



# ≡ NEW ALBANY ≡

## 2024 Community Survey

Saperstein Associates

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





# Methodology

- This survey is the fourth in a biennial series dating to 2018.
- Unlike the earlier surveys, the current research employs two data-collection methodologies. Specifically, 154 adult residents of New Albany were interviewed by telephone (51%), while 146 completed a self-administered online questionnaire (49%). In total, 300 adult residents participated in this study.
- In recent years, employing multiple data-collection methodologies has become more common as the percentage of potential survey participants who answer their telephone continues to decline.
- For this survey, for example, skilled interviewers dialed, on average, 29 telephone numbers prior to completing an interview. In 2018, the comparable figure was 17.

- The current study also differs from the previous studies due to a significant and intentional change to the sampling frame (i.e., the list of residents from which the sample is drawn). Indeed, while the sampling frame for each of the earlier studies was developed almost entirely from an updated list of New Albany's registered voters, the sampling frame for the current study is more comprehensive in that it includes all adult residents of New Albany for whom contact information (i.e., a telephone number or email address) was available. In other words, the current study includes adult residents of New Albany whether or not they are registered to vote.
- The telephone interviews were completed from April 8 through April 16 and averaged 14 minutes in length.
- The online interviews were completed from April 9 through April 24 and averaged 12 minutes in length.

- The margin of error for a random sample of 300 respondents is  $\leq \pm 5.6$  percentage points at the 95 percent level of confidence.
- To compensate for limitations in the data-collection process, the combined file of respondents was weighted on key demographics to more accurately reflect known population parameters.

	Actual*	Survey <sup>†</sup> (weighted)	Phone <sup>†</sup> (weighted)	Online <sup>†</sup> (weighted)
18 to 24	11%	11%	22%	0%
25 to 34	7%	7%	14%	0%
35 to 44	27%	27%	23%	31%
45 to 54	33%	33%	27%	39%
55 to 64	11%	11%	7%	15%
65 to 74	4%	4%	4%	5%
Older than 74	7%	7%	3%	10%

	Actual*	Survey <sup>†</sup> (weighted)	Phone <sup>†</sup> (weighted)	Online <sup>†</sup> (weighted)
<Bachelor's	23%	23%	31%	15%
Bachelor's+	77%	77%	69%	85%
Male	51%	51%	56%	46%
Female	49%	49%	44%	54%

\*SOURCES: Neilsberg Research, Updated September 17, 2023; U.S. Census Bureau, American Community Survey (ACS) 2017-2021 5-Year Estimates

†Data were weighted to reflect known population parameters.



## A Cautionary Note

As detailed previously, the methodology informing this research differs significantly from the approach employed in the three biennial studies dating to 2018. Specifically, the latter were limited to telephone interviews with registered voters, while the current study employs two methods of data collection and invited participation from a broader pool of residents.

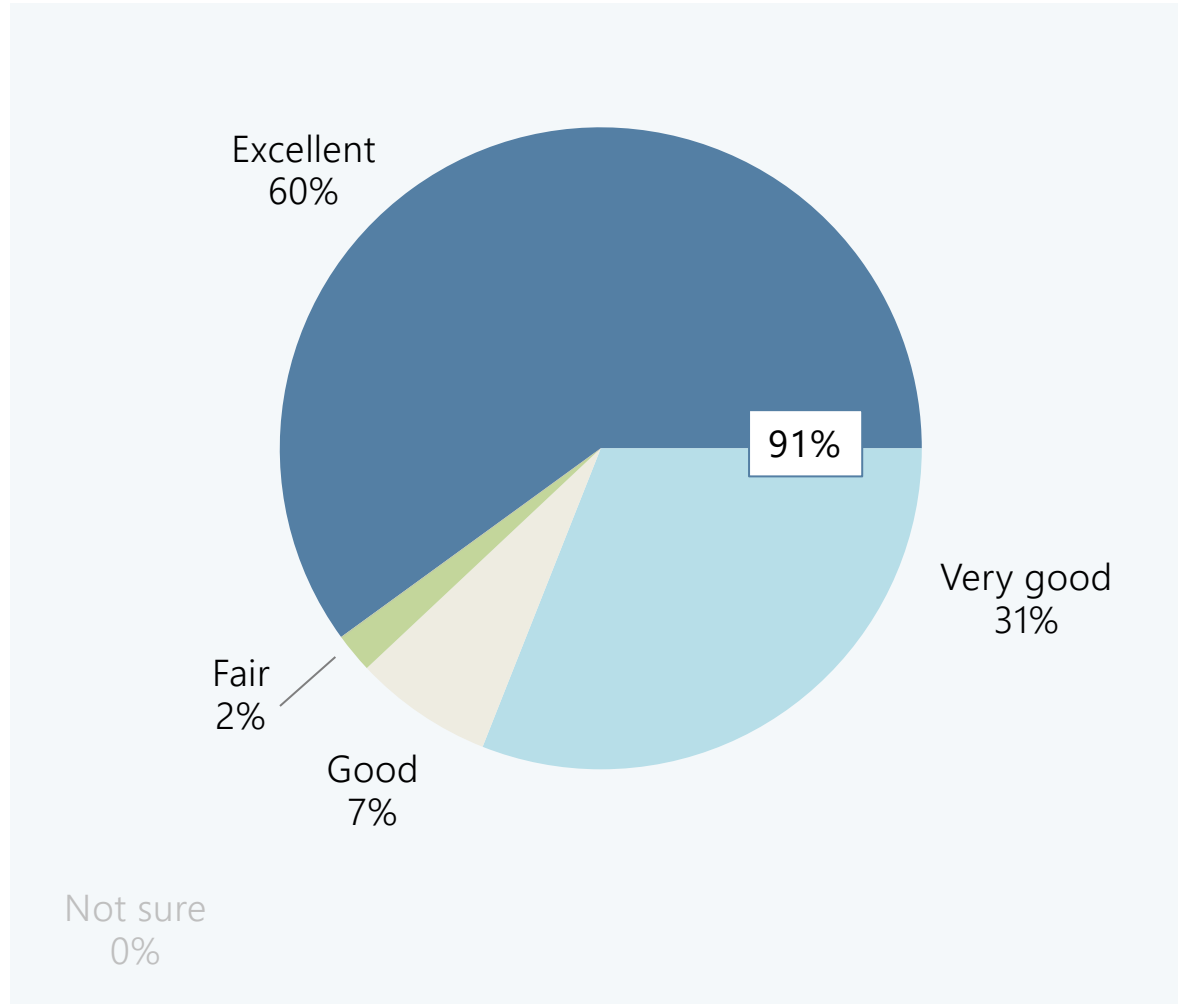
It is likely, therefore, that at least some of the findings in this study that differ from those in the earlier research are methodological artifacts.



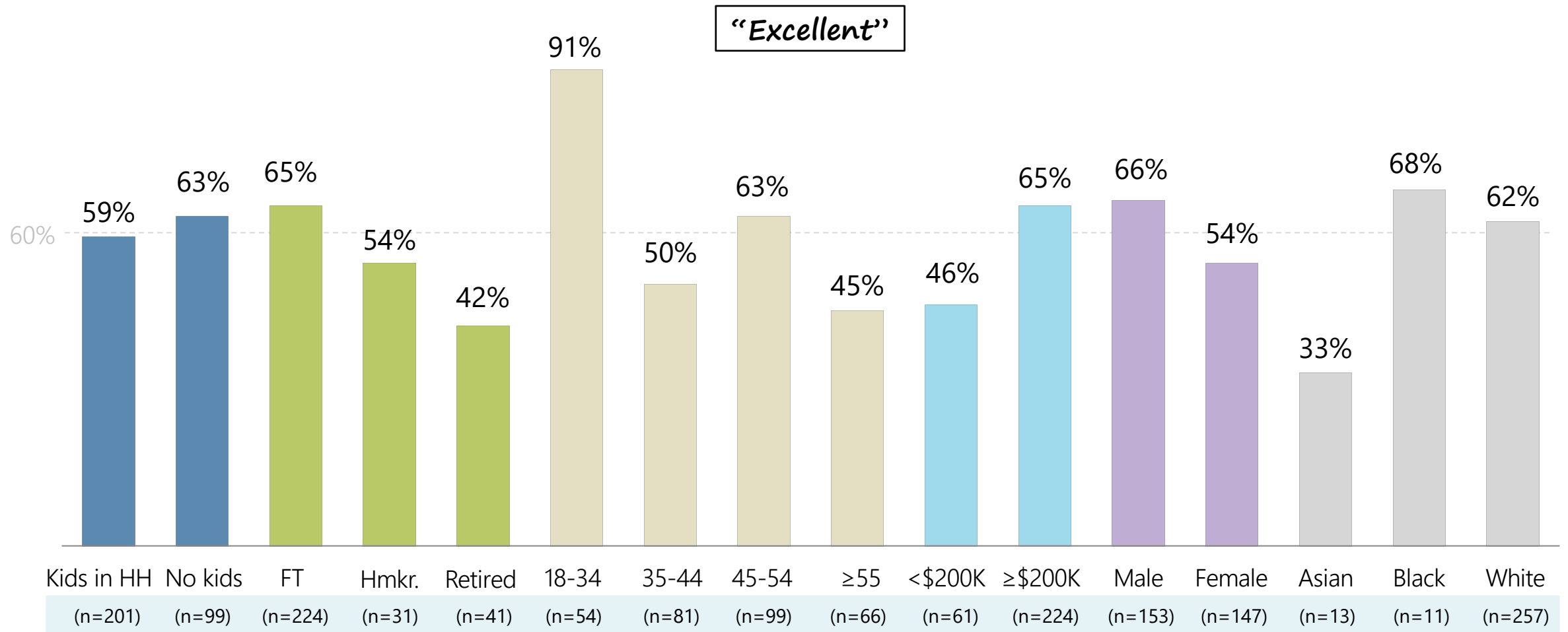
Overall Impressions



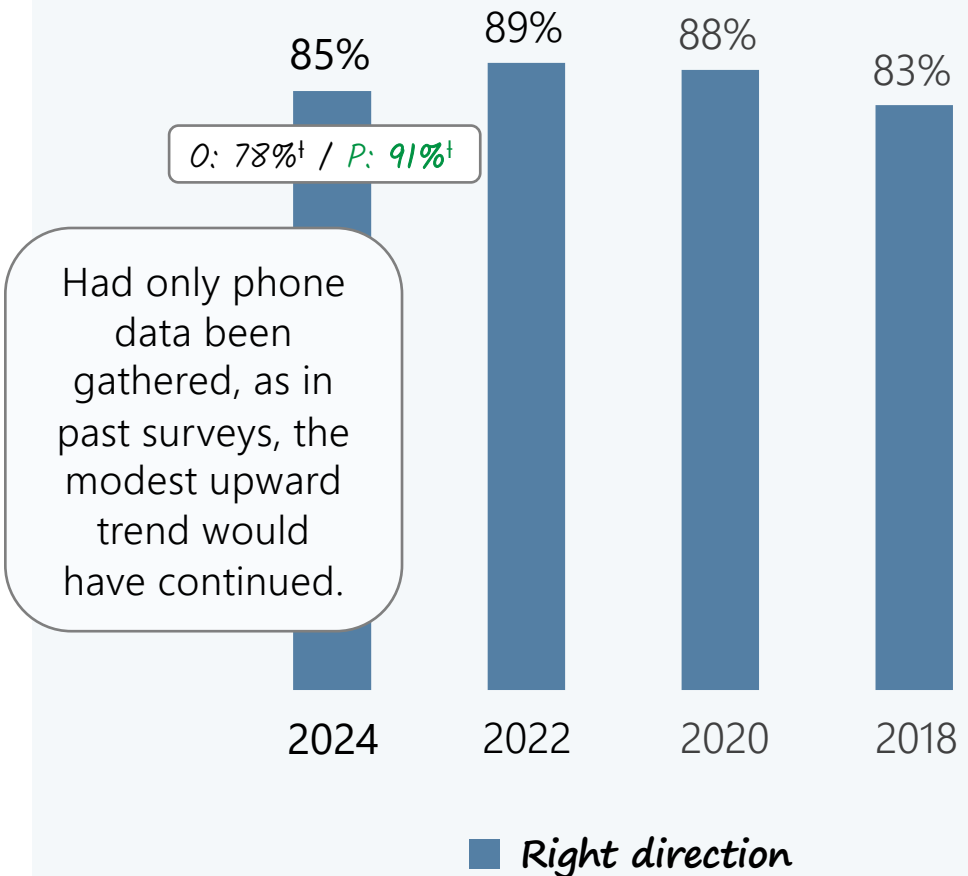
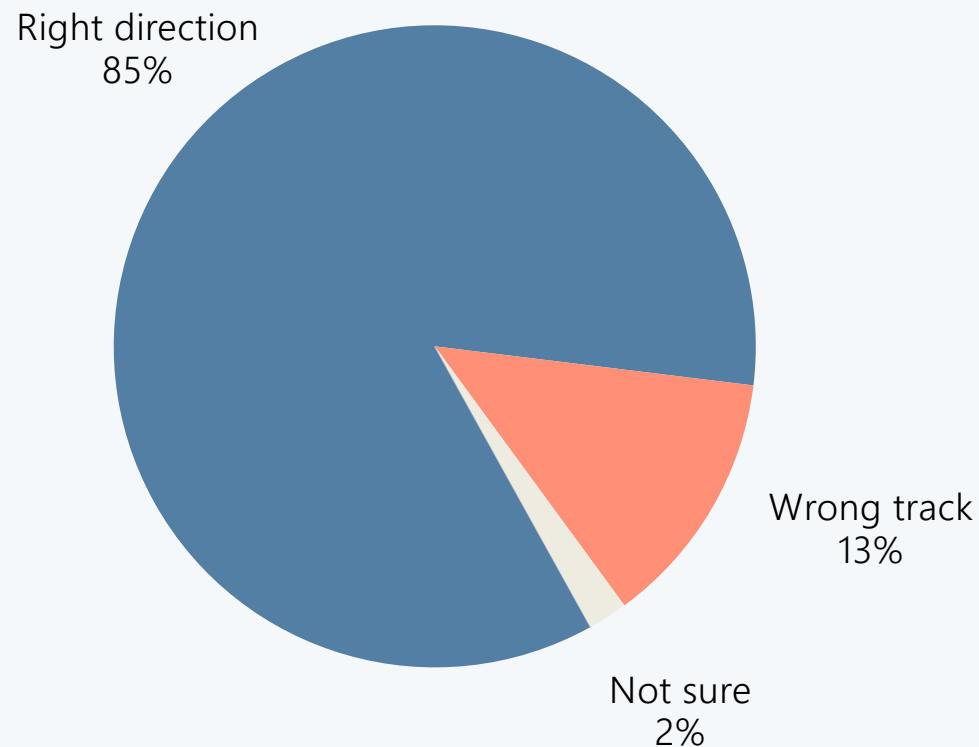
Six out of ten New Albany residents consider the city an “excellent” place to live. An additional three out of ten said “very good.” Positive impressions have increased slightly since 2020.



