



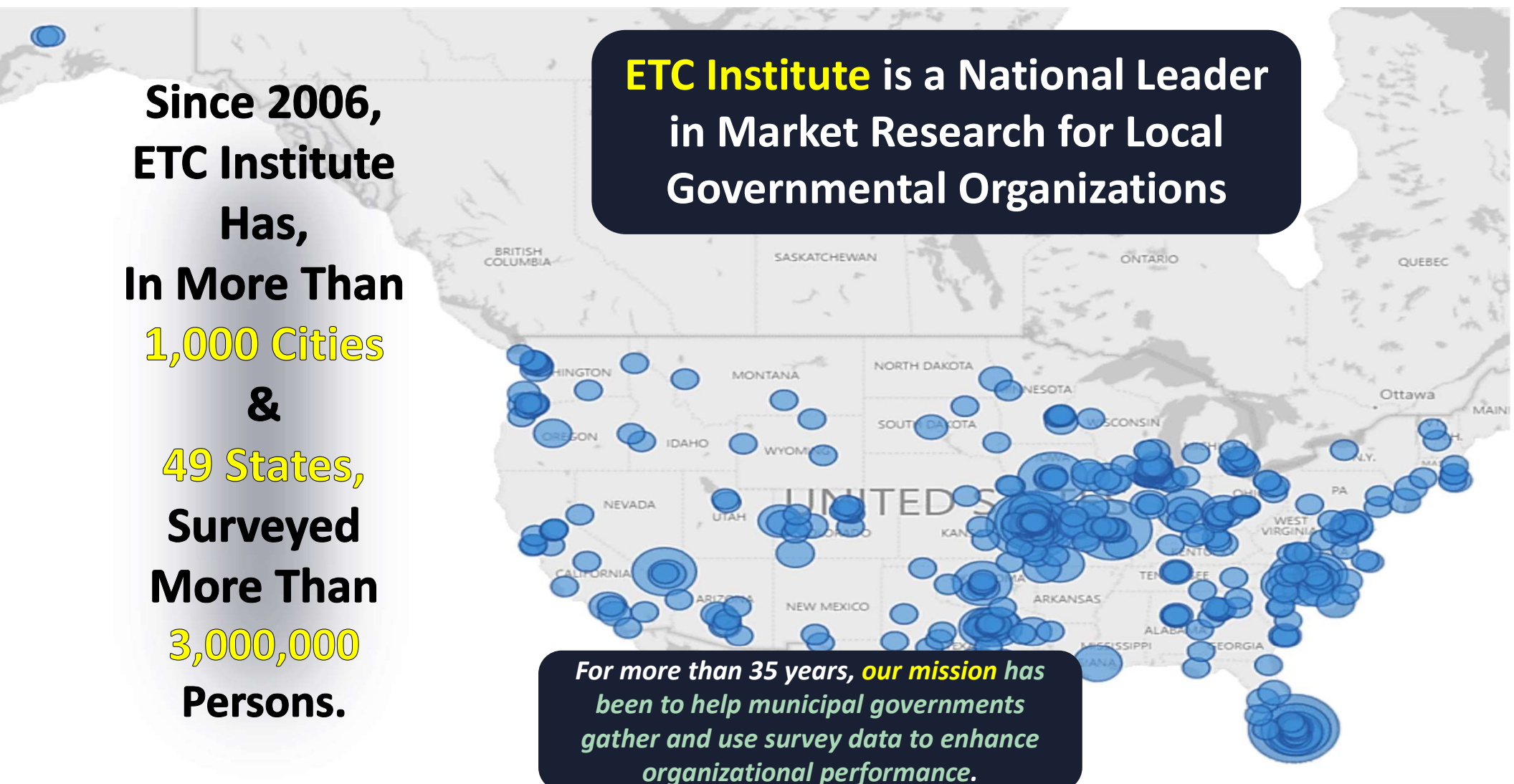
City of Cincinnati Resident Survey

PRESENTED BY ETC INSTITUTE

Since 2006,
ETC Institute
Has,
In More Than
1,000 Cities
&
49 States,
Surveyed
More Than
3,000,000
Persons.

ETC Institute is a National Leader
in Market Research for Local
Governmental Organizations

*For more than 35 years, **our mission** has
been to help municipal governments
gather and use survey data to enhance
organizational performance.*



Purpose

To objectively assess resident satisfaction with the delivery of City services and provide comparisons to past survey results

To compare the City's performance with similarly sized communities

To help determine priorities for the City using Importance-Satisfaction Analysis

To provide the City with an additional tool that can be used to help strategically plan as the City continues to grow

Methodology

Survey Description

- 3rd Resident Survey conducted for the City by ETC Institute


Method of Administration

- By mail and online to a random sample of households in the City
- Each survey took approximately 15-20 minutes to complete

Sample Size

- **Goal:** 1,200 completed surveys – minimum of 200 from six (6) neighborhood zones
- **Actual:** 1,235 completed surveys – all neighborhood zone goals were met

