



University of
New Hampshire

The Survey Center

City of Madison Community Survey 2024

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The University of New Hampshire
Survey Center

The UNH Survey Center is an independent, non-partisan academic survey research organization and division of the UNH College of Liberal Arts.

The Survey Center conducts telephone, mail, web, and intercept surveys, as well as focus groups and other qualitative research for university researchers, government agencies, public non-profit organizations, private businesses and media clients.

Our senior staff have over 50 years experience in designing and conducting custom research on a broad range of political, social, health care, and other public policy issues.

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Technical Report

The University of New Hampshire Survey Center conducted a survey for the City of Madison (GA) to better understand the views of the community and their experiences as residents.

In early May 2024, City of Madison staff distributed a letter to City residents with a link and QR code inviting them to participate in the survey. Each letter included two unique access codes allowing two members of the household to participate. Paper copies of the survey were also made available at City Hall in Madison. Completed paper copies of the survey were collected by City of Madison staff and sent to the UNH Survey Center and entered by UNHSC staff.

Between May 10th and August 28th, 2024, three hundred sixty-four (364) Madison residents completed the survey, including 303 who completed the survey online and 61 who completed the survey on paper.

The following figures display survey results including any demographic differences. Due to rounding, percentages may not sum to 100%. Detailed tabular results may be found in Appendix A, Appendix B contains open-ended responses, and Appendix C contains the survey instrument.

Executive Summary

Responding Madison residents most often mention the area being a small town or rural, the people or community, the history or charm, or it being quiet or peaceful as the things they like most about living in Madison, while smaller numbers mention it being walkable or where their home or family live. When asked what informs their choice to continue to live in Madison, responding residents most often cite the beauty of the area, the pace of life, the cost of living, and the city's reputation as important factors to them.

When asked what they feel is the most important problem facing the city, responding residents most often mention overdevelopment or preserving the city's character, traffic issues, and housing, while small numbers mention crime, the economy, the cost of living, infrastructure issues, or problems with the government.

The vast majority of responding Madison residents rate the overall quality of life in the city as very good or good, while very few rate it as poor or very poor. About one-third of responding residents believe that the quality of life in the city has improved over the past five years while one in six feel it has declined. Nearly half of responding residents believe the overall aesthetics of the city have improved over the past five years.

Six in ten responding Madison residents rate the services they receive for the taxes and fees they pay as very good or good. When asked to choose between cutting taxes but decreasing services or raising taxes but increasing or improving services, most respondents do not choose either option, but a greater number would choose to raise taxes and increase or improve services than would choose to cut taxes but also decrease services.

Responding Madison residents overwhelmingly feel safe in the city as a whole as well as the Downtown area of the city. A majority believe crime in Madison is slightly or much lower than in other cities of a similar size. Responding residents are largely positive in their assessment of the Madison Police Department, and only one in ten can think of a reason they would be hesitant to call them. Those who rate the police less positively most often feel that way because they believe more police or a greater presence is necessary, while those who may be hesitant to call the police most often feel that way because they do not believe anything will be done.

When forced to choose, more than two-thirds of respondents feel the City should prioritize maintaining its rural and historical character over further economic development while less than one-fifth believe the City should prioritize further economic development over maintaining its rural and historical character. Concerning affordable housing development, most feel the city government should provide affordable housing primarily for residents of Madison. Very few believe the City should work towards providing affordable housing primarily for those who currently live outside the city while one-fifth do not believe the City should provide affordable housing at all.

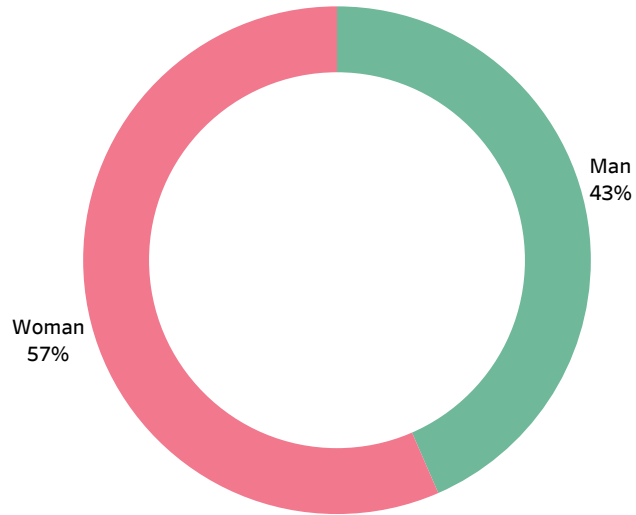
Three-quarters of responding Madison residents feel the City is doing a very good or good job in providing programs and events in downtown Madison and half of respondents feel the aesthetics of downtown Madison have improved over the past five years. When asked what changes they would like to see downtown, respondents most often mention having more restaurants or improved traffic flow. When asked about which specific businesses they would like to see move in, respondents most often mention restaurants, small or local businesses, retail, and entertainment or nightlife. The vast majority of residents would recommend Madison to someone looking for a place to visit, most often citing the city's history or charm as a reason to visit.

Responding Madison residents most often receive information about what is happening in the city through the City Water Bill, word of mouth, and newspapers. Respondents are generally positive when asked to rate City officials on being open and transparent with them, improving the quality of life in the city, listening to their concerns and views, and understanding the problems of people like them.

Demographics

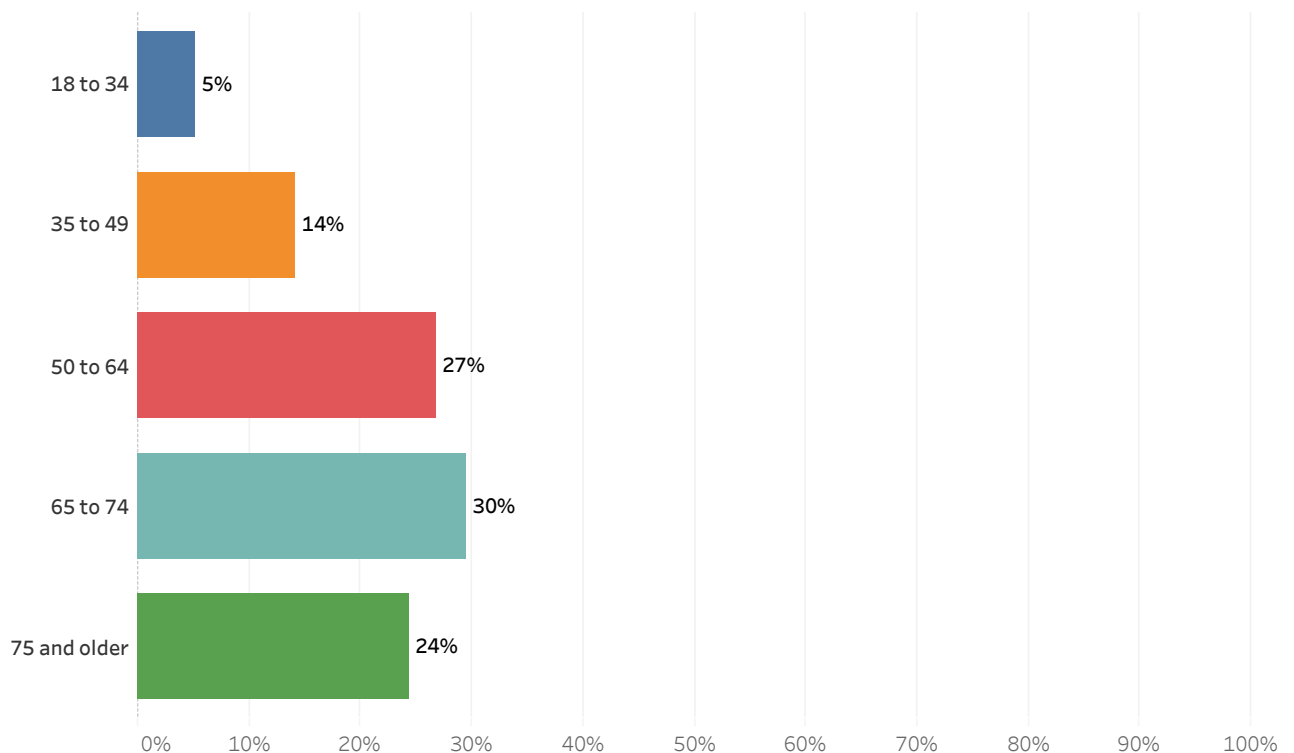
Fifty-seven percent of responding Madison residents identify as women while 43% identify as men.

Figure 1: Which of the following best describes your gender? - August 2024



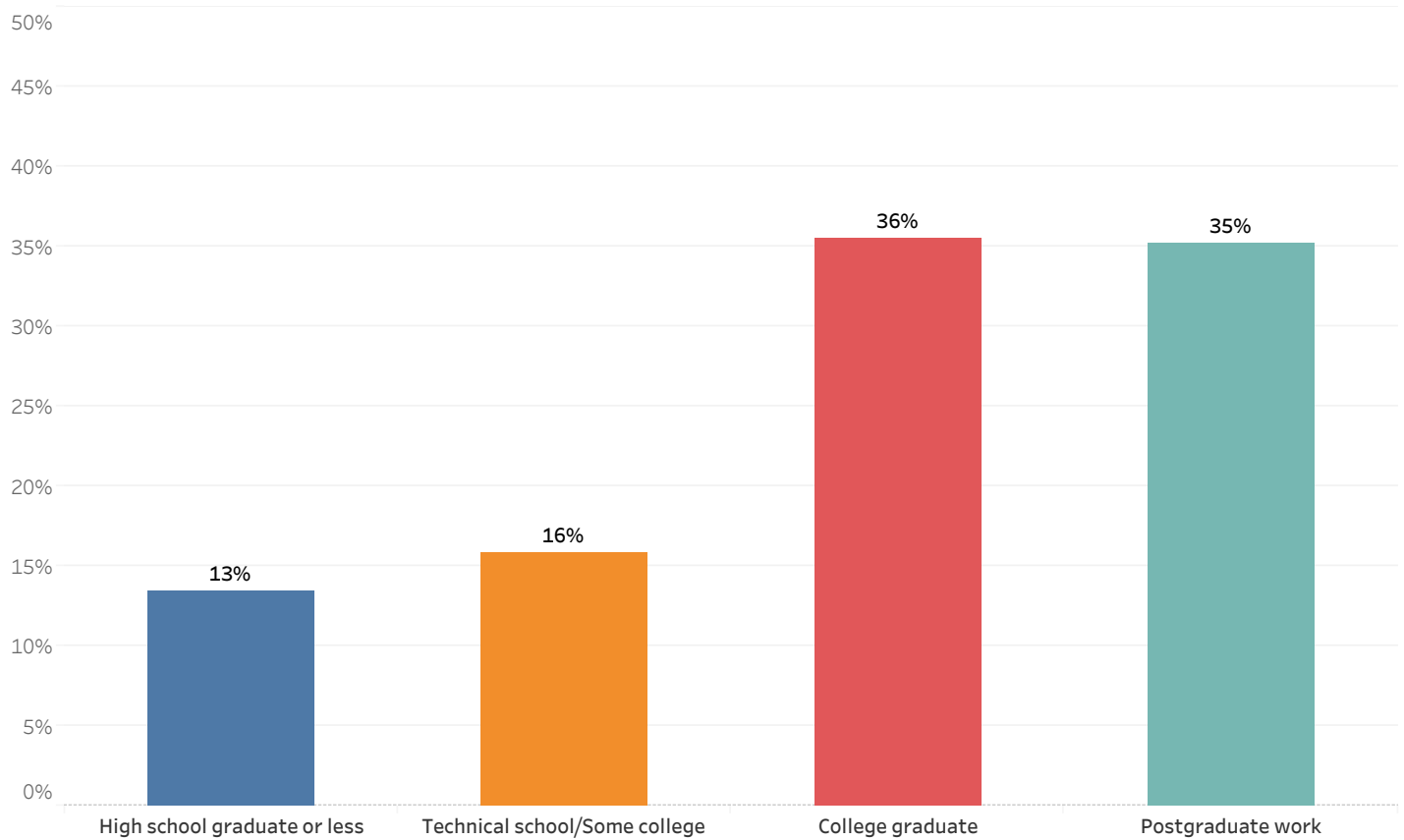
Five percent of responding Madison residents are aged 18 to 34, 14% are aged 35 to 49, 27% are aged 50 to 64, 30% are aged 65 to 74, and 24% are aged 75 and older.

Figure 2: And what is your current age? - August 2024



Thirteen percent of responding Madison residents have a high school degree or less education, 16% attended technical school or have some college experience, 36% are college graduates, and 35% have completed postgraduate work.

Figure 3: Which of the following best describes the highest level of education you have completed? - August 2024



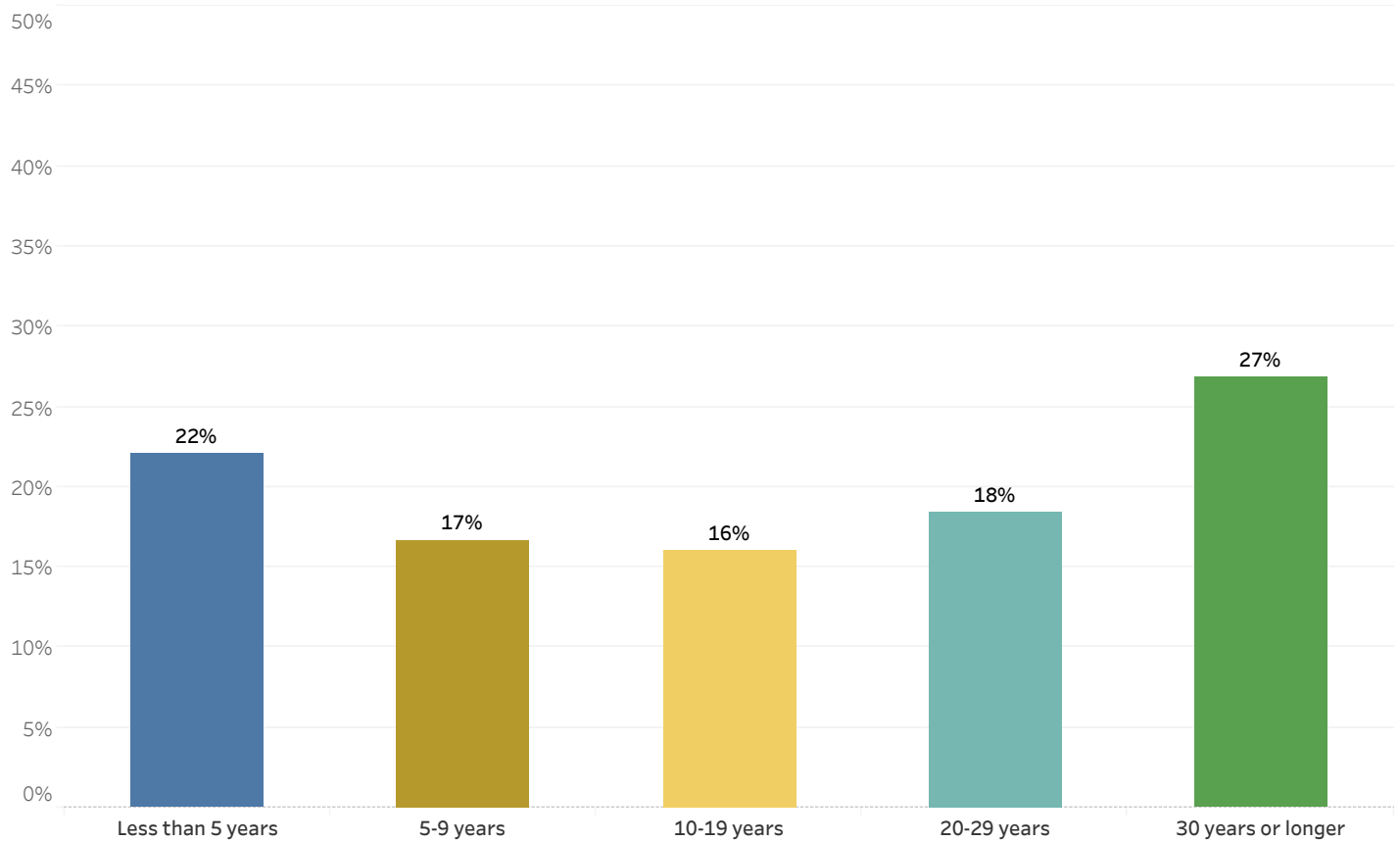
Seventy-one percent of responding Madison residents identify as Caucasian/White, 15% identify as African American, Black, or Caribbean American, and 3% identify as another race or ethnicity.

Figure 4: Which of the following ethnic or racial groups do you identify with? (Please select all that apply) - August 2024



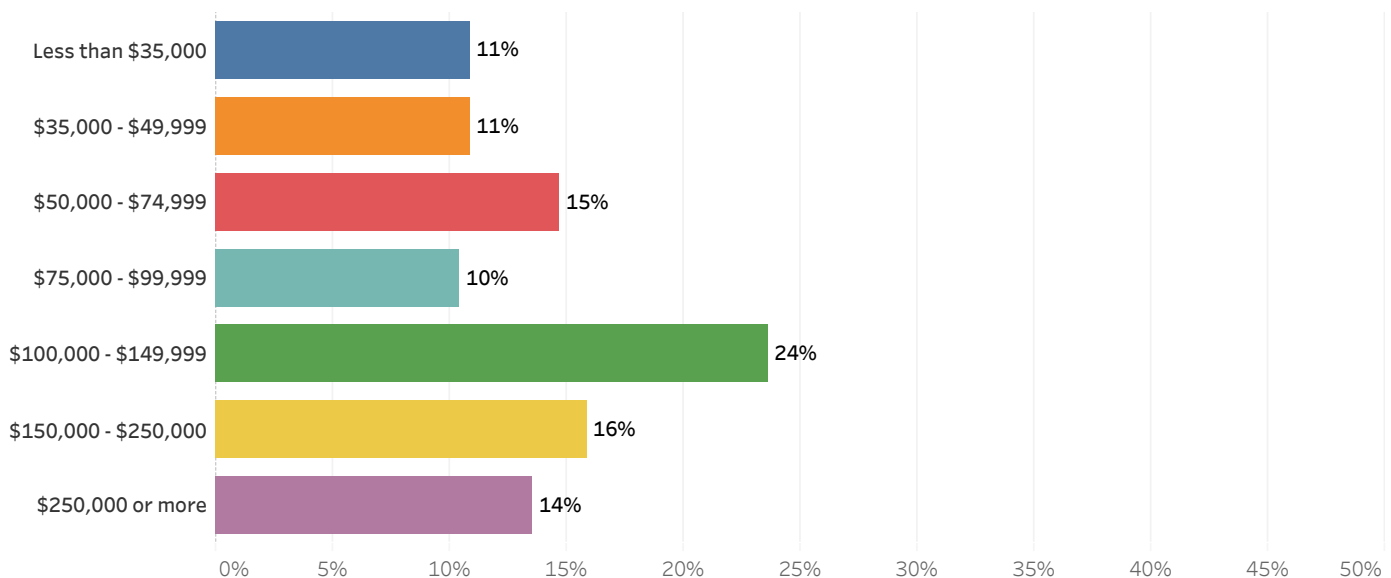
Twenty-two percent of responding Madison residents say that they have lived in Madison for less than five years, 17% have lived in the city for 5-9 years, 16% have lived there for 10-19 years, 18% have lived there for 20-29 years, and 27% have lived in Madison for 30 years or longer.

Figure 5: For how many years have you lived in the City of Madison? - August 2024



Eleven percent of responding Madison residents say that they have an annual household income of less than \$35,000, another 11% have a household income between \$35,000 and \$49,999, 15% have an income between \$50,000 and \$74,999, 10% have an income between \$75,000 and \$99,999, 24% have an income between \$100,000 and \$149,999, 16% have an income between \$150,000 and \$250,000, and 14% of responding residents have an annual household income of \$250,000 or more.

