



# City of Powell Community Attitudes Survey

---

Saperstein Associates, Inc. / 2023

This research gives residents of Powell a voice. It allows them 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, 2016, 2018, and 2021.





# Methodology

- Data were collected using two methodologies: telephone interviews and an online questionnaire.
- Each methodology provided data from approximately 190 respondents for a sample totaling 381 Powell residents.
- The Margin of Error for a random sample of 381 elements is  $\leq \pm 4.95$  percentage points at the 95 percent level of confidence.
- The sampling frame (i.e., the lists of residents from which the sample was drawn) included files provided by (1) the City of Powell and (2) a firm with an expertise in sample development. Both sources included registered voters as well as residents not registered.
- Data were collected from July 27 to August 15, 2023.



- The telephone interviews averaged 19 minutes in length; the comparable figure for the online questionnaire is 17 minutes.
- To compensate for limitations in the data-collection process, the combined file of respondents was weighted on key demographics to reflect known population parameters.

	Actual*	Survey <sup>†</sup> (weighted)	Phone	Online
Younger than 25	7%	7%	14%	0%
25 to 34	9%	9%	6%	12%
35 to 44	24%	24%	27%	21%
45 to 54	21%	21%	21%	21%
55 to 64	16%	16%	13%	19%
Older than 64	23%	23%	19%	27%

	Actual*	Survey <sup>†</sup> (weighted)	Phone	Online
Male	52%	52%	60%	44%
Female	48%	48%	40%	56%
African Amer.	1%	1%	1%	1%
Asian	7%	7%	6%	8%
White	88%	88%	88%	88%
Other	4%	4%	5%	3%

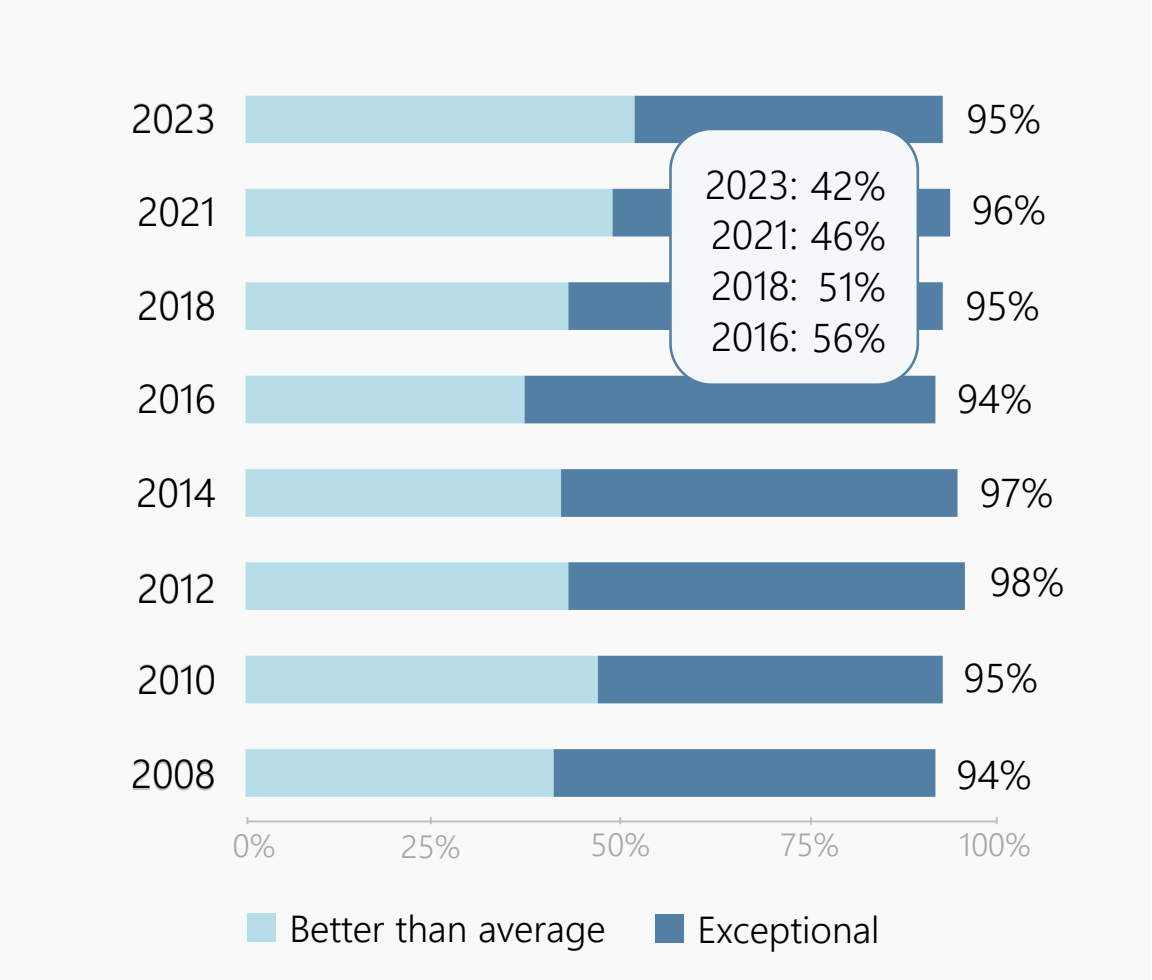
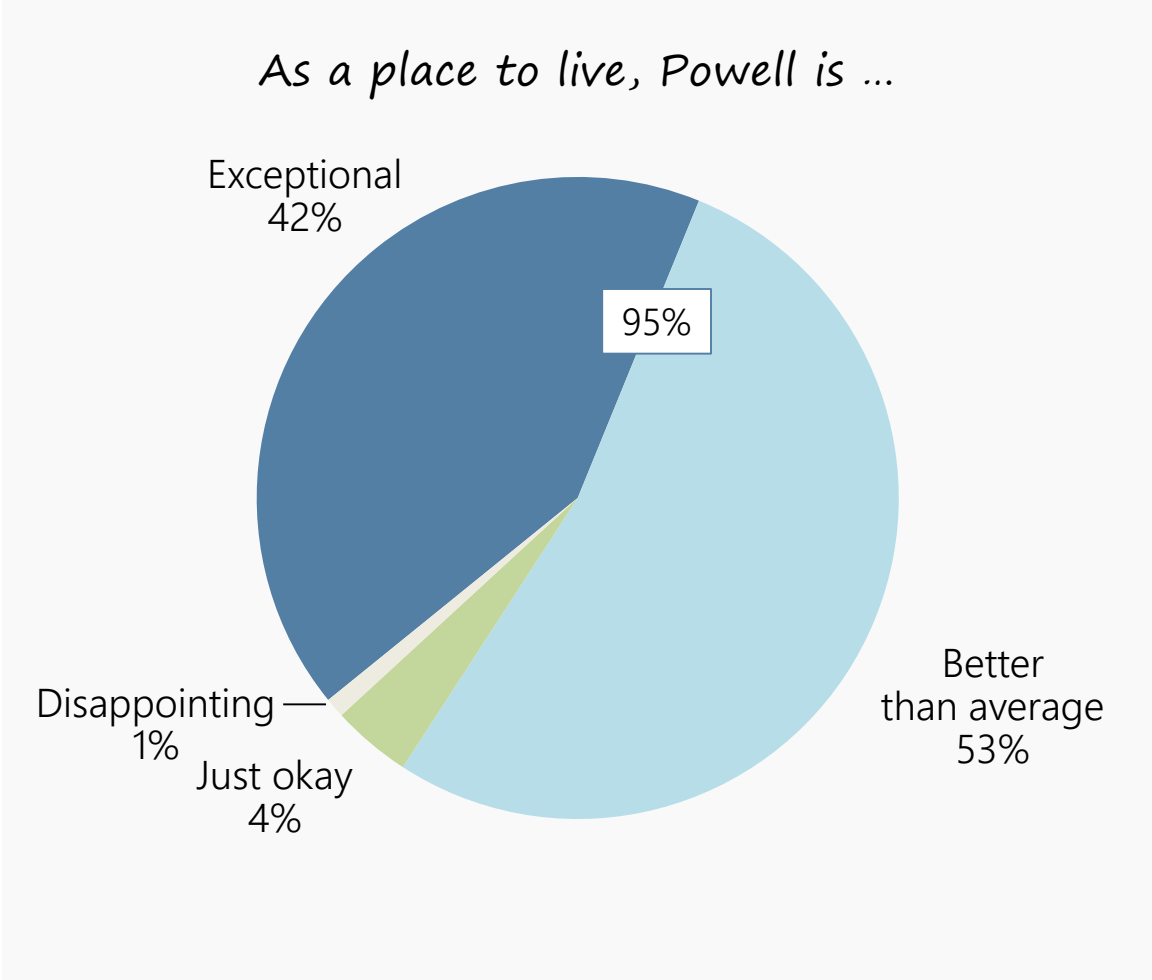
\*SOURCE: U.S. Census Bureau, QuickFacts, 2022 / †Data were weighted to reflect known population parameters.

- The methodology informing this research differs from the approach employed in the seven previous studies. Specifically, the latter were limited to telephone interviews with registered voters. It should not be surprising if this difference is responsible for at least some shift in opinions.



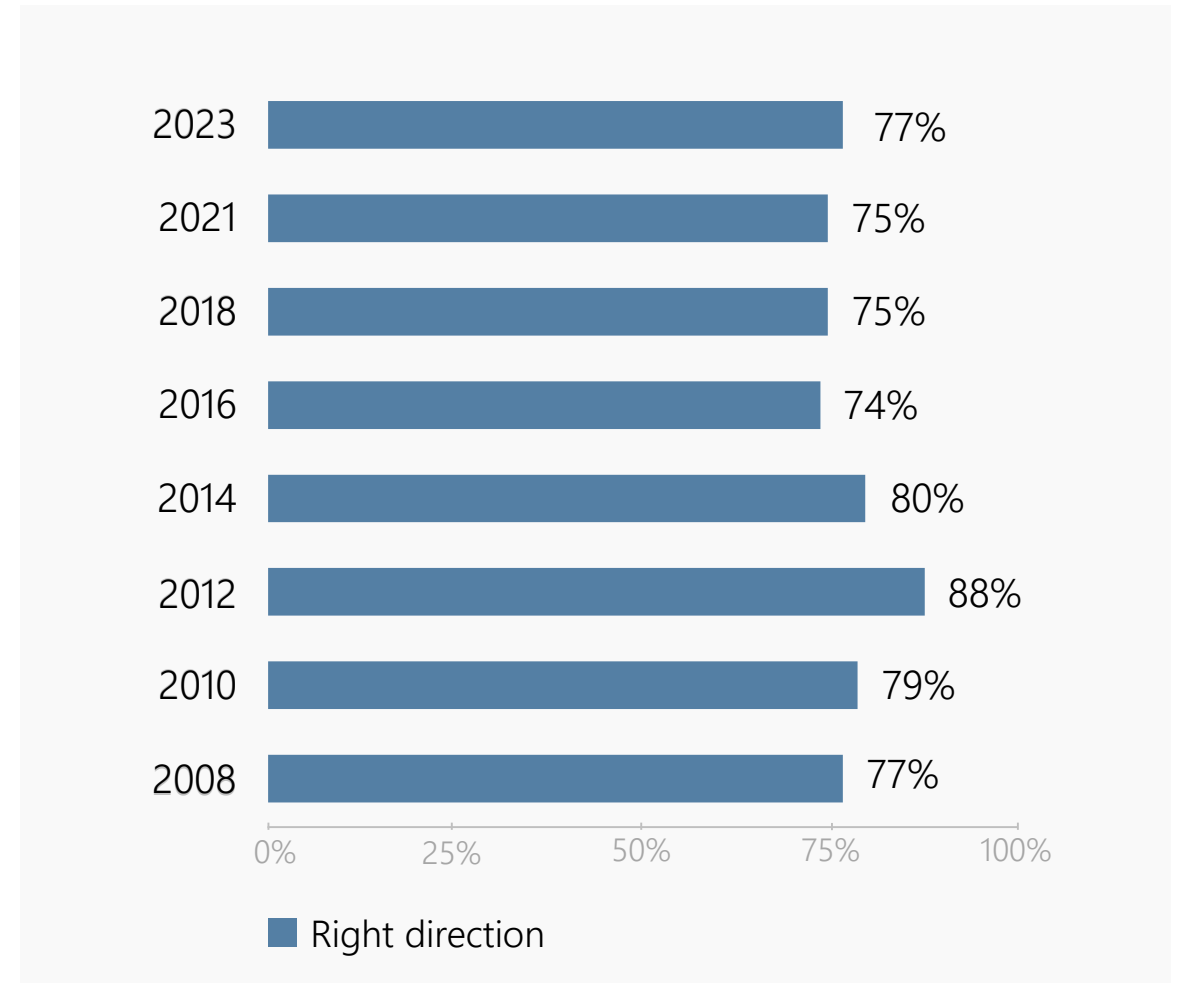
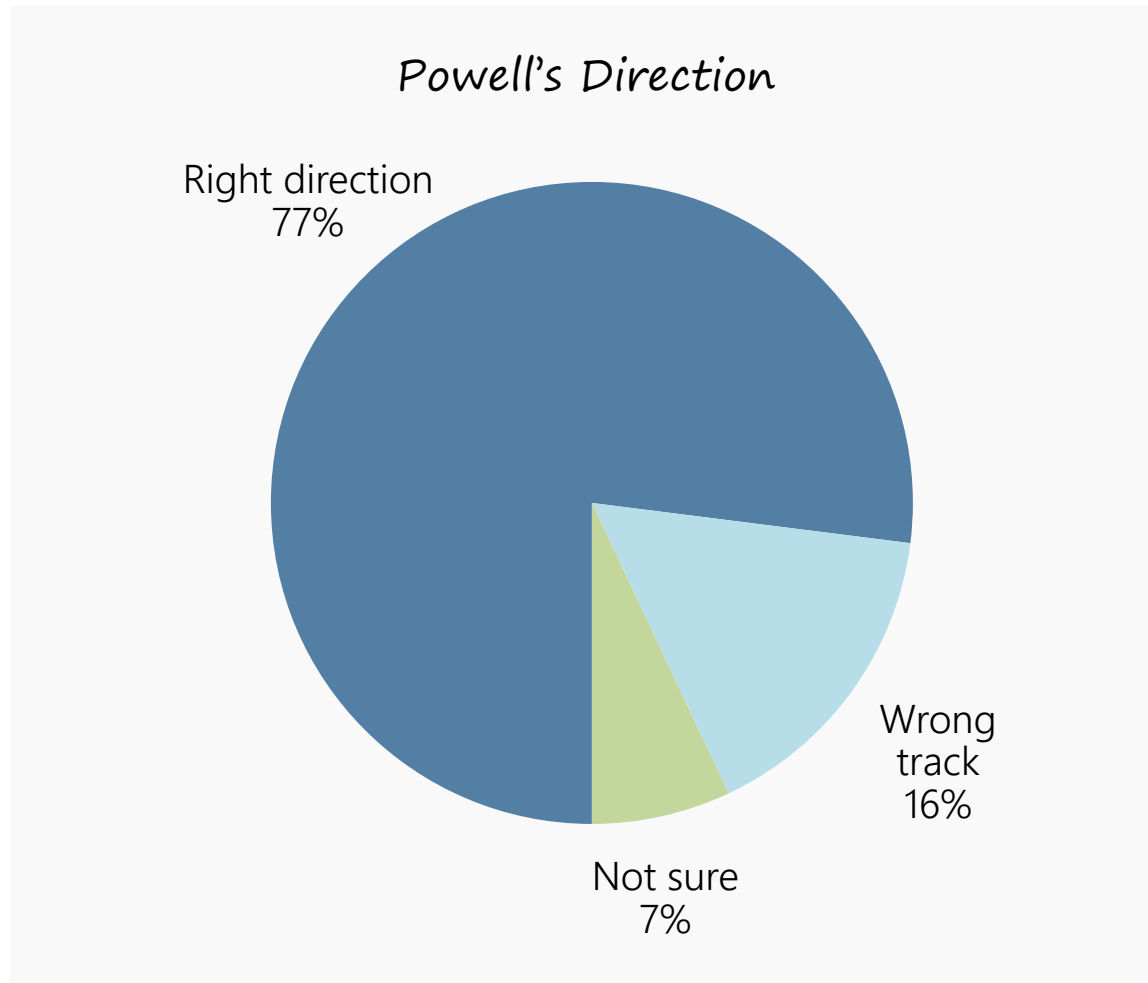
Powell as a Place to Live

Four out of ten residents consider Powell an *exceptional* place to live. This figure continues a slight downward trend that began in 2018.

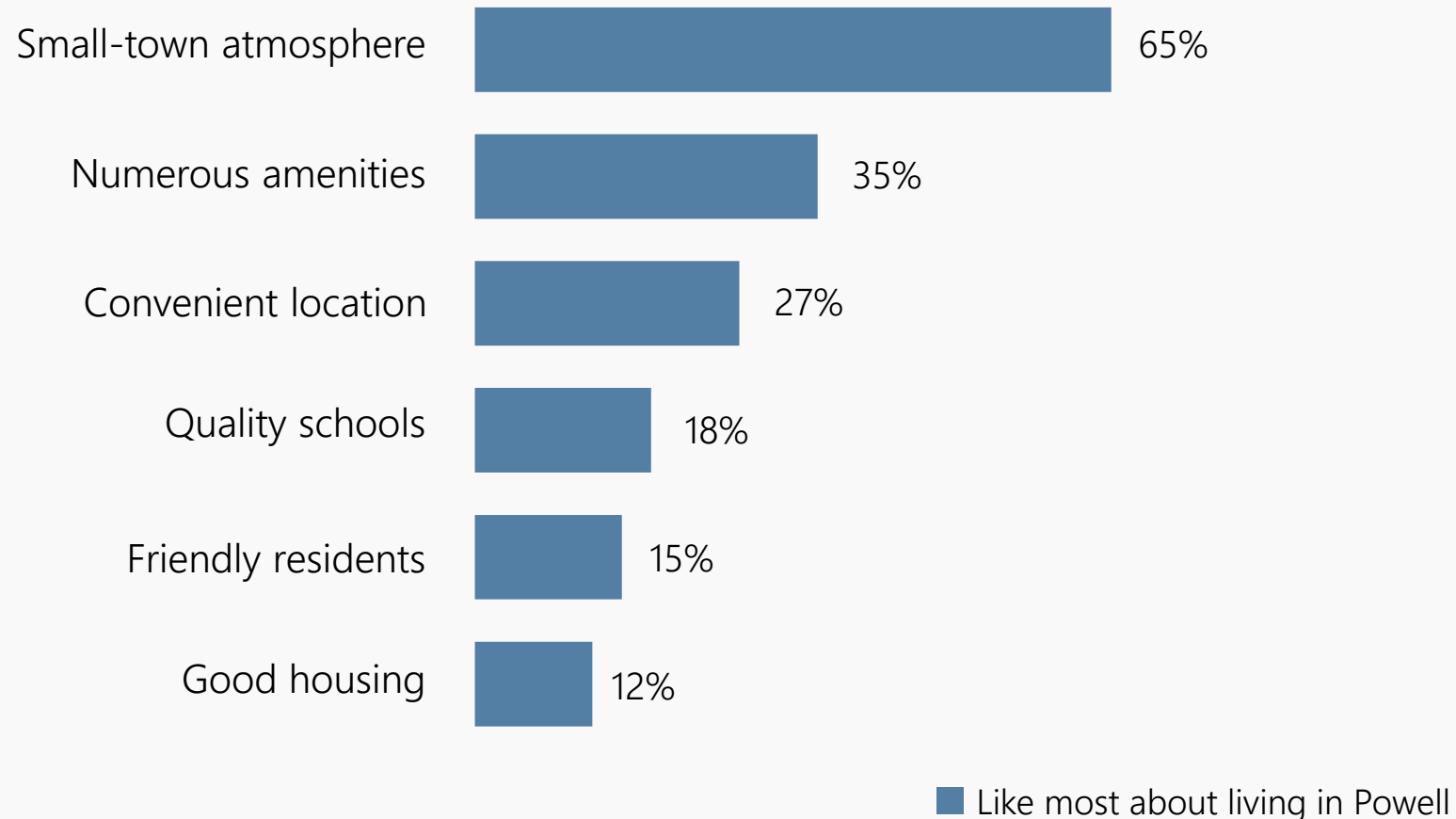




Three out of four residents believe that Powell is heading in the right direction. Though little has changed since 2016, the comparable figures were higher in 2014 and 2012.



For two out of three residents, Powell's small-town atmosphere continues to be the city's greatest strength. Many also value the city's numerous amenities.



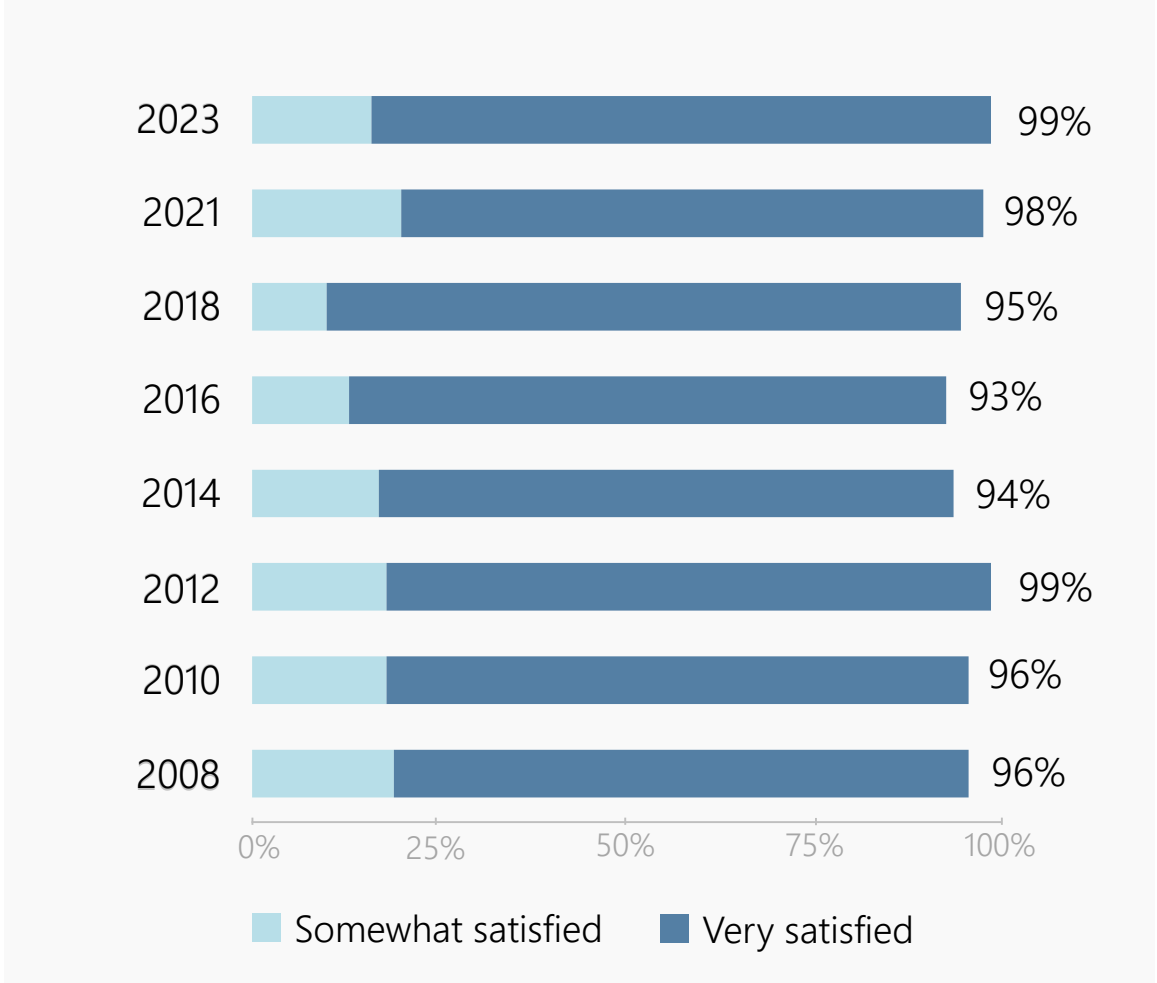
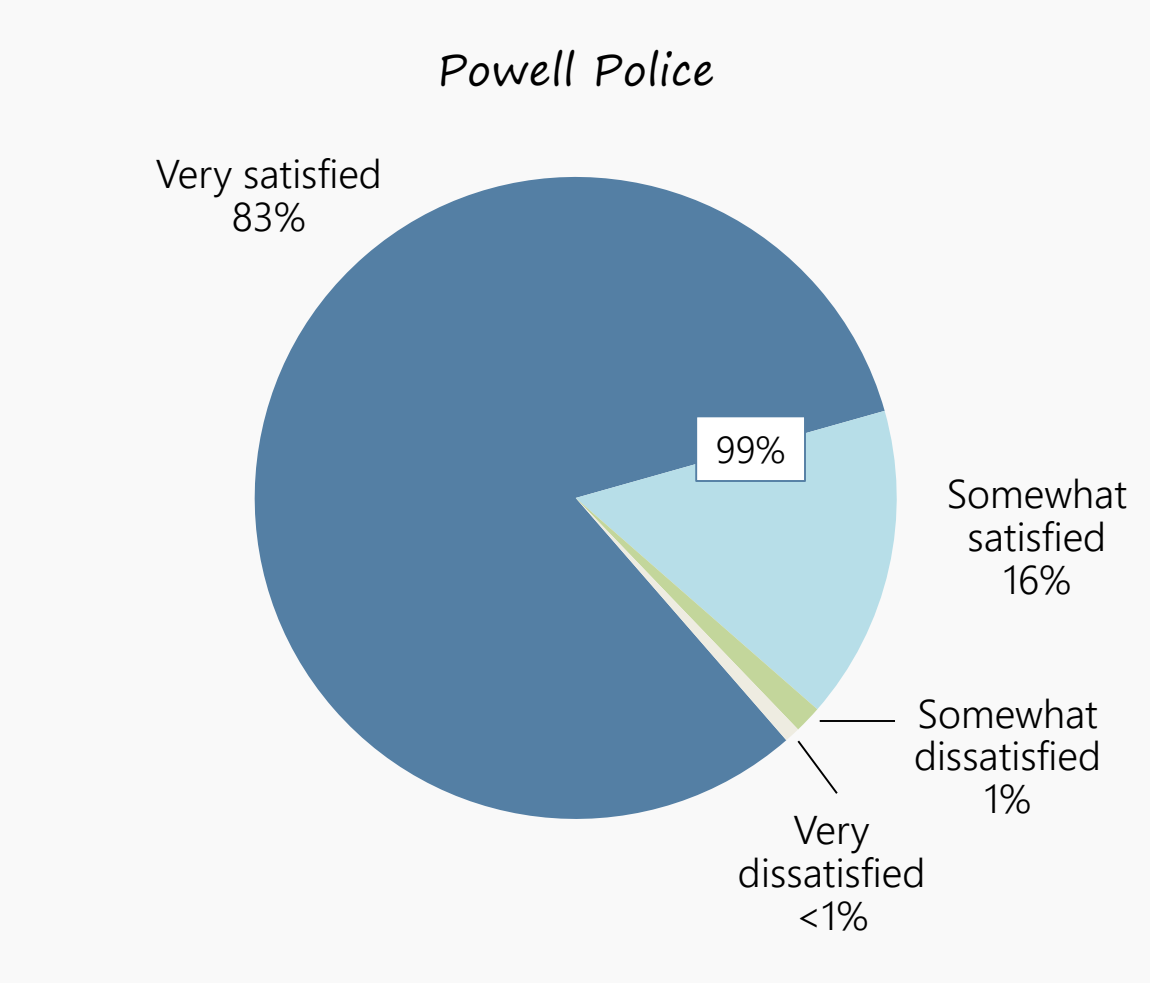




