



Results of a Community Attitude
Survey Mailed to Residents in the
South Newark Neighborhood
April 2014

14-2993

Survey Background

This report presents the findings of a mail survey sent to approximately 2,800 households in the South Newark Ohio neighborhood which is made up of Ward 2 plus some surrounding areas. The survey was mailed out around March 10 and of as April 7, 2014, 165 completed surveys had been completed and returned and are included in the results. This is a 6% response rate which falls in the normal range for mail surveys.

The South Newark Civic Association was responsible for mailing the survey out to residents and it was accompanied by a cover letter that explained the purpose and importance of the survey. TRIAD Research received the completed surveys, coded, data entered and analyzed the results. Looking at the demographic profile of respondents, a variety of residents completed the questionnaire.

The main purposes of the survey were to learn more about residents' opinions of the neighborhood where they live, the community and personal issues that are most important to them, the sense of community in their neighborhood and if they feel they have opportunities to effect a change.

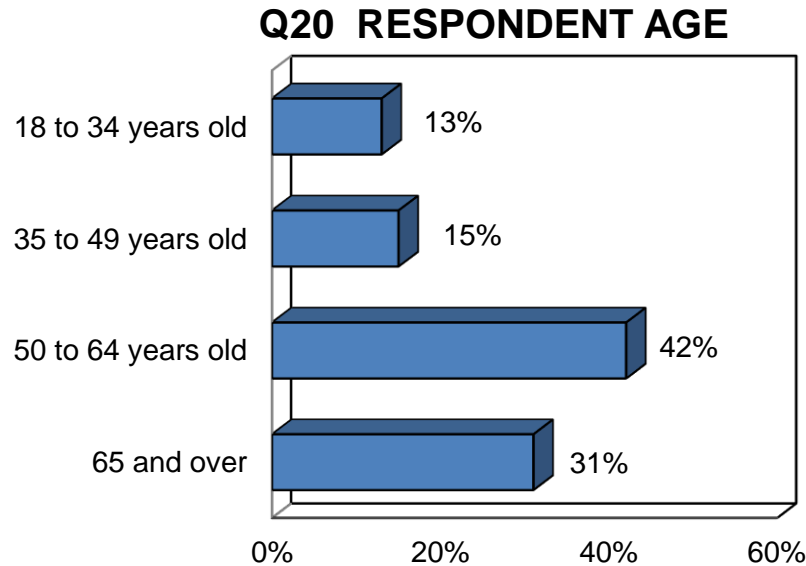
The survey also asked residents about their use of email and the library, if they volunteer and their interest in participating in a community garden. Respondents were also asked to complete some demographic information.

The report presents the results of the survey and detailed tables showing a breakdown of the results by various demographic groups follow.

Demographic Characteristics of Survey Respondents

- Age, Race, Income, Gender
- Housing Information

Residents of all ages completed the survey.

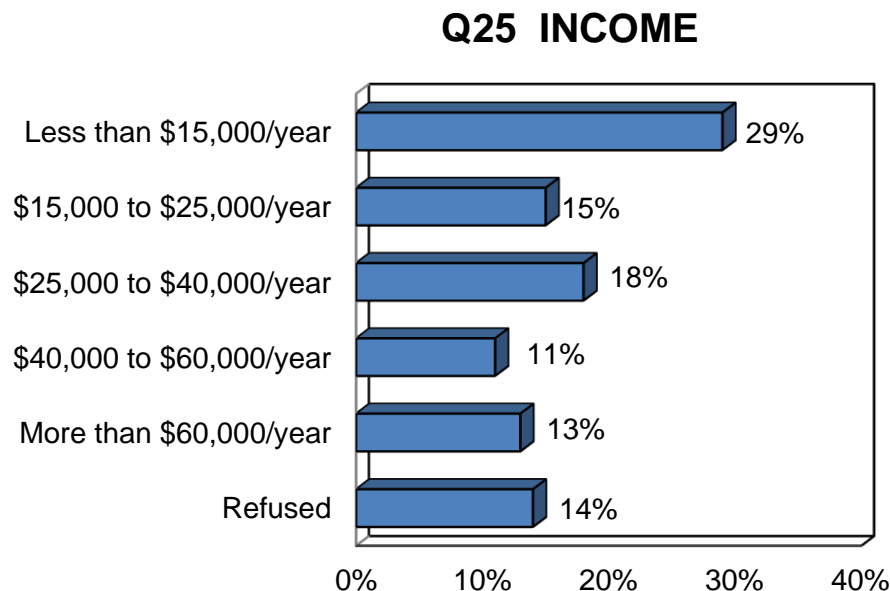


Respondents to the survey tend to be older than the general public, but this is not unusual since typically a head of household would complete the survey. Also filling out a survey might be something that older adults are more apt to do. We experience the same thing when conducting telephone surveys.

Respondents were also twice as likely to be female (68%) than male (31%). This would also be typical in a telephone survey if we did not ask to speak a male household member.

Respondents were also asked to indicate their race and 91% were white or Caucasian, 2% were Black or African-American, 3% multi-racial and 4% left it blank. Note that just 11 respondents were minorities making this subgroup too small for statistical analysis.

A range of income levels were reported, but over a fourth of respondents (29%) have incomes of less than \$15,000 a year.

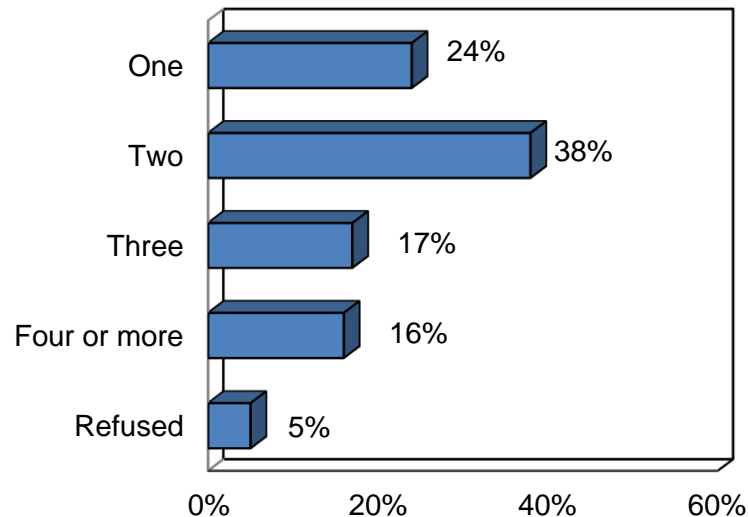


Another 15% reported annual household incomes of \$15,000 to \$25,000 a year. About a fifth have household incomes of \$25,000 to \$40,000 a year (18%). These two groups were combined in the tables. Just a fourth of respondents (24%) indicated that their total household income is between \$40,000 and \$60,000 a year (11%) or more than \$60,000 a year (13%). The remaining 14% did not give their income.

