

# Gahanna Research

# Methodology

- Executive interviews with business leaders
- Quantitative community survey
- Messaging workshops
  - Community
  - Business development
  - Tourism

“Gahanna is warm, friendly with an open-arms hospitality.”

“Gahanna has many wonderful organizations and impassioned individuals who all want the best for the city.”

“Creekside, West side, North Hamilton, Jefferson Township—we’re a suburb with our own suburbs.”

“People view their neighbors as family members.”

“Different parts of Gahanna have their own personalities.”

“Gahanna has my best interest at heart. If Gahanna succeeds, I succeed and vice versa.”

“Gahanna is welcoming to everyone and not make someone feel like they don’t belong. “

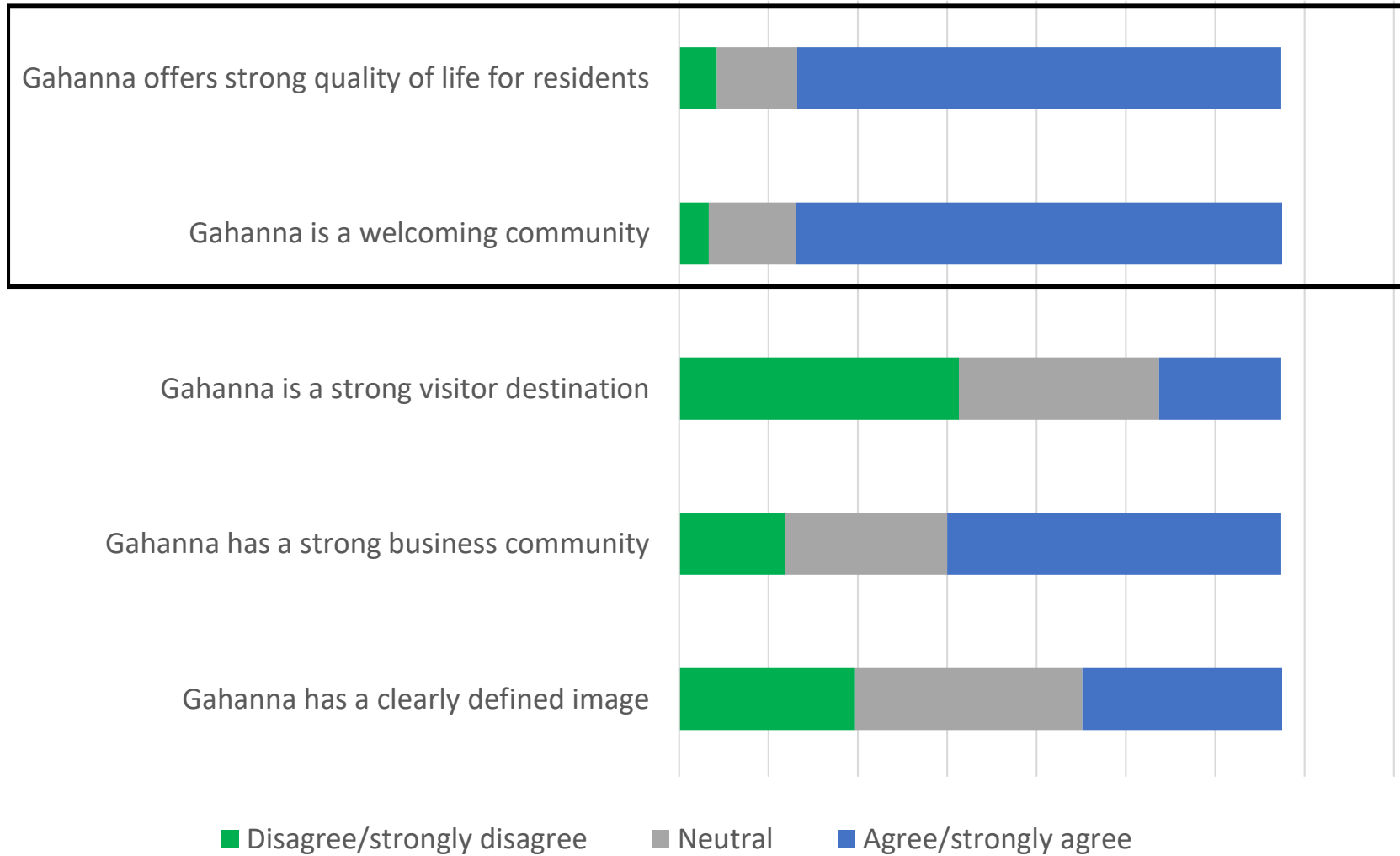
“The first value that comes to mind is ‘family.’”

“We offer a great mix of businesses and neighborhoods that welcome all people.”

“We’re a community that make’s people’s lives better.”

