

# City of Montgomery Survey of Residents May 2021

Institute for Policy Research  
University of Cincinnati



# Household Survey of 4301 City Residents

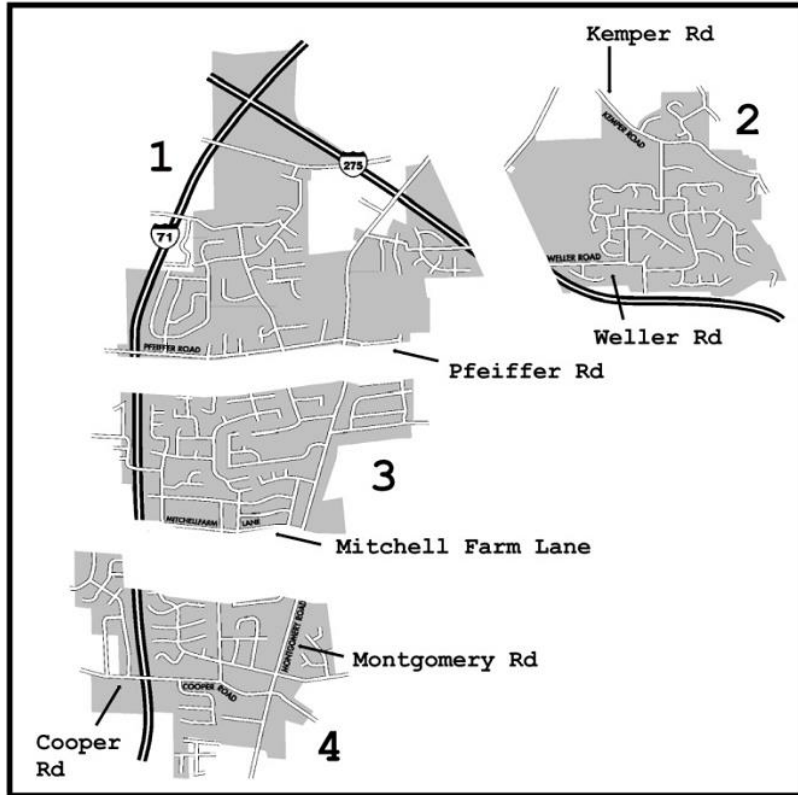
March 17 – May 6, 2021

Mail Invitations, Responses by Mail and Web

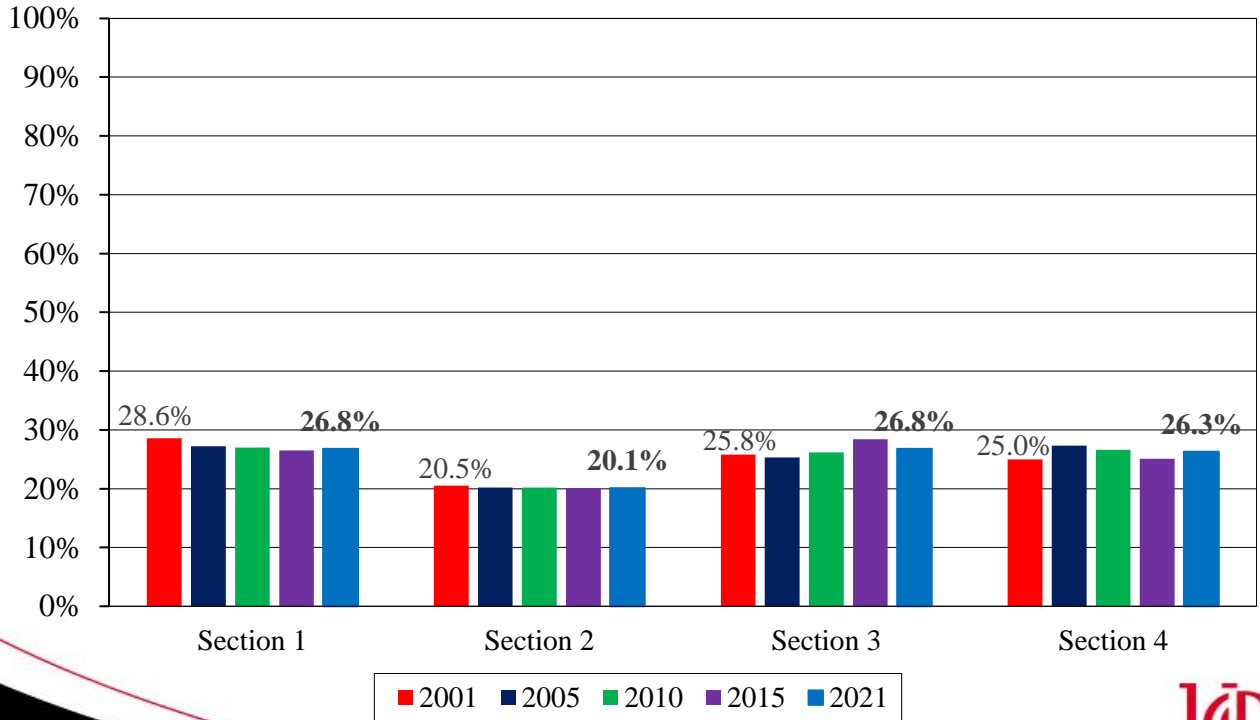
993 City Residents Responded

Response Rate: 23%

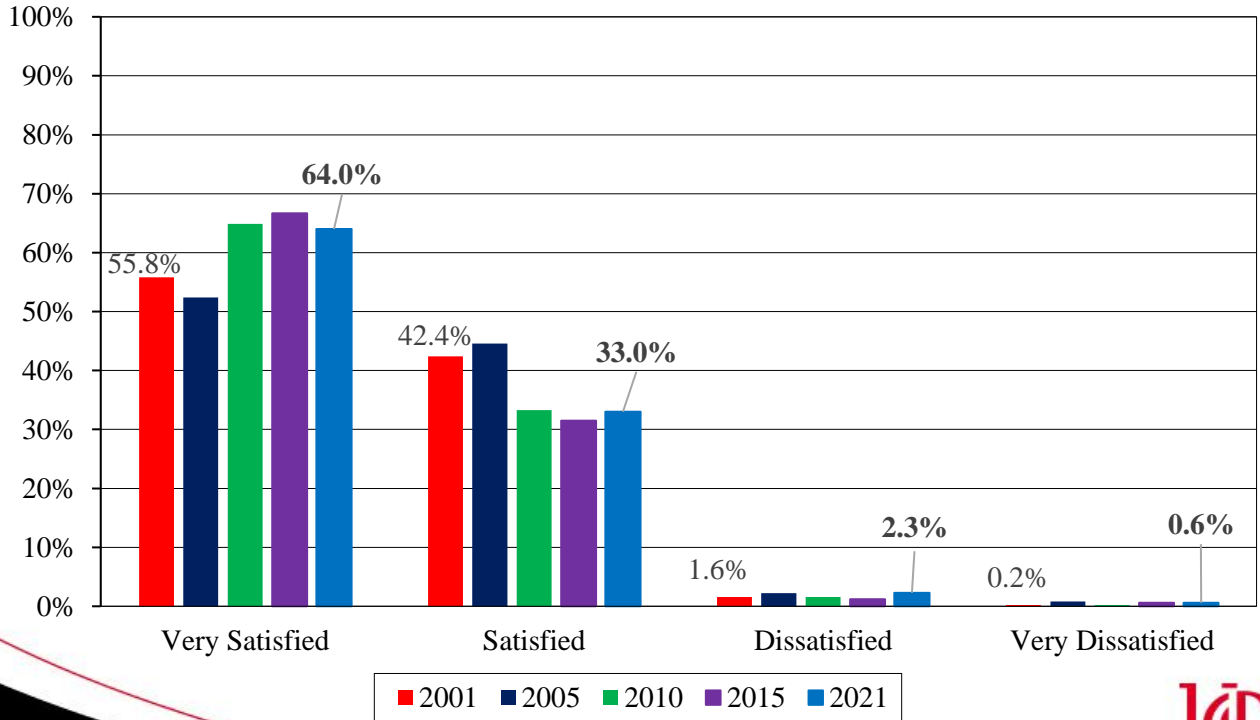
# Geographic Sections of the City of Montgomery



