

# CITY OF NEWARK • 2016 RESIDENT SURVEY

## Part Two: City-wide Results from the [2016 Newark Resident Survey](#)

Percentages rounded to the nearest whole number and may not add up to 100.

\* The *Satisfaction Rating* combines “Very Satisfied” and “Satisfied” or “Excellent” and “Good”, and excludes “Don’t Know/No answer” from the total percentage.

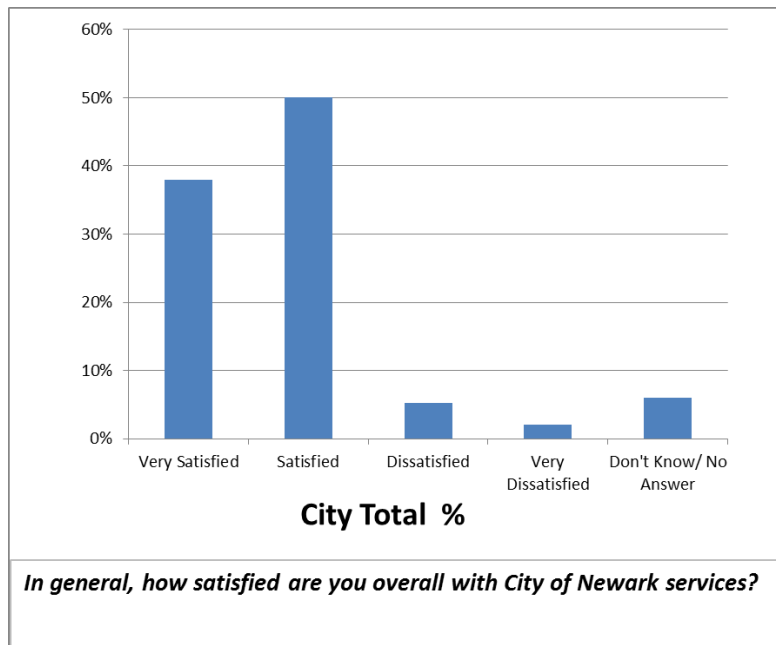
Charts included in this report were selected by staff to reflect the broad range of questions asked, the diverse range of results, and broad “overall” categories.

### Section A: CITY SERVICES

#### 1. Please circle the number that best represents your opinion.

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know	Satisfaction Rating*
A. Taking all things into consideration, how satisfied are you with the overall quality of life in the City of Newark?	36%	52%	7%	2%	4%	88%
B. How satisfied are you with the overall quality of your residential area?	41%	47%	8%	2%	3%	91%
C. In general, how satisfied are you overall with City of Newark services?	38%	50%	5%	2%	6%	94%

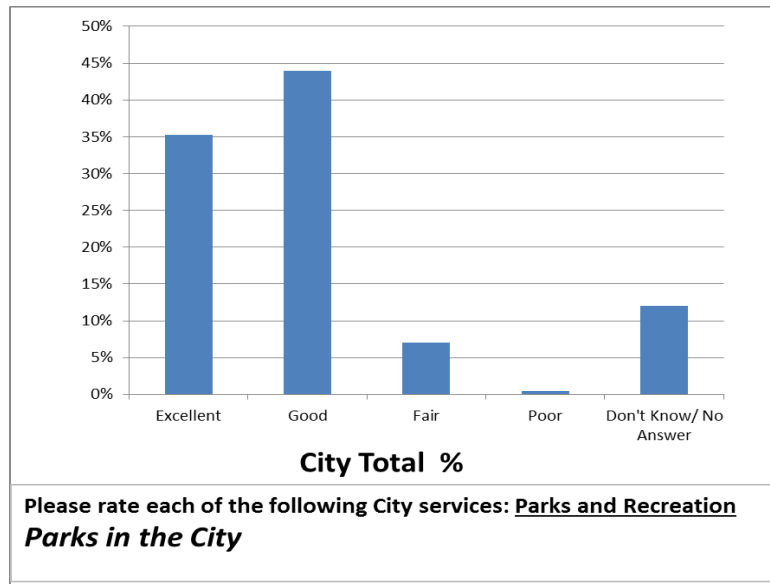
**Chart 1: Question 1- C: “In general, how satisfied are you overall with City of Newark services?”**



**2. Please rate each of the following City services:**

	Excellent	Good	Fair	Poor	Don't Know	Satisfaction Rating*
<b>Parks and Recreation</b>						
A. Parks in the City	35%	44%	7%	1%	12%	90%
B. Recreational Programs	26%	31%	7%	1%	35%	87%
C. Hiking and Bicycle Trails	40%	33%	8%	1%	21%	92%
D. On-Street Bicycle Lanes	16%	34%	19%	10%	21%	62%
E. Parks Maintenance	30%	45%	9%	1%	15%	88%

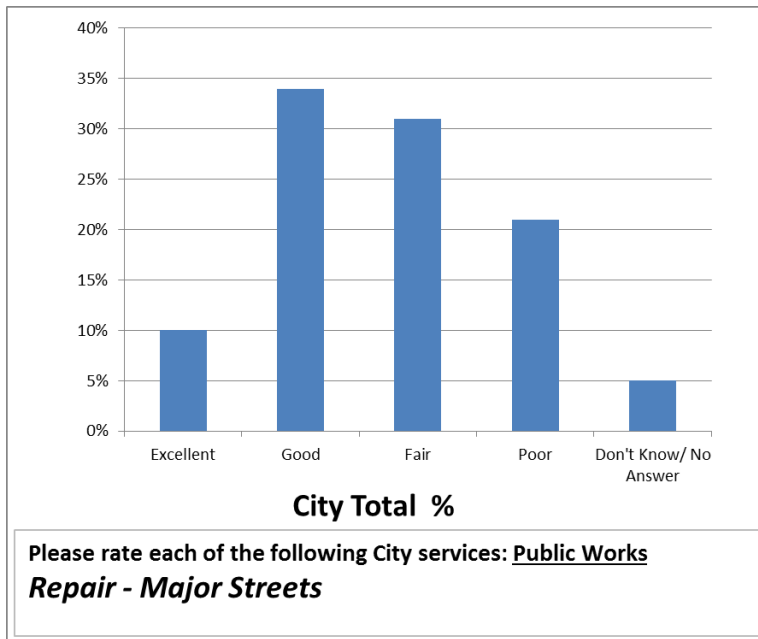
**Chart 2: Question 2-A: "Parks in the City"**



**2. Please rate each of the following City services (continued).**

	Excellent	Good	Fair	Poor	Don't Know	Satisfaction Rating
<b>Public Works</b>						
F. Repair – Residential Streets	14%	40%	30%	12%	4%	56%
G. Repair – Major Streets	10%	34%	31%	21%	5%	46%
H. Street Cleaning	22%	50%	16%	4%	7%	77%
I. Snow/Ice Removal	28%	42%	18%	8%	3%	72%
J. Trash/Garbage Collection	59%	31%	4%	3%	3%	92%
K. Recycling Collection	59%	30%	4%	2%	5%	94%
L. Yard Waste Collection	48%	30%	5%	1%	14%	91%
M. Spring/Fall Leaf Collection	41%	33%	7%	3%	17%	89%
N. Storm Drainage	18%	44%	18%	5%	14%	72%

