



City of Powell Community Attitudes Survey

Saperstein Associates, Inc. / Winter 2021



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 with important data as planning for the future continues.

Similar studies were conducted biennially in 2008, 2010, 2012, 2014, 2016, and 2018.



Methodology

- Telephone interviews were conducted with a random sample of 312 registered voters living in Powell.
- Averaging 26 minutes in length, the interviews were conducted on cell phones (80%) and landlines (20%) from Monday, February 8 to Sunday, March 7, 2021.
- The Margin of Error for this survey is $\leq \pm 5.6$ percentage points at the 95 percent level of confidence.
- The sampling frame for this survey was developed from records provided by the Delaware County Board of Elections and Aristotle, a list specialist.
- As the table on the following slide reveals, 10,630 unique telephone numbers were dialed at least once before the lists were exhausted and interviewing ceased. In 2010, the comparable number was 2,954 – a figure that yielded 402 interviews, 90 more than secured for the current study.

*A Dialing History: 2010- 2021**

	2021	2018	2016	2014	2012	2010
Total numbers dialed†	10,630	7,676	6,055	4,783	3,637	2,954
Working household number	8,510	5,879	5,305	3,928	3,116	2,670
Resident reached	991	1,586	1,350	1,466	1,507	1,515
Resident refused	449	736	499	611	652	513
Resident completed interview	312	401	402	402	406	402
Sampling error ($\leq \pm pp$ @ 95%)	5.6	4.9	4.9	4.9	4.9	4.9
Length in minutes	26	19	18	17	17	16

12%

57%

*Data not available for 2008. / †For some residents, both cell and landline numbers were available.

- Despite the smaller sample, the residents interviewed represent the Powell community on several key demographics.*

	Actual*	Survey†
Younger than 25	9%	9%
25 to 34	10%	8%
35 to 44	24%	25%
45 to 54	27%	28%
55 to 64	13%	13%
Older than 64	17%	17%

	Actual*	Survey†
Male	49%	49%
Female	51%	51%
African American	1%	1%
Asian	12%	12%
White	84%	82%
Other	3%	5%

*SOURCE: U.S. Census Bureau / American Fact Finder / †Data were weighted to better reflect known population parameters.

- Despite the smaller sample, the residents interviewed represent the Powell community on several key demographics.

	Actual*	Survey†
Precinct A	6%	9%
Precinct B	7%	6%
Precinct C	11%	9%
Precinct D	8%	7%
Precinct E	11%	13%
Precinct F	11%	10%

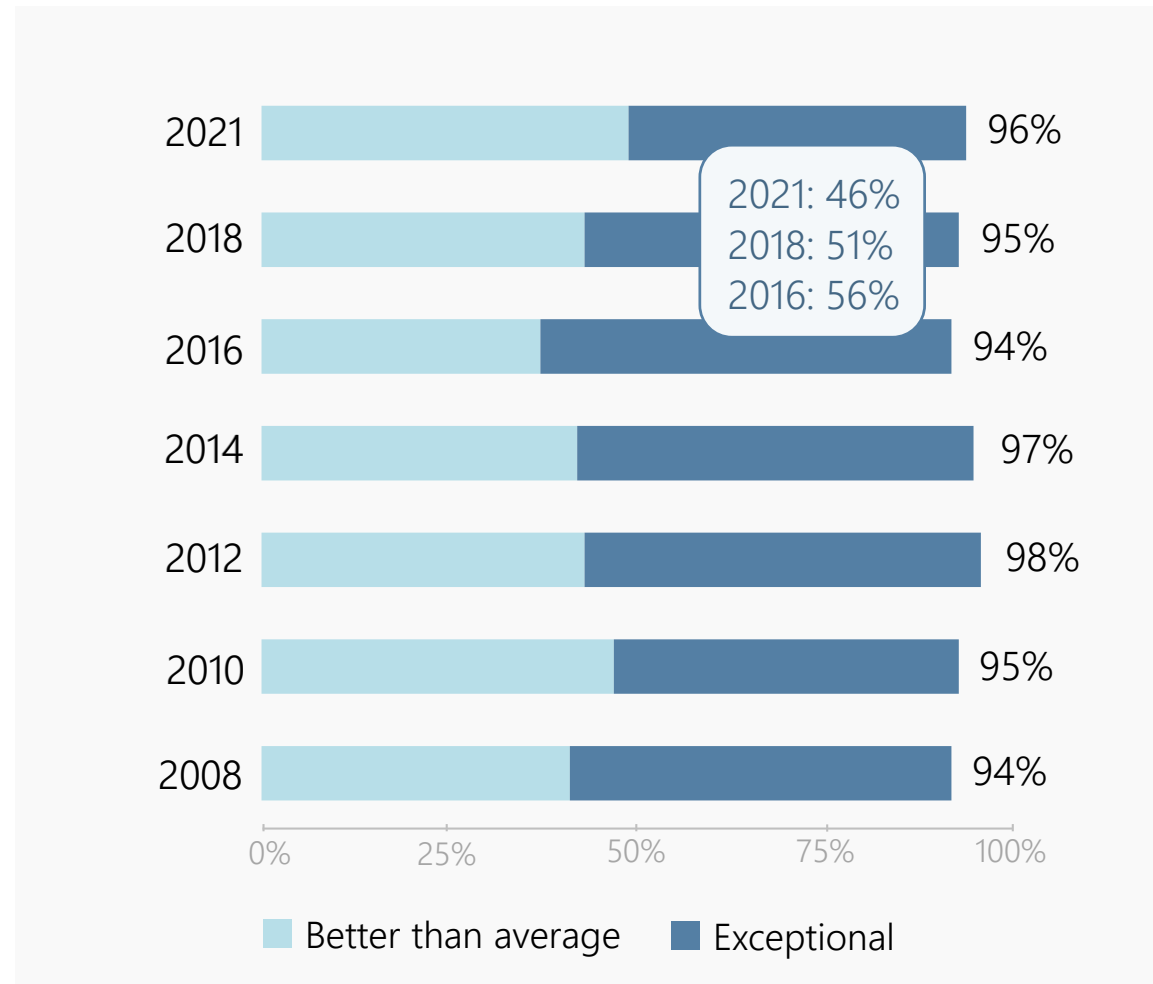
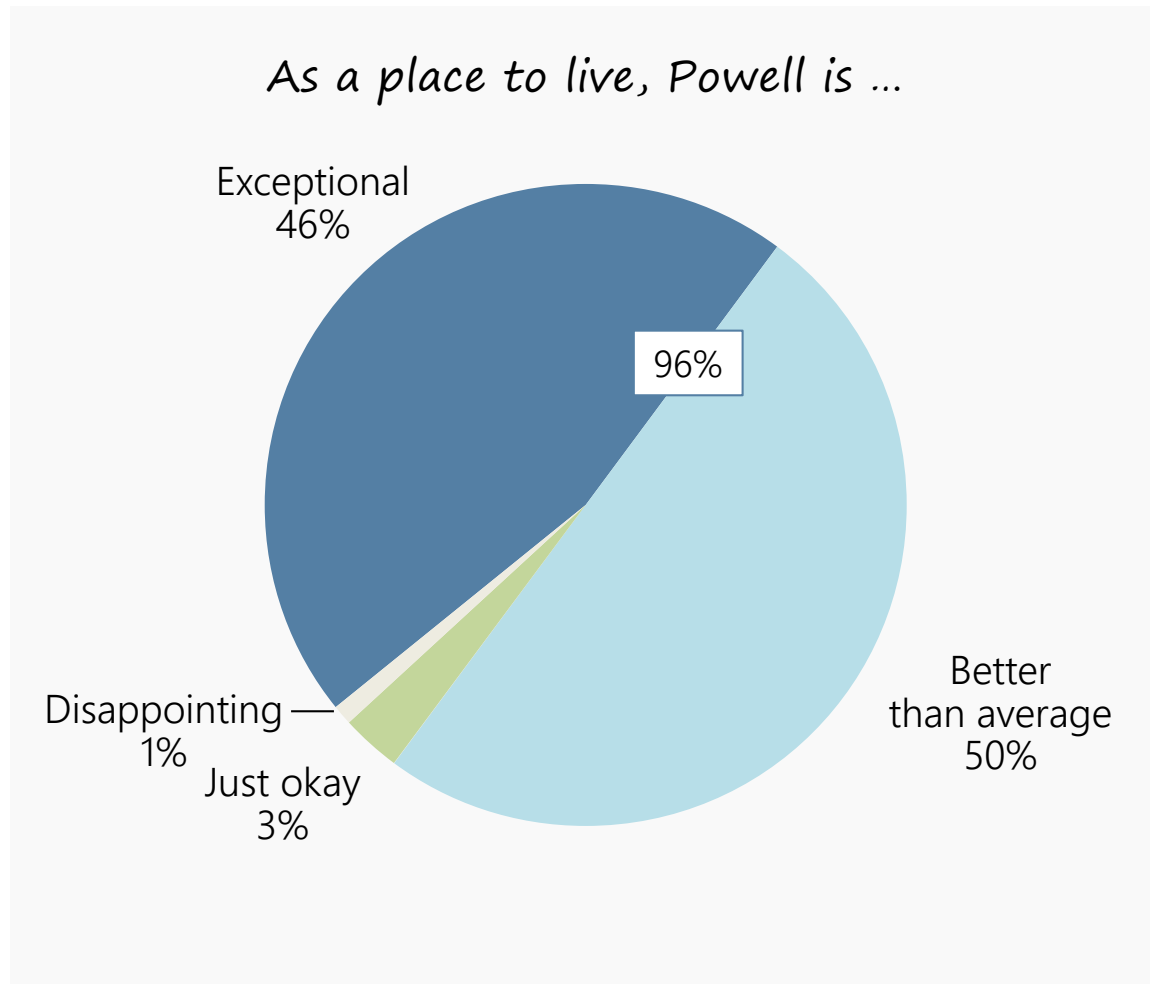
	Actual*	Survey†
Precinct G	7%	6%
Precinct H	10%	8%
Precinct I	10%	10%
Precinct J	11%	14%
Precinct K	8%	8%

*SOURCE: U.S. Delaware County Registered Voter List, 2020 / †Data were weighted to better reflect known population parameters.

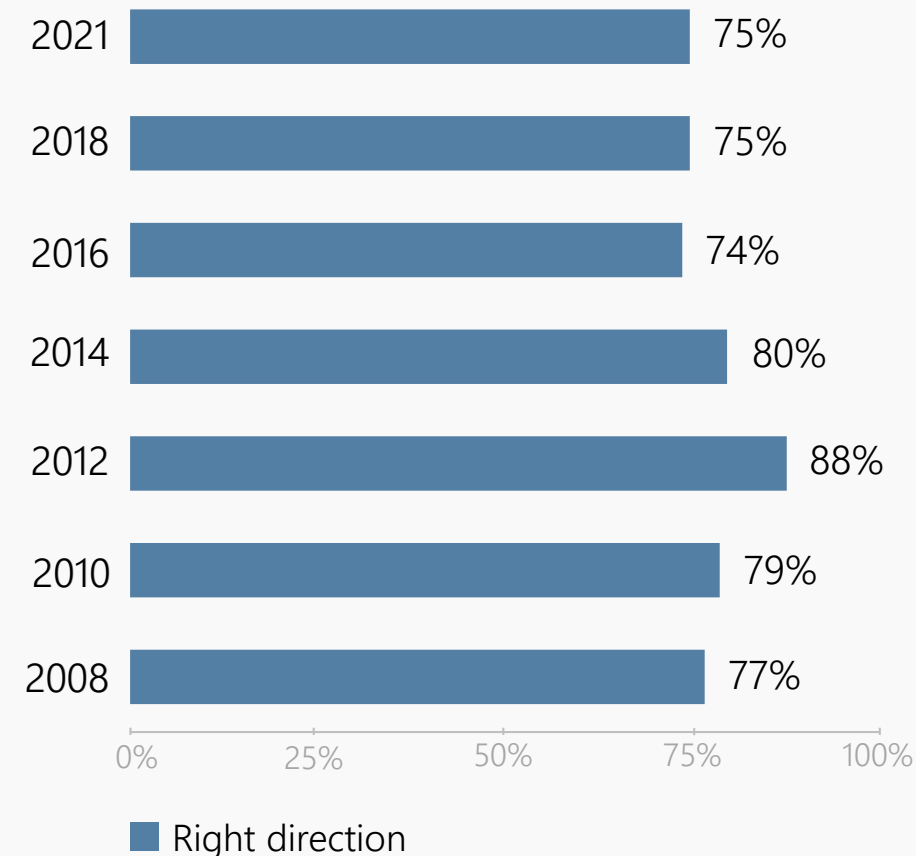
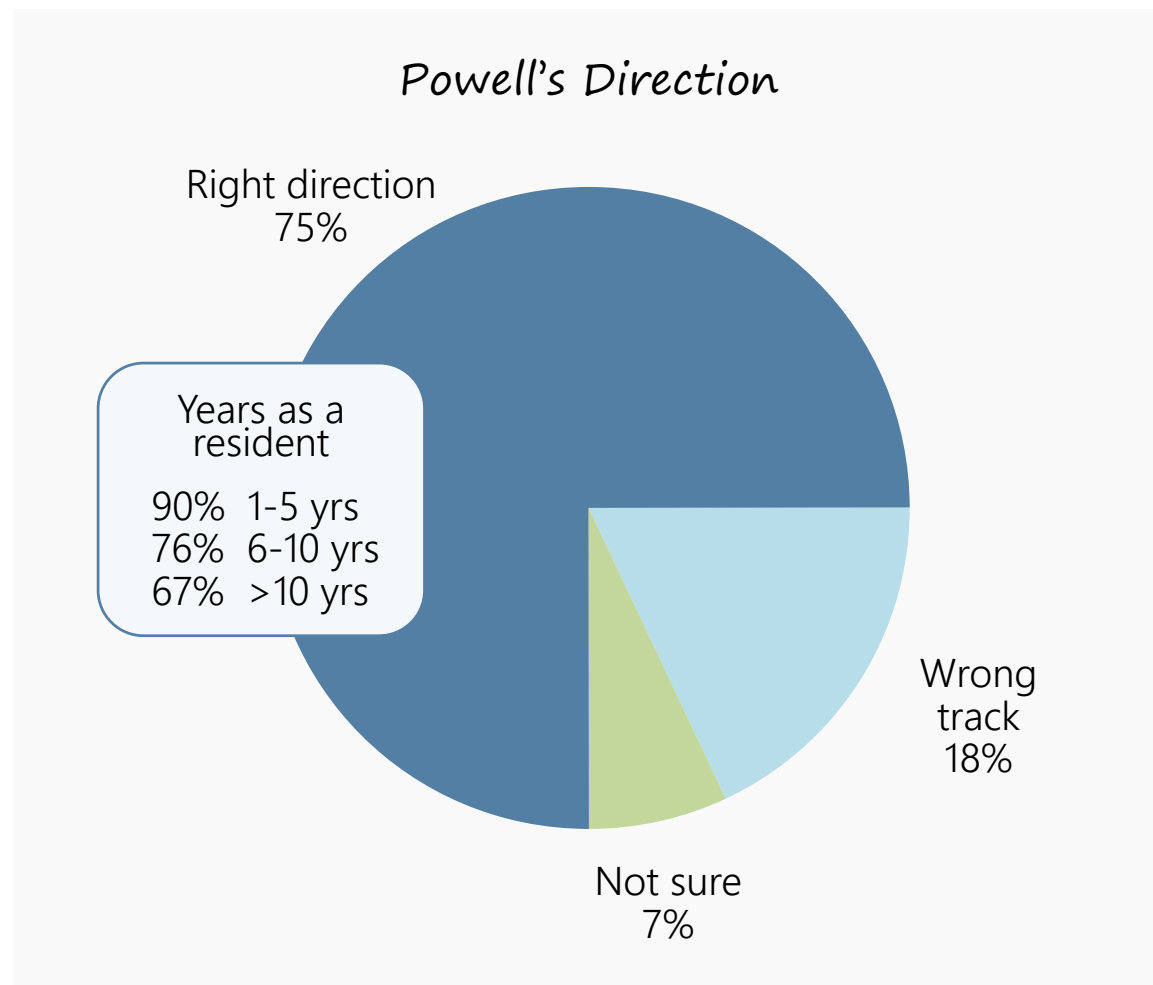


Powell as a Place to Live

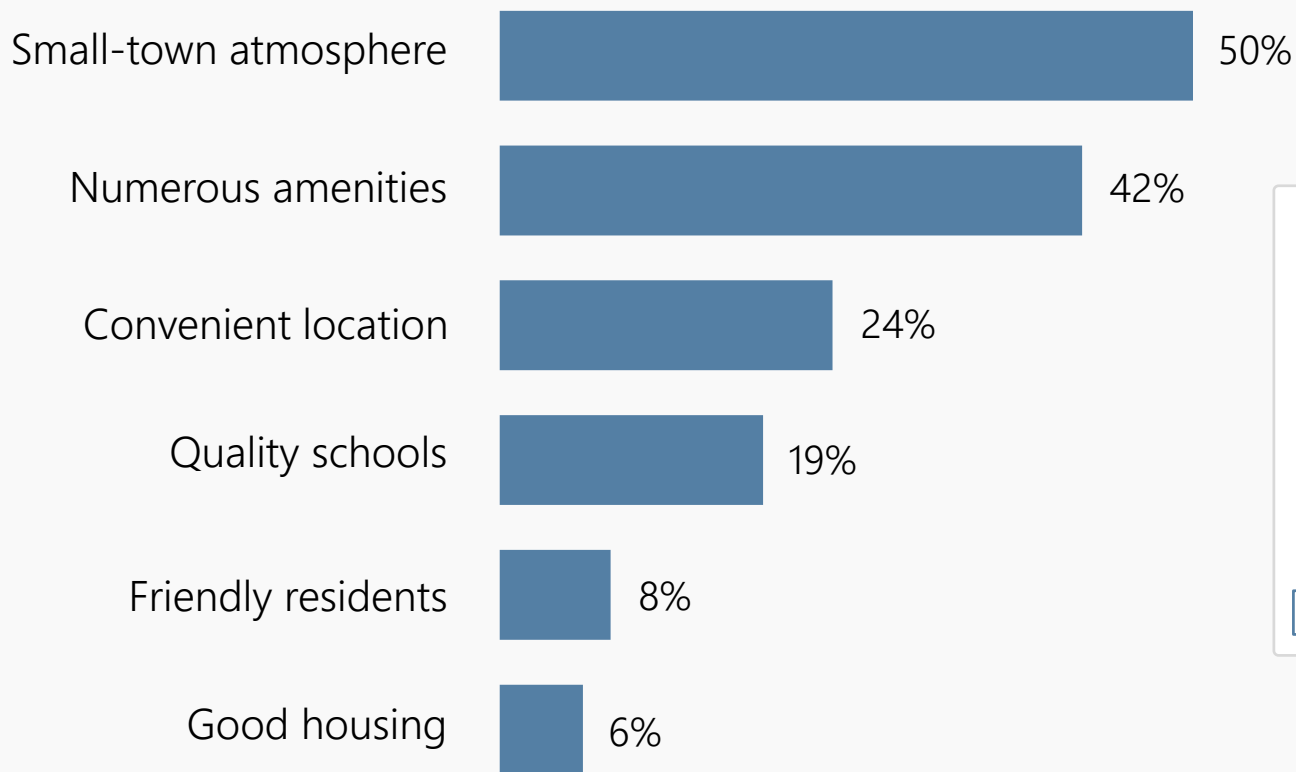
Nearly half the community considers Powell exceptional as a place to live.
Almost everyone else considers the city better than average.



Three out of four residents believe that Powell is heading in the right direction ...
... as they have since 2016.



For half the residents, Powell's small-town atmosphere is the city's greatest strength. Today, however, Powell's amenities (e.g., community events and parks) are widely valued, as well.



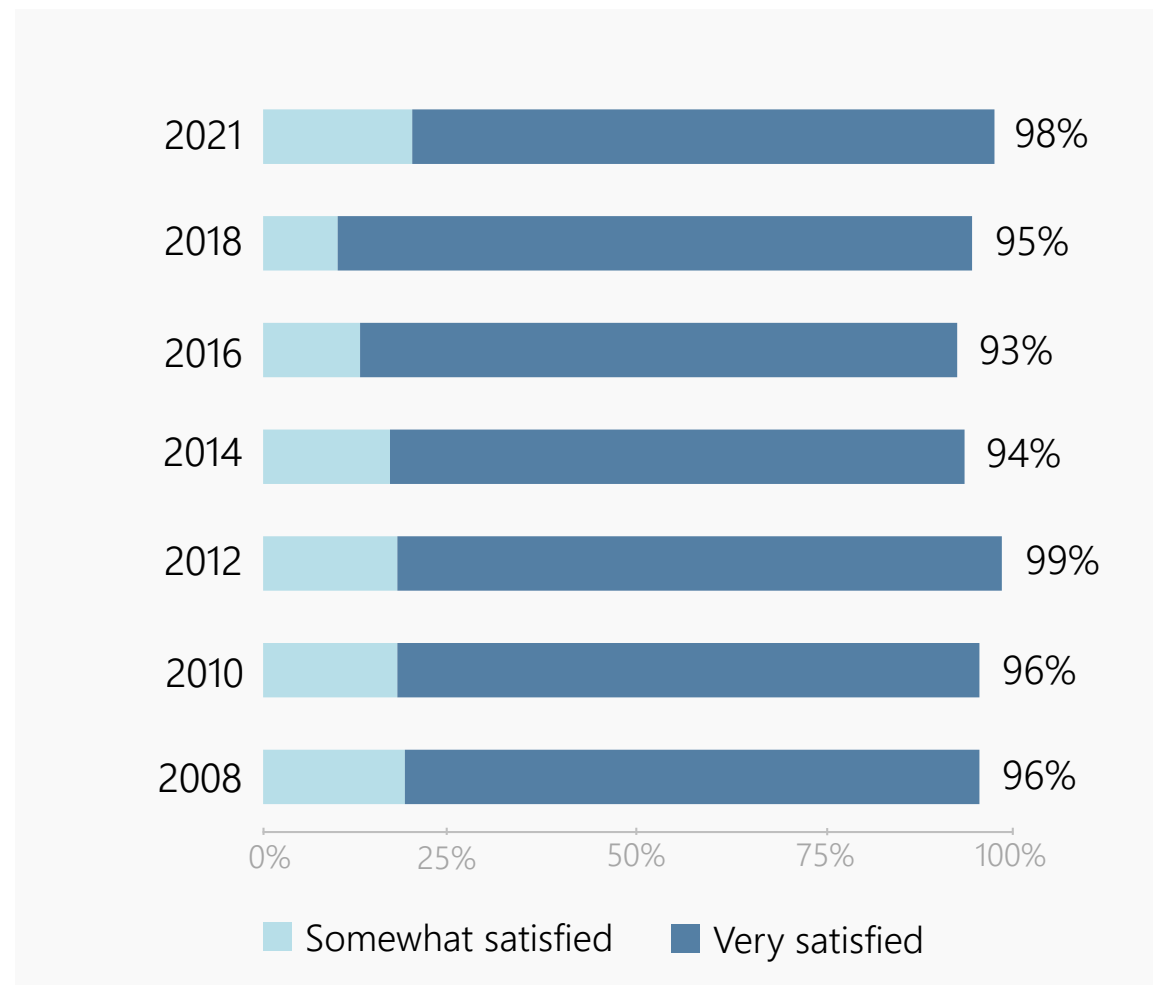
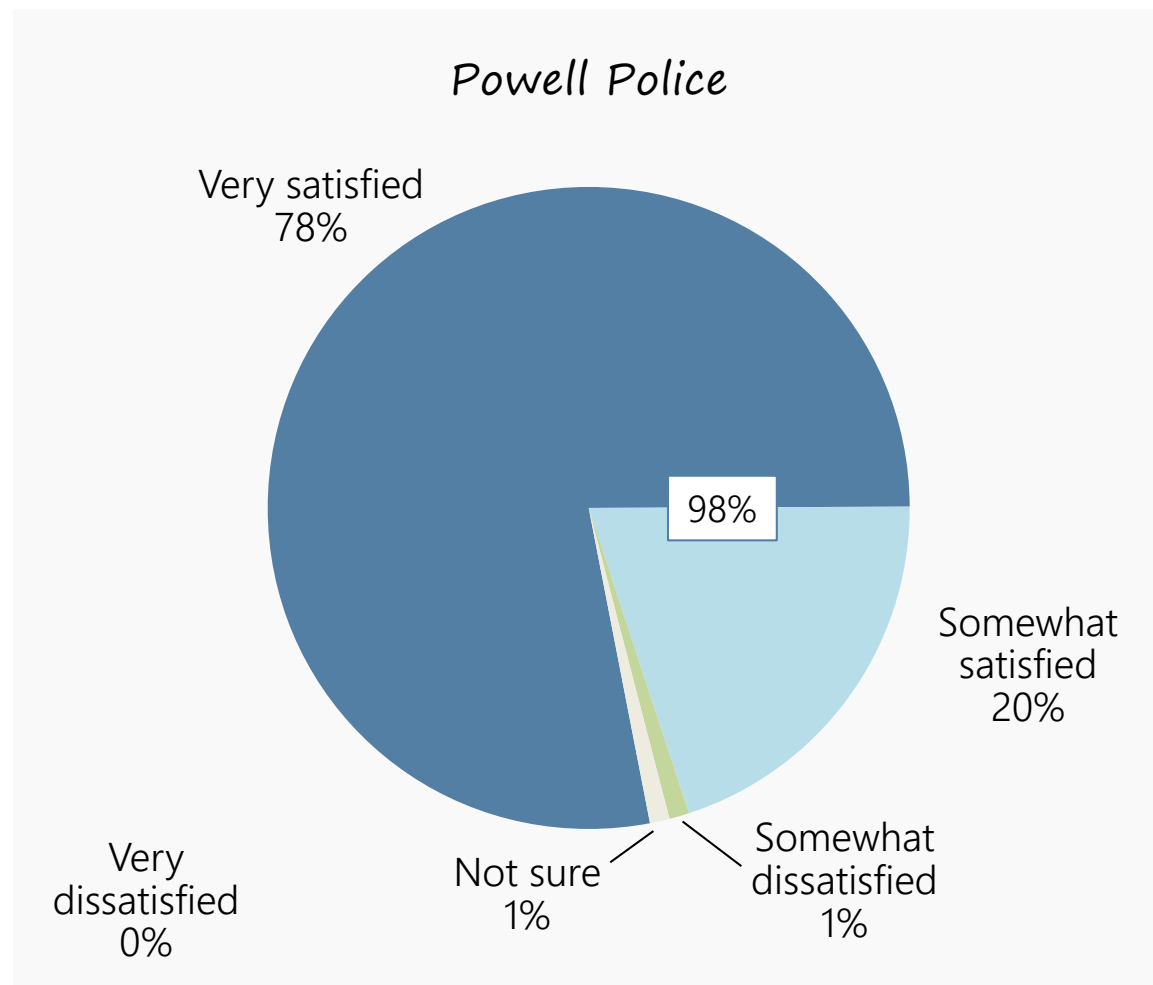
	Small-town Atmosphere	Amenities
2021:	50%	42%
2018:	57%	24%
2016:	59%	23%
2014:	59%	28%
2012:	62%	28%
2010:	61%	30%
2008:	58%	28%

■ Like most about living in Powell

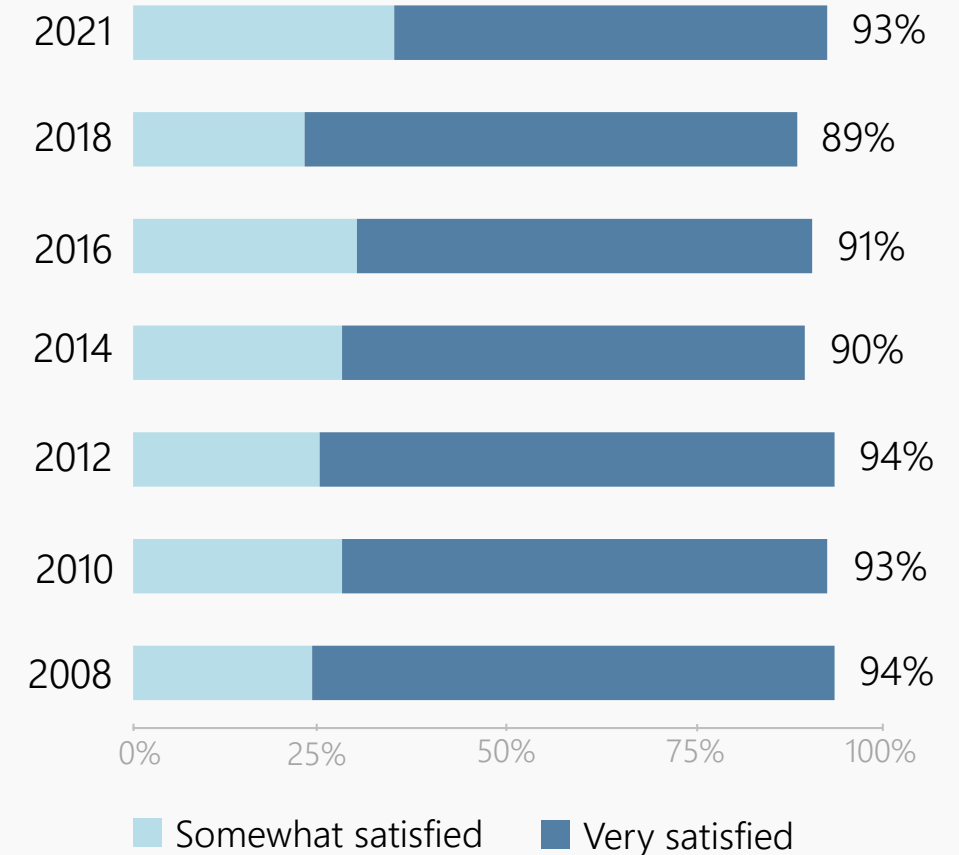
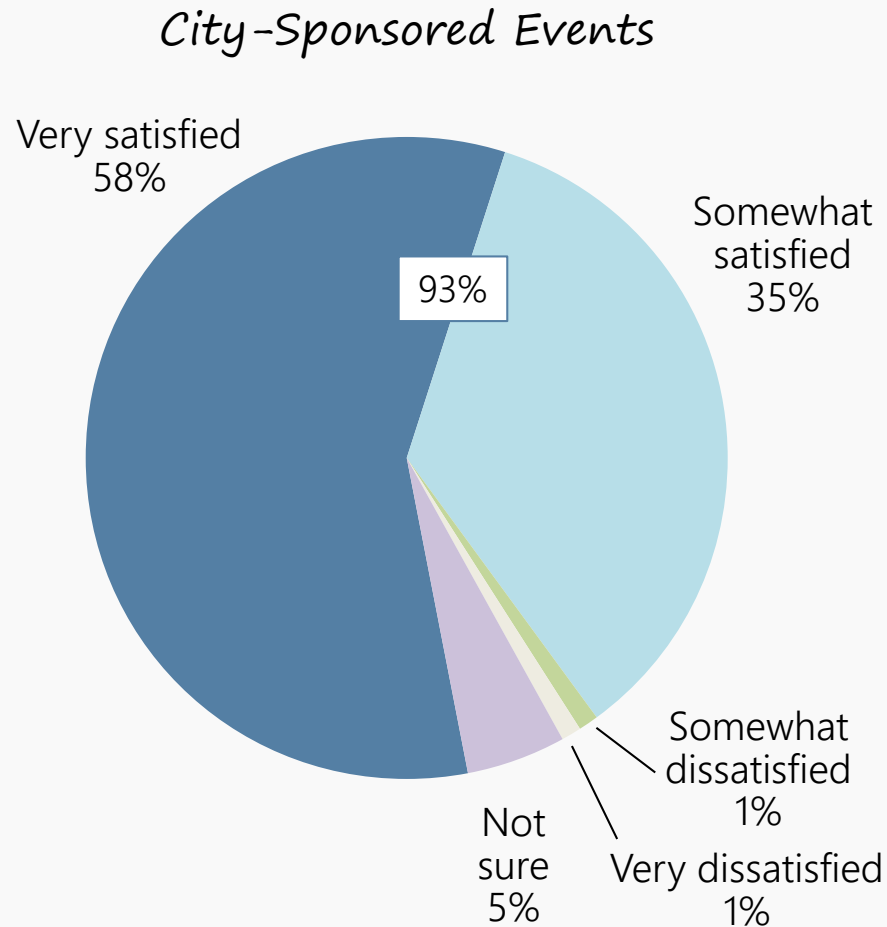


Satisfaction with City Services
and Amenities

Powell's police are held in high regard by almost everyone ...
... as they have been for years.

