



A COMMUNITY ATTITUDE SURVEY

WITH RESIDENTS OF THE

CITY OF SHAKER HEIGHTS

02-1916

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BACKGROUND

Survey Methodology

- 500 telephone interviews were completed with adult residents of the City of Shaker Heights.
- Survey respondents were distributed across the city by census tract in proportion to the total adult population in each census tract. For purposes of analysis, we divided the City into four regions:
 1. The Northeast region includes census tracts 1832 and 1833.
 2. The West region consists of census tracts 1831, 1834.01, 1834.02 and 1836.03.
 3. The Central region includes census tracts 1835.01 and 1835.02.
 4. The South region consists of census tracts 1836.04, 1836.05 and 1836.06.
- The sample was also stratified one-half male, one-half female.
- All telephone interviewing was completed between December 3 and December 9, 2002.
- The telephone survey of 500 respondents has a margin of error of +/- 4.4% at the 95% confidence level.
- The reader should note that the survey results were weighted by census tract as well as race of the respondent to more accurately reflect the demographics of the city.

Survey Purpose

- To determine how informed residents are as well as where residents get their information about what is going on in Shaker Heights.
- To assess residents' reasons for moving to Shaker Heights, their attendance at city sponsored events, as well as which non-essential city services they think are most important. The frequency of patronizing the retail stores as well as restaurants at Shaker Towne Center and the Shopping Center at Van Aken were also measured.
- To measure the awareness and support of the City's efforts to increase its tax base.

SUMMARY OF FINDINGS

Information Sources

More than four-fifths of Shaker Heights residents are very informed (19%) or somewhat informed (63%) about what is going on in Shaker Heights.

And while half of the respondents said they get most of their information about what is going on in Shaker Heights from the Sun Press (53%), a fourth mentioned the Shaker Magazine (27%). Also cited with some frequency was word of mouth (35%) and The Plain Dealer (23%).

But when it comes to which information source has the most influence on their opinion of whether or not the city is doing a good job, 37% mentioned word of mouth and 24% cited the Sun Press.

75% of all respondents have access to the Internet either at home or work, and 59% of all respondents go on-line more than once a week.

Awareness of the City's web-site is fairly high with 55% aware, but only 8% of all respondents have visited the web-site since it was redesigned in early September.

Reasons for Moving to Shaker Heights

Half of the respondents have lived in Shaker Heights more than 20 years (47%) while another 19% have been residents for 11 to 20 years. The remaining third have lived in Shaker Heights less than one year (1%), 1 to 5 years (20%) or 6 to 10 years (14%). The most frequent reasons given for moving to Shaker Heights were the good school system, attractive housing and the positive environment.

City Services and Events

Survey respondents recalled having attended a variety of city sponsored events in the past year with the Fourth of July fireworks (20%), the annual fall regatta (17%) and the Memorial Day parade (15%) mentioned most frequently.

After basic police and fire services, residents overwhelmingly think that backyard rubbish pickup is the most important city service as this was mentioned by 60% of the respondents. This was followed by ice and snow removal (30%), special rubbish pickup for large items (20%) and recreation classes (19%).

Shaker Towne Center and Shopping Center at Van Aken

Residents tend to shop at the retail stores in Shaker Heights more often than they eat in or get take-out from restaurants. That is, 46% shop at retail stores in Shaker Heights more than once a week while another 29% shop about once a week. In contrast, only a tenth of the respondents eat in or get take-out from restaurants in Shaker Heights more than once a week (11% eat in; 10% take-out) or about once a week (12% eat in; 11% take-out).

When asked what changes should be made to Shaker Towne Center and the Shopping Center at Van Aken to make them shop or dine there more often, 30% said add more stores while 23% would like more restaurants. A fifth (21%) mentioned specific stores or businesses they would like to see in these shopping centers.

City Revenue

A third (32%) of residents think that the current recession has impacted the city's revenue a lot while another 41% said it has had a little impact.

Respondents were told that the city of Shaker Heights relies, in part, on money from estate taxes to help fund capital improvement projects around the city. And two-fifths (40%) are aware that because of a change in the estate tax made by the state government, Shaker Heights has seen a decrease of thirty percent in the amount of money they collect from the estate tax. But 59% were not aware of this.

Three-fourths (77%) were aware that in addition to the estate tax as well as funding from the state, a primary source of money for the city of Shaker Heights is the city income tax.

There appears to be some support for making some cuts in non-essential city services to keep taxes where they are now. When forced to choose, half (49%) chose making some cuts and keeping taxes the same, but about a third (31%) prefer to maintain all city services exactly as they are now and pay more in taxes.

Strengthening the City's Tax Base

Four-fifths (82%) are aware that the city of Shaker Heights has been working to strengthen the city's residential and retail tax base by improving the quality of housing and redeveloping retail areas.

And residents think that the city's efforts will strengthen the tax base. Specifically...

- 59% said making improvements in retail and commercial areas in Shaker Heights will impact the city's tax base a lot.
- 58% said the tax base will be impacted a lot by introducing programs to fix-up deteriorating properties in order to maintain property values.
- And 45% said providing new types of housing at various price levels to meet today's market demands will impact the city's tax base a lot.

Along with this, there was strong agreement that...

- Maintaining property values in Shaker Heights is important to maintaining the quality of education in the Shaker Schools (58% strongly agree; 34% agree);
- Improvements made to one part of Shaker Heights have a positive impact on the entire city (31/48); and
- Tax dollars to strengthen housing in every neighborhood in the community are well spent (21/44).