Satisfaction with City Services  
and Amenities

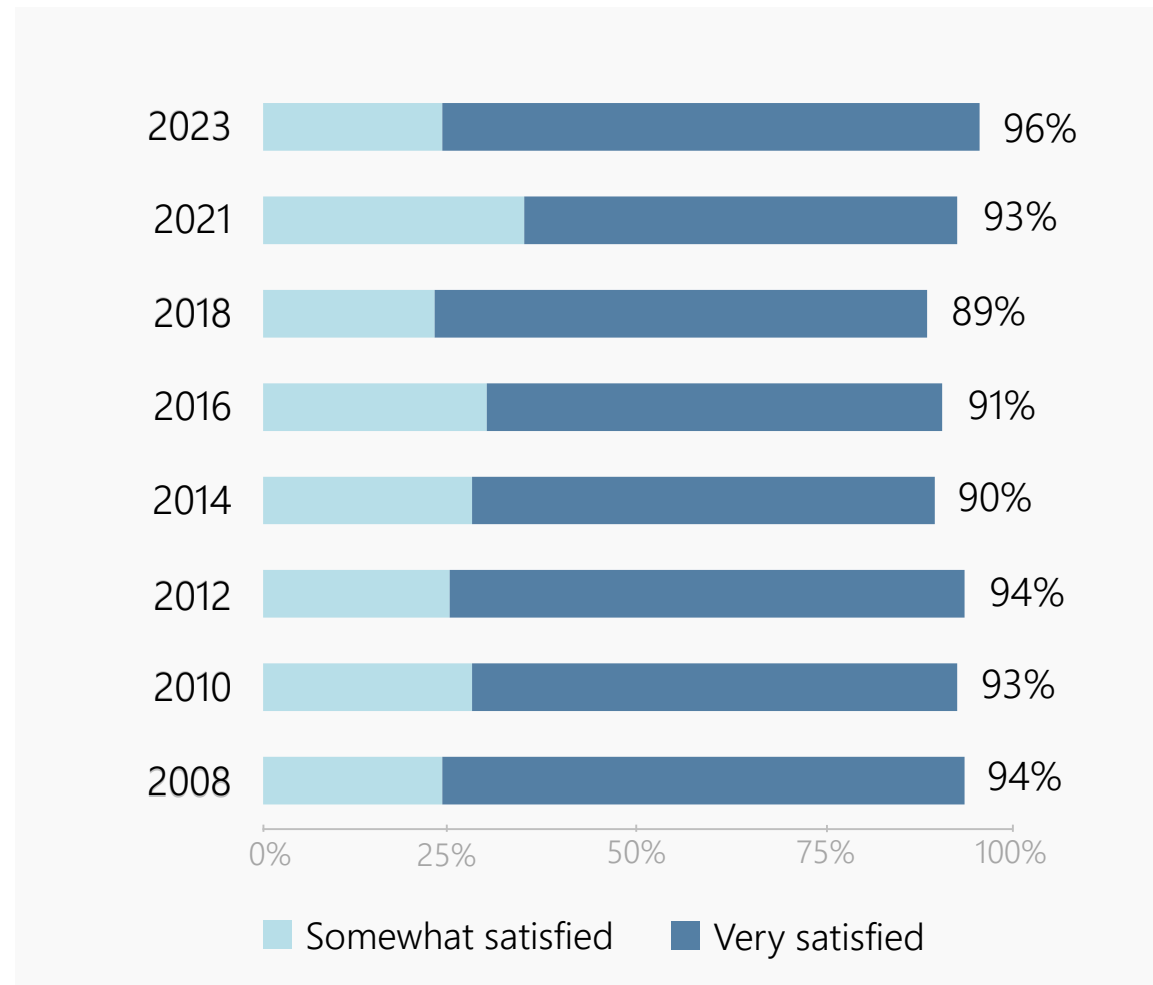
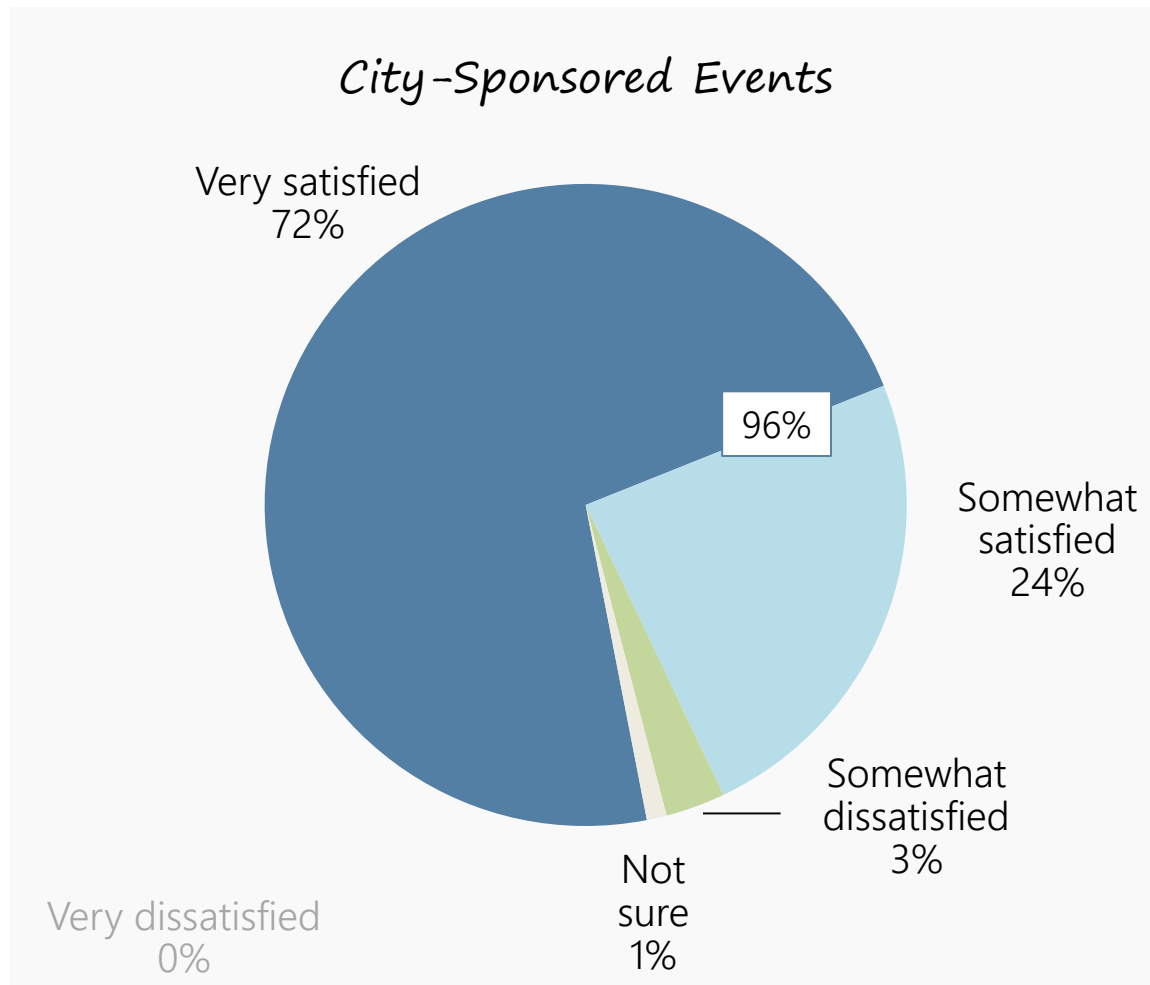


Powell's police are held in high regard by almost every resident ...  
... as they have been for years.

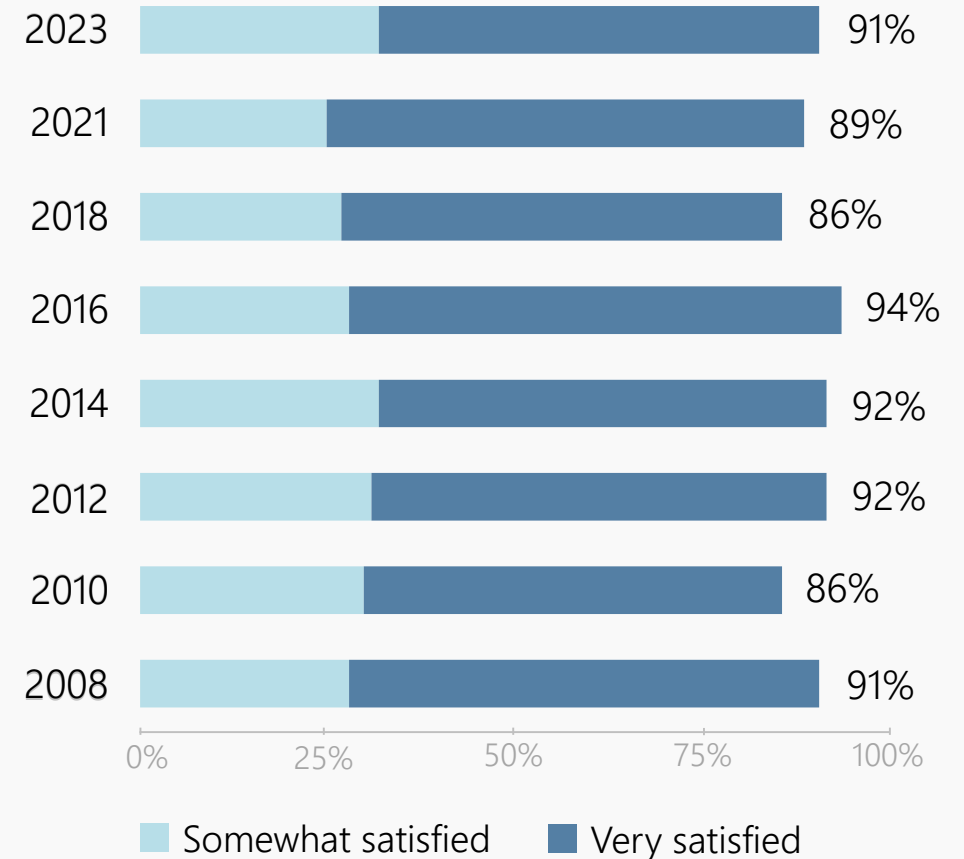
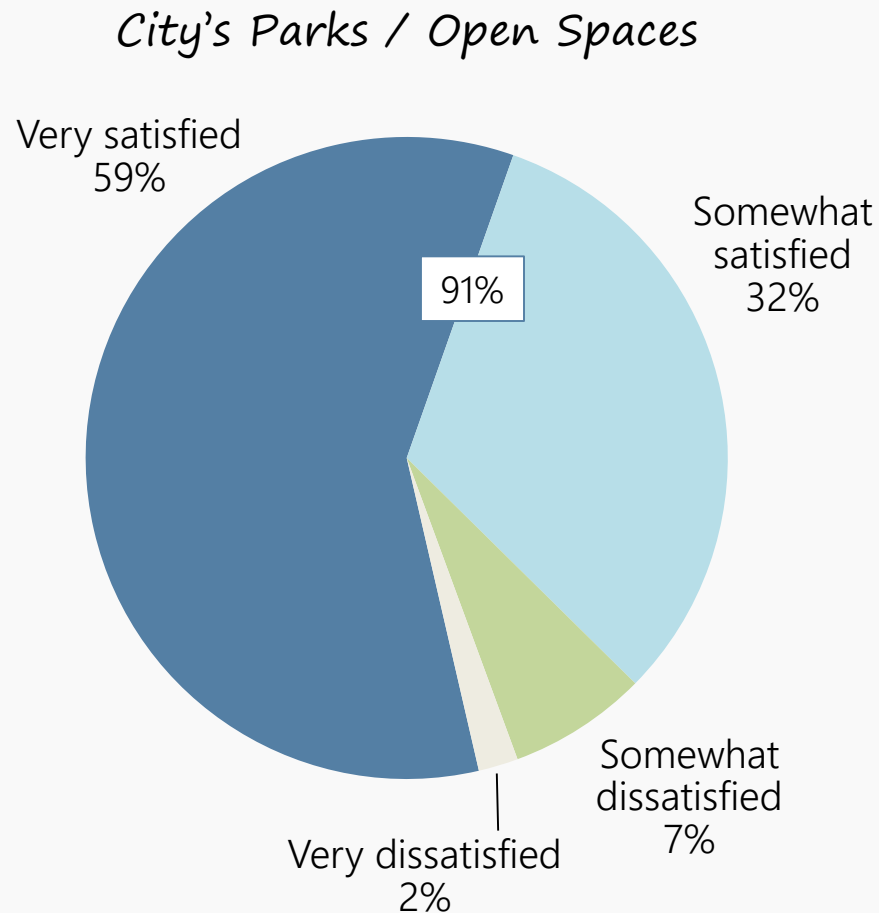




Seven out of ten residents are very satisfied with city-sponsored events ...  
... up slightly from 2018.

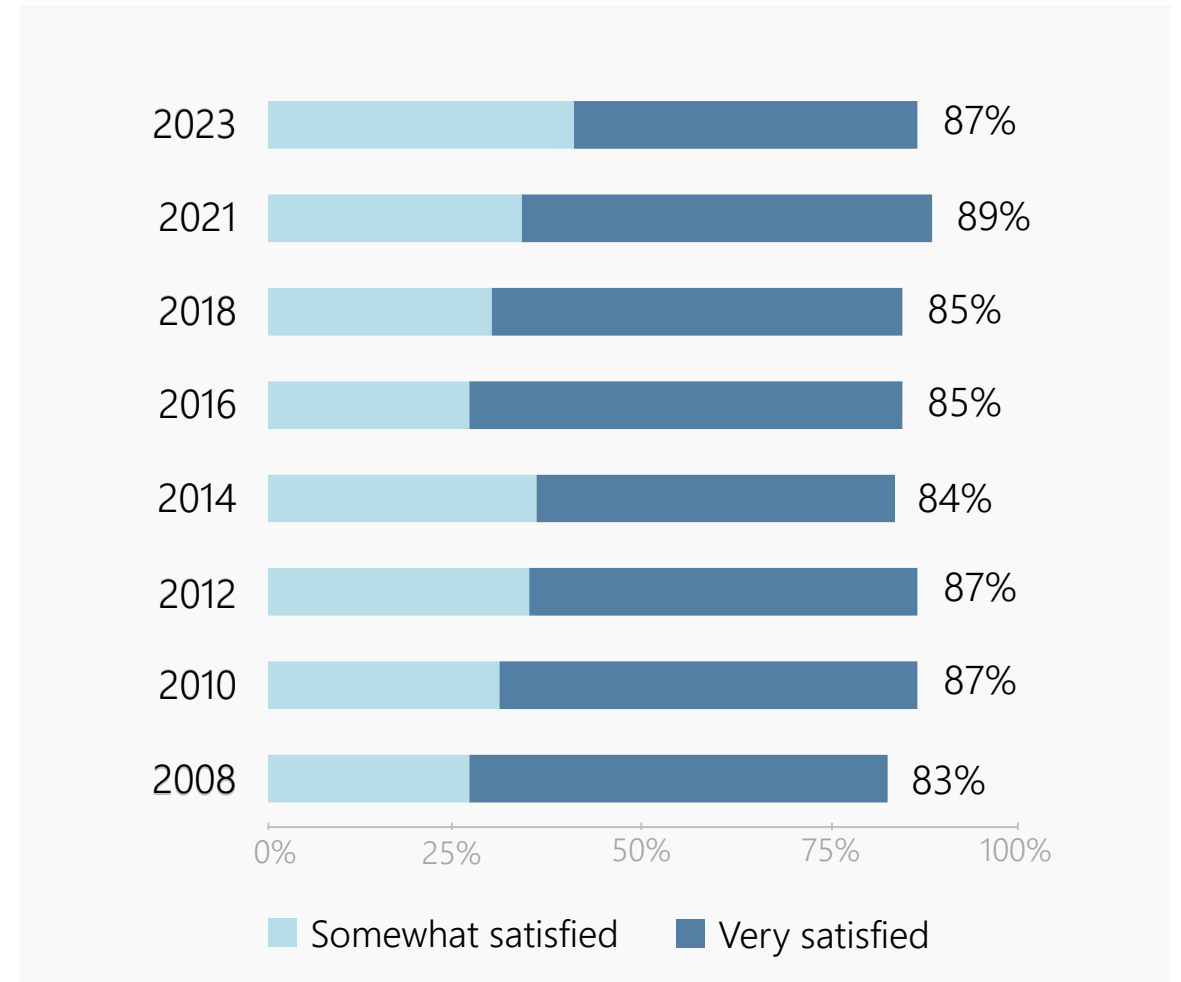
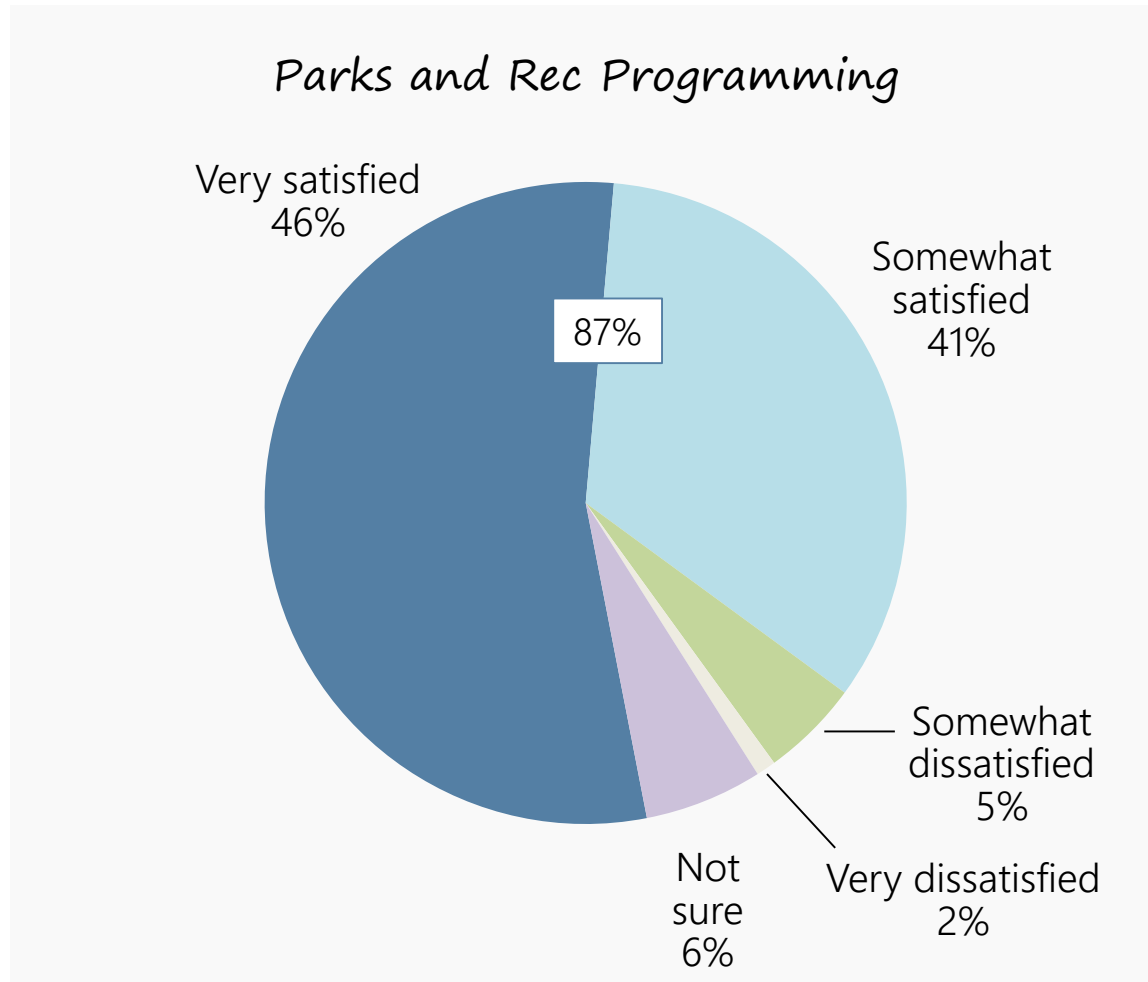


