THE NCS™

The National Citizen Survey™

Asheville, NC

Technical Appendices
2015

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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 Asheville:	Excellent		Good		Fair		Poor		Total	
Asheville as a place to live	47%	N=155	42%	N=137	9%	N=29	2%	N=7	100%	N=328
Your neighborhood as a place to live	42%	N=136	45%	N=145	11%	N=35	3%	N=10	100%	N=327
Asheville as a place to raise children	32%	N=84	45%	N=118	16%	N=42	6%	N=16	100%	N=260
Asheville as a place to work	12%	N=36	24%	N=73	37%	N=114	27%	N=81	100%	N=304
Asheville as a place to visit	66%	N=207	27%	N=86	6%	N=19	1%	N=3	100%	N=315
Asheville as a place to retire	40%	N=108	36%	N=97	17%	N=47	6%	N=15	100%	N=267
The overall quality of life in Asheville	34%	N=111	47%	N=149	14%	N=45	5%	N=16	100%	N=321

Table 2: Question 2

Please rate each of the following characteristics as they relate to Asheville as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Asheville	17%	N=55	60%	N=195	21%	N=68	2%	N=7	100%	N=326
Overall ease of getting to the places you usually have to visit	15%	N=49	56%	N=185	22%	N=74	7%	N=22	100%	N=330
Quality of overall natural environment in Asheville	36%	N=117	47%	N=152	16%	N=53	1%	N=3	100%	N=325
Overall "built environment" of Asheville (including overall design, buildings, parks and transportation systems)	6%	N=20	45%	N=147	36%	N=115	13%	N=42	100%	N=324
Health and wellness opportunities in Asheville	32%	N=104	52%	N=168	14%	N=46	2%	N=5	100%	N=323
Overall opportunities for education and enrichment	24%	N=75	58%	N=185	15%	N=48	4%	N=11	100%	N=320
Overall economic health of Asheville	8%	N=24	42%	N=135	34%	N=109	16%	N=49	100%	N=317
Sense of community	20%	N=63	46%	N=149	26%	N=85	8%	N=27	100%	N=324
Overall image or reputation of Asheville	39%	N=128	43%	N=138	13%	N=41	5%	N=17	100%	N=324

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 Asheville to someone who asks	48%	N=153	32%	N=101	15%	N=47	5%	N=16	100%	N=317
Remain in Asheville for the next five years	60%	N=191	23%	N=72	8%	N=26	9%	N=30	100%	N=319

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	73%	N=240	21%	N=69	3%	N=10	2%	N=7	0%	N=2	100%	N=327
In Asheville's downtown/commercial area during the day	46%	N=148	42%	N=135	5%	N=16	5%	N=17	1%	N=4	100%	N=321

Table 5: Question 5

Please rate each of the following characteristics as they relate to Asheville as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	3%	N=9	34%	N=109	46%	N=148	18%	N=58	100%	N=324
Ease of public parking	2%	N=5	24%	N=77	40%	N=128	34%	N=108	100%	N=318
Ease of travel by car in Asheville	5%	N=17	48%	N=156	40%	N=131	6%	N=19	100%	N=323
Ease of travel by public transportation in Asheville	5%	N=8	21%	N=37	26%	N=45	48%	N=84	100%	N=174
Ease of travel by bicycle in Asheville	3%	N=6	22%	N=47	40%	N=85	36%	N=78	100%	N=216
Ease of walking in Asheville	9%	N=27	40%	N=125	35%	N=109	17%	N=52	100%	N=312
Availability of paths and walking trails	10%	N=30	37%	N=113	34%	N=103	19%	N=59	100%	N=305
Air quality	15%	N=46	51%	N=162	29%	N=92	6%	N=18	100%	N=318
Cleanliness of Asheville	7%	N=24	56%	N=180	30%	N=99	7%	N=22	100%	N=324
Overall appearance of Asheville	13%	N=41	60%	N=195	24%	N=77	3%	N=11	100%	N=324
Public places where people want to spend time	14%	N=44	56%	N=174	25%	N=77	6%	N=17	100%	N=313
Variety of housing options	4%	N=11	23%	N=69	32%	N=96	42%	N=128	100%	N=303
Availability of affordable quality housing	1%	N=4	9%	N=28	27%	N=80	62%	N=185	100%	N=297
Fitness opportunities (including exercise classes and paths or trails, etc.)	26%	N=82	47%	N=146	25%	N=79	2%	N=6	100%	N=313
Recreational opportunities	42%	N=131	37%	N=115	19%	N=61	2%	N=7	100%	N=313
Availability of affordable quality food	27%	N=87	39%	N=126	28%	N=89	7%	N=23	100%	N=325
Availability of affordable quality health care	20%	N=60	37%	N=110	29%	N=86	15%	N=44	100%	N=301
Availability of preventive health services	24%	N=72	38%	N=110	29%	N=85	9%	N=26	100%	N=293
Availability of affordable quality mental health care	13%	N=27	21%	N=42	34%	N=69	32%	N=65	100%	N=203

Table 6: Question 6

Please rate each of the following characteristics as they relate to Asheville as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	7%	N=9	31%	N=39	36%	N=45	26%	N=33	100%	N=126
K-12 education	13%	N=24	51%	N=93	31%	N=57	5%	N=8	100%	N=182
Adult educational opportunities	22%	N=61	54%	N=146	19%	N=50	5%	N=14	100%	N=271
Opportunities to attend cultural/arts/music activities	42%	N=128	44%	N=133	11%	N=33	3%	N=8	100%	N=303
Opportunities to participate in religious or spiritual events and activities	40%	N=107	46%	N=121	12%	N=32	2%	N=5	100%	N=265
Employment opportunities	2%	N=6	12%	N=35	45%	N=131	40%	N=117	100%	N=289
Shopping opportunities	24%	N=77	51%	N=161	17%	N=53	8%	N=24	100%	N=316
Cost of living in Asheville	2%	N=6	14%	N=45	39%	N=126	44%	N=142	100%	N=319
Overall quality of business and service establishments in Asheville	17%	N=53	56%	N=177	25%	N=79	3%	N=9	100%	N=318
Vibrant downtown/commercial area	37%	N=115	45%	N=139	13%	N=40	5%	N=14	100%	N=309
Overall quality of new development in Asheville	9%	N=25	46%	N=135	32%	N=94	13%	N=38	100%	N=292
Opportunities to participate in social events and activities	36%	N=113	44%	N=138	17%	N=53	4%	N=12	100%	N=316
Opportunities to volunteer	44%	N=135	42%	N=129	10%	N=31	4%	N=13	100%	N=307
Opportunities to participate in community matters	30%	N=88	48%	N=140	15%	N=45	7%	N=21	100%	N=293
Openness and acceptance of the community toward people of diverse backgrounds	26%	N=80	38%	N=117	27%	N=84	9%	N=28	100%	N=309
Neighborliness of residents in Asheville	20%	N=63	48%	N=150	26%	N=82	5%	N=15	100%	N=310

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	14%	N=45	86%	N=280	100%	N=325
Made efforts to make your home more energy efficient	21%	N=67	79%	N=256	100%	N=323
Observed a code violation or other hazard in Asheville	45%	N=143	55%	N=172	100%	N=315
Household member was a victim of a crime in Asheville	91%	N=294	9%	N=30	100%	N=324
Reported a crime to the police in Asheville	79%	N=255	21%	N=69	100%	N=324
Stocked supplies in preparation for an emergency	69%	N=222	31%	N=102	100%	N=324
Campaigned or advocated for an issue, cause or candidate	59%	N=190	41%	N=133	100%	N=323
Contacted the City of Asheville (in-person, phone, email or web) for help or information	62%	N=203	38%	N=122	100%	N=325
Contacted Asheville elected officials (in-person, phone, email or web) to express your opinion	77%	N=250	23%	N=74	100%	N=324

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 Asheville?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Asheville recreation centers or their services	10%	N=32	21%	N=68	29%	N=93	40%	N=129	100%	N=322
Visited a neighborhood park or City park	23%	N=74	26%	N=85	37%	N=119	14%	N=46	100%	N=324
Used Asheville public libraries or their services	9%	N=30	22%	N=70	40%	N=131	29%	N=94	100%	N=325
Participated in religious or spiritual activities in Asheville	11%	N=34	20%	N=64	19%	N=63	50%	N=164	100%	N=325
Attended a City-sponsored event	2%	N=6	8%	N=27	50%	N=163	39%	N=128	100%	N=324
Used bus, rail, subway or other public transportation instead of driving	5%	N=17	3%	N=10	9%	N=28	83%	N=268	100%	N=323
Carpooled with other adults or children instead of driving alone	10%	N=31	21%	N=67	22%	N=70	47%	N=150	100%	N=319
Walked or biked instead of driving	21%	N=67	23%	N=75	16%	N=51	40%	N=129	100%	N=323
Volunteered your time to some group/activity in Asheville	11%	N=36	16%	N=53	33%	N=106	40%	N=131	100%	N=325
Participated in a club	7%	N=22	16%	N=50	19%	N=60	59%	N=189	100%	N=321
Talked to or visited with your immediate neighbors	38%	N=124	37%	N=120	18%	N=60	7%	N=23	100%	N=326
Done a favor for a neighbor	17%	N=55	26%	N=85	46%	N=150	11%	N=37	100%	N=327

Table 9: Question 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?	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	1%	N=2	4%	N=12	19%	N=62	76%	N=245	100%	N=322
Watched (online or on television) a local public meeting	1%	N=4	5%	N=16	20%	N=64	74%	N=238	100%	N=323

Table 10: Question 10

Please rate the quality of each of the following services in Asheville:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	13%	N=33	47%	N=120	32%	N=81	8%	N=21	100%	N=255
Fire services	30%	N=69	61%	N=141	9%	N=20	0%	N=1	100%	N=230
Ambulance or emergency medical services	27%	N=59	62%	N=138	11%	N=24	0%	N=0	100%	N=221
Crime prevention	8%	N=18	41%	N=88	43%	N=92	8%	N=18	100%	N=216
Fire prevention and education	15%	N=28	50%	N=91	32%	N=58	2%	N=4	100%	N=181

Please rate the quality of each of the following services in Asheville:	Excellent		Good		Fair		Poor		Total	
Traffic enforcement	6%	N=14	41%	N=100	35%	N=85	18%	N=44	100%	N=243
Street repair	3%	N=8	18%	N=54	41%	N=126	38%	N=116	100%	N=303
Street cleaning	3%	N=9	38%	N=108	37%	N=104	21%	N=60	100%	N=281
Street lighting	7%	N=22	52%	N=159	33%	N=100	8%	N=23	100%	N=305
Snow removal	9%	N=28	47%	N=145	31%	N=98	13%	N=39	100%	N=310
Sidewalk maintenance	6%	N=18	28%	N=84	41%	N=121	25%	N=72	100%	N=295
Traffic signal timing	5%	N=15	37%	N=113	42%	N=126	16%	N=50	100%	N=303
Bus or transit services	7%	N=11	27%	N=44	30%	N=49	36%	N=59	100%	N=162
Garbage collection	25%	N=75	58%	N=173	15%	N=46	2%	N=6	100%	N=300
Recycling	27%	N=82	51%	N=157	17%	N=52	5%	N=14	100%	N=306
Yard waste pick-up	14%	N=35	51%	N=128	27%	N=67	8%	N=20	100%	N=251
Storm drainage	10%	N=25	42%	N=107	33%	N=84	16%	N=40	100%	N=256
Drinking water	20%	N=63	49%	N=150	23%	N=72	7%	N=23	100%	N=309
Sewer services	11%	N=31	55%	N=148	31%	N=85	2%	N=7	100%	N=271
Power (electric and/or gas) utility	10%	N=32	53%	N=165	31%	N=97	6%	N=18	100%	N=312
Utility billing	9%	N=26	46%	N=135	37%	N=110	9%	N=26	100%	N=297
City parks	21%	N=61	60%	N=173	17%	N=48	3%	N=8	100%	N=290
Recreation programs or classes	14%	N=27	60%	N=119	23%	N=46	2%	N=5	100%	N=198
Recreation centers or facilities	11%	N=22	58%	N=120	26%	N=53	6%	N=12	100%	N=208
Land use, planning and zoning	3%	N=8	28%	N=65	42%	N=96	27%	N=63	100%	N=231
Code enforcement (weeds, abandoned buildings, etc.)	5%	N=11	24%	N=52	43%	N=91	28%	N=59	100%	N=213
Animal control	9%	N=20	41%	N=88	34%	N=73	16%	N=35	100%	N=218
Economic development	7%	N=16	32%	N=80	40%	N=98	21%	N=53	100%	N=248
Health services	16%	N=43	51%	N=138	29%	N=77	4%	N=11	100%	N=269
Public library services	21%	N=56	63%	N=164	14%	N=36	2%	N=5	100%	N=261
Public information services	11%	N=24	56%	N=121	28%	N=60	5%	N=11	100%	N=216
Cable television	8%	N=16	32%	N=65	38%	N=77	21%	N=43	100%	N=202
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	N=18	50%	N=83	28%	N=47	12%	N=21	100%	N=168
Preservation of natural areas such as open space, farmlands and greenbelts	6%	N=16	41%	N=107	41%	N=108	11%	N=29	100%	N=261
Asheville open space	6%	N=15	44%	N=119	38%	N=102	12%	N=33	100%	N=269
City-sponsored special events	8%	N=20	47%	N=116	36%	N=87	9%	N=21	100%	N=245
Overall customer service by Asheville employees (police, receptionists, planners, etc.)	15%	N=43	47%	N=130	28%	N=79	9%	N=26	100%	N=277

