



THE NCSTM
The National Citizen SurveyTM

Dublin, OH

Trends over Time

2018



NRC

National Research Center Inc.

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

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 2018 ratings for the City of Dublin to its previous survey results in 2009, 2012 and 2015. 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 2015 and 2018 surveys, otherwise the comparisons between 2015 and 2018 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 2018 generally remained stable. Of the 133 items for which comparisons were available, 117 items were rated similarly in 2015 and 2018; 10 items showed a decrease in ratings and six showed an increase in ratings. Notable trends over time included the following:

- Ratings of most Community Characteristics tended to remain stable over time, but some differences were observed in 2018. Residents gave lower ratings to the overall natural environment, affordable quality housing and housing options in 2018 compared to previous survey years. While 2018 ratings for traffic flow were higher than 2015 and 2012, they were on par with 2009. Ratings for the overall quality of new development increased in 2018 compared to 2015, but were on par with 2009. Ratings for employment opportunities were at an all-time high in 2018.
- Overall, Governance ratings demonstrated stability over time. Ratings for open space were lower in 2018 than in 2015 (the first year the item appeared on the survey). Ratings for the overall quality of services provided by the Federal Government have fluctuated over time but were higher in 2018 than in 2015 and similar to 2012.
- Some changes in reported rates of Participation were observed in 2018. Fewer Dublin residents reported that they had contacted Dublin employees or watched a local public meeting in 2018; these were the lowest rates reported since the questions were first asked on the 2009 survey. Fewer survey respondents reported that they had conserved water, worked in Dublin, talked to or visited with a neighbor or read or watched local news in 2018 compared to 2015 (the baseline year for these questions). Fewer Dublin residents were under housing cost stress in 2018 than in 2015 and 2009. Resident perception of their own personal economic future has steadily increased over time and was at an all-time high in 2018.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)				2018 rating compared to 2015	Comparison to benchmark			
	2009	2012	2015	2018		2009	2012	2015	2018
Overall quality of life	98%	97%	97%	98%	Similar	Much higher	Much higher	Higher	Higher
Overall image	97%	95%	97%	96%	Similar	Much higher	Much higher	Much higher	Much higher
Place to live	99%	98%	98%	99%	Similar	Much higher	Much higher	Higher	Higher
Neighborhood	95%	96%	95%	96%	Similar	Much higher	Much higher	Higher	Higher
Place to raise children	99%	97%	98%	98%	Similar	Much higher	Much higher	Much higher	Much higher
Place to retire	68%	65%	63%	66%	Similar	Much higher	Similar	Similar	Similar
Overall appearance	99%	97%	98%	98%	Similar	Much higher	Much higher	Much higher	Much higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2018 rating compared to 2015	Comparison to benchmark			
		2009	2012	2015	2018		2009	2012	2015	2018
Safety	Overall feeling of safety	NA	NA	98%	98%	Similar	NA	NA	Higher	Higher
	Safe in neighborhood	98%	98%	98%	99%	Similar	Much higher	Much higher	Similar	Similar
	Safe downtown/commercial area	98%	98%	98%	98%	Similar	Much higher	Much higher	Similar	Similar
Mobility	Overall ease of travel	NA	NA	87%	89%	Similar	NA	NA	Higher	Higher
	Paths and walking trails	86%	89%	92%	91%	Similar	Much higher	Much higher	Much higher	Much higher
	Ease of walking	80%	85%	86%	85%	Similar	Much higher	Much higher	Higher	Higher
	Travel by bicycle	81%	80%	80%	78%	Similar	Much higher	Much higher	Much higher	Much higher
	Travel by public transportation	NA	NA	26%	24%	Similar	NA	NA	Lower	Lower
	Travel by car	79%	75%	79%	81%	Similar	Much higher	Much higher	Higher	Higher
	Public parking	NA	NA	55%	56%	Similar	NA	NA	Similar	Similar
	Traffic flow	67%	63%	62%	69%	Higher	Much higher	Much higher	Similar	Higher
	Overall natural environment	93%	94%	96%	89%	Lower	Much higher	Much higher	Higher	Higher
Natural Environment	Cleanliness	99%	98%	97%	97%	Similar	Much higher	Much higher	Much higher	Much higher
	Air quality	91%	92%	94%	96%	Similar	Much higher	Much higher	Higher	Higher
Built Environment	Overall built environment	NA	NA	89%	85%	Similar	NA	NA	Much higher	Higher

