

2017 Results

Johns Creek Community Survey



Johns Creek

be the exception

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Executive Summary

- ❖ The Burruss Institute conducted a dual frame wireless and landline telephone survey of 611 Johns Creek residents between April 5, 2015 and May 22, 2017.
- ❖ Residents were asked where they felt the quality of life in Johns Creek was headed. The large majority (81.6%) expressed that Johns Creek was headed in the right direction.
- ❖ Residents were asked to rate the economic situation in their area. The majority of people were split between 'getting better' (45.2%) and 'staying about the same' (45.4%).
- ❖ Residents were asked to rate the Johns Creek community in several key areas, for example education, safety, jobs, etc. All factors were rated as "excellent" or "good" by at least half of the respondents.
- ❖ Residents were asked to rate the importance of issues for city government to consider on a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important." All issues were deemed to be important, with maintaining public safety (average rating =9.2) and dealing with traffic and congestion (average rating = 8.5) rated as most important for city government to address.
- ❖ Residents were asked to rate their approval of the Johns Creek Mayor and City Council. The majority of people agreed that the City Council was responsive to the community, doing a good job of managing the city's finances, and making the best decisions for the city's future.
- ❖ The majority of respondents who indicated they were familiar with Public Works or Community Development indicated that they "strongly approved" or "approved" of the job the department was doing.
- ❖ In addition to community development and public works, all residents were asked for their approval of the job being done by the Police Department, Fire Department, and 911. The vast majority "approved" or "strongly approved" of the job each department is doing.
- ❖ Residents were asked whether they had visited the city of Johns Creek website anytime in the last 6 months. Over half had not (57.9%), and most of those who had visited the website had only done so once or twice (26%). When asked specifically about whether they had received the Johns Creek newsletter, 43.4% said "yes."

Introduction

The city of Johns Creek, Georgia commissioned a survey of its residents in spring 2017 to ascertain their opinions on a number of issues related to city management and services, quality of life in the city, public trust, and policies. To this end, the A.L. Burruss Institute of Public Service & Research at Kennesaw State University developed a survey instrument in conjunction with Johns Creek staff. This report provides details about the survey methodology, participants, and all survey statistics.

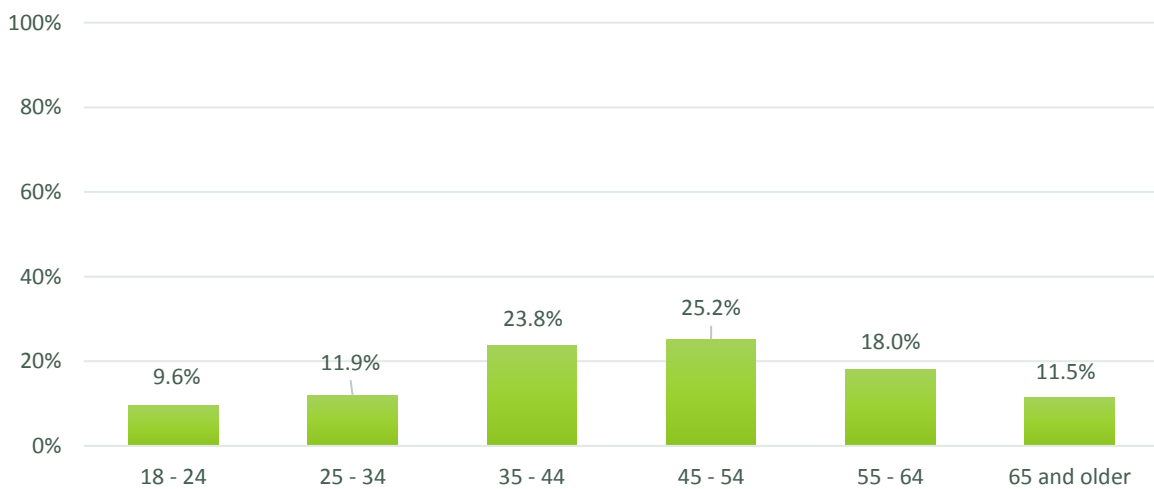
Methodology

The Burruss Institute conducted a dual frame wireless and landline telephone survey of 611 Johns Creek residents between April 5, 2015 and May 22, 2017. Due to the difficulty targeting households in cities the size of Johns Creek and a limited timeframe, a listed landline sample and a geographically targeted wireless sample were used. The random sample size of adults allowed for a 95% confidence level and a margin of error of $\pm 4\%$ for the overall survey results. Reported subgroup analyses have a margin of error of approximately $\pm 10\%$. The average length of the interview was 12.8 minutes.

Demographics

Data were weighted for gender, age, race, and education using 2015 Census data. This resulted in a sample that was 47.9% male and 52.1% female. Respondents ranged in age from 18 – 98, with an average age of 46.8. See Figure 1 for age breakdowns. Half of the households surveyed included children age 17 or younger. The majority of respondents identified as White (60.5%). An additional 10.6% identified as Black/African American, 7.6% as Hispanic/Latino, 17.1% as Asian, 2.3% as Native American, and 9.0% as “Other.” Respondents were allowed to select multiple categories. For the purpose of analyses, respondents were coded as White, Black/African-American, and Other to allow for a significant number of cases in each category.

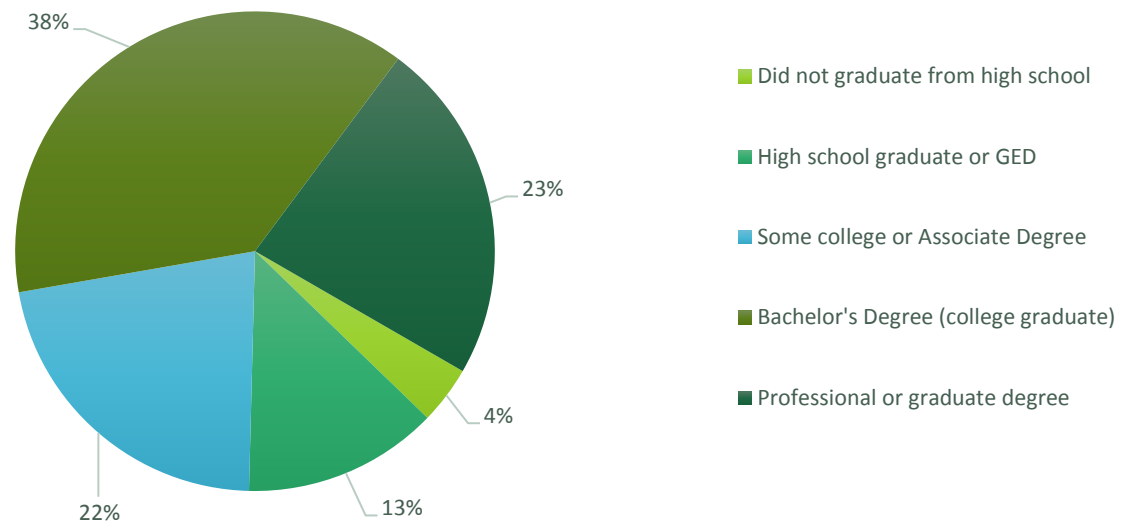
Figure 1. Respondent Age Distribution



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As shown in Figure 2, the largest portion of respondents reported their highest level of education as Bachelor's Degree (38.0%); 23.2% earned a professional or graduate degree; 21.1% reported "some college" or an Associate degree; 13.2% were high school graduates, and 3.9% did not graduate from high school.

Figure 2. Respondent Education



Over one-third of respondents (36.9%) chose not to answer the income question. Of those who did answer, the largest percentage of respondents (33.6%) reported income in the \$100-\$300,000 range (See Figure 3).