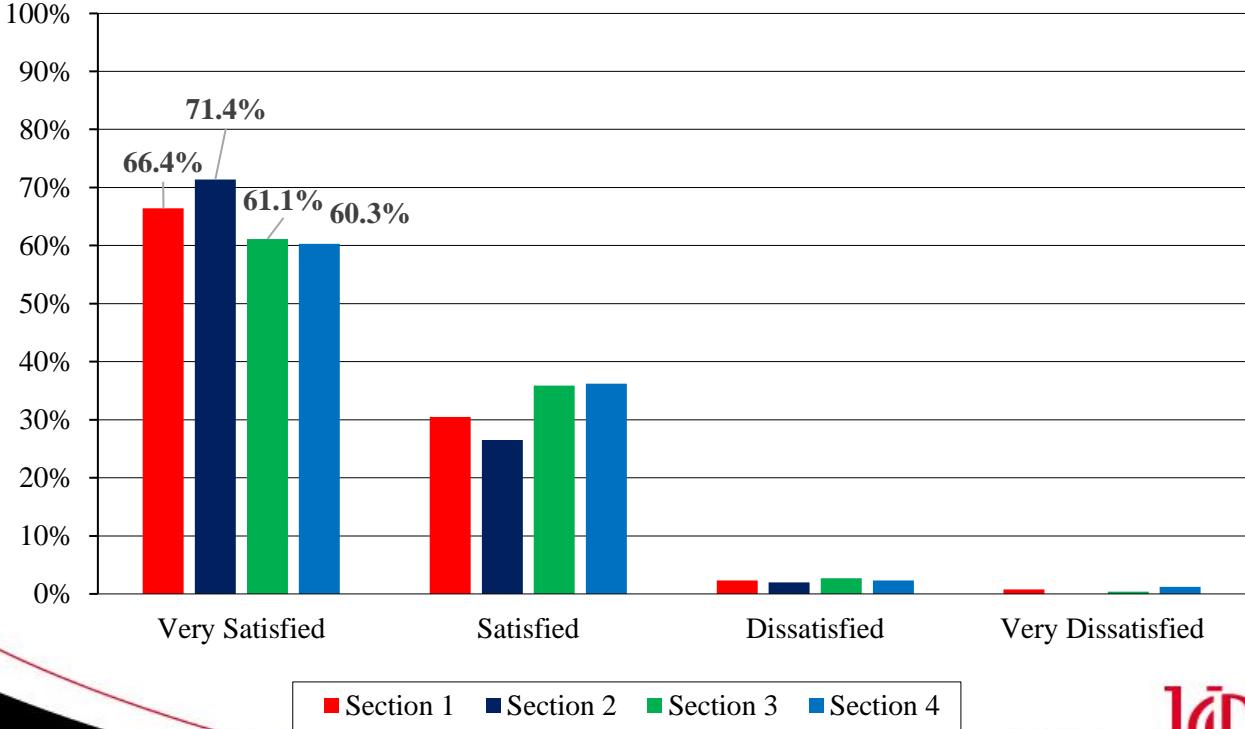
# Distribution of Survey Respondents Among City of Montgomery Geographic Sections



# “All things considered, how satisfied are you with the quality of life in the City of Montgomery?”



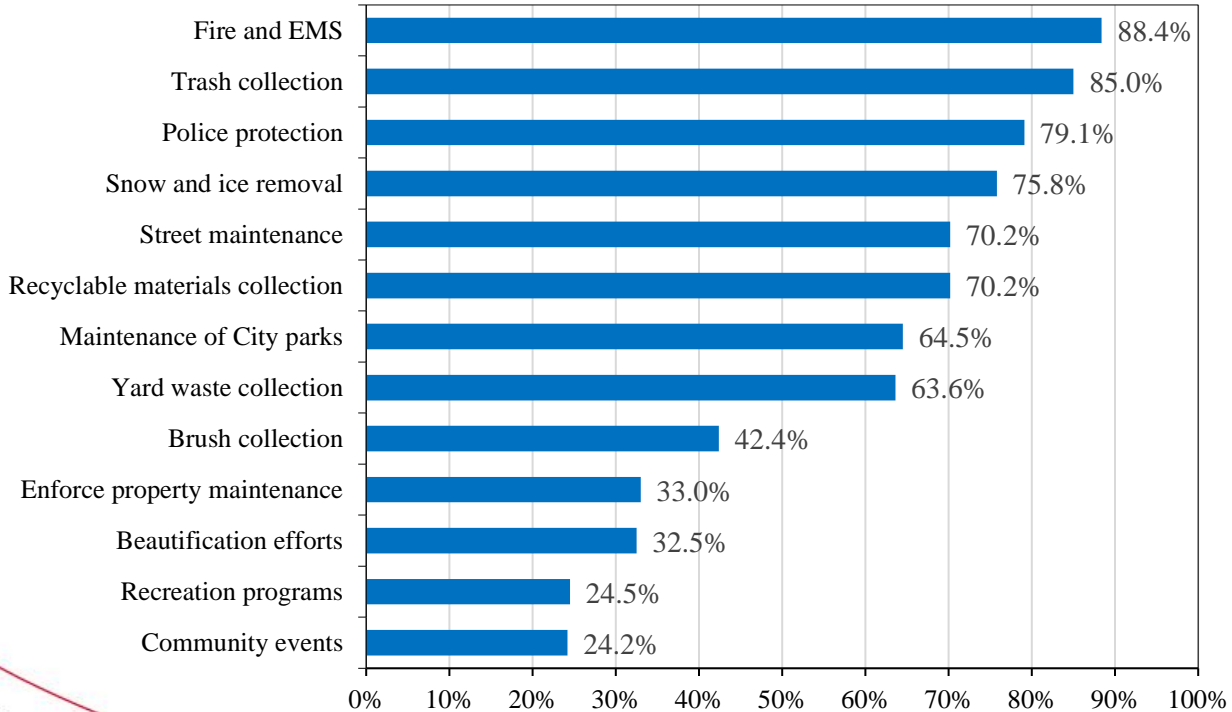
# “All things considered, how satisfied are you with the quality of life in the City of Montgomery?” (2021)



