



38th Annual Conference &  
Membership Meeting  
September 17-19, 2025 – Columbus, OH

SAPERSTEIN  
ASSOCIATES

# *The Importance of Community Surveys and How to Apply What You Learn*

---

Martin D. Saperstein, Ph.D.

# GREETINGS!

---

Why do city officials  
commission community surveys ...  
**repeatedly?**

How have community surveys  
evolved over time ...  
and **what impact** have those  
changes had?

What makes **the results**  
of a community survey reliable  
or trustworthy ...  
*results you can count on?*

How can residents  
be **encouraged** to participate  
in a community survey?

## A short detour:

What if the results of the survey suggest that residents are *dissatisfied*, but the reasons are *not* clear?

Which **type of survey** is  
more valuable?



How are survey results  
*incorporated* into a community's  
**decision-making** process?

Questions?

