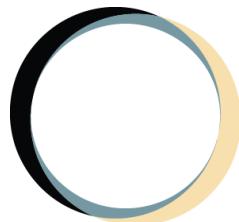




Athens-Clarke County, GA

Comparisons by Demographic Subgroups
2016



2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863



777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by age, gender, race/ethnicity, housing tenure (rent or own) and housing type (attached or detached).

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (364 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Within Community Characteristics, for the aspect of Safety, residents aged 18-34, those who were not Hispanic or respondents who rented their homes tended to give lower ratings for the overall feeling of safety of Athens-Clarke County compared to other participants. However, residents who were over the age of 55 tended to give lower ratings for feelings of safety in Athens-Clarke County’s downtown/commercial area during the day than their younger counterparts. For measures of Economy residents aged 18-34 or participants who were white tended to give higher ratings when differences were significant, including shopping opportunities, cost of living, quality of business and service establishments and the vibrancy of the downtown/commercial area than other respondents. On the other hand, residents who were Hispanic and/or another race tended to give higher marks to the overall economic health of Athens-Clarke County. In the facet of Community Engagement, residents who were aged 18-34, those who were white, as well as individuals who lived in detached housing were more likely to give higher ratings to the openness and acceptance of the community toward people of diverse backgrounds than those who were older, Hispanic residents or participants who lived in attached housing units.
- For aspects within the pillar of Governance, residents who were not Hispanic tended to give higher ratings to measures of Safety and Natural Environment when differences were significant, such as fire and ambulance/EMS services, while Hispanic participants gave higher marks to crime prevention.
- Differences were also noted within Participation. Residents who were over the age of 55, those who were Hispanic and/or another race, respondents who owned their homes and participants who lived in detached housing indicated they were more likely to remain in Athens-Clark County for the next five years compared to their counterparts. Within Economy, residents who were female, respondents who were white or those who lived in attached housing tended to be less optimistic that the economy would have a positive impact on their income.
- When asked about information sources, residents who were aged 18-34 were more likely to name the Red & Black magazine (printed), Facebook, Twitter and YouTube as major or minor sources compared to older residents.
- Athens-Clarke County residents aged over 55 reported they were more likely to participate in a public forum during a weekday late morning and weekday early afternoon (10-noon or 1-3 p.m.), while residents aged 35-54 tended to prefer weekday late evening (7-9 p.m.), Saturday morning and Saturday afternoon.
- Respondents who were Hispanic and/or another race, renters or those who lived in attached housing tended to prefer to receive information from Athens-Clarke County about services and events via social media compared to other residents.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
The overall quality of life in Athens-Clarke County	86%	83%	80%	85%	84%	85%	84%	81%	88%	87%	80%	84%
Overall image or reputation of Athens-Clarke County	66%	68%	66%	65%	68%	68%	65%	65%	69%	64%	70%	66%
Athens-Clarke County as a place to live	89%	84%	83%	87%	88%	87%	88%	85%	89%	89%	85%	87%
Your neighborhood as a place to live	75%	81%	87%	80%	78%	84%	73%	70%	91%	83%	75%	79%
Athens-Clarke County as a place to raise children	59%	63%	66%	66%	58%	65%	60%	57%	69%	63%	61%	62%
Athens-Clarke County as a place to retire	71%	76%	81%	76%	75%	76%	76%	65%	87%	85%	62%	75%
Overall appearance of Athens-Clarke County	77%	60%	61%	69%	70%	69%	72%	73%	65%	64%	76%	69%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall feeling of safety in Athens-Clarke County	50%	70%	63%	57%	59%	53%	65%	53%	64%	59%	56%	58%
In your neighborhood during the day	92%	92%	92%	94%	90%	94%	89%	88%	98%	93%	90%	92%
In Athens-Clarke County's downtown/commercial area during the day	91%	93%	79%	90%	88%	89%	88%	90%	88%	88%	90%	89%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall ease of getting to the places you usually have to visit	72%	75%	80%	74%	75%	76%	72%	70%	80%	75%	72%	74%
Traffic flow on major streets	37%	57%	43%	44%	42%	43%	42%	38%	50%	47%	38%	43%
Ease of public parking	35%	52%	35%	41%	38%	40%	39%	35%	44%	44%	33%	39%
Ease of travel by car in Athens-Clarke County	70%	69%	57%	67%	68%	67%	67%	66%	69%	71%	62%	67%
Ease of travel by public transportation in Athens-Clarke County	49%	39%	46%	44%	47%	43%	50%	47%	44%	42%	50%	46%
Ease of travel by bicycle in Athens-Clarke County	36%	32%	23%	23%	43%	22%	47%	40%	21%	27%	40%	33%
Ease of walking in Athens-Clarke County	57%	41%	48%	48%	55%	53%	49%	55%	47%	48%	57%	52%
Availability of paths and walking trails	63%	45%	43%	54%	56%	60%	48%	58%	51%	50%	61%	55%

