THE NCS™
The National Citizen Survey™

Athens-Clarke County, GA
Comparisons by Geographic Subgroups
2016
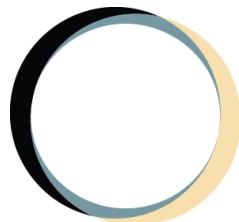
NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

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 area.

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 area 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 each area the margin of error rises to approximately plus or minus 15 percentage points since sample sizes were approximately 103 for Area 1, 42 for Area 2, 99 for Area 3, 78 for Area 4 and 42 for Area 5. Notable differences between areas included the following:

- In Community Characteristics within the aspect of Mobility, residents from Area 5 tended to give higher ratings, in particular for overall ease of getting to the places you usually have to visit, ease of traveling by bicycle, ease of public parking and traffic flow compared to other residents. , whereas respondents who lived in Area 2 tended to give lower ratings for measures of Mobility. These participants also tended to give lower ratings to aspects of Recreation and Wellness when differences were significant, including health and wellness opportunities, recreational opportunities, availability of affordable quality health care and availability of preventive health services than residents who lived in other areas of Athens-Clarke County.
- Within the pillar of Governance, residents from Area 2 tended to give lower ratings to general measures of government, such as the value of services for taxes paid, overall direction of the County, the job Athens-Clarke County does at welcoming citizen involvement, generally acting in the best interest of the community and treating all residents fairly than their counterparts. These residents were also more likely to give less excellent or good ratings to aspects within Natural Environment, Built Environment, Recreation and Wellness, Education and Enrichment and Community Engagement. Respondents from Area 5 tended to give higher ratings for the facets of Education and Enrichment and Participation, including public library services, County-sponsored special events and public information services, but were more likely to give lower ratings to police, fire and ambulance/EMS services compared to participants living in other areas.
- Within Participation, residents who had resided in Area 4 tended to report higher levels of participation within the facet of Mobility, such as carpooling instead of driving alone and walking or biking instead of driving than other participants. These respondents were also more likely to have reported they had recycled at home than their counterparts. Within Community Engagement, Area 2 residents tended to be less likely to have participated in a club, talked to or visited their neighbors, done a favor for a neighbor or voted in local elections that respondents who lived in other areas of the County.
- Athens-Clarke County residents were also asked about which media sources they considered information sources, residents from Area 1 tended to use the Athens-Clarke County website, notifications from Athens-Clarke County and water bill inserts as major or minor sources. Respondents from Area 2 tended to cite to the Magic Morning Show, Newsmakers with Tim Bryant and YouTube, while participants from Area 4 tended to rely on the Flagpole Magazine (online) and WUGA News (radio) for their information. Area 5 residents were more likely to use the Flagpole Magazine (printed) Athens Banner-Herald (online), ACTV Cable Channel 180/ University Cable Channel 6 and TV stations (Atlanta based) as their major or minor sources of information.
- In a special interest question, respondents were asked to indicate the likelihood that they would participate in public forums at different times. Participants from Area 5 were more likely to report they would participate during weekday early mornings (8-10 a.m.), while residents from Area 4 less likely to participate during that time. Respondents who lived in Area 1 were more likely to attend during the weekday evening times (5-7 and 7-9 p.m.), but Area 2 residents were the least likely to participate during these timeframes.
- When asked about their preferences for receiving information, residents from Area 2 indicated they tended to prefer to receive text messages, but were less likely to strongly or somewhat prefer mailed information.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
The overall quality of life in Athens-Clarke County	84%	76%	86%	83%	87%	84%
