

## The City of Powell 2023 Community Attitudes Survey

(2023 n = 381; 2021 n = 312; 2018 n = 401; 2016 n = 402; 2014 n = 402; 2012 n = 406; 2010 n = 402; 2008 n = 403)\*

1. Hello. May I speak with \_\_\_\_\_, please?
2. Hello, (Mr. / Ms.) \_\_\_\_\_?
3. My name is \_\_\_\_\_. I'm calling from Saperstein Associates, an independent, opinion research firm here in central Ohio. We are conducting for the City of Powell a community attitudes survey – and you have been randomly selected to participate. Please be assured that whatever you tell us will be held in strict confidence. Now, before I begin, I need to ask you this: Do you currently live in the City of Powell or in another community?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>
100%	100%	100%	100%	100%	100%	100%	100%
--	--	--	--	--	--	--	--
--	--	--	--	--	--	--	--

City of Powell (GO TO 4)  
 Another community (TERMINATE)  
 DK / RF (TERMINATE)

4. So, here's my first question: When you think of issues, concerns, or problems facing the City of Powell, what should your local public officials consider their two or three highest priorities?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>
<b>78%</b>	<b>58%</b>	<b>74%</b>	<b>74%</b>	<b>74%</b>	<b>68%</b>	<b>64%</b>	<b>63%</b>
32%	20%	54%	61%	56%	37%	41%	43%
22%	20%	11%	13%	14%	19%	13%	12%
18%	13%	11%	6%	13%	16%	5%	7%
9%	5%	6%	5%	6%	6%	5%	3%
9%	4%	4%	2%	5%	5%	4%	2%
8%	--	--	--	--	--	--	--
7%	2%	4%	3%	11%	10%	8%	4%
7%	--	--	--	--	--	--	--
4%	--	--	--	--	--	--	--
3%	--	--	--	--	--	--	--
7%	7%	9%	4%	8%	11%	6%	7%
<b>30%</b>	<b>25%</b>	<b>18%</b>	<b>26%</b>	<b>30%</b>	<b>16%</b>	<b>16%</b>	<b>30%</b>
15%	14%	13%	20%	25%	9%	9%	16%
7%	--	--	--	--	--	--	--
4%	4%	3%	6%	18%	--	--	--
3%	1%	2%	2%	5%	2%	2%	9%
6%	8%	3%	6%	7%	6%	6%	13%
<b>16%</b>	<b>7%</b>	<b>12%</b>	<b>9%</b>	<b>7%</b>	<b>7%</b>	<b>8%</b>	<b>12%</b>
<b>13%</b>	<b>22%</b>	<b>16%</b>	<b>11%</b>	<b>22%</b>	<b>25%</b>	<b>22%</b>	<b>18%</b>
11%	21%	12%	8%	16%	17%	18%	14%
2%	2%	4%	3%	7%	12%	5%	6%
<b>5%</b>	<b>10%</b>	<b>15%</b>	<b>10%</b>	<b>8%</b>	<b>6%</b>	<b>10%</b>	<b>11%</b>

### Providing city services and amenities (net)

Managing the flow of traffic within Powell  
 Keeping the city safe / having enough police officers  
 Maintaining or repairing infrastructure  
 Adding or maintaining recreational spaces  
 Making city more pedestrian-friendly  
 Providing more public parking  
 Creating more / connecting bike paths  
 Maintaining or improving city services  
 Enforcing traffic laws  
 Build a community center  
 Other comments about providing city services and amenities

### Controlling growth (net)

Controlling growth, residential and / or commercial  
 Keeping Powell beautiful / green / spaced out  
 Fewer apartments / condos  
 Keeping the small-town atmosphere  
 Other comments about controlling growth

### Allowing growth (net)

### Managing city money (net)

Lowering taxes or keeping taxes low  
 Exercising fiscal responsibility

### Maintaining quality schools (net)

\*The data were weighted to reflect known population parameters.  
 SOURCE: Saperstein Associates, Inc., 2023, PN23008

4. (cont'd) So, here's my first question: When you think of issues, concerns, or problems facing the City of Powell, what should your local public officials consider their two or three highest priorities?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
2%	2%	2%	2%	2%	2%	1%	7%	Improving city's attitude (net)
<1%	0%	0%	0%	3%	2%	3%	13%	Not allowing big-box stores to be built (net)
<1%	--	--	--	--	--	--	--	Allowing big-box stores to be built (net)
--	6%	--	--	--	--	--	--	COVID-19
2%	4%	--	--	--	--	--	--	Diversity and inclusion
8%	4%	2%	3%	9%	11%	4%	5%	Other (net)
7%	13%	9%	11%	7%	9%	13%	7%	DK / RF

5. All things considered, as a place to live, would you rate Powell exceptional, better than average, just okay, or disappointing?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
42%	46%	51%	56%	54%	54%	47%	52%	Exceptional
53%	50%	44%	38%	43%	44%	48%	42%	Better than average
4%	3%	4%	4%	2%	2%	4%	4%	Just okay
1%	1%	1%	1%	1%	0%	<1%	2%	Disappointing
0%	0%	<1%	1%	0%	0%	<1%	<1%	DK / RF

6. And, as you look to the future, is Powell heading in the right direction or is it off on the wrong track?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
77%	75%	75%	74%	80%	88%	79%	77%	Right direction
16%	18%	16%	15%	13%	6%	11%	16%	Wrong track
7%	7%	9%	11%	7%	6%	10%	7%	DK / RF

7. A moment ago, I asked about issues, concerns, and problems - but now, how about this: All things considered, what do you like most about living in Powell?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
65%	50%	57%	59%	59%	62%	61%	58%	Small-town atmosphere (net)
30%	21%	28%	27%	31%	33%	24%	25%	Small-town atmosphere, not specified
30%	23%	23%	19%	13%	19%	16%	16%	Safe
9%	6%	6%	9%	9%	8%	6%	9%	Beautiful / green / has open spaces
5%	2%	6%	10%	5%	7%	9%	4%	Family-oriented
4%	6%	2%	5%	7%	6%	4%	7%	Quiet and peaceful
3%	1%	4%	3%	4%	4%	7%	3%	Neat and clean
1%	--	--	--	--	--	--	--	Has small businesses
<1%	0%	<1%	2%	1%	1%	2%	2%	Away from commercialization
--	<1%	2%	1%	6%	4%	4%	4%	Pedestrian-friendly

