



# City of Dublin

## Community Attitudes Survey

Saperstein Associates, Inc. / Spring 2022





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





# Methodology



- Telephone interviews were conducted with a random sample of 400 registered voters living in Dublin.
- Averaging 21 minutes in length, the interviews were conducted on cell phones (94%) and landlines (6%) from Friday, April 29 to Sunday, May 22, 2022.
- The Margin of Error for a sample consisting of 400 interviews is  $\leq \pm 4.9$  percentage points at the 95 percent level of confidence.
- The sampling frame for this survey was developed from records available through the Board of Elections in three Ohio counties: Delaware, Franklin, and Union.
- To complete the interviews, 14,743 unique telephone numbers were dialed at least once, with many dialed more than five times. In 2016, when a similar survey was conducted, the comparable number was 4,125.

### *Dialing Details: 2022 and 2016*

	2022		2016	
Total numbers dialed	14,743	100%	4,125	100%
Working household numbers	12,035	82%	3,683	93%
Residents not available	10,457	71%	2,254	55%
Residents contacted	1,578	11%	1,429	35%
Residents completing an interview	400	3%	400	10%
Unique numbers per completed interview	37		10	

- Throughout the analysis that follows, where appropriate, residents with “no opinion” are excluded from the calculation of relevant percentages.
- Collectively, residents who completed an interview are representative of the Dublin community on several key demographics, including age, gender, and ward.

	Actual*	Survey†
Younger than 25	7%	8%
25 to 34	12%	12%
35 to 44	24%	24%
45 to 54	22%	22%
55 to 64	18%	18%
Older than 64	17%	16%

	Actual*	Survey†
Male	49%	49%
Female	51%	51%
Ward 1	31%	30%
Ward 2	27%	27%
Ward 3	25%	24%
Ward 4	17%	19%

\*SOURCE: American Community Survey and County Board of Elections / †Data were weighted to better reflect known population parameters.

# Demographics Over Time

## Basics

'22	'16	'13	
20%	26%	26%	<35 years old
46%	41%	46%	35 to 54
34%	33%	28%	55+
18%	14%	12%	Asian
3%	2%	1%	Black / AA
75%	83%	78%	White
4%	1%	5%	Other races
75%	69%	73%	Married
58%	57%	63%	Kids in HH

## Residence

'22	'16	'13	
73%	70%	72%	Own house
8%	10%	8%	Own condo
14%	15%	17%	Rent
5%	5%	3%	Other
31%	25%	24%	≤5 years
18%	21%	26%	6-10 years
29%	30%	28%	11-20 years
22%	24%	22%	≥20 years

## Employment

'22	'16	'13	
34%	37%	34%	Works in Dublin
67%	64%	60%	Employed FT
32%	38%	39%	Employed PT
5%	6%	13%	Homemaker
15%	15%	13%	Retired

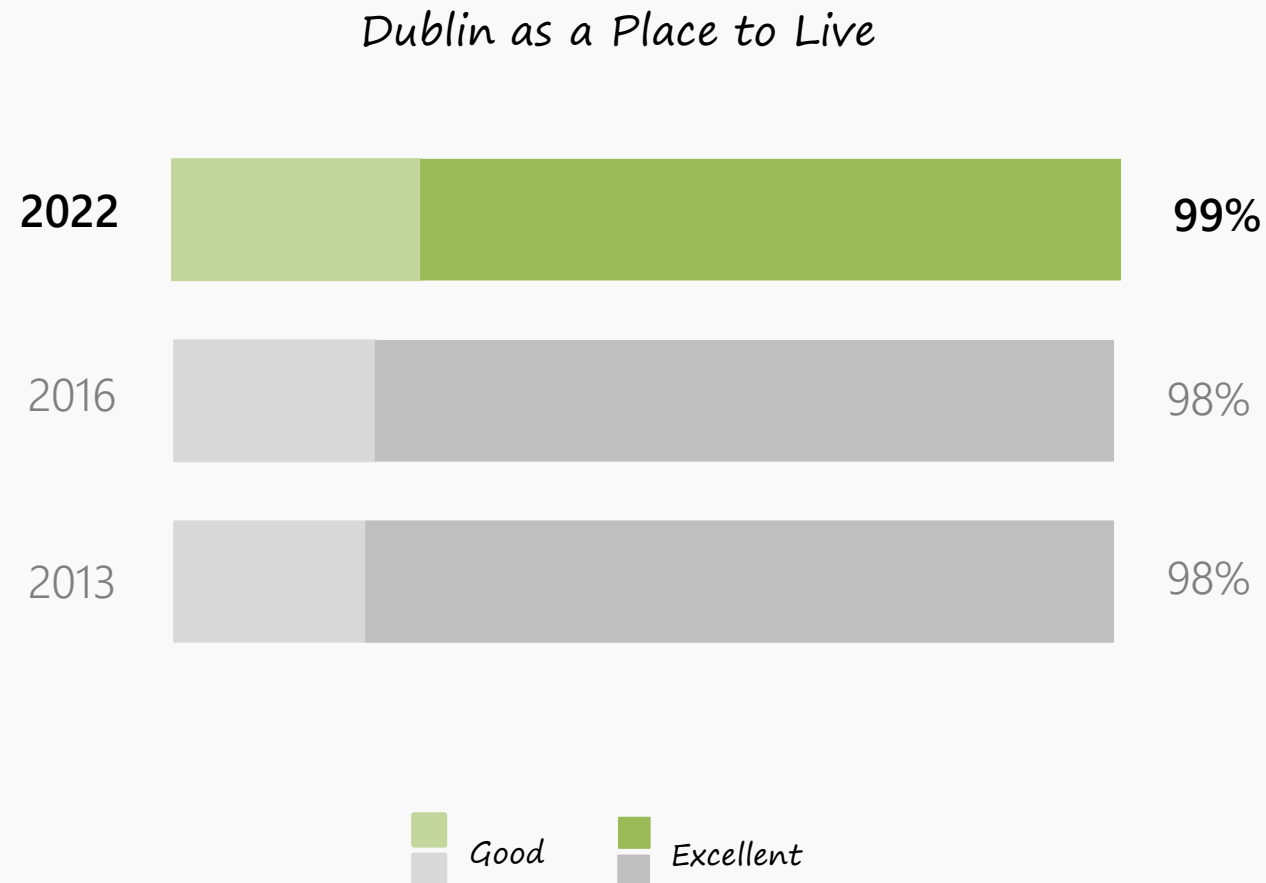




# Overall Impressions



Impressions of Dublin as a place to live are almost universally positive, as they were in 2016 and 2013. In fact, most residents, once again, consider Dublin an excellent place to live.



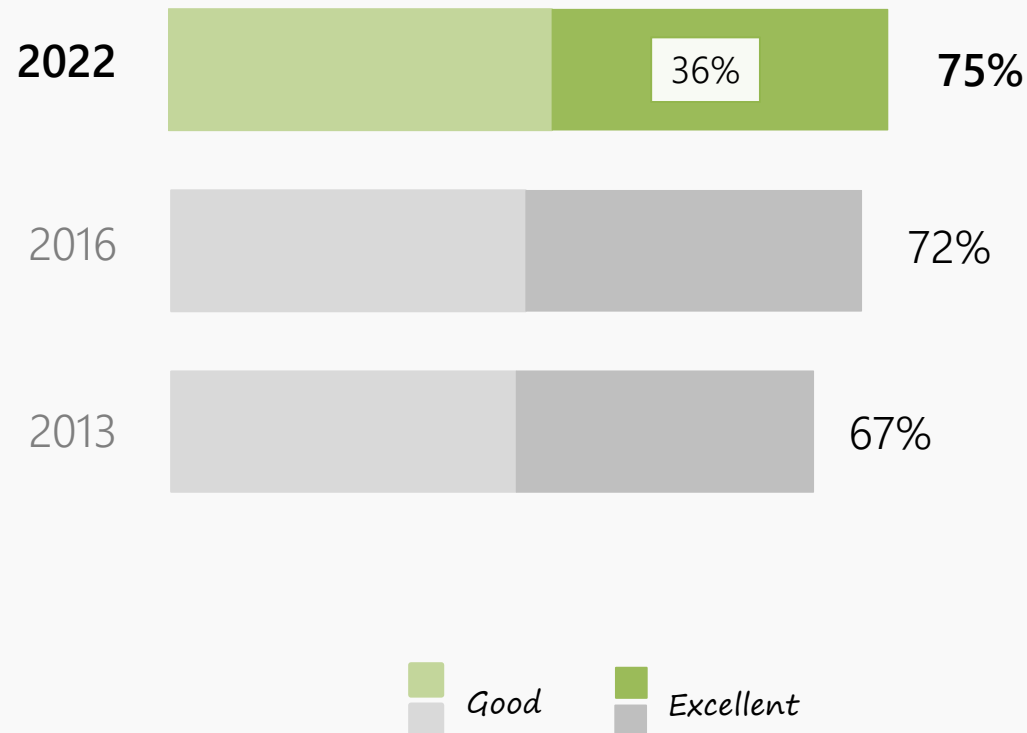
Impressions are similar when residents evaluate Dublin as a place to work.  
Again, little has changed since 2013.





Fewer residents, though still a significant majority, rate  
Dublin highly as a place to retire.  
That percentage has increased over time, albeit slowly.

### *Dublin as a Place to Retire*



2022  
Dublin as a Place  
to Retire by Age:  
Excellent

42% <35  
31% 35 – 54  
35% 55+

Though not a single issue, problem, or concern was mentioned by more than one resident in four, in response to an open-ended question, those mentioned most often involve safety (up from earlier surveys), traffic, and the quality of Dublin schools.

