



The City of Dublin Community Attitudes Survey

Saperstein Associates, Inc. | February 2013

Introduction

This research gives residents of Dublin a voice. It allows the community to express opinions on myriad issues – and, in doing so, provides city officials important data as planning for the future continues.

Methodology



Telephone interviews were conducted with a random sample of more than 400 registered voters in the City of Dublin.



Conducted on landlines and cell phones, the interviews were completed in February 2013 and averaged 23 minutes in length.



The margin of error for this study is ± 4.9 percentage points at the 95 percent level of confidence.



Data collected during the interviews were weighted to better reflect known population parameters.



Where appropriate, data from this survey is compared with data from The National Citizen Survey, 2012 (NCS).

The survey respondents represent Dublin's residents on several key dimensions, including gender, age, ward...

	Population*	Sample
Male	49%	48%
Female	51%	52%
18 to 24	7%	9%
25 to 34	15%	17%
35 to 44	25%	23%
45 to 54	23%	23%
55 to 64	18%	17%
Older than 64	12%	11%
Ward 1	25%	28%
Ward 2	26%	29%
Ward 3	27%	20%
Ward 4	22%	23%

*Source: American Community Survey, 2009-2011; Ohio Secretary of State, February 2013

... home ownership, and race.

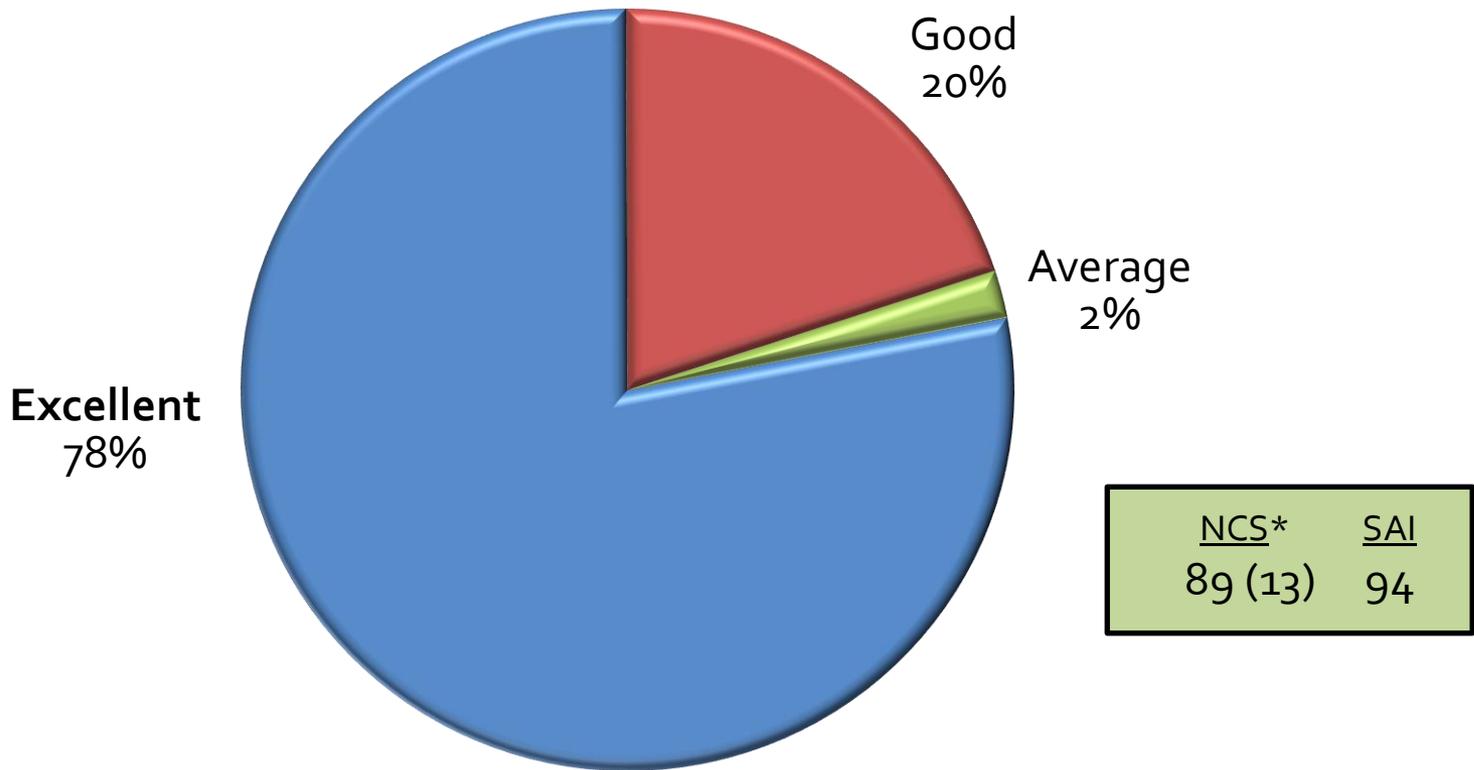
	Population*	Sample
Own	78%	80%
Rent	18%	17%
Other	4%	3%
White	79%	80%
Black	2%	1%
Asian	14%	13%
Hispanic	2%	2%
Other	3%	4%

*Source: American Community Survey, 2009-2011; Ohio Secretary of State, February 2013

Overall Impressions

Eight out of ten residents consider Dublin an excellent place to live. Almost everyone else considers the city a good place to live.

Dublin as a Place to Live



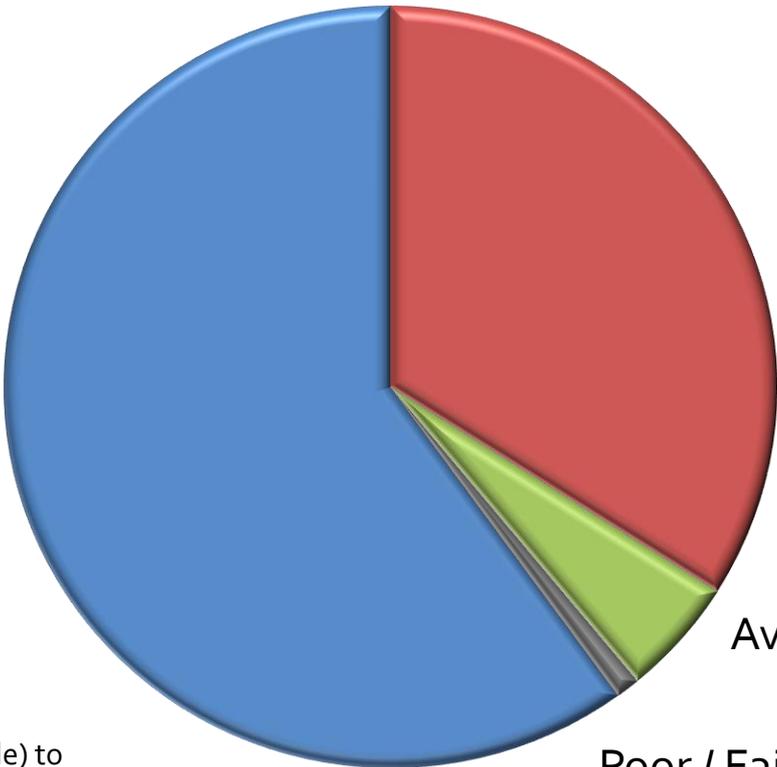
*NCS: Ratings range from 0 (worst possible) to 100 (best possible); figure in parens is a cross-city rank / SAI: mean = 3.76/4.0 = 94

Six out of ten residents consider Dublin an excellent place to work. Among residents who work in Dublin, the figure is higher.

Dublin as a Place to Work

Work in Dublin	Do not work in Dublin
75%	55%

Excellent
60%



Good
34%

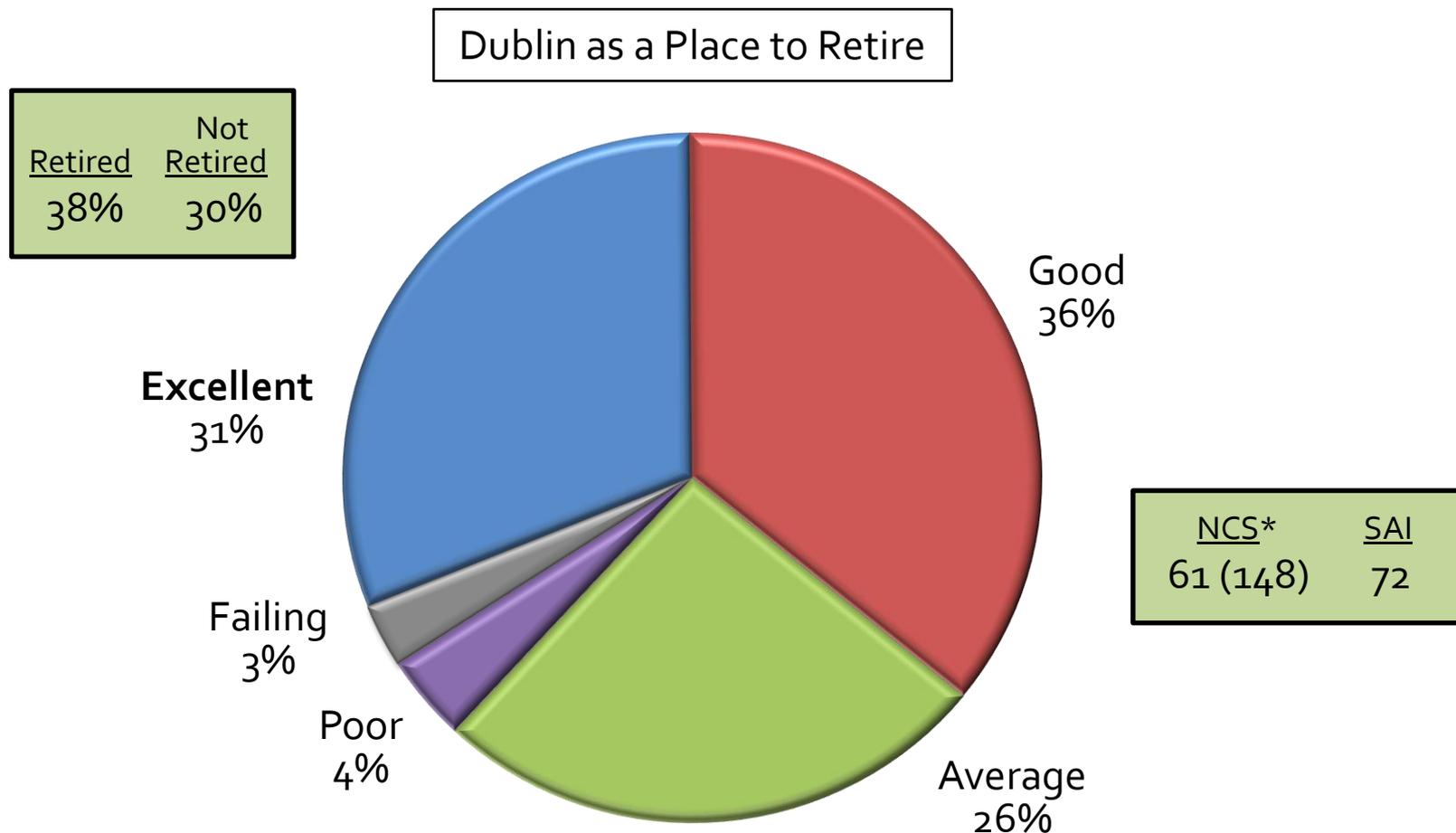
<u>NCS*</u>	<u>SAI</u>
81 (3)	89

Average
5%

Poor / Failing
<1%

*NCS: Ratings range from 0 (worst possible) to 100 (best possible); figure in parens is a cross-city rank / SAI: mean = 3.54/4.0 = 89

By contrast, only three out of ten residents consider Dublin an excellent place to retire. Among residents already retired, the figure is higher, but not by much.



*NCS: Ratings range from 0 (worst possible) to 100 (best possible); figure in parens is a cross-city rank / SAI: mean = 2.88/4.0 = 72

**Residents were asked:
“What do you like most about
living in Dublin?”**

Schools
Clean
Bike paths
Building/sign standards
City communications
Close to medical facilities
Pools
Restaurants
Downtown
Fast first responders
Snow removal

Green Space
Well maintained
Infrastructure
Good economy
Ponds/lakes
Amenities

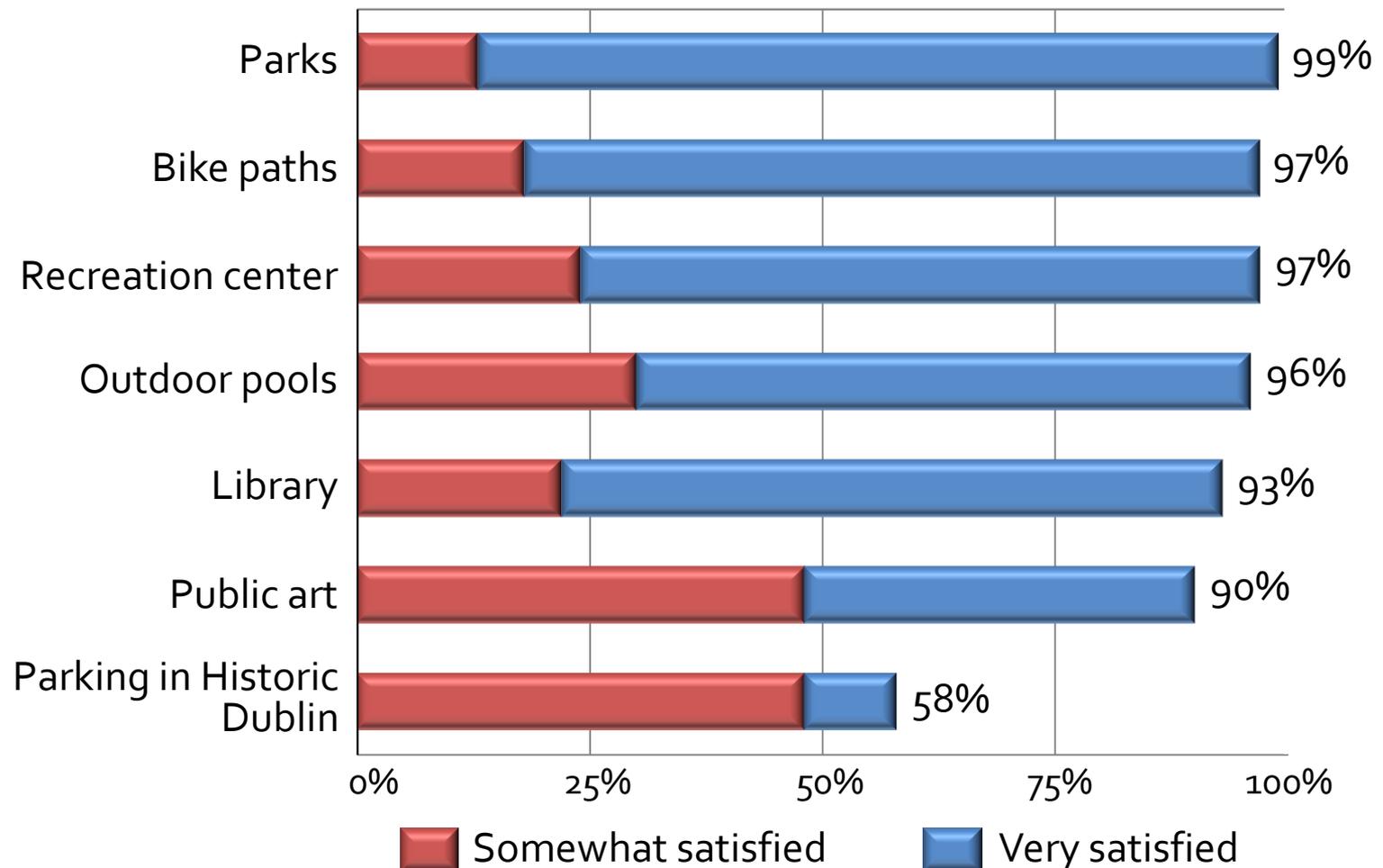
Parks
Friendly
Events/festivals
Pedestrian friendly
City planning
Amount of space
Residents
Recreation center
Good tax value
Golf courses

Safe
City services
Convenient location
Attractive
Ethnically diverse
Close to work
Community pride
Library
Activities
Business friendly
Road maintenance
Trails
Quiet
Close to highways
Traffic flow
Sense of community
Well managed city funds
Landscaping
Roundabouts
City officials

Shopping
Arts
Family friendly

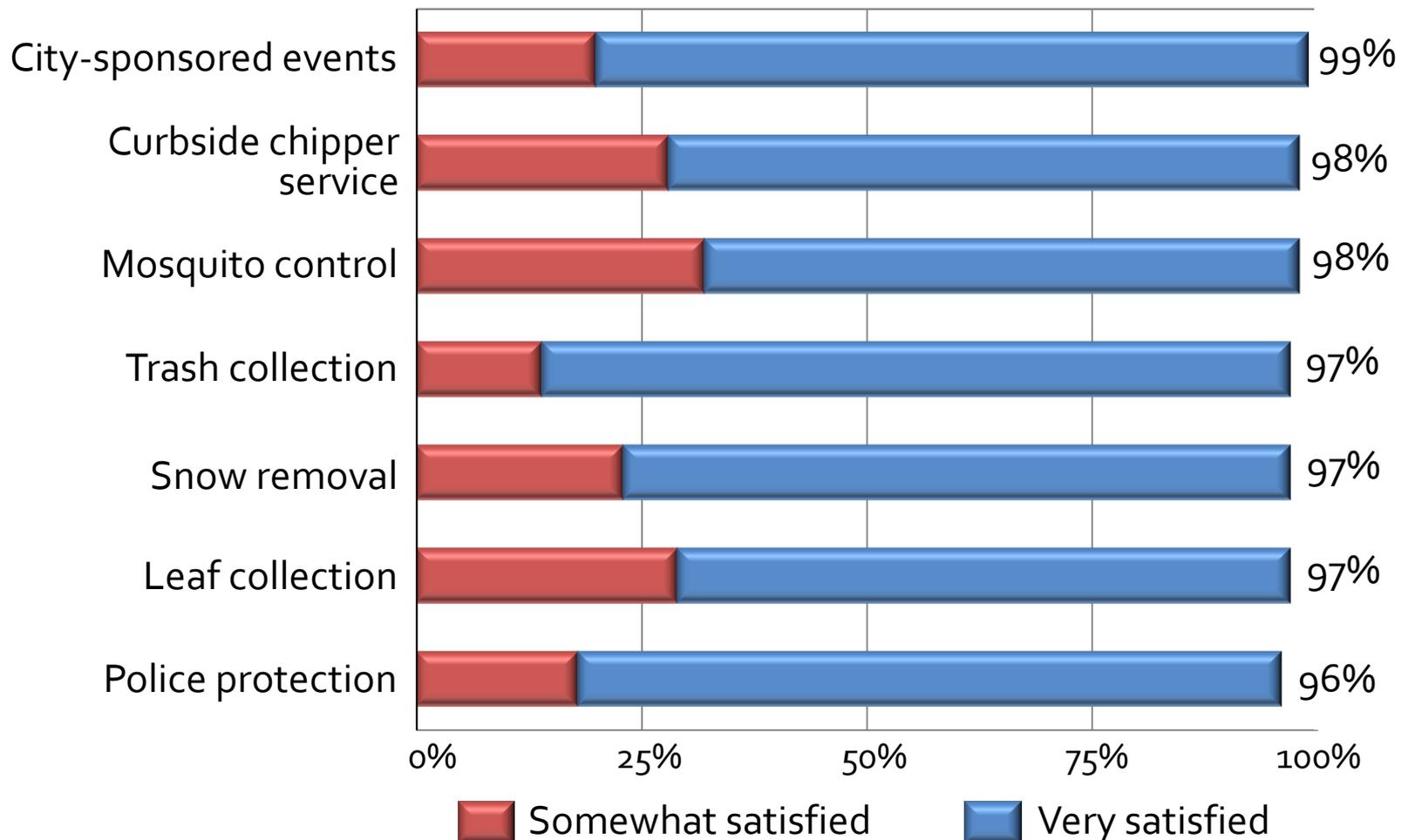
Amenities

**Most residents are very satisfied with Dublin's amenities.
Among the myriad amenities tested, only parking in Historic
Dublin received a less than stellar rating.**

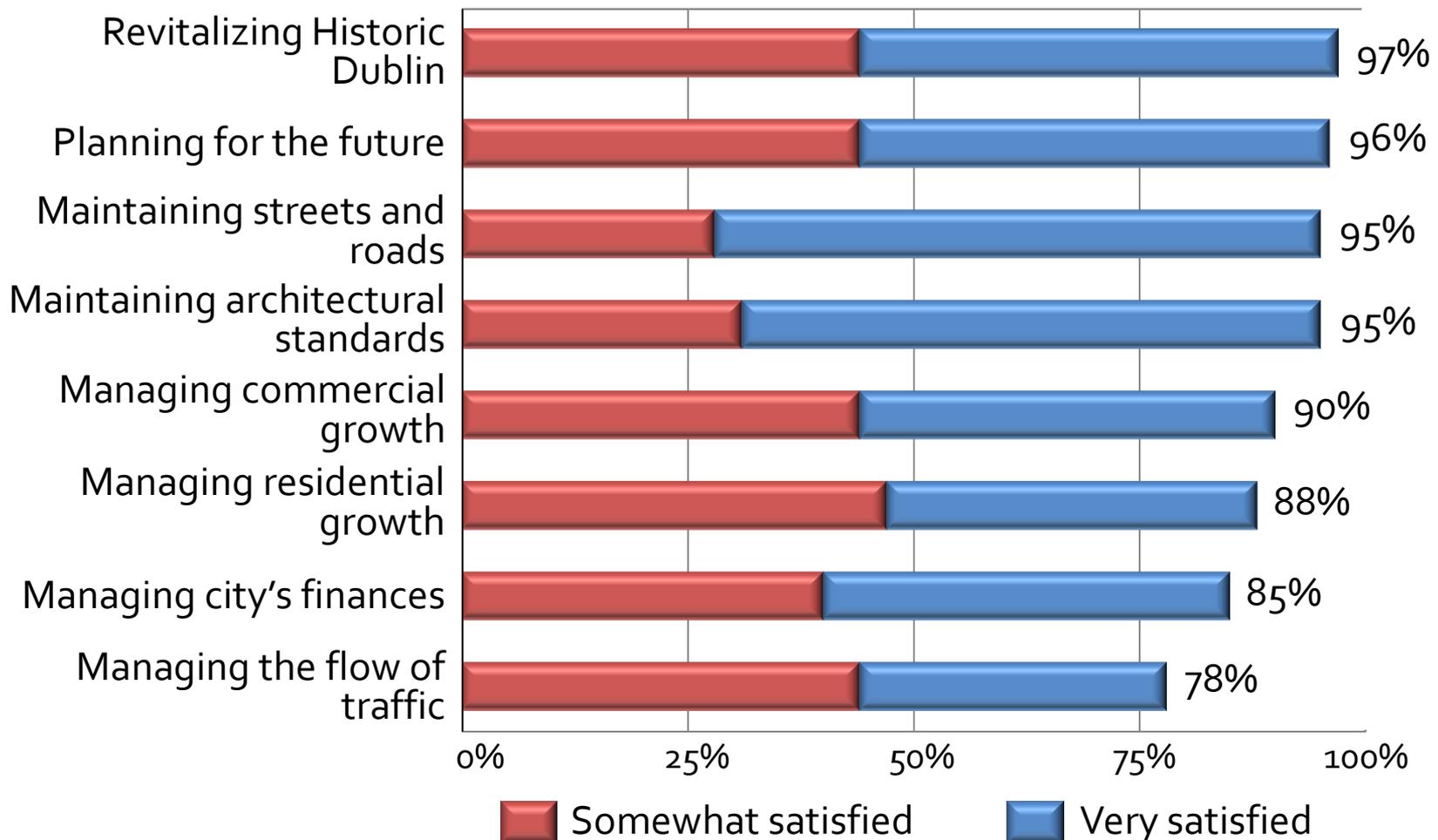


Services

Nearly all residents also are satisfied with the services Dublin provides ...

