



The City of Delaware Community Attitudes Survey

Saperstein Associates, Inc. | Spring 2015

Introduction

This research gives residents of Delaware 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.

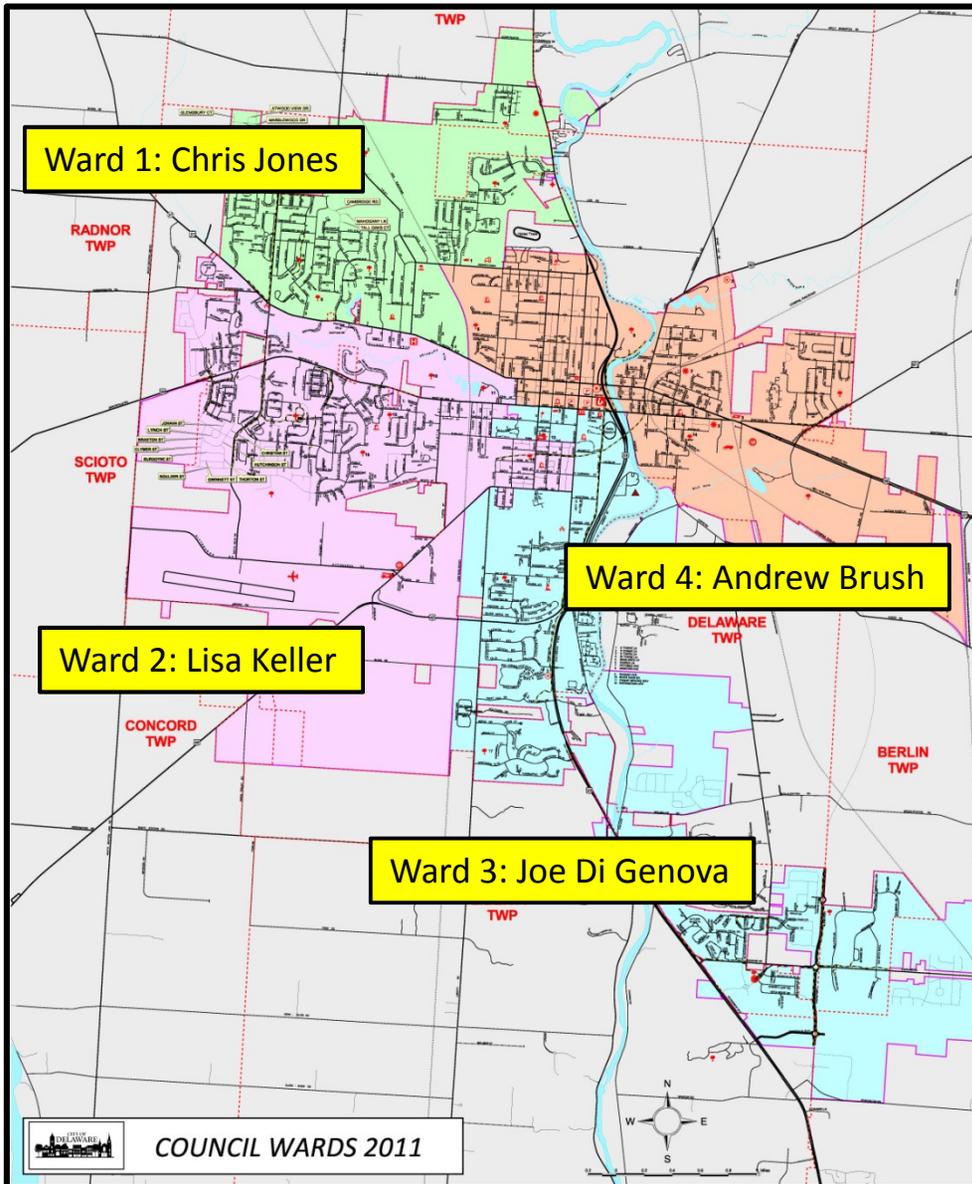


Methodology

- **Telephone interviews were conducted with a random sample of more than 400 registered voters all of whom live in the City of Delaware.**
- **Conducted on landlines ($\approx 37\%$) and cell phones ($\approx 63\%$), the interviews were completed in May 2015 and averaged 17 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.**



Residents

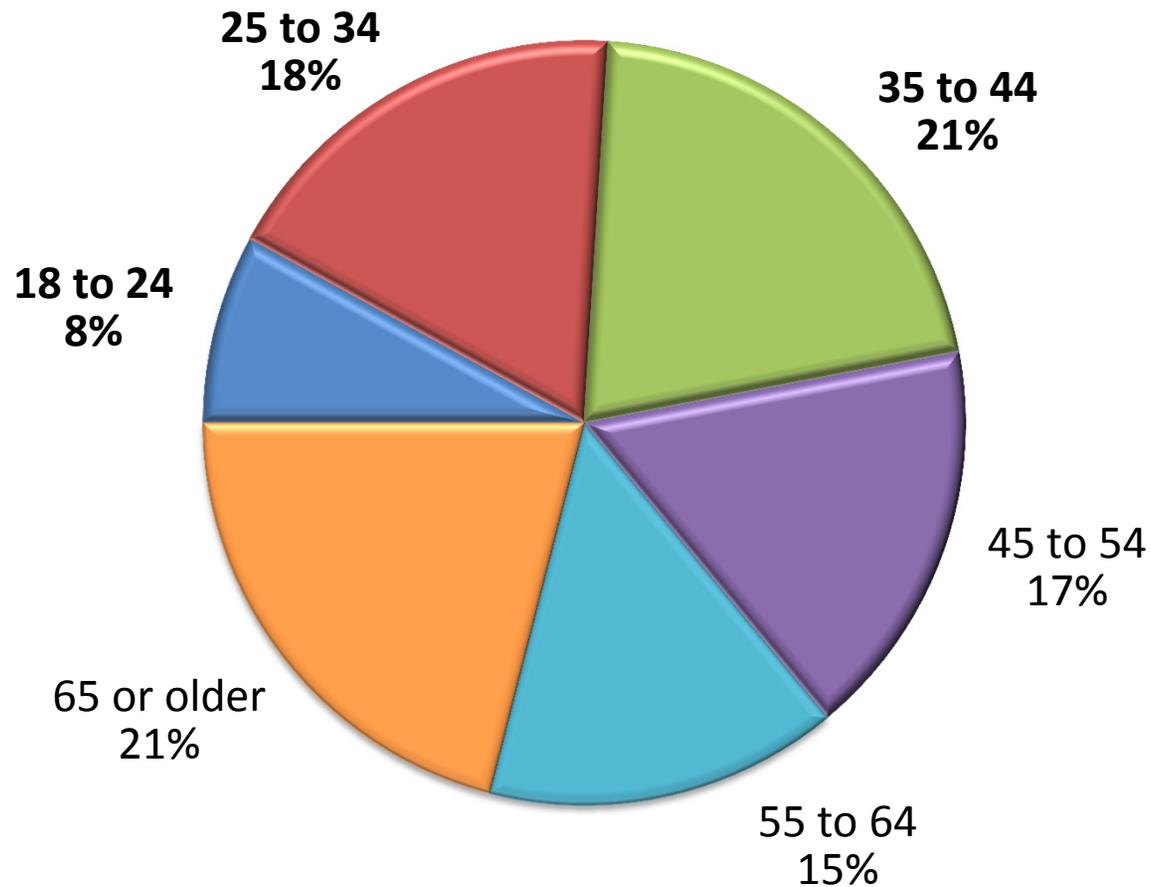


City of Delaware

The geographic distribution of survey respondents reflects the actual distribution of Delaware residents.

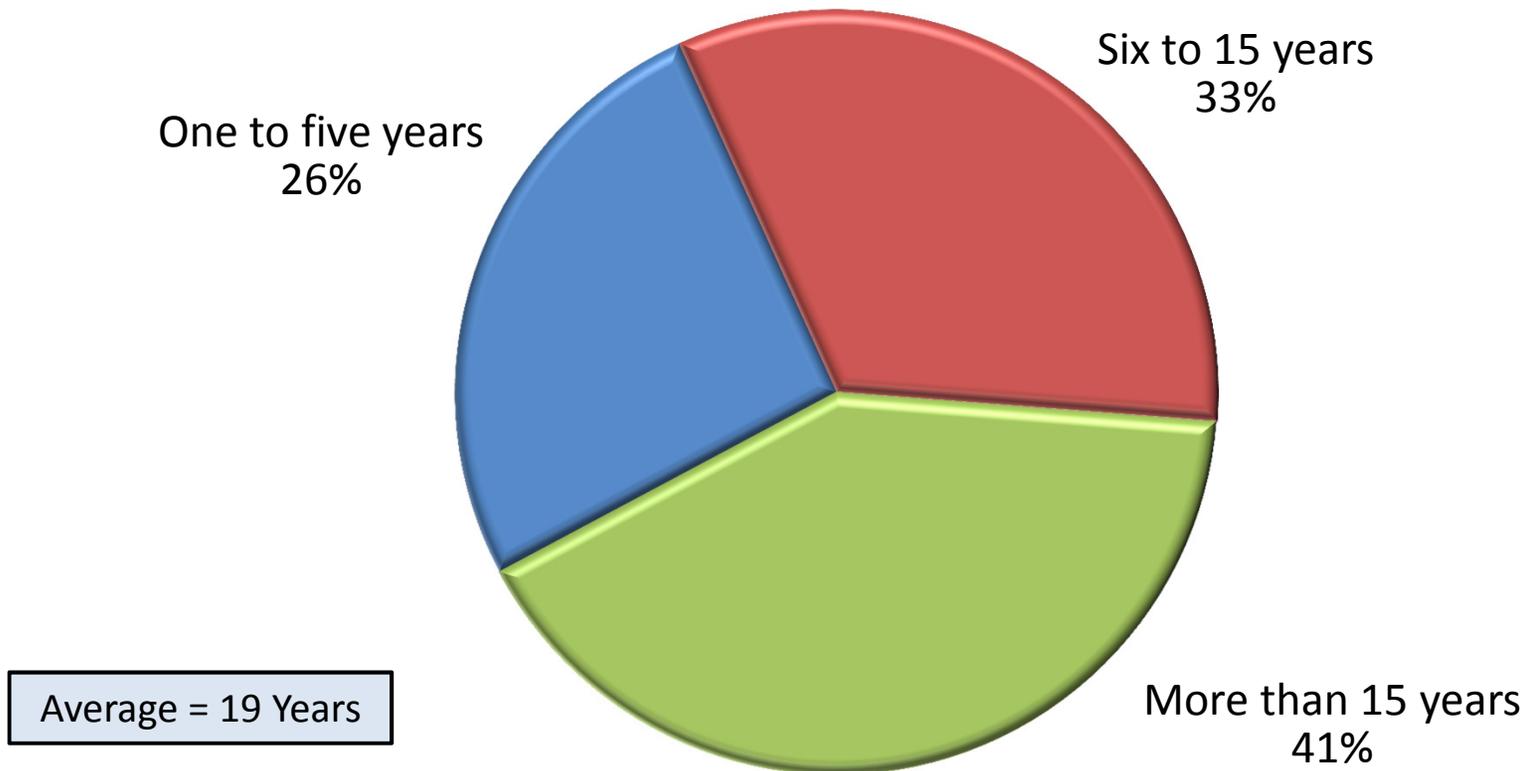
	Actual*	Survey
Ward 1	25%	25%
Ward 2	26%	25%
Ward 3	25%	25%
Ward 4	24%	25%

**Approximately half the adult population is younger than 45.[†]
One in five is 65 or older.**

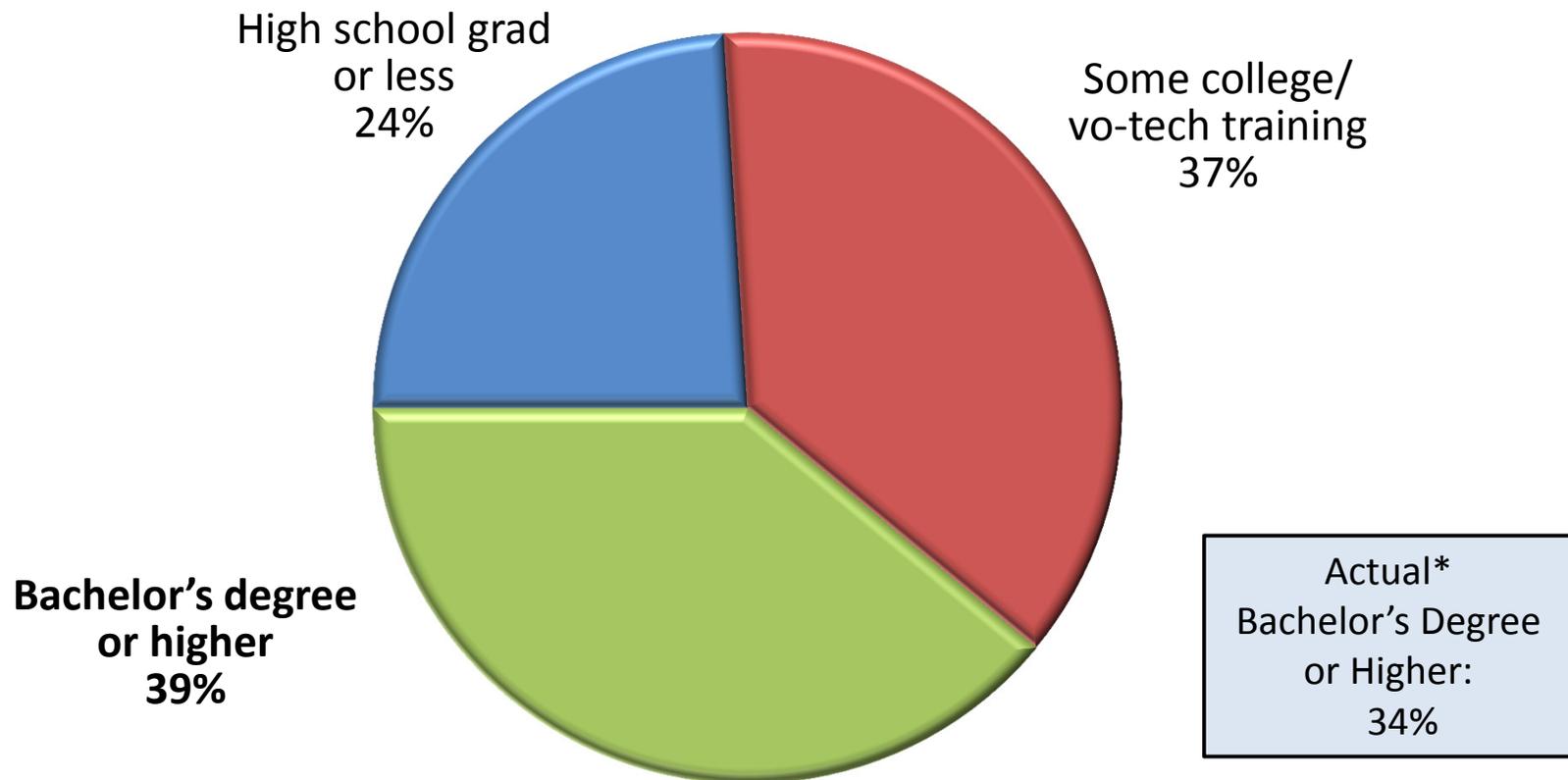


Actual*	
18 to 24:	10%
25 to 34:	19%
35 to 44:	22%
45 to 54:	17%
55 to 64:	14%
≥65:	18%

