A PORTRAIT OF

Weinland Park

Results and Analysis of the 2016 Weinland Park Collaborative Neighborhood Survey

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Acknowledgments

The Kirwan Institute for the Study of Race and Ethnicity at The Ohio State University would like to express our gratitude and appreciation to those who have made this research possible. First, we would like to thank the Columbus Foundation for supporting the Weinland Park neighborhood throughout the years and for its funding of this research to understand neighborhood change. Also, we would like to thank the Weinland Park Collaborative for its funding and for supporting the development and dissemination of the survey to stakeholders throughout the Weinland Park Community. Also, we would like to thank the Weinland Park Community Civic Association, Terry Althouse of Godman Guild, and Steve Sterrett for supporting the dissemination of the survey. Also, we would like to acknowledge the previous work of the International Poverty Solutions Collaborative to establish a baseline of data which this survey builds on and thank Tamar Forrest, Ph.D. for her valuable input. Also, we would like to acknowledge the work of Kirwan Institute interns who were responsible for collecting and inputting surveys including Allison DeLong, Mara Momenee, Margaret Odiorne, Ingrid Raphael, Samantha Sabihi, and Marisa Searle.

Lastly, we would like to thank all of the residents of the Weinland Park neighborhood who took time out of their lives to answer the questions on the survey that made this research possible.

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Publishing Date: June 19, 2017
Columbus, Ohio, USA

Table of Contents

Executive Summary 11
Introduction 15
Comparing Weinland Park Surveys 17
- Demographics 18
- Households & Employment 20
- Neighborhood, Housing & Civic Engagement 24
- Police, Safety & Neighborhood Issues 29
- Financial Wellness 30
- Health and Physical Wellness 31

A Portrait of Weinland Park, 2016 35
- Portrait Clustering Components and Segments1 36
- Households & Employment 43
- Neighborhood, Housing & Civic Engagement 50
- Police, Safety & Neighborhood Issues 63
- Mapping Respondent Perceptions of Safety 66
- Education and Educational Satisfaction 81
- Financial Wellness 84
- Health & Physical Wellness 85

Conclusions 90

List of Tables

Demographics, 2010-2016 18

Table 1. Comparison of Sample Race and Ethnicity, 2010-2016 18
Table 2. Comparison of Sample Educational Attainment, 2010-2016 18
Table 3. Comparison of Respondents with Children, 2010-2016 18
Table 4. Comparison of Sample Sex and Age, 2010-2016 19

Households & Employment, 2010-2016 20

Table 5. Comparison of Mean Household Size, 2010-2016 20
Table 6. Comparison of Homelessness Rate, 2010-2016 20
Table 7. Comparison of Employment Status Rate, 2010-2016 20
Table 8. Comparison of Student Employment Status Rate, 2010-2016 21
Table 9. Comparison of Modes of Transportation to Work, 2010-2016 21
Table 10. Comparison of Social Welfare Benefit Use Rate, 2010-2016 22
Table 11. Comparison of job Satisfaction Rate, 2010-2016 22
Table 12. Types of Jobs Respondents are Looking For, 2010-2016 23

Neighborhood, Housing & Civic Engagement, 2010-2016 24

Table 13. Comparison of Residential Tenure Type, 2010-2016 24
Table 14. Comparison of Neighborhood Tenure Length, 2010-2016 24
Table 15. Comparison of Housing Tenure Length, 2010-2016 24
Table 16. Comparison of Neighborhood Satisfaction, 2010-2016 24
Table 17. Comparison of Housing Satisfaction, 2010-2016 25
Table 18. Comparison of Neighborhood Change Perception, 2010-2016 25
Table 19. Comparison of Housing Condition Change Perception, 2010-2016 25
Table 20. Comparison of Renters willing to Purchase Home in Weinland Park, 2010-2016 26
Table 21. Comparison of Owners willing to Re-Purchase Home in Weinland Park, 2010-2016 26
Table 22. Comparison of Neighborhood Identification, 2010-2016 26
Table 23. Comparison of Neighborhood Voice Perception, 2010-2016 27
Table 24. Comparison of Neighborhood Interaction, 2010-2016 27
Table 25. Comparison of Neighbors Known By Name, 2010-2016 27
Table 26. Comparison of Neighborhood Feedback, 2010-2016 28
Table 27. Comparison of Participation in Community Organizing, 2010-2016 28

Police, Safety & Neighborhood Issues, 2010-2016 29

Table 28. Comparison of Police Trust, 2010-2016 *29*
Table 29. Comparison of Perception of Safety, 2010-2016 *29*
Table 30. Comparison of Perception of Safety for Children, 2010-2016 *29*
Table 31. Comparison of Perception of Neighborhood Issues, 2010-2016 *29*

Financial Wellness, 2010-2016 30

Table 32. Comparison of Frequency of Respondents who are Behind on Bills, 2010-2016 *30*
Table 33. Comparison of Respondent Use of Financial Services, 2010-2016 *30*

Health and Physical Wellness, 2010-2016 31

Table 34. Comparison of Respondent Source of Primary Healthcare, 2010-2016 *31*
Table 35. Comparison of Respondent Satisfaction with Medical Treatment, 2010-2016 *31*
Table 36. Comparison of Respondent Emergency Room Utilization, 2010-2016 *32*
Table 37. Comparison of Respondent Health Problems, 2010-2016 *33*

Table 38. Portrait Clustering Components and Segments 36

Households & Employment, by Portrait 43

Table 39. Household Size, by Residential Tenure and Cluster *43*
Table 40. Household Annual and Monthly Income, by Cluster *43*
Table 41. Homelessness in the past 12 months, by Cluster *43*
Table 42. Household Social Welfare Benefit Use Rate, by Cluster *44*
Table 43. Transportation Mode to Work, by Cluster *44*
Table 44. Imputed Time to Work, by Cluster *44*
Table 45. Imputed Time to Work, by Transportation Mode *45*
Table 46. Job Satisfaction, by Employment Status and Cluster *45*
Table 47. Employed Respondents Looking for New Job, by Employment Status and Cluster *47*
Table 48. Types of Jobs Respondents Currently Have, by Cluster *48*
Table 49. Types of Jobs Respondents are Looking For, by Cluster *49*

Neighborhood, Housing & Civic Engagement, by Portrait 50

Table 50. Household Neighborhood Tenure Length, by Residential Tenure and Cluster 50
Table 51. Household Residential Tenure Length, by Residential Tenure and Cluster 50
Table 52. Household Housing Cost, by Residential Tenure and Cluster 51
Table 53. Household Count of Adults, by Cluster 51
Table 54. Household Rent and Mortgage Sharing, by Cluster 52
Table 55. Household Neighborhood Satisfaction, by Residential Tenure and Cluster 52
Table 56. Household Housing Satisfaction, by Residential Tenure and Cluster 52
Table 57. Household Neighborhood Change Perception, by Cluster 53
Table 58. Household Housing Condition Change Perception, by Cluster 53
Table 59. Neighborhood and Educational Mobility, by Cluster 53
Table 60. List of Previous Resident Neighborhoods and Cities, by Cluster 54
Table 61. Renter and Owner willingness to Purchase or Re-Purchase Home in Weinland Park 54
Table 62. Neighborhood Identification, by Cluster 55
Table 63. Neighborhood Voice, Interaction, Interaction Quality Index, and Neighbors Known 55
Table 64. Neighborhood Voice Perception, by Cluster 55
Table 65. Neighborhood Interaction, by Cluster 56
Table 66. Neighborhood Interaction Quality, by Cluster 56
Table 67. Neighborhood Interaction Type, by Cluster 57
Table 68. Neighborhood Feedback, by Cluster 58
Table 69. Neighborhood Feedback, by WPCCA Attendance 58
Table 70. Percentage Wanting Specific Neighborhood Improvements, by Cluster 59
Table 71. Percentage Wanting Specific Neighborhood Improvements, by WPCCA Attendance 60
Table 72. Percent of Attendance, and Reason for Attendance at WPCCA, by Cluster 61
Table 73. Percent of No-Attendance, and Reason for Non-Attendance at WPCCA, by Cluster 61
Table 74. Participation in Community Organizing, by Cluster 61

Police, Safety & Neighborhood Issues, by Portrait 63

Table 75. Safety and Police Trust, by Cluster 63
Table 76. Comparison of Perception of Safety for Children, 2010-2016 63
Table 77. Perception of Neighborhood Crime and Issues, 2010-2016 64

Education and Educational Satisfaction, by Portrait 81

Table 78. Schools of Respondents with Children, by Cluster 81
Table 79. Parent Satisfaction of Education and Involvement, by Cluster 81
Table 80. Parent Satisfaction of Education and Involvement, by School Type 82
Table 81. Parent School Involvement, by Cluster 82
Table 82. What Prevents Parent Involvement in School, by Cluster 83

Financial Wellness, by Portrait 84

Table 83. Frequency of Respondents who are Behind on Bills, by Cluster *84*
Table 84. Use of Financial Services, by Cluster *84*

Health & Physical Wellness, by Portrait 85

Table 85. Source of Primary Healthcare, by Cluster *85*
Table 86. Satisfaction of Healthcare, by Cluster *85*
Table 87. Emergency Room Utilization, by Cluster *87*
Table 88. Health Problems and Issues, by Cluster *87*
Table 89. Child Health Problems and Issues, by Cluster *88*
Table 90. Food Insecurity, by Cluster *88*

List of Figures

Introduction 15

Figure 1. Location of Weinland Park *16*
Figure 2. Map of Respondent Locations *16*

Demographics 18

Figure 3. Population Pyramid, 2010 *19*
Figure 4. Population Pyramid, 2016 *19*

Portrait Clustering Components and Segments 36

Figure 5. Neighborhood Core Segment Illustration *38*
Figure 6. Educated Workforce Segment Illustration *39*
Figure 7. Buckeye Undergrads Segment Illustration *40*
Figure 8. Aspirational Families Segment Illustration *41*
Figure 9. Boomers and Independents Segment Illustration *42*

Mapping Respondent Perceptions of Safety 66

Figure 10. Map of Overall Perception of Safety *67*
Figure 11. Map of Neighborhood Core Perception of Safety *68*
Figure 12. Map of Educated Workforce Perception of Safety *69*
Figure 13. Map of Buckeye Undergrad Perception of Safety *70*
Figure 14. Map of Aspiring Families Perception of Safety *71*
Figure 15. Map of Boomers and Independents Perception of Safety *72*
Figure 16. Map of Male Perception of Safety *73*
Figure 17. Map of Female Perception of Safety *74*
Figure 18. Map of Black or African American Perception of Safety *75*
Figure 19. Map of White or Caucasian Perception of Safety *76*
Figure 20. Map of Difference between Black or African American and White Perception of Unsafe *77*
Figure 21. Portrait Safety Perceptions Comparative Panel, by Cluster *78*
Figure 23. Map of Difference between Male-Female Perception of Safe *79*
Figure 24. Map of Difference between Male-Female Perception of Unsafe *80*

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Executive Summary

Weinland Park is not the model of equitable and inclusive neighborhood revitalization that communities should duplicate, but it is an example of what an attempt can look like in the middle American city.

Over the past decade, interventions in the Weinland Park neighborhood by government and philanthropic partners, such as **The Columbus Foundation,** have resulted in measurable physical, social, and economic change. This report, detailing the results of the 2016 Weinland Park Collaborative Neighborhood Survey conducted and analyzed by **The Kirwan Institute for the Study of Race and Ethnicity** at The Ohio State University, provides a snapshot of community change since 2010 and a portrait of the community today. In using this two pronged approach Kirwan Institute has attempted to tell a more complete story of Weinland Park.

The key to understanding many of the results of the 2016 Weinland Park Collaborative Neighborhood Survey is to understand that the survey intended to measure resident ***perception*** of the Weinland Park neighborhood. By asking a representative cross-section nearly one-hundred questions, the survey generated a rich data set that reveals the way residents understand the community they call home. The analysis of this data set reveals that there are as many opinions about the neighborhood as there were survey respondents. Despite 422 unique perspectives, Kirwan Institute reveals significant patterns by looking at the data in a systematic way described above.

In providing the snapshot of community change, the report details changes in neighborhood populations, conditions, perceptions, and perspectives. In providing the portrait of the community today, the report details five clusters of residents that bring color and vibrancy to the neighborhood by examining how each cluster's conditions, perceptions, and perspectives shape and inform the community today. While this Report and Executive Summary note successes of reinvestment efforts, it is the belief of the Kirwan Institute that full stabilization of the neighborhood requires further investment in social and physical capital. To guide and direct future investment strategy, Kirwan Institute hopes that *A Portrait of Weinland Park* sets the table for conversations about the future of Weinland Park and other community revitalization efforts in Columbus and the United States.

Key Findings

- 72% of residents believe that the Weinland Park neighborhood is getting better.
- Weinland Park residents are more satisfied with their neighborhood and housing quality.
- As the neighborhood becomes a more desirable place to live, increasing housing costs and the housing cost burden on Boomers & Independents and Neighborhood Core will likely affect the ability of those residents to stay in the neighborhood.
- Residents unevenly experience employment gains and job satisfaction.
- Residents feel safer in the neighborhood, but different clusters of residents feel safe and unsafe at different times and places.
- The name 'Weinland Park' is increasingly utilized by residents to represent their neighborhood, but residents interact less and know fewer neighbors.
- Resident voice and its perceived power does not match with those who are most involved in the Weinland Park Community Civic Association.

The Weinland Park Collaborative and it's Strategic Difference...

Responding to neighborhood changes in the early and mid-2000's, The Columbus Foundation and the Annie E. Casey Foundation suggested a shift in reinvestment strategy from a physical investment to a holistic community investment approach. This holistic investment shift embraced developing community leadership, building local assets, housing and foreclosure prevention, education, and resident empowerment. To bring each of these strands together, The Columbus Foundation and the Annie E. Casey Foundation supported creation and capacity building efforts through the creation of the Weinland Park Collaborative. The Weinland Park Collaborative committed to equitable and inclusive collaboration to coordinate strategic investments in the arenas of housing, employment, civic engagement, public safety, education, and health of the residents.

This report also evaluates progress of the Weinland Park Collaborative toward their goals. Key findings of the report in each of these arenas are as follows:

Housing

- Respondents mix of housing tenure in the Weinland Park neighborhood has remained stable, but household tenure divisions exist between portrait clusters.
- Respondents have lived in the neighborhood less time than 2010 respondents.
- Respondent mean household size increased to 3.2 persons per household.
- Respondents are more satisfied with the neighborhood and their housing, but divisions among portrait clusters exist.
- Housing cost burden is above 30% for respondents in Buckeye Undergrads and Boomers & Independents portrait clusters; Changes to Neighborhood Core portrait cluster incomes or housing costs may increase housing cost burdens in the near future.
- Respondents perceive that the Weinland Park neighborhood is getting better.
- Respondents are more likely to refer to the neighborhood as Weinland Park.
- Respondents in the Neighborhood Core Cluster are the least likely to have moved residences in the past five years, but respondents in the Boomer & Independents cluster have lived in the neighborhood the longest amount of time.

Employment

- Respondent employment and satisfaction are higher; Student respondent part-time employment increased.
- Respondents are more likely to drive their own car to work and less likely to walk; Respondents in the Boomers & Independents and Aspirational Families portrait clusters are the most likely to use the bus while respondents in the Buckeye Undergrads portrait cluster are the most likely to walk.
- Respondents in the Educated Workforce portrait cluster have the shortest commute to work, while respondents in the Boomers & Independents, Neighborhood Core, and Aspirational Families portrait clusters take more than 20 minutes to get to work.
- Respondents are less likely to utilize social welfare benefits.
- Food Preparation, Serving is the most common respondent job type across all portrait clusters; Divisions exist between portrait clusters on desired job opportunities.

Civic Engagement

- Respondents interact with their neighbors less and know fewer by name; Respondents in Boomers & Independents portrait cluster know the most neighbors by name and respondents in Aspirational Families portrait cluster are the most likely to interact daily with their neighbors.

- Respondent perceive a high quality of neighborhood Interactions; Respondents in Neighborhood Core and Educated Workforce portrait clusters have the highest perceived interaction quality.
- Differences in neighborhood interaction type exist between respondent portrait clusters; saying “hello” from the porch, yard, street, or while running errands is the most common type of neighborhood interaction; Hanging out of the porch is the second most common type of neighborhood interaction.
- Respondents perceive that they have increased voice and power in decisions affecting the Weinland Park community; Respondents in the Aspirational Families portrait cluster perceive the strongest voice.
- Differences exist between portrait clusters regarding attendance at and why respondents attend Weinland Park Community Civic Association meetings. Respondents in the Boomers & Independents and Neighborhood Core portrait clusters are the most likely attend Weinland Park Community Civic Association meetings.

Public Safety

- Respondents trust in Police remained stable between 2010 and 2016, but differences between respondent portrait clusters exist. Respondents in the Neighborhood Core and Aspiring Families portrait clusters trust police the least.
- Respondent perceptions of safety increased; Respondent perceptions of safety Alone Outside, At Night and safety for children to play outside during the day increased between 2010 and 2016.
- Respondent perceptions of significant neighborhood issues decreased or remained the same between 2010 and 2016.
- Differences between portrait clusters regarding perception of safety indicate divisions in the neighborhood.

Education

- Respondents in the Neighborhood Core and Aspirational Families portrait clusters are most likely to have students in Weinland Park Elementary. Respondents in the Neighborhood Core portrait cluster are the most likely to have students in Schoenbaum Family Center and Columbus City Schools. Respondents in the Educated Workforce portrait cluster are the most likely to use other sources of education.
- Respondents in Aspirational Families and Neighborhood Core portrait clusters are the most satisfied with their child’s education.

Health

- Use of Primary Care Physicians as primary source of Health Care remained stable, but portrait clusters utilize Primary Care Physicians at different rates, with the Educated Workforce, Boomer’s & Independents, and Buckeye Undergrad portrait clusters utilizing Primary Care Physicians as their primary healthcare provider by more than 50%.
- Healthcare satisfaction decreased 8%, and respondents in the Neighborhood Core portrait cluster are least satisfied with their healthcare.
- Respondents using the emergency room decreased by 3%.
- Respondents report higher rates of asthma in the Weinland Park neighborhood; respondents in the Aspiring Families portrait cluster report the highest prevalence.
- Food insecurity, not included in the previous survey, is an emerging issue in the Weinland Park neighborhood.


1305

Introduction

Survey Overview

In January 2016, The Columbus Foundation, in conjunction with the Weinland Park Collaborative (Collaborative) engaged The Kirwan Institute (Kirwan Institute) for the Study of Race and Ethnicity at The Ohio State University to conduct a community survey of the Weinland Park neighborhood, titled 2016 Weinland Park Collaborative Neighborhood Survey (2016 WPCNS).

Following significant investment in the Weinland Park neighborhood by The Columbus Foundation and community stakeholders, the 2016 survey is intended to serve as a tool to help evaluate reinvestment efforts to inform future efforts.

About Kirwan Institute

The Kirwan Institute for the Study of Race and Ethnicity is an interdisciplinary engaged research institute at The Ohio State University established in May 2003. Kirwan's goal is to connect individuals and communities with opportunities needed for thriving by educating the public, building the capacity of allied social justice organizations, and investing in efforts that support equity and inclusion through research, engagement, and communication. Kirwan works to create a just and inclusive society where all people and communities have opportunity to succeed.

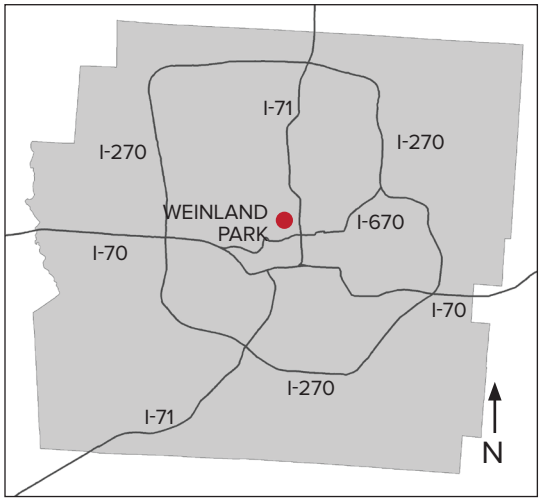
Methods

Building on the efforts of the 2010 International Poverty Solutions Collaborative Weinland Park Evaluation Project (Forrest & Goldstein, 2010; 2010 WPEP), stakeholders replicated and modified portions of the original WPEP survey. Using 2010 WPEP data as a baseline, the 2016 Weinland Park Neighborhood Survey (WPCNS) sought to understand changes in the neighborhood. The survey and IRB protocol were finalized in June 2016.