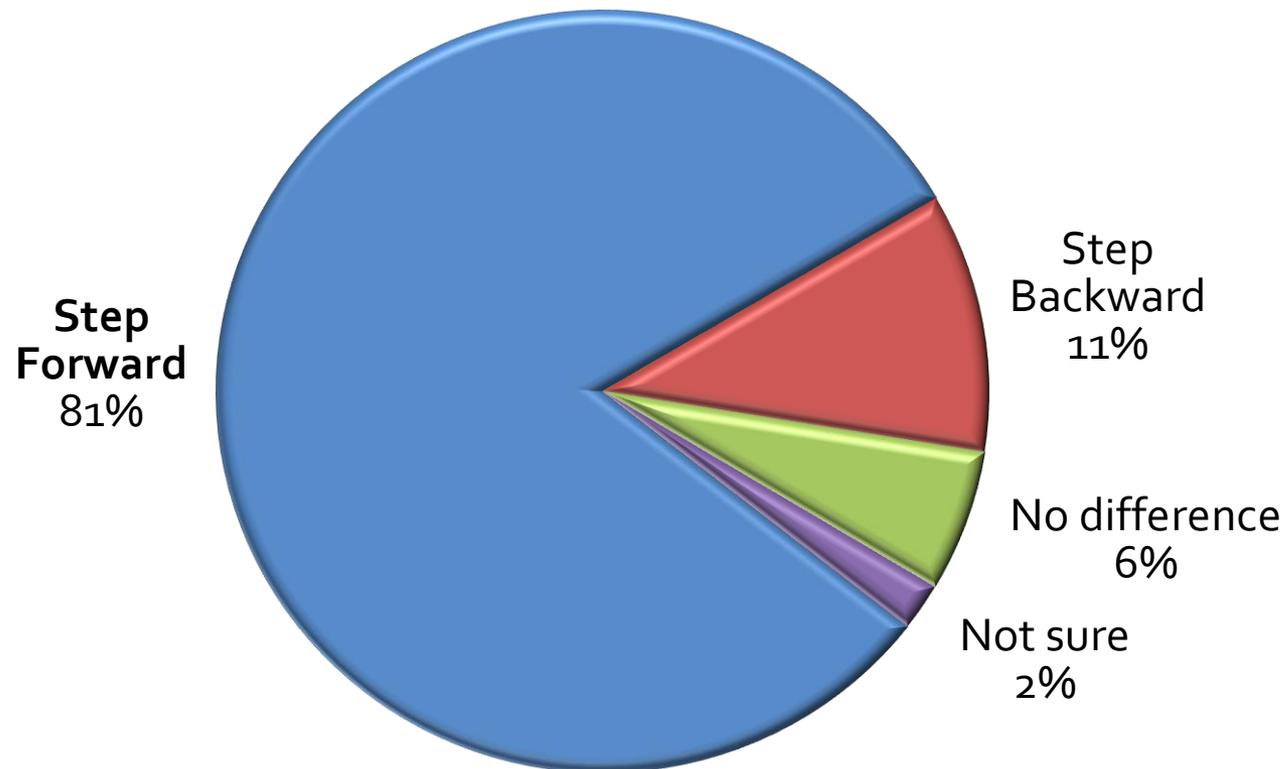


... as well as the city's efforts to plan, manage, and maintain.



Eight out of ten residents have positive impressions of Dublin's roundabouts. Only one out of ten dislikes them.

Roundabouts



Police

Eight out of ten residents are very satisfied with the Dublin Police Department. Almost everyone else is somewhat satisfied.

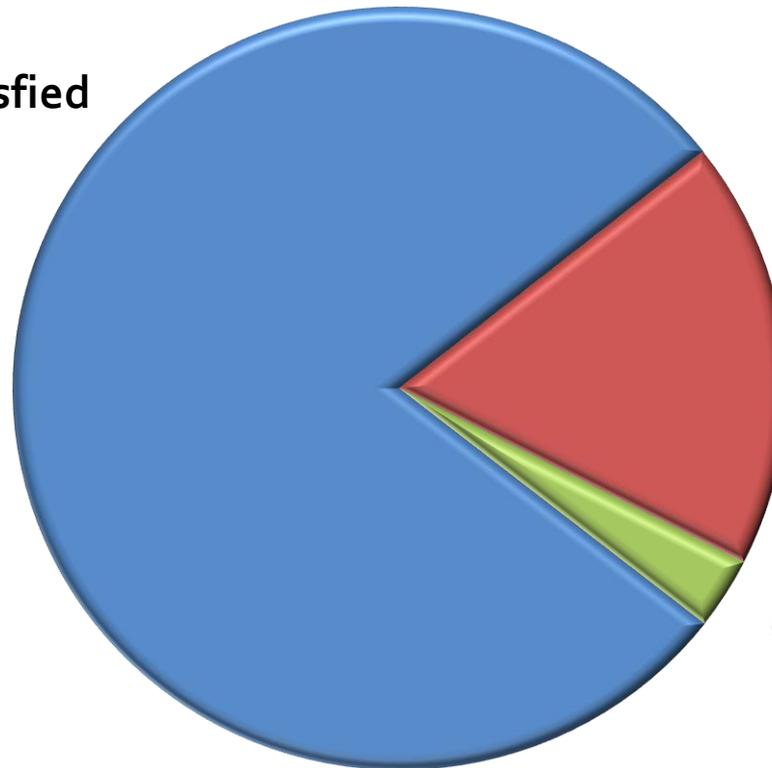
Police Protection

Very satisfied
78%

Somewhat
satisfied
18%

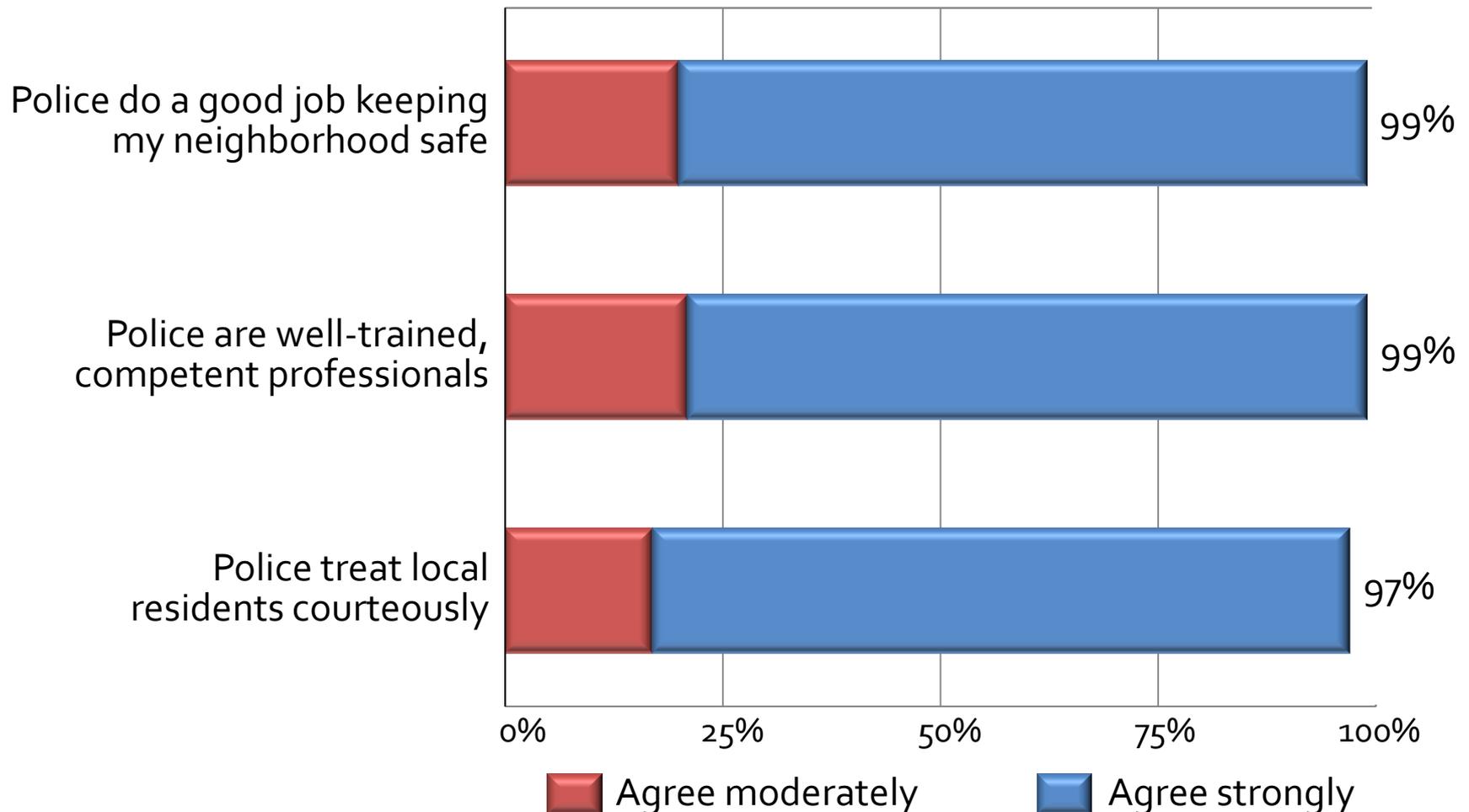
Somewhat
dissatisfied
3%

<u>NCS*</u>	<u>SAI</u>
82 (9)	94
<u>Fire</u>	--
87 (10)	--



*NCS: Ratings range from 0 (worst possible) to 100 (best possible); figure in parens is a cross-city rank / SAI: mean = 3.75/4.0 = 94

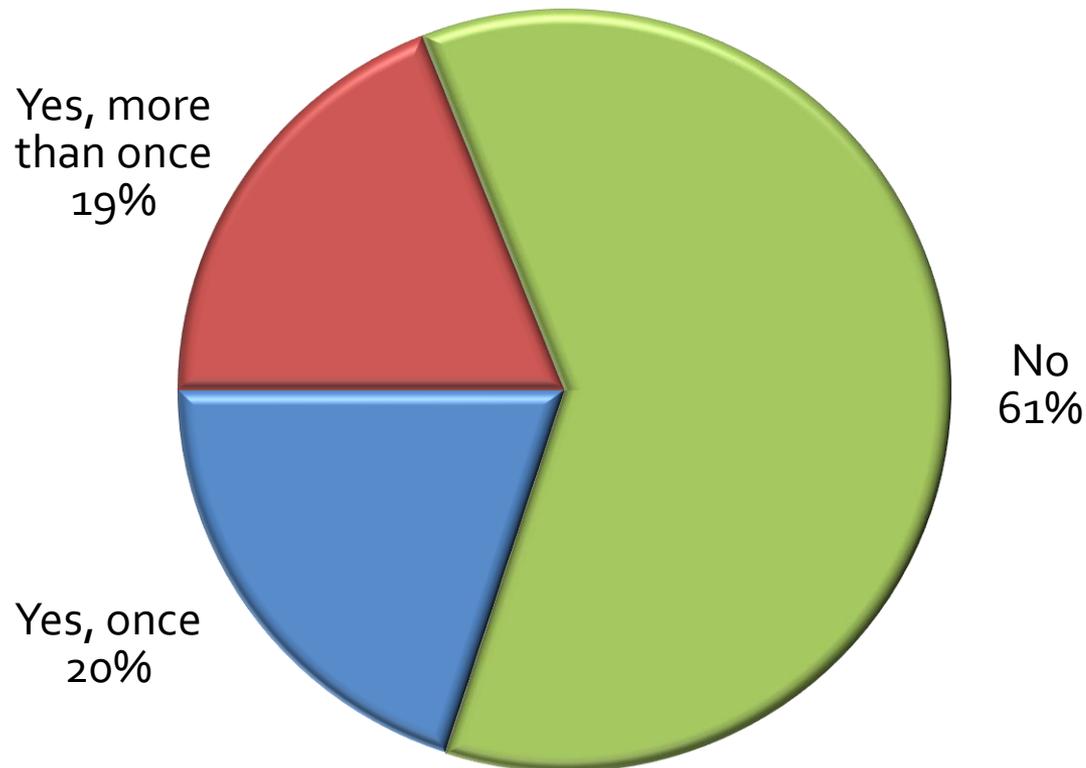
In fact, most agree that the Dublin Police keep the community safe; are well-trained, competent professionals; and treat local residents courteously.



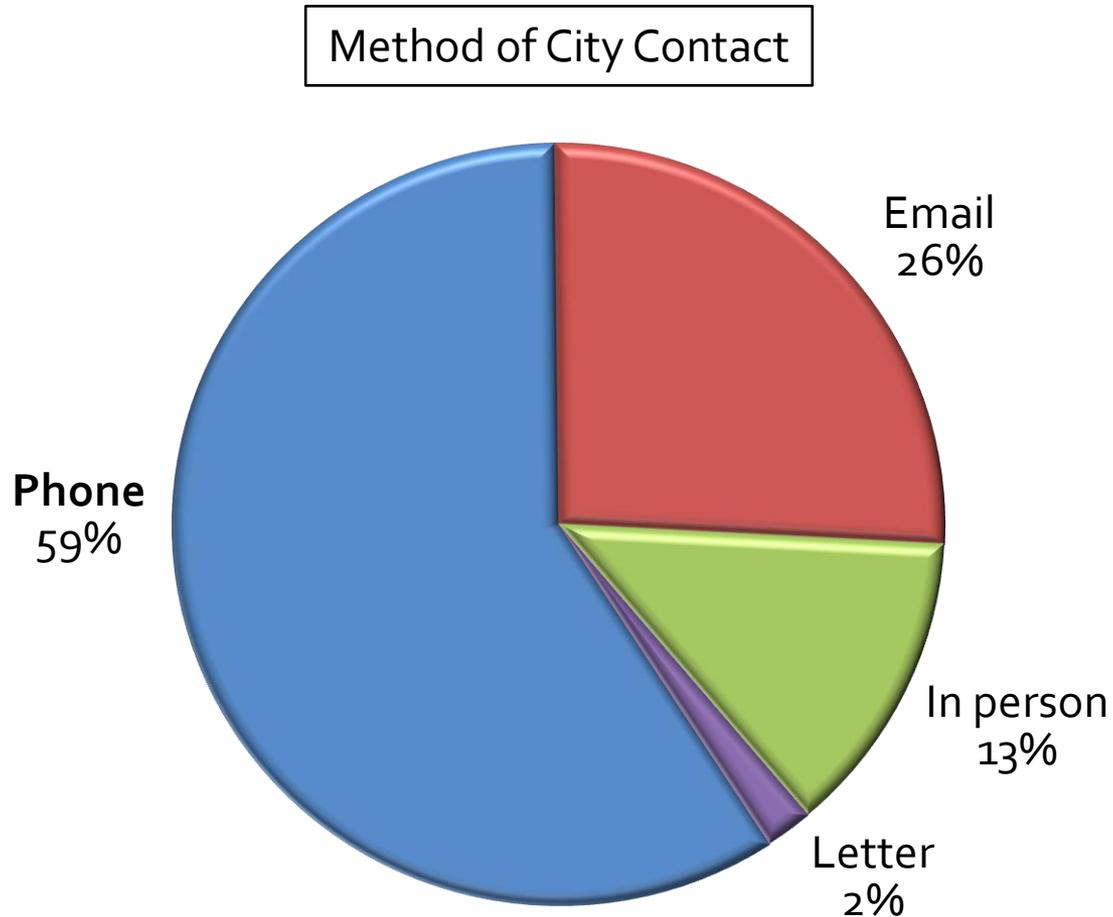
Customer Service

Four out of ten residents contacted a city official during the past year.

Contacted the City During the Past Year

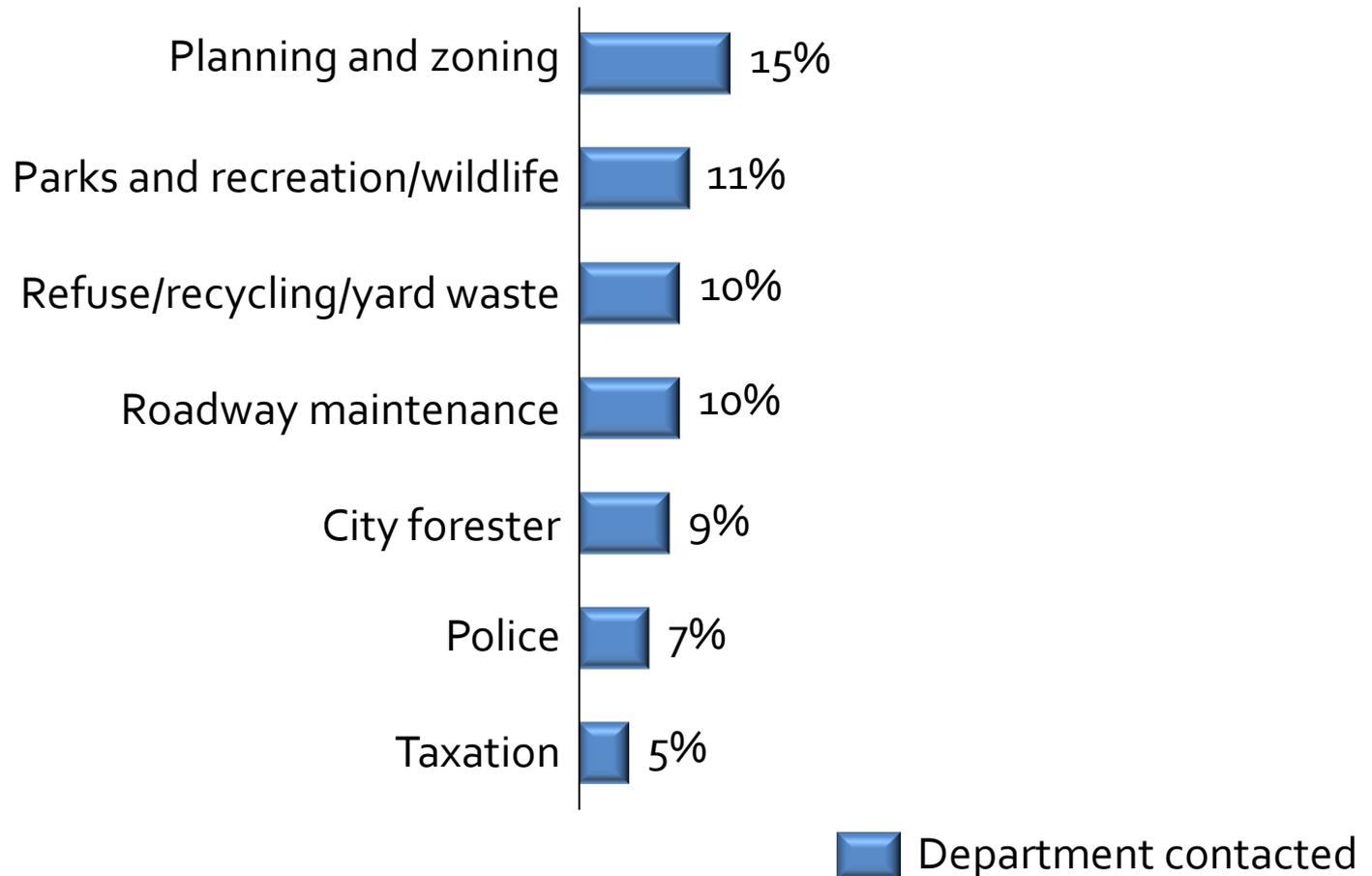


Most called on a phone, but many sent emails. Fewer either met face-to-face or sent a letter.*



*Percentages based on respondents who contacted the city during the past year.