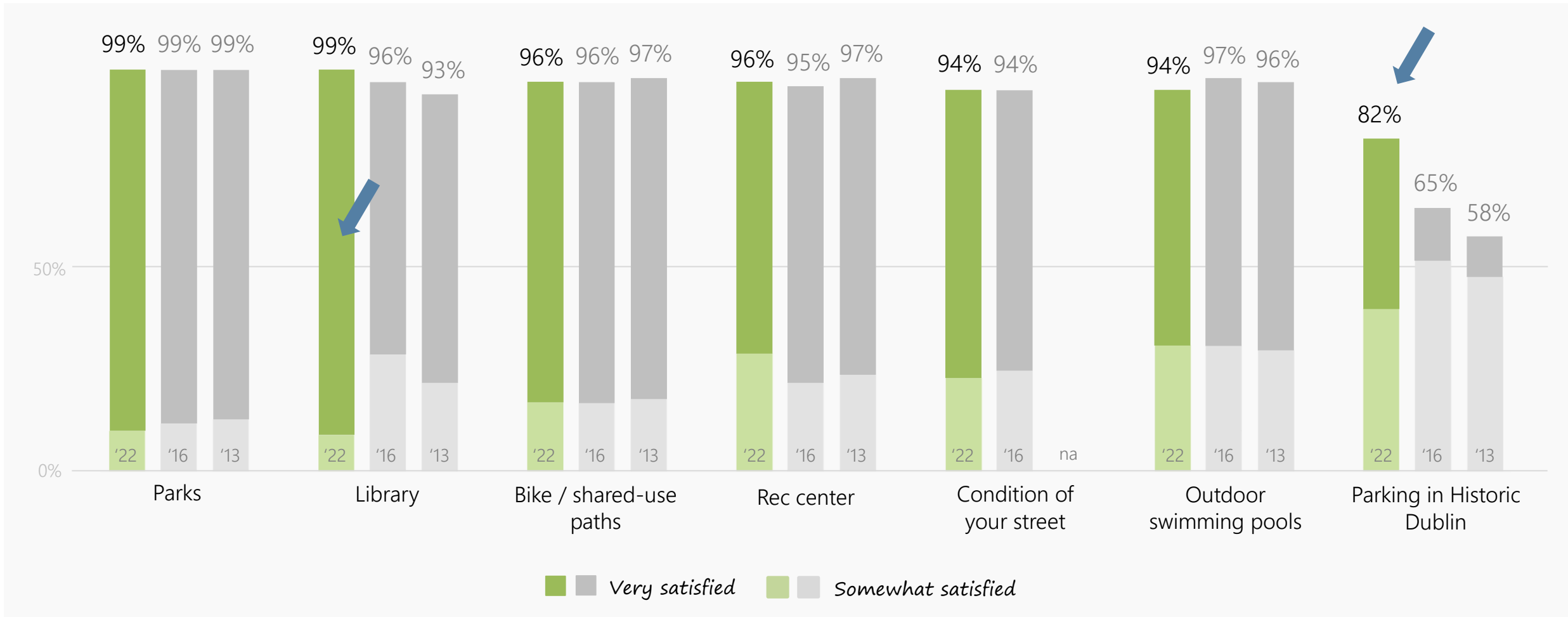
	2022	2016	2013
Keeping residents safe	25%	15%	19%
Managing traffic	22%	26%	23%
Maintaining quality schools	18%	25%	25%
Controlling growth	14%	11%	10%
Lowering taxes	10%	15%	21%
Maintaining infrastructure	10%	8%	9%
Promoting diversity	8%	-	2%
Managing crowded schools	6%	-	-





Public Facilities

Satisfaction with Dublin's public facilities is high.  
Satisfaction with the library and parking in Historic Dublin have increased dramatically – a function, presumably, of the recent construction.



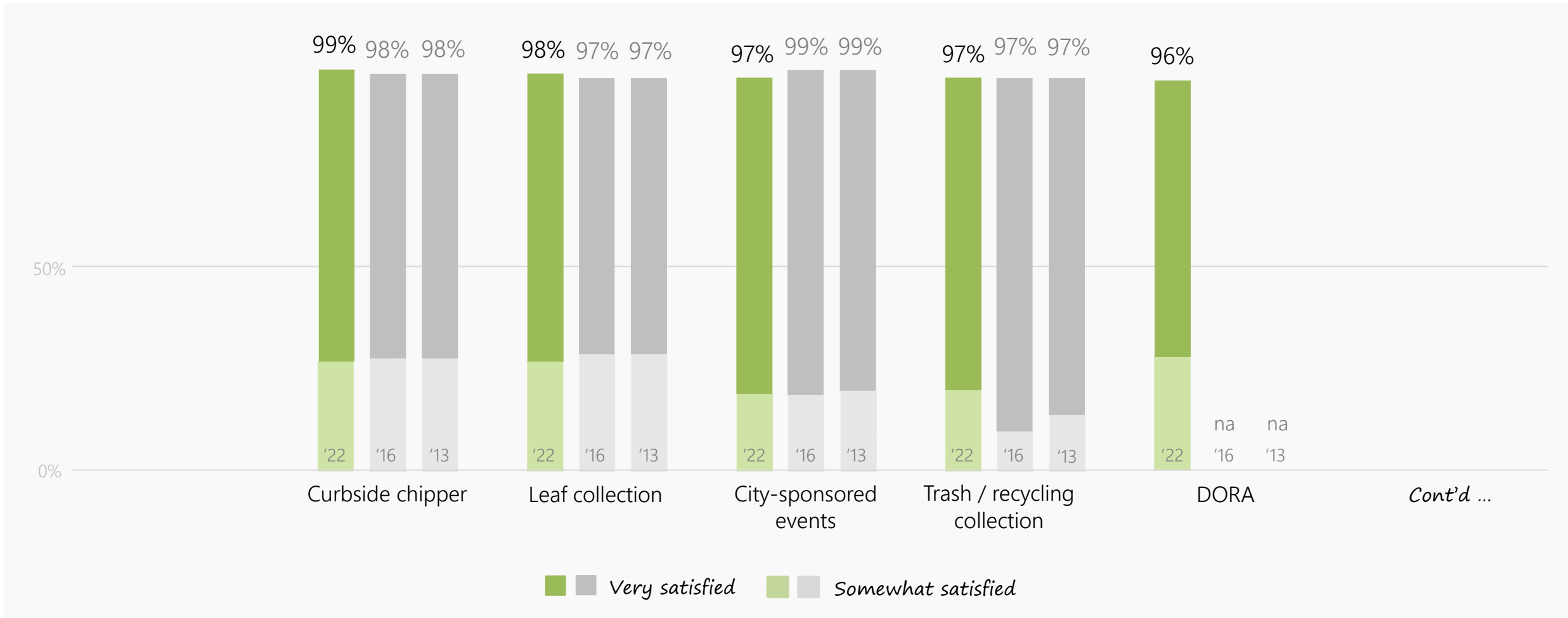




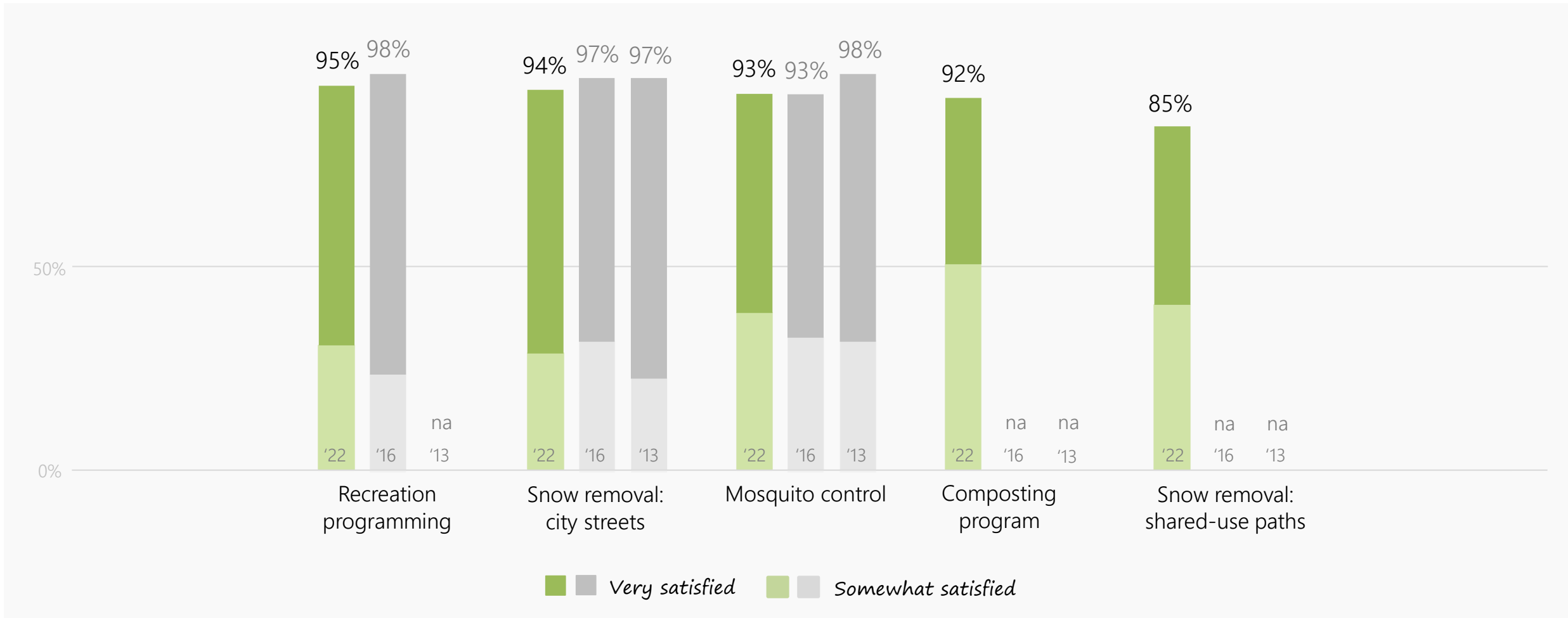
# City Services



Satisfaction with city services is high, as well ...  
 ... as it was in 2016 and 2013.  
 Even DORA, new to Dublin, was well received.



