

THE NCSTM
The National Citizen SurveyTM

Ashland, VA

Comparisons by Demographic Subgroups

2017



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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, household income, race and ethnicity and age.

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

The margin of error for all respondents (417 completed surveys) is generally no greater than plus or minus five percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Overall, older residents (55+), those who were White alone or homeowners were more likely to favorably rate Community Characteristics and Governance aspects than their counterparts. With some exceptions, renters were more likely than homeowners to give favorable ratings to various Community Characteristics (the overall appearance of Ashland, the overall ease of getting to the places they usually have to visit, quality of business and service establishments, and sidewalk maintenance, among others).
- Rates of Participation of Ashland residents tended to vary based on age, but homeowners were more frequently involved than renters. Residents with annual household incomes of \$50,000 or more reported higher levels of community engagement (such as volunteering, doing favors for neighbors and consuming local information) and were also more likely to participate in various recreation and wellness activities.
- Residents with annual household incomes of \$50,000 or more tended to offer higher priority ratings to the potential projects listed on the survey (i.e., balance the Town budget, continue redevelopment of downtown, upgrade park features, etc.) compared to their counterparts.

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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 | 88% | 84% | 85% | 87% | 87% | 91% | 73% | 82% | 85% | 90% | 86% |
| Overall image or reputation of Ashland | 81% | 78% | 77% | 87% | 76% | 86% | 60% | 63% | 83% | 87% | 79% |
| Ashland as a place to live | 95% | 91% | 91% | 92% | 98% | 94% | 91% | 92% | 93% | 94% | 93% |
| Your neighborhood as a place to live | 73% | 81% | 69% | 84% | 84% | 81% | 64% | 61% | 76% | 88% | 77% |
| Ashland as a place to raise children | 82% | 90% | 80% | 95% | 89% | 90% | 77% | 76% | 88% | 92% | 86% |
| Ashland as a place to retire | 69% | 78% | 67% | 84% | 81% | 75% | 74% | 52% | 78% | 83% | 75% |
| Overall appearance of Ashland | 86% | 78% | 81% | 86% | 78% | 84% | 71% | 69% | 83% | 89% | 81% |

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 | 82% | 86% | 79% | 90% | 89% | 89% | 72% | 72% | 88% | 90% | 84% |
| In your neighborhood during the day | 91% | 94% | 90% | 100% | 92% | 93% | 91% | 90% | 94% | 93% | 93% |
| In Ashland's downtown/commercial area during the day | 98% | 94% | 96% | 99% | 95% | 98% | 91% | 100% | 94% | 96% | 96% |

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 | 96% | 88% | 95% | 95% | 84% | 92% | 87% | 86% | 95% | 92% | 91% |
| Traffic flow on major streets | 54% | 63% | 48% | 71% | 65% | 63% | 47% | 47% | 62% | 64% | 59% |
| Ease of public parking | 60% | 74% | 59% | 77% | 73% | 69% | 64% | 62% | 69% | 70% | 67% |
| Ease of travel by car in Ashland | 73% | 79% | 65% | 84% | 87% | 82% | 61% | 71% | 79% | 78% | 76% |
| Ease of travel by public transportation in Ashland | 20% | 28% | 23% | 22% | 29% | 24% | 26% | 14% | 27% | 30% | 25% |
| Ease of travel by bicycle in Ashland | 71% | 71% | 69% | 76% | 71% | 79% | 51% | 78% | 70% | 70% | 71% |
| Ease of walking in Ashland | 83% | 79% | 80% | 90% | 78% | 89% | 61% | 82% | 81% | 81% | 81% |
| Availability of paths and walking trails | 55% | 64% | 58% | 62% | 62% | 66% | 40% | 59% | 57% | 64% | 60% |

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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 | 75% | 79% | 77% | 82% | 76% | 78% | 75% | 61% | 85% | 82% | 78% |
| Air quality | 83% | 89% | 77% | 92% | 97% | 89% | 78% | 89% | 86% | 86% | 86% |
| Cleanliness of Ashland | 81% | 82% | 77% | 87% | 84% | 83% | 76% | 68% | 85% | 88% | 82% |