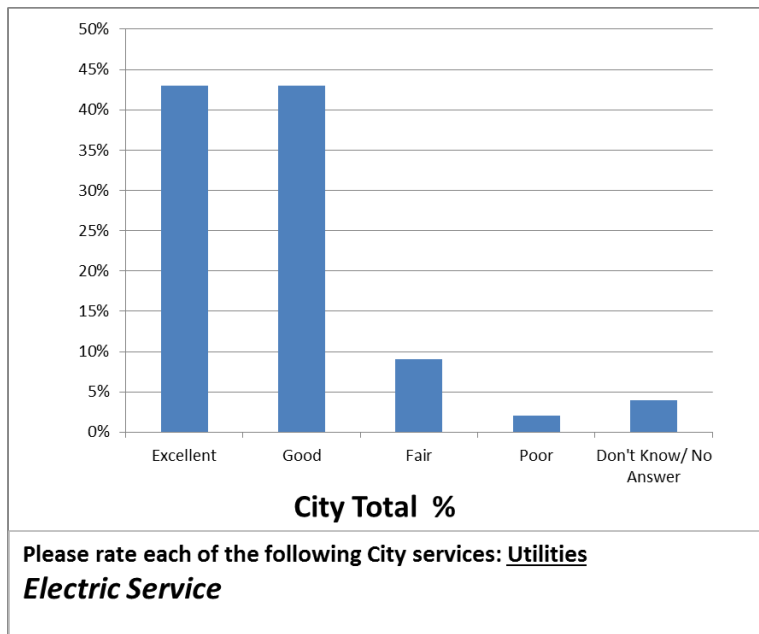
**Chart 3: Question 2-G: "Repair – Major Streets"**



2. Please rate each of the following City services (continued).

	Excellent	Good	Fair	Poor	Don't Know	Satisfaction Rating*
<b>Utilities</b>						
O. Water Pressure	36%	45%	12%	5%	2%	83%
P. Water Taste	20%	38%	26%	13%	4%	60%
Q. Water Odor	23%	44%	21%	9%	4%	70%
R. Sewer Service	30%	46%	11%	2%	11%	86%
S. Street Lighting	32%	45%	17%	5%	2%	79%
T. Electric Service	43%	43%	9%	2%	4%	90%

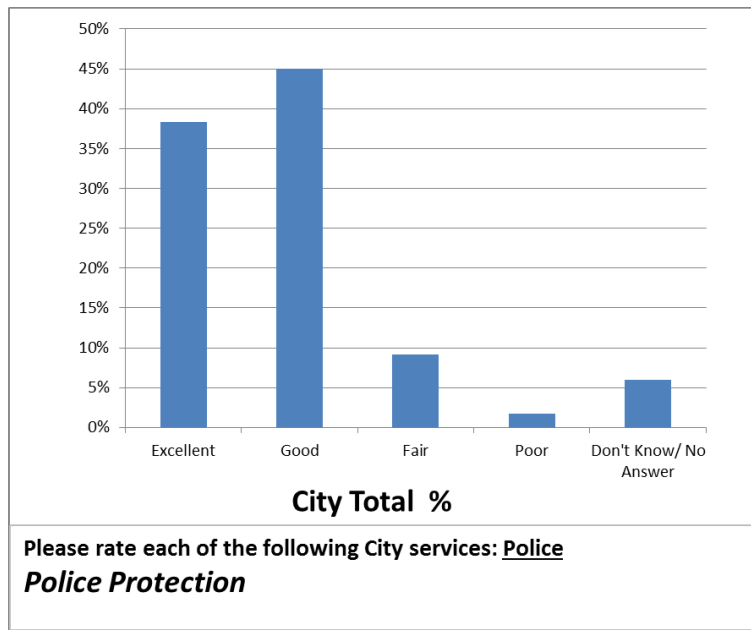
**Chart 4: Question 2-T: "Electric Service"**



**2. Please rate each of the following City services (continued).**

	Excellent	Good	Fair	Poor	Don't Know	Satisfaction Rating*
<b>Police</b>						
U. Police Protection	38%	45%	9%	2%	6%	89%
V. Traffic Control	21%	43%	21%	10%	5%	67%
W. Traffic Enforcement	21%	46%	19%	9%	7%	72%
X. Animal Control	23%	36%	9%	2%	29%	82%

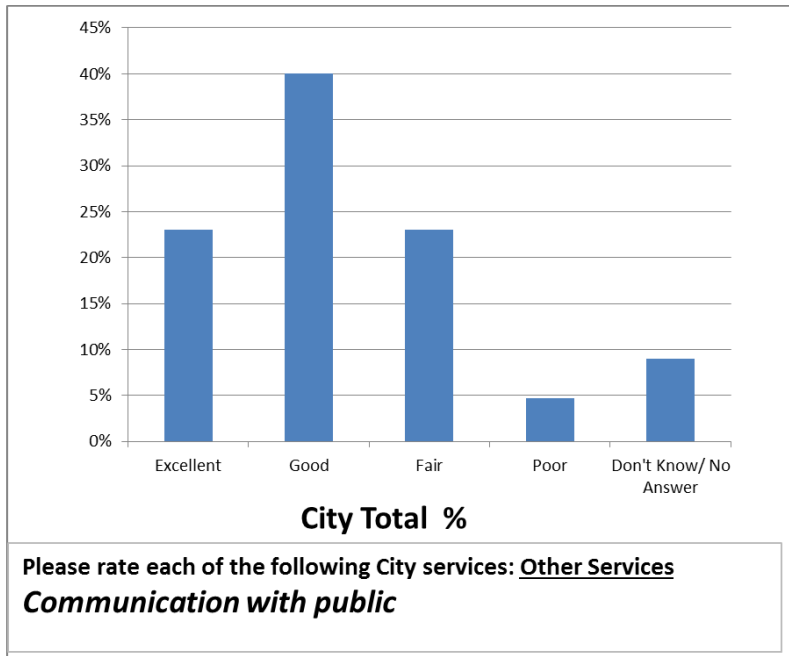
**Chart 5: Question 2-U: "Police Protection"**



**3. Please rate each of the following City services:**

	Excellent	Good	Fair	Poor	Don't Know	Satisfaction Rating*
<b>Other Services</b>						
A. Property Maintenance/ Code Enforcement	12%	38%	15%	8%	27%	69%
B. Land Use & Zoning	9%	30%	18%	10%	32%	57%
C. Economic Development	8%	33%	22%	7%	31%	59%
D. Business support	10%	25%	13%	4%	47%	67%
E. UNICITY Bus	10%	19%	7%	4%	60%	73%
F. City Customer Billing	23%	46%	16%	5%	10%	77%
G. City Web Site	17%	46%	22%	5%	10%	70%
H. City Newsletter	17%	42%	14%	2%	27%	81%
I. Communication with public	23%	40%	23%	5%	9%	69%