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... as it was in 2016 and 2013.







Previewing PG

City Officials

TO

JOHN REINER  
Council Member

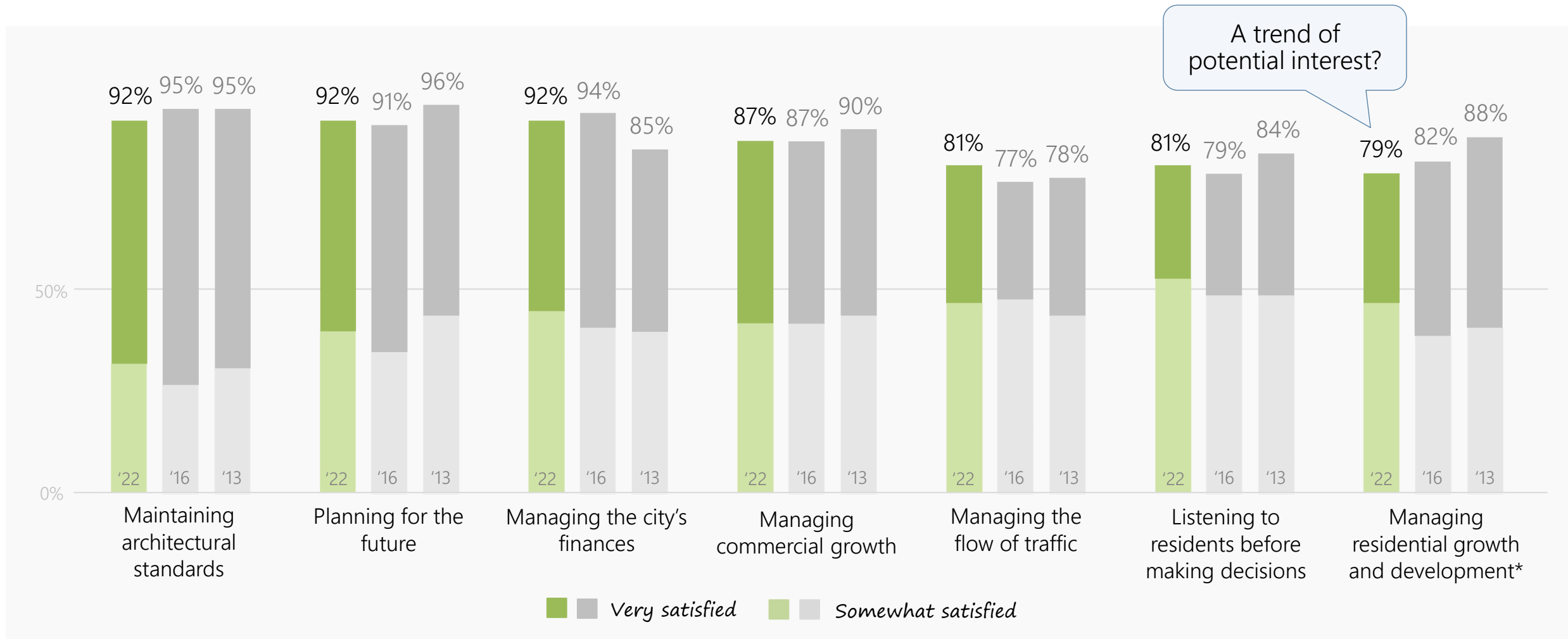
CHRIS AMOROSE CRUMMES  
Mayor

CATHY DE ROSA  
Vice Mayor

JANE FOX  
Council Member

ANDY KEELER  
Council Member

Satisfaction also is high with the performance of city officials ...  
... again, as it was in years past.

