



# The Voice of the Next Generation

Cool Cities Survey Results, Kent Ohio  
February 2007

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.

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It's not just who is here today,  
it's **Who** is here tomorrow.

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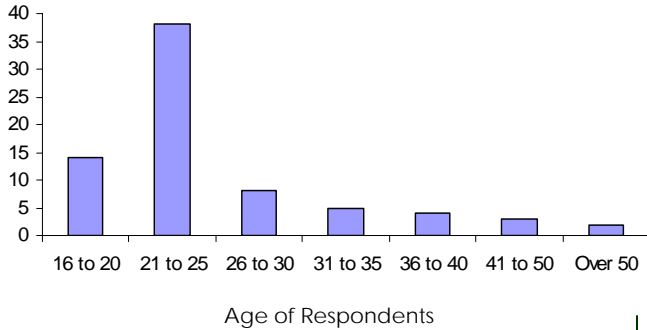
His insights broadened the lens through which cities view their economic development strategies as he demonstrated how economic performance in our multi-media, globally competitive, innovation-is-king world is more than just dark blue business suits; it's just as much about spiked green hair and alterative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

# EXECUTIVE SUMMARY

On-Line Survey @ [www.kent360.com](http://www.kent360.com)  
75 Surveys Completed



## 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

## 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.
- A vibrant downtown.
- Arts, cultural and entertainment options.
- Lots of gathering places like cafes, outdoor markets, street fairs.

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- An affordable place to live.
- A city with many different kinds of job opportunities.
- A place that welcomes diversity.
- A place to raise a family.
- Accessible, walkable streets.
- A good public school system for children.
- A place for people with many different lifestyles.
- Close to small service oriented businesses
- A place that takes care of the environment.

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- A place with a strong sense of community.
- Active nightlife (bars, clubs, etc.)
- A vibrant music scene.
- Neighborhoods with interesting and unique character.
- Lots of natural scenic beauty.
- A good public transportation system.
- Near where my friends and family live.
- Close to hiking, biking, jogging trails.
- An area without a lot of traffic congestion.

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- Near large malls and shopping centers.
- A place with low taxes.
- 4 Seasons climate.
- Easy access to beaches or waterfront.
- A place with professional sports.
- Easy access to outdoor sports (rock climbing, kayaking, biking).

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- A place where I can start my own business.
- Warm weather year-round.

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- Near gaming/gambling casinos.

## 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](http://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, town-home 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.

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 1/2 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)

- o 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.
- o 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.
- o Urban environment, with things to do, places to go to keep me interested. Good restaurants and music venues.
- o 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.
- o 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)

- o **LOTS OF BIKING OPTIONS!!!!**
- o 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 3<sup>rd</sup> Place Theme (plenty of gathering places, places to hang out with friends and family)

- o 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.
- o 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

- o Safe, affordable, welcoming, a place to start and raise a family, a town that emphasizes community and neighborhood events.
- o I think it is important for a town to be clean and safe.
- o Close to my job. peaceful neighborhood.
- o A place were the non-college residents do not hate the college students
- o Safe place, with something to do besides going out to eat or the movies.
- o 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

- o Public transit, more things to do in town, better places to live at affordable prices.
- o 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  | US Cities  | Ohio Cities   |
|--|--|---|
| <p><b>States</b></p> <p>California (10 votes)</p> <p>Arizona (7)</p> <p><b>Ohio (6)</b></p> <p>Florida (5)</p> <p>North Carolina (4), South Carolina (4)</p> <p>Colorado (3)</p> <p>Georgia (2), Oregon (2)</p> <p>(1) Alaska, Hawaii, Illinois, Michigan, Nevada, Pennsylvania, Utah, Washington, West Virginia</p> | <p><b>New York City (19 votes)</b></p> <p>Chicago (17)</p> <p>San Francisco (8)</p> <p>Boston (7)</p> <p>Los Angeles (6)</p> <p>Miami (5), Cleveland (5)</p> <p><b>Kent (4)</b>, Pittsburgh (4), Washington DC (4)</p> <p>Austin (3), Phoenix (3), Raleigh, NC (3), Charlotte, NC (3), Columbus (3)</p> <p>Burlington, VT (2), Philadelphia (2), Portland, OR (2), Providence RI (2), San Diego (2), Savannah, GA (2), Detroit (2)</p> <p>(1) Akron, Ann Arbor, Atlanta, Baltimore, MD, Beachwood, OH, Boulder, CO, Charleston, SC, Charlottesville, VA, Cuyahoga Falls, Lakewood, Lambertville, NJ, Naples, FL, Nashville, TN, Newburyport, MA, North Hampton, MA, Portland, ME, Randolph, Richmond, VA, Sandusky, OH, Sanibel Island, FL, Seattle, WA, Sterling, VA, St. Louis</p> | <p><b>Columbus (40 votes)</b></p> <p>Cleveland (31)</p> <p><b>Kent (17)</b></p> <p>Cincinnati (13)</p> <p>Akron (12)</p> <p>Canton (5)</p> <p>Beachwood (3), Cleveland Heights (3), Northeast Ohio (3) Nowhere in Ohio (3)</p> <p>Athens (2), Cuyahoga Falls (2), Dayton (2), Dover (2), Hudson (2), Lakewood (2), Near Lake Erie (2), Shaker Heights (2), Toledo (2)</p> <p>(1) Andover, Brunswick, Centerville, Copley, Fairport Harbor, Gahanna, Groveport, Hinckley, Kenyon, Loraine, Loudonville, Mantua, Maumee, Mayfield Heights, Medina, Mentor, New Philadelphia, Oberlin, Ohio City, Parma, Peninsula, Randolph, Russell Township, Sandusky, Stow, Twinsburg, Yellow Springs, Westlake Zanesville</p> |

# 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 ..."*

## More Downtown Arts, Entertainment, Restaurants, Shopping (27 comments)

- More artistic entertainment options and vibrant scene
- Increase the arts scene and downtown area
- Have more of a music scene
- Have more "day time" events downtown
- 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.
- More upscale community hangouts - rec center, outdoor festivals and events, athletic events
- Add more shopping and restaurants
- Revitalize downtown

## 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

## Stronger 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 and community atmosphere

## Better Housing and Facilities (5 comments)

- Build more parks and better housing projects
- Newer or remodeled housing.
- Better more affordable housing for families

Full comments listed beginning on page 23.

## What are the cool things you like to do in Kent?

**Bars and Nightlife** (22 comments)

**Dining and Downtown** (15 comments)

**Music and Festivals** (14 comments)

**Kent State Campus** (14 comments)

**Parks** (13 comments)

**Specialty Shopping** (7 comments)

**Coffee Shops** (6 comments)

**Family Activities** (6 comments)

**Socialize** (5 comments)

**River** (5 comments)

**Nothing Cool in Kent** (5 comments)

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

**Shopping** (25 comments)

**Eateries** (23 comments)

**Nightlife / Entertainment** (18 comments)

**Intellectual Cultural Activity** (11 comments)

**Lifestyle** (10 comments)

**Recreational Activities** (9 comments)

**Transportation, Parking** (7 comments)

**Socialize** (3 comments)

**Parks, Gardens** (3 comments)

**Hotel** (2 comments)

Full comments listed beginning on page 25.

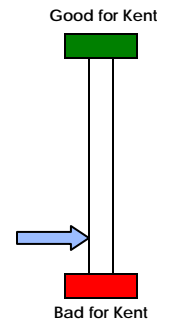
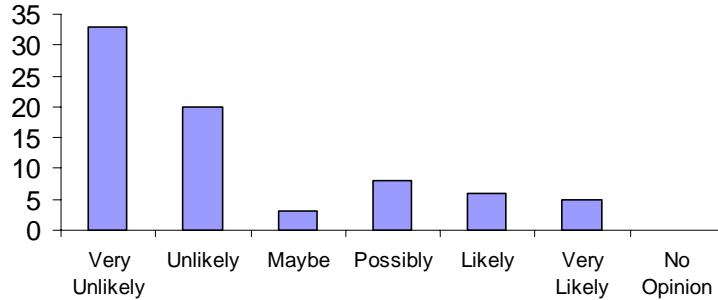
# Cool City Survey Results

Completed January 2007

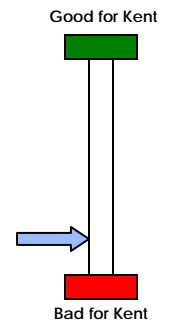
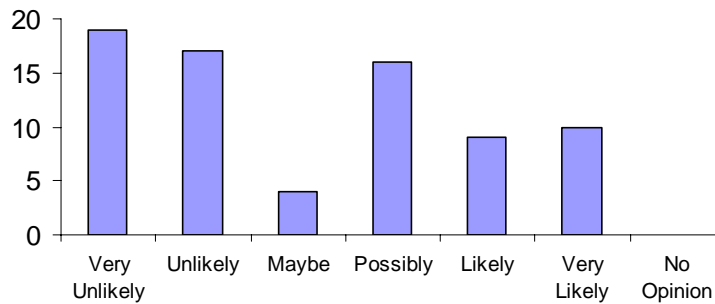
1. Where to Live? If you could live anywhere and still work in your chosen field, how likely would you be to live...