# Two Decades of Consistent Satisfaction With Quality of Life in Montgomery

Consistently low Dissatisfaction

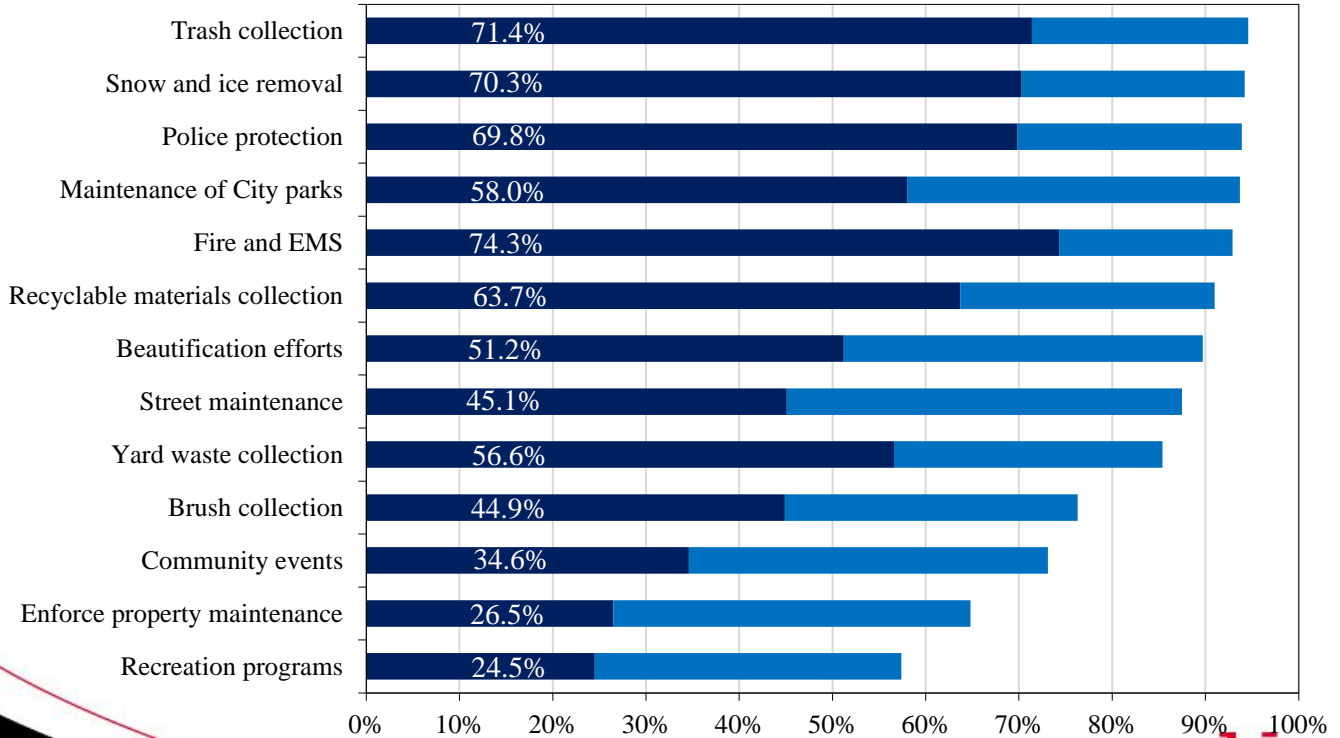
# Importance of City Services (Percent “Extremely Important”) (2021)





# Satisfaction with City Services

(Percent “Very Satisfied” or “Satisfied”) (2021)