## Satisfaction also is high with Powell's parks and open spaces ...

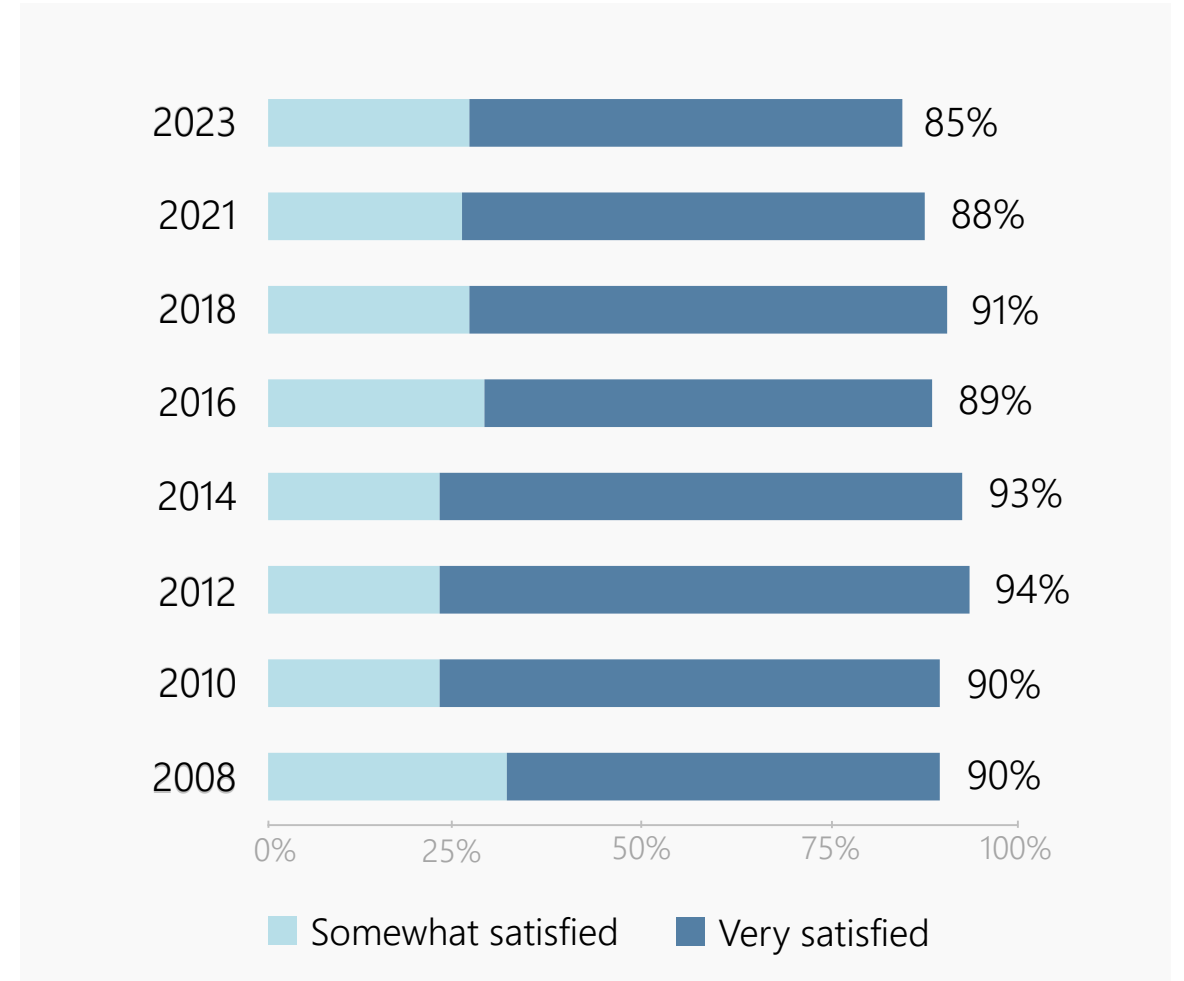
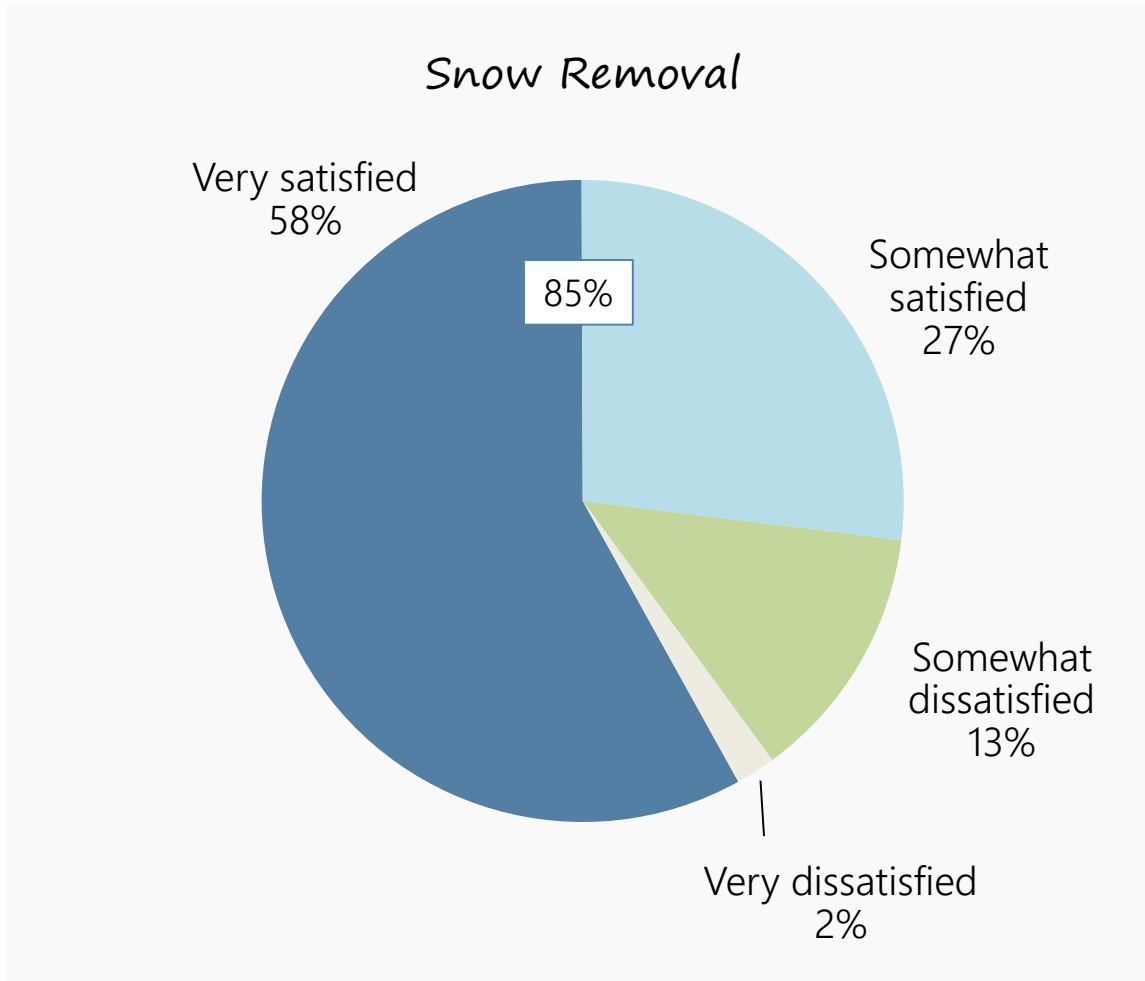




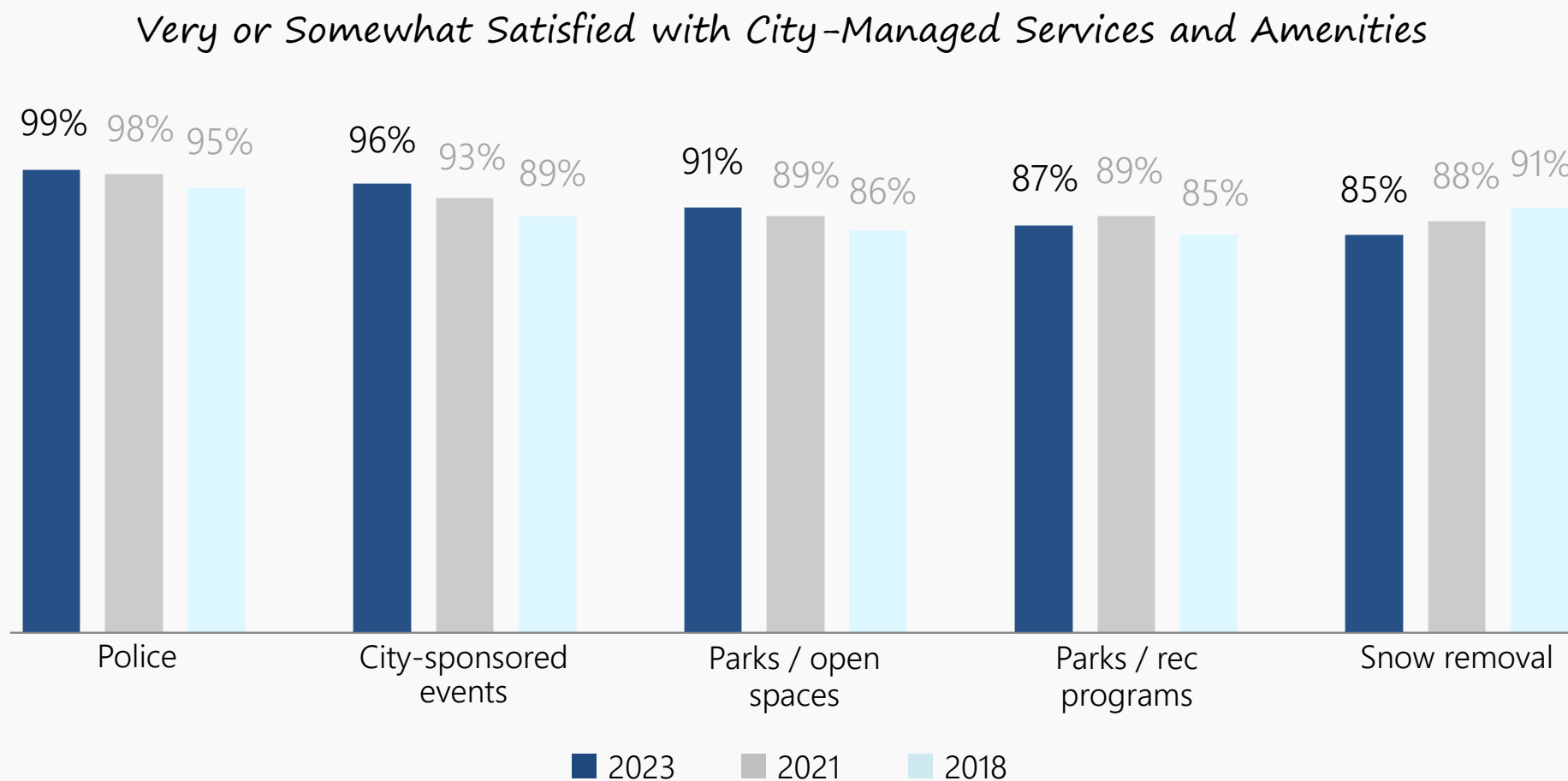
## ... Parks and Rec programming ...



... and snow removal.



In short, most residents, once again, are satisfied with the services and amenities the city provides.

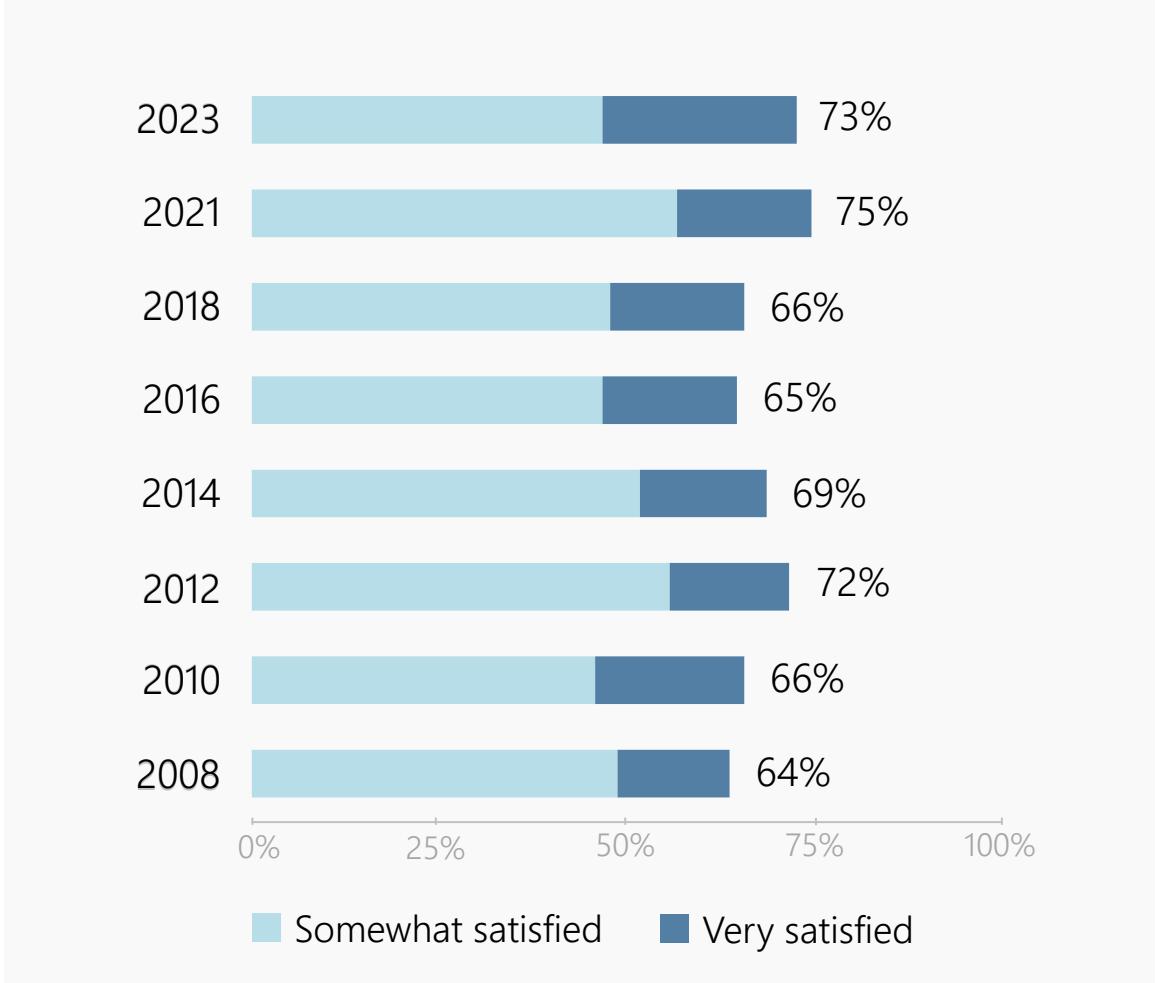
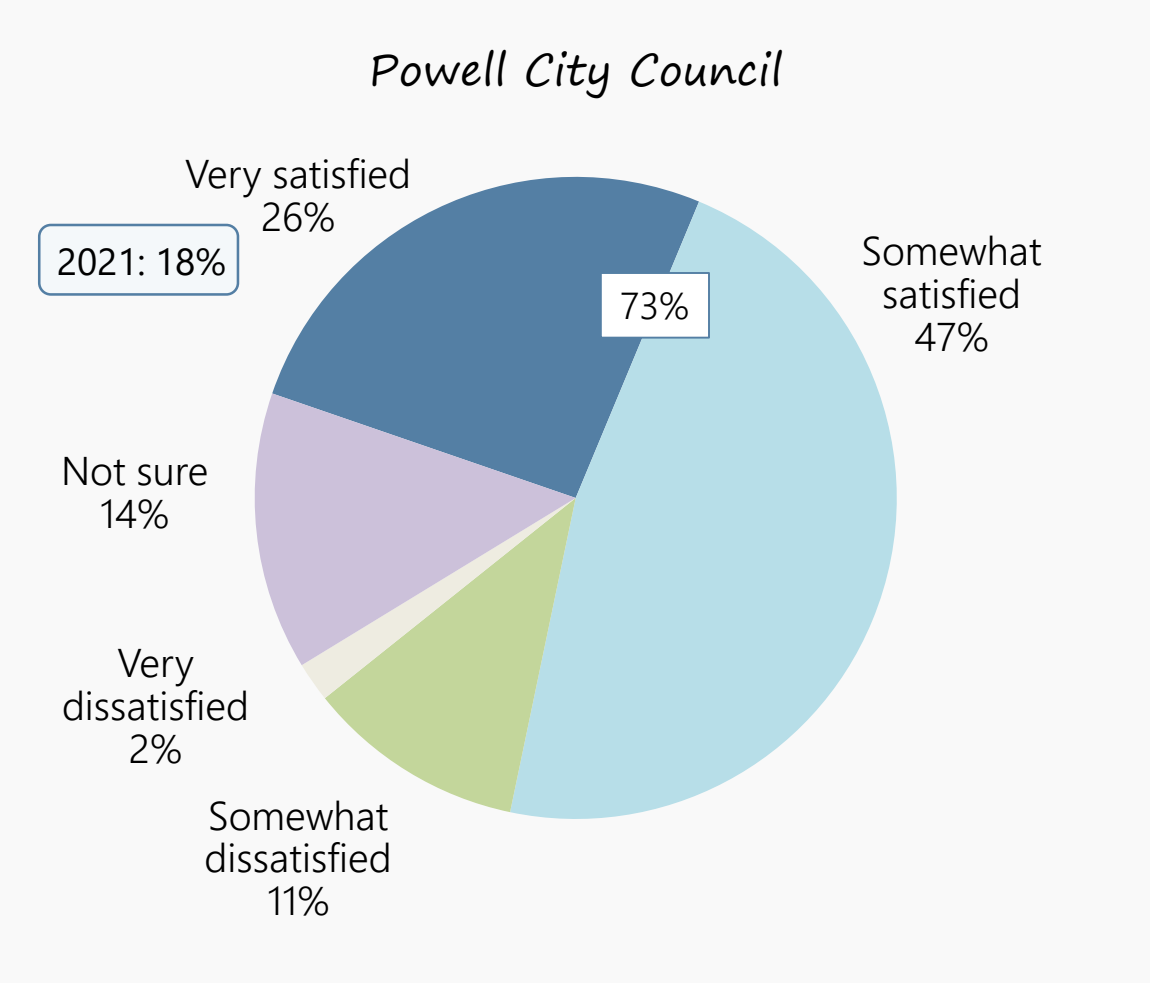




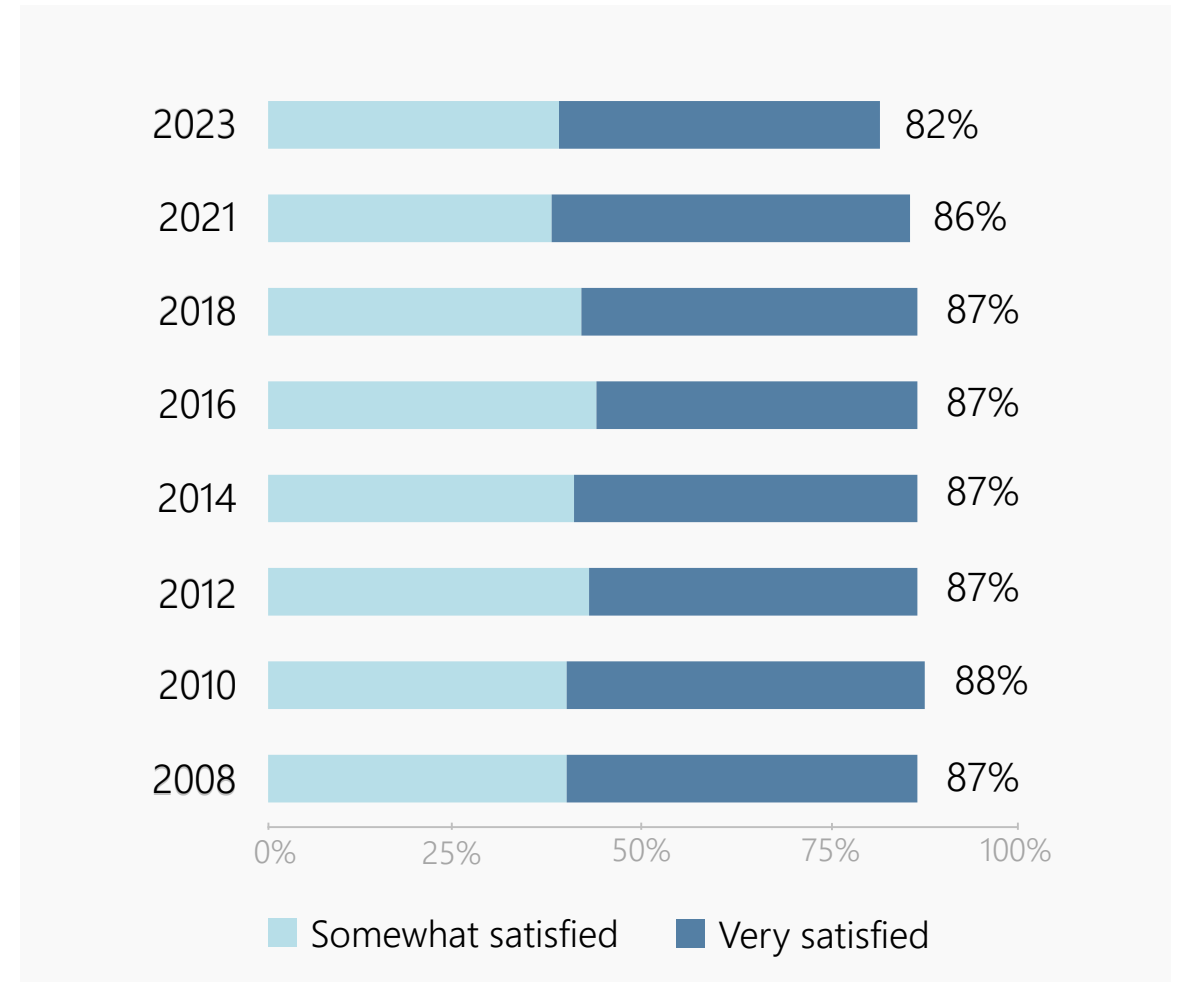
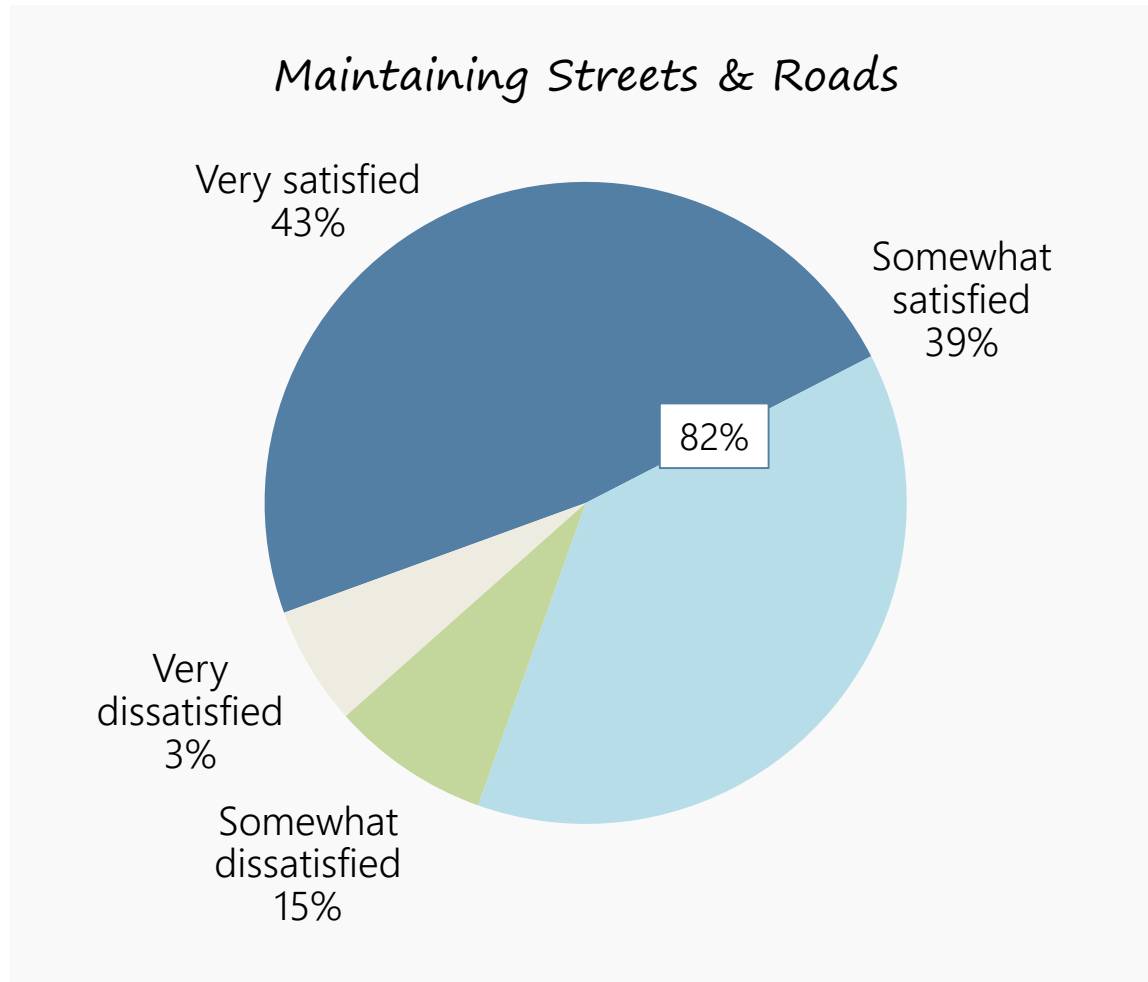
## Satisfaction with City Officials: Managing and Planning



