

The City Of Upper Arlington's 2022 Community Survey

ILLUMINOLOGY

EXECUTIVE SUMMARY

The City of Upper Arlington's 2022 Community Survey, which interviewed a representative sample of over 500 Upper Arlington residents, revealed the following key research findings.

Overall, residents feel Upper Arlington is a great place to live.

Upper Arlington continues to receive very positive ratings as a place to live and raise children by nearly all residents.

Although the majority of residents rate the quality of City services overall as "excellent" or "good," the quality ratings for stormwater drainage and police decreased significantly from 2017 to 2022. While ratings of police may be signifiers of broader state and nationwide issues with police departments, the decreased ratings for stormwater drainage suggest an area for the City to improve. On a positive note, many residents feel much more positive about garbage, recycling, and yard waste collection than they did in 2017.

A majority of residents report they are highly likely to remain in Upper Arlington in the near future (i.e., the next five years). However, a third of residents are "not confident at all" that they could find and afford the type of housing they want if they wanted to move to a new location within the City.

Opinions about government officials are mostly positive.

Most survey respondents trust that Upper Arlington's government officials try to do the right thing, even if they have lower levels of general trust in their government officials. There is room to improve residents' attitudes and awareness when it comes to how well the City Council represents them, and how much local government welcomes citizen input.

Satisfaction with the City's economic development efforts.

Few residents rate economic development along Lane Avenue and near the Kingsdale area as anything less than "good." They are slightly more satisfied with the economic development that has occurred along Lane Avenue.

Upper Arlington should continue its efforts to increase diversity.

A majority of residents say increasing racial/ethnic diversity makes the City a better place to live, and half say attracting this diversity to the community is "very" or "extremely important." Compared to 2017, many more residents comment that the City's current lack of demographic diversity is a major problem facing the City.

METHOD & PARTICIPANTS

Survey Administration

A total of 1,501 addresses were randomly selected from the universe of occupied residential household addresses in the City of Upper Arlington. A notification letter was sent to each household, asking the adult in the household who most recently had a birthday to complete the survey online.

Approximately 10 days after the initial mailing, a questionnaire was sent to those households who had not yet completed the survey online. This mailing included a cover letter and a Business Reply Mail envelope so they could complete the questionnaire and send it back at no cost to them. See Appendix A for a copy of the survey questionnaire.

In addition to the steps outlined above, the City of Upper Arlington raised awareness of the 2022 Community Survey (and the importance of participating in it) by discussing it in the *City Insight* newsletter, by information posted on the City's website, and via the City's social media outlets.

In total, 529 residents completed the questionnaire, or 36% of the total number of valid addresses (i.e., occupied and deliverable) that were invited to participate. Of these, 345 completed the online version and 184 completed and returned the hard copy version. With a random sample of this size, the margin of error is $\pm 4.2\%$ at the 95% confidence level. Data were collected from June 22, 2022 through August 21, 2022.

Participants

Respondents' demographics were weighted to match U.S. Census Bureau's population estimates for the City and are presented in Table 1 (next page). The median age was 50 and respondents tended to be highly educated, with 75% having a college or graduate degree. The median number of years respondents reported living in Upper Arlington was 19 years.

Figure 1: Map of participating households

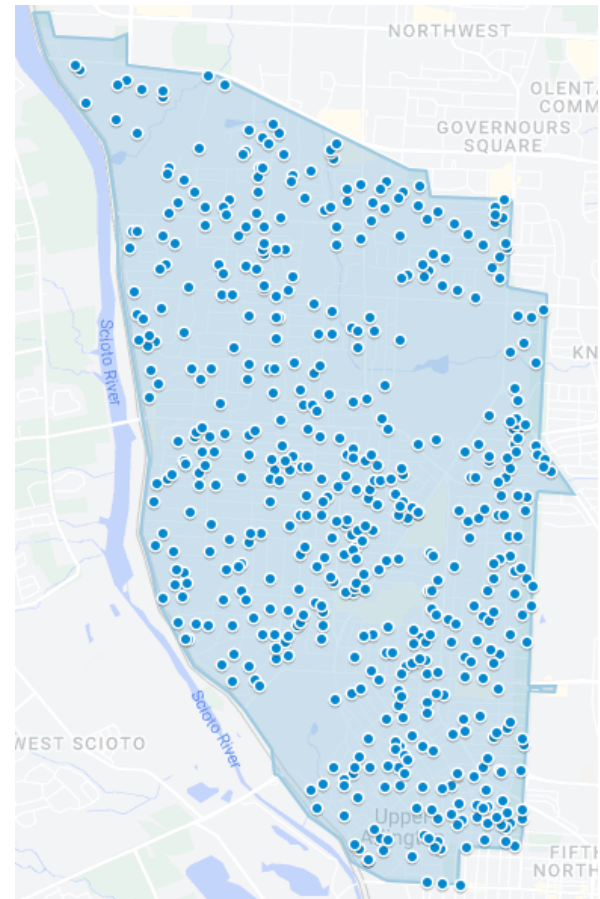


Table 1: Survey Sample Demographics

Gender		n=522	Household income		n=487
	Male	48%		Less than \$50,000	6%
	Female	51%		\$50,000 - \$99,999	17%
	None of these	1%		\$100,000 - \$149,999	17%
Age		n=518	\$150,000 - \$199,999	19%	
	Average age	51	\$200,000 or more	40%	
	Median age	50	Employment	n=529	
Race / Ethnicity		n=498	Employed or self-employed	76%	
	White, non-Hispanic	90%	Years lived in Upper Arlington	n=519	
	Asian, non-Hispanic	7%	Years (average)	22.5	
	Black, non-Hispanic	0.5%	Years (median)	19	
	Hispanic	2%	Household size	n=529	
	Other	0.1%	Average	2.9	
Sexual orientation		n=528	Number of children under 18 in household	n=520	
	Straight	91%	None	63%	
	Gay or lesbian	2%	1 or more	37%	
	Something else	<.1%	UA zone	n=529	
	Don't know	0.1%	North of Fishinger	38%	
Prefer not to classify	6%	Between Fishinger and Lane	44%		
Education		n=527	South of Lane	18%	
	Some college/Associate's degree or less	24%	Home ownership	n=527	
	Bachelor's degree	41%	Own	90%	
	Graduate or professional degree	34%	Rent	10%	

Due to rounding error, percentages may not sum to 100%.

Statistical Analyses

Weighting. An iterative proportional fitting or “raking” procedure was used to compute a post-stratification weight, which allowed the survey sample to resemble the underlying population more closely as well as to adjust for unequal probability of selection for those households with more than one adult. To calculate this weight, U.S. Census Bureau 2020 5-year population estimates for the City of Upper Arlington were used for a host of variables (i.e., age, gender, educational attainment, presence of children in the household, race/ethnicity, and zip code). Additionally, the weighting procedure accounted for the number of occupied households in different geographic areas of the City, using information provided by a commercial address list partner.

Subgroup Differences. After analyzing the topline/overall responses to each questionnaire item, ordinary least squares (OLS) regressions and crosstabulation analyses were conducted

to explore for the presence of statistically significant differences¹ in responses across different groups of respondents. These analyses included age, gender, race/ethnicity, educational attainment, presence of children in the home, and City zone. Stata v17 was used for all statistical analyses. Unless otherwise noted, all analyses in this report reflect the use of weighted data.

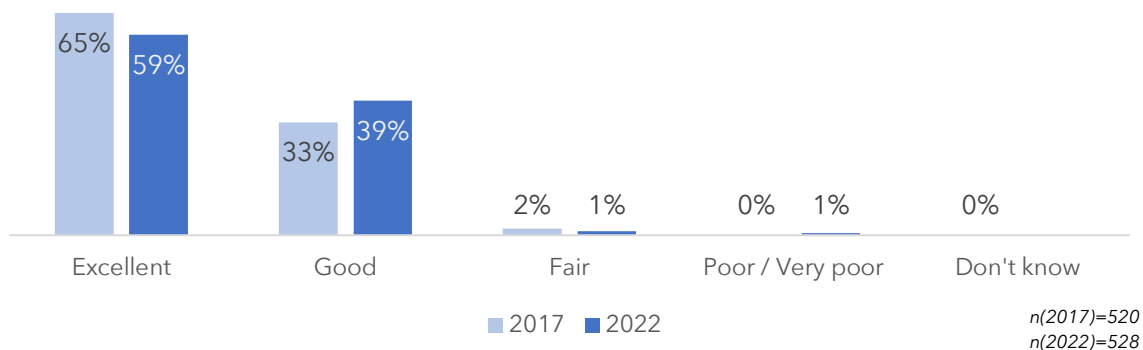
Opt-in Version of the 2022 Community Survey

Residents in households that were not randomly selected in Upper Arlington’s 2022 Community Survey were given an opportunity to share their opinions and feedback via an “opt-in” version of the 2022 Community Survey. Fielded online only and promoted via the City’s social media channels, a total of 610 residents also answered these questions. Overall, the responses collected by the opt-in version of the survey questionnaire were similar to the responses collected by the main survey. See Appendix B for more information about these additional efforts that the City took to invite resident feedback.

OVERALL OPINIONS ABOUT UPPER ARLINGTON

The survey first asked residents how they felt about their City overall. Residents rated Upper Arlington as a place to live and a place to raise children as "excellent," "good," "fair" or "poor." As shown in Figure 2, Upper Arlington residents hold their City in high regard. Almost all residents (98%) said Upper Arlington was an “excellent” or “good” place to live, equal to the percentage who said this in 2017 (98%).²

Figure 2: Opinion Of Upper Arlington As A Place To Live



¹ A statistically significant difference is one that is unlikely to have been caused by chance alone (p<.05).

² The 2022 version of the questionnaire removed the “don’t know” response option from the questions measuring the overall opinion of UA as a place to live and the opinion of UA as a place to raise children, as both are concepts that residents are likely to have at least a weak opinion about.