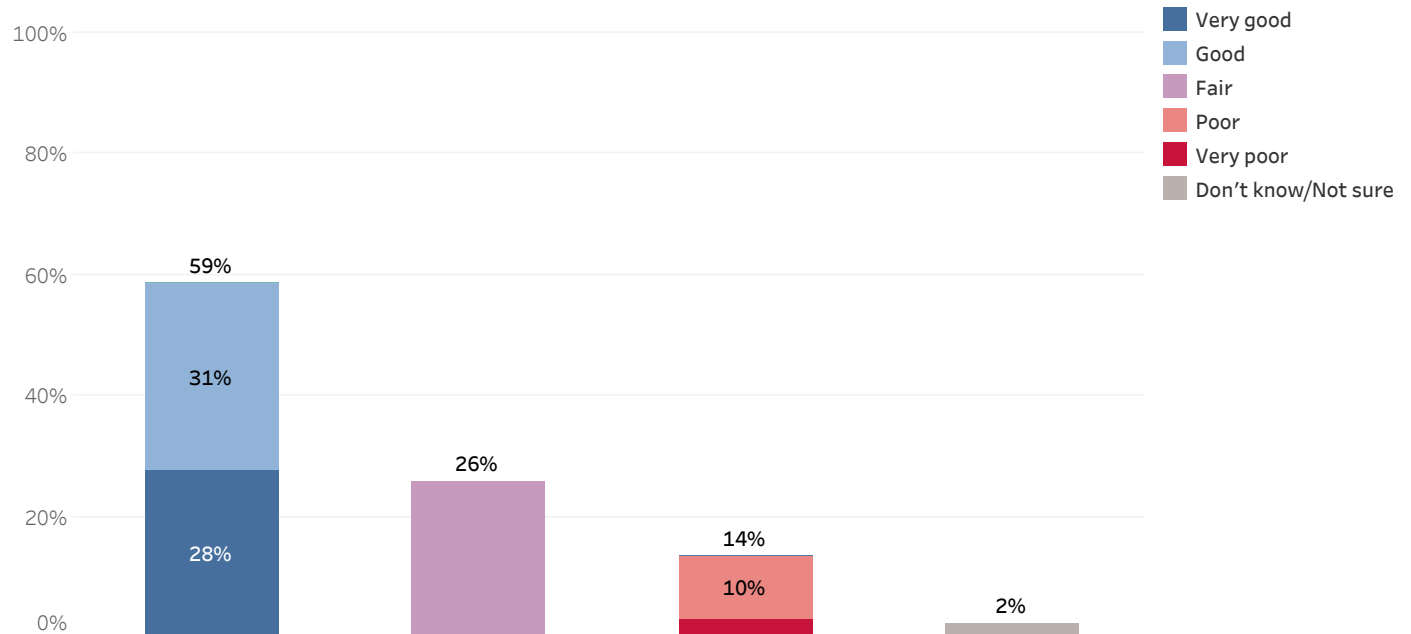
Figure 6: What was your household's annual income in 2023? - August 2024



Cost of Living

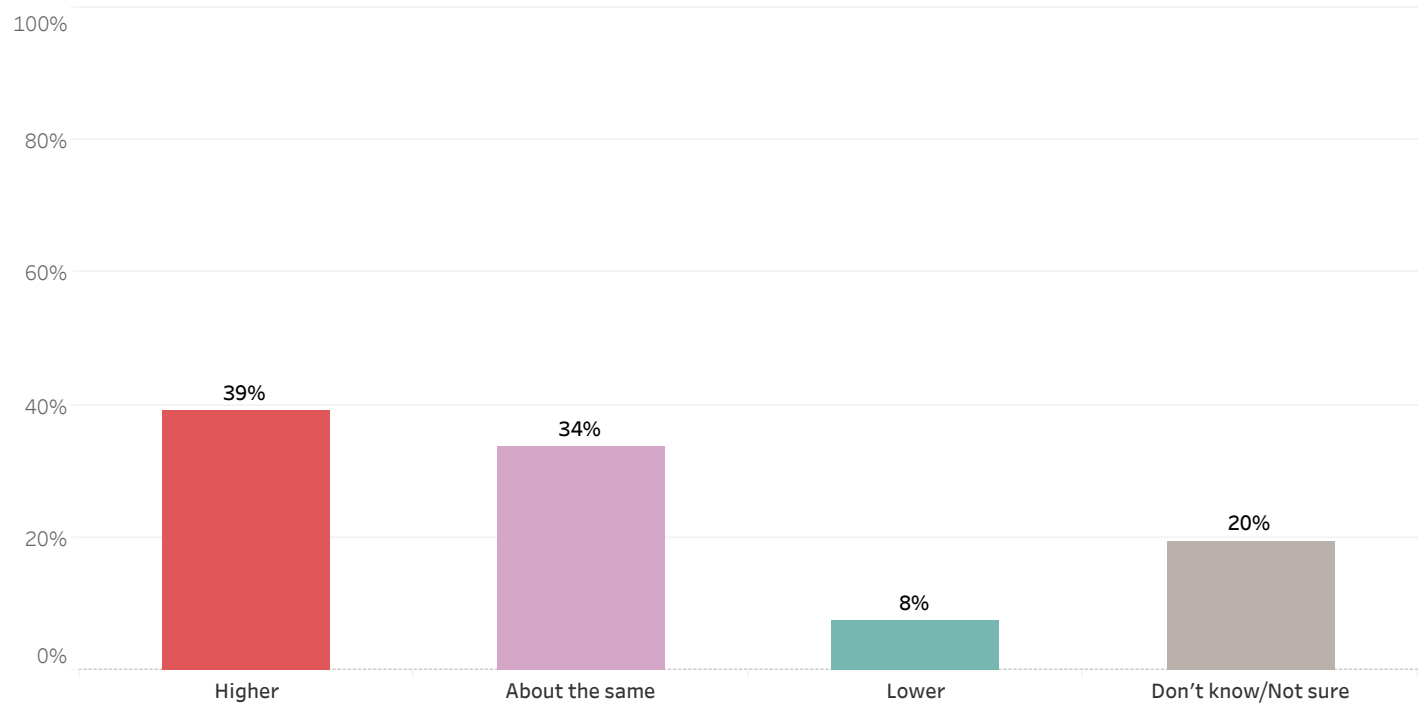
Six in ten (59%) responding Madison residents rate the value of the services they receive for the City taxes and fees they pay as very good (28%) or good (31%), 26% rate the value as fair, 14% rate the value as poor (10%) or very poor (3%), and 2% don't know or are unsure.

Figure 7: Thinking about the services provided by the City of Madison and the taxes that you pay, how would you rate the value of the services you receive for the City taxes and fees you pay? - August 2024



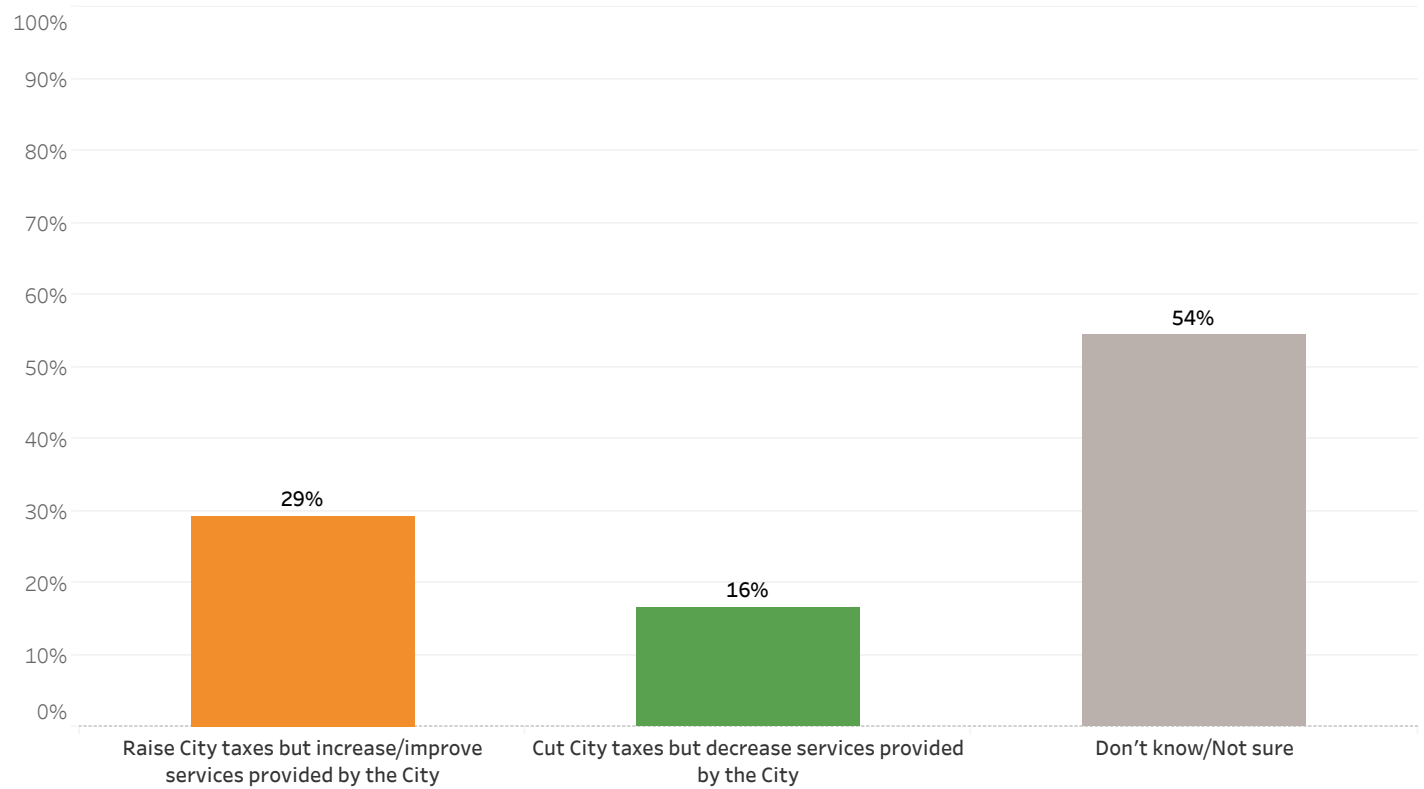
Four in ten (39%) responding Madison residents believe that taxes in Madison are higher than other cities in the area, 34% believe taxes are about the same as other cities, 8% believe taxes are lower than other cities, and 20% don't know or are unsure.

Figure 8: Would you say that taxes in Madison are higher, about the same, or lower than other cities in the area? - August 2024



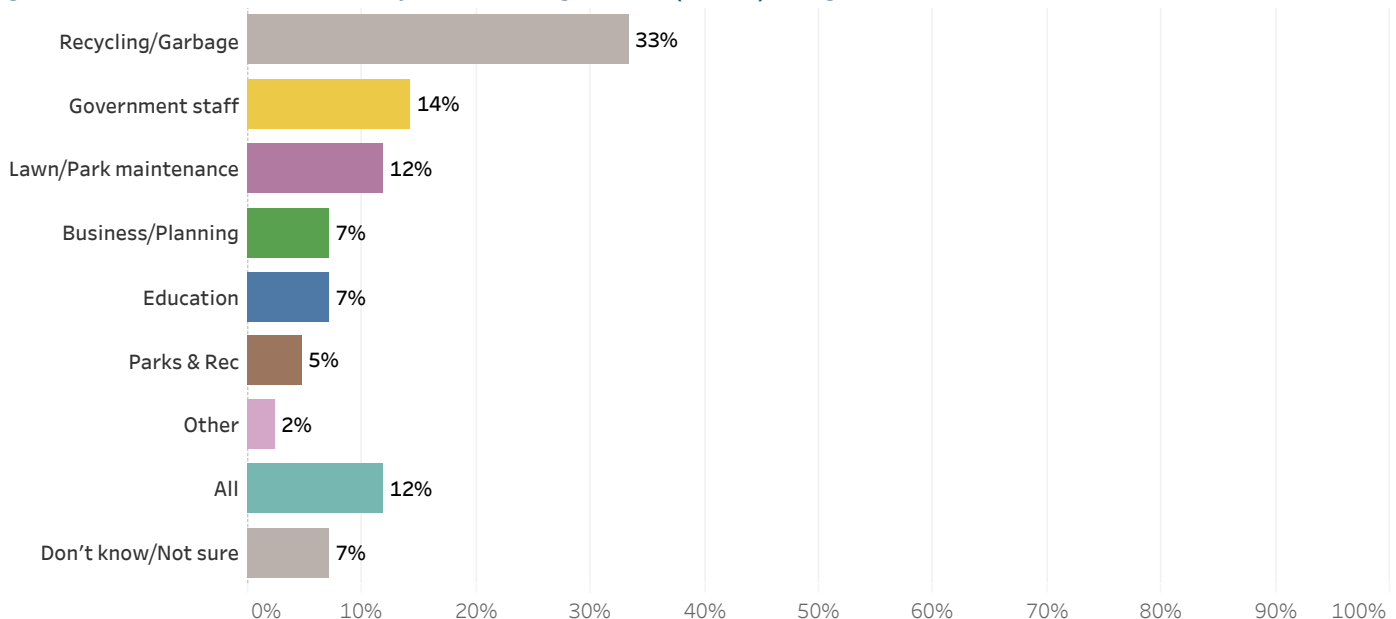
If forced to choose, 29% of responding Madison residents would prefer to raise City taxes but increase or improve the services provided by the City, 16% would prefer to cut City taxes but decrease the services provided by the City, and 54% don't know or are unsure.

Figure 9: If you had to choose, which of the following would you prefer? - August 2024



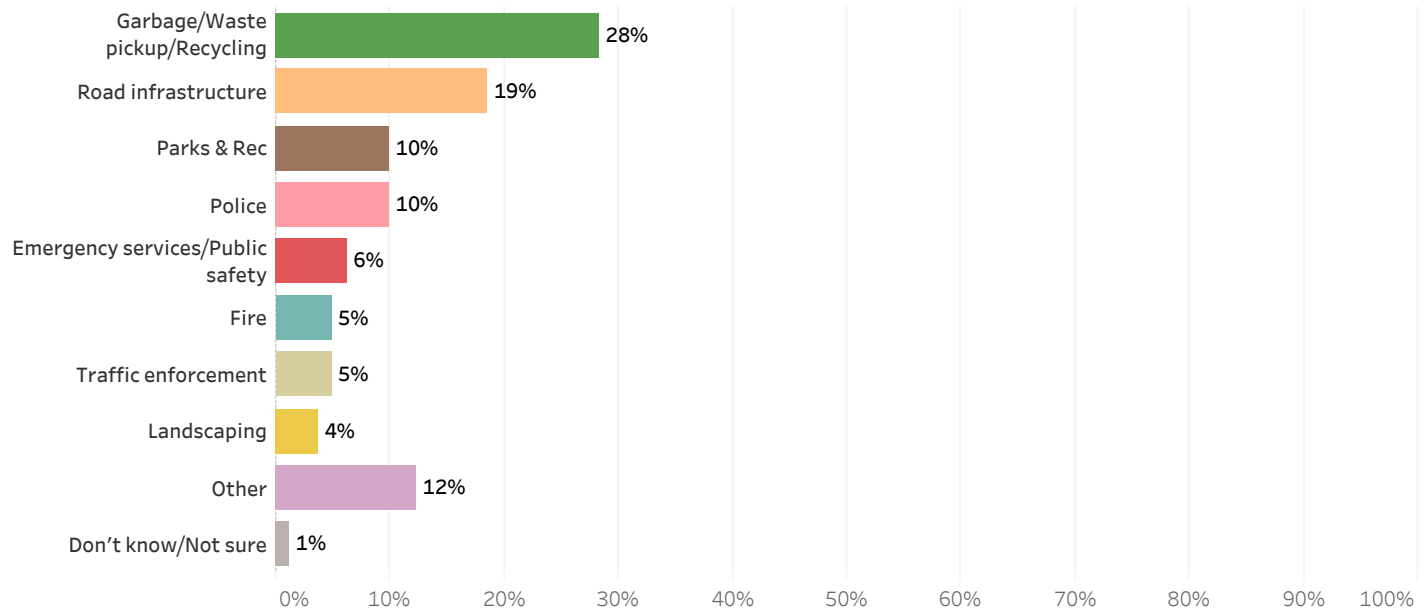
Among respondents who would prefer to cut City taxes but decrease the services provided by the City (N=42), 33% say that recycling or garbage would be a service they would be willing to cut, 14% cite government staff, and 12% mention lawn or park maintenance. Less than 10% of those who would prefer to cut taxes but decrease services would be willing to cut business or planning (7%), education (7%), parks & rec (5%), or another service (2%). Twelve percent say they would be willing to cut all services while 7% don't know or are unsure.

Figure 10: Which services would you be willing to cut? (coded) - August 2024



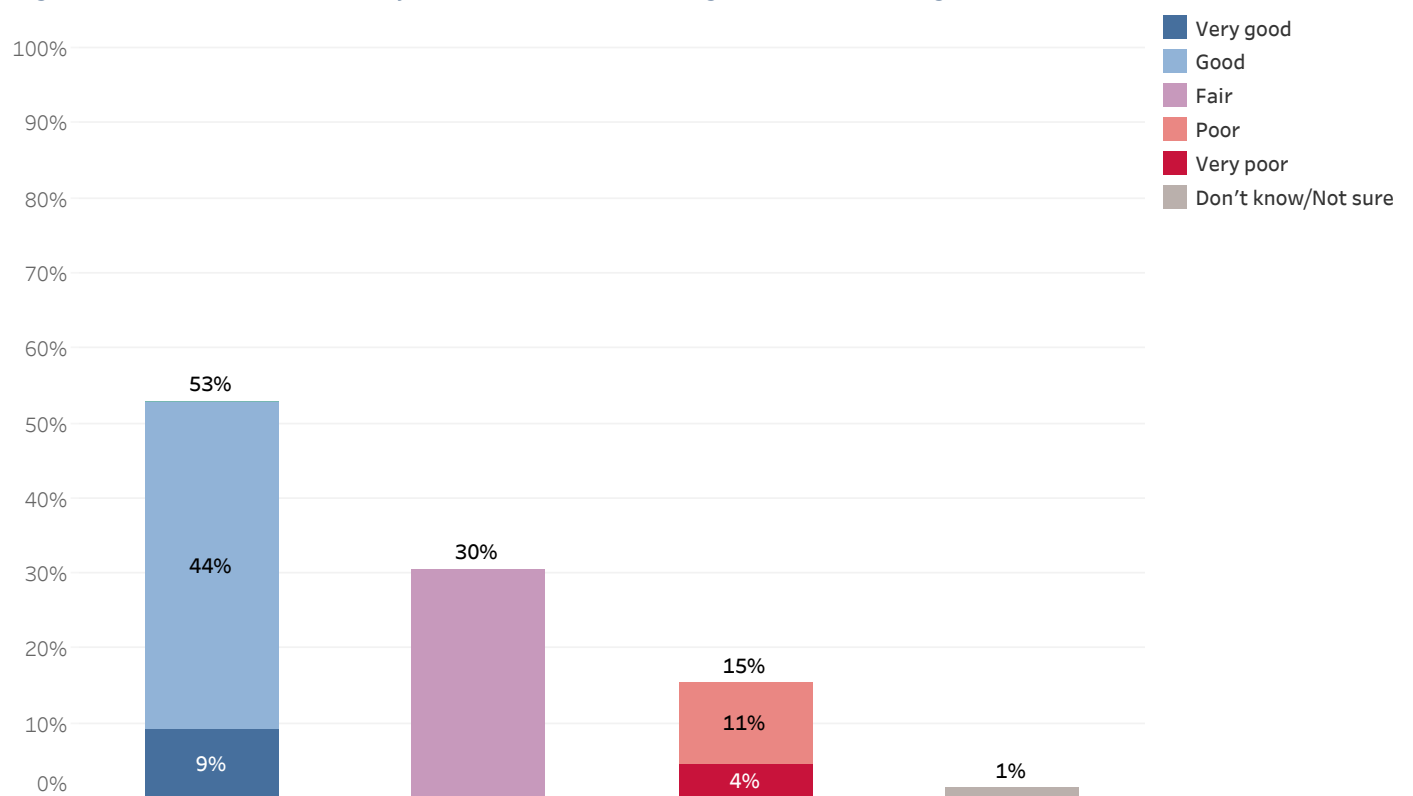
Among respondents who would prefer to raise City taxes but increase or improve the services provided by the City (N=81), 28% would like to see garbage, waste pickup, or recycling expanded or improved, 19% cite road infrastructure, and 10% each mention parks & rec or police. Less than 10% of those who would prefer to raise taxes but expand or improve services would like to see emergency services or public safety (6%), fire (5%), traffic enforcement (5%), or landscaping (4%) expanded or improved. Twelve percent mention another City service they would like to see expanded or improved while 1% don't know or are unsure.