In July 2016, Kirwan staff built the survey in online survey tool Qualtrics. Survey questions were then exported and converted to a paper survey to be distributed in the community. In August 2016 distribution of the survey commenced. Using a hybrid digital/physical methods approach, Kirwan staff collected responses via Amazon Kindles and Paper Surveys using three methods: 1) a traveling survey station (40% of Responses); 2) canvassing door-to-door (50% of responses), and; 3) providing surveys to community partners (10% of responses). For their time, survey respondents were provided a $25 gift card to Kroger. Collection ceased in October 2016, with 75% of the responses recorded on paper surveys. Respondents took an average of 25 minutes to respond to the survey. The WPEP survey sample size or 441 was replicated; Kirwan collected 471 responses, 422 of which were usable. Locations of known respondents is illustrated in Figure 1.

Between November 2016 and May 2017, Kirwan staff cleaned and analyzed the data, culminating in this final report.

Figure 1. Location of Weinland Park



Map of Franklin County, Ohio

Figure 2. Map of Respondent Locations

Legend
Location

Respondent

Comparing Weinland Park Surveys

Summary

Comparative analysis reveals complex shifts and dynamics in the Weinland Park Neighborhood. Since 2010, survey results indicate that the demographic composition of the Weinland Park neighborhood has remained stable (see Tables 1, 2, 3, and 4). While the 2010 WPEP and 2016 WPCNS had slight sampling differences, sampling differences are within the margin of error (+/- 5%). The only discernible demographic shift was an increase of the number of residents aged 25-29 (see Figures 3 and 4). Concerning households and employment, the mean household size increased from 2.6 to 3.2 people, and those using renting with assistance decreased by 14%. Regarding employment, overall employment increased since 2010; full-time employment increased by 12% and student part-time employment increased by 15%. Satisfaction in jobs also increased by 7%.

Regarding Neighborhood Tenure, current residents of Weinland Park have lived in the neighborhood less time than their 2010 counterparts. Residents who have lived in the neighborhood 8 or more years decreased by 9% and those living 5 years or less increased by 17%. Despite the decrease in resident tenure, satisfaction with the neighborhood and housing increased. Additionally, current renters in Weinland Park are more likely to purchase a home in the neighborhood.

These positive trends continue in other parts of the survey: residents of Weinland Park believe they have an increased neighborhood voice and are more active in community organizing. Additionally, 32% more people believe the neighborhood is getting 'better' than respondents in 2010. While Police trust and overall perception of safety has remained the same, safety perceptions of children playing outside during the day increased by 19%.

Financial Wellness, Health, and Physical Wellness are also improving in Weinland Park. Residents are less likely to be behind on bills, use pay day lending, and credit cards. Likewise, the number of respondents reporting use of bank accounts increased. The number of respondents who are never behind on their bills increased by 15%, with respondents overall less likely to be behind bills. Respondents are less likely to use Pay Day lending services and a credit card, but more likely to use a bank account. Respondents still use Primary Care Physicians as their primary source of care, but increasingly use Urgent Care facilities. While respondents are less satisfied with their medical treatment, respondents are visiting the Emergency Room less.

Demographics

Table 1. Comparison of Sample Race and Ethnicity, 2010-2016

Table 1. *With a slight increase in the percentage of black or African American respondents, and a slight decrease of white respondents, both are within the sampling margin of error. The 2016 WPCNS closely replicates the 2010 WPEP survey.*

Race or Ethnicity	2010, %	2016, %	% Change
Black or African American	50%	55%	+5%
White or Caucasian	36%	33%	-3%
Hispanic or Latino	5%	2%	-2%
Asian	1%	1%	0%
Native American/Alaska Native	0%	0%	0%
Multiple	6%	4%	-1%
Other	1%	3%	+2%

Table 2. Comparison of Sample Educational Attainment, 2010-2016

Table 2. *The most significant difference in highest attained degree is the drop of those responding 'Some College.' This is due to data cleaning of Undergraduate Students (those under the age of 22 and in school). Overall, the number of respondents with high school degrees, or equivalents, has increased, indicated by the decrease of respondents who report 'Less Than High School.'*

Highest Attained Degree	2010, %	2016, %	% Change
Less Than High School Degree and/or No Schooling Completed	23%	15%	-8%
High School Degree and/or GED	20%	43%	+22%
Some College	36%	15%	-21%
Associates Degree	5%	6%	+1%
Bachelors Degree (w/ Masters, Professionals, No Credit)	11%	14%	+3%
Masters Degree (w/ Doctoral Degree, No Credit)	3%	6%	+3%
Professional Degree	0%	1%	0%
Doctoral Degree	1%	1%	0%

Table 3. Comparison of Respondents with Children, 2010-2016

Table 3. *There is no change in the number of respondents with children.*

Children Present	2010, %	2016, %	% Change
Yes	46%	46%	0%

Table 4. Comparison of Sample Sex and Age, 2010-2016

Age Range	2010			2016		
	Overall	Male	Female	Overall	Male	Female
18-19	3%	1%	2%	3%	1%	2%
20-24	27%	11%	16%	33%	15%	18%
25-29	15%	7%	8%	22%	7%	16%
30-34	10%	5%	5%	11%	6%	5%
35-39	6%	3%	3%	9%	3%	6%
40-44	7%	3%	4%	2%	1%	1%
45-49	8%	4%	4%	6%	4%	2%
50-54	13%	7%	6%	4%	3%	1%
55-59	6%	2%	4%	5%	1%	4%
60-64	3%	1%	2%	2%	1%	1%
65-69	0%	0%	0%	1%	0%	1%
70-74	1%	0%	1%	0%	0%	0%
All Ages		44%	55%		41%	59%

Table 4. *The number of respondents aged 20 - 24 and 25 - 29 increased 6% and 7% respectively. The percentage of respondents 50 - 54 decreased by 9%. Overall, respondents to the 2016 WPCNS were more 4% more female than the 2010 WPEP survey.*

Figure 3. Population Pyramid, 2010

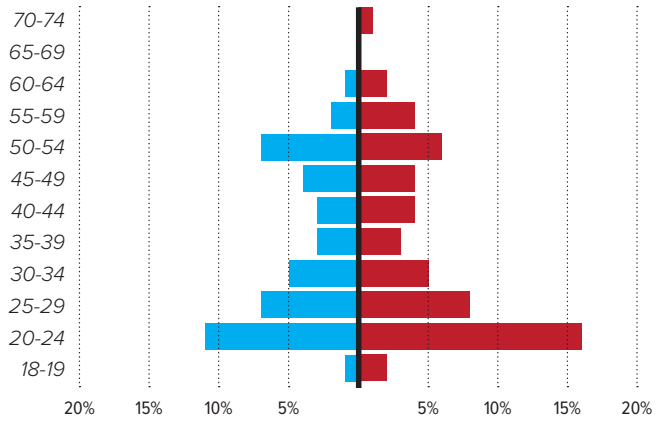


Figure 4. Population Pyramid, 2016

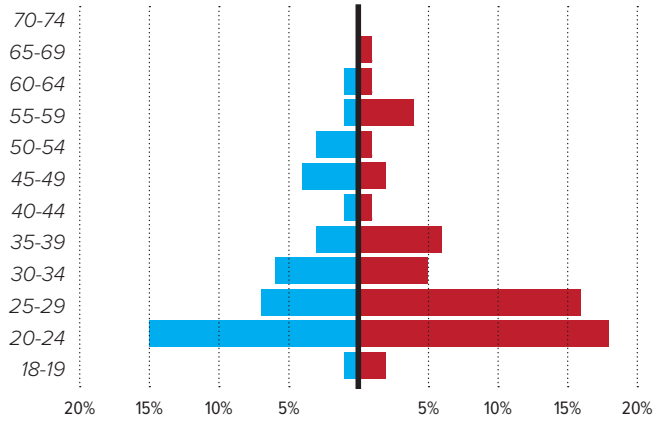


Figure 1, Figure 2. *Population Pyramids illustrate the ages of respondents for both the 2010 WPEP survey and 2016 WPCNS.*

Households & Employment

Table 5. Comparison of Mean Household Size, 2010-2016

Table 5. *Mean household size reported by respondents has increased by 0.6 individuals since the 2010 WPEP survey.*

Household Size	2010, Mean	2016, Mean	Mean Change
Mean Household Size	2.6	3.2	+0.6

Table 6. Comparison of Homelessness Rate, 2010-2016

Table 6. *Homelessness reported by respondents has decreased by 3.2% since the 2010 WPEP survey.*

Homelessness	2010, %	2016, %	% Change
Percent of Sample that has been Homeless in the 12 months	8.6%	5.3%	-3.2%

Table 7. Comparison of Employment Status Rate, 2010-2016

Table 7. *The number of respondents employed full-time increased by 12% since the 2010 WPEP survey. The number of disabled respondents decreased by 9%. Overall, those employed full or part-time increased by 11%.*

Employment Status	2010, %	2016, %	% Change
Employed Full-Time	18%	30%	+12%
Employed Part-Time	25%	24%	-1%
Unemployed (Total)	36%	35%	-1%
Unemployed Looking For Work [1]		26%	
Unemployed Not Looking For Work [1]		9%	
Homemaker	3%	2%	-1%
Disabled	15%	6%	-9%
Retired	3%	2%	-1%

TABLE FOOTNOTES:

[1]: Unemployment Looking for Work and Not Looking for Work were not included in 2010 WPEP Survey

Table 8. Comparison of Student Employment Status Rate, 2010-2016

Employment Status	2010, %	2016, %	% Change
Employed Full-Time	12%	11%	-1%
Employed Part-Time	39%	54%	+15%
Unemployed (Total)	44%	35%	-9%
Unemployed Looking For Work [1]		13%	
Unemployed Not Looking For Work [1]		23%	
Homemaker	0%	0%	0%
Disabled	5%	0%	-5%
Retired	1%	0%	-1%

TABLE FOOTNOTES:

[1]: Unemployment Looking for Work and Not Looking for Work were not included as answers in the 2010 WPEP Survey

Table 8. *Respondents indicate part-time student employment has increased by 15% since the 2010 WPEP survey.*

Table 9. Comparison of Modes of Transportation to Work, 2010-2016

Mode of Transportation	2010, %	2016, %	% Change
Drive my own car (w/ Company Car)	44%	55%	+11%
Bus	15%	18%	+3%
Bike	7%	3%	-4%
Walk	23%	13%	-10%
Carpool	6%	3%	-3%
I work from home	5%	5%	0%
Other [1]		4%	

TABLE FOOTNOTES:

[1]: Other was not included as an answer in the 2010 WPEP Survey

Table 9. *Respondents indicate that they are increasingly using personal cars to commute to work, or 10% more likely. The percentage of respondents who walk to work decreased by the same amount, or 10%.*

Table 10. Comparison of Social Welfare Benefit Use Rate, 2010-2016

Table 10. *Respondents indicate that they are using less social welfare benefits, including disability insurance, food stamps, and Section 8 housing vouchers. Bucking the trend, more respondents note they are utilizing Title 20 Childcare support.*

Social Welfare Benefits	2010, %	2016, %	% Change
Unemployment	2%	3%	+1%
Disability	15%	8%	-7%
Food Stamps (Sum of TANF, SNAP, WIC)	55%	51%	-4%
TANF	6%	3%	-3%
SNAP [1]		34%	
WIC [1]		14%	
Title 20	5%	9%	+4%
Section 8	21%	7%	-14%

TABLE FOOTNOTES:

[1]: SNAP and WIC were not included in 2010 WPEP Survey

Table 11. Comparison of job Satisfaction Rate, 2010-2016

Table 11. *Respondents indicate that they are more satisfied in their jobs.*

Job Satisfaction	2010, %	2016, %	% Change
Percent Satisfied	81%	88%	+7%

Table 12. Types of Jobs Respondents are Looking For, 2010-2016

Job Type	2010, Count	2016, Count	Count Change
Architecture/Engineering	3	2	-1
Arts/Design/Entertainment/Sports	9	10	+1
Building Grounds	3	8	+5
Cleaning/Maintenance	24	38	+14
Customer Service	14	31	+17
Business/Financial	0	7	+7
Community/Social Services	8	12	+4
Computer and Mathematical	6	4	-2
Construction/Extraction	19	4	-15
Education/Training/Library	12	7	-5
Food Preparation/Serving	41	29	-12
Healthcare Practitioner or Support	28	15	-13
Auto Technician	1	5	+4
Installation/Maintenance/Repair	4	1	-3
Legal	2	2	0
Life/Physical/Social Sciences	4	2	-2
Office/Administrative Support	22	6	-16
Personal Care/Service	11	11	0
Protective Service	2	3	+1
Research	1	6	+5
Sales	17	13	-4
Warehouse/Production	18	34	+16
Warehouse [1]		32	
Production [1]		2	
Any Job	60	26	-34

TABLE FOOTNOTES:

[1]: Warehouse and Production were combined in 2010 WPEP Survey

Table 12. *Respondents increasingly want jobs in Customer Service (+17), Warehouses and Production (+16), and Cleaning and Maintenance (+14). Respondents are less likely to look for any job (-34), Office or Administrative Support (-16), Construction and Extraction (-15), Healthcare (-13), and Food Preparation and Serving (-12).*

Neighborhood, Housing & Civic Engagement

Table 13. Comparison of Residential Tenure Type, 2010-2016

Table 13. *Respondent residential tenure type has remained nearly identical. A slight increase (+2%) in ownership rates is reflected by respondent answers, but the large majority of respondents are renters.*

Housing Tenure Type	2010, %	2016, %	% Change
Renters (Total)	91%	89%	-2%
Rent [1]		71%	
Rent with Assistance (ex. Section 8) [1]		18%	
Own	9%	11%	+2%

TABLE FOOTNOTES:

[1]: Rent and Rent with Assistance were not distinguished in 2010 WPEP Survey

Table 14. Comparison of Neighborhood Tenure Length, 2010-2016

Table 14. *Respondents to the 2016 WPCNS have lived in the neighborhood less time than respondents to the 2010 WPEP survey.*

Neighborhood Tenure Length	2010, %	2016, %	% Change
5 Years or Less	63%	81%	+17%
8 Years or More	26%	17%	-9%
20 Years or More	11%	3%	-8%

Table 15. Comparison of Housing Tenure Length, 2010-2016

Table 15. *Respondents to the 2016 WPCNS have lived in their housing less time than respondents to the 2010 WPEP survey.*

Housing Tenure Length	2010, Mean	2016, Mean	Mean Change
1 Year or Less	46%	44%	-2%
5 Years or Less	91%	82%	-9%

Table 16. Comparison of Neighborhood Satisfaction, 2010-2016

Table 16. *Respondents to the 2016 WPCNS are more satisfied with the Weinland Park Neighborhood than respondents to the 2010 WPEP survey.*

Neighborhood Satisfaction	2010, Mean	2016, Mean	Mean Change
Neighborhood Satisfaction, Scale of 1 - 10	6.10	7.09	+0.99

Table 17. Comparison of Housing Satisfaction, 2010-2016

Housing Satisfaction	2010, Mean	2016, Mean	Mean Change
Housing Satisfaction, Scale of 1 - 10	6.73	6.97	+0.24

TABLE FOOTNOTES:

[1] Imputed Mean; Scale 1-10, with 1 indicating Not Satisfied and 10 indicating Very Satisfied

Table 17. *Respondents to the 2016 WPCNS are more satisfied with their housing than respondents to the 2010 WPEP survey.*

Table 18. Comparison of Neighborhood Change Perception, 2010-2016

Neighborhood Change Perception	2010, %	2016, %	% Change
Neighborhood Change Index, Scale of 0-1	**0.43**	**0.70**	**+0.27**
Better	*37%*	*72%*	*+35%*
Not Changed Much	*34%*	*20%*	*-14%*
Worse	*15%*	*2%*	*-13%*

Table 18. *Respondents to the 2016 WPCNS perceive the neighborhood to be increasingly better than respondents to the 2010 WPEP survey.*

Table 19. Comparison of Housing Condition Change Perception, 2010-2016

Housing Condition Change Perception	2010, %	2016, %	% Change
Housing Condition Index, Scale of 0-1	**0.74**	**0.82**	**+0.08**
Good	*37%*	*53%*	*+16%*
Needs Minor Repairs	*34%*	*29%*	*-5%*
Needs Moderate Repairs	*15%*	*13%*	*-2%*
Needs Major Repairs	*14%*	*6%*	*-8%*

Table 19. *Respondents to the 2016 WPCNS perceive their housing to be in better condition than respondents to the 2010 WPEP survey. 16% more respondents indicate their housing condition to be 'Good.' Homes needing major repairs decreased by 8%.*

Table 20. Comparison of Renters willing to Purchase Home in Weinland Park, 2010-2016

Table 20. *Respondents who rent in the 2016 WPCNS are more willing purchase a home in the Weinland Park neighborhood than respondents to the 2010 WPEP survey.*

Renters willing to Purchase Home	2010, %	2016, %	% Change
Yes	39%	62%	+23%
Don't Know [1]	3%		
No	58%	38%	-20%

TABLE FOOTNOTES:

[1]: Don't Know was not included as a potential answer in the 2016 WPCNS Survey

Table 21. Comparison of Owners willing to Re-Purchase Home in Weinland Park, 2010-2016

Table 21. *Respondents who own in the 2016 WPCNS are more willing re-purchase a home in the Weinland Park neighborhood than respondents to the 2010 WPEP survey.*

Owners willing to Re-Purchase Home	2010, %	2016, %	% Change
Yes	49%	60%	+11%
Don't Know [1]	12%		
No	39%	40%	+1%

TABLE FOOTNOTES:

[1]: Don't Know was not included as a potential answer in the 2016 WPCNS Survey

Table 22. Comparison of Neighborhood Identification, 2010-2016

Table 22. *Respondents increasingly identify their neighborhood as 'Weinland Park.' Likewise, respondents are less likely to refer to their neighborhood as 'Short North' and 'Campus.'*

Neighborhood Identification	2010, %	2016, %	% Change
Short North	49%	21%	-28%
Weinland Park	13%	39%	+26%
Streets/Intersections	8%	9%	+1%
Campus	21%	10%	-11%
Hood/Ghetto	4%	2%	-2%
North/Northside	2%	2%	0%
Other	4%	13%	+9%

Table 23. Comparison of Neighborhood Voice Perception, 2010-2016

Neighborhood Voice	2010, %	2016, %	% Change
Neighborhood Voice Index	**0.35**	**0.51**	**+0.16**
A Great Deal	12%	24%	+12%
A Fair Amount	19%	27%	+8%
A Little	29%	27%	-2%
Not at All	40%	22%	-18%

Table 23. *Respondents increasingly believe they have the power to influence decisions taking place in the Weinland Park neighborhood.*

Table 24. Comparison of Neighborhood Interaction, 2010-2016

Neighborhood Voice	2010, %	2016, %	% Change
Combined Imputed Daily likelihood of Neighbor Interaction	**.59**	**.44**	**-.15**
Never	7%	10%	+3%
Less than Once a Month	3%	13%	+10%
Once a Month	5%	10%	+5%
Weekly, or Bi-Weekly	28%	37%	+9%
Daily	56%	49%	-7%

Table 24. *Respondents are 15% less likely to interact with their neighbors. The number of respondents interacting with their neighbors less than once a month has increased 10%.*

Table 25. Comparison of Neighbors Known By Name, 2010-2016

Neighborhood Voice	2010, %	2016, %	% Change
Combined Imputed Mean of Neighbors Known	**16**	**12**	**-4**
0	9%	16%	+7%
1-10	55%	53%	-2%
10-25	18%	20%	+2%
25-50	7%	5%	-2%
50+	10%	5%	-5%

Table 25. *Respondents know 33% fewer people in their neighborhood by name. The number of respondents who do not know any of their neighbors by name has increased 7% since the 2010 WPEP survey.*

Table 26. Comparison of Neighborhood Feedback, 2010-2016

Table 26. *Respondents increasingly believe Weinland Park has a pleasant appearance, that car traffic moves safely through the neighborhood and that parks and recreational areas are nearby.*

Neighborhood Feedback	2010, % True	2016, % True	% Change
This Neighborhood has a pleasant appearance.	34%	77%	+43%
Car traffic moves safely through this neighborhood.	54%	68%	+14%
I feel safe biking and walking in this neighborhood.	72%	76%	+4%
Stores and businesses in the area meet my needs.	73%	73%	0%
Parks and recreational areas are nearby.	83%	88%	+5%
...has housing for people of difference incomes and families sizes.	90%	93%	+3%
COTA buses are easily accessible.	96%	94%	-2%

Table 27. Comparison of Participation in Community Organizing, 2010-2016

Table 27. *The number of respondents involved in community organizing has more than doubled since the 2010 WPEP survey.*

Community Organizing	2010, %	2016, %	% Change
Participation in Community Organizing	29%	62%	+32%

Police, Safety & Neighborhood Issues

Table 28. Comparison of Police Trust, 2010-2016

Police Trust	2010, Mean[1]	2016, Mean[1]	Mean Change
All Respondents Police Trust, Scale of 1-10	6.42	6.49	+0.07
Black or African American Respondents Police Trust, Scale of 1-10	5.76	5.71	-0.05

TABLE FOOTNOTES:

[1]: Imputed Mean; Scale 1-10, with 1 indicating No Trust and 10 indicating High Trust

Table 28. *Respondent trust of police has remained stable since the 2010 WPEP survey, with only marginal changes.*

Table 29. Comparison of Perception of Safety, 2010-2016

Perception of Safety	2010, Mean[1]	2016, Mean[1]	Mean Change
Alone Outside, During the Day, Scale of 1-10	7.95	7.99	+0.04
Alone Outside, At Night, Scale of 1-10	5.30	5.98	+0.68

TABLE FOOTNOTES:

[1]: Imputed Mean; Scale 1-10, with 1 indicating Not Safe and 10 indicating Very Safe

Table 29. *Respondent perceptions of safety, alone, outside at night, has increased, but is still below safety, alone, outside during the day.*

Table 30. Comparison of Perception of Safety for Children, 2010-2016

Perception of Safety	2010, %	2016, %	Mean Change
Yes, It is Safe for Children to Play during the Day	55%	74%	+19%

Table 30. *Respondent perceptions of children's safety has increased significantly.*

Table 31. Comparison of Perception of Neighborhood Issues, 2010-2016

Perception of Neighborhood Issues	2010, Mean[1, 2]	2016, Mean	Mean Change
Unsupervised Youth	6	5	-1
Infestation of Pests	6	5	-1
Noise & Poor Air Quality	5	5	0
Strangers from Outside the Neighborhood	5	5	0
Aggressive Dogs	3	4	1

TABLE FOOTNOTES:

[1]: 2010 WPEP Survey Report does not include decimals for this question.