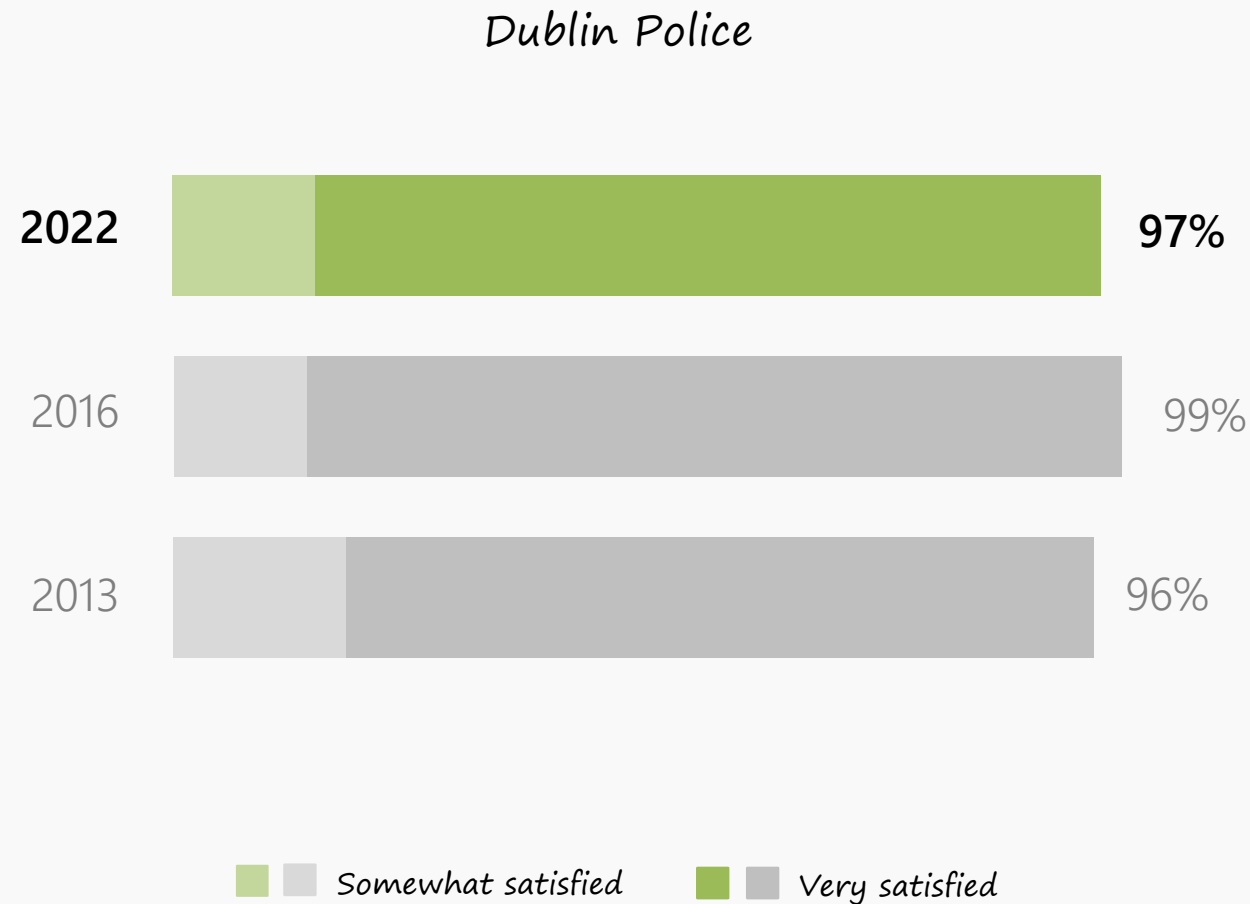




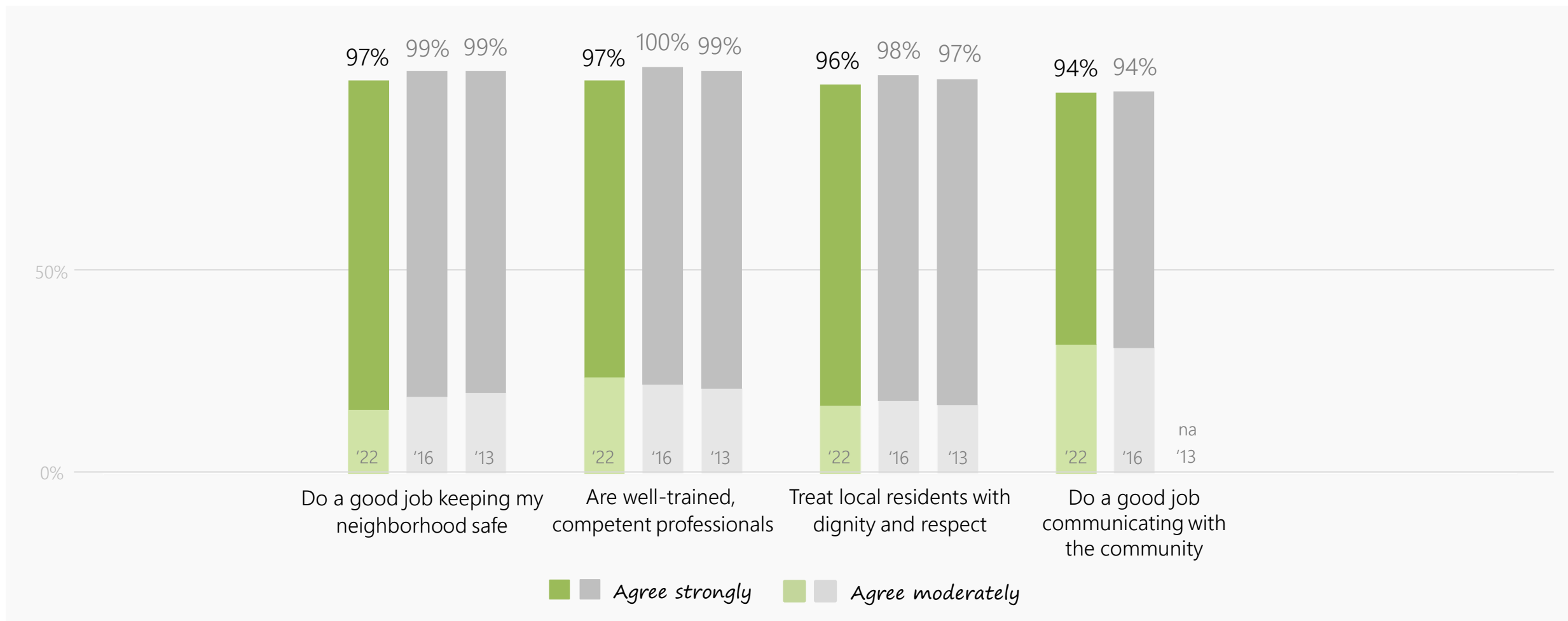
# Dublin Police Department



Nearly all residents are very satisfied with the Dublin police, overall.  
Little has changed since 2013.



Moreover, nearly all residents agree that the Dublin police keep neighborhoods safe, are well-trained competent professionals, treat residents with dignity and respect, and do a good job communicating with the community. Again, little has changed since 2013.

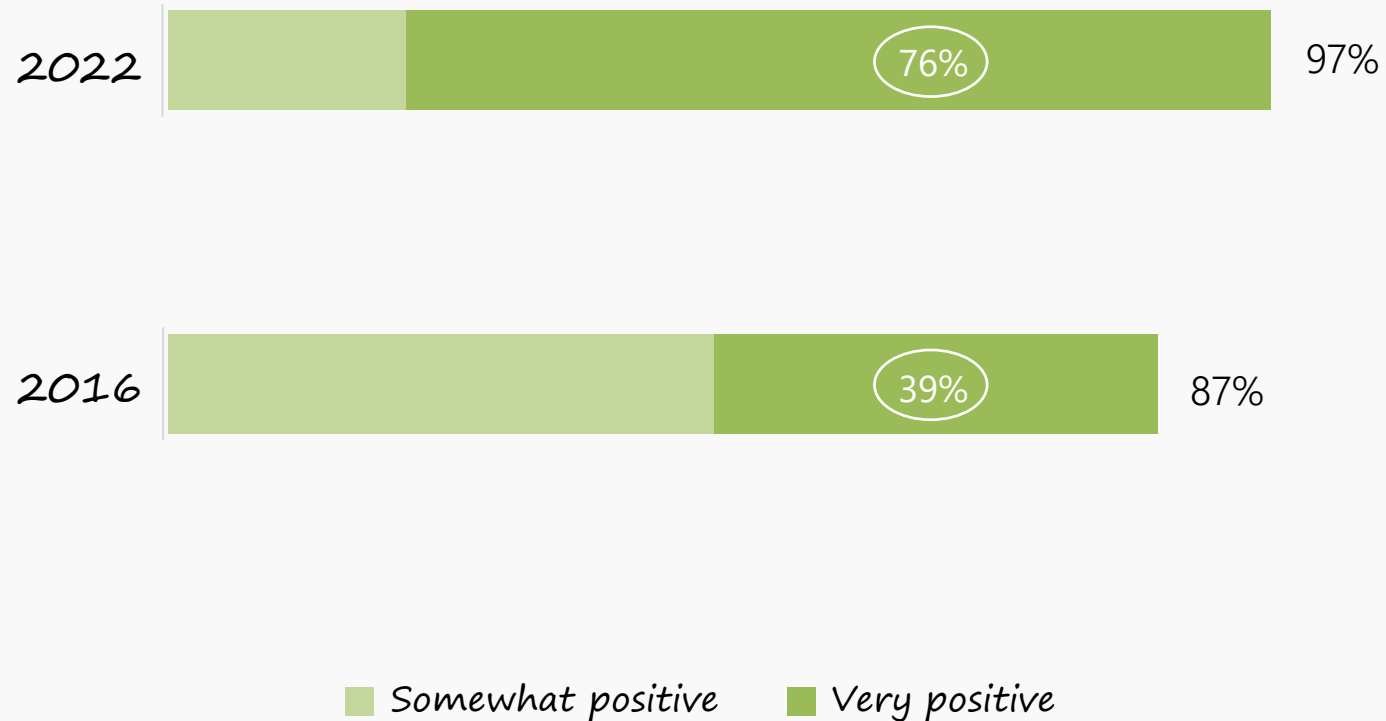




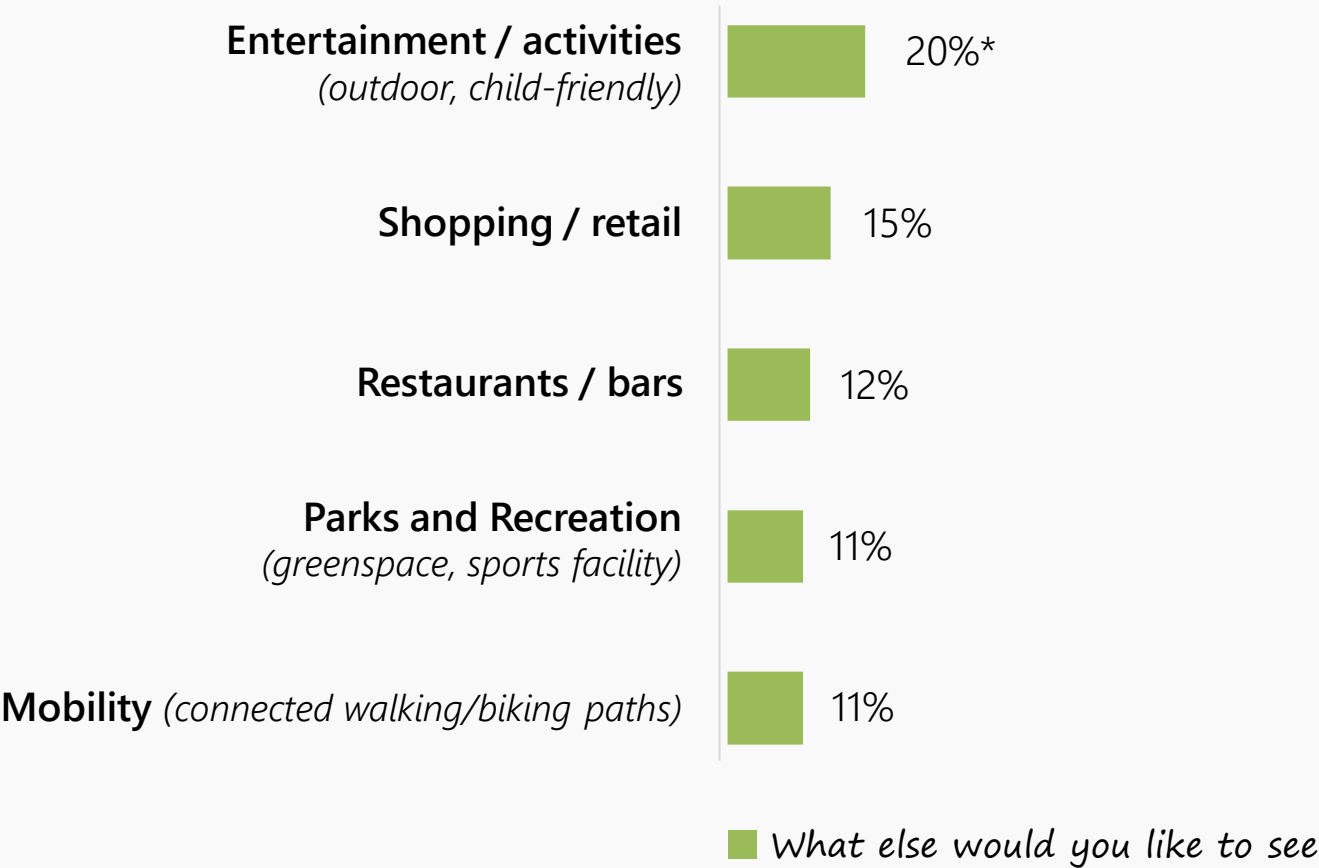
# Bridge Street District



Impressions of the Bridge Street District are almost universally positive.  
Very positive impressions have grown significantly since 2016,  
before much of the vision had become a reality.

