



# 2022 Community Attitudes Survey

Saperstein Associates, Inc / Spring 2022



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

Similar studies were conducted in 2020 and 2018.



# Methodology

- Telephone interviews were conducted with 308 adult residents of New Albany.
- Averaging 20 minutes in length, the interviews were conducted on cell phones (92%) and landlines (8%).
- Dialing began on Tuesday, May 31 and ended on Friday, June 24, 2022.\*
- The Margin of Error for this survey is  $\leq \pm 5.6$  percentage points at the 95% level of confidence.
- Files provided by the Franklin County Board of Elections and L2 (a commercial provider) were used to create the relevant sampling frame.
- To complete the interviews, 7,900 unique telephone numbers were dialed, most multiple times, up from 5,479 in 2018, an increase of 44%.

*Dialing Details: 2022, 2020, and 2018*

	2022		2020		2018	
Total numbers dialed	7,900	100%	7,123	100%	5,479	100%
Working household numbers	5,852	74%	4,703	66%	4,400	80%
Residents <u>not</u> available	4,524	57%	3,699	52%	3,573	65%
Residents contacted	1,328	17%	1,004	14%	827	15%
Residents completing an interview	308	4%	307	4%	316	6%
Unique numbers dialed per completed interview	26		23		17	

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

	New Albany: Actual	Random Sample (weighted)
Male	52%*	53%
Female	48%	47%
18 to 24	13%†	14%
25 to 34	9%	8%
35 to 44	20%	19%
45 to 54	27%	27%
55 to 64	17%	18%
65 or older	14%	14%

	New Albany: Actual	Random Sample (weighted)
Ward A	14%†	15%
Ward B	18%	15%
Ward C	16%	17%
Ward D	15%	16%
Ward E	10%	10%
Ward F	17%	17%
Ward G	10%	10%
Bachelor's or higher	76%*	78%

\*Gender and Education Source: 2020 American Community Survey 5-Year Estimates

†Age and Ward Source: Registered voter data file





# Resident Profile

# Demographics Over Time

## Basics

'22	'20	'18	
41%	42%	45%	<45 years old
27%	25%	29%	45 to 54
32%	33%	26%	55+

8%	9%	7%	Asian
8%	7%	7%	Black / AA
76%	78%	79%	White
5%	3%	3%	Other races

73%	78%	83%	Married
-----	-----	-----	---------

78%	72%	79%	Bachelor's or higher
-----	-----	-----	----------------------

68%	60%	62%	≥\$200K HH income
-----	-----	-----	-------------------

## Residence

'22	'20	'18	
27%	30%	32%	≤5 years
22%	17%	26%	6-10 years

'22	'20	'18	
35%	35%	32%	11-20 years
16%	18%	10%	≥20 years

'22	'20	'18	
61%	60%	57%	Live south of 161

## Employment

'22	'20	'18	
66%	60%	61%	Employed full-time
6%	10%	10%	Homemaker
15%	12%	11%	Retired

32%	28%	25%	Employed + working in New Albany
-----	-----	-----	----------------------------------

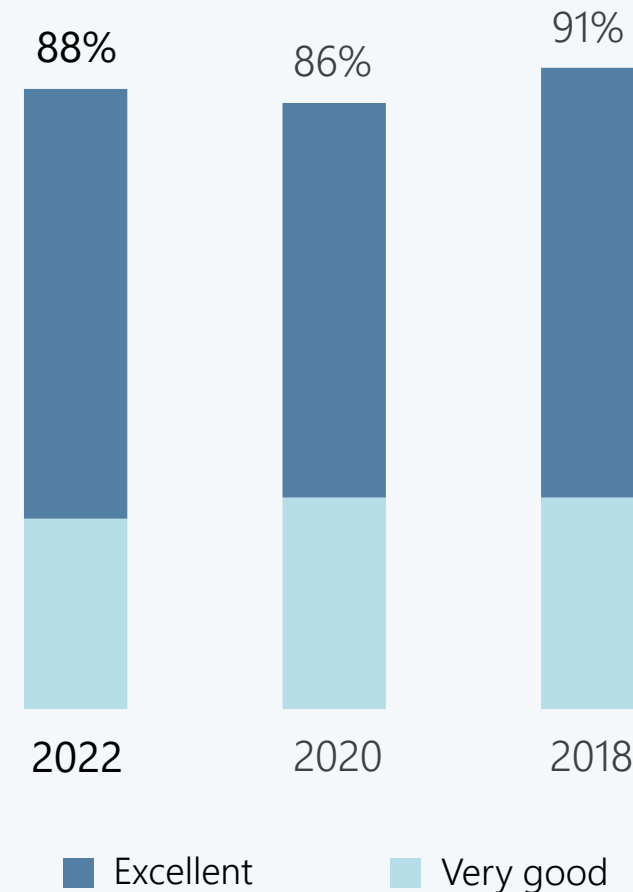
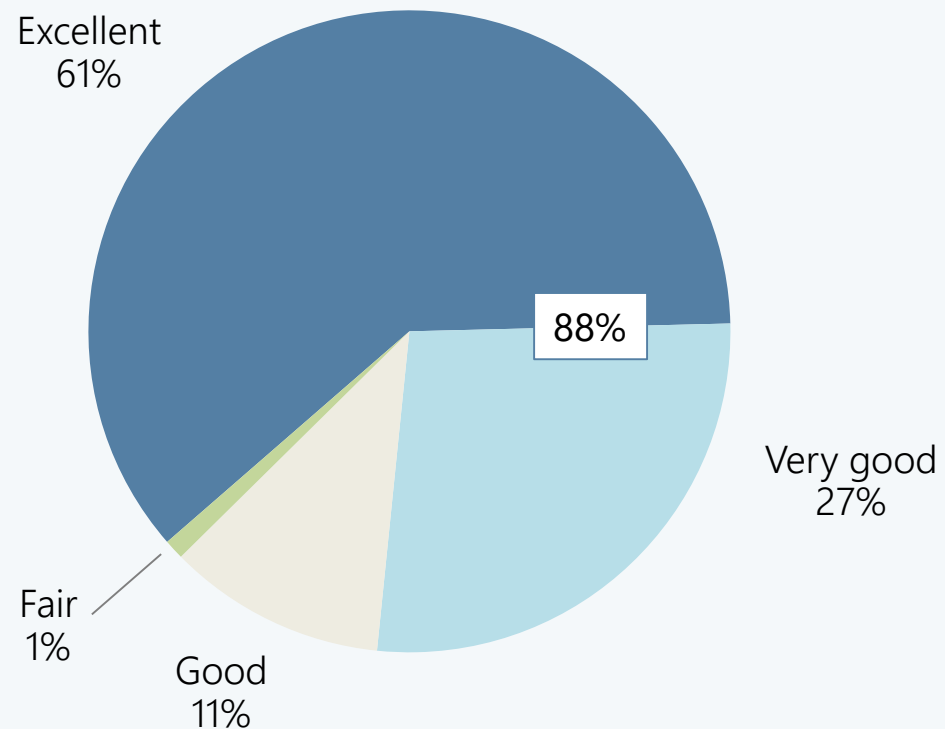




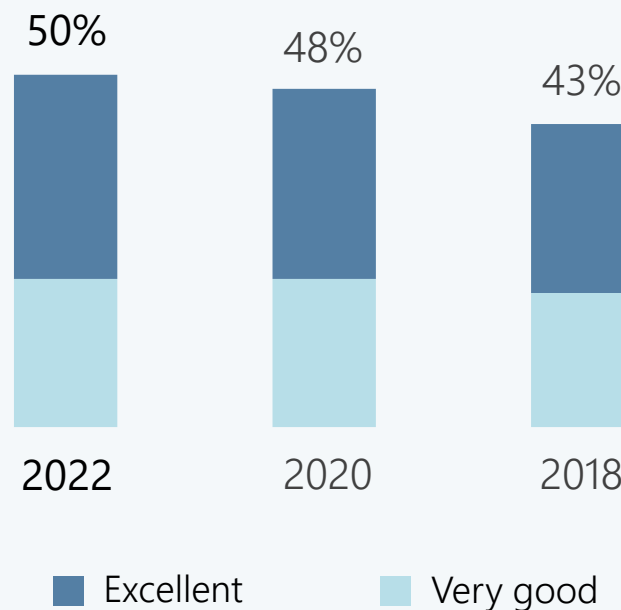
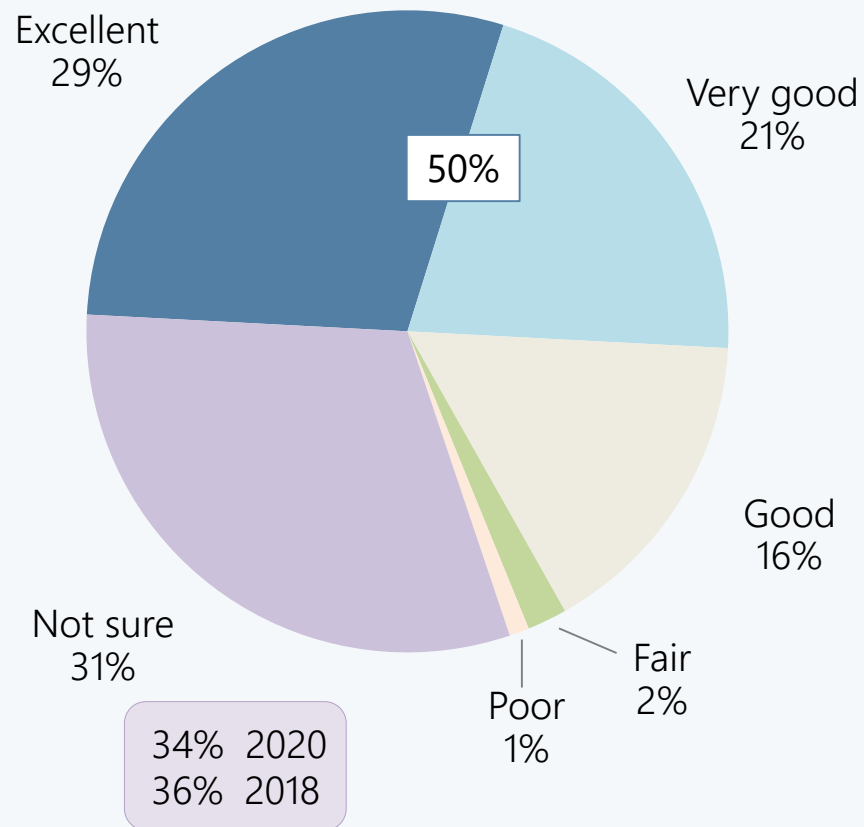


# Overall Impressions

Six out of ten New Albany residents consider the city an “excellent” place to live. An additional three out of ten said “very good.” Little has changed since 2018.

