

**Greendale Community Survey  
Spring 2010**

**Prepared by  
Community Perceptions  
June 2010**

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## Overview

The community survey was conducted with the citizens of the Village of Greendale during the Spring of 2010 by Community Perceptions.

**Survey Methodology:** The survey was administrated and results were compiled using Community Perceptions' proprietary software. Each household was mailed a survey which included an invitation letter containing a unique 16-digit alphanumeric survey access code. The code insured that every potential respondent had the opportunity to take the survey once but that no respondent took the survey multiple times. Respondents without access to the Internet along with those who were uncomfortable taking the survey online were given the opportunity to complete a paper version of the survey. Paper surveys were mailed directly to Community Perception for data entry. At the time of writing this report, 843 paper surveys had been processed.

The comment theme summary at the end of this report was developed to identify and represent common themes derived from the open-ended responses. The themes are chosen if multiple participants reference similar issues or concerns. Individual comments that were representative of each theme were then cut verbatim into each section.

**Sample Size/Report Format:** The size of the respondent group in this data set is adequate. At the time the report was written, 1,279 community members had responded to the survey. The margin of error for all respondents answering the survey questions is approximately plus or minus 2.8%.

The representative nature of the survey results was generally good; however, senior citizens, which are an important group in the community, were actually over represented in the results. As of 2000, the census data indicated that about 20.1% of the population was 65 or older. Approximately 42% of survey respondents indicated that they were 65 or older. To help discern patterns and remove any potential bias, this report was divided into the following subgroups:

- Respondents 65 years and over
- Respondents 64 years and younger
- All Respondents combined

In some cases, the results are presented based on a simple average calculation. Responses were weighted as follows;

**Agreement:** Yes (10), No (1), Don't know (0)

**Rating/Performance:** Great (4), Good (3), Fair (2), Poor (1)

**Importance:** Absolutely Critical (4), Important (3), Somewhat Important (2), Not Important (1)

**Support:** Strongly Support (3), Somewhat Support (2), Would Not Support (1), Not Sure (0)

**Agreement:** Strongly Agree (5), Agree (4), Disagree (2), Strongly Disagree (1), Not Sure (0)

**Overall:** The survey results will provide the Village of Greendale and the Greendale School District with a good data set from which to begin analyzing alternatives and setting priorities for future planning. It is important to note that this survey tool should be one of many factors influencing the direction the city chooses to take as it navigates the strategic planning process.

## Demographic Summary: All Respondents

What is your age?	Response
18 - 25	<1%
26 - 35	1%
36 - 45	7%
46 - 55	28%
56 - 64	22%
65 and older	42%

How long have you lived in the City of Greendale?	Response
Less than one year	3%
1 - 5 years	15%
6 - 10 years	12%
11 - 20 years	16%
More than 20 years	54%
Do not live in the district	<1%

Do you have children 18 years old or younger?	Response
Yes	26%
No	74%

If "yes," what is their age? Check all that apply.	Response
Two and Under	10%
3 - 5	16%
6 - 8	18%
9 - 11	17%
12 - 15	22%
16 - 18	16%

How do you receive community information?	Response
Village newsletter	74%
Park & Recreation program book	58%
Milwaukee Journal Sentinel	51%
Greendale NOW Newspaper	51%
School District newsletter	50%
Village website	27%
School District website	17%
Public Library website	8%
Park & Recreation website	8%
Village cable channel 25	5%
Public Library online community calendar	4%
Other	3%
Public Library e-newsletter	3%

## Demographic Summary: All Respondents, continued

<b>Do you use any of the following forms of social media?</b>	<b>Response</b>
Facebook	30%
Text Messaging	20%
YouTube	13%
LinkedIn	11%
Blogs	5%
Twitter	3%
Other	1%

## Greendale Public Library

Has anyone in your household used the Greendale Public Library in the past 12 months?			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Yes	76%	74%	77%
No	24%	26%	23%

If "yes," how would you rate your Greendale Public Library <u>experience</u> ?			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Great	46%	46%	47%
Good	47%	49%	45%
Fair	5%	3%	7%
Poor	2%	2%	1%

