

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Asheville, NC

Comparisons by Demographic Subgroups

2015



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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 number of years living in Asheville, housing tenure (rent or own), annual household income, and age.

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

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (337 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Respondents who have lived in Asheville for five years or less, those that earn more than \$25,000 per year or are under age 55 gave higher ratings to most general community characteristics, including overall quality of life, overall image or reputation of Asheville, Asheville as a place to live and Asheville as a place to retire. Residents earning more than \$25,000 a year or under the age of 55 also rated their neighborhood as a place to live and Asheville as a place to raise children more positively than other residents did.
- Within Community Characteristics, residents who have lived in Asheville 20 years or less or are 18-34 years old gave higher ratings to aspects of Safety including overall feeling of safety in Asheville, feeling safe in their neighborhood during the day and in Asheville’s downtown/commercial area during the day. Residents who lived in Asheville for five years or less and those earning \$25,000 or more per year tended to rate aspects of Natural Environment more positively, including quality of overall natural environment in Asheville, air quality, and cleanliness of Asheville. Resident ratings of Recreation and Wellness were mixed; those 55 and older and those who lived in Asheville for more than 20 years gave higher ratings for the availability of affordable quality health care and availability of preventive health services, but lower ratings for recreational opportunities, than did their counterparts. Finally, residents under the age of 55, or those who earn \$50,000 or more rated certain aspects of Community Engagement more positively, such as opportunities to participate in social events and activities, opportunities to volunteer, and opportunities to participate in community matters.
- Residents’ opinions on aspects of Governance were generally mixed. Those who have lived in Asheville for more than 20 years gave lower ratings to the overall direction that Asheville is taking, overall confidence in Asheville government and being honest, as well as street repair and street cleaning; however, they gave higher ratings to fire prevention and education, bus or transit services, recycling and drinking water than residents who have lived in Asheville for 20 years or less. Respondents age 55 or older rated most aspects of Natural Environment, such as garbage collection and yard waste pick-up, more positively than did younger residents. In general, residents that own their homes tended to rate aspects of Governance more positively than renters.
- Ratings within the pillar of Participation were also mixed. Residents earning \$50,000 or more per year tended to participate more frequently in certain aspects of Community Engagement, such as contacting Asheville elected officials, participating in a club and attending and watching local meetings. Younger residents who have lived in Asheville 5 years or less were more likely to walk or bike instead of driving and to carpool than were their counterparts. Renters were more likely to work in Asheville, walk or bike instead of driving and to use public transportation than those who owned their homes.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
The overall quality of life in Asheville	89%	85%	69%	78%	84%	63%	83%	89%	88%	87%	71%	81%
Overall image or reputation of Asheville	92%	88%	68%	82%	83%	69%	87%	86%	92%	84%	74%	82%
Asheville as a place to live	97%	89%	82%	92%	87%	74%	92%	94%	96%	93%	81%	89%
Your neighborhood as a place to live	91%	85%	82%	86%	86%	68%	84%	95%	91%	90%	80%	86%
Asheville as a place to raise children	79%	82%	74%	76%	79%	56%	83%	84%	79%	87%	70%	78%
Asheville as a place to retire	85%	85%	65%	79%	75%	67%	78%	85%	90%	81%	69%	77%
Overall appearance of Asheville	84%	70%	65%	75%	72%	72%	69%	78%	83%	76%	64%	73%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Overall feeling of safety in Asheville	81%	86%	66%	77%	78%	69%	76%	83%	86%	76%	73%	77%
In your neighborhood during the day	98%	96%	90%	94%	95%	88%	93%	99%	98%	96%	91%	94%
In Asheville's downtown/commercial area during the day	97%	95%	75%	94%	84%	86%	90%	92%	98%	93%	78%	88%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Overall ease of getting to the places you usually have to visit	77%	68%	67%	67%	74%	54%	64%	82%	72%	76%	67%	71%
Traffic flow on major streets	35%	34%	41%	34%	40%	25%	36%	42%	38%	37%	36%	36%
Ease of public parking	30%	28%	21%	27%	25%	29%	23%	27%	34%	28%	19%	26%
Ease of travel by car in Asheville	58%	53%	51%	51%	58%	37%	52%	62%	59%	57%	49%	54%
Ease of travel by public transportation in Asheville	33%	18%	30%	29%	24%	37%	14%	27%	23%	23%	32%	26%
Ease of travel by bicycle in Asheville	26%	24%	23%	26%	21%	30%	14%	26%	28%	19%	27%	24%
Ease of walking in Asheville	60%	41%	43%	48%	48%	40%	45%	53%	51%	50%	46%	49%
Availability of paths and walking trails	52%	46%	40%	56%	38%	54%	41%	46%	55%	39%	45%	47%