Impressions of New Albany as a place to live vary widely across demographic categories, though some of the differences may be a function of the limited number of respondents.



More than eight out of ten residents agree that New Albany is heading in the right direction. Roughly one out of eight claims it is off on the wrong track. Little has changed since 2018.

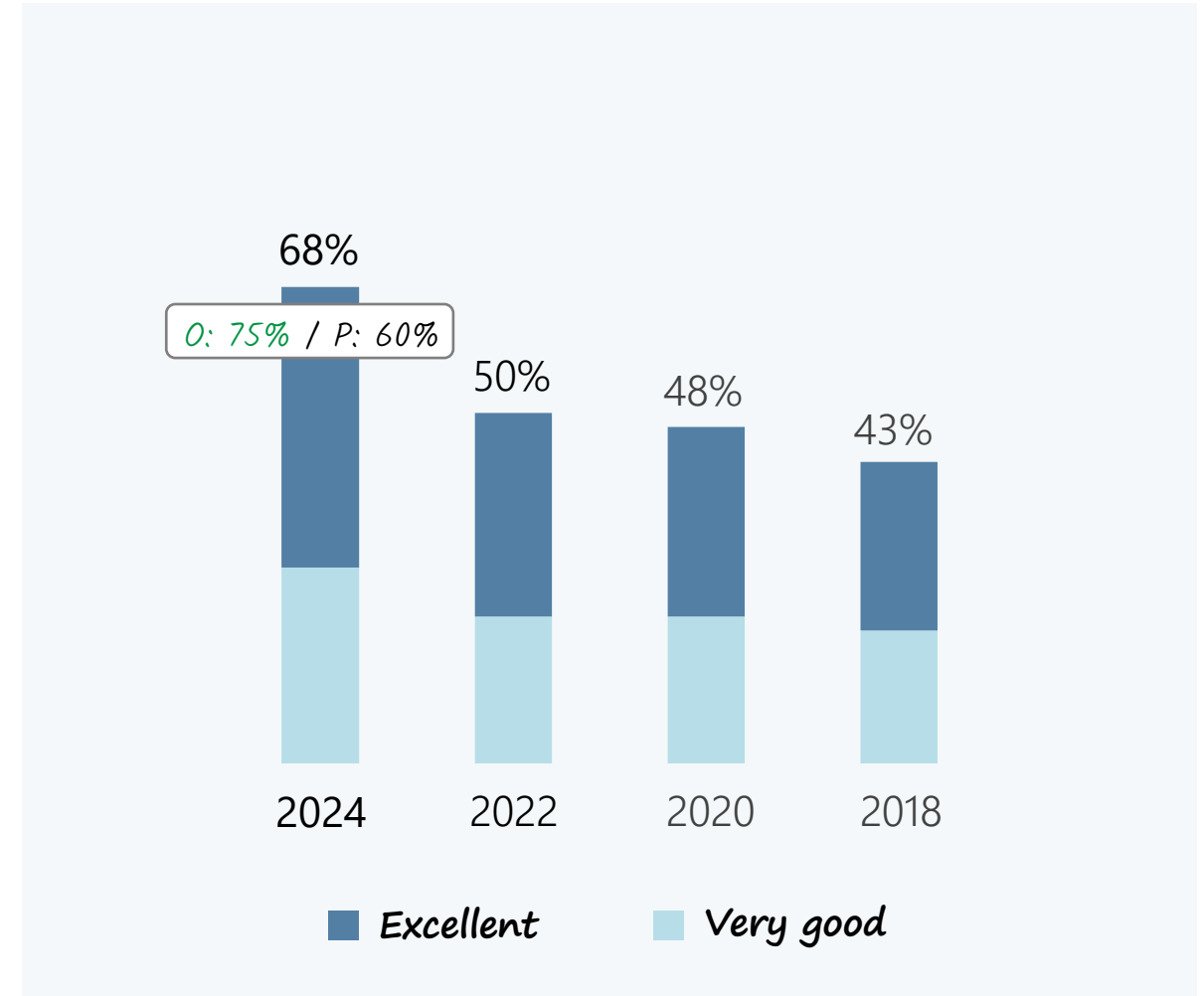
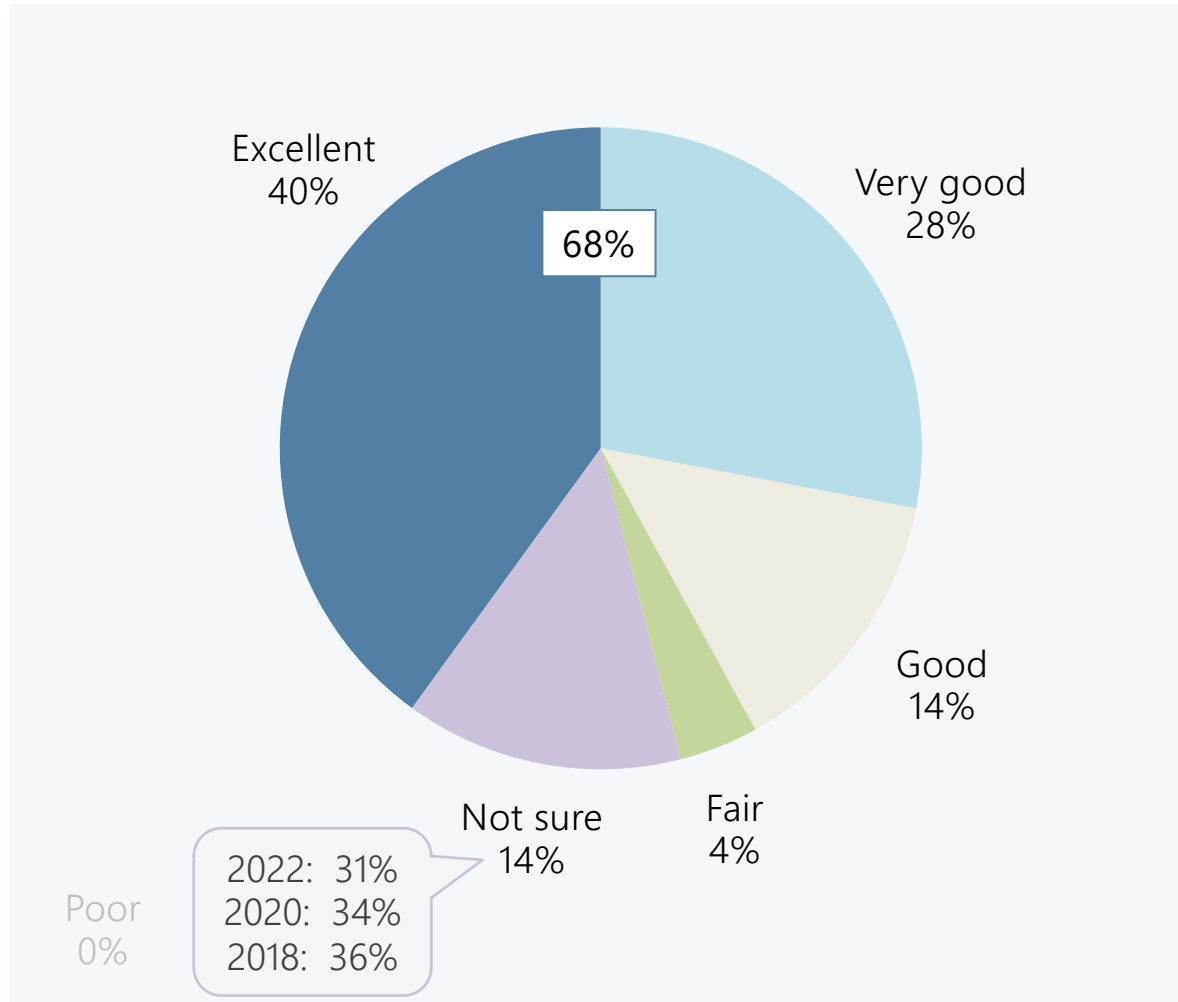


†O = online survey only, P = phone survey only

Q9: In your opinion, is New Albany heading in the right direction or is it off on the wrong track?



As a place to work, seven out of ten New Albany residents consider the city either “excellent” or “very good” ...  
... up dramatically from years past.





What could be done to make New Albany a better place to work?

There are not many corporate opportunities.

Traffic patterns would lead me to not want to work here if I had to travel 161 daily.

Faster network service for Wi-Fi.

There's no walkable business community ... for example, like there is at Bridge Park. It feels very disconnected.

We lost a lot of business that took up major buildings that are now vacant. Just get some new stuff besides Intel and Amazon.

Provide affordable housing options for employees to become residents. Starter homes that new families and younger professionals can actually afford.

RITA tax.  
It's terrible to communicate with them and higher than Ohio's state tax.

Making it very easy to get to work.  
Also, proper support ... a better way of getting employment for people in the community they are building. They are having all of these corporations come in but they are not promoting job fairs.

We need public transportation.



For nearly half the residents, providing city services and amenities should be a top priority for city officials, as it was in 2022. Controlling growth, however, jumped notably.

