


The City of Powell Community Attitudes Survey

Saperstein Associates, Inc. | Spring 2018



This research gives residents of Powell 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.

Similar studies were conducted in 2008, 2010, 2012, 2014, and 2016.



Methodology

- Telephone interviews were conducted with a random sample of 401 registered voters residing in Powell.
- Averaging more than 19 minutes in length*, the interviews were completed on cell phones (68%) and landlines (32%) from February 26 through March 20.
- The margin of error for this survey is ± 4.9 percentage points at the 95% level of confidence.
- The sampling frame was developed from records provided by the Delaware County Board of Elections.
- The number of residents refusing to be interviewed jumped from 499 in 2016 to 736 this year, an increase of 47%, despite the city's efforts to inform residents of the survey's timing and purpose.

*In 2016, the average length was 18 minutes. In 2014, it was 17 minutes.

The effort required to complete the interviews has grown over time.

	2018	2010
Numbers dialed	7,676	2,954
Disconnected	1,797	284
No answer	4,293	1,155
Refusal	736	513
Completed	401	402

**Nevertheless, the survey respondents represent Powell's
registered voters on several key dimensions,
including gender, age, ...**

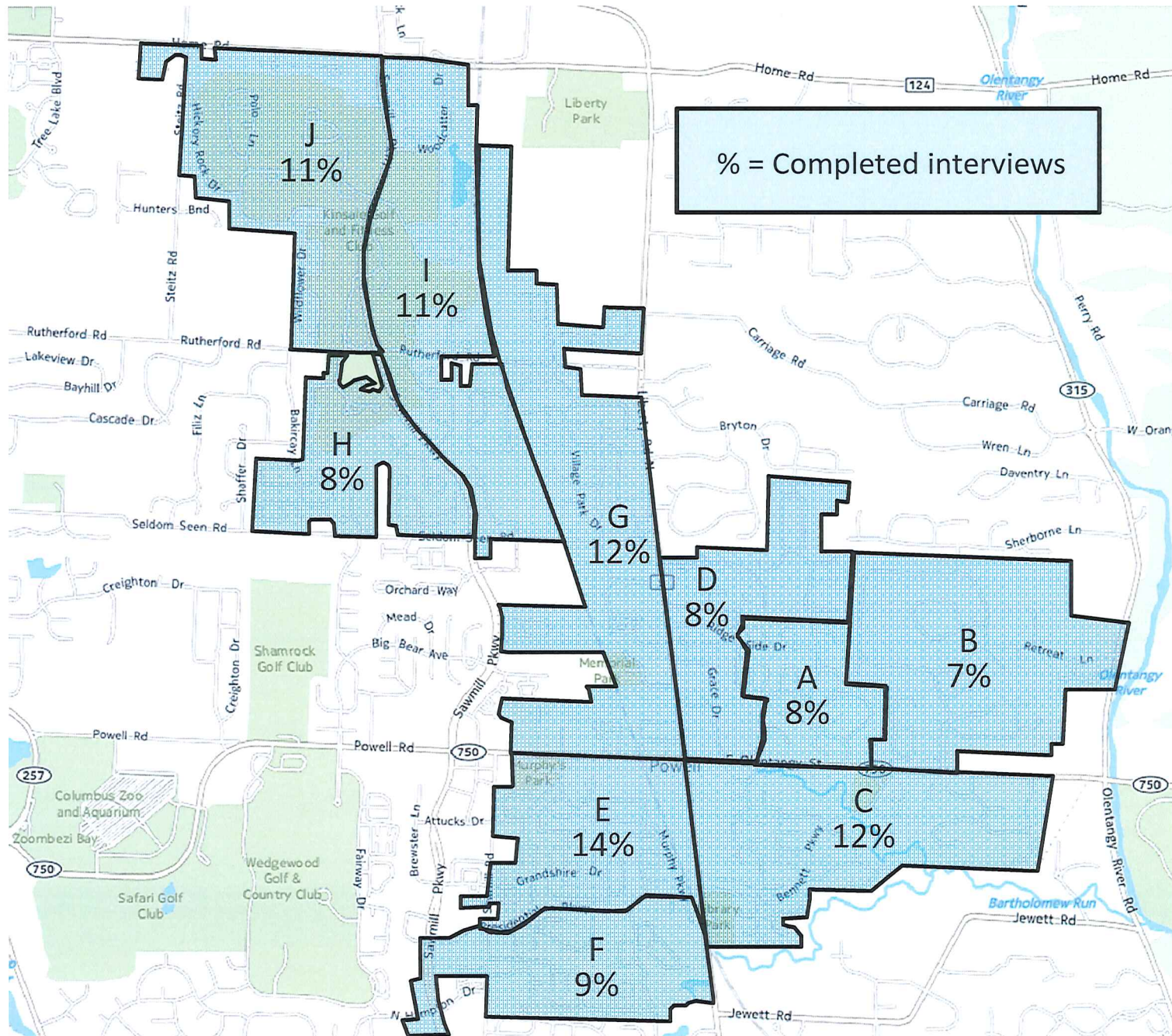
	Actual*	Sample
Gender		
Male	49%	49%
Female	51%	51%
Age		
18 to 24	9%	8%
25 to 34	10%	9%
35 to 44	21%	23%
45 to 54	25%	24%
55 to 64	17%	18%
65 or older	18%	18%

*Source: Registered voter data files for Delaware County

... and political jurisdiction.

	Actual*	Sample
Jurisdiction		
Precinct A	7%	8%
Precinct B	8%	7%
Precinct C	11%	12%
Precinct D	8%	8%
Precinct E	13%	14%
Precinct F	9%	9%
Precinct G	12%	12%
Precinct H	9%	8%
Precinct I	11%	11%
Precinct J	12%	11%

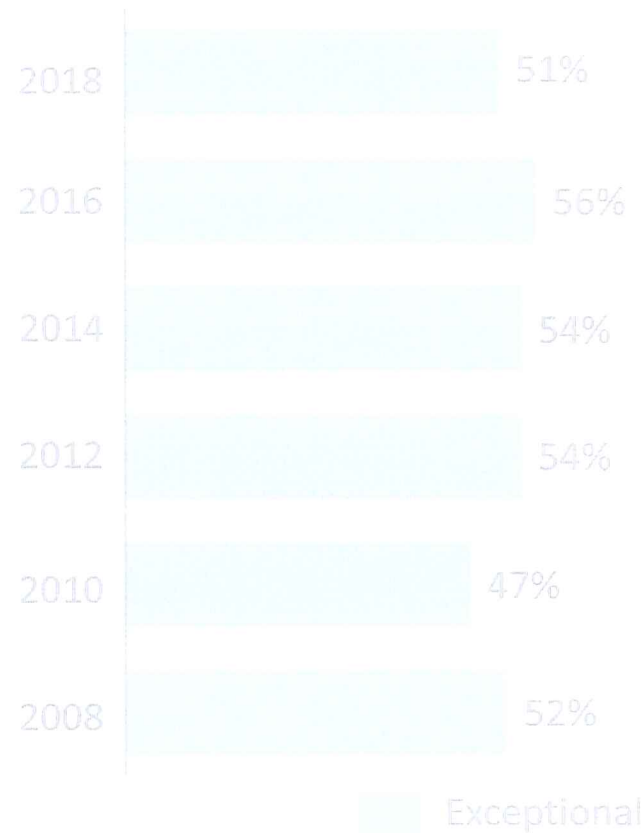
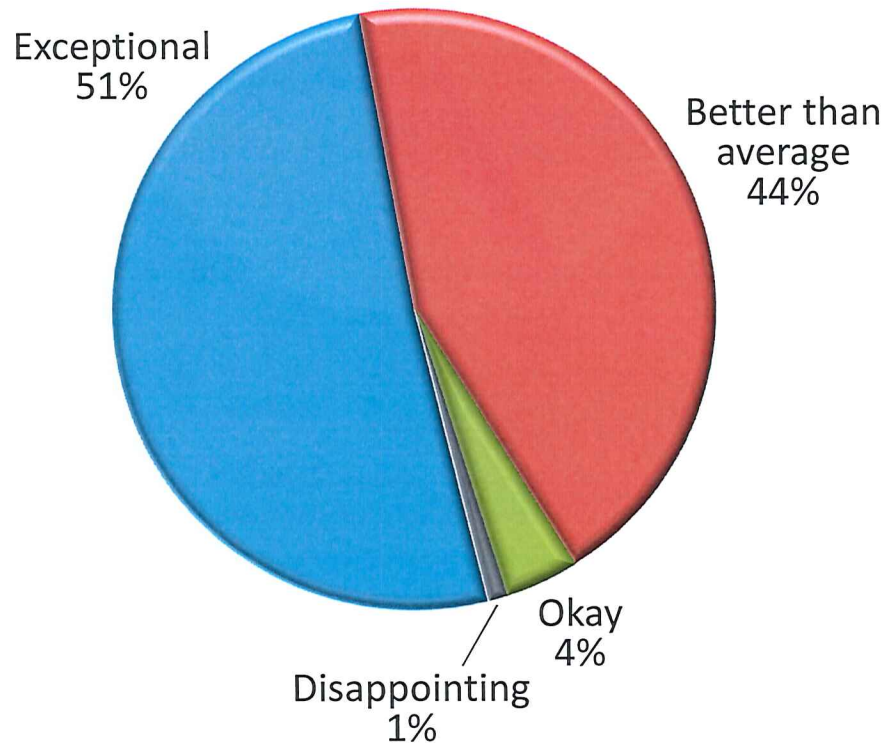
*Source: Registered voter data files for Delaware County



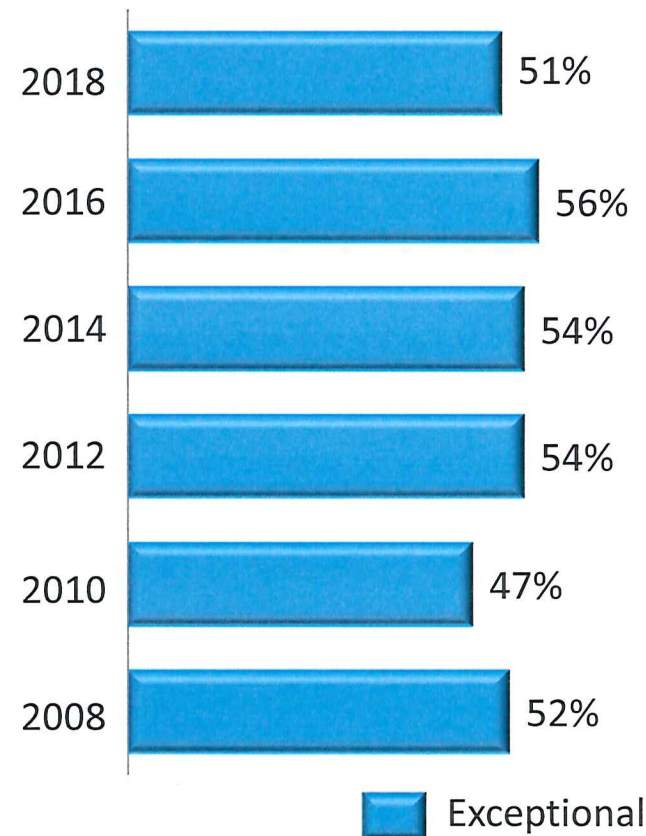
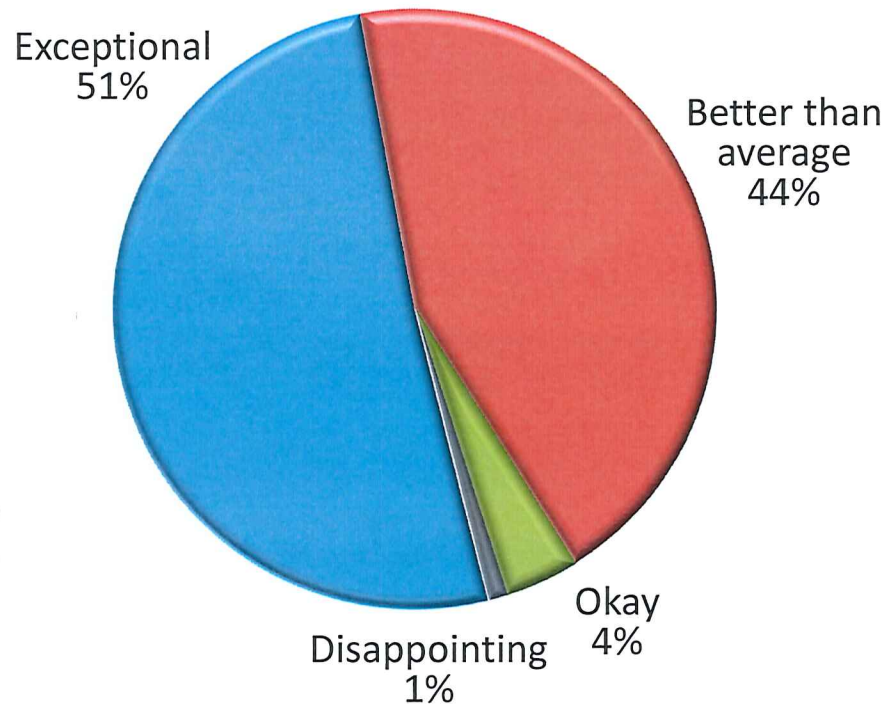


Powell as a Place to Live

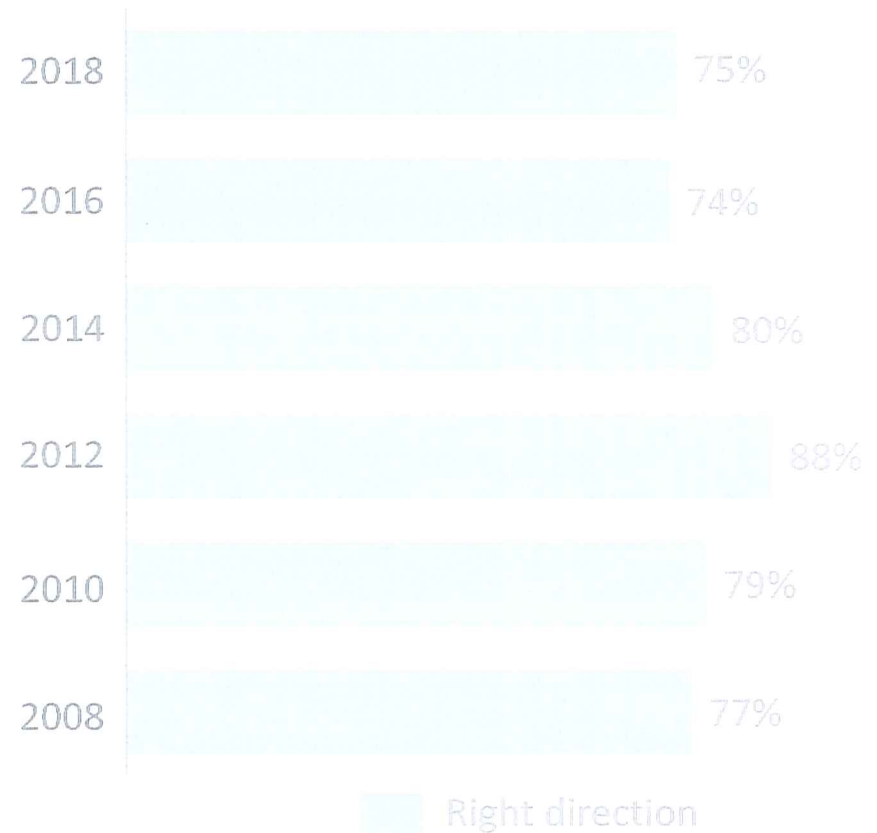
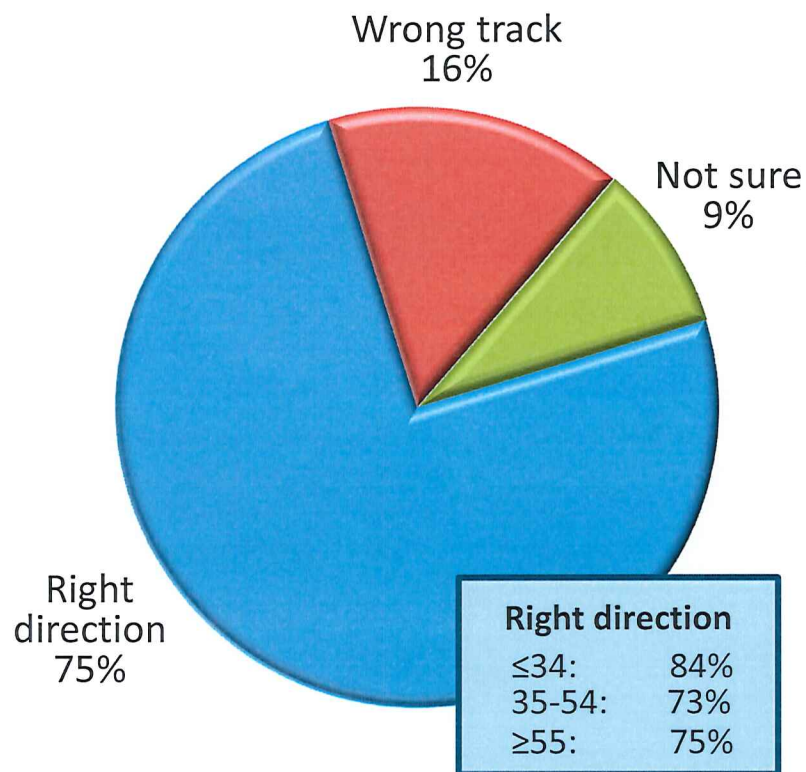
Five out of ten residents (51%) consider Powell exceptional as a place to live. Almost everyone else (44%) considers the city better than average.



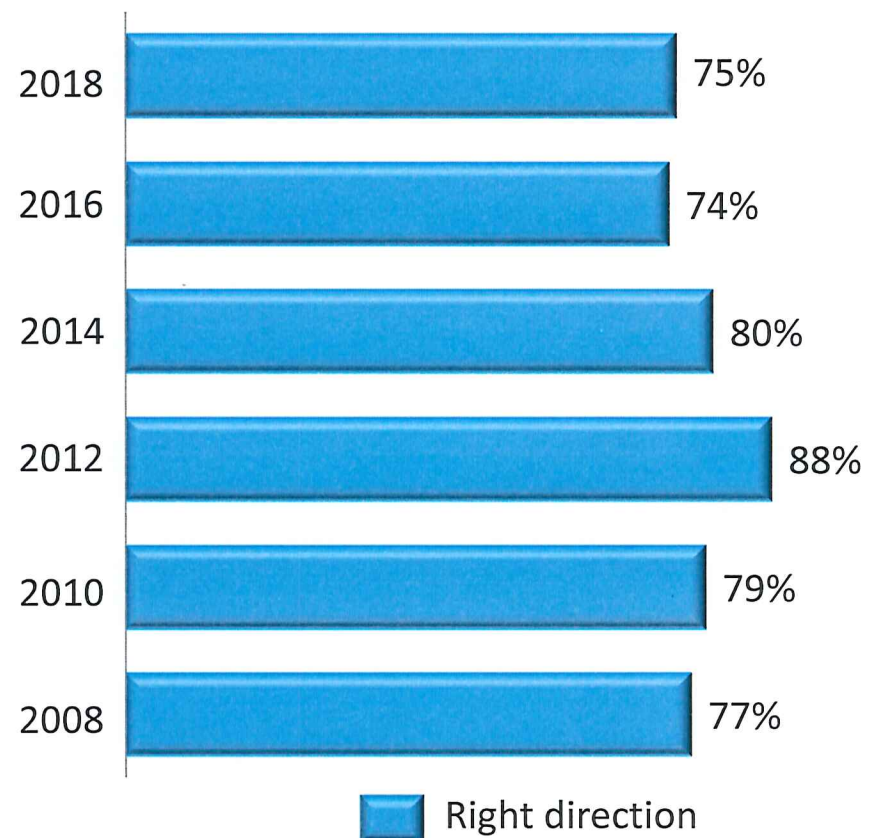
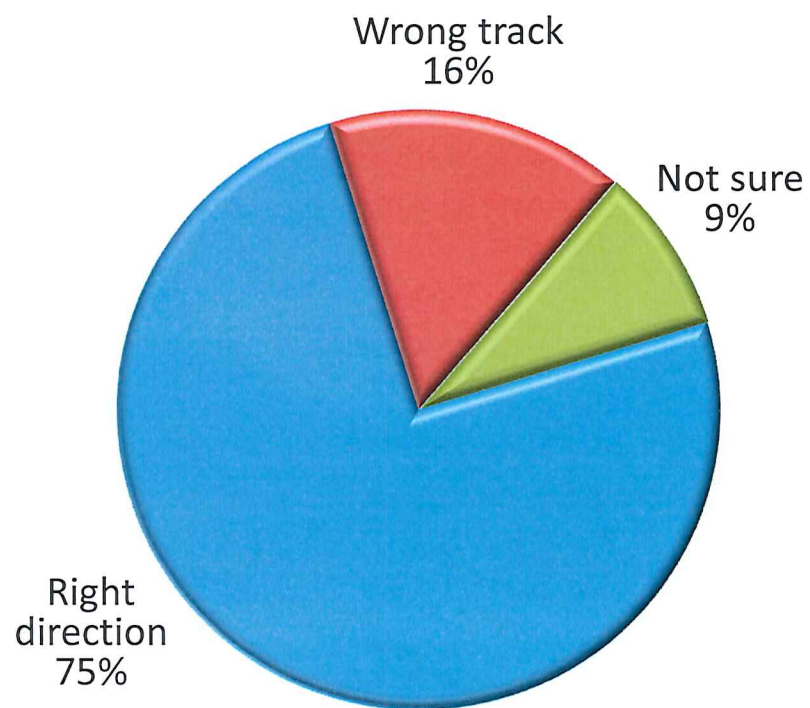
The percentage of residents who consider Powell exceptional has declined slightly since 2016.



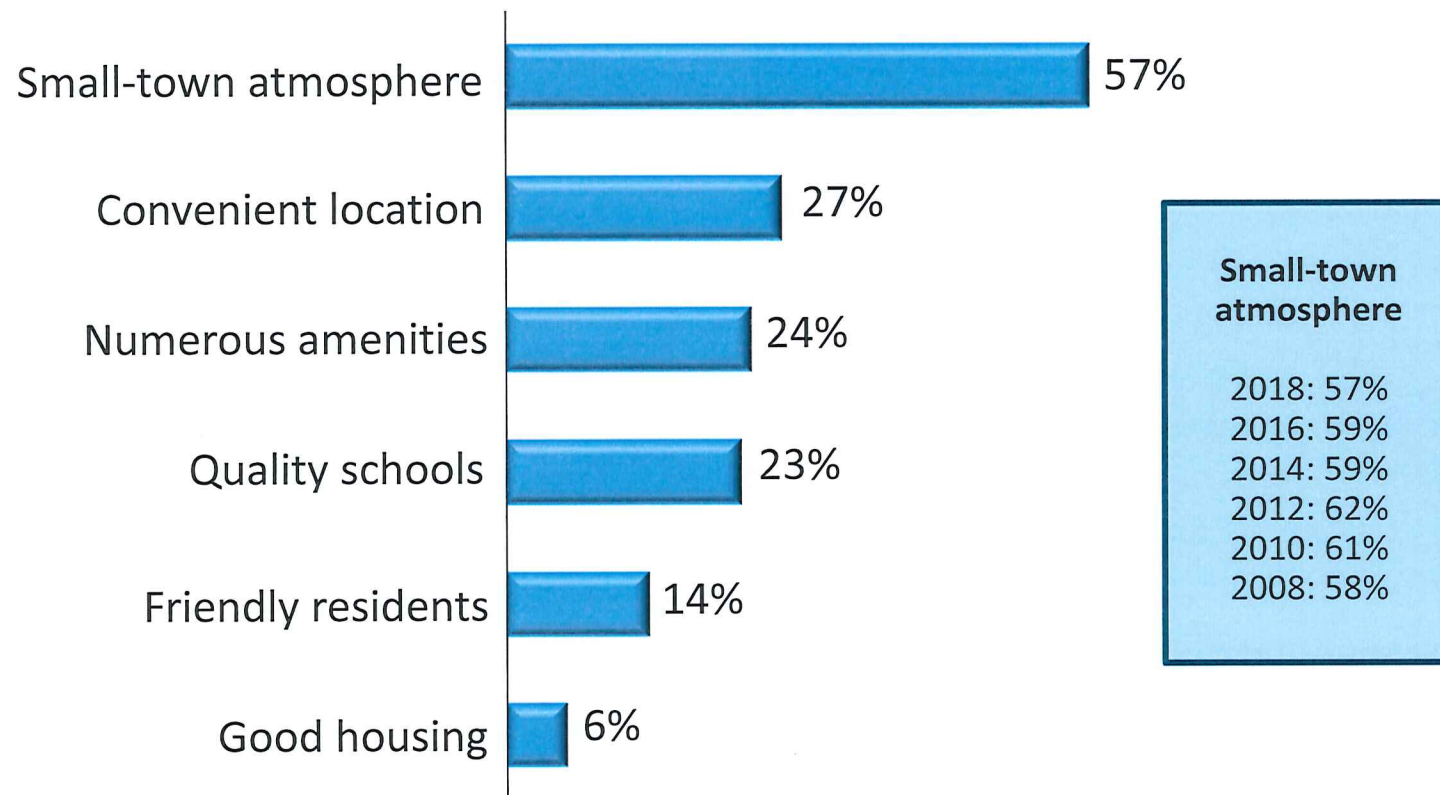
Three out of four residents (75%) feel that Powell is heading in the right direction, a perception especially common among younger residents.



The negative trend on this question appears to have eased.



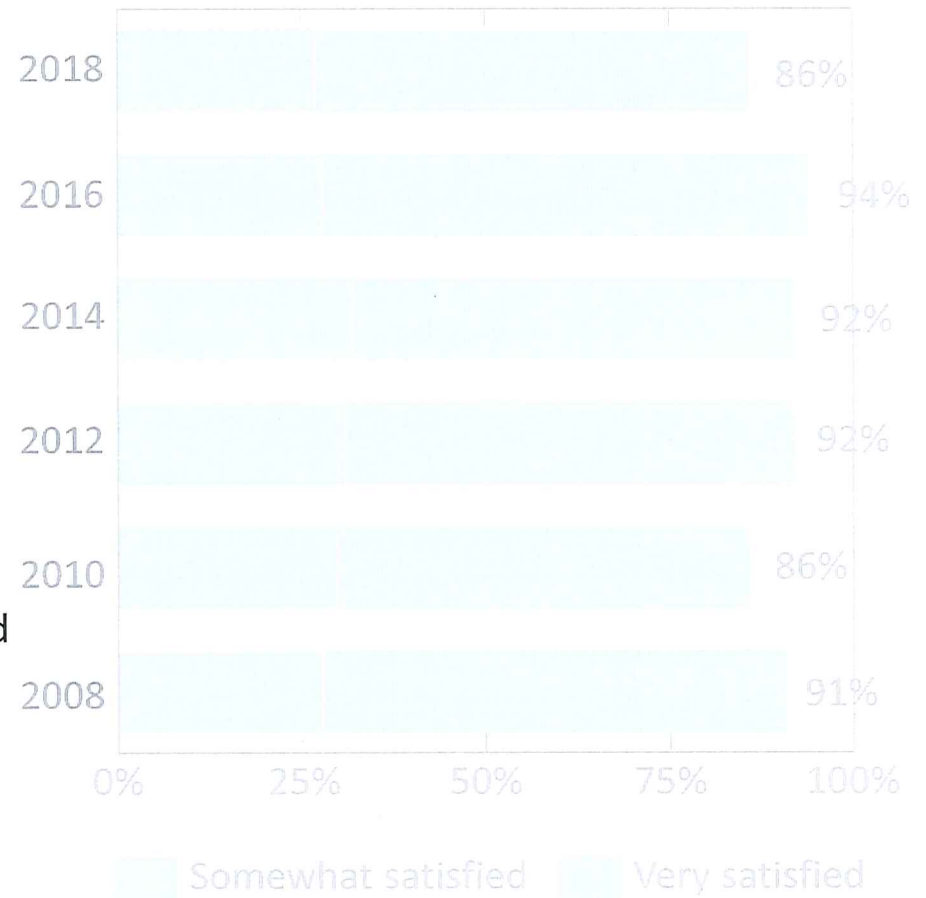
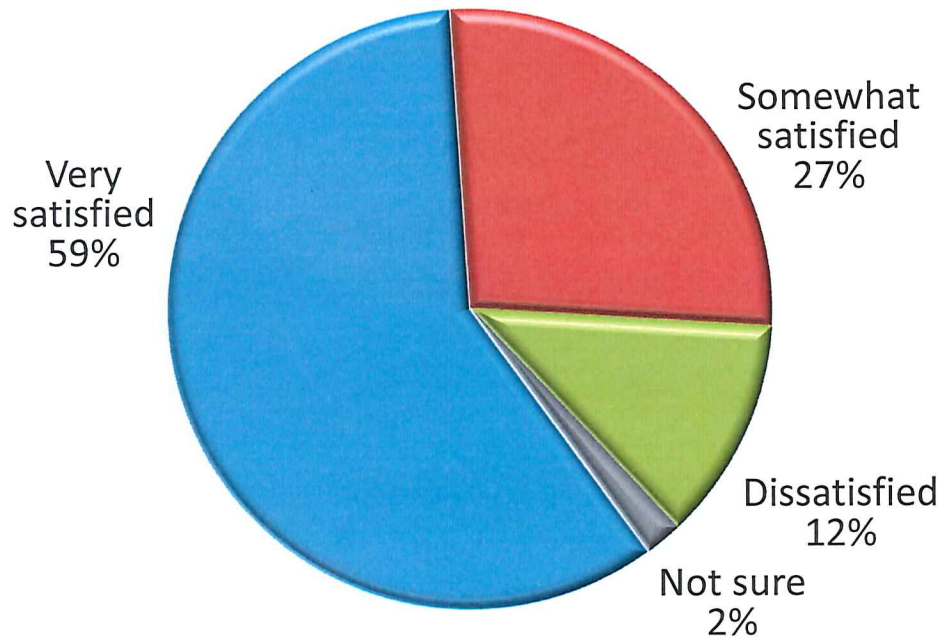
As in past years, a small-town atmosphere, by far, is Powell's most appealing asset.



