

Ashland, VA

The National Community Survey

Report of Results
2021

Report by:



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About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Ashland. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 446 residents of the Town of Ashland collected from August 27th, 2021 to October 15th, 2021. The margin of error around any reported percentage is 4.6% for all respondents and the response rate for the 2021 survey was 16%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Ashland.

How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). 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 the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five 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. In each tab, Ashland’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 Ashland residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Ashland’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Ashland’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your Town’s 2021 ratings compare to other communities’ ratings from the past five years.



Trends over time

Trend data for Ashland represent important comparison data and should be examined for improvements or declines*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than 6.6 percentage points between the 2017 and 2021 surveys, the change is statistically significant.

* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting survey recipients

All households within the Town of Ashland were eligible to participate in the survey. A list of all households within the zip codes serving Ashland was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the Town of Ashland 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. Addresses located outside of the Town of Ashland boundaries were removed from the list of potential households to survey. Each address identified as being within town boundaries was further identified as being within one of the four areas. From that list, all addresses identified as being within Town limits were selected as survey recipients.

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 introduction of the survey.

Conducting the survey

The 2,842 randomly selected households received mailings beginning on August 27th, 2021 and the survey remained open for seven weeks. For 1,200 households, the first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. For the remaining 1,642 households, the first mailing was a postcard inviting the household to participate, followed one week later by a reminder postcard. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 2% of the 2,842 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,799 households that received the invitations to participate, 446 completed the survey, providing an overall response rate of 16%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

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. The margin of error for the Town of Ashland survey is no greater than plus or minus 4.6 percentage points around any given percent reported for all respondents (446 completed surveys).

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2017 American Community Survey estimates for adults in the Town of Ashland. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	6%	30%	43%
	35-54	20%	30%	25%
	55+	74%	40%	32%
Area	Area 1	20%	38%	36%
	Area 2	21%	10%	11%
	Area 3	33%	41%	40%
	Area 4	26%	11%	13%
Hispanic origin	No, not Spanish, Hispanic, or Latino	98%	96%	96%
	Spanish, Hispanic, or Latino	2%	4%	4%
Housing tenure	Own	84%	53%	53%
	Rent	16%	47%	47%
Housing type	Attached	16%	42%	42%
	Detached	84%	58%	58%
Race & Hispanic origin	Not white alone	16%	36%	31%
	White alone, not Hispanic or Latino	84%	64%	69%
Sex	Female	57%	58%	52%
	Male	43%	42%	48%
Sex/age	Female 18-34	4%	22%	22%
	Female 35-54	12%	14%	12%
	Female 55+	41%	22%	18%
	Male 18-34	2%	9%	21%
	Male 35-54	8%	15%	13%
	Male 55+	33%	17%	14%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. 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/good, very safe/somewhat safe, essential/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 the tab “Complete data”. 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.

Contact

The Town of Ashland funded this research. Please contact Matt Reynal of the Town of Ashland at mreynal@ashlandva.gov if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2017 American Community Survey

Highlights

Ashland residents appreciate their quality of life in the community.

About 9 in 10 residents rated Ashland as a place to live, the overall quality of life in the Town, and Ashland as a place to raise children as excellent or good. Roughly 9 in 10 residents would recommend living in Ashland to someone who asked and planned to remain in the Town for the next five years, while about 8 in 10 gave positive marks to the Town as a place to retire. Three-quarters of residents were pleased with the sense of community in Ashland. Most of these ratings were similar to the national benchmarks and to those given in 2017 except for Ashland as a place to retire, which increased since 2017 and was above average.

The economy is an important asset to the community, with some ratings increasing since 2017.

About three-quarters of residents positively rated Ashland as a place to work, as a place to visit, and the overall quality of business and service establishments in the Town. Two-thirds gave excellent or good scores to the overall economic health of Ashland as well as the vibrancy of the downtown/commercial area. About half gave favorable ratings to employment opportunities, the cost of living, and economic development. While all of these ratings were similar to those given in other communities across the nation, it is notable that several increased from 2017 to 2021 (employment opportunities, vibrant downtown/commercial area, and the overall quality of business and service establishments).

Residents also consider economic development to be a priority. In a custom question unique to Ashland, residents were asked to rate the level of priority of several initiatives for the Town to address in the next 3-5 years; the number one priority that emerged was employing economic development strategies to enhance downtown retail/commercial areas to bring additional visitors, customers, and revenue to Ashland. About 6 in 10 rated this as a high priority, while another 3 in 10 considered it a medium priority. Further, when rating the importance of strategic planning areas in Ashland, about three-quarters of residents rated economic development/job creation as essential or very important.

Community Design is a possible area of opportunity for Ashland.

About 8 in 10 residents were pleased with their neighborhood as a place to live and the overall appearance of the Town, while two-thirds gave positive marks to the overall design or layout of Ashland's residential and commercial areas. These ratings were similar to the national benchmarks and to ratings given in 2017. However, while still similar to national averages, ratings for several aspects of Community Design in 2021 declined since the previous survey iteration: public places where people want to spend time (60% excellent or good), overall quality of new development (43%), code enforcement (38%), land use, planning, and zoning (36%), and the availability of affordable quality housing (31%). Aspects for which ratings have declined over time may be considered areas of focus for the Town.

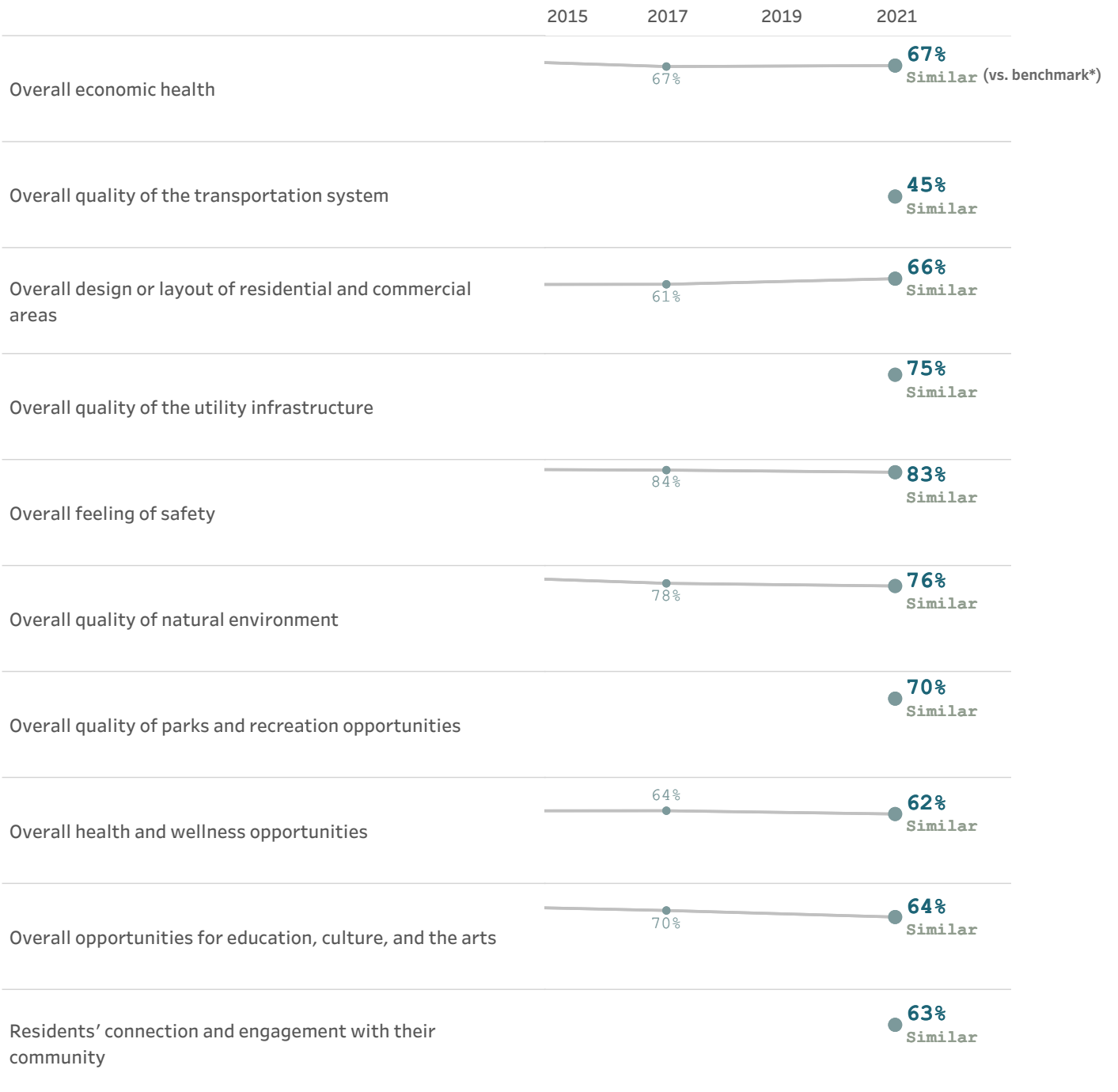
When asked about areas of priority for the Town in the next 3-5 years, 95% of residents indicated that increasing the number of and improving public green spaces should be a high or medium priority. Thinking about Town strategic planning areas and potential projects, about 6 in 10 felt that neighborhood revitalization was essential or very important, while three-quarters rated the redevelopment and revitalization of aging shopping centers and other commercial sites as important.

Facets of livability

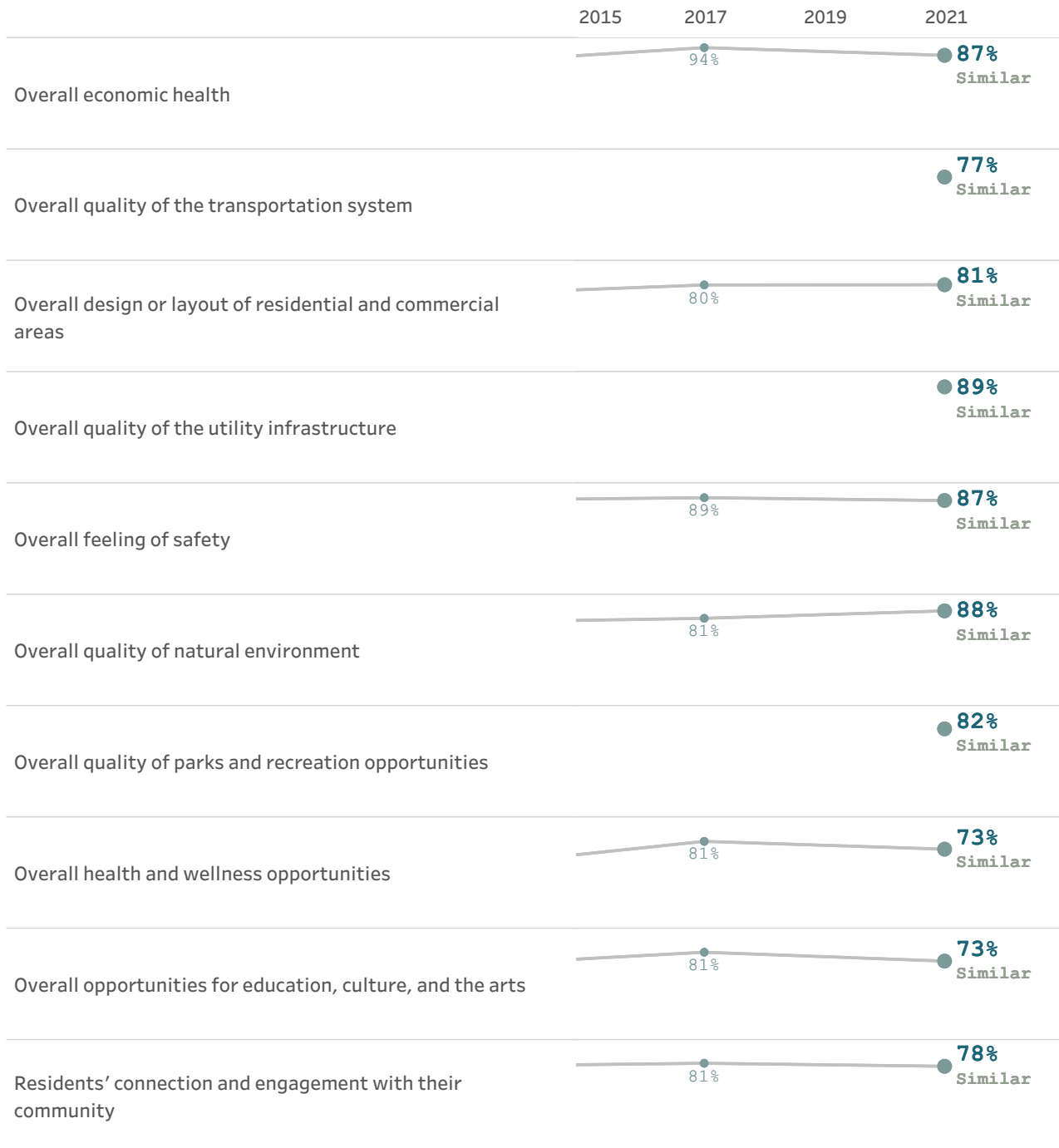
Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Ashland as a whole.
(% excellent or good)



Please rate how important, if at all, you think it is for the Ashland community to focus on each of the following in the coming two years.
 (% essential or very important)



Note: Prior to 2020, "Overall quality of the transportation system" was "Overall ease of getting to the places you usually have to visit". Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide Town staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 66.9% or more of respondents were considered of “higher quality” and those with ratings lower than 66.9% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 81.1% or more of respondents. Services were rated as “less important” if they received a rating of less than 81.1%. This classification uses the median ratings for quality and importance to divide the services in half.

The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



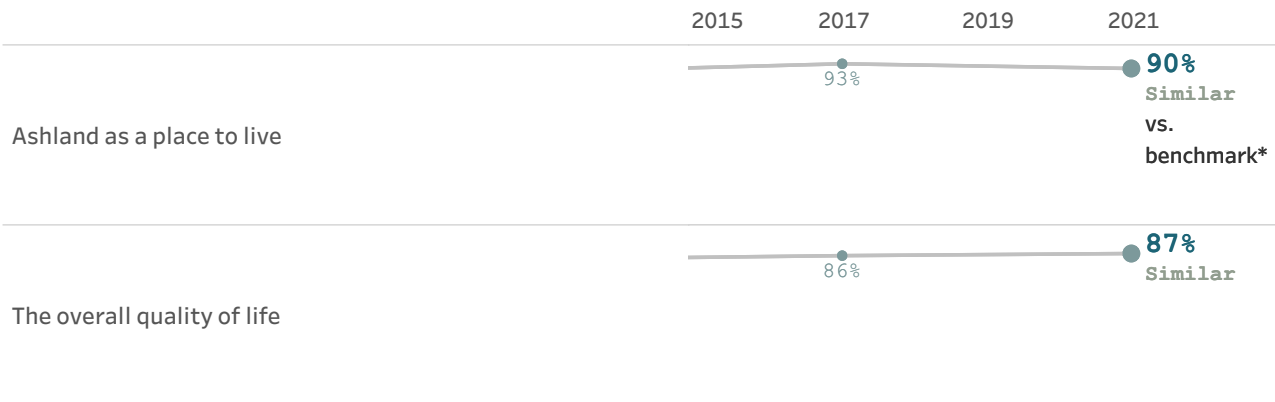
Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

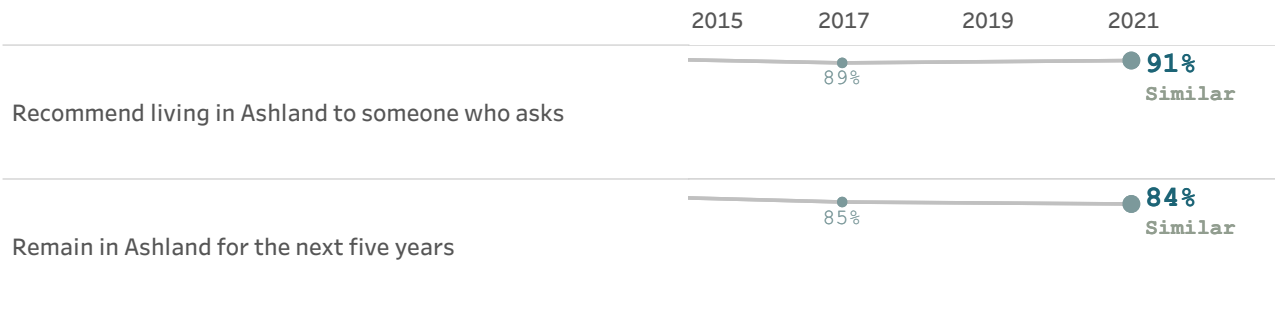
The overall quality of life in Ashland, 2021



