

APPENDIX A

RESPONSE FREQUENCIES FOR DEMOGRAPHIC AND SUPPLEMENTARY QUESTIONS

The following tables depict the general results for the demographic and supplementary questions of the 2005 Northeast Ohio Regional Omnibus Poll. Tables A.1 to A.18 display the response frequencies of the demographic questions posed to respondents, such as age, race, and household income. Tables A.19 to A.29 depict the results of selected supplementary questions from the poll, such as the respondent’s perception of the Northeast Ohio economy and the region as a place to live. The supplementary questions were not commissioned by a particular omnibus client, but rather were asked as part of the general research objectives of the Center for Policy Studies and the Northeast Ohio Research Consortium.

Table A.1 Respondent’s Age				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	18 to 24 years old	65	5.0%	5.1%
	25 to 34 years old	158	12.2%	12.3%
	35 to 44 years old	227	17.5%	17.7%
	45 to 54 years old	279	21.5%	21.7%
	55 to 64 years old	230	17.7%	17.9%
	65 and Older	327	25.2%	25.4%
	Total Valid Responses		1,286	99.2%
Omitted	Refused (0)/Don’t Know (11)	11	0.8%	
Total Responses		1,297		
Question: In what year were you born? (This variable was recoded into age.)				

Table A.2 Respondent's Gender				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Male	614	47.3%	47.3%
	Female	683	52.7%	52.7%
	Total Valid Responses	1,297	100.0%	
Omitted	Refused (0)/Don't Know (0)	--	--	
Total Responses		1,297		
Note: Interviewer recorded respondent gender based on observation.				

Table A.3 Respondent's Marital Status				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Married	668	51.5%	51.9%
	Single, Never Married	265	20.4%	20.6%
	Divorced	169	13.0%	13.1%
	Widowed	166	12.8%	12.9%
	Separated	19	1.5%	1.5%
	Total Valid Responses	1,287	99.2%	
Omitted	Refused (9)/Don't Know (1)	10	0.8%	
Total Responses		1,297		
Question: What is your current marital status, single-never married, divorced, separated, widowed, or married?				

Table A.4 Respondent's Race				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	White or Caucasian	1,067	82.3%	83.6%
	Black or African-American	146	11.3%	11.4%
	Asian	7	0.5%	0.5%
	American Indian or Alaskan	4	0.3%	0.3%
	Hawaiian or Pacific Islander	4	0.3%	0.3%
	Other	29	2.2%	2.3%
	Multi-Racial	20	1.5%	1.6%
	Total Valid Responses		1,277	98.5%
Omitted	Refused (18)/Don't Know (2)	20	1.5%	
Total Responses		1,297		
Question: What is your race, how would you classify yourself?				

Table A.5 Respondent's Origin				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Latino or Hispanic	27	2.1%	2.1%
	Not of Hispanic Origin	1,250	96.4%	97.9%
	Total Valid Responses		1,277	98.5%
Omitted	Refused (14)/Don't Know (6)	20	1.5%	
Total Responses		1,297		
Question: Are you Latino or of Hispanic origin?				

Table A.6				
Respondent's Level of Education				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Grade School (1 to 8 years)	7	0.5%	0.5%
	Some High School (9 to 11 years)	82	6.3%	6.4%
	High School Graduate	370	28.5%	28.7%
	Some College, Trade, Two-Year	414	31.9%	32.1%
	College Graduate	272	21.0%	21.1%
	Post Graduate	145	11.2%	11.2%
	Total Valid Responses		1,290	99.5%
Omitted	Refused (5)/Don't Know (2)	7	0.5%	
Total Responses		1,297		
Question: What is the highest grade of school or year of college you completed?				

Table A.7				
Respondent's Primary Source of Information				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Newspapers	547	42.2%	42.3%
	Television	395	30.5%	30.6%
	Internet	153	11.8%	11.8%
	Radio	97	7.5%	7.5%
	Friends and Family	52	4.0%	4.0%
	News Mags, Mailings, Other	48	3.7%	3.7%
	Total Valid Responses		1,292	99.6%
Omitted	Refused (1)/Don't Know (4)	5	0.4%	
Total Responses		1,297		
Question: Where do you get most of your information about current affairs and entertainment in the region?				