In addition, a third of the respondents (31%) indicated that they or someone in their household receives public assistance such as TANF, Food Stamps or Supplemental Security Income. 72% of those with incomes under \$15,000 said they received assistance as did 36% of those with incomes between \$15,000 and \$25,000. Note that only 18% of respondents aged 65 and over marked that they receive public assistance.

Household size also varies.

Q18 NUMBER OF PEOPLE IN HOUSEHOLD

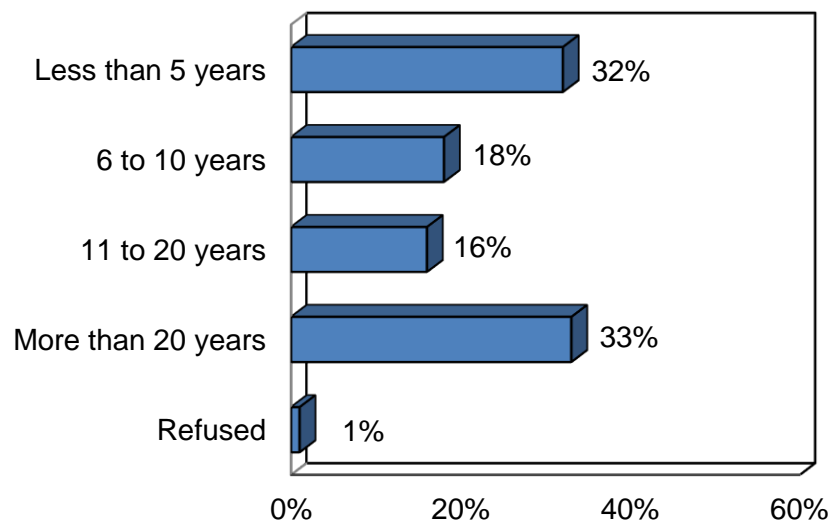


While a fourth of respondents are one-person households (24%), a plurality (38%) are two-person households. A third (33%) have three or more people living their household.

In addition, about a tenth of respondents (9%) have children age 5 or younger living at home with them. Note that even though we show households with children under age 5 in the tables, there are only 15 respondents in this subgroup making it too small for reliable statistical analysis.

The length of time living in the neighborhood also varies.

Q21 NUMBER OF YEARS AT PRESENT ADDRESS



Roughly a third each have lived at their present address for less than five years (32%), 6 to 20 years (34%) or more than 20 years (33%).

In addition, two-thirds (64%) indicated that they own their home while a third (35%) reported that they rent.

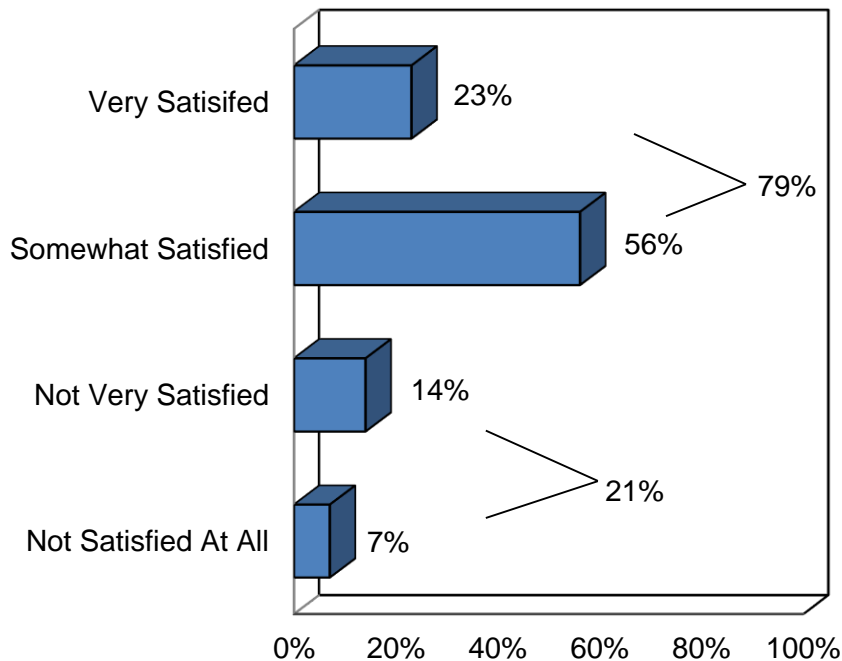
Note that 47% of homeowners have lived in the neighborhood for more than 20 years while 65% of renters have lived there less than five years.

Satisfaction with Their Neighborhood

- Satisfaction with the City of Newark & Their Neighborhood
- Neighborhood Strengths & Problems
- Ratings of Potential Neighborhood Issues

Four-out-of-five residents in the South Newark area (79%) are satisfied with the city of Newark as place to live.

Q1 OVERALL SATISFACTION WITH THE CITY OF NEWARK AS A PLACE TO LIVE

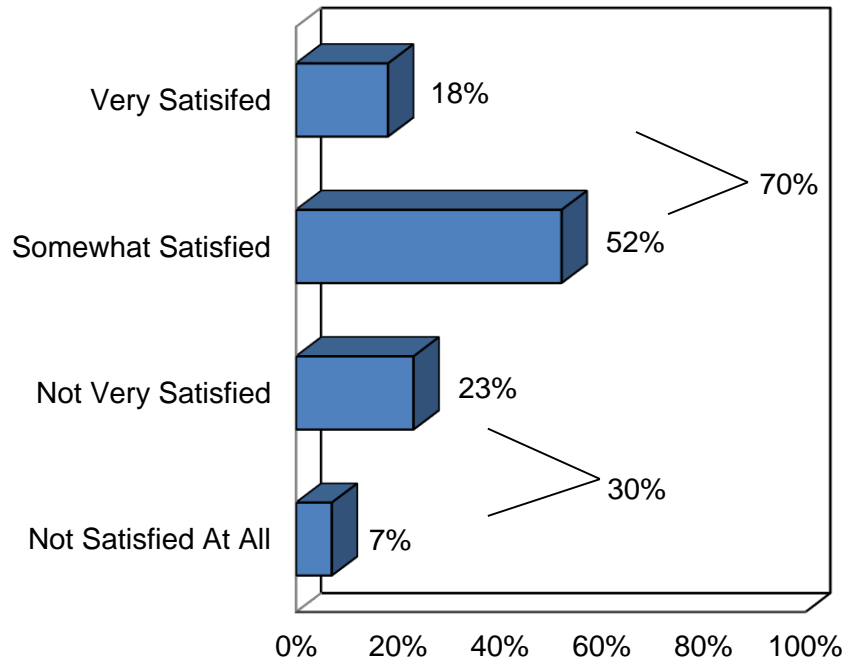


However, just a fourth (23%) are **very satisfied** while 56% are **somewhat** satisfied. A fifth (21%) are not very or not at all satisfied with the city of Newark as a place to live.

