



Athens-Clarke County, GA

Technical Appendices
2016



NRC
National Research Center Inc

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



Leaders at the Core of Better Communities

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

Contents

Appendix A: Complete Survey Responses	1
Appendix B: Benchmark Comparisons	11
Appendix C: Detailed Survey Methods	20
Appendix D: Survey Materials	25

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Athens-Clarke County:	Excellent		Good		Fair		Poor		Total	
Athens-Clarke County as a place to live	28%	N=101	59%	N=214	11%	N=39	2%	N=8	100%	N=363
Your neighborhood as a place to live	33%	N=118	47%	N=169	18%	N=64	3%	N=12	100%	N=363
Athens-Clarke County as a place to raise children	17%	N=51	45%	N=135	30%	N=90	8%	N=24	100%	N=300
Athens-Clarke County as a place to work	16%	N=56	50%	N=170	23%	N=79	11%	N=37	100%	N=342
Athens-Clarke County as a place to visit	41%	N=147	40%	N=142	14%	N=49	6%	N=21	100%	N=359
Athens-Clarke County as a place to retire	32%	N=90	43%	N=119	14%	N=40	11%	N=29	100%	N=279
The overall quality of life in Athens-Clarke County	18%	N=63	66%	N=238	13%	N=46	3%	N=12	100%	N=358

Table 2: Question 2

Please rate each of the following characteristics as they relate to Athens-Clarke County as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Athens-Clarke County	8%	N=31	49%	N=178	35%	N=126	8%	N=27	100%	N=362
Overall ease of getting to the places you usually have to visit	16%	N=58	58%	N=211	23%	N=84	3%	N=10	100%	N=364
Quality of overall natural environment in Athens-Clarke County	17%	N=61	59%	N=215	21%	N=76	3%	N=10	100%	N=362
Overall "built environment" of Athens-Clarke County (including overall design, buildings, parks and transportation systems)	12%	N=42	48%	N=174	34%	N=121	7%	N=24	100%	N=361
Health and wellness opportunities in Athens-Clarke County	17%	N=57	57%	N=195	17%	N=59	9%	N=32	100%	N=343
Overall opportunities for education and enrichment	37%	N=128	43%	N=148	16%	N=55	5%	N=17	100%	N=347
Overall economic health of Athens-Clarke County	6%	N=21	38%	N=128	36%	N=122	21%	N=70	100%	N=342
Sense of community	15%	N=52	53%	N=186	25%	N=88	8%	N=27	100%	N=353
Overall image or reputation of Athens-Clarke County	11%	N=39	55%	N=199	29%	N=104	5%	N=17	100%	N=359

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Athens-Clarke County to someone who asks	41%	N=147	51%	N=182	5%	N=17	4%	N=14	100%	N=361
Remain in Athens-Clarke County for the next five years	42%	N=146	31%	N=106	13%	N=44	14%	N=50	100%	N=347

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	62%	N=226	30%	N=108	3%	N=12	3%	N=10	2%	N=7	100%	N=363
In Athens-Clarke County's downtown/commercial area during the day	41%	N=145	48%	N=173	5%	N=17	5%	N=17	2%	N=5	100%	N=358

The National Citizen Survey™

Table 5: Question 5

Please rate each of the following characteristics as they relate to Athens-Clarke County as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	7%	N=26	36%	N=130	37%	N=135	20%	N=71	100%	N=363
Ease of public parking	4%	N=15	35%	N=125	37%	N=131	24%	N=86	100%	N=357
Ease of travel by car in Athens-Clarke County	11%	N=40	56%	N=199	24%	N=85	9%	N=32	100%	N=357
Ease of travel by public transportation in Athens-Clarke County	11%	N=26	35%	N=87	35%	N=86	19%	N=47	100%	N=246
Ease of travel by bicycle in Athens-Clarke County	4%	N=10	29%	N=69	41%	N=98	26%	N=62	100%	N=238
Ease of walking in Athens-Clarke County	12%	N=42	39%	N=136	35%	N=121	13%	N=46	100%	N=345
Availability of paths and walking trails	15%	N=48	40%	N=131	29%	N=93	17%	N=54	100%	N=326
Air quality	17%	N=57	60%	N=206	16%	N=54	7%	N=24	100%	N=341
Cleanliness of Athens-Clarke County	7%	N=25	50%	N=180	38%	N=139	5%	N=18	100%	N=363
Overall appearance of Athens-Clarke County	13%	N=46	57%	N=206	28%	N=101	3%	N=10	100%	N=362
Public places where people want to spend time	16%	N=56	49%	N=172	30%	N=107	5%	N=19	100%	N=354
Variety of housing options	11%	N=39	49%	N=174	26%	N=92	13%	N=48	100%	N=353
Availability of affordable quality housing	14%	N=47	37%	N=125	31%	N=106	18%	N=62	100%	N=339
Fitness opportunities (including exercise classes and paths or trails, etc.)	22%	N=76	49%	N=169	24%	N=83	6%	N=20	100%	N=349
Recreational opportunities	23%	N=82	49%	N=173	20%	N=72	8%	N=27	100%	N=354
Availability of affordable quality food	25%	N=89	51%	N=184	18%	N=65	6%	N=22	100%	N=361
Availability of affordable quality health care	21%	N=73	47%	N=163	22%	N=75	10%	N=36	100%	N=347
Availability of preventive health services	16%	N=50	54%	N=166	24%	N=73	6%	N=19	100%	N=309
Availability of affordable quality mental health care	13%	N=29	40%	N=87	29%	N=64	18%	N=39	100%	N=219

Table 6: Question 6

Please rate each of the following characteristics as they relate to Athens-Clarke County as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	5%	N=8	44%	N=66	38%	N=58	13%	N=20	100%	N=152
K-12 education	6%	N=12	33%	N=75	35%	N=79	26%	N=58	100%	N=223
Adult educational opportunities	31%	N=92	42%	N=126	22%	N=67	5%	N=14	100%	N=299
Opportunities to attend cultural/arts/music activities	47%	N=161	40%	N=139	10%	N=35	3%	N=11	100%	N=346
Opportunities to participate in religious or spiritual events and activities	44%	N=132	39%	N=117	13%	N=41	4%	N=13	100%	N=302
Employment opportunities	6%	N=20	36%	N=117	39%	N=128	18%	N=59	100%	N=324
Shopping opportunities	21%	N=76	47%	N=169	25%	N=89	7%	N=26	100%	N=360
Cost of living in Athens-Clarke County	16%	N=58	44%	N=156	29%	N=102	12%	N=42	100%	N=358
Overall quality of business and service establishments in Athens-Clarke County	14%	N=51	53%	N=189	27%	N=96	6%	N=21	100%	N=357
Vibrant downtown/commercial area	33%	N=115	42%	N=146	20%	N=69	6%	N=20	100%	N=350
Overall quality of new development in Athens-Clarke County	14%	N=45	47%	N=157	25%	N=84	14%	N=46	100%	N=333
Opportunities to participate in social events and activities	29%	N=100	50%	N=171	19%	N=64	3%	N=10	100%	N=345
Opportunities to volunteer	31%	N=99	49%	N=155	18%	N=57	2%	N=7	100%	N=319
Opportunities to participate in community matters	28%	N=86	45%	N=139	23%	N=73	5%	N=14	100%	N=311
Openness and acceptance of the community toward people of diverse backgrounds	19%	N=63	41%	N=135	31%	N=102	9%	N=30	100%	N=330
Neighborliness of residents in Athens-Clarke County	14%	N=47	50%	N=168	30%	N=100	6%	N=21	100%	N=335

The National Citizen Survey™

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	17%	N=63	83%	N=301	100%	N=364
Made efforts to make your home more energy efficient	27%	N=98	73%	N=265	100%	N=363
Observed a code violation or other hazard in Athens-Clarke County	55%	N=200	45%	N=161	100%	N=361
Household member was a victim of a crime in Athens-Clarke County	88%	N=319	12%	N=44	100%	N=362
Reported a crime to the police in Athens-Clarke County	78%	N=283	22%	N=80	100%	N=363
Stocked supplies in preparation for an emergency	69%	N=249	31%	N=112	100%	N=361
Campaigned or advocated for an issue, cause or candidate	78%	N=279	22%	N=78	100%	N=357
Contacted the County of Athens-Clarke County (in-person, phone, email or web) for help or information	59%	N=214	41%	N=146	100%	N=361
Contacted Athens-Clarke County elected officials (in-person, phone, email or web) to express your opinion	86%	N=309	14%	N=51	100%	N=360

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Athens-Clarke County?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Athens-Clarke County recreation centers or their services	9%	N=33	21%	N=77	37%	N=135	32%	N=117	100%	N=361
Visited a neighborhood park or County park	11%	N=38	32%	N=117	39%	N=140	18%	N=66	100%	N=361
Used Athens-Clarke County public libraries or their services	5%	N=18	20%	N=71	30%	N=108	45%	N=165	100%	N=362
Participated in religious or spiritual activities in Athens-Clarke County	17%	N=63	22%	N=77	15%	N=54	46%	N=166	100%	N=360
Attended an Athens-Clarke County-sponsored event	2%	N=7	7%	N=24	52%	N=188	39%	N=141	100%	N=360
Used bus, rail, subway or other public transportation instead of driving	11%	N=41	10%	N=36	16%	N=56	63%	N=227	100%	N=359
Carpooled with other adults or children instead of driving alone	19%	N=67	25%	N=91	21%	N=74	35%	N=127	100%	N=360
Walked or biked instead of driving	17%	N=62	17%	N=62	21%	N=74	45%	N=162	100%	N=360
Volunteered your time to some group/activity in Athens-Clarke County	9%	N=32	14%	N=51	29%	N=107	48%	N=172	100%	N=362
Participated in a club	8%	N=28	14%	N=51	17%	N=60	61%	N=220	100%	N=360
Talked to or visited with your immediate neighbors	26%	N=92	27%	N=96	28%	N=101	20%	N=72	100%	N=361
Done a favor for a neighbor	9%	N=32	21%	N=75	41%	N=147	30%	N=108	100%	N=361

Table 9: Question 9

Thinking about local public meetings (of local elected officials like County Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	1%	N=4	20%	N=73	78%	N=283	100%	N=361
Watched (online or on television) a local public meeting	1%	N=4	5%	N=19	15%	N=53	79%	N=284	100%	N=361

Table 10: Question 10

Please rate the quality of each of the following services in Athens-Clarke County:	Excellent		Good		Fair		Poor		Total	
Police services	25%	N=81	54%	N=173	17%	N=53	4%	N=12	100%	N=320
Fire services	35%	N=88	59%	N=147	5%	N=13	1%	N=2	100%	N=249
Ambulance or emergency medical services	30%	N=72	54%	N=130	14%	N=34	2%	N=5	100%	N=241
Crime prevention	11%	N=32	42%	N=121	39%	N=114	7%	N=21	100%	N=288
Fire prevention and education	15%	N=35	56%	N=129	27%	N=62	2%	N=5	100%	N=231
Traffic enforcement	13%	N=42	47%	N=145	32%	N=99	8%	N=26	100%	N=312