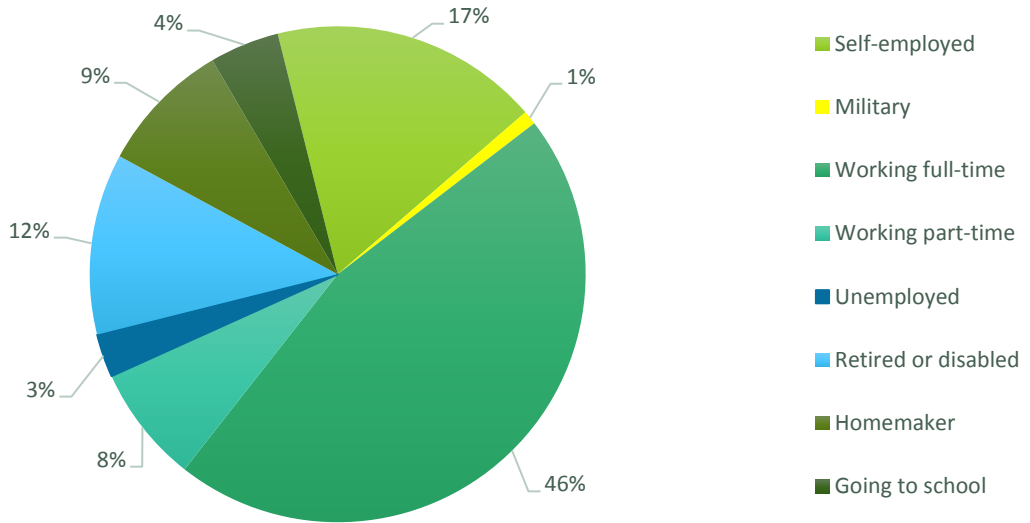
Figure 3. Respondent Income



Employment and Housing

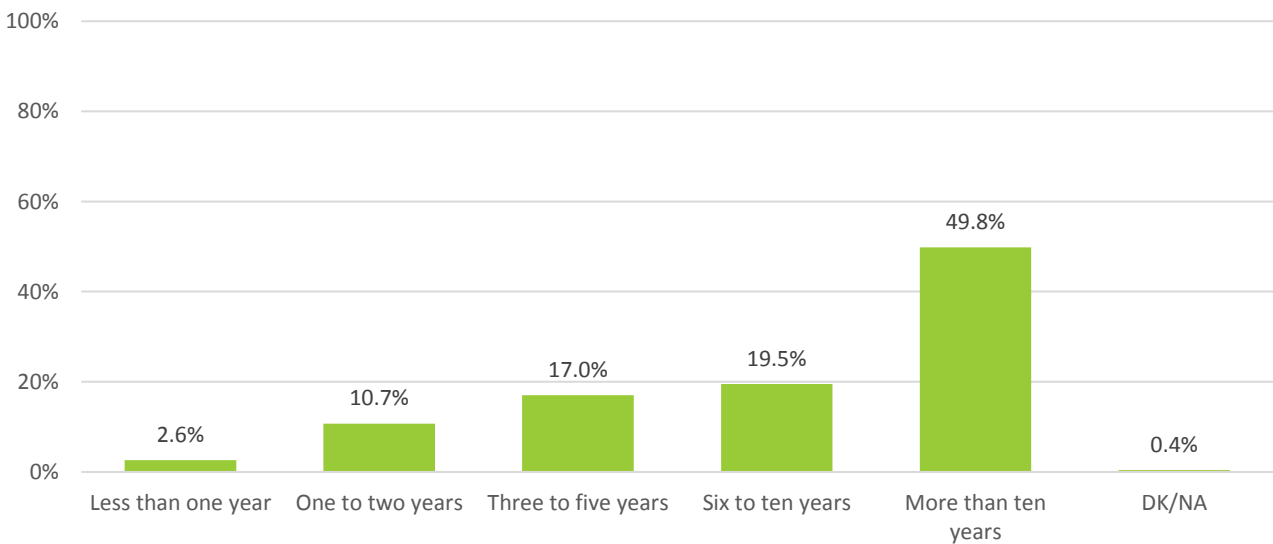
Almost half of the respondents (45.6%) reported working full-time. An additional 17.4% reported that they were self-employed. Figure 4 shows the breakdown of employment status for respondents.

Figure 4. Employment Status



Over three-fourths of respondents were homeowners (77.0%), with 10.9% renting and 11.1% living with family or friends. Almost half (49.8%) of current residents reported living in Johns Creek for more than 10 years (See Figure 5).

Figure 5. Length of Time Respondent Has Lived in Johns Creek

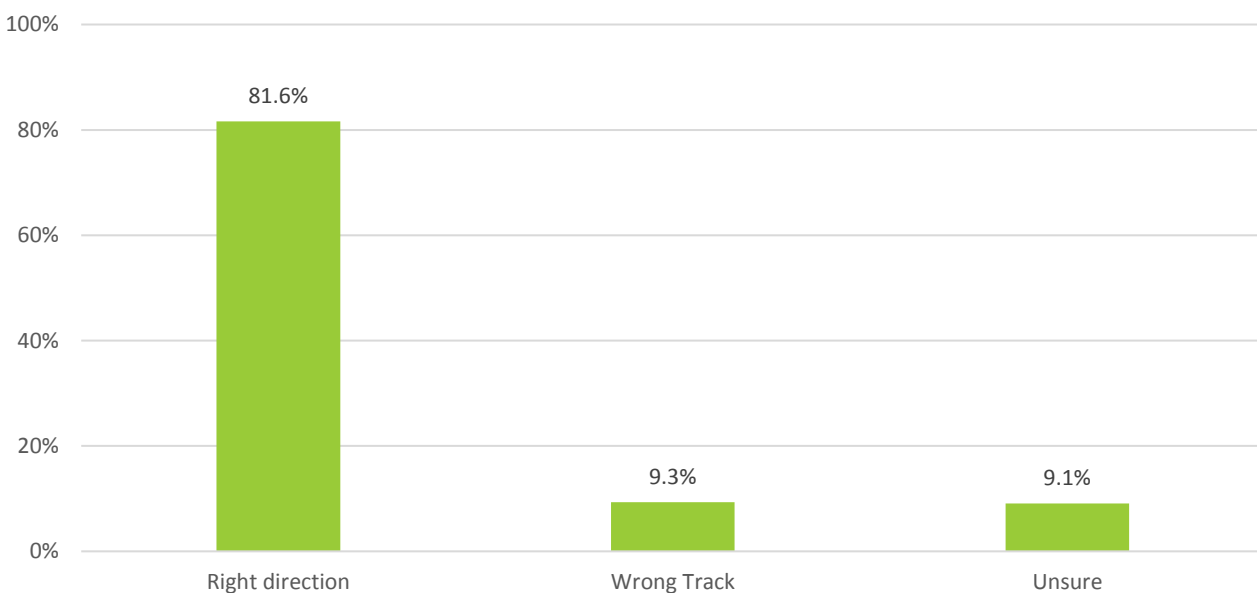


Overall Results

Quality of Life

Residents were asked where they felt the quality of life in Johns Creek was headed. The large majority (81.6%) expressed that Johns Creek was headed in the right direction (see Figure 6).

Figure 6. Resident Ratings of the Quality of Life in Johns Creek

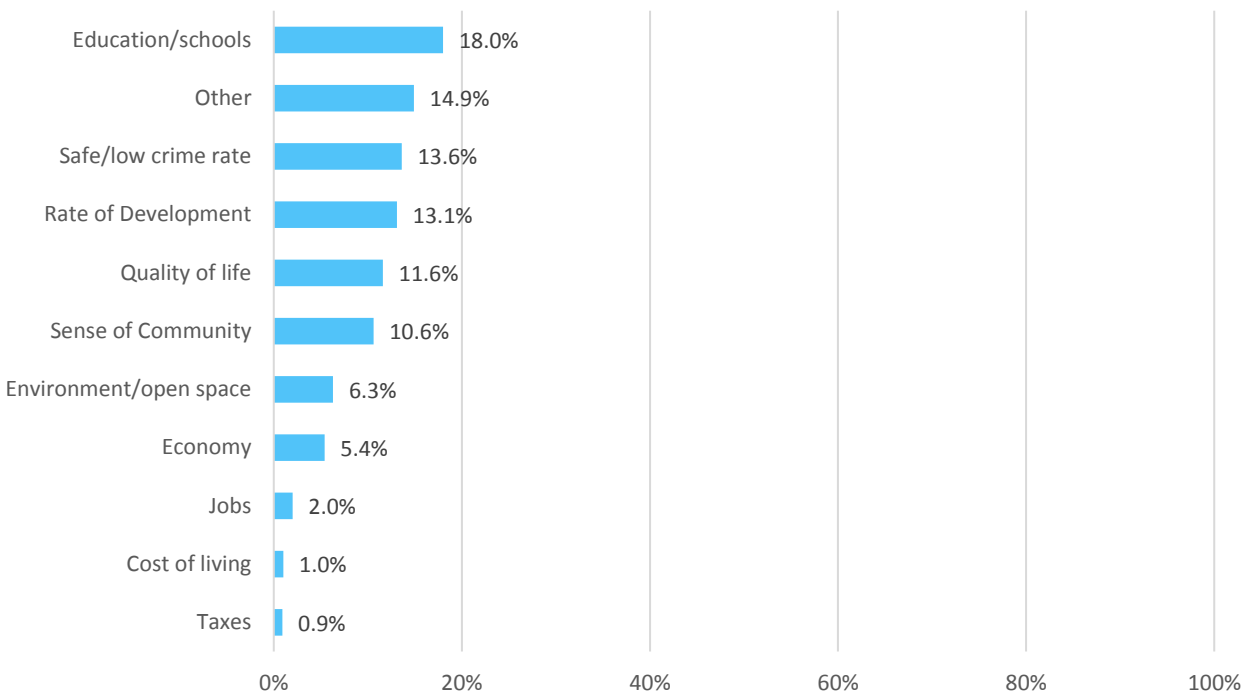


Residents were asked a follow-up question about why they felt that Johns Creek was headed in the right direction. The most common answers were education, sense of safety, development, sense of community, and overall quality of life (see Figure 7). Additional reasons that residents identified (coded as “Other”) were the leadership of the town, the parks that had been built, the convenience of having everything close by, the cultural diversity, the sense of community, and the infrastructure and business development. They also expressed that there are lots of good opportunities in Johns Creek.



“Diversity amongst nationalities of people, economic statuses, etc., good opportunities for everyone and good growth opportunities”

Figure 7. Most Important Reason Quality of Life in Johns Creek is Headed in the Right Direction



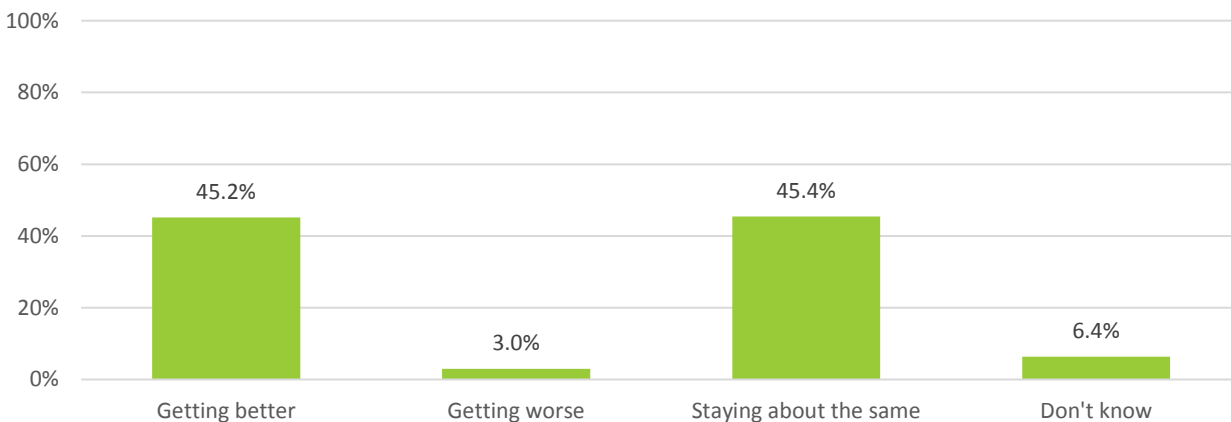
Respondents who answered that the quality of life in Johns Creek was headed in the wrong direction identified “growth and development” and traffic as the primary factors. Negative comments concerned overdevelopment with specific mention of widening the roads and many complaints about the billboards. Residents also expressed concern that schools were becoming too crowded due to overpopulation. Some comments referred to zoning and ineffective planning.



