

Pottstown Community Survey 2023



About Pottstown Area Health & Wellness Foundation

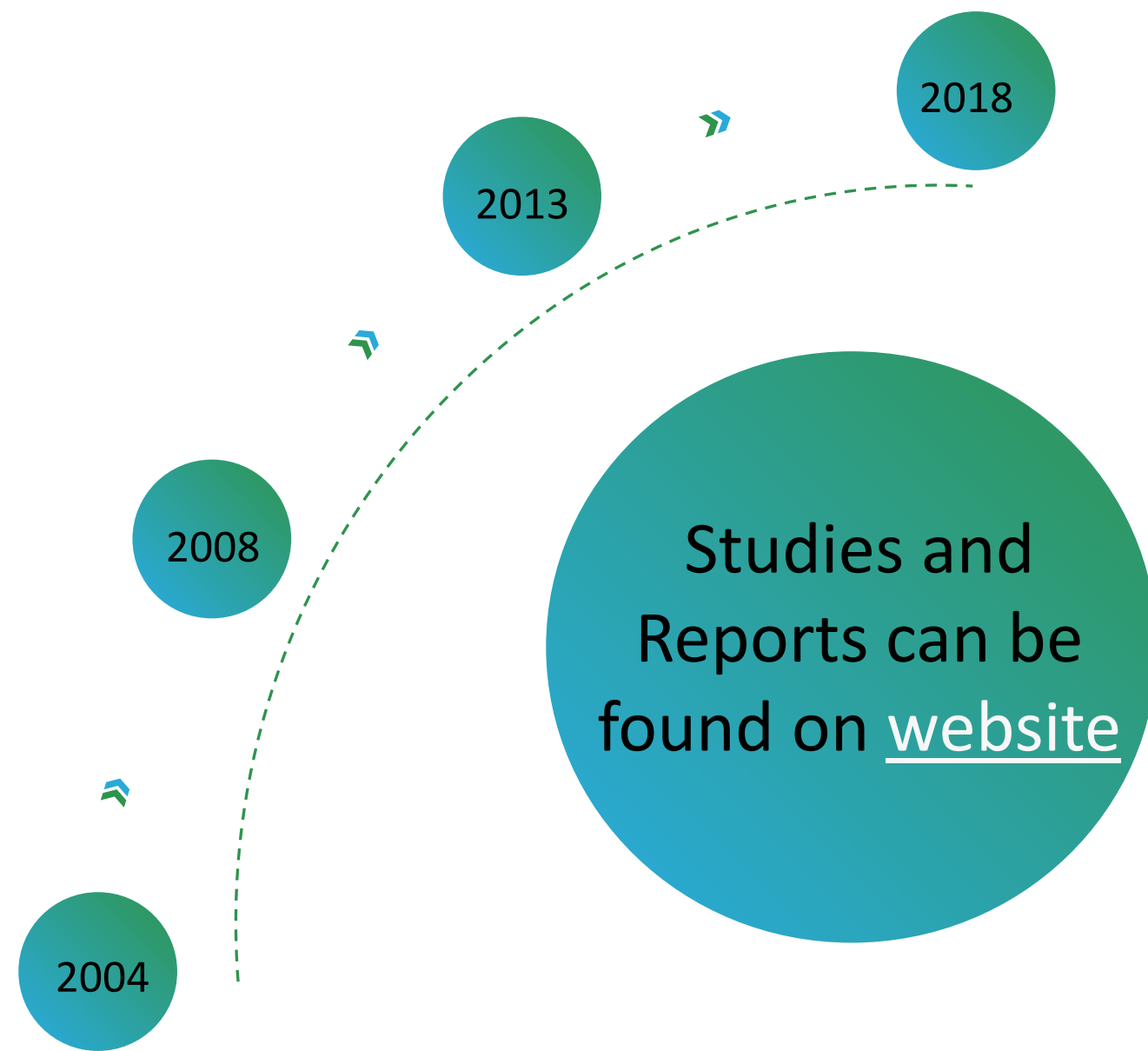
VISION:

Area residents are living vibrant, healthy, thriving lives.

MISSION:

The Foundation enhances the health and wellness of area residents, providing education, funding, and programs that provide equitable access and opportunities for all residents to adopt healthy lifestyles.

Pottstown Area Community Health Needs Assessments



Pottstown Community Survey

-
- ▶ To gather information about the health and well-being of residents underrepresented in earlier needs assessments
 - ▶ Hear from residents that live in neighborhoods with long term disinvestment
 - ▶ Direct funding to the programs and projects in our neighborhoods that will have the greatest impact.

Pottstown Selected Block Groups

Census Block Groups participating in Pottstown Community Survey



Median Household Income

- ▶ (1) Tract 2089.06 (BG2) **\$54,750**
- ▶ (2) Tract 2089.04 (BG1) **\$32,404**
- ▶ (3) Tract 2089.03 (BG2) **\$42,237**
- ▶ (4) Tract 2088.01 (BG1) **\$28,125**
- ▶ (5) Tract 2088.02 (BG2) **\$28,121**
- ▶ (6) Tract 2090.00 (BG1) **\$24,792**

Borough of Pottstown **\$52,722**
Montgomery County **\$99,361**

Note: Block groups are uneven in household size.

¹ 2019 American Community Survey 5-year estimates Adjusted to 2019 for inflation

Selected Block Groups relative to Pottstown Borough

Pottstown Borough



- ▶ 23,443 Residents
- ▶ About 70% White, 23% Black/AA , 7% Latino
- ▶ Median household income about \$50K
- ▶ About 30% of adults live below 150% of the poverty line

Selected Block Groups



- ▶ About 40% of Pottstown residents
- ▶ Nearly two-thirds of Black/AA and Latino residents
- ▶ Median household income approximately \$25K
- ▶ About 50% of adults live below 150% of the poverty line



Sources: 2019 American Community Survey 5-year estimates ; Claritas 2022 Pop Facts database

Methods



- ▶ Address-based survey of every household in six Census Block Groups
- ▶ One adult per household: “Next birthday” guidance to account for within-household selection
- ▶ Mixed-mode (online, over the phone, on paper at community events, door-to-door)
- ▶ Responsive design: Monitored and adjusted processes and materials for clarity and balanced response



Survey Topic Areas

Factors Impacting Economic Stability	Health Care Access	Education	Neighborhood and Physical Environment	Community and Social Context	Health Conditions
Racism and discrimination <ul style="list-style-type: none"> Experiences of discrimination in different situations 					
<ul style="list-style-type: none"> Income Employment Barriers to employment Housing 	<ul style="list-style-type: none"> Health insurance Health exams and screeners Routine checkups Health care location Dental exam 	<ul style="list-style-type: none"> Education degree attained 	<ul style="list-style-type: none"> Park and recreation facility access Exercise Fruit and vegetable consumption Hunger 	<ul style="list-style-type: none"> Feel safe in the community Satisfied with community life Voting Practical help from neighbors 	<ul style="list-style-type: none"> Overall health (self-assessed) Mental health



Data collection

Initial stage

- ▶ Branded invitation letter in envelope with peek-a-boo window
- ▶ \$2.00 bill as pre-incentive
- ▶ Reverse side in Spanish
- ▶ Mailed in staggered batches Spring 2022
- ▶ Directed recipient to online survey (“push-to-web” design) or to call to request phone interview
- ▶ Reminder postcards

Subsequent stages

- ▶ Survey link sent over email (when available)
- ▶ Community events in Summer – Fall 2022
- ▶ Survey Ambassadors and Snowball Sampling



\$10 gift card + raffle entry for completion

Responses

- ▶ **530** participants
- ▶ **18.3%** household response rate¹
- ▶ **Modes of completion:**
 - ▶ 89% online English
 - ▶ 2% Spanish (all modes)
 - ▶ 4.3% phone English
 - ▶ 4.3% offline English

Notes on Report of Findings:

Percentages and statistics presented here were calculated with sample weight applied, adjusted for weighting variance

Results reported are representative of the six census block groups that were the geographic focus of this study



¹ Calculated by implementing standardized classification system and formula developed and recommended by the American Association for Public Opinion Research (AAPOR).



Socioeconomic Characteristics of Residents



Housing

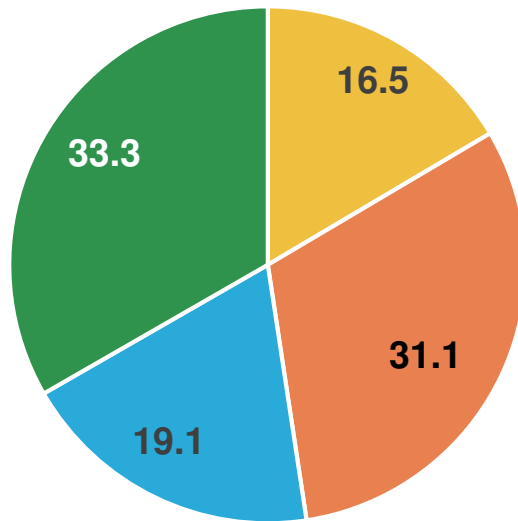


- ▶ **41.4%** own their home and **58.6%** rent their home
- ▶ **95.1%** have internet access at home
- ▶ **19.6%** used housing services in the past year
- ▶ Owner Occupied Benchmarks
 - ▶ **50%** own home in Pottstown
 - ▶ **72%** own home in Montgomery County

Living in Pottstown



Years Lived in Pottstown
Percent

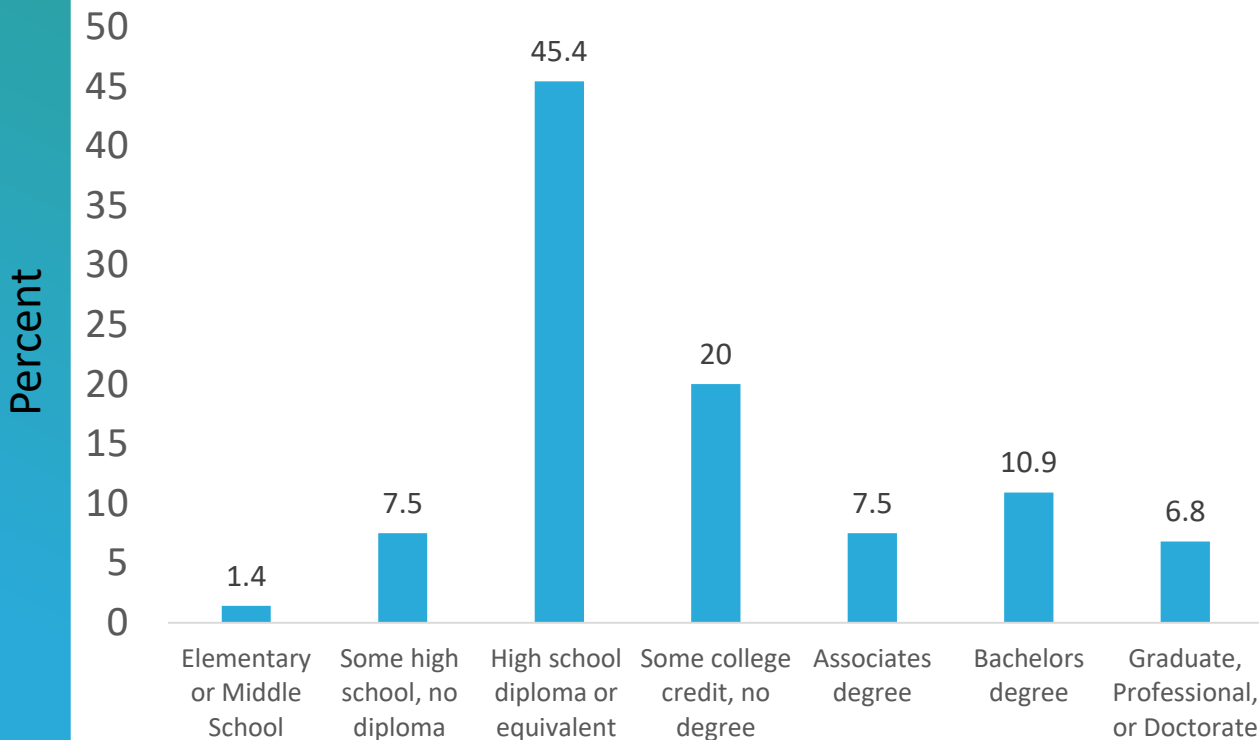


■ 0-2 years ■ 3-10 years
■ 11-20 years ■ 20+ years

- ▶ Compared to those who lived in Pottstown for 11 or more years, adult residents who have lived in Pottstown for **10 years or less**:
 - ▶ Are more likely to rent (53.9%) than to own (46.1%) their home**
 - ▶ Are no different in terms of poverty, race, or education