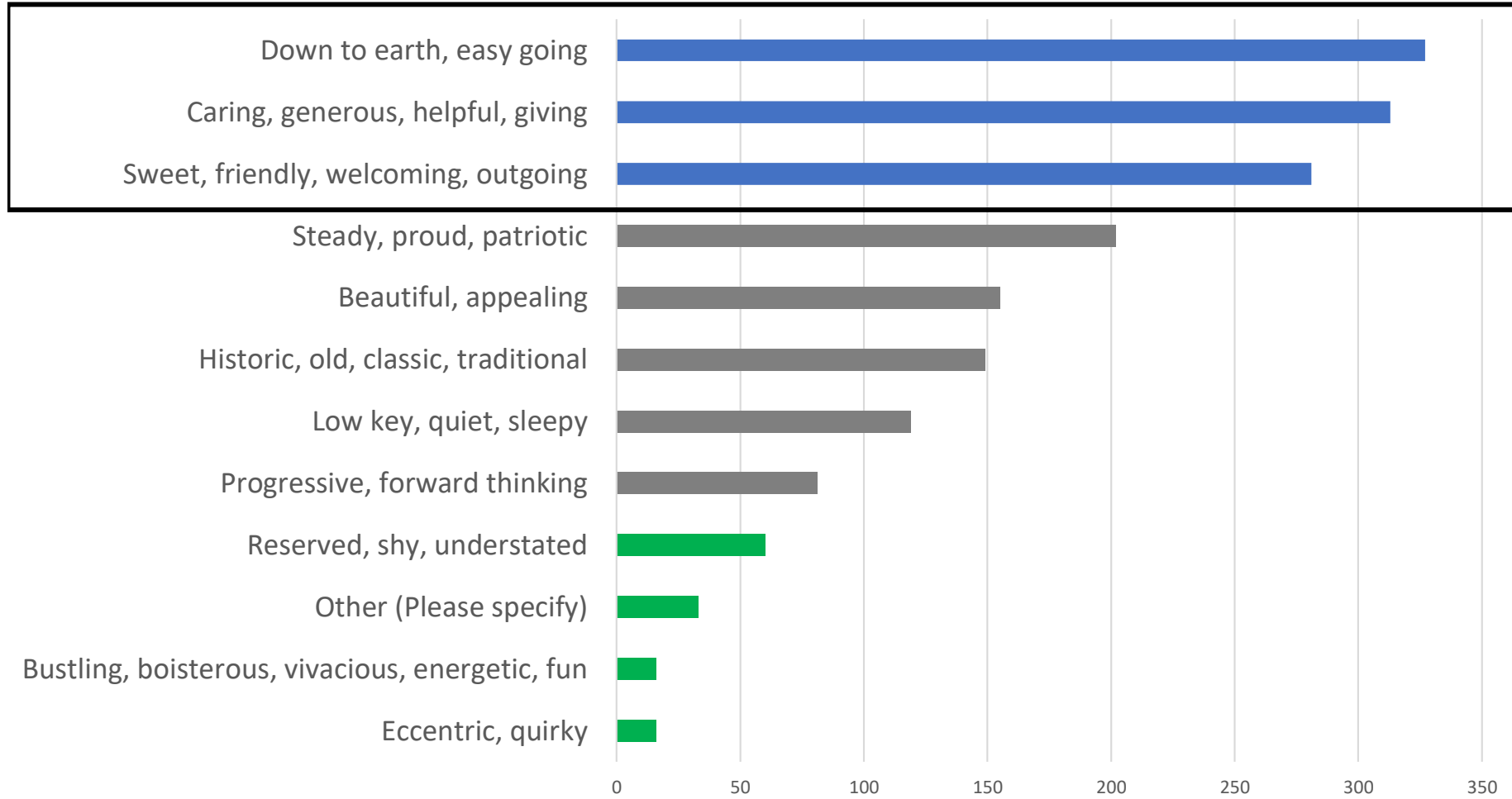
- 928 responses
  - 732 Gahanna residents
  - 196 non-residents
- HH size
  - 1-2 36%
  - 3-5 61%
  - 6+ 3%
- Gender
  - Female 65%
  - Male 35%
- Age
  - 0-20 2%
  - 21-30 10%
  - 31-40 29%
  - 41-50 27%
  - 51-60 18%
  - 61-70 10%
  - 71-over 4%

