

## 2016 Community Attitudes Survey

A summary of the survey analysis presented by Dr. Martin Saperstein of Saperstein Associates at the March 7, 2016 Dublin City Council meeting. To view the complete presentation, visit [DublinOhioUSA.gov](http://DublinOhioUSA.gov).

### 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 400 registered voters in the City of Dublin.

Conducted on cell phones (79%) and landlines (21%), the interviews were completed in January 2016 and averaged 22 minutes in length.

The margin of error for this study (at most) is  $\pm 4.9$  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 are compared with data from a similar study conducted in 2013.

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

### Overall Impressions

More than nine out of ten residents praised Dublin as a place to live and work. A smaller but growing majority praised the city as a place to retire.

- A Place to Live – 98% excellent or good
- A Place to Work – 94% excellent or good
- A Place to Retire – 72% excellent or good, up from 67% in 2013

Satisfaction with City services and amenities was rated at 93% and above, with the exception of parking in Historic Dublin:

- Police protection – 99%
- Parks – 99%
- City events – 99%
- Chipper service – 98%
- Recreation programming – 98%
- Trash/recycling – 97%
- Snow removal – 97%
- Leaf collection – 97%
- Outdoor swimming pools – 97%
- Bike paths – 96%
- Recreation center – 95%
- Neighborhood road condition – 94%
- Mosquito control – 93%
- Parking in Historic Dublin – 65%

## **City Officials**

A majority of residents are very satisfied with how city officials maintain streets, roads and architectural standards, manage the city's finances, and plan for the future.

- Maintaining streets and roads – 98%
- Maintaining architectural standards – 95%
- Managing city's finances – 94%
- Planning for the future – 91%
- Promoting job creation – 91%
- Managing commercial growth – 87%
- Supporting Historic Dublin during construction – 87%
- Managing retail growth – 85%
- Managing residential growth – 82%
- Managing the flow of traffic – 77%

More than two out of five residents are very satisfied with how city officials provide and solicit information.

- Keeping local residents informed of important issues involving the city – 90%
- Seeking community input and feedback – 85%
- Listening to the concerns of local residents before making important decisions – 79%

## **Police**

Residents agree strongly that the Dublin Police keep neighborhoods safe, treat local residents courteously, and are well-trained, competent professionals.

- Police are well-trained, competent professionals – 99%
- Police do a good job keeping my neighborhood safe – 99%
- Police treat local residents courteously – 98%
- Police do a good job communicating with the community – 94%

## **Bridge Street District**

Awareness of the Bridge Street District is nearly universal, up dramatically since 2013 (97% vs. 53%).

Nine out of ten residents have positive impressions of the Bridge Street District.

- Very positive 39%
- Somewhat positive 48%
- Somewhat negative 10%
- Very negative 2%

Nine out of ten residents agree that the Bridge Street District will make Dublin more attractive to young professionals, strengthen the local economy, and enhance Dublin's reputation.

- Will make Dublin more attractive to young professionals – 90%
- Will strengthen the local economy – 90%
- Will enhance Dublin's reputation – 89%
- Will make Dublin more attractive to residents planning to retire – 70% (73% for those over the age of 55)

Half the residents are satisfied with the amount of public input as plans for the Bridge Street District developed. One in five has no opinion on this issue and one in four feels that more input was needed.

- Right amount – 54%
- Too little – 24%
- Too much – 2%
- No opinion – 20%

As a result of road work and other construction in the Bridge Street District, one resident in five reported that driving in Dublin is worse than expected. An equal number, however, described driving in Dublin as better than expected.

- What you expected – 57%
- Worse than expected – 22%
- Better than expected – 21%

Six out of ten residents are satisfied with the amount of information the city provides on the Bridge Street District. One in three, however, wants more.

- Right amount – 63%
- Too little – 34%
- Too much – 1%
- No opinion – 2%

## **Seniors**

Among residents 65 or older, more than six out of ten live in a freestanding home. The remaining seniors are as likely to rent as to own a condo.

- Own freestanding home – 63%
- Own condo – 19%
- Rent – 16%
- Other – 2%

As they look to the future, most seniors (65 or older) are planning to stay in Dublin, in their current home. Many fewer are planning to stay in Dublin and downsize.

- Stay in Dublin – 75%
- Move, but stay in Ohio – 9%
- Move outside Ohio – 9%

- Not sure – 8%

## **Arts**

Most residents are somewhat or very satisfied with Dublin's arts-related venues, programming, installations, and galleries.

- Cultural and performing arts programming 89%
- Cultural and performing arts venues 86%
- Public art installations 85%
- Art galleries 75%

Six out of ten residents offered no suggestions for programming or venues involving the performing arts. Among the suggestions that were offered, concerts was mentioned most often.

## **Digital Communications**

Since 2013, the city's digital platforms have become more popular as a primary source of information about Dublin.

- This Week Dublin Villager – 36% (down from 42% in 2013)
- City website – 25% (up from 9% in 2013)
- City social networking sites – 19% (up from 8% in 2013)
- eNews from Dublin – 9% (up from 4% in 2013)
- Dublin TV online – 5% (down from 6% in 2013)

52% consider at least one of the city's digital platforms a primary source of information about Dublin

This year, compared with 2013, more residents have visited a city website, receive news about Dublin on Facebook, and follow the city on Twitter.

- Visited a city website in the past three months – 62% (up from 56% in 2013)
- Get news from the City of Dublin on Facebook – 23% (up from 16% in 2013)
- Follow the city on Twitter – 12% (up from 6% in 2013)

For those younger than 35:

- Use any social media – 86%
- Have a Facebook account – 72%
- Have a Twitter account – 34%
- Use LinkedIn – 22%
- Use Instagram – 21%

Nearly every resident has Internet access at home and almost as many have a smartphone.

Though a majority of residents are satisfied with their Internet speed, fewer are very satisfied today than in 2013.

## **Highlights**

Residents continue to feel that the quality of life in Dublin is excellent.

They praise Dublin's public facilities and city services –from parks and bike paths to law enforcement and leaf collection.

Residents also praise city officials as they manage Dublin's growth and communicate with the public.

Residents are concerned, however, with parking in Dublin's Historic District and traffic.

Awareness of the Bridge Street District is almost universal.

Most residents have positive impressions of the Bridge Street District. They agree it will strengthen the local economy and enhance Dublin's appeal and reputation.

But many want more information.

Finally, the number of residents who rely on the city's digital platforms for information about Dublin is substantial and growing.