Ever since Richard Florida wrote his book The Rise of the Creative Class there's been a race to see who can attract those funky, unconventional '20 to 30 somethings' who have for the last 10 years been excellent markers of economic vitality in a city. Dr. Florida wasn't trying to start a revolution but in a way that's exactly what he did in the world of economic development. Whether you agree or disagree with his findings, he has forever changed the way we look at our cities and our young people as catalysts for prosperity.

His insights broadened the lens through which cities view their economic development strategies as he demonstrated how economic performance in our multi-media, globally competitive, innovation-is-king world is more than just dark blue business suits; it's just as much about spiked green hair and alternative lifestyles.

As part of Kent’s efforts to compete for the next generation of businesses owners, homeowners and community leaders, a “cool cities” survey was developed as a means to gauge Kent’s appeal to that next generation. The goal is to incorporate this data in the City’s economic renewal efforts and capture a greater share of the next generation market.

The results of the survey are summarized in this report.
On-Line Survey @ www.kent360.com
75 Surveys Completed

EXECUTIVE SUMMARY

When asked what was most important in selecting a place to live, the priorities were tallied as follows from most to least important:

- Safe streets and neighborhoods: Over 70%
- A vibrant downtown: Over 60%
- Arts, cultural and entertainment options: Over 50%
- An affordable place to live: Over 50%
- A city with many different kinds of job opportunities: Over 50%
- A place that welcomes diversity: Over 50%
- A place to raise a family: Over 50%
- Accessible, walkable streets: Over 50%
- A good public school system for children: Over 50%
- A place for people with many different lifestyles: Over 50%
- Close to small service oriented businesses: Over 50%
- A place that takes care of the environment: Over 50%
- A place with a strong sense of community: Over 50%
- Active nightlife (bars, clubs, etc.): Over 50%
- A vibrant music scene: Over 50%
- Neighborhoods with interesting and unique character: Over 50%
- Lots of natural scenic beauty: Over 50%
- A good public transportation system: Over 50%
- Near where my friends and family live: Over 50%
- Close to hiking, biking, jogging trails: Over 50%
- Near large malls and shopping centers: Over 50%
- A place with low taxes: Over 50%
- 4 Seasons climate: Over 50%
- Easy access to beaches or waterfront: Over 50%
- A place with professional sports: Over 50%
- Easy access to outdoor sports (rock climbing, kayaking, biking): Over 50%
- A place where I can start my own business: Over 40%
- Warm weather year-round: Over 30%
- Near gaming/gambling casinos: Over 30%
- The survey preferences. Kent has both lower priced, starter-type housing in older, more established neighborhoods, as well as a range of new housing options that are still moderately priced.

Where to Live

2 out of 3 students would consider living in Ohio
1 out of 2 students would consider living in Northeast Ohio
1 out of 3 students would consider living in Kent

Where to Live

What's Important

When asked what was most important in selecting a place to live, the priorities were tallied as follows from most to least important:

- Safe streets and neighborhoods. 16 to 20
- A vibrant downtown. 21 to 25
- Arts, cultural and entertainment options. 26 to 30
- An affordable place to live. 31 to 35
- A city with many different kinds of job opportunities. 36 to 40
- A place that welcomes diversity. 41 to 50
- A place to raise a family. Over 50
- Accessible, walkable streets. Over 50
- A good public school system for children. Over 50
- A place for people with many different lifestyles. Over 50
- Close to small service oriented businesses. Over 50
- A place that takes care of the environment. Over 50
- A place with a strong sense of community. Over 50
- Active nightlife (bars, clubs, etc.). Over 50
- A vibrant music scene. Over 50
- Neighborhoods with interesting and unique character. Over 50
- Lots of natural scenic beauty. Over 50
- A good public transportation system. Over 50
- Near where my friends and family live. Over 50
- Close to hiking, biking, jogging trails. Over 50
- Near large malls and shopping centers. Over 50
- A place with low taxes. Over 50
- 4 Seasons climate. Over 50
- Easy access to beaches or waterfront. Over 50
- A place with professional sports. Over 50
- Easy access to outdoor sports (rock climbing, kayaking, biking). Over 50
- A place where I can start my own business. Over 40
- Warm weather year-round. Over 30
- Near gaming/gambling casinos. Over 30

What's Important

When asking what was most important in selecting a place to live, the priorities were tallied as follows from most to least important:

- Safe streets and neighborhoods. 10
- A vibrant downtown. 15
- Arts, cultural and entertainment options. 20
- An affordable place to live. 25
- A city with many different kinds of job opportunities. 30
- A place that welcomes diversity. 35
- A place to raise a family. 40
- Accessible, walkable streets. 45
- A good public school system for children. 50
- A place for people with many different lifestyles. Over 50
- Close to small service oriented businesses. Over 50
- A place that takes care of the environment. Over 50
- A place with a strong sense of community. Over 50
- Active nightlife (bars, clubs, etc.). Over 50
- A vibrant music scene. Over 50
- Neighborhoods with interesting and unique character. Over 50
- Lots of natural scenic beauty. Over 50
- A good public transportation system. Over 50
- Near where my friends and family live. Over 50
- Close to hiking, biking, jogging trails. Over 50
- Near large malls and shopping centers. Over 50
- A place with low taxes. Over 50
- 4 Seasons climate. Over 50
- Easy access to beaches or waterfront. Over 50
- A place with professional sports. Over 50
- Easy access to outdoor sports (rock climbing, kayaking, biking). Over 50
- A place where I can start my own business. Over 40
- Warm weather year-round. Over 30
- Near gaming/gambling casinos. Over 30

What's Important

When looking at what's most important to today's students, safety appears to be a prerequisite for almost everyone. If you don't have a safe community, all the other factors are irrelevant. Safety was also the top priority in the Michigan survey.