Future of Shaker Heights

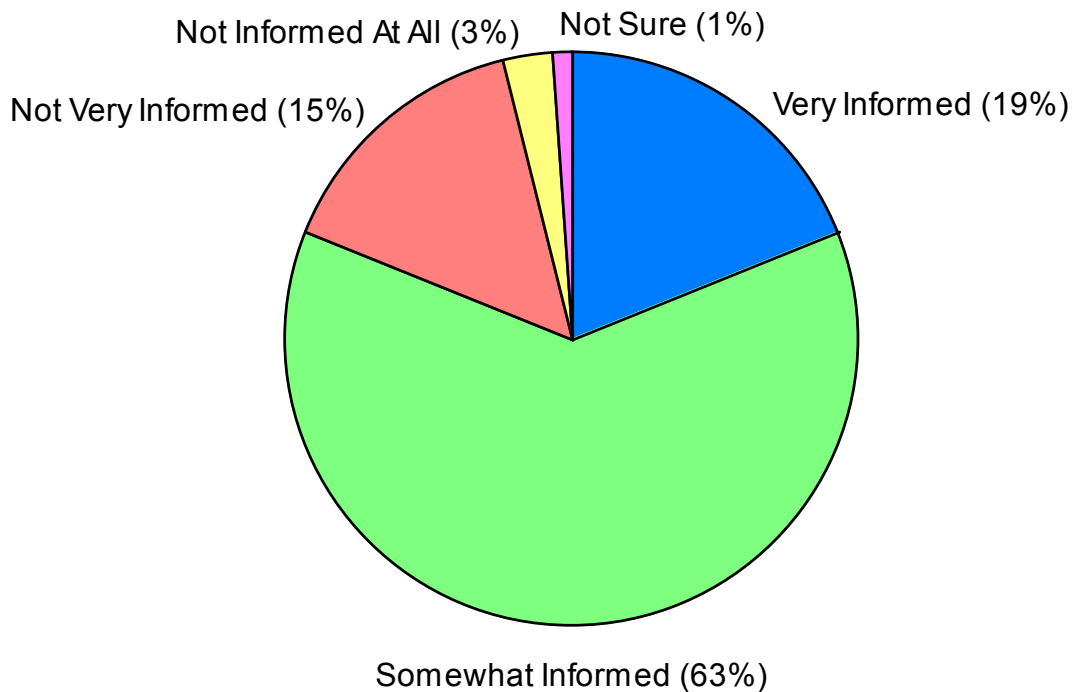
When asked what are the biggest challenges facing the city in the next five years, residents were most apt to mention the quality of education/schools (26%), the tax base/revenue (23%), maintaining the city/status quo (20%) and taxes (19%).

I. Information Sources

A large majority of the residents are at least somewhat informed about what is going on in Shaker Heights.

That is, 19% of the respondents said they are **very informed** about what is going on in Shaker Heights while another 63% are **somewhat informed**. Only a fifth (18%) are **not very informed** or **not informed at all**.

Q1 HOW WELL INFORMED DO YOU FEEL ABOUT WHAT IS GOING ON IN SHAKER HEIGHTS



The percent at least somewhat informed about Shaker Heights tends to increase as age and length of residence increases.

While this is a positive result, there is still room for improvement by increasing the percent very informed about what is going on in Shaker Heights.

Many of the residents get their information about the city from the *Sun Press*.

Regardless of how informed they are about what the city has to offer, all respondents were asked where they get most of their information about what is going on in the city. And as we can see in the following table, residents mention the *Sun Press* most frequently (53%), while another 23% cited the *Plain Dealer*.

The Shaker Magazine was mentioned by a fourth of the respondents (27%) and 7% said they receive most of their information from other city mailings.

We should also note that a third (35%) of the residents rely on word of mouth or friends/relatives for their information.

Q2 WHERE DO YOU GET MOST OF YOUR INFORMATION ABOUT WHAT IS GOING ON IN SHAKER HEIGHTS (More Than One Response Accepted)	
	All Respondents
	%
Sun Press	53
Word of mouth (friends or family)	35
Shaker Magazine	27
Plain Dealer	23
Other city mailings	7
TV	6
Radio	1
Web-site/Internet	1
Recreation booklet	1
Other	3
Not Sure	1

There were several demographic variations worth noting.

- 61% of residents in the Northeast region get their information from the Sun Press, while those in the other regions looked similar to respondents overall.
- While respondents age 35 or older tend to get their information from the Sun Press (55%), more than half (54%) of 18 to 34 year olds get most of their information about what is going on in Shaker Heights from the Shaker Magazine. But caution should be used when reviewing this result given that just 9% or 43 respondents are aged 18 to 34.
- 57% of homeowners find their information in the Sun Press. But renters were more divided on their information sources with a third each citing the Sun Press (33%) and the Shaker Magazine (36%).
- By length of residence, the percent citing the Sun Press as an information source tends to increase as years lived in Shaker Heights increases. But we should also note that a significant percent of those who have lived in Shaker Heights 10 years or less rely on the Shaker Magazine for information about what is going on in the city.

When it comes to influencing residents' opinions, friends or relatives have the most impact.

Respondents were also asked which information source has the most influence on their opinion of whether or not the city is doing a good job, and 37% mentioned word of mouth or friends/relatives. Other third party sources cited included the *Sun Press* (24%) and the *Plain Dealer* (11%).

A tenth said the Shaker Magazine (10%) has the most influence on their opinion regarding the job the city is doing, while 4% cited other city mailings.

