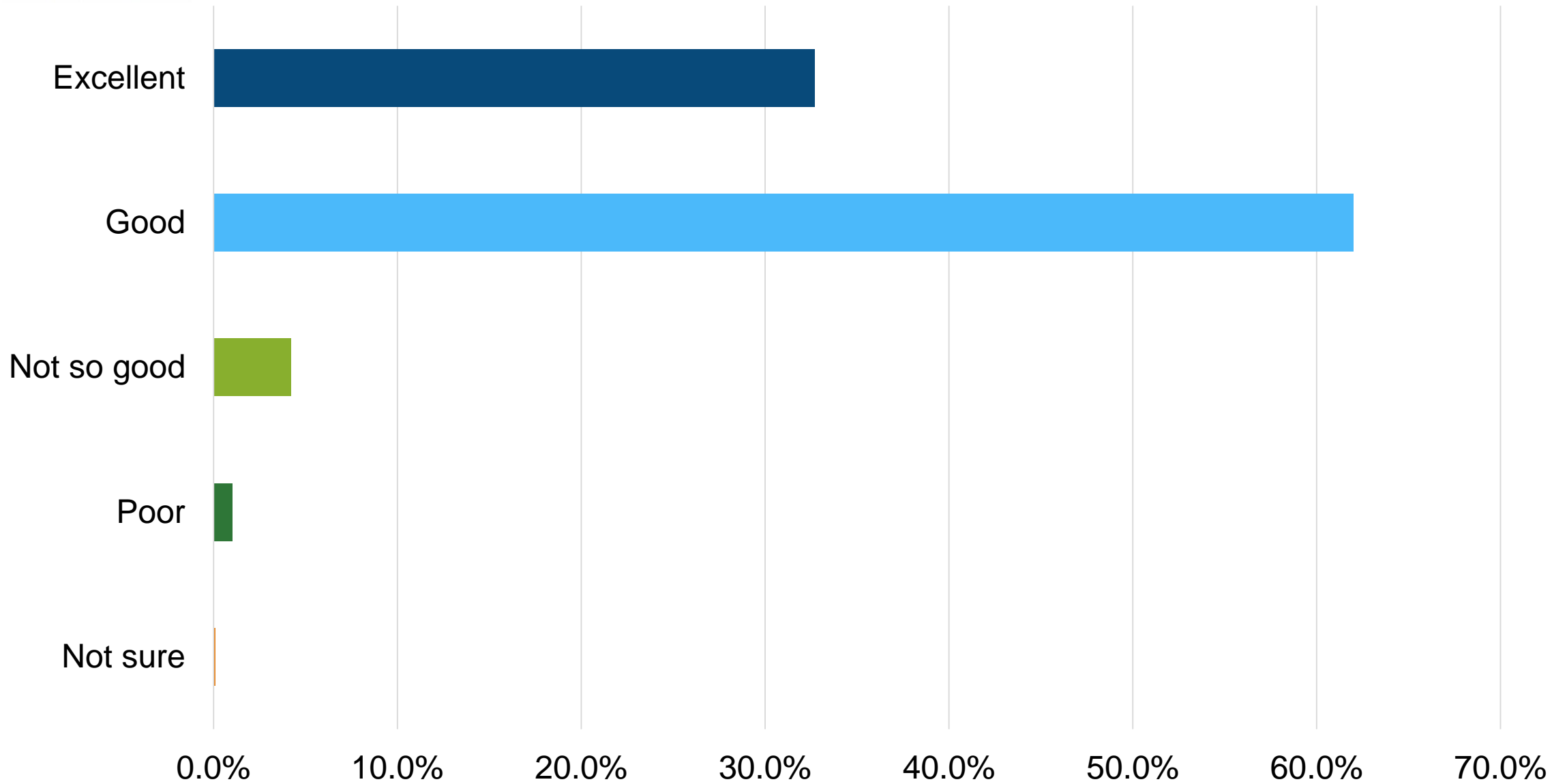
Length of residence	
Answer options	Weighted random
Less than 1 year	4.9%
1 to 2 years	3.4%
3 to 4 years	6.1%
5 to 10 years	21.2%
11 to 20 years	18.6%
More than 20 years	45.7%
Not sure	0.0%
Total respondents	636

Place of work	
Answer options	Weighted random
Alburtis	1.0%
Emmaus	10.5%
Lower Macungie	8.3%
Lower Milford	1.9%
Macungie	3.1%
Upper Milford	3.1%
Lehigh County (outside of Southwest Lehigh County)	27.6%
Northampton County	5.7%
Pennsylvania (outside of Lehigh + Northampton Counties)	10.8%
Out of state	1.8%
Do not work	25.5%
Not sure	0.8%
Total respondents	635

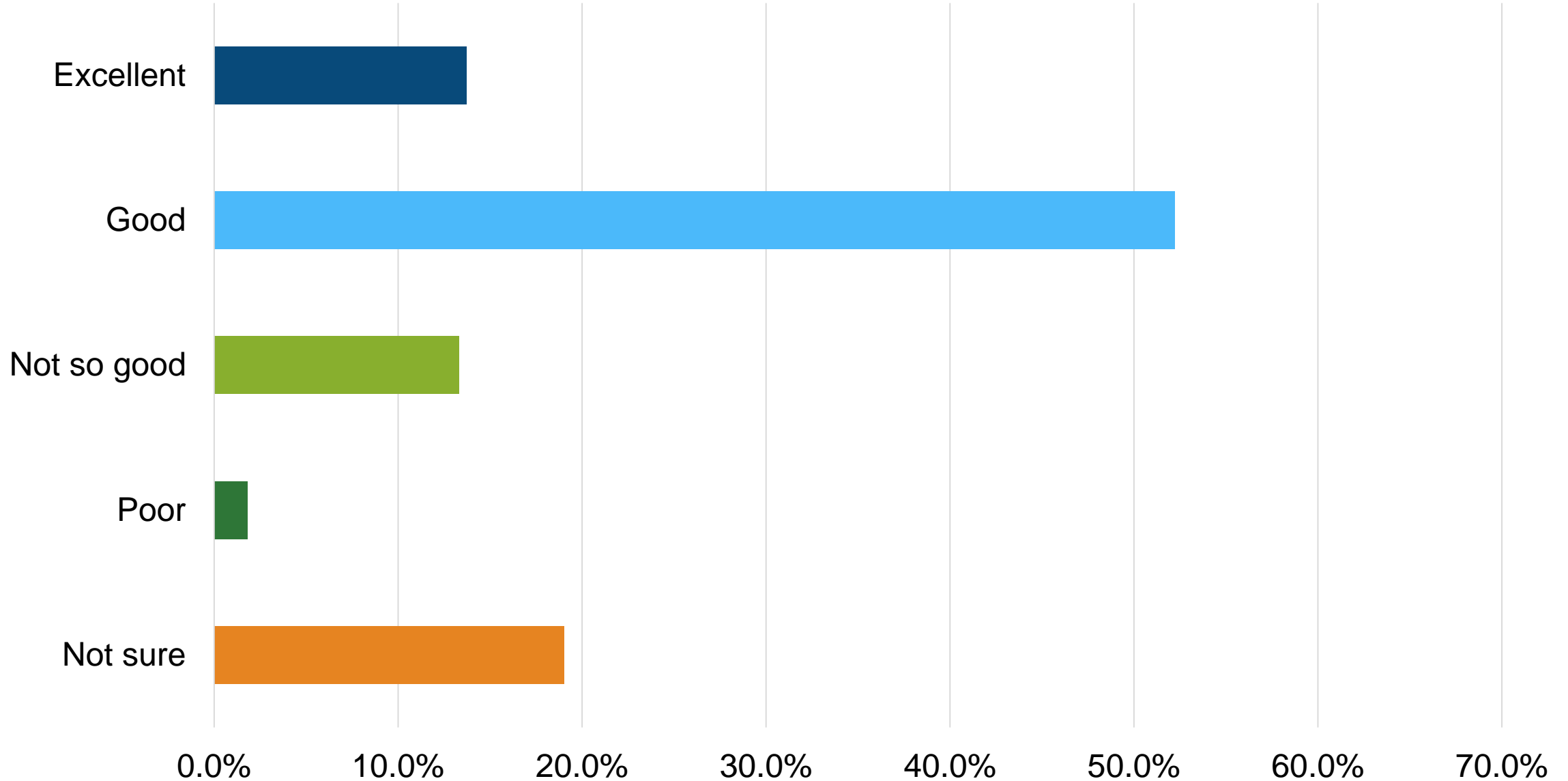
Length of work	
Answer options	Weighted random
Less than 1 year	6.2%
1 to 2 years	3.5%
3 to 4 years	8.9%
5 to 10 years	17.6%
11 to 20 years	28.7%
More than 20 years	35.1%
Not sure	0.0%
Total respondents	173