7. (cont'd) A moment ago, I asked about issues, concerns, and problems - but now, how about this: All things considered, what do you like most about living in Powell?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
<b>35%</b>	<b>42%</b>	<b>24%</b>	<b>23%</b>	<b>28%</b>	<b>28%</b>	<b>30%</b>	<b>28%</b>	<b>Good city services and amenities (net)</b>
11%	6%	3%	--	--	--	--	--	Walking trails / running trails
8%	--	--	--	--	--	--	--	Good police department
7%	9%	8%	6%	11%	12%	9%	11%	Great parks
6%	7%	4%	5%	5%	7%	3%	4%	Nice downtown district
4%	4%	2%	--	--	--	--	--	Good restaurants
4%	19%	3%	7%	6%	5%	13%	7%	Community events
3%	1%	3%	4%	6%	5%	8%	7%	Bike paths
2%	6%	4%	--	--	--	--	--	City services
4%	4%	6%	8%	12%	9%	4%	9%	Other comments about city services and amenities
<b>27%</b>	<b>24%</b>	<b>27%</b>	<b>22%</b>	<b>29%</b>	<b>27%</b>	<b>16%</b>	<b>23%</b>	<b>Good location (net)</b>
22%	12%	17%	11%	15%	16%	4%	6%	Convenient to everything / good location, not specified
3%	5%	4%	5%	8%	9%	5%	7%	Close to shopping
2%	6%	4%	5%	3%	4%	7%	7%	Close to central Ohio locations
5%	5%	5%	2%	7%	8%	4%	7%	Other comments about location
<b>18%</b>	<b>19%</b>	<b>23%</b>	<b>20%</b>	<b>22%</b>	<b>16%</b>	<b>17%</b>	<b>15%</b>	<b>Has quality schools</b>
<b>15%</b>	<b>8%</b>	<b>14%</b>	<b>12%</b>	<b>18%</b>	<b>12%</b>	<b>13%</b>	<b>20%</b>	<b>Like the people</b>
<b>12%</b>	<b>6%</b>	<b>6%</b>	<b>8%</b>	<b>8%</b>	<b>6%</b>	<b>7%</b>	<b>8%</b>	<b>Has good housing (net)</b>
<b>7%</b>	<b>5%</b>	<b>4%</b>	<b>4%</b>	<b>3%</b>	<b>4%</b>	<b>7%</b>	<b>7%</b>	<b>Other (net)</b>
<b>&lt;1%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>4%</b>	<b>2%</b>	<b>2%</b>	<b>DK / RF</b>

8. As a resident of Powell, how satisfied are you with each of the following? Choose from very satisfied, somewhat satisfied, somewhat dissatisfied, and very dissatisfied.

	<u>VS</u>	<u>SS</u>	<u>SD</u>	<u>VD</u>	<u>DK</u> <u>RF</u>
a. The Powell police					
2023 .....	83%	16%	1%	<1%	0%
2021 .....	78%	20%	1%	0%	1%
2018 .....	85%	10%	<1%	2%	3%
2016 .....	80%	13%	3%	1%	3%
2014 .....	77%	17%	3%	1%	2%
2012 .....	81%	18%	1%	0%	0%
2010 .....	78%	18%	1%	1%	2%
2008 .....	77%	19%	2%	0%	2%

8. (cont'd) As a resident of Powell, how satisfied are you with each of the following? Choose from very satisfied, somewhat satisfied, somewhat dissatisfied, and very dissatisfied.

	<u>VS</u>	<u>SS</u>	<u>SD</u>	<u>VD</u>	<u>DK</u> <u>RF</u>
b. City-sponsored events and activities, such as the Memorial Day parade, Powell Festival, and the Community Bonfire					
2023 .....	72%	24%	3%	0%	1%
2021 .....	58%	35%	1%	1%	5%
2018 .....	66%	23%	3%	<1%	7%
2016 .....	61%	30%	3%	0%	6%
2014 .....	62%	28%	2%	<1%	8%
2012 .....	69%	25%	1%	0%	5%
2010 .....	65%	28%	1%	1%	5%
2008 .....	70%	24%	2%	<1%	4%
c. The city's parks, open spaces, and bike paths					
2023 .....	59%	32%	7%	2%	0%
2021 .....	64%	25%	9%	2%	<1%
2018 .....	59%	27%	10%	2%	2%
2016 .....	66%	28%	3%	2%	1%
2014 .....	60%	32%	6%	<1%	2%
2012 .....	61%	31%	5%	1%	2%
2010 .....	56%	30%	10%	2%	2%
2008 .....	63%	28%	6%	1%	2%
f. Snow removal					
2023 .....	58%	27%	13%	2%	<1%
2021 .....	62%	26%	7%	4%	1%
2018 .....	64%	27%	5%	3%	1%
2016 .....	60%	29%	5%	1%	5%
2014 .....	70%	23%	4%	1%	2%
2012 .....	71%	23%	3%	<1%	3%
2010 .....	67%	23%	6%	2%	2%
2008 .....	58%	32%	5%	2%	3%
d. Parks and recreation <u>programming</u>					
2023 .....	46%	41%	5%	2%	6%
2021 .....	55%	34%	5%	<1%	6%
2018 .....	55%	30%	5%	1%	9%
2016 .....	58%	27%	4%	1%	10%
2014 .....	48%	36%	4%	<1%	11%
2012 .....	52%	35%	4%	0%	9%
2010 .....	56%	31%	3%	1%	9%
2008 .....	56%	27%	4%	<1%	13%

8. (cont'd) As a resident of Powell, how satisfied are you with each of the following? Choose from very satisfied, somewhat satisfied, somewhat dissatisfied, and very dissatisfied.

	<u>VS</u>	<u>SS</u>	<u>SD</u>	<u>VD</u>	<u>DK</u> <u>RF</u>
e. Powell City Council					
2023 .....	26%	47%	11%	2%	14%
2021 .....	18%	57%	10%	2%	13%
2018 .....	18%	48%	9%	5%	20%
2016 .....	18%	47%	11%	4%	20%
2014 .....	17%	52%	11%	3%	17%
2012 .....	16%	56%	8%	2%	18%
2010 .....	20%	46%	8%	4%	22%
2008 .....	15%	49%	12%	6%	18%

9. How satisfied are you with the overall performance of city officials in each of these areas? Again, choose from very satisfied, somewhat satisfied, somewhat dissatisfied, and very dissatisfied.

	<u>VS</u>	<u>SS</u>	<u>SD</u>	<u>VD</u>	<u>DK</u> <u>RF</u>
e. Maintaining Powell's streets and roads					
2023 .....	43%	39%	15%	3%	0%
2021 .....	48%	38%	8%	6%	0%
2018 .....	45%	42%	10%	3%	<1%
2016 .....	43%	44%	9%	4%	0%
2014 .....	46%	41%	11%	2%	<1%
2012 .....	44%	43%	11%	1%	1%
2010 .....	48%	40%	9%	2%	1%
2008 .....	47%	40%	10%	2%	1%

f. Revitalizing downtown					
2023 .....	33%	45%	14%	7%	1%
2021 .....	39%	45%	10%	5%	1%
2018 .....	26%	47%	18%	6%	3%
2016 .....	26%	47%	18%	7%	2%
2014 .....	39%	42%	12%	4%	3%
2012 .....	46%	40%	10%	2%	2%
2010 .....	26%	48%	17%	6%	3%
2008 .....	40%	43%	10%	5%	2%

g. Keeping local residents informed of important issues involving the city					
2023 .....	32%	48%	17%	2%	1%
2021 .....	36%	44%	16%	3%	1%
2018 .....	34%	48%	12%	3%	3%
2016 .....	37%	46%	11%	3%	3%
2014 .....	28%	48%	15%	6%	3%
2012 .....	39%	46%	11%	2%	2%
2010 .....	--	--	--	--	--
2008 .....	--	--	--	--	--

9. (cont'd) How satisfied are you with the overall performance of city officials in each of these areas? Again, choose from very satisfied, somewhat satisfied, somewhat dissatisfied, and very dissatisfied.