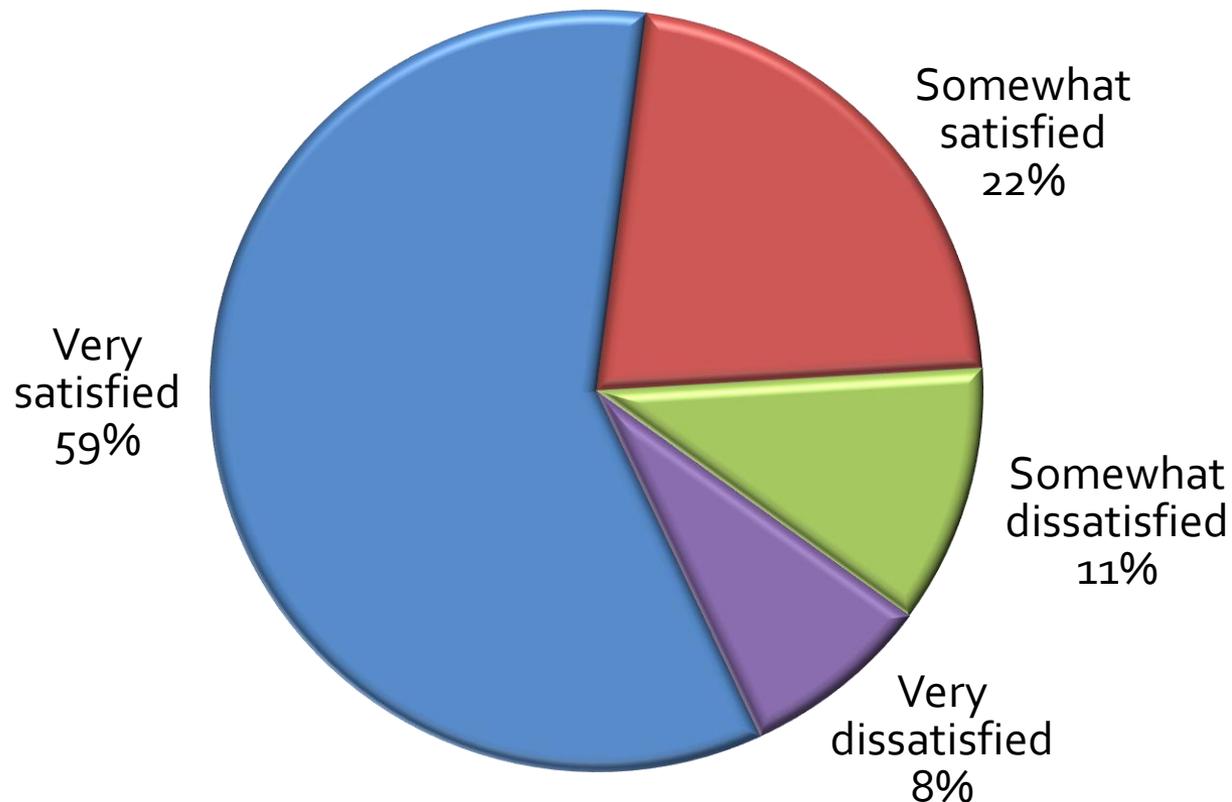
Though planning and zoning was contacted by a plurality of residents, many communicated with numerous other departments.*



*Percentages based on respondents who contacted the city during the past year.

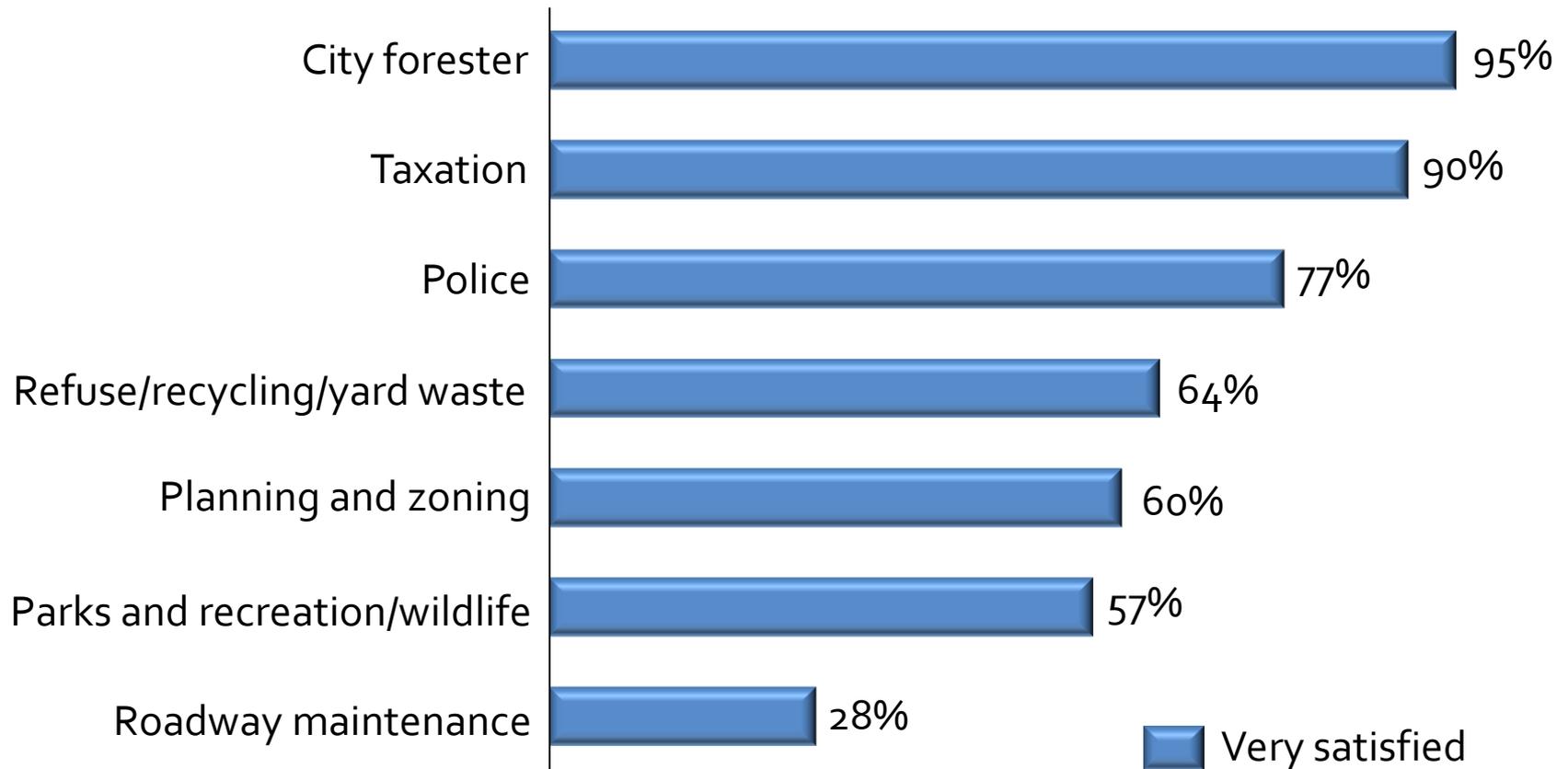
Among residents who contacted a city department, six out of ten are very satisfied with the overall experience. Nearly two out of ten, however, are dissatisfied.*

Satisfaction With City Contact



*Percentages based on respondents who contacted the city during the past year.

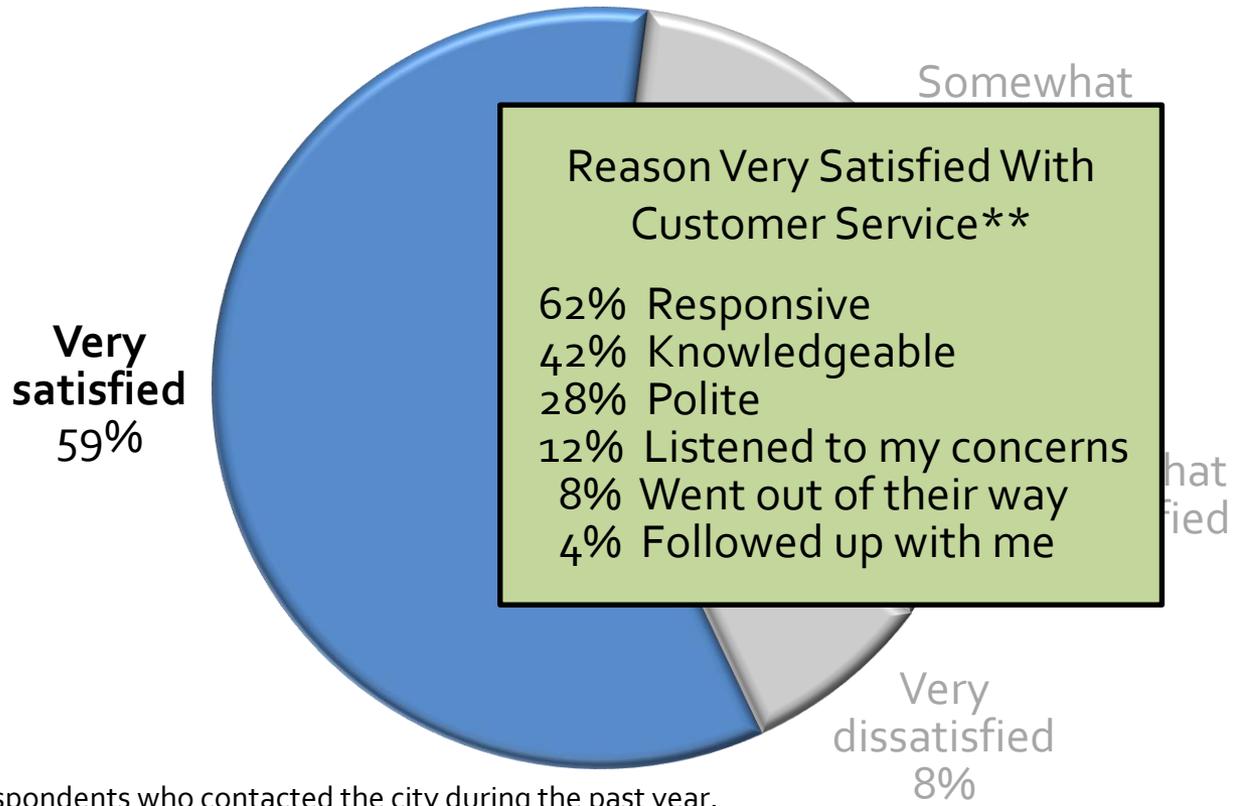
Satisfaction was highest among residents who contacted the city forester, the tax department, and the Dublin police.*



*Percentages based on respondents who contacted the relevant department. For most departments the number of residents represented by the percentage is small – and potentially unreliable.

Across all departments, residents pleased with the experience spoke most often of staff they described as responsive, knowledgeable, and polite.*

Satisfaction With City Contact Experience



*Percentages based on respondents who contacted the city during the past year.

**Percentages based on respondents who were very satisfied with customer service; response categories not suggested.

“They answered all of my questions and went above and beyond what I would expect of a city official.”

-Planning and Zoning

“The response time was quick. I liked the attention given to [my] concern.”

-Roadway Maintenance

“She was nice and personable on the phone.”

-Refuse / Recycling / Yard Waste

“They took care of the problem quickly and communicated with me throughout the process.”

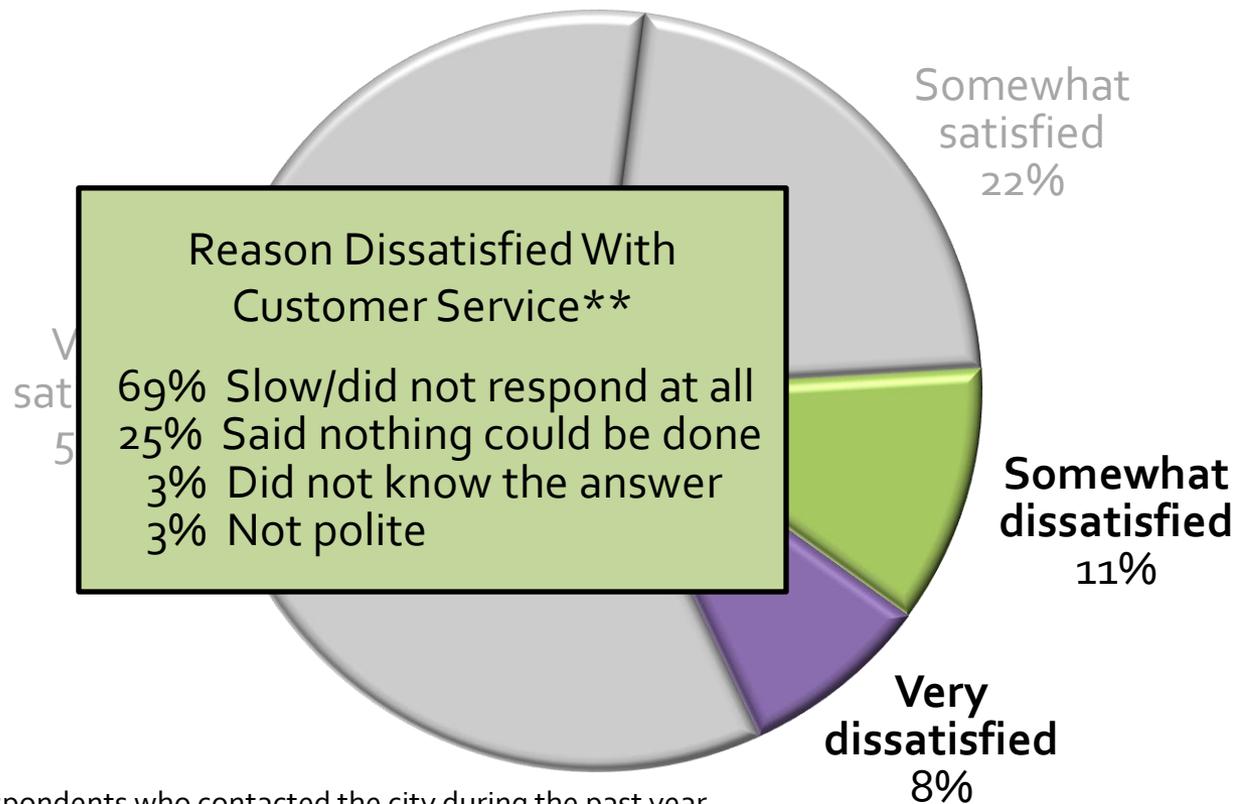
-Parks and Recreation

“The guy I talked with was not irrational about it. He was reasonable about listening to me. I just don't like the result.”

-City Council

Residents dissatisfied with the experience explained that the contacted department was either slow to respond, or did not respond at all.*

Satisfaction With City Contact Experience



*Percentages based on respondents who contacted the city during the past year.

**Percentages based on respondents who were dissatisfied with customer service; response categories not suggested.

“I was told that unless a coyote injured or harmed someone no action would be taken.”

-Parks and Recreation

“I never received a follow-up despite two phone calls and one email.”

-Engineering

“It took many trips to get answers and to receive approval.”

-Planning and Zoning

“Nothing ever happened. We were told that it would be six months, and now it has been well over a year.”

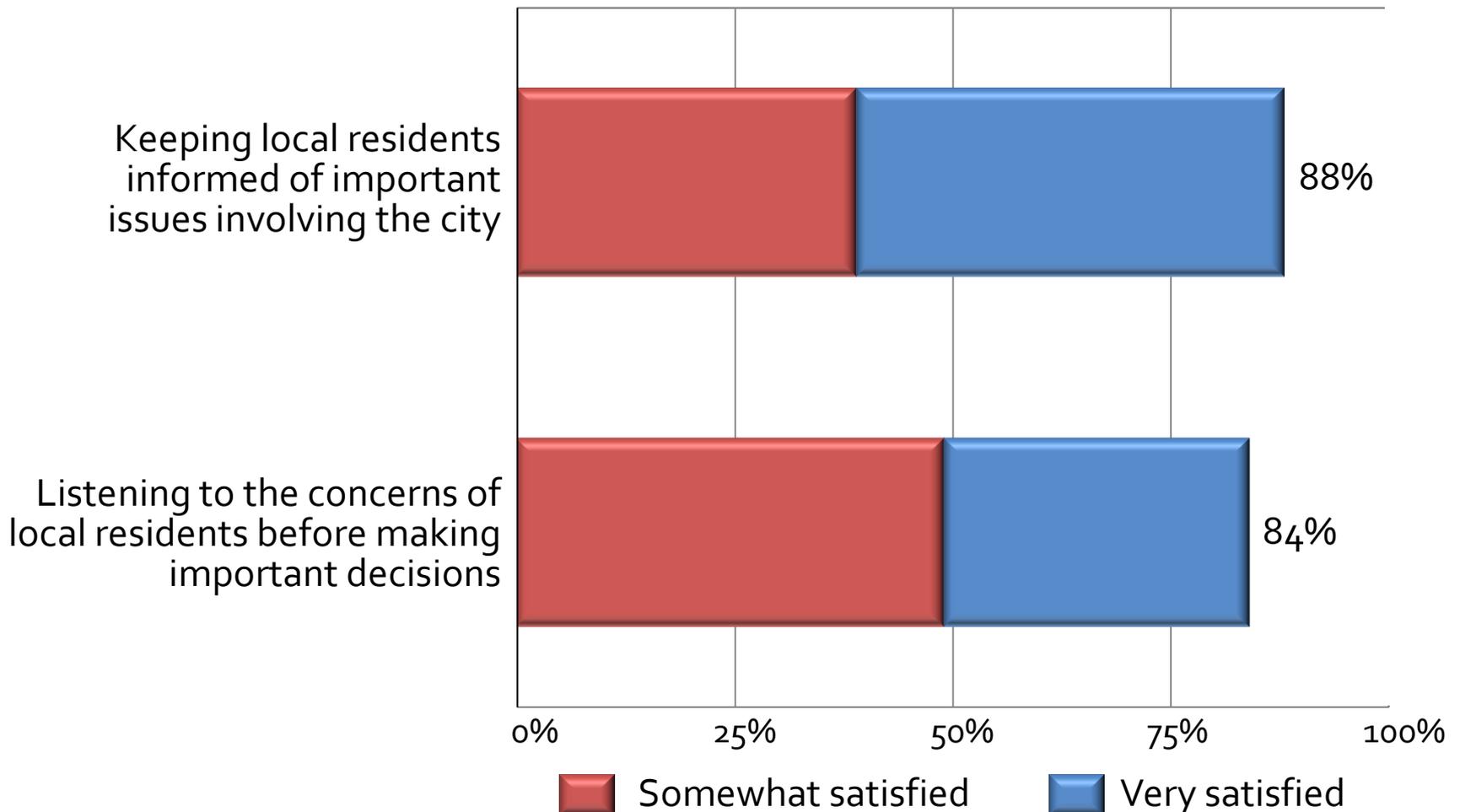
-Roadway Maintenance

“When I called the police about it, they ignored me.”

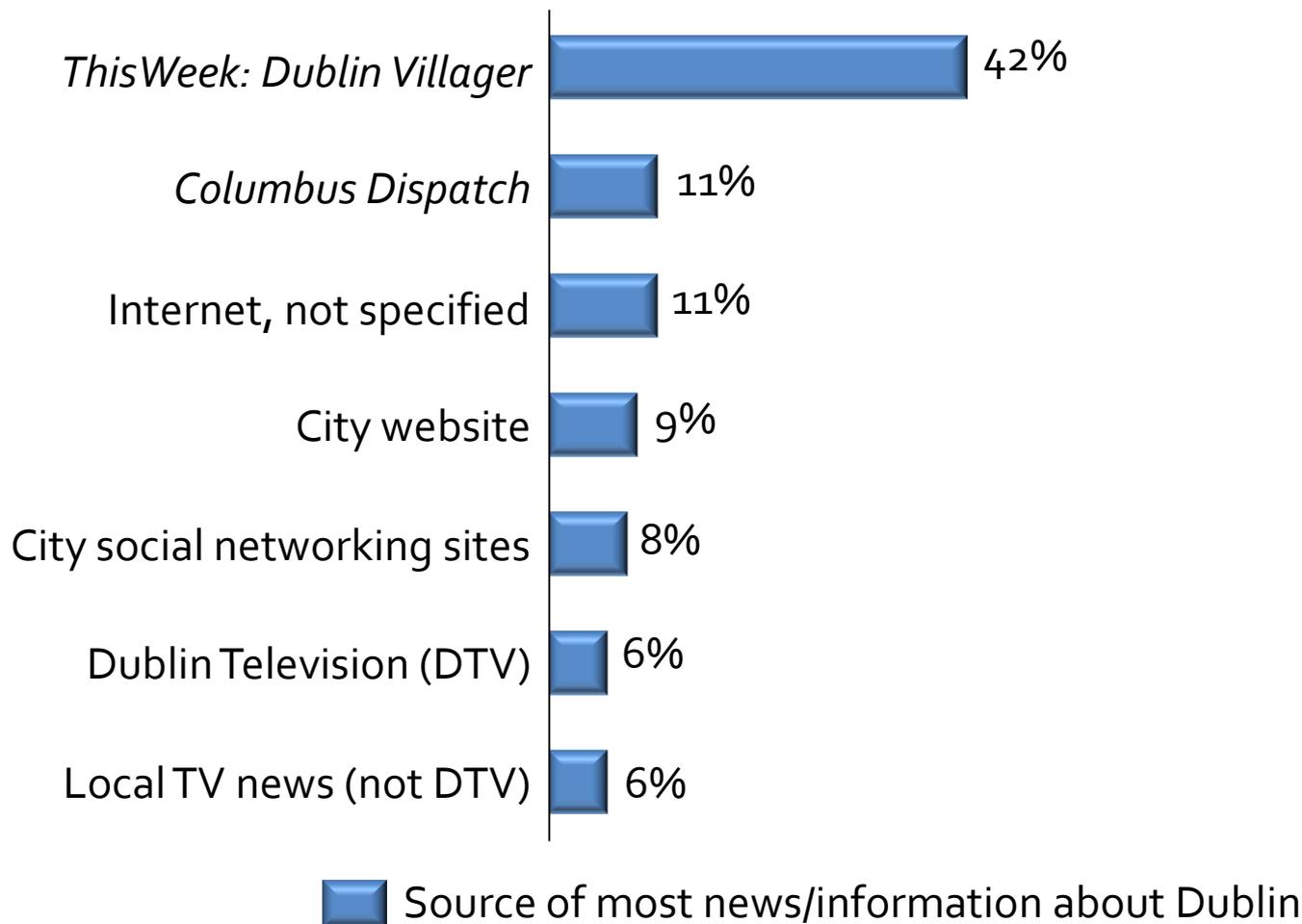
-Police

Communications

Though the difference is slight, residents are more likely to feel that city officials are better at sharing information than at listening when important decisions are in the offing.