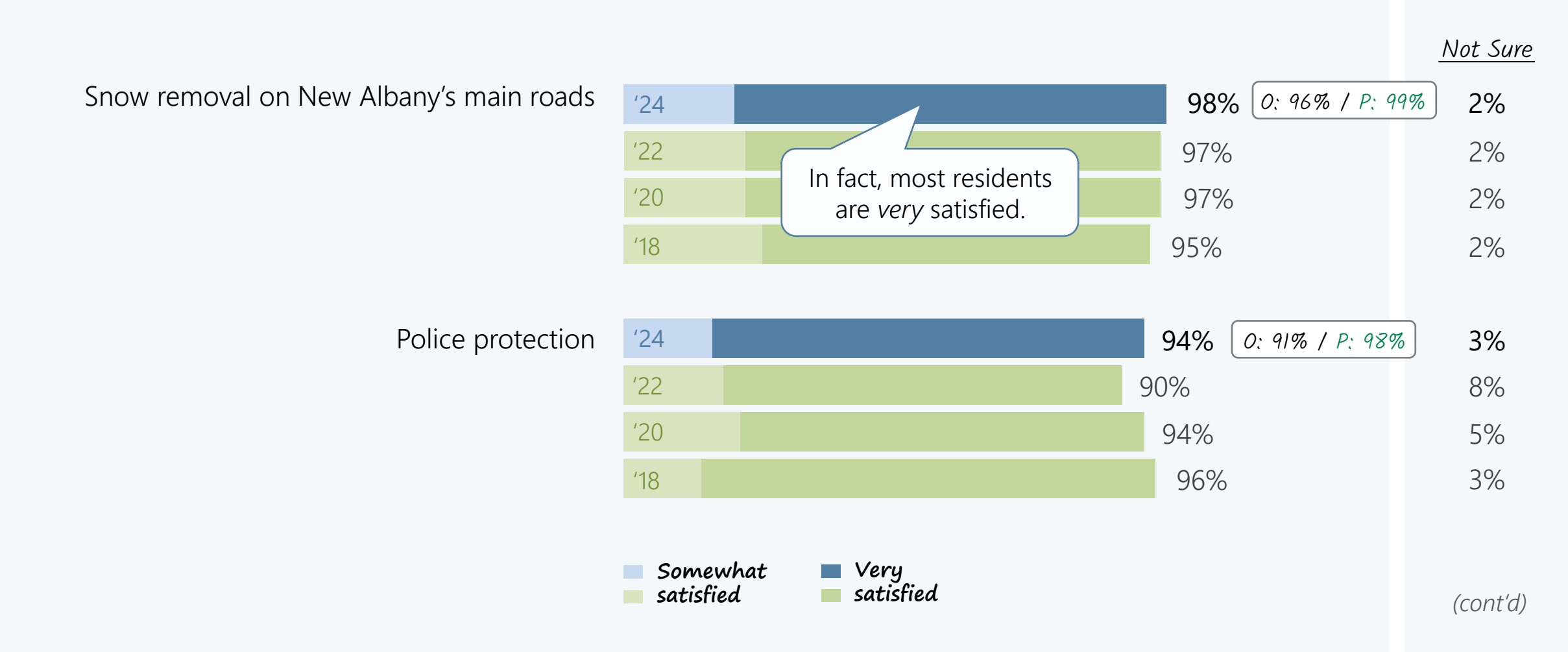
	2024	2022	2020	2018
Providing city services & amenities ( <i>traffic flow, public safety, infrastructure, walkability</i> )	48%	45%	31%	39%
Controlling growth	31%	23%	12%	26%
Maintaining high quality, safe schools, without overcrowding	30%	28%	30%	40%
Promoting growth	22%	22%	16%	10%
Managing city finances ( <i>lowering / maintaining property taxes</i> )	11%	17%	15%	30%
Other ( <i>lack of diversity</i> )	9%	18%	18%	10%
Not sure	14%	8%	9%	5%



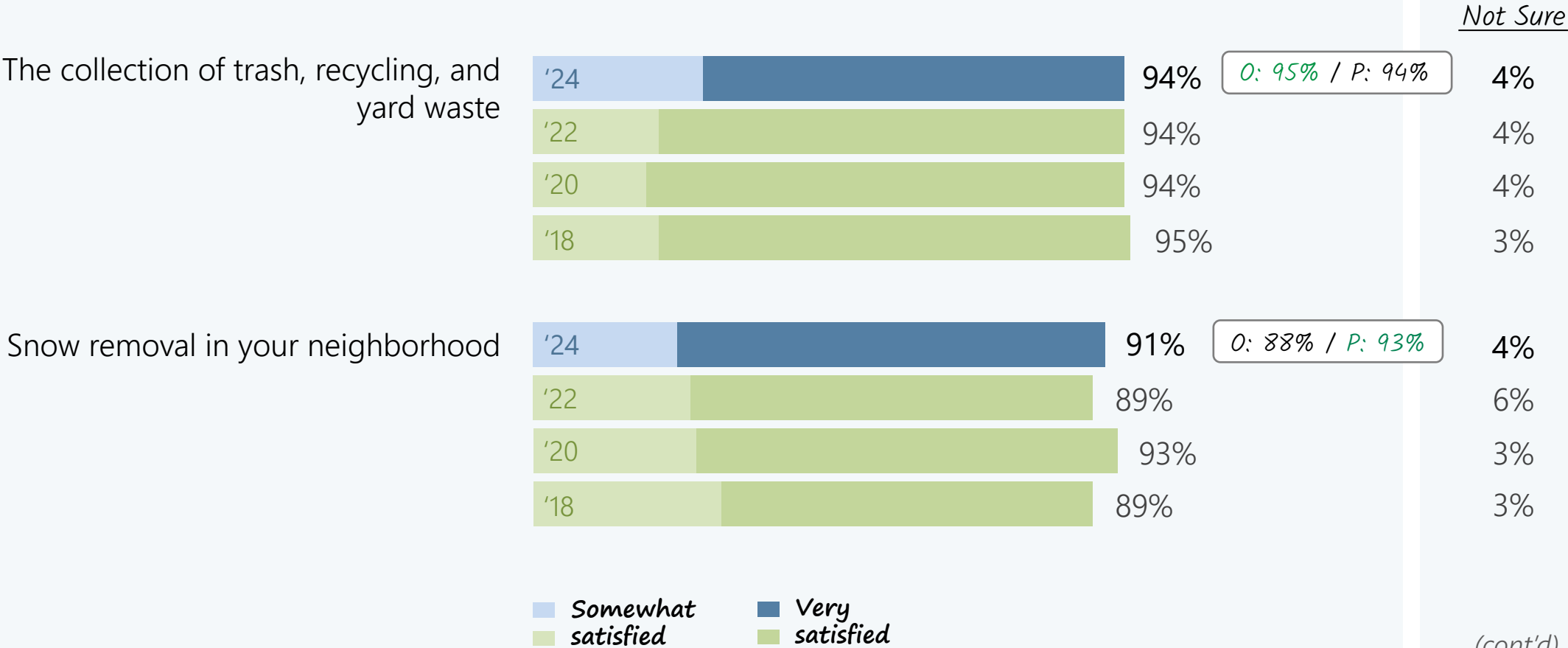


City Services

As in previous surveys, satisfaction with city services is almost universal.

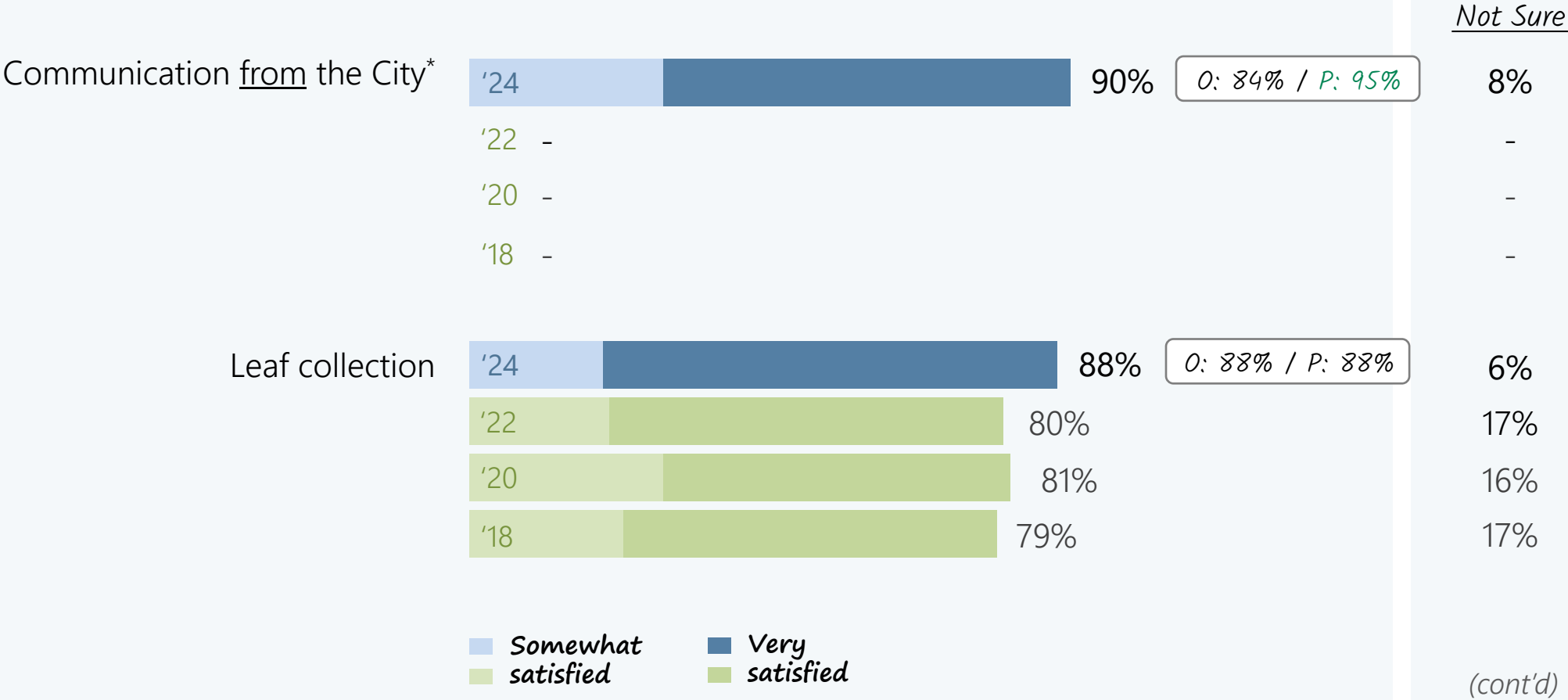


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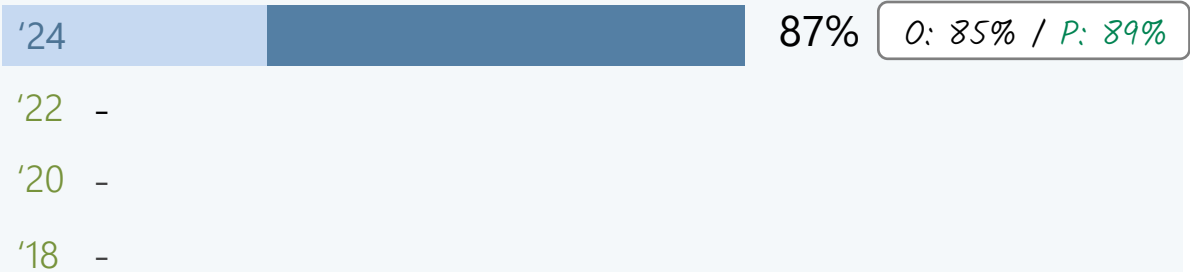
As in previous surveys, satisfaction with city services is almost universal.



\*new category  
Q11g+d: As a resident of New Albany, how satisfied are you with each of the following city services?

As in previous surveys, satisfaction with city services is almost universal.