If "yes," how would you rate your Greendale Public Library <u>staff</u> ?			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Great	56%	53%	58%
Good	40%	43%	37%
Fair	3%	2%	4%
Poor	1%	1%	1%

Does anyone in your household use a public library other than Greendale's?			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Yes	35%	26%	40%
No	65%	74%	60%

**Importance of Public Library Programs / Services**  
**Respondents were asked, "How important is this item to you?"**

Item	Importance of Program		
	Combined	65 and older	64 and under
Safe and Secure access	3.09	2.98	3.16
Parking access	2.86	2.87	2.85
Hours of operation	2.85	2.73	2.92
Print materials for check out	2.82	2.58	2.97
Sufficient space	2.66	2.49	2.77
Non-print materials for check out (videos, music, books on tape)	2.53	2.38	2.63
In-person/on-line/telephone reference help	2.53	2.35	2.63
Youth summer reading programs	2.36	2.01	2.54
Computer access	2.35	2.07	2.51
Newspapers/Magazines	2.31	2.38	2.26
Keeping you informed about library services/events through our website, e-newsletter, and social media	2.31	2.17	2.39
Story time and children's activities	2.27	1.96	2.44
Wireless internet access	2.16	1.81	2.36
Adult programs such as book clubs and discussion groups	1.97	1.92	1.99
Access to office machines	1.92	1.84	1.97
E-books	1.59	1.44	1.66

**Assessment of Public Library Programs / Services**  
**Respondents were asked, "How well are we doing?"**

Item	Assessment of Program		
	Combined	65 and older	64 and under
Safe and Secure access	3.34	3.28	3.38
Parking access	3.08	3.1	3.06
Hours of operation	3.08	3.17	3.03
Print materials for check out	3.14	3.16	3.13
Sufficient space	2.97	3.0	2.94
Non-print materials for check out (videos, music, books on tape)	2.94	3.03	2.89
In-person/on-line/telephone reference help	3.3	3.29	3.3
Youth summer reading programs	3.21	3.14	3.24
Computer access	3.15	3.17	3.14
Newspapers/Magazines	3.07	3.04	3.08
Keeping you informed about library services/events through our website, e-newsletter, and social media	3.01	3.08	2.95
Story time and children's activities	3.19	3.13	3.21
Wireless internet access	3.11	3.08	3.13
Adult programs such as book clubs and discussion groups	3.01	3.0	3.0
Access to office machines	3.0	3.01	2.98
E-books	2.87	2.91	2.83

## Gap Analysis: Public Library Programs / Services Respondents 65 and older

Gap Analysis uses the rating given for the "Importance" of the program or service measured against the "How are we doing?" performance rating.

	<b>Importance</b>	<b>Performance</b>	<b>Gap Rating</b>
Parking access	2.87	3.1	0.23
Safe and Secure access	2.98	3.28	0.3
Hours of operation	2.73	3.17	0.44
Sufficient space	2.49	3	0.51
Print materials for check out	2.58	3.16	0.58
Non-print materials for check out (videos, music, books on tape)	2.38	3.03	0.65
Newspapers/Magazines	2.38	3.04	0.66
Keeping you informed about library services/events through our website, e-newsletter, and social media	2.17	3.08	0.91
In-person/on-line/telephone reference help	2.35	3.29	0.94
Adult programs such as book clubs and discussion groups	1.92	3	1.08
Computer access	2.07	3.17	1.1
Youth summer reading programs	2.01	3.14	1.13
Story time and children's activities	1.96	3.13	1.17
Access to office machines	1.84	3.01	1.17
Wireless internet access	1.81	3.08	1.27
E-books	1.44	2.91	1.47

## Gap Analysis: Public Library Programs / Services Respondents 64 and under

Gap Analysis uses the rating given for the "Importance" of the program or service measured against the "How are we doing?" performance rating.

