



THE NCSTM
The National Citizen SurveyTM

Paducah, KY
Technical Appendices

2018



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

Appendix A: Complete Survey Responses	1
Appendix B: Benchmark Comparisons	21
Appendix C: Detailed Survey Methods	37
Appendix D: Survey Materials	42



The National Citizen Survey™
© 2001-2018 National Research Center, Inc.

The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Paducah:	Excellent		Good		Fair		Poor		Total	
Paducah as a place to live	30%	N=107	46%	N=162	22%	N=77	2%	N=7	100%	N=352
Your neighborhood as a place to live	31%	N=110	42%	N=149	20%	N=71	7%	N=24	100%	N=354
Paducah as a place to raise children	28%	N=89	48%	N=153	20%	N=64	5%	N=16	100%	N=321
Paducah as a place to work	14%	N=45	40%	N=134	32%	N=107	14%	N=48	100%	N=334
Paducah as a place to visit	26%	N=89	42%	N=145	26%	N=92	7%	N=23	100%	N=349
Paducah as a place to retire	29%	N=95	45%	N=149	20%	N=66	6%	N=19	100%	N=328
The overall quality of life in Paducah	20%	N=69	50%	N=176	25%	N=89	5%	N=16	100%	N=350

Table 2: Question 2

Please rate each of the following characteristics as they relate to Paducah as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Paducah	20%	N=69	58%	N=206	20%	N=71	2%	N=8	100%	N=354
Overall ease of getting to the places you usually have to visit	34%	N=122	46%	N=162	16%	N=55	4%	N=15	100%	N=355
Quality of overall natural environment in Paducah	22%	N=76	49%	N=171	26%	N=93	3%	N=10	100%	N=349
Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	13%	N=45	44%	N=152	35%	N=121	8%	N=29	100%	N=348
Health and wellness opportunities in Paducah	19%	N=65	42%	N=144	32%	N=112	7%	N=25	100%	N=347
Overall opportunities for education and enrichment	20%	N=70	41%	N=141	31%	N=107	7%	N=25	100%	N=343
Overall economic health of Paducah	7%	N=25	36%	N=121	39%	N=132	18%	N=61	100%	N=340
Sense of community	15%	N=52	43%	N=150	30%	N=105	11%	N=39	100%	N=346
Overall image or reputation of Paducah	16%	N=57	46%	N=163	29%	N=103	8%	N=28	100%	N=350

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Paducah to someone who asks	36%	N=126	46%	N=161	10%	N=35	8%	N=29	100%	N=351
Remain in Paducah for the next five years	56%	N=191	24%	N=81	12%	N=40	9%	N=31	100%	N=343

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	62%	N=218	29%	N=103	5%	N=18	2%	N=8	2%	N=6	100%	N=353
In Paducah's downtown area during the day	61%	N=210	29%	N=99	7%	N=23	1%	N=4	2%	N=8	100%	N=344

The National Citizen Survey™

Table 5: Question 5

Please rate each of the following characteristics as they relate to Paducah as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	12%	N=41	50%	N=177	29%	N=101	10%	N=34	100%	N=353
Ease of public parking	15%	N=52	43%	N=151	32%	N=114	10%	N=35	100%	N=352
Ease of travel by car in Paducah	20%	N=71	54%	N=189	22%	N=75	4%	N=13	100%	N=348
Ease of travel by public transportation in Paducah	8%	N=16	31%	N=64	36%	N=75	25%	N=52	100%	N=207
Ease of travel by bicycle in Paducah	11%	N=28	34%	N=88	36%	N=94	19%	N=50	100%	N=260
Ease of walking in Paducah	19%	N=64	38%	N=127	28%	N=92	15%	N=51	100%	N=333
Availability of paths and walking trails	19%	N=63	35%	N=113	31%	N=100	14%	N=45	100%	N=322
Air quality	19%	N=65	54%	N=186	22%	N=78	5%	N=18	100%	N=346
Cleanliness of Paducah	12%	N=42	49%	N=173	30%	N=105	10%	N=35	100%	N=355
Overall appearance of Paducah	12%	N=42	57%	N=201	24%	N=86	7%	N=23	100%	N=352
Public places where people want to spend time	16%	N=54	46%	N=157	31%	N=105	8%	N=28	100%	N=344
Variety of housing options	13%	N=41	34%	N=110	36%	N=118	17%	N=56	100%	N=324
Availability of affordable quality housing	8%	N=24	32%	N=101	36%	N=113	24%	N=74	100%	N=313
Fitness opportunities (including exercise classes and paths or trails, etc.)	20%	N=66	46%	N=153	27%	N=88	8%	N=26	100%	N=333
Recreational opportunities	10%	N=34	49%	N=168	27%	N=92	14%	N=47	100%	N=341
Availability of affordable quality food	20%	N=70	53%	N=187	21%	N=75	7%	N=23	100%	N=356
Availability of affordable quality health care	18%	N=64	45%	N=156	28%	N=99	9%	N=30	100%	N=349
Availability of preventive health services	19%	N=64	44%	N=151	28%	N=97	9%	N=31	100%	N=343
Availability of affordable quality mental health care	13%	N=35	35%	N=97	32%	N=89	20%	N=57	100%	N=278

Table 6: Question 6

Please rate each of the following characteristics as they relate to Paducah as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	16%	N=36	34%	N=74	36%	N=79	14%	N=30	100%	N=219
K-12 education	26%	N=73	53%	N=148	17%	N=47	4%	N=13	100%	N=280
Adult educational opportunities	23%	N=69	48%	N=143	22%	N=66	7%	N=22	100%	N=300
Opportunities to attend cultural/arts/music activities	32%	N=106	43%	N=143	20%	N=65	5%	N=18	100%	N=333
Opportunities to participate in religious or spiritual events and activities	40%	N=125	43%	N=136	13%	N=42	3%	N=10	100%	N=314
Employment opportunities	6%	N=18	28%	N=91	41%	N=130	26%	N=82	100%	N=322
Shopping opportunities	12%	N=40	40%	N=139	36%	N=125	13%	N=45	100%	N=349
Cost of living in Paducah	12%	N=42	37%	N=128	40%	N=139	11%	N=38	100%	N=347
Overall quality of business and service establishments in Paducah	10%	N=35	55%	N=190	30%	N=104	5%	N=18	100%	N=347
Vibrant downtown area	22%	N=76	43%	N=148	26%	N=90	10%	N=33	100%	N=347
Overall quality of new development in Paducah	10%	N=33	42%	N=138	31%	N=100	16%	N=53	100%	N=324
Opportunities to participate in social events and activities	22%	N=72	44%	N=145	26%	N=85	9%	N=29	100%	N=332
Opportunities to volunteer	26%	N=83	50%	N=158	19%	N=62	5%	N=16	100%	N=318
Opportunities to participate in community matters	17%	N=51	46%	N=143	25%	N=76	13%	N=39	100%	N=309
Openness and acceptance of the community toward people of diverse backgrounds	11%	N=36	40%	N=124	33%	N=105	16%	N=49	100%	N=315
Neighborliness of residents in Paducah	15%	N=49	42%	N=141	38%	N=126	6%	N=20	100%	N=336

The National Citizen Survey™

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	33%	N=115	67%	N=237	100%	N=352
Made efforts to make your home more energy efficient	33%	N=115	67%	N=237	100%	N=352
Observed a code violation or other hazard in Paducah (weeds, abandoned buildings, etc.)	43%	N=148	57%	N=199	100%	N=347
Household member was a victim of a crime in Paducah	88%	N=309	12%	N=43	100%	N=352
Reported a crime to the police in Paducah	80%	N=283	20%	N=69	100%	N=352
Stocked supplies in preparation for an emergency	60%	N=211	40%	N=142	100%	N=353
Campaigned or advocated for an issue, cause or candidate	70%	N=249	30%	N=105	100%	N=354
Contacted the City of Paducah (in-person, phone, email or web) for help or information	63%	N=223	37%	N=129	100%	N=352
Contacted Paducah elected officials (in-person, phone, email or web) to express your opinion	79%	N=277	21%	N=74	100%	N=351

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Paducah?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Paducah recreation centers or their services	8%	N=28	19%	N=67	29%	N=103	44%	N=156	100%	N=354
Visited a neighborhood park or City park	16%	N=58	32%	N=112	39%	N=139	13%	N=46	100%	N=354
Used McCracken County Public Library or its services	13%	N=46	20%	N=69	36%	N=127	31%	N=110	100%	N=352
Participated in religious or spiritual activities in Paducah	28%	N=98	23%	N=81	13%	N=46	36%	N=126	100%	N=351
Attended a City-sponsored event	5%	N=19	12%	N=42	41%	N=145	42%	N=148	100%	N=354
Used bus or other public transportation instead of driving	4%	N=15	4%	N=15	7%	N=25	84%	N=300	100%	N=356
Carpooled with other adults or children instead of driving alone	10%	N=37	12%	N=41	18%	N=64	60%	N=211	100%	N=353
Walked or biked instead of driving	13%	N=47	13%	N=44	18%	N=63	56%	N=198	100%	N=353
Volunteered your time to some group/activity in Paducah	10%	N=34	14%	N=50	23%	N=79	53%	N=187	100%	N=351
Participated in a club	6%	N=20	14%	N=49	10%	N=35	70%	N=244	100%	N=349
Talked to or visited with your immediate neighbors	40%	N=139	27%	N=96	19%	N=68	14%	N=49	100%	N=352
Done a favor for a neighbor	22%	N=77	26%	N=91	31%	N=108	22%	N=76	100%	N=352

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	2%	N=7	4%	N=15	21%	N=73	73%	N=258	100%	N=353
Watched (online or on television) a local public meeting	3%	N=12	7%	N=25	29%	N=102	60%	N=212	100%	N=352

Table 10: Question 10

Please rate the quality of each of the following services in Paducah:	Excellent		Good		Fair		Poor		Total	
Police services	31%	N=104	47%	N=158	16%	N=53	6%	N=19	100%	N=335
Fire services	39%	N=122	51%	N=161	9%	N=29	1%	N=2	100%	N=315
Ambulance or emergency medical services	38%	N=120	49%	N=155	11%	N=34	2%	N=8	100%	N=317
Crime prevention	21%	N=65	47%	N=144	24%	N=74	9%	N=26	100%	N=309
Fire prevention and education	23%	N=67	51%	N=147	24%	N=70	2%	N=6	100%	N=290
Traffic enforcement	19%	N=61	50%	N=163	23%	N=74	9%	N=28	100%	N=326

