

## East Cleveland Community Perceptions Baseline Survey

**A Project to Support Case Western - East Cleveland Collaborations:  
The Social Justice Institute Voicing and Action Project  
The East Cleveland Partnership**

### Final Report October 2012

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This baseline survey was developed to support the ongoing partnership efforts between Case Western Reserve University and East Cleveland community. The information here is intended to help any individual or organization in the community or at the university that is working to promote positive change in East Cleveland and a stronger relationship between the community and university. We hope the information here can help guide current community building efforts. Also, the results of this baseline survey in 2011-12 can be compared with the results of future surveys to examine whether community perceptions and relationships have changed in positive ways as intended through these partnerships. We intend to conduct a similar survey of the CWRU student, staff and faculty community to take a baseline of perceptions of and connections to East Cleveland.

Given resource limitations, a convenience sampling approach was used, meaning that the results are not representative of the full East Cleveland resident population.

We thank the Social Justice Institute Voicing and Action Project under the leadership of Dr. Rhonda Williams and the East Cleveland Partnership under the leadership of Dr. Mark Chupp and the steering committees of both projects for their support and guidance. We deeply appreciate the assistance of the hosts listed below who made it possible to conduct the survey at their meetings and in their organizations. We thank our project coordinator April Hirsh and research assistants Marci Blue, Donte Gibbs, Anne Roma, Michael Salwiesz, and Indira Samuels. Questions and suggestions about the survey are welcome: please contact Mark Joseph, [mark.joseph@case.edu](mailto:mark.joseph@case.edu) (216) 368-3426.

<b>Survey Data Collection</b>		
<b>Host</b>	<b>Location</b>	<b># of Respondents</b>
Mandel School – Donté Gibbs	Mandel School (pilot group of residents)	11
Councilman Martin	East Cleveland Democratic Party Picnic	38
Kevin Valentine	Helen S. Brown Center	14
Kevin Valentine	Helen S. Brown Center	16
Councilwoman Brewer	Ward Meeting	20
Sulaiman Muhammed	MLK Civic Center	26
Rose Ford	East Cleveland Library	14
Rose Ford	East Cleveland Library	31
Sulaiman Muhammed	MLK Civic Center	24
	<b>TOTAL</b>	<b>194</b>

## Survey Respondent Demographics

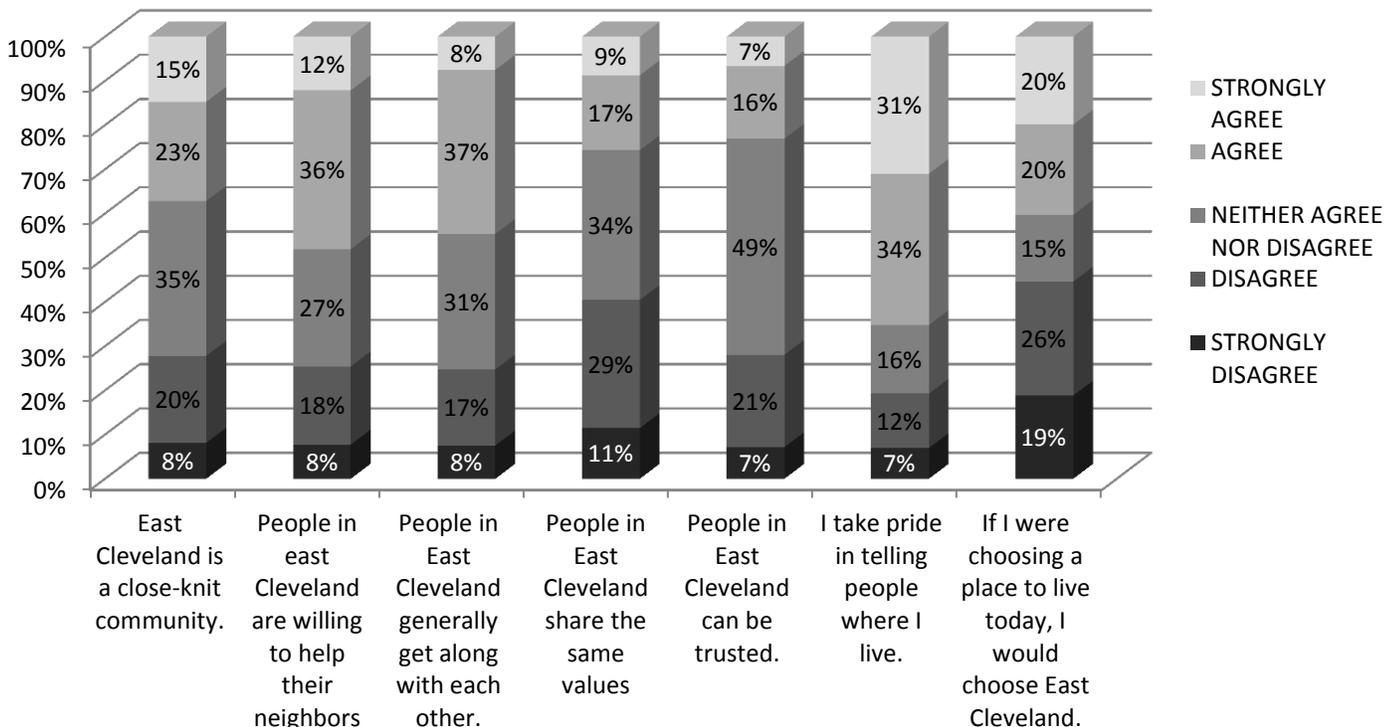
- The largest percentages of respondents were in two different age groups: 32.45 % of respondents were age 60 and over and 30.2% were between the ages of 18-25.
- Most survey respondents are long-time residents: many respondents have lived in East Cleveland for more than 20 years (44%) and some have been in their current residence for the past 20 years (28%).
- The majority of respondents, 90%, have at least a high school diploma or a GED equivalent. 34.1% have some college education, and another 16.2% have a 4-year degree, or higher.

