



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Dublin, OH

Trends over Time

2015



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# Summary

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 research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2015 ratings for the City of Dublin to its previous survey results in 2009 and 2012. Additional reports and technical appendices are available under separate cover.

Trend data for Dublin represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than six percentage points between the 2012 and 2015 surveys, otherwise the comparison between 2012 and 2015 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Dublin for 2015 generally remained stable. Of the 92 items for which comparisons were available, 84 items were rated similarly in 2012 and 2015, five items showed a decrease in ratings and three showed an increase in ratings. Notable trends over time included the following:

- Within the facet of Built Environment, two aspects ratings decreased and one increased. Ratings for new development in Dublin and cable television decreased, while the rating for power utility increased.
- Other ratings decreases were noted for bus or transit services and services provided by the Federal Government. Also, the number of respondents reporting having volunteered decreased.
- Compared to 2012, ratings increased for the availability of affordable quality child care/preschool. Also, more residents in 2015 than in 2012 thought the economy would have a positive impact on their income in the next 6 months.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2015 rating compared to 2012	Comparison to benchmark		
	2009	2012	2015		2009	2012	2015
Overall quality of life	98%	97%	97%	Similar	Much higher	Much higher	Higher
Overall image	97%	95%	97%	Similar	Much higher	Much higher	Much higher
Place to live	99%	98%	98%	Similar	Much higher	Much higher	Higher
Neighborhood	95%	96%	95%	Similar	Much higher	Much higher	Higher
Place to raise children	99%	97%	98%	Similar	Much higher	Much higher	Much higher
Place to retire	68%	65%	63%	Similar	Much higher	Similar	Similar
Overall appearance	99%	97%	98%	Similar	Much higher	Much higher	Much higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2015 rating compared to 2012	Comparison to benchmark		
		2009	2012	2015		2009	2012	2015
Safety	Overall feeling of safety	NA	NA	98%	NA	NA	NA	Higher
	Safe in neighborhood	98%	98%	98%	Similar	Much higher	Much higher	Similar
	Safe downtown/commercial area	98%	98%	98%	Similar	Much higher	Much higher	Similar
Mobility	Overall ease of travel	NA	NA	87%	NA	NA	NA	Higher
	Paths and walking trails	86%	89%	92%	Similar	Much higher	Much higher	Much higher
	Ease of walking	80%	85%	86%	Similar	Much higher	Much higher	Higher
	Travel by bicycle	81%	80%	80%	Similar	Much higher	Much higher	Much higher
	Travel by public transportation	NA	NA	26%	NA	NA	NA	Lower
	Travel by car	79%	75%	79%	Similar	Much higher	Much higher	Higher
	Public parking	NA	NA	55%	NA	NA	NA	Similar
	Traffic flow	67%	63%	62%	Similar	Much higher	Much higher	Similar
	Natural Environment	Overall natural environment	93%	94%	96%	Similar	Much higher	Much higher
Cleanliness		99%	98%	97%	Similar	Much higher	Much higher	Much higher
Air quality		91%	92%	94%	Similar	Much higher	Much higher	Higher
Built Environment	Overall built environment	NA	NA	89%	NA	NA	NA	Much higher
	New development in Dublin	86%	90%	77%	Lower	Much higher	Much higher	Higher
	Affordable quality housing	64%	60%	61%	Similar	Much higher	Much higher	Similar
	Housing options	79%	77%	79%	Similar	Much higher	Much higher	Higher
	Public places	NA	NA	89%	NA	NA	NA	Higher
Economy	Overall economic health	NA	NA	95%	NA	NA	NA	Much higher
	Vibrant downtown/commercial area	NA	NA	70%	NA	NA	NA	Higher
	Business and services	85%	89%	85%	Similar	Much higher	Much higher	Higher
	Cost of living	NA	NA	47%	NA	NA	NA	Similar
	Shopping opportunities	76%	76%	79%	Similar	Much higher	Much higher	Higher
	Employment opportunities	63%	73%	74%	Similar	Much higher	Much higher	Much higher