Table A.8				
Respondent's Employment Status				
Responses: Seven Categories		Frequency	Percentage of Sample	Percentage (valid)
Valid	Employed Full-Time	641	49.4%	49.7%
	Retired	305	23.5%	23.6%
	Employed Part-Time	152	11.7%	11.8%
	Unemployed	77	5.9%	6.0%
	Homemaker	75	5.8%	5.8%
	Student Not Working	20	1.5%	1.5%
	Other	21	1.6%	1.6%
	Total Valid Responses		1,291	99.5%
Omitted	Refused (4)/Don't Know (2)	6	0.5%	
Total Responses		1,297		
Responses: Two Categories		Frequency	Percentage of Sample	Percentage (valid)
Valid	Employed	793	61.1%	61.4%
	Not Employed	498	38.4%	38.6%
	Total Valid Responses		1,291	99.5%
Omitted	Refused (4)/Don't Know (2)	6	0.5%	
Total Responses		1,297		
<p>Question: Are you currently employed full-time 35 hours or more per week, employed part-time 34 or fewer hours per week, retired, homemaker not employed outside the home, student not working, or unemployed?</p>				

Table A.9 Respondent's Occupation				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Professional	169	13.0%	19.0%
	Managerial	107	8.2%	12.0%
	Services	95	7.3%	10.7%
	Sales	87	6.7%	9.8%
	Technical	84	6.5%	9.4%
	Education	87	6.7%	9.8%
	Office & Administrative Support	78	6.0%	8.8%
	Production	47	3.6%	5.3%
	Construction	41	3.2%	4.6%
	Transportation	29	2.2%	3.3%
	Farming & Related	4	0.3%	0.4%
	Other	61	4.7%	6.9%
	Total Valid Responses		889	68.5%
Omitted	Refused (1)/Don't Know (1)	2	0.2%	
	Not Asked	406	31.3%	
Total Responses		1,297		
Question: Which of the following occupations best describes the type of job that you have?				

Table A.10 Respondent's Voter Registration Status				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Registered to Vote	1,200	92.5%	92.7%
	Not Registered to Vote	95	7.3%	7.3%
	Total Valid Responses	1,295	99.8%	
Omitted	Refused (1)/Don't Know (1)	2	0.2%	
Total Responses		1,297		
Question: Right now, are you registered to vote in Ohio if your want to?				

Table A.11 Respondent's Political Ideology				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Liberal (Very)	134	10.3%	10.8%
	Liberal (Somewhat)	215	16.6%	17.4%
	Moderate	465	35.9%	37.6%
	Conservative (Somewhat)	252	19.4%	20.4%
	Conservative (Very)	170	13.1%	13.8%
	Total Valid Responses	1,236	95.3%	
Omitted	Refused (26)/Don't Know (35)	61	4.7%	
Total Responses		1,297		
Question: When you think about political issues, would you say that you think of yourself as liberal, moderate, or conservative?				

**Table A.12
Respondent's Political Party Affiliation**

Responses: Eight Categories		Frequency	Percentage of Sample	Percentage (valid)
Valid	Democrat (Strong)	280	21.6%	22.1%
	Democrat (Somewhat)	272	21.0%	21.4%
	Independent (Lean Democrat)	84	6.5%	6.6%
	Independent	160	12.3%	12.6%
	Independent (Lean Republican)	64	4.9%	5.0%
	Republican (Somewhat)	169	13.0%	13.3%
	Republican (Strong)	153	11.8%	12.1%
	Something Else	87	6.7%	6.9%
	Total Valid Responses		1,269	97.8%
Omitted	Refused (19)/Don't Know (9)	28	2.2%	
Total Responses		1,297		
Responses: Four Categories		Frequency	Percentage of Sample	Percentage (valid)
Valid	Democrat	636	49.0%	50.1%
	Independent	160	12.3%	12.6%
	Republican	386	29.8%	30.4%
	Something Else	87	6.7%	6.9%
	Total Valid Responses		1,269	97.8%
Omitted	Refused (19)/Don't Know (9)	28	2.2%	
Total Responses		1,297		
Question: Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent, or something else?				

Table A.13**Respondent's Household Income**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Under \$18,000 per annum	162	12.5%	13.8%
	\$18,000 to \$36,000	289	22.3%	24.6%
	\$36,000 to \$54,000	253	19.5%	21.5%
	\$54,000 to \$72,000	182	14.0%	15.5%
	Over \$72,000 per annum	290	22.4%	24.7%
	Total Valid Responses		1,176	90.7%
Omitted	Refused (93)/Don't Know (28)	121	9.3%	
Total Responses		1,297		
Question: What is the total yearly income for your family before taxes?				

Table A.14**Household Financial Status**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Better Off Financially	380	29.3%	29.7%
	About the Same	487	37.5%	38.1%
	Worse Off Financially	411	31.7%	32.2%
	Total Valid Responses		1,278	98.5%
Omitted	Refused (4)/Don't Know (15)	19	1.5%	
Total Responses		1,297		
Question: Would you say your household is better off financially, about the same, or worse off financially than a few years ago?				