## Perceptions of East Cleveland

### Community Attachment

- Most survey respondents take pride in telling people where they live (65% agree or strongly agree).
- Survey respondents were quite split on how well East Clevelanders support and get along with each other.
  - Some survey respondents see East Clevelanders as willing to help their neighbors (48% agree or strongly agree);
  - Some survey respondents see East Clevelanders as generally getting along with each other (45% agree or strongly agree)
- Fewer survey respondents felt that the community is “close-knit” (38%), shares values (26%), or community members can be trusted (23%). Survey respondents are split on whether they would choose to live in East Cleveland, 40% would, and 45% would not.

**Community Attachment in East Cleveland**



## **Key subgroup differences**

### **Age**

- Younger respondents felt strongly that East Cleveland is a close-knit community when compared to older respondents.
  - 48% of young respondents (aged 18 to 25) agreed or strongly agreed with the statement.
  - 33% of respondents aged 26 to 59 and 34% of respondents aged 60 and over agreed with the statement.
- Older respondents (60 and over) were most likely to agree or strongly agree with the statements “People in East Cleveland are willing to help their neighbors” and “People in East Cleveland generally get along with each other”—70% and 59% respectively.
  - 41% and 35% of respondents aged 18 to 25 agreed or strongly agreed with the above statements, respectively.
  - 42% of respondents aged 26 to 59 agreed or strongly agreed with the above statements.
- Residents aged 26 to 59 were the most likely to disagree with the statement “I take pride in telling people where I live,” 35% of respondents this age disagreed or strongly disagreed with the statement.
  - Only 10% of respondents aged 18 to 25 disagreed or strongly disagreed with the statement.
  - Only 11% of respondent’s aged 60 and over disagreed or strongly disagreed with the statement.

### **Gender**

- Men responded more positively than women on a number of the items in the community attachment scale. They were more likely than women to agree or strongly agree with the following statements:
  - “East Cleveland is a close-knit community”—48% of men, 32% of women
  - “People in East Cleveland share the same values”—37% of men, 18% of women
  - “I take pride in telling people where I live”—72% of men, 60% of women

### **Education**

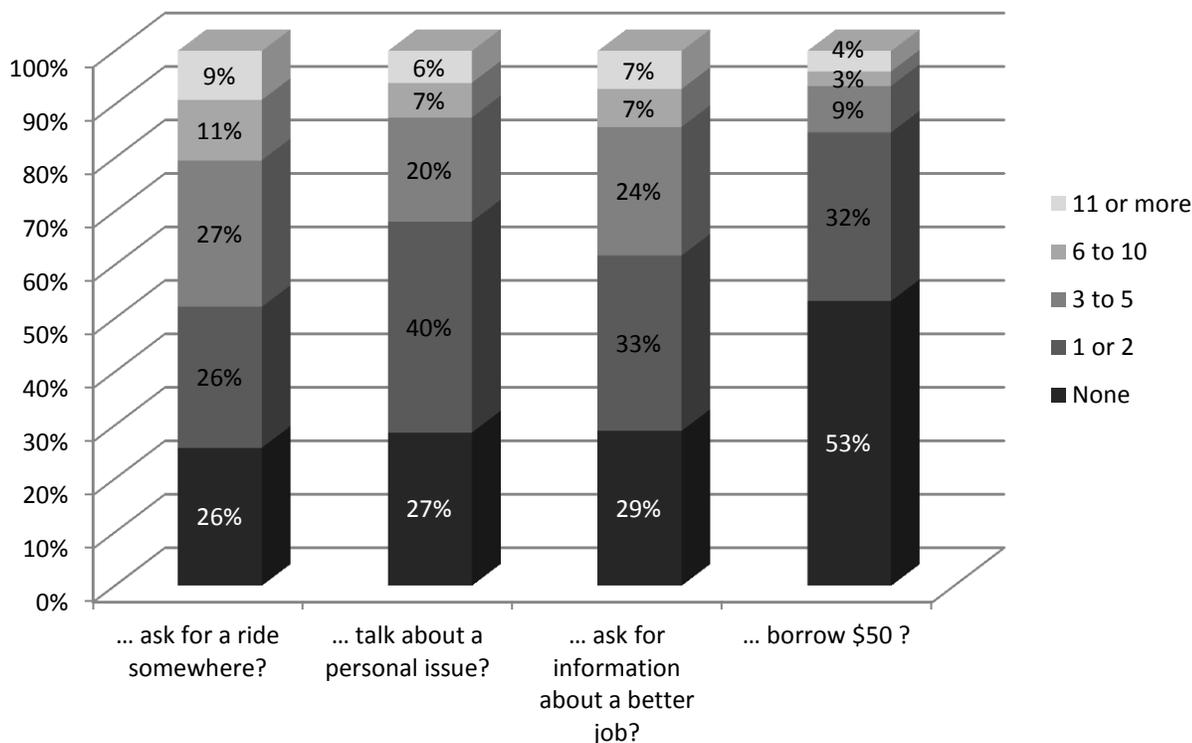
- Respondents with less than a high school degree responded more positively than other respondents on a number of the items in the community attachment scale. They were more likely than others to agree or strongly agree with the following statements:
  - “East Cleveland is a close-knit community”—54% of respondents with less than a high school degree, compared to 40% of respondents with a high school diploma or GED, 34% of respondents with some college, and 39% of respondents with a four year college degree or higher.
  - “People in East Cleveland share the same values”—44% of respondents with less than a high school degree, compared to 25% of respondents with a high school diploma or GED, 20% of respondents with some college, and 32% of respondents with a four year college degree or higher.

## Community Relationships

Though survey respondents were somewhat mixed about their opinions of the East Cleveland community as a whole, they mostly report beneficial personal relationships with community members.

