



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Gahanna, OH

Comparisons by Geographic Subgroups

DRAFT  
2016



**NRC**  
National Research Center Inc

2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863

**ICMA**

*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by Council Ward.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between ward are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (633 completed surveys). For each ward, the margin of error rises to approximately plus or minus nine percentage points since sample sizes were approximately 129 for Ward 1, 165 for Ward 2, 175 for Ward 3 and 164 for Ward 4. Notable differences between the wards included the following:

- Residents who lived in Ward 1 tended to give lower ratings for general aspects of Community Characteristics, including the overall quality of life and their neighborhood as a place to live. Ward 4 residents tended to rate aspects of Safety, Built Environment, and Community Engagement more positively than those who lived in other Wards, including openness and acceptance of the community toward people of diverse backgrounds and neighborliness of Gahanna.
- Residents in Ward 1 were less likely to give positive ratings to the general aspects of Governance and to aspects of Safety, including animal control and emergency preparedness, when compared to residents in other wards.
- Residents who lived in Ward 4 tended to report higher levels of Participation for many activities including, recycling at home, eating at least 5 portions of fruits and vegetables a day, being in “very good” or “excellent” health and participating in religious or spiritual activities. Ward 4 residents were less likely to indicate, however, that they had walked or biked instead of driving.
- When asked about community focus areas, residents from Ward 1 tended to place a lower importance on the overall “built environment” of Gahanna, but were more likely to rate the overall feeling of safety in Gahanna as important.

The National Citizen Survey™

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
The overall quality of life in Gahanna	89%	96%	96%	95%	94%
Overall image or reputation of Gahanna	80%	87%	86%	88%	85%
Gahanna as a place to live	95%	98%	97%	97%	97%
Your neighborhood as a place to live	81%	92%	94%	95%	90%
Gahanna as a place to raise children	95%	98%	97%	96%	96%
Gahanna as a place to retire	65%	73%	75%	68%	71%
Overall appearance of Gahanna	88%	87%	85%	89%	87%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall feeling of safety in Gahanna	93%	97%	97%	98%	96%
In your neighborhood during the day	96%	96%	99%	100%	97%
In Gahanna's downtown/commercial area during the day	94%	98%	98%	99%	97%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall ease of getting to the places you usually have to visit	77%	83%	83%	80%	81%
Traffic flow on major streets	42%	40%	47%	45%	43%
Ease of public parking	55%	72%	62%	69%	65%
Ease of travel by car in Gahanna	64%	74%	75%	73%	71%
Ease of travel by public transportation in Gahanna	23%	32%	35%	28%	30%
Ease of travel by bicycle in Gahanna	62%	45%	52%	40%	50%
Ease of walking in Gahanna	72%	68%	81%	61%	70%
Availability of paths and walking trails	69%	66%	73%	58%	67%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Quality of overall natural environment in Gahanna	84%	87%	90%	85%	87%
Air quality	75%	86%	83%	89%	83%
Cleanliness of Gahanna	90%	88%	85%	92%	89%

The National Citizen Survey™

Table 5: Community Characteristics - Built Environment

	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Overall "built environment" of Gahanna (including overall design, buildings, parks and transportation systems)	70%	75%	70%	73%	72%
Public places where people want to spend time	74%	85%	80%	85%	81%
Variety of housing options	66%	79%	76%	85%	76%
Availability of affordable quality housing	55%	69%	73%	81%	69%
Overall quality of new development in Gahanna	64%	67%	60%	70%	65%

Table 6: Community Characteristics - Economy

	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Overall economic health of Gahanna	70%	73%	71%	69%	71%
Gahanna as a place to work	75%	79%	82%	75%	78%
Gahanna as a place to visit	69%	74%	73%	65%	71%
Employment opportunities	53%	48%	59%	60%	55%
Shopping opportunities	64%	75%	67%	75%	70%
Cost of living in Gahanna	56%	69%	69%	72%	66%
Overall quality of business and service establishments in Gahanna	71%	87%	80%	84%	81%
Vibrant downtown/commercial area	62%	67%	56%	63%	62%

Table 7: Community Characteristics - Recreation and Wellness

	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Health and wellness opportunities in Gahanna	75%	80%	70%	82%	77%
Fitness opportunities (including exercise classes and paths or trails, etc.)	72%	80%	73%	78%	76%
Recreational opportunities	68%	78%	68%	78%	73%
Availability of affordable quality food	78%	89%	85%	91%	86%
Availability of affordable quality health care	69%	88%	82%	90%	82%
Availability of preventive health services	69%	90%	82%	86%	82%
Availability of affordable quality mental health care	47%	70%	72%	73%	66%