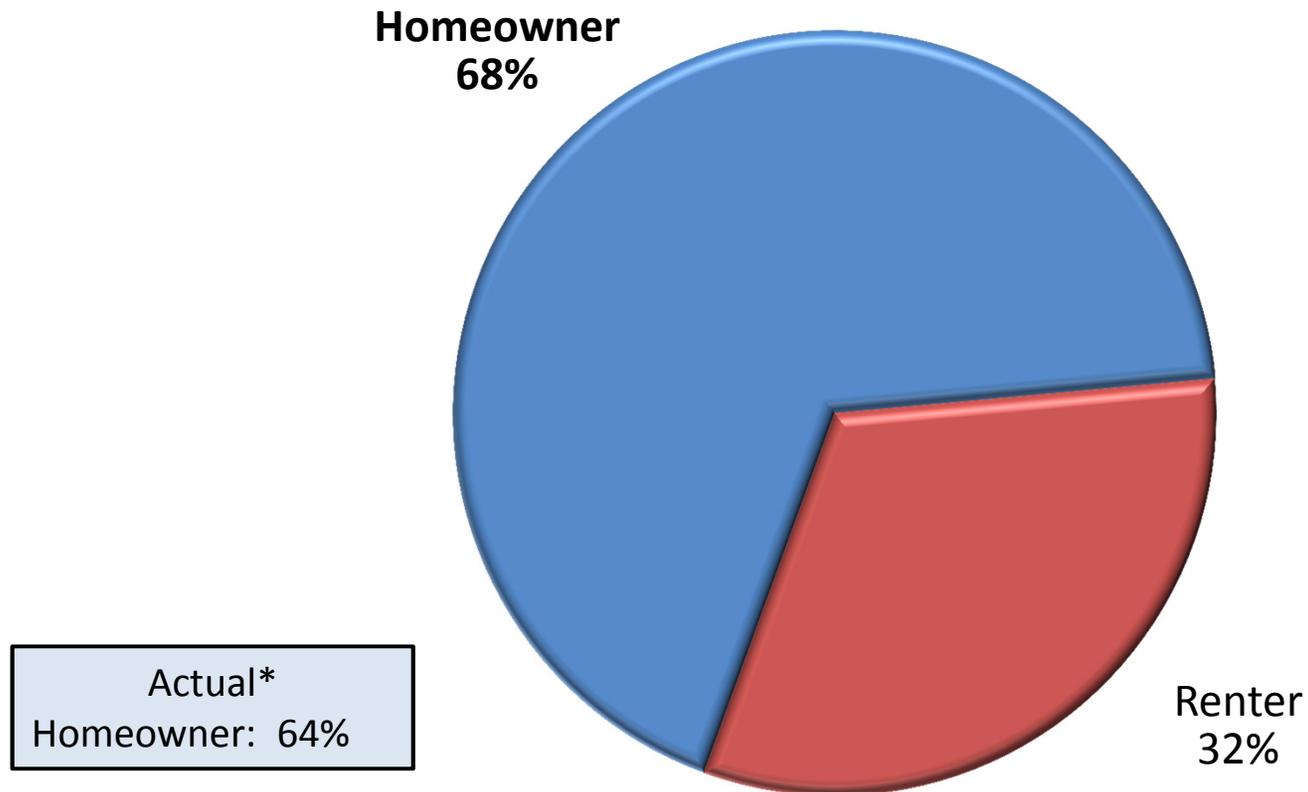
**On average, adult residents have lived in Delaware for
19 years.**



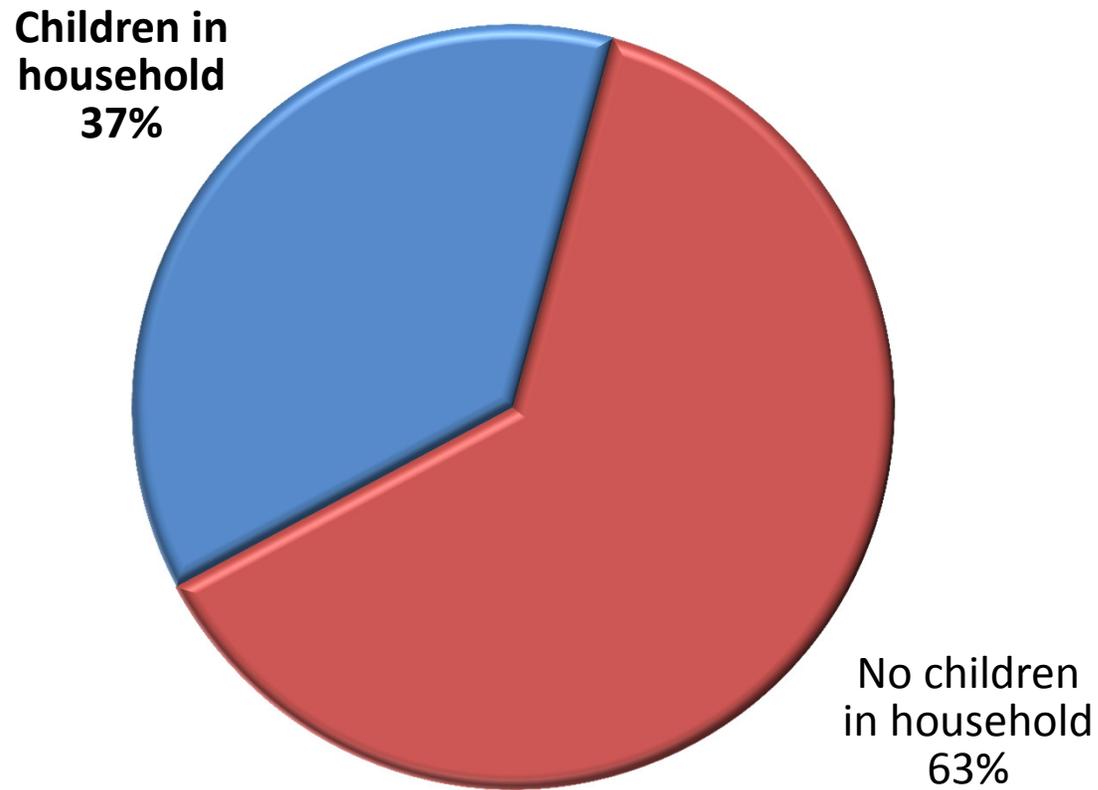
Slightly more than one resident in three has a four-year college degree.



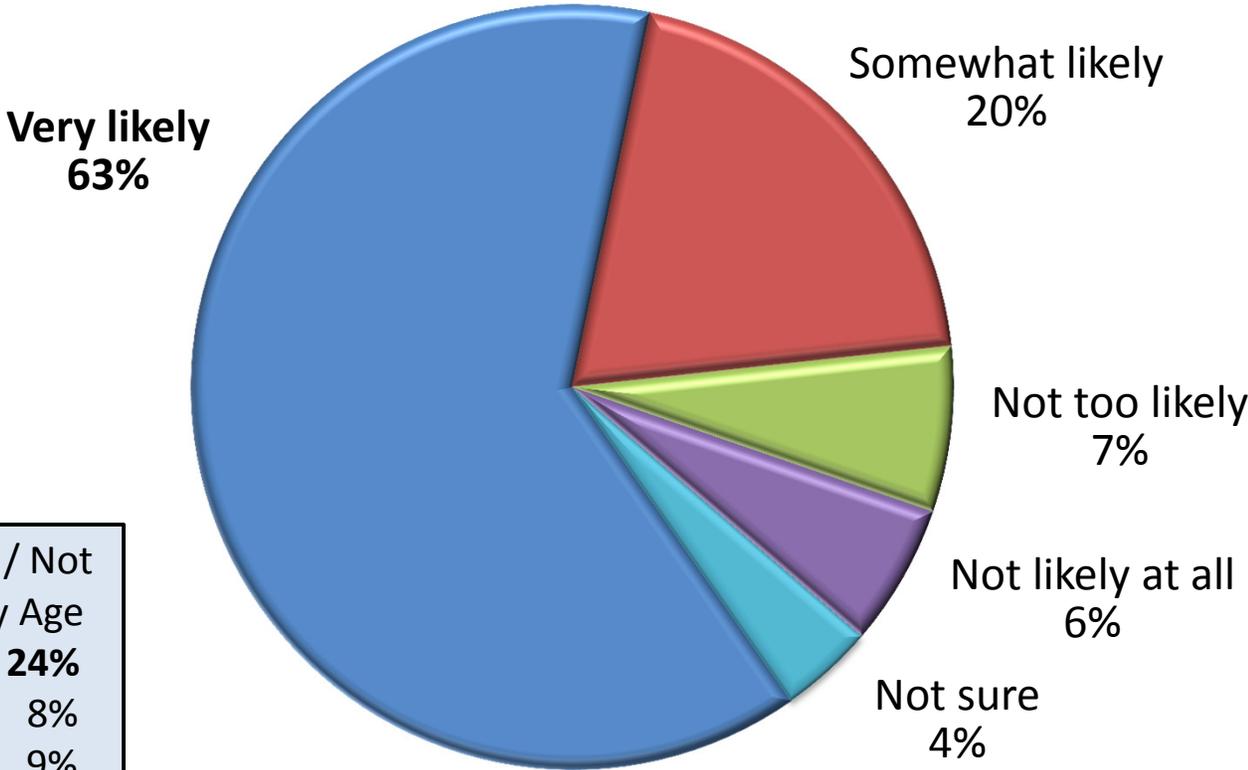
Two out of three residents are homeowners. One out of three rents.



Nearly four out of ten residents have minor children at home.

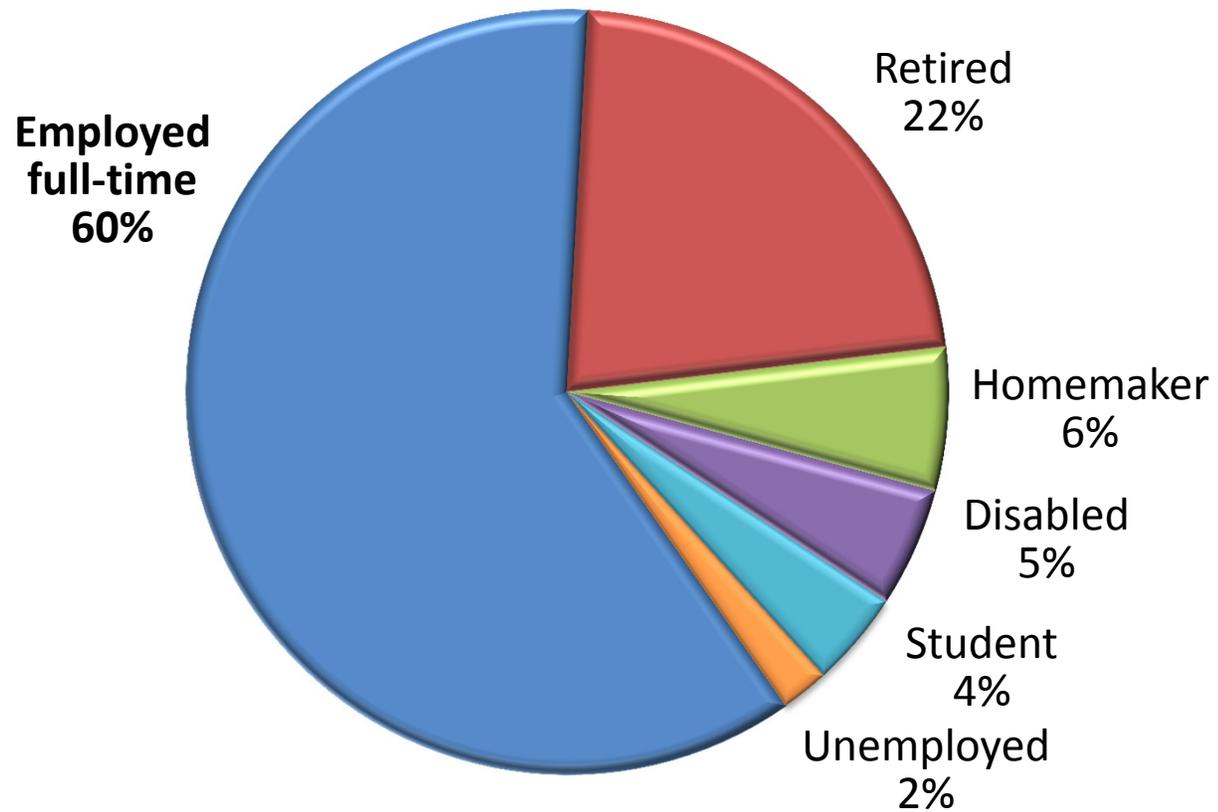


More than six out of ten residents expect to remain a resident of Delaware for at least the next five years. Though roughly one out of ten does not, the figure is almost twice as high for younger residents.