Kent Quick Guide

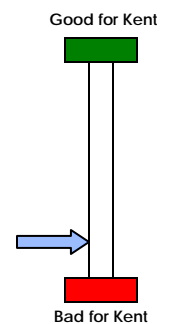
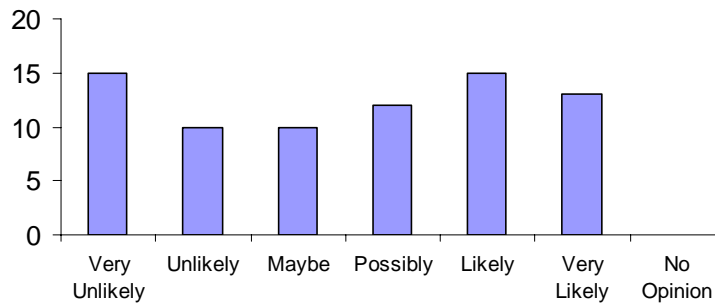
a. In Kent?



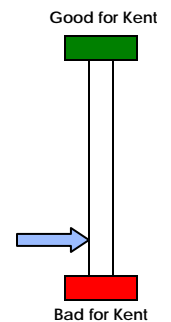
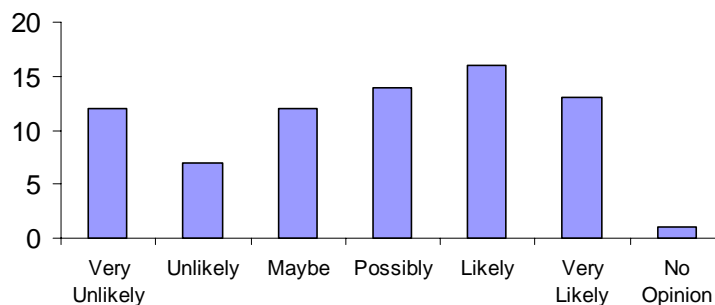
b. In northeast Ohio?



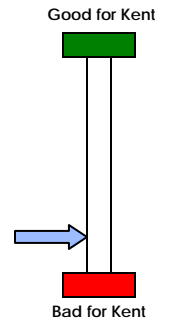
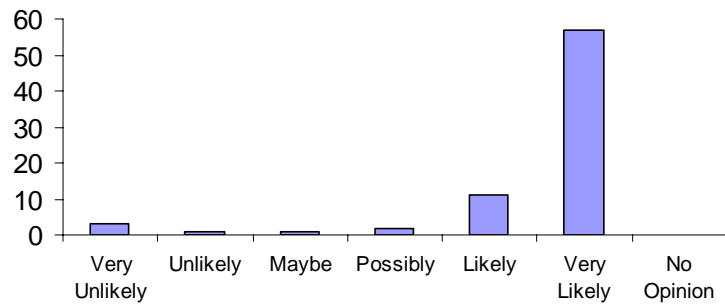
c. In Ohio?



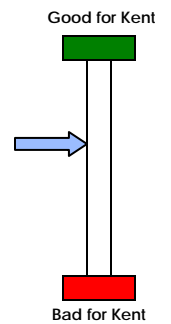
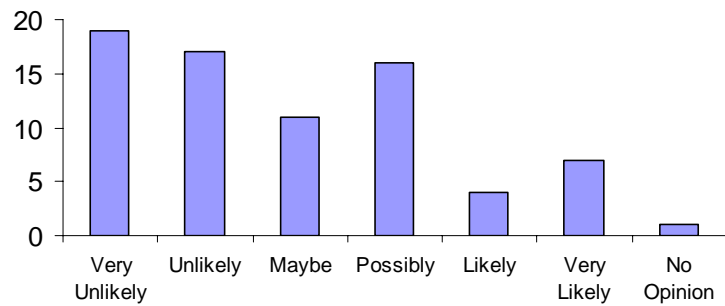
d. In Great Lakes Region?



e. Somewhere in the US?

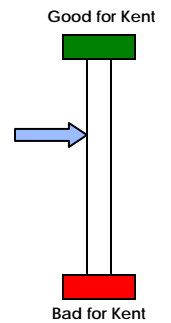
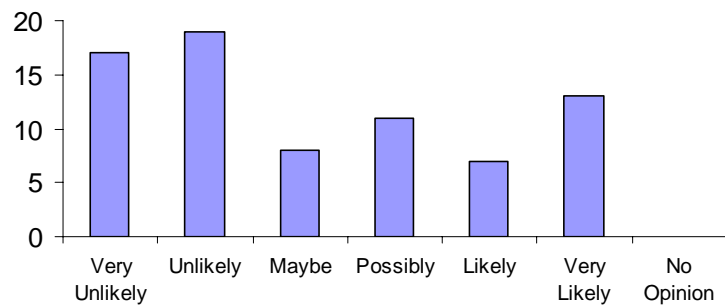


f. Overseas?

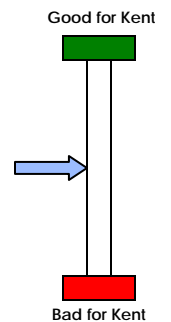
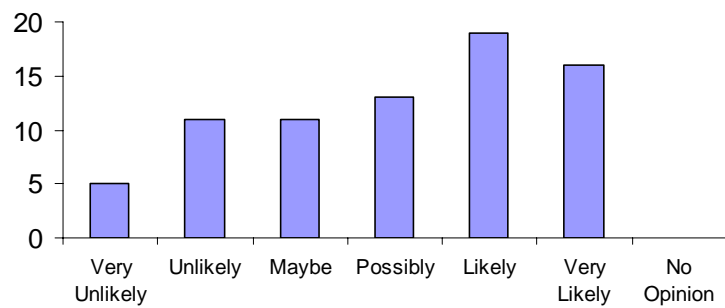


2. Types of Places to Live: What types of areas or neighborhoods are you looking for?

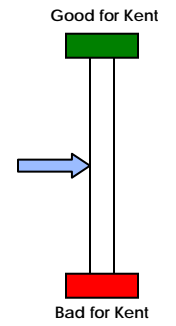
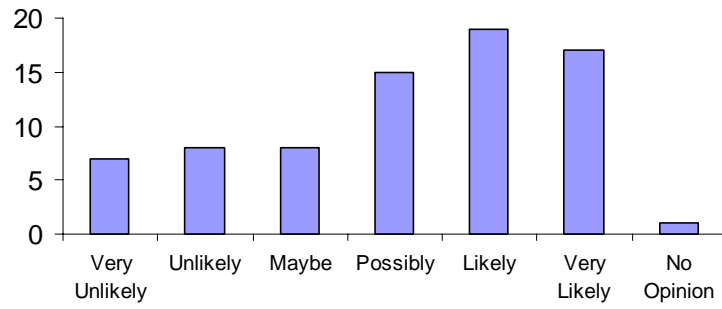
a. Downtown of a large city?



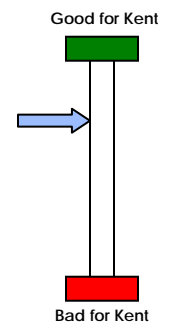
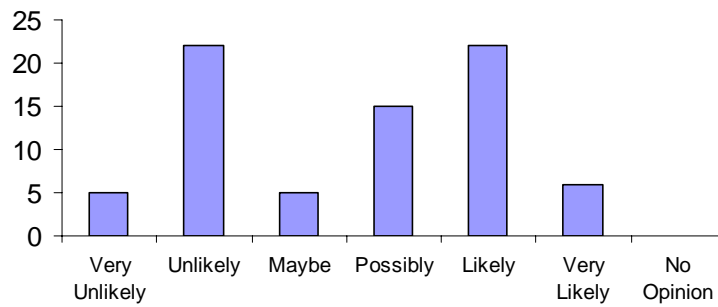
b. Neighborhood near downtown of a large city?



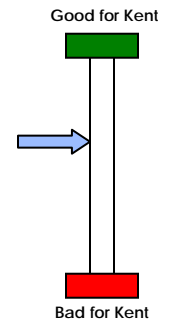
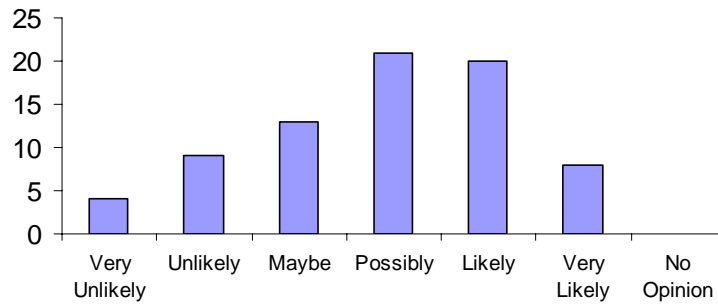
c. Suburb of a large city?