Figure 11: Which services would you like to see expanded or improved? (coded) - August 2024



Just over half (53%) of responding Madison residents rate the overall cost of living in Madison as very good (9%) or good (44%), 30% rate the cost of living as fair, 15% rate the cost of living as poor (11%) or very poor (4%), and 1% don't know or are unsure.

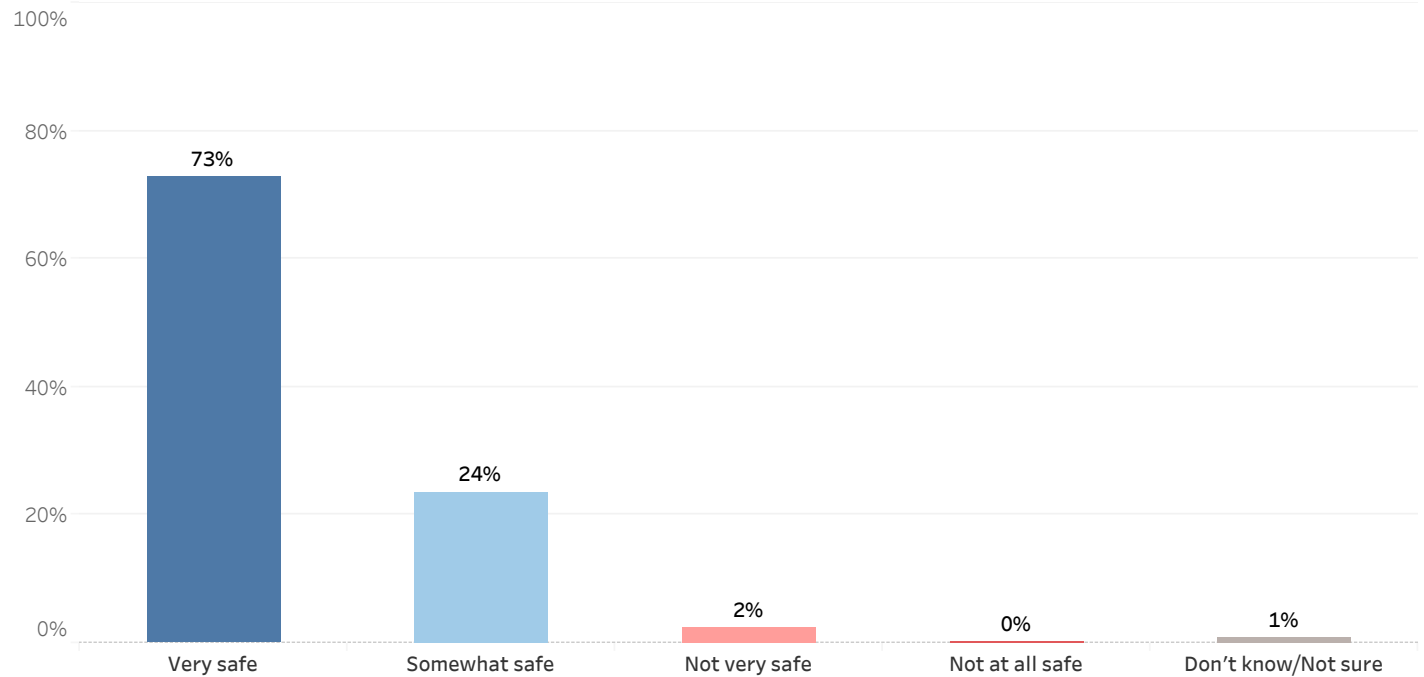
Figure 12: Overall, how would you rate the cost of living in Madison? - August 2024



Local Services

Nearly three-quarters (73%) of responding Madison residents typically feel very safe in downtown Madison, 24% feel somewhat safe Downtown, 2% feel not very safe, less than 1% typically do not feel at all safe Downtown, and 1% don't know or are unsure.

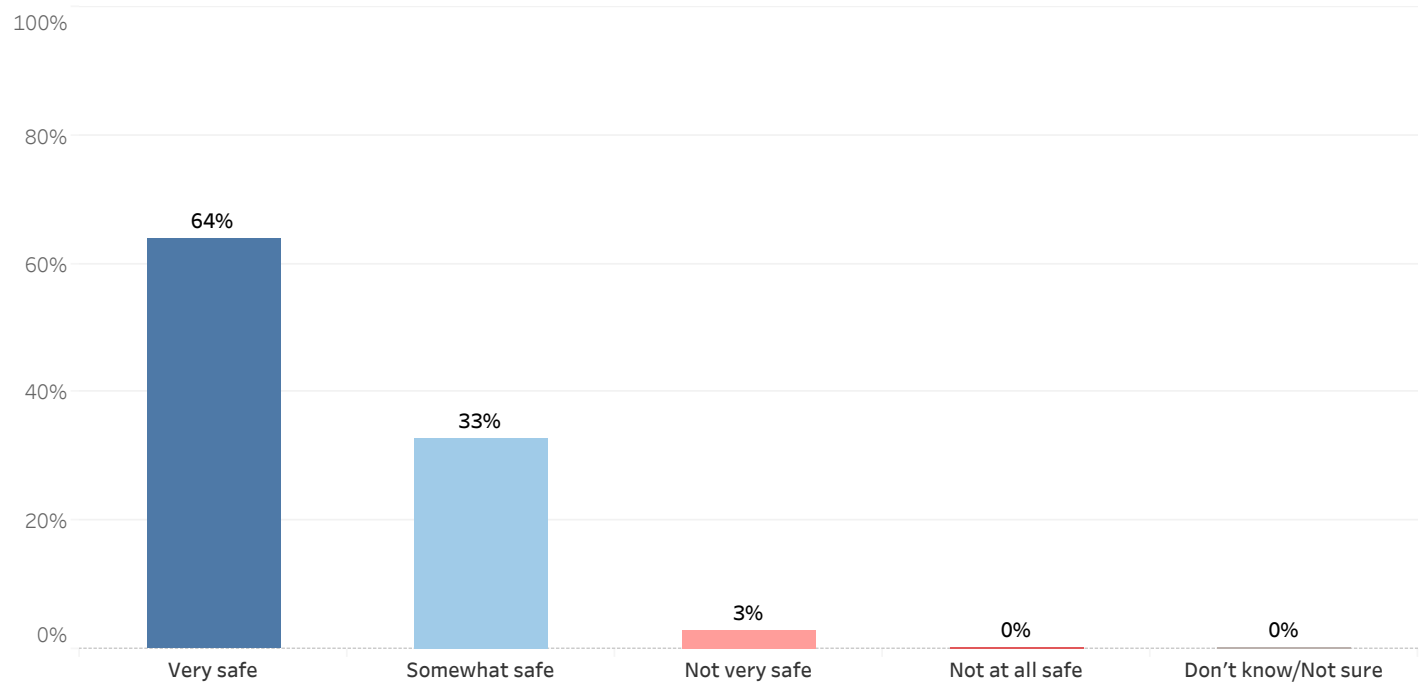
Figure 13: How safe do you typically feel in downtown Madison? - August 2024



Nearly two-thirds (64%) of responding Madison residents feel very safe in Madison as a whole, 33% feel somewhat safe in Madison, 3% feel not very safe, less than 1% do not feel at all safe in Madison, and less than 1% don't know or are unsure.

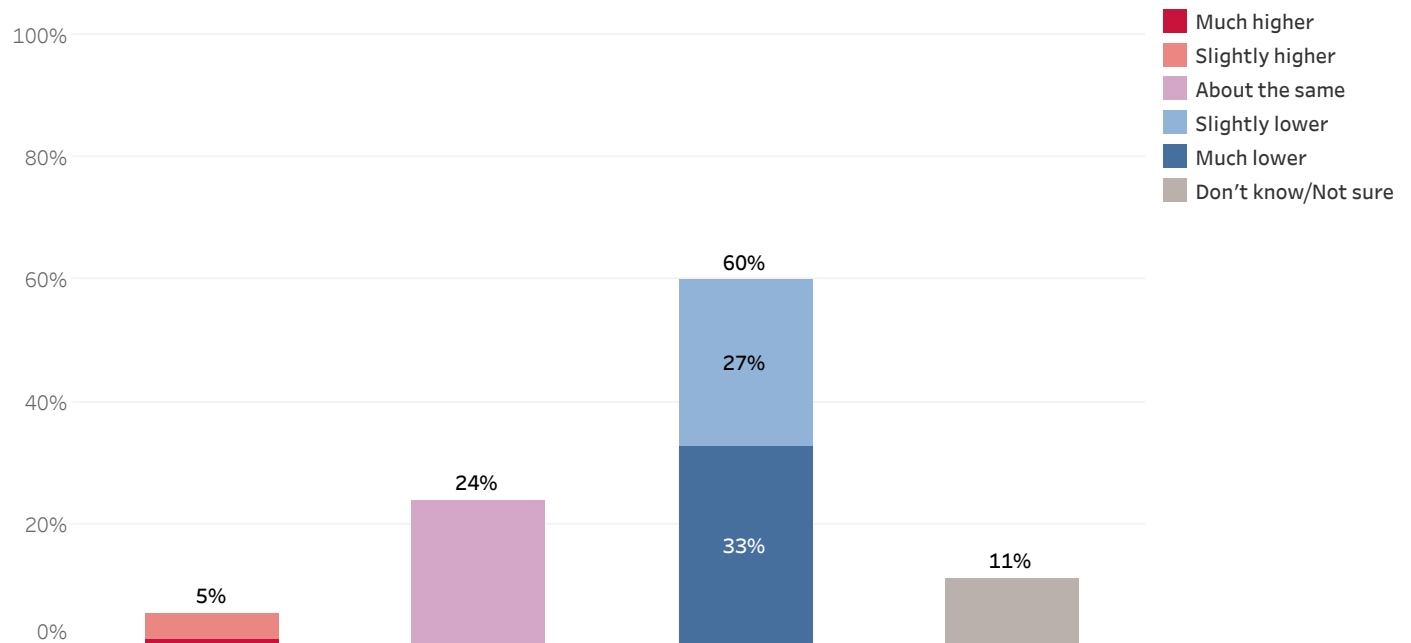
Nearly all responding Madison residents (94%) say that they feel very or somewhat safe both Downtown and in Madison as a whole, while only 2% say that they feel not very safe or not safe at all either Downtown or in Madison as a whole.

Figure 14: Generally speaking, how safe do you feel in Madison as a whole? - August 2024



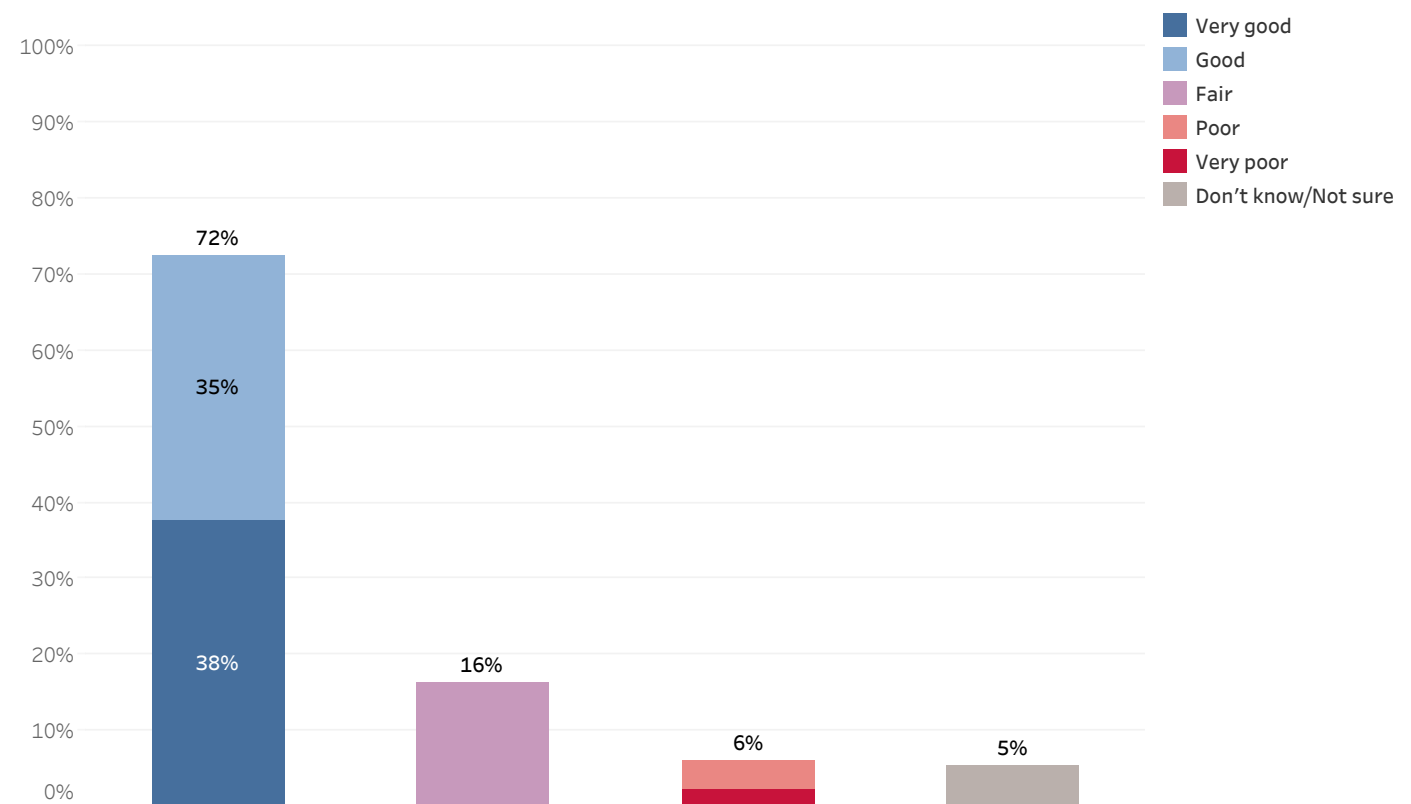
Only 5% of responding Madison residents believe that crime in Madison is much (1%) or somewhat (4%) higher in Madison than crime in other cities of a similar size. Twenty-four percent feel that crime in Madison is about the same as in similar cities, 60% believe that crime in Madison is slightly (27%) or much (33%) lower than similar cities, and 11% don't know or are unsure.

Figure 15: How do you think crime in Madison compares to crime in other cities of a similar size? - August 2024



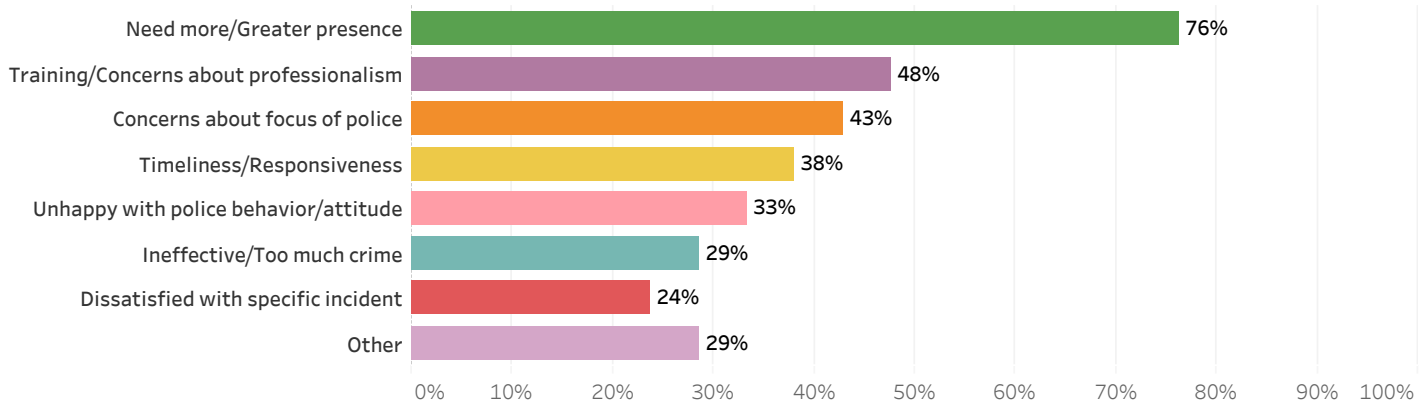
Seventy-two percent of responding Madison residents rate the services provided by the Madison Police Department as very good (38%) or good (35%), 16% rate them as fair, only 6% rate them as poor (4%) or very poor (2%), and 5% don't know or are unsure.

Figure 16: Overall, how would you rate the services provided by the Madison Police Department? - August 2024



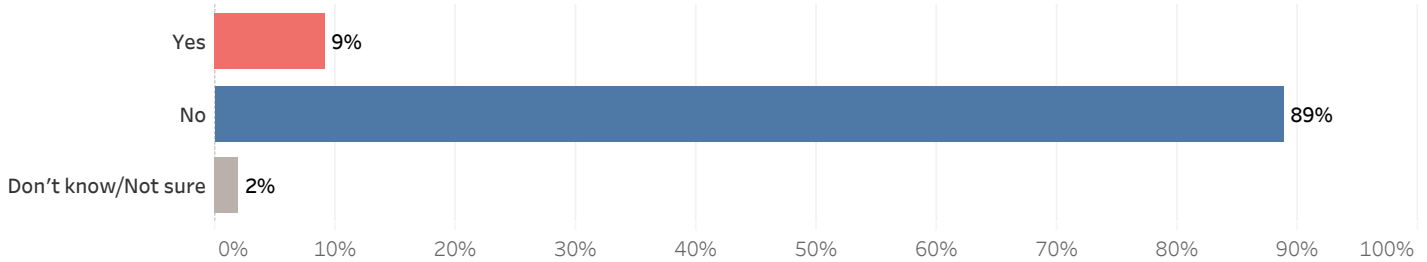
Those who rate the services provided by the Madison Police Department as poor or very poor (N=21) most often say they feel this way because they believe there should be more police or a greater presence (76%), 48% cite training or concerns about professionalism, 43% have concerns about the focus of police, and 38% mention timeliness or responsiveness. One-third or fewer of those who rate the services provided by the Madison Police Department as poor or very poor feel that way because they are unhappy with police behavior or attitude (33%), feel the police are ineffective or there is too much crime (29%), are dissatisfied with a specific incident (24%), or for another reason (29%).

