




# The 2018 New Albany Community Attitudes Survey

*Saperstein Associates, Inc. | Winter 2018*



**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 through March 4.**
- **The Margin of Error for this survey is  $\pm 5.4$  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, ...**

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

\*Source: U.S. Census

**... and political jurisdiction.**

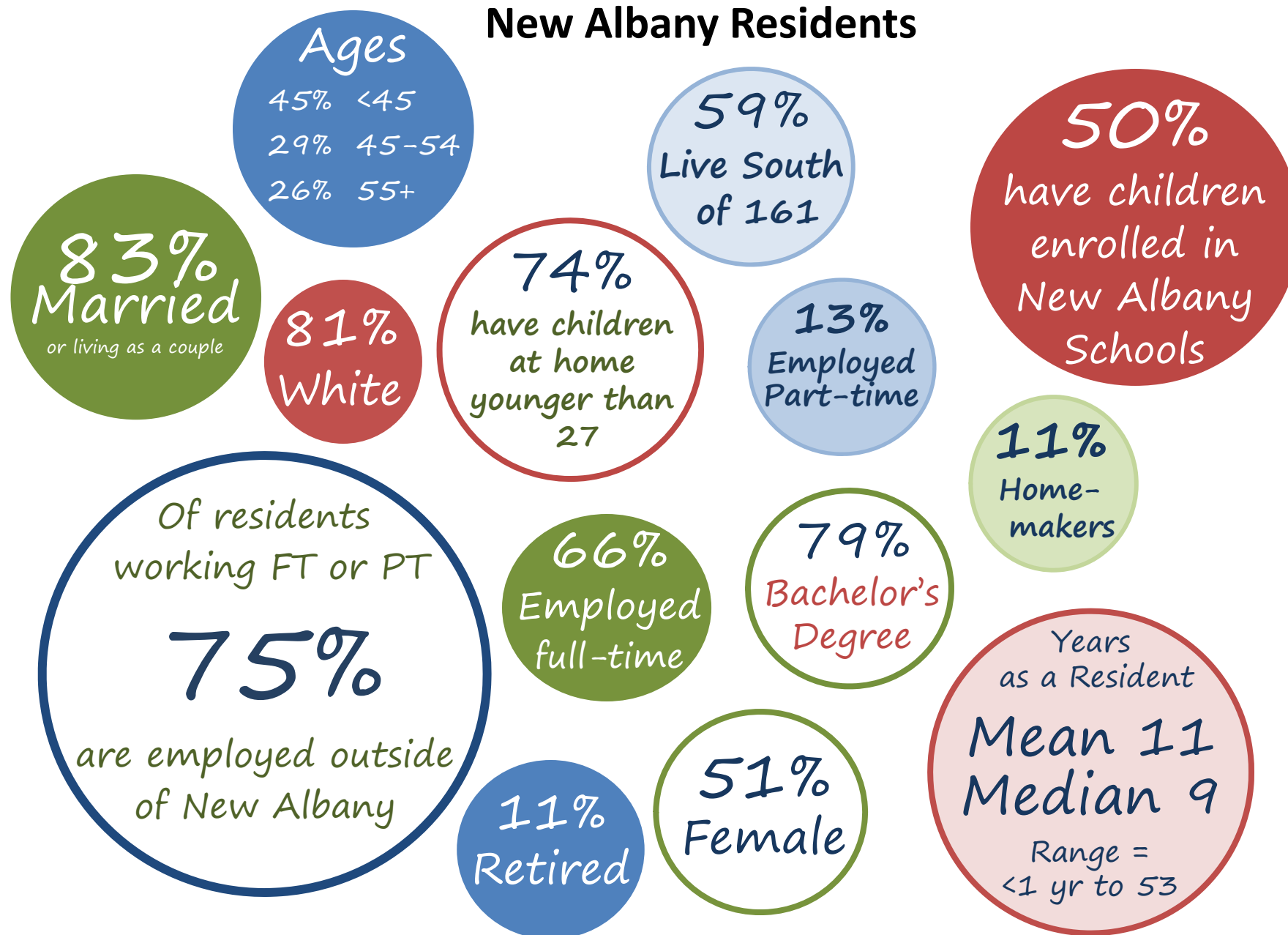
	<b>Actual*</b>	<b>Sample</b>
<b>Ward</b>		
A	14%	14%
B	16%	16%
C	16%	14%
D	16%	16%
E	11%	12%
F	16%	16%
G	11%	12%

\*Source: Registered voter data files for Franklin County



# Resident Profile

## New Albany Residents



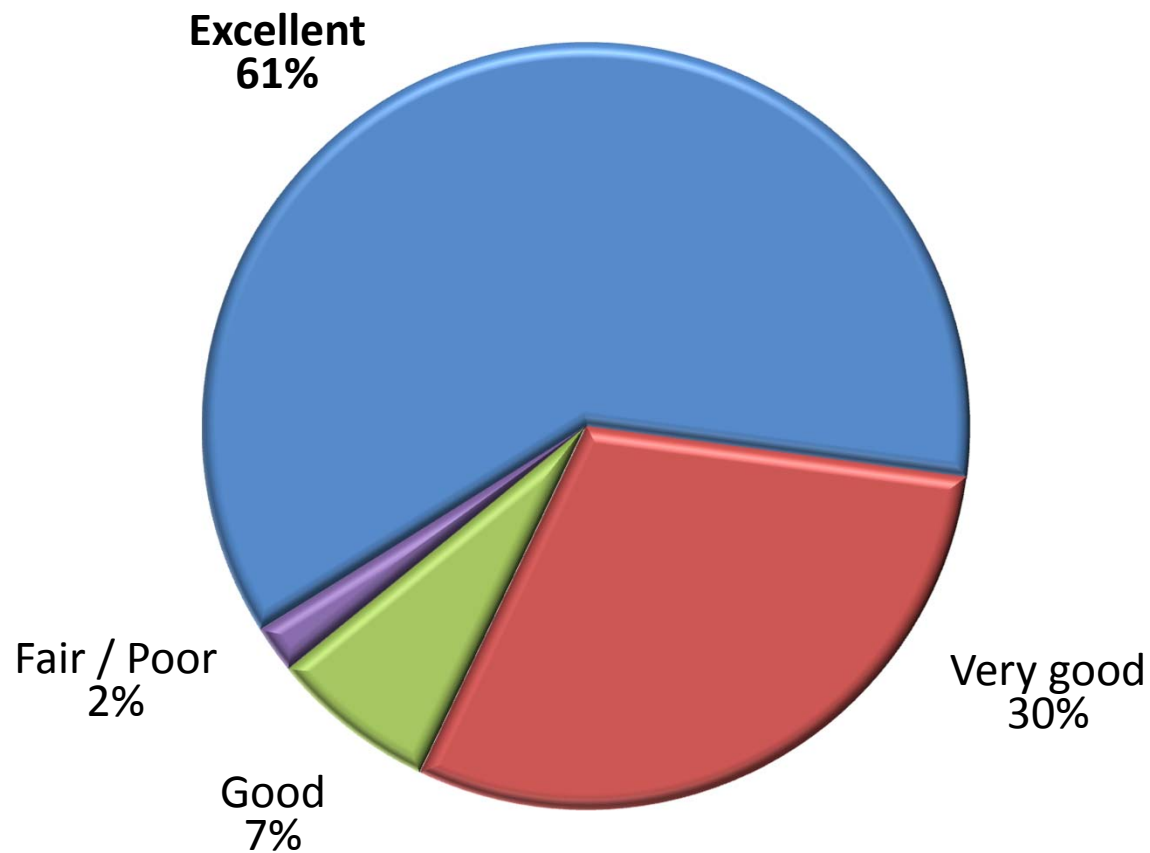
All figures based on total sample excluding refusals.





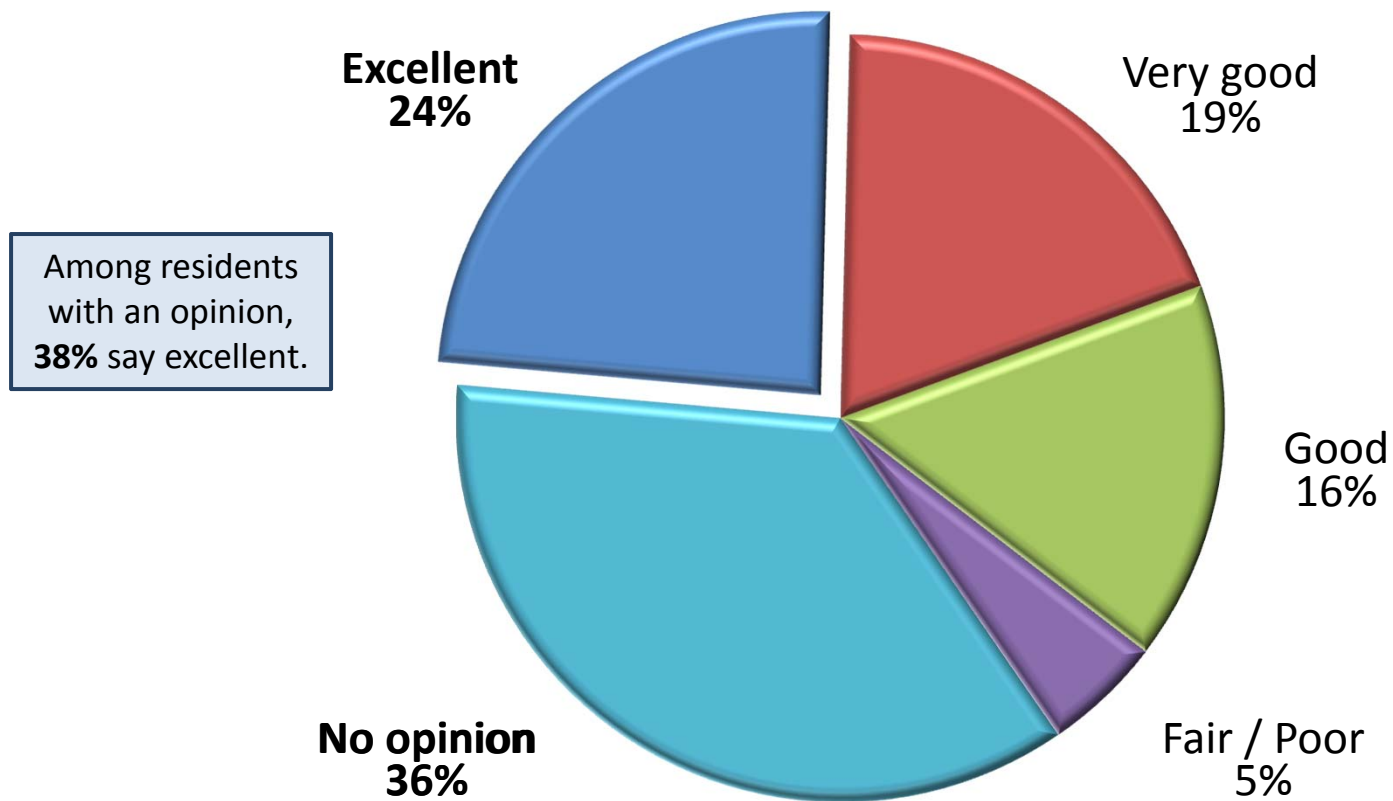
# Overall Impressions

**Six out of ten residents consider New Albany an excellent place to live. Almost everyone else considers it very good.**