Senior citizens (39%), homeowners (30%) and residents for more than 20 years (32%) were most likely to be very satisfied with the city of Newark. Over a fourth of those with incomes under \$15,000 (28%), 50 to 64 year olds (28%) and renters (28%) were dissatisfied.

Satisfaction with their neighborhood as a place to live is somewhat lower.

Q2 SATISFACTION WITH YOUR NEIGHBORHOOD AS A PLACE TO LIVE



Overall, 70% indicated that they are satisfied with their neighborhood as a place to live, which is 9-points lower than satisfaction with the city overall. And only 18% of them are **very** satisfied with their neighborhood which is 5-points lower. About a third (30%) are **not very or not at all** satisfied with their neighborhood as a place to live.

Here we find that less than a fourth of senior citizens (24%) and homeowners (21%) are very satisfied with their neighborhood as a place to live. About two-fifths of those with incomes under \$15,000 (40%) and 50 to 64 year olds (37%) are dissatisfied.

Have good neighbors, friendly people, look out for each other, been here a long time was the neighborhood strength mentioned most often.

In fact, 45% mentioned this as a major strength of their neighborhood. Other strengths mentioned with some frequency were:

- Good location, convenient, close to everything, downtown, business, shopping, on a main road (25%)
- Quiet, not many kids (15%)
- Take care of property, own homes (12%) and
- Low crime, drugs, safe (7%).

A few others listed stable, established, long-term residents (2%) and willing to improve, work together trying to improve (2%) as neighborhood strengths.

Several strengths mentioned were community groups or assets including ...

- Community groups (SNCA, Block Watch, St. Vincent DePaul, FOP, American Legion, churches, community garden) (8%)
- Newark Earthworks, mounds, parks, Wells Park nearby (5%)
- The schools (2%)
- Newark Public Library, YMCA (2%)
- Newark police, fire nearby (2%) and
- Close to the country, away from town, large lots (2%).

A tenth of respondents (10%) wrote that there aren't any strengths for their neighborhood.

The poor appearance of the neighborhood, drugs, crime and poor streets were all mentioned as the most important problems facing their neighborhood.

The following four problems in their neighborhood were mentioned by about a fourth each:

- Property rundown, trashy, vacant, abandoned, neglected homes, slumlords, poor appearance (30%)
- Drugs, drug abuse, drug houses (27%)
- Theft, crime, vandalism, break ins, arson, juvenile crime, not enough police involved (25%) and
- Streets/alleys poor, don't maintain them, don't plow, full of potholes (22%).

Other problems mentioned with some frequency were:

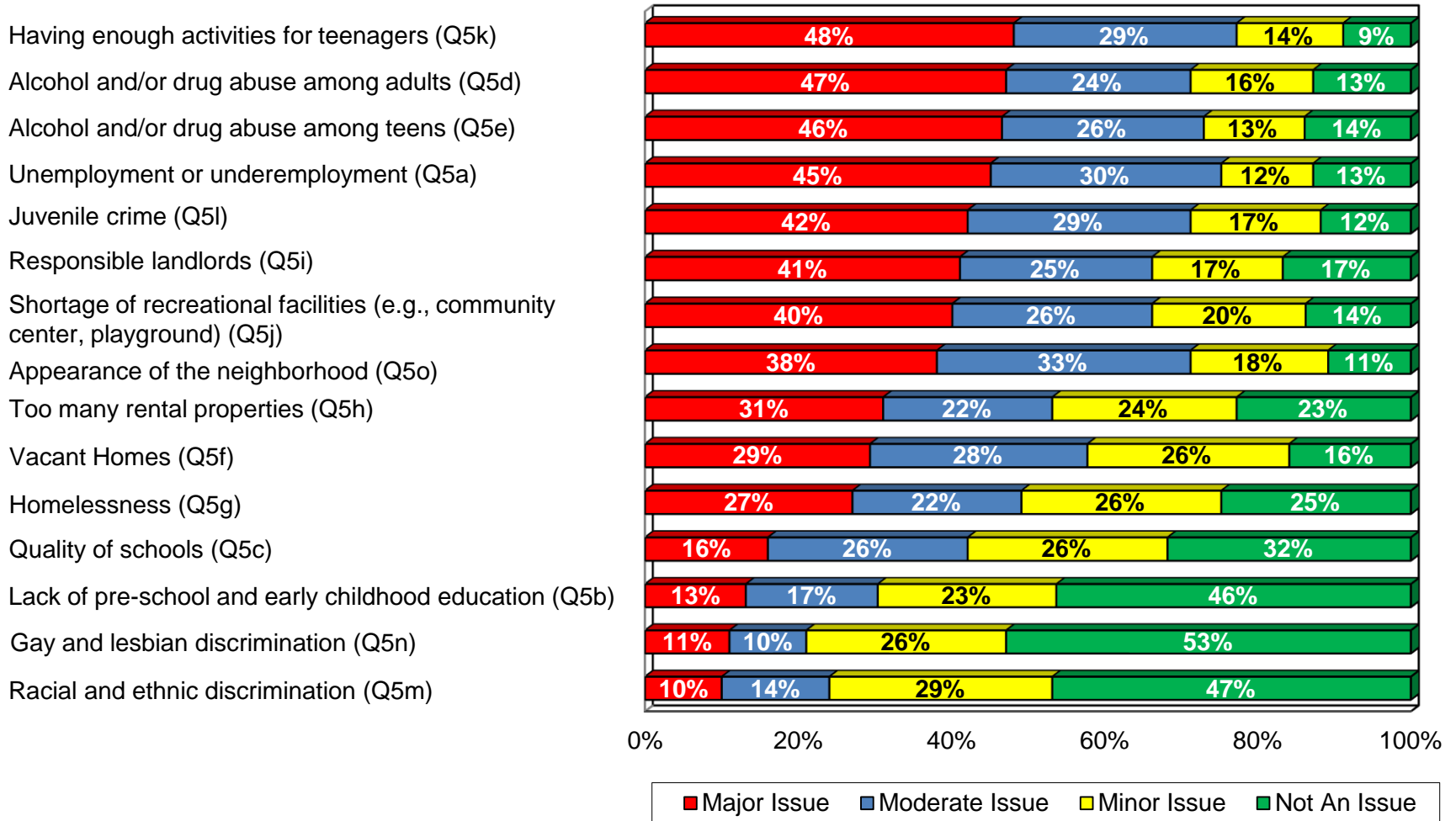
- Not enough for kids/teenagers to do, roam around, unsupervised (12%)
- Too many rentals (9%) and
- Speeding down roads, too much traffic (9%).

