



2020

New Albany Community Attitudes Survey

Saperstein Associates, Inc. / Summer 2020



This research gives New Albany residents a voice. It allows the voting public to express opinions on myriad issues – and, in doing so, provides city leadership valuable data as planning for the future continues.

Though similar to the survey conducted in 2018, the current study addresses two additional topics: the COVID-19 pandemic and diversity and inclusion.



Methodology

- Telephone interviews were conducted with a random sample of 302 New Albany residents.
- Five additional interviews were conducted with African American residents not included in the random sample. This “oversample” was intended (with only modest success) to bolster the validity of various subgroup analyses.
- With an average length exceeding 22 minutes, the interviews were completed via cell phones (76%) and landlines (24%) from July 23 through August 8.
- The Margin of Error for this survey is $\leq \pm 5.4$ 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, 7,123 unique telephone numbers were dialed manually, up from 5,479 in 2018, an increase of 30%.

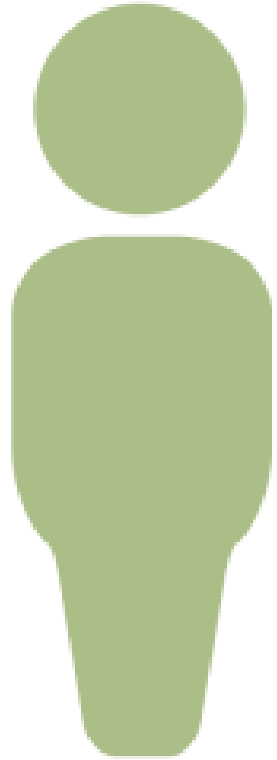
- As the tables below reveal, the survey respondents represent New Albany's adult residents on several key dimensions, including gender, age, education, and political jurisdiction.

	New Albany: Actual*	Random Sample
Male	49%	48%
Female	51%	52%
18 to 24	12%	13%
25 to 34	9%	8%
35 to 44	20%	21%
45 to 54	28%	25%
55 to 64	18%	19%
Older than 64	13%	14%
Bachelor's or higher	76%	72%

	New Albany: Actual*	Random Sample
Ward A	14%	14%
Ward B	16%	15%
Ward C	16%	14%
Ward D	16%	18%
Ward E	11%	11%
Ward F	16%	17%
Ward G	11%	11%

A photograph of a family—a man, a woman, and a young girl—walking along a paved path that runs alongside a calm lake. The man is on the left, wearing a dark polo shirt and light shorts. The woman is in the middle, wearing a light-colored top and shorts, holding the girl's hand. The girl is on the right, wearing a patterned top and a skirt. In the background, there are trees, a building with a prominent tower, and a cloudy sky. A large tree trunk is visible on the left side of the frame.

Resident Profile



78% Married (-5 pp*)

72% Bachelor's degree or higher (-7 pp)

72% Live with children 26 or younger (-2 pp)

60% Live south of 161 (+3 pp)

45% Have at least one child enrolled in NAPLS (-5 pp)

43% Follow the city on social media (+4 pp)



39% Work ft or pt outside New Albany (-6 pp / 57% of all ft and pt workers)

60% Employed full-time (-1 pp)

8% Employed part-time (-5 pp)

12% Retired (+1 pp)

10% Homemaker (0 pp)



42% Younger than 45 (-3 pp)

25% 45 to 54 (-4 pp)

33% Older than 54 (+7 pp)



52% Female (+1 pp)

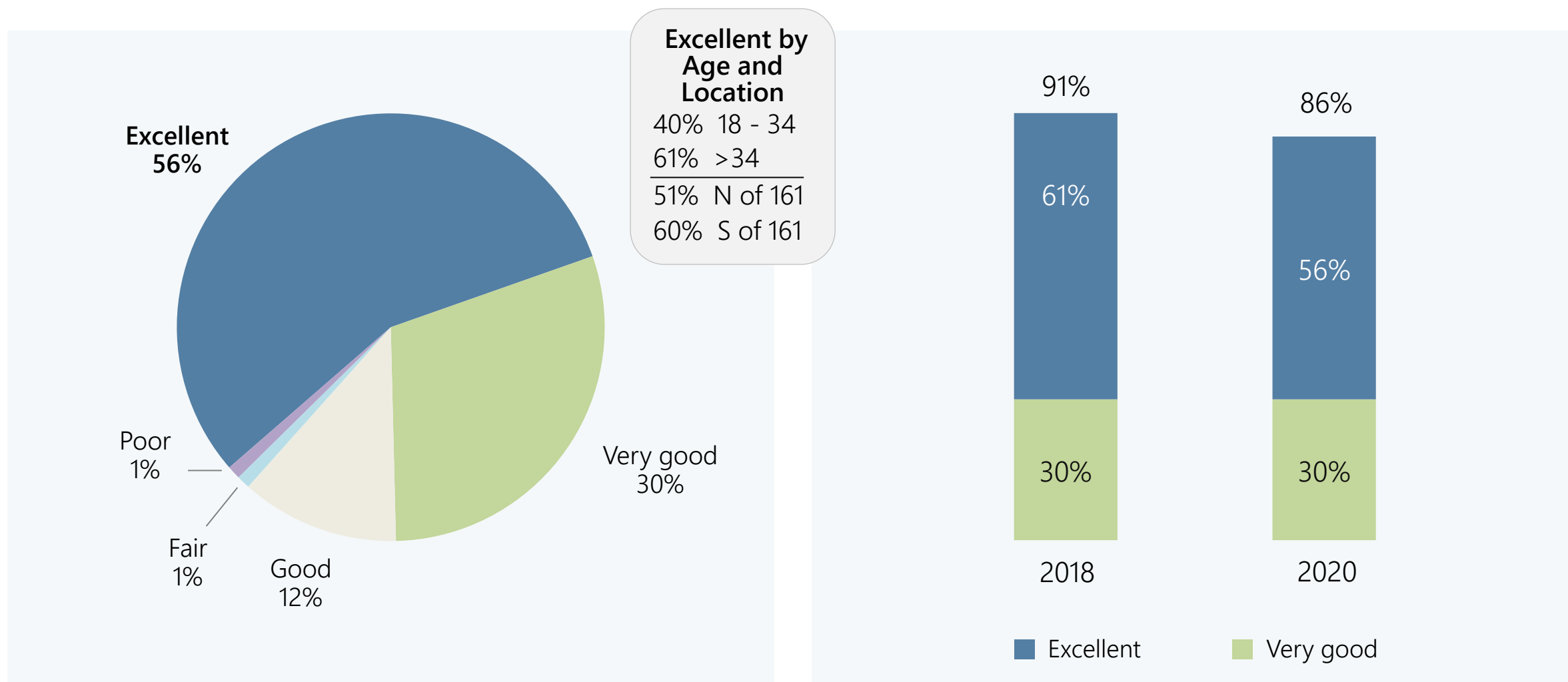


Avg. years in New Albany
14 (+3 yrs)

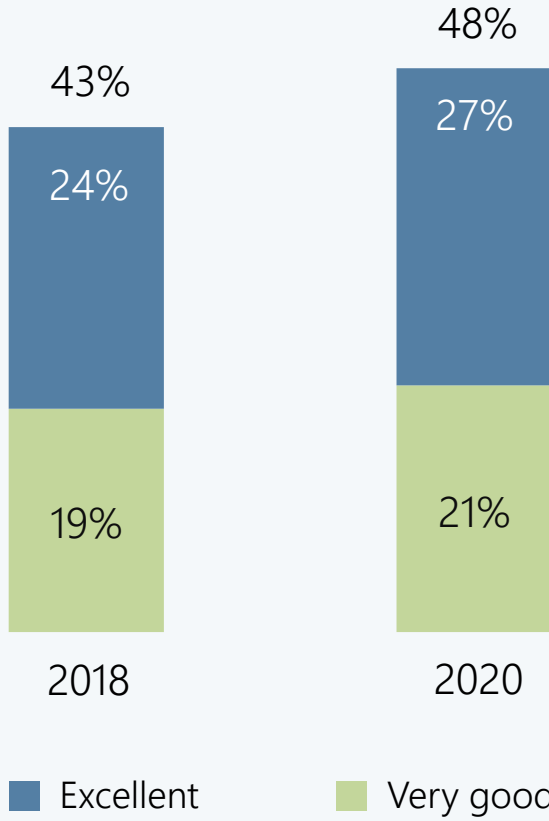
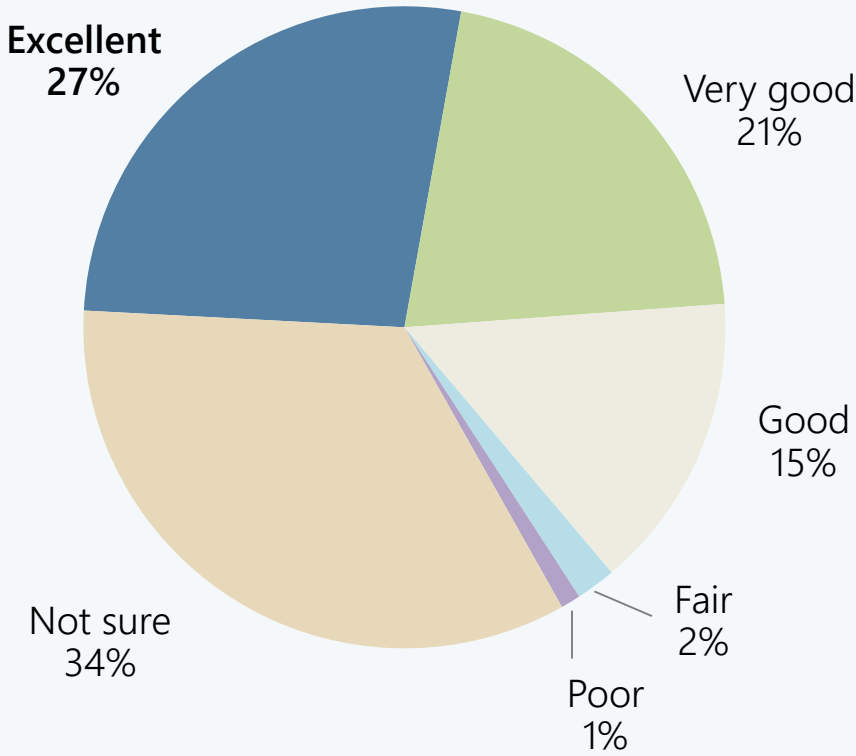
A grayscale photograph of a horse farm. A gravel path leads from the foreground into the distance, flanked by white fences. On the left, a large, dense evergreen shrub stands behind the fence. On the right, a row of trees with light-colored blossoms, likely cherry trees, lines the path. The background shows a grassy field and more trees under a bright sky.

