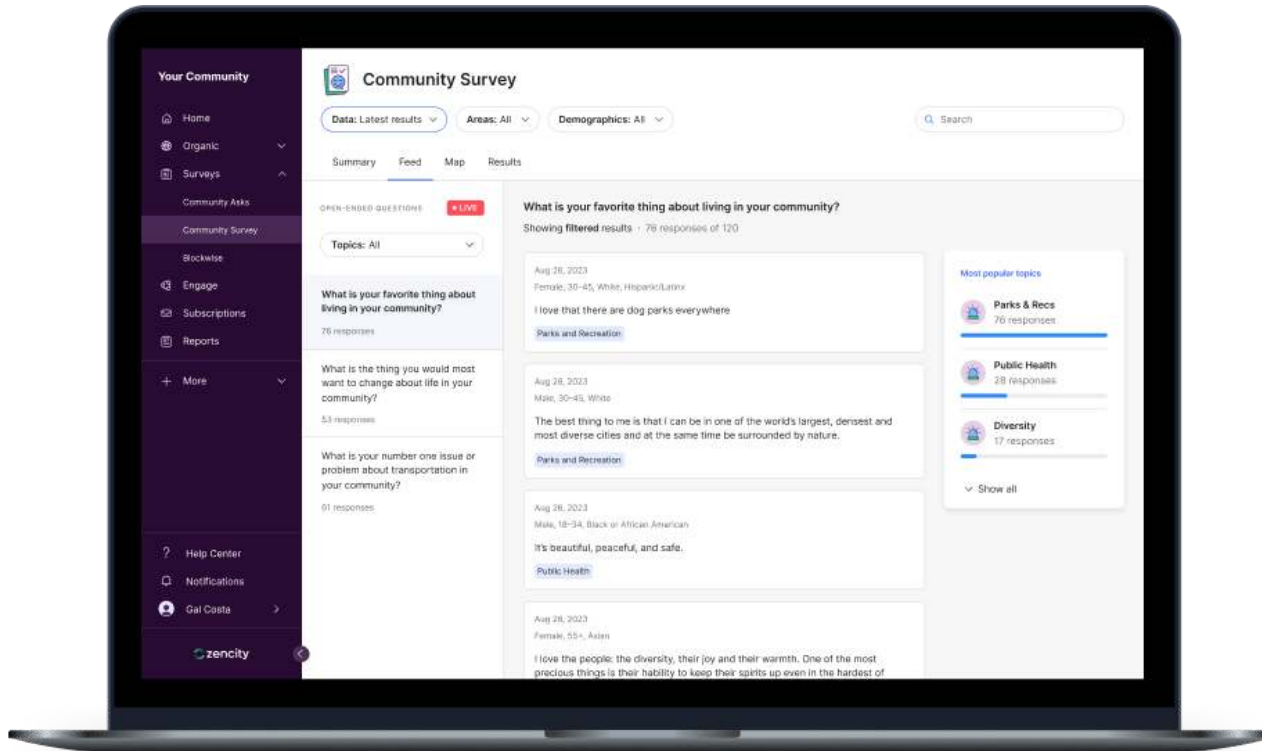




Peachtree City, GA

Community Survey

May - July 2024



The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.



Survey Methodology

1236 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between May - July 2024. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau's race, ethnicity, age, and gender distributions in Peachtree City, GA. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.

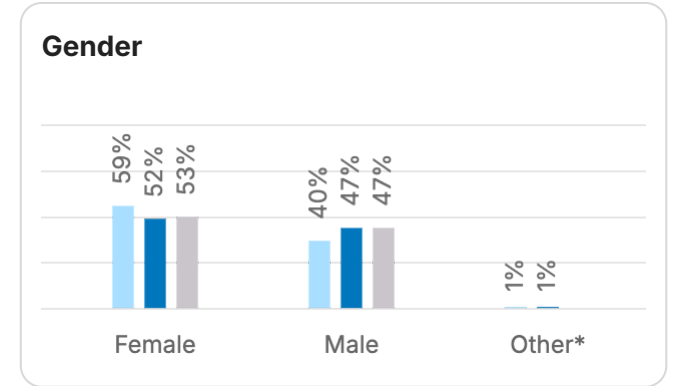
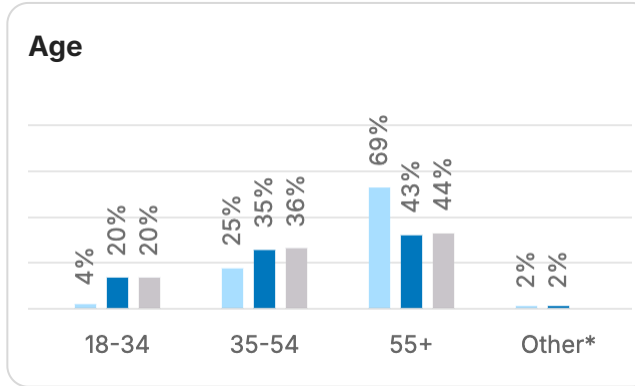
Sample Composition

