

Most Hamilton County Residents are Very Satisfied with Life in Chattanooga Area

Among all Hamilton County residents, 57% indicated that they were “very satisfied” with their life in the Chattanooga area: another 34% indicated that they were “somewhat satisfied. The remaining 8% of respondents indicated that they were “not too satisfied” (5%) or “not at all satisfied” (3%).

Chattanooga Area Residents Believe Quality of Life Matters in Efforts to Attract and Create Jobs

Quality of life matters to individuals. But many Hamilton County residents believe that it is also critical to creating new jobs in the area. Survey respondents were asked whether a series of factors were “one of the most important” or “very important” to attracting and creating jobs in Hamilton County. What mattered most?

	Total Most/Very Important	“One of the Most Important”	“Very Important”
Good Quality of Life	86%	14%	72%
Effective Local Government Free of Corruption	86%	19%	67%

Chattanooga Area Residents Rank Safety from Crime, Quality of Health Care, Clean Neighborhoods, Clean Air, Jobs and Schools as Top Factors in Determining Quality of Life

Hamilton County residents were asked to rate fifteen different factors as very important, somewhat important, not too important or not at all important to their quality of life. More than three-quarters of respondents indicated that the following factors were “very important”:

	Very Important
Safety from Crime	87%
Quality Health Care and Hospitals	86%
Clean streets and neighborhoods	79%
Clean air	78%
Availability of jobs that pay a living wage	77%
Quality schools	76%



Another five factors as “very important” were identified by between half and just under three-quarters of all respondents:

	Very Important
Affordability of Housing	72%
Place where people of all backgrounds are welcome	66%
A strong religious community	63%
A strong sense of community	58%
Parks and other outdoor recreational opportunities	56%

Three other factors were identified as very important to quality of life by less than half of all respondents – short commuting time (46%), arts and cultural opportunities (38%) and shopping opportunities (37%).

While Ratings Vary by Gender, Race and Income, Rankings of Determinants of Quality of Life are Generally the Same Across Subpopulations

Ratings for each of the factors vary by demographic subgroup. But, in general, these variations may be explained by the fact that different subgroups sometimes rate *each* factor as more important in determining quality of life. Despite differences in ratings, the rankings of different factors are remarkably uniform across different subgroups.

Women Rank Health Care, Clean Air, Shopping and Sense of Community Higher, Men Rank Jobs and Wages Higher

Higher percentages of women ranked each of the 15 factors as “very important” than their male counterparts: on average, 70% of women rated each of the factors as very important compared to 61% of men. There were relatively few differences, however, in the rankings of each of the factors based on the percentage rating the factor as “very important.”

For five factors, however, there was a “gender gap” where the percentage of women identifying a factor as “very important” was greater than the percentage of men by at least ten percent: place where people of all backgrounds are welcome (15.4%), clean air (14.2%), strong religious community (12.9%), quality health care and hospitals (12.6%) and affordable housing (10.8%).



	Total Very Important	Men (477)	Women (523)
Safety from Crime	87%	83.6%	90.7%
Quality Health Care and Hospitals	86%	79.3%	91.9%
Clean streets and neighborhoods	79%	74.2%	82.9%
Clean air	78%	70.1%	84.3%
Availability of jobs that pay a living wage	77%	73.3%	80.1%
Quality schools	76%	72.3%	80.1%
Affordability of Housing	72%	65.8%	76.6%
Place where people of all backgrounds are welcome	66%	58.3%	73.7%
A strong religious community	63%	56.4%	69.5%
A strong sense of community	58%	54.1%	60.8%
Parks and other outdoor recreational opportunities	56%	53.2%	59.2%
Short Commuting Time	46%	42.4%	50.2%
Arts and cultural opportunities	38%	34.8%	40.8%
Shopping opportunities	37%	31.8%	41.0%

African Americans Rank Health Care, Schools and Welcoming Community Higher

Higher percentages of African Americans ranked each of the 15 factors as “very important” than their white counterparts: on average, 75% of African Americans rated each of the factors as very important compared to 63% of whites. There were relatively few differences, however, in the rankings of each of the factors based on the percentage rating the factor as “very important.”

For eight factors, there was a significant gap between the percentage of African Americans identifying a factor as “very important” and the percentage of whites doing the same: in each case, the percentage for African Americans was higher than the percentage of whites by at least ten percentage points: people of all backgrounds welcome (24.9%), parks (19.1%), arts and cultural opportunities (18.2%), sense of community (18%), strong religious community (16.6%), clean air (10.9%), quality schools (10.2%) and affordability of housing (10.1%).