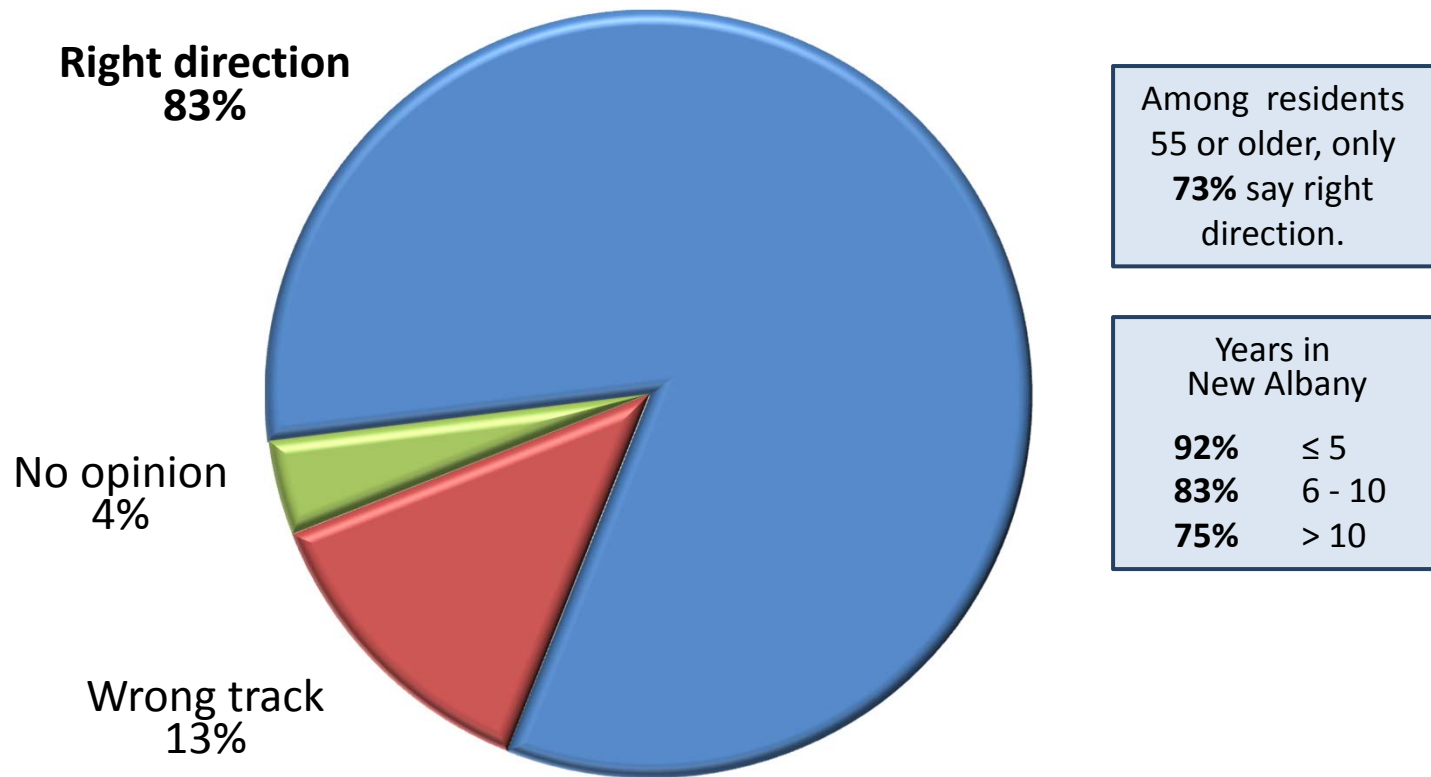


Q7: As a place to live, is New Albany excellent, very good, good, fair, or poor?

**One resident in four considers New Albany an excellent place to work. Many, however, have no opinion.**



# Four out of five residents agree that New Albany is heading in the right direction.





**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

Safe	23%
Small-town feel	21%
Quality schools	16%
Conveniently located	15%
Strong sense of community	15%
Friendly people	12%
Beautiful surroundings	11%
Well maintained	9%
Trails for walking and running	9%

## Comments: Like Most

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

There is easy access to shops and bike trails.

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

I like the small-town atmosphere.

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

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.

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

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

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

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

I love everything about living in New Albany.

## Issues, Concerns, and Problems

Taxes: especially property taxes	27%
Schools: maintaining quality / safety	23%
Traffic	16%
Growth: in general	14%
Schools: overcrowding	13%
Safety: maintaining	10%
Growth: apartments	9%



## 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.

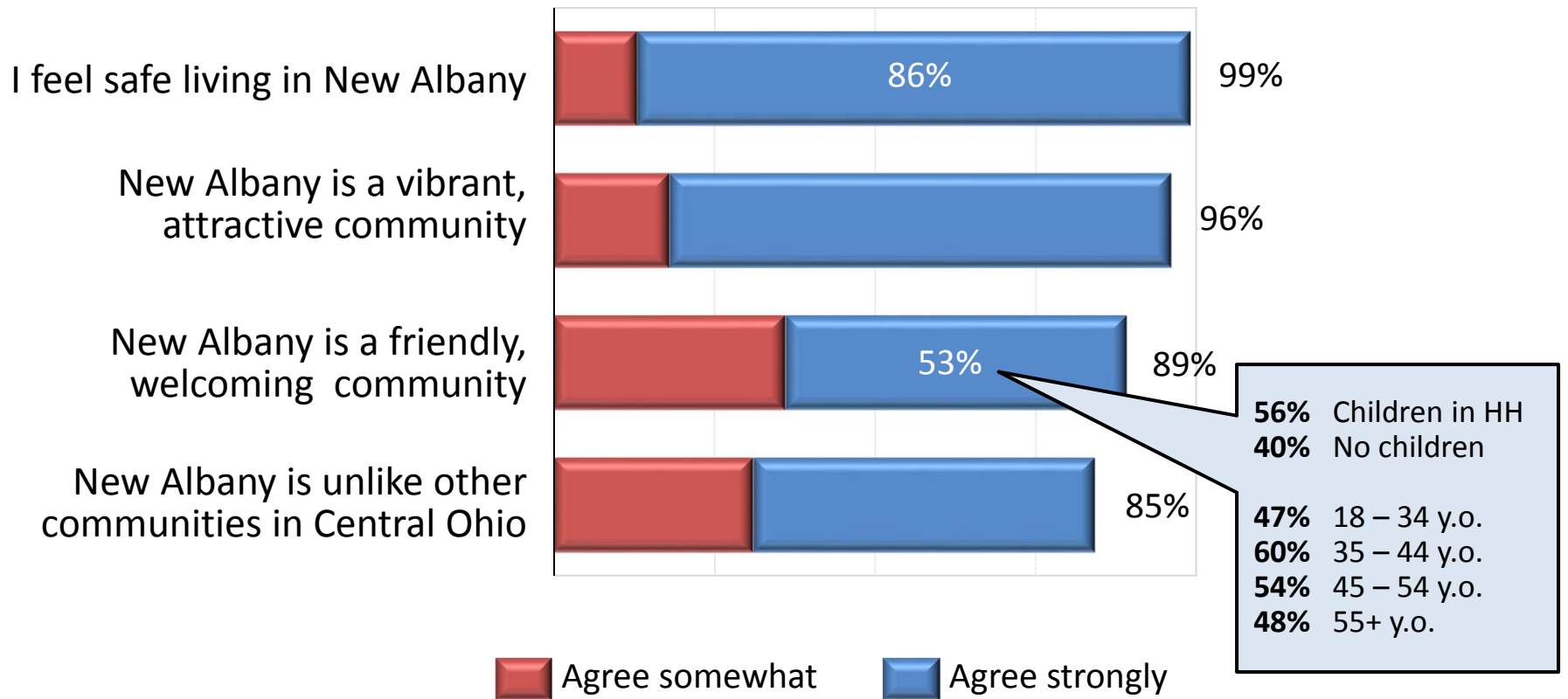
Traffic congestion by the schools ...

Safety, because the community is growing too fast.

There are drugs in the schools.

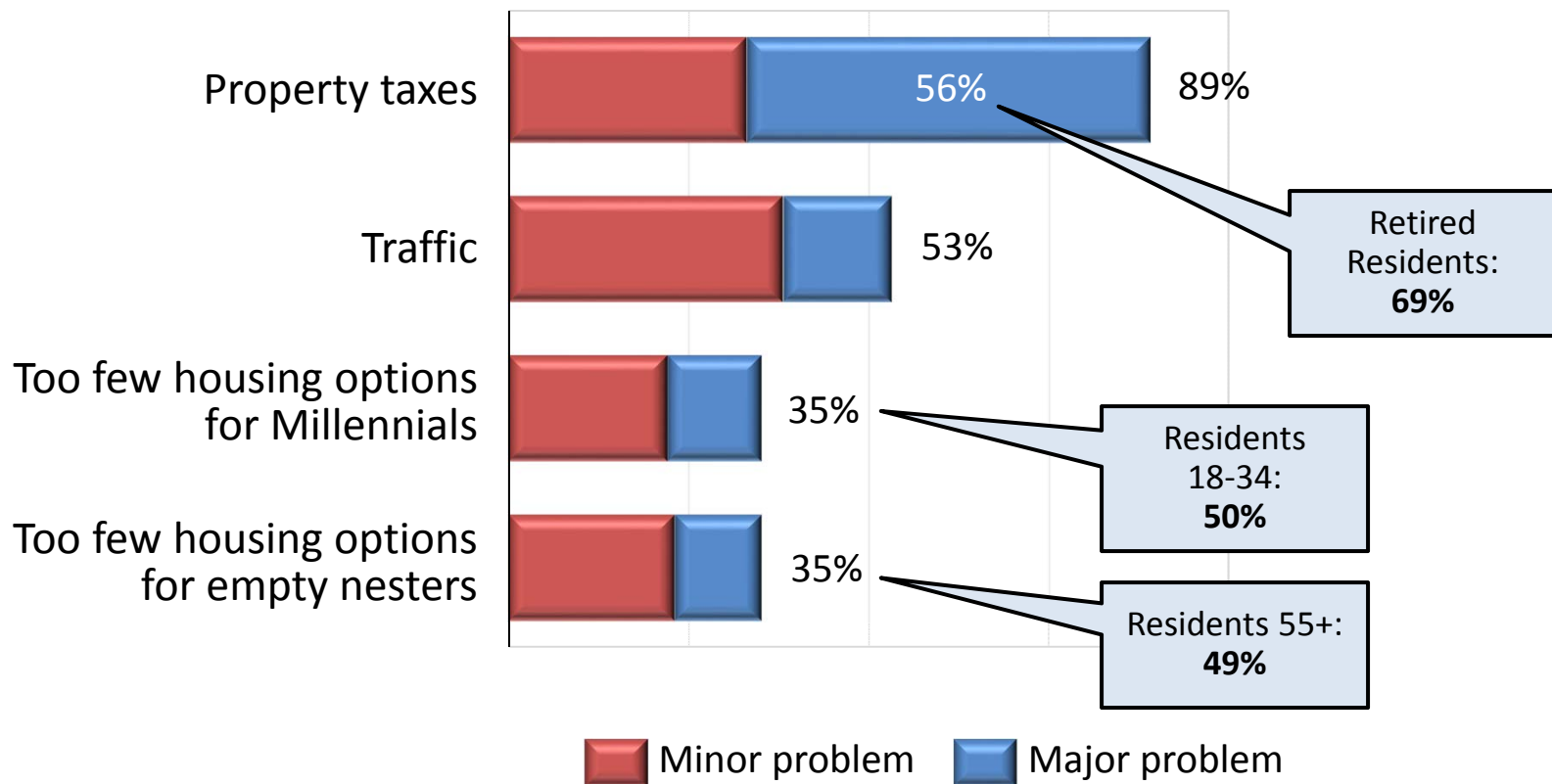
Development is a big disappointment. A lot of apartments will take away the overall appeal of New Albany.

