



2007 COMMUNITY ATTITUDE SURVEY

WITH RESIDENTS OF THE

CITY OF SHAKER HEIGHTS

07-2491

TRIAD Research Group, Inc.
20325 Center Ridge Road, Suite 450
Cleveland, OH 44116

AUGUST 2007

(440) 895-5353
Fax (440) 895-9913

TABLE OF CONTENTS

Background	1
I. Information Sources	2
II. Reasons for Moving to Shaker Heights	11
III. Strengthening the City's Tax Base	17
Summary of Findings	22

Appendix

Demographic Tables

Survey Questionnaire

Verbatim Responses to Others for Question 7

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 August 20 and August 26, 2007.
- The telephone survey of 500 respondents has a margin of error of $\pm 4.4\%$ 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

Overall, the survey had three main purposes.

1. To determine where residents get their information about what is going on in Shaker Heights and their attendance at city sponsored events.
2. To assess residents' reasons for moving to Shaker Heights and the resources used when making the decision.
3. To measure support for several specific projects that will help increase the City's tax base that the City has completed or is in the process of completing.

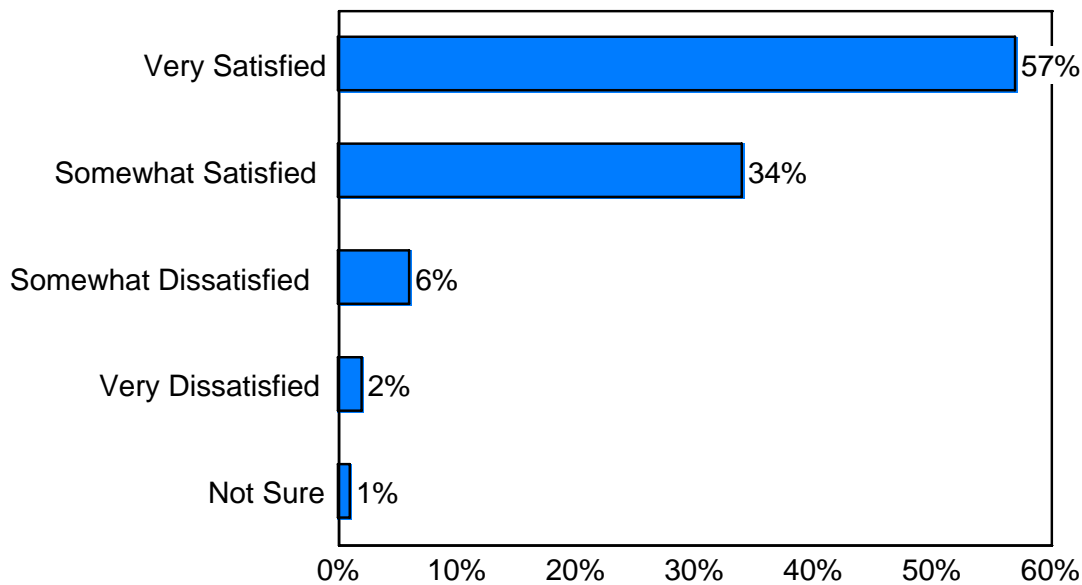
A similar survey was completed for the City of Shaker Heights in 2002. Comparisons to the results of this survey are shown in the report where appropriate.

I. Information Sources

Nearly all of the residents are at least somewhat satisfied with living in Shaker Heights.

Overall, 57% of the respondents said they are **very satisfied** with Shaker Heights as a place to live while another 34% are **somewhat satisfied**. Just 8% are somewhat or very dissatisfied with living in Shaker Heights.

Q1 OVERALL SATISFACTION WITH SHAKER HEIGHTS AS A PLACE TO LIVE



Similar to respondents overall, an overwhelming majority of every demographic group are at least somewhat satisfied with Shaker Heights as a place to live. We should note, however, that voters in the South region (47%) were least apt to say they are very satisfied while those in the Central region (66%) were most likely to say they are very satisfied with living in Shaker Heights.

Half of the respondents attended the Fourth of July fireworks.

Respondents were read a list of city sponsored events and asked which events they or members of their household have attended in the past year, and 49% said they attended the Fourth of July fireworks. Also attended with some frequency was the Memorial Day Parade (32%), their street's block party (25%) and the Summer Solstice event (23%). There were 14% who said they attended the Thornton Park Grand Re-Opening and 4% attended the annual Martin Luther King program.

Q15 WHAT CITY SPONSORED EVENTS HAVE YOU ATTENDED IN THE PAST YEAR	
(More Than One Response Accepted)	
	All Respondents %
Fourth of July Fireworks	49
Memorial Day Parade	32
Your Street's Annual Block Party	25
Summer Solstice Event	23
Thornton Park Grand Re-Opening	14
The Annual Martin Luther King Program	4
Other	3
Don't Know	9

Shaker Life Magazine was mentioned most frequently as their source of information about what is going on in the city.

Today, 41% of residents say they get most of their information about what is going on in Shaker Heights from the *Shaker Life Magazine*. This is much higher than the 27% who said they relied on the Shaker Magazine in the 2002 survey. Another 4% today rely on the City email notices and updates for their information and 10% get their information from the web-site or the internet.