Neighborhood parks\*



Not Sure

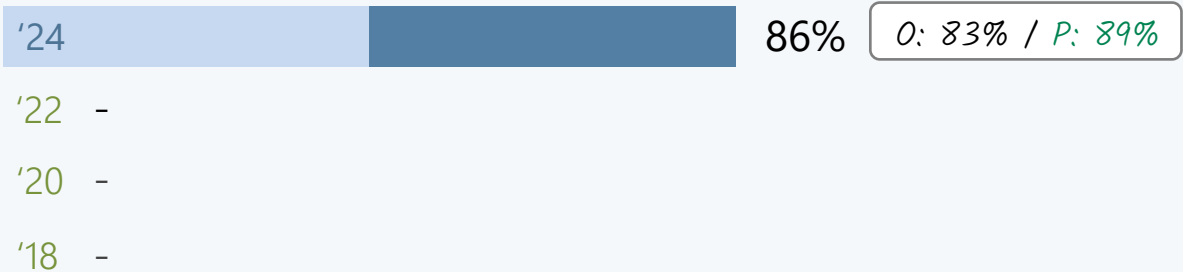
3%

-

-

-

The condition of New Albany's roads\*



5%

-

-

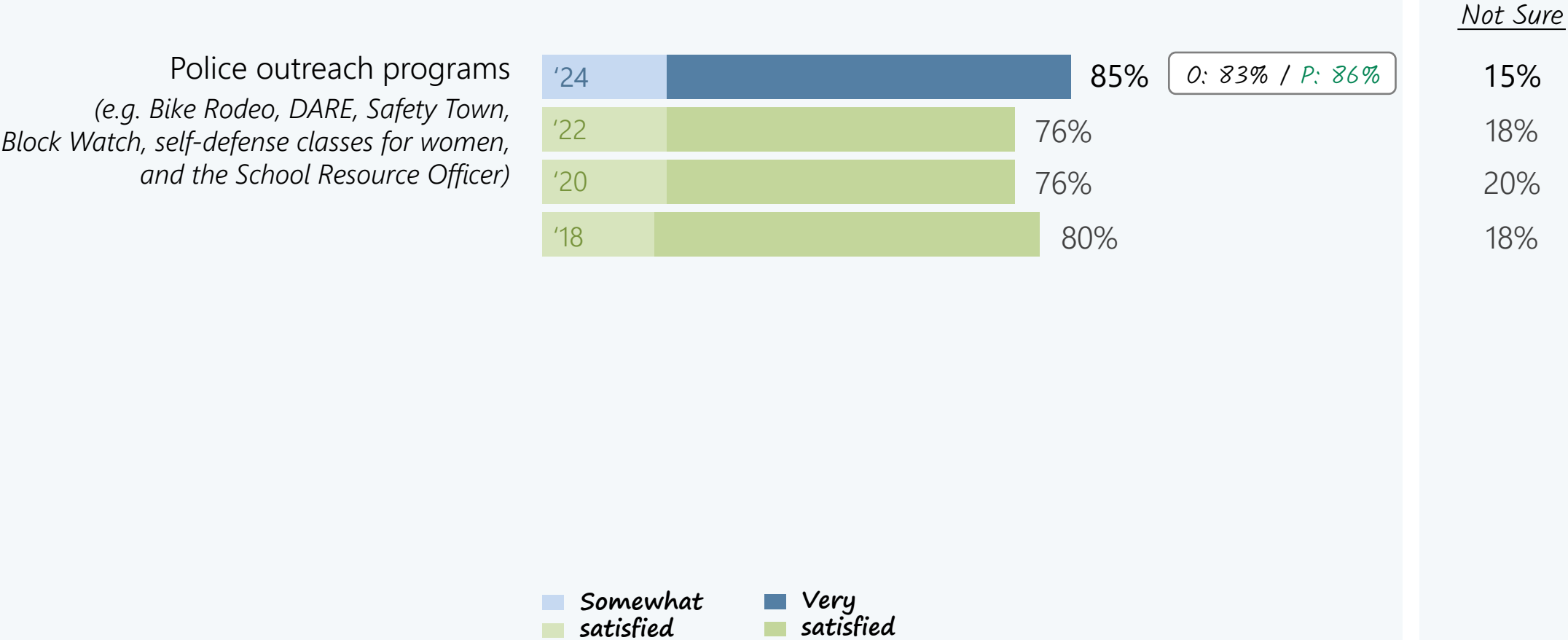
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Somewhat satisfied Very satisfied

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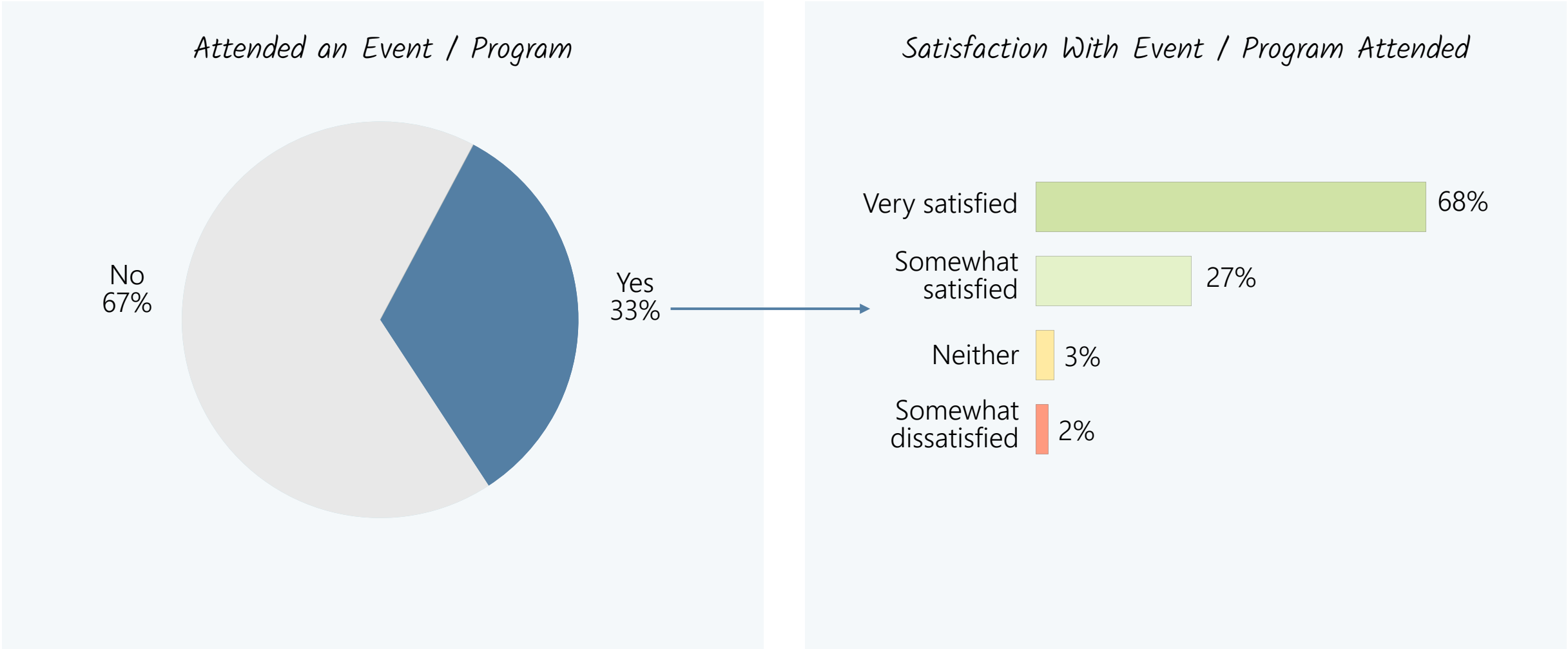
\*new category  
Q11h+i: As a resident of New Albany, how satisfied are you with each of the following city services?

As in previous surveys, satisfaction with city services is almost universal.





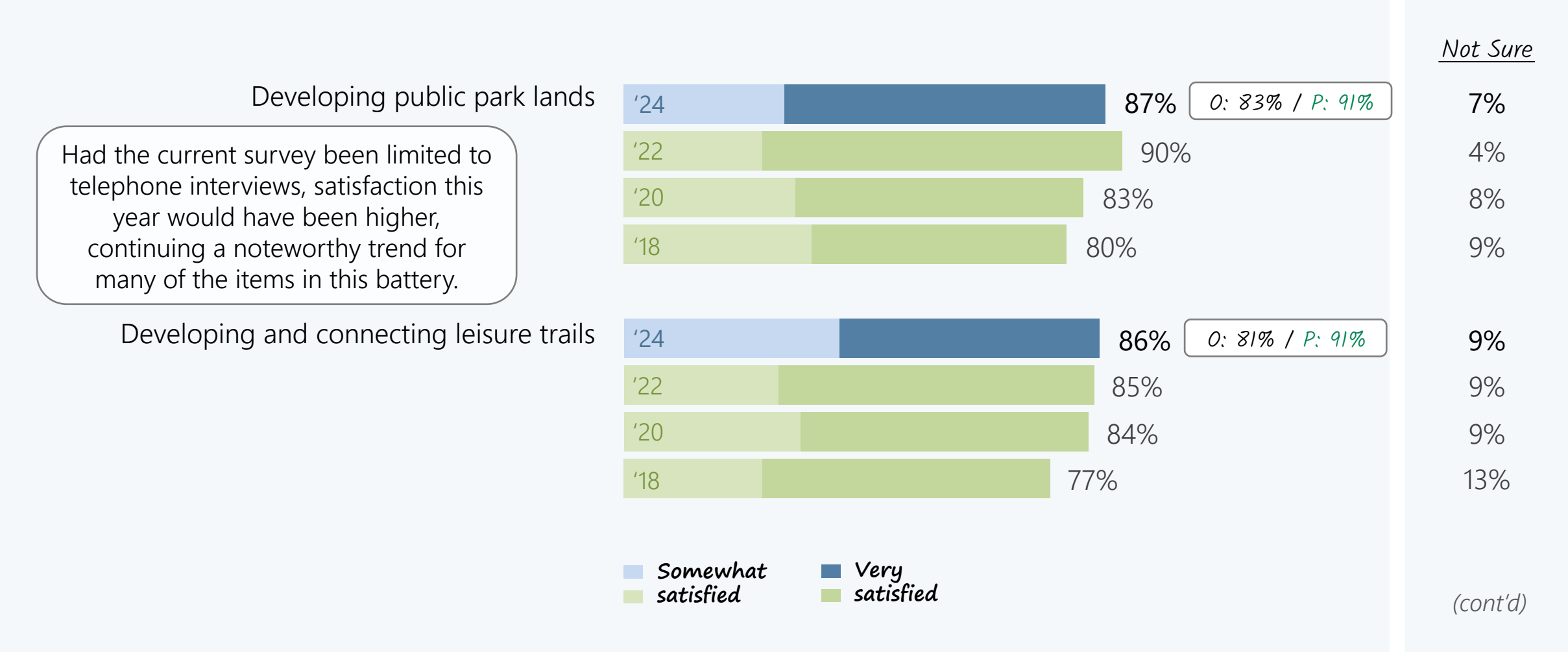
One out of three residents attended a new series of events and programs, including Juneteenth, Diwali, Miracle League Family Fun Day, and free concerts. Two out of three were very satisfied.





City Officials

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

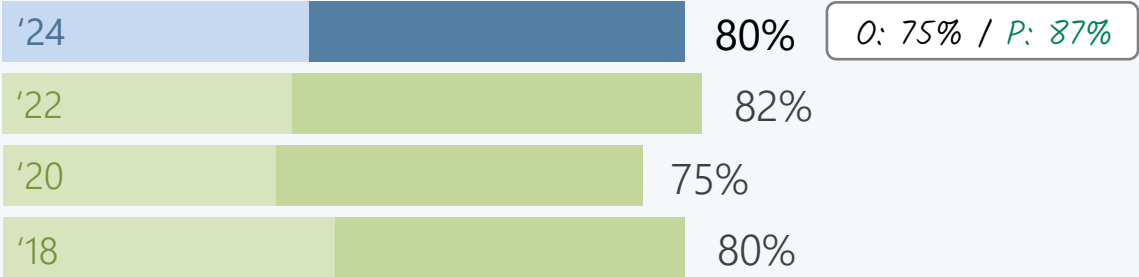


On myriad issues, most residents, once again, are satisfied with the performance of city officials.

