

THE NCSTM
The National Citizen SurveyTM

Asheville, NC

Comparisons by Geographic Subgroups

2015



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

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 zip code.

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 zip codes are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (337 completed surveys). For each zip code (28801, 28803, 28804 and 28805 and 28806), the margin of error rises to approximately plus or minus 11 percentage points since sample sizes were approximately 74 for 28801, 84 for 28803, 99 for 28804 and 28805 and 80 for 28806.

Notable differences between zip codes included the following:

- Residents across all zip codes tended to rate most aspects of community characteristics similarly, including those within the facets of Safety, Natural Environment, Built Environment, Recreation and Wellness, Education and Enrichment and Community Engagement. Within the facet of Economy, residents of zip code 28803 rated the overall economic health of Asheville and employment opportunities most positively, while residents of 28806 rated shopping opportunities most positively.
- Certain community characteristics related to Mobility, such as ease of public parking, ease of walking in Asheville and availability of paths and walking trails, received the highest ratings from residents of zip code 28801 and received the lowest ratings from zip codes 28803 and 28806. Residents of 28801 were also more likely to walk or bike instead of driving than residents in other zip codes, and also to use public transportation instead of driving; residents of zip code 28803 were the least likely to participate in these aspects of Mobility. Within the facet of Governance, residents of zip codes 28804 and 28805 tended to rate aspects of Mobility most positively, while residents of 28806 rated these more negatively than residents in other zip codes.
- Ratings were mixed across zip codes within the facet of Built Environment. Residents of zip codes 28801 and 28803 were about twice as likely to give positive ratings to the variety of housing options as were residents of zip codes 28804 and 28805 and 28806. Residents were most likely to rate sewer services positively if they lived in zip code 28803 and least likely to do so if they lived in 28806; residents of zip codes 28804 and 28805 gave more favorable ratings to storm drainage and cable television than did residents in other zip codes. Residents of 28806 rated code enforcement most positively, while those in zip code 28801 rated this aspect most negatively.
- Responses to various special topics questions were also mixed across zip codes. When asked about the importance of potential investments, residents of zip code 28803 rated improving roads, maintenance of public buildings and public safety including police, fire and emergency preparedness as more important than did residents of other zip codes. Residents of zip codes 28804 and 28805 were most likely to access local government news by various methods at least once a month; these methods included watching a local public meeting online, watching a local public meeting on television, reading news on the City blog and reading news in an e-newsletter.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
The overall quality of life in Asheville	81%	84%	82%	78%	81%
Overall image or reputation of Asheville	81%	82%	85%	79%	82%
Asheville as a place to live	94%	86%	91%	86%	89%
Your neighborhood as a place to live	84%	91%	87%	82%	86%
Asheville as a place to raise children	85%	79%	75%	74%	78%
Asheville as a place to retire	90%	73%	77%	72%	77%
Overall appearance of Asheville	80%	69%	77%	66%	73%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Overall feeling of safety in Asheville	81%	74%	82%	72%	77%
In your neighborhood during the day	93%	95%	97%	91%	94%
In Asheville's downtown/commercial area during the day	96%	86%	88%	86%	88%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Overall ease of getting to the places you usually have to visit	74%	64%	76%	70%	71%
Traffic flow on major streets	32%	31%	40%	41%	36%
Ease of public parking	32%	15%	32%	25%	26%
Ease of travel by car in Asheville	52%	50%	58%	54%	54%
Ease of travel by public transportation in Asheville	28%	26%	23%	28%	26%
Ease of travel by bicycle in Asheville	32%	23%	31%	14%	24%
Ease of walking in Asheville	69%	44%	50%	37%	49%
Availability of paths and walking trails	61%	37%	59%	34%	47%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Quality of overall natural environment in Asheville	92%	80%	78%	84%	83%
Air quality	67%	74%	64%	58%	65%
Cleanliness of Asheville	69%	62%	69%	53%	63%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Overall "built environment" of Asheville (including overall design, buildings, parks and transportation systems)	63%	48%	46%	53%	51%
Public places where people want to spend time	71%	63%	67%	78%	70%
Variety of housing options	34%	38%	19%	18%	26%
Availability of affordable quality housing	13%	18%	8%	6%	11%
Overall quality of new development in Asheville	52%	60%	47%	60%	55%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Overall economic health of Asheville	42%	64%	44%	49%	50%
Asheville as a place to work	36%	48%	31%	31%	36%
Asheville as a place to visit	91%	92%	97%	90%	93%
Employment opportunities	15%	31%	11%	3%	14%
Shopping opportunities	80%	79%	60%	85%	75%
Cost of living in Asheville	12%	18%	22%	11%	16%
Overall quality of business and service establishments in Asheville	72%	73%	71%	73%	72%
Vibrant downtown/commercial area	87%	79%	82%	83%	83%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Health and wellness opportunities in Asheville	84%	89%	79%	85%	84%
Fitness opportunities (including exercise classes and paths or trails, etc.)	78%	73%	75%	67%	73%
Recreational opportunities	80%	79%	77%	77%	78%
Availability of affordable quality food	65%	62%	63%	71%	65%
Availability of affordable quality health care	59%	65%	48%	55%	57%
Availability of preventive health services	57%	72%	59%	58%	62%
Availability of affordable quality mental health care	42%	45%	25%	26%	34%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Overall opportunities for education and enrichment	88%	86%	72%	82%	81%
Availability of affordable quality child care/preschool	27%	52%	35%	31%	38%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
K-12 education	68%	64%	70%	57%	64%
Adult educational opportunities	87%	75%	75%	72%	76%
Opportunities to attend cultural/arts/music activities	89%	81%	85%	91%	86%
Opportunities to participate in religious or spiritual events and activities	88%	89%	85%	82%	86%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Opportunities to participate in social events and activities	89%	73%	76%	82%	79%
Opportunities to volunteer	91%	87%	85%	82%	86%
Opportunities to participate in community matters	81%	75%	80%	74%	78%
Openness and acceptance of the community toward people of diverse backgrounds	69%	79%	61%	49%	64%
Neighborliness of residents in Asheville	76%	72%	69%	60%	69%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
The City of Asheville	63%	69%	65%	56%	63%
The value of services for the taxes paid to Asheville	43%	35%	32%	25%	32%
The overall direction that Asheville is taking	43%	44%	35%	38%	39%
The job Asheville government does at welcoming citizen involvement	46%	34%	48%	40%	42%
Overall confidence in Asheville government	30%	39%	46%	23%	35%
Generally acting in the best interest of the community	30%	46%	47%	24%	37%
Being honest	39%	46%	42%	25%	38%
Treating all residents fairly	29%	36%	37%	23%	31%
Overall customer service by Asheville employees (police, receptionists, planners, etc.)	69%	59%	63%	60%	62%
The Federal Government	43%	43%	27%	25%	34%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Police/Sheriff services	65%	71%	66%	36%	60%
Fire services	93%	91%	96%	85%	91%
Ambulance or emergency medical services	92%	91%	94%	79%	89%