Overall Impressions

As a place to live, nearly six out of ten residents consider New Albany excellent. An additional three out of ten said very good.

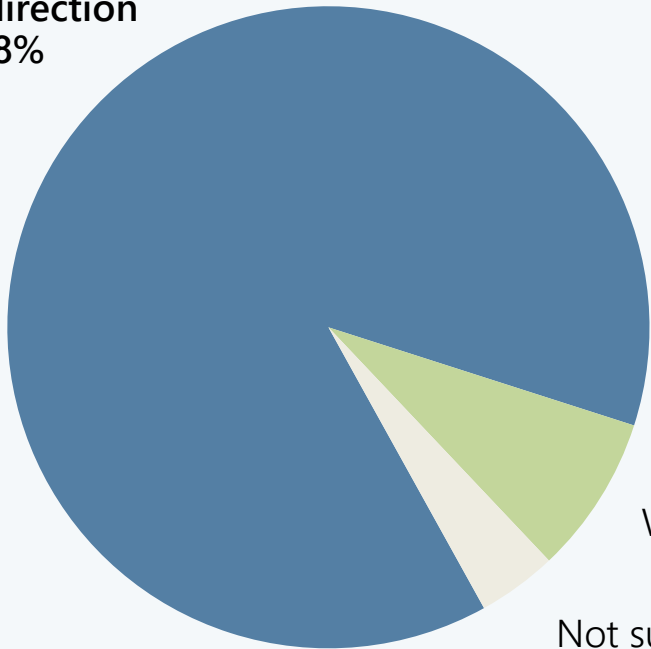


As a place to work, one out of four residents considers New Albany excellent.
Many residents had no opinion on this issue.



Nearly nine out of ten residents agree that New Albany is heading in the right direction.

Right direction
88%



Right Direction
by Age

92% <55
78% 55+

83%



88%



2018

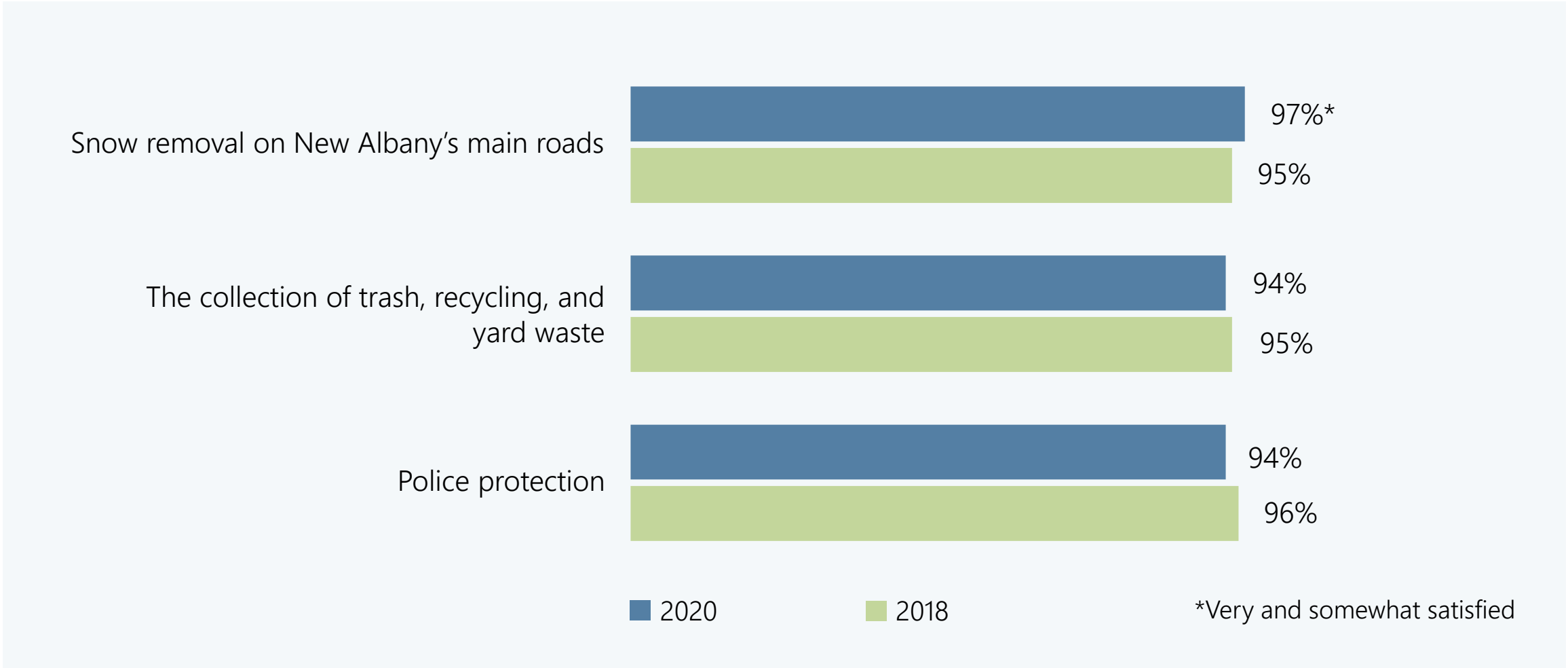
2020

■ Right direction

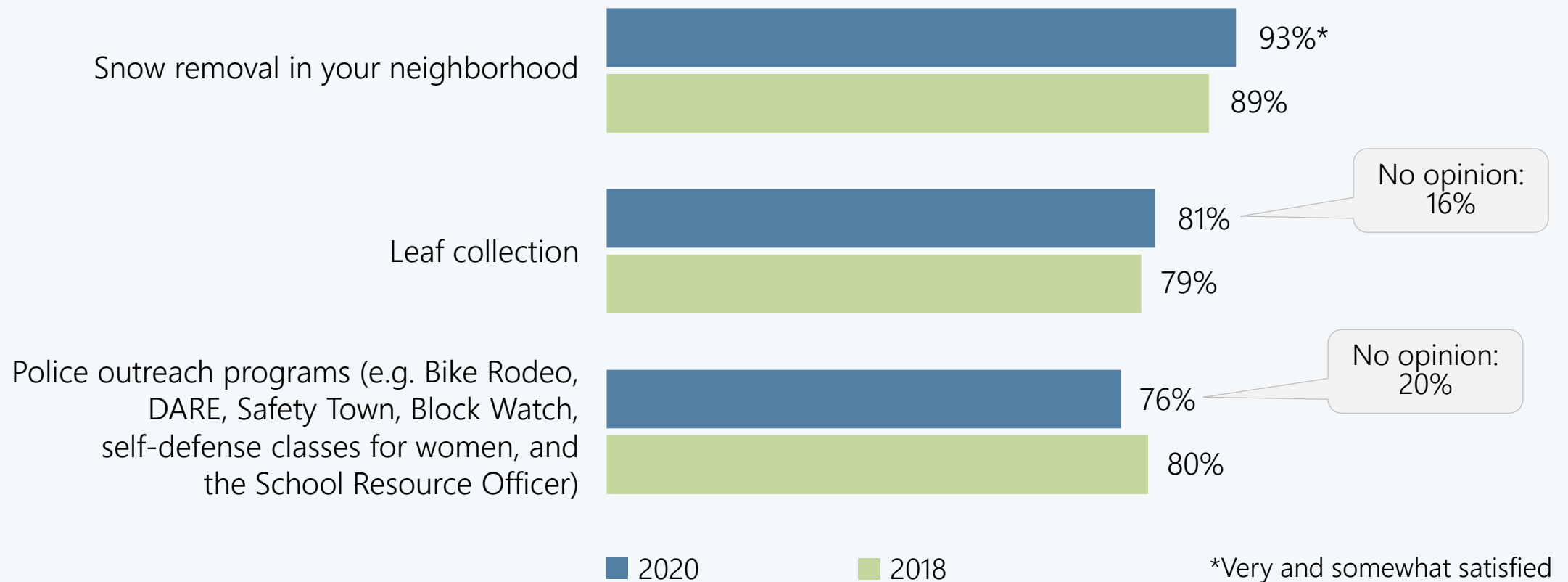


City Services

Satisfaction with city services is very high, as it was two years ago.



