



# **Public Opinion Survey Overview**

# Methodology

This benchmark survey of residents in 12 counties in Northeast Ohio was conducted by TRIAD Research Group for the Northeast Ohio Sustainable Communities Consortium and its consultant, R Strategy Group.

A total of 802 interviews were completed with residents, 400 by telephone and 402 on-line. The results from the two survey modes were merged and weighted demographically.

The survey was conducted April 20 to April 27, 2012 and has a margin of error of  $\pm 3.5\%$ .

## **Survey shows optimism, concern about the region's future, and support for the principles of sustainability**

“The residents of Northeast Ohio are committed to this region and want to keep it thriving into the future,” said Hunter Morrison, Program Director of NEOSCC. “This survey shows that there remains concern among residents about our economy and the environment, among other issues, but there is a general optimism about the future and a desire to ensure that Northeast Ohio is sustainable for coming generations.”

# Key findings:

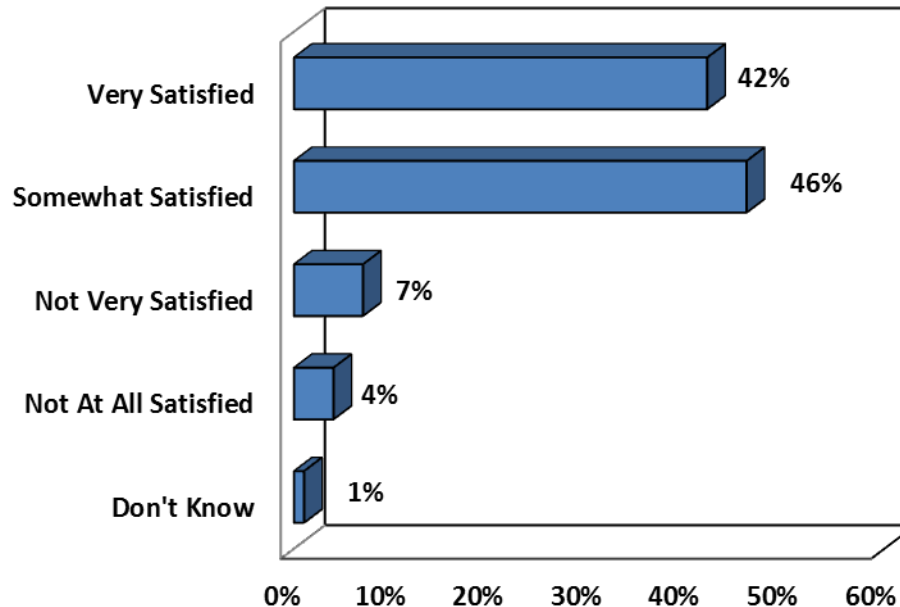
- Residents are generally satisfied with “quality-of-life” aspects of NEO
- Residents are split on the direction (getting better/worse/about the same) of the region and their own communities
- A majority of residents are satisfied with parks, safety and housing availability
- The most important regional goals for residents are:
  - Developing a wide variety of good jobs
  - Decreasing the number of people who live in poverty
  - Having a variety of housing options
  - Strengthening environmental protections
- Almost all residents want local governments to work more closely together
- **93% of residents say it is extremely or very important to make sure Northeast Ohio is a sustainable place to live for future generations**

# Existing Conditions and Trends

- In Northeast Ohio
- In the Area Respondent Lives In

# GENERALLY RESIDENTS OF NORTHEAST OHIO ARE SATISFIED WITH THIS REGION AS A PLACE TO LIVE

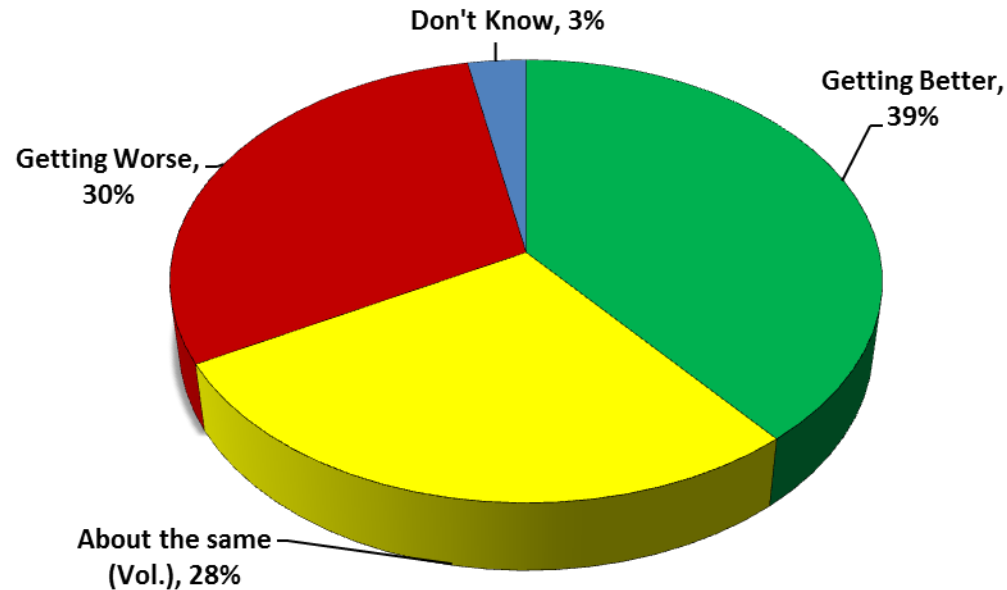
## Q1 SATISFACTION WITH NORTHEAST OHIO AS A PLACE TO LIVE



- The percent very satisfied increases with age. Only 22% of those 18-24 are very satisfied with Northeast Ohio.
- Lake/Geauga/Portage counties are most likely to be very satisfied (52%).

# RESIDENTS ARE SLIGHTLY MORE LIKELY TO SAY THINGS ARE GETTING BETTER IN NORTHEAST OHIO THAN TO SAY THEY ARE GETTING WORSE

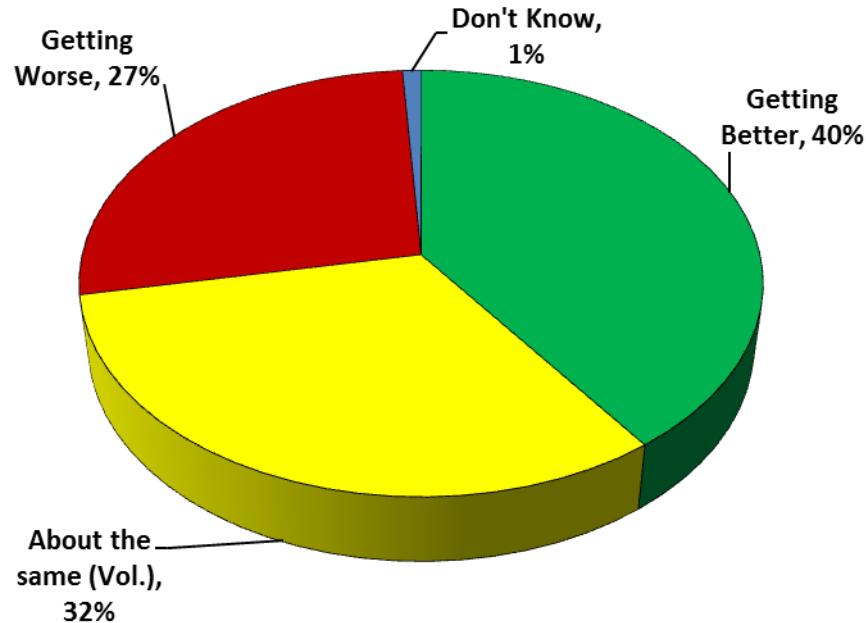
## Q2 OPINION OF DIRECTION OF NORTHEAST OHIO



- Residents of Lake/Geauga/Portage counties (47%) are most likely to say things are getting better.
- Residents with a high school education (or less) (41%) and those who live in Lorain/Medina counties or rural areas (37% each) are most likely to say things are getting worse.