1236 valid respondents

Key

- **Unweighted demographics** - What we collected, without adjustments
- **Weighted demographics** - Our sample, adjusted to be representative of the population
- **Population demographics** - The demographics of the 18+ population

* The "Other" category includes missing data, people who selected "prefer not to say", and other groups not defined in the census.



Overall Satisfaction

The overall satisfaction score is calculated from the questions in the two main sections of the survey: general quality of life and satisfaction with different characteristics of life in your community.

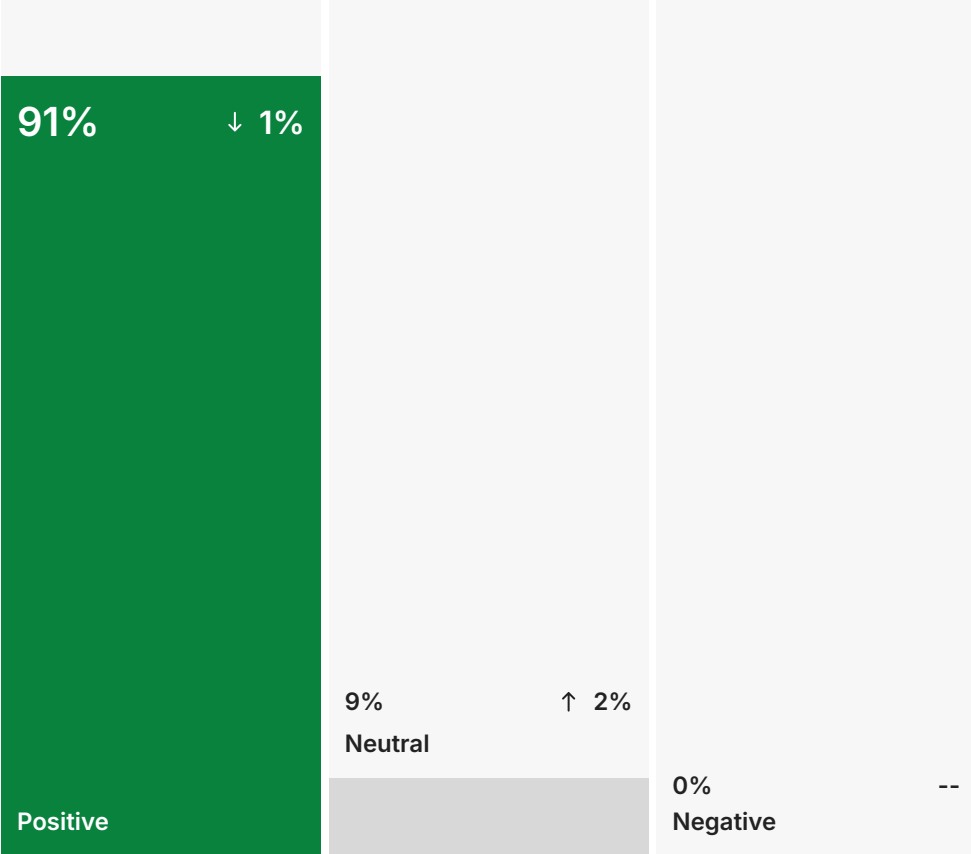
We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

91%

of 1236 surveyed residents are satisfied with life in Peachtree City

↓ 1% vs. previous cycle







These are the main measures of satisfaction in your community

The bars on the right show the proportion of responses that are positive (4 or 5), neutral (3), or negative (1 or 2). The percentages show the percent in the positive category.

We take the average of the Community Characteristics, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Peachtree City?	87% • ↓ 1% 
How likely are you to recommend Peachtree City as a place to live?	78% • ↓ 5% 
How likely are you to be living in Peachtree City 5 years from now?	75% • -- 
Average rating from the Community Characteristics questions	90% • -- 

Demographic Breakdown

Smaller sample sizes can lead to unreliable estimates. For this reason, we hide scores for groups under 30 respondents.