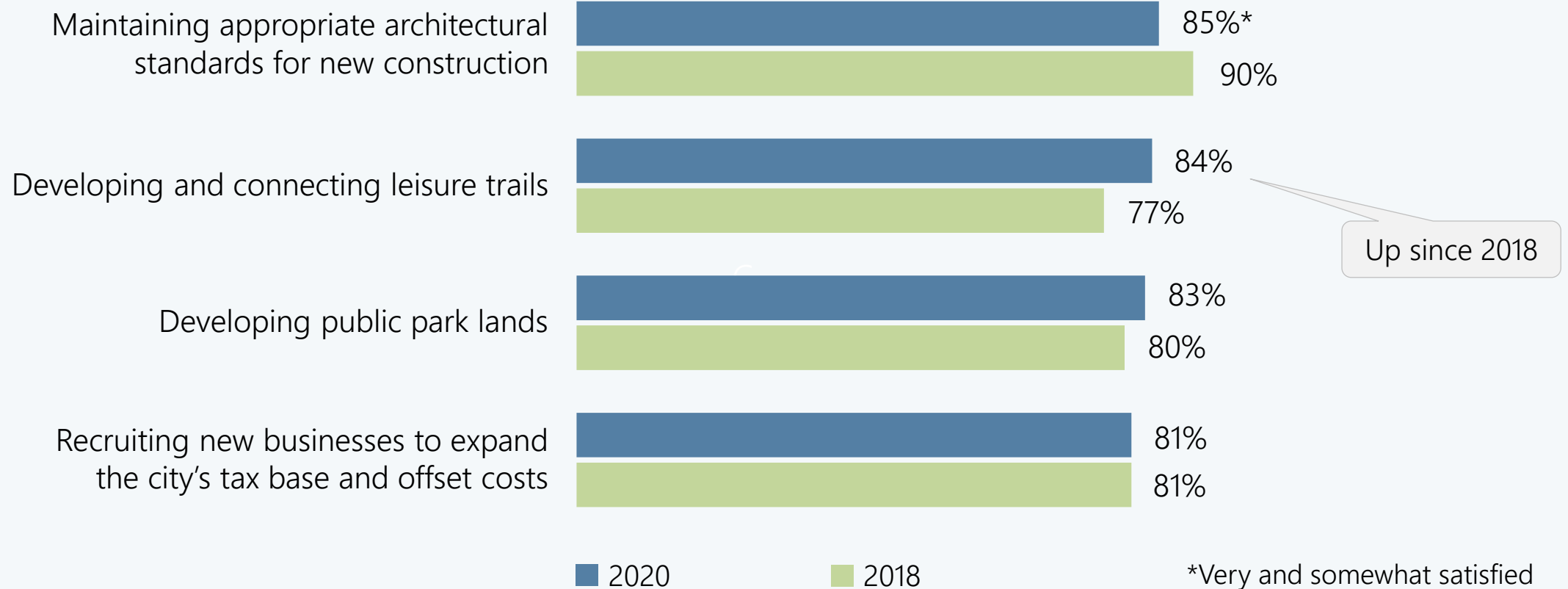
Though satisfaction falls below nine out of ten for leaf collection and police outreach programs, the drop is caused by the number of residents unfamiliar with these services.



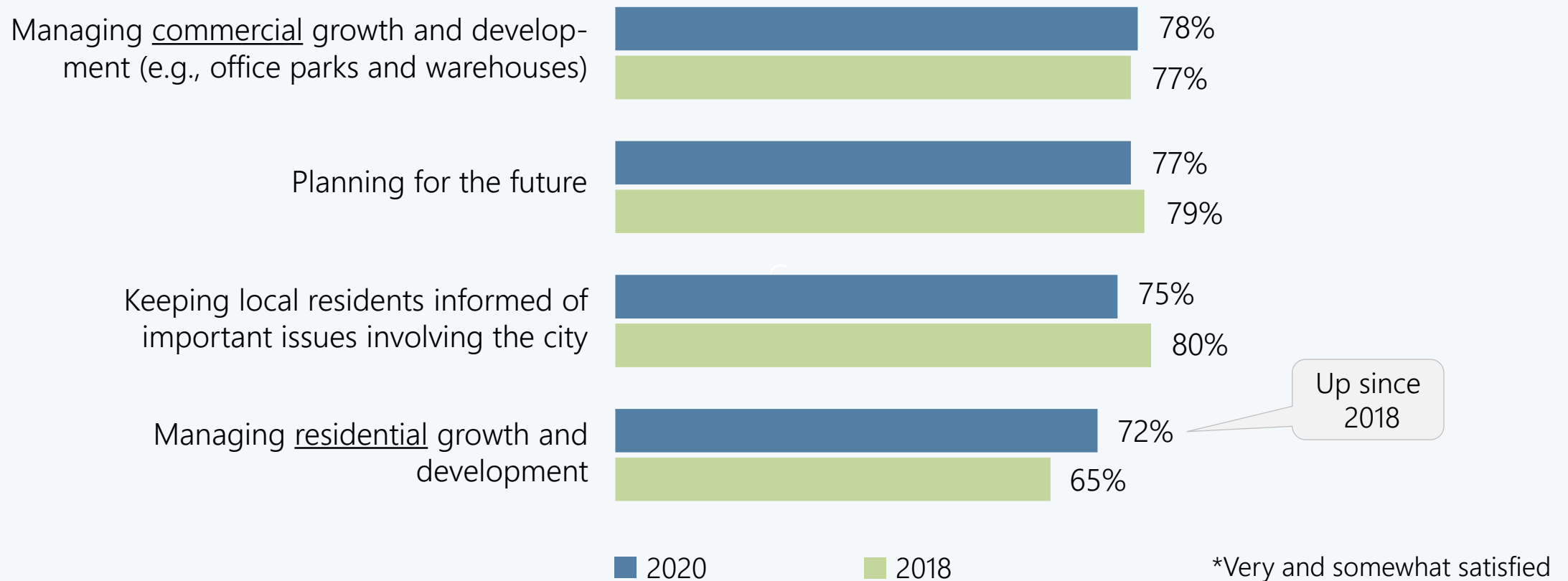


City Officials

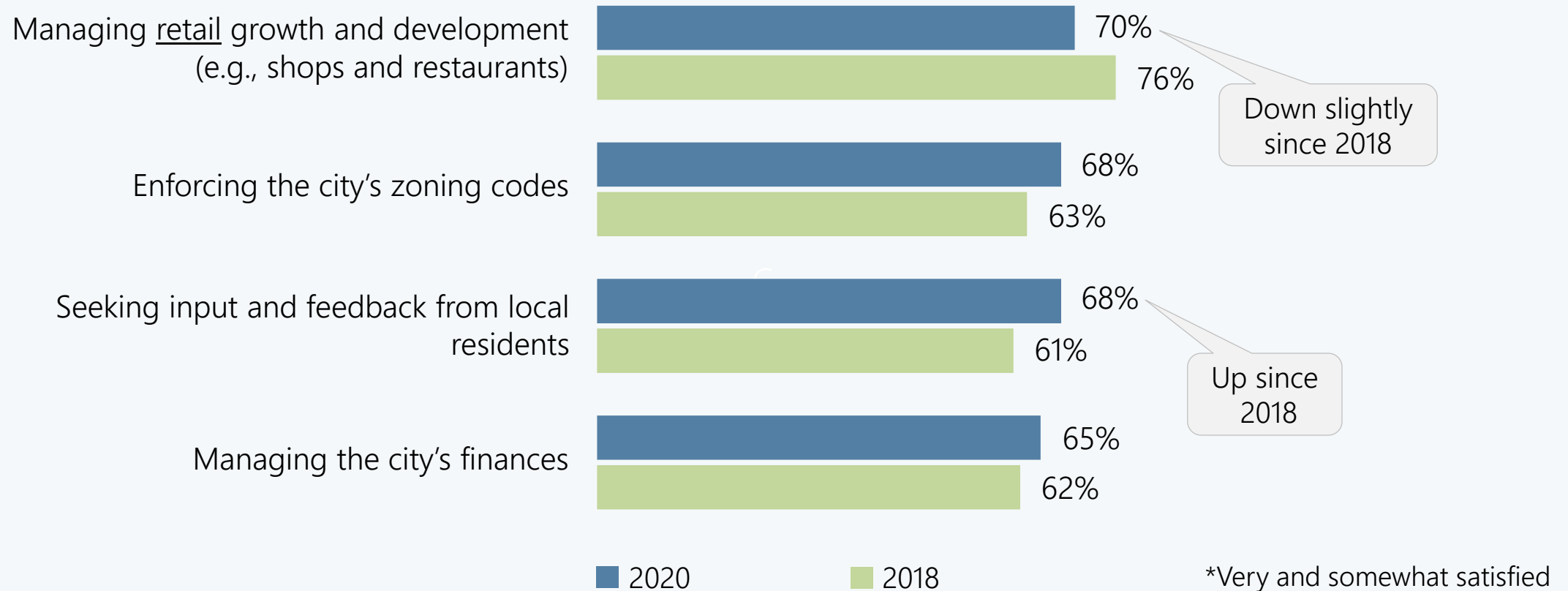
At least eight out of ten residents are satisfied with city officials in areas involving architectural standards, leisure trails, park lands, and recruiting new businesses.