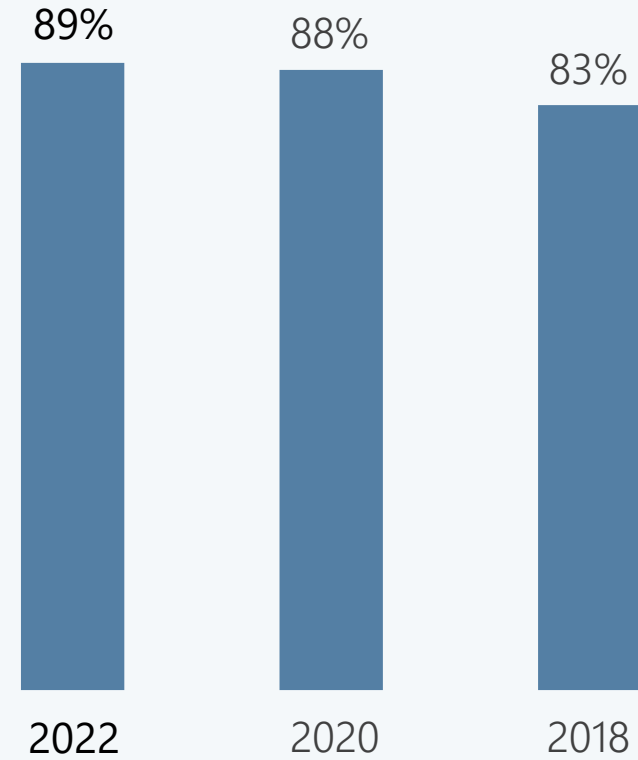
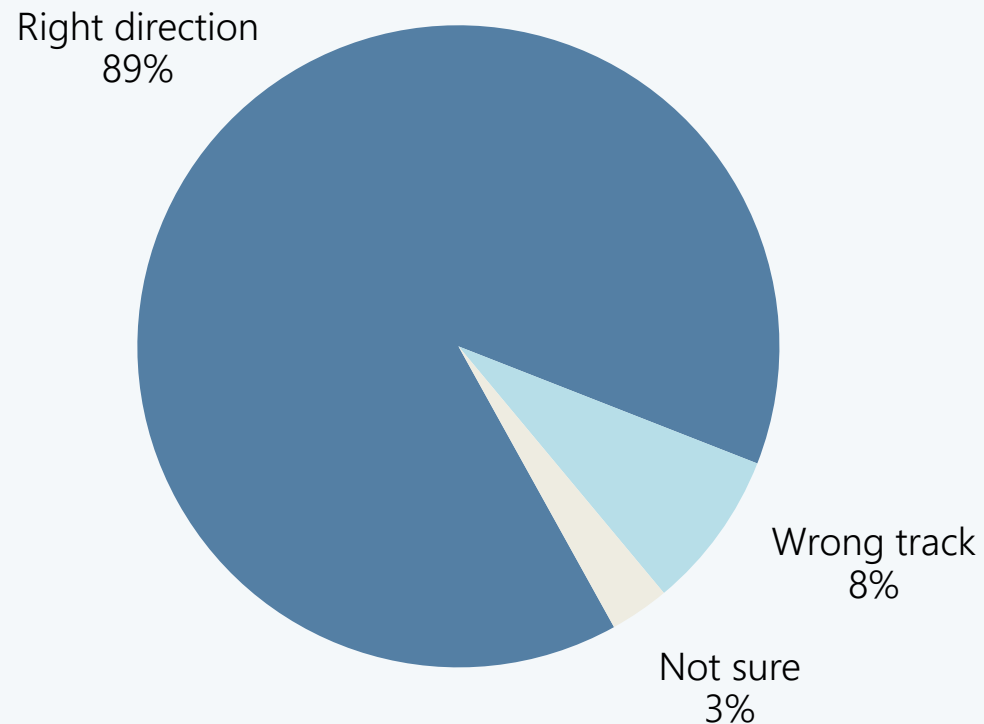


As a place to work, five out of ten New Albany residents consider the city either “excellent” or “very good,” up slightly from earlier studies. Notably, many residents had no opinion on this issue.





According to nine out of ten residents, New Albany is heading in the right direction – again, up slightly from 2018.



■ Right direction

For a plurality of residents, providing city services and amenities should be a top priority for city officials. Priorities mentioned by fewer residents involve the schools, growth, and the city's finances.

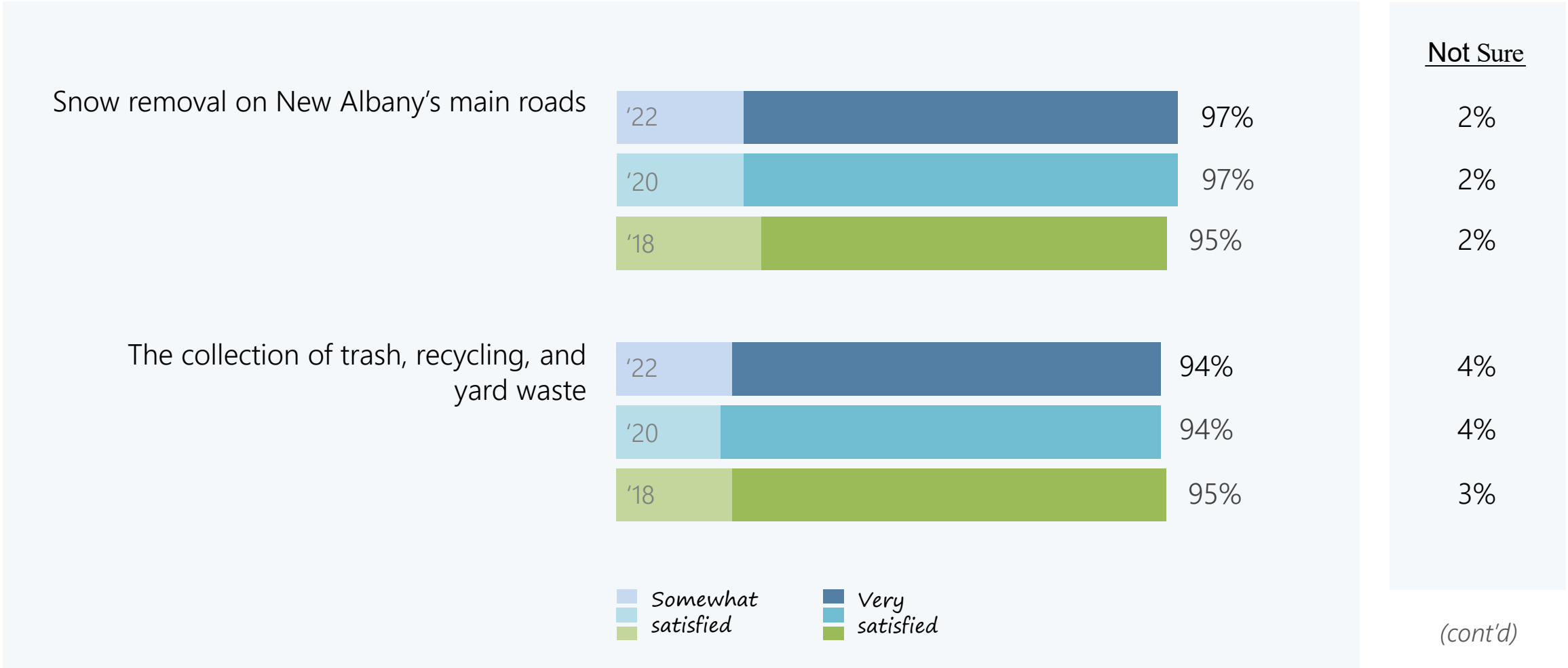
	2022	2020	2018
Providing city services & amenities ( <i>traffic flow, public safety</i> )	45%	31%	39%
Maintaining high quality, safe schools, without overcrowding	28%	30%	40%
Controlling growth	23%	12%	26%
Promoting growth	22%	16%	10%
Managing city finances ( <i>lowering / maintaining property taxes</i> )	17%	15%	30%
Addressing COVID-19	0%	17%	-
Other ( <i>lack of diversity, jobs / economic, environmental issues</i> )	18%	18%	10%
Not sure	8%	9%	5%