Maintaining appropriate architectural standards for new construction



Keeping local residents informed of important issues involving the city



Somewhat satisfied      Very satisfied

Not Sure

8%

7%

10%

4%

10%

6%

9%

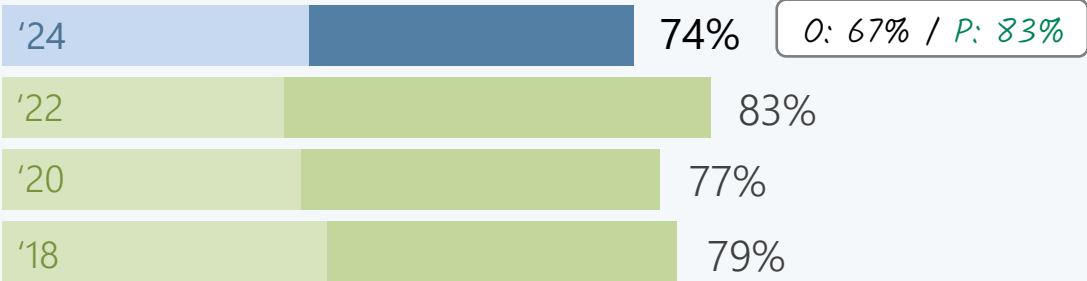
9%

(cont'd)



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

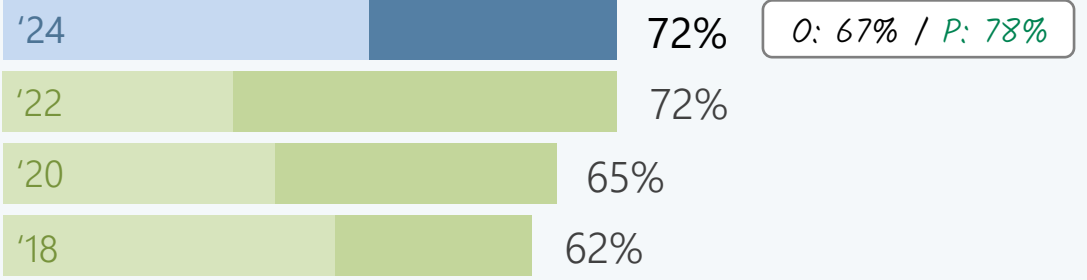
Planning for the future



Not Sure

10%  
8%  
16%  
13%

Managing the city's finances

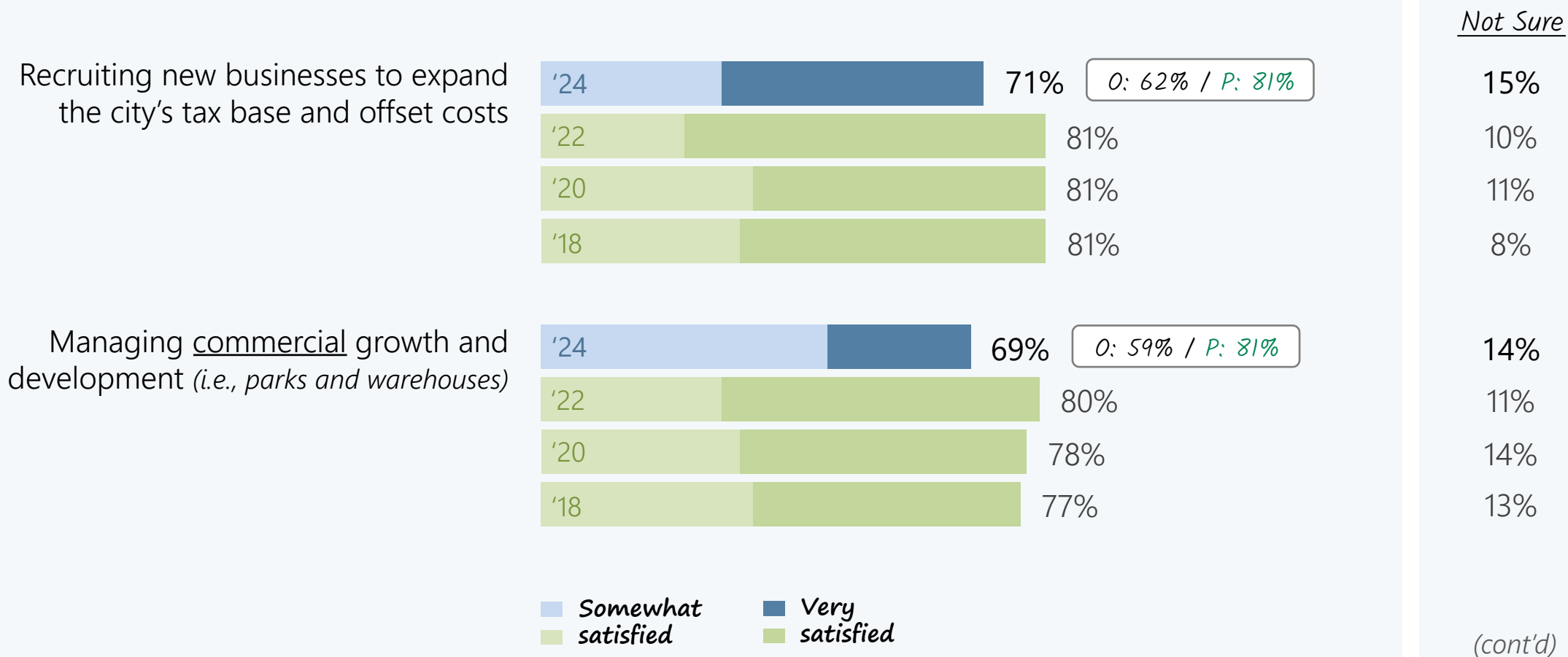


21%  
24%  
24%  
27%

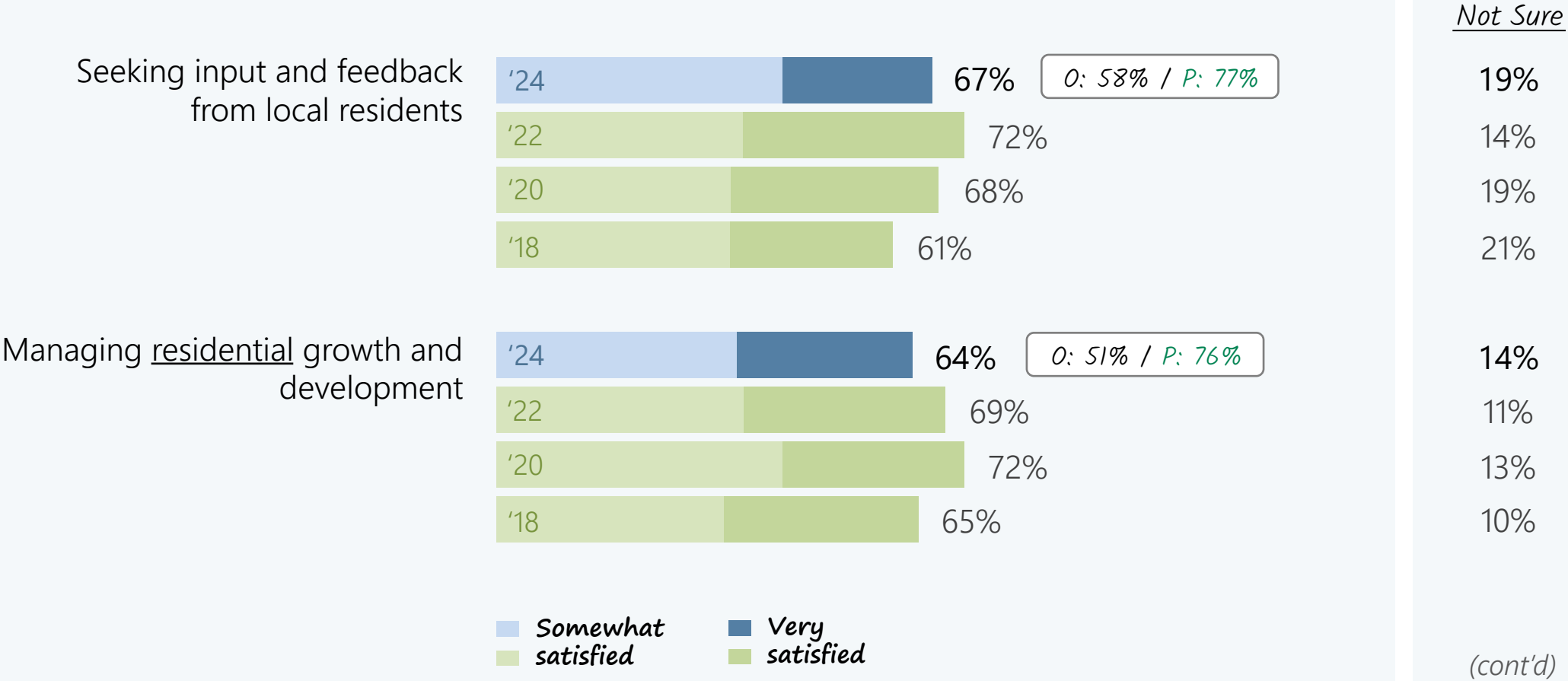
Somewhat satisfied Very satisfied

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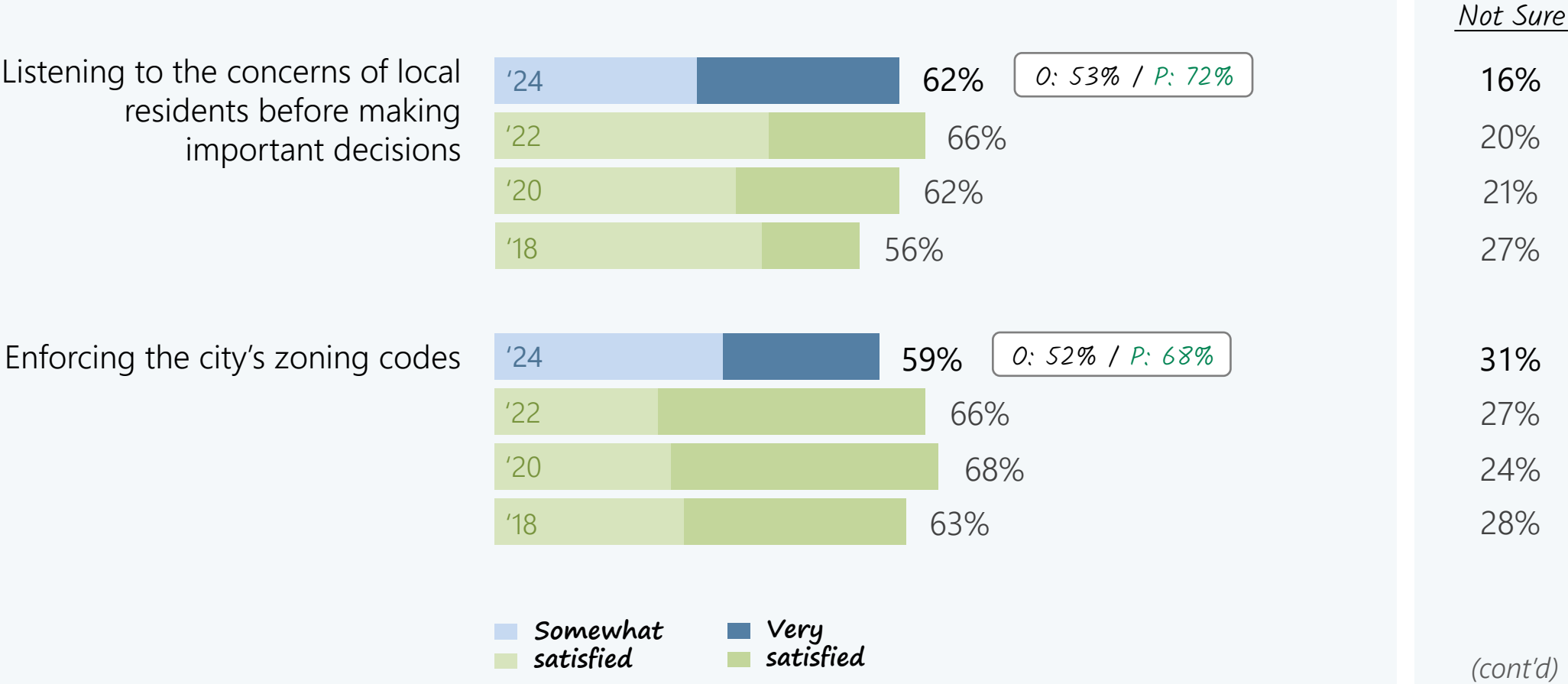
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On myriad issues, most residents, once again, are satisfied with the performance of city officials.



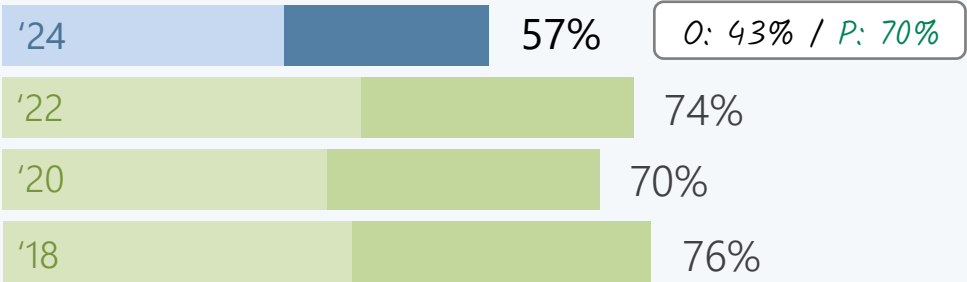
On myriad issues, most residents, once again, are satisfied with the performance of city officials.