Table A.15 Number of People in Respondent's Household				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	One Person	297	22.9%	23.0%
	Two Persons	453	34.9%	35.1%
	Three Persons	213	16.4%	16.5%
	Four Persons	193	14.9%	15.0%
	Five Persons	78	6.0%	6.1%
	Six or More Persons	55	4.2%	4.3%
	Total Valid Responses		1,289	99.4%
Omitted	Refused (0)/Don't Know (8)	8	0.6%	
Total Responses		1,297		
Question: How many people live in your current residence?				

Table A.16 Number of Children in Respondent's Household				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	No Children	855	65.9%	66.2%
	One Child	171	13.2%	13.2%
	Two Children	154	11.9%	11.9%
	Three Children	66	5.1%	5.1%
	Four or More Children	46	3.5%	3.6%
	Total Valid Responses		1,292	99.6%
Omitted	Refused (4)/Don't Know (1)	5	0.5%	
Total Responses		1,297		
Question: How many children in your household are under 18 years of age?				

Table A.17 Respondent's County of Residence				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Cuyahoga County	434	33.5%	33.5%
	Summit County	198	15.3%	15.3%
	Stark County	130	10.0%	10.0%
	Lorain County	84	6.5%	6.5%
	Mahoning County	82	6.3%	6.3%
	Trumbull County	67	5.2%	5.2%
	Lake County	61	4.7%	4.7%
	Portage County	57	4.4%	4.4%
	Medina County	52	4.0%	4.0%
	Columbiana County	42	3.2%	3.2%
	Wayne County	38	2.9%	2.9%
	Ashtabula County	34	2.6%	2.6%
	Geauga County	18	1.4%	1.4%
	Total Valid Responses		1,297	100.0%
Omitted	Refused (0)/Don't Know (0)	--	--	
Total Responses		1,297		
Note: Respondent's county of residency was derived from sampling data.				

Table A.18				
Respondent's Zip Code of Residence				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	439s (Youngstown fringe)	12	0.9%	0.9%
	440s (Cleveland fringe)	238	18.4%	18.5%
	441s (Cleveland core)	400	30.8%	31.0%
	442s (Akron fringe)	187	14.4%	14.5%
	443s (Akron core)	99	7.6%	7.7%
	444s (Youngstown fringe)	132	10.2%	10.2%
	445s (Youngstown core)	50	3.9%	3.9%
	446s (Canton fringe)	118	9.1%	9.2%
	447s (Canton core)	51	3.9%	4.0%
	Other	2	0.2%	0.2%
Total Valid Responses		1,289	99.4%	
Omitted	Refused (0)/Don't Know (8)	8	0.6%	
Total Responses		1,297		
Note: What is your Zip Code?				
Note: Respondents were surveyed from 225 different zip codes. For brevity, the results here are grouped by the first three digits of the zip code.				

Table A.19**Respondent's Likelihood of Changing Residence**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Very Likely to Move	342	26.4%	26.5%
	Somewhat Likely to Move	242	18.7%	18.7%
	Not Likely to Move	552	42.6%	42.7%
	Have Not Thought About It	156	12.0%	12.1%
	Total Valid Responses	1,292	99.6%	
Omitted	Refused (2)/Don't Know (3)	5	0.4%	
Total Responses		1,297		
Question: How likely are you to move from your current residence within the next five years, would you say very likely, somewhat likely, not at all likely, or have you not thought about this?				

Table A.20**Respondent's Likelihood of Staying in Northeast Ohio**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Will Stay in Northeast Ohio	251	19.4%	43.3%
	Will Move From Northeast Ohio	282	21.7%	48.6%
	Not Sure	47	3.6%	8.1%
	Total Valid Responses	580	44.7%	
Omitted	Refused (0)/Don't Know (4)	4	0.3%	
	Not Asked	713	55.0%	
Total Responses		1,297		
Question: If you do move, will you remain in Northeast Ohio?				

Table A.21
Perception of Local Community As A Place To Live

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	327	25.2%	25.2%
	Good	658	50.7%	50.8%
	Fair	238	18.4%	18.4%
	Poor	59	4.5%	4.6%
	Very Poor	14	1.1%	1.1%
	Total Valid Responses		1,296	99.9%
Omitted	Refused (0)/Don't Know (1)	1	0.1%	
Total Responses		1,297		
<p>Question: Thinking about the community where you live, for example your city or township ... overall how would you rate your community as a place to live, would you say excellent, good, fair, poor, or very poor?</p>				

Table A.22				
Perception of Northeast Ohio As A Place To Live				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	170	13.1%	13.1%
	Good	632	48.7%	48.8%
	Fair	368	28.4%	28.4%
	Poor	86	6.6%	6.6%
	Very Poor	39	3.0%	3.0%
	Total Valid Responses		1,295	99.8%
Omitted	Refused (0)/Don't Know (2)	2	0.2%	
Total Responses		1,297		
Question: Overall, how would you rate Northeast Ohio as a place to live, would you say excellent, good, fair, poor, or very poor?				