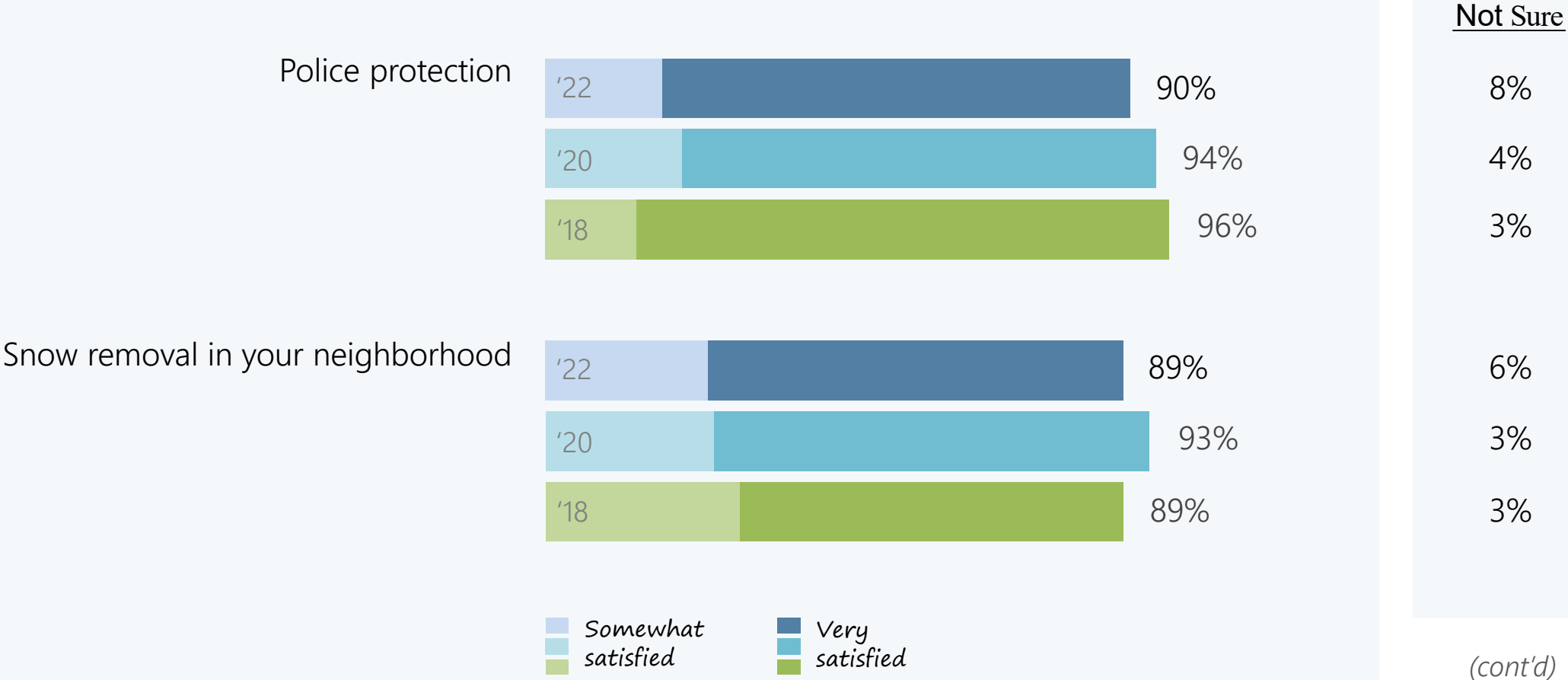
# City Services



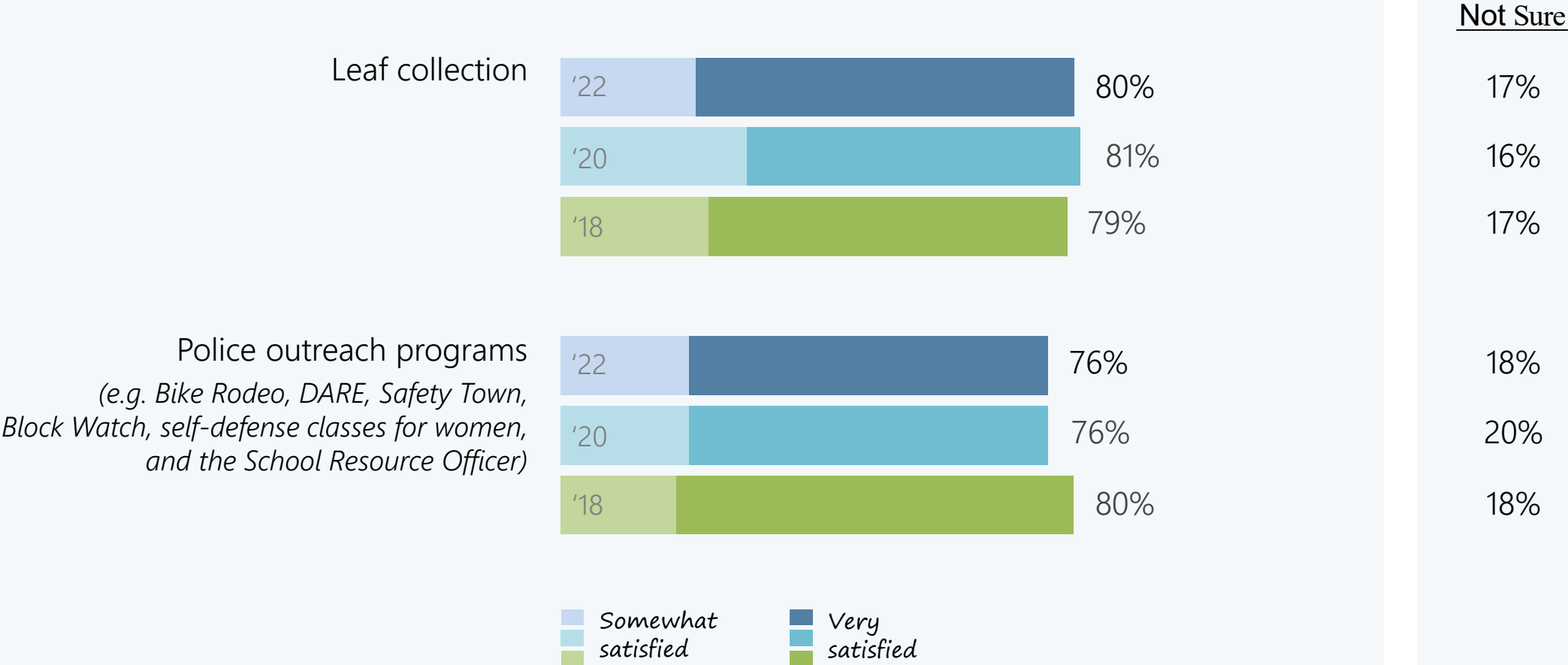
Satisfaction with city services is extremely high.  
Little has changed since 2018.



Satisfaction with city services is extremely high.  
Little has changed since 2018.



Satisfaction with city services is extremely high.  
Little has changed since 2018.

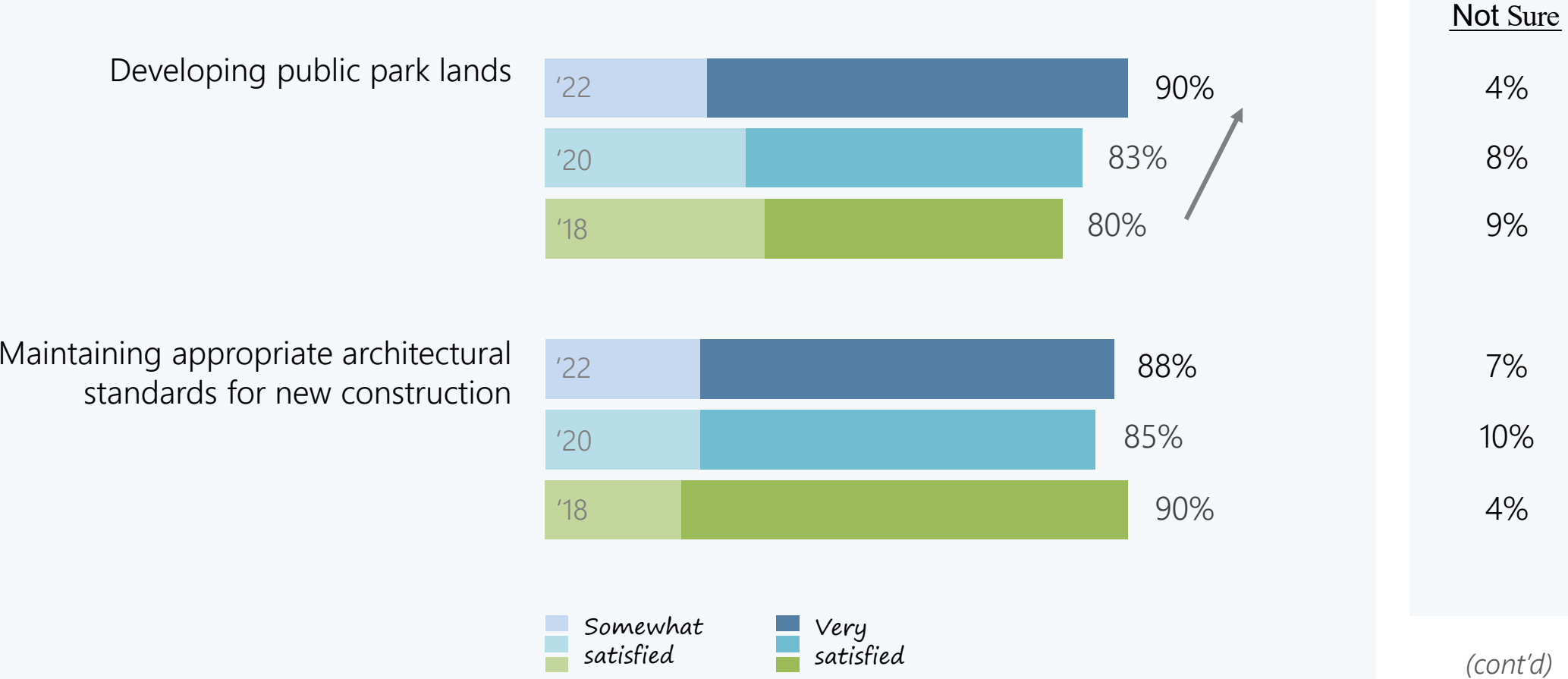




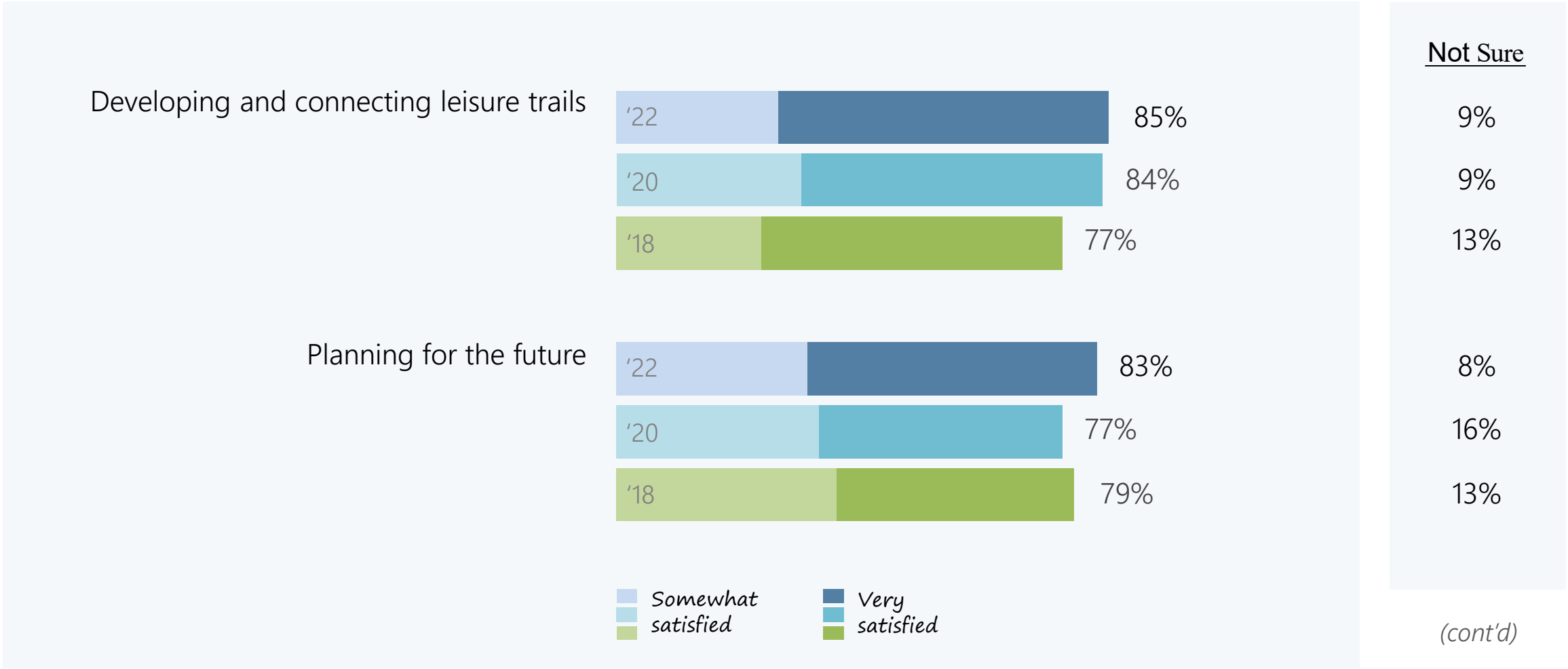


# City Officials

On myriad issues, most residents, once again, are satisfied with the performance of city officials.



On myriad issues, most residents, once again, are satisfied with the performance of city officials.