**p <.01

Education

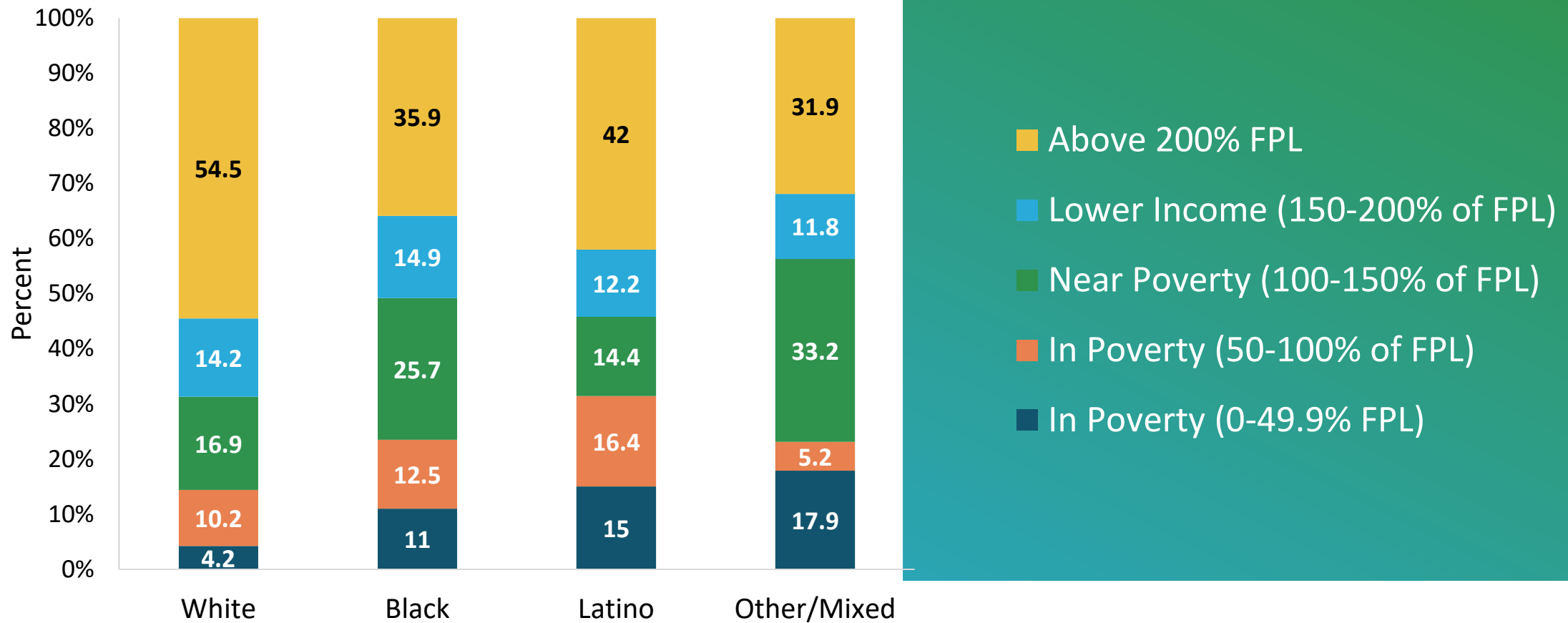


- ▶ **54.3%** of adult residents have a high school degree or less
- ▶ **27.5%** have some college credit or an Associate degree
- ▶ **17.7%** have a Bachelor's degree or higher
- ▶ Education attainment benchmarks
 - ▶ **21%** have Bachelor's degree or higher in Pottstown
 - ▶ **50%** have Bachelor's degree or higher in Montgomery County

Race/Ethnicity and Income



Income by Race/Ethnicity



Employment



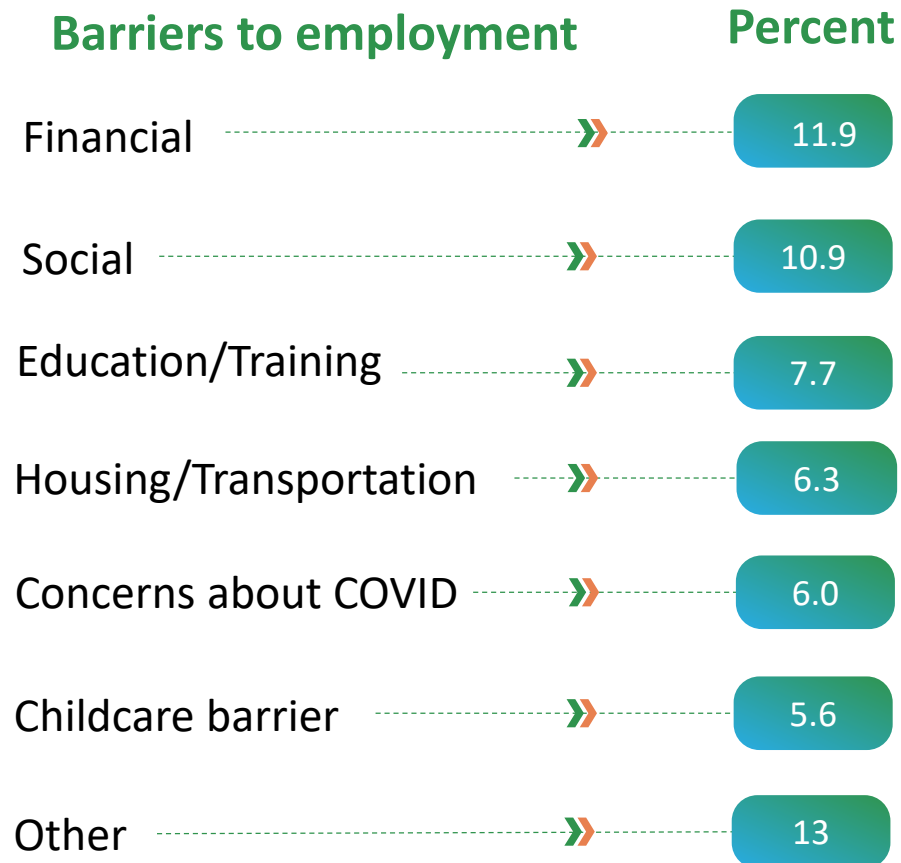
Current Employment Situation

Percent

Employed full time	»	56.7
Employed part time	»	11.7
Unable to work due to disability	»	11.3
Retired	»	8.2
Unemployed and looking for work	»	7.2
Do not work for pay outside the home	»	2.3
Unemployed and not looking for work	»	1.6
Full-time student/Job training	»	0.7
Furloughed	»	0.3

- ▶ Among those who are the main household wage earner:
 - ▶ **25.9%** are salaried
 - ▶ **66.9%** are paid by the hour
 - ▶ **7.2%** are paid some other way
- ▶ **53.5%** earn less than **\$20.95/hour** (or equivalent) among those working full- or part-time
 - ▶ \$20.95 was the 2021 Living Wage for Montgomery County, PA, for a household with 2 working adults and 2 children

Barriers to Employment



- ▶ Most said barriers are not applicable because:
 - ▶ Employed and do not want to change jobs (**52.8%**)
 - ▶ Do not want to be employed (**8.8%**)
- ▶ **28.2%** report one barrier to employment
 - ▶ Another **13.6%** report two or more barriers
- ▶ **8.0%** report using employment services in the past year

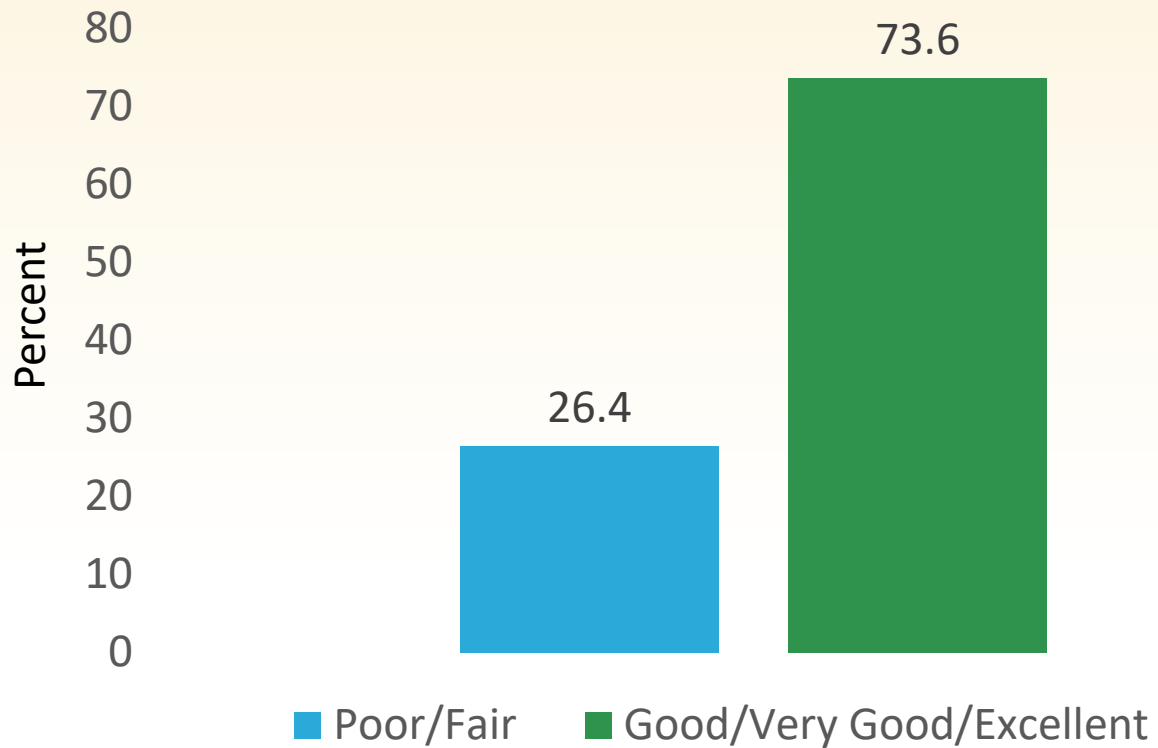
Financial Barriers (example: Jobs I find don't pay enough to cover basic costs of living, income limit for public/government benefits); **Education, Training, and Skills Barriers** (example: cost of training or education is too high, I don't know where to get training, I have difficulties with using computers and technology); **Housing and Transportation Barriers** (example: I can't get to work or get home using public transportation and do not have other transportation to work, I can't find permanent housing, I don't have a driver's license); **Social Barriers** (example: physical or mental health challenges, criminal record, drug or alcohol use)