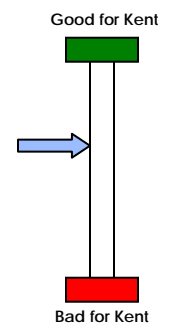
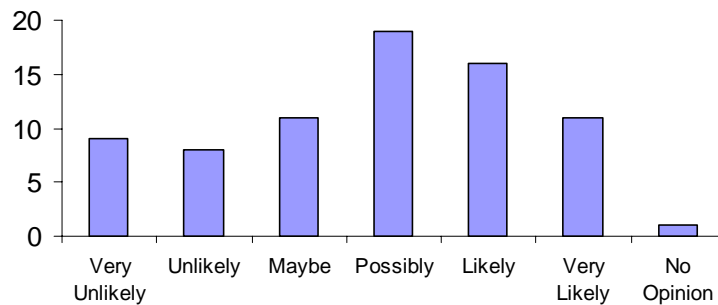
d. Downtown of a medium sized city?



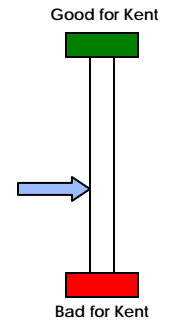
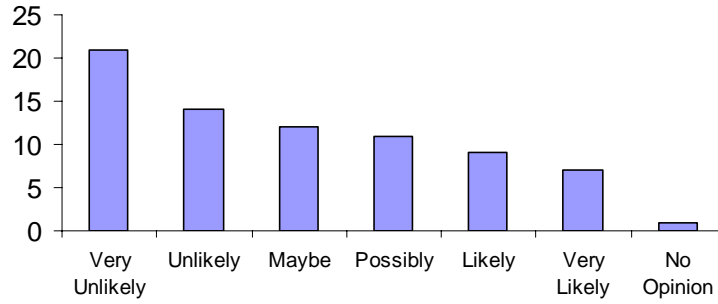
e. Neighborhood near a downtown of a medium sized city?



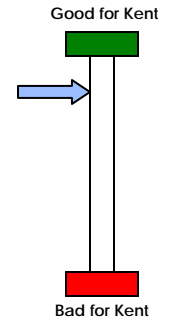
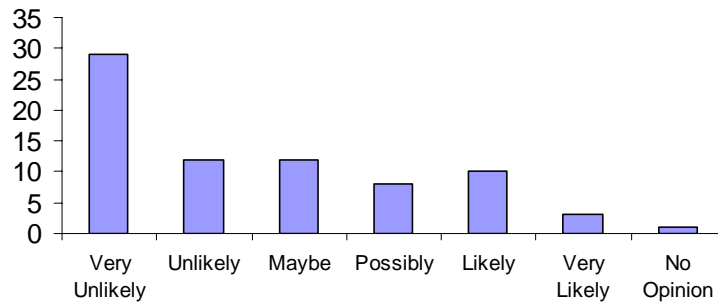
f. Suburbs of a medium sized city?



g. Small town?

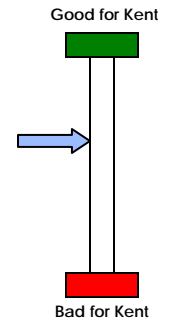
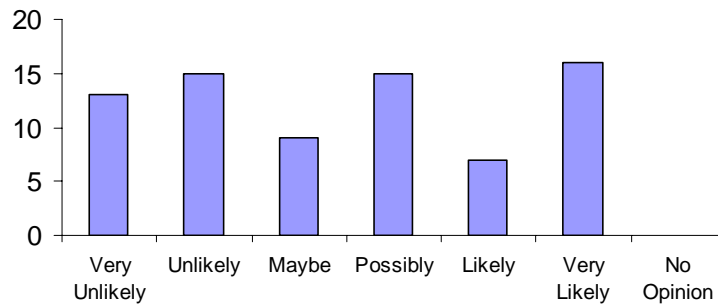


h. Rural community?

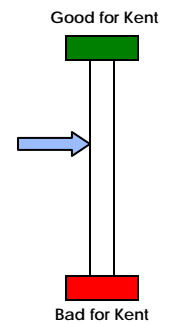
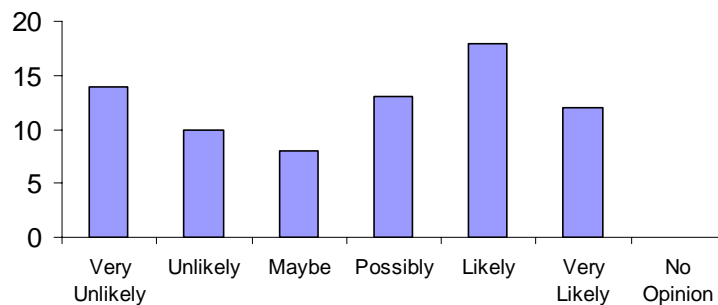


3. Type of Housing: What type of housing would you like to live in?

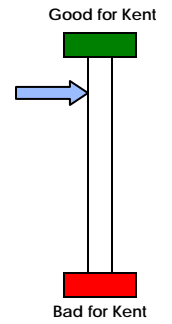
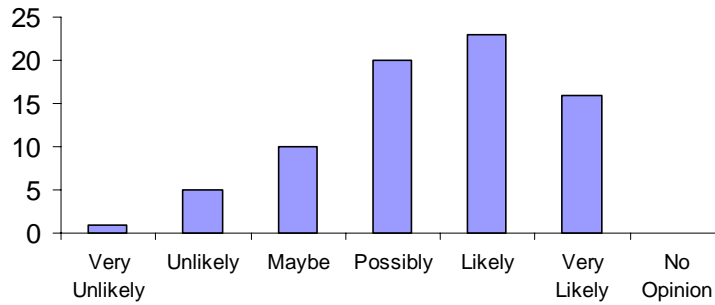
a. Downtown loft?



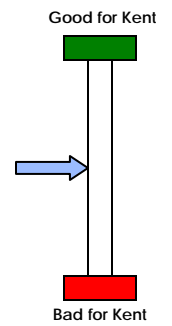
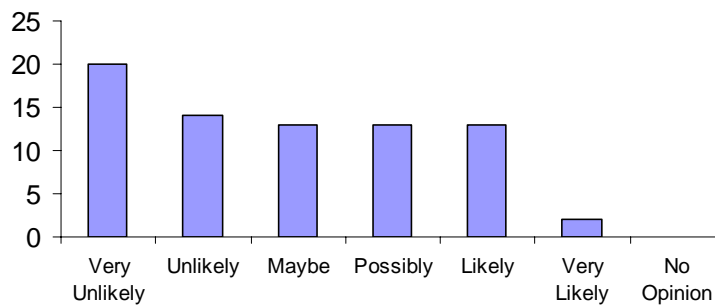
b. A new house in a new development?



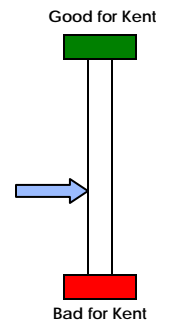
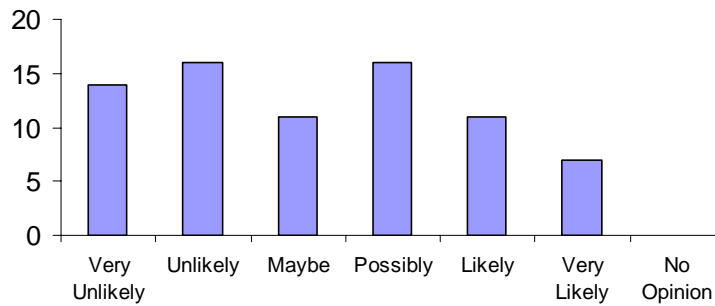
c. Older house in older neighborhood?



d. Apartment complex?

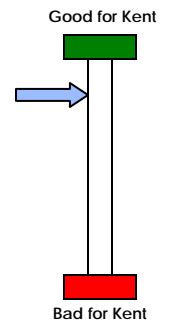
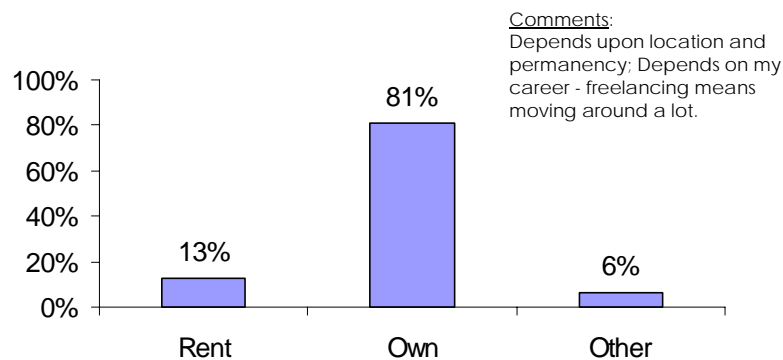


e. Townhome or duplex?