[2]: Imputed Mean; Scale 1-10, with 1 indicating Not an Issue and 10 indicating a Major Issue

Table 31. *Respondent perceptions neighborhood issues has decreased since the 2010 WPEP survey; the exception to the decreases is an increase of a problem with aggressive dogs.*

Financial Wellness

Table 32. Comparison of Frequency of Respondents who are Behind on Bills, 2010-2016

Table 32. *Respondents are generally less likely to be behind on bills than respondents to the 2010 WPEP survey. Those who are late on bills are increasingly late every month.*

Behind on Bills Frequency	2010, %	2016, %	% Change
Never	43%	58%	+15%
Less Than Once a Year	13%	10%	-3%
1-6 Times A Year	29%	10%	-19%
Every Month (With Sum of Smaller Increments)	16%	23%	+7%
Once A Month		11%	
Several Times A Month		7%	
Once A Week		5%	

TABLE FOOTNOTES:

[1]: Once A Month, Several Times A Month, and Once A Week were not included as a potential answers in the 2010 WPEP Survey

Table 33. Comparison of Respondent Use of Financial Services, 2010-2016

Table 33. *Respondents are less likely to have credit cards and use Pay Day Lending services and more likely to have Bank Accounts.*

Use of Services	2010, %	2016, %	% Change
Credit Card	58%	36%	-22%
Bank Account	33%	61%	+28%
Savings Account [1]		43%	
Bank Debit Card [1]		32%	
Pay Day Lending	18%	8%	-10%

TABLE FOOTNOTES:

[1]: Savings Account and Bank Debit Card were not included as a potential answers in the 2010 WPEP Survey

Health and Physical Wellness

Table 34. Comparison of Respondent Source of Primary Healthcare, 2010-2016

Source of Primary Healthcare	2010, %	2016, %	% Change
Primary Care Physician	47%	48%	+1%
Emergency Room	22%	14%	-8%
Specialists	15%	6%	-9%
Free Clinic	7%	6%	-1%
Urgent Care	6%	15%	+9%
Other	2%	3%	+1%
I have not had Medical Treatment in the last 12 Months [1]		7%	

TABLE FOOTNOTES:

[1]: I have not had Medical Treatment... was not included as a potential answer in the 2010 WPEP Survey

Table 34. *Respondents continue to largely utilize Primary Care Physicians for their primary source of healthcare. Respondents are also less likely to use the emergency room and specialists. Respondents are also more likely to use Urgent Care facilities as a source of primary healthcare.*

Table 35. Comparison of Respondent Satisfaction with Medical Treatment, 2010-2016

Satisfaction with Medical Treatment	2010, Mean	2016, Mean	Mean Change
Satisfaction with Medical Treatment, Scale of 1-10	8.27	7.61	-0.66

TABLE FOOTNOTES:

[1]: Imputed Mean; Scale 1-10, with 1 indicating Low Satisfaction and 10 indicating High Satisfaction

Table 35. *Respondents are significantly less satisfied with their medical treatment.*

Table 36. Comparison of Respondent Emergency Room Utilization, 2010-2016

Table 36. *Respondents are visiting the Emergency Room less than respondents to the 2010 WPEP survey.*

Emergency Room Visits	*2010, %*	*2016, %*	*% Change*
Imputed Yearly Visits	**1.72**	**1.67**	**-0.05**
1	17%	23%	+6%
2	14%	18%	+4%
3	7%	11%	+4%
4	3%	3%	0%
5	6%	2%	-4%
6	3%	1%	-2%
7	2%	1%	-1%
8	1%	0%	-1%
9	0%	1%	+1%
10	1%	2%	+1%
11	0%	0%	0%
12	1%	0%	-1%
12+	4%	0%	-4%

Table 37. Comparison of Respondent Health Problems, 2010-2016

Health Problems	2010, %	2016, % [1]	% Change
Asthma	31%	42%	+11%
Diabetes	11%	12%	+1%
High Blood Pressure	25%	26%	+1%
Heart Disease	7%	6%	-1%
Obesity	8%	10%	+2%
Depression	32%	30%	-2%
Anxiety Disorder	19%	23%	+4%
Bipolar Disorder	15%	9%	-6%
Schizophrenia	6%	3%	-3%
Vision	53%	12%	-41%
Hearing	7%	3%	-4%

TABLE FOOTNOTES:

[1]: Respondents who answered at least one question were used to calculate percentages (n = 154).

Table 36. *Respondents are increasingly aware of asthma problems within their households (+11%). Overall the number of health problems are trending up. One exception is the decrease in Vision problems. This may be a response anomaly.*


1225

A Portrait of Weinland Park, 2016

Overview

Following the analysis of the comparisons, Kirwan Institute recognized that to represent the neighborhood and the people behind the data, more analysis was needed. The neighborhood wide analysis assumes that each individual in the neighborhood perceives the same lived experience; a weakness of the comparative approach. After data cleaning, Kirwan staff deployed two-step cluster methods to determine if discrete groups exist within the Weinland Park neighborhood. After more than 100 simulations, nine factors were determined to create reliable clusters: Age, Sex, Race, Highest Attained Education, Residential Tenure, Neighborhood Tenure, Presence of Children in the Household, Labor Force Employment Status, and Student Status. This process sorted the large majority of responses (97%) into five groups or 'clusters' of residents. In instances where data was missing, residents responses were hand sorted (3%) utilizing the weighting system developed by the two-step cluster methods.

Cluster names were derived from the top three characteristics of each group. Illustrative adjectives were assigned to groups via interpretation of data outside the model core. These adjectives are meant to be purely descriptive.

Community Contexts

One of the most difficult things about interpreting the amount of data in this report are the contexts of Weinland Park. To guide the reader, we've provided excerpts from other Kirwan Institute documents and research that we're calling Community Contexts. These short snippets provide narrative context to many of the issues that Kirwan Institute works on and are intended to help the reader navigate complex social issues.

Use

There are several different ways that Kirwan Institute believes readers can utilize this data and report.

First, we hope that the data and report inform a more robust conversation about the portrait clusters within the community. To enable this conversation data is presented in different ways: tables, maps, charts, and illustrative narrative. Each approach takes into account resident use and has been streamlined to effectively communicate pertinent points.

Second, we hope that the community can build on insights of this portrait approach to enable transformative community change and inform policy priorities. As a part of the survey results roll out, Kirwan Institute staff engaged the community by talking with residents to contextualize data and information; making it easier to digest the substantial data created and provide additional interpretive insights.

Third, Kirwan Institute hopes that this analysis will replicated for other neighborhoods in Columbus, Ohio and that this might serve as a model for other neighborhood survey efforts outside of Columbus. Early community feedback suggests a need and desire for more robust resident survey efforts to inform local policy, particularly in the City of Columbus. We also hope that external groups can use this report to inform the design of their own neighborhood surveys and analysis approach.

Table 38. Portrait Clustering Components and Segments[1, 2]

Icon		% Overall MOE (+/- 5%)	Sex	Age (Mean, Yrs.)	Race	Household Tenure	Neigh. Tenure (Mean, Yrs.)
	NEIGHBORHOOD CORE	**31%** (*n* = 131) **CLASS MOE: +/- 8%**	F: 66% M: 34%	30.4	**Black: 82%** White: 8% Multiple: 5% Hisp/Latino: 4% Other: 1%	**Rent: 88%** Rent w/ Assist.: 7% Own: 3%	**5.97**
	EDUCATED WORKFORCE	**19%** (*n* = 81) **CLASS MOE: +/- 10%**	M: 54% F: 46%	31.3	**White: 81%** **Asian: 6%** Black: 6% Hisp/Latino: 4% Multiple: 1% Other: 1%	Rent: 57% **Own: 43%**	**3.17**
	BUCKEYE UNDERGRADS	**17%** (*n* = 75) **CLASS MOE: +/- 10%**	M: 55% F: 45%	**21.6**	**White: 68%** **Black: 20%** Other: 4% Hisp/Latino: 3% Multiple: 3% Native: 1%	**Rent: 97%** Rent w/ Assist.: 3%	**0.94**
	ASPIRATIONAL FAMILIES	**13%** (*n* = 58) **CLASS MOE: +/- 15%**	**F: 79%** M: 21%	**26.2**	**Black: 93%** Multiple: 3% White: 2%	**Rent w/ Assist.: 81%** Rent: 12% Own: 2%	**3.48**
	BOOMERS & INDEPENDENTS	**13%** (*n* = 58) **CLASS MOE: +/- 15%**	F: 48% M: 47% T: 1%	**52.9**	**Black: 62%** **White: 14%** **Multiple: 10%** **Other: 10%**	**Rent: 59%** **Rent w/ Assist.: 24%** Own: 3%	**9.74**

Child. in HH	Current Employment	Highest Attained Education		Student Status	Short Description
Y: 82% N: 18%	**In Labor Force: 88%** *Emp. Full: 29%* *Emp. Part: 26%* *Unemp., Looking: 33%* **Not In Labor Force: 12%** Unemp., Not Looking: 8% Homemaker: 2% Disabled: 0% Retired: 2%	**Less Than H.S.: 14%** No School Complete: 4% Less Than H.S.: 10% **H.S. Diploma or GED: 82%** *H.S. Diploma: 44%* *G.E.D.: 19%* *Some College: 19%*	**Post-Secondary: 4%** Associates: 2% Bachelors: 1% Masters: 1% Professional: 2% Doctoral: 0%	**No Student: 90%** **Student: 10%** G.E.D.: 7% Associates: 2% Undergraduate: 1% Post-Graduate: 0% Online, For-Profit: 1%	As the median resident, these families have school aged children and enjoy the sense of community, people, neighbors, and friends in Weinland Park.
N: 77% Y: 23%	**In Labor Force: 88%** *Emp. Full: 57%* *Emp. Part: 26%* *Unemp., Looking: 5%* **Not In Labor Force: 12%** Unemp., Not Looking: 7% Homemaker: 5% Disabled: 0% Retired: 0%	**Less Than H.S.: 1%** No School Complete: 0% Less Than H.S.: 1% **H.S. Diploma or GED: 14%** H.S. Diploma: 4% G.E.D.: 0% Some College: 10%	**Post-Secondary: 85%** Associates: 4% *Bachelors: 52%* *Masters: 26%* Professional: 1% Doctoral: 2%	**No Student: 79%** **Student: 21%** G.E.D.: 7% Associates: 2% Undergraduate: 1% *Post-Graduate: 19%* Online, For-Profit: 1%	Educated and employed, these residents live in Weinland Park because of it's location, location, location.
N: 95% Y: 4%	**In Labor Force: 79%** Emp. Full: 12% *Emp. Part: 53%* Unemp., Looking: 13% **Not In Labor Force: 21%** *Unemp., Not Looking: 21%* Homemaker: 0% Disabled: 0% Retired: 0%	**Less Than H.S.: 0%** No School Complete: 0% Less Than H.S.: 0% **H.S. Diploma or GED: 88%** *H.S. Diploma: 81%* G.E.D.: 1% Some College: 5%	**Post-Secondary: 12%** *Associates: 12%* Bachelors: 0% Masters: 0% Professional: 0% Doctoral: 0%	**No Student: 1%** **Student: 99%** G.E.D.: 0% Associates: 8% *Undergraduate: 89%* Post-Graduate: 1% Online, For-Profit: 0%	As undergraduate students at The Ohio State University, they live in Weinland Park because of its proximity to OSU and other campus activities.
Y: 93% N: 7%	**In Labor Force: 98%** Emp. Full: 24% Emp. Part: 9% *Unemp., Looking: 66%* **Not In Labor Force: 2%** Unemp., Not Looking 2:% Homemaker: 0% Disabled: 0% Retired: 0%	**Less Than H.S.: 36%** No School Complete: 10% *Less Than H.S.: 26%* **H.S. Diploma or GED: 64%** *H.S. Diploma: 34%* *G.E.D.: 12%* *Some College: 17%*	**Post-Secondary: 0%** Associates: 0% Bachelors: 0% Masters: 0% Professional: 0% Doctoral: 0%	**No Student: 81%** **Student: 19%** *G.E.D.: 12%* Associates: 2% Undergraduate: 3% Post-Graduate: 1% Online, For-Profit: 2%	As young families in the neighborhood, they believe that the best things about Weinland Park are its neighborhood programs, organizations, parks, schools, events and activities.
N: 88% Y: 9%	**In Labor Force: 40%** Emp. Full: 7% Emp. Part: 21% Unemp., Looking: 12% **Not In Labor Force: 60%** Unemp., Not Looking 4:% Homemaker: 2% *Disabled: 44%* *Retired: 11%*	**Less Than H.S.: 14%** No School Complete: 3% Less Than H.S.: 10% **H.S. Diploma or GED: 72%** *H.S. Diploma: 50%* *G.E.D.: 14%* Some College: 9%	**Post-Secondary: 14%** Associates: 5% Bachelors: 7% Masters: 0% Professional: 2% Doctoral: 0%	**No Student: 100%** **Student: 0%** G.E.D.: 0% Associates: 0% Undergraduate: 0% Post-Graduate: 0% Online, For-Profit: 0%	Baby Boomers and independent residents with a disability, they enjoy Weinland Park's sense of community, neighbors, and their friends.

TABLE FOOTNOTES:
[1:] All percentage calculations reflect respondents who did not answer questions (N/A Respondents).
[2:] Items in bold illustrate important factors of each portrait subgroup.

Figure 5. Neighborhood Core Segment Illustration

Neighborhood Core

SEGMENT OVERVIEW

Neighborhood Core represents 31% of the neighborhood. Respondents are majority black (82%) and majority female (66%). As a majority renter (88%) subgroup, nearly all households have children (82%) and participate in the labor force (87%). There are a large number unemployed respondents (33%), but most are employed full (29%) or part-time (25%). Respondents are typically high school graduates (82%), but some lack a high school degree (14%). About half of those without a high school degree are pursuing their GED (7%). Typical Neighborhood Core respondents have lived in the Weinland Park neighborhood for six years, and have lived in current residence for a little more than three and a half years.

NEIGHBORHOOD, INCOME, & HOUSING

Neighborhood Core respondents earn about $1,460 a month and spend $445 a month on rent (30% Mean Housing Burden). Earning $17,500 a year, this places many Neighborhood Core respondents under area median income, allowing residents to utilize SNAP (36%), WIC (18%) and Title 20 (18%) benefits. A minority have bank accounts (38%) and more than one-in-ten use pay-day lending services (12%).

Neighborhood Core respondents believe the neighborhood has improved (73%) and are satisfied with the neighborhood (6.4). Most Neighborhood Core respondents are living in homes that are in good condition (52%) or needing minor repairs (28%). Only 19% report needing moderate or major repairs to their residences. Respondents believe they have some input on community decisions (.58) and more than one third perceive car traffic as a neighborhood issue (35%). Many would like to fix up vacant properties (38%), a cleaner neighborhood (34%), better neighborhood housing (34%), and help homeless people (34%).

One out of four Neighborhood Core respondents attend Weinland Park Community Civic Association meetings (24%) because they want to be engaged in the neighborhood (57%). Those who don't attend typically don't know about the meetings (47%) or lack time to attend (21%). Despite this, they frequently interact with their neighbors (.73) and rank their interactions as positive (.83) with 41% reporting extremely good interactions. On average, they know almost 10 neighbors by name and interact by hanging out on porches (47%) and saying "hello" from their porch (47%). Neighborhood Core respondents perceive litter to be the most significant problem in Weinland Park (6.6) along with unsupervised youth (5.8). They generally feel safe at home and in their neighborhood, but at night they feel the least safe outside (6.9). Despite their investment in the neighborhood, Neighborhood Core respondents are not very trusting of police (5.5).

EMPLOYMENT

Neighborhood Core respondents are typically happy in their current jobs (87%), but many part-time workers are looking for new employment opportunities (48%). Currently, respondents are employed in customer service (23%) and food preparation and service (20%). Others are employed in cleaning and maintenance (9%) and warehouses (9%). Those looking for new employment are seeking jobs in cleaning or maintenance (15%), customer service (11%), food preparation and serving (11%), and warehouses (11%). Among those unemployed, they have been looking for employment four and a half months (4.48). Neighborhood Core respondents typically drive their own car to work (51%) or take the bus (31%), with an average commute of 21 minutes. 12% of Neighborhood Core respondents have used workforce development programs and are employed either full or part-time. 9% of Neighborhood Core respondents who have used workforce development programs are unemployed.

HEALTHCARE

Neighborhood Core respondents are moderately satisfied with their healthcare (7.38) and one-in-four haven't had insurance in the past 12 months (25%). 61% use MEDICAID, and 22% of respondents note someone has asthma in their household. 11% report someone with learning disabilities and diabetes in their household. Respondents typically use primary care physicians, but also use the emergency room (22%) on average of 2.3 times a year.

Figure 6. Educated Workforce Segment Illustration

Educated Workforce

SEGMENT OVERVIEW

Educated Workforce respondents make up 19% of the neighborhood. Educated Workforce respondents are majority white (81%) and split by sex, but slightly more male (57%). Split between renters (57%) and owners (43%), most households do not have children (77%) and are in the labor force (88%) either full-time (57%) or part-time (26%). Respondents typically have bachelor's degrees (52%) or graduate degrees (30%) and about 19% of respondents are pursuing graduate degrees. Typical Educated Workforce respondents have lived in the Weinland Park neighborhood for three years, and have lived in current residence for about the same amount of time.

NEIGHBORHOOD, INCOME, & HOUSING

Educated Workforce respondents earn about $5,690 a month and spend $800 a month on rent (15% mean housing burden) and $1,100 on mortgage payments (19% mean housing burden). Earning $68,300 a year in income, few Educated Workforce respondents utilize SNAP (2%), WIC (1%) and Title 20 (1%). Nearly all have bank accounts (95%), with savings accounts (72%). The majority also have bank credit or debit cards (68%) and credit cards (65%).

They believe the neighborhood has improved (81%) and are very satisfied with the neighborhood (7.9). Most Neighborhood Core respondents are living in homes that are in good condition (59%) or needing minor repairs (18%). 19% report needing moderate repairs to their residences. They believe they have some input on community decisions (.56) and more than one third desire more stores and businesses (39%) and perceive car traffic as a neighborhood issue (38%). They would like to fix up vacant properties (59%) and have a safer (49%) and cleaner neighborhood (46%).

