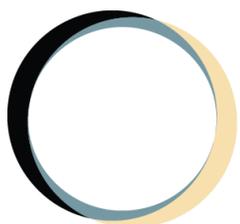


THE NCSTM
The National Citizen SurveyTM

Paducah, KY

Comparisons by Demographic Subgroups

2018



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by length of residency, household income, age and race/ethnicity.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for all respondents (360) is generally no greater than plus or minus five percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Community Characteristics and Governance ratings related to Recreation and Wellness tended to increase with age of respondent; however Participation in Recreation and Wellness activities tended to decrease with age of respondent.
- Residents who had lived in Paducah for more than 20 years tended to offer the lowest ratings to general aspects of local governance and leadership compared to their counterparts (i.e., the overall direction that Paducah is taking, overall confidence in Paducah government, etc.).
- When residents assessed their willingness to pay a monthly fee to provide funding for improvements to the stormwater drainage system, those who had lived in the community for five years or less, were younger (18-34) or who had annual household incomes above \$50,000 were more likely than their counterparts to be willing to pay a fee.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
The overall quality of life in Paducah	77%	64%	71%	64%	61%	74%	88%	68%	68%	72%	78%	50%	70%
Overall image or reputation of Paducah	61%	59%	66%	66%	55%	64%	74%	61%	59%	67%	69%	48%	63%
Paducah as a place to live	82%	74%	76%	76%	71%	79%	86%	75%	73%	79%	81%	64%	76%
Your neighborhood as a place to live	64%	69%	78%	70%	66%	72%	93%	65%	75%	75%	76%	68%	73%
Paducah as a place to raise children	82%	75%	73%	69%	71%	82%	86%	83%	69%	76%	81%	64%	75%
Paducah as a place to retire	72%	76%	73%	79%	71%	73%	73%	73%	70%	77%	73%	78%	74%
Overall appearance of Paducah	82%	63%	68%	67%	70%	72%	68%	82%	62%	66%	72%	63%	69%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Overall feeling of safety in Paducah	79%	80%	77%	60%	77%	93%	87%	80%	77%	77%	81%	71%	78%
In your neighborhood during the day	89%	88%	93%	88%	89%	95%	96%	88%	93%	91%	90%	94%	91%
In Paducah's downtown area during the day	87%	89%	91%	89%	88%	92%	94%	85%	93%	90%	89%	93%	90%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Overall ease of getting to the places you usually have to visit	80%	79%	82%	69%	82%	84%	90%	83%	79%	80%	81%	80%	80%
Traffic flow on major streets	57%	63%	63%	64%	59%	60%	71%	62%	59%	64%	63%	58%	62%
Ease of public parking	58%	47%	64%	60%	60%	48%	69%	51%	61%	59%	57%	61%	58%
Ease of travel by car in Paducah	72%	77%	75%	69%	79%	72%	82%	69%	78%	76%	74%	78%	75%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Ease of travel by public transportation in Paducah	10%	38%	47%	56%	34%	30%	11%	25%	35%	50%	35%	49%	39%
Ease of travel by bicycle in Paducah	38%	42%	49%	48%	47%	48%	27%	46%	46%	42%	40%	60%	45%
Ease of walking in Paducah	42%	54%	64%	60%	64%	55%	43%	44%	58%	63%	52%	73%	57%
Availability of paths and walking trails	41%	53%	61%	57%	59%	54%	44%	48%	49%	62%	53%	59%	55%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Quality of overall natural environment in Paducah	80%	63%	73%	61%	75%	70%	84%	64%	74%	72%	72%	71%	71%
Air quality	84%	70%	70%	62%	65%	82%	86%	71%	77%	69%	77%	63%	72%
Cleanliness of Paducah	75%	53%	60%	54%	60%	57%	76%	66%	55%	61%	63%	55%	61%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	73%	46%	57%	58%	62%	53%	55%	68%	45%	60%	59%	53%	57%
Public places where people want to spend time	67%	53%	64%	63%	59%	56%	72%	53%	62%	67%	64%	58%	61%
Variety of housing options	38%	49%	48%	42%	38%	58%	46%	35%	49%	51%	48%	44%	46%
Availability of affordable quality housing	34%	37%	45%	45%	29%	35%	60%	35%	33%	50%	43%	35%	40%
Overall quality of new development in Paducah	65%	55%	47%	55%	52%	57%	52%	53%	54%	52%	57%	43%	53%