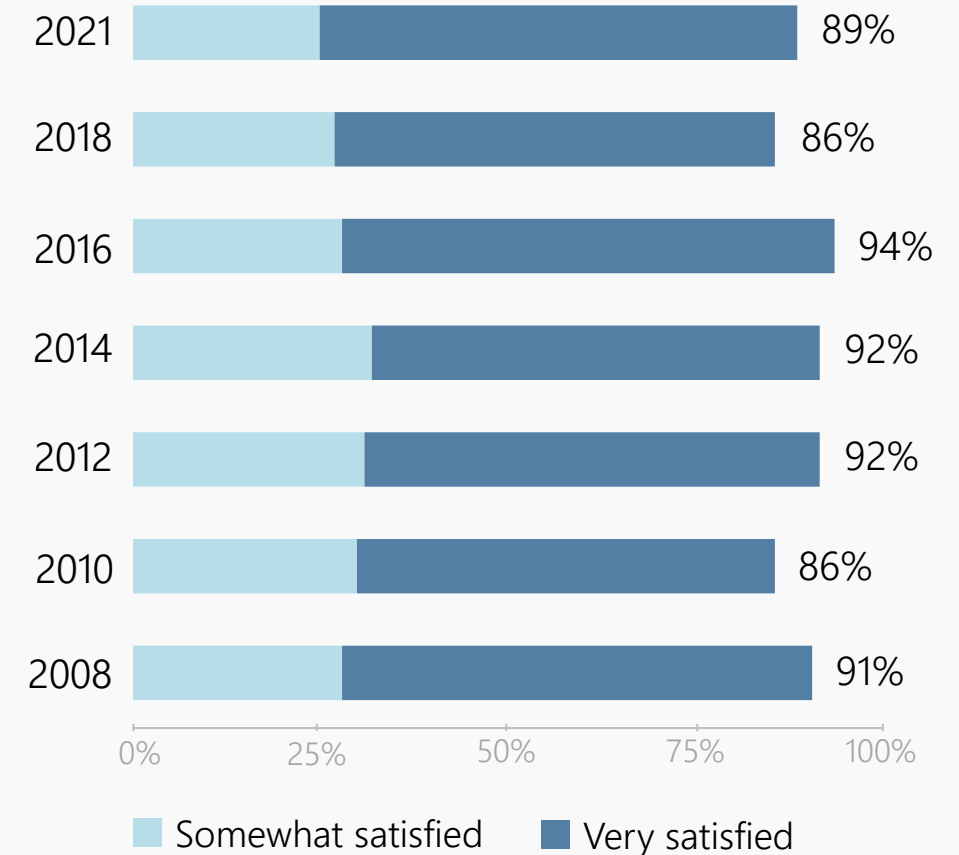
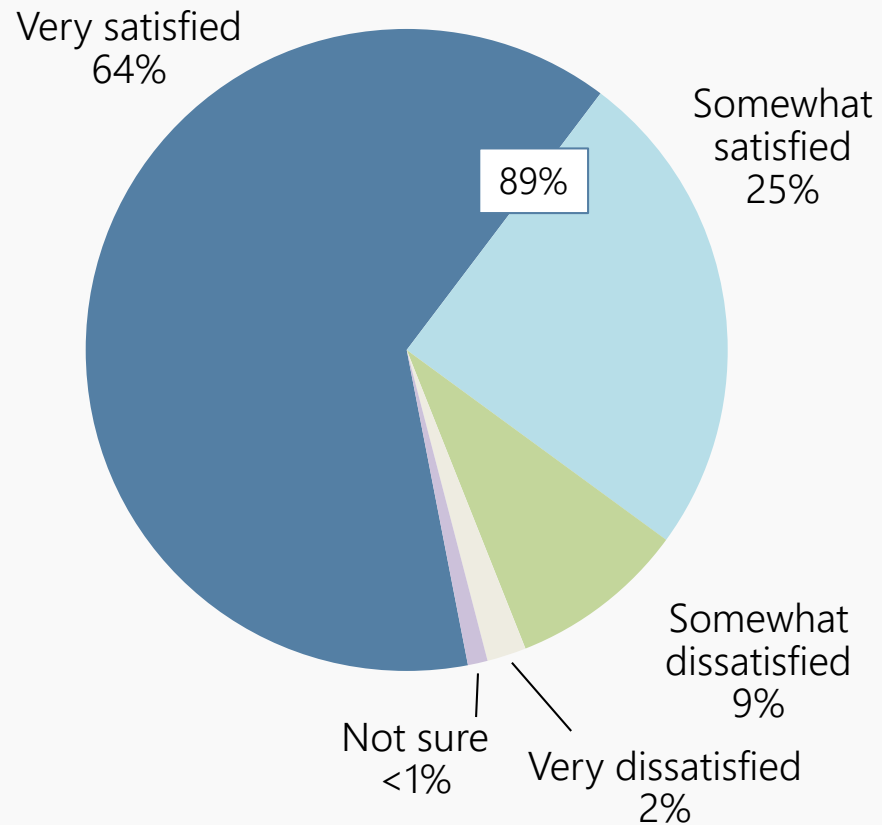


Six out of ten residents are very satisfied with city-sponsored events. Almost no one is dissatisfied. Little has changed since 2008.

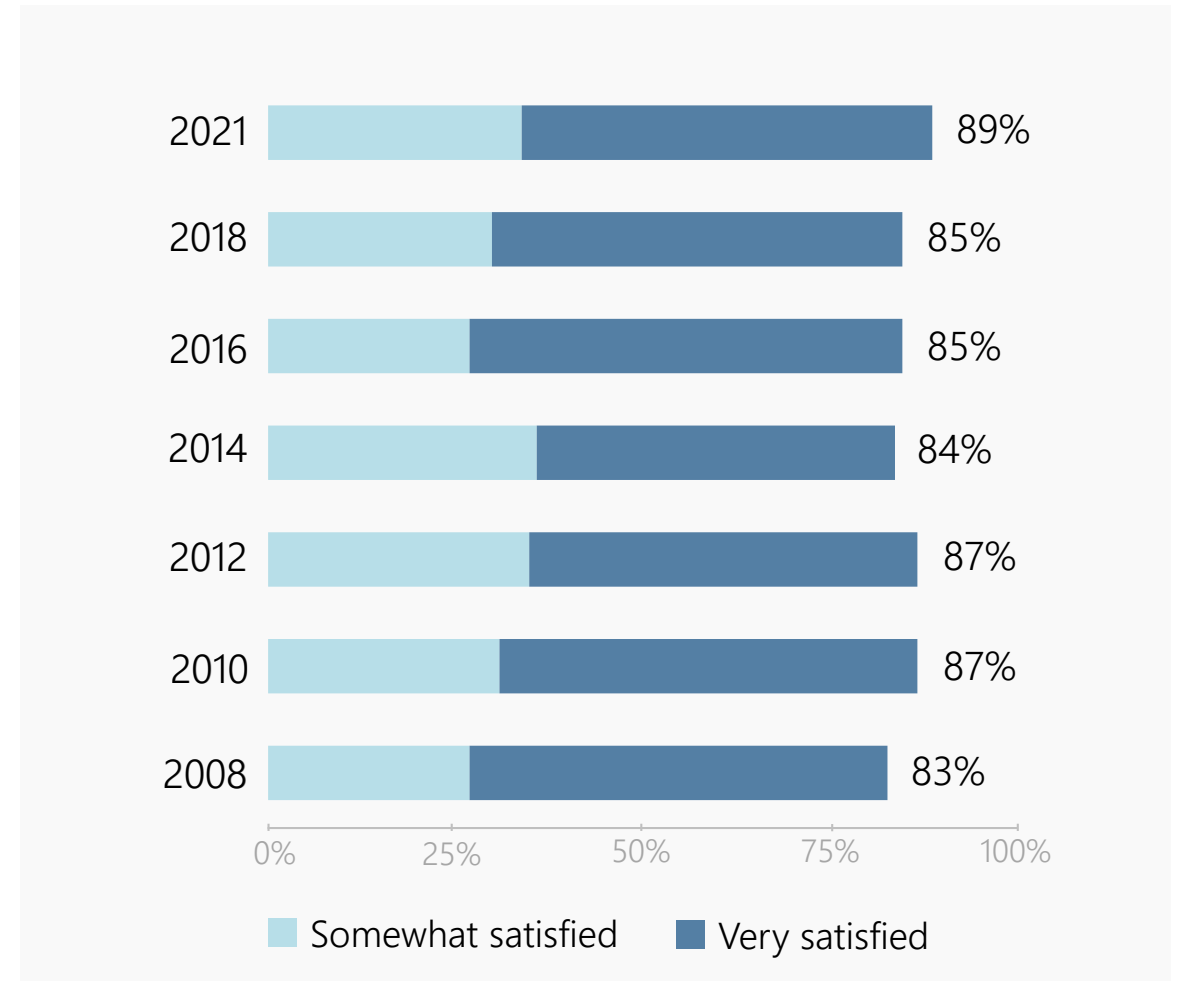
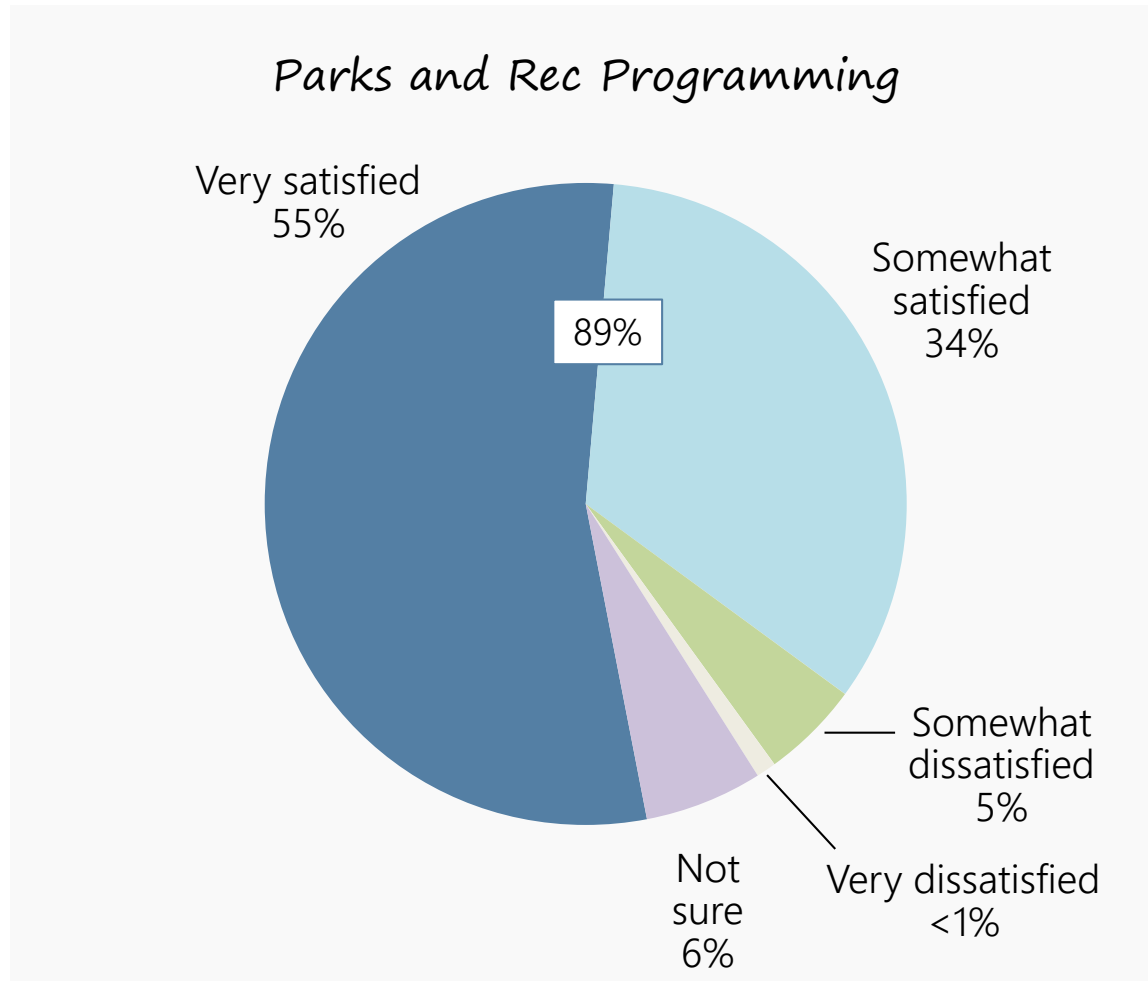


Satisfaction also is high with Powell's parks and open spaces ...

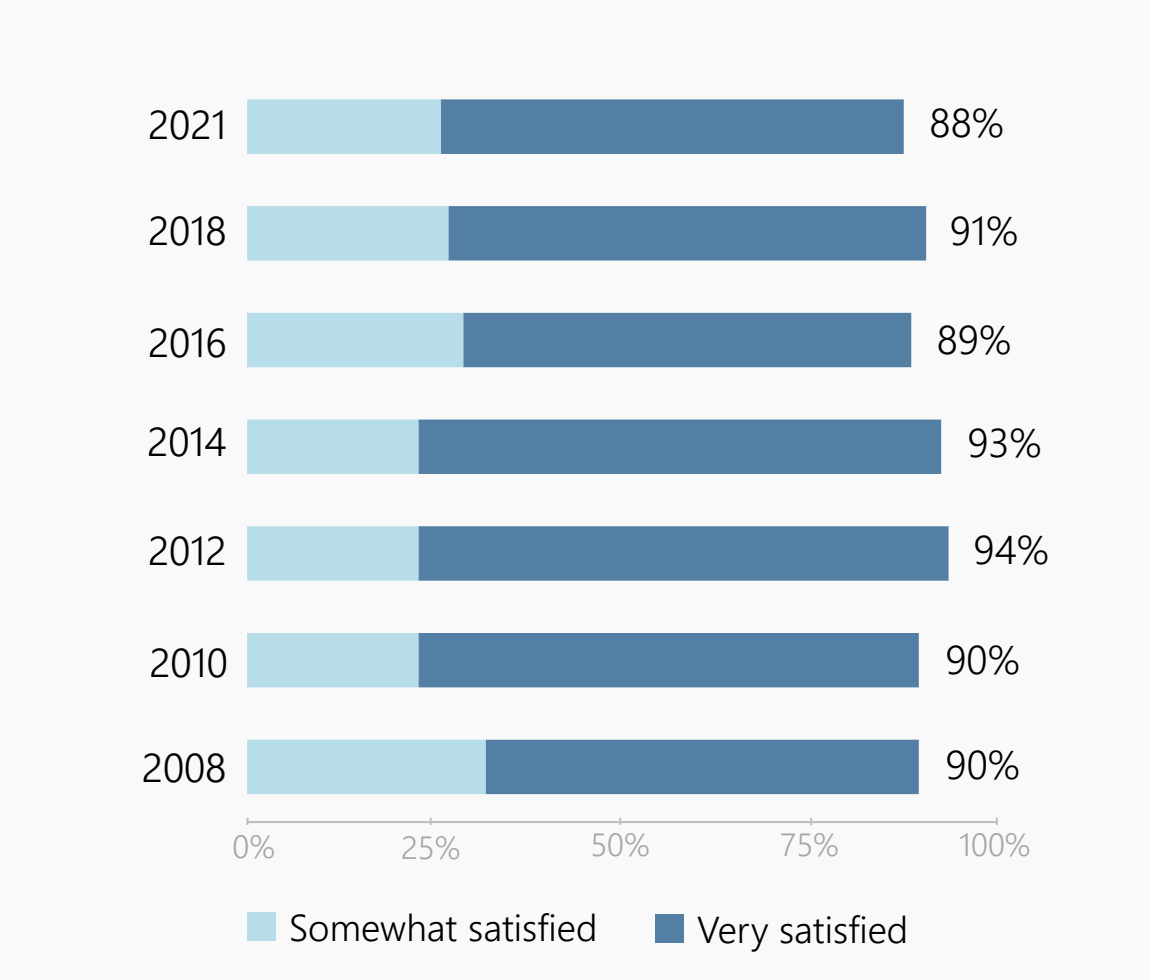
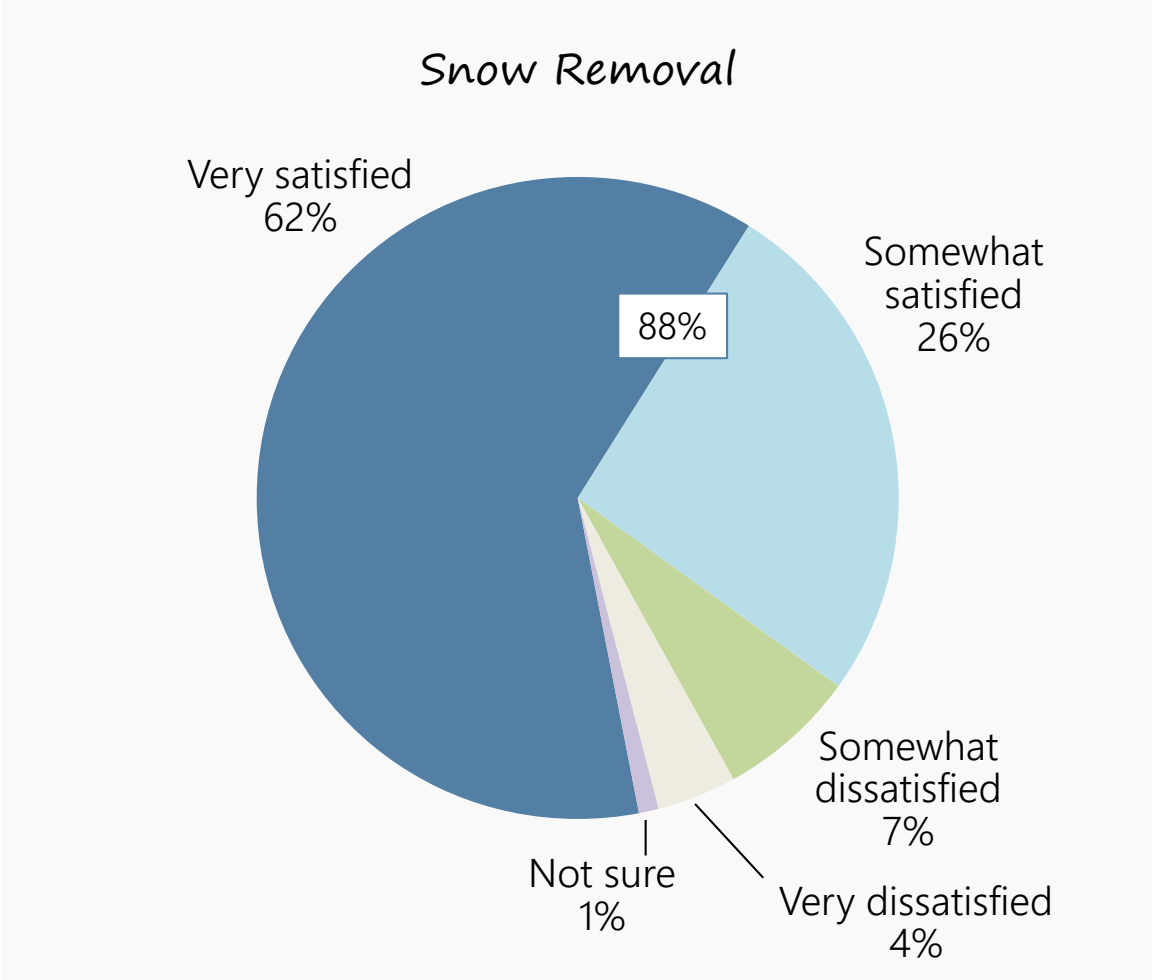
City's Parks / Open Spaces



... Parks and Rec programming ...

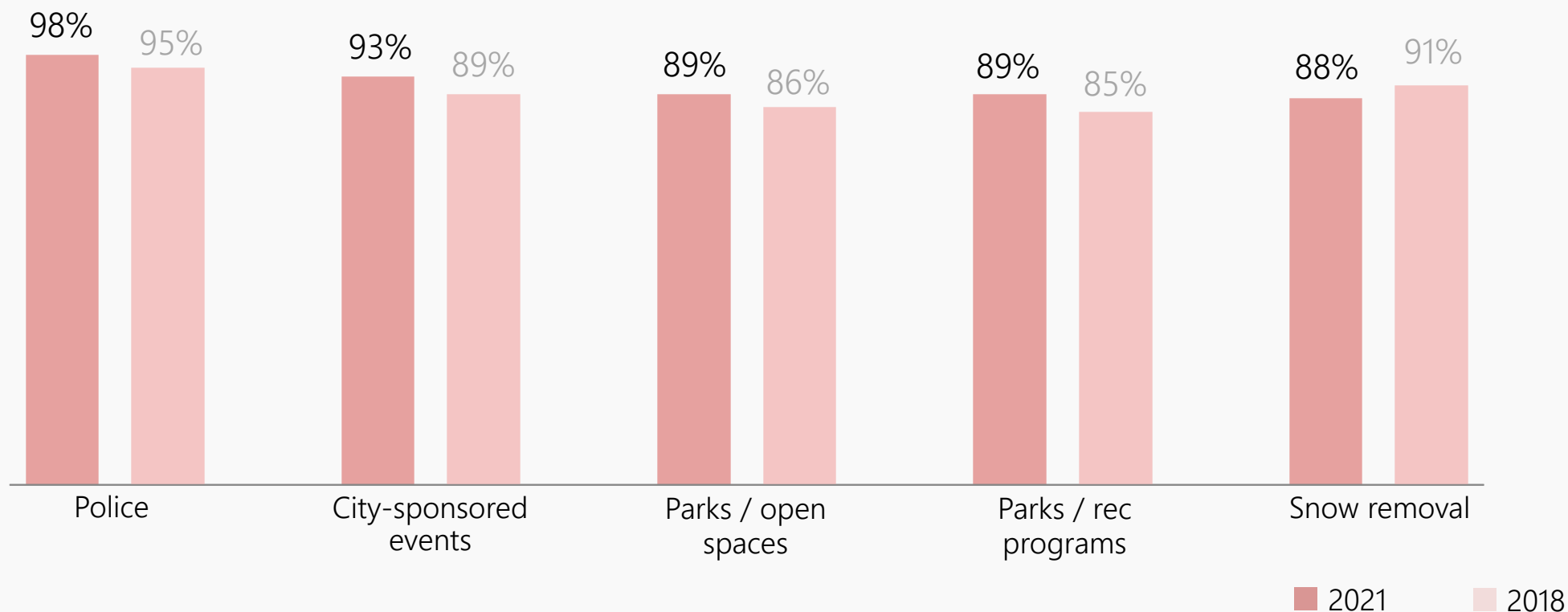


... and snow removal.



In short, most residents are satisfied with Powell's city-sponsored services and amenities ...
... as they were in 2018.