One out of eight attend Weinland Park Community Civic Association meetings (15%) because they want to be informed (92%), engaged (75%), and meet neighbors (67%). Those who don't attend typically don't know about the meetings (43%) or lack time to attend (29%). Despite this, they frequently interact with their neighbors (.72) and rank their interactions as positive (.83) with 43% reporting extremely good interactions. On average, they know almost 9 neighbors by name and interact by saying "hello" from their porch (73%), hanging out on porches (62%), walking (43%), and doing yard work (42%). Educated Workforce respondents perceive litter to be the most significant problem (6.0) along with auto break-ins (5.9). They feel very safe at home during the day and night, and in their neighborhood during the day, but at night they feel unsafe (5.5). Despite this, they highly trust police (7.9).

EMPLOYMENT

Educated Workforce respondents are typically happy in their current jobs (93%), with few looking for new employment opportunities (15%). Currently, respondents are employed in food preparation and serving (23%), business (20%), arts/design/entertainment/sports (10%), or education (10). Those looking for new employment are seeking jobs in arts/design/entertainment/sports (19%). Educated Workforce respondents typically drive their own car to work (54%), take the bus (12%), or work from home (12%) with an average commute of 13 minutes. 7% of Educated Workforce respondents have used workforce development programs and are employed. 1% of Educated Workforce respondents who have used workforce development programs are unemployed.

HEALTHCARE

Educated Workforce respondents are moderately satisfied with their healthcare (7.73) and one-in-five haven't had insurance in the past 12 months (20%). 13% report depression and 10% report a learning disability. Respondents typically use primary care physicians (62%), but also use the urgent care (13%) or report having not seen a doctor in the past 12 months (13%).

Figure 7. Buckeye Undergrads Segment Illustration

Buckeye Undergrads

SEGMENT OVERVIEW

Buckeye Undergrads represent 18% of the neighborhood. Buckeye Undergrads, despite being majority white (68%), are more racially diverse than other groups with a segment of black (20%) respondents. They are split by sex, but slightly more male (55%), and renters (97%). Few households have children (4%), but respondents are employed part-time (53%), or not looking for work (21%). Respondents have high school degrees (88%) or associates degrees (12%). 89% of respondents are pursuing Undergraduate Degrees. Typical Buckeye Undergrad respondents have lived in the Weinland Park neighborhood for about one year, and have lived in current residence for the same amount of time.

NEIGHBORHOOD, INCOME, & HOUSING

Buckeye Undergrads respondents earn about $1,890 a month and spend $1,080 a month on rent (57% mean housing burden). Earning $22,700 a year in income, few Buckeye Undergrad respondents utilize SNAP (3%). Nearly all have bank accounts (81%), with savings accounts (69%). The majority also have credit cards (56%).

They believe the neighborhood has not changed much (51%) which is likely attributable to their short tenure, but are very satisfied with the neighborhood (7.6). Most Buckeye Undergrad respondents are living in residences that are in need minor repairs (47%) or are in good condition (37%). 15% report needing moderate repairs to their residences. Overwhelmingly, they believe they have little to no input on community decisions (.35), yet more than one third desire increased safety for biking and walking. Buckeye Undergrads would like to help homeless people (53%), increase safety (52%) and have a cleaner neighborhood (49%).

No Buckeye Undergrads attend Weinland Park Community Civic Association meetings (100%) because they don't know about the meetings (86%) or lack time to attend (34%). They sometimes interact with their neighbors (.66) and rank their interactions as positive (.79) with 37% reporting moderately good interactions. On average, they know 5 neighbors by name and interact by hanging out on porches (53%) and saying "hello" (48%). Buckeye Undergrads respondents perceive litter to be the most significant problem (5.9) along with drugs (5.6). They feel very safe at home during the day and night, and in their neighborhood during the day, but at night they feel somewhat unsafe (4.8). Despite this, they highly trust police (7.6).

EMPLOYMENT

Buckeye Undergrads respondents are typically happy in their current jobs (88%), but some part-time workers are looking for new employment opportunities (28%). Currently, respondents are employed in food preparation and service (22%), customer service (10%), and business (10%). Those looking for new employment are seeking jobs in arts/design/entertainment/sports (13%) or customer service (13%). Buckeye Undergrads respondents typically drive their own car to work (60%) or walk (25%), with an average commute of 15 minutes. No Buckeye Undergrads respondents have used workforce development programs.

HEALTHCARE

Buckeye Undergrads respondents are moderately satisfied with their healthcare (7.66) and about one-in-four haven't had insurance in the past 12 months (23%) despite the requirement for The Ohio State University. Among health problems prevalent in this subgroup 14% report anxiety, 13% report depression, and 11% report asthma. Respondents typically use primary care physicians (52%), but also use the urgent care (24%).

Figure 8. Aspirational Families Segment Illustration

Aspirational Families

SEGMENT OVERVIEW

Aspirational Families represent 14% of the neighborhood. Aspirational Families respondents are majority black (93%), female (79%), and renting with assistance (81%). Nearly all households have children (93%), but respondents are unemployed (66%) with only one-in-four employed full-time (24%). While most respondents have high school degrees (64%) more than one-third have less than a high school degree (36%). Of Aspirational Families respondents, 12% are pursuing their GED's. Typical Aspirational Families respondents have lived in the Weinland Park neighborhood for about three and a half years, and have lived in current residence for the same amount of time.

NEIGHBORHOOD, INCOME, & HOUSING

Aspirational Families respondents earn about $1,060 a month and spend between $230 and $250 a month on rent (24% Mean Housing Burden). Earning $12,700 a year in income, most Aspirational Families respondents rent with assistance (81%) and SNAP (69%), with some respondents utilizing WIC (36%) and Title 20 (10%). Very few respondents have bank accounts (19%), savings accounts (12%), or credit cards (12%).

They believe the neighborhood has gotten better (80%) and are moderately satisfied with the neighborhood (6.2). Most Aspirational Families respondents are living in residences are in good condition (51%) or need minor repairs (29%). 19% report needing moderate or major repairs to their residences. They believe they have a lot of input on community decisions (.63) more than one-in-three (36%) desire slower traffic and one-in-four (23%) desire increased safety for biking and walking. They would like better housing (43%) and to help homeless people (41%).

One out of eight attend Weinland Park Community Civic Association meetings (16%) because they want to be informed about what is going on in the neighborhood (56%). Those who don't attend typically don't know about the meetings (57%) or lack time to attend (23%). Despite this, they frequently interact with their neighbors (.75) and rank their interactions as positive (.79) with 43% reporting extremely good interactions. On average, they know almost 8 neighbors by name and interact by hanging out on porches (57%) and by saying "hello" from their porch (50%). Aspirational Families respondents perceive litter to be the most significant problem (6.5) along with unsupervised youth (6.1). They feel very safe at home during the day and night, and in their neighborhood during the day, but at night they feel moderately safe (6.6). They so not trust police as much as other subgroups (5.5).

EMPLOYMENT

Aspirational Families respondents are typically happy in their current jobs (79%), but 68% are looking for new employment opportunities. Currently, respondents are employed in cleaning and maintenance (17%), warehouses (17%), customer service (13%) and food preparation and service (13%). Those looking for new employment are seeking jobs in cleaning and maintenance (16%), warehouses (14%), food preparation and service (14%), and customer service (13%). Among those unemployed, they have been looking for employment almost four months (3.77). Aspirational Families respondents typically drive their own car to work (63%) or take the bus (21%), with an average commute of 21 minutes. In total, 33% of Aspirational Families have used workforce development programs. 11% of that 33% are currently employed, while 22% are unemployed.

HEALTHCARE

Aspirational Families respondents are moderately satisfied with their healthcare (7.91) and one-in-four haven't had insurance in the past 12 months (28%). 61% use MEDICAID, and 35% of respondents note someone has asthma in their household. 11% report depression. Respondents typically use primary care physician (36%), but also use the emergency room (24%) on average of 1.9 times a year and a free clinic (11%).

Figure 9. Boomers and Independents Segment Illustration

Boomers & Independents

SEGMENT OVERVIEW

Boomers & Independents represent 14% of the neighborhood. Boomers and Independents respondents the most racially diverse subgroup. While majority black (62%), more than one-in-ten are white (14%), or identify as having multiple races (10%). The Boomers and Independents subgroup is split by sex. While majority renter (59%), nearly one-in-four rent with assistance (24%). Nearly all households lack children (88%), but respondents are not in the labor force (59%) or employed part-time (215). Most respondents have high school degrees (72%) or more. Of Boomers & Independents respondents, none (0%) are students. Typical Boomers and Independents respondents have lived in the Weinland Park neighborhood the longest at nearly 10 years, but only in their current residence for over six years.

NEIGHBORHOOD, INCOME, & HOUSING

Boomers & Independents respondents earn about $1,250 a month and spend about $490 a month on rent (39% Mean Housing Burden). Earning $15,000 a year in income, some Boomers & Independents respondents utilize SNAP (53%), Disability Insurance (31%), and rent with assistance (24%). One-third of respondents have bank accounts (34%). Less use bank credit or debit cards (22%), savings accounts (14%), or credit cards (12%).

They believe the neighborhood has gotten better (75%), with only a few believing the neighborhood has declined (6%). They are moderately satisfied with the neighborhood (6.7). Most Boomers & Independents respondents are living in residences that are in good condition (65%) or need minor repairs (25%). 10% report needing moderate repairs to their residences. They believe they have some input on community decisions (.52) a little less than one-in-three (29%) desire slower traffic. They would like to fix-up vacant properties (47%), have a cleaner neighborhood (44%), and help homeless people (40%).

One out of four attend Weinland Park Community Civic Association meetings (25%) because they want to be engaged in the neighborhood (50%) and meet neighbors (50%). Some of those who don't attend don't know about the meetings (29%). They frequently interact with their neighbors (.71) and rank their interactions as positive (.82) with 50% reporting moderately good interactions. On average, they know almost 11 neighbors by name and interact by saying "hello" from their porch (47%) and hanging out on porches (45%). Boomers & Independents respondents perceive litter to be the most significant problem (6.3) along with drugs (5.7). They feel very safe at home during the day and night. They feel safe in their neighborhood during the day, but at night they feel moderately safe (6.0). They moderately trust police (6.4).

EMPLOYMENT

Boomers & Independents respondents are toward the end of their careers. Those who remain are typically happy in their current jobs (87%), but 47% are looking for new employment opportunities. Currently, respondents are employed in food preparation and service (20%), and customer service (14%). Those looking for new employment are seeking jobs in cleaning and maintenance (19%), warehouses (19%). Boomers & Independents respondents typically drive their own car to work (55%), take the bus (18%), or walk (13%) with an average commute of 22 minutes. 9% of Boomers & Independents respondents have used workforce development programs and are employed. 27% of Aspirational Families respondents have used workforce development programs.

HEALTHCARE

Boomers & Independents respondents are moderately satisfied with their healthcare (7.61) and one-in-four haven't had insurance in the past 12 months (23%). 87% use MEDICAID, and 20% of respondents note someone has a learning disability or depression in their household. 18% report anxiety, and 13% report asthma and bipolar disorder. Respondents typically use primary care physicians (55%), but also use the emergency room (18%) on average of 2.4 times a year and a free clinic (18%).

Households & Employment

Table 39. Household Size, by Residential Tenure and Cluster

Cluster	Overall, Count	Rent, Count	Rent w/ As., Count	Own, Count
1: Neighborhood Core	3.54	3.46	3.78	***
2: Educated Workforce	2.88	2.62		3.21
3: Buckeye Undergrads	3.80	3.82	***	
4: Aspirational Families	3.70	4.00	3.54	***
5: Boomers & Independents	1.72	1.79	1.69	***

TABLE FOOTNOTES:
***: Information Withheld; Sample ≤ 5

Table 39. *Renting Aspirational Families have the largest household size (4.00). Boomers and Independents renting with assistance have the smallest household size (1.69)*

Table 40. Household Annual and Monthly Income, by Cluster

Cluster	Annual Income	(+/-)	Monthly Income	(+/-)
1: Neighborhood Core	$17,479	(+/- $1545)	$1,458	(+/- $128)
2: Educated Workforce	$68,224	(+/- $7604)	$5,683	(+/- $633)
3: Buckeye Undergrads	$22,667	(+/- $2853)	$1,892	(+/- $237)
4: Aspirational Families	$12,682	(+/- $1667)	$1,058	(+/- $139)
5: Boomers & Independents	$15,000	(+/- $1978)	$1,250	(+/- $164)

Table 40. *Educated Workforce average income is the highest in the Weinland Park neighborhood, and Aspirational Families is the lowest.*

Table 41. Homelessness in the past 12 months, by Cluster

Cluster	Overall, %
1: Neighborhood Core	6%
2: Educated Workforce	0%
3: Buckeye Undergrads	0%
4: Aspirational Families	7%
5: Boomers & Independents	16%

Table 41. *Boomers and Independents are the most likely cluster to experience homelessness (16%).*

Table 42. Household Social Welfare Benefit Use Rate, by Cluster

Table 42. *Aspirational Families and Boomers and Independents are the most likely clusters to utilize SNAP, Section 8, and TANF. Neighborhood Core and Aspirational Families are the most likely clusters to use WIC and Title 20.*

Cluster	Unemply., %	Disability, %	TANF, %	SNAP, %	WIC, %	Title 20, %	Section 8, %
1: Neighborhood Core	2%	6%	5%	36%	18%	18%	7%
2: Educated Workforce	1%	1%	0%	2%	1%	1%	0%
3: Buckeye Undergrads	0%	***	0%	***	0%	0%	***
4: Aspirational Families	2%	2%	7%	69%	36%	10%	81%
5: Boomers & Independents	7%	31%	2%	53%	7%	2%	24%

TABLE FOOTNOTES:
***: Information Withheld; Sample ≤ 5

Table 43. Transportation Mode to Work, by Cluster

Table 43. *All clusters typically drive their own car to commute to work. Neighborhood Core, Aspirational Families, and Boomers and Independents also use buses. Buckeye Undergrads are the most likely to walk to work.*

Cluster	Home, %	Walk, %	Bike, %	Bus, %	Carpool, %	Car, %	Other, %
1: Neighborhood Core	1%	10%	0%	31%	4%	51%	3%
2: Educated Workforce	12%	9%	3%	12%	4%	54%	6%
3: Buckeye Undergrads	0%	25%	8%	2%	2%	60%	2%
4: Aspirational Families	5%	5%	5%	21%	0%	63%	0%
5: Boomers & Independents	0%	17%	0%	25%	0%	50%	8%

Table 44. Imputed Time to Work, by Cluster

Table 44. *Educated Workforce has the shortest commute time (13 min.), with Boomers & Independents, Neighborhood Core, and Aspirational Families having 22-21 min. commutes.*

Cluster	Minutes, Mean
1: Neighborhood Core	21
2: Educated Workforce	13
3: Buckeye Undergrads	15
4: Aspirational Families	21
5: Boomers & Independents	22

Table 45. Imputed Time to Work, by Transportation Mode

Mode	Minutes, Mean
Bike	11
Bus	30
Carpool	18
Drive my own car	15
Other (e.g. combination)	25
Walk	15

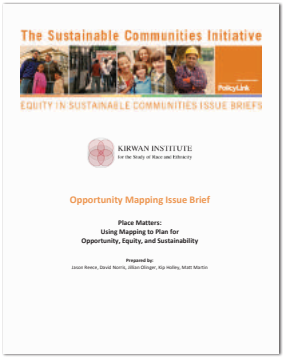
Table 45. *Bus riders have the longest commute to work (30 min.) while those that commute by bicycle have the shortest commute (11 min.).*

Table 46. Job Satisfaction, by Employment Status and Cluster

Cluster	Overall, %	Full-Time, %	Part-Time, %
1: Neighborhood Core	87%	92%	81%
2: Educated Workforce	93%	91%	95%
3: Buckeye Undergrads	88%	***	85%
4: Aspirational Families	79%	86%	60%
5: Boomers & Independents	87%	***	82%

TABLE FOOTNOTES:
***: Information Withheld; Sample ≤ 5

Table 46. *Individuals in the Aspirational Families cluster employed part-time have the lowest job satisfaction. Educated Workforce residents employed part-time have the highest job satisfaction and the highest overall job satisfaction.*



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Community Context

Embracing Diversity and Preparing for the Future

From ***Opportunity Mapping Issue Brief***
By Jason Reece, David Norris, Jillian Olinger, Kip Holley, and Matt Martin, 2013

"Now is the time to make real the promises of democracy. Now is the time to open the doors of opportunity to all of God's children."

Dr. Martin Luther King, Jr.

By 2042, the majority of our nation's population will be people of color. In the past decade, almost all of the net U.S. population growth—92 percent—has come from people of color. Latinos largely drove that increase. While immigration continues to play a role, the majority of growth in the Latino population now comes from new births by Latino residents. Many places would have lost population were it not for their growing diverse populations. Among the largest 100 metropolitan regions, the white population declined in two of every five of them, but the Latino population increased in all of them, and the Asian population increased in all but a handful of them.

While increasing diversity and immigration can be a national asset, promising energy, innovation, and growth, not everyone has access to the prosperity and opportunity that our nation and regions have to offer. Income inequality between African Americans and whites is the highest it's been in 25 years, communities of color are still reeling from vacancy and abandoned housing in the wake of the housing crisis, and severe educational and skills disparities persist. A recent study projects that 45 percent of jobs in 2018 will require at least an associates degree, yet only 27 percent of African American and 26 percent of Latino workers have such a degree, compared to 43 percent of white workers. Too many children today are struggling. Almost 40 percent of black children lived in poverty in 2011, compared to 38 percent of American Indian, 34 percent of Hispanic, 14 percent of Asian, and 13.5 percent of white children. Building sustainable and economically resilient communities involves addressing issues such as regional economic diversity, renewable energy, climate change, collaboration, and healthy competition. But it also means that individuals and families can have what they need to succeed and contribute to society. It means strong local economies, as well as energizing global partnerships. It means smart planning that reduces long commutes. It means preventative health care, and civic vibrancy. Sustainable regional planning means ensuring that all communities—especially our most vulnerable ones—are equipped to handle hardship and bounce back. It means creating a vibrant national economy by attracting local investment and stimulating regional economic growth, and ensuring that all residents are educated to compete in the global economy. Through sustainable and resilient communities, equity is achieved—just and fair inclusion into a society where all can participate and prosper. In the end, the planning process is about the people: making sure that the systems, from health care, to education, to transit, to housing, serve their needs, regardless of race, class, or ethnicity. This means residents must be given a chance to have a voice in the conversations that shape the future of their community.

To read more visit:
go.osu.edu/OppMap

Table 47. Employed Respondents Looking for New Job, by Employment Status and Cluster

Cluster	Full Time, Not Looking	Full Time, Looking	Part Time, Not Looking	Part Time, Looking
1: Neighborhood Core	48%	11%	20%	20%
2: Educated Workforce	69%	10%	17%	3%
3: Buckeye Undergrads	27%	4%	50%	19%
4: Aspirational Families	53%	29%	12%	6%
5: Boomers & Independents	8%	8%	62%	23%

Table 47. *Employed Aspirational Families are the most likely to be looking for new jobs (35%) followed by Neighborhood Core and Boomers & Independents (31% each). Employed Educated Workforce is the least likely to be looking for work (14%)*

Table 48. *The most common type of job for residents of Weinland Park is Food Preparation and Serving. Many residents are also employed in Customer Service, Business, Warehouse Jobs, Cleaning/ Maintenance, and Education.*

Table 48. Types of Jobs Respondents Currently Have, by Cluster[1]

	Neighborhood Core	Educated Workforce	Buckeye Undergrads	Aspirational Families	Boomers & Independents
Architecture/Engineering	0%	0%	0%	0%	0%
Arts/Design/Entertainment/Sports	1%	10%	7%	0%	8%
Building Grounds	1%	0%	6%	0%	17%
Cleaning/Maintenance	9%	0%	1%	17%	8%
Customer Service	23%	3%	10%	13%	8%
Business/Financial	3%	20%	10%	7%	0%
Community/Social Services	3%	0%	0%	0%	0%
Computer and Mathematical	0%	0%	1%	0%	0%
Construction/Extraction	3%	0%	1%	3%	0%
Education/Training/Library	5%	10%	6%	3%	0%
Food Preparation/Serving	20%	23%	22%	13%	8%
Healthcare Practitioner or Support	0%	5%	4%	7%	0%
Technician	0%	0%	0%	0%	0%
Installation/Maintenance/Repair	0%	0%	0%	3%	0%
Legal	0%	3%	1%	0%	8%
Life/Physical/Social Sciences	3%	0%	4%	3%	0%
Office/Administrative Support	0%	3%	1%	0%	0%
Personal Care/Service	1%	3%	0%	0%	8%
Production	7%	0%	1%	0%	8%
Protective Service	0%	3%	1%	0%	0%
Research	0%	8%	1%	0%	0%
Sales	4%	8%	4%	3%	0%
Warehouse	9%	0%	4%	17%	8%
Any Job	8%	5%	9%	10%	17%

TABLE FOOTNOTES:

[1]: Information with Sample ≤ 5 not withheld for illustrative purposes.