# RESIDENTS ARE A LITTLE MORE OPTIMISTIC ABOUT HOW THE AREA THEY LIVE IN IS CHANGING

Q3 OPINION OF DIRECTION OF OWN AREA



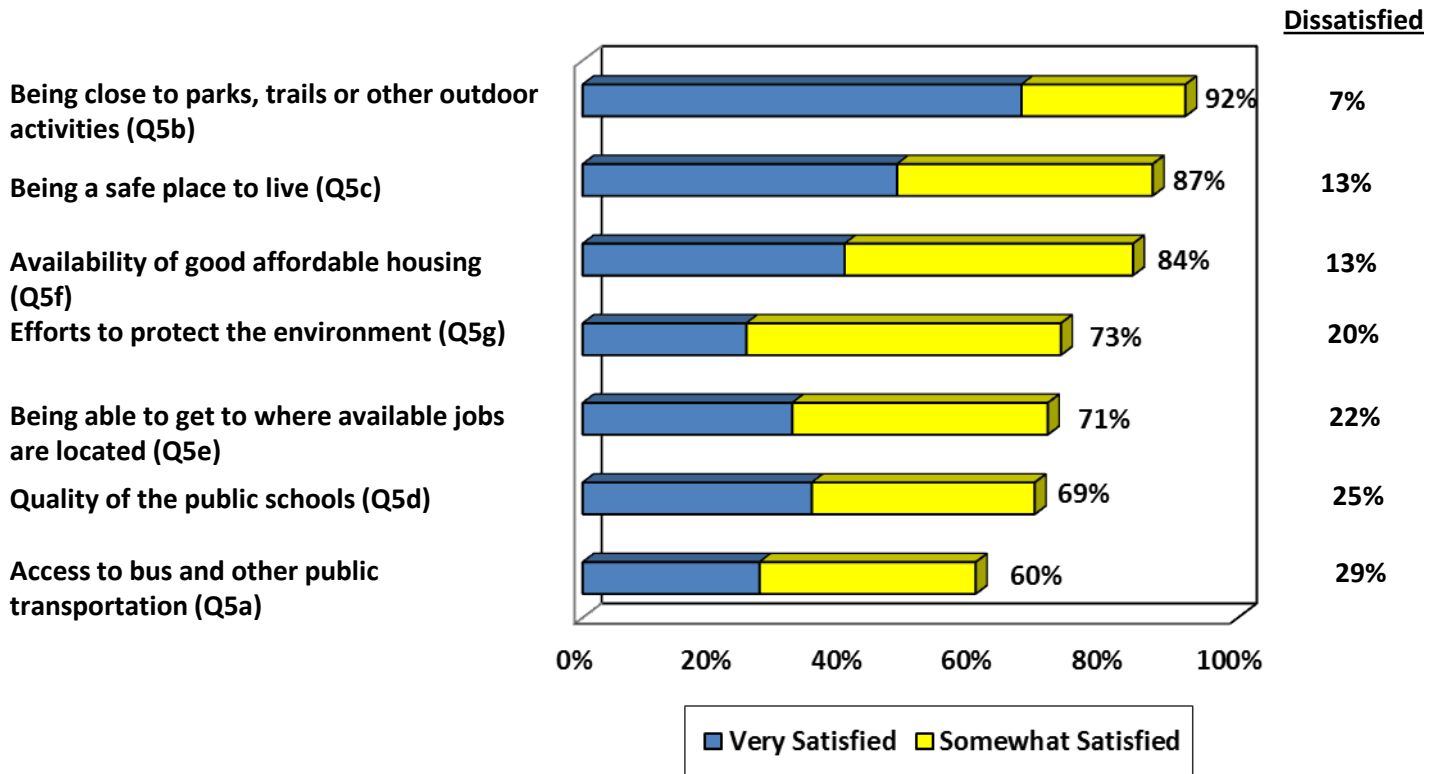
- Residents of Lake/Geauga/Portage counties are most optimistic about the direction in their area (55% better, 16% worse).
- 18 to 24 year olds are the most pessimistic about the direction in their area (29% better, 37% worse).



# A MAJORITY OF RESIDENTS ARE SATISFIED WITH ALL SEVEN ASPECTS OF THEIR AREA ASKED ABOUT

➤ Residents are most satisfied with parks, safety and affordable housing.

**Q5 PERCENT SATISFIED WITH AREA'S QUALITY OF LIFE FACTORS**

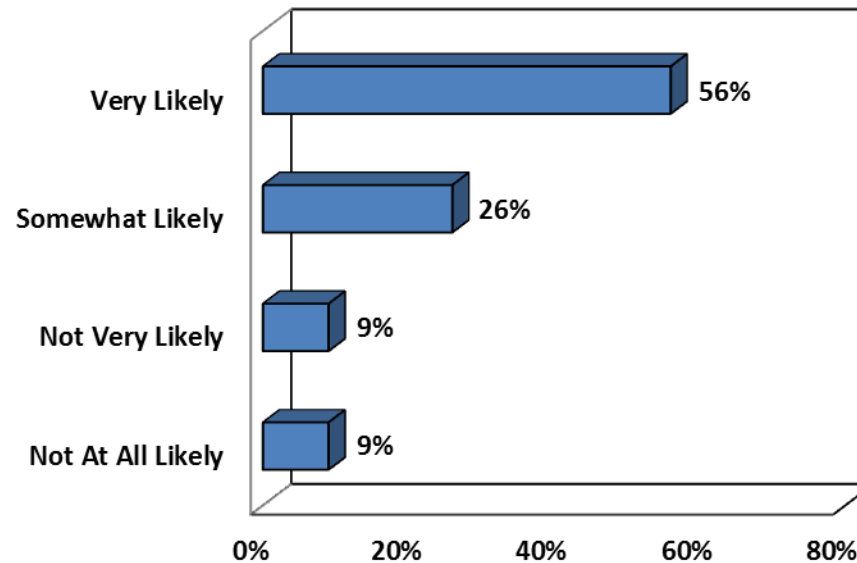


# DEMOGRAPHIC TRENDS

- On both being close to parks and on protecting the environment, the percent very satisfied increases with age and residents of Lake/Geauga/Portage counties are among those most satisfied.
- On both safety and schools, rural residents are most likely to be very satisfied and urban residents least likely to be very satisfied. Residents of Lake/Geauga/Portage counties are among those most satisfied with both while residents of Ashtabula/Trumbull/Mahoning are among those most dissatisfied.
- On being able to get to available jobs and affordable housing, there were no clear trends. Residents of Ashtabula/Trumbull/Mahoning counties are most dissatisfied with being able to get to jobs. 18-24 year olds were most dissatisfied with affordable housing.
- On access to public transportation, urban residents, Cuyahoga County residents and non-white respondents are most likely to be very satisfied. Rural residents and those in Lorain/Medina counties are most likely to be dissatisfied.