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	
The City of Asheville	8%	N=25	55%	N=167	31%	N=94	6%	N=17	100%	N=303
The Federal Government	4%	N=10	30%	N=82	50%	N=135	16%	N=44	100%	N=271

Table 12: Question 12

Please rate the following categories of Asheville government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Asheville	3%	N=9	29%	N=81	46%	N=126	22%	N=60	100%	N=276
The overall direction that Asheville is taking	5%	N=16	34%	N=99	47%	N=135	14%	N=41	100%	N=290
The job Asheville government does at welcoming citizen involvement	6%	N=15	36%	N=92	42%	N=107	16%	N=41	100%	N=255
Overall confidence in Asheville government	3%	N=9	32%	N=93	47%	N=136	18%	N=52	100%	N=291
Generally acting in the best interest of the community	4%	N=12	33%	N=95	47%	N=133	16%	N=45	100%	N=284
Being honest	5%	N=13	33%	N=79	44%	N=108	18%	N=43	100%	N=244
Treating all residents fairly	6%	N=15	26%	N=66	44%	N=112	25%	N=63	100%	N=256

Table 13: Question 13

Please rate how important, if at all, you think it is for the Asheville 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 Asheville	39%	N=127	45%	N=146	15%	N=50	1%	N=2	100%	N=325
Overall ease of getting to the places you usually have to visit	29%	N=95	56%	N=183	13%	N=43	1%	N=3	100%	N=324
Quality of overall natural environment in Asheville	51%	N=165	37%	N=122	11%	N=35	1%	N=4	100%	N=326
Overall "built environment" of Asheville (including overall design, buildings, parks and transportation systems)	42%	N=135	40%	N=128	16%	N=53	2%	N=7	100%	N=323
Health and wellness opportunities in Asheville	33%	N=106	48%	N=157	17%	N=55	2%	N=7	100%	N=324
Overall opportunities for education and enrichment	40%	N=130	42%	N=137	17%	N=56	0%	N=1	100%	N=324
Overall economic health of Asheville	57%	N=186	36%	N=117	7%	N=22	0%	N=1	100%	N=326
Sense of community	38%	N=124	45%	N=145	15%	N=48	3%	N=8	100%	N=325

Table 14: Question 14

Please indicate how important, if at all, each of the following investments is for the City of Asheville:	Essential		Very important		Somewhat important		Not at all important		Total	
Improving roads	34%	N=108	48%	N=154	18%	N=57	1%	N=2	100%	N=321
Recreation centers and youth programs	22%	N=68	50%	N=157	26%	N=80	3%	N=8	100%	N=314
Maintenance of public buildings	11%	N=36	50%	N=161	38%	N=121	1%	N=3	100%	N=321
Public safety including police, fire and emergency preparedness	43%	N=141	41%	N=133	15%	N=48	1%	N=4	100%	N=326
Environmental protection and sustainability	49%	N=158	39%	N=126	11%	N=35	1%	N=4	100%	N=324
Sidewalks, bikeways and greenways	49%	N=157	36%	N=116	14%	N=44	2%	N=6	100%	N=324
Affordable housing development	51%	N=163	33%	N=104	14%	N=43	2%	N=7	100%	N=317
Public transportation	36%	N=113	44%	N=138	17%	N=52	3%	N=11	100%	N=314
Systems to maximize food security	36%	N=107	36%	N=106	22%	N=65	6%	N=17	100%	N=294

Table 15: Question 15

In the last 12 months, about how many times, if at all have your or other household members:	2 times a week or more		2-4 times a month		Once a month		Not at all		Total	
Watched a local public meeting online	2%	N=7	2%	N=5	17%	N=55	79%	N=259	100%	N=327
Watched a local public meeting on television	2%	N=8	5%	N=18	19%	N=60	74%	N=240	100%	N=325
Watched a City of Asheville video on YouTube	1%	N=4	3%	N=11	13%	N=43	82%	N=266	100%	N=325
Visited a City of Asheville government website	4%	N=15	15%	N=49	31%	N=100	50%	N=162	100%	N=325
Read City of Asheville government news on the City blog	2%	N=7	5%	N=17	13%	N=42	80%	N=258	100%	N=324

In the last 12 months, about how many times, if at all have your or other household members:	2 times a week or more		2-4 times a month		Once a month		Not at all		Total	
Ready City of Asheville government news through an e-newsletter	2%	N=6	7%	N=23	11%	N=36	80%	N=257	100%	N=322
Read City of Asheville government news through social media	9%	N=29	16%	N=53	19%	N=62	55%	N=179	100%	N=324

Table 16: Question 16

In planning future development, how important, if at all, are each of the following to the City of Asheville's identity and character?	Essential		Very important		Somewhat important		Not at all important		Total	
A place to work	66%	N=212	29%	N=93	5%	N=16	0%	N=2	100%	N=322
A place to shop	14%	N=45	30%	N=98	47%	N=150	9%	N=28	100%	N=320
A place to live	66%	N=214	26%	N=85	7%	N=24	1%	N=2	100%	N=325
A place for entertainment and community events	26%	N=84	47%	N=152	25%	N=79	2%	N=7	100%	N=322
A place where social services are available	31%	N=98	41%	N=131	25%	N=79	3%	N=9	100%	N=317
A place to worship	17%	N=53	23%	N=71	28%	N=84	31%	N=95	100%	N=303
A place with a variety of good transportation options	35%	N=112	42%	N=135	21%	N=66	2%	N=6	100%	N=319

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	4%	N=12	2%	N=7	6%	N=18	15%	N=48	74%	N=241	100%	N=326
Purchase goods or services from a business located in Asheville	0%	N=1	1%	N=4	10%	N=33	54%	N=174	35%	N=112	100%	N=324
Eat at least 5 portions of fruits and vegetables a day	3%	N=11	9%	N=28	24%	N=77	40%	N=128	24%	N=78	100%	N=323
Participate in moderate or vigorous physical activity	2%	N=8	7%	N=21	22%	N=72	38%	N=122	31%	N=100	100%	N=323
Read or watch local news (via television, paper, computer, etc.)	4%	N=13	11%	N=34	17%	N=56	28%	N=90	40%	N=130	100%	N=324
Vote in local elections	10%	N=33	3%	N=8	7%	N=22	21%	N=66	60%	N=193	100%	N=323

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	29%	N=94
Very good	42%	N=137
Good	22%	N=72
Fair	4%	N=14
Poor	2%	N=8
Total	100%	N=326

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	4%	N=14
Somewhat positive	27%	N=85
Neutral	48%	N=155
Somewhat negative	19%	N=60
Very negative	2%	N=7
Total	100%	N=322

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	56%	N=183
Working part time for pay	14%	N=45
Unemployed, looking for paid work	2%	N=7
Unemployed, not looking for paid work	3%	N=10
Fully retired	24%	N=79
Total	100%	N=325

Table 21: Question D5

Do you work inside the boundaries of Asheville?	Percent	Number
Yes, outside the home	52%	N=159
Yes, from home	14%	N=43
No	34%	N=102
Total	100%	N=304

Table 22: Question D6

How many years have you lived in Asheville?	Percent	Number
Less than 2 years	13%	N=44
2 to 5 years	20%	N=64
6 to 10 years	12%	N=38
11 to 20 years	20%	N=66
More than 20 years	35%	N=115
Total	100%	N=326

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	61%	N=197
Building with two or more homes (duplex, townhome, apartment or condominium)	37%	N=122
Mobile home	0%	N=2
Other	2%	N=5
Total	100%	N=325

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	48%	N=154
Owned	52%	N=167
Total	100%	N=322

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	7%	N=21
$300 to $599 per month	15%	N=46
$600 to $999 per month	31%	N=97
$1,000 to $1,499 per month	30%	N=95
$1,500 to $2,499 per month	11%	N=35
$2,500 or more per month	6%	N=20
Total	100%	N=315

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	81%	N=264
Yes	19%	N=62
Total	100%	N=326

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	71%	N=233
Yes	29%	N=93
Total	100%	N=326

Table 28: 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	21%	N=65
$25,000 to $49,999	29%	N=90
$50,000 to $99,999	34%	N=105
$100,000 to $149,999	12%	N=36
$150,000 or more	4%	N=14
Total	100%	N=310

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=301
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=14
Total	100%	N=315

Table 30: 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	3%	N=11
Asian, Asian Indian or Pacific Islander	2%	N=5
Black or African American	6%	N=19
White	88%	N=282
Other	5%	N=17

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

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=12
25 to 34 years	26%	N=84
35 to 44 years	15%	N=48
45 to 54 years	18%	N=57
55 to 64 years	11%	N=36
65 to 74 years	15%	N=48
75 years or older	12%	N=38
Total	100%	N=323

Table 32: Question D16

What is your sex?	Percent	Number
Female	53%	N=172
Male	47%	N=150
Total	100%	N=322

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	67%	N=217
Land line	18%	N=57
Both	16%	N=51
Total	100%	N=324

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 34: Question 1

Please rate each of the following aspects of quality of life in Asheville:	Excellent		Good		Fair		Poor		Don't know		Total	
Asheville as a place to live	47%	N=155	42%	N=137	9%	N=29	2%	N=7	0%	N=1	100%	N=329
Your neighborhood as a place to live	42%	N=136	45%	N=145	11%	N=35	3%	N=10	0%	N=0	100%	N=327
Asheville as a place to raise children	26%	N=84	36%	N=118	13%	N=42	5%	N=16	21%	N=68	100%	N=329
Asheville as a place to work	11%	N=36	22%	N=73	35%	N=114	25%	N=81	6%	N=21	100%	N=325
Asheville as a place to visit	64%	N=207	27%	N=86	6%	N=19	1%	N=3	3%	N=9	100%	N=324
Asheville as a place to retire	33%	N=108	30%	N=97	14%	N=47	5%	N=15	18%	N=60	100%	N=326
The overall quality of life in Asheville	34%	N=111	46%	N=149	14%	N=45	5%	N=16	1%	N=2	100%	N=323