“Huge billboards are very distracting for drivers, ruin the views. Road development is destroying the area.”

Residents were asked to rate the economic situation in their area. The majority of people were split between “getting better” (45.2%) and “staying about the same” (45.4%). See Figure 8 for additional detail. Respondents in the 35-54 age range were slightly more optimistic than those in the younger age groups (18-34) and the older groups (55+). In addition, respondents who identified their race as “Other” were more optimistic than the white and African-American respondents. Homeowners were slightly more optimistic than non-homeowners.

Figure 8. Respondent Ratings of the Economic Situation



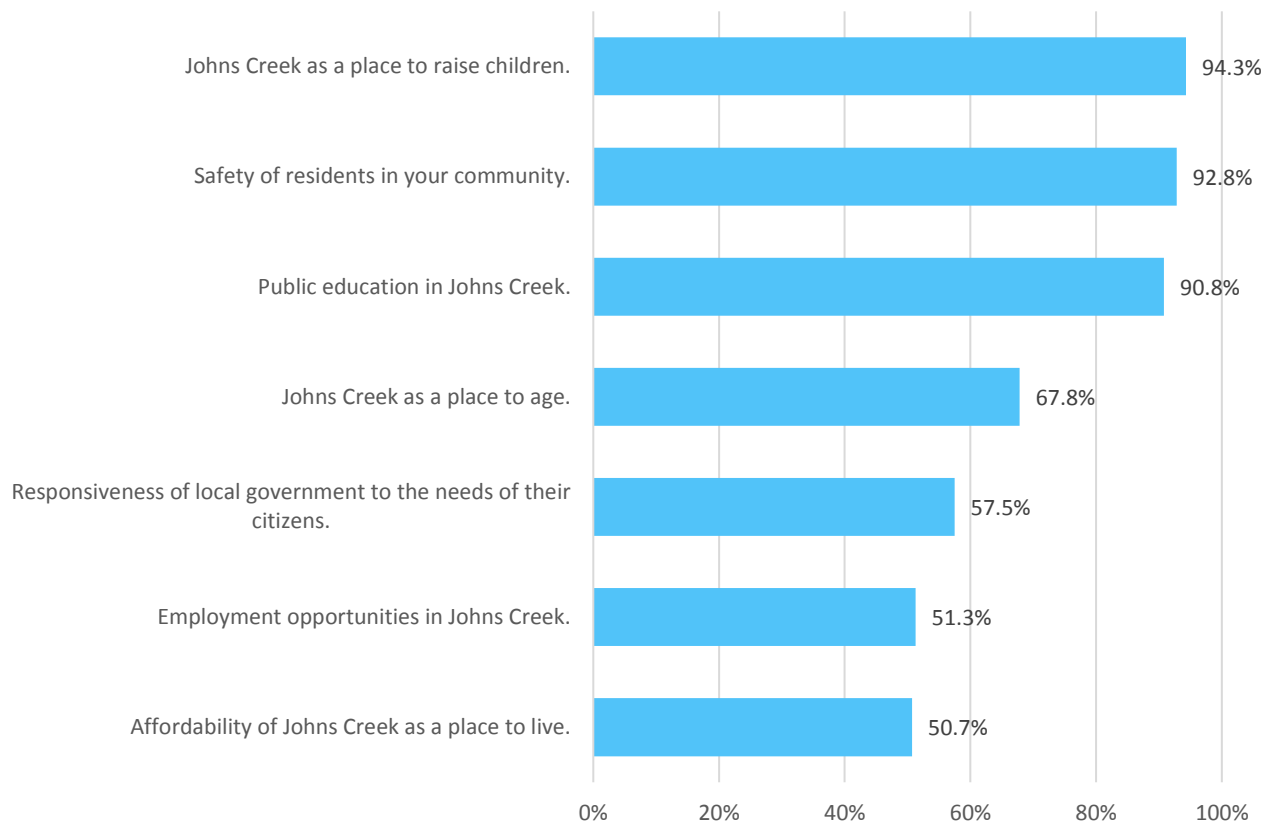
Residents were asked to rate the Johns Creek community in several key areas using a scale of “poor” to “excellent.” Nearly all (94.3%) rated their area as a “good” (27.4%) or “excellent” (66.9%) place to raise children, and 85% said it was a “good” (38.0%) or “excellent” (29.8%) place to age. Public education (62.2%) and safety (51.2%) were rated as “excellent” most frequently. All factors were rated as “excellent” or “good” by at least half of the respondents (See Figure 9).

Younger residents (18-34) were more likely to give “fair” or “poor” ratings when asked about affordability. The 18-24 and 45-54 age groups were slightly more likely to give ratings of “fair” when asked about Johns Creek as a place to age. When asked about employment opportunities, 18-24 and 35-44 year olds were more optimistic and 25-34 year olds were more pessimistic.



“Has everything that I need; everything is clean, great location, can get to anywhere.”

Figure 9. Percentage of Johns Creek Residents Rating Key Quality of Life Factors as “Excellent” or “Good”



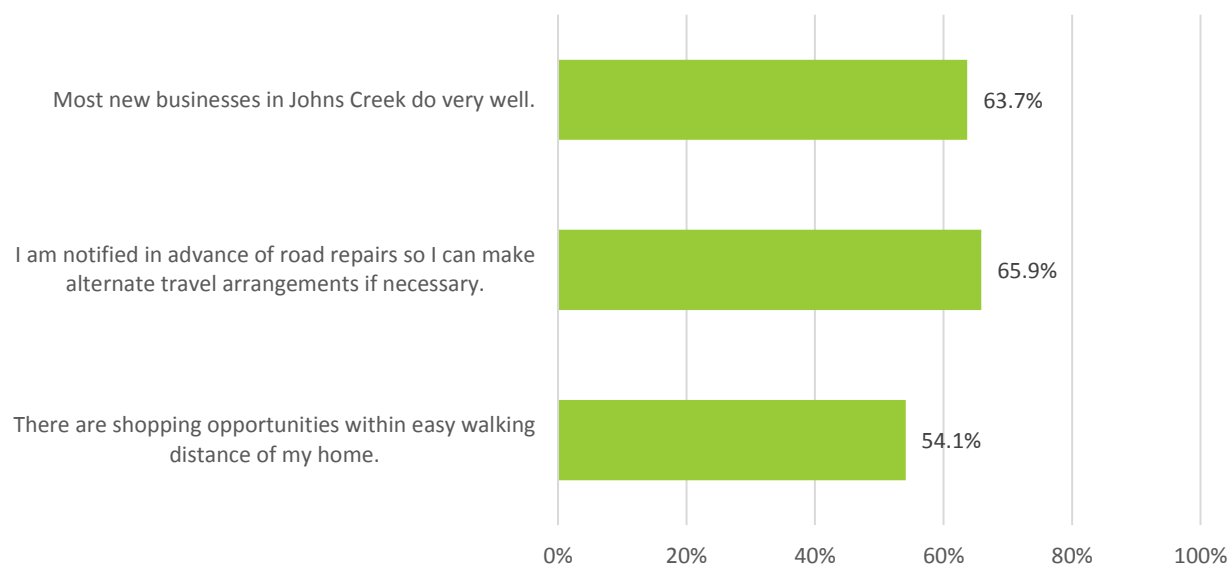
Residents were presented with three additional statements related to the quality of life in Johns Creek. A majority of respondents “agreed” or “strongly agreed” with each statement listed below:

- “Most new businesses in Johns Creek do very well.”
- “I am notified in advance of road repairs so I can make alternate travel arrangements if necessary.”
- “There are shopping opportunities within easy walking distance of my home.”

See Figure 10 for additional detail.

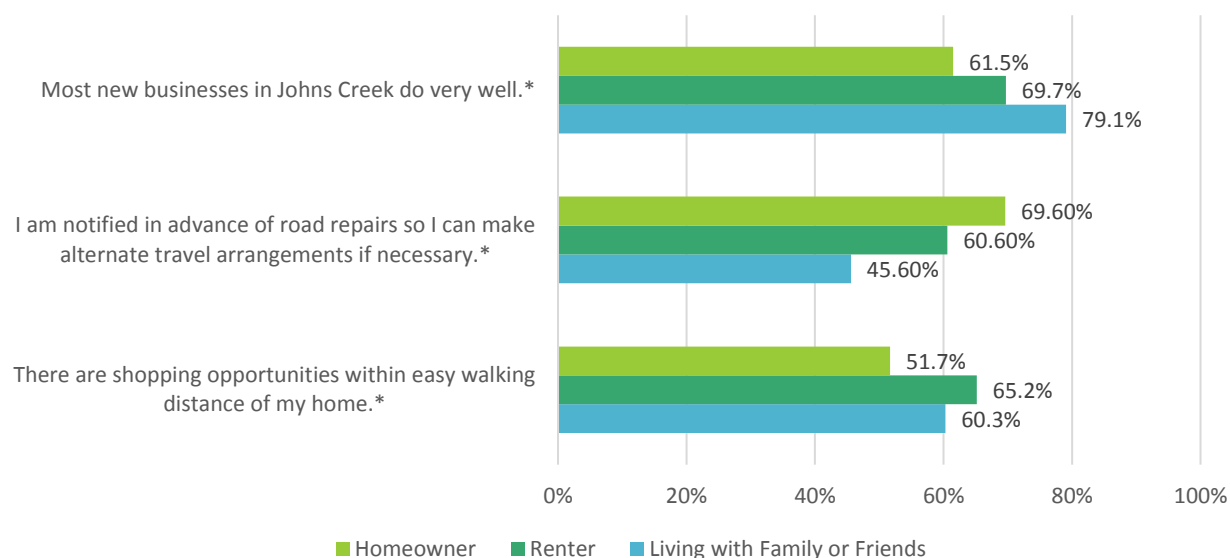
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Figure 10. Percentage of Respondents who “Agree” or “Strongly Agree” with Each Statement



Homeowners were more likely to say that they are notified in advance of road repairs and less likely to say that most new businesses do very well and that there are shopping opportunities within easy walking distance of their home. See Figure 11 for additional detail.