# A MAJORITY OF RESIDENTS ARE VERY LIKELY TO CONTINUE LIVING IN THEIR AREA FOR THE NEXT 10 YEARS

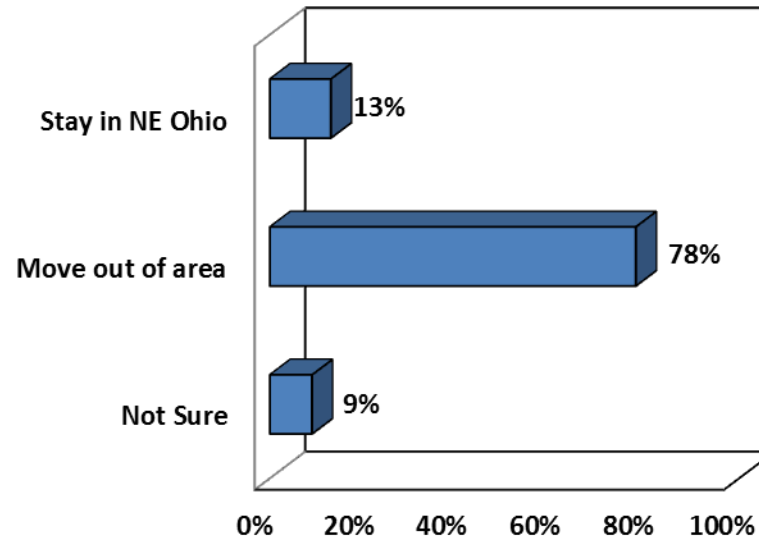
**Q6 LIKELIHOOD OF CONTINUING TO LIVE IN YOUR AREA FOR THE NEXT 10 YEARS OR SO**



- Only 18% say they are not very likely or not at all likely to continue living in their current area.
- Those least likely to continue living in their current area are 18 to 24 year olds (41% not very or not at all likely) and those who have lived in their current area for 10 years or less (30%).

# THOSE LIKELY TO MOVE PLAN TO LEAVE NORTHEAST OHIO

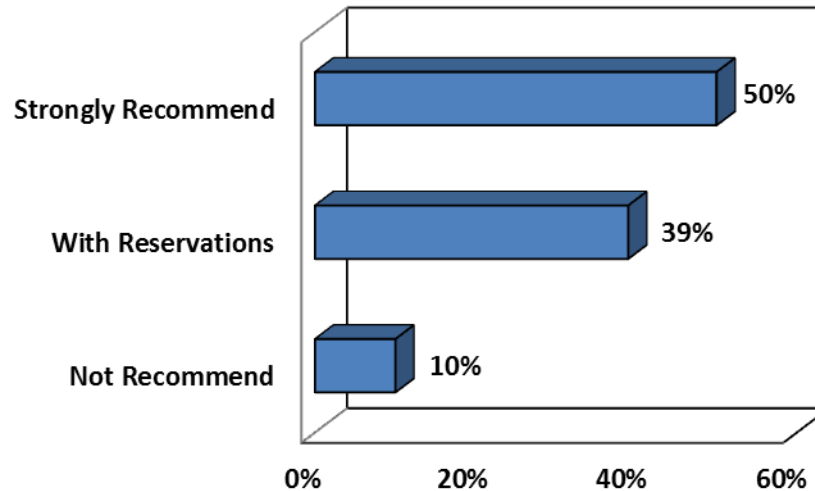
**Q7 PLAN TO STAY IN NORTHEAST OHIO OR MOVE OUT OF AREA  
(Of Those Not Very or Not At All Likely to stay in Northeast Ohio)**



- None of the 18 to 24 year olds likely to move said they would stay in Northeast Ohio.

# HALF OF ALL RESIDENTS WOULD STRONGLY RECOMMEND THEIR AREA AS A PLACE TO LIVE

**Q8 WOULD YOU RECOMMEND YOUR AREA AS A PLACE TO LIVE**



- Those most apt to strongly recommend their area are residents of Lake/Geauga/Portage counties (67%).
- Only 10% would not recommend their area as a place to live.
- Those most likely to not recommend their area as a place to live are 18 to 24 year olds (22%), residents of Ashtabula/Trumbull/Mahoning counties (18%) and those living in urban areas (17%).

# RESIDENTS ARE EVENLY DIVIDED ON WHETHER THEIR AREA OFFERS THE ADVANTAGES AND OPPORTUNITIES THAT WILL KEEP YOUNG PEOPLE IN THEIR AREA

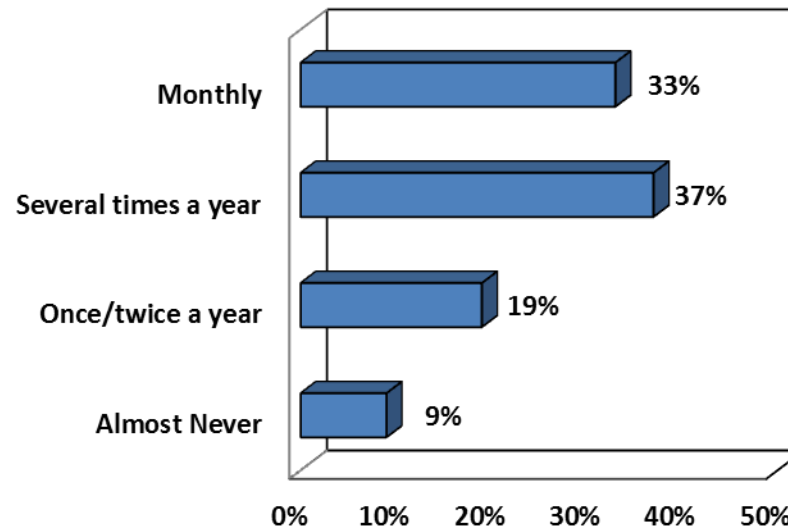
**Q9 DOES AREA OFFER THE KINDS OF ADVANTAGES AND OPPORTUNITIES THAT WILL KEEP YOUNG PEOPLE IN AREA**



- Residents of Lake/Geauga/Portage counties are most likely to say Yes (64%).
- Residents of Ashtabula/Mahoning/Trumbull counties are most likely to say No (70%).

# A THIRD OF NORTHEAST OHIOANS TAKE ADVANTAGE OF THINGS TO DO OUTSIDE THEIR AREA ON A MONTHLY BASIS

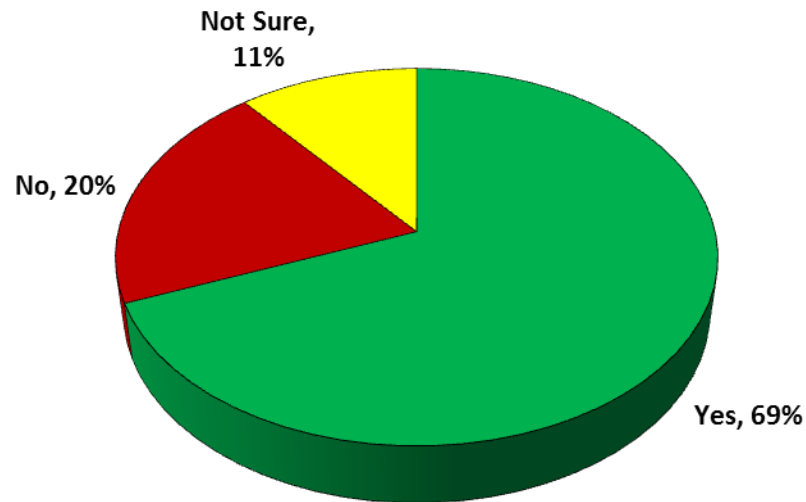
**Q10 HOW OFTEN TAKE ADVANTAGE OF THINGS TO DO  
IN NORTHEAST OHIO OUTSIDE YOUR AREA**



- The frequency of taking advantage of things outside their area generally increases with education; those with a high school education (20% monthly) those with a post graduate education (43% monthly).

