



# REYNOLDSBURG CITIZEN SURVEY

April 30<sup>th</sup>, 2018

CONFIDENTIAL  
[AimpointResearch.com](http://AimpointResearch.com)



## Telephonic Survey

### Research Approach

Participants

**300**

Residents

Target Audience

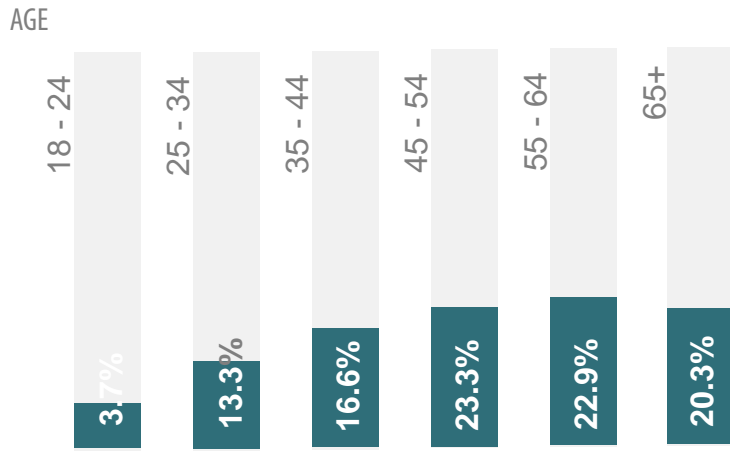
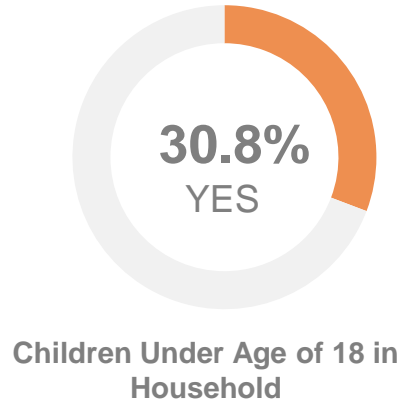
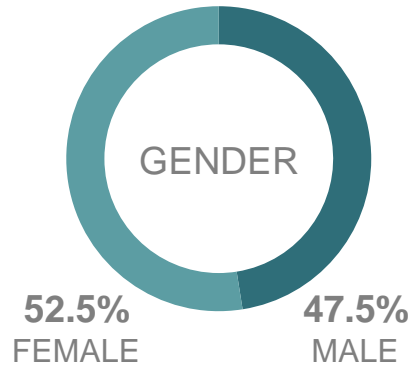
**Current residents of Reynoldsburg, Ohio**

Field Dates

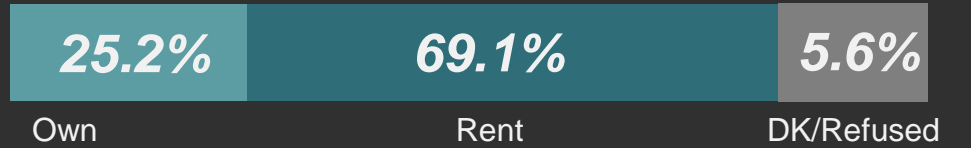
**April 19<sup>th</sup> – April 26<sup>th</sup>**



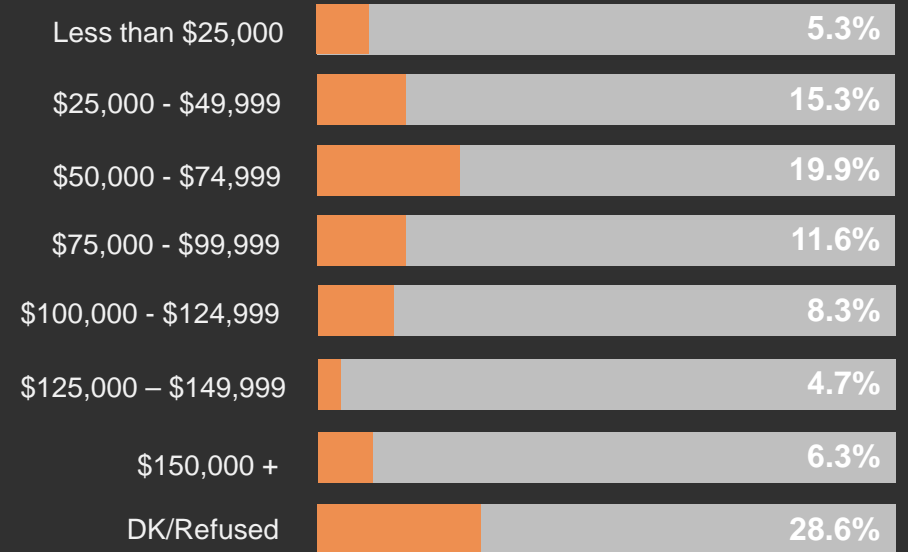
# Profile of Respondents



## HOME OWNERSHIP



## HOUSEHOLD INCOME



## YEARS IN REYNOLDSBURG





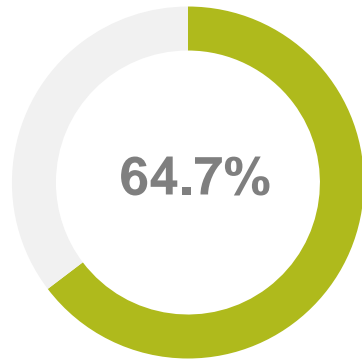
## Key Takeaways

- 1. Residents are generally satisfied about living in Reynoldsburg (Slides 5, 10)*
- 2. Reynoldsburg is viewed as being a family oriented multi-cultural suburban community (6)*
- 3. Family is the main reason that residents have moved to Reynoldsburg (13)  
70% plan to still live in Reynoldsburg in 5 years (14)  
Lifestyle change and family are main reasons for leaving (16)*
- 4. Residents are most satisfied with public parks and access to healthcare (12)*
- 5. The most significant challenge is infrastructure (11)*
- 6. Redeveloping existing properties and growing businesses (19) in existing corridors (20) are preferred strategies to deal with increased population growth  
Specifically redeveloping old retail locations, K-mart, Big Lots and Kroger (21)*
- 7. Senior housing and single family residential are top housing needs (24)*

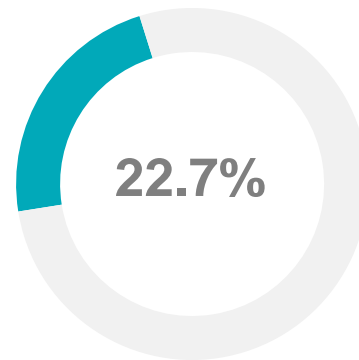


**The 3 to 1 ratio suggests a high level of satisfaction with the direction of the city.**

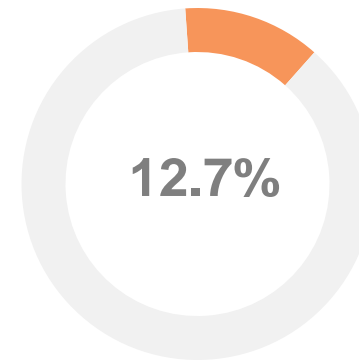
*RIGHT DIRECTION*



*WRONG TRACK*

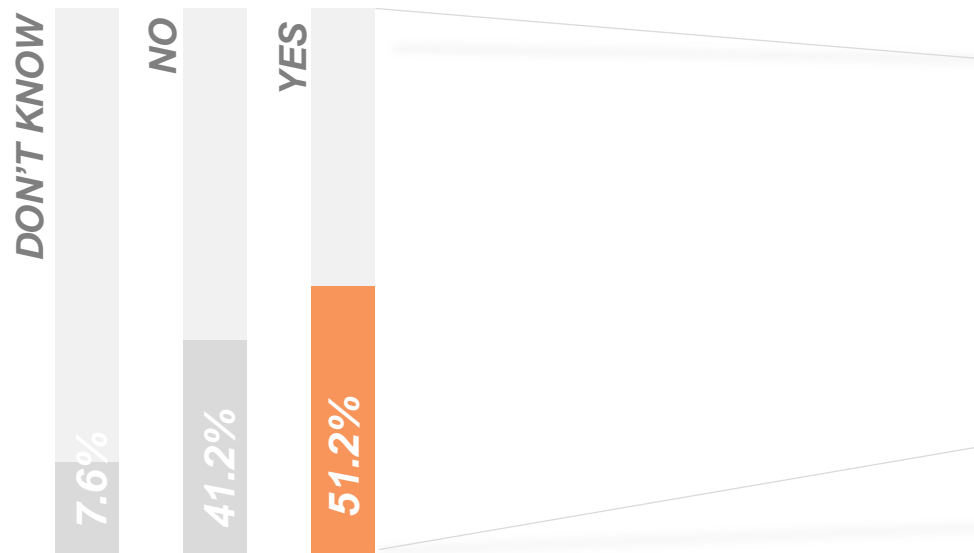


*DON'T KNOW*



**Most residents believe Reynoldsburg has a distinct identity: it is primarily viewed as a suburban, family oriented, multi-cultural community.**

DO YOU BELIEVE THE CITY HAS A DISTINCT IDENTITY?



WHAT IS THE IDENTITY OF REYNOLDSBURG?