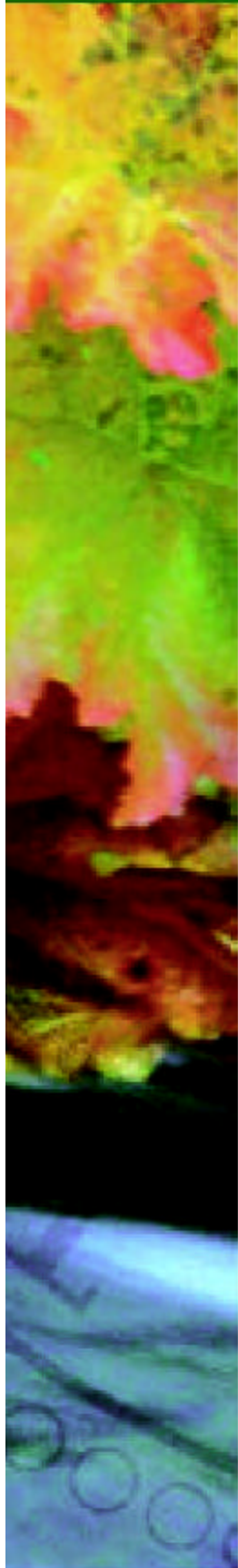


	Total Very Important	African American (183)	White (740)
Safety from Crime	87%	88.4%	86.8%
Quality Health Care and Hospitals	86%	92.7%	84.2%
Clean streets and neighborhoods	79%	86.0%	76.5%
Clean air	78%	86.3%	75.4%
Availability of jobs that pay a living wage	77%	80.4%	75.3%
Quality schools	76%	85.2%	75.0%
Affordability of Housing	72%	79.0%	68.9%
Place where people of all backgrounds are welcome	66%	86.3%	61.4%
A strong religious community	63%	76.9%	60.3%
A strong sense of community	58%	72.1%	54.1%
Parks and other outdoor recreational opportunities	56%	71.4%	52.3%
Short Commuting Time	46%	53.6%	44.3%
Arts and cultural opportunities	38%	52.4%	34.2%
Shopping opportunities	37%	43.6%	34.0%

Low and Moderate Income Residents Rank Health Care Higher and Upper Income Residents Rank Parks Slightly Higher

Higher percentages of low and moderate income respondents ranked each of the 15 factors as “very important” than their upper income counterparts: on average, 69% of low and moderate income respondents rated each of the factors as very important compared to 60% of upper income respondents. There were relatively few differences, however, in the rankings of each of the factors based on the percentage rating the factor as “very important.”

For five factors, there was a significant gap between the percentage of low and moderate income respondents identifying a factor as “very important” and the



percentage of upper income respondents doing the same: in each case, the percentage for low and moderate income respondents was higher than the percentage of upper income respondents by at least ten percentage points: shopping opportunities (14.2%), arts and cultural opportunities (13%), sense of community (12.4%), strong religious community (12.3%) and all backgrounds are welcome (10.9%).

	Total Very Important	Income < \$50,000	Income > \$50,000
Safety from Crime	87%	86.8%	86.9%
Quality Health Care and Hospitals	86%	89.0%	80.6%
Clean streets and neighborhoods	79%	82.4%	73.7%
Clean air	78%	79.5%	73.5%
Availability of jobs that pay a living wage	77%	80.3%	73.2%
Quality schools	76%	80.1%	71.9%
Affordability of Housing	72%	75.3%	67.1%
Place where people of all backgrounds are welcome	66%	70.9%	60.0%
A strong religious community	63%	66.6%	54.3%
A strong sense of community	58%	61.7%	49.3%
Parks and other outdoor recreational opportunities	56%	61.1%	52.1%
Short Commuting Time	46%	47.3%	46.3%
Arts and cultural opportunities	38%	44.1%	31.1%
Shopping opportunities	37%	41.2%	27.0%

Methodology

Results are based on a phone survey of a random sample of 1000 residents of Hamilton County conducted during April 2006 on behalf of the Community Research Council by The Mellman Group. For the overall sample, the margin of error is +/- 3.1%: margins of error are higher for subsamples. The survey was conducted as part of the State of Chattanooga Region Report (SOCRR). The full SOCRR will be released in the Fall. Questions for the SOCRR survey were developed by CRC in consultation with civic and neighborhood leaders.

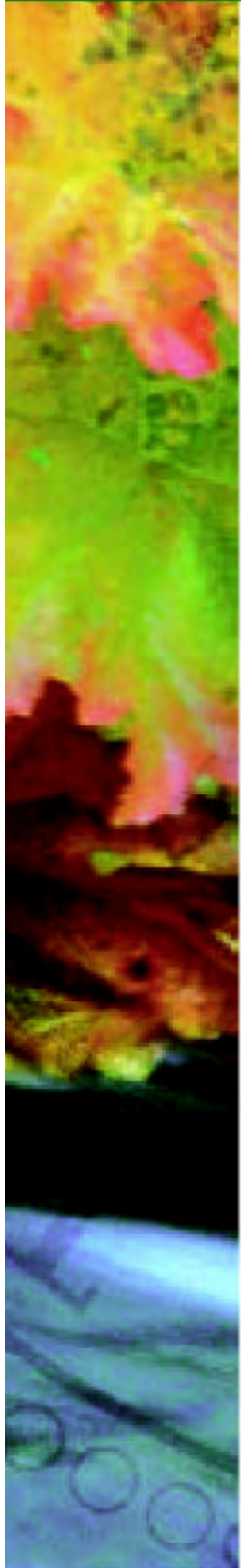


SOCRR

State of Chattanooga Region Report

Quality of Life in the Chattanooga Region

SOCRR is funded by grants from the Lyndhurst Foundation, the Benwood Foundation, the Community Foundation of Greater Chattanooga, the Public Education Foundation and First Tennessee Bank. SOCRR also receives funding through the United Way of Greater Chattanooga's allocation to the Community Research Council.



The first State of Chattanooga Region Report will be released in the Fall of 2006.