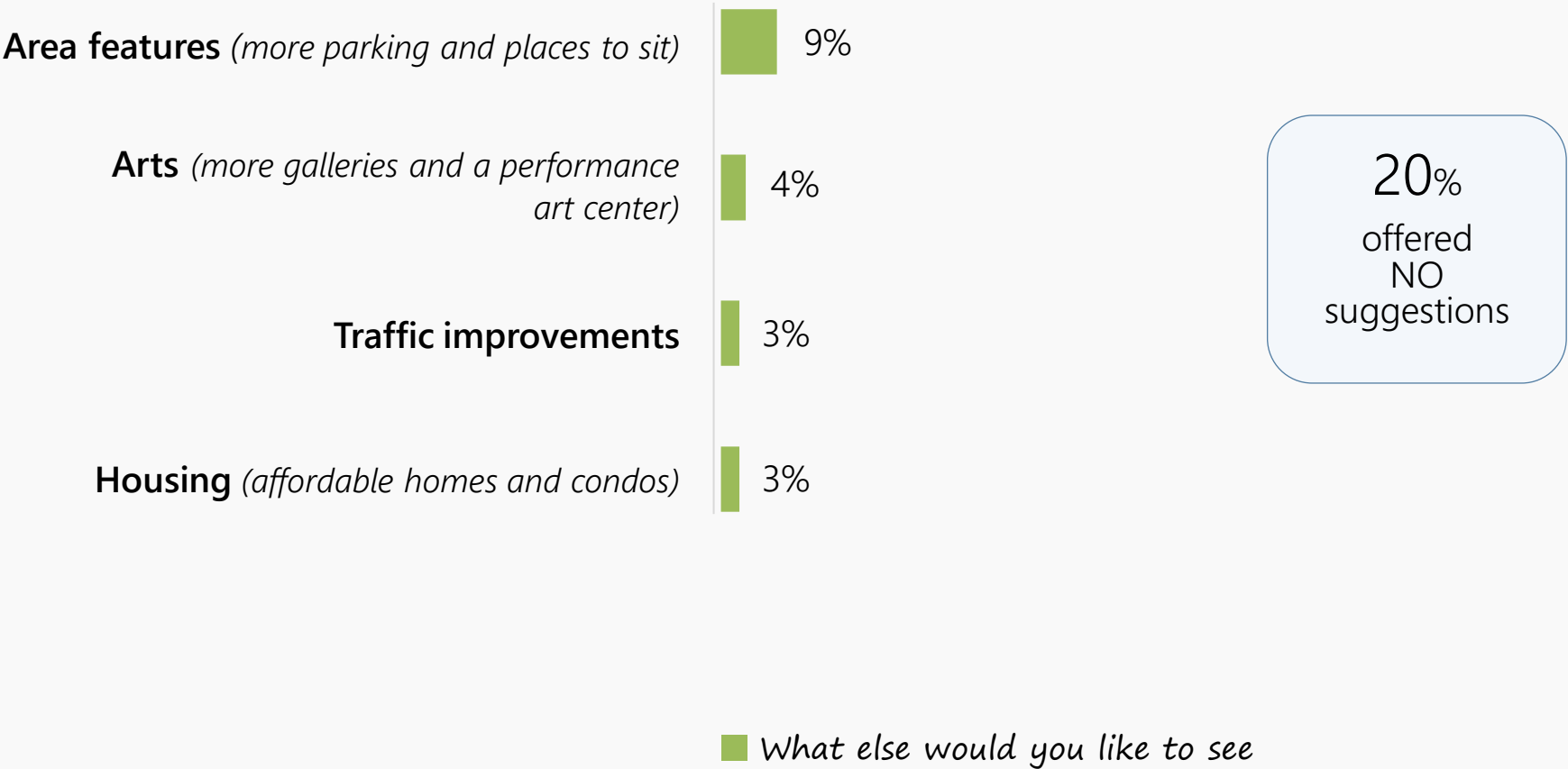


When residents were asked what else they would like at the Bridge Street District – or at other, similar, developments – entertainment and activities were mentioned most often. Nothing, however, was mentioned by more than one resident in five.



Cont'd ...

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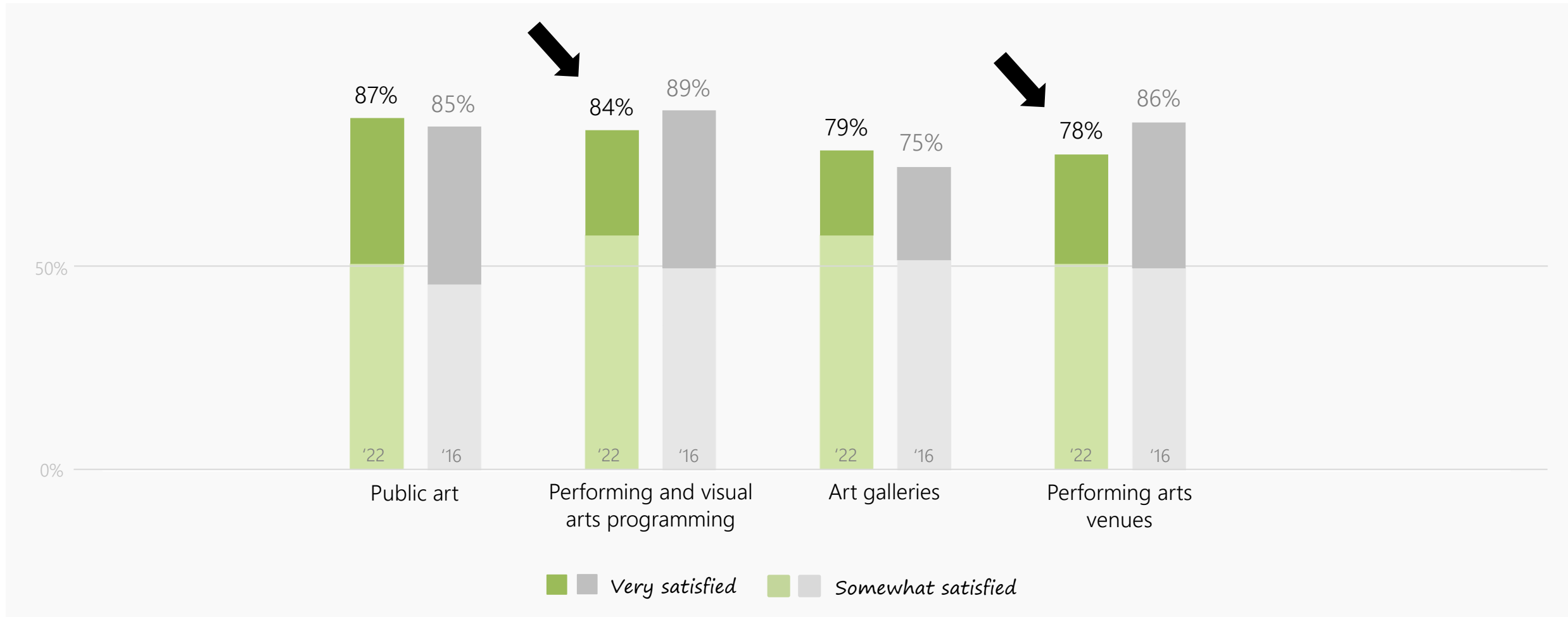




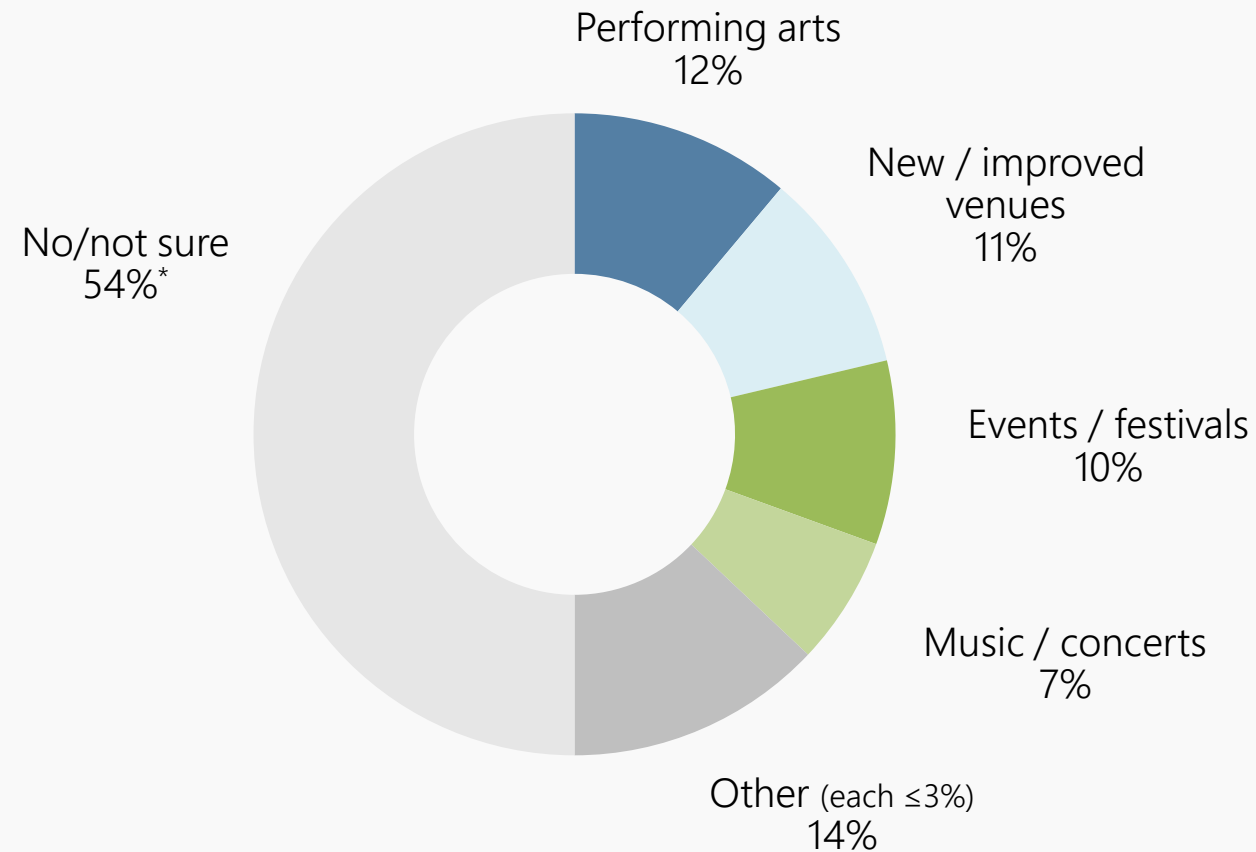


The Arts

Satisfaction with the arts in Dublin is high, though neither universal nor strong. In addition, satisfaction with the city's performing arts – both programming and venues – has declined slightly since 2016.



