

THE NCSTM
The National Citizen SurveyTM

Athens-Clarke County, GA

Comparisons by Geographic Subgroups

2018



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by geographic subarea.

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

The margin of error for all respondents (N=251) is generally no greater than plus or minus six percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points. Five geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 1: Geographic Areas

Area	Number of Completed Surveys
Area 1	69
Area 2	31
Area 3	84
Area 4	47
Area 5	20
Overall	251

Residents' experiences and opinions often varied depending on the location in which a respondent lived. Individual differences found in the comparisons generally canceled out across all questions, meaning that a geographic area with a rating higher than the overall results on one item had a rating lower than the overall results on another. This means that despite variability, no one area of the county appeared to be clearly at the top nor at the bottom among geographic areas.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
The overall quality of life in Athens-Clarke County	85%	69%	82%	76%	89%	81%
Overall image or reputation of Athens-Clarke County	75%	81%	69%	77%	51%	71%
Athens-Clarke County as a place to live	87%	84%	88%	91%	87%	88%
Your neighborhood as a place to live	78%	89%	76%	88%	42%	76%
Athens-Clarke County as a place to raise children	64%	56%	60%	53%	82%	62%
Athens-Clarke County as a place to retire	62%	77%	74%	64%	91%	72%
Overall appearance of Athens-Clarke County	61%	72%	79%	69%	54%	69%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Overall feeling of safety in Athens-Clarke County	66%	71%	58%	73%	81%	68%
In your neighborhood during the day	90%	92%	99%	97%	93%	95%
In Athens-Clarke County's downtown/commercial area during the day	83%	70%	95%	86%	93%	87%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Overall ease of getting to the places you usually have to visit	71%	87%	78%	84%	96%	81%
Traffic flow on major streets	41%	59%	47%	40%	34%	44%
Ease of public parking	34%	33%	48%	21%	33%	36%
Ease of travel by car in Athens-Clarke County	67%	75%	61%	56%	65%	63%
Ease of travel by public transportation in Athens-Clarke County	66%	40%	43%	51%	39%	49%
Ease of travel by bicycle in Athens-Clarke County	34%	19%	29%	58%	7%	33%
Ease of walking in Athens-Clarke County	46%	48%	53%	68%	49%	54%
Availability of paths and walking trails	68%	55%	59%	41%	52%	56%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Quality of overall natural environment in Athens-Clarke County	77%	58%	90%	86%	90%	83%
Air quality	63%	71%	81%	78%	72%	74%
Cleanliness of Athens-Clarke County	54%	63%	52%	56%	31%	52%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Overall "built environment" of Athens-Clarke County (including overall design, buildings, parks and transportation systems)	62%	53%	68%	70%	88%	68%
Public places where people want to spend time	73%	71%	87%	78%	72%	78%
Variety of housing options	39%	32%	62%	61%	12%	47%
Availability of affordable quality housing	34%	16%	55%	56%	42%	45%
Overall quality of new development in Athens-Clarke County	61%	68%	71%	56%	36%	61%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Overall economic health of Athens-Clarke County	49%	53%	38%	38%	36%	42%
Athens-Clarke County as a place to work	79%	77%	65%	77%	85%	74%
Athens-Clarke County as a place to visit	91%	64%	92%	89%	89%	87%
Employment opportunities	46%	61%	47%	48%	65%	52%
Shopping opportunities	55%	81%	75%	74%	69%	71%
Cost of living in Athens-Clarke County	47%	64%	76%	72%	62%	66%
Overall quality of business and service establishments in Athens-Clarke County	64%	71%	89%	80%	87%	79%
Vibrant downtown/commercial area	74%	62%	87%	81%	73%	78%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Health and wellness opportunities in Athens-Clarke County	77%	55%	78%	81%	76%	75%
Fitness opportunities (including exercise classes and paths or trails, etc.)	80%	65%	84%	73%	73%	77%
Recreational opportunities	77%	62%	86%	70%	73%	77%
Availability of affordable quality food	82%	51%	86%	79%	84%	79%
Availability of affordable quality health care	66%	52%	58%	56%	55%	58%
Availability of preventive health services	67%	68%	67%	60%	71%	66%
Availability of affordable quality mental health care	38%	44%	49%	51%	38%	44%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Overall opportunities for education and enrichment	85%	66%	75%	68%	68%	73%
Availability of affordable quality child care/preschool	61%	32%	50%	26%	28%	42%
K-12 education	33%	47%	34%	36%	26%	36%
Adult educational opportunities	78%	67%	76%	72%	83%	75%
Opportunities to attend cultural/arts/music activities	82%	72%	94%	70%	90%	83%
Opportunities to participate in religious or spiritual events and activities	73%	77%	100%	85%	81%	85%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Opportunities to participate in social events and activities	74%	86%	79%	84%	86%	81%
Opportunities to volunteer	86%	93%	92%	85%	76%	88%
Opportunities to participate in community matters	75%	66%	76%	70%	54%	70%
Openness and acceptance of the community toward people of diverse backgrounds	60%	46%	62%	66%	58%	60%
Neighborliness of residents in Athens-Clarke County	51%	42%	70%	65%	53%	59%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Athens-Clarke County Government	73%	72%	82%	73%	70%	75%
The value of services for the taxes paid to Athens-Clarke County	58%	45%	62%	51%	27%	52%
The overall direction that Athens-Clarke County is taking	58%	42%	66%	67%	60%	61%
The job Athens-Clarke County government does at welcoming citizen involvement	56%	43%	65%	57%	68%	59%