# Please rate the following statements



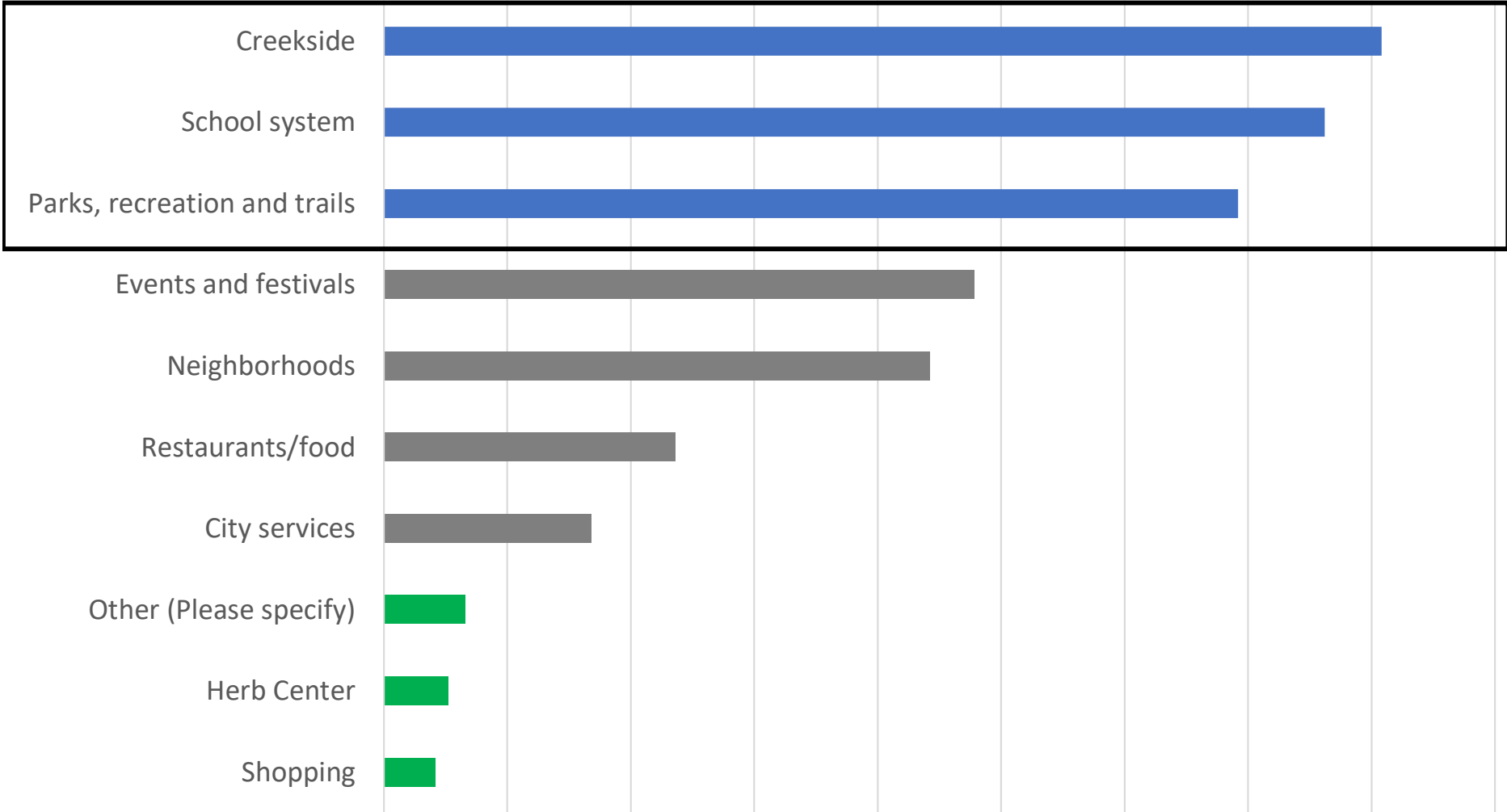
Residents

# If you were to describe the personality of Gahanna, what positive words come to mind?