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Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Overall economic health of Paducah	53%	45%	38%	51%	41%	47%	34%	46%	40%	45%	44%	44%	43%
Paducah as a place to work	60%	50%	54%	53%	45%	50%	80%	52%	55%	54%	59%	40%	54%
Paducah as a place to visit	69%	63%	68%	73%	57%	65%	79%	56%	60%	79%	72%	55%	67%
Employment opportunities	38%	31%	34%	38%	30%	36%	31%	36%	34%	32%	33%	39%	34%
Shopping opportunities	57%	53%	49%	59%	55%	45%	47%	43%	50%	59%	55%	45%	51%
Cost of living in Paducah	46%	47%	52%	46%	42%	48%	67%	43%	45%	55%	52%	44%	49%
Overall quality of business and service establishments in Paducah	73%	59%	66%	65%	57%	70%	74%	73%	61%	64%	73%	49%	65%
Vibrant downtown area	76%	61%	63%	64%	66%	68%	65%	68%	72%	57%	70%	56%	65%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Health and wellness opportunities in Paducah	57%	62%	61%	67%	53%	58%	67%	42%	59%	73%	64%	55%	60%
Fitness opportunities (including exercise classes and paths or trails, etc.)	62%	70%	65%	57%	72%	69%	64%	52%	69%	72%	67%	67%	66%
Recreational opportunities	66%	60%	56%	59%	51%	69%	56%	51%	60%	65%	62%	56%	59%
Availability of affordable quality food	84%	72%	68%	66%	62%	79%	86%	65%	77%	72%	74%	68%	72%
Availability of affordable quality health care	61%	61%	65%	62%	49%	67%	83%	53%	64%	69%	64%	61%	63%
Availability of preventive health services	52%	65%	65%	61%	57%	63%	75%	51%	69%	64%	62%	65%	63%
Availability of affordable quality mental health care	43%	43%	51%	50%	45%	43%	55%	40%	49%	51%	44%	55%	48%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Overall opportunities for education and enrichment	60%	58%	64%	56%	58%	61%	75%	54%	61%	68%	67%	50%	62%
Availability of affordable quality child care/preschool	33%	43%	58%	64%	37%	46%	54%	48%	40%	61%	53%	44%	50%
K-12 education	76%	70%	84%	80%	78%	71%	89%	80%	80%	78%	80%	80%	79%
Adult educational opportunities	73%	75%	67%	76%	64%	74%	66%	72%	66%	73%	73%	67%	70%
Opportunities to attend cultural/arts/music activities	73%	79%	73%	72%	66%	77%	87%	71%	75%	77%	82%	57%	75%
Opportunities to participate in religious or spiritual events and activities	79%	84%	85%	81%	76%	82%	98%	74%	86%	86%	87%	73%	83%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Opportunities to participate in social events and activities	73%	65%	64%	64%	57%	71%	75%	68%	64%	65%	70%	56%	65%
Opportunities to volunteer	81%	76%	74%	73%	68%	81%	85%	67%	80%	77%	81%	63%	76%
Opportunities to participate in community matters	58%	69%	61%	66%	56%	61%	73%	53%	72%	60%	66%	57%	63%
Openness and acceptance of the community toward people of diverse backgrounds	42%	52%	54%	44%	48%	56%	57%	47%	53%	51%	58%	33%	51%
Neighborliness of residents in Paducah	46%	63%	57%	55%	54%	50%	81%	38%	69%	58%	61%	48%	57%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
The City of Paducah	77%	67%	62%	64%	66%	66%	74%	67%	65%	67%	70%	58%	66%
The value of services for the taxes paid to Paducah	53%	47%	40%	50%	45%	40%	48%	51%	36%	48%	47%	40%	44%
The overall direction that Paducah is taking	69%	55%	43%	54%	51%	55%	48%	69%	46%	46%	56%	41%	51%