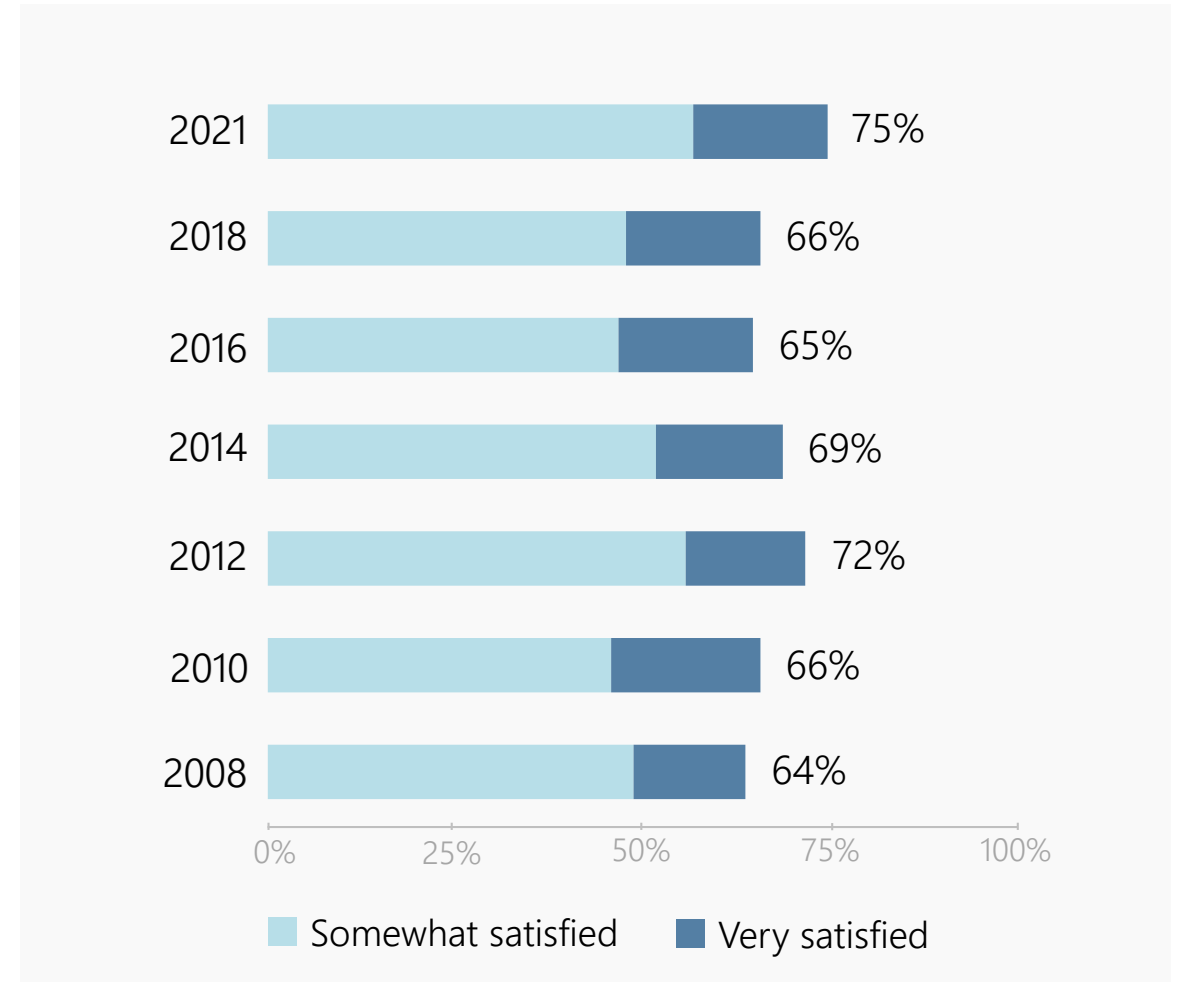
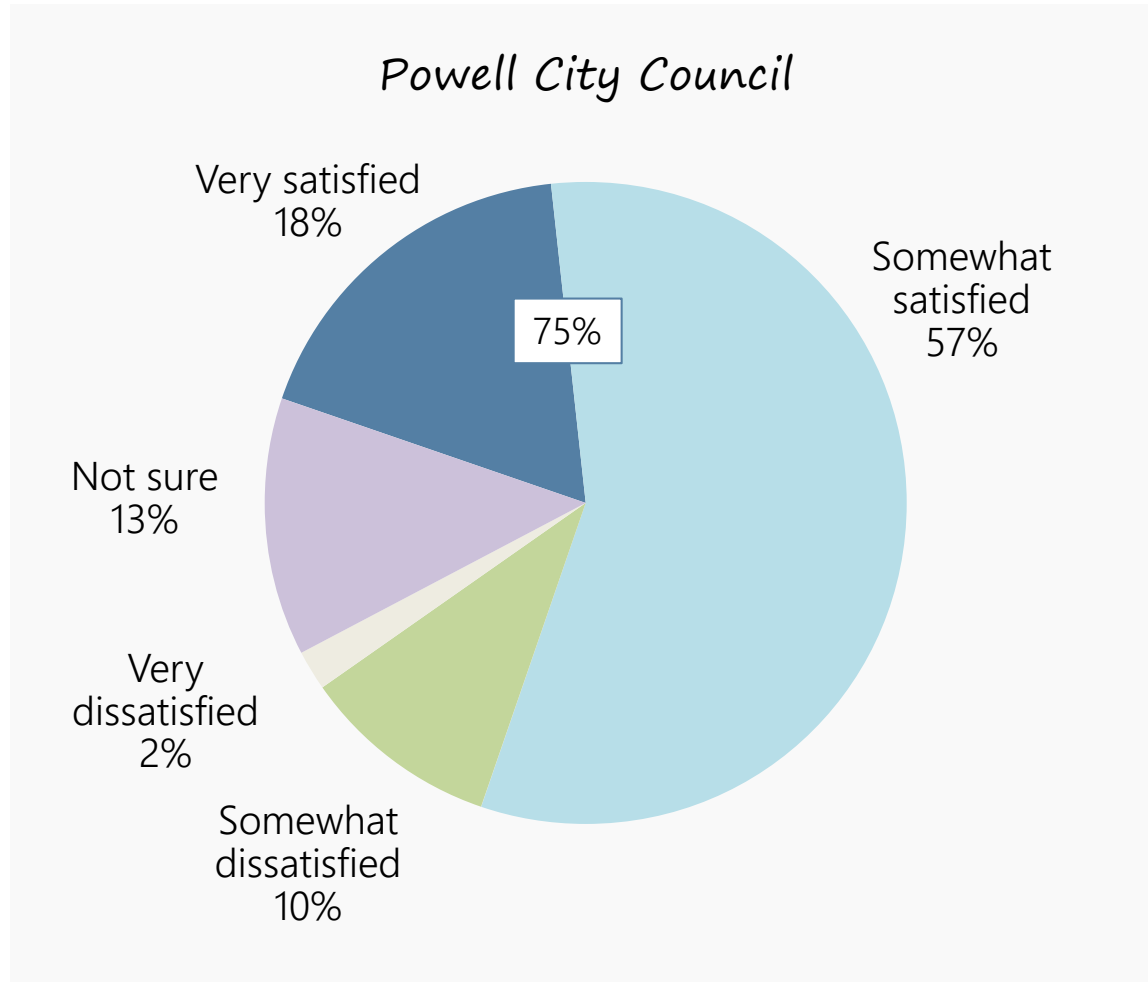
Very or Somewhat Satisfied with City-Managed Services and Amenities





Satisfaction with City Officials:
Managing and Planning

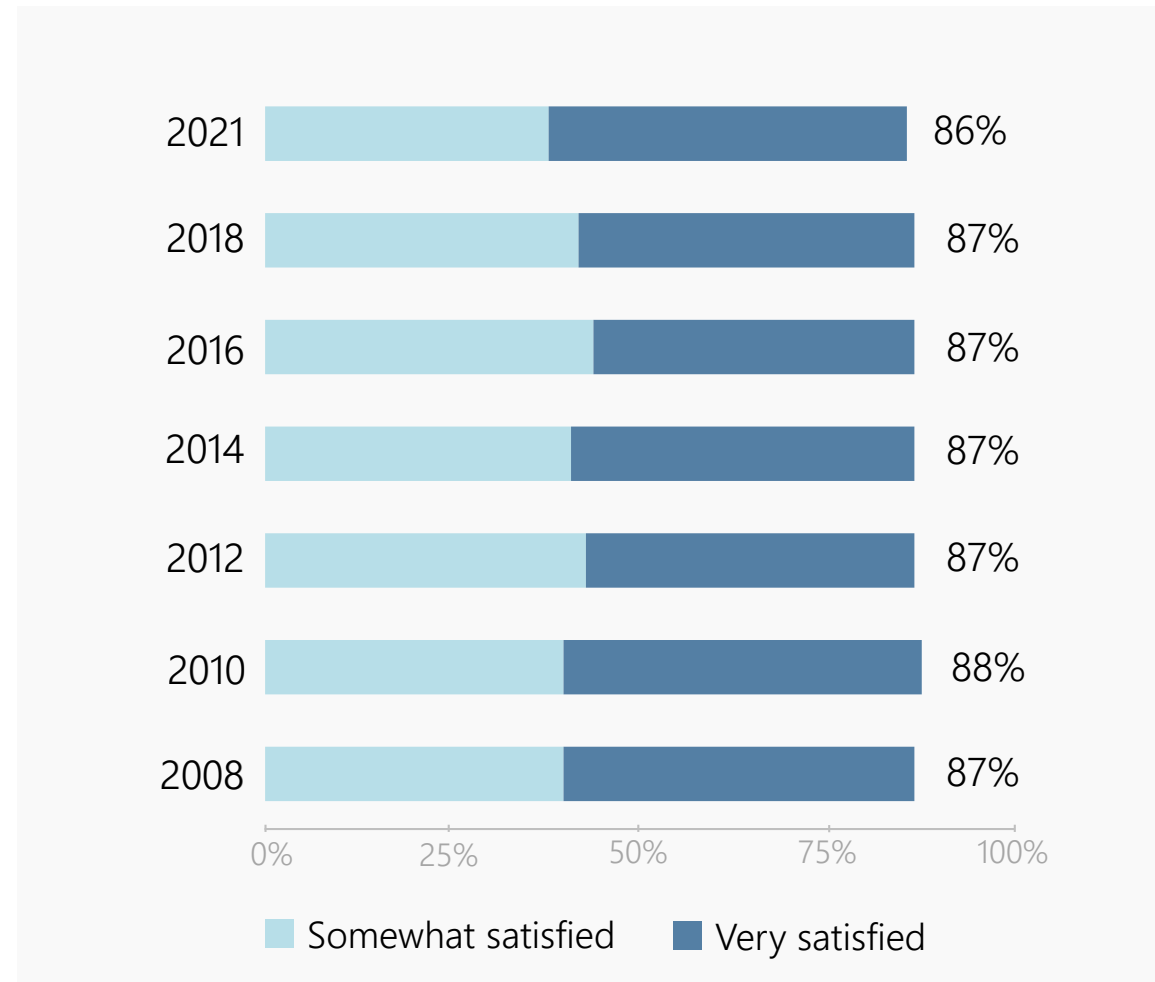
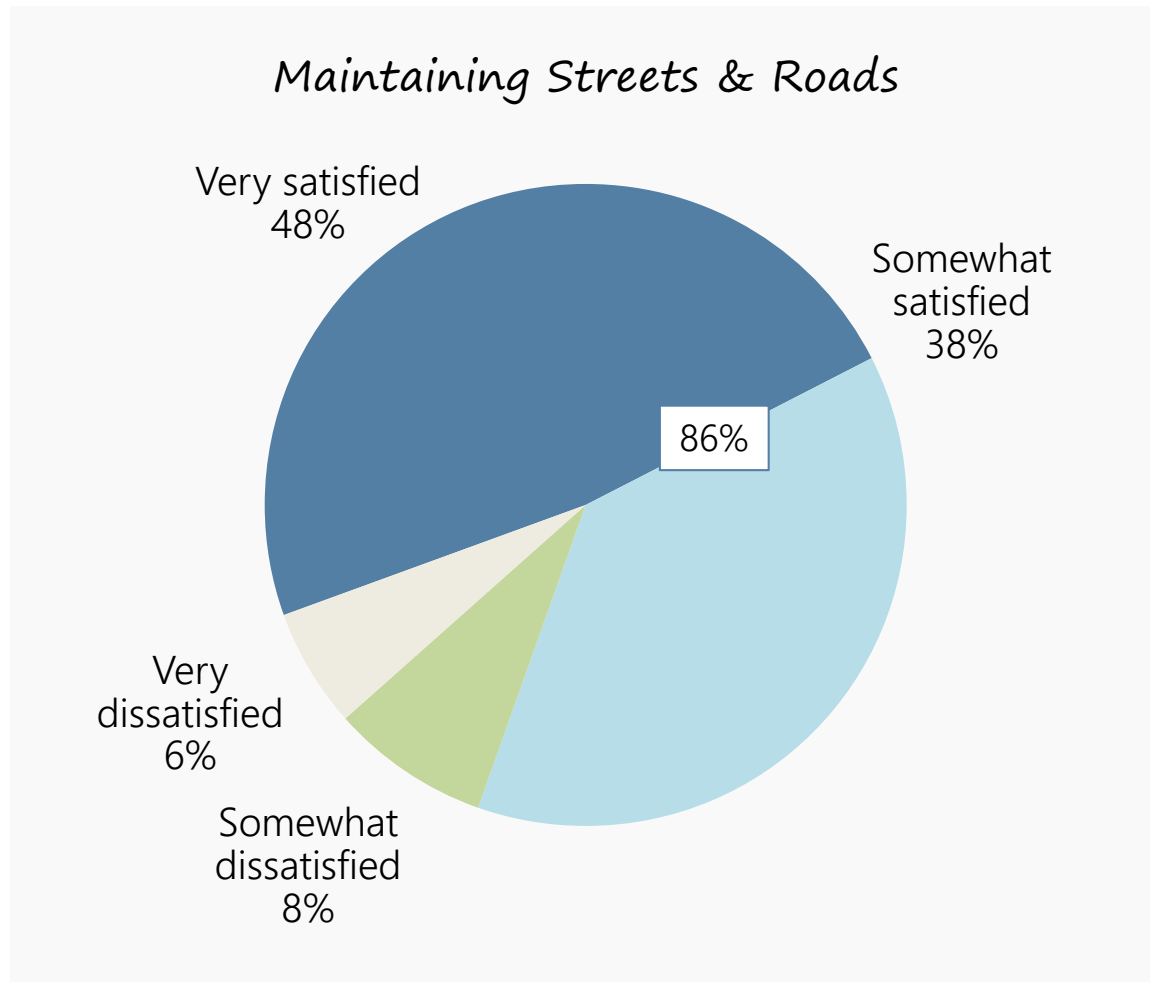
Three out of four residents are satisfied with Powell's city council ...
... up from years past.



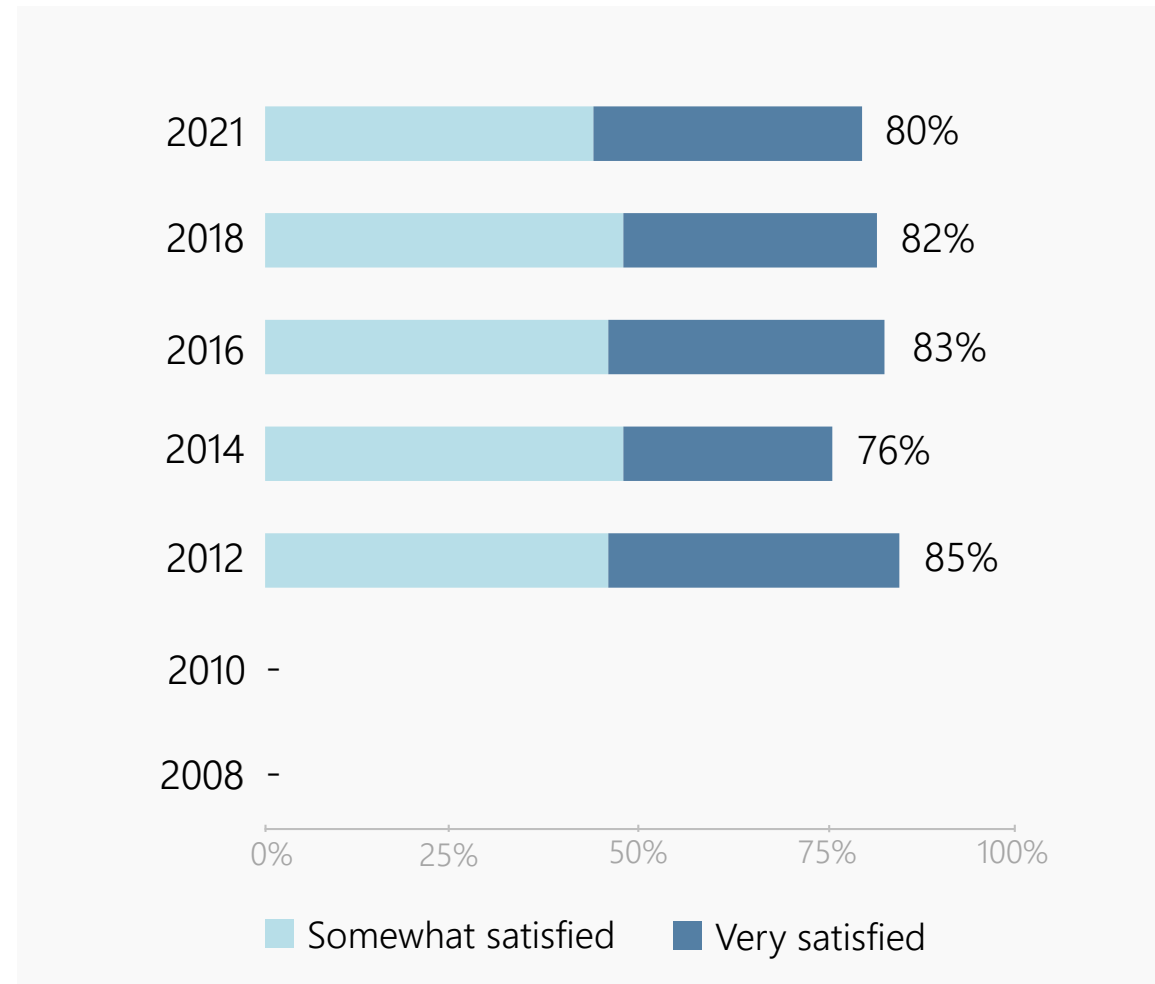
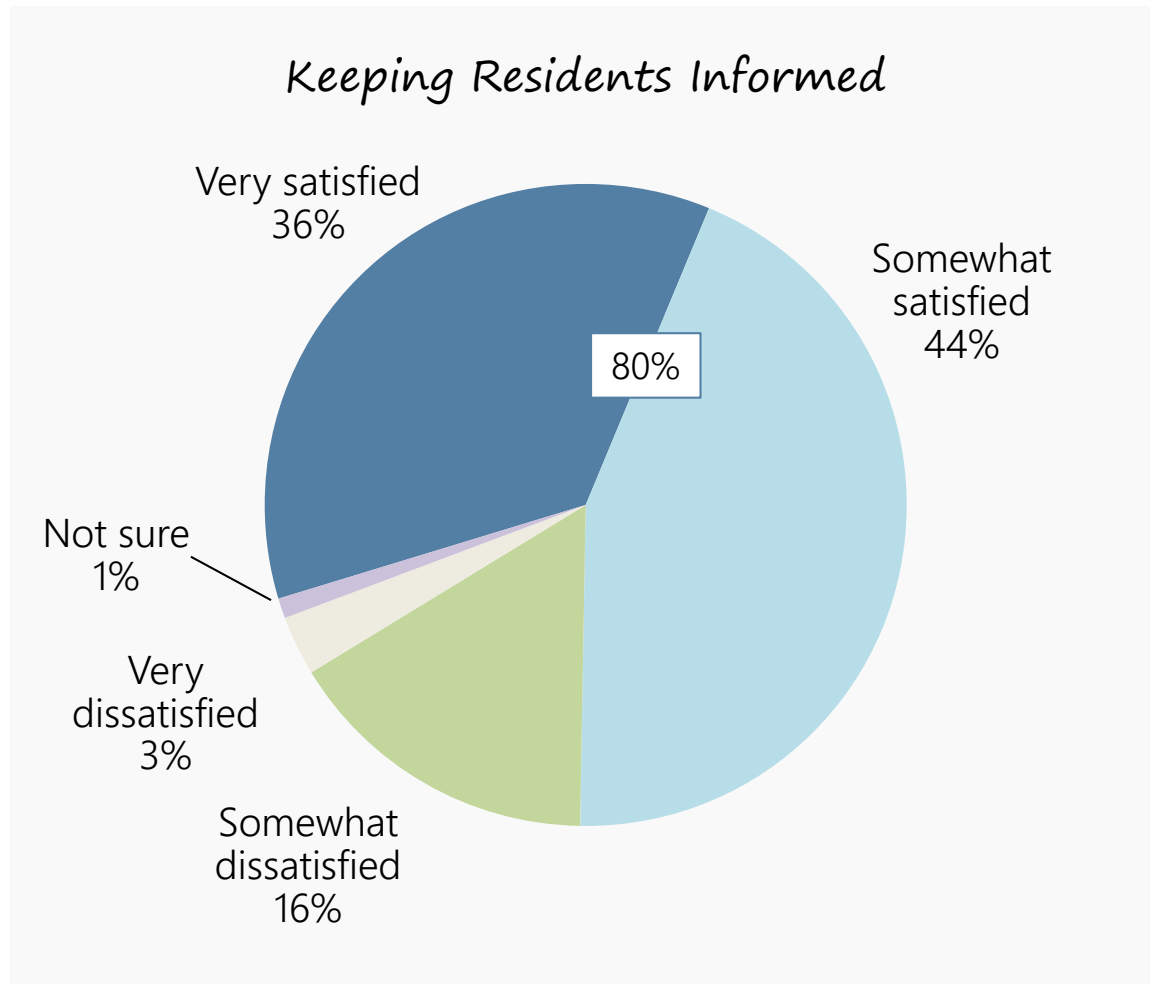
Most residents expressed trust and confidence in city officials.



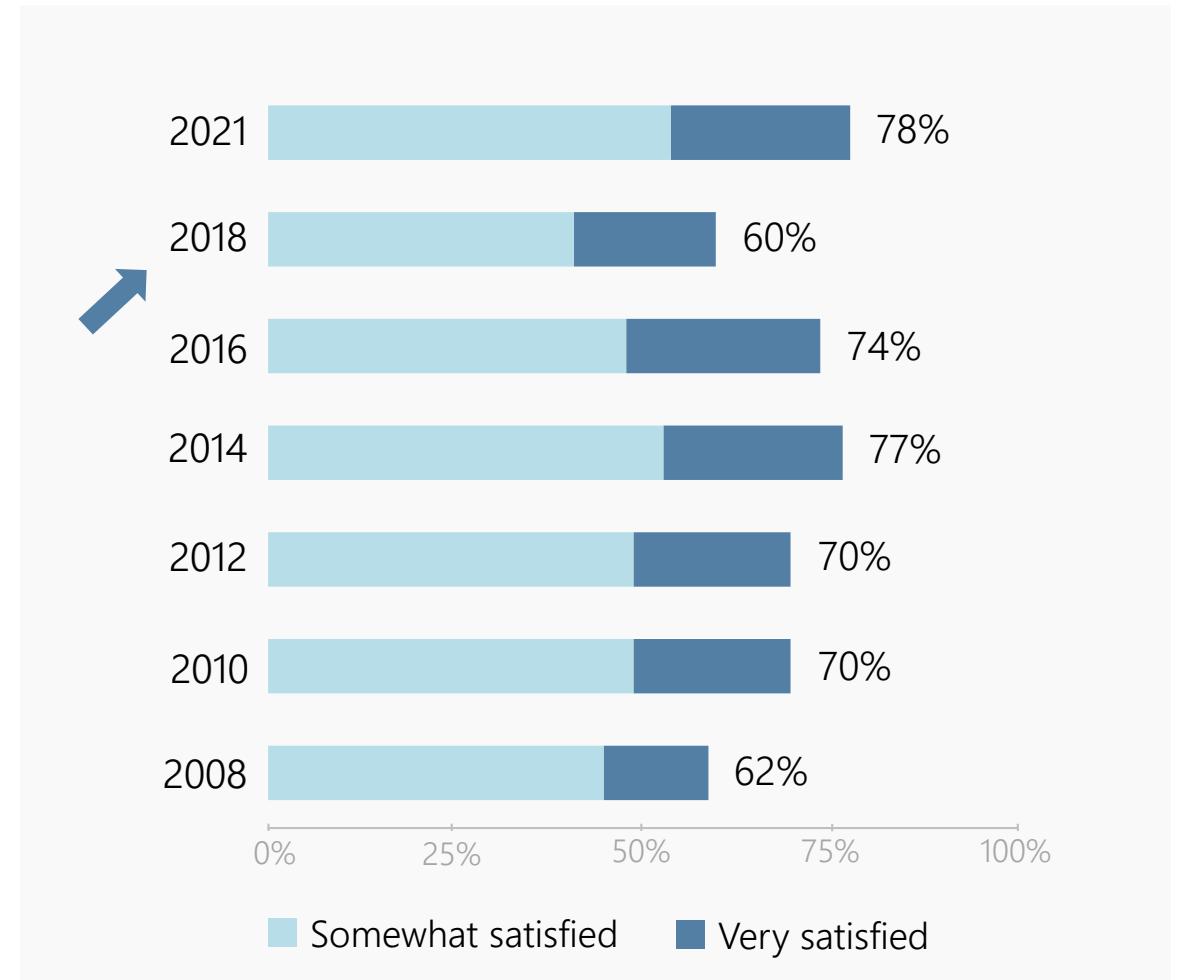
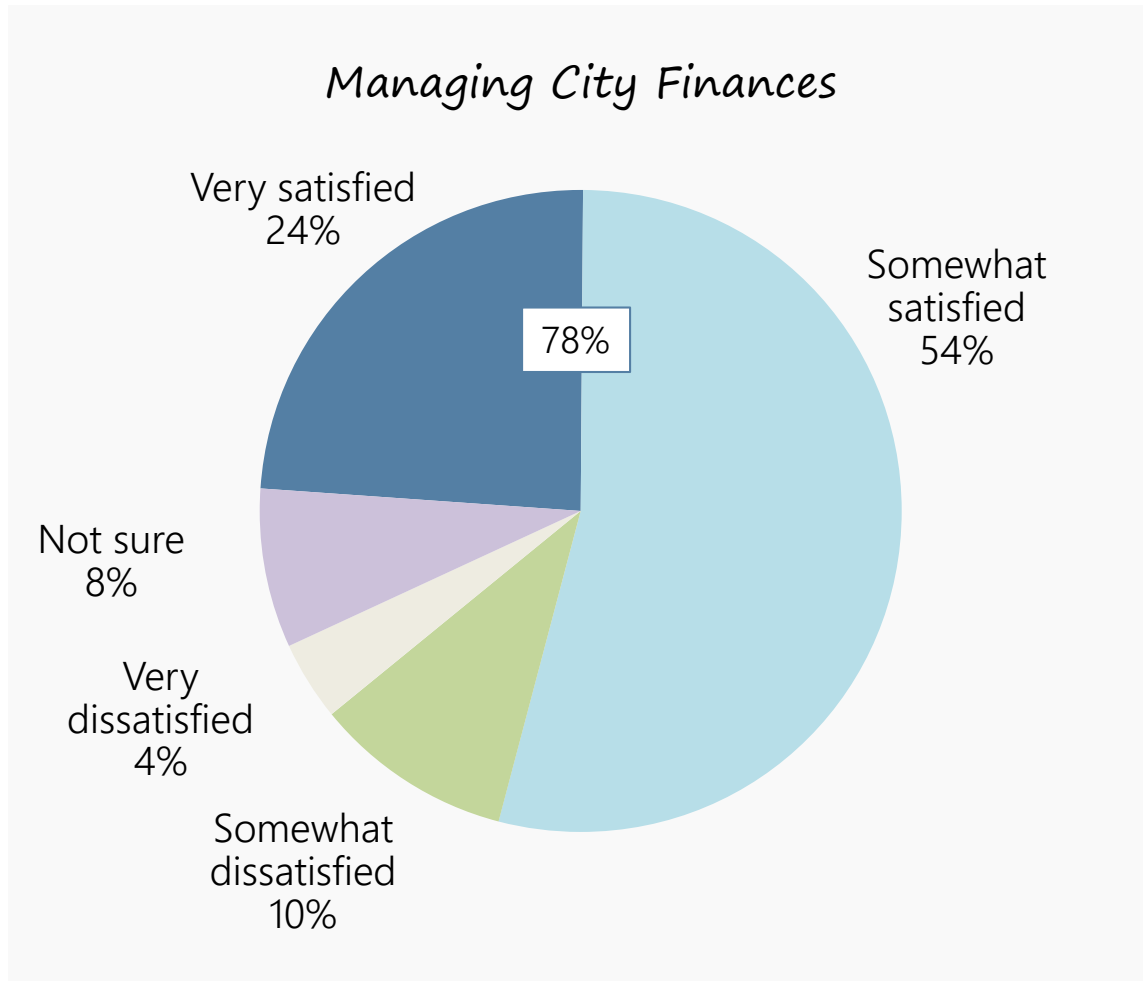
Nearly nine out of ten residents are satisfied with how city officials maintain the community's streets and roads.
Little has changed since 2008.



Most residents are satisfied with the efforts of city officials to keep them informed.
Here, little has changed since 2016.