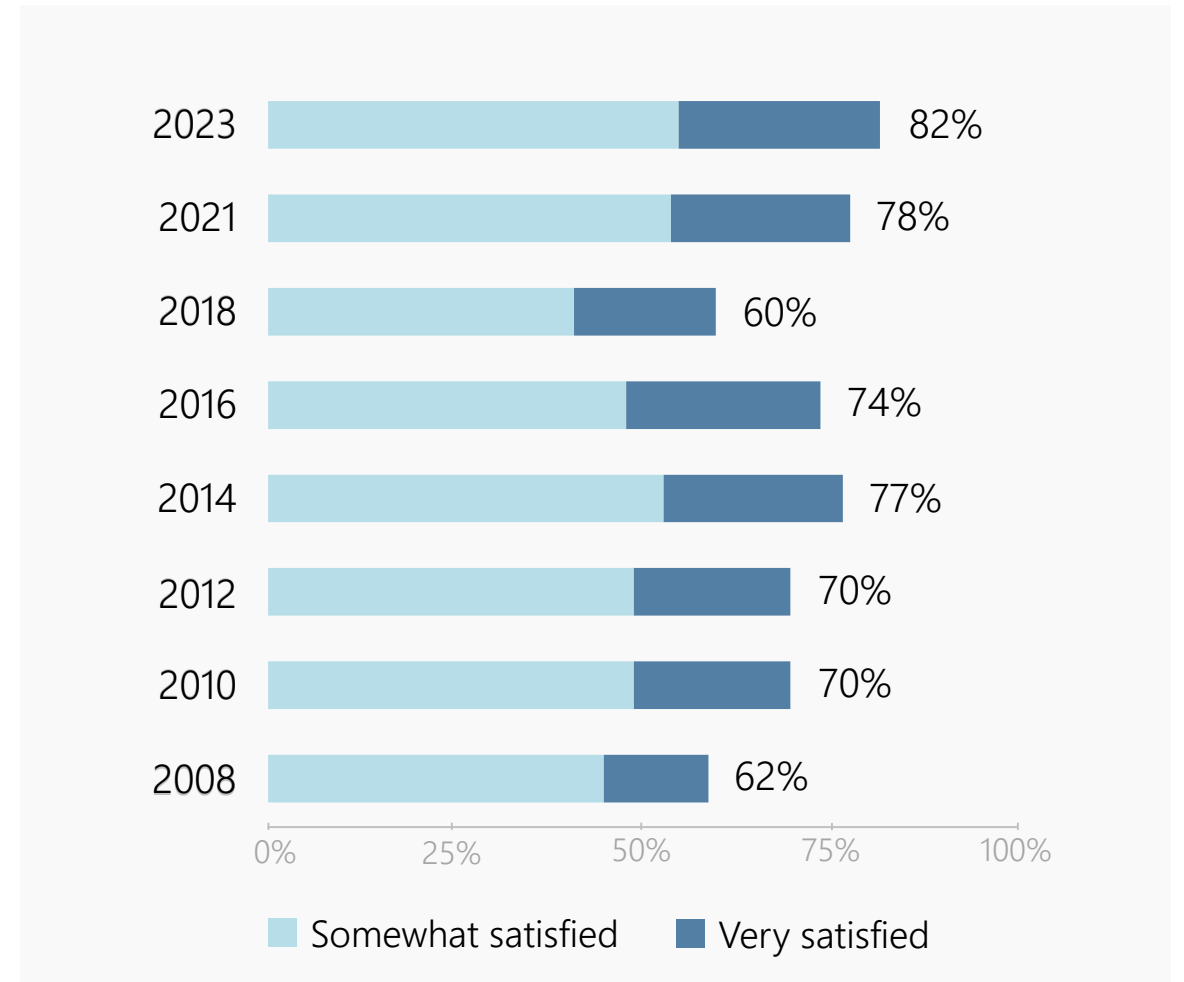
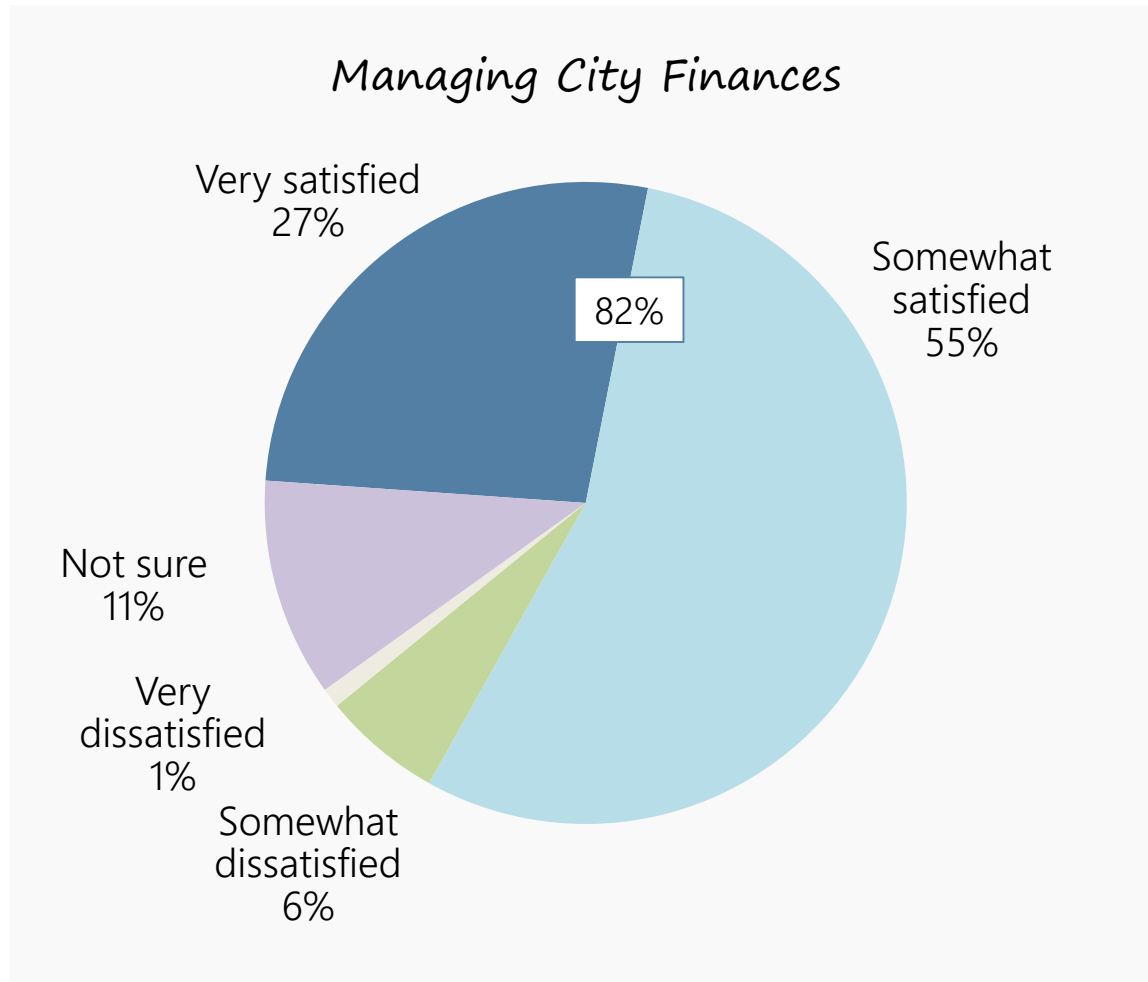
Three out of four residents are satisfied with Powell's city council.  
The percentage of residents very satisfied has increased.



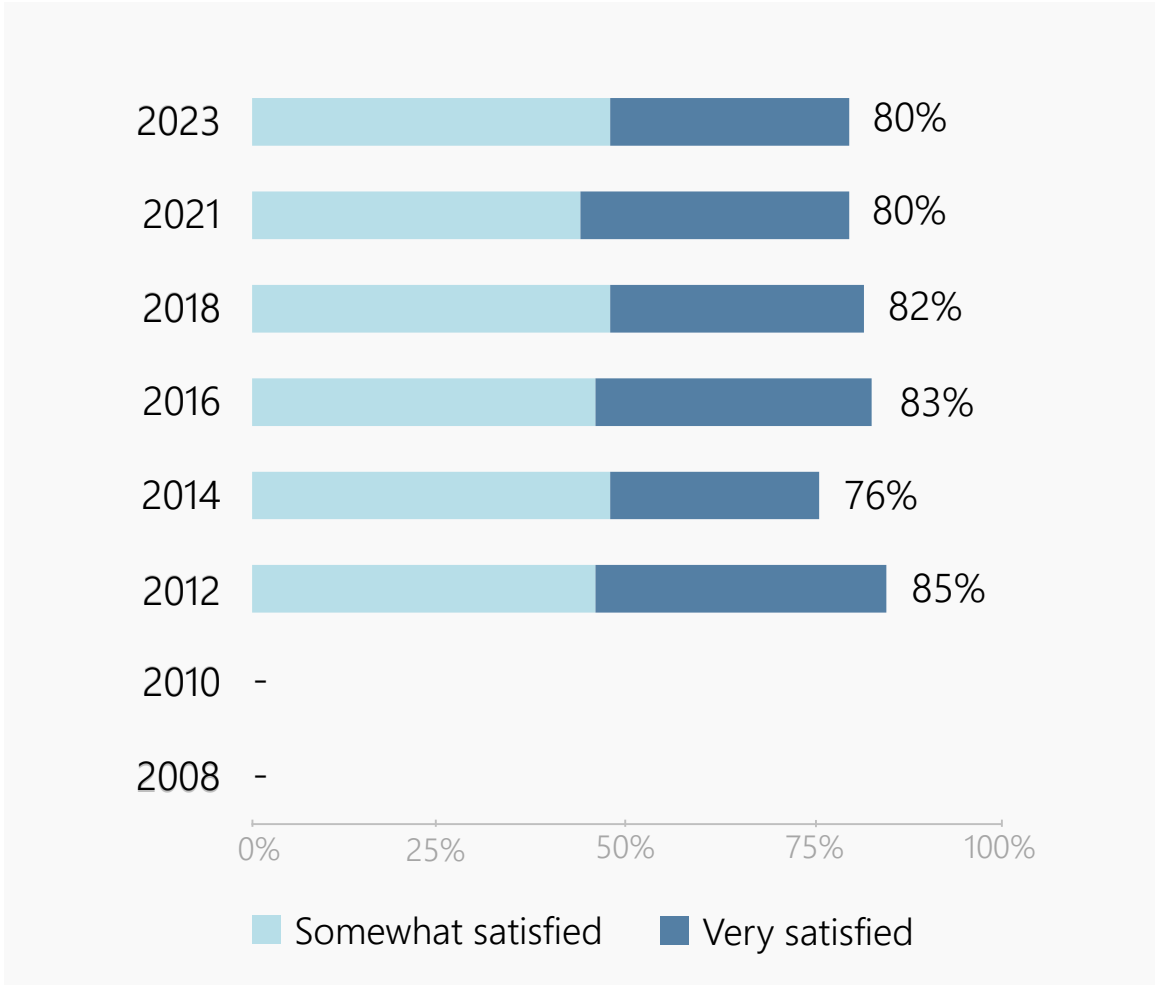
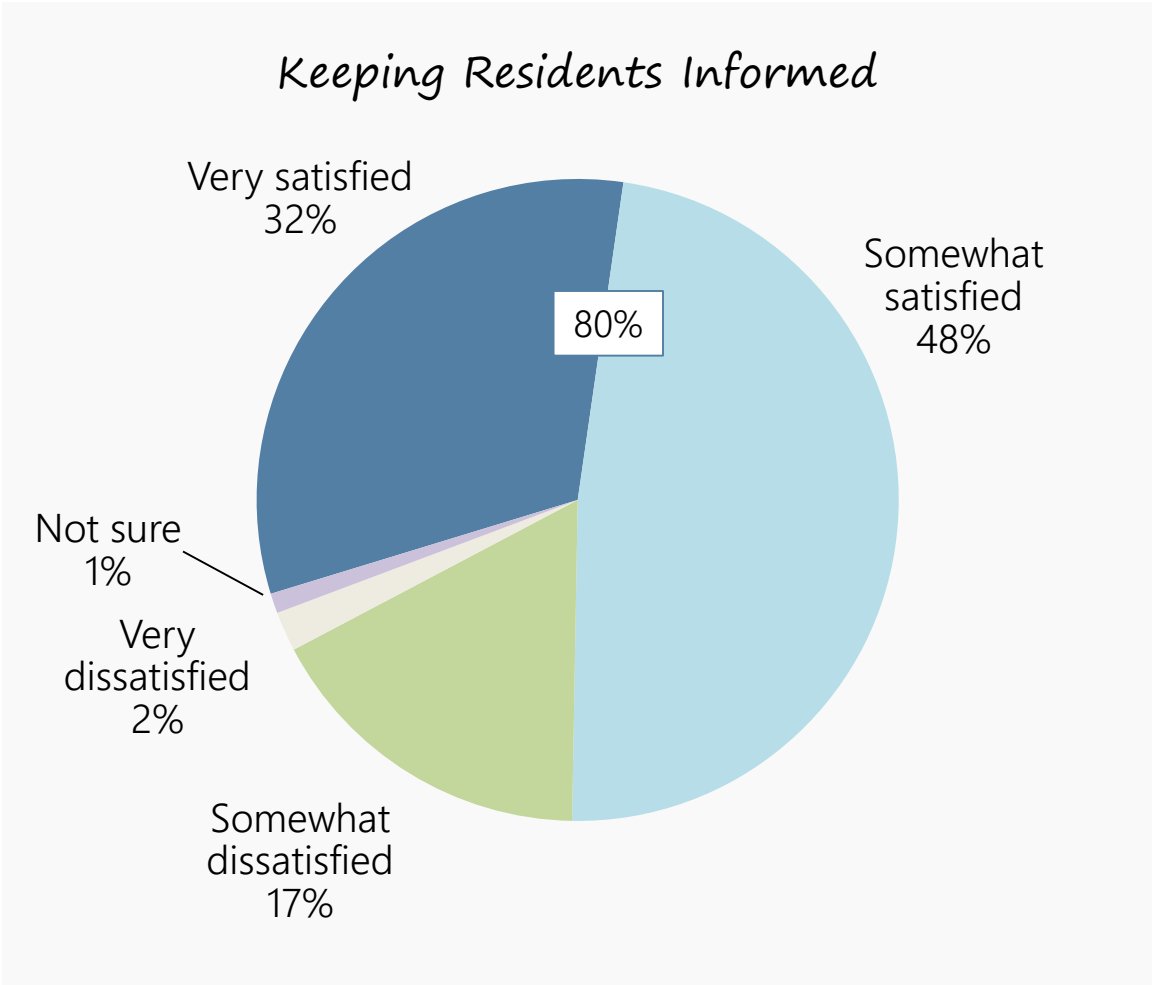
Eight out of ten residents are satisfied with how city officials maintain the community's streets and roads ...  
... down slightly from 2018.



Eight out of ten residents are satisfied with how city officials manage Powell's finances ...  
... up again from 2018.



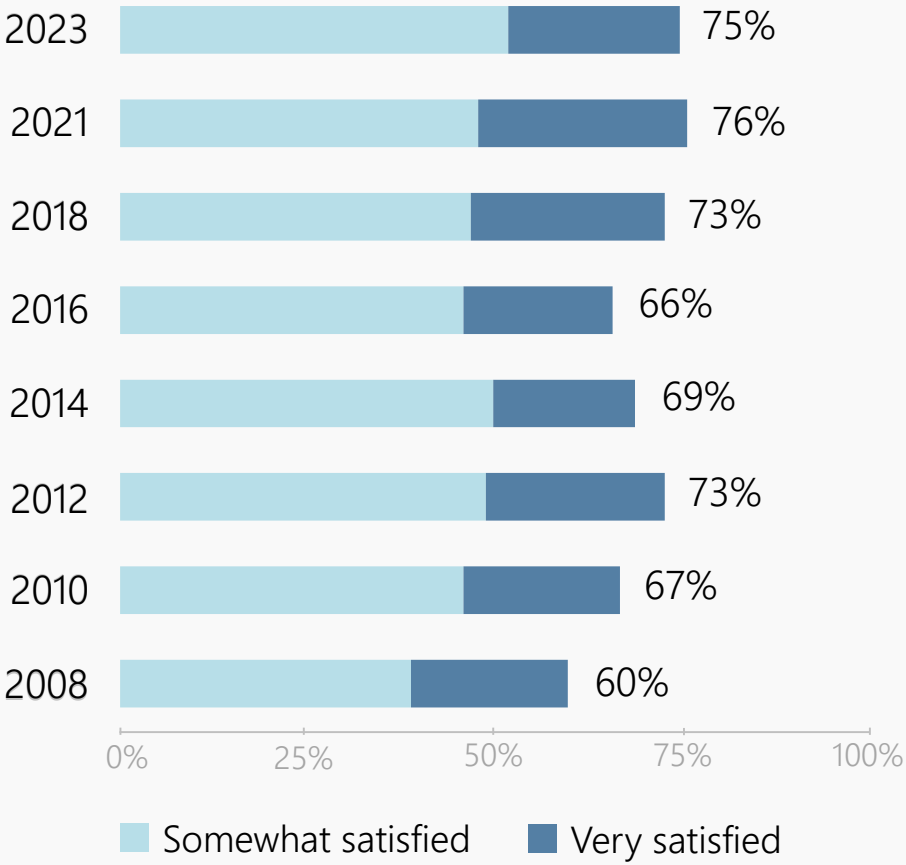
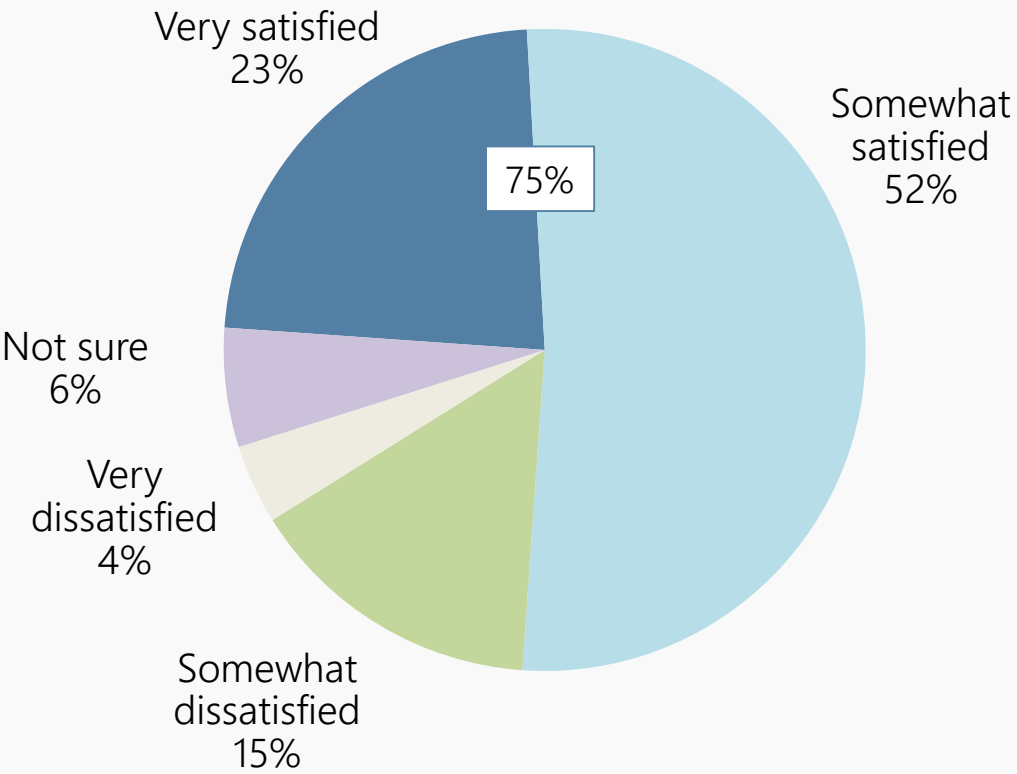
Most residents are satisfied with the efforts of city officials to keep them informed.  
Here, little has changed since 2016.





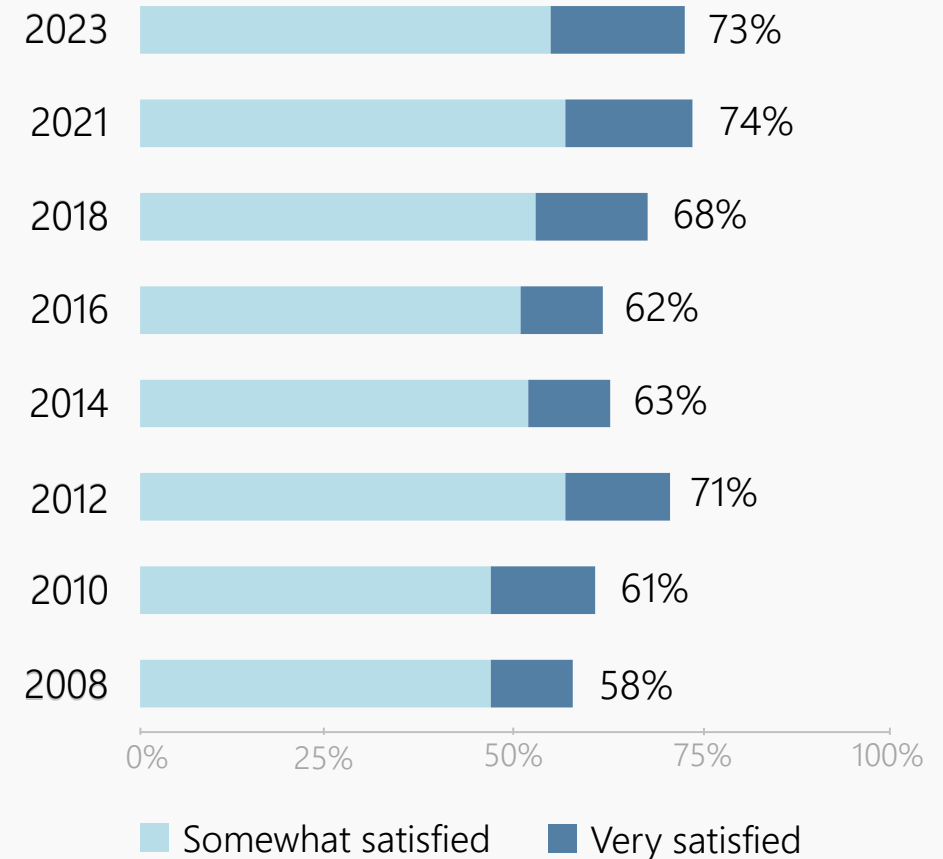
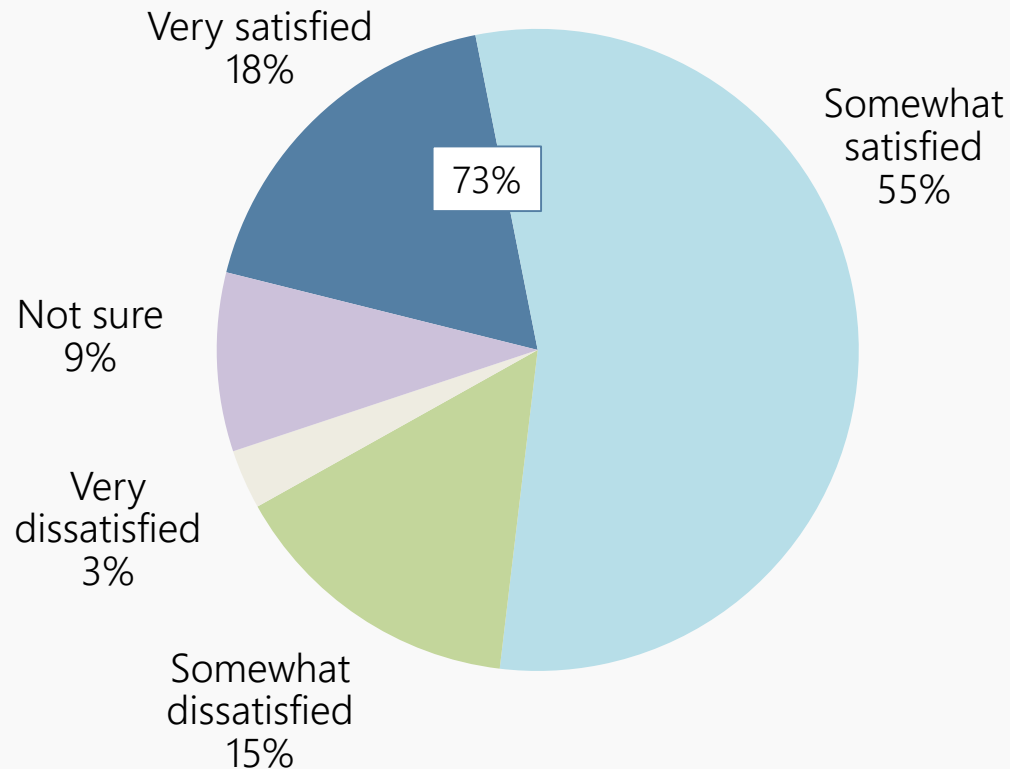
Three out of four residents are satisfied that city officials listen to their concerns ...  
... as they have since 2018.