Overall confidence in Athens-Clarke County government	56%	46%	72%	60%	60%	61%
Generally acting in the best interest of the community	49%	46%	70%	76%	42%	60%
Being honest	50%	39%	75%	63%	64%	60%
Treating all residents fairly	38%	38%	57%	59%	41%	48%
Overall customer service by Athens-Clarke County employees (police, receptionists, planners, etc.)	75%	41%	70%	73%	69%	67%
The Federal Government	28%	41%	42%	50%	32%	39%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Police services	72%	74%	85%	86%	84%	81%
Fire services	90%	90%	100%	92%	82%	93%
Ambulance or emergency medical services	88%	85%	74%	99%	79%	84%
Crime prevention	58%	49%	49%	61%	61%	55%
Fire prevention and education	78%	77%	59%	54%	88%	71%
Animal control	56%	39%	70%	57%	75%	61%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	54%	44%	67%	62%	32%	54%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Traffic enforcement	77%	75%	62%	57%	56%	65%
Street repair	46%	30%	46%	53%	15%	41%
Street cleaning	66%	37%	49%	57%	26%	50%
Street lighting	41%	60%	47%	53%	35%	47%
Sidewalk maintenance	60%	28%	57%	47%	34%	49%
Traffic signal timing	51%	60%	52%	48%	39%	50%
Bus or transit services	77%	57%	61%	71%	60%	66%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Garbage collection	89%	84%	80%	89%	67%	83%
Recycling	82%	74%	84%	82%	55%	78%
Yard waste pick-up	66%	43%	71%	34%	28%	55%
Drinking water	71%	82%	84%	86%	56%	78%
Preservation of natural areas such as open space, farmlands and greenbelts	66%	51%	80%	59%	50%	66%
Athens-Clarke County open space	54%	38%	67%	52%	69%	57%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Storm drainage	55%	38%	56%	69%	28%	54%
Sewer services	73%	62%	74%	70%	45%	68%
Utility billing	61%	45%	70%	78%	32%	62%
Land use, planning and zoning	44%	53%	52%	32%	33%	43%
Code enforcement (weeds, abandoned buildings, etc.)	45%	23%	49%	40%	7%	36%
Cable television	45%	62%	37%	42%	57%	45%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Economic development	54%	59%	51%	63%	38%	54%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
County parks	79%	82%	91%	84%	79%	85%
Recreation programs or classes	76%	59%	88%	77%	84%	78%
Recreation centers or facilities	79%	54%	87%	68%	77%	75%
Health services	72%	76%	66%	75%	61%	70%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Public library services	86%	83%	88%	99%	87%	89%
County-sponsored special events	72%	33%	86%	68%	49%	69%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Public information services	73%	45%	67%	68%	60%	64%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Sense of community	66%	52%	58%	62%	36%	57%
Recommend living in Athens-Clarke County to someone who asks	78%	86%	95%	78%	90%	86%
Remain in Athens-Clarke County for the next five years	79%	81%	59%	35%	54%	60%
Contacted Athens-Clarke County (in-person, phone, email or web) for help or information	49%	59%	46%	54%	50%	51%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Was NOT the victim of a crime	90%	87%	95%	94%	75%	90%
Did NOT report a crime	83%	57%	86%	80%	71%	79%
Stocked supplies in preparation for an emergency	38%	38%	37%	35%	20%	35%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Walked or biked instead of driving	38%	36%	61%	75%	51%	54%
Carpooled with other adults or children instead of driving alone	37%	44%	65%	62%	72%	57%
Used bus, rail, subway or other public transportation instead of driving	17%	45%	35%	42%	53%	36%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Recycle at home	81%	73%	77%	86%	62%	77%
Made efforts to make your home more energy efficient	58%	74%	55%	37%	67%	56%
Made efforts to conserve water	81%	88%	85%	79%	60%	80%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
NOT under housing cost stress	78%	63%	75%	36%	68%	65%
Did NOT observe a code violation	46%	63%	58%	48%	59%	54%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Purchase goods or services from a business located in Athens-Clarke County	100%	92%	93%	99%	96%	96%
Economy will have positive impact on income	41%	27%	22%	29%	19%	28%
Work in Athens-Clarke County	71%	60%	68%	51%	65%	64%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Used Athens-Clarke County recreation centers or their services	58%	63%	68%	47%	67%	61%
Visited a neighborhood park or County park	62%	88%	87%	77%	84%	79%
Eat at least 5 portions of fruits and vegetables a day	79%	86%	77%	75%	82%	78%
Participate in moderate or vigorous physical activity	89%	86%	81%	81%	86%	84%
Reported being in "very good" or "excellent" health	58%	63%	58%	62%	66%	61%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Used Athens-Clarke County public libraries or their services	58%	91%	55%	40%	69%	58%
Participated in religious or spiritual activities in Athens-Clarke County	58%	84%	49%	58%	49%	57%
Attended a County-sponsored event	55%	74%	63%	49%	48%	58%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Campaigned or advocated for an issue, cause or candidate	36%	47%	22%	22%	13%	27%
Contacted Athens-Clarke County elected officials (in-person, phone, email or web) to express your opinion	21%	33%	20%	11%	5%	18%
Volunteered your time to some group/activity in Athens-Clarke County	54%	57%	36%	39%	37%	43%
Participated in a club	41%	29%	33%	45%	12%	34%
Talked to or visited with your immediate neighbors	79%	84%	89%	78%	82%	83%
Done a favor for a neighbor	63%	88%	69%	46%	78%	66%
Attended a local public meeting	35%	57%	19%	13%	3%	23%
Watched (online or on television) a local public meeting	37%	36%	18%	10%	12%	22%
Read or watch local news (via television, paper, computer, etc.)	79%	86%	68%	58%	74%	71%
Vote in local elections	85%	74%	75%	45%	69%	70%