The following problems were mentioned by less than 5% each of respondents.

- Unemployment, low pay, poverty, people won't work (4%)
- Stray cats and dogs, too many, everywhere (4%)
- Need a playground, safe one, not clean, no rec activities, need a walking path (4%)
- Cars parked on street (3%)
- Bars down the street, patrons at bars (3%)
- No public transportation (2%)
- No sidewalks (2%)
- Pollution air, water, noise, exhaust, music (2%)
- Flooding (1%)
- High utility costs (1%)
- Need street lights (1%) and
- Gang activity (1%).

There were eight issues in which about two-fifths or more of residents indicated are major issues in their neighborhood.

Q5 DEGREE EACH IS AN ISSUE OR CHALLENGE IN YOUR NEIGHBORHOOD (Ranked by Percent Saying Major Issue)



These eight items relate to four main things.

1. Teens - having enough to do, juvenile crime, shortage of recreational facilities
2. Alcohol or drug abuse both among adults and teens
3. Jobs - unemployment or underemployment and
4. Appearance of the neighborhood and having responsible landlords.

Secondary issues were rental properties, vacant homes and homelessness with over a fourth each indicating these are major issues in their neighborhood.

Less important issues were the quality of the schools (16% major issue) and lack of pre-school or early education (13%), but 25% of households with three or more people cited the quality of the schools is a major issue for them.

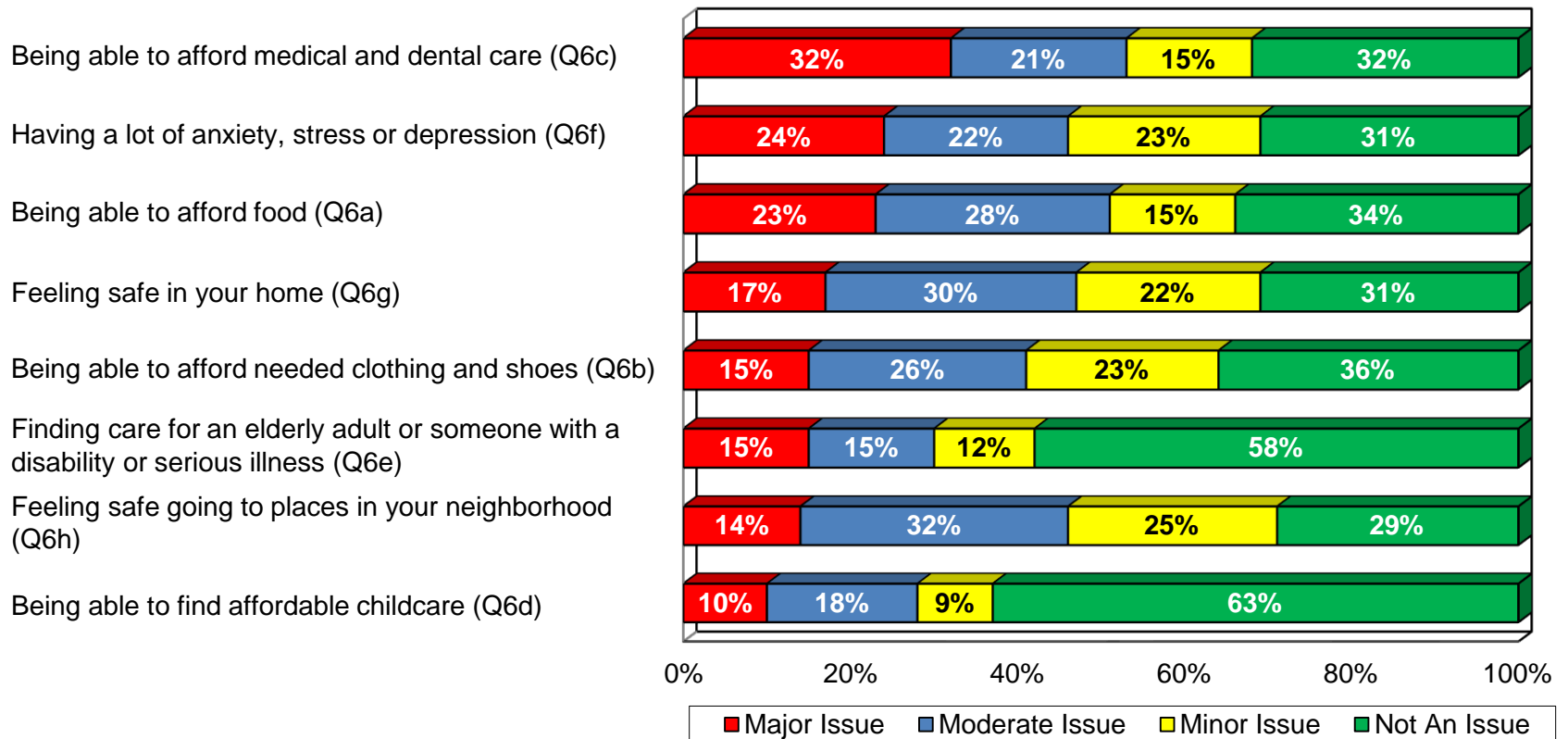
Only about a tenth indicated that discrimination by race, ethnicity or sexual preference were major issues in their neighborhood and in fact, about half do not believe these are issues.

We used multivariate analysis to determine which of these issues were most different for those very or somewhat satisfied with their neighborhood versus those not very or not at all satisfied with this neighborhood. That difference occurred on **the appearance of their neighborhood**. Importantly, just 4% of those very satisfied with their neighborhood indicated that its appearance is a major issue. But 34% of those somewhat satisfied viewed this as a major problem and 63% of those not satisfied feel this is a major problem. From this, it seems that improving the appearance of their neighborhood would have a significant impact on increasing satisfaction with their neighborhood.

Over half of those not satisfied with their neighborhood also indicated that responsible landlords (59%), alcohol and drug abuse among adults and teens (57% each), juvenile crime (53%) and having enough for teens to do (53%) are major issues in their neighborhood.

Residents in South Newark also face a number of personal challenges.

Q6 DEGREE EACH IS AN ISSUE OR CHALLENGE FOR YOU PERSONALLY OR SOMEONE IN YOUR HOUSEHOLD IN THE PAST YEAR (Ranked by Percent Saying Major Issue)



About half of residents indicated that being able to afford health care and food have been challenges for them or someone in their household in the past year.