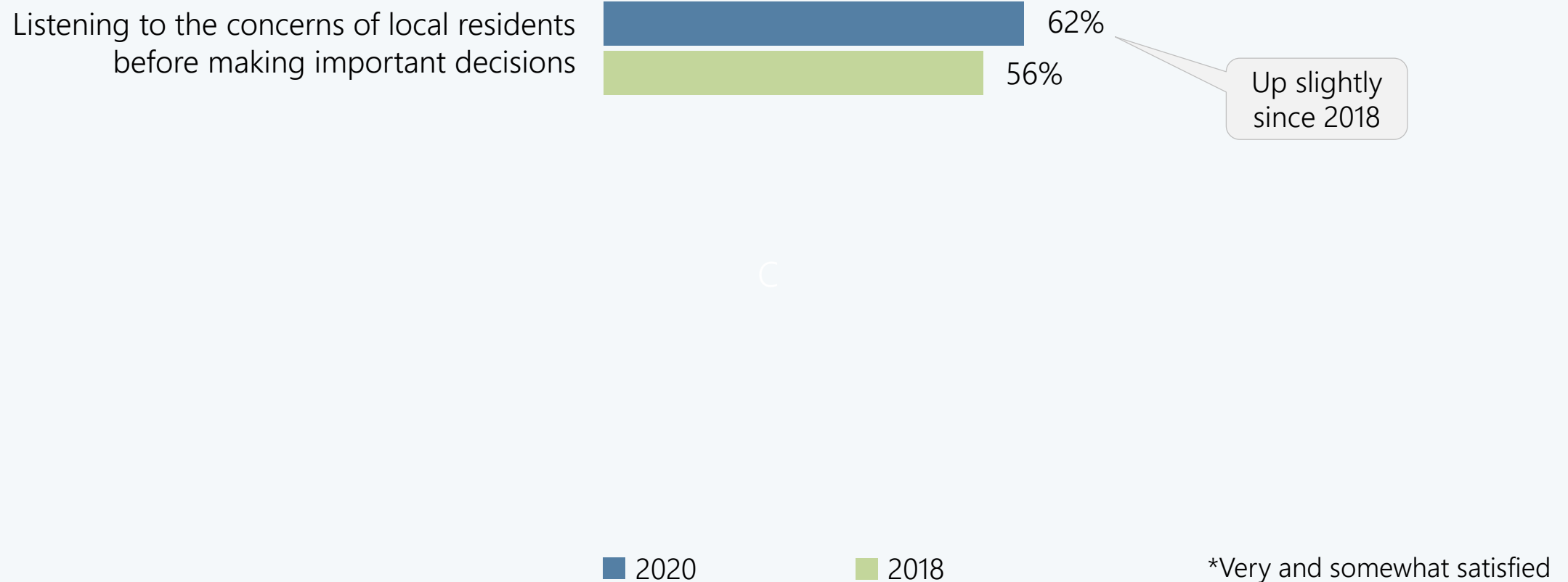
Satisfaction with city officials is lower – but still high – in areas involving commercial growth and development, planning for the future, keeping local residents informed, and residential growth.



Roughly seven out of ten residents are satisfied with city officials in areas involving retail growth and development, enforcing zoning codes, and seeking input and feedback from residents.



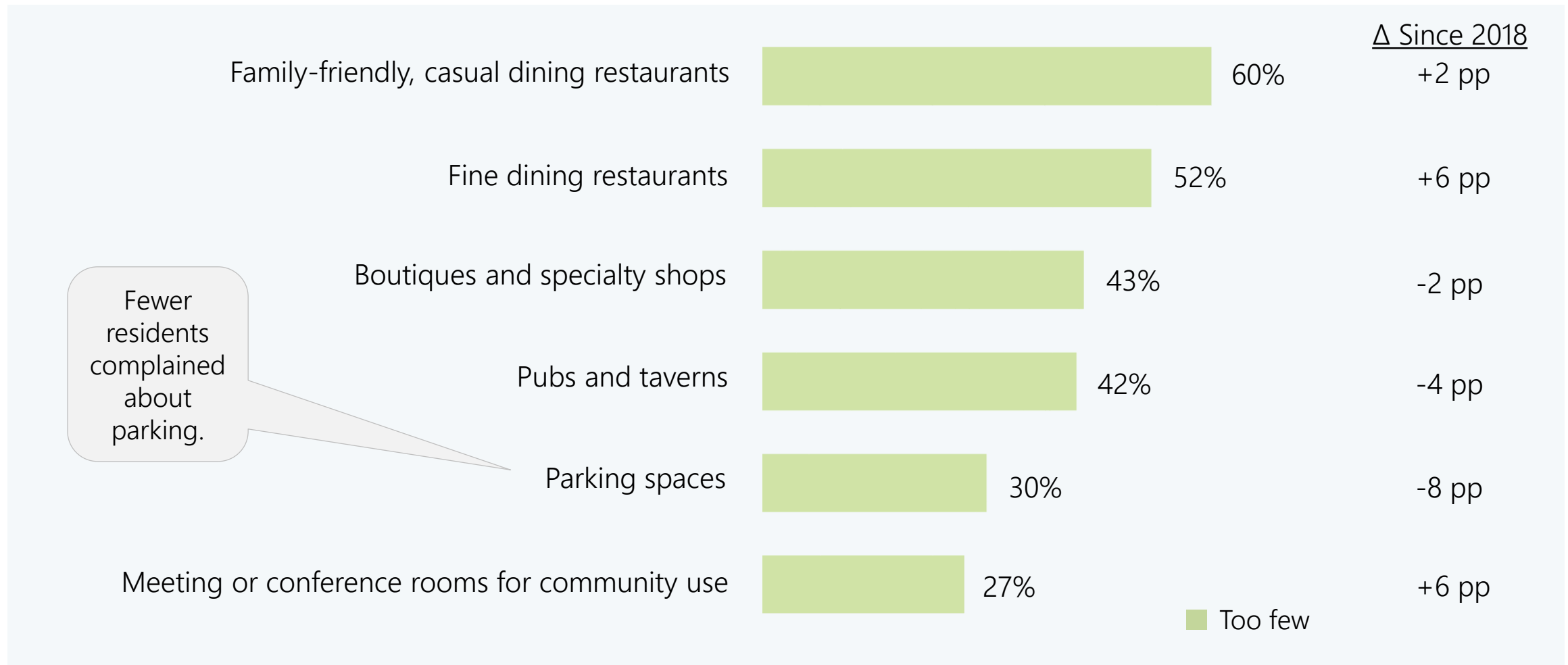
Only six out of ten residents are satisfied with how local officials listen to their concerns.



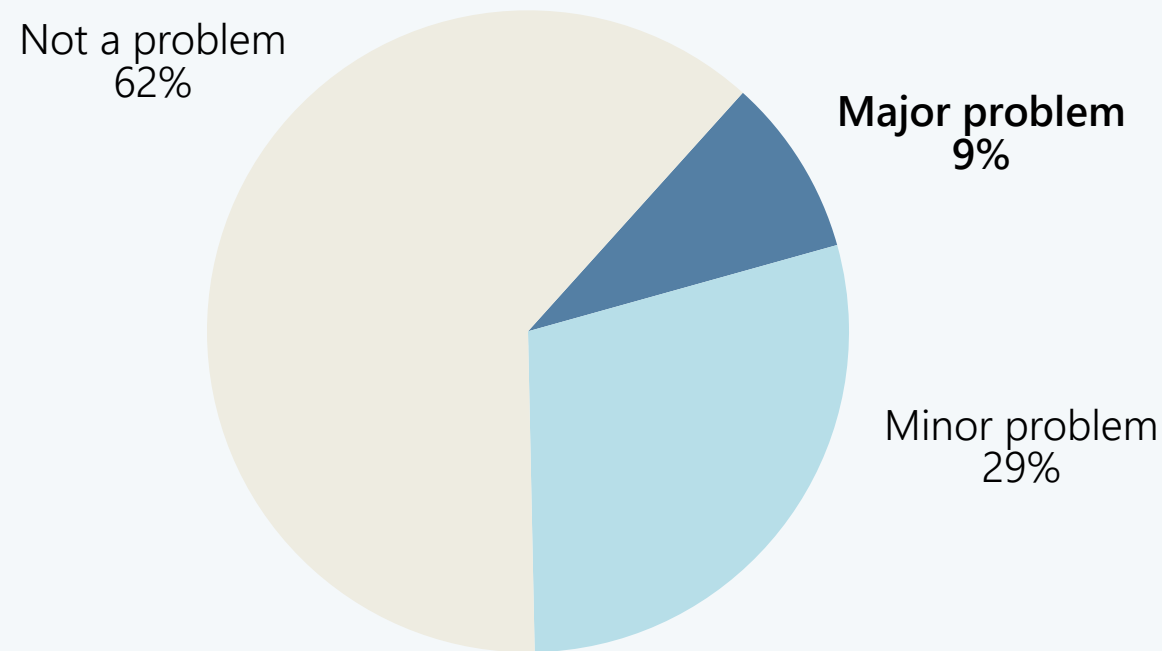


Market Square / Village Center

As in 2018, six out of ten residents noted that Market Square and Village Center have too few family-friendly, casual dining restaurants. Interest has grown, however, in upscale restaurants and meeting rooms.