Table 49. Types of Jobs Respondents are Looking For, by Cluster[1]

	Neighborhood Core	Educated Workforce	Buckeye Undergrads	Aspirational Families	Boomers & Independents
Architecture/Engineering	2%	0%	0%	0%	0%
Arts/Design/Entertainment/Sports	2%	19%	13%	3%	0%
Building Grounds	4%	0%	0%	1%	5%
Cleaning/Maintenance	15%	0%	0%	16%	19%
Customer Service	11%	6%	13%	13%	5%
Business/Financial	3%	13%	8%	1%	0%
Community/Social Services	4%	13%	8%	3%	0%
Computer and Mathematical	2%	0%	0%	1%	0%
Construction/Extraction	1%	0%	0%	0%	5%
Education/Training/Library	2%	13%	0%	3%	0%
Food Preparation/Serving	11%	0%	4%	14%	5%
Healthcare Practitioner or Support	9%	6%	8%	6%	5%
Technician	2%	0%	4%	0%	0%
Installation/Maintenance/Repair	0%	0%	0%	0%	5%
Legal	1%	0%	0%	1%	0%
Life/Physical/Social Sciences	0%	0%	0%	3%	0%
Office/Administrative Support	1%	13%	8%	1%	0%
Personal Care/Service	4%	0%	8%	3%	5%
Production	1%	0%	0%	1%	0%
Protective Service	1%	0%	4%	1%	0%
Research	0%	13%	8%	1%	0%
Sales	5%	0%	4%	5%	5%
Warehouse	11%	0%	4%	14%	19%
Any Job	10%	6%	4%	6%	24%

TABLE FOOTNOTES:

[1]: Information with Sample ≤ 5 not withheld for illustrative purposes.

Table 49. *The most common type of job for residents of Weinland Park are looking for are in Cleaning/ Maintenance, Business, Food Preparation/Serving, and Warehouses.*

Neighborhood, Housing & Civic Engagement

Table 50. Household Neighborhood Tenure Length, by Residential Tenure and Cluster

Table 50. *The longest tenured residents of the Weinland Park neighborhood are Boomers and Independents. The newest residents are Buckeye Undergrads.*

Cluster	Overall, in Years	Rent, in Years	Rent w/ As., in Years	Own, in Years
1: Neighborhood Core	6.0	5.6	***	***
2: Educated Workforce	3.2	2.0		4.7
3: Buckeye Undergrads	0.9	0.9	***	
4: Aspirational Families	3.5	***	3.5	***
5: Boomers & Independents	9.7	8.7	5.4	***

TABLE FOOTNOTES:
***: Information Withheld; Sample ≤ 5

Table 51. Household Residential Tenure Length, by Residential Tenure and Cluster

Table 51. *The longest tenured residents living in their homes are Boomers and Independents. The shortest tenured residents are Buckeye Undergrads. The largest gap is between Educated Workforce Owners and Renters.*

Cluster	Overall, in Years	Rent, in Years	Rent w/ As., in Years	Own, in Years
1: Neighborhood Core	3.9	3.6	***	***
2: Educated Workforce	2.6	1.7		3.9
3: Buckeye Undergrads	0.9	0.9	***	
4: Aspirational Families	3.2	***	3.2	***
5: Boomers & Independents	6.3	4.9	4.4	***

TABLE FOOTNOTES:
***: Information Withheld; Sample ≤ 5

Table 52. Household Housing Cost, by Residential Tenure and Cluster

Cluster	I do not pay rent, %	Average Rent, $	Average Rent w/ Assist., $	Average Mortgage, $
1: Neighborhood Core	10%	$445	$250	***
2: Educated Workforce	1%	$803		$1,083
3: Buckeye Undergrads	0%	$1,064	***	
4: Aspirational Families	21%	$250	$228	***
5: Boomers & Independents	10%	$488	$225	***
Overall	**8%**	**$610**	**$234**	**$1,083**

TABLE FOOTNOTES:
***: Information Withheld; Sample ≤ 5

Table 52. *Buckeye Undergrads pay the most for their rent. Aspirational Families pay the least for their rent. Educated Workforce mortgages are slightly more per month than Buckeye Undergrads rent.*

Table 53. Household Count of Adults, by Cluster

Cluster	1 Adult Households, %	2 Adult Households, %	2+ Adult Households, %
1: Neighborhood Core	38%	21%	41%
2: Educated Workforce	2%	14%	84%
3: Buckeye Undergrads	***	***	***
4: Aspirational Families	59%	16%	26%
5: Boomers & Independents	***	***	***

TABLE FOOTNOTES:
***: Information Withheld; Sample ≤ 5

Table 53. *Educated Workforce households are most likely to have more than two adults. Aspirational families are the most likely to have only one adult.*

Table 54. Household Rent and Mortgage Sharing, by Cluster

Table 54. *Buckeye Undergrads are the most likely to share rents or mortgages with Roommates, with Educated Workforce behind. Aspirational Families are the least likely to share rents or mortgages with others. Educated Workforce is most likely to share with a spouse*

Cluster (Scale of 1-10)	No Share	Roommate	Spouse	Parent	Child	Sibling	Other
1: Neighborhood Core	70%	11%	10%	5%	2%	1%	1%
2: Educated Workforce	39%	38%	25%	0%	3%	0%	1%
3: Buckeye Undergrads	8%	91%	0%	3%	0%	3%	0%
4: Aspirational Families	84%	0%	11%	2%	0%	2%	1%
5: Boomers & Independents	65%	8%	15%	4%	4%	6%	0%

Table 55. Household Neighborhood Satisfaction, by Residential Tenure and Cluster

Table 55. *Renting Boomers and Independents are the most satisfied with the Weinland Park Neighborhood. Aspirational Families who rent with assistance are the least satisfied with the Weinland Park neighborhood.*

Cluster (Scale of 1-10)	Overall, Mean	Rent, Mean	Rent w/ As., Mean	Own, Mean
1: Neighborhood Core	7.09	7.01	7.75	***
2: Educated Workforce	7.14	6.89		7.48
3: Buckeye Undergrads	6.77	6.77	***	
4: Aspirational Families	6.42	7.20	6.33	***
5: Boomers & Independents	7.98	8.59	6.54	***

TABLE FOOTNOTES:
***: Information Withheld; Sample ≤ 5

Table 56. Household Housing Satisfaction, by Residential Tenure and Cluster

Table 56. *Educated Workforce Owners are the most satisfied with their housing. Boomers and Independents renting with assistance are the least satisfied with their housing.*

Cluster (Scale of 1-10)	Overall, Mean	Rent, Mean	Rent w/ As., Mean	Own, Mean
1: Neighborhood Core	6.47	6.43	8.25	***
2: Educated Workforce	7.86	7.26		8.64
3: Buckeye Undergrads	7.61	7.60	***	
4: Aspirational Families	6.22	7.57	5.82	***
5: Boomers & Independents	6.71	7.13	5.42	***

TABLE FOOTNOTES:
***: Information Withheld; Sample ≤ 5

Table 57. Household Neighborhood Change Perception, by Cluster

Cluster	Index	Better, %	Not Chng. Much, %	Worse, %
1: Neighborhood Core	0.78	79%	21%	1%
2: Educated Workforce	0.79	81%	18%	1%
3: Buckeye Undergrads	0.46	47%	51%	1%
4: Aspirational Families	0.79	80%	18%	2%
5: Boomers & Independents	0.70	75%	19%	6%

Table 57. *Educated Workforce and Aspirational Families believe the Weinland Park neighborhood is getting better. Buckeye Undergrads believe that not much has changed.*

Table 58. Household Housing Condition Change Perception, by Cluster

Cluster	Index	Good, %	Minor Rep., %	Mod. Rep., %	Major Rep., %
1: Neighborhood Core	0.81	52%	28%	9%	10%
2: Educated Workforce	0.83	59%	18%	19%	5%
3: Buckeye Undergrads	0.80	37%	47%	15%	1%
4: Aspirational Families	0.80	51%	29%	11%	9%
5: Boomers & Independents	0.89	65%	25%	10%	0%

Table 58. *Boomers and Independents perceive the highest housing quality. Buckeye Undergrads and Aspirational Families perceive the worst housing quality.*

Table 59. Neighborhood and Educational Mobility, by Cluster

Cluster	Have not Moved in 12 Months	Have not Moved in 5 Years	Children Changed Schools Due to Move
1: Neighborhood Core	62%	43%	8%
2: Educated Workforce	42%	8%	2%
3: Buckeye Undergrads	25%	5%	0%
4: Aspirational Families	65%	23%	9%
5: Boomers & Independents	52%	26%	7%

Table 59. *Despite Boomers & Independents having the longest neighborhood tenure, Neighborhood Core is the least mobile portrait. Buckeye Undergrads are the most mobile group.*

Table 60. List[1] of Previous Resident Neighborhoods and Cities, by Cluster

Table 60. *Residents of Weinland Park come from a diverse array of places, including places in and outside of Columbus. The most frequent previous neighborhood listed was Weinland Park. The second most mentioned previous neighborhood was Columbus (General). Adjacent and surrounding neighborhoods and places are also commonly mentioned (Linden, North Side, Victorian and Italian Village, Short North, etc.)*

Neigh. Core	Educated Workforce	Buckeye Undergrads	Asp. Families	Boomers & Independ.
Weinland Park	Weinland Park	University District	Weinland Park	Weinland Park
Columbus (General)[2]	Victorian Village	Columbus (General)[2]	Linden	Columbus (General)[2]
East Side	Italian Village	Youngstown, OH	South Side	Short North
Linden	University District	Weinland Park	Columbus (General)[2]	
Short North	Clintonville	Cincinnati, OH	Victorian Village	
North Side	Upper Arlington	Cleveland, OH	Milo Grogan	
Whitehall	Columbus (General)[2]		South Park	
Southside	Olde Towne East			
Cleveland, OH	Harrison West			
Italian Village	Grandview			
Westerville				
Rosewind				

TABLE FOOTNOTES:

[1:] Only neighborhoods which were listed twice by any portrait group are included; References are in order, top to bottom, of counts.

[2:] Columbus (General) refers to respondents who listed just "Columbus" as their previous neighborhood.

Table 61. Renter and Owner willingness to Purchase or Re-Purchase Home in Weinland Park, by Cluster

Table 61. *Residents in the Neighborhood Core are the most willing to purchase a home in the neighborhood. Buckeye Undergrads are the least willing to purchase a home in the neighborhood.*

Cluster	Renter, %	Owner, %
1: Neighborhood Core	71%	***
2: Educated Workforce	60%	64%
3: Buckeye Undergrads	44%	
4: Aspirational Families	65%	***
5: Boomers & Independents	58%	***

TABLE FOOTNOTES:

[***:] Information Withheld; Sample ≤ 5

Table 62. Neighborhood Identification, by Cluster

Cluster	Weinland Park, %	Short North, %	Campus, %	Street, %	Other, %	Slang, %
1: Neighborhood Core	24%	26%	2%	1%	17%	10%
2: Educated Workforce	60%	9%	10%	9%	9%	2%
3: Buckeye Undergrads	16%	5%	23%	24%	24%	13%
4: Aspirational Families	28%	22%	5%	0%	0%	12%
5: Boomers & Independents	28%	24%	5%	3%	3%	5%

Table 62. *Educated Workforce is most likely to identify the neighborhood as 'Weinland Park.' Neighborhood Core, Aspirational Families, and Boomers and Independents also frequently identify the neighborhood as 'Short North,' Short,' and 'North.'*

Table 63. Neighborhood Voice, Interaction, Interaction Quality Index, and Neighbors Known by Name

Cluster	Voice Index[1]	Neigh. Interact. Index[2]	Neigh. Interact. Qual. Index[3]	Neigh. Knwn. by Name, Mean [4]
1: Neighborhood Core	0.58	0.73	0.83	9.7
2: Educated Workforce	0.56	0.72	0.83	8.8
3: Buckeye Undergrads	0.35	0.66	0.79	5.0
4: Aspirational Families	0.63	0.75	0.79	7.8
5: Boomers & Independents	0.52	0.71	0.82	10.7

TABLE FOOTNOTES:

[1:] Index Scale 0-1, with 1 Indicating Strongest Possible Voice; Imputed from Table 64. Neighborhood Voice Perception, by Cluster

[2:] Daily Likelihood; Imputed from Table 65. Neighborhood Interaction, by Cluster

[3:] Index Scale 0-1, with 1 Indicating Highest Possible Interaction Quality; Imputed from Table 66. Neighborhood Interaction Quality, by Cluster

[4:] Mean Count;; Imputed from survey question asking respondents how many neighbors they know by name.

Table 63. *Aspirational Families perceive the most Voice in Community Decisions and also interact most within the community. Neighborhood Core and Educated Workforce perceive the best neighbor interaction quality. Boomers and Independents know the most neighbors by name.*

Table 64. Neighborhood Voice Perception, by Cluster

Cluster	Great Deal, %	Fair Amount, %	A Little, %	Not at All, %
1: Neighborhood Core	29%	28%	29%	13%
2: Educated Workforce	13%	37%	28%	21%
3: Buckeye Undergrads	7%	19%	34%	40%
4: Aspirational Families	40%	33%	12%	15%
5: Boomers & Independents	33%	22%	24%	20%

Table 64. *Aspirational Families perceive they have a 'Great Deal' of input on community decisions. Buckeye Undergrads perceive they have 'Little' to 'No' input on community decisions.*

Table 65. Neighborhood Interaction, by Cluster

Table 65. *Aspirational Families are the most likely to interact daily with neighbors. Educated Workforce is the most likely to interact weekly or bi-weekly with neighbors. Buckeye Undergrads are least likely to interact with neighbors.*

Cluster	Never, %	Ls. Once a Mth., %	Once a Mth.,%	Wkly or Bi-Wkly., %	Daily, %
1: Neighborhood Core	6%	11%	10%	26%	46%
2: Educated Workforce	5%	10%	10%	43%	32%
3: Buckeye Undergrads	14%	14%	1%	38%	33%
4: Aspirational Families	7%	9%	9%	25%	49%
5: Boomers & Independents	12%	8%	10%	25%	45%

Table 66. Neighborhood Interaction Quality, by Cluster

Table 66. *Aspirational Families and Educated Workforce perceive the highest quality of interactions. Buckeye Undergrads are the most neutral in their perceptions of neighbor interaction quality.*

Cluster	Ex. Bad	Mod. Bad	Sl. Bad	Neither	Sl. Good	Mod. Good	Ex. Good
1: Neighborhood Core	0%	1%	2%	9%	13%	34%	41%
2: Educated Workforce	0%	1%	0%	16%	10%	30%	43%
3: Buckeye Undergrads	1%	0%	1%	19%	10%	37%	32%
4: Aspirational Families	4%	2%	4%	13%	4%	31%	43%
5: Boomers & Independents	0%	4%	0%	6%	12%	50%	29%

Table 67. Neighborhood Interaction Type, by Cluster

Activity, %	Neigh. Core	Educated Workforce	Buckeye Undergrads	Asp. Families	Boomers & Independ.
I don't interact with my Neighbors	17%	11%	20%	19%	7%
Doing Yard Work.	22%	42%	9%	17%	28%
Gaming.	13%	5%	9%	14%	3%
Hanging out on the Porch.	47%	62%	53%	57%	45%
Hanging out at the Neighborhood Festival.	21%	21%	0%	29%	26%
"Hello" from the porch, yard, street, or while running errands.	47%	73%	48%	50%	47%
Meals Together.	16%	16%	15%	22%	12%
Participating with Neighbors in Block Watch Meetings.	4%	4%	0%	7%	7%
Playtime with Neighborhood Kids or Families.	27%	9%	1%	41%	10%
Socializing at Cookouts.	26%	28%	20%	21%	17%
Sporting Activities.	22%	5%	17%	9%	7%
To Discuss a Neighborhood Problem.	12%	23%	11%	14%	14%
Walking.	39%	43%	27%	29%	33%
Social Support in Times of Need.	9%	14%	0%	19%	14%
Other	8%	14%	4%	10%	12%

Table 67. *The most frequent interaction in the Weinland Park neighborhood are saying 'Hello' from the porch, yard, or street and 'Hanging Out' on the porch. Educated Workforce and Neighborhood Core clusters interact while walking in the neighborhood most frequently. Aspiring Families rely on each other the most for social support in times of need. Buckeye Undergrads are the most likely to not interact with their neighbors.*

Table 68. Neighborhood Feedback, by Cluster

Table 68. *More than 90% of residents believe that Weinland Park has housing for people of difference incomes and family sizes. Buckeye Undergrads feel the least safe biking and walking in the neighborhood.*

Feedback, %	Neigh. Core	Educated Workforce	Buckeye Undergrads	Asp. Families	Boomers & Independ.
...has housing for people of different incomes and family sizes.	92%	93%	91%	93%	96%
Store and businesses in the area meet my needs.	75%	61%	74%	81%	84%
Parks and recreational areas are nearby.	88%	85%	78%	93%	98%
I feel safe biking and walking in Weinland Park.	78%	74%	62%	77%	91%
Car traffic moves safely through Weinland Park.	65%	63%	79%	64%	71%
COTA buses are easily accessible.	95%	95%	92%	93%	96%
Weinland Park has a pleasant appearance.	82%	65%	64%	86%	89%

Table 69. Neighborhood Feedback, by WPCCA Attendance

Table 69. *There are few differences in feedback between those who do or do not attend WPCCA meetings. The area of feedback with the widest gap is "Parks and recreational areas are nearby."*

Feedback, %	Attend WPCCA Meetings	Do Not Attend WPCCA Meetings
...has housing for people of different incomes and family sizes.	95%	92%
Store and businesses in the area meet my needs.	70%	74%
Parks and recreational areas are nearby.	95%	86%
I feel safe biking and walking in Weinland Park.	75%	76%
Car traffic moves safely through Weinland Park.	70%	68%
COTA buses are easily accessible.	94%	94%
Weinland Park has a pleasant appearance.	83%	76%

Table 70. Percentage Wanting Specific Neighborhood Improvements, by Cluster

Improvements, %	Neigh. Core	Educated Workforce	Buckeye Undergrads	Asp. Families	Boomers & Independ.
No Improvements	14%	5%	10%	17%	5%
Better Access to Healthy Food	23%	36%	29%	26%	31%
Better Access to a Variety of Stores	29%	41%	36%	29%	35%
More Creative Activities or Outlets for Children	27%	24%	10%	31%	33%
Cleaner Neighborhood	34%	46%	49%	34%	44%
Rid Neighborhood of Drugs	25%	43%	30%	24%	40%
Better Healthcare	13%	9%	7%	12%	22%
More Affordable Housing	33%	25%	18%	34%	31%
Better Housing	34%	24%	32%	43%	33%
Better Neighbors	17%	1%	8%	19%	25%
Better Parks and Recreation Facilities	20%	30%	21%	24%	22%
Better Police and City Services	19%	16%	15%	24%	24%
Better Public Transportation	8%	10%	5%	10%	16%
Better Roads or Streets	12%	23%	21%	12%	24%
Better Schools	16%	20%	5%	19%	15%
Greater Safety	27%	49%	52%	22%	29%
Help Homeless People	34%	29%	53%	41%	40%
More and Better Child Care	28%	13%	7%	36%	18%
More and Better Jobs	34%	24%	11%	33%	36%
More Unity Among Neighbors	17%	18%	8%	16%	33%
Fix up Vacant Properties	38%	59%	44%	31%	47%

Table 70. *Group differences within the neighborhood illustrate differing desires for improvement. Educated Workforce wants better access to healthy food and a variety of stores. Neighborhood Core and Aspiring Families want more affordable and better housing. Boomers and Independents want better roads or streets and public transportation. Buckeye Undergrads want greater safety and to help homeless people. Aspiring Families seek more and better child care. Neighborhood Core, Aspiring Families, and Boomers & Independents desire more and better jobs. Educated Workforce wants to fix up vacant properties.*

Table 71. Percentage Wanting Specific Neighborhood Improvements, by WPCCA Attendance

Table 71. *Attendance at WPCCA meetings does not significantly alter desires for neighborhood improvements. The areas that differ the most are those who attend WPCCA meetings want a cleaner neighborhood, more unity among neighbors, and more creative outlets for children.*

Improvements, %	*Attend WPCCA Meetings*	*Do Not Attend WPCCA Meetings*
No Improvements	9%	9%
Better Access to Healthy Food	33%	26%
Better Access to a Variety of Stores	29%	33%
More Creative Activities or Outlets for Children	32%	22%
Cleaner Neighborhood	50%	37%
Rid Neighborhood of Drugs	33%	30%
Better Healthcare	14%	11%
More Affordable Housing	32%	26%
Better Housing	33%	31%
Better Neighbors	14%	14%
Better Parks and Recreation Facilities	24%	22%
Better Police and City Services	24%	18%
Better Public Transportation	14%	8%
Better Roads or Streets	18%	17%
Better Schools	20%	13%
Greater Safety	35%	34%
Help Homeless People	32%	38%
More and Better Child Care	23%	19%
More and Better Jobs	26%	27%
More Unity Among Neighbors	27%	15%
Fix up Vacant Properties	39%	43%

Table 72. Percent of Attendance, and Reason for Attendance at WPCCA, by Cluster[1]

Cluster	Attend, %	To Be Engaged, %	To Meet Neighbors, %	To Be Informed, %
1: Neighborhood Core	24%	57%	40%	37%
2: Educated Workforce	15%	75%	67%	92%
3: Buckeye Undergrads	0%			
4: Aspirational Families	16%	33%	33%	56%
5: Boomers & Independents	25%	50%	50%	43%

TABLE FOOTNOTES:

[1] Respondents were able to select multiple reasons for attendance.