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Percent rating positively (e.g., excellent/good)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
The job Paducah government does at welcoming citizen involvement	54%	57%	43%	57%	45%	50%	43%	57%	46%	47%	54%	39%	49%
Overall confidence in Paducah government	51%	54%	36%	41%	45%	51%	40%	53%	44%	39%	46%	42%	44%
Generally acting in the best interest of the community	61%	60%	39%	50%	49%	51%	49%	60%	52%	41%	50%	50%	49%
Being honest	49%	56%	42%	48%	45%	47%	55%	54%	45%	46%	48%	47%	47%
Treating all residents fairly	44%	43%	41%	41%	40%	47%	45%	51%	35%	43%	47%	33%	42%
Overall customer service by Paducah employees (police, receptionists, planners, etc.)	67%	73%	67%	73%	65%	65%	79%	65%	67%	72%	74%	58%	69%
The Federal Government	32%	36%	47%	44%	41%	34%	46%	31%	41%	47%	43%	37%	41%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Police services	83%	81%	75%	71%	69%	87%	91%	74%	75%	83%	83%	65%	78%
Fire services	97%	88%	89%	82%	91%	98%	90%	83%	92%	92%	91%	88%	90%
Ambulance or emergency medical services	80%	82%	91%	85%	83%	87%	96%	79%	88%	90%	89%	81%	87%
Crime prevention	59%	75%	66%	65%	64%	70%	78%	67%	64%	70%	72%	55%	68%
Fire prevention and education	74%	77%	71%	71%	78%	72%	80%	68%	72%	79%	76%	69%	74%
Animal control	64%	50%	57%	62%	45%	59%	65%	60%	61%	51%	57%	54%	57%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	44%	64%	65%	65%	64%	52%	65%	42%	64%	70%	62%	59%	61%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Traffic enforcement	70%	74%	65%	63%	66%	72%	78%	68%	70%	67%	71%	65%	69%
Street repair	33%	23%	34%	33%	26%	25%	52%	33%	28%	31%	29%	34%	31%
Street cleaning	63%	45%	56%	54%	55%	44%	78%	55%	51%	57%	56%	49%	55%