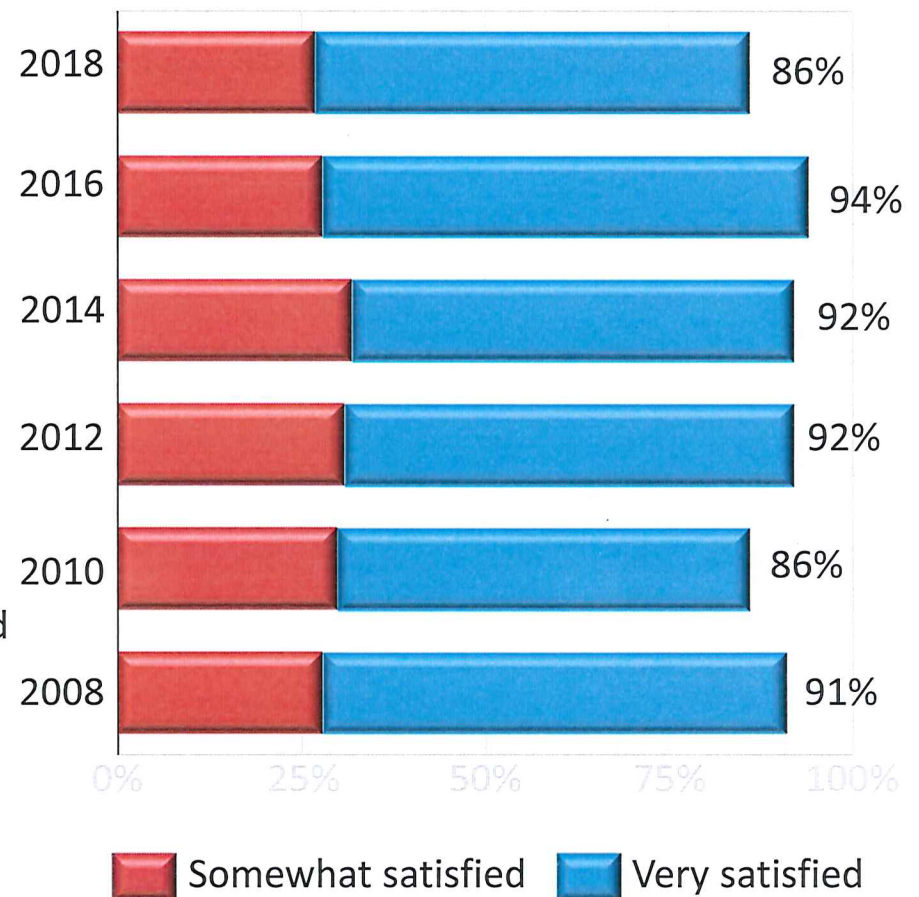
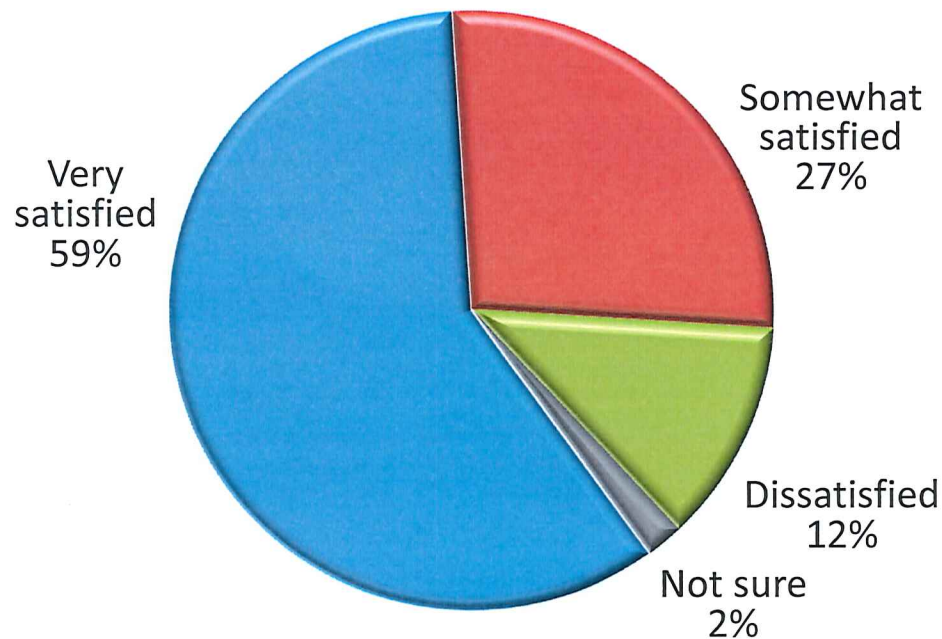
A horizontal decorative bar consisting of a red rectangular section on the left and a larger blue rectangular section on the right.

Satisfaction With City-Managed Services and Amenities

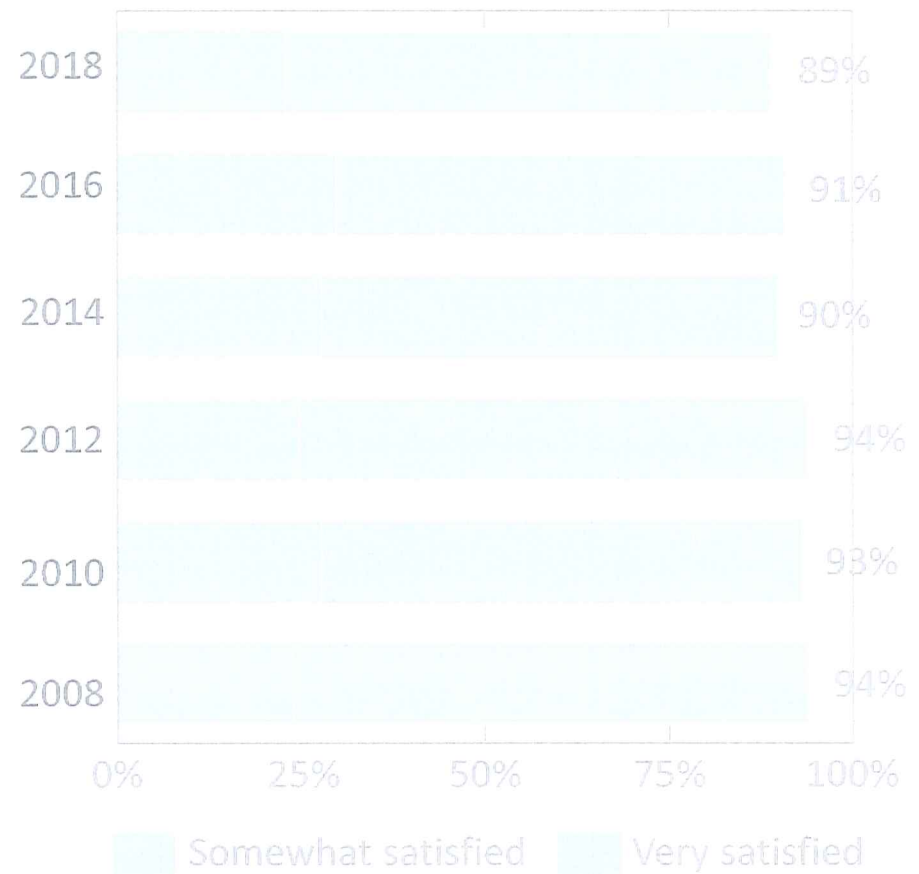
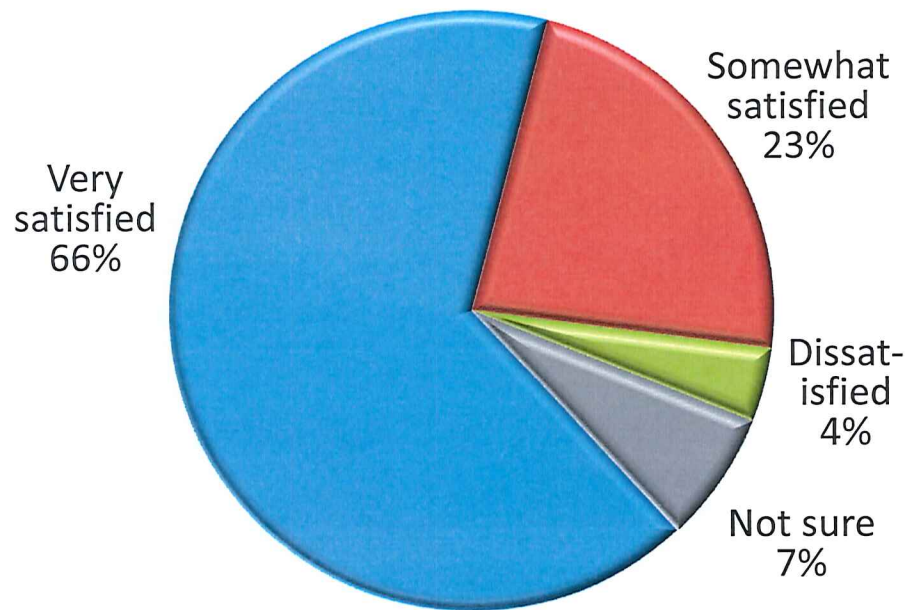
More than eight out of ten residents (86%) are satisfied with Powell's parks, open spaces, and bike paths. Six out of ten are very satisfied.



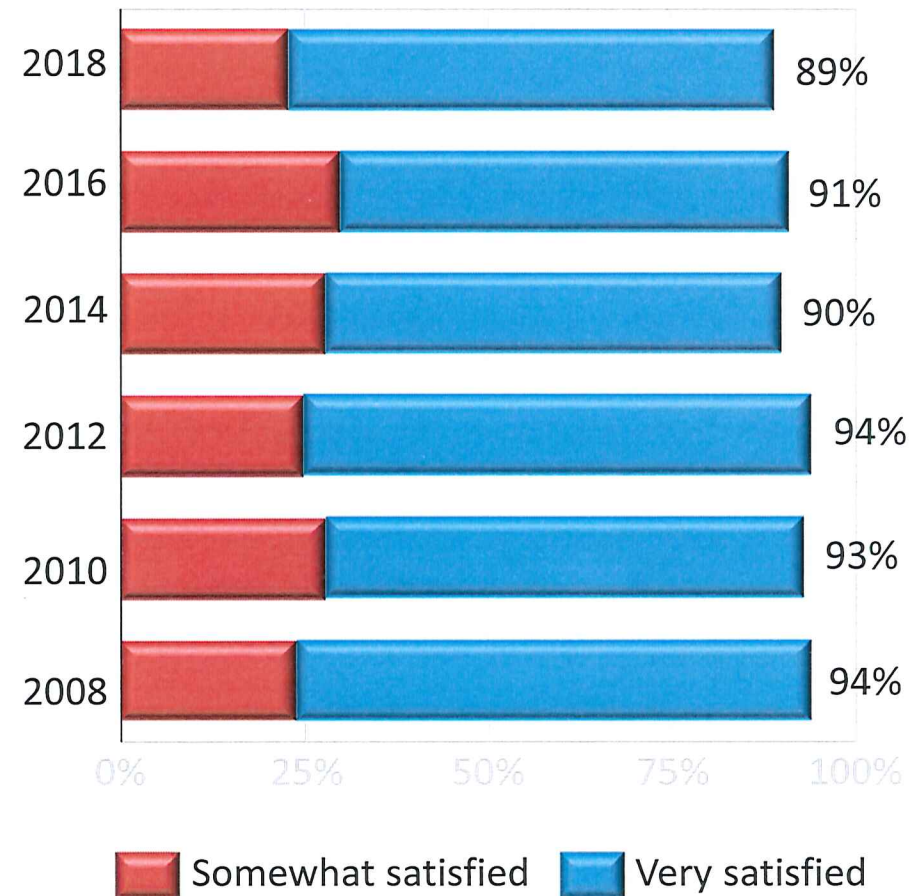
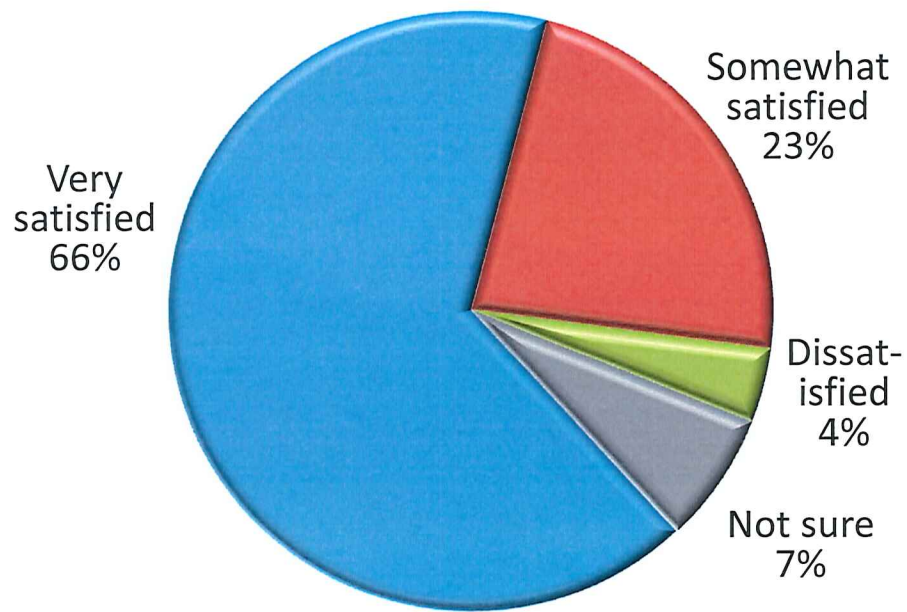
Positive impressions of Powell's parks, open spaces, and bike paths are less common this year, dropping from an all-time high (94%) in 2016.



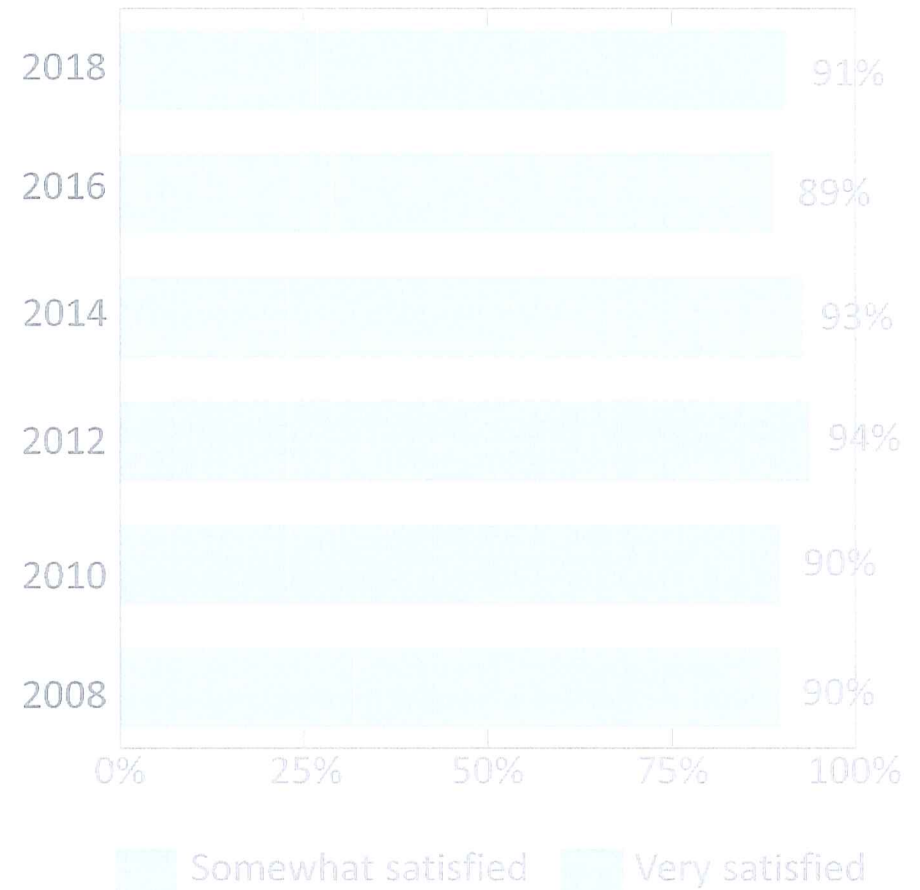
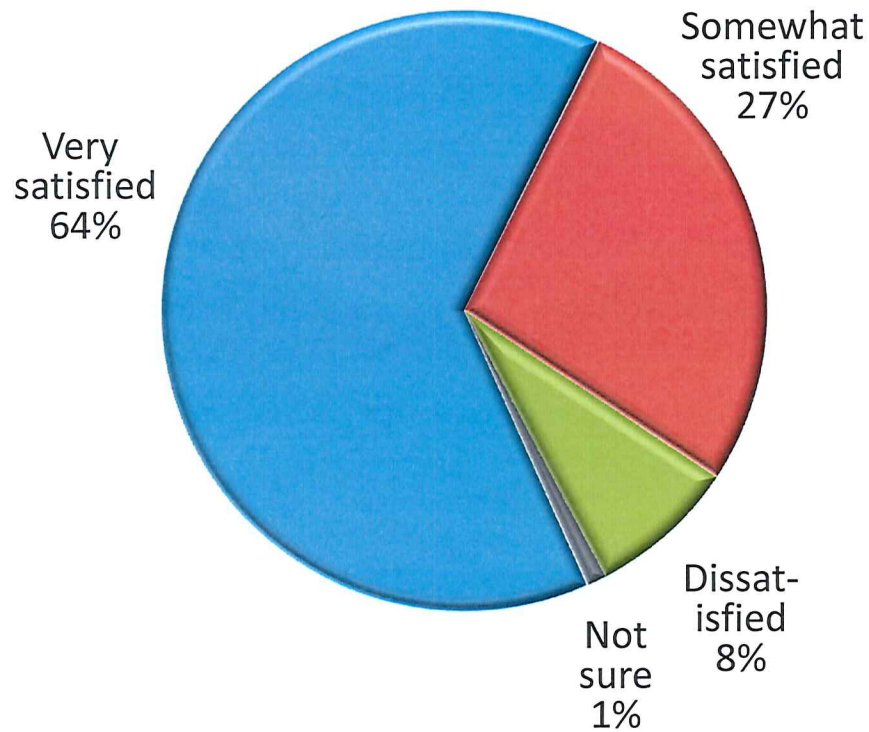
Nine out of ten residents (89%) are satisfied with the events and activities the city sponsors. Nearly seven out of ten (66%) are very satisfied.



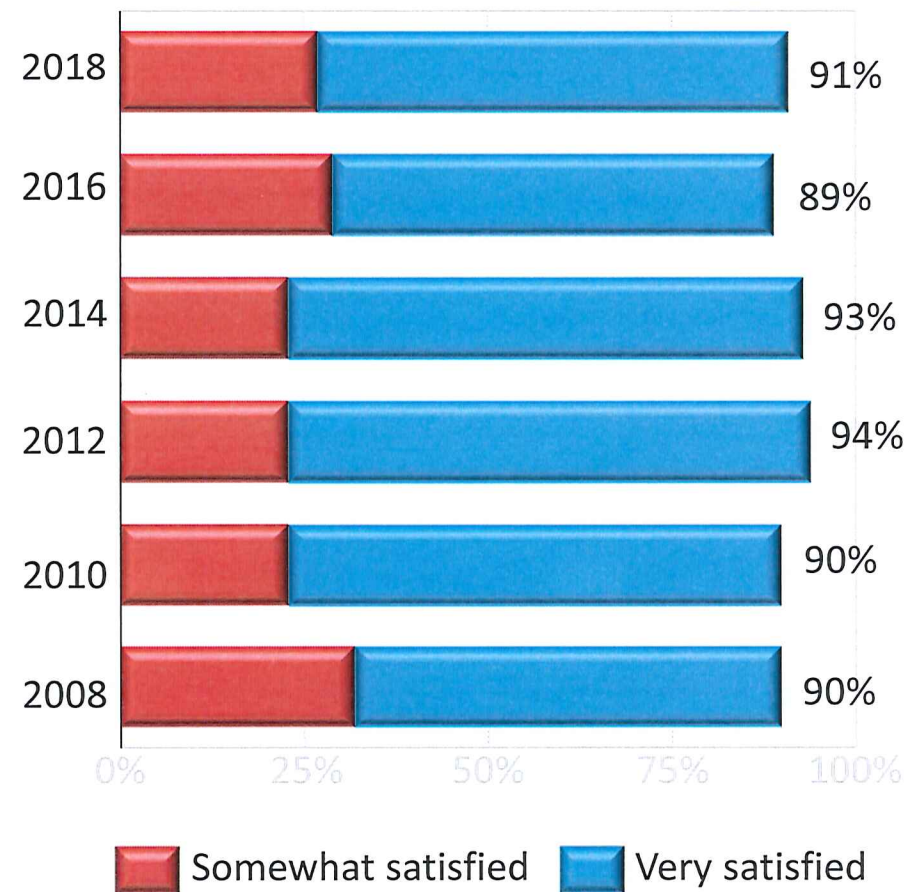
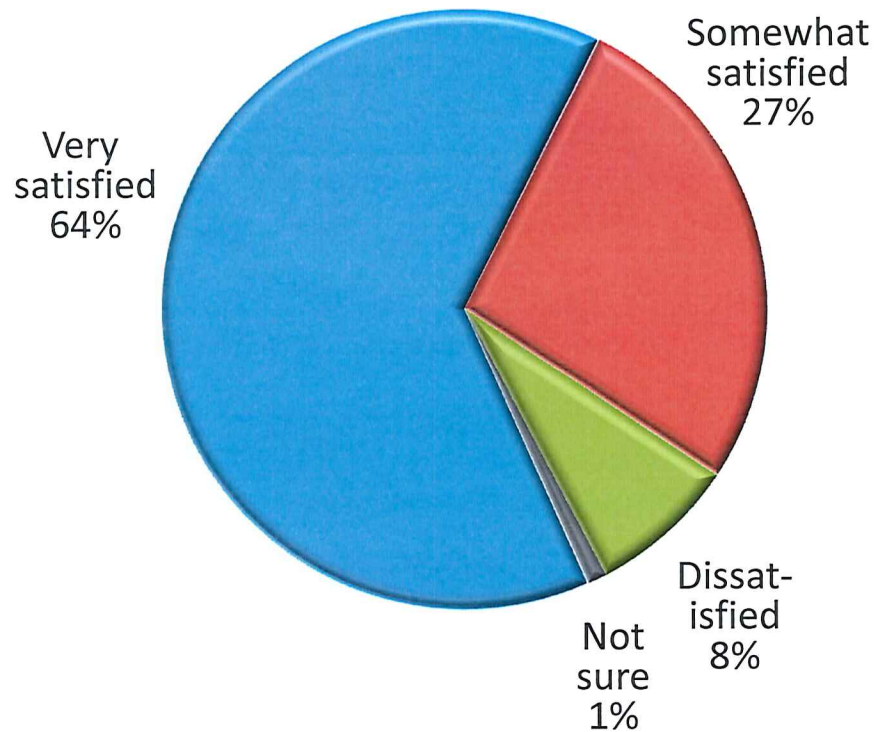
Little has changed since 2014.



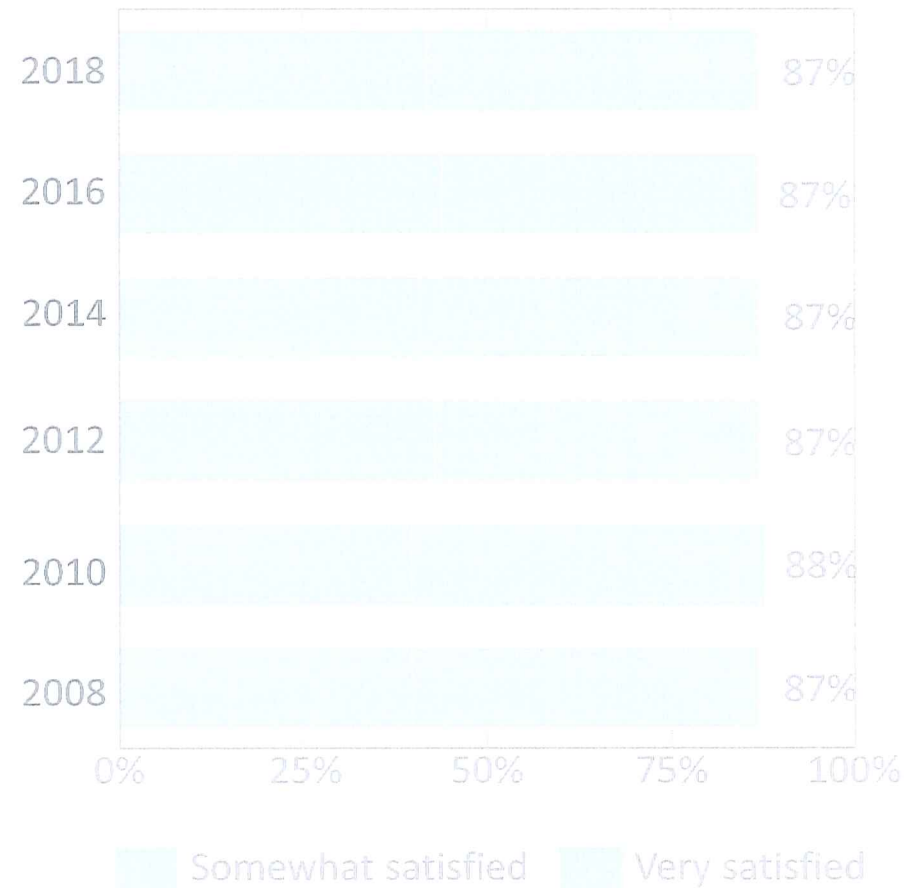
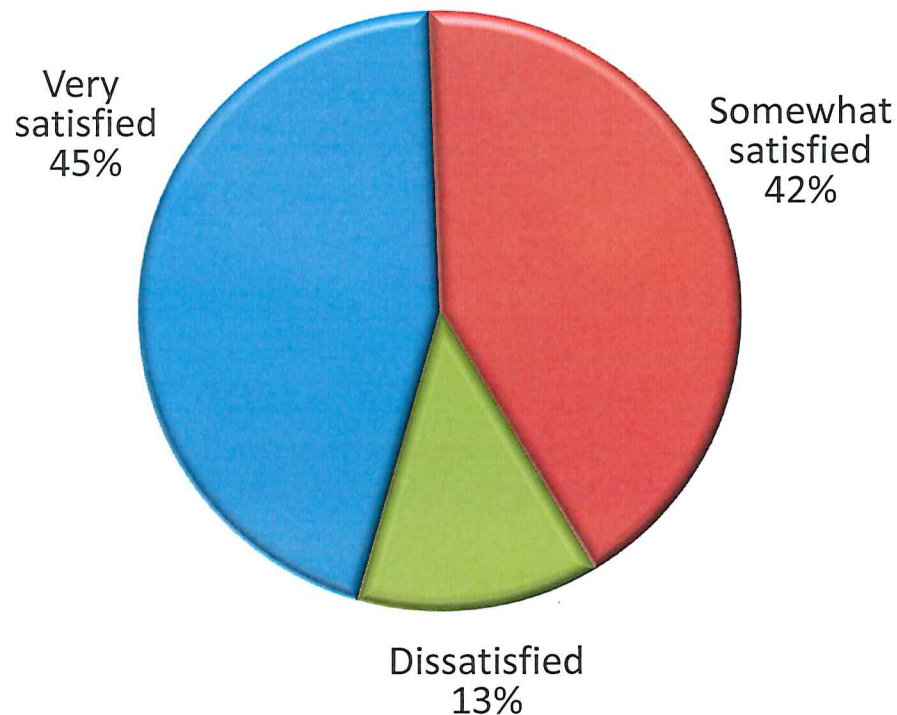
Nine out of ten residents (91%) are satisfied with snow removal in Powell.



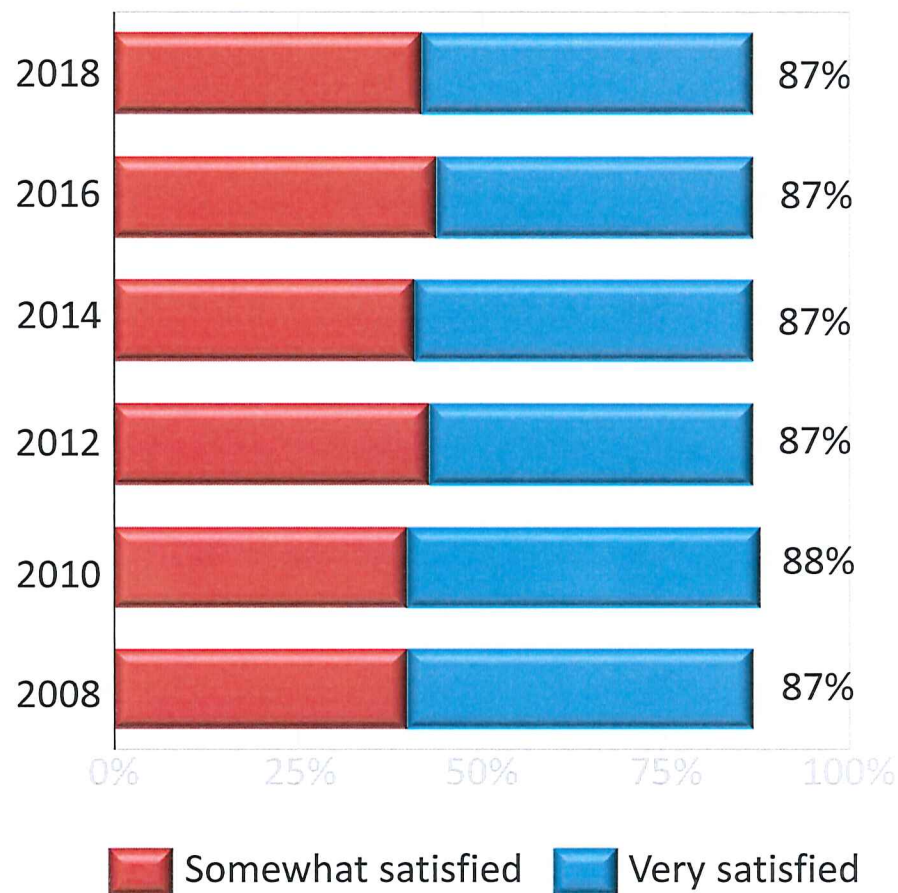
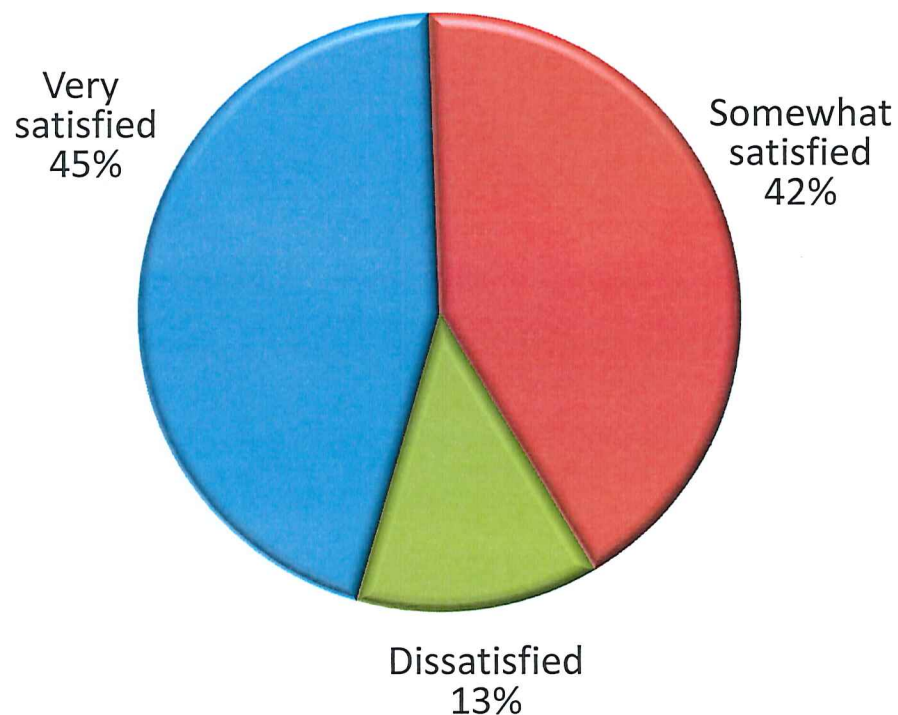
Here, little has changed since 2008.