**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.

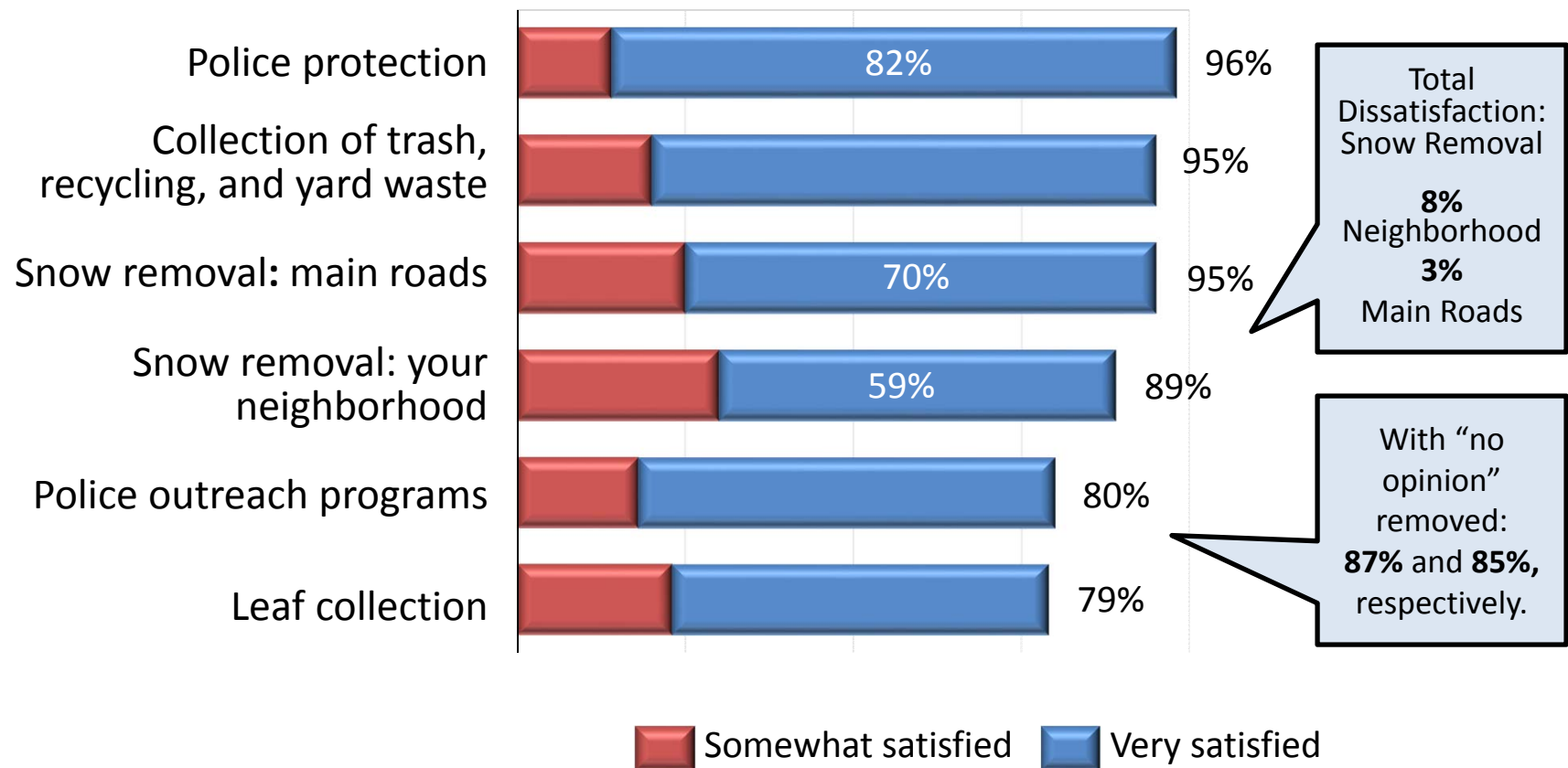
**For nine out of ten residents, property taxes are a problem; for nearly six out of ten, a major problem. Traffic, too, is a problem for many. Fewer, however, are concerned with housing options for Millennials and empty nesters.**





# City Services

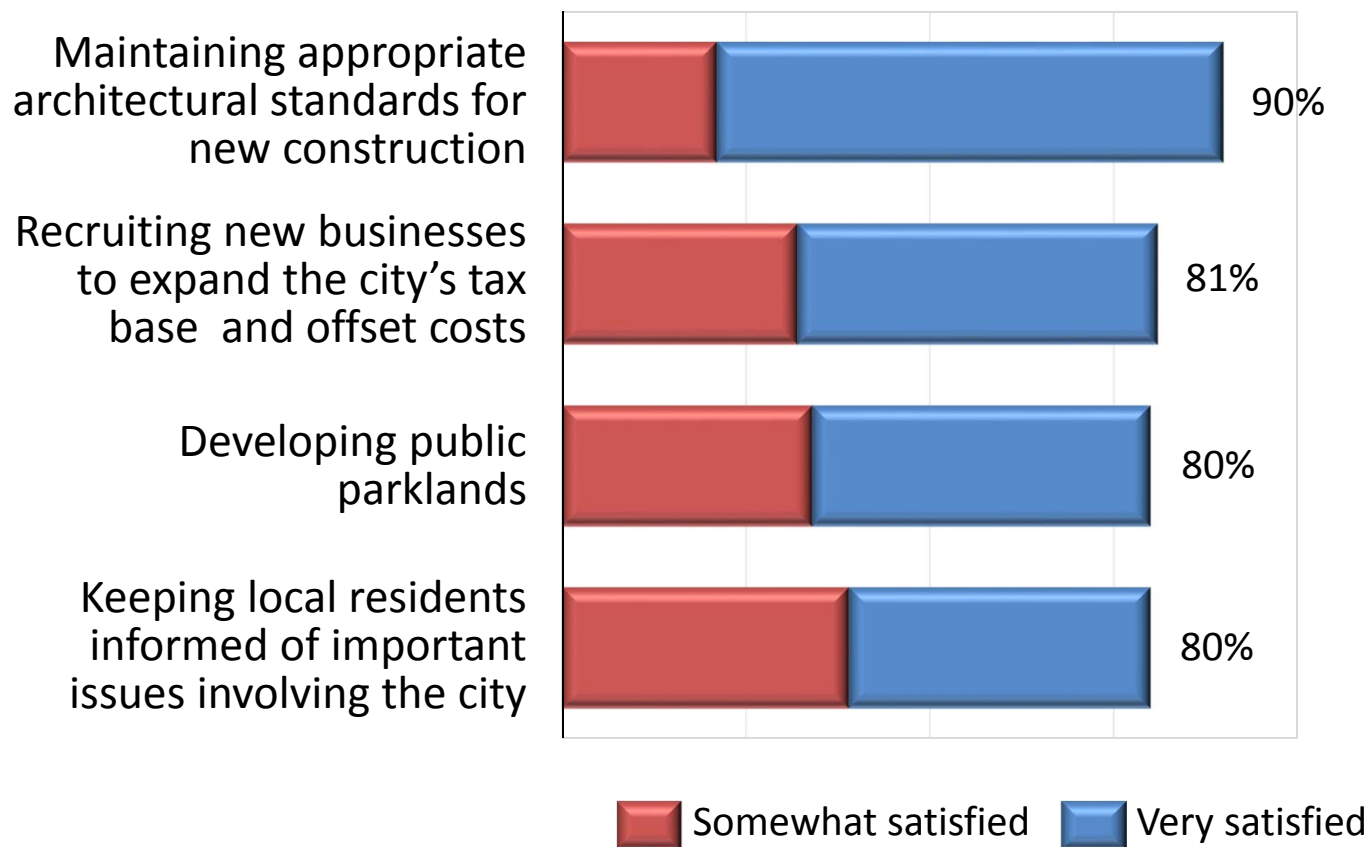
**Satisfaction with city services, especially police protection, tends to be high. That said, satisfaction with snow removal on neighborhood streets is lower than the comparable rating for the city's main roads.**