Overall image or reputation of Athens-Clarke County	66%	43%	64%	71%	83%	66%
Athens-Clarke County as a place to live	83%	78%	90%	89%	89%	87%
Your neighborhood as a place to live	89%	53%	85%	85%	58%	79%
Athens-Clarke County as a place to raise children	67%	45%	60%	71%	57%	62%
Athens-Clarke County as a place to retire	76%	75%	81%	66%	75%	75%
Overall appearance of Athens-Clarke County	64%	43%	76%	73%	78%	69%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
Overall feeling of safety in Athens-Clarke County	55%	48%	63%	58%	55%	58%
In your neighborhood during the day	99%	84%	97%	94%	72%	92%
In Athens-Clarke County's downtown/commercial area during the day	86%	86%	87%	95%	86%	89%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
Overall ease of getting to the places you usually have to visit	78%	52%	76%	74%	83%	74%
Traffic flow on major streets	50%	37%	41%	34%	62%	43%
Ease of public parking	38%	22%	37%	39%	62%	39%
Ease of travel by car in Athens-Clarke County	65%	66%	66%	70%	69%	67%
Ease of travel by public transportation in Athens-Clarke County	29%	38%	62%	41%	53%	46%
Ease of travel by bicycle in Athens-Clarke County	29%	9%	35%	36%	51%	33%
Ease of walking in Athens-Clarke County	42%	26%	55%	64%	53%	52%
Availability of paths and walking trails	35%	24%	65%	66%	61%	55%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
Quality of overall natural environment in Athens-Clarke County	73%	78%	79%	71%	85%	76%
Air quality	71%	73%	75%	87%	75%	77%
Cleanliness of Athens-Clarke County	56%	43%	59%	54%	67%	57%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Overall "built environment" of Athens-Clarke County (including overall design, buildings, parks and transportation systems)	55%	50%	63%	60%	68%	60%
Public places where people want to spend time	49%	36%	77%	70%	74%	64%
Variety of housing options	53%	57%	62%	65%	62%	60%
Availability of affordable quality housing	39%	47%	53%	60%	47%	51%
Overall quality of new development in Athens-Clarke County	53%	65%	63%	56%	74%	61%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Overall economic health of Athens-Clarke County	38%	61%	31%	42%	72%	44%
Athens-Clarke County as a place to work	71%	47%	68%	65%	72%	66%
Athens-Clarke County as a place to visit	79%	53%	86%	86%	81%	81%
Employment opportunities	39%	58%	48%	35%	35%	42%
Shopping opportunities	50%	67%	75%	76%	65%	68%
Cost of living in Athens-Clarke County	52%	35%	66%	72%	52%	60%
Overall quality of business and service establishments in Athens-Clarke County	63%	67%	66%	76%	59%	67%
Vibrant downtown/commercial area	57%	62%	86%	79%	76%	75%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Health and wellness opportunities in Athens-Clarke County	68%	48%	83%	78%	73%	73%
Fitness opportunities (including exercise classes and paths or trails, etc.)	61%	66%	73%	73%	79%	71%
Recreational opportunities	67%	44%	75%	79%	82%	72%
Availability of affordable quality food	68%	75%	76%	83%	73%	76%
Availability of affordable quality health care	65%	48%	75%	73%	62%	68%
Availability of preventive health services	67%	43%	84%	72%	64%	70%
Availability of affordable quality mental health care	52%	36%	63%	55%	46%	53%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Overall opportunities for education and enrichment	69%	85%	79%	82%	87%	79%
Availability of affordable quality child care/preschool	54%	64%	48%	39%	40%	49%
K-12 education	33%	25%	36%	46%	60%	39%
Adult educational opportunities	55%	68%	86%	76%	71%	73%
Opportunities to attend cultural/arts/music activities	79%	77%	95%	86%	89%	87%
Opportunities to participate in religious or spiritual events and activities	80%	82%	82%	89%	75%	82%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Opportunities to participate in social events and activities	74%	64%	88%	79%	73%	78%
Opportunities to volunteer	76%	55%	88%	83%	79%	80%
Opportunities to participate in community matters	71%	65%	75%	77%	62%	72%
Openness and acceptance of the community toward people of diverse backgrounds	56%	76%	67%	59%	39%	60%
Neighborliness of residents in Athens-Clarke County	59%	64%	68%	64%	62%	64%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Athens-Clarke County Government	57%	42%	74%	71%	59%	64%
The value of services for the taxes paid to Athens-Clarke County	39%	25%	48%	59%	58%	47%
The overall direction that Athens-Clarke County is taking	50%	25%	60%	58%	72%	55%
The job Athens-Clarke County government does at welcoming citizen involvement	47%	29%	45%	56%	83%	51%
Overall confidence in Athens-Clarke County government	51%	55%	51%	50%	64%	53%
Generally acting in the best interest of the community	48%	26%	60%	50%	54%	51%
Being honest	46%	59%	67%	48%	74%	57%