**Chart 6: Question 3-I: “Communications with public”**

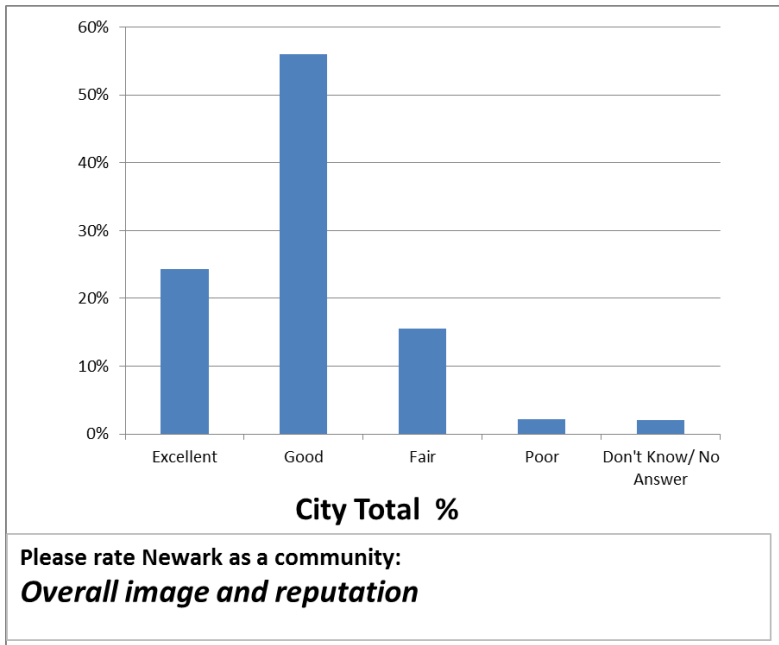


**Section B: QUALITY OF LIFE**

**4. Please rate Newark as a community:**

	Excellent	Good	Fair	Poor	Don't Know	Satisfaction Rating*
A. As a place to live	43%	43%	10%	2%	1%	87%
B. As a place to raise children	32%	38%	12%	5%	13%	81%
C. As a place to attend school	17%	31%	24%	14%	15%	56%
D. As a place to work	22%	41%	13%	3%	20%	79%
E. As a place to retire	22%	31%	15%	10%	22%	68%
F. As a place that accepts people of all backgrounds	33%	46%	12%	2%	7%	85%
G. As a place safe for residents	24%	51%	21%	3%	2%	76%
H. Overall image and reputation	24%	56%	16%	2%	2%	82%

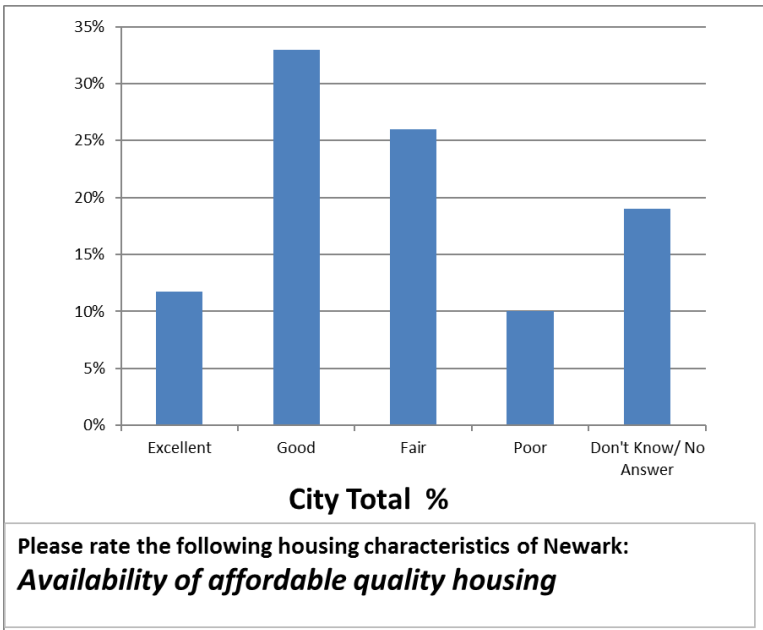
**Chart 7: Question 4-H: Newark as a Community - “Overall image and reputation**



**5. Please rate the following housing characteristics of Newark**

	Excellent	Good	Fair	Poor	Don't Know	Satisfaction Rating*
A. Variety of housing options	21%	49%	15%	7%	8%	77%
B. Availability of affordable quality housing	12%	33%	26%	10%	19%	55%
C. Maintenance of property	12%	54%	26%	4%	4%	69%
D. Safety of residential areas	18%	57%	18%	3%	3%	77%
E. Noise level of residential areas	20%	52%	20%	6%	2%	74%

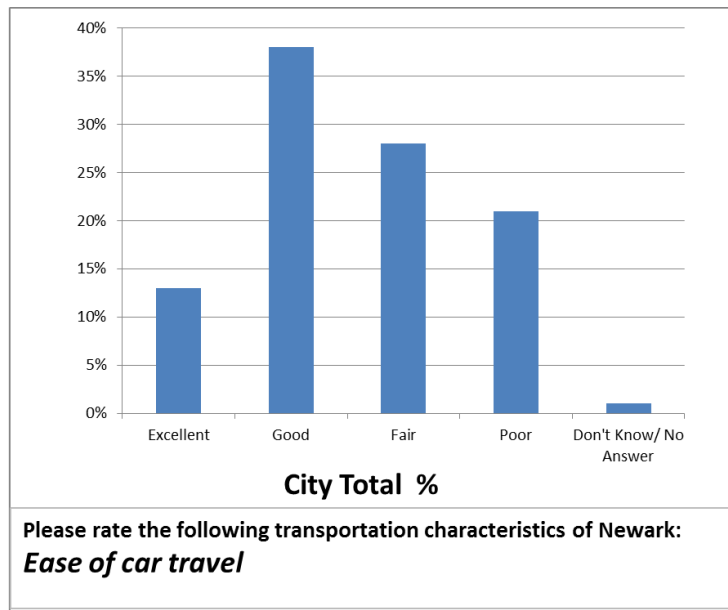
**Chart 8: Question 5-B: "Availability of affordable quality housing"**