Table 72. *Each portrait cluster has a different reason for attending WPCCA meetings. The most selected reason among Neighborhood Core is to be engaged. The most selected reason for Educated Workforce and Aspirational Families is to be informed. Buckeye Undergrads to not attend WPCCA meetings.*

Table 73. Percent of No-Attendance, and Reason for Non-Attendance at WPCCA, by Cluster[1]

Cluster	No-Attend, %	Don't Know About, %	Lack Time to Attend, %	Don't Like Meetings, %	They're Not Useful, %	Inconvenient Times, %	I Have No Transport., %
1: Neighborhood Core	76%	47%	21%	3%	3%	16%	4%
2: Educated Workforce	85%	43%	29%	4%	6%	22%	1%
3: Buckeye Undergrads	100%	86%	34%	7%	3%	0%	4%
4: Aspirational Families	84%	57%	23%	4%	2%	15%	9%
5: Boomers & Independents	75%	29%	5%	12%	5%	12%	2%

TABLE FOOTNOTES:

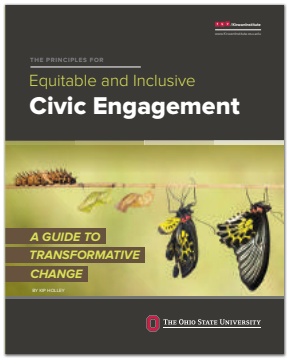
[1] Respondents were able to select multiple reasons for non-attendance.

Table 73. *The most selected reason for all clusters for non-attendance at WPCCA meetings is that they don't know about the meetings. Undergrads are the most likely to lack the time to attend, while Educated Workforce is the most like to not attend due to inconvenient meeting times.*

Table 74. Participation in Community Organizing, by Cluster

Cluster	Mean, Times in the Past Year
1: Neighborhood Core	3.32
2: Educated Workforce	2.89
3: Buckeye Undergrads	1.42
4: Aspirational Families	2.40
5: Boomers & Independents	3.63

Table 74. *Boomer & Independents participate the most frequently in community organizing, with Neighborhood Core behind them. Buckeye Undergrads participate the least frequently.*



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Community Context

The Kirwan Institutes's Definition of Civic Engagement

From ***The Principles for Equitable and Inclusive Civic Engagement: A Guide for Transformative Change***
By Kip Holley, 2016

We believe that civic engagement is more than just a set of practices; it is also a set of conditions. The civic engagement environment is not only informed by what we practice, but by how we are positioned in our communities. The civic engagement environment exists in the interconnection of our community and individual lives. How we practice civic engagement is tied to our access to resources and opportunities, which is dependent upon the (perceived and intended) motivations behind issue-specific public engagements...

...We believe that *civic engagement describes the practices, principles and socioeconomic conditions that comprise the environment in which people interact with their community and come together to make and implement community decisions that provide justice and opportunity for all community members.* Community decision-making is the foundation of access to opportunities and justice. Certainly state and federal laws and regulations, as well as a rapidly globalizing world, impact our lives. Yet how we experience and define our communities on an everyday level—interactions with our neighbors, service providers, local businesses, religious leaders, and officials—helps to give shape to the ideas like "neighborhood" and "community" and provides a space for people to act with power no matter their circumstances. City hall meetings and voting booths are not the only places for our voices to be heard. People engage with their communities in a multitude of ways, from community festivals and PTA meetings to shopping at local businesses and participating in block watches. These interactions are central to the idea of community, and provide people with a rich environment for creating opportunities for everyone.

At its most basic, civic engagement is how we exercise our political power, individually and collectively. Research shows that civic engagement is the tool that people tend to interact with policymakers and others with the power to act on our communities directly. Civic engagement is how we as people make community policies more responsive and ensure that those decisions are beneficial.

On one hand, in a democracy, the voices of those who participate most are most likely to be heard and heeded by decision-makers. On the other hand, inequitable access to meaningful civic engagement opportunities can lead to inequitable participation - and thus, unjust investments, conditions, and outcomes.

To read more visit:
go.osu.edu/CivEngage

Police, Safety & Neighborhood Issues

Table 75. Safety and Police Trust, by Cluster[1]

Cluster	Home, During Day	Home, at Night	Outside, During Day	Outside, at Night	Police Trust
1: Neighborhood Core	7.9	7.2	7.8	6.9	5.5
2: Educated Workforce	8.9	7.5	8.3	5.5	7.9
3: Buckeye Undergrads	8.5	6.9	8.0	4.8	7.6
4: Aspirational Families	8.1	7.4	7.6	6.6	5.5
5: Boomers & Independents	8.3	8.0	8.2	6.0	6.4

TABLE FOOTNOTES:

[1] Imputed Mean; Scale 1-10, with 1 indicating Not Safe and 10 indicating Very Safe

Table 75. *Educated Workforce residents are the most trusting of Police. Neighborhood Core and Aspirational Families are the least trusting of Police. Neighborhood Core and Aspirational Families feel the most safe and Buckeye Undergrads feel least safe.*

Table 76. Comparison of Perception of Safety for Children, 2010-2016

Cluster	2010, Percentage responding 'Yes'
1: Neighborhood Core	81%
2: Educated Workforce	85%
3: Buckeye Undergrads	73%
4: Aspirational Families	82%
5: Boomers & Independents	94%

Table 76. *When asked if respondents felt is was safe for children to play outside Boomers and Independents perceive that the neighborhood is safest for children outside. Buckeye Undergrads perceive the least amount of safety for children outside.*

Table 77. Perception of Neighborhood Crime and Issues, 2010-2016[1]

Table 77. *Litter is perceived as the most significant issue in the Weinland Park neighborhood for all groups. Educated Workforce perceives a problem with Auto Break-Ins. Aspiring Families perceive a problem with Unsupervised Youth and Noise. Neighborhood Core perceives a problem with pests.*

Neighborhood Issues, %	Neigh. Core	Educated Workforce	Buckeye Undergrads	Asp. Families	Boomers & Independ.
Burglary	5.4	5.5	5.1	5.5	4.1
Auto Break Ins	4.9	5.9	5.5	4.9	4.4
Robbery	5.1	5.1	5.1	4.8	4.5
Domestic Violence	5.6	5.1	5.1	5.6	4.1
Drugs	5.5	5.3	5.6	5.5	5.7
Gangs	5.5	4.5	4.8	5.3	5.0
Guns	5.7	4.8	4.7	5.6	4.5
Prostitution	4.8	4.6	4.5	4.7	4.2
Vandalism	5.3	5.4	5.1	5.2	4.6
Litter	6.6	6.0	5.9	6.5	6.2
Noise	5.3	5.3	5.3	5.9	4.9
Unsupervised Youth	5.8	5.6	4.7	6.1	4.4
Pests	6.1	4.8	4.7	5.4	4.7
Dogs	4.5	4.3	4.7	4.3	3.4
Strangers	5.1	5.0	4.8	4.7	3.7

[1]: Imputed Mean; Scale 1-10, with 1 indicating Not A Issue At All and 10 indicating A Major Issue

Community Context

Implicit Bias, Policing, and Disparate Impact

From ***State of the Science Implicit Bias Review: 2016 Edition***
By Cheyrl Staats, Kelly Capatosto, Robin A. Wright, and Victoria W. Jackson (2016)

Here in the Kirwan Institute's home state of Ohio, in December 2015 the state's Attorney General, Mike DeWine, announced changes in police training requirements. As part of an increase in police recruit basic training hours from 605 to 653, the additional training will encompass "more emphasis on use of force, community relations, dealing with the mentally ill and recognizing 'implicit bias,' an acknowledgment of hidden biases and training to eliminate them."

Specifically on the topic of implicit bias, Attorney General DeWine had called for officers to recognize its existence and operation earlier in the year. He expressed, "As you're seeing something unfold, you have to understand where your instincts are taking you and why they're taking you there. And you have to make a correction for that." Among other efforts beyond Ohio, the state of California has also engaged extensively with large-scale implicit bias education for law enforcement, including a new research-based training course titled "Principled Policing: Procedural Justice and Implicit Bias," which debuted in November 2015.

President Barack Obama also made a subtle nod to implicit bias in a eulogy given for Honorable Reverend Clementa Pinckney in late June following the loss of Pinckney and eight others during a shooting at Emanuel African Methodist Episcopal Church in Charleston, SC. President Obama acknowledged how racial bias can operate both consciously and unconsciously, noting that "Maybe we now realize the way racial bias can infect us even when we don't realize it, so that we're guarding against not just racial slurs, but we're also guarding against the subtle impulse to call Johnny back for a job interview but not Jamal"

Finally, perhaps the most significant yet largely overlooked event on the implicit bias front was when the U.S. Supreme Court recognized the concept as a consideration when upholding the importance of disparate impact as a tool for addressing housing discrimination in Texas Department of Housing v. The Inclusive Communities Project In writing the opinion of the Court, Justice Anthony Kennedy (joined by Justices Ginsburg, Breyer, Sotomayor, and Kagan) asserted that: "Recognition of disparate impact liability under the FHA also plays a role in uncovering discriminatory intent: It permits plaintiffs to counteract unconscious prejudices and disguised animus that escape easy classification as disparate treatment. In this way disparate-impact liability may prevent segregated housing patterns that might otherwise result from covert and illicit stereotyping."

To read more visit:
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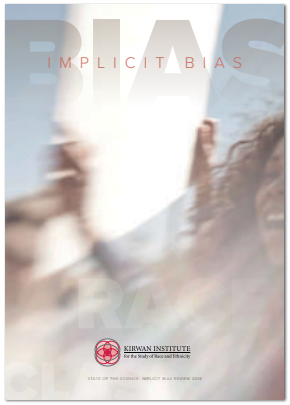

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Mapping Respondent Perceptions of Safety

Mapping Methods

To generate the maps on the next several pages, Kirwan Institute staff deployed an applied methods approach to understanding differences in safety perception. Survey respondents identified areas in Weinland Park where they feel the most safe or least safe, along with other places where they feel safe or unsafe. Respondents who used the paper surveys marked their locations on a paper map of the neighborhood. Kirwan Institute staff transcribed points by marking their location within Qualtrics, our survey collection software. Upon export, Kirwan Institute staff transformed digital data point into geographic coordinate points for analysis.

To create the maps, Kirwan Institute staff displayed the points on the map using a diameter of 150 feet to replicate the size of a finger, relative to the maps provided both on paper and tablet surveys. This served a dual purpose of accounting for respondent error, while also representing the reality of taking the survey. Kirwan Institute staff then created raster maps for each portrait cluster, race, and sex subgroup. Maps displaying perceptions of unsafe and safe areas were combined by raster algebra analysis to complete the larger analysis for each cluster or demographic subgroup. This process allowed Kirwan Institute staff to overlay two perception maps to simultaneously assess differences between safety perceptions on a single map. From there, Kirwan Institute staff analyzed perception differences between race, portrait cluster, and sex. Design of the maps is intended to be intuituve. Areas of green are areas where there are increased perceptions of safety; areas of red are areas where there are increased perceptions of unsafety. The darker the respective red or green, the more 'touches' or people selected that area.

Mapping Analysis

Kirwan Institute finds that differences in the magnitude of safety and unsafety perceptions, illustrated by mapping, initiate interesting questions. Spatial differences between perceptions illustrate that respondents in different portrait clusters perceive Weinland Park differently. In early presentations of these results, stakeholders asked 'Why' do people feel safe or unsafe. This information, while useful, was not collected by the survey. Despite that, Kirwan Institute staff believes that by *not* asking the why question we were able to get more honest answers from respondents; an unvarnished illustrative look at the potential implicit biases of residents.

Other notable findings include:

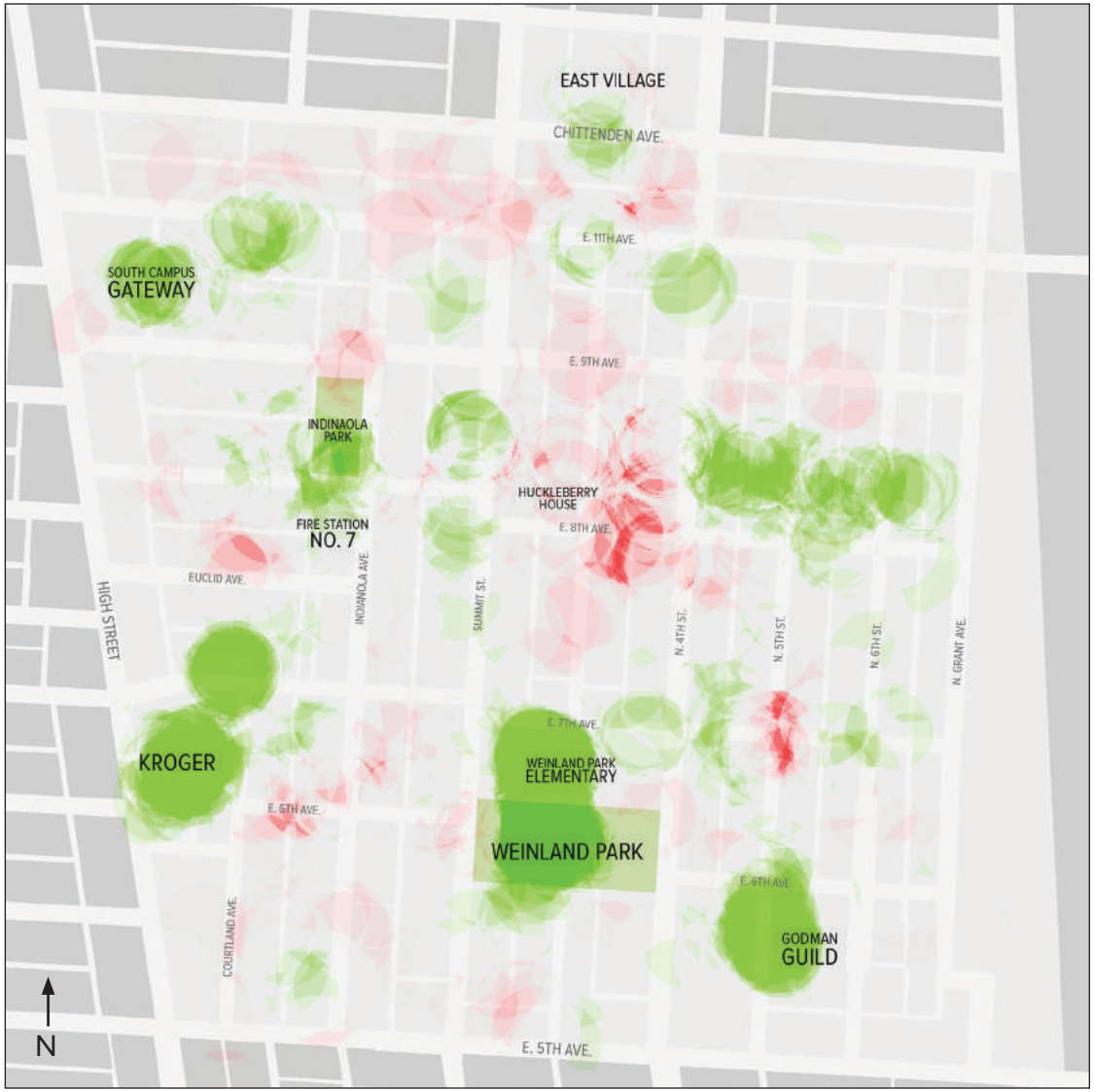
- Overall, Respondents have strong perceptions of safety near community assets;
- Educated Workforce perceive unsafe places more significantly than any other portrait cluster;
- Buckeye Undergrads perceive the portion of the neighborhood near the campus of The Ohio State University as safe, but perceive the core of the neighborhood as unsafe;
- Aspirational Families perceive the fewest unsafe places in the community;
- Boomers & Independents have different perceptions than other clusters, noting they feel unsafe along East 5th Avenue and just north of East 8th Avenue;
- Blacks feel less safe near the peripheries of the neighborhood, while Whites feel less safe in the core of the neighborhood;
- Males have stronger perceptions of safe areas;
- Females have stronger perfections of unsafe areas.