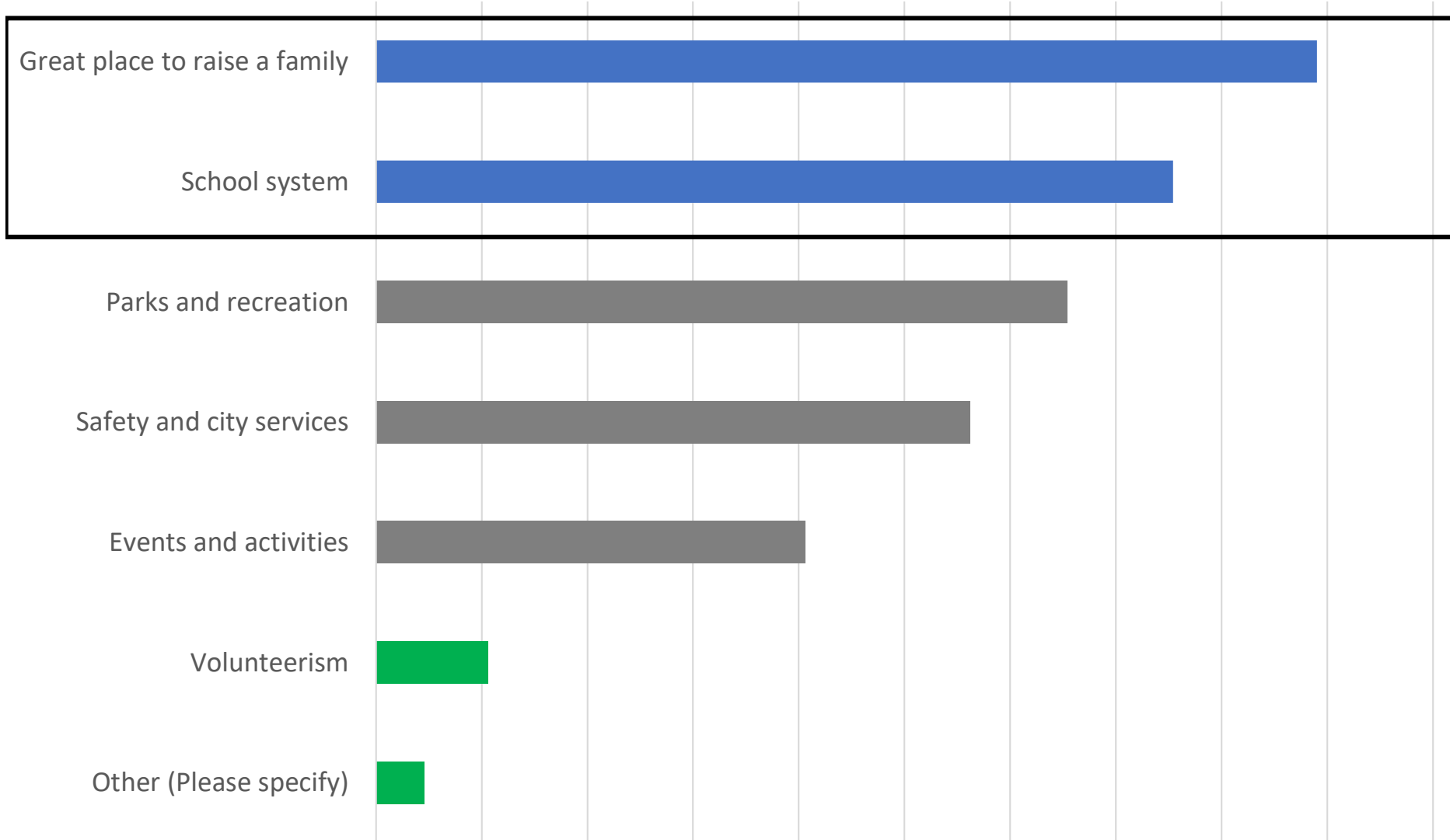
Residents

# What are the greatest features of Gahanna?



Residents

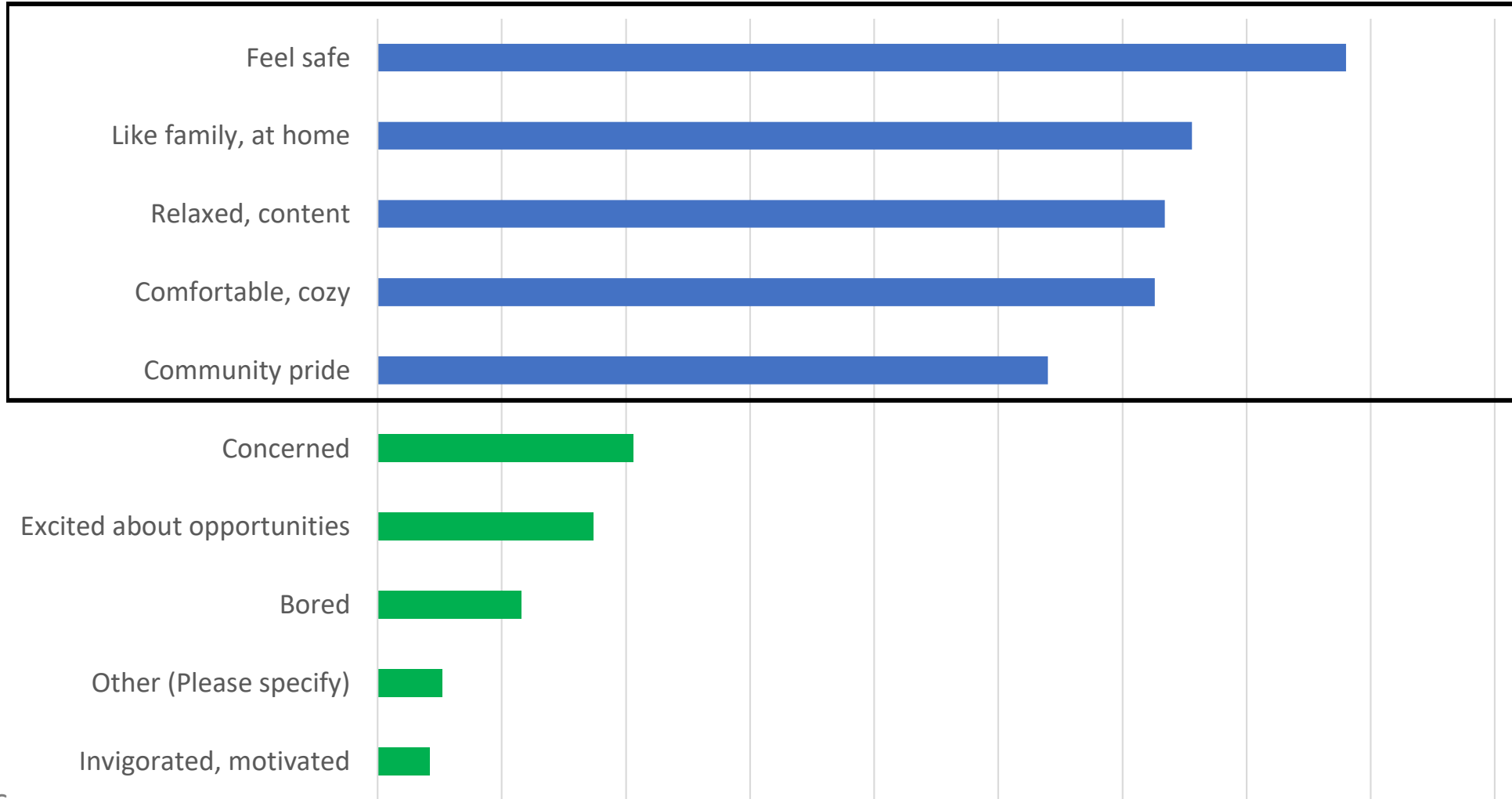
# How does Gahanna improve the lives of residents?