Residence zip code Answer options	Weighted random
18011	7.3%
18031	0.0%
18034	0.0%
18036	4.1%
18041	1.8%
18046	0.0%
18049	31.1%
18062	32.2%
18087	0.2%
18092	4.0%
18103	6.6%
18106	10.6%
18951	0.0%
19539	0.3%
Not sure	0.0%
Prefer not to answer	1.7%
Other (please specify)	0.0%
Total respondents	629

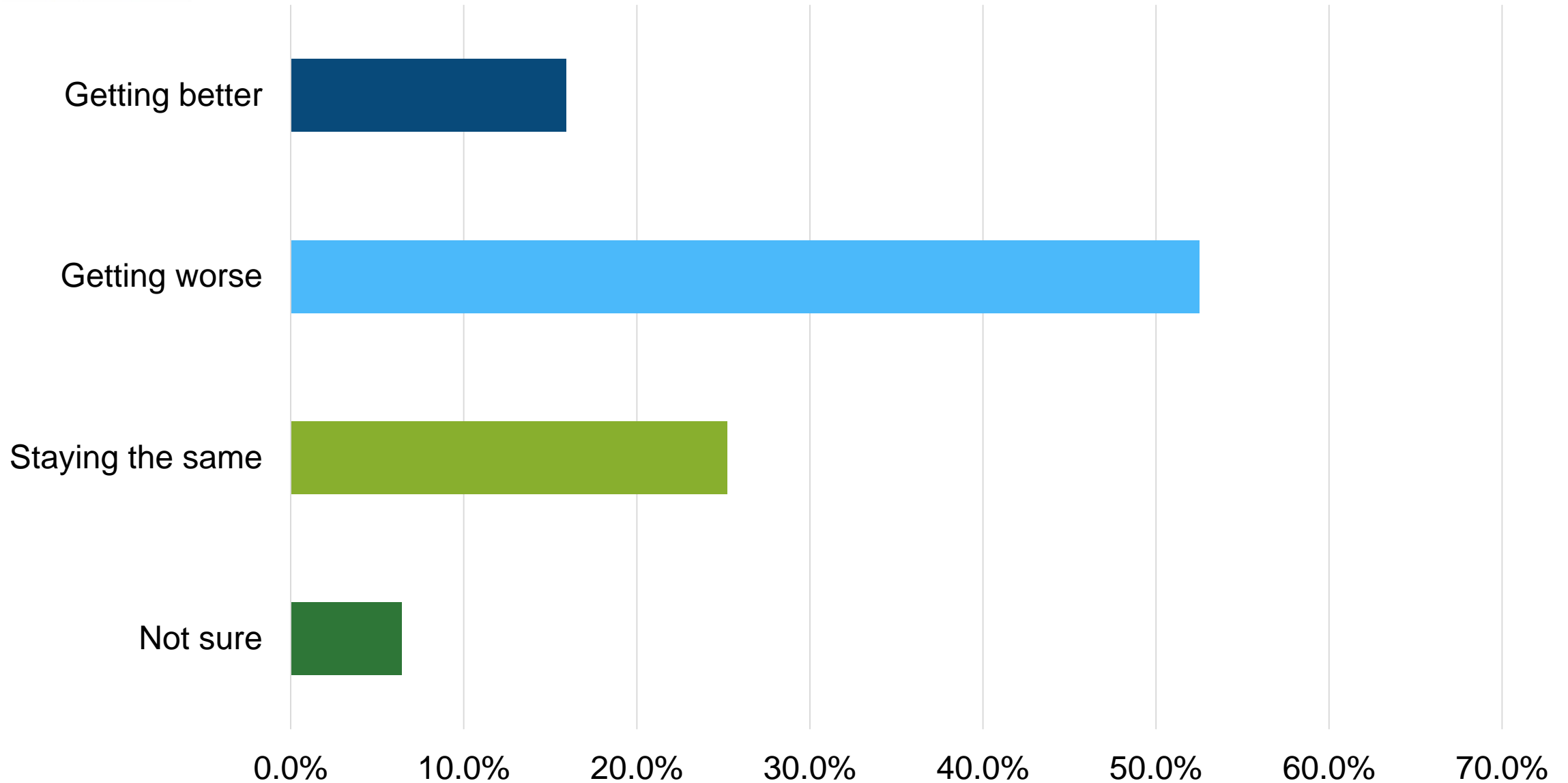
Southwest Lehigh County as a place to live



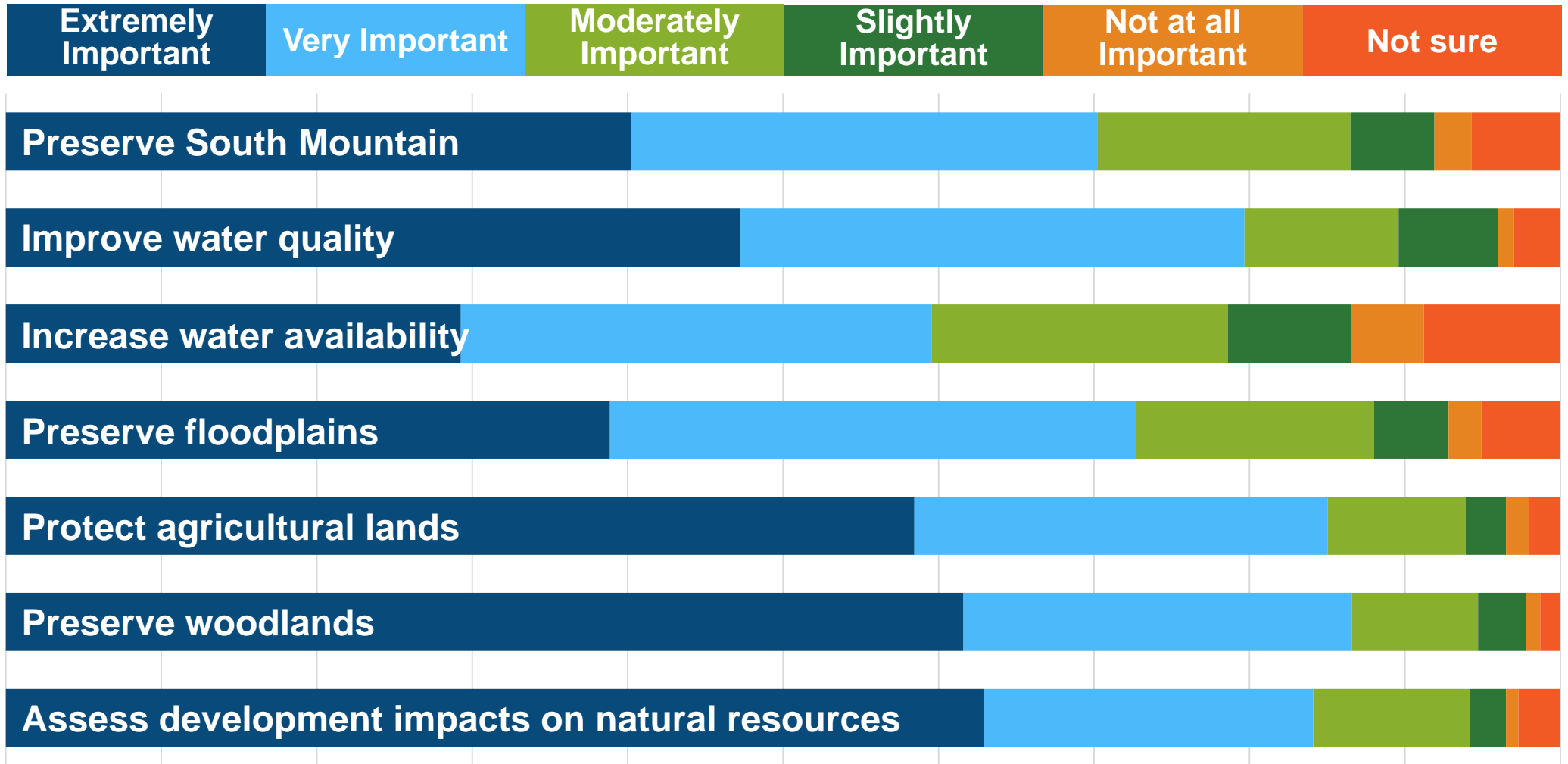
Southwest Lehigh County as a place to work