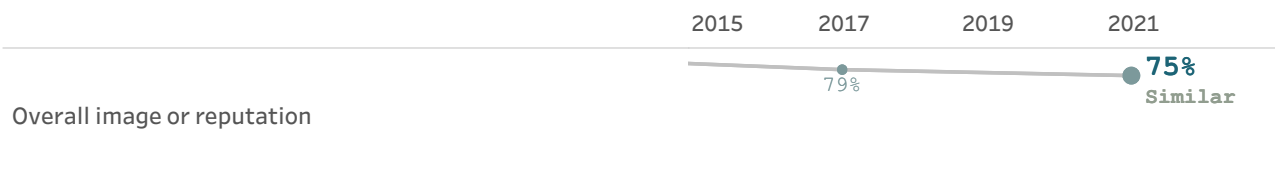
Please rate each of the following aspects of quality of life in Ashland.
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)



Please rate each of the following in the Ashland community.
(% excellent or good)

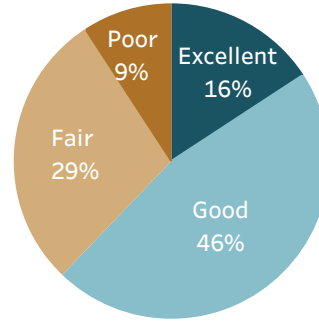


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

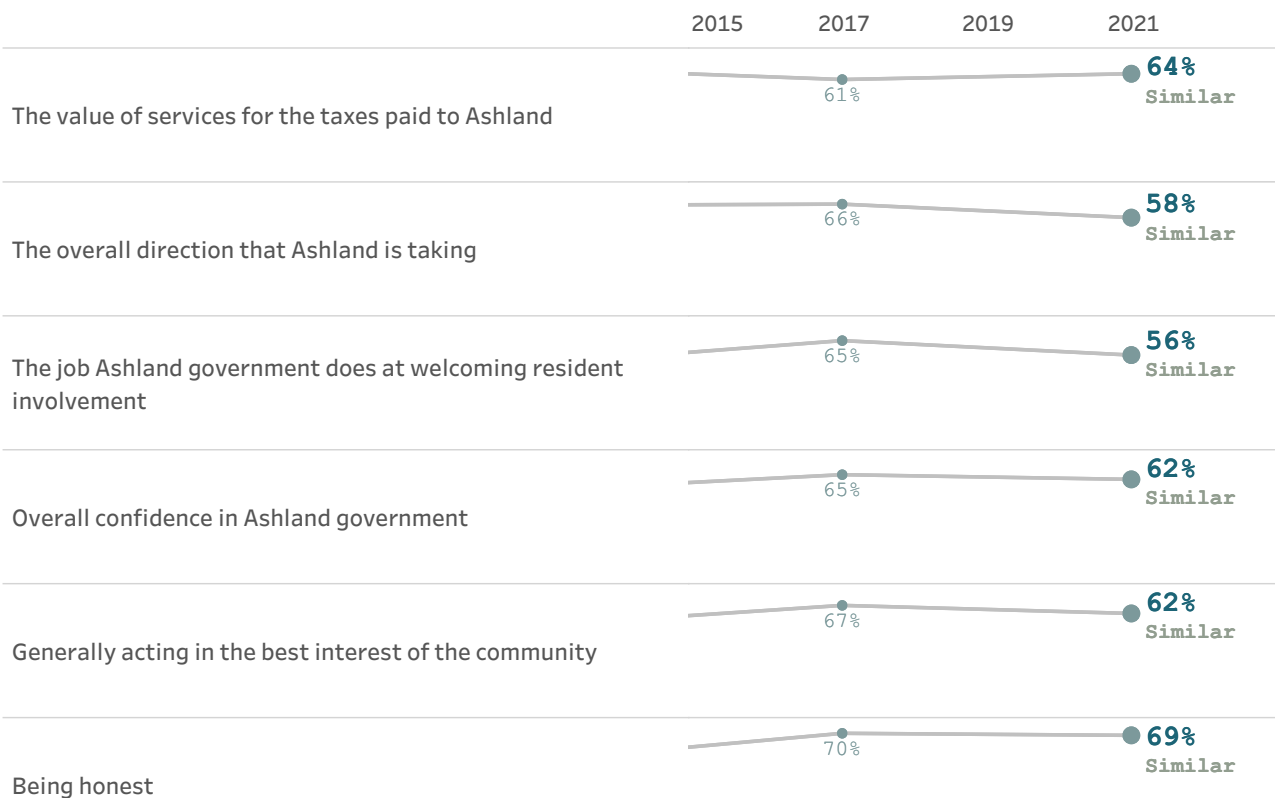
Overall confidence in Ashland government, 2021



Please rate the quality of each of the following services in Ashland. (% excellent or good)



Please rate the following categories of Ashland government performance. (% excellent or good)





Overall, how would you rate the quality of the services provided by each of the following?
 (% excellent or good)

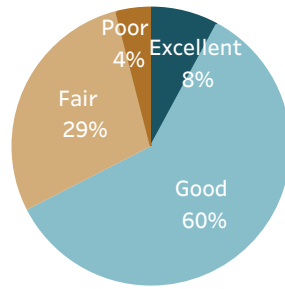


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

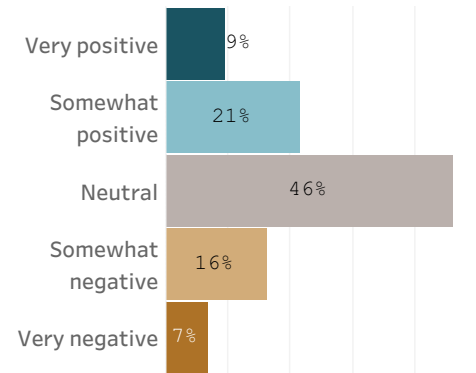
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

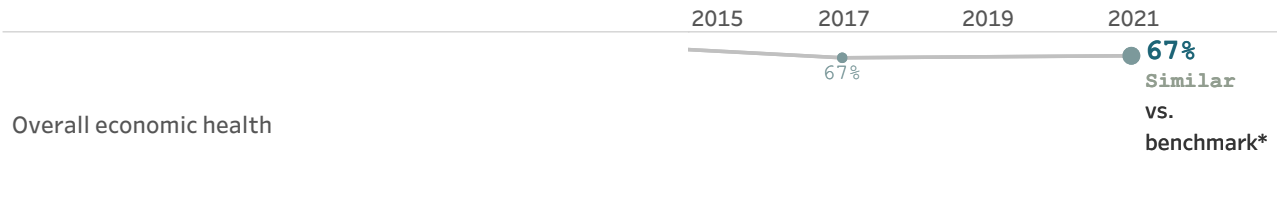
Overall economic health of Ashland, 2021



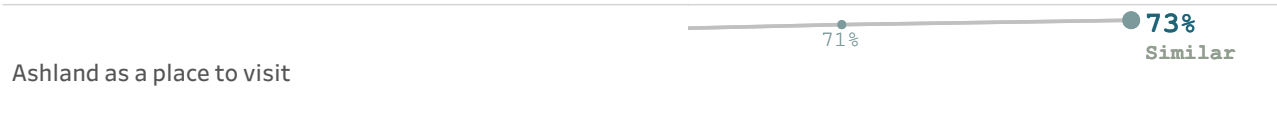
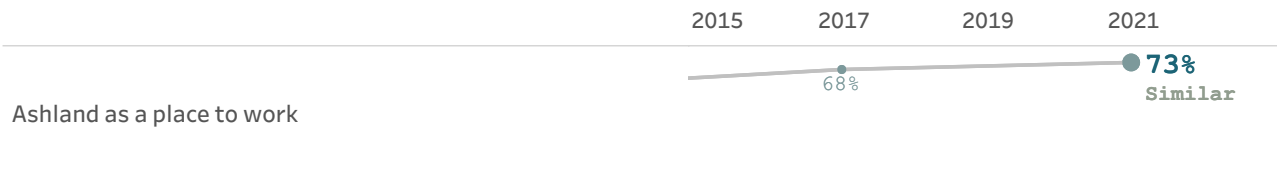
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



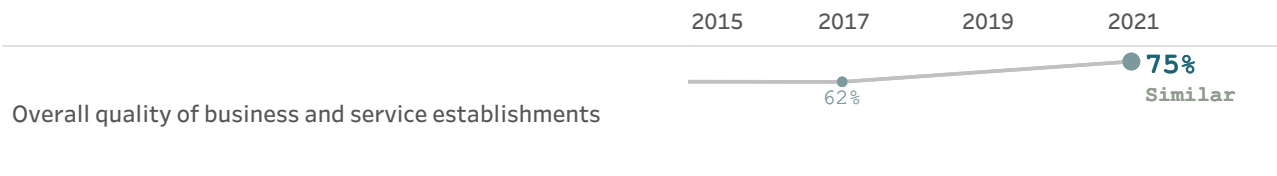
Please rate each of the following characteristics as they relate to Ashland as a whole. (% excellent or good)

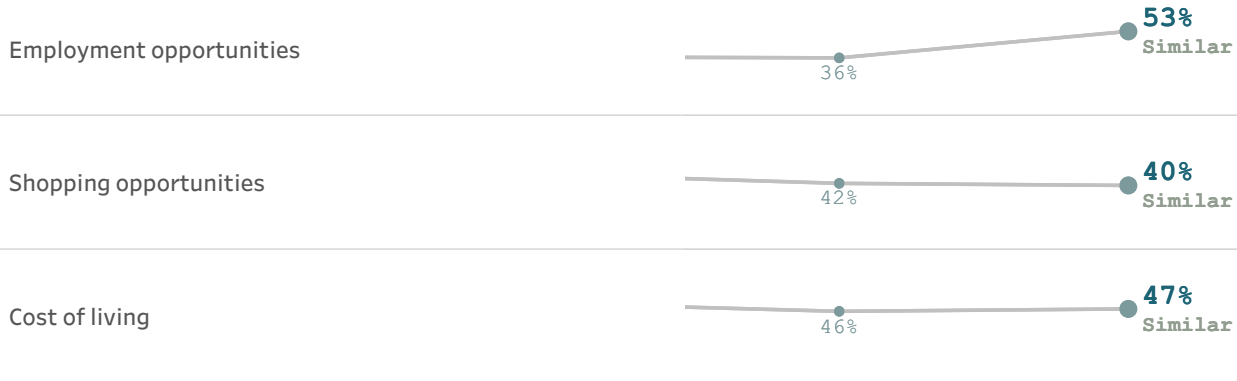


Please rate each of the following aspects of quality of life in Ashland. (% excellent or good)

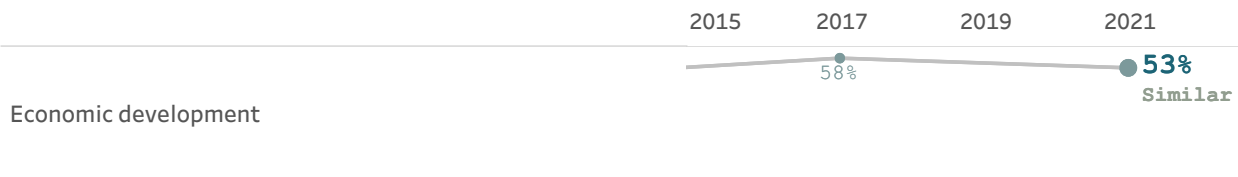


Please rate each of the following in the Ashland community. (% excellent or good)

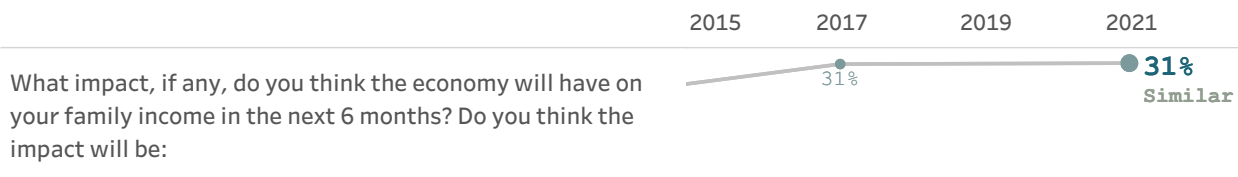




**Please rate the quality of each of the following services in Ashland.
(% excellent or good)**



**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 or somewhat positive)**

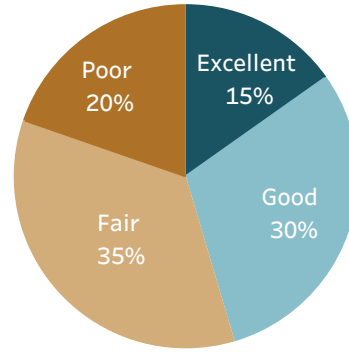


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Mobility

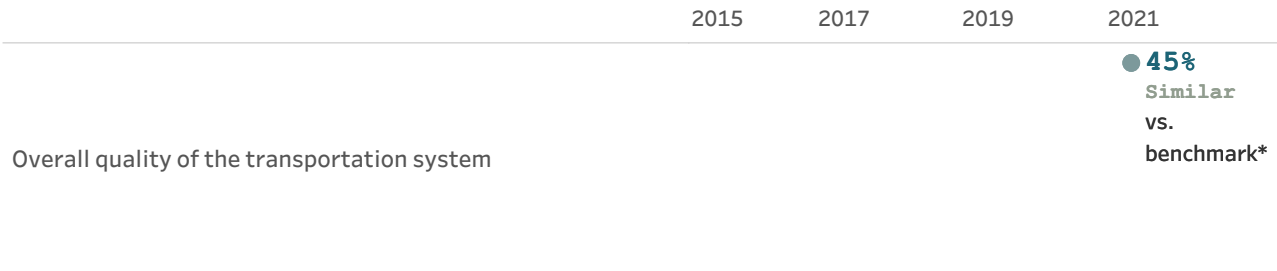
The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in Ashland, 2021



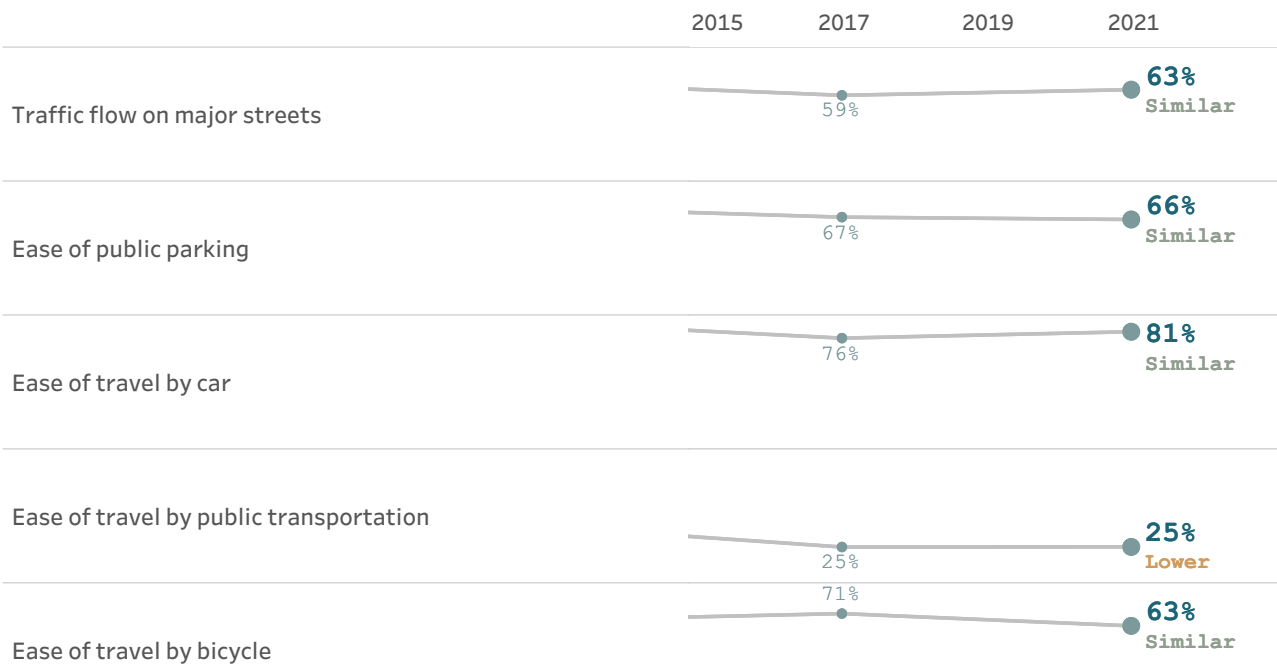
Please rate each of the following characteristics as they relate to Ashland as a whole.

(% excellent or good)



Please also rate each of the following in the Ashland community.