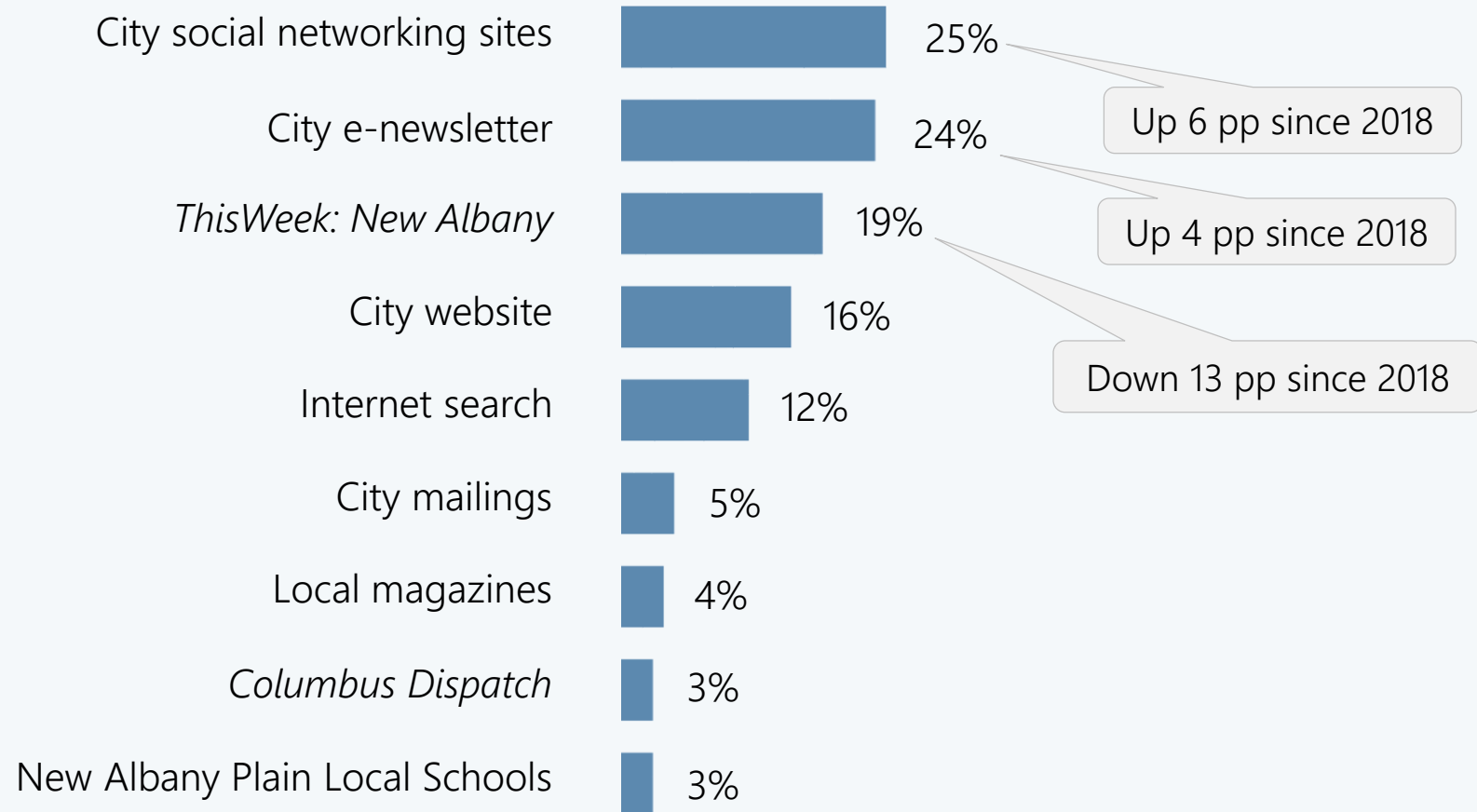
One resident in ten considers traffic in Market Square and Village Center a major problem. By contrast, for six in ten, traffic is not a problem in those areas.





Communication

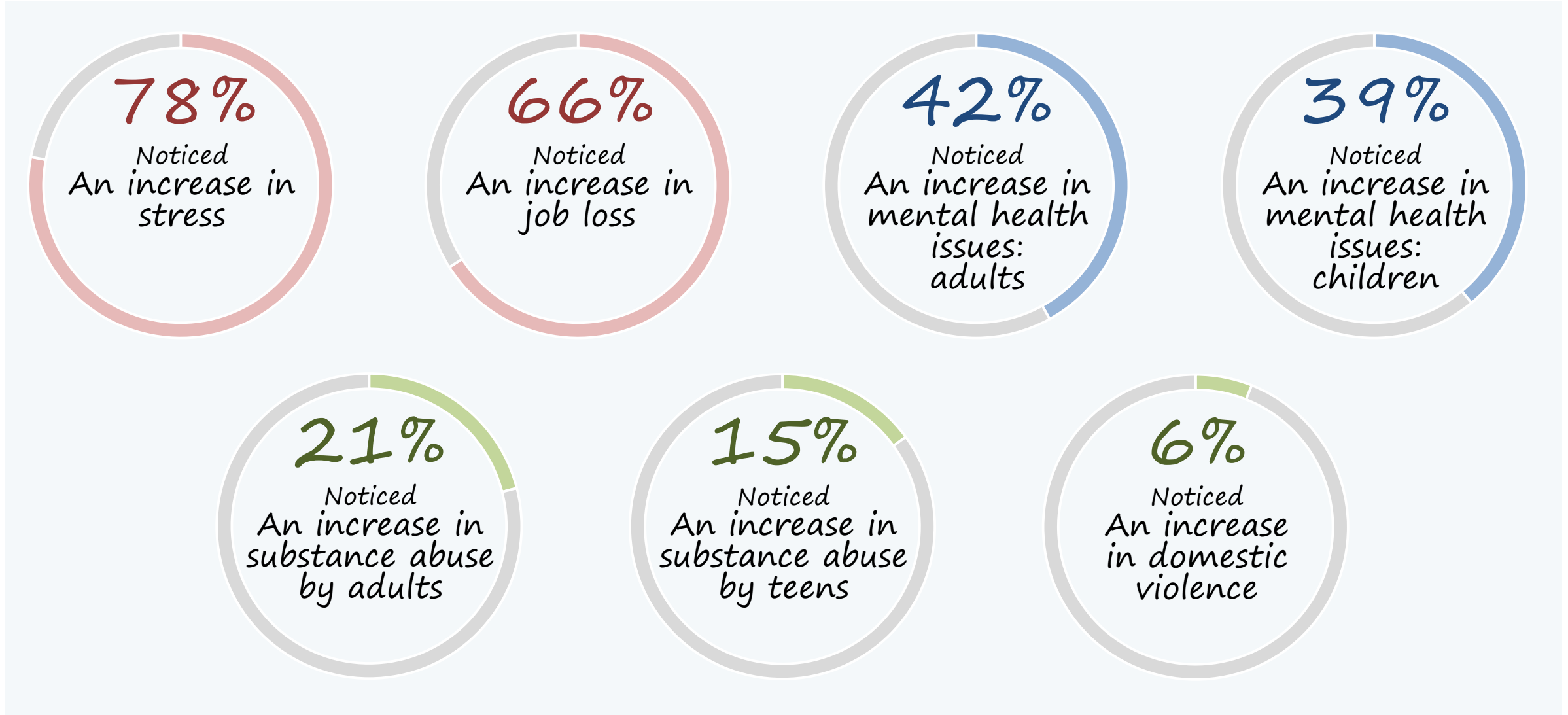
The most common sources of news and information about New Albany are the city's social networking sites and e-newsletter.