Prevalence of Health Conditions



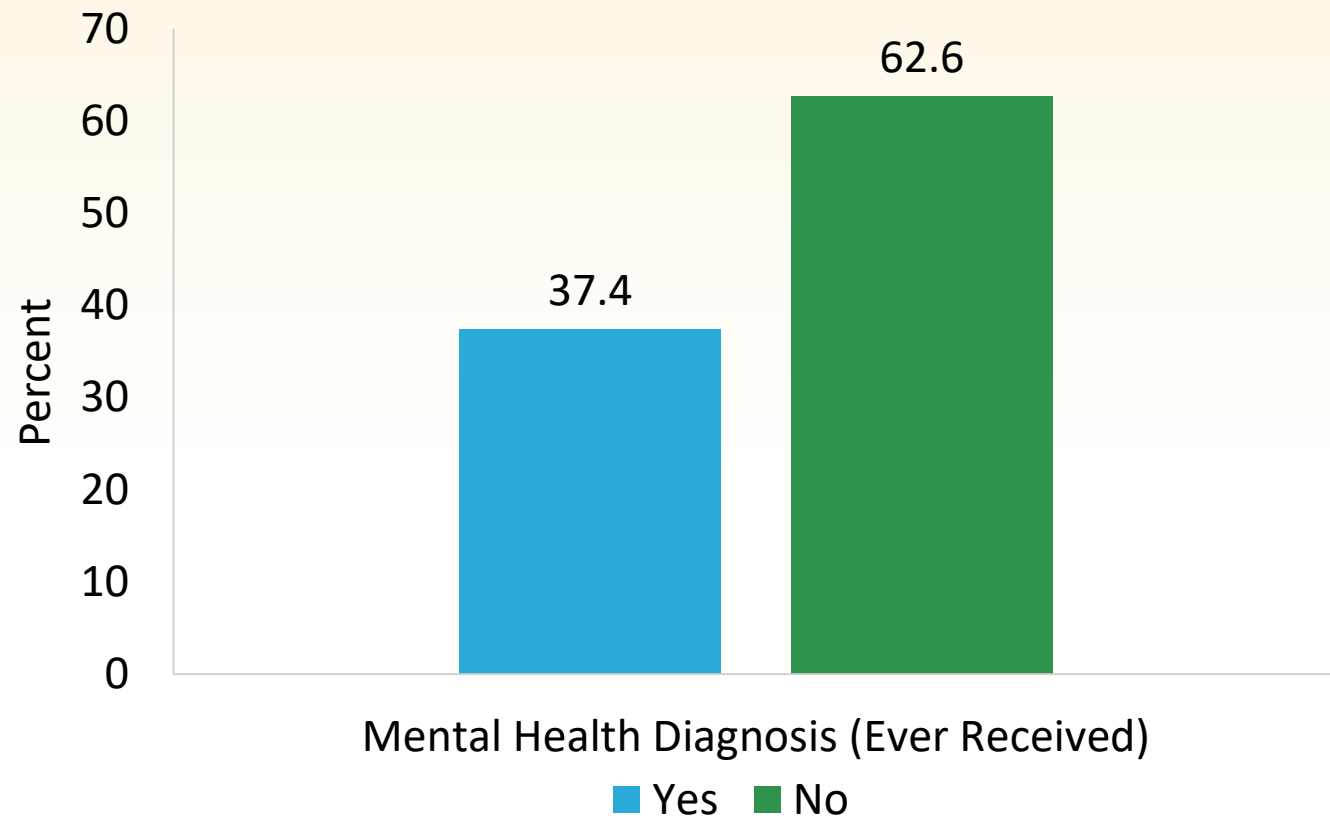
Overall Health (self-assessed)



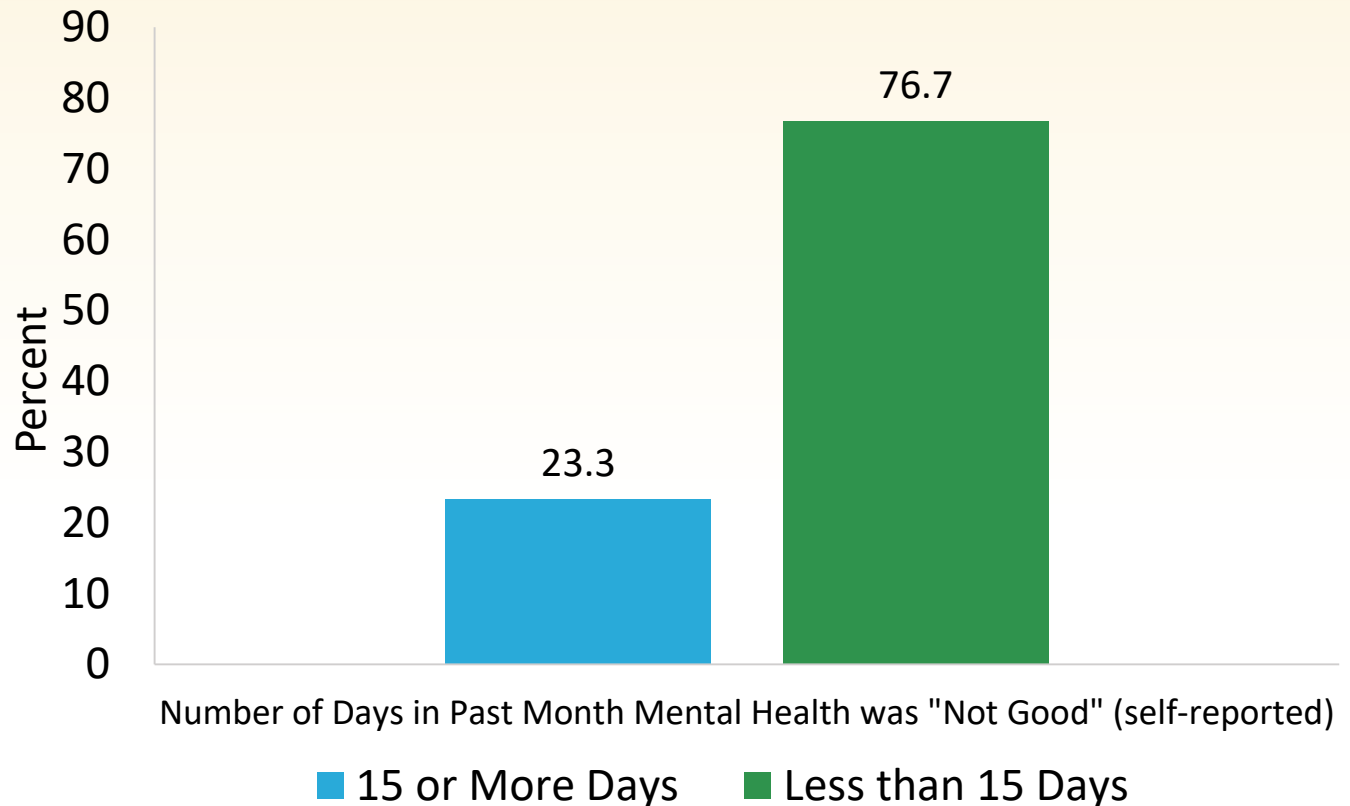
Overall Health Benchmark: 14% of Montgomery County residents in Poor or Fair Health



Ever Received a Mental Health Diagnosis



Mental Health during Past Month



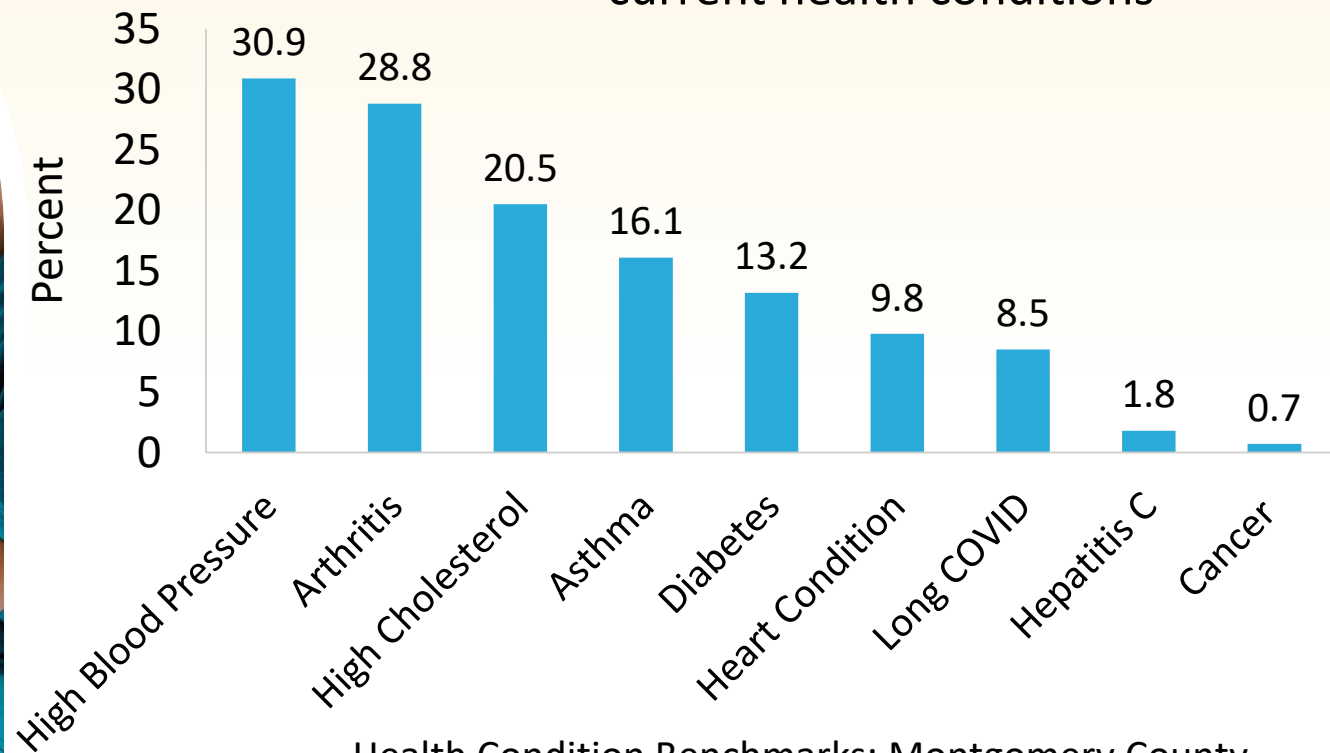
Number of Days Mental Health
"Not Good" in Last Month:

- ▶ Mean = 6.7 days
- ▶ Mental Health Benchmark
 - ▶ Mean = 4.1 days in Montgomery County