	<b>Importance</b>	<b>Performance</b>	<b>Gap Rating</b>
Safe and Secure access	3.16	3.38	0.22
Parking access	2.85	3.06	0.21
Hours of operation	2.92	3.03	0.11
Print materials for check out	2.97	3.13	0.16
Sufficient space	2.77	2.94	0.17
Non-print materials for check out (videos, music, books on tape)	2.63	2.89	0.26
In-person/on-line/telephone reference help	2.63	3.3	0.67
Youth summer reading programs	2.54	3.24	0.7
Computer access	2.51	3.14	0.63
Newspapers/Magazines	2.26	3.08	0.82
Keeping you informed about library services/events through our website, e-newsletter, and social media	2.39	2.95	0.56
Story time and children's activities	2.44	3.21	0.77
Wireless internet access	2.36	3.13	0.77
Adult programs such as book clubs and discussion groups	1.99	3	1.01
Access to office machines	1.97	2.98	1.01
E-books	1.66	2.83	1.17

**Importance of Village of Greendale Programs / Services**  
**Respondents were asked, "How important is this item to you?"**

Item	Importance of Program		
	Combined	65 and older	64 and under
Fire services	3.7	3.66	3.73
Police services	3.7	3.63	3.75
Snow removal and ice control	3.52	3.49	3.55
Refuse collection and recycling	3.39	3.36	3.41
Street maintenance and cleanliness	3.35	3.28	3.39
Storm water management	3.33	3.25	3.38
Redevelopment and Southridge	3.27	3.24	3.27
Customer service and responsiveness to citizens	3.24	3.12	3.33
Greenbelts and street trees	3.12	3.07	3.15
Public library services	3.1	3.04	3.15
Park maintenance	3.1	2.96	3.2
Building the Village's image	3.09	3.01	3.14
Keeping you informed about Village services, events, and issues	3.07	2.97	3.14
Health services	3.0	2.97	3.0
Building inspection/code/zoning enforcement	2.89	2.95	2.84
Historic preservation	2.87	2.81	2.91
Village newsletter	2.86	2.93	2.81
Opportunities to participate in the Village decision-making process	2.78	2.62	2.88
Village website	2.55	2.27	2.71

**Assessment of Village of Greendale Programs / Services**  
**Respondents were asked, "How well are we doing?"**

Item	Assessment of Program		
	Combined	65 and older	64 and under
Fire services	3.52	3.56	3.49
Police services	3.43	3.49	3.4
Refuse collection and recycling	3.3	3.36	3.27
Greenbelts and street trees	3.28	3.25	3.3
Snow removal and ice control	3.25	3.32	3.2
Public library services	3.22	3.26	3.2
Health services	3.19	3.2	3.19
Street maintenance and cleanliness	3.16	3.16	3.16
Park maintenance	3.13	3.16	3.11
Historic preservation	3.11	3.06	3.13
Village newsletter	3.09	3.09	3.08
Building the Village's image	3.07	3.06	3.08
Customer service and responsiveness to citizens	3.03	3.06	3.0
Keeping you informed about Village services, events, and issues	2.98	2.98	2.98
Storm water management	2.97	3.04	2.92
Village website	2.97	2.94	2.99
Building inspection/code/zoning enforcement	2.91	2.99	2.92
Opportunities to participate in the Village decision-making process	2.83	2.89	2.79
Redevelopment and Southridge	2.37	2.52	2.25

## Gap Analysis: Village of Greendale Programs / Services Respondents 65 and older

Gap Analysis uses the rating given for the "Importance" of the program or service measured against the "How are we doing?" performance rating.

	<b>Importance</b>	<b>Performance</b>	<b>Gap Rating</b>
Redevelopment and Southridge	3.24	2.52	-0.72
Storm water management	3.25	3.04	-0.21
Snow removal and ice control	3.49	3.32	-0.17
Police services	3.63	3.49	-0.14
Street maintenance and cleanliness	3.28	3.16	-0.12
Fire services	3.66	3.56	-0.1
Customer service and responsiveness to citizens	3.12	3.06	-0.06
Refuse collection and recycling	3.36	3.36	0
Keeping you informed about Village services, events, and issues	2.97	2.98	0.01
Building inspection/code/zoning enforcement	2.95	2.99	0.04
Building the Village's image	3.01	3.06	0.05
Village newsletter	2.93	3.09	0.16
Greenbelts and street trees	3.07	3.25	0.18
Park maintenance	2.96	3.16	0.2
Public library services	3.04	3.26	0.22
Health services	2.97	3.2	0.23

## Gap Analysis: Village of Greendale Programs / Services Respondents 64 and under

Gap Analysis uses the rating given for the "Importance" of the program or service measured against the "How are we doing?" performance rating.