The National Citizen Survey™

Please rate the quality of each of the following services in Athens-Clarke County:	Excellent		Good		Fair		Poor		Total	
Street repair	5%	N=16	31%	N=105	44%	N=148	21%	N=71	100%	N=339
Street cleaning	8%	N=29	45%	N=150	35%	N=119	12%	N=40	100%	N=338
Street lighting	7%	N=26	42%	N=148	40%	N=142	10%	N=35	100%	N=350
Sidewalk maintenance	6%	N=22	47%	N=162	30%	N=101	17%	N=57	100%	N=342
Traffic signal timing	7%	N=25	43%	N=152	32%	N=114	17%	N=60	100%	N=350
Bus or transit services	20%	N=49	41%	N=101	26%	N=63	13%	N=31	100%	N=244
Garbage collection	27%	N=88	52%	N=166	15%	N=48	6%	N=18	100%	N=320
Recycling	32%	N=106	41%	N=134	18%	N=59	8%	N=27	100%	N=327
Yard waste pick-up	22%	N=55	38%	N=95	30%	N=74	10%	N=24	100%	N=248
Storm drainage	10%	N=29	47%	N=141	33%	N=101	10%	N=31	100%	N=301
Drinking water	20%	N=70	52%	N=184	19%	N=66	9%	N=32	100%	N=352
Sewer services	19%	N=53	53%	N=152	24%	N=68	4%	N=12	100%	N=286
Utility billing	16%	N=54	43%	N=150	28%	N=97	13%	N=44	100%	N=345
County parks	27%	N=87	54%	N=173	16%	N=52	4%	N=12	100%	N=323
Recreation programs or classes	19%	N=45	48%	N=116	28%	N=68	5%	N=11	100%	N=240
Recreation centers or facilities	21%	N=58	50%	N=136	20%	N=55	8%	N=22	100%	N=272
Land use, planning and zoning	5%	N=12	33%	N=89	46%	N=123	17%	N=45	100%	N=269
Code enforcement (weeds, abandoned buildings, etc.)	5%	N=13	32%	N=81	38%	N=96	24%	N=61	100%	N=251
Animal control	9%	N=21	47%	N=114	32%	N=77	12%	N=29	100%	N=242
Economic development	5%	N=14	40%	N=117	42%	N=122	13%	N=39	100%	N=293
Health services	16%	N=50	52%	N=164	23%	N=71	10%	N=30	100%	N=315
Public library services	38%	N=105	43%	N=118	14%	N=38	5%	N=13	100%	N=274
Public information services	12%	N=32	46%	N=122	37%	N=98	4%	N=10	100%	N=262
Cable television	9%	N=24	37%	N=97	33%	N=86	21%	N=54	100%	N=260
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	N=36	39%	N=89	35%	N=79	10%	N=23	100%	N=227
Preservation of natural areas such as open space, farmlands and greenbelts	16%	N=46	39%	N=116	34%	N=100	11%	N=33	100%	N=295
Athens-Clarke County open space	11%	N=32	42%	N=123	35%	N=103	12%	N=34	100%	N=292
County-sponsored special events	12%	N=28	47%	N=105	33%	N=74	8%	N=18	100%	N=225
Overall customer service by Athens-Clarke County employees (police, receptionists, planners, etc.)	13%	N=37	58%	N=167	27%	N=79	2%	N=6	100%	N=289

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
Athens-Clarke County Government	9%	N=28	55%	N=183	29%	N=97	7%	N=22	100%	N=330
The Federal Government	7%	N=23	36%	N=118	36%	N=116	21%	N=69	100%	N=325

The National Citizen Survey™

Table 12: Question 12

Please rate the following categories of Athens-Clarke County government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Athens-Clarke County	6%	N=19	41%	N=125	38%	N=115	15%	N=45	100%	N=304
The overall direction that Athens-Clarke County is taking	7%	N=22	48%	N=153	33%	N=104	12%	N=38	100%	N=318
The job Athens-Clarke County government does at welcoming citizen involvement	9%	N=25	42%	N=117	40%	N=112	8%	N=23	100%	N=277
Overall confidence in Athens-Clarke County government	7%	N=23	45%	N=142	38%	N=120	9%	N=28	100%	N=313
Generally acting in the best interest of the community	10%	N=30	41%	N=130	41%	N=128	9%	N=27	100%	N=315
Being honest	14%	N=38	43%	N=117	34%	N=92	8%	N=23	100%	N=270
Treating all residents fairly	12%	N=35	34%	N=99	40%	N=117	14%	N=40	100%	N=290

Table 13: Question 13

Please rate how important, if at all, you think it is for the Athens-Clarke County community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Athens-Clarke County	60%	N=215	34%	N=121	5%	N=18	1%	N=3	100%	N=357
Overall ease of getting to the places you usually have to visit	27%	N=97	51%	N=179	20%	N=71	2%	N=7	100%	N=355
Quality of overall natural environment in Athens-Clarke County	31%	N=110	51%	N=182	16%	N=57	2%	N=6	100%	N=356
Overall "built environment" of Athens-Clarke County (including overall design, buildings, parks and transportation systems)	24%	N=86	49%	N=175	23%	N=82	3%	N=11	100%	N=354
Health and wellness opportunities in Athens-Clarke County	35%	N=126	48%	N=171	14%	N=51	2%	N=7	100%	N=355
Overall opportunities for education and enrichment	44%	N=157	35%	N=125	19%	N=67	2%	N=6	100%	N=354
Overall economic health of Athens-Clarke County	48%	N=170	42%	N=149	10%	N=34	1%	N=2	100%	N=355
Sense of community	25%	N=87	46%	N=163	27%	N=95	2%	N=8	100%	N=352
Create a long-range vision/strategy for the County	37%	N=133	39%	N=139	23%	N=80	1%	N=5	100%	N=357

Table 14: Question 14

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:	Major source		Minor source		Not a source		Total	
Athens-Clarke County website (athensclarkecounty.com)	43%	N=151	35%	N=121	22%	N=78	100%	N=351
Notifications (e-mail / text) from Athens-Clarke County	25%	N=87	39%	N=135	36%	N=124	100%	N=346
Athens Banner-Herald (printed)	35%	N=125	36%	N=126	29%	N=102	100%	N=353
Flagpole Magazine (printed)	32%	N=112	37%	N=131	31%	N=107	100%	N=351
The Red & Black UGA newspaper (printed)	21%	N=75	41%	N=144	38%	N=133	100%	N=352
The Athens Banner-Herald online (onlineathens.com)	36%	N=128	44%	N=157	20%	N=69	100%	N=355
Flagpole Magazine online (flagpole.com)	28%	N=97	36%	N=123	36%	N=124	100%	N=344
The Red and Black online (redandblack.com)	18%	N=62	38%	N=130	45%	N=154	100%	N=345
Magic Morning Show (Radio – 102.1 FM)	13%	N=47	31%	N=108	56%	N=197	100%	N=352
Newsmakers with Tim Bryant (Radio - WGAU 1340 AM/98.7 FM)	11%	N=39	27%	N=92	62%	N=217	100%	N=348
Other radio morning show	14%	N=48	32%	N=110	54%	N=187	100%	N=345
WUGA News (Radio - WUGA 91.7 / 97.9 FM)	27%	N=95	28%	N=99	44%	N=155	100%	N=348
Athens News Matters (Radio - WUGA 91.7 / 97.9 FM)	19%	N=66	33%	N=116	48%	N=167	100%	N=349
Other radio talk shows	15%	N=52	30%	N=105	54%	N=188	100%	N=346
Radio ads	13%	N=46	38%	N=131	49%	N=169	100%	N=346
Facebook	34%	N=119	34%	N=119	33%	N=115	100%	N=353
Twitter	11%	N=40	36%	N=127	52%	N=185	100%	N=352

The National Citizen Survey™

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:	Major source		Minor source		Not a source		Total	
YouTube	10%	N=34	37%	N=128	53%	N=186	100%	N=348
ACTV Cable Channel 180 / University Cable Channel 6	9%	N=30	24%	N=85	67%	N=232	100%	N=347
TV stations (Atlanta-based)	33%	N=115	28%	N=96	39%	N=136	100%	N=347
Water bill inserts	22%	N=78	40%	N=141	37%	N=131	100%	N=350
Other radio, TV, newspaper, online source, or social media outlet	23%	N=80	47%	N=162	30%	N=104	100%	N=347

Table 15: Question 15

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?	Very likely		Somewhat likely		Not at all likely		Total	
Weekday early morning (8-10 am)	4%	N=12	13%	N=48	83%	N=294	100%	N=354
Weekday late morning (10-Noon)	6%	N=21	20%	N=70	74%	N=264	100%	N=355
Weekday early afternoon (1-3 pm)	6%	N=20	20%	N=69	75%	N=265	100%	N=353
Weekday late afternoon (3-5 pm)	4%	N=15	27%	N=92	69%	N=241	100%	N=348
Weekday early evening (5-7 pm)	17%	N=59	37%	N=130	46%	N=163	100%	N=352
Weekday late evening (7-9 pm)	13%	N=46	34%	N=119	54%	N=190	100%	N=355
Saturday morning (10am - Noon)	17%	N=59	33%	N=119	50%	N=176	100%	N=354
Saturday afternoon (1-5 pm)	16%	N=57	38%	N=134	47%	N=166	100%	N=357
Sunday afternoon (1-5 pm)	12%	N=43	32%	N=114	56%	N=200	100%	N=356

Table 16: Question 16

How would you prefer to get information from Athens-Clarke County about services, events, forums, news, and plans?	Strongly prefer		Somewhat prefer		Do not prefer		Total	
Text message	18%	N=63	25%	N=87	57%	N=199	100%	N=349
E-mail newsletter	42%	N=150	27%	N=95	31%	N=108	100%	N=353
Mailed information	32%	N=112	40%	N=141	28%	N=101	100%	N=354
App for mobile phone/tablet	26%	N=91	26%	N=91	48%	N=170	100%	N=352
Through the news media (radio, TV, newspaper, magazine)	41%	N=144	36%	N=127	22%	N=78	100%	N=349
Social media	32%	N=111	35%	N=122	34%	N=118	100%	N=351

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	7%	N=25	8%	N=28	10%	N=37	17%	N=61	58%	N=207	100%	N=358
Purchase goods or services from a business located in Athens-Clarke County	0%	N=1	2%	N=6	14%	N=51	57%	N=206	26%	N=95	100%	N=359
Eat at least 5 portions of fruits and vegetables a day	4%	N=13	19%	N=68	32%	N=116	32%	N=114	13%	N=48	100%	N=360
Participate in moderate or vigorous physical activity	2%	N=8	13%	N=46	34%	N=122	32%	N=114	19%	N=68	100%	N=359
Read or watch local news (via television, paper, computer, etc.)	4%	N=16	13%	N=48	23%	N=83	28%	N=99	31%	N=111	100%	N=357
Vote in local elections	18%	N=66	14%	N=50	9%	N=32	17%	N=61	41%	N=147	100%	N=356

The National Citizen Survey™

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	17%	N=61
Very good	44%	N=161
Good	33%	N=121
Fair	5%	N=17
Poor	1%	N=2
Total	100%	N=363

Table 19: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	7%	N=26
Somewhat positive	28%	N=100
Neutral	54%	N=196
Somewhat negative	9%	N=32
Very negative	2%	N=8
Total	100%	N=361

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	57%	N=208
Working part time for pay	21%	N=76
Unemployed, looking for paid work	5%	N=17
Unemployed, not looking for paid work	4%	N=14
Fully retired	13%	N=47
Total	100%	N=362

Table 21: Question D5

Do you work inside the boundaries of Athens-Clarke County?	Percent	Number
Yes, outside the home	60%	N=215
Yes, from home	5%	N=17
No	35%	N=124
Total	100%	N=356

Table 22: Question D6

How many years have you lived in Athens-Clarke County?	Percent	Number
Less than 2 years	20%	N=71
2 to 5 years	27%	N=97
6 to 10 years	12%	N=44
11 to 20 years	15%	N=56
More than 20 years	26%	N=95
Total	100%	N=364

The National Citizen Survey™

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	55%	N=199
Building with two or more homes (duplex, townhome, apartment or condominium)	42%	N=153
Mobile home	2%	N=7
Other	1%	N=5
Total	100%	N=364

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	57%	N=209
Owned	43%	N=155
Total	100%	N=364

Table 25: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	6%	N=22
\$300 to \$599 per month	19%	N=67
\$600 to \$999 per month	44%	N=159
\$1,000 to \$1,499 per month	18%	N=65
\$1,500 to \$2,499 per month	9%	N=31
\$2,500 or more per month	4%	N=13
Total	100%	N=358

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	80%	N=291
Yes	20%	N=73
Total	100%	N=364

Table 27: Question D10a

If yes – do the children attend school in the Athens-Clarke County School District?	Percent	Number
No	36%	N=26
Yes	64%	N=45
Total	100%	N=71

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	82%	N=295
Yes	18%	N=64
Total	100%	N=359

The National Citizen Survey™

Table 29: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	33%	N=118
\$25,000 to \$49,999	25%	N=90
\$50,000 to \$99,999	26%	N=95
\$100,000 to \$149,999	9%	N=32
\$150,000 or more	7%	N=25
Total	100%	N=359

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	92%	N=325
Yes, I consider myself to be Spanish, Hispanic or Latino	8%	N=28
Total	100%	N=353

Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=6
Asian, Asian Indian or Pacific Islander	12%	N=41
Black or African American	19%	N=68
White	70%	N=251
Other	7%	N=26

Total may exceed 100% as respondents could select more than one option.