On myriad issues, most residents, once again, are satisfied with the performance of city officials.

Keeping local residents informed of important issues involving the city



Recruiting new businesses to expand the city's tax base and offset costs



Somewhat satisfied      Very satisfied

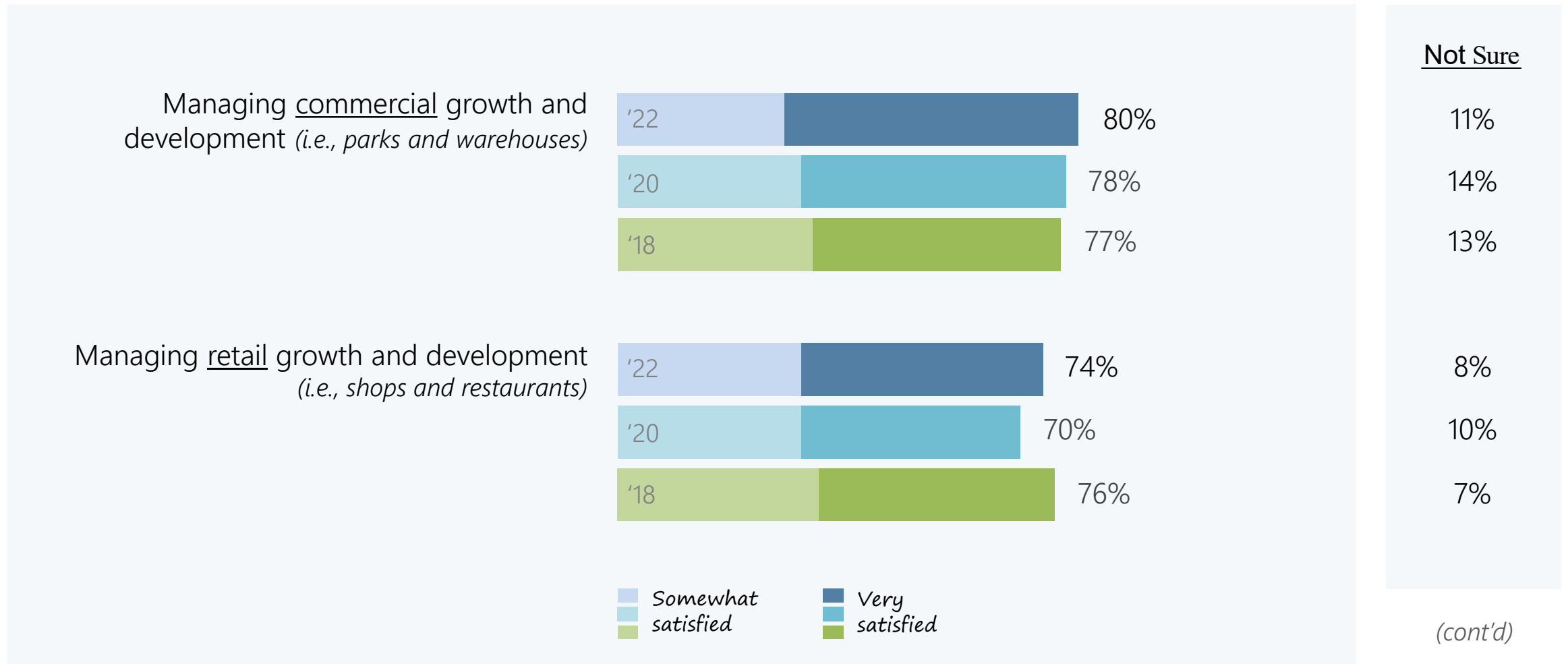
Not Sure

6%  
9%  
9%  
10%  
11%  
8%

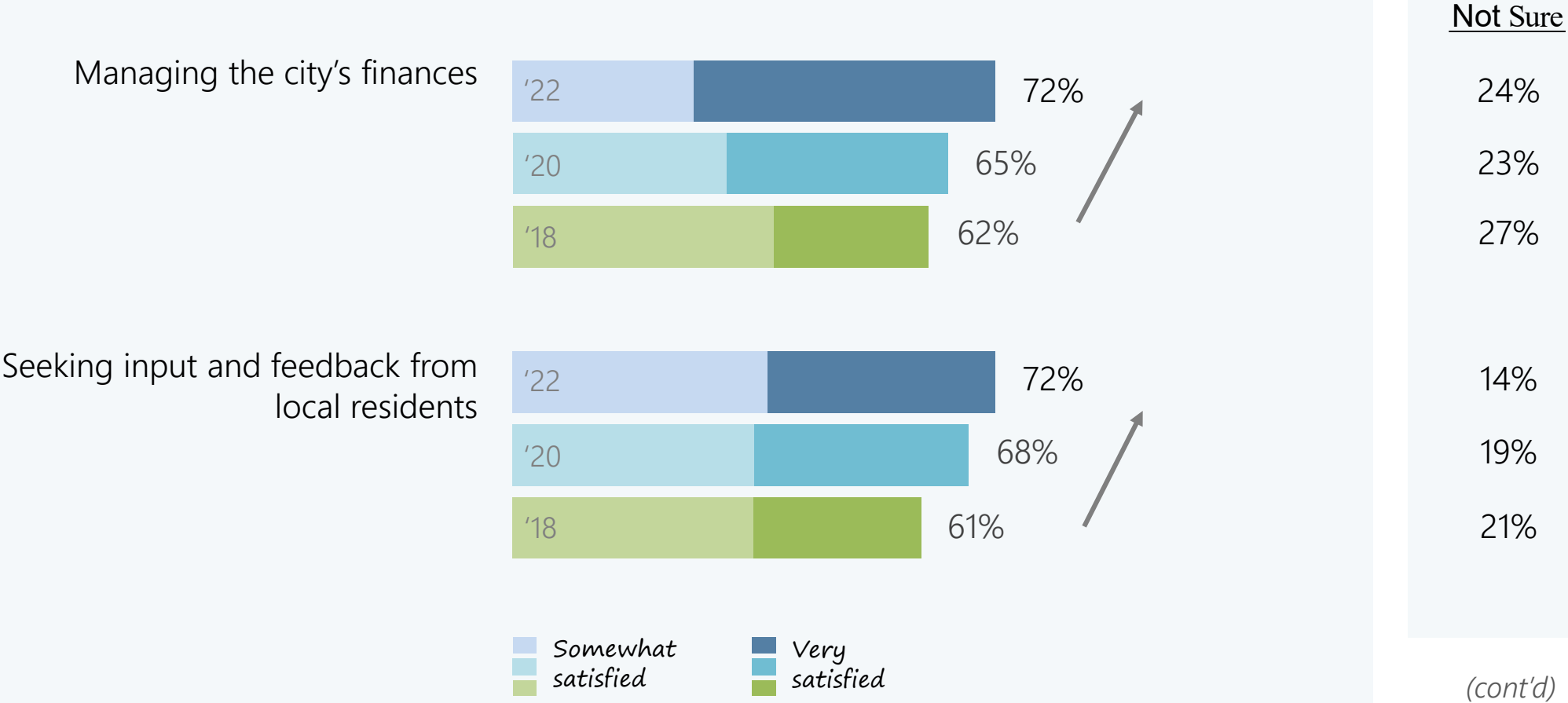
(cont'd)



On myriad issues, most residents, once again, are satisfied with the performance of city officials.

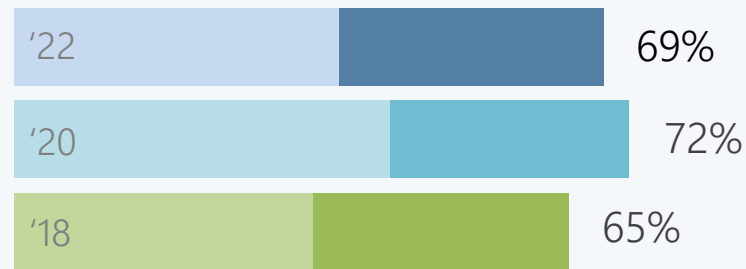


On myriad issues, most residents, once again, are satisfied with the performance of city officials.



On myriad issues, most residents, once again, are satisfied with the performance of city officials.

Managing residential growth and development



Enforcing the city's zoning codes



Somewhat satisfied Very satisfied  
 satisfied satisfied

Not Sure

11%

13%

10%

27%

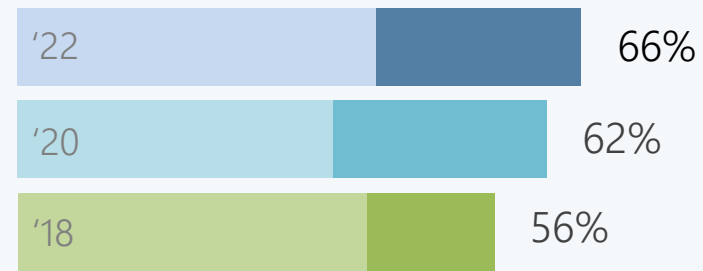
24%

28%

(cont'd)

On myriad issues, most residents, once again, are satisfied with the performance of city officials.