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2015 rating compared to 2012	Comparison to benchmark		
		2009	2012	2015		2009	2012	2015
Recreation and Wellness	Place to visit	NA	NA	80%	NA	NA	NA	Higher
	Place to work	91%	92%	91%	Similar	Much higher	Much higher	Much higher
	Health and wellness	NA	NA	92%	NA	NA	NA	Higher
	Mental health care	NA	NA	79%	NA	NA	NA	Much higher
	Preventive health services	85%	85%	88%	Similar	Much higher	Much higher	Much higher
	Health care	85%	81%	87%	Similar	Much higher	Much higher	Much higher
	Food	83%	85%	86%	Similar	Much higher	Much higher	Higher
	Recreational opportunities	91%	88%	91%	Similar	Much higher	Much higher	Much higher
Education and Enrichment	Fitness opportunities	NA	NA	92%	NA	NA	NA	Much higher
	Religious or spiritual events and activities	88%	84%	86%	Similar	Much higher	Much higher	Similar
	Cultural/arts/music activities	77%	72%	77%	Similar	Much higher	Much higher	Higher
	Adult education	NA	NA	75%	NA	NA	NA	Higher
	K-12 education	97%	93%	94%	Similar	Much higher	Much higher	Much higher
	Child care/preschool	72%	73%	80%	Higher	Much higher	Much higher	Much higher
	Social events and activities	83%	78%	78%	Similar	Much higher	Much higher	Higher
	Neighborliness	NA	NA	76%	NA	NA	NA	Higher
Community Engagement	Openness and acceptance	82%	82%	77%	Similar	Much higher	Much higher	Higher
	Opportunities to participate in community matters	82%	80%	79%	Similar	Much higher	Much higher	Higher
	Opportunities to volunteer	85%	86%	82%	Similar	Much higher	Much higher	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2015 rating compared to 2012	Comparison to benchmark		
	2009	2012	2015		2009	2012	2015
Services provided by Dublin	94%	94%	94%	Similar	Much higher	Much higher	Higher
Customer service	91%	89%	89%	Similar	Much higher	Much higher	Higher
Value of services for taxes paid	78%	74%	73%	Similar	Much higher	Much higher	Higher
Overall direction	85%	80%	82%	Similar	Much higher	Much higher	Higher
Welcoming citizen involvement	77%	76%	72%	Similar	Much higher	Much higher	Higher
Confidence in City government	NA	NA	79%	NA	NA	NA	Higher
Acting in the best interest of Dublin	NA	NA	79%	NA	NA	NA	Higher
Being honest	NA	NA	78%	NA	NA	NA	Higher
Treating all residents fairly	NA	NA	77%	NA	NA	NA	Higher
Services provided by the Federal Government	36%	42%	34%	Lower	Similar	Higher	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2015 rating compared to 2012	Comparison to benchmark		
		2009	2012	2015		2009	2012	2015
Safety	Police	95%	92%	94%	Similar	Much higher	Much higher	Higher
	Fire	98%	97%	98%	Similar	Much higher	Much higher	Higher
	Ambulance/EMS	99%	96%	98%	Similar	Much higher	Much higher	Higher

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		Percent rating positively (e.g., excellent/good)			2015 rating compared to 2012	Comparison to benchmark			
		2009	2012	2015		2009	2012	2015	
	Crime prevention	92%	89%	93%	Similar	Much higher	Much higher	Much higher	
	Fire prevention	93%	90%	93%	Similar	Much higher	Much higher	Higher	
	Animal control	87%	83%	81%	Similar	Much higher	Much higher	Higher	
	Emergency preparedness	88%	83%	85%	Similar	Much higher	Much higher	Higher	
Mobility	Traffic enforcement	85%	80%	83%	Similar	Much higher	Much higher	Higher	
	Street repair	85%	81%	81%	Similar	Much higher	Much higher	Much higher	
	Street cleaning	91%	87%	87%	Similar	Much higher	Much higher	Higher	
	Street lighting	70%	70%	73%	Similar	Much higher	Much higher	Higher	
	Snow removal	87%	86%	83%	Similar	Much higher	Much higher	Higher	
	Sidewalk maintenance	83%	78%	79%	Similar	Much higher	Much higher	Higher	
	Traffic signal timing	70%	69%	72%	Similar	Much higher	Much higher	Higher	
	Bus or transit services	NA	50%	36%	Lower	NA	Lower	Lower	
	Natural Environment	Garbage collection	95%	94%	93%	Similar	Much higher	Much higher	Similar
		Recycling	93%	93%	91%	Similar	Much higher	Much higher	Higher
Yard waste pick-up		93%	92%	91%	Similar	Much higher	Much higher	Higher	
Drinking water		84%	87%	83%	Similar	Much higher	Much higher	Higher	
Natural areas preservation		84%	85%	83%	Similar	Much higher	Much higher	Higher	
Open space		NA	NA	87%	NA	NA	NA	Higher	
Built Environment	Storm drainage	91%	86%	85%	Similar	Much higher	Much higher	Higher	
	Sewer services	92%	90%	92%	Similar	Much higher	Much higher	Higher	
	Power utility	79%	78%	88%	Higher	Higher	Higher	Similar	
	Land use, planning and zoning	78%	76%	76%	Similar	Much higher	Much higher	Much higher	
	Code enforcement	87%	86%	81%	Similar	Much higher	Much higher	Much higher	
Economy	Economic development	83%	84%	90%	Similar	Much higher	Much higher	Much higher	
Recreation and Wellness	City parks	96%	95%	96%	Similar	Much higher	Much higher	Higher	
	Recreation programs	92%	92%	92%	Similar	Much higher	Much higher	Higher	
	Recreation centers	94%	94%	93%	Similar	Much higher	Much higher	Much higher	
	Health services	93%	89%	93%	Similar	Much higher	Much higher	Higher	
Education and Enrichment	Special events	NA	NA	88%	NA	NA	NA	Higher	
	Public libraries	88%	93%	95%	Similar	Much higher	Much higher	Higher	
Community Engagement	Public information	87%	89%	89%	Similar	Much higher	Much higher	Higher	