	<u>VS</u>	<u>SS</u>	<u>SD</u>	<u>VD</u>	<u>DK</u> <u>RF</u>
j. Managing the city's finances					
2023 .....	27%	55%	6%	1%	11%
2021 .....	24%	54%	10%	4%	8%
2018 .....	19%	41%	16%	7%	17%
2016 .....	26%	48%	7%	3%	16%
2014 .....	24%	53%	9%	1%	13%
2012 .....	21%	49%	13%	2%	15%
2010 .....	21%	49%	8%	5%	17%
2008 .....	17%	45%	8%	5%	25%
b. Managing <u>residential</u> growth and development					
2023 .....	23%	42%	27%	8%	<1%
2021 .....	27%	47%	16%	9%	1%
2018 .....	21%	43%	21%	11%	4%
2016 .....	17%	46%	22%	12%	3%
2014 .....	23%	45%	21%	8%	3%
2012 .....	31%	50%	12%	3%	4%
2010 .....	29%	47%	15%	5%	4%
2008 .....	27%	46%	16%	8%	3%
i. Listening to the concerns of local residents					
2023 .....	23%	52%	15%	4%	6%
2021 .....	28%	48%	13%	5%	6%
2018 .....	26%	47%	13%	6%	8%
2016 .....	20%	46%	14%	8%	12%
2014 .....	19%	50%	13%	6%	12%
2012 .....	24%	49%	14%	2%	11%
2010 .....	21%	46%	15%	6%	12%
2008 .....	21%	39%	19%	9%	12%
c. Managing <u>commercial</u> growth and development					
2023 .....	19%	44%	25%	11%	1%
2021 .....	22%	48%	20%	9%	1%
2018 .....	19%	49%	20%	9%	3%
2016 .....	14%	47%	22%	12%	5%
2014 .....	19%	43%	25%	9%	4%
2012 .....	24%	48%	18%	5%	5%
2010 .....	15%	43%	28%	11%	3%
2008 .....	12%	47%	21%	18%	2%

9. (cont'd) How satisfied are you with the overall performance of city officials in each of these areas? Again, choose from very satisfied, somewhat satisfied, somewhat dissatisfied, and very dissatisfied.

	<u>VS</u>	<u>SS</u>	<u>SD</u>	<u>VD</u>	<u>DK</u> <u>RF</u>
a. Planning for the future					
2023 .....	18%	53%	17%	4%	8%
2021 .....	26%	46%	18%	6%	5%
2018 .....	22%	49%	15%	6%	8%
2016 .....	22%	47%	14%	9%	8%
2014 .....	17%	50%	19%	5%	9%
2012 .....	21%	51%	14%	3%	11%
2010 .....	19%	52%	12%	6%	11%
2008 .....	19%	47%	18%	7%	9%
d. Finding acceptable solutions to controversial local issues					
2023 .....	18%	55%	15%	3%	9%
2021 .....	17%	57%	14%	5%	7%
2018 .....	15%	53%	15%	6%	11%
2016 .....	11%	51%	16%	10%	12%
2014 .....	11%	52%	17%	5%	15%
2012 .....	14%	57%	12%	3%	14%
2010 .....	14%	47%	20%	5%	14%
2008 .....	11%	47%	20%	9%	13%
h. Managing the flow of traffic within Powell					
2023 .....	17%	45%	25%	12%	<1%
2021 .....	30%	44%	20%	6%	0%
2018 .....	15%	41%	29%	15%	<1%
2016 .....	7%	27%	33%	32%	1%
2014 .....	7%	28%	37%	27%	1%
2012 .....	8%	37%	34%	21%	0%
2010 .....	9%	36%	34%	20%	1%
2008 .....	8%	35%	30%	25%	2%

10. Now, how much trust and confidence do you have in Powell's city officials when it comes to handling important local issues: a great deal, a fair amount, not very much, or none at all?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
24%	20%	--	--	--	--	--	--	Great deal
57%	60%	--	--	--	--	--	--	Fair amount
14%	16%	--	--	--	--	--	--	Not very much
4%	2%	--	--	--	--	--	--	None at all
1%	2%	--	--	--	--	--	--	DK / RF

11. As you look ahead, say, three to five years from now, what would you like to see more of in Powell?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
<b>44%</b>	<b>23%</b>	<b>26%</b>	<b>34%</b>	<b>32%</b>	<b>26%</b>	<b>34%</b>	<b>28%</b>	<b>City services and responsibilities (net)</b>
20%	10%	16%	24%	25%	17%	24%	17%	Roads / traffic solutions
11%	--	--	--	--	--	--	--	Repair and upkeep of infrastructure
6%	--	--	--	--	--	--	--	Snow removal
6%	6%	3%	7%	1%	1%	0%	0%	City planning
4%	1%	2%	2%	5%	5%	4%	4%	Sidewalks
9%	8%	8%	5%	10%	10%	10%	12%	Other city services and responsibilities
<b>25%</b>	<b>23%</b>	<b>25%</b>	<b>24%</b>	<b>28%</b>	<b>26%</b>	<b>28%</b>	<b>24%</b>	<b>Parks and recreation (net)</b>
10%	10%	10%	7%	11%	6%	7%	10%	Parks and recreational space, not specified
9%	11%	14%	17%	20%	20%	21%	18%	Bike paths
9%	7%	6%	--	--	--	--	--	Walking trails / paths
3%	0%	8%	6%	5%	6%	4%	1%	Other parks and recreation
<b>20%</b>	<b>17%</b>	<b>16%</b>	<b>18%</b>	<b>27%</b>	<b>32%</b>	<b>28%</b>	<b>27%</b>	<b>Businesses: general (net)</b>
7%	9%	4%	4%	5%	8%	4%	6%	Commercial development, not specified
5%	4%	5%	7%	5%	7%	6%	5%	Offerings / variety downtown
2%	2%	3%	2%	10%	6%	6%	7%	Small mom and pop stores / small businesses
2%	--	--	--	--	--	--	--	Limits on commercial development
2%	2%	2%	2%	8%	8%	5%	2%	Shopping, not specified
2%	1%	2%	3%	5%	10%	9%	8%	Other general businesses
<b>17%</b>	<b>9%</b>	<b>5%</b>	<b>3%</b>	<b>7%</b>	<b>4%</b>	<b>4%</b>	<b>5%</b>	<b>Public buildings (net)</b>
<b>12%</b>	<b>9%</b>	<b>15%</b>	<b>12%</b>	<b>18%</b>	<b>18%</b>	<b>14%</b>	<b>18%</b>	<b>Businesses: specific (net)</b>
10%	7%	13%	9%	17%	15%	11%	17%	Restaurants
4%	2%	4%	3%	4%	5%	4%	3%	Other specific businesses
<b>8%</b>	<b>7%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>	<b>1%</b>	<b>&lt;1%</b>	<b>2%</b>	<b>Housing (net)</b>
7%	7%	2%	3%	3%	1%	<1%	2%	Residential development, not specified
1%	--	--	--	--	--	--	--	Affordable housing
<b>6%</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>Parking</b>
<b>5%</b>	<b>6%</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>Green space</b>
<b>4%</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>Restoration of downtown charm</b>
<b>4%</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>Small-town charm</b>
<b>3%</b>	<b>8%</b>	<b>5%</b>	<b>5%</b>	<b>12%</b>	<b>6%</b>	<b>7%</b>	<b>8%</b>	<b>Community events</b>
<b>2%</b>	<b>4%</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>Diversity</b>
<b>4%</b>	<b>14%</b>	<b>15%</b>	<b>20%</b>	<b>16%</b>	<b>17%</b>	<b>14%</b>	<b>22%</b>	<b>DK / RF / Nothing</b>