Local newspapers were also cited as information sources, but with much less frequency than the *Shaker Life Magazine*. That is, 34% of residents mentioned they get their information from the *Sun Press*, which is much lower than the 53% who relied on this information source in 2002. Today, 17% cited the *Plain Dealer* which is also lower compared to the 2002 survey results (23%).

A fourth of the residents today (27%) rely on word of mouth or friends/relatives for their information. This too is mentioned less frequently than five years ago when 35% relied on word of mouth for information about what is going on in the city.

Q2 WHERE DO YOU GET MOST OF YOUR INFORMATION ABOUT WHAT IS GOING ON IN SHAKER HEIGHTS		
(More Than One Response Accepted)		
	All Respondents	
	2002	2007
	%	%
Shaker Life Magazine	27	41
Sun Press	53	34
Word of mouth (friends or family)	35	27
Plain Dealer	23	17
Web-site/Internet	1	10
TV	6	5
Schools	--	5
City email notices and updates	NA	4
Recreation booklet	1	2
Radio	1	1
Other city mailings	7	NA
Other	3	5
Not Sure	1	5

While most demographic groups said they get most of their information from the *Shaker Life Magazine*, there were several subgroups that rely on the *Sun Press* with similar frequency.

- Residents in the Northeast region (40% Shaker Life, 38% Sun Press)
- South region residents (37/38)
- Residents aged 50 to 64 (41/40) and 65 and over (37/35)
- Males (39/35)
- White residents (41/40)
- College graduates (39/35) or those with a post graduate degree (41/38)
- Households with two (40/41) or four or more (39/34) members and
- Those who have lived in Shaker Heights 6 years or longer.

Four-fifths of the City's residents have access to the Internet.

Overall, 81% of the respondents have **access to the Internet** either at home or at work. This is slightly higher than what was found in 2002 when 75% of residents had Internet access.

Q3 DO YOU HAVE ACCESS TO THE INTERNET EITHER AT HOME OR AT WORK		
	All Respondents	
	2002	2007
	%	%
Yes	75	81
No	25	19
Not Sure	--	--

Similar to 2002, the subgroups less apt to have access to the Internet include:

- Senior citizens (58% have access);
- Those with a high school education or less (49%);
- One person households (54%);
- Renters (64%); and
- Those with incomes of \$60,000 or less (63%).

Frequency of using the Internet has also increased.

Today, 73% of residents go on-line **more than once a week** which is higher than the 59% who went online this frequently in 2002.

A tenth use the Internet less often: 3% about once a week, 2% once or twice a month, 2% less often. Again, a fifth (19%) do not have access to the Internet.

Q4 HOW OFTEN DO YOU USE THE INTERNET		
	All Respondents	Of Those With Internet Access
	%	%
More than once a week	73	90
About once a week	3	4
Once or twice a month	2	3
Less often	2	3
Not Sure	<1	<1
No Internet Access	19	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, just 44% of senior citizens go on-line more than once a week compared to four-fifths or more among younger respondents.

Today, more than three-fourths of all residents are aware the City has its own web-site.

Overall, 77% of all respondents are **aware** the City of Shaker Heights has its own web-site. In 2002, just over half (55%) were aware.

Q5 AWARE THE CITY HAS ITS OWN WEB-SITE		
	All Respondents	
	2002	2007
	%	%
Yes	55	77
No	43	22
Not Sure	2	1

Awareness of the City's web-site increased to 85% among more frequent Internet users. Awareness decreased to just over half aware among less frequent Internet users (55%) and those without Internet access (56%).

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

And 64% of those aware the city has its own web-site have visited the City's web-site in the past year. This is 49% of all respondents.

In 2002, residents were asked if they visited the City's web-site since it was redesigned. Because of the difference in the way the question was asked, comparisons are not shown to previous results.

Q7 VISIT THE CITY'S WEB-SITE IN THE PAST YEAR		
	All Respondents	Of Those Aware City Has Web-Site
	%	%
Yes	49	64
No	28	36
Not Sure	<1	<1
Not aware city has own web-site	23	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 (35%) said they were not sure. Those who did have a suggestion mentioned:

- City news (20%);
- Calendar of current events (20%);
- Recreation programs (14%);
- Council news (10%);
- Schedules for rubbish, grass or leaf collection (10%);
- Zoning and housing codes (8%);
- Contact the mayor or city council (3%);
- Voting and election information (2%);
- Point of sale inspections (1%); and
- Download forms/permits (1%).

There were 12% who gave some 'other' suggestion as to what they would like to see on the City's web-site. The verbatim responses are included in the appendix.

A fifth of those with Internet access have signed up to receive email notices from the City.

Those with access to the Internet were asked if they have signed up to receive email notices and updates from the city, and 19% said they have. This is 15% of all respondents.

Q8 SIGNED UP TO RECEIVE EMAIL NOTICES AND UPDATES FROM THE CITY		
	All Respondents	Of Those With Internet Access
	%	%
Yes	15	19
No	65	80
Not Sure	1	1
No Internet Access	19	NA

There were 24% who did not sign up for city email notices and updates but indicated they would like to do so. This is 16% of all respondents. The email addresses of these residents were forwarded to the Director of the City’s Communications & Outreach Department.

II. Reasons for Moving to Shaker Heights

Over half of the respondents have lived in Shaker Heights for more than 10 years.