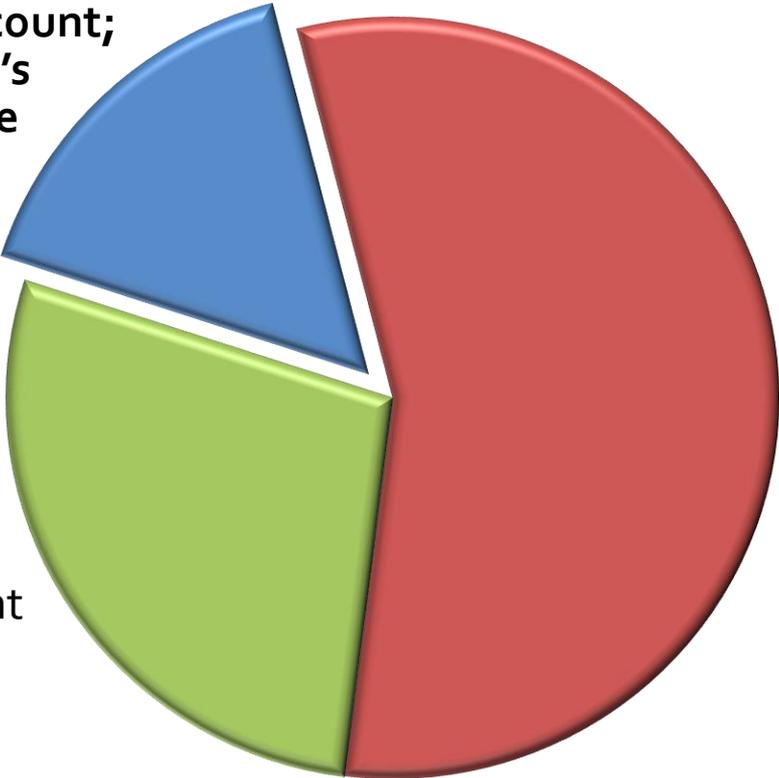
Excluding family and friends, the *Dublin Villager*, by far, is the most common single source of local news and information. Nearly all of the other sources are digital.



Seven out of ten residents have a Facebook account. Fewer than two out of ten, however, have been to Dublin's Facebook page.

Facebook Account

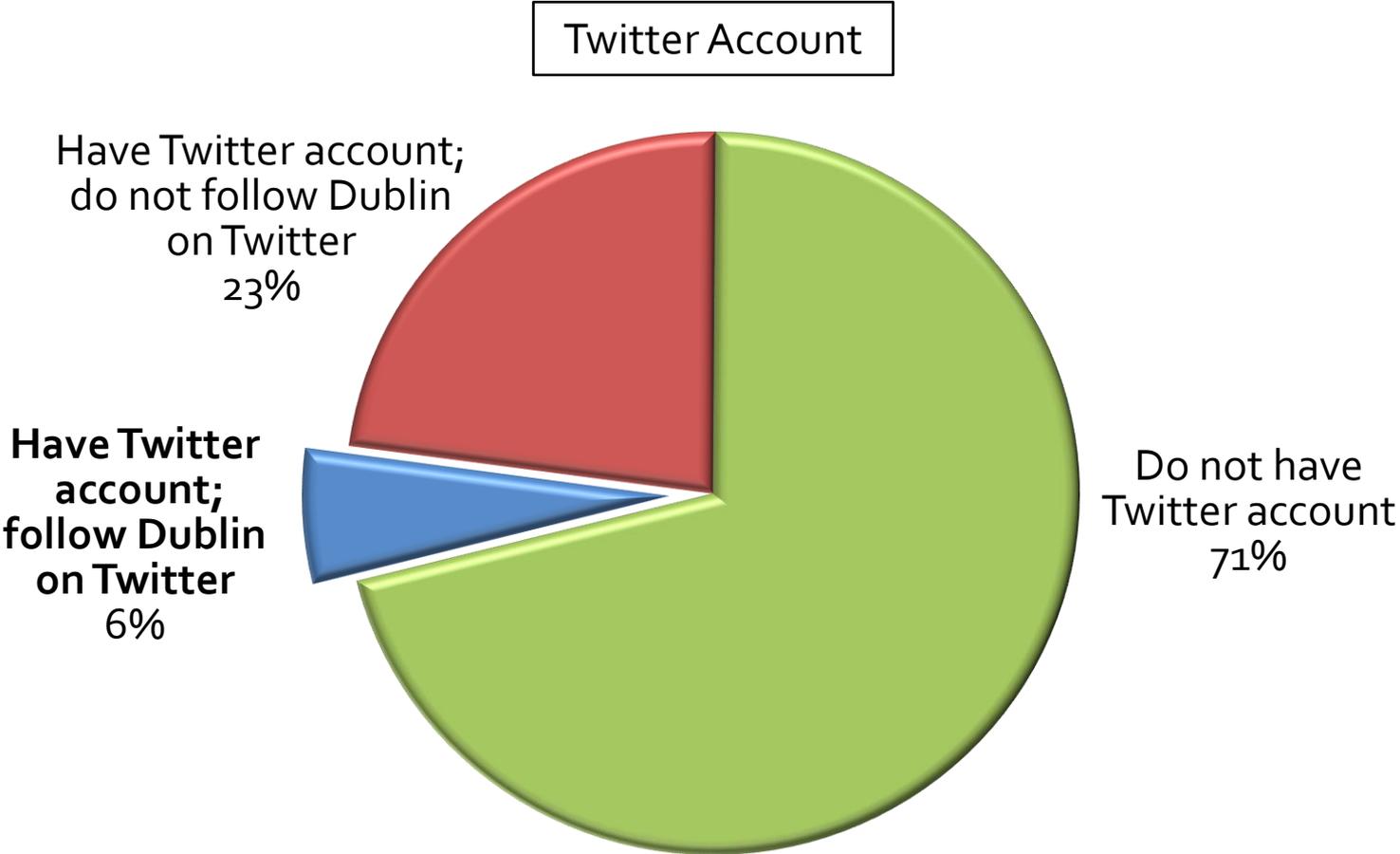
Have Facebook account;
been to Dublin's
Facebook page
16%



Have Facebook account;
haven't been to Dublin's
Facebook page
56%

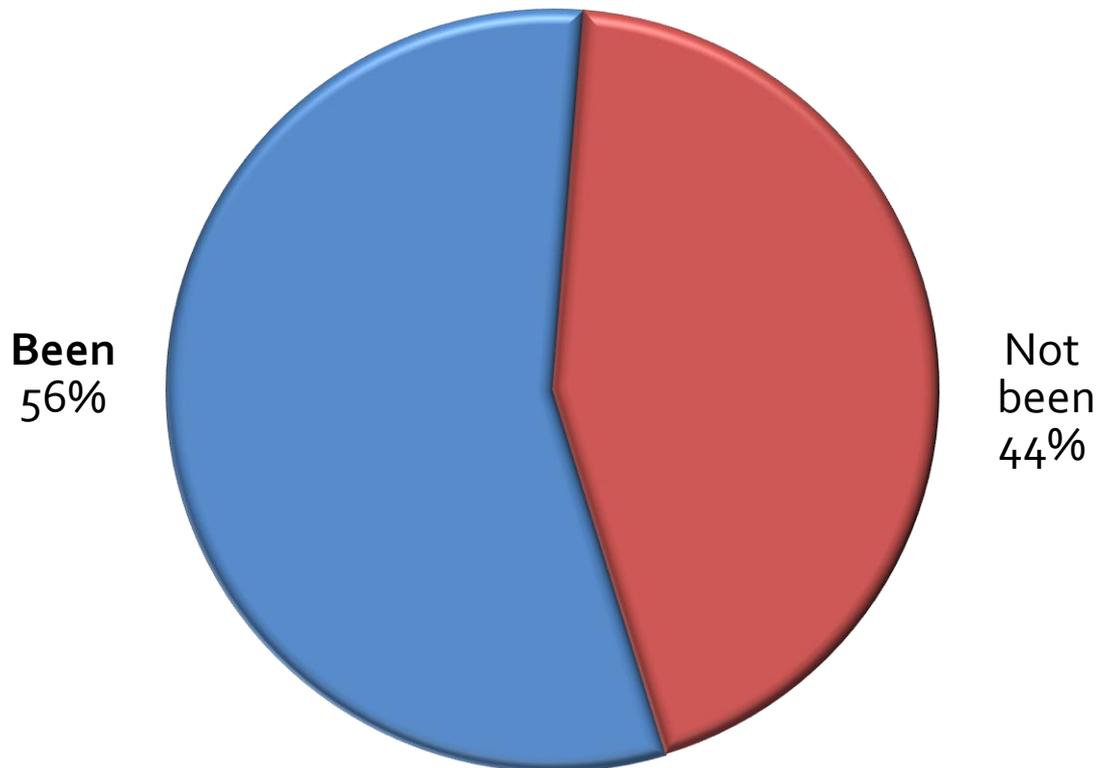
Do not have
Facebook account
28%

Though three out of ten residents have a Twitter account, only one out of twenty follows the city.



Nearly six out of ten residents have been to the city's website during the past three months.

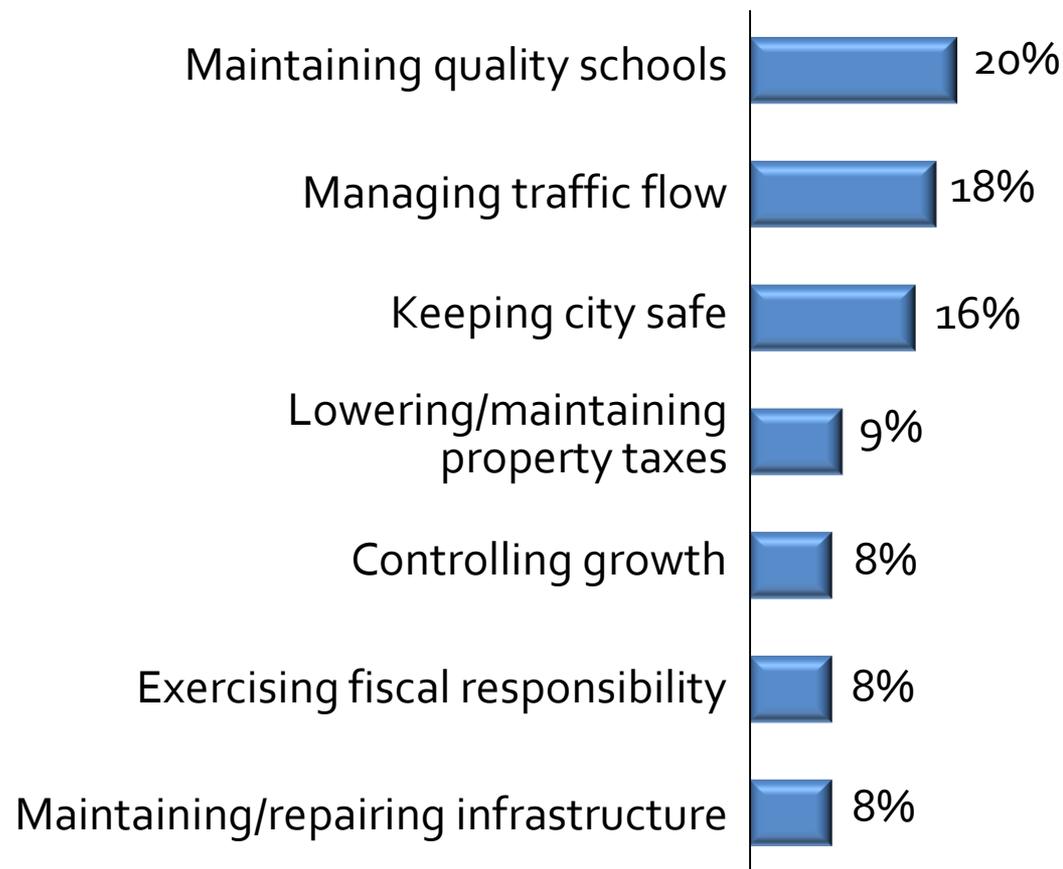
Been to the City's Website



Priorities

Residents were asked:
**“When you think of issues, concerns,
or problems facing Dublin, what
should city officials consider their
highest priorities?”**

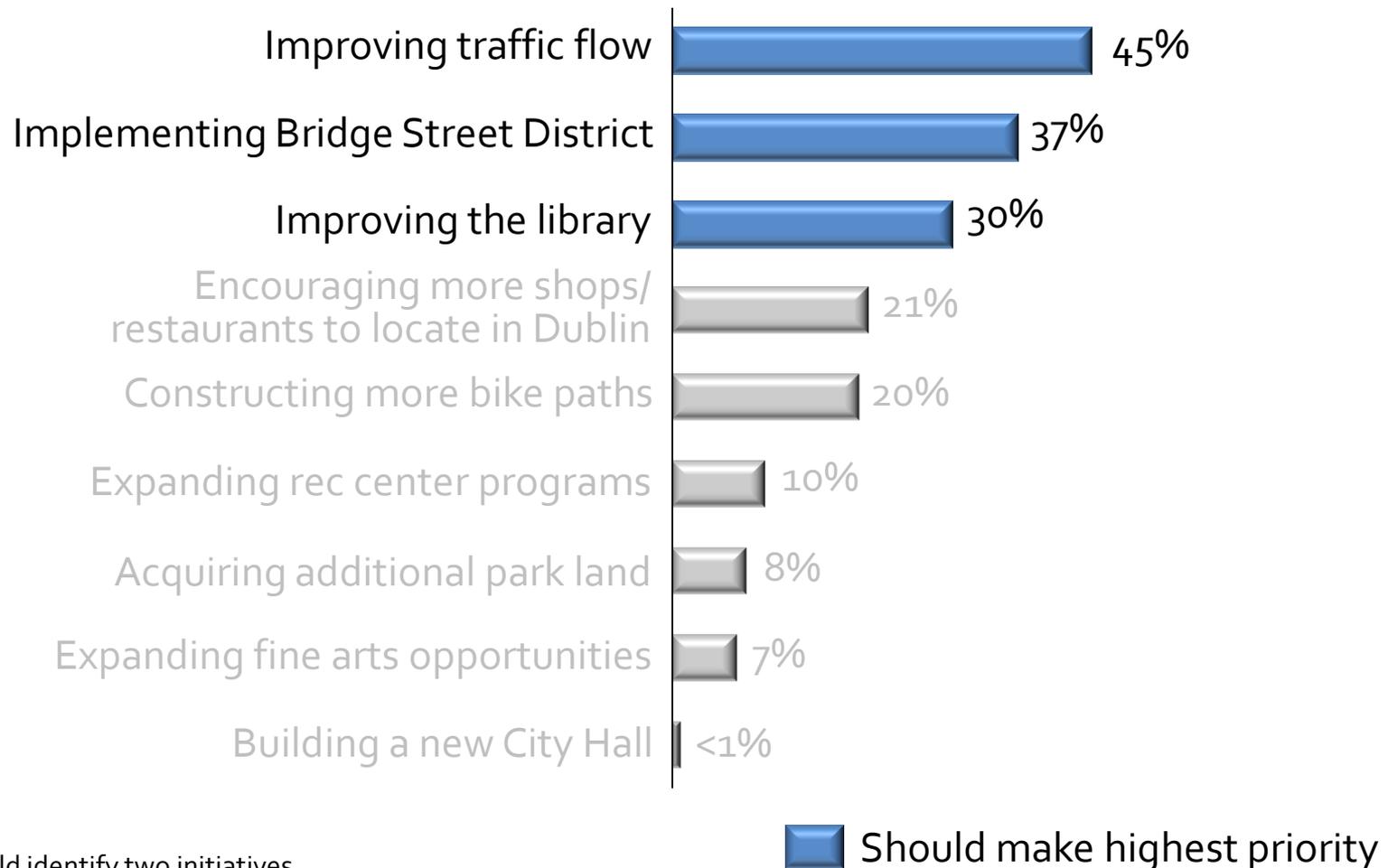
In response, a plurality of residents mentioned the schools, suggesting that the distinction between city and school officials may be lost on many. Other top priorities involve the flow of traffic and public safety.*



*This question was open-ended; response categories were not suggested.

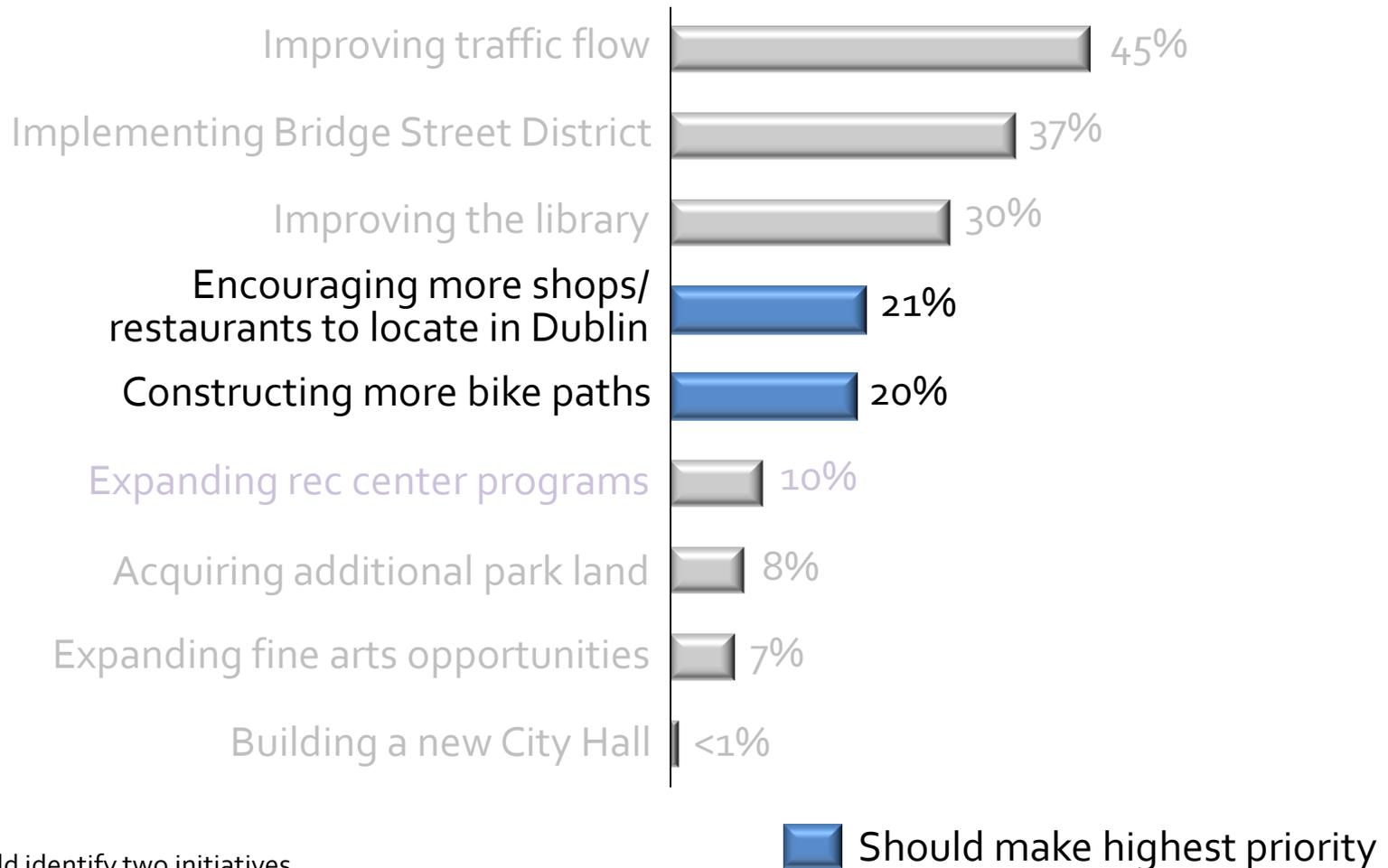
Residents were told of nine potential community initiatives and encouraged to identify their highest priorities.

For a plurality of residents, improving the flow of traffic is a top priority. Also popular are projects involving the Bridge Street District and Dublin's library.*



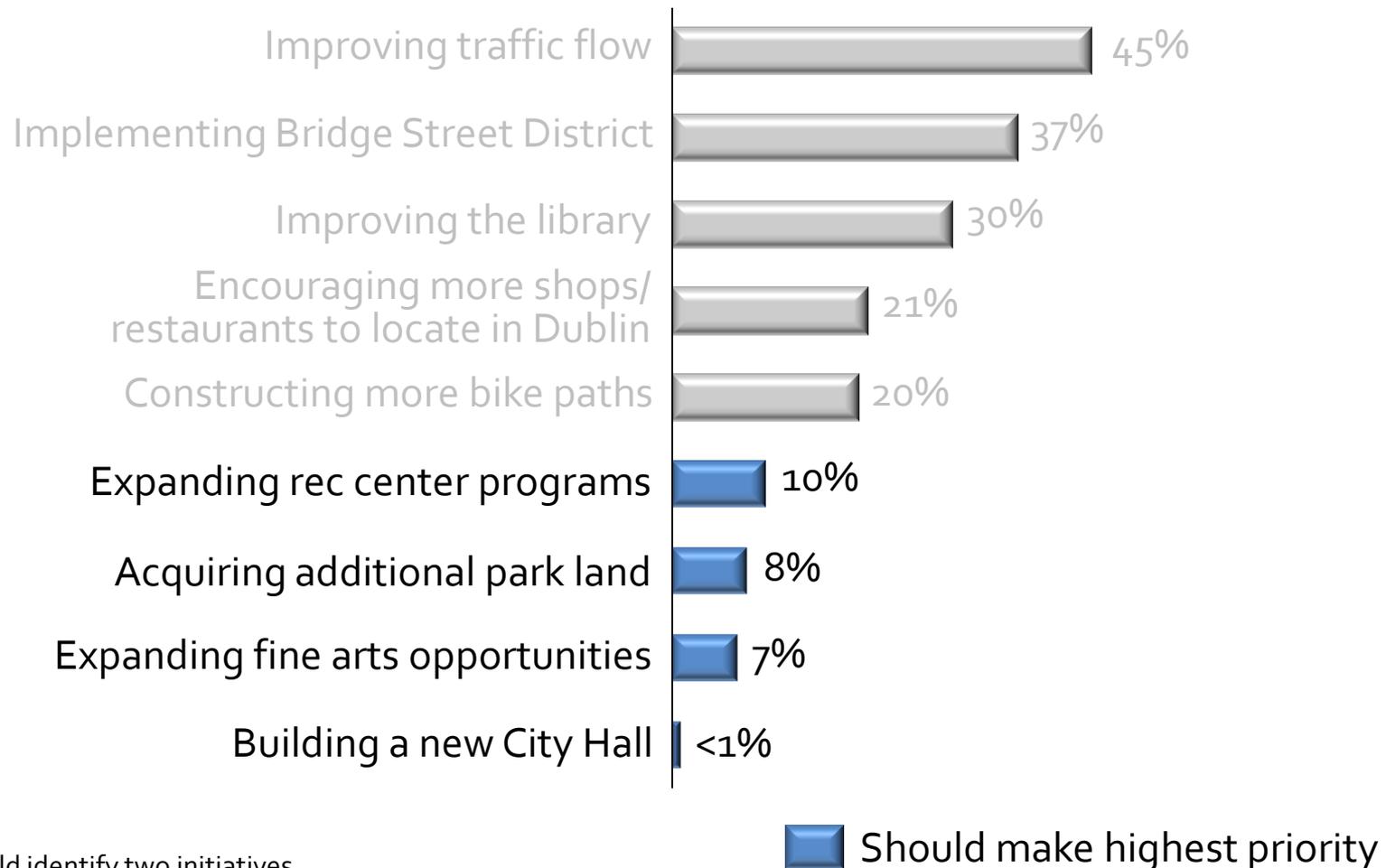
*Residents could identify two initiatives.