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Zencity Community Survey

Peachtree City, GA
May - July 2024

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DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	77% *	48
Age	35-54	93%	305
Age	55+	96%	857
Education	High school degree or less	82%	85
Education	Some college or college degree	91%	821
Education	Higher education degree	92%	293
Ethnicity	Black or African American	76% *	37
Ethnicity	Hispanic/Latino	63%	62

DEMOGRAPHIC	GROUP	SCORE	N
Ethnicity	White	91%	1032
Gender	Female	91%	725
Gender	Male	92%	496
Income	\$49,999 or less	85%	111
Income	\$50,000-\$149,999	89%	510
Income	\$150,000 or more	96%	383

Life in Peachtree City









The bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

Zencity Community Survey

Peachtree City, GA
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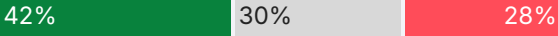
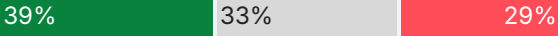

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COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE	KEY
Access to quality education		↓ 2% - 0%	<p>KEY</p> <ul style="list-style-type: none"> ● POSITIVE ● NEUTRAL ● NEGATIVE ○ NON-SUBSTANTIATIVE <p> ↓ ↑ CHANGE IN POSITIVE SCORE ↓ ↑ CHANGE IN NEGATIVE SCORE </p> <p>The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.</p>
Sense of overall safety		↓ 2% - 0%	
Ease of getting around by public transportation		↓ 1% ↑ 3%	
Overall cleanliness and maintenance		↓ 3% - 0%	
Quality of parks and recreational amenities		↓ 4% ↑ 3%	
Access to quality health care services		- 0% ↑ 2%	
Quality of waste and recycling services		↑ 5% ↓ 3%	
Overall quality of services provided by Peachtree City		↓ 5% ↑ 2%	

Zencity Community Survey

Peachtree City, GA
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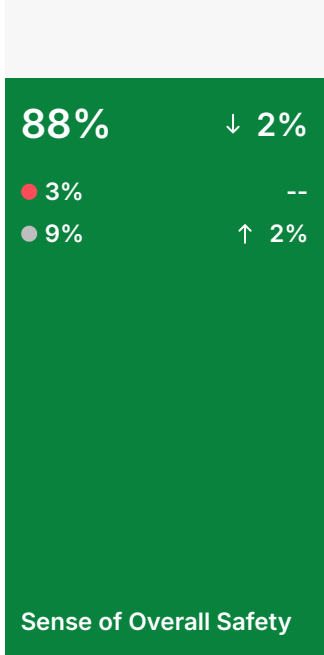

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE	KEY
Acceptance of residents of all backgrounds		↑ 2% - 0%	<p>● POSITIVE ● NEUTRAL ● NEGATIVE ○ NON-SUBSTANTIATIVE</p> <p>↓ ↑ CHANGE IN POSITIVE SCORE ↓ ↑ CHANGE IN NEGATIVE SCORE</p> <p>The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.</p>
Sense of community among residents		↓ 3% ↑ 1%	
Quality of the city's recycling and litter pick-up services		↑ 2% - 0%	
Quality of roads		↓ 5% ↓ 1%	
Availability of a variety of art and cultural events		↓ 2% ↑ 1%	
Ability of residents to give input to the Peachtree City government		↓ 3% ↑ 6%	
Availability of jobs that pay a living wage		↓ 2% ↑ 11%	
Availability of affordable housing		↑ 2% ↑ 2%	

The ratings residents gave these parts of life showed a connection to their overall satisfaction

In order to appear here, a characteristic must a) demonstrate a strong correlation with how residents rated their overall satisfaction and b) receive a notably high or low satisfaction score

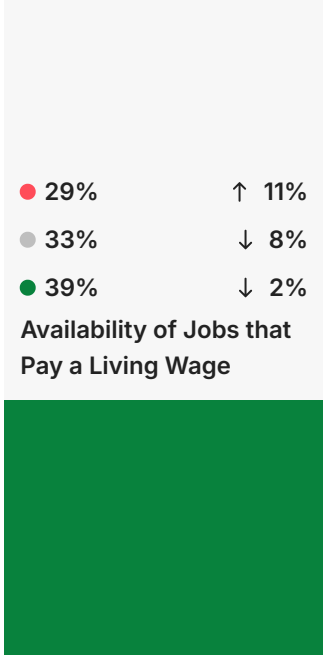
Maintain

High-scoring characteristics with strong correlation to overall satisfaction



Focus on

Low-scoring characteristics with strong correlation to overall satisfaction



Strengths

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably high score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

88%

of residents are satisfied with the sense of overall safety

↓ 2% vs. previous cycle



Neutral
9% · ↑ 2%

Dissatisfied
3% · --

AGE

18-34 ⓘ	84%	↓ 1%-pt	
35-54	89%	– 0%-pt	
55+	91%	↓ 2%-pt	

INCOME

\$49,999 or less	79%	↓ 8%-pt	
\$50,000-\$149,999	88%	↓ 3%-pt	
\$150,000 or more	93%	↓ 1%-pt	