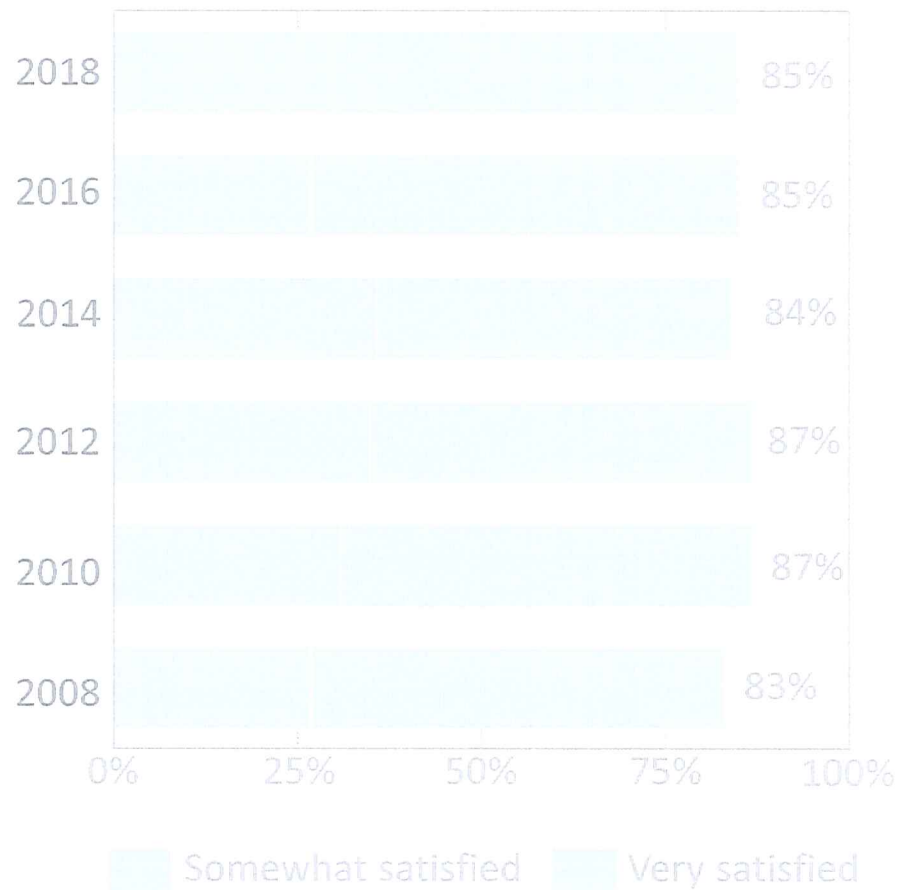
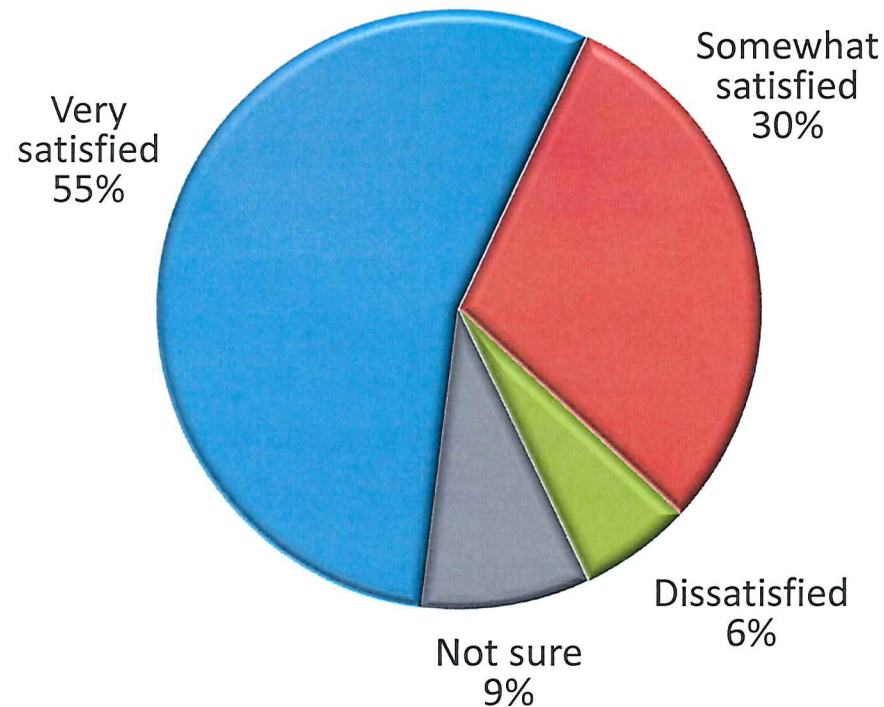
Nearly nine out of ten residents (87%) are satisfied with how the streets and roads in Powell are maintained.
Nearly half (45%) are very satisfied.



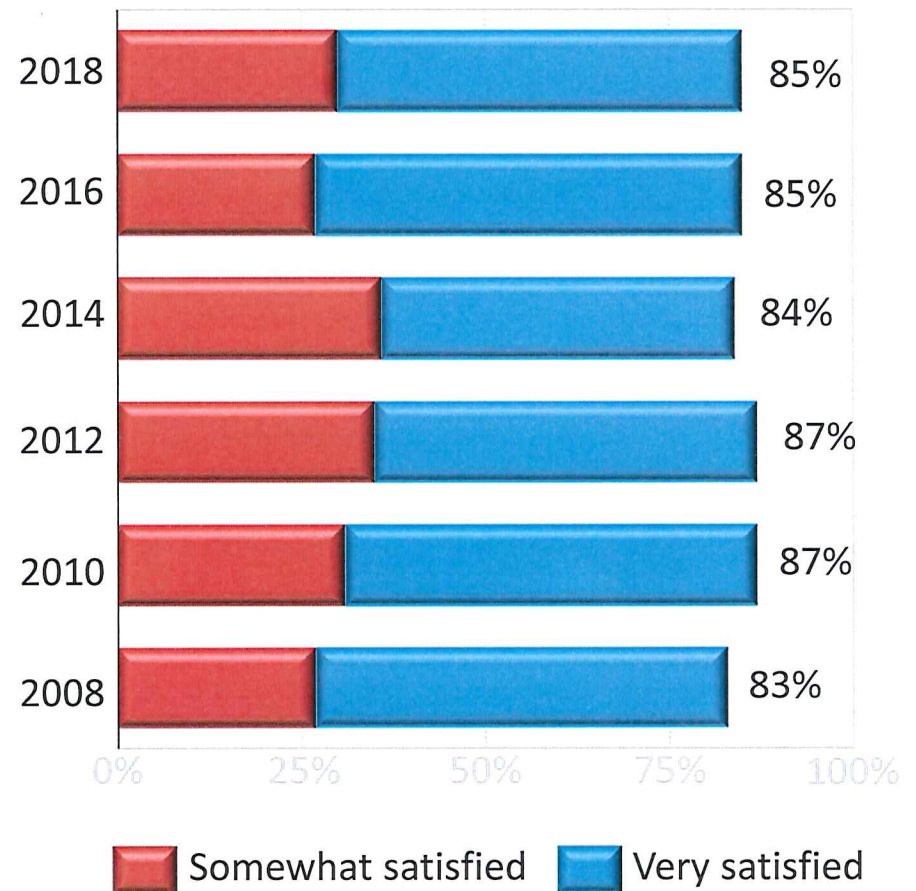
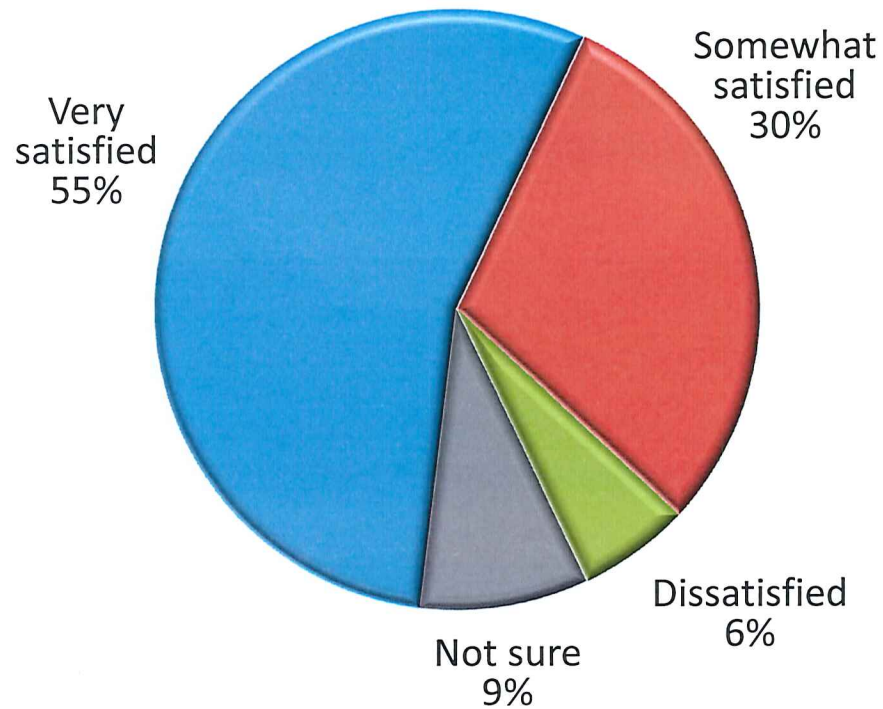
Again, little has changed since 2008.



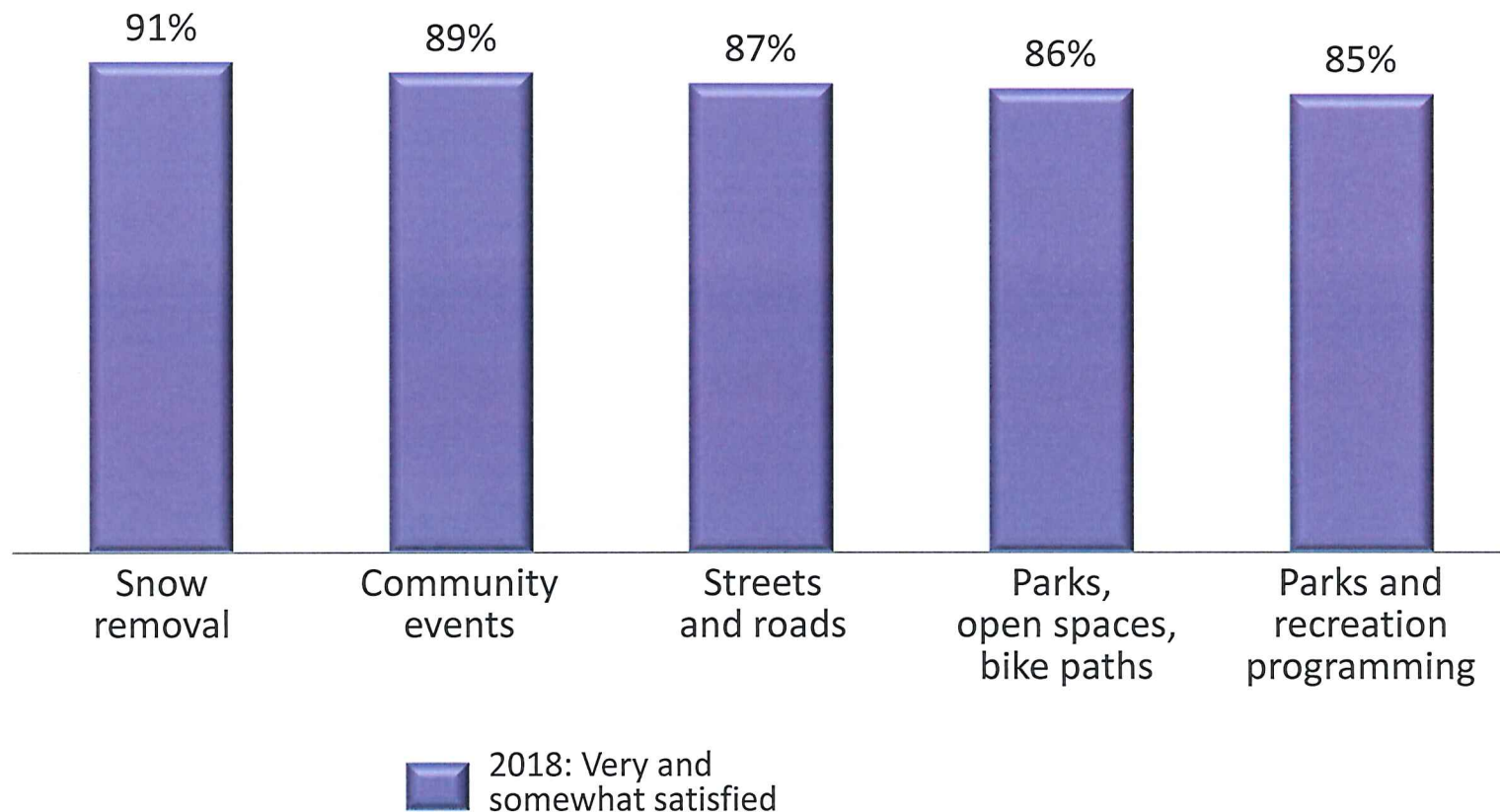
More than eight out of ten residents (85%) are satisfied with parks and recreation programming ...



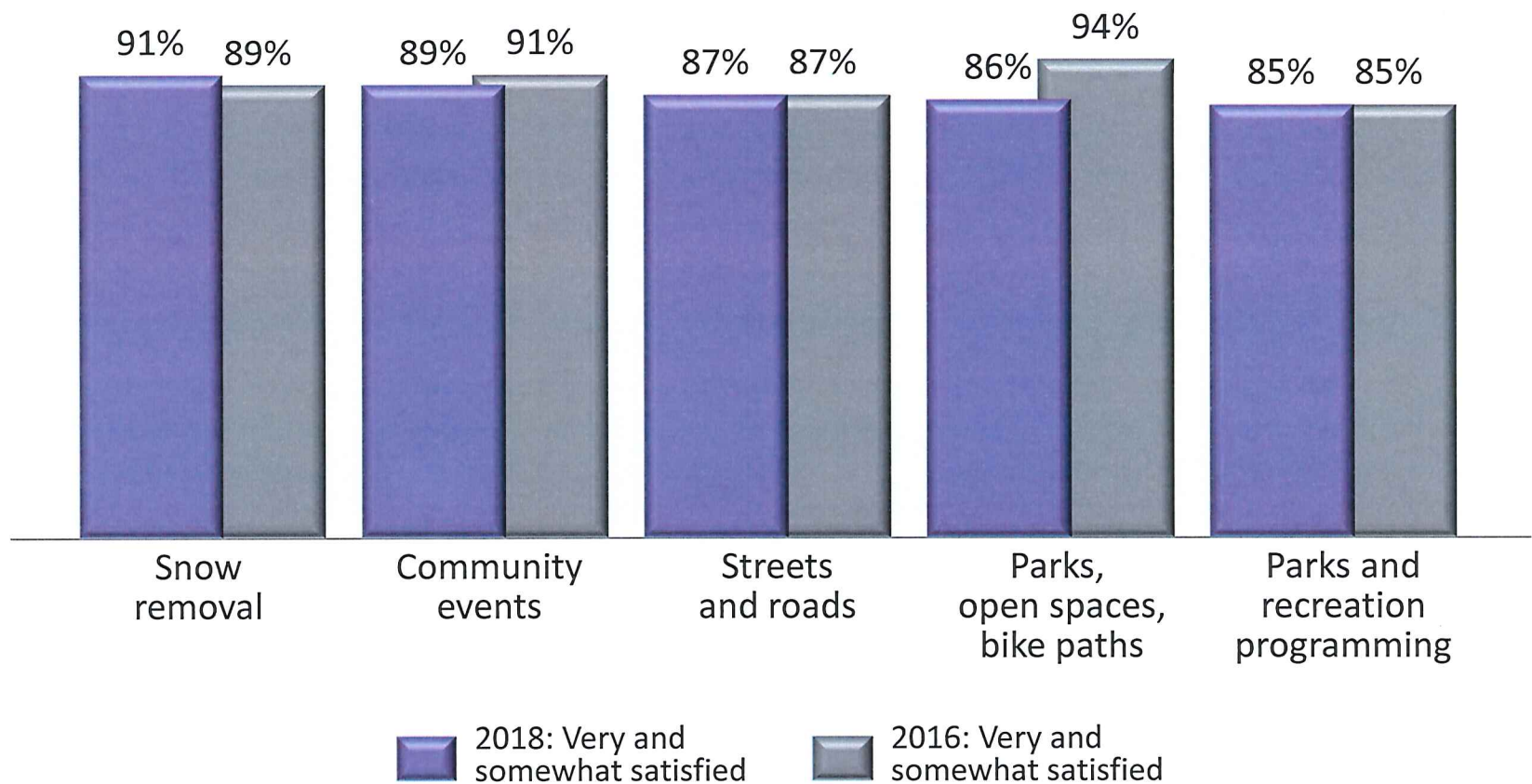
... just as they were in previous years.



In short, on each service or amenity assessed, satisfaction is widespread ...



... with minimal change since 2016.

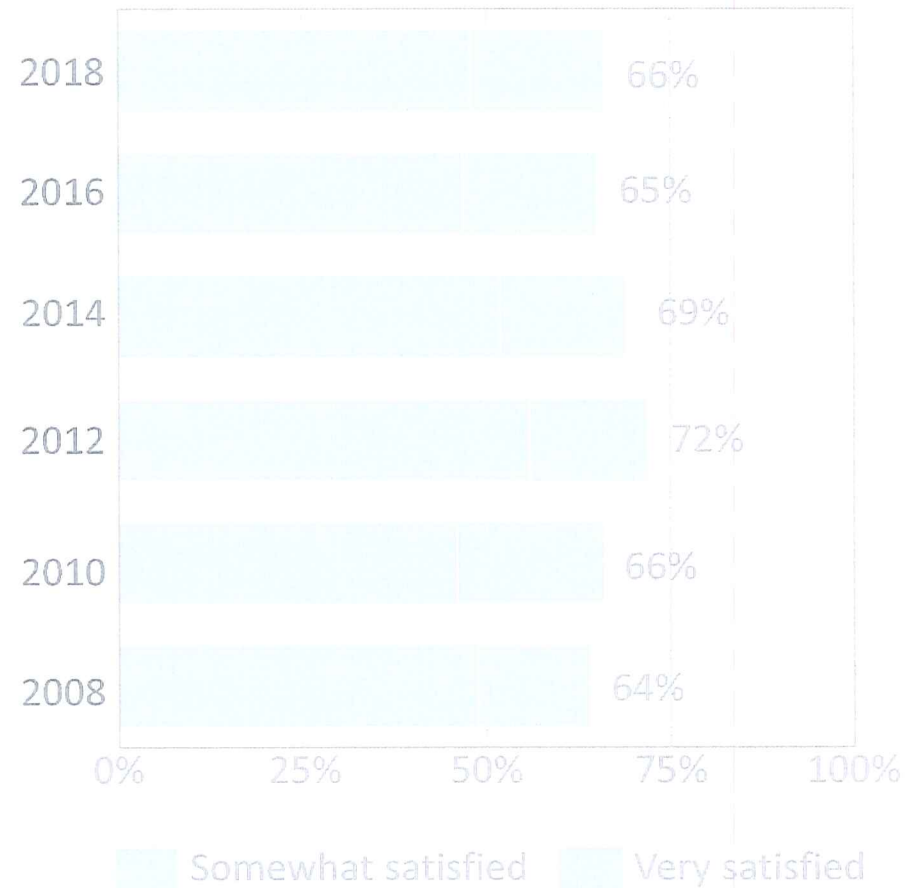
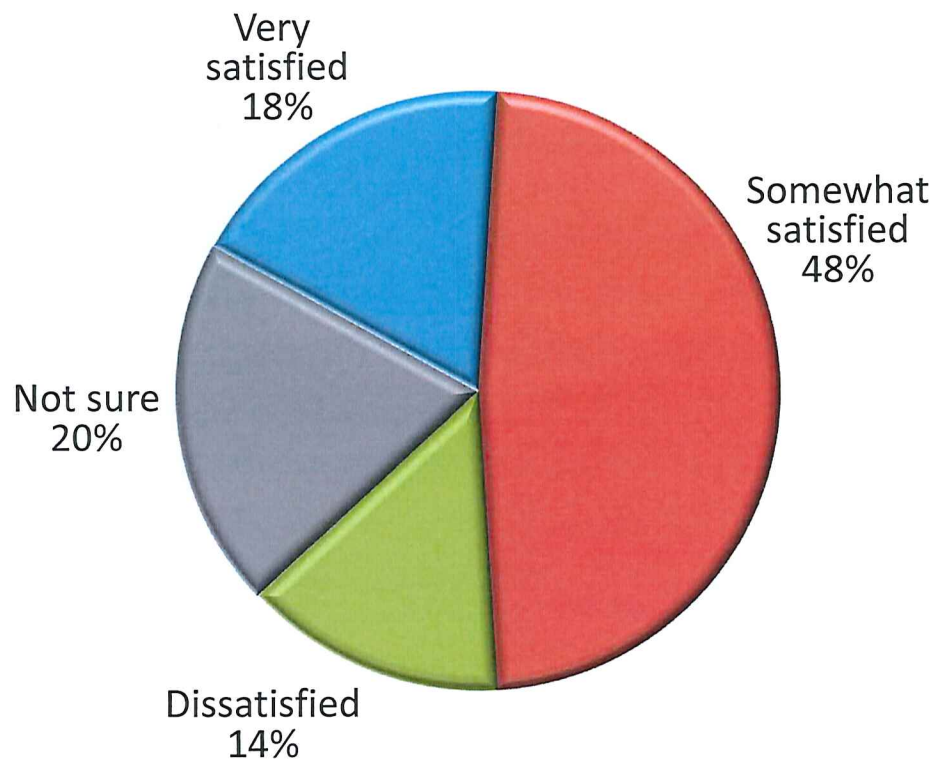


Q9: As a resident of Powell, how satisfied are you with each of the following?
Q10: How satisfied are you with the overall performance of city officials in each of these areas?

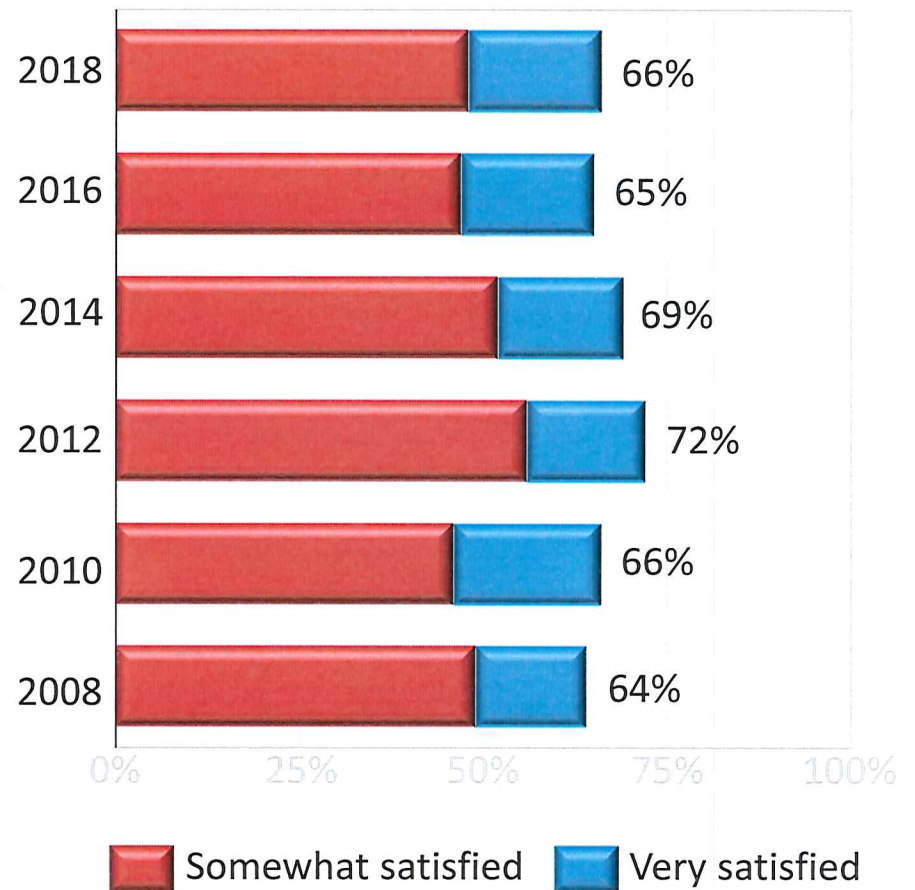
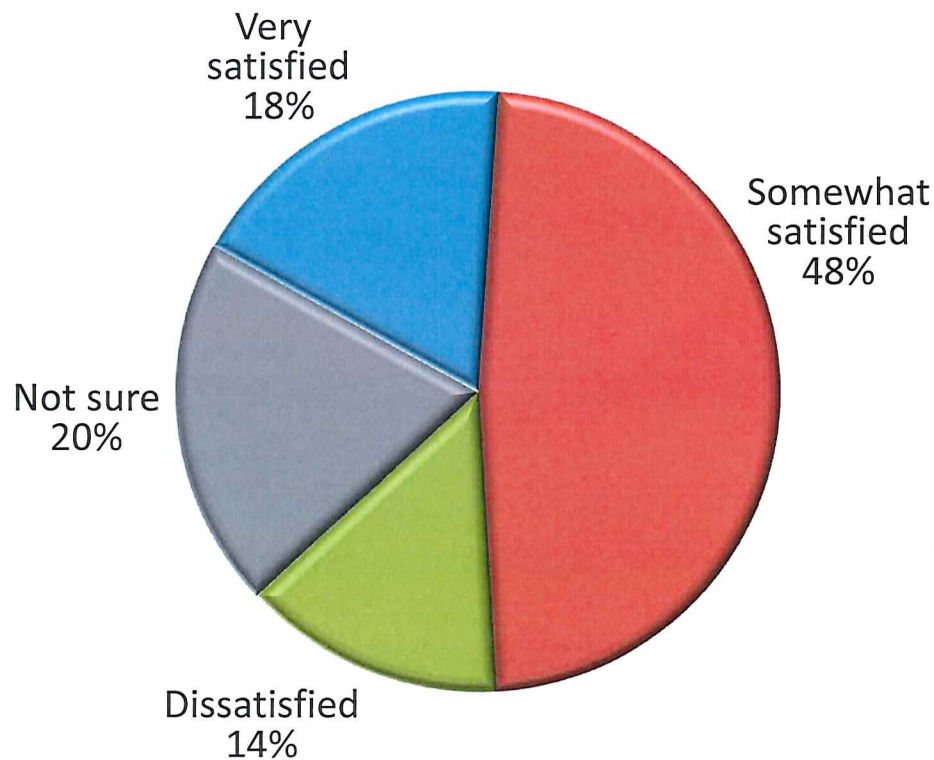


Satisfaction With City Officials: Managing and Planning

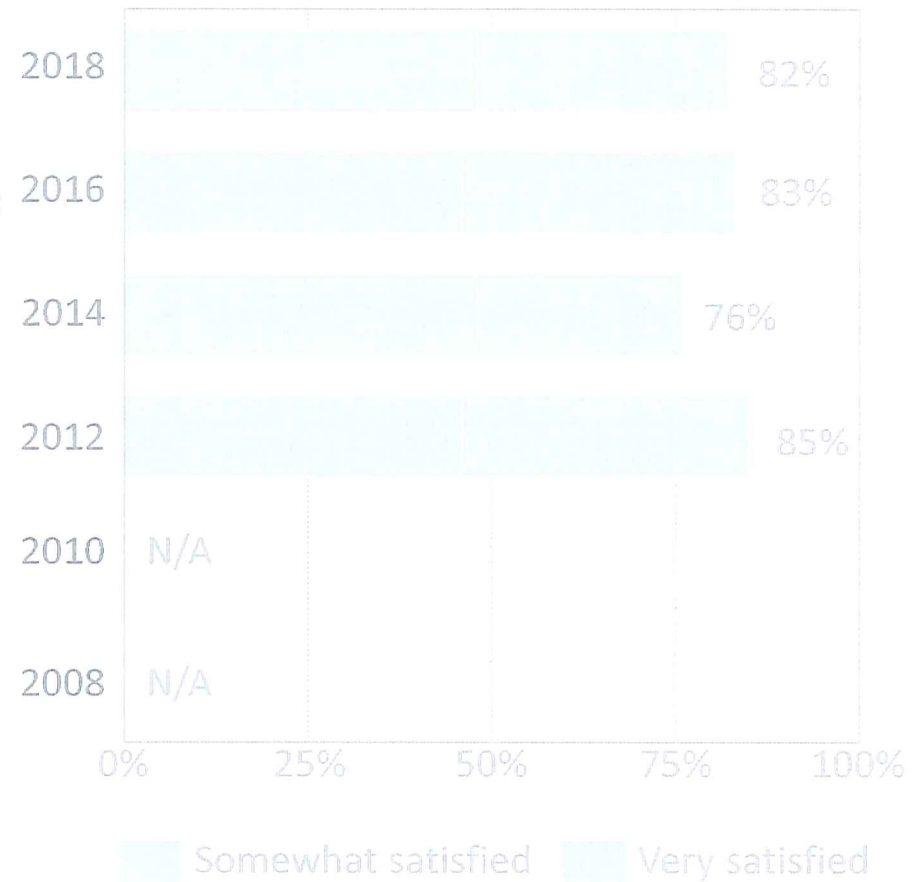
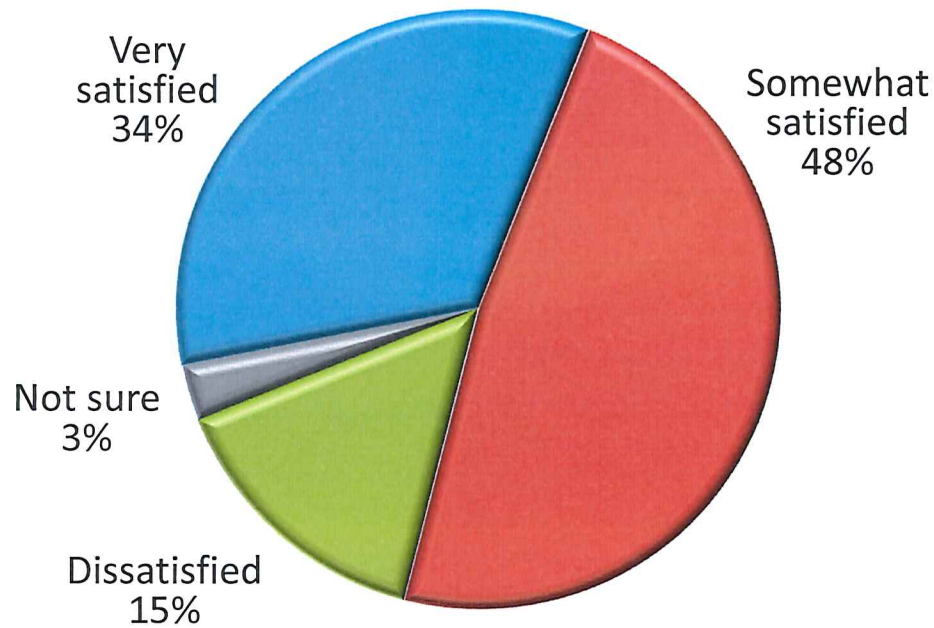
**Two out of three residents (66%) are satisfied with City Council.
One out of five (18%) is very satisfied. One out of seven
(14%) is dissatisfied.**



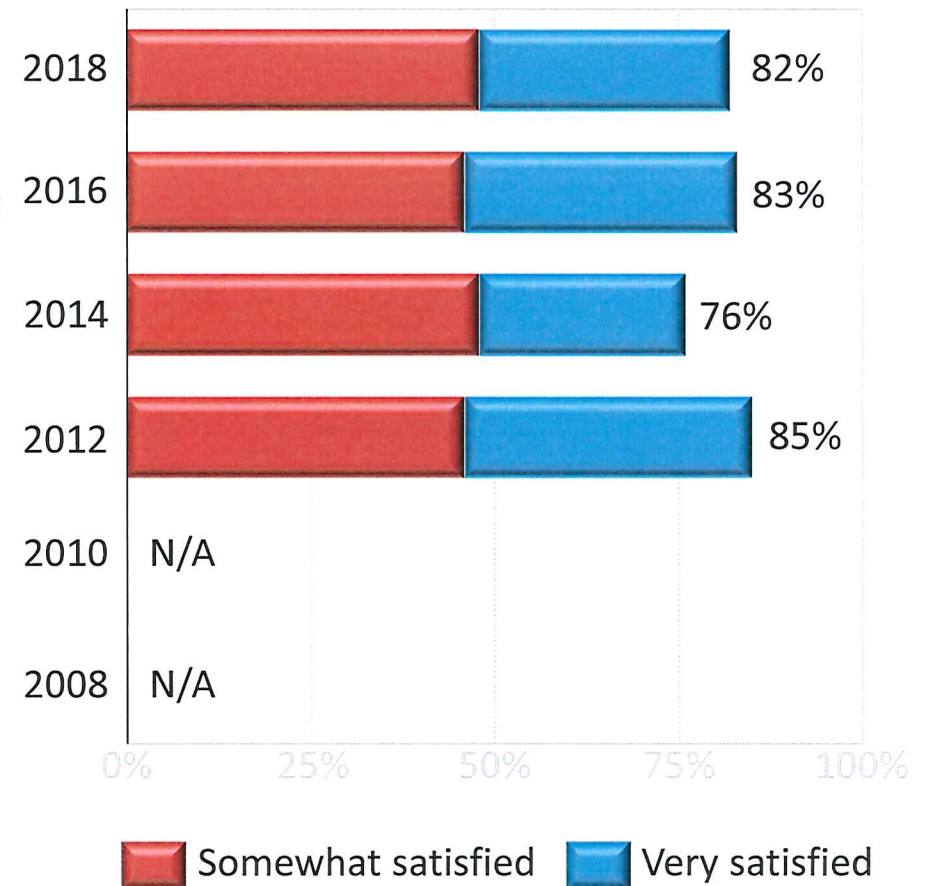
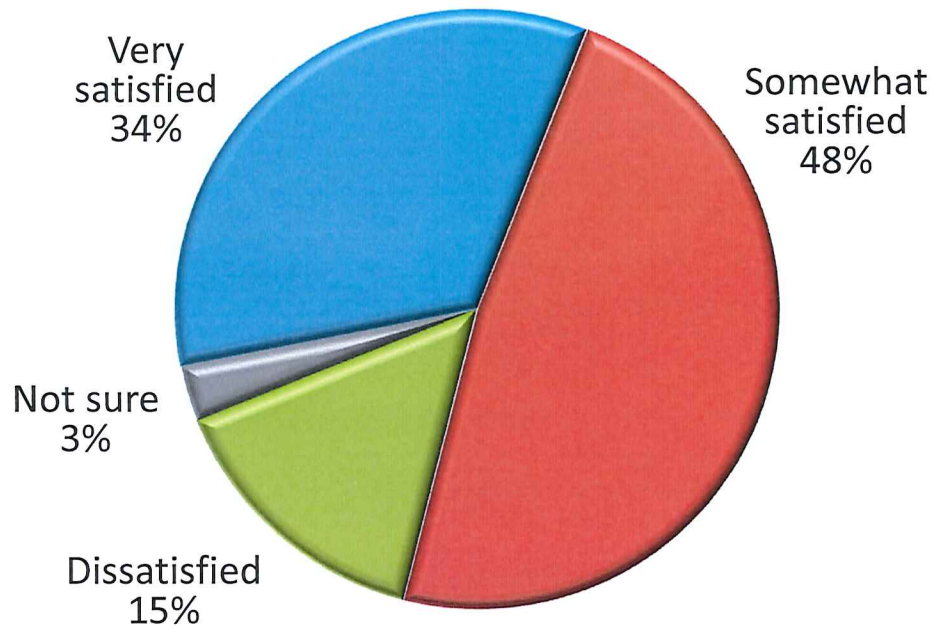
The downward trend noted in previous years appears to have stabilized.



