South Euclid

September 2018 | Community Survey

Public Opinion Group | Cleveland, OH

Community Survey

- 252 Respondents
- 6.12% Margin of Error with 95% Confidence (9/9-9/20)
- Residents generally, but not overwhelmingly believe the city is moving in the right direction.
  - 59% feel South Euclid is moving in the right direction.
  - 26% disagree.

Community Survey

- Residents know the State of Ohio has cut funding to communities.
  - 60% are aware of the state's cuts.

- Officials should show financial accountability, but avoid cutting services or lay offs at all costs.
  - 25% say they city should consider raising taxes as the only tool to solve the shortfall
  - Only a small number support reductions in staffing (10%) or cutting services (9%) as the single way to solve the shortfall.
  - 22.6% say all options should be considered including a tax increase.

Community Survey

- Residents struggle with support for a ½ percent income tax increase.
  - 42.5% would vote to support the increase.
  - 41% are against
  - 16.7% are undecided

  ...But there is fluidity. After being presented with details:
  - 44.4% support (1.9% increase)
  - 36.5% against (4.5% decrease)
  - 19% Undecided (2.3% increase)

- Results show passage is a significant challenge, but not impossible.

Community Survey

Why?

- Taxes are perceived as high already.
  - 49.2% say taxes are too high
  - 39.7% say taxes are the right amount
  - 5.3% say they are lower than what they would expect

- Possible Timing Issues?
  - Other recent levies
  - County property tax reevaluation

- Other factors

Community Survey

- Major reason to oppose issue is not as strong a reasons to support.

Oppose:

- 47% say that and increase shouldn't be necessary because of other recent economic investments (Cedar Center, Oakwood Commons & Marcs)...but only 22% of those are solid.

Support:

- 56% more likely to support knowing it would create stability to improve services, expand recreation, speed up road repairs and infrastructure.
- 55.6% more likely to support knowing it would help the city avoid another safety levy or even provide ability to create tax credit.
- Economic Development and the fact that seniors and others dependent on social security/investment income/alimony/disability are exempt...tied 49.6%

Takeaways

- Residents feel positively about South Euclid and want to protect their services and community.
- But they don't understand the need and feel overtaxed.
- City must do all it can to communicate to residents, including details on:
  - Steps taken to tightly manage tax dollars and why the issue is needed.
  - A long-term plan/vision that utilizes this tax to create financial security.
  - Income tax will help avoid future levies (safety) and has the potential for a tax credit.
- Long-term financial security is paramount.
- Passage of income tax is an uphill battle. City should be prepared to evaluate all options if this measure fails.
- Based on potential movement, a citizen-driven campaign effort would change support levels significantly and may build enough support for its passage.

PUBLIC OPINION GROUP
Community Survey |September 2018
South Euclid, OH

Sample Size = 252
Margin of Error = 6.12% | 95% Confidence

SEPTEMBER 2018 COMMUNITY SURVEY

1. Please tell me, are you over 18 and a resident of South Euclid?

Q1	Frequency	Percent
1. Yes	252	100.0
Total	252	100.0

2. Great. Would you say things in South Euclid are moving in the right direction?

Q2	Frequency	Percent
1. Yes	148	58.7
2. No	65	25.8
3. DNK/REF	39	15.5
Total	252	100.0

3. And what about the Mayor. Is she doing a good job?

Q3	Frequency	Percent
1. Yes	157	62.3
2. No	45	17.9
3. DNK/REF	50	19.8
Total	252	100.0

4. How about City Council. Are they doing a good job?

Q4	Frequency	Percent
1. Yes	133	52.8
2. No	55	21.8
3. DNK/REF	62	24.6
Total	252	100.0

5. Now I would like to list some of the services the City provides. For each, tell me how important each is to you.

   a. Police, fire and EMS services

Q5a	Frequency	Percent
1. Very Important	138	93.2%
2. Somewhat Important	7	4.7%
3. Not at all Important	3	2.0%
Total	148	100.0

   b. Road maintenance and repairs

Q5b	Frequency	Percent
1. Very Important	126	85.1%
2. Somewhat Important	19	12.8%
3. Not at all Important	3	2.0%
Total	148	100.0

   c. Parks pools and other recreational activities

Q5c	Frequency	Percent
1. Very Important	73	49.3%
2. Somewhat Important	59	39.9%
3. Not at all Important	16	10.8%
Total	148	100.0

   d. Housing and economic development

Q5d	Frequency	Percent
1. Very Important	96	64.9%
2. Somewhat Important	42	28.4%
3. Not at all Important	10	6.8%
Total	148	100.0

e. Senior services and programs

Q5e	Frequency	Percent
1. Very Important	90	60.8%
2. Somewhat Important	49	33.1%
3. Not at all Important	9	6.1%
Total	148	100.0

6. Did you know that in recent years the State of Ohio has been cutting its funding to cities and townships, including South Euclid?