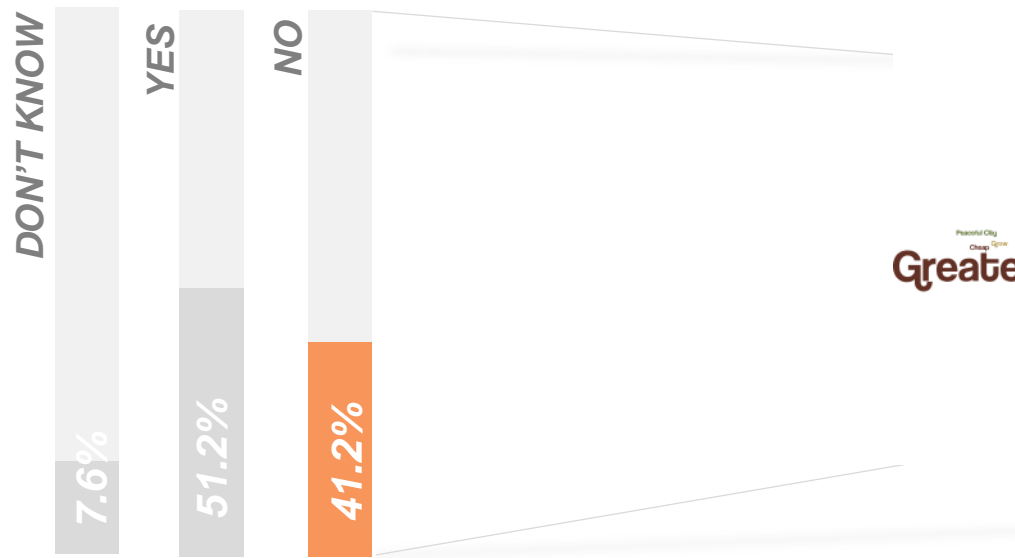


Source: All Respondents That Said Reynoldsburg Has a Distinct Identity  
 Q3: Do you believe the City has a distinct identity? Q4: What do you believe the current identity of Reynoldsburg is?



# Reynoldsburg residents would like the identity of the city to be a community of involvement and family oriented.

DO YOU BELIEVE THE CITY HAS A DISTINCT IDENTITY?



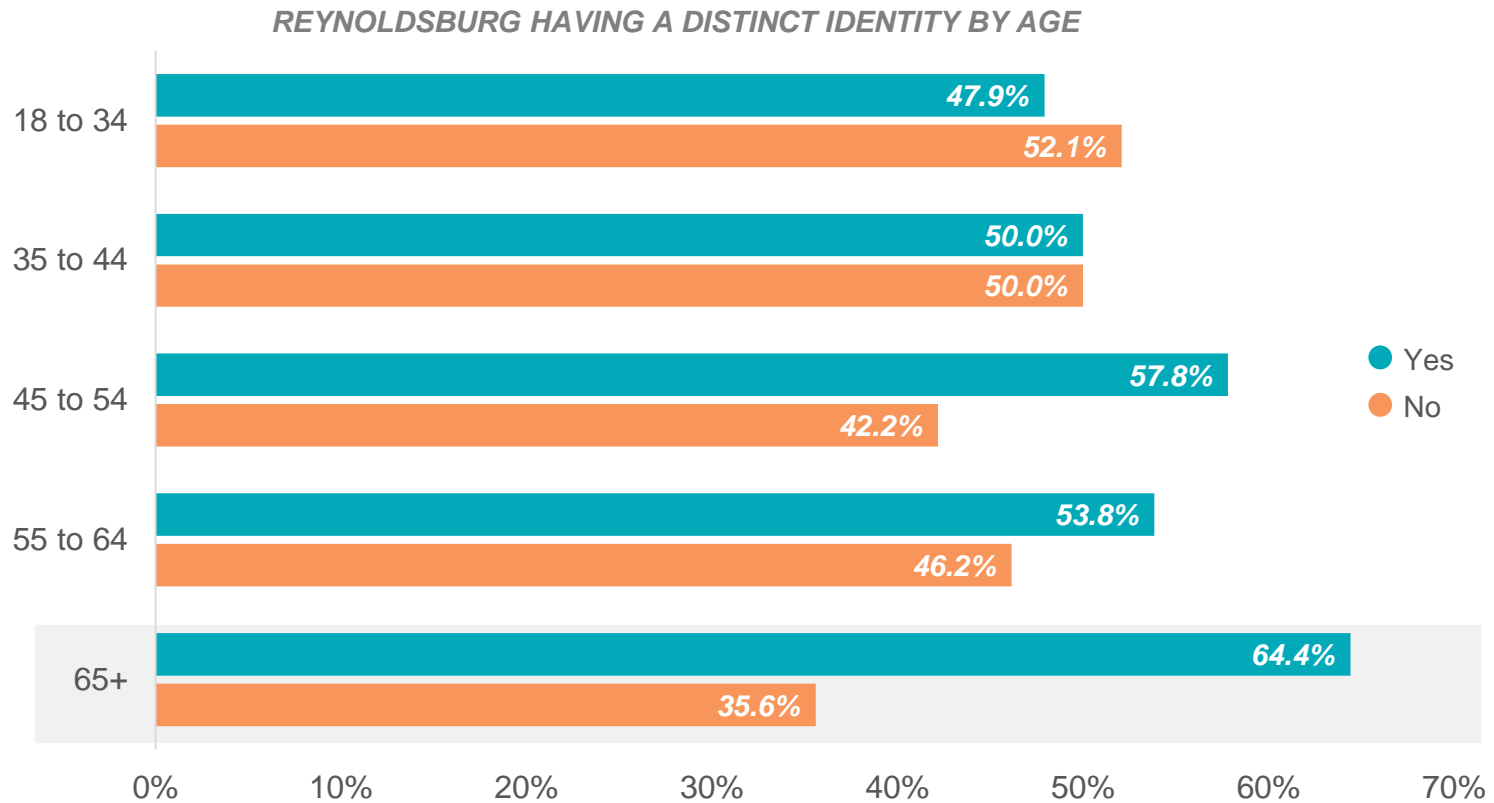
WHAT WOULD YOU LIKE THE IDENTITY TO BE?



Source: All Respondents That Said Reynoldsburg Does Not Have a Distinct Identity  
Q3: Do you believe the City has a distinct identity? Q5: What would you like the identity of Reynoldsburg to be?



# Older Reynoldsburg residents are more likely to believe Reynoldsburg has a distinct identity.



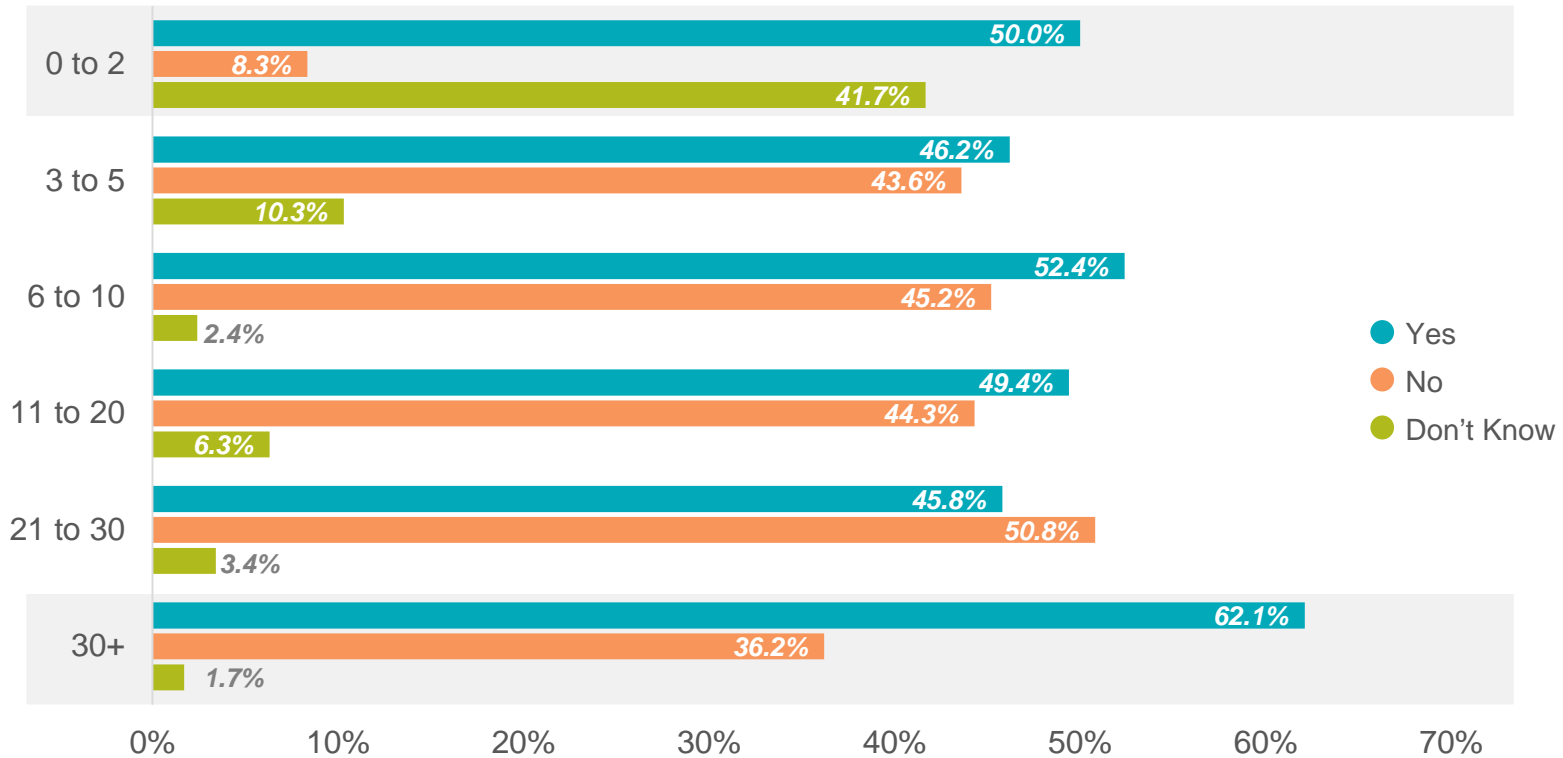
Source: All Respondents That Said Reynoldsburg Has a Distinct Identity By Age  
Q4: Do you believe the City has a distinct identity?