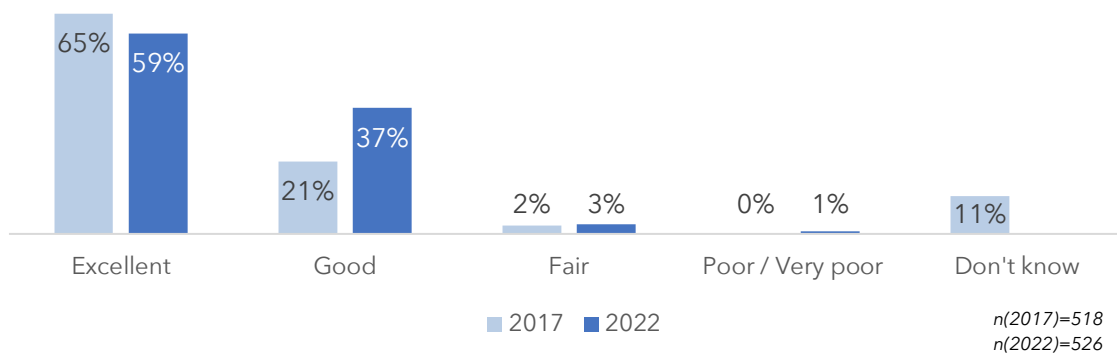
Differences Observed



No statistically significant differences related to residents' age, gender, race/ethnicity, educational attainment, presence of children in the household, or City zone were observed in the responses to this question.

Also similar to 2017, almost all residents (96%) said Upper Arlington was an "excellent" or "good" place to raise children. See Figure 3.

Figure 3: Opinion Of Upper Arlington As A Place To Raise Children



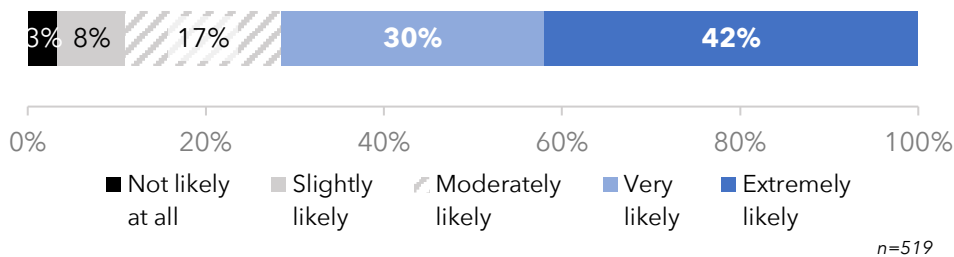
Differences Observed



No statistically significant differences related to residents' age, gender, race/ethnicity, educational attainment, presence of children in the household, or City zone were observed in the responses to this question.

Given these positive appraisals of life in Upper Arlington, it is not surprising that nearly three-quarters of residents plan to stay in the City in the next five years (Figure 4). This is consistent with the responses observed in the 2017 survey.

Figure 4: Likelihood Of Remaining In Upper Arlington





**Differences
Observed**

Racial/ethnic background: UA residents with a racial/ethnic background that is not white only are less likely to say they are “very” or “extremely likely” to remain in UA in the short term (46%), compared to those whose racial/ethnic background is white only (75%).

Rent/own: Those who rent their home in Upper Arlington are less likely to say they are “very” or “extremely likely” to remain in UA in the short term (28%), compared to those who own their home (76%). No other statistically significant subgroup differences were observed in the responses to this question.

Early in the survey questionnaire, respondents were asked to identify, in their own words, what they liked the most about living in Upper Arlington. The answers to this question can validate the City’s understanding of its strengths and assets as well as guide its communication efforts to both current and potential residents and businesses. The open-ended responses to this question were coded by researchers into the categories shown in Table 2 (next page).

The bold-faced “category summary” percentages reflect the proportion of respondents who provided at least one response from the sub-categories listed below it.³ Overall, residents most frequently identified the following attributes of Upper Arlington: *a feeling of safety/security; its location/proximity to Columbus; good schools; and community pride/spirit.*

Overall, the community assets and strengths shared by respondents in 2022 are highly similar to what was reported by respondents in 2017.

³ For example, 58% of residents provided at least one of the four responses in the “Community Assets” category (i.e., Location / proximity to Columbus, Good schools, Shopping / dining, Library, Other community facilities / amenities).

Table 2: What Residents Like Most About Living In Upper Arlington

	2017	2022
Community Assets	62%	58%
Location / Proximity to Columbus	36%	37%
Good schools	34%	30%
Shopping / Dining	6%	7%
Library	5%	4%
Other community facilities / Amenities	3%	n/a
City Services	54%	68%
Feeling of safety, security	36%	44%
Parks & recreation (including pools)	9%	17%
City services	14%	15%
Community events	n/a	7%
Clean	5%	5%
Trees, green space	5%	4%
Infrastructure, public transit	0%	2%
City management / gov't is effective, responsive	0%	1%
Community Pride	42%	36%
Community feel / Pride / Spirit	27%	24%
Like the people (friendly, educated)	13%	13%
Aesthetically pleasing	6%	4%
Diversity/inclusivity	n/a	1%
High quality of life	2%	1%
General positive comment about UA	n/a	n/a
Neighborhood Attributes	26%	31%
Walkable / Bikeable	7%	9%
Houses are nice / Well maintained	6%	9%
Good place for kids/families	n/a	6%
Like the neighborhoods	8%	6%
Quiet, calm	5%	4%
No traffic issues	2%	3%
Stable/ Good home values	3%	2%

Because multiple responses were allowed, percentages may not sum to 100.
n/a= not enough responses mentioned to make this its own category

Residents were again asked to identify, in their own words, what they thought was the most important problem facing Upper Arlington. The answers to this question can help the City plan, act, and communicate accordingly regarding issues that frustrate residents. Responses to this question were coded by the researchers into the categories shown in Table 3 (next page). Overall, residents most frequently identified the following issues as problems facing Upper Arlington: *Lack of diversity* (in 2017, only 3% identified this as the most important problem); *a perception that taxes in Upper Arlington are high*; and *concerns about managing growth as well as the amount and character of commercial/multi-family developments*.

Table 3: Most Important Problem Facing Upper Arlington

	2017	2022
Economic / Financial Issues	29%	45%
High taxes	14%	16%
Managing growth	1%	14%
Commercial and multi-family developments - too many / do not fit in UA	6%	13%
Housing market / homes too expensive	4%	9%
Complaints about how tax money is spent	4%	4%
Lack of commercial tax base and ability to get it because landlocked	5%	3%
Issues with City Government / Services	29%	17%
Crime / safety concerns	2%	4%
City government/policies too liberal	n/a	4%
Address needs of all residents including better parks, pools, retail	7%	3%
General problem with city government, including mistrust of leaders	7%	3%
Maintain city services	3%	2%
City government/policies too conservative	n/a	2%
City government does not listen to citizens/only listens to the minority	6%	1%
Drug use, especially among youth	5%	<1%
Poor trash or recycling services	3%	<1%
Infrastructure Issues	28%	18%
Infrastructure aging, in need of repair generally	13%	5%
Improve or add sidewalks	4%	4%
Too much traffic	1%	4%
Repair streets	9%	3%
Repair old utilities	3%	2%
Maintain residential homes, neighborhoods	1%	2%
Environmental/wildlife concerns; lack of green spaces	n/a	2%
Improve or add street lighting	1%	<1%
School and Community Facility Issues	27%	14%
Declining education in schools	1%	5%
Schools too liberal	n/a	5%
Lack of city center	<1%	3%
Complaints about new community center	n/a	2%
School infrastructure and facilities are aging; Cost to repair	21%	n/a
No recreation / community center	8%	n/a
Other Issues	14%	30%
Lack of diversity	3%	26%
Aging population resistant to taxes, few housing options available	5%	4%
Difficulty of consensus among residents re: priorities; minority is too vocal	5%	n/a
Need to attract new residents and remain competitive in Columbus	1%	n/a

Because multiple responses were allowed, percentages may not sum to 100.
n/a= not enough responses mentioned to make this its own category

OPINIONS ABOUT CITY SERVICES

Ratings Of Services Provided By The City Of Upper Arlington

One of the central purposes of the 2022 Community Survey is to understand resident perceptions of the quality of City services that are provided to them and to track change in these perceptions over time. Figure 5 (next page) presents the percentage of residents who rate each service as "excellent" or "good" in 2017 (left side) and in 2022 (right side).

Respondents who indicated they didn't know how to rate a service were not included in these analyses. In some cases, the percentages of "don't know" responses were higher than 20%.⁴

Firstly, the reader should notice that the overall quality rating for the City's services increased substantially from 2017 to 2022 (89% to 93%). The City's public safety services were also rated highly, as were the City's parks and recreation programming/classes.

Furthermore, residents' ratings of the City's garbage collection, recycling collection, and yard waste collection services also increased substantially from 2017 to 2022; these increases were statistically significant. The researchers suspect these improved ratings over time are due to the City's transition away from "pay-as-you-throw" services in January 2018.