The National Citizen Survey™

Please rate the quality of each of the following services in Paducah:	Excellent		Good		Fair		Poor		Total	
Street repair	5%	N=18	26%	N=90	39%	N=135	31%	N=107	100%	N=349
Street cleaning	9%	N=32	45%	N=157	30%	N=103	16%	N=54	100%	N=346
Street lighting	9%	N=32	48%	N=169	33%	N=115	9%	N=33	100%	N=349
Snow removal	9%	N=32	33%	N=115	37%	N=130	20%	N=69	100%	N=346
Sidewalk maintenance	7%	N=21	27%	N=86	40%	N=129	26%	N=85	100%	N=321
Traffic signal timing	7%	N=25	37%	N=128	37%	N=126	19%	N=66	100%	N=345
Bus or transit services	8%	N=15	39%	N=76	40%	N=77	13%	N=24	100%	N=191
Garbage collection	24%	N=83	48%	N=169	21%	N=72	7%	N=25	100%	N=349
Recycling	14%	N=35	33%	N=86	38%	N=98	16%	N=41	100%	N=261
Yard waste pick-up	13%	N=39	35%	N=105	31%	N=92	22%	N=66	100%	N=303
Storm drainage	8%	N=27	34%	N=110	35%	N=113	22%	N=71	100%	N=321
Drinking water	15%	N=51	44%	N=151	27%	N=93	14%	N=49	100%	N=344
Sewer services	15%	N=48	54%	N=173	25%	N=82	6%	N=19	100%	N=323
Power (electric and/or gas) utility	16%	N=56	43%	N=147	27%	N=92	14%	N=48	100%	N=343
Utility billing	11%	N=36	40%	N=134	34%	N=114	14%	N=48	100%	N=332
City parks	24%	N=83	55%	N=188	17%	N=59	3%	N=12	100%	N=342
Recreation programs or classes	19%	N=47	53%	N=130	23%	N=56	6%	N=14	100%	N=246
Recreation centers or facilities	15%	N=40	44%	N=116	33%	N=87	8%	N=22	100%	N=265
Land use, planning and zoning	10%	N=26	35%	N=95	38%	N=102	17%	N=47	100%	N=270
Code enforcement (weeds, abandoned buildings, etc.)	7%	N=21	26%	N=74	41%	N=117	26%	N=73	100%	N=286
Animal control	7%	N=21	49%	N=138	31%	N=88	12%	N=34	100%	N=281
Economic development	8%	N=24	34%	N=105	34%	N=104	25%	N=78	100%	N=311
Health services	16%	N=55	54%	N=180	24%	N=81	6%	N=19	100%	N=335
Public library services	41%	N=129	46%	N=145	12%	N=39	1%	N=2	100%	N=315
Public information services	20%	N=56	44%	N=126	30%	N=85	6%	N=16	100%	N=283
Cable television	9%	N=27	21%	N=65	33%	N=99	37%	N=112	100%	N=303
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	N=59	41%	N=122	31%	N=93	8%	N=22	100%	N=296
Preservation of natural areas such as open space, farmlands and greenbelts	16%	N=44	41%	N=109	32%	N=86	11%	N=30	100%	N=269
Paducah open space	13%	N=35	43%	N=117	36%	N=98	9%	N=24	100%	N=274
City-sponsored special events	17%	N=51	44%	N=130	27%	N=78	12%	N=35	100%	N=294
Overall customer service by Paducah employees (police, receptionists, planners, etc.)	18%	N=57	52%	N=166	20%	N=65	10%	N=34	100%	N=322

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Paducah	13%	N=44	53%	N=182	24%	N=81	10%	N=34	100%	N=340
The Federal Government	6%	N=19	35%	N=110	37%	N=115	23%	N=72	100%	N=316

The National Citizen Survey™

Table 12: Question 12

Please rate the following categories of Paducah government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Paducah	10%	N=30	35%	N=110	39%	N=124	16%	N=52	100%	N=317
The overall direction that Paducah is taking	14%	N=45	38%	N=123	30%	N=98	18%	N=60	100%	N=327
The job Paducah government does at welcoming citizen involvement	12%	N=36	37%	N=113	35%	N=108	16%	N=48	100%	N=304
Overall confidence in Paducah government	11%	N=35	33%	N=110	34%	N=112	22%	N=71	100%	N=328
Generally acting in the best interest of the community	12%	N=39	37%	N=120	28%	N=92	22%	N=72	100%	N=324
Being honest	11%	N=33	36%	N=111	34%	N=102	19%	N=58	100%	N=304
Treating all residents fairly	12%	N=37	31%	N=96	33%	N=103	25%	N=78	100%	N=314

Table 13: Question 13

Please rate how important, if at all, you think it is for the Paducah community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Paducah	47%	N=162	40%	N=140	11%	N=37	3%	N=10	100%	N=348
Overall ease of getting to the places you usually have to visit	25%	N=88	54%	N=187	17%	N=59	4%	N=13	100%	N=347
Quality of overall natural environment in Paducah	26%	N=90	53%	N=184	18%	N=62	3%	N=9	100%	N=345
Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	29%	N=100	45%	N=157	22%	N=78	3%	N=12	100%	N=346
Health and wellness opportunities in Paducah	39%	N=136	41%	N=141	18%	N=61	2%	N=7	100%	N=345
Overall opportunities for education and enrichment	42%	N=144	46%	N=158	11%	N=39	1%	N=5	100%	N=346
Overall economic health of Paducah	56%	N=194	39%	N=136	4%	N=14	1%	N=3	100%	N=347
Sense of community	35%	N=120	47%	N=161	16%	N=55	3%	N=9	100%	N=345

Table 14: Question 14

Please answer either no or yes to each of the following questions related to stormwater in Paducah.	No		Yes		Total	
	%	N	%	N	%	N
In the last 5 years, have you witnessed any street flooding in Paducah?	14%	N=49	86%	N=306	100%	N=355
Does stormwater runoff from your property contribute to flooding in the City?	84%	N=291	16%	N=57	100%	N=349
Do you believe the City currently is responsible for all maintenance of storm sewers and open channels located on private property?	45%	N=157	55%	N=190	100%	N=346
Should the City do more to repair and replace aging stormwater drainage infrastructure?	11%	N=39	89%	N=313	100%	N=352
Should the City do more to reduce local flooding?	13%	N=46	87%	N=305	100%	N=351
Should the City do more to improve water quality?	21%	N=75	79%	N=279	100%	N=354

Table 15: Question 15

Please rate how important, if at all, you think it is for the City to work on each of the following stormwater initiatives.	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Maintaining the stormwater drainage systems	49%	N=171	41%	N=143	10%	N=35	0%	N=0	100%	N=349
Building projects that reduce local flooding	37%	N=128	47%	N=165	15%	N=52	1%	N=5	100%	N=349
Helping residents solve drainage problems on their property	35%	N=123	46%	N=159	17%	N=58	2%	N=8	100%	N=349
Improving the water quality in the local rivers, creeks and ponds	48%	N=167	38%	N=133	12%	N=42	1%	N=5	100%	N=347

The National Citizen Survey™

Table 16: Question 16

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?	Percent	Number
Yes	41%	N=109
No	59%	N=156
Total	100%	N=265

Table 17: Question 17

If yes, how much would you be willing to pay per month?	Percent	Number
>\$10	15%	N=16
\$7-10	24%	N=26
\$4-7	28%	N=31
\$1-4	32%	N=35
Not willing to pay	1%	N=1
Total	100%	N=109

Table 18: 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.	Essential		Very important		Somewhat important		Not at all important		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
The addition of more sidewalks	39%	N=135	31%	N=109	20%	N=68	10%	N=36	100%	N=348
Improved sidewalks and/or connections between sidewalks, greenways and public transit	40%	N=141	31%	N=110	21%	N=73	7%	N=25	100%	N=349
Improved street lighting	36%	N=124	38%	N=130	21%	N=71	5%	N=19	100%	N=343
The addition of more greenway trails	29%	N=99	21%	N=71	32%	N=110	19%	N=66	100%	N=347

Table 19: Question 19

Please rate how important, if at all, the following neighborhood features and qualities are to you when deciding where to live.	Essential		Very important		Somewhat important		Not at all important		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Safety of the community and level of crime	66%	N=233	30%	N=107	4%	N=14	0%	N=0	100%	N=354
High quality local schools	52%	N=183	27%	N=96	11%	N=38	10%	N=34	100%	N=350
Affordability of housing	54%	N=192	37%	N=130	8%	N=28	1%	N=3	100%	N=354
Hospitals and doctors' offices	38%	N=133	40%	N=139	19%	N=68	3%	N=10	100%	N=350
Level of property taxes and other local taxes	43%	N=151	41%	N=143	13%	N=46	3%	N=10	100%	N=350
Cultural resources (i.e., libraries, theaters, etc.)	36%	N=126	32%	N=114	27%	N=95	6%	N=20	100%	N=355
Privacy from neighbors	29%	N=103	34%	N=119	31%	N=110	5%	N=19	100%	N=351
Parks, playgrounds and trails nearby	33%	N=114	34%	N=119	26%	N=88	7%	N=25	100%	N=346
Length of commute to work or school	31%	N=108	35%	N=120	25%	N=87	9%	N=31	100%	N=346
Presence of sidewalks	37%	N=127	35%	N=121	21%	N=72	8%	N=26	100%	N=346
Presence of trees	38%	N=133	33%	N=114	24%	N=82	5%	N=19	100%	N=348
Easy walk to other places and amenities in the community	27%	N=96	35%	N=125	27%	N=96	11%	N=37	100%	N=354
Availability and quality of public transportation	21%	N=73	28%	N=98	29%	N=103	21%	N=75	100%	N=348
Shops and restaurants within walking/biking distance of your house	23%	N=80	29%	N=104	28%	N=98	20%	N=71	100%	N=353

The National Citizen Survey™

Table 20: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	34%	N=121	13%	N=47	21%	N=75	14%	N=50	17%	N=59	100%	N=352
Purchase goods or services from a business located in Paducah	3%	N=10	4%	N=13	12%	N=41	55%	N=191	27%	N=92	100%	N=347
Eat at least 5 portions of fruits and vegetables a day	6%	N=20	15%	N=53	38%	N=132	30%	N=103	11%	N=38	100%	N=346
Participate in moderate or vigorous physical activity	5%	N=18	17%	N=61	37%	N=131	26%	N=93	14%	N=50	100%	N=352
Read or watch local news (via television, paper, computer, etc.)	6%	N=21	9%	N=31	23%	N=81	25%	N=88	37%	N=129	100%	N=351
Vote in local elections	15%	N=54	5%	N=17	5%	N=18	20%	N=71	55%	N=193	100%	N=353

Table 21: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	15%	N=51
Very good	32%	N=114
Good	37%	N=129
Fair	14%	N=48
Poor	3%	N=11
Total	100%	N=354

Table 22: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	6%	N=21
Somewhat positive	24%	N=84
Neutral	53%	N=185
Somewhat negative	14%	N=48
Very negative	3%	N=12
Total	100%	N=350

Table 23: Question D4

What is your employment status?	Percent	Number
Working full time for pay	54%	N=192
Working part time for pay	9%	N=31
Unemployed, looking for paid work	3%	N=10
Unemployed, not looking for paid work	6%	N=20
Fully retired	29%	N=101
Total	100%	N=354

Table 24: Question D5

Do you work inside the boundaries of Paducah?	Percent	Number
Yes, outside the home	47%	N=159
Yes, from home	6%	N=21
No	46%	N=156
Total	100%	N=336

The National Citizen Survey™

Table 25: Question D6

How many years have you lived in Paducah?	Percent	Number
Less than 2 years	9%	N=32
2 to 5 years	10%	N=35
6 to 10 years	15%	N=52
11 to 20 years	15%	N=53
More than 20 years	52%	N=183
Total	100%	N=355

Table 26: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	66%	N=232
Building with two or more homes (duplex, townhome, apartment or condominium)	31%	N=110
Mobile home	1%	N=3
Other	2%	N=8
Total	100%	N=354

Table 27: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	47%	N=166
Owned	53%	N=184
Total	100%	N=350

Table 28: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	15%	N=52
\$300 to \$599 per month	31%	N=106
\$600 to \$999 per month	33%	N=111
\$1,000 to \$1,499 per month	11%	N=38
\$1,500 to \$2,499 per month	6%	N=21
\$2,500 or more per month	4%	N=13
Total	100%	N=342

Table 29: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	71%	N=249
Yes	29%	N=104
Total	100%	N=352

The National Citizen Survey™

Table 30: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=252
Yes	28%	N=99
Total	100%	N=351

Table 31: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	26%	N=89
\$25,000 to \$49,999	30%	N=101
\$50,000 to \$99,999	28%	N=94
\$100,000 to \$149,999	7%	N=25
\$150,000 or more	9%	N=30
Total	100%	N=339

Table 32: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=331
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=10
Total	100%	N=341

Table 33: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=9
Asian, Asian Indian or Pacific Islander	1%	N=2
Black or African American	18%	N=65
White	79%	N=277
Other	3%	N=11

Total may exceed 100% as respondents could select more than one option.