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Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Crime prevention	62%	55%	56%	25%	49%
Fire prevention and education	66%	67%	70%	60%	66%
Animal control	46%	57%	47%	49%	50%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	58%	55%	63%	62%	60%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Traffic enforcement	49%	49%	58%	31%	47%
Street repair	20%	21%	31%	10%	20%
Street cleaning	50%	42%	51%	24%	42%
Street lighting	71%	57%	64%	49%	60%
Snow removal	51%	69%	57%	46%	56%
Sidewalk maintenance	43%	37%	37%	24%	35%
Traffic signal timing	51%	43%	41%	37%	42%
Bus or transit services	34%	38%	31%	32%	33%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Garbage collection	78%	87%	84%	80%	83%
Recycling	82%	81%	80%	72%	78%
Yard waste pick-up	58%	70%	72%	60%	65%
Drinking water	75%	72%	65%	67%	69%
Preservation of natural areas such as open space, farmlands and greenbelts	44%	45%	56%	42%	47%
Asheville open space	46%	38%	60%	51%	50%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Storm drainage	43%	53%	64%	42%	51%
Sewer services	68%	82%	65%	55%	66%
Power (electric and/or gas) utility	65%	70%	63%	55%	63%

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Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Utility billing	52%	61%	57%	47%	54%
Land use, planning and zoning	26%	31%	27%	41%	31%
Code enforcement (weeds, abandoned buildings, etc.)	11%	23%	38%	41%	30%
Cable television	29%	43%	53%	30%	41%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Economic development	37%	42%	36%	42%	39%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
City parks	82%	78%	78%	85%	81%
Recreation programs or classes	82%	71%	76%	71%	74%
Recreation centers or facilities	75%	68%	68%	65%	69%
Health services	56%	78%	64%	69%	67%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Public library services	77%	87%	86%	85%	84%
City-sponsored special events	66%	50%	59%	50%	56%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Public information services	66%	60%	72%	70%	67%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Sense of community	78%	59%	65%	64%	65%
Recommend living in Asheville to someone who asks	87%	88%	72%	77%	80%
Remain in Asheville for the next five years	89%	82%	78%	84%	83%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Contacted the City of Asheville (in-person, phone, email or web) for help or information	45%	37%	41%	30%	38%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Was NOT the victim of a crime	84%	91%	92%	94%	91%
Did NOT report a crime	67%	86%	78%	82%	79%
Stocked supplies in preparation for an emergency	31%	27%	31%	36%	31%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Walked or biked instead of driving	84%	41%	53%	69%	60%
Carpooled with other adults or children instead of driving alone	51%	37%	55%	68%	53%
Used bus, rail, subway or other public transportation instead of driving	24%	9%	22%	15%	17%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Recycle at home	89%	93%	94%	99%	94%
Made efforts to make your home more energy efficient	71%	74%	84%	85%	79%
Made efforts to conserve water	92%	83%	85%	88%	86%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
NOT under housing cost stress	59%	71%	68%	71%	68%
Did NOT observe a code violation	39%	48%	55%	37%	45%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Purchase goods or services from a business located in Asheville	99%	99%	99%	97%	98%
Economy will have positive impact on income	37%	26%	30%	33%	31%
Work in Asheville	64%	50%	73%	76%	66%