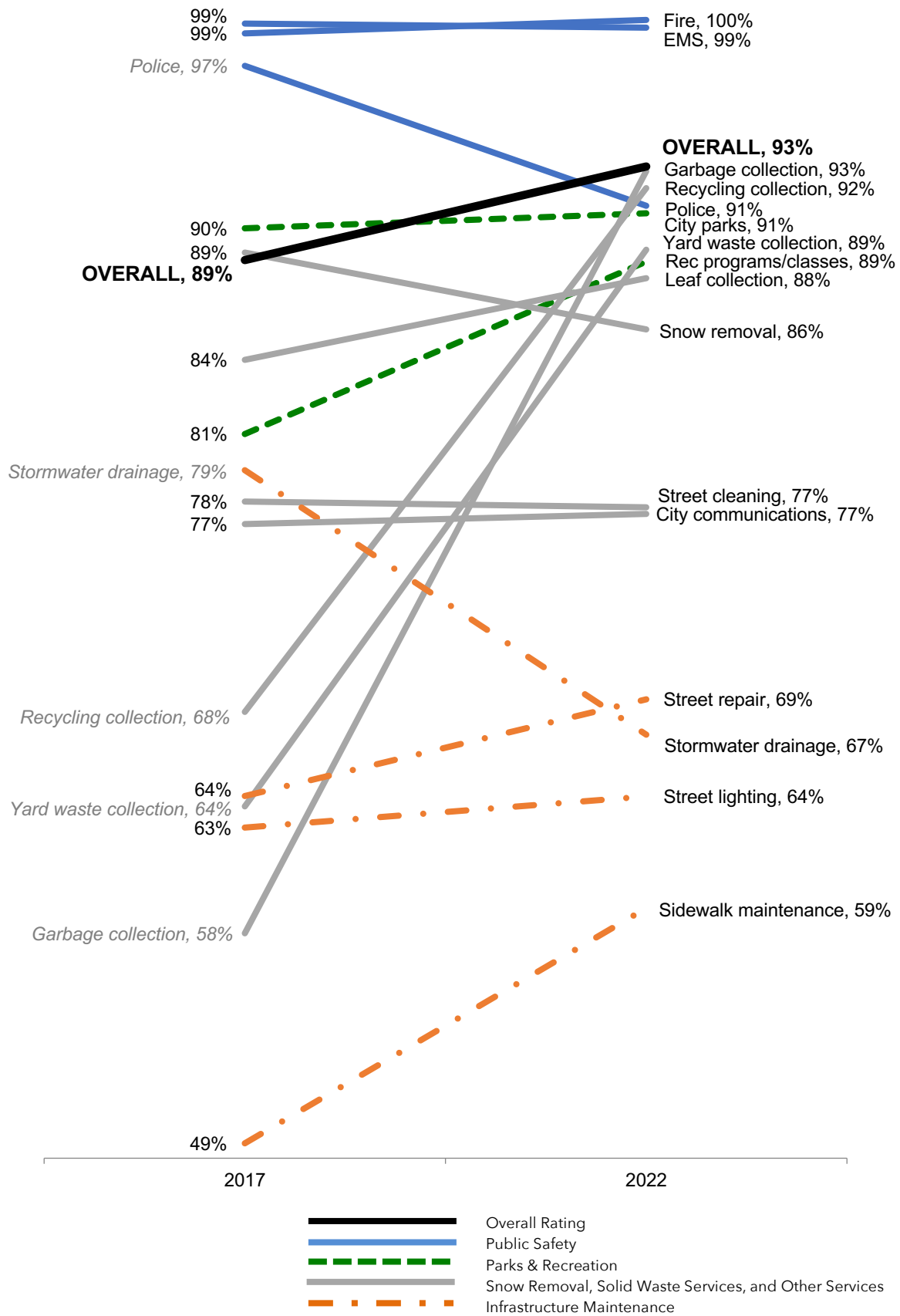
Residents' ratings of sidewalk maintenance also increased substantially from 2017 to 2022; that difference over time approached statistical significance.

Residents' ratings of the City's police and stormwater drainage services decreased substantially from 2017 to 2022; these decreases were statistically significant.

- Regarding the decline in police ratings: Residential surveys conducted in other suburban communities in central Ohio have also noted a decrease in police ratings from pre-COVID years (e.g., 2016, 2017) to post-COVID years (e.g., 2020, 2022). The researchers suspect that these decreases in police ratings reflect macro-level issues and trends that received tremendous public attention in 2020 and afterwards, as opposed to a specific issue in Upper Arlington.
- Regarding the decline in stormwater drainage services: In 2020, two extreme rain events caused sewer backflows for some households in the City. It is possible that those events drove the decrease in ratings for that service from 2017 to 2022.

⁴ For example, 28% of respondents answered "don't know" for EMS services, 24% answered this way for fire services, and 20% answered this way for recreational programs and classes. 15% answered "don't know" for police, and 10% for sidewalk maintenance.

Figure 5: Ratings Of City Services In 2017 And 2022 As "Excellent" Or "Good"



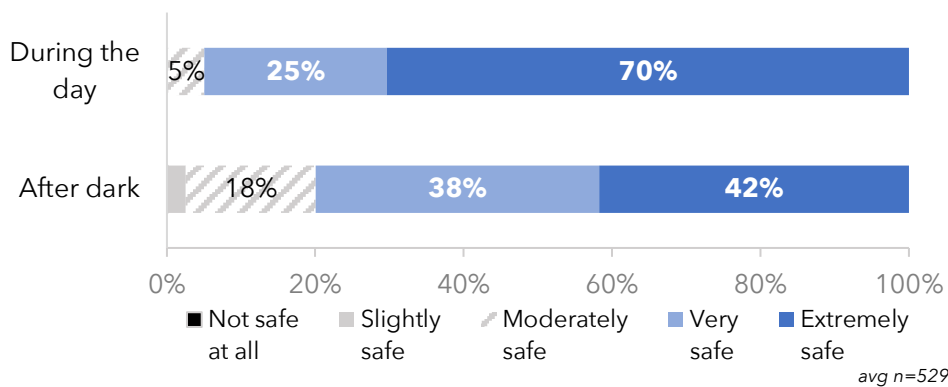


Differences Observed (Overall Rating)

No statistically significant differences related to residents' age, gender, race/ethnicity, educational attainment, presence of children in the household, or City zone were observed in the responses to this question.

Consistent with the positive evaluations of the City's public safety services, most Upper Arlington residents reported feeling safe in their neighborhoods. Almost all UA residents surveyed felt "very" or "extremely safe" in their neighborhoods during the day (95%), and 80% felt "very" or "extremely safe" at night. See Figure 6. These data are similar to what was observed in 2017.⁵

Figure 6: Residents' Perceived Safety



Differences Observed

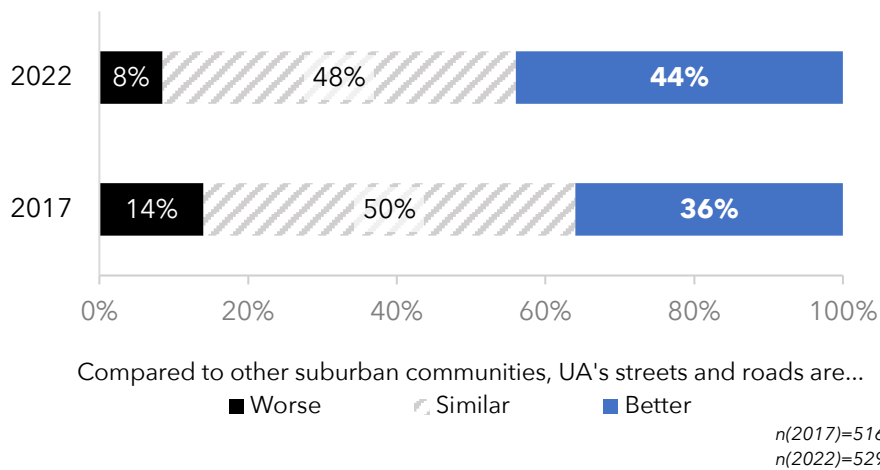
Age: Those who are 18-34 and 35-44 are slightly more likely than others to feel "extremely safe" during the day, compared to those who are 55-64 (77%, 81%, and 57%, respectively). No other statistically significant subgroup differences were observed in the responses to these questions.

Residents were asked to rate the quality of the streets and roads in Upper Arlington compared to other suburban communities in Central Ohio. See Figure 7. The percentage of respondents who think UA streets and roads are better than other suburban communities increased from 36% in 2017 to 44% in 2022. In both years about half of respondents reported that UA's streets and roads are similar to other suburban communities.

⁵ In 2017, four bipolar response options were provided (very safe, somewhat safe, somewhat unsafe, and very unsafe), compared to the five unipolar response options provided in 2022. The most appropriate comparison over time, therefore, is to compare the most positive response in 2017 (i.e., "very safe") to the two most positive responses in 2022 (i.e., "extremely safe", "very safe").

- In 2017, 92% felt "very safe" during the day | In 2022, 95% felt "very or extremely safe" during the day.
- In 2017, 65% felt "very safe" after dark | In 2022, 80% felt "very or extremely safe" after dark.

Figure 7: Comparing Upper Arlington's Streets And Roads To Those Of Other Communities



Age: Those age 45-54 less likely to rate UA's streets and roads as "better" than other suburban communities (30%), whereas those age 18-34 are more likely to rate UA's streets and roads as "better" (54%).


Differences Observed

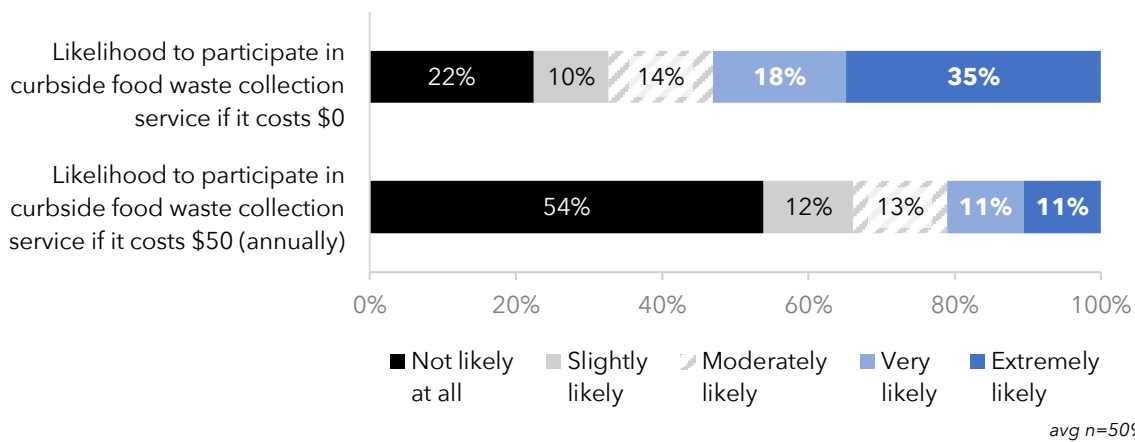
Racial/ethnic background: Those who have a racial/ethnic background that is white only are slightly more likely to rate UA's streets and roads as "better" (47%), compared to those with a different racial/ethnic background (26%).