Q6	Frequency	Percent
1. Yes	151	59.9
2. No	76	30.3
3. DNK/REF	25	9.9
Total	252	100.0

7. City officials have tightly managed their budgets, but revenues continue to decline and they can no longer afford services at their current level, what should they do? {ROTATE}

Q7	Frequency	Percent
1. Cut Services	23	9.1
2. Increase Taxes	63	25.0
3. Lay off Employees	25	9.9
4. All of the Above	57	22.6
5. DNK/REF	84	33.3
Total	252	100.0

8. The Mayor and Council placed a half percent income tax on the ballot this November to prevent cuts to services. If the election were held today would you vote for or against the half percent income tax?

Q8	Frequency	Percent
1. For	107	42.5
2. Against	103	40.9
3. Undecided	42	16.7
Total	252	100.0

9. Opponents of the tax say that it shouldn't be necessary, because developments like Cedar Center, Oakwood Commons and Marcs should bring in enough revenues. Do you think that is a very, somewhat or not at all convincing reason to oppose the tax?

Q9	Frequency	Percent
1. Very Convincing	55	21.8
2. Somewhat Convincing	89	35.3
3. Not at all Convincing	76	30.2
4. DNK/REF	32	12.7
Total	252	100.0

10. What if you knew seniors and other residents dependent earnings from social security, retirement and investment income, alimony and disability are exempt and won't have to pay this tax. Would that make you more or less likely to support the tax?

Q10	Frequency	Percent
1. More likely	125	49.6
2. Less Likely	82	32.5
3. Undecided	45	17.9
Total	252	100.0

11. What if you knew the income tax would create the financial security the city needs to improve services, expand recreational opportunities and speed up repairs to roadways and other infrastructure. Would that make you more or less likely to support an income tax?

Q11	Frequency	Percent
1. More likely	142	56.3
2. Less Likely	77	30.6
3. Undecided	33	13.1
Total	252	100.0

12. What if you knew that this measure could make it possible for the city to avoid another safety levy and consider a possible tax credit in the future. Would that make you more or less likely to support an income tax?

Q12	Frequency	Percent
1. More likely	140	55.6
2. Less Likely	69	27.4
3. Undecided	43	17.1
Total	252	100.0

13. And finally, what if you knew that some of the revenues would be used for economic investments to help attract and retain residents and businesses. Would that make you more or less likely to support an income tax?

Q13	Frequency	Percent
1. More likely	125	49.6
2. Less Likely	84	33.3
3. Undecided	43	17.1
Total	252	100.0

14. Thinking once again about the income tax issue on the ballot this November, if the election were held today would you vote for or against the half percent income tax?

Q14	Frequency	Percent
1. For	112	44.4
2. Against	92	36.5
3. Undecided	48	19.0
Total	252	100.0

15. Would you say that taxes in South Euclid are too high, just about right or lower than what you would expect?

Q15	Frequency	Percent
1. Too High	124	49.2
2. Just Right	100	39.7
3. Lower than expected	13	5.2
4. Undecided	15	6.0
Total	252	100.0

16. Are you male or female?

Q16	Frequency	Percent
1. Male	102	40.5
2. Female	150	59.5
Total	252	100.0

17. Please tell me what year you were born?

Q17	Frequency	Percent
18 to 25	9	3.6
26 to 35	10	4.0
36 to 55	65	25.8
56 to 75	120	47.6
75+	31	12.3
Refused	17	6.7
Total	252	100.0

18. And which best describes your political ideology Democratic, Republican, Conservative, Liberal or Independent?

Q18	Frequency	Percent
1. Democratic	114	45.2
2. Republican	36	14.3
3. Conservative	23	9.1
4. Liberal	18	7.1
5. Independent	56	22.2
6. Refused	5	2.0
Total	252	100.0

19. Ok, last question. Please tell me how long you have been a South Euclid resident?

Q19	Frequency	Percent
1. Over 20 years	125	49.6
2. 10 to 20 years	58	23.0
3. 5 to 10 years	33	13.1
4. Under 5 years	22	8.7
5. Refused	14	5.6
Total	252	100.0