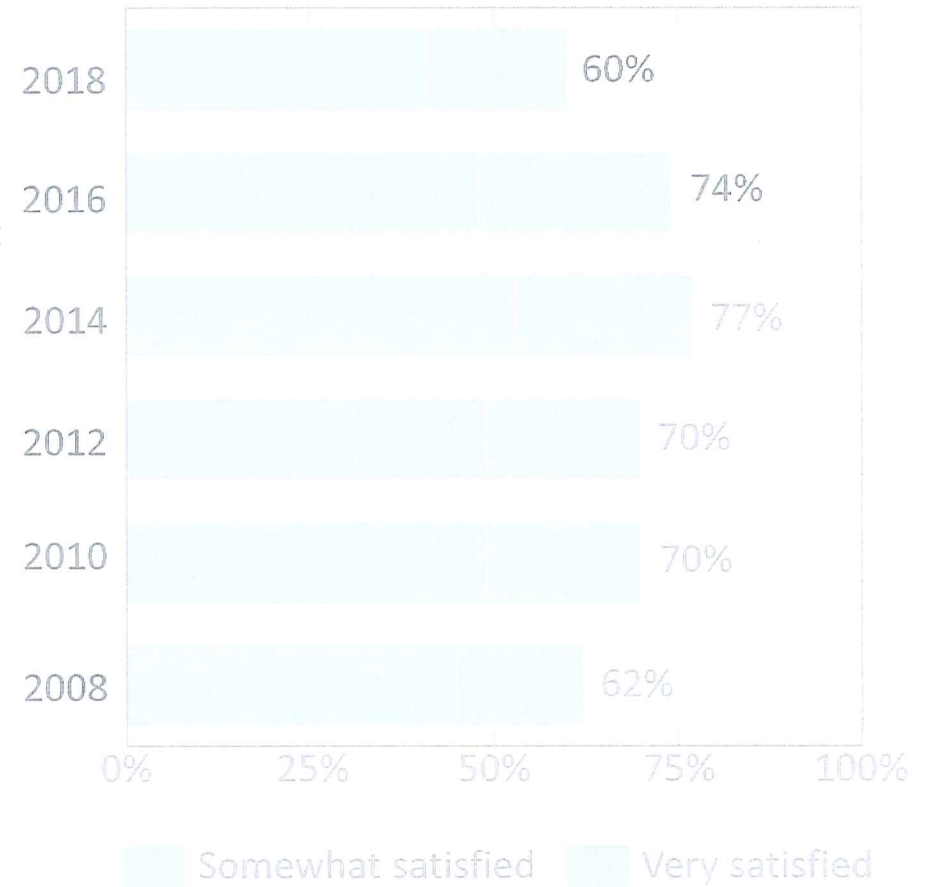
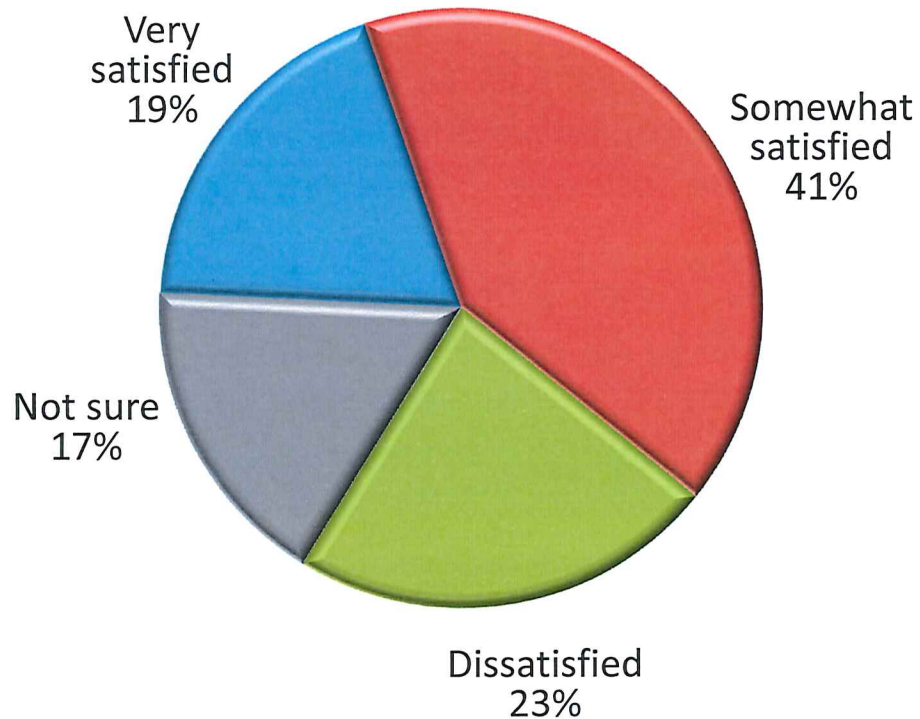
More than eight out of ten residents (82%) are satisfied with how city officials keep them informed of important local issues, ...



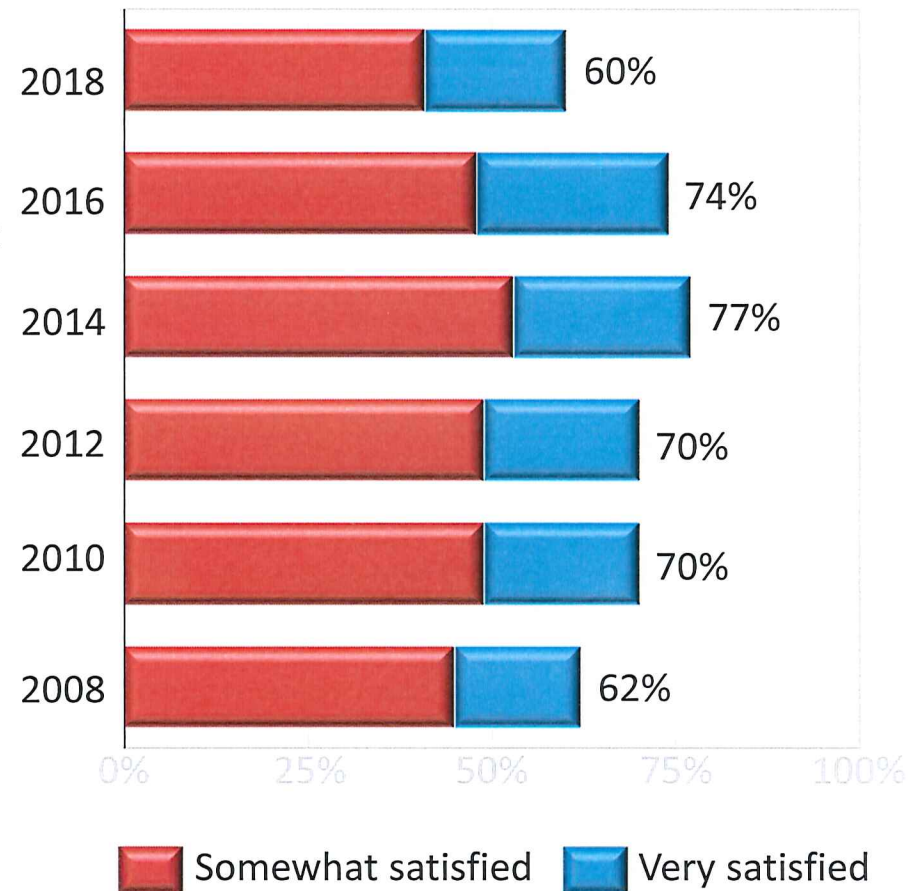
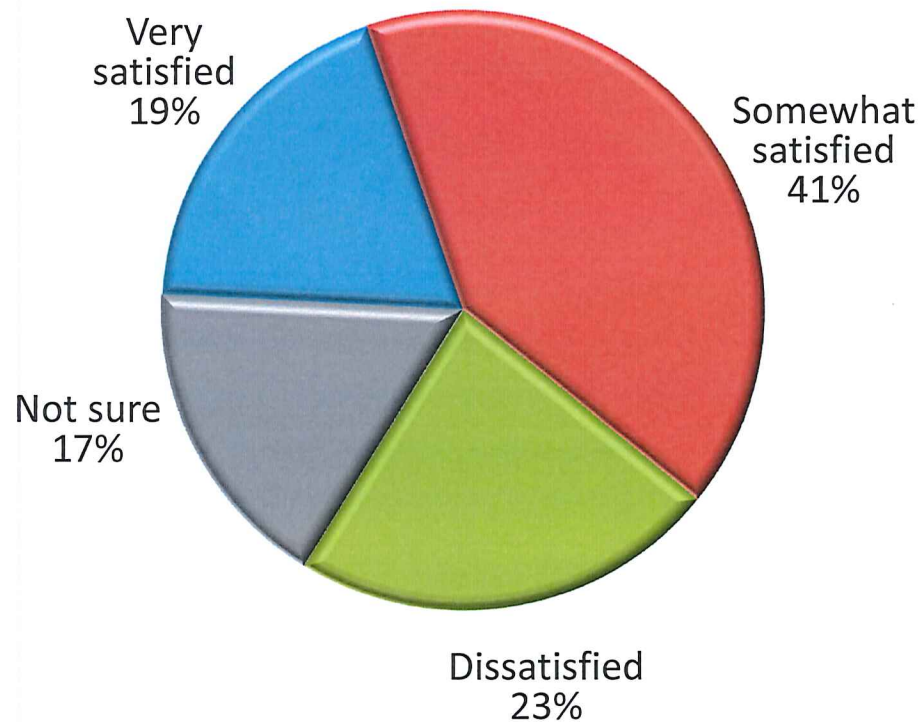
... just as they were in 2016.



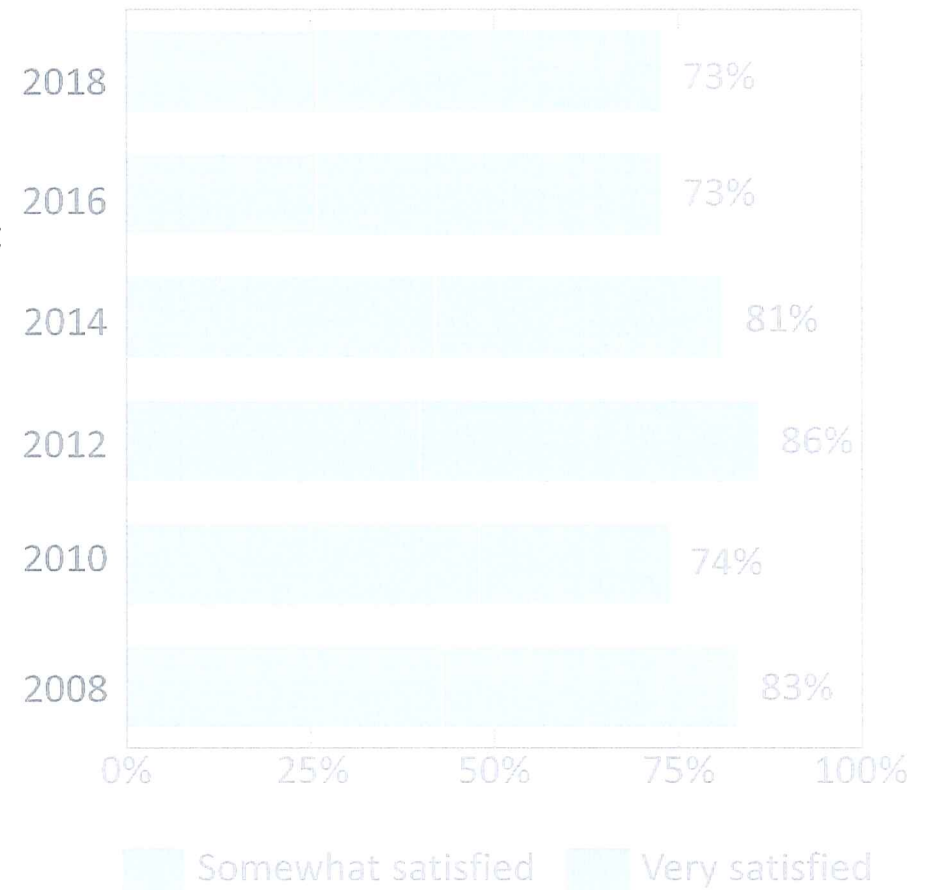
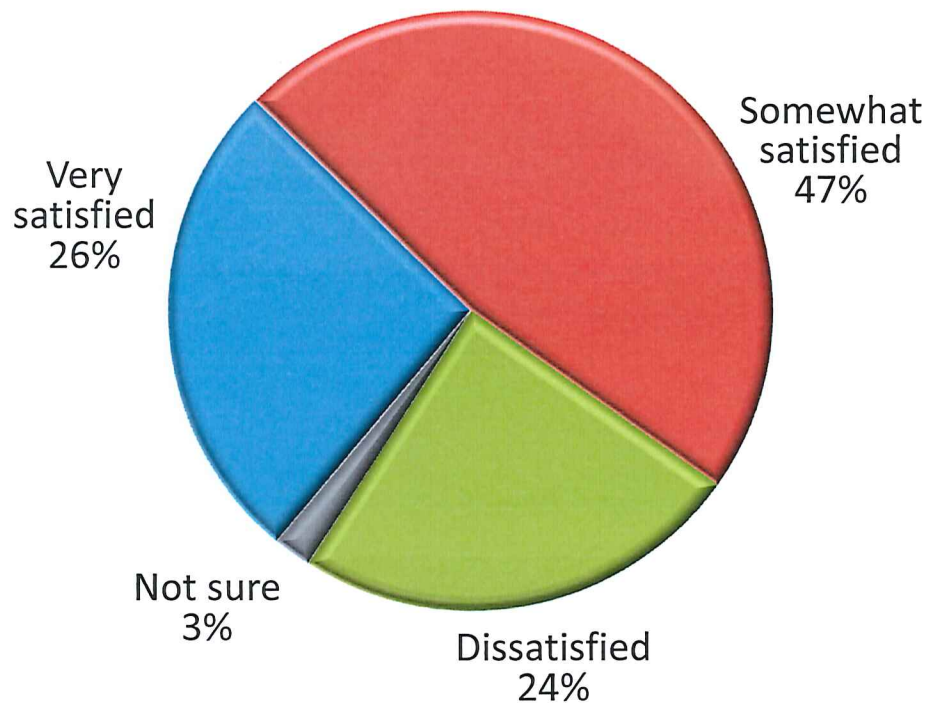
Six out of ten residents (60%) are satisfied with how city officials manage the city's finances, ...



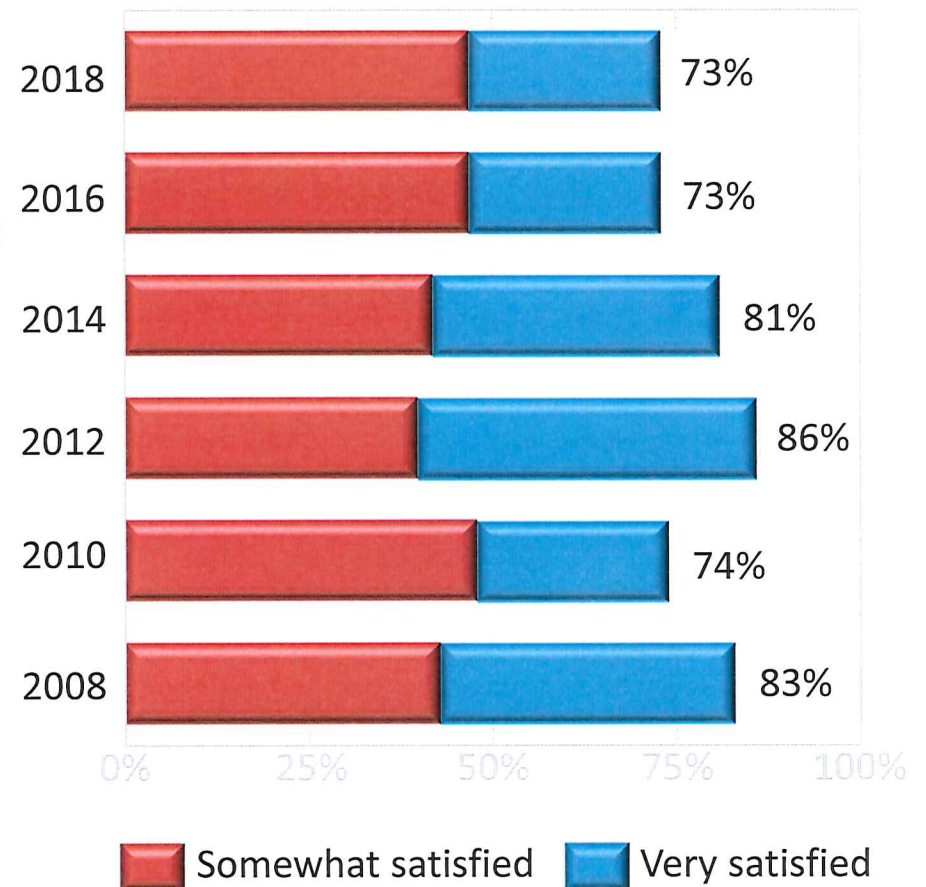
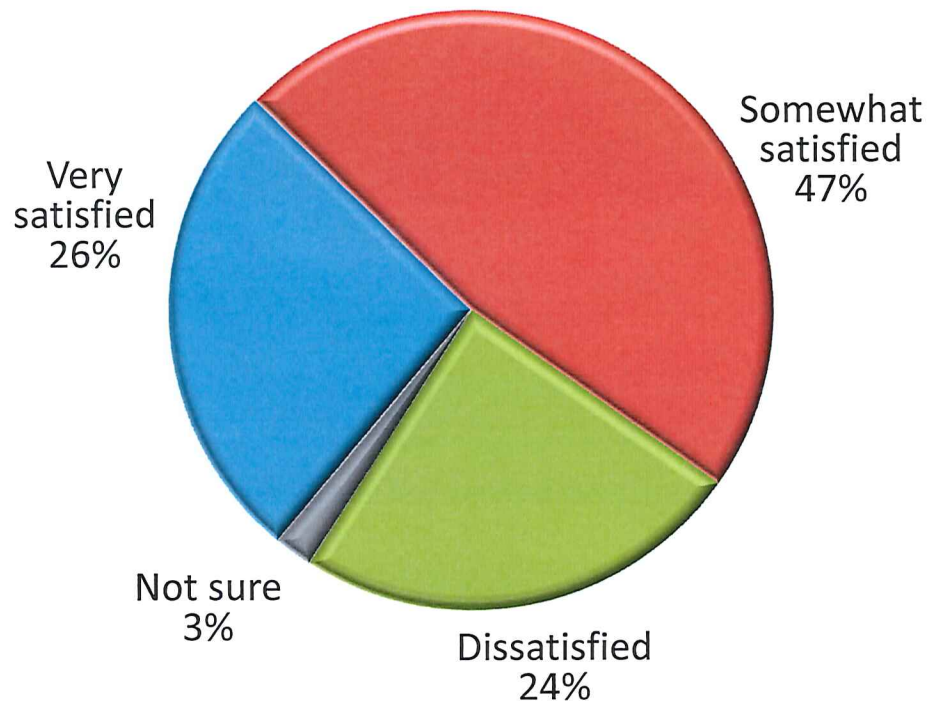
... down significantly since 2014.



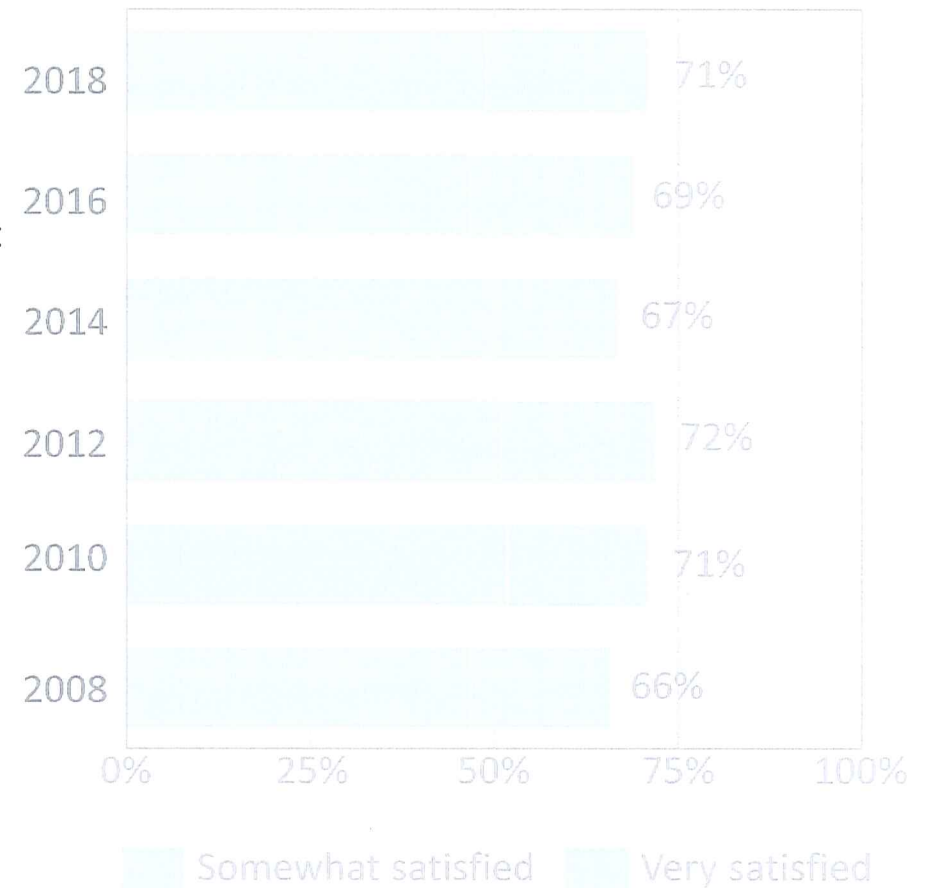
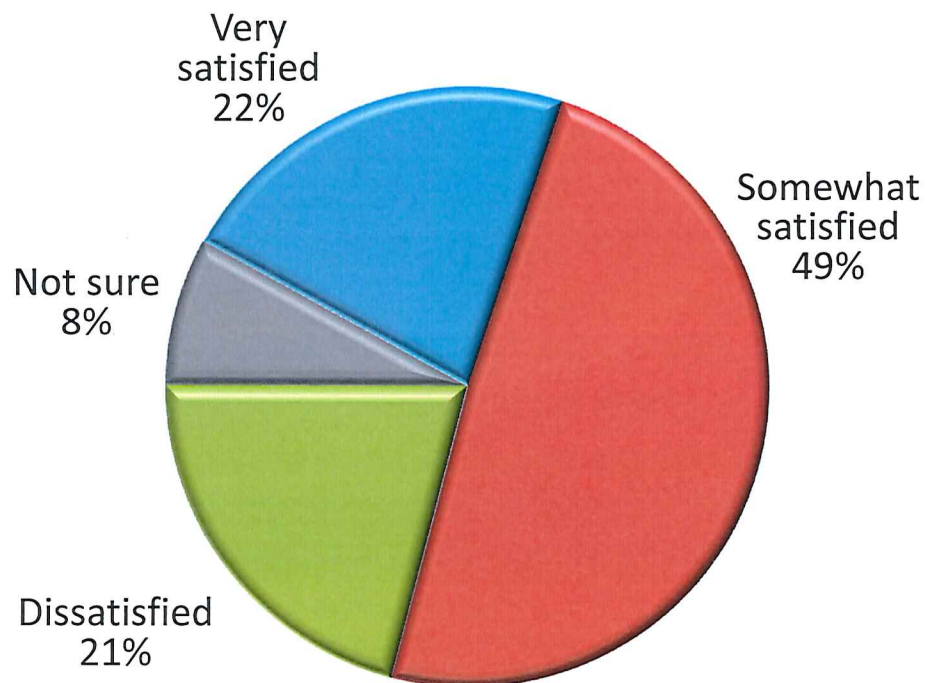
Three out of four residents (73%) are satisfied with the city's efforts to revitalize downtown.



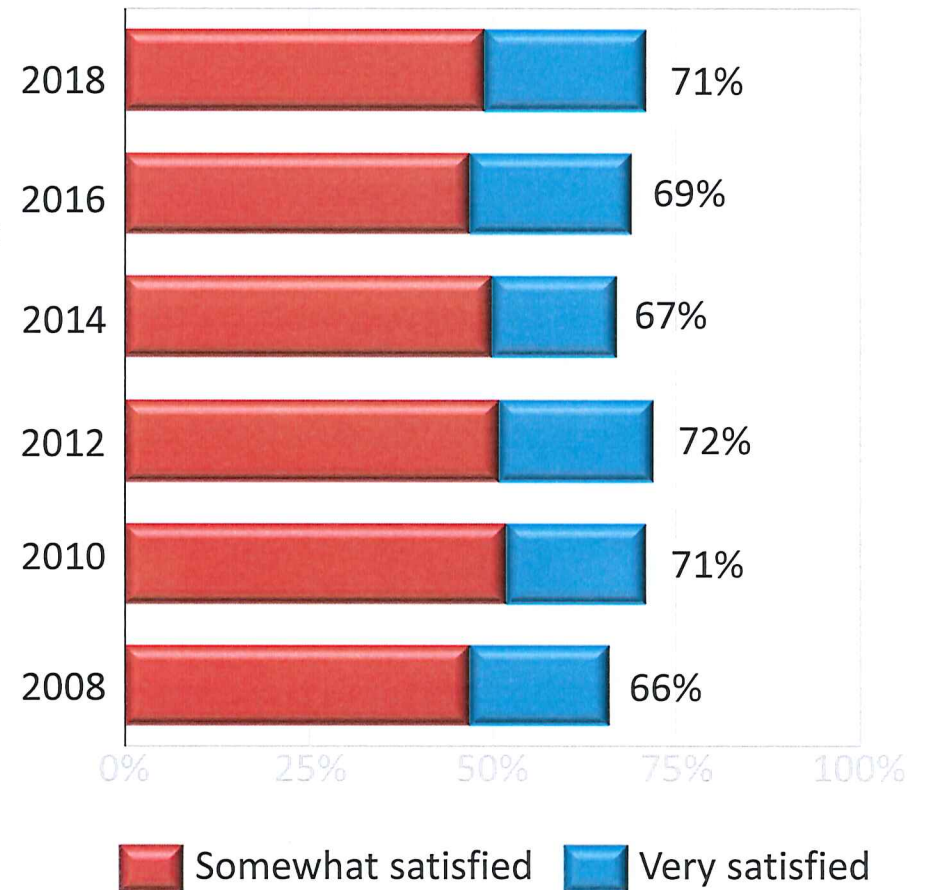
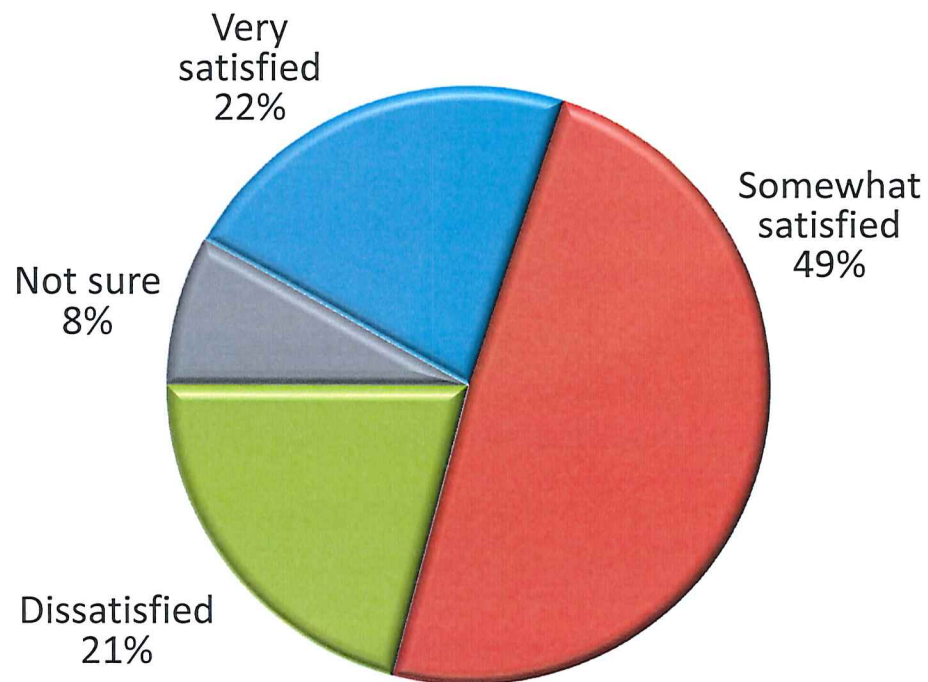
The downward trend observed in earlier years appears to have ended.



