To clarify and simplify the data received from McKenna, we rank-ordered the responses to the first three questions. We included the top 10 "positive" aspects, the top five "negative" aspects and the top five "could be improved" items. Although these cut-off points were somewhat arbitrary, you will note in the McKenna packet that each item missing from this analysis received less than a 20% overall response.

Most positive aspects of living in Moreland Hills (Q1)

1. Rural / Private — 80.1%
2. Metroparks — 76.2%
3. Location in greater CLE — 66.3%
4. Attractive Lots — 62.4%
5. Family Friendly — 53.6%
6. Public Services — 53.0%
7. Education Options — 51.4%
8. Village Parks — 39.2%
9. Proximity to Employment — 30.9%
10. Sense of Community — 29.3%

Negative aspects of living in Moreland Hills (Q2)

1. Lack of Alternative Transportation (bike paths etc.) — 37.5%
2. None of the Above — 23.8%
3. Lack of Community Center — 20.0%
4. Cost of Living — 20.0%
5. Lack of Shared Community Space/Sense of Community — 15.6%

What could be improved about Moreland Hills (Q3)

1. Greater Transportation — 35.2%
2. Road Maintenance — 27.7%
3. Sense of Community — 25.2%
4. None of the Above — 23.3%
5. More Entertainment/Nightlife — 13.2%

You will note that residents are largely happy with most aspects of Moreland Hills. In the "negative" category "none of the above" was the second highest response and was the fourth highest in the "could be improved" category.

How much new development does the Village need in the next 10 years for each housing type: (Q4)

	N.O.	None	Less	Same	More
1. High end SF (>$500k) on large lots	6%	16%	7%	50%	20%
2. High end SF on small lots (<1 acre)	6%	54%	7%	21%	11%
3. SF bungalow lots (<$250k)	7%	49%	7%	14%	23%
4. Duplexes (<$250k)	7%	66%	6%	9%	11%
5. Detached townhouse/condo (<$250k)	7%	56%	7%	11%	20%
6. Apartments	4%	82%	5%	3%	5%
7. Independent senior living (condo/apt)	12%	58%	3%	4%	23%
8. Assisted living	13%	61%	4%	6%	16%

N.O. = No Opinion
SF = Single Family

This question was worded somewhat awkwardly or in a way that may have skewed the data. If you ask the question about how much development is NEEDED, my answer would be "none." If you ask a question about some desired changes and/or diversity of choices, my answer would be different.

Again we rank-ordered the responses to the next two questions to determine which items were most important to our respondents. We left out the "not important at all" category to try to simplify the data. The "not important at all" percentage can be determined by subtracting Total plus No Opinion from 100 or simply by looking at the McKenna data. However, we preferred to focus in this analysis on what people value as opposed to what they do not.

Rate the following transportation goals: (Q5)

	N.O.	S.I.	I.	E.I.	Total I
1. Maintain existing roads and sidewalks	0%	10%	41%	48%	99%
2. Establish bike / walking trails	4%	27%	27%	25%	79%
3. Encourage Metroparks to expand trails	6%	28%	31%	19%	78%
4. Provide bike lanes on roads	5%	34%	23%	20%	77%
5. Increase senior transportation options	15%	35%	17%	6%	58%
6. Add sidewalks	5%	23%	10%	12%	45%
7. Add wayfinding signs	18%	27%	13%	3%	43%
8. Provide bus / community shuttle	15%	26%	8%	1%	35%
9. Add parking	14%	15%	1%	1%	17%

Rate the following priorities: (Q6)

	N.O.	S.I.	I.	E.I.	Total I
1. Maintain existing roadways	0%	7%	34%	59%	100%
2. Preserve open space, trees, etc.	1%	6%	25%	67%	98%
3. Coordinate with adjacent communities	2%	24%	41%	24%	89%
4. Improve appearance of neighborhoods	5%	37%	35%	10%	82%
5. Occupy vacant commercial spaces	2%	23%	38%	19%	80%
6. Establish sidewalks / bike paths	4%	31%	21%	19%	71%
7. Improve access to village parks	10%	35%	18%	6%	59%
8. Redevelop vacant lots	5%	25%	21%	9%	55%
9. More housing for young families	11%	30%	14%	9%	53%
10. Provide more senior housing	10%	24%	11%	12%	47%
11. Develop a community center	5%	27%	15%	5%	47%
12. Improve access to transportation	16%	27%	11%	3%	41%
13. Incorporate art into public spaces	9%	23%	5%	1%	29%
14. More affordable housing	10%	13%	7%	8%	28%

N.O. = No Opinion
S.I. = Somewhat Important
I. = Important
E.I. = Extremely Important
Total I = The total percentage of responses giving that item some level of importance

The data from the next four questions are presented almost exactly as McKenna presented them to us except we have eliminated the graphic representations of the data.

How likely are you to stay in Moreland Hills over the next 10 years? (Q7)

1. Very likely   64%
2. Somewhat likely   19%
3. Neither likely or unlikely   5%
4. Somewhat unlikely   4%
5. Very unlikely   4%
6. Unsure   4%

Somewhat and very likely combined = 83% of respondents are likely to stay in Moreland Hills over the next 10 years.

Questions 8, 9 and 10 are all linked. Questions 9 and 10 were asked only of respondents who chose "yes" or "maybe" for question 8.

Do you intend at some age or stage of life to downsize your living situation? (Q8)

1. Yes   38%
2. Maybe   35%
3. No   27%

Yes and maybe combined = 73% plan to or may downsize.

If you were to downsize, how likely would you be to choose the following housing: (Q9)

	No Opinion	Not at all	Not Likely	Somewhat Likely	Very Likely	Somewhat & Very Likely
1. High end SF (>$500k) on large lots	10%	55%	19%	7%	9%	16%
2. High end SF on small lots (<1 acre)	9%	46%	13%	26%	5%	29%
3. SF bungalow lots (<$250k)	8%	24%	15%	36%	17%	53%
4. Duplexes (<$250k)	11%	48%	24%	12%	4%	16%
5. Detached townhouse/condo (<$250k)	7%	30%	12%	36%	15%	51%
6. Apartments	9%	60%	20%	8%	4%	12%
7. Independent senior living (condo/apt)	10%	32%	19%	31%	9%	40%
8. Assisted living	12%	36%	24%	23%	4%	27%

SF = Single Family

Where would you downsize? (Q10)*

1. Moreland Hills if possible   28%
2. Chagrin Valley if possible (not necessarily MH)   54%
3. I do not intend to stay in the region   18%

*The total number of respondents for this survey was 187. The number of respondents who answered "yes" or "maybe" to Q8 was 106. Thus the 19 respondents who chose "I do not intend to stay in the region" represent 18% of the smaller number of respondents. Thus only 18% of those planning to downsize plan to leave the area.

What is your age? (Q11)

Age	<18	18-24	25-24	35-44	45-54	55-64	65-74	75 or older
Percent	0.6%	0	2.5	11.2	24.2	31.1	19.3	11.2