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Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Quality of overall natural environment in Asheville	90%	83%	77%	85%	82%	72%	81%	90%	88%	85%	80%	83%
Air quality	75%	64%	58%	68%	62%	50%	70%	70%	68%	70%	61%	65%
Cleanliness of Asheville	74%	59%	58%	69%	58%	52%	67%	67%	76%	64%	54%	63%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Overall "built environment" of Asheville (including overall design, buildings, parks and transportation systems)	59%	52%	43%	55%	49%	47%	47%	57%	64%	43%	49%	51%
Public places where people want to spend time	74%	67%	68%	66%	73%	57%	64%	79%	69%	77%	63%	70%
Variety of housing options	29%	21%	26%	21%	30%	17%	18%	32%	32%	23%	23%	26%
Availability of affordable quality housing	10%	11%	10%	6%	15%	8%	9%	13%	12%	10%	10%	11%
Overall quality of new development in Asheville	54%	61%	49%	58%	51%	42%	52%	60%	65%	57%	44%	55%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Overall economic health of Asheville	60%	45%	44%	47%	52%	45%	50%	52%	54%	46%	51%	50%
Asheville as a place to work	43%	28%	38%	33%	40%	28%	40%	38%	33%	37%	40%	36%
Asheville as a place to visit	100%	96%	83%	94%	92%	91%	91%	96%	96%	98%	86%	93%
Employment opportunities	9%	20%	14%	11%	18%	11%	14%	17%	12%	11%	20%	14%
Shopping opportunities	78%	76%	71%	71%	79%	66%	77%	79%	77%	84%	68%	75%
Cost of living in Asheville	20%	14%	14%	11%	20%	8%	10%	22%	17%	14%	18%	16%
Overall quality of business and service establishments in Asheville	78%	74%	65%	73%	72%	51%	73%	82%	86%	74%	59%	72%
Vibrant downtown/commercial area	90%	89%	69%	89%	78%	71%	83%	90%	88%	93%	68%	83%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Health and wellness opportunities in Asheville	89%	85%	78%	84%	84%	70%	88%	88%	85%	90%	79%	84%
Fitness opportunities (including exercise classes and paths or trails, etc.)	72%	79%	68%	73%	72%	65%	77%	75%	76%	77%	67%	73%