Today, 35% of the respondents have been residents for **more than 20 years** while a fifth (20%) have lived in Shaker Heights **11 to 20 years**. A plurality have lived in Shaker Heights **less than one year** (7%), **1 to 5 years** (23%) or **6 to 10 years** (15%).

As we can see in the table below, the percent living in Shaker Heights more than 20 years has decreased over the last five years (down from 47% in 2002 to 35% today).

Q11 HOW LONG HAVE YOU LIVED IN SHAKER HEIGHTS		
	All Respondents	
	2002	2007
	%	%
Less than 1 year	1	7
1 to 5 years	20	23
6 to 10 years	14	15
11 to 20 years	19	20
More than 20 years	47	35

As we might expect, the percent saying they have lived in Shaker Heights more than 20 years increased with age.

Similar to what we saw in 2002, African-American residents (42%) were more apt to have lived in Shaker Heights more than 20 years compared to white respondents (32%).

We also see that respondents in the Northeast region (25%) were much less apt to be residents of more than 20 years than those in the West (39%) and South (43%) regions. Residents in the Central region (31%) looked similar to respondents overall.

Many of those who have lived in Shaker Heights 10 years or less said they moved within Shaker.

Those who have lived in Shaker Heights 10 years or less were asked before they lived in their current home, what city did they live in. And 28% of these respondents said they moved within Shaker Heights. Of those who moved from outside the city, 16% moved from the City of Cleveland while 14% used to live in Cleveland Heights, 4% moved from University Heights and 5% moved from some other city within Cuyahoga County. There were 7% who moved from Ohio, but outside Cuyahoga County. The remaining 22% used to live out of state or out of the country.

Q12 BEFORE YOU LIVED IN YOUR CURRENT HOME, WHAT CITY DID YOU LIVE IN		
	All Respondents	Of Those Who Lived in Shaker 10 Years or less
	%	%
Shaker Heights	12	28
City of Cleveland	7	16
Cleveland Heights	6	14
University Heights	2	4
City within Cuyahoga County	2	5
City in Ohio, but outside County	3	7
Out of state/out of country	10	22
Not Sure/Refused	1	2
Lived in Shaker more than 10 years	55	NA

As age increased the percent saying they moved within Shaker Heights also increased.

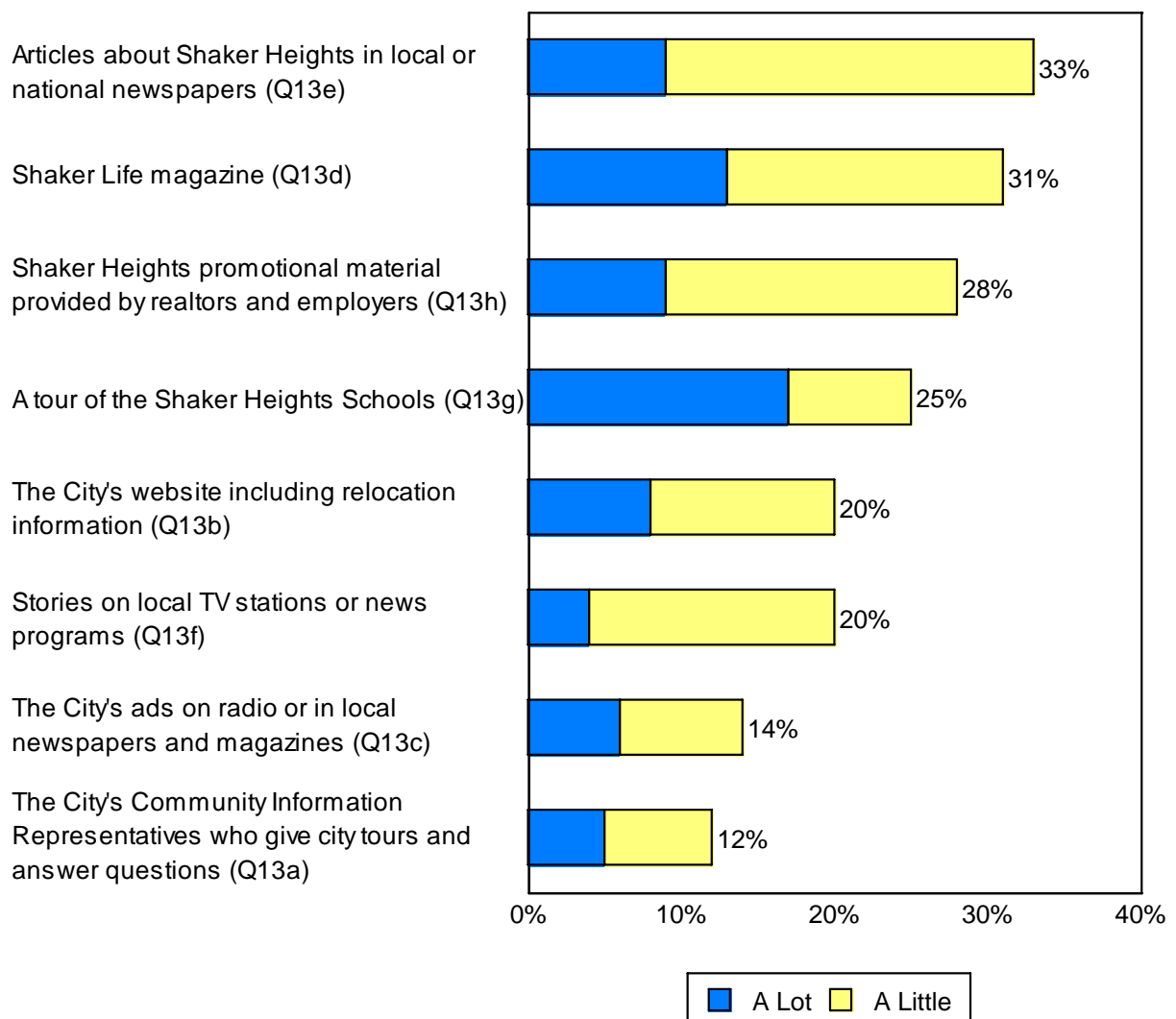
Residents of 10 years or less used each of the eight resources tested when making the decision to live in Shaker, but the frequency in which the resources were used varied.