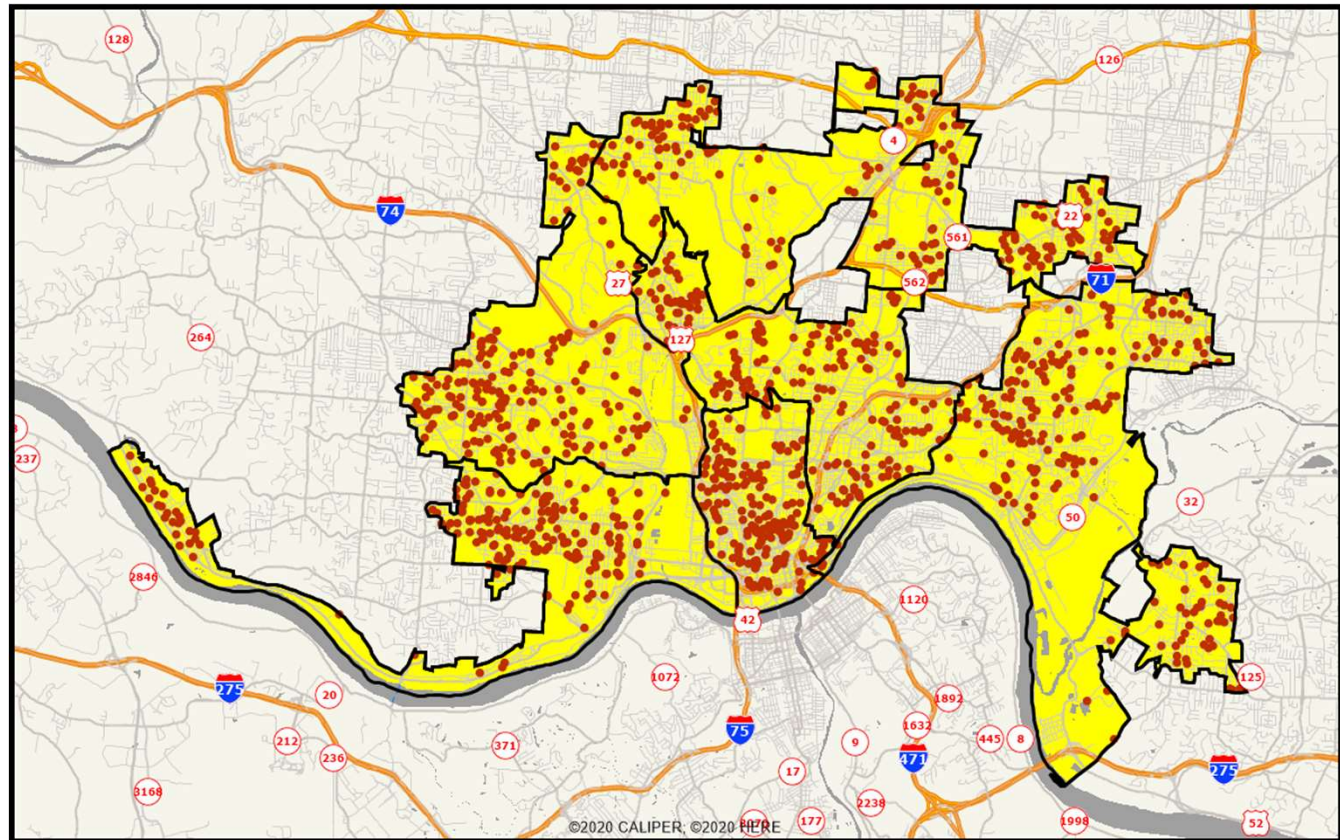
Margin of Error

- +/- 2.8% at the 95% level of confidence
- 

Location of Survey Respondents

Good representation of responses throughout the City

Home address of all respondents are geocoded to the block level



City of Cincinnati Resident Survey

Benchmarks

The City's survey contained 51 questions that were directly comparable to ETC Institute's benchmarking databases

The U.S. Average is based on a national survey administered during the summer of 2023 to a random sample of more than 10,000 U.S. residents

The average for communities with a population of 250k or more is based on surveys administered to more than 1,500 residents living in large cities during the summer of 2023

Benchmarks

Of the 51 areas assessed, the City rated above the U.S. average in 22 areas (43%) and significantly above the U.S. average (a difference of 4 percentage points or more) in 20 areas (39%)

The City rated above the similarly sized community average in 32 areas (63%) and significantly above the U.S. average (a difference of 4 percentage points or more) in 27 areas (53%)