A second tier of initiatives involves shops, restaurants, bike paths.*



*Residents could identify two initiatives.

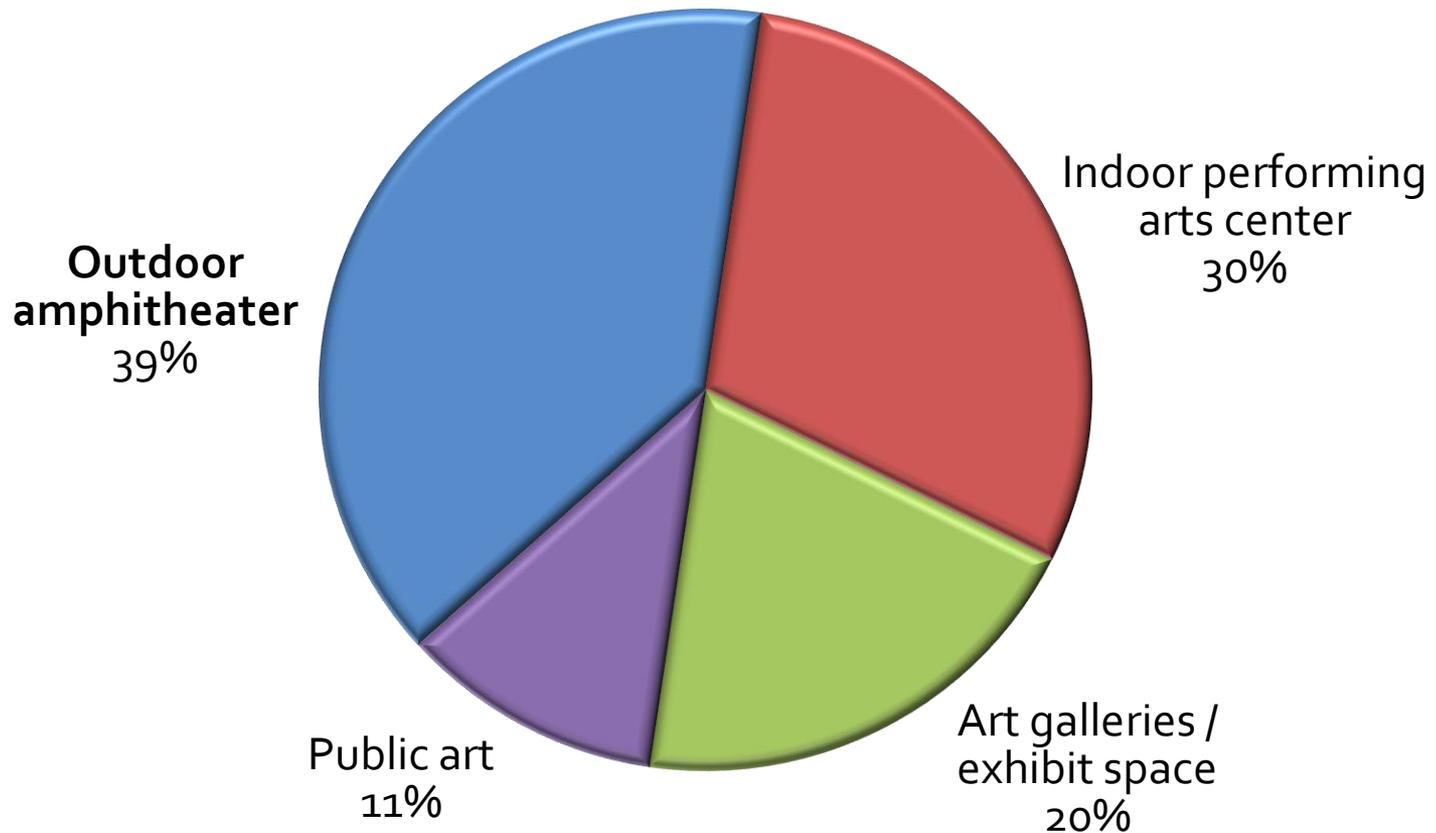
Initiatives with the least appeal deal with rec center programs, park land, the arts, and a new City Hall.*



*Residents could identify two initiatives.

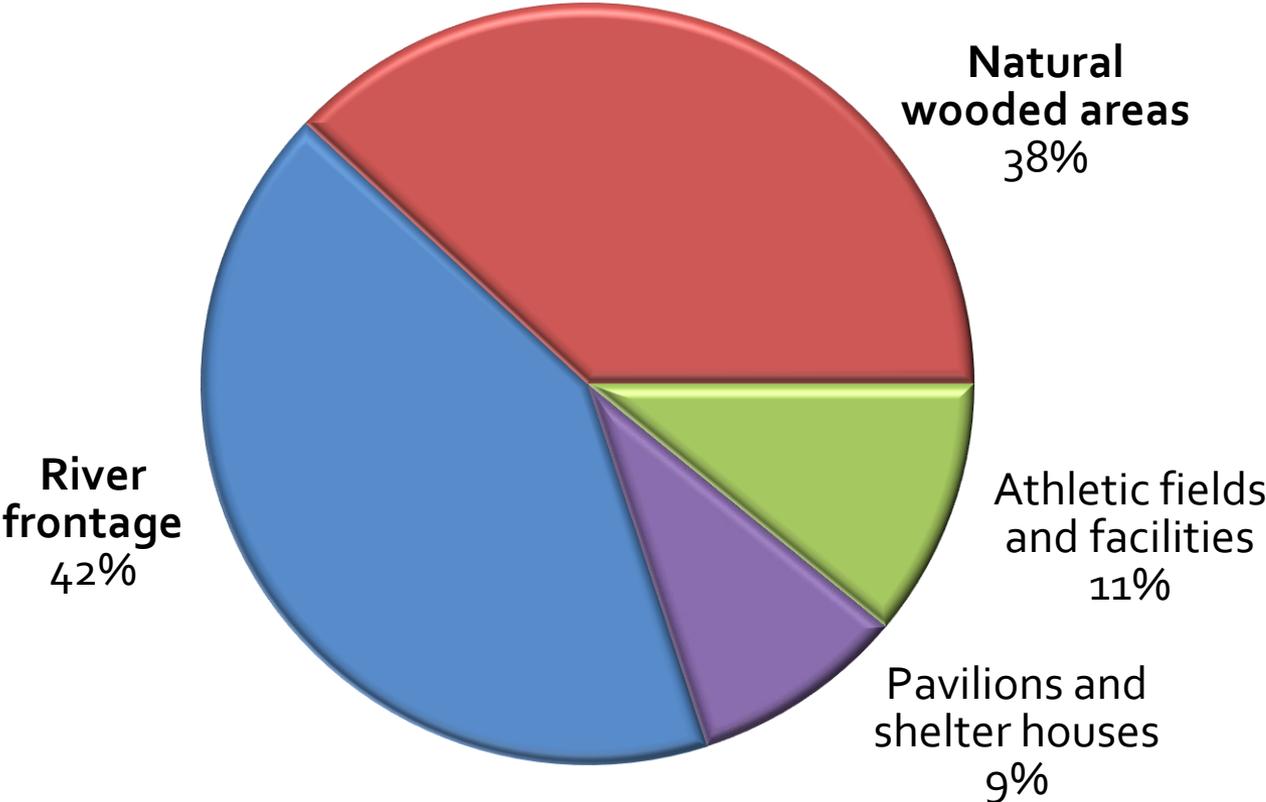
When residents focused just on the arts, an outdoor amphitheater was popular. More public art was not.

Arts Options Favored



Though acquiring additional park land is not a broadly popular initiative, if the city pursues it, residents favor river frontage and natural wooded areas over athletic fields and pavilions.

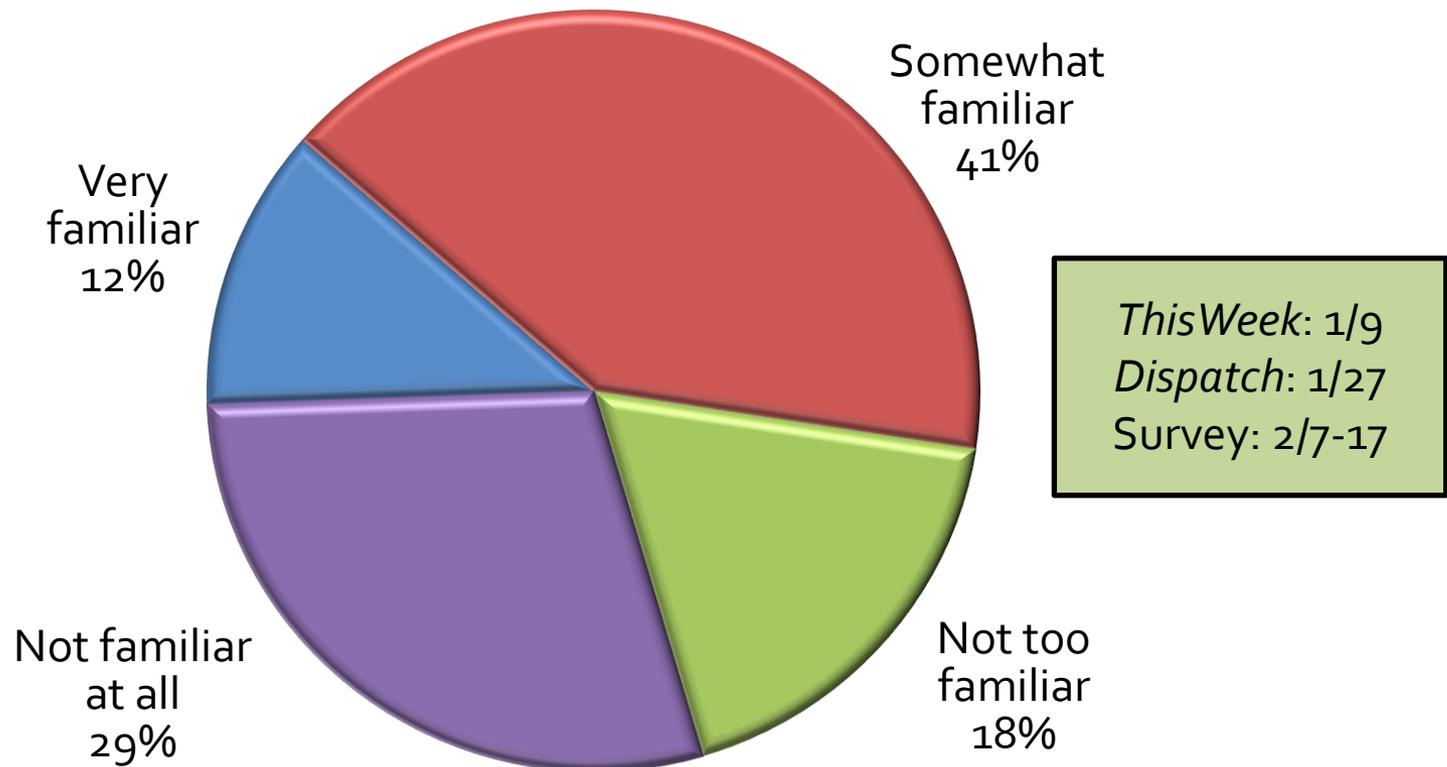
Park Options Favored



Bridge Street District

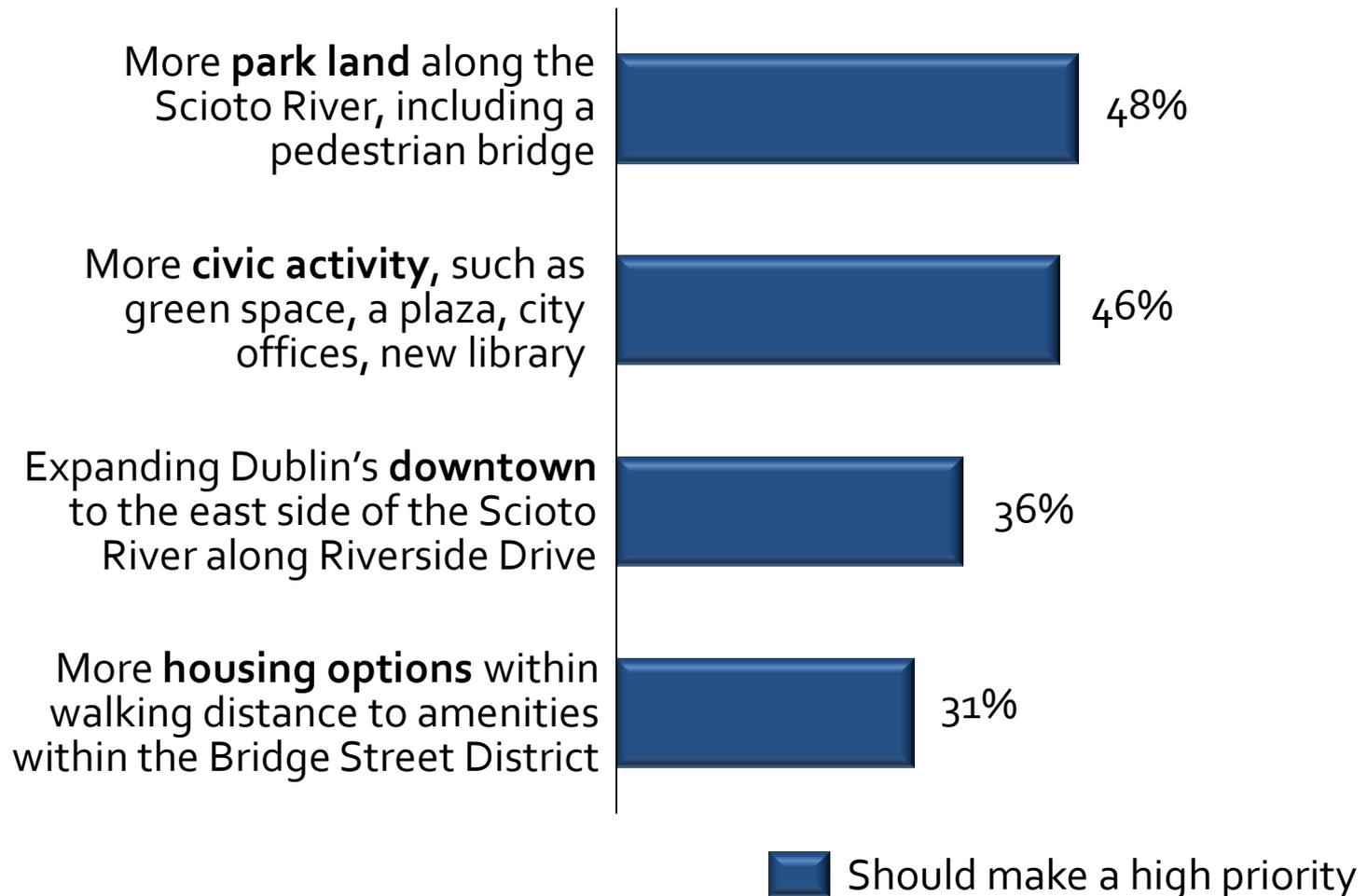
Half of Dublin's residents consider themselves familiar with plans for the Bridge Street District. Notably, the project received significant coverage in the local media shortly before the survey was conducted.

Familiarity With Plans for the Bridge Street District



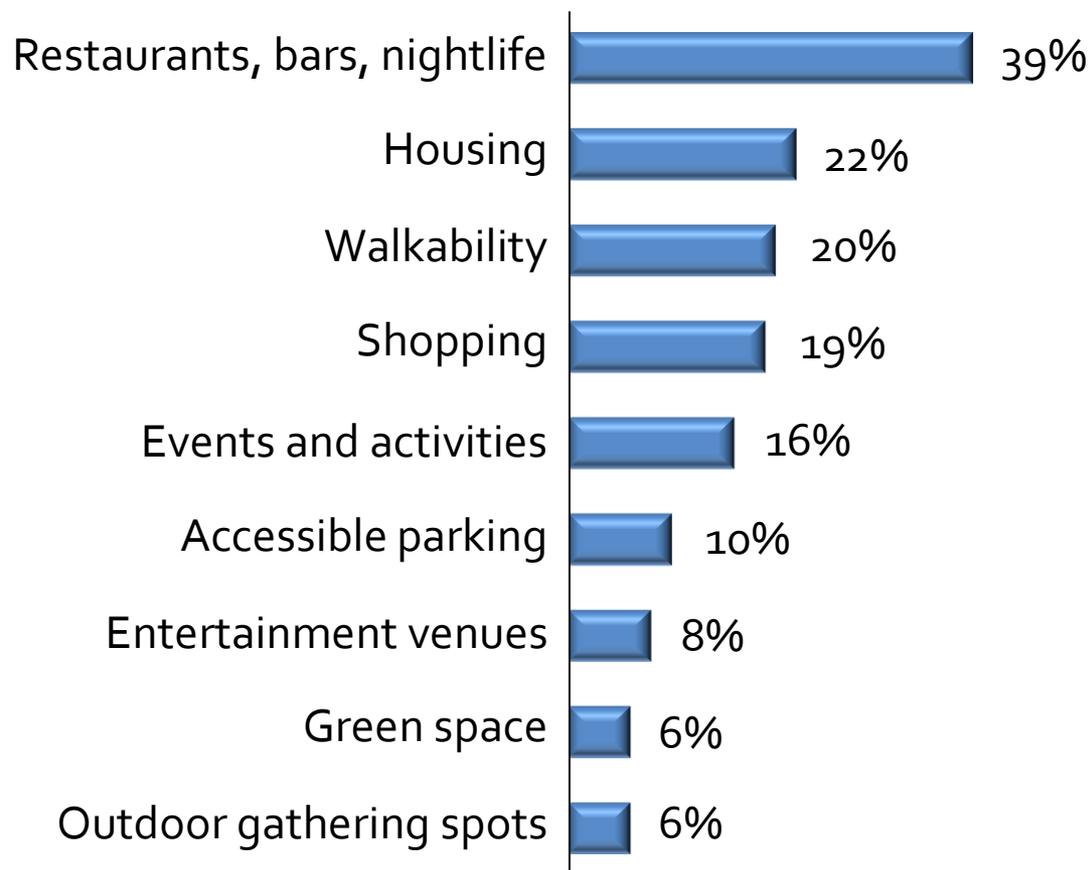
Residents were queried about four components of the Bridge Street District.

Interest is strongest in additional park land along the Scioto River; a pedestrian bridge over the river; and an increase in civic activity likely to result from, for example, a plaza, more green space, city offices, and a relocated library.



**Residents were asked:
“... what would make the Bridge
Street District appealing to young
professionals?”**

A plurality of residents noted that young professionals would be drawn to the Bridge Street District by restaurants, bars, and other “nightlife” opportunities. Many also mentioned housing options, shopping, and a walkable environment.*



*This question was open-ended; response categories were not suggested.

"Have high-quality condos with pools and work-out facilities."

"They need a movie theater, nightclubs, a variety of different cuisines, and shops that carry brand names."

"Young professionals would enjoy a good mix of restaurants, bars, coffee shops, art galleries, and a small live music venue."

"Take advantage of the river view by putting restaurants along it."

"Make sure there are affordable, safe places to live in the area."

“Provide free wireless Internet access for the whole area.”

“A bridge to cross the river would be nice. Make the area more pedestrian friendly and have more park land in that area.”

“Have small boutiques and a bakery.”

“If you build it, they will come – but not if you cannot park.”

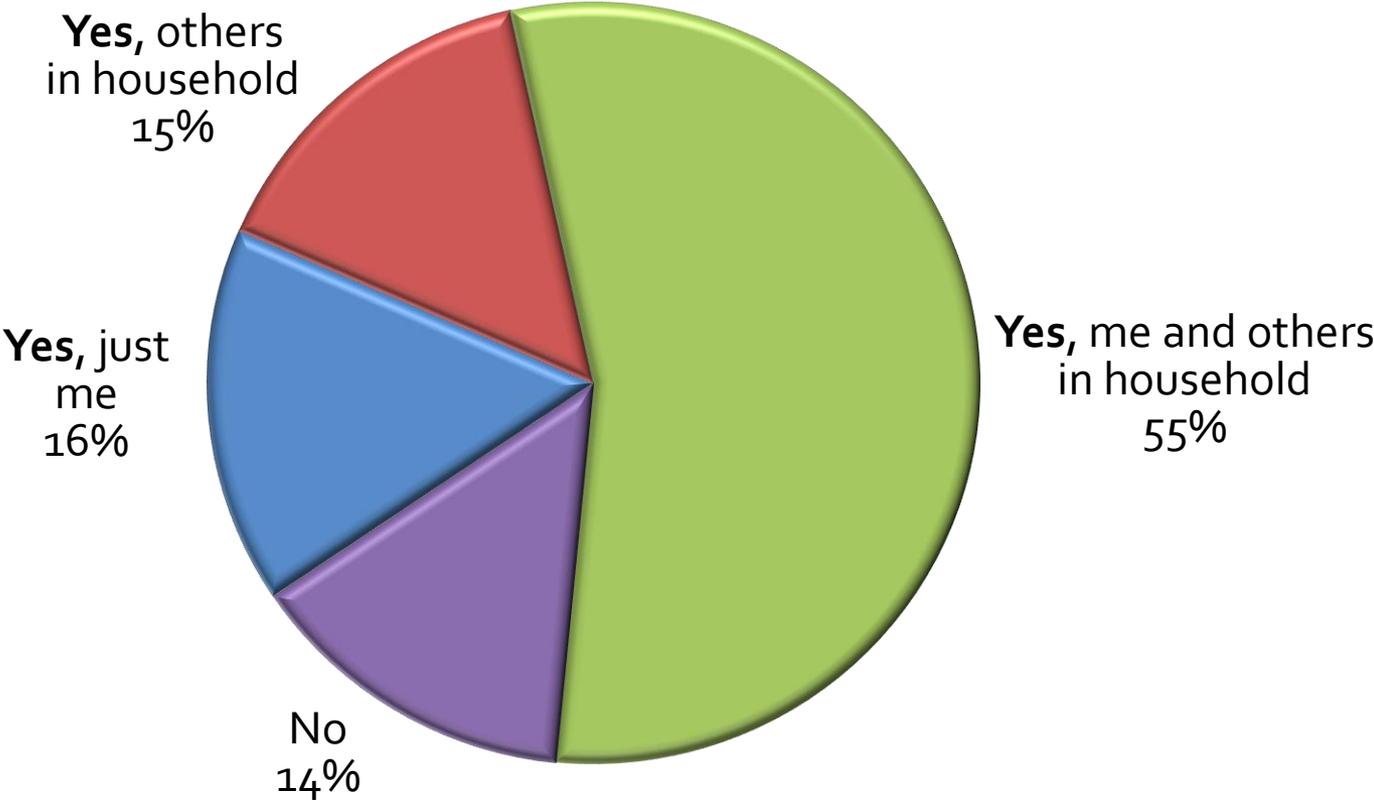
“Make it more diverse ... There are a lot of food places, but there are no specialty shops.”