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Percent rating positively (e.g., excellent/good)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Street lighting	53%	54%	62%	56%	51%	54%	80%	46%	63%	59%	60%	52%	58%
Snow removal	32%	36%	50%	45%	43%	36%	48%	35%	43%	46%	45%	38%	43%
Sidewalk maintenance	35%	28%	36%	40%	31%	29%	36%	35%	31%	34%	35%	28%	33%
Traffic signal timing	38%	46%	46%	45%	46%	42%	45%	39%	46%	46%	42%	50%	44%
Bus or transit services	15%	44%	56%	52%	50%	37%	35%	13%	46%	67%	40%	60%	47%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Garbage collection	65%	72%	75%	78%	68%	71%	70%	58%	75%	78%	72%	73%	72%
Recycling	22%	55%	49%	47%	57%	34%	53%	28%	57%	49%	40%	59%	46%
Yard waste pick-up	37%	49%	50%	57%	45%	38%	56%	40%	47%	52%	45%	54%	48%
Drinking water	40%	54%	69%	58%	51%	58%	75%	48%	57%	66%	62%	53%	59%
Preservation of natural areas such as open space, farmlands and greenbelts	58%	62%	54%	67%	59%	51%	52%	57%	56%	59%	55%	66%	57%
Paducah open space	62%	50%	55%	62%	57%	44%	57%	57%	49%	59%	52%	62%	56%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Storm drainage	38%	46%	42%	50%	36%	39%	50%	55%	37%	41%	42%	43%	43%
Sewer services	54%	78%	69%	74%	57%	70%	82%	65%	70%	70%	74%	55%	69%
Power (electric and/or gas) utility	52%	65%	59%	63%	55%	54%	72%	55%	55%	65%	63%	48%	59%
Utility billing	47%	56%	50%	60%	51%	44%	56%	50%	42%	60%	55%	42%	51%
Land use, planning and zoning	44%	46%	44%	61%	42%	36%	43%	56%	42%	40%	43%	51%	45%
Code enforcement (weeds, abandoned buildings, etc.)	34%	33%	33%	43%	29%	30%	32%	42%	34%	27%	31%	37%	33%
Cable television	26%	32%	30%	38%	28%	27%	30%	27%	26%	35%	27%	36%	30%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Economic development	54%	37%	40%	48%	42%	41%	35%	56%	39%	35%	43%	40%	42%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
City parks	89%	81%	75%	74%	70%	89%	87%	79%	77%	83%	83%	72%	79%
Recreation programs or classes	70%	74%	71%	75%	60%	80%	70%	77%	68%	72%	72%	72%	72%
Recreation centers or facilities	53%	58%	62%	66%	56%	54%	60%	65%	54%	60%	63%	51%	59%
Health services	71%	71%	69%	66%	67%	67%	87%	57%	77%	73%	74%	62%	70%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Public library services	95%	87%	83%	81%	90%	86%	92%	85%	87%	87%	91%	77%	87%
City-sponsored special events	69%	60%	60%	57%	61%	63%	66%	62%	58%	63%	63%	58%	61%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Public information services	51%	71%	65%	67%	70%	56%	70%	54%	70%	66%	63%	69%	64%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Sense of community	58%	58%	59%	63%	51%	58%	70%	54%	58%	62%	62%	54%	58%
Recommend living in Paducah to someone who asks	90%	76%	82%	81%	80%	80%	93%	82%	78%	85%	83%	79%	82%
Remain in Paducah for the next five years	79%	78%	81%	81%	76%	76%	89%	65%	76%	91%	82%	73%	79%
Contacted the City of Paducah (in-person, phone, email or web) for help or information	42%	36%	34%	28%	29%	42%	50%	33%	33%	41%	41%	22%	37%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Was NOT the victim of a crime	84%	88%	90%	89%	87%	87%	90%	86%	86%	90%	87%	91%	88%
Did NOT report a crime	77%	84%	79%	77%	84%	79%	83%	82%	79%	79%	79%	85%	80%
Stocked supplies in preparation for an emergency	25%	43%	44%	28%	51%	39%	37%	41%	43%	38%	35%	53%	40%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Walked or biked instead of driving	50%	48%	39%	60%	35%	44%	36%	52%	46%	37%	44%	43%	44%
Carpooled with other adults or children instead of driving alone	47%	43%	36%	43%	35%	42%	45%	41%	50%	32%	39%	43%	40%
Used bus or other public transportation instead of driving	5%	17%	18%	42%	13%	2%	1%	9%	19%	16%	10%	28%	16%

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Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Recycle at home	41%	60%	52%	49%	45%	58%	59%	52%	45%	58%	56%	42%	52%
Made efforts to make your home more energy efficient	56%	66%	72%	67%	71%	67%	54%	59%	64%	73%	68%	63%	67%
Made efforts to conserve water	66%	72%	65%	69%	67%	68%	61%	63%	67%	70%	67%	66%	67%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
NOT under housing cost stress	95%	79%	75%	39%	90%	95%	99%	91%	82%	72%	84%	70%	80%
Did NOT observe a code violation	46%	36%	46%	47%	48%	37%	37%	43%	48%	37%	42%	49%	43%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Purchase goods or services from a business located in Paducah	97%	93%	93%	82%	98%	97%	100%	100%	92%	91%	96%	88%	93%
Economy will have positive impact on income	31%	27%	31%	23%	16%	39%	49%	30%	29%	30%	33%	20%	30%
Work in Paducah	59%	62%	47%	31%	65%	62%	63%	59%	72%	33%	53%	58%	54%

