



# 2024 Ashland Livability Survey

Results Overview

# What is the Ashland Livability Survey?

Estimating the quality of life in Ashland.

Every two-years or so, the City of Ashland conducts a survey to better understand **how Ashland's quality of life, and how it has changed over time.**

**This slide decks summarizes the results of the survey.** To see the full results check out the [2024 Ashland Livability Survey dashboard](#).

If you're looking at the full results on your own, check out these [grains of salt](#) to keep in mind.

## Survey Focus Areas



Inclusivity & Engagement



Natural Environment



Community Design



Education, Arts & Culture



Parks & Recreation



Health & Wellness



Utilities



Governance



Mobility



Economy



# Overview: How YOU see Ashland

## Significant Results



As a place to live



Education, arts, culture



Parks & recreation



Walking, biking, driving

## STRENGTHS



Affordable childcare



Economic health



Caring for the vulnerable



Natural disasters

## FOCUS AREAS

# Where we stand out from the crowd

How we compare to National & small-city West Coast benchmarks

## Rank Higher

Parks, recreation & natural areas\*

Preservation of character

Ease of biking & walking

Public places where people want to spend time

Education, culture, and arts\*

Vibrancy of downtown

As a place to visit

Street repair

Opportunities to participate in the community

## Rank Lower

Fear of fire, flood, and other natural disasters

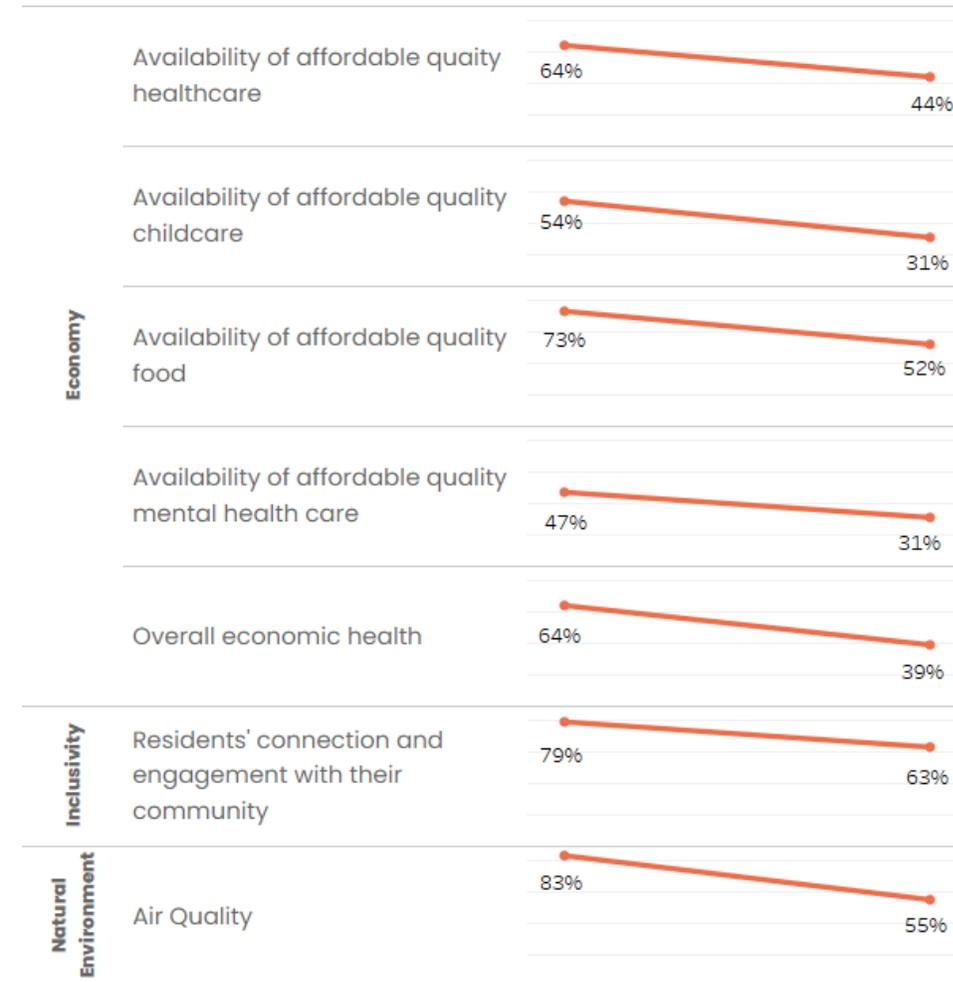
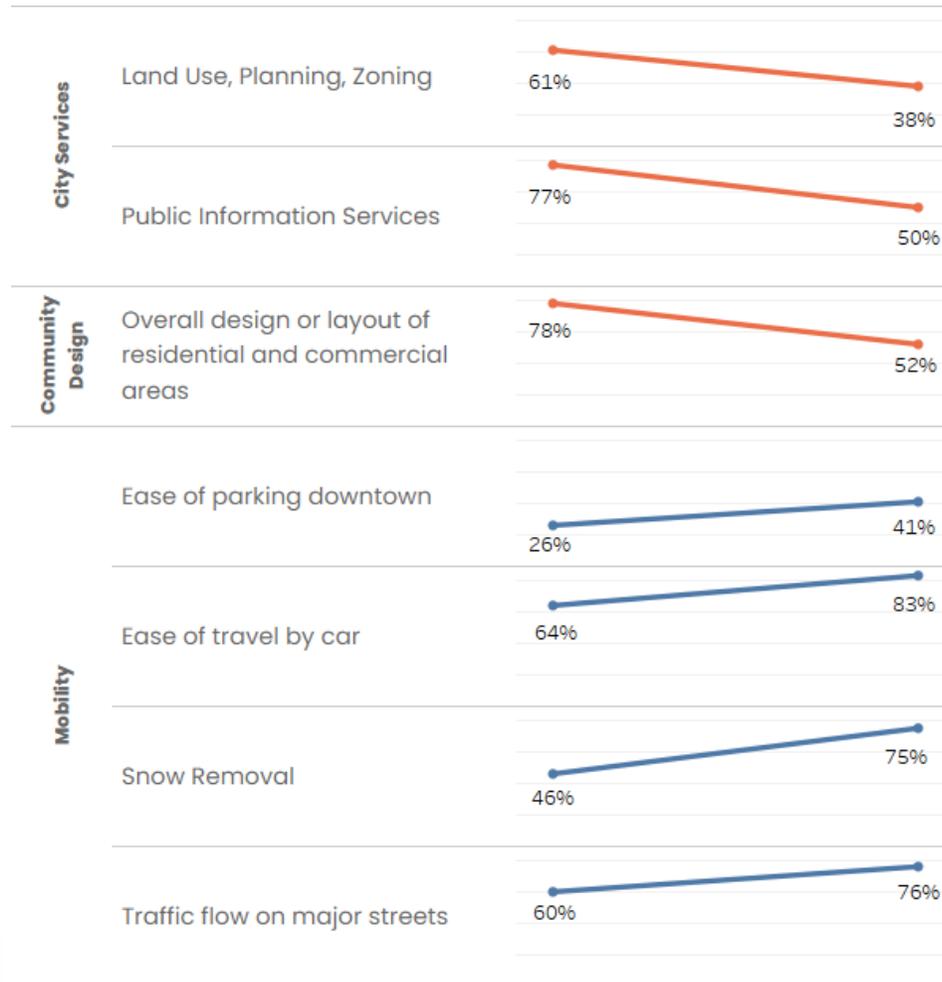
Attracting people from diverse backgrounds