After safety needs have been met, the fun begins. 3 out of 4 students want to have access to a vibrant downtown, with abundant arts, cultural, entertainment options as well as cafes, outdoor markets and street fairs.

The survey preferences. Kent has both lower priced, starter-type housing in older, more established neighborhoods, as well as a range of new housing options that are still moderately priced.

In the next tier of priorities, the practical realities begin to emerge. Students want an affordable place to live that has a lot of jobs to choose from. They want places that welcome diversity and are good places to raise kids, with strong school systems.

Moving further down the list, a sense of community begins to become important, near friends and family with neighborhoods that have interesting historic and architectural character. There's a desire to live in a place that takes care of the environment and provides lots of opportunities for outdoor recreation.

Some of the more traditional economic development issues like shopping centers, low taxes, professional sports, beaches and waterfront are well down the list with less than ½ of the respondents showing interest in those items.

Surprisingly, a place to start my own business also ranked very low, as did warm weather - which is good news for Kent.

THE SURVEY

Borrowing from the success of the Michigan Cool Cities initiative (http://www.michigancoolcities.com), a Kent version of the “cool cities” survey was put on-line at www.kent360.com.

As cities compete for the next generation of business leaders, artists, teachers and community stewards, it is imperative to understand the likes, dislikes, needs and desires of today’s students. The survey is designed to collect information about how students make choices about where to live, work and play. That information can then become a part of the City of Kent’s economic development efforts.

Where to Live

In terms of location, nearly 40% of the students had a preference to remain in Ohio and another 30% said they would consider staying in Ohio. When asked about living in Kent, 15% preferred to live in Kent (1 out of 6 respondents) but an additional 15% indicated that they would consider Kent if the right opportunities existed.

Whether it’s a large city or medium sized city, there were clear preferences for neighborhoods and suburb style living outside and around the downtown core. Furthermore, the students showed very little interest in rural or small town living.

As far as housing choices go, the respondents had a strong preference for single family homes rather than apartment, townhome or duplex living quarters. 81% of the respondents indicated that they’re looking to own their home, with nearly a 50-50 split between owning a new home in a new development and an older home in an older neighborhood.

Compared to many of the cities in the region, Kent has a more affordable mix of housing options that would seem to fit well with the survey preferences. Kent has both lower priced, starter-type housing in older, more established neighborhoods, as well as a range of new housing options that are still moderately priced.

What's Important

When looking at what’s most important to today’s students, safety appears to be a prerequisite for almost everyone. If you don’t have a safe community, all the other factors are irrelevant. (Safety was also the top priority in the Michigan survey).

After safety needs have been met, the fun begins. 3 out of 4 students want to have access to a vibrant downtown, with abundant arts, cultural, entertainment options as well as cafes, outdoor markets and street fairs.

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Some of the more traditional economic development issues like shopping centers, low taxes, professional sports, beaches and waterfront are well down the list with less than ½ of the respondents showing interest in these items.

Surprisingly, a place to start my own business also ranked very low, as did warm weather - which is good news for Kent.
In Their Own Words

What's Important
The survey provided the students an opportunity to describe the characteristics of the place that they are looking to live in their own words. With nearly 4 pages of comments, the students had a lot to say. In reviewing the comments, a couple of themes emerged that are highlighted with a sampling of excerpted remarks below (all the comments are listed beginning on page 17):

**The Lifestyle Theme** (fun, unusual, diverse, eclectic things to do)
- I lived in Burlington, Vermont for 2 years - what a great place! Kent should look into making Franklin Street pedestrian only like Church Street in Burlington. A vibrant downtown is vital - I spent most of my time in Burlington without a car and the downtown had everything I needed - I could pick-up groceries, eat at a sidewalk cafe, listen to music, study, get together with friends - it provided a central location that was full of different types of activities.
- An eclectic selection of activities - not all art-based or all music-based, but a nice combination of nature, sense of community, old-town charm, cute shops (enough with the tattoo parlors already), sidewalk cafes, nice restaurants and pubs.
- Urban environment, with things to do, places to go to keep me interested. Good restaurants and music venues.
- I usually like to do things at night, so I look for a place that has a nightlife for the mature but young crowd. Nice restaurants with bars, not the other way around.
- Progressive community that supports a wide variety of people from different socio-economic, religious, cultural and racial backgrounds.

**The Outdoors Theme** (ranging from outdoor sports to just being outdoors)
- LOTS OF BIKING OPTIONS!!!!
- The park that goes underneath the bridges and by the railroad tracks and river is great, pay attention to the rest of your city and improve its aesthetic characteristics the same way.