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	20%	N=74
25 to 34 years	34%	N=124
35 to 44 years	11%	N=39
45 to 54 years	13%	N=47
55 to 64 years	9%	N=31
65 to 74 years	9%	N=32
75 years or older	4%	N=16
Total	100%	N=364

Table 33: Question D16

What is your sex?	Percent	Number
Female	54%	N=196
Male	46%	N=167
Total	100%	N=363

The National Citizen Survey™

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	82%	N=297
Land line	8%	N=29
Both	11%	N=39
Total	100%	N=364

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 35: Question 1

Please rate each of the following aspects of quality of life in Athens-Clarke County:	Excellent		Good		Fair		Poor		Don't know		Total	
Athens-Clarke County as a place to live	28%	N=101	59%	N=214	11%	N=39	2%	N=8	0%	N=1	100%	N=364
Your neighborhood as a place to live	33%	N=118	47%	N=169	18%	N=64	3%	N=12	0%	N=0	100%	N=363
Athens-Clarke County as a place to raise children	14%	N=51	37%	N=135	25%	N=90	7%	N=24	17%	N=62	100%	N=362
Athens-Clarke County as a place to work	15%	N=56	47%	N=170	22%	N=79	10%	N=37	5%	N=19	100%	N=361
Athens-Clarke County as a place to visit	41%	N=147	39%	N=142	14%	N=49	6%	N=21	1%	N=3	100%	N=362
Athens-Clarke County as a place to retire	25%	N=90	33%	N=119	11%	N=40	8%	N=29	23%	N=82	100%	N=361
The overall quality of life in Athens-Clarke County	17%	N=63	66%	N=238	13%	N=46	3%	N=12	1%	N=5	100%	N=363

Table 36: Question 2

Please rate each of the following characteristics as they relate to Athens-Clarke County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Athens-Clarke County	8%	N=31	49%	N=178	35%	N=126	7%	N=27	0%	N=1	100%	N=363
Overall ease of getting to the places you usually have to visit	16%	N=58	58%	N=211	23%	N=84	3%	N=10	0%	N=0	100%	N=364
Quality of overall natural environment in Athens-Clarke County	17%	N=61	59%	N=215	21%	N=76	3%	N=10	0%	N=1	100%	N=364
Overall "built environment" of Athens-Clarke County (including overall design, buildings, parks and transportation systems)	12%	N=42	48%	N=174	33%	N=121	7%	N=24	1%	N=3	100%	N=364
Health and wellness opportunities in Athens-Clarke County	16%	N=57	54%	N=195	16%	N=59	9%	N=32	5%	N=18	100%	N=362
Overall opportunities for education and enrichment	35%	N=128	41%	N=148	15%	N=55	5%	N=17	5%	N=17	100%	N=364
Overall economic health of Athens-Clarke County	6%	N=21	35%	N=128	34%	N=122	19%	N=70	6%	N=22	100%	N=363
Sense of community	14%	N=52	52%	N=186	24%	N=88	7%	N=27	2%	N=9	100%	N=362
Overall image or reputation of Athens-Clarke County	11%	N=39	55%	N=199	29%	N=104	5%	N=17	1%	N=3	100%	N=362

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Athens-Clarke County to someone who asks	41%	N=147	50%	N=182	5%	N=17	4%	N=14	0%	N=1	100%	N=362
Remain in Athens-Clarke County for the next five years	41%	N=146	29%	N=106	12%	N=44	14%	N=50	4%	N=13	100%	N=360

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	62%	N=226	30%	N=108	3%	N=12	3%	N=10	2%	N=7	0%	N=0	100%	N=363
In Athens-Clarke County's downtown/commercial area during the day	40%	N=145	48%	N=173	5%	N=17	5%	N=17	2%	N=5	1%	N=2	100%	N=360

The National Citizen Survey™

Table 39: Question 5

Please rate each of the following characteristics as they relate to Athens-Clarke County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	7%	N=26	36%	N=130	37%	N=135	20%	N=71	0%	N=0	100%	N=363
Ease of public parking	4%	N=15	34%	N=125	36%	N=131	24%	N=86	2%	N=6	100%	N=363
Ease of travel by car in Athens-Clarke County	11%	N=40	55%	N=199	23%	N=85	9%	N=32	1%	N=5	100%	N=361
Ease of travel by public transportation in Athens-Clarke County	7%	N=26	24%	N=87	24%	N=86	13%	N=47	32%	N=114	100%	N=361
Ease of travel by bicycle in Athens-Clarke County	3%	N=10	19%	N=69	27%	N=98	17%	N=62	34%	N=121	100%	N=359
Ease of walking in Athens-Clarke County	12%	N=42	38%	N=136	34%	N=121	13%	N=46	5%	N=16	100%	N=361
Availability of paths and walking trails	13%	N=48	36%	N=131	26%	N=93	15%	N=54	10%	N=36	100%	N=362
Air quality	16%	N=57	57%	N=206	15%	N=54	7%	N=24	6%	N=21	100%	N=362
Cleanliness of Athens-Clarke County	7%	N=25	50%	N=180	38%	N=139	5%	N=18	0%	N=0	100%	N=363
Overall appearance of Athens-Clarke County	13%	N=46	57%	N=206	28%	N=101	3%	N=10	0%	N=0	100%	N=362
Public places where people want to spend time	15%	N=56	48%	N=172	30%	N=107	5%	N=19	2%	N=7	100%	N=361
Variety of housing options	11%	N=39	48%	N=174	25%	N=92	13%	N=48	2%	N=9	100%	N=361
Availability of affordable quality housing	13%	N=47	34%	N=125	29%	N=106	17%	N=62	6%	N=23	100%	N=362
Fitness opportunities (including exercise classes and paths or trails, etc.)	21%	N=76	47%	N=169	23%	N=83	5%	N=20	4%	N=14	100%	N=362
Recreational opportunities	23%	N=82	48%	N=173	20%	N=72	8%	N=27	2%	N=9	100%	N=363
Availability of affordable quality food	25%	N=89	51%	N=184	18%	N=65	6%	N=22	1%	N=2	100%	N=364
Availability of affordable quality health care	20%	N=73	45%	N=163	21%	N=75	10%	N=36	5%	N=17	100%	N=364
Availability of preventive health services	14%	N=50	46%	N=166	20%	N=73	5%	N=19	14%	N=52	100%	N=361
Availability of affordable quality mental health care	8%	N=29	24%	N=87	18%	N=64	11%	N=39	40%	N=143	100%	N=362

Table 40: Question 6

Please rate each of the following characteristics as they relate to Athens-Clarke County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	2%	N=8	18%	N=66	16%	N=58	5%	N=20	58%	N=210	100%	N=362
K-12 education	3%	N=12	21%	N=75	22%	N=79	16%	N=58	38%	N=135	100%	N=358
Adult educational opportunities	25%	N=92	35%	N=126	19%	N=67	4%	N=14	17%	N=63	100%	N=362
Opportunities to attend cultural/arts/music activities	45%	N=161	38%	N=139	10%	N=35	3%	N=11	4%	N=14	100%	N=360
Opportunities to participate in religious or spiritual events and activities	36%	N=132	33%	N=117	11%	N=41	4%	N=13	16%	N=58	100%	N=361
Employment opportunities	5%	N=20	32%	N=117	35%	N=128	16%	N=59	10%	N=37	100%	N=361
Shopping opportunities	21%	N=76	47%	N=169	25%	N=89	7%	N=26	0%	N=1	100%	N=360
Cost of living in Athens-Clarke County	16%	N=58	43%	N=156	28%	N=102	12%	N=42	0%	N=2	100%	N=360
Overall quality of business and service establishments in Athens-Clarke County	14%	N=51	52%	N=189	27%	N=96	6%	N=21	1%	N=4	100%	N=361
Vibrant downtown/commercial area	32%	N=115	41%	N=146	19%	N=69	5%	N=20	3%	N=10	100%	N=360
Overall quality of new development in Athens-Clarke County	13%	N=45	44%	N=157	23%	N=84	13%	N=46	8%	N=27	100%	N=360
Opportunities to participate in social events and activities	28%	N=100	47%	N=171	18%	N=64	3%	N=10	4%	N=16	100%	N=361
Opportunities to volunteer	27%	N=99	43%	N=155	16%	N=57	2%	N=7	12%	N=42	100%	N=361
Opportunities to participate in community matters	24%	N=86	39%	N=139	20%	N=73	4%	N=14	14%	N=49	100%	N=360
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=63	37%	N=135	28%	N=102	8%	N=30	9%	N=34	100%	N=363
Neighborliness of residents in Athens-Clarke County	13%	N=47	47%	N=168	28%	N=100	6%	N=21	6%	N=23	100%	N=358

The National Citizen Survey™

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	17%	N=63	83%	N=301	100%	N=364
Made efforts to make your home more energy efficient	27%	N=98	73%	N=265	100%	N=363
Observed a code violation or other hazard in Athens-Clarke County	55%	N=200	45%	N=161	100%	N=361
Household member was a victim of a crime in Athens-Clarke County	88%	N=319	12%	N=44	100%	N=362
Reported a crime to the police in Athens-Clarke County	78%	N=283	22%	N=80	100%	N=363
Stocked supplies in preparation for an emergency	69%	N=249	31%	N=112	100%	N=361
Campaigned or advocated for an issue, cause or candidate	78%	N=279	22%	N=78	100%	N=357
Contacted the County of Athens-Clarke County (in-person, phone, email or web) for help or information	59%	N=214	41%	N=146	100%	N=361
Contacted Athens-Clarke County elected officials (in-person, phone, email or web) to express your opinion	86%	N=309	14%	N=51	100%	N=360

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Athens-Clarke County?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Athens-Clarke County recreation centers or their services	9%	N=33	21%	N=77	37%	N=135	32%	N=117	100%	N=361
Visited a neighborhood park or County park	11%	N=38	32%	N=117	39%	N=140	18%	N=66	100%	N=361
Used Athens-Clarke County public libraries or their services	5%	N=18	20%	N=71	30%	N=108	45%	N=165	100%	N=362
Participated in religious or spiritual activities in Athens-Clarke County	17%	N=63	22%	N=77	15%	N=54	46%	N=166	100%	N=360
Attended an Athens-Clarke County-sponsored event	2%	N=7	7%	N=24	52%	N=188	39%	N=141	100%	N=360
Used bus, rail, subway or other public transportation instead of driving	11%	N=41	10%	N=36	16%	N=56	63%	N=227	100%	N=359
Carpooled with other adults or children instead of driving alone	19%	N=67	25%	N=91	21%	N=74	35%	N=127	100%	N=360
Walked or biked instead of driving	17%	N=62	17%	N=62	21%	N=74	45%	N=162	100%	N=360
Volunteered your time to some group/activity in Athens-Clarke County	9%	N=32	14%	N=51	29%	N=107	48%	N=172	100%	N=362
Participated in a club	8%	N=28	14%	N=51	17%	N=60	61%	N=220	100%	N=360
Talked to or visited with your immediate neighbors	26%	N=92	27%	N=96	28%	N=101	20%	N=72	100%	N=361
Done a favor for a neighbor	9%	N=32	21%	N=75	41%	N=147	30%	N=108	100%	N=361

Table 43: Question 9

Thinking about local public meetings (of local elected officials like County Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	1%	N=4	20%	N=73	78%	N=283	100%	N=361
Watched (online or on television) a local public meeting	1%	N=4	5%	N=19	15%	N=53	79%	N=284	100%	N=361