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

Managing retail growth and development  
(i.e., shops and restaurants)



Not Sure

11%  
9%  
11%  
7%

Somewhat satisfied      Very satisfied

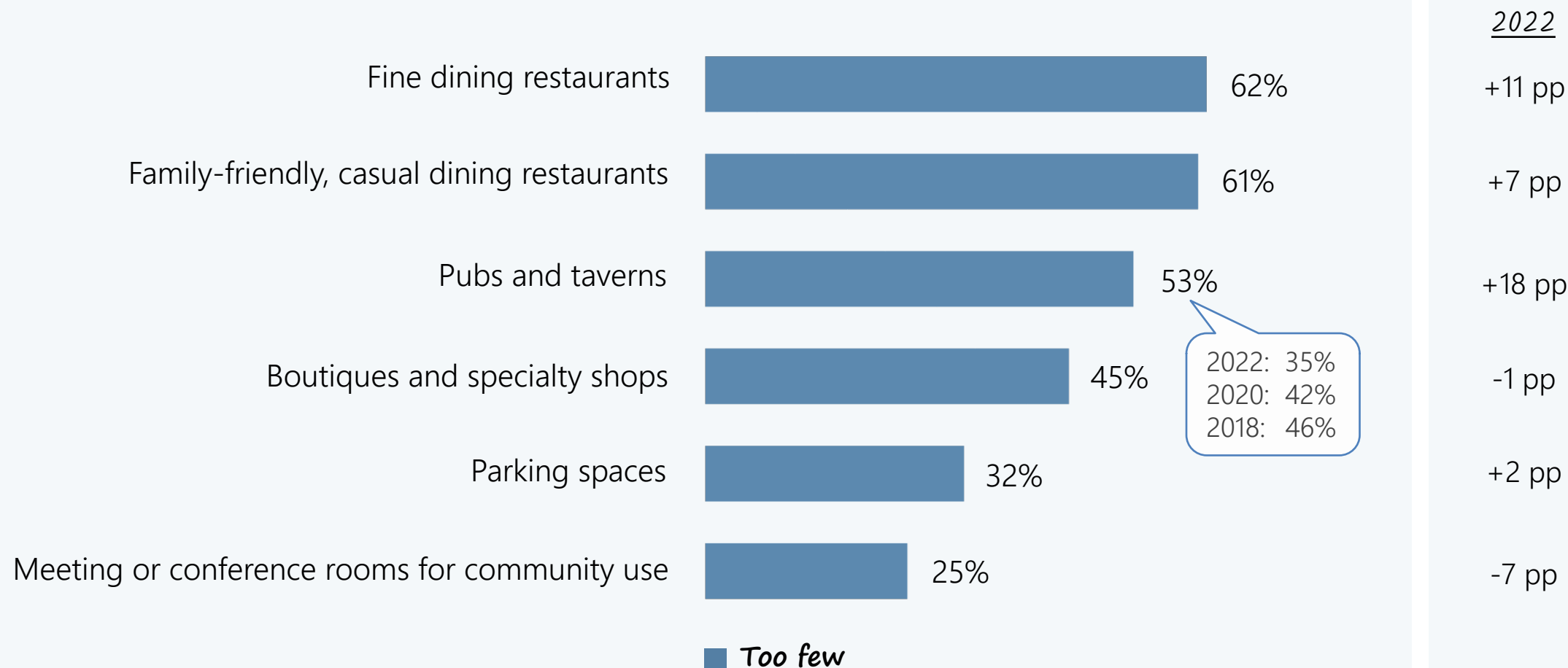




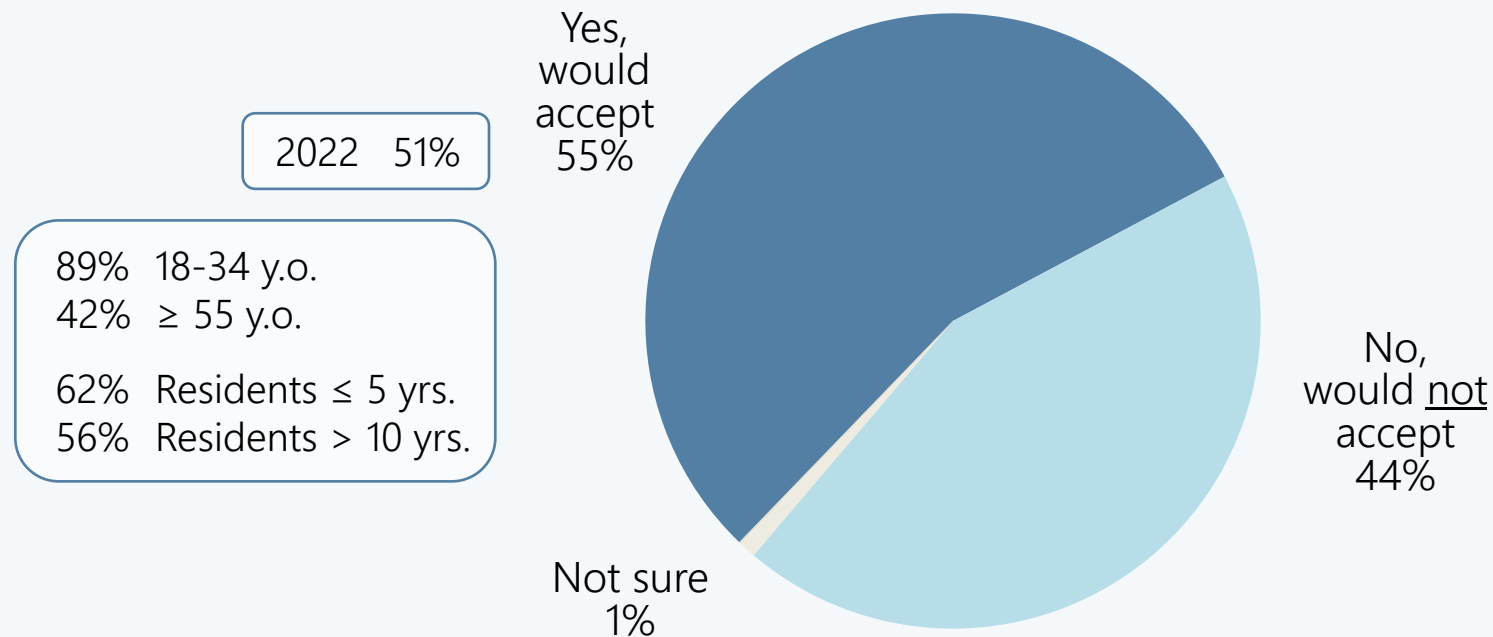
Market Square / Village Center



Interest in dining establishments (fine, family-friendly, and pubs and taverns) has increased notably since 2022. Interest in meeting or conference rooms has declined.

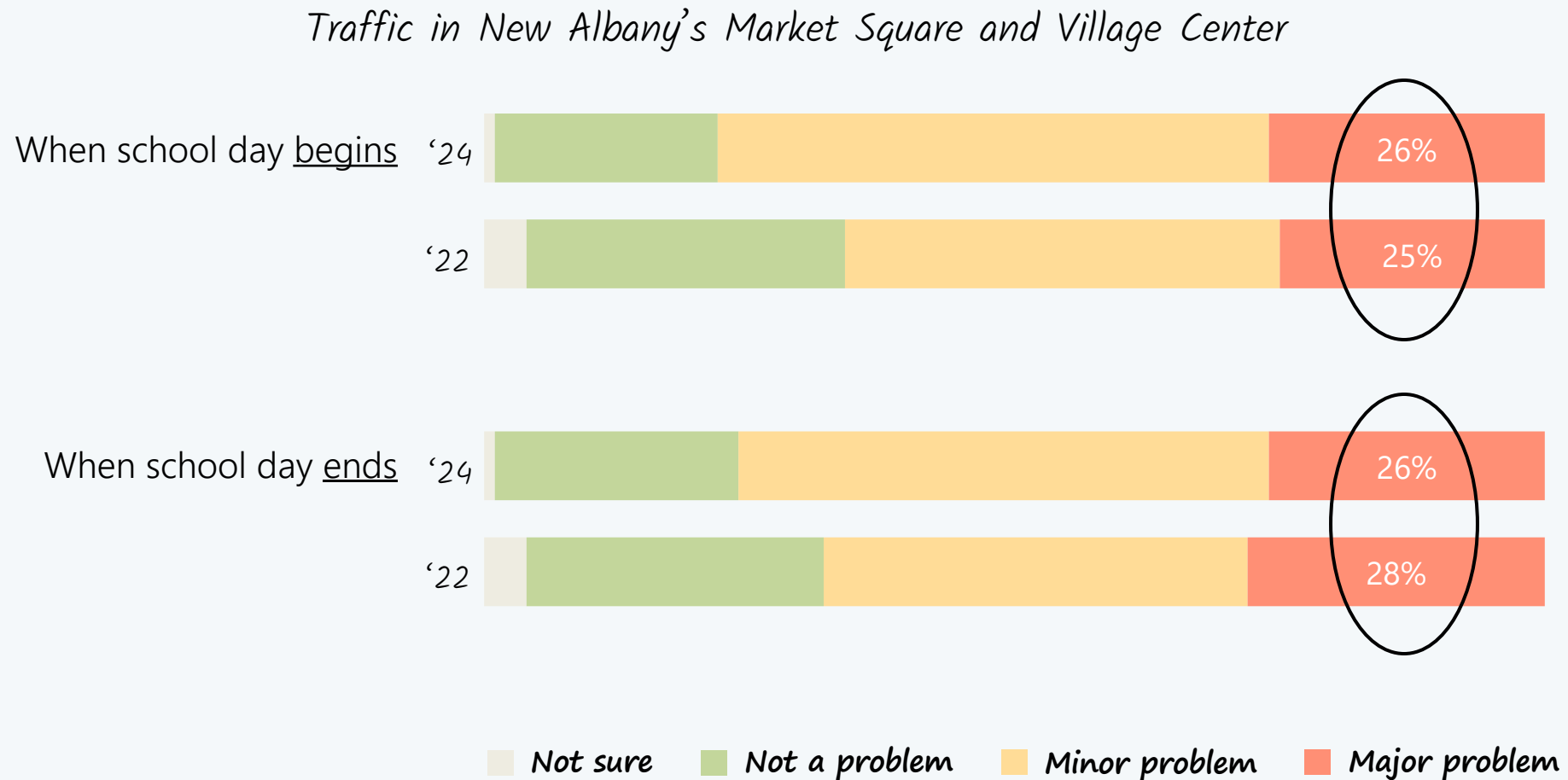


Among residents favoring more amenities in Market Square and Village Center, a majority would accept more residential density if it encouraged those businesses to open.

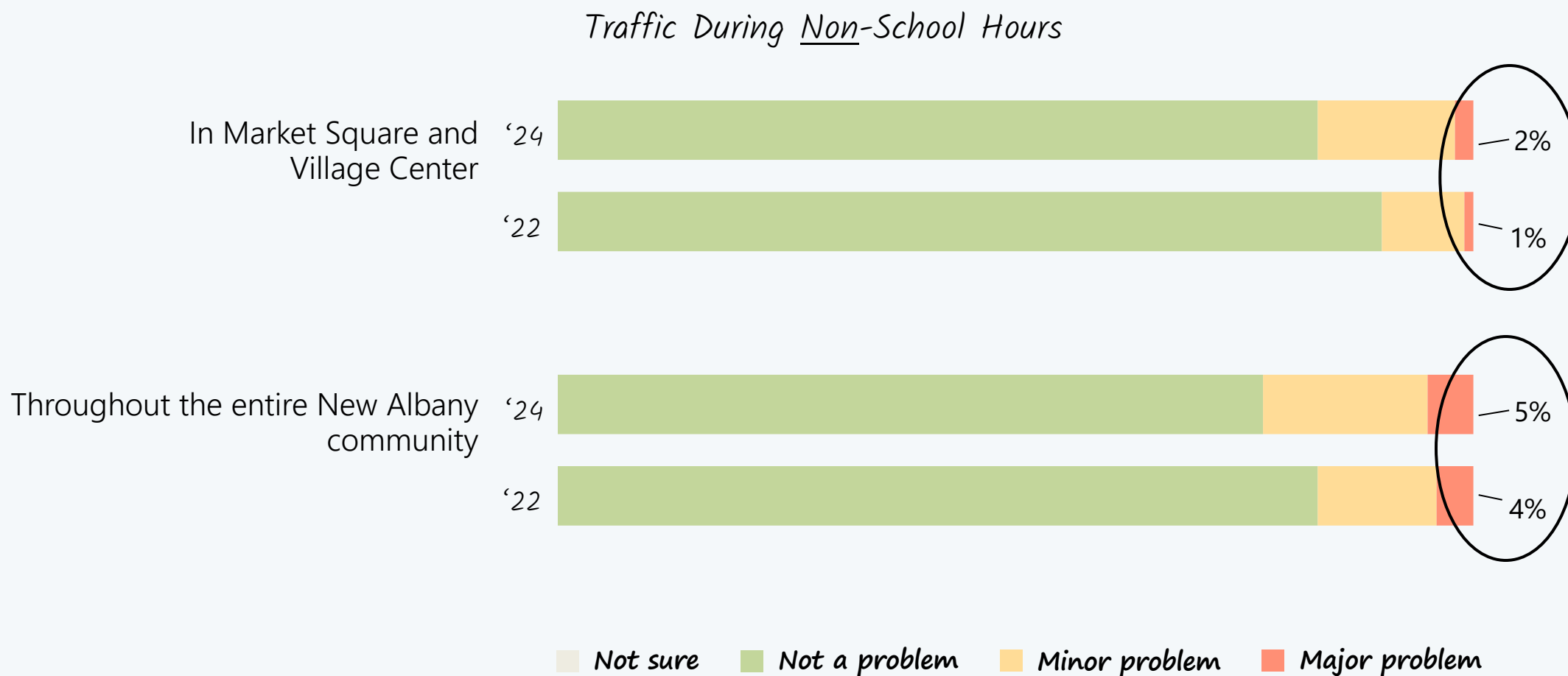




Once again, one out of four residents consider traffic in New Albany's Market Square and Village Center a major problem when the school day begins and ends.