Figure 11. Percentage of Respondents who “Agree” or “Strongly Agree” by Housing Status



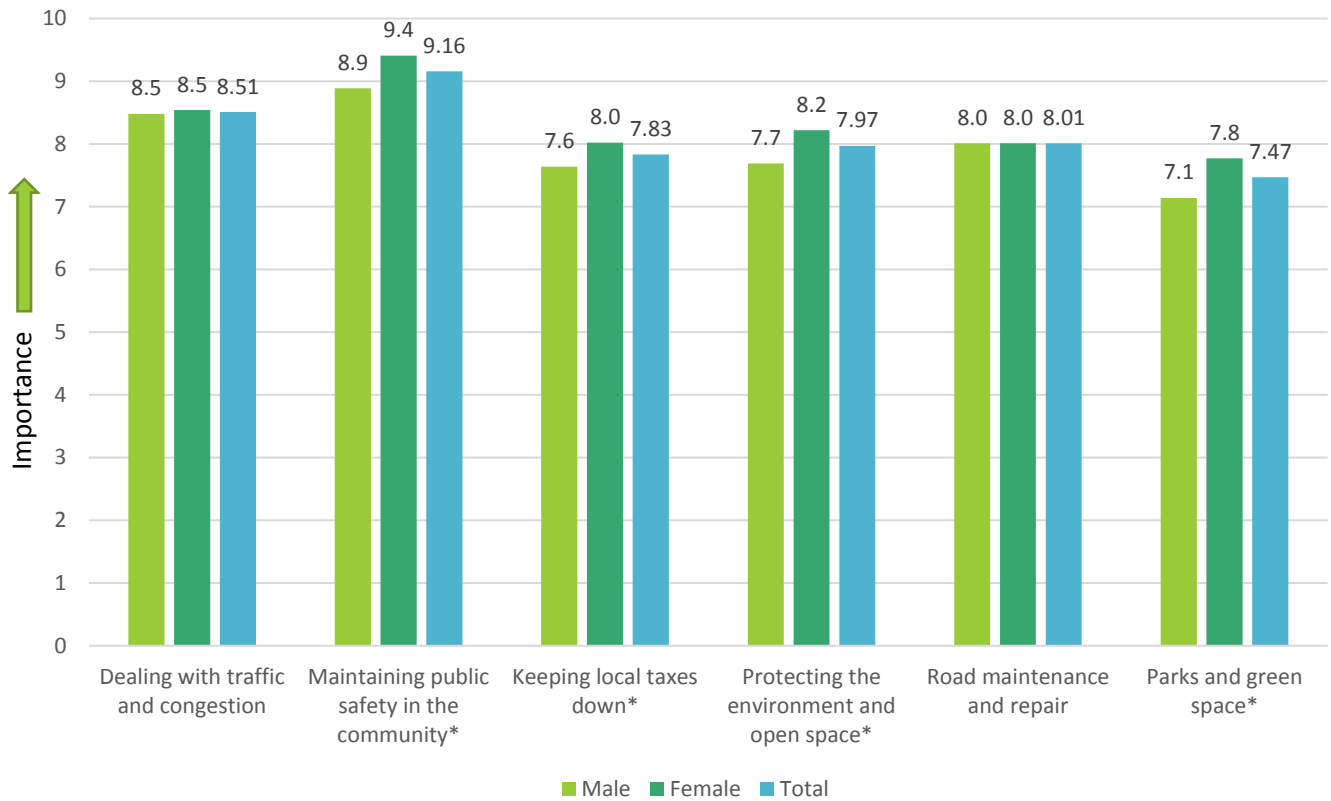
** Statistically significant differences*

Residents were asked to rate the importance of issues for city government to consider using a scale of 0 to 10, with 0 being “not at all important” and 10 being “extremely important.” All issues were deemed to be important, with maintaining public safety (average rating =9.2) and dealing with traffic and

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congestion (average rating = 8.5) rated as most important for city government to address. There were some differences by gender with females tending to rate things as more important than males, though the differences are minor and the relative importance stayed the same. In addition, there were small differences by race. African-American residents were slightly less concerned about public safety and slightly more concerned about protecting the environment than residents identifying as white or another race. In general, young respondents tended to score issues as less important than older respondents. See Figures 12-14 for more detailed information.

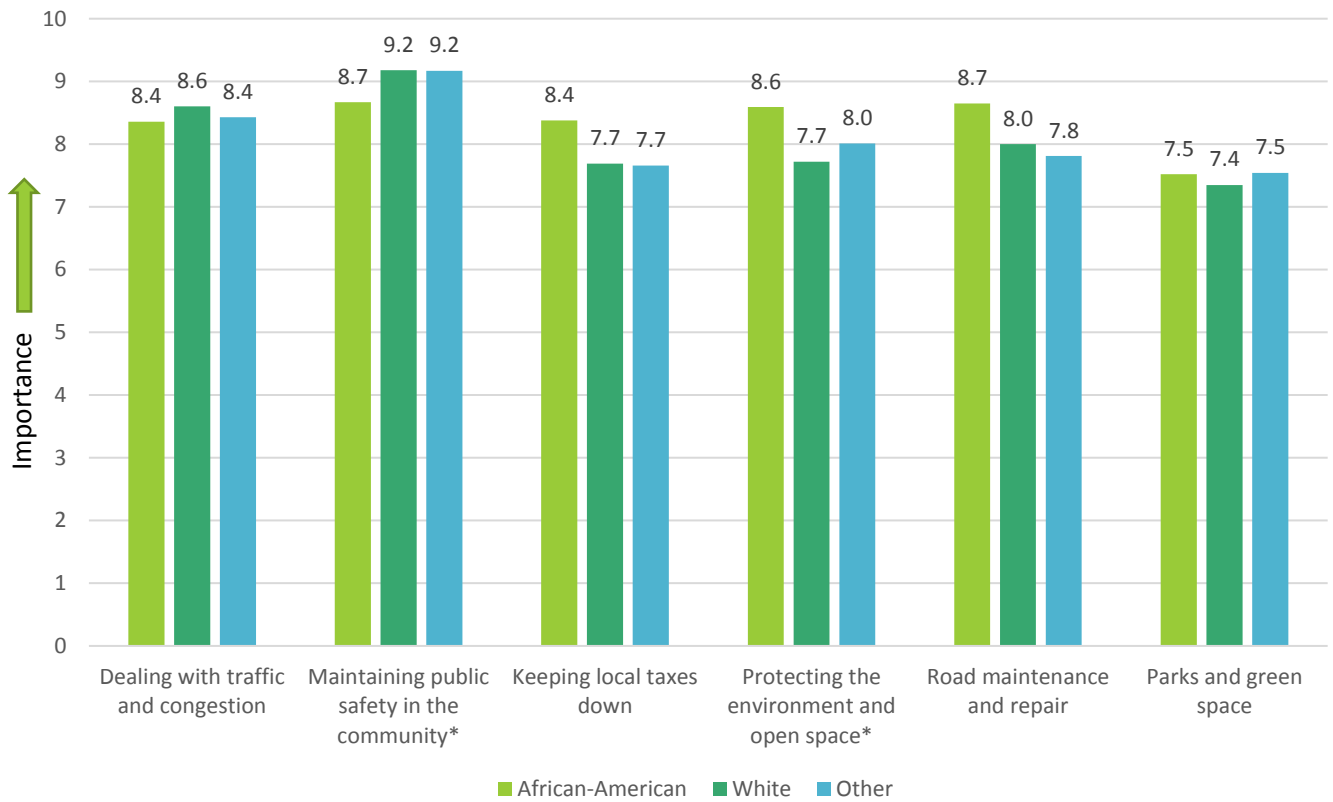
Figure 12. Average Ratings of Importance for Consideration by City Government by Gender



* Statistically significant differences

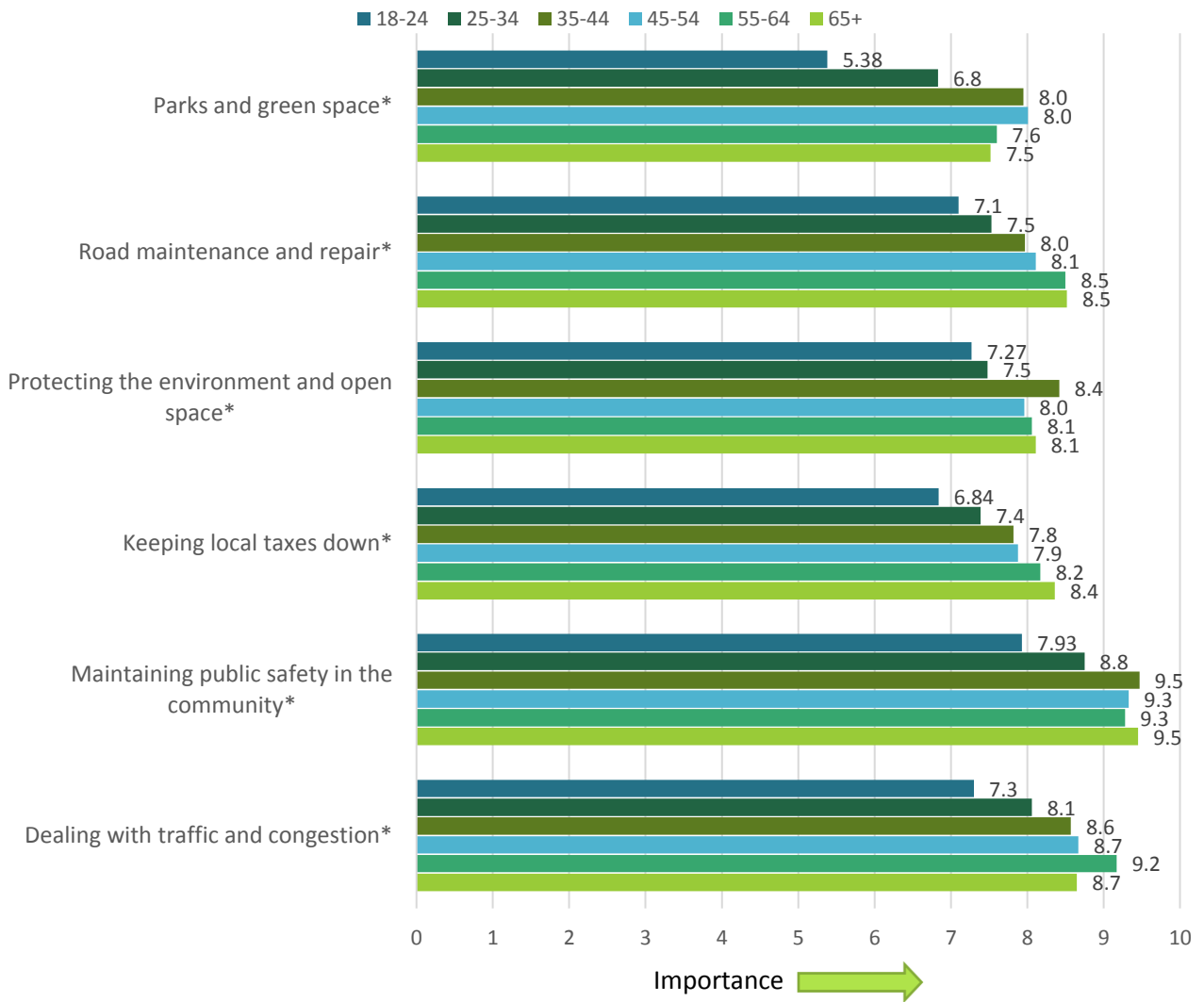
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Figure 13. Average Ratings of Importance for Consideration by City Government by Race