Comparisons to Similarly Sized Average

COMPARATIVE ADVANTAGES

City parks & recreation programs/facilities

Rating the city as a place to live

Customer service you receive from City employees

Overall quality of curbside recycling services

Rating the city as a place to work

Overall quality of trash collection services

How quickly fire services personnel respond to emergencies

Overall quality of services provided by City

Overall image of City

How quickly emergency medical personnel respond to emergencies

COMPARATIVE WEAKNESSES

Condition of sidewalks in the City

Overall feeling of safety in City

Maintenance of city streets

Adequacy of city street lighting

Quality of on-street bicycle infrastructure

Enforcing trash, weeds, and exterior maintenance in your neighborhood

Accessibility of streets, sidewalks, & buildings for people with disabilities

City's overall efforts to prevent crime

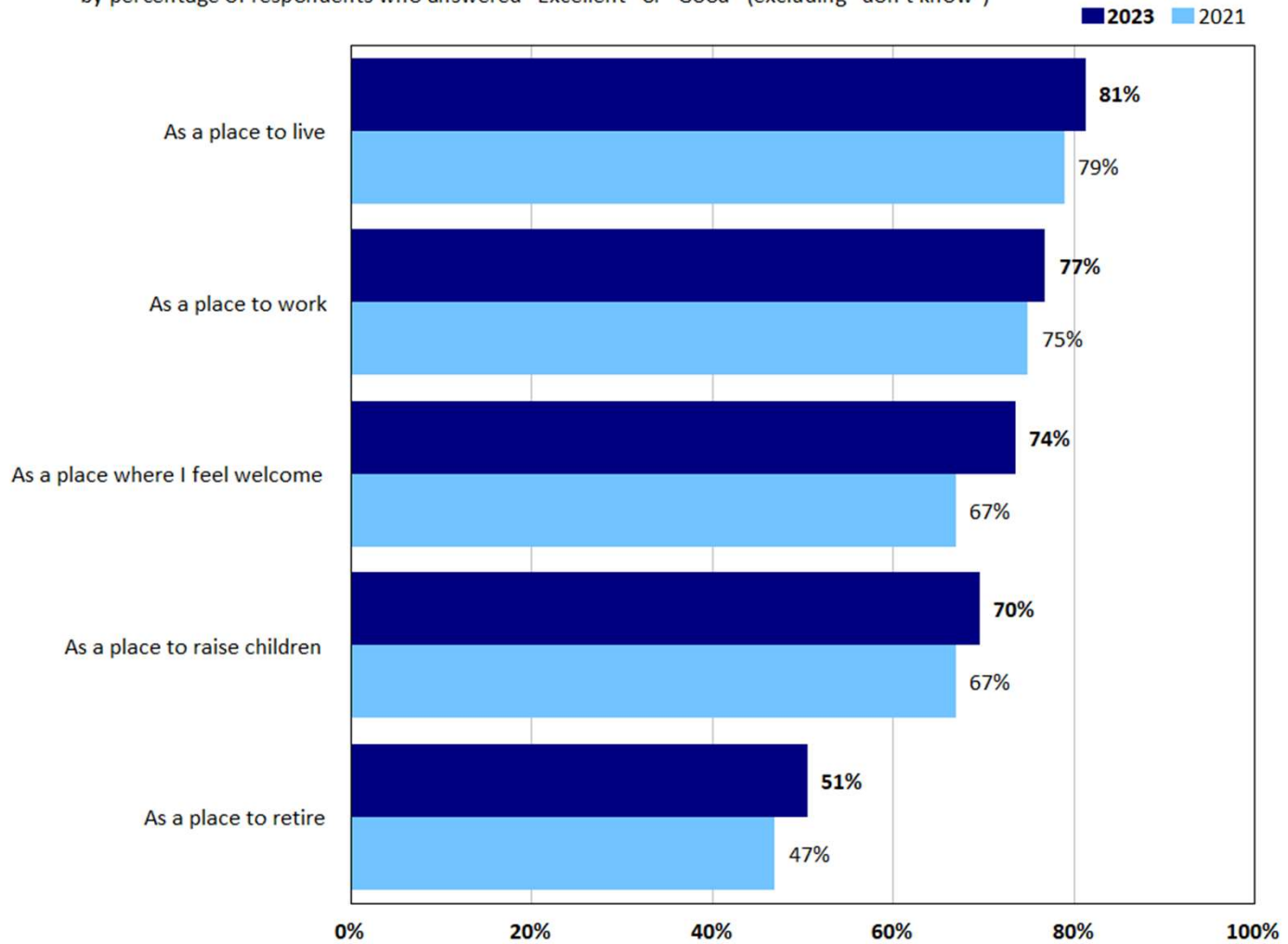
City government efforts to keep you informed about City services, issues, events, and programs

Enforcement of clean-up of trash and debris on private property

Satisfaction Ratings

Q1. Overall Ratings of City

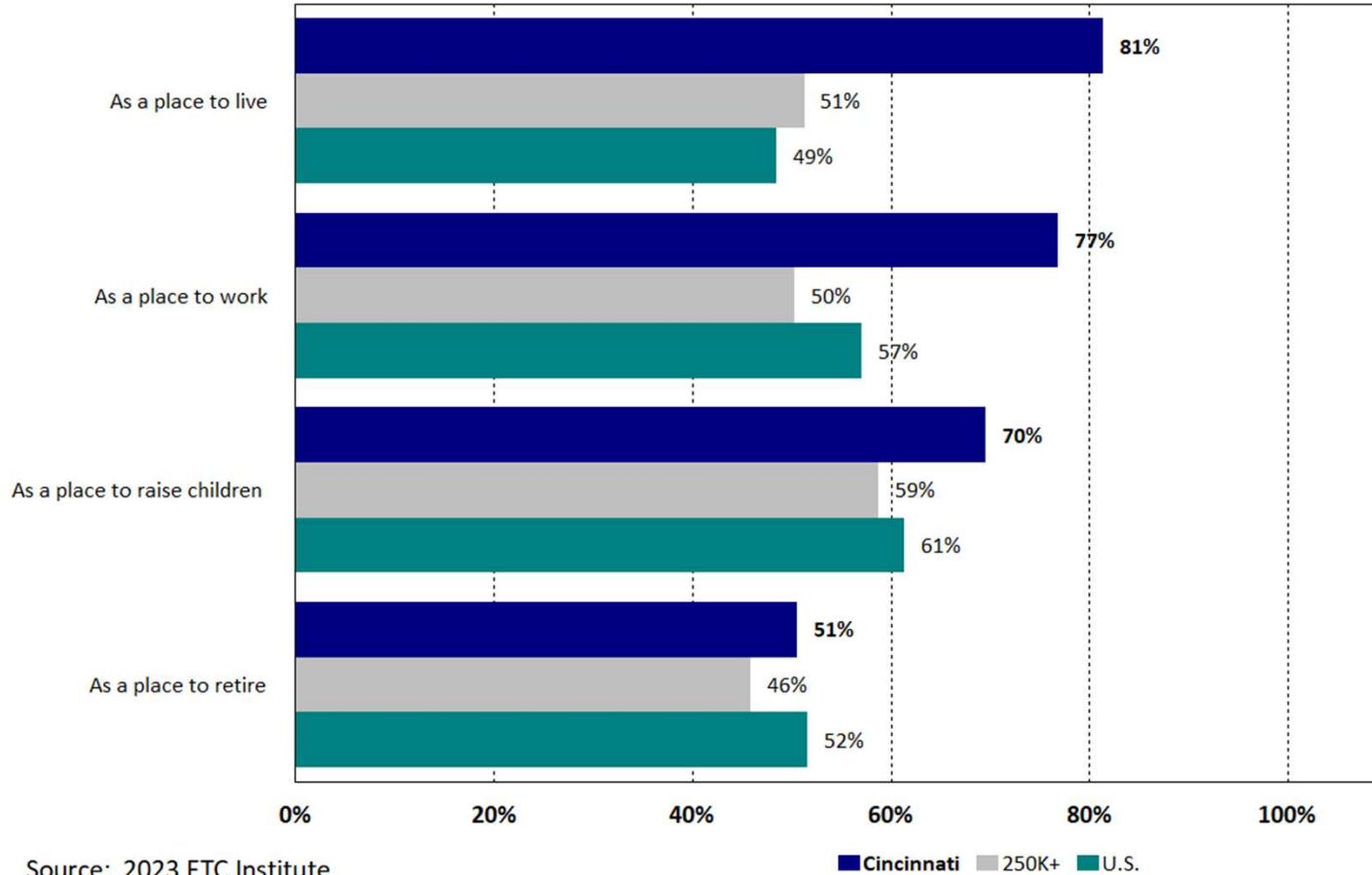
by percentage of respondents who answered "Excellent" or "Good" (excluding "don't know")



Although perceptions have seen a dip nationally, Cincinnati has avoided any major downturns

Overall Satisfaction with Cincinnati City of Cincinnati vs. 250K+ Cities vs. U.S.