# MORE THAN TWO-THIRDS THINK THEIR AREA IS A GOOD PLACE FOR BUSINESS

*Q11 IS YOUR AREA A GOOD PLACE FOR BUSINESS*



- The percent who say their area is a good place for business increases with age (18 to 24, 58%, 65+, 76%)



**When asked what their areas greatest assets are, that is things they are proud of, residents gave a wide variety of responses.**

### **Things Mentioned by 10% to 15%**

- Schools and Quality Education
- Access to Museums, Theatres and Cultural Events
- Metroparks, City Parks and Rec Centers
- Feeling of Community in the Place They Live
- People They Know (Kind, Hard Working)
- Variety of Shopping Available

About 20 other answers were given.

# Sustainability

- Definition
- Possible Goals
- Importance
- Adapting to Change

## ONLY A SMALL MINORITY OF RESPONDENTS GAVE A REASONABLE DESCRIPTION OF SUSTAINABILITY

- About 9% said sustainability means continuing to live or grow without depleting resources.

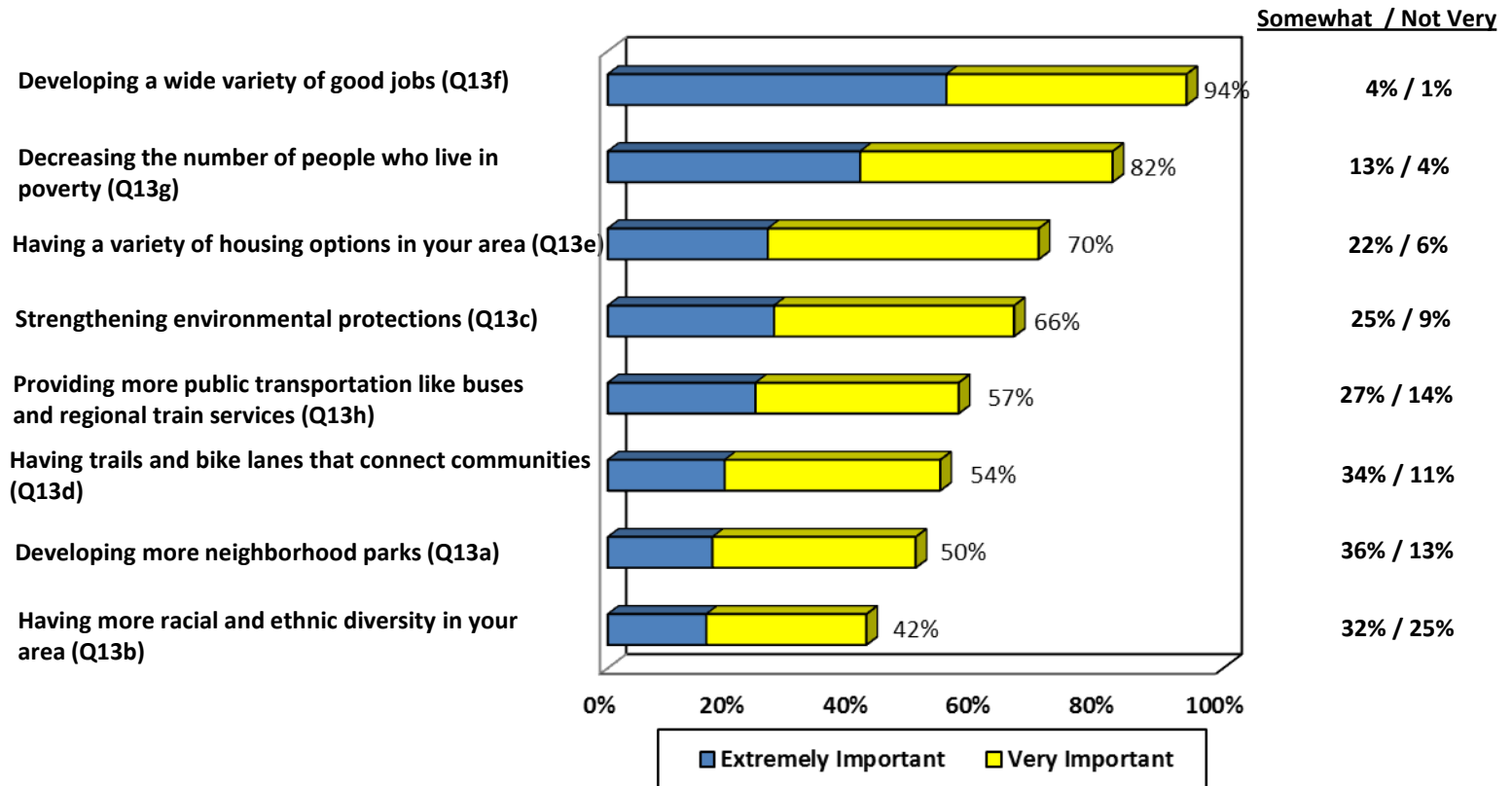
Four other answers were given by about 9% each.

- Ability to maintain your current quality of life (or what you have)
- Ability to continue flourishing or thriving
- Longevity, long lasting
- Stability

There were many other answers, and 20% said they don't know what sustainability means.