Health Conditions

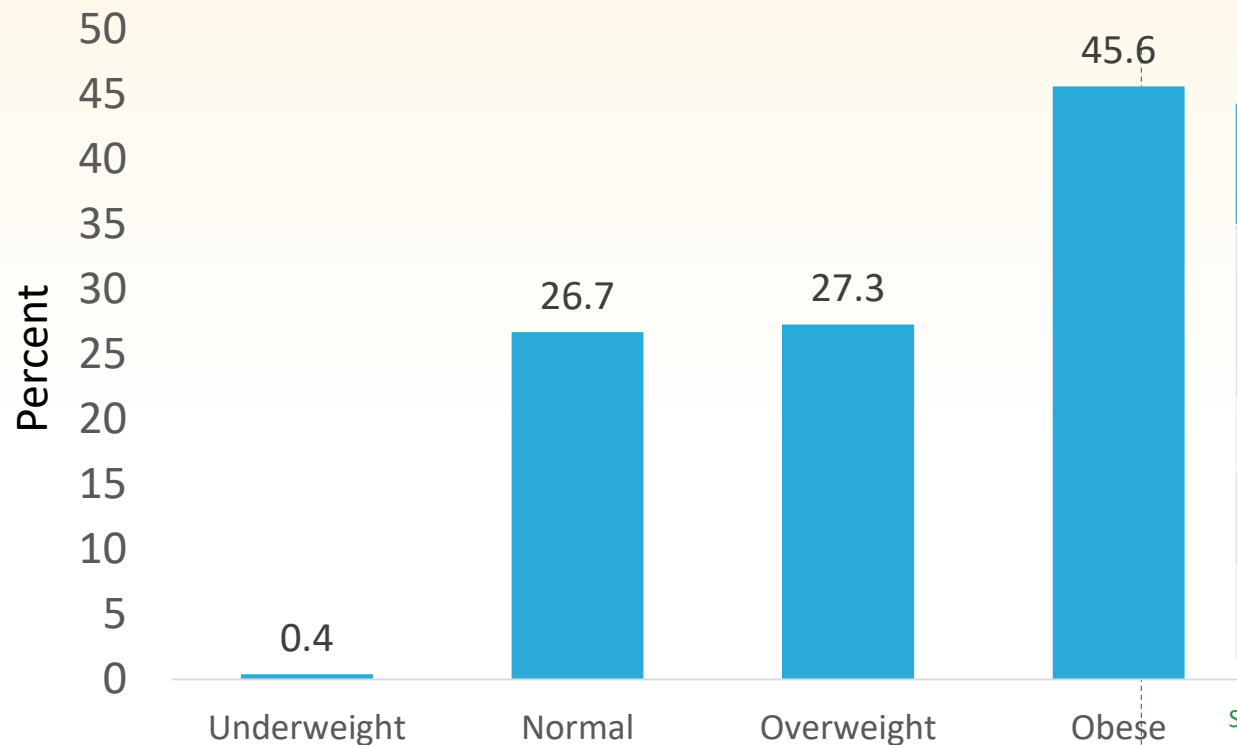


Percent of adult residents reporting current health conditions



Health Condition Benchmarks: Montgomery County
Asthma, 9%; Diabetes 8%

Body Mass Index (BMI)



% adults BMI \geq 30 ("obese")	Location and Year
45.1%	6 block groups in Pottstown (after age-adjustment for 3 age groups)
30%	Montgomery County, 2019
41.8%	Nationally, 2017-2020
38.6%	Nationally, 2013-2016

Sources: Pottstown Community Survey 2022; County Health Rankings; Healthy People 2020