“Clean the river. It should be a clean, crystal-clear river with canoes to rent.”

Library

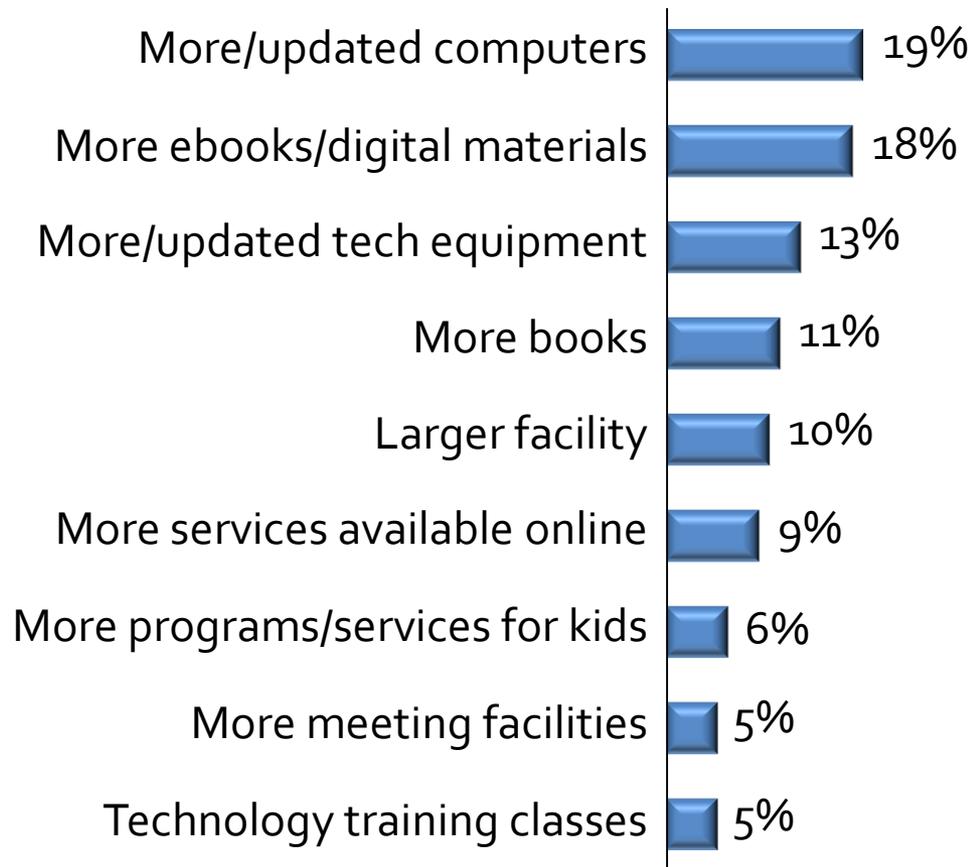
In more than eight out of ten households, at least one resident has been to the city's library during the past year.

Been to the Library in the Past Year



Residents were asked:
“Suppose ... that the city set out to create a library better equipped for the 21st Century. How would that library differ from Dublin’s current library? What services would it offer and what would residents be able to do ...?”

Many of the suggestions offered by residents involve technology: adding or improving computers, digital content, online services, and software. Other suggestions focus on the size of the library, children, and meeting space.*



*This question was open-ended; response categories were not suggested.

“Have software that visitors do not have at home, such as movie editing software.”

“I would like to see an expansion in children's books, specifically non-fiction.”

“Have more meeting space and more technology.”

“Have computers set aside for study in a quiet room.”

“It would be nice if they had a drive-up window.”

“Have more programs and materials for children that match the school curriculum.”

“I wonder if they could have more parking and an expanded facility. A coffee shop might encourage more people to stay.”

“More study space, open tables, and plugs for laptops.”

“They should have a more comfortable space for relaxing and looking at books.”

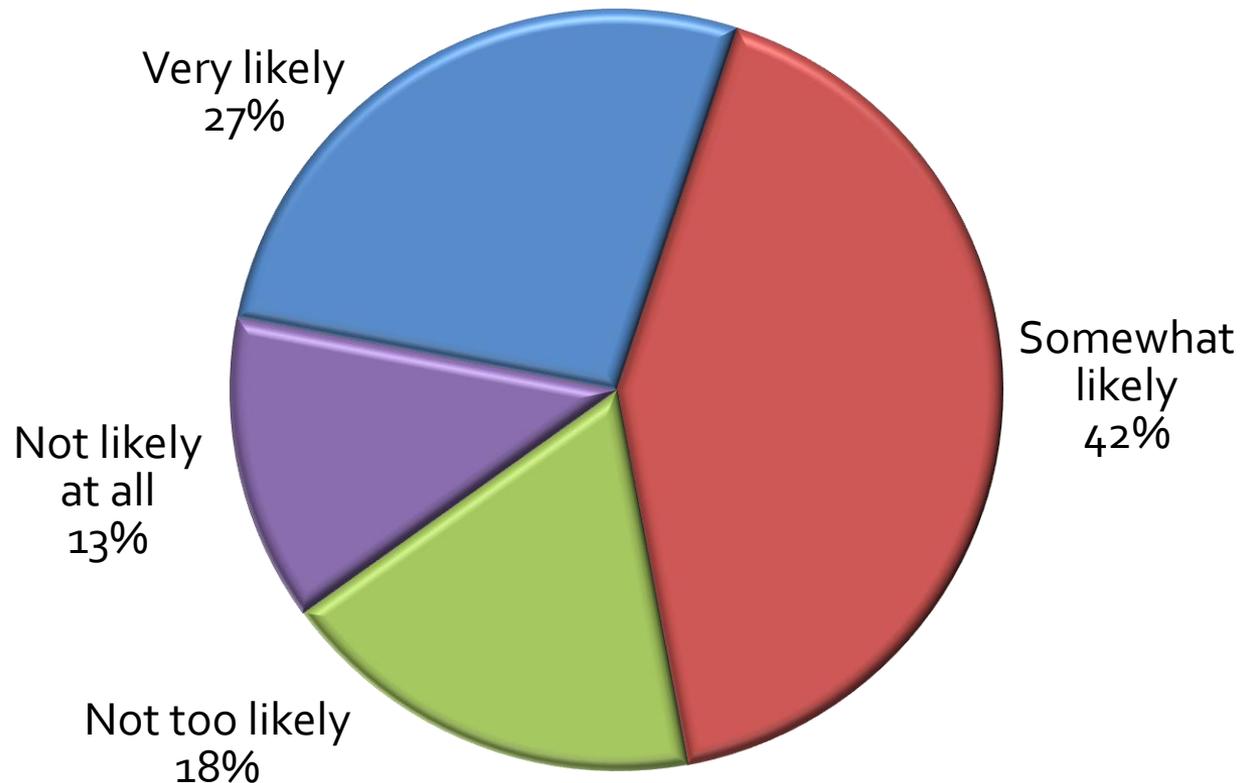
“Have community classes for Microsoft and other computer programs.”

“Offer ebooks.”

“Offer food and refreshments to buy.”

If additional funds are needed to improve the library, one out of four residents claims to be very likely to contribute financially. Another two out of five claim to be somewhat likely.

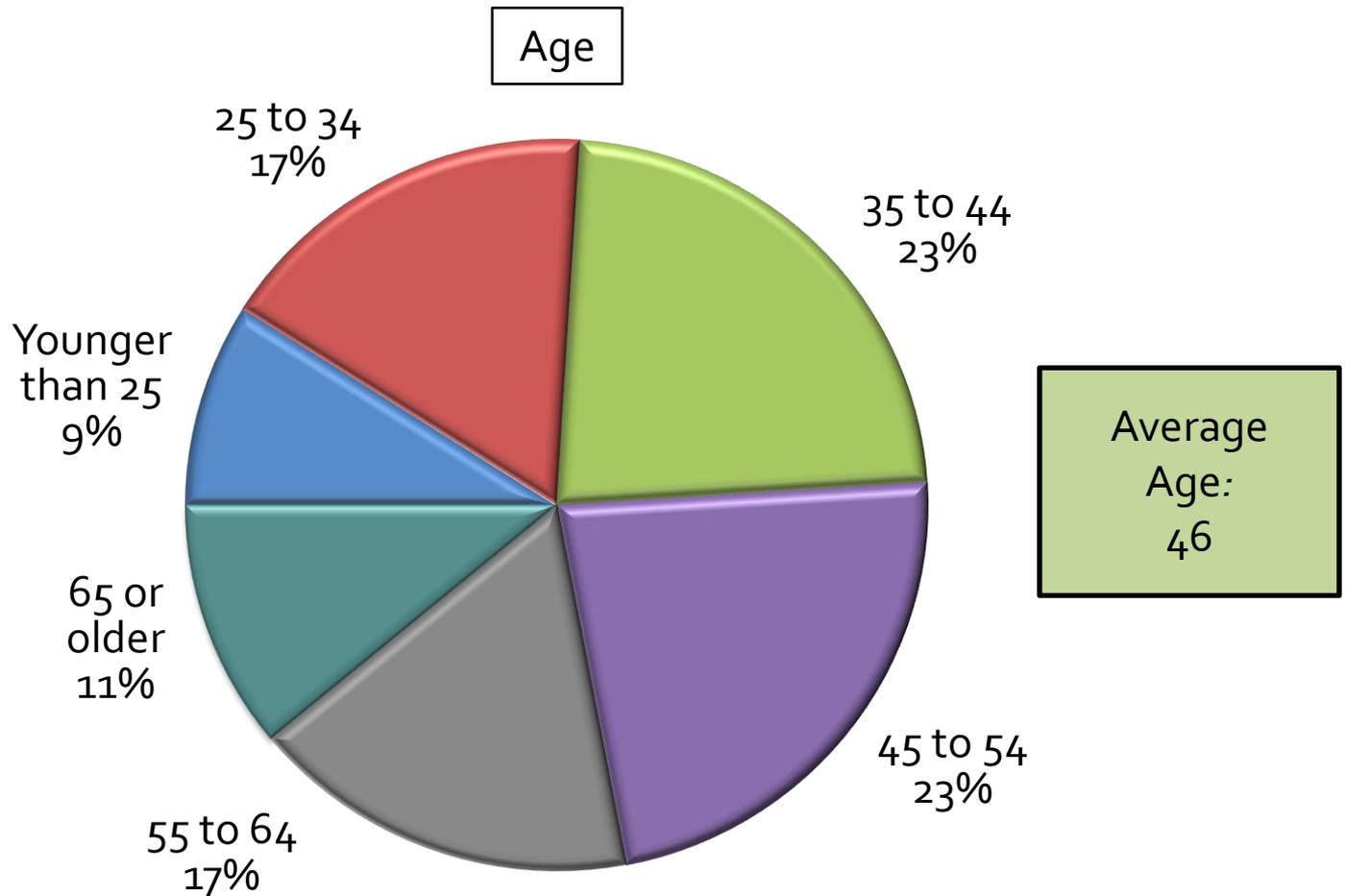
Likely to Contribute Financially to Improve Library



Demographics

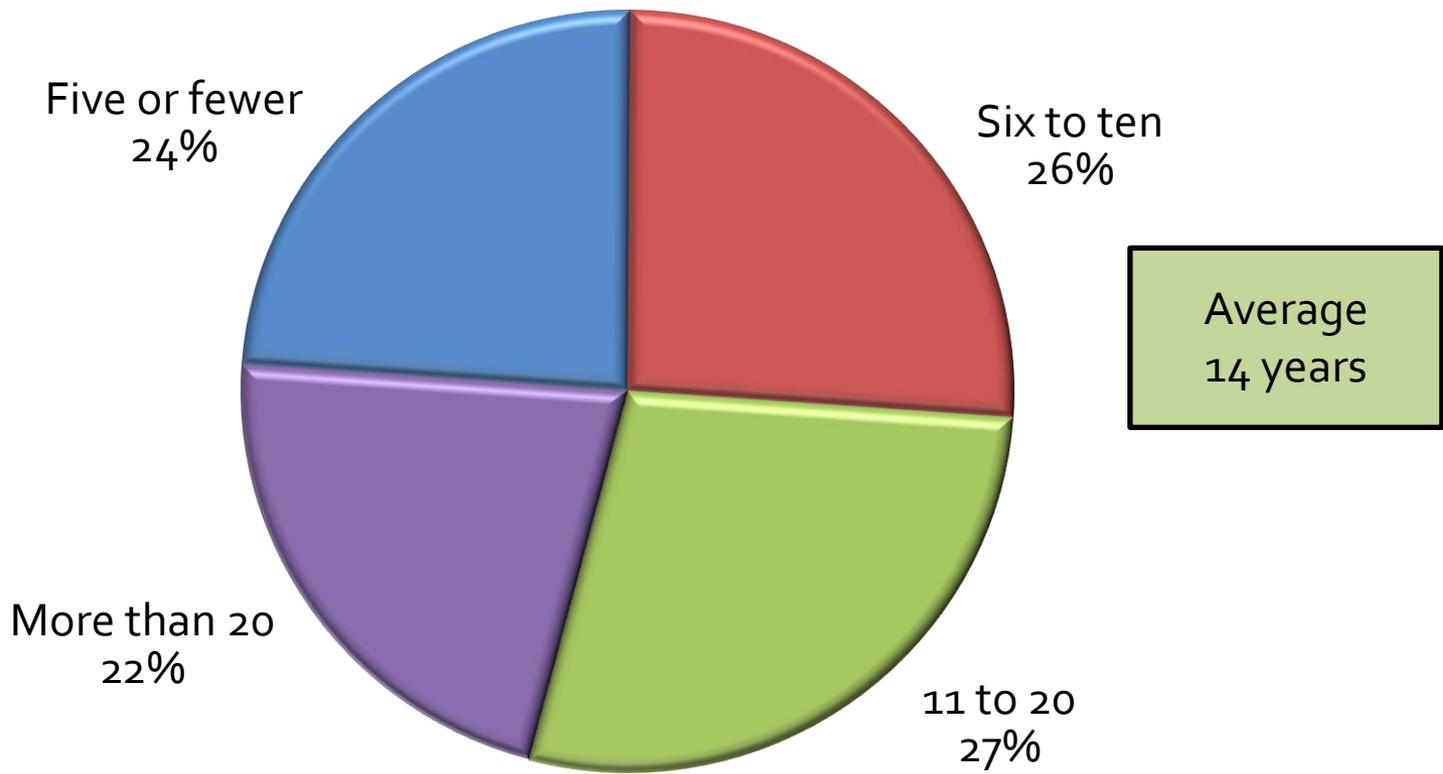
Residents

Half of the voting-age residents are younger than 45. Only one out of ten is 65 or older. The average age is 46.



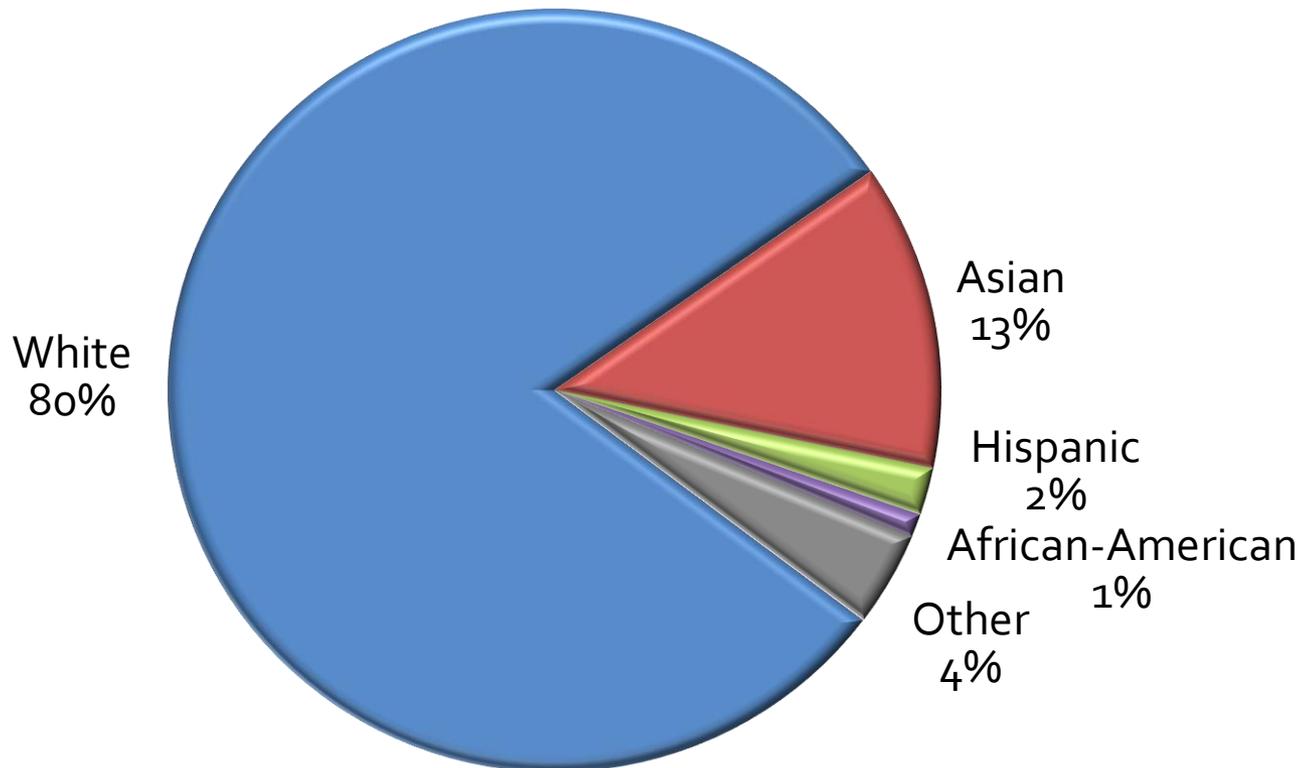
The typical resident has been living in Dublin for 14 years.

Number of Years Lived in Dublin

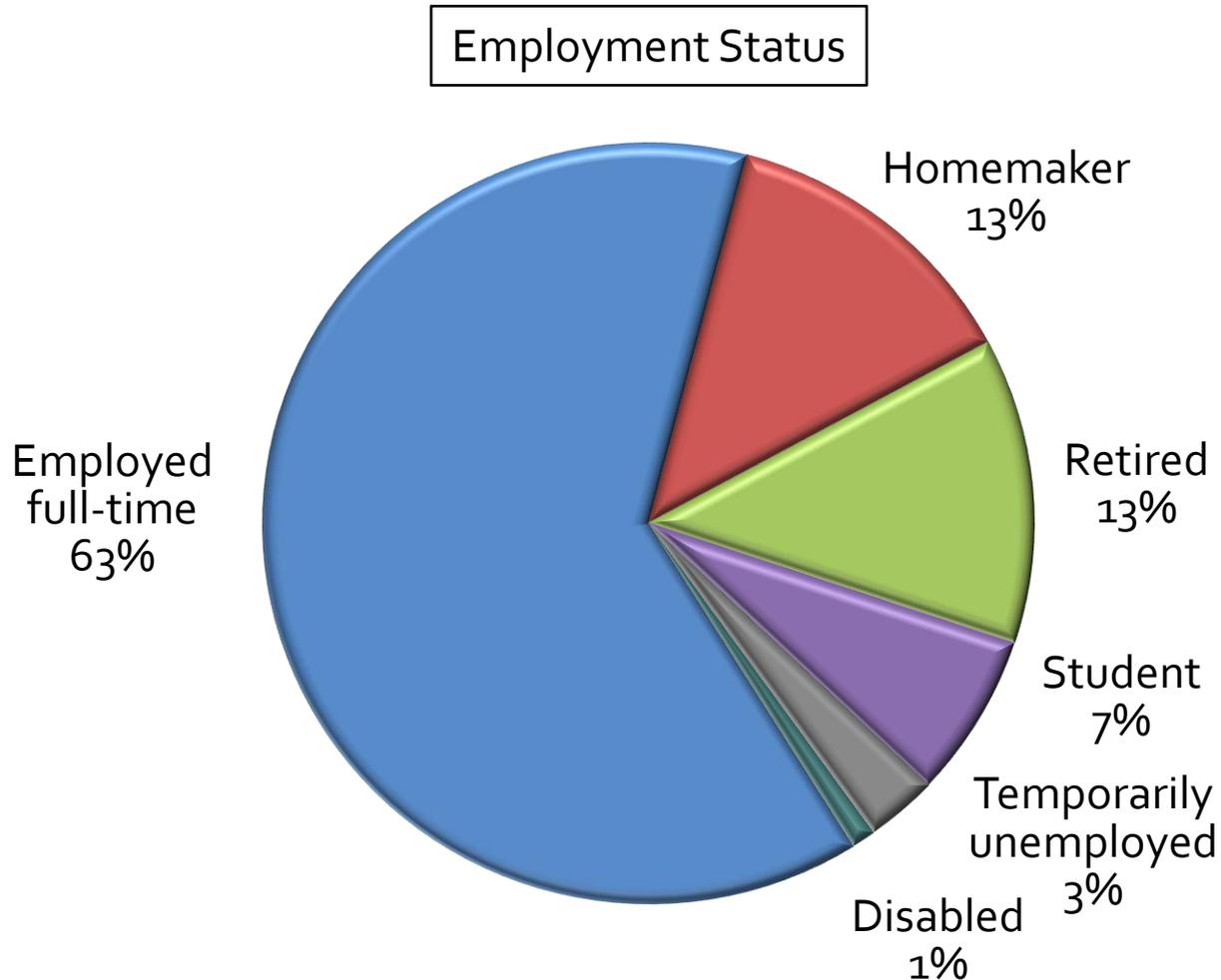


Eight out of ten residents are white. Nearly one out of eight is Asian.