# FOUR POSSIBLE GOALS WERE SEEN AS IMPORTANT BY TWO-THIRDS OR MORE OF NORTHEAST OHIO RESIDENTS

## Q13 IMPORTANCE OF FACTORS CONTRIBUTING TO REGION'S SUSTAINABILITY

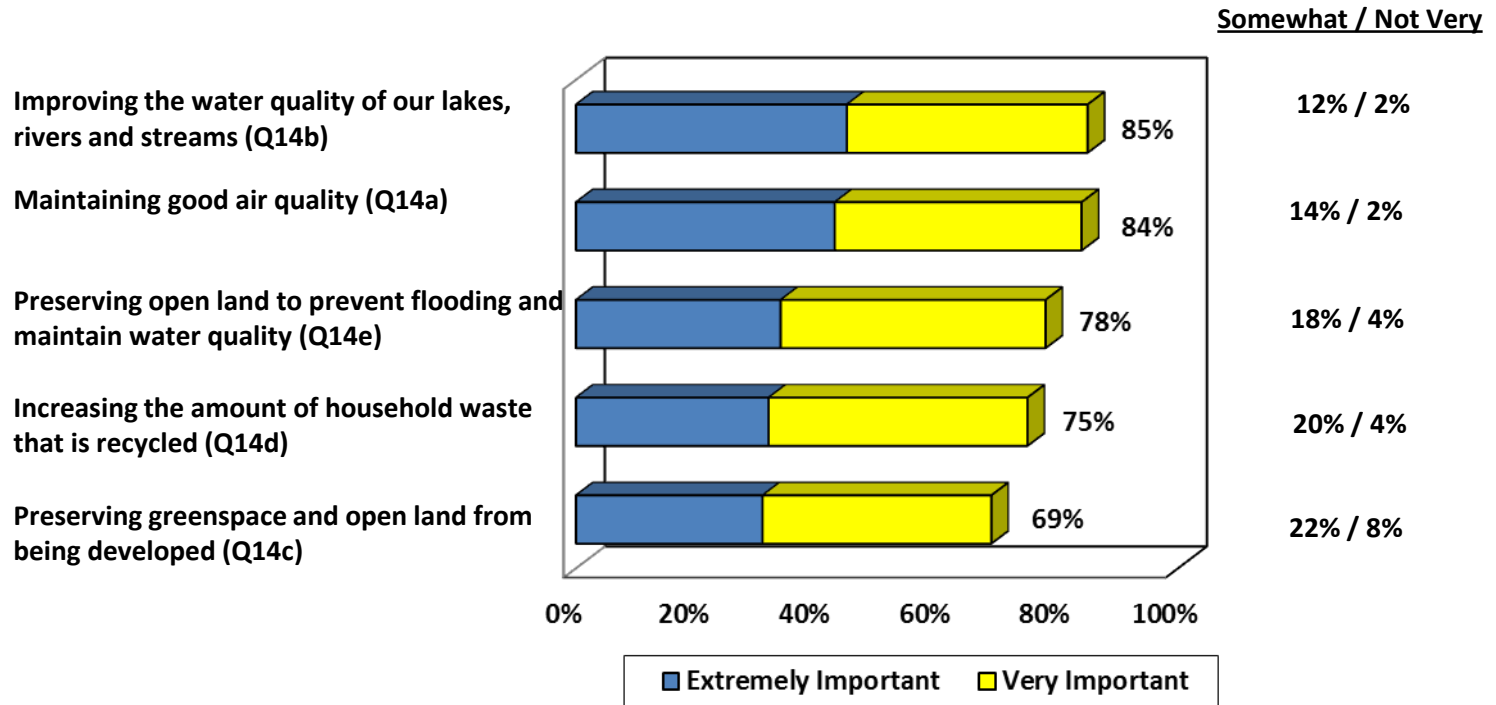


## DEMOGRAPHIC TRENDS

- Several groups were more likely to say that all of the possible goals are extremely or very important.
- Women are more likely to say that all of the goals are extremely or very important than men are.
- Non-white residents are more likely to say these goals are important than white respondents are.
- The percent saying these goals are important decreases slightly from urban to suburban to rural areas.

# MORE THAN TWO-THIRDS SAID THAT ALL FIVE ENVIRONMENTAL ISSUES ARE IMPORTANT

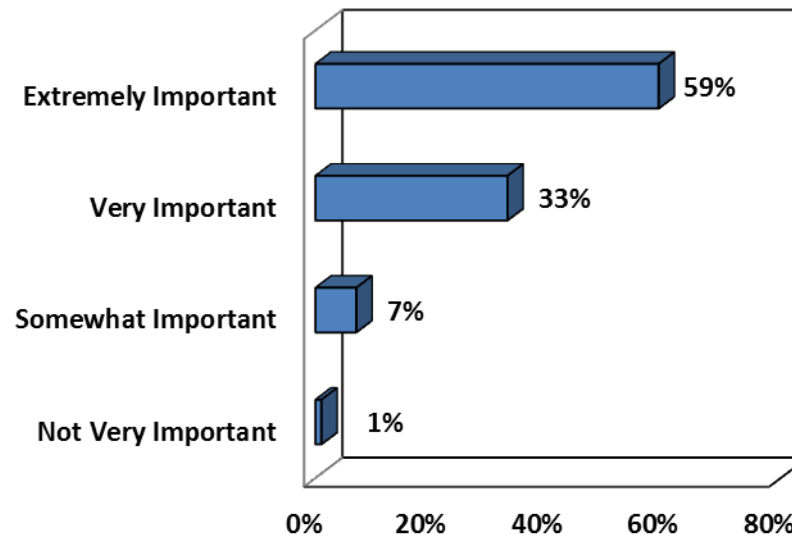
## Q14 IMPORTANCE OF ENVIRONMENTAL ISSUES TO SUSTAINABILITY



- Again females and non-white respondents are more apt to say all of these environmental issues are extremely or very important than males or white respondents.

# ABOUT THREE-FIFTHS OF RESIDENTS SAY IT IS EXTREMELY IMPORTANT TO MAKE SURE NORTHEAST OHIO IS A SUSTAINABLE PLACE FOR FUTURE GENERATIONS

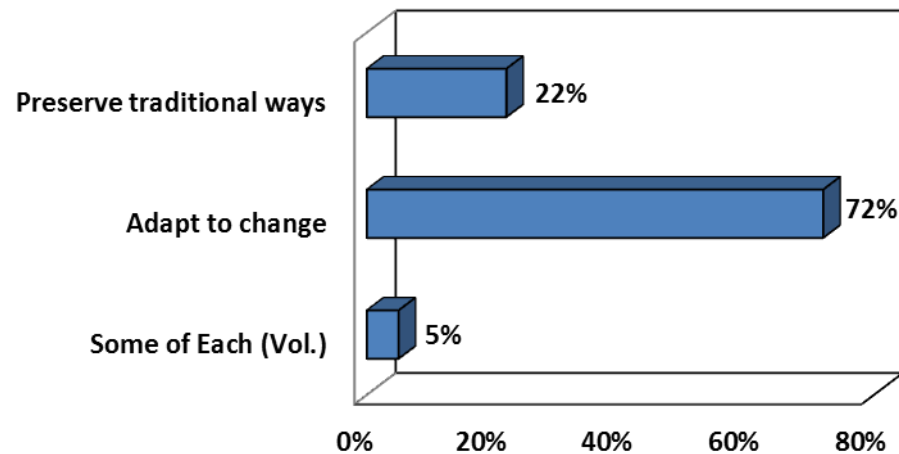
**Q15 HOW IMPORTANT TO MAKE SURE NORTHEAST OHIO IS A SUSTAINABLE PLACE TO LIVE FOR FUTURE GENERATIONS**



- More than half of every demographic group said that a sustainable future for Northeast Ohio is extremely important.
- Those most likely to say it is extremely important to have a sustainable future include non-white residents (67%), women (65%) and those living in urban areas (64%).

# ALMOST THREE-FOURTHS SAID ADAPTING TO CHANGING CONDITIONS IS MORE IMPORTANT THAN PRESERVING TRADITIONAL WAYS OF DOING THINGS

**Q23 WHICH IS MORE IMPORTANT: PRESERVING THE TRADITIONAL WAY OF DOING THINGS OR ADAPTING TO THE CHANGING CONDITIONS OF THE MODERN WORLD**



- Those most likely to say adapting to change is more important include those with some post graduate education (84%).
- The percent saying it is more important to preserve traditional ways increases from urban (19%) to suburban (21%) to rural areas (31%).