* Statistically significant differences

Figure 14. Average Ratings of Importance for Consideration by City Government by Age



* Statistically significant differences



“Building too many apartments and housing developments without adjusting infrastructure for the population expansion.”

City Government

Residents were asked to rate their approval of the Johns Creek Mayor and City Council. The majority of people agreed that the City Council was responsive to the community, doing a good job of managing the city's finances, and making the best decisions for the city's future (see Figure 15). A

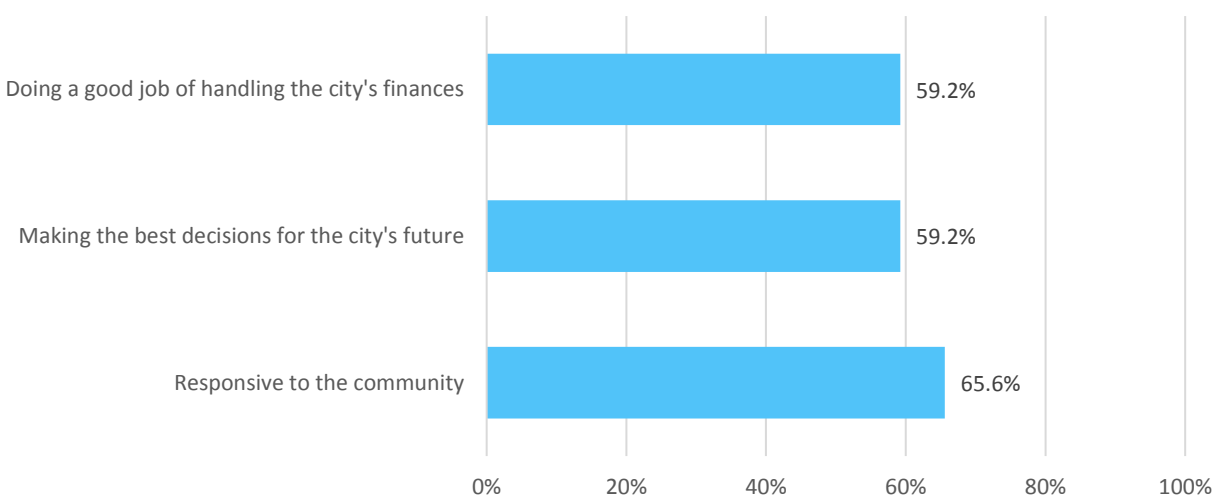
substantial proportion (25-34%) indicated that they didn't know/couldn't answer. The

youngest group of respondents (18-24) were most likely to agree that the City Council is responsive to the community and that they are doing a good job handling the city's finances. The 25-34 age group was more likely to indicate that they couldn't give a response.



“Don't seem concerned with zoning, don't consider views of citizens, only developers”

Figure 15. Percentage of Residents who “Agree” or “Strongly Agree” with Statements about City Council



Respondents who did not agree that the City Council is responsive, doing a good job of managing the city's finances, or making the best decisions for the city's future were asked “why” in a follow-up question. Residents who felt they were not being listened to largely cited the billboard issue, but also mentioned other traffic and zoning concerns. Some people expressed a view that the council is only focused on growth that the people don't want. Slow response and a lack of action that the community desires were also mentioned.

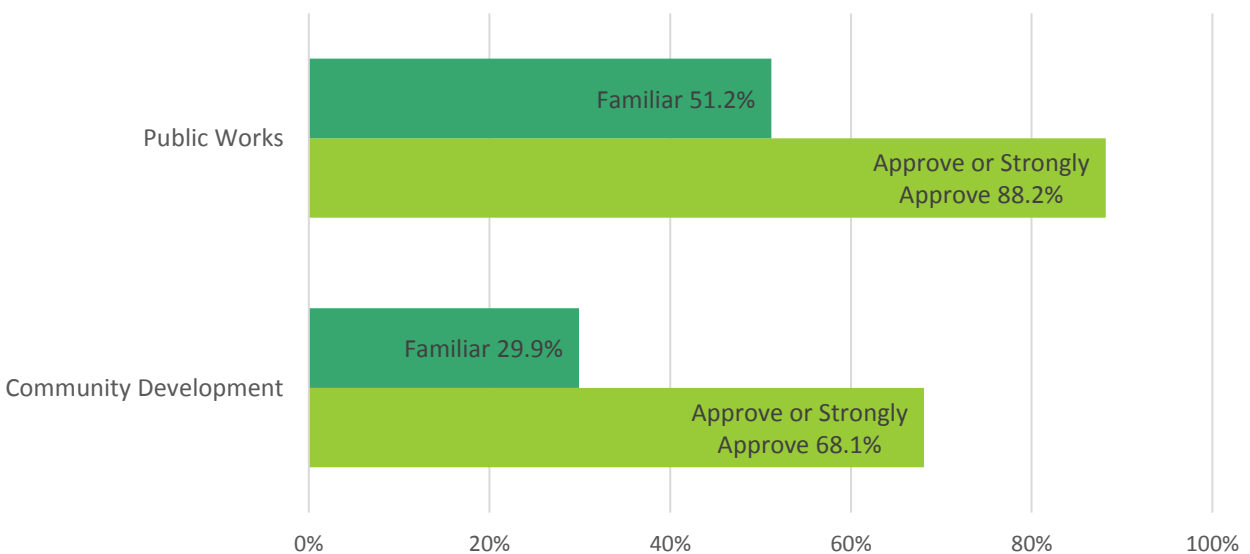
Residents who felt the City Council was not making the best decisions for the city's future cited repeated votes for furthering city growth, when in the residents' view the city already had a problem with overpopulation. More complaints about traffic congestion, widening roads, and the billboards were also reported.

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Residents who felt the City Council was not doing a good job handling the city's finances claimed that the focus on city growth and green space while the traffic congestion and deteriorating roads went unaddressed was proof of this. Others cited the city's cost of living and taxes as being too high.

Residents were asked how familiar they were with the work done by the Public Works Department and the Community Development Department for Johns Creek. While the majority of people stated they were familiar with the Public Works Department, just 30% were familiar with the Community Development Department. Respondents were only asked to rate either department if they had previously indicated that they were familiar with it. The majority of respondents who indicated they were familiar with Public Works or Community Development indicated that they "strongly approved" or "approved" of the job the department was doing. See Figure 16 below for additional detail.