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2018 rating compared to 2015	Comparison to benchmark			
		2009	2012	2015	2018		2009	2012	2015	2018
	New development in Dublin	86%	90%	77%	84%	Higher	Much higher	Much higher	Higher	Much higher
	Affordable quality housing	64%	60%	61%	51%	Lower	Much higher	Much higher	Similar	Similar
	Housing options	79%	77%	79%	70%	Lower	Much higher	Much higher	Higher	Higher
	Public places	NA	NA	89%	90%	Similar	NA	NA	Higher	Higher
Economy	Overall economic health	NA	NA	95%	93%	Similar	NA	NA	Much higher	Much higher
	Vibrant downtown/commercial area	NA	NA	70%	72%	Similar	NA	NA	Higher	Higher
	Business and services	85%	89%	85%	85%	Similar	Much higher	Much higher	Higher	Higher
	Cost of living	NA	NA	47%	47%	Similar	NA	NA	Similar	Similar
	Shopping opportunities	76%	76%	79%	74%	Similar	Much higher	Much higher	Higher	Higher
	Employment opportunities	63%	73%	74%	80%	Higher	Much higher	Much higher	Much higher	Much higher
	Place to visit	NA	NA	80%	80%	Similar	NA	NA	Higher	Higher
	Place to work	91%	92%	91%	91%	Similar	Much higher	Much higher	Much higher	Much higher
	Health and wellness	NA	NA	92%	93%	Similar	NA	NA	Higher	Higher
	Mental health care	NA	NA	79%	76%	Similar	NA	NA	Much higher	Much higher
	Preventive health services	85%	85%	88%	88%	Similar	Much higher	Much higher	Much higher	Much higher
	Health care	85%	81%	87%	87%	Similar	Much higher	Much higher	Much higher	Much higher
Recreation and Wellness	Food	83%	85%	86%	84%	Similar	Much higher	Much higher	Higher	Higher
	Recreational opportunities	91%	88%	91%	85%	Similar	Much higher	Much higher	Much higher	Higher
	Fitness opportunities	NA	NA	92%	91%	Similar	NA	NA	Much higher	Higher
	Education and enrichment opportunities	NA	NA	92%	93%	Similar	NA	NA	Higher	Much higher
Education and Enrichment	Religious or spiritual events and activities	88%	84%	86%	88%	Similar	Much higher	Much higher	Similar	Similar
	Cultural/arts/music activities	77%	72%	77%	77%	Similar	Much higher	Much higher	Higher	Higher
	Adult education	NA	NA	75%	81%	Similar	NA	NA	Higher	Higher

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2018 rating compared to 2015	Comparison to benchmark			
		2009	2012	2015	2018		2009	2012	2015	2018
	K-12 education	97%	93%	94%	97%	Similar	Much higher	Much higher	Much higher	Much higher
	Child care/preschool	72%	73%	80%	76%	Similar	Much higher	Much higher	Much higher	Higher
Community Engagement	Social events and activities	83%	78%	78%	82%	Similar	Much higher	Much higher	Higher	Higher
	Neighborliness	NA	NA	76%	77%	Similar	NA	NA	Higher	Higher
	Openness and acceptance	82%	82%	77%	80%	Similar	Much higher	Much higher	Higher	Higher
	Opportunities to participate in community matters	82%	80%	79%	79%	Similar	Much higher	Much higher	Higher	Higher
	Opportunities to volunteer	85%	86%	82%	83%	Similar	Much higher	Much higher	Similar	Higher

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)				2018 rating compared to 2015	Comparison to benchmark			
	2009	2012	2015	2018		2009	2012	2015	2018
Services provided by Dublin	94%	94%	94%	94%	Similar	Much higher	Much higher	Higher	Much higher
Customer service	91%	89%	89%	92%	Similar	Much higher	Much higher	Higher	Higher
Value of services for taxes paid	78%	74%	73%	75%	Similar	Much higher	Much higher	Higher	Higher
Overall direction	85%	80%	82%	81%	Similar	Much higher	Much higher	Higher	Higher
Welcoming citizen involvement	77%	76%	72%	74%	Similar	Much higher	Much higher	Higher	Higher
Confidence in City government	NA	NA	79%	80%	Similar	NA	NA	Higher	Higher
Acting in the best interest of Dublin	NA	NA	79%	80%	Similar	NA	NA	Higher	Higher
Being honest	NA	NA	78%	80%	Similar	NA	NA	Higher	Higher
Treating all residents fairly	NA	NA	77%	79%	Similar	NA	NA	Higher	Higher
Services provided by the Federal Government	36%	42%	34%	41%	Higher	Similar	Higher	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)				2018 rating compared to 2015	Comparison to benchmark			
		2009	2012	2015	2018		2009	2012	2015	2018
Safety	Police	95%	92%	94%	96%	Similar	Much higher	Much higher	Higher	Higher
	Fire	98%	97%	98%	99%	Similar	Much higher	Much higher	Higher	Higher
	Ambulance/EMS	99%	96%	98%	98%	Similar	Much higher	Much higher	Higher	Higher