*Listening to Concerns of Residents*

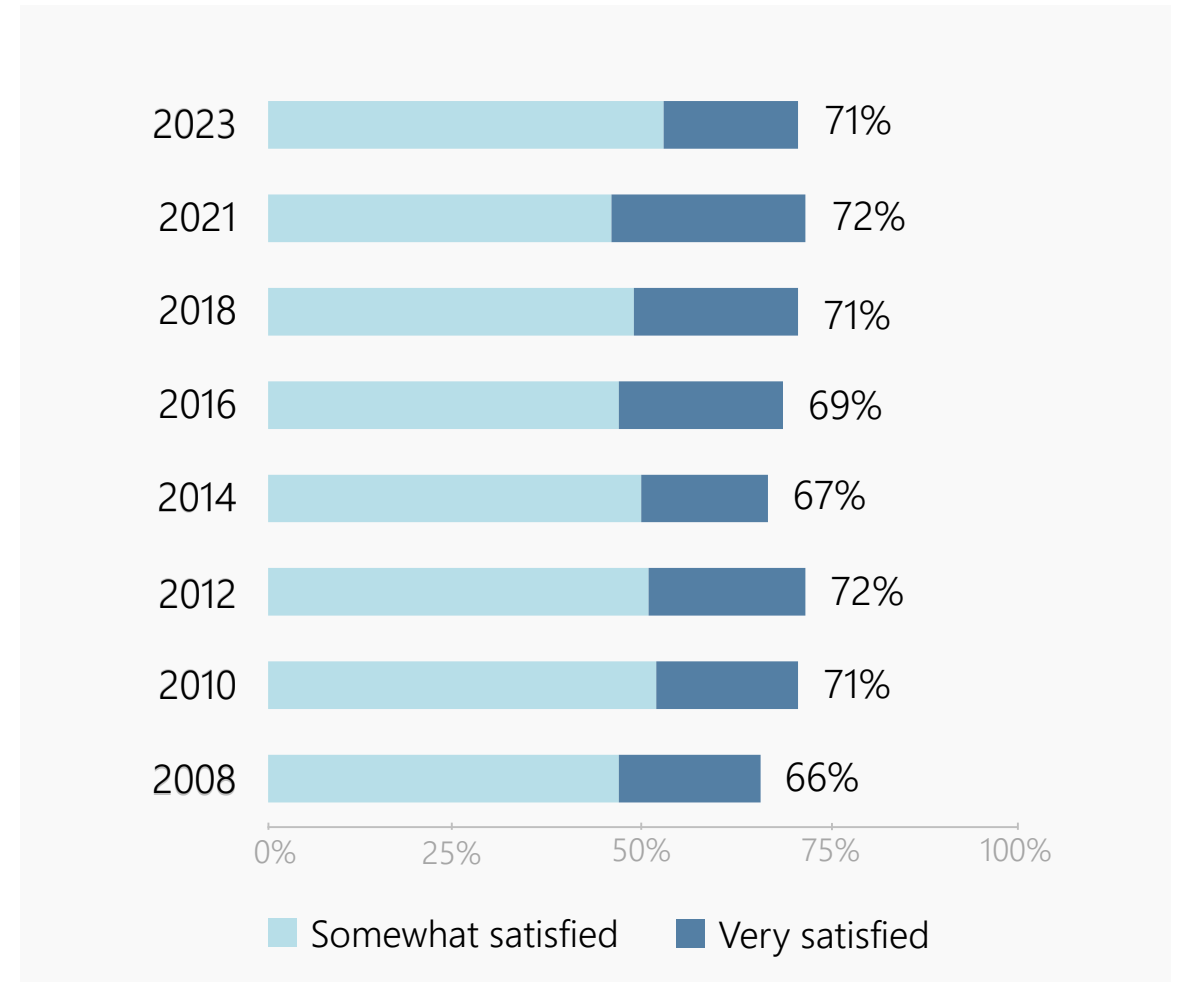
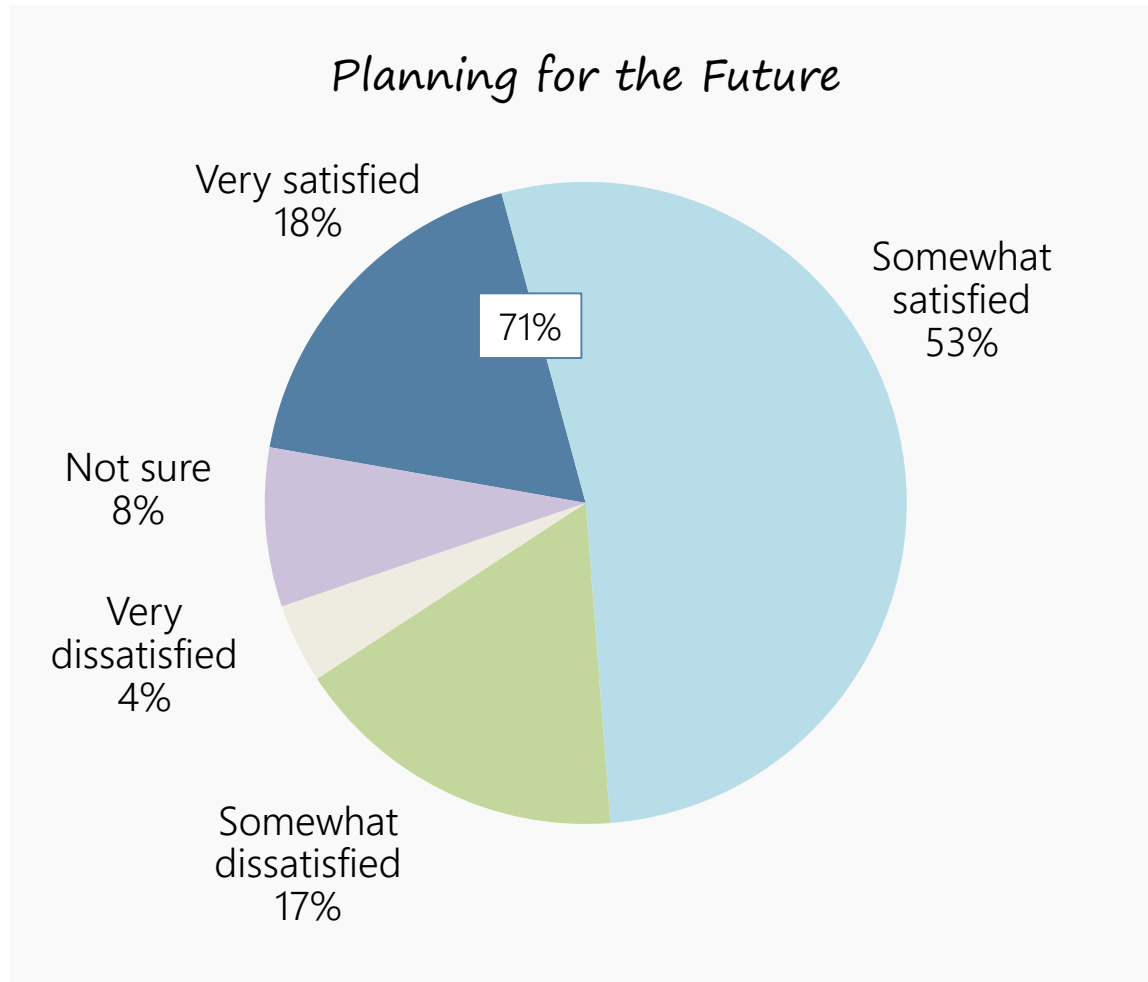


Three out of four residents also are satisfied that city officials  
are finding solutions to local issues ...  
.. up significantly from 2016.

*Finding Solutions to Local Issues*

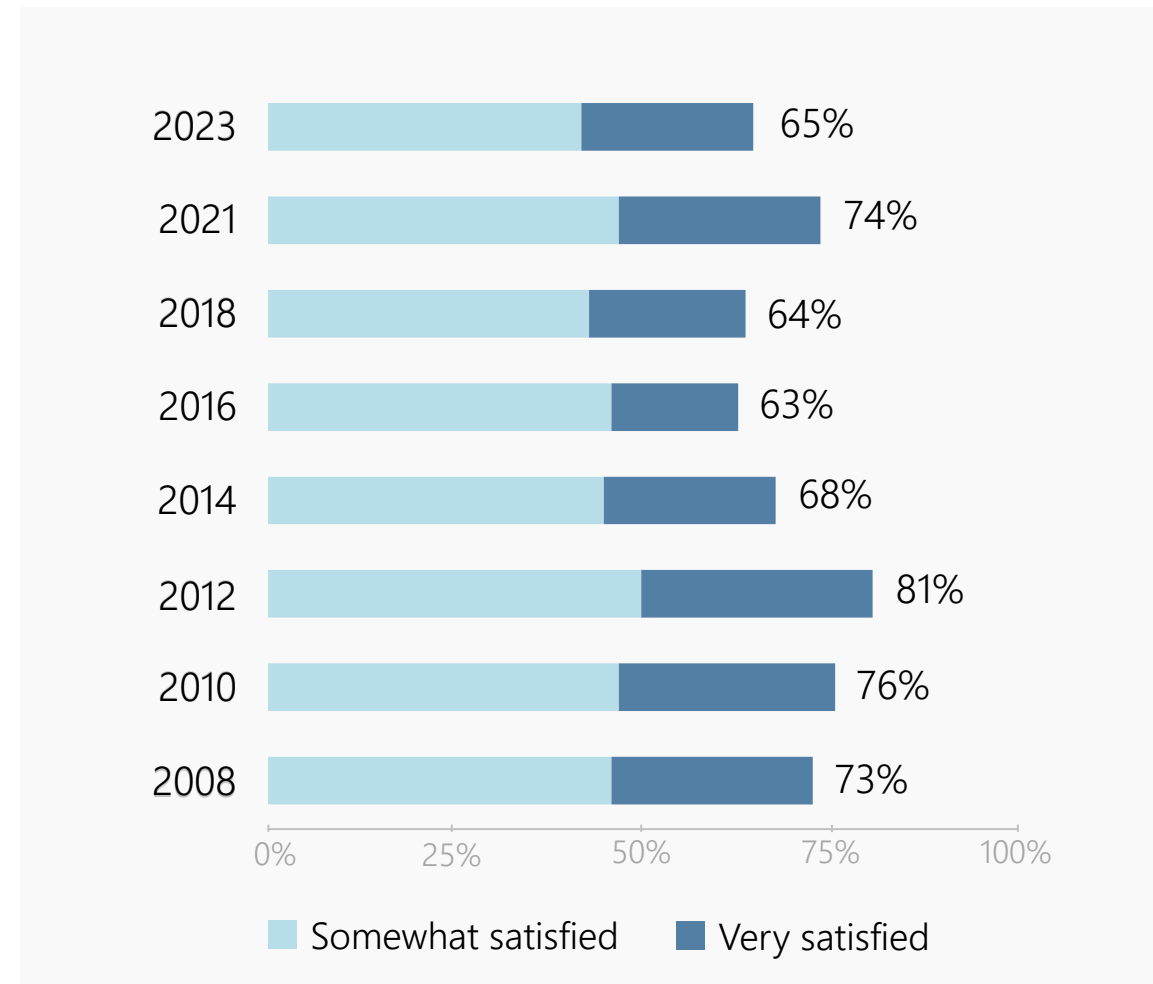
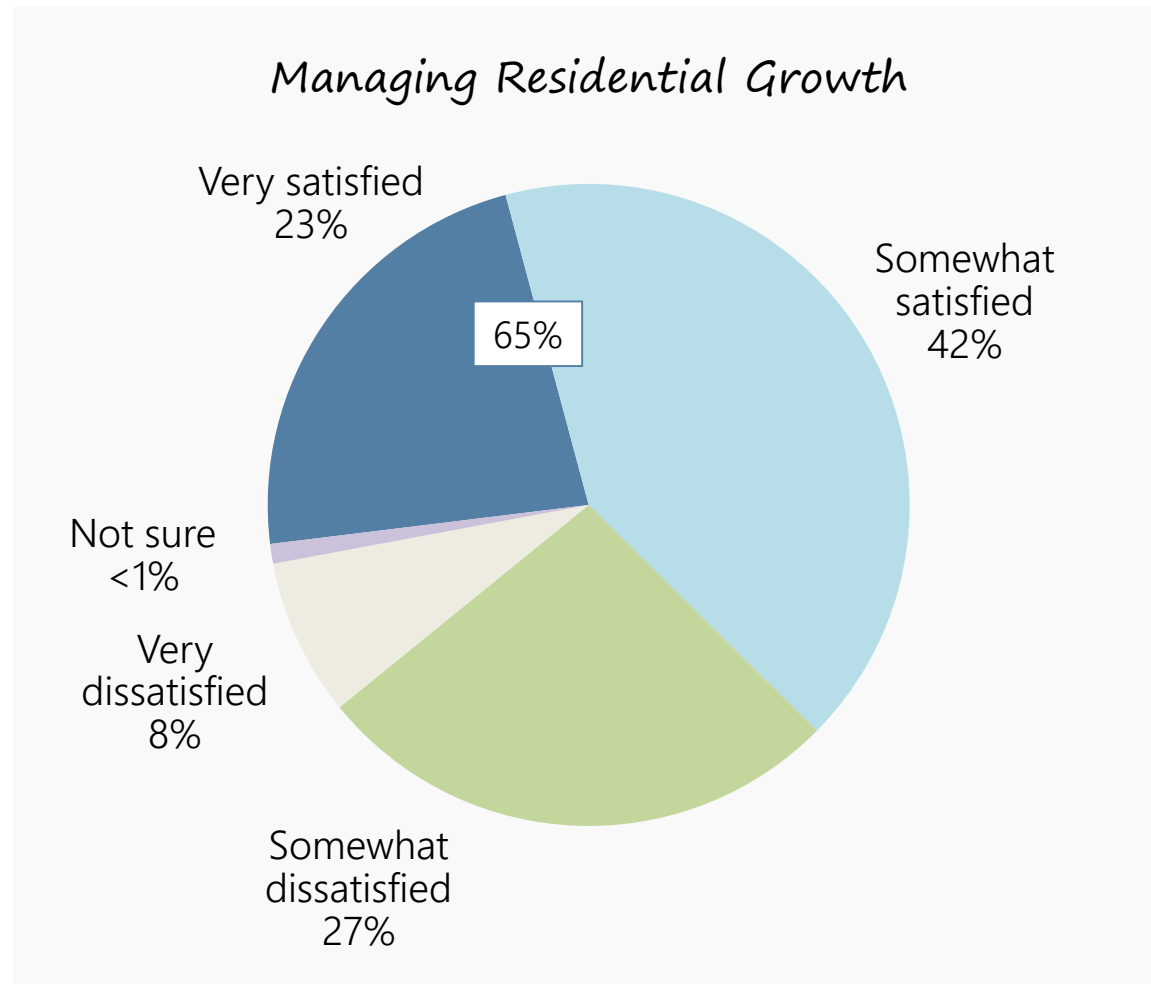


Once again, seven out of ten residents are satisfied with how city officials are planning for the future.

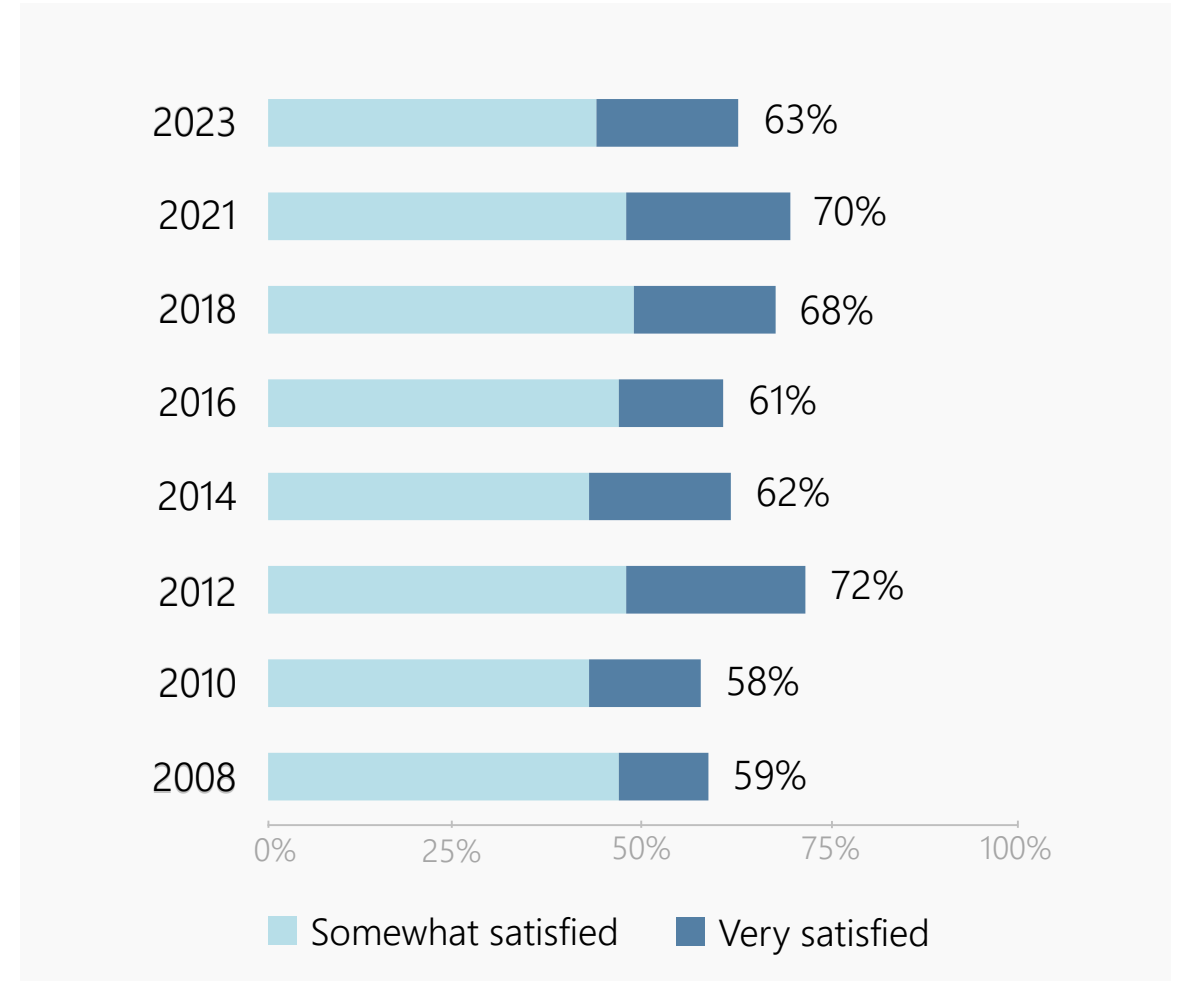
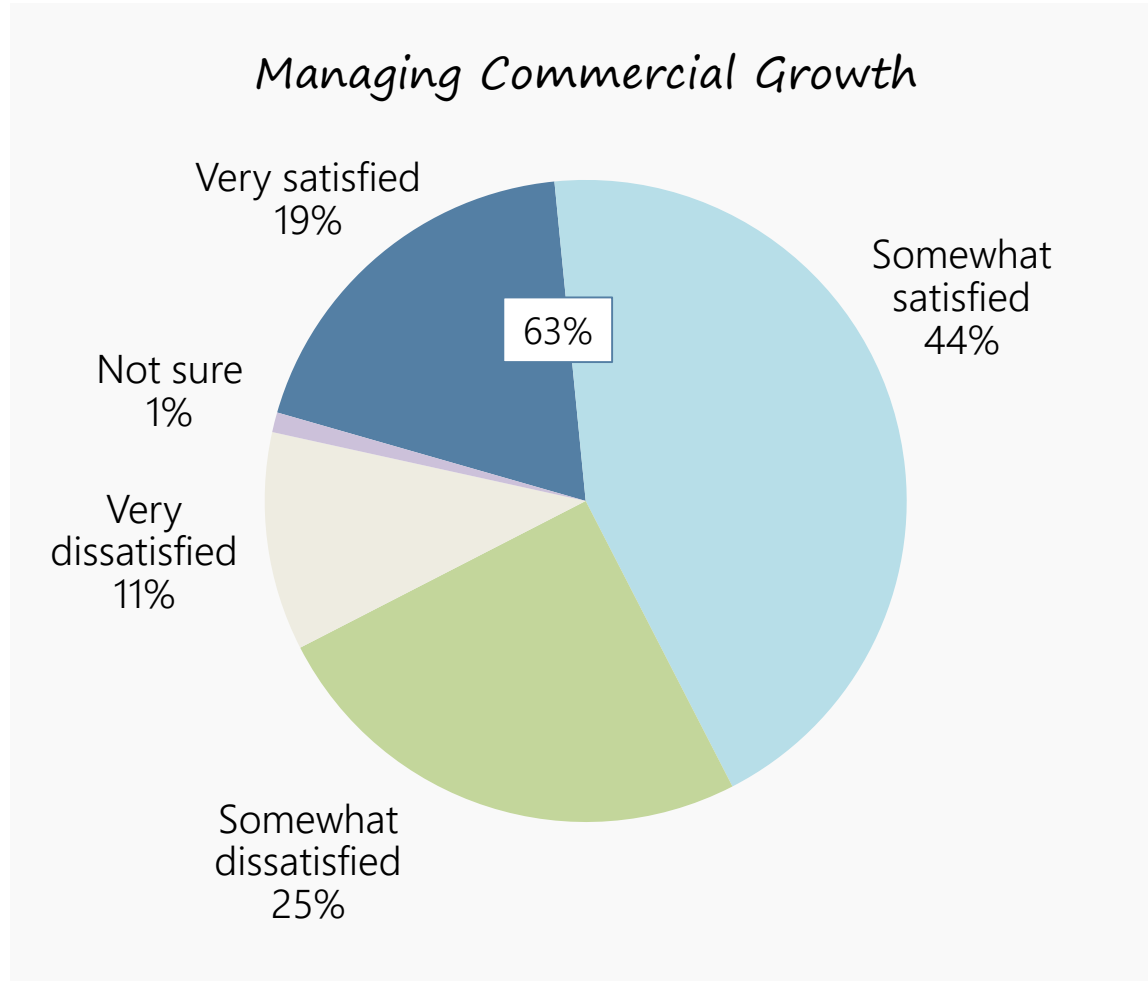