Figure 16. Respondent Awareness and Approval Ratings

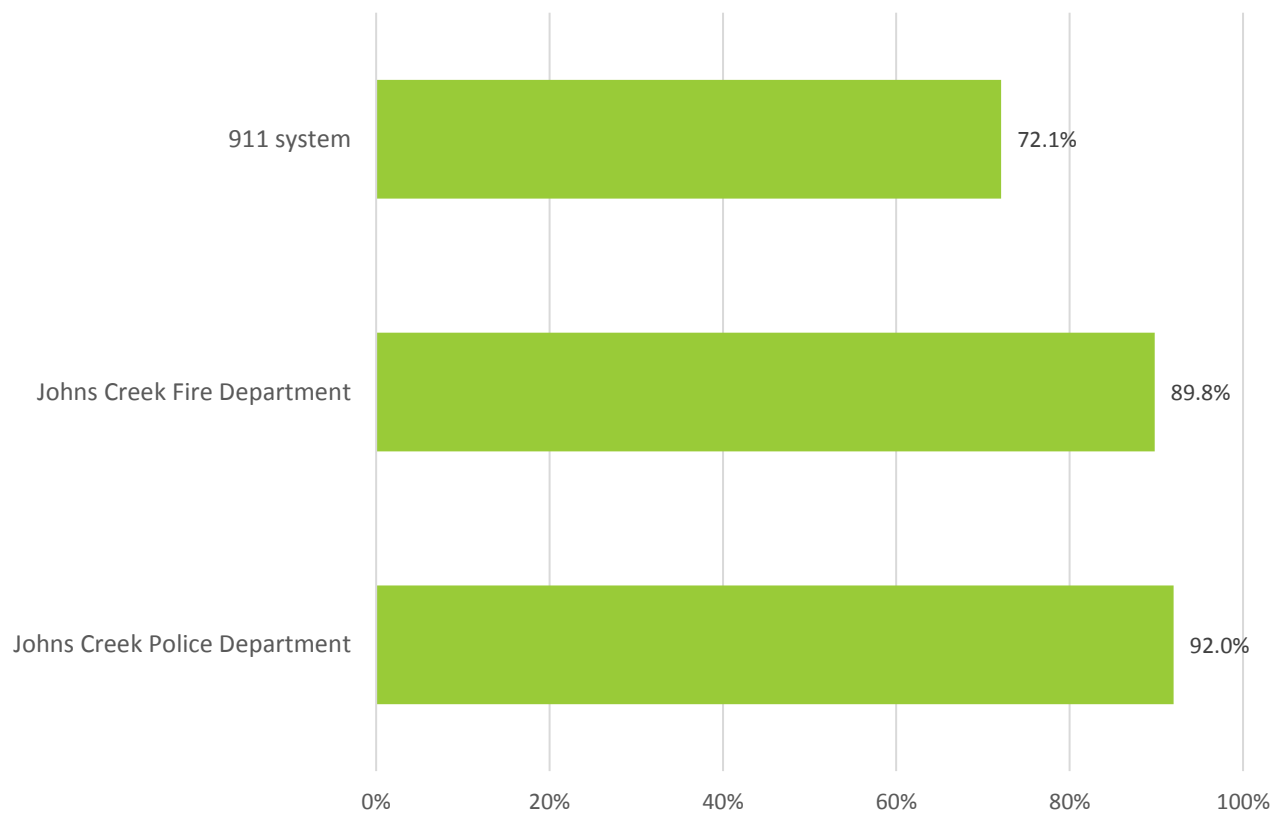


"They're allocating money in the wrong places -- green spaces instead of fixing roads. The traffic lights are badly timed. There is too much congestion to get there -- too many people going through Johns Creek from outside.

In addition to community development and public works, all residents were asked for their approval of the job being done by the Police Department, Fire Department, and 911. The vast majority "approved" or "strongly approved" of each department's performance (see Figure 17). White respondents were more likely to say that they "strongly approved" than non-white respondents.

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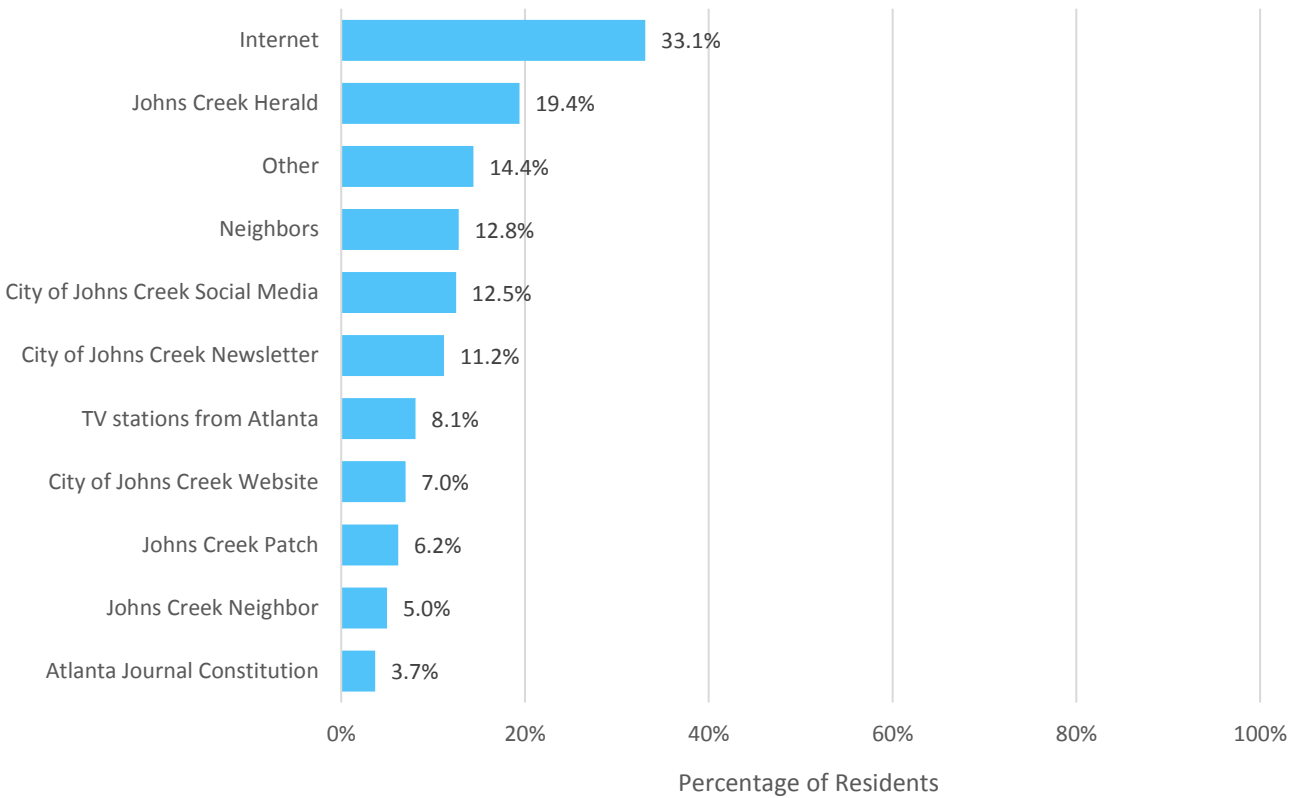
Figure 17. Percentage of Residents who “Approve” or “Strongly Approve” of Department Performance



Community Involvement

Residents were asked which sources they rely on the most for news about Johns Creek. Most relied on the internet or the Johns Creek Herald for their news, with the Johns Creek Newsletter, Johns Creek social media, and neighbors mentioned by just over 10% each. See Figure 18 for additional detail. The “Other” responses included various social media outlets, emails from the homeowner’s association and other local neighborhood associations as well as the city of Johns Creek. Some went to city council meetings, while others caught the news on the radio or local TV news station. Various newspapers were also reported, as well as the “Nextdoor” app.

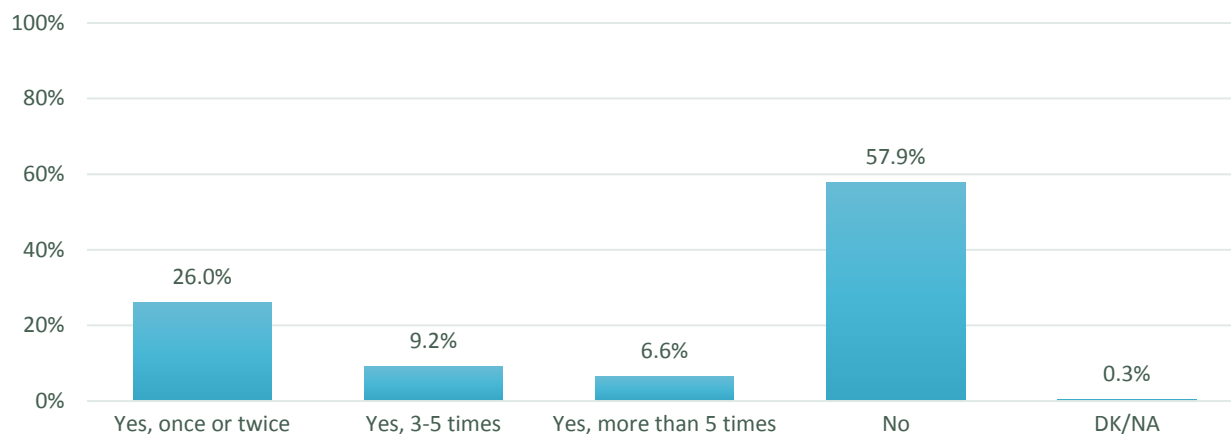
Figure 18. Percentage of Residents who Use Each News Source Most for News about Johns Creek



Residents were asked whether they had visited the city of Johns Creek website anytime in the last 6 months. Over half had not (57.9%), and most of those who had visited the website had only done so once or twice (26%). See Figure 19 for additional detail. When asked specifically about whether they had received the Johns Creek newsletter, 43.4% said “yes.”

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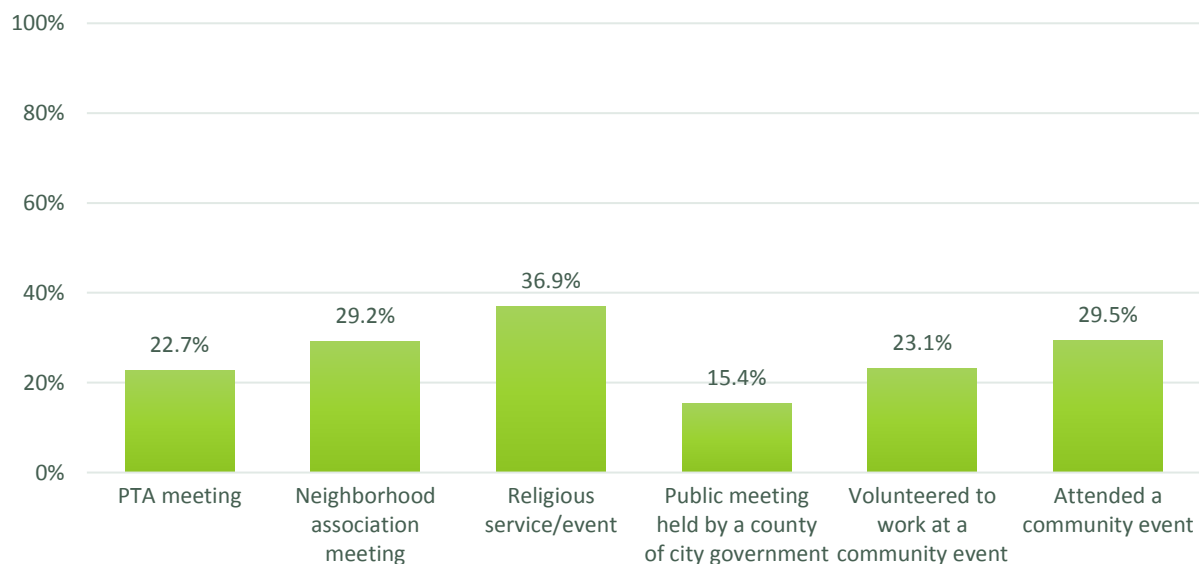
Figure 19. Frequency of Respondents Visiting Johns Creek Website



The large majority (84.1%) indicated that they were registered to vote at their current address. Residents were asked whether they voted in the last local election. Almost three-quarters of respondents indicated that they voted in the local election held in November 2016, with only 20.9% stating that they did not vote.