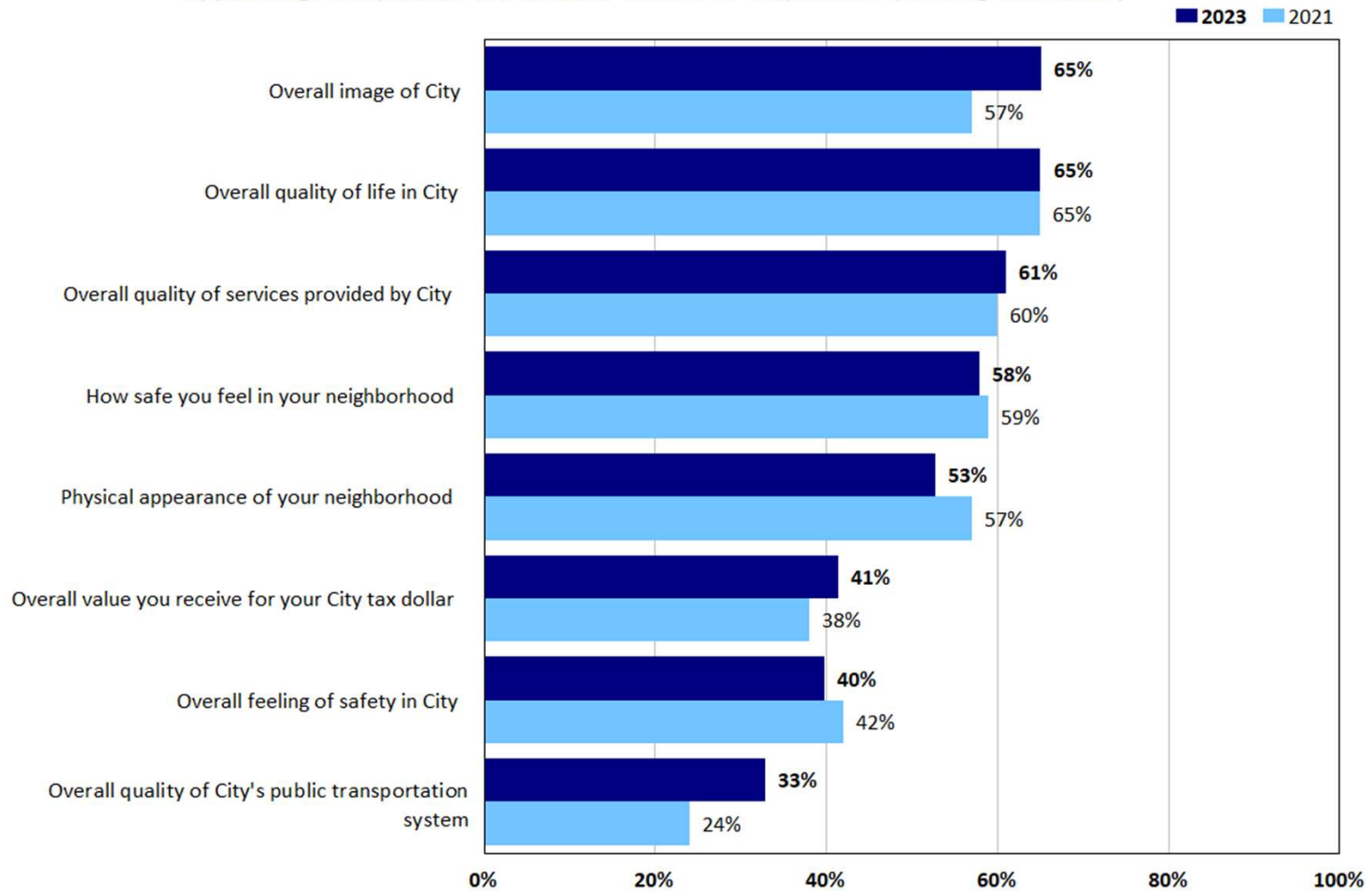
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall, the City is performing exceptionally well compared to both averages