Q3 WHAT INFORMATION SOURCE HAS THE MOST INFLUENCE ON YOUR OPINION ON WHETHER OR NOT THE CITY IS DOING A GOOD JOB	
(More Than One Response Accepted)	
	All Respondents
	%
Word of mouth (friends or family)	37
Sun Press	24
Plain Dealer	11
Shaker Magazine	10
Other city mailings	4
TV	1
Radio	<1
Web-site/Internet	<1
Recreation booklet	<1
League of Women Voters Newsletter	<1
Other	6
Not Sure	21

Little significant demographic variation existed. A plurality of every subgroup said their friends and relatives have the most influence on their opinion of whether or not the city is doing a good job.

A majority of the City's residents have access to the Internet.

75% of the respondents have **access to the Internet** either at home or at work.

Q4 DO YOU HAVE ACCESS TO THE INTERNET EITHER AT HOME OR AT WORK	
	All Respondents
	%
Yes	75
No	25
Not Sure	--

The subgroups less apt to have access to the Internet include:

- Senior citizens (just 41% have access);
- Those with a high school education or less (42%); and
- One person households (49%).

And most use the Internet more than once a week.

When asked how frequently they use the Internet, 59% go on-line **more than once a week** (this is 79% of Internet users).

Others use it less often: 6% about **once a week**, 4% **once or twice a month**, 5% **less often**. Again, a fourth (25%) do not have access to the Internet.

Q5 HOW OFTEN DO YOU USE THE INTERNET		
	All Respondents	Of Those With Internet Access
	%	%
More than once a week	59	79
About once a week	6	8
Once or twice a month	4	5
Less often	5	7
Not Sure	<1	1
No Internet Access	25	NA

The percent accessing the Internet more than once a week increases with income and education.

There is also some variation by age. That is, 90% of 18 to 34 year olds go on-line more than once a week, but this decreased to just 21% among senior citizens.

And over half of all residents are aware the City has its own web-site.

55% of the respondents are **aware** the City of Shaker Heights has its own web-site, but 43% are not aware of this.

Q6 AWARE THE CITY HAS ITS OWN WEB-SITE	
	All Respondents
	%
Yes	55
No	43
Not Sure	2

61% of more frequent Internet users were aware the City has its own web-site, but this decreased to 53% among less frequent users and to 42% aware among those without Internet access.

The city should continue to include their web-site address on all communications with residents to help increase awareness of the site.

Along with this, just 8% of all respondents have visited the City's web-site since it was redesigned in early September.

Q7 VISIT THE CITY'S WEB-SITE SINCE IT WAS REDESIGNED IN EARLY SEPTEMBER		
	All Respondents	Of Those Aware City Has Web-Site
	%	%
Yes	8	15
No	45	83
Not Sure	1	2
Not aware city has own web-site	46	NA

Regardless of whether or not they have access to the Internet, all respondents were asked what kind of helpful information they would like to find on the City's web-site. Perhaps not surprisingly, a fifth (21%) said they were not sure. Those who did have a suggestion mentioned:

- City news (21%);
- Calendar of current events (16%);
- Council news (12%);
- Schedules for rubbish, grass or leaf collection (7%);
- Zoning and housing codes (6%);
- Recreation programs (4%);
- Voting and election information (2%);
- Contact the mayor or city council (1%);
- Point of sale inspections (1%); and
- Download forms/permits (1%).

II. Reasons for Moving to Shaker Heights

Almost half of the respondents have lived in Shaker Heights for more than 20 years.

That is, 47% have been residents for **more than 20 years** while a fifth (19%) have lived in Shaker Heights **11 to 20 years**. The remaining third have lived in Shaker Heights **less than one year** (1%), **1 to 5 years** (20%) or **6 to 10 years** (14%).

Q9 HOW LONG HAVE YOU LIVED IN SHAKER HEIGHTS	
	All Respondents
	%
Less than 1 year	1
1 to 5 years	20
6 to 10 years	14
11 to 20 years	19
More than 20 years	47

Perhaps not surprisingly, as age increased the percent saying they have lived in Shaker Heights more than 20 years increased.

It is also interesting to note that 53% of African-American respondents have lived in Shaker Heights more than 20 years, but this decreased to 44% among white respondents.

A variety of reasons were given when asked why people move to Shaker Heights.

Those who have lived in Shaker Heights 10 years or less were asked why they personally chose Shaker Heights as a place to live. Similarly, those who have been a resident for more than 10 years were asked why they think people move to Shaker Heights these days. And as we can see in the table below, these two subgroups gave similar reasons as to why they/people moved to Shaker Heights but the frequency in which some of these responses were given varied.

Regardless of the length of residence, the good school system was the most frequent reason given. However, this was mentioned more frequently by those who have lived in Shaker Heights more than 10 years (68%) than by newer residents (49%).

We also see that residents of 10 years or less (21%) were more apt to mention the proximity of Shaker Heights to downtown, hospitals, job, schools, etc. than did residents of 11 years or more (12%).

A tenth of newer residents moved to Shaker Heights because they have family here (11%). Good city services was mentioned by 13% of the residents of 11 years or more, but none of the newer residents cited this as a reason for moving to Shaker Heights.

A complete list of verbatim responses can be found in the appendix.

WHY DID YOU/DO PEOPLE CHOOSE SHAKER HEIGHTS AS A PLACE TO LIVE (More Than One Response Accepted)		
	Q10a Of Residents of 10 Years or Less N=177	Q10b Of Residents of 11 Years or More N=323
	%	%
Good school system	49	68
Attractive Housing	28	26
Positive Environment	28	25
Proximity to other places	21	12
Have family here	11	--
Good appearance/area	8	6
Ethnic/Cultural diversity, well integrated	7	8
Good public transportation system	2	3
Good city services	--	13
Other	5	2
Don't Know	1	4

If the schools were not mentioned as a reason for moving to Shaker Heights by residents of 10 years or less, these respondents were asked specifically if the public or private schools were a reason they moved to Shaker Heights or not. And another 22% or 19 newer residents (or 4% of respondents overall) said the schools were a factor in their decision.