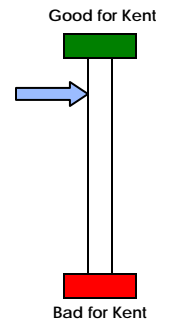
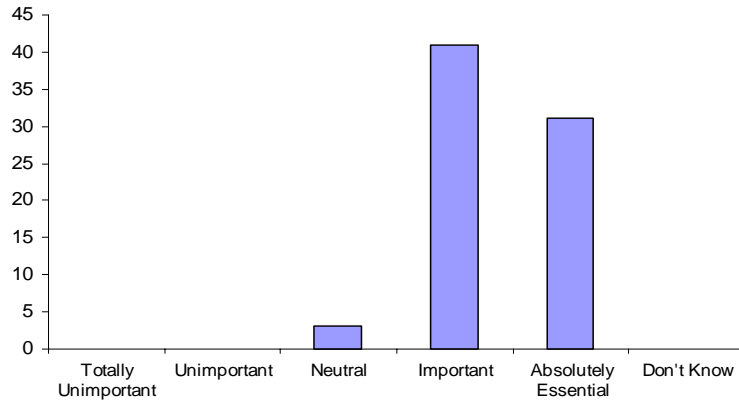
3. Housing Do you plan to rent, own or other?

a. Housing

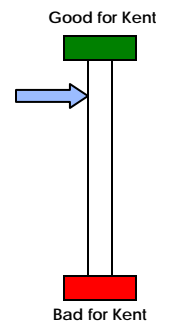
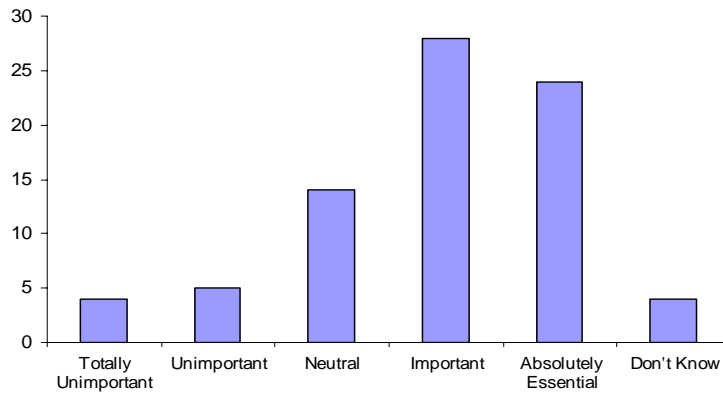


3. Housing How important are the following factors to you when choosing the place you would most like to live in?

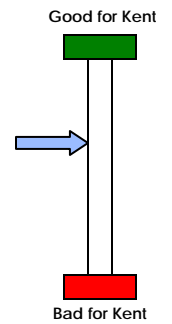
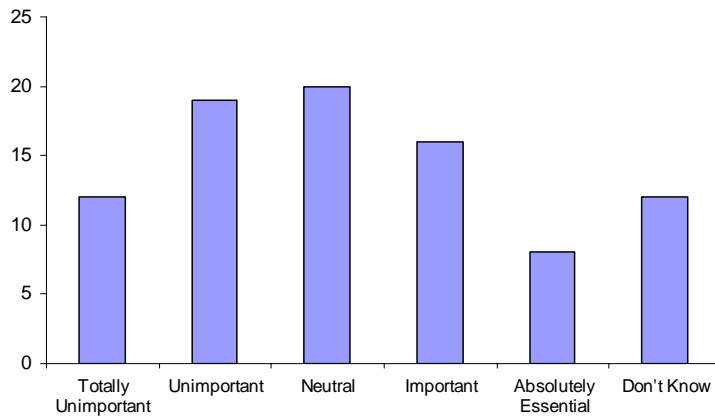
a. Safe Neighborhoods



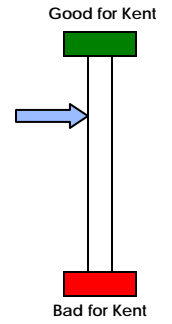
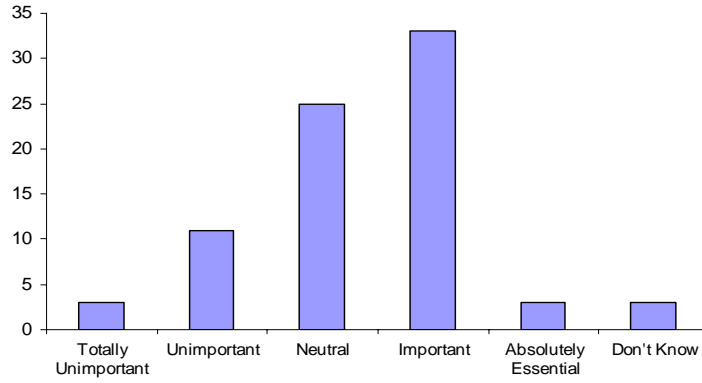
b. Good Public Schools



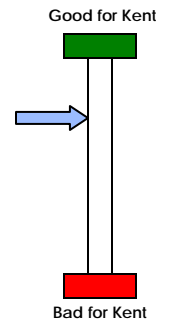
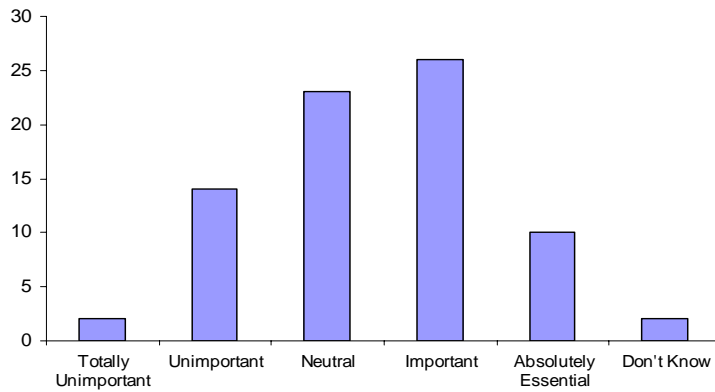
c. Place to start my own business



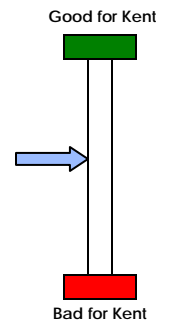
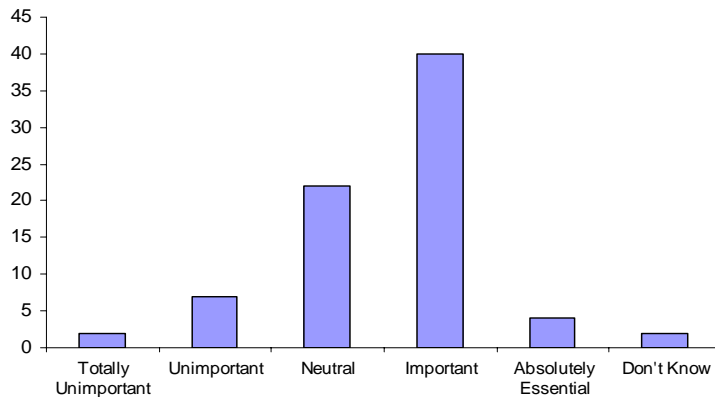
d. Low Taxes



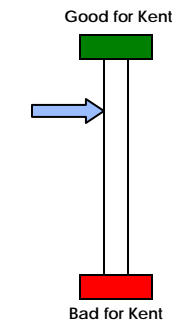
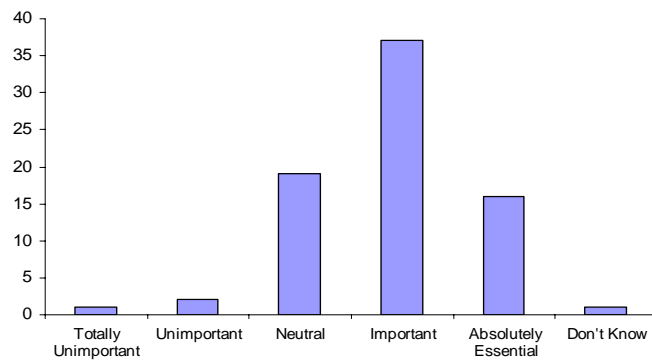
e. Close to Hiking, Biking Trails