## Reynoldsburg residents of 21 – 30 years are the only category to be less inclined to believe that the city has a distinct identity.

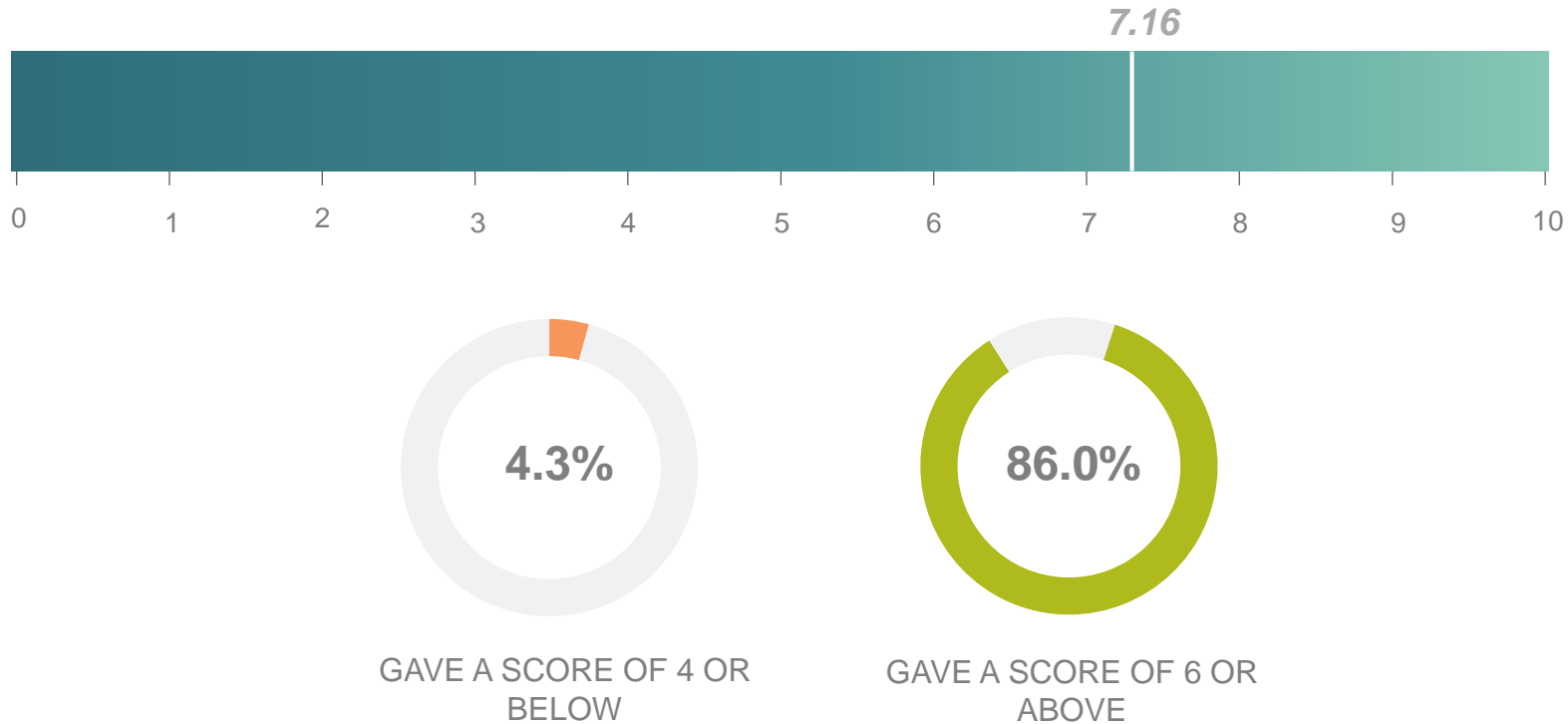
REYNOLDSBURG HAVING A DISTINCT IDENTITY BY RESIDENCY



Source: All Respondents That Said Reynoldsburg Has a Distinct Identity By Residency  
Q4: Do you believe the City has a distinct identity?



**Overall—residents are very satisfied with their quality of life in Reynoldsburg, with 86% of respondents giving a ranking of a 6 or above.**



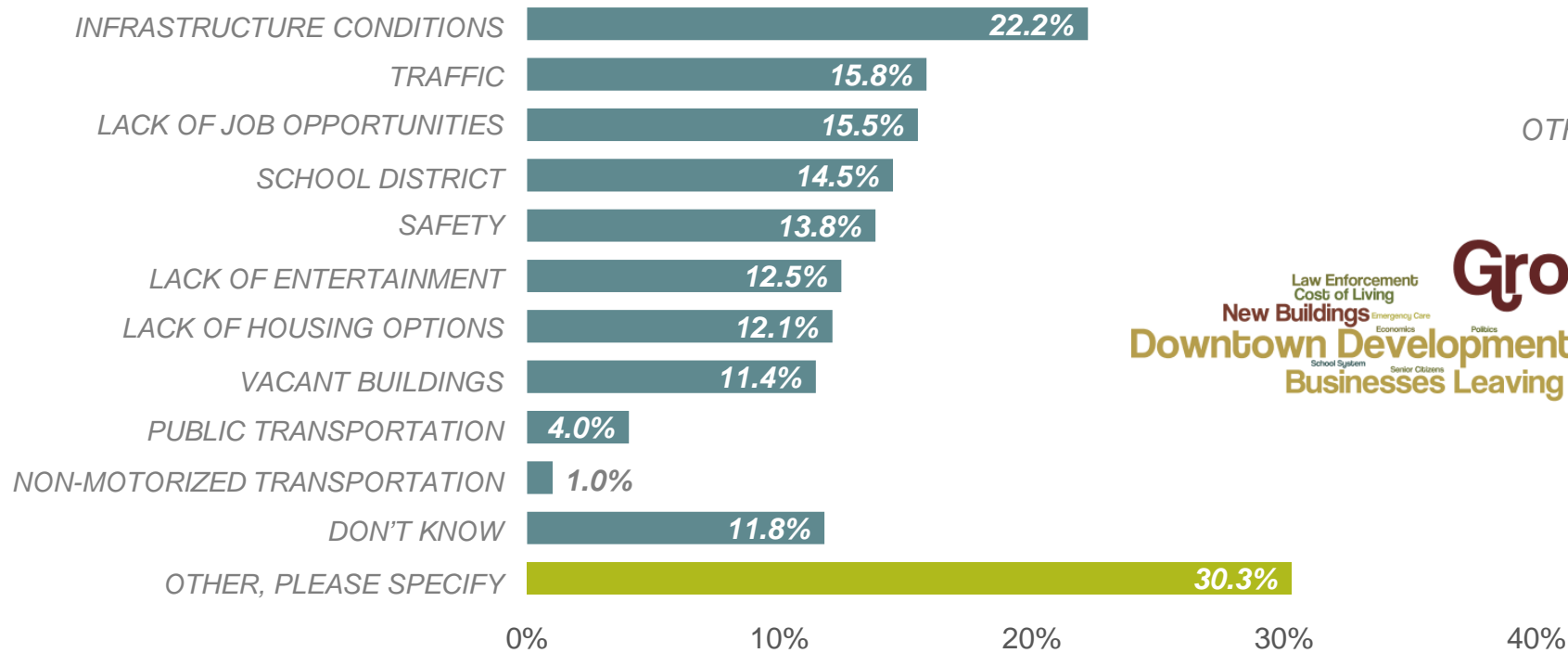
Source: All Respondents

Q6: On a scale of 0 – 10 where 0 is “extremely low” and 10 is “extremely high,” how would you rate the quality of life in Reynoldsburg?



