The 2018 New Albany Community Attitudes Survey
This research gives residents of New Albany a voice. It allows the voting public 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 316 adult residents of New Albany, Ohio.

• Averaging more than 18 minutes in length, the interviews were completed via cell phones (76%) and landlines (24%) from February 19 though March 4.

• The Margin of Error for this survey is ±5.4 percentage points at the 95% level of confidence.

• Files provided by the Franklin County Board of Elections were used to create the relevant sampling frame.

• To complete the interviews, data collection specialists dialed approximately 5,480 unique telephone numbers.
The survey respondents represent New Albany’s adult residents on several key dimensions, including gender, age, education, ...

<table>
<thead>
<tr>
<th></th>
<th>Actual*</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>51%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 to 24</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>65 or older</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor’s ≥</td>
<td>76%</td>
<td>79%</td>
</tr>
</tbody>
</table>

*Source: U.S. Census*
... and political jurisdiction.

<table>
<thead>
<tr>
<th>Ward</th>
<th>Actual*</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>14%</td>
<td>14%</td>
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<tr>
<td>B</td>
<td>16%</td>
<td>16%</td>
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<tr>
<td>C</td>
<td>16%</td>
<td>14%</td>
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<td>D</td>
<td>16%</td>
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<td>E</td>
<td>11%</td>
<td>12%</td>
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<tr>
<td>F</td>
<td>16%</td>
<td>16%</td>
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<tr>
<td>G</td>
<td>11%</td>
<td>12%</td>
</tr>
</tbody>
</table>

*Source: Registered voter data files for Franklin County
Resident Profile
New Albany Residents

- **Ages**
  - 45% <45
  - 29% 45-54
  - 26% 55+

- **59% Live South of 161**

- **50% have children enrolled in New Albany Schools**

- **83% Married or living as a couple**

- **81% White**

- **74% have children at home younger than 27**

- **79% Bachelor's Degree**

- **13% Employed Part-time**

- **11% Home-makers**

- **11% Retired**

- **66% Employed full-time**

- **Years as a Resident**
  - Mean 11
  - Median 9
  - Range = <1 yr to 53

- **51% Female**

- **75% are employed outside of New Albany**

- **51% have children at home younger than 27**

All figures based on total sample excluding refusals.
Overall Impressions
Six out of ten residents consider New Albany an excellent place to live. Almost everyone else considers it very good.

Q7: As a place to live, is New Albany excellent, very good, good, fair, or poor?
One resident in four considers New Albany an excellent place to work. Many, however, have no opinion.

Among residents with an opinion, 38% say excellent.

Q8: As a place to work, is New Albany excellent, very good, good, fair, or poor?
Four out of five residents agree that New Albany is heading in the right direction.

Q10: In your opinion, is New Albany heading in the right direction or is it off on the wrong track?
Residents were asked two open-ended questions:

What do you like most about living in New Albany?

When you think of issues, concerns, or problems facing New Albany, what should city officials consider their two highest priorities?
What Residents Like Most

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>23%</td>
</tr>
<tr>
<td>Small-town feel</td>
<td>21%</td>
</tr>
<tr>
<td>Quality schools</td>
<td>16%</td>
</tr>
<tr>
<td>Conveniently located</td>
<td>15%</td>
</tr>
<tr>
<td>Strong sense of community</td>
<td>15%</td>
</tr>
<tr>
<td>Friendly people</td>
<td>12%</td>
</tr>
<tr>
<td>Beautiful surroundings</td>
<td>11%</td>
</tr>
<tr>
<td>Well maintained</td>
<td>9%</td>
</tr>
<tr>
<td>Trails for walking and running</td>
<td>9%</td>
</tr>
</tbody>
</table>

Q6: What do you like **most** about living in New Albany?
Q6: What do you like most about living in New Albany?

Comments: Like Most

The infrastructure is good. There are many amenities. It’s safe, well designed, and quiet.

I like the small-town atmosphere.

I like how close it is to the freeway and the way the city is set up. There’s a lot to do and you can walk to almost anywhere.

Everything is easy to get to and it’s family-friendly.

There is easy access to shops and bike trails.