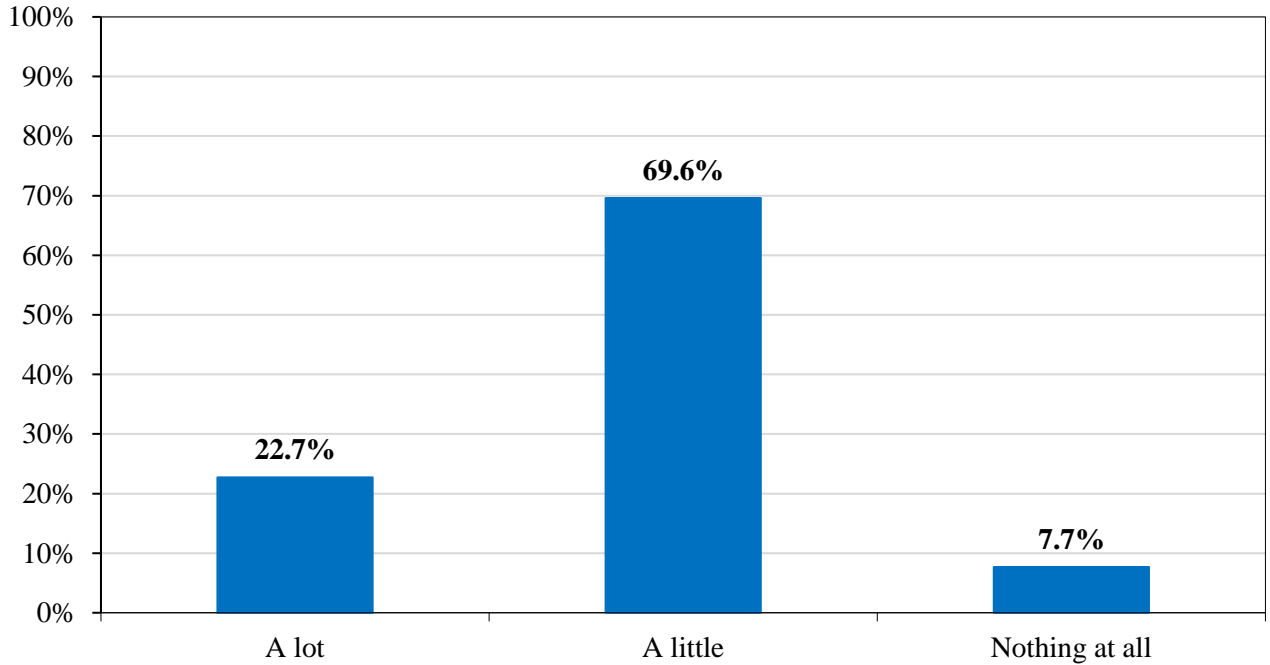


# High Levels of Satisfaction With City Services

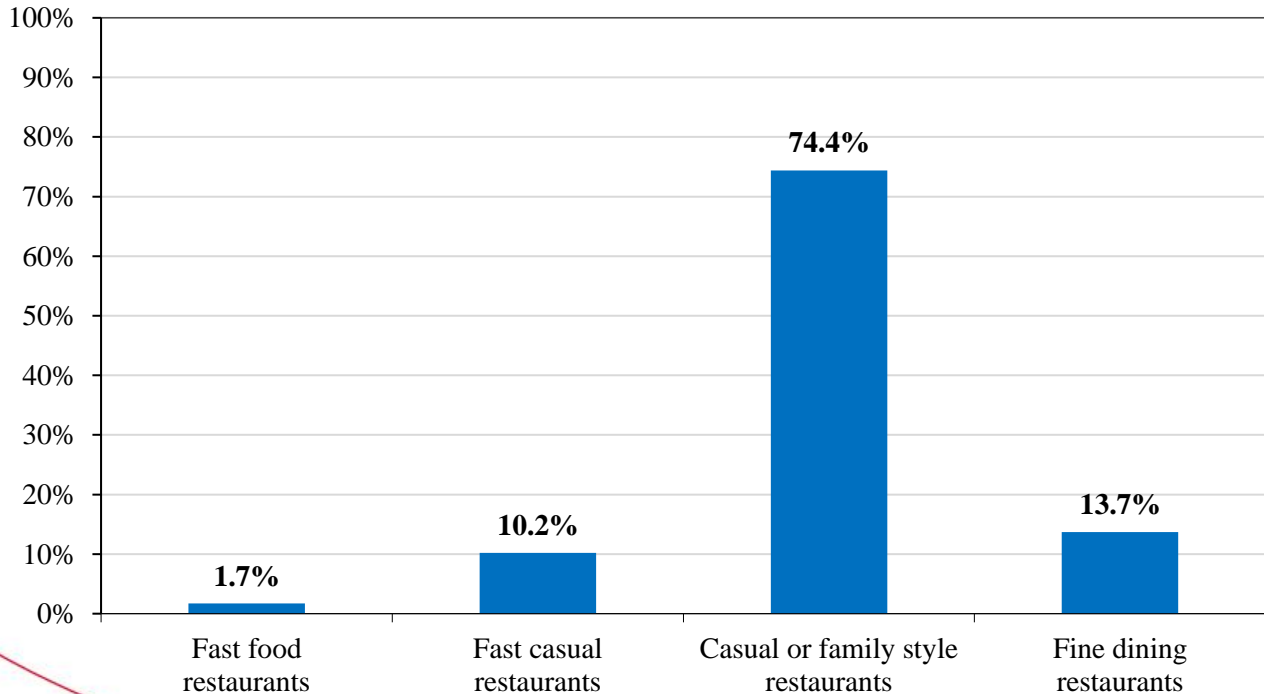
High Levels of Satisfaction With Most  
“Extremely Important” Services

No Service Receives  
Dissatisfaction From  
10% or More Households

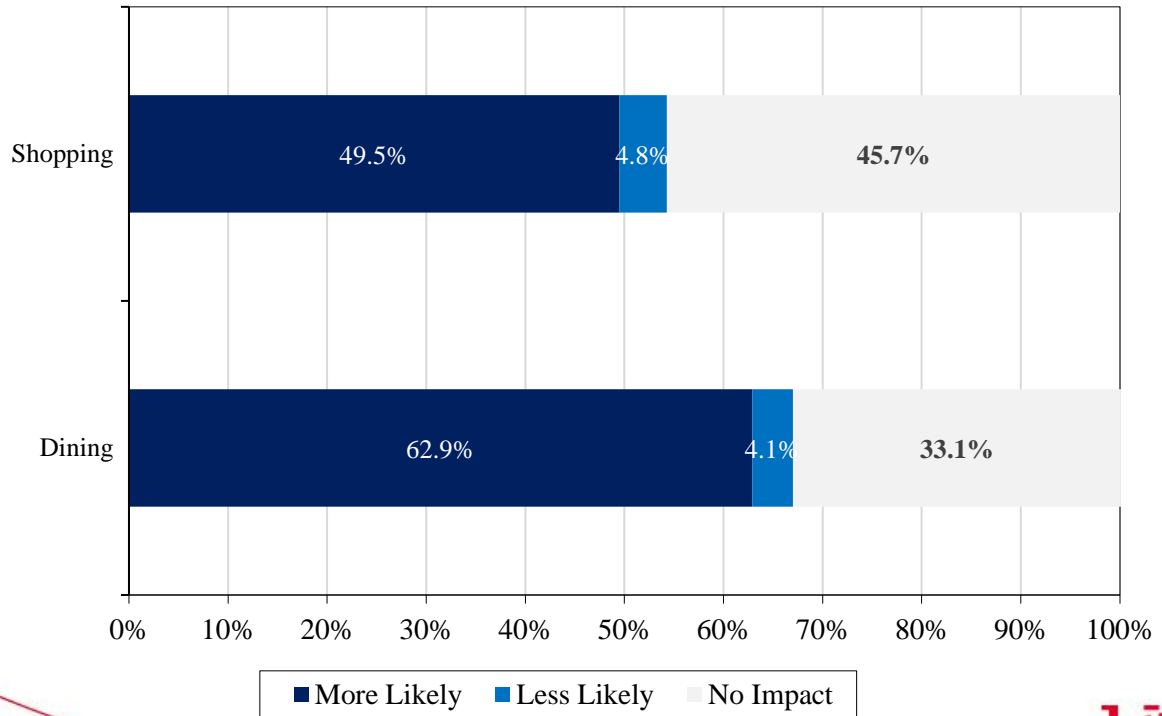
# Knowledge about Montgomery Quarter Project (2021)