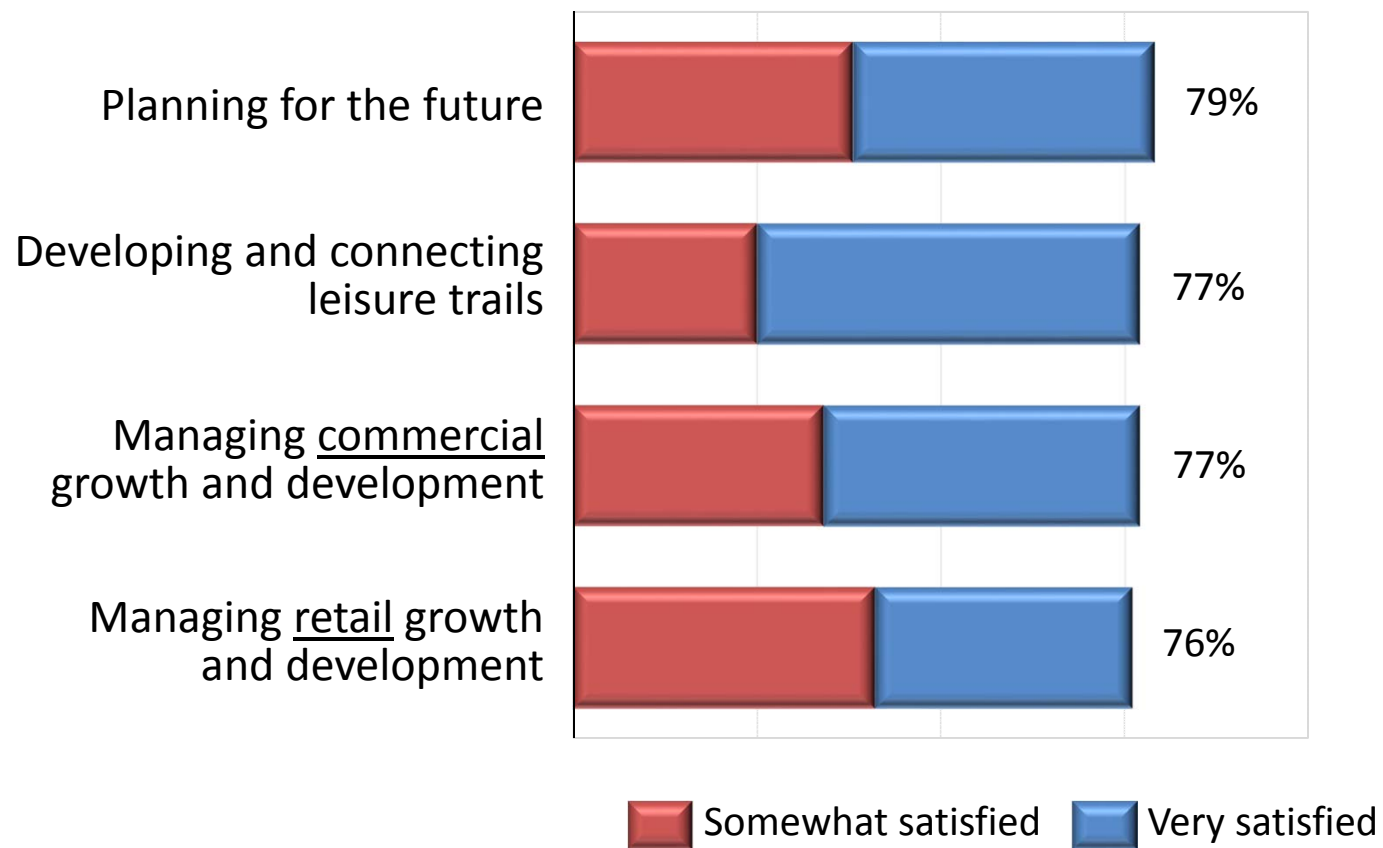




# City Officials

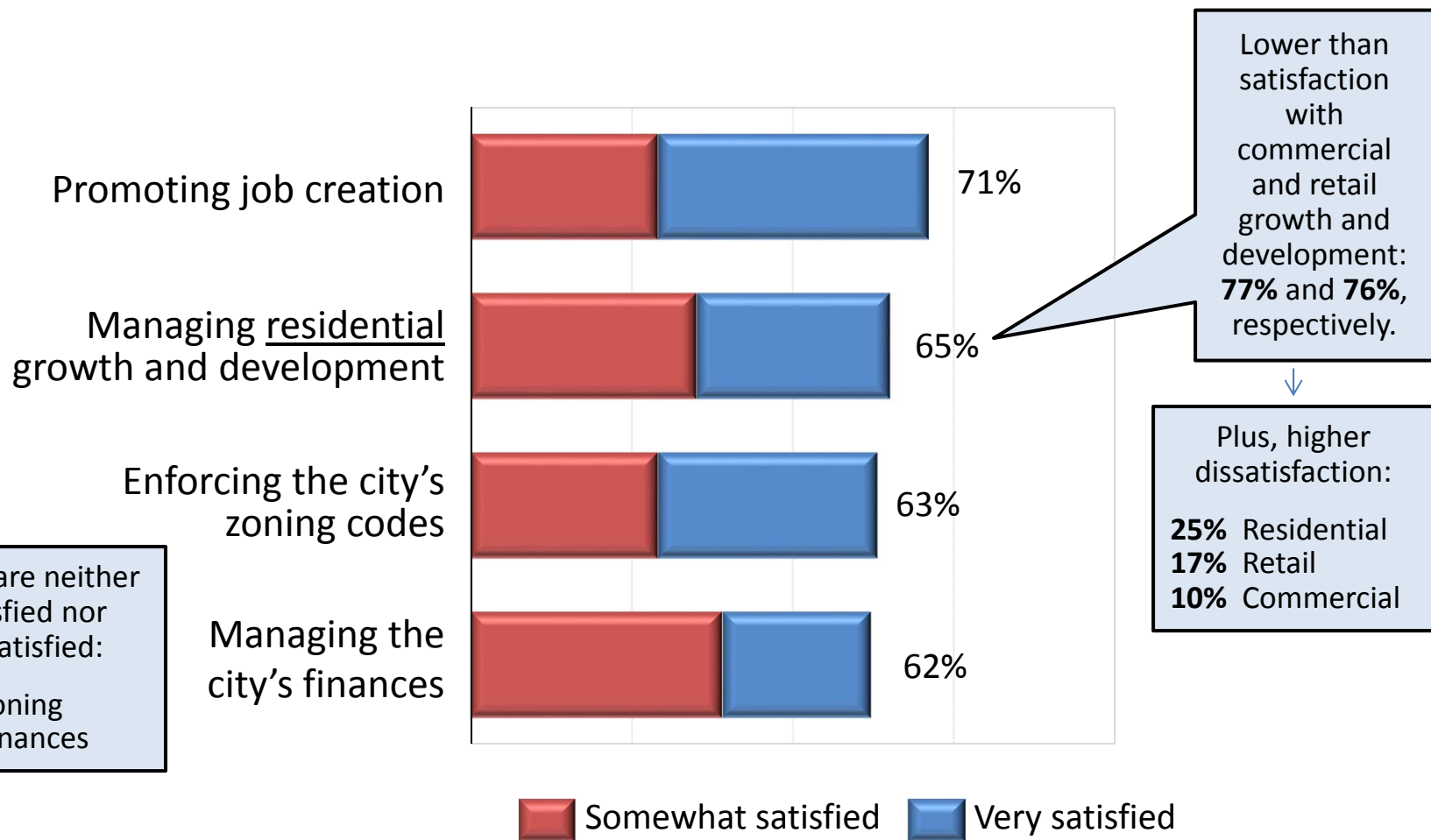
## On every dimension measured, a majority of residents are satisfied with the performance of city officials.





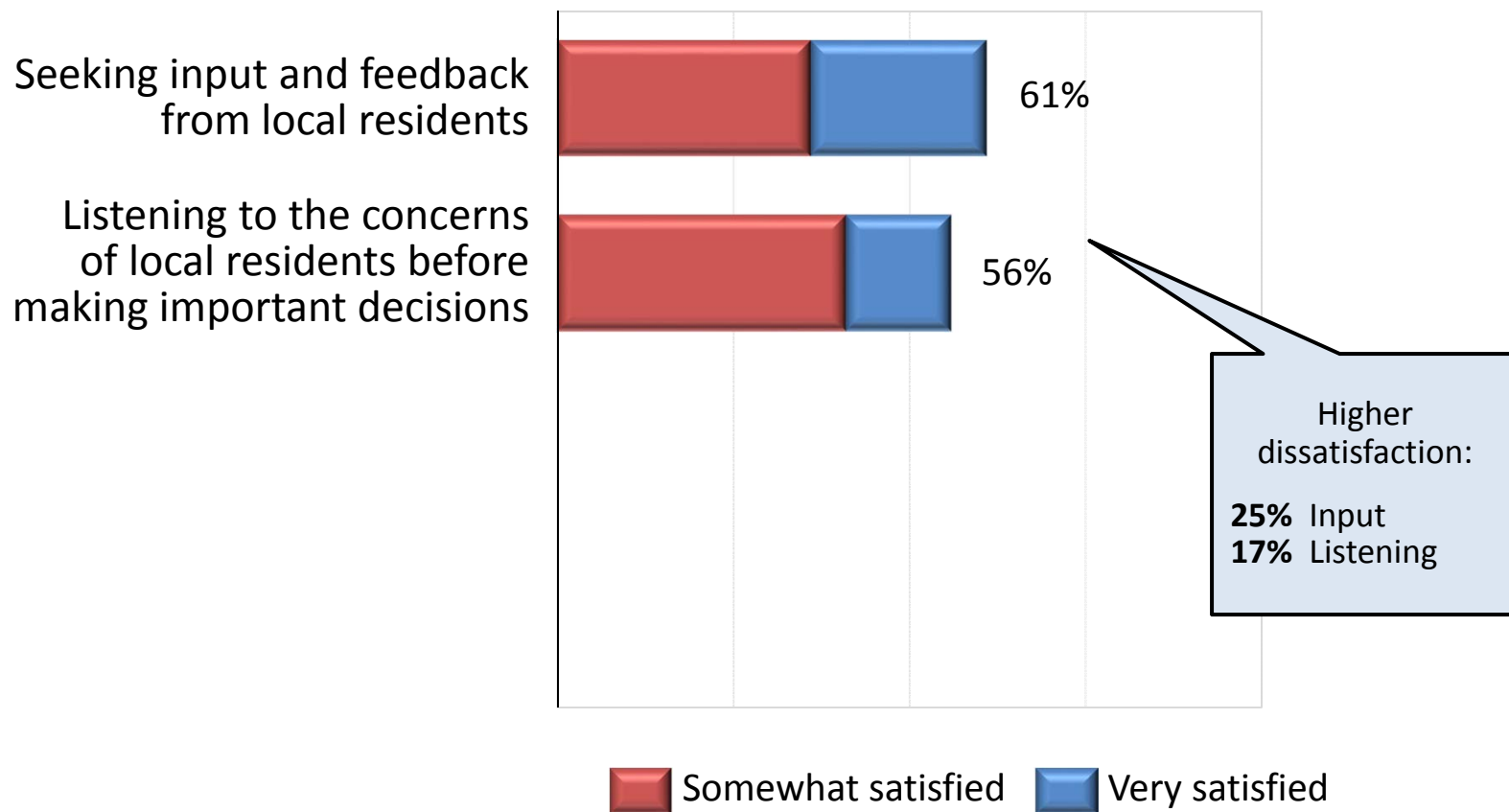
Q13: How satisfied are you with the performance of city officials in each of these areas?