Shaker residents of 10 years or less were read a list of resources that they may have used when deciding whether or not to live in Shaker Heights. About three-out-of-ten of these respondents each said three of these resources influenced their decision a lot or a little. They were:

- Articles about Shaker Heights in local or national newspapers (33% a lot and a little combined)
- Shaker Life Magazine (31%) and
- Shaker Heights promotional material provided by realtors and employers (28%).

Q13 AMOUNT OF INFLUENCE THE FOLLOWING RESOURCES HAD ON DECISION TO LIVE IN SHAKER HEIGHTS

(Asked of Those Who Have Lived in Shaker Heights 10 Years or Less)



Secondary resources included:

- A tour of the Shaker Heights schools (25% a lot and a little combined). This was particularly true among public school parents with 46% of this subgroup saying a tour of the Shaker Schools impacted their decision to live in Shaker Heights at least a little.
- The City's website including relocation information (20%) and
- Stories on local TV stations or news programs (20%).

Just over a tenth each said the two remaining resources influenced their decision to live in Shaker Heights a lot or a little. Included here were:

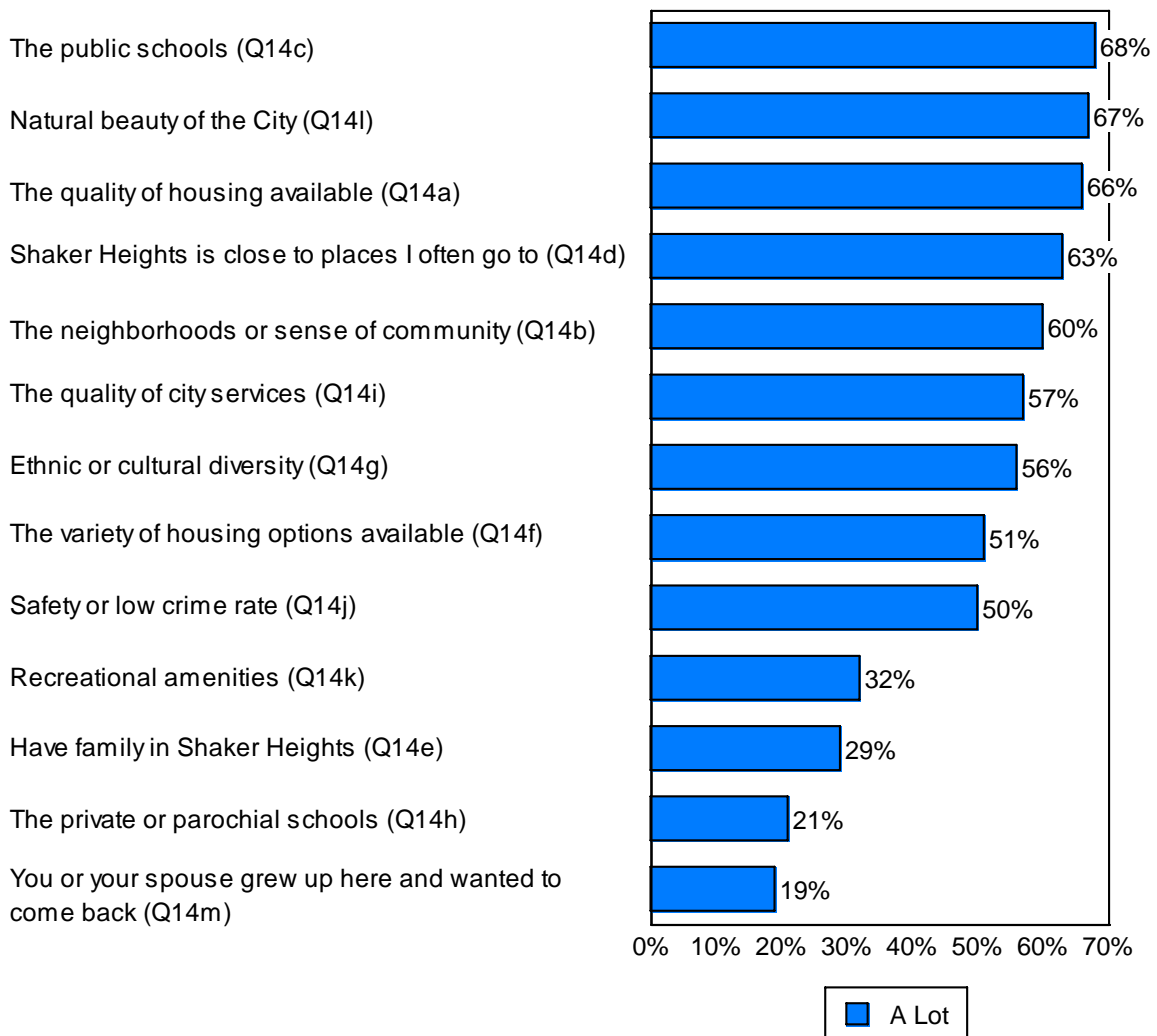
- The City's ads on radio or in local newspapers and magazines (14% a lot and a little combined) and
- The City's Community Information Representatives who give city tours and answer questions (12%).