12. These next few questions deal with downtown Powell: First, over the past few years, has downtown Powell changed for the better, changed for the worse, or can't you say? And, is that much (better / worse) or only somewhat (better / worse)?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
29%	38%	24%	25%	--	--	--	--	Much better
45%	33%	41%	37%	--	--	--	--	Somewhat better
4%	4%	7%	9%	--	--	--	--	Somewhat worse
2%	1%	2%	4%	--	--	--	--	Much worse
20%	24%	26%	25%	--	--	--	--	DK / RF / Can't say / Just different

13. Now, for each of the following suggestions, tell me if you would make it a high, medium, or low priority for downtown Powell.

	<u>High</u>	<u>Medium</u>	<u>Low</u>	<u>DK</u> <u>RF</u>
f. Having more pedestrian-friendly features, such as public spaces to gather and play, buildings close to the street with parking behind them, bike lanes, and more trees and flowers				
2023 .....	70%	21%	9%	0%
2021 .....	67%	27%	6%	<1%
2018 .....	61%	26%	13%	<1%
2016 .....	59%	28%	12%	1%
2014 .....	--	--	--	--
2012 .....	--	--	--	--
2010 .....	--	--	--	--
2008 .....	--	--	--	--
d. Having more parking				
2023 .....	58%	30%	12%	0%
2021 .....	45%	40%	15%	0%
2018 .....	56%	31%	12%	1%
2016 .....	53%	32%	12%	3%
2014 .....	--	--	--	--
2012 .....	--	--	--	--
2010 .....	--	--	--	--
2008 .....	--	--	--	--
b. Having more opportunities for family entertainment				
2023 .....	53%	37%	10%	0%
2021 .....	58%	33%	9%	<1%
2018 .....	52%	34%	13%	1%
2016 .....	46%	41%	11%	2%
2014 .....	--	--	--	--
2012 .....	--	--	--	--
2010 .....	--	--	--	--
2008 .....	--	--	--	--

13. (cont'd) Now, for each of the following suggestions, tell me if you would make it a high, medium, or low priority for downtown Powell.

	<u>High</u>	<u>Medium</u>	<u>Low</u>	<u>DK</u> <u>RF</u>
g. Continuing DORA weekends next spring and summer				
2023 .....	52%	30%	16%	2%
2021 .....	47%	33%	18%	2%
2018 .....	--	--	--	--
2016 .....	--	--	--	--
2014 .....	--	--	--	--
2012 .....	--	--	--	--
2010 .....	--	--	--	--
2008 .....	--	--	--	--
a. Having a broader assortment of restaurants, including specialty food shops				
2023 .....	51%	39%	10%	0%
2021 .....	51%	36%	13%	0%
2018 .....	61%	27%	11%	<1%
2016 .....	54%	34%	9%	3%
2014 .....	--	--	--	--
2012 .....	--	--	--	--
2010 .....	--	--	--	--
2008 .....	--	--	--	--
e. Having more boutiques – for clothing, jewelry, art work, for example				
2023 .....	18%	47%	35%	0%
2021 .....	16%	47%	37%	0%
2018 .....	21%	43%	35%	1%
2016 .....	21%	42%	35%	2%
2014 .....	--	--	--	--
2012 .....	--	--	--	--
2010 .....	--	--	--	--
2008 .....	--	--	--	--
c. Having more service-oriented retailers, such as a hair salon, shoe repair shop, or dry cleaner				
2023 .....	7%	42%	51%	0%
2021 .....	11%	36%	53%	<1%
2018 .....	7%	32%	59%	2%
2016 .....	9%	30%	58%	3%
2014 .....	--	--	--	--
2012 .....	--	--	--	--
2010 .....	--	--	--	--
2008 .....	--	--	--	--

(IF NO CLEAR PREFERENCE, GO TO 14; OTHERWISE, SKIP TO 15)

14. And, which of these would you make your highest priority?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
30%	36%	27%	28%	--	--	--	--	More pedestrian-friendly features
25%	11%	21%	23%	--	--	--	--	More parking
22%	17%	28%	29%	--	--	--	--	Broader assortment of restaurants
11%	18%	18%	12%	--	--	--	--	More opportunities for family entertainment
8%	11%	--	--	--	--	--	--	Continuing DORA weekends
3%	2%	3%	3%	--	--	--	--	More boutiques
1%	4%	1%	4%	--	--	--	--	More service-oriented retailers
<1%	1%	2%	1%	--	--	--	--	DK / RF

15. How often do you patronize the stores or restaurants in downtown Powell: at least once a week, two or three times a month, about once a month, or less than once a month?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
29%	28%	26%	32%	--	--	--	--	At least once a week
31%	35%	33%	31%	--	--	--	--	Two or three times a month
24%	18%	25%	22%	--	--	--	--	About once a month
16%	18%	16%	15%	--	--	--	--	Less than once a month
0%	1%	0%	0%	--	--	--	--	DK / RF

16. Over the past few years, have you engaged with any city officials or participated in any events or recreational programming sponsored by the City of Powell? (Newly added in 2023.)