- Survey respondents report positive, beneficial relationships with their neighbors:
  - Survey respondents feel they know their neighbors fairly well (37%) or very well (34%). Only 10% of respondents felt they didn't know their neighbors at all.
  - Over half of all respondents report that their neighbors would watch out for their home if they were away (57%).
  - Slightly fewer respondents report their neighbors would shop for groceries for them if they were sick (44%).
- Survey respondents also report having beneficial relationships with multiple non-family community members:
  - More than half of respondents know at least one non-family member they could ask for a ride (74%), talk about a personal issue (71%), and ask for information about a better job (71%).
- Over half of all respondents did not know anyone that they could borrow \$50 from (53%) and 32% only knew one or two people they could borrow from.

**Community Relationships:  
How Many People in East Cleveland Can Survey Takers...**



## **Key subgroup differences**

### **Homeownership**

- 55% of owners feel they know their neighbors very well.
  - Only 28% of renters and 23% of people in other housing situations feel they know their neighbors to the same extent.
- 71% of owners agree or strongly agree that their neighbors will watch over their place if they're away.
  - Only 56% of renters and 43% of people in other housing situations agree or strongly agree.

### **Age**

A high percentage of respondents aged 18 to 25 report knowing at least one person in East Cleveland that they could ask for information about getting a better job, especially when compared to other age groups.

- 87% of respondents aged 18 to 25
- 67% of respondents aged 26-59
- 59% of respondents aged 60 and over

### **Education**

*[Please note that this group has the smallest sample size of all groups, with as few as 16 respondents in some cases.]*

Respondents with less than a high school diploma report more beneficial relationships with community members.

- All respondents with less than a high school diploma reported knowing at least some of their neighbors compared to:
  - 17% of respondents with a four year college degree,
  - 11% of respondents with a high school degree or GED, and
  - 7% of respondents with some collegethat reported not knowing their neighbors at all.
- Only 11% of respondents with less than a high school diploma reported knowing no one in East Cleveland (outside of their family) that they could ask for a ride somewhere, compared with
  - 36% of respondents with a four year college degree,
  - 29% of respondents with a high school diploma, and
  - 24% of respondents with some college.

At the same time, respondents with less than a high school diploma reported the fewest relationships with community members that could get them information about a better job.

- Only 50% of respondents with a high school diploma reported knowing at least 1 person that could help them get information about a better job, compared to 71% to 75% of all other respondents by education level.

Respondents with a high school diploma were the least likely to know at least one person in East Cleveland (outside of family members) that they could borrow \$50 from.

- Only 39% of respondents with a high school diploma could borrow \$50 from another East Cleveland resident, compared to 50% to 62% of other respondents by education level.

## Community Involvement

Survey respondents report a wide range of civic activity within East Cleveland.

- Two-thirds of respondents voted in the last election.
- Over half (53%) of survey respondents (or household members of survey respondents) have gotten together with neighbors for community improvement efforts.
- Over 60% of respondents volunteer (62%); of those who volunteer, nearly 80% do their volunteering in East Cleveland.
- 74% of survey respondents attend religious services. Of those who do, 56% do so in East Cleveland.
- Slightly less than half of all respondents are also affiliated with non-religious institutions. Of those, 58% belong to an East Cleveland-based organization.
- Only 8% of survey respondents do not utilize the shopping, library, theater or other institutional resources in the area at all, while the majority, 77% of survey takers, utilizes these services some of the time or very often.

### **Key subgroup differences**

#### ***Home ownership***

Home owners are more likely than renters and other respondents to report various levels of involvement with the community, except for volunteering.

- 59% of owners have gotten together with neighbors to do something about a community problem or organize community improvement, compared with 48% of renters and 50% of people in other housing situations.
- 86% of owners attend religious services, compared with 67% of renters and 63% of people in other housing situations.
- 58% of owners belong to a non-religious organization, compared with 38% of renters and 43% of people in other housing situations.
- 86% of owners voted in the last election, compared with 60% of renters and 41% of people in other housing situations.
- However 73% of people in non-owner and non-renter housing situations report volunteering in the past year, compared to 63% of owners and 57% of renters.

#### ***Gender***

Respondents are likely to be involved in the community but in different ways depending on gender.

- More women than men have volunteered in the past year: 47% of women and 27% of men.
- More women than men attend religious services: 77% of women and 67% of men.
- More women than men voted in the last election: 77% of women and 50% of men.
- More men than women have organized with their neighbors: 58% of men and 48% of women have gotten together with neighbors to do something about a community problem or organize community improvement.
- More men than women belong to an organization outside of a religious group: 55% of men and 37% of women.