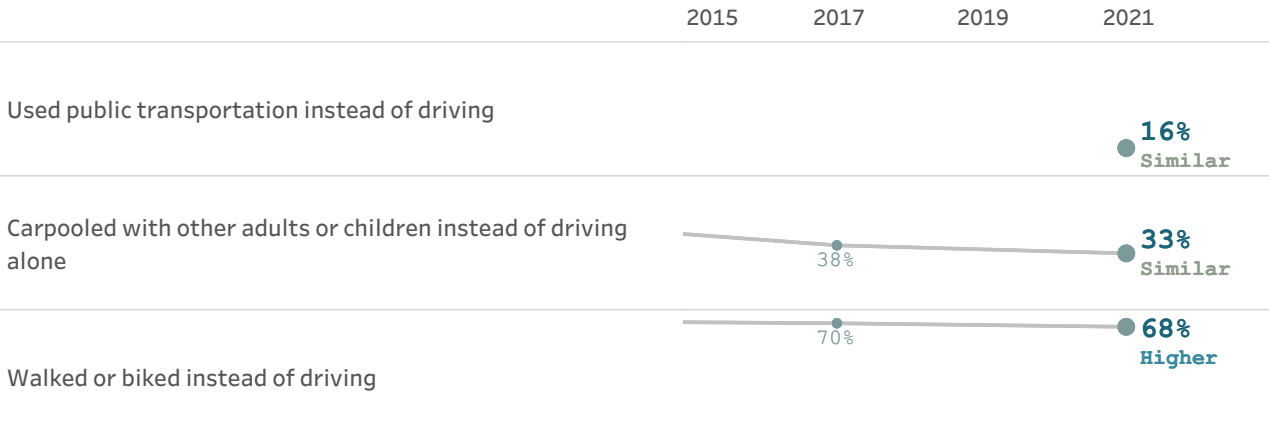
(% excellent or good)





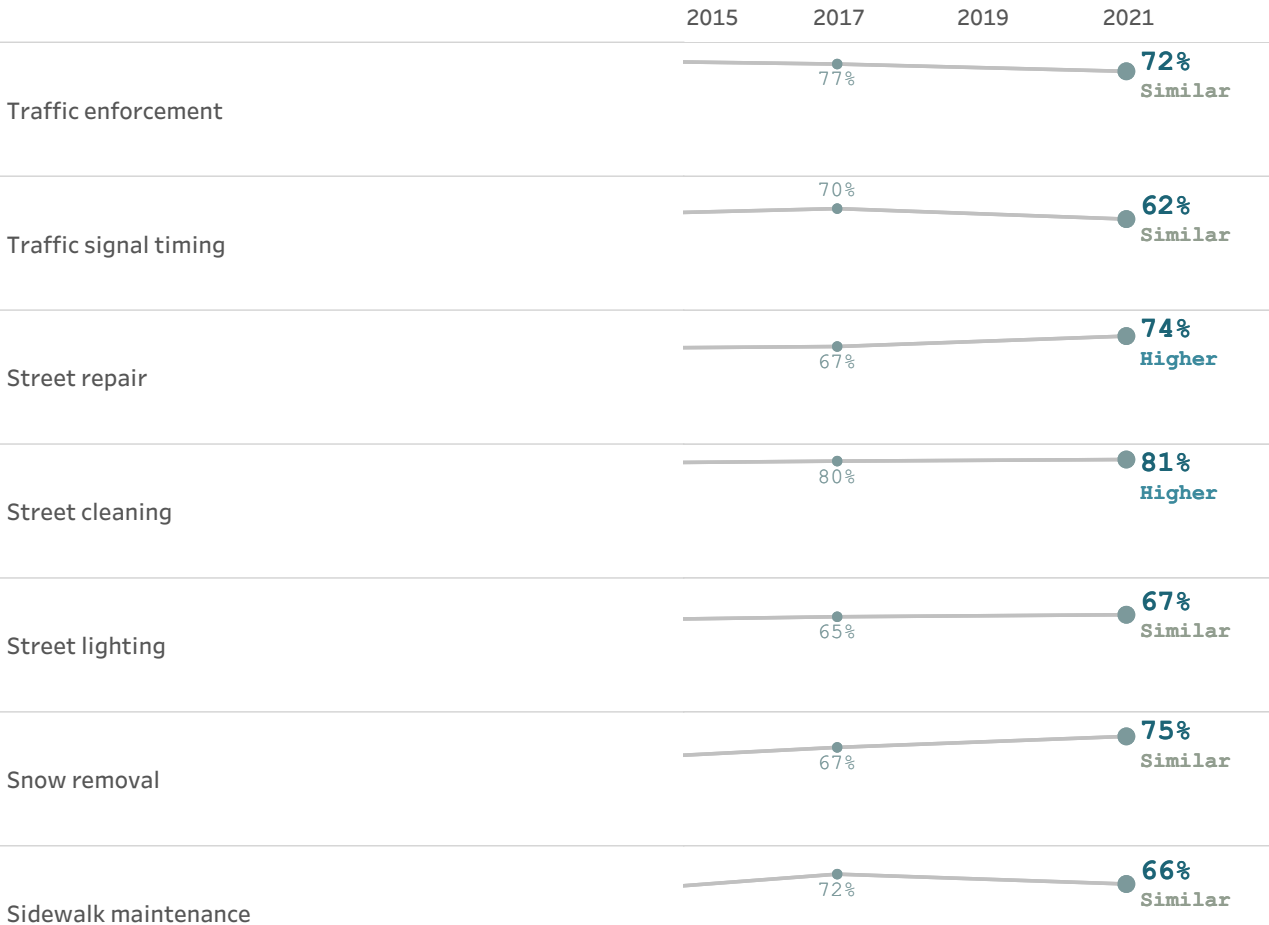
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



Please rate the quality of each of the following services in Ashland.

(% excellent or good)



Bus or transit services

22%
● Much
lower

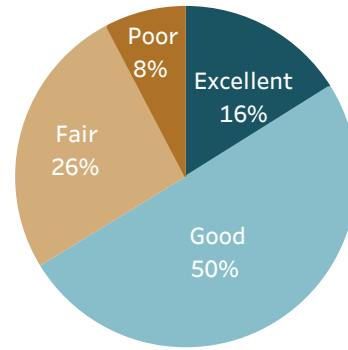
Note: Prior to 2020, "Overall quality of the transportation system" was "Overall ease of getting to the places you usually have to visit". Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

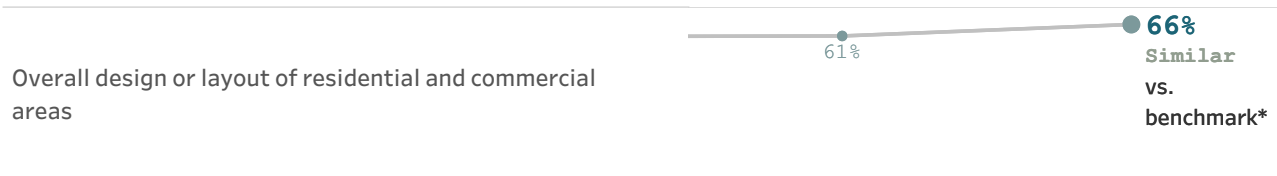
Overall design or layout of Ashland's residential and commercial areas, 2021

Community design

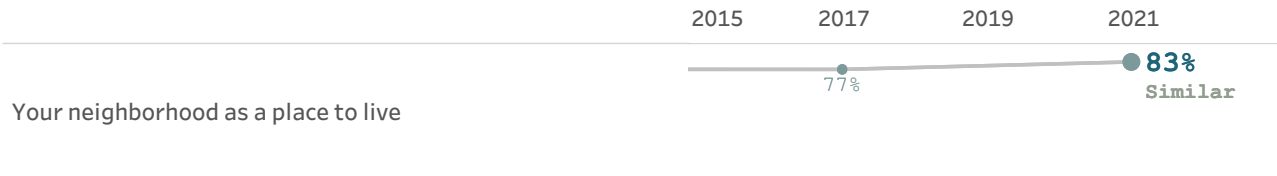
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following characteristics as they relate to Ashland as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Ashland.
(% excellent or good)



Please also rate each of the following in the Ashland community.
(% excellent or good)





**Please rate the quality of each of the following services in Ashland.
(% excellent or good)**

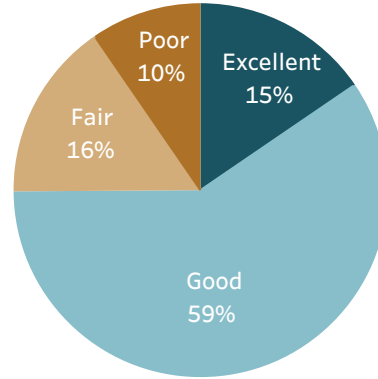


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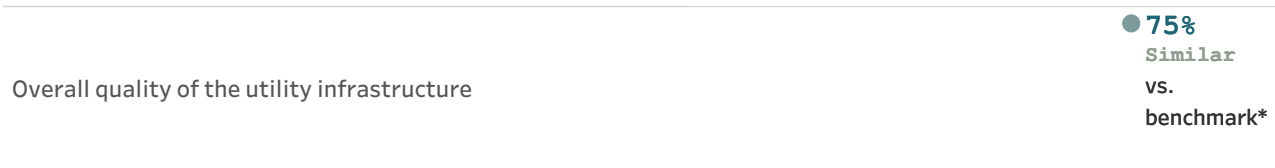
Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

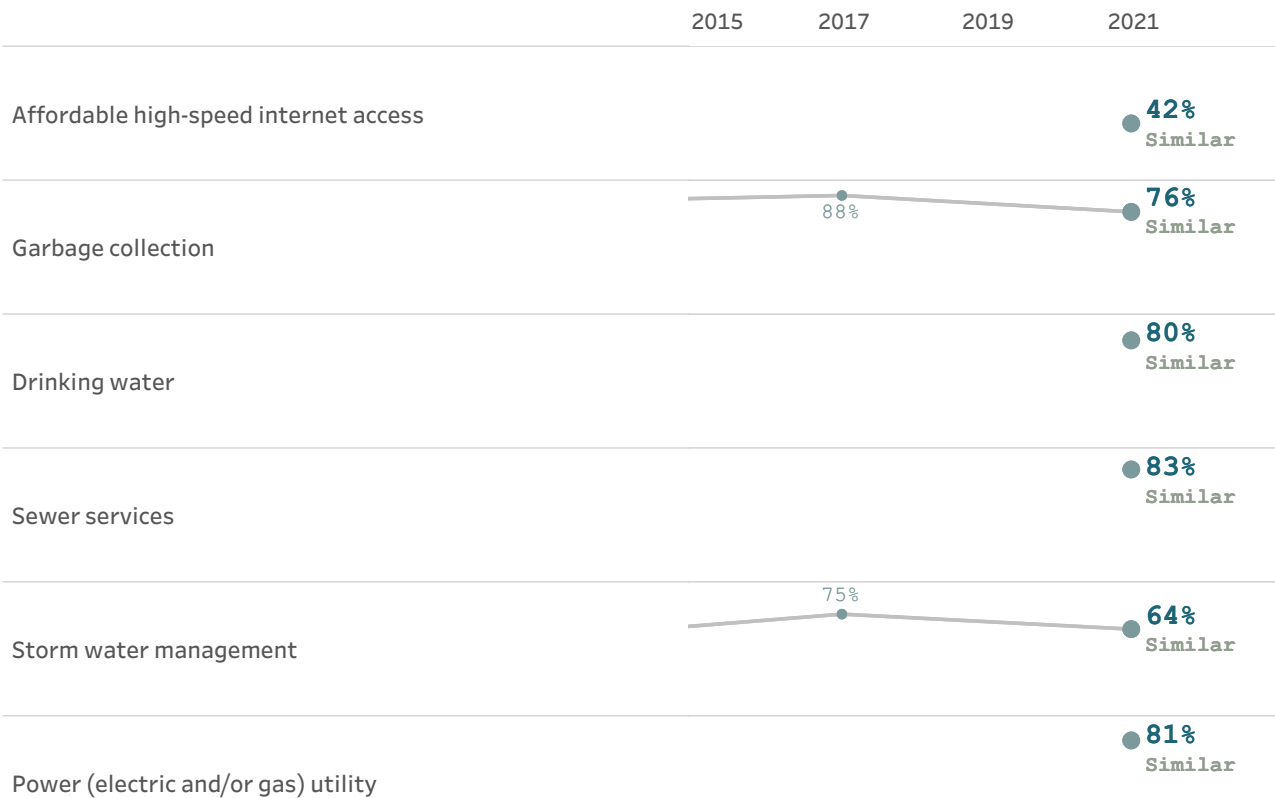
Overall quality of the utility infrastructure in Ashland, 2021



Please rate each of the following characteristics as they relate to Ashland as a whole.
(% excellent or good)



Please rate the quality of each of the following services in Ashland.
(% excellent or good)



71%
Similar

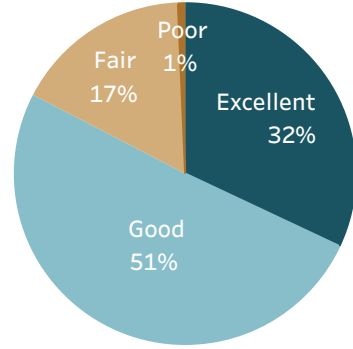
Utility billing

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

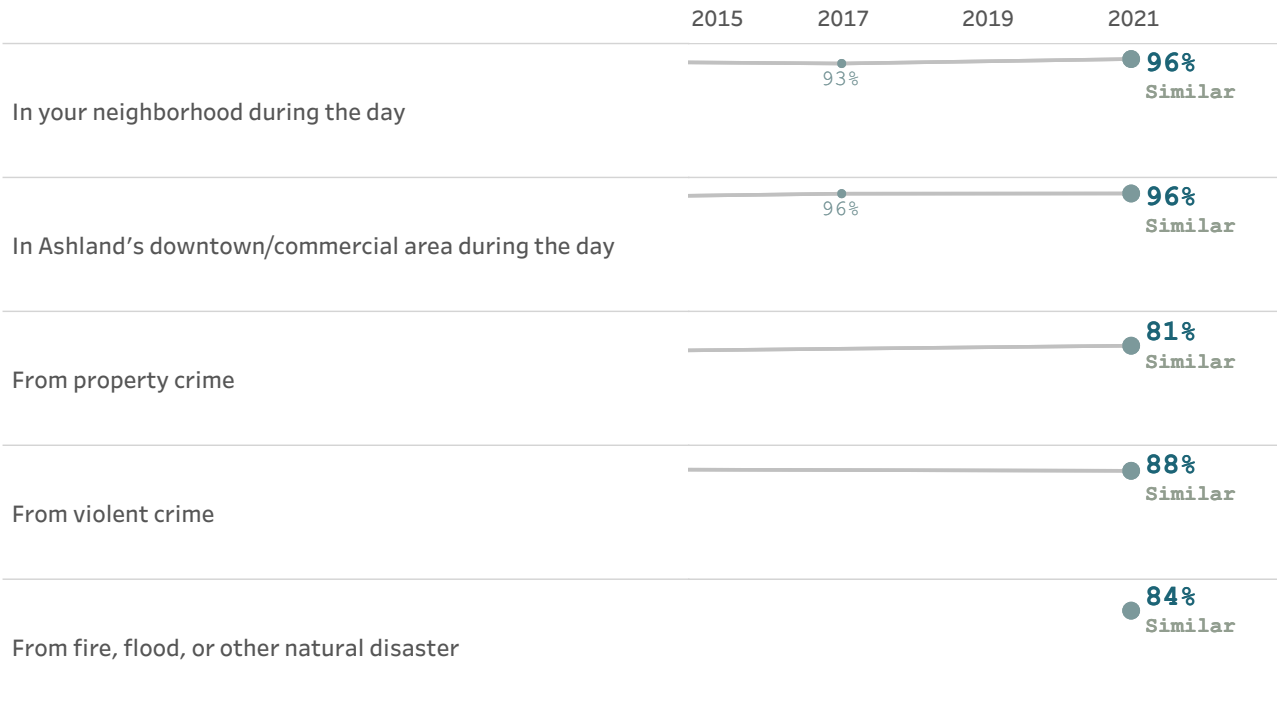
Overall feeling of safety in Ashland, 2021