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) | 57% | 64% | 60% | 71% | 53% | 65% | 47% | 43% | 69% | 67% | 61% |
| Public places where people want to spend time | 76% | 68% | 74% | 75% | 66% | 76% | 59% | 68% | 73% | 74% | 72% |
| Variety of housing options | 40% | 55% | 44% | 46% | 57% | 52% | 37% | 37% | 48% | 57% | 49% |
| Availability of affordable quality housing | 31% | 49% | 34% | 39% | 53% | 43% | 41% | 41% | 38% | 45% | 41% |
| Overall quality of new development in Ashland | 55% | 56% | 57% | 53% | 58% | 60% | 46% | 45% | 62% | 58% | 56% |

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 | 69% | 64% | 70% | 65% | 65% | 72% | 51% | 43% | 70% | 80% | 67% |
| Ashland as a place to work | 70% | 67% | 67% | 69% | 71% | 71% | 54% | 65% | 67% | 71% | 68% |
| Ashland as a place to visit | 68% | 72% | 72% | 74% | 66% | 72% | 64% | 50% | 70% | 85% | 71% |
| Employment opportunities | 32% | 40% | 34% | 28% | 48% | 38% | 31% | 39% | 36% | 37% | 36% |
| Shopping opportunities | 41% | 42% | 46% | 36% | 38% | 46% | 29% | 20% | 46% | 52% | 42% |
| Cost of living in Ashland | 39% | 50% | 40% | 44% | 55% | 52% | 28% | 34% | 46% | 53% | 46% |
| Overall quality of business and service establishments in Ashland | 68% | 58% | 69% | 57% | 57% | 71% | 37% | 63% | 60% | 64% | 62% |
| Vibrant downtown/commercial area | 56% | 50% | 55% | 51% | 48% | 57% | 37% | 48% | 59% | 49% | 52% |

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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 | 61% | 66% | 60% | 65% | 70% | 73% | 40% | 58% | 58% | 75% | 64% |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 55% | 61% | 55% | 60% | 62% | 68% | 30% | 46% | 59% | 65% | 58% |
| Recreational opportunities | 45% | 55% | 45% | 52% | 59% | 59% | 31% | 34% | 54% | 58% | 51% |
| Availability of affordable quality food | 56% | 56% | 58% | 49% | 57% | 64% | 30% | 43% | 50% | 69% | 55% |
| Availability of affordable quality health care | 47% | 52% | 42% | 57% | 58% | 52% | 38% | 35% | 45% | 62% | 50% |
| Availability of preventive health services | 47% | 48% | 40% | 50% | 57% | 53% | 32% | 33% | 49% | 53% | 47% |
| Availability of affordable quality mental health care | 38% | 39% | 37% | 26% | 54% | 43% | 30% | 33% | 32% | 46% | 38% |

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% | 68% | 76% | 69% | 63% | 75% | 56% | 56% | 72% | 78% | 70% |
| Availability of affordable quality child care/preschool | 51% | 73% | 59% | 69% | 70% | 69% | 52% | 59% | 61% | 74% | 64% |
| K-12 education | 77% | 87% | 76% | 81% | 96% | 85% | 80% | 90% | 86% | 80% | 83% |
| Adult educational opportunities | 39% | 49% | 40% | 37% | 60% | 49% | 28% | 33% | 45% | 52% | 45% |
| Opportunities to attend cultural/arts/music activities | 72% | 74% | 70% | 78% | 75% | 80% | 50% | 81% | 71% | 73% | 73% |
| Opportunities to participate in religious or spiritual events and activities | 67% | 81% | 74% | 86% | 69% | 82% | 51% | 56% | 75% | 85% | 75% |

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 | 65% | 70% | 61% | 71% | 76% | 77% | 42% | 61% | 70% | 71% | 68% |
| Opportunities to volunteer | 62% | 75% | 59% | 84% | 74% | 80% | 41% | 54% | 71% | 78% | 70% |
| Opportunities to participate in community matters | 59% | 75% | 52% | 86% | 77% | 78% | 39% | 54% | 71% | 76% | 69% |
| Openness and acceptance of the community toward people of diverse backgrounds | 65% | 64% | 59% | 62% | 73% | 75% | 36% | 59% | 65% | 68% | 64% |
| Neighborliness of residents in Ashland | 59% | 68% | 55% | 74% | 71% | 73% | 37% | 45% | 67% | 76% | 65% |