Some of the reasons tested that people have given for choosing Shaker Heights as a place to live had more impact on the respondents' decision than others.

Three-fifths or more of the respondents said five of the 13 reasons for choosing Shaker as a place to live had a lot of impact on their decision to live in Shaker Heights. They were:

- The public schools (68% **a lot of impact**);
- Natural beauty of the city (67%);
- The quality of housing available (66%);
- Shaker Heights is close to places I often go to (63%); and
- The neighborhoods or sense of community (60%).

Q14 IMPACT FOLLOWING REASONS HAD ON YOUR DECISION FOR CHOOSING SHAKER HEIGHTS AS A PLACE TO LIVE (Ranked by Percent Saying A Lot of Impact)



Half or more of the respondents each said four of these reasons had a lot of impact on their decision. They were:

- The quality of city services (57% **a lot of impact**);
- Ethnic or cultural diversity (56%);
- The variety of housing options available (51%); and
- Safety or low crime rate (50%).

A third (32%) said the recreational amenities had **a lot of impact** on their decision to live in Shaker Heights while another 40% said this had **a little impact**.

Thus, the City has a lot of “brag points” they can use in their literature to attract people to live in Shaker Heights.

The three remaining reasons tested lower.

- Have family in Shaker Heights (29% **a lot of impact**);
- The private or parochial schools (21%); and
- You or your spouse grew up here and wanted to come back (19%).

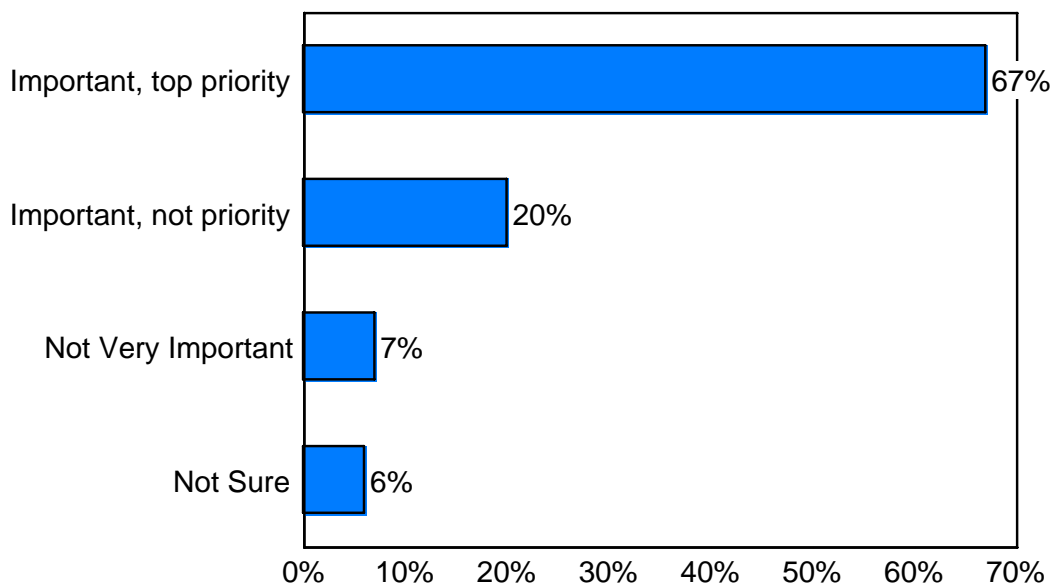
III. Strengthening the City's Tax Base

A large majority of the residents concur with the City that strengthening its tax base is a top priority.

Respondents were told that the City of Shaker Heights is currently in the process of implementing recommendations from its 2000 Strategic Investment Plan and the Plan recommended significantly improving commercial districts and strengthening the City's tax base. And 67% said improving Shaker Heights' commercial districts and strengthening its tax base is very important and should be a **top priority**.

A fifth (20%) said this is important, but not a top priority while just 7% said strengthening the City's tax base is not very important.