Residents

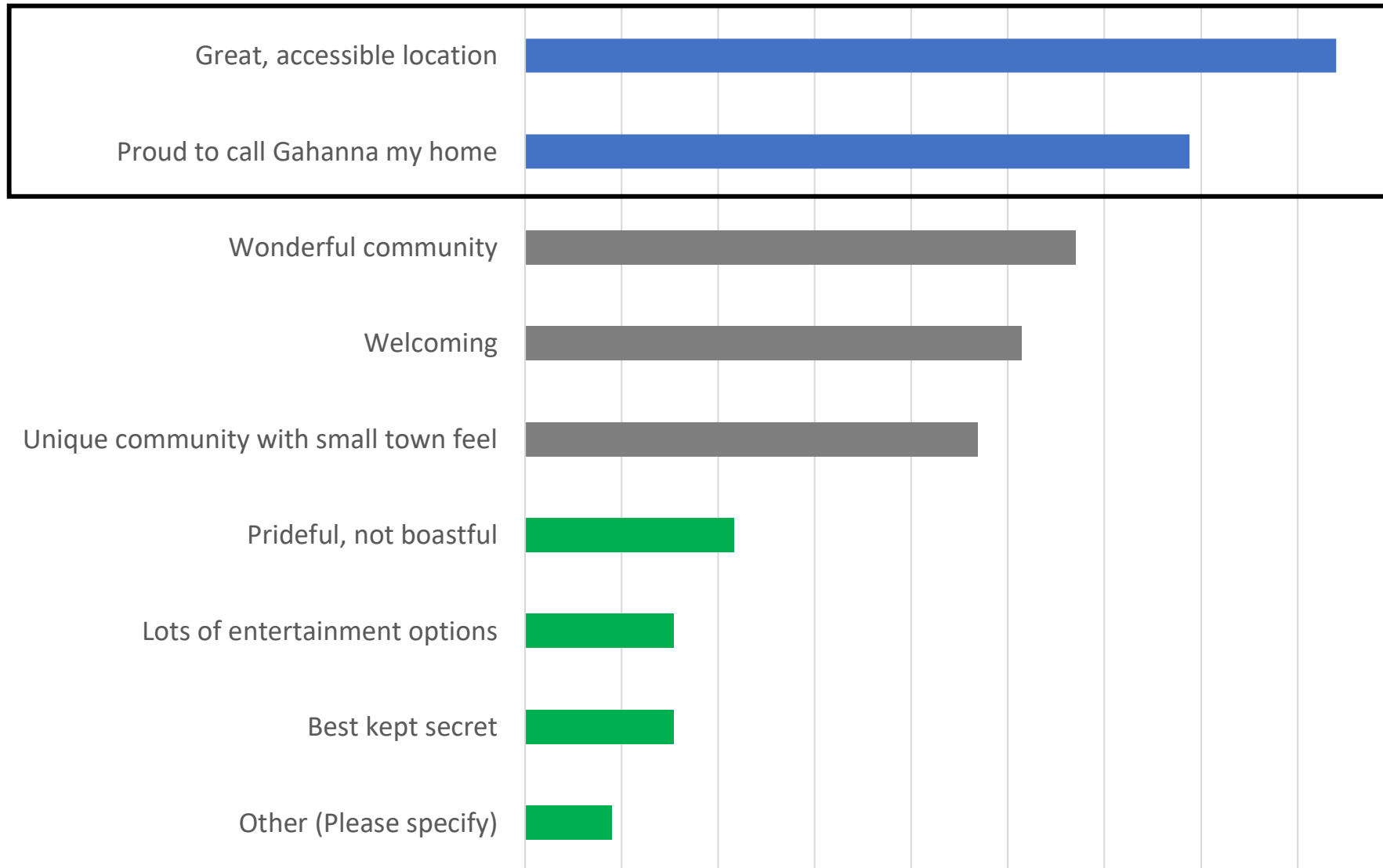


# How would you describe your emotional feelings about Gahanna?



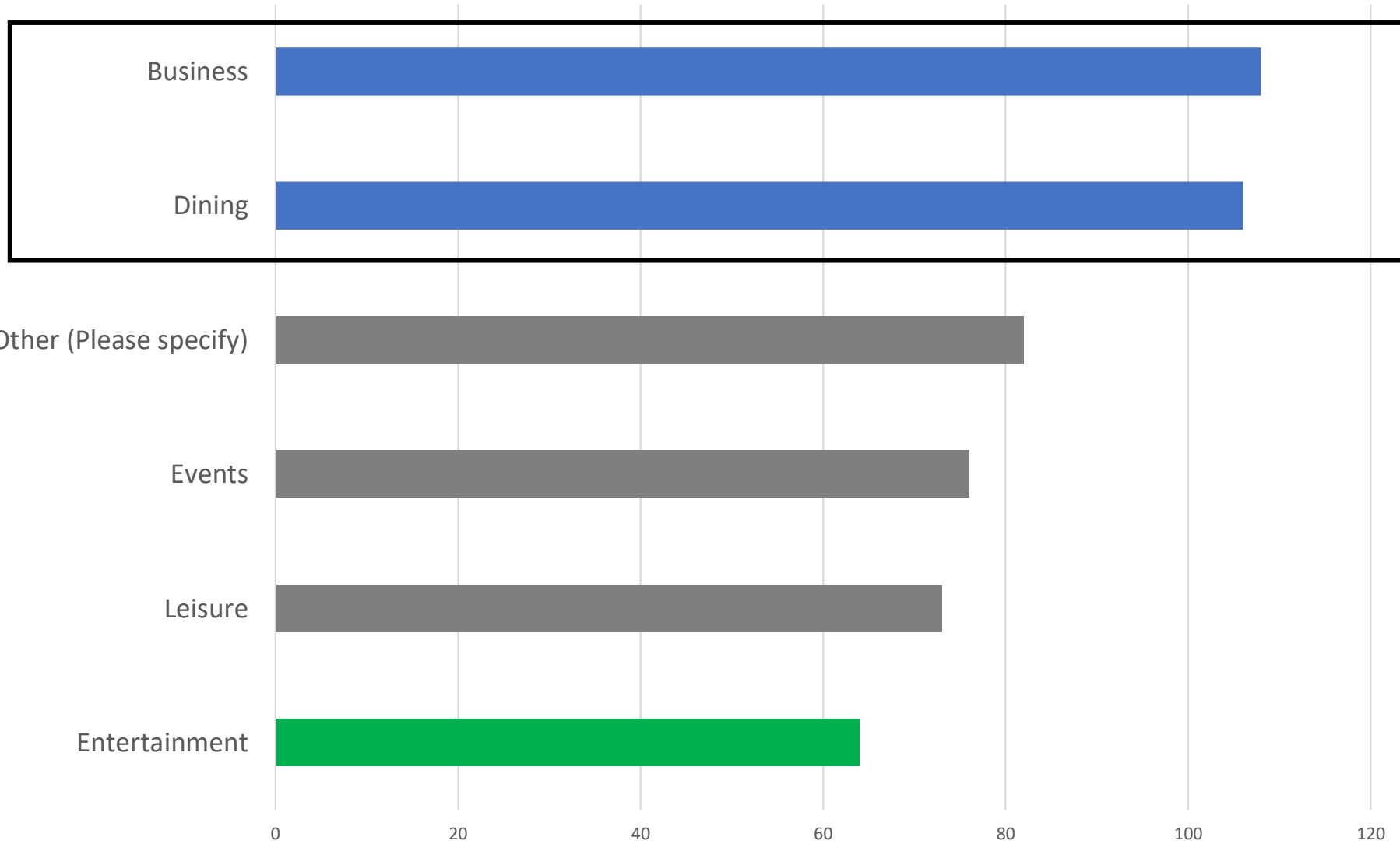
Residents

# How would you describe Gahanna to a visitor?



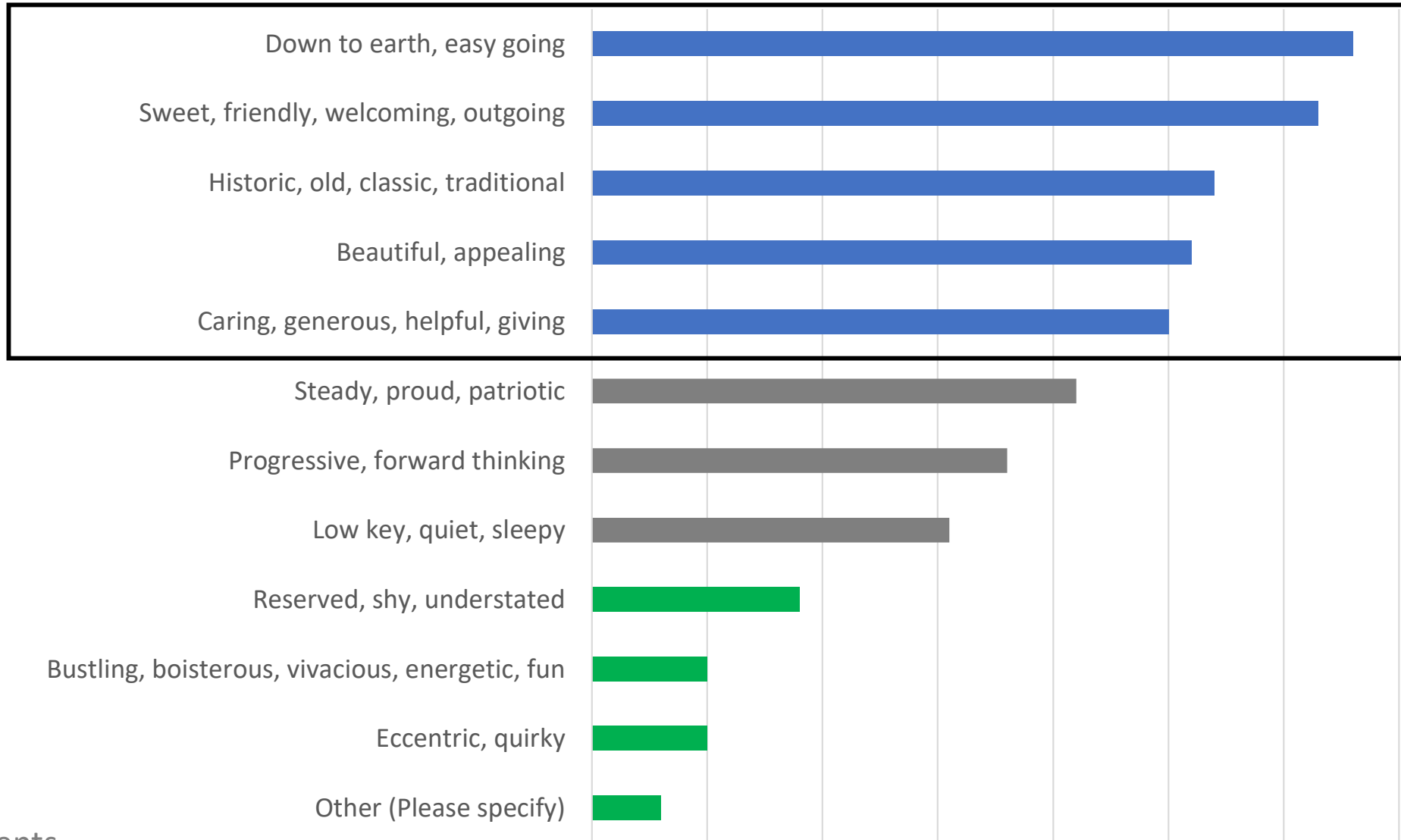
Residents