Six of these eight items were identified as having been major or moderate issues for more than two-fifths of respondents or someone in their household during the past year. They included:

- Being able to afford medical and dental care (53% major or moderate issue personally)
 - Being able to afford food (51%)
 - Feeling safe in their home (47%)
 - Feeling safe going places in their neighborhood (46%)
 - Having a lot of stress or anxiety (46%) and
 - Being able to afford clothing and shoes (41%).
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- Being able to afford medical care, food and clothing have all generally been greater issues for those with incomes under \$15,000, those on public assistance, residents of less than five years and renters.
 - In addition, over a third of 50 to 64 year olds (37%) and those with incomes between \$15,000 and \$40,000 a year (38%) indicated that affordable health care has been a major concern for them.
 - About a third of households with three or more people indicated that being able to afford food (31%) and clothing (27%) have been major challenges for their family.
 - 40% of renters indicated that anxiety, stress or depression has been a major problem for them compared to 16% of homeowners. There was also a difference by gender with 29% of females saying major problem compared to 14% of males.

Overall, 30% indicated that finding care for an elderly adult or someone with a disability or serious illness has been a major or moderate problem for them, and this was a little higher among 50 to 64 year olds (35%).

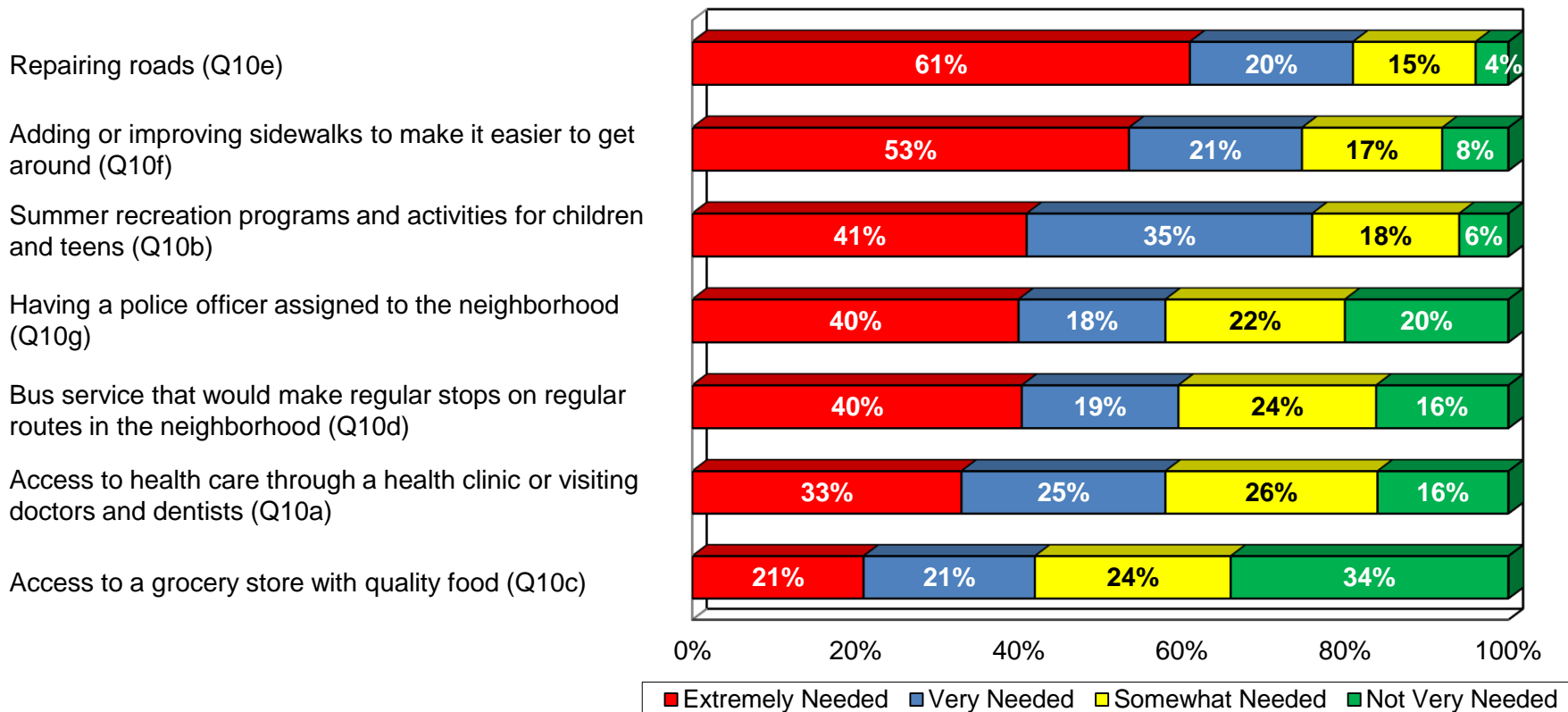
Similarly, 28% listed finding affordable childcare as having been a major or moderate issue for them. This increased to 40% among those with children age 5 or younger, but keep in mind that there are only 15 respondents in this subgroup.

Need for Services

- Most Needed Services
- Willing to Support a Tax Increase
- Opportunities to Effect Change

The two most needed services in the neighborhood are better roads and new or improved sidewalks.

Q10 NEED FOR SERVICES IN THE SOUTH NEWARK NEIGHBORHOOD (Ranked by Percent Saying Extremely Needed)



Over half indicated that both repairing roads (61%) and adding or improving sidewalks (53%) are **extremely needed** in the South Newark neighborhood. Another fifth (20% and 21%) feel these two things are **very** needed.

In addition, 76% feel summer recreation programs for children and teenagers are needed, of which 41% feel they are extremely needed.

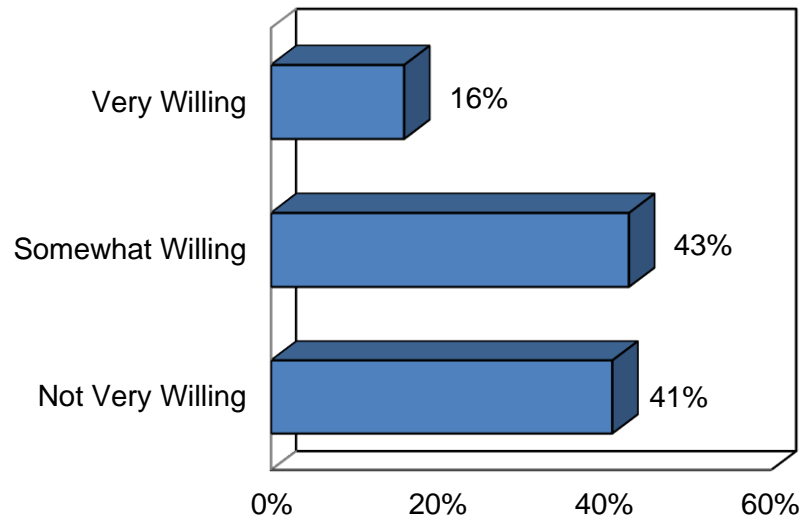
Over half also indicated that having a neighborhood police officer (58%), bus service (59%) and access to a health clinic or visiting doctors or dentists (58%) are extremely or very needed.