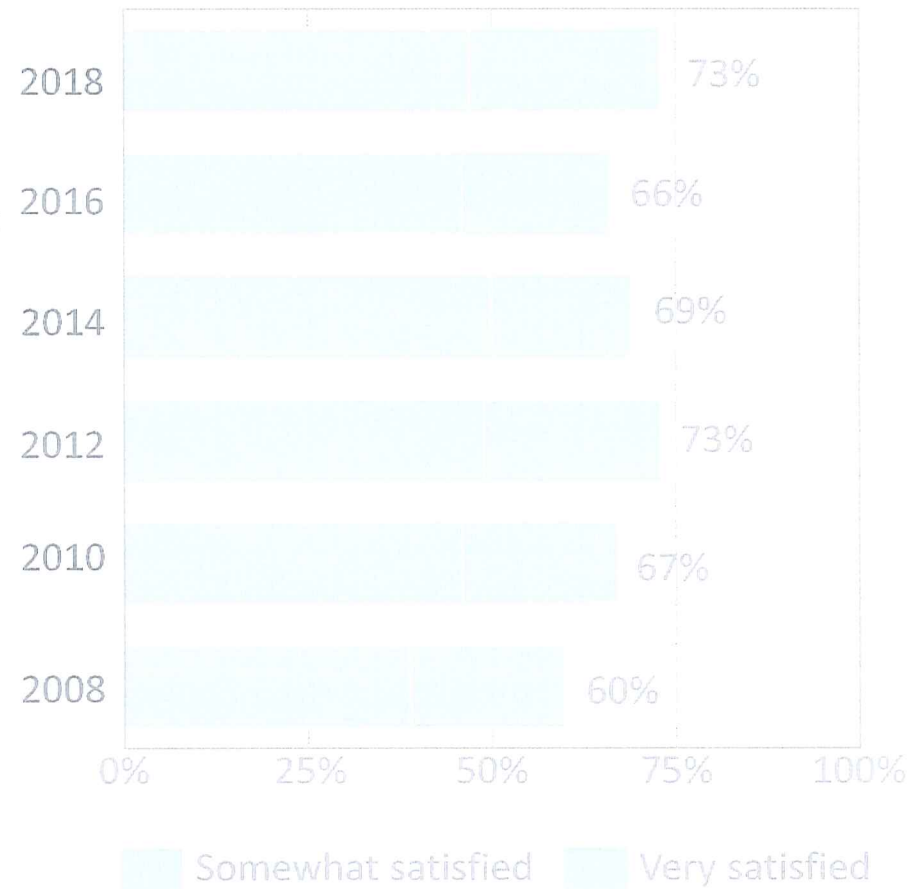
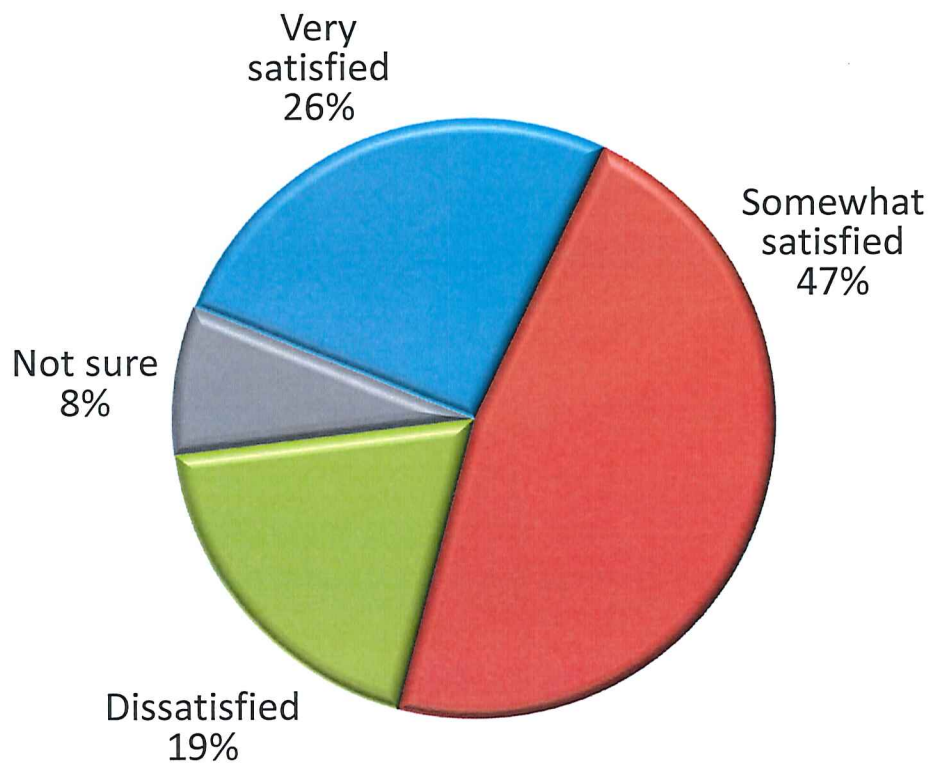
Seven out of ten residents (71%) agree that city officials plan well for the future, ...



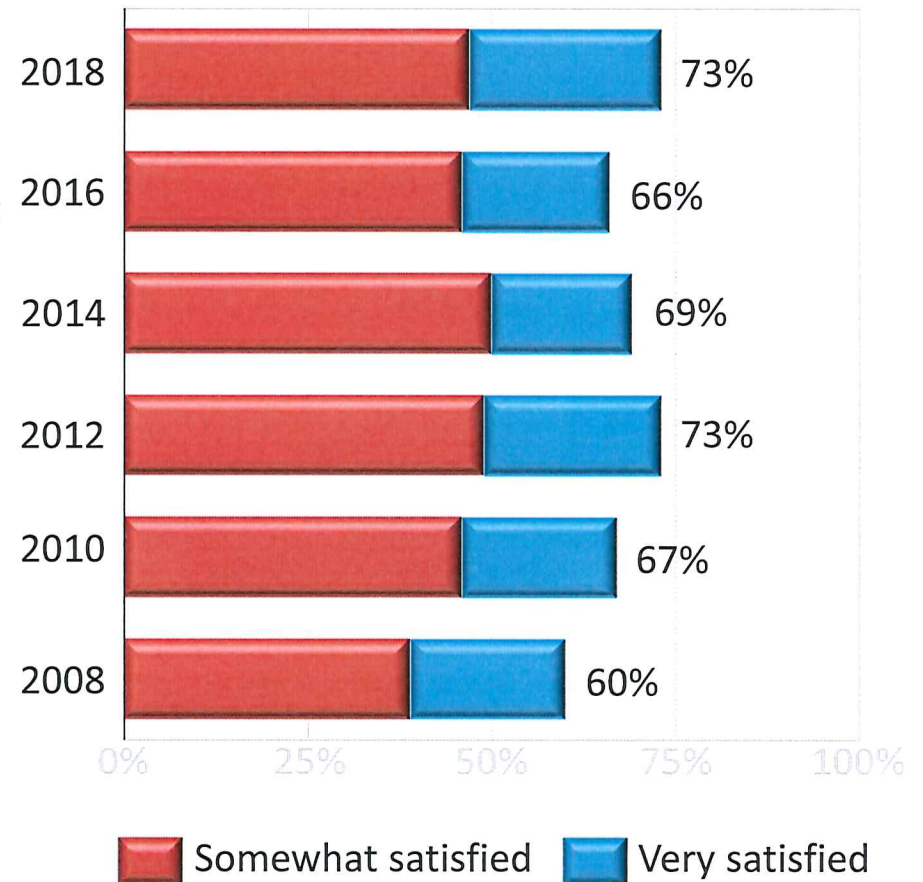
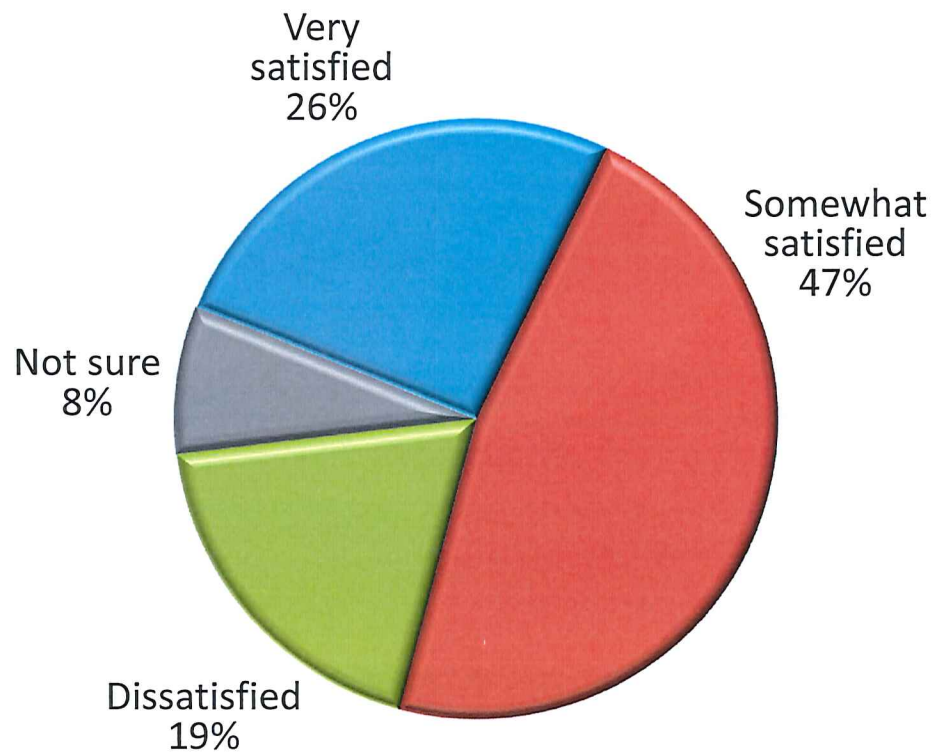
A slight increase since 2014.



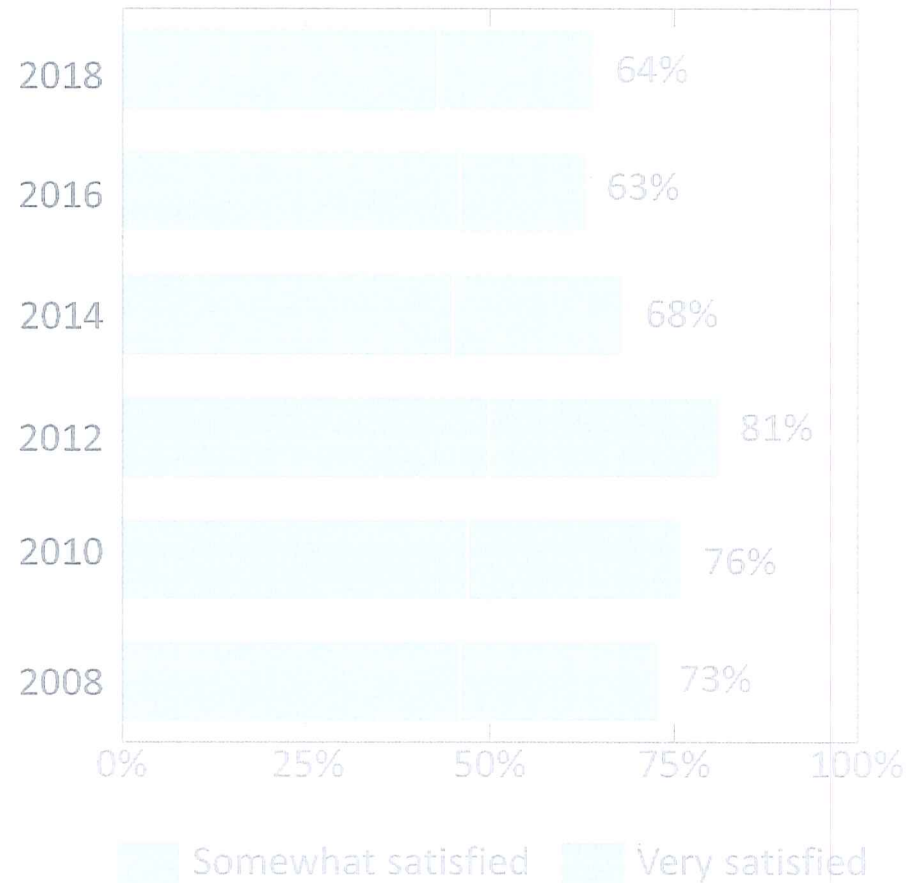
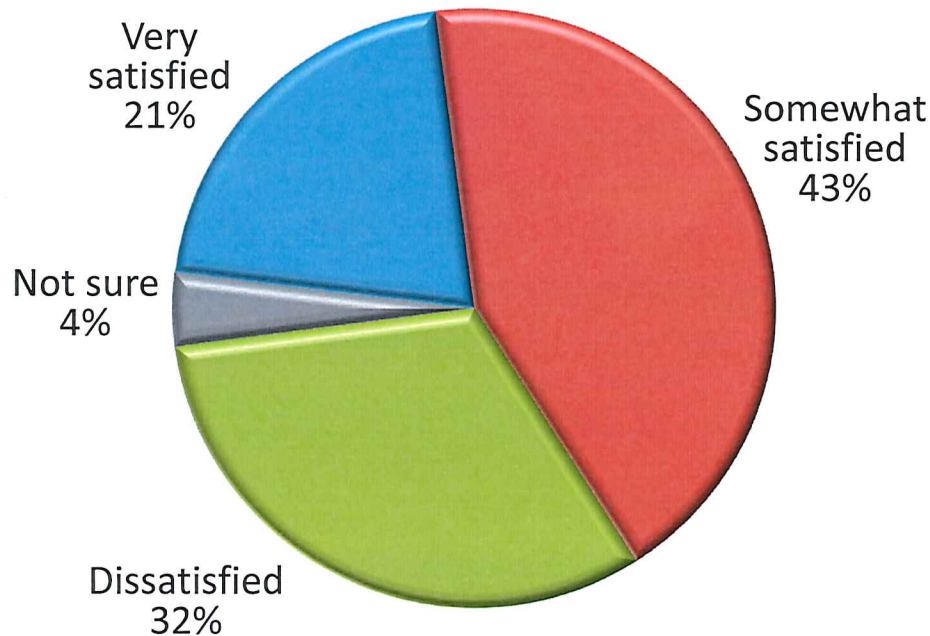
Two out of three residents (73%) feel that city officials listen to the concerns of residents ...



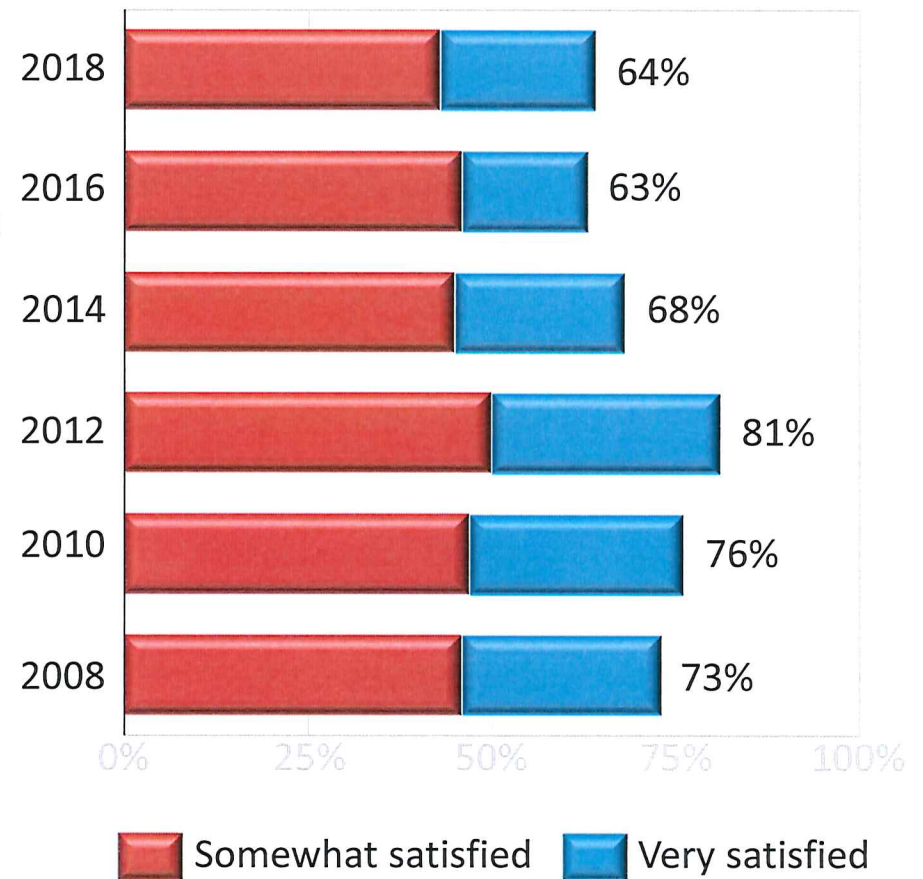
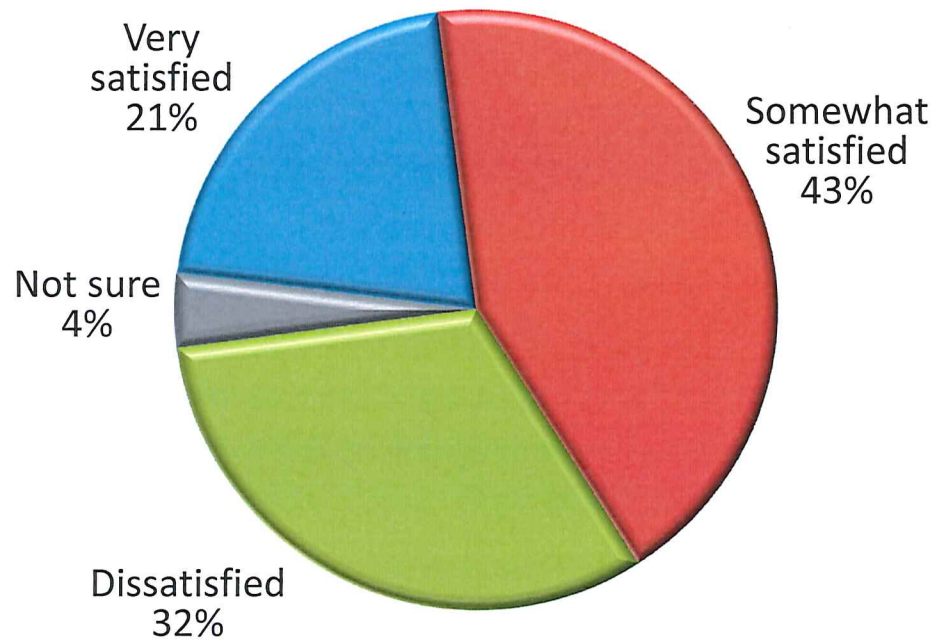
... up from 2016 – and matching an all-time high.



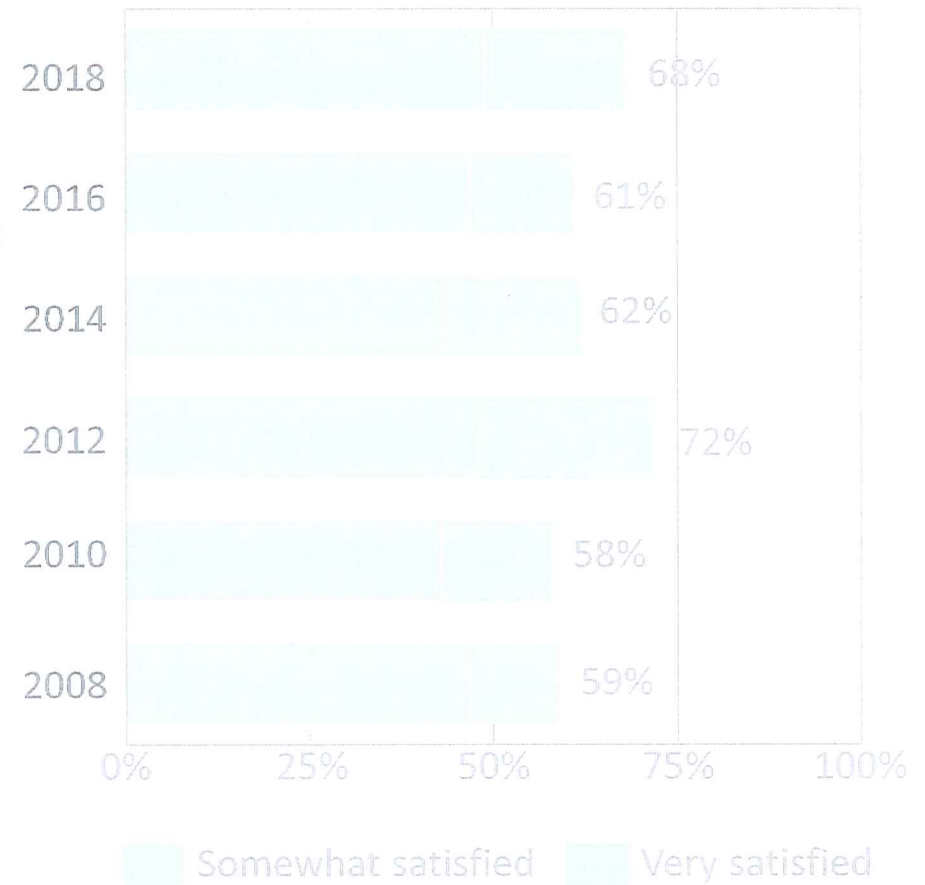
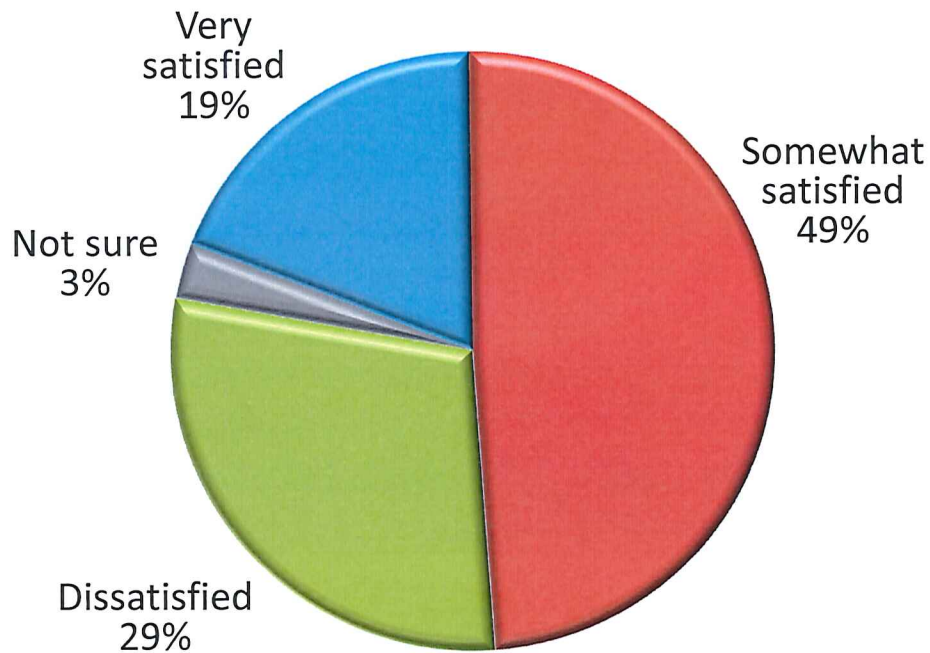
More than six out of ten residents (64%) are satisfied with the city's efforts to control residential growth and development. One out of three (32%), however, is dissatisfied.



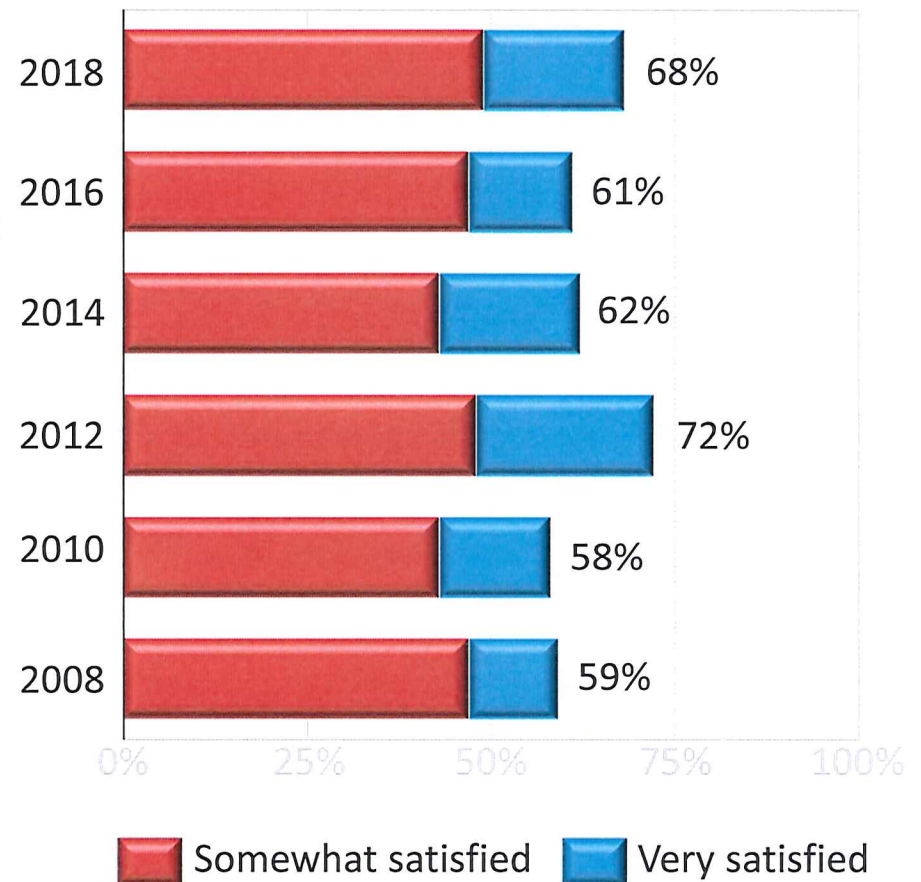
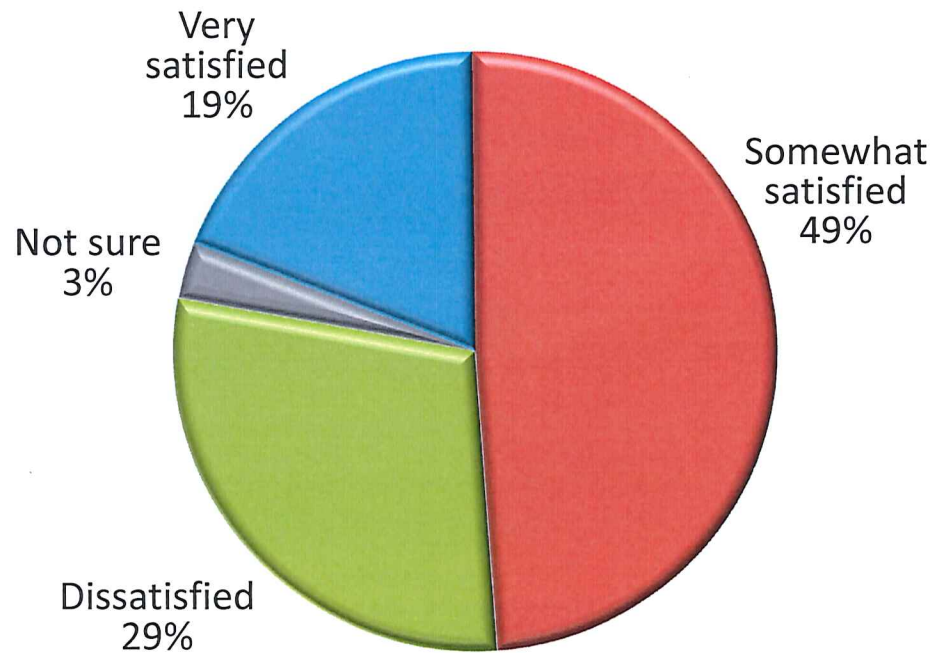
Yet another trend has ended.



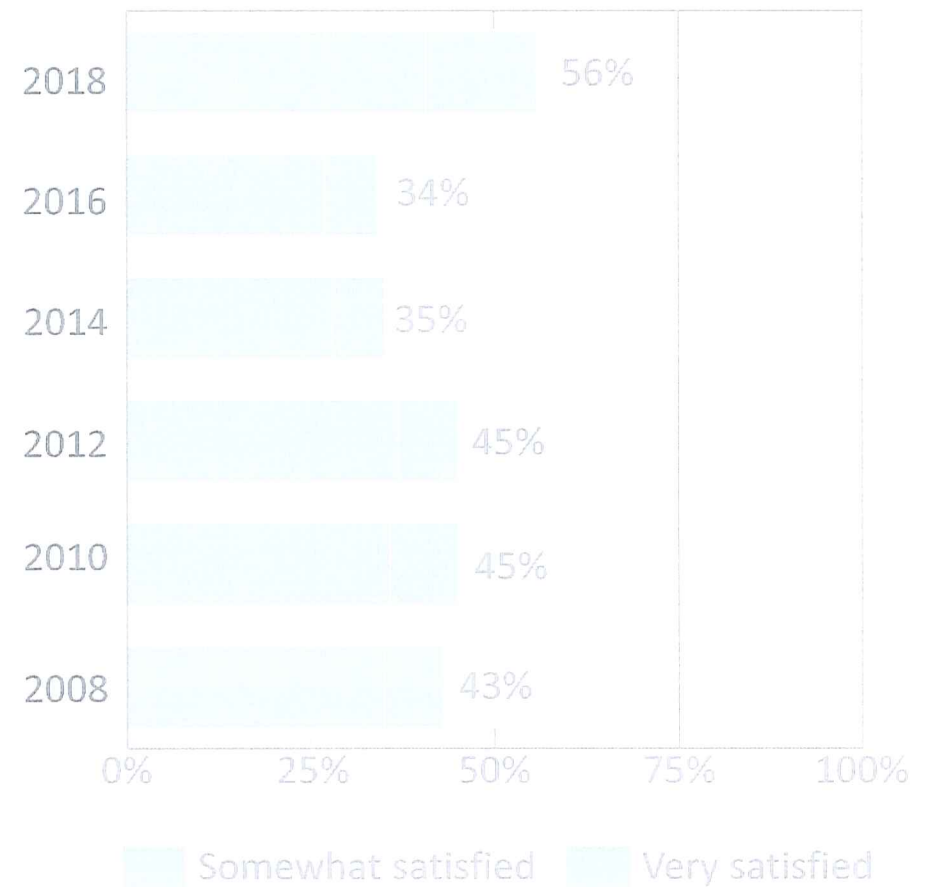
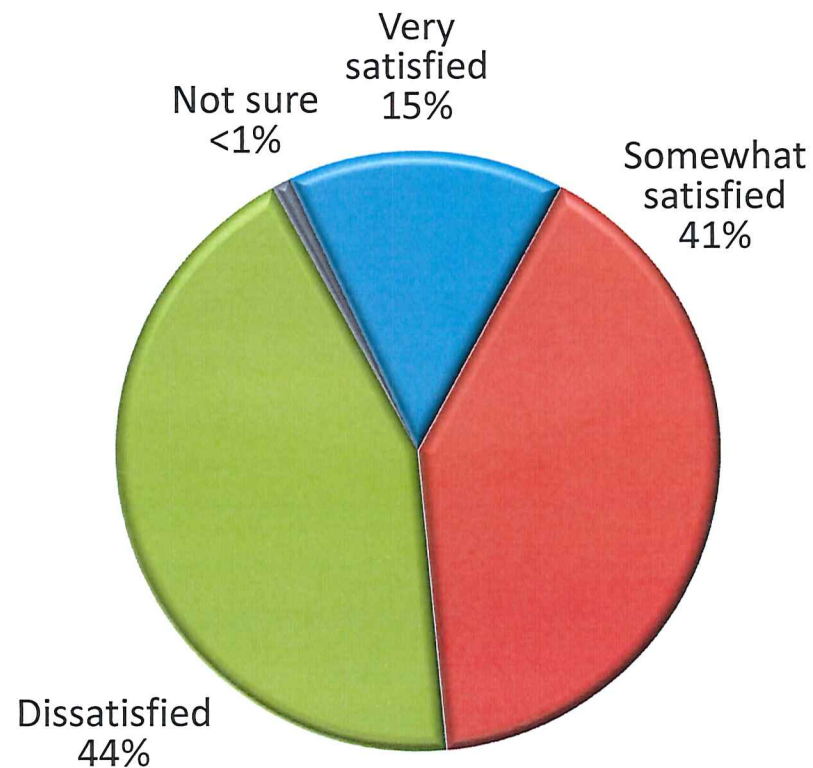
Nearly seven out of ten residents (68%) are satisfied with the city's efforts to manage commercial growth and development. Three out of ten (29%) are dissatisfied.