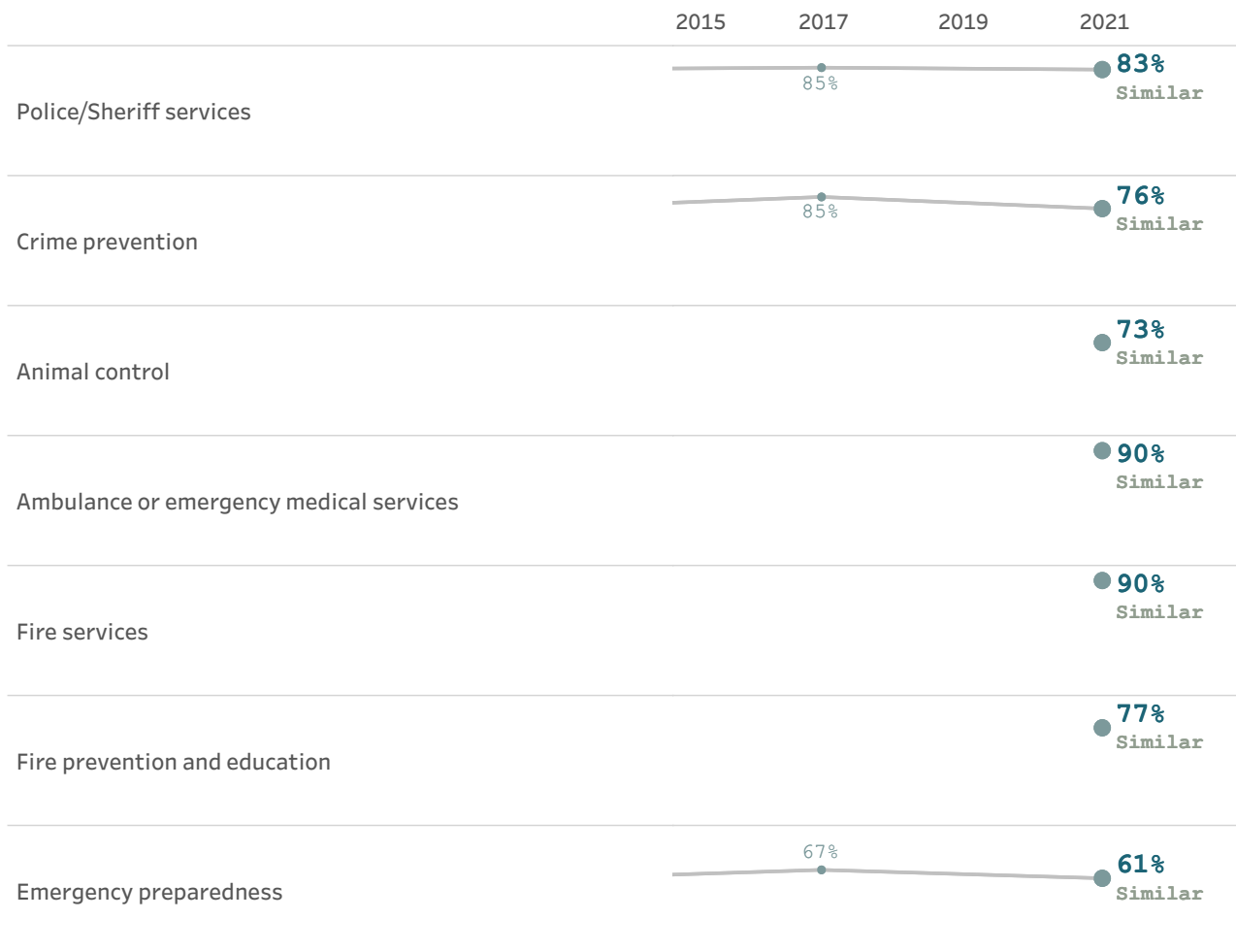
Please rate each of the following characteristics as they relate to Ashland as a whole. (% excellent or good)



Please rate how safe or unsafe you feel: (% very or somewhat safe)

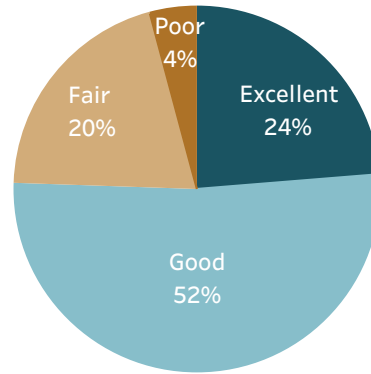


Please rate the quality of each of the following services in Ashland.
 (% excellent or good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

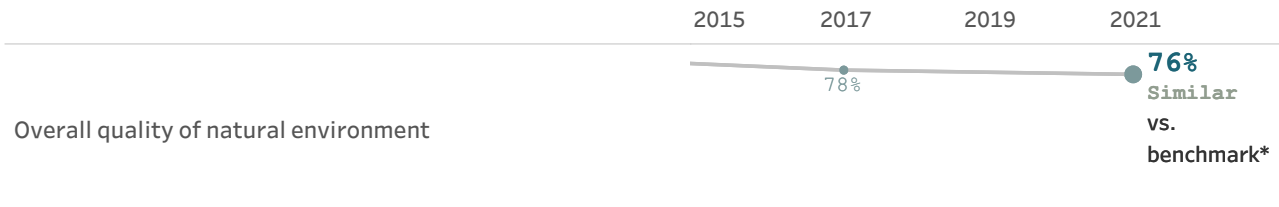
Overall quality of natural environment in Ashland, 2021



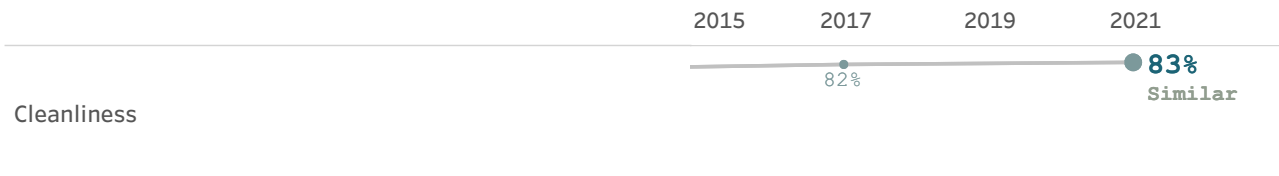
Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

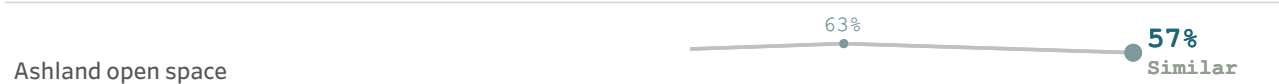
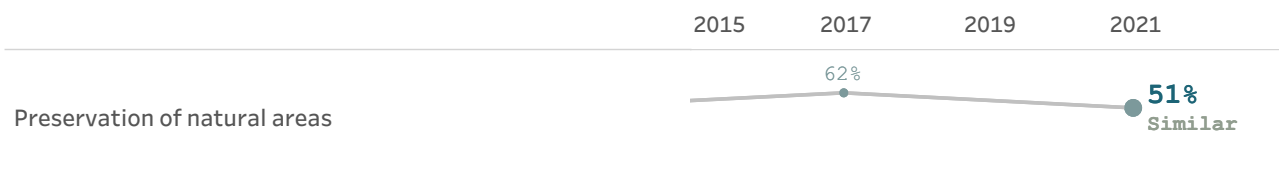
Please rate each of the following characteristics as they relate to Ashland as a whole.
(% excellent or good)

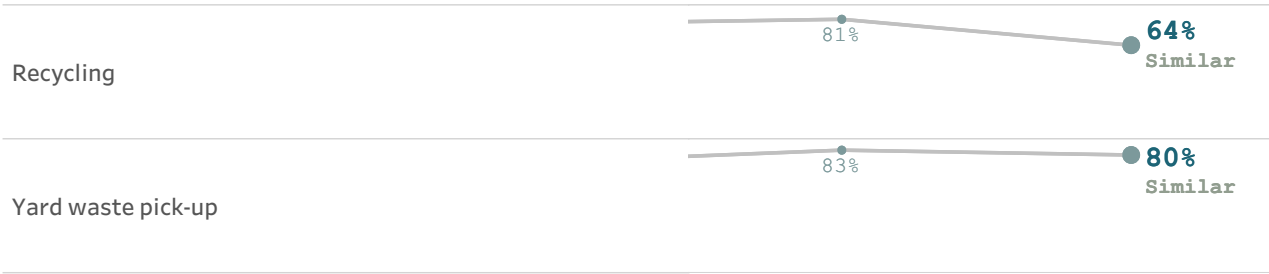


Please also rate each of the following in the Ashland community.
(% excellent or good)



Please rate the quality of each of the following services in Ashland.
(% excellent or good)





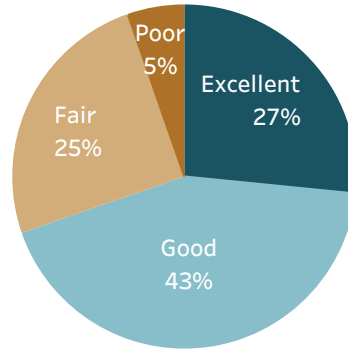
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2021

Parks and recreation

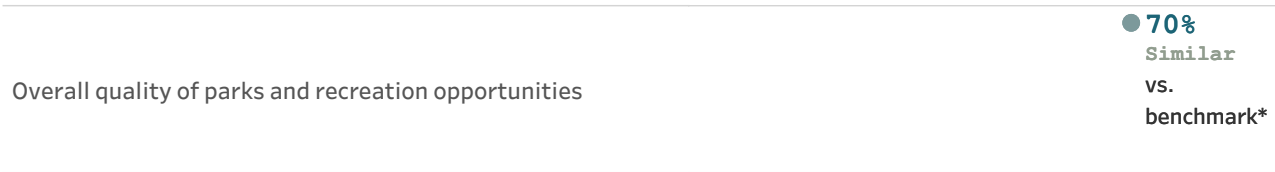
“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

- National Recreation and Park Association



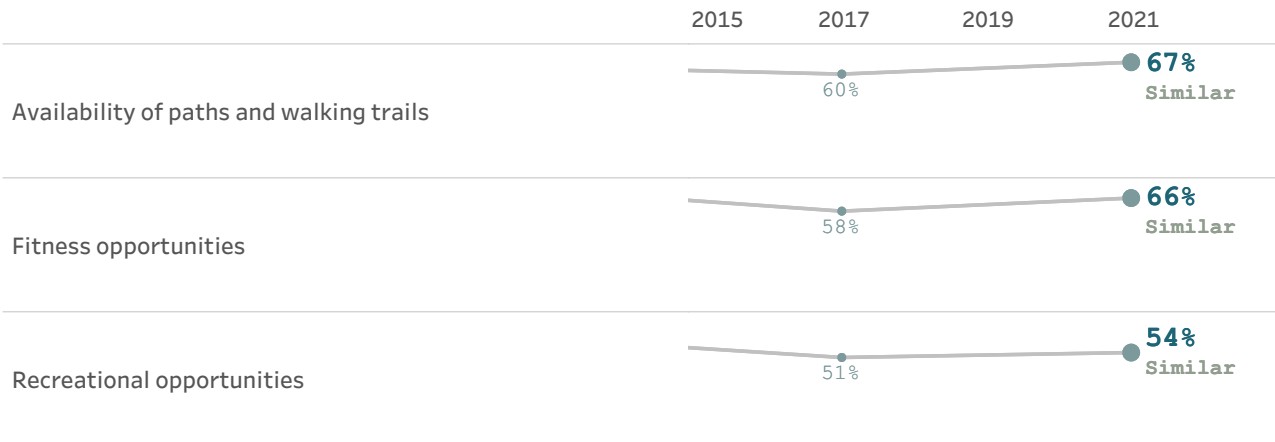
Please rate each of the following characteristics as they relate to Ashland as a whole.

(% excellent or good)



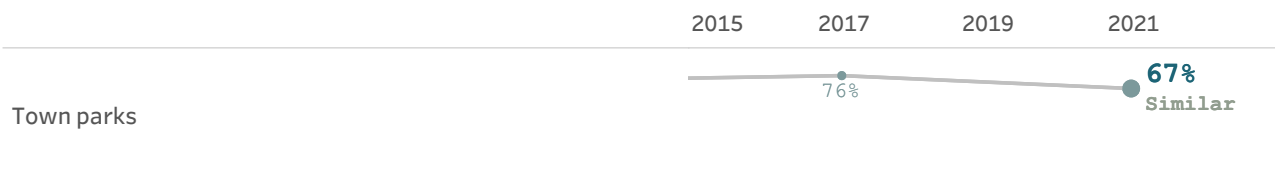
Please also rate each of the following in the Ashland community.

(% excellent or good)



Please rate the quality of each of the following services in Ashland.

(% excellent or good)

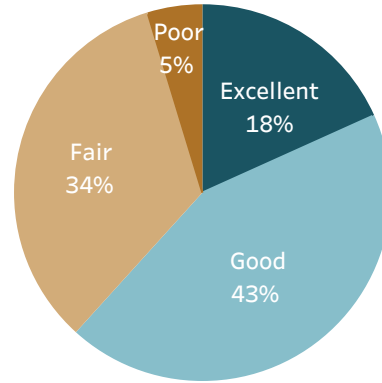


Recreation centers or facilities

● **61%**
Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

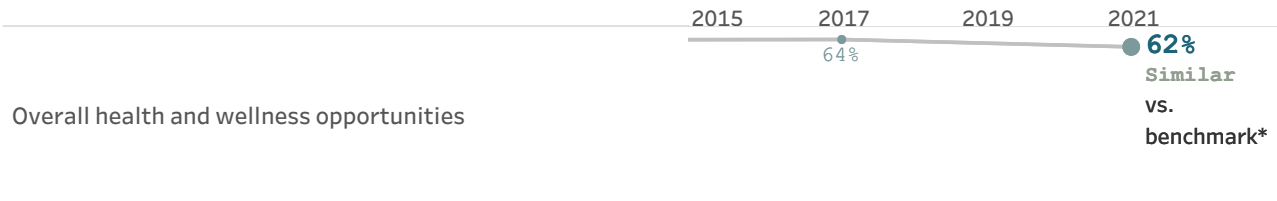
Overall health and wellness opportunities in Ashland, 2021



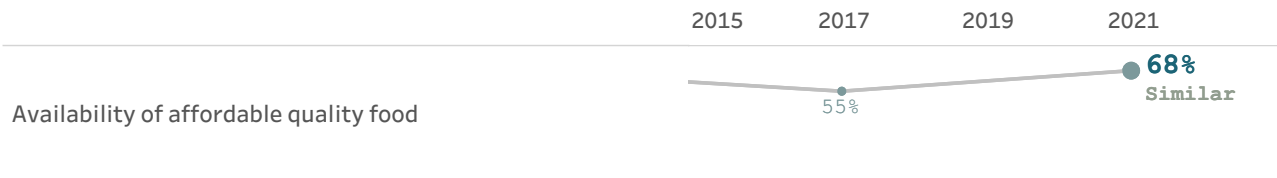
Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

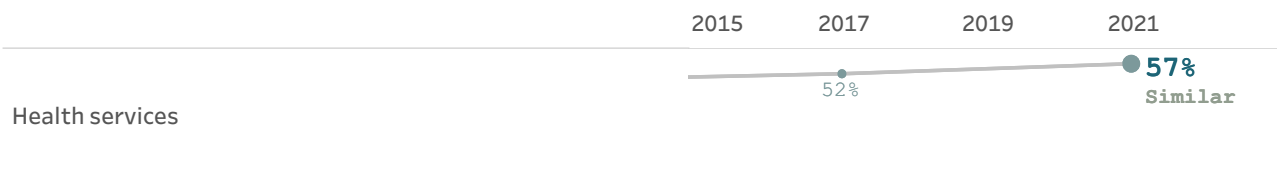
Please rate each of the following characteristics as they relate to Ashland as a whole.
(% excellent or good)



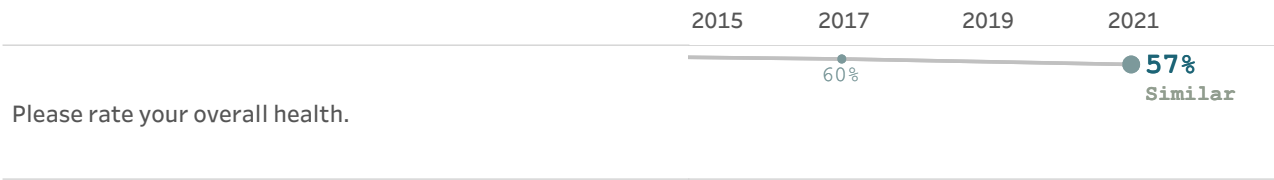
Please also rate each of the following in the Ashland community.
(% excellent or good)



Please rate the quality of each of the following services in Ashland.
(% excellent or good)

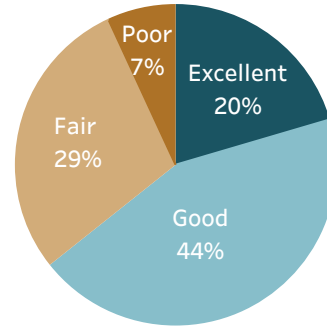


Please rate your overall health.
(% excellent or very good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

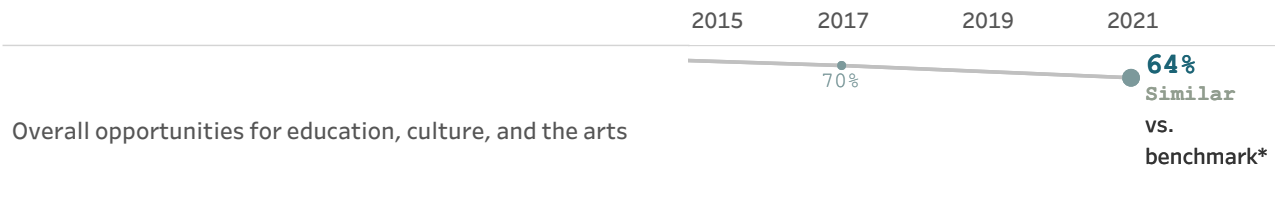
Overall opportunities for education, culture and the arts, 2021