Quality of life in Southwest Lehigh County

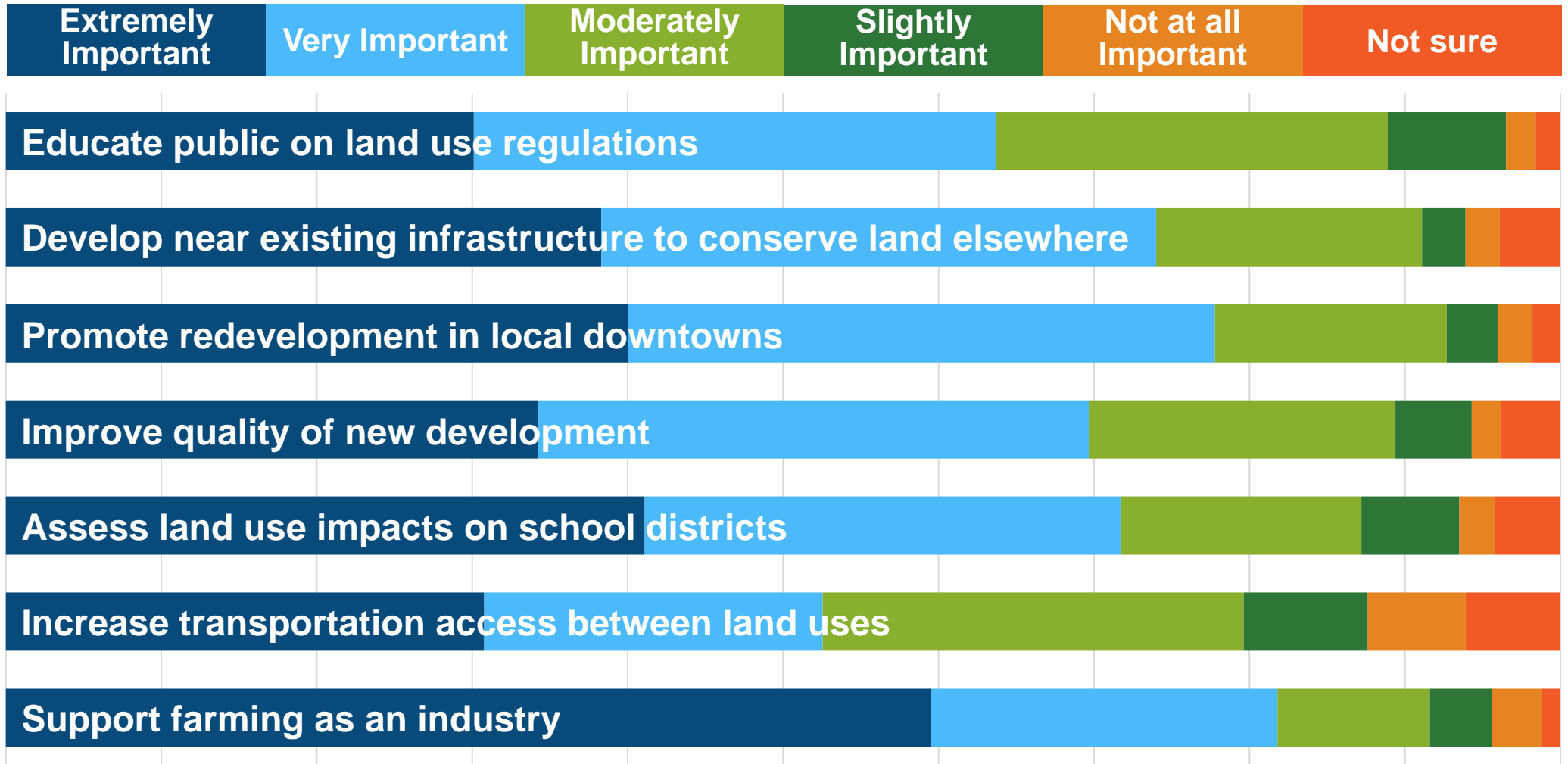


Natural resources

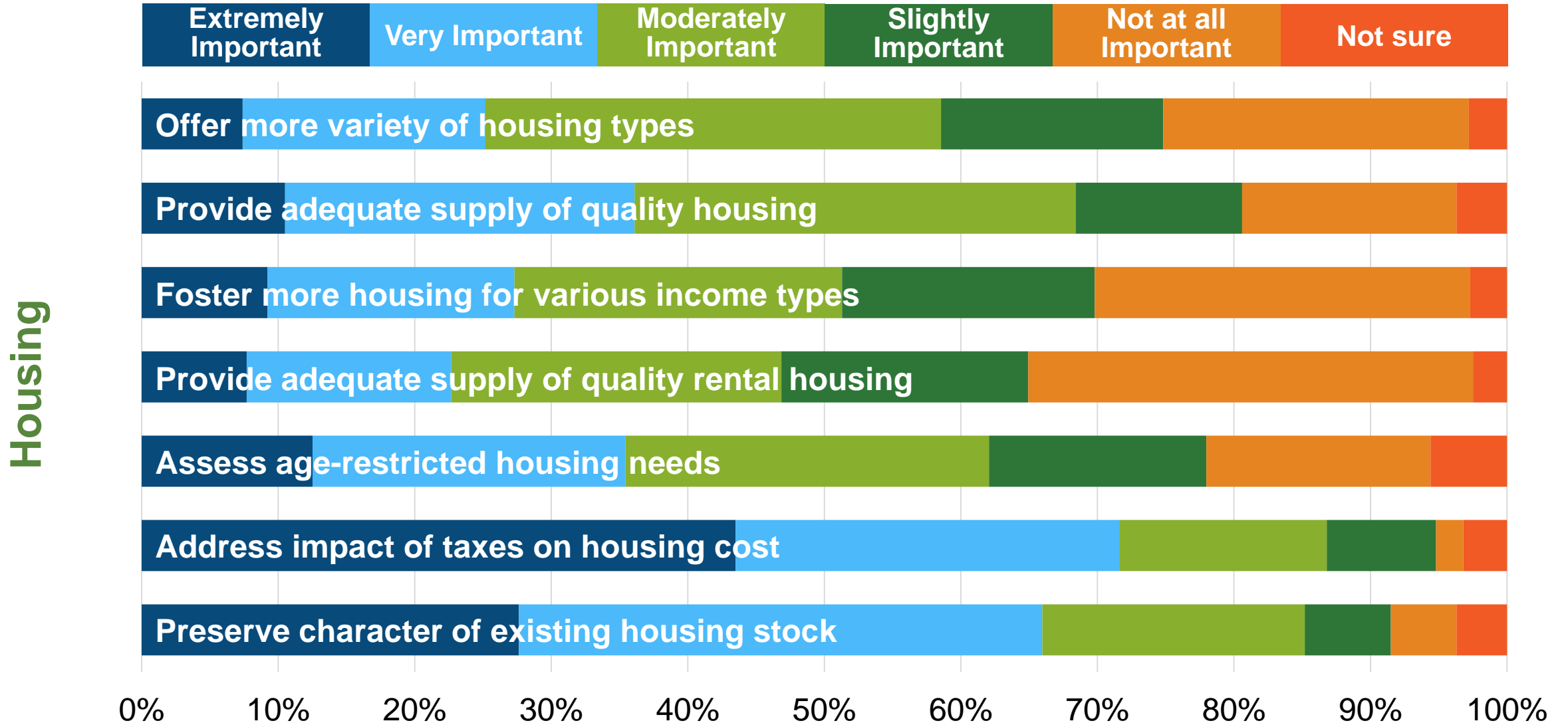


0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

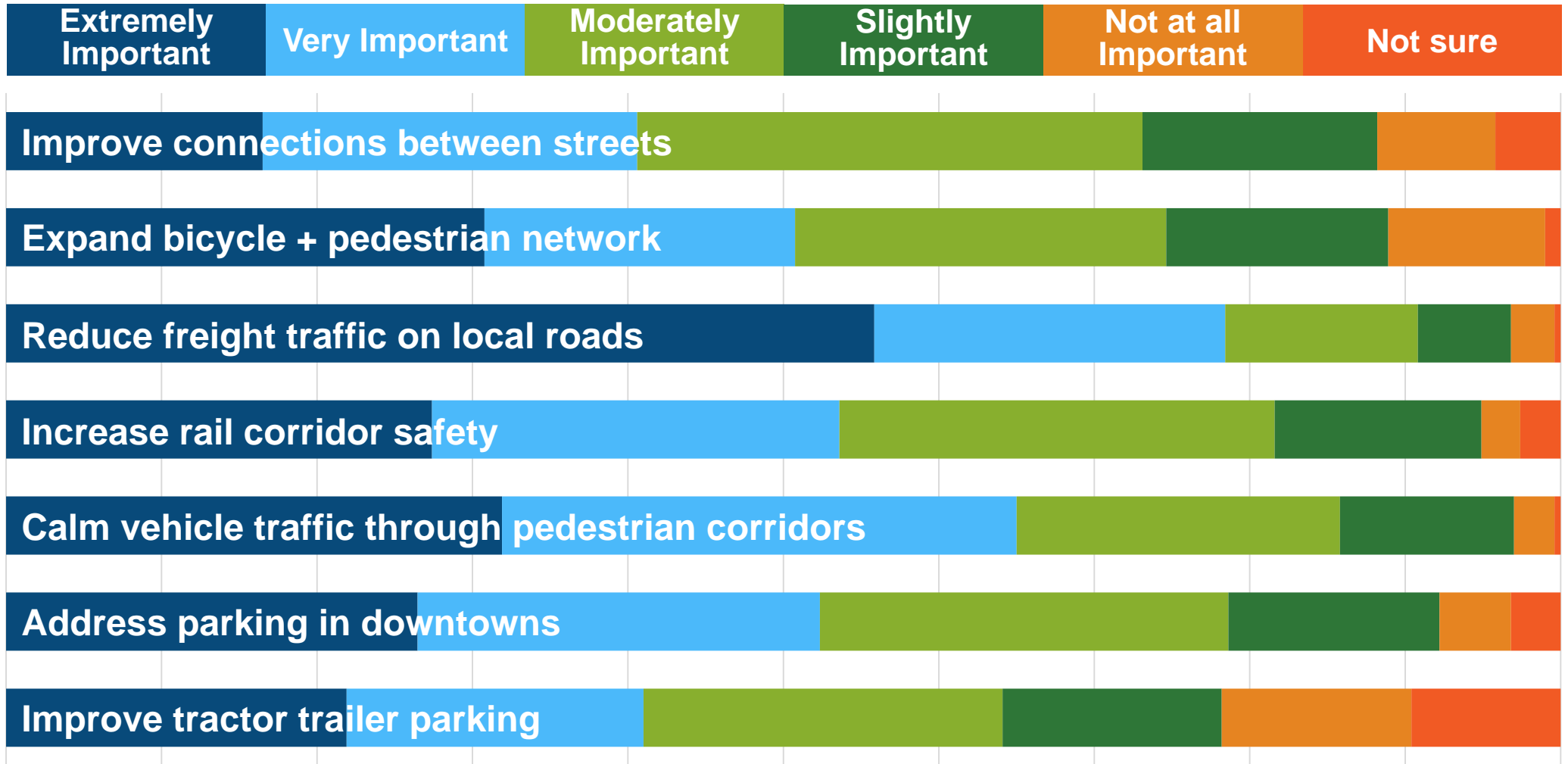
Land use + development