Air quality

# The biggest changes overtime

## 10 years ago vs Today

Questions with greater than 15 percentage-point change from 2014 to 2024.



# Appendix

Things to keep in mind

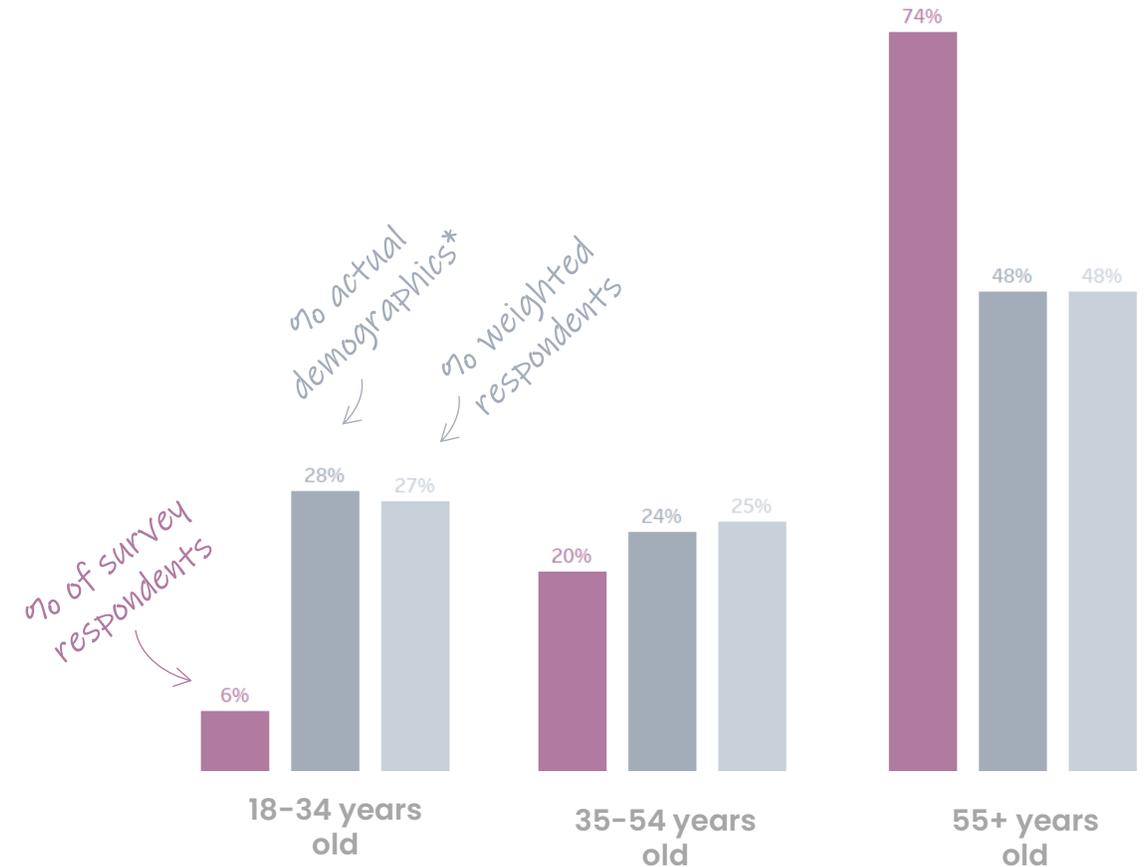


# Whose voice is represented?

Trying to get all perspectives.

This survey is intended to represent all of Ashland but, like most surveys, **specific demographics responded more than others.**

To help correct this, statistical methods were used to “weight” some responses more than others, so that the response rates match our local demographics. When this method is used, however, there is room for error!



\*2020 Census and 2022 American Community Survey results.



# #1 Grain of salt to keep in mind

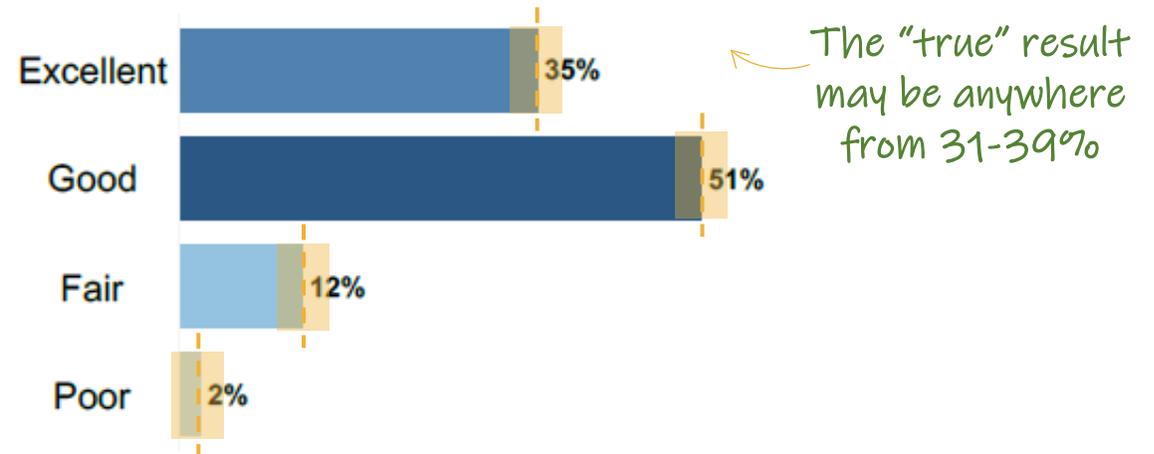
## Margin of error

Due to the statistical methods:

The actual sentiment, compared to what the survey found, **may differ by +/- 4 percentage-points.**

For example, the survey found that 35% of residents feel Ashland's quality of life is "excellent." The actual value (if we were to survey every single person) could be as low as 31%, as high as 39%, or somewhere in between.

The overall quality of life in Ashland, 2024



# #2 Grain of salt to keep in mind

## Statistical significance

Due to the statistical methods:

To confidently say that one demographic has a different opinion than another, there **must be a minimum difference between the two responses.**

For example, the difference in the response of men compared to women needs to be at least 9-percentage points different to confidently say they have a different opinion from each other.

	Demographic #1	Demographic #2	Min. Difference
	Man	Woman	9%
	White	BIPOC and/or Latino	15%
	Homeowner	Renter	10%
	Kids in Home	No Kids in Home	12%
Time in Ashland	18-34 years old	35-54 year olds	21%
		55+ year olds	19%
	35-54 year olds	55+ year olds	11%
Household Income	<5 years in Ashland	6-10 years in Ashland	15%
		11+ years in Ashland	11%
	6-10 years in Ashland	11+ years in Ashland	13%
Household Income	<\$50K	\$50K-\$100K	12%
		\$100K-\$200K	13%
		\$200K+	17%
	\$50K-\$100K	\$100K-\$200K	11%
	\$100K-\$200K	\$200K+	16%