Race / Ethnicity

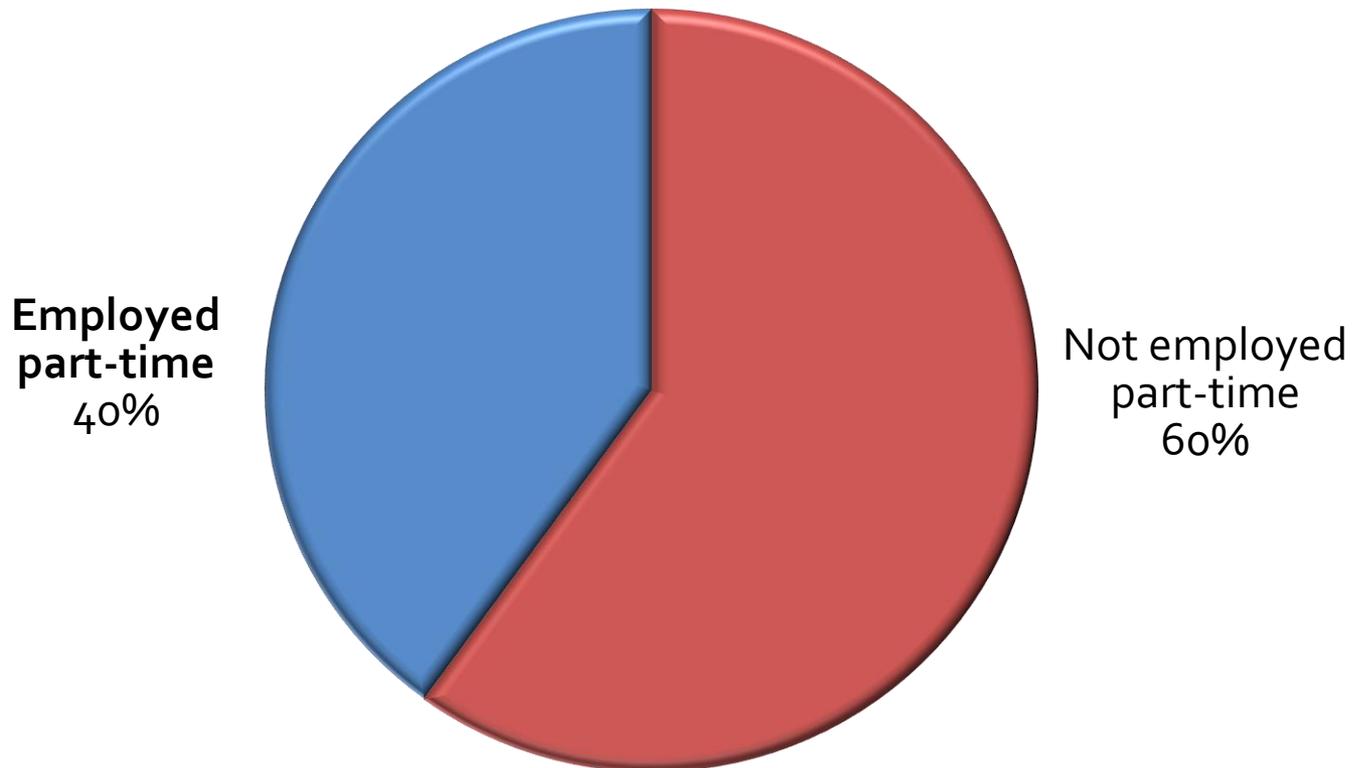


**More than six out of ten residents are employed full-time.
Homemakers and retired residents each number nearly one
out of eight.**



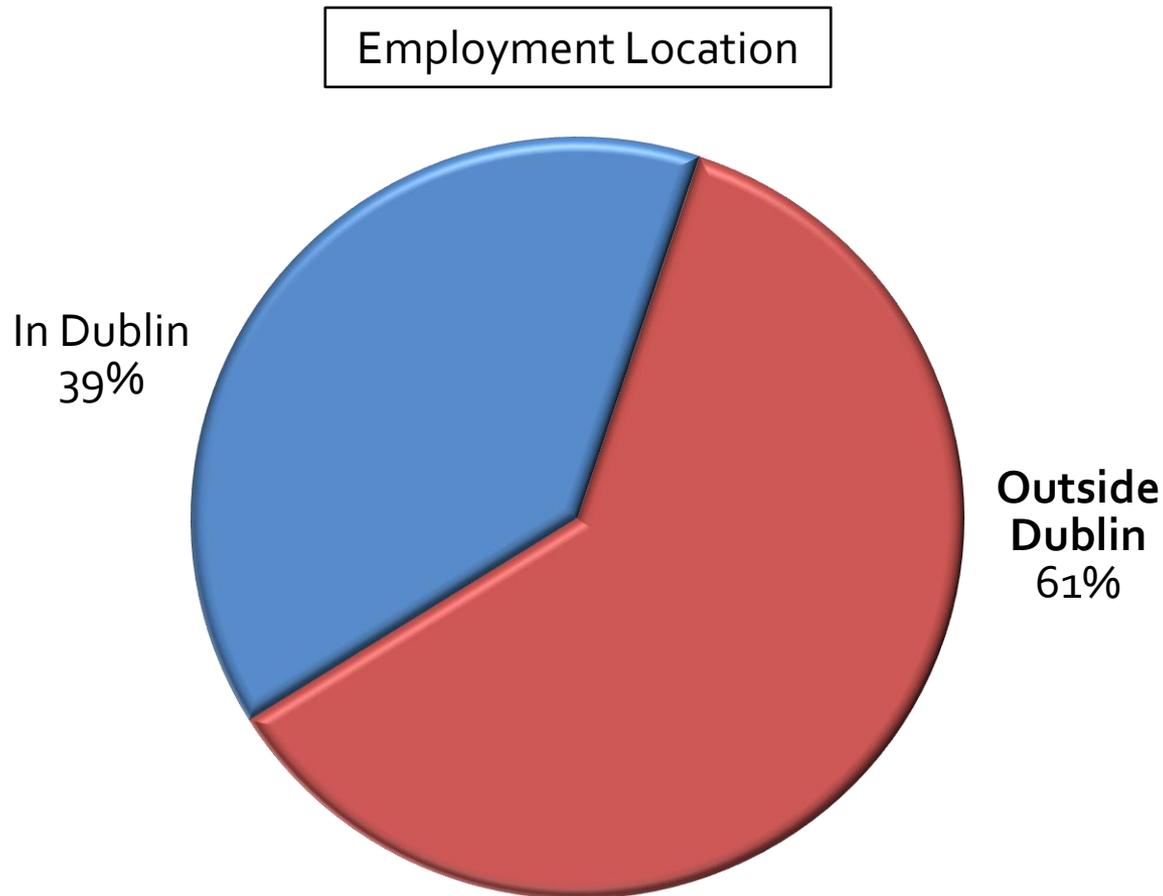
Among residents not employed full-time, four out of ten are employed part-time.*

Part-Time Employment Status



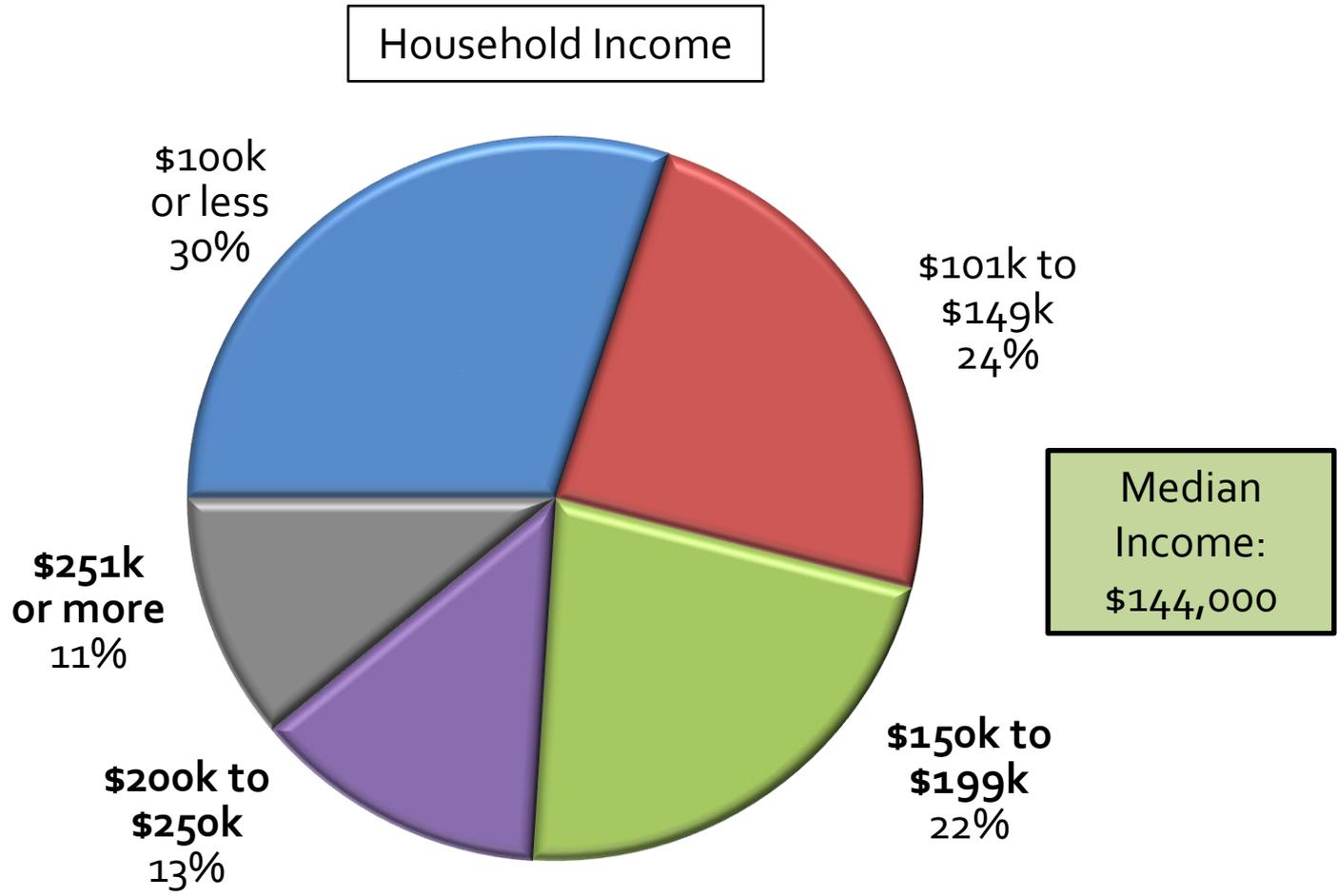
*Percentages based on respondents who are not employed full-time.

Among residents employed either full- or part-time, six out of ten work outside of Dublin.*

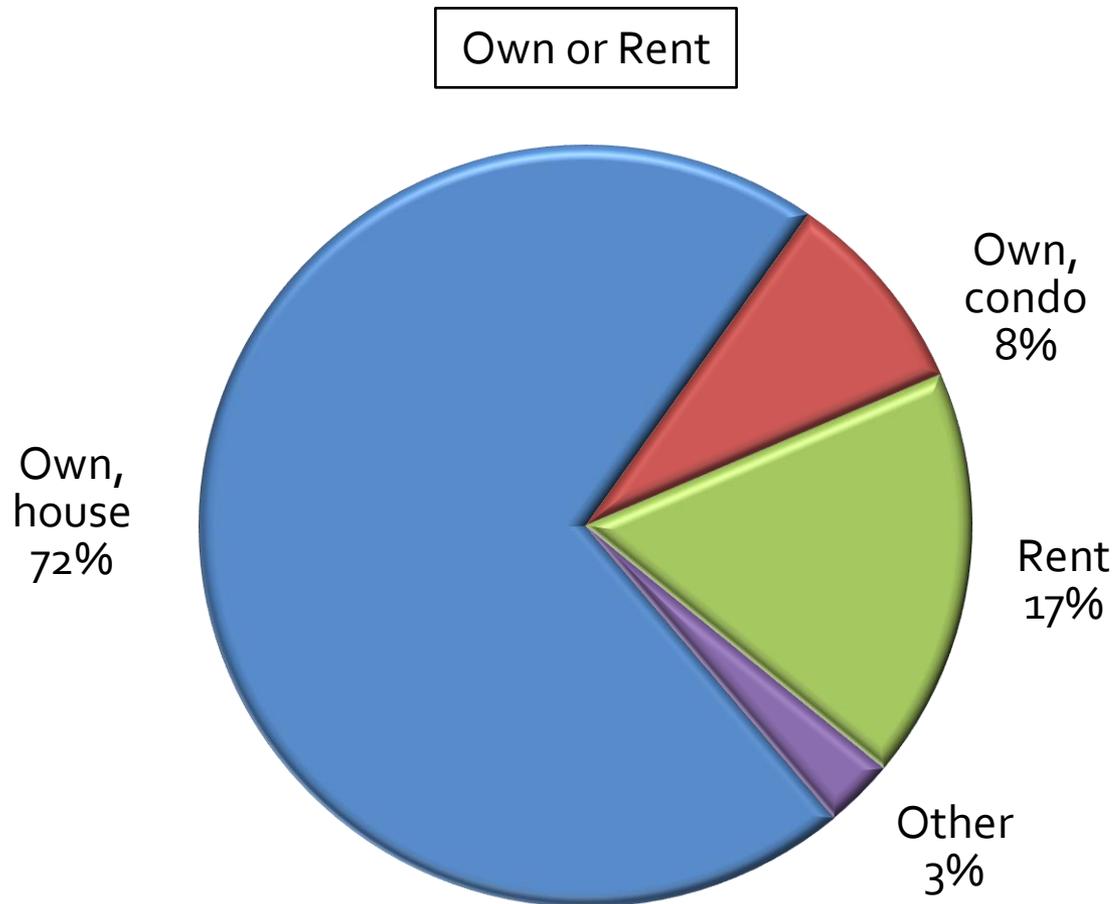


*Percentages based on respondents employed full- or part-time.

Almost half of Dublin's households earned \$150,000 or more in 2012. Three out of ten earned \$100,000 or less.

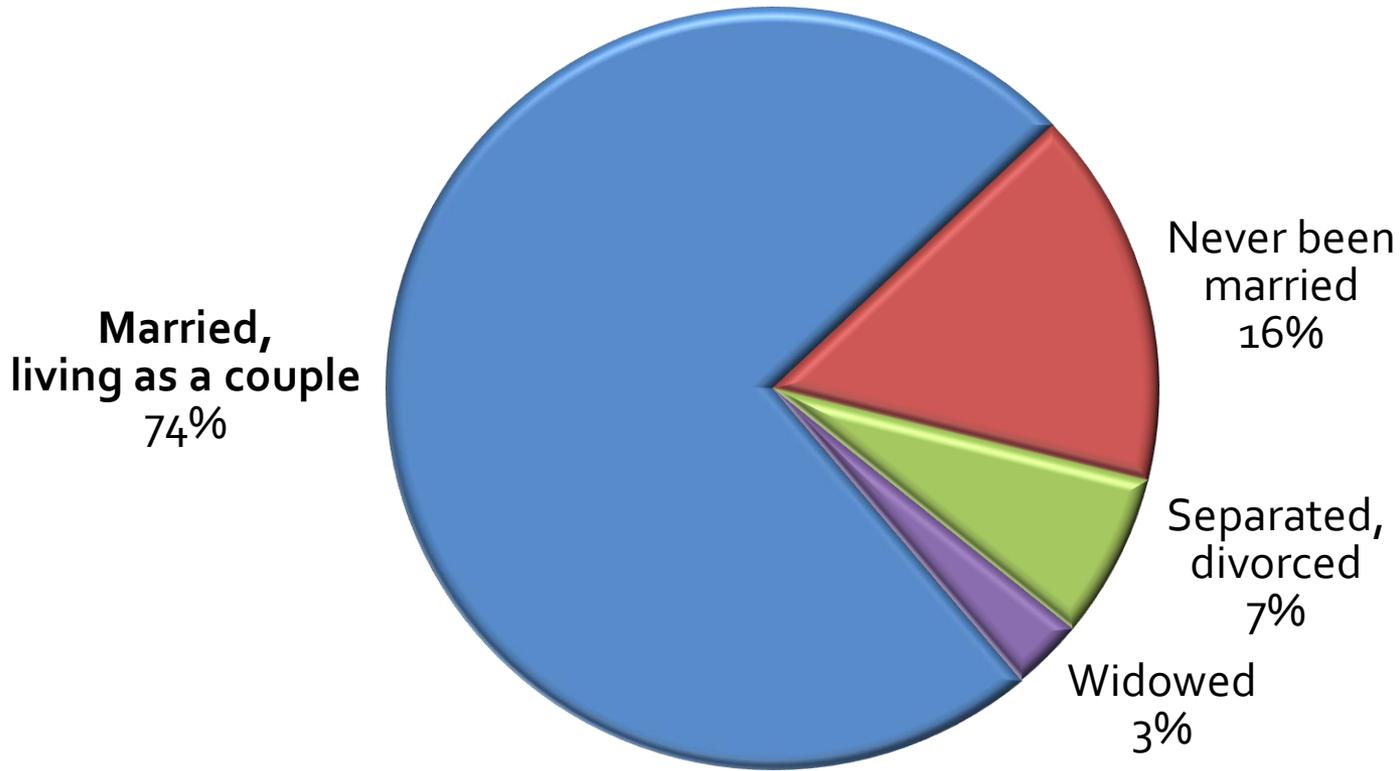


Among the residents interviewed, eight out of ten own a free-standing house or condo. Fewer than two out of ten rent.



Three out of four voting-age residents are married or living as a couple.

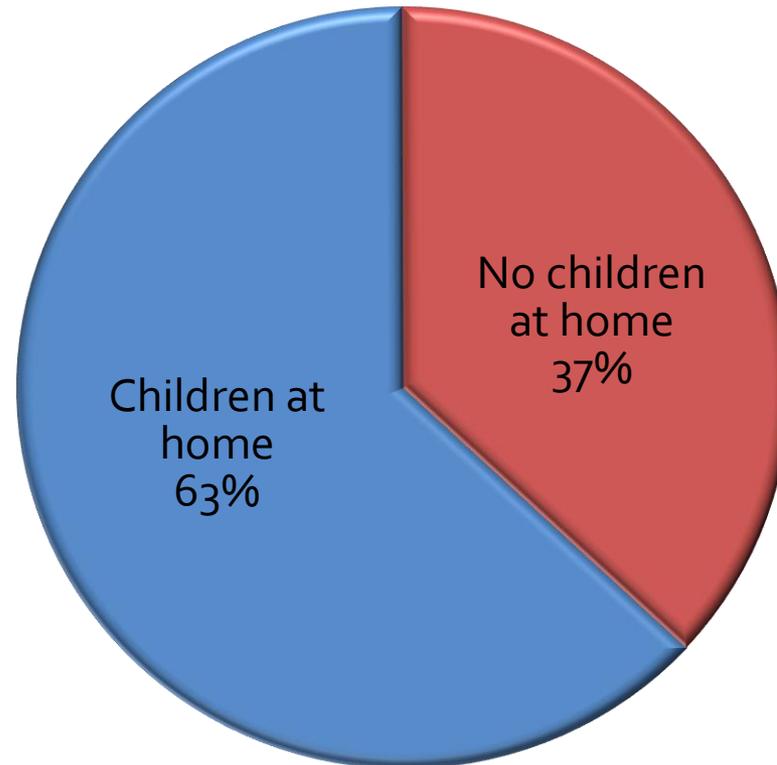
Marital Status



More than six out of ten residents have a child at home. Many of those children are older than 18.

