



THE NCSTM
The National Citizen SurveyTM

Ashland, VA

Comparisons by Demographic Subgroups
2014



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Summary

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

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

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (316 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- When differences were observed between homeowners and renters, homeowners tended to give more positive ratings than renters to many aspects of Community Characteristics and Governance. Homeowners also reported higher rates of Participation than renters. For instance, homeowners gave higher ratings to the overall quality of life in Ashland, Ashland as a place to live, cost of living, the overall quality of Town services, value of services for taxes paid, overall confidence in Ashland government, garbage collection, recycling and Town parks. Homeowners had higher rates of Participation than renters for many activities, including: recycling at home, conserving water, purchasing goods or services in Ashland, contacting Ashland elected officials, volunteering, participating in a club and attending a local public meeting.
- Differences were observed within each of the three pillars among income groups. In general, those in the highest annual household income group (\$100,000 or more per year) tended to give higher ratings than residents with lower household incomes. Some of the aspects that received the highest ratings from residents with the highest incomes were: overall quality of life, Ashland as a place to live, availability of affordable quality housing, cost of living, overall quality of Town services, crime prevention, garbage collection and recycling. Respondents with annual household incomes of \$100,000 or more also reported higher rates of recycling at home, visiting a Town park, attending a Town-sponsored event, contacting Ashland elected officials, participating in a club or visiting with immediate neighbors.
- Differences between residents who reported being white alone, not Hispanic and residents who were Hispanic and/or any other race tended to vary. For instance, residents that were Hispanic and/or any other race gave higher ratings to ease of public parking, ease of travel by car in Ashland, ease of travel by public transportation in Ashland, overall economic health of Ashland, Ashland as a place to work, overall opportunities for education and enrichment, the Federal Government, code enforcement and had a more positive personal economic outlook. Residents that were white alone, not Hispanic gave higher ratings to the variety of housing options in Ashland, K-12 education, several opportunities for Community Engagement, overall confidence in Ashland government, overall customer service provided by Ashland employees, police services, traffic enforcement and snow removal.
- Results by age group tended to vary. In general, residents in the youngest age group (18-34) tended to give lower ratings to aspects of Community Characteristics and Governance than older residents. However, younger residents tended to report higher levels of Participation within the facets of Mobility and Recreation and Wellness.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
The overall quality of life in Ashland	78%	89%	79%	88%	94%	84%	85%	75%	92%	88%	85%
Overall image or reputation of Ashland	84%	86%	86%	93%	84%	86%	84%	87%	87%	82%	85%
Ashland as a place to live	85%	93%	83%	95%	97%	88%	92%	83%	93%	93%	89%
Your neighborhood as a place to live	67%	84%	70%	81%	86%	76%	80%	63%	85%	85%	77%
Ashland as a place to raise children	74%	87%	77%	86%	89%	81%	84%	75%	89%	83%	82%
Ashland as a place to retire	68%	74%	70%	78%	68%	70%	76%	55%	75%	84%	72%
Overall appearance of Ashland	83%	81%	84%	91%	72%	79%	88%	80%	80%	85%	82%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Overall feeling of safety in Ashland	83%	86%	81%	87%	93%	85%	84%	77%	89%	90%	85%
In your neighborhood during the day	93%	95%	93%	97%	96%	94%	95%	93%	97%	94%	94%
In Ashland's downtown/commercial area during the day	92%	95%	93%	95%	96%	93%	94%	92%	95%	94%	94%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Overall ease of getting to the places you usually have to visit	87%	88%	85%	91%	93%	87%	90%	87%	89%	87%	88%
Traffic flow on major streets	68%	64%	66%	63%	69%	64%	67%	66%	61%	69%	65%
Ease of public parking	75%	70%	73%	74%	81%	68%	84%	68%	82%	66%	72%
Ease of travel by car in Ashland	86%	82%	80%	85%	94%	80%	94%	80%	89%	84%	84%
Ease of travel by public transportation in Ashland	45%	30%	38%	30%	32%	30%	51%	38%	37%	32%	35%
Ease of travel by bicycle in Ashland	72%	65%	63%	78%	64%	68%	67%	73%	70%	60%	68%
Ease of walking in Ashland	75%	82%	74%	89%	78%	79%	78%	78%	82%	79%	79%
Availability of paths and walking trails	63%	63%	57%	74%	59%	63%	62%	62%	60%	67%	63%