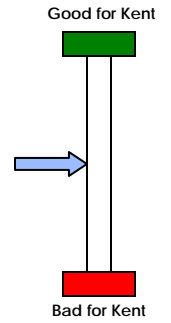
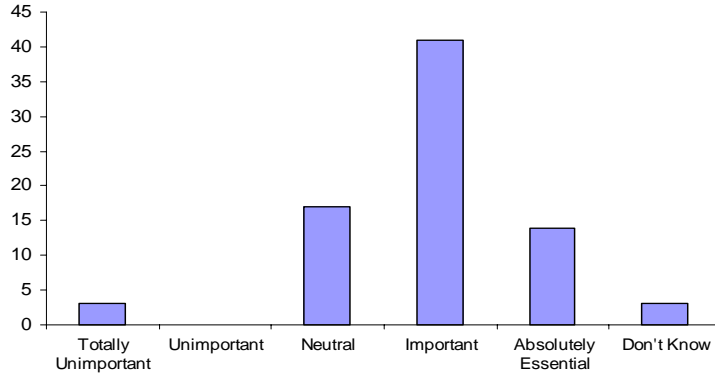
f. Near Friends and Family



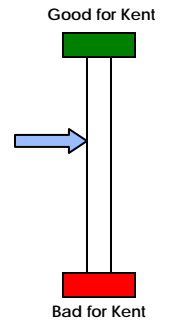
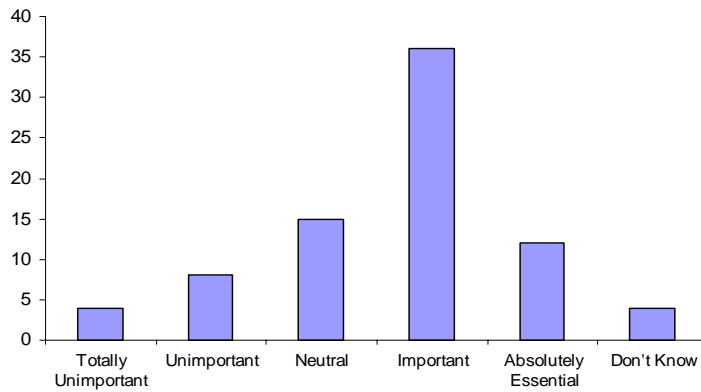
g. Place That Takes Care of the Environment



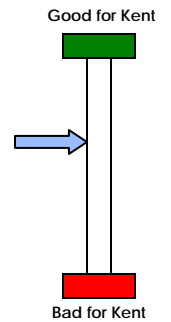
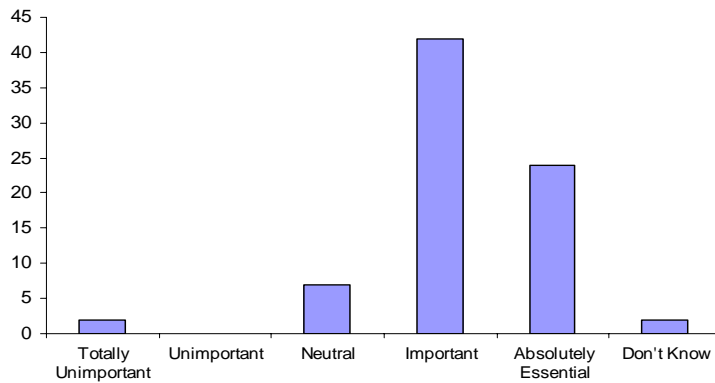
h. A Place with a Strong Sense of Community



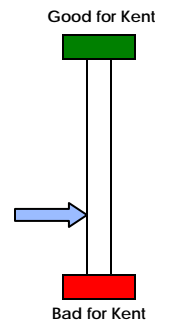
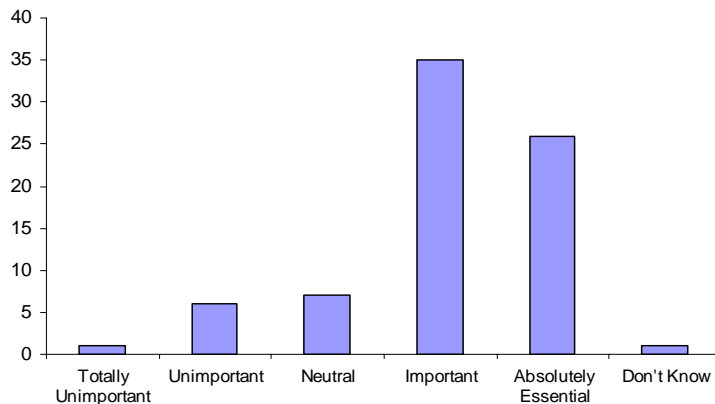
i. Place with Natural Scenic Beauty



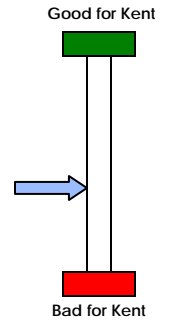
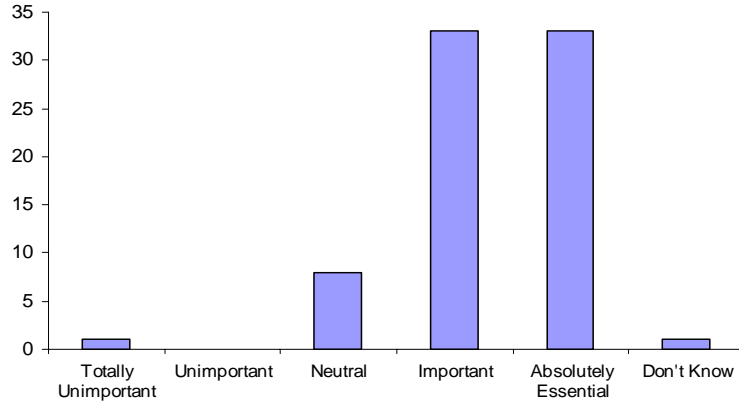
j. Affordable Place to Live



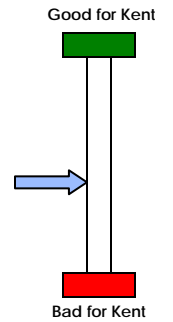
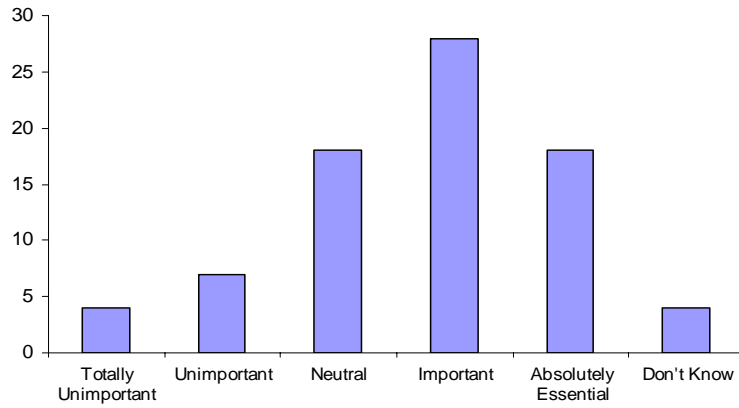
k. A City With Lots of Job Opportunities



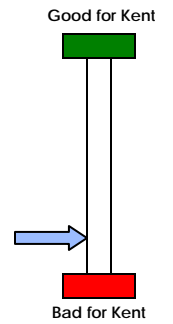
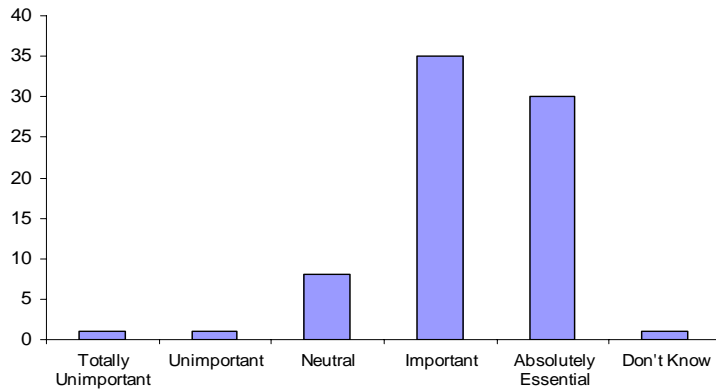
l. Vibrant Downtown