Children in household: Those with at least one child in the household are less likely to rate UA's streets and roads as "better" (36%), compared to those with no children in the household (49%). No other statistically significant subgroup differences were observed in the responses to this question.

Interest In New City Services

The 2022 survey also included a question to measure interest in another public service that could be provided by the City: curbside food waste collection. Respondents were asked to rate their likelihood to participate in a program that collected their food waste, both if the program was free, and if the program was provided at an annual cost of \$50. Slightly over half of respondents indicated their household would be "very" or "extremely likely" to participate if the program was free (53%). However, this percentage fell to 22% if there was an annual cost involved. See Figure 8.

Figure 8: Likelihood To Participate In Curbside Food Waste Collection



Age: Those who are younger are more likely to say they are “very” or “extremely likely” to participate in the curbside food waste collection if provided for no cost (18-34: 66%; 35-44: 64%), compared to those who are older (65+: 40%). Younger adults were also more likely to participate in the program if it costs \$50 (18-34: 33%; 35-44: 28%) compared to those older (65+: 12%).

Differences Observed

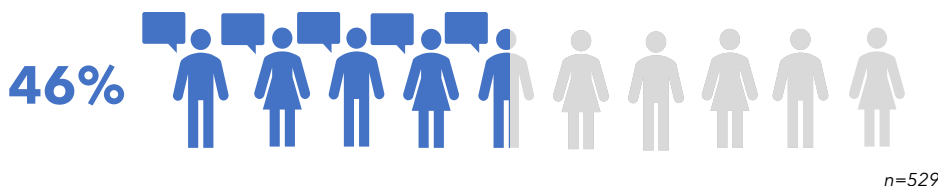
Racial/ethnic background: Those with a racial/ethnic background that is not white only are more likely to say they are “very” or “extremely likely” to participate if there is no cost (83%), compared to those whose racial/ethnic background is white only (52%).

Gender: Those who are female are slightly more likely to say they are “very” or “extremely likely” to participate in the program if provided for no cost (59%); they are also more likely to participate in the program if it costs \$50 (26%). No other statistically significant subgroup differences were observed in the responses to these questions.

Contact With City Employees

Slightly under half of residents surveyed in 2022 (46%) reported talking with a City of Upper Arlington employee in person, by phone, by email, or in some other way in the past year.

Figure 9: Talked with a City Employee



When asked how satisfied they were with their last exchange with a City employee, a majority (78%) of those who reported talking with an Upper Arlington City employee in the past year said they were “very” or “extremely satisfied” with that interaction.

Figure 10: Satisfaction With Interaction With City Employees



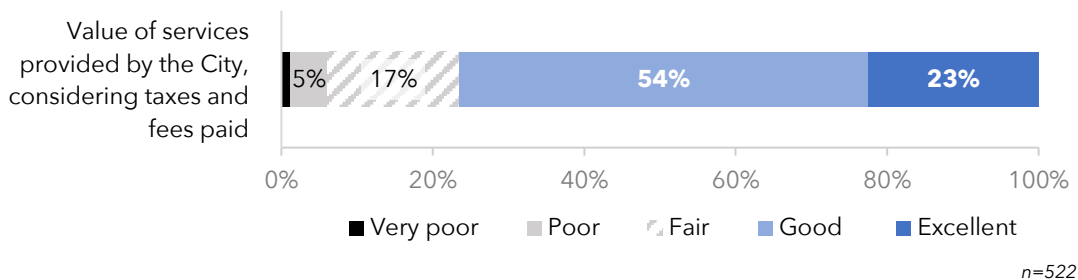
Differences Observed

Racial/ethnic background: Those with a racial/ethnic background that is not white only are slightly more likely to say they are “very” or “extremely satisfied” with these interactions (94%), compared to those whose racial/ethnic background is white only (79%). No other statistically significant subgroup differences were observed in the responses to these questions.

Perceived Value Of The Services Provided By The City

Residents rated the value of the services provided by the City of Upper Arlington, considering the taxes and fees they pay. Figure 11 displays how almost a quarter of respondents (23%) rate this value as “excellent,” and slightly over half of respondents rate this as “good.”⁶

Figure 11: Value Of Services Provided By The City Considering Taxes And Fees Paid



Differences Observed

Gender: Those who are female are more likely to say the value of City services is “good” or “excellent” (86%), compared to those who reported a different gender (69%).

Educational attainment: Those with less than bachelor’s degree are more likely to say the value of City services is “good” or “excellent” (86%), compared to those with a bachelor’s or graduate degree (74%). No other statistically significant subgroup differences were observed in the responses to this question.

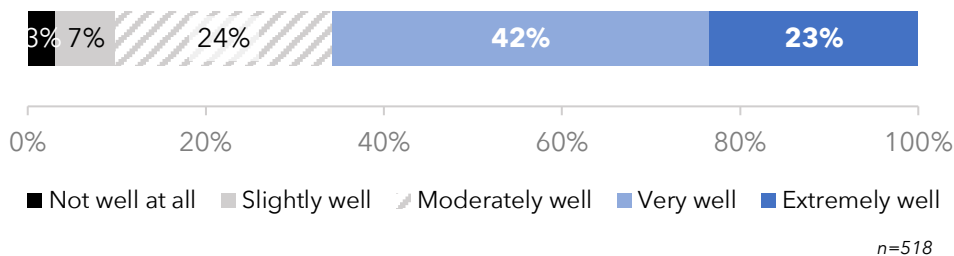
⁶ In 2017, response options were excellent, good, fair, poor, and “don’t know”. At that time, about 25% of respondents rated the value of city services as “excellent,” and 45% rated it as “good.”

PERCEPTIONS OF BELONGING IN UPPER ARLINGTON

Inspired by the increased focus of community leaders on issues of diversity and social justice, the 2022 survey questionnaire included a number of new questions designed to measure how well Upper Arlington fits residents' perceptions of an accepting community.

Turning first to residents' perceptions of belonging in the community (Figure 12), about two-thirds of residents think that the statement: "I feel like I belong in Upper Arlington," describes them "very" or "extremely well." However, 10% feel this statement describes them "slightly well" or "not well at all."

Figure 12: How Well The Statement "I belong in Upper Arlington" Describes Residents




Differences Observed

Racial/ethnic background: Those with a racial/ethnic background that is white only are more likely to say the statement describes them "very" or "extremely well" (68%), compared to those whose racial/ethnic background is not white only (46%).

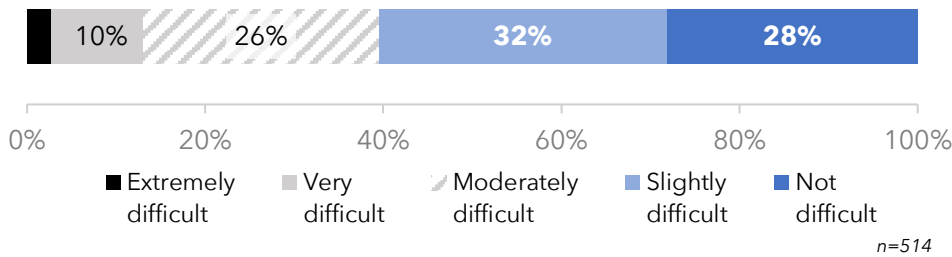
Age: Those who are older are more likely to say the statement describes them "very" or "extremely well" (55-64:73%; 65+:76%), compared to those who are younger (18-34: 60%).

Rent/own: Those who rent their home in Upper Arlington are less likely to say the statement describes them "very" or "extremely well" (39%), compared to those who own their home (68%).

Tenure: Those who have lived in Upper Arlington for 30+ years are more likely to say the statement describes them "very" or "extremely well" (77%), compared to those who lived for fewer years in Upper Arlington (60%). No other statistically significant subgroup differences were observed in the responses to this question.

Residents were then asked to rate how difficult they think it is for new residents to be accepted as members of the Upper Arlington community. Figure 13 (next page) displays how over half of residents (61%) feel it is relatively easy to be accepted ("not difficult," or "slightly difficult").

Figure 13: Difficulty Of Being Accepted In Upper Arlington As A New Resident



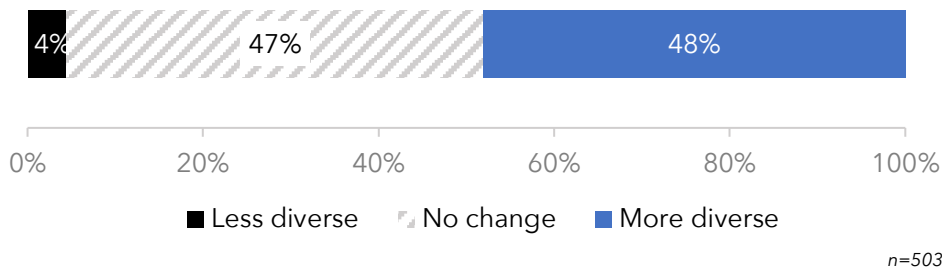
Differences Observed

Tenure: Those who have lived in Upper Arlington for 30+ years are less likely to say it is “extremely” or “very difficult” for new residents to be accepted as members of the community (7%), compared to those who lived for fewer years in Upper Arlington (16%). No other statistically significant subgroup differences were observed in the responses to this question.