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Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Quality of overall natural environment in Ashland	80%	85%	80%	91%	83%	82%	86%	79%	86%	86%	83%
Air quality	83%	86%	79%	93%	88%	86%	80%	87%	87%	80%	84%
Cleanliness of Ashland	72%	84%	71%	91%	87%	80%	76%	71%	86%	82%	79%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems)	61%	61%	60%	69%	60%	59%	65%	53%	67%	63%	61%
Public places where people want to spend time	64%	70%	56%	83%	72%	70%	61%	63%	74%	67%	68%
Variety of housing options	36%	64%	47%	63%	57%	56%	41%	50%	51%	58%	53%
Availability of affordable quality housing	24%	51%	36%	40%	57%	43%	31%	32%	48%	41%	40%
Overall quality of new development in Ashland	48%	51%	49%	55%	51%	53%	40%	48%	53%	50%	50%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Overall economic health of Ashland	76%	68%	74%	80%	63%	67%	81%	73%	72%	70%	71%
Ashland as a place to work	62%	60%	60%	65%	67%	55%	75%	53%	57%	71%	61%
Ashland as a place to visit	66%	68%	74%	71%	52%	65%	73%	54%	70%	78%	67%
Employment opportunities	40%	35%	38%	38%	43%	37%	36%	48%	29%	34%	37%
Shopping opportunities	49%	45%	46%	59%	35%	46%	46%	34%	46%	59%	46%
Cost of living in Ashland	39%	56%	39%	60%	62%	51%	44%	51%	51%	47%	49%
Overall quality of business and service establishments in Ashland	57%	66%	57%	66%	70%	64%	56%	61%	65%	63%	62%
Vibrant downtown/commercial area	34%	43%	37%	46%	39%	37%	44%	28%	47%	43%	39%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Health and wellness opportunities in Ashland	63%	65%	63%	71%	70%	64%	65%	64%	59%	70%	64%
Fitness opportunities (including exercise classes and paths or trails, etc.)	57%	74%	60%	76%	74%	67%	66%	60%	71%	71%	67%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Recreational opportunities	49%	65%	52%	69%	59%	61%	52%	57%	56%	64%	59%
Availability of affordable quality food	62%	64%	64%	64%	63%	65%	58%	63%	60%	68%	64%
Availability of affordable quality health care	41%	42%	47%	33%	42%	44%	36%	39%	32%	54%	42%
Availability of preventive health services	36%	44%	48%	30%	50%	42%	37%	33%	38%	52%	41%
Availability of affordable quality mental health care	30%	32%	35%	22%	50%	31%	32%	23%	34%	37%	31%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Overall opportunities for education and enrichment	72%	74%	71%	85%	72%	69%	87%	67%	78%	76%	73%
Availability of affordable quality child care/preschool	57%	65%	56%	57%	83%	59%	69%	51%	67%	68%	62%
K-12 education	74%	83%	75%	81%	88%	84%	66%	80%	79%	80%	80%
Adult educational opportunities	51%	45%	48%	51%	51%	48%	43%	45%	48%	49%	47%
Opportunities to attend cultural/arts/music activities	66%	65%	60%	72%	72%	69%	53%	55%	73%	70%	66%
Opportunities to participate in religious or spiritual events and activities	71%	80%	69%	86%	89%	81%	65%	71%	77%	83%	77%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Opportunities to participate in social events and activities	56%	69%	58%	61%	85%	68%	51%	56%	67%	72%	64%
Opportunities to volunteer	61%	71%	65%	65%	79%	71%	55%	59%	64%	80%	67%
Opportunities to participate in community matters	46%	71%	53%	58%	93%	68%	42%	53%	63%	68%	61%
Openness and acceptance of the community toward people of diverse backgrounds	43%	57%	38%	62%	66%	56%	36%	45%	55%	54%	51%
Neighborliness of residents in Ashland	65%	73%	62%	73%	85%	74%	55%	67%	76%	67%	70%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
The Town of Ashland	68%	83%	71%	83%	84%	76%	81%	64%	81%	86%	77%
The value of services for the taxes paid to Ashland	55%	71%	60%	67%	85%	65%	67%	57%	71%	70%	66%
The overall direction that Ashland is taking	61%	70%	67%	63%	74%	69%	57%	67%	69%	63%	66%
The job Ashland government does at welcoming citizen involvement	47%	60%	49%	63%	62%	57%	47%	51%	52%	62%	55%
Overall confidence in Ashland government	48%	64%	55%	64%	70%	61%	46%	59%	55%	61%	58%
Generally acting in the best interest of the community	53%	61%	58%	55%	75%	61%	48%	51%	62%	61%	58%
Being honest	52%	63%	58%	54%	78%	60%	52%	49%	63%	64%	59%
Treating all residents fairly	52%	58%	55%	50%	77%	56%	53%	49%	62%	57%	56%
Overall customer service by Ashland employees (police, receptionists, planners, etc.)	61%	80%	66%	76%	85%	78%	59%	66%	75%	80%	73%
The Federal Government	43%	29%	42%	25%	30%	29%	52%	15%	42%	50%	35%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Police/Sheriff services	78%	88%	80%	87%	89%	88%	72%	82%	81%	90%	84%
Crime prevention	69%	85%	70%	82%	94%	80%	75%	74%	76%	87%	79%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	52%	70%	68%	53%	58%	65%	55%	71%	51%	65%	62%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Traffic enforcement	74%	82%	79%	75%	86%	81%	70%	82%	72%	82%	79%
Street repair	60%	70%	60%	69%	76%	67%	60%	68%	68%	62%	66%
Street cleaning	75%	81%	76%	78%	88%	80%	73%	84%	82%	69%	79%
Street lighting	67%	61%	64%	59%	70%	63%	64%	67%	61%	62%	63%
Snow removal	53%	65%	54%	66%	65%	63%	47%	54%	65%	60%	60%
Sidewalk maintenance	61%	62%	61%	59%	67%	62%	58%	63%	64%	58%	61%
Traffic signal timing	61%	69%	65%	71%	68%	66%	66%	65%	69%	63%	66%