It’s well kept. The roads are clean and the schools are good.

I like the people and it’s safe for kids.

There’s a strong sense of community and I like the schools.

The neighbors are nice and the police department is very well run and I feel safe.

I like the friendliness of the community and the environment feels like a safe space.

I love everything about living in New Albany.

I love everything about living in New Albany.
Q5: When you think of issues, concerns, or problems facing New Albany, what should city officials consider their two highest priorities?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxes: especially property taxes</td>
<td>27%</td>
</tr>
<tr>
<td>Schools: maintaining quality / safety</td>
<td>23%</td>
</tr>
<tr>
<td>Traffic</td>
<td>16%</td>
</tr>
<tr>
<td>Growth: in general</td>
<td>14%</td>
</tr>
<tr>
<td>Schools: overcrowding</td>
<td>13%</td>
</tr>
<tr>
<td>Safety: maintaining</td>
<td>10%</td>
</tr>
<tr>
<td>Growth: apartments</td>
<td>9%</td>
</tr>
</tbody>
</table>
Q5: When you think of issues, concerns, or problems facing New Albany, what should city officials consider their two highest priorities?

Comments: Issues, Concerns, and Problems

The rapid growth would be my first concern. There is too much housing.

They need to make the schools safe from the incidents we see around the country.

The apartment buildings are incredibly disturbing. We don’t have the infrastructure for that. And, the property taxes are so expensive.

They need to control the sprawl of businesses. With the overpopulation of the schools and the high property taxes, it’s like living in San Francisco.

Traffic on 161 in the morning is very bad.

Overdevelopment and traffic should be the highest priorities.

Safety, because the community is growing too fast.

There are drugs in the schools.

Development is a big disappointment. A lot of apartments will take away the overall appeal of New Albany.

Traffic congestion by the schools...
Most residents feel safe living in New Albany and consider the community vibrant and attractive. Fewer consider New Albany unique or friendly and welcoming.

Q11: For each of the following ... tell me if you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat, or disagree strongly.
For nine out of ten residents, property taxes are a problem; for nearly six out of ten, a major problem. Traffic, too, is a problem for many. Fewer, however, are concerned with housing options for Millennials and empty nesters.

Q23: Is each of the following a major problem, a minor problem, or not a problem?
Satisfaction with city services, especially police protection, tends to be high. That said, satisfaction with snow removal on neighborhood streets is lower than the comparable rating for the city’s main roads.

Q12: As a resident of New Albany, how satisfied are you with each of the following city services?

- Police protection: Very satisfied 96%, Somewhat satisfied 6%
- Collection of trash, recycling, and yard waste: Very satisfied 95%, Somewhat satisfied 5%
- Snow removal: main roads: Very satisfied 95%, Somewhat satisfied 5%
- Snow removal: your neighborhood: Very satisfied 89%, Somewhat satisfied 11%
- Police outreach programs: Very satisfied 80%, Somewhat satisfied 20%
- Leaf collection: Very satisfied 79%, Somewhat satisfied 21%

Total Dissatisfaction: Snow Removal 8% (Main Roads 3%, Neighborhood 3%)

With “no opinion” removed: 87% and 85%, respectively.
City Officials
On every dimension measured, a majority of residents are satisfied with the performance of city officials.

- Maintaining appropriate architectural standards for new construction: 90%
- Recruiting new businesses to expand the city’s tax base and offset costs: 81%
- Developing public parklands: 80%
- Keeping local residents informed of important issues involving the city: 80%

Q13: How satisfied are you with the performance of city officials in each of these areas?
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Lower than satisfaction with commercial and retail growth and development: 77% and 76%, respectively.

Plus, higher dissatisfaction:
- 25% Residential
- 17% Retail
- 10% Commercial

Many are neither satisfied nor dissatisfied:
- 20% Zoning
- 23% Finances
Fewer residents are satisfied with the efforts of city officials to seek the community’s input and feedback prior to making important decisions.