Of these 19 newer residents, 13 said they moved to Shaker Heights because of the public schools, 3 people moved here because of the private schools, 2 residents moved here because of both the public and private schools and one person is not sure.

III. City Services and Events

The percent of city residents who recalled attending city sponsored events throughout the year varied.

In an open-ended question, respondents were asked to recall any of the city sponsored events they attended in the past year. A plurality of residents, however, could not recall which events they attended (44%). And 8% said they have not attended any of the city sponsored events in the past year. Note that we did not read the list of these events to the respondents. Thus this question is a measure of top-of-the-mind recall.

Of those who could recall attending any city sponsored events, the Fourth of July fireworks (20%), the annual fall regatta (17%) and the Memorial Day parade (15%) were mentioned with the most frequency.

Q13 WHAT CITY SPONSORED EVENTS HAVE YOU ATTENDED IN THE PAST YEAR	
(List of Events Not Read to Respondents)	
(More Than One Response Accepted)	
	All Respondents %
Fourth of July Fireworks	20
The Annual Fall Regatta	17
Memorial Day Parade	15
Thornton Park Ice Show	4
Your Street's Annual Block Party	4
Community Band Concerts at the Community Colonnade	3
Shakespearian Festival at the Community Colonnade	3
Memorial Day Pancake Breakfast	3
The Annual Martin Luther King Program	1
Multi-Cultural Holiday Celebration	1
Other	4
Have not attended any events in the past year	8
Don't Know	44

After basic police and fire services, backyard rubbish pickup is one of the most important city services to Shaker Heights residents.

Respondents were asked after basic police and fire services, what three city services are most important. And 60% mentioned backyard rubbish pickup (or general rubbish pickup). Along with this, 20% mentioned special rubbish pickup for large items like old appliances and furniture.

Also mentioned with some frequency were ice and snow removal (30%) and recreation classes (19%).

Q17 AFTER BASIC POLICE AND FIRE SERVICES, WHAT THREE CITY SERVICES ARE MOST IMPORTANT (More Than One Response Accepted)	
	All Respondents
	%
Backyard rubbish pickup (general rubbish pickup)	60
Ice and snow removal	30
Special rubbish pickup for large items like old appliances and furniture	20
Recreation classes	19
Recycling	8
Street cleaning and maintenance	6
Flu shots for Shaker Heights residents	4
Library	4
Schools	4
Maintaining trees/landscaping	4
Aiding homeowners whose sewers backup into their basements	3
Swimming pool	3
Housing inspections	2
Services for the elderly	2
Ice rink	1
Other	2
Don't Know	12

IV. Shaker Towne Center & Shopping Center at Van Aken

Most residents tend to shop at the retail stores in Shaker Heights at least once a week.

That is, almost half (46%) of Shaker Heights residents surveyed said they shop at retail stores like the ones found in Shaker Towne Center and the Shopping Center at Van Aken **more than once a week**. Another 29% shop at retail stores in Shaker Heights **about once a week**. Only a fourth shop in Shaker Heights just **once or twice a month** (12%) or **less often** (13%).

Q21 HOW OFTEN DO YOU SHOP AT RETAIL STORES IN SHAKER HEIGHTS	
	All Respondents
	%
More than once a week	46
About once a week	29
Once or twice a month	12
Less often	13
Not Sure	<1

For the most part, little significant demographic variation existed. However, it is interesting to note that residents in the southern part of the city (56%) tend to shop in Shaker Heights more than once a week. Those living in the northeast region were least likely to say they shop at retail stores in Shaker Heights more than once a week (30%).

A majority of residents eat in or get take-out from restaurants in Shaker Heights just once or twice a month or less often.

When asked how often they eat at restaurants in Shaker Heights like the ones found at Shaker Towne Center and the Shopping Center at Van Aken, about a third said they do so only **once or twice a month** (34%) while 41% said they do so **less often**. Less than a fourth dine at restaurants in Shaker Heights **more than once a week** (11%) or **about once a week** (12%).

Residents of the Central and South regions were more apt than residents overall to eat in restaurants more than once a week (15% each). Respondents in the Northeast (43%) and West (48%) region were more apt than respondents overall to say they eat in restaurants in Shaker Heights less often than once or twice a month. By age we see that half of senior citizens eat in restaurants in Shaker Heights less often than once or twice a month (51%).

Q22 HOW OFTEN DO YOU EAT IN RESTAURANTS IN SHAKER HEIGHTS	
	All Respondents
	%
More than once a week	11
About once a week	12
Once or twice a month	34
Less often	41
Not Sure	2

Similar results were found when asked how often they get take-out from the restaurants in Shaker Heights: 10% **more than once a week**, 11% **about once a week**, 32% **once or twice a month**, 44% **less often**.

Looking at the demographics we see that...

- 61% of residents in the Northeast region get take-out less often;
- 51% of white respondents get take-out less often, while African-American residents are more apt to get take-out more than once a week (20%); and
- As age increases, the percent saying they get take-out less often also increases.

Q23 HOW OFTEN DO YOU GET TAKE-OUT FROM RESTAURANTS IN SHAKER HEIGHTS	
	All Respondents
	%
More than once a week	10
About once a week	11
Once or twice a month	32
Less often	44
Not Sure	3

Many of the respondents said they would like to see more variety of stores and restaurants at these shopping centers.

Regardless of how often they frequent Shaker Towne Center and the Shopping Center at Van Aken all respondents were asked what changes they would like to see made at these shopping centers that would make them want to shop or dine there more often. And many simply said more stores (30%) or more restaurants (23%) are needed in general. But a fifth (21%) said to add or bring back a specific type of store/business (i.e., sporting goods store, bookstore, movie theater, etc.).