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Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Quality of overall natural environment in Athens-Clarke County	77%	78%	72%	72%	82%	73%	82%	72%	82%	83%	68%	76%
Air quality	85%	70%	67%	76%	80%	76%	82%	81%	72%	75%	80%	77%
Cleanliness of Athens-Clarke County	58%	56%	53%	57%	57%	54%	61%	56%	57%	54%	60%	57%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall "built environment" of Athens-Clarke County (including overall design, buildings, parks and transportation systems)	62%	55%	58%	54%	67%	54%	69%	64%	55%	54%	68%	60%
Public places where people want to spend time	70%	58%	56%	62%	68%	71%	58%	66%	63%	62%	68%	64%
Variety of housing options	72%	43%	49%	57%	65%	60%	63%	63%	56%	57%	65%	60%
Availability of affordable quality housing	59%	43%	35%	42%	61%	53%	49%	50%	52%	53%	47%	51%
Overall quality of new development in Athens-Clarke County	73%	46%	47%	57%	66%	54%	72%	68%	51%	53%	71%	61%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall economic health of Athens-Clarke County	38%	50%	52%	39%	50%	34%	58%	42%	46%	45%	42%	44%
Athens-Clarke County as a place to work	63%	67%	73%	68%	65%	65%	68%	61%	72%	66%	66%	66%
Athens-Clarke County as a place to visit	81%	79%	81%	76%	86%	85%	76%	75%	89%	82%	79%	81%
Employment opportunities	48%	34%	36%	44%	41%	43%	42%	47%	36%	40%	45%	42%
Shopping opportunities	80%	47%	59%	62%	75%	73%	62%	74%	59%	63%	74%	68%
Cost of living in Athens-Clarke County	67%	52%	51%	60%	60%	69%	50%	58%	62%	58%	62%	60%
Overall quality of business and service establishments in Athens-Clarke County	76%	54%	59%	69%	66%	75%	59%	68%	67%	68%	66%	67%
Vibrant downtown/commercial area	90%	56%	52%	70%	81%	82%	67%	80%	67%	71%	79%	75%

