



# CITY OF DUBLIN, OH 2009

Report of Geographic Subgroup Comparisons

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## **SURVEY BACKGROUND**

### **ABOUT THE NATIONAL CITIZEN SURVEY™**

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Dublin staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Dublin staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

## UNDERSTANDING THE RESULTS

### “DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (466 completed surveys). For each Ward (1, 2, 3 or 4), the margin of error rises to approximately + or - 10% since sample sizes were approximately 127 for Ward 1, 131 for Ward 2, 106 for Ward 3 and 101 for Ward 4.

## COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")				
Please rate each of the following aspects of quality of life in Dublin:	Ward			
	1	2	3	4
Dublin as a place to live	99%	100%	99%	97%
Your neighborhood as a place to live	94%	96%	97%	93%
Dublin as a place to raise children	100%	100%	97%	99%
Dublin as a place to work	88%	92%	90%	93%
Dublin as a place to retire	71%	72%	60%	66%
The overall quality of life in Dublin	99%	99%	97%	97%

Question 2: Community Characteristics (Percent "excellent" or "good")				
Please rate each of the following characteristics as they relate to Dublin as a whole:	Ward			
	1	2	3	4
Sense of community	87%	79%	88%	85%
Openness and acceptance of the community towards people of diverse backgrounds	83%	79%	86%	78%
Overall appearance of Dublin	99%	98%	98%	99%
Cleanliness of Dublin	99%	99%	97%	100%
Overall quality of new development in Dublin	87%	89%	86%	81%
Variety of housing options	82%	77%	82%	75%
Overall quality of business and service establishments in Dublin	89%	86%	83%	81%
Shopping opportunities	79%	79%	71%	72%
Opportunities to attend cultural activities	76%	77%	77%	77%
Recreational opportunities	90%	90%	91%	94%
Employment opportunities	61%	63%	70%	56%
Educational opportunities	84%	89%	82%	89%
Opportunities to participate in social events and activities	81%	82%	87%	81%
Opportunities to participate in religious or spiritual events and activities	90%	84%	91%	88%
Opportunities to volunteer	90%	85%	83%	82%
Opportunities to participate in community matters	88%	82%	80%	78%

Question 2: Community Characteristics (Percent "excellent" or "good")				
Please rate each of the following characteristics as they relate to Dublin as a whole:	Ward			
	1	2	3	4
Ease of car travel in Dublin	77%	75%	89%	78%
Ease of bicycle travel in Dublin	73%	80%	84%	88%
Ease of walking in Dublin	69%	84%	80%	90%
Availability of paths and walking trails	79%	89%	89%	90%
Traffic flow on major streets	66%	59%	79%	64%
Amount of public parking	54%	54%	61%	59%
Availability of affordable quality housing	58%	64%	70%	67%
Availability of affordable quality child care	78%	65%	77%	68%
Availability of affordable quality health care	90%	82%	86%	79%
Availability of affordable quality food	94%	81%	85%	71%
Availability of preventive health services	87%	84%	89%	79%
Air quality	91%	89%	92%	92%
Quality of overall natural environment in Dublin	94%	91%	98%	92%
Overall image or reputation of Dublin	98%	96%	99%	93%

Question 3: Growth (Percent "too fast")				
Please rate the speed of growth in the following categories in Dublin over the past 2 years:	Ward			
	1	2	3	4
Population growth	43%	34%	35%	56%
Retail growth (stores, restaurants, etc.)	30%	23%	18%	31%
Jobs growth	4%	0%	2%	3%

Question 4: Code Enforcement (Percent at least a "minor" problem)				
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Dublin?	Ward			
	1	2	3	4
	48%	51%	44%	50%

Question 5: Community Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel from the following in Dublin:	Ward			
	1	2	3	4
Violent crime (e.g., rape, assault, robbery)	98%	94%	98%	92%
Property crimes (e.g., burglary, theft)	87%	75%	82%	82%
Environmental hazards, including toxic waste	95%	93%	97%	91%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel:	Ward			
	1	2	3	4
In your neighborhood during the day	100%	97%	98%	98%
In your neighborhood after dark	95%	87%	97%	95%
In Dublin's downtown area during the day	98%	97%	99%	96%
In Dublin's downtown area after dark	89%	87%	93%	85%

**Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")**

	Ward			
	1	2	3	4
During the past twelve months, were you or anyone in your household the victim of any crime?	5%	11%	7%	14%
If yes, was this crime (these crimes) reported to the police?	48%	100%	69%	66%