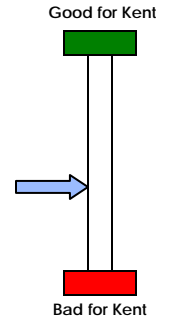
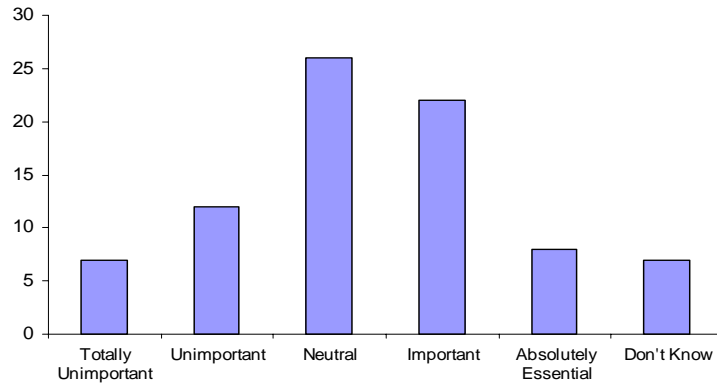
m. An Active Night Life



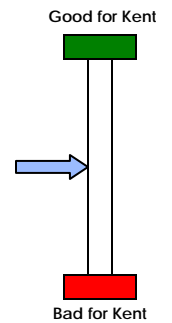
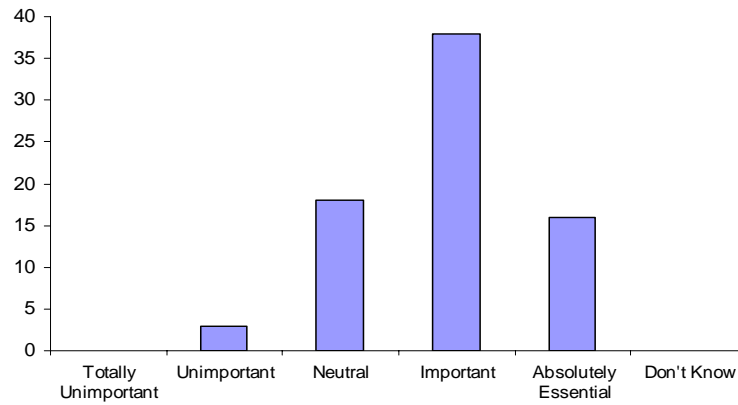
n. Arts, Culture and Entertainment Options



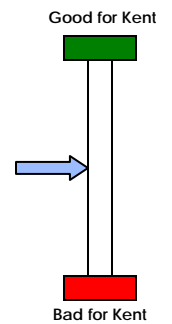
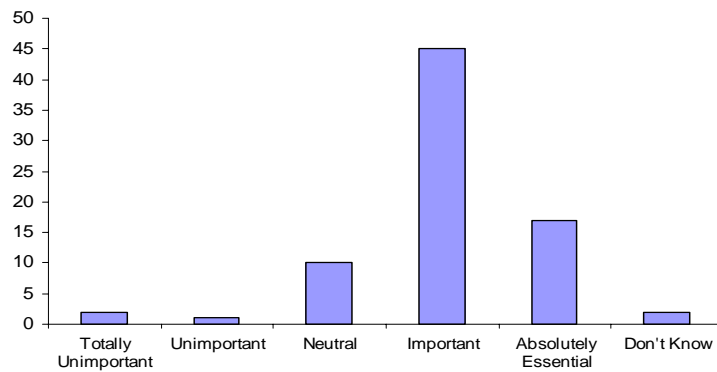
o. Four Seasons Weather



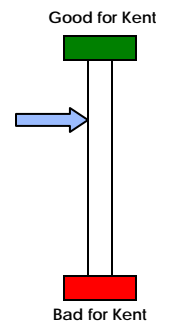
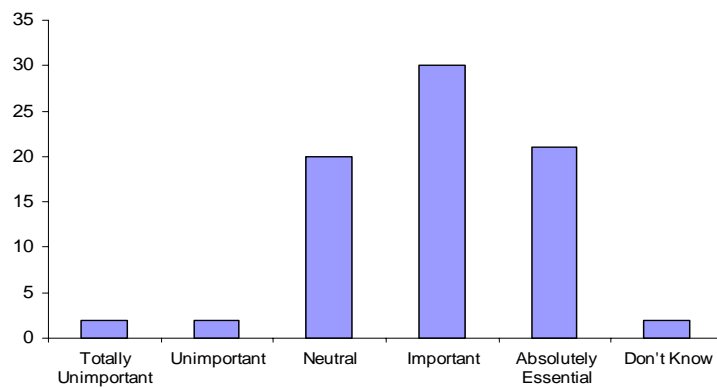
p. Close to small service oriented businesses like drug stores, grocery stores, dry-cleaners and restaurants.



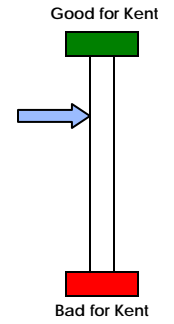
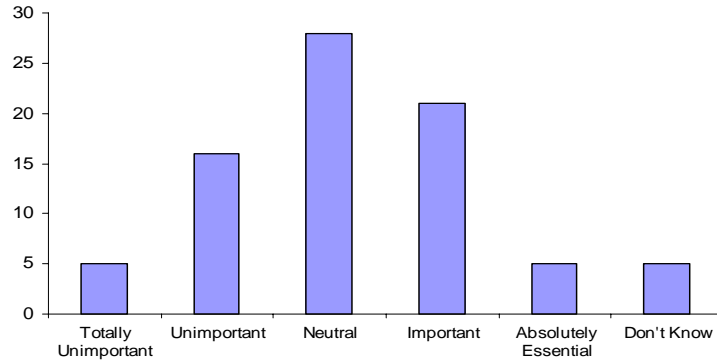
q. Accessible, Walkable Streets



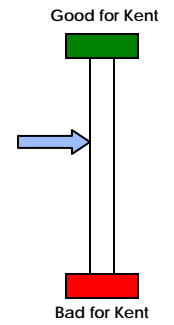
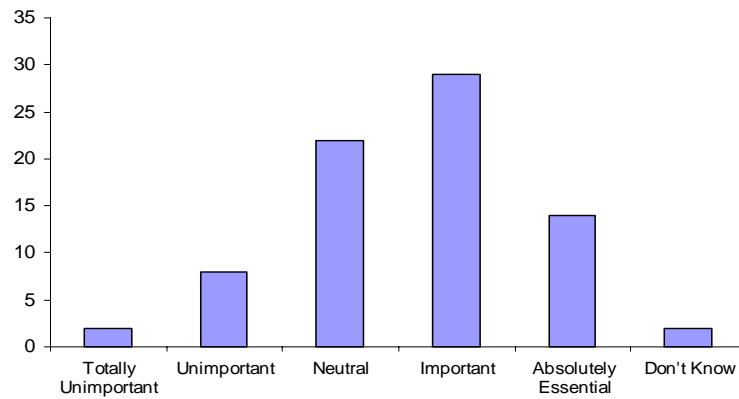
r. A Place For People With Many Different Lifestyles



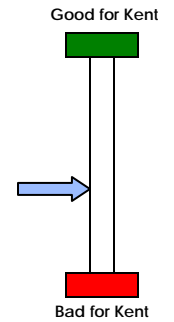
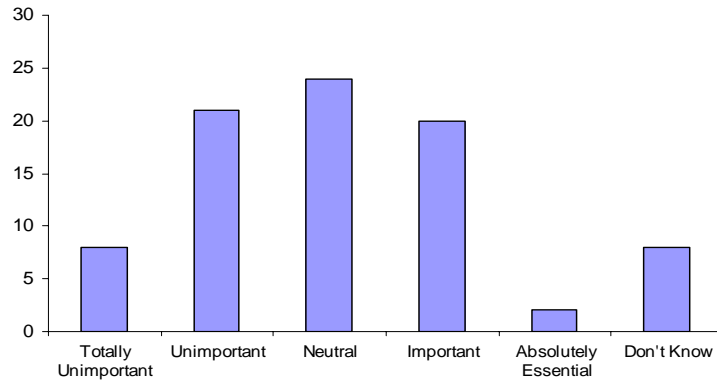
s. Easy access to adventure and outdoor sports (rock climbing, kayaking, biking).



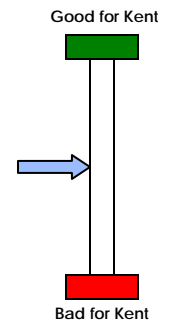
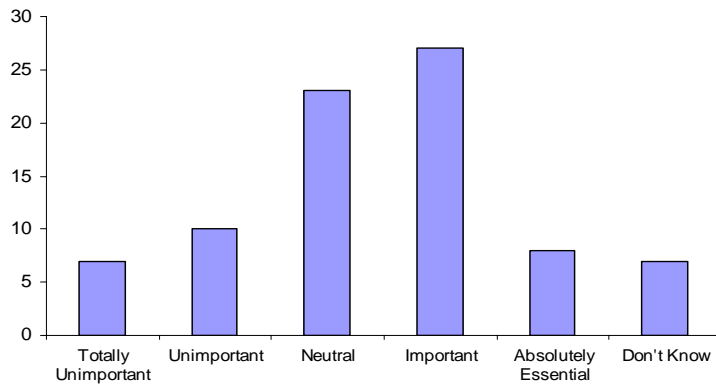
t. Neighborhoods with interesting and unique historic or architectural character.