Q16 IMPORTANCE OF IMPROVING SHAKER HEIGHTS' COMMERCIAL DISTRICTS AND STRENGTHENING ITS TAX BASE

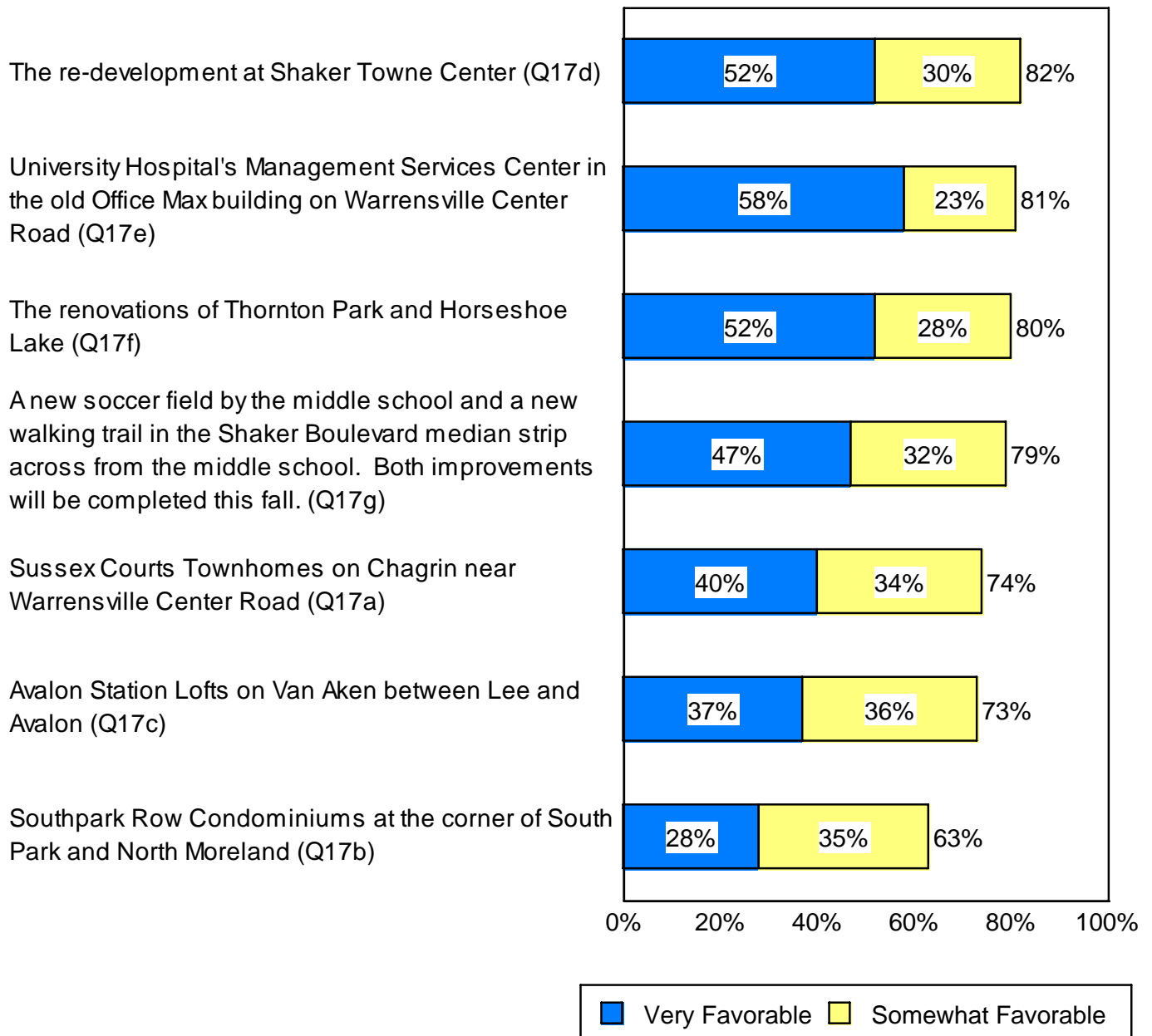


For the most part, a majority of every demographic group said this should be a top priority. However, there were several subgroups that were less apt than respondents overall to say strengthening the City's tax base should be a top priority. They were:

- Residents in the West region (57% very important, top priority)
- One person households (57%)
- 18 to 34 year olds (41%) as well as senior citizens (59%)
- Those with incomes of \$60,000 or less (50%)
- Renters (47%) and
- Residents with a high school education or less (46%).

A majority of residents have a favorable opinion of each of the City's projects that were tested, however the percent saying they have a very favorable opinion varied.

Q17 OPINION OF PROJECTS THE CITY HAS COMPLETED OR IS IN THE PROCESS OF COMPLETING



Respondents were told that based on the recommendations of the City's Strategic Investment Plan, the Housing Preservation Plan as well as the Recreation Study, the city has completed or is in the process of completing many new projects. And four-fifths of the residents have a favorable opinion of four of the projects tested, with about half or more saying they have a very favorable opinion. These four projects were:

- The re-development at Shaker Towne Center (52% **very favorable**; 30% **somewhat favorable**);
- University Hospital's Management Services Center in the old Office Max building on Warrensville Center Road (58/23);
- The renovations of Thornton Park and Horseshoe Lake (52/28); and
- A new soccer field by the middle school and a new walking trail in the Shaker Boulevard median strip across from the middle school. Both improvements will be completed this fall. (47/32).

There were some regional differences on each of these items.