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Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Garbage collection	74%	91%	75%	91%	99%	85%	83%	72%	92%	90%	84%
Recycling	58%	91%	67%	85%	96%	80%	73%	72%	82%	83%	79%
Yard waste pick-up	67%	83%	71%	80%	88%	78%	72%	74%	79%	78%	77%
Preservation of natural areas such as open space, farmlands and greenbelts	45%	61%	59%	46%	58%	57%	47%	49%	58%	58%	54%
Ashland open space	54%	61%	67%	44%	59%	56%	62%	56%	61%	56%	58%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Storm drainage	64%	63%	67%	55%	69%	62%	68%	59%	69%	62%	63%
Land use, planning and zoning	56%	61%	59%	65%	51%	61%	51%	65%	56%	55%	59%
Code enforcement (weeds, abandoned buildings, etc.)	47%	45%	51%	35%	55%	42%	58%	39%	52%	48%	46%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Economic development	47%	54%	55%	54%	50%	50%	56%	47%	52%	55%	51%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Town parks	67%	78%	71%	78%	79%	76%	67%	72%	74%	78%	74%
Health services	43%	55%	59%	40%	51%	53%	42%	43%	45%	61%	50%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Town-sponsored special events	61%	76%	61%	74%	89%	74%	58%	56%	81%	76%	70%