**The 3rd Place Theme** (plenty of gathering places, places to hang out with friends and family)
- A cool place to hang out, drink coffee, listen to music, read a magazine talk with my significant other and then go ride some great biking trails and end the day with the worlds best cheeseburger and a peaceful night’s sleep.
- Coffee shops that are open as late as the bars as an alternative place to hang out instead of drinking. I think that every college town should have a unique coffee shop, or even better, several, with comfortable furniture and environment. These kind of places I have seen elsewhere often sponsor arts and cultural events, such as local bands playing, poetry readings/open mic, and just in general appeal to the young college crowd.

**Safety and Security Theme**
- Safe, affordable, welcoming, a place to start and raise a family, a town that emphasizes community and neighborhood events.
- I think it is important for a town to be clean and safe.
- Close to my job. peaceful neighborhood.
- A place were the non-college residents do not hate the college students.
- Safe place, with something to do besides going out to eat or the movies.
- A place where I can raise a family and I know they will be safe and where my kids can get a good education.

**Economics Theme**
- Public transit, more things to do in town, better places to live at affordable prices.
- Job opportunities other than small local business positions. I want something with the ability to move up both in position and income level.

Where I'd like to Live
The survey asked students to list where they would most like to live. The results are as follows:

### Top Votes

<table>
<thead>
<tr>
<th>States</th>
<th>US Cities</th>
<th>Ohio Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>States</td>
<td>States</td>
<td>States</td>
</tr>
<tr>
<td>California (10 votes)</td>
<td>New York City (19 votes)</td>
<td>Columbus (40 votes)</td>
</tr>
<tr>
<td>Arizona (7)</td>
<td>Chicago (17)</td>
<td>Cleveland (31)</td>
</tr>
<tr>
<td>Ohio (6)</td>
<td>San Francisco (8)</td>
<td>Kent (17)</td>
</tr>
<tr>
<td>Florida (5)</td>
<td>Boston (7)</td>
<td>Cincinnati (13)</td>
</tr>
<tr>
<td>North Carolina (4), South Carolina (4)</td>
<td>Los Angeles (6)</td>
<td>Akron (12)</td>
</tr>
<tr>
<td>Colorado (3)</td>
<td>Miami (5), Cleveland (5)</td>
<td>Canton (5)</td>
</tr>
<tr>
<td>Georgia (2), Oregon (2)</td>
<td>Kent (4), Pittsburgh (4), Washington DC (4)</td>
<td>Beachwood (3), Cleveland Heights (3), Northeast Ohio (3)</td>
</tr>
<tr>
<td></td>
<td>Burlington, VT (2), Philadelphia (2), Portland, OR (2), Providence RI (2), San Diego (2), Savannah, GA (2), Detroit (2)</td>
<td>Athens (2), Cuyahoga Falls (2), Dayton (2), Dover (2), Hudson (2), Lakewood (2), Near Lake Erie (2), Shaker Heights (2), Toledo (2)</td>
</tr>
</tbody>
</table>

Page 2
More In Their Words

The survey also asked students to complete the sentence:
"The best thing Kent could do to make it a more appealing place for me to live after I graduate is ..."

<table>
<thead>
<tr>
<th>More Downtown Arts, Entertainment, Restaurants, Shopping</th>
<th>27 comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>More artistic entertainment options and vibrant scene</td>
<td></td>
</tr>
<tr>
<td>Increase the arts scene and downtown area</td>
<td></td>
</tr>
<tr>
<td>Have more of a music scene</td>
<td></td>
</tr>
<tr>
<td>Have more &quot;day time&quot; events downtown</td>
<td></td>
</tr>
<tr>
<td>Bring in restaurants, bars, clubs, and trendy companies to the entire Kent area. Also, come up with some popular hangout/meeting areas, and have huge events, that students will actually attend.</td>
<td></td>
</tr>
<tr>
<td>More upscale community hangouts - rec center, outdoor festivals and events, athletic events</td>
<td></td>
</tr>
<tr>
<td>Add more shopping and restaurants</td>
<td></td>
</tr>
<tr>
<td>Revitalize downtown</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>More Jobs</th>
<th>11 comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheap public transportation and jobs</td>
<td></td>
</tr>
<tr>
<td>Jobs, we need to start some internet startups here</td>
<td></td>
</tr>
<tr>
<td>Attract a strong business base from Cleveland</td>
<td></td>
</tr>
<tr>
<td>Extend job market/opportunities</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stronger Sense of Community</th>
<th>8 comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gain a sense of community by keeping small and family businesses and not letting the impersonality of franchises and corporate feel take over and ruin the intimacy and community atmosphere</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Better Housing and Facilities</th>
<th>5 comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build more parks and better housing projects</td>
<td></td>
</tr>
<tr>
<td>Newer or remodeled housing.</td>
<td></td>
</tr>
<tr>
<td>Better more affordable housing for families</td>
<td></td>
</tr>
</tbody>
</table>

Full comments listed beginning on page 23.