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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Used Paducah recreation centers or their services	62%	66%	48%	40%	52%	68%	68%	57%	60%	50%	59%	46%	56%
Visited a neighborhood park or City park	96%	92%	81%	77%	93%	90%	89%	92%	91%	80%	86%	90%	87%
Eat at least 5 portions of fruits and vegetables a day	87%	81%	75%	67%	81%	80%	93%	86%	76%	76%	82%	71%	79%
Participate in moderate or vigorous physical activity	76%	78%	78%	64%	72%	85%	96%	83%	82%	70%	79%	77%	78%
Reported being in "very good" or "excellent" health	58%	43%	45%	16%	37%	67%	81%	60%	45%	39%	53%	34%	47%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Used McCracken County Public Library or its services	79%	69%	65%	71%	71%	67%	62%	72%	66%	67%	66%	75%	69%
Participated in religious or spiritual activities in Paducah	55%	59%	70%	61%	50%	66%	82%	53%	55%	78%	64%	61%	64%
Attended a City-sponsored event	63%	65%	52%	38%	52%	74%	76%	55%	64%	55%	60%	52%	58%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Campaigned or advocated for an issue, cause or candidate	22%	39%	27%	16%	26%	35%	47%	30%	28%	29%	29%	27%	30%
Contacted Paducah elected officials (in-person, phone, email or web) to express your opinion	22%	24%	19%	18%	14%	25%	25%	24%	17%	21%	24%	11%	21%
Volunteered your time to some group/activity in Paducah	47%	46%	47%	38%	32%	65%	57%	48%	46%	47%	51%	36%	47%
Participated in a club	27%	30%	31%	25%	15%	43%	44%	25%	25%	38%	31%	26%	30%
Talked to or visited with your immediate neighbors	78%	93%	85%	84%	85%	85%	91%	72%	91%	90%	88%	80%	86%
Done a favor for a neighbor	64%	88%	78%	69%	81%	74%	88%	60%	84%	84%	79%	76%	78%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Attended a local public meeting	31%	28%	25%	14%	18%	47%	30%	33%	27%	23%	27%	27%	27%
Watched (online or on television) a local public meeting	33%	40%	41%	25%	43%	48%	34%	32%	36%	47%	37%	45%	40%
Read or watch local news (via television, paper, computer, etc.)	70%	91%	87%	86%	85%	83%	83%	74%	84%	93%	84%	87%	85%
Vote in local elections	65%	84%	83%	70%	74%	85%	96%	78%	72%	88%	83%	74%	80%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Overall feeling of safety in Paducah	96%	81%	86%	88%	88%	85%	81%	77%	86%	92%	87%	84%	87%
Overall ease of getting to the places you usually have to visit	80%	81%	78%	86%	77%	80%	73%	74%	80%	82%	78%	83%	79%
Quality of overall natural environment in Paducah	89%	79%	76%	82%	77%	80%	80%	72%	84%	80%	82%	71%	79%
Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	79%	75%	72%	77%	72%	76%	73%	70%	73%	78%	72%	79%	74%
Health and wellness opportunities in Paducah	83%	84%	77%	81%	87%	77%	72%	69%	80%	87%	79%	83%	80%
Overall opportunities for education and enrichment	91%	89%	85%	83%	86%	93%	84%	82%	88%	89%	86%	90%	87%
Overall economic health of Paducah	95%	99%	93%	91%	93%	99%	97%	93%	98%	94%	96%	93%	95%
Sense of community	88%	82%	78%	86%	77%	82%	78%	80%	79%	85%	81%	83%	81%

Table 29: Stormwater in Paducah

Please answer either no or yes to each of the following questions related to stormwater in Paducah. (Percent yes).	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
In the last 5 years, have you witnessed any street flooding in Paducah?	83%	90%	85%	69%	91%	93%	93%	80%	88%	88%	86%	84%	86%
Does stormwater runoff from your property contribute to flooding in the City?	14%	11%	21%	16%	25%	12%	10%	10%	20%	17%	14%	21%	16%

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Please answer either no or yes to each of the following questions related to stormwater in Paducah. (Percent yes).	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Do you believe the City currently is responsible for all maintenance of storm sewers and open channels located on private property?	37%	62%	58%	65%	57%	50%	45%	55%	49%	61%	54%	56%	55%
Should the City do more to repair and replace aging stormwater drainage infrastructure?	86%	89%	91%	91%	83%	91%	94%	85%	87%	94%	88%	92%	89%
Should the City do more to reduce local flooding?	87%	86%	88%	92%	85%	86%	86%	85%	87%	89%	85%	91%	87%
Should the City do more to improve water quality?	88%	80%	74%	84%	78%	84%	67%	78%	81%	77%	74%	91%	79%