Table 35: Question 2

Please rate each of the following characteristics as they relate to Asheville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Asheville	17%	N=55	60%	N=195	21%	N=68	2%	N=7	1%	N=2	100%	N=327
Overall ease of getting to the places you usually have to visit	15%	N=49	56%	N=185	22%	N=74	7%	N=22	0%	N=0	100%	N=330
Quality of overall natural environment in Asheville	36%	N=117	47%	N=152	16%	N=53	1%	N=3	0%	N=2	100%	N=327
Overall "built environment" of Asheville (including overall design, buildings, parks and transportation systems)	6%	N=20	45%	N=147	35%	N=115	13%	N=42	1%	N=3	100%	N=328
Health and wellness opportunities in Asheville	32%	N=104	51%	N=168	14%	N=46	2%	N=5	1%	N=5	100%	N=328
Overall opportunities for education and enrichment	23%	N=75	56%	N=185	15%	N=48	3%	N=11	2%	N=8	100%	N=328
Overall economic health of Asheville	7%	N=24	41%	N=135	33%	N=109	15%	N=49	4%	N=13	100%	N=329
Sense of community	20%	N=63	46%	N=149	26%	N=85	8%	N=27	0%	N=1	100%	N=325
Overall image or reputation of Asheville	39%	N=128	42%	N=138	13%	N=41	5%	N=17	1%	N=3	100%	N=327

Table 36: 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 Asheville to someone who asks	47%	N=153	31%	N=101	14%	N=47	5%	N=16	3%	N=9	100%	N=326
Remain in Asheville for the next five years	58%	N=191	22%	N=72	8%	N=26	9%	N=30	3%	N=9	100%	N=328

Table 37: 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	73%	N=240	21%	N=69	3%	N=10	2%	N=7	0%	N=2	1%	N=2	100%	N=329
In Asheville's downtown/commercial area during the day	45%	N=148	41%	N=135	5%	N=16	5%	N=17	1%	N=4	3%	N=8	100%	N=329

Table 38: Question 5

Please rate each of the following characteristics as they relate to Asheville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	3%	N=9	33%	N=109	45%	N=148	18%	N=58	0%	N=1	100%	N=325
Ease of public parking	2%	N=5	24%	N=77	39%	N=128	33%	N=108	2%	N=8	100%	N=326
Ease of travel by car in Asheville	5%	N=17	48%	N=156	40%	N=131	6%	N=19	1%	N=2	100%	N=325

Please rate each of the following characteristics as they relate to Asheville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of travel by public transportation in Asheville	3%	N=8	11%	N=37	14%	N=45	26%	N=84	46%	N=150	100%	N=324
Ease of travel by bicycle in Asheville	2%	N=6	14%	N=47	26%	N=85	24%	N=78	34%	N=109	100%	N=325
Ease of walking in Asheville	8%	N=27	38%	N=125	33%	N=109	16%	N=52	4%	N=14	100%	N=327
Availability of paths and walking trails	9%	N=30	35%	N=113	32%	N=103	18%	N=59	6%	N=18	100%	N=323
Air quality	14%	N=46	49%	N=162	28%	N=92	5%	N=18	3%	N=9	100%	N=327
Cleanliness of Asheville	7%	N=24	55%	N=180	30%	N=99	7%	N=22	1%	N=3	100%	N=327
Overall appearance of Asheville	12%	N=41	60%	N=195	24%	N=77	3%	N=11	1%	N=2	100%	N=325
Public places where people want to spend time	14%	N=44	54%	N=174	24%	N=77	5%	N=17	3%	N=10	100%	N=323
Variety of housing options	3%	N=11	21%	N=69	29%	N=96	39%	N=128	7%	N=22	100%	N=326
Availability of affordable quality housing	1%	N=4	9%	N=28	25%	N=80	57%	N=185	8%	N=26	100%	N=323
Fitness opportunities (including exercise classes and paths or trails, etc.)	25%	N=82	45%	N=146	24%	N=79	2%	N=6	5%	N=15	100%	N=328
Recreational opportunities	40%	N=131	35%	N=115	19%	N=61	2%	N=7	4%	N=14	100%	N=327
Availability of affordable quality food	26%	N=87	38%	N=126	27%	N=89	7%	N=23	1%	N=3	100%	N=328
Availability of affordable quality health care	18%	N=60	34%	N=110	26%	N=86	13%	N=44	8%	N=27	100%	N=328
Availability of preventive health services	22%	N=72	34%	N=110	26%	N=85	8%	N=26	10%	N=32	100%	N=326
Availability of affordable quality mental health care	8%	N=27	13%	N=42	21%	N=69	20%	N=65	38%	N=123	100%	N=326

Table 39: Question 6

Please rate each of the following characteristics as they relate to Asheville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	3%	N=9	12%	N=39	14%	N=45	10%	N=33	61%	N=199	100%	N=325
K-12 education	7%	N=24	29%	N=93	17%	N=57	3%	N=8	44%	N=143	100%	N=325
Adult educational opportunities	19%	N=61	45%	N=146	16%	N=50	4%	N=14	16%	N=52	100%	N=324
Opportunities to attend cultural/arts/music activities	40%	N=128	41%	N=133	10%	N=33	3%	N=8	6%	N=20	100%	N=322
Opportunities to participate in religious or spiritual events and activities	33%	N=107	37%	N=121	10%	N=32	1%	N=5	19%	N=60	100%	N=326
Employment opportunities	2%	N=6	11%	N=35	40%	N=131	36%	N=117	11%	N=36	100%	N=324
Shopping opportunities	24%	N=77	50%	N=161	17%	N=53	8%	N=24	1%	N=3	100%	N=319
Cost of living in Asheville	2%	N=6	14%	N=45	39%	N=126	44%	N=142	2%	N=6	100%	N=325
Overall quality of business and service establishments in Asheville	16%	N=53	54%	N=177	24%	N=79	3%	N=9	2%	N=7	100%	N=325
Vibrant downtown/commercial area	36%	N=115	43%	N=139	12%	N=40	4%	N=14	5%	N=15	100%	N=323
Overall quality of new development in Asheville	8%	N=25	42%	N=135	29%	N=94	12%	N=38	10%	N=31	100%	N=323
Opportunities to participate in social events and activities	35%	N=113	42%	N=138	16%	N=53	4%	N=12	3%	N=8	100%	N=324
Opportunities to volunteer	42%	N=135	40%	N=129	10%	N=31	4%	N=13	6%	N=18	100%	N=325
Opportunities to participate in community matters	27%	N=88	43%	N=140	14%	N=45	7%	N=21	9%	N=31	100%	N=324
Openness and acceptance of the community toward people of diverse backgrounds	25%	N=80	36%	N=117	26%	N=84	9%	N=28	5%	N=15	100%	N=324
Neighborliness of residents in Asheville	19%	N=63	47%	N=150	25%	N=82	5%	N=15	4%	N=12	100%	N=323

Table 40: 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	14%	N=45	86%	N=280	100%	N=325
Made efforts to make your home more energy efficient	21%	N=67	79%	N=256	100%	N=323
Observed a code violation or other hazard in Asheville	45%	N=143	55%	N=172	100%	N=315

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Household member was a victim of a crime in Asheville	91%	N=294	9%	N=30	100%	N=324
Reported a crime to the police in Asheville	79%	N=255	21%	N=69	100%	N=324
Stocked supplies in preparation for an emergency	69%	N=222	31%	N=102	100%	N=324
Campaigned or advocated for an issue, cause or candidate	59%	N=190	41%	N=133	100%	N=323
Contacted the City of Asheville (in-person, phone, email or web) for help or information	62%	N=203	38%	N=122	100%	N=325
Contacted Asheville elected officials (in-person, phone, email or web) to express your opinion	77%	N=250	23%	N=74	100%	N=324

Table 41: 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 Asheville?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Asheville recreation centers or their services	10%	N=32	21%	N=68	29%	N=93	40%	N=129	100%	N=322
Visited a neighborhood park or City park	23%	N=74	26%	N=85	37%	N=119	14%	N=46	100%	N=324
Used Asheville public libraries or their services	9%	N=30	22%	N=70	40%	N=131	29%	N=94	100%	N=325
Participated in religious or spiritual activities in Asheville	11%	N=34	20%	N=64	19%	N=63	50%	N=164	100%	N=325
Attended a City-sponsored event	2%	N=6	8%	N=27	50%	N=163	39%	N=128	100%	N=324
Used bus, rail, subway or other public transportation instead of driving	5%	N=17	3%	N=10	9%	N=28	83%	N=268	100%	N=323
Carpooled with other adults or children instead of driving alone	10%	N=31	21%	N=67	22%	N=70	47%	N=150	100%	N=319
Walked or biked instead of driving	21%	N=67	23%	N=75	16%	N=51	40%	N=129	100%	N=323
Volunteered your time to some group/activity in Asheville	11%	N=36	16%	N=53	33%	N=106	40%	N=131	100%	N=325
Participated in a club	7%	N=22	16%	N=50	19%	N=60	59%	N=189	100%	N=321
Talked to or visited with your immediate neighbors	38%	N=124	37%	N=120	18%	N=60	7%	N=23	100%	N=326
Done a favor for a neighbor	17%	N=55	26%	N=85	46%	N=150	11%	N=37	100%	N=327

Table 42: Question 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?	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	1%	N=2	4%	N=12	19%	N=62	76%	N=245	100%	N=322
Watched (online or on television) a local public meeting	1%	N=4	5%	N=16	20%	N=64	74%	N=238	100%	N=323

Table 43: Question 10

Please rate the quality of each of the following services in Asheville:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	10%	N=33	37%	N=120	25%	N=81	6%	N=21	21%	N=67	100%	N=322
Fire services	21%	N=69	44%	N=141	6%	N=20	0%	N=1	28%	N=91	100%	N=322
Ambulance or emergency medical services	18%	N=59	43%	N=138	7%	N=24	0%	N=0	31%	N=101	100%	N=322
Crime prevention	6%	N=18	28%	N=88	29%	N=92	6%	N=18	31%	N=96	100%	N=313
Fire prevention and education	9%	N=28	29%	N=91	18%	N=58	1%	N=4	43%	N=135	100%	N=316
Traffic enforcement	4%	N=14	32%	N=100	27%	N=85	14%	N=44	22%	N=70	100%	N=313
Street repair	3%	N=8	17%	N=54	40%	N=126	37%	N=116	4%	N=13	100%	N=317
Street cleaning	3%	N=9	34%	N=108	33%	N=104	19%	N=60	10%	N=32	100%	N=313
Street lighting	7%	N=22	51%	N=159	32%	N=100	7%	N=23	3%	N=8	100%	N=313
Snow removal	9%	N=28	45%	N=145	30%	N=98	12%	N=39	3%	N=10	100%	N=320

Please rate the quality of each of the following services in Asheville:	Excellent		Good		Fair		Poor		Don't know		Total	
Sidewalk maintenance	6%	N=18	26%	N=84	38%	N=121	23%	N=72	7%	N=22	100%	N=317
Traffic signal timing	5%	N=15	36%	N=113	41%	N=126	16%	N=50	2%	N=8	100%	N=311
Bus or transit services	3%	N=11	14%	N=44	16%	N=49	19%	N=59	49%	N=154	100%	N=316
Garbage collection	24%	N=75	55%	N=173	15%	N=46	2%	N=6	5%	N=16	100%	N=316
Recycling	26%	N=82	49%	N=157	16%	N=52	5%	N=14	4%	N=12	100%	N=318
Yard waste pick-up	11%	N=35	40%	N=128	21%	N=67	6%	N=20	21%	N=67	100%	N=318
Storm drainage	8%	N=25	34%	N=107	27%	N=84	13%	N=40	19%	N=59	100%	N=315
Drinking water	20%	N=63	47%	N=150	23%	N=72	7%	N=23	4%	N=12	100%	N=321
Sewer services	10%	N=31	47%	N=148	27%	N=85	2%	N=7	14%	N=44	100%	N=315
Power (electric and/or gas) utility	10%	N=32	52%	N=165	31%	N=97	6%	N=18	2%	N=5	100%	N=317
Utility billing	8%	N=26	42%	N=135	34%	N=110	8%	N=26	7%	N=23	100%	N=319
City parks	19%	N=61	55%	N=173	15%	N=48	2%	N=8	9%	N=27	100%	N=317
Recreation programs or classes	9%	N=27	38%	N=119	15%	N=46	2%	N=5	36%	N=113	100%	N=311
Recreation centers or facilities	7%	N=22	39%	N=120	17%	N=53	4%	N=12	33%	N=101	100%	N=308
Land use, planning and zoning	2%	N=8	21%	N=65	31%	N=96	20%	N=63	26%	N=79	100%	N=311
Code enforcement (weeds, abandoned buildings, etc.)	3%	N=11	17%	N=52	29%	N=91	19%	N=59	31%	N=98	100%	N=311
Animal control	7%	N=20	28%	N=88	23%	N=73	11%	N=35	30%	N=95	100%	N=313
Economic development	5%	N=16	26%	N=80	31%	N=98	17%	N=53	21%	N=65	100%	N=313
Health services	14%	N=43	44%	N=138	25%	N=77	4%	N=11	13%	N=42	100%	N=311
Public library services	18%	N=56	52%	N=164	12%	N=36	2%	N=5	16%	N=51	100%	N=313
Public information services	8%	N=24	39%	N=121	19%	N=60	3%	N=11	31%	N=96	100%	N=312
Cable television	5%	N=16	21%	N=65	25%	N=77	14%	N=43	35%	N=110	100%	N=312
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	6%	N=18	27%	N=83	15%	N=47	7%	N=21	46%	N=145	100%	N=313
Preservation of natural areas such as open space, farmlands and greenbelts	5%	N=16	34%	N=107	34%	N=108	9%	N=29	17%	N=54	100%	N=315
Asheville open space	5%	N=15	38%	N=119	33%	N=102	11%	N=33	14%	N=44	100%	N=314
City-sponsored special events	7%	N=20	38%	N=116	28%	N=87	7%	N=21	20%	N=62	100%	N=307
Overall customer service by Asheville employees (police, receptionists, planners, etc.)	14%	N=43	42%	N=130	25%	N=79	8%	N=26	11%	N=35	100%	N=312