#### ***Education***

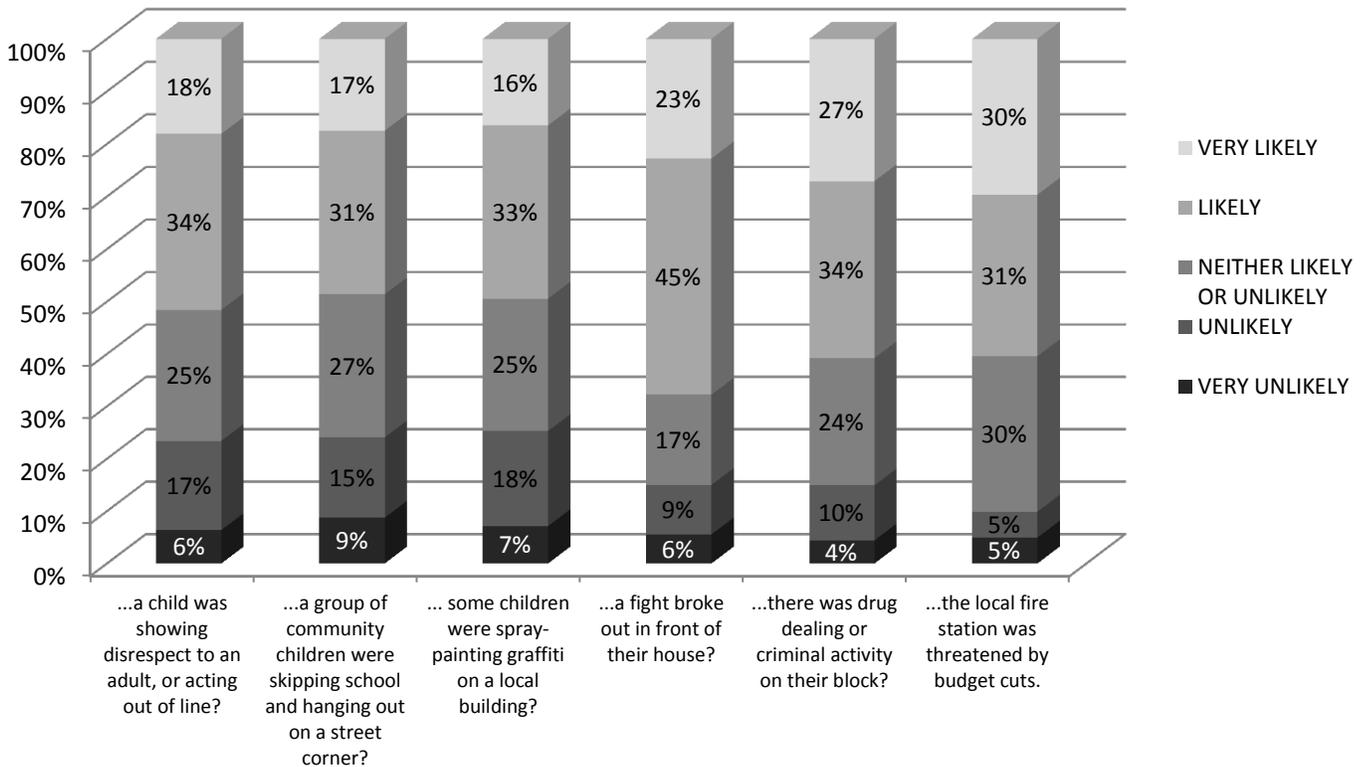
- Only 33% of respondents with less than a high school degree report getting together with neighbors to do something about a community problem; 54% to 57% of other respondents by education level report doing so.

- Only 39% of respondents with less than a high school degree report doing any kind of volunteer work in the past year; 62% to 72% of other respondents by education level report doing so.
- Only 22% of respondents with less than a high school degree report belonging to any organization other than a religious organization; 43% to 65% of other respondents by education level report doing so.
  - 65% of respondents with a four year college degree report belonging to at least one other organization outside of religious organization.

**Community Effectiveness**

- Respondents were mostly confident about community action in areas involving fighting, illegal activity, or civic needs:
  - 68% of respondents think that it’s likely or very likely that people in East Cleveland would do something if a fight broke out in front of their house.
  - 61% of respondents think that people in East Cleveland would take action if there was criminal activity on their block.
  - 61% of respondents think that people in East Cleveland would take action if the local fire station was threatened by budget cuts.
- Survey responses are more likely to be more evenly split when the question involves the community effectiveness around issues with children, but close to half of respondents feel it is more likely that East Cleveland residents would intervene (52% if a child was showing disrespect, 49% if children were skipping school, and 50% if children were vandalizing property).

**Community Effectiveness:**  
How likely is it that people in East Cleveland would do something if:



### Education

Residents differ somewhat on their perceptions of community effectiveness by their level of educational attainment; residents with higher education were more likely to perceive lower community effectiveness while residents with lower education levels often perceived higher community effectiveness.

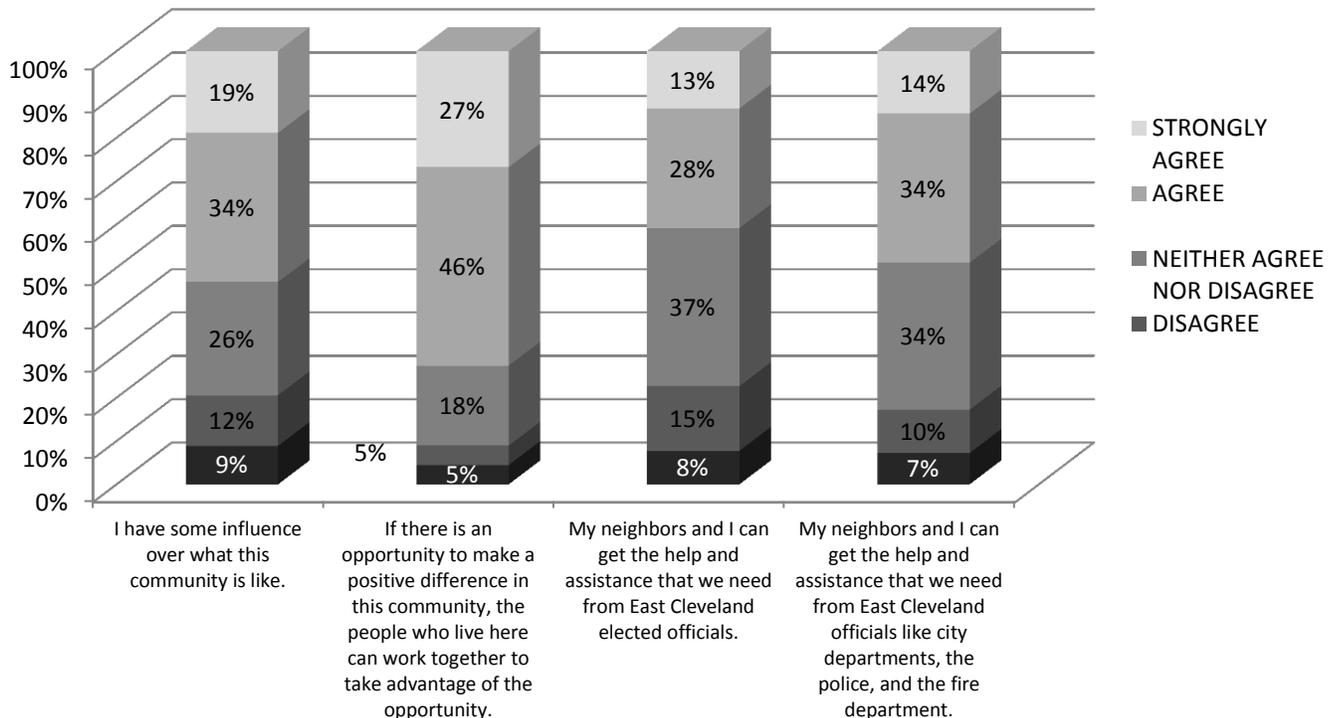
- Only 35% of respondents with a four year college degree or more thought it was likely or very likely that people in East Cleveland would do something if a child was showing disrespect to an adult, compared to 53% to 59% of other respondents by education level.
- Only 34% of respondents with a four year college degree or more thought it was likely or very likely that people in East Cleveland would take action if a group of community children were skipping school, compared to 63% of respondents with less than a high school degree and 46% to 56% of other respondents by education.