Q2. Perceptions of the Community

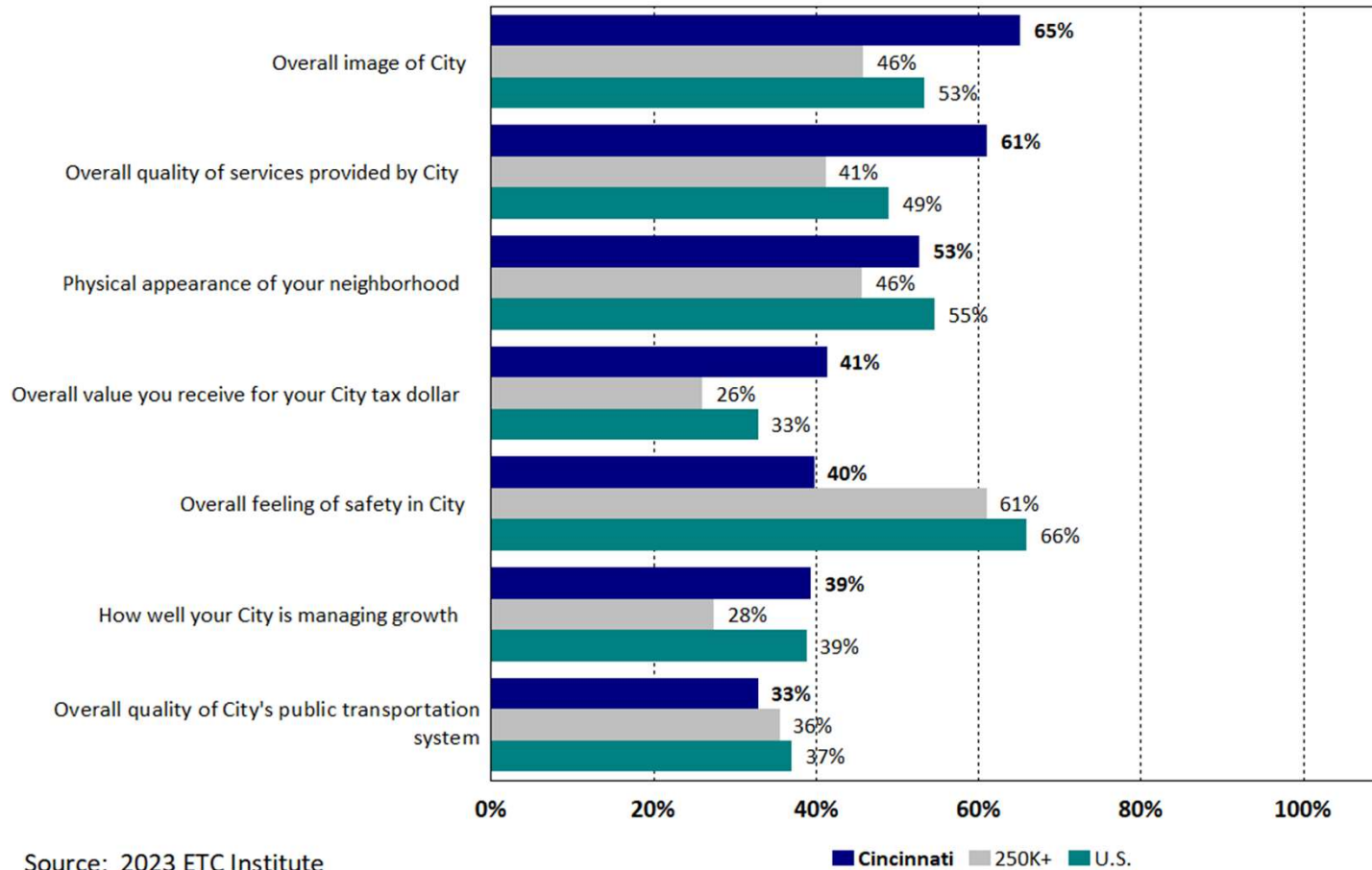
by percentage of respondents who answered "Satisfied" or "Very Satisfied" (excluding "don't know")



Key perception items have seen an increase in positive ratings

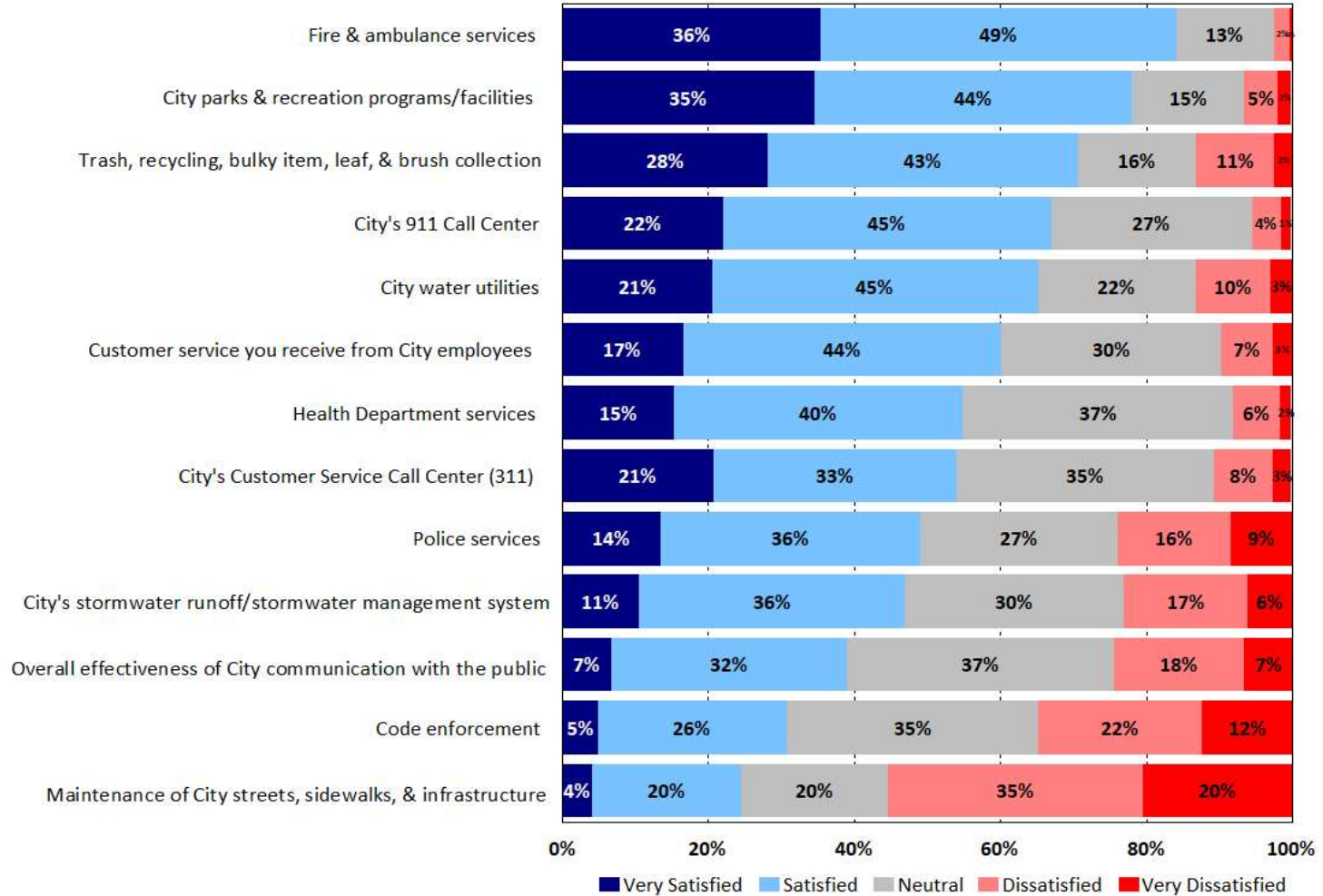
Overall Satisfaction with Perceptions of the Community City of Cincinnati vs. 250K+ Cities vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