Listening to the concerns of local residents before making important decisions



 Somewhat satisfied  Very satisfied

Not Sure

20%

21%

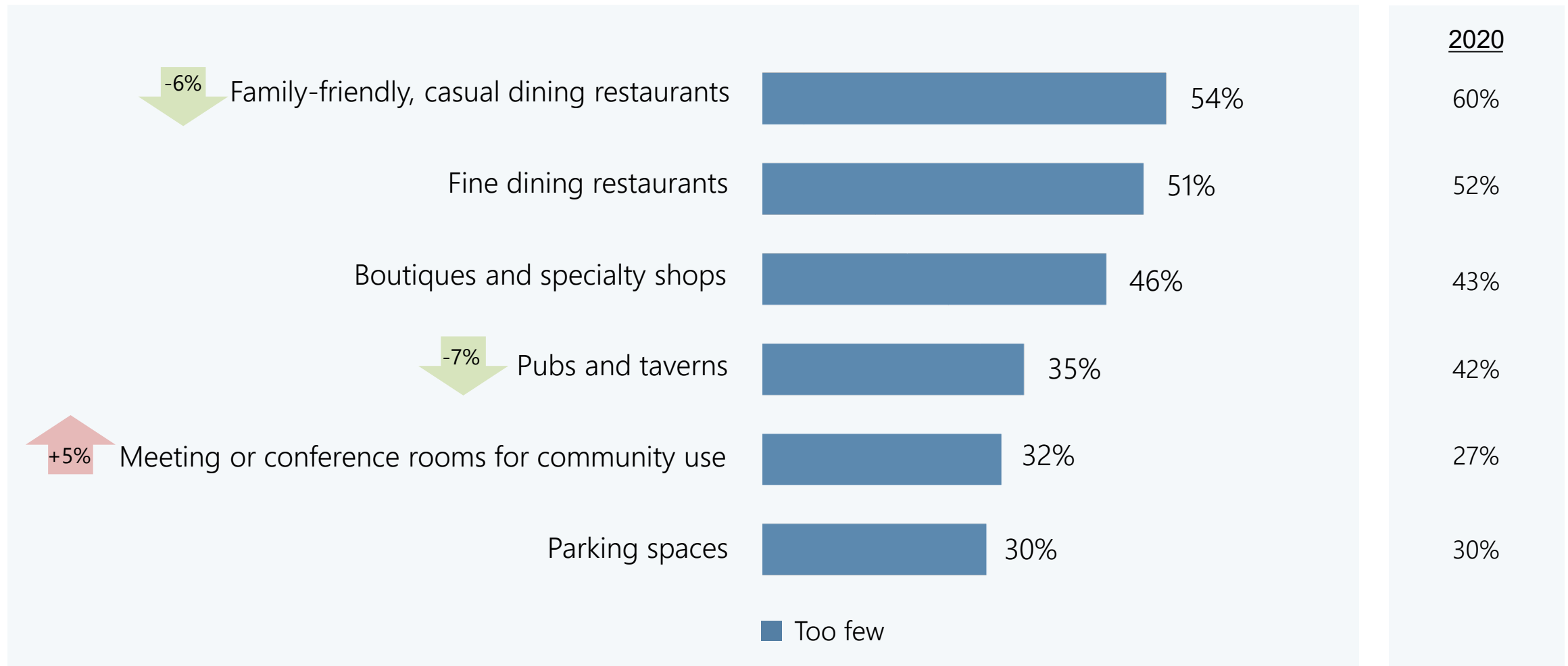
27%



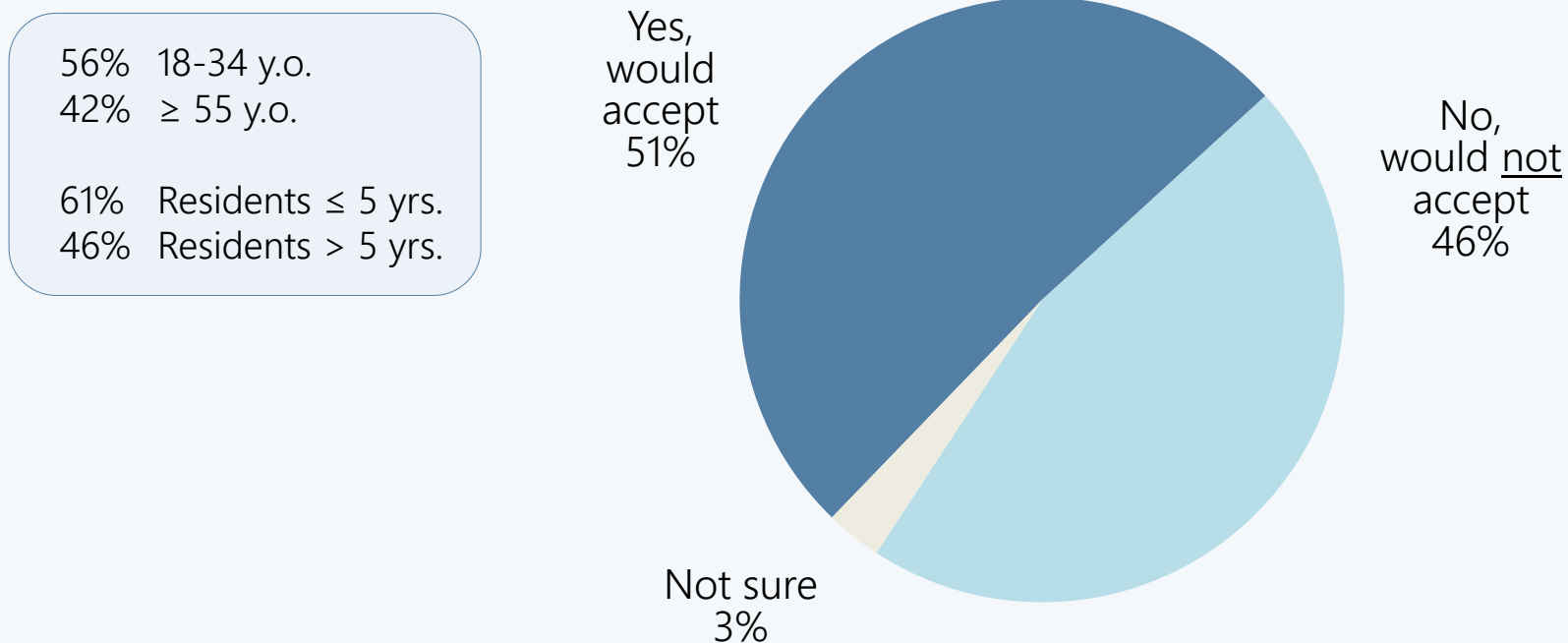


# Market Square / Village Center

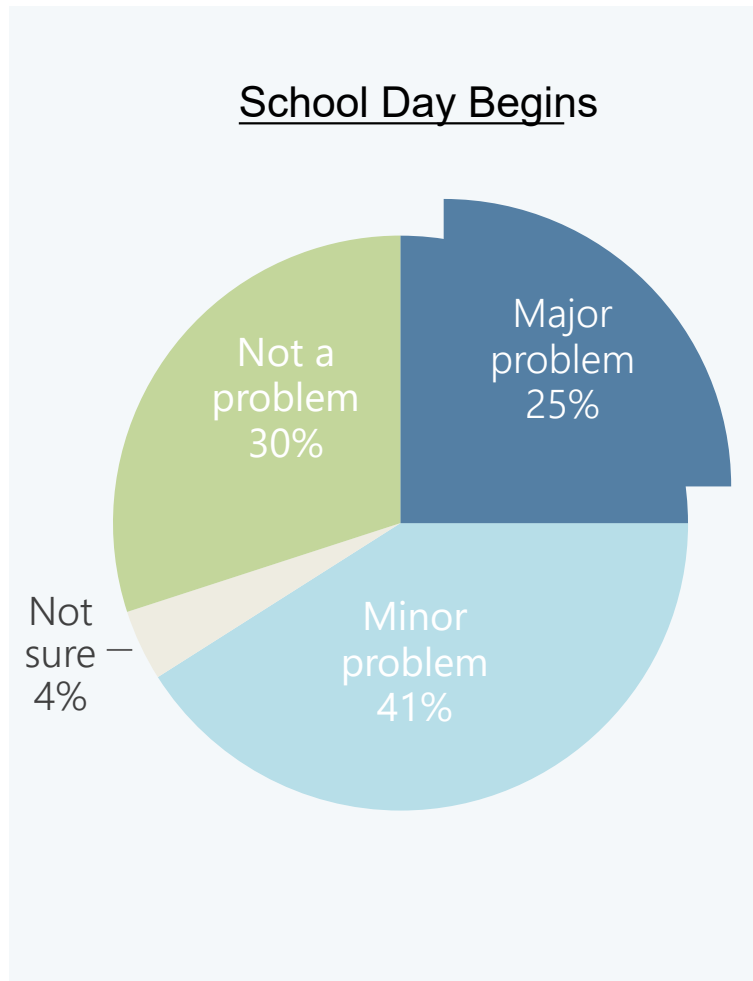
Interest in additional family-friendly, casual dining restaurants, though still strong, has abated slightly, as has the demand for more pubs and taverns. Interest in more meeting or conference rooms, however, has ticked upwards.



Among residents favoring more amenities in Market Square and Village Center, half would accept more residential density if it encouraged those businesses to open. Almost as many would not.

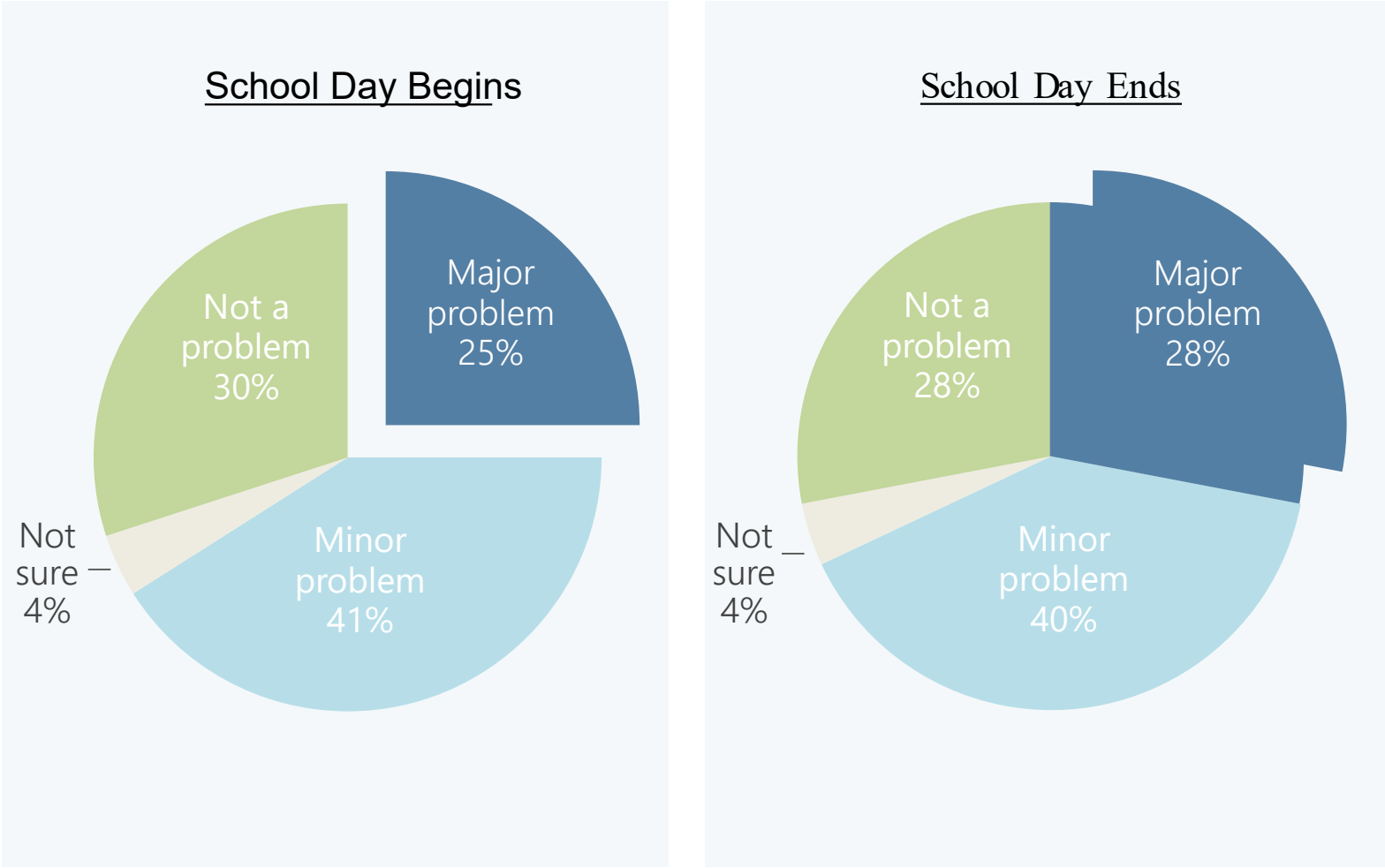


One resident in four considers traffic in New Albany's Market Square and Village Center a major problem when the school day begins.