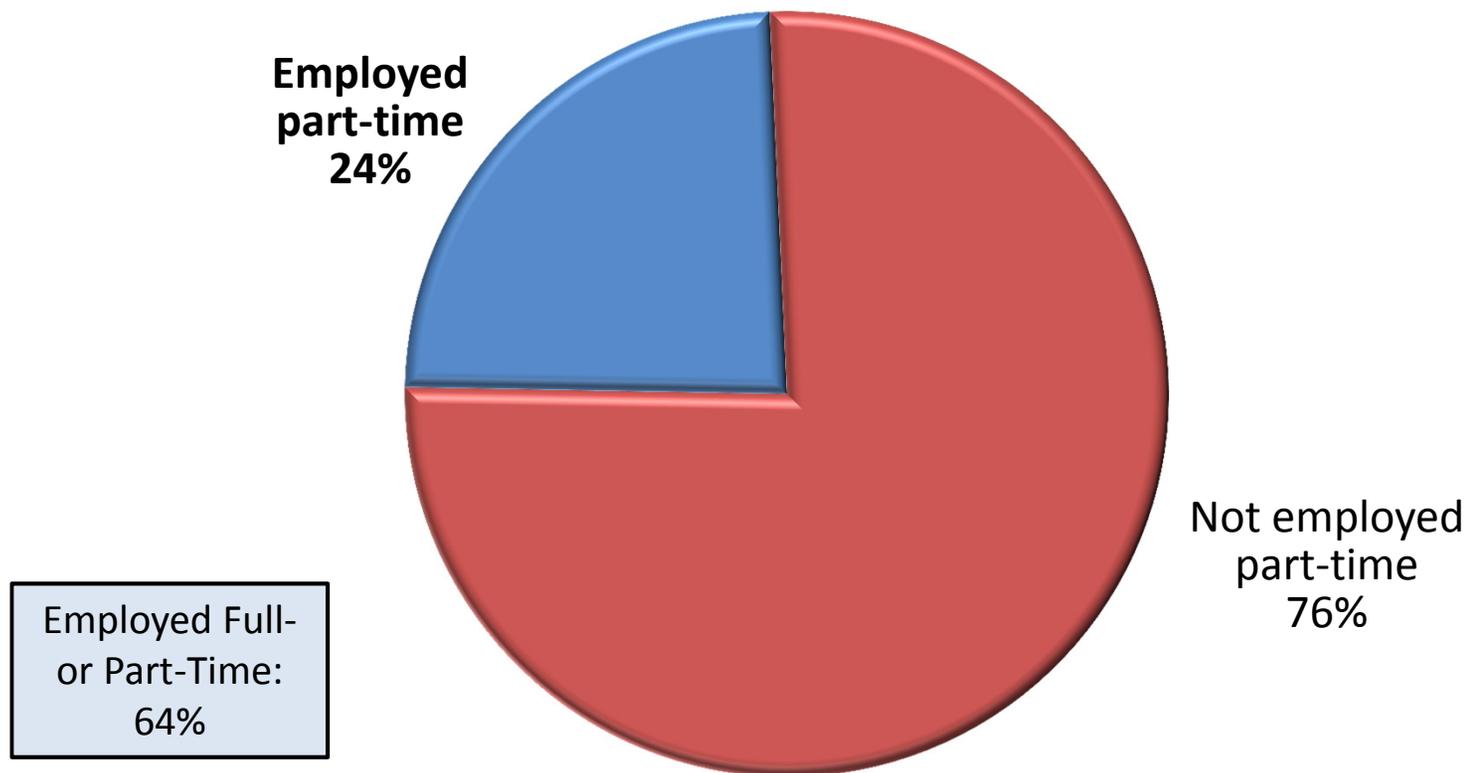


Not Too Likely / Not Likely At All by Age	
18 to 34:	24%
35 to 54:	8%
≥55:	9%

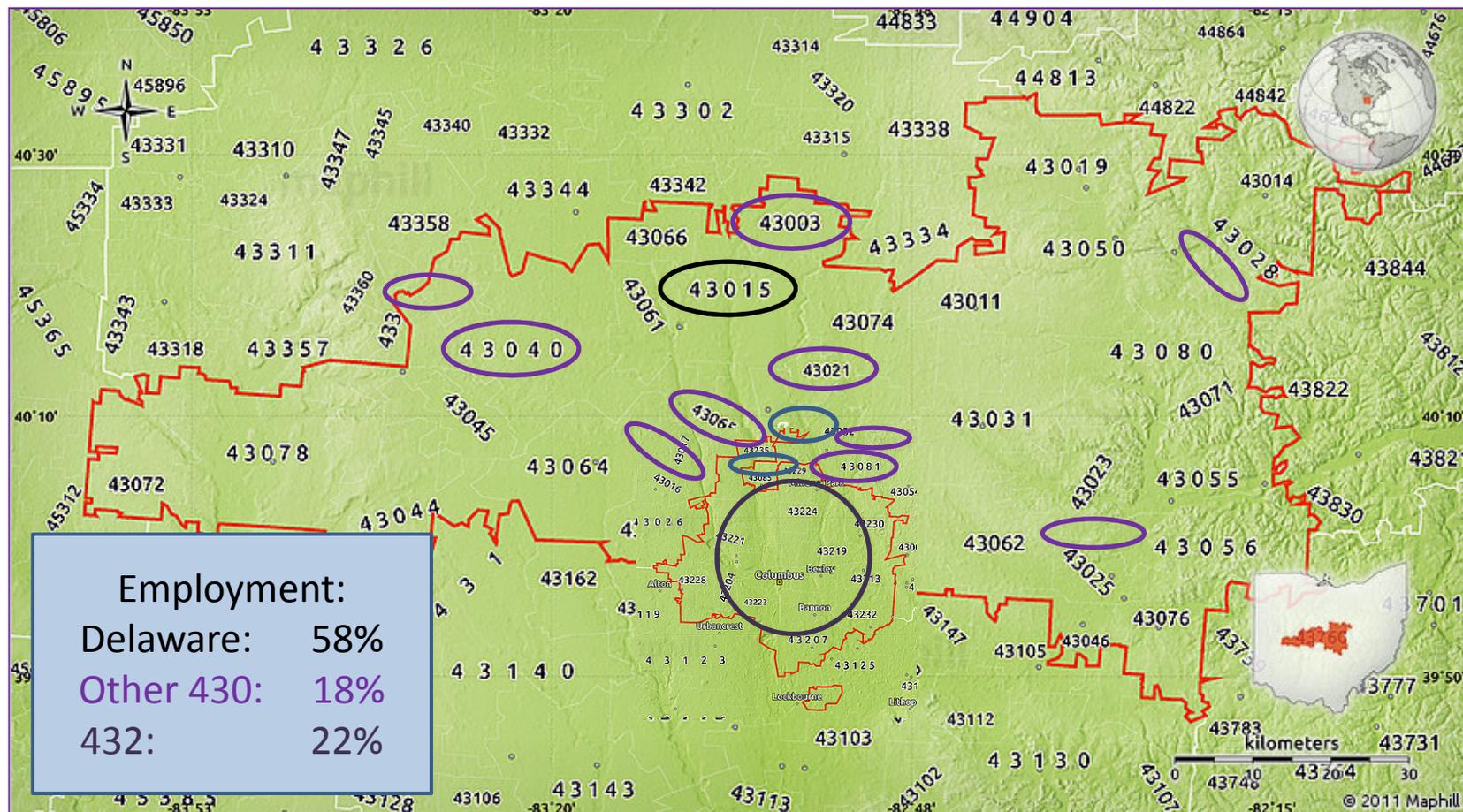
Six out of ten residents are employed full-time. Two out of ten are retired.



Among residents not employed full-time, one out of four works part-time.

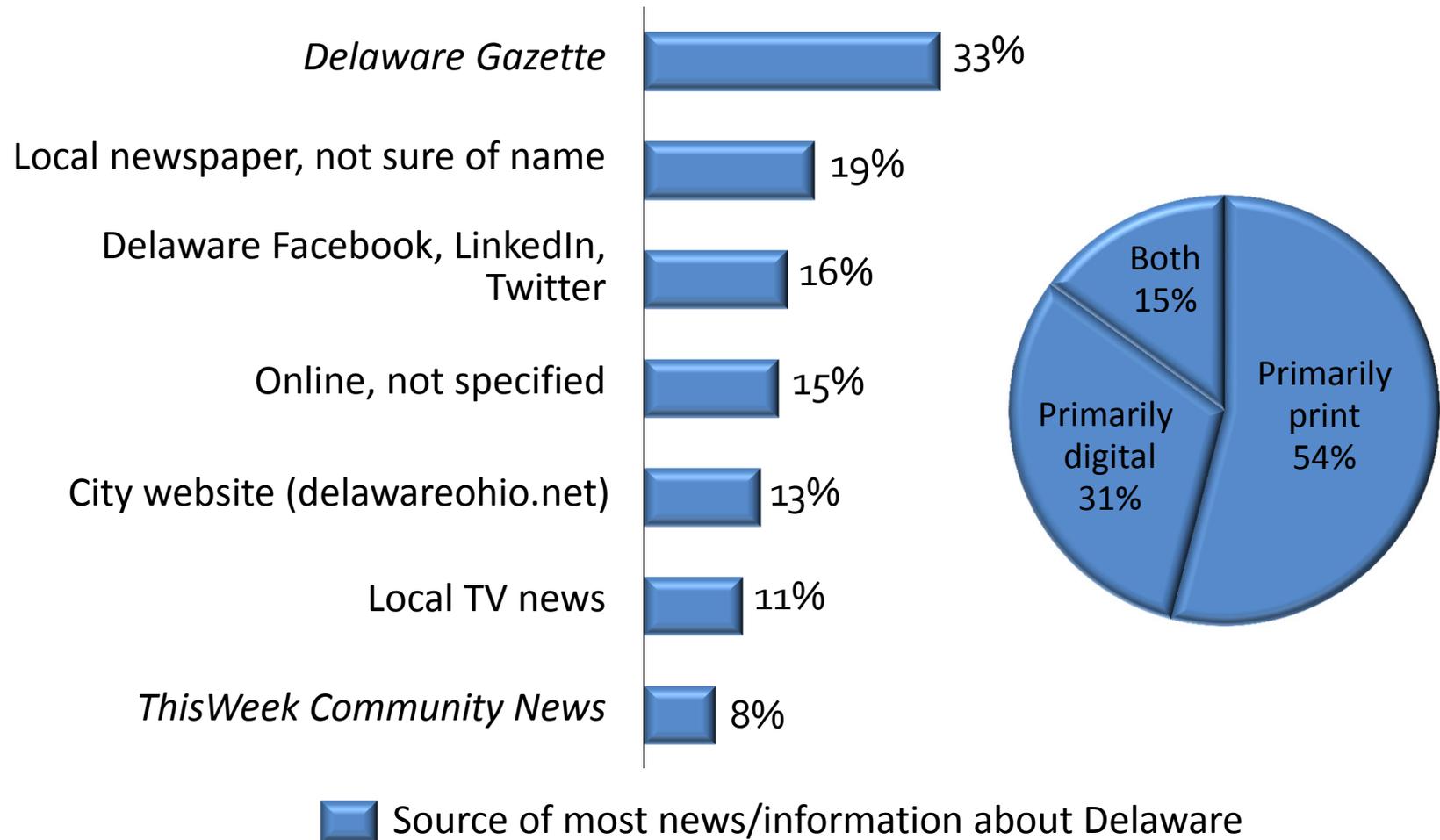


Among adults employed either full- or part-time, three out of five work in Delaware. The remaining residents are split between other 430 ZIP codes and Columbus (i.e., 432 ZIP codes).



Empty ovals approximate the locations of additional ZIP codes where residents are employed.

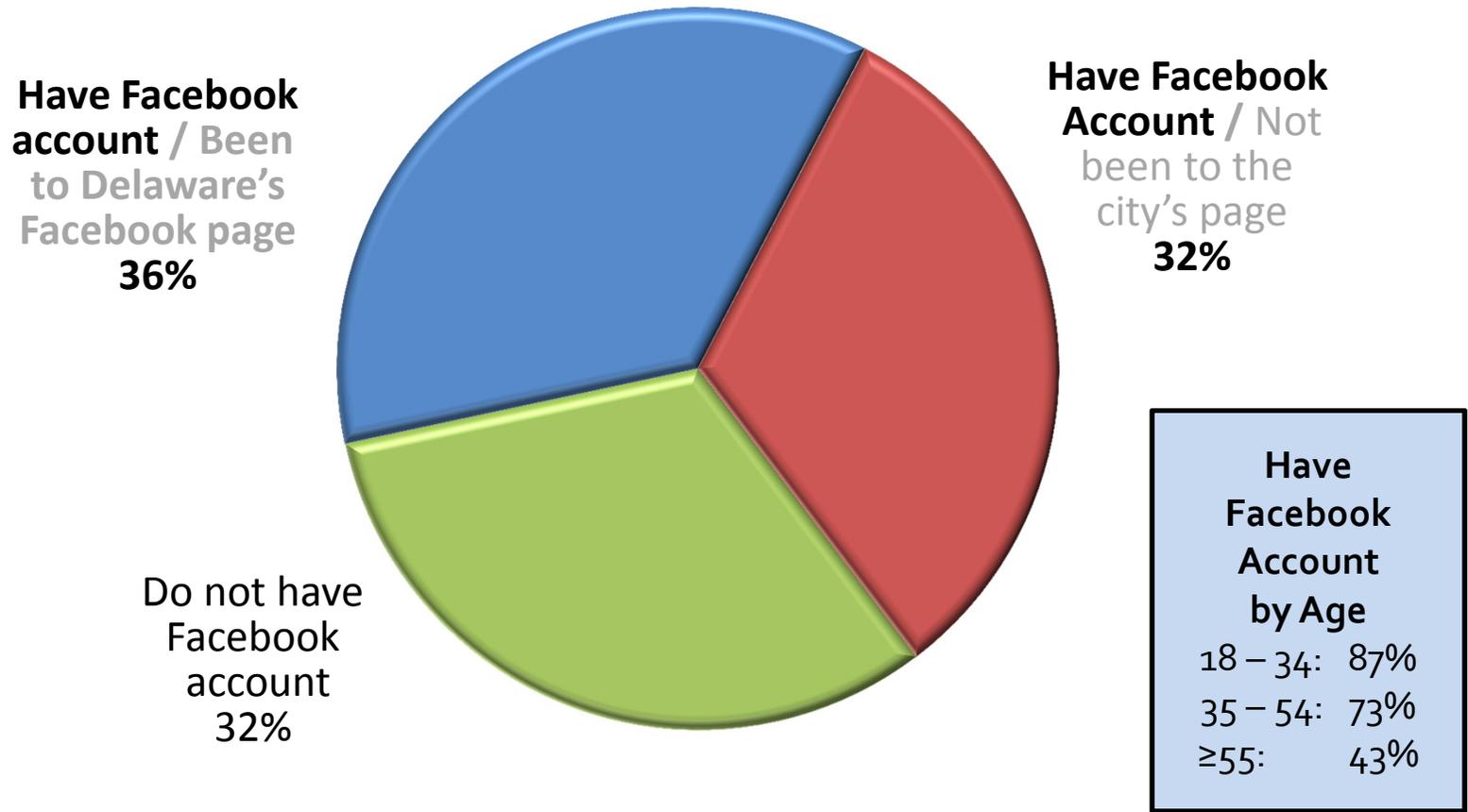
Excluding family and friends, a plurality of residents get most of their news and information about Delaware from the *Delaware Gazette*. Digital sources also are popular.