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

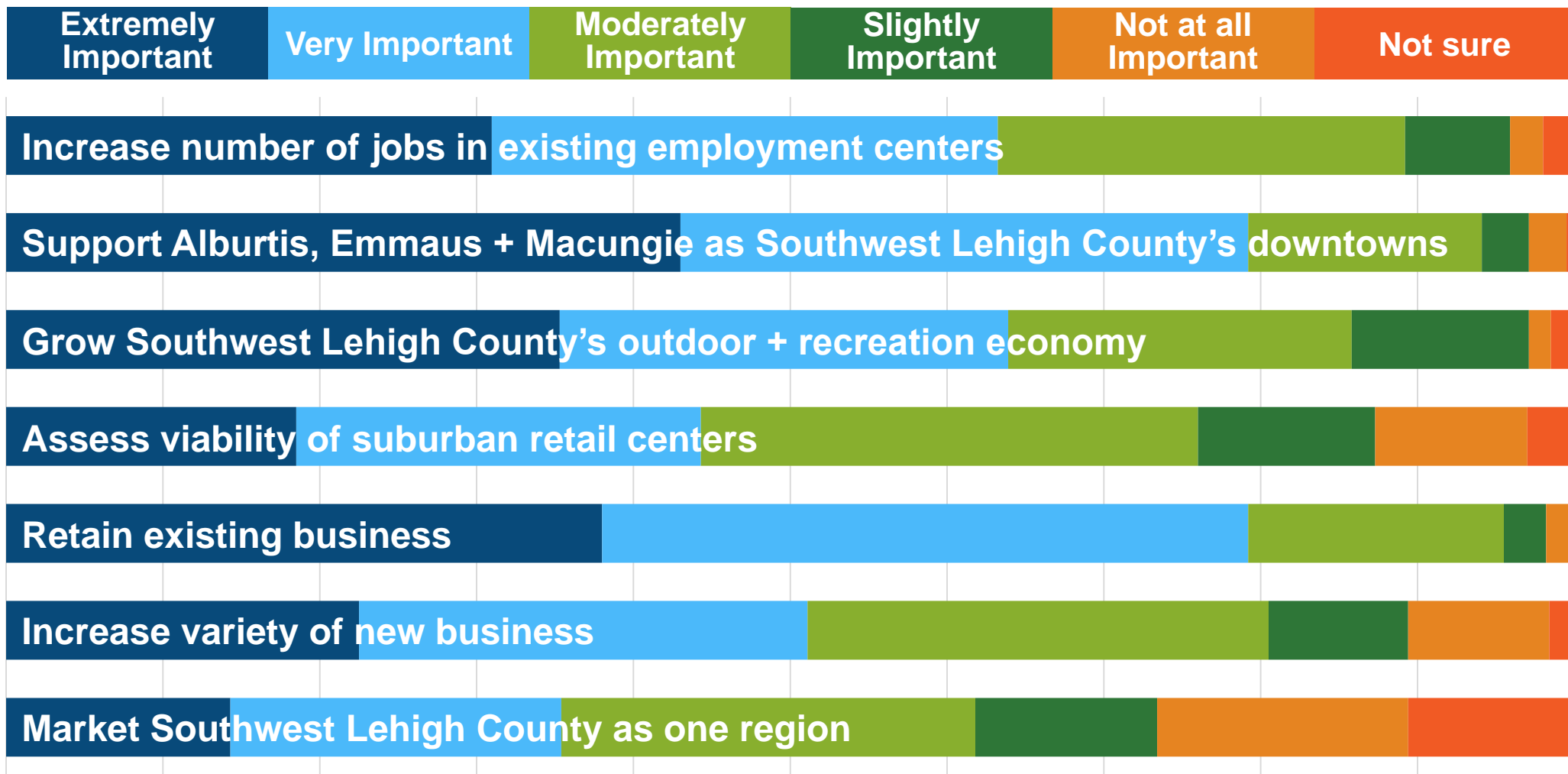


Transportation



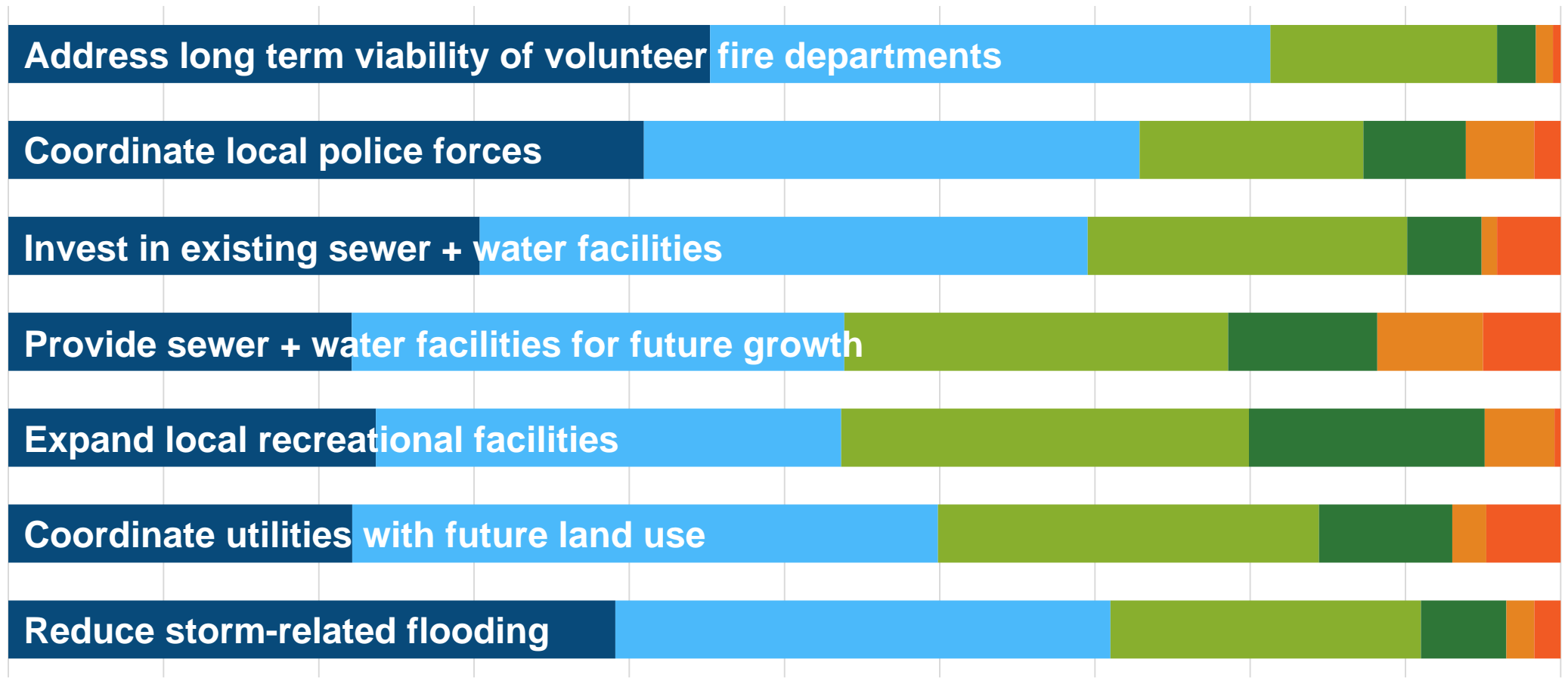
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Economic development



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

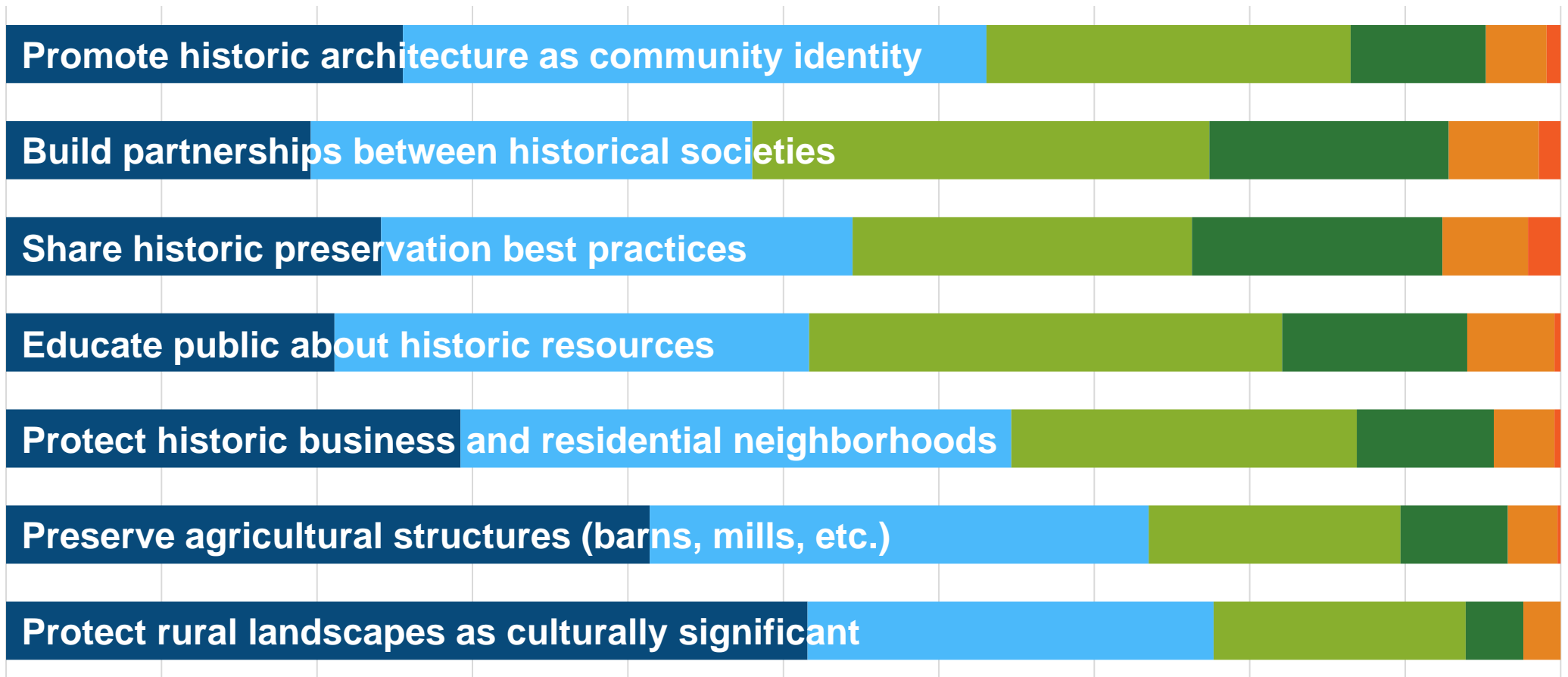