There were 18% who said no changes are needed and 9% did not know what changes they would make.

A variety of other suggestions were given but were mentioned by less than a tenth of the respondents each. A complete list of verbatim responses can be found in the appendix.

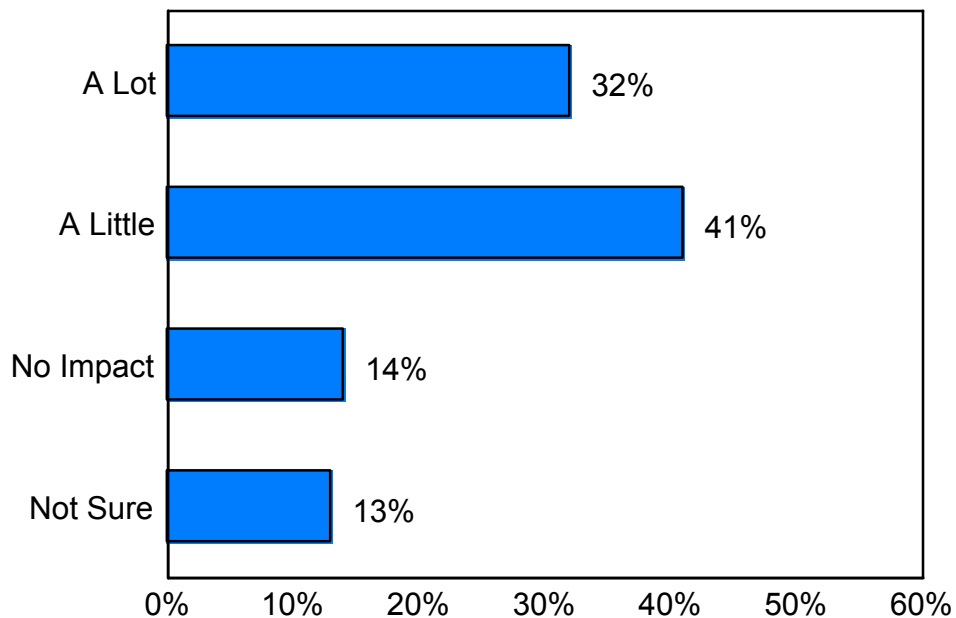
Q24 WHAT CHANGES, IF ANY, WOULD YOU LIKE TO SEE MADE TO SHAKER TOWNE CENTER OR THE SHOPPING CENTER AT VAN AKEN	
(More Than One Response Accepted)	
	All Respondents %
More stores (i.e., larger variety, upscale, higher quality, less expensive, etc.)	30
More restaurants (i.e., better quality, upscale, higher quality, more family-oriented, etc.)	23
Add/bring back specific stores/businesses (i.e., sporting goods store, bookstore, movie theater, etc.)	21
More lighting, remodel, improve appearance	7
Better/safer parking layout, more parking	5
Better security, patrolling officers, lower crime in area, no loitering	4
Improve flow of traffic, make more accessible	3
Keep businesses in the area, lower their taxes/restrictions	3
Make it pedestrian friendly	2
Smaller/independent businesses, local businesses	1
Friendlier employees	1
Other	6
Nothing/No changes are needed	18
Don't Know	9

V. City Revenue

Respondents think the current recession has had an impact on the City's revenue.

When asked how much of an impact the current recession has had on the City's revenue, a third said it has impacted it **a lot** (32%) while 41% said it has had **a little** impact. Just 14% think the recession has had **no impact** on the City's revenue and 13% were **not sure**.

Q16 HOW MUCH IMPACT HAS THE CURRENT RECESSION HAD ON THE CITY'S REVENUE

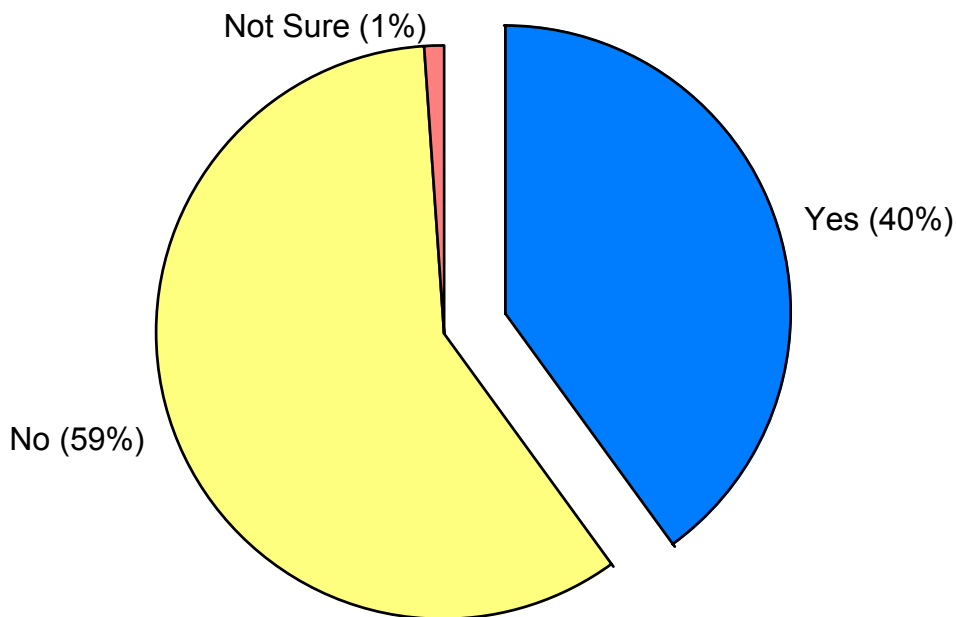


A majority of every demographic group believes the current recession has had at least a little impact on the City of Shaker Heights' revenue. But we should note that 18 to 34 year olds (19%) and renters (21%) were slightly less apt to think the recession has had a lot of impact on the City's revenue.