Table 34: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=10
25 to 34 years	22%	N=79
35 to 44 years	17%	N=58
45 to 54 years	17%	N=60
55 to 64 years	16%	N=57
65 to 74 years	13%	N=45
75 years or older	12%	N=41
Total	100%	N=351

The National Citizen Survey™

Table 35: Question D16

What is your sex?	Percent	Number
Female	56%	N=194
Male	44%	N=153
Total	100%	N=347

Table 36: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	80%	N=279
Land line	8%	N=28
Both	12%	N=43
Total	100%	N=350

The National Citizen Survey™

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 37: Question 1

Please rate each of the following aspects of quality of life in Paducah:	Excellent		Good		Fair		Poor		Don't know		Total	
Paducah as a place to live	30%	N=107	46%	N=162	22%	N=77	2%	N=7	1%	N=3	100%	N=356
Your neighborhood as a place to live	31%	N=110	42%	N=149	20%	N=71	7%	N=24	1%	N=2	100%	N=356
Paducah as a place to raise children	25%	N=89	43%	N=153	18%	N=64	4%	N=16	9%	N=33	100%	N=354
Paducah as a place to work	13%	N=45	38%	N=134	30%	N=107	14%	N=48	5%	N=18	100%	N=352
Paducah as a place to visit	25%	N=89	41%	N=145	26%	N=92	6%	N=23	1%	N=5	100%	N=353
Paducah as a place to retire	27%	N=95	42%	N=149	19%	N=66	5%	N=19	7%	N=25	100%	N=353
The overall quality of life in Paducah	19%	N=69	50%	N=176	25%	N=89	4%	N=16	1%	N=5	100%	N=355

Table 38: Question 2

Please rate each of the following characteristics as they relate to Paducah as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Paducah	19%	N=69	58%	N=206	20%	N=71	2%	N=8	0%	N=1	100%	N=355
Overall ease of getting to the places you usually have to visit	34%	N=122	46%	N=162	16%	N=55	4%	N=15	0%	N=1	100%	N=356
Quality of overall natural environment in Paducah	21%	N=76	48%	N=171	26%	N=93	3%	N=10	2%	N=7	100%	N=356
Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	13%	N=45	43%	N=152	34%	N=121	8%	N=29	2%	N=6	100%	N=355
Health and wellness opportunities in Paducah	18%	N=65	41%	N=144	32%	N=112	7%	N=25	2%	N=8	100%	N=354
Overall opportunities for education and enrichment	20%	N=70	40%	N=141	30%	N=107	7%	N=25	3%	N=11	100%	N=354
Overall economic health of Paducah	7%	N=25	34%	N=121	37%	N=132	17%	N=61	4%	N=14	100%	N=354
Sense of community	15%	N=52	43%	N=150	30%	N=105	11%	N=39	2%	N=7	100%	N=353
Overall image or reputation of Paducah	16%	N=57	46%	N=163	29%	N=103	8%	N=28	1%	N=4	100%	N=354

Table 39: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Paducah to someone who asks	35%	N=126	45%	N=161	10%	N=35	8%	N=29	1%	N=5	100%	N=355
Remain in Paducah for the next five years	54%	N=191	23%	N=81	11%	N=40	9%	N=31	4%	N=13	100%	N=355

Table 40: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	61%	N=218	29%	N=103	5%	N=18	2%	N=8	2%	N=6	0%	N=1	100%	N=354
In Paducah's downtown area during the day	60%	N=210	28%	N=99	7%	N=23	1%	N=4	2%	N=8	2%	N=8	100%	N=352

The National Citizen Survey™

Table 41: Question 5

Please rate each of the following characteristics as they relate to Paducah as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	11%	N=41	50%	N=177	29%	N=101	10%	N=34	1%	N=2	100%	N=355
Ease of public parking	15%	N=52	42%	N=151	32%	N=114	10%	N=35	1%	N=2	100%	N=355
Ease of travel by car in Paducah	20%	N=71	54%	N=189	21%	N=75	4%	N=13	1%	N=4	100%	N=351
Ease of travel by public transportation in Paducah	5%	N=16	18%	N=64	21%	N=75	15%	N=52	41%	N=145	100%	N=352
Ease of walking by bicycle in Paducah	8%	N=28	25%	N=88	26%	N=94	14%	N=50	27%	N=95	100%	N=355
Ease of walking in Paducah	18%	N=64	36%	N=127	26%	N=92	14%	N=51	7%	N=24	100%	N=357
Availability of paths and walking trails	18%	N=63	32%	N=113	28%	N=100	13%	N=45	9%	N=32	100%	N=353
Air quality	18%	N=65	52%	N=186	22%	N=78	5%	N=18	3%	N=9	100%	N=355
Cleanliness of Paducah	12%	N=42	49%	N=173	30%	N=105	10%	N=35	0%	N=0	100%	N=355
Overall appearance of Paducah	12%	N=42	57%	N=201	24%	N=86	7%	N=23	0%	N=1	100%	N=353
Public places where people want to spend time	16%	N=54	45%	N=157	30%	N=105	8%	N=28	2%	N=6	100%	N=350
Variety of housing options	11%	N=41	31%	N=110	33%	N=118	16%	N=56	9%	N=32	100%	N=356
Availability of affordable quality housing	7%	N=24	29%	N=101	32%	N=113	21%	N=74	11%	N=39	100%	N=351
Fitness opportunities (including exercise classes and paths or trails, etc.)	19%	N=66	43%	N=153	25%	N=88	7%	N=26	6%	N=20	100%	N=353
Recreational opportunities	10%	N=34	48%	N=168	26%	N=92	13%	N=47	3%	N=11	100%	N=352
Availability of affordable quality food	20%	N=70	53%	N=187	21%	N=75	7%	N=23	0%	N=0	100%	N=356
Availability of affordable quality health care	18%	N=64	44%	N=156	28%	N=99	8%	N=30	1%	N=5	100%	N=354
Availability of preventive health services	18%	N=64	43%	N=151	27%	N=97	9%	N=31	3%	N=11	100%	N=354
Availability of affordable quality mental health care	10%	N=35	27%	N=97	25%	N=89	16%	N=57	21%	N=75	100%	N=353

Table 42: Question 6

Please rate each of the following characteristics as they relate to Paducah as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	10%	N=36	21%	N=74	22%	N=79	8%	N=30	38%	N=136	100%	N=355
K-12 education	21%	N=73	42%	N=148	13%	N=47	4%	N=13	21%	N=73	100%	N=353
Adult educational opportunities	20%	N=69	41%	N=143	19%	N=66	6%	N=22	15%	N=52	100%	N=352
Opportunities to attend cultural/arts/music activities	31%	N=106	41%	N=143	19%	N=65	5%	N=18	4%	N=16	100%	N=348
Opportunities to participate in religious or spiritual events and activities	36%	N=125	39%	N=136	12%	N=42	3%	N=10	11%	N=38	100%	N=352
Employment opportunities	5%	N=18	26%	N=91	37%	N=130	23%	N=82	9%	N=32	100%	N=354
Shopping opportunities	12%	N=40	40%	N=139	36%	N=125	13%	N=45	0%	N=1	100%	N=351
Cost of living in Paducah	12%	N=42	37%	N=128	40%	N=139	11%	N=38	1%	N=4	100%	N=351
Overall quality of business and service establishments in Paducah	10%	N=35	54%	N=190	29%	N=104	5%	N=18	2%	N=6	100%	N=353
Vibrant downtown area	21%	N=76	42%	N=148	25%	N=90	9%	N=33	2%	N=8	100%	N=355
Overall quality of new development in Paducah	10%	N=33	39%	N=138	29%	N=100	15%	N=53	8%	N=26	100%	N=350
Opportunities to participate in social events and activities	20%	N=72	41%	N=145	24%	N=85	8%	N=29	6%	N=23	100%	N=355
Opportunities to volunteer	24%	N=83	44%	N=158	17%	N=62	4%	N=16	10%	N=36	100%	N=354
Opportunities to participate in community matters	14%	N=51	40%	N=143	22%	N=76	11%	N=39	12%	N=43	100%	N=352
Openness and acceptance of the community toward people of diverse backgrounds	10%	N=36	35%	N=124	30%	N=105	14%	N=49	10%	N=36	100%	N=351
Neighborliness of residents in Paducah	14%	N=49	41%	N=141	36%	N=126	6%	N=20	3%	N=11	100%	N=348

The National Citizen Survey™

Table 43: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	33%	N=115	67%	N=237	100%	N=352
Made efforts to make your home more energy efficient	33%	N=115	67%	N=237	100%	N=352
Observed a code violation or other hazard in Paducah (weeds, abandoned buildings, etc.)	43%	N=148	57%	N=199	100%	N=347
Household member was a victim of a crime in Paducah	88%	N=309	12%	N=43	100%	N=352
Reported a crime to the police in Paducah	80%	N=283	20%	N=69	100%	N=352
Stocked supplies in preparation for an emergency	60%	N=211	40%	N=142	100%	N=353
Campaigned or advocated for an issue, cause or candidate	70%	N=249	30%	N=105	100%	N=354
Contacted the City of Paducah (in-person, phone, email or web) for help or information	63%	N=223	37%	N=129	100%	N=352
Contacted Paducah elected officials (in-person, phone, email or web) to express your opinion	79%	N=277	21%	N=74	100%	N=351

Table 44: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Paducah?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Paducah recreation centers or their services	8%	N=28	19%	N=67	29%	N=103	44%	N=156	100%	N=354
Visited a neighborhood park or City park	16%	N=58	32%	N=112	39%	N=139	13%	N=46	100%	N=354
Used McCracken County Public Library or its services	13%	N=46	20%	N=69	36%	N=127	31%	N=110	100%	N=352
Participated in religious or spiritual activities in Paducah	28%	N=98	23%	N=81	13%	N=46	36%	N=126	100%	N=351
Attended a City-sponsored event	5%	N=19	12%	N=42	41%	N=145	42%	N=148	100%	N=354
Used bus or other public transportation instead of driving	4%	N=15	4%	N=15	7%	N=25	84%	N=300	100%	N=356
Carpooled with other adults or children instead of driving alone	10%	N=37	12%	N=41	18%	N=64	60%	N=211	100%	N=353
Walked or biked instead of driving	13%	N=47	13%	N=44	18%	N=63	56%	N=198	100%	N=353
Volunteered your time to some group/activity in Paducah	10%	N=34	14%	N=50	23%	N=79	53%	N=187	100%	N=351
Participated in a club	6%	N=20	14%	N=49	10%	N=35	70%	N=244	100%	N=349
Talked to or visited with your immediate neighbors	40%	N=139	27%	N=96	19%	N=68	14%	N=49	100%	N=352
Done a favor for a neighbor	22%	N=77	26%	N=91	31%	N=108	22%	N=76	100%	N=352

Table 45: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	2%	N=7	4%	N=15	21%	N=73	73%	N=258	100%	N=353
Watched (online or on television) a local public meeting	3%	N=12	7%	N=25	29%	N=102	60%	N=212	100%	N=352

Table 46: Question 10

Please rate the quality of each of the following services in Paducah:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	30%	N=104	45%	N=158	15%	N=53	6%	N=19	5%	N=17	100%	N=352
Fire services	35%	N=122	46%	N=161	8%	N=29	1%	N=2	11%	N=39	100%	N=353
Ambulance or emergency medical services	34%	N=120	44%	N=155	10%	N=34	2%	N=8	10%	N=37	100%	N=354
Crime prevention	19%	N=65	41%	N=144	21%	N=74	8%	N=26	11%	N=39	100%	N=348
Fire prevention and education	19%	N=67	42%	N=147	20%	N=70	2%	N=6	17%	N=60	100%	N=350
Traffic enforcement	17%	N=61	47%	N=163	21%	N=74	8%	N=28	6%	N=22	100%	N=347