<u>2023</u>		
66%	Yes	(GO TO 17)
32%	No	(SKIP TO 18)
2%	Not sure	(SKIP TO 19)

17. Can you share some specifics? (Newly added in 2023.)

<u>2023</u> (n=217)	
50%	Event participants (e.g., concerts, parades)
26%	Powell festival
16%	Recreational programming (e.g., class, camp, sports)
12%	City council or committee meetings
10%	Memorial day / MD parade
9%	Farmers market / street festival (big street market, downtown market, street fair and market days)
6%	Holiday events
5%	Village green / the green / Friday events
3%	Fireworks
3%	DORA
2%	Event sponsor
2%	Spalsh pad
2%	Mayor / representatives / city manager
1%	Library
1%	Trick or treat
1%	Complaints
1%	Art festival

17. (cont'd) Can you share some specifics? (Newly added in 2023.)

2023  
(n=217)

1%	Volunteer opportunities
1%	Babysitting class
1%	Old car show
1%	Touch a truck
1%	Parks
1%	Pickelball
1%	4 <sup>th</sup> of July parade
1%	City codes
9%	Other
2%	DK / RF

18. Why is that? In other words, why have you not engaged with any city officials or participated in any events or recreational programming sponsored by the City of Powell? (Newly added in 2023.)

(see: Responses to Open-Ended Questions)

19. These next few questions deal with capital improvements in Powell. I'd like to begin by listing several projects the city is considering. As I mention each one, tell me if the city should make it a high, medium, or low priority.

	High	Medium	Low	DK RF
b. Repairing and maintaining streets and curbs				
2023 .....	69%	28%	3%	0%
2021 .....	69%	26%	5%	0%
2018 .....	68%	29%	2%	<1%
2016 .....	58%	35%	6%	<1%
2014 .....	--	--	--	--
2012 .....	--	--	--	--
2010 .....	--	--	--	--
2008 .....	--	--	--	--
c. Repairing, maintaining, and adding bike paths				
2023 .....	66%	26%	8%	<1%
2021 .....	61%	28%	11%	0%
2018 .....	57%	32%	11%	<1%
2016 .....	54%	33%	13%	0%
2014 .....	--	--	--	--
2012 .....	--	--	--	--
2010 .....	--	--	--	--
2008 .....	--	--	--	--

19. (cont'd) These next few questions deal with capital improvements in Powell. I'd like to begin by listing several projects the city is considering. As I mention each one, tell me if the city should make it a high, medium, or low priority.

	<u>High</u>	<u>Medium</u>	<u>Low</u>	<u>DK</u> <u>RF</u>
e. Investing to maintain the city's parks				
2023 .....	62%	35%	3%	0%
2021 .....	68%	28%	4%	0%
2018 .....	62%	34%	3%	<1%
2016 .....	65%	33%	1%	<1%
2014 .....	--	--	--	--
2012 .....	--	--	--	--
2010 .....	--	--	--	--
2008 .....	--	--	--	--
a. Easing traffic flow through downtown Powell by building more streets and connectors				
2023 .....	60%	28%	12%	0%
2021 .....	41%	43%	15%	<1%
2018 .....	60%	29%	10%	<1%
2016 .....	76%	17%	7%	<1%
2014 .....	--	--	--	--
2012 .....	--	--	--	--
2010 .....	--	--	--	--
2008 .....	--	--	--	--
d. Renovating storm sewers				
2023 .....	40%	44%	14%	2%
2021 .....	40%	45%	14%	1%
2018 .....	34%	43%	18%	5%
2016 .....	29%	45%	20%	6%
2014 .....	--	--	--	--
2012 .....	--	--	--	--
2010 .....	--	--	--	--
2008 .....	--	--	--	--
g. Developing new parks (Newly added in 2023.)				
2023 .....	31%	47%	22%	0%
2021-2008 .....	--	--	--	--
f. Repairing, maintaining, and improving city-owned structures, such as City Hall, the public service building, and the salt barn				
2023 .....	15%	63%	22%	0%
2021 .....	17%	57%	25%	1%
2018 .....	15%	55%	29%	1%
2016 .....	21%	54%	24%	1%
2014 .....	--	--	--	--
2012 .....	--	--	--	--
2010 .....	--	--	--	--
2008 .....	--	--	--	--

19. (cont'd) These next few questions deal with capital improvements in Powell. I'd like to begin by listing several projects the city is considering. As I mention each one, tell me if the city should make it a high, medium, or low priority.

	<u>High</u>	<u>Medium</u>	<u>Low</u>	<u>DK</u> <u>RF</u>
h. Adding new services and programs with additional staff (Newly added in 2023.)				
2023 .....	14%	56%	29%	1%
2021-2018 .....	--	--	--	--

(IF NO CLEAR PREFERENCE, GO TO 20; OTHERWISE, SKIP TO 21)

20. And, which of these capital projects should the city make its highest priority?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
38%	25%	--	--	--	--	--	--	Easing traffic flow through downtown Powell
20%	23%	--	--	--	--	--	--	Repairing, maintaining, and adding bike paths
18%	23%	--	--	--	--	--	--	Repairing and maintaining streets and curbs
10%	11%	--	--	--	--	--	--	Renovating storm sewers
7%	14%	--	--	--	--	--	--	Investing to maintain the city's parks
4%	--	--	--	--	--	--	--	Developing new parks
2%	--	--	--	--	--	--	--	Adding new services and programs with additional staff
1%	2%	--	--	--	--	--	--	Keeping city-owned buildings well maintained
<1%	2%	--	--	--	--	--	--	DK / RF

21. Next, I have several statements about diversity and inclusion in Powell. As I read each one, tell me if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly. If you neither agree nor disagree, just tell me that and I'll go on.

	<u>ASt</u>	<u>ASo</u>	<u>N</u>	<u>DSo</u>	<u>DSt</u>	<u>DK</u> <u>RF</u>
a. Powell is a diverse community						
2023 .....	27%	34%	11%	19%	9%	<1%
2021 .....	18%	35%	7%	22%	17%	1%
2008-2018 .....	--	--	--	--	--	--
b. Powell is welcoming to people of all ages						
2023 .....	65%	28%	4%	3%	<1%	<1%
2021 .....	65%	24%	2%	6%	3%	0%
2008-2018 .....	--	--	--	--	--	--
c. Powell is welcoming to people of all religions						
2023 .....	46%	38%	9%	4%	2%	1%
2021 .....	48%	33%	5%	10%	2%	2%
2008-2018 .....	--	--	--	--	--	--
d. Powell is welcoming to people of all races and ethnicities						
2023 .....	46%	35%	7%	8%	3%	1%
2021 .....	39%	35%	4%	11%	10%	1%
2008-2018 .....	--	--	--	--	--	--

21. (cont'd) Next, I have several statements about diversity and inclusion in Powell. As I read each one, tell me if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly. If you neither agree nor disagree, just tell me that and I'll go on.