Extremely Important **Very Important** **Moderately Important** **Slightly Important** **Not at all Important** **Not sure**



**Community resources +
utilities**

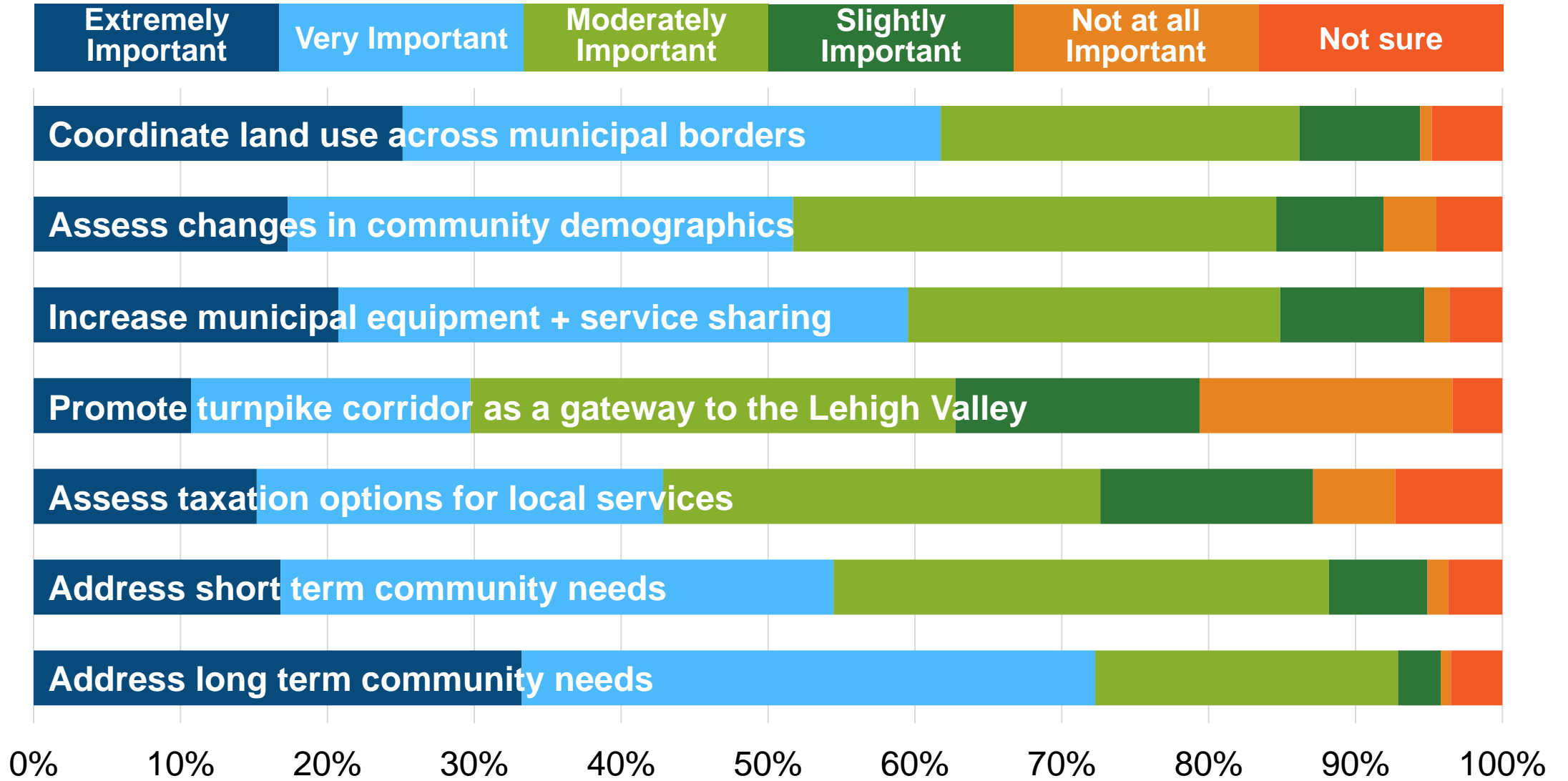
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Historic resources