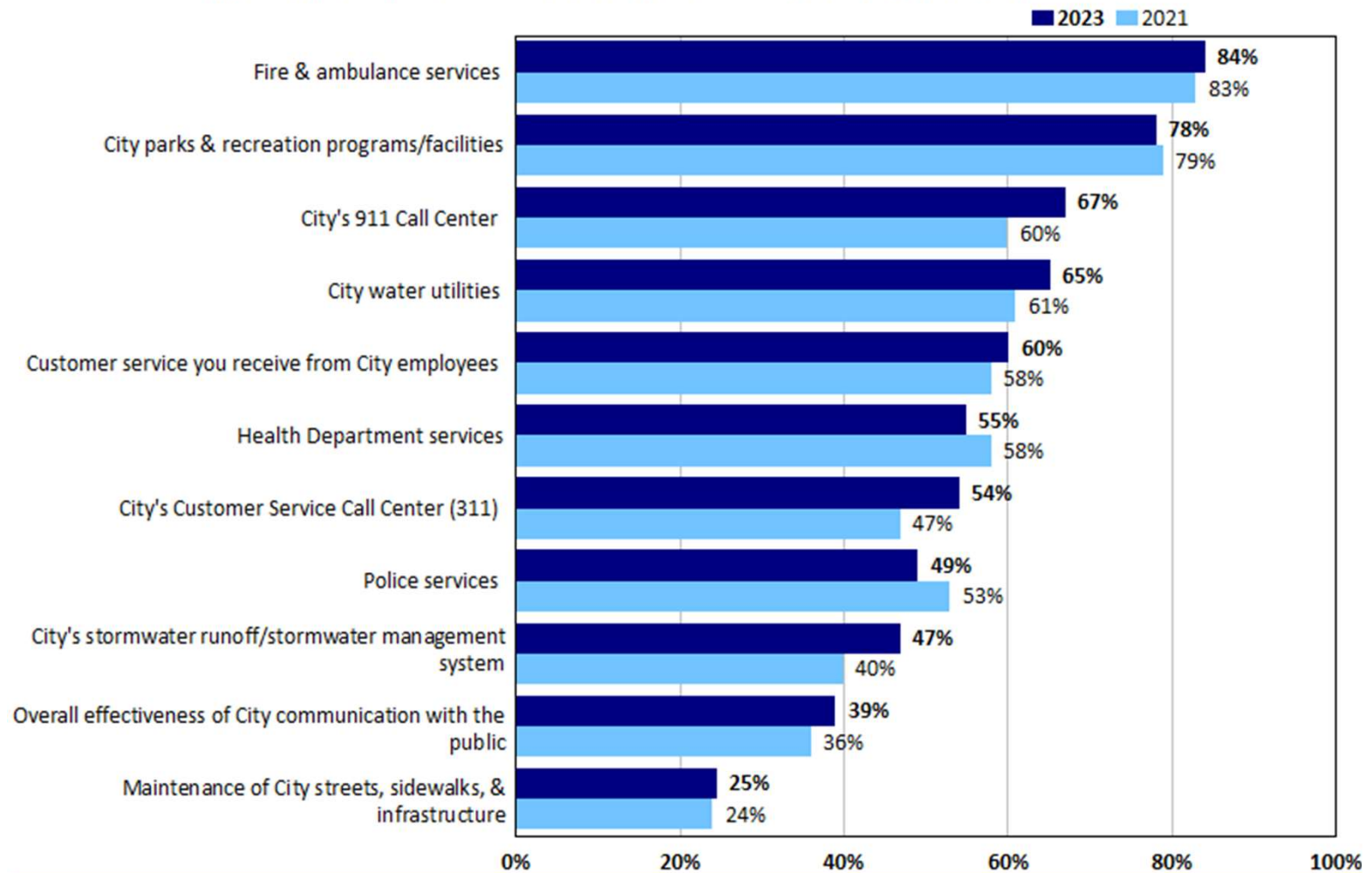
Q3. Overall Quality of City Services

by percentage of respondents (excluding "don't know")