The National Citizen Survey™

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Recreational opportunities	82%	83%	70%	80%	76%	65%	87%	80%	82%	86%	68%	78%
Availability of affordable quality food	62%	68%	66%	62%	67%	47%	62%	75%	63%	67%	67%	65%
Availability of affordable quality health care	49%	58%	63%	47%	64%	43%	53%	63%	50%	55%	63%	57%
Availability of preventive health services	54%	63%	68%	53%	69%	42%	61%	70%	51%	65%	70%	62%
Availability of affordable quality mental health care	38%	41%	24%	35%	31%	31%	33%	35%	37%	29%	36%	34%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Overall opportunities for education and enrichment	85%	82%	77%	82%	80%	67%	82%	87%	83%	84%	78%	81%
Availability of affordable quality child care/preschool	39%	37%	38%	38%	37%	28%	39%	43%	42%	41%	35%	38%
K-12 education	74%	69%	58%	66%	65%	52%	58%	72%	76%	63%	61%	64%
Adult educational opportunities	76%	80%	73%	77%	75%	51%	77%	88%	73%	83%	73%	76%
Opportunities to attend cultural/arts/music activities	87%	94%	79%	86%	86%	69%	90%	91%	94%	92%	76%	86%
Opportunities to participate in religious or spiritual events and activities	83%	90%	85%	86%	86%	72%	92%	90%	87%	94%	81%	86%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Opportunities to participate in social events and activities	82%	87%	71%	81%	79%	57%	82%	90%	89%	88%	66%	79%
Opportunities to volunteer	86%	89%	82%	85%	86%	69%	90%	93%	87%	93%	79%	86%
Opportunities to participate in community matters	82%	80%	72%	77%	78%	57%	77%	88%	86%	88%	64%	78%
Openness and acceptance of the community toward people of diverse backgrounds	59%	69%	63%	57%	70%	61%	61%	68%	67%	64%	61%	64%
Neighborliness of residents in Asheville	73%	73%	61%	62%	75%	51%	71%	77%	74%	73%	63%	69%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
The City of Asheville	64%	61%	65%	56%	71%	51%	59%	72%	60%	68%	62%	63%
The value of services for the taxes paid to Asheville	37%	34%	27%	29%	35%	25%	29%	34%	27%	29%	40%	32%
The overall direction that Asheville is taking	45%	46%	26%	36%	43%	26%	37%	44%	38%	47%	35%	39%
The job Asheville government does at welcoming citizen involvement	45%	45%	35%	38%	46%	38%	36%	48%	41%	44%	41%	42%
Overall confidence in Asheville government	39%	41%	26%	29%	40%	36%	26%	38%	30%	39%	38%	35%
Generally acting in the best interest of the community	39%	44%	30%	32%	43%	26%	32%	42%	31%	45%	36%	37%
Being honest	43%	47%	27%	36%	39%	36%	29%	42%	43%	35%	38%	38%
Treating all residents fairly	32%	36%	27%	24%	39%	35%	20%	36%	23%	36%	36%	31%
Overall customer service by Asheville employees (police, receptionists, planners, etc.)	63%	62%	63%	57%	68%	53%	57%	69%	65%	58%	66%	62%
The Federal Government	35%	28%	39%	28%	40%	43%	30%	31%	20%	36%	43%	34%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Police/Sheriff services	72%	53%	57%	59%	61%	62%	55%	58%	63%	48%	68%	60%
Fire services	89%	90%	93%	91%	90%	95%	85%	92%	90%	91%	92%	91%
Ambulance or emergency medical services	92%	89%	88%	92%	88%	95%	86%	89%	91%	88%	92%	89%
Crime prevention	56%	50%	45%	49%	52%	46%	38%	55%	46%	44%	58%	49%
Fire prevention and education	66%	54%	76%	63%	69%	61%	63%	71%	59%	64%	72%	66%
Animal control	62%	47%	44%	48%	53%	45%	46%	55%	55%	57%	42%	50%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	75%	55%	52%	54%	65%	50%	52%	70%	65%	52%	59%	60%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Traffic enforcement	54%	42%	48%	48%	48%	44%	45%	52%	58%	40%	48%	47%
Street repair	29%	20%	15%	26%	17%	26%	16%	21%	27%	19%	18%	20%
Street cleaning	62%	42%	29%	51%	36%	47%	46%	40%	54%	41%	36%	42%
Street lighting	62%	61%	56%	60%	60%	61%	55%	62%	60%	64%	57%	60%
Snow removal	59%	53%	56%	54%	57%	59%	53%	56%	47%	63%	58%	56%