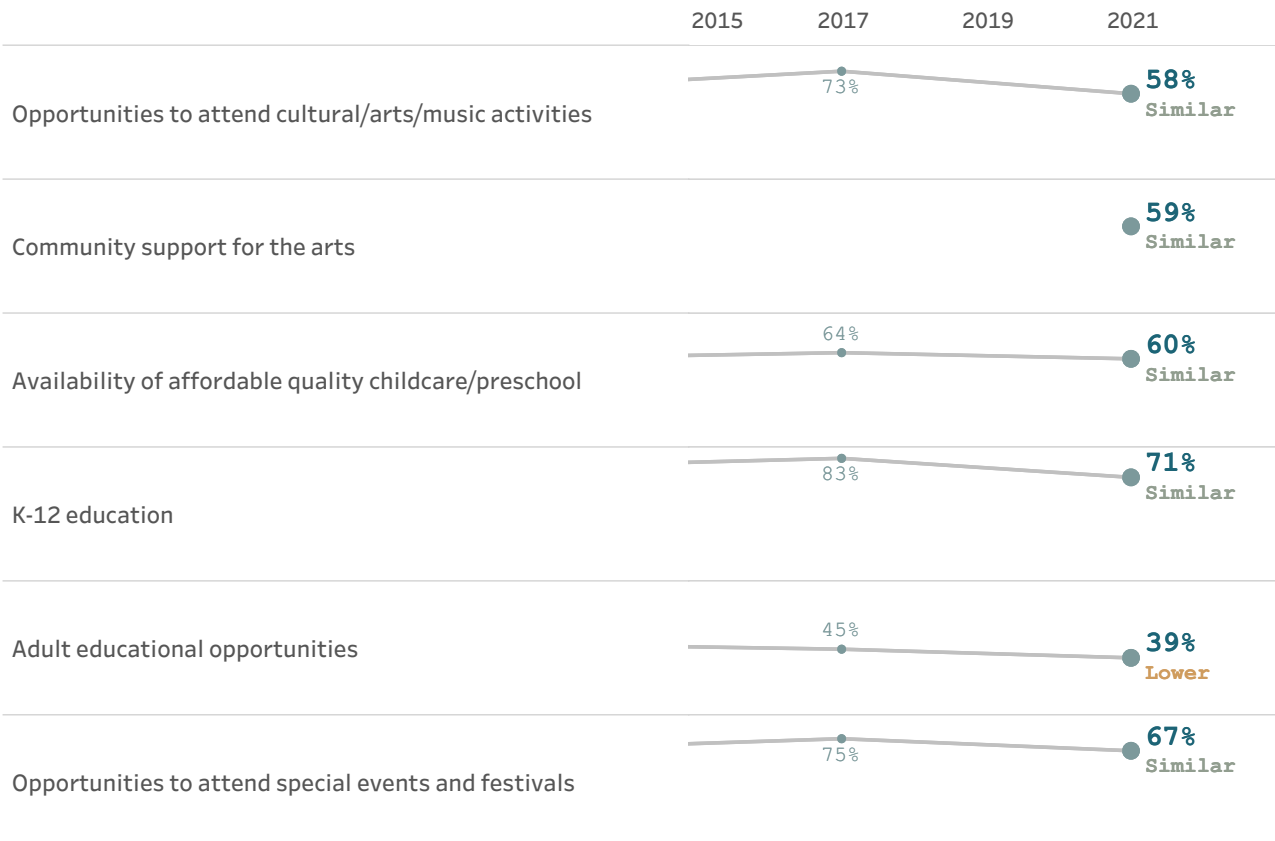
Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Please rate each of the following characteristics as they relate to Ashland as a whole. (% excellent or good)



Please also rate each of the following in the Ashland community. (% excellent or good)



Please rate the quality of each of the following services in Ashland.
(% excellent or good)

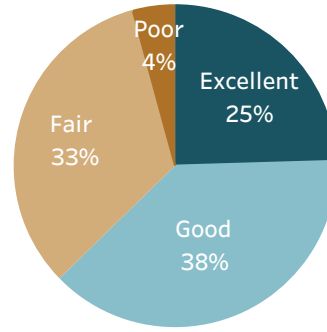
	2015	2017	2019	2021
Public library services				● 88% Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

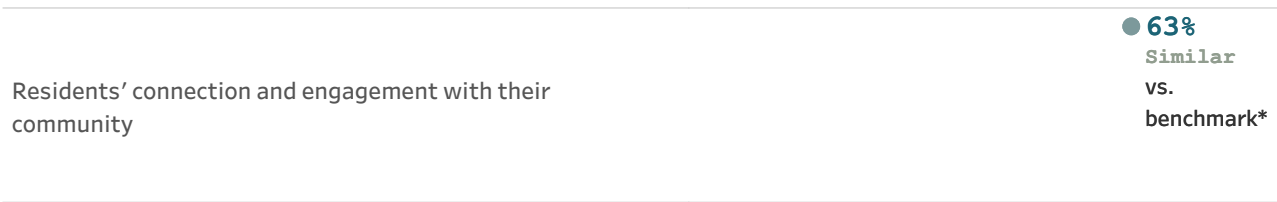
Residents' connection and engagement with their community, 2021

Inclusivity and engagement

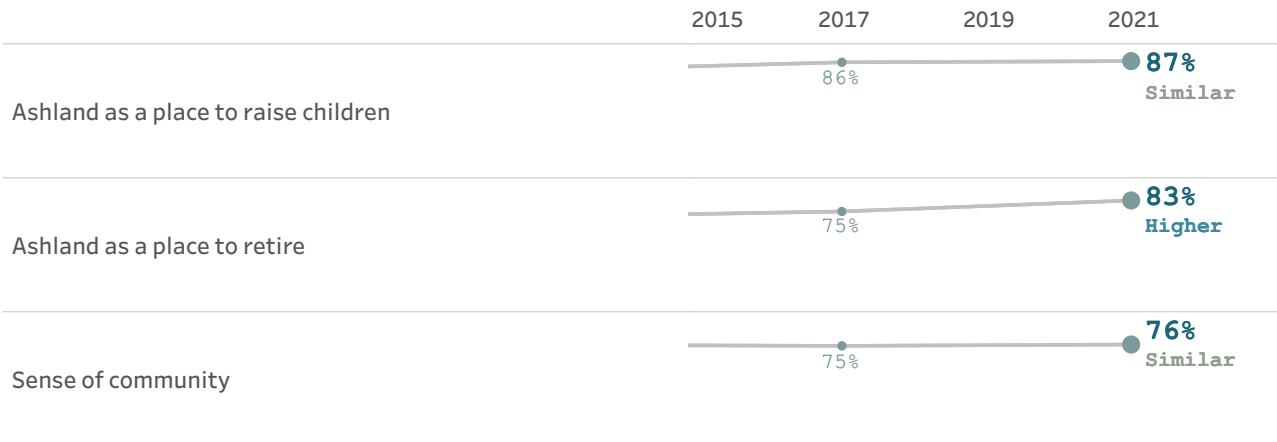
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



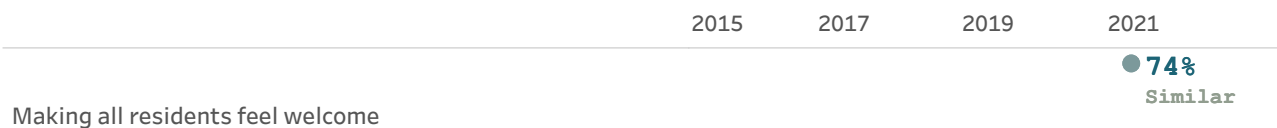
Please rate each of the following characteristics as they relate to Ashland as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Ashland.
(% excellent or good)



Please rate the job you feel the Ashland community does at each of the following.
(% excellent or good)



Attracting people from diverse backgrounds **56%**
Similar

Valuing/respecting residents from diverse backgrounds **62%**
Similar

Taking care of vulnerable residents **55%**
Similar

**Please also rate each of the following in the Ashland community.
(% excellent or good)**

2015 2017 2019 2021

Sense of civic/community pride **72%**
Similar

Neighborliness of residents 65% **72%**
Similar

Opportunities to participate in social events and activities 68% **65%**
Similar

Opportunities to volunteer 70% **58%**
Similar

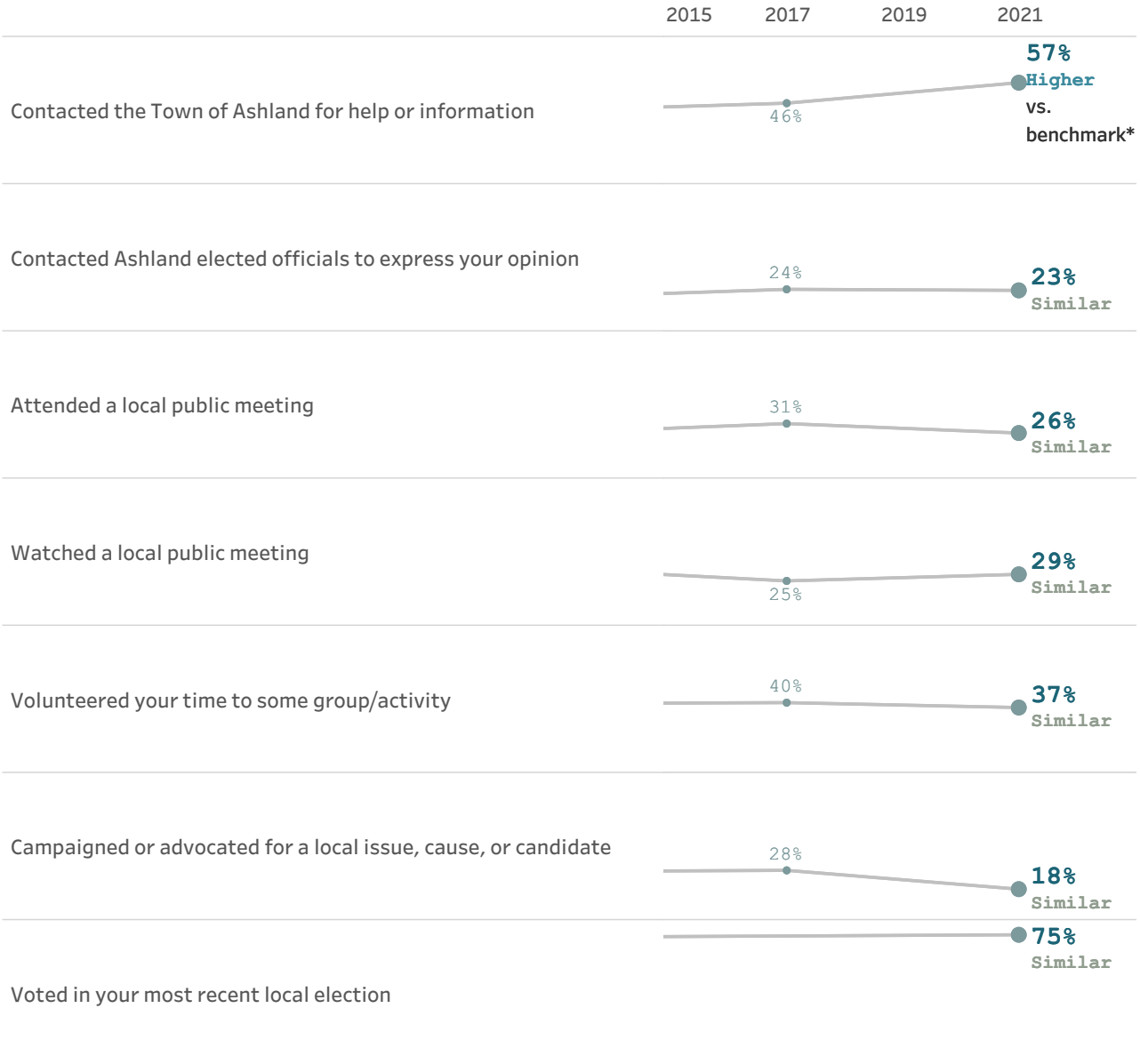
Opportunities to participate in community matters 69% **57%**
Similar

Openness and acceptance of the community toward people of diverse backgrounds 64% **56%**
Similar

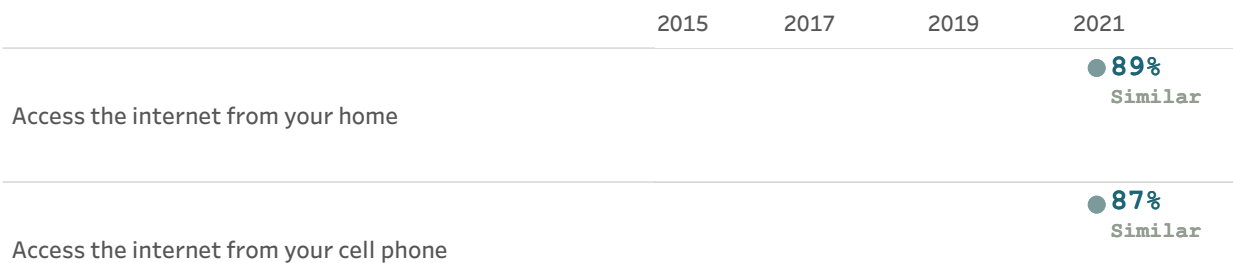
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



In general, how many times do you:
(% a few times a week or more)



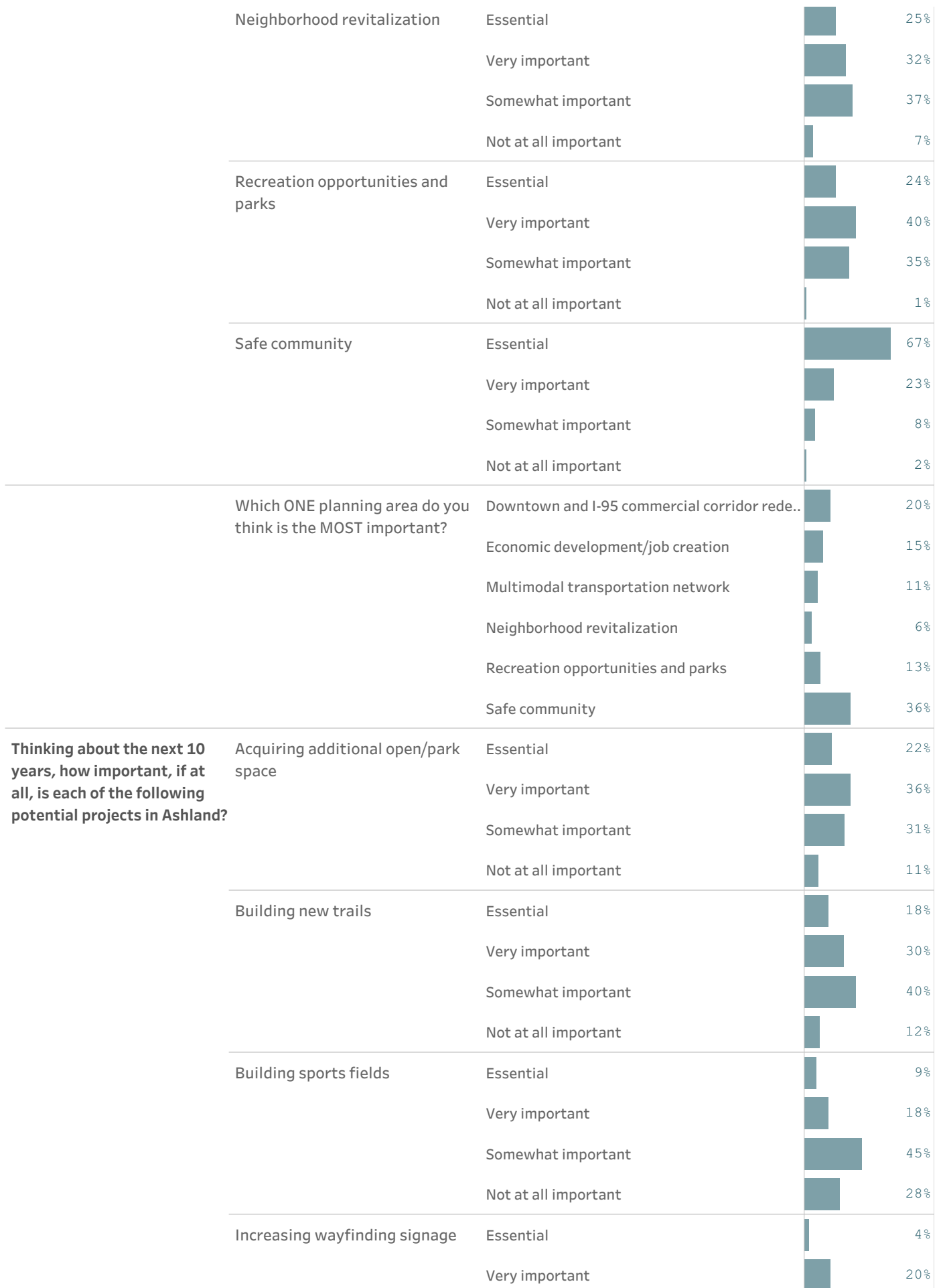
Visit social media sites	● 77% Similar
Use or check email	● 93% Similar
Share your opinions online	● 29% Similar
Shop online	● 55% Similar