The National Citizen Survey™

Please rate the quality of each of the following services in Paducah:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	5%	N=18	25%	N=90	38%	N=135	30%	N=107	1%	N=3	100%	N=351
Street cleaning	9%	N=32	45%	N=157	29%	N=103	15%	N=54	2%	N=5	100%	N=352
Street lighting	9%	N=32	48%	N=169	33%	N=115	9%	N=33	1%	N=3	100%	N=352
Snow removal	9%	N=32	33%	N=115	37%	N=130	20%	N=69	2%	N=7	100%	N=353
Sidewalk maintenance	6%	N=21	25%	N=86	37%	N=129	24%	N=85	8%	N=29	100%	N=350
Traffic signal timing	7%	N=25	36%	N=128	36%	N=126	19%	N=66	2%	N=7	100%	N=352
Bus or transit services	4%	N=15	22%	N=76	22%	N=77	7%	N=24	45%	N=158	100%	N=349
Garbage collection	24%	N=83	48%	N=169	21%	N=72	7%	N=25	0%	N=1	100%	N=350
Recycling	10%	N=35	25%	N=86	28%	N=98	12%	N=41	25%	N=87	100%	N=348
Yard waste pick-up	11%	N=39	30%	N=105	27%	N=92	19%	N=66	13%	N=45	100%	N=348
Storm drainage	8%	N=27	32%	N=110	32%	N=113	20%	N=71	8%	N=27	100%	N=348
Drinking water	14%	N=51	43%	N=151	26%	N=93	14%	N=49	2%	N=8	100%	N=351
Sewer services	14%	N=48	50%	N=173	24%	N=82	6%	N=19	7%	N=26	100%	N=349
Power (electric and/or gas) utility	16%	N=56	42%	N=147	26%	N=92	14%	N=48	2%	N=8	100%	N=352
Utility billing	10%	N=36	38%	N=134	32%	N=114	14%	N=48	5%	N=19	100%	N=351
City parks	24%	N=83	53%	N=188	17%	N=59	3%	N=12	3%	N=10	100%	N=352
Recreation programs or classes	13%	N=47	37%	N=130	16%	N=56	4%	N=14	30%	N=105	100%	N=351
Recreation centers or facilities	11%	N=40	33%	N=116	25%	N=87	6%	N=22	24%	N=84	100%	N=349
Land use, planning and zoning	7%	N=26	27%	N=95	29%	N=102	13%	N=47	23%	N=80	100%	N=350
Code enforcement (weeds, abandoned buildings, etc.)	6%	N=21	21%	N=74	33%	N=117	21%	N=73	18%	N=63	100%	N=349
Animal control	6%	N=21	39%	N=138	25%	N=88	10%	N=34	20%	N=72	100%	N=353
Economic development	7%	N=24	30%	N=105	30%	N=104	22%	N=78	12%	N=41	100%	N=353
Health services	16%	N=55	51%	N=180	23%	N=81	5%	N=19	5%	N=17	100%	N=352
Public library services	37%	N=129	41%	N=145	11%	N=39	1%	N=2	10%	N=36	100%	N=351
Public information services	16%	N=56	36%	N=126	24%	N=85	5%	N=16	19%	N=65	100%	N=347
Cable television	8%	N=27	19%	N=65	28%	N=99	32%	N=112	13%	N=47	100%	N=350
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=59	35%	N=122	26%	N=93	6%	N=22	16%	N=55	100%	N=351
Preservation of natural areas such as open space, farmlands and greenbelts	12%	N=44	31%	N=109	25%	N=86	9%	N=30	23%	N=81	100%	N=349
Paducah open space	10%	N=35	33%	N=117	28%	N=98	7%	N=24	22%	N=76	100%	N=350
City-sponsored special events	15%	N=51	38%	N=130	23%	N=78	10%	N=35	14%	N=50	100%	N=344
Overall customer service by Paducah employees (police, receptionists, planners, etc.)	17%	N=57	48%	N=166	19%	N=65	10%	N=34	6%	N=22	100%	N=344

Table 47: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Paducah	13%	N=44	52%	N=182	23%	N=81	10%	N=34	3%	N=9	100%	N=349
The Federal Government	5%	N=19	31%	N=110	33%	N=115	21%	N=72	10%	N=35	100%	N=351

The National Citizen Survey™

Table 48: Question 12

Please rate the following categories of Paducah government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Paducah	9%	N=30	31%	N=110	35%	N=124	15%	N=52	10%	N=36	100%	N=353
The overall direction that Paducah is taking	13%	N=45	35%	N=123	28%	N=98	17%	N=60	7%	N=24	100%	N=351
The job Paducah government does at welcoming citizen involvement	10%	N=36	32%	N=113	31%	N=108	13%	N=48	14%	N=49	100%	N=352
Overall confidence in Paducah government	10%	N=35	31%	N=110	32%	N=112	20%	N=71	7%	N=25	100%	N=353
Generally acting in the best interest of the community	11%	N=39	34%	N=120	26%	N=92	20%	N=72	8%	N=30	100%	N=353
Being honest	9%	N=33	31%	N=111	29%	N=102	16%	N=58	14%	N=50	100%	N=354
Treating all residents fairly	10%	N=37	27%	N=96	29%	N=103	22%	N=78	11%	N=39	100%	N=353

Table 49: Question 13

Please rate how important, if at all, you think it is for the Paducah community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Paducah	47%	N=162	40%	N=140	11%	N=37	3%	N=10	100%	N=348
Overall ease of getting to the places you usually have to visit	25%	N=88	54%	N=187	17%	N=59	4%	N=13	100%	N=347
Quality of overall natural environment in Paducah	26%	N=90	53%	N=184	18%	N=62	3%	N=9	100%	N=345
Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	29%	N=100	45%	N=157	22%	N=78	3%	N=12	100%	N=346
Health and wellness opportunities in Paducah	39%	N=136	41%	N=141	18%	N=61	2%	N=7	100%	N=345
Overall opportunities for education and enrichment	42%	N=144	46%	N=158	11%	N=39	1%	N=5	100%	N=346
Overall economic health of Paducah	56%	N=194	39%	N=136	4%	N=14	1%	N=3	100%	N=347
Sense of community	35%	N=120	47%	N=161	16%	N=55	3%	N=9	100%	N=345

Table 50: Question 14

Please answer either no or yes to each of the following questions related to stormwater in Paducah.	No		Yes		Total	
In the last 5 years, have you witnessed any street flooding in Paducah?	14%	N=49	86%	N=306	100%	N=355
Does stormwater runoff from your property contribute to flooding in the City?	84%	N=291	16%	N=57	100%	N=349
Do you believe the City currently is responsible for all maintenance of storm sewers and open channels located on private property?	45%	N=157	55%	N=190	100%	N=346
Should the City do more to repair and replace aging stormwater drainage infrastructure?	11%	N=39	89%	N=313	100%	N=352
Should the City do more to reduce local flooding?	13%	N=46	87%	N=305	100%	N=351
Should the City do more to improve water quality?	21%	N=75	79%	N=279	100%	N=354

Table 51: Question 15

Please rate how important, if at all, you think it is for the City to work on each of the following stormwater initiatives.	Essential		Very important		Somewhat important		Not at all important		Total	
Maintaining the stormwater drainage systems	49%	N=171	41%	N=143	10%	N=35	0%	N=0	100%	N=349
Building projects that reduce local flooding	37%	N=128	47%	N=165	15%	N=52	1%	N=5	100%	N=349
Helping residents solve drainage problems on their property	35%	N=123	46%	N=159	17%	N=58	2%	N=8	100%	N=349
Improving the water quality in the local rivers, creeks and ponds	48%	N=167	38%	N=133	12%	N=42	1%	N=5	100%	N=347

The National Citizen Survey™

Table 52: Question 16

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?	Percent	Number
Yes	32%	N=109
No	45%	N=156
Don't know	23%	N=79
Total	100%	N=344

Table 53: Question 17

If yes, how much would you be willing to pay per month?	Percent	Number
>\$10	15%	N=16
\$7-10	24%	N=26
\$4-7	28%	N=31
\$1-4	32%	N=35
Not willing to pay	1%	N=1
Total	100%	N=109

Table 54: 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.	Essential		Very important		Somewhat important		Not at all important		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
The addition of more sidewalks	39%	N=135	31%	N=109	20%	N=68	10%	N=36	100%	N=348
Improved sidewalks and/or connections between sidewalks, greenways and public transit	40%	N=141	31%	N=110	21%	N=73	7%	N=25	100%	N=349
Improved street lighting	36%	N=124	38%	N=130	21%	N=71	5%	N=19	100%	N=343
The addition of more greenway trails	29%	N=99	21%	N=71	32%	N=110	19%	N=66	100%	N=347

Table 55: Question 19

Please rate how important, if at all, the following neighborhood features and qualities are to you when deciding where to live.	Essential		Very important		Somewhat important		Not at all important		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Safety of the community and level of crime	66%	N=233	30%	N=107	4%	N=14	0%	N=0	100%	N=354
High quality local schools	52%	N=183	27%	N=96	11%	N=38	10%	N=34	100%	N=350
Affordability of housing	54%	N=192	37%	N=130	8%	N=28	1%	N=3	100%	N=354
Hospitals and doctors' offices	38%	N=133	40%	N=139	19%	N=68	3%	N=10	100%	N=350
Level of property taxes and other local taxes	43%	N=151	41%	N=143	13%	N=46	3%	N=10	100%	N=350
Cultural resources (i.e., libraries, theaters, etc.)	36%	N=126	32%	N=114	27%	N=95	6%	N=20	100%	N=355
Privacy from neighbors	29%	N=103	34%	N=119	31%	N=110	5%	N=19	100%	N=351
Parks, playgrounds and trails nearby	33%	N=114	34%	N=119	26%	N=88	7%	N=25	100%	N=346
Length of commute to work or school	31%	N=108	35%	N=120	25%	N=87	9%	N=31	100%	N=346
Presence of sidewalks	37%	N=127	35%	N=121	21%	N=72	8%	N=26	100%	N=346
Presence of trees	38%	N=133	33%	N=114	24%	N=82	5%	N=19	100%	N=348
Easy walk to other places and amenities in the community	27%	N=96	35%	N=125	27%	N=96	11%	N=37	100%	N=354
Availability and quality of public transportation	21%	N=73	28%	N=98	29%	N=103	21%	N=75	100%	N=348
Shops and restaurants within walking/biking distance of your house	23%	N=80	29%	N=104	28%	N=98	20%	N=71	100%	N=353

The National Citizen Survey™

Table 56: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	34%	N=121	13%	N=47	21%	N=75	14%	N=50	17%	N=59	100%	N=352
Purchase goods or services from a business located in Paducah	3%	N=10	4%	N=13	12%	N=41	55%	N=191	27%	N=92	100%	N=347
Eat at least 5 portions of fruits and vegetables a day	6%	N=20	15%	N=53	38%	N=132	30%	N=103	11%	N=38	100%	N=346
Participate in moderate or vigorous physical activity	5%	N=18	17%	N=61	37%	N=131	26%	N=93	14%	N=50	100%	N=352
Read or watch local news (via television, paper, computer, etc.)	6%	N=21	9%	N=31	23%	N=81	25%	N=88	37%	N=129	100%	N=351
Vote in local elections	15%	N=54	5%	N=17	5%	N=18	20%	N=71	55%	N=193	100%	N=353

Table 57: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	15%	N=51
Very good	32%	N=114
Good	37%	N=129
Fair	14%	N=48
Poor	3%	N=11
Total	100%	N=354

Table 58: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	6%	N=21
Somewhat positive	24%	N=84
Neutral	53%	N=185
Somewhat negative	14%	N=48
Very negative	3%	N=12
Total	100%	N=350

Table 59: Question D4

What is your employment status?	Percent	Number
Working full time for pay	54%	N=192
Working part time for pay	9%	N=31
Unemployed, looking for paid work	3%	N=10
Unemployed, not looking for paid work	6%	N=20
Fully retired	29%	N=101
Total	100%	N=354

Table 60: Question D5

Do you work inside the boundaries of Paducah?	Percent	Number
Yes, outside the home	47%	N=159
Yes, from home	6%	N=21
No	46%	N=156
Total	100%	N=336

The National Citizen Survey™

Table 61: Question D6

How many years have you lived in Paducah?	Percent	Number
Less than 2 years	9%	N=32
2 to 5 years	10%	N=35
6 to 10 years	15%	N=52
11 to 20 years	15%	N=53
More than 20 years	52%	N=183
Total	100%	N=355

Table 62: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	66%	N=232
Building with two or more homes (duplex, townhome, apartment or condominium)	31%	N=110
Mobile home	1%	N=3
Other	2%	N=8
Total	100%	N=354

Table 63: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	47%	N=166
Owned	53%	N=184
Total	100%	N=350

Table 64: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	15%	N=52
\$300 to \$599 per month	31%	N=106
\$600 to \$999 per month	33%	N=111
\$1,000 to \$1,499 per month	11%	N=38
\$1,500 to \$2,499 per month	6%	N=21
\$2,500 or more per month	4%	N=13
Total	100%	N=342

Table 65: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	71%	N=249
Yes	29%	N=104
Total	100%	N=352

The National Citizen Survey™

Table 66: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=252
Yes	28%	N=99
Total	100%	N=351

Table 67: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	26%	N=89
\$25,000 to \$49,999	30%	N=101
\$50,000 to \$99,999	28%	N=94
\$100,000 to \$149,999	7%	N=25
\$150,000 or more	9%	N=30
Total	100%	N=339

Table 68: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=331
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=10
Total	100%	N=341

Table 69: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=9
Asian, Asian Indian or Pacific Islander	1%	N=2
Black or African American	18%	N=65
White	79%	N=277
Other	3%	N=11

Total may exceed 100% as respondents could select more than one option.