What are the cool things you like to do in Kent?  What cool things would you like to be able to do in Kent?

Bars and Nightlife  (22 comments)  Shopping  (25 comments)
Dining and Downtown (15 comments)  Eateries  (23 comments)
Music and Festivals  (14 comments)  Nightlife / Entertainment  (18 comments)
Kent State Campus  (14 comments)  Intellectual Cultural Activity  (11 comments)
Parks  (13 comments)  Lifestyle  (10 comments)
Specialty Shopping  (7 comments)  Recreational Activities  (9 comments)
Coffee Shops  (6 comments)  Transportation, Parking  (7 comments)
Family Activities  (6 comments)  Socialize  (3 comments)
Socialize  (5 comments)  Parks, Gardens  (3 comments)
River  (5 comments)  Hotel  (2 comments)
Nothing Cool in Kent  (5 comments)  Full comments listed beginning on page 25.
Cool City Survey Results

Completed January 2007

1. **Where to Live?** If you could live anywhere and still work in your chosen field, how likely would you be to live...

   a. In Kent?

   ![Graph showing responses to question a.]

   - Very Unlikely
   - Unlikely
   - Maybe
   - Possibly
   - Likely
   - Very Likely
   - No Opinion

   b. In northeast Ohio?

   ![Graph showing responses to question b.]

   - Very Unlikely
   - Unlikely
   - Maybe
   - Possibly
   - Likely
   - Very Likely
   - No Opinion

   c. In Ohio?

   ![Graph showing responses to question c.]

   - Very Unlikely
   - Unlikely
   - Maybe
   - Possibly
   - Likely
   - Very Likely
   - No Opinion

   d. In Great Lakes Region?

   ![Graph showing responses to question d.]

   - Very Unlikely
   - Unlikely
   - Maybe
   - Possibly
   - Likely
   - Very Likely
   - No Opinion
2. Types of Places to Live: What types of areas or neighborhoods are you looking for?

a. Downtown of a large city?

b. Neighborhood near downtown of a large city?
c. Suburb of a large city?

d. Downtown of a medium sized city?

e. Neighborhood near a downtown of a medium sized city?

f. Suburbs of a medium sized city?
3. **Type of Housing:** What type of housing would you like to live in?

a. Downtown loft?

b. A new house in a new development?
c. Older house in older neighborhood?

![Graph]

- Very Unlikely
- Unlikely
- Maybe
- Possibly
- Likely
- Very Likely
- No Opinion

Good for Kent

Bad for Kent

---

d. Apartment complex?

![Graph]

- Very Unlikely
- Unlikely
- Maybe
- Possibly
- Likely
- Very Likely
- No Opinion

Good for Kent

Bad for Kent

---

e. Townhome or duplex?

![Graph]

- Very Unlikely
- Unlikely
- Maybe
- Possibly
- Likely
- Very Likely
- No Opinion

Good for Kent

Bad for Kent

---

3. Housing  Do you plan to rent, own or other?

a. Housing

![Pie Chart]

Comments: Depends upon location and permanency. Depends on my career - freelancing means moving around a lot.
3. **Housing**

How important are the following factors to you when choosing the place you would most like to live in?

a. Safe Neighborhoods

b. Good Public Schools

c. Place to start my own business
d. Low Taxes

![Chart for Low Taxes]

- Good for Kent
- Bad for Kent

e. Close to Hiking, Biking Trails

![Chart for Close to Hiking, Biking Trails]

- Good for Kent
- Bad for Kent

f. Near Friends and Family

![Chart for Near Friends and Family]

- Good for Kent
- Bad for Kent

g. Place That Takes Care of the Environment

![Chart for Place That Takes Care of the Environment]

- Good for Kent
- Bad for Kent
h. A Place with a Strong Sense of Community

i. Place with Natural Scenic Beauty

j. Affordable Place to Live

k. A City With Lots of Job Opportunities
1. **Vibrant Downtown**

![Graph showing responses to Vibrant Downtown]

m. **An Active Night Life**

![Graph showing responses to An Active Night Life]

n. **Arts, Culture and Entertainment Options**

![Graph showing responses to Arts, Culture and Entertainment Options]
o. Four Seasons Weather

p. Close to small service oriented businesses like drug stores, grocery stores, dry-cleaners and restaurants.

q. Accessible, Walkable Streets

r. A Place For People With Many Different Lifestyles
s. Easy access to adventure and outdoor sports (rock climbing, kayaking, biking).

30
25
20
15
10
5
0
Totally Unimportant Unimportant Neutral Important Absolutely Essential Don't Know

Good for Kent

Bad for Kent

t. Neighborhoods with interesting and unique historic or architectural character.

35
30
25
20
15
10
5
0
Totally Unimportant Unimportant Neutral Important Absolutely Essential Don't Know

Good for Kent

Bad for Kent

u. Warm Weather Year Round

30
25
20
15
10
5
0
Totally Unimportant Unimportant Neutral Important Absolutely Essential Don't Know

Good for Kent

Bad for Kent

v. Near Large Shopping Malls and Shopping Centers

30
25
20
15
10
5
0
Totally Unimportant Unimportant Neutral Important Absolutely Essential Don't Know

Good for Kent

Bad for Kent
w. A Place That Welcomes Diversity

x. Near Gaming/Gambling Casinos

y. Easy Access to Beaches or Waterfront

z. A Place With Professional Sports
aa. A Vibrant Music Scene

bb. An Area Without a Lot of Traffic Congestion

c. Good Public Transportation System

dd. A Place to Raise a Family
ee. Lots of gathering places like sidewalk cafes, live performance areas, outdoor markets and street fairs.