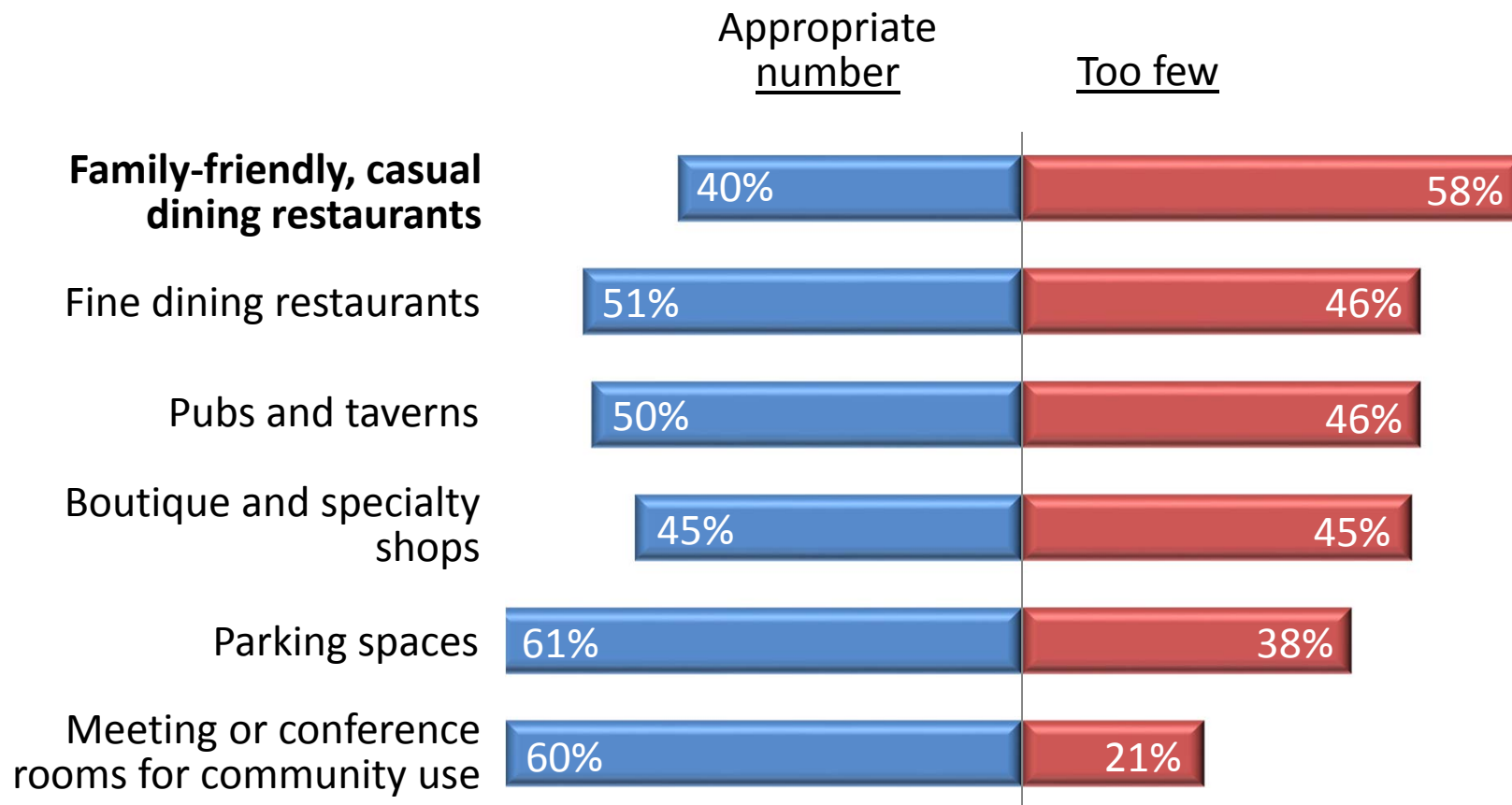
Q13: How satisfied are you with the performance of city officials in each of these areas?

## Fewer residents are satisfied with the efforts of city officials to seek the community's input and feedback prior to making important decisions.

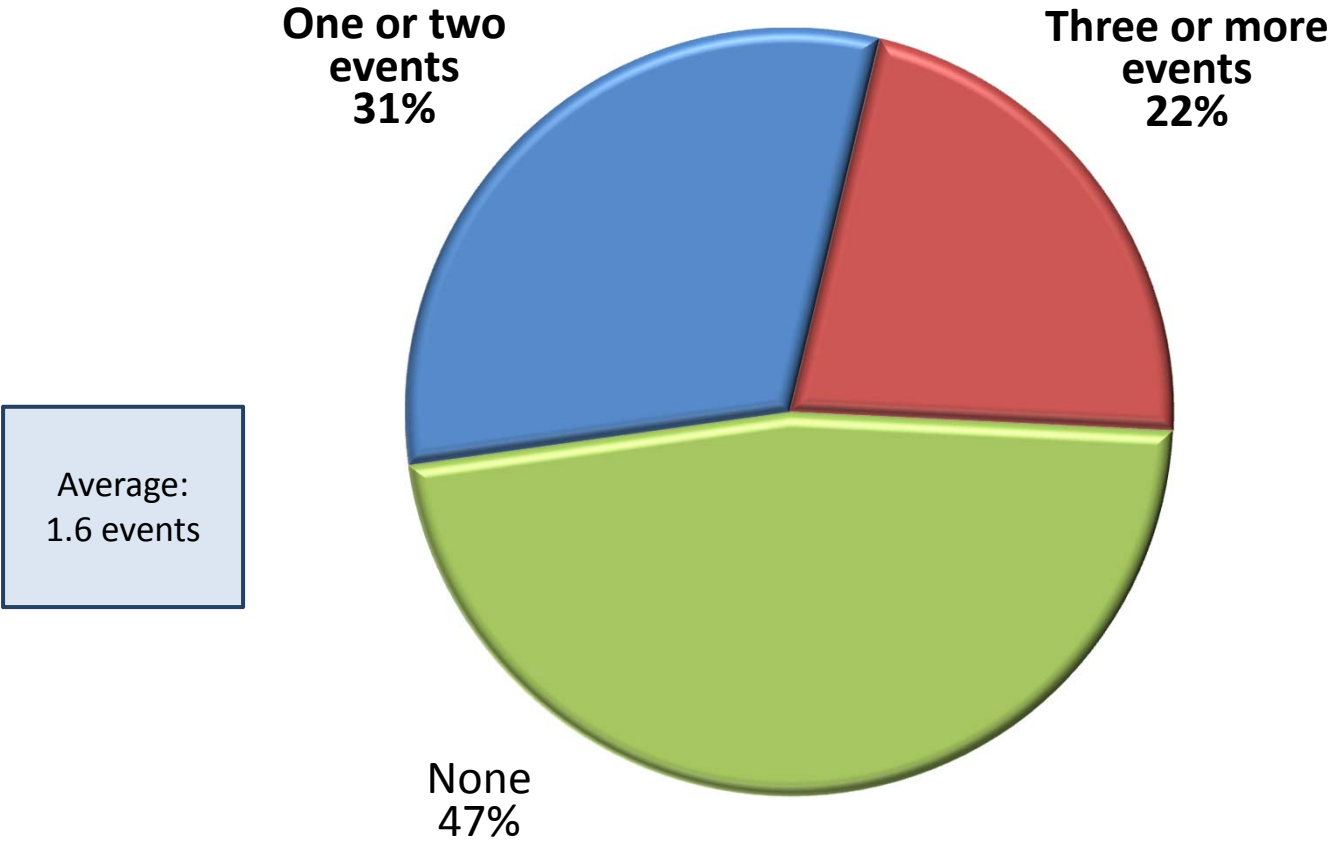


# Market Square / Village Center

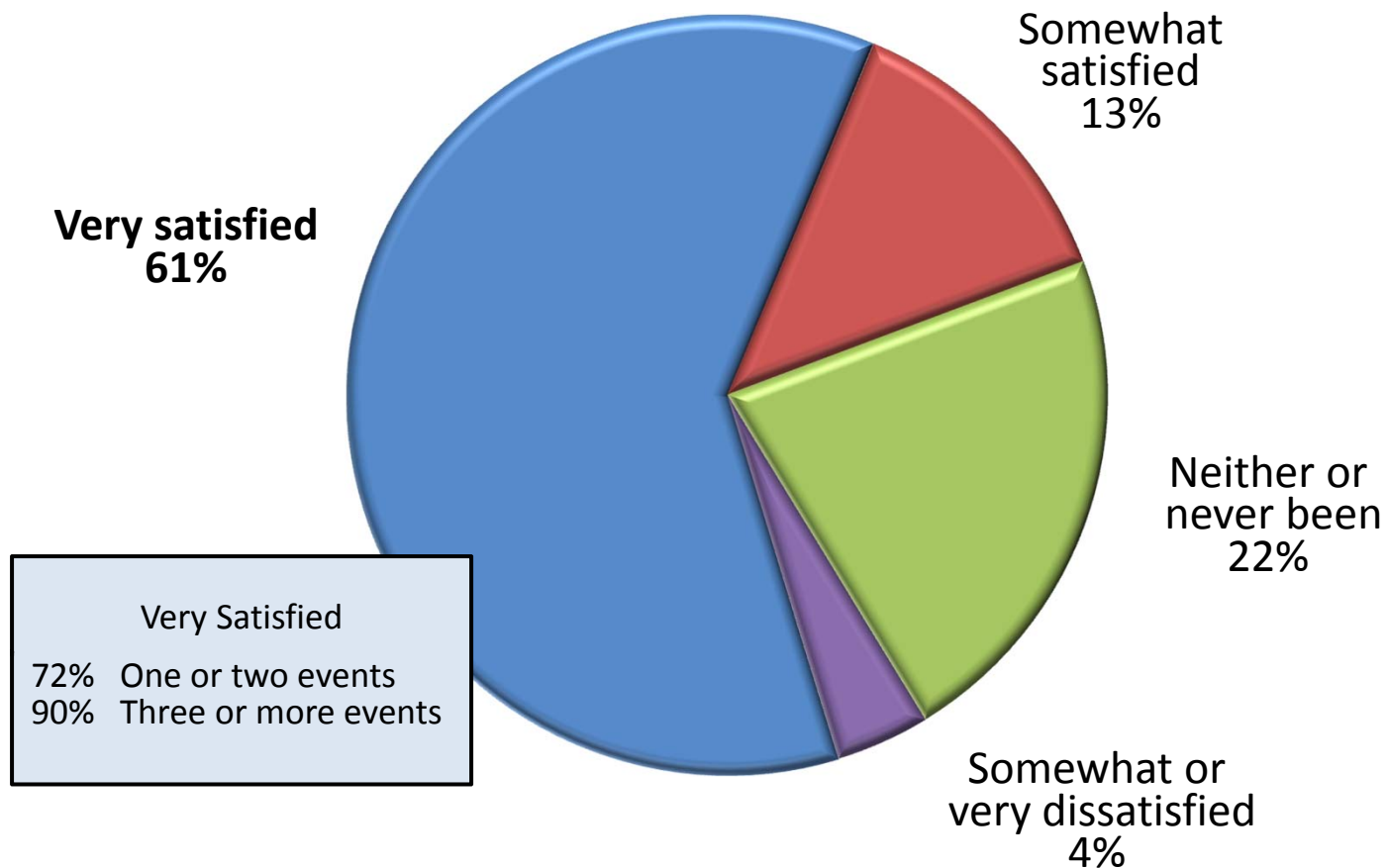
## Nearly six out of ten residents see a need for more family-friendly, casual dining restaurants.