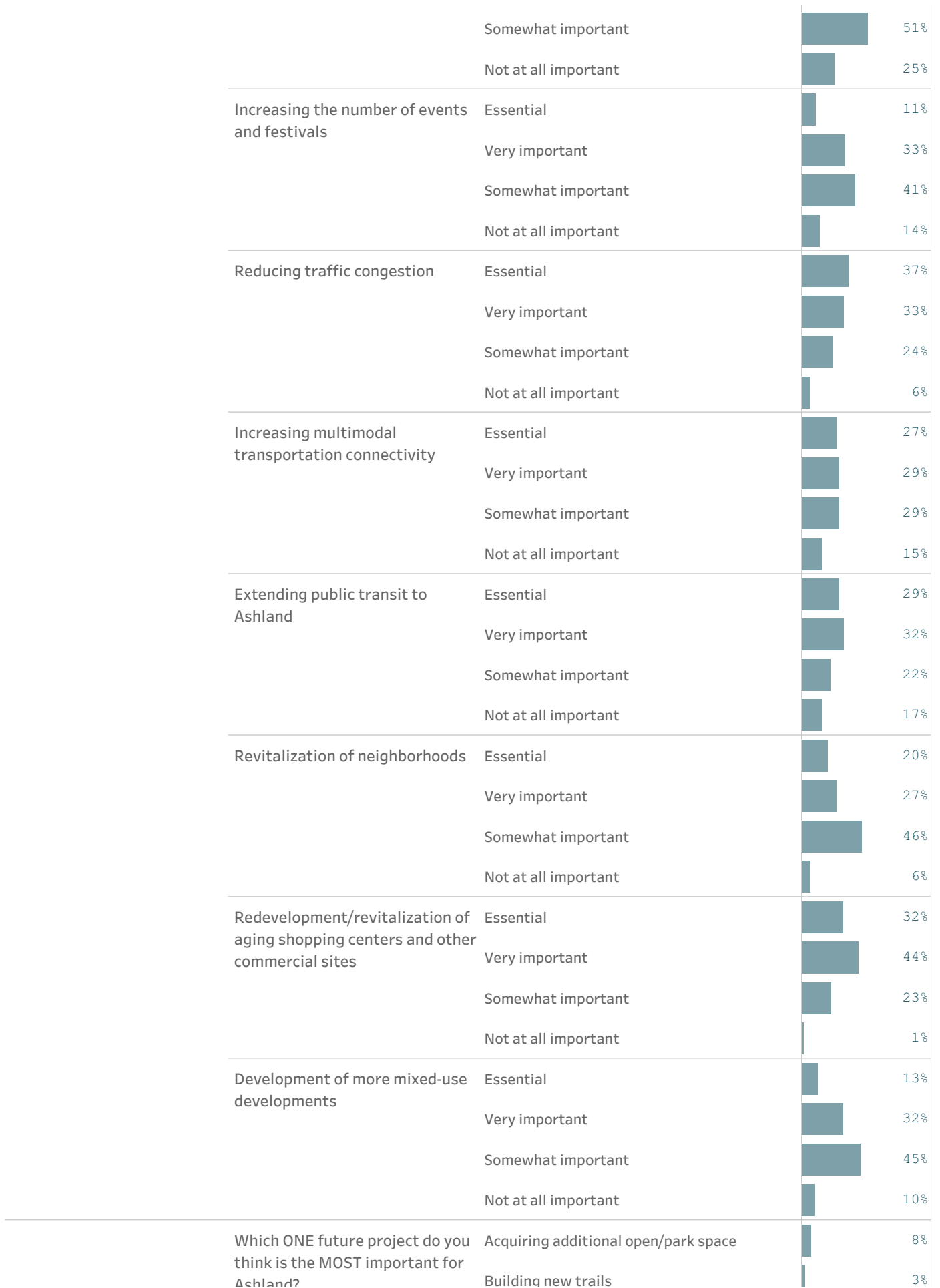
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

Below are the complete set of responses to each custom question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter below.

		Include "don't know"	
		No	
How much of a priority, if at all, should it be for the Town to address each of the following over the next 3-5 years?	Enhance public art throughout the community	High priority	14%
		Medium priority	55%
		Not a priority	31%
	Employ economic development strategies to enhance downtown retail/commercial areas to bring additional visitors/customers and revenues to Ashland	High priority	63%
		Medium priority	29%
		Not a priority	8%
	Increase the number of and improve public green spaces	High priority	42%
		Medium priority	53%
		Not a priority	5%
Provide more public parking opportunities in commercial districts	High priority	24%	
	Medium priority	48%	
	Not a priority	29%	
Add a splash pad at a Town park	High priority	22%	
	Medium priority	28%	
	Not a priority	50%	
Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in the City.	Downtown and I-95 commercial corridor redevelopment	Essential	33%
		Very important	33%
		Somewhat important	28%
		Not at all important	5%
	Economic development/job creation	Essential	25%
		Very important	49%
		Somewhat important	24%
		Not at all important	1%
	Multimodal transportation network	Essential	20%
		Very important	34%
		Somewhat important	36%
		Not at all important	10%





Ashland



National benchmark tables

This table contains the comparisons of Ashland’s results to those from other communities. The first column shows the comparison of Ashland’s rating to the benchmark. Ashland’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Ashland residents is statistically similar to or different than the benchmark. The second column is Ashland’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Ashland’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Ashland’s result -- that is what percent of surveyed communities had a lower rating than Ashland.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Ashland.	Ashland as a place to live	Similar	90%	104	371	72
	Your neighborhood as a place to live	Similar	83%	203	312	35
	Ashland as a place to raise children	Similar	87%	147	371	60
	Ashland as a place to work	Similar	73%	89	356	75
	Ashland as a place to visit	Similar	73%	106	301	65
	Ashland as a place to retire	Higher	83%	65	358	82
	The overall quality of life	Similar	87%	149	408	63
	Sense of community	Similar	76%	42	312	86
Please rate each of the following characteristics as they relate to Ashland as a whole.	Overall economic health	Similar	67%	163	286	43
	Overall quality of the transportation system	Similar	45%	64	100	37
	Overall design or layout of residential and commercial areas	Similar	66%	120	281	57
	Overall quality of the utility infrastructure	Similar	75%	55	99	45
	Overall feeling of safety	Similar	83%	172	355	51
	Overall quality of natural environment	Similar	76%	192	291	34
	Overall quality of parks and recreation opportunities	Similar	70%	77	100	24
	Overall health and wellness opportunities	Similar	62%	188	282	33
	Overall opportunities for education, culture, and the arts	Similar	64%	140	282	50
	Residents’ connection and engagement with their community	Similar	63%	19	101	82
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Ashland to someone who asks	Similar	91%	109	297	63
	Remain in Ashland for the next five years	Similar	84%	164	291	43
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	96%	117	339	65
	In Ashland’s downtown/commercial area during the day	Similar	96%	78	320	75

Please rate how safe or unsafe you feel:	From property crime	Similar	81%	44	110	60
	From violent crime	Similar	88%	46	110	58
	From fire, flood, or other natural disaster	Similar	84%	61	99	39
Please rate the job you feel the Ashland community does at each of the following.	Making all residents feel welcome	Similar	74%	43	104	59
	Attracting people from diverse backgrounds	Similar	56%	62	103	40
	Valuing/respecting residents from diverse backgrounds	Similar	62%	65	102	37
	Taking care of vulnerable residents	Similar	55%	66	101	35
Please rate each of the following in the Ashland community.	Overall quality of business and service establishments	Similar	75%	68	288	76
	Variety of business and service establishments	Similar	60%	65	100	36
	Vibrancy of downtown/commercial area	Similar	65%	81	270	70
	Employment opportunities	Similar	53%	119	314	62
	Shopping opportunities	Similar	40%	217	302	28
	Cost of living	Similar	47%	142	283	50
	Overall image or reputation	Similar	75%	152	349	56
Please also rate each of the following in the Ashland community.	Traffic flow on major streets	Similar	63%	111	327	66
	Ease of public parking	Similar	66%	106	255	58
	Ease of travel by car	Similar	81%	92	314	71
	Ease of travel by public transportation	Lower	25%	213	261	18
	Ease of travel by bicycle	Similar	63%	81	315	74
	Ease of walking	Similar	75%	73	315	77
	Well-planned residential growth	Similar	54%	61	102	41
	Well-planned commercial growth	Similar	46%	56	102	46
	Well-designed neighborhoods	Similar	56%	63	101	38
	Preservation of the historical or cultural character of the communi..	Similar	67%	26	97	74
	Public places where people want to spend time	Similar	60%	189	277	32
	Variety of housing options	Similar	43%	209	293	29
	Availability of affordable quality housing	Similar	31%	200	310	35
	Overall quality of new development	Similar	43%	245	302	19
	Overall appearance	Similar	76%	167	342	51
	Cleanliness	Similar	83%	144	315	54
	Water resources	Much lower	28%	85	92	8

Please also rate each of the following in the Ashland community.	Air quality	Similar	81%	155	270	42
	Availability of paths and walking trails	Similar	67%	165	312	47
	Fitness opportunities	Similar	66%	185	272	32
	Recreational opportunities	Similar	54%	228	301	24
	Availability of affordable quality food	Similar	68%	126	268	53
	Availability of affordable quality health care	Similar	52%	196	282	30
	Availability of preventive health services	Similar	50%	199	265	25
	Availability of affordable quality mental health care	Similar	40%	172	260	34
	Opportunities to attend cultural/arts/music activities	Similar	58%	160	300	47
	Community support for the arts	Similar	59%	43	100	57
	Availability of affordable quality childcare/preschool	Similar	60%	105	278	62
	K-12 education	Similar	71%	148	278	47
	Adult educational opportunities	Lower	39%	250	268	7
	Sense of civic/community pride	Similar	72%	30	100	71
	Neighborliness of residents	Similar	72%	91	277	67
	Please indicate whether or not you have done each of the following in the last 12 months.	Opportunities to participate in social events and activities	Similar	65%	117	282
Opportunities to attend special events and festivals		Similar	67%	151	289	48
Opportunities to volunteer		Similar	58%	244	281	13
Opportunities to participate in community matters		Similar	57%	215	285	24
Openness and acceptance of the community toward people of dive..		Similar	56%	217	308	29
Contacted the Town of Ashland for help or information		Higher	57%	27	337	92
Contacted Ashland elected officials to express your opinion		Similar	23%	42	277	85
Attended a local public meeting		Similar	26%	61	278	78
Watched a local public meeting		Similar	29%	68	254	73
Volunteered your time to some group/activity		Similar	37%	122	283	57
Campaigned or advocated for a local issue, cause, or candidate		Similar	18%	176	266	34
Voted in your most recent local election		Similar	75%	71	103	32
Please rate the quality of each of the following	Used public transportation instead of driving	Similar	16%	113	247	54
	Carpooled with other adults or children instead of driving alone	Similar	33%	233	271	14
	Walked or biked instead of driving	Higher	68%	62	275	77
	Public information services	Similar	63%	188	292	35

Please rate the quality of each of the following services in Ashland.

Economic development	Similar	53%	164	292	44
Traffic enforcement	Similar	72%	128	353	64
Traffic signal timing	Similar	62%	70	281	75
Street repair	Higher	74%	15	341	95
Street cleaning	Higher	81%	44	303	85
Street lighting	Similar	67%	141	334	58
Snow removal	Similar	75%	70	262	73
Sidewalk maintenance	Similar	66%	99	305	67
Bus or transit services	Much lower	22%	244	256	5
Land use, planning and zoning	Similar	36%	229	303	24
Code enforcement	Similar	38%	258	356	27
Affordable high-speed internet access	Similar	42%	81	98	18
Garbage collection	Similar	76%	238	333	28
Drinking water	Similar	80%	125	301	58
Sewer services	Similar	83%	123	305	60
Storm water management	Similar	64%	204	328	38
Power (electric and/or gas) utility	Similar	81%	95	220	57
Utility billing	Similar	71%	124	259	52
Police/Sheriff services	Similar	83%	128	398	68
Crime prevention	Similar	76%	134	353	62
Animal control	Similar	73%	103	319	68
Ambulance or emergency medical services	Similar	90%	111	321	65
Fire services	Similar	90%	158	348	54
Fire prevention and education	Similar	77%	218	292	25
Emergency preparedness	Similar	61%	180	292	38
Preservation of natural areas	Similar	51%	223	274	18
Ashland open space	Similar	57%	190	263	28
Recycling	Similar	64%	261	338	23
Yard waste pick-up	Similar	80%	63	279	77
Town parks	Similar	67%	254	313	19
Recreation programs or classes	Lower	51%	282	311	9
































Please rate the quality of each of the following services in Ashland.	Recreation centers or facilities	Similar	61%	219	284	23
	Health services	Similar	57%	201	253	20
	Public library services	Similar	88%	122	316	61
	Overall customer service by Ashland employees	Similar	84%	64	367	82
Please rate the following categories of Ashland government performance.	The value of services for the taxes paid to Ashland	Similar	64%	75	373	80
	The overall direction that Ashland is taking	Similar	58%	161	323	50
	The job Ashland government does at welcoming resident involvem..	Similar	56%	135	325	58
	Overall confidence in Ashland government	Similar	62%	84	285	70
	Generally acting in the best interest of the community	Similar	62%	108	289	62
	Being honest	Similar	69%	54	280	81
	Being open and transparent to the public	Similar	57%	50	102	51
	Informing residents about issues facing the community	Similar	52%	60	108	45
	Treating all residents fairly	Similar	60%	148	286	48
	Treating residents with respect	Similar	70%	46	100	55
Overall, how would you rate the quality of the services provided by each ..	The Town of Ashland	Similar	80%	130	377	65
	The Federal Government	Similar	36%	190	269	29
Please rate how important, if at all, you think it is for the Ashland community to focus on each of the following in the coming two years.	Overall economic health	Similar	87%	171	264	35
	Overall quality of the transportation system	Similar	77%	29	99	71
	Overall design or layout of residential and commercial areas	Similar	81%	92	264	65
	Overall quality of the utility infrastructure	Similar	89%	65	98	34
	Overall feeling of safety	Similar	87%	173	264	34
	Overall quality of natural environment	Similar	88%	79	264	70
	Overall quality of parks and recreation opportunities	Similar	82%	61	99	39
	Overall health and wellness opportunities	Similar	73%	151	264	42
	Overall opportunities for education, culture, and the arts	Similar	73%	199	264	24
	Residents' connection and engagement with their community	Similar	78%	109	264	58
In general, how many times do you:	Access the internet from your home	Similar	89%	93	99	7
	Access the internet from your cell phone	Similar	87%	93	99	7
	Visit social media sites	Similar	77%	73	98	26
	Use or check email	Similar	93%	93	99	7
	Share your opinions online	Similar	29%	66	99	34
































In general, how many times do you:	Shop online	Similar	55%	54	99	46
	Please rate your overall health.	Similar	57%	187	270	31
	What impact, if any, do you think the economy will have on your fa..	Similar	31%	129	273	53
































Complete set of frequencies
































This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Please rate each of the following aspects of quality of life in Ashland.	Ashland as a place to live	
	Rating	Percentage
Ashland as a place to live	Excellent	51%
	Good	39%
	Fair	10%
	Poor	0%
Your neighborhood as a place to live	Excellent	35%
	Good	48%
	Fair	13%
	Poor	4%
Ashland as a place to raise children	Excellent	42%
	Good	45%
	Fair	10%
	Poor	2%
Ashland as a place to work	Excellent	32%
	Good	40%
	Fair	23%
	Poor	5%
Ashland as a place to visit	Excellent	27%
	Good	46%
	Fair	22%
	Poor	5%
Ashland as a place to retire	Excellent	30%
	Good	53%
	Fair	13%
	Poor	4%
The overall quality of life	Excellent	32%
	Good	55%
	Fair	13%
	Poor	0%