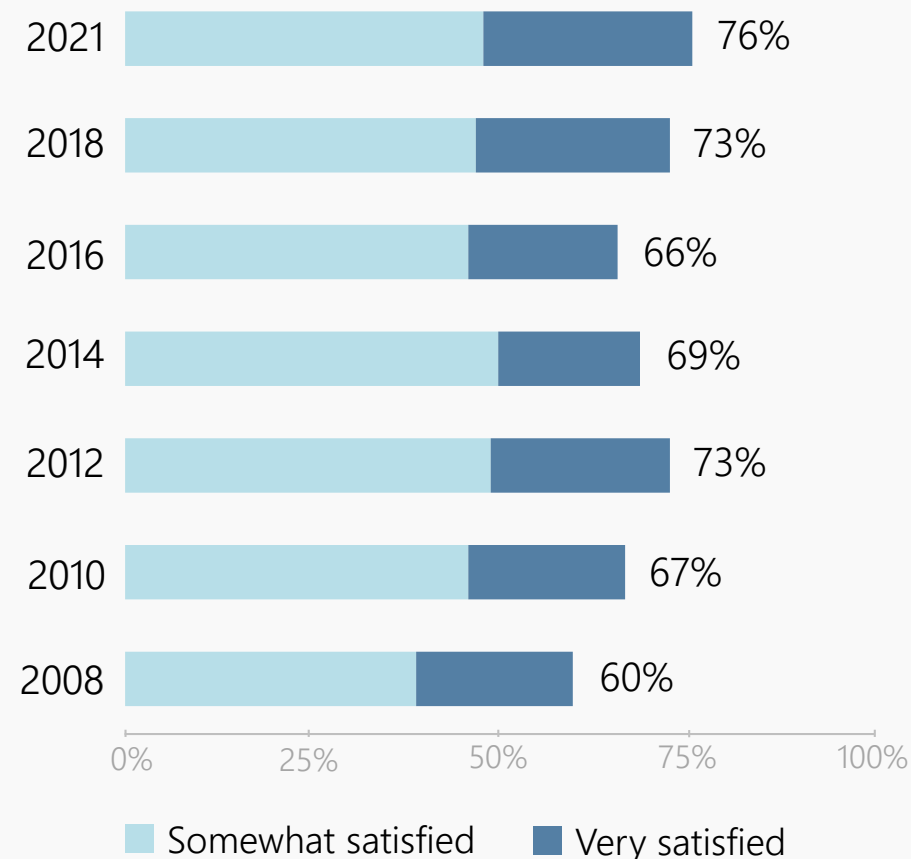
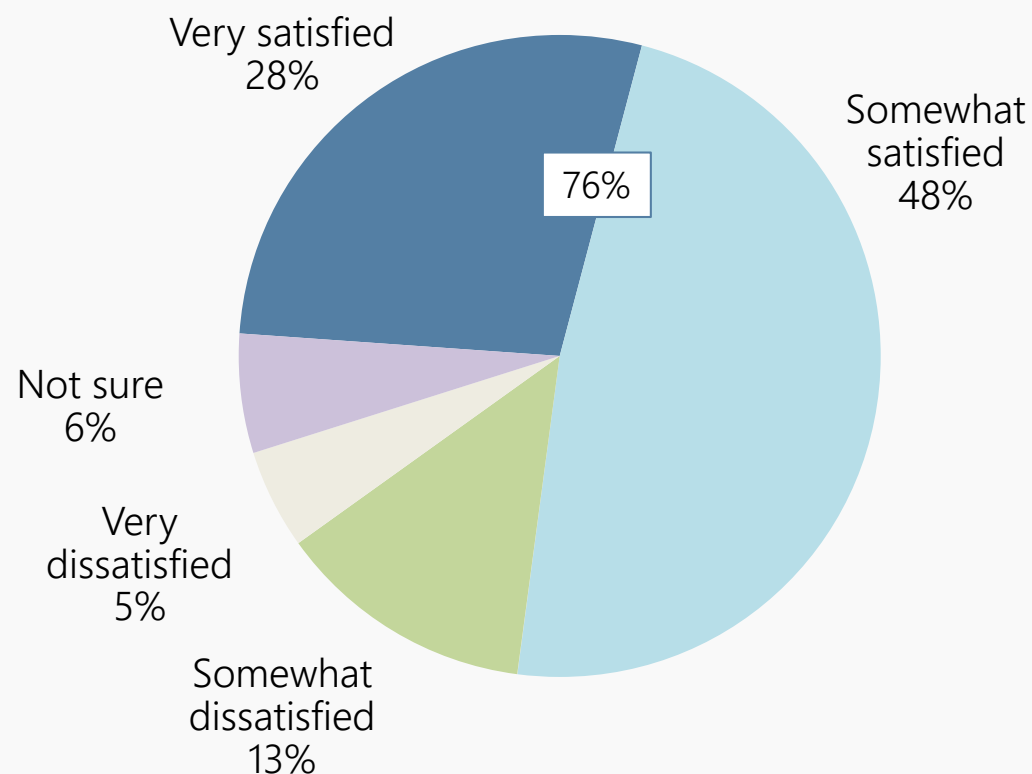


Eight out of ten residents are satisfied with how city officials manage Powell's finances ...
... rebounding from a dip in 2018.



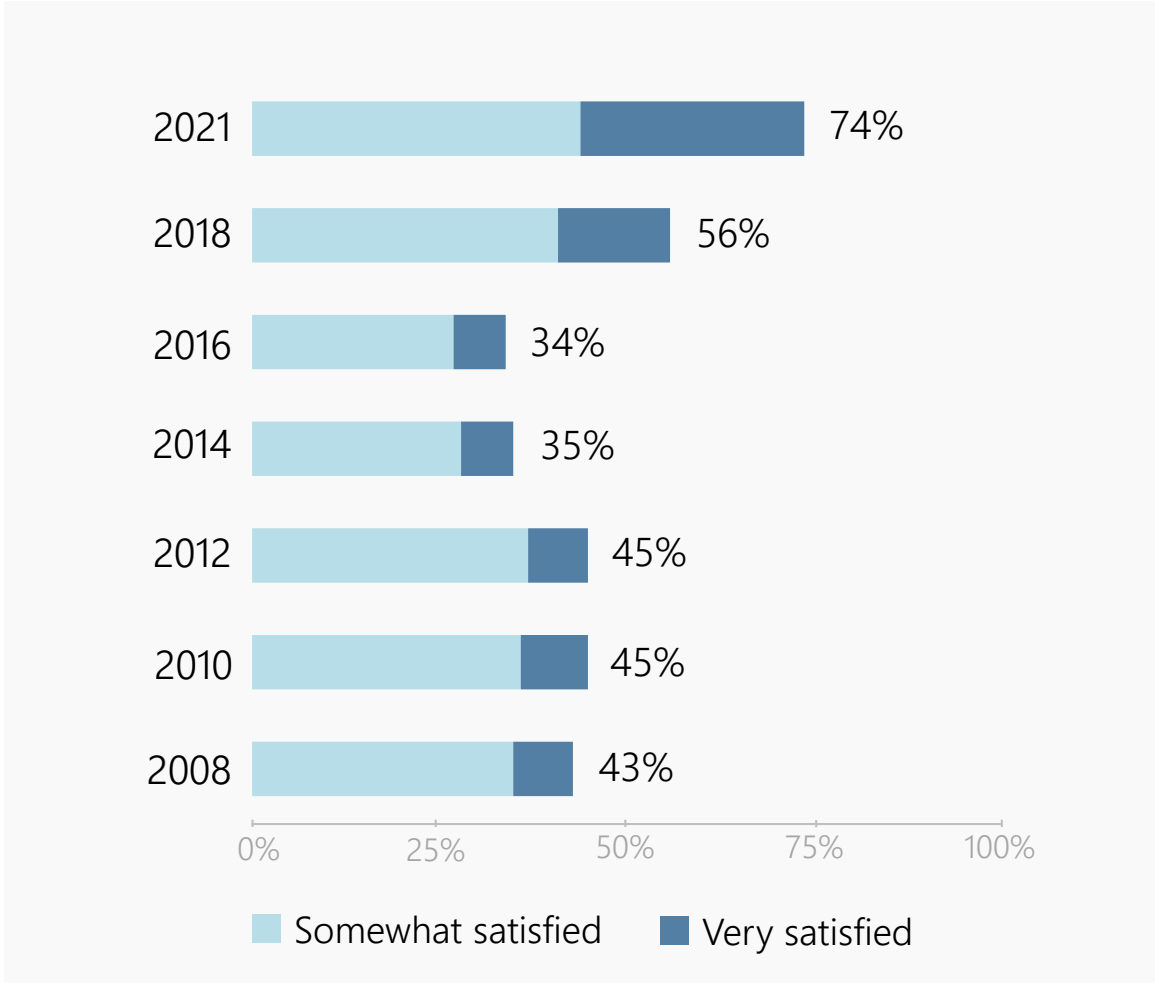
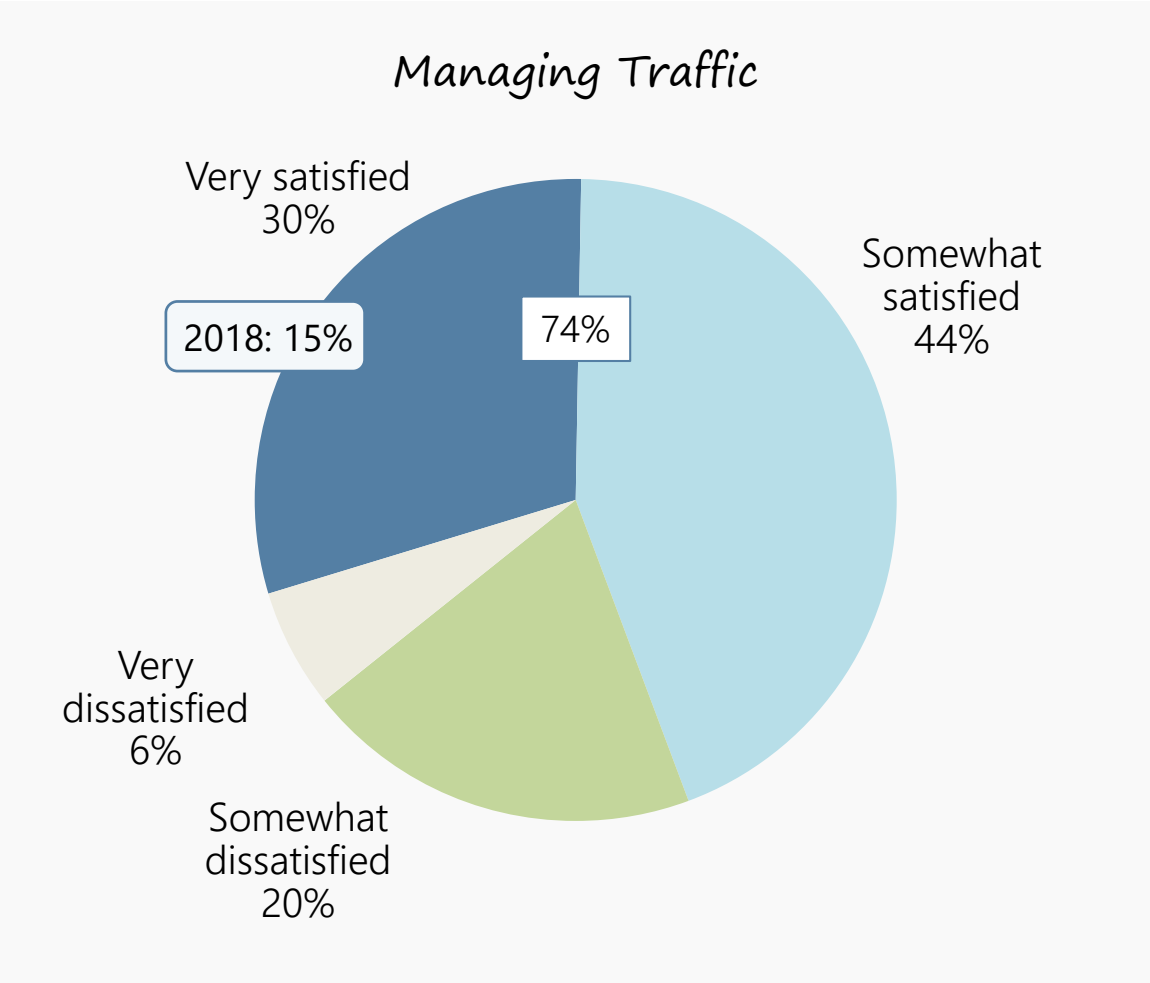
Though the margin is slim, more residents than ever are satisfied that city officials are listening to their concerns.

Listening to Concerns of Residents

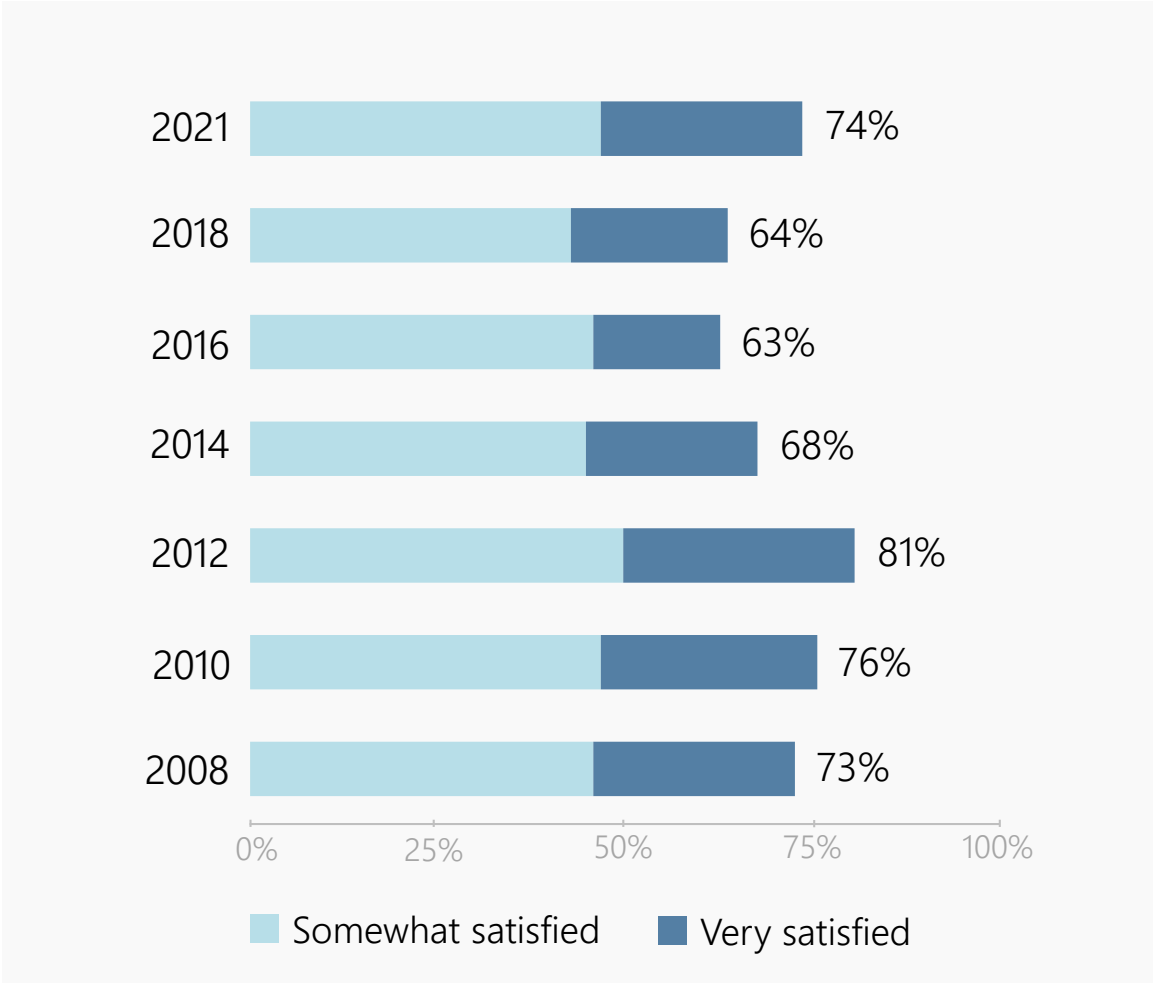
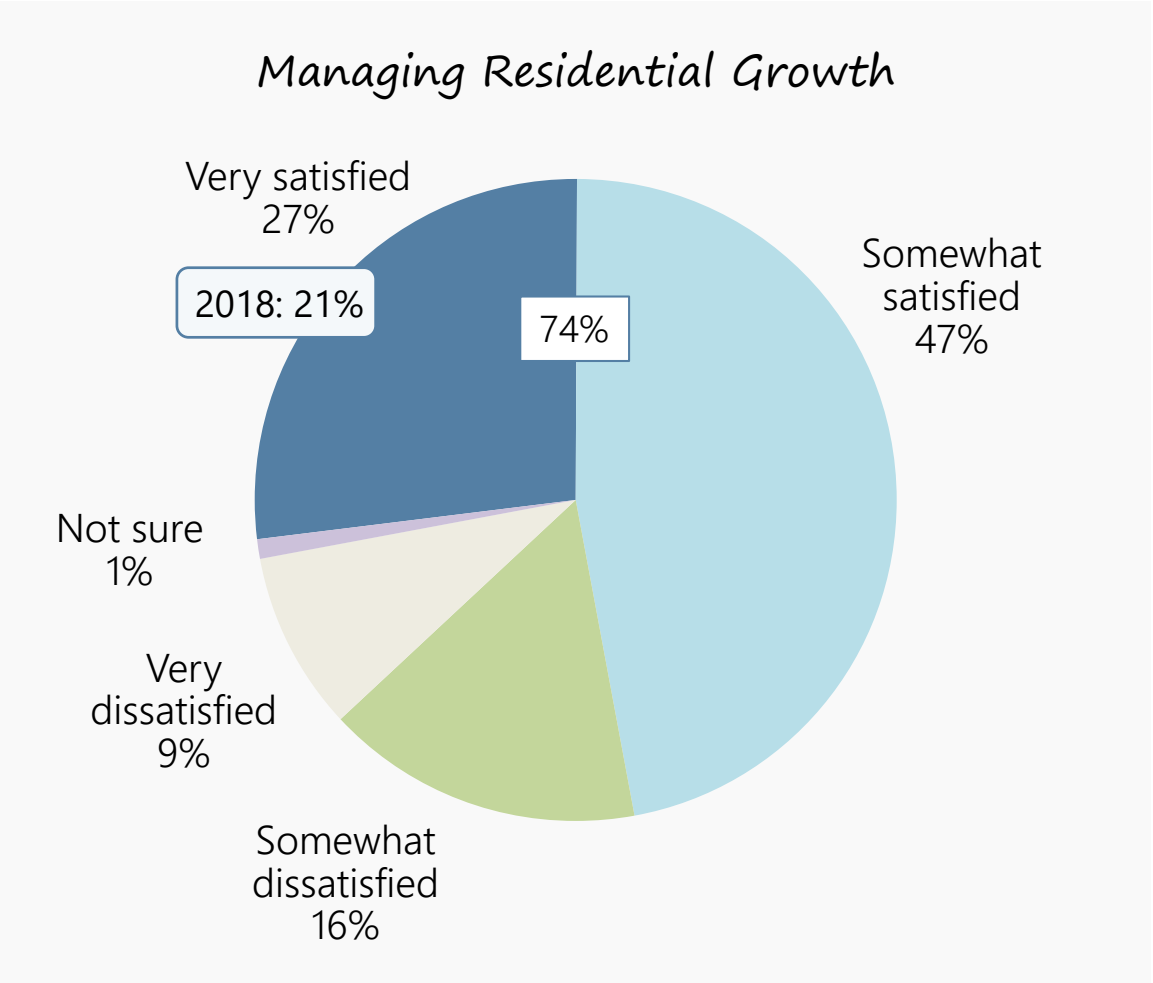




Three out of four residents are satisfied with the city's efforts to manage traffic ...
... a dramatic increase from years past.

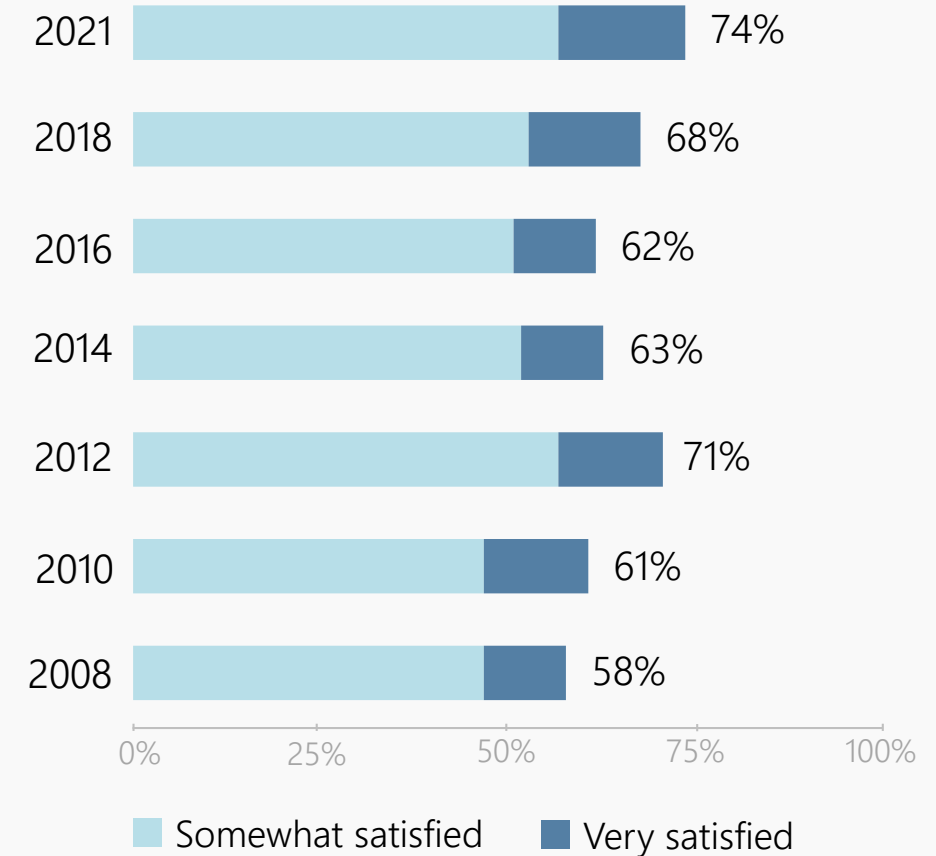
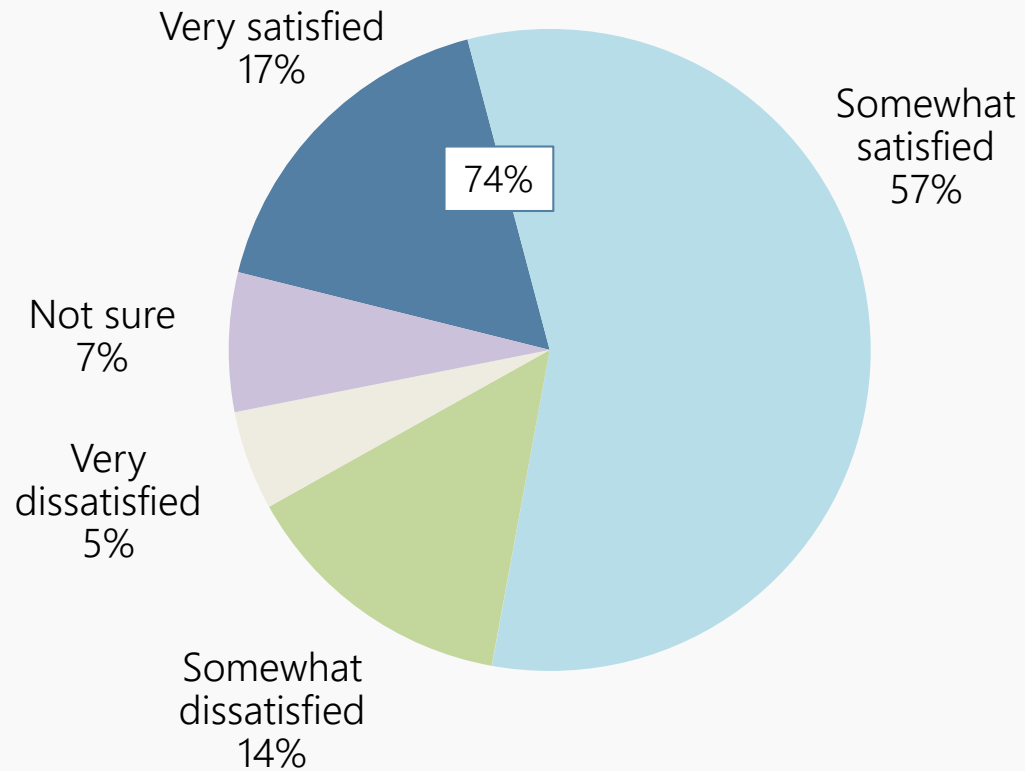


Satisfaction is high in other areas, including managing residential growth ...

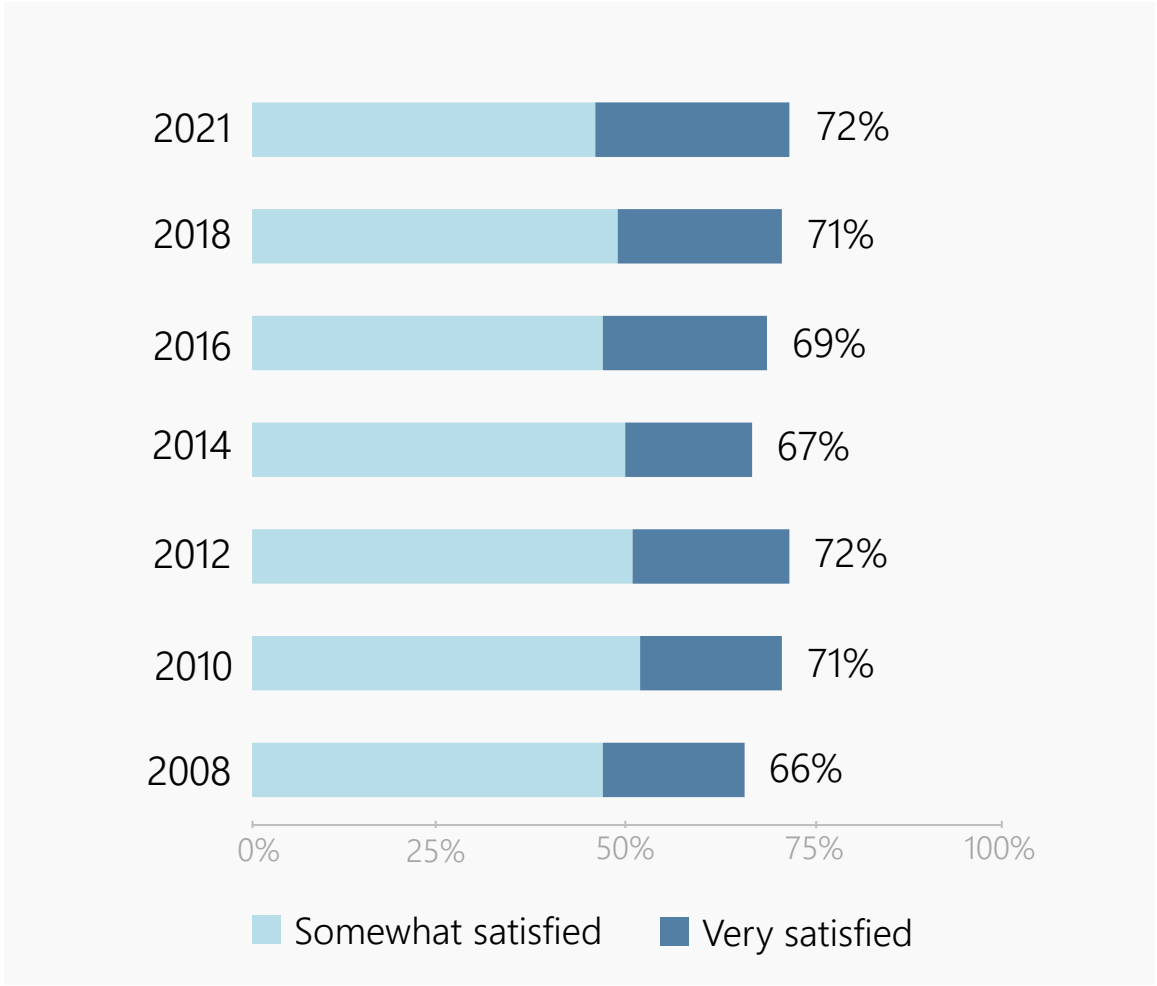
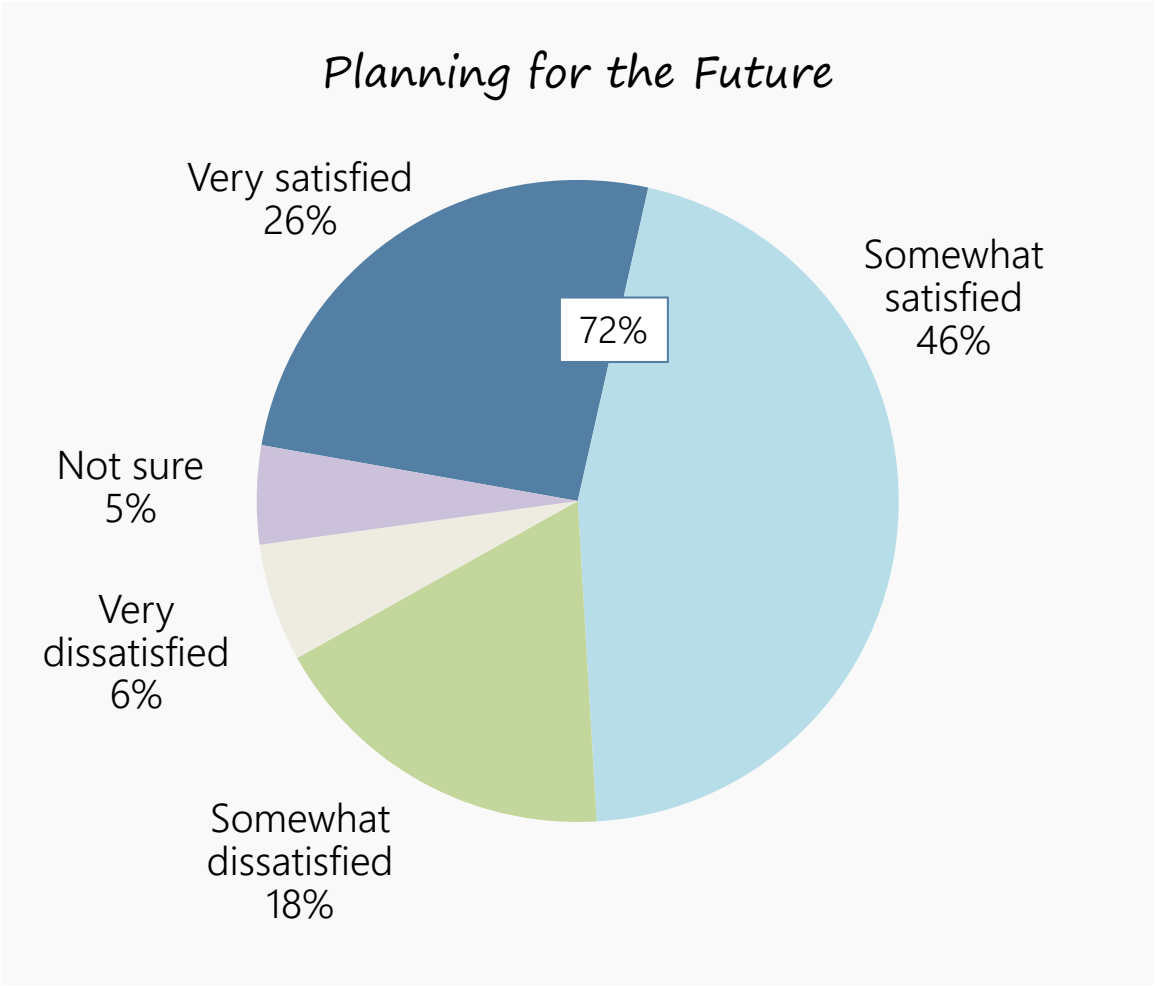


... finding solutions to local issues ...