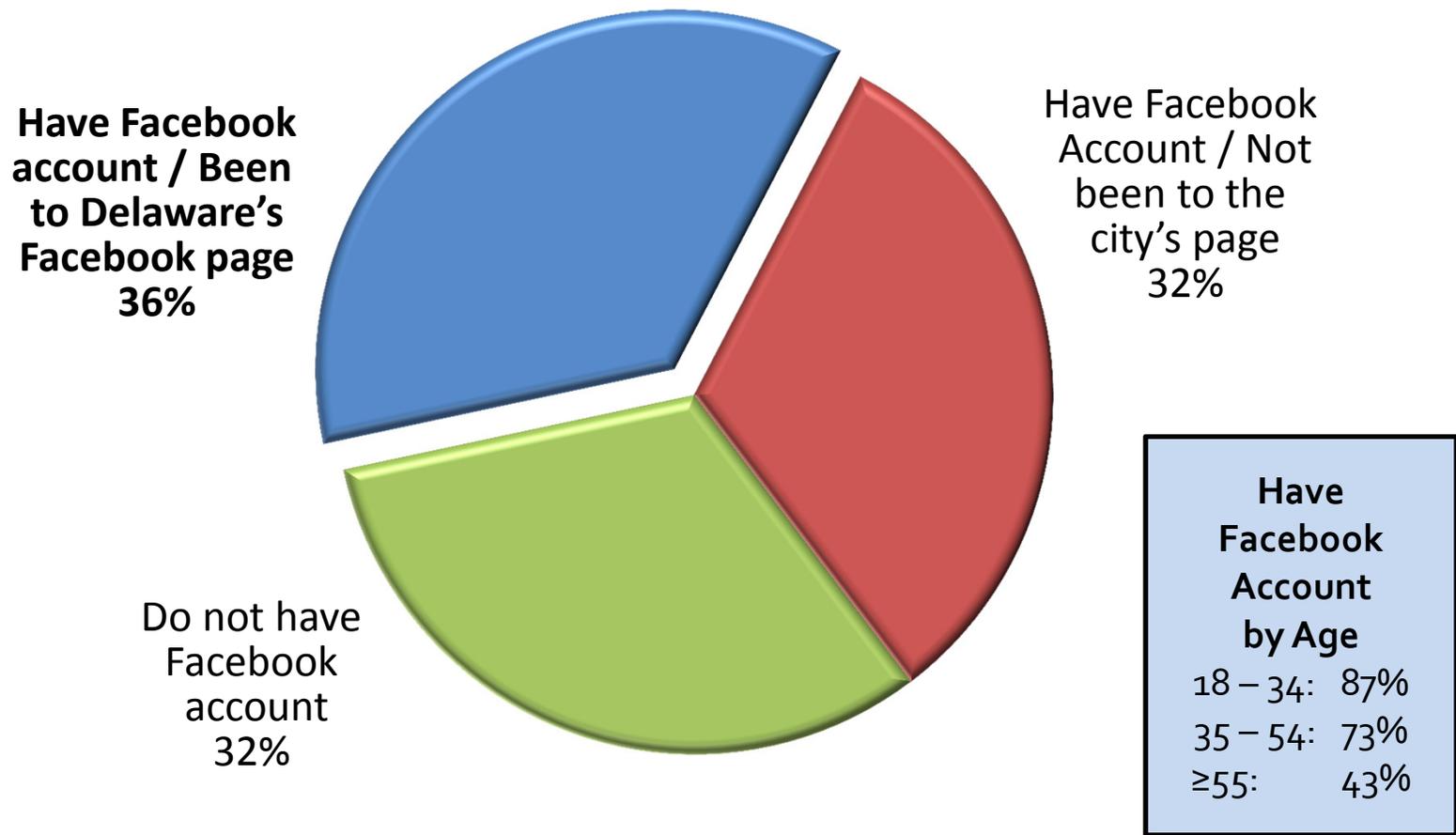
Though print remains popular, younger residents favor news and information in digital formats.

	Primarily Print	Primarily Digital	Both
Total	54%	31%	15%
Male	62%	26%	13%
Female	48%	35%	18%
College grad	51%	30%	19%
Not college grad	55%	31%	14%
18 - 34	20%	60%	21%
35 - 54	52%	29%	19%
≥55	80%	12%	7%
Kids	34%	44%	23%
No kids	67%	22%	11%

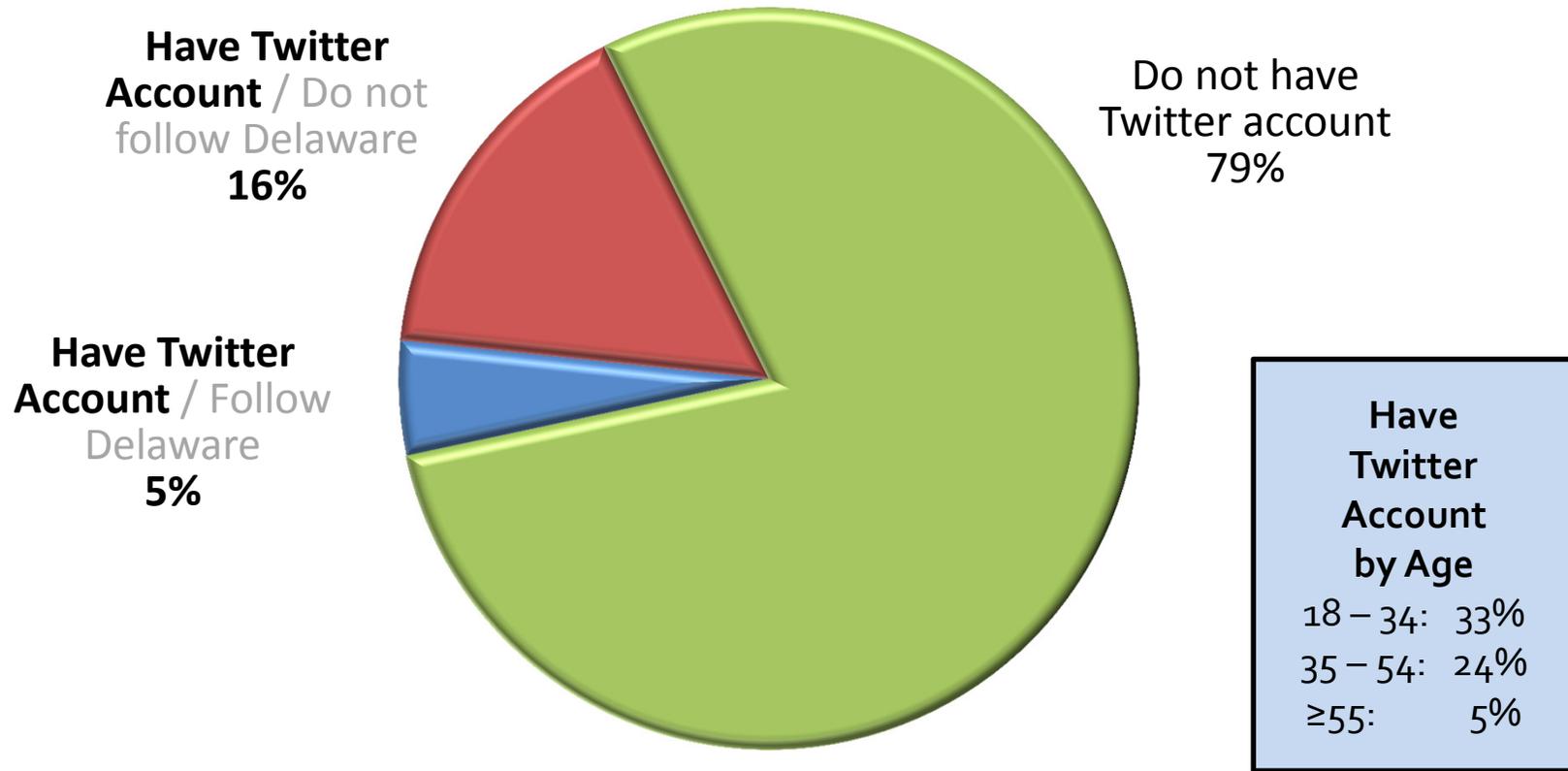
Seven out of ten residents have a Facebook account. One out of three has been to the city's Facebook page.



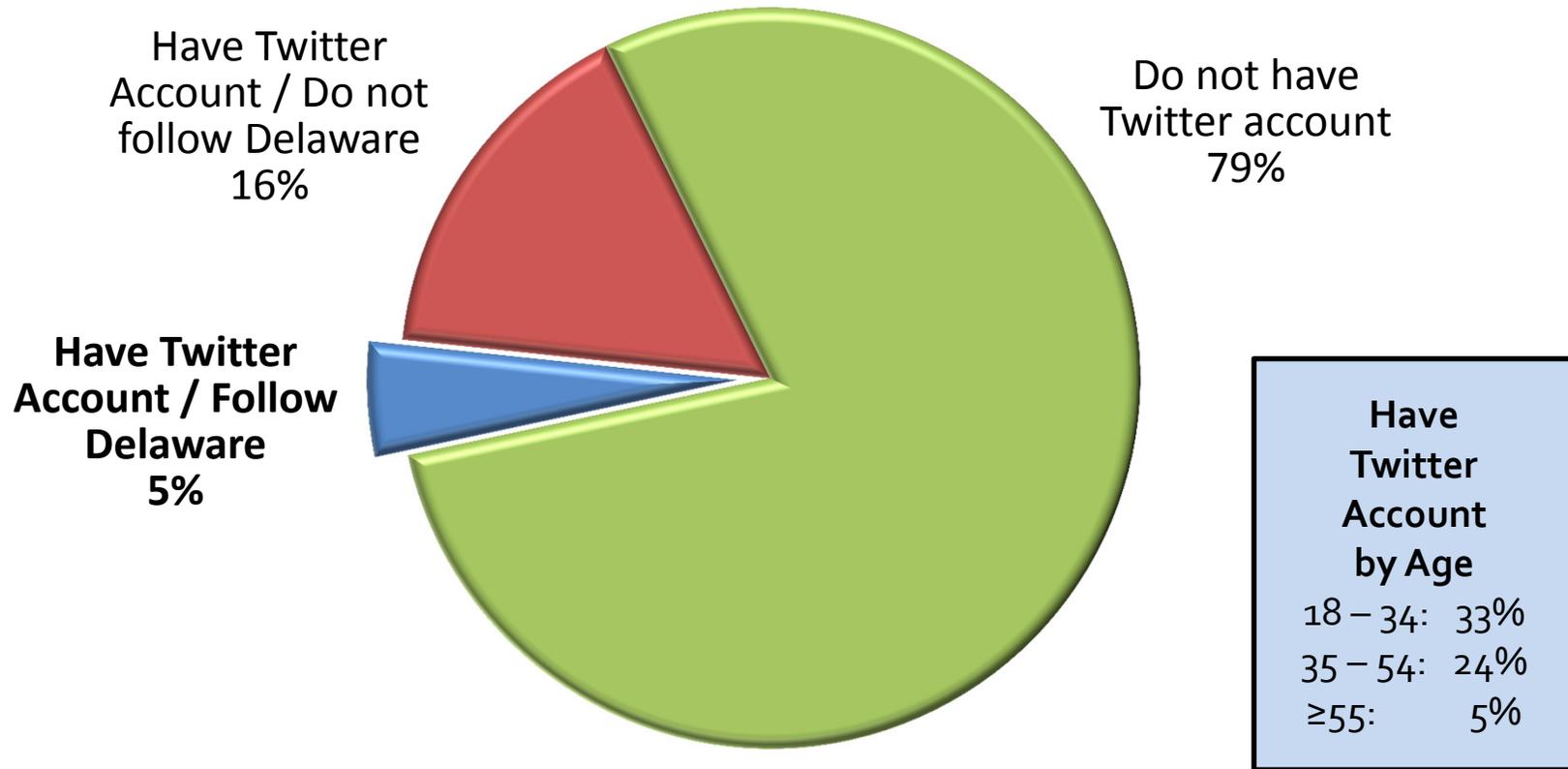
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One resident in five has a Twitter account. One in 20 follows the city.



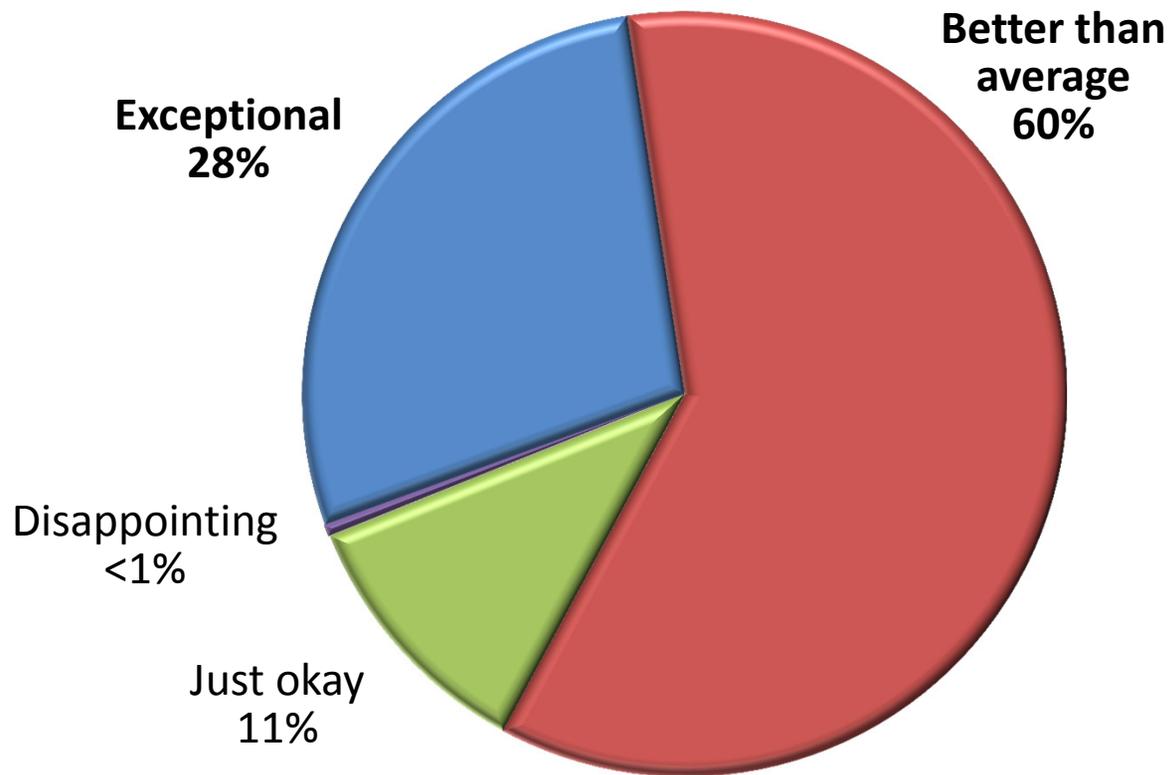
One resident in five has a Twitter account. One in 20 follows the city.