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Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Health and wellness opportunities in Athens-Clarke County	72%	70%	79%	74%	73%	78%	66%	68%	81%	75%	72%	73%
Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	62%	66%	74%	67%	75%	64%	70%	72%	73%	67%	71%
Recreational opportunities	75%	66%	69%	72%	72%	77%	65%	71%	74%	71%	73%	72%
Availability of affordable quality food	79%	69%	75%	71%	82%	80%	70%	72%	81%	79%	71%	76%
Availability of affordable quality health care	67%	63%	74%	67%	69%	76%	56%	61%	77%	72%	62%	68%
Availability of preventive health services	72%	66%	70%	66%	76%	73%	66%	66%	75%	69%	71%	70%
Availability of affordable quality mental health care	58%	46%	48%	57%	49%	57%	49%	51%	56%	51%	56%	53%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall opportunities for education and enrichment	82%	75%	78%	76%	83%	83%	74%	81%	78%	82%	76%	79%
Availability of affordable quality child care/preschool	48%	44%	58%	44%	55%	56%	44%	44%	54%	59%	28%	49%
K-12 education	26%	48%	53%	39%	39%	30%	49%	32%	46%	43%	32%	39%
Adult educational opportunities	77%	70%	66%	67%	80%	77%	67%	75%	71%	73%	72%	73%
Opportunities to attend cultural/arts/music activities	93%	81%	76%	85%	88%	91%	81%	88%	85%	86%	88%	87%
Opportunities to participate in religious or spiritual events and activities	87%	74%	80%	81%	84%	90%	72%	78%	88%	86%	77%	82%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Opportunities to participate in social events and activities	88%	65%	65%	79%	78%	81%	76%	80%	76%	76%	82%	78%
Opportunities to volunteer	89%	67%	70%	82%	78%	83%	77%	85%	74%	74%	87%	80%
Opportunities to participate in community matters	77%	66%	67%	67%	77%	71%	76%	73%	71%	73%	71%	72%
Openness and acceptance of the community toward people of diverse backgrounds	67%	49%	54%	56%	65%	72%	42%	56%	65%	65%	53%	60%
Neighborliness of residents in Athens-Clarke County	68%	62%	57%	65%	63%	67%	59%	61%	68%	68%	59%	64%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Athens-Clarke County Government	65%	62%	64%	61%	67%	68%	61%	60%	69%	65%	63%	64%
The value of services for the taxes paid to Athens-Clarke County	47%	52%	44%	41%	54%	52%	43%	47%	48%	45%	51%	47%
The overall direction that Athens-Clarke County is taking	64%	45%	45%	54%	57%	52%	62%	59%	50%	47%	66%	55%
The job Athens-Clarke County government does at welcoming citizen involvement	49%	54%	54%	51%	52%	54%	47%	52%	51%	45%	59%	51%
Overall confidence in Athens-Clarke County government	59%	46%	46%	51%	55%	48%	62%	53%	52%	52%	53%	53%
Generally acting in the best interest of the community	55%	46%	46%	49%	53%	52%	51%	47%	55%	48%	54%	51%
Being honest	65%	51%	50%	54%	61%	55%	62%	56%	59%	59%	56%	57%
Treating all residents fairly	52%	38%	40%	45%	47%	53%	36%	42%	51%	44%	49%	46%
Overall customer service by Athens-Clarke County employees (police, receptionists, planners, etc.)	74%	69%	65%	71%	70%	70%	73%	71%	70%	73%	67%	71%
The Federal Government	40%	49%	45%	43%	44%	37%	54%	42%	45%	45%	41%	43%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Police services	77%	80%	85%	80%	79%	81%	79%	75%	85%	83%	75%	80%
Fire services	97%	88%	93%	96%	92%	98%	89%	93%	95%	95%	93%	94%
Ambulance or emergency medical services	86%	78%	85%	85%	83%	91%	76%	80%	89%	89%	76%	84%
Crime prevention	45%	60%	66%	52%	55%	46%	63%	48%	60%	62%	41%	53%
Fire prevention and education	69%	70%	77%	65%	76%	69%	75%	64%	80%	79%	60%	71%
Animal control	56%	51%	61%	53%	60%	62%	47%	48%	65%	57%	55%	56%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	54%	56%	56%	57%	52%	59%	51%	53%	59%	51%	60%	55%

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Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Traffic enforcement	59%	55%	66%	58%	62%	63%	57%	58%	62%	61%	59%	60%
Street repair	31%	40%	42%	34%	37%	36%	35%	33%	39%	37%	34%	36%
Street cleaning	56%	53%	46%	48%	59%	55%	50%	51%	55%	55%	50%	53%
Street lighting	51%	43%	53%	45%	56%	52%	45%	45%	56%	51%	49%	50%
Sidewalk maintenance	60%	46%	47%	51%	57%	53%	52%	58%	47%	54%	54%	54%
Traffic signal timing	52%	50%	48%	54%	46%	49%	52%	52%	49%	48%	53%	50%
Bus or transit services	64%	53%	62%	59%	64%	65%	57%	60%	65%	61%	62%	62%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Garbage collection	83%	76%	74%	77%	81%	85%	73%	75%	85%	81%	77%	79%
Recycling	71%	73%	81%	70%	78%	84%	60%	63%	88%	82%	63%	74%
Yard waste pick-up	60%	62%	60%	58%	64%	68%	50%	51%	71%	61%	59%	61%
Drinking water	74%	67%	73%	67%	79%	75%	70%	68%	78%	78%	64%	72%
Preservation of natural areas such as open space, farmlands and greenbelts	59%	52%	49%	55%	56%	58%	50%	56%	54%	53%	57%	55%
Athens-Clarke County open space	56%	51%	46%	51%	55%	53%	55%	53%	54%	51%	56%	53%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Storm drainage	63%	47%	52%	51%	62%	55%	58%	56%	57%	60%	51%	56%
Sewer services	78%	63%	67%	69%	75%	76%	66%	74%	69%	72%	71%	72%
Utility billing	61%	56%	59%	59%	60%	66%	51%	54%	66%	61%	57%	59%
Land use, planning and zoning	42%	31%	36%	38%	37%	37%	41%	36%	39%	31%	46%	38%
Code enforcement (weeds, abandoned buildings, etc.)	42%	35%	30%	34%	41%	35%	42%	37%	38%	37%	38%	37%
Cable television	51%	33%	51%	50%	43%	49%	44%	40%	55%	43%	50%	46%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Economic development	55%	23%	43%	44%	46%	44%	49%	46%	44%	43%	48%	45%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
County parks	84%	79%	70%	79%	82%	83%	77%	79%	83%	81%	80%	80%
Recreation programs or classes	63%	71%	73%	69%	65%	70%	62%	65%	70%	63%	71%	67%
Recreation centers or facilities	73%	71%	69%	70%	73%	73%	69%	72%	72%	67%	77%	72%
Health services	70%	58%	74%	65%	71%	72%	63%	62%	76%	69%	67%	68%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Public library services	84%	77%	82%	82%	80%	85%	77%	83%	80%	77%	88%	81%
County-sponsored special events	55%	65%	60%	63%	54%	65%	51%	56%	63%	57%	61%	59%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Public information services	58%	56%	63%	65%	51%	67%	49%	60%	57%	51%	69%	59%