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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 | 76% | 79% | 74% | 91% | 72% | 85% | 55% | 68% | 78% | 84% | 78% |
| The value of services for the taxes paid to Ashland | 55% | 64% | 56% | 65% | 65% | 68% | 40% | 49% | 58% | 71% | 61% |
| The overall direction that Ashland is taking | 68% | 65% | 67% | 66% | 64% | 72% | 50% | 63% | 63% | 71% | 66% |
| The job Ashland government does at welcoming citizen involvement | 58% | 70% | 58% | 73% | 69% | 73% | 42% | 68% | 61% | 68% | 65% |
| Overall confidence in Ashland government | 60% | 68% | 59% | 73% | 67% | 71% | 45% | 62% | 63% | 68% | 65% |
| Generally acting in the best interest of the community | 62% | 70% | 62% | 76% | 66% | 73% | 45% | 64% | 66% | 69% | 67% |
| Being honest | 67% | 73% | 65% | 80% | 69% | 77% | 48% | 69% | 68% | 74% | 70% |
| Treating all residents fairly | 68% | 68% | 65% | 79% | 63% | 76% | 43% | 68% | 67% | 70% | 67% |
| Overall customer service by Ashland employees (police, receptionists, planners, etc.) | 79% | 83% | 74% | 87% | 85% | 85% | 67% | 80% | 77% | 85% | 81% |
| The Federal Government | 30% | 42% | 36% | 41% | 38% | 40% | 29% | 25% | 33% | 52% | 38% |

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 | 81% | 88% | 75% | 95% | 91% | 87% | 77% | 80% | 83% | 90% | 85% |
| Crime prevention | 84% | 87% | 79% | 88% | 91% | 86% | 82% | 92% | 76% | 90% | 85% |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 68% | 68% | 61% | 71% | 74% | 73% | 53% | 73% | 66% | 65% | 67% |

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 | 75% | 78% | 71% | 77% | 83% | 80% | 64% | 76% | 72% | 82% | 77% |
| Street repair | 63% | 69% | 57% | 69% | 78% | 71% | 54% | 55% | 70% | 72% | 67% |
| Street cleaning | 79% | 80% | 74% | 81% | 88% | 83% | 71% | 71% | 84% | 83% | 80% |
| Street lighting | 65% | 65% | 61% | 71% | 68% | 69% | 56% | 51% | 70% | 71% | 65% |
| Snow removal | 62% | 72% | 60% | 75% | 71% | 71% | 55% | 49% | 75% | 73% | 67% |
| Sidewalk maintenance | 82% | 65% | 75% | 65% | 72% | 76% | 62% | 76% | 71% | 71% | 72% |
| Traffic signal timing | 63% | 75% | 61% | 76% | 79% | 72% | 63% | 72% | 69% | 70% | 70% |

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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 | 84% | 90% | 83% | 86% | 95% | 88% | 88% | 81% | 90% | 90% | 88% |
| Recycling | 75% | 85% | 74% | 84% | 87% | 83% | 75% | 72% | 80% | 88% | 81% |
| Yard waste pick-up | 74% | 88% | 76% | 91% | 86% | 88% | 64% | 76% | 80% | 90% | 83% |
| Preservation of natural areas such as open space, farmlands and greenbelts | 60% | 62% | 58% | 61% | 65% | 65% | 51% | 67% | 59% | 59% | 62% |
| Ashland open space | 67% | 60% | 65% | 62% | 61% | 67% | 53% | 69% | 57% | 65% | 63% |

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 | 77% | 74% | 69% | 77% | 82% | 81% | 60% | 91% | 68% | 73% | 75% |
| Land use, planning and zoning | 52% | 57% | 49% | 57% | 60% | 60% | 40% | 51% | 52% | 59% | 55% |
| Code enforcement (weeds, abandoned buildings, etc.) | 54% | 49% | 51% | 50% | 54% | 52% | 48% | 51% | 50% | 53% | 51% |

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 | 59% | 57% | 54% | 54% | 66% | 60% | 50% | 45% | 58% | 66% | 58% |

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 | 73% | 78% | 75% | 75% | 79% | 83% | 57% | 74% | 74% | 81% | 76% |
| Health services | 46% | 56% | 50% | 57% | 53% | 56% | 40% | 32% | 47% | 68% | 52% |

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 | 73% | 76% | 72% | 78% | 75% | 82% | 53% | 69% | 75% | 79% | 75% |

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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 | 69% | 71% | 64% | 76% | 78% | 74% | 58% | 66% | 71% | 72% | 71% |

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% | 76% | 65% | 83% | 83% | 82% | 52% | 63% | 77% | 81% | 75% |
| Recommend living in Ashland to someone who asks | 89% | 89% | 87% | 92% | 93% | 94% | 77% | 82% | 91% | 93% | 89% |
| Remain in Ashland for the next five years | 82% | 87% | 85% | 85% | 85% | 88% | 76% | 70% | 89% | 92% | 85% |
| Contacted the Town of Ashland (in-person, phone, email or web) for help or information | 31% | 56% | 36% | 50% | 59% | 46% | 46% | 34% | 51% | 50% | 46% |