The National Citizen Survey™

Percent rating positively (e.g., excellent/good)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Sidewalk maintenance	39%	36%	29%	35%	34%	39%	32%	33%	46%	26%	32%	35%
Traffic signal timing	47%	44%	37%	45%	40%	36%	41%	45%	53%	37%	39%	42%
Bus or transit services	33%	21%	47%	32%	36%	42%	24%	34%	23%	33%	45%	33%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Garbage collection	85%	74%	87%	75%	88%	72%	84%	84%	67%	88%	90%	83%
Recycling	74%	73%	87%	67%	88%	67%	81%	81%	60%	85%	87%	78%
Yard waste pick-up	63%	69%	65%	61%	69%	59%	63%	71%	51%	75%	68%	65%
Drinking water	62%	66%	78%	62%	75%	47%	78%	72%	58%	75%	73%	69%
Preservation of natural areas such as open space, farmlands and greenbelts	52%	51%	37%	50%	45%	54%	48%	44%	55%	48%	40%	47%
Asheville open space	56%	54%	39%	51%	49%	47%	44%	53%	60%	51%	39%	50%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Storm drainage	51%	56%	49%	47%	56%	57%	40%	58%	46%	54%	54%	51%
Sewer services	60%	67%	71%	56%	74%	67%	63%	67%	46%	76%	77%	66%
Power (electric and/or gas) utility	55%	53%	79%	49%	76%	51%	62%	69%	40%	68%	78%	63%
Utility billing	49%	48%	63%	43%	63%	46%	57%	55%	31%	58%	68%	54%
Land use, planning and zoning	37%	31%	26%	32%	30%	26%	32%	34%	42%	25%	28%	31%
Code enforcement (weeds, abandoned buildings, etc.)	37%	33%	22%	30%	31%	29%	33%	31%	37%	29%	26%	30%
Cable television	35%	39%	44%	42%	39%	49%	40%	35%	51%	30%	44%	41%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Economic development	44%	39%	34%	35%	42%	40%	29%	43%	37%	39%	41%	39%

The National Citizen Survey™

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
City parks	84%	89%	69%	83%	78%	75%	84%	82%	91%	79%	74%	81%
Recreation programs or classes	79%	79%	69%	75%	74%	69%	73%	80%	82%	76%	67%	74%
Recreation centers or facilities	73%	75%	60%	68%	70%	70%	68%	71%	82%	59%	67%	69%
Health services	57%	64%	79%	56%	76%	70%	56%	71%	50%	73%	75%	67%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Public library services	80%	85%	87%	80%	88%	85%	83%	85%	84%	82%	87%	84%
City-sponsored special events	56%	60%	52%	52%	61%	39%	48%	66%	49%	58%	59%	56%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Public information services	67%	67%	69%	62%	73%	57%	60%	76%	67%	71%	66%	67%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Sense of community	68%	73%	57%	64%	68%	48%	69%	72%	73%	72%	55%	65%
Recommend living in Asheville to someone who asks	89%	83%	70%	78%	82%	67%	84%	84%	84%	80%	79%	80%
Remain in Asheville for the next five years	81%	81%	86%	76%	88%	68%	86%	87%	75%	89%	84%	83%
Contacted the City of Asheville (in-person, phone, email or web) for help or information	30%	42%	41%	24%	49%	36%	28%	43%	16%	46%	46%	38%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Was NOT the victim of a crime	91%	94%	87%	92%	89%	87%	88%	94%	95%	90%	87%	91%
Did NOT report a crime	80%	80%	75%	77%	80%	67%	79%	83%	79%	77%	80%	79%
Stocked supplies in preparation for an emergency	24%	33%	39%	31%	32%	36%	35%	27%	30%	25%	38%	31%