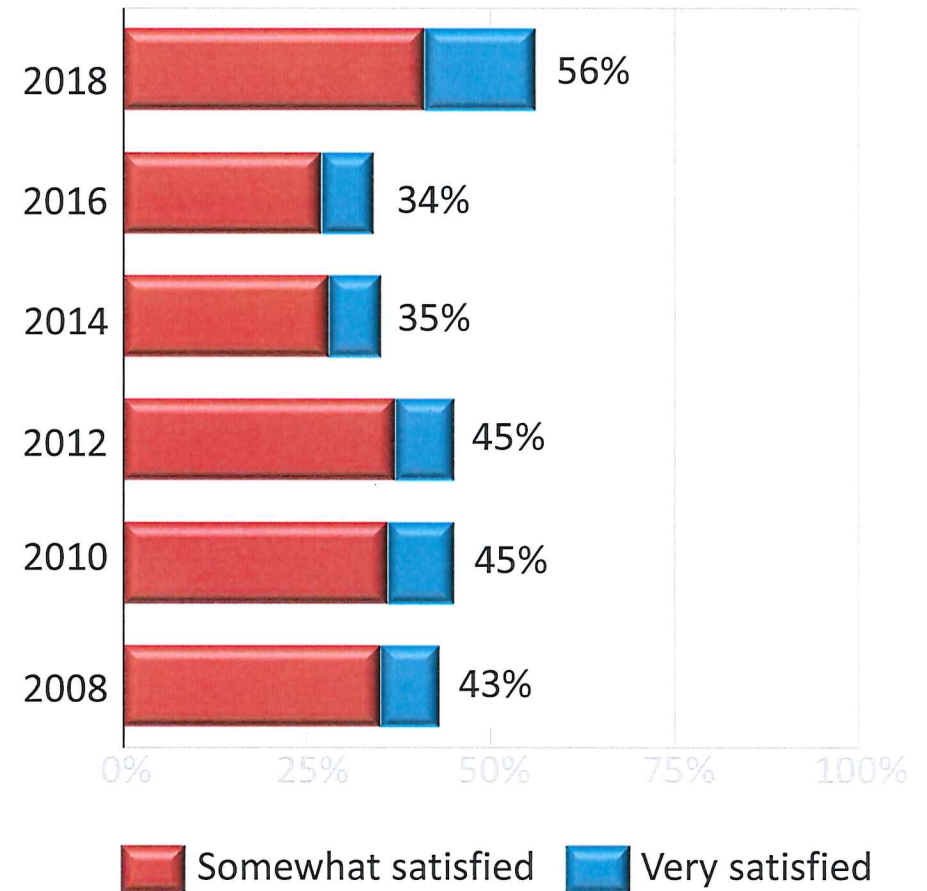
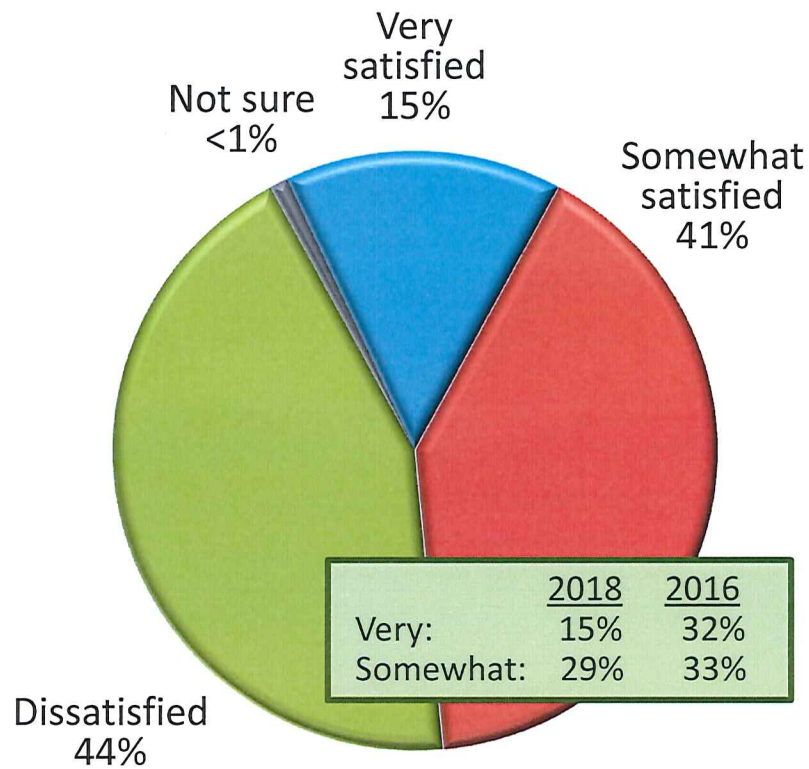
Satisfaction is more common this year than it was in 2016 and 2014, though the increase is small.



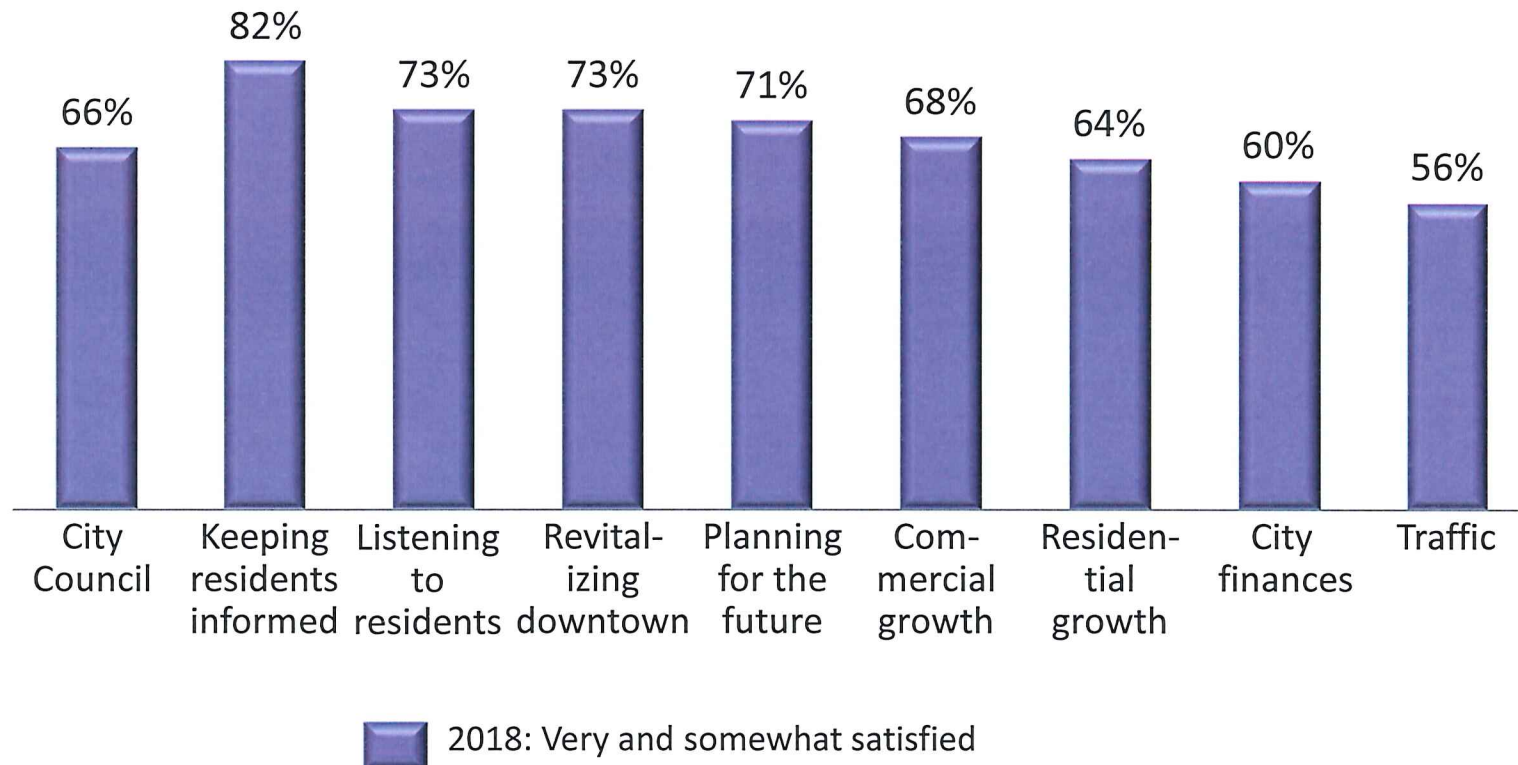
More than half the residents (56%) are satisfied with the city's efforts to manage the flow of traffic within Powell, ...



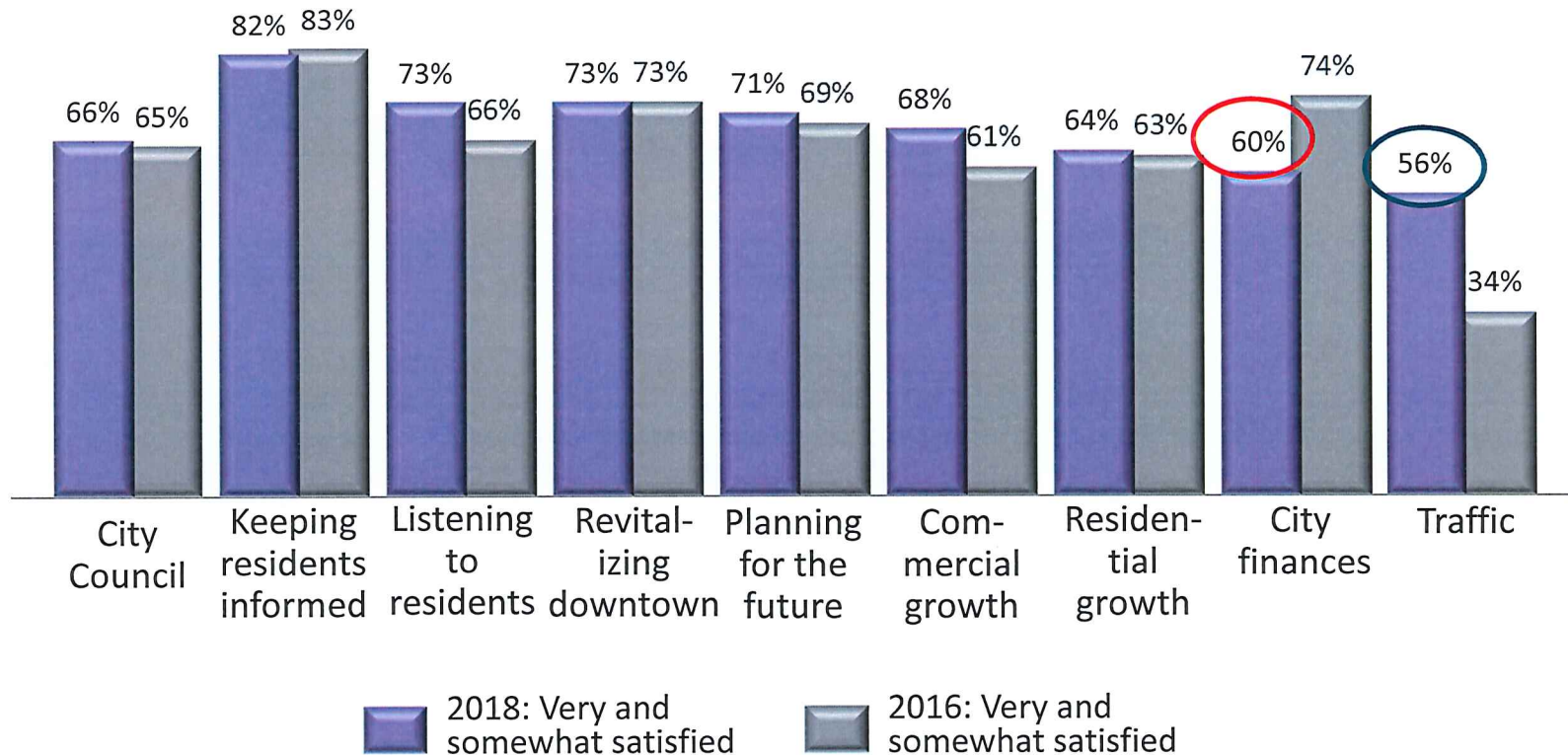
... an all-time high.



Once again, a majority of residents tend to be satisfied with the performance of city officials.



Attitudes did shift, however, in two areas: one involving the city's finances, the other traffic.

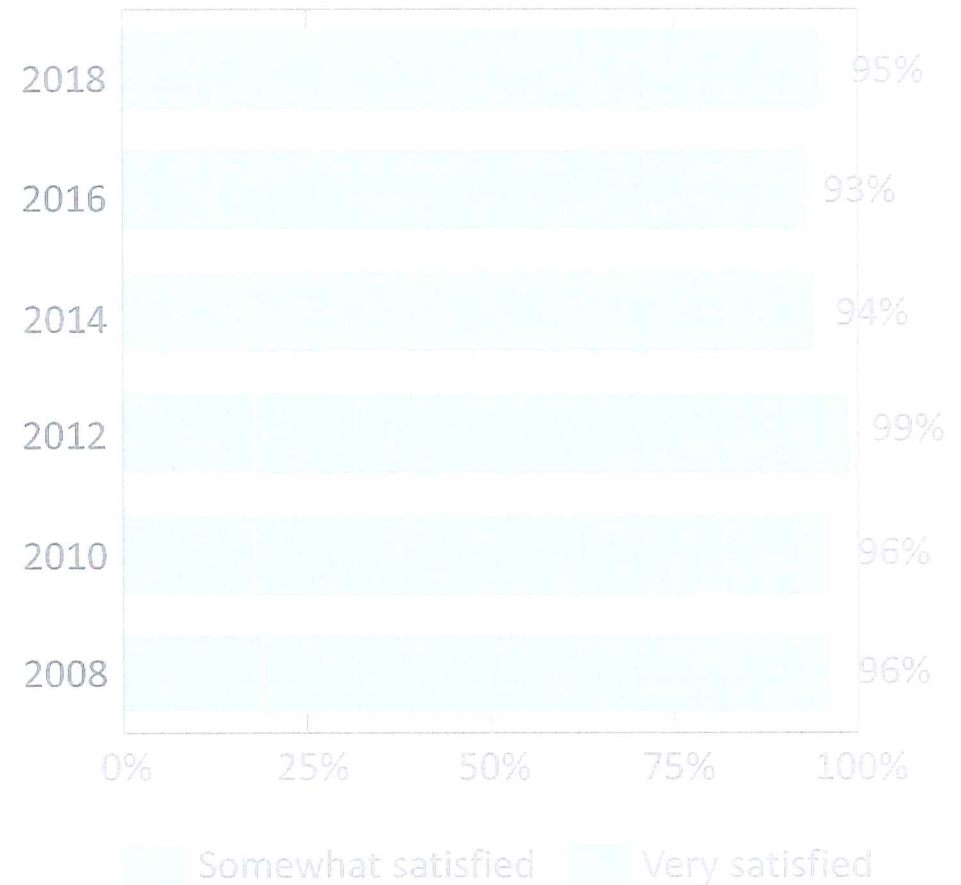
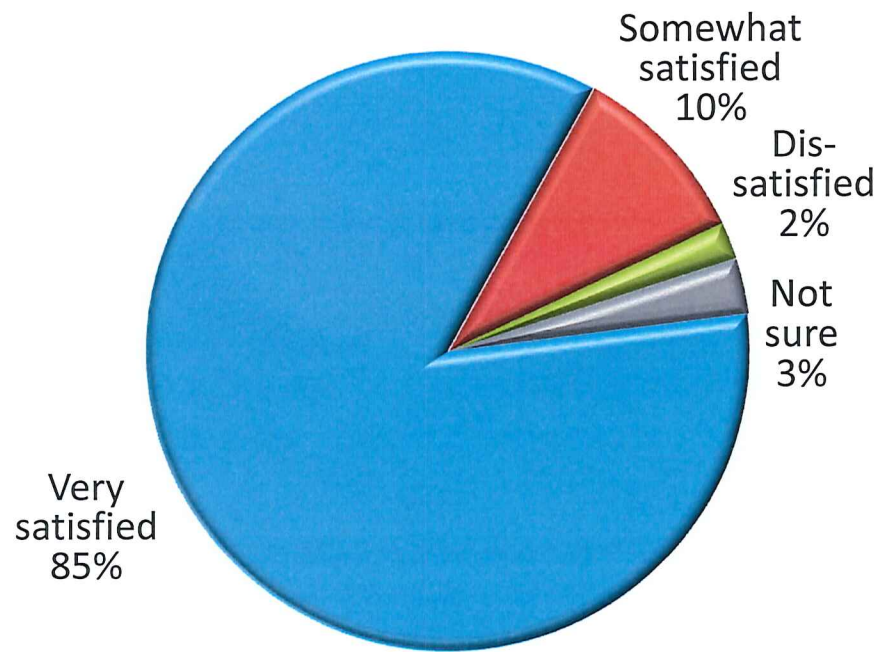


Q9: As a resident of Powell, how satisfied are you with each of the following?
Q10: How satisfied are you with the overall performance of city officials in each of these areas?

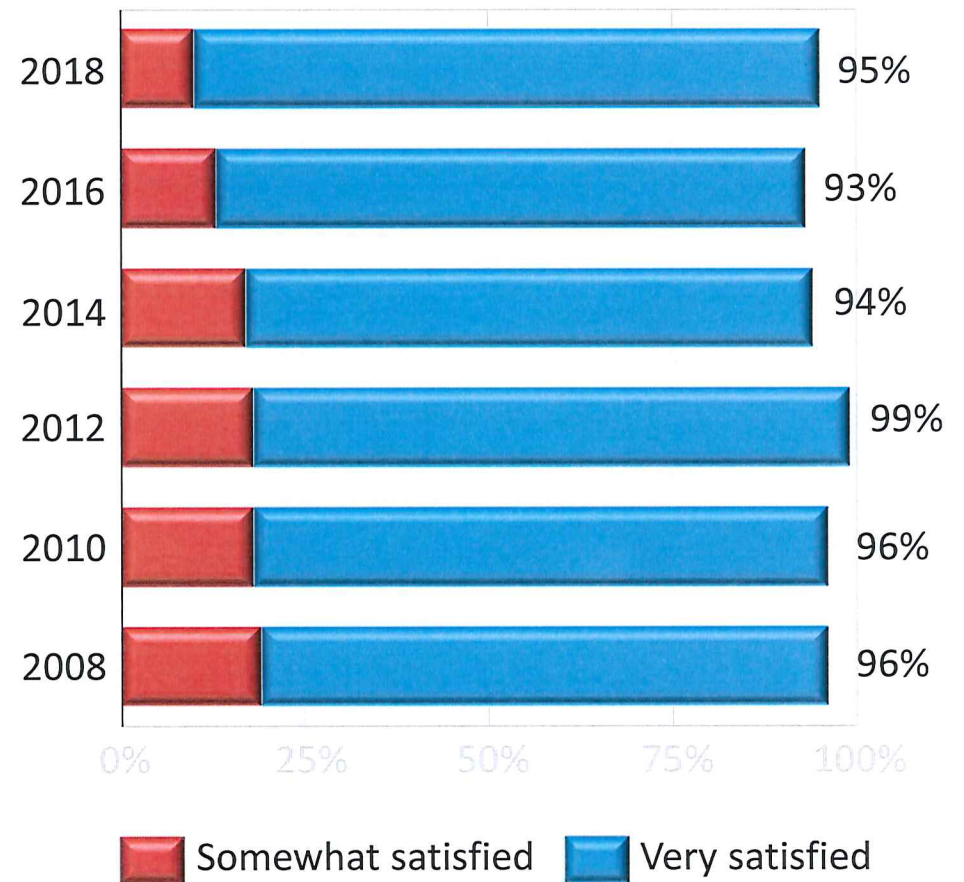
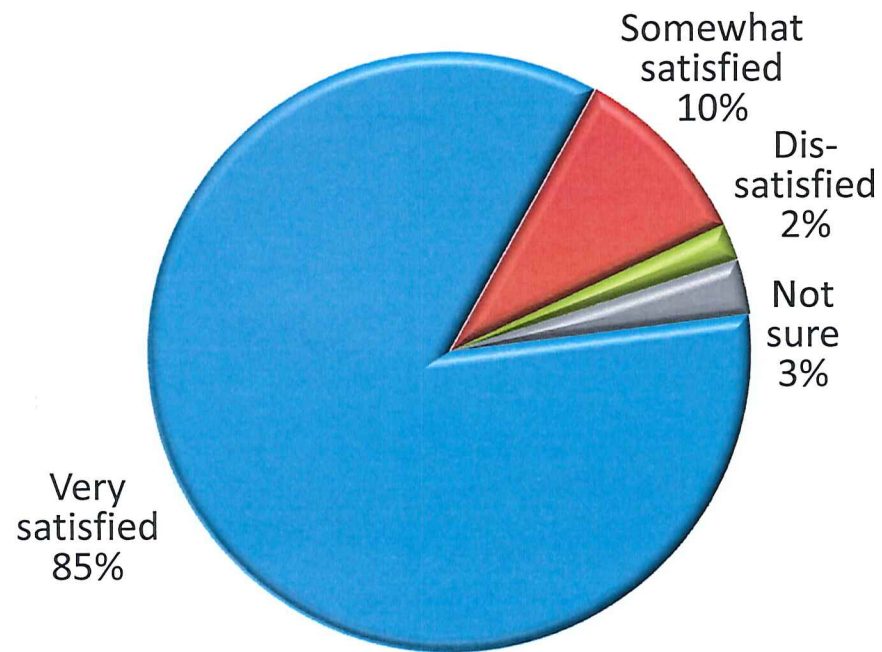


First Responders

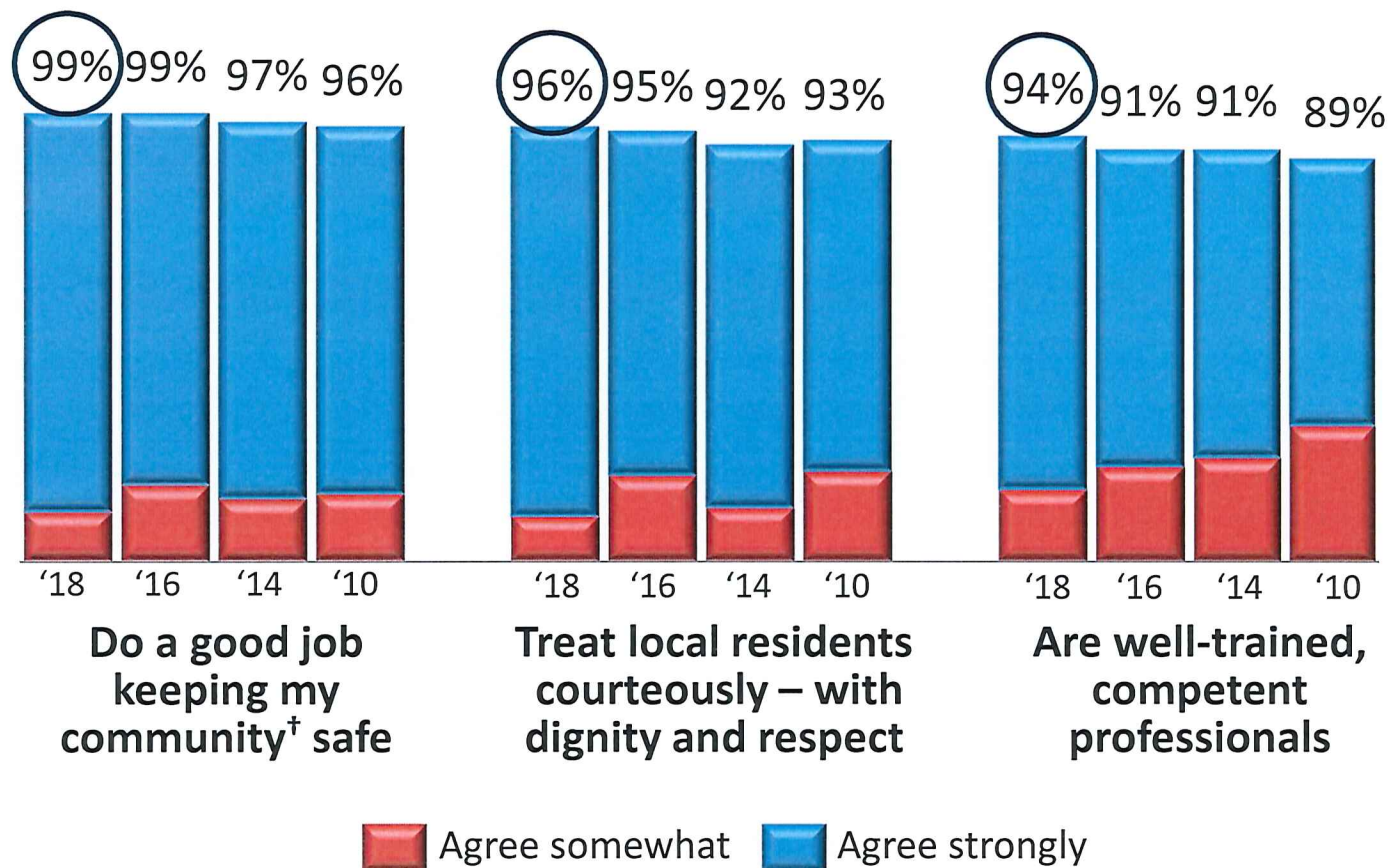
More than nine out of ten residents (95%) are satisfied with the Powell police. Most (85%) are very satisfied.



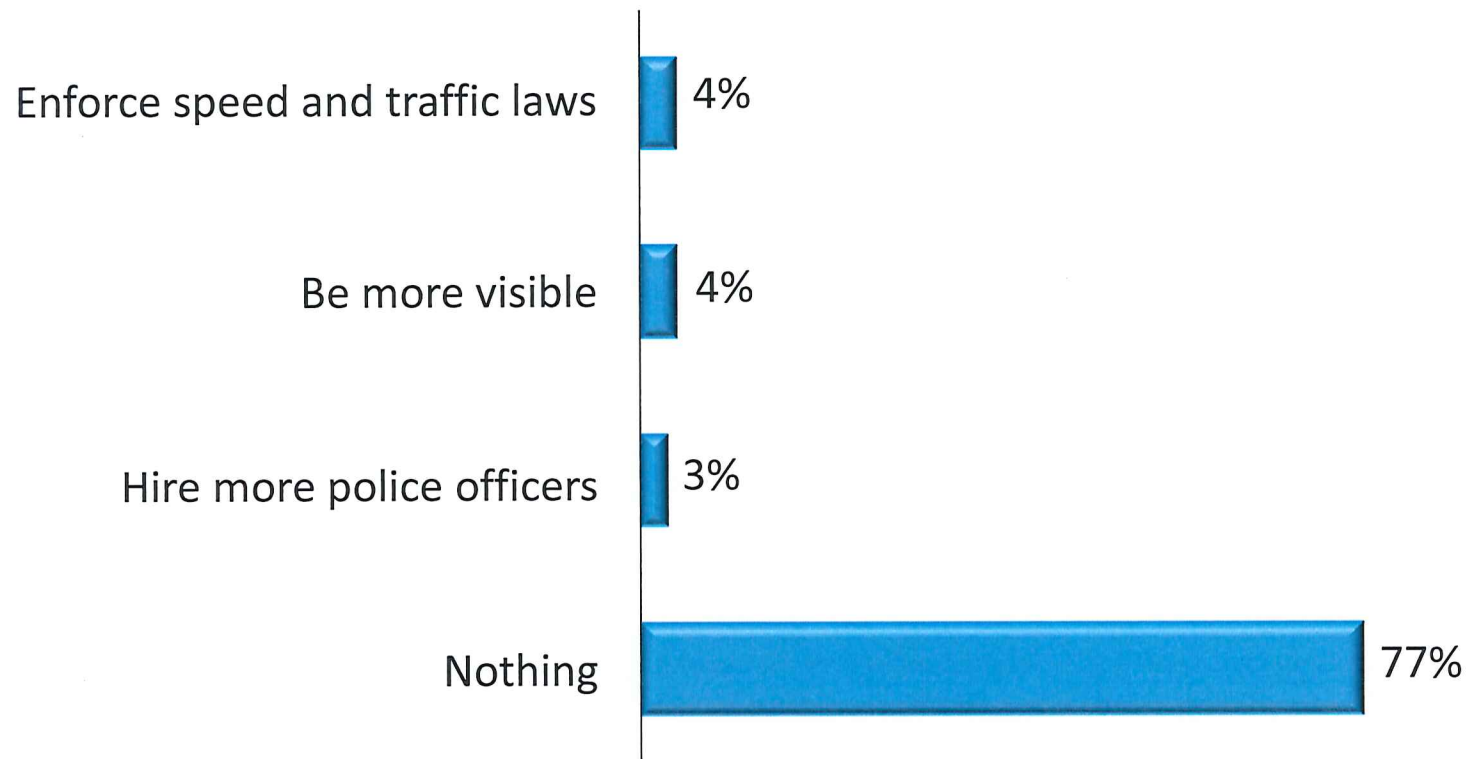
Once again, little has changed.