**Question 9: Resident Behaviors (Percent at least once in past 12 months)**

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Dublin?	Ward			
	1	2	3	4
Used Dublin recreation centers	71%	69%	72%	85%
Participated in a recreation program or activity	62%	57%	63%	73%
Visited a neighborhood park or City park	95%	91%	95%	94%
Attended a meeting of local elected officials or other local public meeting	20%	15%	27%	29%
Watched a meeting of local elected officials or other local public meeting on cable television	28%	33%	42%	34%
Read Dublin Newsletter	90%	86%	95%	92%
Visited the City of Dublin Web site (at www.dublin.oh.us)	79%	81%	81%	81%
Recycled used paper, cans or bottles from your home	89%	86%	87%	97%
Volunteered your time to some group or activity in Dublin	44%	37%	57%	56%
Participated in religious or spiritual activities in Dublin	50%	42%	62%	69%
Participated in a club or civic group in Dublin	27%	20%	39%	36%
Provided help to a friend or neighbor	96%	93%	96%	95%

**Question 10: Neighborliness (Percent at least once per month)**

	Ward			
	1	2	3	4
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	87%	84%	88%	91%



Question 11: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Dublin:	Ward			
	1	2	3	4
Police services	96%	92%	95%	96%
Fire services	100%	97%	97%	97%
Ambulance or emergency medical services	99%	98%	100%	98%
Crime prevention	96%	87%	95%	93%
Fire prevention and education	97%	90%	91%	92%
Municipal courts	94%	90%	86%	81%
Traffic enforcement	92%	82%	85%	82%
Street repair	81%	86%	90%	86%
Street cleaning	88%	92%	95%	90%
Street lighting	73%	71%	68%	67%
Snow removal	84%	89%	86%	88%
Sidewalk maintenance	81%	84%	88%	79%
Traffic signal timing	67%	67%	81%	65%
Garbage collection	91%	95%	97%	96%
Recycling	95%	90%	93%	97%
Yard waste pick-up	91%	93%	92%	97%
Storm drainage	91%	89%	93%	93%
Drinking water	82%	86%	88%	80%
Sewer services	91%	93%	91%	94%
Power (electric and/or gas) utility	79%	85%	67%	84%
City parks	96%	94%	97%	99%
Recreation programs or classes	96%	85%	93%	94%
Recreation centers or facilities	96%	91%	93%	93%
Land use, planning and zoning	80%	79%	84%	69%
Code enforcement (weeds, abandoned buildings, etc)	86%	80%	92%	90%
Animal control	86%	87%	89%	87%
Economic development	82%	80%	89%	82%
Health services	94%	93%	92%	93%
Services to seniors	89%	86%	94%	95%

Question 11: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Dublin:	Ward			
	1	2	3	4
Services to youth	93%	89%	96%	91%
Services to low-income people	72%	31%	65%	53%
Public library services	90%	86%	87%	87%
Public information services	92%	88%	82%	87%
Public schools	98%	97%	94%	98%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	91%	87%	84%	88%
Preservation of natural areas such as open space, farmlands and greenbelts	86%	85%	85%	81%

Question 12: Government Services Overall (Percent "excellent" or "good")				
Overall, how would you rate the quality of the services provided by each of the following?	Ward			
	1	2	3	4
The City of Dublin	95%	93%	96%	93%
The Federal Government	38%	33%	36%	39%
The State Government	38%	32%	39%	37%
Delaware County Government	64%	60%	61%	41%
Franklin County Government	56%	45%	46%	43%
Union County Government	58%	56%	59%	46%

Question 13: Contact with City Employees (Percent "yes")				
Have you had any in-person or phone contact with an employee of the City of Dublin within the last 12 months (including police, receptionists, planners or any others)?	Ward			
	1	2	3	4
	55%	49%	57%	66%

Question 14: City Employees (Percent "excellent" or "good")				
What was your impression of the employee(s) of the City of Dublin in your most recent contact?	Ward			
	1	2	3	4
Knowledge	91%	90%	92%	92%
Responsiveness	93%	85%	91%	87%
Courtesy	94%	94%	88%	89%
Overall impression	91%	91%	91%	91%

Question 15: Government Performance (Percent "excellent" or "good")				
Please rate the following categories of Dublin government performance:	Ward			
	1	2	3	4
The value of services for the taxes paid to Dublin	85%	73%	82%	70%
The overall direction that Dublin is taking	91%	80%	92%	79%
The job Dublin government does at welcoming citizen involvement	77%	72%	79%	78%
The job Dublin government does at listening to citizens	78%	63%	74%	63%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)				
Please indicate how likely or unlikely you are to do each of the following:	Ward			
	1	2	3	4
Recommend living in Dublin to someone who asks	99%	97%	98%	94%
Remain in Dublin for the next five years	94%	91%	90%	90%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)				
	Ward			
	1	2	3	4
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	17%	19%	19%	20%