Perceived Diversity And Its Importance To The City

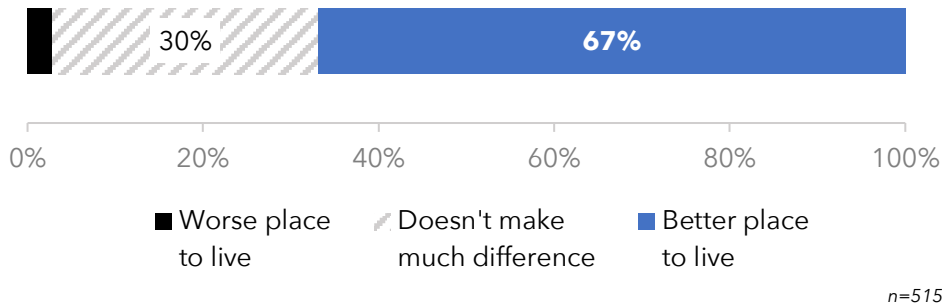
Residents were also asked to give their perception and opinion of Upper Arlington in terms of its ethnic and racial diversity. As shown in Figure 14, about half of Upper Arlington residents (48%) think the City’s level of ethnic and racial diversity has increased over the past few years, while a similar percentage perceive there to be no change.

Figure 14: Perception Of Changes In The City’s Ethnic And Racial Diversity



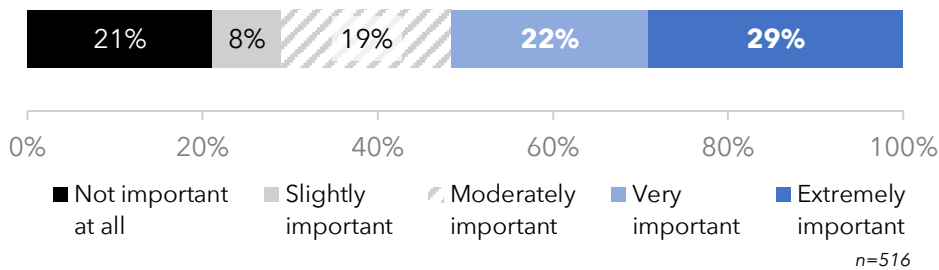
While a majority of Upper Arlington residents (67%) think that having an increasing diversity of different races, ethnic groups, and nationalities in Upper Arlington makes the City a “better place to live,” nearly a third (30%) believe it “doesn’t make much difference.” Only 3% reported it makes the City a “worse place to live.” See Figure 15 (next page).

Figure 15: Resident Opinions On Ethnic And Racial Diversity



In terms of how important it is to residents themselves that the City attract residents of different races, ethnic groups, and nationalities, about half of residents (51%) rate this as “very” or “extremely important” to them. Over a quarter of residents (29%) rate this as “not important at all” or “slightly important.” See Figure 16.

Figure 16: Importance of Attracting Diverse Residents



Differences Observed

Age: Those who are 65+ are less likely to say it is “very” or “extremely important” to attract diverse residents (38%), compared to those who are younger (18-34: 67%; 35-44: 57%).

Gender: Those who are female are more likely than others to say this is “very” or “extremely important” (58%).

Educational attainment: Those with a graduate degree are slightly more likely to say this is “very” or “extremely important” (57%), compared to those with less than a bachelor’s degree (41%).

Tenure: Those who have lived in Upper Arlington for 30+ years are less likely to say this is “very” or “extremely important” (38%), compared to those who lived for fewer years in Upper Arlington (59%). No other statistically significant subgroup differences were observed in the responses to this question.

Residents were also given the opportunity to comment about diversity in Upper Arlington. Table 4 provides insight into the distribution of responses falling into various categories (bolded). Below each category and percentage readers can find a verbatim quote from a 2022 Community Survey respondent that exemplifies this perspective on diversity and includes helpful context. Most of the comments reflected perspectives on racial and ethnic diversity, but a number of residents also drew attention to the importance of socioeconomic diversity, as well as with regard to disabled and LGBTQ populations.

Over a quarter of responses told that Upper Arlington is lacking in diversity, especially in terms of race and ethnicity. A quarter of responses also revealed that community members see diversity as good for the community, pointing to its importance for social and psychological development. While some respondents see a gradual improvement in the level of diversity in UA, a few recounted personal stories, or those they have heard from others, which featured discrimination and marginalization of people of color taking place in UA. Some respondents affirmed that having diversity in the community they live in is extremely important to them, and multiple respondents said they would have reconsidered their moves to UA because they perceive the City as lacking diversity or unwelcoming.

However, some respondents commented that they felt issues of diversity are sensationalized, and UA does not need to increase its diversity. Relatedly, some respondents felt diversity could be a threat to "community values," and alluded to or explicitly stated fear that safety would decrease in UA should it become more racially and ethnically diverse.

Table 4: UA Residents Perspectives On Diversity In Upper Arlington

	2022
<p>UA is lacking in diversity/less diverse than surrounding communities</p> <p><i>"We have done a disservice to our family to not raise them in a more diverse community. I wish we had more diversity in our neighborhood and interactions with city employees, other community members, teachers, professionals, etc."</i></p>	26%
<p>Diversity is important, good, and wanted</p> <p><i>"It is important for children and young adults to be exposed to people of different backgrounds and ethnicities than their own. Personally, I grew up in a much more diverse city compared to Upper Arlington and I believe it made a huge difference in how I see the world and my acceptance for others."</i></p>	25%
<p>UA is not welcoming to all/some residents are not open to diversity</p> <p><i>"As outsiders to Upper Arlington and being in a mixed-race marriage, it was very evident that we were viewed differently and less accepted. Once people learned of our success in work, we were looked at in a more positive light, but are still not</i></p>	14%

welcomed as part of the community. It still feels like we are outsiders, but that now we are generally accepted as tolerable to the community."

Diversity is fine as long as people maintain community standards/it is not forced or done for a quota 14%

"I do not want the great things / characteristics about our community to decrease at the expense of promoting blind diversity policies. For example, Increased diversity in the schools should not be done at the expense of the school's performance / rank as one of the best in the state. Further, diversity should not be promoted at the expense of student / community safety."

UA is becoming more diverse/efforts to improve this are making a difference 13%

"It seems like we are making some headway. I think the Equal UA group has really helped with awareness."

Diversity is not important/not a real issue in UA/not needed; Other issues are more important 11%

"Every affluent community is faced with the same issue. Our community leaders should spend time looking at their responsibilities under the charter and laws of UA and not spent an inordinate amount of time and money on issues they were not elected to resolve."

More affordable housing and business spaces could help increase diversity 9%

"More affordable housing options would likely make Upper Arlington more attractive to more minority residents of the greater Columbus area. There's also a limited availability of affordable business spaces in the area, perhaps a greater minority representation among local small businesses would also help attract minority residents."

Other suggestions for how to educate residents/encourage diversity in the community 6%

"Increasing the number of individuals from diverse backgrounds in leadership positions in the community (such as city gov't, police, schools (teachers and administrators), and community leaders) may help create a more accepting culture that would appeal to new residents."

UA has diversity/UA is welcoming to all 4%

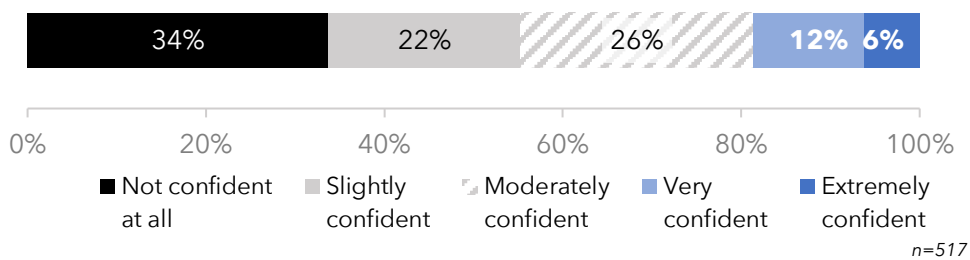
"I've had neighbors of different nationalities and skin tones, and they all feel welcome here. I think Upper Arlington is a great place for anyone to live."

Because multiple responses were allowed, percentages do not sum to 100.

Perceived Ability To Find And Afford Housing In The City

While perceptions of the City as a good place to live and raise children, having quality public services, and being accepting no doubt impact residents' desires to belong in Upper Arlington long-term, the availability and affordability of housing is another important factor. As shown in Figure 17, comparatively few residents (18%) are "very" or "extremely confident" they could find and afford housing in the City if they wanted to move. A third of residents (34%) are "not confident at all" about this.

Figure 17: Confidence In Ability To Find And Afford Housing



Differences Observed

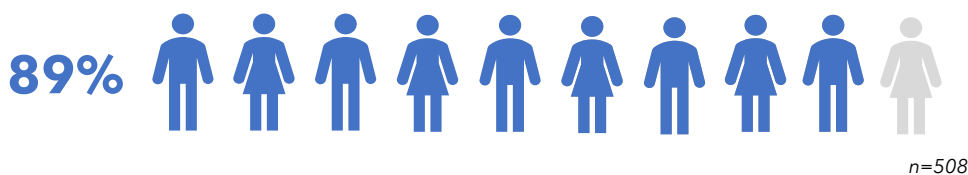
City zone: Those who live north of Fishinger Road are more likely say they are "very" or "extremely confident" (28%), compared to those who live south of Lane Avenue (14%), or between Fishinger and Lane Avenue (13%). No other statistically significant subgroup differences were observed in the responses to this question.