<table>
<thead>
<tr>
<th>Area</th>
<th>Somewhat satisfied</th>
<th>Very satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeking input and feedback from local residents</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>Listening to the concerns of local residents before making important decisions</td>
<td>44%</td>
<td>56%</td>
</tr>
</tbody>
</table>

Higher dissatisfaction:
- 25% Input
- 17% Listening

Q13: How satisfied are you with the performance of city officials in each of these areas?
Market Square / Village Center
Nearly six out of ten residents see a need for more family-friendly, casual dining restaurants.

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Appropriate Number</th>
<th>Too Few</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family-friendly, casual dining restaurants</td>
<td>40%</td>
<td>58%</td>
</tr>
<tr>
<td>Fine dining restaurants</td>
<td>51%</td>
<td>46%</td>
</tr>
<tr>
<td>Pubs and taverns</td>
<td>50%</td>
<td>46%</td>
</tr>
<tr>
<td>Boutique and specialty shops</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>Parking spaces</td>
<td>61%</td>
<td>38%</td>
</tr>
<tr>
<td>Meeting or conference rooms for community use</td>
<td>60%</td>
<td>21%</td>
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Q19: For each of the following tell me if [New Albany’s Market Square and Village Center] have too many, too few, or an appropriate number.
Slightly more than half the residents have been to the McCoy Center during the past year.

- None: 47%
- One or two events: 31%
- Three or more events: 22%

Average: 1.6 events

Q20: Over the past year, how many events – not related to the public schools – have you attended at the McCoy Center?
Six out of ten residents are very satisfied with the McCoy Center as a performing arts venue.

Q21: Overall, how satisfied are you with the McCoy Center as a venue for the performing arts?
Community Initiatives
Residents were presented with five community initiatives and asked for each one: Should the city make it a *high, medium, or low priority*?

The five include:

- Acquiring more parkland
- Building more leisure trails
- Offering more programs for seniors
- Initiating a food waste recycling program
- Building a field house or multi-purpose sports facility
Each initiative was deemed a high priority by roughly one resident in four. None was dominant.

Initiating a food recycling program: 31%
Acquiring more parkland: 30%
Building a field house, or multi-purpose sports facility: 28%
Building more leisure trails: 26%
Offering more programs for seniors: 24%
When residents chose their **highest** priority, building a field house was the plurality favorite, but not by much. In other words, none of the initiatives tested appears to satisfy a deeply-felt, widespread need.

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building a field house, or multi-purpose sports facility</td>
<td>28%</td>
</tr>
<tr>
<td>Initiating a food waste recycling program</td>
<td>22%</td>
</tr>
<tr>
<td>Acquiring more parkland</td>
<td>17%</td>
</tr>
<tr>
<td>Building more leisure trails</td>
<td>16%</td>
</tr>
<tr>
<td>Offering more programs for seniors</td>
<td>15%</td>
</tr>
</tbody>
</table>

Q25: Which of these five initiatives should the city make its highest priority?

- 2% 18 – 34 y.o.
- 4% 35 – 44 y.o.
- 11% 45 – 54 y.o.
- 40% 55+ y.o.
Growing Older
Only one resident in five considers New Albany an excellent place to retire.

New Albany as an excellent place to live: 61%

New Albany as an excellent place to work: 24%

Q9: As a place to retire, is New Albany excellent, very good, good, fair, or poor?
Nearly half the residents anticipate resettling in another community when they get older. Women are more likely than men to remain indefinitely.

- **Live in New Albany indefinitely**: 44%
  - 44% Children in HH
  - 44% No Children in HH
  - 45% Retired
  - 41% Working

- **Not sure**: 9%
- **Resettle in Ohio**: 19%
- **Resettle in another state**: 28%

Q44: Which is more likely: you will live in New Albany indefinitely or you will eventually settle in another community, either in Ohio or another state?
Among residents who plan to remain in New Albany indefinitely, three out of ten anticipate downsizing to a smaller home or condominium.

13% of all residents

Not sure 5%

Downsize 30%

Remain in my home 65%

Q45: What’s likely in your case: remain in your home as long as possible or downsize to a smaller home or condominium?
Contacting the City
During the past year, more than one resident in three contacted a city office, either once or more than once, to raise an issue, express a concern, or obtain information.