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Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Public information services	57%	66%	60%	68%	72%	62%	63%	53%	67%	67%	62%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Sense of community	72%	77%	72%	84%	80%	73%	80%	68%	81%	77%	75%
Recommend living in Ashland to someone who asks	93%	93%	91%	95%	96%	92%	94%	92%	96%	92%	92%
Remain in Ashland for the next five years	84%	93%	92%	95%	83%	88%	93%	83%	92%	94%	89%
Contacted the Town of Ashland (in-person, phone, email or web) for help or information	26%	53%	31%	59%	50%	47%	30%	46%	35%	48%	43%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Was NOT the victim of a crime	91%	92%	87%	97%	94%	91%	92%	92%	88%	93%	91%
Did NOT report a crime	67%	72%	65%	70%	77%	72%	62%	65%	64%	79%	70%
Stocked supplies in preparation for an emergency	42%	51%	48%	52%	38%	48%	48%	54%	43%	46%	48%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Walked or biked instead of driving	68%	74%	68%	75%	78%	76%	55%	82%	67%	66%	71%
Carpooled with other adults or children instead of driving alone	49%	45%	50%	47%	50%	45%	55%	62%	54%	28%	47%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Recycle at home	69%	87%	74%	84%	96%	82%	75%	78%	76%	85%	80%
Made efforts to make your home more energy efficient	67%	83%	75%	81%	82%	77%	76%	74%	70%	86%	77%
Made efforts to conserve water	72%	84%	78%	80%	80%	79%	77%	77%	77%	84%	79%

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Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
NOT under housing cost stress	60%	76%	51%	83%	94%	76%	54%	81%	67%	62%	70%
Did NOT observe a code violation	64%	40%	58%	33%	56%	44%	64%	46%	47%	57%	50%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Purchase goods or services from a business located in Ashland	95%	99%	96%	100%	99%	98%	96%	100%	98%	95%	98%
Economy will have positive impact on income	17%	27%	20%	28%	26%	23%	23%	28%	20%	21%	23%
Work in Ashland	38%	36%	37%	34%	42%	32%	50%	35%	44%	32%	37%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Visited a neighborhood park or Town park	73%	78%	69%	82%	89%	78%	68%	86%	80%	61%	75%
Eat at least 5 portions of fruits and vegetables a day	86%	86%	87%	88%	90%	87%	82%	93%	90%	75%	86%
Participate in moderate or vigorous physical activity	85%	88%	84%	89%	92%	88%	81%	93%	88%	79%	86%
Reported being in "very good" or "excellent" health	55%	65%	50%	62%	84%	69%	35%	78%	62%	43%	61%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Participated in religious or spiritual activities in Ashland	44%	49%	52%	44%	40%	44%	56%	34%	50%	57%	47%
Attended a Town-sponsored event	62%	74%	61%	72%	86%	75%	52%	85%	65%	56%	69%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Campaigned or advocated for an issue, cause or candidate	17%	35%	25%	31%	32%	30%	20%	28%	25%	30%	28%
Contacted Ashland elected officials (in-person, phone, email or web) to express your opinion	8%	29%	14%	23%	31%	24%	12%	17%	18%	27%	20%
Volunteered your time to some group/activity in Ashland	22%	52%	35%	42%	48%	39%	41%	33%	49%	38%	39%
Participated in a club	18%	33%	18%	35%	38%	29%	19%	24%	25%	32%	27%
Talked to or visited with your immediate neighbors	91%	97%	92%	97%	100%	95%	93%	96%	93%	96%	95%
Done a favor for a neighbor	71%	93%	82%	88%	91%	82%	91%	76%	84%	92%	84%
Attended a local public meeting	12%	37%	23%	33%	36%	29%	23%	32%	22%	28%	27%
Watched (online or on television) a local public meeting	29%	32%	37%	25%	26%	29%	36%	30%	29%	34%	31%
Read or watch local news (via television, paper, computer, etc.)	85%	91%	94%	91%	74%	86%	94%	83%	89%	93%	89%
Vote in local elections	78%	87%	81%	91%	80%	82%	90%	71%	92%	87%	83%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Overall feeling of safety in Ashland	87%	89%	87%	88%	88%	86%	94%	82%	88%	93%	88%
Overall ease of getting to the places you usually have to visit	78%	73%	76%	80%	69%	72%	86%	66%	79%	80%	75%
Quality of overall natural environment in Ashland	80%	77%	81%	75%	81%	78%	80%	80%	80%	75%	78%
Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems)	70%	77%	73%	71%	83%	73%	76%	72%	76%	74%	74%
Health and wellness opportunities in Ashland	64%	62%	68%	58%	58%	60%	73%	51%	63%	75%	63%
Overall opportunities for education and enrichment	66%	76%	81%	69%	64%	68%	82%	62%	76%	78%	72%
Overall economic health of Ashland	78%	87%	78%	88%	91%	83%	86%	72%	90%	89%	83%
Sense of community	70%	85%	81%	80%	78%	76%	90%	75%	79%	84%	79%