OPINIONS ABOUT CITY GOVERNANCE

Opinions About The City's Government Officials

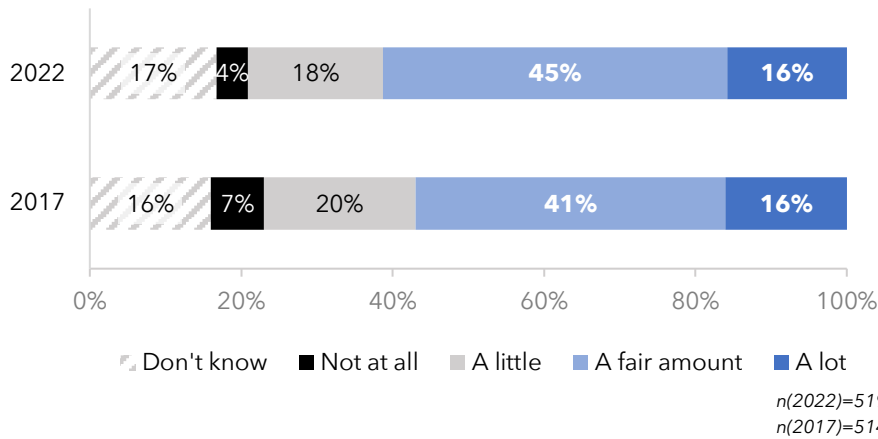
A common view exists in popular culture and pervades public opinion in the wake of COVID-19 and increasing political polarization: that people have an inherent distrust of government and the people who work for the government. By this notion, it may be surprising that a large majority of survey respondents (89%) think Upper Arlington's government officials try to do the right thing most of the time; only 11% do not think that.

Figure 18: Think That Upper Arlington Government Officials Try To Do The Right Thing



Overall trust in government officials is important to ensure that UA residents feel motivated to contribute to their community, whether by voting, attending meetings on important issues and initiatives, or engaging with local government in other ways. When survey respondents were asked to rate the extent to which they trust UA's government officials, 62% said they trusted them "a fair amount" or "a lot," which is similar to 2017's responses.⁷ See Figure 19.

Figure 19: Degree Of Trust In Upper Arlington Government Officials



Differences Observed

Age: Those who are 65 and over are slightly more likely to say "a fair amount" or "a lot" (78%), compared to those who are age 18-34 (51%).

City zone: Those who live north of Fishinger Road are more likely to say "a fair amount" or "a lot" (76%), compared to those who live south of Lane Avenue (53%) or between Fishinger and Lane Avenue (52%). No other statistically significant subgroup differences were observed in the responses to this question.

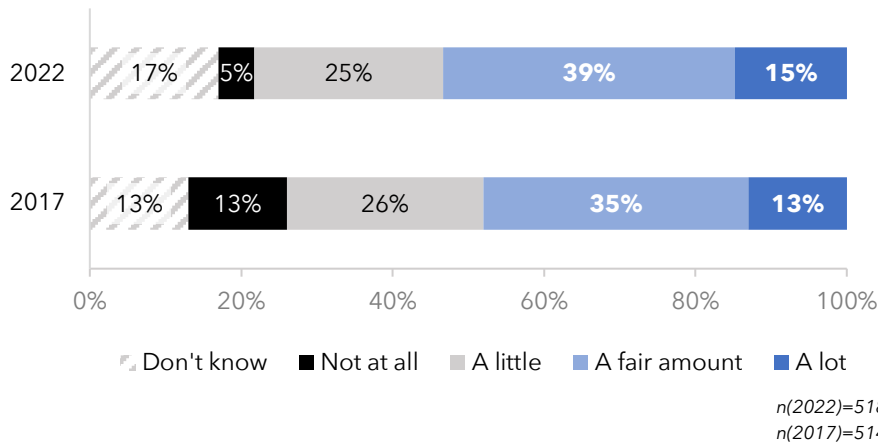
Part of the disparity between the "try to do the right thing" responses and the "trust in government officials" responses may be explained by a phenomenon found in other survey research, where respondents give rather high "performance ratings" to the government for specific issues while simultaneously reporting a fairly low level of trust.⁸ In this survey, respondents may have thought about actions or initiatives by UA's government that they are aware of and feel positively about when asked if they think officials "try to do the right thing."

⁷ Among those residents who expressed an opinion (i.e., excluding "don't know" responses from the analysis), the distribution of responses is more positive: the percentage of residents who say they trust Upper Arlington's government officials "a lot" and "a fair amount" increases by 11 percentage points for 2017, to 68%, and by 13 percentage points for 2022, to 74%.

⁸ "Americans' Views of Government: Low Trust, but Some Positive Performance Ratings." Pew Research Center (2020). <https://www.pewresearch.org/politics/2020/09/14/americans-views-of-government-low-trust-but-some-positive-performance-ratings/>

Turning to a related concept, slightly over half (53%) believe government officials welcome citizen input either “a lot” or “a fair amount,” whereas 30% said input is welcomed “a little” or “not at all.”⁹ In 2017, 39% of those surveyed said input was welcomed “a little” or “not at all”; this pattern suggests that the public’s perception of government officials has improved, at least with regard to how much officials are perceived as welcoming citizen input. See Figure 20.

Figure 20: How Much Upper Arlington Government Officials Welcome Citizen Input

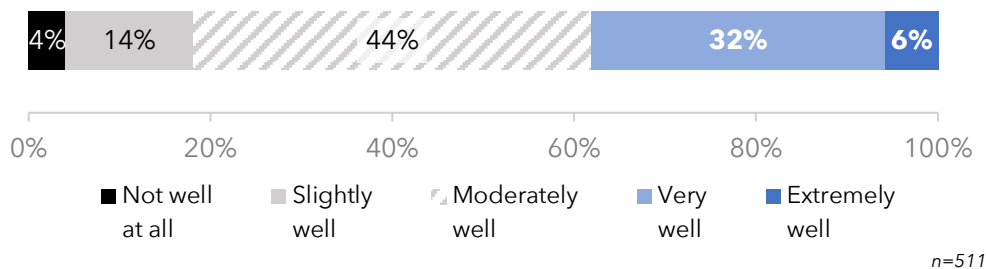


Differences Observed

Age: Those who are older (55-64: 65%; 65+: 64%) are more likely than those who are younger (18-34: 42%) to say government officials welcome citizen input “a fair amount” or “a lot.” No other statistically significant subgroup differences were observed in the responses to this question.

Residents were also asked how well the Upper Arlington City Council represents the attitudes and opinions of UA residents. As shown in Figure 21, over a third of residents (38%) think the City Council represents their attitudes and opinions “very” or “extremely well.” However, 18% say the City Council only represents them “slightly well” or “not well at all.”

Figure 21: Perception Of Upper Arlington City Council Representing UA Residents



⁹ Among those who expressed an opinion (i.e., excluding the “don’t know” responses from the analysis), the distribution of responses is more positive: the percentage who say UA’s officials welcome citizen input “a lot” and “a fair amount” increases by 7 percentage points for 2017, to 55%, and by 11 percentage points for 2022, to 64%.



Children in household: Those households with children in them are more likely to say “very” or “extremely well” (45%).

City zone: Households located north of Fishinger Road or south of Lane Avenue are more likely than those between Lane and Fishinger to say “very” or “extremely well” (47%, 45%, & 28%, respectively). No other statistically significant subgroup differences were observed in the responses to this question.

City Communication With Residents

Survey respondents were asked whether the City does enough to provide residents with information about the routine services provided by the City; a majority, 58% reported the City does enough, similar to the 58% who reported this in 2017. The remaining 42% answered the City could provide residents with more information. Respondents were then asked to indicate what communication channels would be best for the City to use to share information about new projects the City is considering or has in progress. Overall, *UA Insight* was selected most often. Residents’ preferences for the *UA Insight* over the *City Insight* could be due to the *UA Insight’s* print format, how it is mailed instead of requiring them to go online, and that it requires less time to consume (being a less frequent newsletter).

Table 5: Best Way(s) For City To Share Updates About New City Projects

Preferred Information Source	% selecting that option (n=529)
UA Insight (bi-monthly newsletter)	55%
The City's Website (upperarlingtonoh.gov)	52%
City Insight (weekly e-newsletter)	38%
Facebook	26%
This Week UA/Columbus Dispatch (paper)	13%
This Week UA/Columbus Dispatch (online)	10%
Twitter	8%

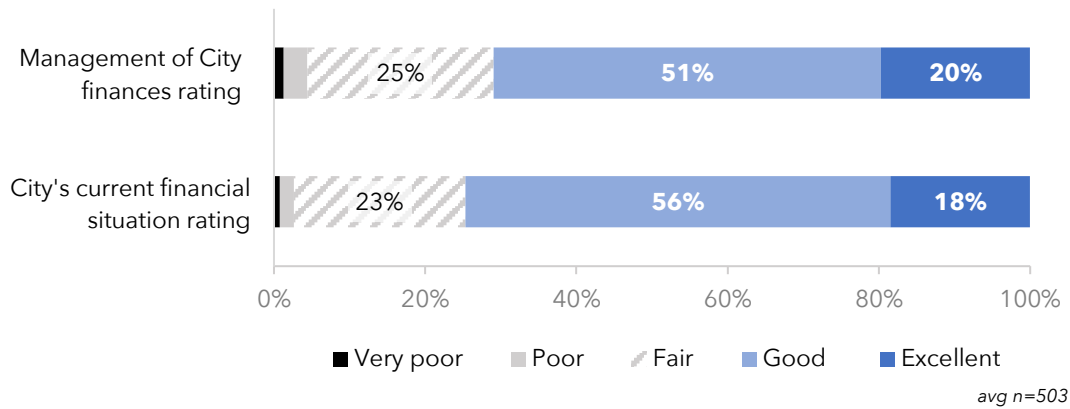
OPINIONS ABOUT THE CITY’S FINANCIAL SITUATION

Residents were asked two questions measuring their perceptions of the City’s financial management, both in the past and currently. First, residents were asked to share their impression of how well they think the City has managed its finances over the past four years.¹⁰ As shown in Figure 22 (next page), 71% of residents think the City's financial management has

¹⁰ In 2017, these questions used a slightly different response options: excellent, good, fair, poor, “don’t know.”

been "good" or "excellent." A similarly high percentage rate the City's current financial situation as "good" or "excellent."⁶

Figure 22: City's Financial Management Over Past Four Years



Differences Observed

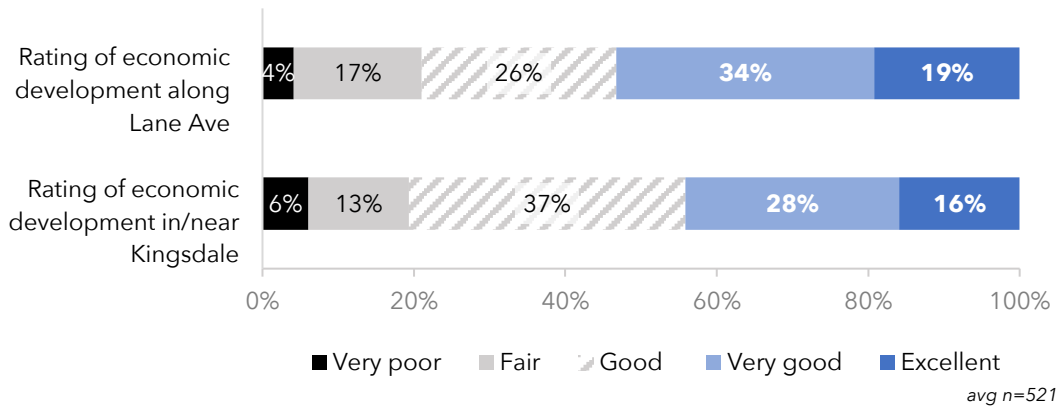
No statistically significant differences related to residents' age, gender, race/ethnicity, educational attainment, presence of children in the household, or City zone were observed in the responses to these questions.