When residents were invited to suggest additional performances, events, and venues they would like to see, more than half did not respond. Among those who did respond, suggestions were scattered.







# Priorities



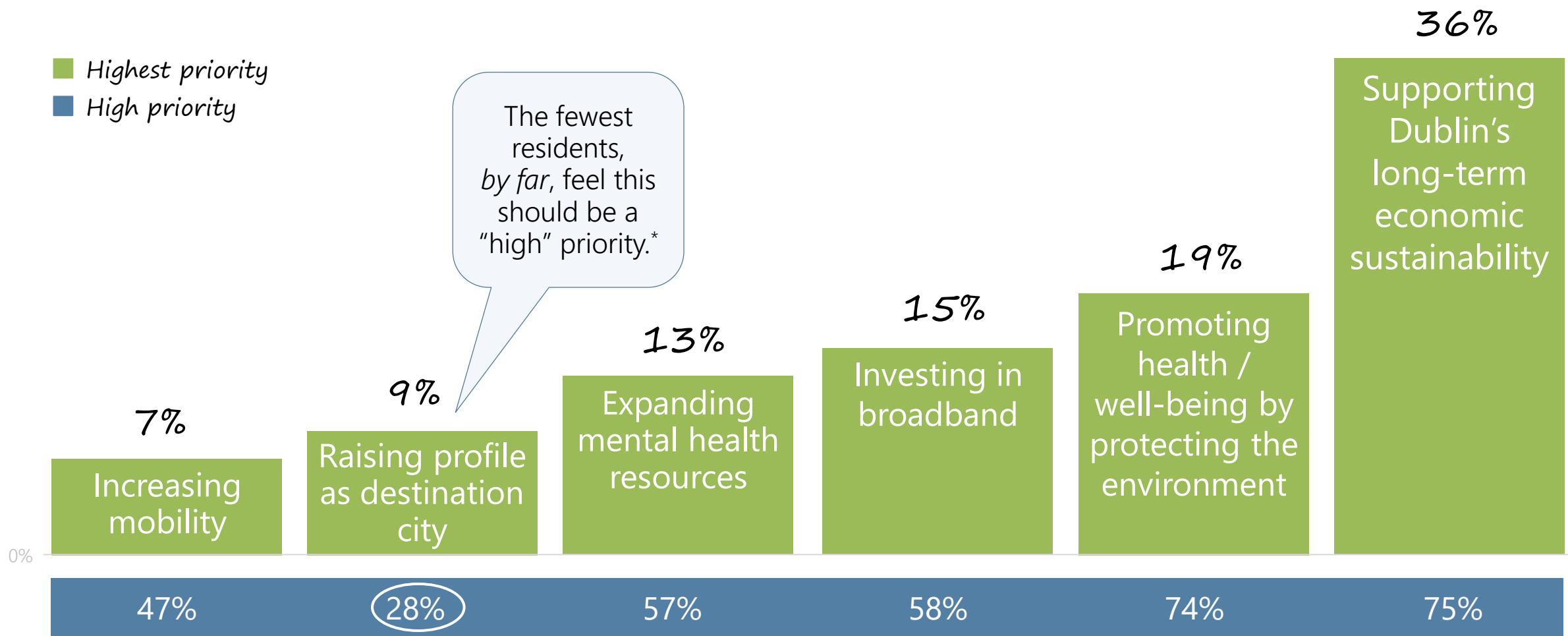
Residents were told of six initiatives (in a randomized order) and asked which one of the them Dublin should make its highest priority.

The six include:

1. Expanding the city's mental wellness resources
2. Increasing the city's mobility options for all residents
3. Promoting health and well-being by protecting the environment, including the community's natural resources and ecosystems
4. Supporting Dublin's long-term economic growth without harming the city's social, environmental, and cultural aspects – sometimes called economic sustainability
5. Raising Dublin's profile as a destination city, which might involve new amenities, such as a performing arts center, an aquatic center for swim competitions, and a multi-sports complex
6. Investing in broadband to improve the quality and speed of internet access



## Preferences From Least Interest to Most



Q20: Which of these initiatives should the city make its highest priority?

\*Q19: For each of the following initiatives, tell me if the city should make it a high, medium, or low priority. (high priority reported)

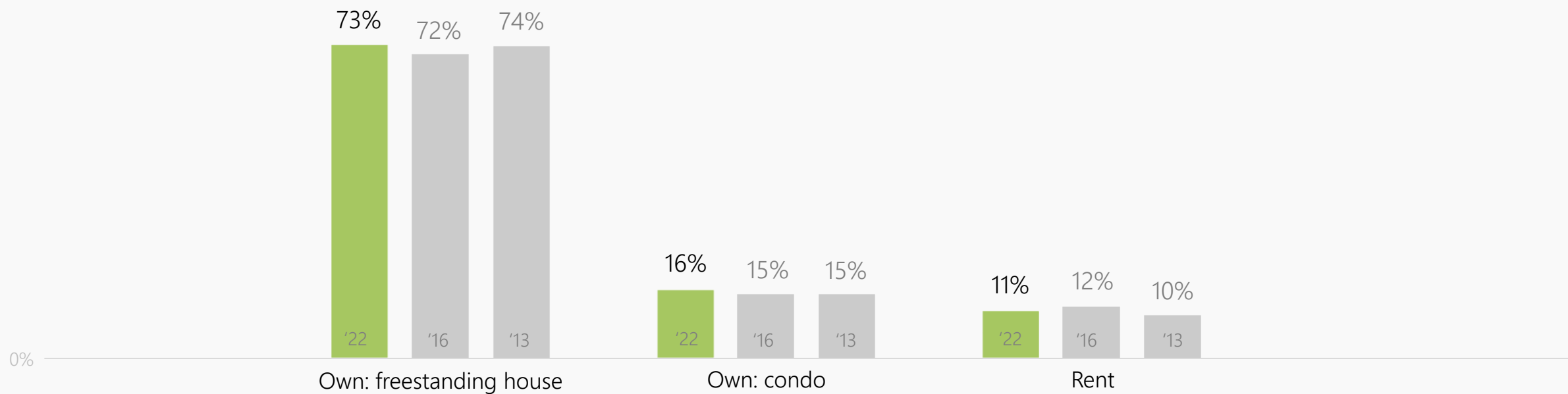




Seniors

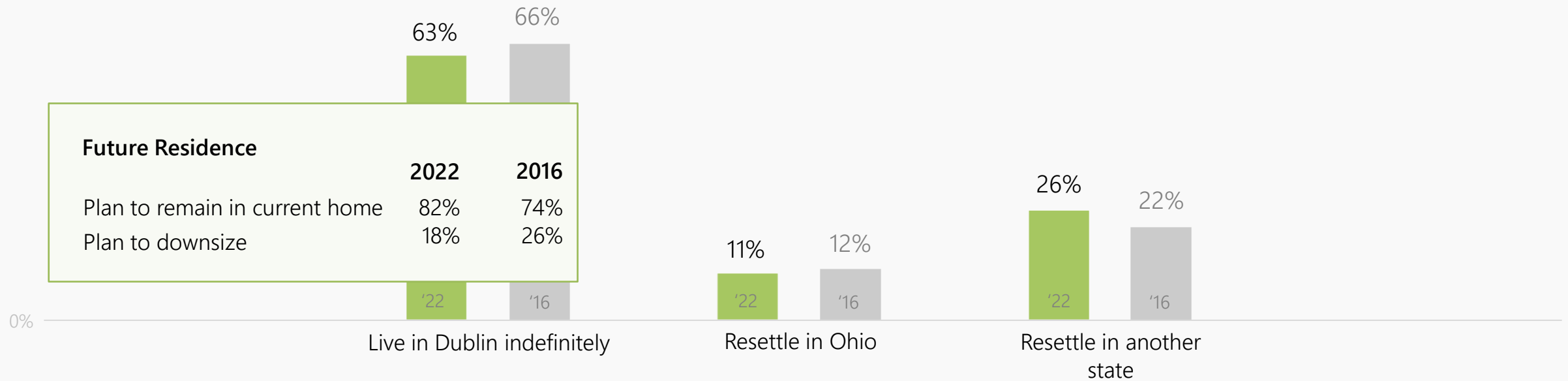


Most seniors (i.e., residents 55 or older) live in a freestanding house.  
Little has changed since 2013.