For most residents, traffic in Market Square and Village Center is not a problem during non-school hours. Nor is it a problem throughout the entire New Albany community.



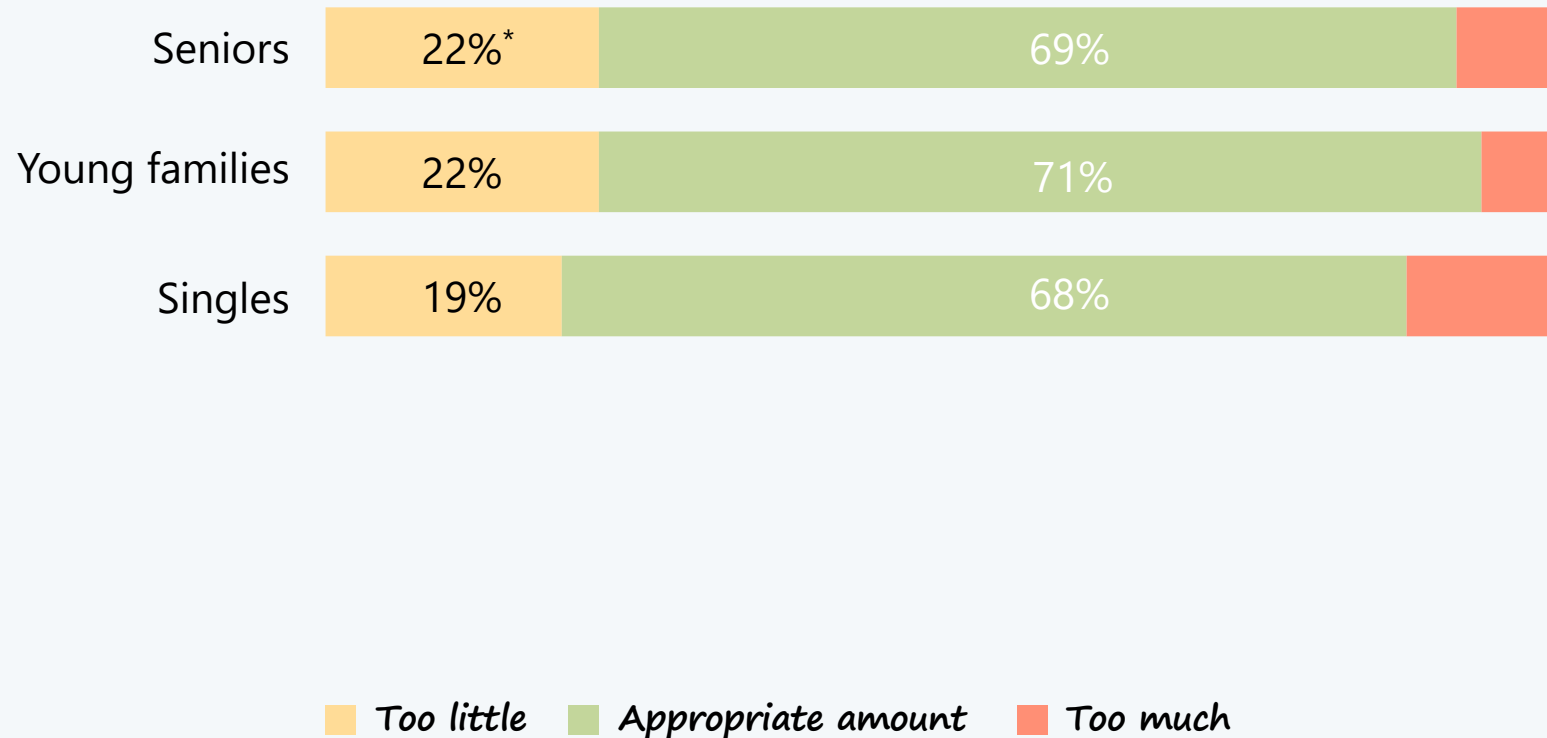




Housing



According to one resident in five, New Albany has too little housing for seniors, young families, and singles.  
Most feel the amount of housing is appropriate.



\*Percentages above do not include "don't knows."

Q19a-c: Does New Albany have too much, too little, or an appropriate amount of housing for \_\_\_\_ ?

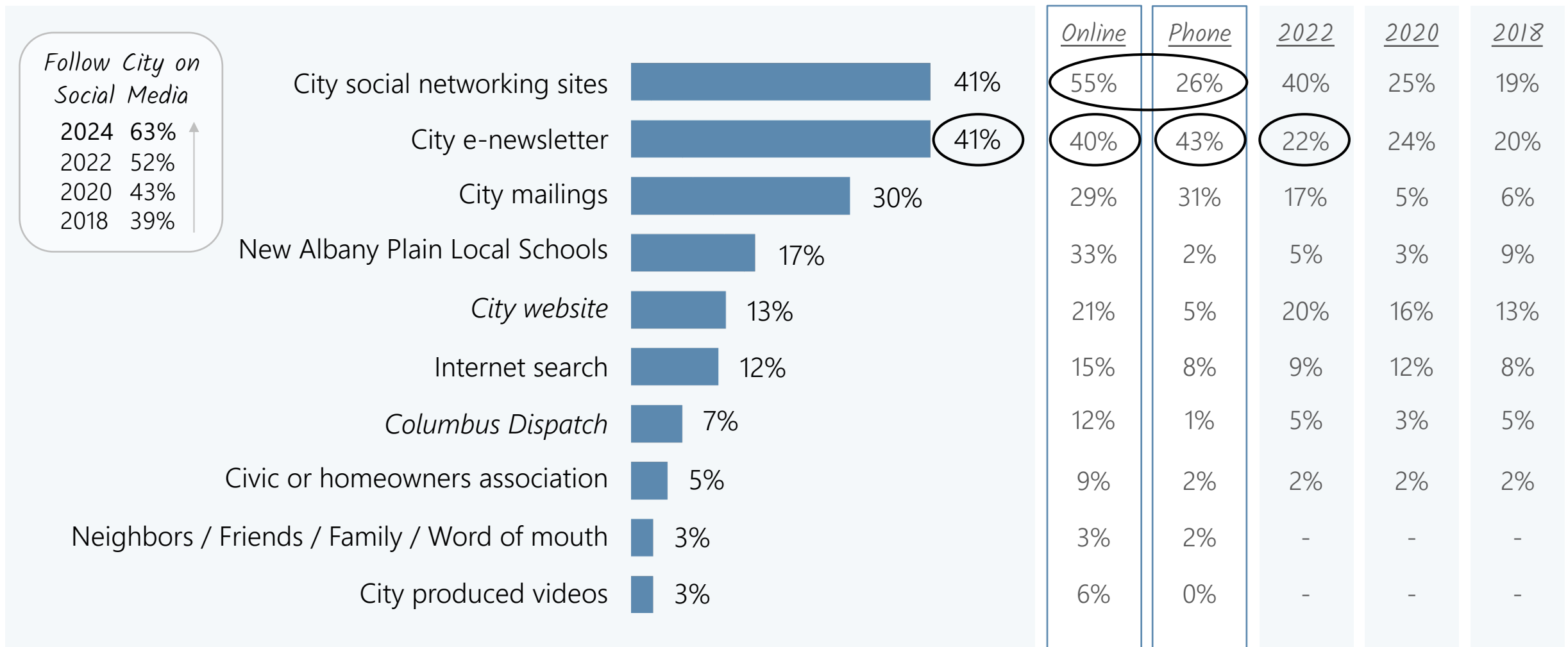


# #NEWALBANYOHIO

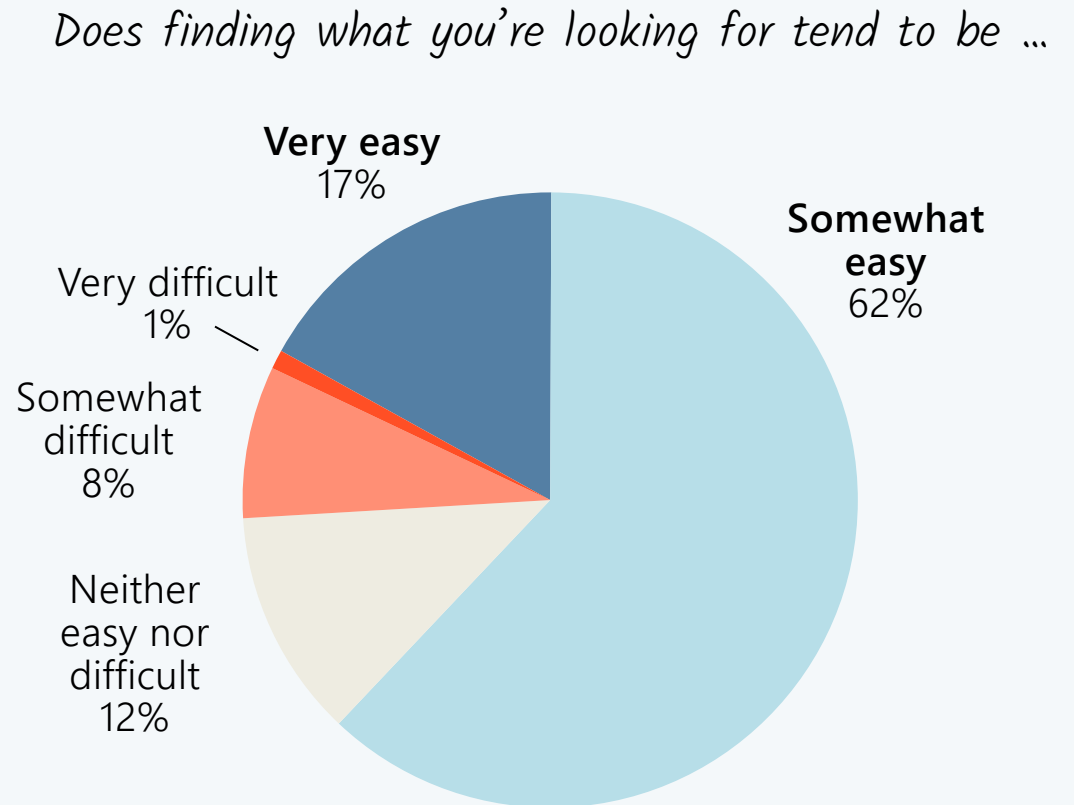
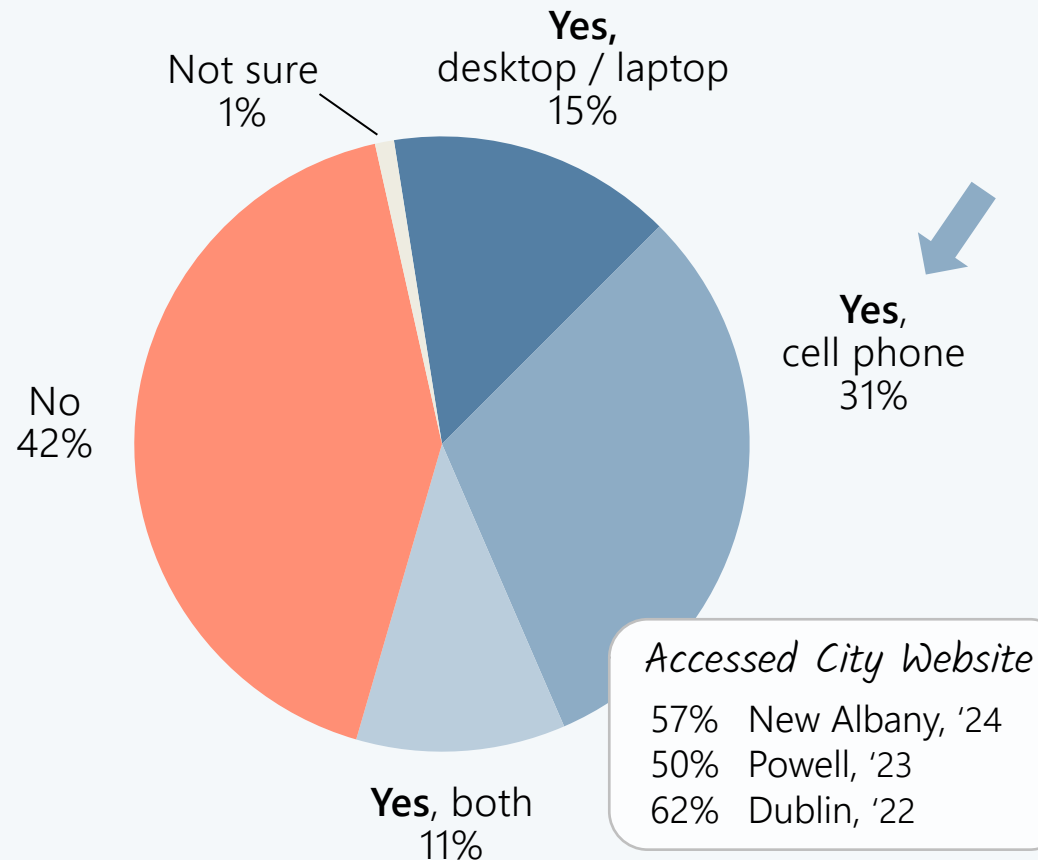