	<b>Importance</b>	<b>Performance</b>	<b>Gap Rating</b>
Redevelopment and Southridge	3.27	2.25	-1.02
Storm water management	3.38	2.92	-0.46
Police services	3.75	3.4	-0.35
Snow removal and ice control	3.55	3.2	-0.35
Customer service and responsiveness to citizens	3.33	3	-0.33
Fire services	3.73	3.49	-0.24
Street maintenance and cleanliness	3.39	3.16	-0.23
Keeping you informed about Village services, events, and issues	3.14	2.98	-0.16
Refuse collection and recycling	3.41	3.27	-0.14
Park maintenance	3.2	3.11	-0.09
Opportunities to participate in the Village decision-making process	2.88	2.79	-0.09
Building the Village's image	3.14	3.08	-0.06
Public library services	3.15	3.2	0.05
Building inspection/code/zoning enforcement	2.84	2.92	0.08
Greenbelts and street trees	3.15	3.3	0.15
Health services	3	3.19	0.19

## Greendale Park and Recreation

Has anyone in your household participated in a Greendale Park and Recreation program/activity in the past 12 months?			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Yes	40%	29%	47%
No	60%	71%	53%

If "yes," how would you rate your Greendale Park and Recreation experience?			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Great	35%	23%	41%
Good	46%	56%	40%
Fair	5%	5%	5%
Poor	1%	1%	1%
No Opinion	14%	16%	14%

If "no," why not? (Check all that apply)			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Nothing interesting	26%	31%	22%
Other	21%	20%	22%
Inconvenient time	15%	9%	19%
Too expensive	11%	10%	12%
Not aware of programs	9%	11%	7%
Participated in a similar program elsewhere	6%	5%	6%
Registration was difficult	4%	4%	5%
Program was full	3%	4%	3%
Had a bad experience in the past	2%	2%	2%
Security concerns	1%	1%	1%
Poor facilities / lack of equipment	1%	1%	1%
Availability of parking	1%	2%	0%

Are you planning on participating in a Greendale Park and Recreation program/activity in the next 12 months?			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Yes	35%	22%	45%
No	24%	38%	15%
Don't Know / Not Sure	41%	41%	40%

## Greendale Park and Recreation, continued

If "yes," how would you like to register?			
	Combined	65 and older	64 and under
Online	39%	22%	47%
In-Person/Walk-In	26%	33%	23%
Mail	15%	18%	13%
Phone	14%	19%	12%
Drop Box	3%	4%	2%
Fax	2%	1%	2%
Other	1%	2%	1%

Currently, Greendale Park and Recreation mails a Program Book to every household three times per year in addition to posting it online. In the future, how would you like to receive/access information regarding the Park and Recreation programs? (Check all that apply)			
	Combined	65 and older	64 and under
U.S. Mail	56%	79%	50%
Online	22%	11%	28%
Email	17%	9%	21%
Other	1%	1%	1%

Would you be interested in participating in <u>online</u> , not-for-credit programs such as gardening, basic math, personal finance, cooking, or speed-reading if they were offered for a small fee?			
	Combined	65 and older	64 and under
Yes	21%	13%	26%
No	47%	58%	40%
Don't Know / Not Sure	31%	29%	34%

The Greendale Park and Recreation Department is considering a community child care program for birth through four year olds (pre-kindergarten). This can provide revenue to support the community education programs and provide reliable child care locally. <b>As long as no tax dollars are involved in operating the center, do you support the idea?</b>			
	Combined	65 and older	64 and under
Yes	71%	63%	76%
No	10%	14%	8%
Don't Know / Not Sure	19%	24%	16%