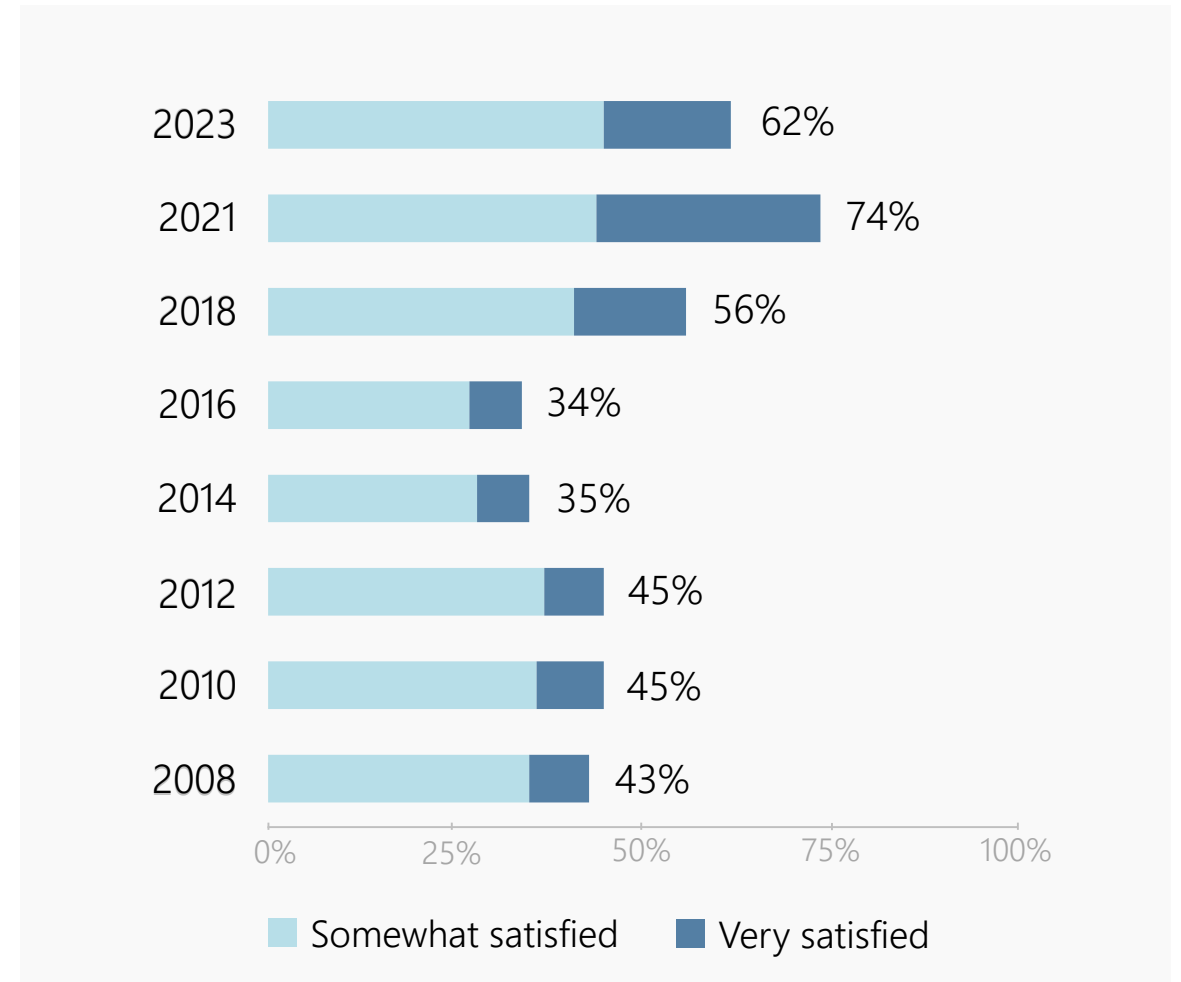
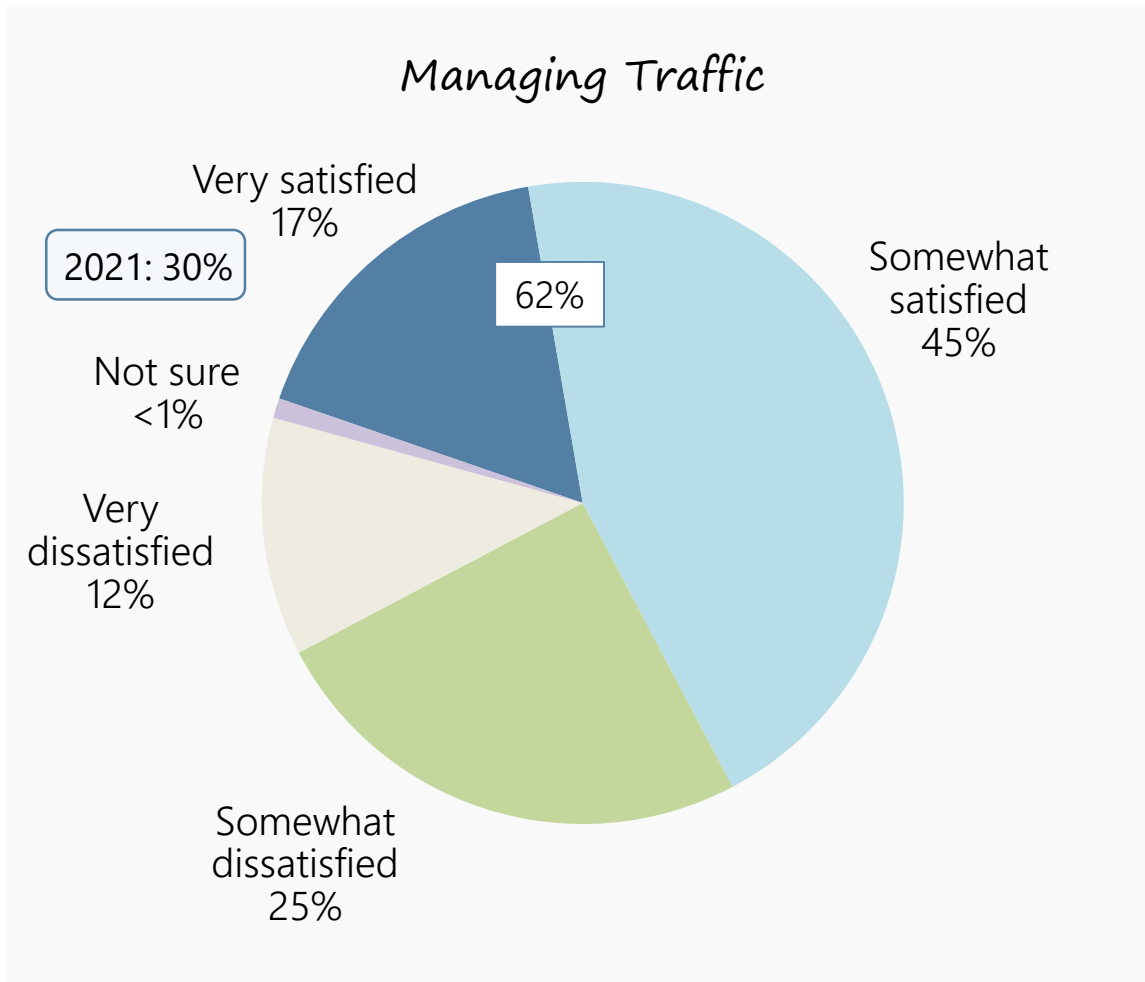
## Satisfaction is lower in other areas, including managing residential growth ...



## ... managing commercial growth ...

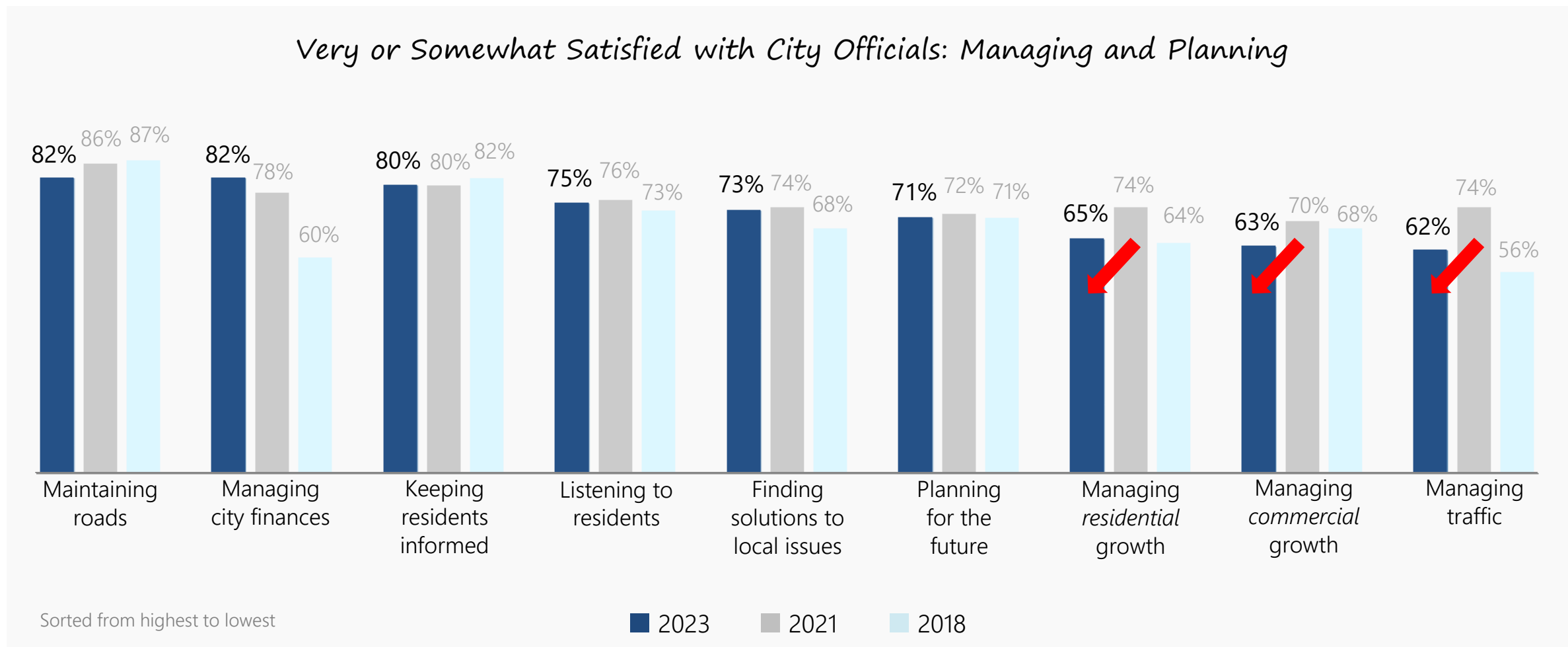


... and, after a significant bump in 2021, the city's efforts to manage traffic.

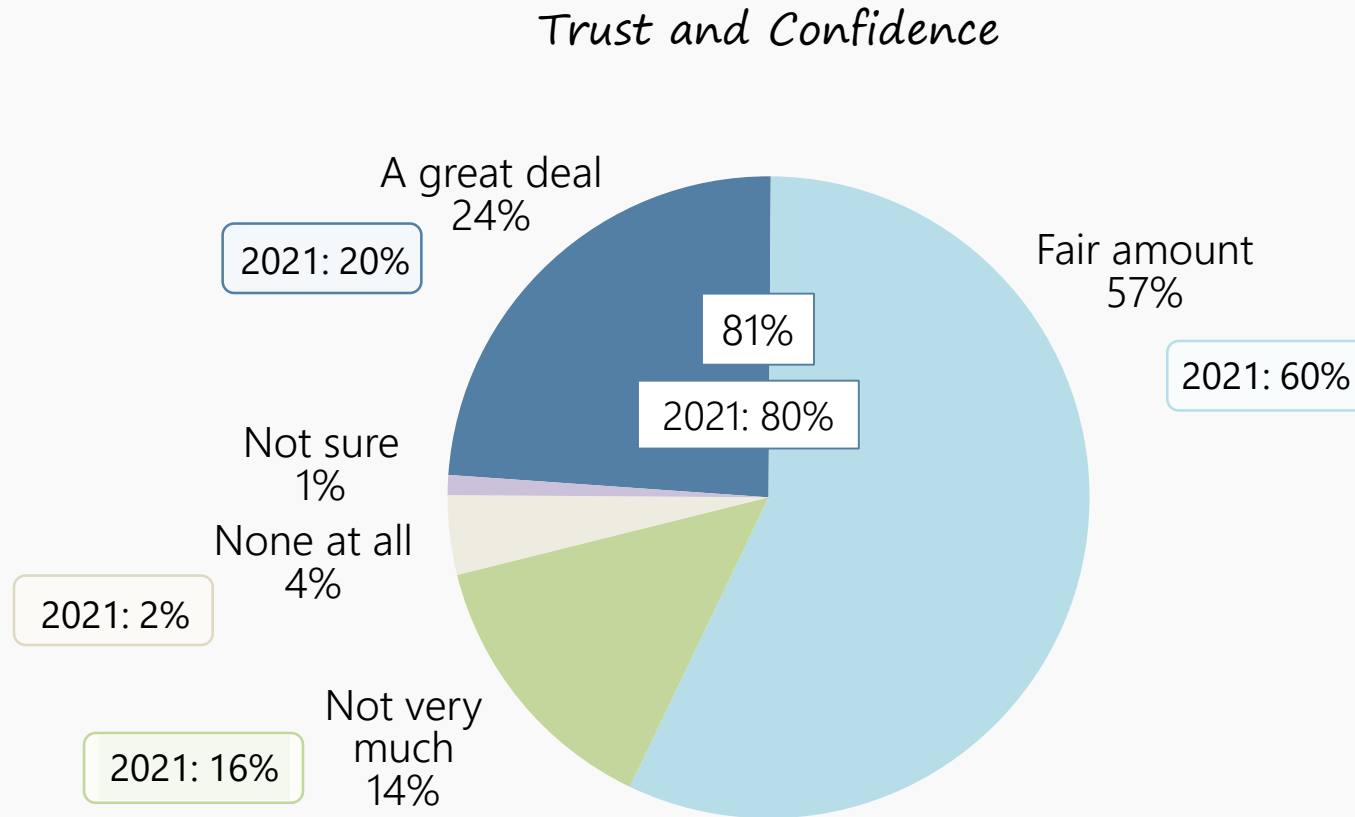




Though a majority of residents are satisfied with the performance of city officials as they manage and plan on the community's behalf ...  
... in several areas satisfaction has declined since 2021.



Most residents expressed trust and confidence in city officials  
when addressing important local issues.  
Though slight, the change since 2021 is positive.





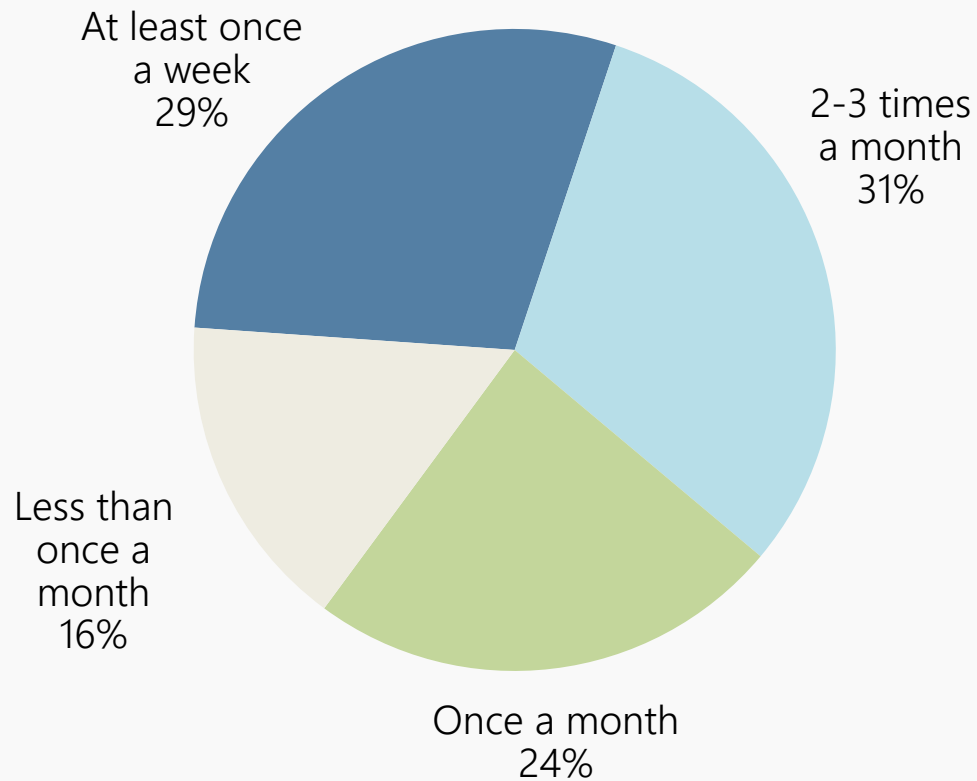


Downtown Powell



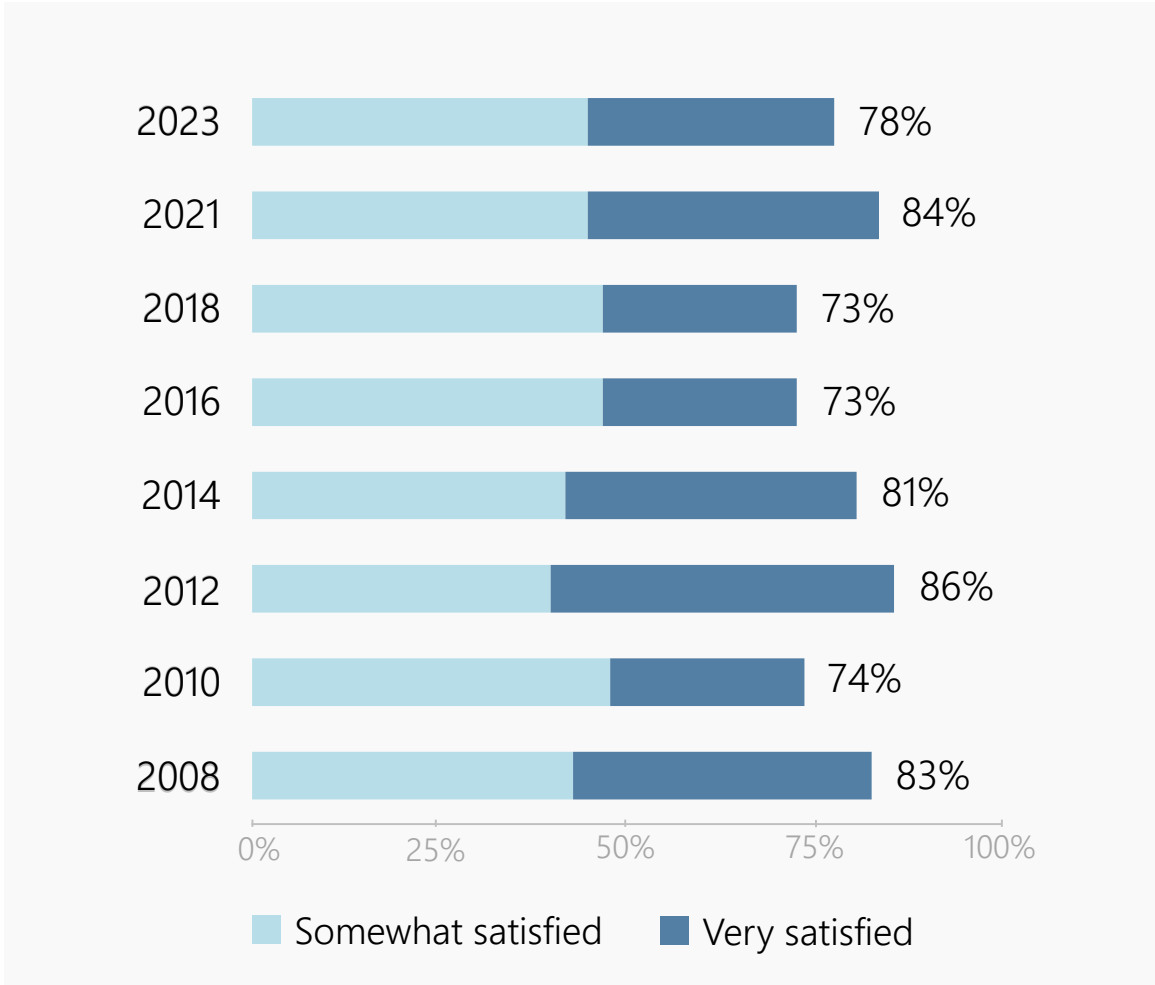
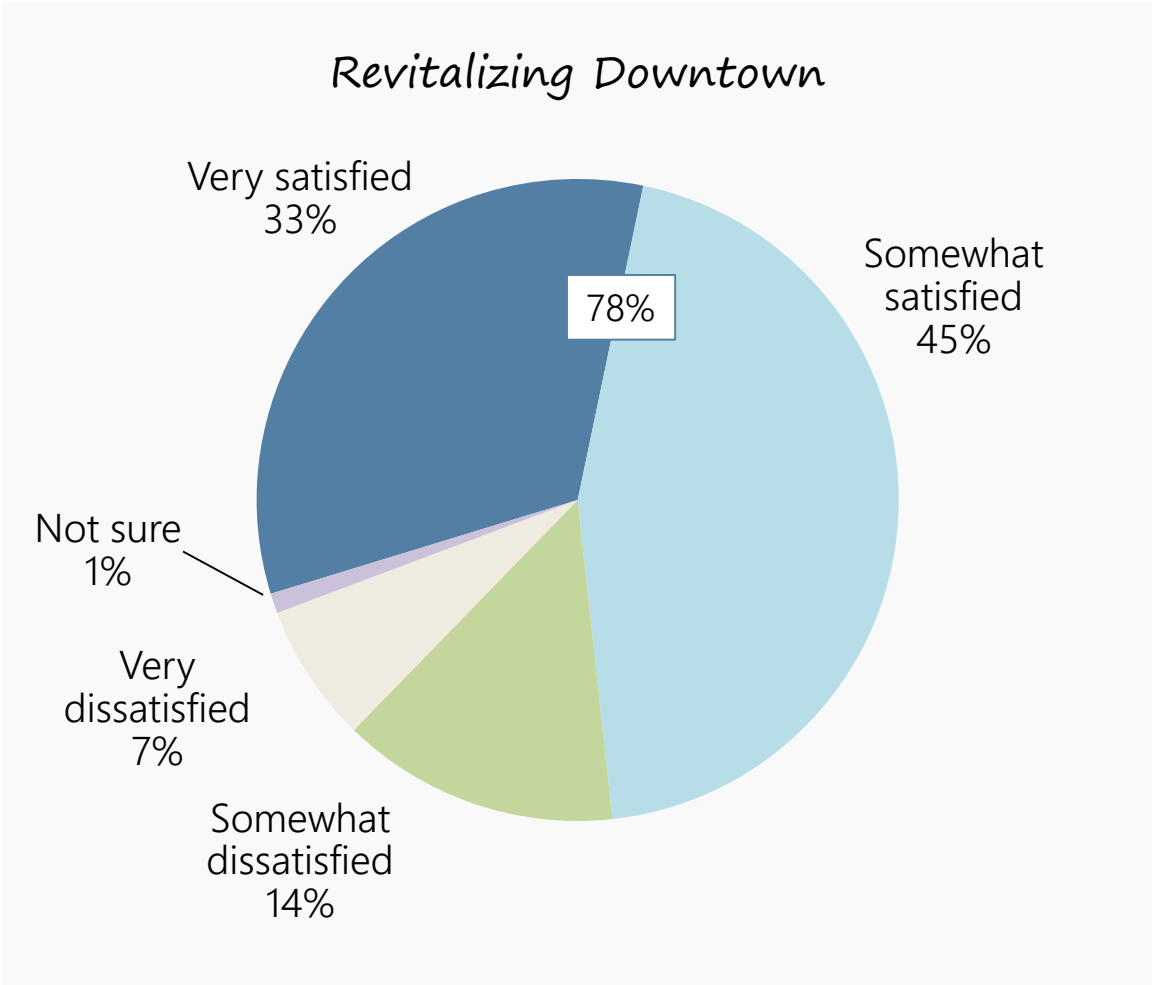
Only three out of ten residents patronize a store or restaurant in downtown Powell at least once a week, as they have in the past.  
At least one reason is obvious ...