Table 44: Question 10

Please rate the quality of each of the following services in Athens-Clarke County:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	23%	N=81	48%	N=173	15%	N=53	3%	N=12	11%	N=40	100%	N=360
Fire services	24%	N=88	41%	N=147	4%	N=13	1%	N=2	31%	N=109	100%	N=359
Ambulance or emergency medical services	20%	N=72	36%	N=130	10%	N=34	1%	N=5	33%	N=118	100%	N=359
Crime prevention	9%	N=32	34%	N=121	32%	N=114	6%	N=21	20%	N=70	100%	N=358
Fire prevention and education	10%	N=35	36%	N=129	17%	N=62	1%	N=5	35%	N=126	100%	N=357
Traffic enforcement	12%	N=42	41%	N=145	28%	N=99	7%	N=26	13%	N=45	100%	N=357

The National Citizen Survey™

Please rate the quality of each of the following services in Athens-Clarke County:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	4%	N=16	29%	N=105	41%	N=148	20%	N=71	6%	N=20	100%	N=359
Street cleaning	8%	N=29	42%	N=150	33%	N=119	11%	N=40	6%	N=21	100%	N=358
Street lighting	7%	N=26	41%	N=148	39%	N=142	10%	N=35	2%	N=9	100%	N=359
Sidewalk maintenance	6%	N=22	45%	N=162	28%	N=101	16%	N=57	4%	N=16	100%	N=358
Traffic signal timing	7%	N=25	42%	N=152	32%	N=114	17%	N=60	2%	N=8	100%	N=358
Bus or transit services	14%	N=49	28%	N=101	18%	N=63	9%	N=31	32%	N=113	100%	N=357
Garbage collection	25%	N=88	47%	N=166	14%	N=48	5%	N=18	10%	N=36	100%	N=357
Recycling	30%	N=106	37%	N=134	17%	N=59	8%	N=27	9%	N=32	100%	N=359
Yard waste pick-up	15%	N=55	26%	N=95	21%	N=74	7%	N=24	31%	N=111	100%	N=359
Storm drainage	8%	N=29	40%	N=141	28%	N=101	9%	N=31	15%	N=54	100%	N=356
Drinking water	20%	N=70	51%	N=184	18%	N=66	9%	N=32	2%	N=7	100%	N=359
Sewer services	15%	N=53	43%	N=152	19%	N=68	3%	N=12	20%	N=70	100%	N=356
Utility billing	15%	N=54	42%	N=150	27%	N=97	12%	N=44	3%	N=11	100%	N=357
County parks	24%	N=87	48%	N=173	15%	N=52	3%	N=12	10%	N=34	100%	N=357
Recreation programs or classes	13%	N=45	33%	N=116	19%	N=68	3%	N=11	32%	N=114	100%	N=354
Recreation centers or facilities	16%	N=58	38%	N=136	15%	N=55	6%	N=22	24%	N=84	100%	N=355
Land use, planning and zoning	3%	N=12	25%	N=89	34%	N=123	13%	N=45	25%	N=88	100%	N=358
Code enforcement (weeds, abandoned buildings, etc.)	4%	N=13	23%	N=81	27%	N=96	17%	N=61	30%	N=106	100%	N=357
Animal control	6%	N=21	32%	N=114	22%	N=77	8%	N=29	32%	N=115	100%	N=357
Economic development	4%	N=14	33%	N=117	34%	N=122	11%	N=39	18%	N=62	100%	N=355
Health services	14%	N=50	46%	N=164	20%	N=71	9%	N=30	11%	N=40	100%	N=356
Public library services	29%	N=105	33%	N=118	11%	N=38	4%	N=13	23%	N=83	100%	N=357
Public information services	9%	N=32	34%	N=122	28%	N=98	3%	N=10	26%	N=93	100%	N=355
Cable television	7%	N=24	27%	N=97	24%	N=86	15%	N=54	27%	N=94	100%	N=354
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	N=36	25%	N=89	22%	N=79	6%	N=23	36%	N=127	100%	N=354
Preservation of natural areas such as open space, farmlands and greenbelts	13%	N=46	33%	N=116	28%	N=100	10%	N=33	16%	N=55	100%	N=350
Athens-Clarke County open space	9%	N=32	35%	N=123	29%	N=103	10%	N=34	17%	N=60	100%	N=352
County-sponsored special events	8%	N=28	30%	N=105	21%	N=74	5%	N=18	35%	N=120	100%	N=345
Overall customer service by Athens-Clarke County employees (police, receptionists, planners, etc.)	11%	N=37	49%	N=167	23%	N=79	2%	N=6	16%	N=54	100%	N=344

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
Athens-Clarke County Government	8%	N=28	51%	N=183	27%	N=97	6%	N=22	8%	N=28	100%	N=358
The Federal Government	6%	N=23	33%	N=118	32%	N=116	19%	N=69	9%	N=32	100%	N=357

The National Citizen Survey™

Table 46: Question 12

Please rate the following categories of Athens-Clarke County government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Athens-Clarke County	5%	N=19	35%	N=125	32%	N=115	13%	N=45	15%	N=54	100%	N=358
The overall direction that Athens-Clarke County is taking	6%	N=22	43%	N=153	29%	N=104	11%	N=38	11%	N=40	100%	N=358
The job Athens-Clarke County government does at welcoming citizen involvement	7%	N=25	33%	N=117	31%	N=112	7%	N=23	22%	N=79	100%	N=356
Overall confidence in Athens-Clarke County government	7%	N=23	40%	N=142	34%	N=120	8%	N=28	12%	N=43	100%	N=357
Generally acting in the best interest of the community	8%	N=30	36%	N=130	36%	N=128	8%	N=27	12%	N=42	100%	N=358
Being honest	11%	N=38	33%	N=117	26%	N=92	6%	N=23	25%	N=89	100%	N=358
Treating all residents fairly	10%	N=35	28%	N=99	33%	N=117	11%	N=40	19%	N=68	100%	N=358

Table 47: Question 13

Please rate how important, if at all, you think it is for the Athens-Clarke County community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Athens-Clarke County	60%	N=215	34%	N=121	5%	N=18	1%	N=3	100%	N=357
Overall ease of getting to the places you usually have to visit	27%	N=97	51%	N=179	20%	N=71	2%	N=7	100%	N=355
Quality of overall natural environment in Athens-Clarke County	31%	N=110	51%	N=182	16%	N=57	2%	N=6	100%	N=356
Overall "built environment" of Athens-Clarke County (including overall design, buildings, parks and transportation systems)	24%	N=86	49%	N=175	23%	N=82	3%	N=11	100%	N=354
Health and wellness opportunities in Athens-Clarke County	35%	N=126	48%	N=171	14%	N=51	2%	N=7	100%	N=355
Overall opportunities for education and enrichment	44%	N=157	35%	N=125	19%	N=67	2%	N=6	100%	N=354
Overall economic health of Athens-Clarke County	48%	N=170	42%	N=149	10%	N=34	1%	N=2	100%	N=355
Sense of community	25%	N=87	46%	N=163	27%	N=95	2%	N=8	100%	N=352
Create a long-range vision/strategy for the County	37%	N=133	39%	N=139	23%	N=80	1%	N=5	100%	N=357

Table 48: Question 14

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:	Major source		Minor source		Not a source		Total	
Athens-Clarke County website (athensclarkecounty.com)	43%	N=151	35%	N=121	22%	N=78	100%	N=351
Notifications (e-mail / text) from Athens-Clarke County	25%	N=87	39%	N=135	36%	N=124	100%	N=346
Athens Banner-Herald (printed)	35%	N=125	36%	N=126	29%	N=102	100%	N=353
Flagpole Magazine (printed)	32%	N=112	37%	N=131	31%	N=107	100%	N=351
The Red & Black UGA newspaper (printed)	21%	N=75	41%	N=144	38%	N=133	100%	N=352
The Athens Banner-Herald online (onlineathens.com)	36%	N=128	44%	N=157	20%	N=69	100%	N=355
Flagpole Magazine online (flagpole.com)	28%	N=97	36%	N=123	36%	N=124	100%	N=344
The Red and Black online (redandblack.com)	18%	N=62	38%	N=130	45%	N=154	100%	N=345
Magic Morning Show (Radio – 102.1 FM)	13%	N=47	31%	N=108	56%	N=197	100%	N=352
Newsmakers with Tim Bryant (Radio - WGAU 1340 AM/98.7 FM)	11%	N=39	27%	N=92	62%	N=217	100%	N=348
Other radio morning show	14%	N=48	32%	N=110	54%	N=187	100%	N=345
WUGA News (Radio - WUGA 91.7 / 97.9 FM)	27%	N=95	28%	N=99	44%	N=155	100%	N=348
Athens News Matters (Radio - WUGA 91.7 / 97.9 FM)	19%	N=66	33%	N=116	48%	N=167	100%	N=349
Other radio talk shows	15%	N=52	30%	N=105	54%	N=188	100%	N=346
Radio ads	13%	N=46	38%	N=131	49%	N=169	100%	N=346
Facebook	34%	N=119	34%	N=119	33%	N=115	100%	N=353
Twitter	11%	N=40	36%	N=127	52%	N=185	100%	N=352

The National Citizen Survey™

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:	Major source		Minor source		Not a source		Total	
YouTube	10%	N=34	37%	N=128	53%	N=186	100%	N=348
ACTV Cable Channel 180 / University Cable Channel 6	9%	N=30	24%	N=85	67%	N=232	100%	N=347
TV stations (Atlanta-based)	33%	N=115	28%	N=96	39%	N=136	100%	N=347
Water bill inserts	22%	N=78	40%	N=141	37%	N=131	100%	N=350
Other radio, TV, newspaper, online source, or social media outlet	23%	N=80	47%	N=162	30%	N=104	100%	N=347

Table 49: Question 15

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?	Very likely		Somewhat likely		Not at all likely		Total	
Weekday early morning (8-10 am)	4%	N=12	13%	N=48	83%	N=294	100%	N=354
Weekday late morning (10-Noon)	6%	N=21	20%	N=70	74%	N=264	100%	N=355
Weekday early afternoon (1-3 pm)	6%	N=20	20%	N=69	75%	N=265	100%	N=353
Weekday late afternoon (3-5 pm)	4%	N=15	27%	N=92	69%	N=241	100%	N=348
Weekday early evening (5-7 pm)	17%	N=59	37%	N=130	46%	N=163	100%	N=352
Weekday late evening (7-9 pm)	13%	N=46	34%	N=119	54%	N=190	100%	N=355
Saturday morning (10am - Noon)	17%	N=59	33%	N=119	50%	N=176	100%	N=354
Saturday afternoon (1-5 pm)	16%	N=57	38%	N=134	47%	N=166	100%	N=357
Sunday afternoon (1-5 pm)	12%	N=43	32%	N=114	56%	N=200	100%	N=356

Table 50: Question 16

How would you prefer to get information from Athens-Clarke County about services, events, forums, news, and plans?	Strongly prefer		Somewhat prefer		Do not prefer		Total	
Text message	18%	N=63	25%	N=87	57%	N=199	100%	N=349
E-mail newsletter	42%	N=150	27%	N=95	31%	N=108	100%	N=353
Mailed information	32%	N=112	40%	N=141	28%	N=101	100%	N=354
App for mobile phone/tablet	26%	N=91	26%	N=91	48%	N=170	100%	N=352
Through the news media (radio, TV, newspaper, magazine)	41%	N=144	36%	N=127	22%	N=78	100%	N=349
Social media	32%	N=111	35%	N=122	34%	N=118	100%	N=351

Table 51: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	7%	N=25	8%	N=28	10%	N=37	17%	N=61	58%	N=207	100%	N=358
Purchase goods or services from a business located in Athens-Clarke County	0%	N=1	2%	N=6	14%	N=51	57%	N=206	26%	N=95	100%	N=359
Eat at least 5 portions of fruits and vegetables a day	4%	N=13	19%	N=68	32%	N=116	32%	N=114	13%	N=48	100%	N=360
Participate in moderate or vigorous physical activity	2%	N=8	13%	N=46	34%	N=122	32%	N=114	19%	N=68	100%	N=359
Read or watch local news (via television, paper, computer, etc.)	4%	N=16	13%	N=48	23%	N=83	28%	N=99	31%	N=111	100%	N=357
Vote in local elections	18%	N=66	14%	N=50	9%	N=32	17%	N=61	41%	N=147	100%	N=356