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Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Walked or biked instead of driving	77%	61%	43%	72%	50%	66%	55%	64%	78%	61%	46%	60%
Carpooled with other adults or children instead of driving alone	63%	53%	42%	53%	53%	38%	52%	61%	74%	53%	36%	53%
Used bus, rail, subway or other public transportation instead of driving	24%	14%	13%	24%	10%	35%	11%	13%	20%	16%	15%	17%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Recycle at home	93%	99%	91%	90%	98%	94%	89%	100%	92%	97%	93%	94%
Made efforts to make your home more energy efficient	73%	79%	85%	75%	83%	74%	82%	79%	77%	79%	81%	79%
Made efforts to conserve water	85%	92%	83%	89%	85%	84%	78%	91%	89%	88%	84%	86%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
NOT under housing cost stress	61%	77%	67%	60%	77%	19%	71%	87%	69%	75%	61%	68%
Did NOT observe a code violation	55%	42%	40%	53%	39%	41%	48%	47%	49%	47%	42%	45%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Purchase goods or services from a business located in Asheville	99%	100%	96%	99%	98%	98%	99%	99%	100%	100%	96%	98%
Economy will have positive impact on income	24%	40%	29%	32%	30%	17%	36%	33%	39%	37%	19%	31%
Work in Asheville	74%	64%	61%	73%	61%	44%	70%	77%	90%	71%	41%	66%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Used Asheville recreation centers or their services	58%	70%	52%	65%	56%	56%	60%	64%	77%	61%	45%	60%
Visited a neighborhood park or City park	99%	88%	72%	91%	82%	81%	85%	92%	100%	91%	70%	86%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Eat at least 5 portions of fruits and vegetables a day	93%	89%	81%	89%	86%	86%	85%	93%	98%	88%	81%	88%
Participate in moderate or vigorous physical activity	96%	95%	83%	95%	87%	90%	87%	95%	98%	95%	84%	91%
Reported being in "very good" or "excellent" health	77%	79%	58%	70%	72%	46%	66%	85%	88%	76%	54%	71%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Used Asheville public libraries or their services	74%	78%	64%	75%	69%	77%	75%	70%	80%	65%	71%	71%
Participated in religious or spiritual activities in Asheville	42%	48%	57%	42%	55%	54%	46%	47%	38%	43%	63%	50%
Attended a City-sponsored event	64%	69%	49%	59%	62%	37%	65%	72%	65%	74%	46%	61%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Campaigned or advocated for an issue, cause or candidate	43%	47%	34%	40%	42%	38%	37%	45%	37%	44%	43%	41%
Contacted Asheville elected officials (in-person, phone, email or web) to express your opinion	15%	31%	22%	18%	26%	16%	16%	29%	15%	23%	27%	23%
Volunteered your time to some group/activity in Asheville	58%	69%	53%	55%	65%	57%	52%	66%	56%	65%	58%	60%
Participated in a club	46%	37%	41%	34%	48%	26%	33%	53%	36%	50%	39%	41%
Talked to or visited with your immediate neighbors	95%	91%	93%	91%	95%	94%	88%	95%	92%	96%	92%	93%
Done a favor for a neighbor	88%	91%	87%	86%	91%	91%	84%	91%	87%	88%	91%	89%
Attended a local public meeting	19%	29%	23%	20%	27%	21%	10%	33%	20%	27%	23%	24%
Watched (online or on television) a local public meeting	17%	28%	34%	26%	27%	42%	16%	26%	18%	20%	39%	26%
Read or watch local news (via television, paper, computer, etc.)	78%	86%	92%	82%	88%	82%	88%	87%	78%	85%	91%	85%
Vote in local elections	79%	94%	90%	79%	95%	76%	91%	90%	80%	89%	92%	87%