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Table 19: Participation General

	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)												
Sense of community	75%	58%	59%	66%	70%	65%	71%	71%	63%	67%	69%	68%
Recommend living in Athens-Clarke County to someone who asks	95%	89%	85%	91%	92%	92%	91%	91%	92%	91%	92%	91%
Remain in Athens-Clarke County for the next five years	59%	86%	93%	75%	71%	67%	81%	60%	90%	83%	60%	73%
Contacted the County of Athens-Clarke County (in-person, phone, email or web) for help or information	37%	41%	48%	43%	38%	46%	33%	35%	49%	48%	31%	41%

Table 20: Participation - Safety

	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)												
Was NOT the victim of a crime	86%	92%	89%	92%	83%	88%	87%	86%	91%	90%	85%	88%
Did NOT report a crime	76%	81%	79%	79%	76%	79%	78%	77%	80%	80%	75%	78%
Stocked supplies in preparation for an emergency	28%	34%	37%	29%	34%	26%	36%	32%	31%	29%	33%	31%

Table 21: Participation - Mobility

	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)												
Walked or biked instead of driving	67%	51%	30%	49%	62%	58%	52%	67%	39%	46%	66%	55%
Carpooled with other adults or children instead of driving alone	79%	56%	38%	64%	65%	71%	59%	72%	55%	61%	69%	65%
Used bus, rail, subway or other public transportation instead of driving	48%	31%	13%	29%	45%	33%	43%	51%	17%	27%	50%	37%

Table 22: Participation - Natural Environment

	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)												
Recycle at home	83%	84%	93%	85%	85%	91%	76%	79%	93%	94%	74%	85%
Made efforts to make your home more energy efficient	72%	76%	73%	72%	73%	76%	67%	70%	77%	79%	65%	73%
Made efforts to conserve water	78%	87%	89%	87%	77%	87%	75%	79%	88%	90%	73%	83%