Less important was having a grocery store with quality food. Although, 21% feel this is extremely needed and 21% feel it is very needed.

- Over half of every subgroup indicated that repairing roads is extremely needed.
- More than two-fifths feel adding or improving sidewalks is extremely needed.
- Summer recreational programs was more important to 18 to 49 year olds (50%), females (47%) and residents of less than five years (51%). They were also more apt to say health care is extremely needed.
- Bus service was more important to residents under 65 (46%) than those 65 and over (27%).
- A third or more view having a police officer assigned to the neighborhood as extremely needed.
- At most, 30% of those with incomes under \$15,000 feel a grocery store with quality food is extremely needed.

There wasn't much support for paying a small tax increase to city services.

Q11 WILLINGNESS TO SUPPORT A SMALL INCREASE IN THE CITY INCOME TAX FOR SERVICES, SUCH AS ROAD REPAIRS, SIDEWALKS OR ADDITIONAL POLICE OFFICERS OR FIREFIGHTERS

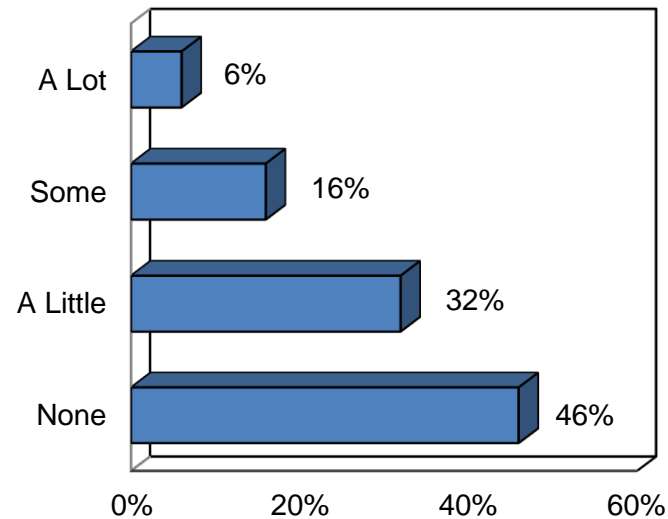


That is, only 16% indicated that they would be **very willing** to support a small increase in the city income tax for road repairs, sidewalks or additional police officers and firefighters. Two-fifths (43%) would be **somewhat** willing to pay for these services. But another two-fifths (41%), which is significant, would **not** be very willing to pay more in city income tax for these services. Some people wrote on the survey that they can't afford it, they are on a fixed income or only have a limited amount of money.

- At most, 34% of respondents aged 18 to 49 would be very willing to support a small tax increase for city services.
- Half of one-person households (51%), senior citizens (51%) and males (54%) would not be willing to pay more taxes.

Most respondents don't think they have much opportunity to affect changes in the neighborhood.

Q12 HOW MUCH OPPORTUNITY DO YOU HAVE TO AFFECT HOW THINGS HAPPEN IN YOUR NEIGHBORHOOD



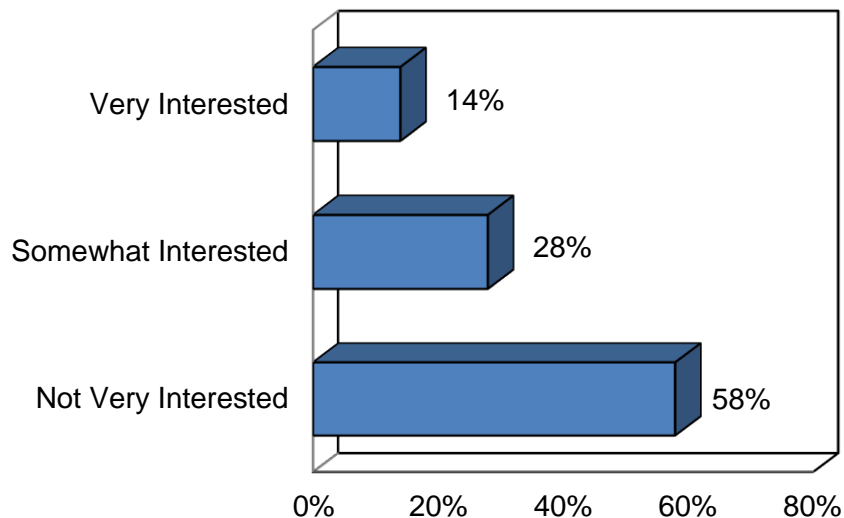
Only 6% feel they have **a lot of opportunity** to affect change in their neighborhood and 16% feel they have **some opportunity**. But nearly half (46%) feel they don't have any opportunity to affect how things happen in their neighborhood and a third (32%) think they have a little opportunity. This is more than three-out-of-four respondents.

In particular, over half of seniors (55%), one-person households (57%), those with incomes under \$15,000 (53%), those on public assistance (53%) and residents of less than five years (51%) feel they don't have any opportunity to affect how things happen in their neighborhood.

It seems that SNCA could be a positive force to engage people and effect change.

There is some interest in participating in a community garden.