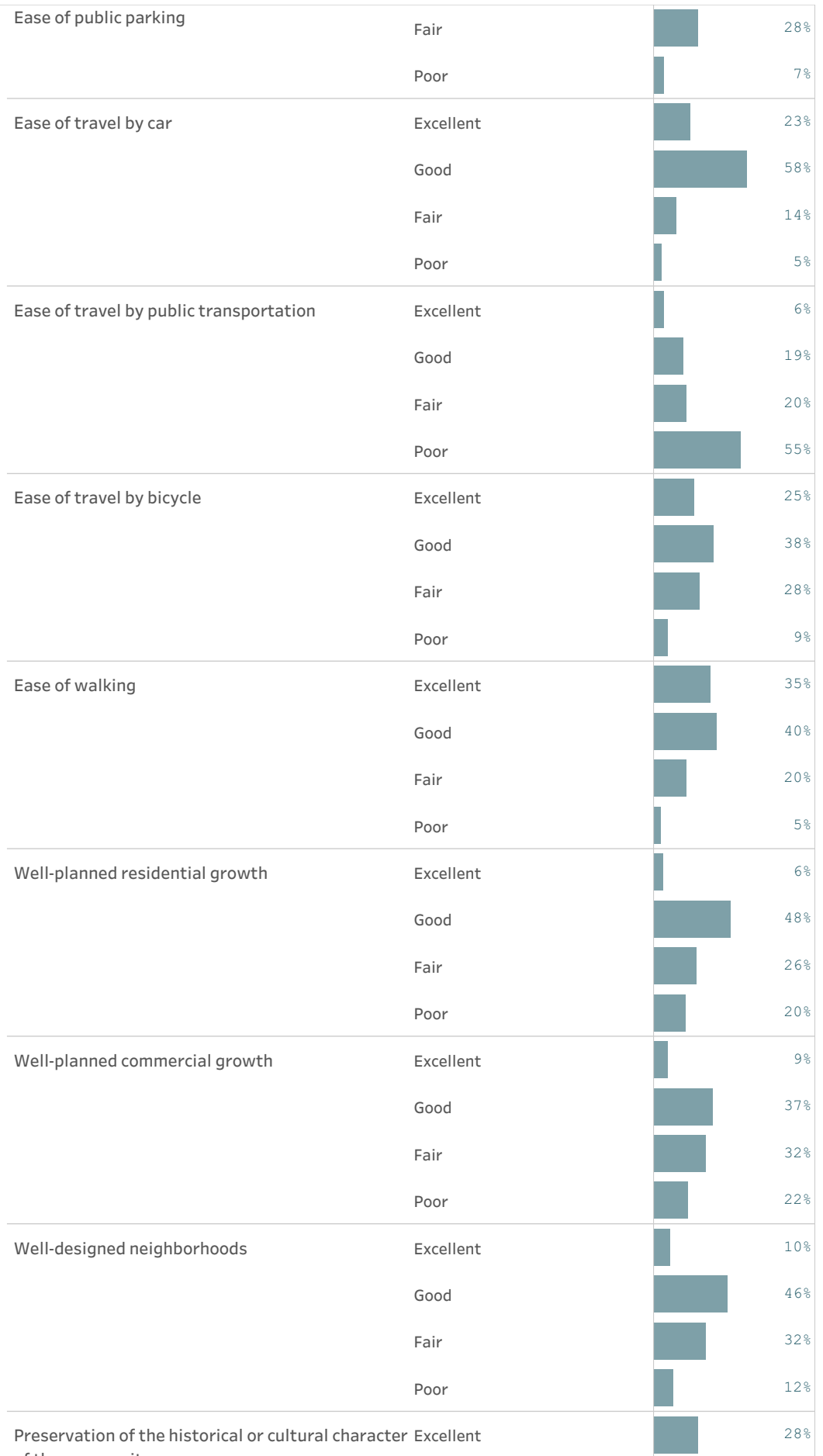
Please rate each of the following aspects of quality of life in Ashland.	Sense of community	Excellent		27%
		Good		48%
		Fair		22%
		Poor		2%
Please rate each of the following characteristics as they relate to Ashland as a whole.	Overall economic health	Excellent		8%
		Good		60%
		Fair		29%
		Poor		4%
Overall quality of the transportation system	Excellent		15%	
	Good		30%	
	Fair		35%	
	Poor		20%	
Overall design or layout of residential and commercial areas	Excellent		16%	
	Good		50%	
	Fair		26%	
	Poor		8%	
Overall quality of the utility infrastructure	Excellent		15%	
	Good		59%	
	Fair		16%	
	Poor		10%	
Overall feeling of safety	Excellent		32%	
	Good		51%	
	Fair		17%	
	Poor		1%	
Overall quality of natural environment	Excellent		24%	
	Good		52%	
	Fair		20%	
	Poor		4%	
Overall quality of parks and recreation opportunities	Excellent		27%	
	Good		43%	
	Fair		25%	
































Please rate each of the following characteristics as they relate to Ashland as a whole.	Overall quality of parks and recreation opportunities	Poor		5%	
	Overall health and wellness opportunities	Excellent		18%	
		Good		43%	
		Fair		34%	
		Poor		5%	
	Overall opportunities for education, culture, and the arts	Excellent		20%	
		Good		44%	
		Fair		29%	
		Poor		7%	
	Residents' connection and engagement with their community	Excellent		25%	
		Good		38%	
		Fair		33%	
		Poor		4%	
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Ashland to someone who asks	Very likely		57%
			Somewhat likely		34%
			Somewhat unlikely		6%
Very unlikely				3%	
Remain in Ashland for the next five years		Very likely		63%	
		Somewhat likely		21%	
		Somewhat unlikely		7%	
		Very unlikely		10%	
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		80%	
		Somewhat safe		16%	
		Neither safe nor unsafe		0%	
		Somewhat unsafe		3%	
	In Ashland's downtown/commercial area during the day	Very safe		73%	
		Somewhat safe		23%	
		Neither safe nor unsafe		4%	
	From property crime	Very safe		40%	
		Somewhat safe		42%	
Neither safe nor unsafe			10%		

Please rate how safe or unsafe you feel:	From property crime	Somewhat unsafe		6%
		Very unsafe		2%
	From violent crime	Very safe		60%
		Somewhat safe		28%
		Neither safe nor unsafe		5%
		Somewhat unsafe		6%
		Very unsafe		1%
From fire, flood, or other natural disaster	Very safe		45%	
	Somewhat safe		39%	
	Neither safe nor unsafe		9%	
	Somewhat unsafe		4%	
	Very unsafe		3%	
Please rate the job you feel the Ashland community does at each of the following.	Making all residents feel welcome	Excellent		28%
		Good		45%
		Fair		21%
		Poor		5%
	Attracting people from diverse backgrounds	Excellent		15%
		Good		41%
		Fair		32%
		Poor		12%
	Valuing/respecting residents from diverse backgrounds	Excellent		17%
		Good		45%
		Fair		27%
		Poor		11%
	Taking care of vulnerable residents	Excellent		15%
		Good		40%
		Fair		30%
		Poor		15%
Please rate each of the following in the Ashland community.	Overall quality of business and service establishments	Excellent		25%
		Good		49%
		Fair		22%










Please rate each of the following in the Ashland community.	Overall quality of business and service establishments	Poor		4%
	Variety of business and service establishments	Excellent		18%
		Good		42%
		Fair		26%
		Poor		14%
	Vibrancy of downtown/commercial area	Excellent		22%
		Good		43%
		Fair		22%
		Poor		13%
	Employment opportunities	Excellent		13%
		Good		40%
		Fair		29%
		Poor		18%
	Shopping opportunities	Excellent		8%
		Good		32%
		Fair		40%
		Poor		20%
	Cost of living	Excellent		8%
		Good		39%
		Fair		35%
	Poor		18%	
Overall image or reputation	Excellent		27%	
	Good		48%	
	Fair		23%	
	Poor		1%	
Please also rate each of the following in the Ashland community.	Traffic flow on major streets	Excellent		6%
		Good		57%
		Fair		24%
		Poor		14%
	Ease of public parking	Excellent		13%
	Good		53%	

Please also rate each of the following in the Ashland community.













































Please also rate each of the following in the Ashland community.			
Preservation of the historical or cultural character of the community	Good		39%
	Fair		24%
	Poor		9%
Public places where people want to spend time	Excellent		14%
	Good		46%
	Fair		27%
	Poor		14%
Variety of housing options	Excellent		10%
	Good		33%
	Fair		34%
	Poor		23%
Availability of affordable quality housing	Excellent		8%
	Good		23%
	Fair		33%
	Poor		36%
Overall quality of new development	Excellent		7%
	Good		36%
	Fair		40%
	Poor		17%
Overall appearance	Excellent		25%
	Good		51%
	Fair		20%
	Poor		4%
Cleanliness	Excellent		25%
	Good		58%
	Fair		15%
	Poor		2%
Water resources	Excellent		7%
	Good		21%
	Fair		44%
	Poor		28%































Please also rate each of the following in the Ashland community.

Air quality	Excellent		22%
	Good		59%
	Fair		18%
	Poor		1%
Availability of paths and walking trails	Excellent		26%
	Good		41%
	Fair		23%
	Poor		10%
Fitness opportunities	Excellent		21%
	Good		45%
	Fair		25%
	Poor		9%
Recreational opportunities	Excellent		16%
	Good		38%
	Fair		37%
	Poor		9%
Availability of affordable quality food	Excellent		25%
	Good		43%
	Fair		21%
	Poor		11%
Availability of affordable quality health care	Excellent		16%
	Good		36%
	Fair		35%
	Poor		13%
Availability of preventive health services	Excellent		14%
	Good		37%
	Fair		38%
	Poor		12%
Availability of affordable quality mental health care	Excellent		16%
	Good		24%
	Fair		24%
































Please also rate each of the following in the Ashland community.

Availability of affordable quality mental health care	Poor		36%
	Excellent		16%
	Good		42%
	Fair		27%
Opportunities to attend cultural/arts/music activities	Poor		14%
	Excellent		20%
	Good		39%
	Fair		32%
Community support for the arts	Poor		9%
	Excellent		17%
	Good		43%
	Fair		22%
Availability of affordable quality childcare/preschool	Poor		17%
	Excellent		32%
	Good		39%
	Fair		17%
K-12 education	Poor		12%
	Excellent		8%
	Good		31%
	Fair		22%
Adult educational opportunities	Poor		39%
	Excellent		23%
	Good		49%
	Fair		21%
Sense of civic/community pride	Poor		7%
	Excellent		20%
	Good		52%
	Fair		20%
Neighborliness of residents	Poor		8%
	Excellent		17%
	Good		49%
	Fair		
Opportunities to participate in social events and activities	Excellent		
	Good		
































Please also rate each of the following in the Ashland community.	Opportunities to participate in social events and activities	Fair		28%
		Poor		7%
	Opportunities to attend special events and festivals	Excellent		18%
		Good		49%
		Fair		26%
		Poor		7%
	Opportunities to volunteer	Excellent		13%
		Good		45%
Fair			31%	
Poor			11%	
Opportunities to participate in community matters	Excellent		11%	
	Good		46%	
	Fair		30%	
	Poor		12%	
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		16%	
	Good		41%	
	Fair		29%	
	Poor		15%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Ashland for help or information	No		43%
		Yes		57%
	Contacted Ashland elected officials to express your opinion	No		77%
		Yes		23%
	Attended a local public meeting	No		74%
		Yes		26%
	Watched a local public meeting	No		71%
		Yes		29%
	Volunteered your time to some group/activity	No		63%
		Yes		37%
	Campaigned or advocated for a local issue, cause, or candidate	No		83%
		Yes		17%
	Voted in your most recent local election	No		25%

Please indicate whether or not you have done each of the following in the last 12 months.	Voted in your most recent local election	Yes		75%
	Used public transportation instead of driving	No		84%
		Yes		16%
	Carpooled with other adults or children instead of driving alone	No		67%
		Yes		33%
	Walked or biked instead of driving	No		32%
Yes			68%	
Please rate the quality of each of the following services in Ashland.	Public information services	Excellent		17%
		Good		46%
		Fair		28%
		Poor		9%
	Economic development	Excellent		11%
		Good		42%
		Fair		34%
		Poor		13%
	Traffic enforcement	Excellent		18%
		Good		54%
		Fair		18%
		Poor		10%
	Traffic signal timing	Excellent		13%
		Good		50%
		Fair		25%
		Poor		12%
Street repair	Excellent		17%	
	Good		57%	
	Fair		19%	
	Poor		7%	
Street cleaning	Excellent		27%	
	Good		55%	
	Fair		17%	
	Poor		2%	
































Please rate the quality of each of the following services in Ashland.
































Street lighting	Excellent		16%
	Good		51%
	Fair		23%
	Poor		10%
Snow removal	Excellent		25%
	Good		50%
	Fair		22%
	Poor		3%
Sidewalk maintenance	Excellent		14%
	Good		51%
	Fair		27%
	Poor		8%
Bus or transit services	Excellent		3%
	Good		19%
	Fair		10%
	Poor		68%
Land use, planning and zoning	Excellent		8%
	Good		28%
	Fair		41%
	Poor		23%
Code enforcement	Excellent		7%
	Good		31%
	Fair		37%
	Poor		25%
Affordable high-speed internet access	Excellent		11%
	Good		32%
	Fair		30%
	Poor		28%
Garbage collection	Excellent		34%
	Good		42%
	Fair		19%

Please rate the quality of each of the following services in Ashland.
































Garbage collection	Poor		5%
Drinking water	Excellent		29%
	Good		51%
	Fair		12%
	Poor		8%
Sewer services	Excellent		29%
	Good		54%
	Fair		14%
	Poor		3%
Storm water management	Excellent		17%
	Good		48%
	Fair		25%
	Poor		11%
Power (electric and/or gas) utility	Excellent		27%
	Good		54%
	Fair		16%
	Poor		3%
Utility billing	Excellent		19%
	Good		53%
	Fair		27%
	Poor		2%
Police/Sheriff services	Excellent		44%
	Good		39%
	Fair		12%
	Poor		5%
Crime prevention	Excellent		31%
	Good		46%
	Fair		15%
	Poor		8%
Animal control	Excellent		22%
	Good		52%



























Please rate the quality of each of the following services in Ashland.

Animal control	Fair		23%
	Poor		4%
Ambulance or emergency medical services	Excellent		50%
	Good		40%
	Fair		10%
	Poor		0%
Fire services	Excellent		49%
	Good		41%
	Fair		10%
	Poor		0%
Fire prevention and education	Excellent		24%
	Good		53%
	Fair		15%
	Poor		8%
Emergency preparedness	Excellent		21%
	Good		40%
	Fair		28%
	Poor		11%
Preservation of natural areas	Excellent		13%
	Good		38%
	Fair		27%
	Poor		22%
Ashland open space	Excellent		13%
	Good		44%
	Fair		29%
	Poor		14%
Recycling	Excellent		27%
	Good		37%
	Fair		23%
	Poor		13%
Yard waste pick-up	Excellent		41%
































Please rate the quality of each of the following services in Ashland.	Yard waste pick-up	Good		39%
		Fair		18%
		Poor		1%
	Town parks	Excellent		23%
		Good		44%
		Fair		26%
		Poor		6%
	Recreation programs or classes	Excellent		11%
		Good		40%
Fair			30%	
Poor			19%	
Recreation centers or facilities	Excellent		16%	
	Good		45%	
	Fair		25%	
	Poor		14%	
Health services	Excellent		11%	
	Good		47%	
	Fair		31%	
	Poor		12%	
Public library services	Excellent		44%	
	Good		44%	
	Fair		10%	
	Poor		2%	
Overall customer service by Ashland employees	Excellent		39%	
	Good		45%	
	Fair		12%	
	Poor		3%	
Please rate the following categories of Ashland government performance.	The value of services for the taxes paid to Ashland	Excellent		22%
		Good		42%
		Fair		23%
		Poor		13%
































Please rate the following categories of Ashland government performance.

The overall direction that Ashland is taking	Excellent		10%
	Good		48%
	Fair		31%
	Poor		11%
The job Ashland government does at welcoming resident involvement	Excellent		16%
	Good		41%
	Fair		27%
	Poor		17%
Overall confidence in Ashland government	Excellent		16%
	Good		46%
	Fair		29%
	Poor		9%
Generally acting in the best interest of the community	Excellent		15%
	Good		47%
	Fair		31%
	Poor		7%
Being honest	Excellent		25%
	Good		45%
	Fair		20%
	Poor		11%
Being open and transparent to the public	Excellent		18%
	Good		39%
	Fair		26%
	Poor		17%
Informing residents about issues facing the community	Excellent		16%
	Good		36%
	Fair		26%
	Poor		22%
Treating all residents fairly	Excellent		17%
	Good		43%
	Fair		22%

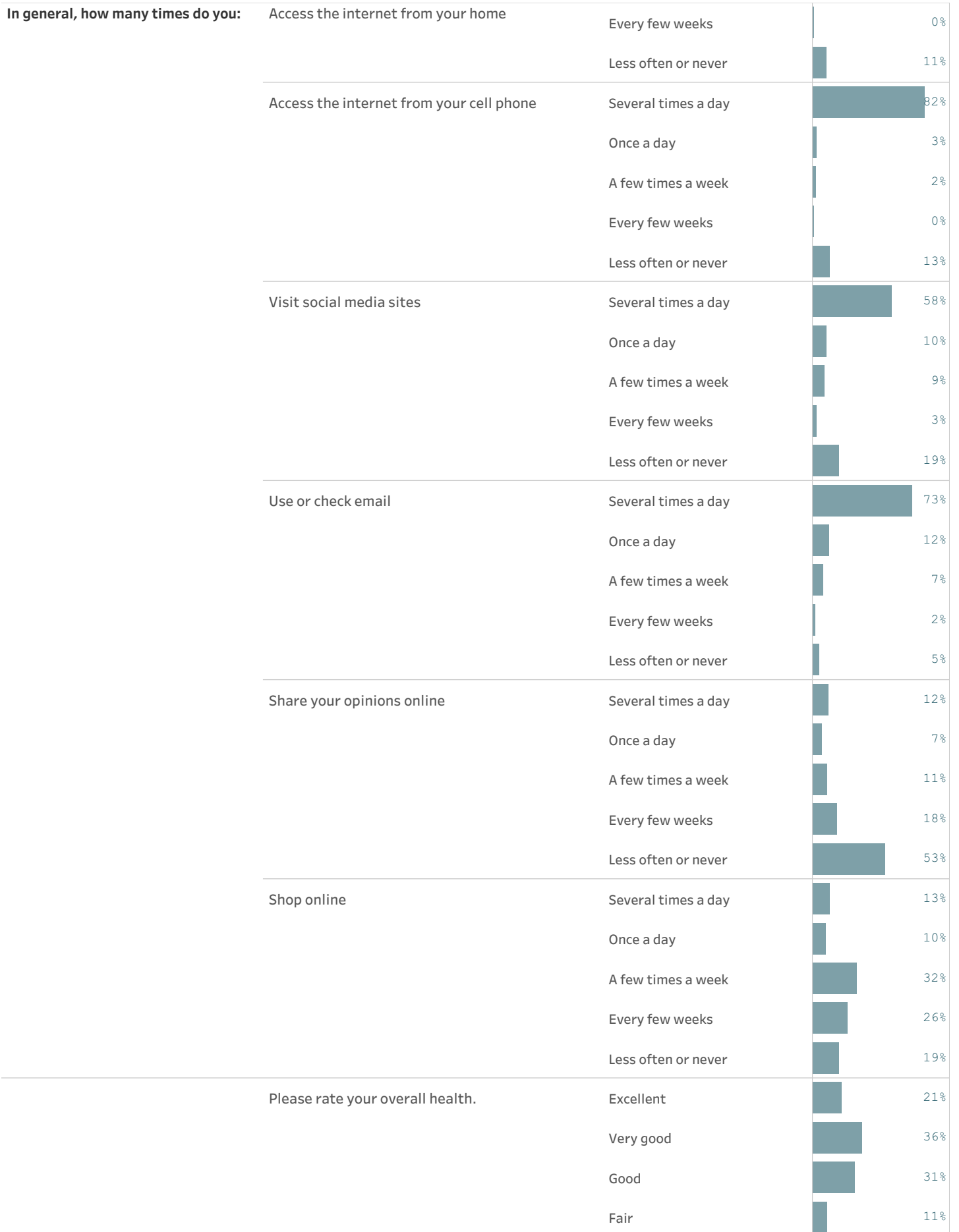
Please rate the following categories of Ashland government performance.	Treating all residents fairly	Poor		18%
	Treating residents with respect	Excellent		23%
		Good		48%
		Fair		24%
		Poor		6%
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Ashland	Excellent		26%
		Good		54%
		Fair		15%
		Poor		5%
	The Federal Government	Excellent		7%
		Good		29%
		Fair		38%
		Poor		27%
Please rate how important, if at all, you think it is for the Ashland community to focus on each of the following in the coming two years.	Overall economic health	Essential		47%
		Very important		40%
		Somewhat important		13%
		Not at all important		0%
	Overall quality of the transportation system	Essential		33%
		Very important		44%
		Somewhat important		20%
		Not at all important		3%
	Overall design or layout of residential and commercial areas	Essential		32%
		Very important		48%
		Somewhat important		17%
		Not at all important		2%
	Overall quality of the utility infrastructure	Essential		43%
		Very important		46%
		Somewhat important		8%
		Not at all important		2%
Overall feeling of safety	Essential		55%	
	Very important		32%	
