Figure 17: Why would you rate the services provided by the Madison Police Department as poor or very poor? (Please select all that apply) - August 2024



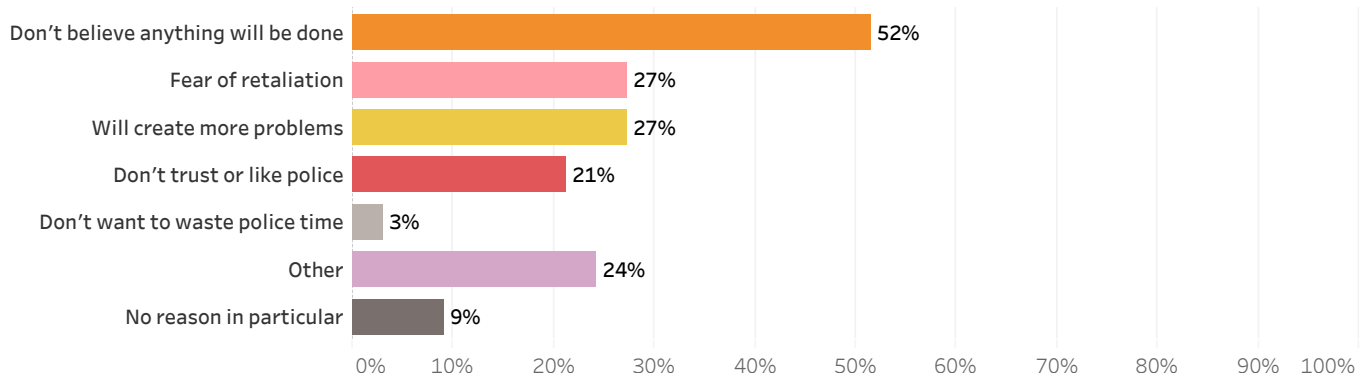
Only 9% of responding Madison residents say that they can think of a reason that they would be hesitant to call the Madison Police Department. Eighty-nine percent of respondents say there is no reason they would be hesitant to call while 2% don't know or are unsure.

Figure 18: Is there any reason you would be hesitant to call the Madison Police Department? - August 2024



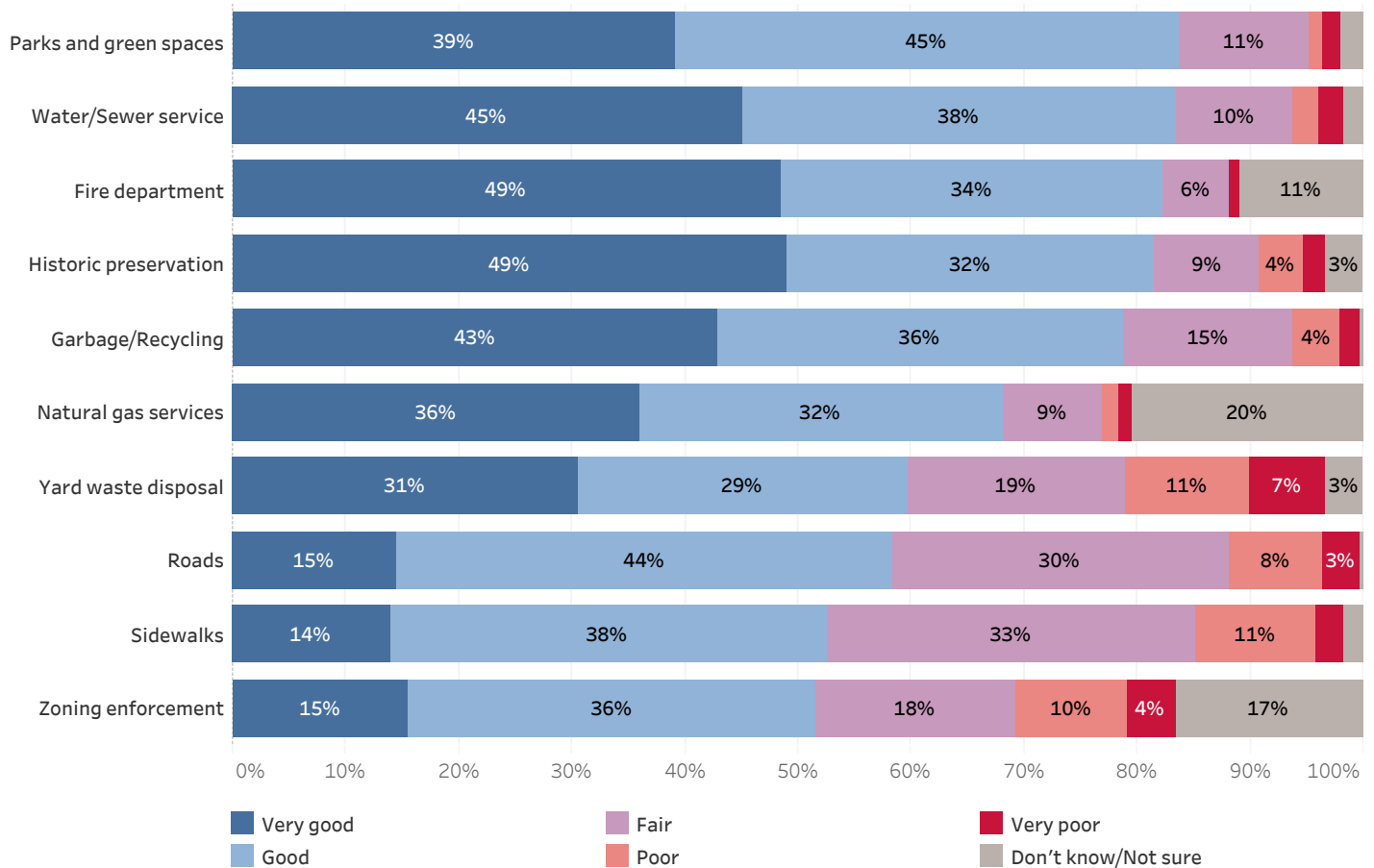
Those who can think of a reason that they would be hesitant to call the Madison Police Department (N=33) most often say they feel this way because they don't believe anything will be done (52%), while about a quarter cite a fear of retaliation (27%) or a belief it will create more problems (27%). Less than a quarter say that they would be hesitant to call because they don't trust or like police (21%) or because they don't want to waste the time of the police (3%). Twenty-four percent cite another reason they would be hesitant to call while 9% mention no reason in particular.

Figure 19: Why might you be hesitant to call the Madison Police Department? (Please select all that apply) - August 2024



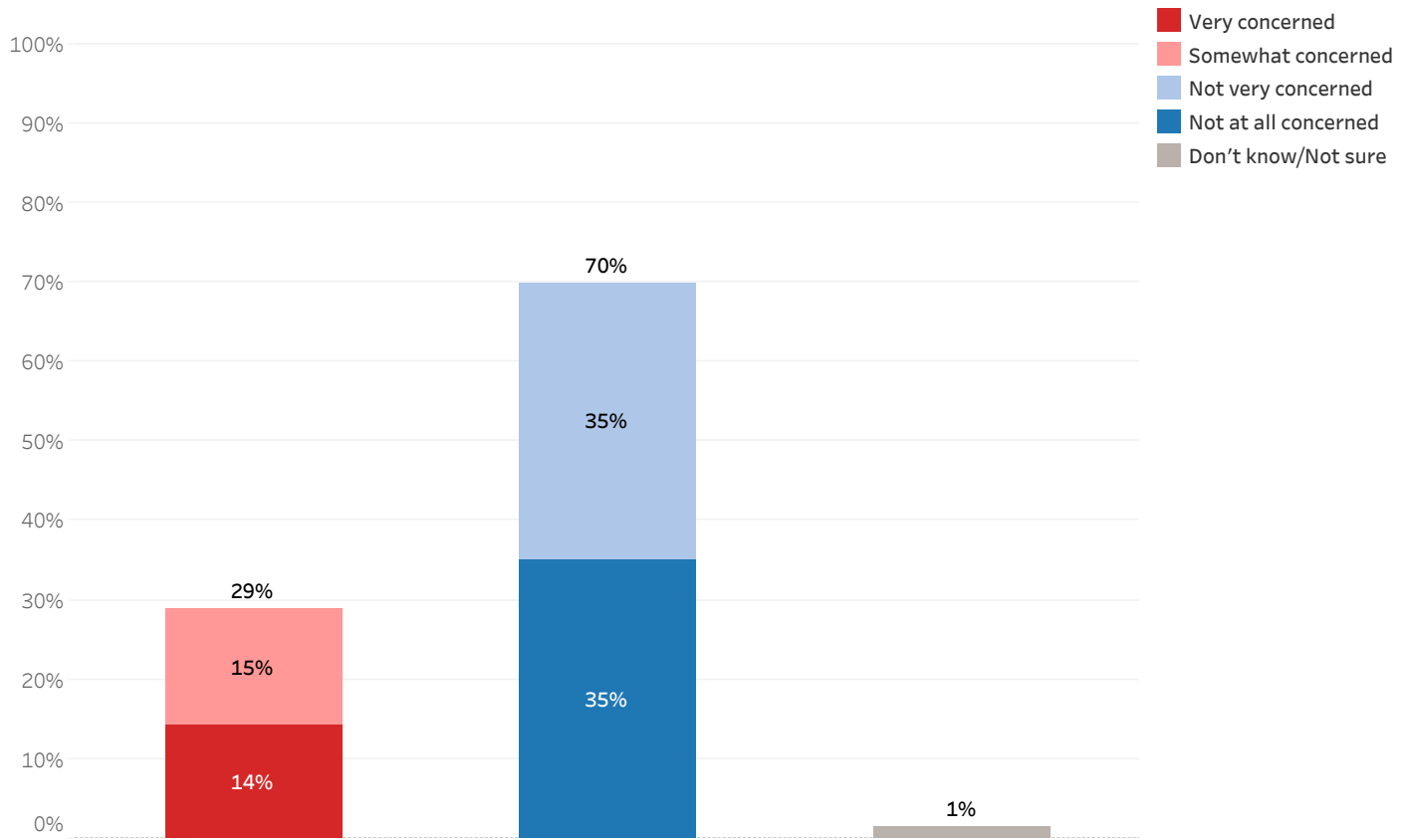
Eighty-four percent of responding Madison residents rate the quality of the city's parks and green spaces as very good (39%) or good (45%), 11% rate them as fair, 3% rate them as poor (1%) or very poor (2%), and 2% don't know or are unsure. A similar proportion of responding Madison residents rate the city's water/sewer service (83%), fire department (82%), historic preservation (82%), and garbage and recycling (79%) as very good or good, while smaller majorities rate the city's natural gas services (68%), yard waste disposal (60%), roads (58%), sidewalks (53%), and zoning enforcement (52%) as very good or good.

Figure 20: Overall, how would you rate the quality of the following services or facilities provided by the City of Madison? - August 2024



Three in ten (29%) responding Madison residents are very (14%) or somewhat (15%) concerned about the possibility of their home being impacted by flooding or poor road drainage. Seven in ten (70%) are not very (35%) or not at all concerned (35%) while 1% don't know or are unsure.

Figure 21: How concerned are you about the possibility of your home being impacted by flooding or poor road drainage? - August 2024

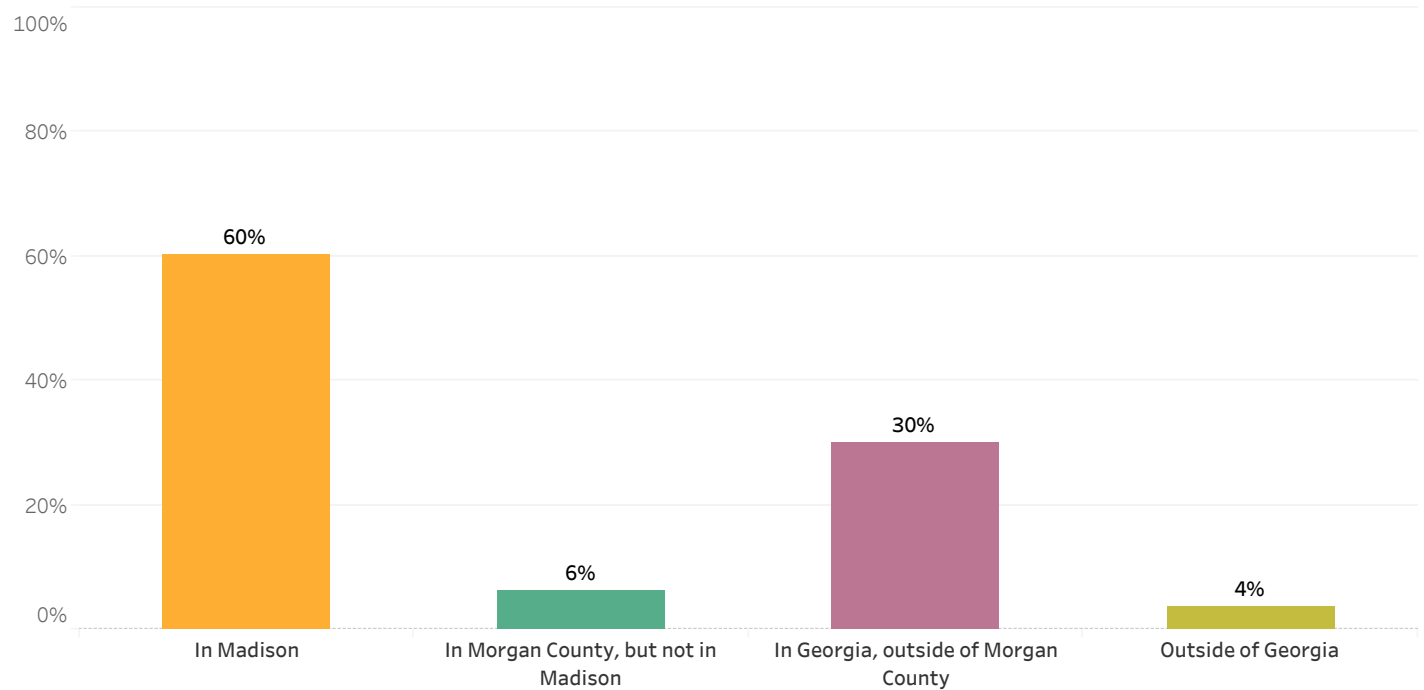


Personal Finances

Forty-four percent of responding Madison residents say that they are currently retired or not working, 42% are employed full-time, 12% are employed part-time, and 1% say that they are unemployed.

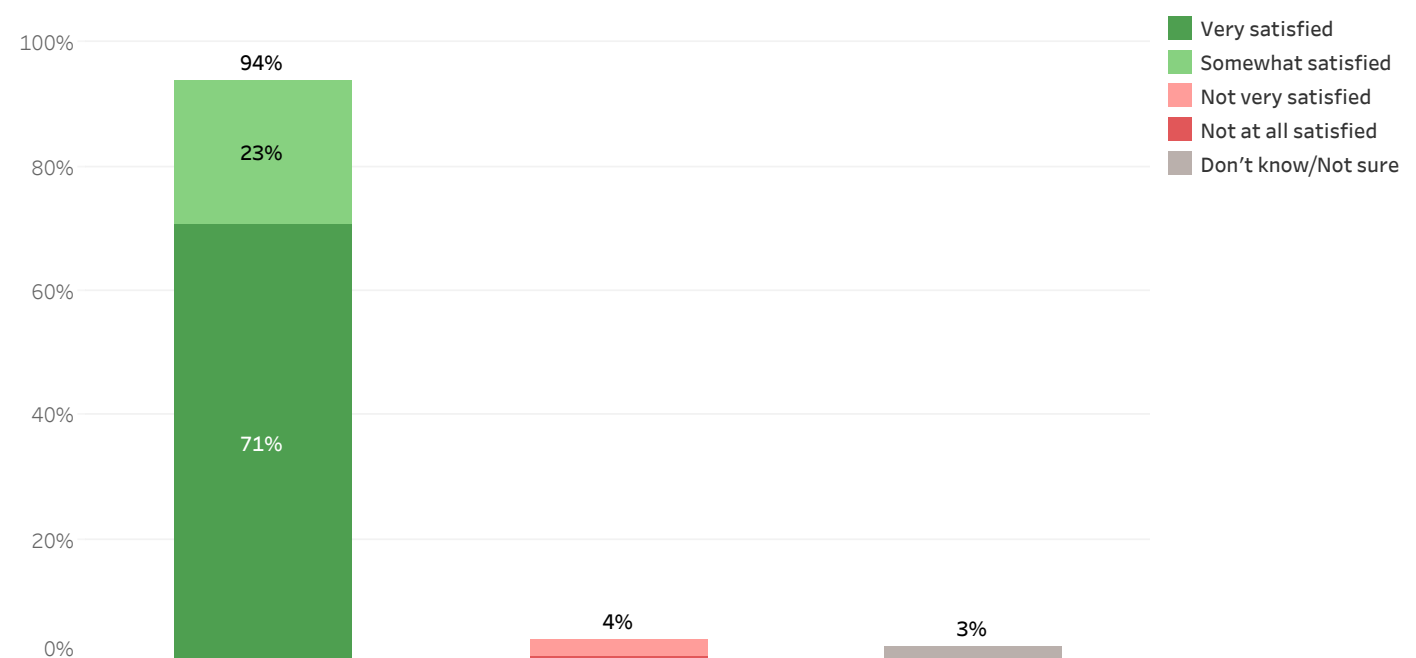
Among those who are employed full or part-time (N=191), 60% work in Madison, 6% work in Morgan County, but not in Madison, 30% work in Georgia, but outside of Morgan County, and 4% work outside of Georgia.

Figure 22: Which of the following best describes where you work most frequently? - August 2024



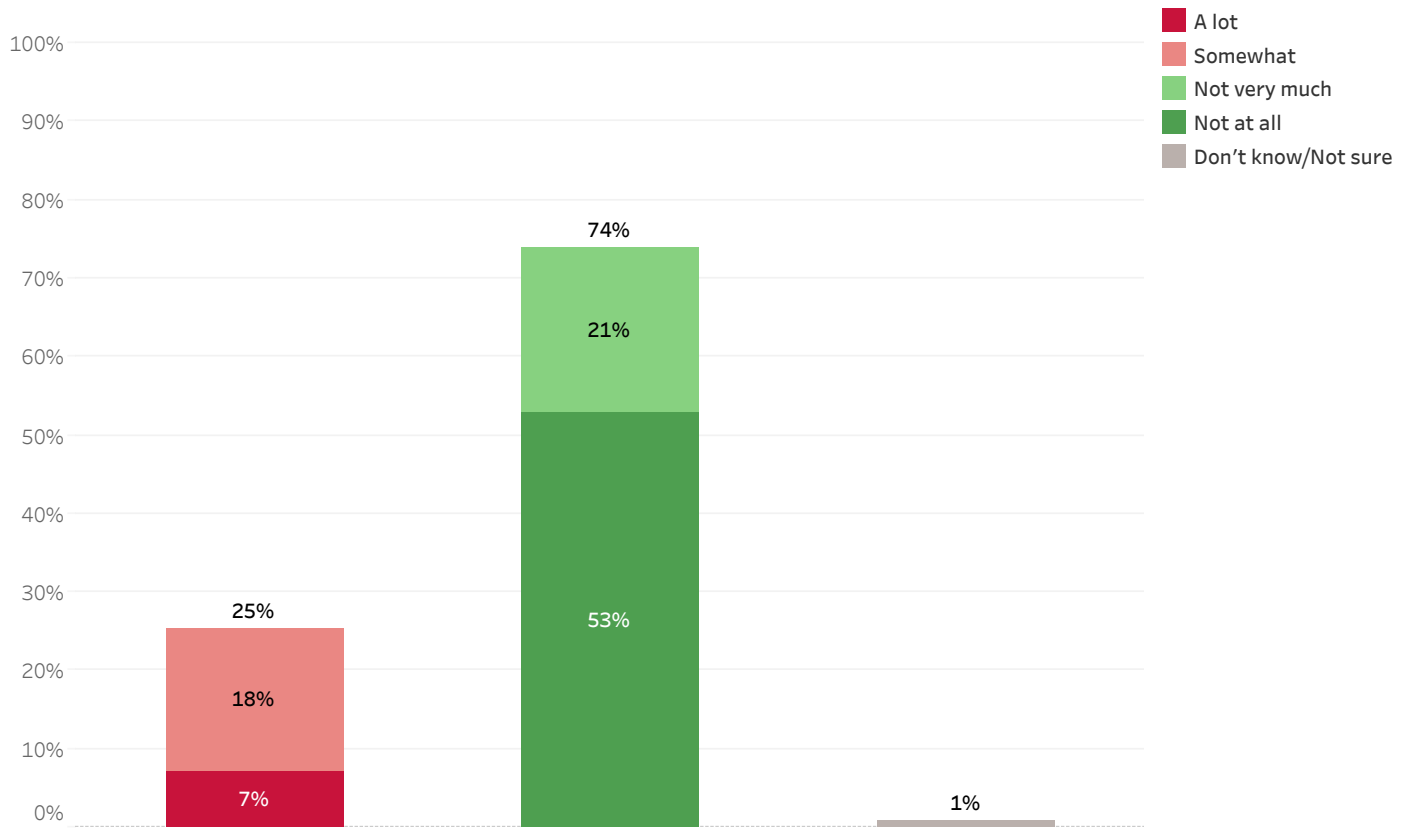
Among those who are employed full or part-time, 94% say that they are very (71%) or somewhat (23%) satisfied with their current job, only 4% are not very satisfied (3%) or not at all satisfied (1%), and 3% don't know or are unsure.