Patronizes Downtown Powell Stores / Restaurants

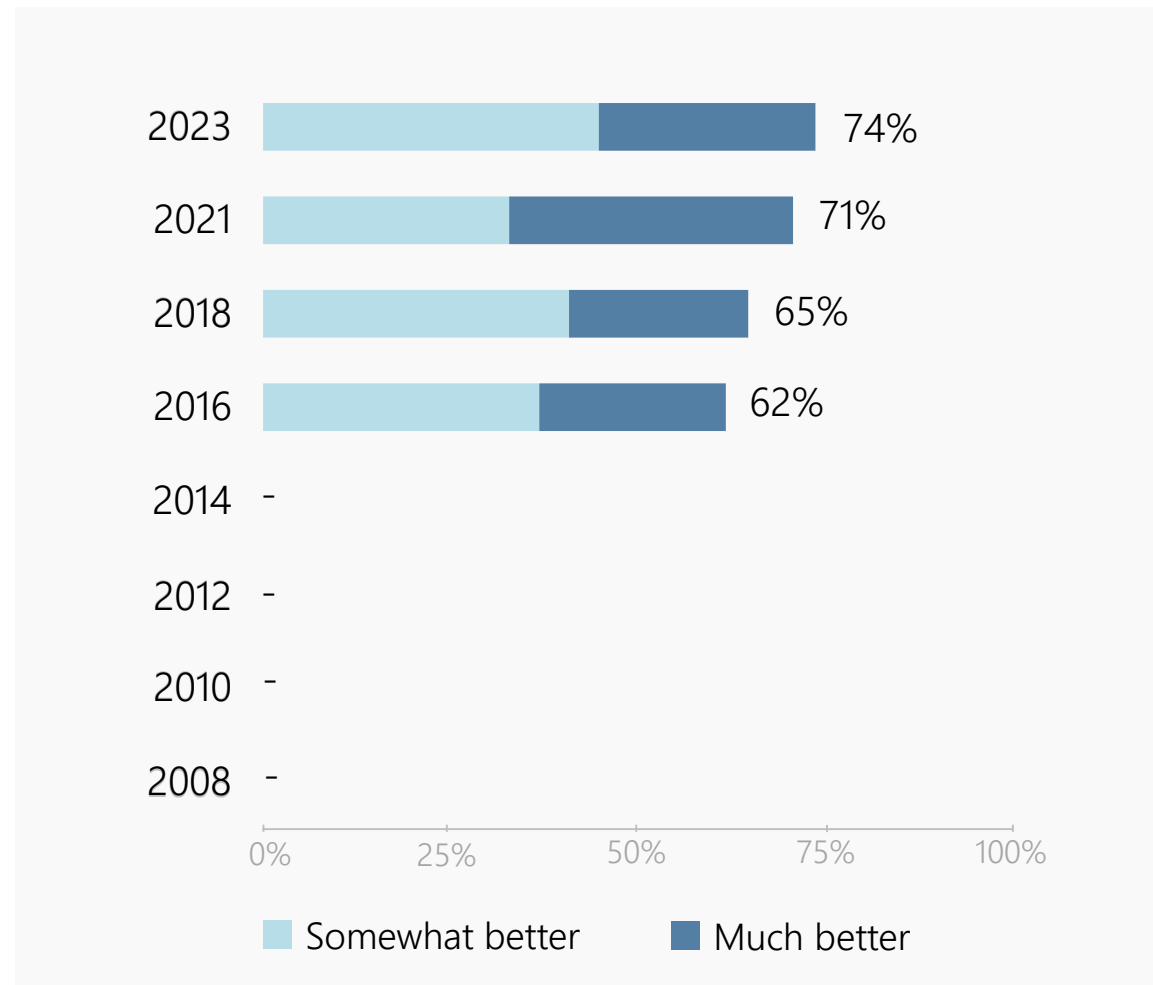
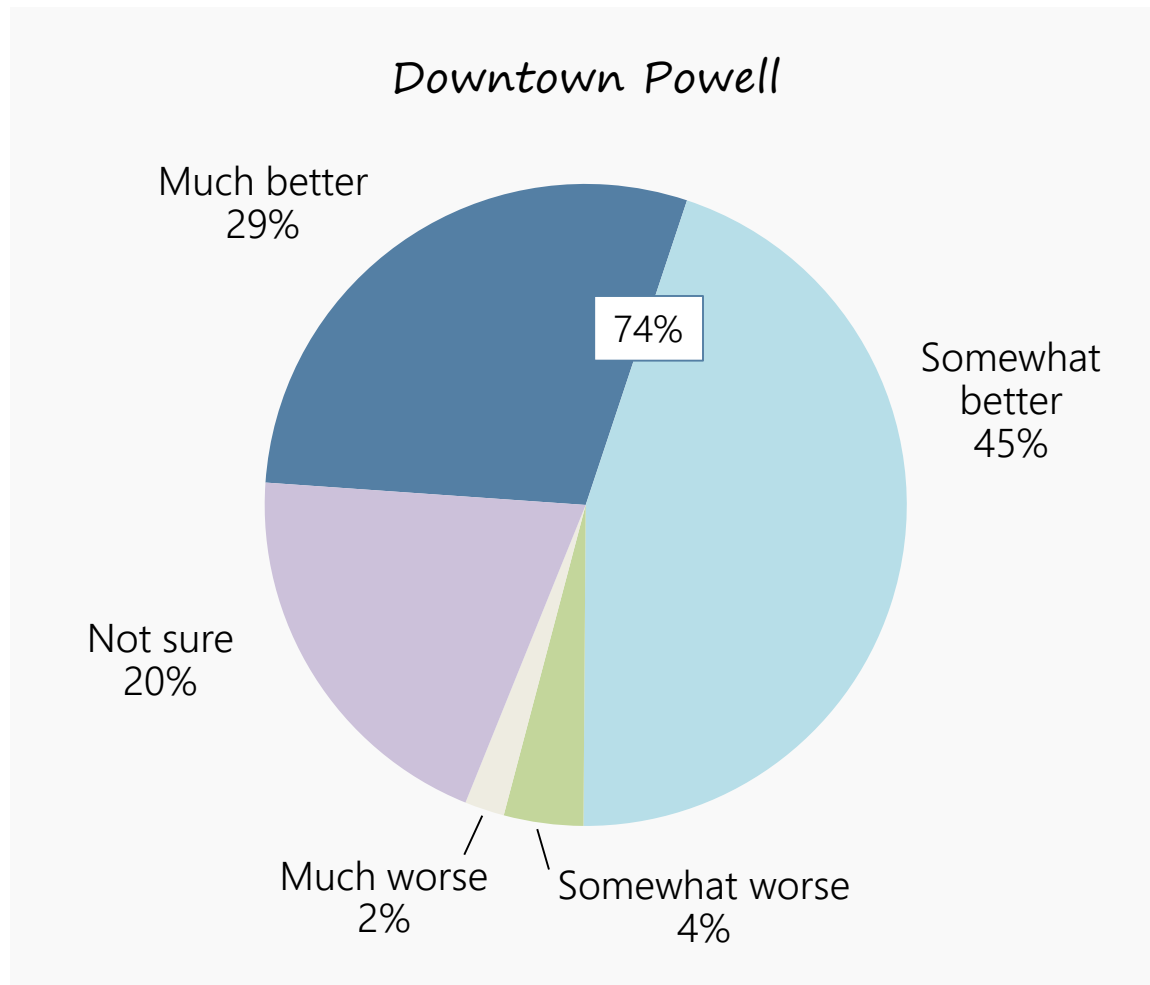




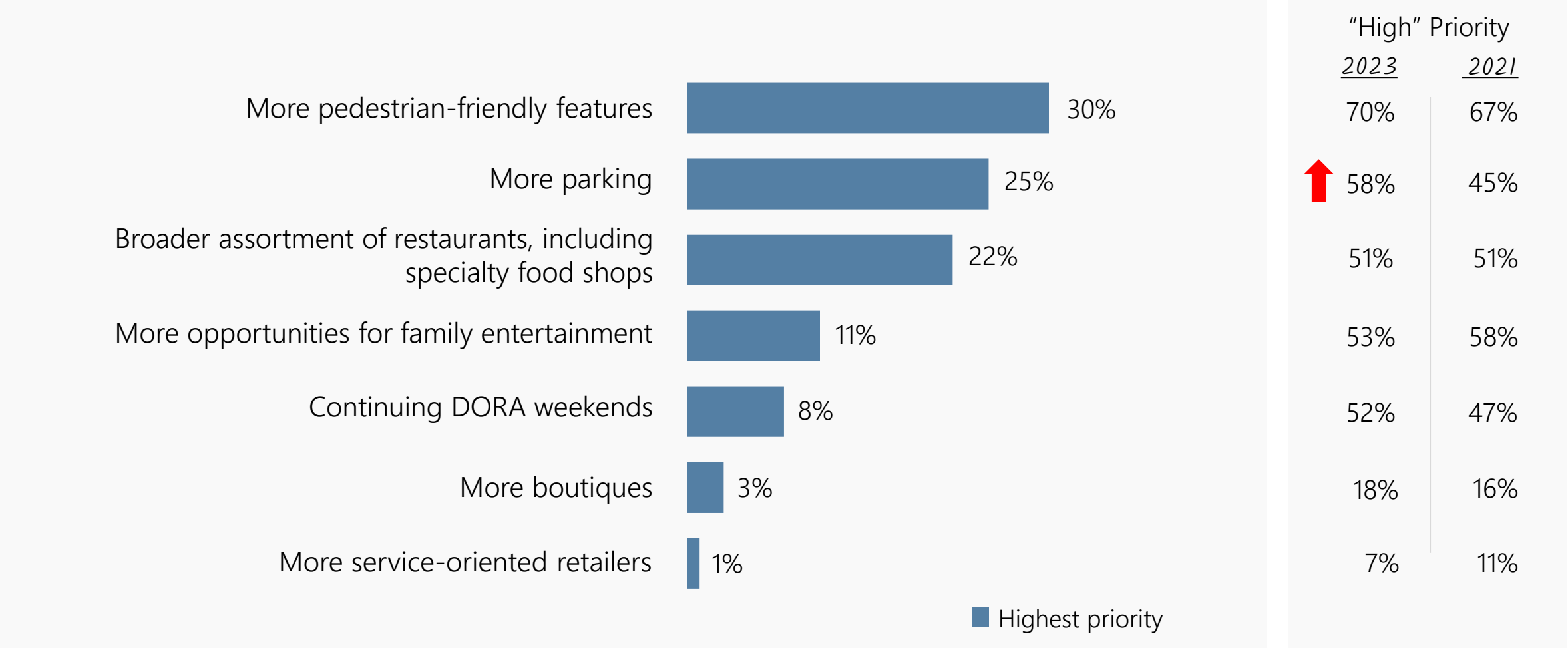
Seven out of ten residents are satisfied with the city's efforts to revitalize downtown ...  
... down slightly from 2021.



According to three out of four residents, downtown Powell has changed for the better over the past few years.  
Positive perceptions have grown over time.



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



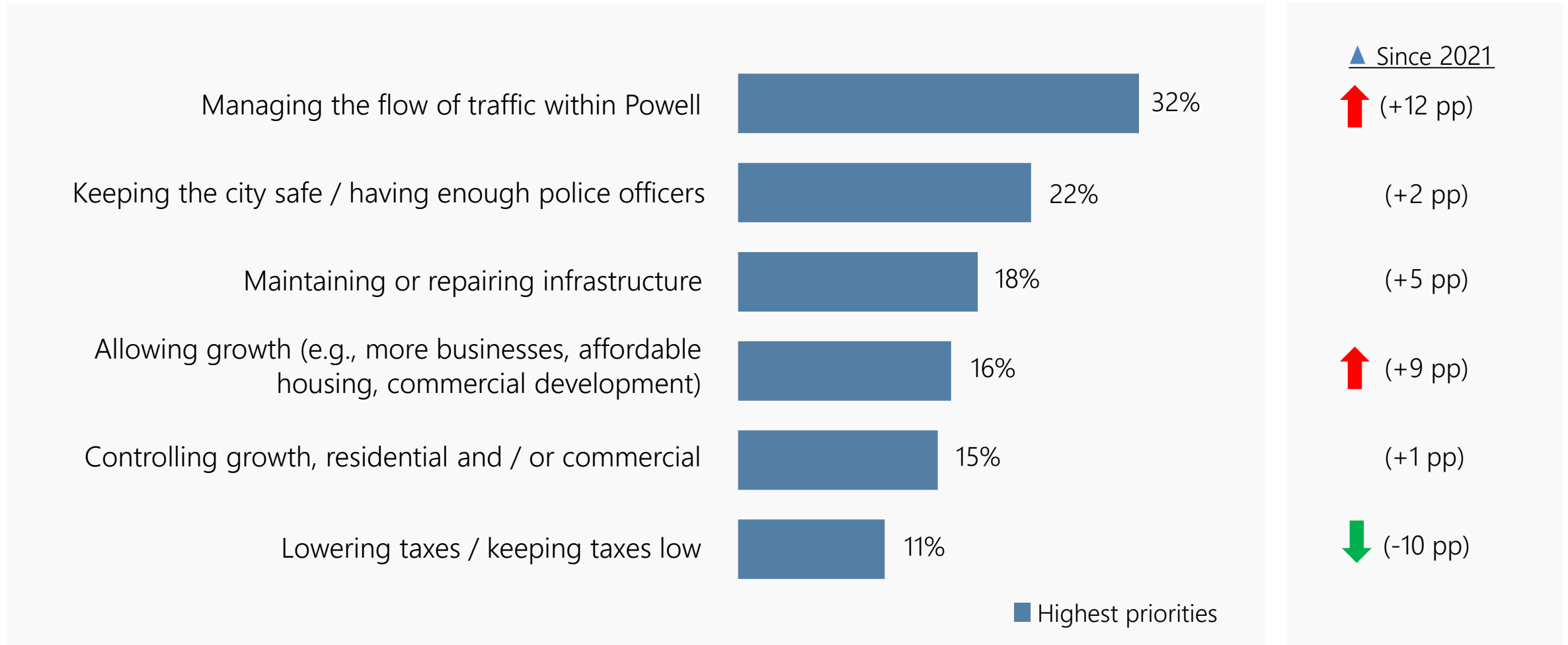




Looking Ahead



When residents (unaided) identified issues, concerns, and problems local officials should consider their highest priorities, managing the flow of traffic within Powell was mentioned most often, followed by keeping the community safe.



When residents were asked what  
Powell needs more of,  
dozens of suggestions were offered.

“

**More walkability.** Some shopping areas are not well-connected, not charming in any way, and there are limited outside-dining choices.

More landscape improvements in the area and entry ways

**Green spaces** for parks open to all age groups, senior housing options, ... and a 9-hole golf course for juniors, women, and seniors.

Consider a [downtown] bypass and close road to cars ... add more bike routes including overpasses / tunnels to eliminate road crossings ...

Consistency and thoughtful planning for commercial and residential properties that better the aesthetics ... so it's charming and cohesive.

**A more robust network of shared-use paths.**  
I would like the four corners area to be accessible by sidewalk or path in all directions ...

All of the land from the cigar shop to the train tracks should be on the table .... it should be redeveloped in a way that maintains the charm of downtown Powell, but also allows for new business and **continued expansion of the downtown area** .... We want more parking, more restaurants, and more retail so folks don't feel like they have to go to Bridge Park or downtown.

”



Have more community places to gather in downtown Powell.

More activities for all ages, i.e., a movie theater

Pickleball courts

More parks for baseball, softball, and soccer, and more sit-down restaurants, not fast food

Encourage shops to expand business hours and allow more innovative shops and concepts to be part of downtown Powell instead of the same old ... recycled concepts.

I'd love to see a community center with a theatre for local groups, a public pool that isn't run by a private organization, and a dog park would be lovely.

Have more interesting things to do in the downtown area.

There is really no reason to go there other than the restaurant.

... the core intersection should become sites for mixed-use construction that encourages occupation and shopping in that area. This would transform downtown Powell from being sparse, uninteresting commercial strips and create a district for commerce, entertainment, and affordable, sustainable living.

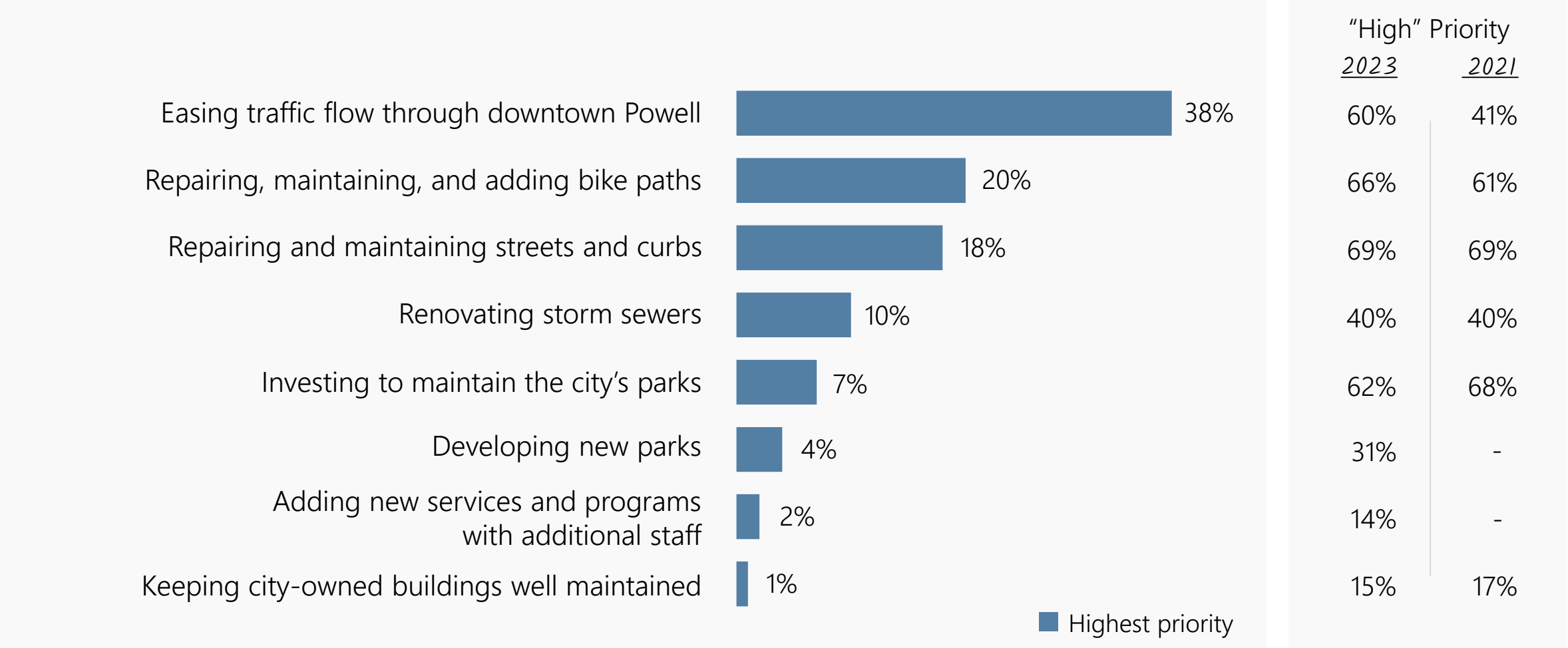
I would like to see a senior center for Powell.

Public art



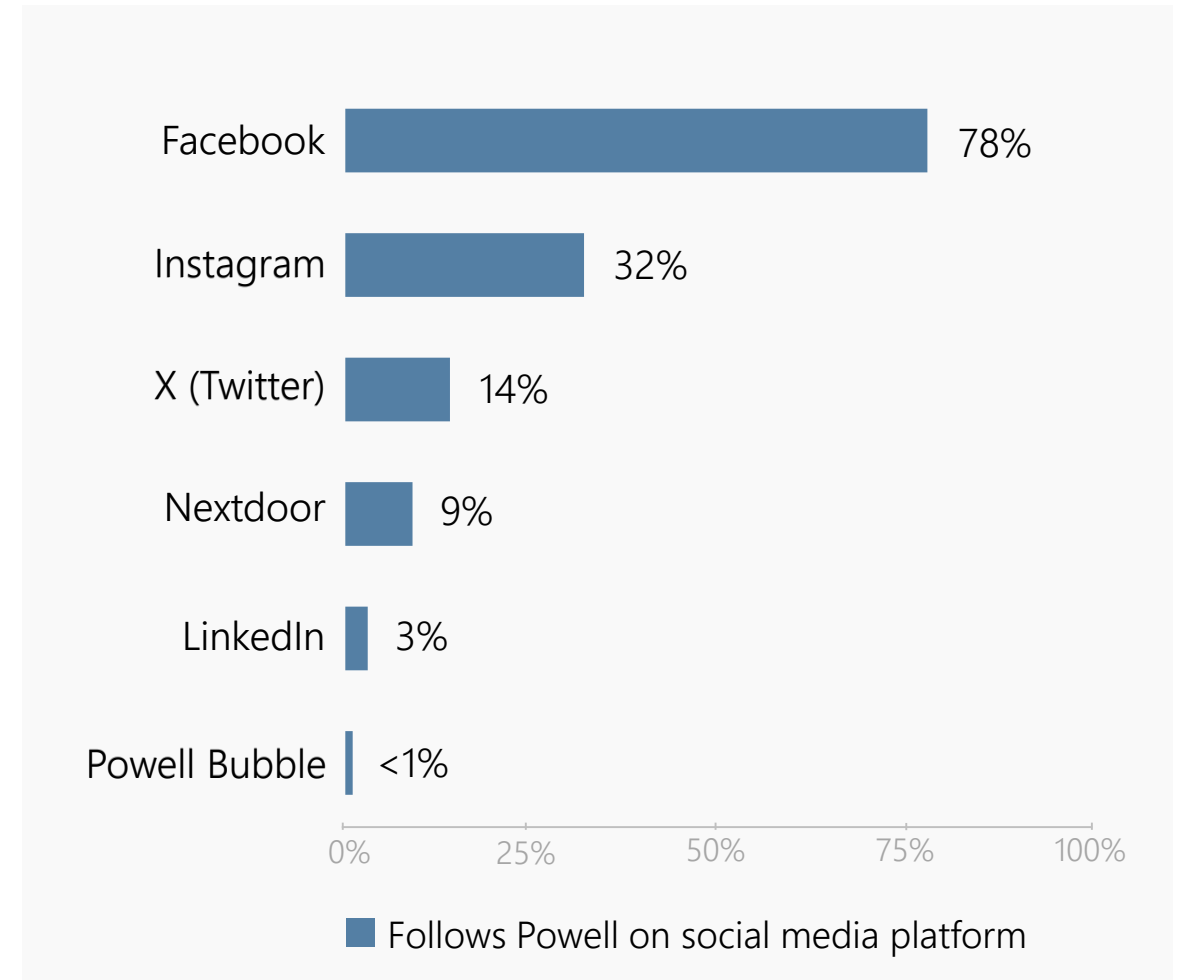
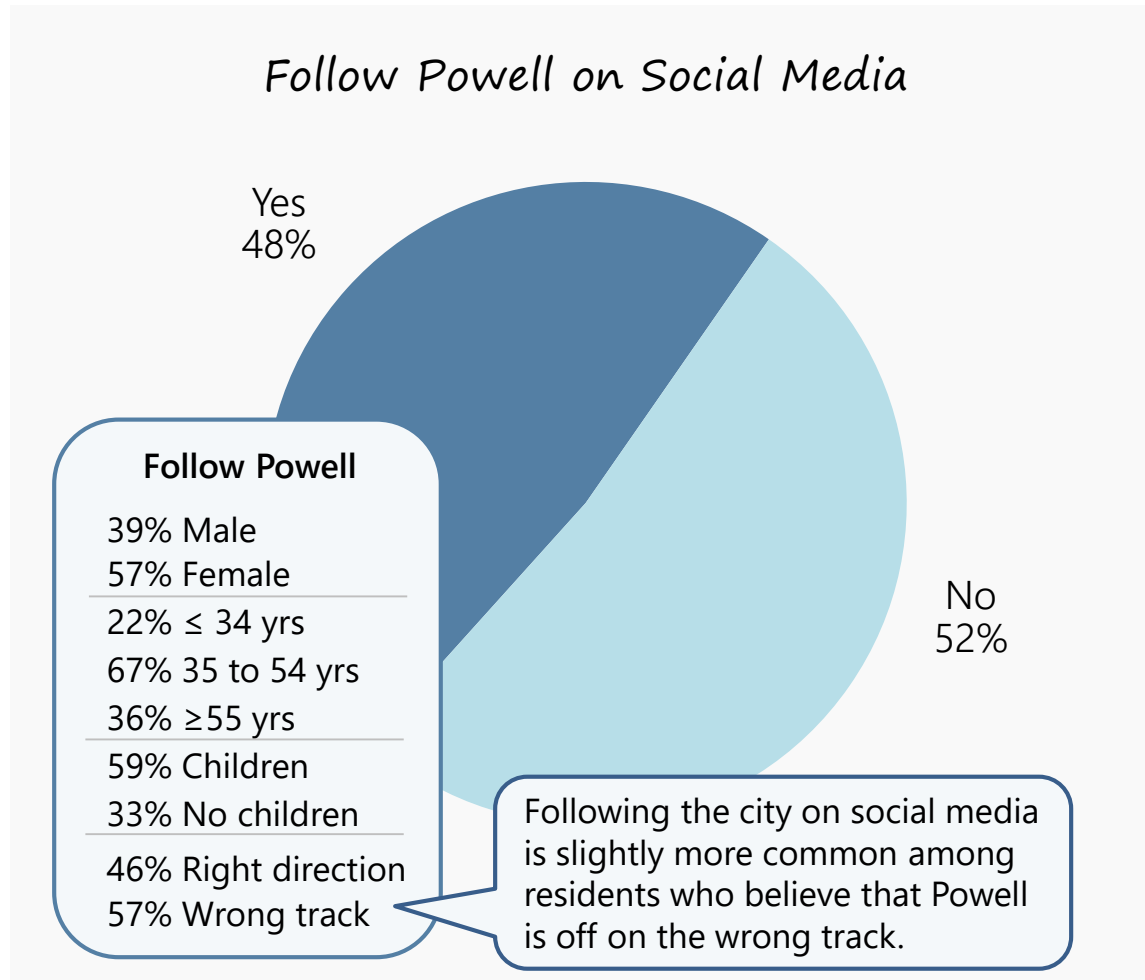


Choosing from eight capital projects the city has identified, a plurality of residents considered easing the flow of traffic their *highest* priority.