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Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Overall feeling of safety in Asheville	85%	79%	87%	80%	86%	77%	85%	84%	71%	87%	90%	84%
Overall ease of getting to the places you usually have to visit	93%	84%	80%	90%	81%	88%	87%	82%	90%	85%	84%	86%
Quality of overall natural environment in Asheville	94%	90%	80%	92%	83%	88%	91%	87%	94%	90%	82%	88%
Overall "built environment" of Asheville (including overall design, buildings, parks and transportation systems)	86%	87%	71%	81%	81%	81%	82%	81%	78%	83%	82%	81%
Health and wellness opportunities in Asheville	83%	82%	77%	83%	78%	81%	85%	77%	79%	75%	86%	81%
Overall opportunities for education and enrichment	82%	86%	79%	85%	79%	84%	84%	80%	86%	80%	81%	82%
Overall economic health of Asheville	90%	95%	94%	93%	92%	92%	98%	91%	93%	96%	90%	93%
Sense of community	86%	84%	79%	86%	80%	73%	86%	85%	82%	88%	79%	83%

Table 29: Importance of Potential Investments

Please indicate how important, if at all, each of the following investments is for the City of Asheville: (Percent rating as "essential" or "very important").	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Improving roads	74%	85%	85%	76%	87%	82%	84%	78%	75%	82%	86%	81%
Recreation centers and youth programs	73%	75%	66%	74%	70%	74%	73%	70%	72%	72%	71%	72%
Maintenance of public buildings	50%	66%	67%	58%	64%	55%	69%	56%	40%	65%	74%	61%
Public safety including police, fire and emergency preparedness	85%	81%	85%	82%	86%	88%	77%	85%	71%	87%	91%	84%
Environmental protection and sustainability	91%	91%	82%	92%	84%	88%	91%	87%	96%	86%	83%	88%
Sidewalks, bikeways and greenways	88%	90%	76%	86%	84%	80%	84%	87%	88%	88%	79%	84%
Affordable housing development	84%	86%	83%	93%	78%	92%	88%	81%	92%	83%	80%	84%
Public transportation	87%	79%	73%	87%	74%	91%	84%	73%	93%	70%	79%	80%
Systems to maximize food security	74%	74%	69%	77%	68%	73%	80%	66%	70%	78%	70%	72%

Table 30: Rates of Accessing Local Government News

In the last 12 months, about how many times, if at all, have you or other household members: (Percent "once a month or more").	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Watched a local public meeting online	19%	22%	20%	22%	18%	39%	9%	20%	26%	11%	24%	21%
Watched a local public meeting on television	21%	24%	34%	26%	26%	50%	16%	22%	21%	17%	38%	26%
Watched a City of Asheville video on YouTube	21%	20%	13%	25%	11%	31%	10%	17%	25%	13%	17%	18%
Visited a City of Asheville government website	56%	53%	42%	48%	54%	39%	42%	63%	51%	56%	45%	50%
Read City of Asheville government news on the City blog	22%	24%	14%	22%	18%	23%	15%	21%	22%	19%	19%	20%

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In the last 12 months, about how many times, if at all, have you or other household members: (Percent "once a month or more").	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
Read City of Asheville government news through an e-newsletter	19%	25%	18%	23%	18%	33%	11%	21%	24%	16%	21%	20%
Read City of Asheville government news through social media	46%	41%	47%	48%	41%	50%	46%	43%	47%	51%	37%	45%

Table 31: Importance of Aspects of Future Development

In planning future development, how important, if at all, are each of the following to the City of Asheville's identity and character? (Percent rating as "essential" or "very important").	Number of years in Asheville			Rent or own		Annual household income			Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Rent	Own	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+	
A place to work	96%	95%	93%	98%	91%	94%	98%	93%	100%	95%	89%	94%
A place to shop	44%	36%	53%	45%	44%	51%	48%	37%	33%	44%	55%	44%
A place to live	95%	91%	89%	96%	88%	91%	93%	91%	97%	88%	91%	92%
A place for entertainment and community events	79%	76%	65%	75%	71%	58%	76%	77%	77%	73%	71%	73%
A place where social services are available	73%	73%	71%	79%	65%	77%	78%	65%	66%	76%	74%	72%
A place to worship	32%	29%	59%	36%	44%	50%	37%	34%	16%	38%	61%	41%
A place with a variety of good transportation options	79%	81%	72%	86%	70%	92%	74%	72%	78%	77%	77%	78%