Treating all residents fairly	40%	16%	56%	47%	58%	46%
Overall customer service by Athens-Clarke County employees (police, receptionists, planners, etc.)	64%	72%	72%	73%	72%	71%
The Federal Government	46%	41%	44%	40%	47%	43%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Police services	72%	77%	87%	89%	60%	80%
Fire services	94%	89%	100%	97%	77%	94%
Ambulance or emergency medical services	87%	87%	91%	84%	58%	84%
Crime prevention	48%	70%	58%	52%	39%	53%
Fire prevention and education	65%	84%	84%	53%	66%	71%
Animal control	53%	30%	60%	64%	64%	56%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	53%	32%	54%	71%	58%	55%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Traffic enforcement	58%	46%	64%	67%	51%	60%
Street repair	33%	32%	30%	42%	43%	36%
Street cleaning	36%	38%	59%	62%	63%	53%
Street lighting	39%	31%	56%	62%	43%	50%
Sidewalk maintenance	46%	63%	54%	51%	62%	54%
Traffic signal timing	50%	65%	52%	45%	47%	50%
Bus or transit services	51%	40%	80%	57%	61%	62%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Garbage collection	77%	52%	88%	87%	70%	79%
Recycling	73%	45%	77%	82%	72%	74%
Yard waste pick-up	59%	39%	79%	59%	50%	61%
Drinking water	67%	72%	86%	65%	62%	72%
Preservation of natural areas such as open space, farmlands and greenbelts	53%	35%	54%	59%	70%	55%
Athens-Clarke County open space	52%	33%	48%	60%	73%	53%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Storm drainage	47%	59%	69%	54%	44%	56%
Sewer services	64%	55%	84%	77%	64%	72%
Utility billing	48%	31%	68%	73%	51%	59%
Land use, planning and zoning	42%	26%	41%	39%	29%	38%
Code enforcement (weeds, abandoned buildings, etc.)	38%	17%	36%	43%	49%	37%
Cable television	43%	22%	57%	46%	50%	46%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Economic development	38%	29%	51%	50%	49%	45%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
County parks	70%	77%	84%	81%	89%	80%
Recreation programs or classes	62%	36%	69%	74%	82%	67%
Recreation centers or facilities	60%	37%	79%	76%	93%	72%
Health services	68%	40%	76%	68%	74%	68%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Public library services	83%	41%	86%	87%	90%	81%
County-sponsored special events	51%	37%	62%	67%	69%	59%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Public information services	59%	36%	54%	66%	79%	59%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Sense of community	55%	72%	64%	75%	79%	68%
Recommend living in Athens-Clarke County to someone who asks	92%	77%	93%	93%	96%	91%
Remain in Athens-Clarke County for the next five years	78%	86%	77%	55%	83%	73%
Contacted the County of Athens-Clarke County (in-person, phone, email or web) for help or information	42%	32%	42%	46%	28%	41%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Was NOT the victim of a crime	91%	86%	84%	93%	85%	88%
Did NOT report a crime	85%	81%	71%	88%	60%	78%
Stocked supplies in preparation for an emergency	35%	31%	35%	22%	33%	31%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Walked or biked instead of driving	42%	27%	48%	83%	61%	55%
Carpooled with other adults or children instead of driving alone	63%	58%	69%	73%	47%	65%
Used bus, rail, subway or other public transportation instead of driving	15%	35%	33%	59%	36%	37%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
Recycle at home	85%	90%	87%	95%	58%	85%
Made efforts to make your home more energy efficient	77%	83%	74%	64%	75%	73%
Made efforts to conserve water	89%	85%	77%	83%	85%	83%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
NOT under housing cost stress	67%	34%	73%	57%	59%	62%
Did NOT observe a code violation	46%	77%	52%	54%	62%	55%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
Purchase goods or services from a business located in Athens-Clarke County	100%	96%	98%	100%	94%	98%
Economy will have positive impact on income	38%	57%	28%	30%	39%	35%
Work in Athens-Clarke County	59%	78%	62%	70%	62%	65%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
Used Athens-Clarke County recreation centers or their services	69%	57%	64%	73%	72%	68%
Visited a neighborhood park or County park	81%	74%	84%	83%	81%	82%
Eat at least 5 portions of fruits and vegetables a day	87%	47%	74%	87%	76%	77%
Participate in moderate or vigorous physical activity	73%	79%	89%	89%	89%	85%
Reported being in "very good" or "excellent" health	64%	55%	64%	71%	34%	61%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
Used Athens-Clarke County public libraries or their services	57%	60%	50%	54%	58%	55%
Participated in religious or spiritual activities in Athens-Clarke County	65%	57%	60%	43%	43%	54%
Attended an Athens-Clarke County-sponsored event	55%	51%	62%	69%	59%	61%