**Slightly more than half the residents have been to the McCoy Center during the past year.**




## Six out of ten residents are very satisfied with the McCoy Center as a performing arts venue.





# 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**

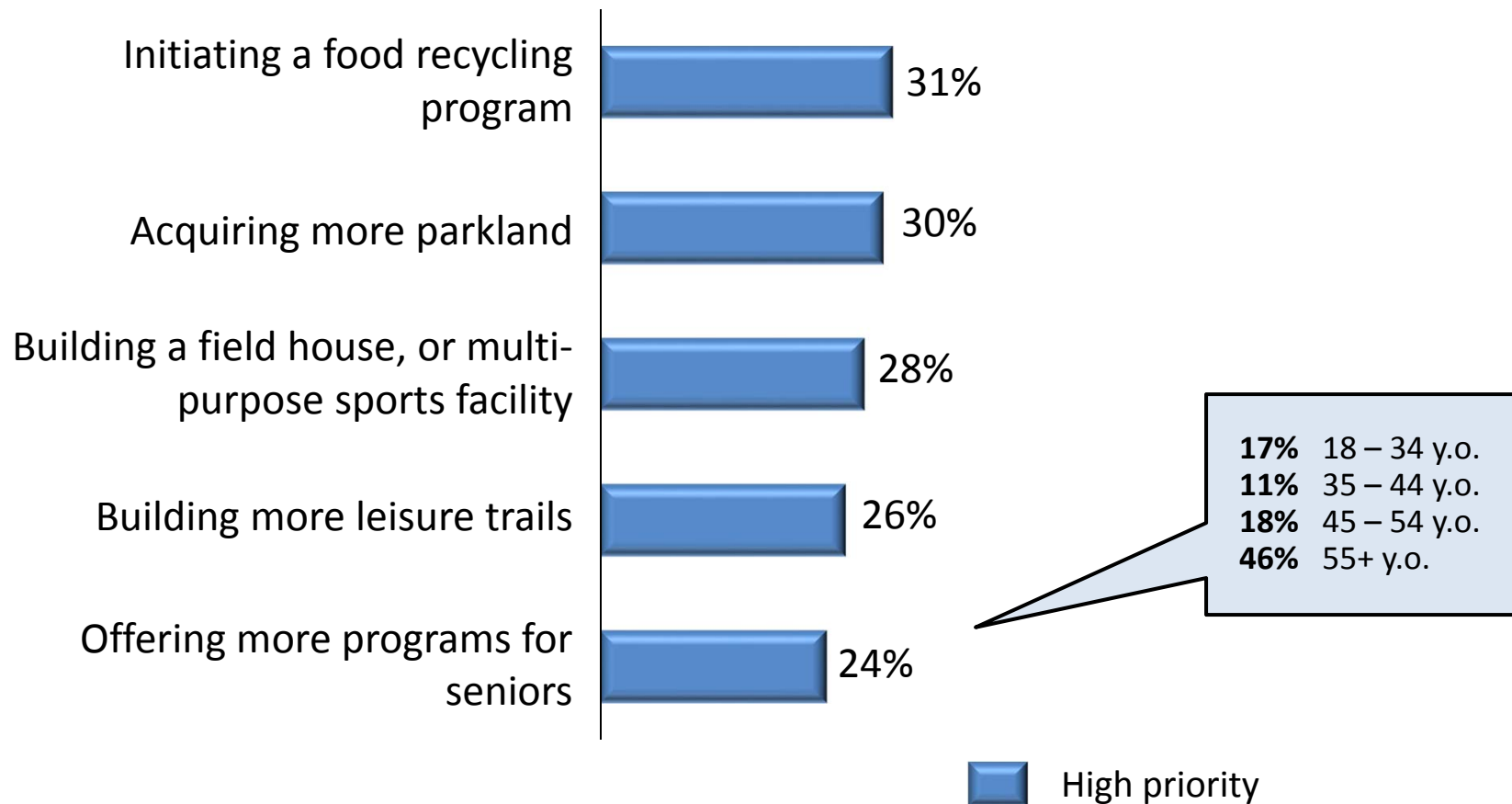
**Offering more programs for seniors**

**Initiating a food waste recycling program**

**Building a field house or multi-purpose sports facility**

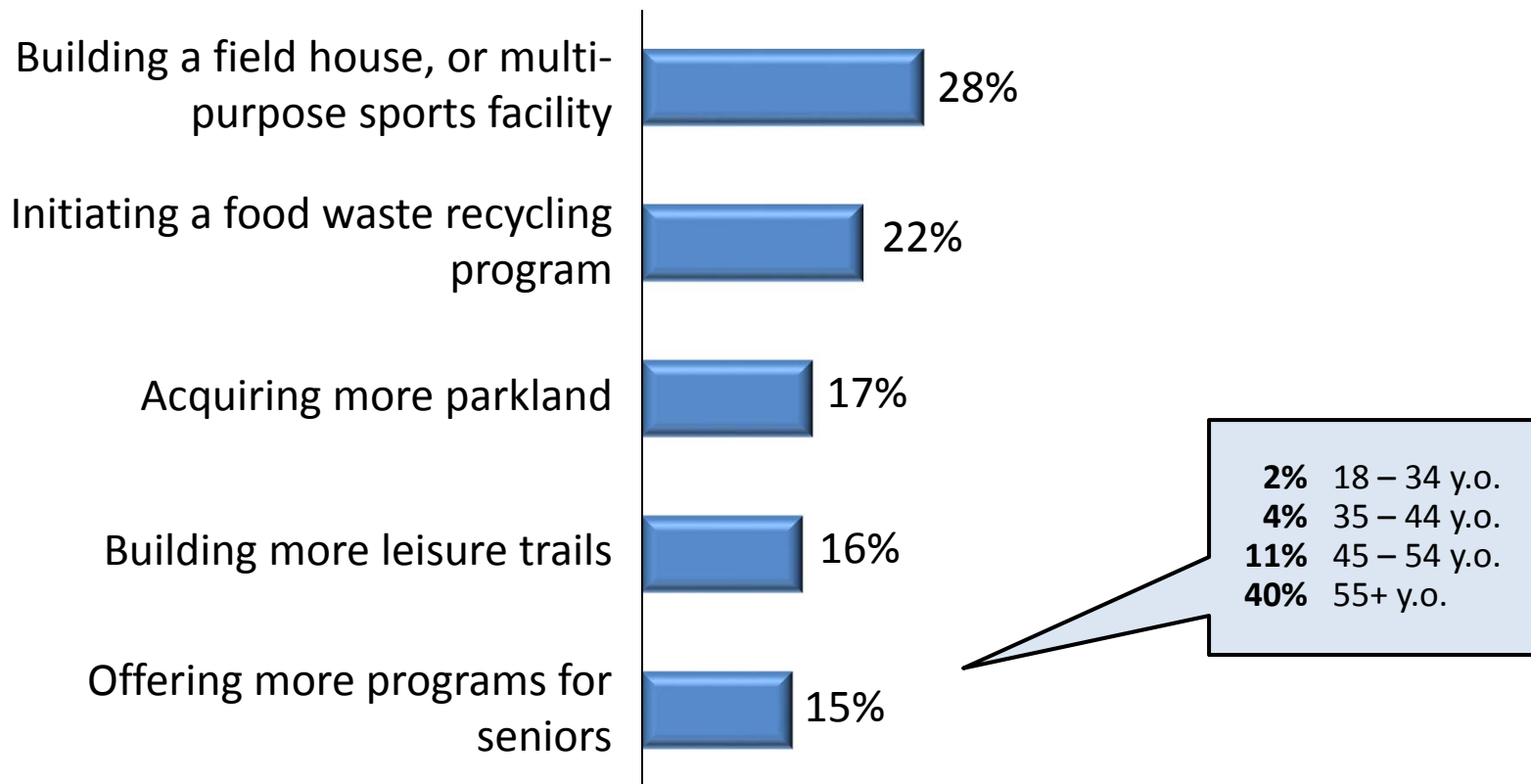


**Each initiative was deemed a high priority by roughly one resident in four. None was dominant.**



Q24: For each of the following five initiatives, tell me if the city should make it a high, medium, or low priority.