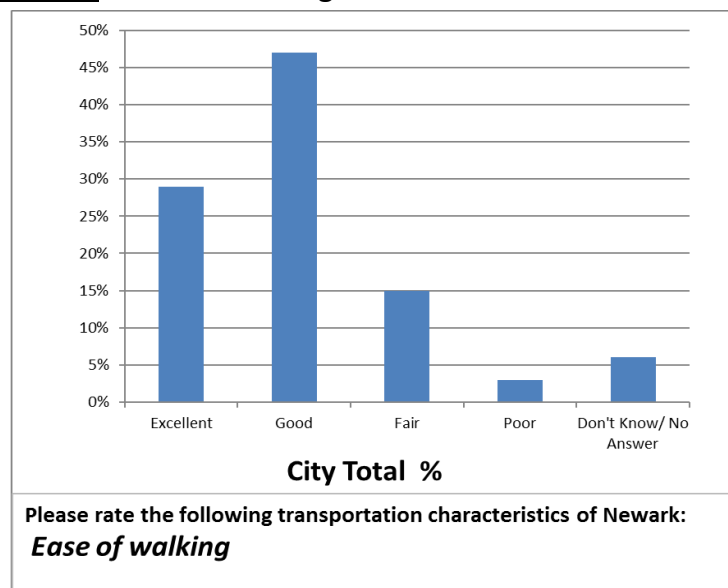
**6. Please rate the following transportation characteristics of Newark**

	Excellent	Good	Fair	Poor	Don't Know	Satisfaction Rating*
A. Ease of car travel	13%	38%	28%	21%	1%	52%
B. Ease of bicycle travel	11%	34%	20%	8%	27%	62%
C. Ease of walking	29%	47%	15%	3%	6%	81%
D. Ease of bus travel	9%	22%	12%	6%	51%	63%
E. Ease of train travel	11%	24%	18%	13%	35%	53%
F. Amount of public parking	6%	25%	38%	27%	4%	32%
G. Traffic flow on major streets	4%	21%	42%	32%	1%	26%
H. Availability of paths and walking trails	28%	45%	10%	4%	13%	84%
I. Traffic signal timing	8%	38%	32%	19%	3%	47%

**Chart 9: Question 6-A: "Ease of car travel"**



**Chart 10: Question 6-C: "Ease of walking"**

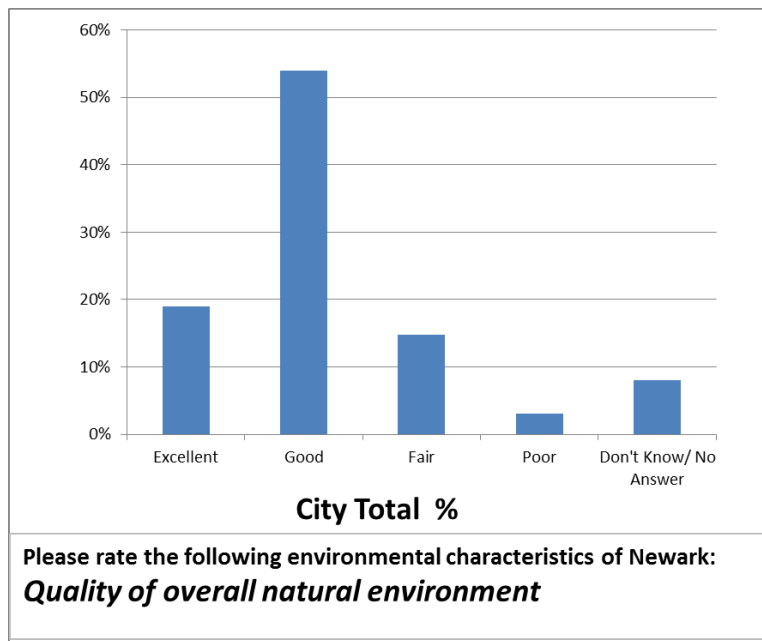


**7. Please rate the following environmental characteristics of Newark**

	Excellent	Good	Fair	Poor	Don't	Satisfaction
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					Know	Rating*
A. Air quality	16%	55%	18%	5%	6%	76%
B. Natural areas and open space	27%	49%	15%	3%	6%	81%
C. Availability and convenience of recycling	43%	42%	8%	2%	6%	90%
D. Communities overall visual attractiveness	18%	57%	18%	3%	5%	79%
E. Conservation efforts	17%	41%	15%	3%	25%	77%
F. Quality of overall natural environment	19%	54%	15%	3%	8%	79%

**Chart 11: Question 7-F: “Quality of overall natural environment”**

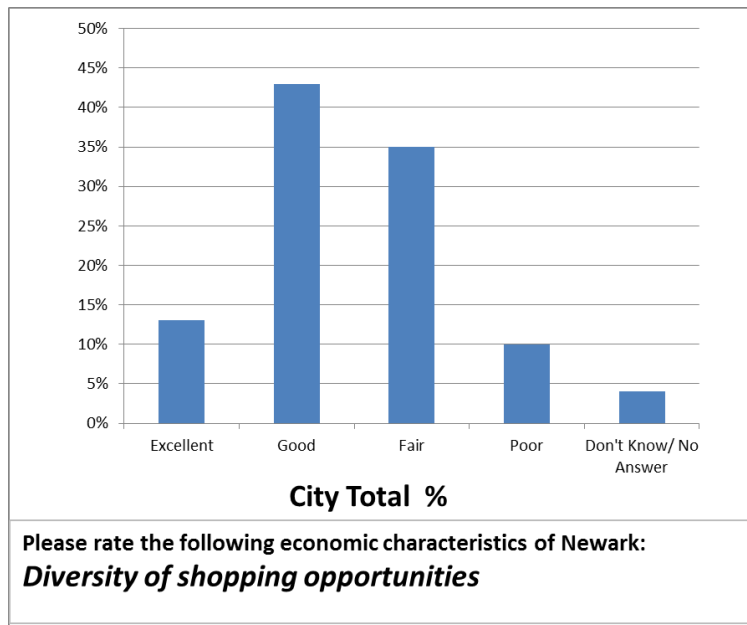


**8. Please rate the following economic characteristics of Newark**

	Excellent	Good	Fair	Poor	Don't Know	Satisfaction Rating*
A. Employment opportunities	5%	27%	22%	7%	39%	53%
B. Educational system (K-12)	4%	17%	27%	21%	31%	31%
C. Diversity of shopping opportunities	13%	43%	35%	10%	4%	58%
D. Diversity of dining options	36%	43%	14%	3%	4%	82%
E. Support of businesses	13%	35%	11%	2%	39%	79%

**Chart 12: Question 8-C: “Diversity of dining options”**

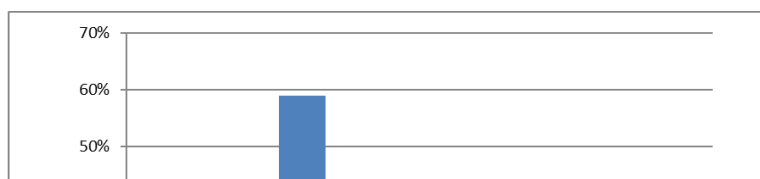




**9. Please rate the following characteristics of downtown Newark**

	Excellent	Good	Fair	Poor	Don't Know	Satisfaction Rating*
A. Cleanliness of downtown	24%	59%	12%	1%	5%	87%
B. Quality of restaurants	31%	51%	12%	1%	5%	86%
C. Quality of retail goods	14%	48%	25%	5%	8%	67%
D. Variety of businesses	16%	39%	29%	11%	5%	58%
E. Feeling of safety	25%	50%	17%	4%	5%	79%
F. Attractiveness of buildings	19%	51%	22%	4%	4%	73%
G. Helpfulness of business owners	20%	50%	11%	1%	19%	86%
H. Arts/Murals	14%	39%	26%	7%	14%	62%
I. Cost of parking	10%	31%	33%	18%	8%	45%
J. Availability of parking spaces for cars	6%	22%	36%	29%	6%	30%
K. Availability of parking spaces for bikes	7%	19%	12%	7%	55%	58%
L. Overall impression of downtown	17%	59%	18%	2%	5%	80%