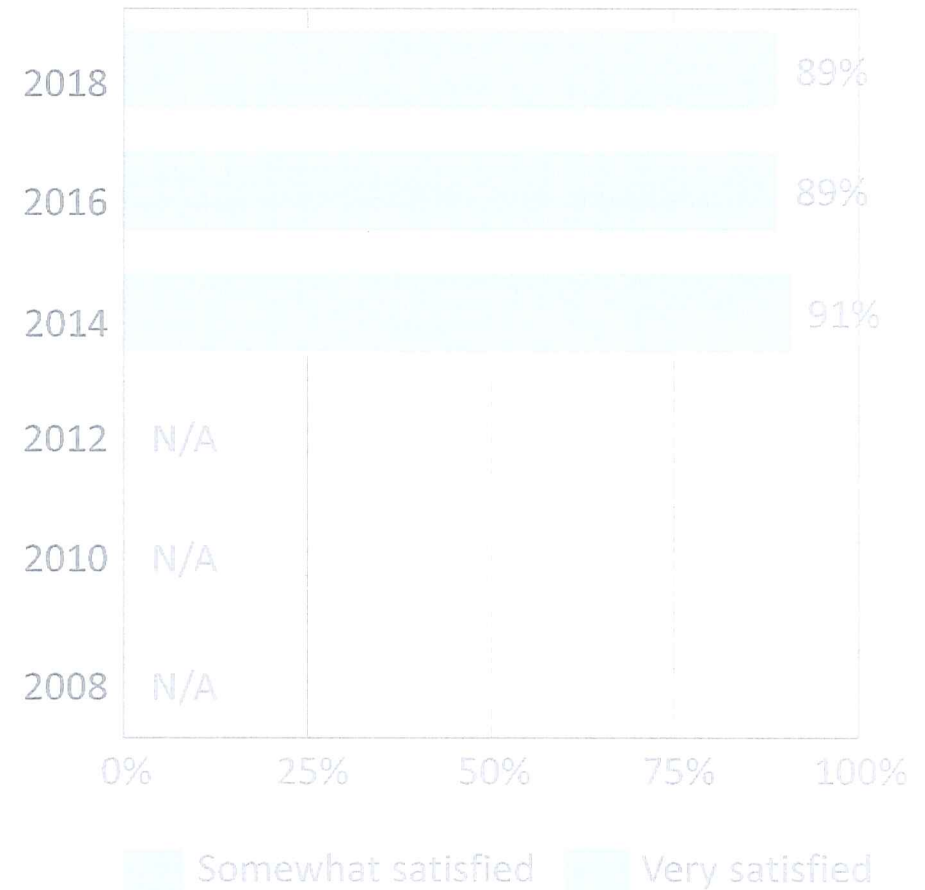
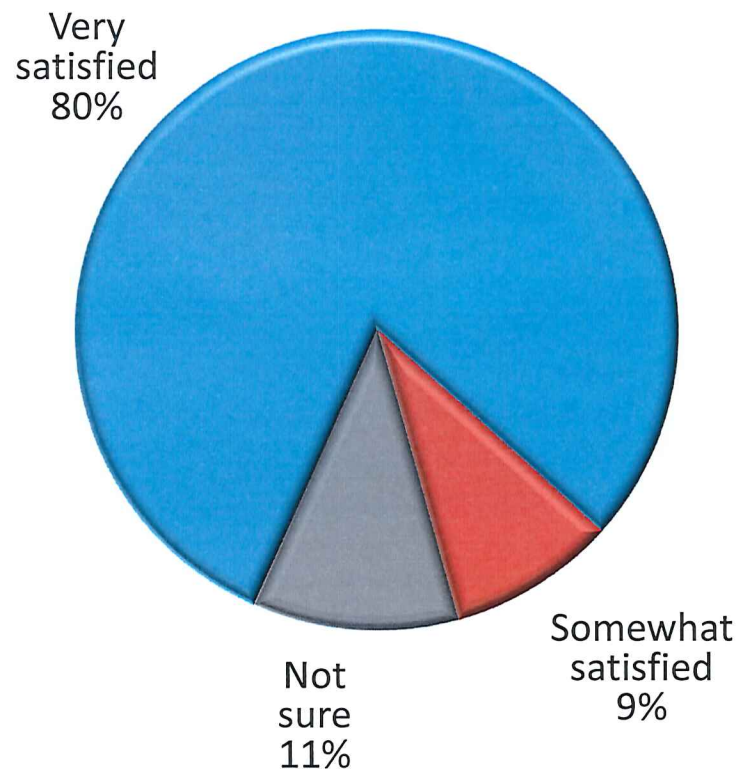
Most residents continue to agree that the Powell police keep the community safe (99%); treat residents courteously (96%); and are well-trained, competent professionals (94%).*



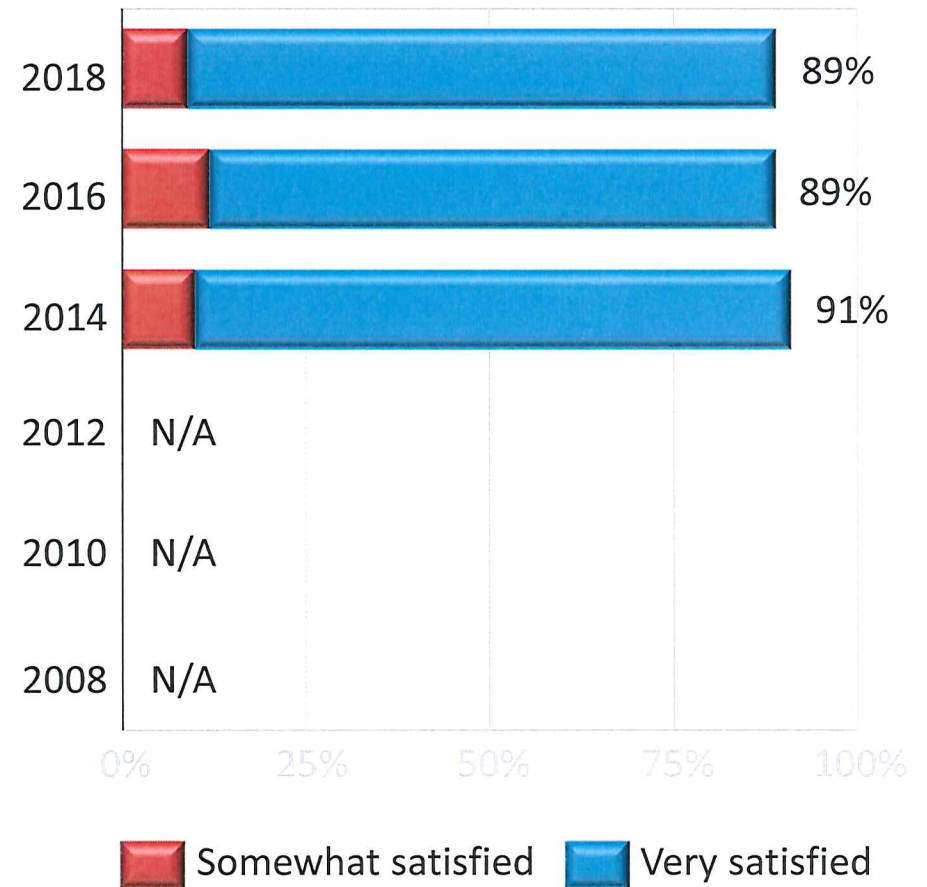
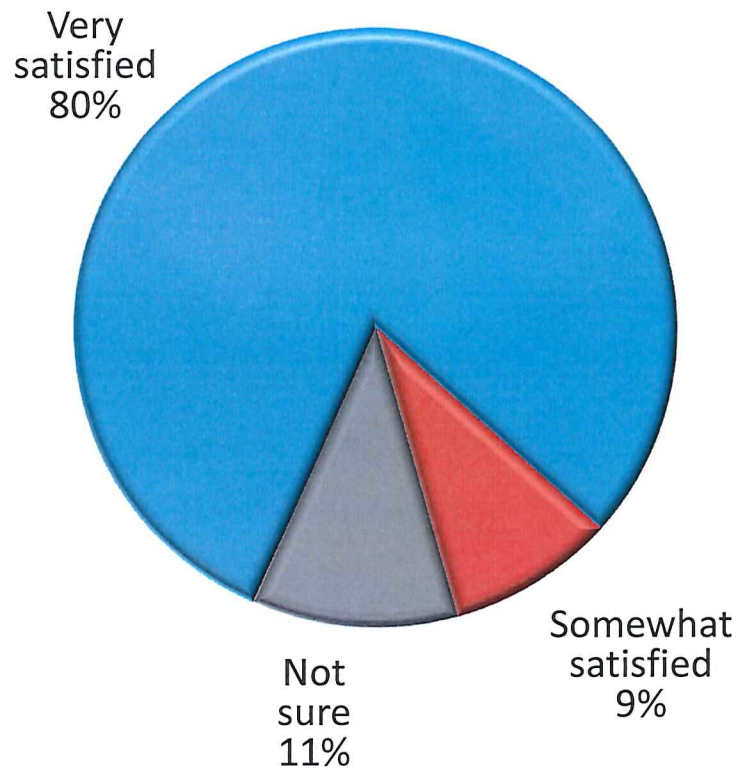
Nearly eight out of ten residents (77%) had neither a suggestion nor recommendation for the Powell police.



Nine out of ten residents (89%) are satisfied with the Liberty Township Fire Department and EMS. Eight out of ten (80%) are very satisfied.



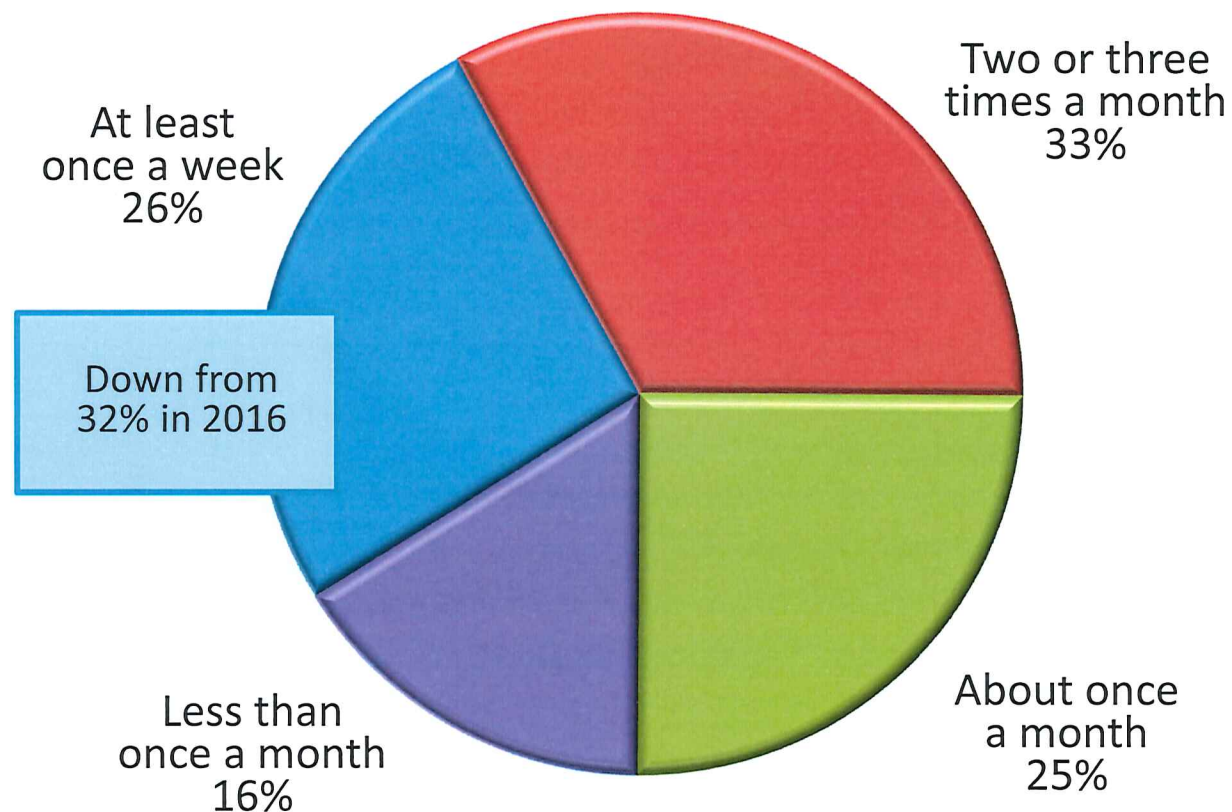
Little has changed since 2014.



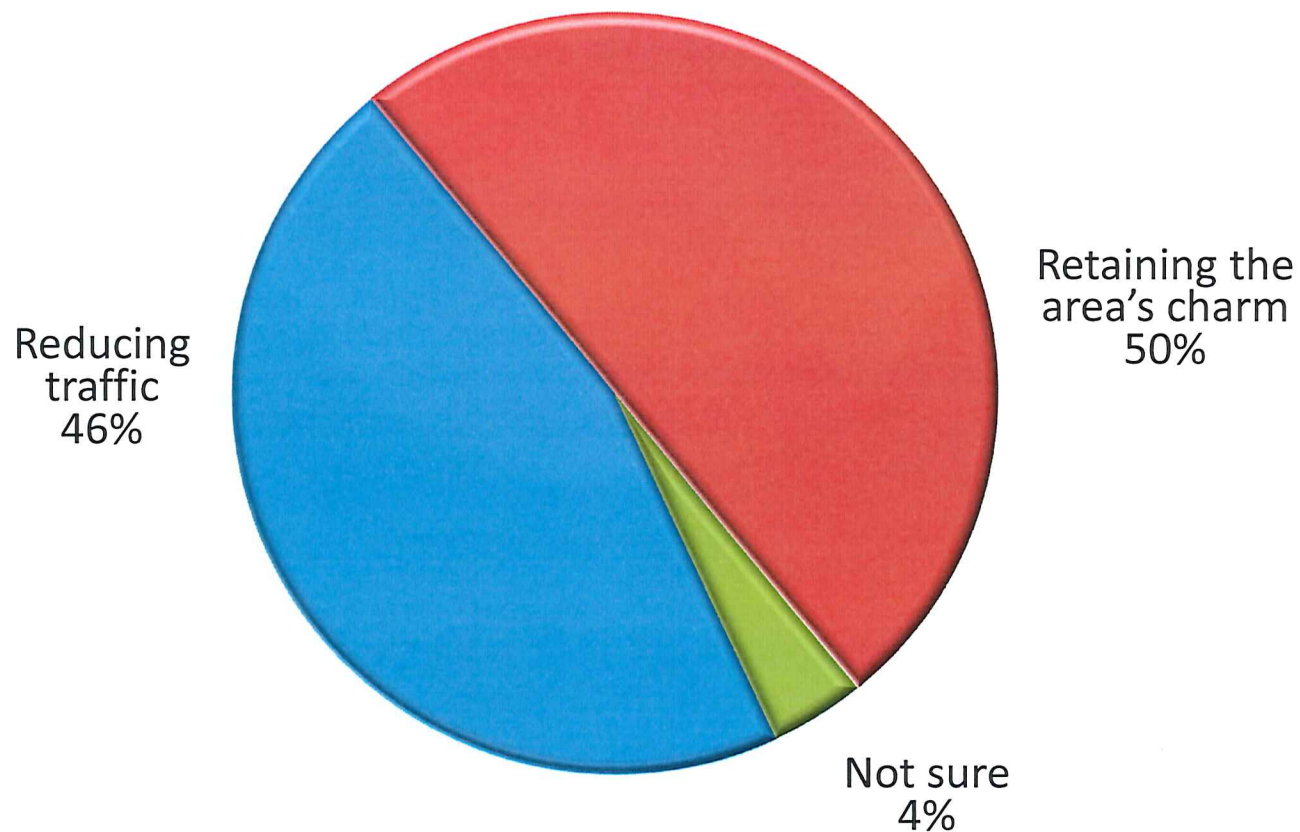


Downtown Powell

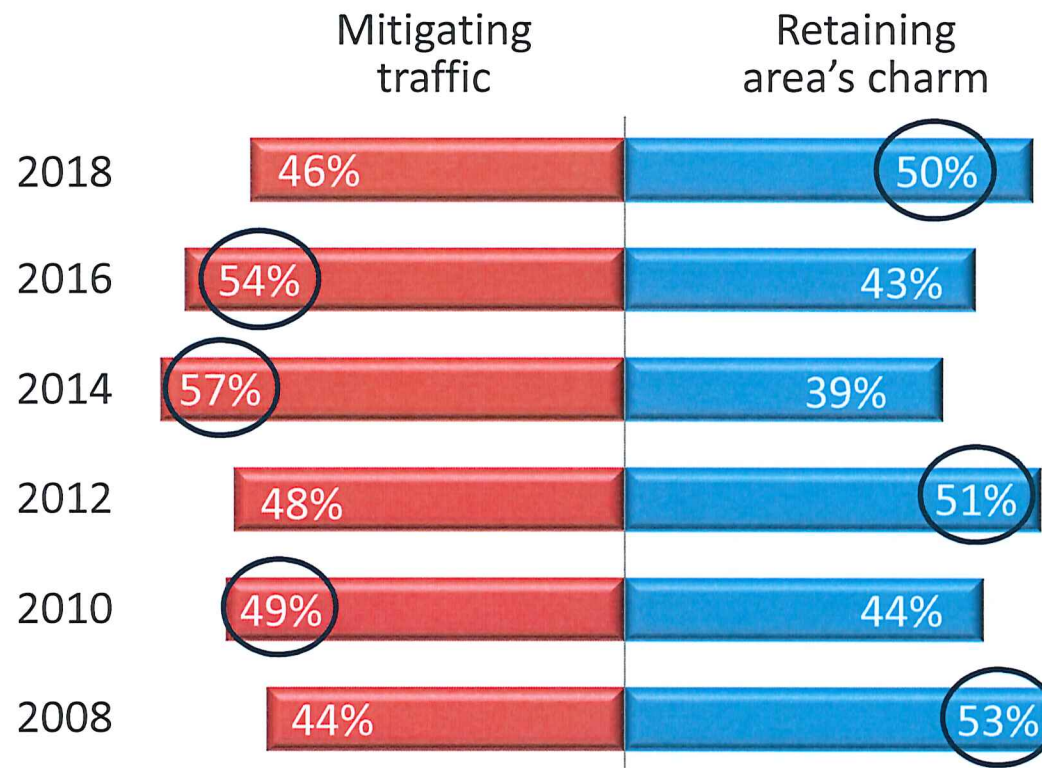
One resident in four (26%) visits a store or restaurant in downtown Powell at least once a week. More than eight out of ten (84%) visit a store or restaurant in downtown Powell at least once a month.



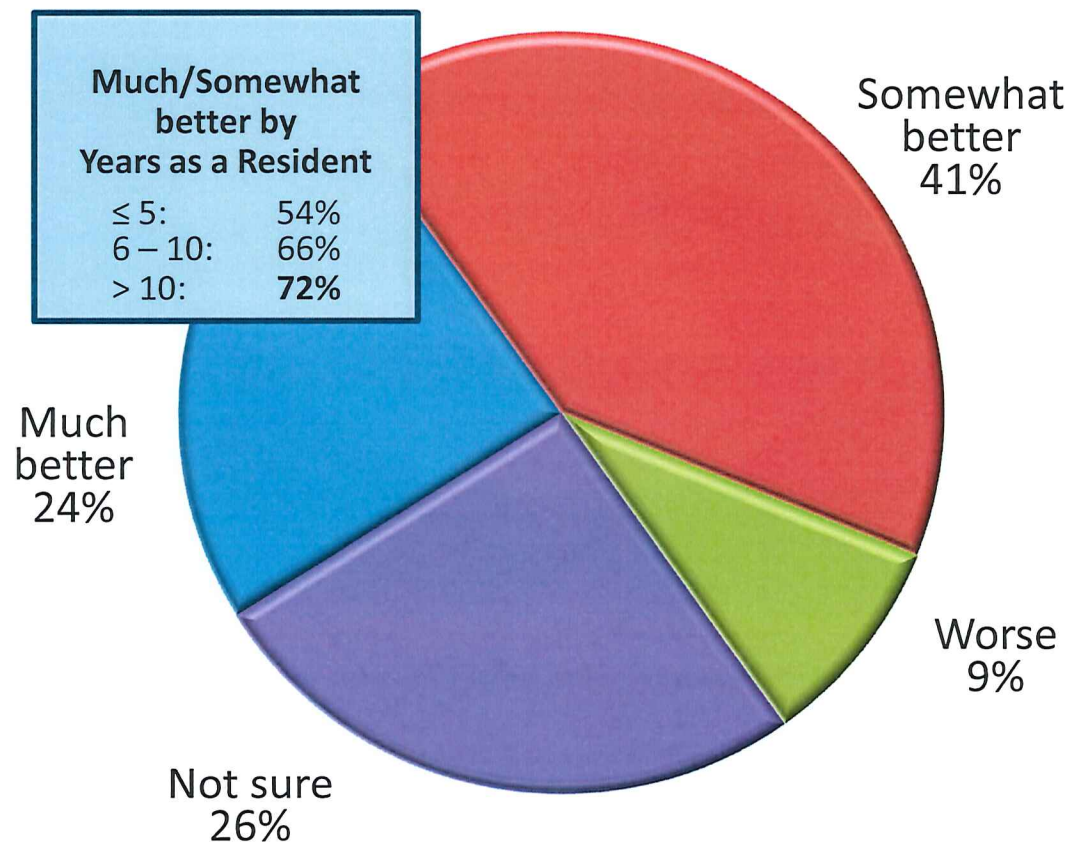
Approximately half the residents (46%) feel that mitigating traffic is more important for downtown Powell than retaining the area's charm. The other half (50%) disagree.



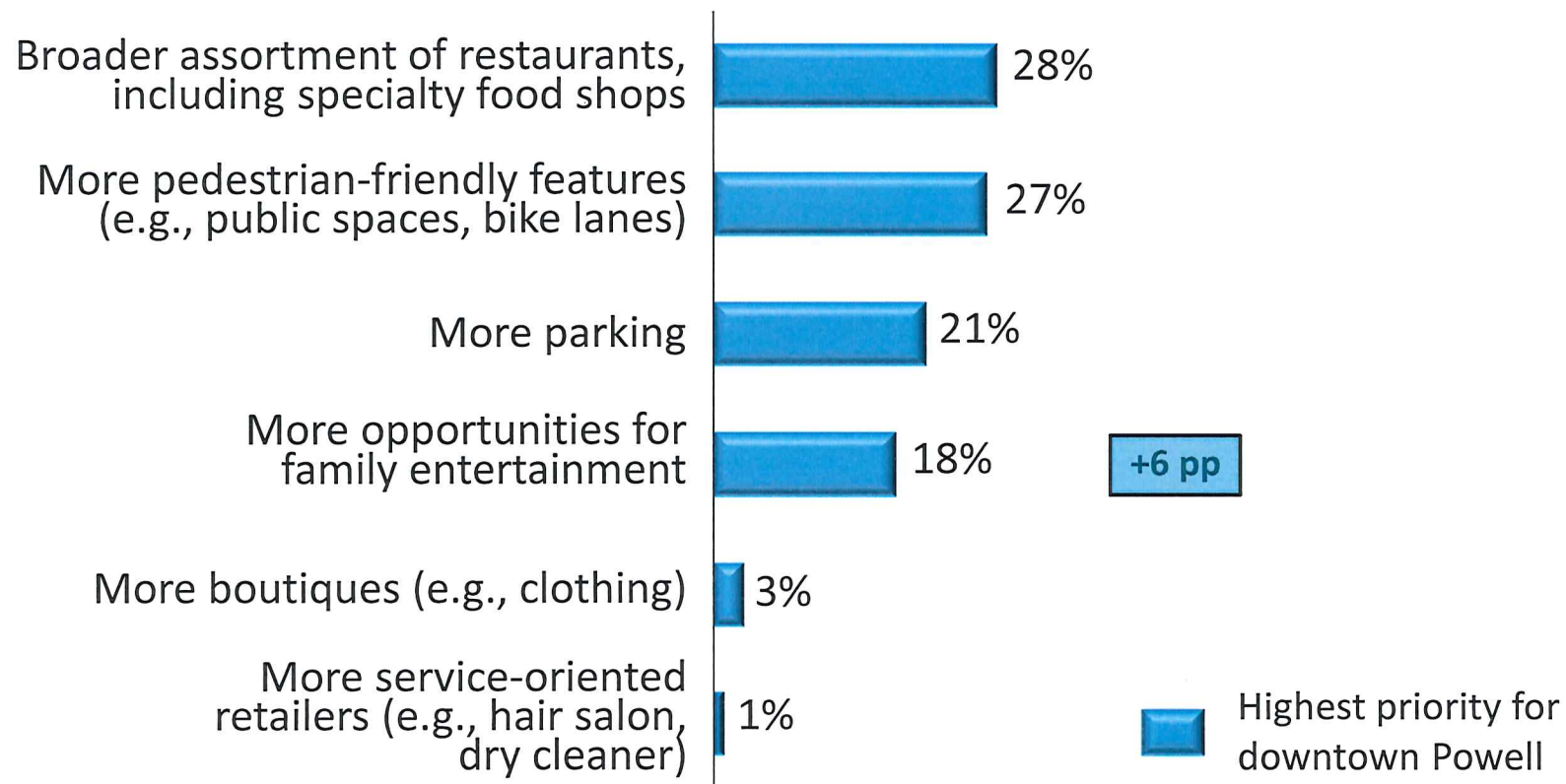
The majority position on this issue has swung back and forth repeatedly. This year the observed shift may reflect the city's most recent efforts to mitigate traffic.



Two out of three residents (65%) feel that downtown Powell has changed for the better over the past few years. This is especially true among residents who lived in Powell for more than a decade.



Among the six enhancements proposed for downtown Powell, food and pedestrian-friendly features were the most commonly mentioned top priorities. Family entertainment has gained ground since 2016.

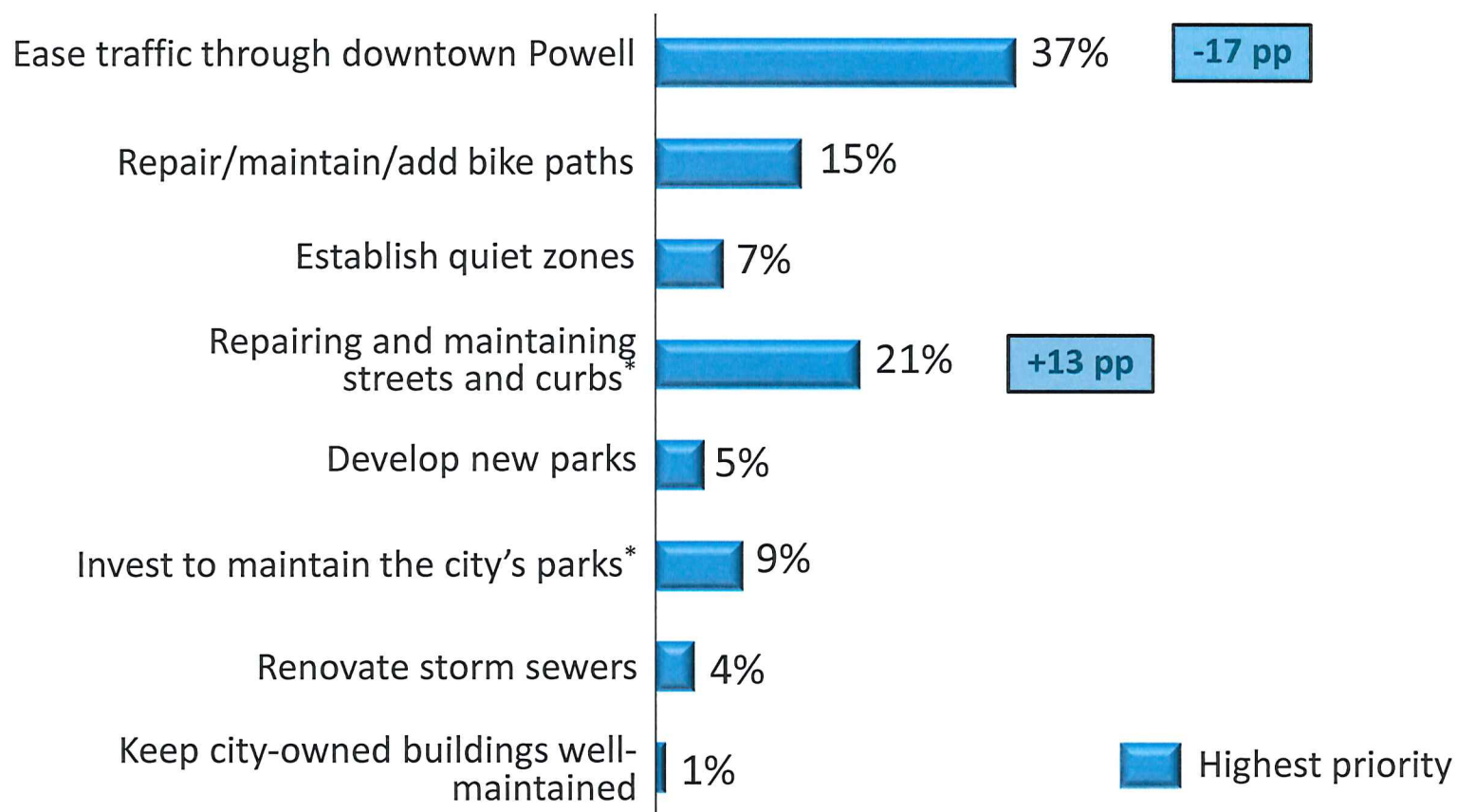




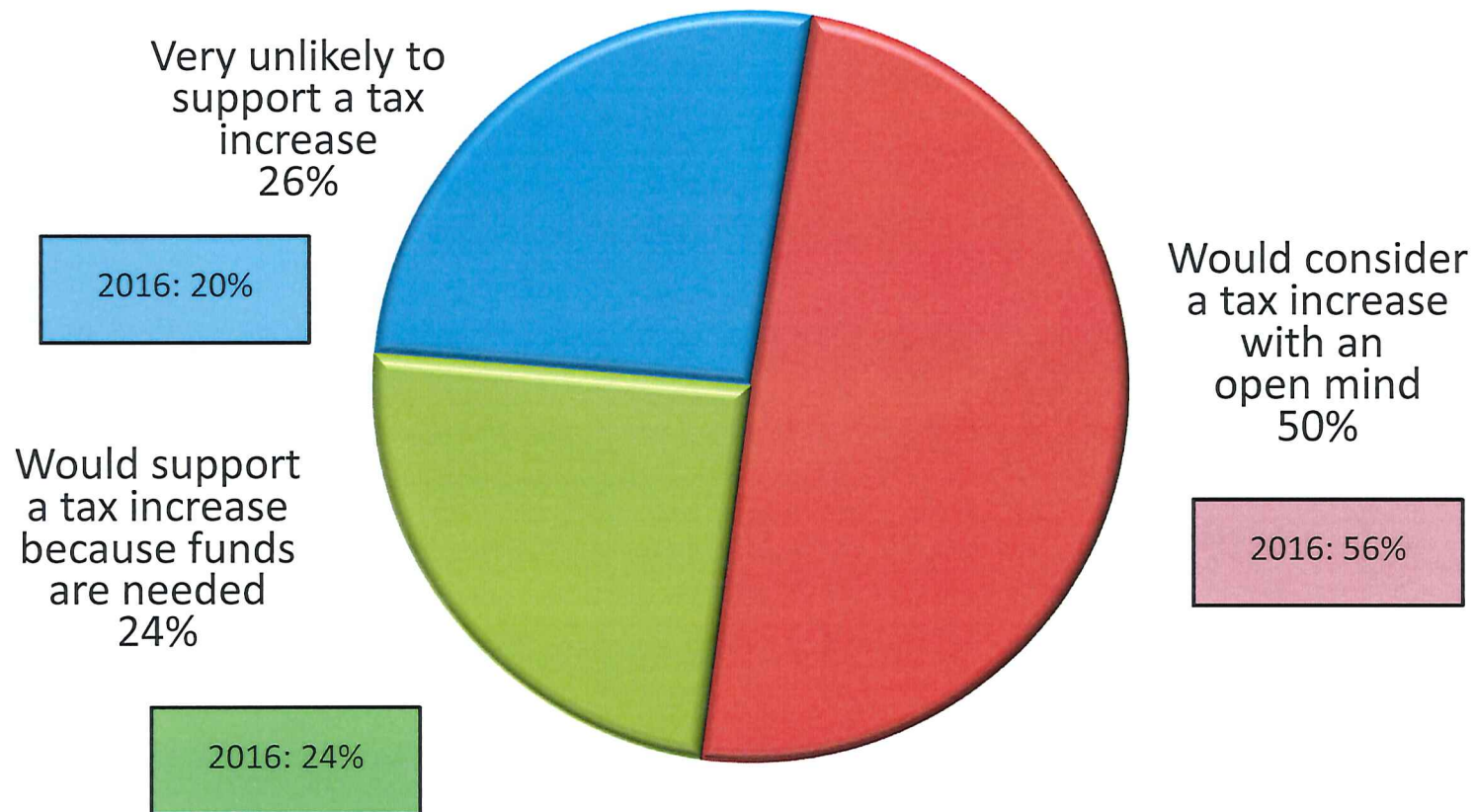
Capital Improvements

Among the eight capital improvements proposed, easing traffic through downtown Powell, though still the most popular project, no longer dwarfs the others.