# Residents cited infrastructure conditions as a primary concern – along with the need for city growth and crime.

MOST SIGNIFICANT CHALLENGE FACING REYNOLDSBURG



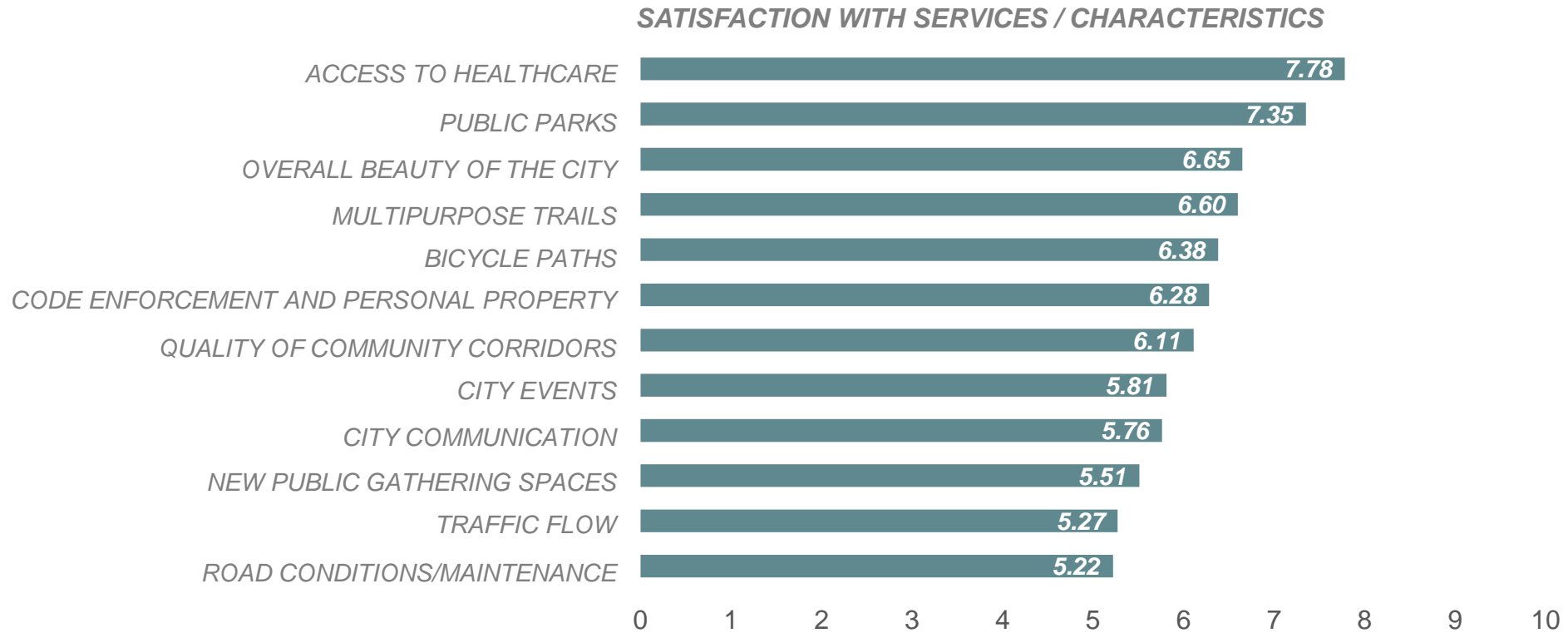
OTHER, PLEASE SPECIFY RESPONSES:



Source: All Respondents  
Q7: What is the most significant challenge facing the City of Reynoldsburg?



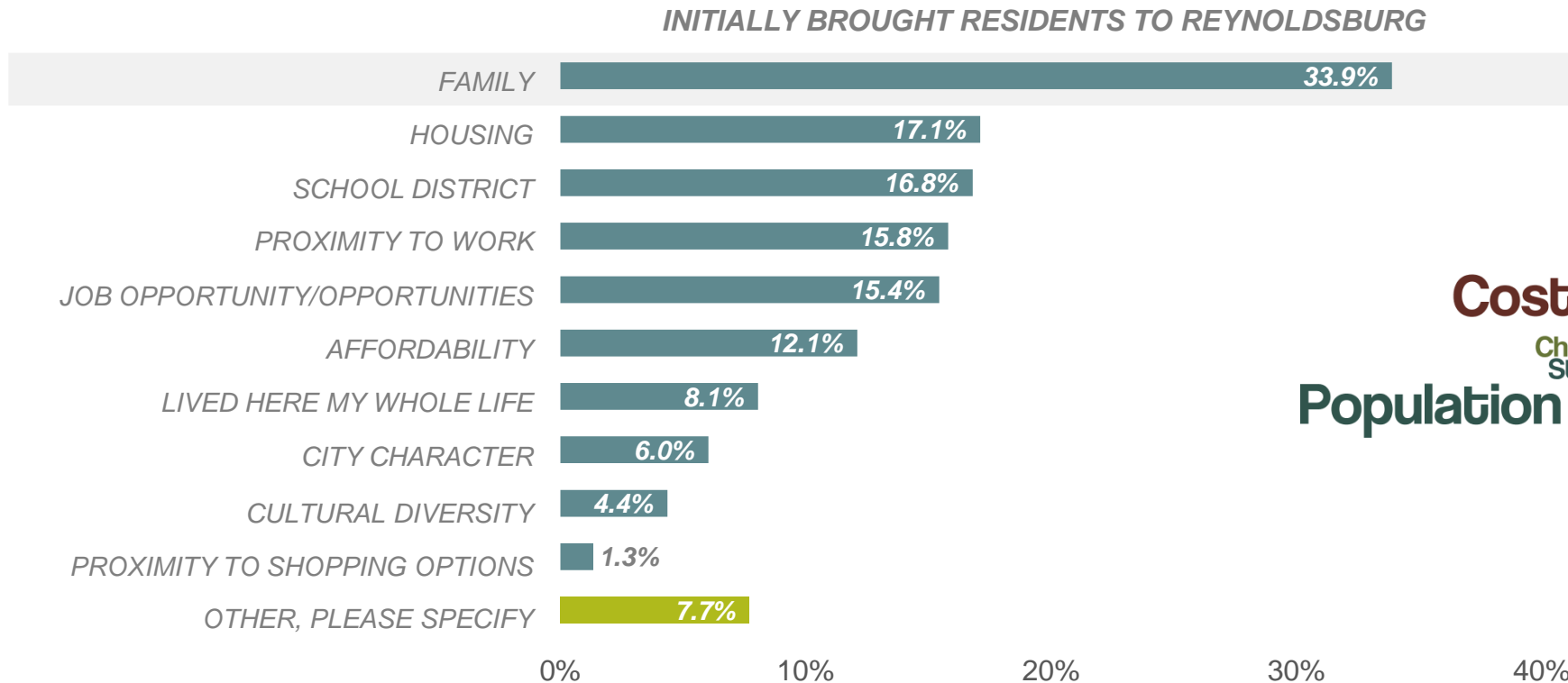
# Generally, residents of Reynoldsburg are most satisfied with availability of healthcare and the public parks in the city.



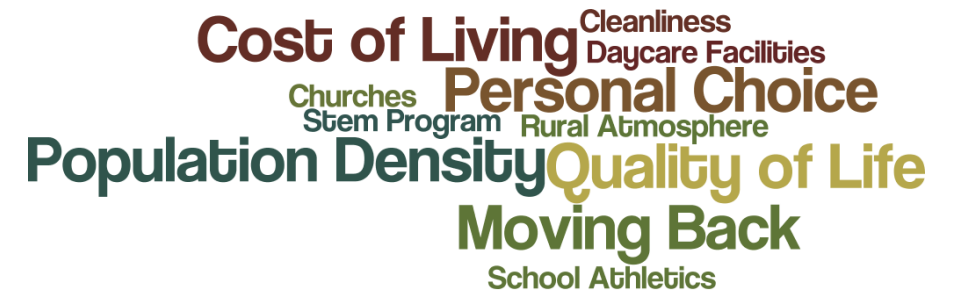
Source: All Respondents

Q8: On a scale of 0 – 10, with 0 being “not at all satisfied,” and 10 being “extremely satisfied,” how satisfied are you currently with the following services and characteristics?

## The primary reason for residents being in Reynoldsburg other than family include the quality of life and cost of living.



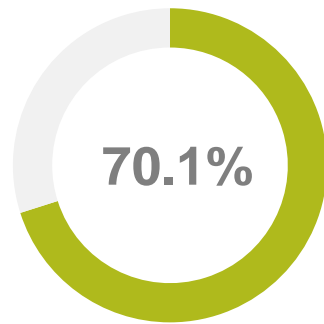
OTHER, PLEASE SPECIFY RESPONSES:



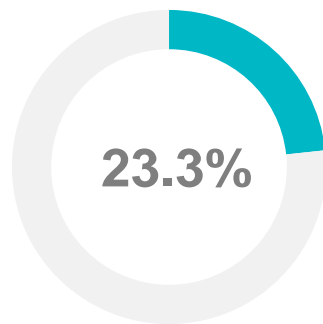


# The majority of Reynoldsburg residents are expecting to remain in the city in the next five years.

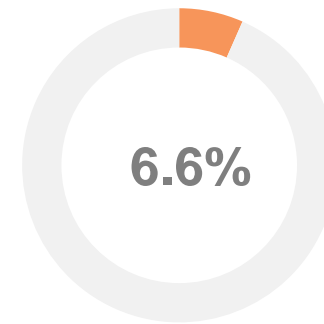
DO YOU SEE YOURSELF IN REYNOLDSBURG IN THE NEXT 5 YEARS?



YES, I SEE MYSELF IN REYNOLDSBURG IN THE NEXT 5 YEARS.



NO, I DO NOT SEE MYSELF IN REYNOLDSBURG IN THE NEXT 5 YEARS.

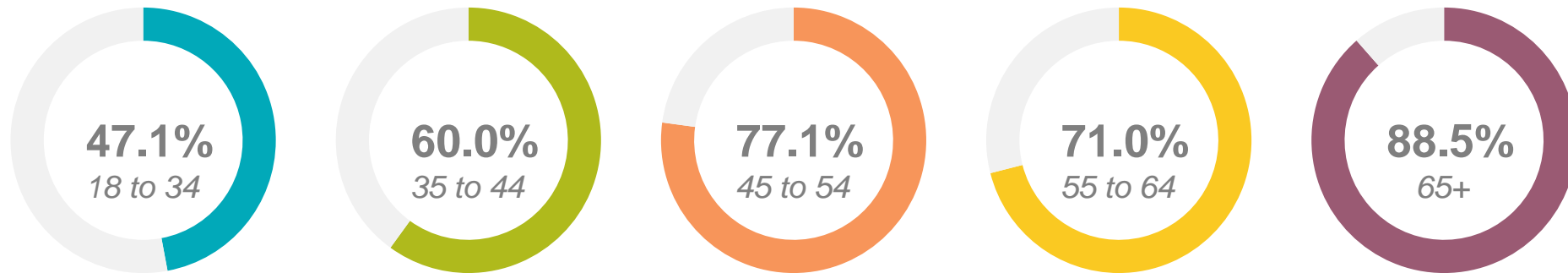


I DO NOT KNOW IF I SEE MYSELF IN REYNOLDSBURG IN THE NEXT 5 YEARS.