# Why do you visit Gahanna?



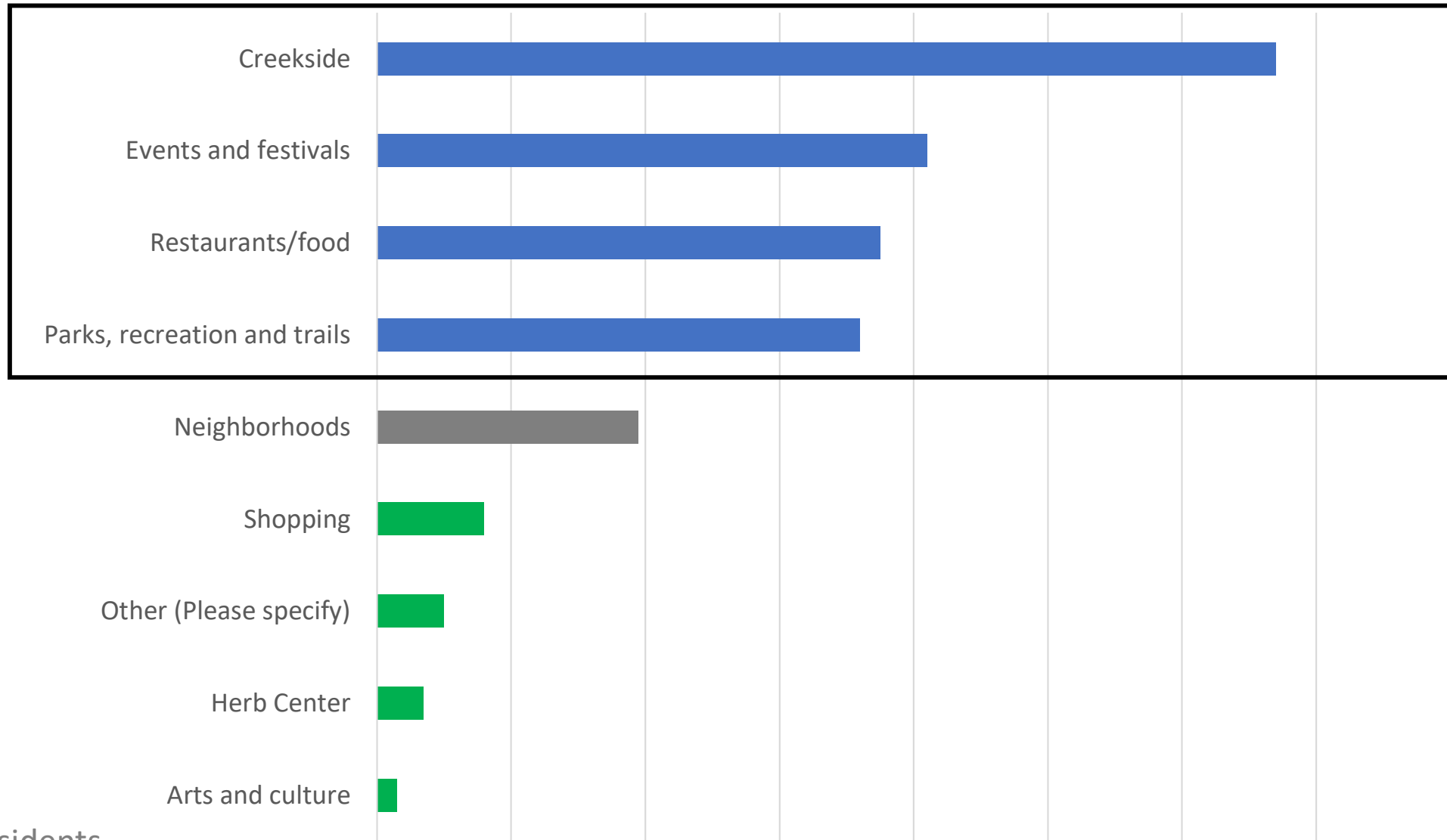
Non-residents

# In describing Gahanna, what words come to mind?



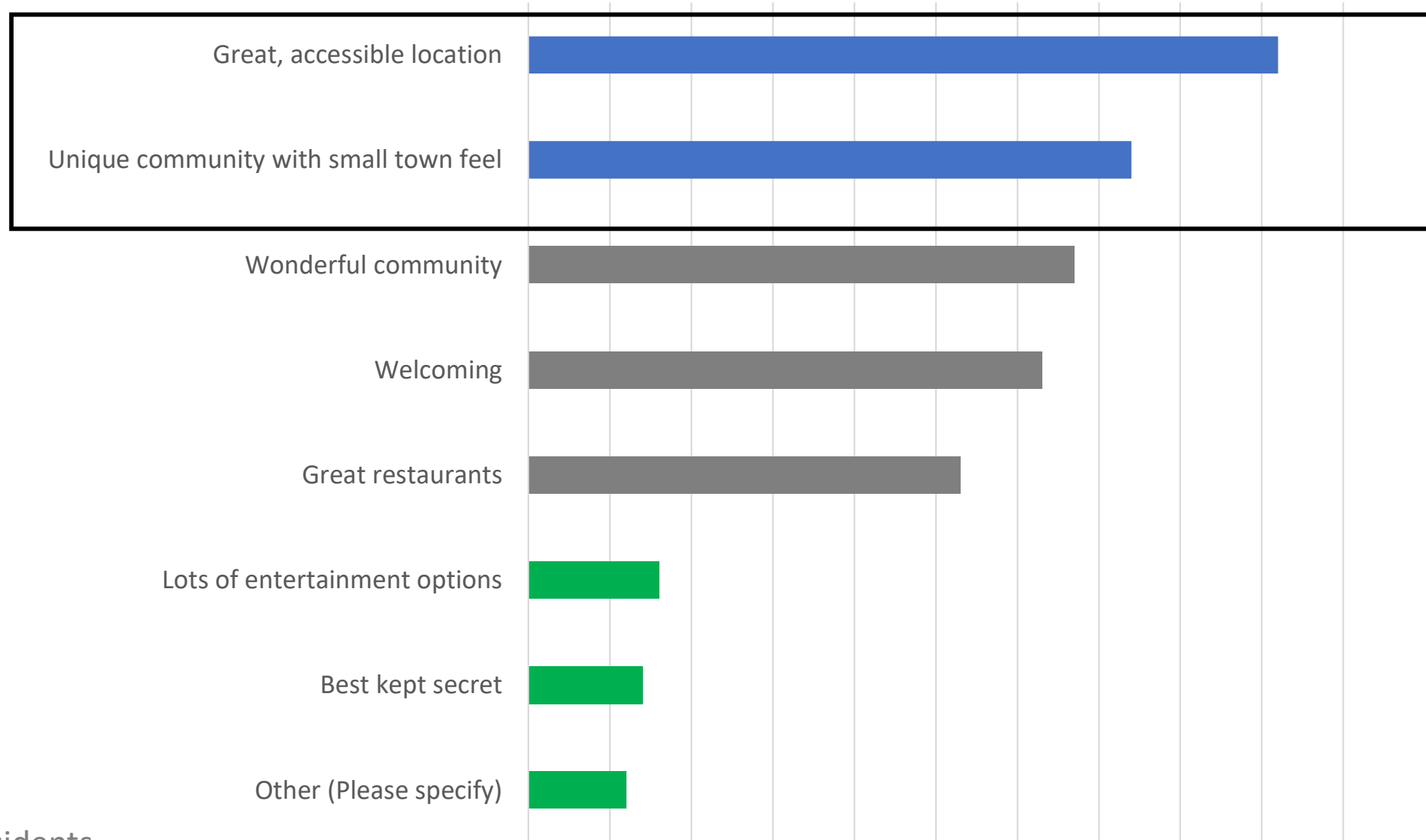
Non-residents

# What are the greatest features of Gahanna?



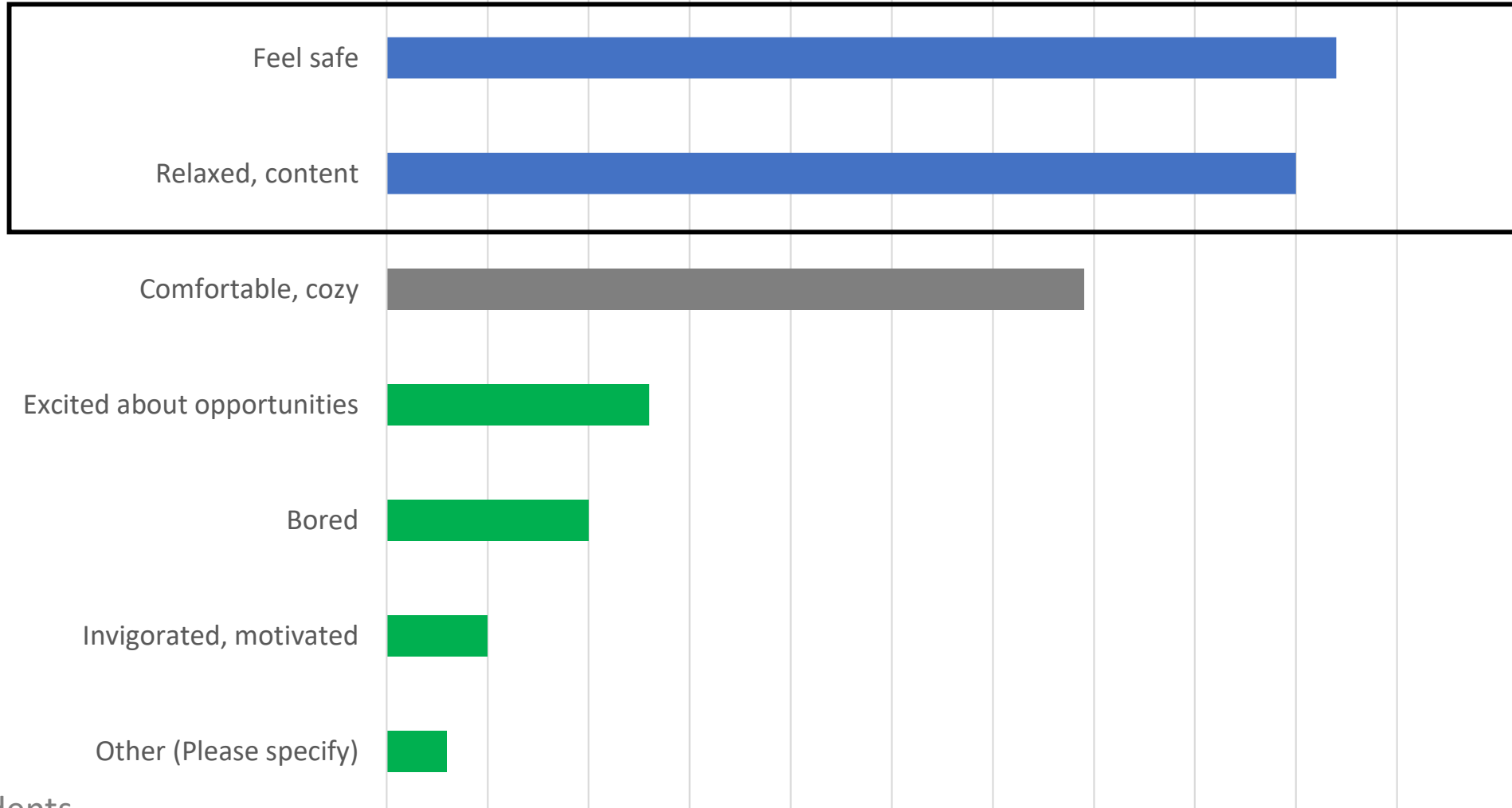
Non-residents

# How would you describe Gahanna?



Non-residents

# How would you describe your emotional feelings about Gahanna?



Non-residents

# Topline research findings

## Gahanna ...

- Is incredibly strong family community and a great place to raise a family
- Offers strong quality of life for residents
- Is diverse, welcoming and friendly
- Is down to earth and easy going
- Is grounded, but offers me the freedom to explore
- Is caring and generous
- Has great parks and beautiful natural resources
- Connects people, places and things