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		Percent rating positively (e.g., excellent/good)				2018 rating compared to 2015	Comparison to benchmark				
		2009	2012	2015	2018		2009	2012	2015	2018	
	Crime prevention	92%	89%	93%	93%	Similar	Much higher	Much higher	Much higher	Much higher	
	Fire prevention	93%	90%	93%	92%	Similar	Much higher	Much higher	Higher	Higher	
	Animal control	87%	83%	81%	85%	Similar	Much higher	Much higher	Higher	Higher	
	Emergency preparedness	88%	83%	85%	85%	Similar	Much higher	Much higher	Higher	Higher	
Mobility	Traffic enforcement	85%	80%	83%	85%	Similar	Much higher	Much higher	Higher	Higher	
	Street repair	85%	81%	81%	83%	Similar	Much higher	Much higher	Much higher	Much higher	
	Street cleaning	91%	87%	87%	86%	Similar	Much higher	Much higher	Higher	Much higher	
	Street lighting	70%	70%	73%	73%	Similar	Much higher	Much higher	Higher	Higher	
	Snow removal	87%	86%	83%	82%	Similar	Much higher	Much higher	Higher	Higher	
	Sidewalk maintenance	83%	78%	79%	76%	Similar	Much higher	Much higher	Higher	Higher	
	Traffic signal timing	70%	69%	72%	74%	Similar	Much higher	Much higher	Higher	Higher	
	Bus or transit services	NA	50%	36%	39%	Similar	NA	Lower	Lower	Similar	
	Natural Environment	Garbage collection	95%	94%	93%	91%	Similar	Much higher	Much higher	Similar	Higher
		Recycling	93%	93%	91%	86%	Similar	Much higher	Much higher	Higher	Higher
		Yard waste pick-up	93%	92%	91%	92%	Similar	Much higher	Much higher	Higher	Higher
Drinking water		84%	87%	83%	89%	Similar	Much higher	Much higher	Higher	Higher	
Natural areas preservation		84%	85%	83%	77%	Similar	Much higher	Much higher	Higher	Higher	
Open space		NA	NA	87%	81%	Lower	NA	NA	Higher	Higher	
Built Environment	Storm drainage	91%	86%	85%	87%	Similar	Much higher	Much higher	Higher	Higher	
	Sewer services	92%	90%	92%	91%	Similar	Much higher	Much higher	Higher	Higher	
	Power utility	79%	78%	88%	89%	Similar	Higher	Higher	Similar	Higher	
	Utility billing	NA	NA	NA	83%	NA	NA	NA	NA	Higher	

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		Percent rating positively (e.g., excellent/good)				2018 rating compared to 2015	Comparison to benchmark			
		2009	2012	2015	2018		2009	2012	2015	2018
	Land use, planning and zoning	78%	76%	76%	76%	Similar	Much higher	Much higher	Much higher	Higher
	Code enforcement	87%	86%	81%	82%	Similar	Much higher	Much higher	Much higher	Much higher
	Cable television	NA	71%	65%	62%	Similar	NA	Much higher	Similar	Similar
Economy	Economic development	83%	84%	90%	87%	Similar	Much higher	Much higher	Much higher	Much higher
Recreation and Wellness	City parks	96%	95%	96%	93%	Similar	Much higher	Much higher	Higher	Higher
	Recreation programs	92%	92%	92%	87%	Similar	Much higher	Much higher	Higher	Higher
	Recreation centers	94%	94%	93%	93%	Similar	Much higher	Much higher	Much higher	Much higher
	Health services	93%	89%	93%	92%	Similar	Much higher	Much higher	Higher	Higher
	Special events	NA	NA	88%	87%	Similar	NA	NA	Higher	Higher
Education and Enrichment	Public libraries	88%	93%	95%	92%	Similar	Much higher	Much higher	Higher	Similar
Community Engagement	Public information	87%	89%	89%	88%	Similar	Much higher	Much higher	Higher	Higher