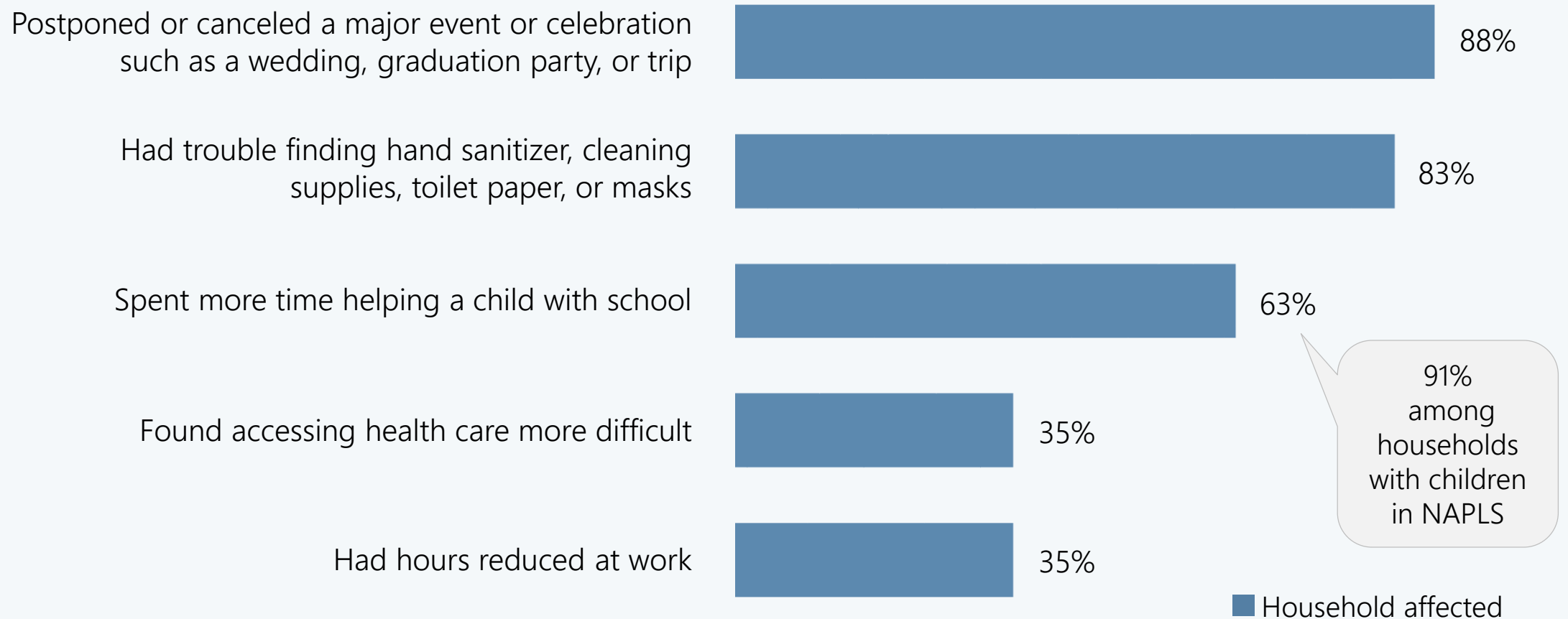


COVID-19 Pandemic

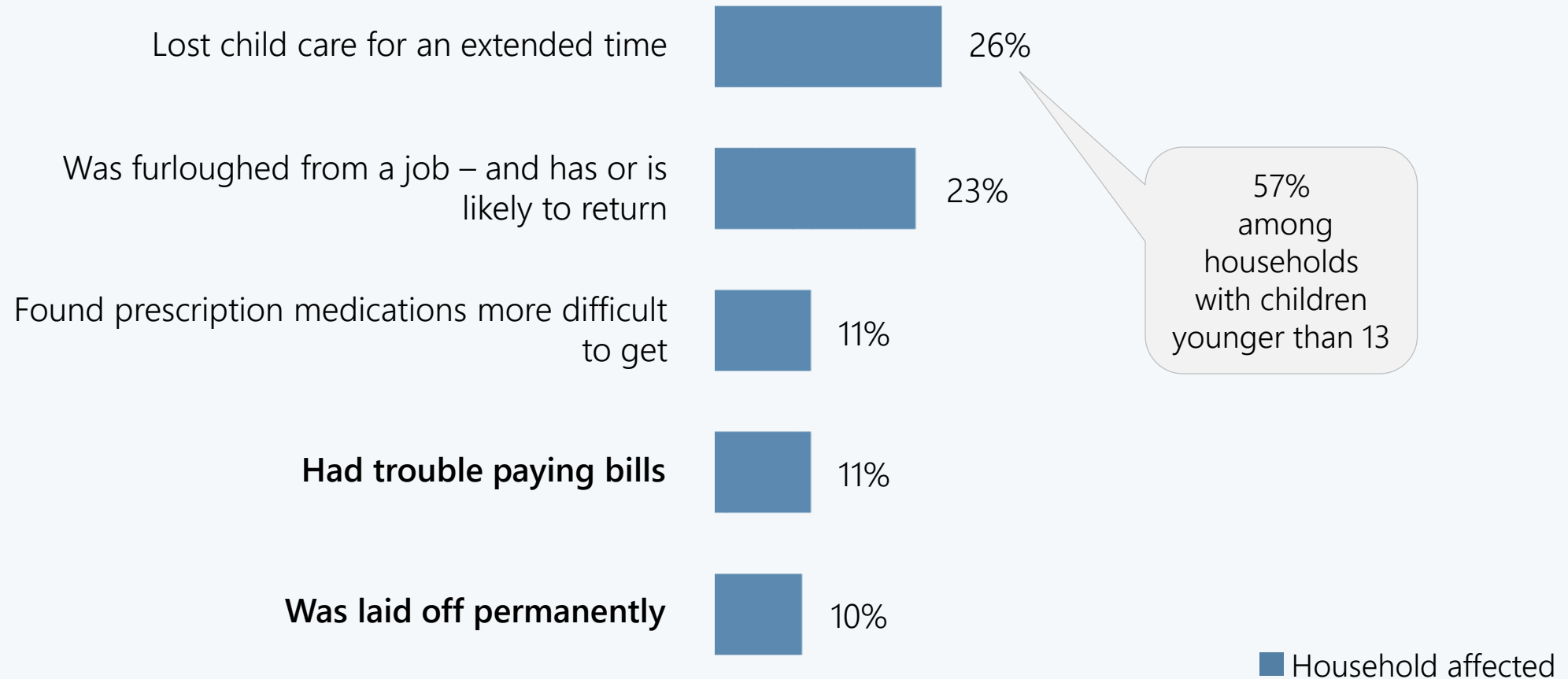
The COVID-19 pandemic has had a significant impact on New Albany residents ...



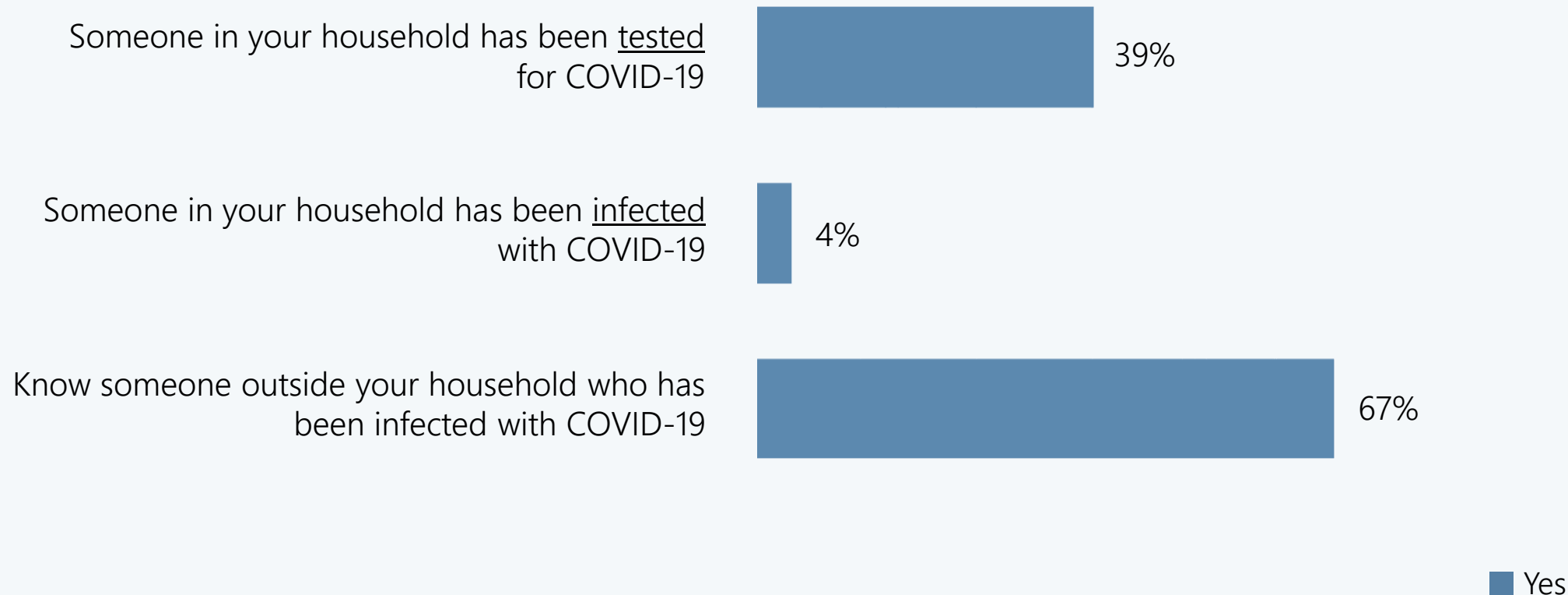
Moreover, nearly nine out of ten residents postponed or canceled a major event or celebration, while almost as many struggled with finding products for personal hygiene and safety.



Fewer residents suffered financially.



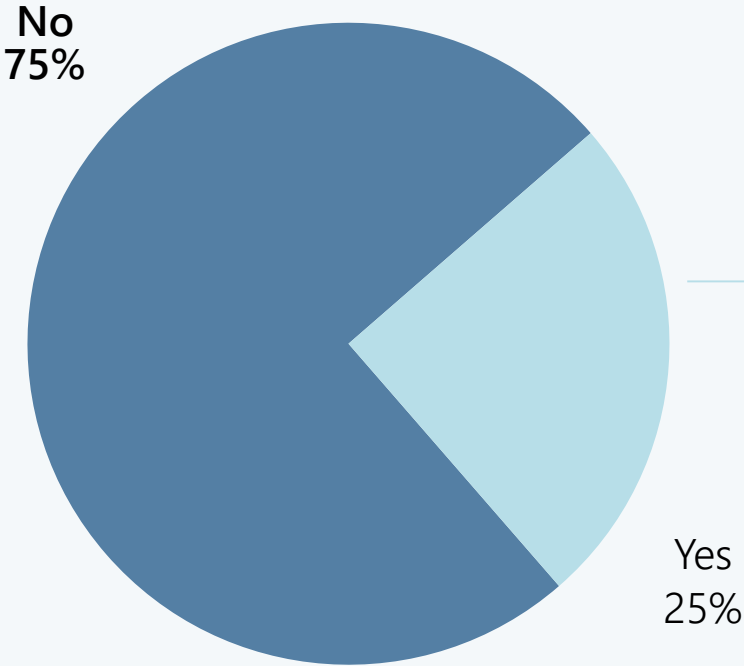
In two out of five New Albany households, at least one resident was tested for COVID-19. Infections were much less common.



The most trusted sources of information about COVID-19 were the news media and federal public health officials.