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Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
NOT under housing cost stress	52%	76%	71%	60%	63%	66%	54%	49%	79%	67%	55%	62%
Did NOT observe a code violation	58%	50%	54%	54%	57%	53%	60%	57%	53%	55%	56%	55%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Purchase goods or services from a business located in Athens-Clarke County	99%	95%	98%	97%	99%	98%	97%	97%	99%	99%	97%	98%
Economy will have positive impact on income	36%	39%	29%	27%	45%	25%	49%	35%	34%	41%	28%	35%
Work in Athens-Clarke County	71%	74%	38%	66%	64%	65%	68%	68%	61%	70%	59%	65%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Used Athens-Clarke County recreation centers or their services	77%	67%	45%	65%	71%	68%	68%	71%	64%	68%	67%	68%
Visited a neighborhood park or County park	89%	79%	66%	75%	90%	81%	84%	84%	79%	81%	82%	82%
Eat at least 5 portions of fruits and vegetables a day	73%	79%	86%	83%	71%	83%	68%	72%	84%	80%	74%	77%
Participate in moderate or vigorous physical activity	86%	89%	77%	81%	89%	87%	81%	82%	89%	89%	80%	85%
Reported being in "very good" or "excellent" health	64%	60%	54%	67%	54%	71%	47%	58%	66%	63%	59%	61%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Used Athens-Clarke County public libraries or their services	47%	70%	57%	56%	53%	49%	62%	53%	56%	57%	51%	55%
Participated in religious or spiritual activities in Athens-Clarke County	54%	45%	65%	52%	56%	56%	51%	48%	62%	64%	42%	54%
Attended an Athens-Clarke County-sponsored event	69%	52%	49%	56%	66%	65%	56%	62%	59%	63%	58%	61%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Campaigned or advocated for an issue, cause or candidate	17%	28%	26%	27%	16%	26%	16%	19%	25%	22%	21%	22%
Contacted Athens-Clarke County elected officials (in-person, phone, email or web) to express your opinion	4%	21%	33%	15%	13%	16%	11%	7%	25%	21%	6%	14%
Volunteered your time to some group/activity in Athens-Clarke County	55%	47%	51%	53%	52%	58%	45%	53%	51%	53%	51%	52%
Participated in a club	42%	37%	32%	35%	43%	44%	33%	34%	45%	42%	35%	39%
Talked to or visited with your immediate neighbors	75%	85%	88%	81%	79%	87%	69%	72%	91%	85%	74%	80%
Done a favor for a neighbor	61%	79%	83%	72%	67%	73%	65%	60%	84%	78%	60%	70%
Attended a local public meeting	14%	33%	29%	20%	24%	21%	21%	14%	33%	31%	9%	22%
Watched (online or on television) a local public meeting	12%	29%	36%	22%	20%	10%	36%	22%	20%	26%	15%	21%
Read or watch local news (via television, paper, computer, etc.)	73%	90%	95%	82%	83%	81%	83%	77%	89%	82%	82%	82%
Vote in local elections	54%	78%	90%	66%	69%	71%	61%	58%	80%	72%	62%	67%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall feeling of safety in Athens-Clarke County	97%	92%	91%	97%	91%	95%	94%	94%	94%	94%	95%	94%
Overall ease of getting to the places you usually have to visit	77%	83%	76%	84%	71%	80%	76%	80%	76%	73%	85%	78%
Quality of overall natural environment in Athens-Clarke County	82%	84%	79%	85%	78%	82%	84%	84%	80%	83%	82%	82%
Overall "built environment" of Athens-Clarke County (including overall design, buildings, parks and transportation systems)	68%	82%	78%	78%	68%	76%	70%	71%	78%	76%	71%	74%
Health and wellness opportunities in Athens-Clarke County	83%	83%	85%	88%	79%	80%	90%	86%	81%	84%	83%	84%
Overall opportunities for education and enrichment	77%	82%	82%	82%	77%	75%	86%	84%	73%	72%	89%	79%
Overall economic health of Athens-Clarke County	89%	91%	89%	92%	88%	92%	86%	88%	92%	86%	94%	90%
Sense of community	63%	82%	77%	72%	69%	69%	73%	67%	77%	70%	72%	71%
Create a long-range vision/strategy for the County	67%	86%	87%	83%	68%	77%	75%	71%	83%	75%	77%	76%