OPINIONS ABOUT ECONOMIC DEVELOPMENT

As was done in previous surveys, respondents were asked how satisfied they were with the economic development that has occurred along Lane Avenue (between North Star Road and Northwest Boulevard) over the past few years, as well as the development currently occurring near the Kingsdale area.

Residents tend to have more positive perceptions of the economic development along Lane Avenue, with 53% rating that as "very good" or "excellent," compared to the 44% rating the development near Kingsdale as "very good" or excellent." See Figure 23.

Figure 23: Ratings Of Economic Development Along Lane Ave And Near Kingsdale





Racial/ethnic background: Those with a racial/ethnic background that is white only are more likely to rate the economic development occurring near the Kingsdale area as "very good" or "excellent" (49%), compared to those whose racial/ethnic background is not white only (19%).

WORKING IN UPPER ARLINGTON

In order to understand the impact of recent changes to working habits on Upper Arlington residents, the 2022 Community Survey asked respondents how often they work within the City's borders, where they work, and their future plans to work inside the City's borders.

Table 6: Residents Working In UA

Employment measures	Statistics
Among all respondents, % who were employed or self-employed in 2021 <i>(n=529)</i>	76%
Among those who were employed in 2021, average # of days per month they worked at a location inside UA's city borders ¹¹ <i>{95% confidence interval shown in brackets}</i>	13.2 {11.7-14.8}
Among those who were employed in 2021, % who worked 0 days per month at a location inside UA's city borders	27%
Among those who worked inside UA's city borders in 2021, where did they work? <i>(n=294; multiple responses allowed)</i>	
At their home	86%
At a place owned or rented by employer	13%
At a coworking or shared office space	<1%
Among those who were employed in 2021, average # of days per month they plan to work at a location inside UA's city borders <u>in 2022</u> ¹² <i>{95% confidence interval shown in brackets}</i>	12.4 {10.9-13.9}

¹¹ The median number of days worked per month inside UA's borders in 2021 is similar to the average, at 15 days.
¹² The median number of days respondents plan to work per month inside UA's borders in 2022 is similar to the average, at 12 days.

SUMMARY

Overall, opinions about life in Upper Arlington are very positive.

- Most believe the City is an excellent place to live and raise children.
- A feeling of safety/security, proximity to Columbus, and presence of good schools continue to be viewed by many survey respondents as the best parts of living in UA.
- Nearly all report feeling safe in their neighborhoods during the day and night.

Many residents feel diversity is important in a community, and that Upper Arlington lacks this.

- Most reported that increasing diversity of racial and ethnic groups makes the City a better place to live.
- For half of respondents, living in a community that attracts racial/ethnic diversity is highly important to them.
- However, many survey comments expressed dissatisfaction with the level of diversity in UA.

Although most City services are rated highly, some may need improvement.

- Almost all (93%) rated City services overall as "good" or "excellent," an increase from 2017.
- Fire and EMS services continue to be rated highly. However, ratings of police have dropped since 2017.
- Ratings of quality for garbage, recycling, and yard waste collection have improved substantially since 2017, with around 90% of residents rating these as "good" or "excellent."
- The lowest rated services include sidewalk maintenance, street lighting, stormwater drainage, and street repair. While ratings of most of these services have increased at least slightly since 2017, ratings of stormwater drainage have decreased.
- Most considered the City services to be a "good" or "excellent" value, considering the taxes they pay.

Evaluations of government officials are positive.

- Nearly all respondents trust Upper Arlington's government officials to do the right thing most of the time, and a majority say they have "a fair amount" or "a lot" of trust in these government officials.
- Opinions are more split about how much the local government officials welcome citizen input and how well the City Council represents residents. Slightly over half of residents report that citizen input is welcomed at least "a fair amount," and under half of residents reported that the City Council represents them at least "very well."

- A sizable percentage of residents still find themselves unable to accurately answer about local government officials, reporting “don’t know,” about how much they trust them, the extent to which City officials welcome citizen input, and how well City Council members represent their constituents.

Opinions about the City’s fiscal situation are positive.

- Most rate the management of City finances over the past few years as “good” or “excellent.”
- Most say the City's financial situation is "good" or "excellent" right now.

Respondents approve of the City’s economic development efforts.

- A majority rate the economic development along Lane Avenue as “very good” or “excellent.” Slightly less than the majority give similar types of ratings to the economic development in the Kingsdale area.

**APPENDIX A
SURVEY QUESTIONNAIRE**

The following pages show a print version of the questionnaire that was mailed to residential households.



This survey should be completed by the adult (age 18+) at this address who MOST RECENTLY had a birthday. All responses will remain confidential; please answer honestly.

OVERALL OPINIONS ABOUT LIFE IN UPPER ARLINGTON

1. In your opinion, how is Upper Arlington as a place to live? [Circle one answer]

Excellent	Good	Fair	Poor	Very poor
-----------	------	------	------	-----------

2. And in your opinion, how is Upper Arlington as a place to raise children? [Circle one answer]

Excellent	Good	Fair	Poor	Very poor
-----------	------	------	------	-----------

3. What do you like **most** about living in Upper Arlington? [Please write your answer below]

4. What do you think is the most important problem facing Upper Arlington? [Please write your answer below]

OPINIONS ABOUT CITY SERVICES

5. Please rate the quality of each of the following services provided by the City of Upper Arlington. [For each item below, select one response]

5a. Police services	Excellent	Good	Fair	Poor	Very poor	Don't know
5b. Fire services	Excellent	Good	Fair	Poor	Very poor	Don't know
5c. Emergency medical services (EMS)	Excellent	Good	Fair	Poor	Very poor	Don't know
5d. City parks	Excellent	Good	Fair	Poor	Very poor	Don't know
5e. Recreational programs or classes	Excellent	Good	Fair	Poor	Very poor	Don't know
5f. Garbage collection	Excellent	Good	Fair	Poor	Very poor	Don't know
5g. Recycling collection	Excellent	Good	Fair	Poor	Very poor	Don't know
5h. Yard waste collection	Excellent	Good	Fair	Poor	Very poor	Don't know
5i. Leaf collection <small>(mid-October to early-December)</small>	Excellent	Good	Fair	Poor	Very poor	Don't know

{PLEASE TURN OVER AND COMPLETE THE BACK}

6. Please rate the quality of each of the following services provided by the City of Upper Arlington. [For each item below, select one response]

6a. Street repair	Excellent	Good	Fair	Poor	Very poor	Don't know
6b. Street cleaning	Excellent	Good	Fair	Poor	Very poor	Don't know
6c. Street lighting	Excellent	Good	Fair	Poor	Very poor	Don't know
6d. Sidewalk maintenance	Excellent	Good	Fair	Poor	Very poor	Don't know
6e. Snow removal	Excellent	Good	Fair	Poor	Very poor	Don't know
6f. Stormwater drainage	Excellent	Good	Fair	Poor	Very poor	Don't know
6g. Communications from the City to residents	Excellent	Good	Fair	Poor	Very poor	Don't know

7. Overall, how would you rate the services provided by the City of Upper Arlington?

[Circle one answer]

Excellent	Good	Fair	Poor	Very poor	Don't know
-----------	------	------	------	-----------	------------

8. Do you think the quality of the streets and roads in Upper Arlington is better than, similar to, or worse than the quality of the streets and roads in other Central Ohio suburban communities? [Circle one answer]

Better than other suburban communities	Similar to other suburban communities	Worse than other suburban communities
----------------------------------------	---------------------------------------	---------------------------------------

9. How safe do you feel in your neighborhood... [For each item below, select one response]

9a. ...during the day?	Extremely safe	Very safe	Moderately safe	Slightly safe	Not safe at all
9b. ...after dark?	Extremely safe	Very safe	Moderately safe	Slightly safe	Not safe at all

10. In the past 12 months, did you talk with a City of Upper Arlington employee (in person, by telephone, by email, or in any other way), or did you not do that? [Circle one answer]

Talked with an employee	Did not talk with an employee
-------------------------	-------------------------------

[If you did not talk with an employee, GO TO Question 12]

11. Thinking about the last time you talked with a City of Upper Arlington employee, how satisfied were you with that interaction? [Circle one answer]

Extremely satisfied	Very satisfied	Moderately satisfied	Slightly satisfied	Not satisfied at all
---------------------	----------------	----------------------	--------------------	----------------------

COMMUNITY PERCEPTIONS

12. How well does the following statement describe you?

"I feel like I belong in Upper Arlington." [Circle one answer]