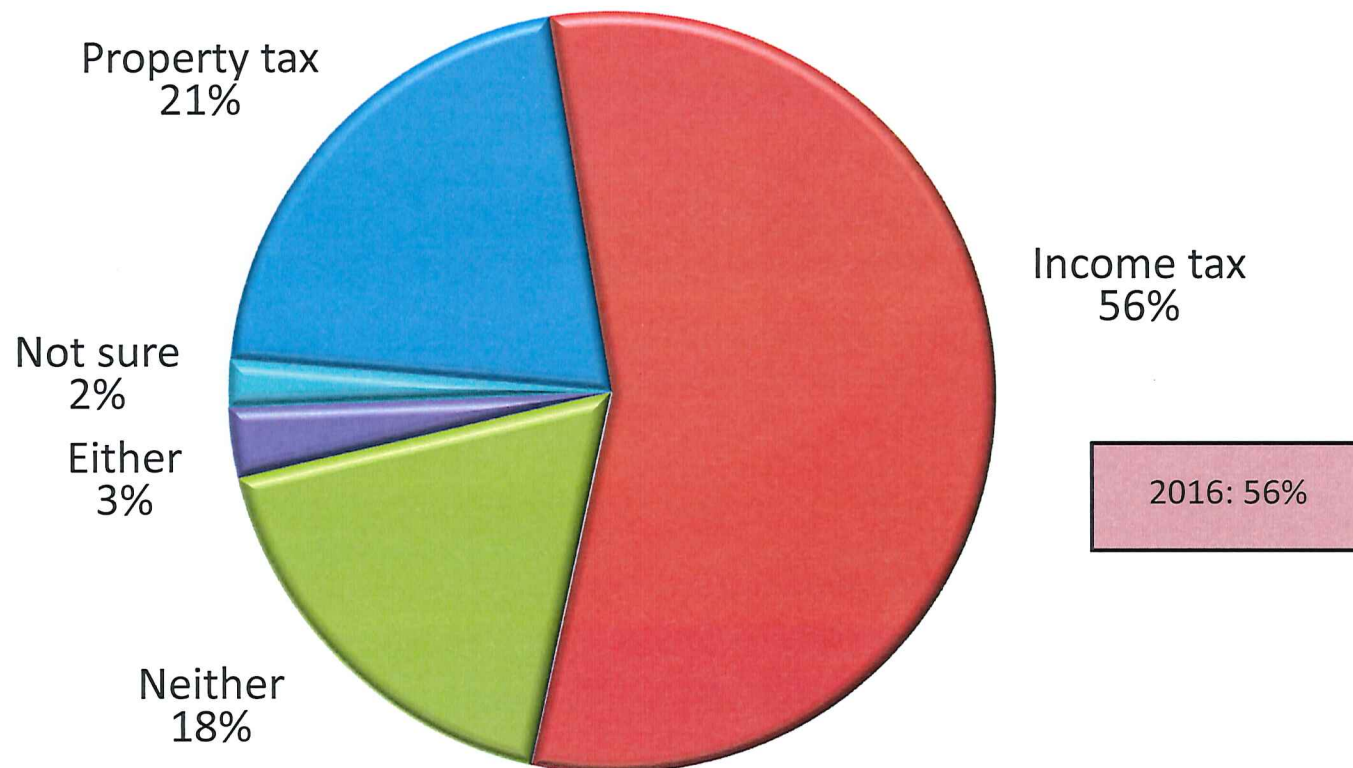
Interest in streets and curbs has increased notably.




One out of four residents (26%) would not support a tax increase for any of these projects, up from one in five (20%) in 2016. Though half (50%) are open-minded, their ranks have thinned. The remaining residents (24%) would support a project they value.



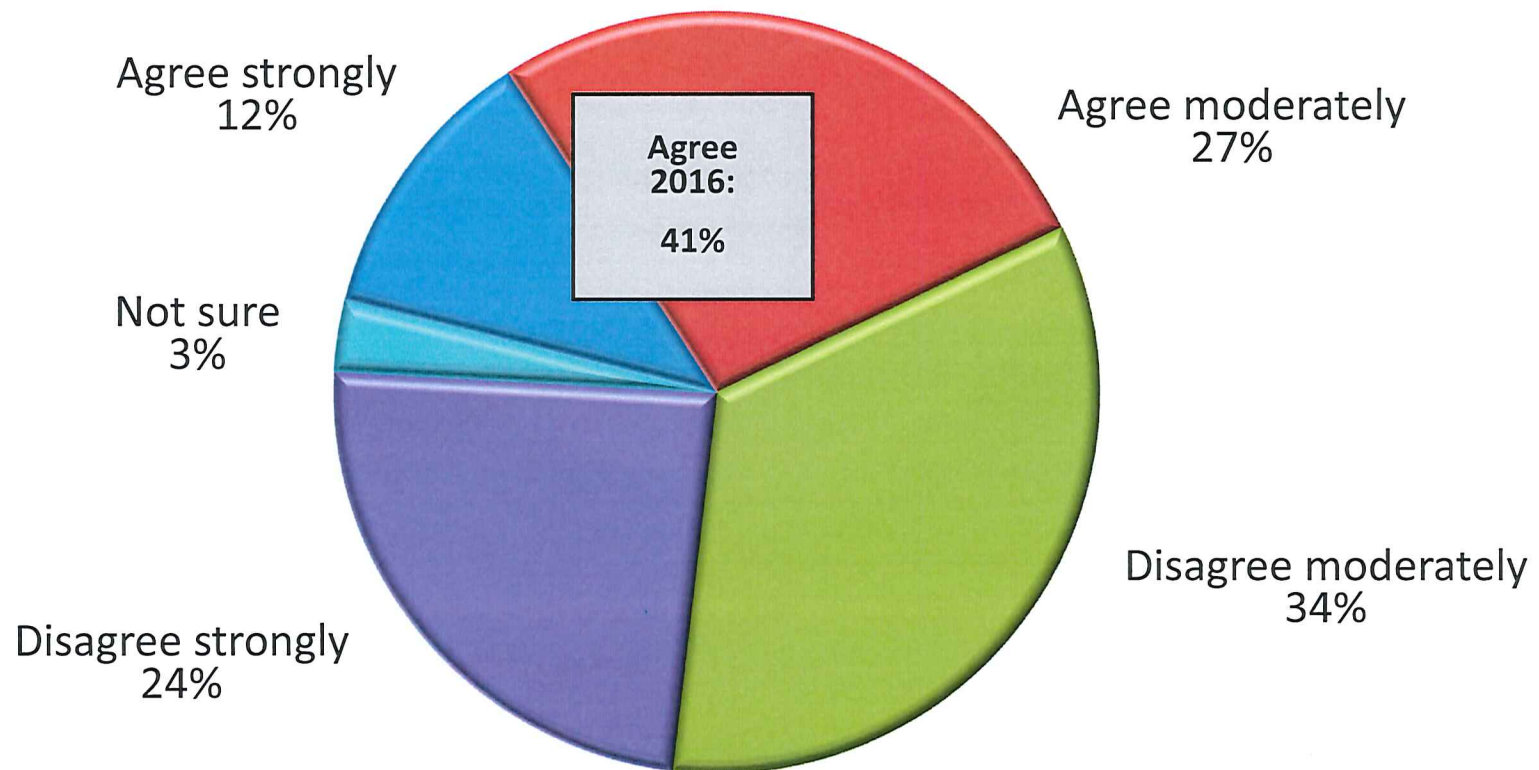
**Among residents with a funding preference, an income tax
draws more than twice the support of a property tax.
Little has changed since 2016.**





Among residents who said that easing traffic through downtown Powell is their highest-priority capital improvements project, only one out of five (20%) would support a tax increase to address it. The same was true in 2016 (21%).

Only four out of ten residents (39%) agree that the quality of life in Powell will begin to decline if additional funding for capital improvements cannot be found. Little has changed since 2016.





The Future



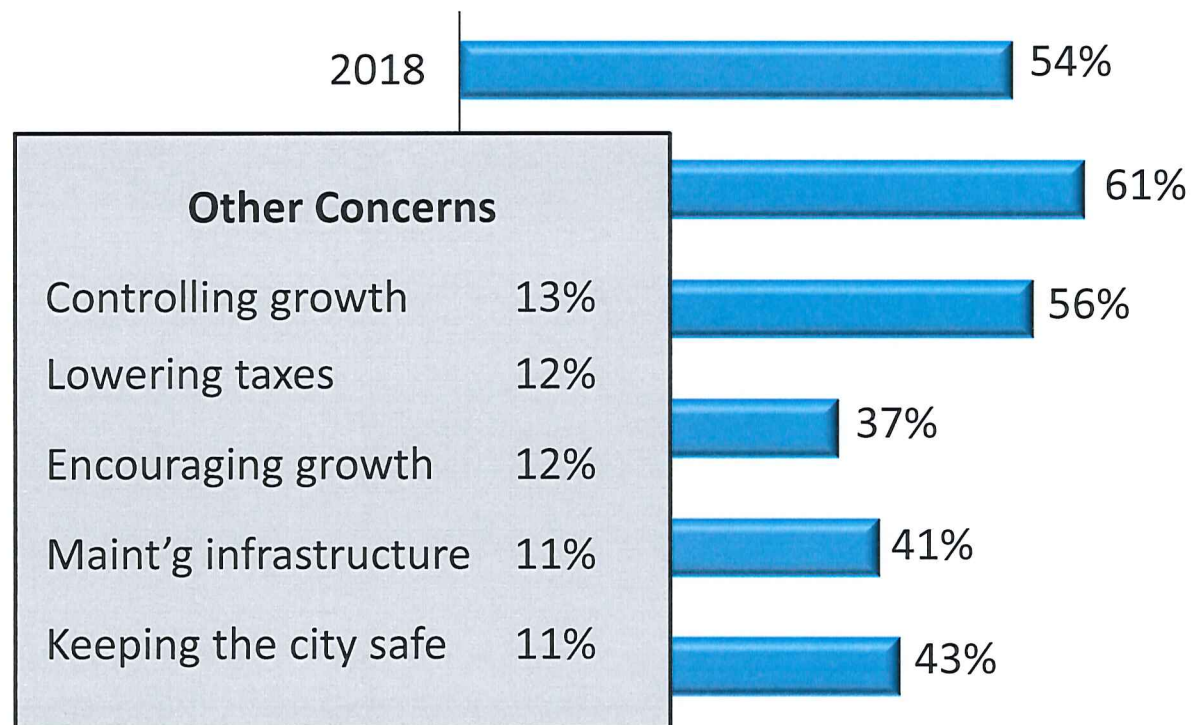
As in past years, residents were asked:

“When you think of issues, concerns, or problems facing the City of Powell, what should your local public officials consider their ... highest priorities?”

Only one issue was mentioned frequently.

Traffic.

The figure this year (54%), however, reflects an improvement from the comparable figure in 2016 (61%).





Residents were asked:

“What would you like to see more of in Powell?”



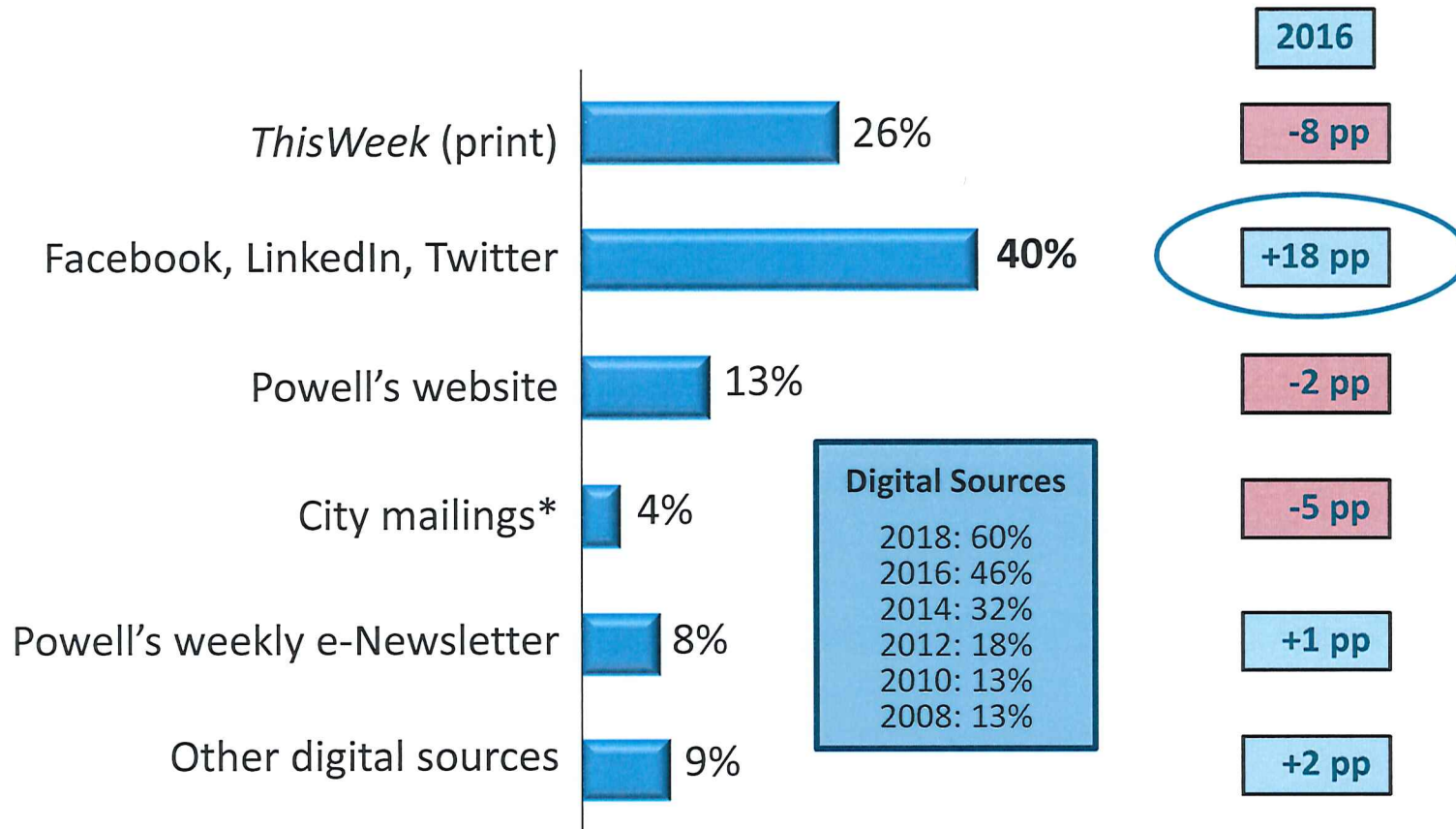
Residents were asked:

“What would you like to see less of in Powell?”



Communications

A plurality of residents get most of their news about Powell from social media – and the number has grown, often at the expense of print.



*Excluding quarterly newsletter

Q31: Other than friends and family, where do you get most of your news and information about Powell?

Though interest in social media continues to grow, many residents do not use it to follow the city.

	2012	2014	2016	2018
Have Facebook account	63%	67%	70%	73%
Been to Powell's Facebook page	15%	29%	39%	48%
Have a Twitter account	18%	29%	37%	35%
Follow Powell on Twitter			7%	10%
Have a LinkedIn account			56%	60%
Follow Powell on LinkedIn			3%	3%
Have a Next Door account				21%

Q35: Do you have a Facebook account?

Q36: Have you ever been to Powell's Facebook page? (all respondents)

Q37: Do you have a Twitter account?

Q38: Do you follow Powell on Twitter? (all respondents)

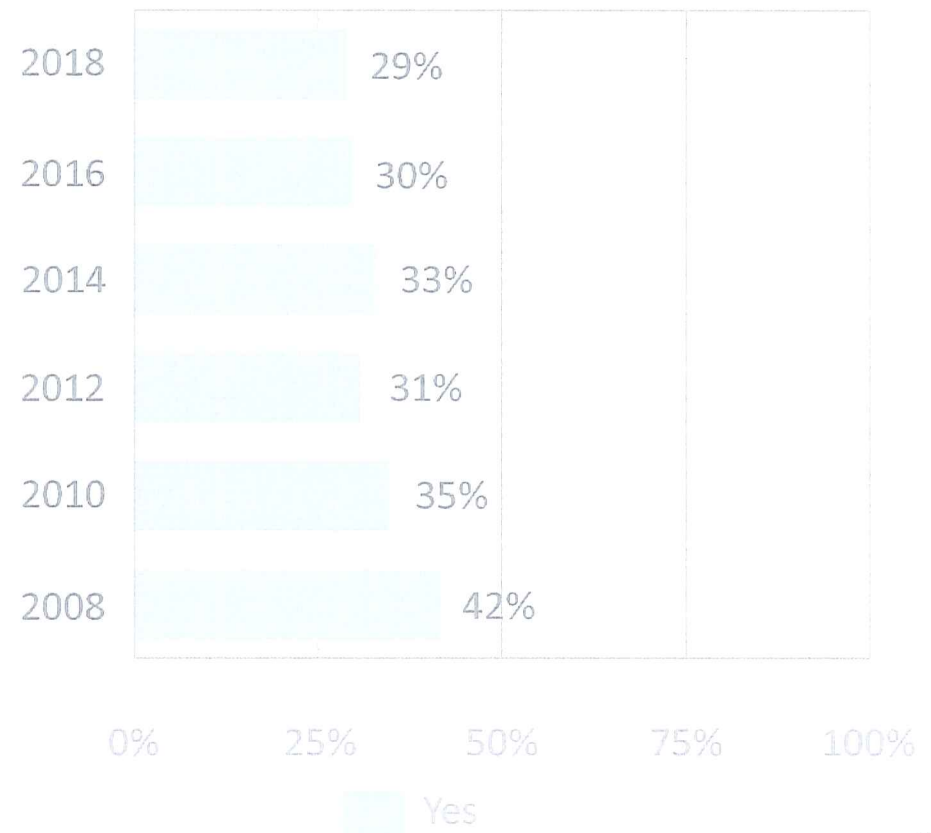
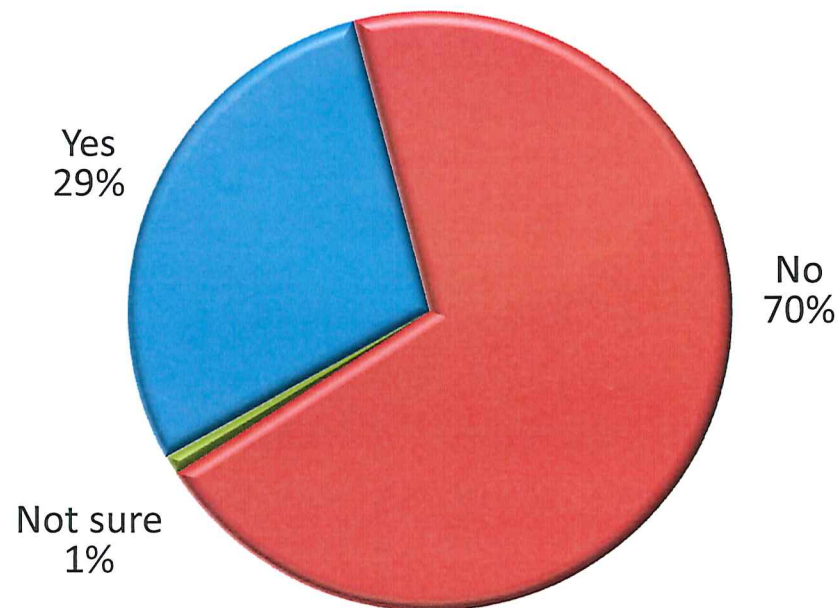
Q39: Do you have a LinkedIn account?

Q40: Do you Follow Powell on LinkedIn? (all respondents)

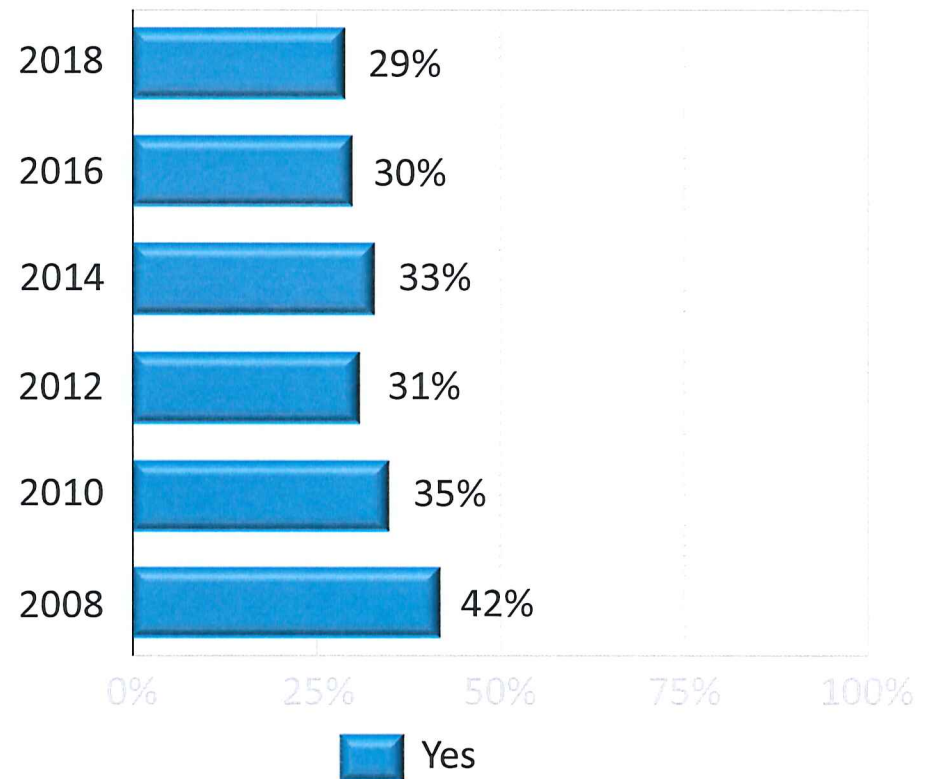
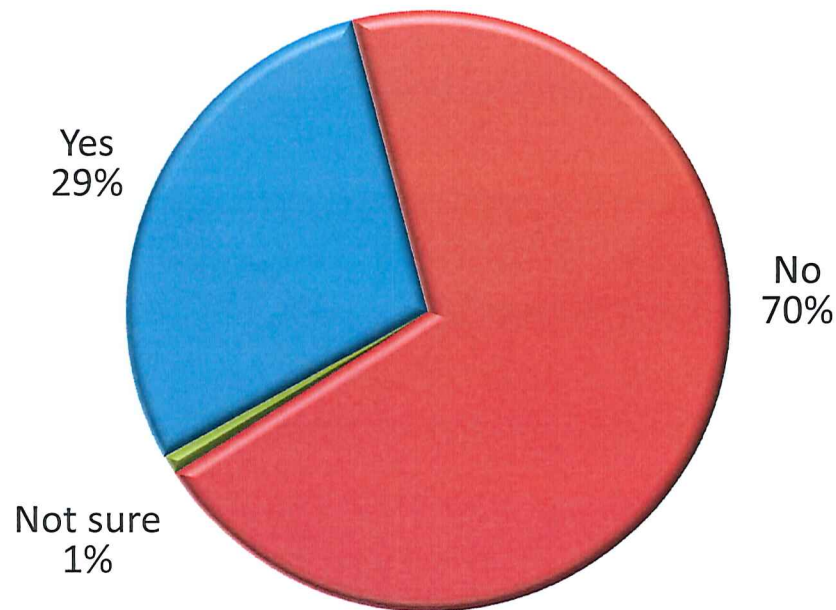
Q41: Do you have a Next Door account?

Three out of ten residents (29%) have visited Powell's website over the past three months.

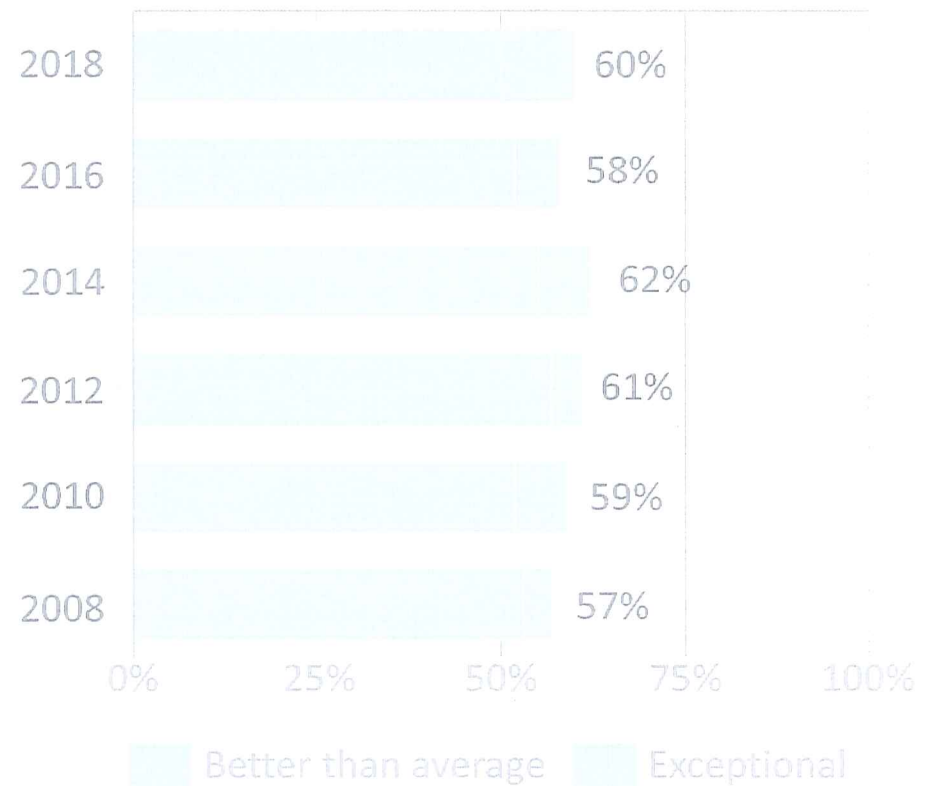
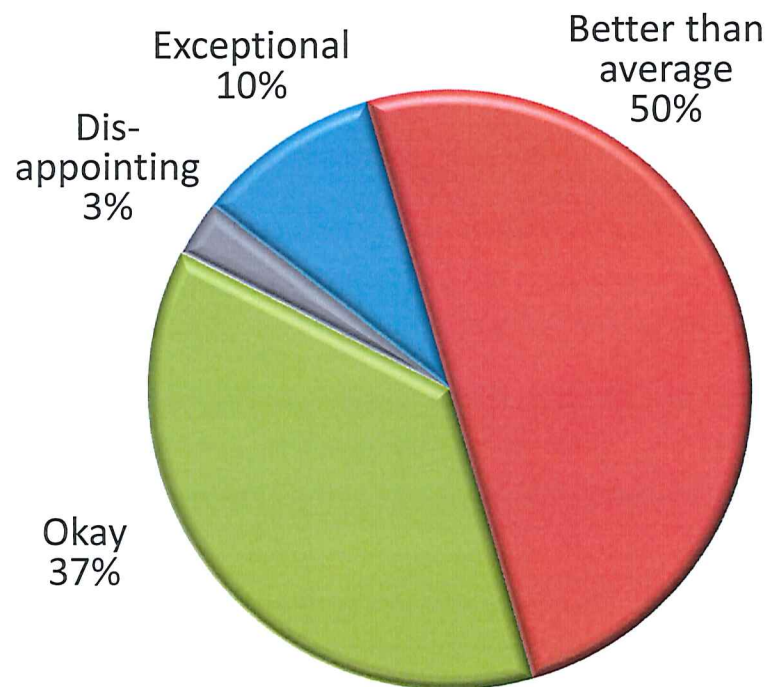
Six out of ten (58%) have been to the site in the past six months, up from 50% in 2016.



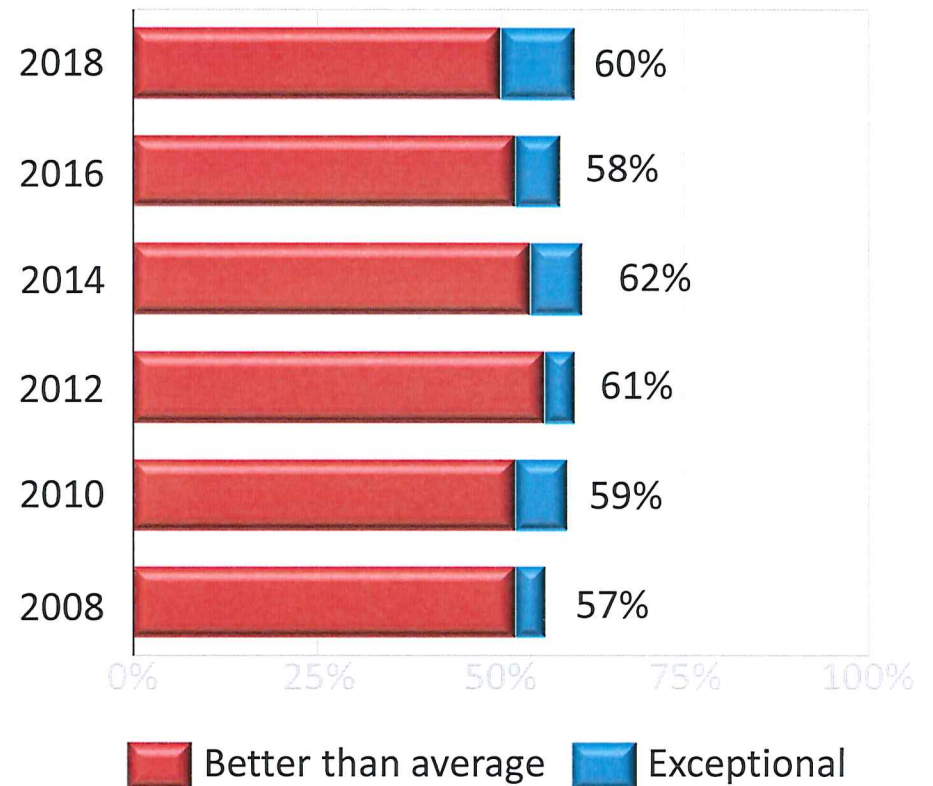
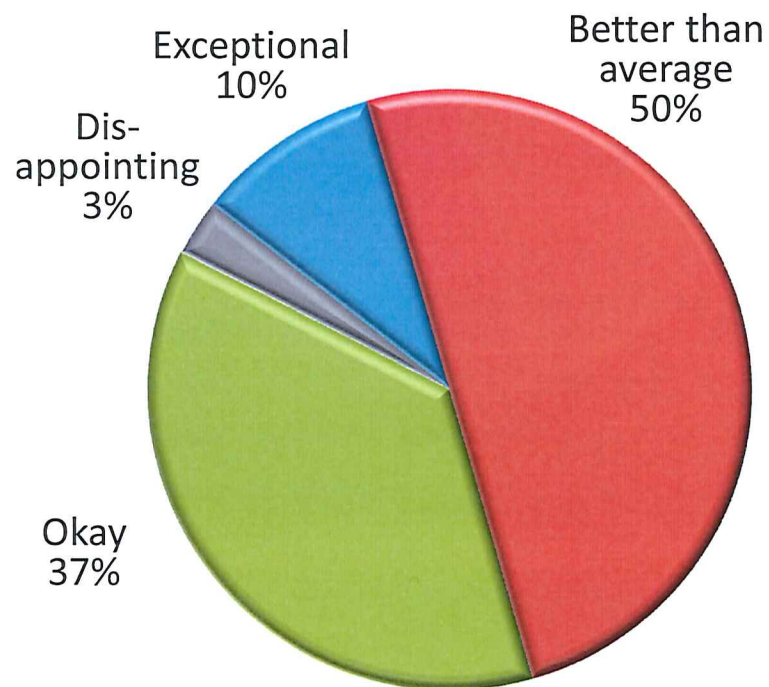
The decline from 2008 supports the contention that for information about Powell, some residents are shifting from the city's relatively static website to more dynamic digital platforms, such as Facebook and Twitter.



Six out of ten residents (60%) who have visited the city's website recently* consider it either exceptional or better than average. Roughly a third describe it as just okay.



Positive impressions of Powell's website have changed little since 2008.





Takeaways

- As in previous years, a majority of residents consider the City of Powell an exceptional community. They praise the services and amenities the city provides as well as its small-town atmosphere.
- In addition, most agree that Powell is heading in the right direction. What had been a negative trend on that question appears to have eased.
- Negative trends have also eased in other areas:
 - Satisfaction with City Council;
 - Satisfaction with the city's efforts to revitalize downtown; and
 - Satisfaction with the city's efforts to control residential growth and development.

- In two areas, attitudes have changed significantly:
 - More residents are satisfied with the city's efforts to mitigate traffic; but
 - Fewer are satisfied with how city officials manage the city's money.
- Once again, residents have little enthusiasm for a tax increase tied to capital improvements. However, if offered a choice, an income tax would trump a property tax.
- Consistent with this lack of enthusiasm, most residents do not believe – as they have not in previous years – that the quality of life in Powell will begin to decline if additional funding for capital improvements cannot be found.

- Finally, though interest in digital communications continues to grow, many residents, who could, do not follow the city on social media. Arguably, additional encouragement would change that.