Table 8: Community Characteristics - Education and Enrichment

	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Overall opportunities for education and enrichment	75%	78%	79%	84%	79%
Availability of affordable quality child care/preschool	64%	79%	69%	77%	73%
K-12 education	82%	83%	89%	88%	85%

The National Citizen Survey™

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Adult educational opportunities	52%	51%	63%	65%	57%
Opportunities to attend cultural/arts/music activities	66%	75%	70%	77%	72%
Opportunities to participate in religious or spiritual events and activities	83%	78%	87%	89%	84%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Opportunities to participate in social events and activities	67%	71%	79%	78%	74%
Opportunities to volunteer	78%	72%	79%	73%	76%
Opportunities to participate in community matters	74%	70%	76%	70%	72%
Openness and acceptance of the community toward people of diverse backgrounds	70%	73%	81%	84%	77%
Neighborliness of residents in Gahanna	67%	74%	71%	84%	73%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
The City of Gahanna	87%	91%	87%	90%	89%
The value of services for the taxes paid to Gahanna	52%	71%	67%	67%	64%
The overall direction that Gahanna is taking	63%	74%	76%	69%	71%
The job Gahanna government does at welcoming citizen involvement	58%	61%	71%	72%	65%
Overall confidence in Gahanna government	62%	67%	67%	70%	66%
Generally acting in the best interest of the community	60%	76%	73%	70%	70%
Being honest	60%	72%	73%	72%	69%
Treating all residents fairly	64%	82%	73%	73%	74%
Overall customer service by Gahanna employees (police, receptionists, planners, etc.)	80%	90%	91%	88%	87%
The Federal Government	40%	54%	40%	43%	45%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Police/Sheriff services	91%	96%	89%	94%	92%
Fire services	96%	100%	100%	98%	98%
Ambulance or emergency medical services	97%	100%	97%	98%	98%
Crime prevention	84%	88%	90%	91%	88%
Fire prevention and education	88%	92%	92%	92%	91%
Animal control	60%	76%	79%	76%	73%

The National Citizen Survey™

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	47%	76%	76%	79%	70%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Traffic enforcement	71%	81%	79%	86%	79%
Street repair	49%	61%	50%	48%	53%
Street cleaning	62%	75%	61%	57%	64%
Street lighting	57%	70%	72%	69%	67%
Snow removal	68%	65%	65%	77%	68%
Sidewalk maintenance	41%	61%	55%	53%	53%
Traffic signal timing	49%	55%	61%	62%	56%
Bus or transit services	39%	54%	44%	63%	50%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Garbage collection	81%	87%	89%	91%	87%
Recycling	83%	75%	81%	88%	81%
Yard waste pick-up	88%	82%	90%	93%	88%
Drinking water	78%	87%	80%	85%	82%
Preservation of natural areas such as open space, farmlands and greenbelts	51%	67%	62%	64%	61%
Gahanna open space	54%	69%	59%	66%	62%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Storm drainage	78%	73%	78%	75%	76%
Sewer services	89%	88%	87%	88%	88%
Power (electric and/or gas) utility	73%	87%	77%	84%	80%
Utility billing	72%	75%	74%	79%	75%
Land use, planning and zoning	51%	57%	50%	52%	53%
Code enforcement (weeds, abandoned buildings, etc.)	54%	54%	65%	62%	58%
Cable television	56%	68%	69%	70%	66%

The National Citizen Survey™

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Economic development	65%	58%	66%	70%	64%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
City parks	91%	92%	89%	89%	90%
Recreation programs or classes	70%	80%	75%	82%	77%
Health services	67%	82%	84%	85%	80%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Public library services	94%	93%	95%	94%	94%
City-sponsored special events	77%	78%	81%	86%	80%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Public information services	77%	83%	81%	76%	80%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Sense of community	64%	75%	75%	79%	73%
Recommend living in Gahanna to someone who asks	91%	97%	98%	98%	96%
Remain in Gahanna for the next five years	92%	90%	92%	96%	92%
Contacted the City of Gahanna (in-person, phone, email or web) for help or information	49%	47%	50%	42%	47%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Was NOT the victim of a crime	90%	90%	95%	96%	92%
Did NOT report a crime	79%	77%	89%	90%	83%
Stocked supplies in preparation for an emergency	29%	25%	21%	21%	24%