Communication

The most common sources of news and information about New Albany are the city's social networking sites and e-newsletter. The latter is up significantly since 2022.



During the past few months, nearly six out of ten residents accessed the city's website, a plurality on cell phones. Among them, eight out of ten found searching very or somewhat easy.



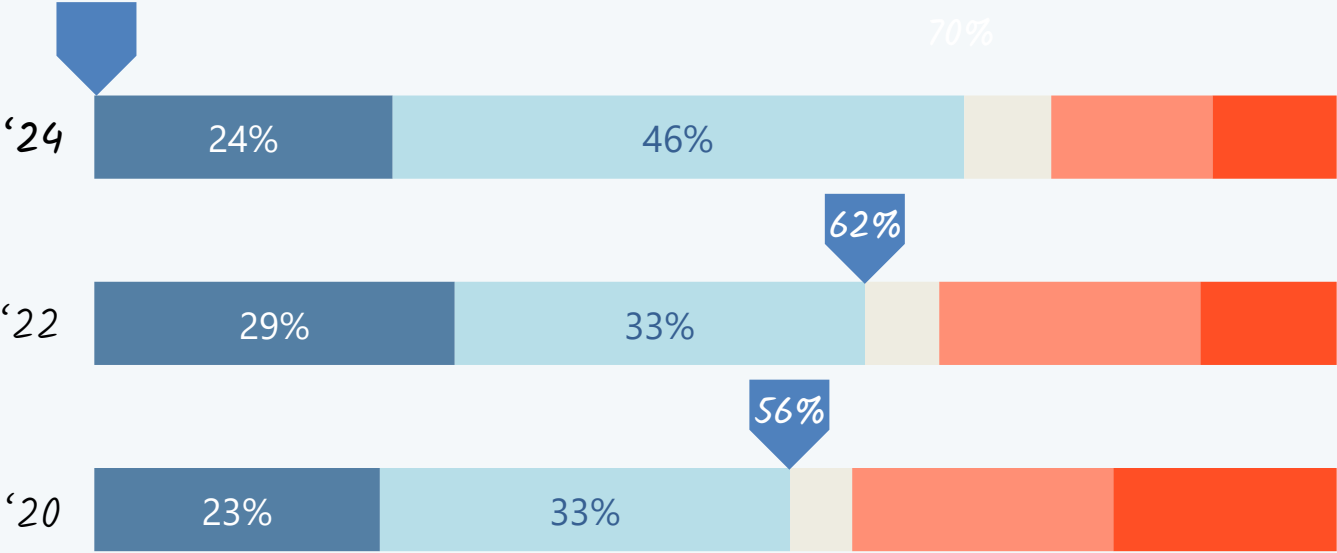




Diversity and Inclusion

Seven out of ten residents consider New Albany a diverse community, up steadily since 2020.

*Agree or Disagree: "New Albany is a diverse community"*



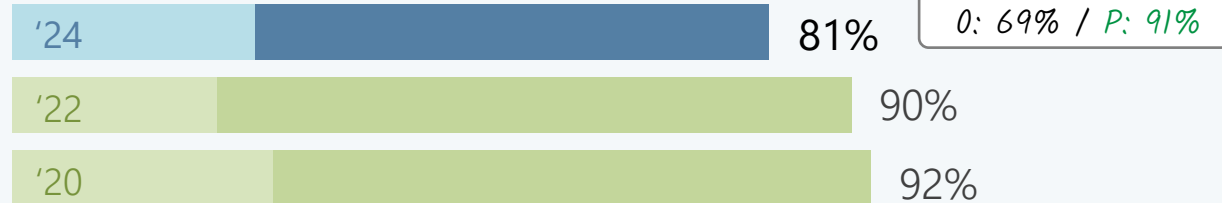
■ Agree strongly ■ Agree somewhat ■ Neither / Not sure ■ Disagree somewhat ■ Disagree strongly



# Across most demographic and social dimensions, most residents consider New Albany a welcoming community.

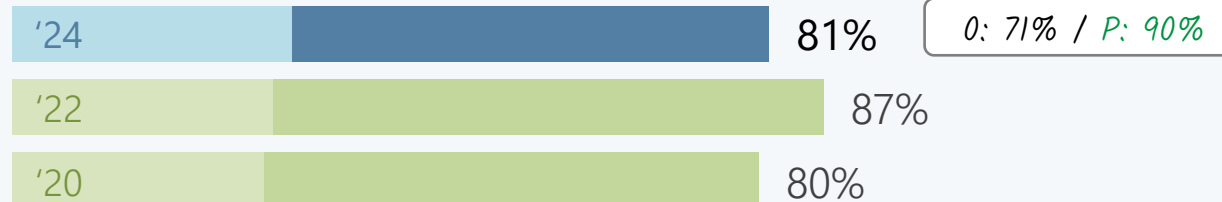
*New Albany is welcoming to people of all ...*

... ages

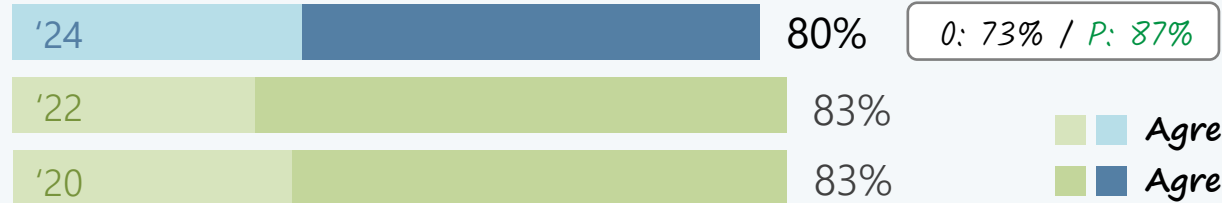


Once again, the telephone data tend to be more positive.

... religions



... physical abilities

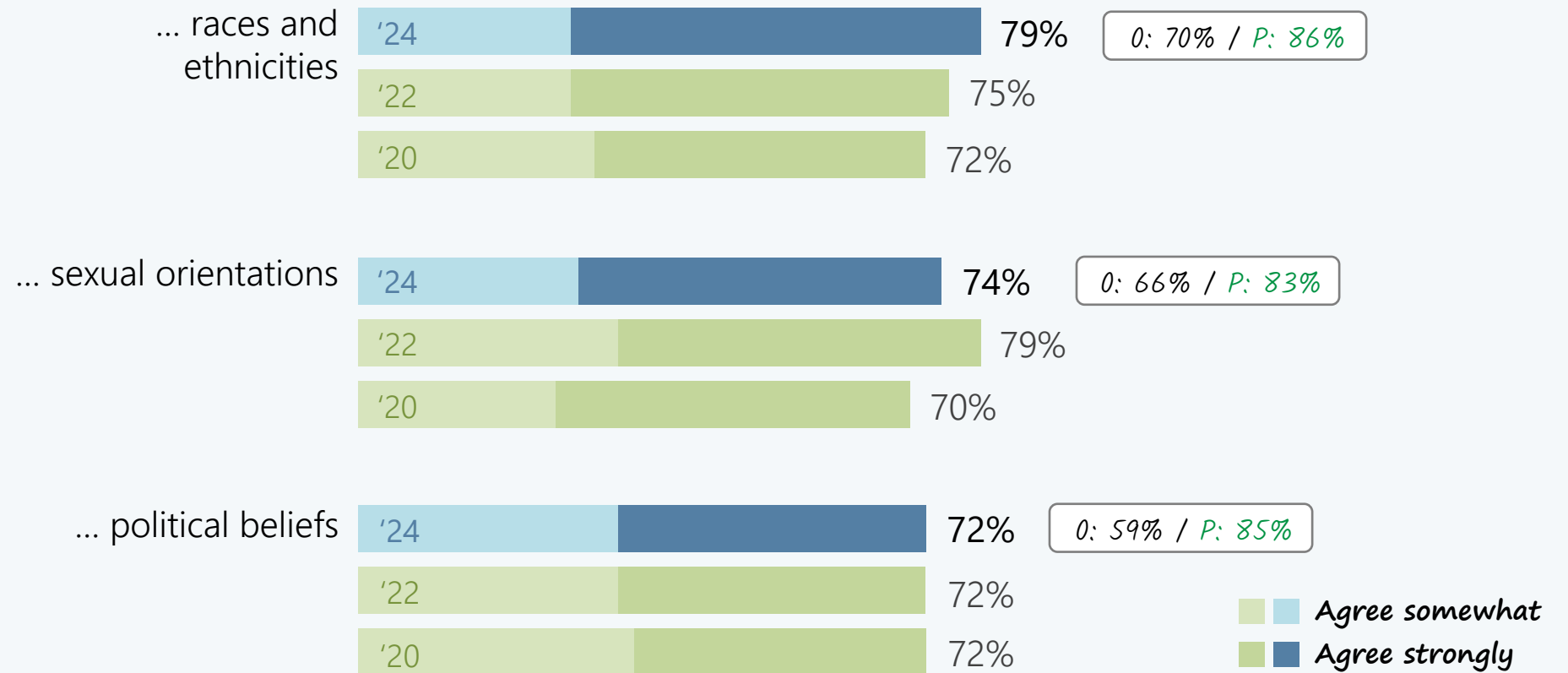


Agree somewhat  
Agree strongly

(cont'd)

# Across most demographic and social dimensions, most residents consider New Albany a welcoming community.

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



(cont'd)

New Albany is less welcoming, however, when it comes to income.

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

... levels of  
income



O: 37% / P: 32%

*“Agree”*  
<\$200K 21%  
≥\$200K 38%

Agree somewhat  
Agree strongly



Highlights

- Once again, impressions of New Albany among the city's residents are broadly positive, despite the shift in methodology.
- A majority of residents agree that New Albany is an excellent place to live. Most also agree that New Albany is heading in the right direction and is either an excellent or good place to work.
- As in past surveys, residents agree that, for city officials, providing city services and amenities should be the highest priority, followed by controlling growth.
- On most of the city services addressed, at least nine out of ten residents are satisfied. It's hardly surprising, therefore, that most residents are satisfied with the performance of city officials.
- The new series of events and programs was widely attended with many reporting they were very satisfied with the experience.



- A growing number of residents would like more dining options in Market Square and Village Center. More than half would accept additional residential density if that would encourage these establishments to open.
- Once again, traffic in Market Square and Village Center, before and after school, is a major problem for one resident in four. Few, however, consider traffic even a minor problem during non-school hours anywhere in New Albany.
- One resident in five reports that New Albany has too little housing for seniors, young families, and singles.
- The city's social networking sites and e-newsletter are the most common sources of news and information about New Albany.
- More residents than ever agree that New Albany is a diverse community.

Questions?

This study was conducted by  
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