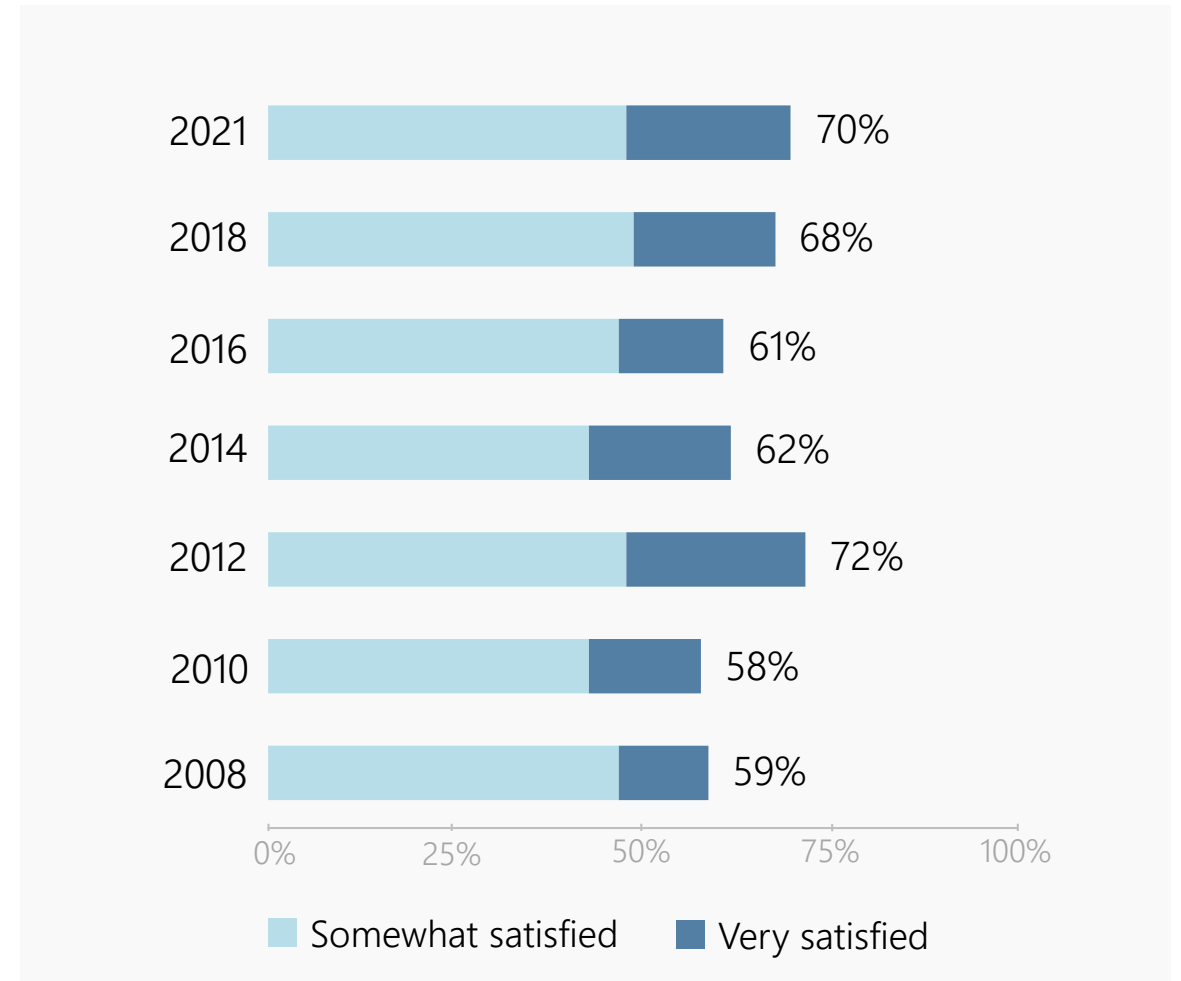
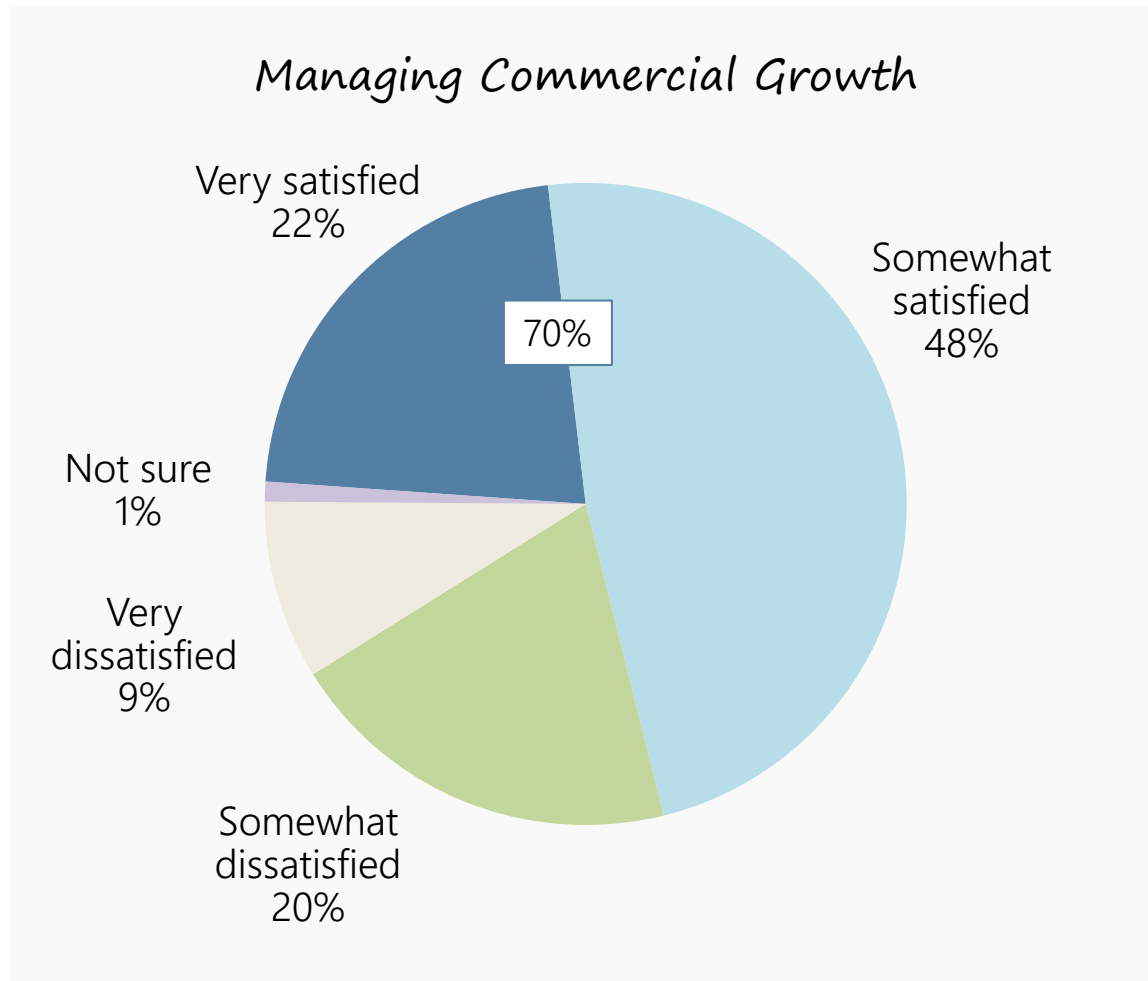
Finding Solutions to Local Issues



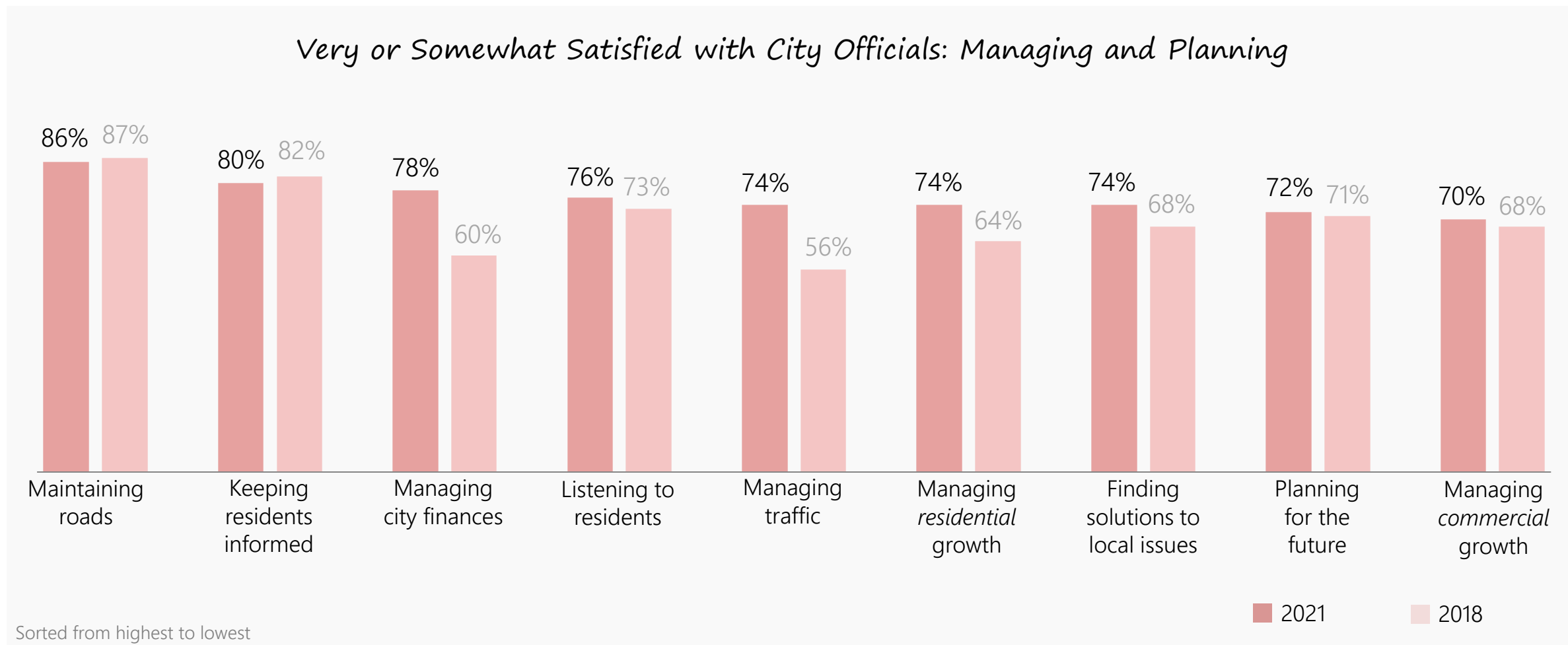
... planning for the future ...



... and managing commercial growth.



Most residents are satisfied with the performance of city officials as they manage and plan on the community's behalf ...
... a perception that appears to have grown in several areas since 2018.

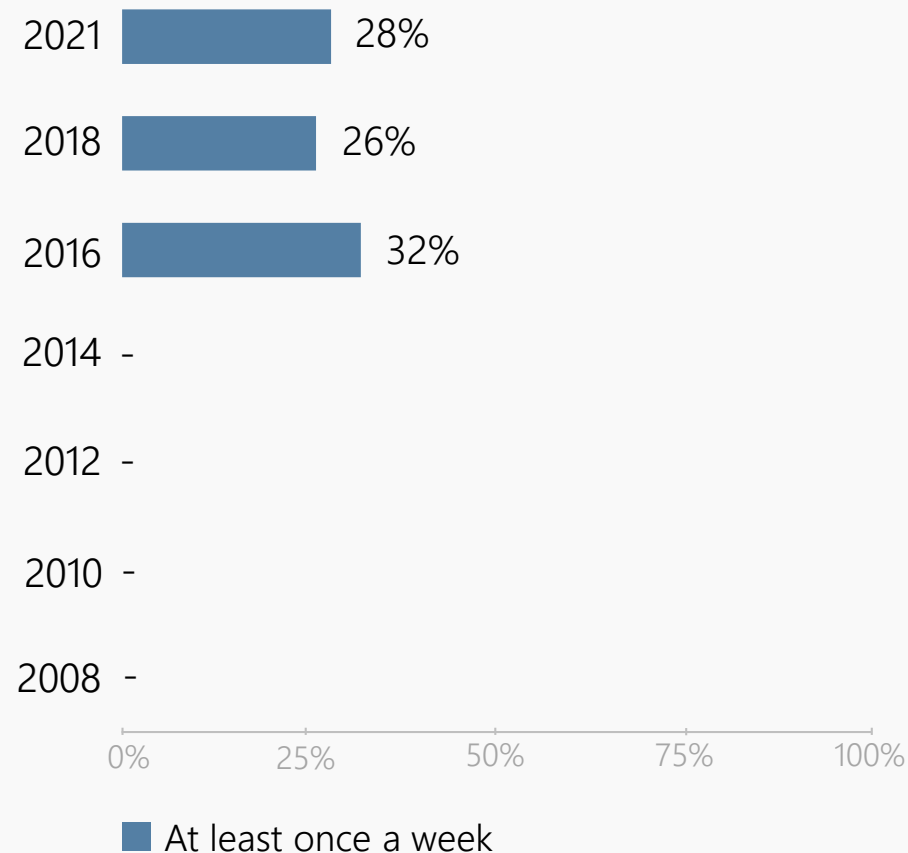
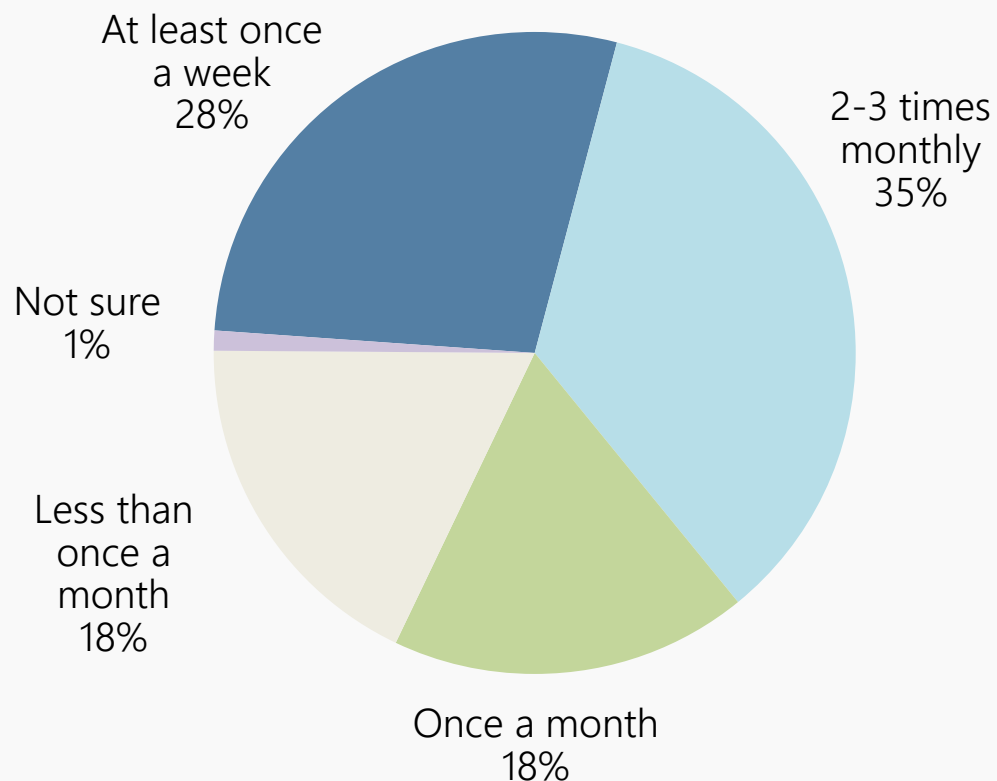




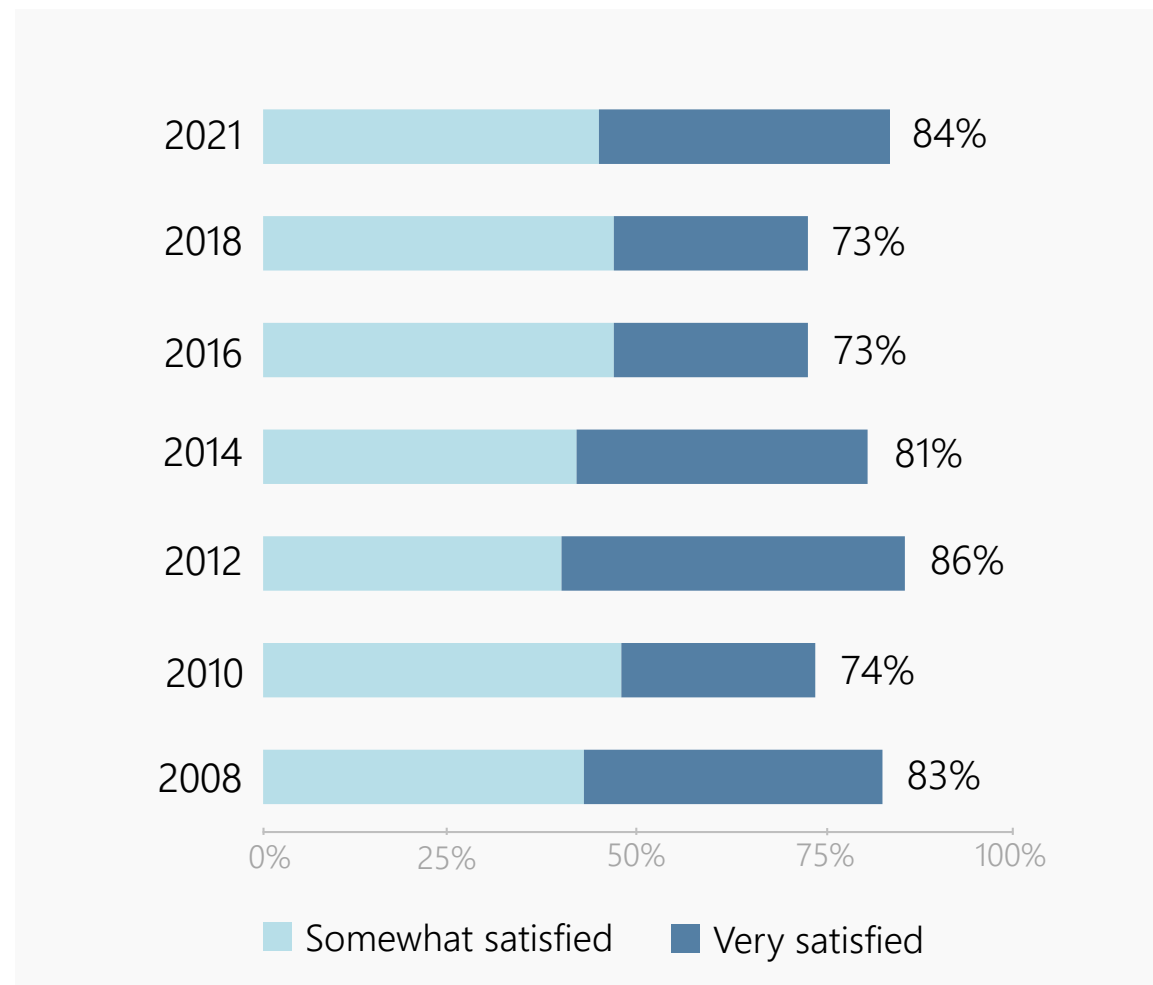
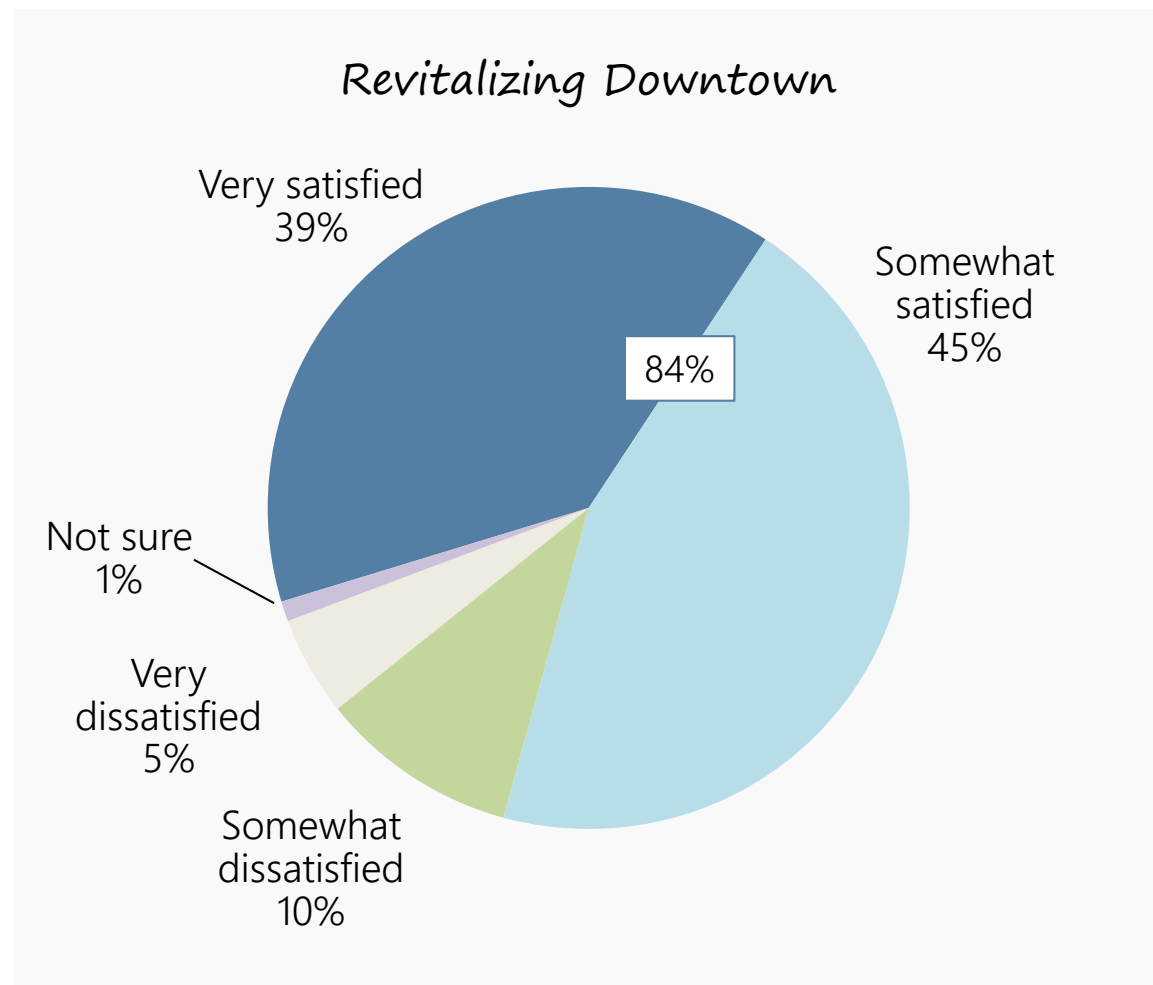
Downtown Powell

Nearly three out of ten residents patronize a store or restaurant in downtown Powell at least once a week.
Little has changed since 2016.

