



MIBOR Community Preference Survey
 Marion County Summary
 Conducted December 12-19, 2012

Survey Methodology

The following observations are based on a telephone survey among 1,502 Central Indiana residents. Respondents were selected based on Random Digit Dialing to both landline and cell phones in the following counties: Boone, Brown, Hamilton, Hancock, Hendricks, Johnson, Marion, Montgomery, Morgan, and Shelby. Interviews were conducted by professionally trained callers during the evenings of December 12 through December 19. Counties were sampled to be proportionally representative of the region as whole, with an oversampling in smaller counties to ensure sufficient representation (see table on right).

County	Interviews
Boone	102
Brown	107
Hamilton	211
Hancock	104
Hendricks	163
Johnson	143
Marion	376
Montgomery	97
Morgan	97
Shelby	102
Total	1,502

Results were weighted against figures from the 2010 Decennial Census to ensure proportional representation with respect to county, age, income, and gender. Based on this sample size and weighting, one can say with 95% confidence that the maximum error attributable to sampling is +/- 3.7%. The margin of error is larger for results based on subsets of respondents, such as those living within a particular county.

In addition to sampling error, question wording and other practical difficulties in conducting telephone surveys can introduce error or bias into these findings.

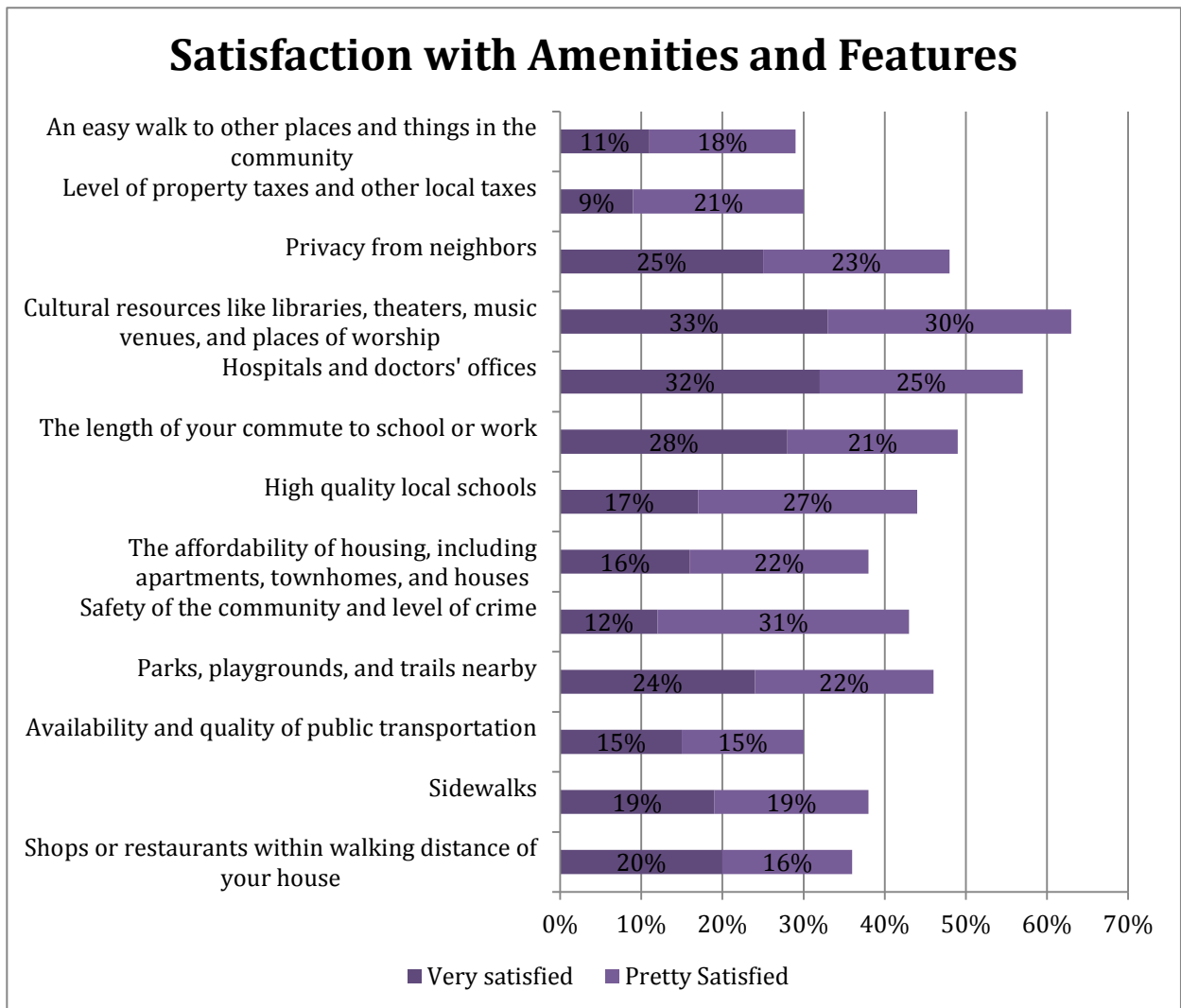
Summary of Key Findings for Marion County

- Most Marion County residents report little change in their quality of life over the past three years.** A total of 49% of respondents said their quality of life has stayed pretty much the same, while 27% say it has gotten worse in the past three years. By contrast, only 17% said it has improved.
- Following regional trends, Marion County residents consider neighborhood qualities to be more important than housing qualities when deciding where to live.** 62% of respondents gave preference to neighborhood qualities while 36% said housing qualities were most important. Comparatively, 57% of adults in Central Indiana indicated that neighborhood qualities are more important when deciding where to live, while 38% said housing qualities such as size were more important.
- Marion County residents are generally dissatisfied with amenities and features in their neighborhoods, particularly those they view as most important.** Only three amenities and features had satisfaction rates above 50%. Additionally, 4 out of the 5 amenities and features respondents said were most important to them had satisfaction rates lower than 50%.



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- **Far and away, the safety of the community and level of crime were the most important considerations for Marion County residents when deciding where to live.** 70% of respondents rated public safety as a “5” on a 5-point scale (i.e. “very important”), with an additional 16% rating it a “4” out of 5.
- **Given the choice, most residents would prefer to live in a suburban neighborhood with a mix of houses, shops, and businesses.** 31% of respondents in Marion County said they would prefer to live in a suburban neighborhood that had a combination of houses, shops and business. Additionally, 18% of respondents reported currently living in such a neighborhood.





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Housing Type Preferences: Marion County, Central Indiana, and the Nation

Area	Single Family Detached House	Single Family Attached House or Townhouse	Apartment or Condominium	Other
Marion County	67%	16%	12%	4%
Central Indiana	72%	14%	9%	6%
Nation	80%	7%	8%	3%