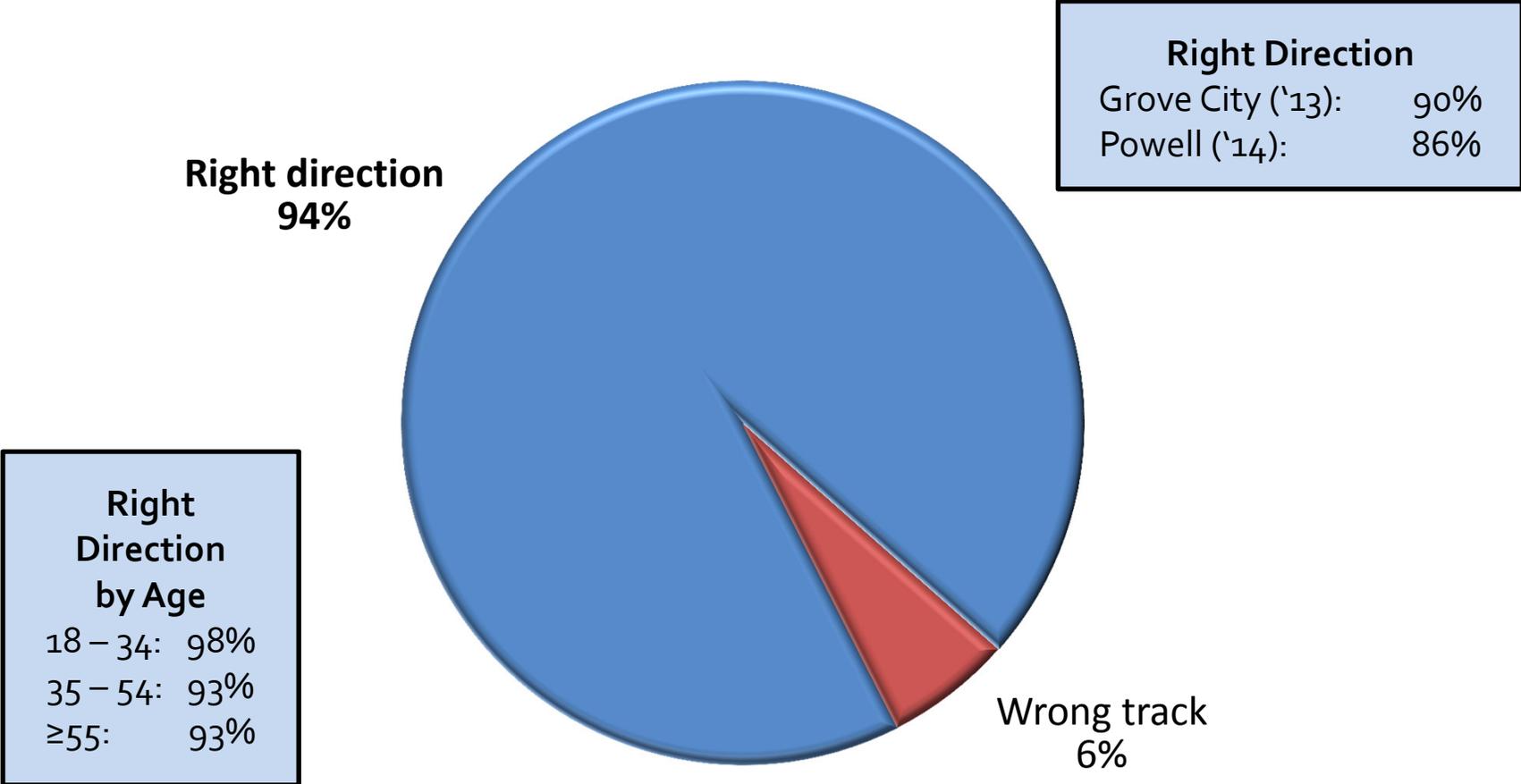
Overall Impressions

Six out of ten residents consider Delaware better than average as a place to live. Nearly three out of ten consider the city exceptional.



Exceptional	
Powell ('14):	54%
Dublin* ('13):	78%
Male:	25%
Female:	31%
18 - 34:	34%
35 - 54:	23%
≥55:	29%
Own:	34%
Rent:	16%
Kids:	30%
No kids:	26%

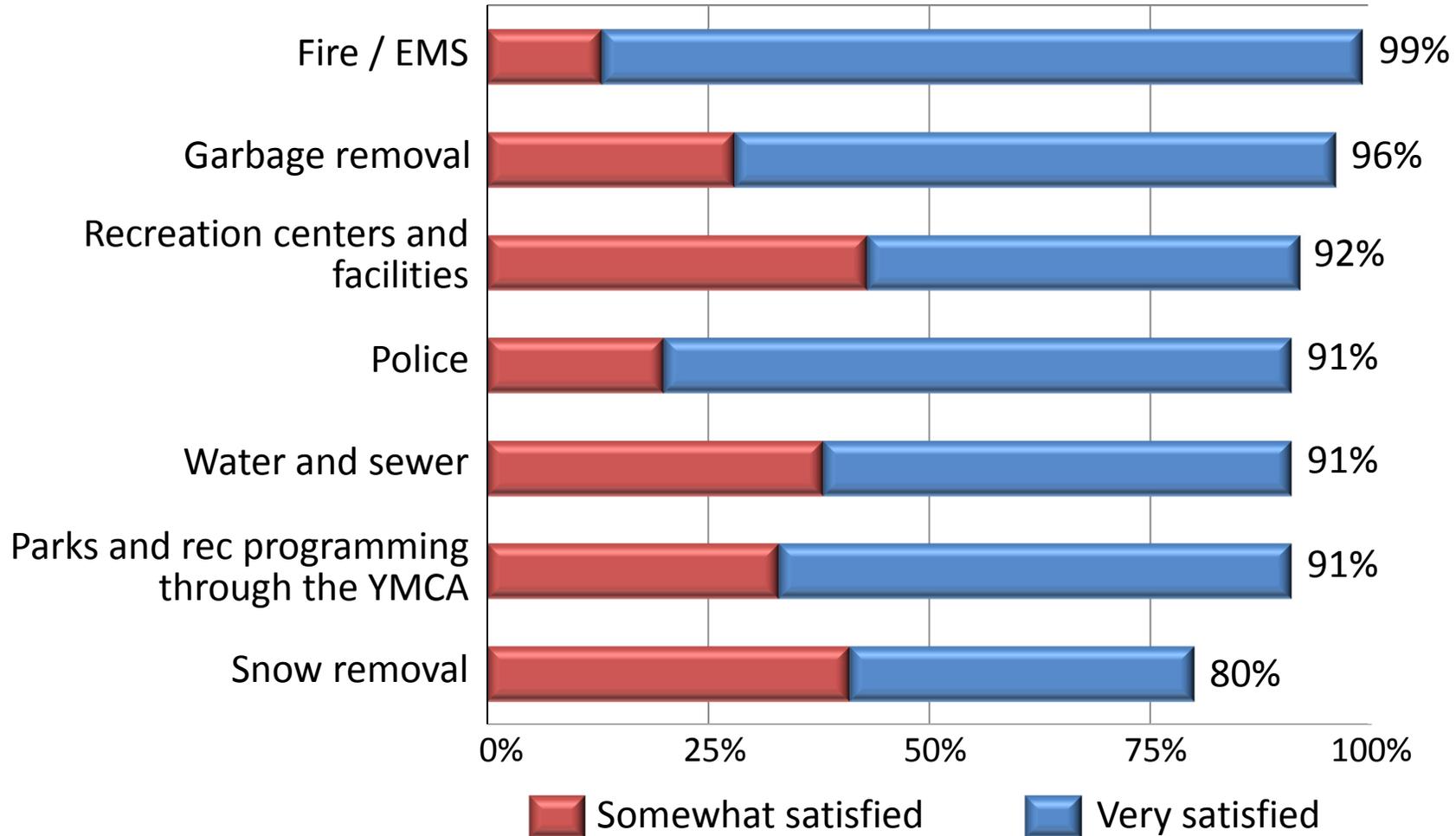
Regardless of age, residents agree that the City of Delaware is heading in the right direction.





City Services

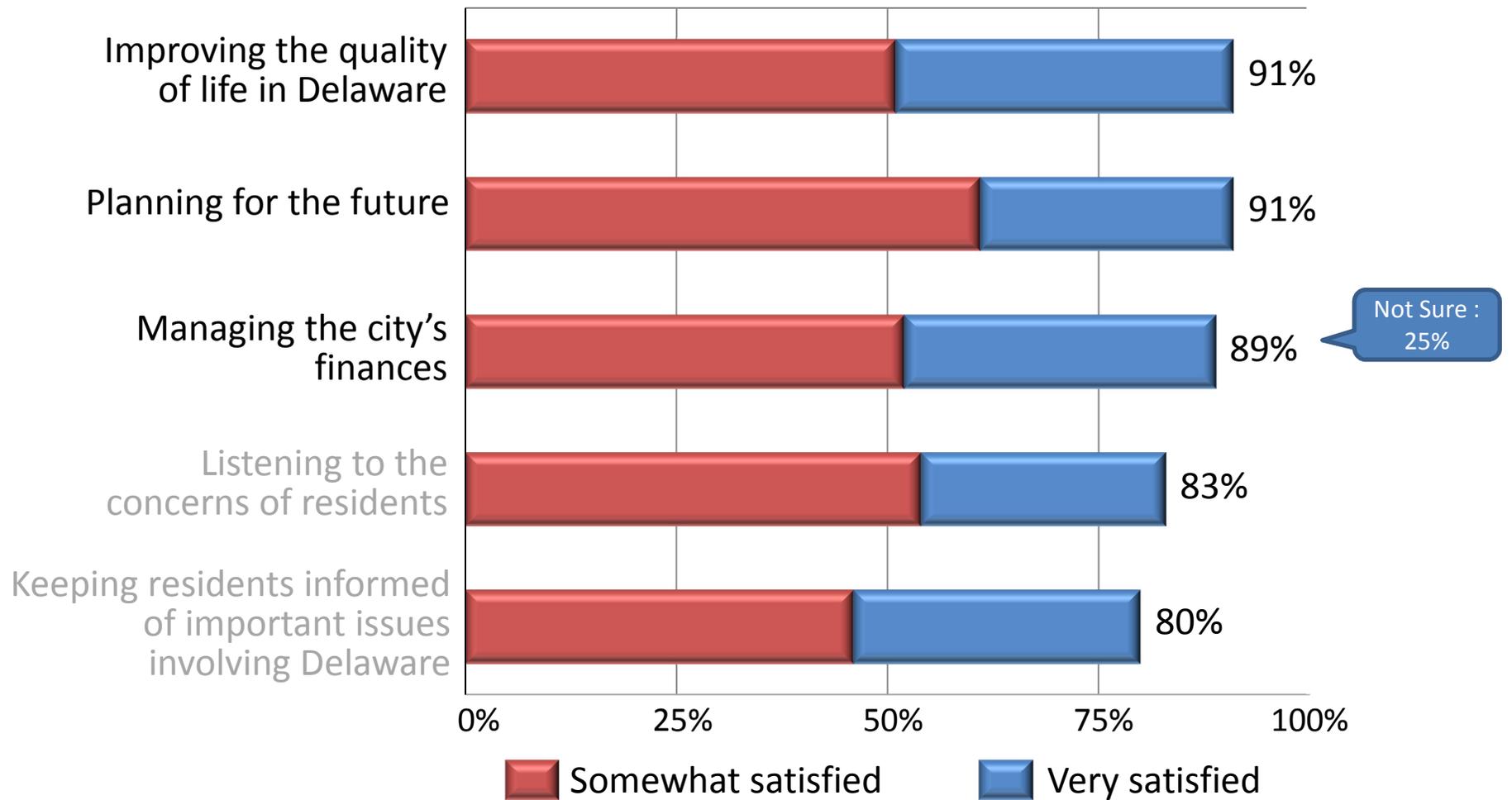
Most residents are satisfied with basic city services, though fewer praised snow removal.