The National Citizen Survey™

Table 52: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	17%	N=61
Very good	44%	N=161
Good	33%	N=121
Fair	5%	N=17
Poor	1%	N=2
Total	100%	N=363

Table 53: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	7%	N=26
Somewhat positive	28%	N=100
Neutral	54%	N=196
Somewhat negative	9%	N=32
Very negative	2%	N=8
Total	100%	N=361

Table 54: Question D4

What is your employment status?	Percent	Number
Working full time for pay	57%	N=208
Working part time for pay	21%	N=76
Unemployed, looking for paid work	5%	N=17
Unemployed, not looking for paid work	4%	N=14
Fully retired	13%	N=47
Total	100%	N=362

Table 55: Question D5

Do you work inside the boundaries of Athens-Clarke County?	Percent	Number
Yes, outside the home	60%	N=215
Yes, from home	5%	N=17
No	35%	N=124
Total	100%	N=356

Table 56: Question D6

How many years have you lived in Athens-Clarke County?	Percent	Number
Less than 2 years	20%	N=71
2 to 5 years	27%	N=97
6 to 10 years	12%	N=44
11 to 20 years	15%	N=56
More than 20 years	26%	N=95
Total	100%	N=364

The National Citizen Survey™

Table 57: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	55%	N=199
Building with two or more homes (duplex, townhome, apartment or condominium)	42%	N=153
Mobile home	2%	N=7
Other	1%	N=5
Total	100%	N=364

Table 58: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	57%	N=209
Owned	43%	N=155
Total	100%	N=364

Table 59: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	6%	N=22
\$300 to \$599 per month	19%	N=67
\$600 to \$999 per month	44%	N=159
\$1,000 to \$1,499 per month	18%	N=65
\$1,500 to \$2,499 per month	9%	N=31
\$2,500 or more per month	4%	N=13
Total	100%	N=358

Table 60: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	80%	N=291
Yes	20%	N=73
Total	100%	N=364

Table 61: Question D10a

If yes – do the children attend school in the Athens-Clarke County School District?	Percent	Number
No	36%	N=26
Yes	64%	N=45
Don't know	0%	N=0
Total	100%	N=71

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	82%	N=295
Yes	18%	N=64
Total	100%	N=359

The National Citizen Survey™

Table 63: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	33%	N=118
\$25,000 to \$49,999	25%	N=90
\$50,000 to \$99,999	26%	N=95
\$100,000 to \$149,999	9%	N=32
\$150,000 or more	7%	N=25
Total	100%	N=359

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	92%	N=325
Yes, I consider myself to be Spanish, Hispanic or Latino	8%	N=28
Total	100%	N=353

Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=6
Asian, Asian Indian or Pacific Islander	12%	N=41
Black or African American	19%	N=68
White	70%	N=251
Other	7%	N=26

Total may exceed 100% as respondents could select more than one option.

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	20%	N=74
25 to 34 years	34%	N=124
35 to 44 years	11%	N=39
45 to 54 years	13%	N=47
55 to 64 years	9%	N=31
65 to 74 years	9%	N=32
75 years or older	4%	N=16
Total	100%	N=364

Table 67: Question D16

What is your sex?	Percent	Number
Female	54%	N=196
Male	46%	N=167
Total	100%	N=363

The National Citizen Survey™

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	82%	N=297
Land line	8%	N=29
Both	11%	N=39
Total	100%	N=364

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. Athens-Clarke County chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Athens-Clarke County's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Athens-Clarke County's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Athens-Clarke County's rating to the benchmark.

In that final column, Athens-Clarke County's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Athens-Clarke County residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Athens-Clarke County	84%	259	405	Similar
Overall image or reputation of Athens-Clarke County	66%	199	304	Similar
Athens-Clarke County as a place to live	87%	230	348	Similar
Your neighborhood as a place to live	79%	166	270	Similar
Athens-Clarke County as a place to raise children	62%	283	339	Lower
Athens-Clarke County as a place to retire	75%	94	322	Similar
Overall appearance of Athens-Clarke County	69%	199	317	Similar

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Athens-Clarke County	58%	210	237	Lower
	In your neighborhood during the day	92%	202	310	Similar
	In Athens-Clarke County's downtown/commercial area during the day	89%	193	264	Similar
Mobility	Overall ease of getting to the places you usually have to visit	74%	92	153	Similar
	Availability of paths and walking trails	55%	192	273	Similar
	Ease of walking in Athens-Clarke County	52%	190	254	Similar
	Ease of travel by bicycle in Athens-Clarke County	33%	218	258	Lower
	Ease of travel by public transportation in Athens-Clarke County	46%	51	135	Similar
	Ease of travel by car in Athens-Clarke County	67%	153	261	Similar
	Ease of public parking	39%	105	127	Lower
	Traffic flow on major streets	43%	207	307	Similar
Natural Environment	Quality of overall natural environment in Athens-Clarke County	76%	151	242	Similar
	Cleanliness of Athens-Clarke County	57%	182	235	Lower
	Air quality	77%	127	218	Similar
Built Environment	Overall "built environment" of Athens-Clarke County (including overall design, buildings, parks and transportation system)	60%	85	147	Similar
	Overall quality of new development in Athens-Clarke County	61%	129	250	Similar
	Availability of affordable quality housing	51%	102	262	Similar
	Variety of housing options	60%	137	241	Similar
	Public places where people want to spend time	64%	75	140	Similar
Economy	Overall economic health of Athens-Clarke County	44%	118	152	Lower
	Vibrant downtown/commercial area	75%	19	137	Much higher
	Overall quality of business and service establishments in Athens-Clarke County	67%	103	235	Similar
	Cost of living in Athens-Clarke County	60%	21	146	Higher
	Shopping opportunities	68%	90	260	Similar
	Employment opportunities	42%	101	274	Similar
	Athens-Clarke County as a place to visit	81%	37	159	Higher
	Athens-Clarke County as a place to work	66%	156	313	Similar
Recreation and Wellness	Health and wellness opportunities in Athens-Clarke County	73%	91	149	Similar
	Availability of affordable quality mental health care	53%	47	127	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Availability of preventive health services	70%	76	199	Similar
	Availability of affordable quality health care	68%	80	223	Similar
	Availability of affordable quality food	76%	54	199	Similar
	Recreational opportunities	72%	117	266	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	71%	73	143	Similar
Education and Enrichment	Overall opportunities for education and enrichment	79%	45	147	Similar
	Opportunities to participate in religious or spiritual events and activities	82%	32	178	Similar
	Opportunities to attend cultural/arts/music activities	87%	6	259	Much higher
	Adult educational opportunities	73%	22	133	Higher
	K-12 education	39%	219	232	Much lower
	Availability of affordable quality child care/preschool	49%	136	221	Similar
Community Engagement	Opportunities to participate in social events and activities	78%	27	222	Higher
	Neighborliness of Athens-Clarke County	64%	65	142	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	60%	125	252	Similar
	Opportunities to participate in community matters	72%	38	235	Similar
	Opportunities to volunteer	80%	44	229	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by Athens-Clarke County	64%	311	393	Similar
Overall customer service by Athens-Clarke County employees (police, receptionists, planners, etc.)	71%	247	328	Similar
Value of services for the taxes paid to Athens-Clarke County	47%	246	354	Similar
Overall direction that Athens-Clarke County is taking	55%	179	285	Similar
Job Athens-Clarke County government does at welcoming citizen involvement	51%	135	272	Similar
Overall confidence in Athens-Clarke County government	53%	76	147	Similar
Generally acting in the best interest of the community	51%	77	147	Similar
Being honest	57%	65	143	Similar
Treating all residents fairly	46%	84	146	Similar
Services provided by the Federal Government	43%	66	213	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	80%	236	390	Similar
	Fire services	94%	208	317	Similar
	Ambulance or emergency medical services	84%	258	306	Similar
	Crime prevention	53%	249	314	Similar
	Fire prevention and education	71%	201	251	Similar
	Animal control	56%	230	302	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	55%	162	247	Similar
	Traffic enforcement	60%	224	334	Similar
Mobility	Street repair	36%	271	379	Similar
	Street cleaning	53%	208	283	Similar
	Street lighting	50%	211	278	Similar
	Sidewalk maintenance	54%	174	282	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Traffic signal timing	50%	131	223	Similar
	Bus or transit services	62%	58	191	Similar
Natural Environment	Garbage collection	79%	256	315	Similar
	Recycling	74%	211	321	Similar
	Yard waste pick-up	61%	188	234	Similar
	Drinking water	72%	182	299	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	55%	132	225	Similar
	Athens-Clarke County open space	53%	97	138	Similar
Built Environment	Storm drainage	56%	234	322	Similar
	Sewer services	72%	205	283	Similar
	Utility billing	59%	103	130	Similar
	Land use, planning and zoning	38%	201	262	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	37%	248	322	Similar
	Cable television	46%	123	170	Similar
Economy	Economic development	45%	154	250	Similar
Recreation and Wellness	County parks	80%	179	292	Similar
	Recreation programs or classes	67%	195	305	Similar
	Recreation centers or facilities	72%	141	249	Similar
	Health services	68%	103	175	Similar
	County-sponsored special events	59%	113	156	Similar
Education and Enrichment	Public library services	81%	190	308	Similar
Community Engagement	Public information services	59%	172	255	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	68%	142	269	Similar
Recommend living in Athens-Clarke County to someone who asks	91%	93	243	Similar
Remain in Athens-Clarke County for the next five years	73%	219	238	Lower
Contacted Athens-Clarke County (in-person, phone, email or web) for help or information	41%	194	275	Similar

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	31%	86	132	Similar
	Did NOT report a crime to the police	78%	76	143	Similar
	Household member was NOT a victim of a crime	88%	142	235	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	37%	36	119	Similar
	Carpooled with other adults or children instead of driving alone	65%	4	137	Much higher
	Walked or biked instead of driving	55%	73	142	Similar
Natural Environment	Made efforts to conserve water	83%	62	133	Similar
	Made efforts to make your home more energy efficient	73%	112	133	Similar
	Recycle at home	85%	129	222	Similar
Built Environment	Did NOT observe a code violation or other hazard in Athens-Clarke County	55%	66	135	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Economy	NOT experiencing housing costs stress	62%	173	218	Similar
	Purchase goods or services from a business located in Athens-Clarke County	98%	39	139	Similar
	Economy will have positive impact on income	35%	38	220	Similar
	Work inside boundaries of Athens-Clarke County	65%	16	139	Much higher
Recreation and Wellness	Used Athens-Clarke County recreation centers or their services	68%	33	207	Higher
	Visited a neighborhood park or County park	82%	149	238	Similar
	Eat at least 5 portions of fruits and vegetables a day	77%	116	136	Similar
	Participate in moderate or vigorous physical activity	85%	64	137	Similar
Education and Enrichment	In very good to excellent health	61%	76	138	Similar
	Used Athens-Clarke County public libraries or their services	55%	175	208	Lower
	Participated in religious or spiritual activities in Athens-Clarke County	54%	59	175	Similar
	Attended County-sponsored event	61%	37	140	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	22%	57	129	Similar
	Contacted Athens-Clarke County elected officials (in-person, phone, email or web) to express your opinion	14%	95	137	Similar
	Volunteered your time to some group/activity in Athens-Clarke County	52%	45	227	Higher
	Participated in a club	39%	34	205	Higher
	Talked to or visited with your immediate neighbors	80%	135	138	Lower
	Done a favor for a neighbor	70%	130	134	Lower
	Attended a local public meeting	22%	104	227	Similar
	Watched (online or on television) a local public meeting	21%	128	191	Similar
	Read or watch local news (via television, paper, computer, etc.)	82%	117	138	Similar
	Vote in local elections	67%	200	220	Lower

Communities included in national comparisons

The communities included in Athens-Clarke County's comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO441,603
 Airway Heights city, WA 6,114
 Albany city, OR 50,158
 Albemarle County, VA..... 98,970
 Albert Lea city, MN..... 18,016
 Alexandria city, VA139,966
 Algonquin village, IL..... 30,046
 Aliso Viejo city, CA 47,823
 Altoona city, IA 14,541
 American Canyon city, CA..... 19,454
 Ames city, IA 58,965
 Andover CDP, MA..... 8,762
 Ankeny city, IA 45,582
 Ann Arbor city, MI.....113,934
 Annapolis city, MD 38,394
 Apache Junction city, AZ..... 35,840
 Apple Valley town, CA 69,135
 Arapahoe County, CO572,003