**Chart 13: Question 9-L: "Overall impression of downtown"**



**10. On average, how often do you go to downtown Newark to eat or shop? (Choose One.)**

- (1) 3 or more times a week → 17%      (2) 1 to 2 times a week → 31%      (3) 1 to 3 times a month → 32%      (4) Less than once a month → 18%

**Chart 14: Question 10: “On average, how often do you go to downtown Newark to eat or shop? (Choose One)”**



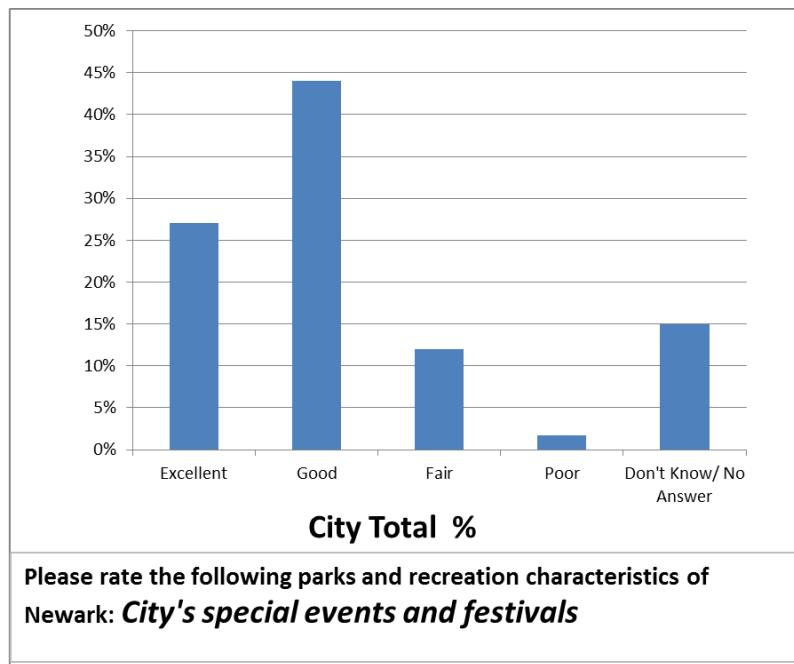
**11. Is there a park facility/amenity that you would like to see added to the City park system?**

Please see complete verbatim responses starting on page 63

**12. Please rate the following parks and recreation characteristics of Newark**

	Excellent	Good	Fair	Poor	Don't Know	Satisfaction Rating*
A. Recreational opportunities	22%	46%	14%	1%	18%	83%
B. Closeness of parks to your home	44%	39%	9%	1%	8%	90%
C. Feeling of safety	27%	49%	13%	3%	7%	82%
D. Attractiveness of parks	28%	49%	12%	1%	8%	84%
E. City's special events and festivals	27%	44%	12%	2%	15%	84%

**Chart 15: Question 12-E: "City's special events and festivals"**



**13. On average, how often do you visit a City park? (Choose One.)**

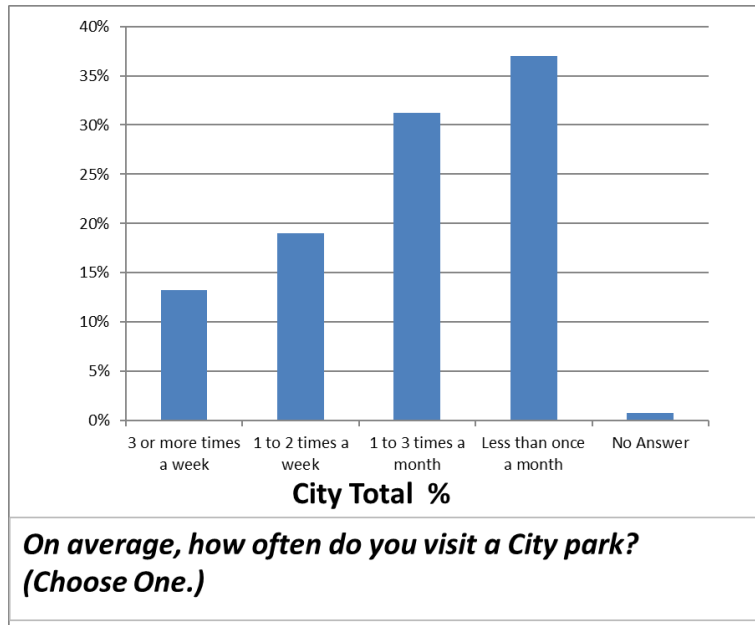
(1) 3 or more times a week → 13%

(2) 1 to 2 times a week → 19%

(3) 1 to 3 times a month → 31%

(4) Less than once a month → 37%

**Chart 16: Question 13: “On average, how often do you visit a City park? (Choose One)”**



**14. How many times have you experienced the following conditions in the past 12 months?**

**A. Discolored water:**

None (0):	1 to 4 times:	5 to 9 times:	10 or more times:	No answer:
<b>60%</b>	<b>30%</b>	<b>2%</b>	<b>4%</b>	<b>3%</b>

**B. Chlorine taste in water:**

None (0):	1 to 4 times:	5 to 9 times:	10 or more times:	No answer:
<b>66%</b>	<b>14%</b>	<b>3%</b>	<b>13%</b>	<b>5%</b>