Table 44: 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	
The City of Asheville	8%	N=25	52%	N=167	29%	N=94	5%	N=17	6%	N=18	100%	N=321
The Federal Government	3%	N=10	25%	N=82	42%	N=135	14%	N=44	16%	N=50	100%	N=321

Table 45: Question 12

Please rate the following categories of Asheville government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Asheville	3%	N=9	25%	N=81	39%	N=126	19%	N=60	14%	N=43	100%	N=320
The overall direction that Asheville is taking	5%	N=16	31%	N=99	42%	N=135	13%	N=41	9%	N=29	100%	N=319
The job Asheville government does at welcoming citizen involvement	5%	N=15	29%	N=92	34%	N=107	13%	N=41	20%	N=64	100%	N=319
Overall confidence in Asheville government	3%	N=9	29%	N=93	43%	N=136	16%	N=52	9%	N=28	100%	N=319
Generally acting in the best interest of the community	4%	N=12	30%	N=95	42%	N=133	14%	N=45	11%	N=35	100%	N=319

Please rate the following categories of Asheville government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Being honest	4%	N=13	25%	N=79	34%	N=108	14%	N=43	24%	N=76	100%	N=320
Treating all residents fairly	5%	N=15	21%	N=66	35%	N=112	20%	N=63	20%	N=63	100%	N=319

Table 46: Question 13

Please rate how important, if at all, you think it is for the Asheville 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 Asheville	39%	N=127	45%	N=146	15%	N=50	1%	N=2	100%	N=325
Overall ease of getting to the places you usually have to visit	29%	N=95	56%	N=183	13%	N=43	1%	N=3	100%	N=324
Quality of overall natural environment in Asheville	51%	N=165	37%	N=122	11%	N=35	1%	N=4	100%	N=326
Overall "built environment" of Asheville (including overall design, buildings, parks and transportation systems)	42%	N=135	40%	N=128	16%	N=53	2%	N=7	100%	N=323
Health and wellness opportunities in Asheville	33%	N=106	48%	N=157	17%	N=55	2%	N=7	100%	N=324
Overall opportunities for education and enrichment	40%	N=130	42%	N=137	17%	N=56	0%	N=1	100%	N=324
Overall economic health of Asheville	57%	N=186	36%	N=117	7%	N=22	0%	N=1	100%	N=326
Sense of community	38%	N=124	45%	N=145	15%	N=48	3%	N=8	100%	N=325

Table 47: Question 14

Please indicate how important, if at all, each of the following investments is for the City of Asheville:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Improving roads	33%	N=108	47%	N=154	18%	N=57	1%	N=2	1%	N=4	100%	N=325
Recreation centers and youth programs	21%	N=68	48%	N=157	25%	N=80	2%	N=8	4%	N=12	100%	N=326
Maintenance of public buildings	11%	N=36	50%	N=161	37%	N=121	1%	N=3	1%	N=4	100%	N=326
Public safety including police, fire and emergency preparedness	43%	N=141	41%	N=133	15%	N=48	1%	N=4	0%	N=1	100%	N=327
Environmental protection and sustainability	48%	N=158	39%	N=126	11%	N=35	1%	N=4	1%	N=2	100%	N=326
Sidewalks, bikeways and greenways	48%	N=157	36%	N=116	14%	N=44	2%	N=6	0%	N=1	100%	N=326
Affordable housing development	50%	N=163	32%	N=104	13%	N=43	2%	N=7	2%	N=8	100%	N=325
Public transportation	35%	N=113	42%	N=138	16%	N=52	3%	N=11	4%	N=13	100%	N=327
Systems to maximize food security	33%	N=107	32%	N=106	20%	N=65	5%	N=17	10%	N=31	100%	N=325

Table 48: Question 15

In the last 12 months, about how many times, if at all have your or other household members:	2 times a week or more		2-4 times a month		Once a month		Not at all		Total	
Watched a local public meeting online	2%	N=7	2%	N=5	17%	N=55	79%	N=259	100%	N=327
Watched a local public meeting on television	2%	N=8	5%	N=18	19%	N=60	74%	N=240	100%	N=325
Watched a City of Asheville video on YouTube	1%	N=4	3%	N=11	13%	N=43	82%	N=266	100%	N=325
Visited a City of Asheville government website	4%	N=15	15%	N=49	31%	N=100	50%	N=162	100%	N=325
Read City of Asheville government news on the City blog	2%	N=7	5%	N=17	13%	N=42	80%	N=258	100%	N=324
Ready City of Asheville government news through an e-newsletter	2%	N=6	7%	N=23	11%	N=36	80%	N=257	100%	N=322
Read City of Asheville government news through social media	9%	N=29	16%	N=53	19%	N=62	55%	N=179	100%	N=324

Table 49: Question 16

In planning future development, how important, if at all, are each of the following to the City of Asheville's identity and character?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
A place to work	65%	N=212	29%	N=93	5%	N=16	0%	N=2	1%	N=3	100%	N=325
A place to shop	14%	N=45	30%	N=98	47%	N=150	9%	N=28	0%	N=0	100%	N=320
A place to live	66%	N=214	26%	N=85	7%	N=24	1%	N=2	0%	N=0	100%	N=325
A place for entertainment and community events	26%	N=84	47%	N=152	25%	N=79	2%	N=7	0%	N=1	100%	N=323
A place where social services are available	31%	N=98	41%	N=131	25%	N=79	3%	N=9	1%	N=3	100%	N=321
A place to worship	16%	N=53	22%	N=71	26%	N=84	29%	N=95	6%	N=20	100%	N=322
A place with a variety of good transportation options	35%	N=112	42%	N=135	20%	N=66	2%	N=6	1%	N=5	100%	N=324

Table 50: 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	4%	N=12	2%	N=7	6%	N=18	15%	N=48	74%	N=241	100%	N=326
Purchase goods or services from a business located in Asheville	0%	N=1	1%	N=4	10%	N=33	54%	N=174	35%	N=112	100%	N=324
Eat at least 5 portions of fruits and vegetables a day	3%	N=11	9%	N=28	24%	N=77	40%	N=128	24%	N=78	100%	N=323
Participate in moderate or vigorous physical activity	2%	N=8	7%	N=21	22%	N=72	38%	N=122	31%	N=100	100%	N=323
Read or watch local news (via television, paper, computer, etc.)	4%	N=13	11%	N=34	17%	N=56	28%	N=90	40%	N=130	100%	N=324
Vote in local elections	10%	N=33	3%	N=8	7%	N=22	21%	N=66	60%	N=193	100%	N=323

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	29%	N=94
Very good	42%	N=137
Good	22%	N=72
Fair	4%	N=14
Poor	2%	N=8
Total	100%	N=326

Table 52: 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	4%	N=14
Somewhat positive	27%	N=85
Neutral	48%	N=155
Somewhat negative	19%	N=60
Very negative	2%	N=7
Total	100%	N=322

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	56%	N=183
Working part time for pay	14%	N=45
Unemployed, looking for paid work	2%	N=7
Unemployed, not looking for paid work	3%	N=10
Fully retired	24%	N=79
Total	100%	N=325

Table 54: Question D5

Do you work inside the boundaries of Asheville?	Percent	Number
Yes, outside the home	52%	N=159
Yes, from home	14%	N=43
No	34%	N=102
Total	100%	N=304

Table 55: Question D6

How many years have you lived in Asheville?	Percent	Number
Less than 2 years	13%	N=44
2 to 5 years	20%	N=64
6 to 10 years	12%	N=38
11 to 20 years	20%	N=66
More than 20 years	35%	N=115
Total	100%	N=326

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	61%	N=197
Building with two or more homes (duplex, townhome, apartment or condominium)	37%	N=122
Mobile home	0%	N=2
Other	2%	N=5
Total	100%	N=325

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	48%	N=154
Owned	52%	N=167
Total	100%	N=322

Table 58: 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	7%	N=21
$300 to $599 per month	15%	N=46
$600 to $999 per month	31%	N=97
$1,000 to $1,499 per month	30%	N=95
$1,500 to $2,499 per month	11%	N=35
$2,500 or more per month	6%	N=20
Total	100%	N=315

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	81%	N=264
Yes	19%	N=62
Total	100%	N=326

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	71%	N=233
Yes	29%	N=93
Total	100%	N=326

Table 61: 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	21%	N=65
$25,000 to $49,999	29%	N=90
$50,000 to $99,999	34%	N=105
$100,000 to $149,999	12%	N=36
$150,000 or more	4%	N=14
Total	100%	N=310

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=301
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=14
Total	100%	N=315

Table 63: 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	3%	N=11
Asian, Asian Indian or Pacific Islander	2%	N=5
Black or African American	6%	N=19
White	88%	N=282
Other	5%	N=17

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

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=12
25 to 34 years	26%	N=84
35 to 44 years	15%	N=48
45 to 54 years	18%	N=57
55 to 64 years	11%	N=36
65 to 74 years	15%	N=48
75 years or older	12%	N=38
Total	100%	N=323

Table 65: Question D16

What is your sex?	Percent	Number
Female	53%	N=172
Male	47%	N=150
Total	100%	N=322

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	67%	N=217
Land line	18%	N=57
Both	16%	N=51
Total	100%	N=324

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. The City of Asheville chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database; resort/destination communities with populations less than 175,000.

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%

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 Asheville'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 Asheville'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 Asheville's rating to the benchmark.