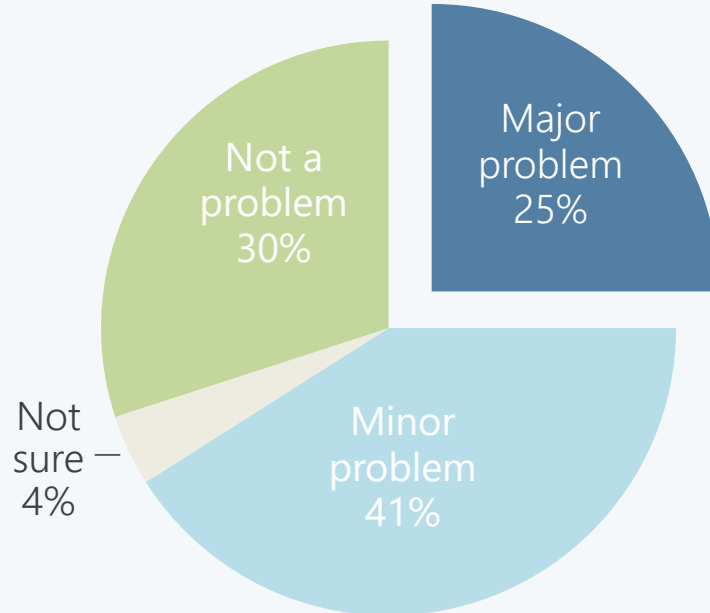


Perceptions are similar when the school day ends.

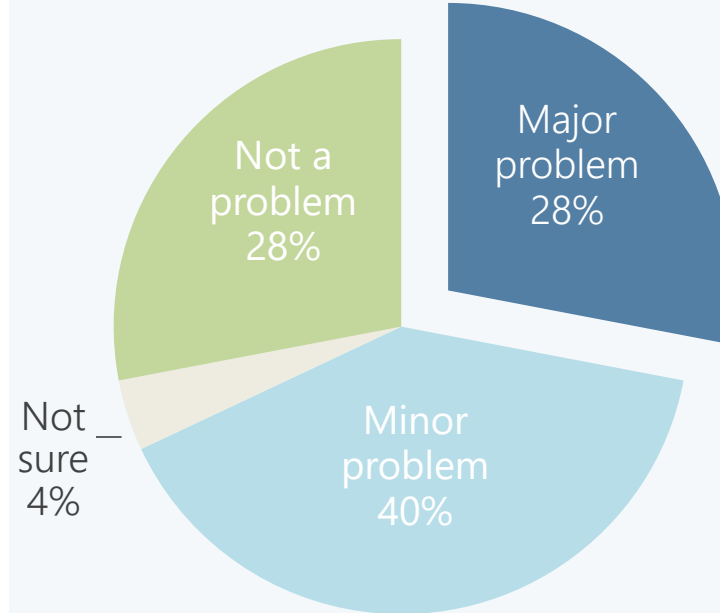


Traffic is not a problem, however, in New Albany's Market Square and Village Center during non-school hours.

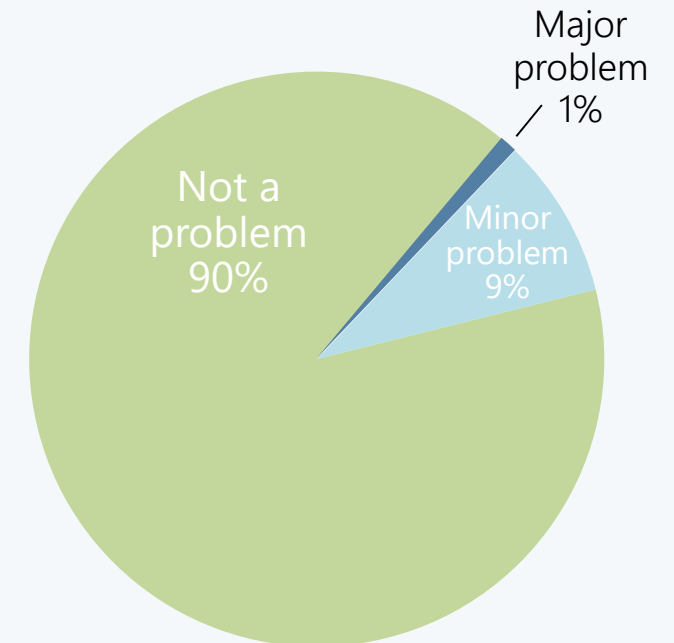
School Day Begins



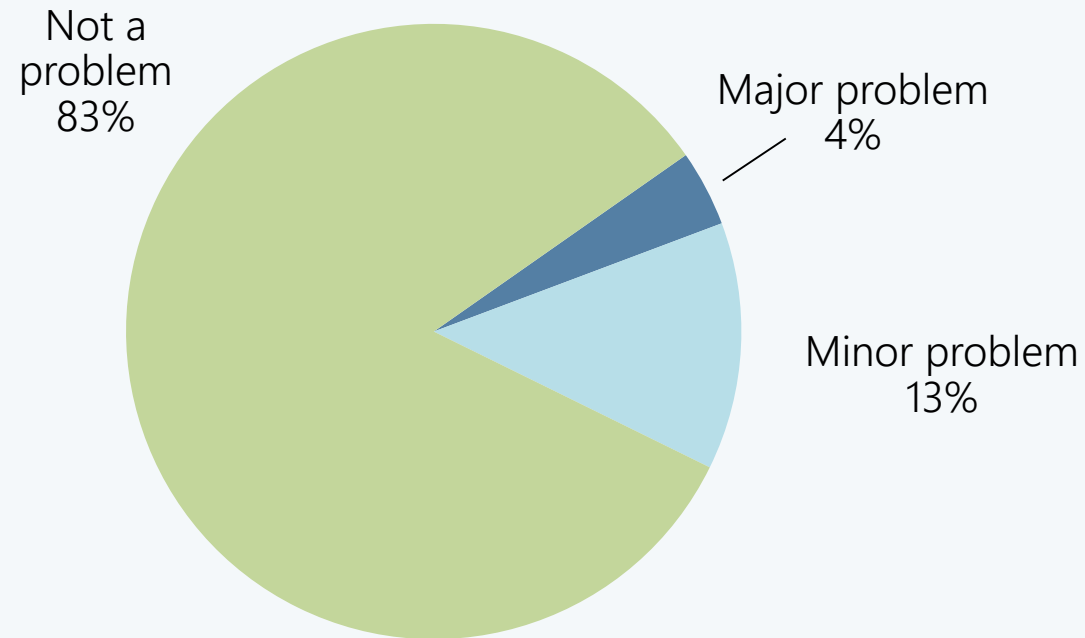
School Day Ends



Non-School Hours



For most residents, traffic *throughout the entire New Albany community* is not a problem during non-school hours.