- Residents in the Northeast region were least apt to say they have a very favorable opinion of the re-development at Shaker Towne Center (42%).
- Those in the West region (52%) were less apt than those in the other regions to have a very favorable opinion of University Hospital's Management Services Center.
- Residents in the Northeast region were most likely to have a very favorable opinion of the renovations of Thornton Park and Horseshoe Lake (57%).
- And residents in the West (39%) and South (43%) regions were less likely than those in the Northeast (50%) and Central (60%) regions to have a very favorable opinion of the new soccer field and walking trail by the middle school.

While three-fourths of the residents have a favorable opinion of two other projects tested, the percent saying they have a very favorable opinion decreased to about two-fifths each. They were:

- Sussex Courts Townhomes on Chagrin near Warrensville Center Road (40% **very favorable**; 34% **somewhat favorable**); and
- Avalon Station Lofts on Van Aken between Lee and Avalon (37/36).

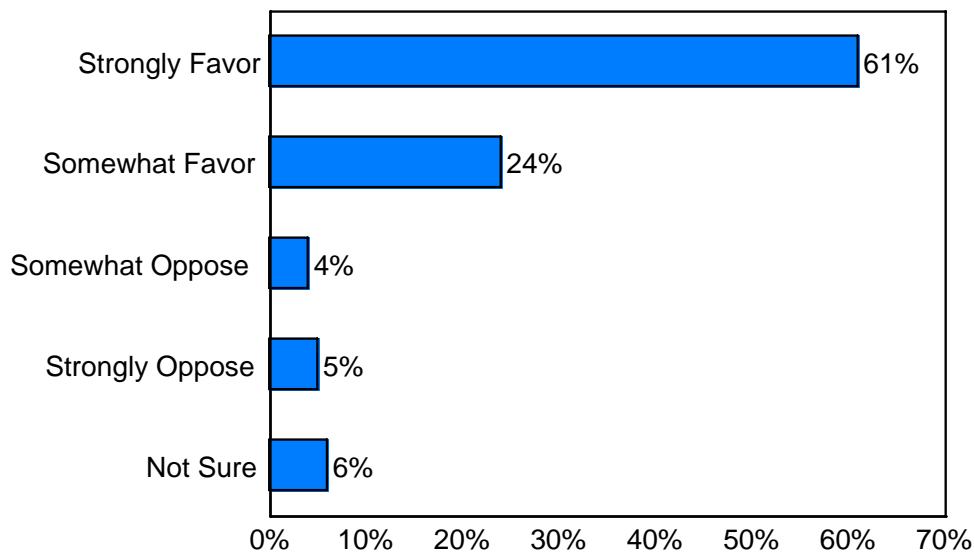
And just 28% had a very favorable opinion of Southpark Row Condominiums at the corner of South Park and North Moreland. More than a third (35%) had a somewhat favorable opinion of this project.

The reader should note that the three projects in which residents were less apt to have a favorable opinion of were all residential developments.

There is strong support among residents for redeveloping the Van Aken and Warrensville shopping center district.

Respondents were then told that the next phase of the City's Strategic Investment Plan is the redevelopment of the Van Aken and Warrensville shopping center district and the purpose of this redevelopment is to transform both strip centers into a community gathering place that will include residential options, office space and retail shops. It will also improve the flow of traffic through this main intersection and shopping district. Knowing this, 61% of residents **strongly favored** redeveloping the Van Aken and Warrensville shopping center district. Another 24% **somewhat favored** this redevelopment project. Just 9% opposed this and 6% were not sure.

Q18 FAVOR OR OPPOSE REDEVELOPING THE VAN AKEN AND WARRENSVILLE SHOPPING CENTER DISTRICT



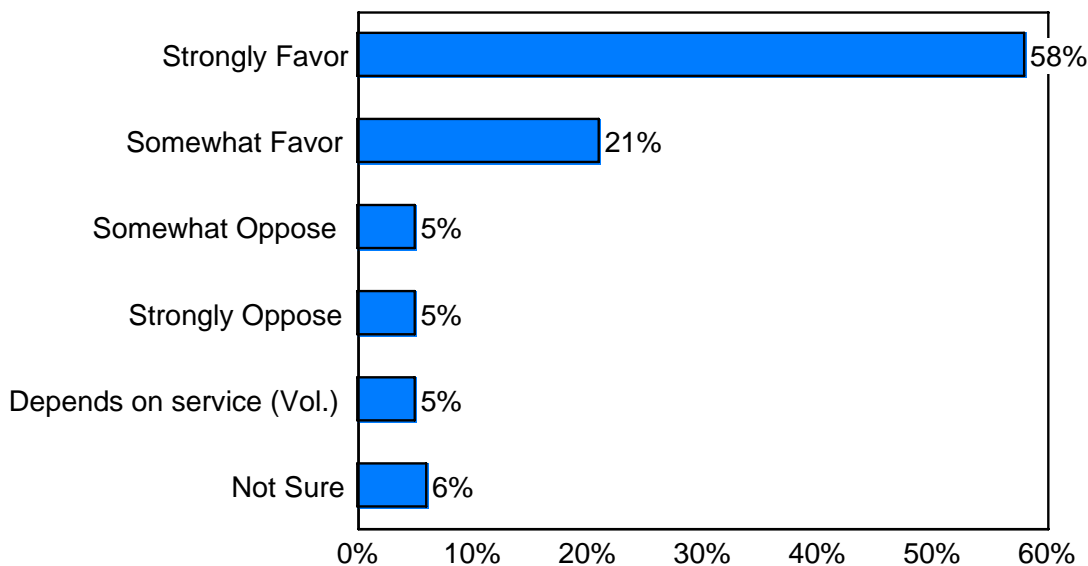
Similar to respondents overall, a large majority of every demographic group favored redeveloping the Van Aken and Warrensville shopping center district, with half or more of every subgroup strongly favoring this redevelopment.