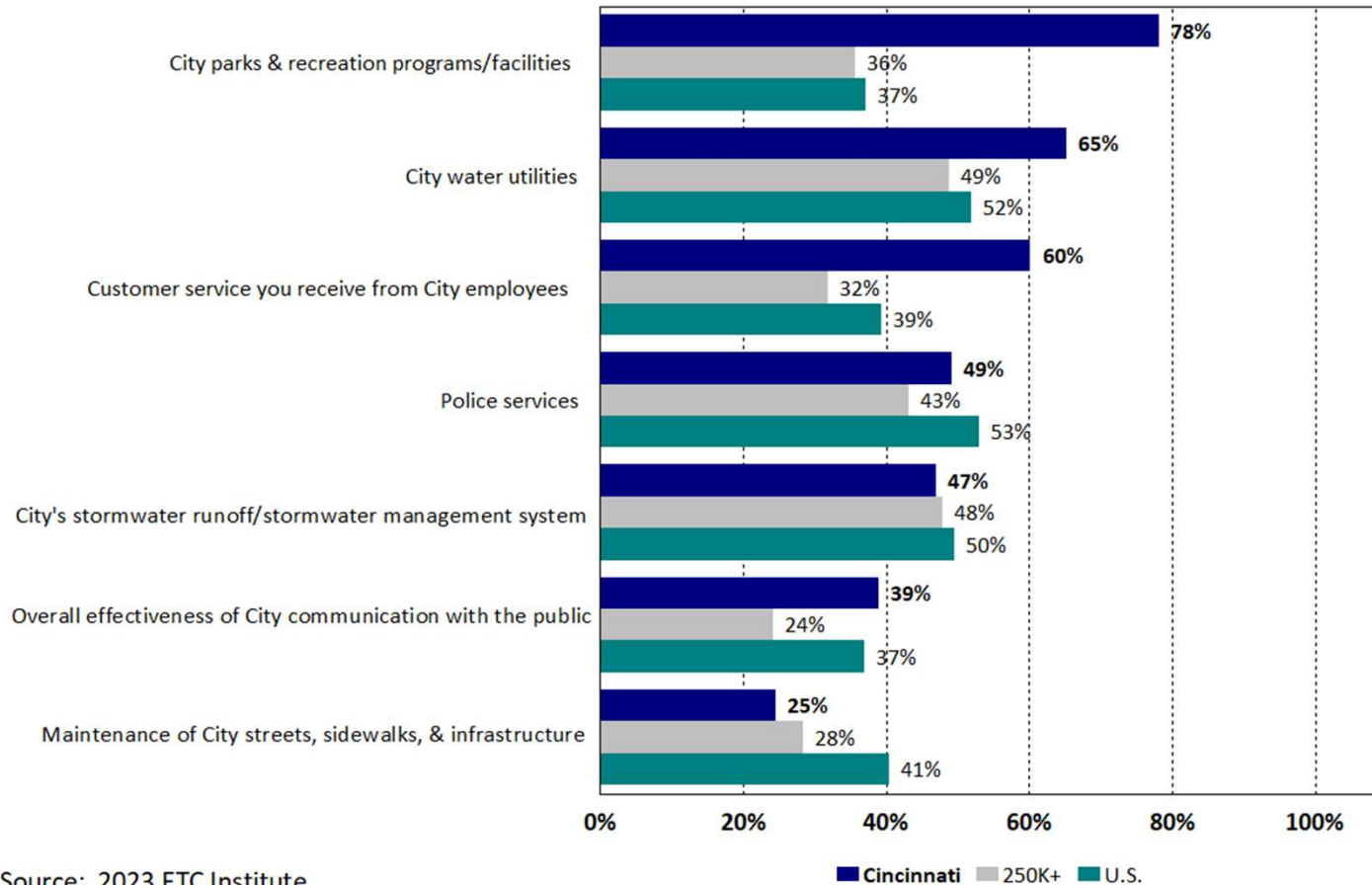
Q3. Quality of City Services

by percentage of respondents who answered "Satisfied" or "Very Satisfied" (excluding "don't know")



Overall Satisfaction with the Overall Quality of City Services City of Cincinnati vs. 250K+ Cities vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

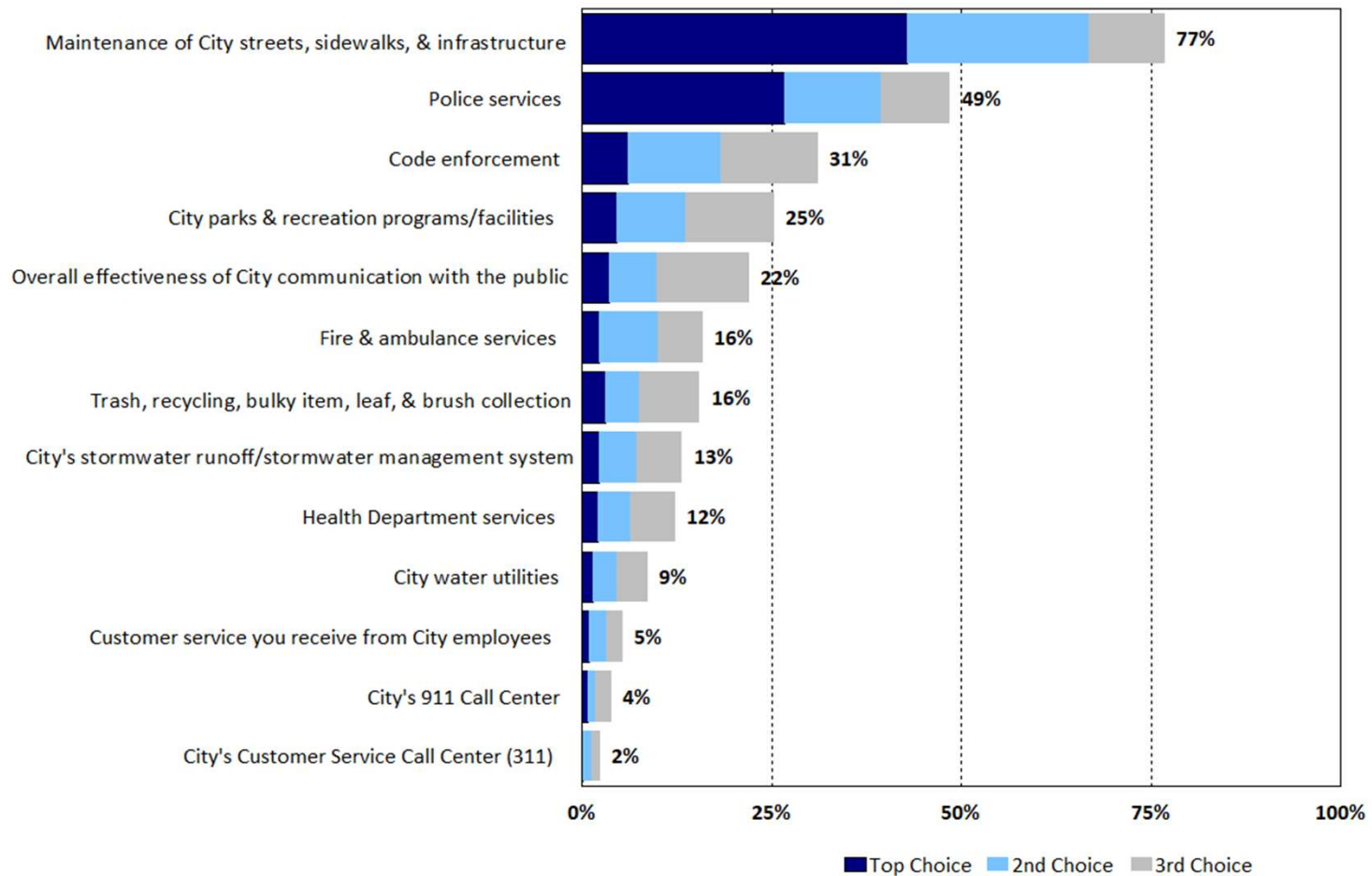


Source: 2023 ETC Institute

Importance Ratings

Q4. Which THREE services do you think are MOST IMPORTANT for the city to emphasize over the next two years?