# Type of Restaurant Respondents Would Most Like to see as Part of Montgomery Quarter Project (2021)



# Perceived Impact of Montgomery Quarter Project on Shopping and Dining (2021)

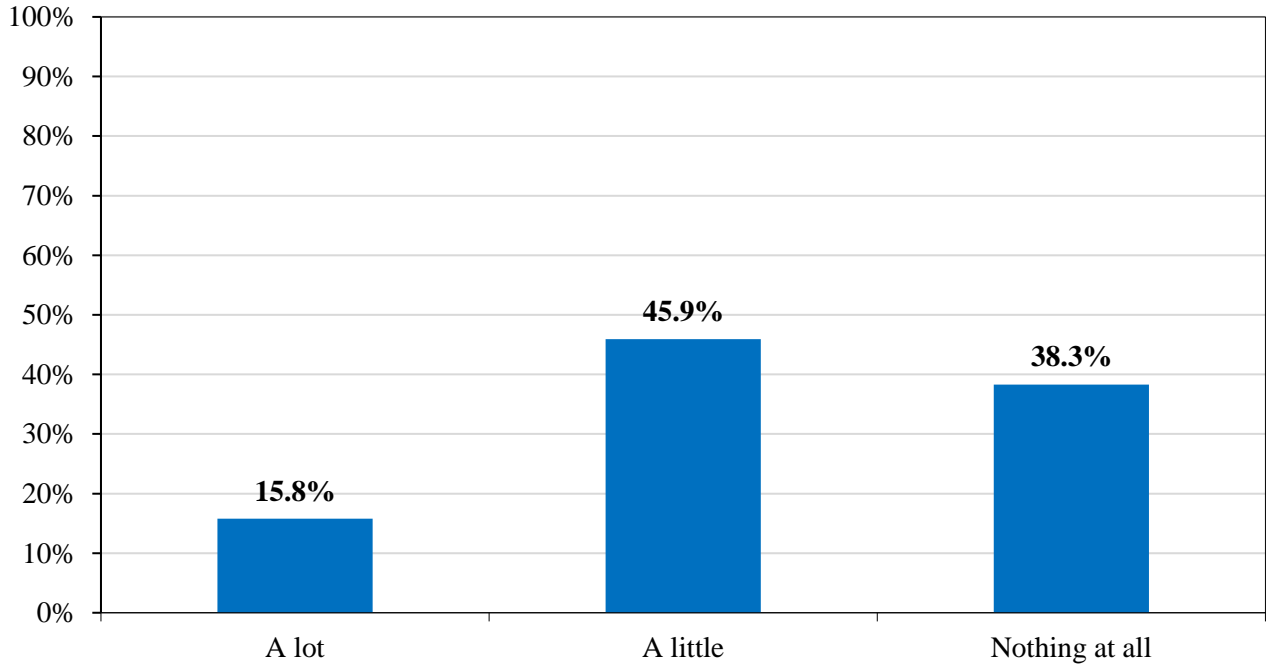


# Knowledge of Montgomery Quarter Should Increase as Project Life Proceeds

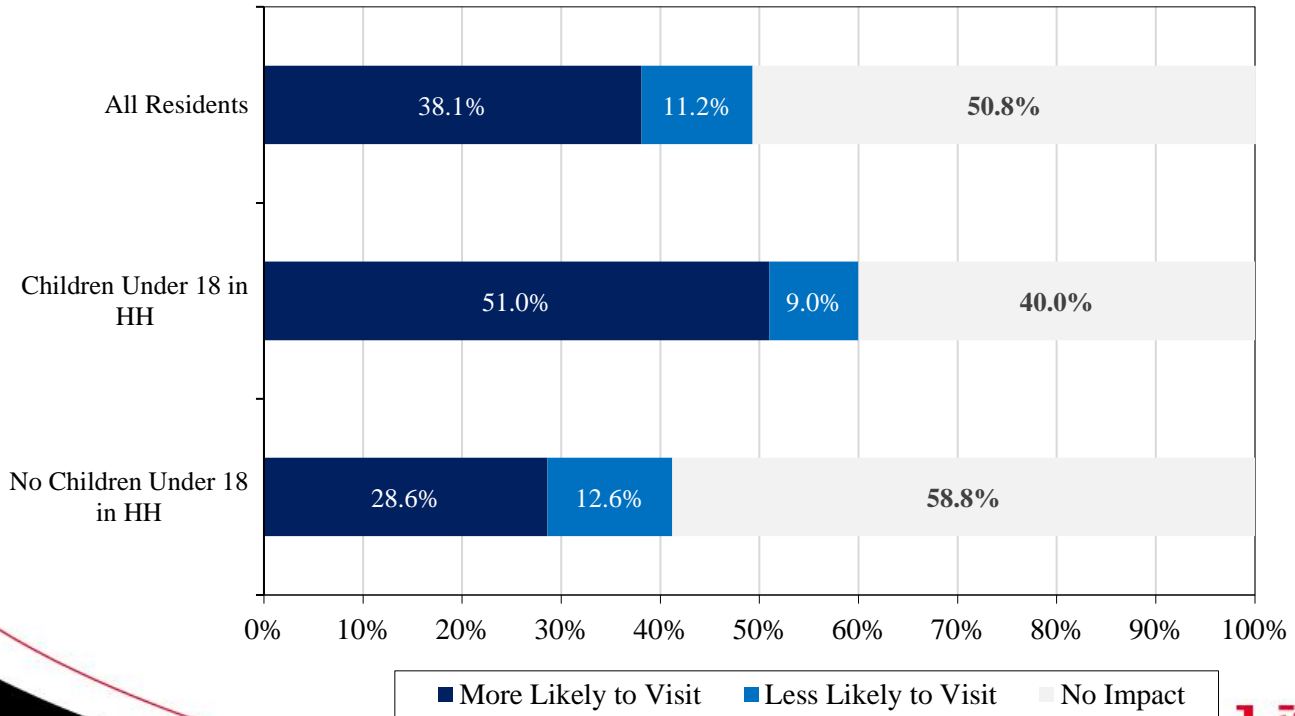
Residents Most Likely to Report Interest in Seeing a Casual/Family Style Dining Experience as Part of Montgomery Quarter Project

These Questions Cannot be Used as a Proxy as Specific Details About the Montgomery Quarter Project are finalized. *However...*