Table 70: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=10
25 to 34 years	22%	N=79
35 to 44 years	17%	N=58
45 to 54 years	17%	N=60
55 to 64 years	16%	N=57
65 to 74 years	13%	N=45
75 years or older	12%	N=41
Total	100%	N=351

The National Citizen Survey™

Table 71: Question D16

What is your sex?	Percent	Number
Female	56%	N=194
Male	44%	N=153
Total	100%	N=347

Table 72: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	80%	N=279
Land line	8%	N=28
Both	12%	N=43
Total	100%	N=350

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Paducah chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (Southern region).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Paducah’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Paducah’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Paducah’s rating to the benchmark.

In that final column, Paducah’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Paducah residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Paducah	70%	359	478	Similar
Overall image or reputation of Paducah	63%	244	365	Similar
Paducah as a place to live	76%	291	410	Similar
Your neighborhood as a place to live	73%	258	326	Similar
Paducah as a place to raise children	75%	258	399	Similar
Paducah as a place to retire	74%	102	373	Similar
Overall appearance of Paducah	69%	251	374	Similar

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Paducah	78%	237	349	Similar
	In your neighborhood during the day	91%	262	371	Similar
	In Paducah's downtown area during the day	90%	171	325	Similar
Mobility	Overall ease of getting to the places you usually have to visit	80%	79	252	Similar
	Availability of paths and walking trails	55%	215	326	Similar
	Ease of walking in Paducah	57%	199	314	Similar
	Ease of travel by bicycle in Paducah	45%	195	316	Similar
	Ease of travel by public transportation in Paducah	39%	103	213	Similar
	Ease of travel by car in Paducah	75%	88	315	Similar
	Ease of public parking	58%	91	211	Similar
	Traffic flow on major streets	62%	90	359	Similar
	Natural Environment	Quality of overall natural environment in Paducah	71%	199	287
Cleanliness of Paducah		61%	226	294	Lower
Air quality		72%	175	253	Similar
Built Environment	Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	57%	152	241	Similar
	Overall quality of new development in Paducah	53%	201	299	Similar
	Availability of affordable quality housing	40%	164	312	Similar
	Variety of housing options	46%	189	290	Similar
	Public places where people want to spend time	61%	150	234	Similar
	Overall economic health of Paducah	43%	202	247	Lower
	Vibrant downtown area	65%	59	225	Higher
	Overall quality of business and service establishments in Paducah	65%	152	281	Similar
	Cost of living in Paducah	49%	80	244	Similar
Economy	Shopping opportunities	51%	182	305	Similar
	Employment opportunities	34%	196	321	Similar
	Paducah as a place to visit	67%	117	263	Similar
	Paducah as a place to work	54%	263	376	Similar
	Health and wellness opportunities in Paducah	60%	171	242	Similar
	Availability of affordable quality mental health care	48%	101	213	Similar
	Availability of preventive health services	63%	125	242	Similar
	Availability of affordable quality health care	63%	129	269	Similar
	Availability of affordable quality food	72%	101	247	Similar
Recreation and Wellness	Recreational opportunities	59%	243	309	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	66%	150	232	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	62%	155	244	Similar
	Opportunities to participate in religious or spiritual events and activities	83%	49	209	Similar
	Opportunities to attend cultural/arts/music activities	75%	54	307	Higher
	Adult educational opportunities	70%	54	221	Similar
	K-12 education	79%	135	281	Similar
Community Engagement	Availability of affordable quality child care/preschool	50%	128	260	Similar
	Opportunities to participate in social events and activities	65%	108	270	Similar
	Neighborhoodliness of Paducah	57%	147	236	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	51%	250	303	Similar
	Opportunities to participate in community matters	63%	177	282	Similar
	Opportunities to volunteer	76%	93	274	Similar

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Paducah	66%	339	451	Similar
Overall customer service by Paducah employees (police, receptionists, planners, etc.)	69%	293	394	Similar
Value of services for the taxes paid to Paducah	44%	280	420	Similar
Overall direction that Paducah is taking	51%	216	331	Similar
Job Paducah government does at welcoming citizen involvement	49%	196	330	Similar
Overall confidence in Paducah government	44%	175	247	Similar
Generally acting in the best interest of the community	49%	174	247	Similar
Being honest	47%	176	239	Similar
Treating all residents fairly	42%	193	244	Similar
Services provided by the Federal Government	41%	136	256	Similar

Table 76: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	78%	274	489	Similar
	Fire services	90%	249	409	Similar
	Ambulance or emergency medical services	87%	235	369	Similar
	Crime prevention	68%	214	378	Similar
	Fire prevention and education	74%	203	298	Similar
	Animal control	57%	267	359	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)				
Mobility		61%	147	287	Similar
	Traffic enforcement	69%	149	391	Similar
	Street repair	31%	329	415	Lower
	Street cleaning	55%	251	335	Similar
	Street lighting	58%	202	346	Similar
	Snow removal	43%	274	306	Lower
	Sidewalk maintenance	33%	292	337	Lower
	Traffic signal timing	44%	192	272	Similar
Bus or transit services	47%	124	236	Similar	

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Natural Environment	Garbage collection	72%	327	375	Similar
	Recycling	46%	358	376	Lower
	Yard waste pick-up	48%	273	284	Lower
	Drinking water	59%	259	334	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	57%	156	265	Similar
	Paducah open space	56%	142	222	Similar
Built Environment	Storm drainage	43%	331	372	Lower
	Sewer services	69%	265	338	Similar
	Power (electric and/or gas) utility	59%	177	182	Lower
	Utility billing	51%	204	217	Lower
	Land use, planning and zoning	45%	171	317	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	33%	328	406	Similar
	Cable television	30%	199	208	Lower
Economy	Economic development	42%	222	297	Similar
Recreation and Wellness	City parks	79%	216	342	Similar
	Recreation programs or classes	72%	186	342	Similar
	Recreation centers or facilities	59%	211	287	Similar
	Health services	70%	109	222	Similar
Education and Enrichment	City-sponsored special events	61%	184	267	Similar
	Public library services	87%	131	360	Similar
Community Engagement	Public information services	64%	159	296	Similar

Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	58%	214	323	Similar
Recommend living in Paducah to someone who asks	82%	212	295	Similar
Remain in Paducah for the next five years	79%	221	286	Similar
Contacted Paducah (in-person, phone, email or web) for help or information	37%	279	333	Similar

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	40%	74	213	Similar
	Did NOT report a crime to the police	80%	117	239	Similar
	Household member was NOT a victim of a crime	88%	176	283	Similar
Mobility	Used bus or other public transportation instead of driving	16%	111	194	Lower
	Carpooled with other adults or children instead of driving alone	40%	143	226	Similar
	Walked or biked instead of driving	44%	192	235	Lower
Natural Environment	Made efforts to conserve water	67%	220	221	Lower
	Made efforts to make your home more energy efficient	67%	213	222	Similar
	Recycle at home	52%	260	266	Much lower
Built Environment	Did NOT observe a code violation or other hazard in Paducah	43%	185	228	Lower
	NOT experiencing housing costs stress	80%	32	263	Higher

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Economy	Purchase goods or services from a business located in Paducah	93%	206	232	Similar
	Economy will have positive impact on income	30%	140	264	Similar
	Work inside boundaries of Paducah	54%	70	233	Higher
Recreation and Wellness	Used Paducah recreation centers or their services	56%	134	244	Similar
	Visited a neighborhood park or City park	87%	101	278	Similar
	Eat at least 5 portions of fruits and vegetables a day	79%	178	224	Similar
	Participate in moderate or vigorous physical activity	78%	212	228	Similar
	In very good to excellent health	47%	219	228	Similar
	Used McCracken County Public Library or its services	69%	75	251	Similar
Education and Enrichment	Participated in religious or spiritual activities in Paducah	64%	19	205	Higher
	Attended City-sponsored event	58%	92	235	Similar
	Campaigned or advocated for an issue, cause or candidate	30%	49	216	Similar
Community Engagement	Contacted Paducah elected officials (in-person, phone, email or web) to express your opinion	21%	60	231	Similar
	Volunteered your time to some group/activity in Paducah	47%	81	272	Similar
	Participated in a club	30%	89	247	Similar
	Talked to or visited with your immediate neighbors	86%	199	229	Similar
	Done a favor for a neighbor	78%	171	225	Similar
	Attended a local public meeting	27%	61	272	Similar
	Watched (online or on television) a local public meeting	40%	20	233	Higher
	Read or watch local news (via television, paper, computer, etc.)	85%	136	233	Similar
	Vote in local elections	80%	191	266	Similar

Communities included in national comparisons

The communities included in Paducah’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO	441,603	Arlington city, TX	365,438
Airway Heights city, WA	6,114	Arvada city, CO	106,433
Albany city, OR	50,158	Asheville city, NC	83,393
Albemarle County, VA	98,970	Ashland city, OR	20,078
Albert Lea city, MN	18,016	Ashland town, MA	16,593
Alexandria city, VA	139,966	Ashland town, VA	7,225
Algonquin village, IL	30,046	Aspen city, CO	6,658
Aliso Viejo city, CA	47,823	Athens-Clarke County, GA	115,452
Altoona city, IA	14,541	Auburn city, AL	53,380
American Canyon city, CA	19,454	Augusta CCD, GA	134,777
Ames city, IA	58,965	Aurora city, CO	325,078
Andover CDP, MA	8,762	Austin city, TX	790,390
Ankeny city, IA	45,582	Avon town, CO	6,447
Ann Arbor city, MI	113,934	Avon town, IN	12,446
Annapolis city, MD	38,394	Avondale city, AZ	76,238
Apache Junction city, AZ	35,840	Azusa city, CA	46,361
Arapahoe County, CO	572,003	Bainbridge Island city, WA	23,025
Arkansas City city, AR	366	Baltimore city, MD	620,961