**Importance of Park / Recreation and Community Programs**  
**Respondents were asked, "How important is this item to you?"**

Item	Importance of Program		
	Combined	65 and older	64 and under
Fourth of July activities/fireworks	2.99	2.88	3.07
Village Days celebration	2.88	2.84	2.9
Greendale Open Market	2.86	2.81	2.89
Downtown events	2.8	2.72	2.85
Youth learning and enrichment classes	2.76	2.43	2.94
Weekend Gazebo concerts	2.73	2.82	2.66
Sports instruction for youth/teens	2.71	2.47	2.84
Fitness/wellness programs	2.63	2.4	2.76
Parades	2.63	2.6	2.64
Adult learning and enrichment classes	2.55	2.49	2.59
Before/after school child care	2.45	2.13	2.62
Youth sports camps	2.39	2.15	2.53
Parent/child programming	2.38	2.14	2.51
Summer child care	2.33	2.07	2.46
Sports for adults	2.22	2.06	2.31

**Assessment of Park / Recreation and Community Programs**  
 Respondents were asked, "How well are we doing?"

Item	Assessment of Program		
	Combined	65 and older	64 and under
Fourth of July activities/fireworks	3.28	3.27	3.29
Weekend Gazebo concerts	3.25	3.29	3.22
Village Days celebration	3.21	3.19	3.23
Downtown events	3.17	3.13	3.2
Greendale Open Market	3.1	3.14	3.08
Parades	3.08	3.01	3.12
Youth learning and enrichment classes	3.01	2.92	3.05
Adult learning and enrichment classes	2.96	2.92	2.98
Sports instruction for youth/teens	2.93	2.84	2.97
Fitness/wellness programs	2.92	2.79	3.0
Parent/child programming	2.83	2.65	2.91
Before/after school child care	2.82	2.65	2.9
Summer child care	2.81	2.6	2.9
Youth sports camps	2.81	2.63	2.89
Sports for adults	2.75	2.66	2.79

## Gap Analysis: Park / Recreation and Community Programs Respondents 65 and older

Gap Analysis uses the rating given for the "Importance" of the program or service measured against the "How are we doing?" performance rating.

	<b>Importance</b>	<b>Performance</b>	<b>Gap Rating</b>
Greendale Open Market	2.81	3.14	0.33
Village Days celebration	2.84	3.19	0.35
Sports instruction for youth/teens	2.47	2.84	0.37
Fourth of July activities/fireworks	2.88	3.27	0.39
Fitness/wellness programs	2.4	2.79	0.39
Downtown events	2.72	3.13	0.41
Parades	2.6	3.01	0.41
Adult learning and enrichment classes	2.49	2.92	0.43
Weekend Gazebo concerts	2.82	3.29	0.47
Youth sports camps	2.15	2.63	0.48
Youth learning and enrichment classes	2.43	2.92	0.49
Parent/child programming	2.14	2.65	0.51
Before/after school child care	2.13	2.65	0.52
Summer child care	2.07	2.6	0.53
Sports for adults	2.06	2.66	0.6

## Gap Analysis: Park / Recreation and Community Programs Respondents 64 and under

Gap Analysis uses the rating given for the "Importance" of the program or service measured against the "How are we doing?" performance rating.

	<b>Importance</b>	<b>Performance</b>	<b>Gap Rating</b>
Youth learning and enrichment classes	2.94	3.05	0.11
Sports instruction for youth/teens	2.84	2.97	0.13
Greendale Open Market	2.89	3.08	0.19
Fourth of July activities/fireworks	3.07	3.29	0.22
Fitness/wellness programs	2.76	3	0.24
Before/after school child care	2.62	2.9	0.28
Village Days celebration	2.9	3.23	0.33
Downtown events	2.85	3.2	0.35
Youth sports camps	2.53	2.89	0.36
Adult learning and enrichment classes	2.59	2.98	0.39
Parent/child programming	2.51	2.91	0.4
Summer child care	2.46	2.9	0.44
Parades	2.64	3.12	0.48
Sports for adults	2.31	2.79	0.48
Weekend Gazebo concerts	2.66	3.22	0.56