# Knowledge about Montgomery DORA (2021)



# Perceived Impact of DORA on Visiting DORA Areas (2021)

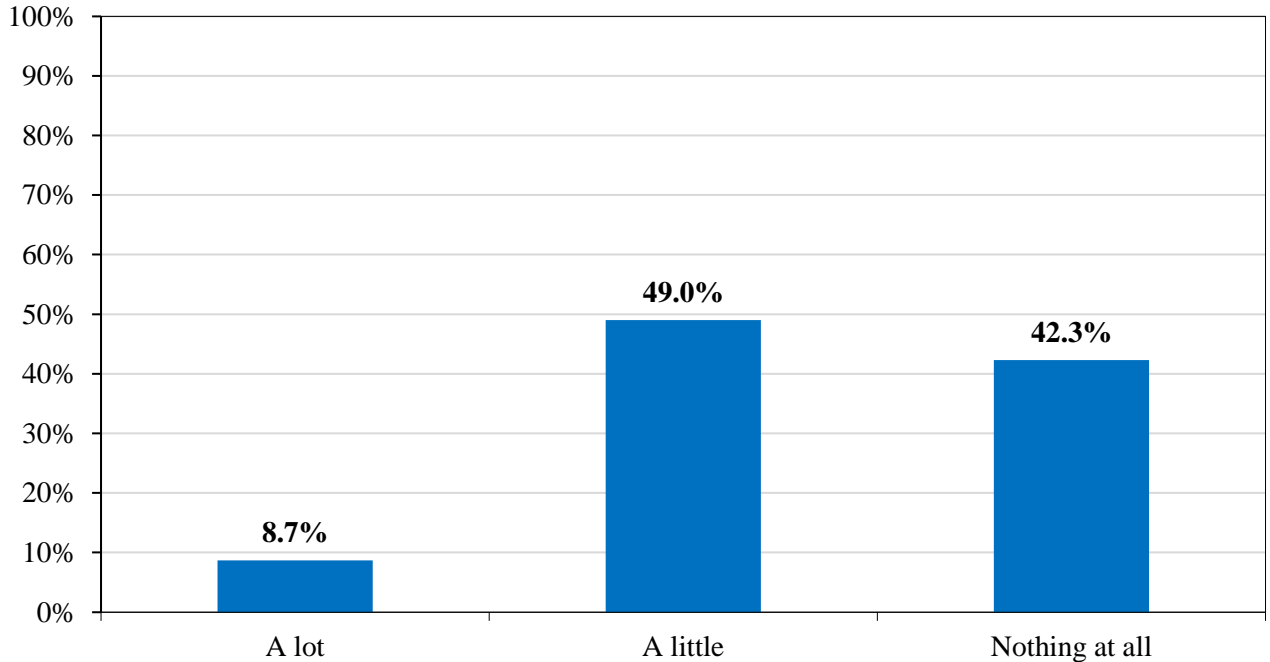




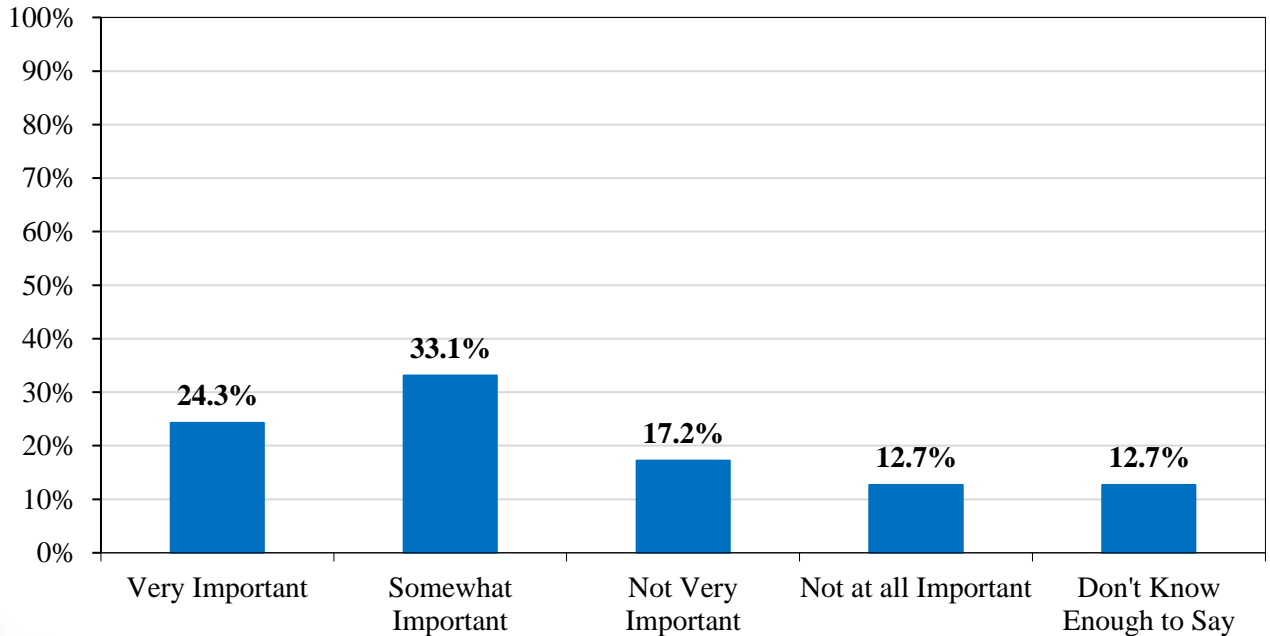
# Knowledge of DORA Should Increase as Policy Life Proceeds

At This Time:  
Far More Likely to Attract Than  
Deter From Visiting DORA Areas

# Knowledge about Montgomery Diversity and Inclusion Committee (2021)



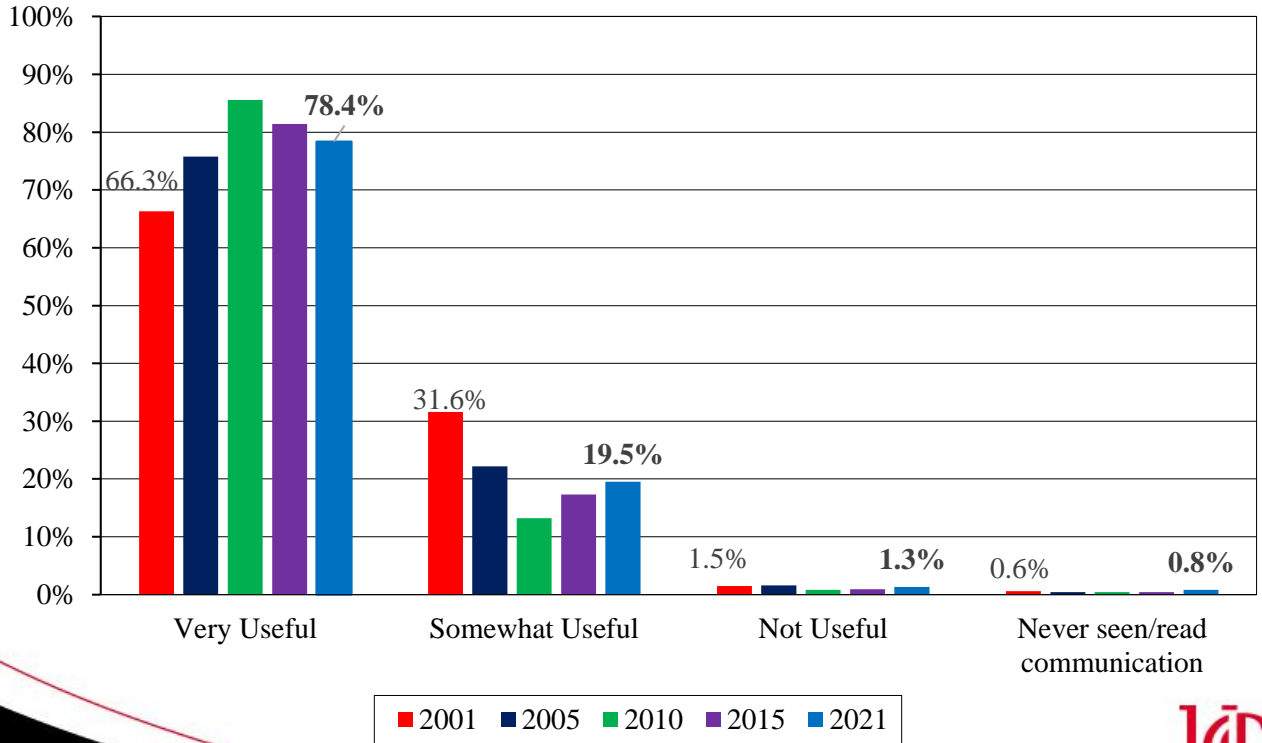
# Importance of Diversity and Inclusion Committee To Household (2021)