The National Citizen Survey™

Bartonville town, TX.....	1,469	Chautauqua town, NY.....	4,464
Battle Creek city, MI.....	52,347	Chesterfield County, VA.....	316,236
Bay City city, MI.....	34,932	Citrus Heights city, CA.....	83,301
Bay Village city, OH.....	15,651	Clackamas County, OR.....	375,992
Baytown city, TX.....	71,802	Clarendon Hills village, IL.....	8,427
Bedford city, TX.....	46,979	Clayton city, MO.....	15,939
Bedford town, MA.....	13,320	Clearwater city, FL.....	107,685
Bellevue city, WA.....	122,363	Cleveland Heights city, OH.....	46,121
Bellingham city, WA.....	80,885	Clinton city, SC.....	8,490
Benbrook city, TX.....	21,234	Clive city, IA.....	15,447
Bend city, OR.....	76,639	Clovis city, CA.....	95,631
Bethlehem township, PA.....	23,730	College Park city, MD.....	30,413
Bettendorf city, IA.....	33,217	College Station city, TX.....	93,857
Billings city, MT.....	104,170	Colleyville city, TX.....	22,807
Blaine city, MN.....	57,186	Columbia city, MO.....	108,500
Bloomfield Hills city, MI.....	3,869	Columbia city, SC.....	129,272
Bloomington city, IN.....	80,405	Columbia Falls city, MT.....	4,688
Bloomington city, MN.....	82,893	Commerce City city, CO.....	45,913
Blue Springs city, MO.....	52,575	Concord city, CA.....	122,067
Boise City city, ID.....	205,671	Concord town, MA.....	17,668
Bonner Springs city, KS.....	7,314	Conshohocken borough, PA.....	7,833
Boone County, KY.....	118,811	Coolidge city, AZ.....	11,825
Boulder city, CO.....	97,385	Coon Rapids city, MN.....	61,476
Bowling Green city, KY.....	58,067	Copperas Cove city, TX.....	32,032
Bozeman city, MT.....	37,280	Coral Springs city, FL.....	121,096
Brentwood city, MO.....	8,055	Coronado city, CA.....	18,912
Brentwood city, TN.....	37,060	Corvallis city, OR.....	54,462
Brighton city, CO.....	33,352	Cottonwood Heights city, UT.....	33,433
Brighton city, MI.....	7,444	Creve Coeur city, MO.....	17,833
Bristol city, TN.....	26,702	Cross Roads town, TX.....	1,563
Broken Arrow city, OK.....	98,850	Cupertino city, CA.....	58,302
Brookfield city, WI.....	37,920	Dacono city, CO.....	4,152
Brookline CDP, MA.....	58,732	Dade City city, FL.....	6,437
Brooklyn Center city, MN.....	30,104	Dakota County, MN.....	398,552
Brooklyn city, OH.....	11,169	Dallas city, OR.....	14,583
Broomfield city, CO.....	55,889	Dallas city, TX.....	1,197,816
Brownsburg town, IN.....	21,285	Danville city, KY.....	16,218
Buffalo Grove village, IL.....	41,496	Dardenne Prairie city, MO.....	11,494
Burien city, WA.....	33,313	Darien city, IL.....	22,086
Burleson city, TX.....	36,690	Davenport city, FL.....	2,888
Burlingame city, CA.....	28,806	Davenport city, IA.....	99,685
Cabarrus County, NC.....	178,011	Davidson town, NC.....	10,944
Cambridge city, MA.....	105,162	Dayton city, OH.....	141,527
Cannon Beach city, OR.....	1,690	Dayton town, WY.....	757
Cañon City city, CO.....	16,400	Dearborn city, MI.....	98,153
Canton city, SD.....	3,057	Decatur city, GA.....	19,335
Cape Coral city, FL.....	154,305	Del Mar city, CA.....	4,161
Cape Girardeau city, MO.....	37,941	DeLand city, FL.....	27,031
Carlisle borough, PA.....	18,682	Delaware city, OH.....	34,753
Carlsbad city, CA.....	105,328	Delray Beach city, FL.....	60,522
Carroll city, IA.....	10,103	Denison city, TX.....	22,682
Cartersville city, GA.....	19,731	Denton city, TX.....	113,383
Cary town, NC.....	135,234	Denver city, CO.....	600,158
Castine town, ME.....	1,366	Derby city, KS.....	22,158
Castle Pines North city, CO.....	10,360	Des Moines city, IA.....	203,433
Castle Rock town, CO.....	48,231	Des Peres city, MO.....	8,373
Cedar Hill city, TX.....	45,028	Destin city, FL.....	12,305
Cedar Rapids city, IA.....	126,326	Dothan city, AL.....	65,496
Celina city, TX.....	6,028	Douglas County, CO.....	285,465
Centennial city, CO.....	100,377	Dover city, NH.....	29,987
Chandler city, AZ.....	236,123	Dublin city, CA.....	46,036
Chandler city, TX.....	2,734	Dublin city, OH.....	41,751
Chanhassen city, MN.....	22,952	Duluth city, MN.....	86,265
Chapel Hill town, NC.....	57,233	Durham city, NC.....	228,330
Chardon city, OH.....	5,148	Durham County, NC.....	267,587
Charles County, MD.....	146,551	Dyer town, IN.....	16,390
Charlotte city, NC.....	731,424	Eagan city, MN.....	64,206
Charlotte County, FL.....	159,978	Eagle Mountain city, UT.....	21,415
Charlottesville city, VA.....	43,475	Eagle town, CO.....	6,508
Chattanooga city, TN.....	167,674	East Grand Forks city, MN.....	8,601

The National Citizen Survey™

East Lansing city, MI	48,579	Hanover County, VA	99,863
Eau Claire city, WI	65,883	Harrisburg city, SD	4,089
Eden Prairie city, MN	60,797	Harrisonburg city, VA	48,914
Eden town, VT	1,323	Harrisonville city, MO	10,019
Edgerton city, KS	1,671	Hastings city, MN	22,172
Edgewater city, CO	5,170	Hayward city, CA	144,186
Edina city, MN	47,941	Henderson city, NV	257,729
Edmond city, OK	81,405	Herndon town, VA	23,292
Edmonds city, WA	39,709	High Point city, NC	104,371
El Cerrito city, CA	23,549	Highland Park city, IL	29,763
El Dorado County, CA	181,058	Highlands Ranch CDP, CO	96,713
El Paso de Robles (Paso Robles) city, CA	29,793	Holland city, MI	33,051
Elk Grove city, CA	153,015	Homer Glen village, IL	24,220
Elko New Market city, MN	4,110	Honolulu County, HI	953,207
Elmhurst city, IL	44,121	Hooksett town, NH	13,451
Encinitas city, CA	59,518	Hopkins city, MN	17,591
Englewood city, CO	30,255	Hopkinton town, MA	14,925
Erie town, CO	18,135	Hoquiam city, WA	8,726
Escambia County, FL	297,619	Horry County, SC	269,291
Estes Park town, CO	5,858	Howard village, WI	17,399
Euclid city, OH	48,920	Hudson city, OH	22,262
Fairview town, TX	7,248	Hudson town, CO	2,356
Farmers Branch city, TX	28,616	Huntley village, IL	24,291
Farmersville city, TX	3,301	Hurst city, TX	37,337
Farmington Hills city, MI	79,740	Hutchinson city, MN	14,178
Farmington town, CT	25,340	Hutto city, TX	14,698
Fayetteville city, NC	200,564	Independence city, MO	116,830
Fernandina Beach city, FL	11,487	Indianola city, IA	14,782
Fishers town, IN	76,794	Indio city, CA	76,036
Flagstaff city, AZ	65,870	Iowa City city, IA	67,862
Flower Mound town, TX	64,669	Irving city, TX	216,290
Forest Grove city, OR	21,083	Issaquah city, WA	30,434
Fort Collins city, CO	143,986	Jackson city, MO	13,758
Fort Lauderdale city, FL	165,521	Jackson County, MI	160,248
Fort Smith city, AR	86,209	James City County, VA	67,009
Franklin city, TN	62,487	Jefferson County, NY	116,229
Fremont city, CA	214,089	Jefferson Parish, LA	432,552
Friendswood city, TX	35,805	Johnson City city, TN	63,152
Fruita city, CO	12,646	Johnston city, IA	17,278
Gahanna city, OH	33,248	Jupiter town, FL	55,156
Gaithersburg city, MD	59,933	Kalamazoo city, MI	74,262
Galveston city, TX	47,743	Kansas City city, KS	145,786
Gardner city, KS	19,123	Kansas City city, MO	459,787
Georgetown city, TX	47,400	Keizer city, OR	36,478
Germantown city, TN	38,844	Kenmore city, WA	20,460
Gilbert town, AZ	208,453	Kennedale city, TX	6,763
Gillette city, WY	29,087	Kennett Square borough, PA	6,072
Glen Elyn village, IL	27,450	Kent city, WA	92,411
Glendora city, CA	50,073	Kerrville city, TX	22,347
Glenview village, IL	44,692	Kettering city, OH	56,163
Globe city, AZ	7,532	Key West city, FL	24,649
Golden city, CO	18,867	King City city, CA	12,874
Golden Valley city, MN	20,371	King County, WA	1,931,249
Goodyear city, AZ	65,275	Kirkland city, WA	48,787
Grafton village, WI	11,459	Kirkwood city, MO	27,540
Grand Blanc city, MI	8,276	Knoxville city, IA	7,313
Grants Pass city, OR	34,533	La Plata town, MD	8,753
Grass Valley city, CA	12,860	La Porte city, TX	33,800
Greeley city, CO	92,889	La Vista city, NE	15,758
Greenville city, NC	84,554	Lafayette city, CO	24,453
Greenwich town, CT	61,171	Laguna Beach city, CA	22,723
Greenwood Village city, CO	13,925	Laguna Niguel city, CA	62,979
Greer city, SC	25,515	Lake Forest city, IL	19,375
Gunnison County, CO	15,324	Lake in the Hills village, IL	28,965
Hailey city, ID	7,960	Lake Stevens city, WA	28,069
Haines Borough, AK	2,508	Lake Worth city, FL	34,910
Haltom City city, TX	42,409	Lake Zurich village, IL	19,631
Hamilton city, OH	62,477	Lakeville city, MN	55,954
Hamilton town, MA	7,764	Lakewood city, CO	142,980
Hampton city, VA	137,436	Lakewood city, WA	58,163

The National Citizen Survey™

Lancaster County, SC	76,652	Modesto city, CA	201,165
Lane County, OR	351,715	Monterey city, CA	27,810
Lansing city, MI	114,297	Montgomery city, MN	2,956
Laramie city, WY	30,816	Montgomery County, MD	971,777
Larimer County, CO	299,630	Monticello city, UT	1,972
Las Cruces city, NM	97,618	Montrose city, CO	19,132
Las Vegas city, NM	13,753	Monument town, CO	5,530
Las Vegas city, NV	583,756	Mooresville town, NC	32,711
Lawrence city, KS	87,643	Moraga town, CA	16,016
Lawrenceville city, GA	28,546	Morristown city, TN	29,137
Lee's Summit city, MO	91,364	Morrisville town, NC	18,576
Lehi city, UT	47,407	Morro Bay city, CA	10,234
Lenexa city, KS	48,190	Mountain Village town, CO	1,320
Lewis County, NY	27,087	Mountlake Terrace city, WA	19,909
Lewiston city, ID	31,894	Murphy city, TX	17,708
Lewisville city, TX	95,290	Naperville city, IL	141,853
Lewisville town, NC	12,639	Napoleon city, OH	8,749
Libertyville village, IL	20,315	Nederland city, TX	17,547
Lincoln city, NE	258,379	Needham CDP, MA	28,886
Lincolnwood village, IL	12,590	Nevada City city, CA	3,068
Lindsborg city, KS	3,458	Nevada County, CA	98,764
Little Chute village, WI	10,449	New Braunfels city, TX	57,740
Littleton city, CO	41,737	New Brighton city, MN	21,456
Livermore city, CA	80,968	New Hanover County, NC	202,667
Lombard village, IL	43,165	New Hope city, MN	20,339
Lone Tree city, CO	10,218	New Orleans city, LA	343,829
Long Grove village, IL	8,043	New Port Richey city, FL	14,911
Longmont city, CO	86,270	New Smyrna Beach city, FL	22,464
Longview city, TX	80,455	New Ulm city, MN	13,522
Lonsdale city, MN	3,674	Newberg city, OR	22,068
Los Alamos County, NM	17,950	Newport city, RI	24,672
Los Altos Hills town, CA	7,922	Newport News city, VA	180,719
Louisville city, CO	18,376	Newton city, IA	15,254
Lower Merion township, PA	57,825	Noblesville city, IN	51,969
Lynchburg city, VA	75,568	Nogales city, AZ	20,837
Lynnwood city, WA	35,836	Norcross city, GA	9,116
Macomb County, MI	840,978	Norfolk city, NE	24,210
Manassas city, VA	37,821	Norfolk city, VA	242,803
Manhattan Beach city, CA	35,135	North Mankato city, MN	13,394
Manhattan city, KS	52,281	North Port city, FL	57,357
Mankato city, MN	39,309	North Richland Hills city, TX	63,343
Maple Grove city, MN	61,567	North Yarmouth town, ME	3,565
Maplewood city, MN	38,018	Novato city, CA	51,904
Maricopa County, AZ	3,817,117	Novi city, MI	55,224
Marion city, IA	34,768	O'Fallon city, IL	28,281
Mariposa County, CA	18,251	O'Fallon city, MO	79,329
Marshfield city, WI	19,118	Oak Park village, IL	51,878
Martinez city, CA	35,824	Oakland city, CA	390,724
Marysville city, WA	60,020	Oakley city, CA	35,432
Matthews town, NC	27,198	Oklahoma City city, OK	579,999
McAllen city, TX	129,877	Olathe city, KS	125,872
McKinney city, TX	131,117	Old Town city, ME	7,840
McMinnville city, OR	32,187	Olmsted County, MN	144,248
Menlo Park city, CA	32,026	Olympia city, WA	46,478
Menomonee Falls village, WI	35,626	Orange village, OH	3,323
Mercer Island city, WA	22,699	Orland Park village, IL	56,767
Meridian charter township, MI	39,688	Orleans Parish, LA	343,829
Meridian city, ID	75,092	Oshkosh city, WI	66,083
Merriam city, KS	11,003	Oshtemo charter township, MI	21,705
Mesa city, AZ	439,041	Oswego village, IL	30,355
Mesa County, CO	146,723	Otsego County, MI	24,164
Miami Beach city, FL	87,779	Ottawa County, MI	263,801
Miami city, FL	399,457	Overland Park city, KS	173,372
Middleton city, WI	17,442	Paducah city, KY	25,024
Midland city, MI	41,863	Palm Beach Gardens city, FL	48,452
Milford city, DE	9,559	Palm Coast city, FL	75,180
Milton city, GA	32,661	Palo Alto city, CA	64,403
Minneapolis city, MN	382,578	Palos Verdes Estates city, CA	13,438
Minnetrasta city, MN	6,384	Papillion city, NE	18,894
Missouri City city, TX	67,358	Paradise Valley town, AZ	12,820