	<u>ASt</u>	<u>ASo</u>	<u>N</u>	<u>DSo</u>	<u>DSt</u>	<u>DK</u> <u>RF</u>
e. Powell is welcoming to people of all sexual orientations						
2023 .....	34%	34%	17%	10%	3%	2%
2021 .....	33%	31%	10%	14%	5%	7%
2008-2018 .....	--	--	--	--	--	--
f. Powell is welcoming to people of all physical abilities						
2023 .....	43%	41%	11%	3%	1%	1%
2021 .....	45%	35%	7%	8%	2%	3%
2008-2018 .....	--	--	--	--	--	--
g. Powell is welcoming to people of all levels of income						
2023 .....	21%	29%	15%	22%	12%	1%
2021 .....	17%	30%	6%	23%	23%	1%
2008-2018 .....	--	--	--	--	--	--
h. Powell is welcoming to people of all political beliefs						
2023 .....	38%	35%	11%	11%	4%	1%
2021 .....	41%	26%	3%	15%	14%	1%
2008-2018 .....	--	--	--	--	--	--

22. Finally, a few questions about you and your household. First, for how many years have you lived in Powell?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
21%	27%	32%	30%	24%	20%	31%	35%	One to five years
25%	22%	18%	22%	27%	34%	34%	27%	Six to ten years
54%	51%	50%	47%	49%	46%	35%	36%	More than ten years
0%	0%	0%	1%	0%	0%	<1%	2%	DK / RF
13	12	11	11	12	11	10	10	Mean
8	9	9	8	8	7	7	6	S.D.
12	10	10	10	10	10	8	8	Median

23. In what neighborhood or subdivision do you live? (may not add to 100% due to rounding)

2023	2021	2018	2016	2014	2012	2010	2008	
15%	13%	14%	16%	20%	19%	20%	12%	Golf Village
7%	10%	10%	9%	10%	12%	12%	17%	Olentangy Ridge
6%	2%	3%	1%	2%	1%	1%	1%	Village at Kinsale
6%	5%	3%	3%	4%	3%	3%	1%	Woods of Powell (North and South)
5%	7%	8%	7%	8%	9%	8%	10%	Grandshire
5%	3%	4%	5%	3%	5%	5%	6%	Ashmoore
4%	5%	5%	6%	6%	6%	6%	6%	Lakes of Powell
4%	2%	3%	5%	2%	4%	3%	5%	Falcon Ridge
3%	2%	4%	4%	5%	5%	7%	3%	Bartholomew Run
3%	1%	1%	--	--	--	--	--	Verona
3%	3%	2%	1%	2%	3%	3%	3%	Liberty Hills
3%	2%	4%	4%	4%	6%	3%	4%	The Retreat
2%	2%	2%	2%	2%	2%	1%	4%	Woods of Sawmill (North and South)
2%	3%	3%	3%	3%	3%	2%	2%	Murphy's Park
2%	2%	2%	3%	--	--	--	--	Estates at Golf Village
2%	5%	4%	4%	4%	4%	2%	4%	Powell Place
2%	1%	2%	2%	--	--	--	--	Lakes of Golf Village
1%	3%	2%	1%	4%	2%	2%	1%	Liberty Ridge
1%	3%	3%	4%	5%	3%	4%	4%	The Chase
1%	1%	1%	1%	1%	<1%	1%	1%	Middlebury Estates
1%	1%	1%	1%	1%	2%	1%	0%	Rutherford Estates
1%	1%	3%	1%	3%	2%	2%	3%	Deer Run
1%	<1%	1%	1%	1%	<1%	<1%	1%	Village of Woodcutter
1%	<1%	<1%	<1%	<1%	<1%	1%	1%	Brookehill Village
1%	<1%	1%	<1%	--	--	--	--	Courtyards at Grandshire
1%	3%	2%	1%	--	--	--	--	Reserve at Scioto Glen
1%	<1%	1%	1%	<1%	1%	<1%	1%	Village of Murphy Park
1%	0%	1%	1%	1%	<1%	3%	1%	Chambers Glen
1%	<1%	<1%	1%	<1%	1%	0%	1%	Commons of Powell
1%	<1%	1%	1%	--	--	--	--	Courtyards of Powell
1%	2%	1%	1%	1%	1%	2%	2%	Woods of Big Bear Farms
1%	1%	1%	2%	3%	2%	1%	1%	Stonebridge
1%	2%	1%	--	--	--	--	--	Powell Grand
1%	0%	<1%	<1%	0%	<1%	0%	<1%	Traditions of Powell
<1%	1%	--	--	--	--	--	--	The Willows at Golf Village
<1%	--	--	--	--	--	--	--	Carpenter's Mill
<1%	0%	<1%	2%	<1%	1%	1%	0%	Murphy's Crossing
<1%	1%	2%	<1%	<1%	<1%	1%	0%	Village at Powell
<1%	--	--	--	--	--	--	--	Downtown Powell area
<1%	--	--	--	--	--	--	--	Liberty Grand
<1%	--	--	--	--	--	--	--	Reserve at Golf Village
<1%	1%	--	--	--	--	--	--	Manors at Golf Village
<1%	--	--	--	--	--	--	--	Morris Station
<1%	1%	1%	1%	0%	<1%	<1%	1%	Old Village
<1%	--	--	--	--	--	--	--	Cardinal Hill
0%	0%	<1%	0%	<1%	1%	0%	<1%	Junia Glen
0%	0%	0%	0%	--	--	--	--	Morgan Place
0%	0%	<1%	--	--	--	--	--	Abbotsgate
2%	4%	2%	<1%	2%	1%	3%	<1%	Other
5%	7%	3%	2%	2%	1%	2%	2%	DK / RF



24. Do any children – in each of the following age groups – live in your household: younger than 5, 5 to 18, older than 18?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
<b>64%</b>	<b>69%</b>	<b>52%</b>	<b>53%</b>	<b>54%</b>	<b>60%</b>	<b>56%</b>	<b>61%</b>	<b>Yes</b>
15%	12%	--	--	--	--	--	--	Younger than 5
39%	47%	--	--	--	--	--	--	5 to 18
24%	24%	--	--	--	--	--	--	Older than 18
<b>36%</b>	<b>31%</b>	<b>48%</b>	<b>47%</b>	<b>46%</b>	<b>40%</b>	<b>44%</b>	<b>39%</b>	<b>No</b>

25. Are you currently employed full-time?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>		
66%	63%	68%	66%	63%	60%	58%	57%	Employed full-time	(SKIP TO 27)
--	--	--	--	14%	15%	16%	16%	Employed part-time	(GO TO 26)
5%	6%	3%	4%	1%	3%	2%	1%	Student	(GO TO 26)
5%	4%	7%	6%	6%	8%	9%	12%	Homemaker	(GO TO 26)
23%	18%	16%	19%	13%	13%	13%	13%	Retired	(GO TO 26)
<1%	2%	0%	1%	2%	1%	1%	1%	Temporarily unemployed	(GO TO 26)
0%	1%	<1%	1%	1%	0%	<1%	--	Disabled	(GO TO 26)
1%	6%	5%	3%	<1%	0%	1%	0%	DK / RF	(GO TO 26)