Q13 HOW INTERESTED IN PLANTING YOUR OWN VEGETABLES IN THE COMMUNITY GARDEN



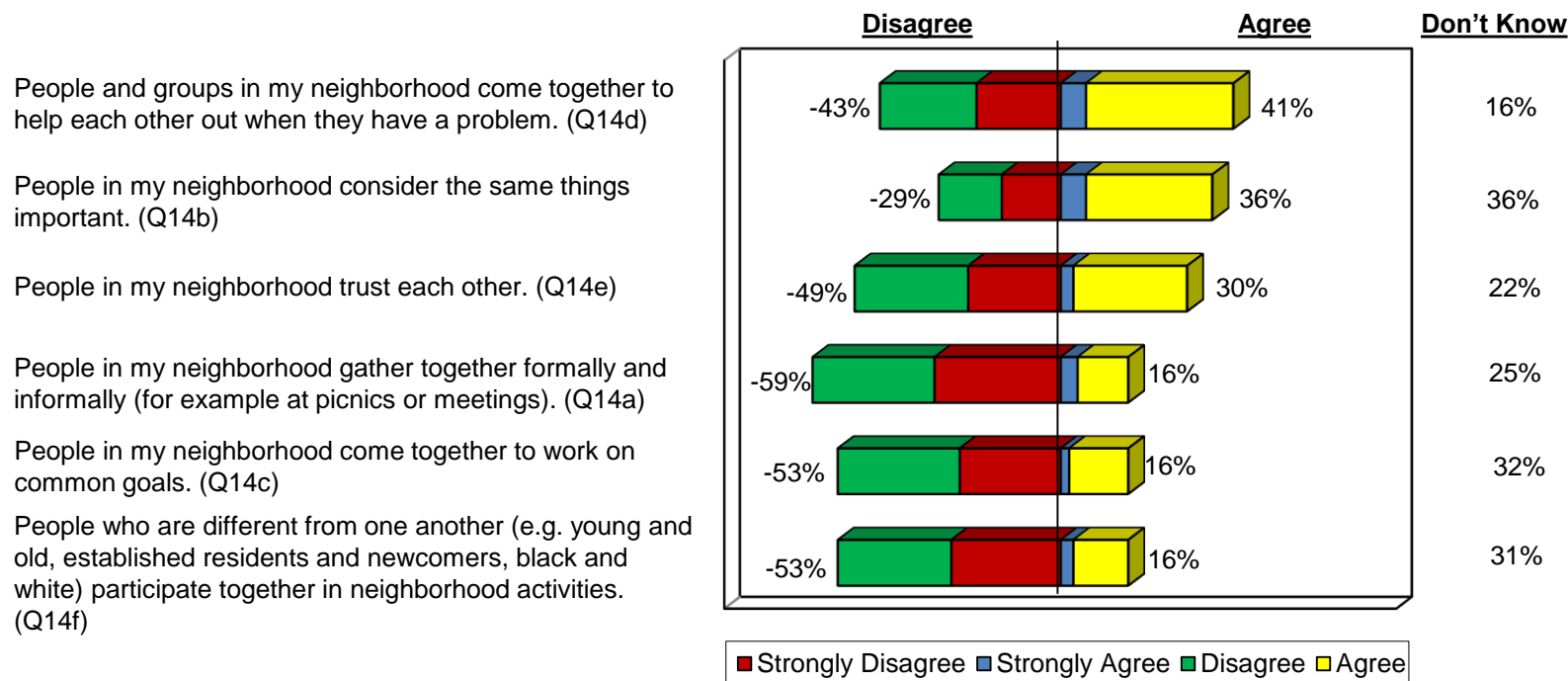
About one-in-seven people (14%) are **very** interested in planting vegetables in a community garden and a fourth (28%) are **somewhat** interested. Over half (58%) are not very interested. However, this effort doesn't require a large number of people to be successful.

Interest in a community garden was a little higher among newer residents (24%), three-person households (19%) and those with incomes under \$40,000 (18%).

Perceptions of Neighbors Working Together

Of six statements read to respondents about neighborhoods, there were only two items in which more agreed than disagreed or were divided.

Q14 AGREE/DISAGREE STATEMENTS ABOUT NEIGHBORHOODS



That is, respondents were divided on whether people and groups in their neighborhood come together to help each other out with 41% agreeing and 43% disagreeing. Recall that some people mentioned this as a strength for their South Newark neighborhood.

Slightly more agreed (36%) than disagreed (29%) that people in their neighborhood consider the same things important. However, the remaining third (36%) don't know if this is true.

About a third (30%) agreed that people in their neighborhood trust each other, but half (49%) disagreed with this. A fifth (22%) don't know.

- **This was the item that most divided those who are satisfied with their neighborhood and those who are not.** Specifically, 56% of those very satisfied with their neighborhood agreed that people in their neighborhood trust each other. However, just 27% of those somewhat satisfied and 18% of those not very or not at all satisfied agreed that people in their neighborhood trust each other.

On the remaining three statements a majority disagreed and less than a fifth agreed. That is, there was significant disagreement that people in their neighborhood....

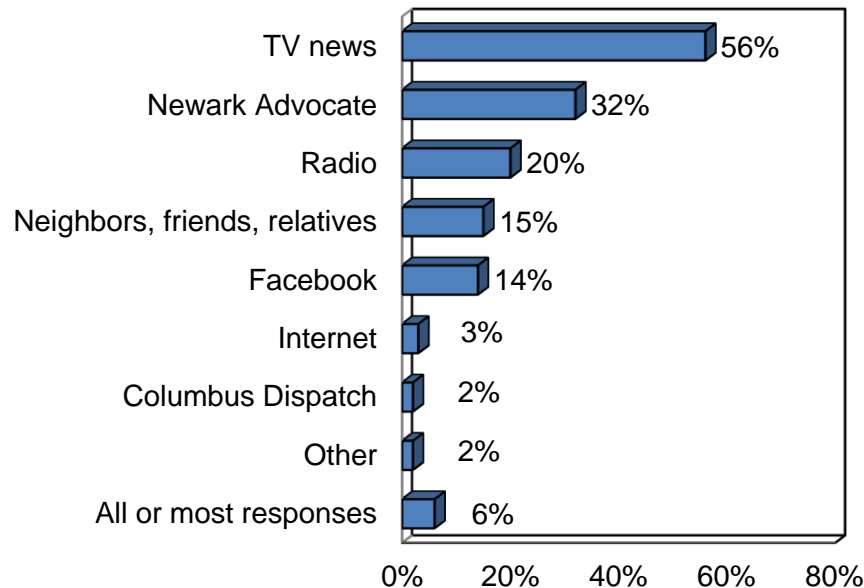
- Gather formally and informally at picnics or meetings (59% disagreed)
- Come together to work on common goals (53%) and
- People from different backgrounds participate together in neighborhood activities (53%).

Community Engagement

- Sources of Local News
- Use of the Computer and E-mail
- Use the Newark Public Library
- Volunteer Activities

Over half of residents (56%) get their local news and information from TV.

**Q17 WHERE GET MOST LOCAL NEWS AND INFORMATION
(Two Responses Accepted)**

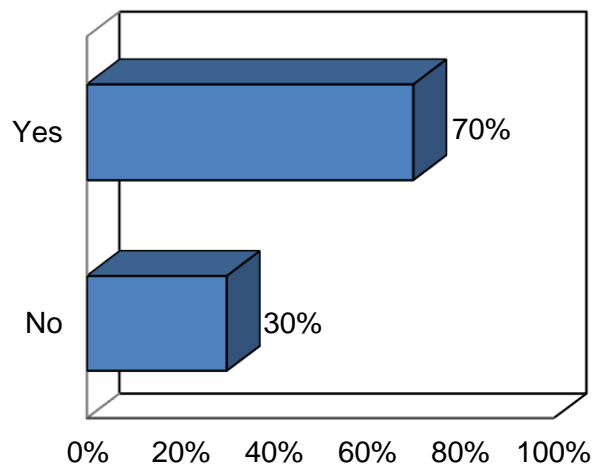


This was followed by the *Newark Advocate* (32%) and radio (20%). Only about a seventh each get their local news from friends or relatives (15%) or from Facebook (14%). The Internet was mentioned by 3% while 2% listed the *Columbus Dispatch*. Note that 6% circled all or most of the choices given.