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2018 rating compared to 2015	Comparison to benchmark			
	2009	2012	2015	2018		2009	2012	2015	2018
Sense of community	85%	86%	84%	83%	Similar	Much higher	Much higher	Higher	Higher
Recommend Dublin	97%	97%	98%	97%	Similar	Much higher	Much higher	Higher	Higher
Remain in Dublin	91%	89%	91%	93%	Similar	Much higher	Higher	Similar	Higher
Contacted Dublin employees	56%	45%	48%	41%	Lower	Similar	Much lower	Similar	Similar

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Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2018 rating compared to 2015	Comparison to benchmark			
		2009	2012	2015	2018		2009	2012	2015	2018
Safety	Stocked supplies for an emergency	NA	NA	28%	25%	Similar	NA	NA	Similar	Lower
	Did NOT report a crime	NA	NA	87%	88%	Similar	NA	NA	Higher	Higher
	Was NOT the victim of a crime	91%	92%	91%	94%	Similar	Higher	Higher	Similar	Similar
Mobility	Used public transportation instead of driving	NA	NA	6%	4%	Similar	NA	NA	Much lower	Much lower
	Carpooled instead of driving alone	NA	NA	41%	39%	Similar	NA	NA	Similar	Similar
	Walked or biked instead of driving	NA	NA	61%	62%	Similar	NA	NA	Similar	Similar
Natural Environment	Conserved water	NA	NA	74%	68%	Lower	NA	NA	Similar	Lower
	Made home more energy efficient	NA	NA	76%	73%	Similar	NA	NA	Similar	Similar
	Recycled at home	89%	92%	93%	93%	Similar	Much higher	Much higher	Similar	Similar
Built Environment	Did NOT observe a code violation	NA	NA	70%	75%	Similar	NA	NA	Higher	Much higher
	NOT under housing cost stress	79%	83%	79%	87%	Higher	Much higher	Much higher	Higher	Higher
Economy	Purchased goods or services in Dublin	NA	NA	99%	96%	Similar	NA	NA	Similar	Similar
	Economy will have positive impact on income	18%	24%	41%	53%	Higher	Similar	Much higher	Higher	Much higher
	Work in Dublin	NA	NA	41%	34%	Lower	NA	NA	Similar	Similar
Recreation and Wellness	Used Dublin recreation centers	74%	69%	70%	67%	Similar	Much higher	Much higher	Higher	Similar
	Visited a City park	94%	91%	91%	90%	Similar	Much higher	Higher	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	89%	88%	Similar	NA	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	NA	92%	93%	Similar	NA	NA	Similar	Similar
	In very good to excellent health	NA	NA	74%	77%	Similar	NA	NA	Similar	Similar
Education and Enrichment	Used Dublin public libraries	NA	80%	77%	71%	Similar	NA	Much higher	Similar	Similar
	Participated in religious or spiritual activities	54%	54%	54%	53%	Similar	Similar	Higher	Similar	Similar
	Attended a City-sponsored event	NA	NA	72%	68%	Similar	NA	NA	Higher	Higher
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	19%	19%	Similar	NA	NA	Similar	Similar
	Contacted Dublin elected officials	NA	NA	12%	12%	Similar	NA	NA	Similar	Similar

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	Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2018 rating compared to 2015	Comparison to benchmark			
	2009	2012	2015	2018		2009	2012	2015	2018
Volunteered	48%	55%	44%	38%	Similar	Higher	Much higher	Similar	Similar
Participated in a club	30%	34%	29%	31%	Similar	Similar	Higher	Similar	Similar
Talked to or visited with neighbors	NA	NA	96%	90%	Lower	NA	NA	Similar	Similar
Done a favor for a neighbor	NA	NA	87%	83%	Similar	NA	NA	Similar	Similar
Attended a local public meeting	22%	19%	20%	23%	Similar	Much lower	Much lower	Similar	Similar
Watched a local public meeting	34%	25%	26%	17%	Lower	Much lower	Much lower	Similar	Similar
Read or watched local news	NA	NA	90%	80%	Lower	NA	NA	Similar	Similar
Voted in local elections	72%	86%	85%	84%	Similar	Lower	Much higher	Similar	Similar