26. Are you employed part-time?

<u>2023</u> <u>(n=140)</u>	<u>2021</u> <u>(n=112)</u>	<u>2018</u> <u>(n=129)</u>	<u>2016</u> <u>(n=139)</u>	<u>2014</u> <u>(n=--)</u>	<u>2012</u> <u>(n=--)</u>	<u>2010</u> <u>(n=--)</u>	<u>2008</u> <u>(n=--)</u>		
38%	32%	35%	27%	--	--	--	--	Yes	(GO TO 27)
60%	67%	64%	72%	--	--	--	--	No	(SKIP TO 28)
2%	1%	1%	1%	--	--	--	--	DK / RF	(SKIP TO 28)

27. And, what is the ZIP code of your work place?

<u>2023</u> <u>(n=288)</u>	<u>2021</u> <u>(n=232)</u>	<u>2018</u> <u>(n=318)</u>	<u>2016</u> <u>(n=301)</u>	<u>2014</u> <u>(n=310)</u>	<u>2012</u> <u>(n=300)</u>	<u>2010</u> <u>(n=297)</u>	<u>2008</u> <u>(n=299)</u>	
<b>31%</b>	<b>26%</b>	<b>20%</b>	<b>25%</b>	<b>29%</b>	<b>26%</b>	<b>22%</b>	<b>25%</b>	<b>Powell</b>
<b>54%</b>	<b>62%</b>	<b>59%</b>	<b>53%</b>	<b>58%</b>	<b>65%</b>	<b>69%</b>	<b>65%</b>	<b>Outside Powell</b>
18%	19%	21%	22%	20%	31%	35%	28%	Other northwest
20%	19%	16%	13%	17%	15%	22%	21%	Columbus metro
10%	14%	15%	12%	16%	13%	5%	9%	Northeast
1%	3%	3%	3%	3%	3%	2%	3%	Southeast
<1%	1%	2%	2%	1%	3%	2%	3%	Southwest
4%	6%	2%	1%	<1%	0%	3%	1%	Outside central Ohio
<b>15%</b>	<b>12%</b>	<b>21%</b>	<b>22%</b>	<b>13%</b>	<b>9%</b>	<b>9%</b>	<b>10%</b>	<b>DK / RF</b>

28. Other than friends and family, where do you get most of your news and information about Powell?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
<b>28%</b>	<b>20%</b>	<b>35%</b>	<b>49%</b>	--	--	--	--	<b>Print source (net)</b>
0%	8%	14%	15%	--	--	--	--	Local paper, don't know name, print
0%	4%	12%	19%	--	--	--	--	<i>ThisWeek Community News / Olentangy Valley News</i> print
25%	--	--	--	--	--	--	--	Mailings from the city (Powell's quarterly newsletter)
--	4%	6%	5%	6%	14%	4%	5%	Powell's quarterly newsletter, print
--	3%	4%	9%	8%	10%	6%	5%	Mailings from the city other than the quarterly newsletter
2%	--	--	--	--	--	--	--	Signs posted around Powell, print
2%	2%	2%	4%	--	--	--	--	<i>Columbus Dispatch</i> , print
1%	<1%	2%	1%	--	--	--	--	Other
<b>77%</b>	<b>64%</b>	<b>60%</b>	<b>46%</b>	<b>32%</b>	<b>18%</b>	<b>13%</b>	<b>13%</b>	<b>Digital source (net)</b>
42%	42%	40%	22%	10%	--	--	--	Powell's Facebook, LinkedIn, or Twitter page
27%	12%	13%	15%	14%	6%	10%	10%	Powell's website
26%	7%	8%	7%	7%	6%	1%	0%	Powell's weekly e-newsletter
1%	3%	--	--	--	--	--	--	Powell Bubble
2%	3%	5%	2%	--	--	--	--	Internet, not specified
3%	1%	0%	2%	--	--	--	--	<i>Columbus Dispatch</i> online
0%	<1%	1%	1%	--	--	--	--	<i>ThisWeek Community News / Olentangy Valley News</i> online
3%	1%	3%	2%	--	--	--	--	Local paper, don't know name, online
2%	0%	<1%	<1%	--	--	--	--	Other digital sources
<b>6%</b>	<b>17%</b>	<b>9%</b>	<b>7%</b>	--	--	--	--	<b>Other (net)</b>
1%	8%	1%	2%	--	--	--	--	Neighborhood / HOA newsletter
3%	8%	--	--	--	--	--	--	Local TV media
--	1%	<1%	1%	--	--	--	--	Signs posted around Powell
0%	1%	2%	1%	--	--	--	--	City Council / city offices
1%	0%	5%	3%	--	--	--	--	Neighbors / Word of Mouth
<b>11%</b>	<b>7%</b>	<b>7%</b>	<b>10%</b>	<b>6%</b>	<b>3%</b>	<b>6%</b>	<b>3%</b>	<b>DK / RF</b>

29. Do you follow Powell on social media?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
48%	55%	--	--	--	--	--	--	Yes
52%	45%	--	--	--	--	--	--	No
								(GO TO 30)
								(SKIP TO 31)

30. On which social media platform – or platforms – do you follow Powell?

<u>2023</u> (n=182)	<u>2021</u> (n=170)	<u>2018</u> (n=--)	<u>2016</u> (n=--)	<u>2014</u> (n=--)	<u>2012</u> (n=--)	<u>2010</u> (n=--)	<u>2008</u> (n=--)	
78%	88%	--	--	--	--	--	--	Facebook
32%	29%	--	--	--	--	--	--	Instagram
14%	16%	--	--	--	--	--	--	Twitter
9%	3%	--	--	--	--	--	--	Nextdoor
3%	1%	--	--	--	--	--	--	LinkedIn
<1%	3%	--	--	--	--	--	--	Powell Bubble
1%	--	--	--	--	--	--	--	Other
1%	2%	--	--	--	--	--	--	DK / RF

- On which social media platform – or platforms – do you follow Powell? (ALL RESPONDENTS)

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
<b>48%</b>	<b>55%</b>	--	--	--	--	--	--	<b>Follow</b>
37%	49%	48%	39%	29%	15%	--	--	Facebook
15%	16%	--	--	--	--	--	--	Instagram
7%	9%	10%	7%	--	--	--	--	Twitter
4%	2%	21%	--	--	--	--	--	Nextdoor
2%	1%	3%	3%	--	--	--	--	LinkedIn
<1%	2%	--	--	--	--	--	--	Powell Bubble
1%	--	--	--	--	--	--	--	Other
1%	1%	--	--	--	--	--	--	DK / RF
<b>52%</b>	<b>45%</b>	--	--	--	--	--	--	<b>Do not follow</b>