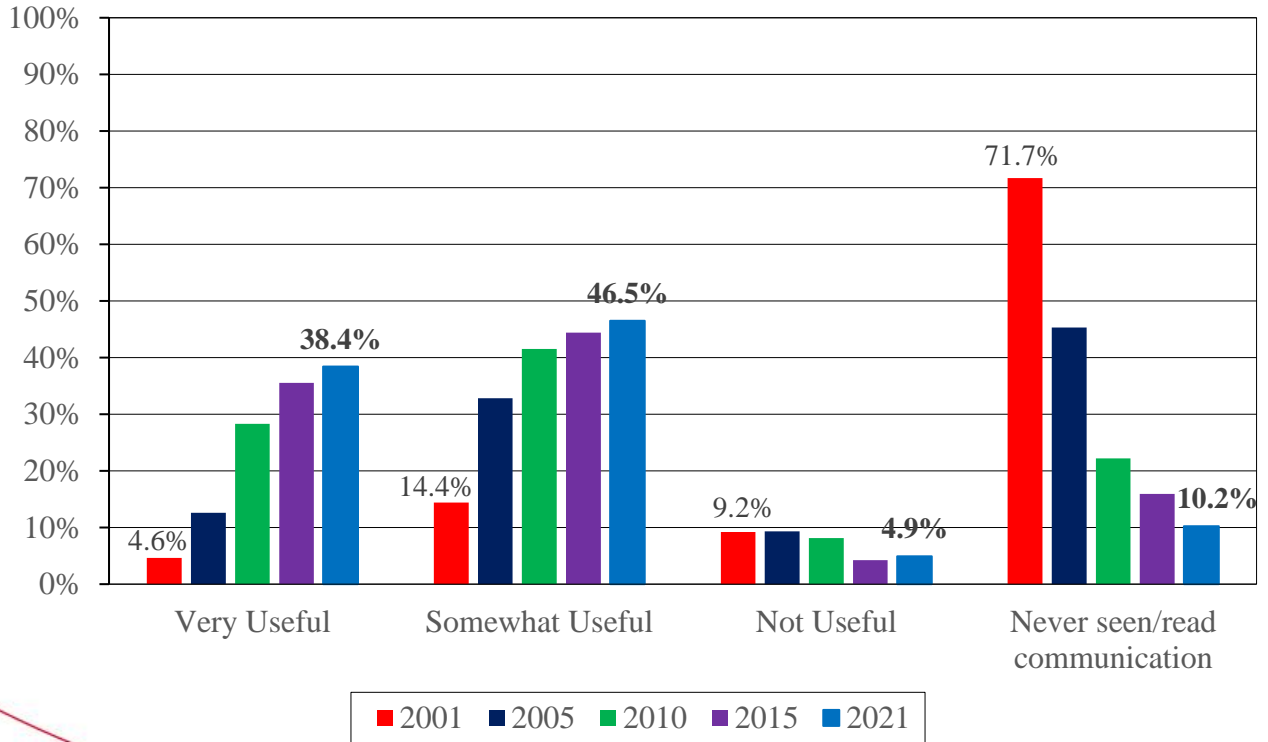
# Difficult to Raise Knowledge About Government/Citizen Committees

Large Percentage of Those who Know “A Lot”  
About Committee Also Report Committee Work is  
“Very” or “Somewhat” Important to Their Household

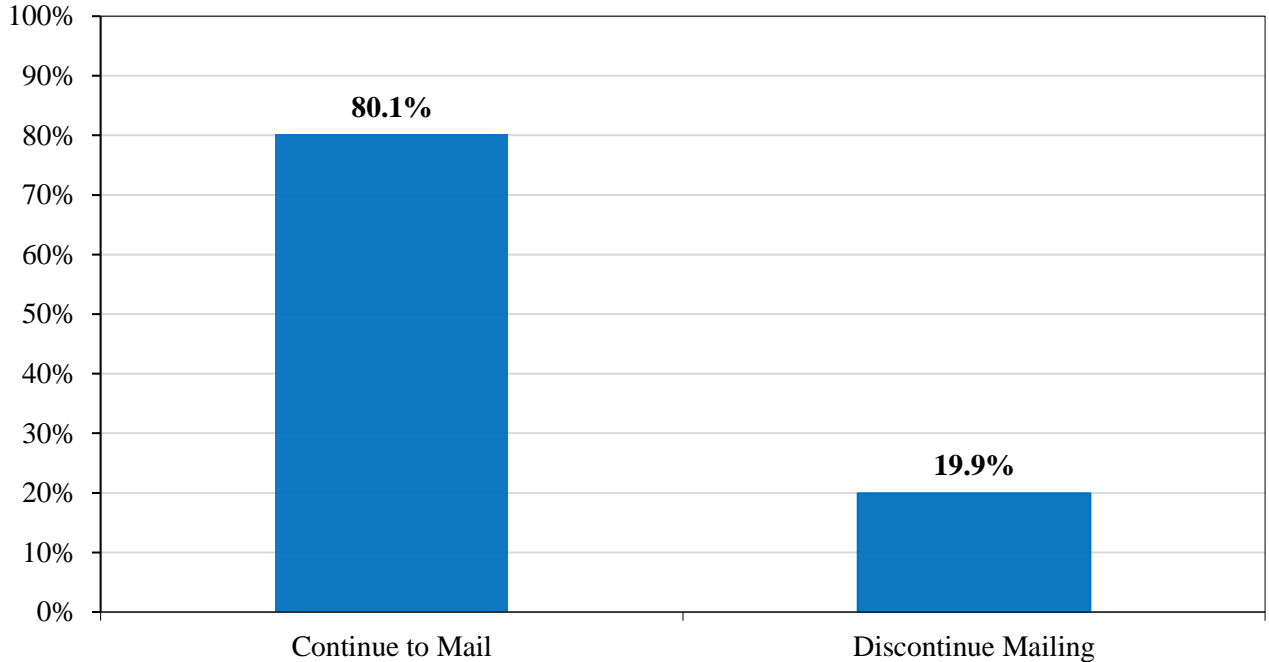
# Usefulness of Monthly City of Montgomery Newsletter



# Usefulness of Montgomery Web Site



# Distribution of Montgomery Bulletin



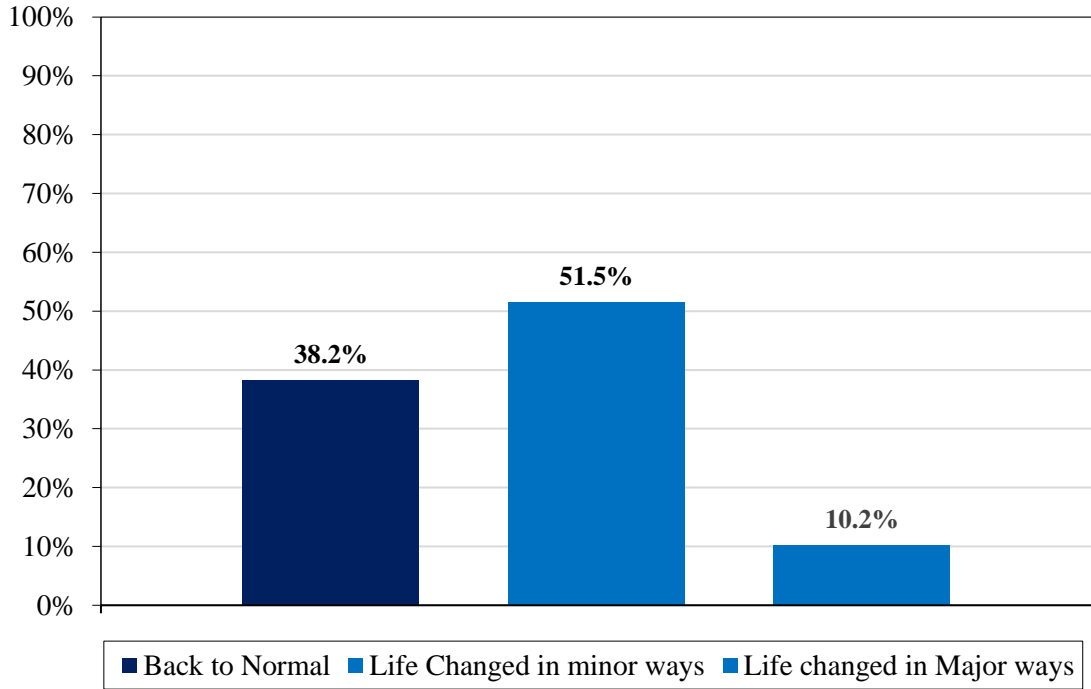
# *Bulletin* and Website are Most Visible Communications

