SYRACUSE PRIDE REPORT
by Q's Research & Design
April 10th, 2019

Introduction
The purpose of this report is to share findings from a survey asking Syracuse residents the question: Do you like living in Syracuse? Why or why not? This report will be presented to various players and stakeholders to develop ideas that contribute to the Syracuse area.

Methods
The survey was designed by James Yu on Survey Monkey, an online surveying platform. The survey was created spontaneously and quickly and distributed immediately after designing. At first, the survey consisted of only two questions: 1) Do you like living in Syracuse? 2) Why or why not? An hour after distributing, more questions were added to the survey to elicit demographic information.

The survey was distributed on Tuesday, March 5th, 2019 around 9:30 PM by sharing a Survey Monkey link on Facebook as a news feed post and on Instagram as a story. Given the nature of the platforms the survey was shared on, some survey respondents voluntarily shared the survey link on their social media pages. Only two survey respondents are known by the researcher to have shared the survey. People were promised a home cooked meal for completing the survey. As mentioned before, the survey was changed an hour after its first distribution. This being said, people were not notified about the change made to the survey and there was no attempt to ask respondents who completed the survey before it was changed to complete it again. Thus, some respondents in the sample lack demographic data. The last response to the survey was March, 8th, 2019.

The target population for this study was Syracuse, NY's 144,405 residents (U.S. Census Bureau, 2017). The sample for this study was 28 respondents (0.02%).

Due to the small sample size, serious questions should be raised about the representativeness of the data. Below is the demographic makeup of the survey's respondents compared to the target population:

Methods (cont.)

Comparing Sample to Target Population by Age Spring 2019 n=21		
Age	Sample Percentage	Target Population Percentage
18-24	38%	18%
25-34	33%	16%
35-44	19%	11%
45-54	5%	11%
55-64	5%	11%
Comment: The categories "Under 18" and "65+" were omitted for receiving zero responses.		
Source: U.S. Census Bureau, 2017		

Comparing Sample to Target Population by Race Spring 2019 n=21		
Race	Sample Percentage	Target Population Percentage
White or Caucasian	43%	56%
Black or African American	24%	30%
Multiple races	19%	5%
Asian or Asian American	10%	6%
Hispanic	5%	8%
Comment: The categories "Latinx," "American Indian or Alaska Native," and "Native Hawaiian or Pacific Islander" were omitted for receiving zero responses. Percentages add up to 101% due to rounding.		
Source: U.S. Census Bureau, 2010		

Methods (cont.)

Comparing Sample to Target Population by Marital Status Spring 2019 n=21		
Marital Status	Sample Percentage	Target Population Percentage
Never married	67%	Unable to find data on target population's marital status.
Married	29%	
Separated	5%	
Comment: The categories "Widowed" and "Divorced" were omitted for receiving zero responses. Percentages add up to 101% due to rounding.		

Comparing Sample to Target Population by Income Spring 2019 n=16		
Income Range	Sample Percentage	Target Population Percentage
$50,000-$59,999	44%	15%
$0-$9,999	19%	16%
$60,000-$69,999	13%	15%
$40,000-$49,999	6%	14%
$70,000-$79,999	6%	8%
$80,000-$89,999	6%	8%
$100,000+	6%	11%
Comment: The categories "$10,000-$19,999," "$20,000-$29,999," "$30,000-$39,999," and "$90,000-$99,999" were omitted for receiving zero responses. The sample size was 16 instead of 21 because the category "Prefer not to say" was considered "No response." Data in the "Target Population Percentage" column was manipulated to match the survey's categories. Source: U.S. Census Bureau, 2017		

Methods (cont.)

Comparing Sample to Target Population by Employment Status Spring 2019 n=21		
Employment Status	Sample Percentage	Target Population Percentage
Employed full-time	67%	Unable to find disaggregated data on target population's employment status. Syracuse's unemployment rate (not seasonally adjusted) was 4.6% (New York State Department of Labor, February 2019).
Employed part-time	24%	
Not employed, looking for work	5%	
Retired	5%	
Comment: The categories "Not employed, NOT looking for work" and "Disabled, not able to work" were omitted for receiving zero responses. Percentages add up to 101% due to rounding.		

Comparing Sample to Target Population by Educational Attainment Spring 2019 n=21		
Educational Attainment	Sample Percentage	Target Population Percentage
Graduate degree	43%	10%
Bachelor's degree	33%	14%
Associate's degree	10%	21%
High school degree	10%	25%
Less than high school	5%	17%
Comment: The category "Some college but no degree" was omitted for receiving zero responses. Percentages under "Target Population Percentage" were calculated from a compilation of tables according to the researcher's judgment. Percentages add up to 101% due to rounding. Source: U.S. Census Bureau, 2017		

Methods (cont.)