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 | 89% | 91% | 88% | 90% | 92% | 90% | 92% | 89% | 89% | 91% | 90% |
| Did NOT report a crime | 80% | 79% | 80% | 71% | 85% | 80% | 80% | 79% | 82% | 77% | 79% |
| Stocked supplies in preparation for an emergency | 44% | 38% | 47% | 34% | 34% | 39% | 48% | 42% | 40% | 41% | 41% |

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 | 65% | 73% | 63% | 75% | 79% | 74% | 61% | 72% | 79% | 60% | 70% |
| Carpooled with other adults or children instead of driving alone | 43% | 34% | 37% | 39% | 40% | 39% | 38% | 43% | 39% | 34% | 38% |

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 | 58% | 84% | 60% | 85% | 84% | 76% | 64% | 51% | 81% | 81% | 73% |
| Made efforts to make your home more energy efficient | 67% | 72% | 66% | 70% | 75% | 71% | 69% | 75% | 67% | 70% | 70% |
| Made efforts to conserve water | 80% | 80% | 78% | 82% | 83% | 79% | 86% | 74% | 83% | 82% | 81% |

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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 | 51% | 75% | 33% | 85% | 98% | 67% | 58% | 60% | 74% | 58% | 64% |
| Did NOT observe a code violation | 65% | 51% | 60% | 49% | 59% | 56% | 62% | 57% | 57% | 56% | 57% |

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 | 98% | 97% | 96% | 99% | 99% | 98% | 96% | 100% | 98% | 96% | 97% |
| Economy will have positive impact on income | 22% | 36% | 29% | 24% | 38% | 29% | 34% | 20% | 33% | 34% | 31% |
| Work in Ashland | 39% | 27% | 34% | 35% | 29% | 30% | 37% | 38% | 35% | 26% | 33% |

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 | 78% | 81% | 75% | 80% | 89% | 82% | 72% | 89% | 83% | 70% | 79% |
| Eat at least 5 portions of fruits and vegetables a day | 77% | 90% | 76% | 91% | 94% | 85% | 87% | 79% | 91% | 84% | 85% |
| Participate in moderate or vigorous physical activity | 80% | 89% | 76% | 92% | 96% | 89% | 77% | 84% | 87% | 85% | 86% |
| Reported being in "very good" or "excellent" health | 48% | 68% | 41% | 71% | 83% | 61% | 57% | 78% | 63% | 45% | 60% |

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 | 36% | 47% | 44% | 31% | 49% | 40% | 46% | 25% | 41% | 55% | 43% |
| Attended a Town-sponsored event | 47% | 68% | 42% | 73% | 77% | 64% | 48% | 51% | 66% | 59% | 59% |

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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 | 21% | 34% | 18% | 35% | 38% | 27% | 33% | 15% | 32% | 35% | 28% |
| Contacted Ashland elected officials (in-person, phone, email or web) to express your opinion | 15% | 30% | 18% | 30% | 25% | 21% | 30% | 0% | 33% | 31% | 24% |
| Volunteered your time to some group/activity in Ashland | 31% | 46% | 30% | 45% | 52% | 39% | 42% | 22% | 49% | 43% | 40% |
| Participated in a club | 11% | 35% | 14% | 32% | 37% | 26% | 23% | 12% | 29% | 31% | 25% |
| Talked to or visited with your immediate neighbors | 86% | 96% | 85% | 99% | 99% | 93% | 88% | 84% | 96% | 93% | 92% |
| Done a favor for a neighbor | 73% | 92% | 77% | 93% | 90% | 84% | 85% | 74% | 87% | 89% | 84% |
| Attended a local public meeting | 17% | 42% | 19% | 43% | 40% | 32% | 31% | 14% | 35% | 40% | 31% |
| Watched (online or on television) a local public meeting | 22% | 27% | 26% | 26% | 26% | 25% | 28% | 14% | 30% | 30% | 25% |
| Read or watch local news (via television, paper, computer, etc.) | 71% | 89% | 75% | 88% | 83% | 80% | 81% | 63% | 82% | 93% | 81% |
| Vote in local elections | 81% | 91% | 82% | 97% | 88% | 86% | 93% | 80% | 90% | 90% | 87% |