Two-fifths are aware the City has seen a 30% decrease in the amount of money they collect from the estate tax.

First, respondents were told that the city of Shaker Heights relies, in part, on money from estate taxes to help fund capital improvement projects around the city. Residents were then asked if they were aware that because of a change in the estate tax made by the state government, Shaker Heights has seen a decrease of 30% in the amount of money they collect from the estate tax. And two-fifths (40%) were **aware** of this, but 59% were not.

Q18 AWARE THE CITY OF SHAKER HEIGHTS HAS SEEN A 30% DECREASE IN THE AMOUNT OF MONEY THEY COLLECT FROM THE ESTATE TAX

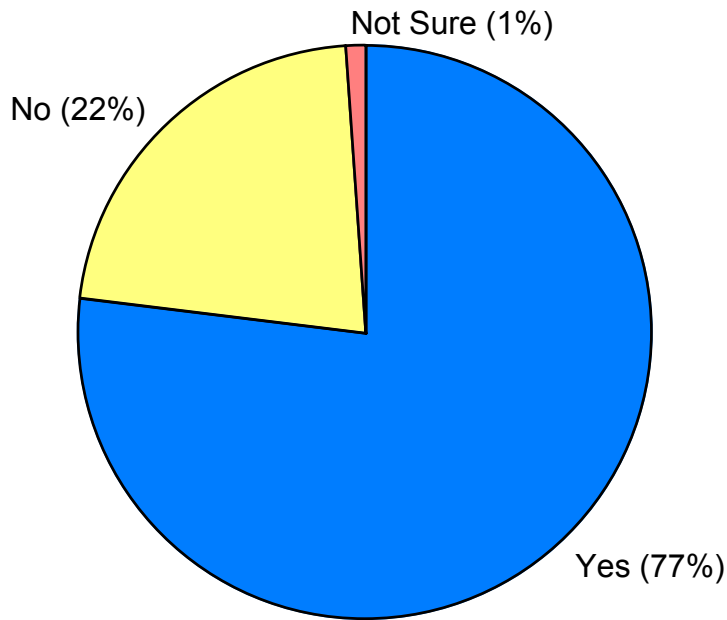


18 to 34 year olds (13%) and renters (21%) were less apt to be aware the city has seen a 30% decrease in the amount of money they collect from the estate tax.

Many residents are aware that a primary source of money for the city is the city income tax.

Respondents were asked if they were aware that in addition to the estate taxes as well as funding received from the state, a primary source of money for the city of Shaker Heights is the city income tax. Here we see that three-fourths (77%) of the respondents were **aware** of this.

Q19 AWARE THE PRIMARY SOURCE OF MONEY FOR THE CITY OF SHAKER HEIGHTS IS THE CITY INCOME TAX



While a majority of every demographic subgroup is aware that a primary source of money for the city is the city income tax, residents aged 18 to 34 (51%) and those with a high school education or less (56%) were less apt to be aware of this.

Renters (64%) were less likely to be aware of this compared to homeowners (80%).

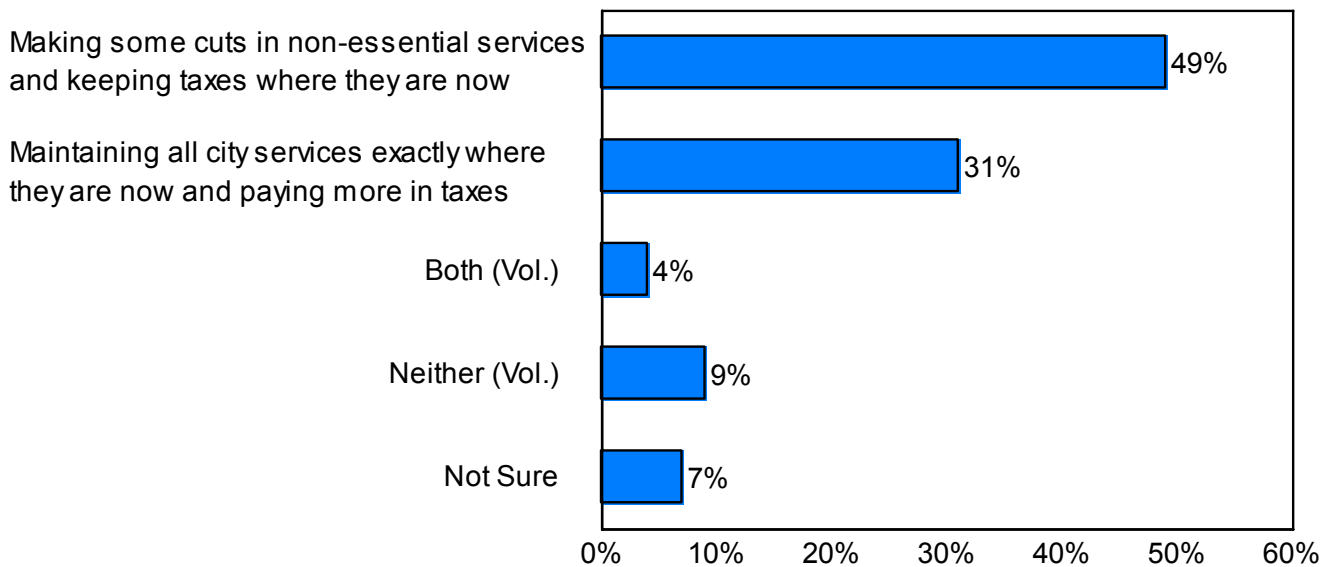
We should also note that the percent aware that the city income tax is the primary source of money for the city of Shaker Heights increases with income.