Figure 23: Overall, how satisfied are you with your current job? If you currently have more than one job, please respond about the job where you work the most hours in an average week. - August 2024



A quarter (25%) of responding Madison residents say they have struggled a lot (7%) or somewhat (18%) to afford basic necessities like food, clothing, and electricity over the past twelve months. Three-quarters (74%) say that they struggled not very much (21%) or not at all (53%), while 1% don't know or are unsure.

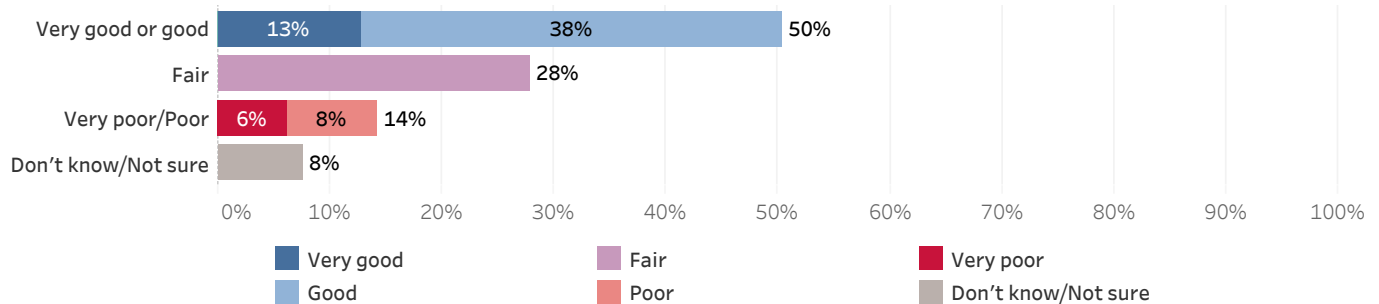
Figure 24: How much, if at all, would you say that you have struggled to afford basic necessities like food, clothing, and electricity over the past twelve months? - August 2024



Economic Development

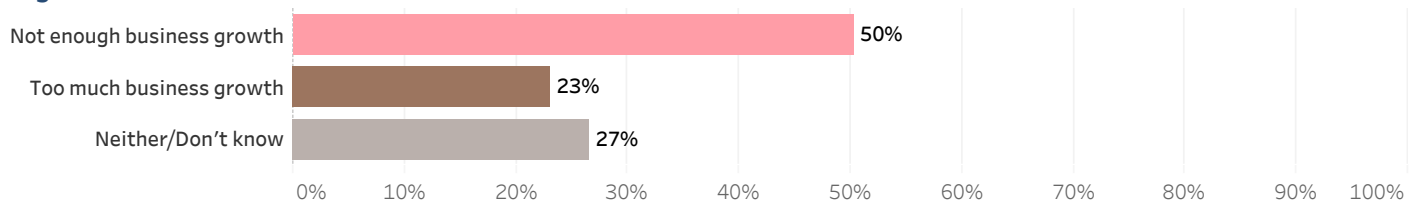
Half (50%) of responding Madison residents believe the City government is doing a very good (13%) or good (38%) job in guiding economic growth and development in Madison. Twenty-eight percent feel that the City government's performance in this task has been fair, 14% feel it has been poor (8%) or very poor (6%), and 8% don't know or are unsure.

Figure 25: How good of a job do you believe the City government is doing in guiding economic growth and development in Madison? - August 2024



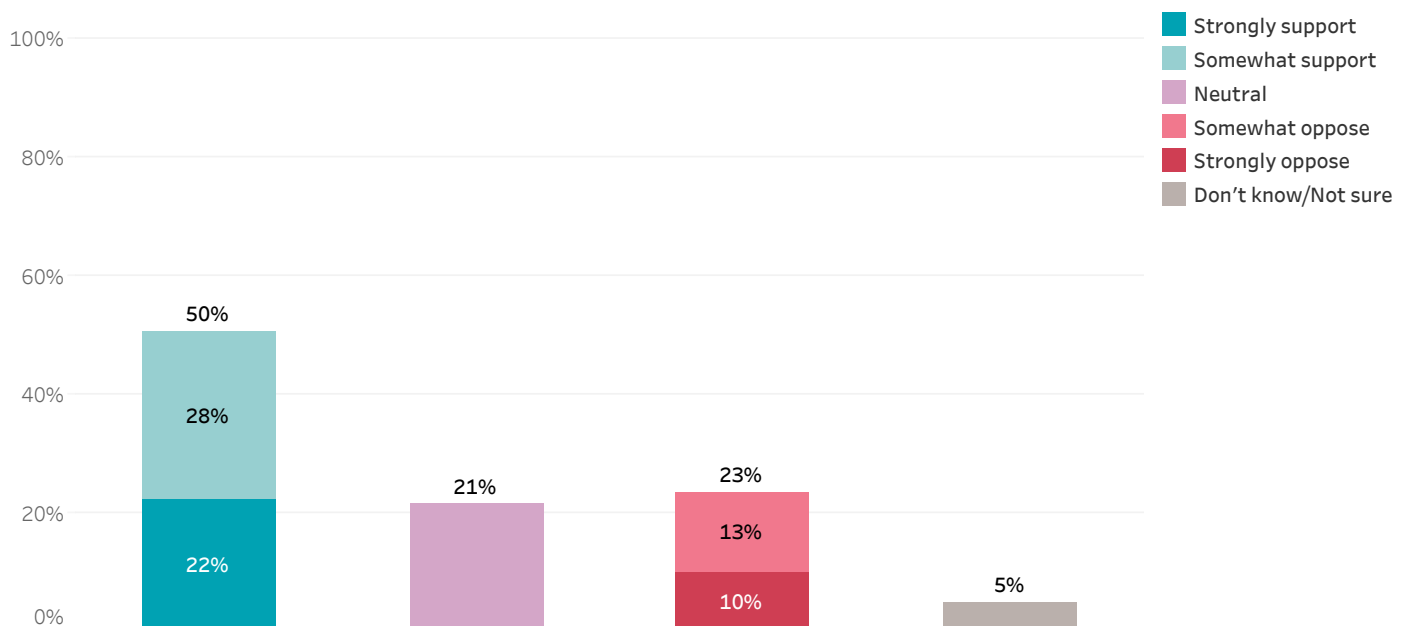
Among those who rate the City government's performance in guiding economic development and growth in Madison as fair, poor, or very poor (N=147), half (50%) say that they feel this way because they believe there has not been enough business growth, 23% believe there has been too much business growth, and 27% feel otherwise or don't know.

Figure 26: Do you feel that the City government has allowed too much business growth or not enough? - August 2024



Half (50%) of responding Madison residents strongly (22%) or somewhat (28%) support the City of Madison allocating money in the budget to pursue greater economic development. Twenty-one percent are neutral on this question, 23% somewhat (13%) or strongly (10%) oppose the City allocating money for this, and 5% don't know or are unsure.

Figure 27: Do you favor or oppose the City of Madison allocating money in the budget to pursue greater economic development? - August 2024



When asked what they believe should be the most important objective of economic development in Madison, just over two-thirds (68%) of responding residents say that reducing taxes on residential properties should be the first (37%), second (14%), or third (16%) most important objective. Just under half say that providing more and/or better services and entertainment for residents should be among the top three objectives of economic development, while about four in ten say feel that a top three objective should be improving property values (43%), creating more jobs in the city (40%), increasing shopping options in the city (39%), or creating more housing in the city (36%). A quarter (25%) mention something else that they believe should be among the top three objectives of economic development in Madison.

Figure 28: What do you believe should be the most important objectives of economic development in Madison? - August 2024

Darkest blue = Most important, Second darkest blue = Second most important, Third darkest blue = Third most important

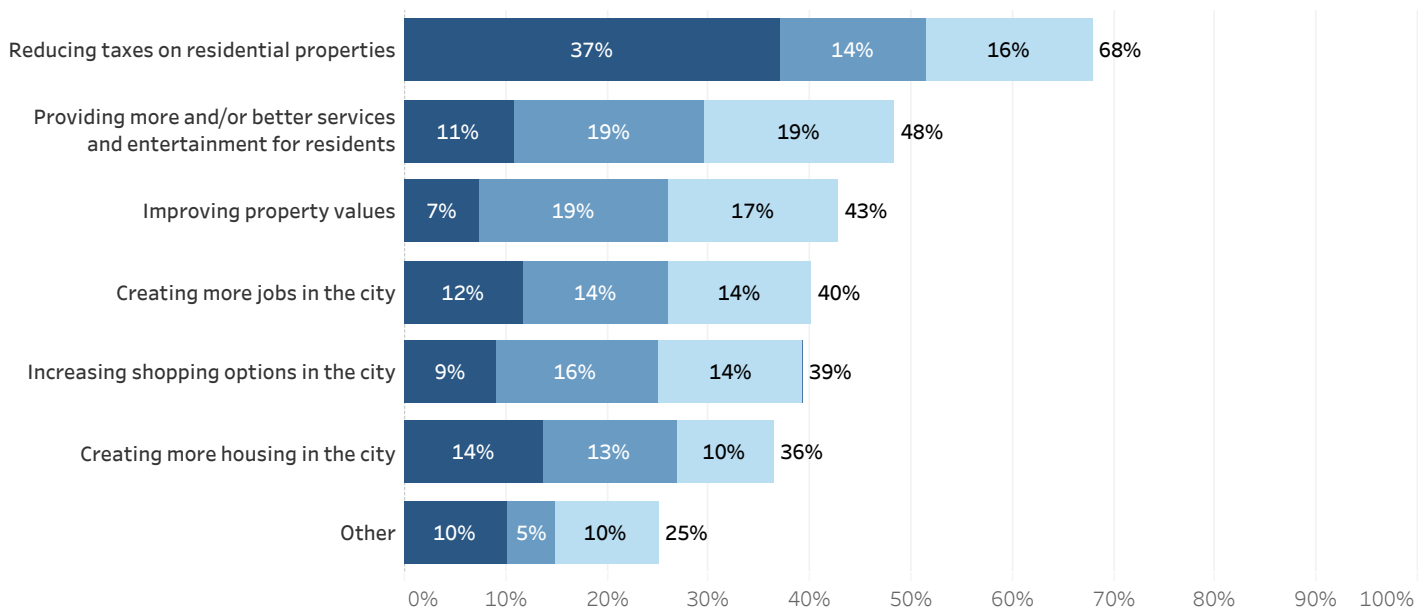


Figure 28b: What do you believe should be the most important objectives of economic development in Madison? - Other - Selected quotations - August 2024

"Allow short term rentals to increase city revenue and improve overall quality of life"

"Bring more major companies"

"Diversity"

"Increase tourism"

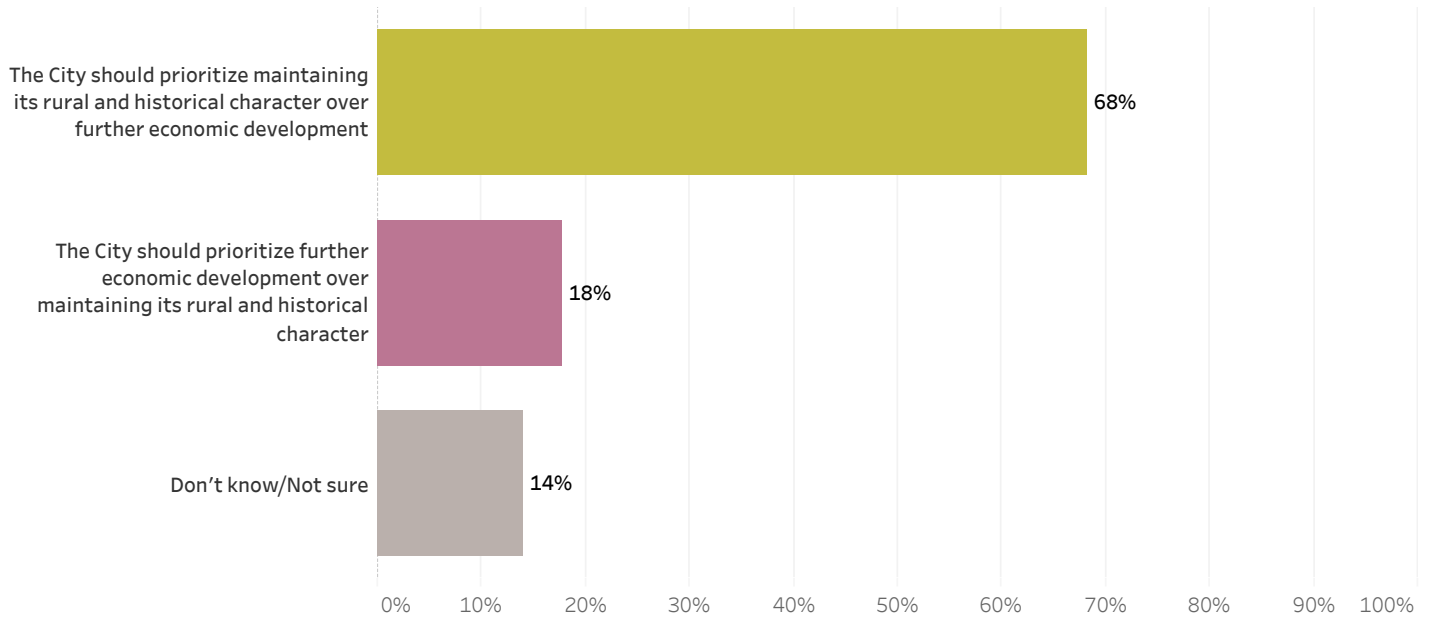
"Maintain rural Georgia"

"Parks and trails"

"Slow growth. No chain restaurants, no huge subdivisions, no explosive growth that the schools and utilities can't handle"

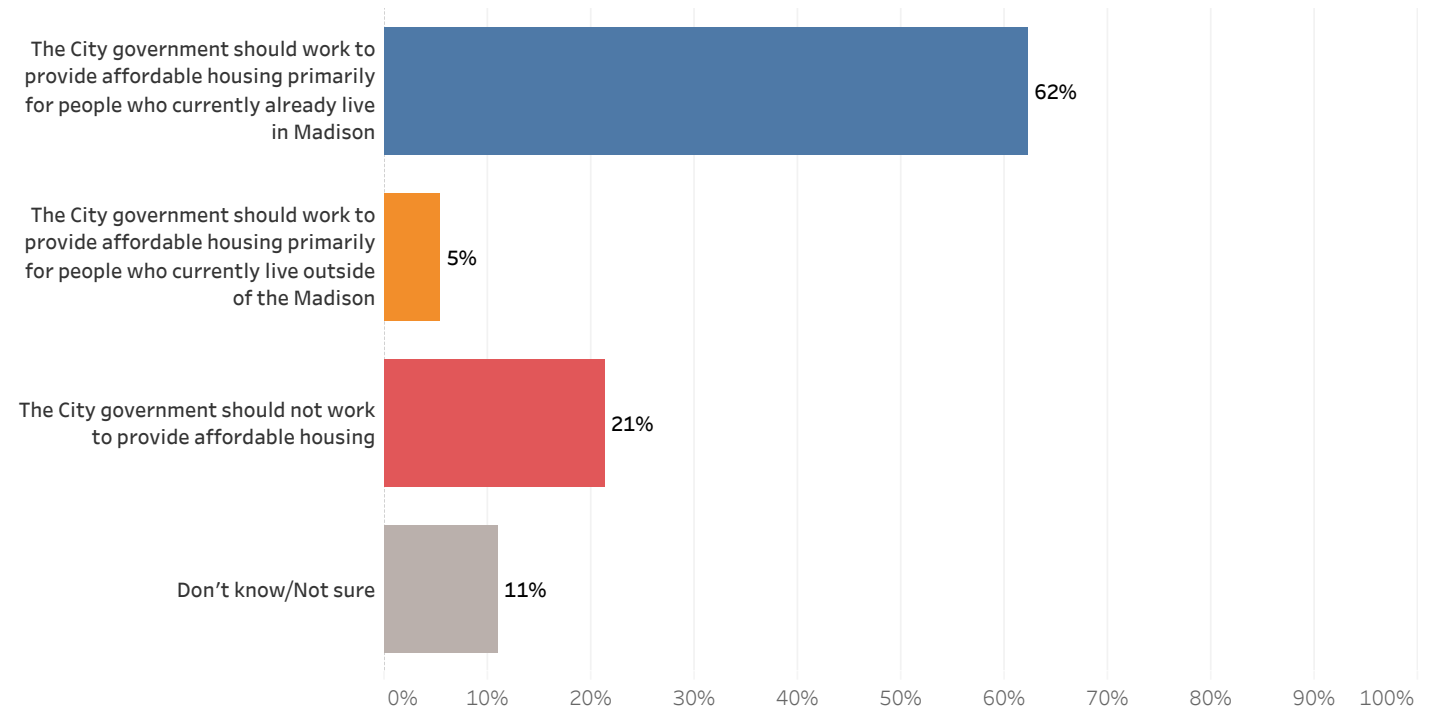
When asked to choose between the following two options, more than two-thirds (68%) of responding Madison residents say that the City should prioritize maintaining its rural and historical character over further economic development. Only 18% feel that the City should prioritize further economic development over maintaining its rural and historical character, while 14% don't know or are unsure.