Please rate how important, if at all, you think it is for the Ashland community to focus on each of the following in the coming two years.	Overall feeling of safety	Somewhat important		11%
		Not at all important		2%
	Overall quality of natural environment	Essential		38%
		Very important		49%
		Somewhat important		11%
		Not at all important		1%
	Overall quality of parks and recreation opportunities	Essential		26%
		Very important		55%
Somewhat important			19%	
Overall health and wellness opportunities	Essential		29%	
	Very important		44%	
	Somewhat important		26%	
	Not at all important		1%	
Overall opportunities for education, culture, and the arts	Essential		27%	
	Very important		45%	
	Somewhat important		25%	
	Not at all important		2%	
Residents' connection and engagement with their community	Essential		29%	
	Very important		49%	
	Somewhat important		21%	
	Not at all important		0%	
How much of a priority, if at all, should it be for the Town to address each of the following over the next 3-5 years?	Enhance public art throughout the community	High priority		14%
		Medium priority		55%
		Not a priority		31%
	Employ economic development strategies to enhance downtown retail/commercial areas to bring additional visitors/customers and revenues to Ashland	High priority		63%
		Medium priority		29%
		Not a priority		8%
	Increase the number of and improve public green spaces	High priority		42%
		Medium priority		53%
		Not a priority		5%
	Provide more public parking opportunities in commercial districts	High priority		24%

How much of a priority, if at all, should it be for the Town to address each of the following over the next 3-5 years?	Provide more public parking opportunities in commercial districts	Medium priority		48%
		Not a priority		29%
	Add a splash pad at a Town park	High priority		22%
		Medium priority		28%
		Not a priority		50%
Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in the City.	Downtown and I-95 commercial corridor redevelopment	Essential		33%
		Very important		33%
		Somewhat important		28%
		Not at all important		5%
	Economic development/job creation	Essential		25%
		Very important		49%
		Somewhat important		24%
		Not at all important		1%
	Multimodal transportation network	Essential		20%
		Very important		34%
		Somewhat important		36%
		Not at all important		10%
	Neighborhood revitalization	Essential		25%
		Very important		32%
		Somewhat important		37%
		Not at all important		7%
Recreation opportunities and parks	Essential		24%	
	Very important		40%	
	Somewhat important		35%	
	Not at all important		1%	
Safe community	Essential		67%	
	Very important		23%	
	Somewhat important		8%	
	Not at all important		2%	
Which ONE planning area do you think is the MOST important?	Downtown and I-95 commercial corridor redevelopment		20%	
	Economic development/job creation		15%	

Which ONE planning area do you think is the MOST important?	Multimodal transportation network		11%	
	Neighborhood revitalization		6%	
	Recreation opportunities and parks		13%	
	Safe community		36%	
Thinking about the next 10 years, how important, if at all, is each of the following potential projects in Ashland?	Acquiring additional open/park space	Essential		22%
		Very important		36%
		Somewhat important		31%
		Not at all important		11%
Building new trails	Essential		18%	
	Very important		30%	
	Somewhat important		40%	
	Not at all important		12%	
Building sports fields	Essential		9%	
	Very important		18%	
	Somewhat important		45%	
	Not at all important		28%	
Increasing wayfinding signage	Essential		4%	
	Very important		20%	
	Somewhat important		51%	
	Not at all important		25%	
Increasing the number of events and festivals	Essential		11%	
	Very important		33%	
	Somewhat important		41%	
	Not at all important		14%	
Reducing traffic congestion	Essential		37%	
	Very important		33%	
	Somewhat important		24%	
	Not at all important		6%	
Increasing multimodal transportation connectivity	Essential		27%	
	Very important		29%	
	Somewhat important		29%	

Thinking about the next 10 years, how important, if at all, is each of the following potential projects in Ashland?	Increasing multimodal transportation connectivity	Not at all important		15%
	Extending public transit to Ashland	Essential		29%
		Very important		32%
		Somewhat important		22%
		Not at all important		17%
	Revitalization of neighborhoods	Essential		20%
		Very important		27%
		Somewhat important		46%
		Not at all important		6%
	Redevelopment/revitalization of aging shopping centers and other commercial sites	Essential		32%
		Very important		44%
		Somewhat important		23%
		Not at all important		1%
	Development of more mixed-use developments	Essential		13%
		Very important		32%
		Somewhat important		45%
Not at all important			10%	
Which ONE future project do you think is the MOST important for Ashland?	Acquiring additional open/park space		8%	
	Building new trails		3%	
	Building sports fields		1%	
	Increasing wayfinding signage		0%	
	Increasing the number of events and festivals		4%	
	Reducing traffic congestion		20%	
	Increasing multimodal transportation connectivity		8%	
	Extending public transit to Ashland		12%	
	Revitalization of neighborhoods		10%	
	Redevelopment/revitalization of aging shopping centers and oth..		32%	
	Development of more mixed-use developments		1%	
In general, how many times do you:	Access the internet from your home	Several times a day		82%
		Once a day		3%
		A few times a week		5%



Please rate your overall health.	Poor		1%
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		9%
	Somewhat positive		21%
	Neutral		46%
	Somewhat negative		16%
	Very negative		7%
How many years have you lived in Ashland?	Less than 2 years		15%
	2-5 years		26%
	6-10 years		14%
	11-20 years		16%
	More than 20 years		29%
Which best describes the building you live in?	One family house detached from any other houses		57%
	Building with two or more homes (duplex, townhome, apa..		41%
	Mobile home		2%
	Other		0%
Do you rent or own your home?	Rent		47%
	Own		53%
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 \$500		6%
	\$500 to \$999		26%
	\$1,000 to \$1,499		43%
	\$1,500 to \$1,999		15%
	\$2,000 to \$2,499		7%
	\$2,500 to \$2,999		1%
	\$3,000 to \$3,499		0%
	\$3,500 or more		2%
Do any children 17 or under live in your household?	No		73%
	Yes		27%
Are you or any other members of your household aged 65 or older?	No		68%
	Yes		32%
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	Less than \$25,000		25%
	\$25,000 to \$49,999		20%

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.)	\$50,000 to \$74,999		20%
	\$75,000 to \$99,999		11%
	\$100,000 to \$149,999		13%
	\$150,000 or more		12%
Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		96%
	Yes, I consider myself to be Spanish, Hispanic, or Latino		4%
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		2%
	Asian, Asian Indian, or Pacific Islander		4%
	Black or African American		21%
	White		78%
	Other		5%
In which category is your age?	18-24 years		3%
	25-34 years		28%
	35-44 years		10%
	45-54 years		21%
	55-64 years		13%
	65-74 years		16%
	75 years or older		9%
What is your gender?	Female		58%
	Male		42%
	Identify in another way		0%

Full trends

This table contains the trends over time for the Town of Ashland. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2017 and 2021 surveys is greater than 6.6 percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		2011	2014	2017	2021
Please rate each of the following aspects of quality of life in Ashland.	Ashland as a place to live	95%	89%	93%	90%
	Your neighborhood as a place to live	87%	77%	77%	83%
	Ashland as a place to raise children	92%	82%	86%	87%
	Ashland as a place to work	63%	61%	68%	73%
	Ashland as a place to visit		67%	71%	73%
	Ashland as a place to retire	85%	72%	75%	83%
	The overall quality of life	92%	85%	86%	87%
	Sense of community	87%	75%	75%	76%
Please rate each of the following characteristics as they relate to Ashland as a whole.	Overall economic health		71%	67%	67%
	Overall quality of the transportation system				45%
	Overall design or layout of residential and commercial areas		61%	61%	66%
	Overall quality of the utility infrastructure				75%
	Overall feeling of safety		85%	84%	83%
	Overall quality of natural environment	85%	83%	78%	76%
	Overall quality of parks and recreation opportunities				70%
	Overall health and wellness opportunities		64%	64%	62%
	Overall opportunities for education, culture, and the arts		73%	70%	64%
	Residents' connection and engagement with their community				63%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Ashland to someone who asks	93%	92%	89%	91%
	Remain in Ashland for the next five years	87%	89%	85%	84%

Please rate how safe or unsafe you feel:	In your neighborhood during the day	97%	94%	93%	96%
	In Ashland's downtown/commercial area during the day	96%	94%	96%	96%
	From property crime	75%			81%
	From violent crime	90%			88%
	From fire, flood, or other natural disaster				84%
Please rate the job you feel the Ashland community does at each of the following.	Making all residents feel welcome				74%
	Attracting people from diverse backgrounds				56%
	Valuing/respecting residents from diverse backgrounds				62%
	Taking care of vulnerable residents				55%
Please rate each of the following in the Ashland community.	Overall quality of business and service establishments	69%	62%	62%	75%
	Variety of business and service establishments				60%
	Vibrancy of downtown/commercial area		39%	52%	65%
	Employment opportunities	39%	37%	36%	53%
	Shopping opportunities	62%	46%	42%	40%
	Cost of living		49%	46%	47%
	Overall image or reputation	86%	85%	79%	75%
Please also rate each of the following in the Ashland community.	Traffic flow on major streets	68%	65%	59%	63%
	Ease of public parking		72%	67%	66%
	Ease of travel by car	77%	84%	76%	81%
	Ease of travel by public transportation	75%	35%	25%	25%
	Ease of travel by bicycle	74%	68%	71%	63%
	Ease of walking	81%	79%	81%	75%
	Well-planned residential growth				54%
	Well-planned commercial growth				46%
	Well-designed neighborhoods				56%
	Preservation of the historical or cultural character of the community				67%
	Public places where people want to spend time		68%	72%	60%

Please also rate each of the following in the Ashland community.	Variety of housing options	57%	53%	49%	43%
	Availability of affordable quality housing	53%	40%	41%	31%
	Overall quality of new development	63%	50%	56%	43%
	Overall appearance	80%	82%	81%	76%
	Cleanliness	87%	79%	82%	83%
	Water resources				28%
	Air quality	85%	84%	86%	81%
	Availability of paths and walking trails	71%	63%	60%	67%
	Fitness opportunities		67%	58%	66%
	Recreational opportunities	66%	59%	51%	54%
	Availability of affordable quality food	77%	64%	55%	68%
	Availability of affordable quality health care	56%	42%	50%	52%
	Availability of preventive health services	62%	41%	47%	50%
	Availability of affordable quality mental health care		31%	38%	40%
	Opportunities to attend cultural/arts/music activities	70%	66%	73%	58%
	Community support for the arts				59%
	Availability of affordable quality childcare/preschool	50%	62%	64%	60%
	K-12 education		80%	83%	71%
	Adult educational opportunities		47%	45%	39%
	Sense of civic/community pride				72%
Neighborliness of residents		70%	65%	72%	
Opportunities to participate in social events and activities	75%	64%	68%	65%	
Opportunities to attend special events and festivals		70%	75%	67%	
Opportunities to volunteer	79%	67%	70%	58%	
Opportunities to participate in community matters	73%	61%	69%	57%	
Openness and acceptance of the community toward people of diver..	71%	51%	64%	56%	
Please indicate whether or not you have done each of the following in	Contacted the Town of Ashland for help or information	45%	43%	46%	57%

Please indicate whether or not you have done each of the following in the last 12 months.	Contacted Ashland elected officials to express your opinion	20%	24%	23%	
	Attended a local public meeting	24%	27%	31%	26%
	Watched a local public meeting	33%	31%	25%	29%
	Volunteered your time to some group/activity	40%	39%	40%	37%
	Campaigned or advocated for a local issue, cause, or candidate	28%	28%	18%	
	Voted in your most recent local election	73%		75%	
	Used public transportation instead of driving			16%	
	Carpooled with other adults or children instead of driving alone	47%	38%	33%	
	Walked or biked instead of driving	71%	70%	68%	
Please rate the quality of each of the following services in Ashland.	Public information services	67%	62%	71%	63%
	Economic development	53%	51%	58%	53%
	Traffic enforcement	82%	79%	77%	72%
	Traffic signal timing	78%	66%	70%	62%
	Street repair	69%	66%	67%	74%
	Street cleaning	82%	79%	80%	81%
	Street lighting	70%	63%	65%	67%
	Snow removal	70%	60%	67%	75%
	Sidewalk maintenance	75%	61%	72%	66%
	Bus or transit services			22%	
	Land use, planning and zoning	68%	59%	55%	36%
	Code enforcement	52%	46%	51%	38%
	Affordable high-speed internet access			42%	
	Garbage collection	90%	84%	88%	76%
	Drinking water			80%	
	Sewer services			83%	
	Storm water management	72%	63%	75%	64%
Power (electric and/or gas) utility			81%		

Please rate the quality of each of the following services in Ashland.	Utility billing	71%
	Police/Sheriff services	86% 84% 85% 83%
	Crime prevention	87% 79% 85% 76%
	Animal control	73%
	Ambulance or emergency medical services	90%
	Fire services	90%
	Fire prevention and education	77%
	Emergency preparedness	62% 67% 61%
	Preservation of natural areas	69% 54% 62% 51%
	Ashland open space	58% 63% 57%
	Recycling	82% 79% 81% 64%
	Yard waste pick-up	78% 77% 83% 80%
	Town parks	88% 74% 76% 67%
	Recreation programs or classes	51%
	Recreation centers or facilities	61%
	Health services	50% 52% 57%
	Public library services	88%
	Overall customer service by Ashland employees	81% 73% 81% 84%
	Please rate the following categories of Ashland government performance.	The value of services for the taxes paid to Ashland
The overall direction that Ashland is taking		65% 66% 66% 58%
The job Ashland government does at welcoming resident involvem..		67% 55% 65% 56%
Overall confidence in Ashland government		58% 65% 62%
Generally acting in the best interest of the community		58% 67% 62%
Being honest		59% 70% 69%
Being open and transparent to the public		57%
Informing residents about issues facing the community		52%
Treating all residents fairly		56% 67% 60%

categories of Ashland government performance.	Treating residents with respect	70%
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Ashland	82% 77% 78% 80%
	The Federal Government	44% 35% 38% 36%
Please rate how important, if at all, you think it is for the Ashland community to focus on each of the following in the coming two years.	Overall economic health	83% 94% 87%
	Overall quality of the transportation system	77%
	Overall design or layout of residential and commercial areas	74% 80% 81%
	Overall quality of the utility infrastructure	89%
	Overall feeling of safety	88% 89% 87%
	Overall quality of natural environment	78% 81% 88%
	Overall quality of parks and recreation opportunities	82%
	Overall health and wellness opportunities	63% 81% 73%
	Overall opportunities for education, culture, and the arts	72% 81% 73%
	Residents' connection and engagement with their community	79% 81% 78%
	In general, how many times do you:	Access the internet from your home
Access the internet from your cell phone		87%
Visit social media sites		77%
Use or check email		93%
Share your opinions online		29%
Shop online		55%
	Please rate your overall health.	61% 60% 57%
	What impact, if any, do you think the economy will have on your fa..	13% 23% 31% 31%