

CITY OF UPPER ARLINGTON

Franklin County, Ohio

12/10/2018 – 12/13/2018

N=301, +/- 5.64%

Registered Voters

(percentages may not add up to 100% due to rounding)



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Q. 1. Generally speaking, would you say that Upper Arlington is going in the right direction, or has it gotten off onto the wrong track?

72.1% Right direction
13 Wrong track
4.4 Mixed/both (volunteered)
10.6 Unsure/no answer

Q. 2. How would you rate the job that the city of Upper Arlington does communicating, in order to keep the public informed? Would you generally say excellent, good, fair, poor or very poor?

74.9% TOTAL POSITIVE RATING

20.3 Excellent
54.6 Good

18.7% Fair

5.8% TOTAL NEGATIVE RATING

4.6 Poor
1.2 Very poor

.7% Unsure/no answer

Q. 3. Which of the following would you say is the primary source for your news and information about the Upper Arlington community and city government? Is it...

(randomly rotated)

22.8% Reading the *This Week News* newspaper
20.3 Social media postings, such as on Facebook or Twitter
22.1 City e-mails and mailings
4.6 Visiting the City's website
8.3 Talking with friends and neighbors...or...
7.1 Reading *The Columbus Dispatch* newspaper
11.4 All/combination (volunteered)
2.3 Other (recorded – volunteered)
1 Unsure/no answer

Turning to another topic...

Q. 4. How familiar are you with the recent development of new buildings, businesses and stores in the Lane Avenue business area? Would you say you are very familiar, somewhat familiar or not at all?

27.2% Very
58.5 Somewhat
12.7 Not at all
1.6 Unsure/no answer

Q. 5. Generally speaking, are you satisfied or dissatisfied with the recent development of new buildings, businesses and stores that has occurred in the Lane Avenue business area? Follow-up, if satisfied or dissatisfied: Would you say very or just somewhat satisfied/dissatisfied?

66.1% TOTAL SATISFIED

31.3 Very satisfied
34.8 Somewhat satisfied

7.3% Neither satisfied or dissatisfied (volunteered)

19.2% TOTAL DISSATISFIED

10.6 Somewhat dissatisfied
8.6 Very dissatisfied

7.4% Unsure/no answer

Q. 6. Are you satisfied or dissatisfied with the types of businesses that are now located in the area, such as the Whole Foods grocery store and the Hudson 29 restaurant? Follow-up, if satisfied or dissatisfied: Would you say very or just somewhat satisfied/dissatisfied?

90.2% TOTAL SATISFIED

53.1 Very satisfied
37.1 Somewhat satisfied

1.3% Neither satisfied or dissatisfied (volunteered)

4.5% TOTAL DISSATISFIED

2.4 Somewhat dissatisfied
2.1 Very dissatisfied

4.1% Unsure/no answer

Q. 7. Are you satisfied or dissatisfied with the steps that have been taken to manage traffic in the Lane Avenue business area? Follow-up, if satisfied or dissatisfied: Would you say very or just somewhat satisfied/dissatisfied?

55.3% TOTAL SATISFIED

16.5 Very satisfied
38.8 Somewhat satisfied

4.7% Neither satisfied or dissatisfied (volunteered)

30.3% TOTAL DISSATISFIED

18.7 Somewhat dissatisfied
11.6 Very dissatisfied

9.7% Unsure/no answer

Q. 8. Are you satisfied or dissatisfied with the steps that have been taken to manage parking in the Lane Avenue business area? Follow-up, if satisfied or dissatisfied: Would you say very or just somewhat satisfied/dissatisfied?

60% TOTAL SATISFIED

21.3 Very satisfied
38.7 Somewhat satisfied

2.6% Neither satisfied or dissatisfied (volunteered)

26.9% TOTAL DISSATISFIED

15.7 Somewhat dissatisfied
11.2 Very dissatisfied

10.4% Unsure/no answer

Q. 9. Are you satisfied or dissatisfied with the walkability of the Lane Avenue business area for pedestrians who want to visit the stores and businesses? Follow-up, if satisfied or dissatisfied: Would you say very or just somewhat satisfied/dissatisfied?