Comparing Sample to Target Population by Gender Spring 2019 n=21		
Gender	Sample Percentage	Target Population Percentage
Female	62%	52%
Male	38%	48%
Comment: The category "Other" was omitted for receiving zero responses. Source: U.S. Census Bureau, 2017		

The accuracy of the data is questionable as well due to the following factors:

- Because the survey was distributed via social media platforms, responses to the survey will be from people who are connected to the researcher on these platforms. The relationships between respondents and researcher may skew data, even if responses were collected anonymously.
- The relationship between the researcher and respondents may also affect data because respondents' demographic information is likely to be similar to the researcher's demographic information.
- As mentioned before, respondents were not notified when the survey was changed and this may have affected responses.
- Respondents may not have completed the survey with care.
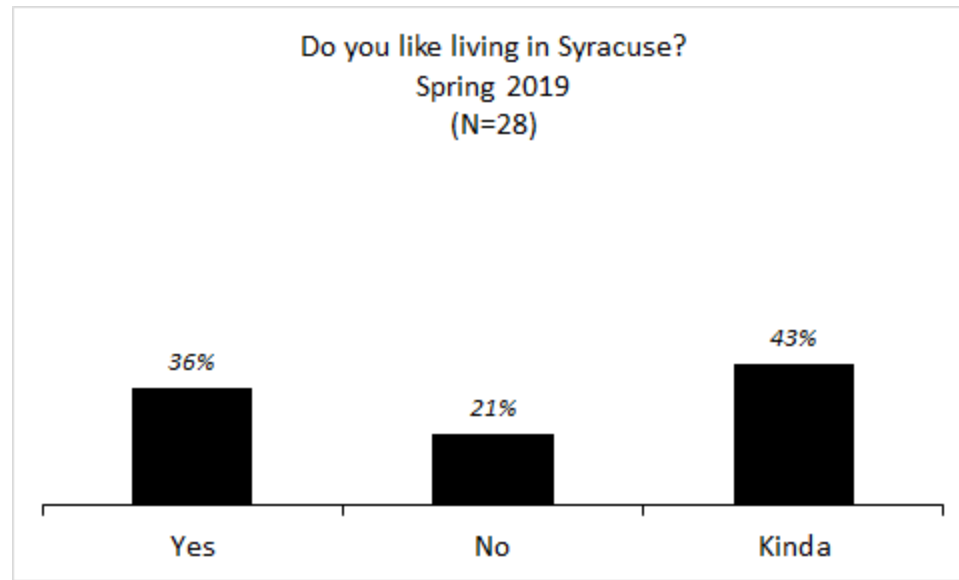- The researcher has biases and may have made errors while working with the data.

Other accuracy concerns may arise after sharing this report. These new concerns will be shared as they arise.

Findings

1. 43% of respondents said they "Kinda" like living in Syracuse.

Do you like living in Syracuse?
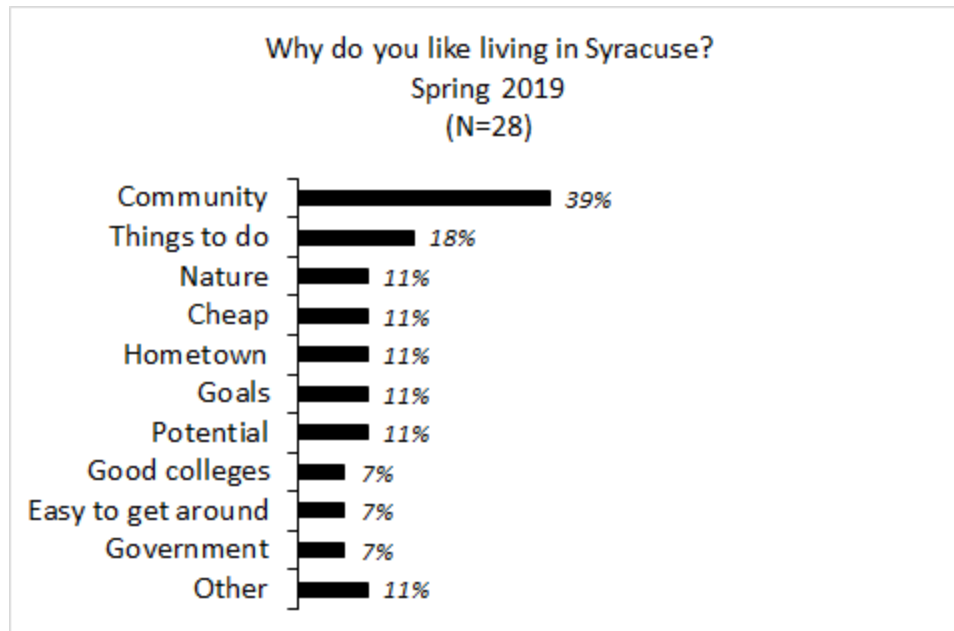Spring 2019
(N=28)

36%   21%   43%

Yes   No   Kinda

Source: Data collected by James Yu, Q's Research & Design, Spring 2019.

Findings (cont.)

2. 39% of respondents said "Community" is why they like living in Syracuse.