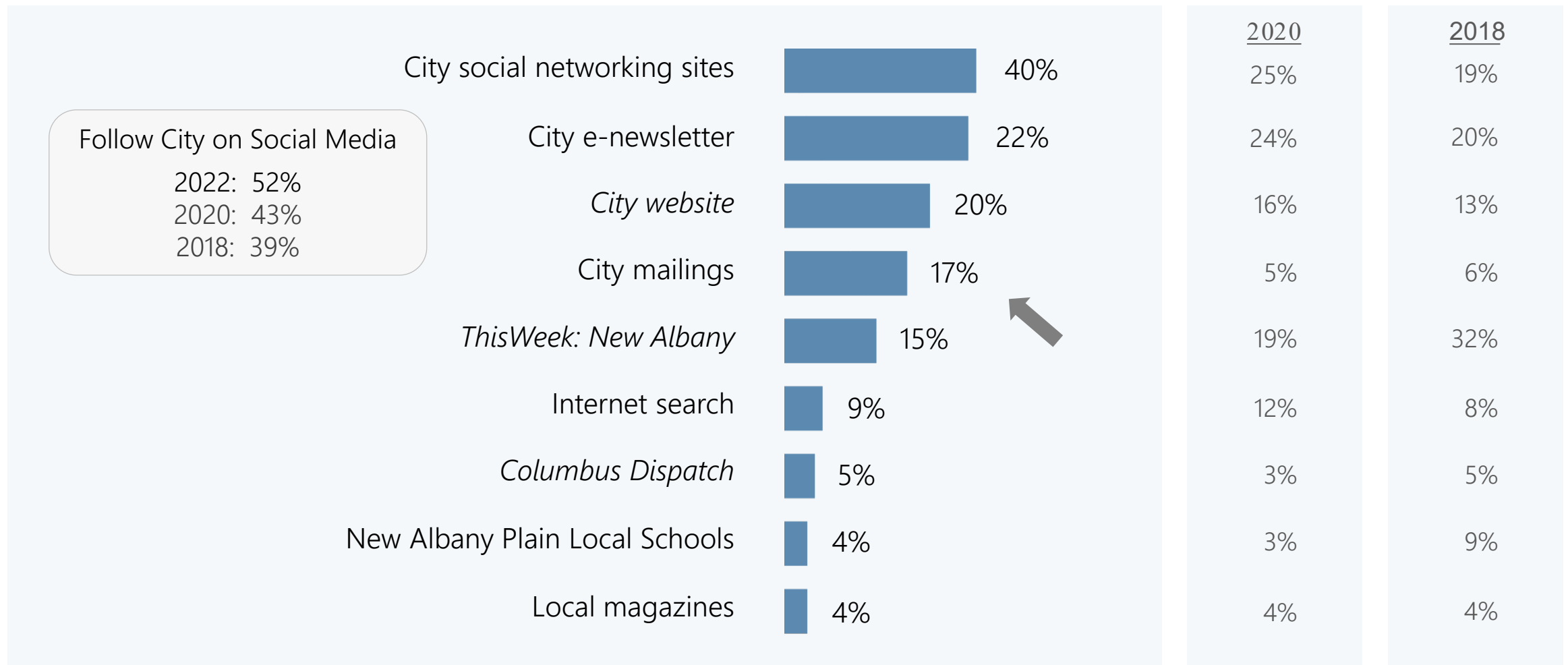
# #NEWALBANYOHIO



Communication



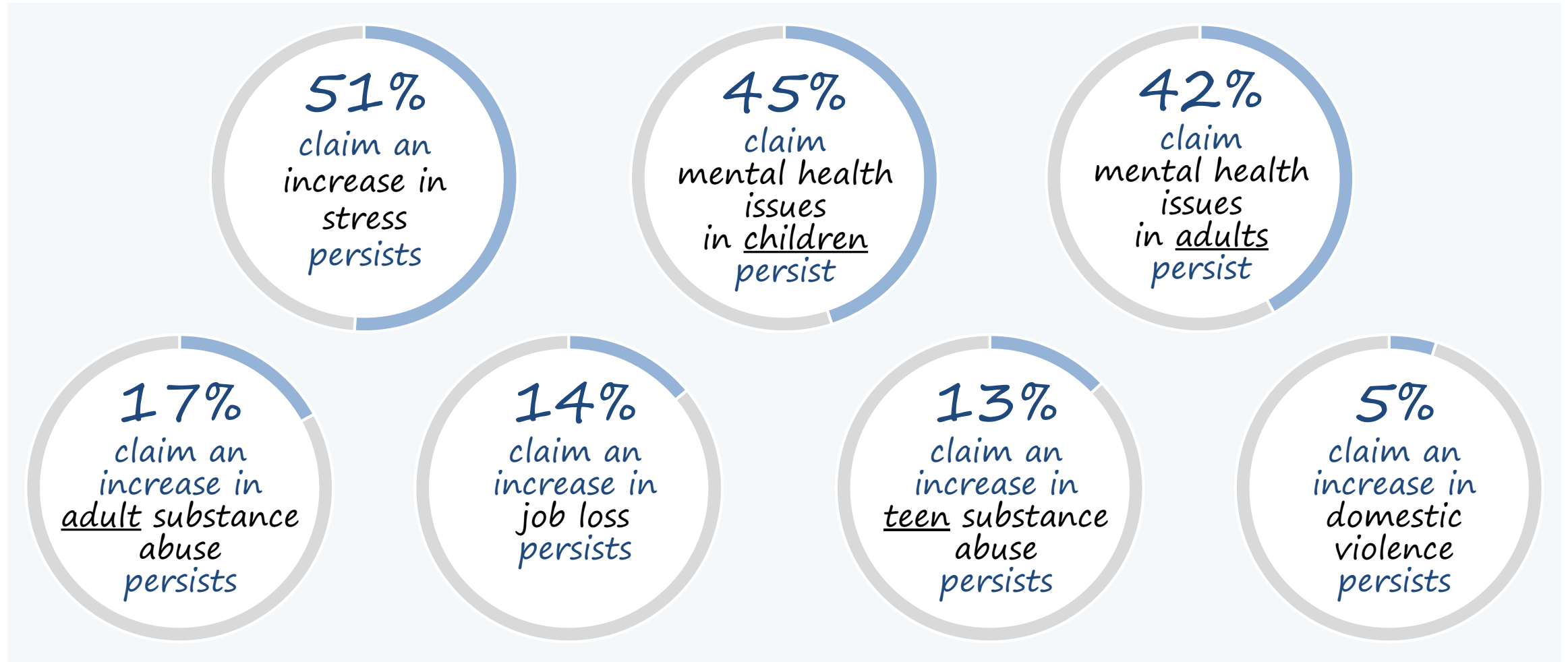
The most common sources of news and information about New Albany are the city's social networking sites, up significantly from 2020 and 2018. In addition, more residents are following the city on social media.



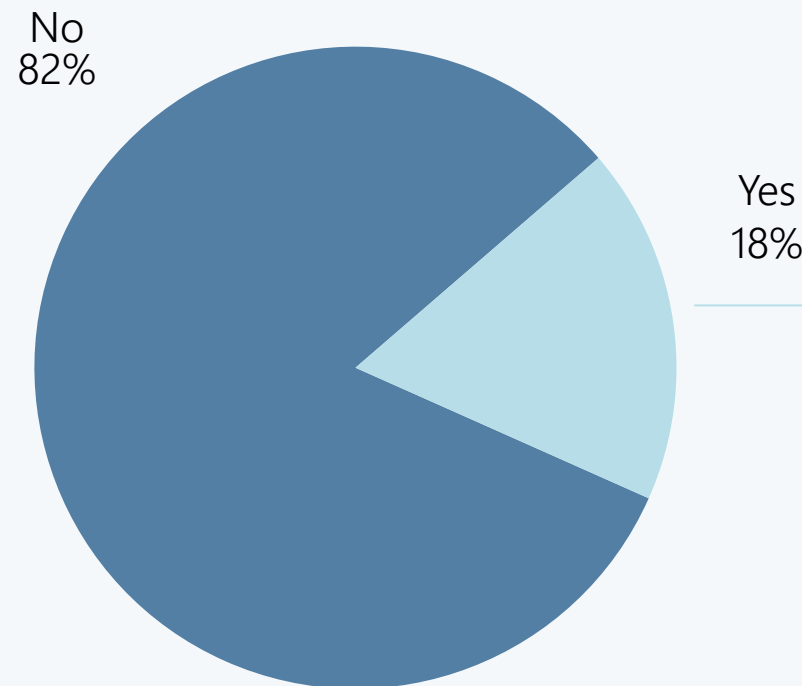


COVID-19 Pandemic

According to many residents, stress and mental health issues resulting from the COVID-19 pandemic persist throughout the community.



Eight out of ten residents could not identify any support not available from local, state, or federal sources, that should have been.

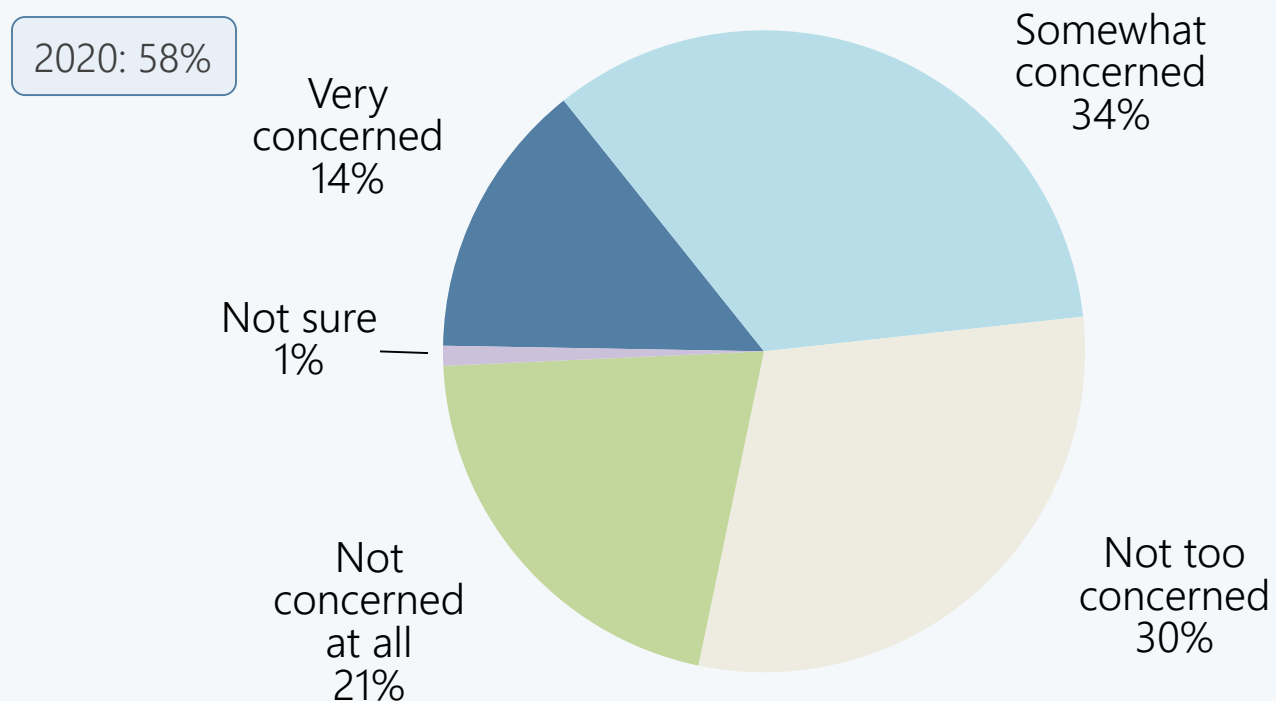


Residents who suggested that additional support *was* needed mentioned:\*

- Data easier to understand
- More mental health services
- Better access to testing
- Data specific to New Albany
- Information involving school and childcare
- More masks / mask mandates sooner

\*Each less than 6%.

Roughly one resident in seven is very concerned about another wave of COVID-19 infections, down substantially from 2020.



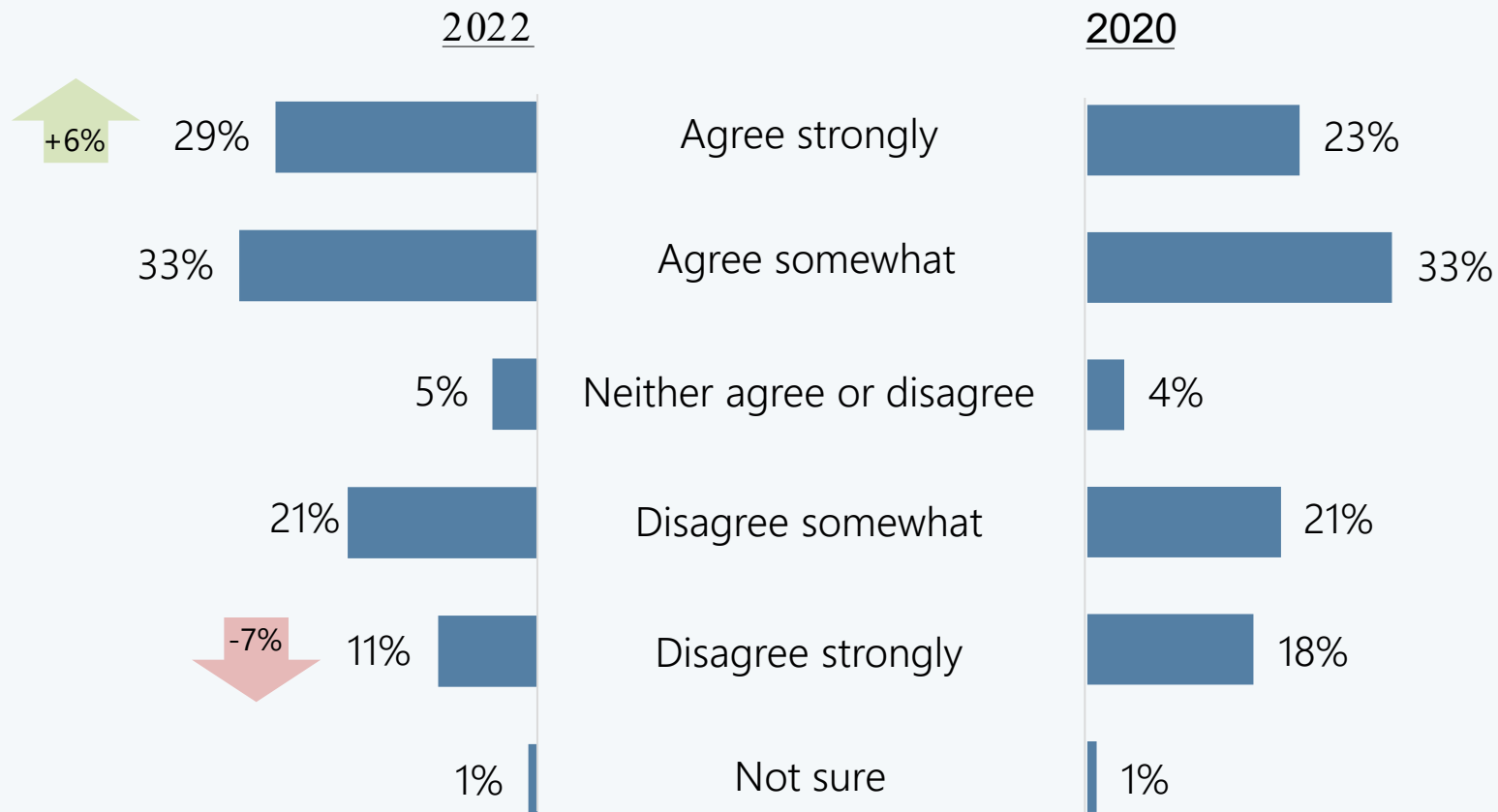
**Note:**  
The Ba5 subvariant began to appear in central Ohio in early July 2022, weeks after the survey data were collected.