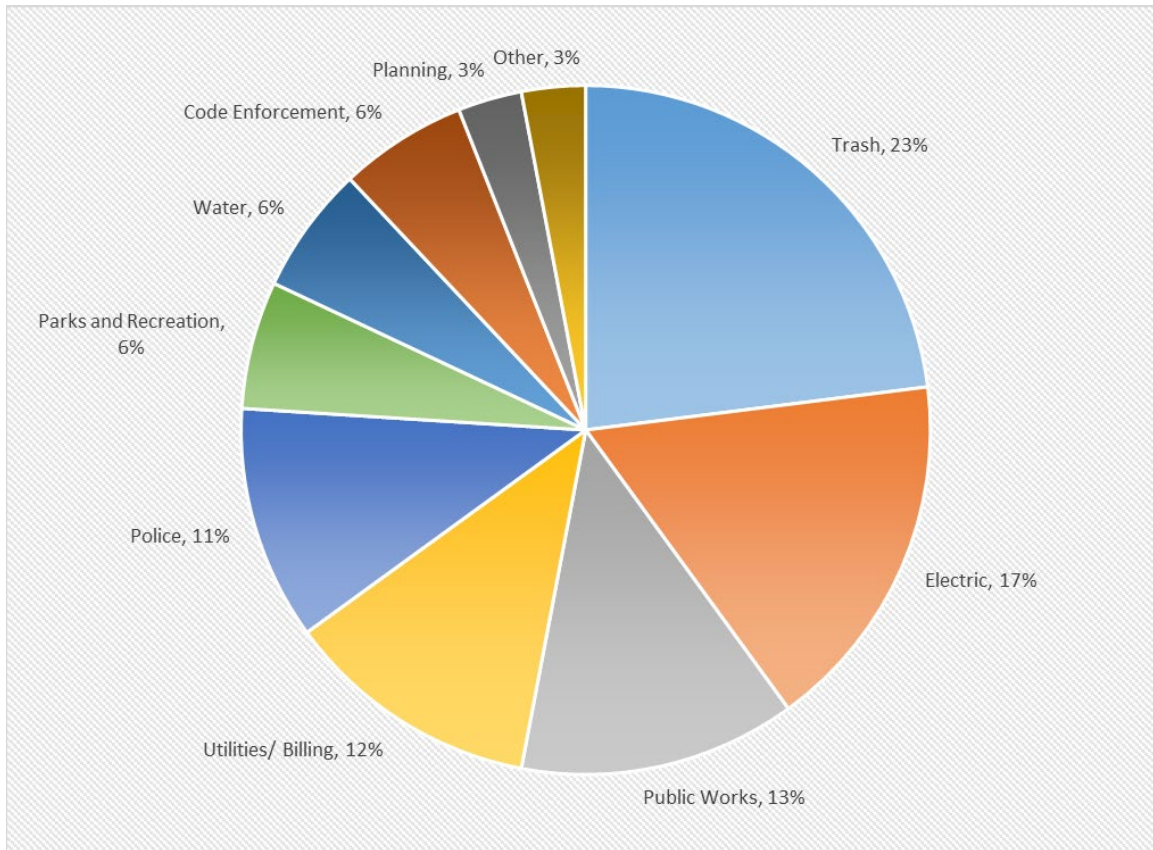
**C. Low water pressure:**

None (0):	1 to 4 times:	5 to 9 times:	10 or more times:	No answer:
<b>76%</b>	<b>11%</b>	<b>2%</b>	<b>7%</b>	<b>4%</b>

**15. Have you contacted the City with a question, problem, or complaint during the past year? 49% Yes 50% No (No Answer: 1%)**

**16. Which City department or service have you had contact with most recently?**

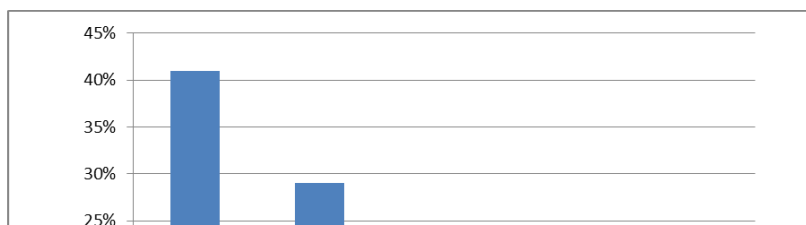
**Chart 17: Question 16: “Which City department or service have you had contact with most recently?”**



**17. Thinking about your most recent contact, please rate City employee(s) on each of the items below.**

	Excellent	Good	Fair	Poor	Don't Know	Satisfaction Rating*
A. Courtesy	47%	26%	6%	1%	20%	91%
B. Promptness	42%	27%	9%	3%	20%	86%
C. Knowledge	42%	28%	7%	2%	21%	89%
D. Making you feel valued	37%	26%	10%	4%	22%	81%
E. Overall impression	41%	29%	8%	3%	19%	86%

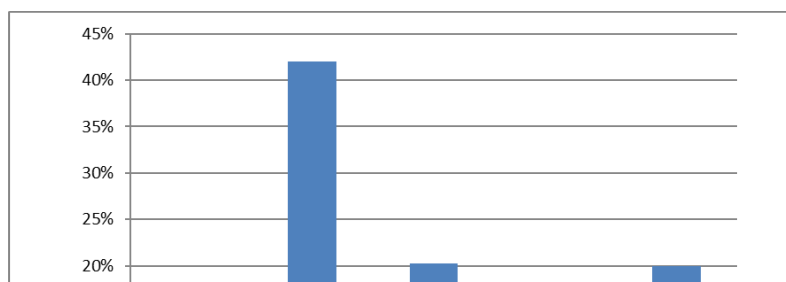
**Chart 18: Question 17-E: “Thinking about your most recent contact, please rate City employee(s) on each of the items below: Overall impression”**



**18. Please rate the City’s performance in each of the following areas.**

	Excellent	Good	Fair	Poor	Don’t Know	Satisfaction Rating*
A. Welcoming citizen involvement	14%	36%	14%	4%	31%	73%
B. Listening to citizens	12%	32%	19%	7%	31%	64%
C. Managing and planning growth	9%	28%	21%	14%	29%	52%
D. Value of services for city taxes paid	20%	35%	21%	5%	19%	68%
E. Efficient operation of programs and services	16%	40%	14%	3%	26%	76%
F. Encouraging sustainability in the community	15%	37%	14%	5%	29%	73%
G. Overall direction of the City	13%	42%	20%	5%	20%	69%

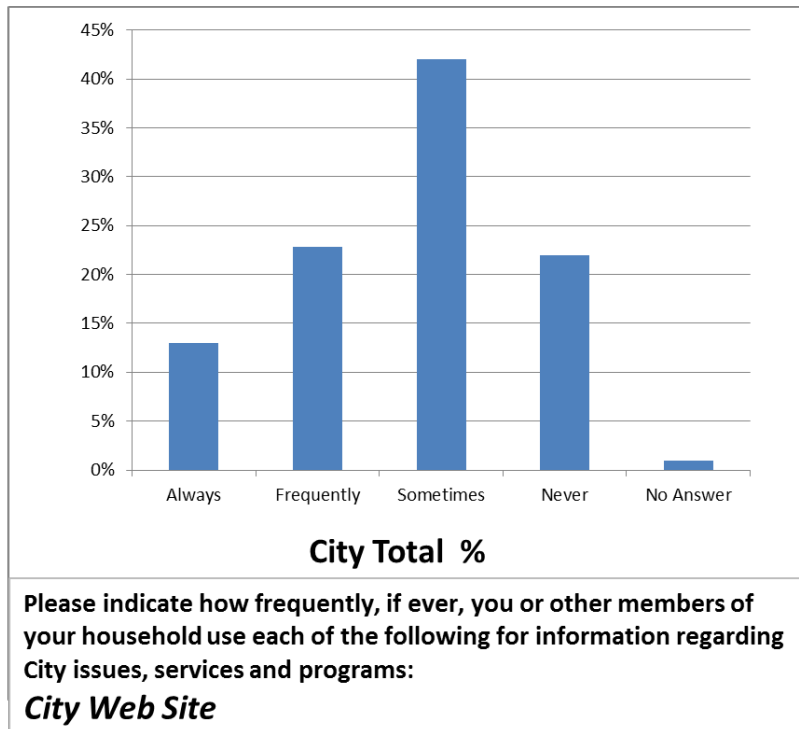
**Chart 19: Question 18-G: “Overall direction of the City”**