- Did not contact: 64%
- Contacted once: 20%
- Contacted more than once: 16%
Q15: (Think ... about your ... contact with the city.) Did you speak with someone by phone or in person, did you write a letter, or ... an email?
Q16: Can you tell me the department you contacted or the purpose of that contact?
Seven out of ten residents were satisfied with the customer service they received. Half were **very** satisfied. One out of five residents was not satisfied.

The most common source of dissatisfaction is a slow response or no response at all.

Q17: Overall, how satisfied were you with that experience – and, please, focus just on the customer service you received: Were you ...?
Communication
**This Week: New Albany** is the most common source of information about New Albany.

Q34: Other than friends and family, where do you get most of your information about New Albany?
Nearly half the residents have been to the city’s website. The most popular content involved community events. Most found what they were looking for. Not everyone, however, considered the website easy to navigate.

47% Have been to the city’s website

19% Community events/dates
12% Zoning, planning, building
8% General news
8% Parks and recreation
8% Trash collection

88% Found what they were looking for
60% Consider the website easy to navigate

Q38: During the past six months, have you been to the City of New Albany’s website?
Q39: When you went to the city’s website most recently, what were you looking for?
Q40: Were you able to find it?
Q41: Was the website easy or difficult to navigate, or somewhere in between?
Nearly all residents have internet access. Two out of five follow the city on social media.

- 98% Have internet access at home
- 39% Follow the city on social media
- 82% Facebook
  - 26% Instagram
  - 25% Twitter
  - 5% Next Door
  - 2% LinkedIn

Residents who follow the city on social media tend to follow on Facebook.

Q35: Do you have internet access at home?
Q36: Do you follow the city on social media?
Q37: On which social media do you follow the city?
• A majority of residents consider New Albany an excellent place to live. In addition, most are optimistic about New Albany’s future.

• Residents describe the city as safe, vibrant, and welcoming. They praise New Albany’s small-town feel, sense of community, schools, and leisure trails. They are pleased as well with many of the city’s basic services, including law enforcement, trash and leaf collection, and snow removal, especially on New Albany’s main roads.

• Impressions of city officials, collectively, are mostly positive. Indeed, at least eight out of ten residents are satisfied with the city’s performance in maintaining appropriate architectural standards, recruiting new businesses, developing public parklands, planning for the future, and keeping the community informed of important issues involving New Albany.
• Fewer residents, however, are satisfied with official efforts to engage the community – as in seeking input and listening – prior to making important decisions.

• Though impressions of New Albany tend to be positive, more than a few residents voiced concerns. The most common involve high property taxes; traffic; and residential development, which some claimed has caused overcrowded classrooms in New Albany’s schools. Other residents argued that the newly-constructed apartments will strain the city’s infrastructure and diminish New Albany’s unique appeal.

• Many residents agreed that Market Square would benefit from additional eateries, most notably family-friendly, casual dining restaurants. Most also agreed that the McCoy Center is an excellent venue for the performing arts.
• Five community initiatives were tested in this research: acquiring more parkland, building more leisure trails, offering more programs for seniors, initiating a food waste recycling program, and building a field house or multi-purpose sports facility. Though each of these initiatives evoked a modicum of interest, none appears to satisfy a deeply-felt, widespread need.

• Despite New Albany’s broad appeal as a place to live, fewer residents consider the city an excellent place to retire. In fact, half the residents anticipate resettling in another community – either in Ohio or elsewhere – when they get older. The other half plans to remain in New Albany indefinitely – and many of them plan to downsize.

• More than a third of New Albany’s residents have contacted a city office during the past year, half by phone, the rest in person or by email.
• Two departments account for two-thirds of those contacts: Community Development and Public Service. Satisfaction with those contacts tends to be high. Where it is not high, it is difficult to distinguish between bad service and bad news.

• **This Week: New Albany** is the most common source of information about the community. Notably, digital sources were mentioned more often than print. The city’s e-newsletter, social media and website were the next three most common information sources.

• The city’s website is popular, attracting nearly half the community over the past six months. Though nearly every visitor was able to locate the desired information, which often involved community events, not everyone considered the site easy to navigate.

• Finally, two out of five residents follow the city on social media, most on Facebook.