## Community Influence

Survey respondents overall believe that people in East Cleveland will work to improve the community, but don't feel as strongly about formal institutions, departments, and elected officials.

- 53% of survey respondents agree or strongly agree that they have some influence in the community.
- A majority (73%) of survey respondents agree or strongly agree that East Cleveland residents will work together to take advantage of opportunities to make a positive difference.
- Only 41% of survey respondents agree or strongly agree that they can get the help they need from elected officials.
- Slightly less than half of survey respondents agree or strongly agree that they can get the help they need from city departments.

**Influence Over the Community**



### **Homeownership**

Owners were also more likely to agree or strongly agree with a number of measures of community influence.

- 60% of owners agreed or strongly agreed that they have some influence over what the community is like, compared to 47% of renters.
  - 57% of people with some other living situation.
- 80% of owners agreed or strongly agreed that people in East Cleveland can work together to make a positive difference in the community, compared to:
  - 68% of renters.
  - 66% of people with some other living situation.
- 57% of owners agreed or strongly agreed that they can get the help and assistance they need from the East Cleveland police, fire department, and other city departments, compared to:
  - 51% of renters.
  - 34% of people with some other living situation.

### **Age**

Respondents differ drastically by age group on one item.

- 57% of respondent age 60 and over agree or strongly agree that they can get the help they need from East Cleveland elected officials.
- Only 32% and 37% of respondents age 26 to 59 and 18 to 25 agree or strongly agree with this statement.

### **Education**

Similar to community effectiveness, respondents' perceptions of community influence seem to increase somewhat as the respondents' education level decreases.

- 57% of respondents with less than a high school degree agreed or strongly agreed with the statement "My neighbors and I can get the help and assistance that we need from East Cleveland officials."
  - 38% to 42% of all other respondents by education level agreed or strongly agreed with the above statement.
- 63% of respondents with less than a high school degree agreed or strongly agreed with the statement "My neighbors and I can get the help and assistance that we need from East Cleveland officials like city departments, the police, and the fire department."
  - 40% to 54% of all other respondents by education level agreed or strongly agreed with the above statement.

## Perceptions of Case Western Reserve University

When survey respondents think of Case Western Reserve University, they think of:

- A place for education (95%)
- Students (87%)
- A place for research (83%)
- Professors and other university employees (70%)
- A place for employment and job creation (67%)
- A community partner (62%)

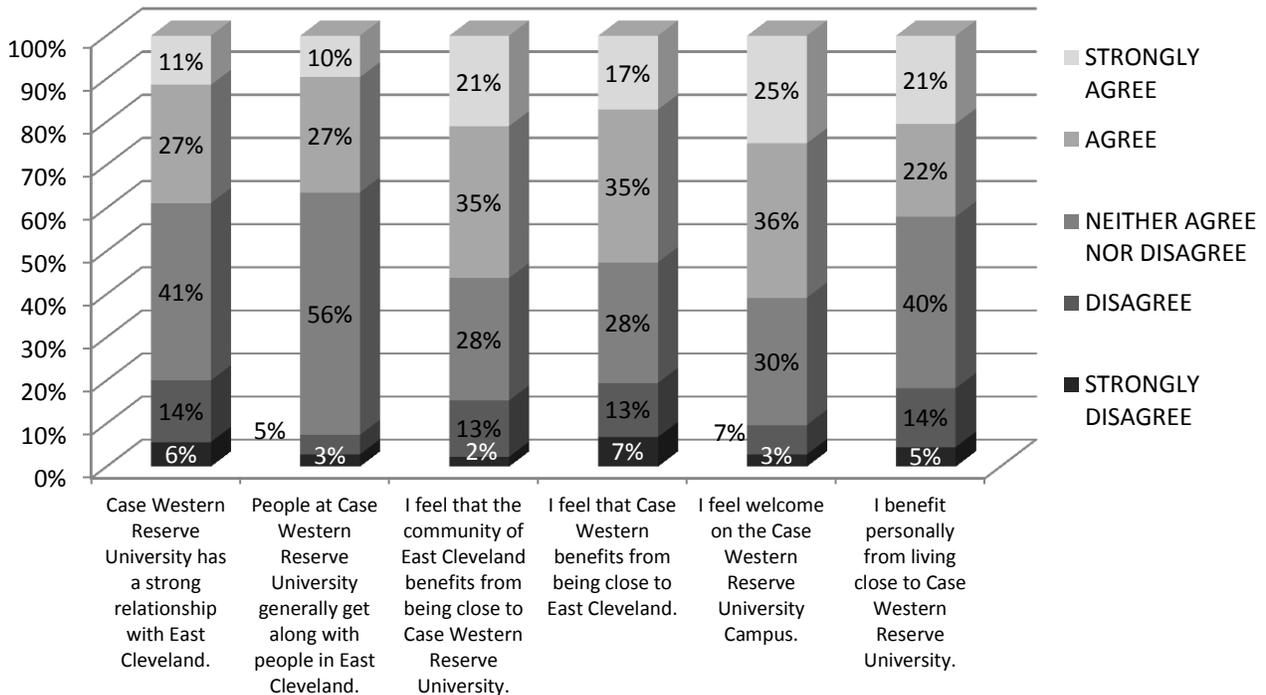
## Perceptions of Relationship between East Cleveland and CWRU

61% of survey respondents agree or strongly agree that they feel welcome on the CWRU campus.