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Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Overall feeling of safety in Athens-Clarke County	97%	94%	79%	95%	95%	90%
Overall ease of getting to the places you usually have to visit	78%	87%	69%	81%	65%	75%
Quality of overall natural environment in Athens-Clarke County	77%	84%	88%	89%	92%	86%
Overall "built environment" of Athens-Clarke County (including overall design, buildings, parks and transportation systems)	74%	71%	70%	76%	95%	76%
Health and wellness opportunities in Athens-Clarke County	75%	92%	79%	84%	82%	81%
Overall opportunities for education and enrichment	85%	92%	80%	94%	87%	87%
Overall economic health of Athens-Clarke County	95%	94%	91%	87%	100%	92%
Sense of community	76%	83%	70%	55%	78%	71%
Create a long-range vision/strategy for the County	87%	86%	78%	67%	89%	80%

Table 29: Corridor Plan Development

Athens-Clarke County is in the process of developing Corridor Plans for the Atlanta Highway, Lexington Road, and Prince Avenue, which aim to improve the experience and impression residents and visitors have of our community and increase understanding of the roads' impact on traffic, pedestrians, bicyclists, and commerce. How important, if at all, is it for the Athens-Clarke County government to address each of the following in the development of this plan? (Percent rating as "essential" or "very important").	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Develop additional medians	41%	50%	37%	35%	31%	38%
Landscape existing medians	51%	56%	26%	38%	45%	39%
Widen landscape buffers along the edge of roadways	51%	53%	29%	46%	57%	43%
Create gateway/arrival features as you enter the community	44%	58%	29%	31%	64%	41%
Improve access to commercial drives	63%	68%	38%	44%	66%	52%
Improve or add turn lanes	87%	68%	56%	67%	76%	68%
Improve signal timing	78%	61%	65%	68%	89%	71%
Add new traffic signals on Lexington Road between Cherokee/Gaines School and Barnett Shoals Road	65%	68%	31%	64%	63%	53%
Complete sidewalks along Lexington Road between Cherokee/Gaines School and Barnett Shoals Road	62%	73%	79%	59%	93%	73%
Build pedestrian bridges or tunnels	55%	74%	70%	77%	61%	68%
Enhance pedestrian crossings at traffic signals or mid-block	76%	66%	59%	77%	85%	71%
Enhance pedestrian/bike connectivity to nearby residential areas	73%	87%	71%	77%	68%	74%
Improve bus stops with shelters, benches and other amenities	52%	79%	56%	78%	81%	67%

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Table 30: Support for Regional Partnerships

To what extent, if any, do you support or oppose the Athens-Clarke County government working with neighboring cities and counties to address the following regional issues: (Percent rating as "strongly support" or "somewhat support").	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
Drinking water	98%	90%	100%	100%	100%	98%
Handling sewage	92%	90%	95%	99%	100%	95%
Economic development opportunities	94%	87%	97%	99%	85%	94%
Public transportation	92%	88%	97%	84%	95%	91%

Table 31: Support for Controlled Rural/Greenbelt Development

Percent "strongly support" or "somewhat support"	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
To what extent, if any, would you support or oppose the Athens-Clarke County government allowing for some controlled residential or commercial development in the greenbelt and/or rural parts of our community?	72%	55%	47%	64%	74%	60%

Table 32: Use of Athens Transit

Percent "at least once in the last 12 months"	Area					Overall
	Area 1	Area 2	Area 3	Area 4	Area 5	
How frequently, if at all, did you use Athens Transit in the last 12 months?	7%	40%	25%	27%	33%	25%