Seven of 10 See *Bulletin* as “Very Useful”

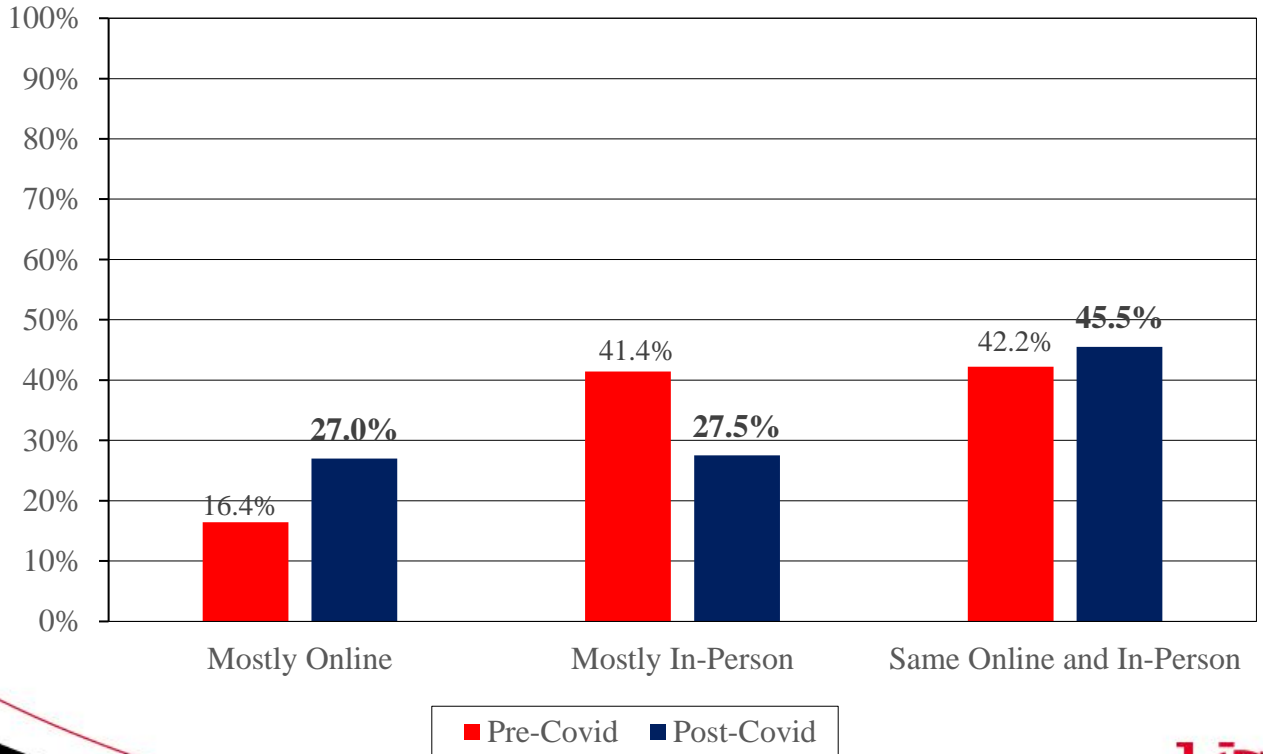
Large Percentage of Residents Would Like  
to see *Bulletin* Continue to Arrive in the Mail



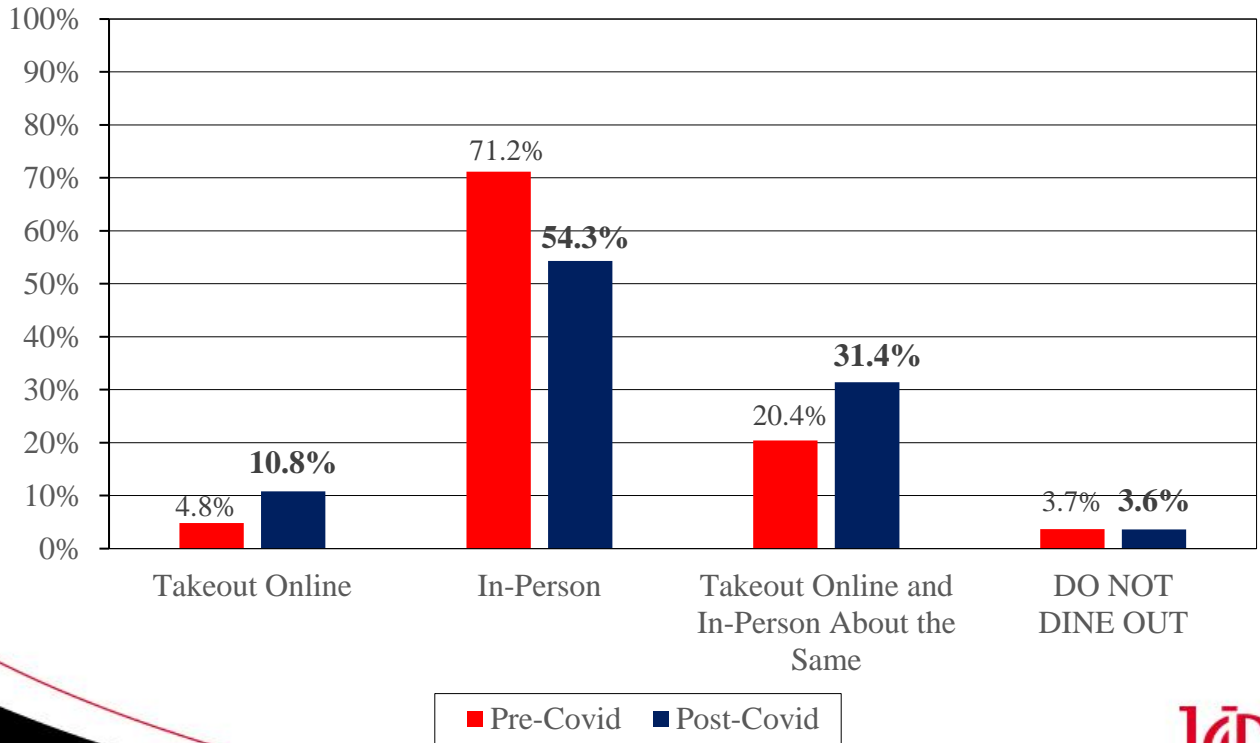
# Perceptions of Post COVID-19 Life (2021)



# Perceptions of Post COVID-19 Life: Shopping (2021)



# Perceptions of Post COVID-19 Life: Dining (2021)



# COVID Attitudes and Behaviors will Continue to Evolve. Initial Results Suggest Greater Reliance on Online/Takeout Shopping and Dining Post-COVID

However, These Perceptions may Change as Restrictions are Lifted, and More is Known About Health and Safety as it Relates to COVID

# SURVEY RESEARCH and STRATEGIC PLANNING

Survey Research is One Important Part of an Information Gathering “Puzzle”

Survey Research Results Should be used to Inform Decision-making but not “*Drive*” or *Make* Decisions





# QUESTIONS