5. What other characteristics are important to you in the place that you are looking to live?

Safe, affordable, welcoming, a place to start and raise a family, a town that emphasizes community and neighborhood events.

Supporting small businesses that help to run Wal-Mart out of town, not expand it. For example: on a recent trip to Loudonville, Ohio, we went through downtown once and hit 3 different independent stores that illuminated downtown, were accessible by foot, and offered the same if not more products, a lot of which said "made in USA," I might add.

Public transit, more things to do in town, better places to live at affordable prices.

I plan to live in/around Cleveland. My career goals include Cleveland as a thriving, cultural mecca, music, arts, entertainment, to be much safer, and have improved schools, a reputation for the best people in the nation, pro sports success, and an acceptance of ethnicities from around the globe.

Good movie theaters, public library, pedestrian-friendly, gourmet food & good groceries, live theater, museums, things of educational interest, high quality newspaper

Liberal/socialist/democratic politics - average age of population to be around 35 - vibrant Roman Catholic church community.

I am not so much concerned with an active night life as far as clubs and bars, but I would definitely want a number of 24-hour diners, coffee houses, or stores. I don't feel that Kent has offered any of these to students. I would like to live in a town with shopping and hang-out options, and community-based values.

Good churches in the area
I think it is important for a town to be clean and safe. It also must have a good education program too.

I lived in Burlington, Vermont for 2 years - what a great place! Kent should look into making Franklin Street pedestrian only like Church Street in Burlington. A vibrant downtown is vital - I spent most of my time in Burlington without a car and the downtown had everything I needed - I could pick-up groceries, eat at a sidewalk cafe, listen to music, study, get together with friends - it provided a central location that was full of different types of activities. Hudson is doing a nice job with its downtown - although Hudson has more money Kent should be able to embrace a pedestrian friendly downtown that attracts families and college students alike. I would love to walk to downtown Kent and spend all of my hard-earned money instead of driving to Cuyahoga Falls. It is shocking that Kent has not capitalized on the student population. I'm tired of new fast food and drug stores - it weakens the area. We need strong community strengthening development - there are so many wonderful people in Kent - I would like to feel a sense of community with an active downtown on more days than just the Heritage Festival. Look at Athens also. If Kent can make this happen - I won't leave after I finish grad school. Thanks for the survey!

close to my job. peaceful neighborhood.

A place were the non college residents do not hate the college students.

A job in my field will pretty much now and always dictate where I go.

A place to feel comfortable in, with a good school system, and easy access to grocery stores and restaurants.

It must be near a university setting. Also, it must have good libraries.

An eclectic selection of activities - not all art-based or all music-based, but a nice combination of nature, sense of community, old-town charm, cute shops (enough with the tattoo parlors already!), sidewalk cafes, nice restaurants and pubs. I'd like to live somewhere with a downtown where I can do basic-needs shopping - where I can get milk or bread when needed, instead of having to leave the downtown to buy these essentials. I want a downtown that I can walk to and spend a Saturday afternoon shopping, running errands, and enjoying a nice lunch.

Urban environment, with things to do, places to go to keep me interested. Good restaurants and music venues. Friendly Police, I'm tired of overreacting officers and getting supposed noise complaints when I have a few friends over and all we are doing is talking. I guess it is because it looks like a party and it looks we are drinking. Even though we are over 21. It's just a hassle when we are doing nothing wrong.

I usually like to do things at night, so I look for a place that has a nightlife for the mature but young crowd. Nice restaurants with bars, not the other way around. Also places with a variety of activities that are reasonably priced for the people that reside in that city.
A large variety of restaurants. Big name stores nearby like Abercrombie & Fitch, Hollister, American Eagle, Gap, etc. Not necessarily in a mall but close driving distance.

Safe place, with something to do besides going out to eat or the movies.

A location's goal should be to make the residence as successful as possible. What would happen if Kent found 50 people and said, we, as a community, will work to make these people successful - musicians, artists, business owners, writers, etc. A culture of success will grow a city.

Coffee shops that are open as late as the bars as an alternative place to hang out instead of drinking. I think that every college town should have a unique coffee shop, or even better, several, with comfortable furniture and environment. These kind of places I have seen elsewhere often sponsor arts and cultural events, such as local bands playing, poetry readings/open mic, and just in general appeal to the young college crowd. One of the things that depressed me the most about coming to Kent was that there is no such place here. It seems like the only thing Kent has done as a college town is to have way more bars than any town its size has a right to have, and lots of pizza places that are deliver or carry out only. Maybe students want to do other things besides drink and eat pizza. Or even, if they want pizza, why can't they go out for it? There's not many places that are easy for college kids to get to that you can really "go out" to eat. It destroys any potential "night on the town" fun that doesn't involve the bars. So, to reiterate once again, there needs to be more places in Kent that we can go hang out that are open at hours that we want to go out but don't necessarily involve drinking. It's not every college kid's ambition to become an alcoholic and eat pizza every night of the week.