Residents also support regionalism.

Respondents were told that there has recently been some talk about regionalism. Regionalism means neighboring cities work together to combine some city services to save taxpayers money. Knowing this, 58% would **strongly favor** and 21% would **somewhat favor** the City of Shaker Heights working with neighboring cities to provide some city services at a lower cost if the quality of city services stays the same.

There were 10% who opposed regionalism, 5% voluntarily said it depends on the service and 6% weren't sure.

Q19 FAVOR OR OPPOSE THE CITY OF SHAKER HEIGHTS WORKING WITH NEIGHBORING CITIES TO PROVIDE SOME CITY SERVICES AT A LOWER COST IF THE QUALITY OF CITY SERVICES STAYS THE SAME



Looking at the demographics, we see that...

- Residents in the Northeast region (71%) were much more apt to strongly favor regionalism compared to those in the other regions.
- Males (62%) were more apt to strongly favor this concept than females (53%).
- White residents (62%) were more likely to strongly favor combining city services with neighboring cities than African-American respondents (51%).

SUMMARY OF FINDINGS

Residents are satisfied with Shaker Heights as a place to live and they get most of their information about what is going on in the city from the Shaker Life Magazine.

Nearly three-fifths of Shaker Heights residents are very satisfied (57%) with Shaker as a place to live. Another 34% are somewhat satisfied.

And half of the residents said either they or a household member attended the Fourth of July fireworks (49%). The Memorial Day Parade (32%), their street's annual block party (25%) and the Summer Solstice Event (23%) were also well attended.

When asked where they get most of their information about what is going on in Shaker Heights, 41% mentioned the Shaker Life Magazine. There were 34% who get their information from the Sun Press while 17% mentioned the Plain Dealer. A fourth (27%) rely on word of mouth from friends or relatives for their information.

Four-fifths of all respondents (81%) have access to the Internet either at home or work, and 73% of all respondents go on-line more than once a week.

Today, 77% of residents are aware the City has its own web-site, and 49% of all respondents have visited the web-site in the past year.

15% of all respondents, or 19% among those with Internet access, have signed up to receive email notices and updates from the city.

Just under half of the respondents have live in Shaker 10 years or less and these residents used a variety of resources when making their decision.

Overall, 45% of the respondents have lived in Shaker Heights less than a year (7%), one to five years (23%) or 6 to 10 years (15%). There were 20% who have lived in Shaker Heights 11 to 20 years while 35% have been a resident for more than 20 years.

Those who have lived in Shaker Heights 10 years or less were asked several follow-up questions. And 28% of these respondents (or 12% overall) moved within Shaker Heights when they bought their current home. About a seventh each of these respondents moved from the City of Cleveland (16%) or Cleveland Heights (14%). Interestingly, 22% lived out of state or out of the country prior to moving to Shaker Heights.

More frequently cited resources that had at least a little impact on residents of 10 years or less decision to live in Shaker Heights included:

- Articles about Shaker Heights in local or national magazines (33% a lot or a little impact on their decision);
- Shaker Life Magazine (31%);
- Shaker Heights promotional material provided by realtors and employers (28%);
- A tour of the Shaker Heights Schools (25%);
- The City's website including relocation information (20%); and
- Stories on local TV stations or news programs (20%).

Five reasons tested for choosing Shaker Heights as a place to live had a lot of impact on three-fifths or more of all respondents when deciding to live in Shaker Heights. They were:

- The public schools (68% a lot of impact);
- Natural beauty of the city (67%);
- The quality of housing available (66%);
- Shaker Heights is close to places I often go to (63%); and
- The neighborhoods or sense of community (60%).

Residents agree that strengthening the City's tax base is a top priority and they have a favorable opinion of the projects tested.

When asked, 67% of all respondents said improving Shaker Heights' commercial districts and strengthening its tax base is very important and should be a top priority.

While a majority of residents have a favorable opinion of each of the seven projects tested in the survey, about half or more of the respondents have a very favorable opinion of four of them. These four projects were:

- The re-development at Shaker Towne Center (52% very favorable 30% somewhat favorable);
- University Hospital's Management Services Center in the old Office Max building on Warrensville Center Road (58/23);
- The renovations of Thornton Park and Horseshoe Lake (52/28); and
- A new soccer field by the middle school and a new walking trail in the Shaker Boulevard median strip across from the middle school (47/32).

When asked about the next phase of the City's Strategic Investment Plan, 61% strongly favored and another 24% somewhat favored redeveloping the Van Aken and Warrensville shopping center district.

When asked about regionalism and the City of Shaker Heights working with neighboring cities to provide some city services at a lower cost to taxpayers if the quality of city services stays the same, 58% of residents strongly favored this while another 21% somewhat favored regionalism.