In that final column, Asheville'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 Asheville residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

National Benchmark Comparisons

Table 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Asheville	81%	194	371	Similar
Overall image or reputation of Asheville	82%	75	283	Higher
Asheville as a place to live	89%	120	323	Similar
Your neighborhood as a place to live	86%	95	251	Similar
Asheville as a place to raise children	78%	197	315	Similar
Asheville as a place to retire	77%	50	299	Higher
Overall appearance of Asheville	73%	181	296	Similar

Table 68: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Asheville	77%	125	190	Similar
	In your neighborhood during the day	94%	119	287	Similar
	In Asheville's downtown/commercial area during the day	88%	173	242	Similar
Mobility	Overall ease of getting to the places you usually have to visit	71%	79	108	Similar
	Availability of paths and walking trails	47%	204	247	Lower
	Ease of walking in Asheville	49%	198	236	Lower
	Ease of travel by bicycle in Asheville	24%	231	241	Much lower
	Ease of travel by public transportation in Asheville	26%	87	102	Lower
	Ease of travel by car in Asheville	54%	181	238	Similar
	Ease of public parking	26%	83	86	Lower
	Traffic flow on major streets	36%	218	280	Similar
Natural Environment	Quality of overall natural environment in Asheville	83%	63	223	Similar
	Cleanliness of Asheville	63%	163	214	Similar
	Air quality	65%	150	200	Similar
Built Environment	Overall "built environment" of Asheville (including overall design, buildings, parks and transportation systems)	51%	82	103	Similar
	Overall quality of new development in Asheville	55%	155	228	Similar
	Availability of affordable quality housing	11%	240	241	Much lower
	Variety of housing options	26%	218	219	Much lower
	Public places where people want to spend time	70%	44	97	Similar
Economy	Overall economic health of Asheville	50%	77	108	Similar
	Vibrant downtown/commercial area	83%	6	94	Much higher
	Overall quality of business and service establishments in Asheville	72%	67	214	Similar
	Cost of living in Asheville	16%	97	101	Much lower
	Shopping opportunities	75%	62	238	Higher
	Employment opportunities	14%	221	252	Lower
	Asheville as a place to visit	93%	5	115	Much higher
	Asheville as a place to work	36%	262	292	Lower
Recreation and Wellness	Health and wellness opportunities in Asheville	84%	29	105	Similar
	Availability of affordable quality mental health care	34%	74	90	Similar
	Availability of preventive health services	62%	66	176	Similar
	Availability of affordable quality health care	57%	112	207	Similar
	Availability of affordable quality food	65%	67	175	Similar
	Recreational opportunities	78%	26	247	Higher
	Fitness opportunities (including exercise classes and paths or trails, etc.)	73%	42	101	Similar
Education and	Overall opportunities for education and enrichment	81%	42	102	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	86%	21	162	Similar
	Opportunities to attend cultural/arts/music activities	86%	7	237	Much higher
	Adult educational opportunities	76%	20	93	Similar
	K-12 education	64%	143	206	Similar
	Availability of affordable quality child care/preschool	38%	177	205	Similar
Community Engagement	Opportunities to participate in social events and activities	79%	15	202	Higher
	Neighborliness of Asheville	69%	26	97	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	64%	77	230	Similar
	Opportunities to participate in community matters	78%	23	214	Similar
	Opportunities to volunteer	86%	11	210	Higher

Table 69: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Asheville	63%	288	363	Similar
Overall customer service by Asheville employees (police, receptionists, planners, etc.)	62%	262	299	Lower
Value of services for the taxes paid to Asheville	32%	305	332	Lower
Overall direction that Asheville is taking	39%	225	266	Similar
Job Asheville government does at welcoming citizen involvement	42%	190	252	Similar
Overall confidence in Asheville government	35%	81	104	Similar
Generally acting in the best interest of the community	37%	82	103	Similar
Being honest	38%	81	101	Similar
Treating all residents fairly	31%	88	102	Lower
Services provided by the Federal Government	34%	107	198	Similar

Table 70: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	60%	329	353	Lower
	Fire services	91%	233	288	Similar
	Ambulance or emergency medical services	89%	224	284	Similar
	Crime prevention	49%	242	289	Lower
	Fire prevention and education	66%	198	230	Similar
	Animal control	50%	231	275	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	60%	154	226	Similar
Mobility	Traffic enforcement	47%	300	310	Lower
	Street repair	20%	318	352	Lower
	Street cleaning	42%	234	254	Lower
	Street lighting	60%	152	255	Similar
	Snow removal	56%	174	246	Similar
	Sidewalk maintenance	35%	226	259	Lower
	Traffic signal timing	42%	148	199	Similar
	Bus or transit services	33%	157	172	Lower
Natural Environment	Garbage collection	83%	219	287	Similar
	Recycling	78%	191	297	Similar
	Yard waste pick-up	65%	178	213	Similar
	Drinking water	69%	170	271	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	47%	170	205	Similar
	Asheville open space	50%	82	103	Similar
Built Environment	Storm drainage	51%	246	296	Similar
	Sewer services	66%	220	260	Similar
	Power (electric and/or gas) utility	63%	113	120	Lower
	Utility billing	54%	84	93	Similar
	Land use, planning and zoning	31%	221	239	Lower
	Code enforcement (weeds, abandoned buildings, etc.)	30%	254	294	Lower
	Cable television	41%	134	154	Similar
Economy	Economic development	39%	168	226	Similar
Recreation and Wellness	City parks	81%	177	263	Similar
	Recreation programs or classes	74%	163	271	Similar
	Recreation centers or facilities	69%	148	222	Similar
	Health services	67%	74	152	Similar
Education and Enrichment	City-sponsored special events	56%	89	110	Similar
	Public library services	84%	221	278	Similar
Community Engagement	Public information services	67%	146	229	Similar

Table 71: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	65%	131	251	Similar
Recommend living in Asheville to someone who asks	80%	167	223	Similar
Remain in Asheville for the next five years	83%	137	219	Similar
Contacted Asheville (in-person, phone, email or web) for help or information	38%	203	256	Similar

Table 72: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	31%	61	90	Similar
	Did NOT report a crime to the police	79%	48	99	Similar
	Household member was NOT a victim of a crime	91%	78	217	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	17%	53	82	Lower
	Carpooled with other adults or children instead of driving alone	53%	14	96	Similar
	Walked or biked instead of driving	60%	36	99	Similar
Natural Environment	Made efforts to conserve water	86%	31	92	Similar
	Made efforts to make your home more energy efficient	79%	35	93	Similar
	Recycle at home	94%	54	204	Similar
Built Environment	Did NOT observe a code violation or other hazard in Asheville	45%	68	93	Similar
	NOT experiencing housing costs stress	68%	105	201	Similar
Economy	Purchase goods or services from a business located in Asheville	98%	16	96	Similar
	Economy will have positive impact on income	31%	46	203	Similar
	Work inside boundaries of Asheville	66%	9	96	Much higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Used Asheville recreation centers or their services	60%	66	186	Similar
	Visited a neighborhood park or City park	86%	97	218	Similar
	Eat at least 5 portions of fruits and vegetables a day	88%	19	93	Similar
	Participate in moderate or vigorous physical activity	91%	7	94	Similar
	In very good to excellent health	71%	24	95	Similar
Education and Enrichment	Used Asheville public libraries or their services	71%	72	191	Similar
	Participated in religious or spiritual activities in Asheville	50%	83	158	Similar
	Attended City-sponsored event	61%	21	98	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	41%	1	89	Higher
	Contacted Asheville elected officials (in-person, phone, email or web) to express your opinion	23%	14	96	Similar
	Volunteered your time to some group/activity in Asheville	60%	14	209	Higher
	Participated in a club	41%	23	183	Higher
	Talked to or visited with your immediate neighbors	93%	30	96	Similar
	Done a favor for a neighbor	89%	11	92	Similar
	Attended a local public meeting	24%	74	210	Similar
	Watched (online or on television) a local public meeting	26%	105	173	Similar
	Read or watch local news (via television, paper, computer, etc.)	85%	63	95	Similar
	Vote in local elections	87%	22	203	Similar

Communities included in national comparisons

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

Adams County, CO 441,603
Airway Heights city, WA 6,114
Albany city, OR 50,158
Albemarle County, VA.... 98,970
Albert Lea city, MN.... 18,016
Algonquin village, IL.... 30,046
Aliso Viejo city, CA 47,823
Altoona city, IA 14,541
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
Apple Valley town, CA 69,135
Arapahoe County, CO....572,003
Arkansas City city, AR.... 366
Arlington city, TX 365,438
Arlington County, VA....207,627
Arvada city, CO....106,433
Asheville city, NC 83,393
Ashland city, OR 20,078
Ashland town, VA.... 7,225
Auburn city, AL 53,380
Auburn city, WA.... 70,180
Augusta CCD, GA 134,777
Aurora city, CO 325,078
Austin city, TX 790,390
Bainbridge Island city, WA.... 23,025
Baltimore city, MD....620,961
Battle Creek city, MI.... 52,347
Bay City city, MI.... 34,932
Baytown city, TX.... 71,802
Bedford city, TX 46,979
Bedford town, MA 13,320
Bellevue city, WA 122,363
Bellingham city, WA 80,885
Beltrami County, MN 44,442
Benbrook city, TX.... 21,234
Bend city, OR.... 76,639
Benicia city, CA 26,997
Bettendorf city, IA.... 33,217
Billings city, MT....104,170
Blaine city, MN.... 57,186
Bloomfield Hills city, MI 3,869
Bloomington city, MN 82,893
Blue Springs city, MO 52,575
Boise City city, ID 205,671
Boone County, KY 118,811
Boulder city, CO 97,385
Bowling Green city, KY 58,067
Brentwood city, MO.... 8,055
Brentwood city, TN 37,060

Brighton city, CO 33,352
Bristol city, TN 26,702
Broken Arrow city, OK 98,850
Brookfield city, WI 37,920
Brookline CDP, MA 58,732
Broomfield city, CO 55,889
Brownsburg town, IN 21,285
Bryan city, TX 76,201
Burien city, WA 33,313
Burleson city, TX 36,690
Cabarrus County, NC 178,011
Cambridge city, MA 105,162
Canton city, SD 3,057
Cape Coral city, FL 154,305
Cape Girardeau city, MO 37,941
Carlisle borough, PA 18,682
Carlsbad city, CA 105,328
Cartersville city, GA 19,731
Cary town, NC 135,234
Casa Grande city, AZ 48,571
Casper city, WY 55,316
Castine town, ME 1,366
Castle Pines North city, CO 10,360
Castle Rock town, CO 48,231
Centennial city, CO 100,377
Centralia city, IL 13,032
Chambersburg borough, PA 20,268
Chandler city, AZ 236,123
Chanhassen city, MN 22,952
Chapel Hill town, NC 57,233
Charlotte city, NC 731,424
Charlotte County, FL 159,978
Charlottesville city, VA 43,475
Chattanooga city, TN 167,674
Chesterfield County, VA 316,236
Chippewa Falls city, WI 13,661
Citrus Heights city, CA 83,301
Clackamas County, OR 375,992
Clarendon Hills village, IL 8,427
Clayton city, MO 15,939
Clearwater city, FL 107,685
Cleveland Heights city, OH 46,121
Clive city, IA 15,447
Clovis city, CA 95,631
College Park city, MD 30,413
College Station city, TX 93,857
Colleyville city, TX 22,807
Collinsville city, IL 25,579
Columbia city, MO 108,500
Columbia city, SC 129,272
Columbus city, WI 4,991
Commerce City city, CO 45,913
Concord city, CA 122,067
Concord town, MA 17,668
Cookeville city, TN 30,435
Coon Rapids city, MN 61,476
Copperas Cove city, TX 32,032
Coronado city, CA 18,912
Corvallis city, OR 54,462
Creve Coeur city, MO 17,833
Cross Roads town, TX 1,563
Crystal Lake city, IL 40,743
Dade City city, FL 6,437
Dakota County, MN 398,552
Dallas city, OR 14,583
Dallas city, TX 1,197,816
Danville city, KY 16,218
Dardenne Prairie city, MO 11,494
Davenport city, IA 99,685
Davidson town, NC 10,944
Decatur city, GA 19,335
Del Mar city, CA 4,161
Delray Beach city, FL 60,522
Denison city, TX 22,682
Denver city, CO 600,158
Derby city, KS 22,158
Des Peres city, MO 8,373
Destin city, FL 12,305
Dorchester County, MD 32,618
Dothan city, AL 65,496
Douglas County, CO 285,465
Dover city, NH 29,987
Dublin city, CA 46,036
Duluth city, MN 86,265
Duncanville city, TX 38,524
Durham city, NC 228,330
Eagle town, CO 6,508
East Baton Rouge Parish, LA 440,171
East Grand Forks city, MN 8,601
East Lansing city, MI 48,579
Eau Claire city, WI 65,883
Eden Prairie city, MN 60,797
Edgerton city, KS 1,671
Edina city, MN 47,941
Edmond city, OK 81,405
Edmonds city, WA 39,709
El Cerrito city, CA 23,549
El Dorado County, CA 181,058
El Paso city, TX 649,121
Elk Grove city, CA 153,015
Elk River city, MN 22,974
Elko New Market city, MN 4,110
Elmhurst city, IL 44,121
Encinitas city, CA 59,518
Englewood city, CO 30,255
Erie town, CO 18,135
Escambia County, FL 297,619
Estes Park town, CO 5,858
Fairview town, TX 7,248
Farmington Hills city, MI 79,740
Fayetteville city, NC 200,564
Fishers town, IN 76,794
Flagstaff city, AZ 65,870
Flower Mound town, TX 64,669
Forest Grove city, OR 21,083
Fort Collins city, CO 143,986
Fort Smith city, AR 86,209
Fort Worth city, TX 741,206
Fountain Hills town, AZ 22,489
Franklin city, TN 62,487
Fredericksburg city, VA 24,286
Fremont city, CA 214,089
Friendswood city, TX 35,805
Fruita city, CO 12,646
Gahanna city, OH 33,248
Gaithersburg city, MD 59,933
Galveston city, TX 47,743
Gardner city, KS 19,123
Geneva city, NY 13,261
Georgetown city, TX 47,400
Germantown city, TN 38,844
Gilbert town, AZ 208,453
Gillette city, WY 29,087
Glendora city, CA 50,073
Globe city, AZ 7,532
Golden Valley city, MN 20,371
Goodyear city, AZ 65,275
Grafton village, WI 11,459
Grand Blanc city, MI 8,276
Grand Island city, NE 48,520