## Park / Recreation and Community Programs

Volunteering: Do you have any specific skills that you'd be willing to share in a volunteer capacity? Some examples could include classroom assistant, community beautification, library/technology, general office, coaching, etc. If you are interested in volunteering, please check one or more of the areas of interest.		
	<b>65 and older</b>	<b>64 and under</b>
Greendale School District	10 people	34 people
Greendale Public Library	12 people	28 people
Greendale Park and Recreation	8 people	28 people
Village of Greendale	5 people	28 people

## Collaborative Planning

The Greendale School District, Village of Greendale, Greendale Public Library, and the Greendale Park and Recreation Department are working together to plan, share resources and become more efficient.

### **To what degree would you support exploring each of the following ideas?**

(Strongly Support (3), Somewhat Support (2), Would Not Support (1), Not Sure (0))

Item	Combined	65 and older	64 and under
Sharing health services	2.49	2.46	2.51
Establishing partnerships with local businesses (such as book readings with the local book store and public library)	2.48	2.37	2.55
Sharing office space	2.4	2.34	2.43
Sharing staff	2.37	2.35	2.38
Establishing an upper elementary and middle school youth after-school program at the public library	2.3	2.2	2.36

## Overall Satisfaction

I am satisfied with the financial management of the Greendale School District.			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Strongly Agree	14%	12%	15%
Agree	53%	53%	53%
Disagree	9%	10%	8%
Strongly Disagree	3%	5%	2%
Not Sure	21%	20%	22%
Grouped for those expressing an opinion			
Strongly Agree/Agree	84%		
Disagree/Strongly Disagree	16%		

I am satisfied with the financial management of the Village of Greendale.			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Strongly Agree	12%	13%	11%
Agree	59%	61%	57%
Disagree	7%	6%	8%
Strongly Disagree	2%	2%	2%
Not Sure	21%	18%	23%
Grouped for those expressing an opinion			
Strongly Agree/Agree	89%		
Disagree/Strongly Disagree	11%		

Overall, how satisfied are you with the Greendale School District?			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Very Satisfied	34%	26%	40%
Satisfied	44%	50%	40%
Not Satisfied	4%	5%	3%
Extremely Unsatisfied	1%	2%	1%
Not Sure	17%	17%	17%
Grouped for those expressing an opinion			
Very Satisfied / Satisfied	94%		
Not Satisfied / Extremely Unsatisfied	6%		

## Overall Satisfaction continued

Overall, how satisfied are you with the Village of Greendale?			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Very Satisfied	36%	39%	34%
Satisfied	57%	54%	59%
Not Satisfied	3%	2%	3%
Extremely Unsatisfied	<1%	1%	<1%
Not Sure	4%	4%	3%
Grouped for those expressing an opinion			
Very Satisfied / Satisfied	97%		
Not Satisfied / Extremely Unsatisfied	3%		

Overall, how satisfied are you with the Greendale Public Library?			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Very Satisfied	33%	35%	31%
Satisfied	49%	49%	49%
Not Satisfied	5%	3%	5%
Extremely Unsatisfied	1%	1%	1%
Not Sure	12%	12%	12%
Grouped for those expressing an opinion			
Very Satisfied / Satisfied	94%		
Not Satisfied / Extremely Unsatisfied	6%		

Overall, how satisfied are you with the Greendale Park and Recreation Department?			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Very Satisfied	25%	21%	27%
Satisfied	57%	59%	56%
Not Satisfied	4%	3%	5%
Extremely Unsatisfied	<1%	1%	<1%
Not Sure	14%	17%	12%
Grouped for those expressing an opinion			
Very Satisfied / Satisfied	95%		
Not Satisfied / Extremely Unsatisfied	5%		

## Overall Satisfaction continued

Overall, how would you rate the Village of Greendale compared to neighboring communities?			
	<b>Combined</b>	<b>65 and older</b>	<b>64 and under</b>
Much Better	59%	57%	61%
A Little Better	27%	28%	27%
The Same	6%	6%	6%
A Little Worse	1%	1%	1%
Not Sure	7%	8%	5%