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2015 rating compared to 2012	Comparison to benchmark		
	2009	2012	2015		2009	2012	2015
Sense of community	85%	86%	84%	Similar	Much higher	Much higher	Higher
Recommend Dublin	97%	97%	98%	Similar	Much higher	Much higher	Higher
Remain in Dublin	91%	89%	91%	Similar	Much higher	Higher	Similar
Contacted Dublin employees	56%	45%	48%	Similar	Similar	Much lower	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2015 rating compared to 2012	Comparison to benchmark		
		2009	2012	2015		2009	2012	2015
Safety	Stocked supplies for an emergency	NA	NA	28%	NA	NA	NA	Similar
	Did NOT report a crime	NA	NA	87%	NA	NA	NA	Higher
	Was NOT the victim of a crime	91%	92%	91%	Similar	Higher	Higher	Similar
Mobility	Used public transportation instead of driving	NA	NA	6%	NA	NA	NA	Much lower
	Carpooled instead of driving alone	NA	NA	41%	NA	NA	NA	Similar
	Walked or biked instead of driving	NA	NA	61%	NA	NA	NA	Similar
Natural Environment	Conserved water	NA	NA	74%	NA	NA	NA	Similar
	Made home more energy efficient	NA	NA	76%	NA	NA	NA	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2015 rating compared to 2012	Comparison to benchmark		
		2009	2012	2015		2009	2012	2015
Built Environment	Recycled at home	89%	92%	93%	Similar	Much higher	Much higher	Similar
	Did NOT observe a code violation	NA	NA	70%	NA	NA	NA	Higher
	NOT under housing cost stress	79%	83%	79%	Similar	Much higher	Much higher	Higher
Economy	Purchased goods or services in Dublin	NA	NA	99%	NA	NA	NA	Similar
	Economy will have positive impact on income	18%	24%	41%	Higher	Similar	Much higher	Higher
	Work in Dublin	NA	NA	41%	NA	NA	NA	Similar
Recreation and Wellness	Used Dublin recreation centers	74%	69%	70%	Similar	Much higher	Much higher	Higher
	Visited a City park	94%	91%	91%	Similar	Much higher	Higher	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	89%	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	92%	NA	NA	NA	Similar
	In very good to excellent health	NA	NA	74%	NA	NA	NA	Similar
Education and Enrichment	Used Dublin public libraries	NA	80%	77%	Similar	NA	Much higher	Similar
	Participated in religious or spiritual activities	54%	54%	54%	Similar	Similar	Higher	Similar
	Attended a City-sponsored event	NA	NA	72%	NA	NA	NA	Higher
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	19%	NA	NA	NA	Similar
	Contacted Dublin elected officials	NA	NA	12%	NA	NA	NA	Similar
	Volunteered	48%	55%	44%	Lower	Higher	Much higher	Similar
	Participated in a club	30%	34%	29%	Similar	Similar	Higher	Similar
	Talked to or visited with neighbors	NA	NA	96%	NA	NA	NA	Similar
	Done a favor for a neighbor	NA	NA	87%	NA	NA	NA	Similar
	Attended a local public meeting	22%	19%	20%	Similar	Much lower	Much lower	Similar
	Watched a local public meeting	34%	25%	26%	Similar	Much lower	Much lower	Similar
	Read or watched local news	NA	NA	90%	NA	NA	NA	Similar
	Voted in local elections	72%	86%	85%	Similar	Lower	Much higher	Similar