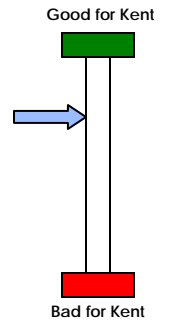
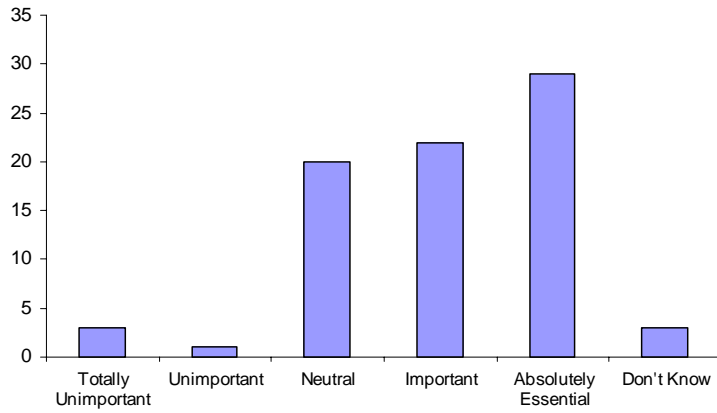
u. Warm Weather Year Round



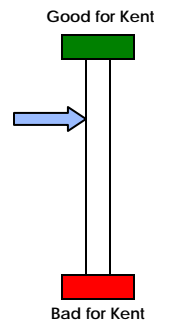
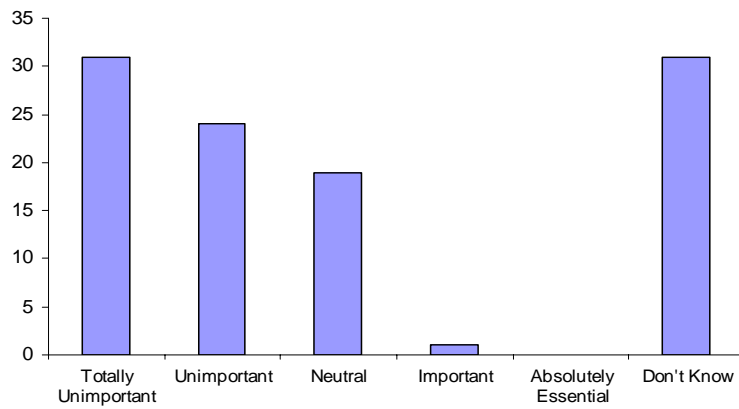
v. Near Large Shopping Malls and Shopping Centers



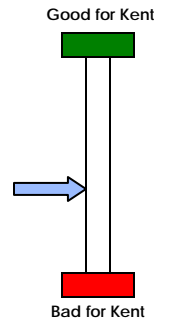
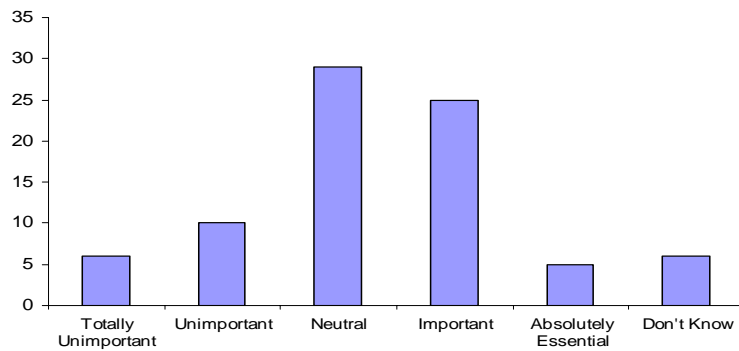
w. A Place That Welcomes Diversity



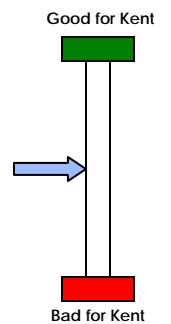
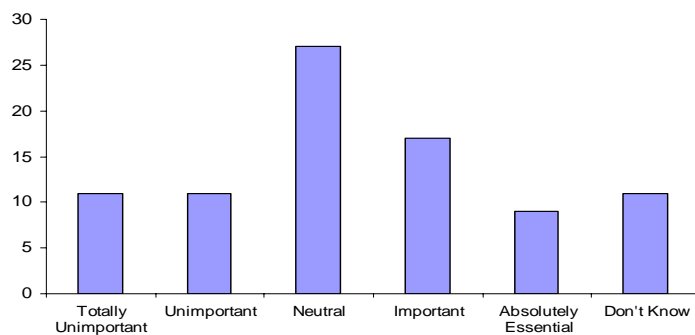
x. Near Gaming/Gambling Casinos



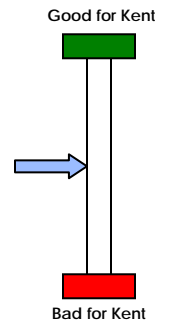
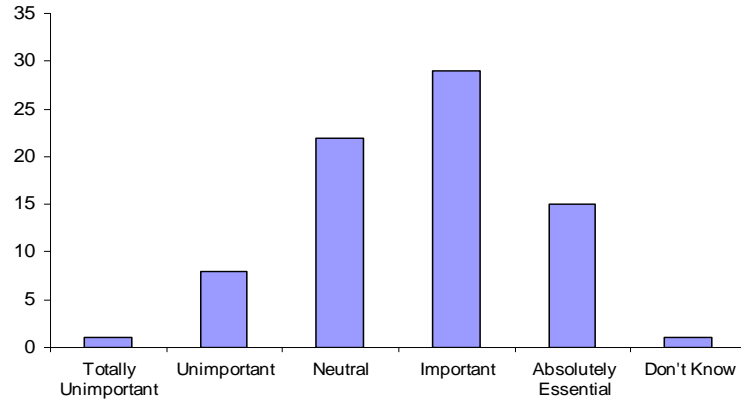
y. Easy Access to Beaches or Waterfront



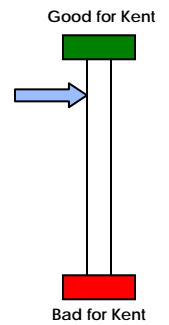
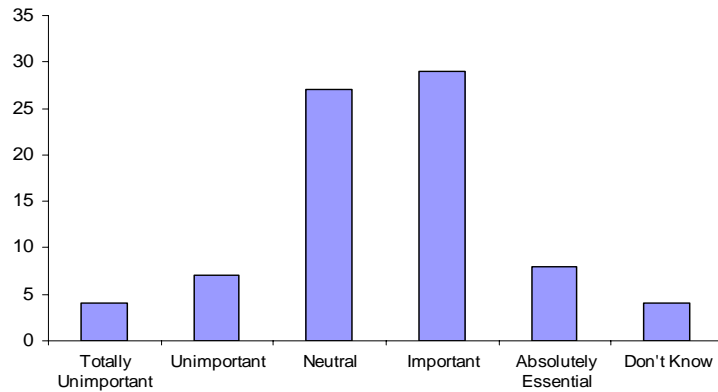
z. A Place With Professional Sports



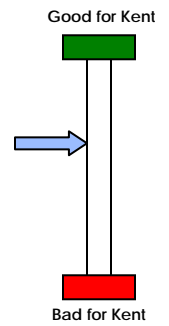
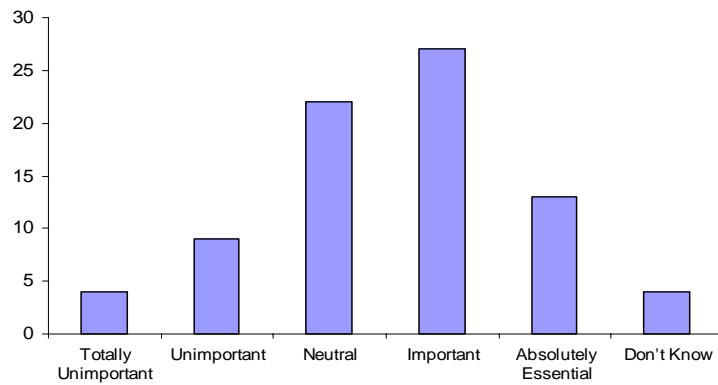
aa. A Vibrant Music Scene