GENDER

Male	89%	↓ 3%-pt	
Female	89%	– 0%-pt	

RACE/ETHNICITY

White	91%	↑ 1%-pt	
Hispanic/Latino	74%	↓ 12%-pt	
Black or African American ⓘ	81%	↓ 1%-pt	

In Focus

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably low score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

39%

of residents are satisfied with the availability of jobs that pay a living wage

↓ 2% vs. previous cycle



Neutral
33% • ↓ 8%

Dissatisfied
29% • ↑ 11%

EDUCATION

High school degree or less	31% ↓ 12%-pt	
Some college or college degree	36% ↓ 5%-pt	
Higher education degree	46% ↑ 6%-pt	

INCOME

\$49,999 or less	21% ↓ 18%-pt	
\$50,000-\$149,999	35% ↓ 4%-pt	
\$150,000 or more	51% ↑ 6%-pt	

GENDER

Male	43% ↑ 3%-pt	
Female	34% ↓ 8%-pt	

Community Benchmark

How we compare Peachtree City, GA to other similar communities

Residents from more than 1,000 communities across the United States have participated in Zencity's Community Surveys. We use the combined results from these surveys to produce our benchmark estimates. By averaging across respondents from dozens or hundreds of different communities, it's possible to arrive at a picture of what the results for a "typical" community in that cohort look like. This offers a way to compare your results- particularly strengths and areas for improvement- within a greater context. Each community running a Community Survey with Zencity receives a customized community benchmark cohort that reflects its unique characteristics.

First, the cities, towns, and counties in the United States are allocated into cohorts using variables such as population size, geography, density, and demographics to group similar communities together. Then, each cohort's benchmarks are calculated using the same scoring methodology outlined in the Survey Methodology section. Finally, since recruitment methods can differ slightly according to the needs of each community, cohort benchmarks are adjusted accordingly to match the exact distribution of recruitment methods.

These are some of the communities represented in your cohort

Density is calculated by people per square mile of land area.

Diversity is measured by percentage of people who are not in the largest race or ethnicity group.

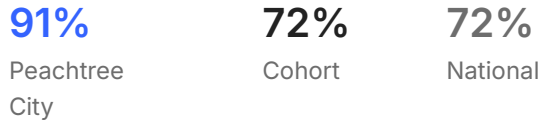
Median income is the median annual dollars of income per household.

COMMUNITY NAME	TOTAL POP	DENSITY	DIVERSITY	MEDIAN INCOME (\$)
Peachtree City, Georgia	38,414	1,528	19.63%	\$111,850
Tucker, Georgia	36,994	1,830	46.42%	\$80,311
McDonough, Georgia	29,134	2,178	20.53%	\$77,804
Woodstock, Georgia	35,171	2,722	19.66%	\$100,913
Evans, Georgia	37,456	1,482	19.90%	\$125,325
Douglasville, Georgia	35,252	1,536	32.86%	\$72,753

The data displayed on this page was sourced from the U.S. Census Bureau's 2020 Census of Population and Housing.

+ more communities with similar characteristics

The overall resident satisfaction in Peachtree City is **19% higher** than its cohort.



- Peachtree City
- Cohort
- ▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Peachtree City?	62%	64%	87%	
How likely are you to recommend Peachtree City as a place to live?	60%	61%	78%	
How likely are you to be living in Peachtree City 5 years from now?	64%	67%	75%	