Progressive community that supports a wide variety of people from different socio-economic, religious, cultural and racial backgrounds. Green space and trees are very important especially in newer planned neighborhoods that were previously clear cut. Cultural amenities and edifices that help to promote civic responsibility and pride. Preferably in part of the yankee band that stretches across the Northern United States. The schools should teach one foreign language to all students from K-12. There should be a central bus terminal between downtown and the university. Downtown and the university should connect better, to blend the lifestyle outside of the bars. The city should try to better connect the Franklin mills riverside park with the metroparks. The city should fix the Crain avenue bridge intersection. More effort should be put into re-developing historical buildings in Kent. More trees should be planted along the streets and open grassy areas especially in the newer areas of the city were there are fewer trees.

It is important to have a city with not only many different types of culture in foods and retail stores, but also a city that has adequate access to parking and aesthetically pleasing buildings that are not necessarily new, just well maintained. Where is the true center of town? If Main Street you take pride in then try to get someone to renovate the abandon buildings and add some kind of new character to the street in general. The park that goes underneath the bridges and by the railroad tracks and river is great, pay attention to the rest of your city and improve its aesthetic characteristics the same way.

Uniqueness
Kent is a great community if the town and the university would combine resources and not continue to try and be what a university town is not.

Good attitudes and positive people that really want to enjoy life without getting in someone else’s face about the things they might enjoy....LOTS OF BIKING OPTIONS!!!!!! A cool place to hang out, drink coffee, listen to music, read a magazine talk with my significant other and then go ride some great biking trails and end the day with the worlds best cheeseburger and a peaceful nights sleep....does this even exist????

I want places to go, things to do. I've lived in a smallish city (Cuyahoga falls) all my life, and there's so little to do in the city itself. I'd rather live in Cleveland - I want quick access to music, art, dining, museums... That said, I don't think I'd pick Cleveland as the city of my choice, especially since it's been rated one of the worst cities in the country for young professionals.

Lots of shops and stores that offer retail, dining, and leisure activities. These buildings should maintain the historic exterior of their surrounding as a means to keep with the style already created by past architects. Not to say that the area has to be over concentrated with stores or shops but rather that the area is nice, clean, and the shops offer high quality products and fit the area. A downtown similar to that of an outdoor shopping center like Legacy Village or Easton Town Center. Both of which are well maintained offer a variety of restaurants, retail stores, and other outlets but still have a presence about them. Through their brick roads, consistent building style, and well landscaped sidewalks. Bring in newer, nicer apartment complexes that offer amenities like pools, workout facilities, and other services. Job opportunities other than small local business positions. I want something with the ability to move up both in position and income level.

A place where I can raise a family and I know they will be safe and where my kids can get a good education.
7. If you were offered your dream job where you could live in anywhere in the U.S., what would be your top 3 choices?

Top Votes

Cities
New York City (19)
Chicago (17)
San Francisco (8)
Boston (7)
Los Angeles (6)
Miami (5), Cleveland (5)
Kent (4), Pittsburgh (4), Washington DC (4)
Austin (3), Phoenix (3), Raleigh, NC (3), Charlotte, NC (3), Columbus (3)
Burlington, VT (2), Philadelphia (2), Portland, OR (2), Providence RI (2), San Diego (2), Savannah, GA (2), Detroit (2)

States
California (10)
Arizona (7)
Ohio (6)
Florida (5)
North Carolina (4), South Carolina (4)
Colorado (3)
Georgia (2), Oregon (2)
8. If you were offered your dream job and could live anywhere in Ohio, what would your top 3 choices be?

<table>
<thead>
<tr>
<th>Cities</th>
<th>Votes</th>
</tr>
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<tbody>
<tr>
<td>Columbus (40)</td>
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<tr>
<td>Cleveland (31)</td>
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<tr>
<td>Kent (17)</td>
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<td>Cincinnati (13)</td>
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<tr>
<td>Akron (12)</td>
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<tr>
<td>Canton (5)</td>
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<tr>
<td>Beachwood (3), Cleveland Heights (3), Northeast Ohio (3), Nowhere in Ohio (3)</td>
<td></td>
</tr>
<tr>
<td>Athens (2), Cuyahoga Falls (2), Dayton (2), Dover (2), Hudson (2), Lakewood (2), Near Lake Erie (2), Shaker Heights (2), Toledo (2)</td>
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</tr>
</tbody>
</table>

9. How much do you disagree or agree with the following statements?

- A good paying job is my highest priority.
- With my education and skills I can get a job in almost any place that I want to live.
- I would prefer to live in a place that fits my lifestyle more than a place with a job that pays the most money.

10. Please complete the sentence: "The best thing Kent could do to make it a more appealing place for me to live after I graduate is ..."