# Diversity and Inclusion

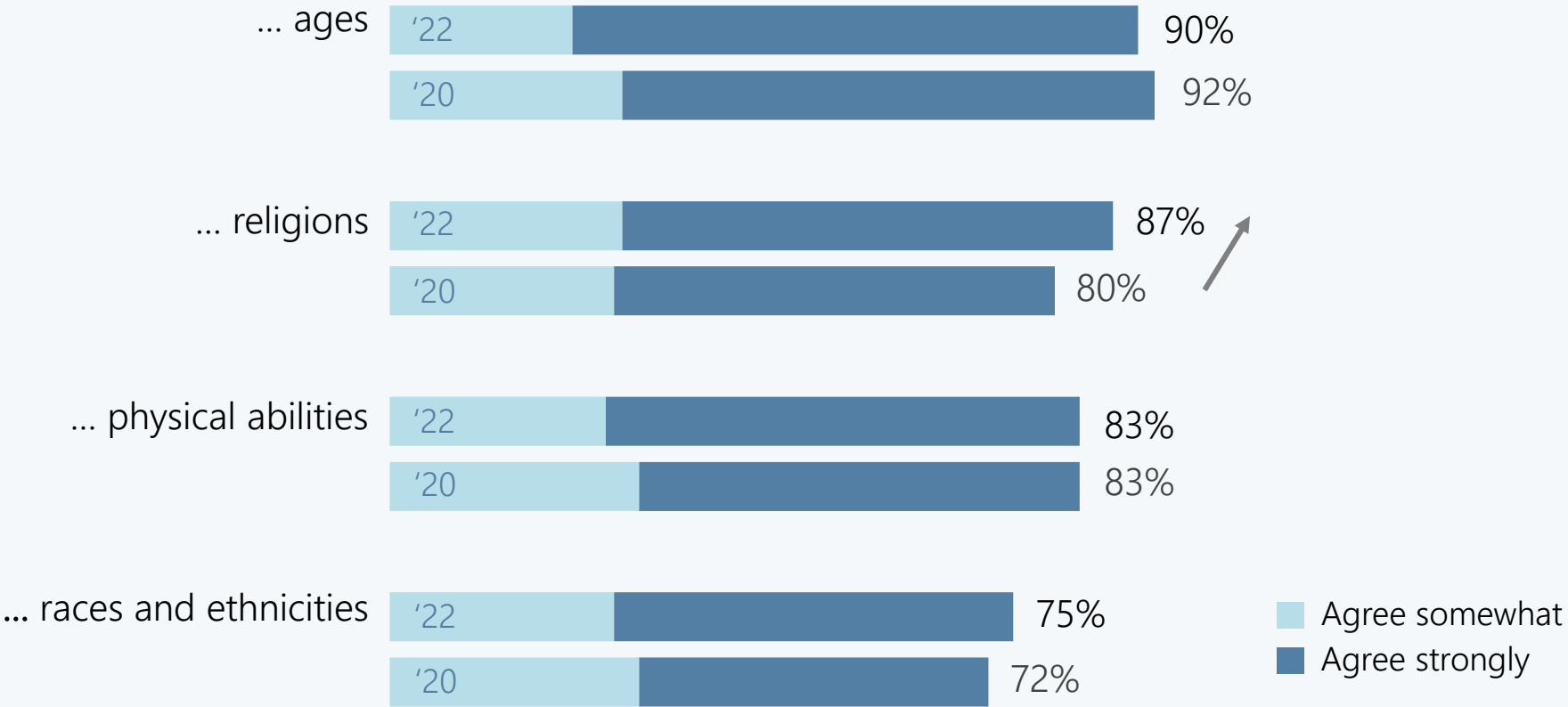


Three out of ten residents agree strongly that New Albany is a diverse community, up slightly from 2020.  
Moreover, fewer residents disagree strongly.



Across many demographic and social dimensions, most residents consider New Albany a welcoming community.  
On a few dimensions, these perceptions have improved.

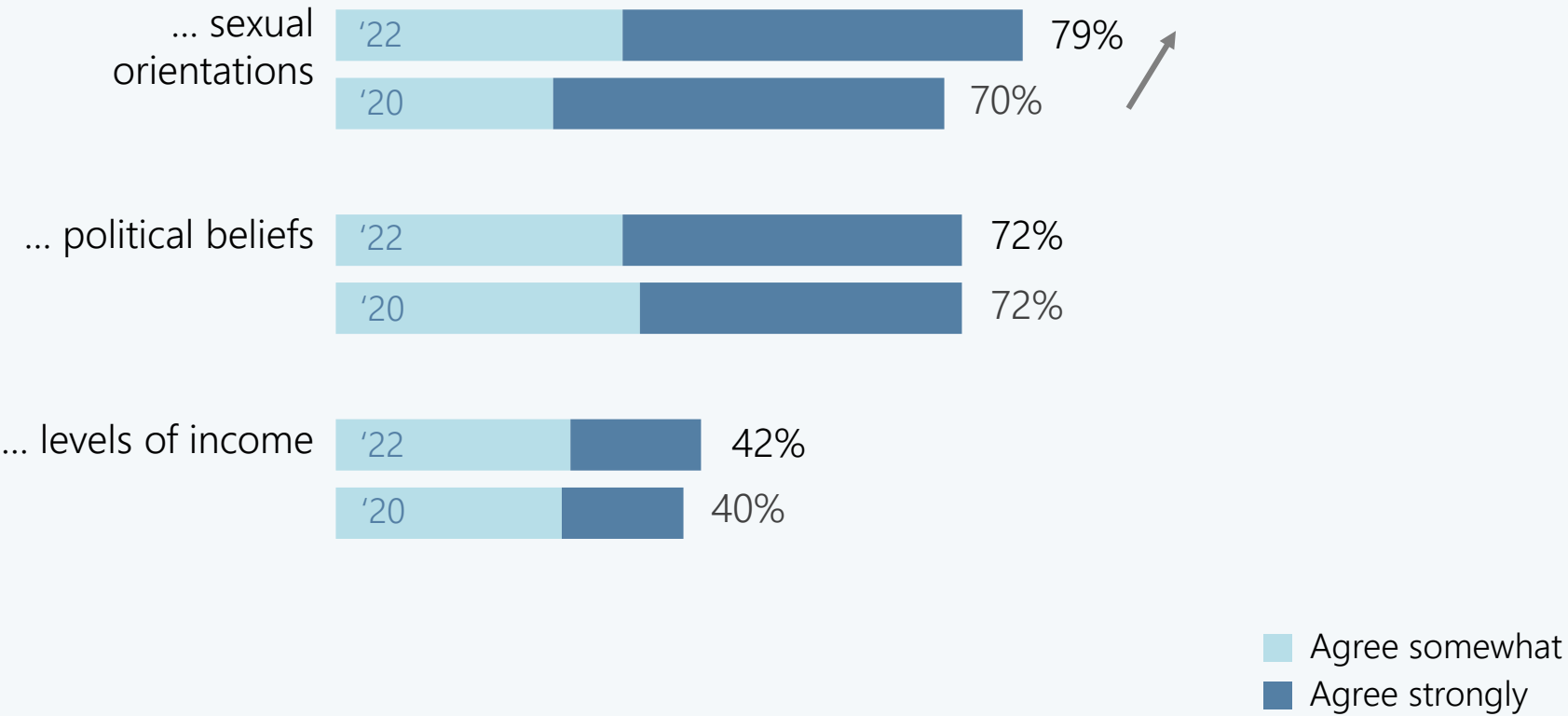
New Albany is **welcoming**  
to people of all\* ...



Cont'd ...

Across many demographic and social dimensions, most residents consider New Albany a welcoming community.  
On a few dimensions, these perceptions have improved.

New Albany is **welcoming**  
to people of all\* ...



The most common suggestions for promoting diversity and inclusion in New Albany involve events, festivals, and TED talks.  
Not everyone agreed, however, that more needs to be done.

	'22	'20
Hosts events / festivals / TED Talks	25%	21%
This is not needed / already taking place	15%	14%
Have more affordable housing / lower tax / economic incentives	9%	8%
Business / community should be more welcoming / create opportunities	8%	11%
Be more tolerant of all (e.g. Trump supporters, non-minorities, minorities)	7%	0%
Have more diversity in government / policies / legislation	6%	4%
Encourage discussion and listening	4%	15%
Offer programs in school and through social service agencies	4%	8%
Reform the police / adopt BLM	1%	4%



# Highlights

- Among the city's residents, impressions of New Albany, once again, are broadly positive. Indeed, most residents are satisfied with New Albany's services and amenities – especially the community's parks – as well as the performance of city officials.
- Eight out of ten residents are pleased with how city officials are managing commercial growth and development, while nine out of ten continue to believe that New Albany is heading in the right direction. The arrival of Intel, apparently, appears to have had little impact on these perceptions.
- Interest persists in expanding the options available in Market Square and Village Center, especially those involving restaurants and boutiques. Though many younger, newer residents would accept more residential density in exchange for these amenities, many older, more tenured residents would object.



- For a minority of residents, traffic in Market Square and Village Center is a major problem before and after school. Most residents, however, consider traffic at these times either a minor problem or not a problem at all. In addition, few residents consider traffic a problem, during non-school hours, throughout the entire New Albany community.
- Stress and mental health issues, resulting from the COVID-19 pandemic, are said to persist among both adults and children.
- Efforts to become a more diverse and inclusive community have been modestly successful.
- Finally, the city's social networking sites have emerged as the most common source of news and information about New Albany.

Questions?

This study was conducted by  
Saperstein Associates  
4942 Reed Road  
Columbus, Ohio 43220  
(614) 261-0065