Arkansas City city, AR..... 366
 Arlington city, TX365,438
 Arlington County, VA207,627
 Arvada city, CO.....106,433
 Asheville city, NC 83,393
 Ashland city, OR 20,078
 Ashland town, VA..... 7,225
 Aspen city, CO 6,658
 Athens-Clarke County unified government (balance), 115,452
 Auburn city, AL 53,380
 Auburn city, WA..... 70,180
 Augusta CCD, GA134,777
 Aurora city, CO325,078
 Austin city, TX790,390
 Bainbridge Island city, WA..... 23,025
 Baltimore city, MD.....620,961
 Bartonville town, TX 1,469
 Battle Creek city, MI..... 52,347

The National Citizen Survey™

Bay City city, MI.....	34,932	College Station city, TX	93,857
Baytown city, TX.....	71,802	Colleyville city, TX.....	22,807
Bedford city, TX.....	46,979	Collinsville city, IL	25,579
Bedford town, MA	13,320	Columbia city, MO.....	108,500
Bellevue city, WA	122,363	Columbia city, SC.....	129,272
Bellingham city, WA	80,885	Columbia Falls city, MT.....	4,688
Beltrami County, MN	44,442	Columbus city, WI.....	4,991
Benbrook city, TX.....	21,234	Commerce City city, CO	45,913
Bend city, OR.....	76,639	Concord city, CA	122,067
Benicia city, CA	26,997	Concord town, MA.....	17,668
Bettendorf city, IA.....	33,217	Cookeville city, TN	30,435
Billings city, MT.....	104,170	Coon Rapids city, MN	61,476
Blaine city, MN.....	57,186	Copperas Cove city, TX.....	32,032
Bloomfield Hills city, MI	3,869	Coronado city, CA	18,912
Bloomington city, MN	82,893	Corvallis city, OR.....	54,462
Blue Springs city, MO	52,575	Creve Coeur city, MO	17,833
Boise City city, ID	205,671	Cross Roads town, TX	1,563
Boone County, KY	118,811	Crystal Lake city, IL.....	40,743
Boulder city, CO.....	97,385	Dacono city, CO.....	4,152
Bowling Green city, KY	58,067	Dade City city, FL.....	6,437
Bozeman city, MT	37,280	Dakota County, MN.....	398,552
Brentwood city, MO.....	8,055	Dallas city, OR.....	14,583
Brentwood city, TN	37,060	Dallas city, TX.....	1,197,816
Brighton city, CO.....	33,352	Danville city, KY.....	16,218
Bristol city, TN	26,702	Dardenne Prairie city, MO.....	11,494
Broken Arrow city, OK	98,850	Davenport city, IA.....	99,685
Brookfield city, WI	37,920	Davidson town, NC.....	10,944
Brookline CDP, MA	58,732	Dayton city, OH	141,527
Broomfield city, CO	55,889	Decatur city, GA.....	19,335
Brownsburg town, IN	21,285	Del Mar city, CA	4,161
Bryan city, TX	76,201	Delray Beach city, FL.....	60,522
Burien city, WA.....	33,313	Denison city, TX.....	22,682
Burleson city, TX.....	36,690	Denton city, TX.....	113,383
Cabarrus County, NC.....	178,011	Denver city, CO.....	600,158
Cambridge city, MA.....	105,162	Derby city, KS.....	22,158
Canton city, SD.....	3,057	Des Peres city, MO.....	8,373
Cape Coral city, FL	154,305	Destin city, FL.....	12,305
Cape Girardeau city, MO.....	37,941	Dorchester County, MD	32,618
Carlisle borough, PA.....	18,682	Dothan city, AL	65,496
Carlsbad city, CA.....	105,328	Douglas County, CO	285,465
Carroll city, IA.....	10,103	Dover city, NH	29,987
Cartersville city, GA.....	19,731	Dublin city, CA.....	46,036
Cary town, NC	135,234	Duluth city, MN.....	86,265
Casa Grande city, AZ.....	48,571	Duncanville city, TX.....	38,524
Casper city, WY	55,316	Durham city, NC	228,330
Castine town, ME	1,366	Eagle town, CO.....	6,508
Castle Pines North city, CO	10,360	East Baton Rouge Parish, LA.....	440,171
Castle Rock town, CO.....	48,231	East Grand Forks city, MN	8,601
Centennial city, CO.....	100,377	East Lansing city, MI	48,579
Centralia city, IL	13,032	Eau Claire city, WI	65,883
Chambersburg borough, PA.....	20,268	Eden Prairie city, MN	60,797
Chandler city, AZ	236,123	Edgerton city, KS	1,671
Chanhassen city, MN	22,952	Edgewater city, CO	5,170
Chapel Hill town, NC	57,233	Edina city, MN	47,941
Charlotte city, NC.....	731,424	Edmond city, OK.....	81,405
Charlotte County, FL	159,978	Edmonds city, WA.....	39,709
Charlottesville city, VA.....	43,475	El Cerrito city, CA.....	23,549
Chattanooga city, TN.....	167,674	El Dorado County, CA.....	181,058
Chesterfield County, VA.....	316,236	El Paso city, TX.....	649,121
Chippewa Falls city, WI	13,661	Elk Grove city, CA	153,015
Citrus Heights city, CA.....	83,301	Elk River city, MN.....	22,974
Clackamas County, OR	375,992	Elko New Market city, MN.....	4,110
Clarendon Hills village, IL	8,427	Elmhurst city, IL.....	44,121
Clayton city, MO	15,939	Encinitas city, CA	59,518
Clearwater city, FL	107,685	Englewood city, CO.....	30,255
Cleveland Heights city, OH	46,121	Erie town, CO	18,135
Clinton city, SC	8,490	Escambia County, FL.....	297,619
Clive city, IA	15,447	Estes Park town, CO.....	5,858
Clovis city, CA.....	95,631	Fairview town, TX.....	7,248
College Park city, MD	30,413	Farmington Hills city, MI.....	79,740

The National Citizen Survey™

Fayetteville city, NC.....	200,564	Indian Trail town, NC.....	33,518
Fishers town, IN.....	76,794	Indianola city, IA.....	14,782
Flower Mound town, TX.....	64,669	Iowa City city, IA.....	67,862
Forest Grove city, OR.....	21,083	Issaquah city, WA.....	30,434
Fort Collins city, CO.....	143,986	Jackson County, MI.....	160,248
Fort Smith city, AR.....	86,209	James City County, VA.....	67,009
Fort Worth city, TX.....	741,206	Jefferson City city, MO.....	43,079
Fountain Hills town, AZ.....	22,489	Jefferson County, CO.....	534,543
Franklin city, TN.....	62,487	Jefferson County, NY.....	116,229
Fredericksburg city, VA.....	24,286	Jerome city, ID.....	10,890
Fremont city, CA.....	214,089	Johnson City city, TN.....	63,152
Friendswood city, TX.....	35,805	Johnston city, IA.....	17,278
Fruita city, CO.....	12,646	Jupiter town, FL.....	55,156
Gahanna city, OH.....	33,248	Kalamazoo city, MI.....	74,262
Gaithersburg city, MD.....	59,933	Kansas City city, KS.....	145,786
Galveston city, TX.....	47,743	Kansas City city, MO.....	459,787
Gardner city, KS.....	19,123	Keizer city, OR.....	36,478
Geneva city, NY.....	13,261	Kenmore city, WA.....	20,460
Georgetown city, TX.....	47,400	Kennedale city, TX.....	6,763
Gilbert town, AZ.....	208,453	Kennett Square borough, PA.....	6,072
Gillette city, WY.....	29,087	Kettering city, OH.....	56,163
Glendora city, CA.....	50,073	Key West city, FL.....	24,649
Glenview village, IL.....	44,692	King County, WA.....	1,931,249
Globe city, AZ.....	7,532	Kirkland city, WA.....	48,787
Golden city, CO.....	18,867	Kirkwood city, MO.....	27,540
Golden Valley city, MN.....	20,371	Knoxville city, IA.....	7,313
Goodyear city, AZ.....	65,275	La Mesa city, CA.....	57,065
Grafton village, WI.....	11,459	La Plata town, MD.....	8,753
Grand Blanc city, MI.....	8,276	La Porte city, TX.....	33,800
Grand Island city, NE.....	48,520	La Vista city, NE.....	15,758
Grass Valley city, CA.....	12,860	Lafayette city, CO.....	24,453
Greeley city, CO.....	92,889	Laguna Beach city, CA.....	22,723
Green Valley CDP, AZ.....	21,391	Laguna Hills city, CA.....	30,344
Greenville city, NC.....	84,554	Laguna Niguel city, CA.....	62,979
Greenwich town, CT.....	61,171	Lake Oswego city, OR.....	36,619
Greenwood Village city, CO.....	13,925	Lake Stevens city, WA.....	28,069
Greer city, SC.....	25,515	Lake Worth city, FL.....	34,910
Guilford County, NC.....	488,406	Lake Zurich village, IL.....	19,631
Gunnison County, CO.....	15,324	Lakeville city, MN.....	55,954
Gurnee village, IL.....	31,295	Lakewood city, CO.....	142,980
Hailey city, ID.....	7,960	Lakewood city, WA.....	58,163
Haines Borough, AK.....	2,508	Lane County, OR.....	351,715
Hallandale Beach city, FL.....	37,113	Larimer County, CO.....	299,630
Hamilton city, OH.....	62,477	Las Cruces city, NM.....	97,618
Hanover County, VA.....	99,863	Las Vegas city, NV.....	583,756
Harrisonburg city, VA.....	48,914	Lawrence city, KS.....	87,643
Harrisonville city, MO.....	10,019	League City city, TX.....	83,560
Hayward city, CA.....	144,186	Lee's Summit city, MO.....	91,364
Henderson city, NV.....	257,729	Lehi city, UT.....	47,407
Herndon town, VA.....	23,292	Lenexa city, KS.....	48,190
High Point city, NC.....	104,371	Lewis County, NY.....	27,087
Highland Park city, IL.....	29,763	Lewisville city, TX.....	95,290
Highlands Ranch CDP, CO.....	96,713	Libertyville village, IL.....	20,315
Hillsborough town, NC.....	6,087	Lincoln city, NE.....	258,379
Holland city, MI.....	33,051	Lindsborg city, KS.....	3,458
Honolulu County, HI.....	953,207	Littleton city, CO.....	41,737
Hooksett town, NH.....	13,451	Livermore city, CA.....	80,968
Hopkins city, MN.....	17,591	Lombard village, IL.....	43,165
Hopkinton town, MA.....	14,925	Lone Tree city, CO.....	10,218
Hoquiam city, WA.....	8,726	Long Grove village, IL.....	8,043
Horry County, SC.....	269,291	Longmont city, CO.....	86,270
Hudson city, OH.....	22,262	Longview city, TX.....	80,455
Hudson town, CO.....	2,356	Los Alamos County, NM.....	17,950
Hudsonville city, MI.....	7,116	Louisville city, CO.....	18,376
Huntersville town, NC.....	46,773	Lynchburg city, VA.....	75,568
Hurst city, TX.....	37,337	Lynnwood city, WA.....	35,836
Hutchinson city, MN.....	14,178	Macomb County, MI.....	840,978
Hutto city, TX.....	14,698	Madison city, WI.....	233,209
Hyattsville city, MD.....	17,557	Manhattan Beach city, CA.....	35,135
Independence city, MO.....	116,830	Mankato city, MN.....	39,309