- Develop the downtown area more with more shops and other things that are entertaining
- Make downtown better
- Make it more of a tourist venue
- Bring in a greater variety of businesses downtown
- Clean up the downtown and connect it with campus
- Make the downtown a diverse destination, with quaint places to live, cute shops that offer basic needs, and more restaurants.
- Add a large shopping center or mall as close to the city as possible
- Fill the retail space so the town doesn't look like it's dying.
- Better downtown area
- To keep me here... create a vibrant culture of success
- If it actually appealed to students and seemed to take an interests in the fact that there is a very large population of college students who want to do more than just go to bars and frat parties.
- Create more entertainment
- A Brew Pub, few more bars, outdoor beer garden, and larger music venue/bar, all downtown
- Clean up the downtown areas and bring in unique businesses and restaurants
- More mall-type shopping, better restaurants, and more parks.
- Create a more diverse, booming downtown with more jobs, businesses, and entertainment.
- A larger variety of businesses and a better developed downtown
- More shopping opportunities
- Clean up the downtown area, expand, create an urban renewal program, there are many under utilized buildings that could be revamped to be more useful and the existing could use a face lift. Crack down on the "slum lords". I unfortunately chose a newer apartment complex then renting a home this past year as all the student eligible homes should be made to pass any health inspection.
More Jobs (11 comments)
- Cheap public transportation and jobs
- Jobs, we need to start some internet startups here
- Attract a strong business base from Cleveland
- Extend job market/opportunities
- Bring businesses into the empty building that litter the town
- Jobs
- Bring in bigger business.
- Bring in more shopping centers so I don't have to travel to Stow or Chapel Hill when I want to visit an office or home supply store
- Have communication and/or writing jobs available in the area.
- Bring in more jobs in a variety of industries.
- Bring in more business.

Sense of Community (8 comments)
- Gain a sense of community by keeping small and family businesses and not letting the impersonality of franchises and corporate feel take over and ruin the intimacy.
- Develop locally owned businesses (unique eateries and specialty shops) within a close vicinity of each other creating a local community atmosphere
- Unify the students to the actual citizens of Kent.
- Focus on the relationship between town and gown
- Improve the attitude of the citizens towards others.
- Appeal to me while I'm a student by developing around the campus.
- Growing economy and a community spirit
- Keep up the city's and the campus' historical integrity

Housing and Facilities (5 comments)
- Build more parks and better housing projects
- Newer or remodeled housing.
- Better more affordable housing for families
- More opportunities for development
- Bring in newer, nicer apartment complex that offer amenities like pools, workout facilities, and other services.

Police (4 comments)
- Stop police from arresting students so much.
- Have less racist police
- Be more lenient on the students
- Be nice to the students and treat them with respect

Urbanize Kent (3 comments)
- Be more like Ann Arbor
- Become more urban
- Grow by about 50-100,000 people

Good As Is (3 comments)
- Not much, I think Kent is very good how it is now. I like that it's a somewhat small town with a lot to do and it's near big cities
- Pretty much nothing.
- Nothing because I couldn't stay here with my major.

Taxes (2 comments)
- Lower taxes
- Lower taxes

Other (1 comment)
- Don’t cater so much to the lower class
Bonus Questions

(a): What are the cool things that you like to do in Kent?

Bars and Nightlife  (22 comments)
Go to the bars with friends
Nightlife
Bars
Go to the Zephyr
Go to the bars
Bars
Bars
Go to clubs
Bars
Visit the outdoor bars
The night life downtown
Go to bars with my friends
Go to bars
Ray's Place
Hanging out with friends downtown at the bars
Go to the bar
I love the new hookah bar downtown
Bars, Hookah bars,
Out of all the bars in Kent Glory Days is the the only clean half way decent bar, many students leave to go into Akron or Cleveland as they offer more upscale surroundings.
Party
Bars
Drink

Dining and Downtown  (15 comments)
Eat
Go out to eat at the various locally owned restaurants.
Go downtown to the restaurants
Go to the great restaurants on Main Street
Go downtown
Chipotle
Go out to dinner
Go downtown with my friends
Walk downtown
Go to 24/7 cafes/diners like Luna's
Eat at the unique restaurants downtown
I do like some of the smaller restaurants like Franklin Square, Mangiamos, Bistro, and Taco Tontos as they are unique to the area.
Chipolte
Downtown running
Downtown

Music and Festivals  (14 comments)
Festivals
Festivals
See music events
Hang out at record stores
Concerts
The Kent Stage is amazing, has great music
The Folk Festival is a great idea.
See music from ALL genres
Go to see bands
Head Downtown and see some of the festivals
Community events
Bands
Enjoy music at the Kent Stage
Go to art museum

Kent State Campus (14 comments)
Walk around KSU
Hang out on campus
KSU athletic events
Anything on campus
Campus life
Attending sporting events
Go to Kent U events
Go the rec. center
Ice skating
Play hockey
Walk around campus
Visit the campus
Work out at the Rec Center
Take walks around campus

Parks (13 comments)
Parks
Use the parks
Parks
Art in the park
Kayak through the gorge
Go to parks
Explore the local parks
Bike ride
Walk in the Fall looking at trees
Biking
Walk around the parks when its nice
Cuyahoga National Water Park
Recreation