0% 25% 50% 75% 100%

Community Benchmark

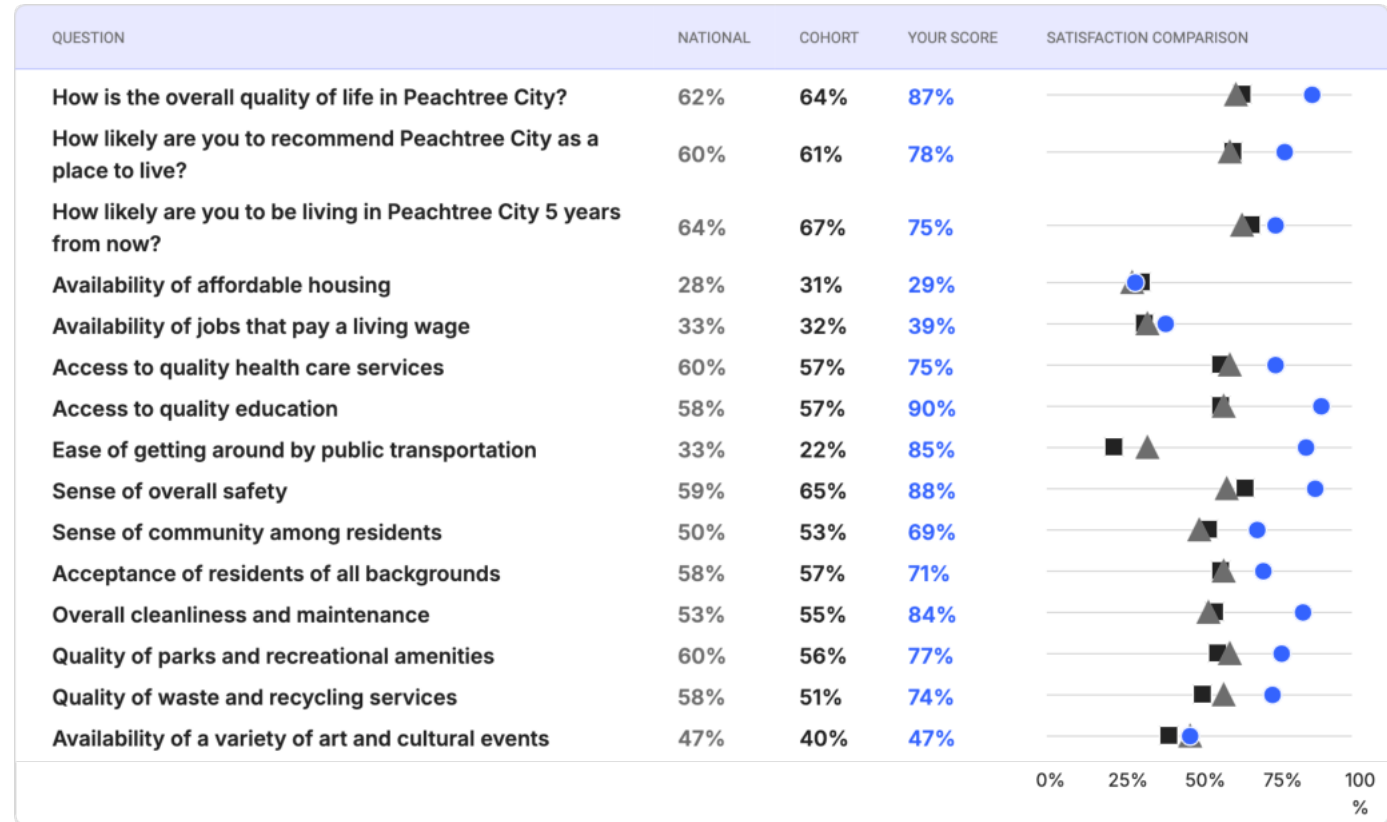
Peachtree City, GA
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Satisfaction with Life in Peachtree City, GA

Breakdown by characteristic

- Peachtree City
- Cohort
- ▲ National



Free-Text Responses



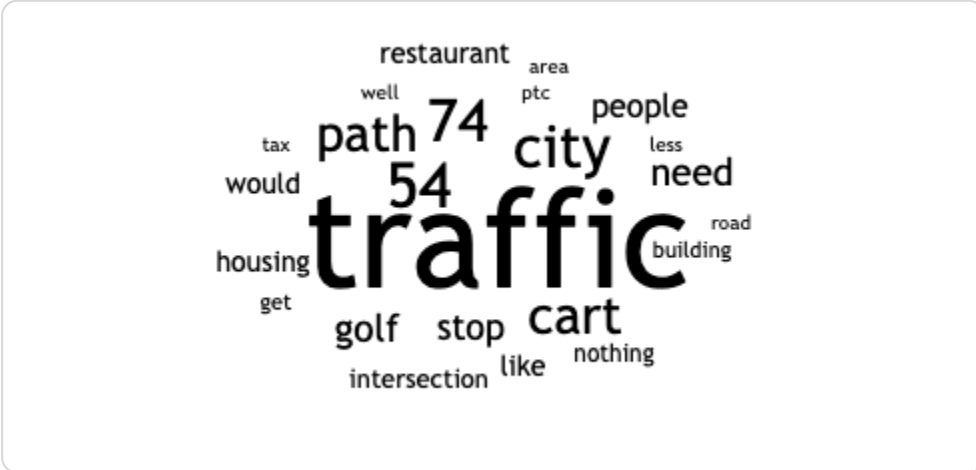
What residents love

Question: What is your favorite thing about living in Peachtree City?



What residents want changed

Question: What is the one thing you would change in Peachtree City?



Rotating Survey Section

The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge.