The National Citizen Survey™

Park City city, UT	7,558	San Francisco city, CA	805,235
Parker town, CO	45,297	San Jose city, CA	945,942
Parkland city, FL	23,962	San Juan County, NM	130,044
Pasco city, WA	59,781	San Marcos city, CA	83,781
Pasco County, FL	464,697	San Marcos city, TX	44,894
Payette city, ID	7,433	San Rafael city, CA	57,713
Pearland city, TX	91,252	Sanford city, FL	53,570
Peoria city, AZ	154,065	Sangamon County, IL	197,465
Peoria city, IL	115,007	Santa Clarita city, CA	176,320
Pflugerville city, TX	46,936	Santa Fe city, NM	67,947
Phoenix city, AZ	1,445,632	Santa Fe County, NM	144,170
Pinehurst village, NC	13,124	Santa Monica city, CA	89,736
Piqua city, OH	20,522	Sarasota County, FL	379,448
Pitkin County, CO	17,148	Savage city, MN	26,911
Plano city, TX	259,841	Schaumburg village, IL	74,227
Platte City city, MO	4,691	Schertz city, TX	31,465
Pleasant Hill city, IA	8,785	Scott County, MN	129,928
Pleasanton city, CA	70,285	Scottsdale city, AZ	217,385
Plymouth city, MN	70,576	Seaside city, CA	33,025
Polk County, IA	430,640	Sedona city, AZ	10,031
Pompano Beach city, FL	99,845	Sevierville city, TN	14,807
Port Orange city, FL	56,048	Shakopee city, MN	37,076
Port St. Lucie city, FL	164,603	Sharonville city, OH	13,560
Portland city, OR	583,776	Shawnee city, KS	62,209
Post Falls city, ID	27,574	Shawnee city, OK	29,857
Powell city, OH	11,500	Sherborn town, MA	4,119
Prince William County, VA	402,002	Shoreline city, WA	53,007
Prior Lake city, MN	22,796	Shoreview city, MN	25,043
Pueblo city, CO	106,595	Shorewood village, IL	15,615
Purcellville town, VA	7,727	Shorewood village, WI	13,162
Queen Creek town, AZ	26,361	Sierra Vista city, AZ	43,888
Raleigh city, NC	403,892	Silverton city, OR	9,222
Ramsey city, MN	23,668	Sioux Center city, IA	7,048
Raymond town, ME	4,436	Sioux Falls city, SD	153,888
Raymore city, MO	19,206	Skokie village, IL	64,784
Redmond city, OR	26,215	Snellville city, GA	18,242
Redmond city, WA	54,144	Snoqualmie city, WA	10,670
Redwood City city, CA	76,815	Snowmass Village town, CO	2,826
Reno city, NV	225,221	Somerset town, MA	18,165
Reston CDP, VA	58,404	South Jordan city, UT	50,418
Richland city, WA	48,058	South Lake Tahoe city, CA	21,403
Richmond city, CA	103,701	Southlake city, TX	26,575
Richmond Heights city, MO	8,603	Spearfish city, SD	10,494
Rio Rancho city, NM	87,521	Spring Hill city, KS	5,437
River Falls city, WI	15,000	Springboro city, OH	17,409
Riverside city, CA	303,871	Springfield city, MO	159,498
Riverside city, MO	2,937	Springville city, UT	29,466
Roanoke city, VA	97,032	St. Augustine city, FL	12,975
Roanoke County, VA	92,376	St. Charles city, IL	32,974
Rochester Hills city, MI	70,995	St. Cloud city, FL	35,183
Rock Hill city, SC	66,154	St. Cloud city, MN	65,842
Rockville city, MD	61,209	St. Joseph city, MO	76,780
Roeland Park city, KS	6,731	St. Joseph town, WI	3,842
Rogers city, MN	8,597	St. Louis County, MN	200,226
Rohnert Park city, CA	40,971	State College borough, PA	42,034
Rolla city, MO	19,559	Steamboat Springs city, CO	12,088
Roselle village, IL	22,763	Sterling Heights city, MI	129,699
Rosemount city, MN	21,874	Sugar Grove village, IL	8,997
Rosenberg city, TX	30,618	Sugar Land city, TX	78,817
Roseville city, MN	33,660	Suisun City city, CA	28,111
Round Rock city, TX	99,887	Summit city, NJ	21,457
Royal Oak city, MI	57,236	Summit County, UT	36,324
Royal Palm Beach village, FL	34,140	Summit village, IL	11,054
Saco city, ME	18,482	Sunnyvale city, CA	140,081
Sacramento city, CA	466,488	Surprise city, AZ	117,517
Sahuarita town, AZ	25,259	Suwanee city, GA	15,355
Salida city, CO	5,236	Tacoma city, WA	198,397
Sammamish city, WA	45,780	Takoma Park city, MD	16,715
San Anselmo town, CA	12,336	Tamarac city, FL	60,427
San Diego city, CA	1,307,402	Temecula city, CA	100,097

The National Citizen Survey™

Tempe city, AZ	161,719	Waverly city, IA	9,874
Temple city, TX.....	66,102	Weddington town, NC	9,459
Texarkana city, TX	36,411	Wentzville city, MO.....	29,070
The Woodlands CDP, TX.....	93,847	West Carrollton city, OH	13,143
Thousand Oaks city, CA.....	126,683	West Chester borough, PA.....	18,461
Tigard city, OR.....	48,035	West Des Moines city, IA.....	56,609
Tracy city, CA	82,922	Western Springs village, IL	12,975
Trinidad CCD, CO.....	12,017	Westerville city, OH.....	36,120
Tualatin city, OR	26,054	Westlake town, TX	992
Tulsa city, OK	391,906	Westminster city, CO.....	106,114
Tustin city, CA	75,540	Weston town, MA.....	11,261
Twin Falls city, ID	44,125	Wheat Ridge city, CO	30,166
Tyler city, TX	96,900	White House city, TN	10,255
Unalaska city, AK	4,376	Wichita city, KS.....	382,368
University Heights city, OH	13,539	Williamsburg city, VA.....	14,068
University Park city, TX.....	23,068	Willowbrook village, IL	8,540
Upper Arlington city, OH.....	33,771	Wilmington city, NC.....	106,476
Urbandale city, IA	39,463	Wilsonville city, OR.....	19,509
Vail town, CO.....	5,305	Windsor town, CO.....	18,644
Vancouver city, WA.....	161,791	Windsor town, CT	29,044
Ventura CCD, CA.....	111,889	Winnetka village, IL	12,187
Vernon Hills village, IL.....	25,113	Winter Garden city, FL.....	34,568
Vestavia Hills city, AL	34,033	Woodbury city, MN.....	61,961
Victoria city, MN.....	7,345	Woodinville city, WA.....	10,938
Vienna town, VA	15,687	Woodland city, CA.....	55,468
Virginia Beach city, VA.....	437,994	Wrentham town, MA	10,955
Walnut Creek city, CA.....	64,173	Wyandotte County, KS	157,505
Warrensburg city, MO	18,838	Yakima city, WA.....	91,067
Washington County, MN	238,136	York County, VA.....	65,464
Washington town, NH	1,123	Yorktown town, IN	9,405
Washoe County, NV	421,407	Yorkville city, IL	16,921
Washougal city, WA	14,095	Yountville city, CA	2,933
Wauwatosa city, WI	46,396		

Southern Region Benchmark Comparisons

Table 79: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Paducah	70%	103	143	Similar
Overall image or reputation of Paducah	63%	75	109	Similar
Paducah as a place to live	76%	80	119	Similar
Your neighborhood as a place to live	73%	74	97	Similar
Paducah as a place to raise children	75%	70	123	Similar
Paducah as a place to retire	74%	45	117	Similar
Overall appearance of Paducah	69%	75	121	Similar

Table 80: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Paducah	78%	62	104	Similar
	In your neighborhood during the day	91%	75	122	Similar
	In Paducah's downtown area during the day	90%	38	103	Similar
Mobility	Overall ease of getting to the places you usually have to visit	80%	9	77	Higher
	Availability of paths and walking trails	55%	43	96	Similar
	Ease of walking in Paducah	57%	35	97	Similar
	Ease of travel by bicycle in Paducah	45%	31	94	Similar
	Ease of travel by public transportation in Paducah	39%	18	60	Similar
	Ease of travel by car in Paducah	75%	17	98	Higher
	Ease of public parking	58%	28	68	Similar
	Traffic flow on major streets	62%	17	116	Higher
	Natural Environment	Quality of overall natural environment in Paducah	71%	50	85
Cleanliness of Paducah		61%	71	93	Similar
Air quality		72%	50	80	Similar
Built Environment	Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)				
		57%	41	70	Similar
	Overall quality of new development in Paducah	53%	72	94	Similar
	Availability of affordable quality housing	40%	57	95	Similar
	Variety of housing options	46%	63	88	Similar
	Public places where people want to spend time	61%	46	69	Similar
	Overall economic health of Paducah	43%	60	73	Lower
	Vibrant downtown area	65%	20	68	Similar
	Overall quality of business and service establishments in Paducah	65%	49	85	Similar
	Cost of living in Paducah	49%	32	71	Similar
Economy	Shopping opportunities	51%	61	86	Similar
	Employment opportunities	34%	62	98	Similar
	Paducah as a place to visit	67%	38	82	Similar
	Paducah as a place to work	54%	84	116	Similar
	Health and wellness opportunities in Paducah	60%	50	71	Similar
	Availability of affordable quality mental health care	48%	29	64	Similar
	Availability of preventive health services	63%	37	75	Similar
	Availability of affordable quality health care	63%	36	81	Similar
	Availability of affordable quality food	72%	36	76	Similar
	Recreational opportunities	59%	64	86	Similar
Recreation and Wellness	Fitness opportunities (including exercise classes and paths or trails, etc.)				
		66%	41	70	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	62%	44	72	Similar
	Opportunities to participate in religious or spiritual events and activities	83%	17	65	Similar
	Opportunities to attend cultural/arts/music activities	75%	18	92	Higher
	Adult educational opportunities	70%	14	68	Similar
	K-12 education	79%	30	85	Similar
	Availability of affordable quality child care/preschool	50%	38	78	Similar
Community Engagement	Opportunities to participate in social events and activities	65%	33	82	Similar
	Neighborhoodness of Paducah	57%	41	72	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	51%	69	92	Similar
	Opportunities to participate in community matters	63%	55	86	Similar
	Opportunities to volunteer	76%	31	83	Similar