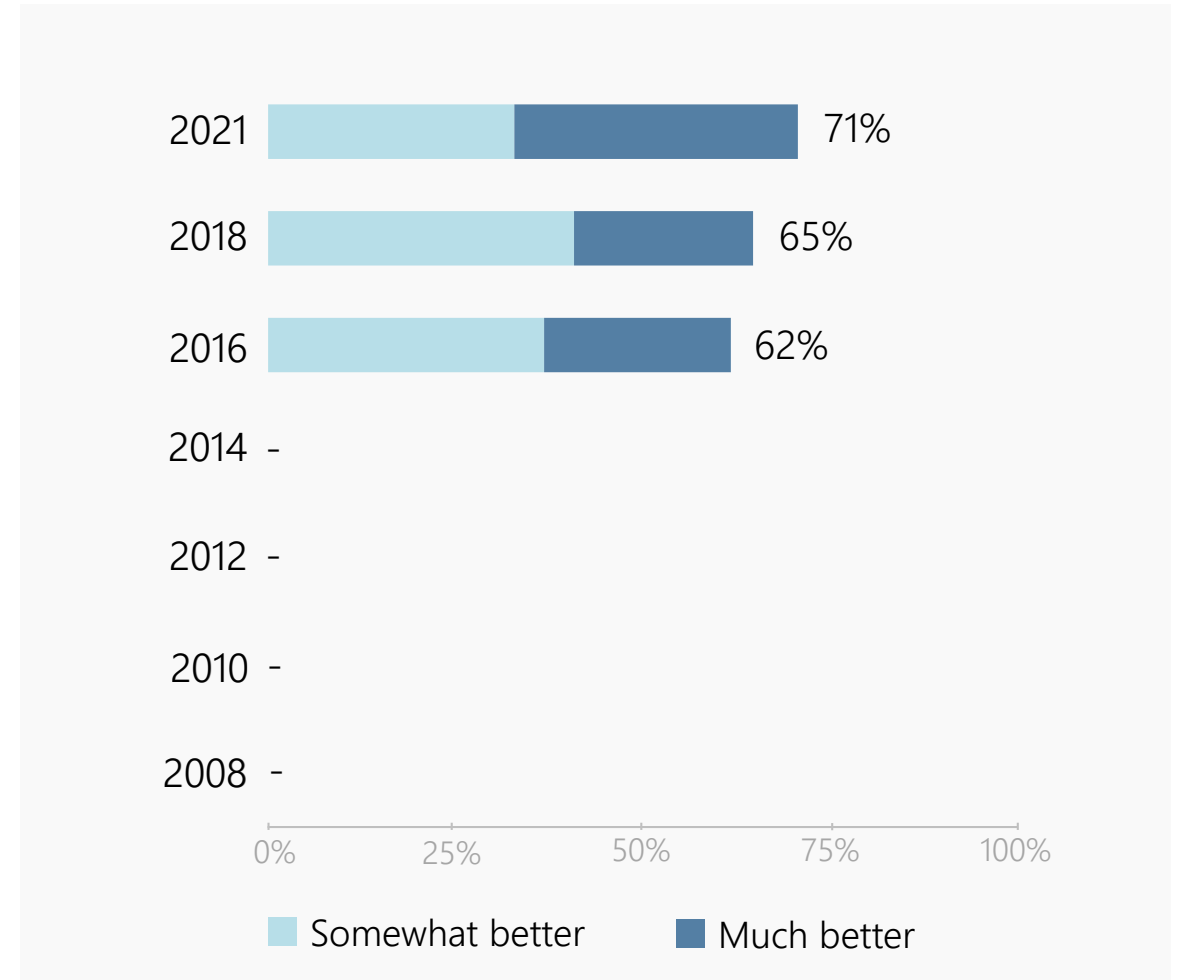
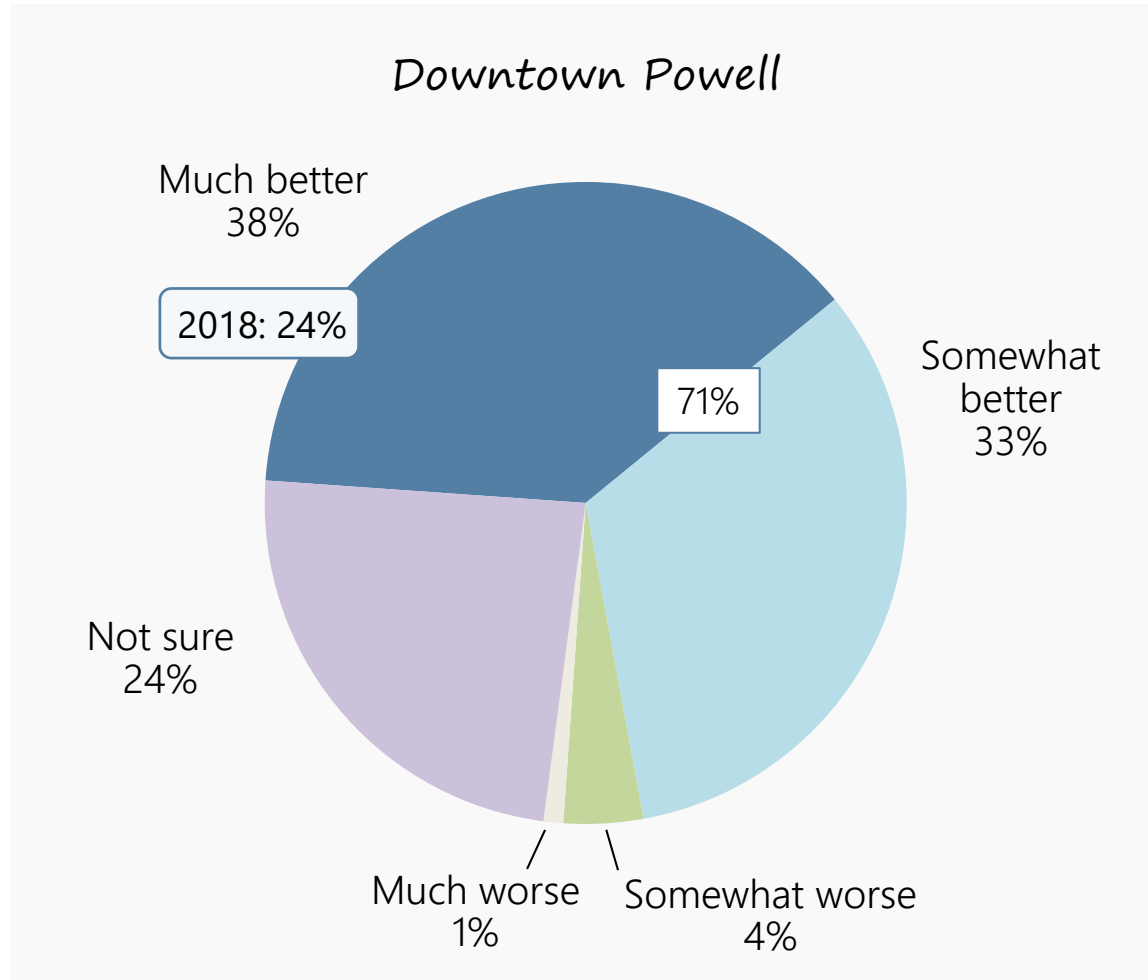
Patronizes Downtown Powell Stores / Restaurants



More than eight out of ten residents are satisfied with the city's efforts to revitalize downtown ...
... up substantially since 2016.

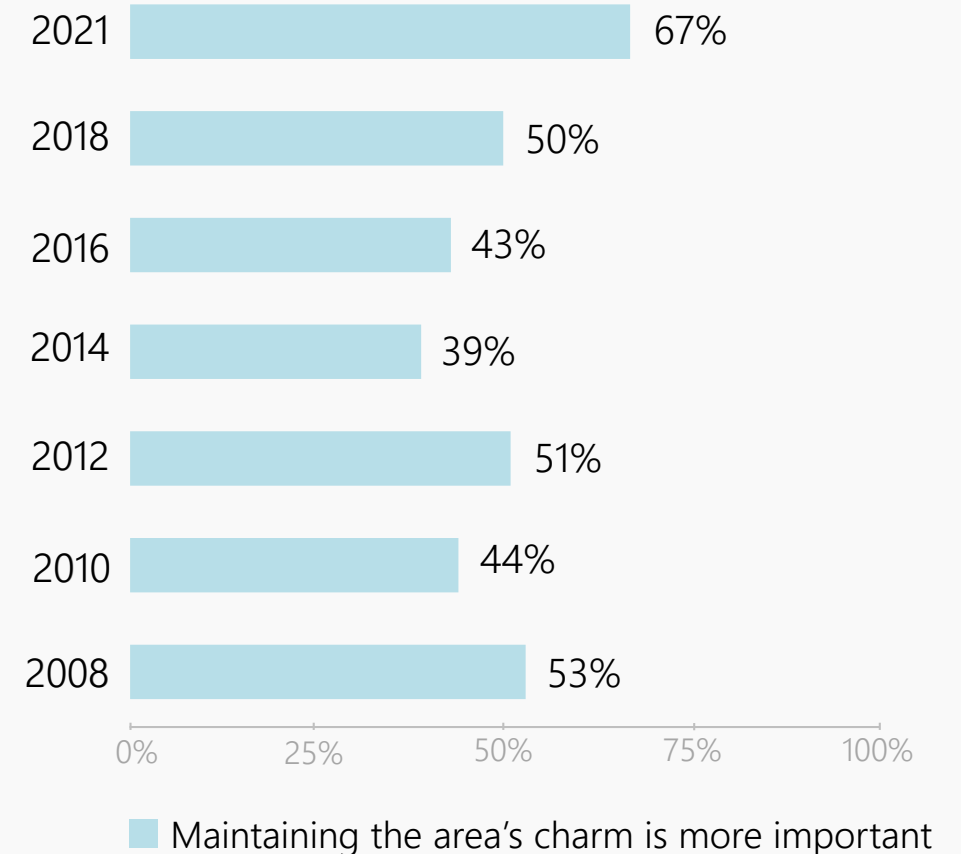
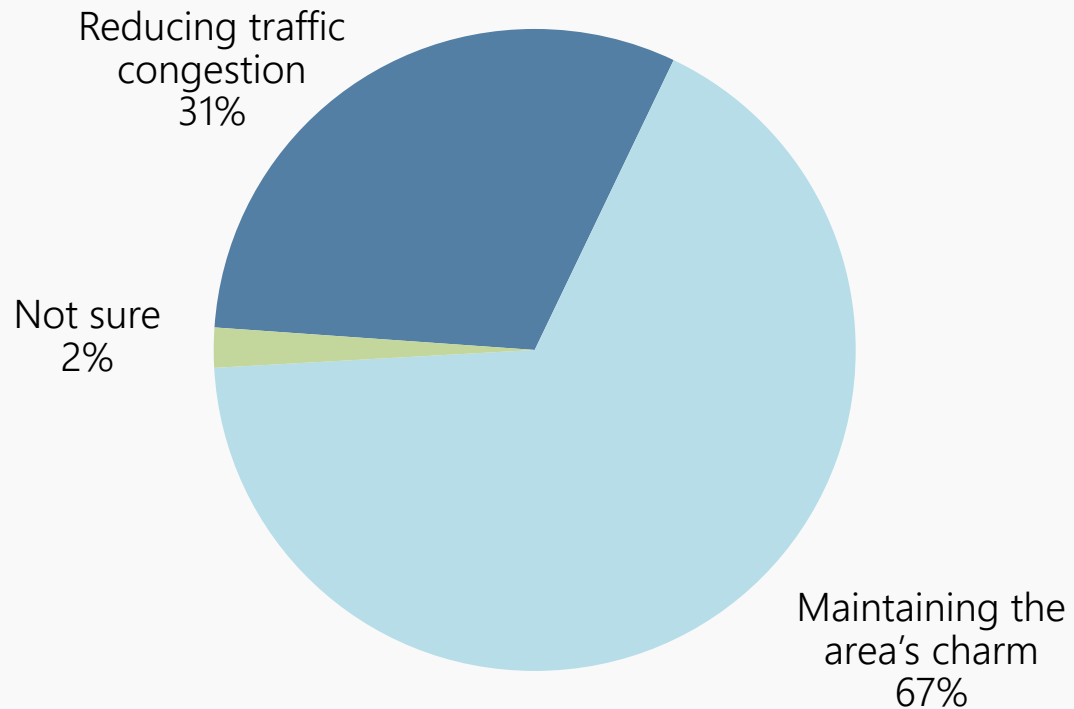


According to seven out of ten residents, downtown Powell has changed for the better over the past few years. A plurality consider it *much* better. Positive perceptions of downtown Powell have grown over time.

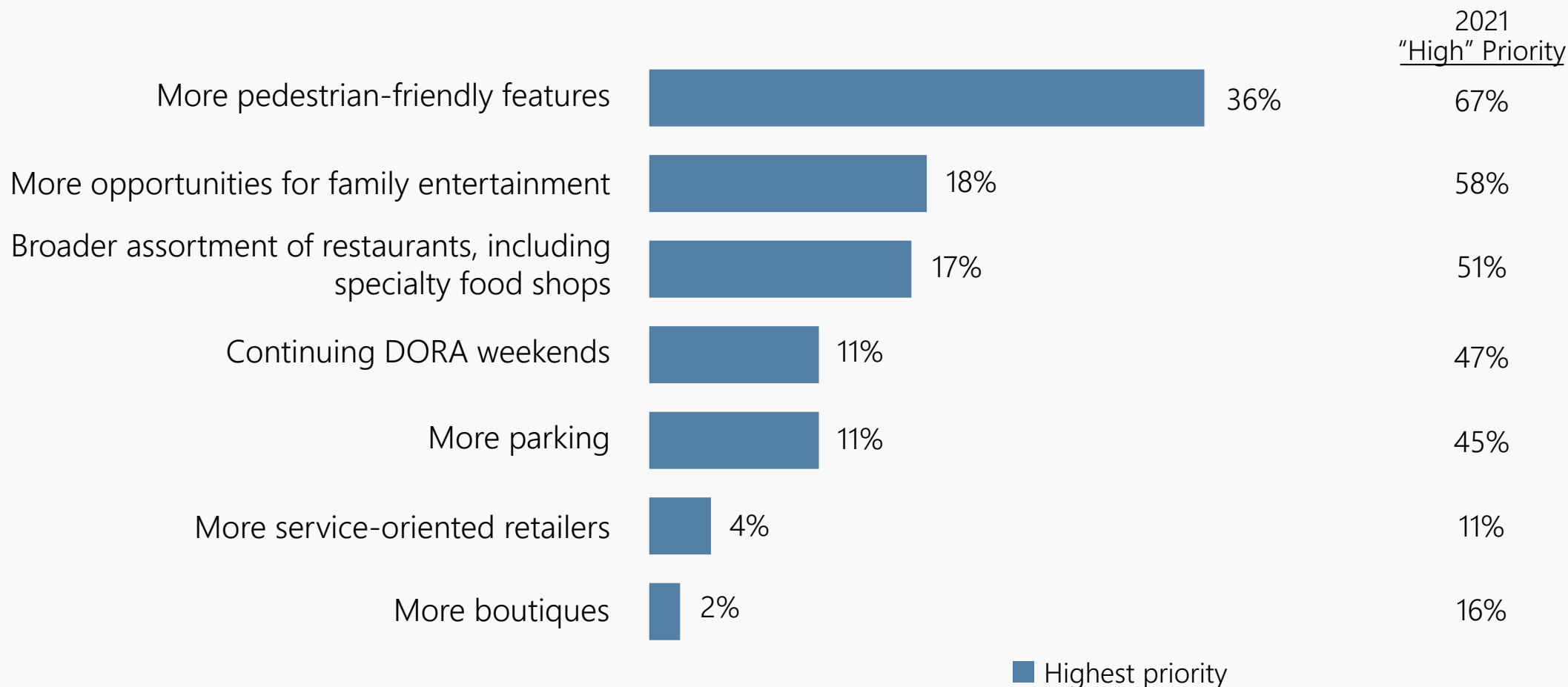


With traffic through downtown Powell less of an issue, many residents are now focused on maintaining the area's small-town charm ...
... the importance of which has never been greater.

Reducing Congestion v. Maintaining Charm



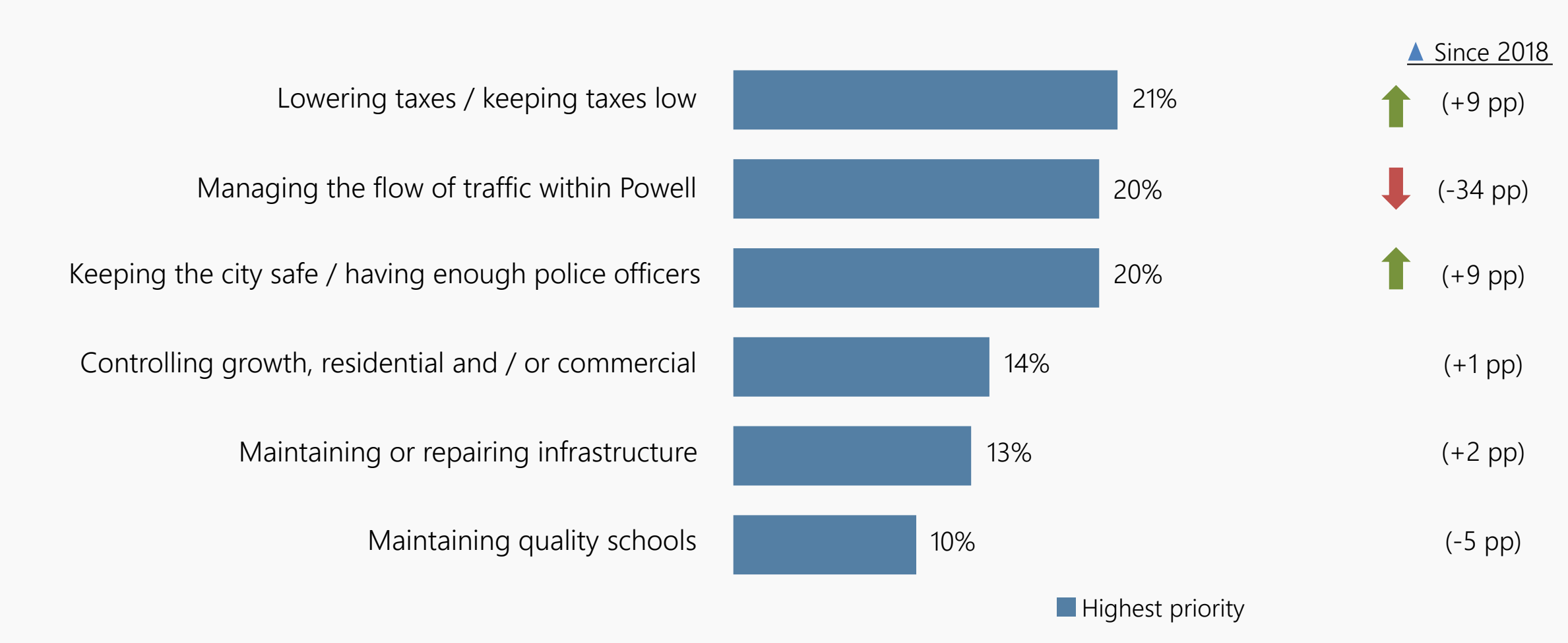
For many residents, the highest priority for downtown Powell (among several suggested) is additional pedestrian-friendly features.



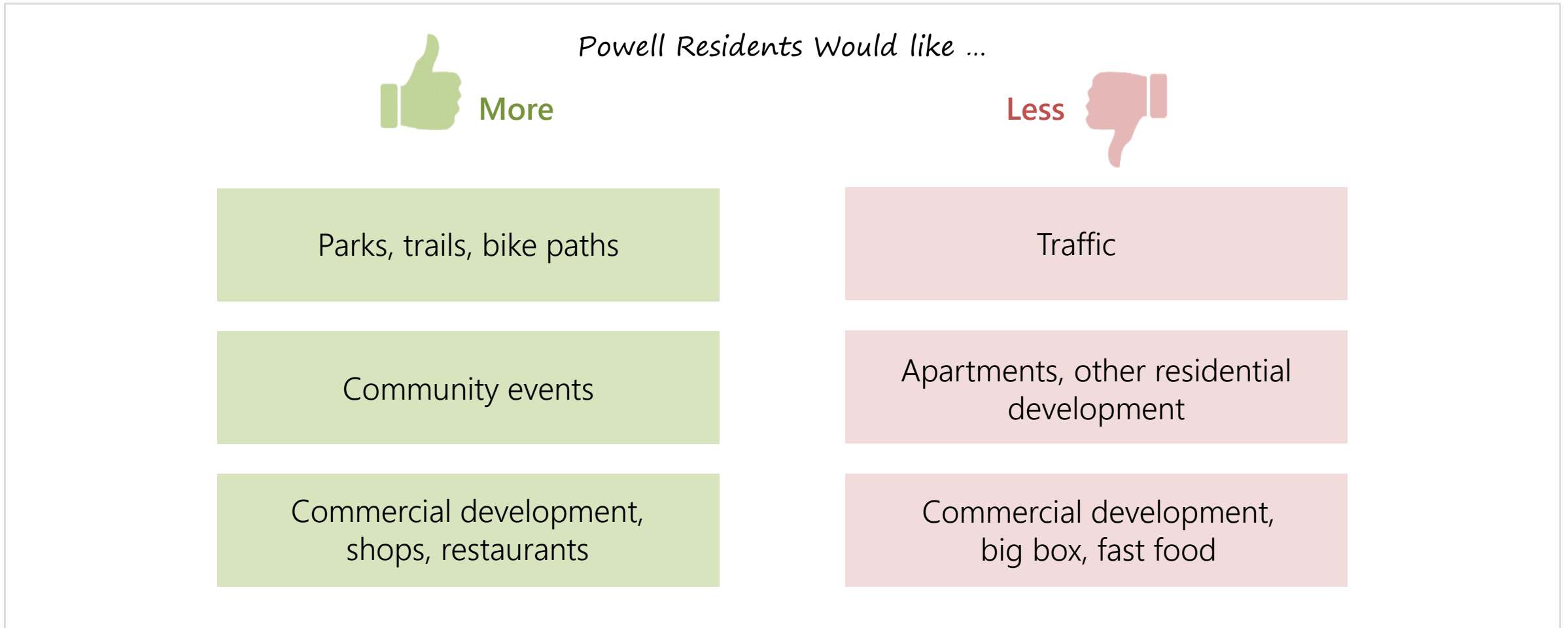


Looking Ahead

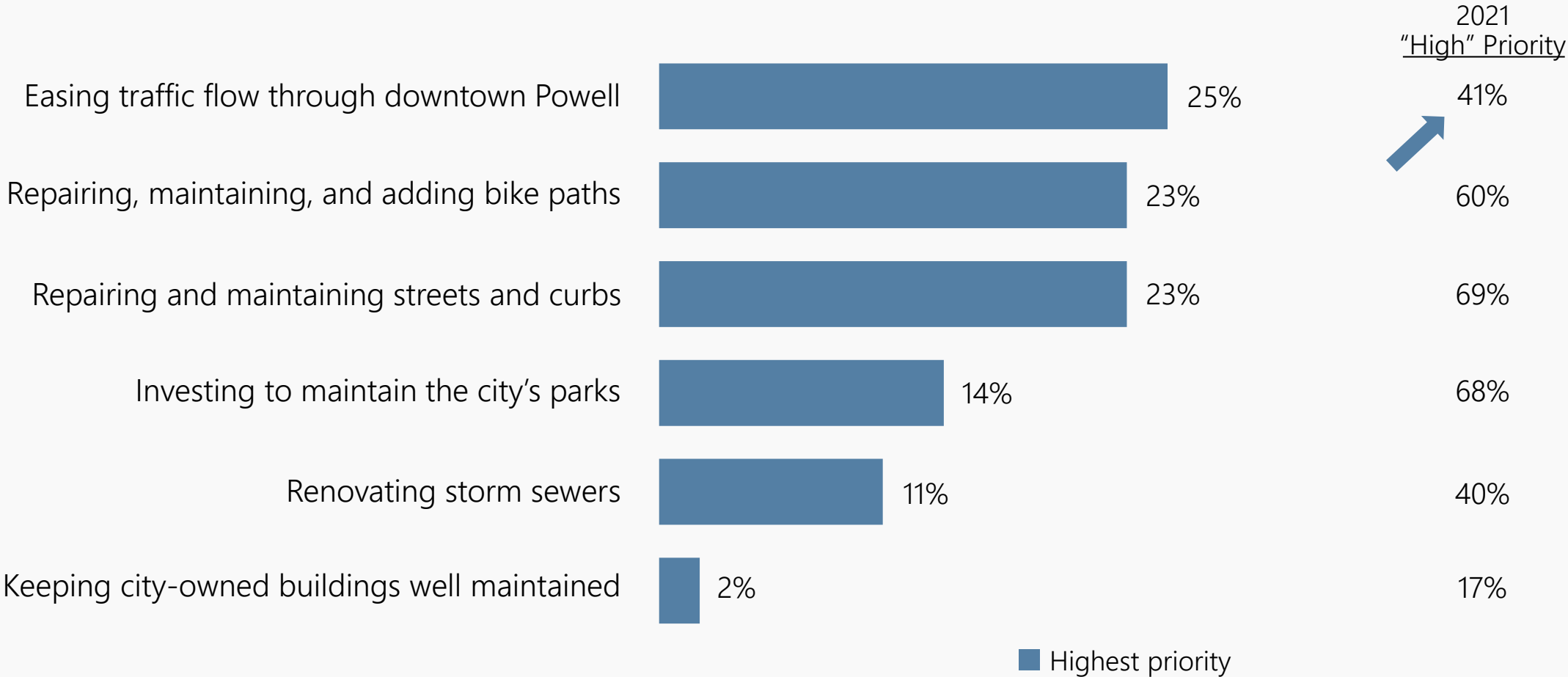
When residents identified (unaided) issues, concerns, and problems local officials should consider their highest priorities, *none* was identified by even one resident in four. Those mentioned most frequently involve taxes, traffic, and public safety.



When residents were asked what Powell needs more and less of, dozens of suggestions were offered. Those mentioned most often involve outdoor amenities and community events (more), traffic (less) and development (more and less).



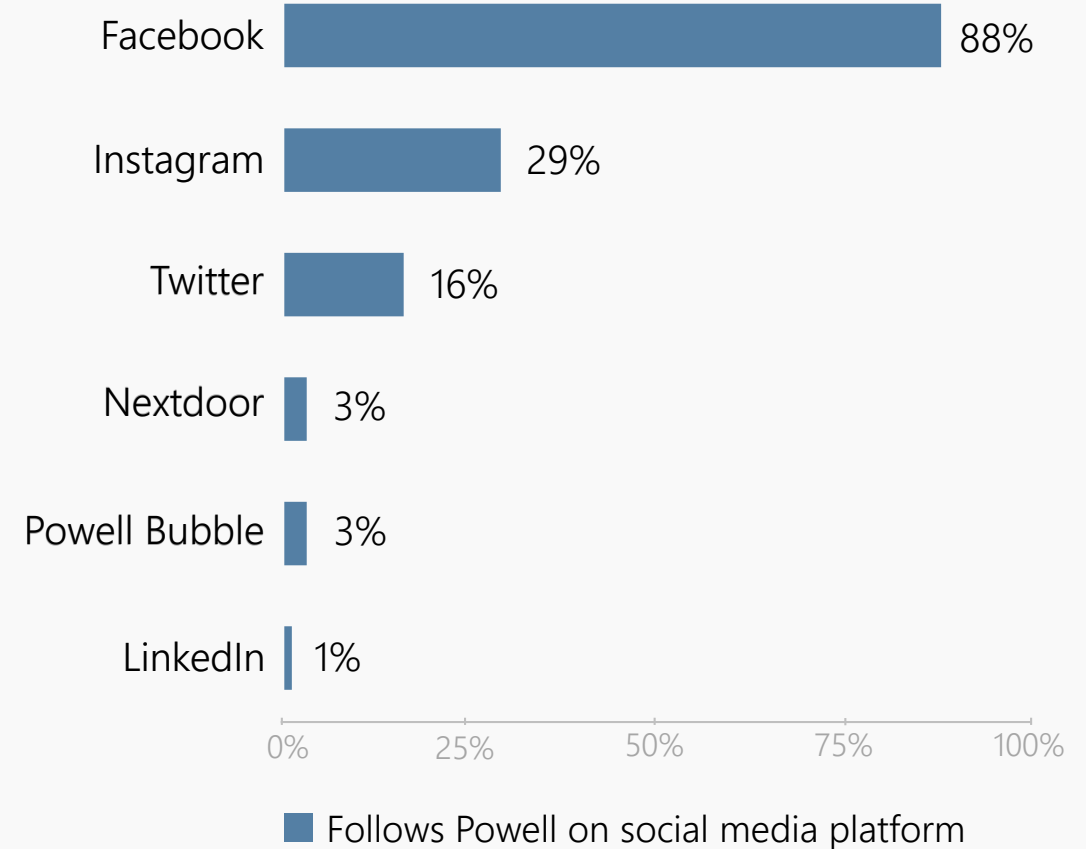
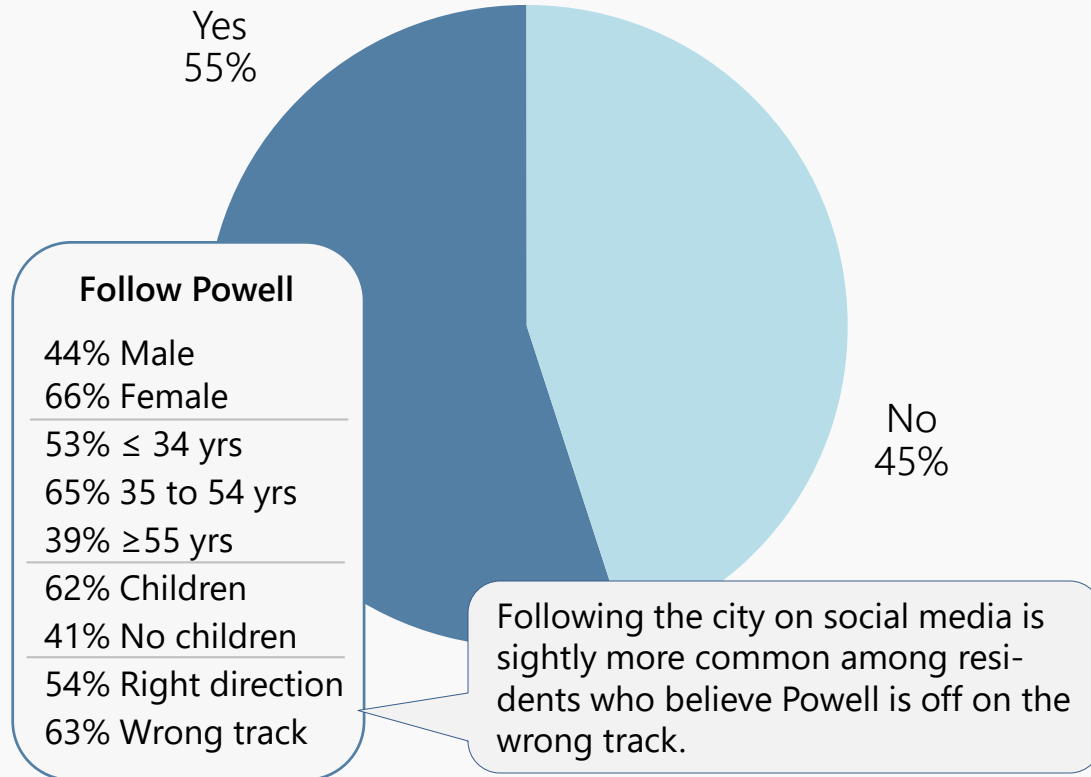
Choosing from a list of six capital projects the city has identified, residents were divided as to which one should be tackled first. Those with almost equal appeal involve traffic, bike paths, and streets and curbs.