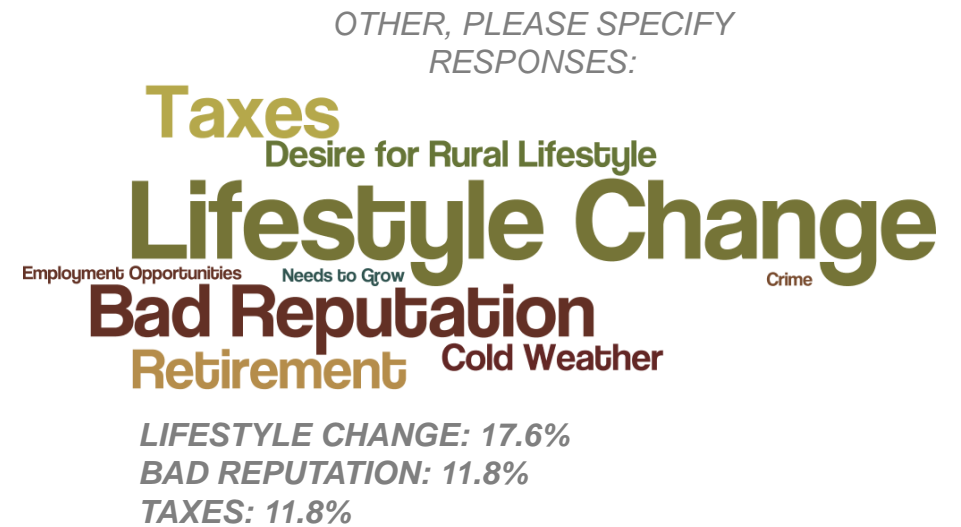
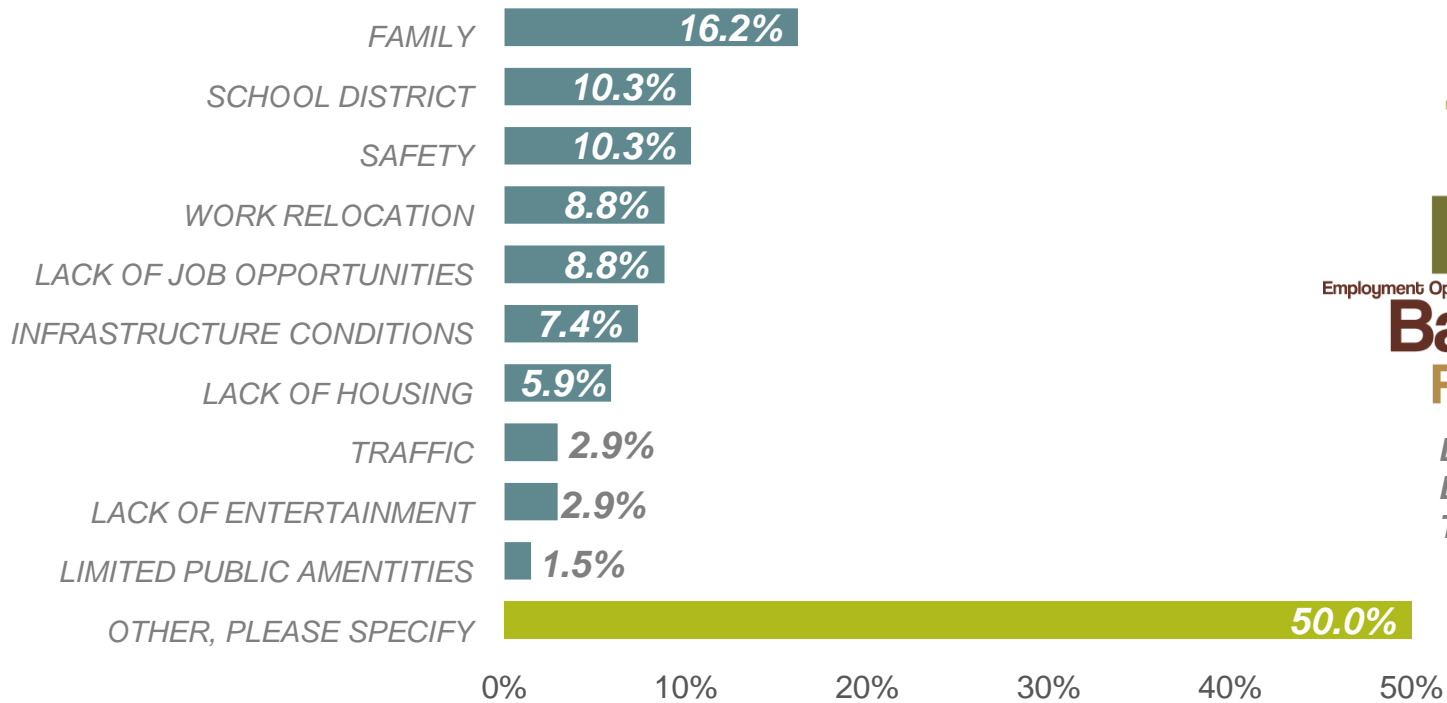
## Outside of the 18 – 34 age category, current residents indicate seeing themselves in Reynoldsburg in the next five years.

SAID YES TO SEEING THEMSELVES IN REYNOLDSBURG IN THE NEXT 5 YEARS



Of those who indicated not being in Reynoldsburg in the next five years, the primary reasons included lifestyle changes and the burden of taxes.

REASONS FOR NOT BEING IN REYNOLDSBURG IN NEXT 5 YEARS



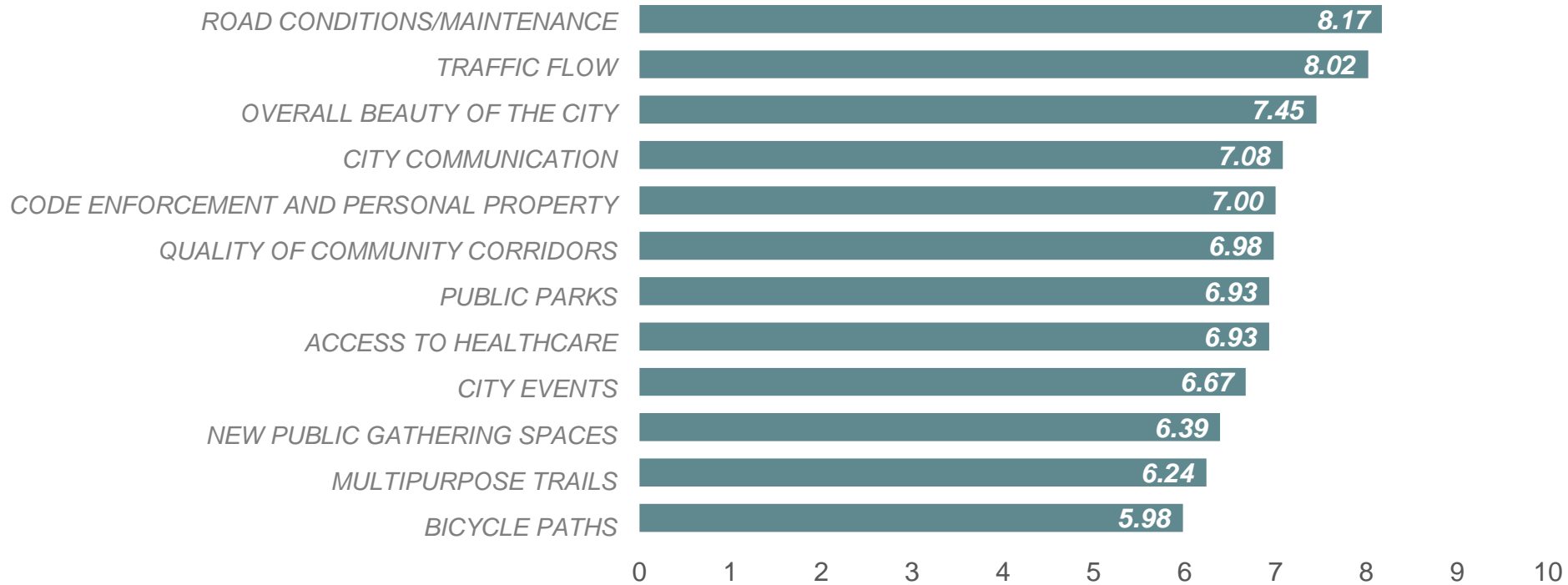
Source: All Respondents  
 Q11: Why do you not see yourself in Reynoldsburg in the next 5 years?