Healthy People 2030 goal adult obesity: 36%



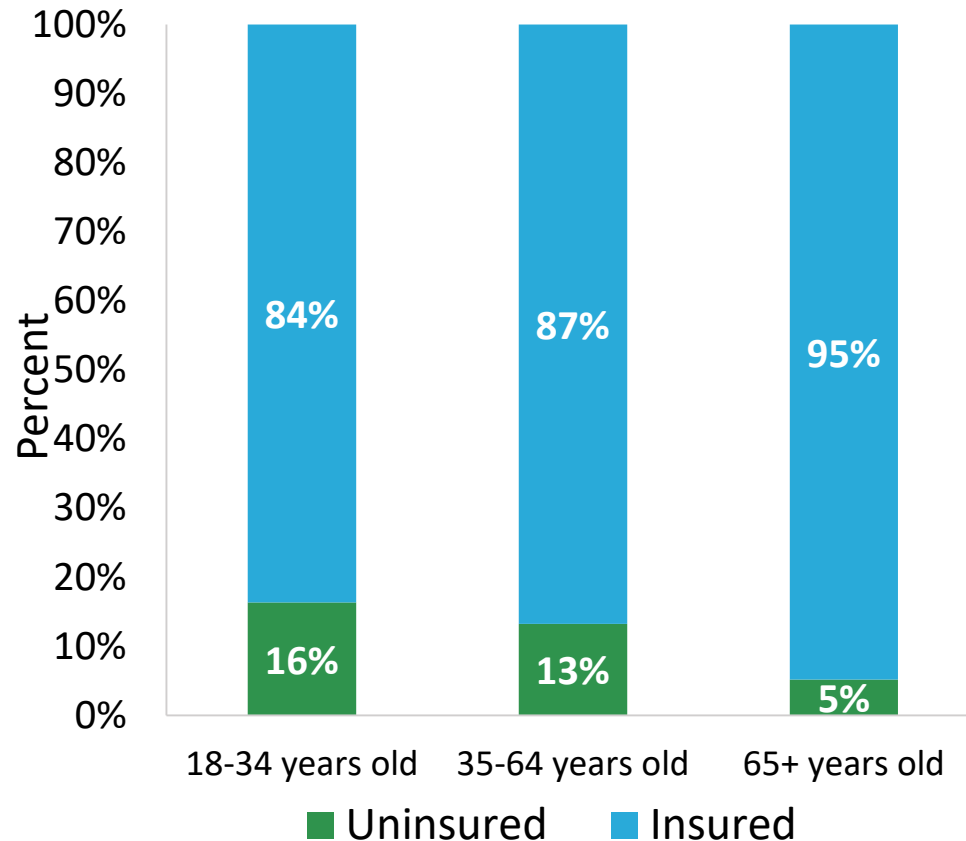
Health Care Access



Health Insurance

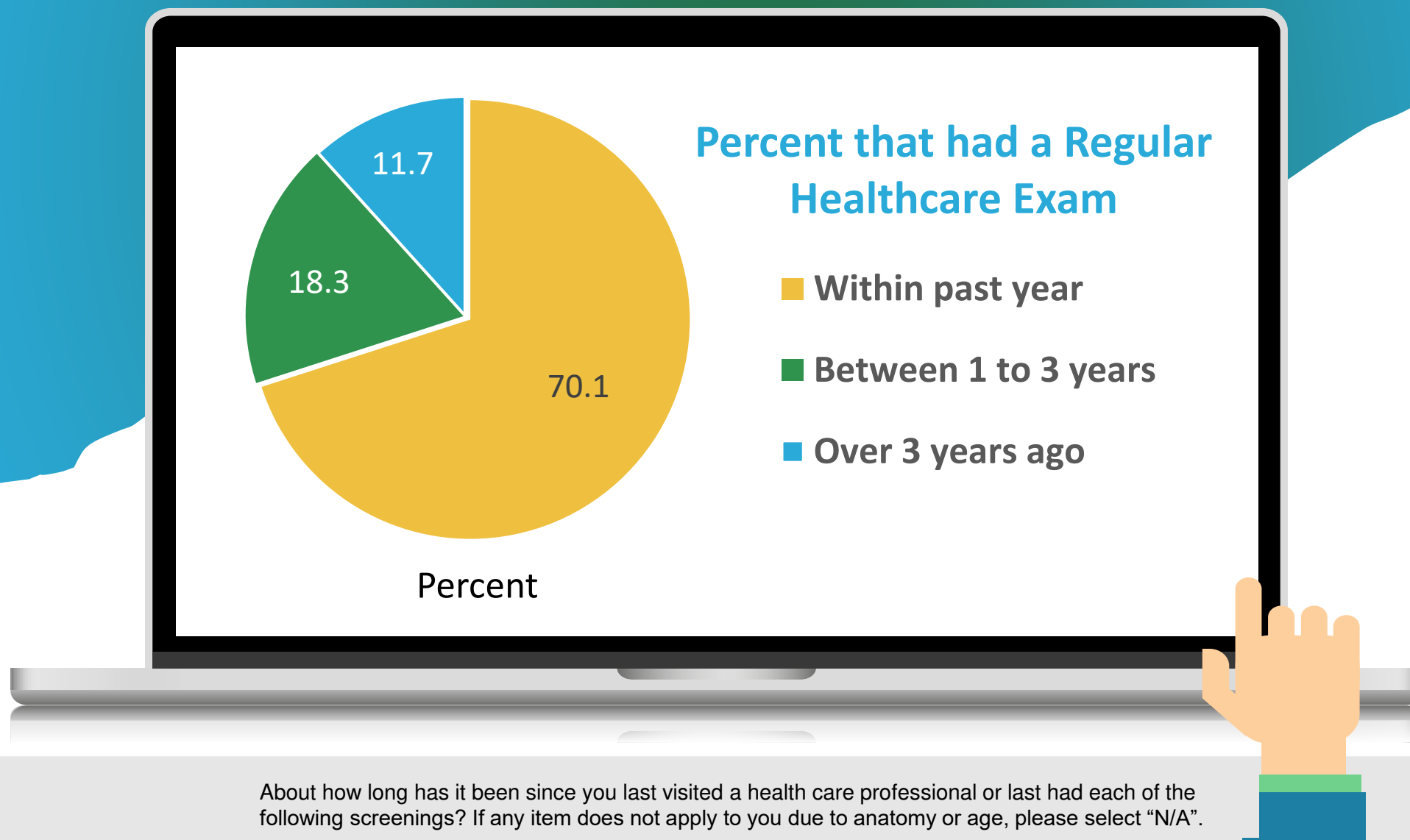


Insurance Status by Age Group

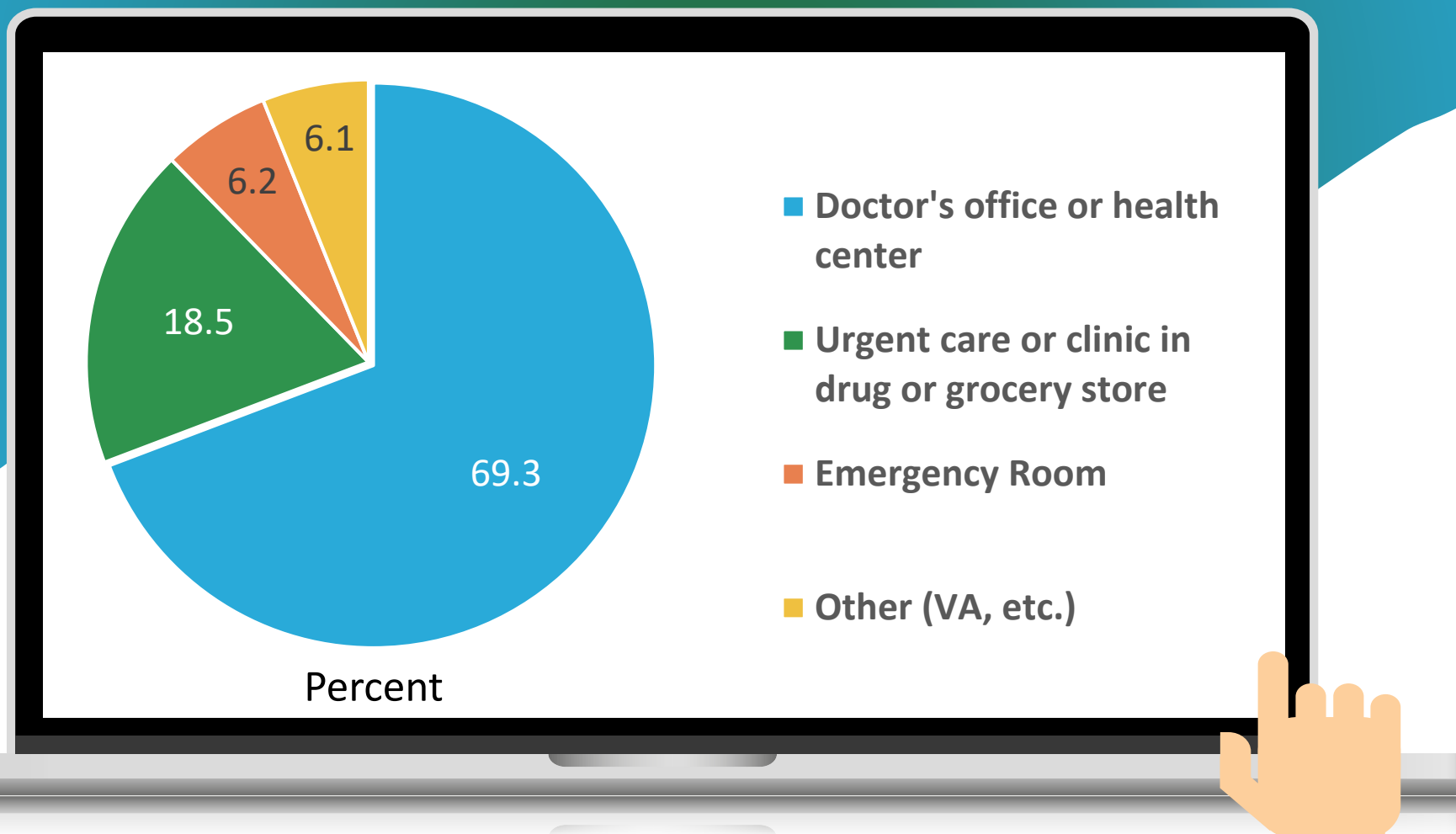


- ▶ **13%** of adults are uninsured
 - ▶ An additional **10.7%** were insured <12 months of the past year
- ▶ **14.2%** of adults under the age of 65 are uninsured
- ▶ Health Insurance Benchmark
 - ▶ **5%** of adults in Montgomery County under age of 65 are uninsured

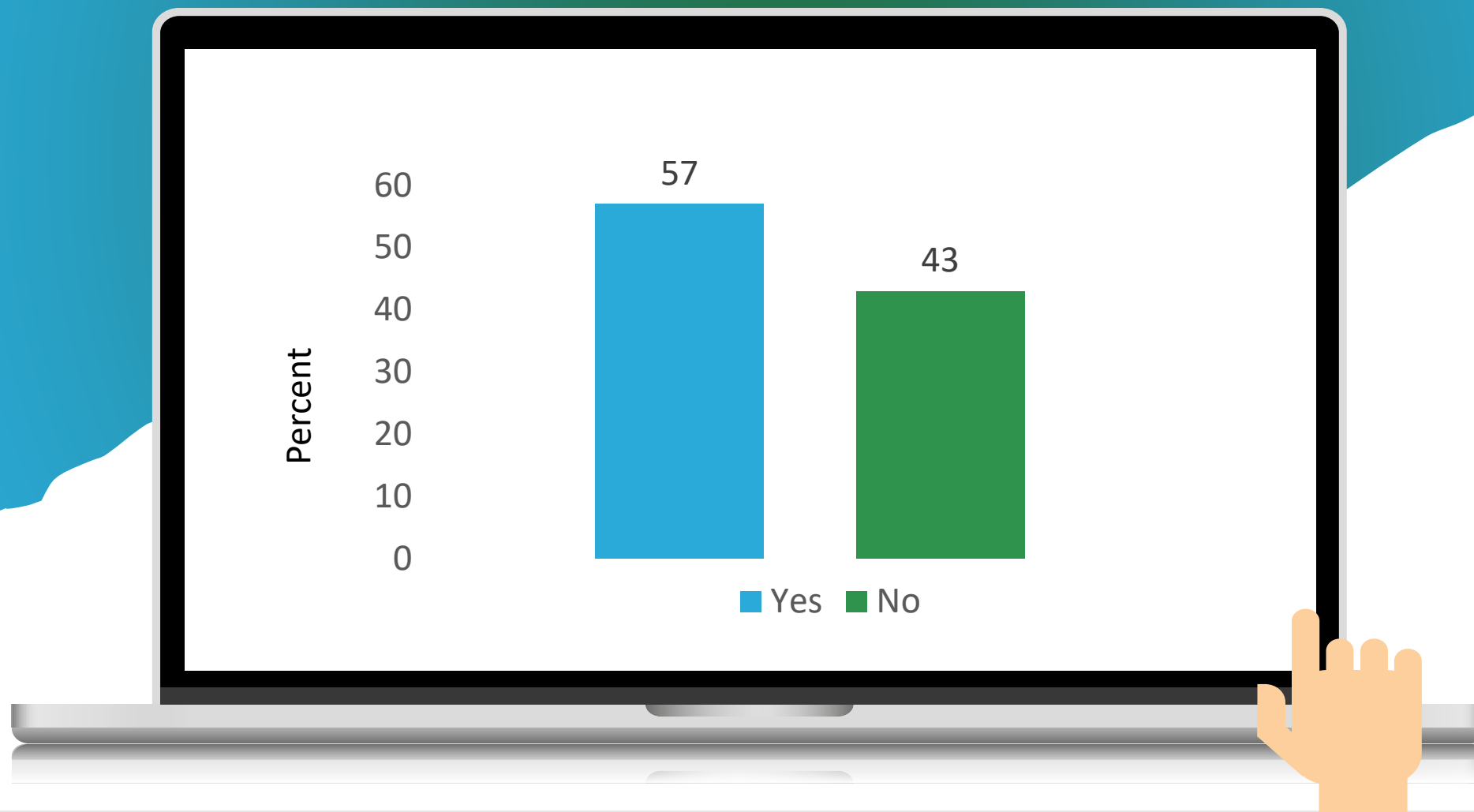
Routine Check-up



Location of Usual Place for Health Care



Dental Exam in Past Year



Health Exams and Screeners

All adults

- ▶ **71.6%** had blood pressure checked in past year
- ▶ **51.2%** had cholesterol measured in past year



50 years old or older

- ▶ **73.8%** had blood glucose screening in past 2 years
- ▶ **71.4%** had colonoscopy/ sigmoid exam in past 10 years



Gender-specific:

- ▶ **71.6%** of females 21-65 years old had pap test in past 3 years
- ▶ **59.9%** of females 18+ years old had breast exam in past year
- ▶ **72.6%** of females 50-74 years old had mammogram in past 2 years
- ▶ **42%** of males 40+ years old had prostate exam in past 2 years