If given a choice, residents tend to prefer making cuts in non-essential city services and keeping taxes at the level they are now.

When forced to choose, half (49%) of the respondents said they prefer **making some cuts** in non-essential city services and keeping taxes where they are now. But there is some support to **maintaining all city services** exactly as they are now and paying more in taxes, as this is preferred by a third of the residents (31%).

Among the remaining respondents, 4% volunteered that some of each should be done, 9% volunteered neither option should be pursued and 7% were not sure.

Q20 GIVEN THE IMPACT THE RECESSION HAS HAD ON THE CITY'S FINANCES, IF YOU HAD TO CHOOSE, WHICH WOULD YOU PREFER...



Residents in the Northeast region were more apt than those in the other areas of the city to prefer making some cuts in services and keeping taxes where they are now (59% some cuts/no tax increase; 24% maintain services/increase taxes).

Homeowners prefer to make cuts in services (51/29), while renters tend to prefer maintaining city services and paying a tax increase (37/44).

Younger respondents (under the age of 50) were more apt than older residents to prefer that some city services be cut and keep taxes where they are now.

The percent saying some cuts in services should be made and taxes should be kept where they are now increased with income.

VI. Strengthening the City's Tax Base

A large majority of the residents have seen or heard about the City's efforts to increase the tax base.

Respondents were told that the city of Shaker Heights has been working to strengthen the city's residential and retail tax base by improving the quality of housing and redeveloping retail areas. And four-fifths (82%) of the respondents have seen or heard about the city's efforts.

Q14 SEEN OR HEARD ABOUT THE CITY'S EFFORTS TO INCREASE THE TAX BASE	
	All Respondents
	%
Yes	82
No	17
Not Sure	2

For the most part, little significant demographic variation existed. A large majority of every demographic group has heard about the city's efforts to increase the tax base.

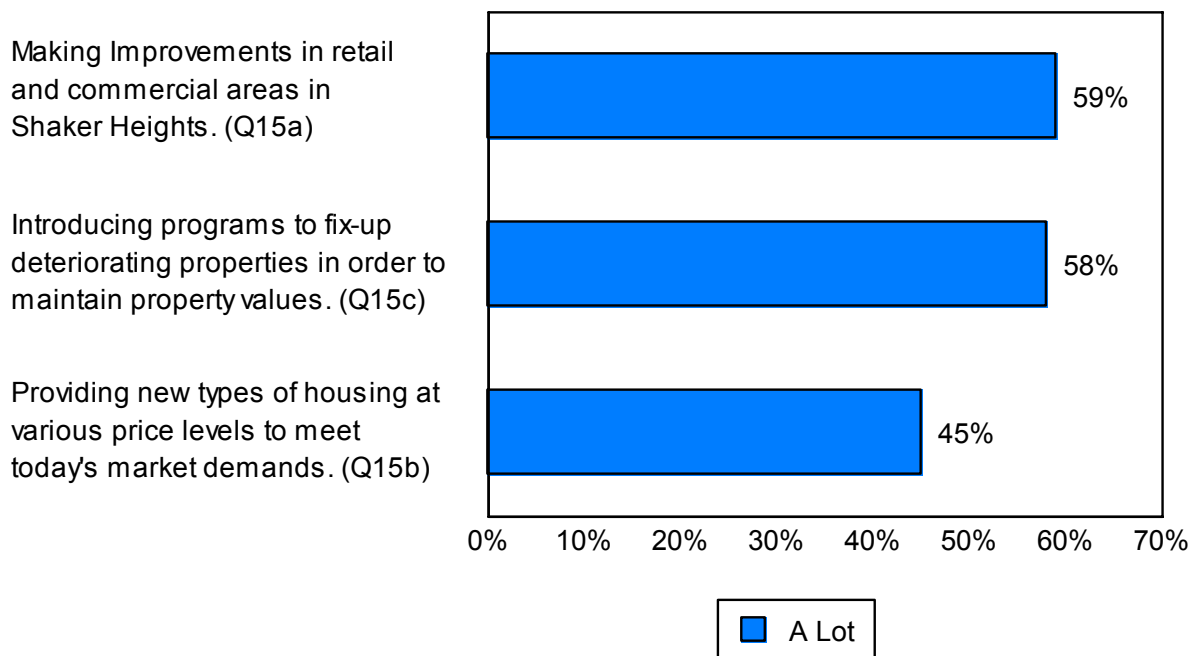
And when asked if the specific actions taken to increase the tax base will have any impact, residents said these actions should help.

Respondents were read three things the city is doing in its efforts to strengthen the tax base. And as we can see in the graph below, three-fifths of the residents said two of these actions will help a lot. Another fourth or more said they will help a little. These two items were:

- Making improvements in retail and commercial areas in Shaker Heights (59% a lot; 27% a little); and
- Introducing programs to fix-up deteriorating properties in order to maintain property values (58/32).

A substantial percent of every demographic group said these two efforts will help improve the tax base a lot.

**DO YOU THINK THIS WILL HELP IMPROVE THE CITY'S TAX BASE
(Percent Saying It Will Help A Lot)**



Respondents were slightly less apt to think that *providing new types of housing at various price levels to meet today's market demands* will help a lot to increase the city's tax base (45%). A third said this will help a little (34%).