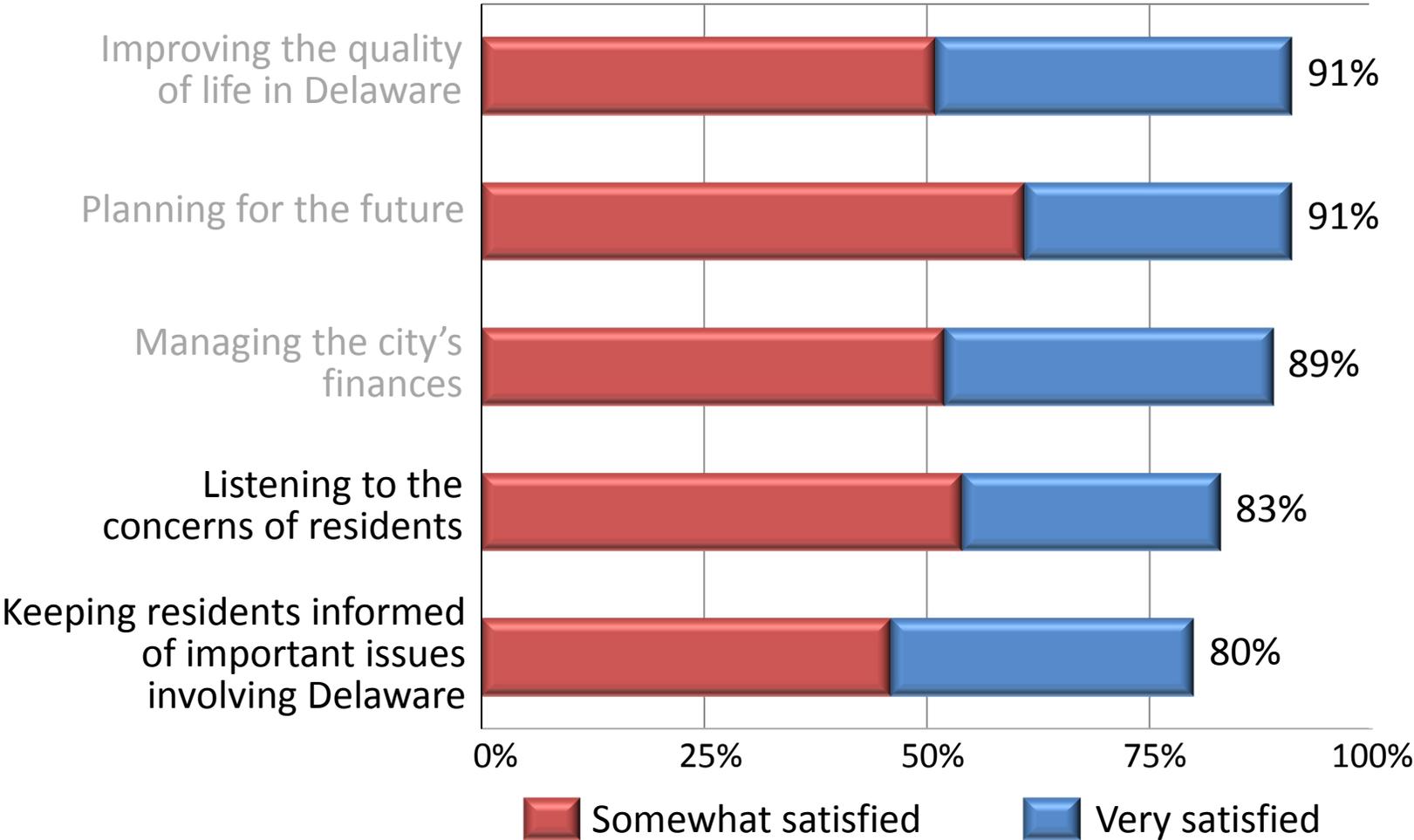


City Officials

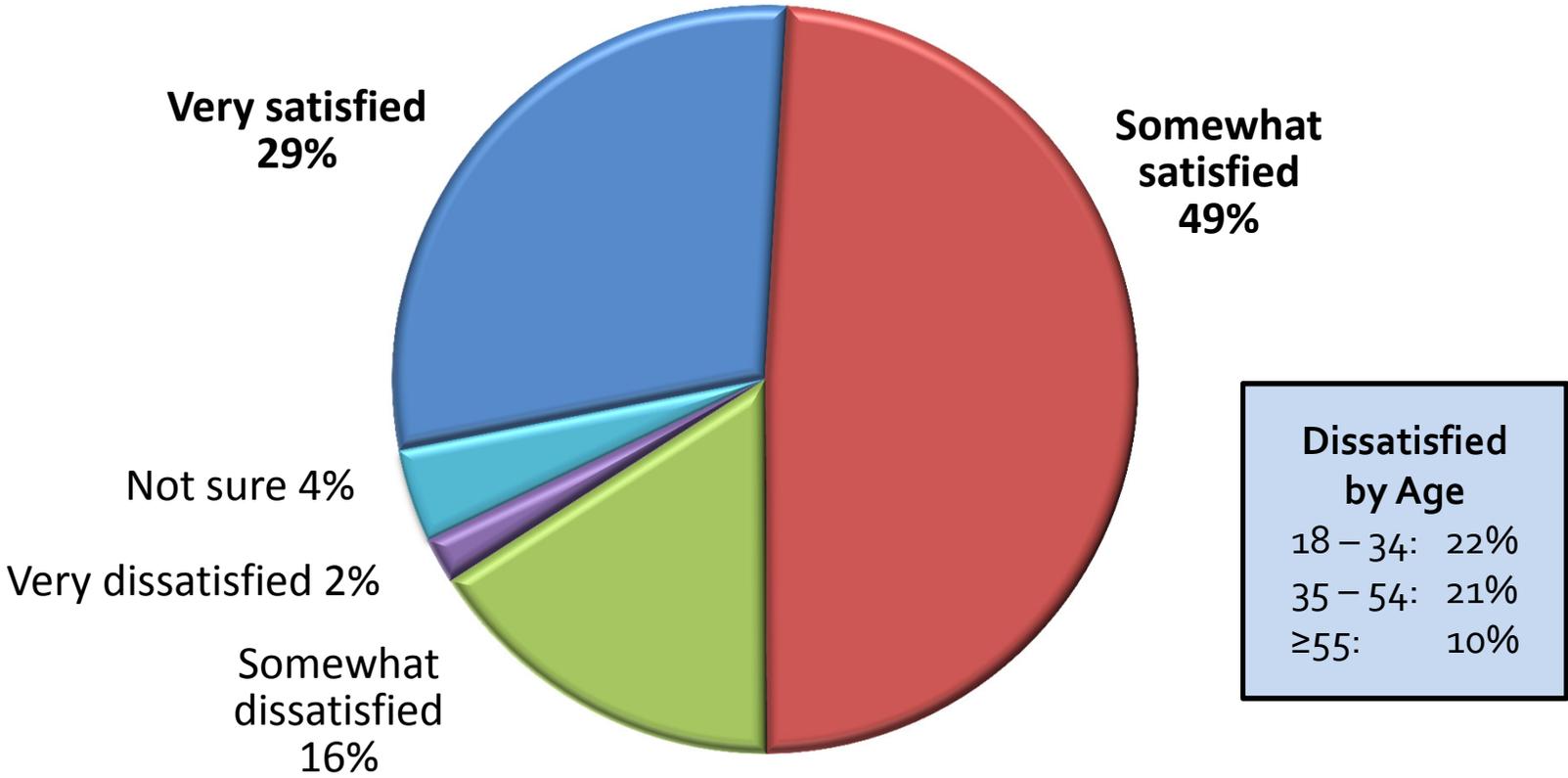
Most residents are satisfied with city officials in their efforts to improve the quality of life in Delaware, plan for the future, and manage the city's finances.



Fewer residents, though still a majority, are satisfied with how city officials listen and communicate.



Eight out of ten residents are satisfied with the performance of city officials in making Delaware a sustainable city. Almost two out of ten are dissatisfied.

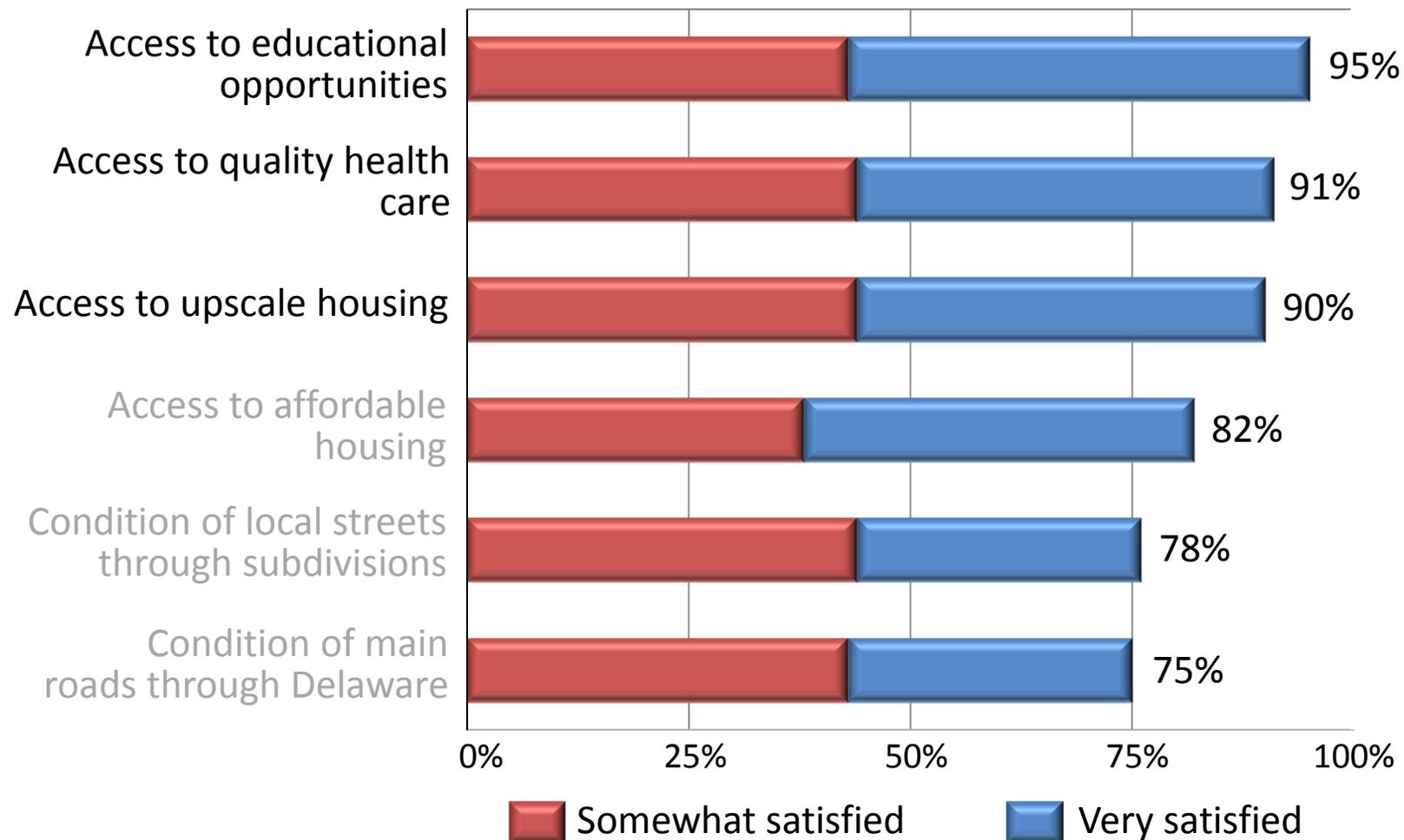


Q10: Sustainability often refers to minimizing a city’s environmental impact through policies and programs involving, for example, recycling, energy efficiency, and the use of both water and land. How satisfied are you with the performance of city officials in making Delaware a sustainable city?

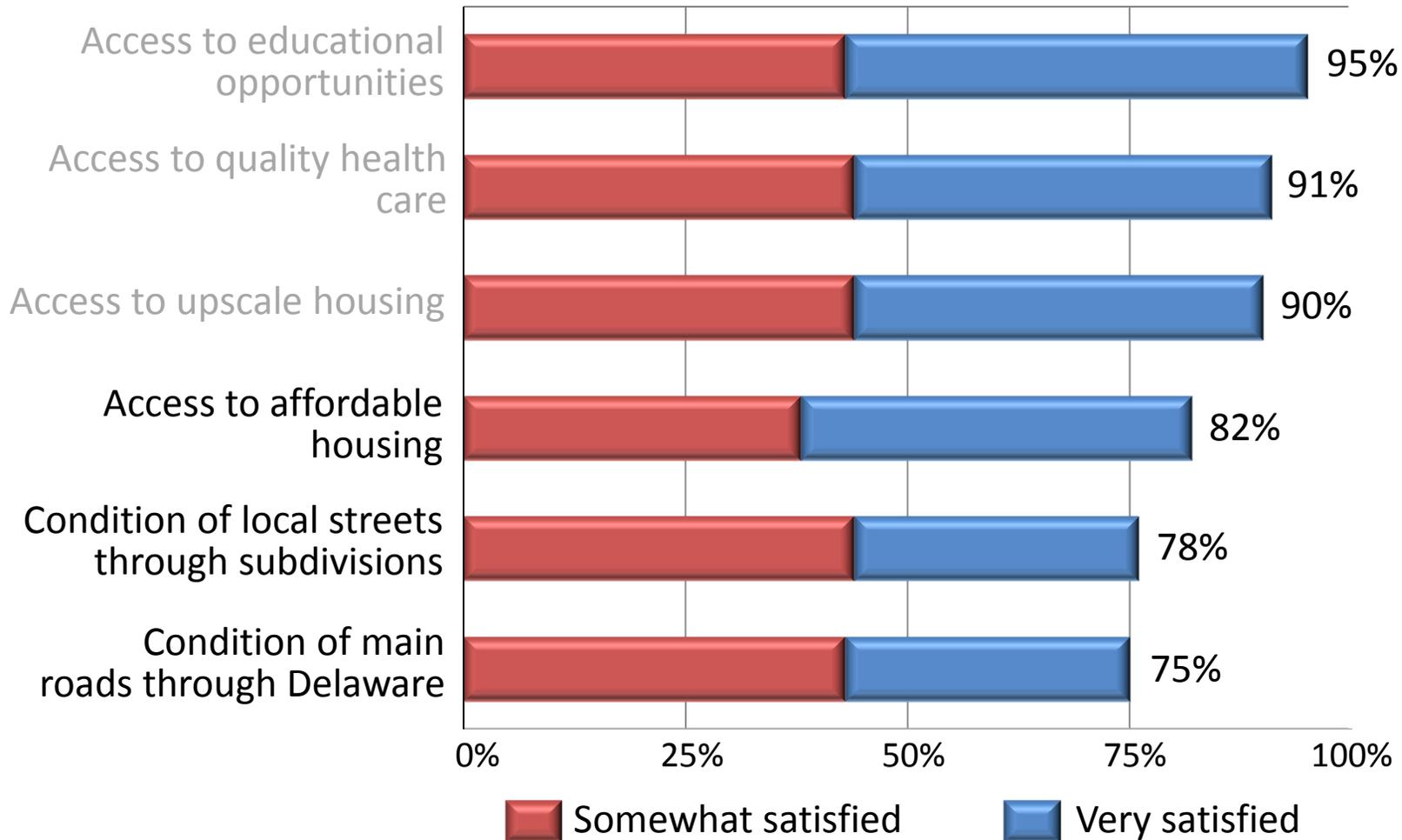


Amenities / Infrastructure

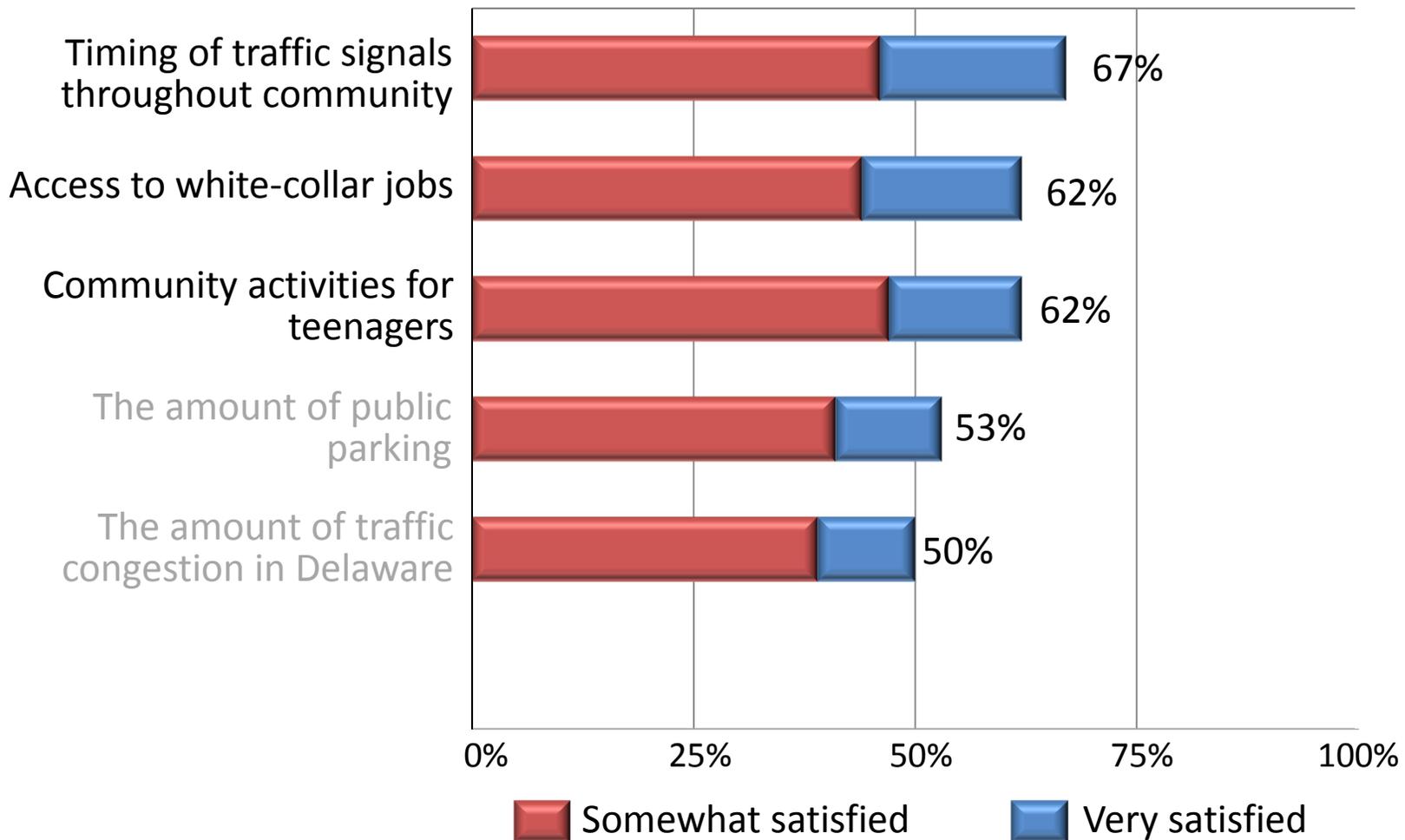
At least nine out of ten residents are satisfied with local access to educational opportunities, health care, and upscale housing.