Figure 29: Which of the following comes closest to your opinion regarding long-term priorities for economic development in the City? - August 2024



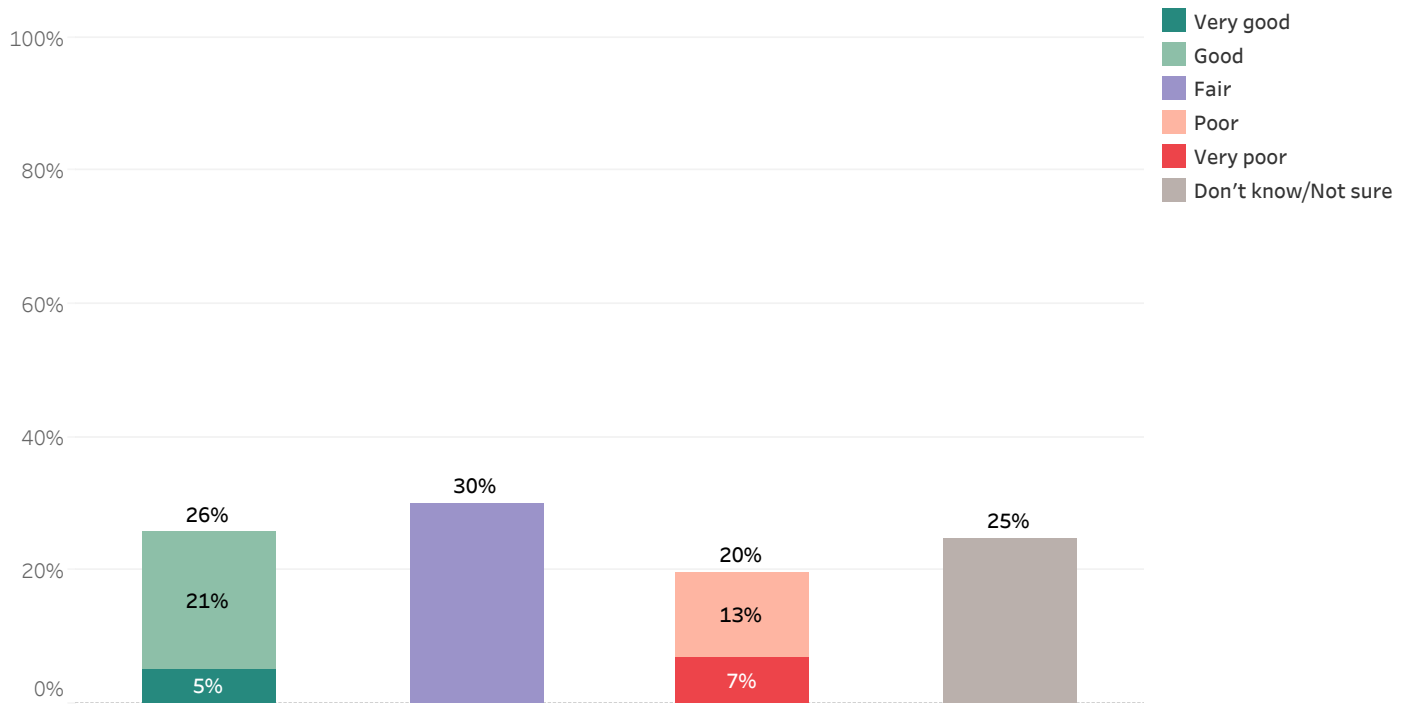
Sixty-two percent of responding Madison residents believe the City government should work to provide affordable housing primarily for people who currently already live in Madison. Only 5% believe the City government should work to provide affordable housing primarily for people who currently live outside of Madison, 21% think the City should not work to provide affordable housing, and 11% don't know or are unsure.

Figure 30: Which of the following best describes your opinion on what the City should do regarding affordable housing? - August 2024



A quarter (26%) of responding Madison residents believe the City government is doing a very good (5%) or good (21%) job providing affordable housing in Madison, 30% think they are doing a fair job, 20% feel they are doing a poor (13%) or very poor (7%) job, and 25% don't know or are unsure.

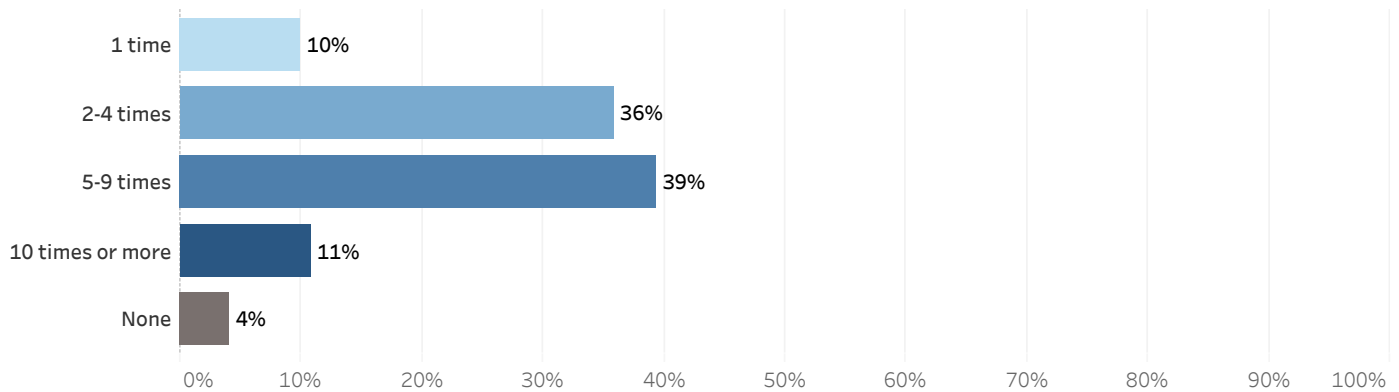
Figure 31: How good of a job do you believe the City government is doing in providing affordable housing in Madison? - August 2024



Downtown

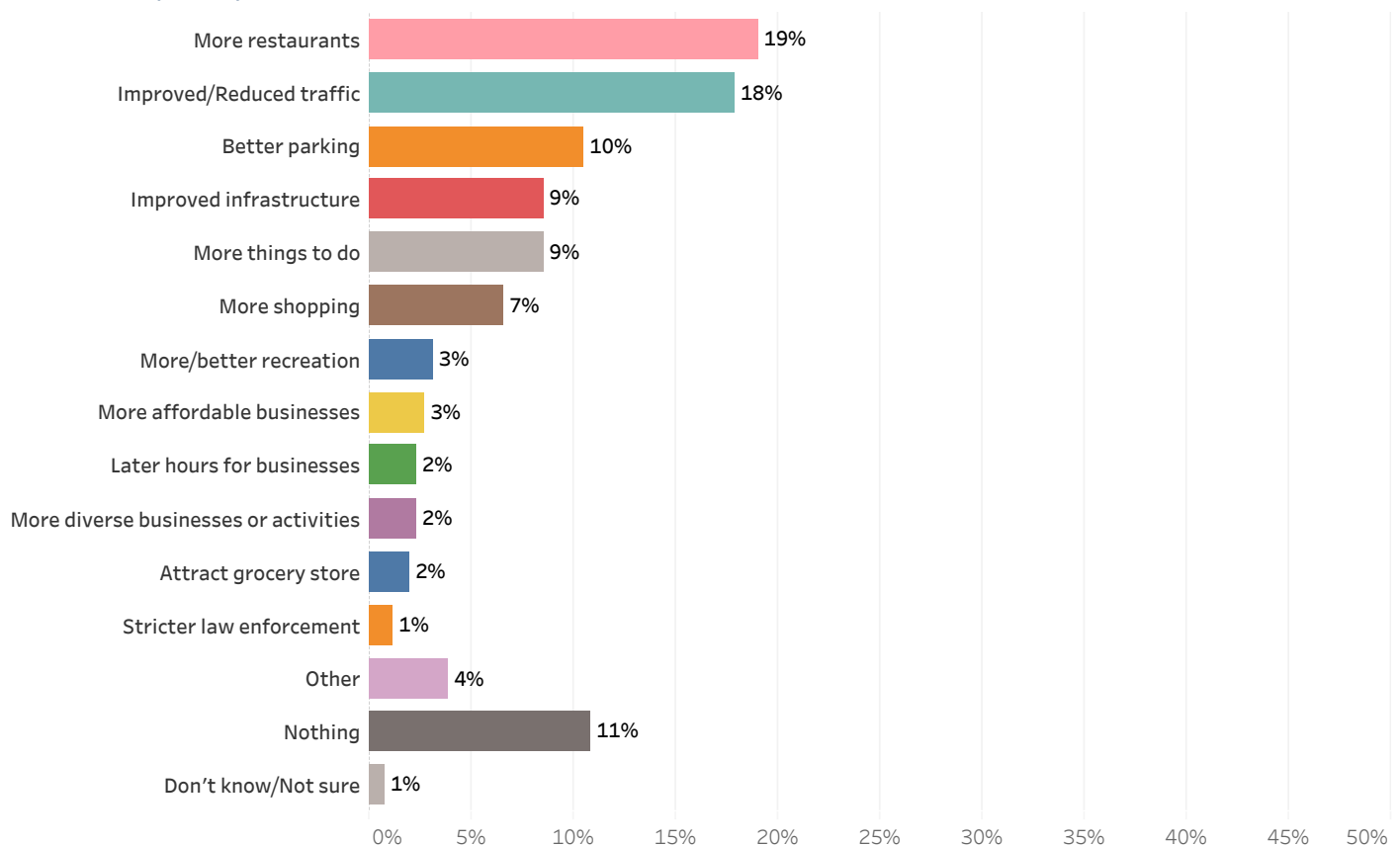
Ten percent of responding Madison residents say that they visit downtown Madison 1 time per week, 36% visit 2-4 times per week, 39% visit 5-9 times per week, 11% visit 10 times or more, and 4% do not visit downtown Madison at all.

Figure 32: About how many times in a typical week do you visit downtown Madison? - August 2024



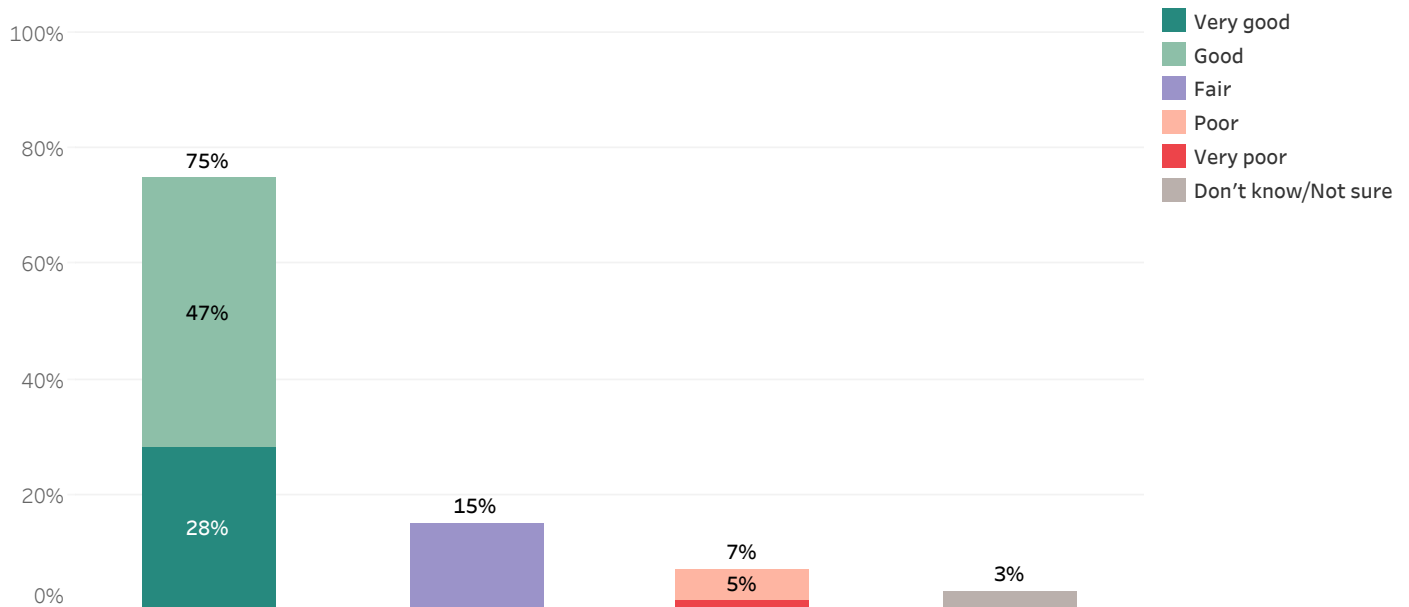
When asked what changes to downtown Madison, if any, would make them more likely to spend their leisure time there, responding Madison residents most often mention having more restaurants (19%) or improved or reduced traffic (18%). Ten percent say that better parking would make them more likely to spend their leisure time Downtown, 9% each mention improved infrastructure or having more things to do, and 7% would like more shopping. Less than 5% say that more or better recreation (3%), more affordable businesses (3%), later hours for businesses (2%), more diverse businesses or activities (2%), attracting a grocery store (2%), stricter law enforcement (1%), or something else (4%) would make them more likely to spend their leisure time Downtown. Eleven percent say that there are no changes that would make them more likely to spend their leisure time Downtown while 1% don't know or are unsure.

Figure 33: What changes to downtown Madison, if any, would make you more likely to spend your leisure time there? (coded) - August 2024



Three-quarters (75%) of responding Madison residents believe the City government is doing a very good (28%) or good (47%) job in providing programs and events in downtown Madison. Fifteen percent believe the City is doing a fair job of this, only 7% feel the City is doing a poor (5%) or very poor (2%) job, and 3% don't know or are unsure.

Figure 34: How good of a job do you believe the City government is doing in providing programs/events in downtown Madison? - August 2024



When asked what types of businesses, if any, they would like to see move into downtown Madison, 57% mention restaurants, 47% would like small or local businesses, 39% mention retail, and 36% would like entertainment options or nightlife. Less than a quarter would like to see something youth-orientated (24%), child or senior care facilities (15%), offices (7%), banks or financial services (3%), or something else (11%) move into downtown Madison while 4% would not like any types of businesses move in.

Figure 35a: What types of businesses, if any, would you like to see move into downtown Madison? (Please select all that apply) - August 2024

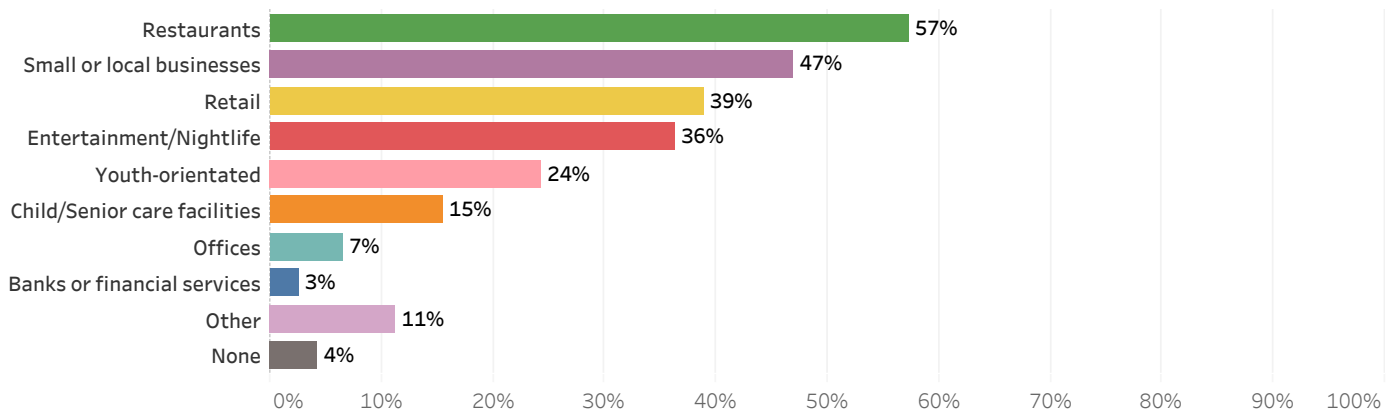
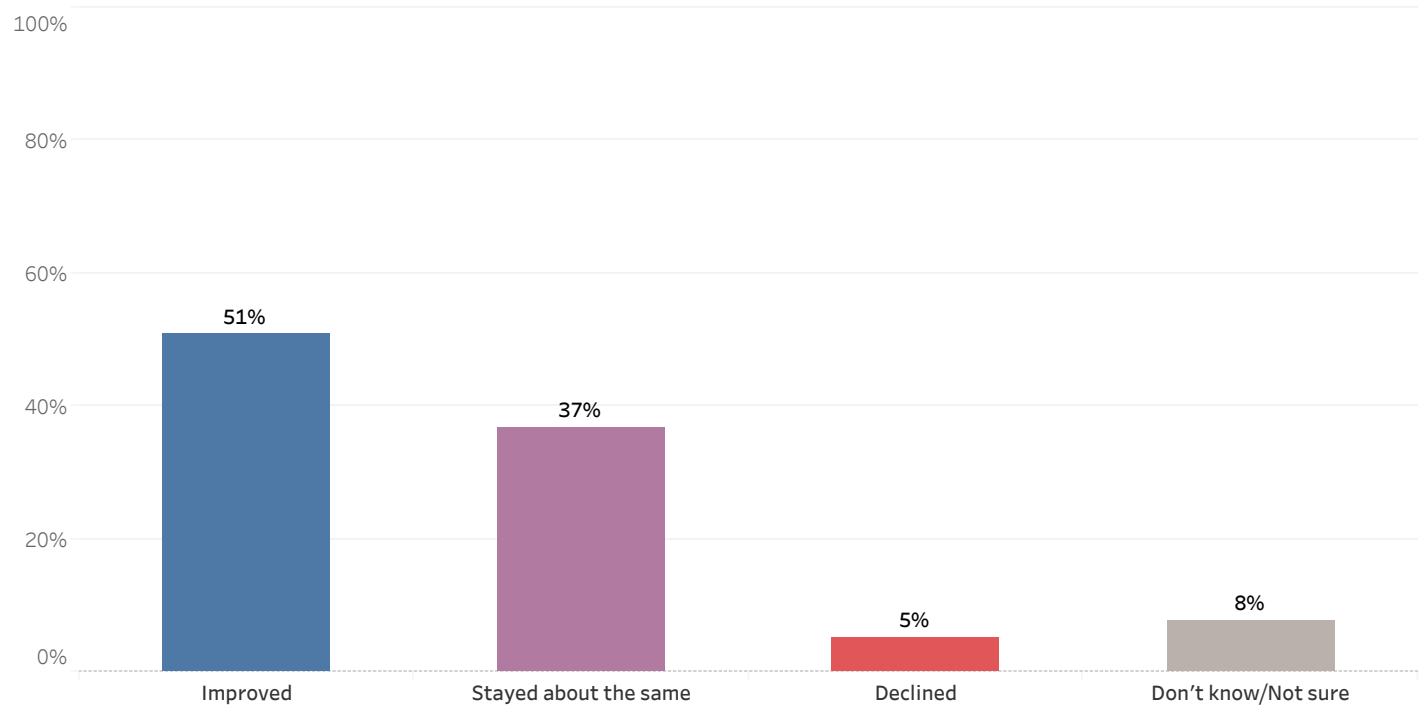


Figure 35b: What types of businesses, if any, would you like to see move into downtown Madison? (Please select all that apply) - Other - Selected quotations - August 2024

"Book Stores, Game Shops"
 "Grocery store"
 "Movie theater"
 "Tech-related business"

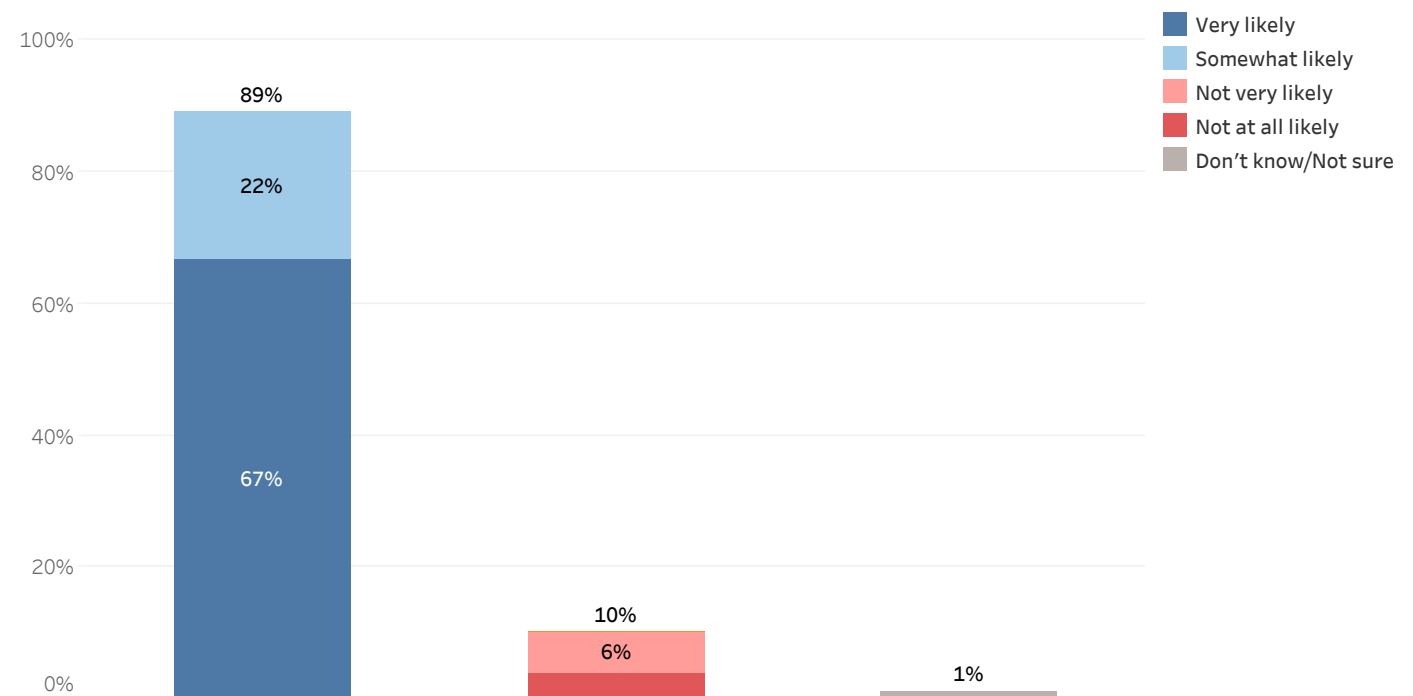
Half (51%) of responding Madison residents believe that the overall aesthetics of downtown Madison have improved over the past five years, 37% feel that the aesthetics have stayed about the same, 5% believe the aesthetics have declined, and 8% don't know or are unsure.