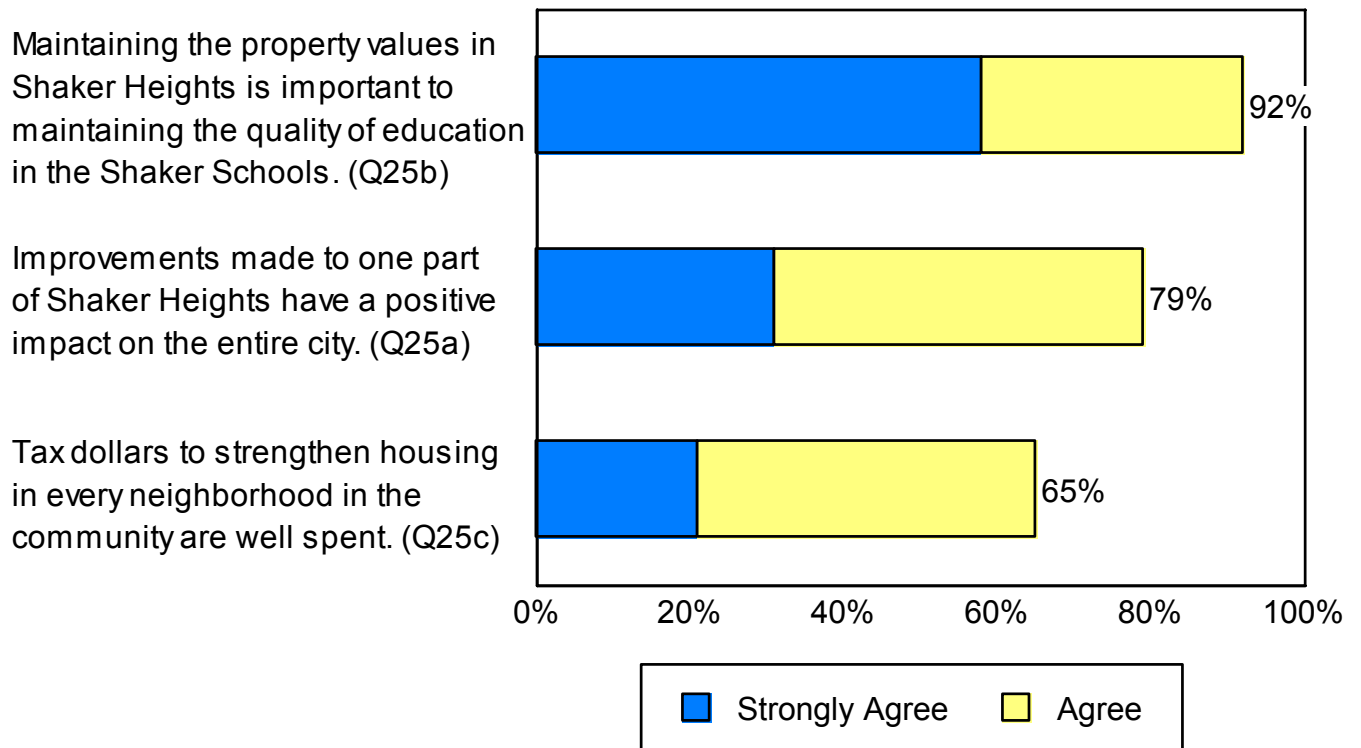
The most significant demographic variation seen on this item was between homeowners and renters. That is, 60% of renters said providing new types of housing will help the tax base a lot but this decreased to just 43% among homeowners.

At the same time, we see substantial agreement with three 'quality of life' statements.

Along with this, a majority of the voters agreed with three 'quality of life' statements. But as we can see in the following graph, the percent strongly agreeing varied.

- Maintaining the property values in Shaker Heights is important to maintaining the quality of education in the Shaker Schools (58% **strongly agree**; 34% **agree**);
- Improvements made to one part of Shaker Heights have a positive impact on the entire city (31/48); and
- Tax dollars to strengthen housing in every neighborhood in the community are well spent (21/44).

AGREEMENT WITH 'QUALITY OF LIFE' STATEMENTS



We should note that residents in the Northeast and West (25% and 27%, respectively) regions were less apt than those in the Central and South (39% and 34%, respectively) regions to strongly agree that improvements made to one part of Shaker Heights have a positive impact on the entire city.

VII. Future of Shaker Heights

Residents mentioned several challenges facing the city in the next five years.

In an open-ended question, respondents were asked what they think are the biggest challenges facing Shaker Heights in the next five years. And a fifth or more mentioned...

- Education/schools - maintaining/improving the quality of education, better teachers, maintaining quality of teachers, school funding (26%);
- Tax base/revenue – bringing in additional revenue, maintaining tax base, bringing in more businesses, keeping/bringing jobs to city (23%);
- Maintaining the city/status quo – quality of houses/neighborhoods, keep housing affordable, maintaining the reputation of the city (20%);
- Taxes – keeping taxes low, no more taxes, taxes are too high, other ways of funding city projects (19%).

The coded responses and the percent mentioning each response are shown in the table below. A complete list of verbatim responses can be found in the appendix.

Q12 WHAT ARE THE BIGGEST CHALLENGES FACING SHAKER HEIGHTS IN THE NEXT FIVE YEARS	
(More Than One Response Accepted)	
	All Respondents
	%
Education/schools	26
Tax base/revenue	23
Maintaining the city/status quo	20
Taxes	19
Keeping families in the city/bringing more younger families	9
Maintaining/Improving city services	9
Maintaining cultural/ethnic diversity	7
Continuing growth and development	5
Lowering crime rate	5
Over development, no land left to build on, no more condos	3
Elected leadership is poor, government needs to be more responsive to needs of citizens	2
Other	10
Don't Know/Nothing	12