While the slight majority of survey respondents believe that East Cleveland (56%) and Case Western Reserve University (53%) (CWRU) both benefit from being neighbors, survey respondents are less confident about other aspects of the relationship between CWRU and East Cleveland:

- 42% of survey respondents agree or strongly agree that they benefit personally from living close to CWRU
- 39% of survey respondents agree or strongly agree that CWRU has a strong relationship with East Cleveland.
- 36% of survey respondents agree or strongly agree that people at CWRU generally get along with people in East Cleveland.

**Perceptions of Relationships Between CWRU and East Cleveland**



## **Key subgroup differences**

### **Age**

Older respondents feel East Cleveland has a stronger relationship with CWRU

- 60% of aged 60+ strongly agree or agree compared with
- 23% of 26-59 year olds
- 38% of 18-25 year olds

Younger respondents feel less welcome on CWRU campus

- 54% disagree or strongly disagree that they feel welcome compared with
- 14% of 26-59 year olds
- 9% of those aged 60+

### **Gender**

40% of women agree or strongly agree that East Cleveland has a strong relationship with CWRU compared with only 20% of men

### **Education**

Less educated respondents feel East Cleveland has a stronger relationship with CWRU

- 57% of those with 11<sup>th</sup> grade or less strongly agree or agree compared with
- 54% of those with high school or GED
- 23% of those with some college
- 28% of those with a four-year college degree

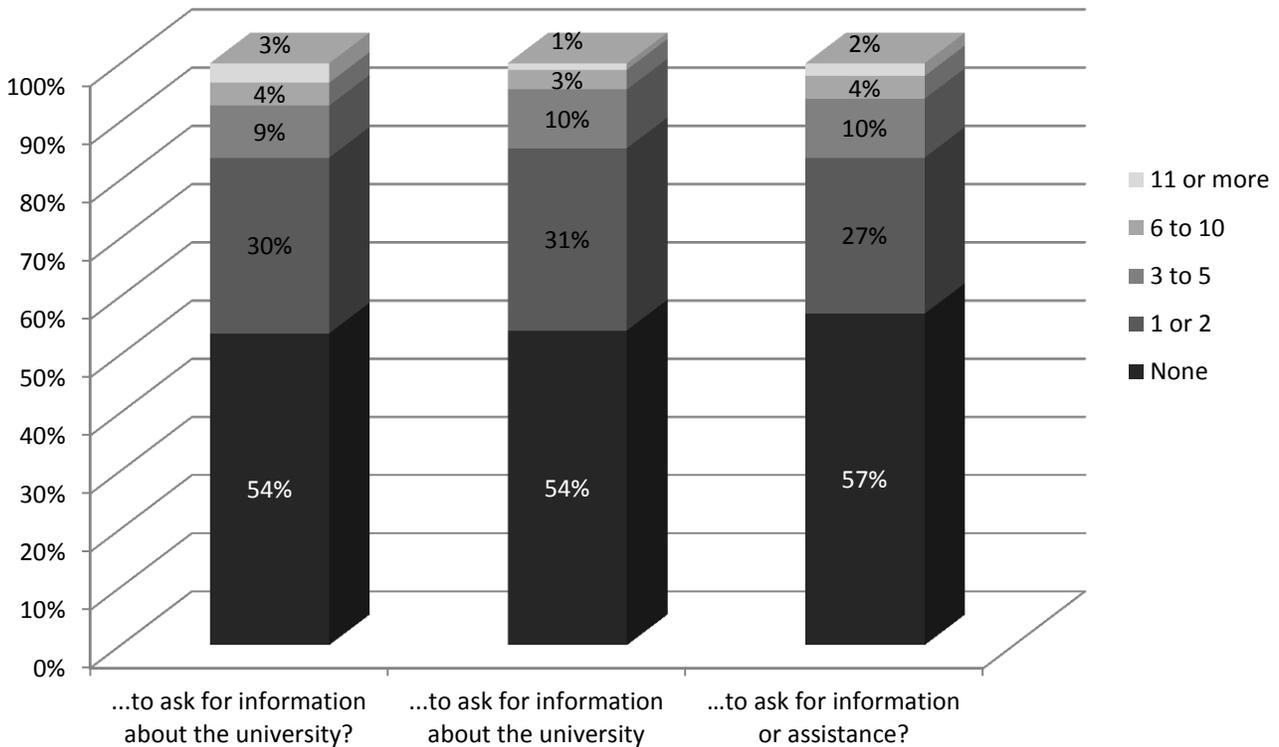
Less educated respondents feel less welcome on CWRU campus

- 25% of those with 11<sup>th</sup> grade or less disagree or strongly disagree that they feel welcome compared with
- 10% of those with high school or GED
- 4% of those with some college
- 14% of those with a four-year college degree

## Relationships with People at CWRU

Existing personal relationships between East Cleveland and CWRU are more substantial than might be expected given the perceived and actual divides between the communities. About half of survey respondents report having no direct personal relationships with people at CWRU (46% know at least 1 or 2 people who they could speak with to get information about the university, another 46% know at least 1 or 2 people who could help them with a connection, and, conversely, 43% know at least 1 or 2 people who could ask the respondent for information or assistance). About 15% of respondents know more than 3 or more people that could help connect them with CWRU.