**19. Please indicate how frequently, if ever, you or other members of your household use each of the following for information regarding City issues, services and programs.**

	<b>Always</b>	<b>Frequently</b>	<b>Sometimes</b>	<b>Never</b>	<b>No Answer</b>
A. Delaware News Journal	<b>19%</b>	<b>19%</b>	<b>24%</b>	<b>38%</b>	<b>1%</b>
B. Newark Post	<b>16%</b>	<b>21%</b>	<b>28%</b>	<b>35%</b>	<b>1%</b>
C. Channel 22	<b>1%</b>	<b>3%</b>	<b>17%</b>	<b>78%</b>	<b>1%</b>
D. Facebook	<b>11%</b>	<b>12%</b>	<b>15%</b>	<b>62%</b>	<b>0%</b>
E. Twitter	<b>3%</b>	<b>4%</b>	<b>5%</b>	<b>88%</b>	<b>1%</b>
F. City E-Newsletter	<b>9%</b>	<b>16%</b>	<b>27%</b>	<b>48%</b>	<b>1%</b>
G. City Web Site	<b>13%</b>	<b>23%</b>	<b>42%</b>	<b>22%</b>	<b>1%</b>

**Chart 20: Question 17-E: “Thinking about your most recent contact, please rate City employee(s) on each of the items below: Overall impression”**



20. What City Council District do you live in? \_\_\_\_\_  
 (If you are not sure, please refer to the map and chart on page vii.)

21. Please identify the area (development, street, etc.) in which you live.  
 \_\_\_\_\_

22. Do you currently own or rent your home? 83% Own 17% Rent

**Chart 21: Question 22: "Do you currently own or rent your home?"**





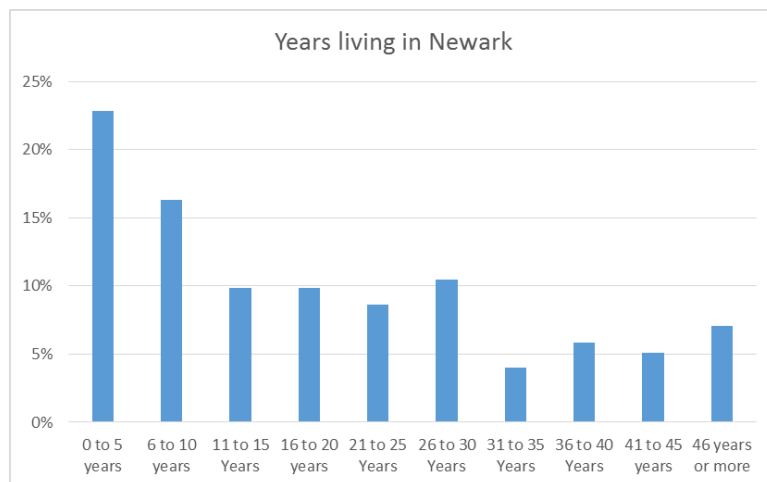
23. Are you likely to remain in Newark for the next five years? **79% Yes** **19% No**

24. Would you recommend living in Newark to someone who asks? **86% Yes** **13% No**

25. About how many years have you lived in Newark? (Please record “0” if you have lived here less than 1 year.)

**Chart 22: Question 25: “About how many years have you lived in Newark? (Please record “0” if you have lived here less than 1 year.)”**

Citywide	
0 to 5 years	23%
6 to 10 years	16%
11 to 15 Years	10%
16 to 20 years	10%
21 to 25 Years	9%
26 to 30 Years	10%
31 to 35 Years	4%
36 to 40 Years	6%
41 to 45 years	5%
46 years or more	7%



**Section C: DEMOGRAPHICS**

The data shown for Demographic characteristics are of survey participants and is valid only for those who responded. City-wide information from the *2010 U.S. Census* is included on the following page for each demographic question.

Percentages rounded to the nearest whole number and may not add up to 100.

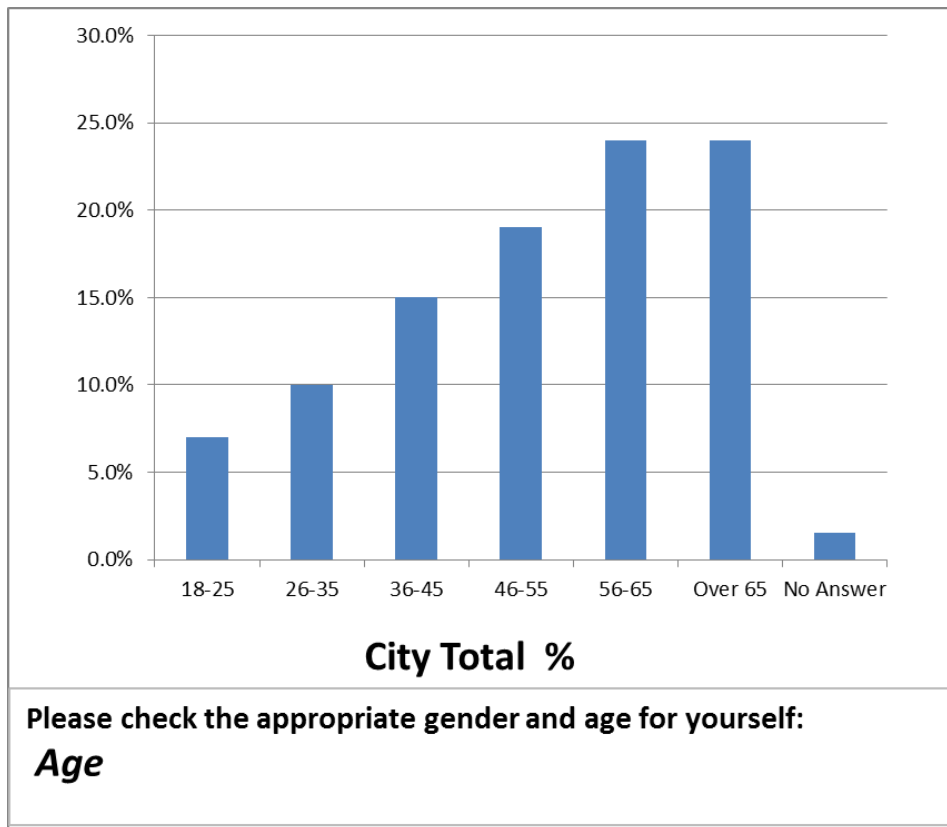
**26. Please check the appropriate gender and age for yourself.**