Figure 10. Map of Overall Perception of Safety

Figure 10. *Overall, residents perceive that most major landmarks in the neighborhood are 'safe.' Places that are perceived as unsafe are on Summit Street across from Weinland Park and the N. 4th Street corridor.*

Figure 11. *Overall, Neighborhood Core residents perceive that most major landmarks in the neighborhood are 'safe.' The only place perceived as unsafe is the N. 4th Street corridor.*

Figure 11. Map of Neighborhood Core Perception of Safety



Legend
Perceived As:

- Safe
- Unsafe

Figure 12. Map of Educated Workforce Perception of Safety

Figure 12. *Educated Workforce residents perceive major landmarks to be safe, but feel very unsafe in two areas: along Summit Street across from Weinland Park and along N. Fourth Street.*

Figure 13. *Buckeye Undergrads feel safe close to The Ohio State University campus, which lies directly to the northwest of the Weinland Park neighborhood. They feel unsafe in the eastern half of the neighborhood, generally east of Summit Street.*

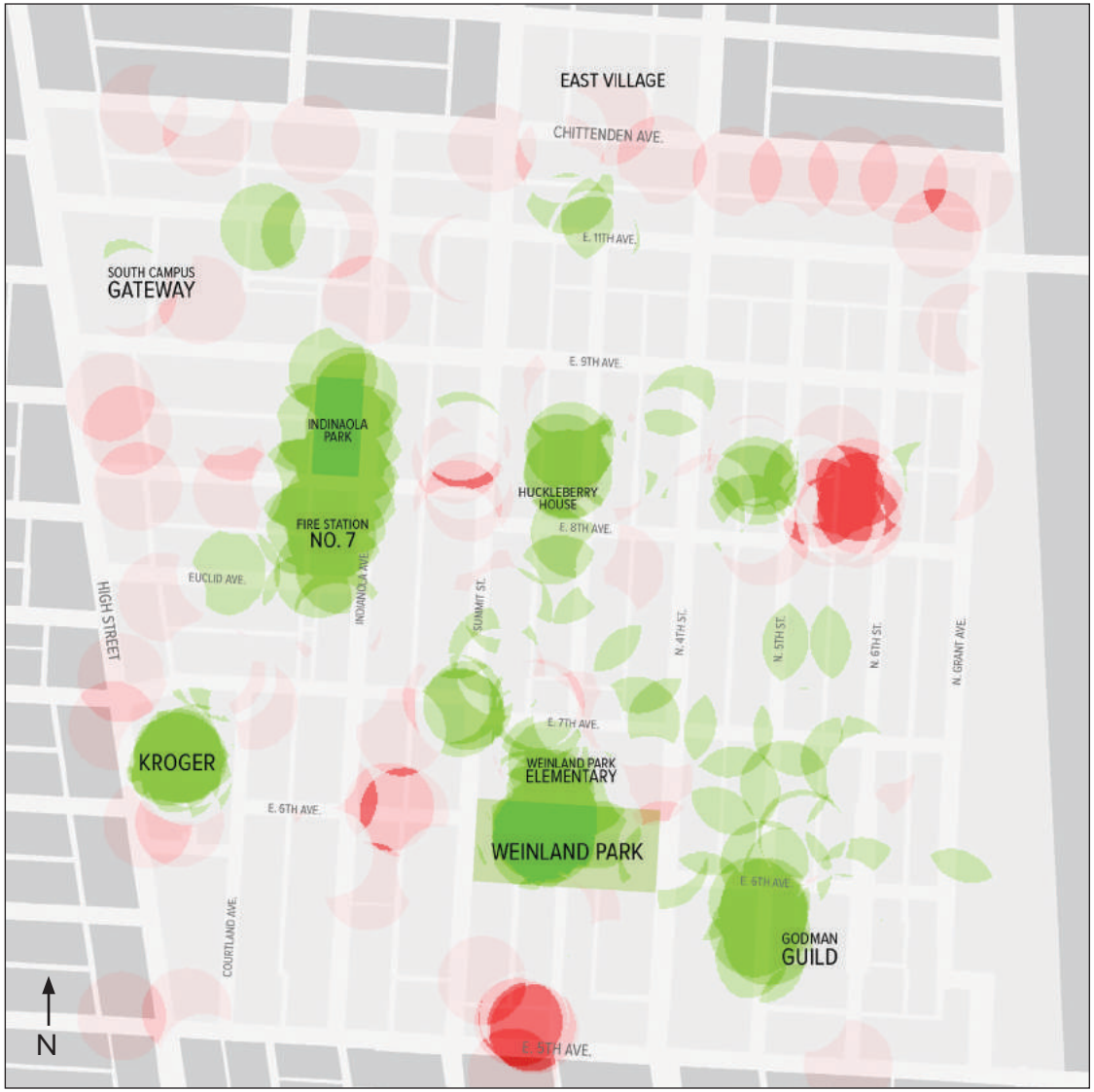
Figure 13. Map of Buckeye Undergrad Perception of Safety

Figure 14. Map of Aspiring Families Perception of Safety

Figure 14. *Aspiring Families feel safe at most community landmarks. The lone exception is they feel somewhat unsafe near South Campus Gateway and East Village.*

Figure 15. Map of Boomers and Independents Perception of Safety

Figure 15. *Boomers and Independents feel safe at most community landmarks. They feel unsafe in to places, near N. 6th Street and along E. 5th Avenue directly south of Hamlet Avenue.*



Legend
Perceived As:

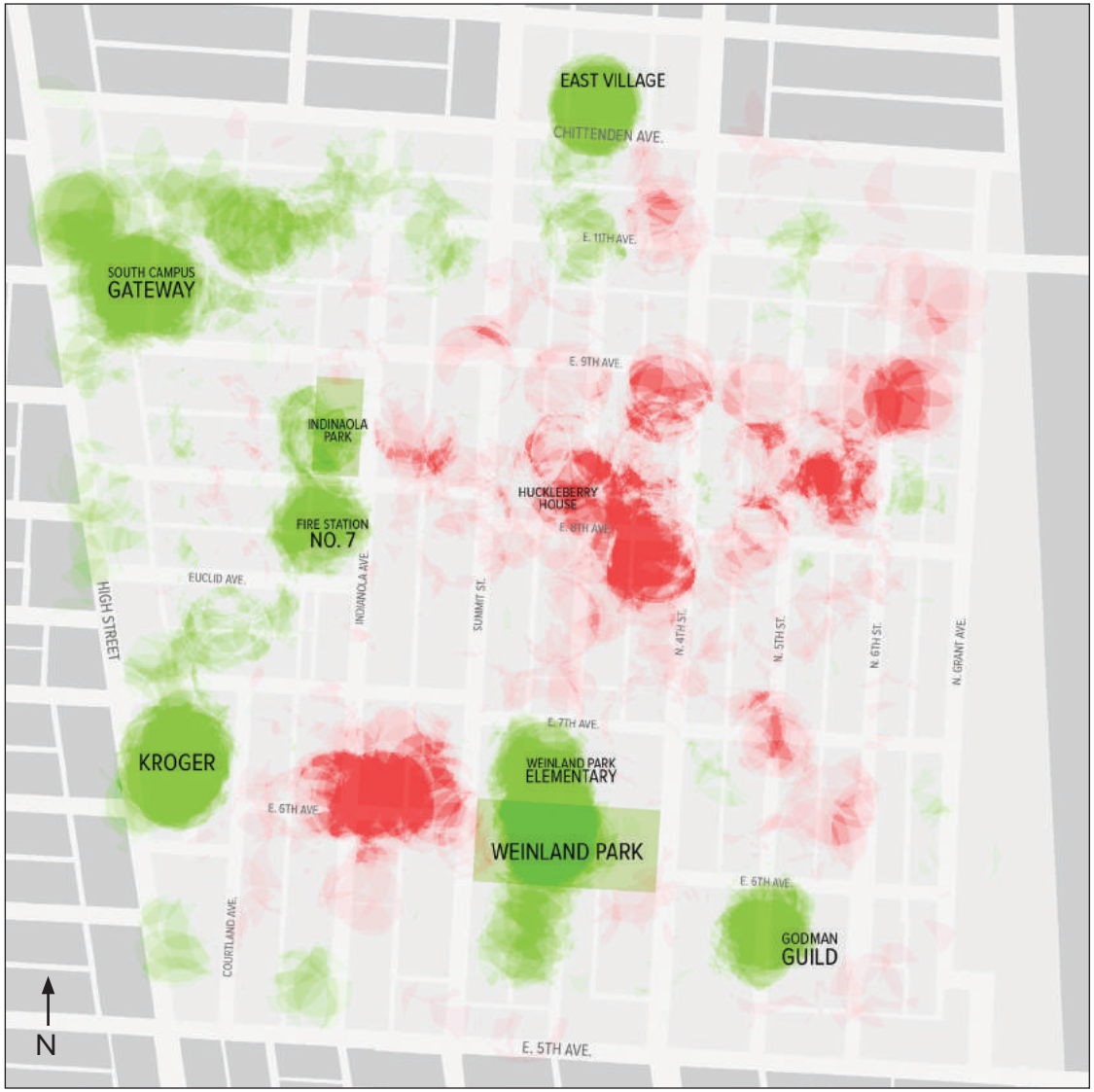
- Safe
- Unsafe

Figure 16. Map of Male Perception of Safety

Figure 16. *Males feel safe at all of the major community landmarks. Places that are perceived by males as unsafe are on Summit Street across from Weinland Park and the N. 4th Street corridor.*

Figure 17. *Females feel safe at all of the major community landmarks with the exception of the area southeast of Huckleberry House. Other places that are perceived by females as unsafe are on Summit Street across from Weinland Park and the N. 4th Street corridor.*

Figure 17. Map of Female Perception of Safety



Legend
Perceived As:

Safe

Unsafe

Figure 18. Map of Black or African American Perception of Safety

Figure 18. *Black or African American residents feel safe at all of the major community landmarks. Generally, they do not feel unsafe in the neighborhood.*

Figure 19. *White or Caucasian residents feel safe at all of the major community landmarks. Places that are perceived as unsafe are on Summit Street across from Weinland Park and generally east of Summit Street and along the N. 4th Street corridor.*

Figure 19. Map of White or Caucasian Perception of Safety

Legend
Perceived As:

Safe

Unsafe

Figure 20. Map of Difference between Black or African American and White Perception of Unsafe

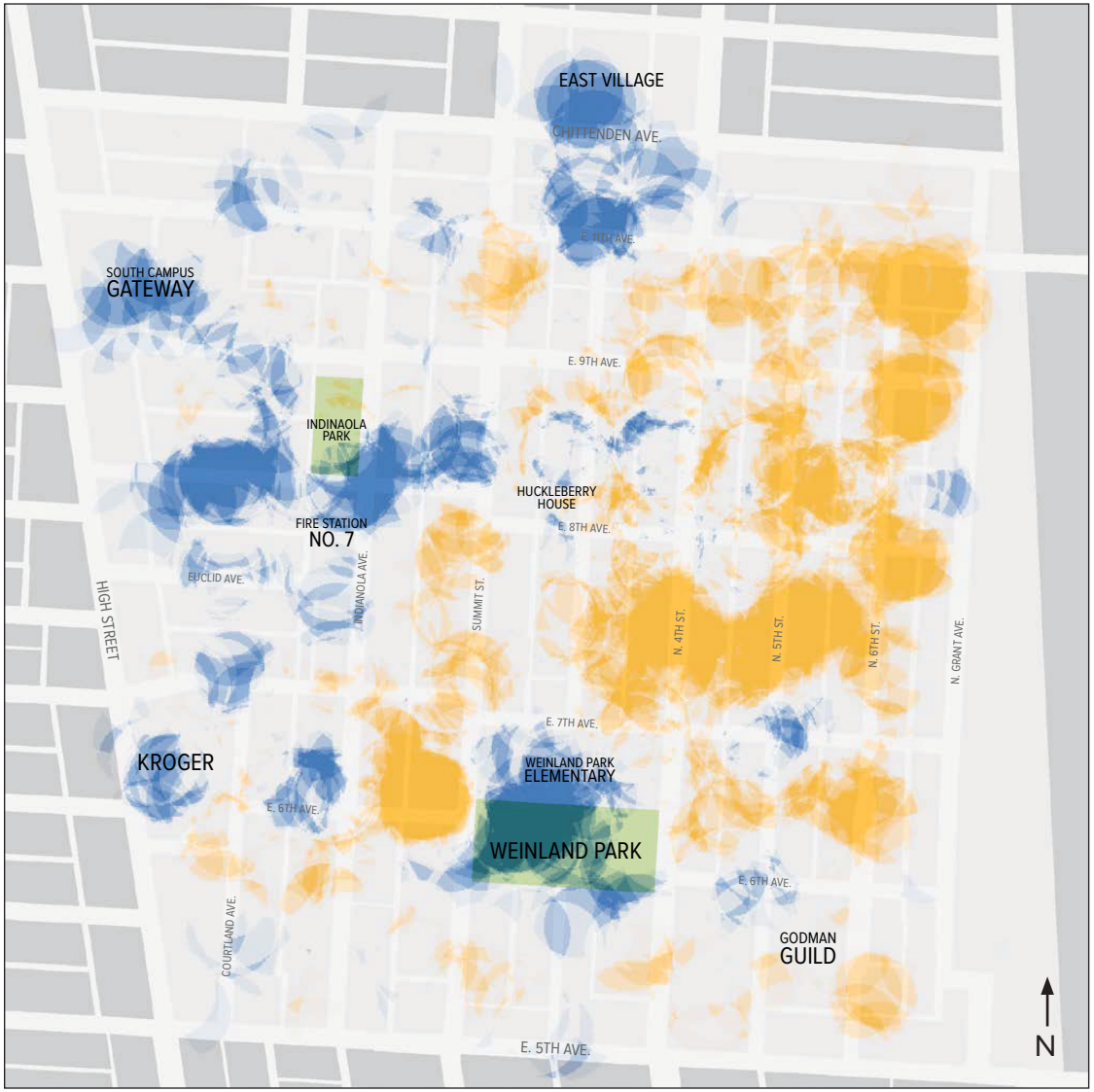


Figure 20. *Black, or African American, respondents feel more unsafe in East Village, South Campus Gateway, Weinland Park, and Kroger than White respondents. Whites feel less safe in the interior of the neighborhood.*

Legend

Perceived as unsafe by:

- Black Respondents
- White Respondents

Figure 21. Portrait Safety Perceptions Comparative Panel, by Cluster

Figure 21. *Paneling Figures 11-15 side-by-side allows for a more detailed understanding of differences between portrait clusters. This approach allows differences between each cluster to emerge.*

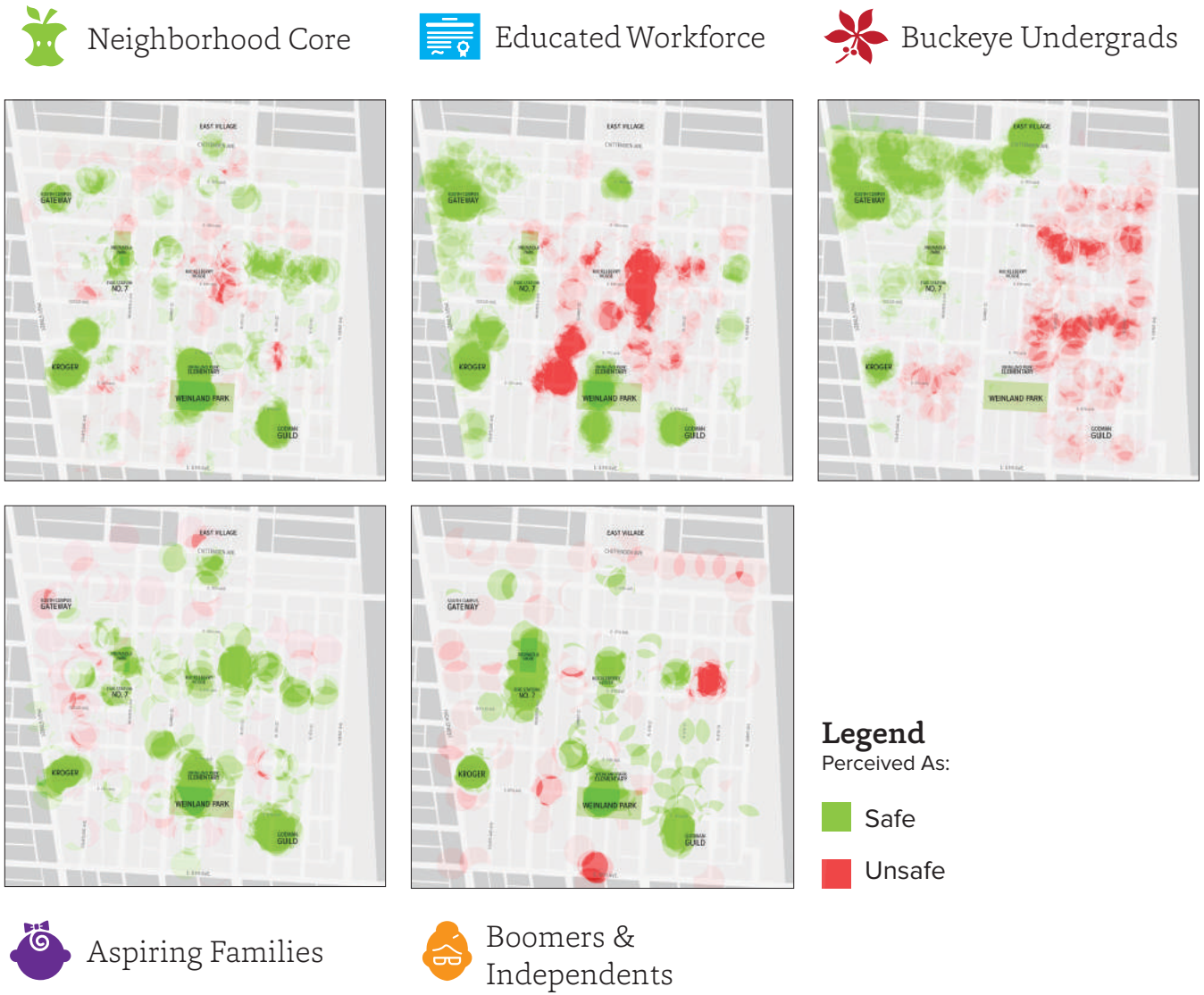


Figure 23. Map of Difference between Male-Female Perception of Safe

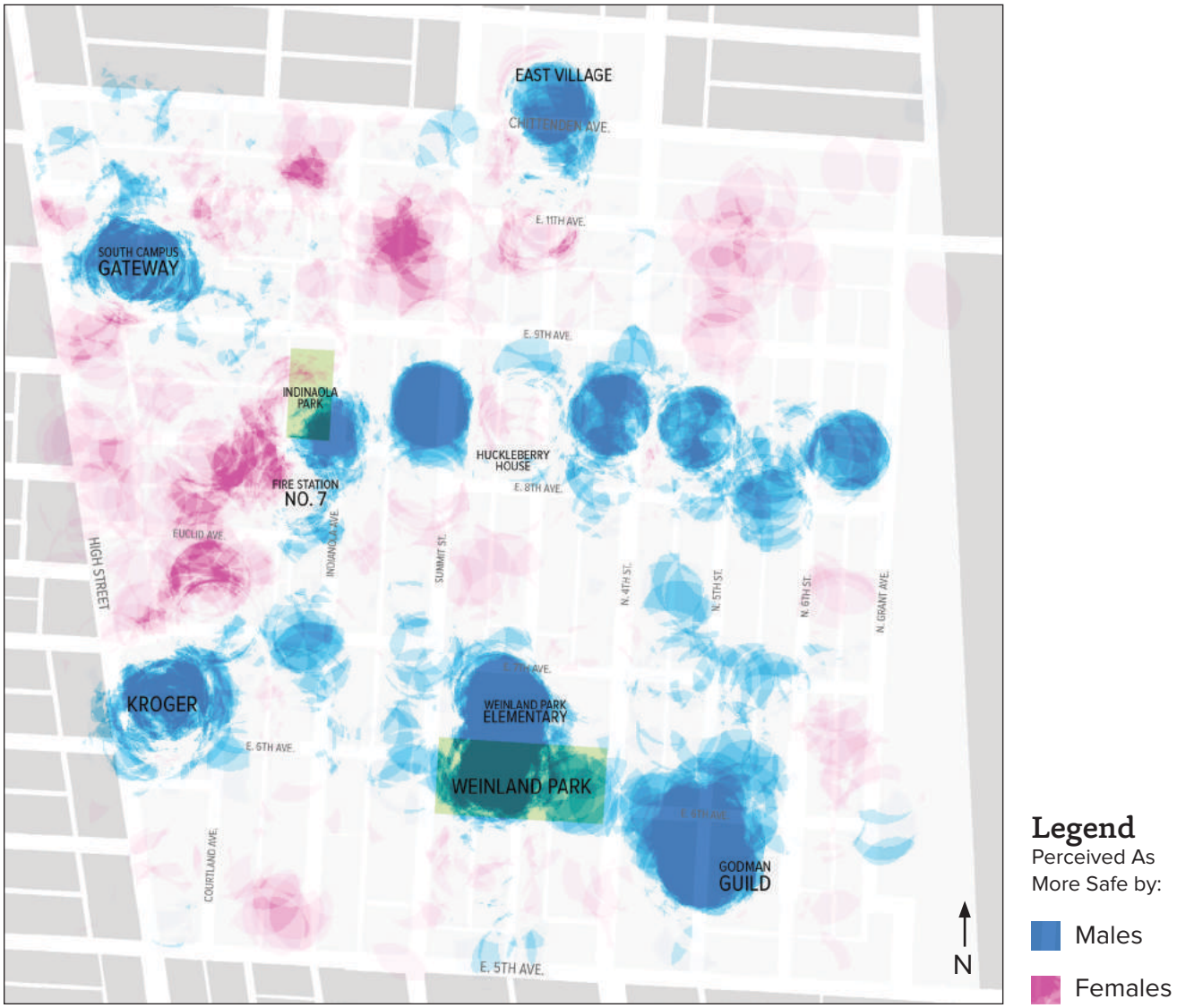
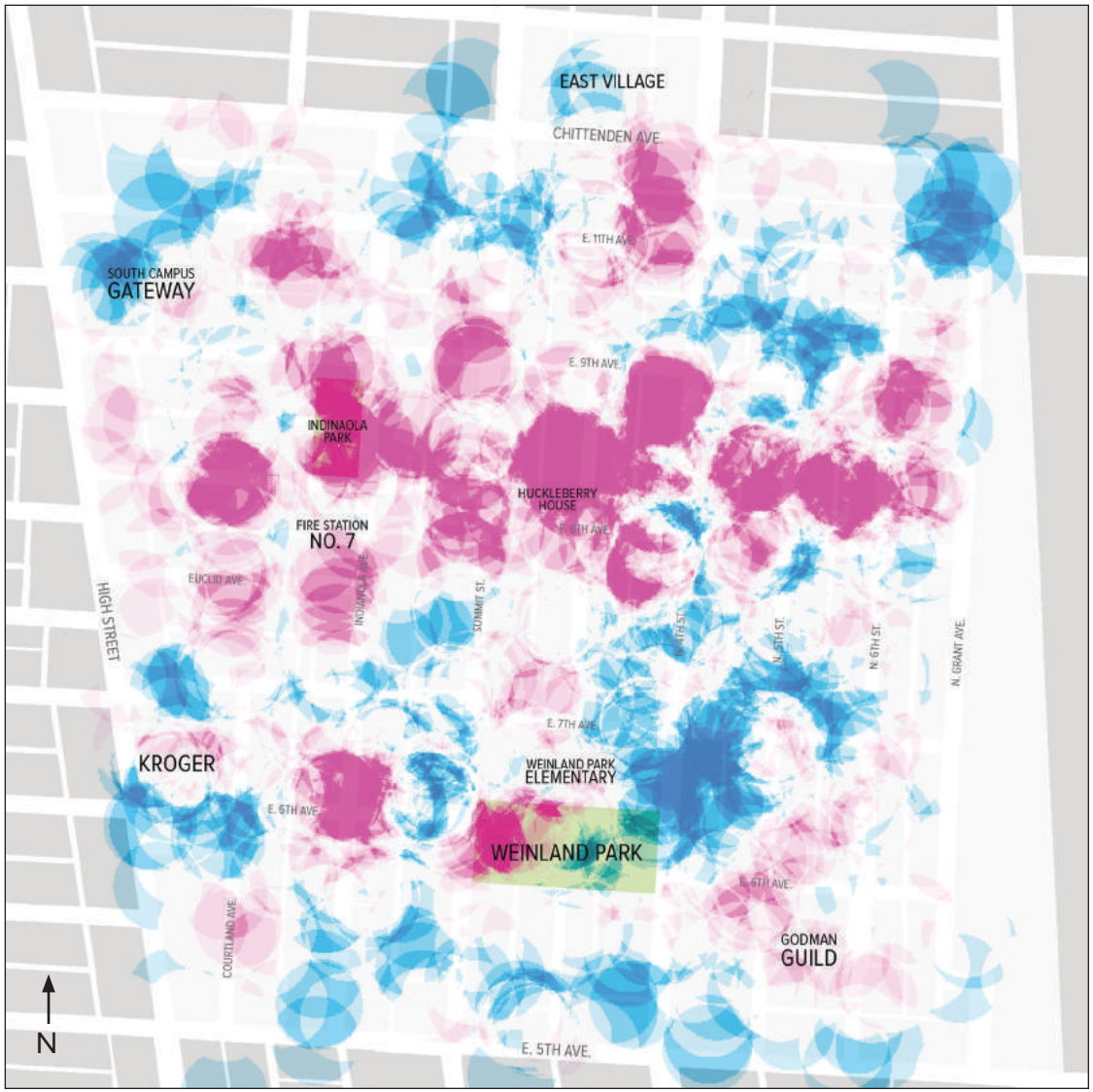