**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.**



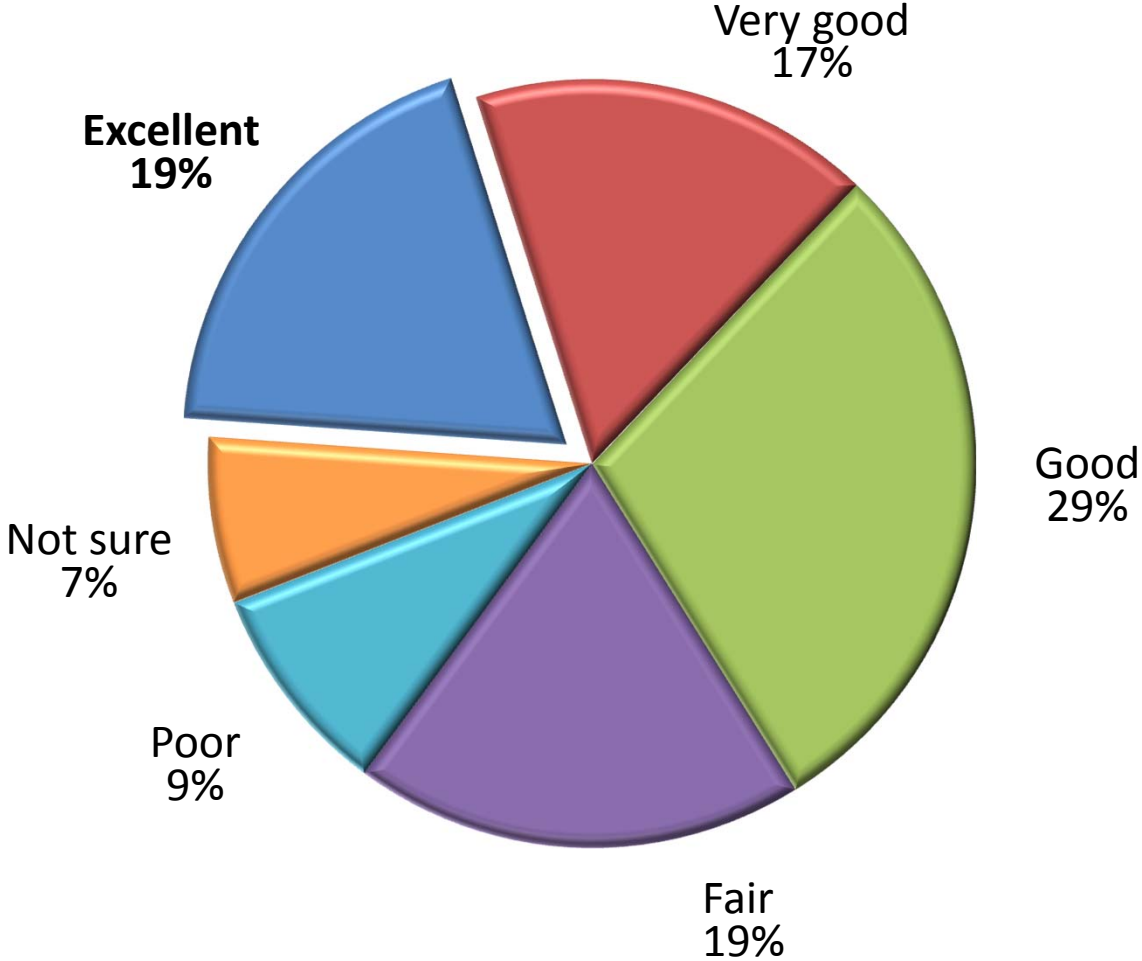


# Growing Older

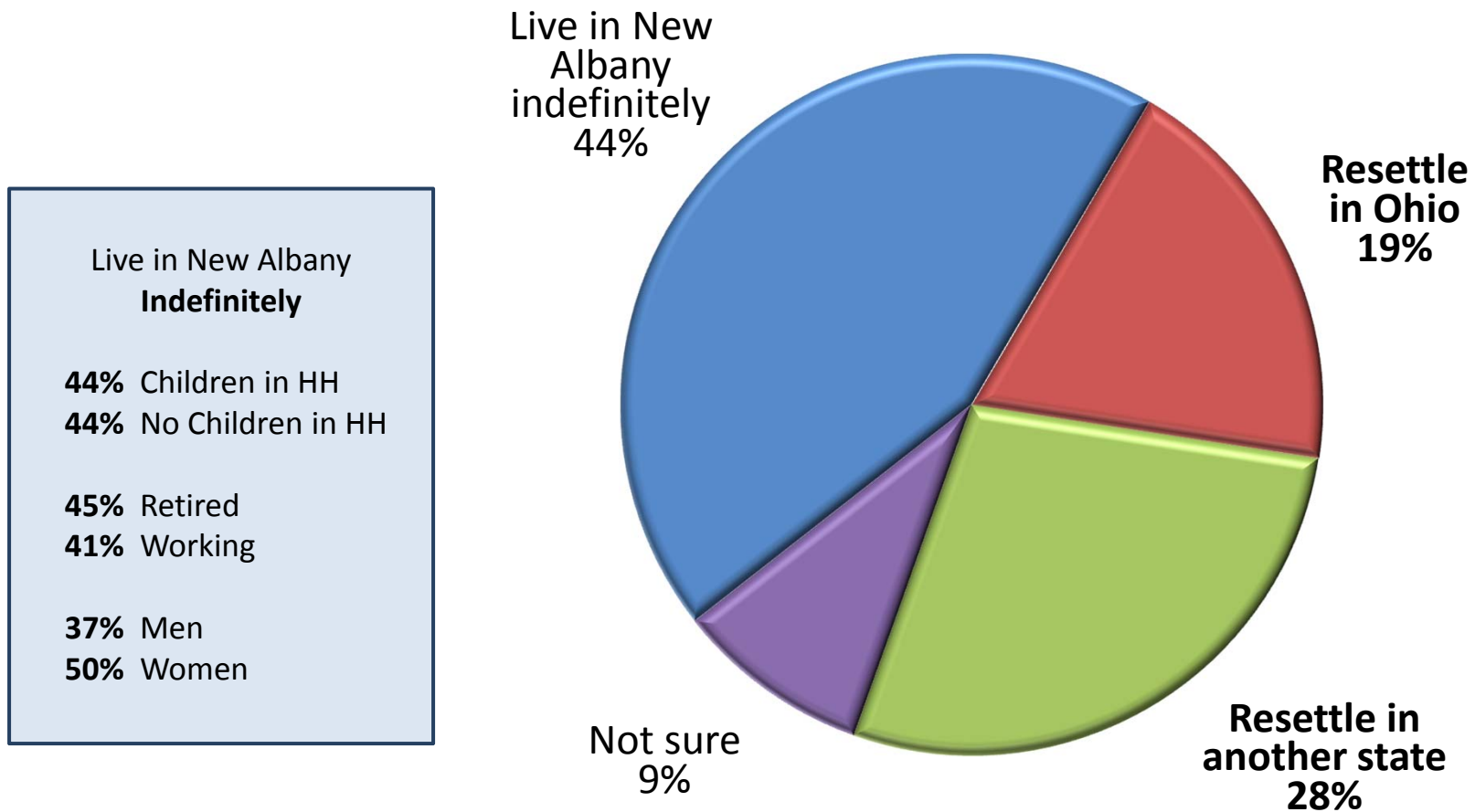
**Only one resident in five considers New Albany an excellent place to retire.**

New Albany as an excellent place to live: 61%

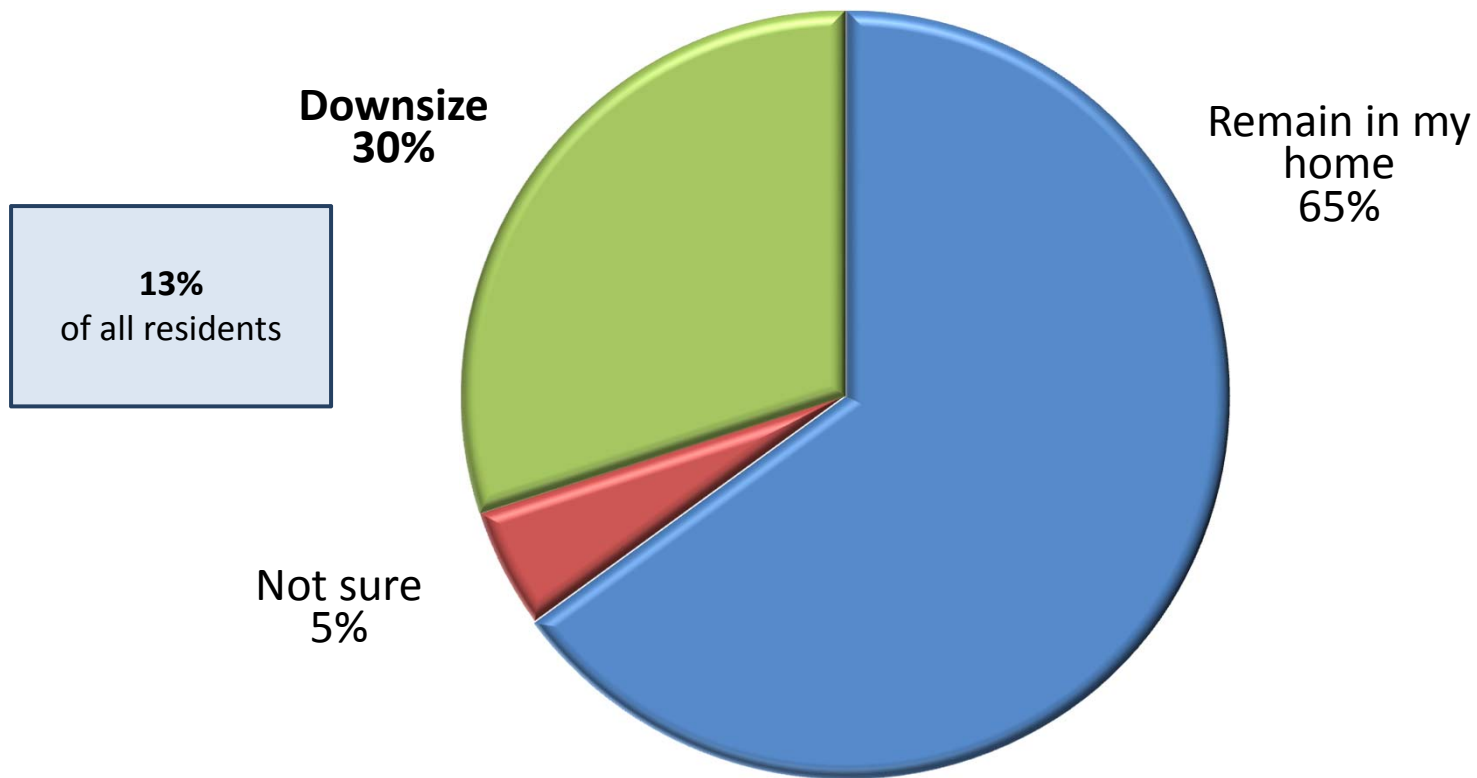
New Albany as an excellent place to work: 24%



**Nearly half the residents anticipate resettling in another community when they get older. Women are more likely than men to remain indefinitely.**