Residents were asked if they had participated in any of the following community activities over the past year. The most active participation was for religious services and events. Almost 30% of people said that they had at least attended a neighborhood association meeting (29.2%) or some other kind of community event (29.5%). Just over 20% had volunteered for or attended a PTA meeting. See Figure 20 for a graphic depiction of these results. High participation was also reported for local arts festivals, symphony concerts, Newtown park events, and the Founder's day parade. Many residents also participated in homeowner association meetings, holiday and school events, and veteran memorials.

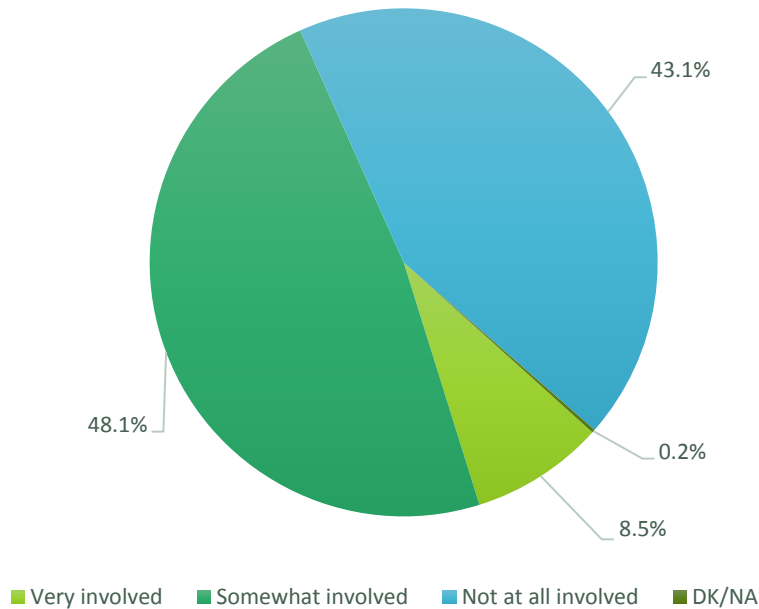
Figure 20. Percentage of Respondents Participating in Various Community Activities



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Residents were asked how they would rate their level of community involvement. Most people stated they were only “somewhat involved” with “not at all involved” being a close second. Only 8.5% of people saw themselves as being “very involved” in the community (see Figure 21). Involvement differed by age with the 18-24 and the 35-44 year old groups more likely to indicate that they were “somewhat involved” and the 25-34 and 55-64 year old age brackets more likely to indicate that they were not at all involved. Involvement also varied by level of education; all of the respondents with less than a high school education and the majority of respondents with an advanced degree stated that they were “somewhat involved”; high school graduates were more likely to report being “very involved” or “not at all involved.” Those with some college or an Associate degree were more likely to report being “not at all involved.” Renters indicated being less involved and those living with family or friends reported higher levels of involvement.

Figure 21. Resident Ratings of their Involvement in the Community

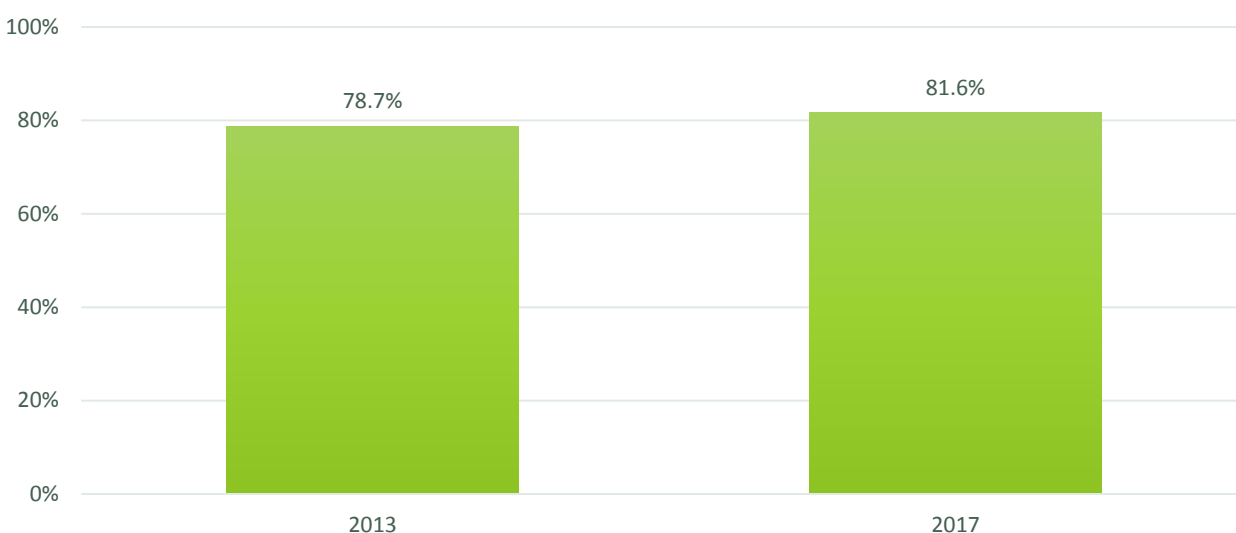


Comparison to 2013 Results

Some of the questions from the 2017 survey were asked previously in 2013, or asked using slightly different wording. This section compares the results of the prior survey to 2017 results.

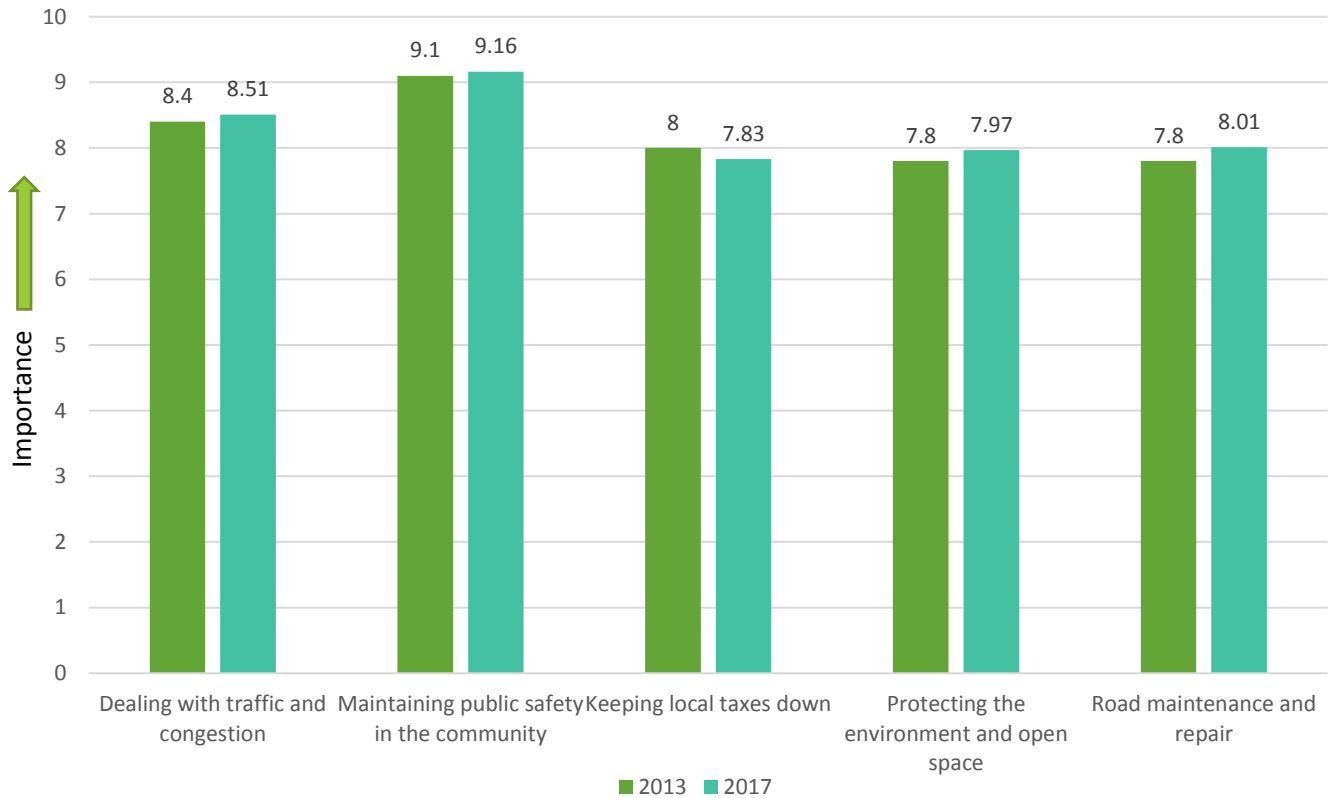
The percentage of residents who said that Johns Creek is headed in the “right direction” increased slightly from 2013 (78.7%) to 2017 (81.6%). See Figure 22 for a graphic depiction. The most common reasons given for why Johns Creek is headed in the right direction were education and overall quality of life, which were also given by over 10% of respondents each in 2013.

Figure 22. Percentage of Residents who Stated Johns Creek Is Headed in the Right Direction (2013 – 2017)



Residents were asked to rate the importance of issues for city government to consider on a scale of 0 to 10, with 0 being “not at all important” and 10 being “extremely important.” All issues were deemed to be important, with maintaining public safety and dealing with traffic and congestion rated as most important for city government to address in both iterations of the survey. See Figure 23 for more detail.