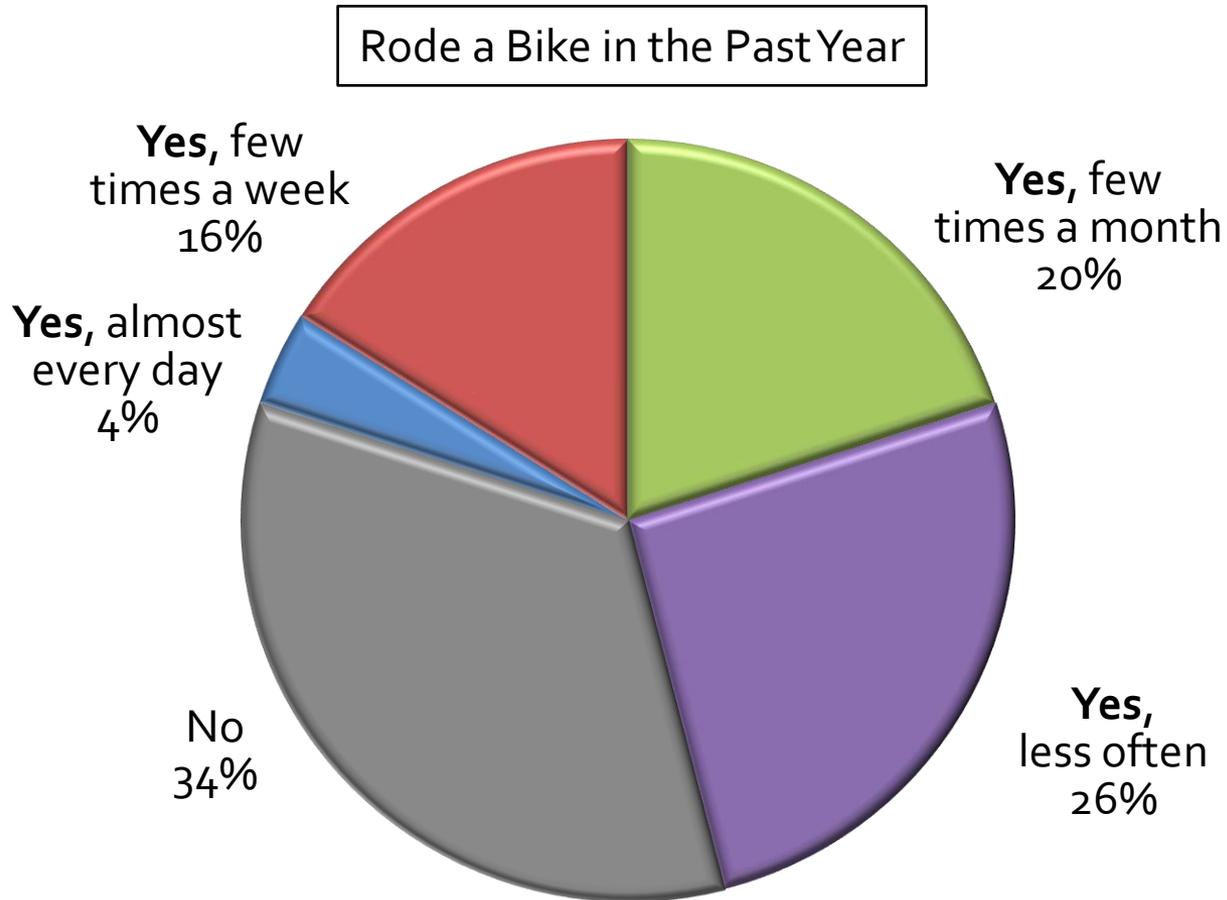
Children in Household

Age of Children in Household*	
30%	Younger than five
42%	Five to 12
36%	13 to 17
36%	18 to 26

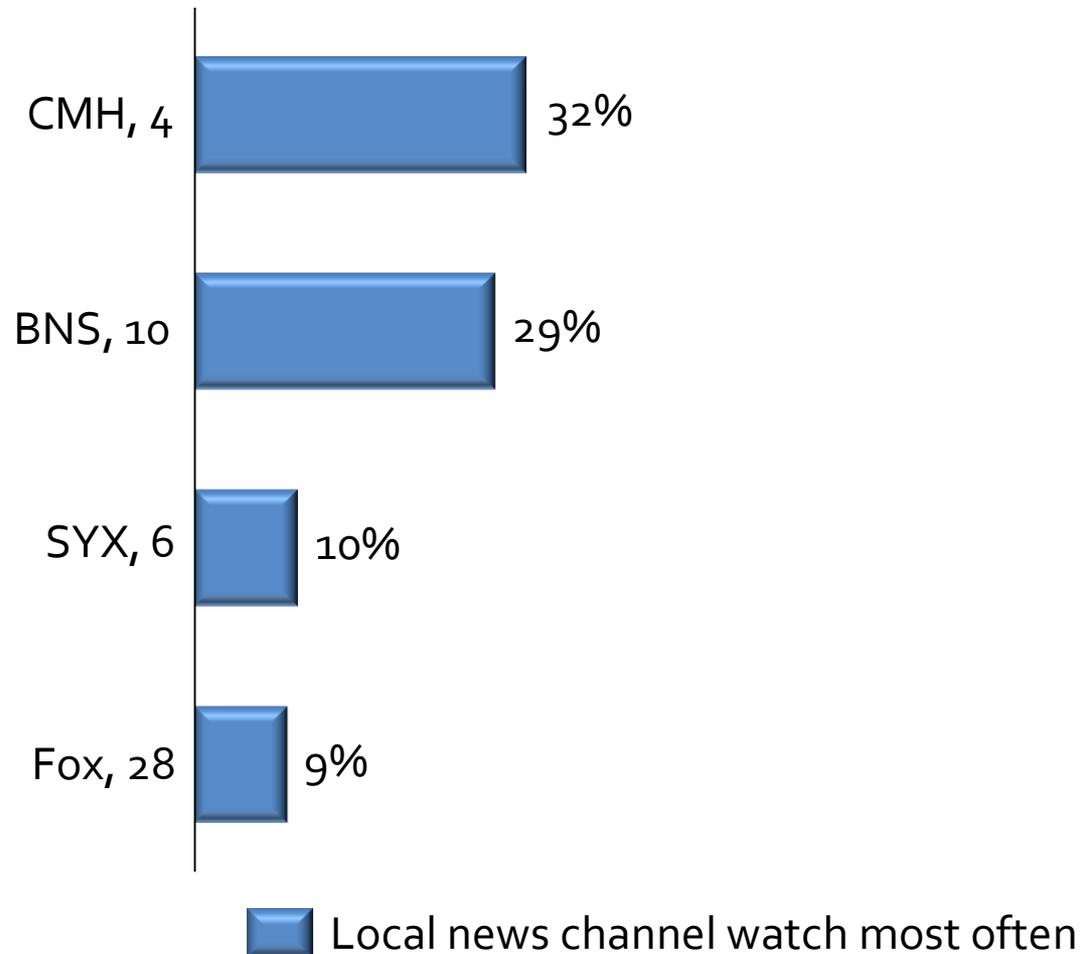


*Percentages based on respondents with children at home.

Two out of three residents have ridden a bicycle during the past year. Though some ride frequently, others do not.

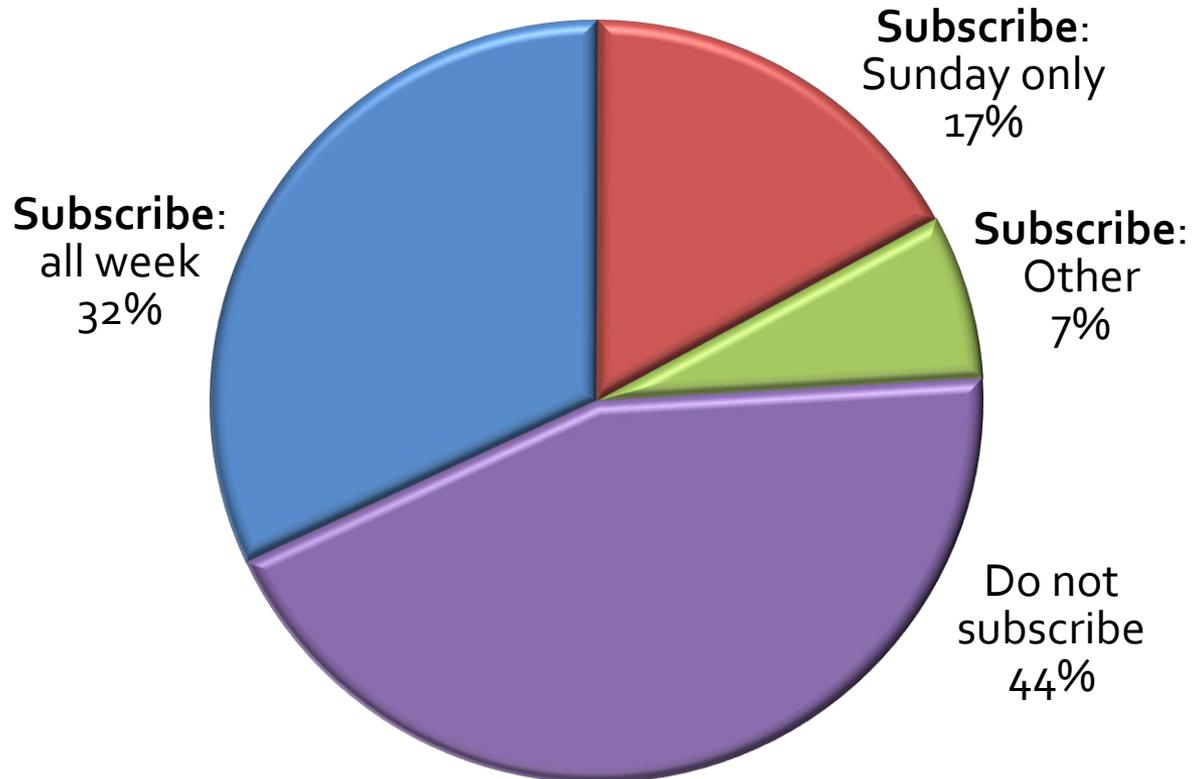


The most popular television stations for local news are CMH and BNS. Fewer watch SYX and Fox.



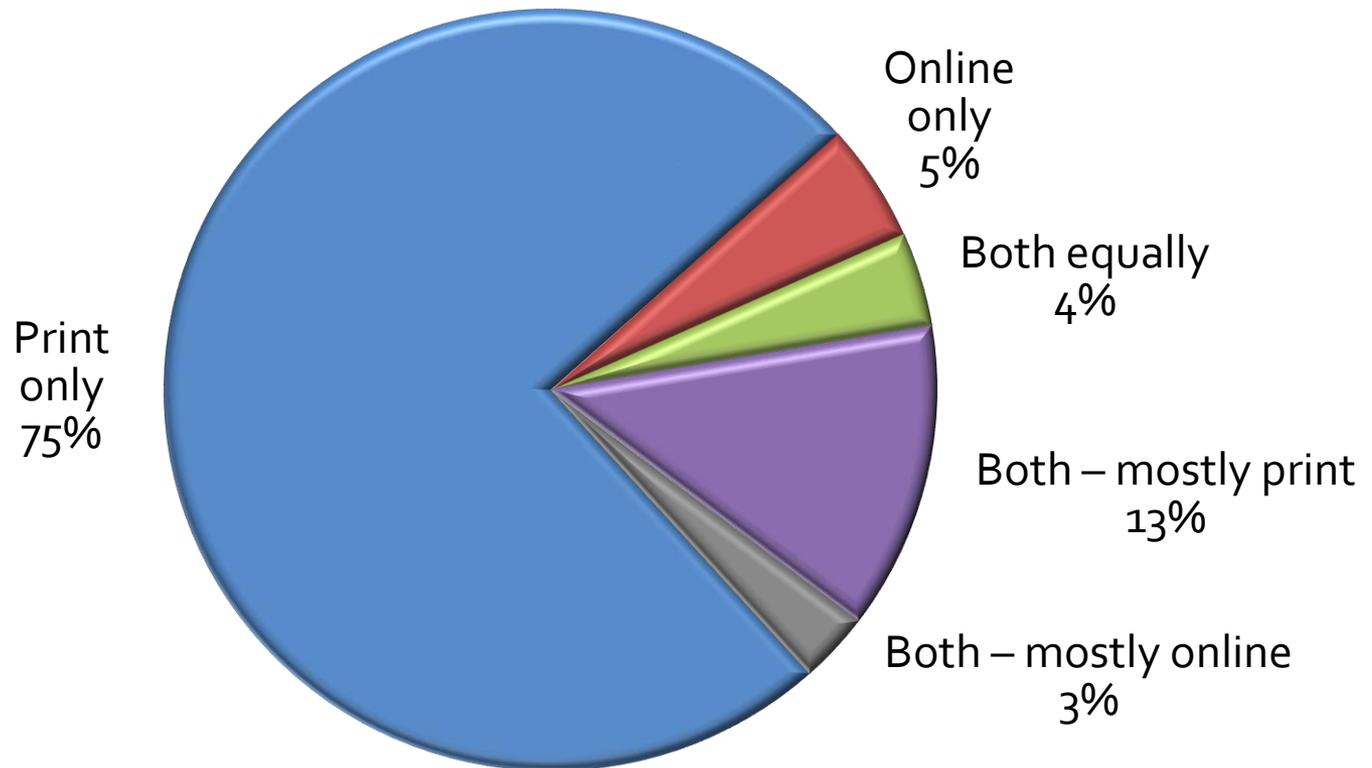
Nearly six out of ten residents subscribe to the *Columbus Dispatch* ...

Subscribe to the *Columbus Dispatch*



... and most read the print edition.*

Reading Method for the *Columbus Dispatch*



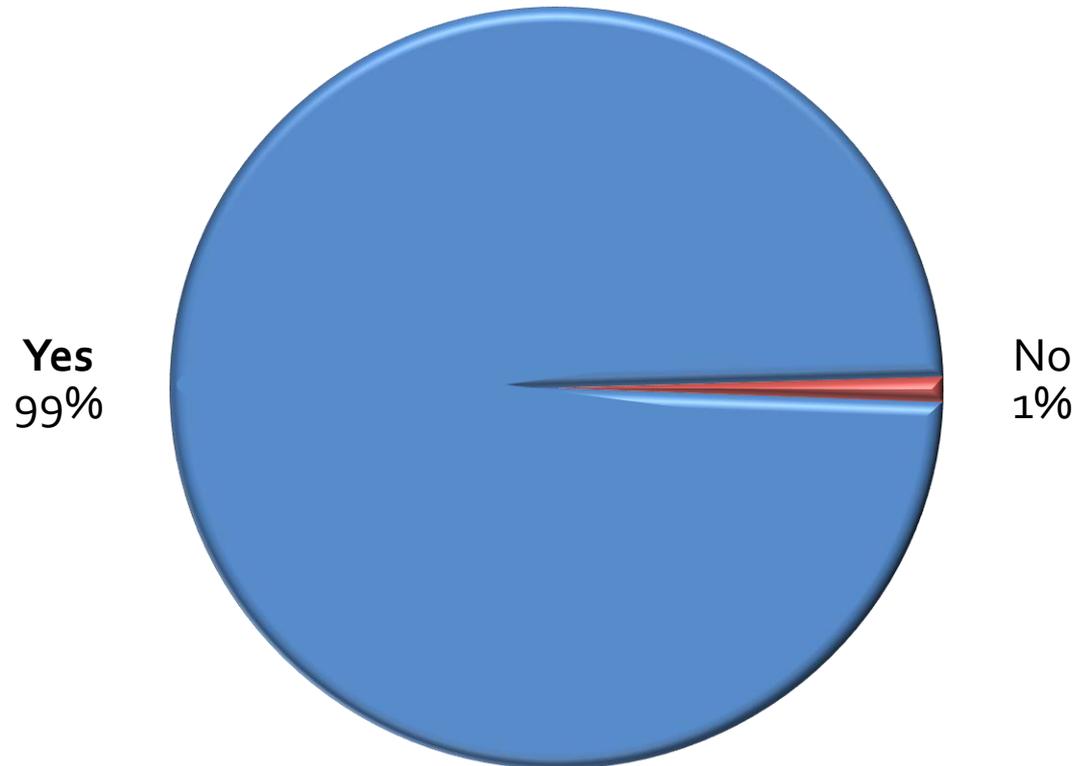
*Percentages based on respondents who subscribe to the *Columbus Dispatch*.

Technology

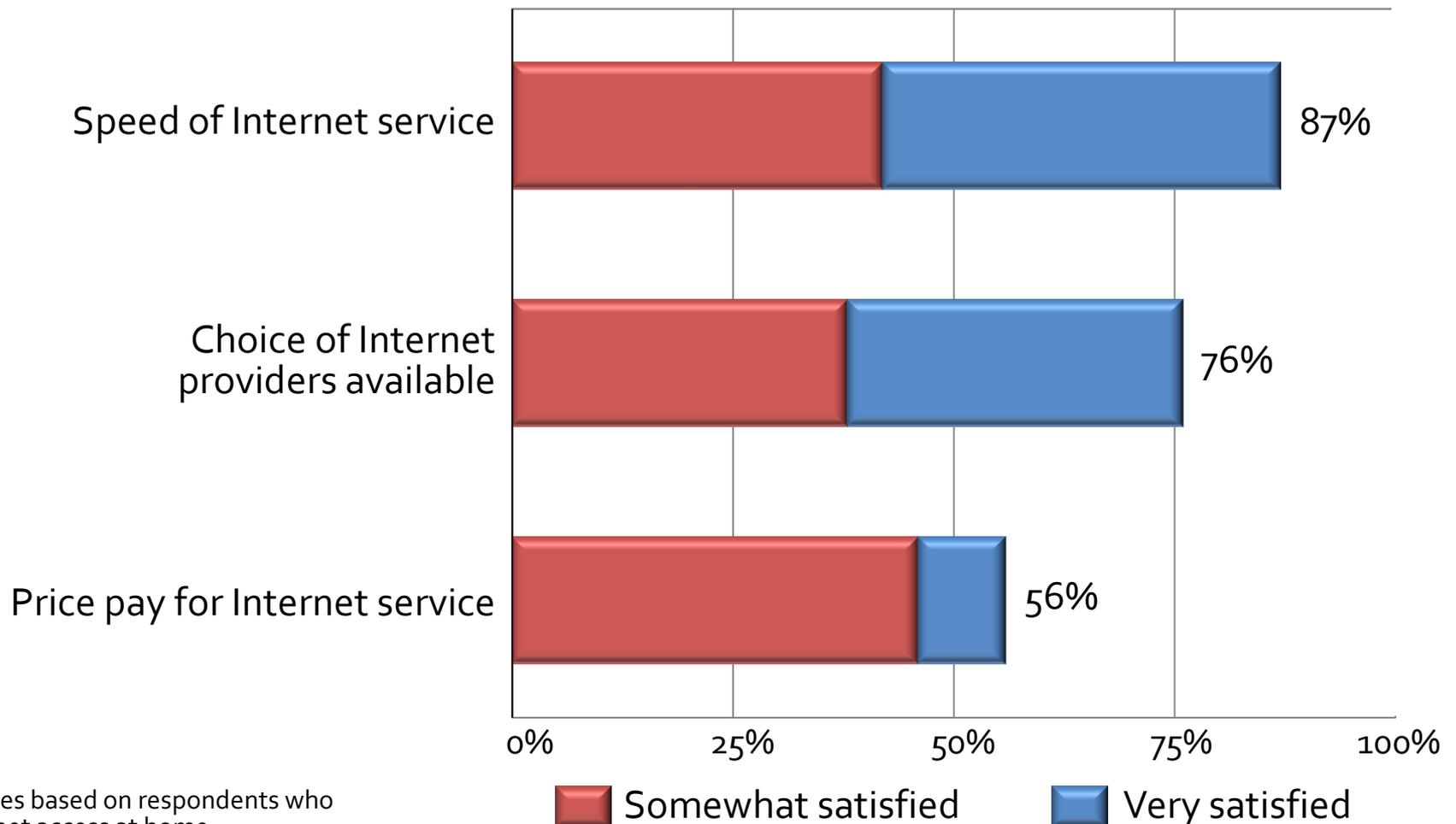
Residents

Virtually all residents have Internet access at home.

Internet Access at Home



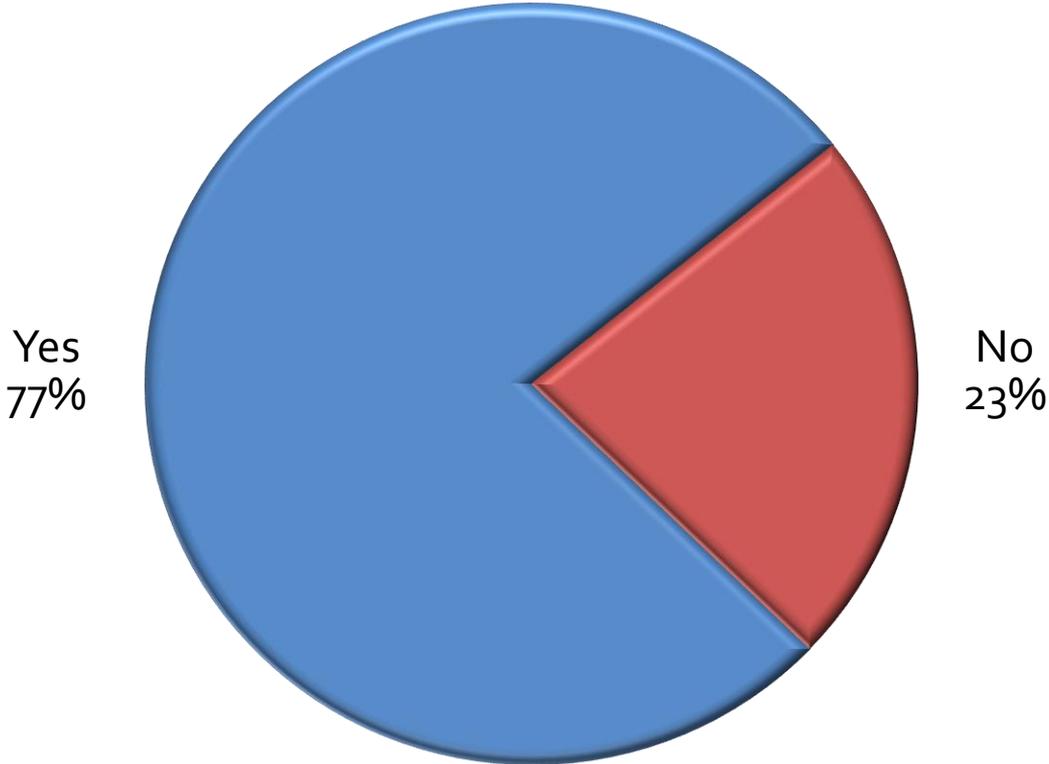
Though most residents are satisfied with the speed of their Internet service and the choice of providers, fewer, but still a majority, are satisfied with the price they pay.*



*Percentages based on respondents who have Internet access at home.

Nearly eight out of ten residents own a smartphone.

Own a Smartphone



Highlights



Most residents consider Dublin a desirable community. They are highly satisfied with the city's amenities (especially the parks), the services provided by the city (notably trash collection), and the treatment they receive when they contact city officials. Residents also praise the Dublin schools (their status as a separate entity notwithstanding) and the roundabouts.



Though most residents are enamored of Dublin as a place to live and a place to work, the city draws less praise as a place to retire.



Residents see Dublin as safe, clean, green, and convenient. Many describe it as family oriented and value the city's "sense of community."



Residents' top priorities are clear: improve the flow of traffic on Dublin's streets and roads, make the Bridge Street District a reality, and bring the Dublin branch of the Columbus Metropolitan Library into the 21st Century.



Among the various components of the Bridge Street District, interest is stronger in additional park land along the Scioto River; a pedestrian bridge across the river; and an increase in civic activity, the result of, for example, a plaza, more green space, city offices, and a relocated library. Interest is less strong, but not by much, in the expansion of downtown Dublin to and along Riverside Drive and in housing options within walking distance of the district's amenities.



Respondents also observed that restaurants, bars, and other entertainment venues coupled with retail stores – including small boutiques and specialty shops – would go far in attracting young professionals.



The local branch of the Columbus library is used by more than eight out of ten Dublin households. For most residents, equipping this facility for the 21st Century centers on technology: more and improved digital content, computers, computer software, and online services. Low-tech suggestions include more programs and space for children, rooms for meetings, expanded quiet areas, and a café or coffee shop.



At least one resident in four would be strongly inclined to contribute financially if updating the library requires additional funds. Many others are inclined to contribute as well, but only moderately.



When residents of Dublin contemplate additional park land, more favor river frontage and natural wooded areas than athletic fields and facilities, pavilions, and shelter houses. Moreover, when residents contemplate the arts in Dublin, more favor an outdoor amphitheater and an indoor performing arts center than art galleries, exhibit space, and public art.



For a plurality of residents, the local paper (i.e., the *Dublin Villager*) is the primary source of community news and information, aside from family and friends. The city's website is also popular. Though many residents have a Facebook account, few have visited the city's Facebook page. On a smaller scale, the same is true of Twitter.



Dublin residents are well-wired: Virtually all have Internet access and most have smartphones.



Finally, residents of Dublin tend to be married, have children at home, and own a freestanding house or condo. Most are employed either full- or part-time, the average age is 46, and the median household income is just short of \$150,000 annually.

Questions?