31. Have you been to the city's website during the past three months?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
50%	36%	29%	30%	33%	31%	35%	42%	Yes
50%	64%	70%	69%	66%	68%	62%	56%	No
0%	0%	0%	<1%	1%	<1%	1%	--	Do not have Internet access
<1%	<1%	1%	<1%	<1%	<1%	2%	2%	DK / RF

32. The last time you went to the city's website, why did you go – in other words, what were you looking for?

<u>2023</u> (n=178)	<u>2021</u> (n=110)	<u>2018</u> (n=234)	<u>2016</u> (n=202)	<u>2014</u> (n=131)	<u>2012</u> (n=126)	<u>2010</u> (n=142)	<u>2008</u> (n=169)	
46%	20%	36%	23%	23%	27%	41%	54%	Event information
13%	5%	13%	26%	22%	38%	20%	13%	Parks and recreation information
6%	1%	6%	1%	9%	8%	1%	4%	Contact information
5%	5%	4%	4%	11%	7%	8%	3%	City Council information
4%	14%	7%	13%	5%	5%	7%	4%	City services information
3%	10%	1%	2%	8%	6%	4%	6%	City codes and permits information
2%	3%	6%	5%	5%	0%	--	--	Development plans
2%	7%	9%	7%	2%	5%	8%	1%	General news / browsing
1%	1%	3%	--	--	--	--	--	Vacation alert
1%	6%	1%	3%	2%	2%	--	--	Tax information
1%	--	--	--	--	--	--	--	School information
1%	3%	2%	5%	5%	3%	--	--	Property information
<1%	--	--	--	--	--	--	--	Historical information
0%	6%	--	--	--	--	--	--	COVID-19
0%	3%	2%	2%	2%	1%	--	--	Voting information
0%	1%	<1%	3%	1%	1%	--	--	Report a violation / make a suggestion
15%	9%	6%	4%	8%	4%	18%	20%	Other
1%	4%	4%	5%	3%	3%	1%	6%	DK / RF

- Was it easy or difficult to find what you were looking for?

<u>2023</u> <u>(n=184)</u>	<u>2021</u> <u>(n=110)</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
86%	92%	--	--	--	--	--	--	Easy
14%	4%	--	--	--	--	--	--	Difficult
0%	4%	--	--	--	--	--	--	DK / RF

33. Overall, is the city's website exceptional, better than average, just okay, or disappointing?

<u>2023</u> <u>(n=187)</u>	<u>2021</u> <u>(n=110)</u>	<u>2018</u> <u>(n=234)</u>	<u>2016</u> <u>(n=202)</u>	<u>2014</u> <u>(n=131)</u>	<u>2012</u> <u>(n=126)</u>	<u>2010</u> <u>(n=142)</u>	<u>2008</u> <u>(n=169)</u>	
8%	6%	10%	6%	7%	4%	7%	4%	Exceptional
59%	45%	49%	52%	54%	56%	52%	52%	Better than average
31%	47%	36%	39%	35%	37%	40%	41%	Just okay
2%	2%	2%	2%	2%	1%	1%	1%	Disappointing
0%	0%	3%	1%	2%	2%	0%	2%	DK / RF

34. And, is there anything not on the website currently that you'd like to see added?

(see: Responses to Open-Ended Questions)

35. Now, how likely are you to be living in Powell five years from now: very likely, somewhat likely, not too likely, or not likely at all?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
67%	60%	63%	69%	65%	67%	65%	71%	Very likely
20%	23%	26%	16%	22%	22%	21%	19%	Somewhat likely
10%	10%	6%	8%	9%	7%	9%	6%	Not too likely
3%	6%	4%	5%	4%	3%	4%	3%	Not likely at all
0%	1%	1%	2%	0%	1%	1%	<1%	DK / RF

36. We're almost done. Are you younger than 25, 25 to 34, 35 to 44, 45 to 54, 55 to 64, or older than 64?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
7%	9%	8%	9%	9%	7%	6%	5%	Younger than 25
9%	8%	9%	9%	10%	9%	12%	11%	25 to 34
24%	25%	23%	22%	25%	28%	28%	30%	35 to 44
21%	28%	24%	27%	26%	27%	26%	26%	45 to 54
16%	13%	18%	17%	16%	16%	16%	16%	55 to 64
23%	17%	18%	16%	14%	13%	12%	12%	Older than 64
0%	0%	0%	0%	0%	0%	0%	<1%	DK / RF

37. Which of the following categories includes your total household income from all sources and before taxes for 2022: less than \$100,000, \$100,000 to \$149,000, \$150,000 to \$199,000, or \$200,000 or more?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
13%	13%	14%	17%	15%	18%	25%	20%	Less than \$100,000
--	--	--	--	44%	45%	45%	47%	\$100,000 to \$200,000
17%	20%	24%	20%	--	--	--	--	\$100,000 to 149,900
14%	15%	19%	21%	--	--	--	--	\$150,000 to \$199,900
47%	40%	28%	26%	24%	20%	12%	17%	More than \$200,000
9%	12%	15%	16%	17%	17%	18%	16%	DK / RF

38. And, finally, are you African-American, Asian, Hispanic, White, or another race?

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
1%	1%	2%	2%	2%	1%	2%	1%	African-American
7%	12%	4%	5%	4%	1%	1%	<1%	Asian
1%	2%	2%	2%	1%	2%	1%	<1%	Hispanic
88%	82%	89%	86%	87%	93%	94%	95%	White
3%	<1%	<1%	1%	3%	2%	0%	1%	Another race
0%	3%	3%	4%	3%	1%	2%	2%	DK / RF

40. That was my last question. Thank you for sharing your opinions with me. Good-bye.

- Gender

<u>2023</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
52%	49%	49%	49%	50%	48%	48%	48%	Male
48%	51%	51%	51%	50%	52%	52%	52%	Female

- Precinct

<u>2023*</u>	<u>2021</u>	<u>2018</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	<u>2008</u>	
8%	9%	8%	7%	8%	9%	--	--	A
5%	6%	7%	8%	9%	10%	--	--	B
13%	9%	12%	13%	13%	14%	--	--	C
5%	7%	8%	10%	9%	10%	--	--	D
8%	13%	14%	13%	13%	13%	--	--	E
10%	10%	9%	8%	9%	9%	--	--	F
4%	6%	12%	13%	12%	11%	--	--	G
10%	8%	8%	7%	8%	8%	--	--	H
10%	10%	11%	9%	8%	7%	--	--	I
10%	14%	11%	12%	11%	9%	--	--	J
17%	8%	--	--	--	--	--	--	K