Figure 23. Average Ratings of Importance for Consideration by City Government (2013 – 2017)



Residents were asked a slightly different question to measure Mayor and City Council job approval in 2013: “Do you approve or disapprove of the job that the Mayor and City Council are doing of dealing with issues and problems facing Johns Creek?” The possible responses were coded using a five point scale with 1 = “strongly approve” 2 = “somewhat approve” 3 = “unsure” 4 = “somewhat disapprove” and 5 = “strongly disapprove.” In 2017, residents were asked to rate their agreement with three statements related to job approval using a five point scale with 1 = “strongly agree” 2 = “agree” 3 = “unsure” 4 = “disagree” 5 = “strongly disagree.” The three statements are listed below:

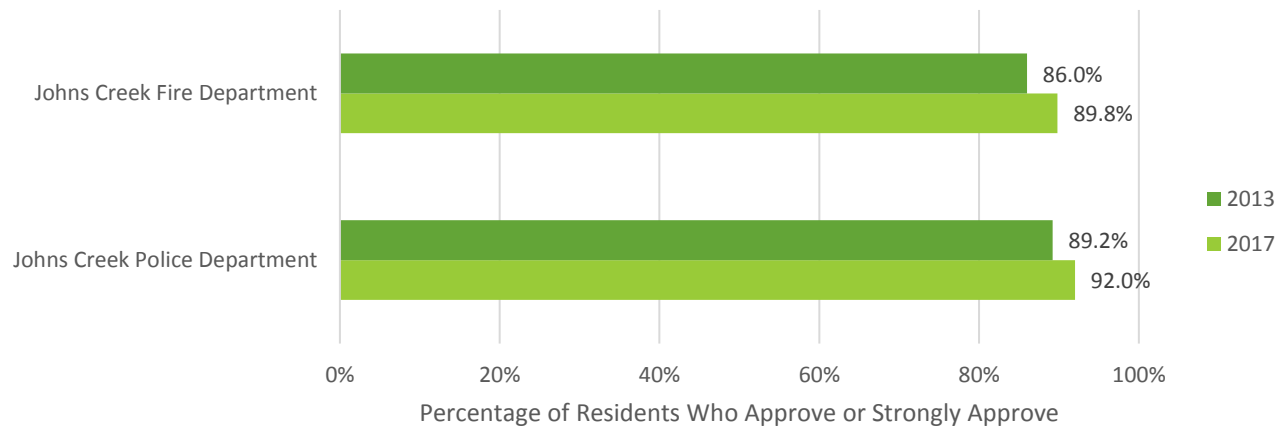
- The City Council is responsive to the community;
- The City Council is making the best decisions for the city's future;
- The City Council is doing a good job of handling the city's finances.

Due to these differences, direct comparison should be interpreted with caution. The three items were averaged to create one score for 2017. The mean for this new rating was 2.4 compared with the 2013 mean rating of 2.1. This indicates a slight, but nonsignificant, decrease in approval. As noted earlier, though the majority of people agreed that the City Council was responsive to the community, effectively managing the city’s finances, and making the best decisions for the city’s future, a substantial proportion (25-34%) indicated that they were “unsure.”

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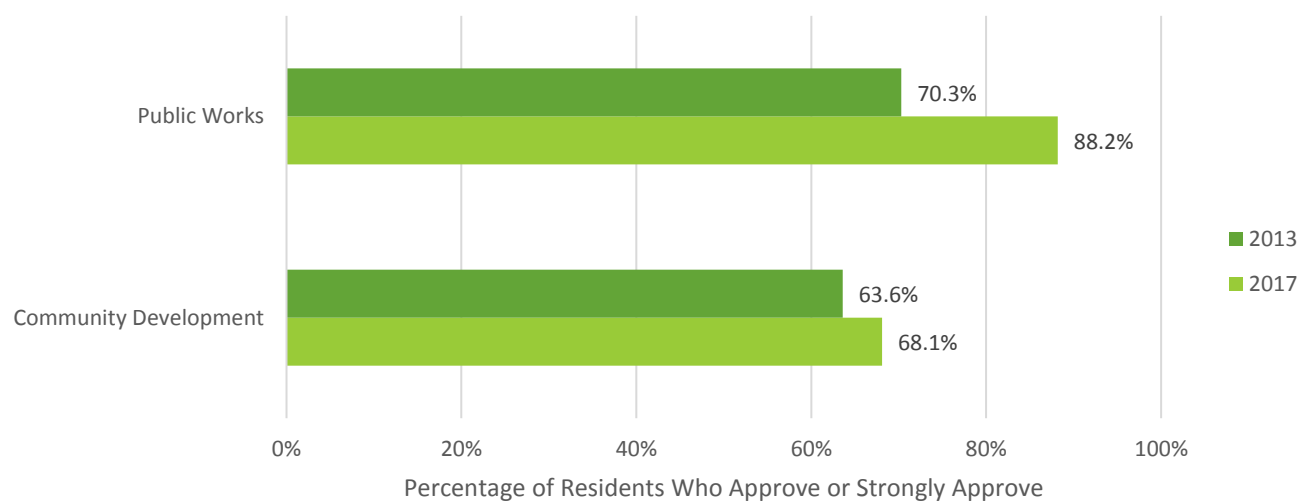
All residents were asked for their approval rating of the Police Department and Fire Department. The vast majority “approved” or “strongly approved” of the job each department is doing. Ratings in 2017 were higher than 2013 ratings (see Figure 24).

Figure 24. Approval Ratings for Fire and Police (2013 – 2017)



Comparison of results for Public Works and Community Development Departments from 2013 to 2017 should be made with caution. In 2017, respondents were only asked to rate either department if they had previously indicated that they were familiar with it. In 2013, all residents were asked to rate each department. The majority of respondents who indicated they were familiar with Public Works or Community Development indicated that they “strongly approved” or “approved” of the job the department was doing. This was true in 2013 and 2017 with scores somewhat higher in 2017. See Figure 25 for additional detail.

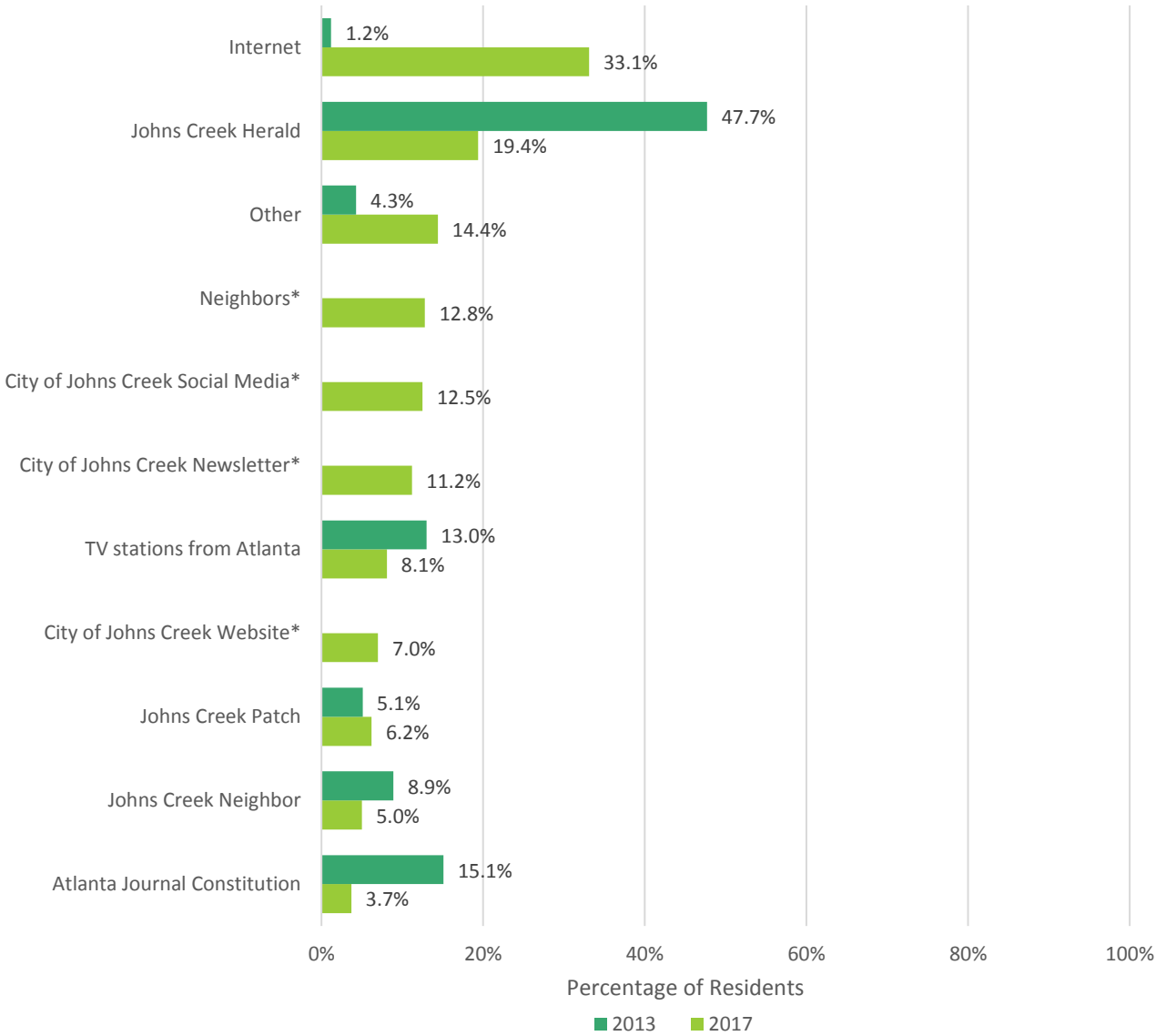
Figure 25. Approval Ratings for Public Works and Community Development (2013 – 2017)



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Residents were asked which sources they rely on the most for news about Johns Creek. Most relied on the internet or the Johns Creek Herald for their news in 2017. The Johns Creek Herald relied on for news much more in 2013 with a number of people shifting to internet in 2017 (see Figure 26).

Figure 26. News Source Most Used for Johns Creek News (2013 – 2017)



** Not asked in 2013*