As in 2016, more than six out of ten seniors plan to remain in Dublin indefinitely. One out of four plans to resettle in another state. Among those planning to remain, most expect to stay in their current home.





# Digital Communications

Dublin's social networking sites are the most common source of news and information about the city.  
Predictably, the *Dublin Villager* no longer dominates.

	Information Source	2022	2016	2013
Visited City Website in last 3 mos. 62% 2022 62% 2016 56% 2013	City social networking sites	37%	20%	8%
	City websites	23%	26%	9%
	eNews from Dublin	13%	9%	4%
	Internet search	9%	4%	11%
	<i>This Week: Dublin Villager</i>	9%	39%	42%
	Facebook groups	8%	-	-
	Local news	8%	-	-
	Dublin magazine	7%	3%	2%

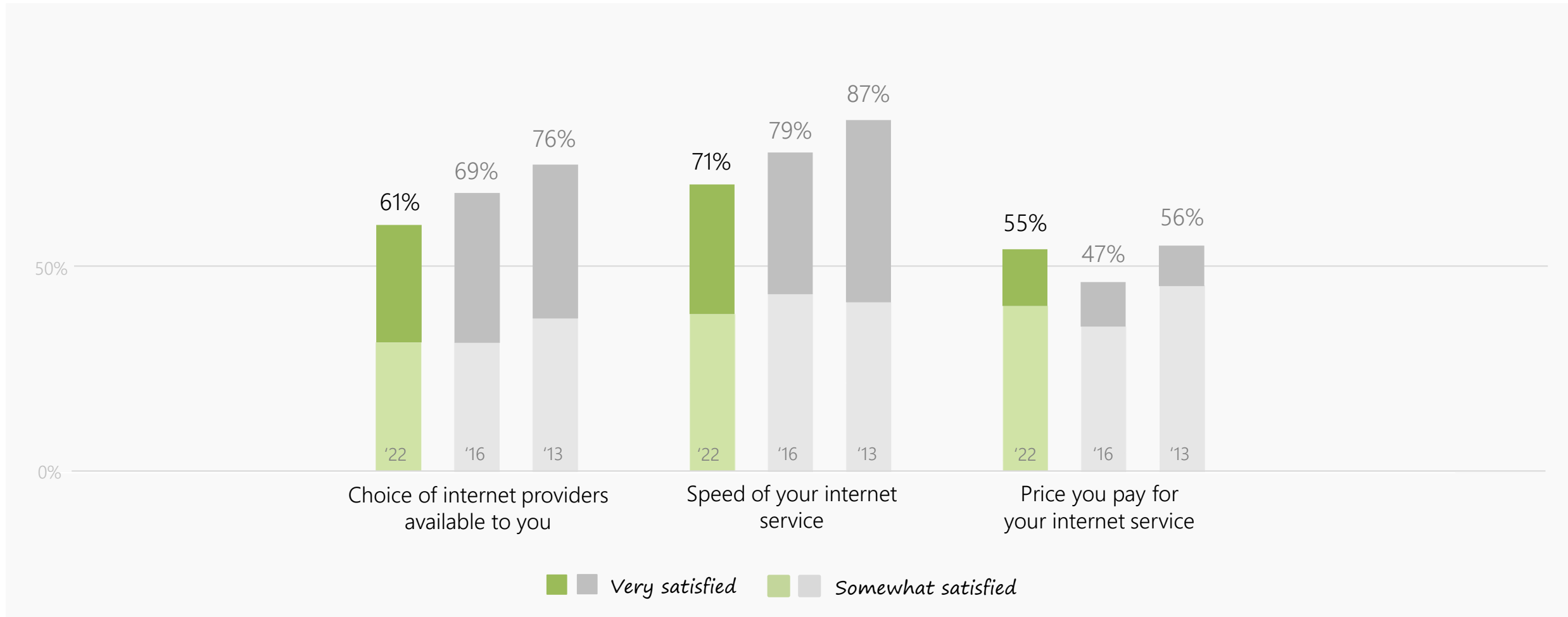


Among Dublin residents who use social media actively, Facebook and Instagram are the most popular platforms.  
CMH 4 (NBC) is the most common TV outlet for local news.

<i>Social Media Use</i>	<i>2022</i>	<i>2016*</i>	<i>2013*</i>
Facebook	67%	-	-
Instagram	52%	-	-
Twitter	36%	-	-
LinkedIn	17%	-	-

<i>Local News Preference</i>	<i>2022</i>	<i>2016</i>	<i>2013</i>
CMH 4 / NBC	36%	34%	32%
BNS 10 / CBS	28%	34%	29%
SYX 6 / ABC	23%	19%	10%
Fox 28	10%	10%	9%
Other	3%	2%	0%

Satisfaction with the choice of internet providers, though moderately strong, declined again in 2022, from a high in 2013, as did satisfaction with the speed of internet service. Across all three surveys, fewer residents were satisfied with the cost of internet service.