The National Citizen Survey™

Maple Grove city, MN	61,567	Otsego County, MI	24,164
Maple Valley city, WA	22,684	Overland Park city, KS	173,372
Maricopa County, AZ	3,817,117	Oviedo city, FL	33,342
Martinez city, CA	35,824	Paducah city, KY	25,024
Maryland Heights city, MO	27,472	Palm Coast city, FL	75,180
Matthews town, NC	27,198	Palo Alto city, CA	64,403
McAllen city, TX	129,877	Papillion city, NE	18,894
McDonough city, GA	22,084	Park City city, UT	7,558
McKinney city, TX	131,117	Parker town, CO	45,297
McMinnville city, OR	32,187	Parkland city, FL	23,962
Medford city, OR	74,907	Pasadena city, CA	137,122
Menlo Park city, CA	32,026	Pasco city, WA	59,781
Mercer Island city, WA	22,699	Pasco County, FL	464,697
Meridian charter township, MI	39,688	Pearland city, TX	91,252
Meridian city, ID	75,092	Peoria city, AZ	154,065
Merriam city, KS	11,003	Peoria city, IL	115,007
Mesa County, CO	146,723	Peoria County, IL	186,494
Miami Beach city, FL	87,779	Petoskey city, MI	5,670
Miami city, FL	399,457	Pflugerville city, TX	46,936
Middleton city, WI	17,442	Phoenix city, AZ	1,445,632
Midland city, MI	41,863	Pinal County, AZ	375,770
Milford city, DE	9,559	Pinehurst village, NC	13,124
Milton city, GA	32,661	Piqua city, OH	20,522
Minneapolis city, MN	382,578	Pitkin County, CO	17,148
Mission Viejo city, CA	93,305	Plano city, TX	259,841
Modesto city, CA	201,165	Platte City city, MO	4,691
Monterey city, CA	27,810	Plymouth city, MN	70,576
Montgomery County, VA	94,392	Pocatello city, ID	54,255
Monticello city, UT	1,972	Polk County, IA	430,640
Monument town, CO	5,530	Pompano Beach city, FL	99,845
Mooresville town, NC	32,711	Port Huron city, MI	30,184
Morristown city, TN	29,137	Port Orange city, FL	56,048
Morrisville town, NC	18,576	Portland city, OR	583,776
Moscow city, ID	23,800	Post Falls city, ID	27,574
Mountain Village town, CO	1,320	Prince William County, VA	402,002
Mountlake Terrace city, WA	19,909	Prior Lake city, MN	22,796
Muscataine city, IA	22,886	Provo city, UT	112,488
Naperville city, IL	141,853	Pueblo city, CO	106,595
Needham CDP, MA	28,886	Purcellville town, VA	7,727
New Braunfels city, TX	57,740	Queen Creek town, AZ	26,361
New Brighton city, MN	21,456	Radnor township, PA	31,531
New Hanover County, NC	202,667	Ramsey city, MN	23,668
New Orleans city, LA	343,829	Rapid City city, SD	67,956
New Smyrna Beach city, FL	22,464	Raymore city, MO	19,206
Newberg city, OR	22,068	Redmond city, WA	54,144
Newport Beach city, CA	85,186	Rehoboth Beach city, DE	1,327
Newport News city, VA	180,719	Reno city, NV	225,221
Newton city, IA	15,254	Reston CDP, VA	58,404
Noblesville city, IN	51,969	Richmond city, CA	103,701
Nogales city, AZ	20,837	Richmond Heights city, MO	8,603
Norfolk city, VA	242,803	Rifle city, CO	9,172
North Richland Hills city, TX	63,343	Rio Rancho city, NM	87,521
Northglenn city, CO	35,789	River Falls city, WI	15,000
Novato city, CA	51,904	Riverdale city, UT	8,426
Novi city, MI	55,224	Riverside city, CA	303,871
O'Fallon city, IL	28,281	Riverside city, MO	2,937
O'Fallon city, MO	79,329	Rochester Hills city, MI	70,995
Oak Park village, IL	51,878	Rock Hill city, SC	66,154
Oakland city, CA	390,724	Rockford city, IL	152,871
Oakland Park city, FL	41,363	Rockville city, MD	61,209
Oakley city, CA	35,432	Rogers city, MN	8,597
Ogdensburg city, NY	11,128	Rolla city, MO	19,559
Oklahoma City city, OK	579,999	Roselle village, IL	22,763
Olathe city, KS	125,872	Rosemount city, MN	21,874
Old Town city, ME	7,840	Roseville city, MN	33,660
Olmsted County, MN	144,248	Roswell city, GA	88,346
Olympia city, WA	46,478	Round Rock city, TX	99,887
Orland Park village, IL	56,767	Royal Oak city, MI	57,236
Oshkosh city, WI	66,083	Saco city, ME	18,482
Oshtemo charter township, MI	21,705	Sahuarita town, AZ	25,259

The National Citizen Survey™

Sammamish city, WA	45,780	Sunnyvale city, CA	140,081
San Anselmo town, CA	12,336	Surprise city, AZ.....	117,517
San Antonio city, TX.....	1,327,407	Suwanee city, GA.....	15,355
San Carlos city, CA.....	28,406	Tacoma city, WA.....	198,397
San Diego city, CA	1,307,402	Takoma Park city, MD	16,715
San Francisco city, CA	805,235	Tamarac city, FL.....	60,427
San Jose city, CA	945,942	Temecula city, CA	100,097
San Juan County, NM.....	130,044	Tempe city, AZ	161,719
San Marcos city, CA	83,781	Temple city, TX.....	66,102
San Marcos city, TX.....	44,894	The Woodlands CDP, TX.....	93,847
San Rafael city, CA.....	57,713	Thornton city, CO.....	118,772
Sandy Springs city, GA	93,853	Thousand Oaks city, CA.....	126,683
Sanford city, FL.....	53,570	Tigard city, OR.....	48,035
Sangamon County, IL.....	197,465	Tracy city, CA	82,922
Santa Clarita city, CA.....	176,320	Tualatin city, OR	26,054
Santa Fe County, NM	144,170	Tulsa city, OK	391,906
Santa Monica city, CA.....	89,736	Twin Falls city, ID	44,125
Sarasota County, FL	379,448	Tyler city, TX	96,900
Savage city, MN.....	26,911	Umatilla city, OR	6,906
Scarborough CDP, ME	4,403	Upper Arlington city, OH.....	33,771
Schaumburg village, IL.....	74,227	Urbandale city, IA	39,463
Scott County, MN.....	129,928	Vail town, CO.....	5,305
Scottsdale city, AZ	217,385	Vancouver city, WA.....	161,791
Seaside city, CA	33,025	Vestavia Hills city, AL	34,033
SeaTac city, WA.....	26,909	Victoria city, MN.....	7,345
Sevierville city, TN	14,807	Virginia Beach city, VA.....	437,994
Shawnee city, KS	62,209	Wake Forest town, NC.....	30,117
Sheboygan city, WI.....	49,288	Walnut Creek city, CA.....	64,173
Shoreview city, MN	25,043	Washington County, MN	238,136
Shorewood city, MN	7,307	Washington town, NH	1,123
Shorewood village, IL.....	15,615	Washoe County, NV	421,407
Shorewood village, WI	13,162	Watauga city, TX	23,497
Sierra Vista city, AZ.....	43,888	Wauwatosa city, WI	46,396
Sioux Center city, IA	7,048	Waverly city, IA	9,874
Sioux Falls city, SD.....	153,888	Weddington town, NC	9,459
Skokie village, IL.....	64,784	Wentzville city, MO.....	29,070
Snellville city, GA	18,242	West Carrollton city, OH.....	13,143
Snowmass Village town, CO.....	2,826	West Chester borough, PA.....	18,461
South Kingstown town, RI.....	30,639	West Des Moines city, IA.....	56,609
South Lake Tahoe city, CA.....	21,403	West Richland city, WA.....	11,811
South Portland city, ME	25,002	Western Springs village, IL	12,975
Southborough town, MA.....	9,767	Westerville city, OH.....	36,120
Southlake city, TX	26,575	Westlake town, TX.....	992
Sparks city, NV	90,264	Westminster city, CO.....	106,114
Spokane Valley city, WA	89,755	Weston town, MA.....	11,261
Spring Hill city, KS.....	5,437	Wheat Ridge city, CO	30,166
Springboro city, OH.....	17,409	White House city, TN	10,255
Springfield city, MO	159,498	Wichita city, KS.....	382,368
Springfield city, OR	59,403	Williamsburg city, VA.....	14,068
Springville city, UT	29,466	Wilmington city, NC.....	106,476
St. Charles city, IL.....	32,974	Wilsonville city, OR.....	19,509
St. Cloud city, FL.....	35,183	Winchester city, VA.....	26,203
St. Cloud city, MN	65,842	Windsor town, CO	18,644
St. Joseph city, MO	76,780	Windsor town, CT	29,044
St. Louis County, MN.....	200,226	Winnetka village, IL	12,187
St. Louis Park city, MN	45,250	Winston-Salem city, NC	229,617
Stallings town, NC.....	13,831	Winter Garden city, FL.....	34,568
State College borough, PA	42,034	Woodbury city, MN.....	61,961
Steamboat Springs city, CO	12,088	Woodland city, CA.....	55,468
Sterling Heights city, MI	129,699	Woodland city, WA.....	5,509
Sugar Grove village, IL	8,997	Wrentham town, MA	10,955
Sugar Land city, TX.....	78,817	Yakima city, WA.....	91,067
Summit city, NJ.....	21,457	York County, VA.....	65,464
Summit County, UT.....	36,324	Yorktown town, IN	9,405

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. Athens-Clarke County funded this research. Please contact Blaine Williams of the Athens-Clarke County office at blaine.williams@athensclarkecounty.com if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with

great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

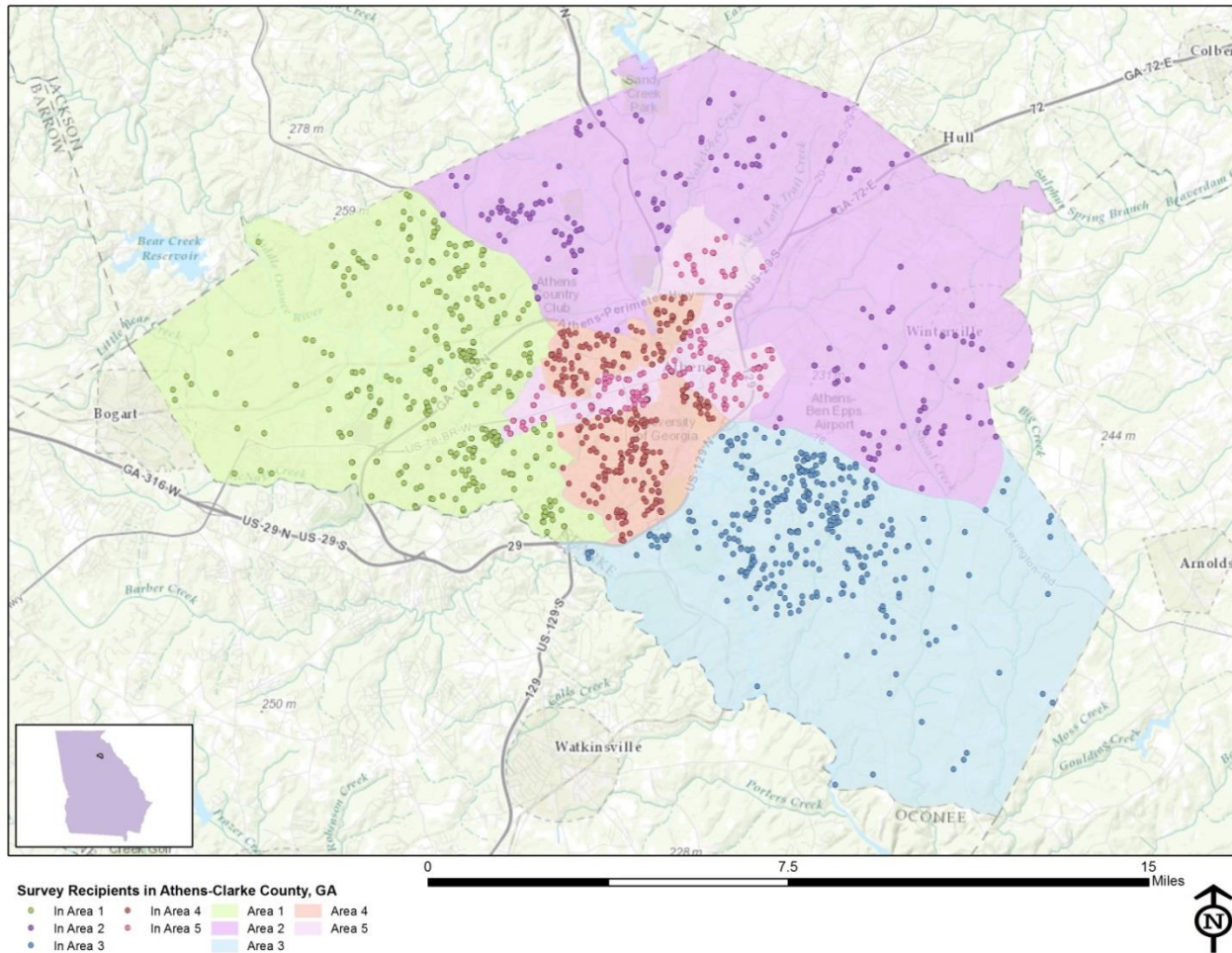
Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within Athens-Clarke County were eligible to participate in the survey. A list of all households within the zip codes serving Athens-Clarke County was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve Athens-Clarke County households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of Athens-Clarke County boundaries were removed from consideration. Each address identified as being within County boundaries was further identified as being within one of five areas.