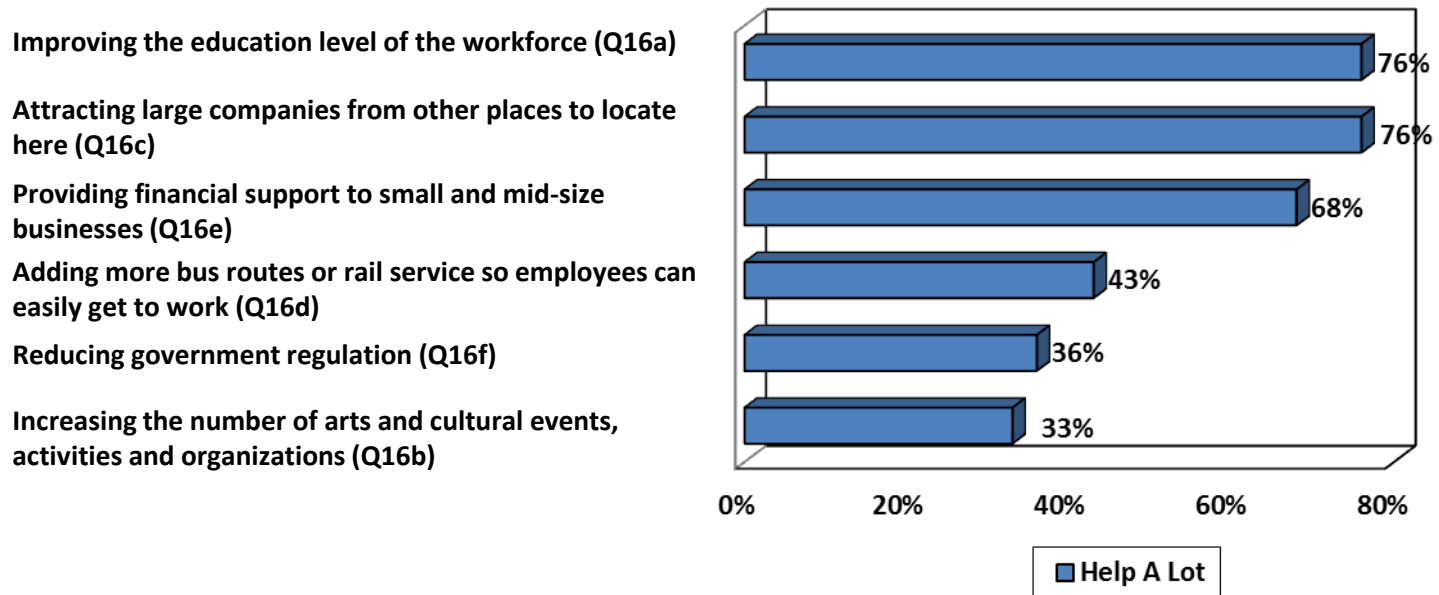
# The Economic Future of Northeast Ohio

- Ideas To Help The Economy
- Economic Independence
- Government Cooperation

# A STRONG MAJORITY OF RESIDENTS SEE THREE IDEAS THAT WOULD HELP THE ECONOMY A LOT

- These three ideas are more directly active than the other three.

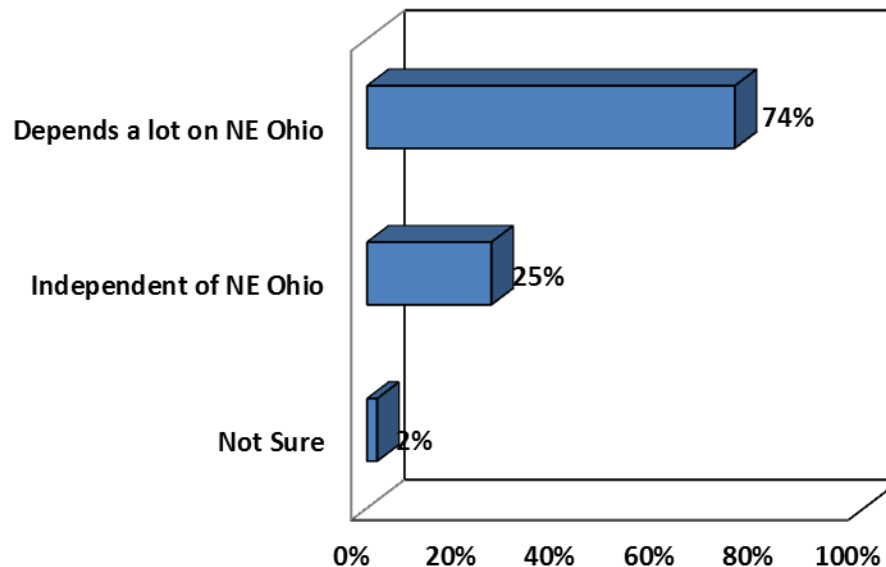
## Q16 IMPACT OF SOME IDEAS THAT MIGHT HELP THE ECONOMY IN NORTHEAST OHIO



- Residents living in urban areas are most likely to say that all of these ideas (except for reducing government regulation) would help a lot.
- Residents aged 50 and over are more likely to say all of these ideas would help a lot than those 49 or younger.

# THREE-FOURTHS OF RESIDENTS SAY THAT THEIR AREA'S ECONOMIC FUTURE DEPENDS A LOT ON THE REST OF NORTHEAST OHIO

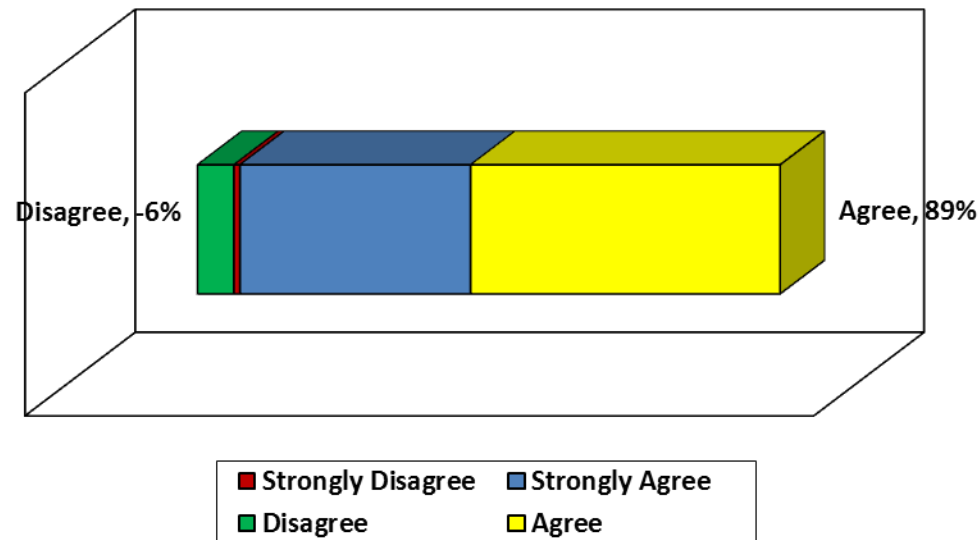
**Q18 DOES YOUR AREA'S ECONOMIC FUTURE DEPEND A LOT ON OR IS IT INDEPENDENT OF THE REST OF NORTHEAST OHIO**



- Three-fifths or more of every demographic group say the economic future of their area depends on the rest of Northeast Ohio.

# ALMOST ALL RESIDENTS OF NORTHEAST OHIO WANT LOCAL GOVERNMENTS TO WORK MORE CLOSELY TOGETHER TO GROW THE ECONOMY

*Q19d I WOULD FAVOR LOCAL GOVERNMENTS IN NORTHEAST OHIO WORKING MORE CLOSELY TOGETHER TO GROW THE REGION'S ECONOMY*

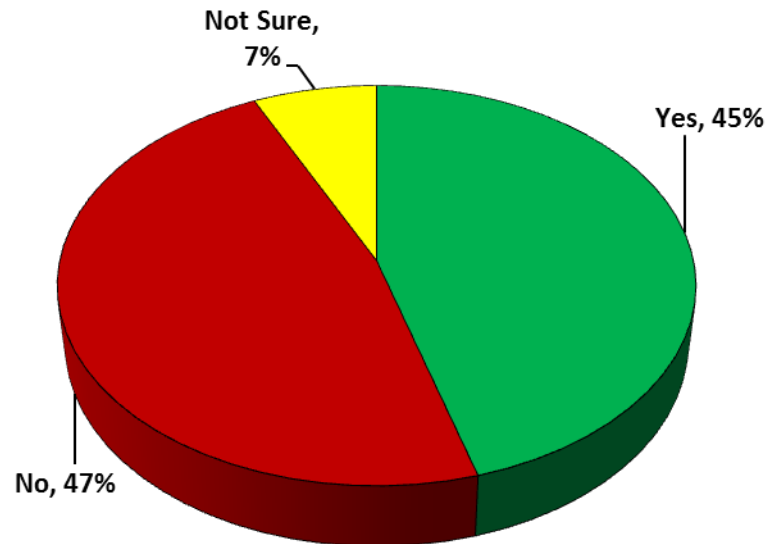


➤ Non-white residents were most likely to strongly agree (48%).