by percentage of respondents who selected the item as one of their top three choices



Importance-Satisfaction Analysis

Importance-Satisfaction Rating

Cincinnati, OH

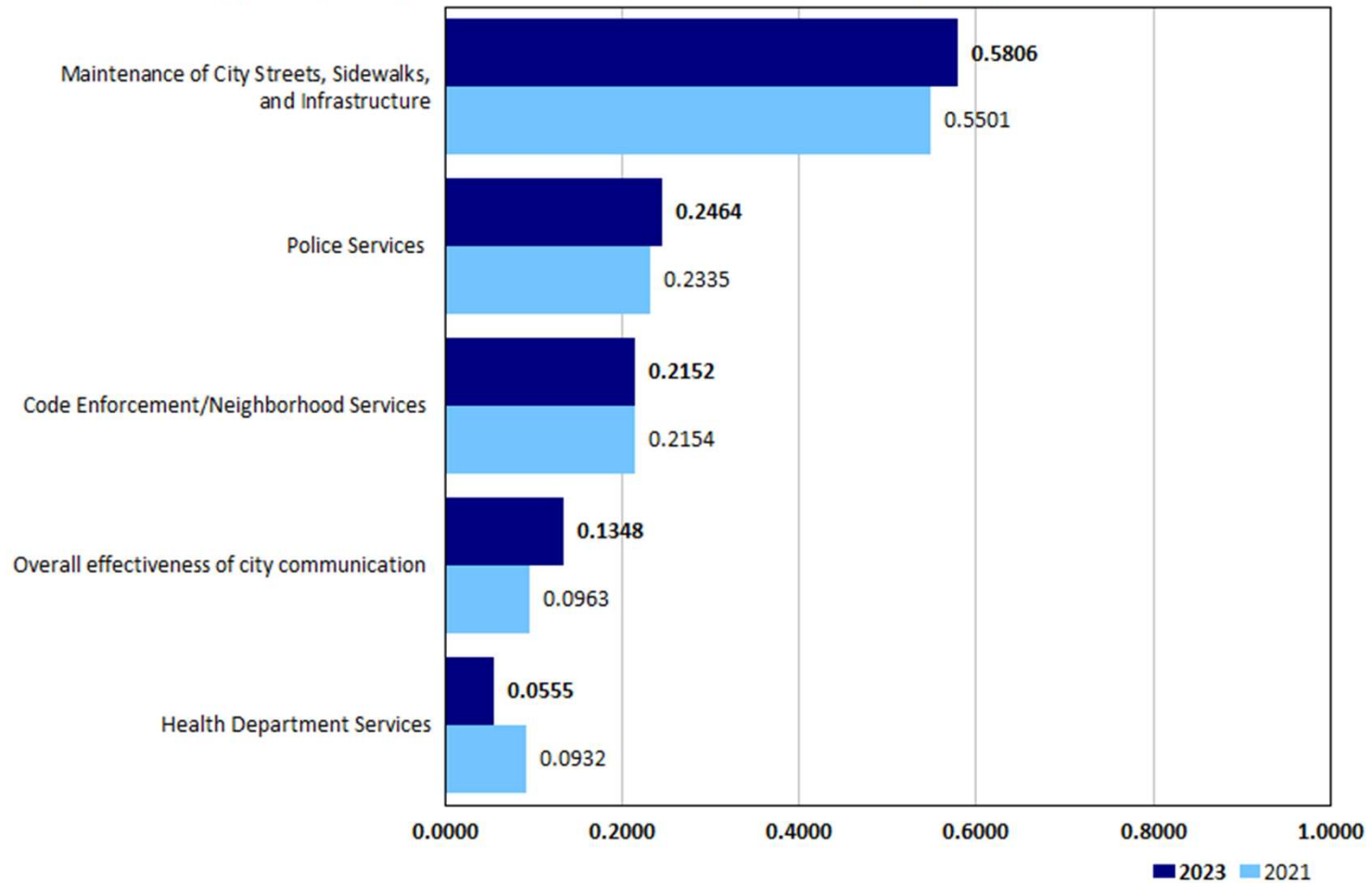
Major City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Maintenance of City streets, sidewalks, & infrastructure	77%	1	25%	13	0.5806	1
Police services	48%	2	49%	9	0.2464	2
Code enforcement	31%	3	31%	12	0.2152	3
Overall effectiveness of City communication with the public	22%	5	39%	11	0.1348	4
City's stormwater runoff/stormwater management system	13%	8	47%	10	0.0701	5
Health Department services	12%	9	55%	7	0.0555	6
City parks & recreation programs/facilities	25%	4	78%	2	0.0554	7
Trash, recycling, bulky item, leaf, & brush collection	16%	7	71%	3	0.0454	8
City water utilities	9%	10	65%	5	0.0303	9
Fire & ambulance services	16%	6	84%	1	0.0251	10
Customer service you receive from City employees	5%	11	60%	6	0.0215	11
City's 911 Call Center	4%	12	67%	4	0.0132	12
City's Customer Service Call Center (311)	2%	13	54%	8	0.0110	13

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Top 5 Importance Satisfaction Ratings 2021 vs 2023

by percentage of respondents who answered "Satisfied" or "Very Satisfied" (excluding "don't know")



Summary

Overall, residents continue to have a positive perception of the City

- The ratings of many key areas increased since the baseline survey

Satisfaction with the overall quality of city services is higher in Cincinnati than other communities of a similar size

Top Priorities for Improvement

1. Maintenance of City streets, sidewalks, and infrastructure
2. Police services
3. Code enforcement
4. Overall effectiveness of City communication with the public

Questions?

THANK YOU