To choose the 1,800 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on January 4, 2016. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Completed surveys were collected over the following seven weeks.

About 4% of the 1,800 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,722 households that received the survey, 364 completed the survey, providing an overall response rate of 21%. Of the 364 completed surveys, 30 were completed online. Additionally, responses were tracked by geographic area; response rates by area ranged from 16% to 25%.

Table 75: Survey Response Rates by Area

	Number mailed	Undeliverable	Eligible	Returned	Response rate
1	443	24	419	103	25%
2	204	12	192	42	22%
3	493	20	473	99	21%
4	394	11	383	78	20%
5	266	11	255	42	16%
Overall	1,800	78	1,722	364	21%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.¹

The margin of error for the Athens-Clarke County survey is 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.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in Athens-Clarke County. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing type (attached or detached), race, ethnicity, sex and age. The results of the weighting scheme are presented in the following table.

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

Table 76: Athens-Clarke County, GA 2016 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	58%	42%	57%
Own home	42%	58%	43%
Detached unit	56%	65%	57%
Attached unit	44%	35%	43%
Race and Ethnicity			
White	66%	75%	66%
Not white	34%	25%	34%
Not Hispanic	92%	97%	92%
Hispanic	8%	3%	8%
Sex and Age			
Female	53%	58%	54%
Male	47%	42%	46%
18-34 years of age	57%	22%	54%
35-54 years of age	23%	27%	24%
55+ years of age	20%	52%	22%
Females 18-34	31%	12%	28%
Females 35-54	11%	14%	12%
Females 55+	11%	31%	14%
Males 18-34	27%	10%	26%
Males 35-54	11%	12%	12%
Males 55+	8%	20%	8%
Area			
Area 1	25%	28%	21%
Area 2	13%	12%	11%
Area 3	27%	27%	30%
Area 4	21%	21%	26%
Area 5	14%	12%	12%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Athens-Clarke County Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better County!

Sincerely,

A handwritten signature in blue ink, appearing to read "Nancy B. Denson".

Nancy B. Denson
Mayor

Dear Athens-Clarke County Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better County!

Sincerely,

A handwritten signature in blue ink, appearing to read "Nancy B. Denson".

Nancy B. Denson
Mayor

Dear Athens-Clarke County Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better County!

Sincerely,

A handwritten signature in blue ink, appearing to read "Nancy B. Denson".

Nancy B. Denson
Mayor

Dear Athens-Clarke County Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better County!

Sincerely,

A handwritten signature in blue ink, appearing to read "Nancy B. Denson".

Nancy B. Denson
Mayor



301 College Avenue, Suite 300
Athens, GA 30601

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



301 College Avenue, Suite 300
Athens, GA 30601

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



301 College Avenue, Suite 300
Athens, GA 30601

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



301 College Avenue, Suite 300
Athens, GA 30601

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



January 2016

Dear Athens-Clarke County Resident:

Please help us shape the future of Athens-Clarke County! You have been selected at random to participate in the 2016 Athens-Clarke County Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Athens-Clarke County make decisions that affect our County.

A few things to remember:

- **Your responses are completely anonymous.**
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/acc.htm

If you have any questions about the survey please call 706-613-3020.

Thank you for your time and participation!

Sincerely,

Nancy B. Denson
Mayor



January 2016

Dear Athens-Clarke County Resident:

Here's a second chance if you haven't already responded to the 2016 Athens-Clarke County Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Athens-Clarke County! You have been selected at random to participate in the 2016 Athens-Clarke County Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Athens-Clarke County make decisions that affect our County.

A few things to remember:

- **Your responses are completely anonymous.**
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/acc.htm

If you have any questions about the survey please call 706-613-3020.

Thank you for your time and participation!

Sincerely,

Nancy B. Denson
Mayor

Athens-Clarke County 2016 Citizen Survey

Please complete this questionnaire if you are an adult (age 18 or older) in the household. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Athens-Clarke County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Athens-Clarke County as a place to live	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Athens-Clarke County as a place to raise children	1	2	3	4	5
Athens-Clarke County as a place to work.....	1	2	3	4	5
Athens-Clarke County as a place to visit	1	2	3	4	5
Athens-Clarke County as a place to retire	1	2	3	4	5
The overall quality of life in Athens-Clarke County	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Athens-Clarke County as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Athens-Clarke County.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Athens-Clarke County	1	2	3	4	5
Overall “built environment” of Athens-Clarke County (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Athens-Clarke County	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Athens-Clarke County	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Athens-Clarke County	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Athens-Clarke County to someone who asks	1	2	3	4	5
Remain in Athens-Clarke County for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Athens-Clarke County’s downtown/commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Athens-Clarke County as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Athens-Clarke County	1	2	3	4	5
Ease of travel by public transportation in Athens-Clarke County	1	2	3	4	5
Ease of travel by bicycle in Athens-Clarke County	1	2	3	4	5
Ease of walking in Athens-Clarke County	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Athens-Clarke County	1	2	3	4	5
Overall appearance of Athens-Clarke County.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Athens-Clarke County as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Athens-Clarke County	1	2	3	4	5
Overall quality of business and service establishments in Athens-Clarke County.....	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Athens-Clarke County	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Athens-Clarke County	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Athens-Clarke County (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Athens-Clarke County	1	2
Reported a crime to the police in Athens-Clarke County	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted Athens-Clarke County (in-person, phone, email or web) for help or information	1	2
Contacted Athens-Clarke County elected officials (in-person, phone, email or web) to express your opinion.....	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Athens-Clarke County?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Athens-Clarke County recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or County park.....	1	2	3	4
Used Athens-Clarke County public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Athens-Clarke County	1	2	3	4
Attended an Athens-Clarke County-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Athens-Clarke County	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

Athens-Clarke County 2016 Citizen Survey

10. Please rate the quality of each of the following services in Athens-Clarke County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Utility billing	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Athens-Clarke County open space.....	1	2	3	4	5
County-sponsored special events	1	2	3	4	5
Overall customer service by Athens-Clarke County employees (police, receptionists, planners, etc.)	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Athens-Clarke County Government.....	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Athens-Clarke County government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Athens-Clarke County	1	2	3	4	5
The overall direction that Athens-Clarke County is taking	1	2	3	4	5
The job Athens-Clarke County government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Athens-Clarke County government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Athens-Clarke County community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Athens-Clarke County.....	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Athens-Clarke County.....	1	2	3	4
Overall “built environment” of Athens-Clarke County (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Athens-Clarke County	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Athens-Clarke County.....	1	2	3	4
Sense of community	1	2	3	4
Create a long-range vision/strategy for the County	1	2	3	4

14. 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:

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
Athens-Clarke County website (athensclarkecounty.com)	1	2	3
Notifications (e-mail / text) from Athens-Clarke County	1	2	3
<i>Athens Banner-Herald</i> (printed)	1	2	3
Flagpole Magazine (printed)	1	2	3
<i>The Red & Black</i> UGA newspaper (printed)	1	2	3
<i>The Athens Banner-Herald</i> online (onlineathens.com)	1	2	3
Flagpole Magazine online (flagpole.com).....	1	2	3
<i>The Red and Black</i> online (redandblack.com)	1	2	3
Magic Morning Show (Radio – 102.1 FM).....	1	2	3
Newsmakers with Tim Bryant (Radio - WGAU 1340 AM/98.7 FM).....	1	2	3
Other radio morning show	1	2	3
WUGA News (Radio - WUGA 91.7 / 97.9 FM).....	1	2	3
Athens News Matters (Radio - WUGA 91.7 / 97.9 FM).....	1	2	3
Other radio talk shows.....	1	2	3
Radio ads.....	1	2	3
Facebook.....	1	2	3
Twitter	1	2	3
YouTube.....	1	2	3
ACTV Cable Channel 180 / University Cable Channel 6	1	2	3
TV stations (Atlanta-based).....	1	2	3
Water bill inserts	1	2	3
Other radio, TV, newspaper, online source, or social media outlet	1	2	3

15. 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?

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Not at all likely</i>
Weekday early morning (8-10 am).....	1	2	3
Weekday late morning (10-Noon).....	1	2	3
Weekday early afternoon (1-3 pm).....	1	2	3
Weekday late afternoon (3-5 pm).....	1	2	3
Weekday early evening (5-7 pm).....	1	2	3
Weekday late evening (7-9 pm).....	1	2	3
Saturday morning (10am - Noon).....	1	2	3
Saturday afternoon (1-5 pm).....	1	2	3
Sunday afternoon (1-5 pm)	1	2	3

16. How would you prefer to get information from Athens-Clarke County about services, events, forums, news, and plans?

	<i>Strongly prefer</i>	<i>Somewhat prefer</i>	<i>Do not prefer</i>
Text message	1	2	3
E-mail newsletter	1	2	3
Mailed information.....	1	2	3
App for mobile phone/tablet.....	1	2	3
Through the news media (radio, TV, newspaper, magazine).....	1	2	3
Social media.....	1	2	3

Athens-Clarke County 2016 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Athens-Clarke County	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- ☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- ☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

D4. What is your employment status?

- ☐ Working full time for pay
☐ Working part time for pay
☐ Unemployed, looking for paid work
☐ Unemployed, not looking for paid work
☐ Fully retired

D5. Do you work inside the boundaries of Athens-Clarke County?

- ☐ Yes, outside the home
☐ Yes, from home
☐ No

D6. How many years have you lived in Athens-Clarke County?

- ☐ Less than 2 years ☐ 11-20 years
☐ 2-5 years ☐ More than 20 years
☐ 6-10 years

D7. Which best describes the building you live in?

- ☐ One family house detached from any other houses
☐ Building with two or more homes (duplex, townhome, apartment or condominium)
☐ Mobile home
☐ Other

D8. Is this house, apartment or mobile home...

- ☐ Rented
☐ Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- ☐ Less than \$300 per month
☐ \$300 to \$599 per month
☐ \$600 to \$999 per month
☐ \$1,000 to \$1,499 per month
☐ \$1,500 to \$2,499 per month
☐ \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- ☐ No ☐ Yes

D10a. If yes – do the children attend school in the Athens-Clarke County School District?

- ☐ No ☐ Yes ☐ Don't know

D11. Are you or any other members of your household aged 65 or older?

- ☐ No ☐ Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$25,000
☐ \$25,000 to \$49,999
☐ \$50,000 to \$99,999
☐ \$100,000 to \$149,999
☐ \$150,000 or more

Please respond to both questions D14 and D15:

D13. Are you Spanish, Hispanic or Latino?

- ☐ No, not Spanish, Hispanic or Latino
☐ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
☐ Asian, Asian Indian or Pacific Islander
☐ Black or African American
☐ White
☐ Other

D15. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

D16. What is your sex?

- ☐ Female ☐ Male

D17. Do you consider a cell phone or land line your primary telephone number?

- ☐ Cell ☐ Land line ☐ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



301 College Avenue, Suite 300
Athens, GA 30601

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO.94