Extremely well	Very well	Moderately well	Slightly well	Not well at all
----------------	-----------	-----------------	---------------	-----------------

13. How difficult do you think it is for new residents to be accepted as members of the Upper Arlington community? [Circle one answer]

Extremely difficult	Very difficult	Moderately difficult	Slightly difficult	Not difficult at all
---------------------	----------------	----------------------	--------------------	----------------------

14. Looking ahead to the next five years, how likely are you to remain in Upper Arlington?

[Circle one answer]

Extremely likely	Very likely	Moderately likely	Slightly likely	Not likely at all
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15. If you had to move, how confident are you that you would be able to find and afford the type of housing you want in Upper Arlington? [Circle one answer]

Extremely confident	Very confident	Moderately confident	Slightly confident	Not confident at all
---------------------	----------------	----------------------	--------------------	----------------------

16. How many years (total) have you lived in Upper Arlington? Please include all the years you have lived in Upper Arlington, even if you moved away for a while. [Write a number] ___

[If you have lived in Upper Arlington for less than 1 year, GO TO Question 18]

17. Over the past few years, do you think Upper Arlington's population has become more ethnically and racially diverse, less ethnically and racially diverse, or has there been no change? [Circle one answer]

More diverse	Less diverse	No change
--------------	--------------	-----------

18. Overall, do you think having an increasing number of people of different races, ethnic groups, and nationalities in Upper Arlington makes the City a better place to live, a worse place to live, or does that not make much difference either way? [Circle one answer]

Better place to live	Worse place to live	Doesn't make much difference
----------------------	---------------------	------------------------------

19. How important is it to you that Upper Arlington attracts residents of different races, ethnic groups, and nationalities? [Circle one answer]

Extremely important	Very important	Moderately important	Slightly important	Not important at all
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20. What comments about diversity in Upper Arlington would you like to share? [Please write your answer below]

OPINIONS ABOUT CITY GOVERNANCE

The next set of questions asks for your opinions about how Upper Arlington is governed.

21. Overall, how much do you trust Upper Arlington’s government officials? [Circle one answer]

A lot	A fair amount	A little	Not at all	Don’t know
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22. Do you think Upper Arlington’s government officials try to do the right thing most of the time, or do you not think that? [Circle one answer]

Think they try to do the right thing most of the time	Don’t think they try to do the right thing most of the time
-------------------------------------------------------	-------------------------------------------------------------

23. How much do you think Upper Arlington’s government officials welcome citizen input? [Circle one answer]

A lot	A fair amount	A little	Not at all	Don’t know
-------	---------------	----------	------------	------------

24. In your opinion, how well does the Upper Arlington City Council represent the attitudes and opinions of Upper Arlington residents? [Circle one answer]

Extremely well	Very well	Moderately well	Slightly well	Not well at all
----------------	-----------	-----------------	---------------	-----------------

25. How would you rate the management of City finances over the past four years? [Circle one answer]

Excellent	Good	Fair	Poor	Very poor
-----------	------	------	------	-----------

26. How would you rate the City’s current financial situation? [Circle one answer]

Excellent	Good	Fair	Poor	Very poor
-----------	------	------	------	-----------

27. Considering the property taxes*, income taxes (if applicable), and miscellaneous fees your household pays to the City of Upper Arlington, how do you rate the value of the services provided by the City of Upper Arlington? [Circle one answer]

Excellent	Good	Fair	Poor	Very poor
-----------	------	------	------	-----------

* Only 8% of the taxes due on Upper Arlington property is paid to the City of Upper Arlington. The remaining 92% of property tax is paid to Upper Arlington Schools, Upper Arlington Library, and Franklin County (e.g., ADAMH, Columbus Zoo, Senior Options, etc.).

28. Do you think the City provides residents with enough information about the routine services it provides, or do you think the City could provide more information about the routine services it provides? [Circle one answer]

Provides enough information	Could provide more information
-----------------------------	--------------------------------

29. If you wanted to learn about new projects that the City is considering or what the City is doing, which of the following sources would you prefer to use? [Circle all that apply]

<u>This week UA/Columbus Dispatch</u> (paper)	<u>This week UA/Columbus Dispatch</u> (online)	<u>UA Insight</u> (bi-monthly newsletter)	<u>City Insight</u> (weekly e-newsletter)	The City's website (upperarlingtonoh.gov)	Facebook	Twitter
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30. How would you rate the economic development that has occurred along Lane Avenue (i.e., between North Star Ave and Northwest Blvd) over the past few years? [Circle one answer]

Excellent	Very good	Good	Fair	Very poor
-----------	-----------	------	------	-----------

31. How would you rate the economic development that is occurring in and near Kingsdale? [Circle one answer]

Excellent	Very good	Good	Fair	Very poor
-----------	-----------	------	------	-----------

32. Recognizing that changes are occurring in the workplace, such as working from home and shared workspaces, etc., we would like to know the extent of these trends in Upper Arlington.

In 2021, were you employed or self-employed, or not? [Circle one answer]

Employed or self-employed	Not employed or self-employed
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[If you were not employed or self-employed in 2021, GO TO Question 35]

33. In 2021, how many days per month did you work at a location **inside Upper Arlington's city borders** (including work from home)? [Write a number ranging from 0 to 31] ___

[If you worked 0 days per month inside Upper Arlington's borders in 2021, GO TO Question 35]

34. When you worked inside Upper Arlington's borders in 2021, where did you work?

[Circle all that apply]

At a place owned or rented by the organization that pays me	At a co-working or shared office space	At my home
-------------------------------------------------------------	----------------------------------------	------------

35. From now through the end of 2022, how many days per month will you work at a location **inside Upper Arlington's city borders** (including work from home)?

[Write a number ranging from 0 to 31] ___

36. The City recently introduced a pilot program in which some households place their food waste in a lidded container at the curb for weekly collection. In the future, how likely is your household to participate in curbside food waste collection if...

[For each item below, select one response]

36a. ...that service is provided at no additional cost	Extremely likely	Very likely	Moderately likely	Slightly likely	Not likely at all
36b. ...that service is provided at an additional annual cost of \$50	Extremely likely	Very likely	Moderately likely	Slightly likely	Not likely at all

DEMOGRAPHICS

These questions ask about you and your household. Your answers will remain confidential.

37. Do you (or a member of your household) own or rent your home? [Circle one answer]

Own	Rent
-----	------

38. What is your age? [Write a number] ___ ___

39. Including yourself, how many people live in your household? [Write a number] ___ ___

40. And how many of these people are under age 18? [Write a number] ___ ___

41. Which of the following describes your race or origin? [Circle all that apply]

White	Hispanic, Latino, or Spanish origin	Black or African American	Asian or Asian American	Some other race or origin	I prefer not to classify myself
-------	-------------------------------------	---------------------------	-------------------------	---------------------------	---------------------------------

42. Do you describe yourself as male, female, or transgender? [Circle one answer]

Male	Female	Transgender	None of these
------	--------	-------------	---------------

43. Which of the following best represents how you think of yourself? [Circle all that apply]

Bisexual	Gay or lesbian	Straight	Something else	I don't know	I prefer not to classify myself
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44. What is the highest level of education you have completed? [Circle one answer]

High school degree / GED or less	Some college (no degree)	Associate's degree	Bachelor's degree	Graduate or professional degree
----------------------------------	--------------------------	--------------------	-------------------	---------------------------------

45. Which of the following categories includes the total income of everyone living in your home in 2021, before taxes? [Circle one answer]

Less than \$25,000	Between \$25,000 and \$49,999	Between \$50,000 and \$99,999	Between \$100,000 and \$149,999	Between \$150,000 and \$199,999	\$200,000 or more
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46. What else would you like to share with City officials? Please write your response in the space below. [Please write your answer below]

{YOU ARE FINISHED! PLEASE USE THE ENVELOPE PROVIDED TO RETURN THIS SURVEY.
THANK YOU!}

APPENDIX B OPT-IN SURVEY OVERVIEW

The City of Upper Arlington's 2022 Community Survey was completed by:

- 529 residents who were randomly selected from the population. Because these individuals were randomly sampled from the population and from within the household, their attitudes and opinions can be generalized back to the residential population at large. This report focuses on the responses provided by this random sample.
- 610 residents who were not randomly selected from the population. Instead, they "opted-in" to participate after seeing the City promote the survey on its social media channels (including *City Insight*). The attitudes and opinions shared by these individuals cannot be generalized back to the population at large.

The City's 2022 Community Survey report features many statistical estimates computed from the answers provided by the randomly sampled residents, most of which are in percentage form. With a few exceptions, the "opt-in" residents provided responses that are similar to the "randomly sampled" residents (e.g., the absolute difference between the random sample response and the opt-in sample response is less than 10 percentage points).

A list of comparisons in which the response difference between the two samples is greater than 10 percentage points is shown below. For many of these cases, residents in the opt-in sample selected less extreme response options (e.g., selecting "good" instead of "excellent") as compared to the randomly sampled residents.

- **Opinion of UA as a place to live**
 - random | 59% excellent, 39% good
 - opt-in | 46% excellent, 47% good
- **Perceived safety during day**
 - random | 70% extremely safe, 25% very safe
 - opt-in | 59% extremely safe, 36% very safe
- **Perceived safety after dark**
 - random | 42% extremely safe, 38% very safe
 - opt-in | 30% extremely safe, 46% very safe
- **Comparison of UA streets & roads to other communities' streets and roads**
 - random | 44% better, 48% similar
 - opt-in | 32% better, 56% similar

- **Interactions with UA City employees in past year**
 - random | 46% did this
 - opt-in | 61% did this
- **Value of services provided by City considering taxes and fees paid**
 - random | 23% excellent, 54% good
 - opt-in | 31% excellent, 43% good
- **Preferences for City to communicate via City Insight**
 - random | 38% selected this option
 - opt-in | 66% selected this option
- **Rating of economic development near Kingsdale**
 - random | 37% good, 13% fair
 - opt-in | 25% good, 23% fair