**Generally, traffic flow is seen as the greatest importance for Reynoldsburg residents, while recreational facilities are not as important.**

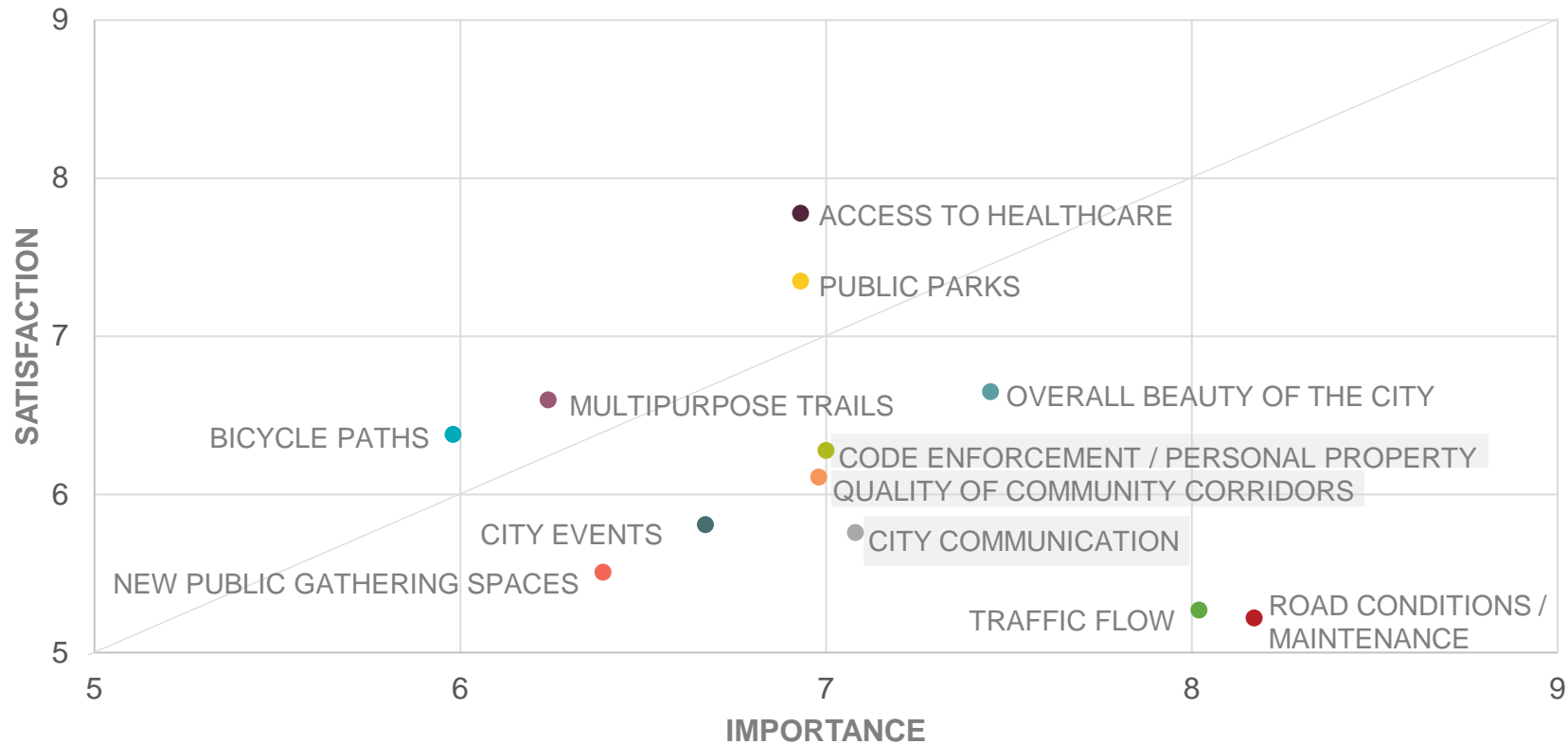
*IMPORTANCE OF SERVICES / CHARACTERISTICS*



Source: All Respondents

Q12: On a scale of 0 – 10, with 0 being “not at all important,” and 10 being “extremely important,” how important is it to improve the following factors in the next ten years?

## Reynoldsburg is underperforming on city related efforts – Importance to residents is above a 7, with satisfaction falling around 6.



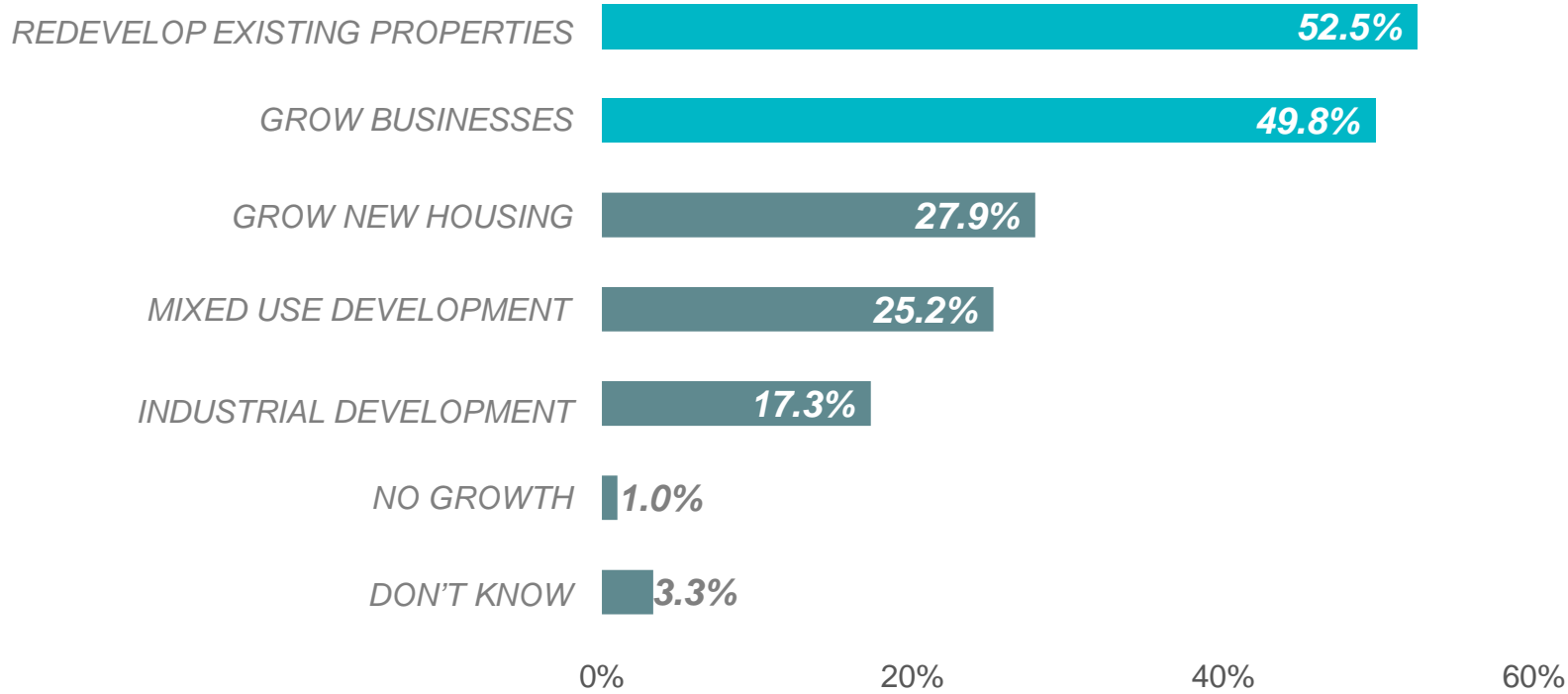
Source: All Respondents

Q8: On a scale of 0 – 10, with 0 being “not at all satisfied,” and 10 being “extremely satisfied,” how satisfied are you currently with the following services and characteristics?

Q12: On a scale of 0 – 10, with 0 being “not at all important,” and 10 being “extremely important,” please rate how important it is to improve the following factors in the next ten years?



# In the next 30 years Reynoldsburg should focus on redeveloping existing properties and growing businesses to satisfy the largest audience.



**82.1%** UNDUPLICATED REACH

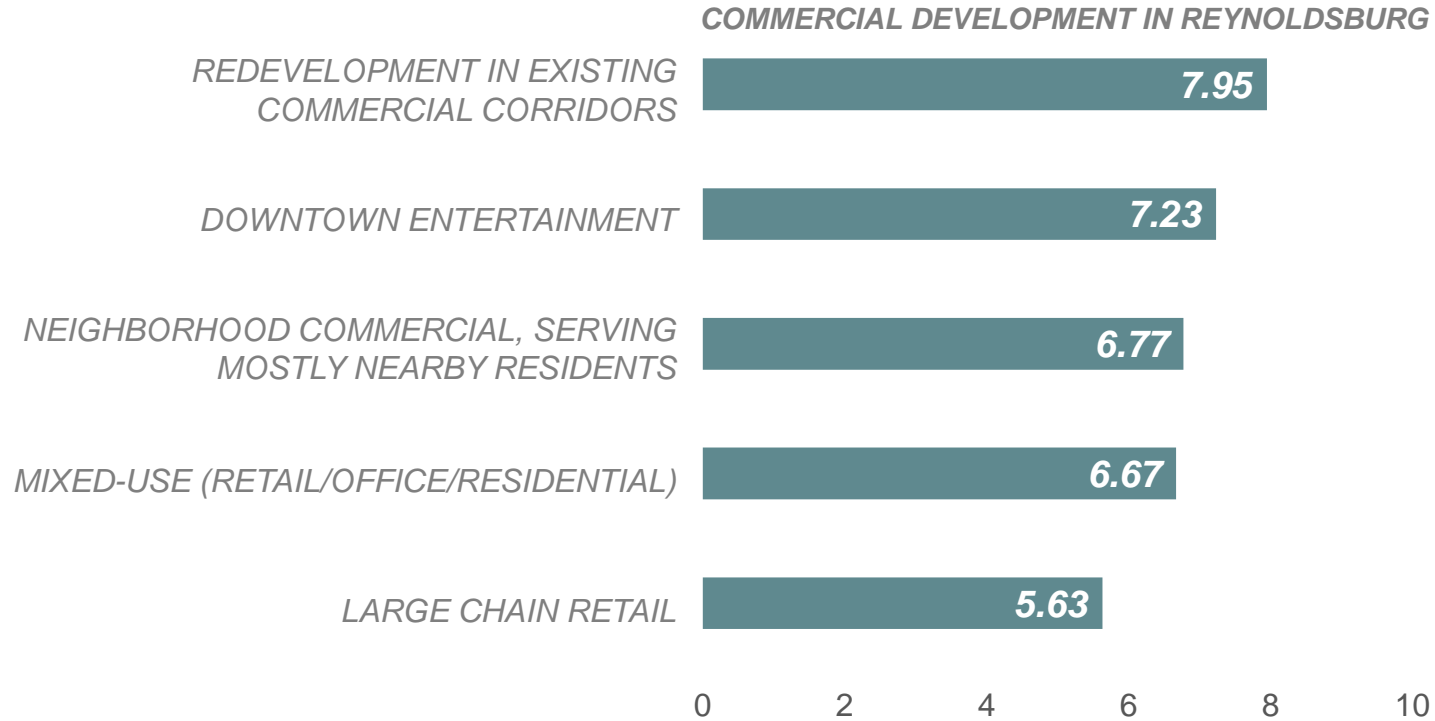
CHOSE **REDEVELOP EXISTING PROPERTIES** OR **GROWING BUSINESSES** AS THE TOP 2 FACTORS TO FOCUS ON.