Table 27: Participation - Community Engagement

	Area					
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
Campaigned or advocated for an issue, cause or candidate	24%	18%	22%	23%	18%	22%
Contacted Athens-Clarke County elected officials (in-person, phone, email or web) to express your opinion	23%	17%	12%	12%	8%	14%
Volunteered your time to some group/activity in Athens-Clarke County	55%	40%	53%	56%	50%	52%
Participated in a club	37%	17%	47%	45%	28%	39%
Talked to or visited with your immediate neighbors	90%	51%	85%	86%	64%	80%
Done a favor for a neighbor	85%	49%	67%	71%	69%	70%
Attended a local public meeting	22%	34%	17%	16%	34%	22%
Watched (online or on television) a local public meeting	23%	56%	9%	16%	28%	21%
Read or watch local news (via television, paper, computer, etc.)	79%	86%	86%	73%	93%	82%
Vote in local elections	76%	44%	71%	69%	61%	67%

Table 28: Community Focus Areas

	Area					
Percent rating positively (e.g., essential/very important)	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
Overall feeling of safety in Athens-Clarke County	97%	98%	97%	86%	98%	94%
Overall ease of getting to the places you usually have to visit	80%	65%	73%	83%	85%	78%
Quality of overall natural environment in Athens-Clarke County	75%	90%	75%	87%	94%	82%
Overall "built environment" of Athens-Clarke County (including overall design, buildings, parks and transportation systems)	77%	55%	69%	80%	83%	74%
Health and wellness opportunities in Athens-Clarke County	90%	92%	77%	77%	96%	84%
Overall opportunities for education and enrichment	80%	65%	77%	79%	96%	79%
Overall economic health of Athens-Clarke County	90%	69%	97%	87%	95%	90%
Sense of community	77%	64%	70%	58%	94%	71%
Create a long-range vision/strategy for the County	80%	64%	77%	66%	99%	76%

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"). | Area | | | | | |
	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
Athens-Clarke County website (athensclarkecounty.com)	95%	83%	69%	75%	72%	78%
Notifications (e-mail / text) from Athens-Clarke County	89%	75%	59%	50%	55%	64%
Athens Banner-Herald (printed)	82%	70%	65%	71%	68%	71%
Flagpole Magazine (printed)	70%	64%	60%	74%	86%	69%
The Red & Black UGA newspaper (printed)	63%	71%	54%	65%	67%	62%
The Athens Banner-Herald online (onlineathens.com)	88%	77%	71%	80%	93%	80%
Flagpole Magazine online (flagpole.com)	61%	39%	55%	83%	66%	64%
The Red and Black online (redandblack.com)	53%	40%	53%	66%	58%	55%
Magic Morning Show (Radio – 102.1 FM)	47%	68%	37%	32%	62%	44%
Newsmakers with Tim Bryant (Radio - WGAU 1340 AM/98.7 FM)	43%	58%	32%	26%	49%	38%
Other radio morning show	53%	54%	47%	34%	49%	46%
WUGA News (Radio - WUGA 91.7 / 97.9 FM)	54%	36%	48%	68%	66%	56%
Athens News Matters (Radio - WUGA 91.7 / 97.9 FM)	48%	52%	47%	55%	66%	52%
Other radio talk shows	52%	60%	46%	38%	38%	46%
Radio ads	61%	41%	50%	47%	54%	51%
Facebook	65%	60%	62%	73%	78%	67%
Twitter	47%	66%	42%	42%	57%	48%
YouTube	47%	68%	42%	39%	54%	47%
ACTV Cable Channel 180 / University Cable Channel 6	47%	43%	19%	25%	50%	33%
TV stations (Atlanta-based)	60%	44%	69%	53%	73%	61%
Water bill inserts	82%	79%	56%	45%	69%	63%
Other radio, TV, newspaper, online source, or social media outlet	76%	67%	75%	61%	69%	70%

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"). | Area | | | | | |
	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
Weekday early morning (8-10 am)	17%	18%	21%	7%	28%	17%
Weekday late morning (10-Noon)	31%	20%	26%	18%	37%	26%
Weekday early afternoon (1-3 pm)	27%	16%	29%	21%	29%	25%
Weekday late afternoon (3-5 pm)	34%	19%	28%	36%	34%	31%
Weekday early evening (5-7 pm)	70%	27%	49%	57%	54%	54%
Weekday late evening (7-9 pm)	58%	23%	39%	50%	58%	46%
Saturday morning (10am - Noon)	51%	49%	43%	52%	64%	50%
Saturday afternoon (1-5 pm)	57%	50%	46%	55%	65%	53%
Sunday afternoon (1-5 pm)	42%	20%	29%	65%	58%	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").	Area					
	Area 1	Area 2	Area 3	Area 4	Area 5	Overall
Text message	55%	58%	41%	24%	54%	43%
E-mail newsletter	73%	67%	65%	73%	69%	69%
Mailed information	76%	55%	74%	62%	90%	72%
App for mobile phone/tablet	57%	34%	49%	52%	65%	52%
Through the news media (radio, TV, newspaper, magazine)	79%	74%	76%	75%	88%	78%
Social media	65%	68%	59%	66%	84%	66%