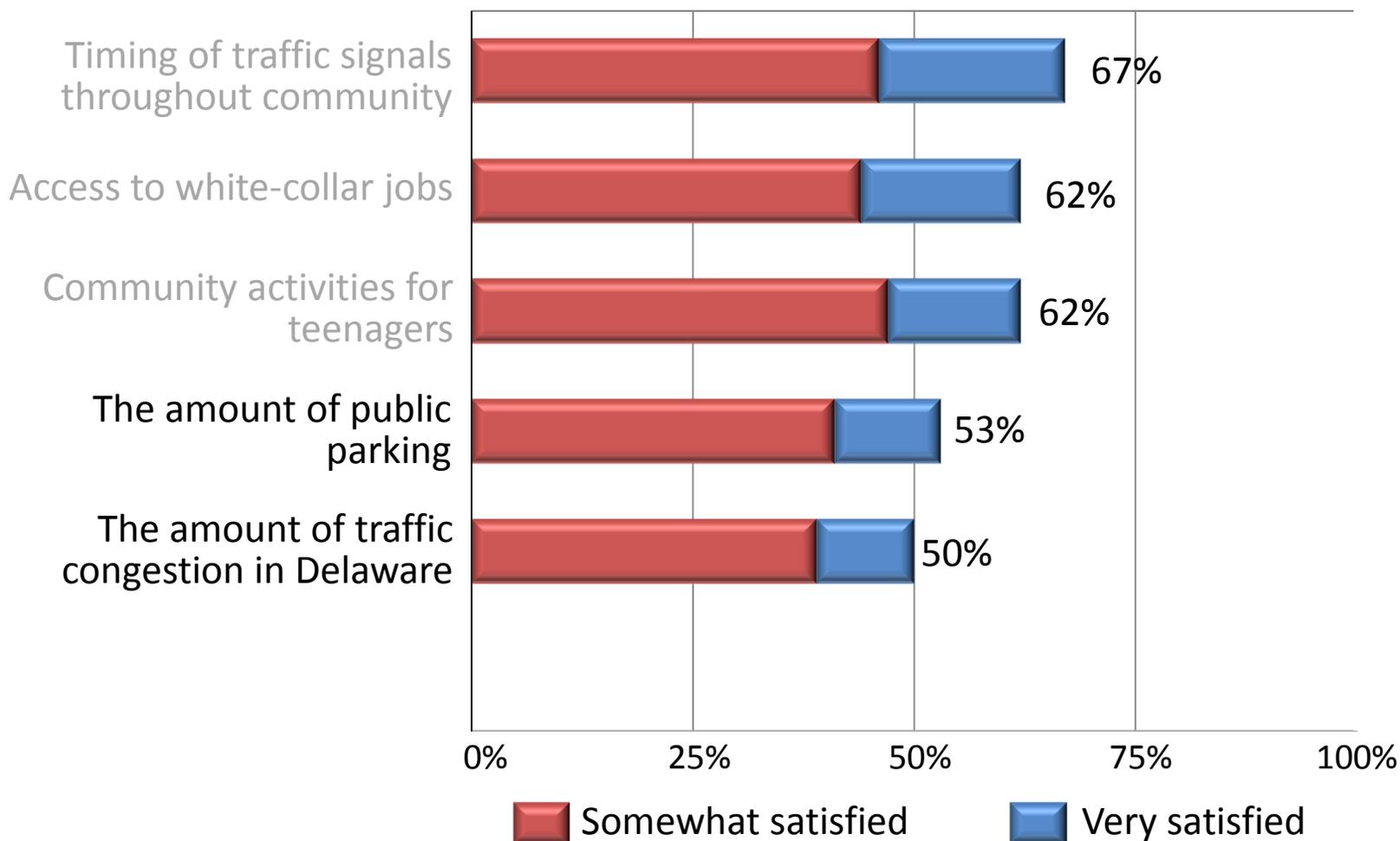
At least seven out of ten are satisfied with access to affordable housing and the condition of Delaware’s neighborhood streets and main roads.

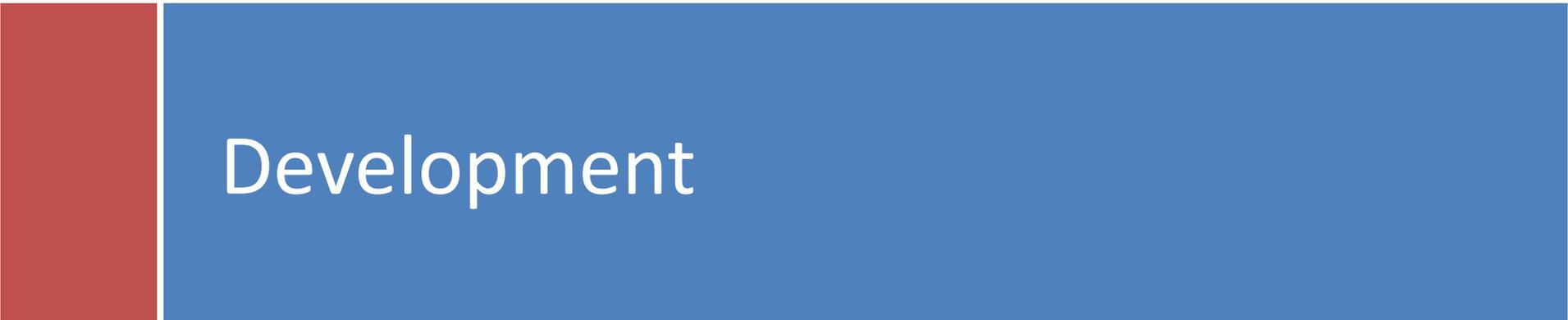


By contrast, roughly six out of ten are satisfied with the timing of traffic lights, access to white-collar jobs, and community activities for teens.



Even fewer are satisfied with their access to public parking and the amount of congestion on the city's roads.

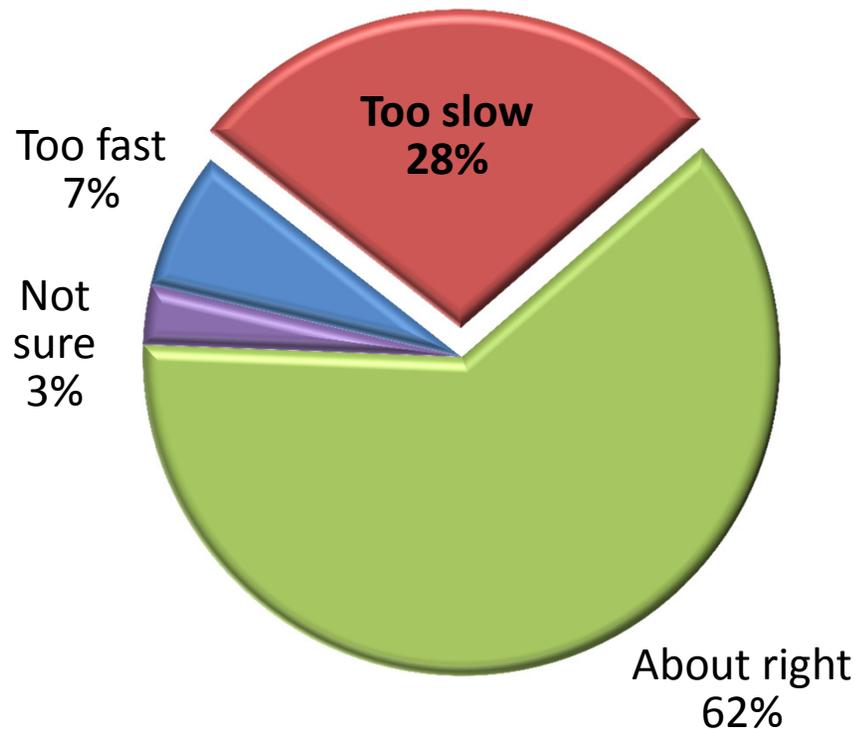




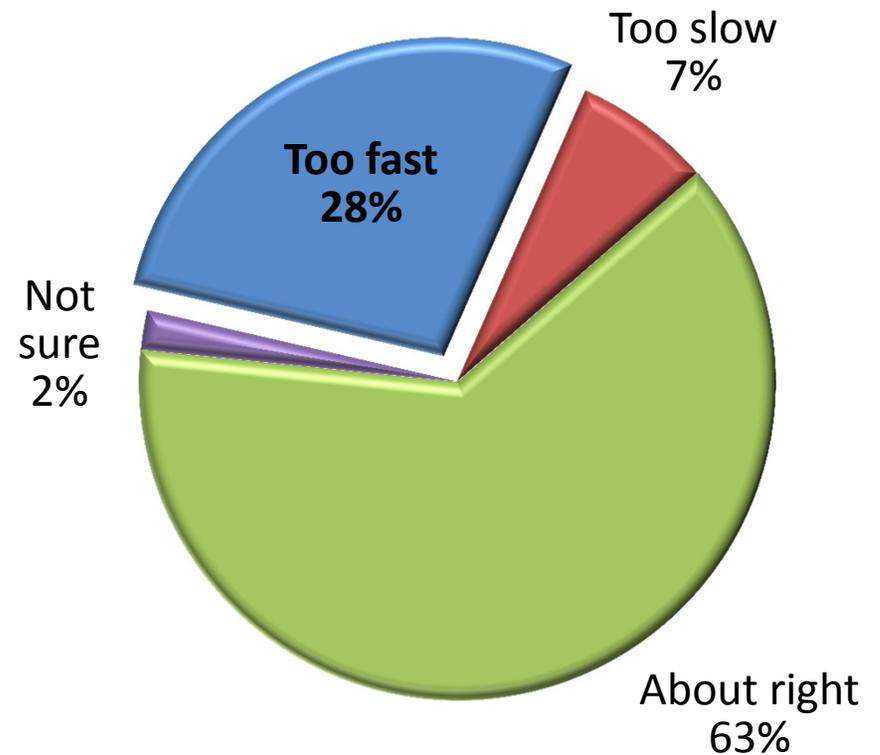
Development

For three out of ten residents, the pace of commercial development is too slow. For less than one out of ten, the pace is excessive. The opposite is true for residential development.

Commercial



Residential



**Residents were asked:
“What would you like to see
more of in Delaware?”**

better

senior housing/services

programs for teens/youth

parks

green

space

traffic

better health care

flow

businesses

better schools

**more, accessible, varied
rec facilities/programs**

shopping

affordable housing

buses/public transportation

retail stores

better roads

community events/fun activities

bike paths

better jobs

restaurants

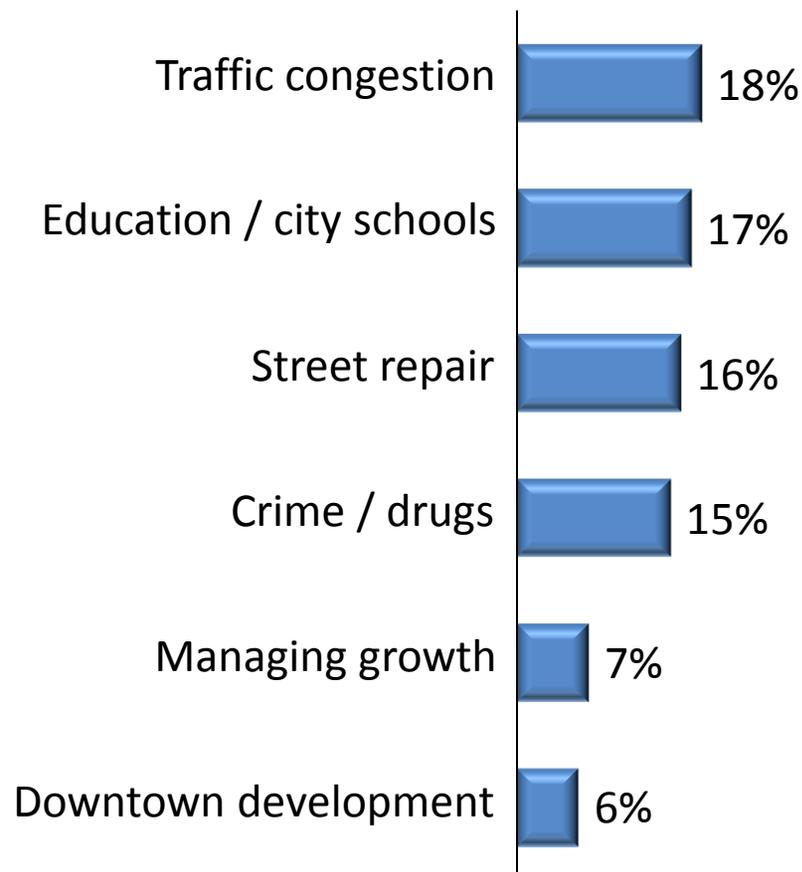
better parking downtown



Priorities

Residents were asked:
“When you think of issues, concerns, or problems facing the City of Delaware, what should your local public officials consider their two or three highest priorities?”