Grass Valley city, CA 12,860
Greeley city, CO 92,889
Green Valley CDP, AZ 21,391
Greenwood Village city, CO 13,925
Greer city, SC 25,515
Guilford County, NC 488,406
Gunnison County, CO 15,324
Gurnee village, IL 31,295
Hailey city, ID 7,960
Haines Borough, AK 2,508
Hallandale Beach city, FL 37,113
Hamilton city, OH 62,477
Hanover County, VA 99,863
Harrisonburg city, VA 48,914
Harrisonville city, MO 10,019
Hayward city, CA 144,186
Henderson city, NV 257,729
Herndon town, VA 23,292
High Point city, NC 104,371
Highland Park city, IL 29,763
Highlands Ranch CDP, CO 96,713
Hillsborough town, NC 6,087
Holland city, MI 33,051
Honolulu County, HI 953,207
Hooksett town, NH 13,451
Hopkins city, MN 17,591
Hopkinton town, MA 14,925
Hoquiam city, WA 8,726
Hudson city, OH 22,262
Hudson town, CO 2,356
Hudsonville city, MI 7,116
Huntersville town, NC 46,773
Hurst city, TX 37,337
Hutchinson city, MN 14,178
Hutto city, TX 14,698
Hyattsville city, MD 17,557
Independence city, MO 116,830
Indian Trail town, NC 33,518
Indianola city, IA 14,782
Iowa City city, IA 67,862
Issaquah city, WA 30,434
Jackson County, MI 160,248
James City County, VA 67,009
Jefferson City city, MO 43,079
Jefferson County, CO 534,543
Jefferson County, NY 116,229
Jerome city, ID 10,890
Johnson City city, TN 63,152
Johnston city, IA 17,278
Jupiter town, FL 55,156
Kalamazoo city, MI 74,262
Kansas City city, KS 145,786
Kansas City city, MO 459,787
Keizer city, OR 36,478
Kenmore city, WA 20,460
Kennedale city, TX 6,763
Kennett Square borough, PA 6,072
Kettering city, OH 56,163
King County, WA 1,931,249
Kirkland city, WA 48,787
La Mesa city, CA 57,065
La Plata town, MD 8,753
La Porte city, TX 33,800
La Vista city, NE 15,758
Lafayette city, CO 24,453
Laguna Beach city, CA 22,723
Laguna Hills city, CA 30,344
Laguna Niguel city, CA 62,979
Lake Oswego city, OR 36,619
Lake Zurich village, IL 19,631
Lakeville city, MN 55,954
Lakewood city, CO 142,980
Lane County, OR 351,715
Larimer County, CO 299,630
Las Cruces city, NM 97,618
Las Vegas city, NV 583,756
Lawrence city, KS 87,643
League City city, TX 83,560
Lee's Summit city, MO 91,364
Lehi city, UT 47,407
Lenexa city, KS 48,190
Lewis County, NY 27,087
Lincoln city, NE 258,379
Lindsborg city, KS 3,458
Littleton city, CO 41,737
Livermore city, CA 80,968
Lombard village, IL 43,165
Lone Tree city, CO 10,218
Longmont city, CO 86,270
Longview city, TX 80,455
Los Alamos County, NM 17,950
Louisville city, CO 18,376
Lynchburg city, VA 75,568
Lynnwood city, WA 35,836
Madison city, WI 233,209
Mankato city, MN 39,309
Maple Grove city, MN 61,567
Maple Valley city, WA 22,684
Maricopa County, AZ 3,817,117
Maryland Heights city, MO 27,472
Matthews town, NC 27,198
McAllen city, TX 129,877
McDonough city, GA 22,084
McKinney city, TX 131,117
McMinnville city, OR 32,187
Medford city, OR 74,907
Menlo Park city, CA 32,026
Mercer Island city, WA 22,699
Meridian charter township, MI 39,688
Meridian city, ID 75,092
Merriam city, KS 11,003
Mesa County, CO 146,723
Miami Beach city, FL 87,779
Miami city, FL 399,457
Midland city, MI 41,863
Milford city, DE 9,559
Milton city, GA 32,661
Minneapolis city, MN 382,578
Mission Viejo city, CA 93,305
Modesto city, CA 201,165
Monterey city, CA 27,810
Montgomery County, VA 94,392
Monument town, CO 5,530
Mooresville town, NC 32,711
Morristown city, TN 29,137
Morrisville town, NC 18,576
Moscow city, ID 23,800
Mountain Village town, CO 1,320
Mountlake Terrace city, WA 19,909
Muscatine city, IA 22,886
Naperville city, IL 141,853
Needham CDP, MA 28,886
New Braunfels city, TX 57,740
New Brighton city, MN 21,456
New Hanover County, NC 202,667
New Orleans city, LA 343,829
New Smyrna Beach city, FL 22,464
Newberg city, OR 22,068
Newport Beach city, CA 85,186
Newport News city, VA 180,719

Newton city, IA 15,254
Noblesville city, IN 51,969
Nogales city, AZ 20,837
Norfolk city, VA 242,803
Northglenn city, CO 35,789
Novato city, CA 51,904
Novi city, MI 55,224
O'Fallon city, IL 28,281
O'Fallon city, MO 79,329
Oak Park village, IL 51,878
Oakland Park city, FL 41,363
Oakley city, CA 35,432
Ogdensburg city, NY 11,128
Oklahoma City city, OK 579,999
Olathe city, KS 125,872
Old Town city, ME 7,840
Olmsted County, MN 144,248
Orland Park village, IL 56,767
Oshkosh city, WI 66,083
Otsego County, MI 24,164
Overland Park city, KS 173,372
Oviedo city, FL 33,342
Paducah city, KY 25,024
Palm Coast city, FL 75,180
Palo Alto city, CA 64,403
Papillion city, NE 18,894
Park City city, UT 7,558
Parker town, CO 45,297
Parkland city, FL 23,962
Pasadena city, CA 137,122
Pasco city, WA 59,781
Pasco County, FL 464,697
Pearland city, TX 91,252
Peoria city, AZ 154,065
Peoria city, IL 115,007
Peoria County, IL 186,494
Petoskey city, MI 5,670
Pflugerville city, TX 46,936
Phoenix city, AZ 1,445,632
Pinal County, AZ 375,770
Pinehurst village, NC 13,124
Piqua city, OH 20,522
Pitkin County, CO 17,148
Platte City city, MO 4,691
Plymouth city, MN 70,576
Pocatello city, ID 54,255
Polk County, IA 430,640
Port Huron city, MI 30,184
Port Orange city, FL 56,048
Portland city, OR 583,776
Post Falls city, ID 27,574
Prince William County, VA 402,002
Prior Lake city, MN 22,796
Provo city, UT 112,488
Pueblo city, CO 106,595
Purcellville town, VA 7,727
Queen Creek town, AZ 26,361
Radnor township, PA 31,531
Ramsey city, MN 23,668
Rapid City city, SD 67,956
Raymore city, MO 19,206
Redmond city, WA 54,144
Rehoboth Beach city, DE 1,327
Reno city, NV 225,221
Reston CDP, VA 58,404
Richmond city, CA 103,701
Richmond Heights city, MO 8,603
Rifle city, CO 9,172
River Falls city, WI 15,000
Riverdale city, UT 8,426
Riverside city, CA 303,871
Riverside city, MO 2,937
Rochester Hills city, MI 70,995
Rock Hill city, SC 66,154
Rockford city, IL 152,871
Rockville city, MD 61,209
Rogers city, MN 8,597
Rolla city, MO 19,559
Roselle village, IL 22,763
Roswell city, GA 88,346
Round Rock city, TX 99,887
Royal Oak city, MI 57,236
Saco city, ME 18,482
Sahuarita town, AZ 25,259
Sammamish city, WA 45,780
San Anselmo town, CA 12,336
San Antonio city, TX 1,327,407
San Carlos city, CA 28,406
San Diego city, CA 1,307,402
San Francisco city, CA 805,235
San Jose city, CA 945,942
San Juan County, NM 130,044
San Marcos city, CA 83,781
San Marcos city, TX 44,894
San Rafael city, CA 57,713
Sandy Springs city, GA 93,853
Sanford city, FL 53,570
Sangamon County, IL 197,465
Santa Clarita city, CA 176,320
Santa Fe County, NM 144,170
Santa Monica city, CA 89,736
Sarasota County, FL 379,448
Savage city, MN 26,911
Scarborough CDP, ME 4,403
Schaumburg village, IL 74,227
Scott County, MN 129,928
Scottsdale city, AZ 217,385
Seaside city, CA 33,025
SeaTac city, WA 26,909
Sevierville city, TN 14,807
Shawnee city, KS 62,209
Sheboygan city, WI 49,288
Shoreview city, MN 25,043
Shorewood city, MN 7,307
Shorewood village, IL 15,615
Shorewood village, WI 13,162
Sioux Center city, IA 7,048
Sioux Falls city, SD 153,888
Skokie village, IL 64,784
Snellville city, GA 18,242
Snowmass Village town, CO 2,826
South Kingstown town, RI 30,639
South Lake Tahoe city, CA 21,403
South Portland city, ME 25,002
Southborough town, MA 9,767
Southlake city, TX 26,575
Sparks city, NV 90,264
Spokane Valley city, WA 89,755
Spring Hill city, KS 5,437
Springboro city, OH 17,409
Springfield city, MO 159,498
Springfield city, OR 59,403
Springville city, UT 29,466
St. Charles city, IL 32,974
St. Cloud city, FL 35,183
St. Cloud city, MN 65,842
St. Joseph city, MO 76,780
St. Louis County, MN 200,226
St. Louis Park city, MN 45,250
Stallings town, NC 13,831