Table A.23				
Perception of the Northeast Ohio Economy				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Economy On the Right Track	290	22.2%	23.4%
	Economy On the Wrong Track	947	73.0%	76.6%
	Total Valid Responses		1,237	95.4%
Omitted	Refused (10)/Don't Know (50)	60	4.6%	
Total Responses		1,297		
Question: When you think of the Northeast Ohio economy, do you feel things are generally going in the right direction, or do you feel things have seriously gotten off on the wrong track?				

Table A.24**Perception of the Job Opportunities in Northeast Ohio**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	14	1.1%	1.1%
	Good	159	12.3%	12.5%
	Fair	509	39.2%	40.2%
	Poor	430	33.2%	33.9%
	Very Poor	155	12.0%	12.2%
	Total Valid Responses		1,267	97.7%
Omitted	Refused (4)/Don't Know (26)	30	2.3%	
Total Responses		1,297		
Question: Overall, how would you rate the quality of job opportunities for people in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?				

Table A.25**Perception of the Job Opportunities for Young People in Northeast Ohio**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	26	2.0%	2.1%
	Good	210	16.2%	16.9%
	Fair	476	36.7%	38.4%
	Poor	397	30.6%	32.0%
	Very Poor	130	10.0%	10.5%
	Total Valid Responses		1,239	95.5%
Omitted	Refused (3)/Don't Know (55)	58	4.5%	
Total Responses		1,297		
Question: Overall, how would you rate the quality of job opportunities for young people in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?				

Table A.26				
Availability of Quality Health Care in Northeast Ohio				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	430	33.2%	33.6%
	Good	450	34.7%	35.2%
	Fair	225	17.3%	17.6%
	Poor	112	8.6%	8.8%
	Very Poor	63	4.9%	4.9%
	Total Valid Responses		1,280	98.7%
Omitted	Refused (2)/Don't Know (15)	17	1.3%	
Total Responses		1,297		
Question: Overall, how would you rate the availability of quality health care in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?				

Table A.27				
Affordability of Quality Health Care in Northeast Ohio				
Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	53	4.1%	4.2%
	Good	299	23.1%	23.7%
	Fair	449	34.6%	35.6%
	Poor	319	24.6%	25.3%
	Very Poor	140	10.8%	11.1%
	Total Valid Responses		1,260	97.1%
Omitted	Refused (1)/Don't Know (36)	37	2.9%	
Total Responses		1,297		
Question: Overall, how would you rate the affordability of quality health care in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?				

Table A.28**Quality of Colleges and Universities in Northeast Ohio**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	364	28.1%	29.8%
	Good	702	54.1%	57.5%
	Fair	133	10.3%	10.9%
	Poor	17	1.3%	1.4%
	Very Poor	4	0.3%	0.3%
	Total Valid Responses		1,220	94.1%
Omitted	Refused (4)/Don't Know (73)	77	5.9%	
Total Responses		1,297		
Question: Overall, how would you rate the quality of colleges and universities in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?				

Table A.29**Affordability of Colleges and Universities in Northeast Ohio**

Responses		Frequency	Percentage of Sample	Percentage (valid)
Valid	Excellent	60	4.6%	5.0%
	Good	371	28.6%	31.0%
	Fair	450	34.7%	37.6%
	Poor	239	18.4%	19.9%
	Very Poor	78	6.0%	6.5%
	Total Valid Responses		1,198	92.4%
Omitted	Refused (2)/Don't Know (97)	99	7.6%	
Total Responses		1,297		
Question: Overall, how would you rate the affordability of colleges and universities in Northeast Ohio, would you say excellent, good, fair, poor, or very poor?				

APPENDIX B

RESEARCH METHODOLOGY

General

The 2005 Northeast Ohio Regional Omnibus Poll is a representative, non-partisan telephone survey of nearly 1,300 households in the region. Local governmental agencies and non profit organizations were invited to take part in the poll by purchasing questions to be included on the survey instrument. Five different organization purchased questions to be asked on the 2005 poll. These organizations included Children’s Hospital Medical Center of Akron, the Cuyahoga Valley National Park Association, the Ohio & Erie Canal Corridor Coalition, the Historic Gateway Neighborhood and Warehouse Districts, and Kent State University.