Source: All Respondents

Q13: The Central Ohio region is expected to grow by approximately 1 million people by the year 2050. Please indicate which of the following 2 factors are most important for Reynoldsburg to focus on during this growth period.



# Residents prefer to redevelop in existing corridors, rather than building large chain retail.

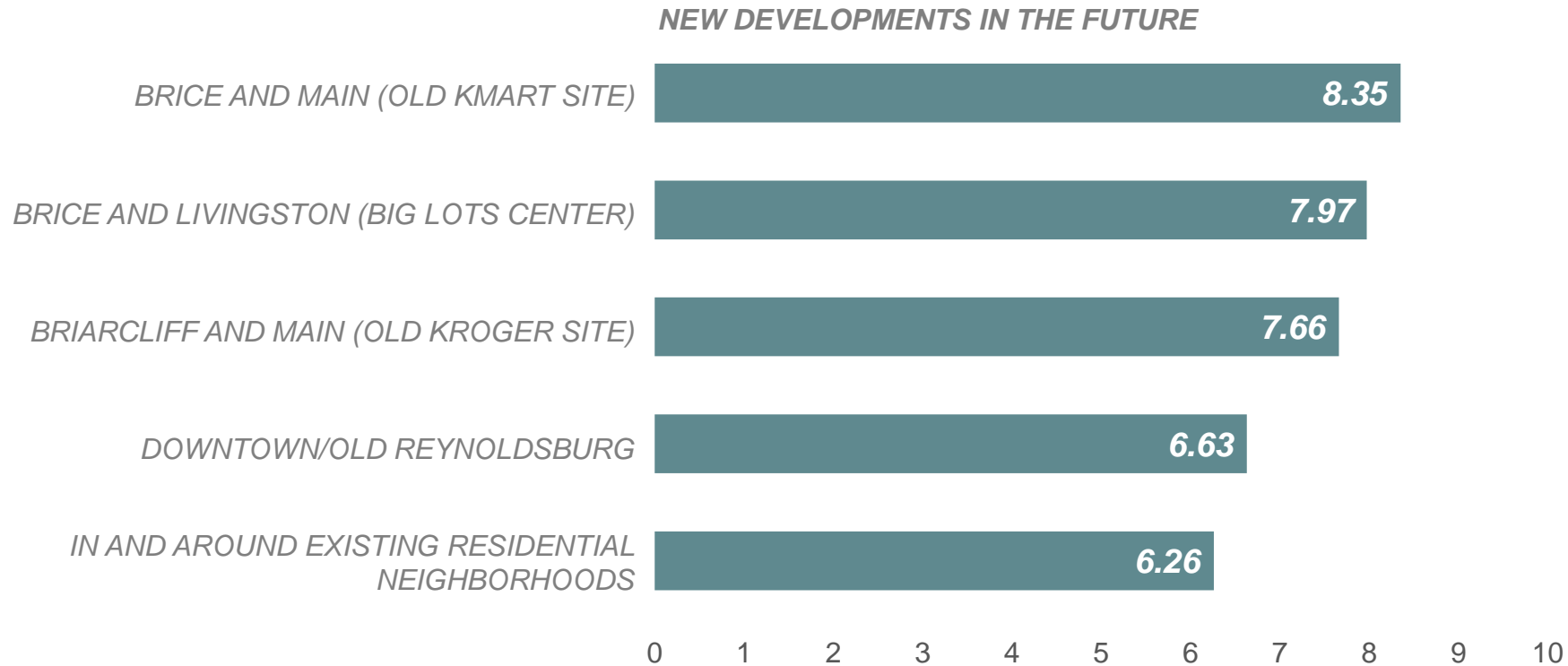


Source: All Respondents

Q18: Using a scale of 0 – 10, with 0 being “would not like at all,” and 10 being “would like a great deal,” please rate the type of commercial development you would like in Reynoldsburg.



## Residents prefer new developments be focused around the old Kmart site and the Big Lots center.

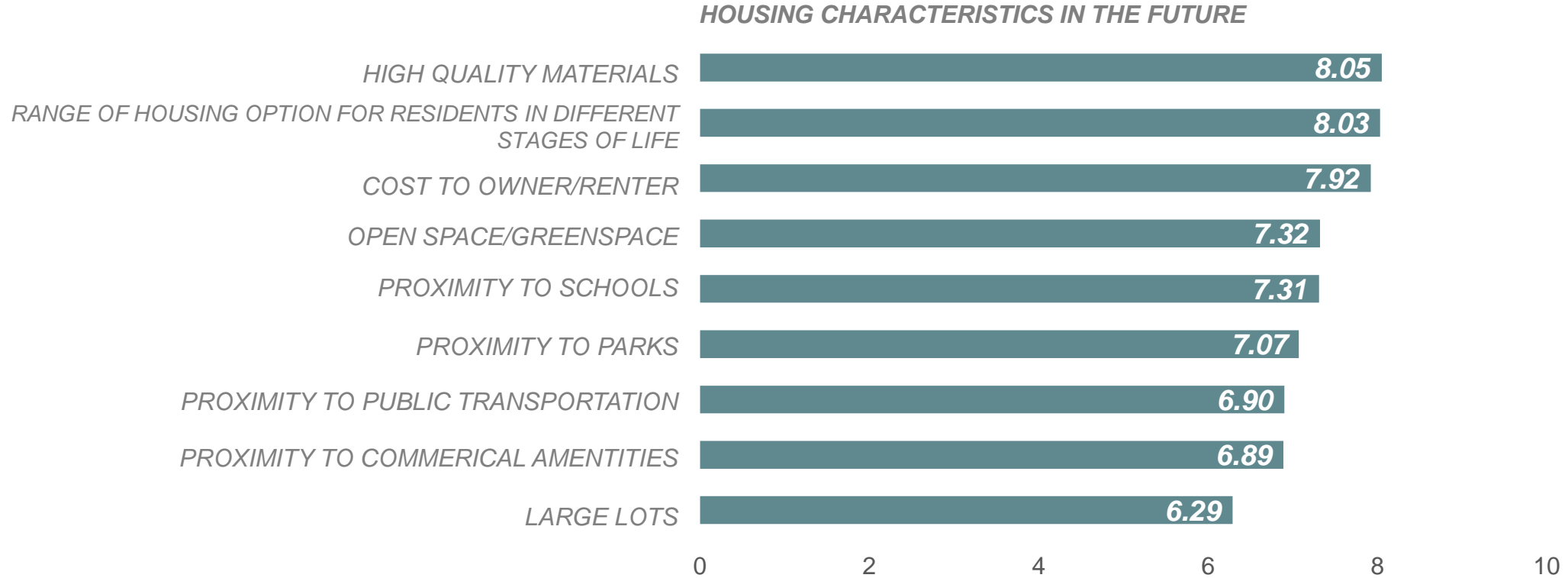


Source: All Respondents

Q14: Using a scale of 0 – 10, with 0 being “not appropriate at all,” and 10 being “very appropriate,” how appropriate are each of the following locations for new developments in the future?



## The most important characteristics for housing to Reynoldsburg residents are quality materials, a range of options, and the cost.

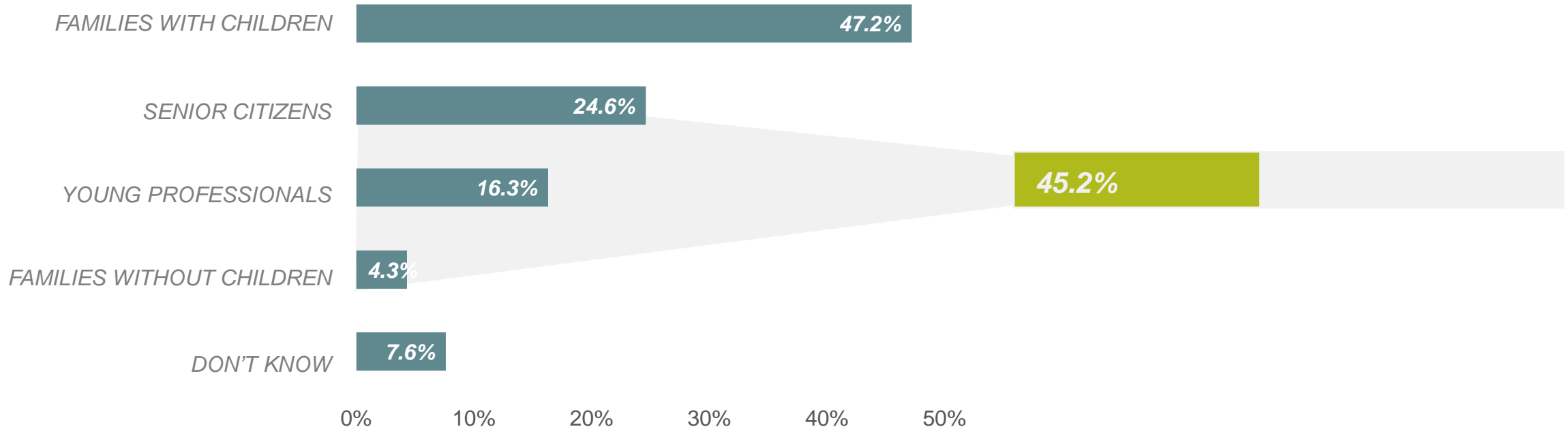


Source: All Respondents

Q15: On a scale of 0 – 10 with 0 being “extremely unimportant,” and 10 being “extremely important,” please rate how important each of the following housing characteristics are when thinking about future residential growth and development