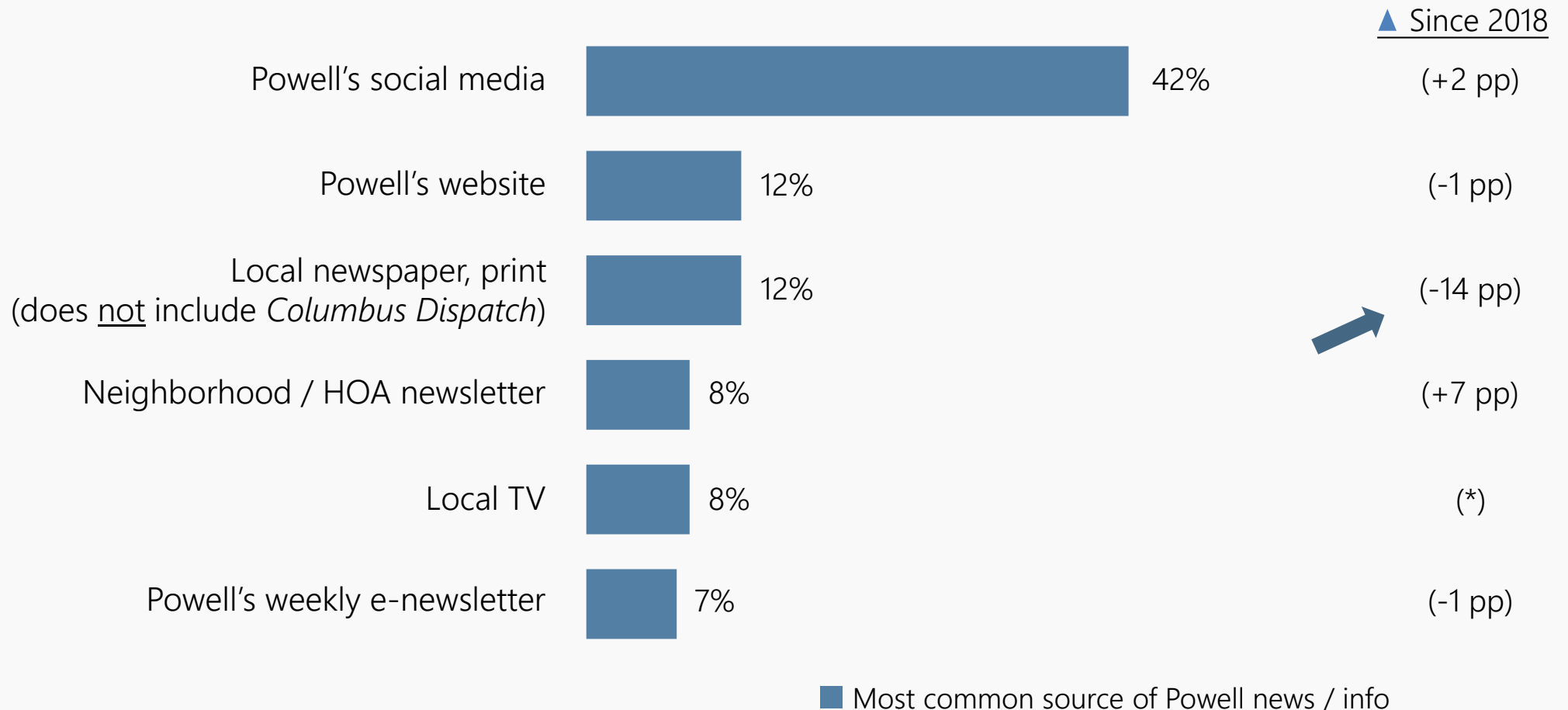
Communication

More than half of Powell's residents follow the city on social media.
The most common followers are women and residents ages 35 to 54.
Among residents who follow the city on social media, Facebook dominates.

Follow Powell on Social Media



For a plurality of residents the city's social media is the primary source of news and information about Powell.
By contrast, few residents rely on the local paper.



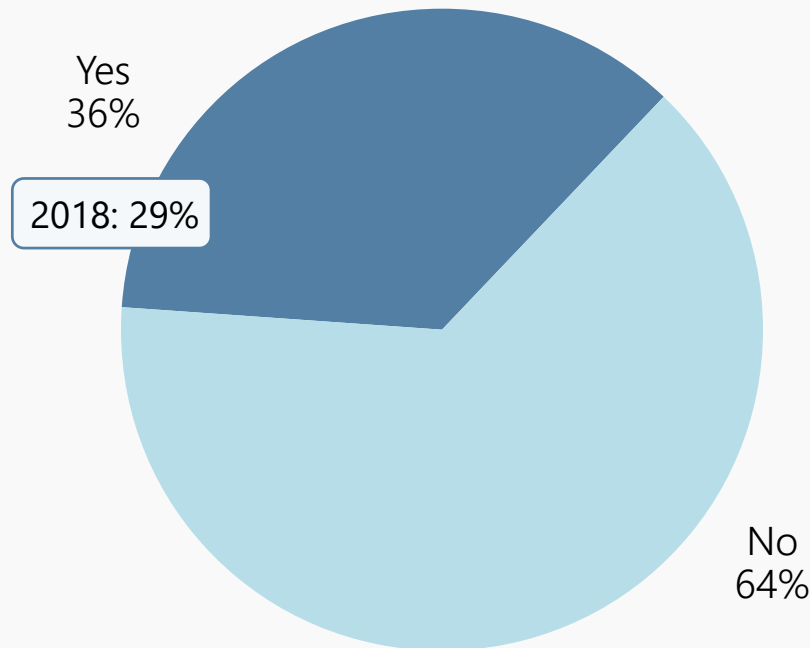
*Not mentioned in 2018

One third of the city's residents visited Powell's website over the last three months, up from 2018.

The information sought most often involved events (20%), city services (14%), and city codes and permits (10%).

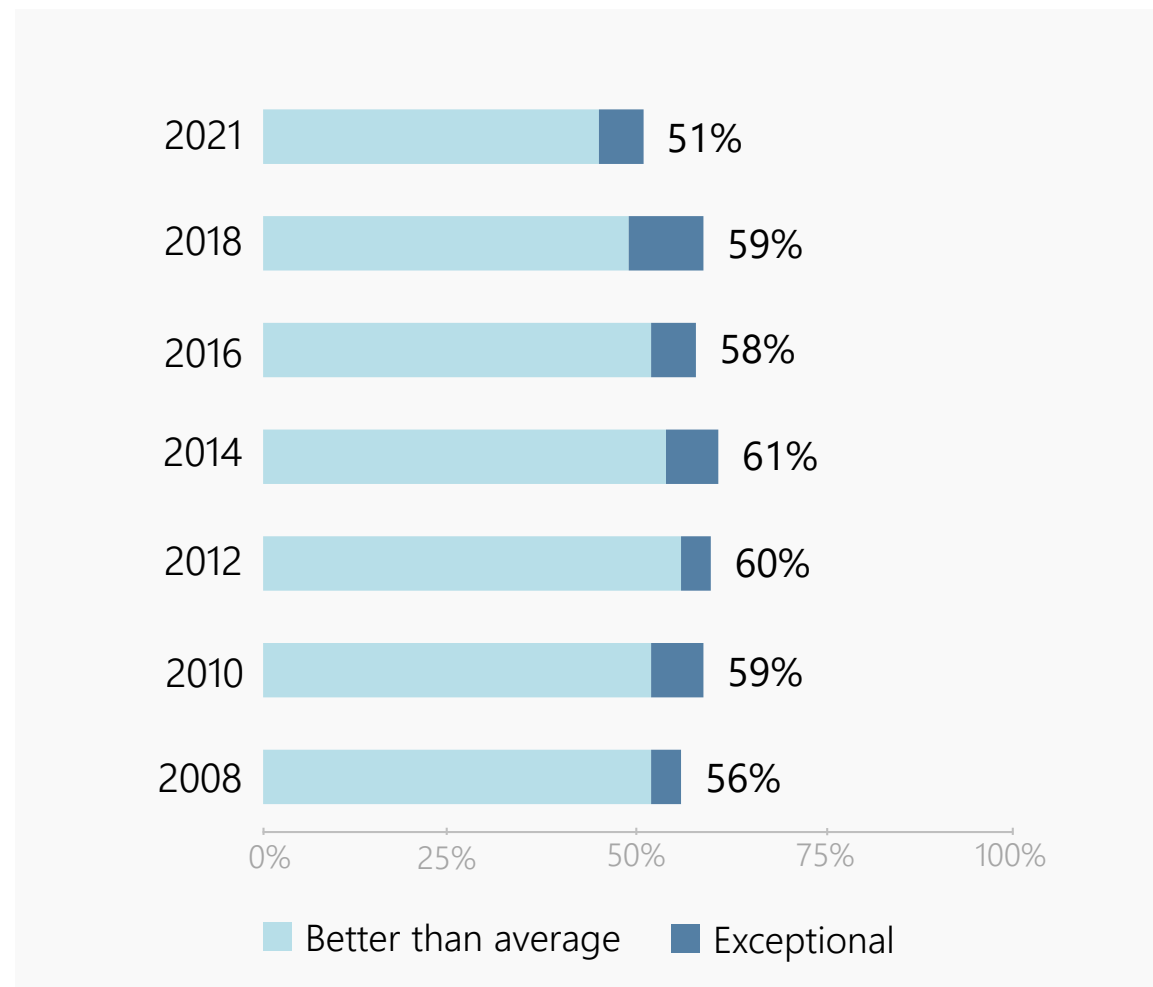
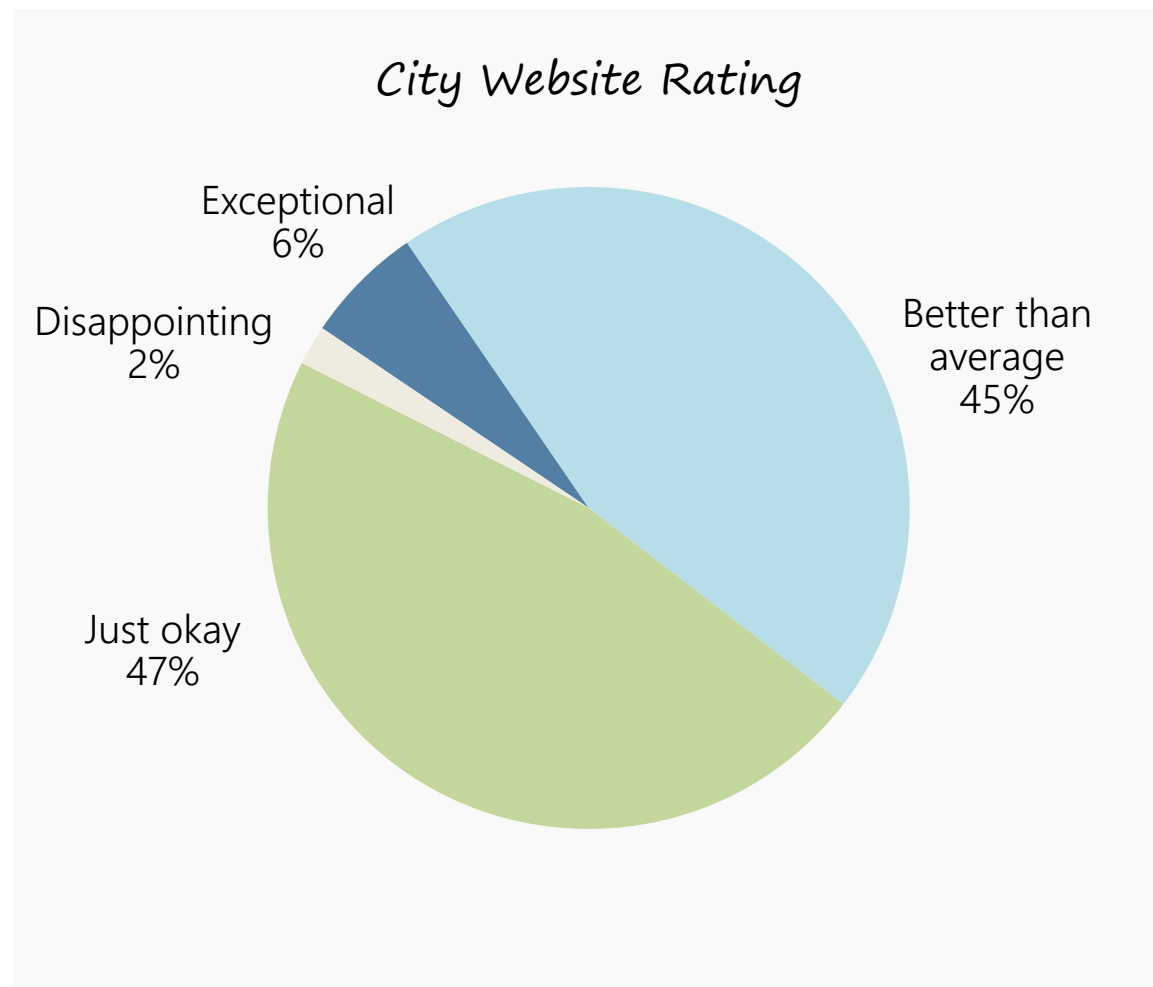
Most residents (92%) easily found the information they sought.

Visited City's Website in Last 3 Months



Since 2018, the use of personal computers to access the city's website declined from 70% to 57%, while the use of cell phones increased from 31% to 40%.

Among residents who accessed the city's website, half (51%) considered it exceptional or better than average ...
... down slightly from 2018.



This survey addresses two topics not included in Powell's previous surveys: the COVID-19 pandemic and diversity and inclusion.

The findings for each topic are presented here adjacent to those from two other central Ohio communities: New Albany and Whitehall.

The questions posed in all three communities are identical; the data, however, were collected at different times:

New Albany – July/August 2020
Whitehall – September/October 2020
Powell – February/March 2021

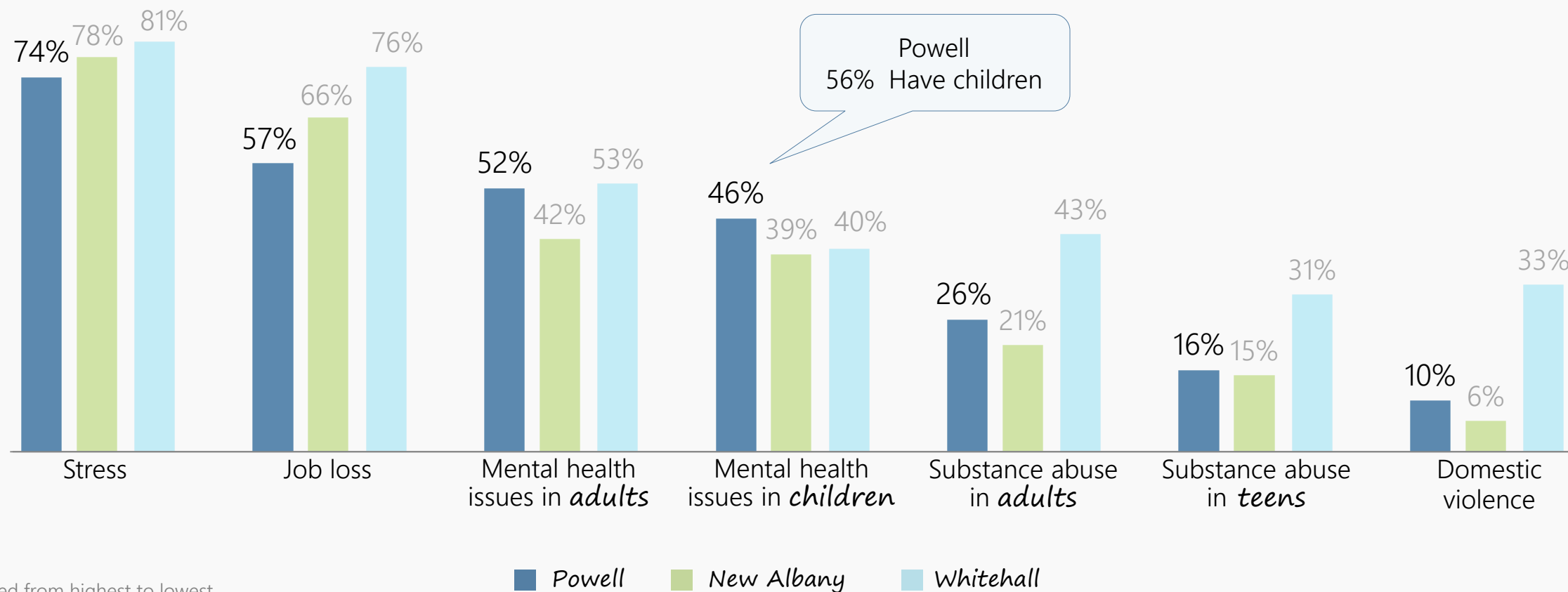
For many of the questions posed, this difference may have had at least some impact on the findings.



COVID-19 Pandemic

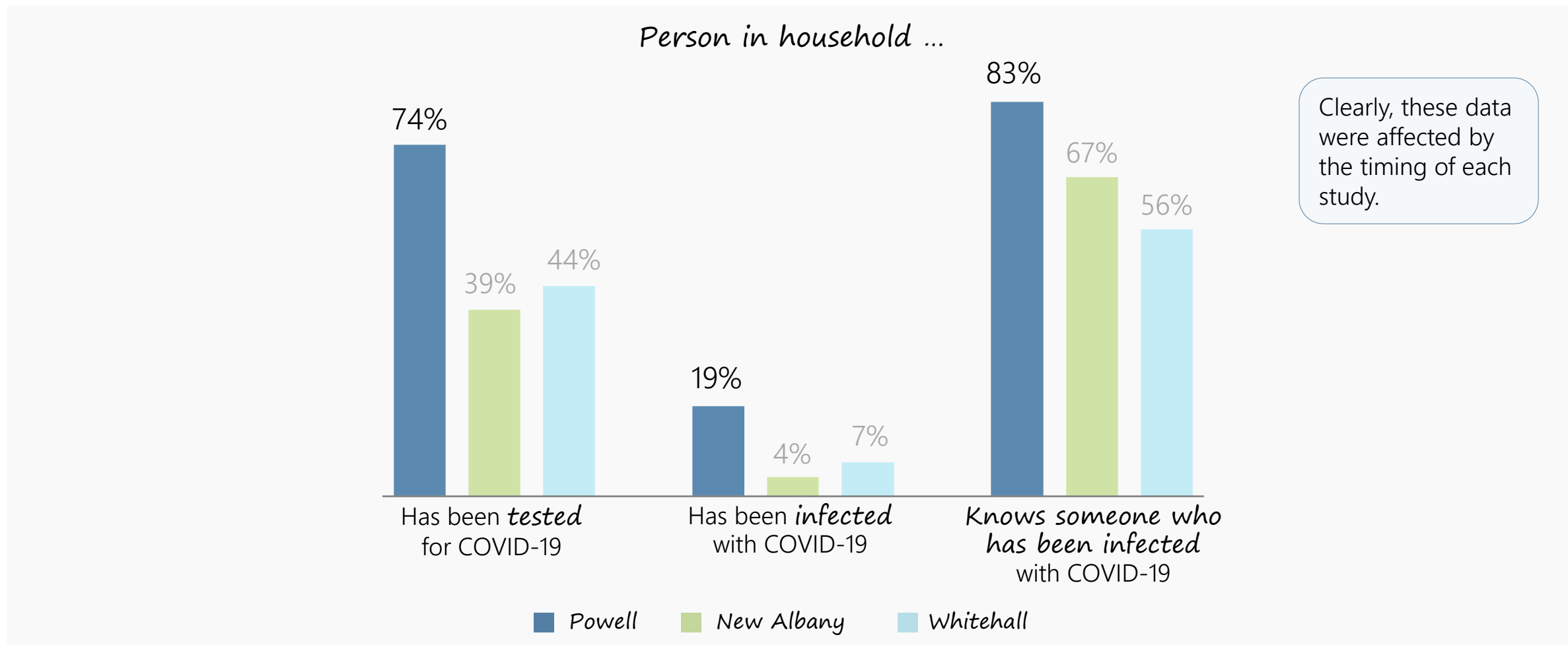
By far, stress was the most frequently observed impact of the COVID-19 pandemic ...
... in all three central Ohio communities.

Noticed an increase in ...

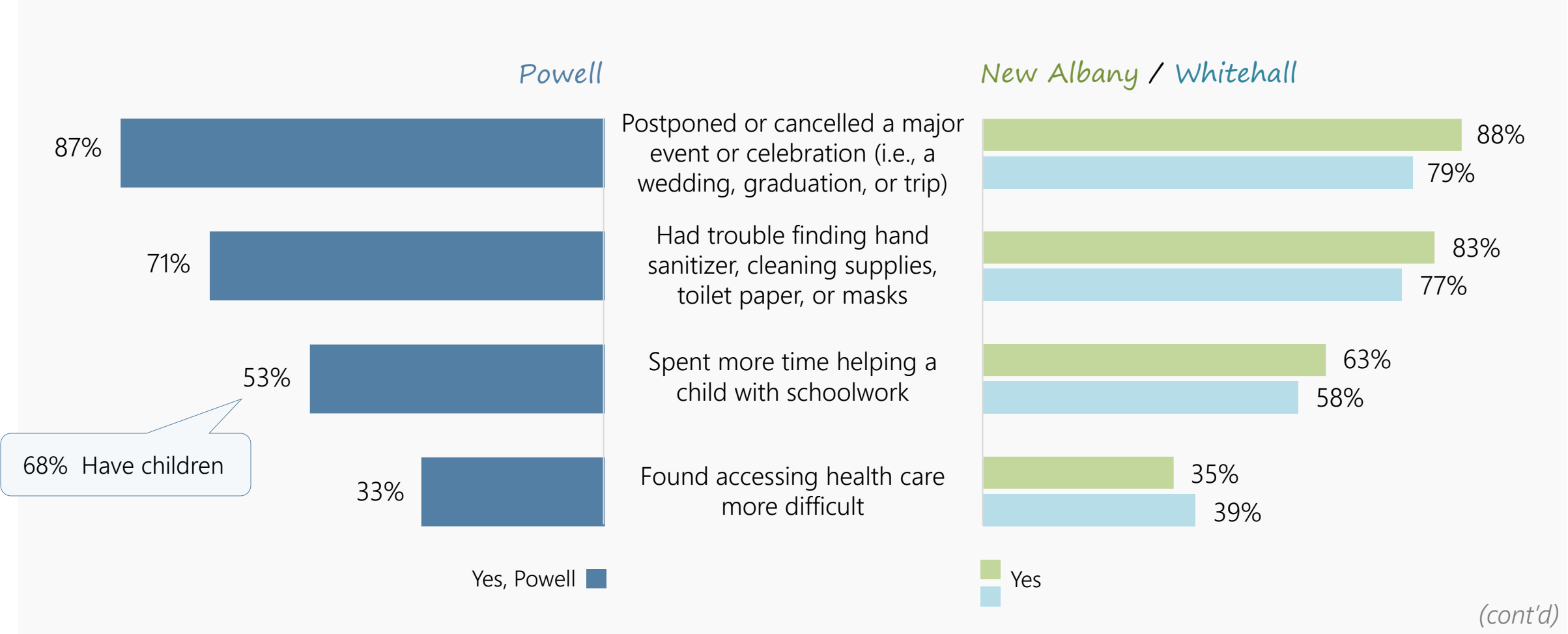


Powell
56% Have children

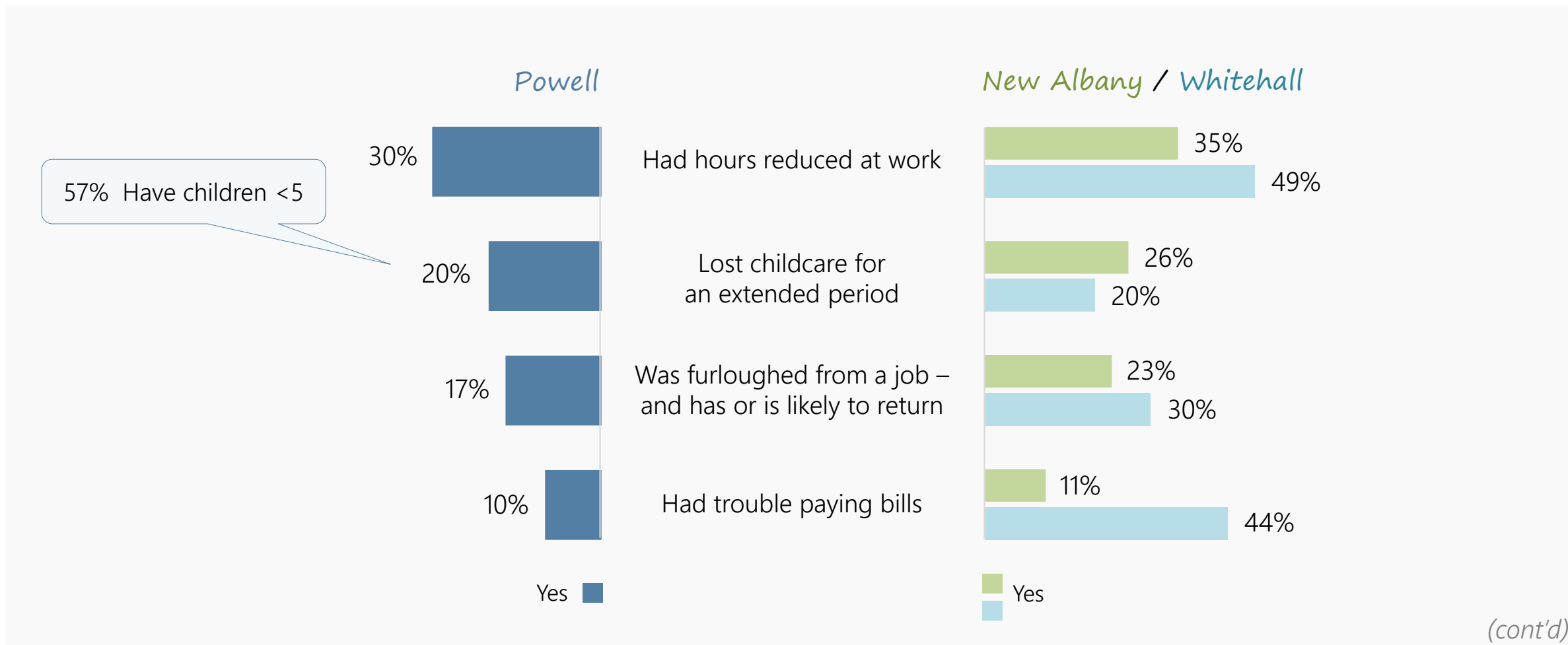
Three out of four Powell residents have been tested for COVID-19 and one out of five has been infected. Knowing an infected person is almost universal.



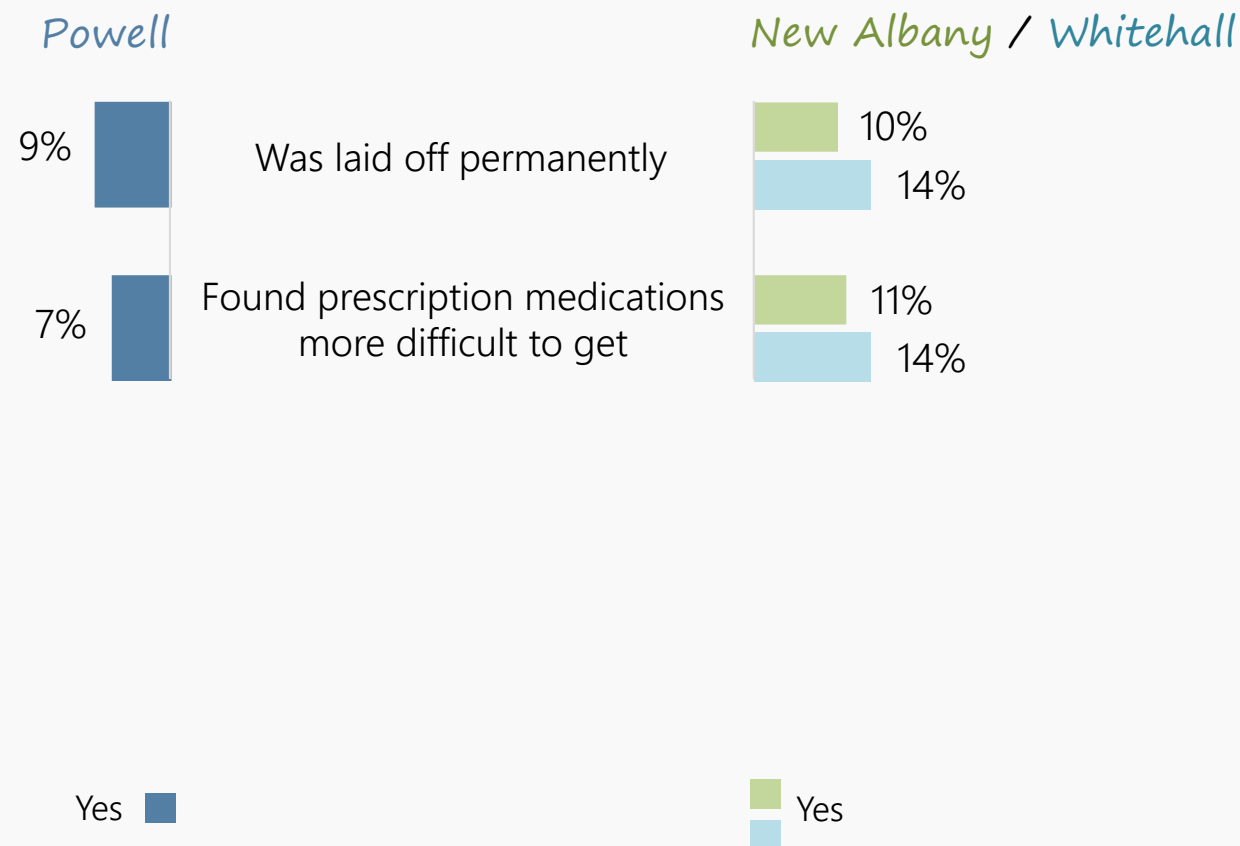
Nine out of ten Powell residents postponed or cancelled a major event or celebration in response to the COVID-19 pandemic.
Residents of New Albany and Whitehall reported similar behaviors.