Table 30: Importance of Stormwater Initiatives

Please rate how important, if at all, you think it is for the City to work on each of the following stormwater initiatives. (Percent rating as "essential" or "very important").	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Maintaining the stormwater drainage systems	86%	95%	89%	94%	87%	88%	90%	83%	88%	96%	90%	88%	90%
Building projects that reduce local flooding	79%	90%	82%	88%	80%	81%	87%	80%	77%	91%	85%	79%	84%
Helping residents solve drainage problems on their property	83%	81%	80%	86%	82%	81%	74%	88%	77%	81%	81%	79%	81%
Improving the water quality in the local rivers, creeks and ponds	89%	88%	84%	91%	89%	88%	81%	89%	85%	88%	87%	85%	86%

Table 31: Willingness to Pay Fee for Stormwater Drainage Improvements

(Percent yes).	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Would you be willing to pay a monthly fee to provide funding for improvements to the stormwater drainage system within the City to reduce flooding?	57%	47%	30%	26%	29%	56%	63%	53%	44%	32%	47%	26%	41%

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Table 32: Question 17

(Percent willing to pay at least \$1). If yes, how much would you be willing to pay per month?	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
	100%	100%	97%	93%	100%	100%	100%	100%	100%	97%	100%	95%	99%

Table 33: Question 18

Please rate how important, if at all, do you think the following improvements would be in increasing your likelihood to walk in Paducah. (Percent rating as "essential" or "very important").	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
The addition of more sidewalks	74%	79%	62%	80%	64%	70%	72%	72%	74%	66%	69%	72%	70%
Improved sidewalks and/or connections between sidewalks, greenways and public transit	87%	76%	63%	80%	64%	74%	76%	75%	76%	67%	72%	71%	72%
Improved street lighting	83%	75%	69%	78%	77%	76%	63%	81%	73%	71%	69%	85%	74%
The addition of more greenway trails	63%	52%	43%	55%	40%	51%	60%	62%	49%	43%	52%	42%	49%

Table 34: Question 19

Please rate how important, if at all, the following neighborhood features and qualities are to you when deciding where to live. (Percent rating as "essential" or "very important").	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Safety of the community and level of crime	99%	93%	96%	92%	97%	97%	99%	91%	100%	97%	96%	98%	96%
High quality local schools	77%	80%	80%	71%	81%	82%	88%	79%	79%	80%	78%	83%	79%
Affordability of housing	87%	96%	90%	94%	96%	96%	70%	94%	90%	91%	90%	95%	91%
Hospitals and doctors' offices	61%	86%	79%	86%	86%	69%	59%	61%	79%	87%	72%	91%	78%
Level of property taxes and other local taxes	85%	76%	88%	79%	90%	85%	81%	79%	84%	87%	81%	90%	84%
Cultural resources (i.e., libraries, theaters, etc.)	60%	72%	67%	77%	72%	56%	70%	69%	66%	68%	67%	71%	68%
Privacy from neighbors	66%	60%	64%	72%	67%	58%	54%	71%	56%	65%	61%	67%	63%
Parks, playgrounds and trails nearby	78%	66%	63%	71%	75%	64%	61%	78%	70%	60%	64%	75%	67%
Length of commute to work or school	80%	60%	64%	73%	69%	59%	63%	67%	76%	56%	60%	80%	66%
Presence of sidewalks	68%	73%	72%	87%	74%	64%	64%	74%	74%	69%	69%	80%	72%
Presence of trees	76%	74%	67%	70%	73%	72%	76%	65%	75%	71%	75%	60%	71%
Easy walk to other places and amenities in the community	57%	69%	60%	77%	71%	47%	54%	68%	58%	62%	61%	65%	62%

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Please rate how important, if at all, the following neighborhood features and qualities are to you when deciding where to live. (Percent rating as "essential" or "very important").	Length of Residency			Household income				Age			Race/ethnicity		Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	
Availability and quality of public transportation	33%	59%	49%	71%	57%	38%	22%	39%	52%	52%	45%	60%	49%
Shops and restaurants within walking/biking distance of your house	47%	59%	50%	70%	60%	42%	31%	57%	55%	46%	47%	66%	52%