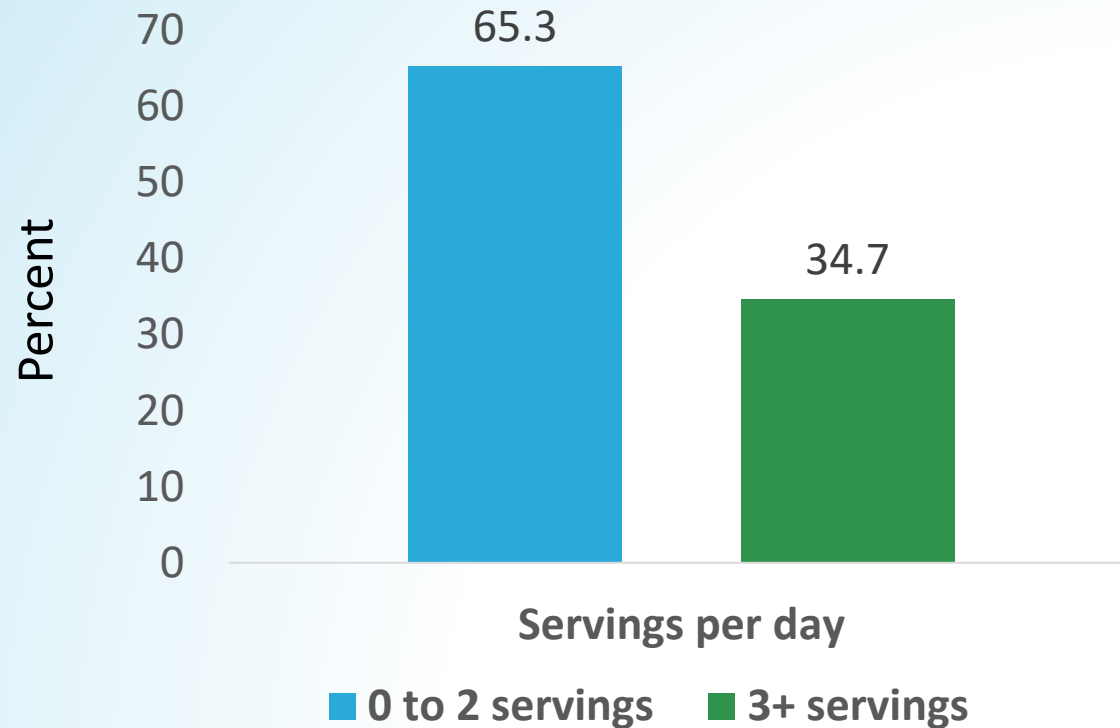
Health and Wellness Behaviors



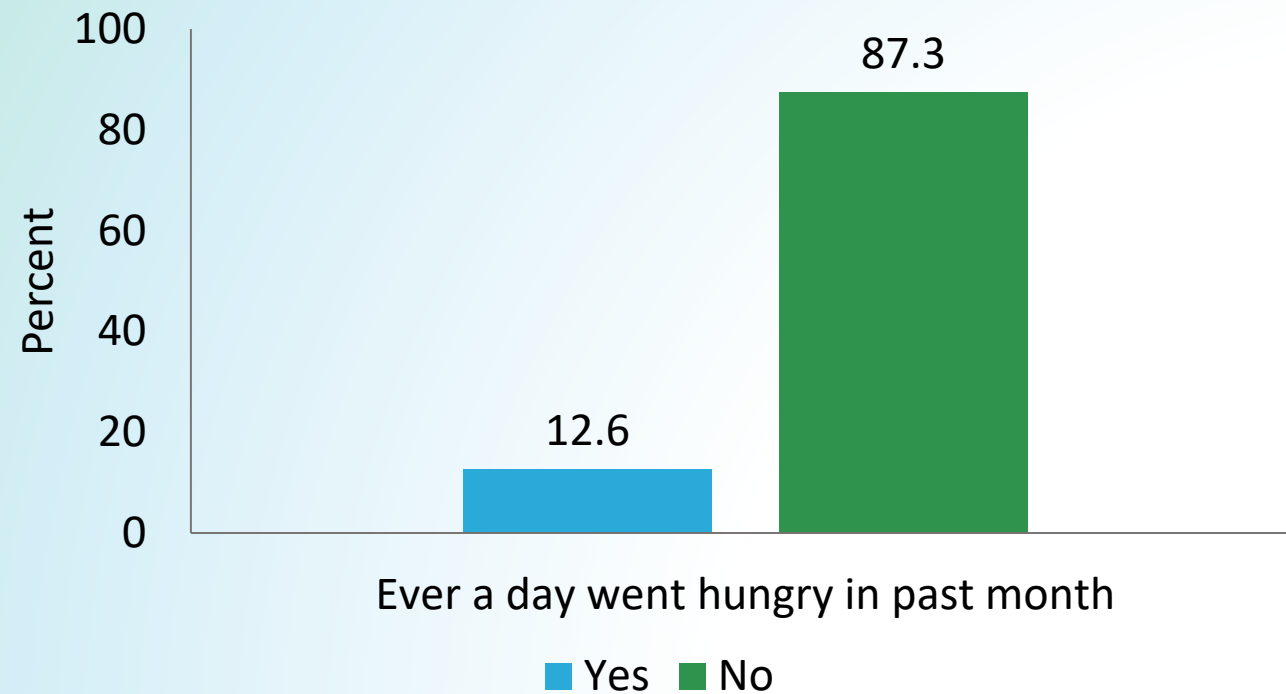
Daily Fruit and Vegetable Consumption



Servings of fruits and vegetables in a typical day:
► Mean = 2.16 servings



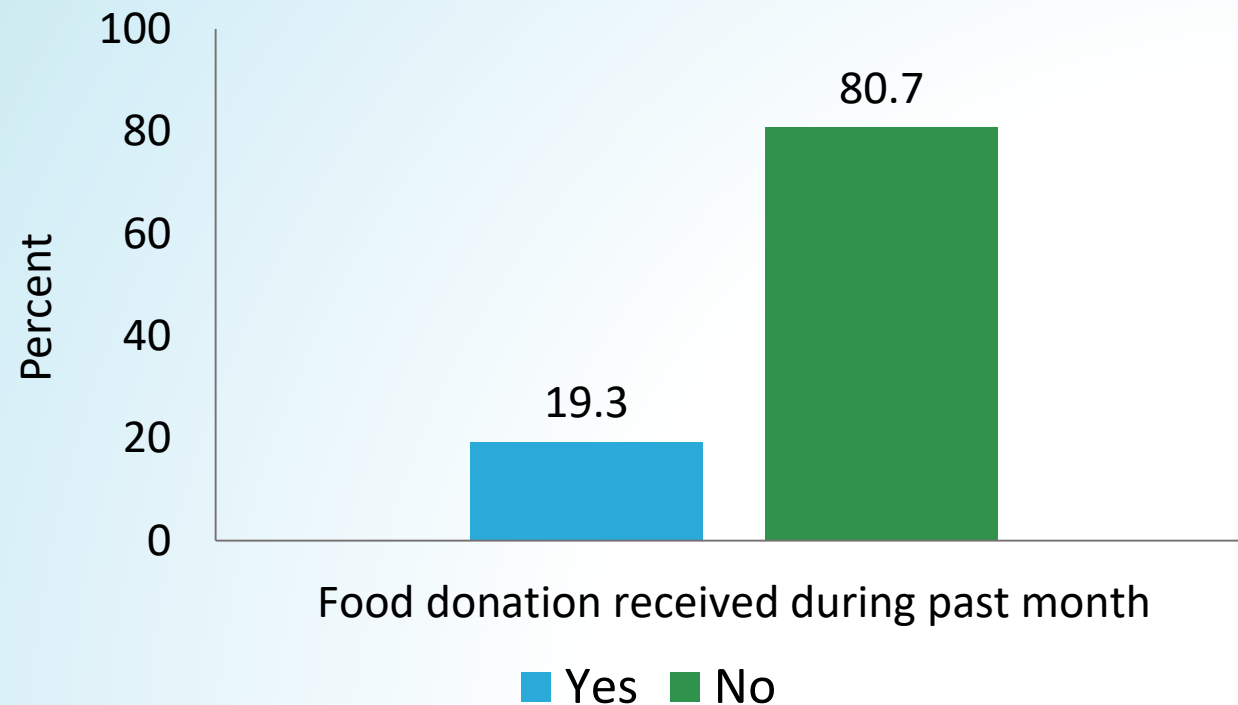
Hunger During Past Month



Received Food Donation(s) during Past Month



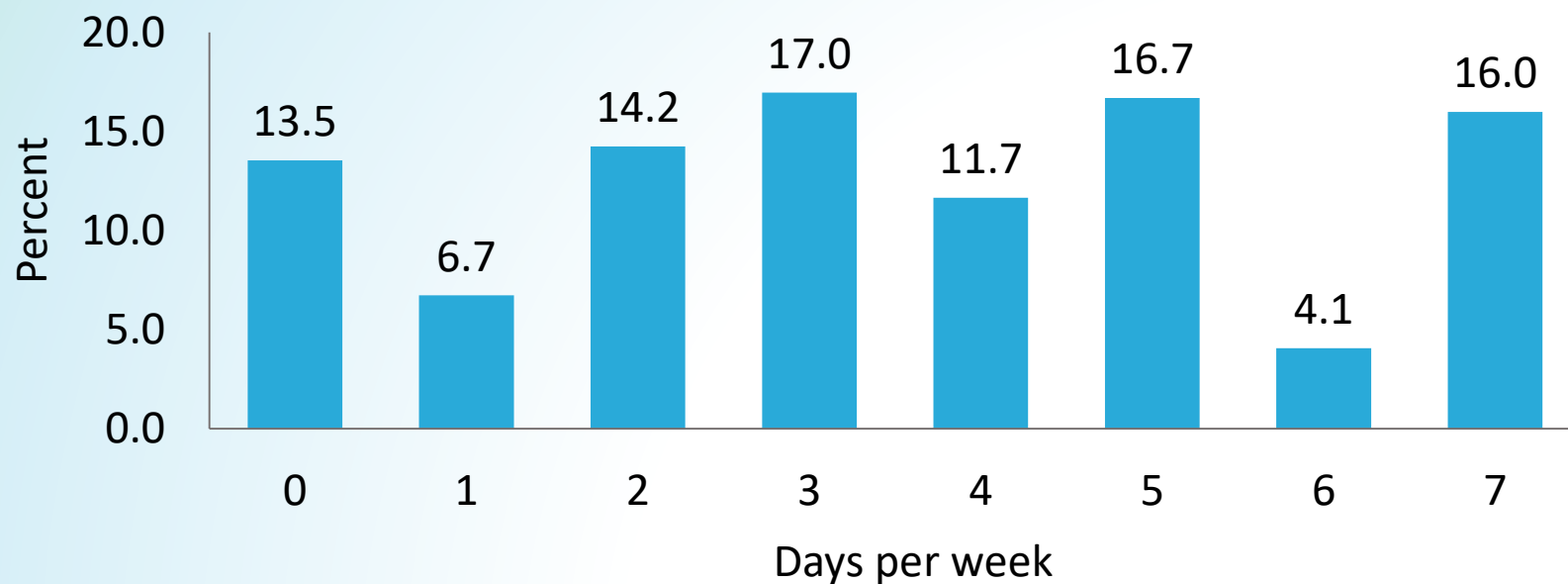
- ▶ Mean = 1.9
- ▶ For 40% who received food donations, this was more frequently than prior to the COVID-19 pandemic



Physical Activity



Days per week exercised 30 minutes or more



Physical Activity Benchmark: **21%** of Montgomery County adults report no leisure time physical activity

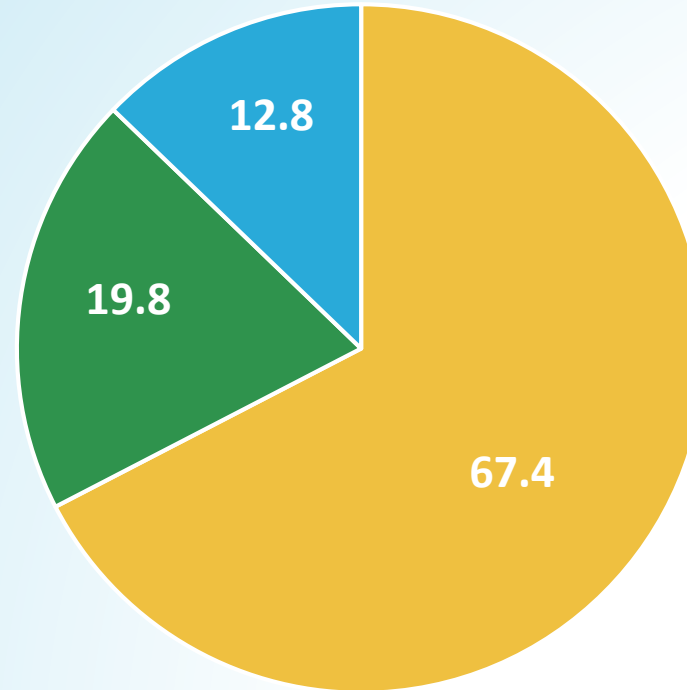
Exercise



Days per week exercised 30 minutes or more in past month:

► Mean = 4.5 days

Days per week exercised > 30 minutes



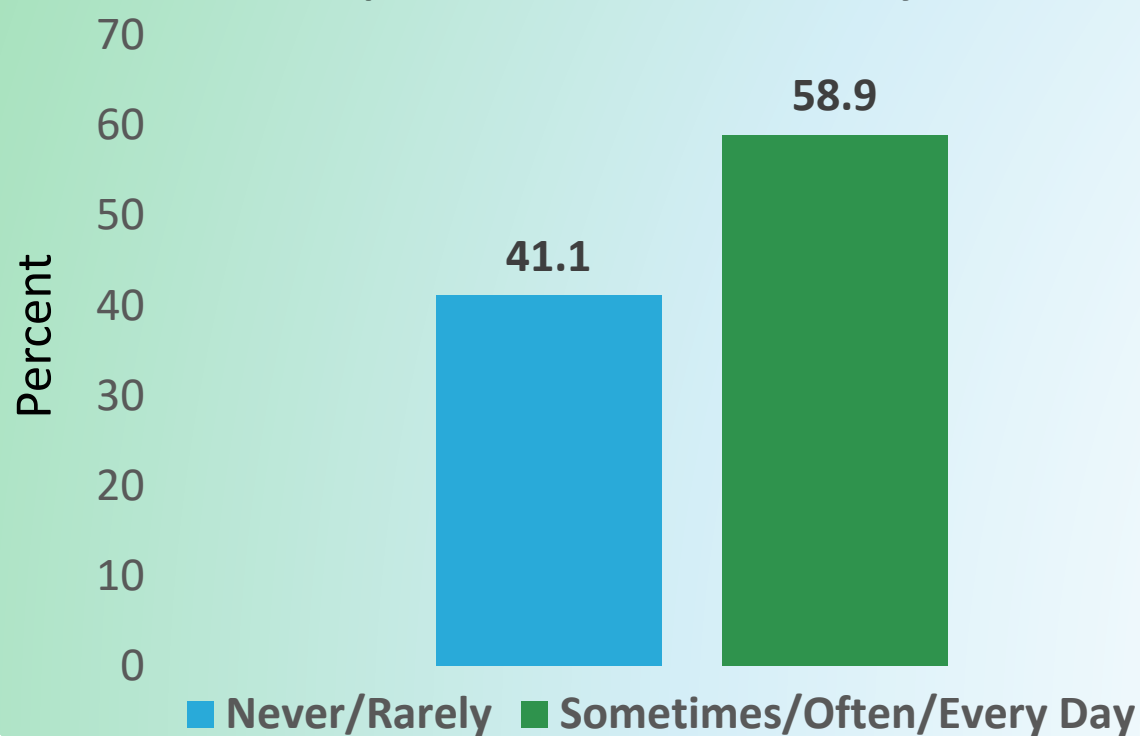
- Three+ days/week
- Once or twice/week
- Less than once/week