Figure 23. *Males feel safer than females at major community landmarks. Females have a lower perception of 'Safe' places.*

Figure 24. *Females feel more unsafe than males in the Weinland Park Neighborhood. Males have a lower perception of 'Unsafe' places than females.*

Figure 24. Map of Difference between Male-Female Perception of Unsafe



Education and Educational Satisfaction

Table 78. Schools of Respondents with Children, by Cluster

Cluster	Weinland Park Elem.	Schoenbaum Family Center	Columbus City Schools[1]	Charter Schools	Private Schools	Other (Daycare, Home School, Metro, Etc.)
1: Neighborhood Core	43%	7%	24%	6%	0%	7%
2: Educated Workforce	***	***	***	***	0%	37%
3: Buckeye Undergrads	0%	0%	***	0%	0%	0%
4: Aspirational Families	35%	***	17%	***	***	***
5: Boomers & Independents	***	0%	***	0%	0%	0%
Overall	38%	7%	21%	7%	***	10%

TABLE FOOTNOTES:
***: Information Withheld; Sample ≤ 5
1: Does not include Weinland Park Elementary.

Table 78. *Neighborhood Core are the most likely cluster to have children in Weinland Park Elementary and Columbus City Schools. More than a third of Aspirational Families have students at Weinland Park Elementary school. The Educated Workforce is the most likely to have child in other educational environments (such as Daycares, Home School, Ohio State Metro School)*

Table 79. Parent Satisfaction of Education and Involvement, by Cluster

School Type	Satisfaction, Education Quality	Satisfaction, Involvement
1: Neighborhood Core	7.6	7.9
2: Educated Workforce	6.5	6.4
3: Buckeye Undergrads	***	***
4: Aspirational Families	7.8	7.4
5: Boomers & Independents	5.6	7.4
Overall	7.5	7.5

TABLE FOOTNOTES:
***: Information Withheld; Sample ≤ 5

Table 79. *Aspirational Families are the most satisfied with their child's education quality, while Neighborhood Core parents are the most satisfied with their involvement in school.*

Table 80. Parent Satisfaction of Education and Involvement, by School Type

Table 80. *Respondents with children at Schoenbaum Family Center are the most satisfied with their child's educational quality, with Weinland Park Elementary shortly behind. Respondents with children in charter schools are the most satisfied with their involvement, followed by Weinland Park Elementary.*

School Type	Satisfaction, Education Quality	Satisfaction, Involvement
Weinland Park Elementary	8.0	7.7
Schoenbaum Family Center	8.3	8.5
Other Columbus City Schools	7.7	7.6
Charter Schools	7.1	9.0
Private Schools	7.5	7.5
Other Schools (Home School, Metro)	7.4	7.3

Table 81. Parent School Involvement, by Cluster

Table 81. *Neighborhood Core and Aspirational Families are most like to be involved at their child's school by attending school events and checking homework. Educated Workforce also attend school events, but are involved by meeting with teachers and being involved in the Parent Teacher Organization (PTO) more than any other cluster.*

School Type	Attendance at School Events	Daily Checking of Homework	Meetings with Teachers	Involved in Parent Teacher Organization	Involvement with Sports Teams	Other
1: Neighborhood Core	57%	56%	52%	17%	25%	5%
2: Educated Workforce	63%	42%	58%	37%	***	***
3: Buckeye Undergrads	***	***	***	0%	0%	0%
4: Aspirational Families	54%	50%	46%	19%	11%	***
5: Boomers & Independents	***	***	***	0%	***	***
Overall	55%	52%	50%	19%	19%	7%

TABLE FOOTNOTES:

***: Information Withheld; Sample ≤ 5

Table 82. What Prevents Parent Involvement in School, by Cluster

School Type	I do not want to be more involved.	Lack of Time	Transportation Barriers	They don't speak my language	Other
1: Neighborhood Core	17%	28%	16%	5%	8%
2: Educated Workforce	***	37%	0%	0%	***
3: Buckeye Undergrads	0%	***	***	0%	0%
4: Aspirational Families	26%	31%	13%	***	11%
5: Boomers & Independents	0%	***	***	***	***
Overall	18%	31%	14%	5%	10%

TABLE FOOTNOTES:
***: Information Withheld; Sample ≤ 5

Table 82. *Nearly one third of all parents want to be involved in their child's school, but they lack the time. More than a quarter of Aspirational Families and nearly a sixth of Neighborhood Core do not want to be more involved in their child's school.*

Financial Wellness

Table 83. Frequency of Respondents who are Behind on Bills, by Cluster

Table 83. *Aspirational Families and Neighborhood Core residents are the most likely to be behind on their bills.*

Cluster	Never, %	Less Than 1 Time a Year, %	1-6 TImes, %	Once a Month, %	Several Times a Month, %	Once a Week, %
1: Neighborhood Core	41%	10%	17%	16%	11%	5%
2: Educated Workforce	70%	13%	8%	4%	4%	1%
3: Buckeye Undergrads	87%	3%	6%	3%	1%	0%
4: Aspirational Families	41%	11%	13%	15%	7%	13%
5: Boomers & Independents	57%	14%	2%	12%	12%	4%

Table 84. Use of Financial Services, by Cluster

Table 84. *Educated Workforce and Buckeye Undergrad residents are most likely to have Bank and Savings Accounts. Educated Workforce residents are the most likely to have Bank Credit or Debit Cards and Credit Cards. Neighborhood Core residents are the most likely to use Pay Day Lending.*

Cluster	Bank Account, %	Savings Account, %	Bank Credit or Debit Card, %	Credit Card(s), %	Pay-Day Lending, %
1: Neighborhood Core	38%	20%	8%	15%	12%
2: Educated Workforce	95%	72%	68%	65%	2%
3: Buckeye Undergrads	81%	69%	37%	56%	4%
4: Aspirational Families	19%	12%	7%	12%	7%
5: Boomers & Independents	34%	14%	22%	12%	5%

Health & Physical Wellness

Table 85. Source of Primary Healthcare, by Cluster

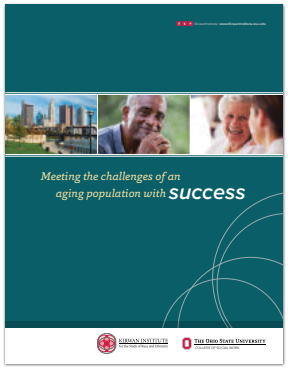
Source of Primary Healthcare, %	Neigh. Core	Educated Workforce	Buckeye Undergrads	Asp. Families	Boomers & Independ.
Percent w/ Health Insurance	75%	80%	77%	72%	77%
Primary Care Physician/Internist/General or Family Practitioner	39%	62%	52%	36%	55%
Specialist	3%	8%	11%	7%	6%
Urgent Care	19%	13%	24%	11%	8%
Free Clinic	9%	0%	0%	11%	10%
Emergency Room	22%	4%	5%	24%	18%
Other	4%	1%	3%	4%	2%
I have not had medical treatment in the last 12 months	5%	13%	5%	7%	2%

Table 85. *All groups use Primary Care Physicians as their primary source of healthcare. Aspiring Families and Neighborhood Core residents are more likely to use Emergency Rooms. Aspiring Families and Boomers and Independents are more likely to use Free Clinics.*

Table 86. Satisfaction of Healthcare, by Cluster

Cluster	Satisfaction, Mean
1: Neighborhood Core	7.38
2: Educated Workforce	7.73
3: Buckeye Undergrads	7.66
4: Aspirational Families	7.91
5: Boomers & Independents	7.86

Table 86. *Aspirational Families are most satisfied with their healthcare. Neighborhood Core is the least satisfied with their healthcare.*



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Community Context

Seniors and Emerging Challenges

From ***Meeting the Challenges of an Aging Population with Success***
By Matt Martin, Christy Rogers, Holly Dabelko-Schoeny, Keith Anderson, Glennon Sweeney, and Yumi Choi (2016)

Never before have we, as a society, seen such long lifespans for such a large number of people. Never before have we, as a community, had to grapple with the opportunities and challenges presented by living in a community with so many aging family members. Living longer can be a blessing and a gift. It can be a challenge, particularly when one faces poverty, housing insecurity, disability, or isolation. Vulnerable seniors typically do not face a single difficulty, but compounded challenges. No longer able to drive, yet unfamiliar with public transportation, an older adult might put off a doctor's appointment, or avoid grocery shopping. The high cost of medication for serious health issues might result in the non-payment of heat or phone bills. Seniors facing grave health concerns (and their families and caregivers) can struggle with nearly unmanageable costs, in terms of dollars, effort, and spirit. At the individual and family level, the challenges associated with aging—limited mobility within and outside the home, perhaps an unwanted loss of work, and fewer civic and social responsibilities—are the reality for many.

Despite these challenges, and the growing number of older adults who face them, senior vulnerability and insecurity are largely ignored in many research, funding, and policy circles. One of the most unjust challenges is that not every senior will live a significantly longer life. Nationally, there are marked differences in life expectancy by race, ethnicity, gender, geography, and income. This report reveals that, here in Franklin County, there is a nearly twenty-year difference in life expectancy for seniors living in different neighborhoods. There is no more fundamental improvement that one could make in the lives of older adults than to close this gap.

And indeed, this is possible. There are extraordinary resources here in Franklin County—Universities and Colleges, research institutes, health-care systems, settlement houses, and seniors and their advocates. There are people, programs and services available for seniors in need, at the state, national, and local level. There are passionate, hard-working, creative, and inspired senior caregivers, service providers, and researchers. The people who care for, research, and serve seniors have begun to pioneer innovations, not only in terms of services and programming, but in terms of changing the narrative around vulnerable older adults.

This new narrative is that vulnerable older adults may face a myriad of challenges, but they should not be undervalued—or underestimated. It is that no one should be ashamed to ask for help; we all, at some point in our lives, need help. It is that earlier interventions and forward planning can help families cope emotionally and financially when hard changes begin to happen, prior to reaching a crisis point. It is that if we work together, we can chart a new course, one where older adults are included in decision-making around their own lives, where service and health care professionals have the tools they need to attend to older adults' particular needs, and where we no longer segregate our older adults from the vibrant community life that helps sustain mind, body and spirit.

To read more visit:
go.osu.edu/SeniorStudy

Table 87. Emergency Room Utilization, by Cluster

Cluster	Yearly ER Visits, Mean
1: Neighborhood Core	2.3
2: Educated Workforce	0.6
3: Buckeye Undergrads	0.9
4: Aspirational Families	1.9
5: Boomers & Independents	2.4

Table 87. *Neighborhood Core and Boomers and Independents use the ER most frequently. Educated Workforce uses the ER the least frequently.*

Table 88. Health Problems and Issues, by Cluster

Health Problems and Issues, %	Neigh. Core	Educated Workforce	Buckeye Undergrads	Asp. Families	Boomers & Independ.
Percent w/o Health Insurance	25%	20%	23%	28%	23%
Use MEDICAID	61%	14%	15%	61%	87%
Learning Disability	11%	10%	7%	5%	20%
Asthma	22%	6%	11%	35%	13%
Diabetes	11%	1%	7%	5%	5%
Heart Disease	1%	3%	0%	0%	9%
Obesity	3%	4%	1%	0%	9%
Depression	8%	13%	13%	11%	20%
Anxiety	5%	8%	14%	5%	18%
Bipolar	3%	0%	3%	4%	11%
Schizophrenic	0%	0%	1%	0%	5%
PTSD	1%	0%	4%	0%	7%
Hearing Problems	1%	1%	1%	0%	4%
Vision Problems	1%	8%	7%	0%	13%

Table 88. *Boomers and Independents are most likely to use MEDICAID and have health problems and issues. Neighborhood Core and Aspiring Families are most likely to have members in their household with Asthma. Boomers and Independents, Educated Workforce, and Buckeye Undergrads are most likely to have Depression and Anxiety.*

Table 89. Child Health Problems and Issues, by Cluster

Table 89. *Educated Workforce is the most likely to be aware of their children's health problems and issues. Special Needs is the most common issue for households in Weinland Park.*

Child Health Problems and Issues, %	Neigh. Core	Educated Workforce	Buckeye Undergrads	Asp. Families	Boomers & Independ.
Does your child have a health impairment that limits them?	6%	17%	0%	6%	0%
Special Needs	13%	28%	0%	8%	20%
Require Special Therapy	9%	28%	0%	10%	0%
Have Emotional or Developmental Problems	20%	17%	0%	10%	40%

Table 90. Food Insecurity, by Cluster

Table 90. *Boomers and Independents are the most food insecure residents of Weinland Park. Aspiring Families and Neighborhood Core residents also face food insecurity issues. Educated Workforce residents are the least food insecure.*

Food Insecurity, Number of Times Per Year	Neigh. Core	Educated Workforce	Buckeye Undergrads	Asp. Families	Boomers & Independ.
Num. of times per year I don't have enough money to buy food.	3.0	1.4	1.9	4.3	5.9
Number of times per year I've had to cut the size of meals.	3.2	2.4	1.8	3.2	4.1
Number of times a year I've had to skip meals.	1.7	1.5	2.2	2.2	3.6
Number of times a year the food that I just bought didn't last.	4.6	1.6	2.6	4.6	7.4
Number of times a year I can't afford to eat balanced meals.	3.3	2.1	3.4	2.4	3.1

Community Context

Health Equity and Opportunity

Edited From ***H.E.A.T.: Health Equity Action Transformation Final Report***
By David Norris and Mikyung Baek (2016)

Good health results from the interplay of several factors, only some of which are within an individual's control. By some estimates, what happens in the medical clinic provides only one-fifth of the total influence over health outcomes. Personal lifestyle choices - whether to smoke or consume alcohol, whether to exercise or manage one's weight - comprise another quarter of influence. The remainder - more than one-half of what determines a person's health outcomes - results from influences in the social and built environments. These external factors are called the Social Determinants of Health (SDoH).

... Today's built environment is not a natural landscape. It resulted from the activity of people building streets, bridges, houses, stores, hospitals, churches, factories and all the other structures where community happens. Policy tools and real estate practices developed in the last century to manage growth and sanitation in cities also presented opportunities for discrimination in housing. [Other important facets of today's built environment are] home refinancing patterns established in the 1930's by the Federal Home Owners' Loan Corporation (HOLC), ... subsequent disinvestment in "redlined" neighborhoods, and municipal zoning.

The Home Owners' Loan Corporation (HOLC) was created by the federal government during the Great Depression to provide loans and mortgage insurance to homeowners struggling to keep their home. HOLC assessors ranked neighborhoods on a scale of increasing mortgage default risk from A ("Desirable") to D ("Hazardous"). D-rated areas on the HOLC maps were colored red; they were "redlined" for home investment. [Areas] rated C ("Declining") [to] D, [did not receive] home loans.

The assessor's notes and forms on which the HOLC maps were based - including the notes and maps - were internal documents, not meant for public release. They contain unfiltered language that confirms the racial criteria used to assign neighborhood ratings. In ... assessor notes, the presence of "Negroes" in a neighborhood all but guaranteed a D-rating. Subsequent decades of disinvestment in C- and D-rated neighborhoods resulted in large swaths of poor housing stock where communities of color remain concentrated today.

The depressed nature of housing stock ... creates conditions leading directly to poor health outcomes. For example, nearly half of the [Wyandotte County, MO] residential parcels, through a combination of age and low assessed value, hold the potential for lead poisoning risk due to the presence of lead-based paint. Poorly maintained housing also potentially harbors asthma triggers like mold and infestations of insects and vermin.

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WHAT!
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Conclusions

Perceptions are improving.

Overall, perceptions in the neighborhood are improving. Generally, comparative indicators illustrate that between 2010 and 2016 perceptions trend positive. More residents are employed, residents are more likely to refer to the neighborhood as Weinland Park, residents perceive that safety in the neighborhood has improved, and respondents are more satisfied with their housing and the neighborhood. Further butressing this conclusion, renters also indicate increased interest of purchasing a home in Weinland Park.

Portrait illustrates the diversity of the Weinland Park neighborhood.

The two-step clustering approach illustrates the diversity of Weinland Park. Clustering also reveals both strengths and weaknesses. Among strengths, the neighborhood has significant socioeconomic diversity that funders, such as The Columbus Foundation, have striven for. Among the weaknesses are the potential dividing lines created by perceptions of safety within the neighborhood and the impacts of housing cost burden.

Community assets are robust and key to Weinland Park's future.

Major community assets, such as Weinland Park Elementary, Schoenbaum Family Center, Godman Guild, Huckleberry House, Kroger, the Neighborhood Pride Center, and others are providing a robust physical framework for community growth. These places are important to the community at large, as respondents feel safe in those places, despite racial and class differences in perception.

Weinland Park's residents can use results of the comparative surveys to better guide policy.

Weinland Park is unusual in that community partners in Columbus, Ohio are invested in its future. As such, other communities and neighborhoods are not as fortunate to have two 400+ response surveys to base future decision making and policy on. Weinland Park's residents should take these documents to inform equitable and inclusive dialogue that leads to transformative change.

Information from other Columbus neighborhoods would strengthen findings.

In early presentations of the results, residents wanted to know more about how Weinland Park compared to other neighborhoods in Columbus, Ohio. Unfortunately, no other surveys as robust as this exist for other neighborhoods. If such surveys existed it would add to the already useful information collected by the WPEP 2010 and WPCNS 2016.

To download a digital version of this report and view other assets visit:

go.osu.edu/Weinland2016


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