Figure 36: In your view, how have the overall aesthetics of downtown Madison changed, if at all, over the past five years? - August 2024



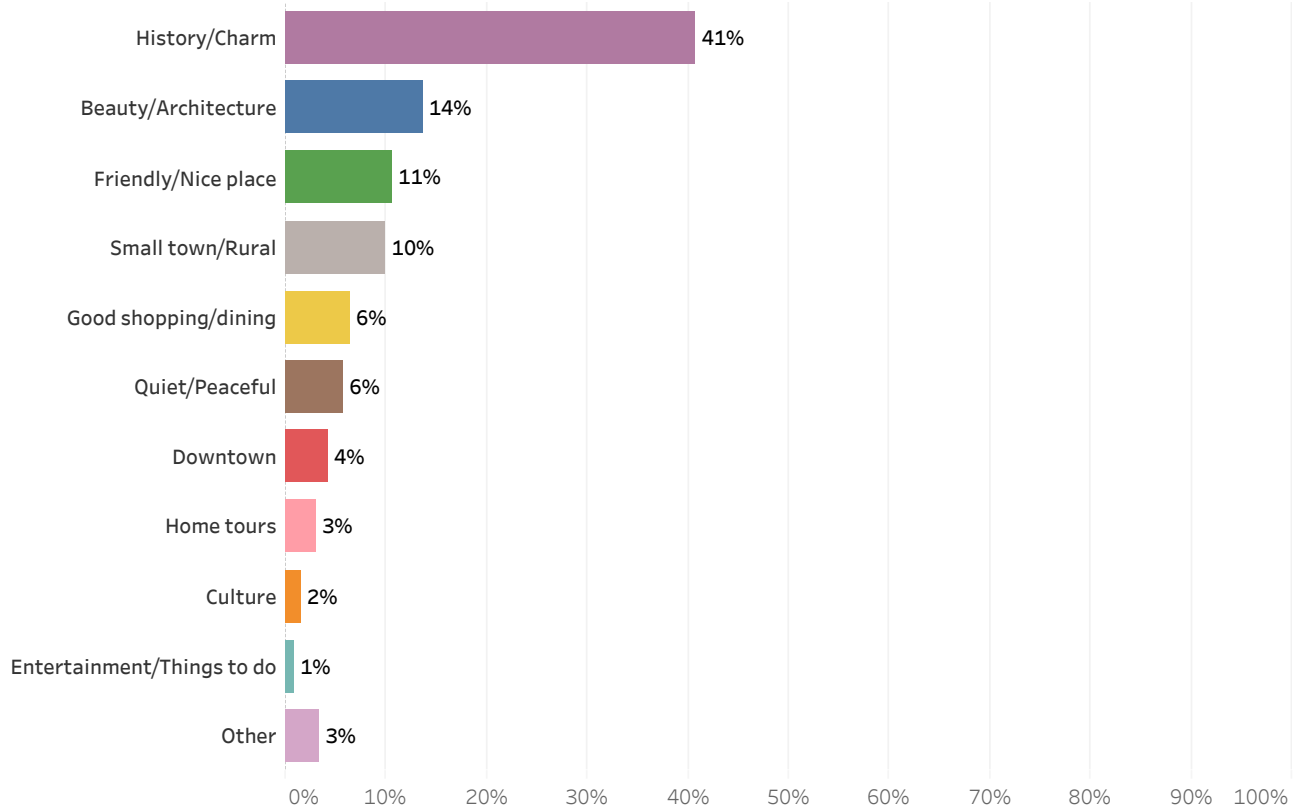
Nine in ten (89%) responding Madison residents say they are very (67%) or somewhat (22%) likely to recommend Madison to an acquaintance or co-worker who was looking for a place to visit. Only 10% say they are not very likely (6%) or not at all likely (4%) to do so, while 1% don't know or are unsure.

Figure 37: How likely are you to recommend Madison to an acquaintance or co-worker who was looking for a place to visit? - August 2024



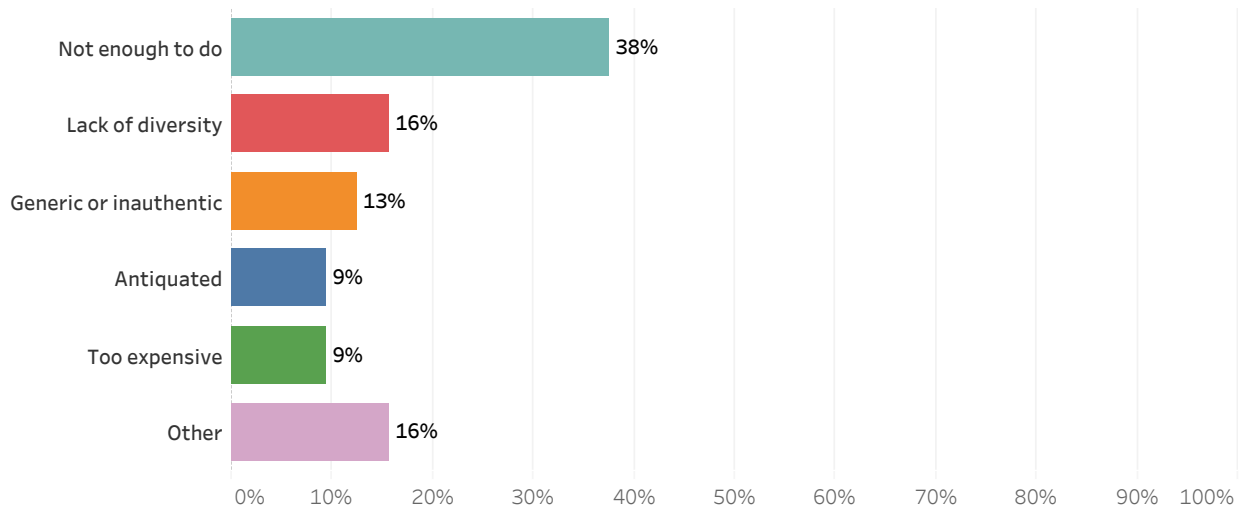
Among those who would be likely to recommend Madison as a place to visit (N=263), 41% say they would be likely to recommend Madison because of its history or charm, 14% mention its beauty or architecture, 11% say it is friendly or a generally nice place, and 10% mention it being a small town or rural. Less than 10% say they would be likely to recommend Madison because of its good shopping or dining (6%), being quiet or peaceful (6%), its Downtown (4%), home tours (3%), the culture (2%), entertainment or things to do (1%), or something else (3%).

Figure 38: What is one reason you would be likely to recommend Madison as a place to visit? (coded) - August 2024



Among those who would be unlikely to recommend Madison as a place to visit (N=32), 38% say they would be unlikely to recommend Madison because there is not enough to do, 16% cite a lack of diversity, 13% believe Madison is generic or inauthentic, 9% each believe Madison is antiquated or too expensive, and 16% mention something else.

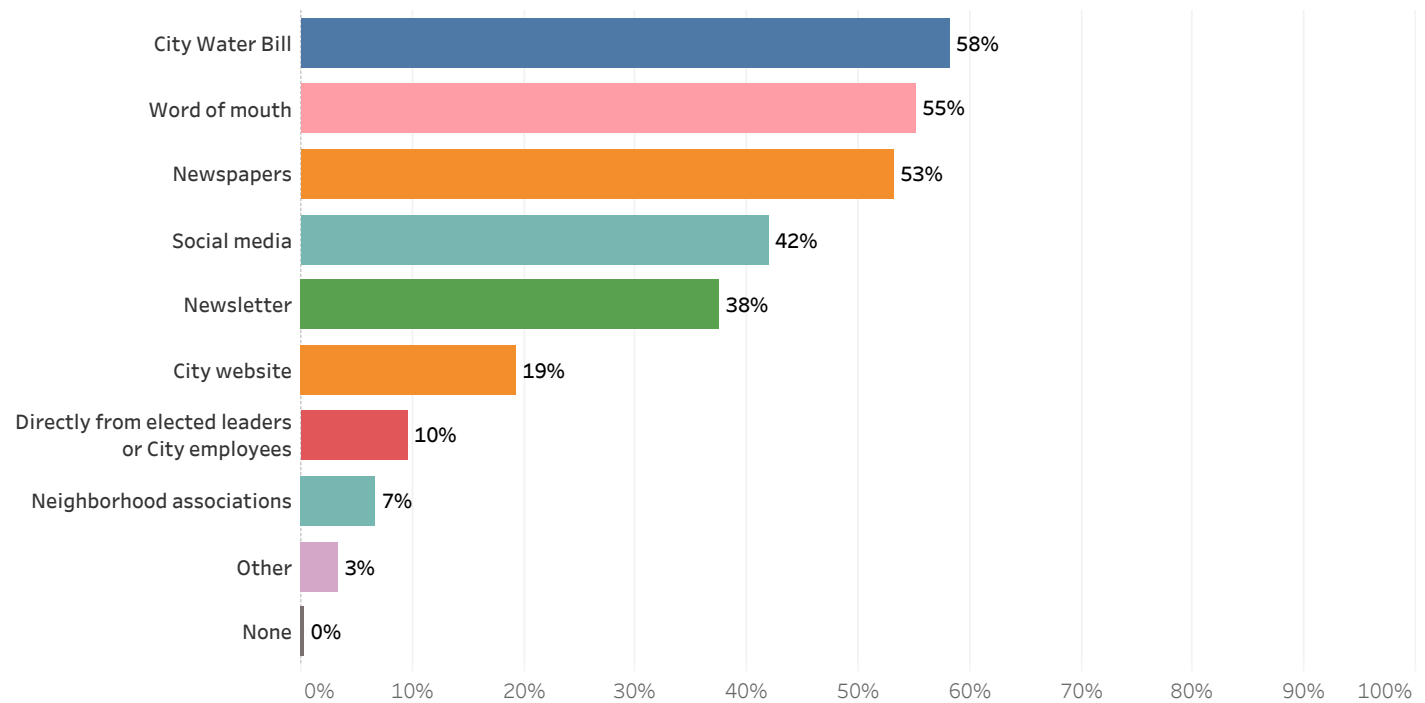
Figure 39: What is one reason you would be unlikely to recommend Madison as a place to visit? (coded) - August 2024



Communication

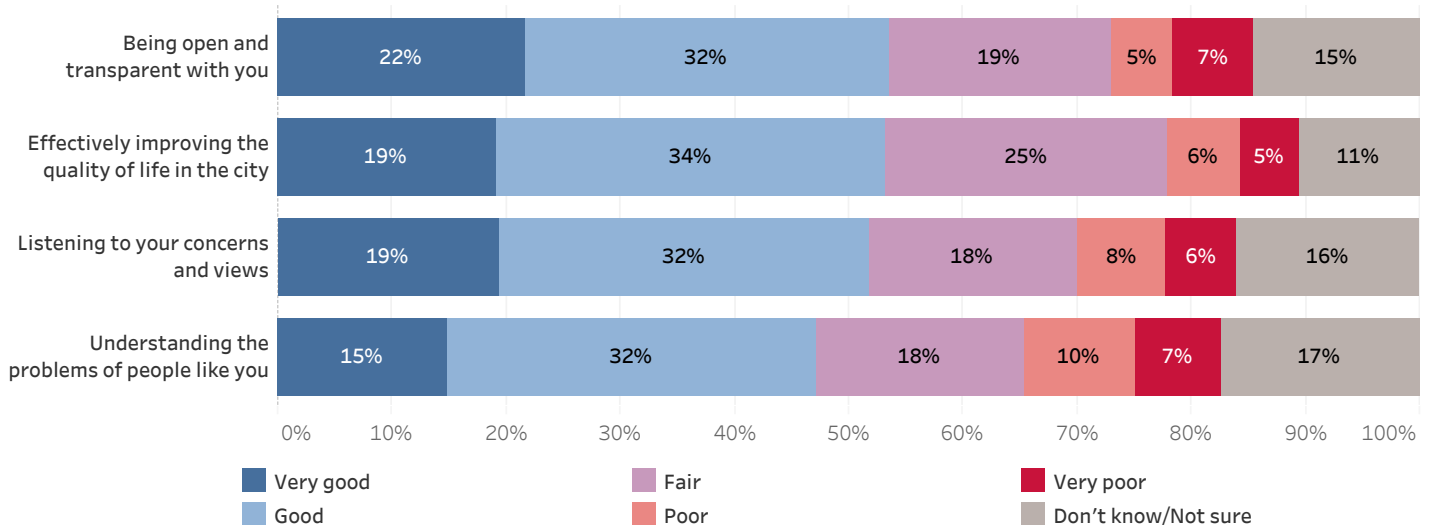
More than half of responding Madison residents say that they typically receive information about what is happening in Madison through the City Water Bill (58%), word of mouth (55%), and newspapers (53%), while a slightly smaller proportion receive information through social media (42%) or newsletters (38%). Less than a quarter typically receive information through the City website (19%), directly from elected leaders or City employees (10%), neighborhood associations (7%), or through other ways (3%).

Figure 40: How do you typically receive information about what is happening Madison? (Please select all that apply) - August 2024



Fifty-four percent of responding Madison residents rate City officials as very good (22%) or good (32%) at being open and transparent with them, 19% rate officials as fair on this, 13% rate them as poor (5%) or very poor (7%), and 15% don't know or are unsure. Similar proportions of respondents rate City officials as very good or good at effectively improving the quality of life in the city (53%), and listening to their concerns and views (52%), while just under half (47%) of respondents rate City officials as very good or good at understanding the problem of people like them.

Figure 41: How would you rate City officials on the following things? - August 2024

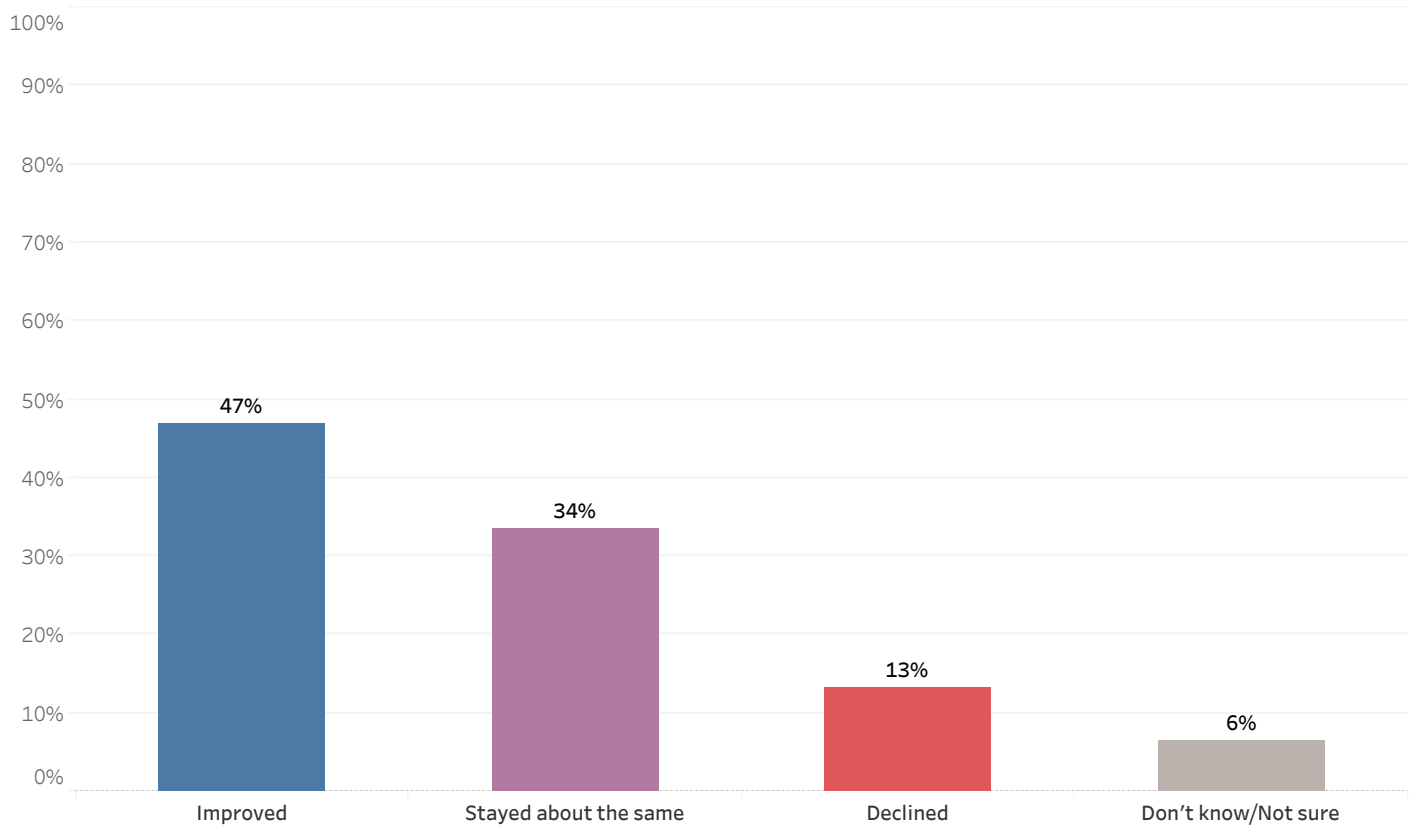


Quality of Life

Nearly half (47%) of responding Madison residents believe that the overall aesthetics of Madison have improved over the past five years, 34% feel that the aesthetics have stayed about the same, 13% believe the aesthetics have declined, and 6% don't know or are unsure.