News media	42%
Federal public health officials (CDC; Surgeon General; Drs. Fauci, Birx)	23%
Personal health care professionals	15%
State elected officials (governor, lt. governor, legislators)	13%
State public health officials (Dr. Acton)	7%
Social media	6%
Family, friends	4%
State of Ohio COVID-19 website	4%
Federal elected officials (president, legislators)	2%
Work / employer	2%
City of New Albany	1%

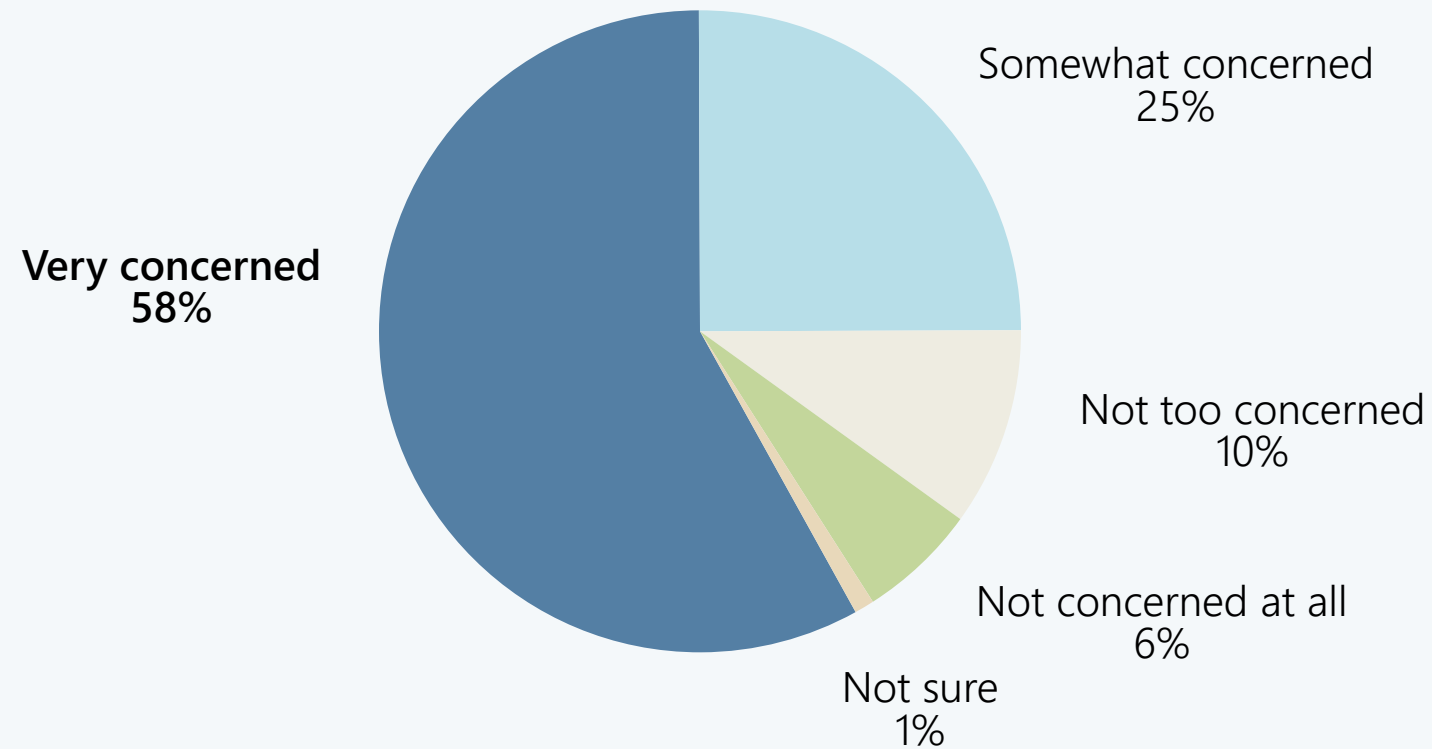
Three out of four New Albany residents could not identify any type of support not available from local, state, or federal sources, that should have been.



- Residents who suggested that additional support was needed mentioned*:
- Access to testing
 - Data easier to understand
 - Information about school / child care
 - A more coordinated federal response
 - Data specific to New Albany
 - Masks / mask mandates sooner

*Each less than 7%.

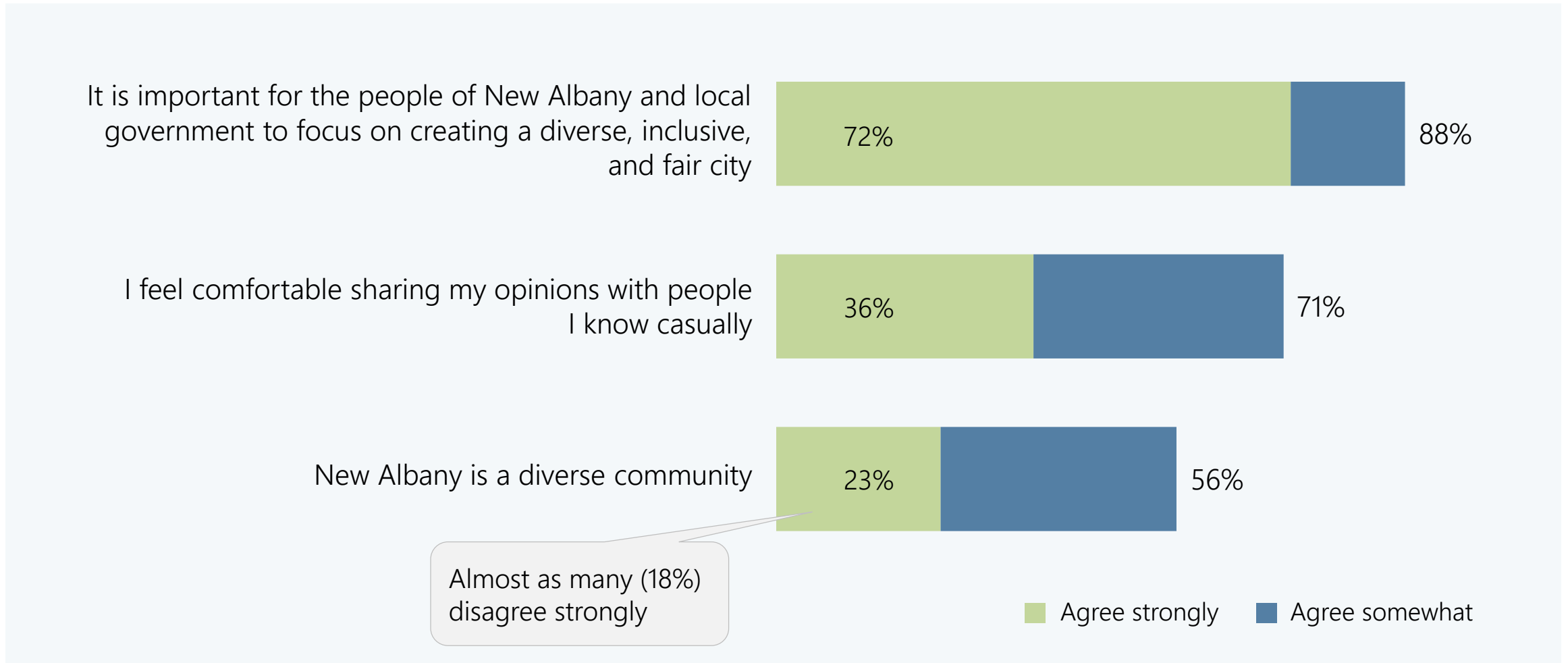
Six out of ten New Albany residents are very concerned about another wave of COVID-19 infections.



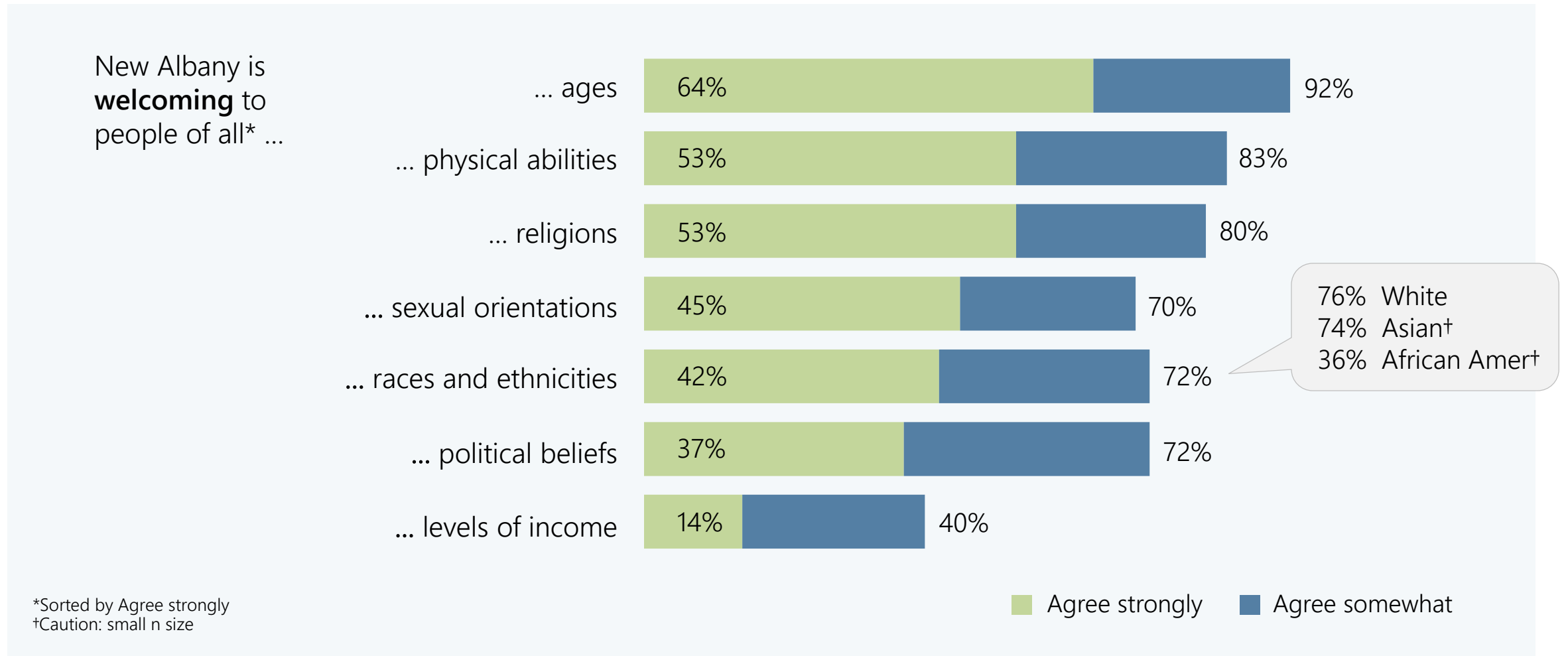


Diversity and Inclusion

Nine out of ten residents agree that New Albany – its people and its leaders – should focus on creating a diverse, inclusive, and fair city.
Barely half agree that, currently, New Albany is a diverse community.