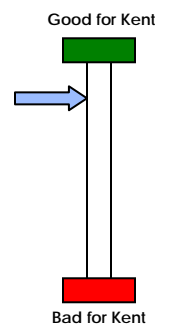
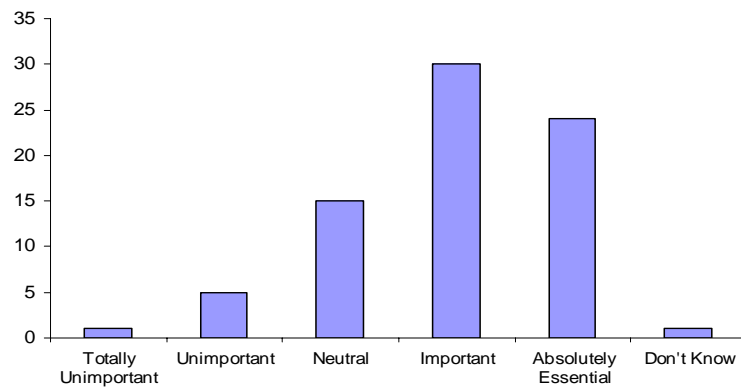
bb. An Area Without a Lot of Traffic Congestion



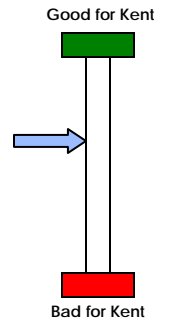
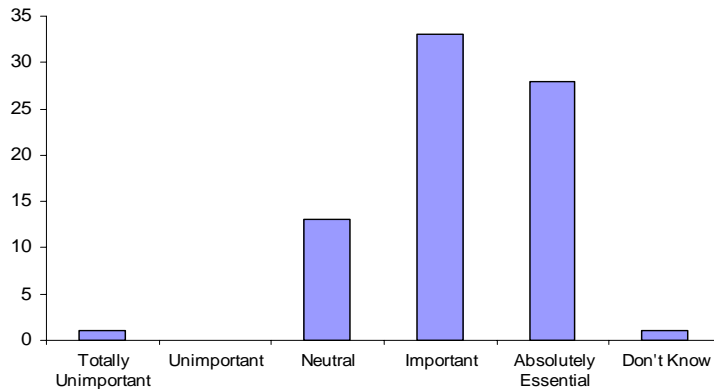
cc. Good Public Transportation System



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 where 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 where 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 abandoned 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?

Akron  
 Alaska  
 Ann Arbor  
 Arizona (7)  
 Atlanta  
 Austin (3)  
 Baltimore, MD  
 Beachwood, OH  
 Boston (7)  
 Boulder, CO  
 Burlington, VT (2)  
 Cleveland (5)  
 California (10)  
 Charleston, SC  
 Charlotte, NC (3)  
 Charlottesville, VA  
 Chicago (17)  
 Colorado (3)  
 Columbus (3)  
 Cuyahoga Falls  
 Detroit (2)  
 Florida (5)  
 Georgia (2)  
 Hawaii  
 Illinois  
 Kent (4)  
 Lakewood  
 Lambertville, NJ  
 Los Angeles (6)  
 Miami (5)  
 Michigan  
 Naples, FL  
 Nashville, TN  
 Nevada  
 New England  
 New York City (19)  
 Newburyport, MA  
 North Carolina (4)  
 North Hampton, MA  
 Ohio (6)  
 Oregon (2)  
 Pennsylvania  
 Philadelphia (2)  
 Phoenix (3)  
 Pittsburgh (4)  
 Portland, OR (2)  
 Portland, ME  
 Providence RI (2)  
 Raleigh, NC (3)  
 Randolph  
 Richmond, VA  
 San Francisco (8)  
 San Diego (2)  
 Sandusky, OH  
 Sanibel Island, FL  
 Savannah, GA (2)  
 Seattle, WA  
 South Carolina (4)  
 Southwest  
 Sterling, VA  
 St. Louis  
 Texas (2)  
 Utah  
 Washington DC (4)  
 Washington State  
 West Virginia

### 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)

(1) Akron, Ann Arbor, Atlanta, Baltimore, MD, Beachwood, OH, Boulder, CO, Charleston, SC, Charlottesville, VA, Cuyahoga Falls, Lakewood, Lambertville, NJ, Naples, FL, Nashville, TN, Newburyport, MA, North Hampton, MA, Portland, ME, Randolph, Richmond, VA, Sandusky, OH, Sanibel Island, FL, Seattle, WA, Sterling, VA, St. Louis

#### States

California (10)

Arizona (7)

**Ohio (6)**

Florida (5)

North Carolina (4), South Carolina (4)

Colorado (3)

Georgia (2), Oregon (2)

(1) Alaska, Hawaii, Illinois, Michigan, Nevada, Pennsylvania, Utah, Washington, West Virginia

## 8. If you were offered your dream job and could live anywhere in Ohio, what would your top 3 choices be?

- Athens (2)
- Akron, (12)
- Andover (1)
- Beachwood (3)
- Brunswick (1)
- Canton (5)
- Centerville (1)
- Cincinnati (13)
- Cleveland (31)
- Cleveland Heights (3)
- Columbus (40)
- Copley (1)
- Cuyahoga Falls (2)
- Dayton (2)
- Dover (2)
- Fairport Harbor (1)
- Gahanna (1)
- Groveport (1)
- Hinckley (1)
- Hudson (2)
- Kent (17)
- Kenyon (1)
- Lakewood (2)
- Loraine (1)
- Loudonville (1)
- Mantua (1)
- Maumee (1)
- Mayfield Heights (1)
- Medina (1)
- Mentor (1)
- Near Lake Erie (2)
- New Philadelphia (1)
- Northeast Ohio (3)
- Oberlin (1)
- Ohio City/Tremont (1)
- Parma (1)
- Peninsula (1)
- Randolph (1)
- Russell Township (1)
- Sandusky (1)
- Shaker Heights (2)
- Stow (1)
- Toledo (2)
- Twinsburg (1)
- Yellow Springs (1)
- Westlake (1)
- Zanesville (1)
  
- Nowhere in Ohio (3)

### Top Votes

**Cities**  
 Columbus (40)  
 Cleveland (31)

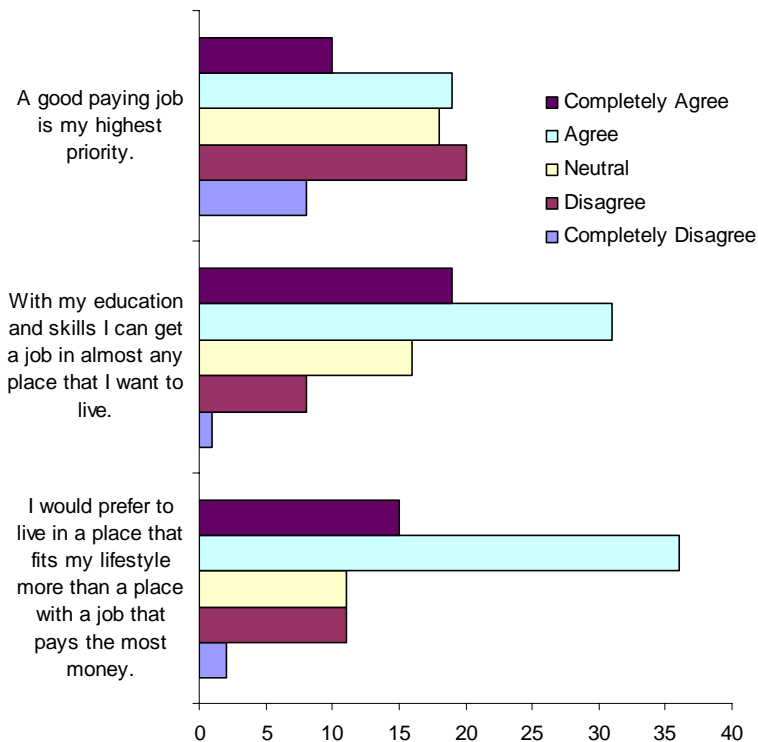
**Kent (17)**  
 Cincinnati (13)  
 Akron (12)  
 Canton (5)  
 Beachwood (3), Cleveland Heights (3), Northeast Ohio (3)  
 Nowhere in Ohio (3)

Athens (2), Cuyahoga Falls (2), Dayton (2), Dover (2), Hudson (2), Lakewood (2), Near Lake Erie (2), Shaker Heights (2), Toledo (2)

(1) Andover, Brunswick, Centerville, Copley, Fairport Harbor, Gahanna, Groveport, Hinckley, Kenyon, Loraine, Loudonville, Mantua, Maumee, Mayfield Heights, Medina, Mentor, New Philadelphia, Oberlin, Ohio City, Parma, Peninsula, Randolph, Russell Township, Sandusky, Stow, Twinsburg, Yellow Springs, Westlake Zanesville



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



## 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 &amp; 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 theres 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

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