# Regionalism, Government, Taxes and Services

# ALMOST HALF OF ALL NORTHEAST OHIO RESIDENTS HAVE HEARD ABOUT REGIONALISM

**Q17 HEARD ABOUT REGIONALISM, WHICH IS THE COMMUNITIES  
IN NORTHEAST OHIO WORKING MORE CLOSELY TOGETHER**



- The percent who have heard about regionalism generally increases as age increases from 22% among 18 to 24 year olds to 52% among senior citizens.

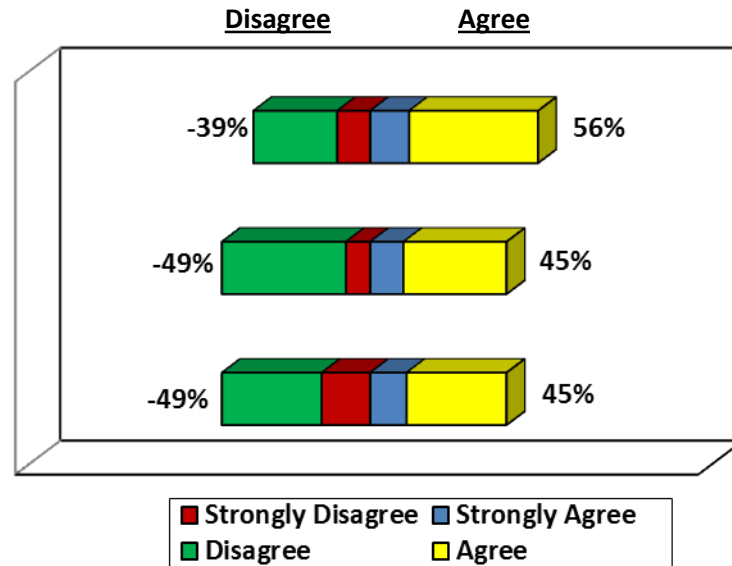
# RESIDENTS' OPINIONS OF GOVERNMENT SERVICES AND TAXES IS SOMEWHAT DIVIDED

## Q19 ATTITUDINAL STATEMENTS REGARDING TAXES

The local services I get are worth the taxes I pay. (Q19a)

What my local government does is more important to me than what the state or federal government does. (q19b)

I would be willing to pay more local taxes if it would benefit people like me. (Q19c)



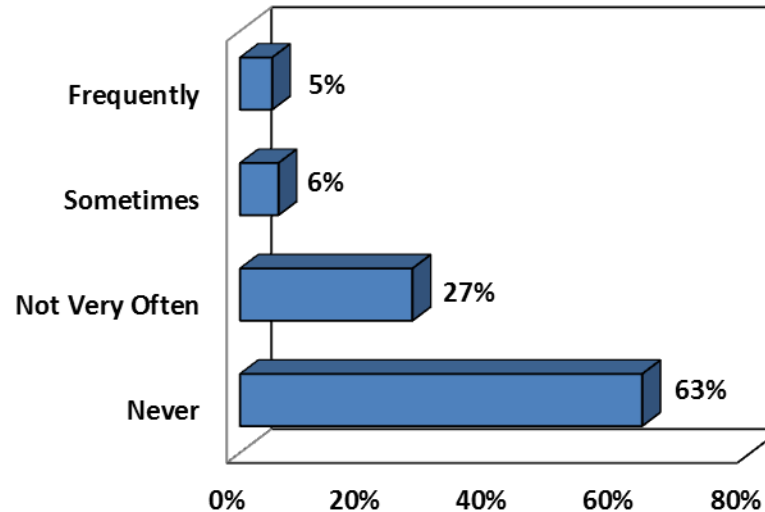
- Agreement that local services are worth the taxes increases with age from 42% among 18-24 year olds to 67% among seniors.
- Urban residents (57%) are more likely to agree that local government services are more important than suburban residents (42%) or rural residents (41%).
- Urban residents would be more willing to pay more local taxes (56%) than suburban (43%) or rural (41%) residents.

# Transportation



# ONLY ABOUT A TENTH FREQUENTLY OR SOMETIMES USE PUBLIC TRANSPORTATION

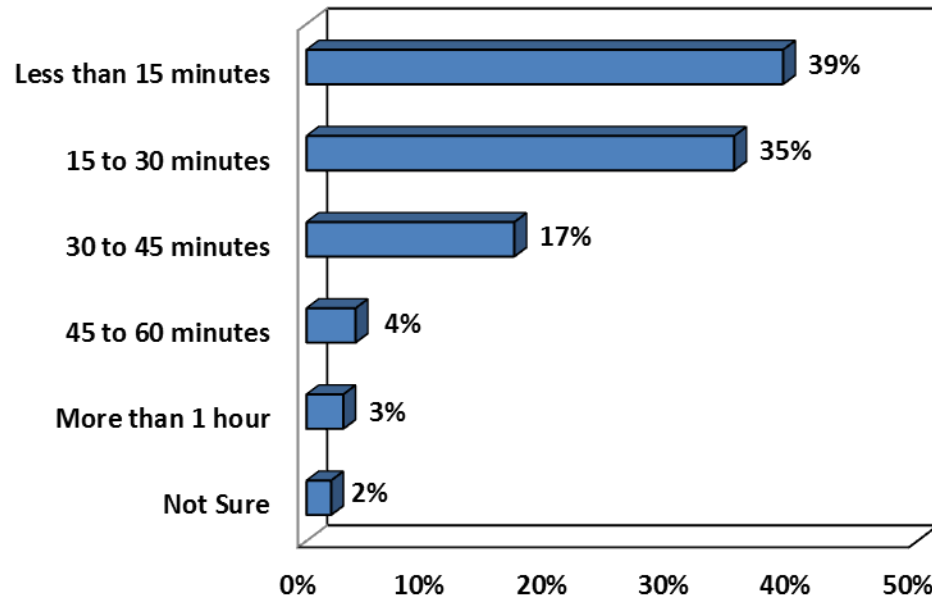
**Q26 FREQUENCY OF USING PUBLIC TRANSPORTATION**



- Those most likely to frequently or sometimes use public transportation include those 18 to 24 (27%), non-white residents (24%) and those in urban areas (22%).