Source: Data collected by James Yu, Q's Research & Design, Spring 2019.

Comments: Percentages were calculated by dividing number of types of responses by the sample size. For example, the category "Community" is indicated with 39% because 11 respondents mentioned something about community in their responses. This number was divided by the sample (11÷28) equaling 39%. Thus, the chart can be read as 39% of respondents mentioned "Community" to answer the question: why do you like living in Syracuse?

The category "Other" is made up of responses that only one respondent mentioned. The following are subcategories that make up the "Other" category:
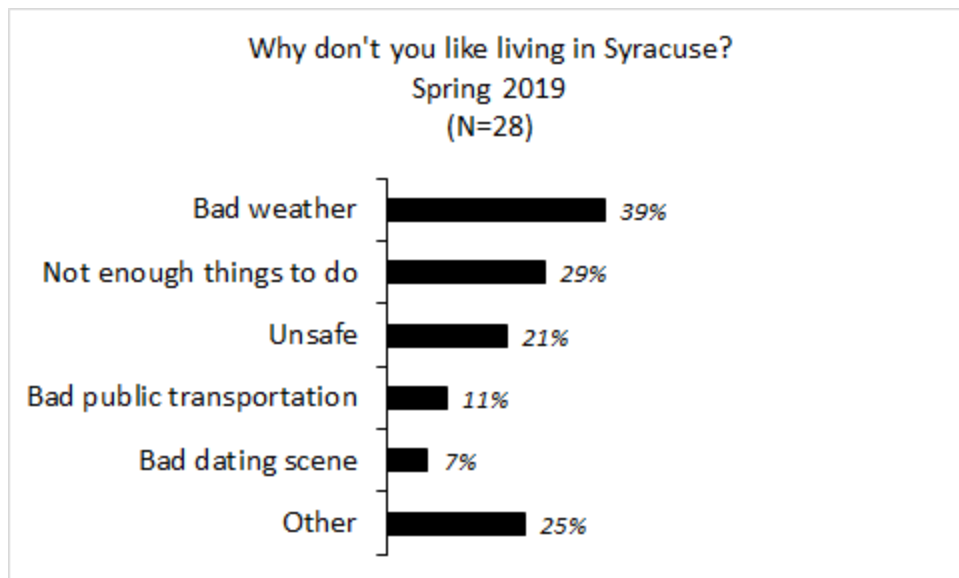
- Spiritual movement
- Good teacher pay
- No natural disasters

Findings (cont.)

3. 29% of respondents said "Not enough things to do" is why they do not like living in Syracuse.

Source: Data collected by James Yu, Q's Research & Design, Spring 2019.

Comments: Percentages were calculated the same way percentages were calculated in Finding #2. The category "Other" is made up of responses that only one respondent mentioned. The following are subcategories that make up the "Other" category:

- Been here too long
- Not enough career opportunities
- Negative people
- Not enough affordable housing
- Traffic during SU games
- Expensive flights
- Hard to visit family

Recommendations

The goal of this survey was to gather information in order to ideate initiatives to increase the likeability of living in Syracuse. This report reveals a problem that opposes this goal: too many respondents said they "kinda" or do not like living in Syracuse (63%). This report also reveals causes for why respondents said they "kinda" or do not like living in Syracuse. The largest percentage of respondents said "Bad weather" is the cause for why they "kinda" or do not like living in Syracuse (39%). While addressing this cause may be valuable, this report's recommendations will not explore these options because of an assumption that addressing this cause requires resources not currently available. Furthermore, it is the researcher's opinion that weather is not as significant a cause as respondents say. Plenty of cities exist in where people like living despite bad weather (e.g., Toronto, Minneapolis, Chicago, etc.). Thus, this report's recommendations will focus on the cause said by the second largest percentage of respondents: "Not enough things to do."

Thinking about this cause, three possibilities are worth noting: respondents said there are "Not enough things to do" because 1) there are truly not enough things to do in Syracuse, NY, 2) respondents are unaware of things to do in Syracuse, NY, or 3) respondents are aware of things to do in Syracuse, NY but are not interested in the things offered. More possibilities surely exist but this report's recommendations will work off these assumptions.

Given this discourse, this report's recommendations are to:
1. Create things to do in Syracuse, NY and/or
2. If people are unaware of things to do in Syracuse, NY, raise awareness about existing things to do.
3. A follow-up survey should be designed to learn about 1) people's awareness of existing things to do in Syracuse, NY and their interest level in these existing things to do and 2) the types of things people would like to do in Syracuse, NY.

Now that these recommendations have been shared, one strategy may be useful to keep in mind during implementation. While targeting one clear cause, initiatives should be informed by the causes respondents said for why they like living in Syracuse; these causes can be thought of as Syracuse, NY's strengths. Thus, this report's recommendations should be implemented while incorporating Syracuse, NY's strengths of "Community," "Things to do," "Nature," etc. After implementation, the survey designed for this report should be distributed again to monitor progress.