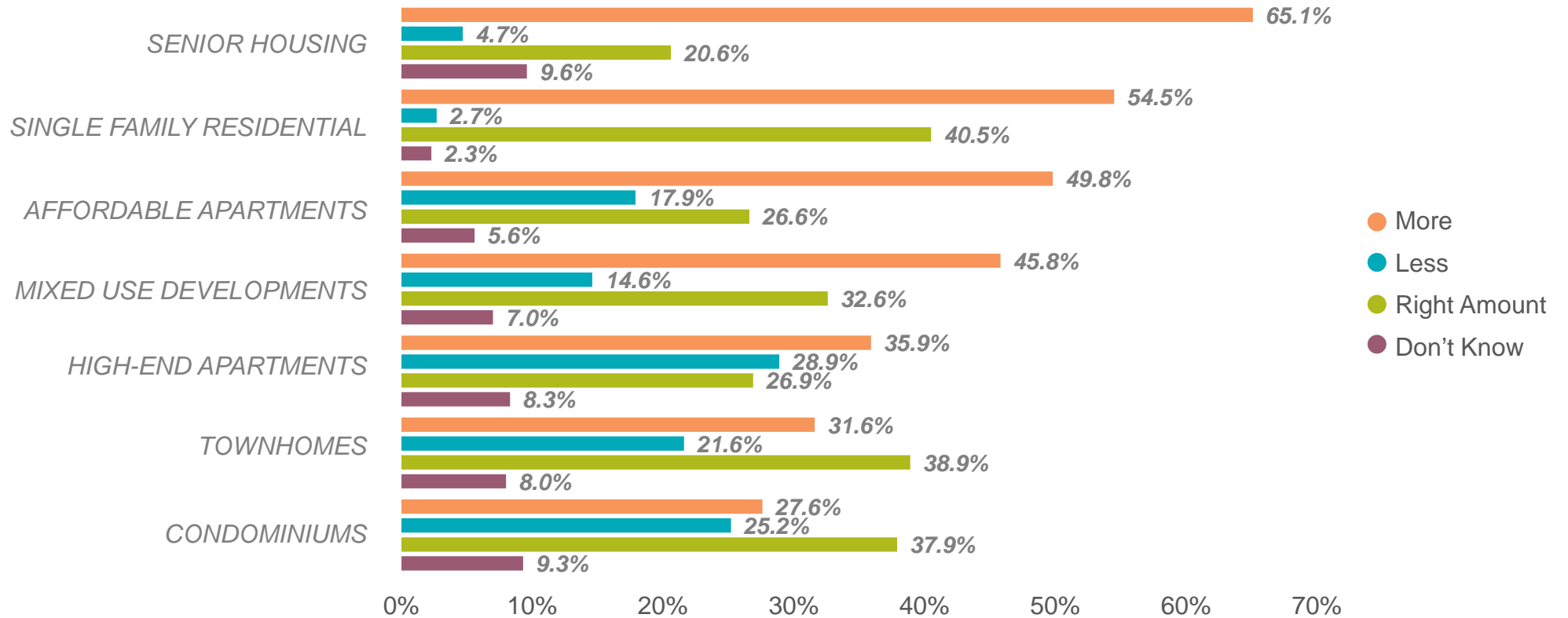
**A nearly perfect 50 – 50 split is present between housing preferences in the next ten years, with nearly half indicating families with children should be prioritized, with the other half prioritizing housing for non-traditional families.**



Source: All Respondents  
Q16: What group of people might need more housing within Reynoldsburg over the next ten years?



# Residents want more senior housing, single family residential, and affordable apartments.

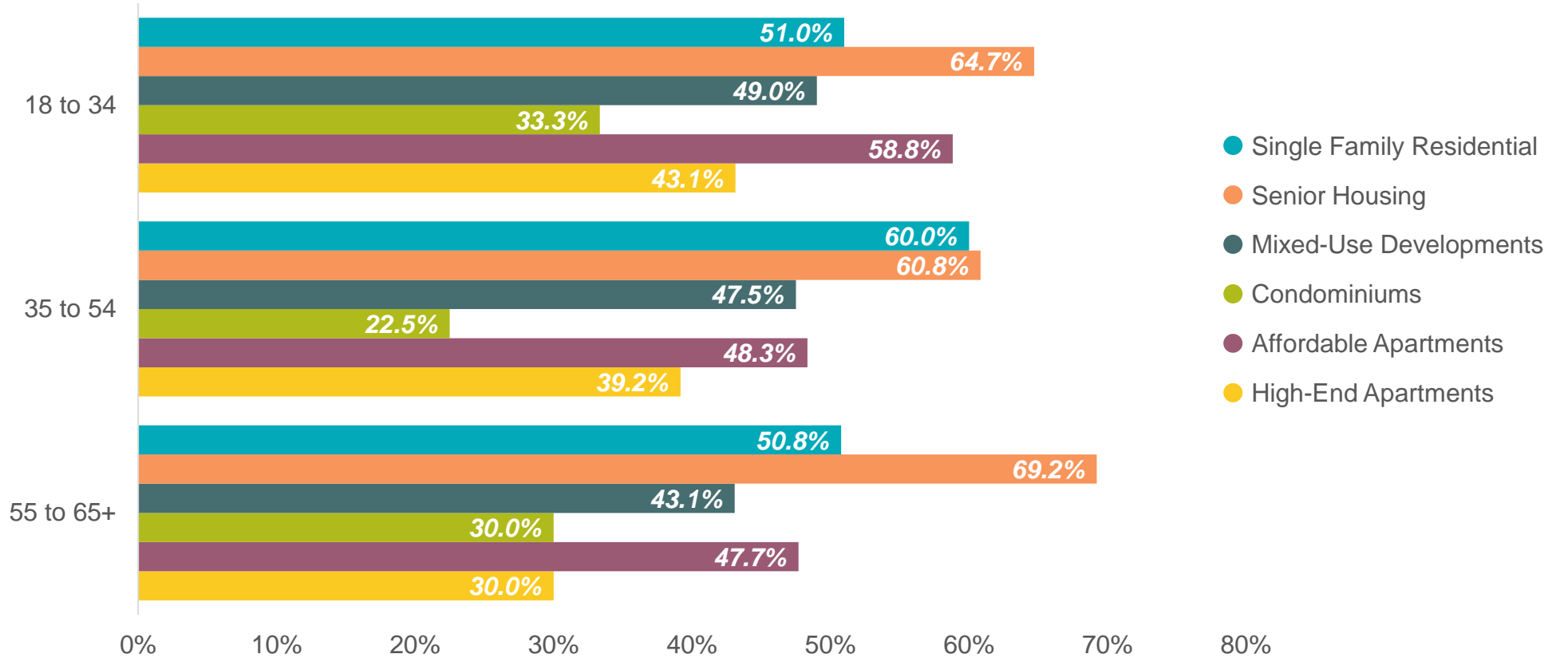


Source: All Respondents  
Q17: Does Reynoldsburg need more, less, or have the right amount of each of the following?



# Across all age categories, respondents believe Reynoldsburg needs more senior housing.

RESPONDENTS INDICATING WANTING MORE OF EACH HOUSING TYPE

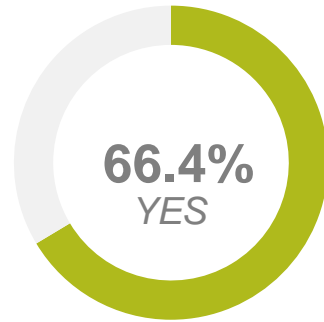


Source: All Respondents That Said More By Age  
 Q17: Does Reynoldsburg need more, less, or have the right amount of each of the following?

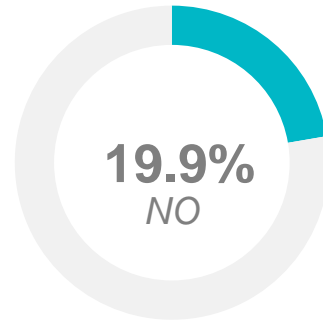


# Reynoldsburg residents are in favor of expanding the city boundaries to generate new income.

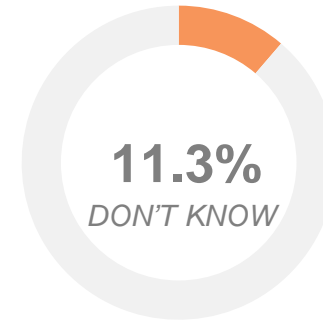
*SHOULD REYNOLDSBURG EXPAND BOUNDARIES TO THE EAST TO ACCOMMODATE NEW INCOME GENERATING USES?*



*BELIEVE REYNOLDSBURG SHOULD EXPAND BOUNDARIES TO THE EAST.*



*DO NOT BELIEVE REYNOLDSBURG SHOULD EXPAND BOUNDARIES TO THE EAST.*



*DO NOT KNOW IF REYNOLDSBURG SHOULD EXPAND BOUNDARIES TO THE EAST.*

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