# ABOUT A FOURTH TRAVEL MORE THAN 30 MINUTES TO GET TO WORK

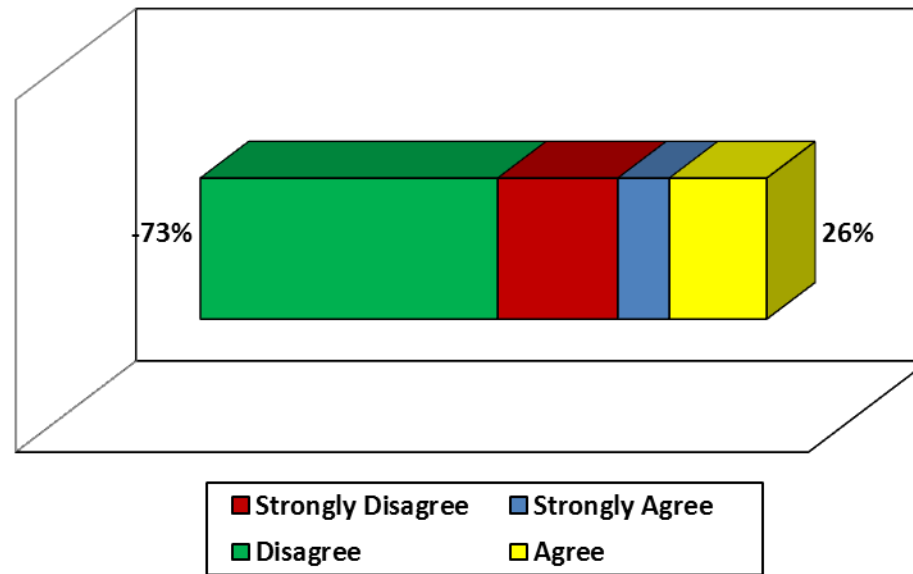
**Q31 AMOUNT OF TIME IT TAKES TO GET TO WORK  
(Of Those Employed)**



- Those aged 18 to 24 are most likely to travel 30 minutes or more to get to work (38%).

# ONLY A FOURTH OF ALL RESIDENTS SAY THEY SPEND TOO MUCH TIME IN THEIR CAR

Q19e I SPEND TOO MUCH TIME IN MY CAR



- The percentage agreeing with this question increased slightly from urban (18%) to suburban (27%) to rural areas (29%).
- Those who say they are employed full-time (33%) were among those most likely to agree.

# Volunteerism, Civic and Political Engagement

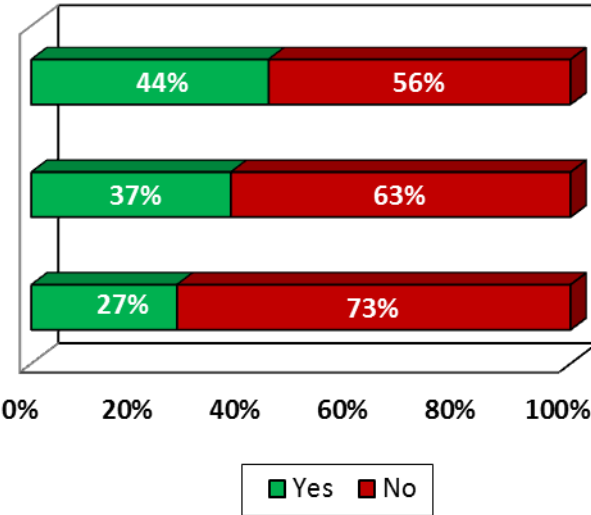
# RESIDENTS ARE MOST LIKELY TO VOLUNTEER THEIR TIME AND LEAST LIKELY TO HAVE CONTACTED A PUBLIC OFFICIAL

## PERSONAL COMMUNITY ENGAGEMENT PERCENT OF RESIDENTS WHO...

Have volunteered at a school, hospital or other organization in the past month. (Q20)

Are an active member of a group or organization that is working to make city or area a better place to live. (Q21)

Have called, written, e-mailed, or voiced opinion to a public official in the past month. (Q22)

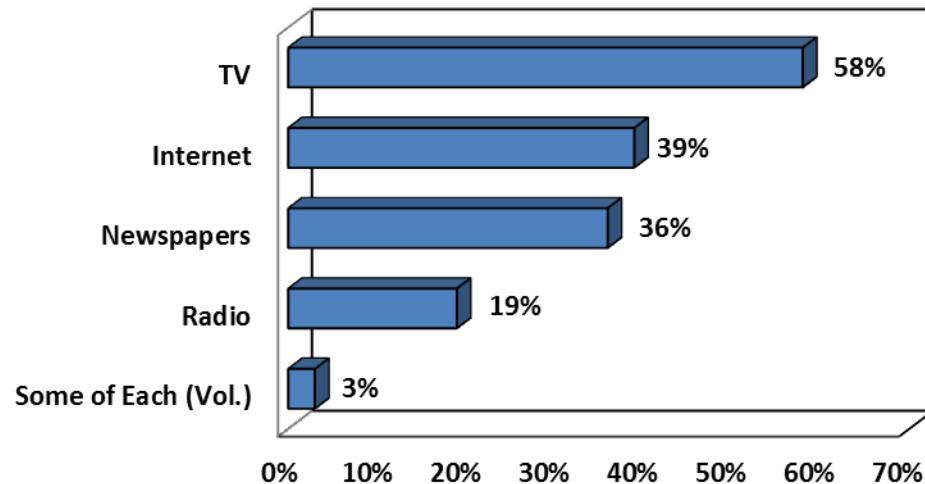


- Those most likely to volunteer are those employed part time, those 35 to 49, and those with a post graduate education.
- Those with some post graduate education are also most likely to actively be working for civic betterment and to have contacted a public official.

# Communicating Information

# A MAJORITY OF NORTHEAST OHIO RESIDENTS GET MOST OF THEIR LOCAL INFORMATION FROM TV

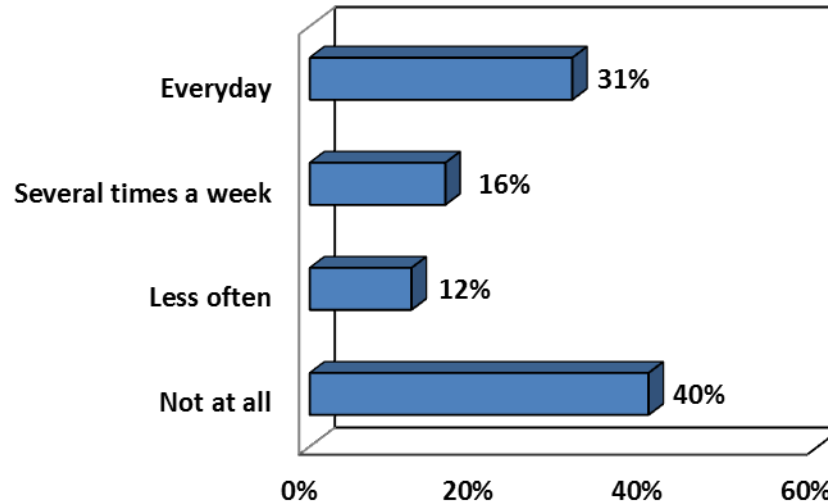
**Q24 MOST FREQUENT SOURCES OF LOCAL NEWS AND INFORMATION  
(1 or 2 Responses)**



- **Two-thirds of those 50 and over get their local news and information from TV compared to half of those 49 or younger.**
- **About half of those 50 and over get their information from newspapers compared to about a fourth of those 49 or younger.**
- **Less than a third of those 50 and over get their information from the Internet compared to about half of those 49 or younger.**

# THE FREQUENCY OF USING SOCIAL NETWORKING SITES IS STRONGLY AGE RELATED

**Q25 FREQUENCY OF USING SOCIAL NETWORKING SITES**



- More than half of those 18-34 use social networking sites daily.
- More than half of those 50 and over don't use social networking sites at all.



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