58%

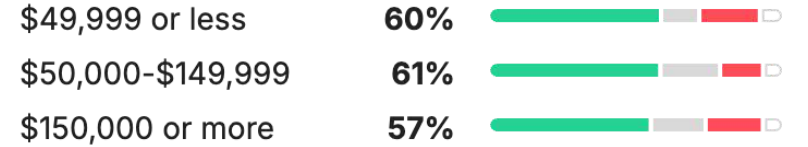
of respondents support a city-wide mandatory curbside trash and recycling program



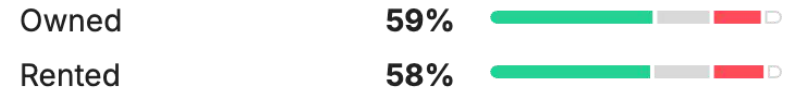
Neutral **19%** Dissatisfied **17%**

The question: Would you support a city-wide mandatory curbside trash and recycling program?

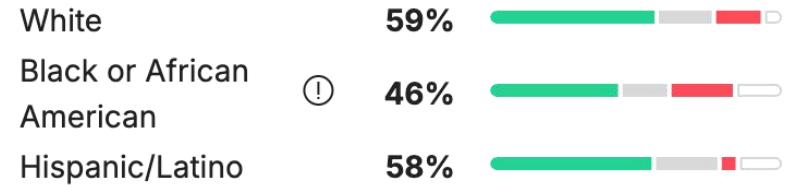
INCOME



HOME OWNERSHIP:

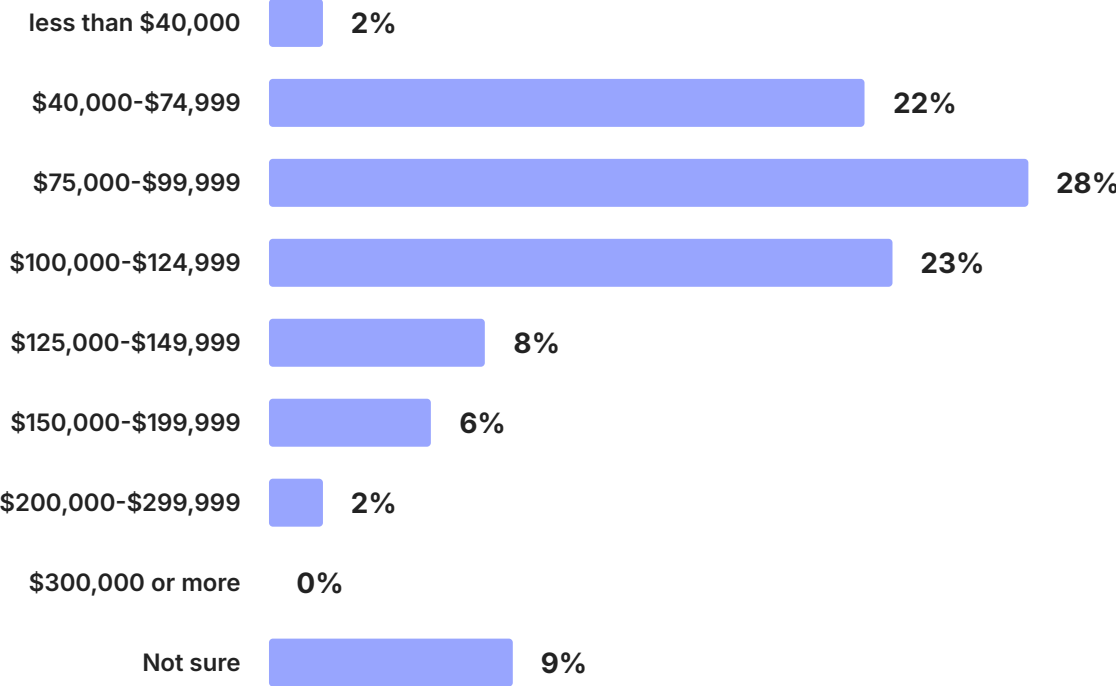


RACE/ETHNICITY



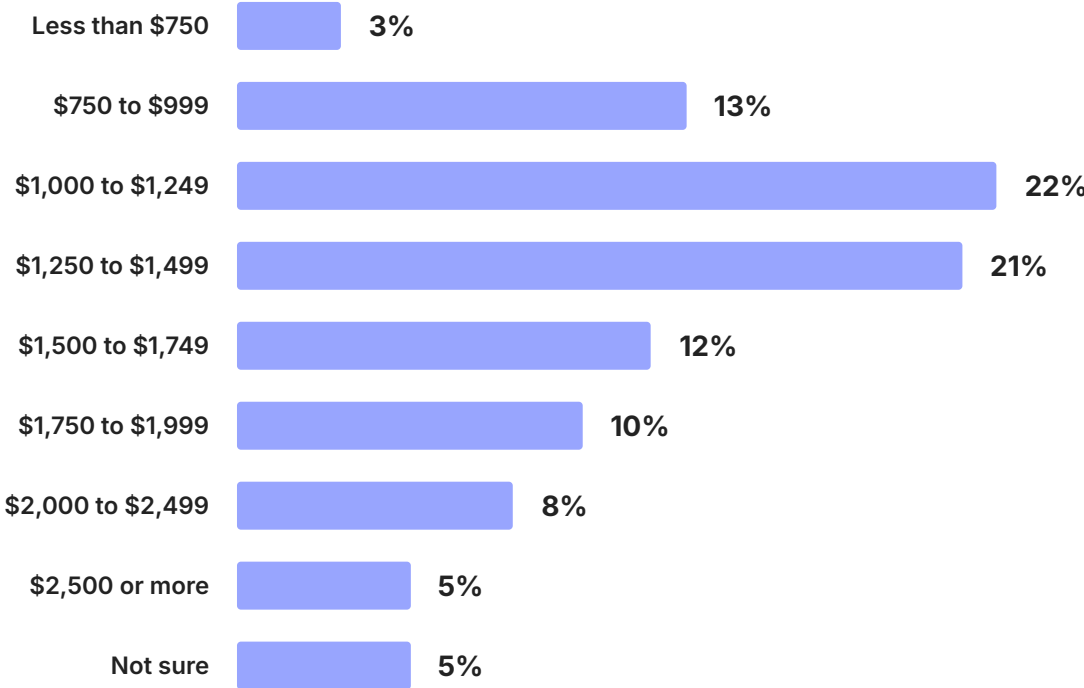
73% of respondents consider an annual living wage in Peachtree City to be between **\$40,000 - \$124,999**, with **28%** considering it to be between **\$75,000 - \$99,999**.

The question: What would you consider an annual living wage per person for Peachtree City?

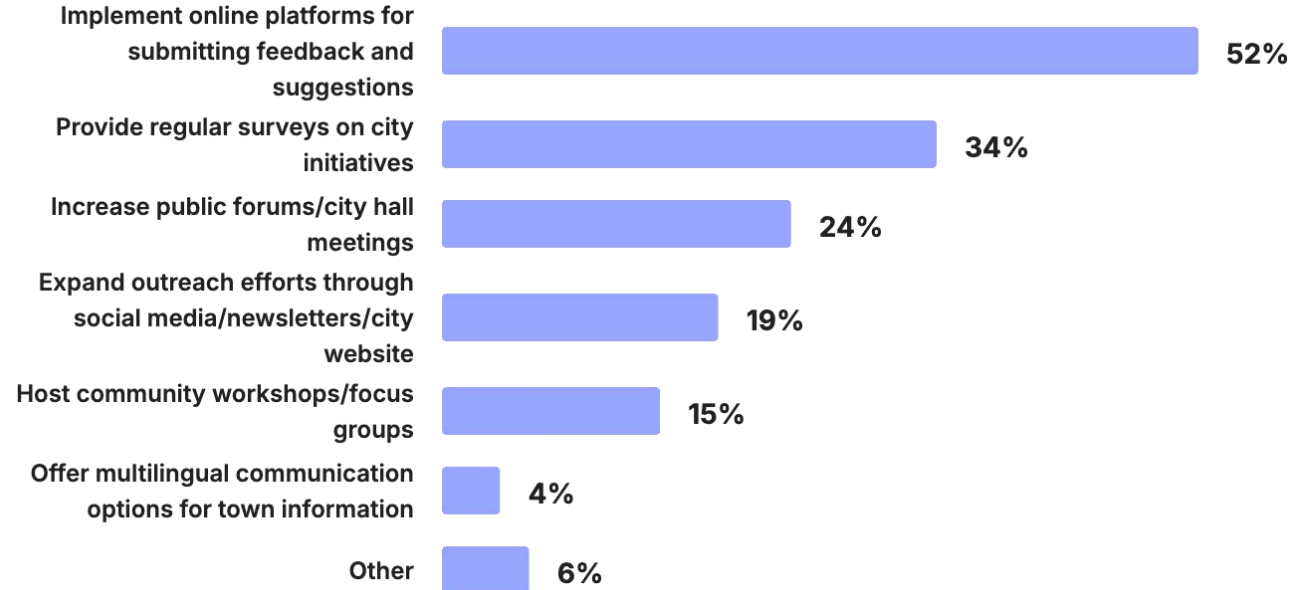


56% of respondents feel that an affordable monthly housing cost is between **\$750 - \$1,499**, with **22%** saying it is between **\$1000 - \$1250**.