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Table 29: Town Hall Renovations or Replacement

Recent building analyses suggest that Ashland Town Hall may require significant structural work and other remodeling to serve its current needs. The Town is interested in possibly renovating Town Hall with some additions or replacing Town Hall with a larger, more efficient building on the same plot. Please indicate the degree to which you support or oppose the following options: (Percent rating as "strongly" or "somewhat support").	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Minimally renovate Town Hall and add trailers where necessary	50%	20%	42%	30%	12%	24%	51%	32%	32%	28%	31%
Renovate the existing Town Hall and former Ashland Fire Department	90%	74%	76%	81%	88%	82%	76%	77%	81%	83%	80%
Construct a new Town Hall on the current site which meets the current and projected future needs of the town	53%	57%	64%	52%	47%	49%	78%	54%	62%	52%	56%
Minimally renovate the existing Town Hall and construct a Town Hall annex across Duncan Street	63%	41%	49%	35%	67%	46%	58%	42%	61%	43%	49%

Table 30: Town Budget

The Town is in the process of creating a five-year budget plan to help balance the budget and reinforce long term fiscal stability. Please indicate how much you support or oppose each of the following methods of balancing the Town budget: (Percent rating as "strongly" or "somewhat support").	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Reduce/eliminate services and staff (e.g., leaf pick-up, park maintenance, trash pick-up, etc.)	31%	13%	29%	11%	9%	18%	26%	18%	23%	18%	20%
Raise taxes or fees to maintain current service levels	28%	41%	31%	37%	50%	43%	12%	36%	39%	32%	36%
Slow down capital projects (e.g., theater renovation, pool renovation, etc.)	53%	52%	51%	63%	36%	48%	66%	47%	58%	53%	52%
Borrow money to pay for capital projects (e.g., new road projects, pool renovation, theater renovation, park equipment, Town Hall renovation, etc.)	48%	49%	50%	49%	41%	47%	52%	41%	59%	47%	49%

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Table 31: Town Priorities

How much of a priority, if any, should it be for the Town to address each of the following in the next three years? (Percent rating as "high" or "medium priority").	Rent or own		Annual household income			Race/ethnicity		Age			Overall
	Rent	Own	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Balance the Town budget	97%	94%	95%	94%	100%	94%	100%	91%	97%	98%	95%
Increase public art in arts and culture district	74%	53%	68%	45%	66%	63%	53%	71%	54%	57%	61%
Homelessness and long-term hotel occupancy	80%	85%	88%	79%	81%	81%	91%	87%	84%	78%	83%
Renovate Town Hall	63%	69%	63%	67%	84%	65%	70%	58%	70%	73%	66%
Upgrade park features	78%	59%	73%	56%	71%	65%	70%	74%	66%	58%	66%
Continue redevelopment of downtown	90%	78%	80%	80%	92%	82%	83%	80%	86%	83%	82%
Infrastructure to support economic development	96%	90%	90%	93%	95%	92%	92%	96%	93%	88%	92%