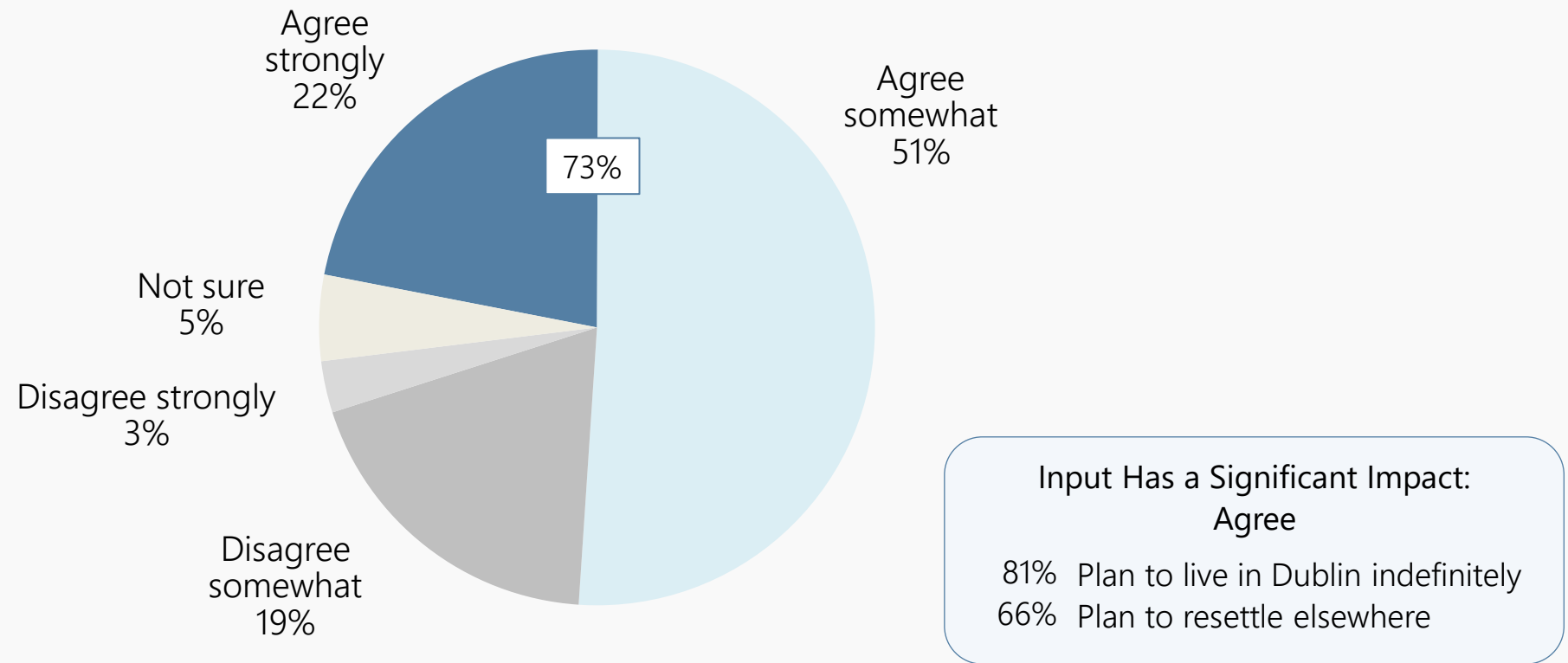




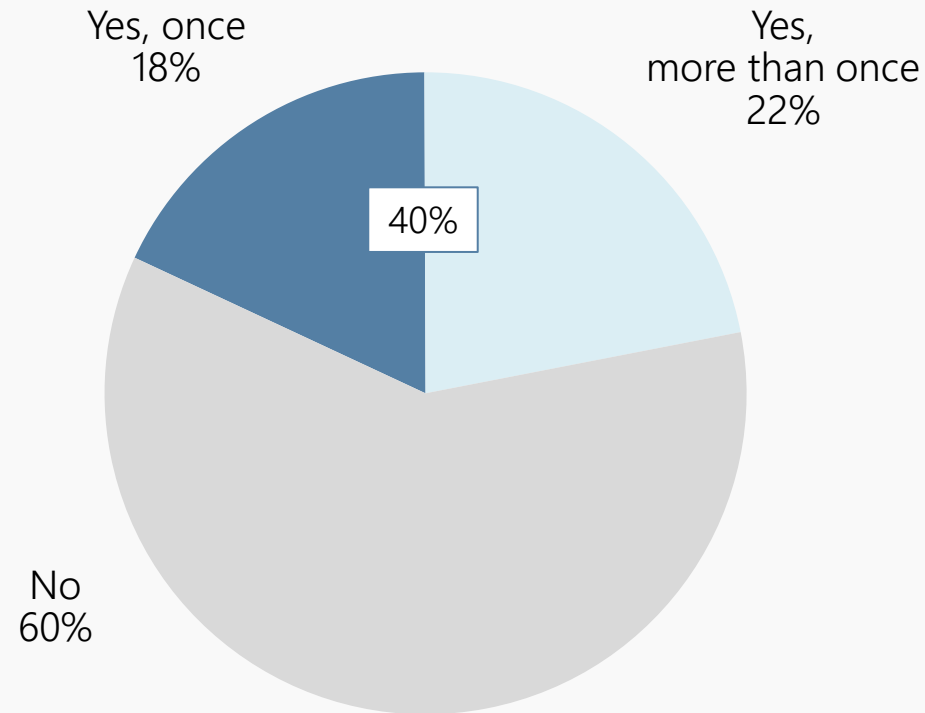
# Communication With City Officials



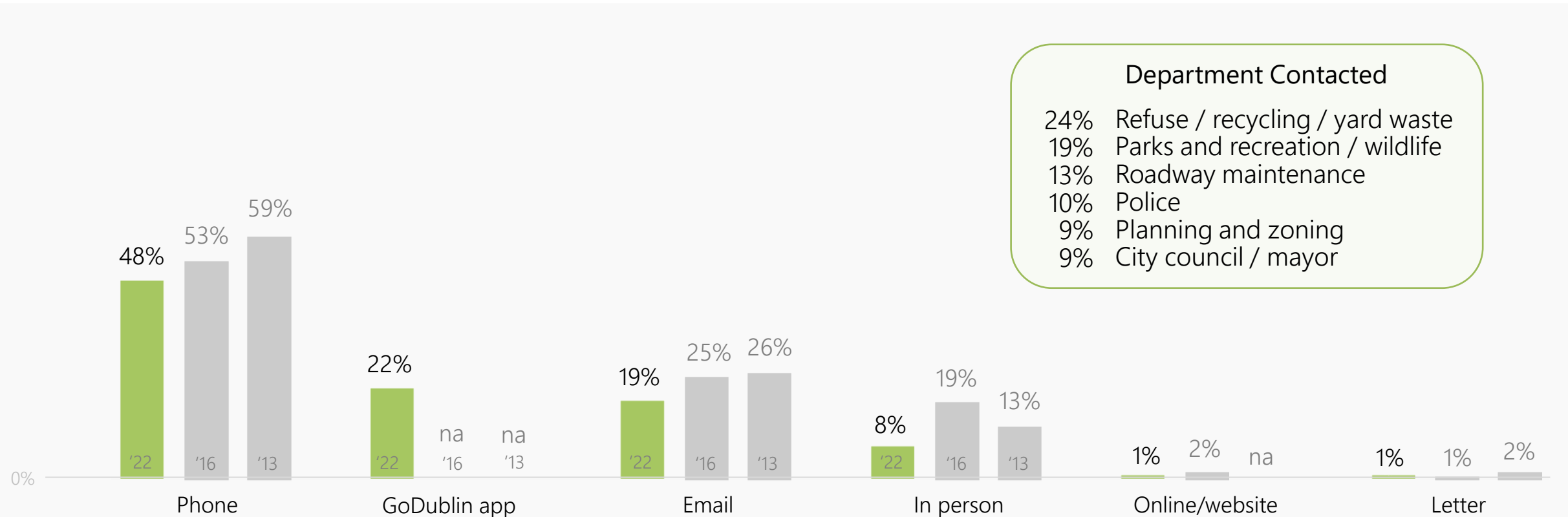
Nearly three out of four survey respondents agree that the input of Dublin residents has significant impact on city officials.  
Only one in five, however, agrees strongly.



During the past year, four out of ten residents have contacted the city to raise an issue, express a concern, or get information.

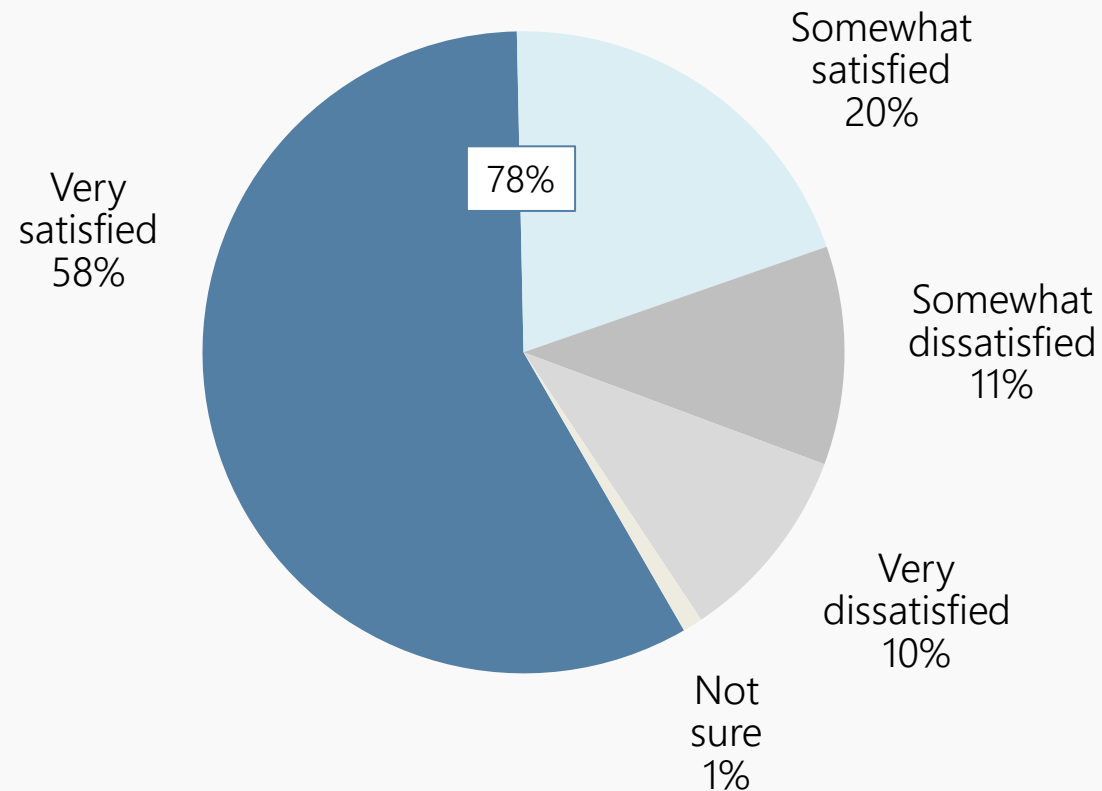


Though the telephone remains the most common vehicle for contacting the city, the GoDublin app has made significant inroads.





Among residents who contacted the city, eight out of ten were satisfied. Six out of ten were very satisfied.



Dissatisfied: Reasons

- 22% Did not know answer
- 21% No solution offered
- 11% Didn't listen to me
- 9% Automated response

“

Why were you very satisfied with that experience?

*I found them helpful, receptive, and kind.*

*Engineering*

**They responded quickly and gave me the information I needed.**

*Taxation*

*I received a prompt reply and the city council person offered to meet me in person. They also gave me follow-up resources.*

*City Council / Mayor*

*They have excellent customer service skills.*

*Parks and Rec / Wildlife*

*They addressed the situation right away and were super helpful.*

*Police*

**It worked the way it was advertised to work. It couldn't have been easier.**

*Refuse, Recycling, Yard Waste*

*I received prompt feedback from a person who took my comment seriously. He was very appreciative and was able to address my concerns appropriately.*

*Refuse, Recycling, Yard Waste*

*I will say this about Dublin: they do listen and try to make things work on your property.*

*Planning and Zoning*

*The situation was addressed in a timely manner and the system was easy to use.*

*Public Safety*

**The GoDublin app is great and they were very responsive.**

*Roadway Maintenance*

”

“

Why were you dissatisfied with that experience?

**I got a prewritten response.**

VS, Dublin City Schools

*I want a live person. I don't like talking to machines.*

SD, Parks and Rec / Wildlife

*A majority of the community felt a certain way and it did not matter. That is not representing the community.*

SD, Not specified

*It is a pending issue. We were trying to get a curb installed and it has been going on for four to five years.*

VD, Planning and Zoning

*There was limited to no response; they did not provide the information I wanted.*

SD, City Council / Mayor

**With regard to the scooter pilots, there was no public input.**

SD, Not specified

*They did not specifically answer my questions. They only sent documents to read. I felt pushed off.*

SD, Police

*I went through 15 phone calls with Dublin and they didn't have an answer and couldn't help.*

VD, Refuse / Recycling / Yard Waste

**They never contacted me back after I left a message.**

VD, Roadway Maintenance

*I tried to inform them of the situation and they did not seem to care.*

VD, Health Department

”



# Highlights



- Once again, impressions of Dublin are highly positive. Indeed, across myriad dimensions involving public facilities, city officials, and city services, including the police, little has changed since 2013, when the first survey was conducted.
- That said, satisfaction increased notably when residents focused on the library, parking in Historic Dublin, and the Bridge Street District.
- By contrast, satisfaction decreased when residents focused on internet access, and, to a lesser extent, on residential growth and development and performing arts.
- Nearly three out of four survey respondents agree that the input of Dublin residents has a significant impact on city officials.
- Finally, when residents evaluated six initiatives the city could pursue, interest was strongest in supporting Dublin's economic sustainability. Interest was least strong in raising Dublin's profile as a destination city.

# Questions?



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