The question: What do you feel is an affordable monthly housing cost?



52% of respondents felt that the city could improve transparency and increase citizen input through implementing **online platforms for submitting feedback and suggestions**. An additional **34%** felt it could be improved through **regular surveys on city initiatives**.



The question: In your opinion, what can the city do to improve transparency and increase citizen input in the decision-making process?

The Questionnaire

Section 1

General Satisfaction

QUESTIONS	CHOICES
How is the overall quality of life in Peachtree City? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Peachtree City as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Peachtree City 5 years from now? *	1 - 5 Scale (Very unlikely - Very likely)
What is your favorite thing about living in Peachtree City?	Open Ended
What is the thing you would most want to change about life in Peachtree City?	Open Ended

Section 2

Community Characteristics

QUESTIONS
Availability of affordable housing
Availability of jobs that pay a living wage
Access to quality health care services
Access to quality education
Availability of a variety of art and cultural events
Quality of roads
Ease of getting around via multi-use path system
Sense of overall safety
Sense of community among residents

QUESTIONS
Acceptance of residents of all backgrounds
Ability of residents to give input to the Peachtree City government
Overall cleanliness and maintenance
Quality of parks and recreational amenities
Reliability of waste-collection services
Quality of the city's recycling and litter pick-up services
Overall quality of services provided by Peachtree City

Section 3

Rotating Survey Section

QUESTIONS	CHOICES
Would you support a city-wide mandatory curbside trash and recycling program?	Strongly support / Somewhat support / Neither support nor oppose / Somewhat oppose / Strongly oppose / I don't know
What would you consider an annual living wage per person for Peachtree City?	less than \$40,000 / \$40,000-\$74,999 / \$75,000-\$99,999 / \$100,000-\$124,999 / \$125,000-\$149,999 / \$150,000-\$199,999 / \$200,000-\$299,999 / \$300,000 or more / Not sure
What do you feel is an affordable monthly housing cost? (Rent/Mortgage costs)	Less than \$750 / \$750 to \$999 / \$1,000 to \$1,249 / \$1,250 to \$1,499 / \$1,500 to \$1,749 / \$1,750 to \$1,999 / \$2,000 to \$2,499 / \$2,500 or more / Not sure
In your opinion, what can the city do to improve transparency and increase citizen input in the decision-making process?	Increase public forums/city hall meetings / Implement online platforms for submitting feedback and suggestions / Provide regular surveys on city initiatives / Offer multilingual communication options for town information / Expand outreach efforts through social media/newsletters/city website / Host community workshops/focus groups / Other

Section 4

Demographics

QUESTIONS	CHOICES
In what year were you born? *	Open Ended
Which of the following do you identify as? *	Male / Female / Prefer to self-describe
Please state the gender you identify as.	Open Ended
Which one of these statements best describes your current situation? *	Full-time employed / Part-time employed / Self-employed / Unemployed / Student / Apprentice/intern / In early retirement (1-10 years) / In retirement (11 years or more) / Permanently disabled / Fulfilling domestic tasks or looking after children/family / Prefer not to say / Other
Are you of Hispanic, Latino, or Spanish origin? *	Yes / No / Prefer not to say
What is your race? *	White / Black or African American / American Indian or Alaska Native / Asian / Native Hawaiian, Samoan, Chamorro, or other Pacific Islander / Prefer not to say / Other
Is your home: *	Owned by you or someone in your household, with or without a mortgage or loan? / Rented? / Occupied without payment of rent? / Prefer not to say

Section 4

Demographics

QUESTIONS	CHOICES
What is the highest level of school you have completed or the highest degree you have received? *	Less than a high school diploma / High school graduate or GED / Some college but no degree / Associate degree in college / Bachelor's degree (For example: BA, AB, BS) / Master's degree (for example: MA, MS, MBA) / Professional School Degree (for example: MD, DDS, DVM, LLB, JD) / Doctorate degree (for example: PhD, EdD) / Prefer not to say
Do any children under the age of 18 live in your household at least half of the time? *	Yes / No / Prefer not to say
Were you born in the United States? *	Yes, born in the United States / No, born outside the United States / Prefer not to say
Which category best represents your household's total income over the past year? *	\$14,999 or less / \$15,000 to \$24,999 / \$25,000 to \$34,999 / \$35,000 to \$49,999 / \$50,000 to \$74,999 / \$75,000 to \$99,999 / \$100,000 to \$149,999 / \$150,000 to \$199,999 / \$200,000 to \$299,999 / \$300,000 or more / Prefer not to say



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