State College borough, PA 42,034
Sterling Heights city, MI 129,699
Sugar Grove village, IL 8,997
Sugar Land city, TX..... 78,817
Summit city, NJ..... 21,457
Summit County, UT..... 36,324
Sunnyvale city, CA 140,081
Surprise city, AZ.....117,517
Suwanee city, GA..... 15,355
Tacoma city, WA.....198,397
Takoma Park city, MD 16,715
Tamarac city, FL 60,427
Temecula city, CA 100,097
Tempe city, AZ 161,719
Temple city, TX..... 66,102
The Woodlands CDP, TX..... 93,847
Thornton city, CO.....118,772
Thousand Oaks city, CA.....126,683
Tigard city, OR..... 48,035
Tracy city, CA 82,922
Tualatin city, OR 26,054
Tulsa city, OK 391,906
Twin Falls city, ID 44,125
Tyler city, TX 96,900
Umatilla city, OR 6,906
Upper Arlington city, OH..... 33,771
Urbandale city, IA 39,463
Vail town, CO..... 5,305
Vancouver city, WA 161,791
Vestavia Hills city, AL 34,033
Victoria city, MN..... 7,345
Virginia Beach city, VA.....437,994
Wake Forest town, NC..... 30,117
Walnut Creek city, CA..... 64,173
Washington County, MN 238,136
Washoe County, NV 421,407
Watauga city, TX 23,497
Wauwatosa city, WI 46,396
Waverly city, IA 9,874
Weddington town, NC 9,459
Wentzville city, MO..... 29,070
West Carrollton city, OH 13,143
West Chester borough, PA..... 18,461
West Des Moines city, IA..... 56,609
West Richland city, WA..... 11,811
Westerville city, OH..... 36,120
Westlake town, TX 992
Westminster city, CO.....106,114
Weston town, MA..... 11,261
Wheat Ridge city, CO 30,166
White House city, TN 10,255
Wichita city, KS.....382,368
Williamsburg city, VA..... 14,068
Wilmington city, NC.....106,476
Wilsonville city, OR..... 19,509
Winchester city, VA 26,203
Windsor town, CO 18,644
Windsor town, CT 29,044
Winnetka village, IL 12,187
Winston-Salem city, NC 229,617
Winter Garden city, FL..... 34,568
Woodbury city, MN..... 61,961
Woodland city, CA..... 55,468
Woodland city, WA..... 5,509
Wrentham town, MA 10,955
Yakima city, WA..... 91,067
York County, VA..... 65,464
Yorktown town, IN 9,405

Destination/Resort Communities with Populations less than 175,000 Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Asheville	81%	19	33	Similar
Overall image or reputation of Asheville	82%	11	27	Similar
Asheville as a place to live	89%	14	34	Similar
Your neighborhood as a place to live	86%	12	28	Similar
Asheville as a place to raise children	78%	17	28	Similar
Asheville as a place to retire	77%	17	29	Similar
Overall appearance of Asheville	73%	20	28	Similar

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Asheville	77%	11	14	Lower
	In your neighborhood during the day	94%	16	30	Similar
	In Asheville's downtown/commercial area during the day	88%	23	26	Similar
Mobility	Overall ease of getting to the places you usually have to visit	71%	9	12	Similar
	Availability of paths and walking trails	47%	21	26	Lower
	Ease of walking in Asheville	49%	22	25	Lower
	Ease of travel by bicycle in Asheville	24%	26	26	Much lower
	Ease of travel by public transportation in Asheville	26%	9	10	Lower
	Ease of travel by car in Asheville	54%	16	25	Similar
	Ease of public parking	26%	10	10	Lower
	Traffic flow on major streets	36%	19	30	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Natural Environment	Quality of overall natural environment in Asheville	83%	15	26	Similar
	Cleanliness of Asheville	63%	21	25	Lower
	Air quality	65%	20	24	Lower
Built Environment	Overall "built environment" of Asheville (including overall design, buildings, parks and transportation systems)	51%	10	11	Lower
	Overall quality of new development in Asheville	55%	18	27	Similar
	Availability of affordable quality housing	11%	26	26	Much lower
	Variety of housing options	26%	24	25	Lower
	Public places where people want to spend time	70%	8	10	Similar
Economy	Overall economic health of Asheville	50%	7	11	Similar
	Vibrant downtown/commercial area	83%	1	10	Higher
	Overall quality of business and service establishments in Asheville	72%	7	25	Similar
	Cost of living in Asheville	16%	10	10	Lower
	Shopping opportunities	75%	7	28	Higher
	Employment opportunities	14%	20	26	Similar
	Asheville as a place to visit	93%	5	11	Similar
	Asheville as a place to work	36%	26	31	Lower
Recreation and Wellness	Health and wellness opportunities in Asheville	84%	5	11	Similar
	Availability of affordable quality mental health care	34%	8	10	Similar
	Availability of preventive health services	62%	7	23	Similar
	Availability of affordable quality health care	57%	11	26	Similar
	Availability of affordable quality food	65%	6	19	Similar
	Recreational opportunities	78%	8	27	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	73%	7	10	Similar
Education and Enrichment	Overall opportunities for education and enrichment	81%	7	11	Similar
	Opportunities to participate in religious or spiritual events and activities	86%	6	21	Similar
	Opportunities to attend cultural/arts/music activities	86%	3	29	Higher
	Adult educational opportunities	76%	3	10	Similar
	K-12 education	64%	15	24	Similar
	Availability of affordable quality child care/preschool	38%	18	26	Similar
Community Engagement	Opportunities to participate in social events and activities	79%	5	26	Higher
	Neighborliness of Asheville	69%	5	10	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	64%	8	26	Similar
	Opportunities to participate in community matters	78%	6	27	Similar
	Opportunities to volunteer	86%	6	26	Similar

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Asheville	63%	25	32	Similar
Overall customer service by Asheville employees (police, receptionists, planners, etc.)	62%	28	29	Lower
Value of services for the taxes paid to Asheville	32%	28	30	Lower
Overall direction that Asheville is taking	39%	27	32	Similar
Job Asheville government does at welcoming citizen involvement	42%	22	29	Similar
Overall confidence in Asheville government	35%	8	11	Similar
Generally acting in the best interest of the community	37%	8	11	Similar
Being honest	38%	8	11	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Treating all residents fairly	31%	10	11	Lower
Services provided by the Federal Government	34%	12	25	Similar

Table 76: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	60%	30	31	Lower
	Fire services	91%	23	27	Similar
	Ambulance or emergency medical services	89%	24	28	Similar
	Crime prevention	49%	29	32	Lower
	Fire prevention and education	66%	23	28	Similar
	Animal control	50%	22	23	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	60%	18	27	Similar
Mobility	Traffic enforcement	47%	31	31	Lower
	Street repair	20%	26	30	Lower
	Street cleaning	42%	26	28	Lower
	Street lighting	60%	17	31	Similar
	Snow removal	56%	9	16	Similar
	Sidewalk maintenance	35%	23	27	Lower
	Traffic signal timing	42%	20	25	Similar
	Bus or transit services	33%	22	24	Lower
Natural Environment	Garbage collection	83%	23	28	Similar
	Recycling	78%	19	28	Similar
	Yard waste pick-up	65%	20	22	Lower
	Drinking water	69%	13	29	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	47%	19	23	Similar
	Asheville open space	50%	9	10	Lower
Built Environment	Storm drainage	51%	25	29	Similar
	Sewer services	66%	23	27	Similar
	Power (electric and/or gas) utility	63%	16	16	Lower
	Utility billing	54%	9	10	Lower
	Land use, planning and zoning	31%	21	25	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	30%	26	28	Lower
	Cable television	41%	17	20	Similar
Economy	Economic development	39%	13	24	Similar
Recreation and Wellness	City parks	81%	21	26	Similar
	Recreation programs or classes	74%	22	31	Similar
	Recreation centers or facilities	69%	19	27	Similar
	Health services	67%	11	19	Similar
Education and Enrichment	City-sponsored special events	56%	12	12	Lower
	Public library services	84%	22	27	Similar
Community Engagement	Public information services	67%	20	28	Similar

Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	65%	19	29	Similar
Recommend living in Asheville to someone who asks	80%	20	25	Similar
Remain in Asheville for the next five years	83%	17	26	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Contacted Asheville (in-person, phone, email or web) for help or information	38%	25	25	Lower

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	31%	9	10	Lower
	Did NOT report a crime to the police	79%	7	10	Similar
	Household member was NOT a victim of a crime	91%	9	25	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	17%	8	10	Lower
	Carpooled with other adults or children instead of driving alone	53%	4	10	Similar
	Walked or biked instead of driving	60%	8	10	Lower
Natural Environment	Made efforts to conserve water	86%	5	10	Similar
	Made efforts to make your home more energy efficient	79%	1	10	Similar
	Recycle at home	94%	9	25	Similar
Built Environment	Did NOT observe a code violation or other hazard in Asheville	45%	8	10	Similar
	NOT experiencing housing costs stress	68%	5	25	Similar
Economy	Purchase goods or services from a business located in Asheville	98%	4	10	Similar
	Economy will have positive impact on income	31%	5	25	Similar
	Work inside boundaries of Asheville	66%	1	10	Higher
Recreation and Wellness	Used Asheville recreation centers or their services	60%	9	24	Similar
	Visited a neighborhood park or City park	86%	12	25	Similar
	Eat at least 5 portions of fruits and vegetables a day	88%	4	10	Similar
	Participate in moderate or vigorous physical activity	91%	5	10	Similar
	In very good to excellent health	71%	7	10	Similar
Education and Enrichment	Used Asheville public libraries or their services	71%	10	21	Similar
	Participated in religious or spiritual activities in Asheville	50%	11	20	Similar
	Attended City-sponsored event	61%	6	10	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	41%	1	10	Higher
	Contacted Asheville elected officials (in-person, phone, email or web) to express your opinion	23%	5	10	Similar
	Volunteered your time to some group/activity in Asheville	60%	5	25	Higher
	Participated in a club	41%	8	24	Similar
	Talked to or visited with your immediate neighbors	93%	6	10	Similar
	Done a favor for a neighbor	89%	4	10	Similar
	Attended a local public meeting	24%	17	25	Similar
	Watched (online or on television) a local public meeting	26%	16	24	Similar
	Read or watch local news (via television, paper, computer, etc.)	85%	6	10	Similar
	Vote in local elections	87%	5	25	Similar

Communities included in destination/resort communities with populations less than 175,000 comparisons

The communities included in Asheville's custom comparisons are listed below along with their population according to the 2010 Census.

Annapolis city, MD	38,394
Asheville city, NC	83,393
Ashland city, OR	20,078
Bainbridge Island city, WA	23,025
Bend city, OR	76,639
Boulder city, CO	97,385
Cape Coral city, FL	154,305
Casa Grande city, AZ	48,571
Coronado city, CA	18,912
Del Mar city, CA	4,161
Delray Beach city, FL	60,522
Destin city, FL	12,305
Estes Park town, CO	5,858
Flagstaff city, AZ	65,870
Fredericksburg city, VA	24,286
Galveston city, TX	47,743
Green Valley CDP, AZ	21,391
Jupiter town, FL	55,156
Laguna Beach city, CA	22,723
Lake Oswego city, OR	36,619
Miami Beach city, FL	87,779
Monterey city, CA	27,810
Newport Beach city, CA	85,186
Oviedo city, FL	33,342
Palm Coast city, FL	75,180
Park City city, UT	7,558
Petoskey city, MI	5,670
Pitkin County, CO	17,148
Post Falls city, ID	27,574
Queen Creek town, AZ	26,361
Rehoboth Beach city, DE	1,327
Santa Monica city, CA	89,736
Seaside city, CA	33,025
Snowmass Village town, CO	2,826
South Lake Tahoe city, CA	21,403
St. Cloud city, FL	35,183
Surprise city, AZ	117,517
Tempe city, AZ	161,719
Vail town, CO	5,305
Vancouver city, WA	161,791
Williamsburg city, VA	14,068
Winter Garden city, FL	34,568

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. The City of Asheville funded this research.

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.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- 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."