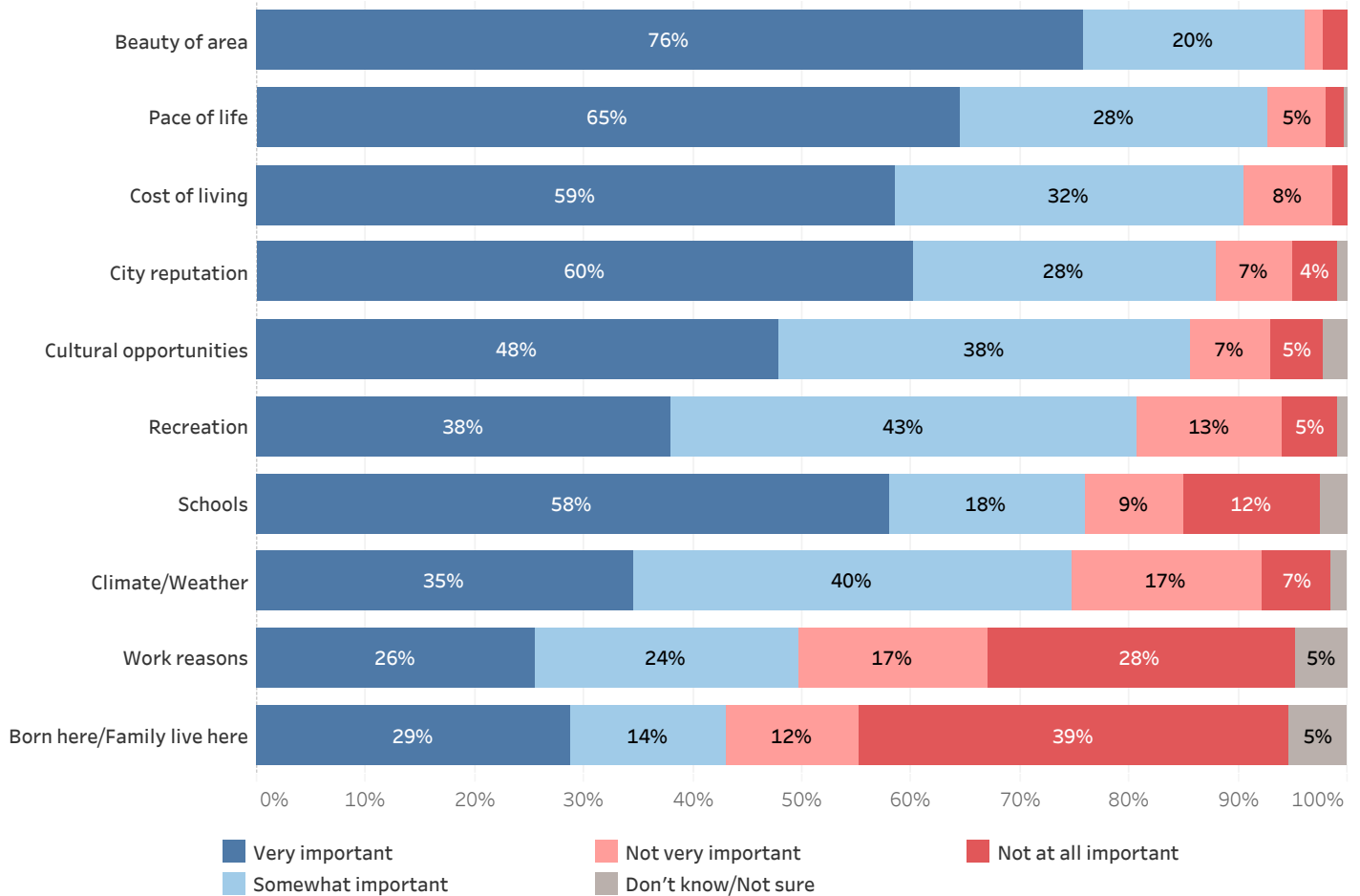
Among those who think the aesthetics of downtown Madison have improved (N=179), 74% think the aesthetics of the city as a whole have also improved, 18% think they have stayed about the same, 6% think they have declined, and 2% don't know or are unsure.

Figure 42: In your view, how have the overall aesthetics of the City of Madison changed, if at all, over the past five years? - August 2024



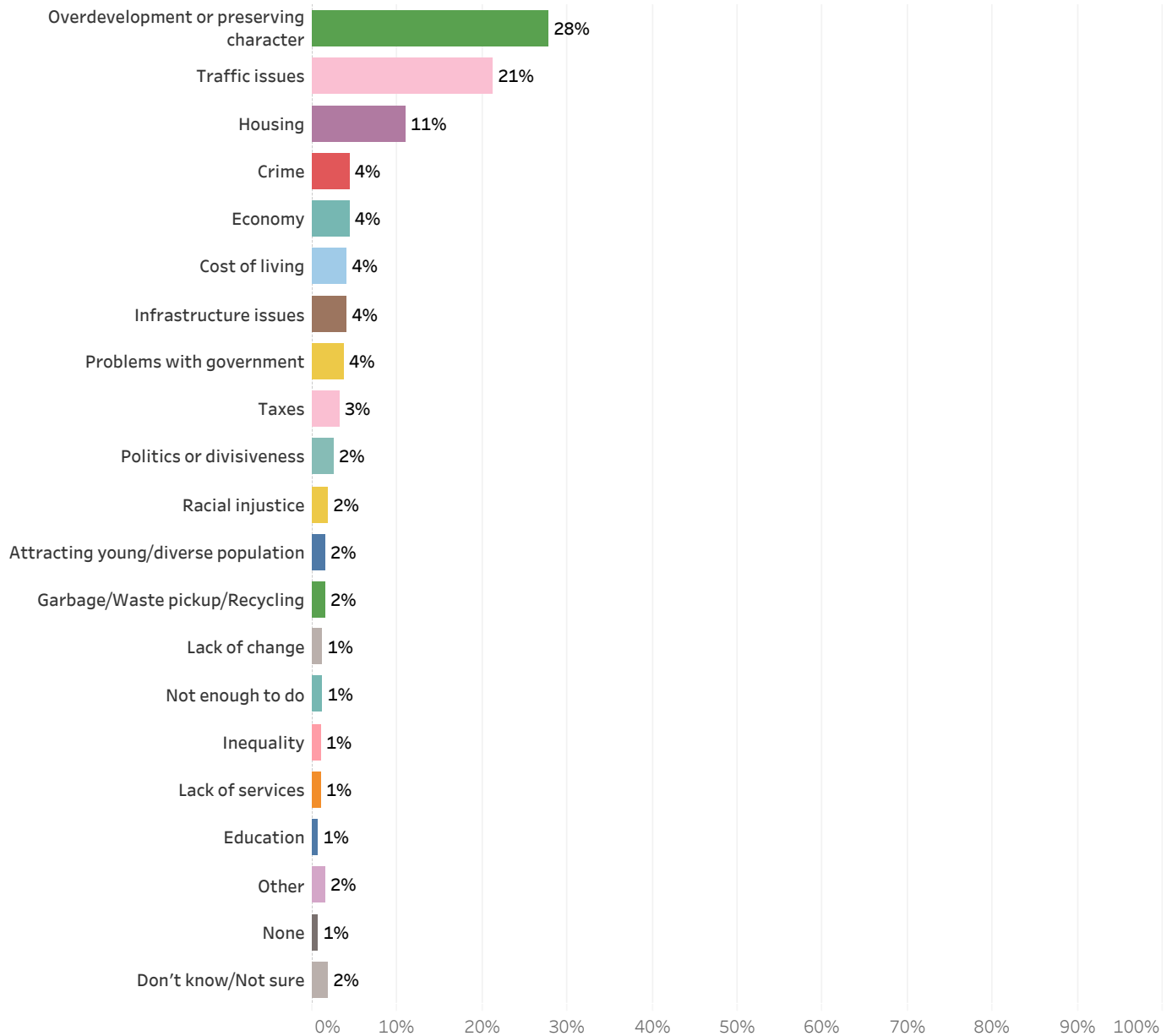
When asked what is important to them in their choice to continue to live in Madison, the vast majority (96%) of responding Madison residents say that the beauty of the area is very (76%) or somewhat (20%) important to them, while only 4% say this is not very important (2%) or not at all important (2%). Similar proportions of responding residents say that the pace of life (93%), cost of living (90%), city reputation (88%), and cultural opportunities (86%) are very or somewhat important to them, while three-quarters or more say that recreation (81%), schools (76%), and the climate or weather (75%) are very or somewhat important to their choice to continue living in Madison. Only half (50%) say that work reasons are very or somewhat important to their choice to continue living in Madison while only 43% say that being born in Madison or having family there is very or somewhat important to their decision to stay.

Figure 43: How important are the following to your choice to continue to live in Madison? - August 2024



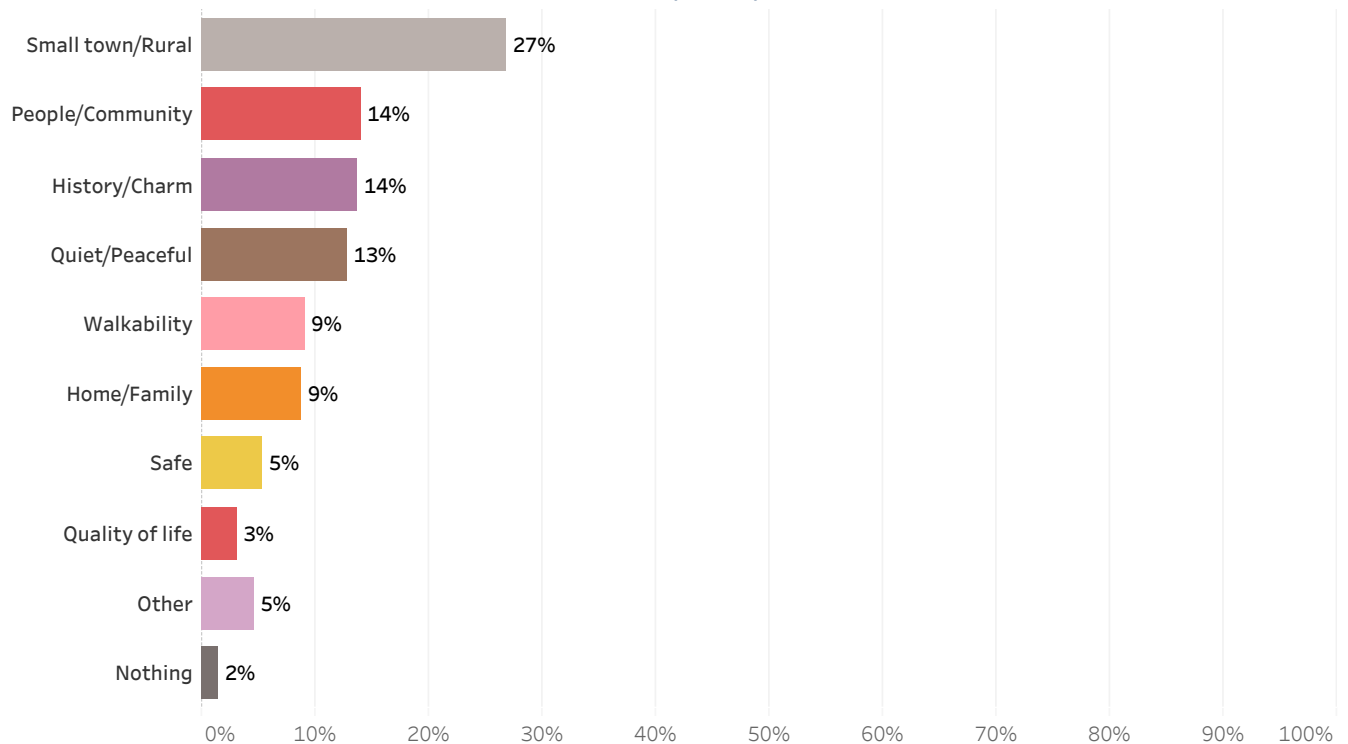
Generally speaking, 28% of responding Madison residents believe that overdevelopment or preserving the character of the city is the most important problem facing Madison, 21% cite traffic issues, and 11% mention housing. Less than 5% believe crime (4%), the economy (4%), the cost of living (4%), infrastructure issues (4%), problems with government (4%), taxes (3%), politics or divisiveness (2%), racial injustice (2%), attracting a young or diverse population (2%), garbage, waste pickup, or recycling (2%), a lack of change (1%), there not being enough to do (1%), inequality (1%), lack of services (1%), education (1%), or something else (2%) is the most important problem facing Madison.

Figure 44: In general, what do you believe is the most important problem facing the City of Madison today? (coded) - August 2024



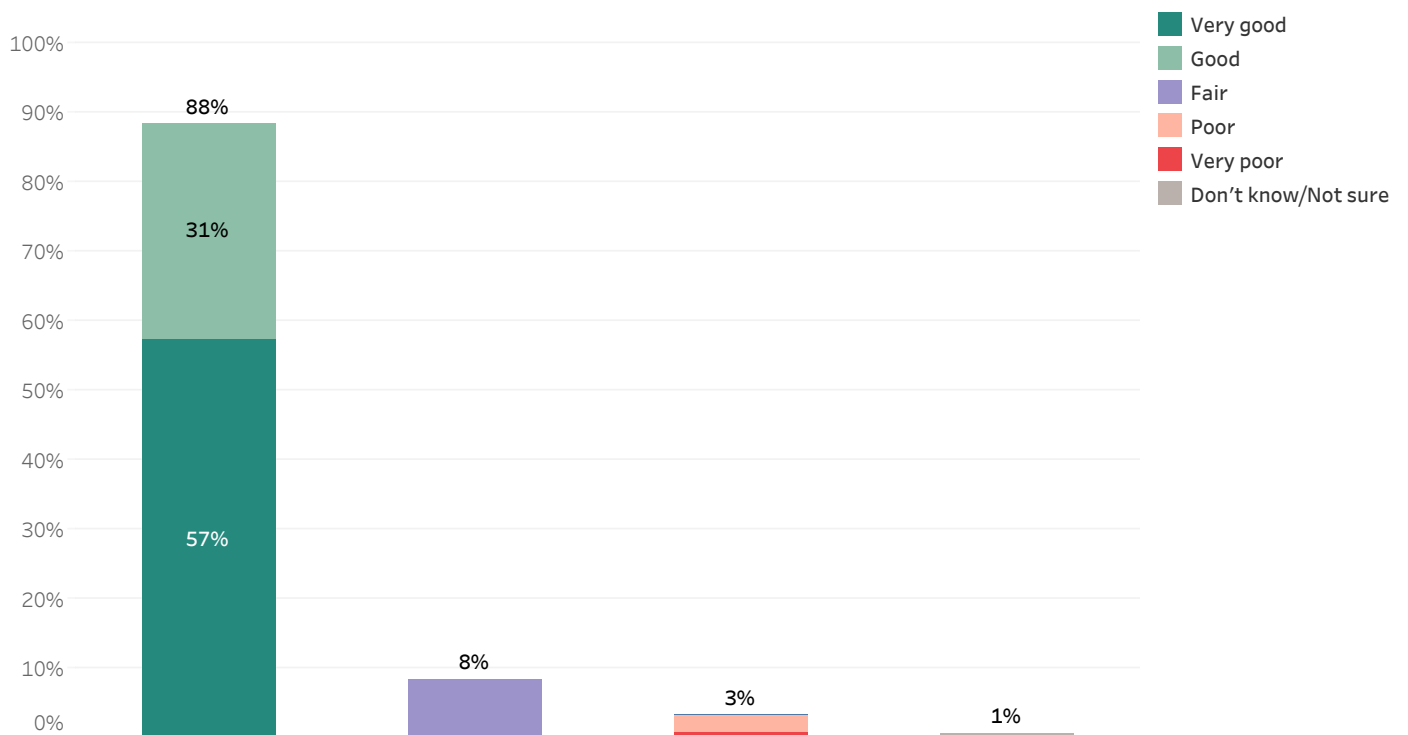
When asked what they like most about living in Madison, 27% of responding residents mention it being a small town or rural, 14% mention the people or community, another 14% cite the city's history or charm, and 13% mention it being quiet or peaceful. Less than 10% cite the city's walkability (9%), it being home or where family are (9%), mention how safe it is (5%), the quality of life (3%), or something else (5%).

Figure 45: What do you like most about living in Madison? (coded) - August 2024



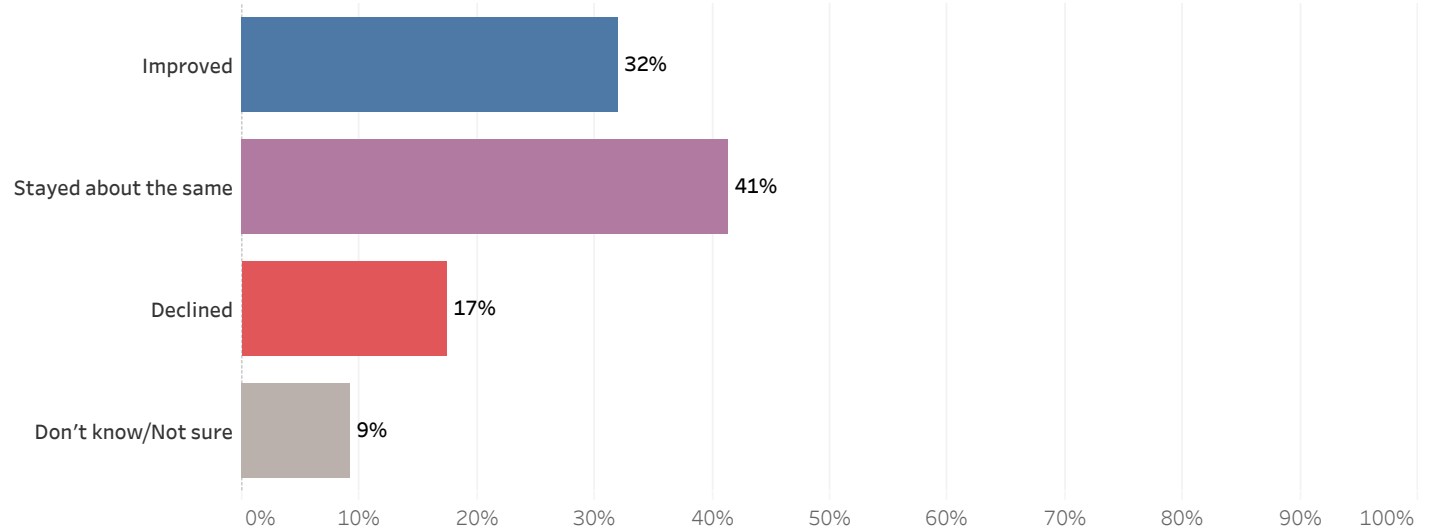
Seven in eight (88%) responding Madison residents rate the overall quality of life in Madison as very good (57%) or good (31%), 8% rate it as fair, only 3% rate it as poor (2%) or very poor (1%), and 1% don't know or are unsure.

Figure 46: How would you rate the overall quality of life in Madison? - August 2024



One-third (32%) of responding Madison residents believe that the overall quality of life has improved over the past five years, 41% believe the quality of life in the city has stayed about the same, 17% believe the quality of life has declined, and 9% don't know or are unsure.

Figure 47a: In your view, how has the quality of life changed, if at all, over the past five years? - August 2024



Among those who rate the overall quality of life as very good (N=205), 43% believe the quality of life has improved over the past five years, 40% believe they have stayed about the same, and 8% believe they have declined. Among those who rate the quality of life as good (N=108), 22% say the quality of life has improved, 44% believe it has stayed the same, and 26% believe it has declined.

Among those who rate the quality of life as fair (N=30), only 7% believe it has improved, 50% believe it has stayed the same, and 37% believe it has declined. Among those who rate the quality of life as poor or very poor (N=11) none believe the quality of life has improved, 27% believe it has stayed the same, and 55% say that it has declined.

Figure 47b: In your view, how has the quality of life changed, if at all, over the past five years? - by rating of quality of life - August 2024