**A. Gender**

**B. Age**

Male:	<b>34%</b>	18-25:	<b>7%</b>	46-55:	<b>19%</b>
Female:	<b>41%</b>	26-35:	<b>10%</b>	56-65:	<b>24%</b>
No Answer:	<b>26%</b>	36-45:	<b>15%</b>	Over 65:	<b>24%</b>
				No Answer:	<b>2%</b>

**Chart 23: Question 26 B: "Please check the appropriate gender and age for yourself." B. Age**



**27. Please check the line that comes closest to describing your race and ethnicity.**

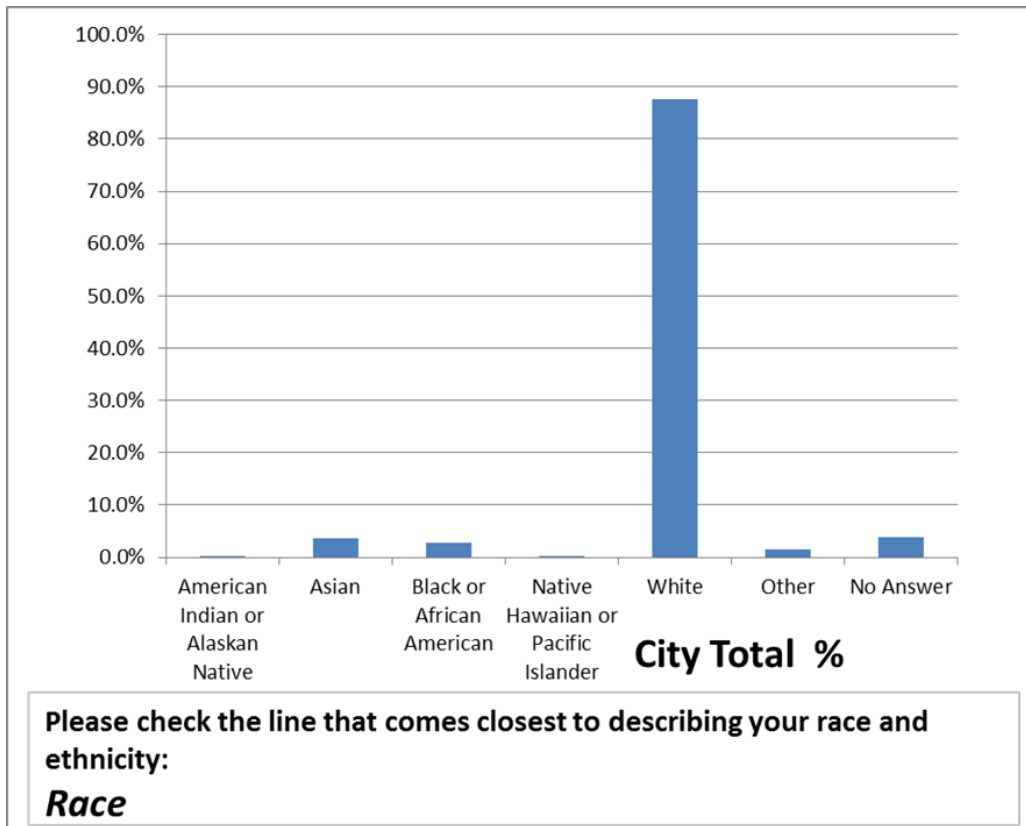
**A. Race**

**B. Ethnicity**

1% American Indian or Alaska Native	2% Hispanic or Latino
4% Asian	42% Not Hispanic or Latino
2% Black or African American	56% No Answer
1% Native Hawaiian or Pacific Islander	
87% White	
2% Other	

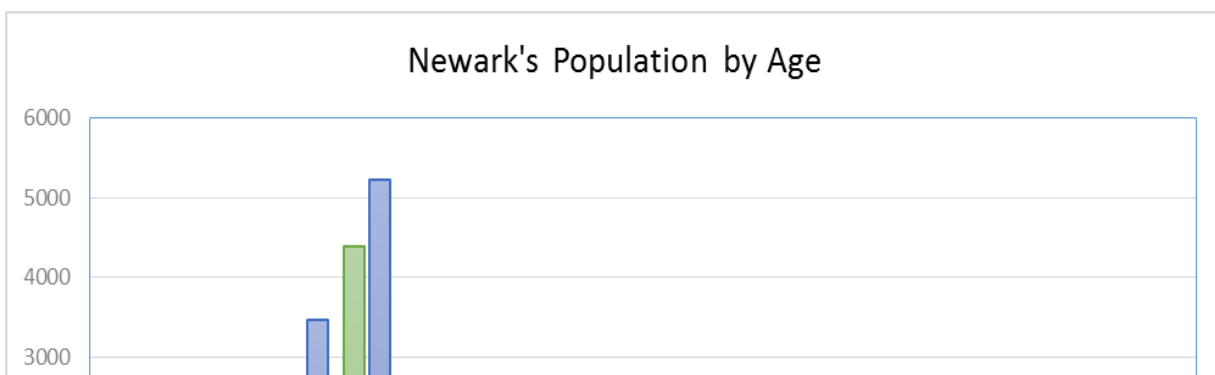
3% No Answer

**Chart 24: Question 27: "Please check the line that comes closest to describing your race and ethnicity." B. Race:**



**Chart 25: City of Newark Population by Age**

Source: 2010 Demographic Profile Data, American Fact Finder, U.S. Census



**Table 1: City of Newark Population by Race and Ethnicity**

Source: 2010 Demographic Profile Data, American Fact Finder, U.S. Census

Subject	Number	Percent
<b>RACE</b>		
Total population	31,454 <sup>(39594)</sup>	100.0
One race	30,715	97.7
White	25,906	82.4
Black or African American	2,094	6.7
American Indian and Alaska Native	53	0.2
American Indian, specified [1]	31	0.1
Alaska Native, specified [1]	0	0.0
Both American Indian and Alaska Native, specified [1]	0	0.0
American Indian or Alaska Native, not specified	22	0.1
Asian	2,245	7.1
Native Hawaiian and Other Pacific Islander	10	0.0
Some Other Race	407	1.3
Two or More Races	739	2.3
Two races with Some Other Race	101	0.3
Two races without Some Other Race	569	1.8
Three or more races with Some Other Race	11	0.0
Three or more races without Some Other Race	58	0.2
<b>HISPANIC OR LATINO</b>		
Total population	31,454 <sup>(39594)</sup>	100.0
Hispanic or Latino (of any race)	1,503	4.8
Mexican	356	1.1
Puerto Rican	416	1.3
Cuban	138	0.4
Other Hispanic or Latino [2]	593	1.9
Not Hispanic or Latino	29,951	95.2