The National Citizen Survey™

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Walked or biked instead of driving	52%	54%	65%	46%	55%
Carpooled with other adults or children instead of driving alone	39%	44%	45%	39%	42%
Used bus, rail, subway or other public transportation instead of driving	7%	6%	3%	3%	5%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Recycle at home	86%	83%	79%	99%	86%
Made efforts to make your home more energy efficient	79%	68%	80%	80%	76%
Made efforts to conserve water	85%	80%	75%	75%	79%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
NOT under housing cost stress	76%	82%	83%	87%	82%
Did NOT observe a code violation	57%	61%	63%	66%	61%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Purchase goods or services from a business located in Gahanna	94%	94%	99%	99%	96%
Economy will have positive impact on income	28%	36%	37%	31%	33%
Work in Gahanna	17%	26%	28%	29%	25%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Visited a neighborhood park or City park	82%	87%	90%	87%	87%
Eat at least 5 portions of fruits and vegetables a day	76%	86%	86%	91%	84%
Participate in moderate or vigorous physical activity	81%	81%	89%	86%	84%
Reported being in "very good" or "excellent" health	55%	63%	69%	78%	65%



The National Citizen Survey™

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Used Gahanna public libraries or their services	69%	75%	76%	69%	73%
Participated in religious or spiritual activities in Gahanna	32%	35%	41%	51%	39%
Attended a City-sponsored event	56%	64%	71%	73%	65%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Campaigned or advocated for an issue, cause or candidate	20%	24%	21%	23%	22%
Contacted Gahanna elected officials (in-person, phone, email or web) to express your opinion	15%	17%	11%	10%	14%
Volunteered your time to some group/activity in Gahanna	24%	21%	33%	37%	28%
Participated in a club	18%	17%	23%	22%	19%
Talked to or visited with your immediate neighbors	92%	95%	96%	99%	95%
Done a favor for a neighbor	79%	85%	83%	94%	85%
Attended a local public meeting	15%	15%	16%	18%	16%
Read or watch local news (via television, paper, computer, etc.)	75%	91%	87%	94%	86%
Vote in local elections	87%	83%	91%	91%	88%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall feeling of safety in Gahanna	98%	94%	87%	95%	94%
Overall ease of getting to the places you usually have to visit	77%	86%	80%	87%	82%
Quality of overall natural environment in Gahanna	77%	83%	79%	84%	81%
Overall "built environment" of Gahanna (including overall design, buildings, parks and transportation systems)	54%	77%	74%	83%	72%
Health and wellness opportunities in Gahanna	65%	65%	69%	70%	67%
Overall opportunities for education and enrichment	75%	77%	68%	76%	74%
Overall economic health of Gahanna	87%	92%	91%	95%	91%
Sense of community	81%	74%	84%	87%	81%

Table 29: Job Performance of Gahanna Officials

How would you rate the job performance of the following Gahanna officials?: (Percent rating as "Excellent" or "Good").	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
The Mayor	79%	80%	84%	79%	81%
City Council	73%	67%	73%	69%	71%
The City Attorney	82%	76%	69%	76%	76%

The National Citizen Survey™

How would you rate the job performance of the following Gahanna officials?: (Percent rating as "Excellent" or "Good").	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
The City Administrator	84%	78%	69%	77%	77%

Table 30: Sources of Information

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services.: (Percent rating as "Major source" or "Minor source").	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
The Gateway (quarterly program guide)	78%	79%	85%	83%	81%
Local newspaper	74%	72%	79%	70%	74%
The internet	87%	90%	91%	86%	89%
City website (www.gahanna.gov)	86%	84%	86%	88%	86%
Facebook	48%	62%	57%	50%	55%
Twitter	32%	32%	30%	22%	29%
Word of mouth	89%	81%	85%	78%	84%
Calling City Hall	47%	37%	50%	41%	44%
Local signs	92%	91%	89%	85%	89%
TV News	80%	68%	76%	64%	72%

Table 31: Perspectives about Gahanna

Please rate the extent to which you agree or disagree with the following statements: (Percent rating as "Strongly agree" or "Somewhat agree").	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
The City of Gahanna keeps me informed	78%	88%	86%	94%	86%
I am likely to recommend Gahanna as a place to live	96%	99%	96%	97%	97%

Table 32: City Priorities

How much of a priority, if any, should it be for the City to address each of the following in the next two years?: (Percent rating as "High priority" or "Medium priority").	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Maintaining and improving aging City facilities (City Hall, Police Station, etc.)	78%	77%	72%	75%	76%
Maintaining and improving City roads	100%	100%	97%	98%	99%
Improving traffic flow and traffic safety at intersection of Stygler, Agler and US-62	90%	97%	95%	88%	93%
Building walking and bicycle trails in Gahanna	85%	85%	83%	85%	84%
Developing indoor recreation space for Gahanna citizens to use	71%	63%	71%	70%	69%
Maintaining and improving City pools	79%	68%	82%	71%	75%
Improvements to the athletic fields in City parks	70%	70%	75%	69%	71%
Developing indoor meeting space for Gahanna citizens to use	41%	50%	53%	39%	46%