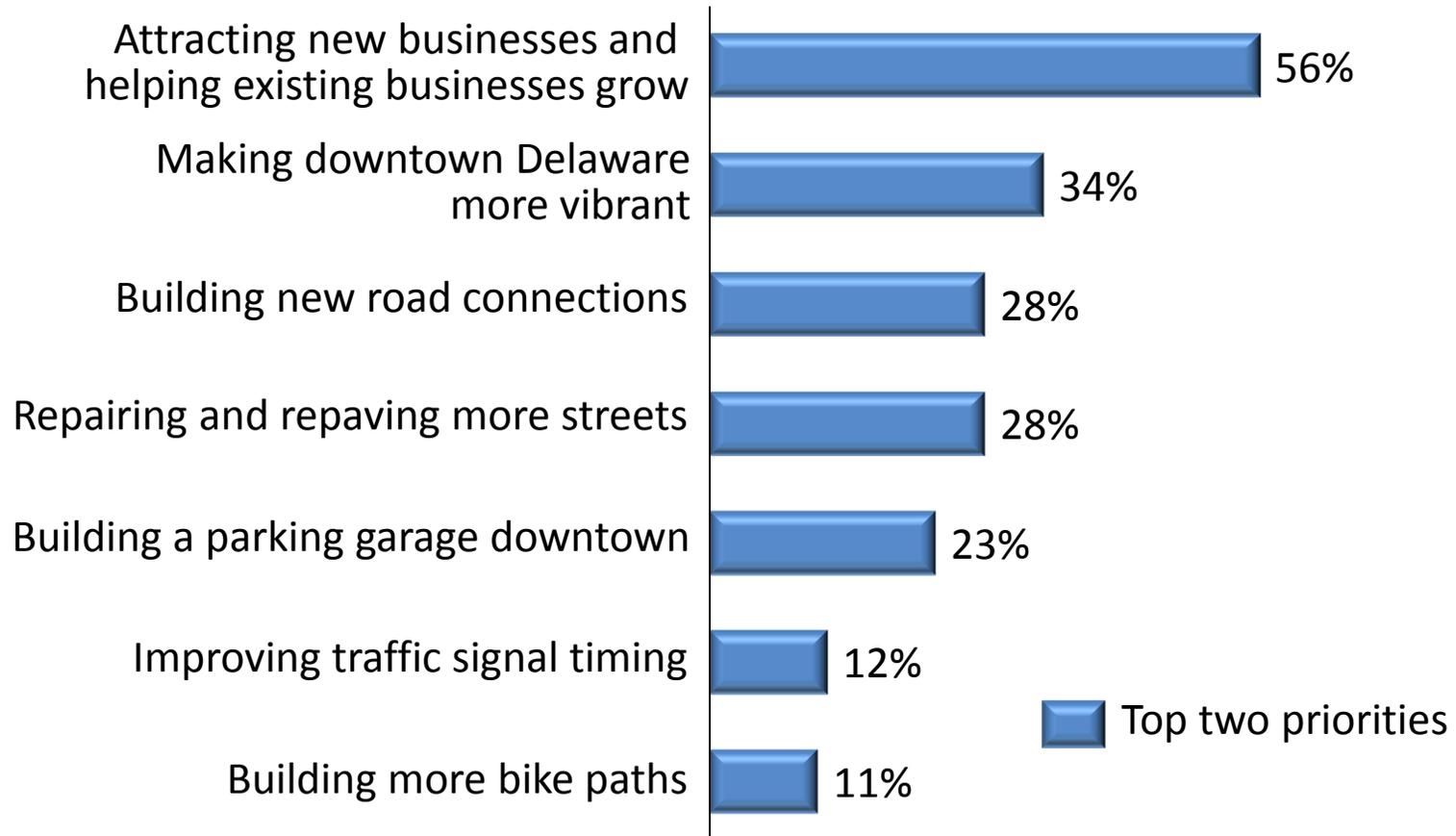
Though a variety of issues, concerns, and problems surfaced spontaneously, none was mentioned by more than one resident in five or dominated the responses.



Residents were told of seven potential community initiatives (in a randomized sequence) and encouraged to identify their top two priorities. The initiatives include:

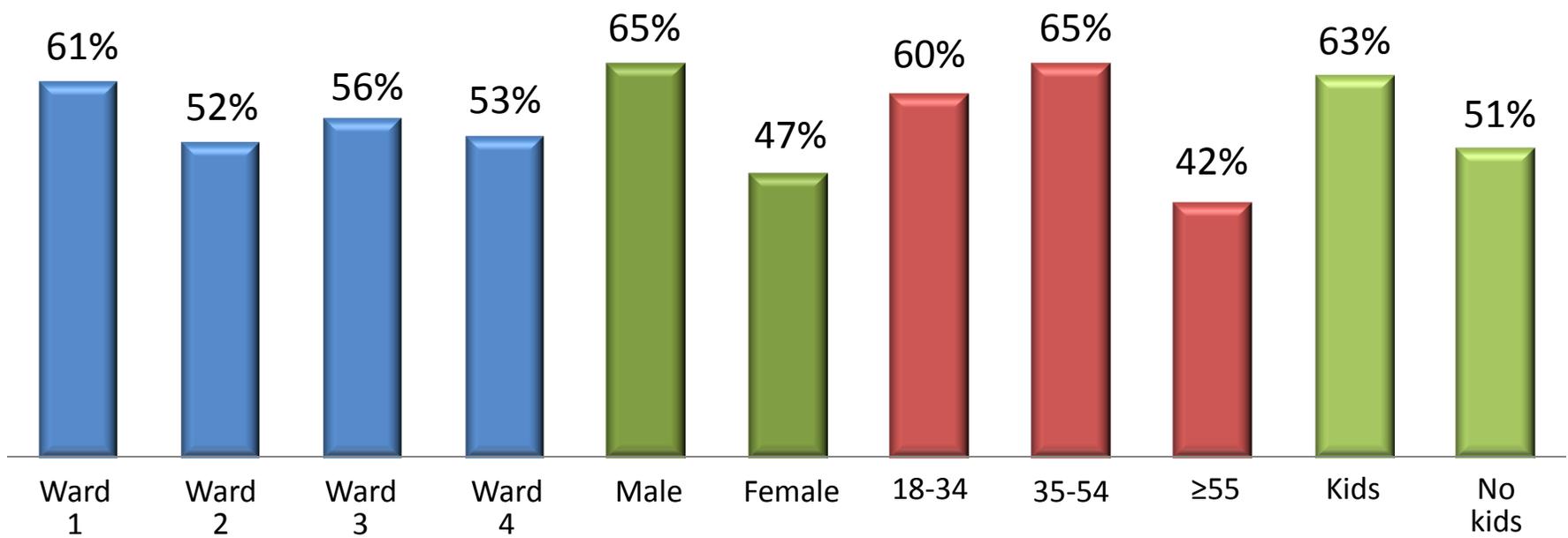
- Attracting new businesses and helping existing businesses grow**
- Building a parking garage downtown**
- Building more bike paths**
- Building new road connections to improve access around the city**
- Improving traffic signal timing**
- Repairing and repaving roads**
- Making downtown more vibrant with a broader selection of shops, restaurants, and community activities**

Of the seven potential community initiatives tested, economic development dominates. Improving downtown is second. Building new roads and repairing or repaving others follow.



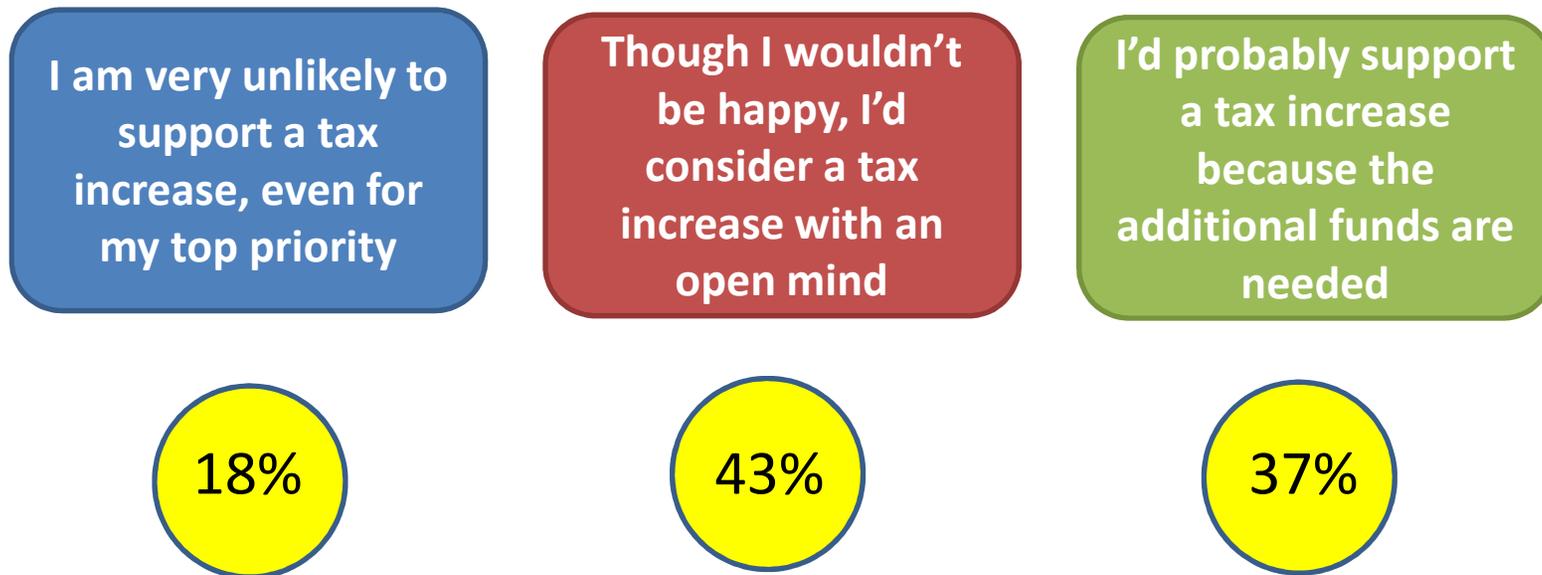
Interest in economic development is especially strong among men, residents younger than 55, and households with children. Interest is weakest among older residents.

Attracting new businesses and helping existing businesses grow



Q16: Which of these should city officials make their highest priority?
Q17: Which of the remaining items should city officials make their second highest priority?

Most residents are open-minded about funding high-priority initiatives through a tax increase. Though the details of any increase could alter opinions dramatically, the numbers suggest that eight out of ten residents are, at a minimum, willing to listen.

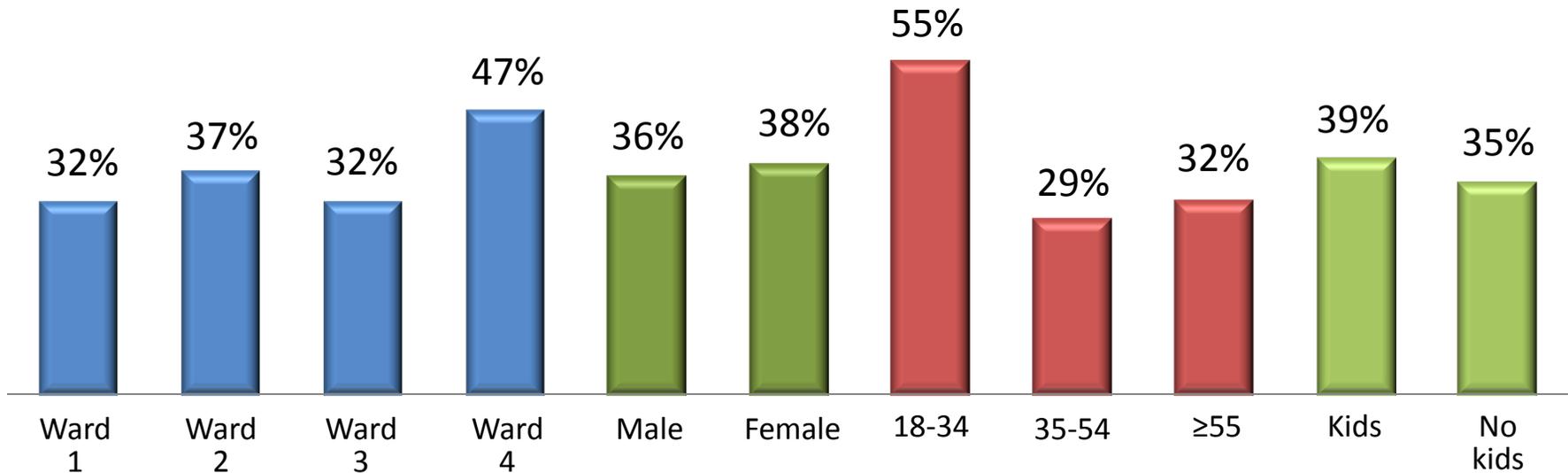


Not sure = 2%

Q18: Which of the following three statements best reflects your feelings about a tax increase to help fund the initiative you said was your highest priority?

Interest in supporting a tax increase for high-priority projects is highest in Ward 4 and among the youngest residents.

I'd probably support a tax increase





Highlights

- **Overall, impressions of Delaware among the city's residents are positive. Indeed, nine out of ten consider the city better than average or exceptional as a place to live. Most also agree that the city enjoys a positive trajectory.**
- **Satisfaction is high with the basic services the city provides, including fire and EMS, garbage removal, rec centers and facilities, police, water and sewer, and parks and rec programming through the YMCA. In each of these areas, again, at least nine out of ten residents are satisfied.**
- **Satisfaction also is high with the effort of city officials to improve the quality of life in Delaware, to plan for the future, to manage the city's finances, and to make Delaware a sustainable city. Fewer residents, however, are satisfied with how city officials listen and communicate.**

- **Though large majorities of residents are pleased with local access to educational opportunities, health care, and housing, one resident in four is dissatisfied with the condition of Delaware's streets and roads; one in three is dissatisfied with the timing of traffic signals, access to white-collar jobs, and community activities for teens; and half are dissatisfied with their access to public parking and the amount of traffic congestion.**
- **Three out of five residents believe that the pace of residential and commercial development is appropriate. Among those who do not, however, most argued that residential development is occurring too quickly, while commercial development is occurring too slowly.**

- **Of the seven potential community initiatives tested, economic development dominates. Improving downtown is a distant second, which, in turn, is followed equally by building new roads and repairing or repaving others. Arguably, local residents recognize that economic development is key to further improving their quality of life.**
- **Finally, most residents are open-minded about funding high-priority initiatives through a tax increase. Though the details of any increase could alter opinions dramatically, the numbers suggest that eight out of ten residents are, at a minimum, willing to listen.**

Questions?