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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Used Asheville recreation centers or their services	68%	49%	59%	66%	60%
Visited a neighborhood park or City park	89%	82%	85%	88%	86%
Eat at least 5 portions of fruits and vegetables a day	91%	81%	88%	92%	88%
Participate in moderate or vigorous physical activity	95%	88%	92%	90%	91%
Reported being in "very good" or "excellent" health	71%	65%	73%	74%	71%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Used Asheville public libraries or their services	66%	67%	78%	72%	71%
Participated in religious or spiritual activities in Asheville	40%	59%	54%	42%	50%
Attended a City-sponsored event	58%	57%	57%	70%	61%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Campaigned or advocated for an issue, cause or candidate	38%	34%	45%	46%	41%
Contacted Asheville elected officials (in-person, phone, email or web) to express your opinion	27%	14%	23%	28%	23%
Volunteered your time to some group/activity in Asheville	53%	58%	65%	61%	60%
Participated in a club	39%	37%	42%	46%	41%
Talked to or visited with your immediate neighbors	97%	85%	95%	96%	93%
Done a favor for a neighbor	91%	86%	88%	91%	89%
Attended a local public meeting	26%	16%	25%	29%	24%
Watched (online or on television) a local public meeting	21%	23%	40%	18%	26%
Read or watch local news (via television, paper, computer, etc.)	75%	91%	91%	81%	85%
Vote in local elections	79%	88%	87%	93%	87%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Overall feeling of safety in Asheville	79%	92%	84%	79%	84%
Overall ease of getting to the places you usually have to visit	74%	90%	86%	90%	86%
Quality of overall natural environment in Asheville	94%	87%	83%	91%	88%
Overall "built environment" of Asheville (including overall design, buildings, parks and transportation systems)	83%	84%	81%	78%	81%

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Percent rating positively (e.g., essential/very important)	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Health and wellness opportunities in Asheville	73%	85%	80%	84%	81%
Overall opportunities for education and enrichment	87%	77%	82%	85%	82%
Overall economic health of Asheville	97%	90%	94%	91%	93%
Sense of community	85%	79%	84%	84%	83%

Table 29: Importance of Potential Investments

Please indicate how important, if at all, each of the following investments is for the City of Asheville: (Percent rating as "essential" or "very important").	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Improving roads	68%	91%	74%	90%	81%
Recreation centers and youth programs	77%	75%	63%	74%	72%
Maintenance of public buildings	64%	76%	53%	54%	61%
Public safety including police, fire and emergency preparedness	71%	97%	88%	77%	84%
Environmental protection and sustainability	92%	81%	88%	91%	88%
Sidewalks, bikeways and greenways	85%	80%	88%	84%	84%
Affordable housing development	86%	81%	86%	84%	84%
Public transportation	88%	70%	83%	81%	80%
Systems to maximize food security	75%	66%	66%	83%	72%

Table 30: Rates of Accessing Local Government News

In the last 12 months, about how many times, if at all, have you or other household members: (Percent "once a month or more").	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
Watched a local public meeting online	18%	16%	32%	15%	21%
Watched a local public meeting on television	16%	30%	38%	17%	26%
Watched a City of Asheville video on YouTube	14%	19%	23%	14%	18%
Visited a City of Asheville government website	50%	39%	57%	54%	50%
Read City of Asheville government news on the City blog	22%	15%	32%	10%	20%
Read City of Asheville government news through an e-newsletter	22%	15%	30%	13%	20%
Read City of Asheville government news through social media	46%	46%	43%	44%	45%

Table 31: Importance of Aspects of Future Development

In planning future development, how important, if at all, are each of the following to the City of Asheville’s identity and character? (Percent rating as "essential" or "very important").	Zip Code				Overall
	28801	28803	28804 and 28805	28806	
A place to work	96%	91%	96%	95%	94%
A place to shop	42%	55%	47%	33%	44%
A place to live	94%	90%	97%	86%	92%
A place for entertainment and community events	74%	74%	71%	75%	73%
A place where social services are available	80%	73%	76%	64%	72%
A place to worship	38%	59%	37%	29%	41%
A place with a variety of good transportation options	80%	72%	84%	75%	78%