71% TOTAL SATISFIED

35.6 Very satisfied
35.4 Somewhat satisfied

1.9% Neither satisfied or dissatisfied (volunteered)

18% TOTAL DISSATISFIED

12.1 Somewhat dissatisfied
5.9 Very dissatisfied

9.2% Unsure/no answer

Q. 10. Are you satisfied or dissatisfied with the steps that have been taken to ensure safe crosswalks for pedestrians in the Lane Avenue business area? Follow-up, if satisfied or dissatisfied: Would you say very or just somewhat satisfied/dissatisfied?

65.5% TOTAL SATISFIED

29 Very satisfied

36.5 Somewhat satisfied

3.3% Neither satisfied or dissatisfied (volunteered)

18.9% TOTAL DISSATISFIED

11.2 Somewhat dissatisfied

7.7 Very dissatisfied

12.3% Unsure/no answer

Q. 11. Overall, how would you rate the job that the City has done to listen to the residents who live near the Lane Avenue business area to ensure that their concerns are being addressed? Would you generally say excellent, good, fair, poor or very poor?

39.8% TOTAL POSITIVE RATING

8.6 Excellent

31.2 Good

22.5% Fair

12.1% TOTAL NEGATIVE RATING

6.1 Poor

6 Very poor

25.5% Unsure/no answer

Thinking more about the recent development of new buildings, businesses and stores that has occurred around the Lane Avenue business area...

(ROTATED NEXT 2 QUESTIONS)

Q. 12. Do you agree that this new construction is of high quality, attractive and enhances the appearance of the Lane Avenue business area?

78% Agree

13.5 Disagree

8.6 Unsure/no answer

Q. 13. Do you agree or disagree that it has improved the quality of life by offering useful shopping amenities and opportunities that are close and accessible for local residents?

81.4% Agree
13 Disagree
5.6 Unsure/no answer

Looking ahead...

Q. 14. As future plans are being made, which of the following uses do you think should be the highest priority? Is it...

(randomly rotated)

25.6% Walkability
12.4 Public gathering spaces
23.7 Parking
16.5 Trees and landscaping...or...
8.9 Pedestrian crosswalks
5 All/combination (volunteered)
1.7 Other (recorded – volunteered)
1.6 Do not want any additional development (volunteered)
4.6 Unsure/no answer

Q. 15. As the Lane Avenue business area becomes more of a mixed-use district, which of the following types of businesses do you think should be the highest priority? Is it...

(randomly rotated)

9.3% Professional offices
31 Retail stores and shops
37 Restaurants
1.5 Hotels...or...
5.4 Pubs and bars
9.1 All/combination (volunteered)
1.2 Other (recorded – volunteered)
2.1 Do not want any additional development (volunteered)
3.5 Unsure/no answer

(RANDOMLY ROTATE NEXT 4 QUESTIONS)

Q. 16. Do you favor or oppose adding more hotels to the Lane Avenue business area, in addition to the existing hotel and new one that will be built next year?

29% Favor
63.8 Oppose
7.2 Unsure/no answer

Q. 17. Do you favor or oppose adding various types of housing options to the Lane Avenue business area, such as apartments, townhomes and condominiums?

58.5% Favor
33 Oppose
8.5 Unsure/no answer

Q. 18. Do you favor or oppose adding more street crossings to the Lane Avenue business area, for pedestrians to go between the north and south sides of Lane Avenue?

74% Favor
18.4 Oppose
7.6 Unsure/no answer

(SPLIT SAMPLE – randomly assigned to version A or B)

Q. 19A. Do you favor or oppose increasing the density, so more stores, business and housing can be added to the Lane Avenue business area?

42.9% Favor
44.9 Oppose
12.2 Unsure/no answer

Q. 19B. Do you favor or oppose increasing the height, so more stores, business and housing can be added to the Lane Avenue business area?

36.8% Favor
49.6 Oppose
13.7 Unsure/no answer

Finally, I have a few short questions for statistical purposes...

Q. 20. I would like to read you a list of age groups. Please stop me when I get to the one you are in.

40.8% 18 to 44
31.7 45 to 64
26 65 and older
1.5 Unsure/no answer

Q. 21. How long have you lived in Upper Arlington? Is it...

36.1% Less than 10 years
18 10 to 20 years...or...
44.8 More than 20 years
1.1 Unsure/no answer

Gender:

47.9% Male
52.1 Female