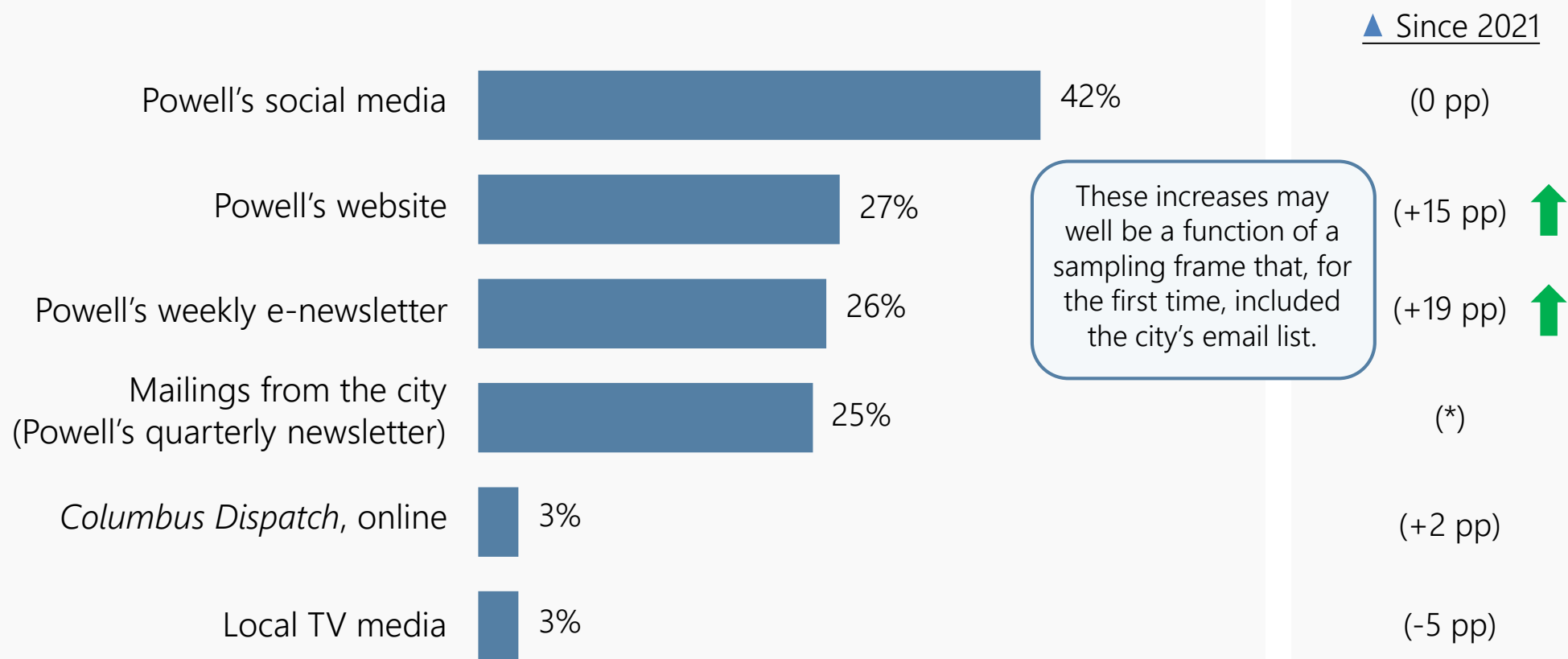


# Communication

Half of Powell's residents follow the city on social media. The most common followers are women, residents 35 to 54, and households with children. The most popular platform is Facebook.



For a plurality of residents, the city's social media is the primary source of news and information about Powell.  
Overall, digital sources dominate.

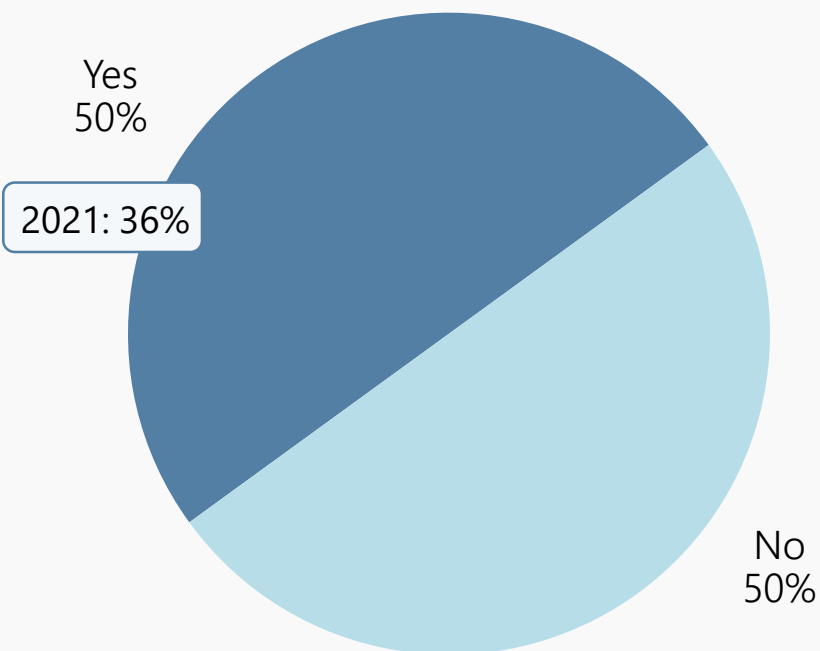


\*Not mentioned in 2021



Half of the city's residents visited Powell's website over the last three months, up from 2021.

*Visited City's Website in Last 3 Months*

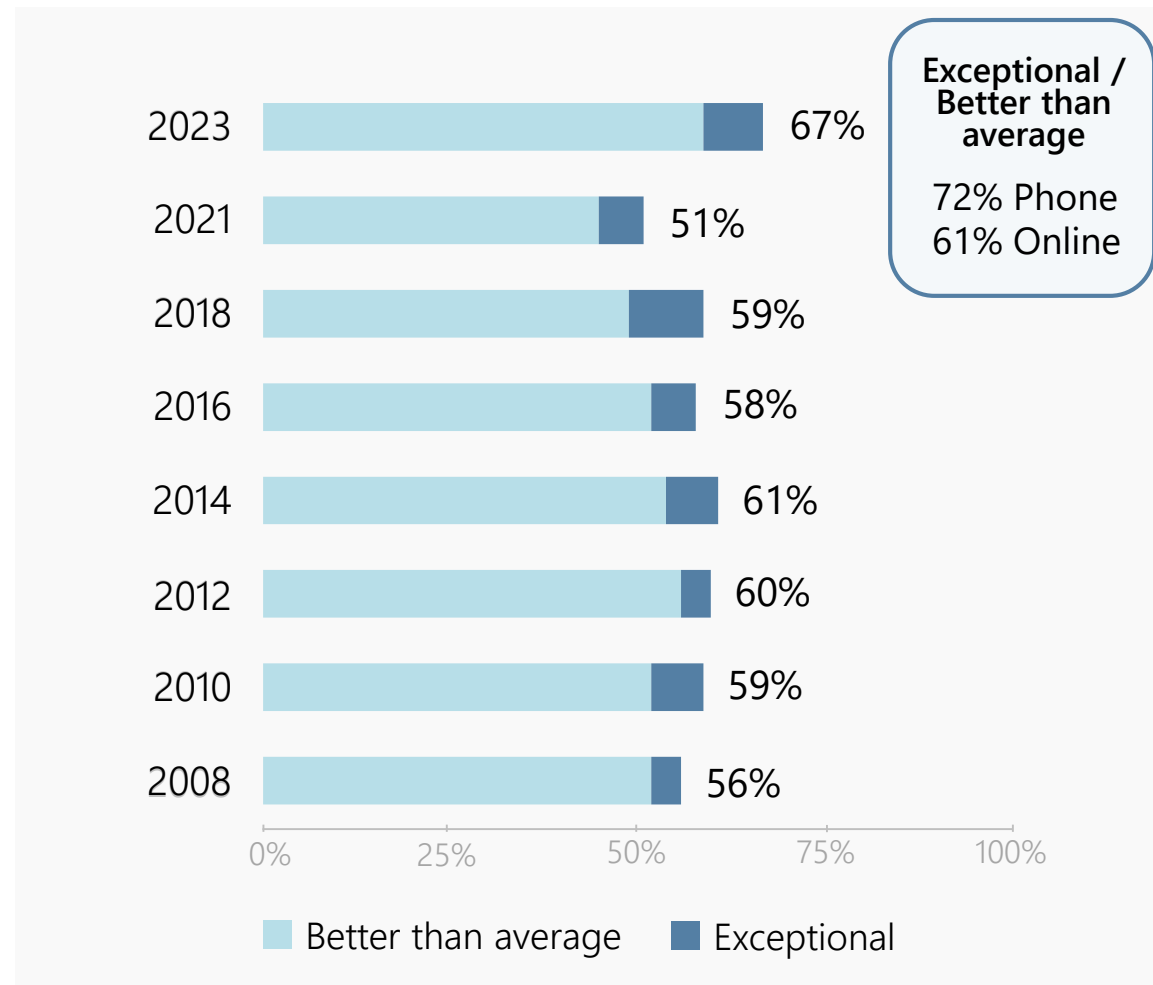
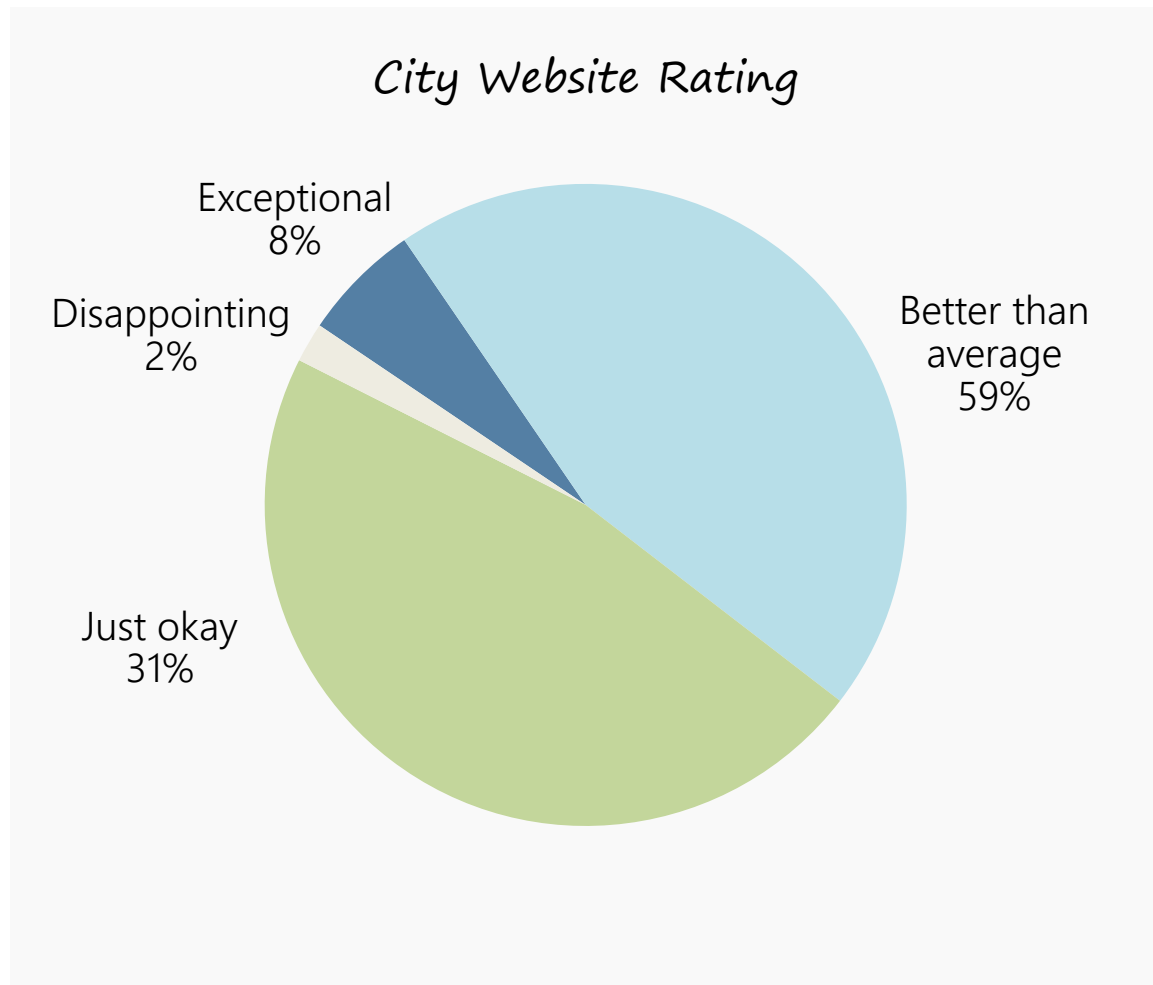


The content sought most often involved events (46%) and parks and recreation (13%).

Most visitors (86%) easily found the information they sought.

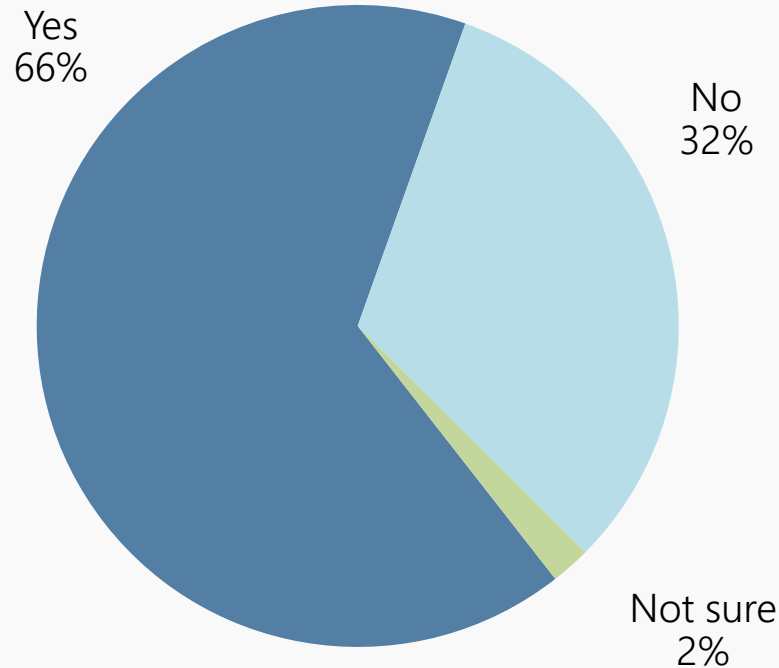


Among residents who accessed the city's website, two out of three (67%) considered it exceptional or better than average ...  
... up dramatically from 2021.



Two out of three residents have engaged with city officials or participated in a city-organized event or program over the past few years. The most common interactions involved events, including the Powell Festival.

### *Engaged with Powell*



### *Most Common Engagement Activities*

- 50%** Events (e.g., concerts, fireworks, DORA)
- 26%** Powell Festival
- 16%** Recreational programming (e.g., class, camp, sports)
- 12%** City council or committee meetings
- 10%** Memorial Day activities and parade
- 9%** Farmers market / street festivals

“

Why have you *not engaged* with any city officials or participated in any events or recreational programming sponsored by the City of Powell?

We're senior citizens and those things are geared for families.

... when I call to talk to a city official it can be days before I hear back.

I really do not know about them, and usually parking is an issue.

I do not go to Powell Fest because it is a nightmare to park.

They don't talk to people the old-fashioned way. I don't have Facebook and that's the only means they use to talk to people.

It's very child-related. The bonfire, the third whatever, it's children everywhere. It's lovely, but nothing for adults.

The parks and rec programs are geared towards children and families, not many teenage, young adult, or adult programs. Attending a council coffee event doesn't often fit my schedule.

Many times ... the recreational programming takes place during the workday or too close to when I get off work.

Been here forty years plus: same old stuff

““

I do not know who they are, their function, or their agenda.

It's not easy to get downtown from my neighborhood (Deer Run) on a bicycle, and there's not enough parking if I have to drive. And, I don't know any city officials.

Lack of outreach and information on what to engage in.

I didn't want to ride my bike to downtown Powell because I don't want to ride in the streets. I feel like I'd die. [Otherwise], I would go to more events.

A lot of programming is geared toward families with young kids and we are empty nesters.

My kids are older and most of their activities are for younger children. And, you can't find parking.

It's difficult to get in contact with them.

Not very attended ... and not very well done.

I work fifty-plus hours a week and have two small kids. My time is a little tight.

They have not reached out to me.

Just time and interest. Things did not interest me.

””

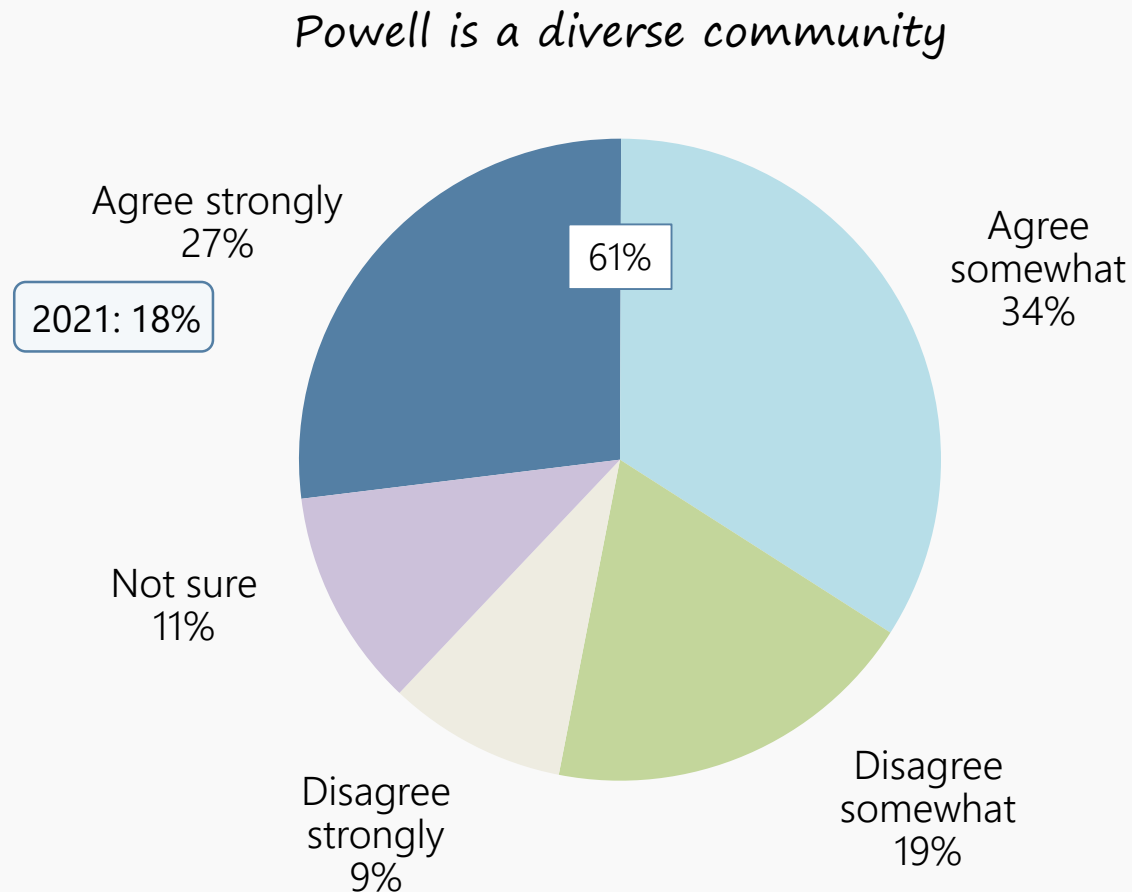




Diversity and Inclusion

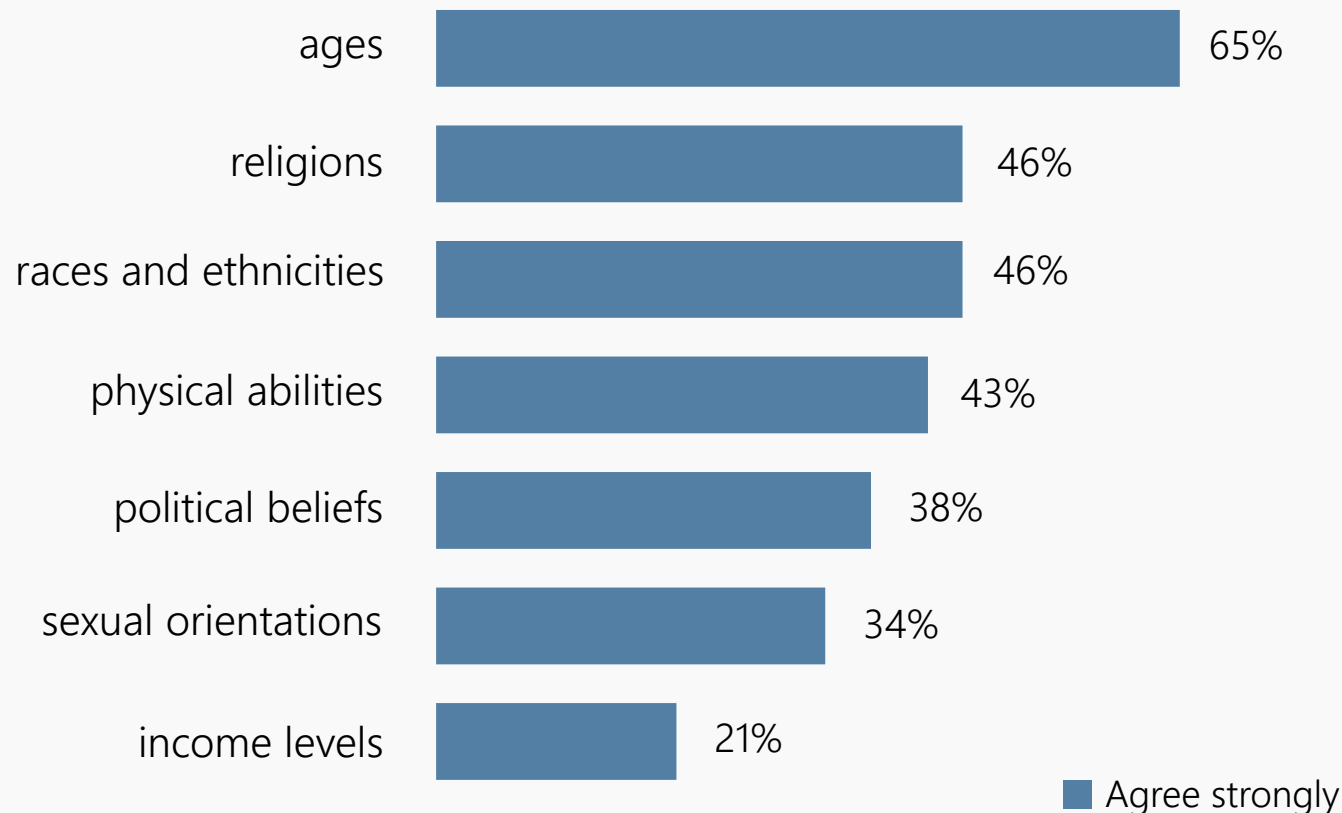


Six out of ten residents agree that Powell is a diverse community.  
Those who strongly agree increased notably since 2021.



Two out of three residents believe that Powell is welcoming to people of all ages.  
Since 2021, more residents now believe that Powell is welcoming to people of all races and ethnicities, and to people of all income levels.

*Powell is welcoming to people of all ...*



▲ Since 2021

(0 pp)

(-2 pp)

↑ (+7 pp)

(-2 pp)

(-3 pp)

(+1 pp)

↑ (+4 pp)



A paved path winds through a lush green park. The path is made of dark asphalt and is flanked by tall, mature trees with dense green foliage. Sunlight filters through the leaves, creating dappled shadows on the path and the surrounding grass. The path leads towards a bright, open area in the distance, possibly a golf course or a large lawn.

## Key Findings





- Residents of Powell consider the city an appealing place to live.
- Today, however, fewer residents consider Powell “exceptional,” a trend that began in 2018.
- Despite this trend, most residents still believe that Powell is heading in the right direction.
- Powell’s small-town atmosphere continues to be a highly-valued community asset. Residents also praise the city’s police and amenities, including city-sponsored events, the city’s parks, and parks and recreation programming.
- Once again, satisfaction with city council, overall, is higher than it was prior to 2021, especially in areas involving streets and roads, the city’s finances, and keeping residents informed. That said, satisfaction with city council declined in other areas, including the managing of residential and commercial growth, as well as traffic.



- Though most residents are satisfied with the city's efforts to revitalize the downtown area, slightly fewer are very satisfied. On the other hand, positive impressions of downtown Powell have never been greater.
- As the effort to revitalize downtown Powell continues, residents seek more pedestrian-friendly features, followed by additional parking and a broader assortment of restaurants, including specialty food shops.
- When residents identified issues, concerns, and problems local officials should consider their highest priority, managing the flow of traffic within Powell was mentioned most often, up significantly since 2021.
- Social media – Facebook, in particular – is, again, the dominant source of news and information about Powell.

- Two out of three residents have engaged with city officials or participated in a city-organized event over the past few years. The Powell Festival was event mentioned most often.
- A majority of residents agree that Powell is a diverse community. Those who strongly agree increased notably since 2021.
- Though a majority of residents strongly agree that Powell is a welcoming community to people of all ages, fewer than half believe the same is true for the other categories measured. This year, however, more residents believe that Powell is welcoming to people of all races, ethnicities, and levels of income.



# Questions?

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