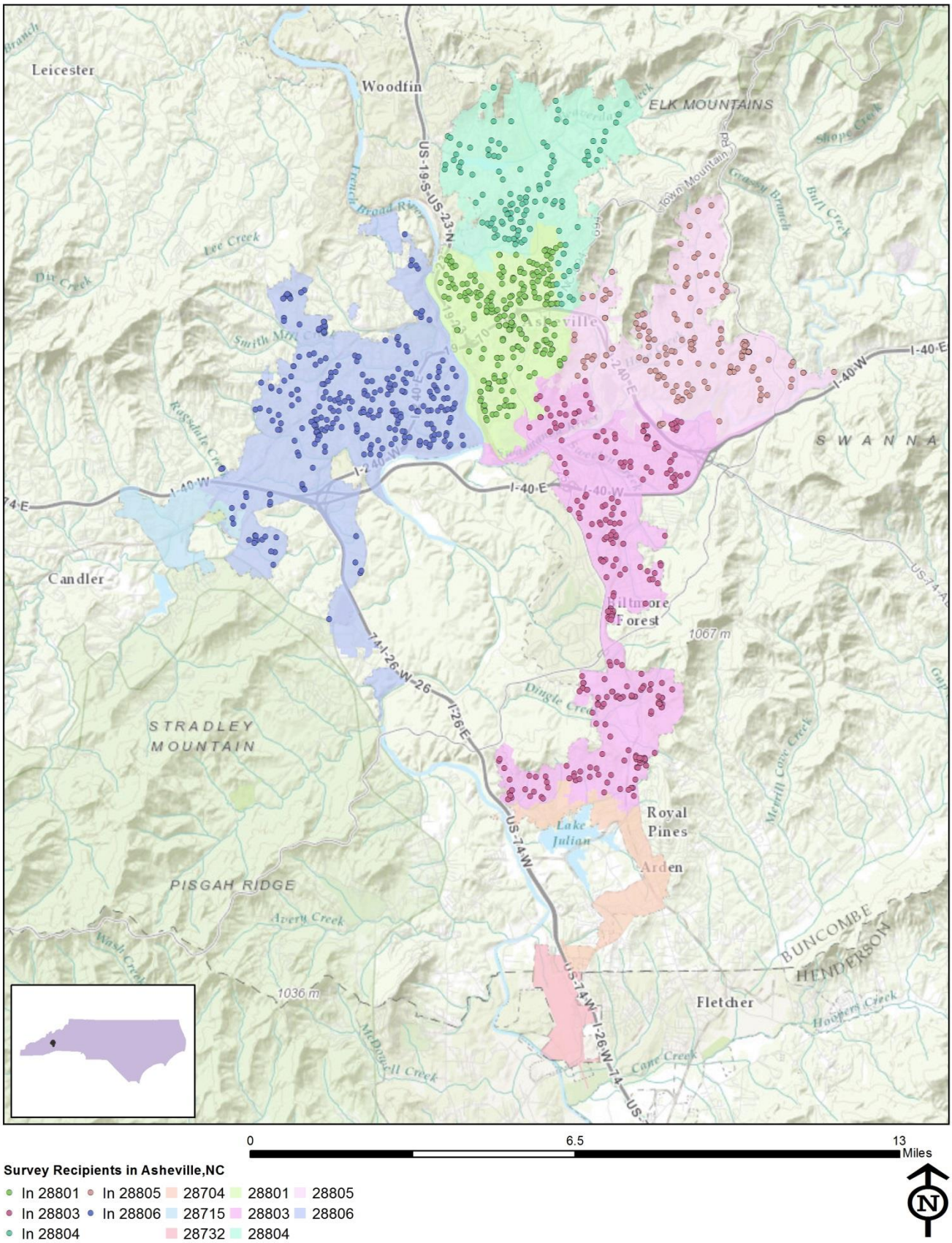
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Asheville were eligible to participate in the survey. A list of all households within the zip codes serving Asheville was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Asheville 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 the City of Asheville boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the five zip codes.

To choose the 1,200 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).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on March 3, 2015. 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. Both cover letters contained paragraphs in Spanish; respondents could opt to take the survey online in their language of preference. Completed surveys were collected over the following six weeks.

About 4% of the 1,200 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 1,148 households that received the survey, 337 completed the survey, providing an overall response rate of 29%. Of the 337 completed surveys, 17 were completed online; all 17 online surveys were completed in English. Additionally, responses were tracked by zip code; response rates by zip code ranged from 26% to 35%.

Table 79: Survey Response Rates by Zip Code

Zip Code	Number mailed	Undeliverable	Eligible	Returned	Response rate
28801	300	17	283	74	26%
28803	300	9	291	84	29%
28804 and 28805	300	15	285	99	35%
28806	300	11	289	80	28%
Overall	1,200	52	1,148	337	29%

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 City of Asheville survey is 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.

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 the City of Asheville. 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, housing unit type, race, sex and age and zip code. 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.

Table 80: Asheville, NC 2015 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	50%	33%	48%
Own home	50%	67%	52%
Detached unit	61%	66%	61%
Attached unit	39%	34%	39%
Race and Ethnicity			
White	82%	88%	84%
Not white	18%	12%	16%
Not Hispanic	95%	98%	95%
Hispanic	5%	2%	5%
Sex and Age			
Female	54%	57%	53%
Male	46%	43%	47%
18-34 years of age	33%	11%	30%
35-54 years of age	33%	28%	32%
55+ years of age	35%	61%	38%
Females 18-34	17%	7%	15%
Females 35-54	17%	16%	17%
Females 55+	20%	34%	22%
Males 18-34	16%	4%	15%
Males 35-54	16%	12%	16%
Males 55+	15%	27%	16%
Zip Code			
28801	19%	22%	19%
28803	26%	25%	26%
28804 and 28805	28%	29%	28%
28806	26%	24%	27%

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 Asheville 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 city!

Sincerely,

Esther E. Manheimer
Mayor/Alcalde

Estimado Residente de Asheville,

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

¡Gracias por ayudar a crear una ciudad mejor!

Atentamente,

Dear Asheville Resident,

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

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¡Gracias por ayudar a crear una ciudad mejor!

Atentamente,

Esther E. Manheimer
Mayor/Alcalde

City of Asheville
P.O. Box 7148
Asheville, NC 28802

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

City of Asheville
P.O. Box 7148
Asheville, NC 28802

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First Class Mail
US Postage
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City of Asheville
Office of the Mayor

P.O. Box 7148
Asheville, NC 28802
(828) 232-4538
Fax 828-259-5499
www.ashevillenc.gov

March 2015

Dear City of Asheville Resident:

Please help us shape the future of Asheville! You have been selected at random to participate in the 2015 Asheville Citizen Survey. Your feedback will help Asheville make decisions that affect our city.

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.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **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/asheville2015.htm

If you have any questions about the survey please call (828) 232-4538.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Asheville:

¡Por favor ayúdenos a moldear el futuro de Asheville! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Asheville del 2015. Sus observaciones le ayudarán a Asheville tomar decisiones que afectarán a nuestra ciudad.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

www.n-r-c.com/survey/asheville2015.htm

Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al (828) 232-4538.

¡Gracias por su tiempo y participación!

Atentamente,

Esther E. Manheimer
Mayor/Alcalde

The City of Asheville is committed to delivering an excellent quality of service to enhance your quality of life

City of Asheville
Office of the Mayor

P.O. Box 7148
Asheville, NC 28802
(828) 232-4538
Fax 828-259-5499
www.ashevillenc.gov

March 2015

Dear City of Asheville Resident:

Here's a second chance if you haven't already responded to the 2015 Asheville Citizen Survey! Your feedback will help Asheville make decisions that affect our city. **(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 Asheville! You have been selected at random to participate in the 2015 Asheville 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.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **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/2015asheville.htm

If you have any questions about the survey please call (828) 232-4538.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Asheville:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Asheville del 2015! Sus observaciones le ayudarán a Asheville tomar decisiones que afectarán a nuestra ciudad. **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Asheville! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Asheville del 2015.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

  www.n-r-c.com/survey/2015asheville.htm

  Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al (828) 232-4538.

¡Gracias por su tiempo y participación!

Atentamente,

Esther E. Manheimer
Mayor/Alcalde

The City of Asheville 2015 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. 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 Asheville:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Asheville as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Asheville as a place to raise children	1	2	3	4	5
Asheville as a place to work	1	2	3	4	5
Asheville as a place to visit	1	2	3	4	5
Asheville as a place to retire	1	2	3	4	5
The overall quality of life in Asheville	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Asheville as a whole:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Overall feeling of safety in Asheville	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 Asheville	1	2	3	4	5
Overall "built environment" of Asheville (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Asheville	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Asheville	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Asheville	1	2	3	4	5

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*
Recommend living in Asheville to someone who asks	1	2	3	4	5
Remain in Asheville for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	Very safe	*Somewhat safe*	*Neither safe nor unsafe*	*Somewhat unsafe*	*Very unsafe*	*Don't know*
In your neighborhood during the day	1	2	3	4	5	6
In Asheville's downtown/commercial areas during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Asheville as a whole:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
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 Asheville	1	2	3	4	5
Ease of travel by public transportation in Asheville	1	2	3	4	5
Ease of travel by bicycle in Asheville	1	2	3	4	5
Ease of walking in Asheville	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 Asheville	1	2	3	4	5
Overall appearance of Asheville	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 Asheville as a whole:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
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 Asheville	1	2	3	4	5
Overall quality of business and service establishments in Asheville	1	2	3	4	5
Vibrant downtown/commercial areas	1	2	3	4	5
Overall quality of new development in Asheville	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 Asheville	1	2	3	4	5

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

	No	*Yes*
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 Asheville (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Asheville	1	2
Reported a crime to the police in Asheville	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Asheville (in-person, phone, email or web) for help or information	1	2
Contacted Asheville 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 Asheville?

	2 times a week or more	*2-4 times a month*	*Once a month or less*	*Not at all*
Used Asheville recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Asheville public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Asheville	1	2	3	4
Attended a City-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 Asheville	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?

	2 times a week or more	*2-4 times a month*	*Once a month or less*	*Not at all*
Attended a local public meeting	1	2	3	4
Watched (online or on television) a local public meeting	1	2	3	4

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10. Please rate the quality of each of the following services in Asheville:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Police/Sheriff 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
Snow removal	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
Power (electric and/or gas) utility	1	2	3	4	5
Utility billing	1	2	3	4	5
City 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
Asheville open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Asheville 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?

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
The City of Asheville	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Asheville government performance:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
The value of services for the taxes paid to Asheville	1	2	3	4	5
The overall direction that Asheville is taking	1	2	3	4	5
The job Asheville government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Asheville 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 Asheville community to focus on each of the following in the coming two years:

	Essential	*Very important*	*Somewhat important*	*Not at all important*
Overall feeling of safety in Asheville	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 Asheville	1	2	3	4
Overall "built environment" of Asheville (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Asheville	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Asheville	1	2	3	4
Sense of community	1	2	3	4

14. Please indicate how important, if at all, each of the following investments is for the City of Asheville:

	Essential	*Very important*	*Somewhat important*	*Not at all important*	*Don't know*
Improving roads	1	2	3	4	5
Recreation centers and youth programs	1	2	3	4	5
Maintenance of public buildings	1	2	3	4	5
Public safety including police, fire and emergency preparedness	1	2	3	4	5
Environmental protection and sustainability	1	2	3	4	5
Sidewalks, bikeways and greenways	1	2	3	4	5
Affordable housing development	1	2	3	4	5
Public transportation	1	2	3	4	5
Systems to maximize food security	1	2	3	4	5

15. In the last 12 months, about how many times, if at all, have you or other household members:

	2 times a week or more	*2-4 times a month*	*Once a month*	*Not at all*
Watched a local public meeting online	1	2	3	4
Watched a local public meeting on television	1	2	3	4
Watched a City of Asheville video on YouTube	1	2	3	4
Visited the City of Asheville government website	1	2	3	4
Read City of Asheville government news on the City blog	1	2	3	4
Read City of Asheville government news through an e-newsletter	1	2	3	4
Read City of Asheville government news through social media	1	2	3	4

16. In planning future development, how important, if at all, are each of the following to the City of Asheville's identity and character?

	Essential	*Very important*	*Somewhat important*	*Not at all important*	*Don't know*
A place to work	1	2	3	4	5
A place to shop	1	2	3	4	5
A place to live	1	2	3	4	5
A place for entertainment and community events	1	2	3	4	5
A place where social services are available	1	2	3	4	5
A place to worship	1	2	3	4	5
A place with a variety of good transportation options	1	2	3	4	5

17. What do you think is the single biggest issue facing Asheville over the next three to five years?

_____

_____

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The City of Asheville 2015 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?

	Never	*Rarely*	*Sometimes*	*Usually*	*Always*
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Asheville	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 Asheville?
❍ Yes, outside the home
❍ Yes, from home
❍ No

D6. How many years have you lived in Asheville?
❍ 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

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 D13 and D14:

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

City of Asheville
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