**Relationship with CWRU:**  
**How many people from CWRU would you say you know well enough:**

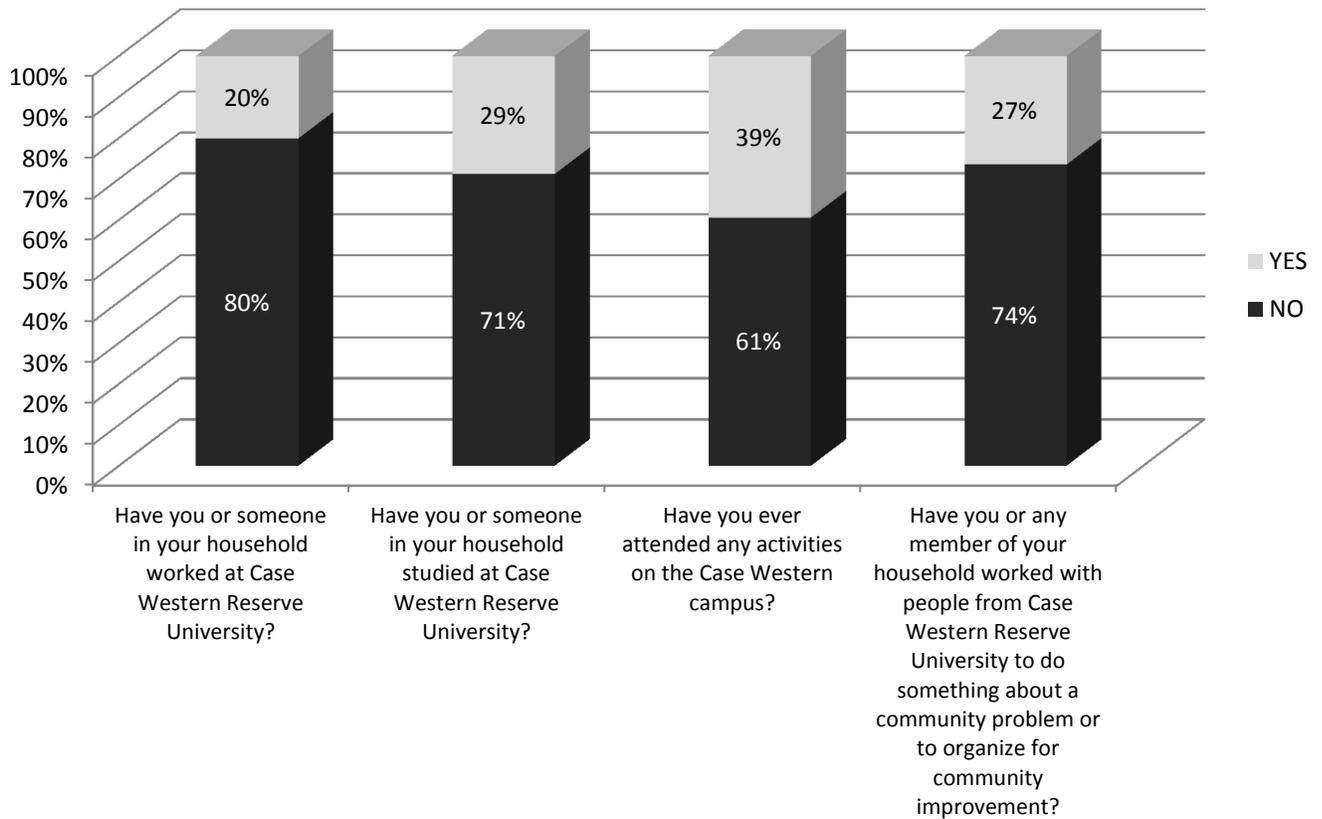


## Involvement with CWRU

Respondents have stronger connections to the institution than might be expected.

- One-fifth, 20%, of respondents, or someone in their household, have worked at CWRU.
- Almost one-third, 29%, of respondents have studied at CWRU, or have a member of their household that has studied at CWRU.
- 27% of respondent have worked towards community improvement with a member of the CWRU community.
- 39% of respondents have attended an event on Case's campus.