The biggest difference on this was by age. While over half of both seniors (57%) and residents aged 50 to 64 (65%) rely on TV news, 41% of seniors also depend on the *Newark Advocate*. 50 to 64 year olds were more divided on their second choice with 24% each relying on the radio and the newspaper. Only 41% of 18 to 49 year olds rely on TV news for local information while nearly as many rely on Facebook/Internet (39%) or the *Newark Advocate* (34%).

Seven-in-ten respondents (70%) indicated that they have a computer at home that has access to the Internet.

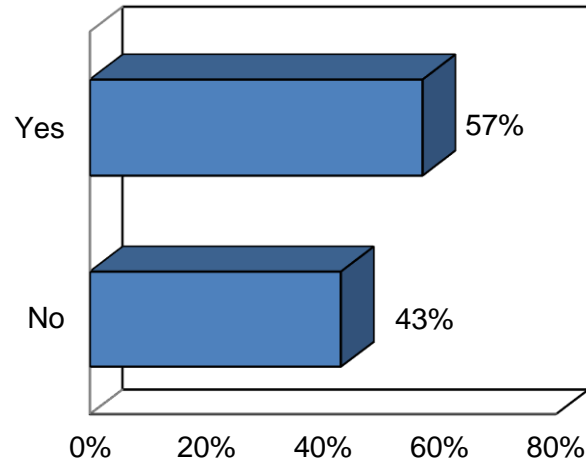
Q8 HAVE A COMPUTER AT HOME WITH INTERNET ACCESS



Groups **less likely** to have a computer with Internet access at home included seniors (54%), one-person households (57%), renters (59%), those with incomes under \$15,000 (55%), and those who receive public assistance (57%).

Just over half (57%) indicated that they use e-mail regularly.

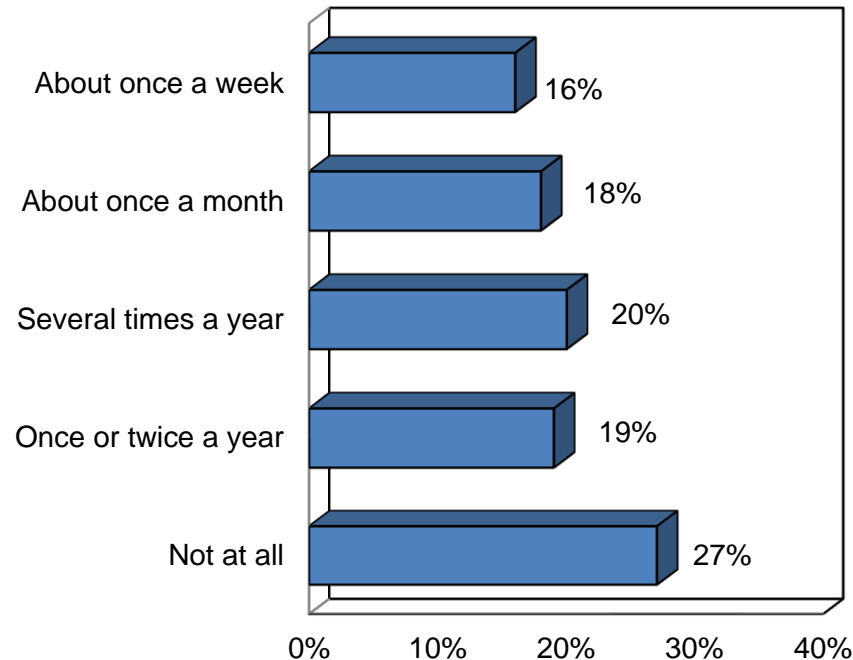
Q9 DO YOU USE E-MAIL REGULARLY



Groups more likely to use e-mail included 18 to 49 year olds (76%), those with incomes of \$40,000 or more (75%), households with three or more people (67%) and homeowners (64%).

Three-fourths (73%) reported using the Newark Public Library, of which a third (34%) use it regularly.

Q7 FREQUENCY OF VISITING NEWARK PUBLIC LIBRARY

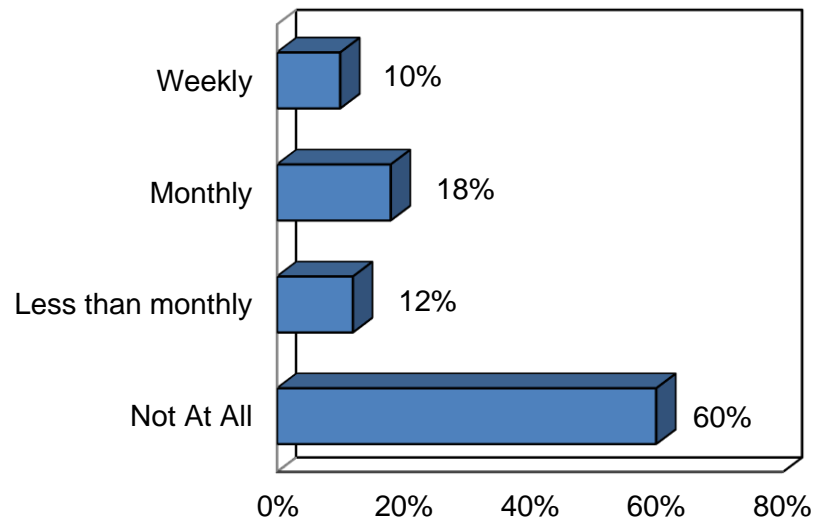


Those who use the library once a week or once a month or regular users were more likely to be three or more person households (40%), 18 to 49 year olds (42%), have incomes under \$15,000 (42%) and receive public assistance (42%).

About two-fifths of one-person households also use the library regularly (38%), but just 28% of two-person households are regular users.

Two-fifths (40%) indicated that they volunteer for different organizations.

Q15 FREQUENCY OF DOING VOLUNTEER WORK



Those with incomes of \$40,000 or more (52%) and 18 to 49 year olds (61%) were more likely to volunteer.

And they volunteer for a wide variety of efforts including ...

- Church (n=24)
- School, day care, tutoring, Ronald McDonald House (n=14)
- Civic groups, such as the Lion's Club, Red Cross, Salvation Army, veterans groups, etc. (n=11)
- Neighborhood programs such as the community garden, block watch, cleaning up vacant properties, etc. (n=9)
- Hospital, nursing home, mental health/behavioral health programs (n=7)
- Cultural groups, Columbus Conservatory (n=5) and
- Food bank, food pantry (n=3).

Also mentioned by one person each were animal rescue, humane society, job and family services, sports, motorcycle club and county aging program.