The 2005 Northeast Ohio Regional Omnibus was sponsored, in part, by the Northeast Ohio Research Consortium (NEORC), a program of the Ohio Urban University Program (UUP). The UUP is a program of the Ohio General Assembly and the Ohio Board of Regents, established to apply the expertise of the state’s urban universities to identify urban challenges and facilitate solutions designed to enhance the vitality of Ohio and its metropolitan regions. The Northeast Ohio Research Consortium was formed in 1979 to provide research and technical assistance to the Northeast Ohio region. NEORC is a cooperative initiative of Northeast Ohio's public universities, including The University of Akron, Cleveland State University, Kent State University and Youngstown State University. NEORC’s sponsorship of the Northeast Ohio Regional Omnibus Poll significantly lowered the cost of purchasing survey questions, thereby making it practical for government and non-profit organizations to participate in the poll.

The poll was conducted by the Center for Policy Studies, a division of the Institute for Health and Social Policy at the University of Akron. The Center has been in operation since 1982 and provides quality research to national, state and local public service organizations. Beyond the Northeast Ohio Regional Omnibus Poll, the Center for Policy Studies conducts annual omnibus polls for Summit, Stark and Medina Counties.

Survey Methodology

The Northeast Ohio Regional Omnibus Poll is a large-scale, random probability survey of adults (18 or older) residing in thirteen Northeast Ohio Counties. The counties surveyed include Cuyahoga, Lorain, Medina, Wayne, Summit, Stark, Portage, Geauga, Lake, Ashtabula, Trumbull, Mahoning, and Columbiana counties. The final sample for the 2005 Northeast Ohio Regional Omnibus Poll consisted of 1,297 respondents. As the poll is a random sample, the sample sizes for individual counties varies according to the size of the given county's actual population size in relation to the regional population. As such, counties with greater population have higher sample sizes. An over sample was conducted in Cuyahoga County to ensure a high degree of accuracy for this core county as well as the overall sample. The number of completed interviews per county was monitored throughout the time the interviewing was taking place in order to ensure a representative sample of the region was obtained.

The general population statistics derived from this sample size provide a precision level of plus or minus three percent at a confidence interval of 95% for the Northeast Ohio region, plus or minus four percent for the Cleveland metropolitan region, plus or minus five percent for Cuyahoga County, plus or minus seven percent for Summit County, and plus or minus nine percent for Stark County. Because of the smaller sample sizes for the other counties in the region, the results should not be viewed as statistically representative of the overall population within these counties. The number of households surveyed for each county is outlined in Table A.17 of Appendix A.

The survey questions of participating organizations were prepared with assistance from the Center for Policy Studies. In addition to the five modules of questions for participating organizations, a series of demographic questions were asked as part of the poll. The results of these questions are contained in Tables A.1 through A.18 of Appendix A. In addition, a series of supplementary questions were also asked regarding general topics such as respondent attitudes towards the quality of life in the region, health of the local economy, and quality of job opportunities, health care, and colleges and universities. Separate reports are issued to each of

the participating organizations. Organizations may chose to share the information collected on their behalf.

The samples for the research were generated by a nationally known supplier: Survey Sampling, Incorporated of Fairfield, Connecticut. Using a Random Digit Dialing protocol, the initial sampling procedures generated a representative sample. In addition, further sample screening for disconnects was pursued in order to provide more accurate and efficient samples. Included in this sample were both listed and unlisted household telephone numbers. Each household was given an introduction explaining the purpose of the survey and the topics of questions being posed. Residents outside of the region were screened out of the sample. The respondent from each household was chosen at random ensuring a representative sample of the population.

The survey instrument was tested prior to the interviewing phase. Fielding began on March 22, 2005. The interviewing process took two months and ended on April 27, 2005. Most calling took place between the evening hours of 5:15 pm and 9:30 pm. Still, some interviews took place during daytime hours to accommodate respondent schedules. The interviews lasted 16 minutes on average.

Quality Control

Interviewers at the Center for Policy Studies are professionally trained personnel who have completed a comprehensive training program, which concludes with both a skills assessment and screening exam. A quality control system, consisting of silent monitoring protocols and dedicated monitors, ensured the collection of high quality data.

Interviewing was conducted using Computer Assisted Telephone Interviewing technology, which improves the context of the interviewing process itself. In addition, by virtue of the use of computers, data is captured immediately. This facility offers the opportunity to carefully monitor all aspects of the data collection process. Since the technology itself permits evaluation of the validity of incoming input and reflects in literal format the selected responses entered by the interviewer, there is rigorous quality control and data validation immediately upon entry.