Percent

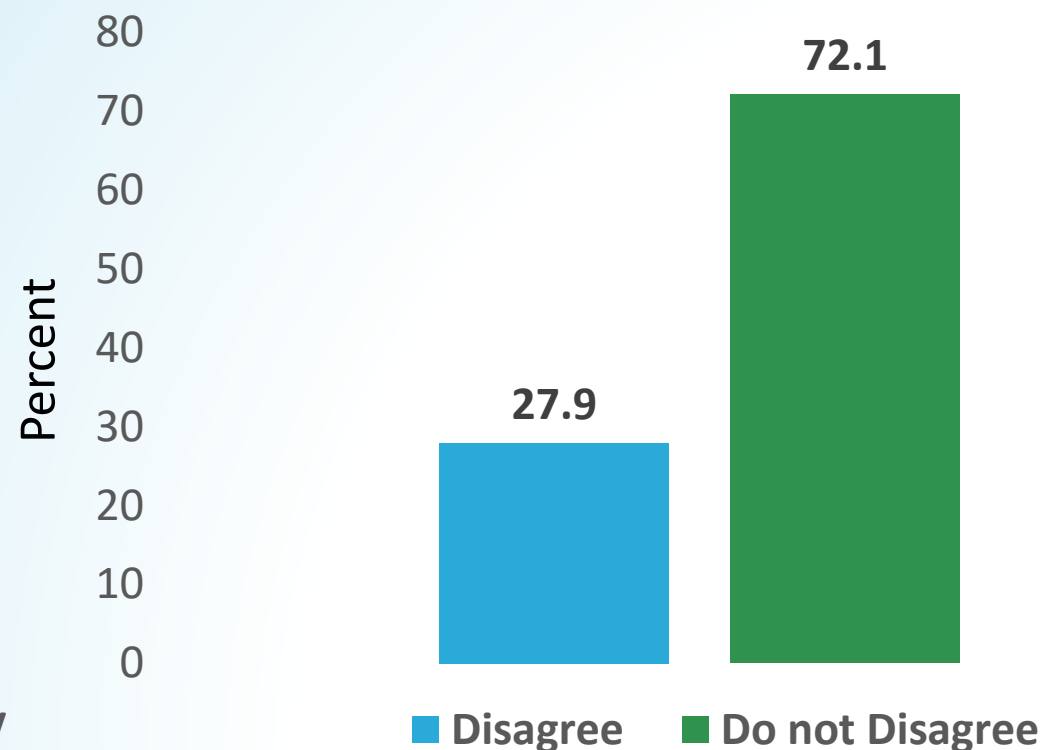
Accessing Parks and Recreational Facilities in Pottstown



Visited a park or recreation facility



Can safely walk to a park or recreation facility within 10 minutes



Discrimination

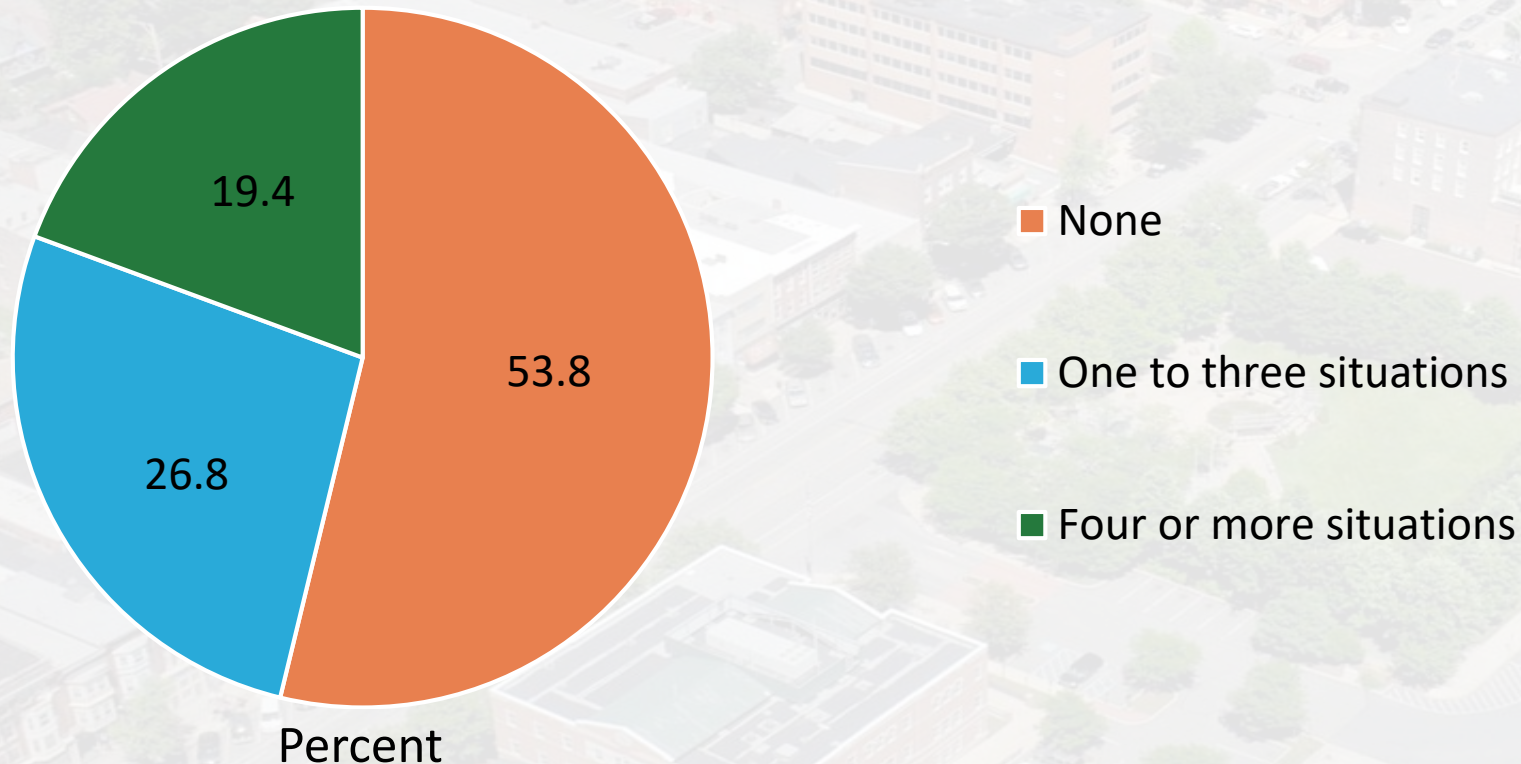
Discrimination is the
prejudicial treatment
Discrimination is
disallowing or
recognizing

Experiences of Discrimination



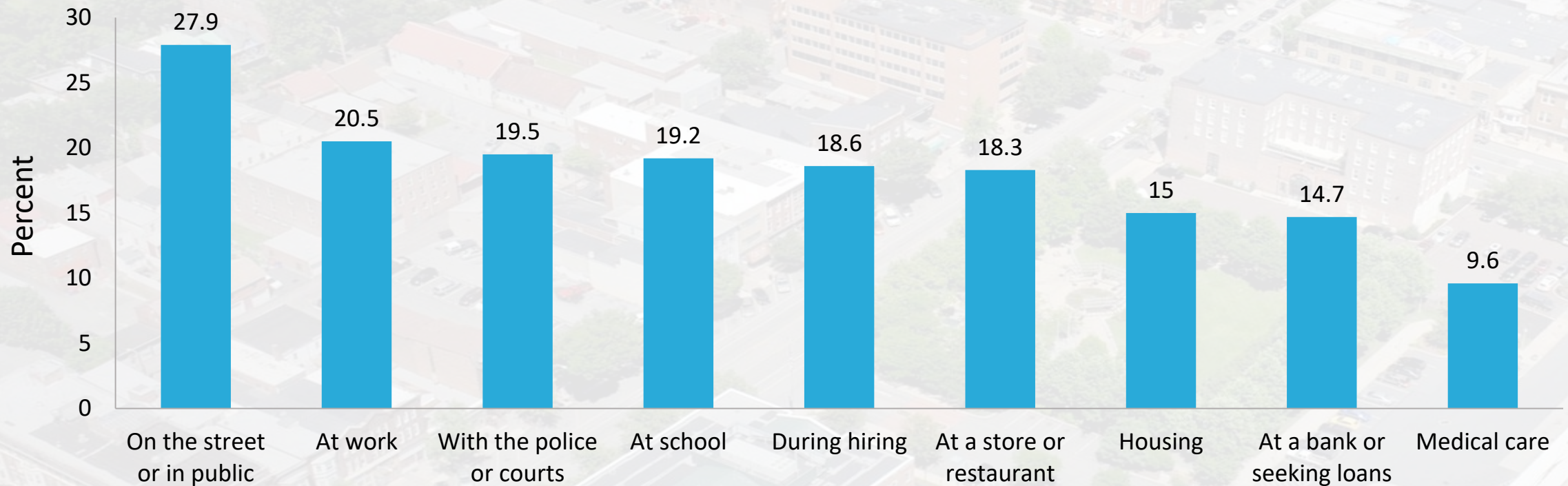
Number of Situations in which Report Experiencing Discrimination Relative to Other Races

Percent Experiencing Discrimination in 0-9 Situations

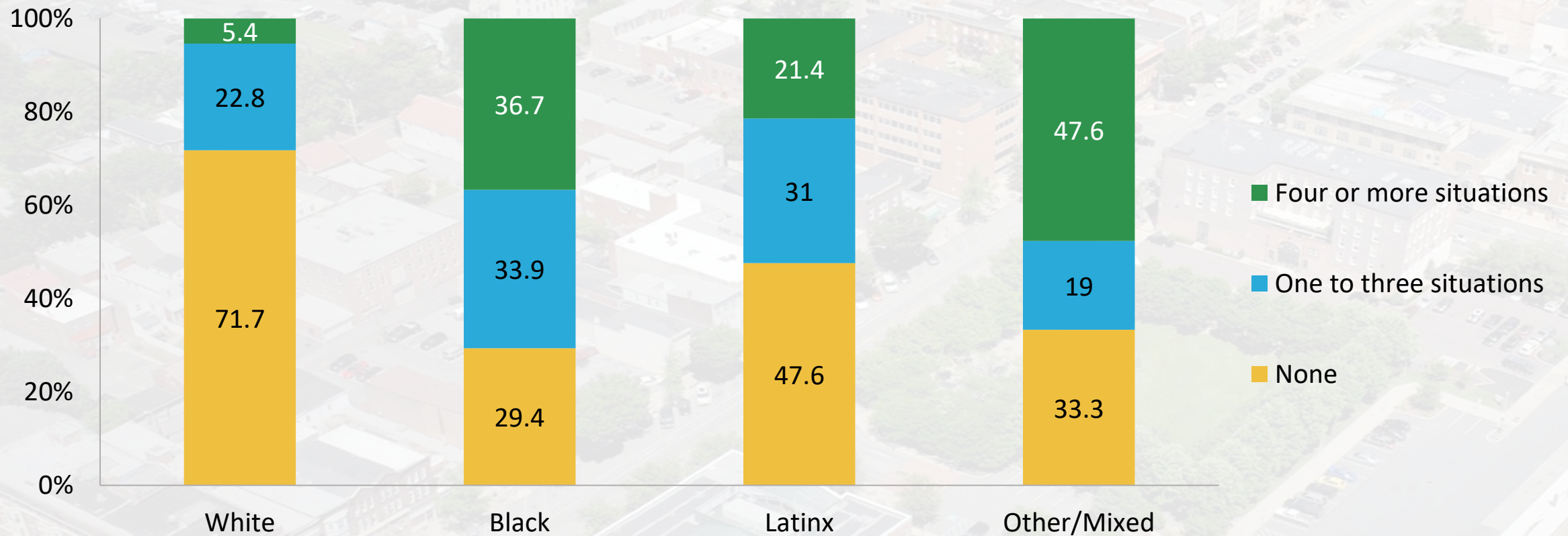


Experiences of Discrimination in Different Situations

Percent Reporting Experience of Discrimination in Each Situation



Experiences of Discrimination in Multiple Situations by Race/Ethnicity



Have you ever experienced discrimination, been prevented from doing something, or been hassled or made to feel inferior in the following situations because of your race, ethnicity or color?