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 | 89% | 90% | 90% | 86% | 91% | 91% | 84% | 82% | 92% | 93% | 89% |
| Overall ease of getting to the places you usually have to visit | 79% | 77% | 81% | 73% | 77% | 79% | 74% | 72% | 75% | 86% | 78% |
| Quality of overall natural environment in Ashland | 80% | 82% | 76% | 80% | 89% | 82% | 77% | 77% | 83% | 83% | 81% |
| Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems) | 74% | 85% | 73% | 87% | 88% | 81% | 79% | 75% | 82% | 84% | 80% |
| Health and wellness opportunities in Ashland | 90% | 74% | 89% | 74% | 72% | 79% | 86% | 83% | 73% | 86% | 81% |
| Overall opportunities for education and enrichment | 88% | 75% | 86% | 74% | 78% | 78% | 90% | 83% | 80% | 80% | 81% |
| Overall economic health of Ashland | 96% | 92% | 93% | 97% | 94% | 96% | 89% | 100% | 91% | 93% | 94% |
| Sense of community | 81% | 81% | 79% | 81% | 84% | 82% | 79% | 71% | 83% | 86% | 81% |

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Table 29: Question 11 - Custom Line Items

| Overall, how would you rate the quality of the services provided by each of the following? (Percent rating as "excellent" or "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+ | |
| Hanover County | 59% | 75% | 60% | 78% | 73% | 76% | 47% | 65% | 66% | 73% | 69% |
| Commonwealth of Virginia | 50% | 56% | 54% | 60% | 49% | 61% | 33% | 49% | 51% | 59% | 54% |

Table 30: Question 14

| Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town government and its activities, events and services: (Percent rating as "major" or "minor" source). | 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 website (www.ashlandva.gov) | 85% | 83% | 80% | 84% | 90% | 83% | 89% | 85% | 85% | 84% | 84% |
| Local media outlets (Richmond Times Dispatch, Herald Progress, local radio, local TV) | 93% | 85% | 91% | 88% | 85% | 87% | 91% | 84% | 87% | 92% | 88% |
| Town Council meetings and other public meetings | 78% | 74% | 76% | 72% | 79% | 73% | 86% | 63% | 78% | 83% | 76% |
| Talking with Town officials | 74% | 69% | 70% | 71% | 73% | 68% | 82% | 60% | 73% | 78% | 71% |
| Town communications via social media (i.e., Facebook, Twitter or YouTube) | 80% | 73% | 72% | 78% | 84% | 73% | 88% | 86% | 79% | 68% | 76% |
| Word-of-mouth | 87% | 89% | 86% | 91% | 92% | 88% | 91% | 94% | 88% | 86% | 88% |

Table 31: Question 15

| Please indicate how important, if at all, each of the following projects and issues will be for the Town to address over the next five years: (Percent rating as "essential" or "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+ | |
| New Town Hall | 17% | 21% | 20% | 16% | 23% | 20% | 20% | 6% | 22% | 26% | 20% |
| Renovation of the Carter Park Pool | 40% | 46% | 39% | 48% | 47% | 45% | 39% | 41% | 44% | 44% | 43% |
| Continue streetscape improvements along England Street toward Route 1 | 61% | 65% | 63% | 68% | 60% | 68% | 50% | 65% | 61% | 64% | 63% |
| Transportation improvements to accommodate growth in the Town and County | 77% | 77% | 77% | 77% | 76% | 78% | 75% | 75% | 80% | 75% | 76% |

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Table 32: Question 16

| 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 | 96% | 97% | 94% | 98% | 99% | 97% | 95% | 95% | 97% | 98% | 97% |
| Infrastructure to support economic development | 94% | 95% | 93% | 100% | 94% | 97% | 89% | 95% | 93% | 97% | 95% |
| Homelessness and long-term hotel occupancy | 98% | 90% | 96% | 86% | 95% | 93% | 97% | 94% | 95% | 92% | 93% |
| Continue redevelopment of downtown | 92% | 93% | 89% | 97% | 96% | 94% | 88% | 100% | 91% | 91% | 92% |
| Rebuild Town Hall | 54% | 54% | 50% | 57% | 58% | 54% | 53% | 42% | 57% | 59% | 53% |
| Upgrade park features | 84% | 82% | 78% | 89% | 89% | 84% | 82% | 87% | 86% | 79% | 83% |
| Increase public art in arts and culture district | 73% | 69% | 69% | 65% | 78% | 68% | 82% | 73% | 74% | 67% | 71% |