### Involvement with Case Western Reserve University

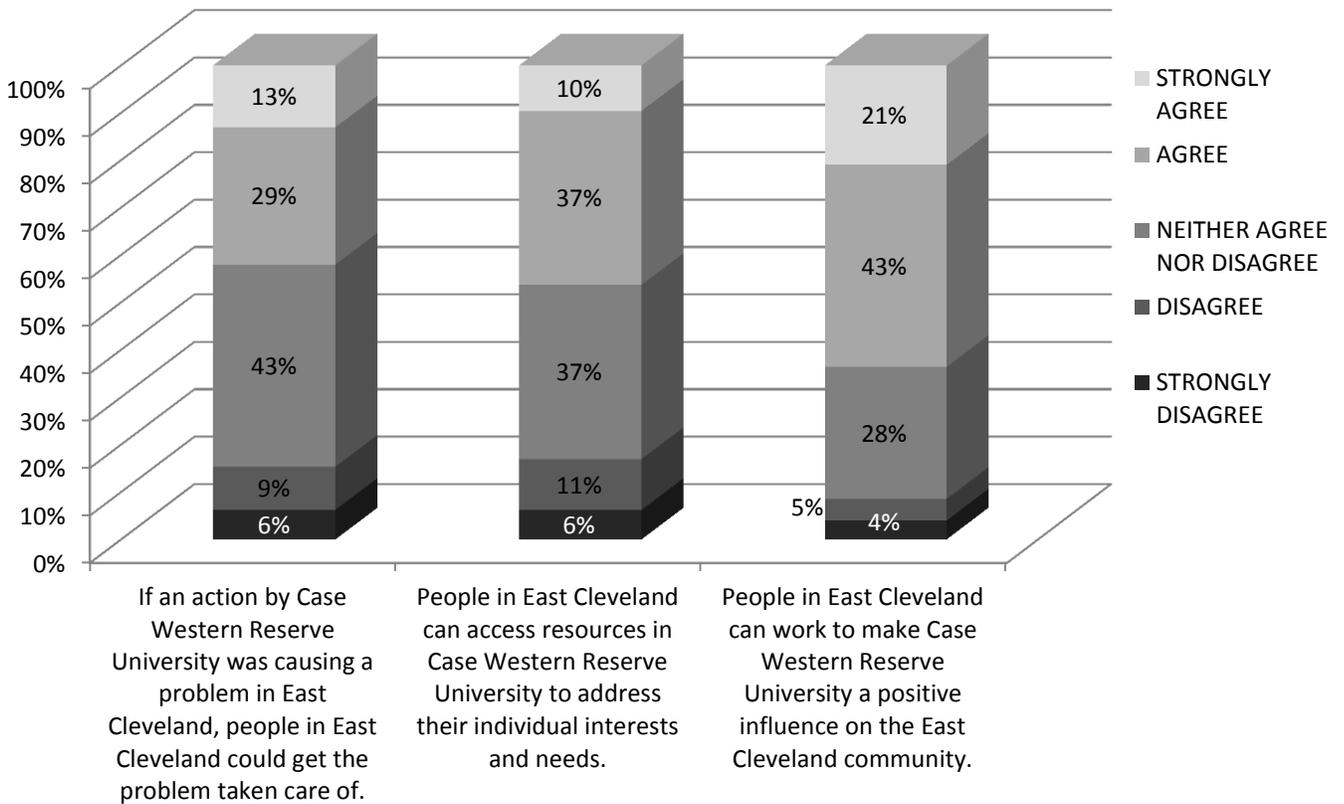


## Influence on CWRU

A substantial number of respondents report feeling that they and others in East Cleveland can have a fair amount of influence over CWRU:

- Many survey respondents (64%) believe that people in East Cleveland can work to make CWRU a positive influence on the community.
- 46% of survey respondents agreed or strongly agreed that they can access resources at CWRU.
- 42% of survey respondents agree or strongly agree that if an action by CWRU was causing a problem in the East Cleveland community, people in East Cleveland could work to solve the problem; another 43% were uncertain.

**Influence on Case Western Reserve University**

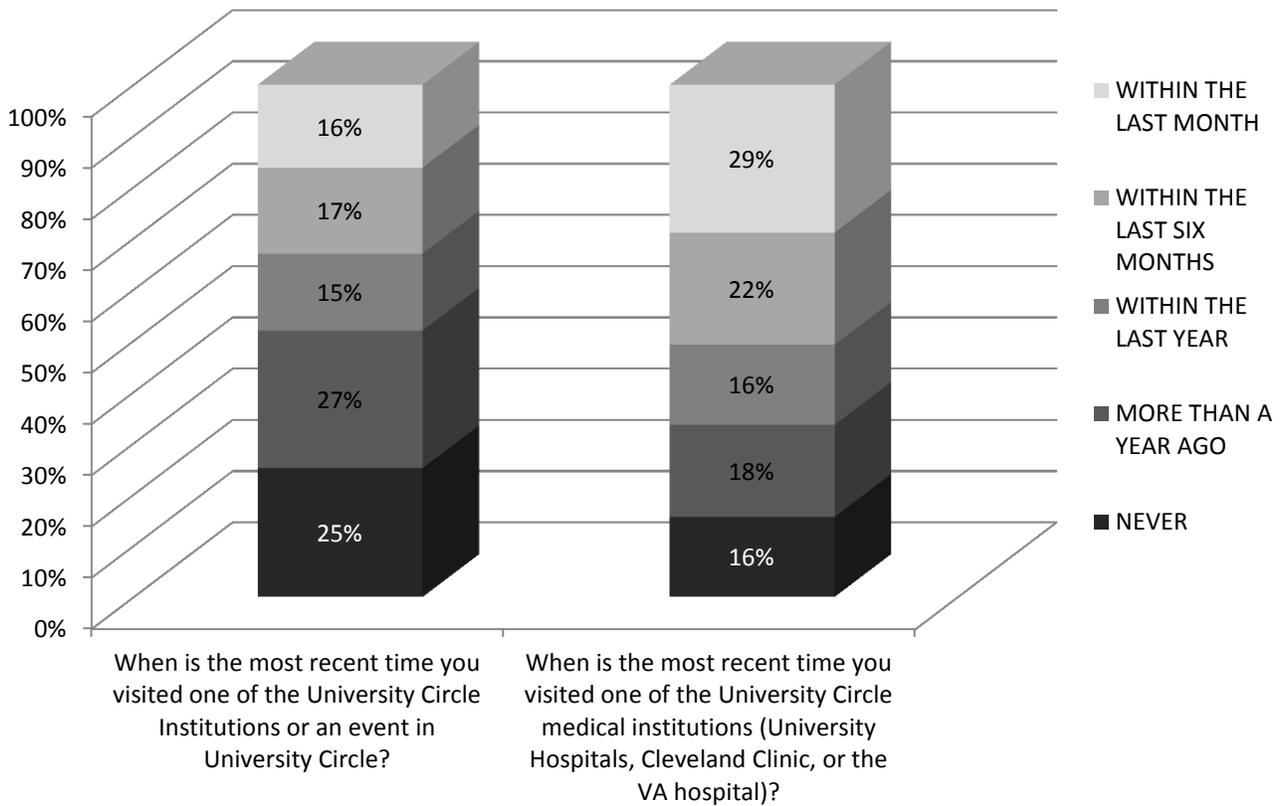


## Involvement in University Circle

Survey respondents frequent the medical institutions of University Circle more often than other institutions.

- 75% of respondents report having visited a University Circle institution; almost half within the last year.
- 84% report visiting one of the University Circle medical institutions (University Hospitals, Cleveland Clinic, or VA hospital); 67% within the last year, almost a third within the last month.

### Activities in University Circle



## Perceptions of University Circle

- A higher percentage of survey respondents feel that the community of East Cleveland benefits from being close to University Circle (64%) than being close to Case Western Reserve University (56%).
- A higher percentage of survey respondents feel welcome in University Circle (74%) than at CWRU (61%).
- A higher percentage of survey respondents feel they benefit personally from living close to University Circle (55%) than CWRU (42%).
- 44% of survey respondents agreed that East Cleveland is physically disconnected from University Circle; another 40% were uncertain.