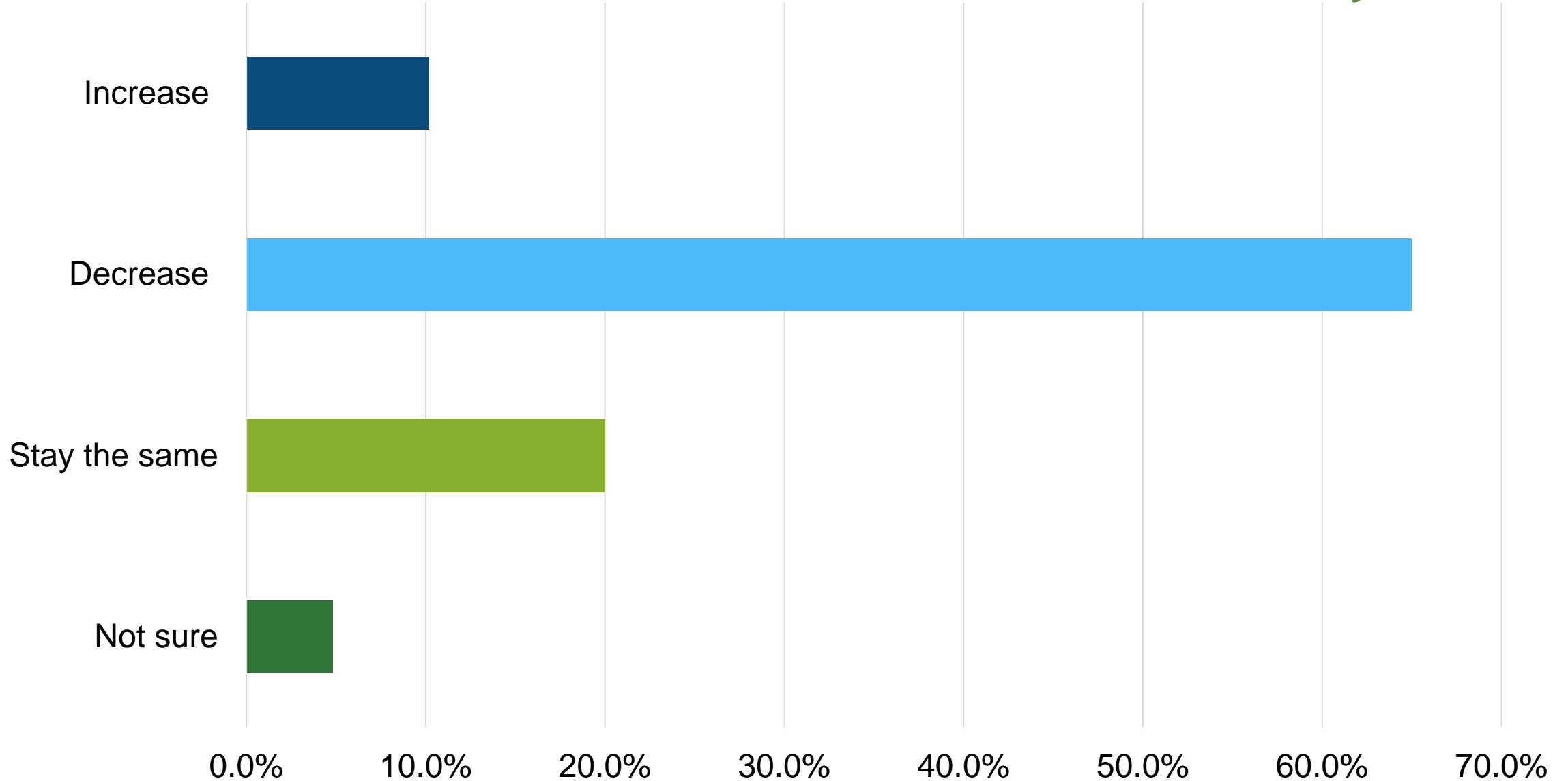


0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

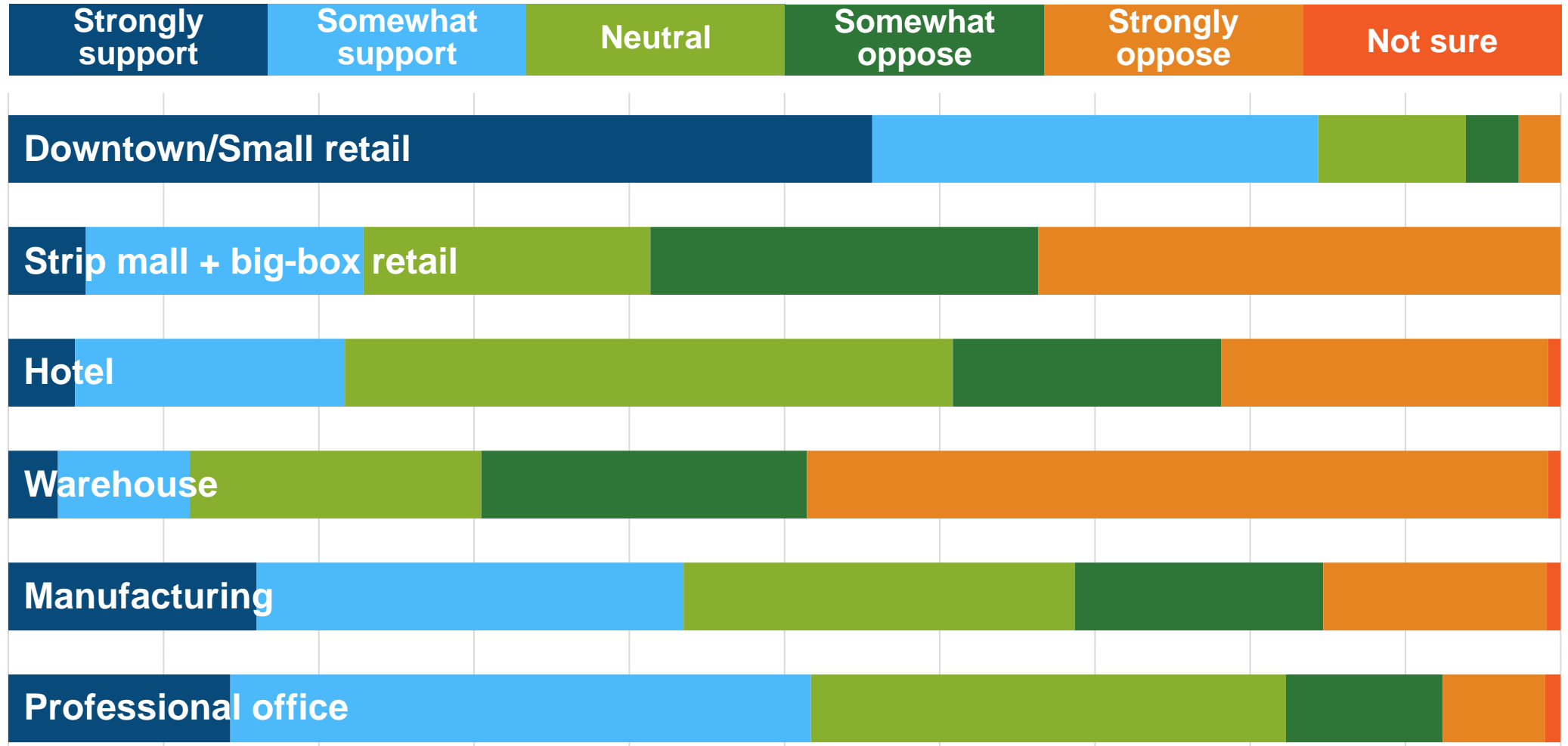
Civic leadership



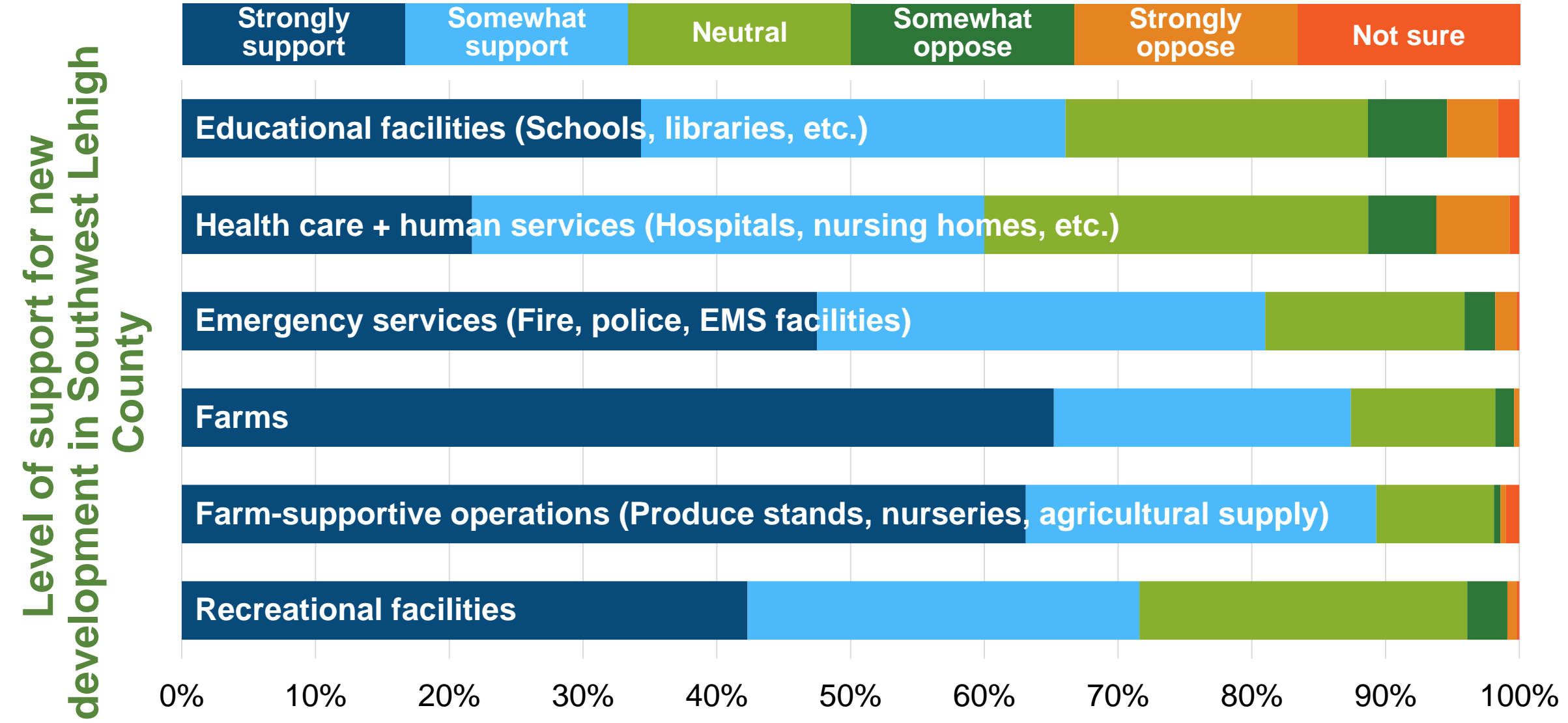
Should the pace of new development increase, decrease or stay the same?