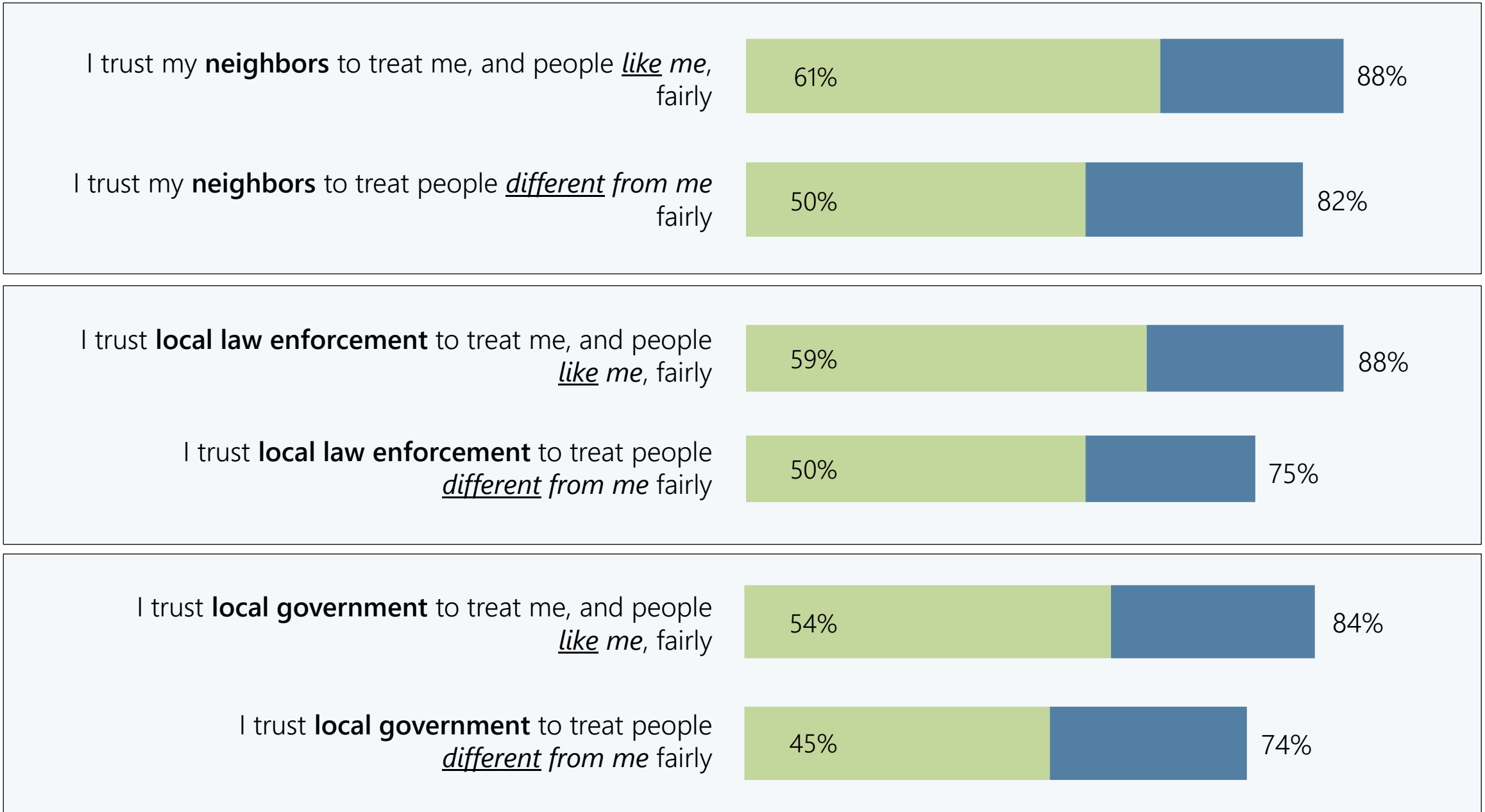


Nine out of ten residents agree that New Albany is welcoming to people of all ages. The city is considered less tolerant of other groups.

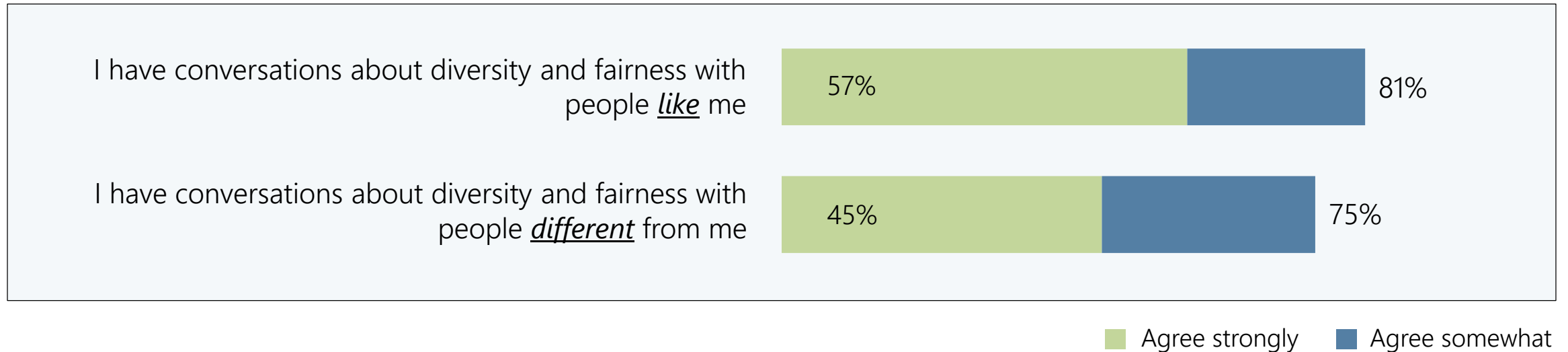


Most residents agree that people *similar* to themselves are treated fairly by neighbors, law enforcement, and local government.

Fewer believe the same is true for people *different* from themselves.



A similar pattern exists with conversations about diversity and fairness.



The most common suggestions for promoting diversity and inclusion in New Albany focus on events, festivals, discussions, and listening. Not everyone agreed, however, that more needs to be done.

➔	Hosts events / festivals / TED Talks	21%
➔	Encourage discussion and listening	15%
➔	This is not needed / already taking place	14%
	Be more welcoming / create opportunities	11%
	Have more affordable housing / lower tax / economic incentives	8%
	Offer programs in school and through social service agencies	8%
	Have more diversity in government / policies / legislation	4%
	Reform the police / adopt BLM	4%
➔	This is not the responsibility of the community	3%

“

I think we could have more people of color owning businesses around Market Street and include stories in the city newsletter about people of color.

Have more diversity at the community speaker series.

There needs to be inclusive content in the media, local magazines, and events in town.

If they really want to diversify they need more affordable housing options.

... part of it is putting more diversity in government, law, and education. More representation and perspectives from diverse people and their experiences would help.

I don't think it's the government's job to do that.

Host events that promote diversity.

I think hosting dialogues and open conversations would be helpful.

I don't think anything needs to be done.

It's already happening naturally.

Sponsor and promote events that offer inclusion and raise awareness.

”



Summary

- As in 2018, more than half the residents consider New Albany an excellent place to live. Almost everyone else considers it very good.
- Fewer residents consider New Albany an excellent place to work.
- Nearly all residents believe that New Albany is heading in the right direction, not off on the wrong track.
- Satisfaction with city services is high, as it is with city officials.
- Many residents want more restaurants – both casual and fine dining – in Market Square and Village Center. For most residents, parking and traffic in these areas are not problems.
- New Albany's social networking sites and the city's e-newsletter have supplanted *ThisWeek: New Albany* as the most popular sources of news and information about New Albany.

- The COVID-19 pandemic has had a significant impact on New Albany residents. Indeed, many have noticed an increase in stress, job loss, and mental health issues for both children and adults. Postponing or cancelling events and celebrations also was common, as were shortages of products for personal hygiene and safety.
- In two out of five New Albany households, a family member had been tested for COVID-19; infections, however, were rare.
- By far, the news media was the most frequently mentioned source of information about COVID-19, followed by federal public health officials.
- Few residents complained of too little pandemic support from local, state, or federal sources, and those who did offered a scatter of suggestions.
- A majority of residents appear to believe that, later this year, another wave of infections is likely.

- Most residents agree that New Albany – its people and leaders – should focus on creating a diverse, inclusive, and fair city. Fewer residents agree that New Albany is a diverse community or feel comfortable sharing opinions with casual acquaintances.
- Though nearly all residents agree that New Albany is welcoming to people of all ages, the city is considered less tolerant of other groups, including, for example, people with lower incomes.
- Most residents agree that people similar to themselves are treated fairly by neighbors, law enforcement, and local government. Fewer believe the same is true for people different from themselves.
- Finally, the most common suggestions for promoting diversity and inclusion focus on events, festivals, discussions, and listening. Not everyone agreed, however, that more needs to be done.

Questions?

This study was conducted by
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