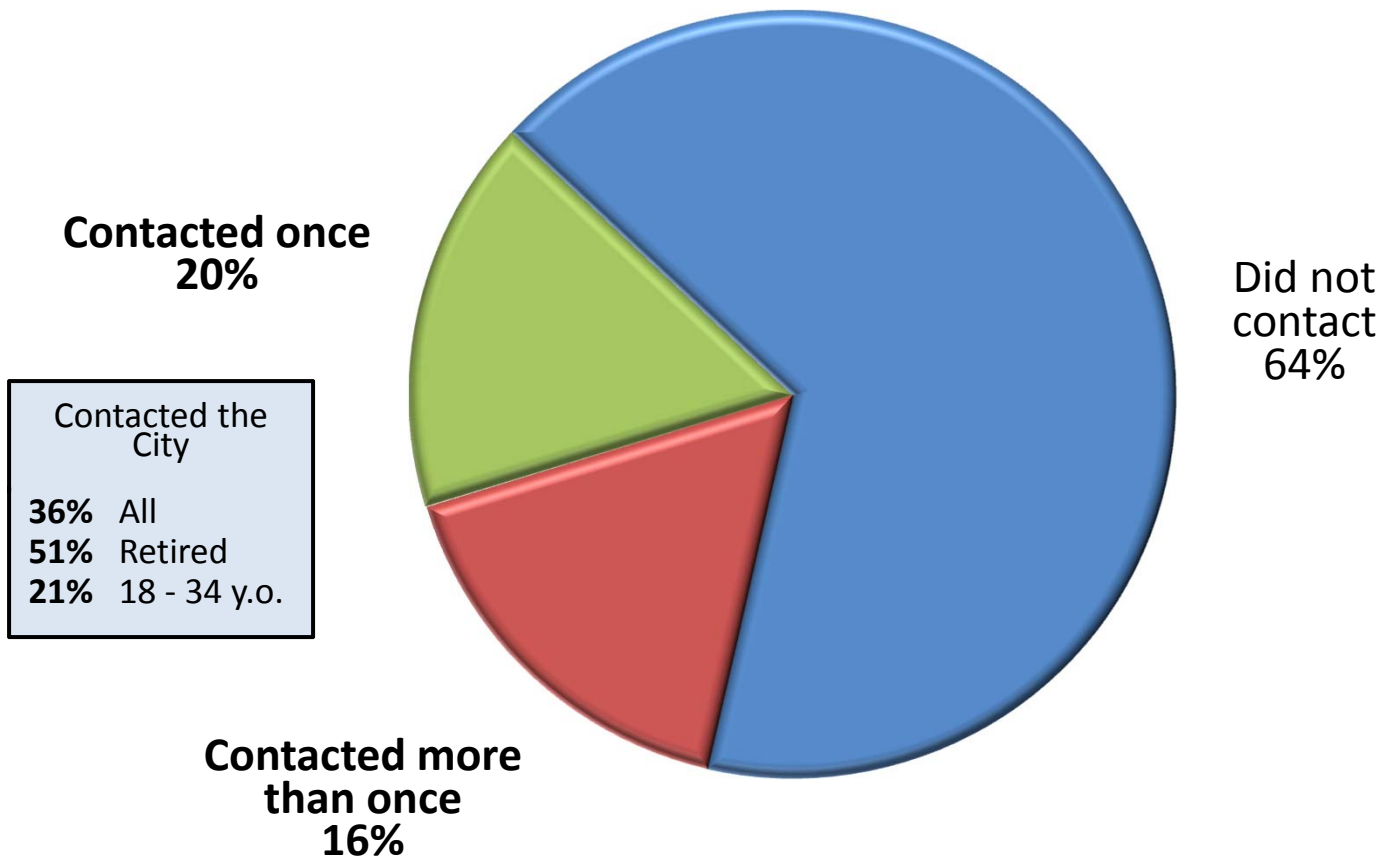


**Among residents who plan to remain in New Albany indefinitely, three out of ten anticipate downsizing to a smaller home or condominium.**



# 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.**





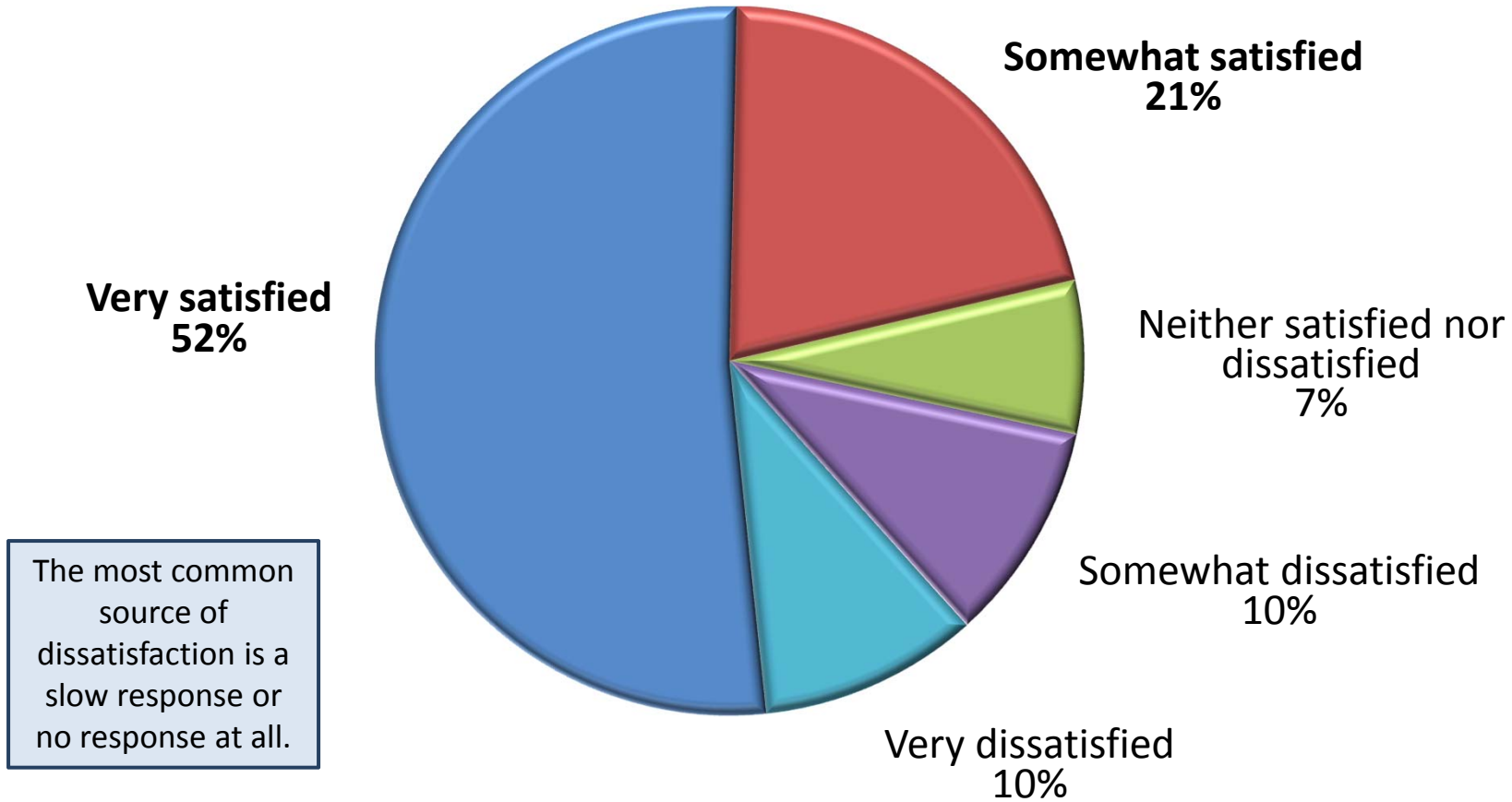
## Method of Contact

49%	Phone
27%	In person
22%	Email
1%	Letter

## Department Contacted

38%	<b>Community Development</b> (e.g., planning and zoning, parks and recreation)
26%	<b>Public Service</b> (e.g., road maintenance, recycling, leaf collection)
12%	<b>Police</b>
10%	<b>City Officials</b> (e.g., council, mayor)
05%	<b>Finance</b> (e.g., taxes)

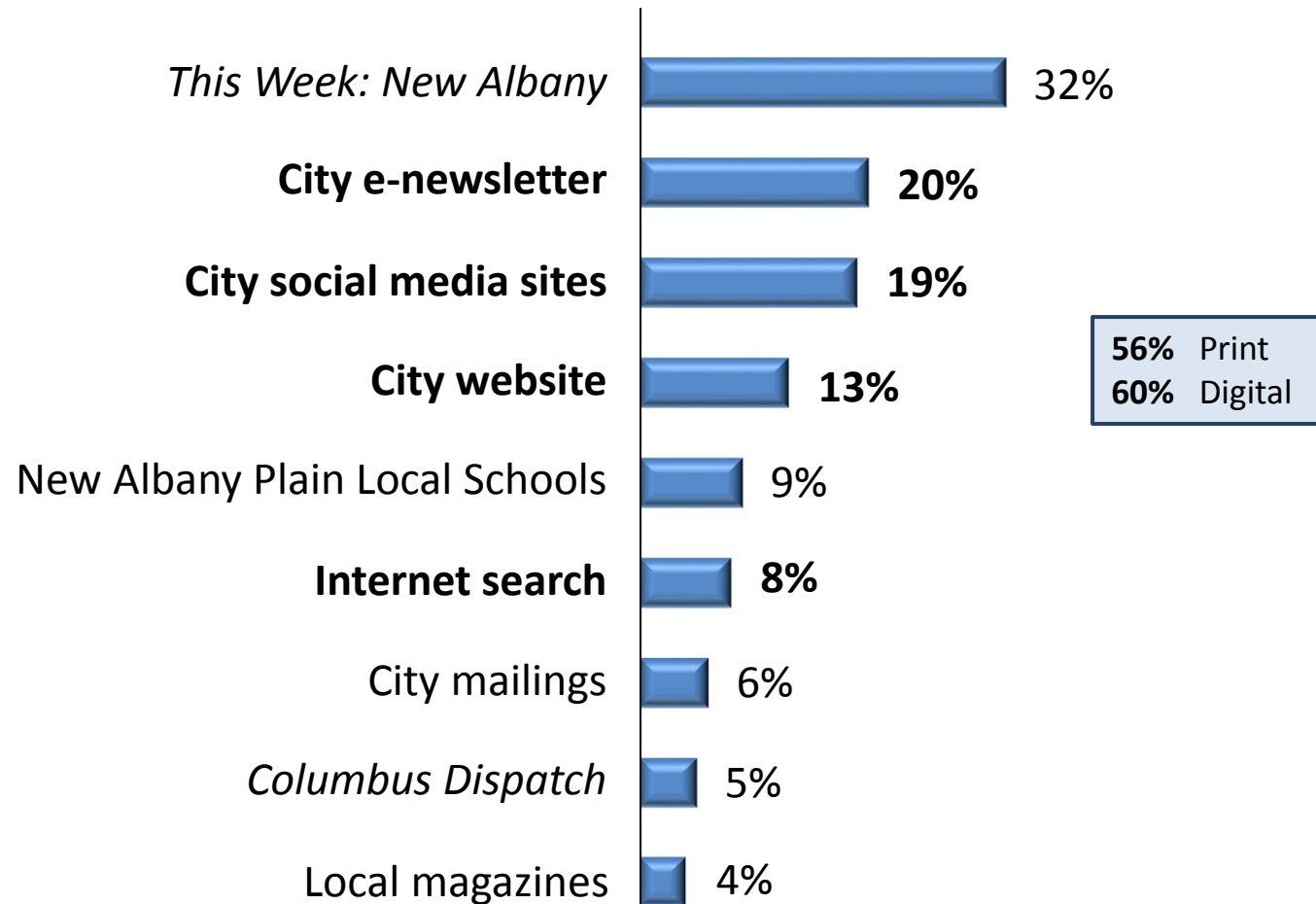
**Seven out of ten residents were satisfied with the customer service they received. Half were very satisfied. One out of five residents was not satisfied.**





# Communication

***This Week: New Albany* is the most common source of 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

**Nearly all residents have internet access.  
Two out of five follow the city on social media.**



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



# Summary

- 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.