Level of support for new development in Southwest Lehigh County

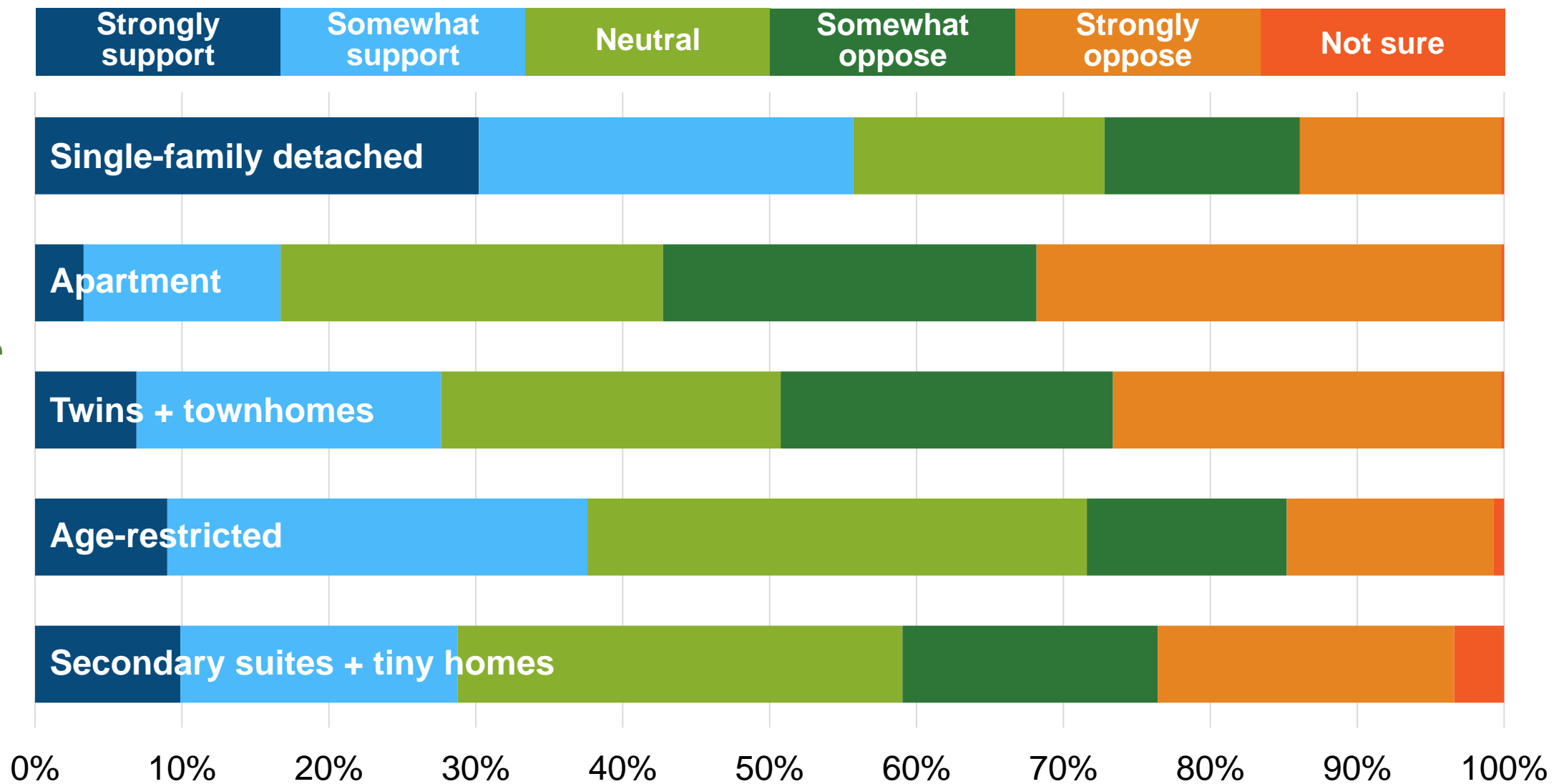


0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

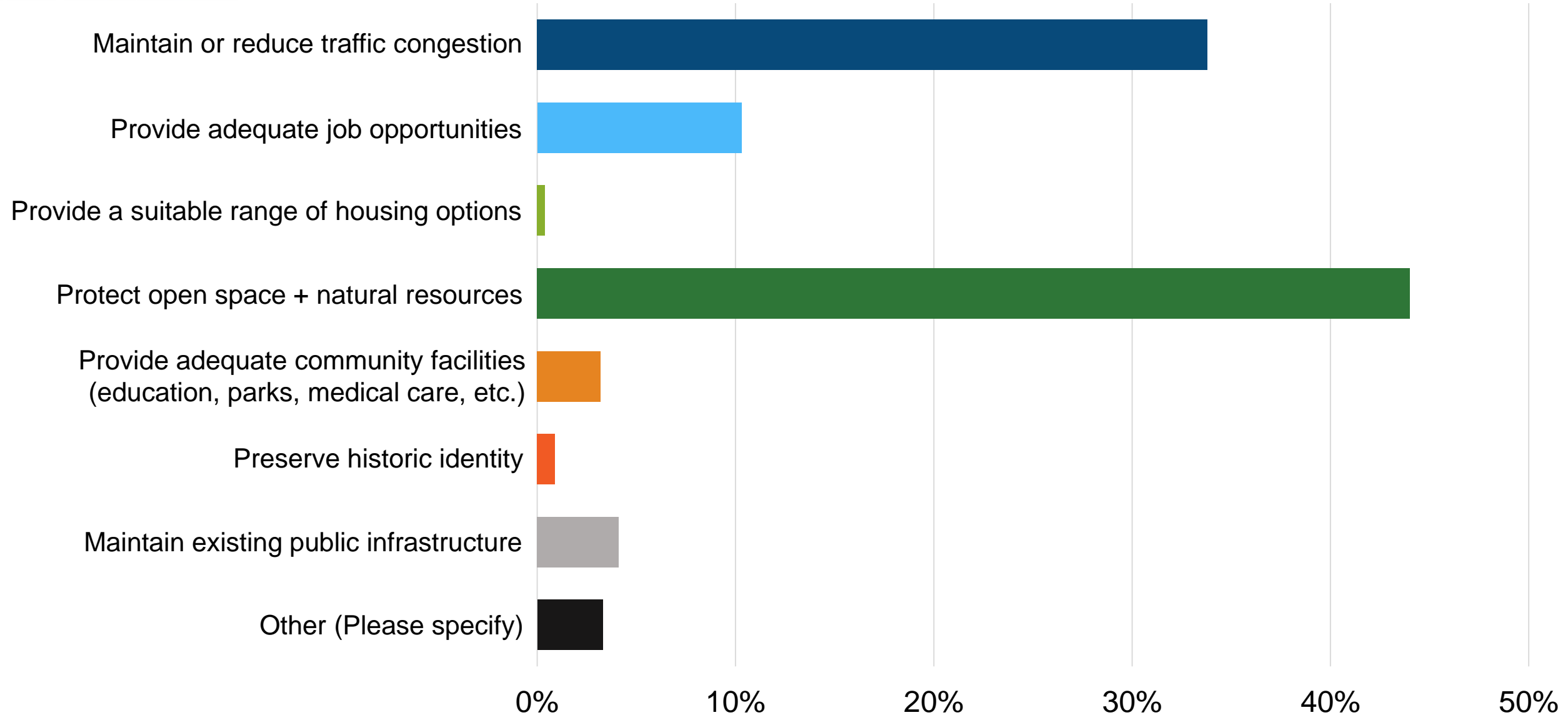


Level of support for new residential development in Southwest Lehigh County

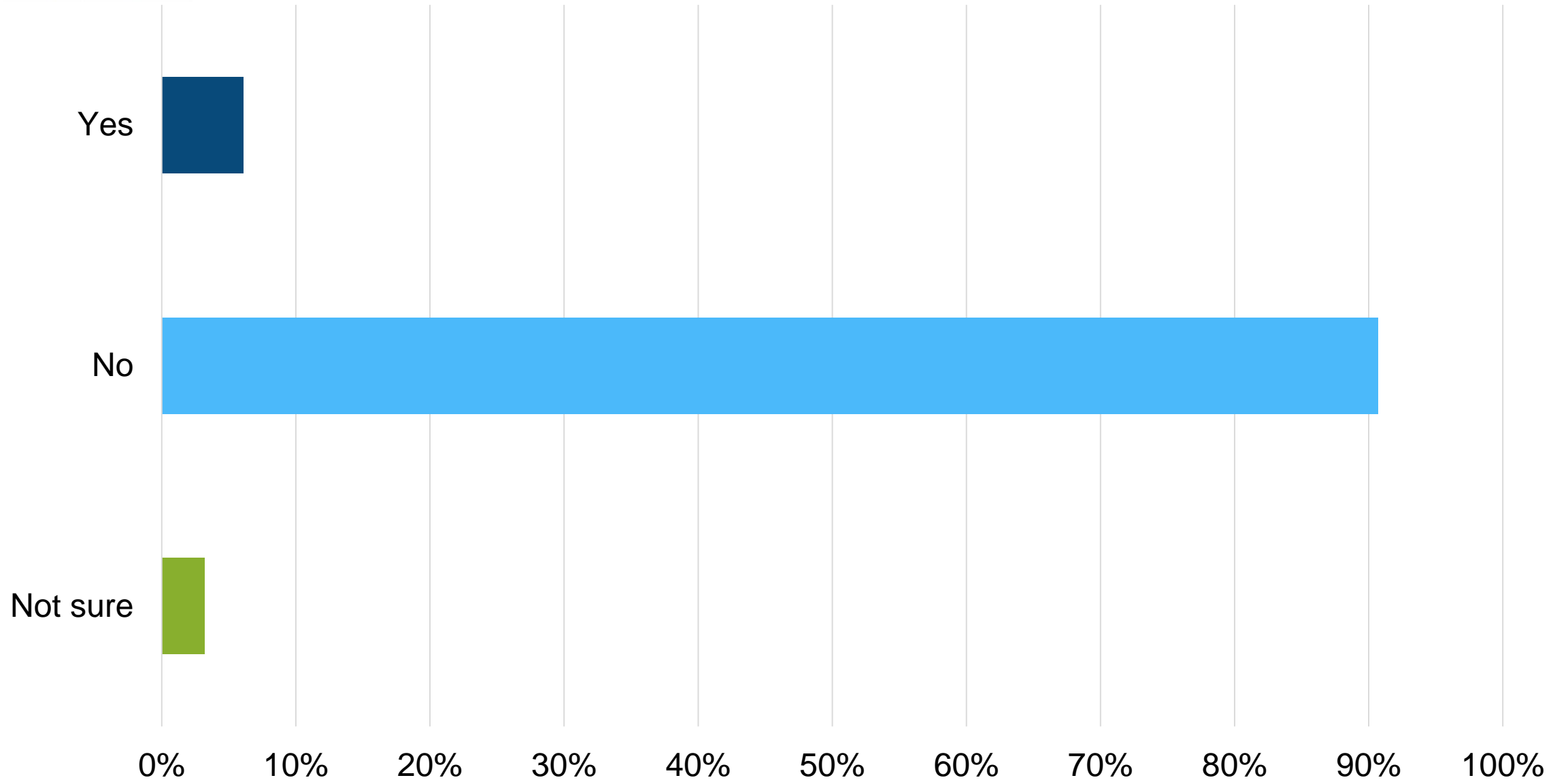
County



Southwest Lehigh County's greatest challenge



Prior participation in PlanSWL public engagement efforts



THREE OPPORTUNITIES TO CONTRIBUTE YOUR IDEAS

**MARCH
29TH**

TUESDAY - 7PM

**COMMUNITY
SURVEY
RESULTS**

**APRIL
26TH**

TUESDAY - 7PM

**COMMUNITY
VISION +
GOALS**

**MAY
24TH**

TUESDAY - 7PM

**DRAFT
COMMUNITY
PLAN**

FORMER KINGS HIGHWAY ELEMENTARY SCHOOL
5671 CHESTNUT STREET | OLD ZIONSVILLE, PA 18068
MORE INFO: WWW.PLANSWL.ORG



PLAN SWL

SOUTHWEST LEHIGH COUNTY

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