Specialty Shopping (7 comments)
Peruse the small unique stores (chains aren't near so cool, or with near as much character)
Shop at The Exchange (next to Starbucks)
Going to the little shops
Rare book shopping at city bank antiques and last exit books
Shop at the unique stores downtown
Riverside, it offers high quality products and is looking to expand itself and become a vital part of the Kent community
Enjoying local businesses

Coffee Shops (6 comments)
Coffee shops
Cafes
Go to the few cafes we have
Coffee shops
Starbucks
I like going to coffee shops

Family Activities (6 comments)
Family stuff
Late night bowling
The movie theatres play shows really, really late!
Movies
The Mini Golf course across from Wal-Mart is awesome! and so is Twin Star Lanes!!!
Library

Socialize  (5 comments)
Meet friends
Just hang out
House parties that do not get broken up by police
Hang out with all of my college friends
Socialize

River  (5 comments)
Walk down by the river
Go to the river walk.
Sit by river
Walk down by the river
Bike/walk by the river

Nothing Cool in Kent  (5 comments)
I don't do anything in Kent
Nothing. There's nothing to do here.
There aren't any cool things to do in Kent
Kent doesn't offer much
Take the bus to the stores in Stow

(b) What cool things would you like to be able to do in Kent?

Shopping  (25 comments)
Boutique shopping
Shopping in non-chains
Trendy shops
Shop at a grocery store
More shopping malls with departmental stores
Shop at a five and dime
A real furniture store
Shop at a farmer's market inside or more days of the week than one
More shopping but no strip malls
Shop for nice clothes
Nice mall
Diversified shopping - cds, books,
An actual mall
Shop
More shopping
All shopping in one trip in Kent
Shopping
Daily shopping
Shop
Shop at places like Best Buy & Borders
Shop for clothing
Good grocery store with fresh organic food
Better variety of shops
Shop
Shop more, having to drive to a mall can be a pain, especially when the nice ones require a long drive
Eateries  (23 comments)
Outdoor café
Cyber cafes
Cafes
Sit at a cafe at a busy time during the day/evening
More coffee houses
Late night coffee shops
We need more cafes/diners open 24/7
I would like to see a coffee shop/jazz place that is OPEN LATE
More outdoor eating
Somewhere fancy for dinner
More upscale dining
Good dining
Go to a nice restaurant
Ethnic restaurants
Have more restaurant/club options.
Dine out
More eating
Eat out
More dining downtown
I'd love it if there were more restaurants in the area, Applebee's-style stuff, and some sort of 24-hour eatery, like an Eat & Park or something.
More places to eat downtown
Eat healthy food

Nightlife / Entertainment  (18 comments)
Newer/better dance clubs
Concerts with varying artists
See a movie or foreign film
See concerts at the Kent Stage that were targeted at Student Age populations
Go to concerts
Go to a good concert (someone who has international fame)
Play at arcades
Go to more music venues
More music venues - like a jazz or blues club
More dance clubs
See a movie at the time I want to
Go to more concerts.
Summer music festival
Go to outdoor concerts of big-name artists
See more concerts
It'd be nice if Kent had more festivals when the weather is nice, like Cuy. Fls. has on its Riverfront - cookouts, etc.
Better bars
Large video arcade with go-carts. Something like Fun City in Burlington IA, or there's a place in Sandusky OH that is pretty sweet.

Intellectual Cultural Activity  (11 comments)
Unique museums
Take a cooking class
Go to art studios
More cultural activities
Museums
Better galleries
Attend cultural events, e.g. Opera, Jazz clubs.
Seminars - business, legal place, more character, less blah
Art and local history museum
International feel
Go to the theatre

**Lifestyle** (10 comments)
Live in a small affordable home close to shops and restaurants
Be able to live in a lifestyle center the likes of Boston campuses, Madison, Wisconsin, trendy, college towns with entrepreneurial mom/pop businesses
Have the downtown incorporated as part of the campus.
Have more of a college community life with families not living in neighborhoods where the college students live.
More on-campus events
More mixed commercial/residential housing
Affordable unique housing
Friendly atmosphere where the city and community work together
Boulder Colorado on a way smaller scale
Just more activities besides the bars.

**Recreational Activities** (9 comments)
Bike on roads
More bike trails
More outdoor activities
Paint ball
Putt-putt
Rent canoes
Better bike trails
Walking running trails
Some better bike paths around town

**Transportation, Parking** (7 comments)
Pedestrian walkway over Haymaker
Get around by bus
Get where I need to go on public transportation in a reasonable amount of time
Parking deck
It would be nice if the bus ran to a movie theater
Have more drunk buses that go to White-hall Terrace and Townhomes
Have a better taxi service as a means to get home from the bars or downtown

**Socialize** (3 comments)
Hang out with friends and teachers
Have a house party that lasts all night long
Entertain company without the police showing up

**Parks, Gardens** (3 comments)
See flower gardens
People planting community veggie gardens
Sit out at in an open area park that wasn't wooded but was a nicely landscaped green area

**Hotel** (2 comments)
Stay in a nice hotel
Stay in a Bed and Breakfast