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Table 29: Question 14: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Athens community and its activities, events and services:: (Percent rating as "Major source" or "Minor source").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Athens-Clarke County website (athensclarkecounty.com)	73%	84%	83%	79%	76%	77%	79%	72%	86%	87%	65%	78%
Notifications (e-mail / text) from Athens-Clarke County	55%	77%	74%	69%	59%	61%	68%	53%	81%	73%	53%	64%
Athens Banner-Herald (printed)	69%	67%	80%	72%	70%	69%	73%	67%	76%	75%	66%	71%
Flagpole Magazine (printed)	69%	78%	62%	71%	67%	69%	70%	70%	69%	69%	70%	69%
The Red & Black UGA newspaper (printed)	69%	56%	50%	63%	61%	58%	68%	68%	53%	57%	68%	62%
The Athens Banner-Herald online (onlineathens.com)	83%	83%	71%	82%	79%	79%	84%	79%	82%	81%	79%	80%
Flagpole Magazine online (flagpole.com)	70%	68%	44%	64%	64%	67%	60%	67%	60%	61%	68%	64%
The Red and Black online (redandblack.com)	66%	49%	36%	52%	59%	56%	56%	63%	45%	49%	63%	55%
Magic Morning Show (Radio – 102.1 FM)	38%	54%	47%	41%	47%	38%	53%	38%	52%	49%	37%	44%
Newsmakers with Tim Bryant (Radio - WGAU 1340 AM/98.7 FM)	35%	40%	42%	33%	42%	33%	46%	34%	43%	43%	31%	38%
Other radio morning show	45%	43%	51%	48%	43%	40%	55%	46%	45%	46%	45%	46%
WUGA News (Radio - WUGA 91.7 / 97.9 FM)	49%	66%	62%	53%	58%	57%	52%	51%	62%	58%	53%	56%
Athens News Matters (Radio - WUGA 91.7 / 97.9 FM)	45%	61%	59%	47%	58%	50%	55%	46%	60%	56%	47%	52%
Other radio talk shows	46%	42%	49%	43%	48%	39%	55%	46%	45%	45%	46%	46%
Radio ads	51%	55%	46%	54%	47%	52%	50%	48%	56%	49%	54%	51%
Facebook	79%	64%	40%	66%	69%	69%	66%	77%	54%	59%	78%	67%
Twitter	56%	39%	35%	47%	48%	41%	57%	53%	40%	41%	56%	48%
YouTube	56%	37%	33%	41%	53%	38%	61%	55%	35%	40%	55%	47%
ACTV Cable Channel 180 / University Cable Channel 6	26%	38%	46%	32%	34%	23%	47%	28%	40%	39%	25%	33%
TV stations (Atlanta-based)	54%	63%	77%	59%	63%	59%	62%	57%	65%	57%	66%	61%
Water bill inserts	50%	77%	79%	67%	58%	62%	61%	51%	78%	72%	50%	63%
Other radio, TV, newspaper, online source, or social media outlet	73%	66%	66%	72%	67%	67%	74%	71%	68%	66%	74%	70%

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Table 30: Question 15: Public Forum Times

Generally speaking, how likely are you to attend a public forum or government meeting that is of interest to you during these days, times, and locations?: (Percent rating as "Very likely" or "Somewhat likely").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Weekday early morning (8-10 am)	13%	22%	22%	19%	14%	16%	17%	15%	19%	19%	15%	17%
Weekday late morning (10-Noon)	20%	29%	36%	29%	23%	23%	27%	24%	28%	26%	25%	26%
Weekday early afternoon (1-3 pm)	21%	24%	37%	24%	27%	22%	28%	23%	28%	25%	25%	25%
Weekday late afternoon (3-5 pm)	28%	30%	39%	29%	34%	29%	32%	30%	32%	32%	30%	31%
Weekday early evening (5-7 pm)	50%	62%	52%	59%	48%	58%	47%	53%	55%	50%	58%	54%
Weekday late evening (7-9 pm)	44%	58%	39%	45%	48%	49%	43%	46%	47%	44%	50%	46%
Saturday morning (10am - Noon)	53%	59%	31%	49%	52%	42%	63%	54%	45%	53%	46%	50%
Saturday afternoon (1-5 pm)	56%	60%	39%	56%	50%	48%	60%	61%	43%	50%	58%	53%
Sunday afternoon (1-5 pm)	44%	53%	34%	44%	44%	42%	46%	50%	36%	40%	49%	44%

Table 31: Question 16: Preferences for Receiving Information

How would you prefer to get information from Athens-Clarke County about services, events, forums, news, and plans?: (Percent rating as "Strongly prefer" or "Somewhat prefer").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Text message	42%	52%	36%	47%	38%	40%	49%	42%	44%	42%	44%	43%
E-mail newsletter	70%	76%	61%	73%	65%	71%	68%	67%	72%	72%	66%	69%
Mailed information	66%	76%	81%	74%	69%	69%	73%	68%	77%	71%	73%	72%
App for mobile phone/tablet	57%	51%	39%	55%	48%	51%	55%	56%	46%	46%	60%	52%
Through the news media (radio, TV, newspaper, magazine)	74%	81%	82%	72%	84%	78%	76%	73%	85%	81%	74%	78%
Social media	75%	67%	42%	67%	65%	61%	76%	74%	56%	59%	75%	66%