Community Perceptions

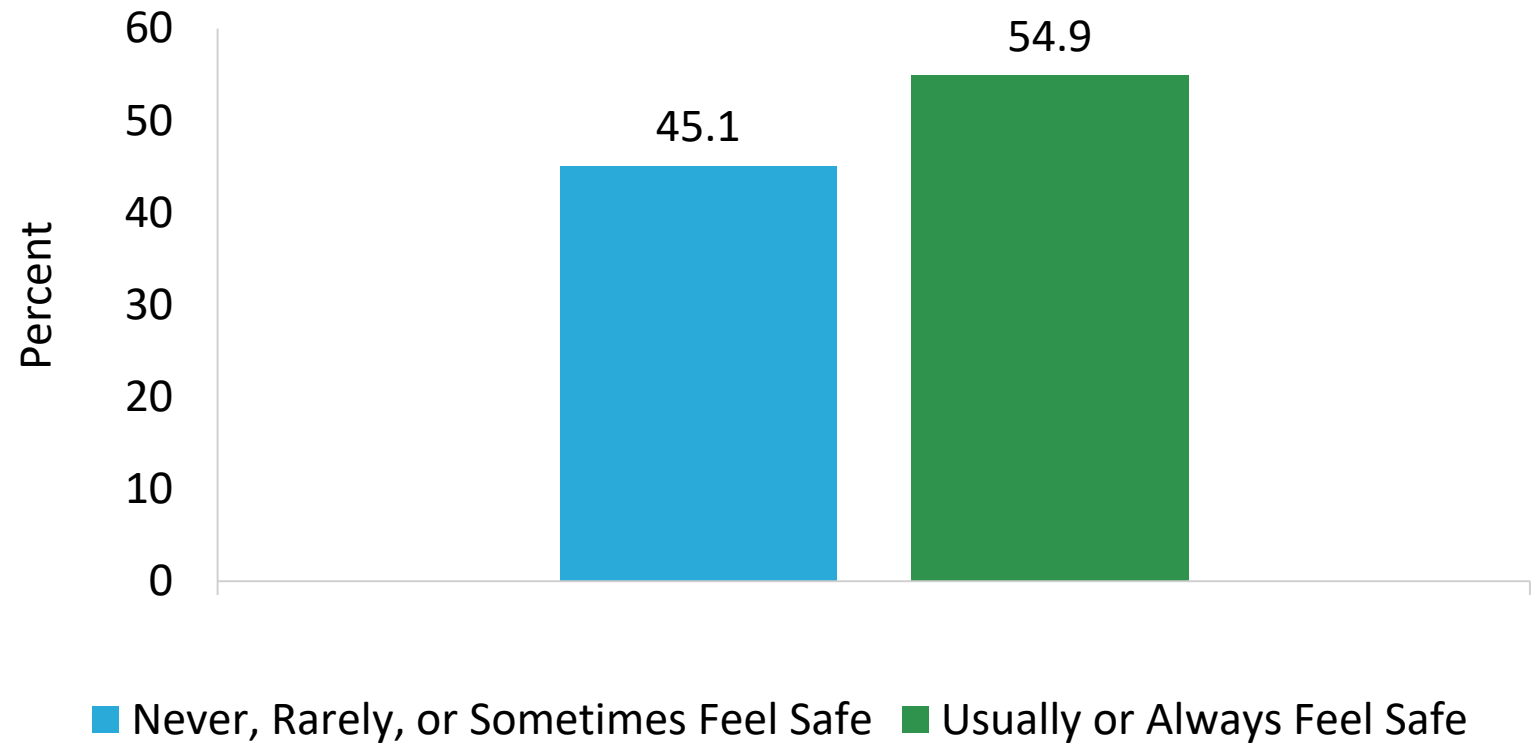


Community Safety

- ▶ Mean = 1.85
 - ▶ 1=Never
 - ▶ 5=Always



Feel Safe in Local Community or Neighborhood

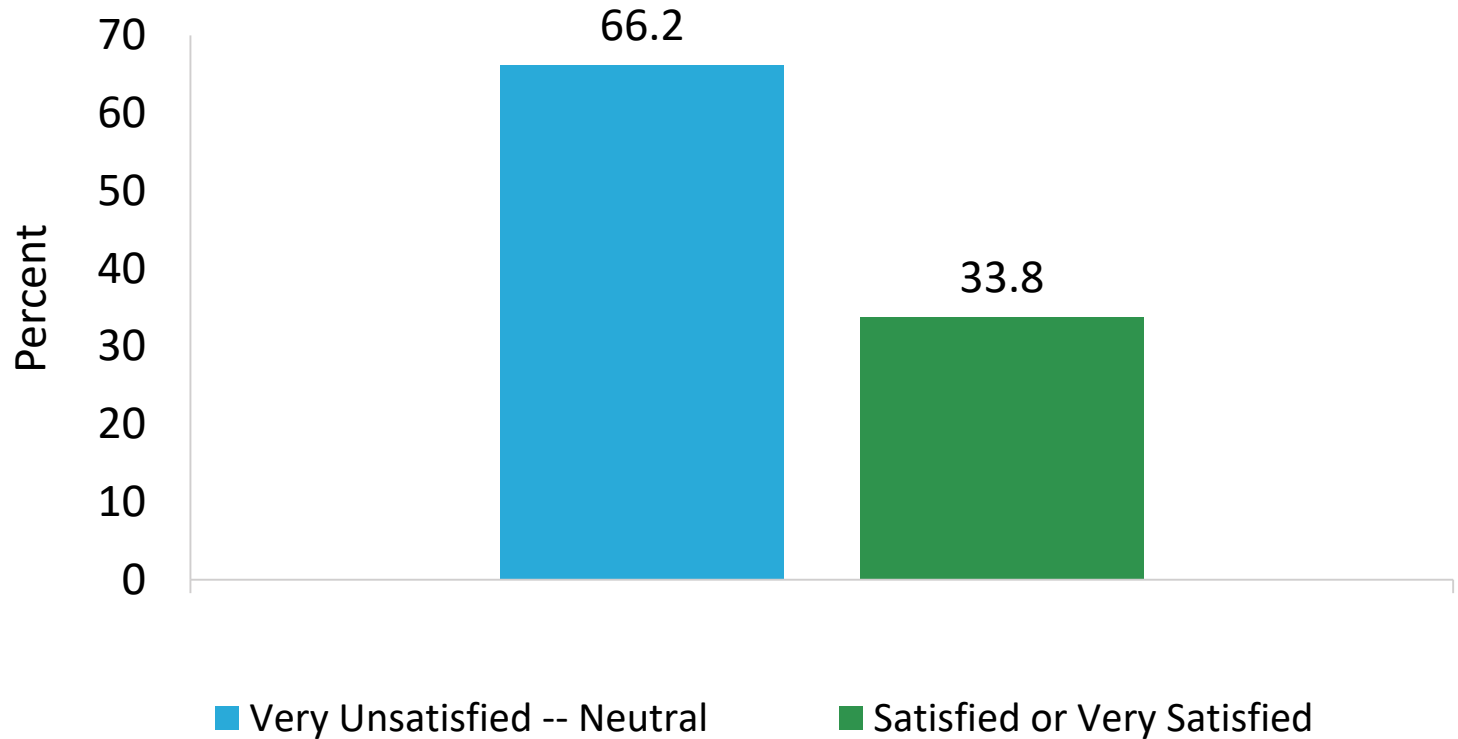


Quality of Life

- ▶ Mean = 1.77
 - ▶ 1=Very Unsatisfied
 - ▶ 5 = Very Satisfied



Satisfaction with Quality of Life in Local Community

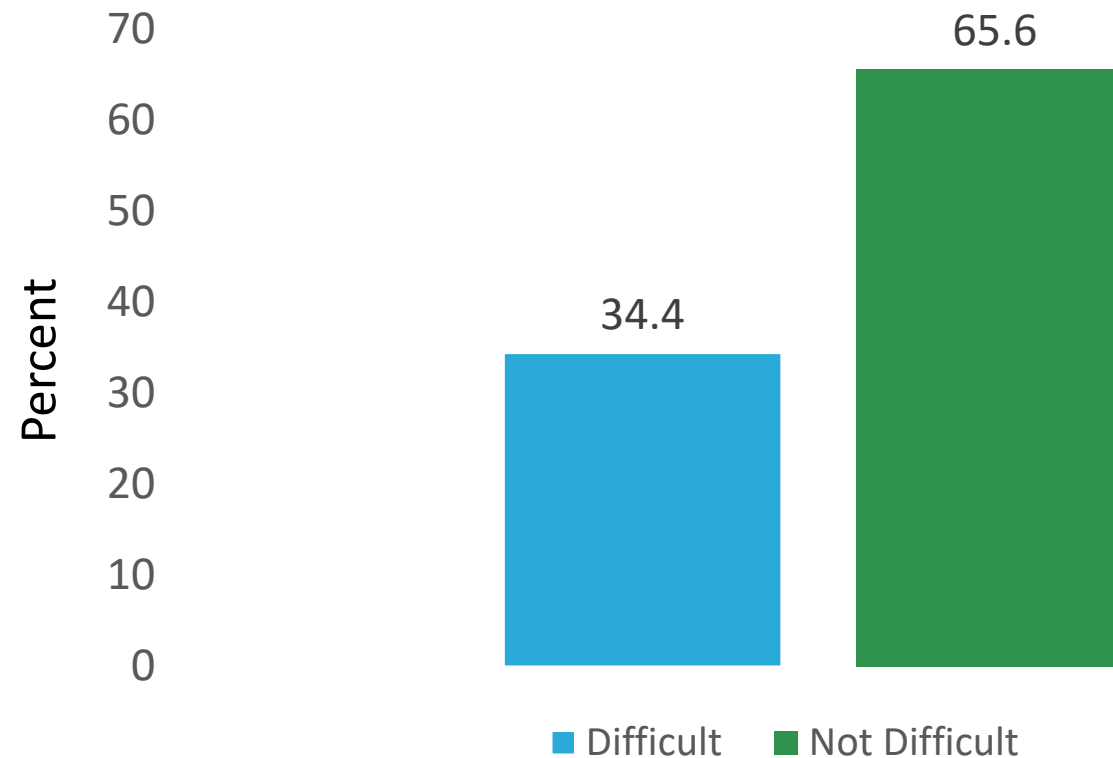


Social Capital

- ▶ Mean = 1.66
 - ▶ 1= Very Difficult
 - ▶ 5 = Very Easy



Ease of getting help from neighbors if need it



Survey Partners and Acknowledgements



Thank you



- ▶ Survey Ambassadors
- ▶ Community Partners
- ▶ All of the residents who completed the survey