Few residents of Powell have had trouble paying bills true in New Albany, but not Whitehall.



Least common in all three cities were permanent lay-offs and issues securing prescription medications.



Among residents of Powell, the most trusted sources of information about COVID-19 were the news media and public health officials ...

		Powell	New Albany	Whitehall
News media	... as they were in New Albany and Whitehall.	27%	42%	36%
Federal health officials (CDC, Surgeon General, Fauci)		27%	23%	18%
Personal health care professionals		15%	15%	13%
State of Ohio COVID-19 website		8%	4%	8%
State elected officials (governor, lt. governor, legislators)		8%	13%	9%
Family, friends		7%	4%	9%
State public health officials (Acton)		5%	7%	3%
Work / employer		3%	2%	7%
County department of health		2%	*	*
Social media		2%	6%	10%
Federal elected officials (president, legislators)		<1%	2%	2%

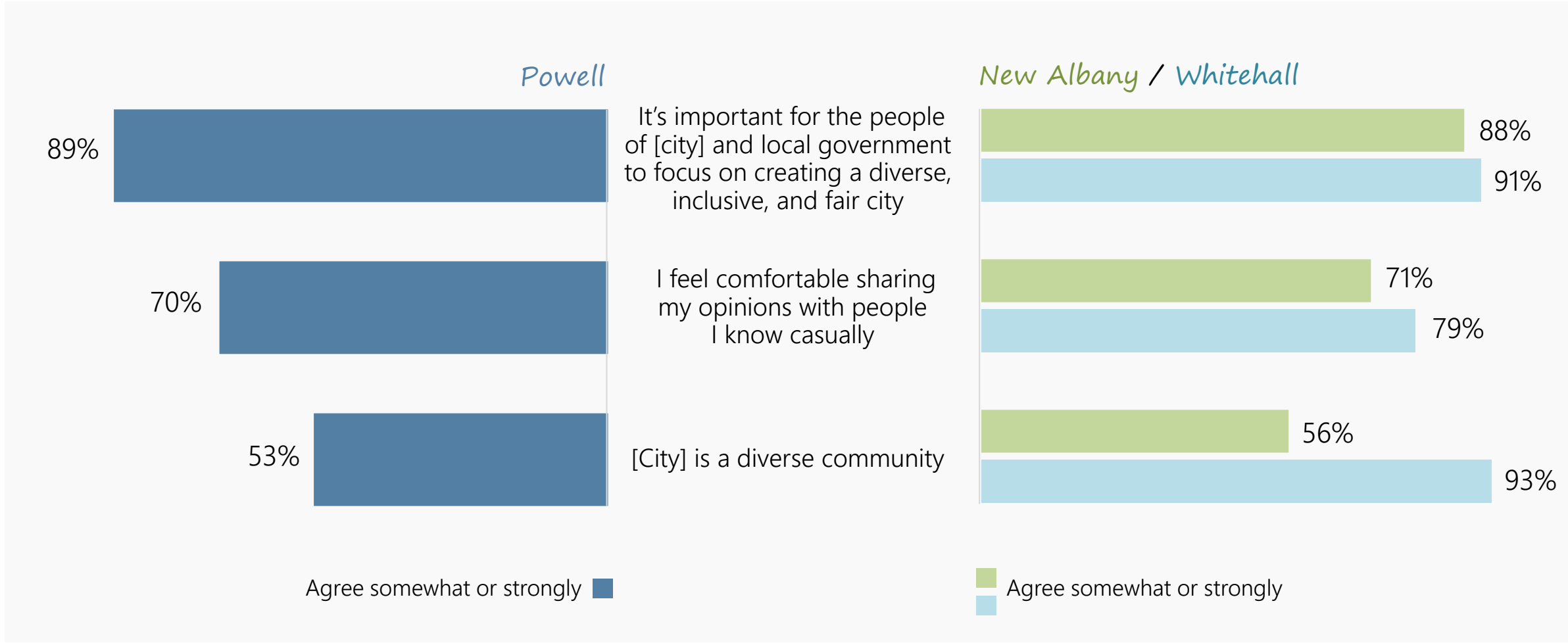
Sorted from most to fewest mentions / *No mention was made in that city

Q26: For information about COVID-19, who or what was your most trusted source? (Open-ended question)

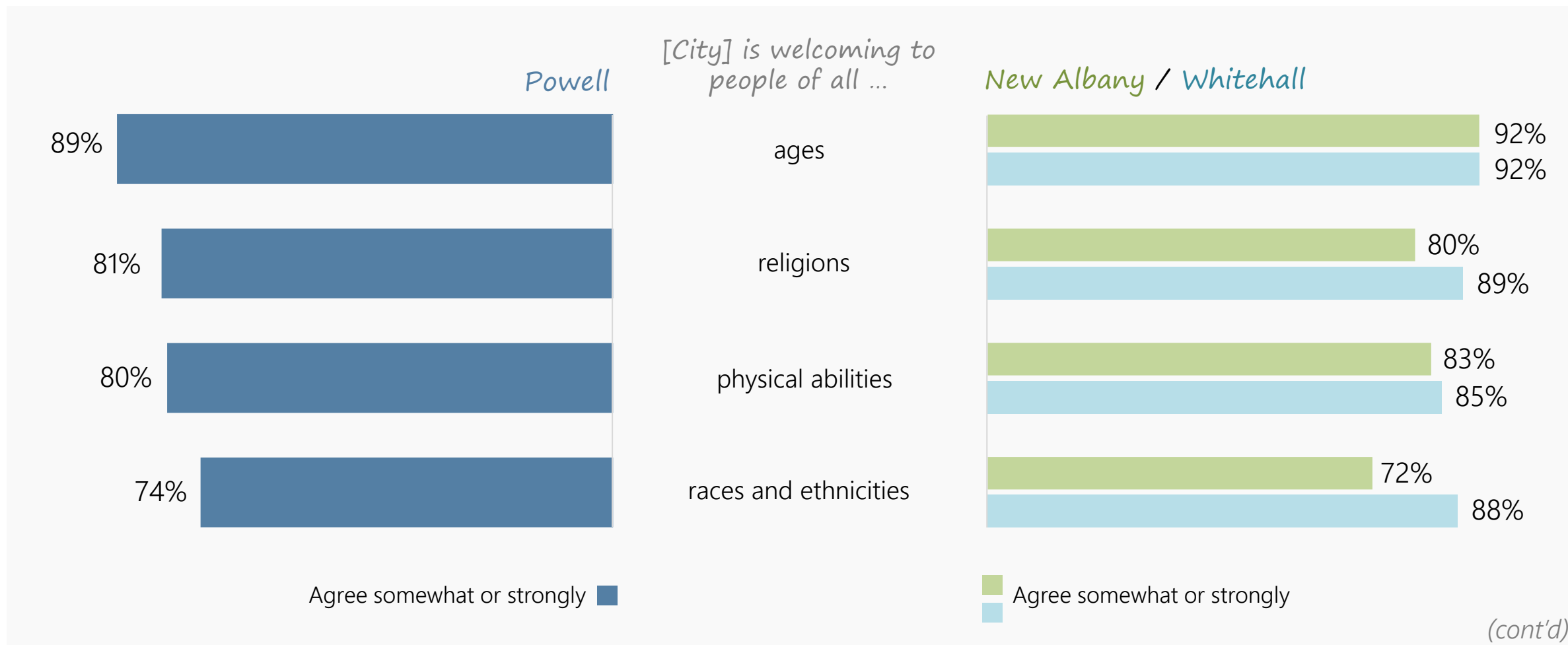


Diversity and Inclusion

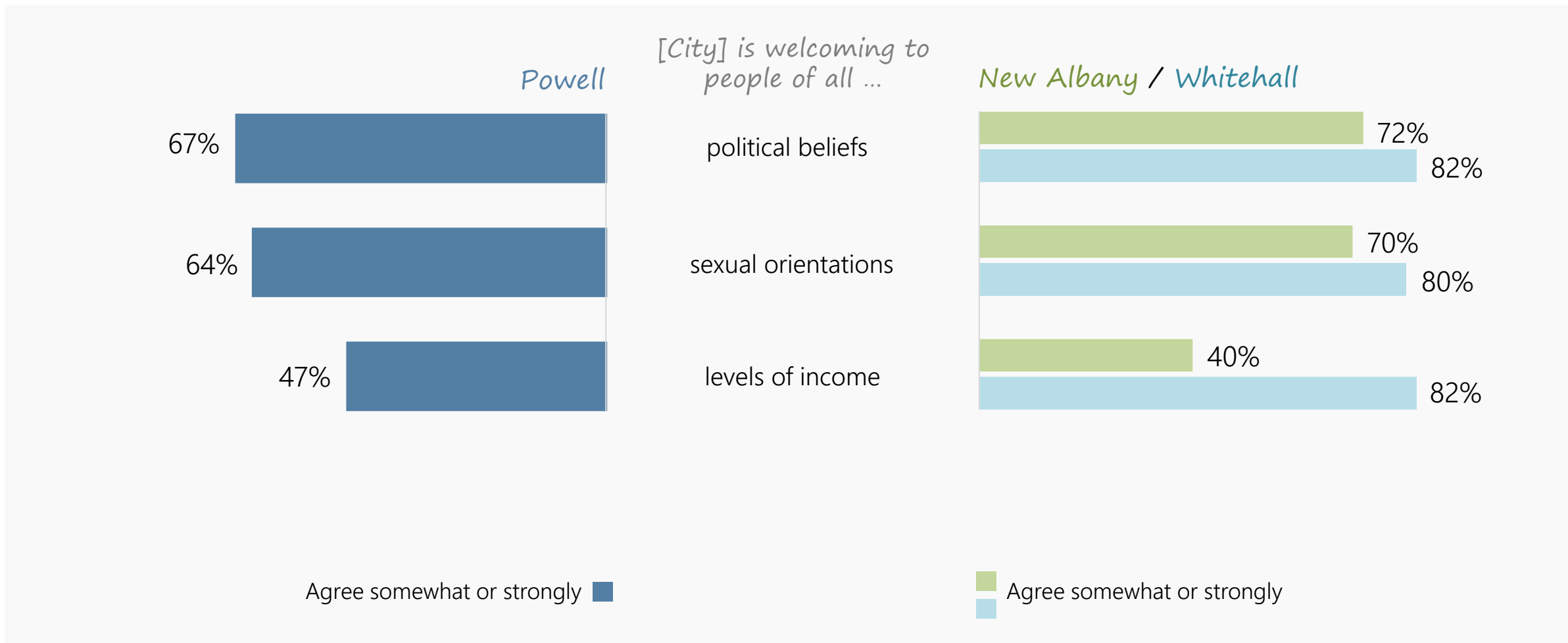
Nine out of ten Powell residents agree that creating a diverse, community is important. Fewer believe that Powell is a diverse community.



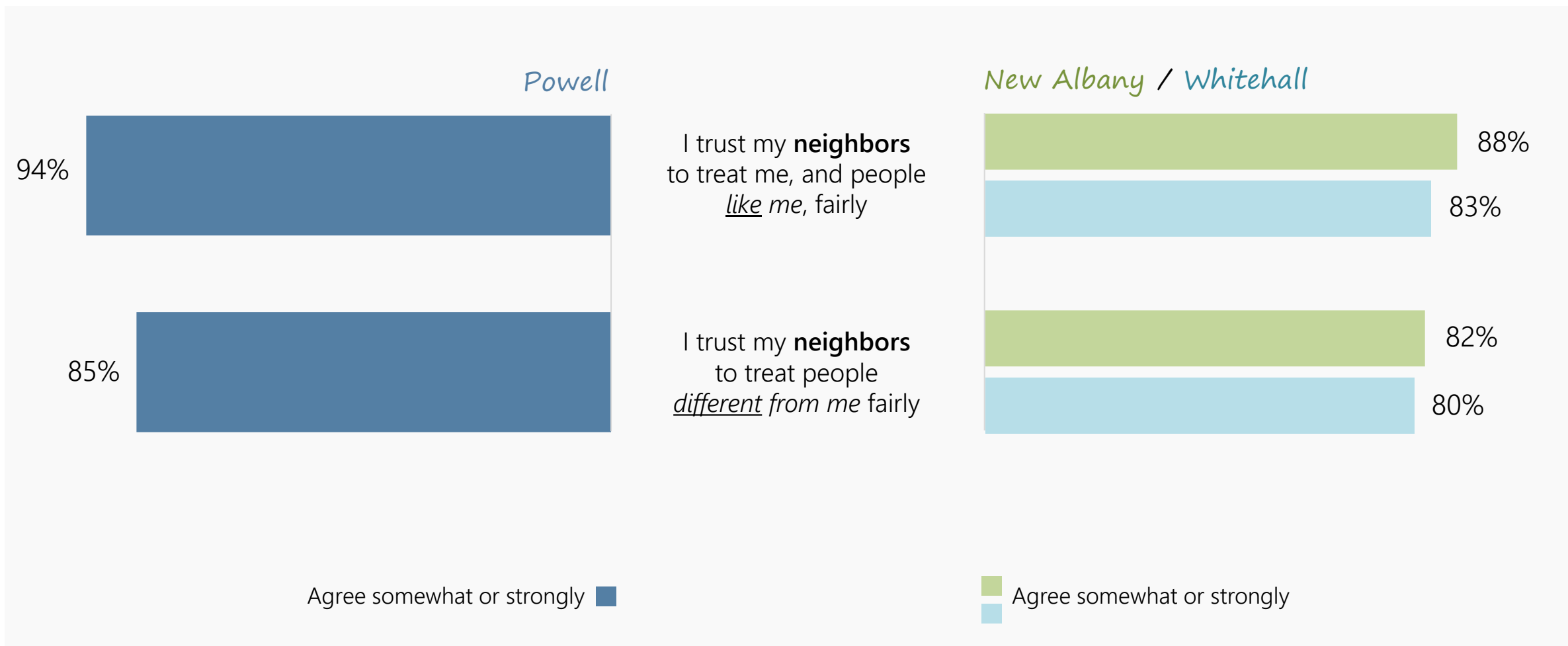
At least three out of four residents of Powell perceive the community as welcoming to people of all ages, religions, physical abilities, and races and ethnicities. Residents of New Albany and Whitehall have similar perceptions of their communities.



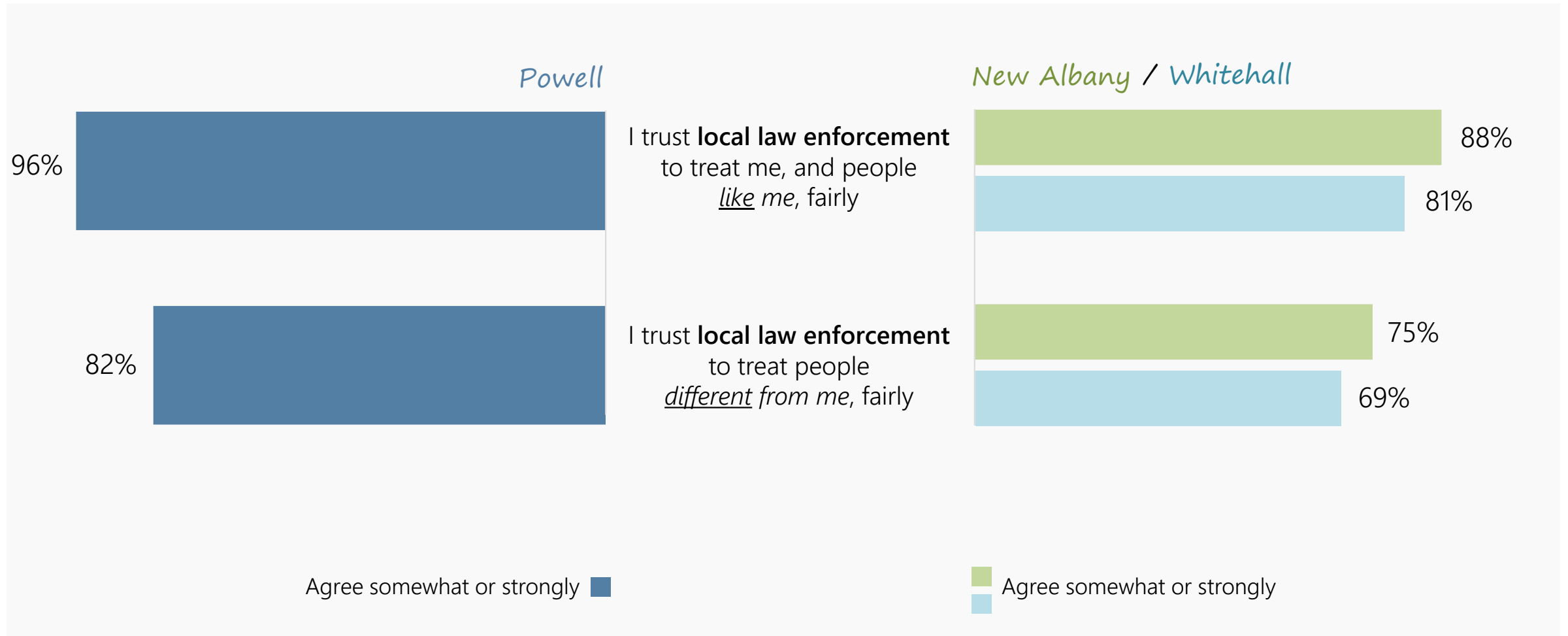
Fewer residents, however, see Powell as welcoming to people of all political beliefs, sexual orientations, and levels of income.



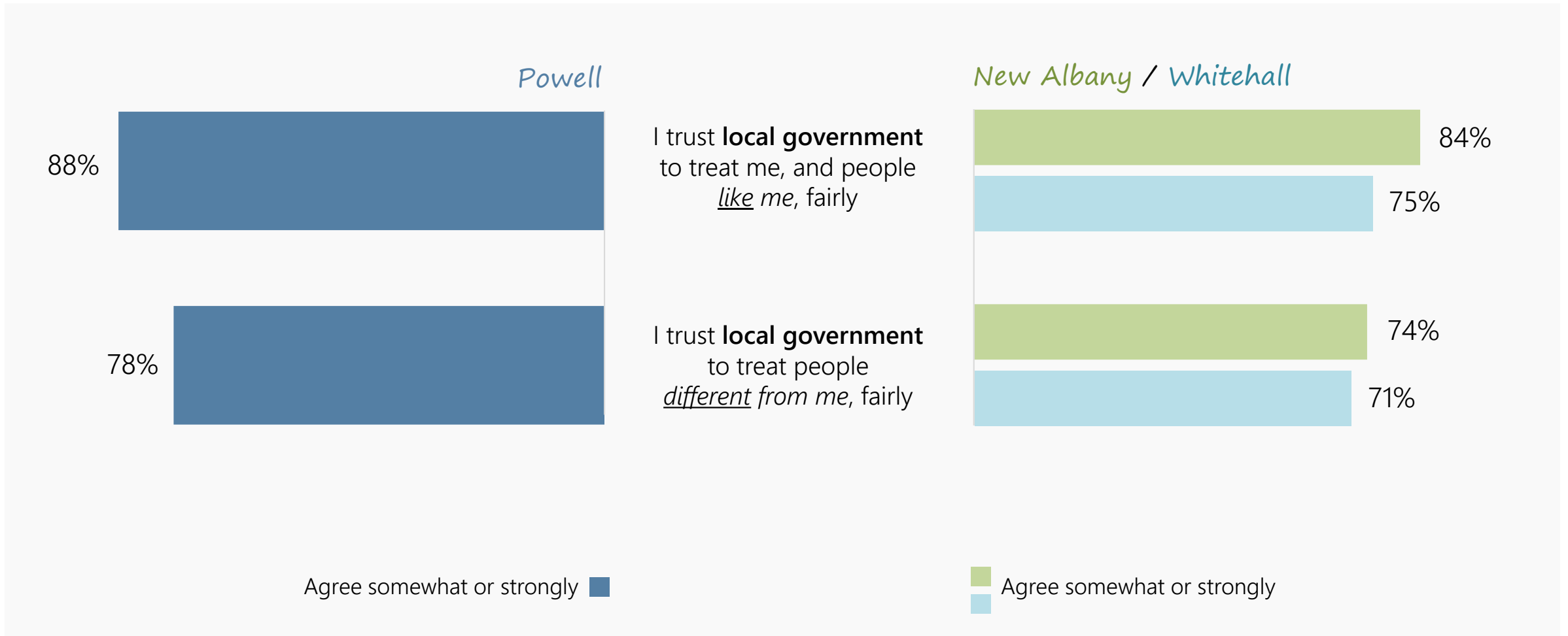
Most residents of Powell trust their neighbors to treat *them* and people *like* them fairly. Fewer residents – but still a large majority – trust these same neighbors to treat people *different* from them fairly.



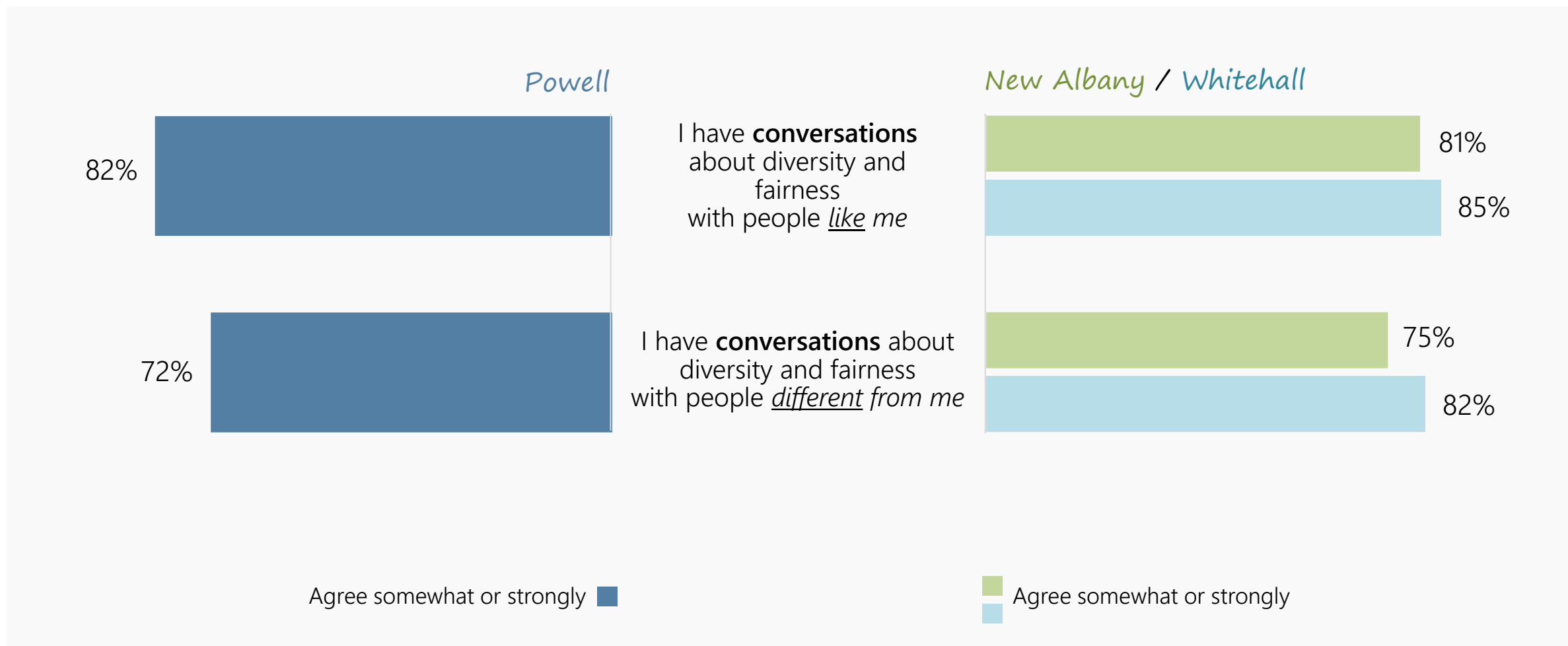
A similar gap between people *like me* and people *different from me* exists for local law enforcement ...



... and local government.



Most residents of Powell have conversations about diversity and fairness with people similar to themselves. Fewer have those same conversations with people different from themselves.



Among residents of Powell, a plurality believe the city could promote diversity and inclusion by hosting events, festivals, and TED talks.

	Powell	New Albany	Whitehall
Host events / festivals / TED Talks	21%	21%	24%
Have more affordable housing / lower tax / economic incentives	13%	8%	2%
This is not needed / is already taking place	12%	14%	13%
Encourage people to treat everyone the same	8%	*	7%
Offer programs in school and through social service agencies	6%	8%	3%
Encourage discussion and listening	6%	15%	4%
Have more diversity in government / policies / legislation	6%	4%	3%
Business / community should be more welcoming / create opportunities	6%	11%	5%
Encourage people to follow the golden rule	3%	0%	5%
This is not the responsibility of the community	2%	3%	1%
Reform the police / adopt BLM	1%	4%	5%

Sorted from most to fewest mentions / *No mention was made in that city

Q30: In your own words, how might the [city] community promote diversity and inclusion across all residents? (Open-ended question)

Key Findings



- Residents of Powell consider the city an appealing place to live. Almost half consider Powell exceptional.
- Powell's small-town atmosphere continues to be a highly-valued community asset. Today, more than ever, the city's amenities, including parks and city-sponsored events, are broadly valued, as well.
- The city's efforts to manage the flow of traffic through Powell have not gone unnoticed. Indeed, satisfaction with those efforts has never been greater, even though many agree there is more to be done.
- Satisfaction with city council also has never been greater, especially in its managing of routine city services (e.g., maintaining streets and roads) and development – both residential and commercial.

- Most residents are pleased with the city's efforts to revitalize downtown, claiming that, in recent years, it has changed for the better; more than a few said *much* better. Notably, with traffic less of an issue than it has been, many residents now want any future efforts to revitalize downtown to focus on preserving the area's small-town charm and adding pedestrian-friendly features.
- Residents also would value more outdoor amenities, such as parks, trails, and bike paths as well as community events.
- On the flip side, though most residents are satisfied with the city's efforts to manage residential and commercial development, some are concerned, especially when discussions involve apartments, big box stores, and fast-food restaurants.
- Social media – Facebook, in particular – is the dominant source of news and information about Powell. Reliance on the local paper continues to decline.

- Positive impressions of Powell's website have declined slightly, suggesting that a "refresh" may be needed. This shift in impressions may reflect the increasing popularity of cell phones for accessing the city's website.
- Powell, much like other central Ohio communities, has not escaped the impact of the COVID-19 pandemic. Common were reports of personal stress, workplace disruptions, and issues involving the mental health of adults and children. Major events and celebrations were postponed or canceled, disinfecting supplies were difficult to find, and many parents devoted more time to helping their children with schoolwork. Moreover, though most residents have by now been tested, at least one in five has been infected.
- Nearly all residents want Powell to be a diverse community. Only half, however, see it as such.

- Though most residents see Powell as welcoming to people of all ages, religions, physical abilities and races, fewer make the same claim for people of all political beliefs, sexual orientations, and levels of income.
- Not every resident believes that *people like me* and *people different from me* are treated equally by neighbors, law enforcement, and local government.
- The suggestions offered most often for promoting diversity and inclusion focused on events, festivals, and TED talks, as they did in New Albany and Whitehall.



Questions?

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