Table 81: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Paducah	66%	99	130	Similar
Overall customer service by Paducah employees (police, receptionists, planners, etc.)	69%	89	121	Similar
Value of services for the taxes paid to Paducah	44%	90	130	Similar
Overall direction that Paducah is taking	51%	67	99	Similar
Job Paducah government does at welcoming citizen involvement	49%	59	96	Similar
Overall confidence in Paducah government	44%	49	72	Similar
Generally acting in the best interest of the community	49%	48	72	Similar
Being honest	47%	48	71	Similar
Treating all residents fairly	42%	53	72	Similar
Services provided by the Federal Government	41%	50	80	Similar

Table 82: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	78%	74	140	Similar
	Fire services	90%	68	123	Similar
	Ambulance or emergency medical services	87%	64	108	Similar
	Crime prevention	68%	61	112	Similar
	Fire prevention and education	74%	54	90	Similar
	Animal control	57%	73	100	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)				
		61%	58	86	Similar
Mobility	Traffic enforcement	69%	36	112	Similar
	Street repair	31%	78	103	Similar
	Street cleaning	55%	60	90	Similar
	Street lighting	58%	48	110	Similar
	Snow removal	43%	43	48	Lower
	Sidewalk maintenance	33%	78	96	Similar
	Traffic signal timing	44%	47	83	Similar
	Bus or transit services	47%	24	67	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Natural Environment	Garbage collection	72%	112	130	Similar
	Recycling	46%	123	130	Lower
	Yard waste pick-up	48%	100	102	Lower
	Drinking water	59%	68	100	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	57%	37	78	Similar
	Paducah open space	56%	32	62	Similar
Built Environment	Storm drainage	43%	95	113	Lower
	Sewer services	69%	65	95	Similar
	Power (electric and/or gas) utility	59%	50	52	Lower
	Utility billing	51%	58	62	Lower
	Land use, planning and zoning	45%	43	86	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	33%	107	130	Similar
Economy	Cable television	30%	54	57	Lower
Recreation and Wellness	Economic development	42%	70	90	Similar
	City parks	79%	60	107	Similar
	Recreation programs or classes	72%	47	102	Similar
	Recreation centers or facilities	59%	71	96	Similar
	Health services	70%	29	60	Similar
	City-sponsored special events	61%	58	82	Similar
Education and Enrichment	Public library services	87%	29	108	Similar
Community Engagement	Public information services	64%	48	90	Similar

Table 83: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	58%	56	93	Similar
Recommend living in Paducah to someone who asks	82%	66	91	Similar
Remain in Paducah for the next five years	79%	66	85	Similar
Contacted Paducah (in-person, phone, email or web) for help or information	37%	92	100	Lower

Table 84: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	40%	36	66	Similar
	Did NOT report a crime to the police	80%	28	69	Similar
	Household member was NOT a victim of a crime	88%	51	82	Similar
Mobility	Used bus or other public transportation instead of driving	16%	22	53	Similar
	Carpooled with other adults or children instead of driving alone	40%	35	68	Similar
	Walked or biked instead of driving	44%	37	70	Similar
Natural Environment	Made efforts to conserve water	67%	66	67	Lower
	Made efforts to make your home more energy efficient	67%	61	67	Similar
	Recycle at home	52%	79	82	Much lower
Built Environment	Did NOT observe a code violation or other hazard in Paducah	43%	54	69	Similar
	NOT experiencing housing costs stress	80%	7	83	Higher

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Economy	Purchase goods or services from a business located in Paducah	93%	67	69	Similar
	Economy will have positive impact on income	30%	54	81	Similar
	Work inside boundaries of Paducah	54%	27	70	Similar
Recreation and Wellness	Used Paducah recreation centers or their services	56%	40	83	Similar
	Visited a neighborhood park or City park	87%	15	88	Similar
	Eat at least 5 portions of fruits and vegetables a day	79%	55	67	Similar
	Participate in moderate or vigorous physical activity	78%	59	68	Similar
	In very good to excellent health	47%	62	68	Similar
	Used McCracken County Public Library or its services	69%	11	73	Similar
Education and Enrichment	Participated in religious or spiritual activities in Paducah	64%	13	63	Higher
	Attended City-sponsored event	58%	26	70	Similar
	Campaigned or advocated for an issue, cause or candidate	30%	16	64	Similar
Community Engagement	Contacted Paducah elected officials (in-person, phone, email or web) to express your opinion	21%	20	68	Similar
	Volunteered your time to some group/activity in Paducah	47%	27	80	Similar
	Participated in a club	30%	29	73	Similar
	Talked to or visited with your immediate neighbors	86%	54	67	Similar
	Done a favor for a neighbor	78%	49	67	Similar
	Attended a local public meeting	27%	18	82	Similar
	Watched (online or on television) a local public meeting	40%	10	72	Higher
	Read or watch local news (via television, paper, computer, etc.)	85%	42	70	Similar
	Vote in local elections	80%	42	81	Similar

Communities included in southern region comparisons

The communities included in Paducah’s custom comparisons are listed below and on the following pages along with their population according to the 2010 Census.

Albemarle County, VA.....	98,970	Brentwood city, TN	37,060
Alexandria city, VA	139,966	Bristol city, TN	26,702
Annapolis city, MD	38,394	Broken Arrow city, OK	98,850
Arkansas City city, AR.....	366	Burleson city, TX.....	36,690
Arlington city, TX	365,438	Cabarrus County, NC.....	178,011
Asheville city, NC	83,393	Cape Coral city, FL	154,305
Ashland town, VA.....	7,225	Cartersville city, GA.....	19,731
Athens-Clarke County, GA,	115,452	Cary town, NC	135,234
Auburn city, AL	53,380	Cedar Hill city, TX	45,028
Augusta CCD, GA	134,777	Celina city, TX.....	6,028
Austin city, TX	790,390	Chandler city, TX	2,734
Baltimore city, MD.....	620,961	Chapel Hill town, NC	57,233
Bartonville town, TX.....	1,469	Charles County, MD	146,551
Baytown city, TX.....	71,802	Charlotte city, NC.....	731,424
Bedford city, TX.....	46,979	Charlotte County, FL	159,978
Benbrook city, TX.....	21,234	Charlottesville city, VA.....	43,475
Boone County, KY	118,811	Chattanooga city, TN.....	167,674
Bowling Green city, KY	58,067	Chesterfield County, VA.....	316,236

The National Citizen Survey™

Clearwater city, FL	107,685	McKinney city, TX.....	131,117
Clinton city, SC	8,490	Miami Beach city, FL	87,779
College Park city, MD	30,413	Miami city, FL	399,457
College Station city, TX	93,857	Milford city, DE	9,559
Colleyville city, TX.....	22,807	Milton city, GA	32,661
Columbia city, SC.....	129,272	Missouri City city, TX.....	67,358
Copperas Cove city, TX.....	32,032	Montgomery County, MD.....	971,777
Coral Springs city, FL.....	121,096	Mooreville town, NC.....	32,711
Cross Roads town, TX	1,563	Morristown city, TN.....	29,137
Dade City city, FL.....	6,437	Morrisville town, NC	18,576
Dallas city, TX.....	1,197,816	Murphy city, TX	17,708
Danville city, KY.....	16,218	Nederland city, TX	17,547
Davenport city, FL.....	2,888	New Braunfels city, TX	57,740
Davidson town, NC.....	10,944	New Hanover County, NC	202,667
Decatur city, GA.....	19,335	New Orleans city, LA	343,829
DeLand city, FL.....	27,031	New Port Richey city, FL.....	14,911
Delray Beach city, FL.....	60,522	New Smyrna Beach city, FL	22,464
Denison city, TX.....	22,682	Newport News city, VA.....	180,719
Denton city, TX.....	113,383	Norcross city, GA	9,116
Destin city, FL.....	12,305	Norfolk city, VA.....	242,803
Dothan city, AL.....	65,496	North Port city, FL.....	57,357
Durham city, NC	228,330	North Richland Hills city, TX.....	63,343
Durham County, NC	267,587	Oklahoma City city, OK.....	579,999
Edmond city, OK.....	81,405	Orleans Parish, LA.....	343,829
Escambia County, FL.....	297,619	Paducah city, KY	25,024
Fairview town, TX	7,248	Palm Beach Gardens city, FL.....	48,452
Farmers Branch city, TX	28,616	Palm Coast city, FL.....	75,180
Farmersville city, TX.....	3,301	Parkland city, FL	23,962
Fayetteville city, NC.....	200,564	Pasco County, FL	464,697
Fernandina Beach city, FL.....	11,487	Pearland city, TX.....	91,252
Flower Mound town, TX.....	64,669	Pflugerville city, TX	46,936
Fort Lauderdale city, FL.....	165,521	Pinehurst village, NC	13,124
Fort Smith city, AR.....	86,209	Plano city, TX	259,841
Franklin city, TN.....	62,487	Pompano Beach city, FL	99,845
Friendswood city, TX.....	35,805	Port Orange city, FL	56,048
Gaithersburg city, MD.....	59,933	Port St. Lucie city, FL	164,603
Galveston city, TX.....	47,743	Prince William County, VA.....	402,002
Georgetown city, TX.....	47,400	Purcellville town, VA.....	7,727
Germantown city, TN	38,844	Raleigh city, NC	403,892
Greenville city, NC.....	84,554	Reston CDP, VA	58,404
Greer city, SC	25,515	Roanoke city, VA.....	97,032
Haltom City city, TX	42,409	Roanoke County, VA	92,376
Hampton city, VA.....	137,436	Rock Hill city, SC.....	66,154
Hanover County, VA.....	99,863	Rockville city, MD.....	61,209
Harrisonburg city, VA	48,914	Rosenberg city, TX.....	30,618
Herndon town, VA.....	23,292	Round Rock city, TX.....	99,887
High Point city, NC.....	104,371	Royal Palm Beach village, FL.....	34,140
Horry County, SC	269,291	San Marcos city, TX.....	44,894
Hurst city, TX.....	37,337	Sanford city, FL.....	53,570
Hutto city, TX	14,698	Sarasota County, FL.....	379,448
Irving city, TX.....	216,290	Schertz city, TX.....	31,465
James City County, VA	67,009	Sevierville city, TN	14,807
Jefferson Parish, LA	432,552	Shawnee city, OK.....	29,857
Johnson City city, TN.....	63,152	Snellville city, GA	18,242
Jupiter town, FL.....	55,156	Southlake city, TX.....	26,575
Kennedale city, TX	6,763	St. Augustine city, FL	12,975
Kerrville city, TX.....	22,347	St. Cloud city, FL.....	35,183
Key West city, FL	24,649	Sugar Land city, TX.....	78,817
La Plata town, MD.....	8,753	Suwanee city, GA.....	15,355
La Porte city, TX	33,800	Takoma Park city, MD	16,715
Lake Worth city, FL	34,910	Tamarac city, FL	60,427
Lancaster County, SC	76,652	Temple city, TX.....	66,102
Lawrenceville city, GA	28,546	Texarkana city, TX	36,411
Lewisville city, TX.....	95,290	The Woodlands CDP, TX.....	93,847
Lewisville town, NC.....	12,639	Tulsa city, OK	391,906
Longview city, TX.....	80,455	Tyler city, TX	96,900
Lynchburg city, VA	75,568	University Park city, TX.....	23,068
Manassas city, VA	37,821	Vestavia Hills city, AL	34,033
Matthews town, NC.....	27,198	Vienna town, VA	15,687
McAllen city, TX	129,877	Virginia Beach city, VA.....	437,994

The National Citizen Survey™

Weddington town, NC	9,459	Wilmington city, NC.....	106,476
Westlake town, TX.....	992	Winter Garden city, FL.....	34,568
White House city, TN	10,255	York County, VA.....	65,464
Williamsburg city, VA.....	14,068		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Paducah funded this research. Please contact Pam Spencer of the City of Paducah at pspencer@paducahky.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Selecting Survey Recipients

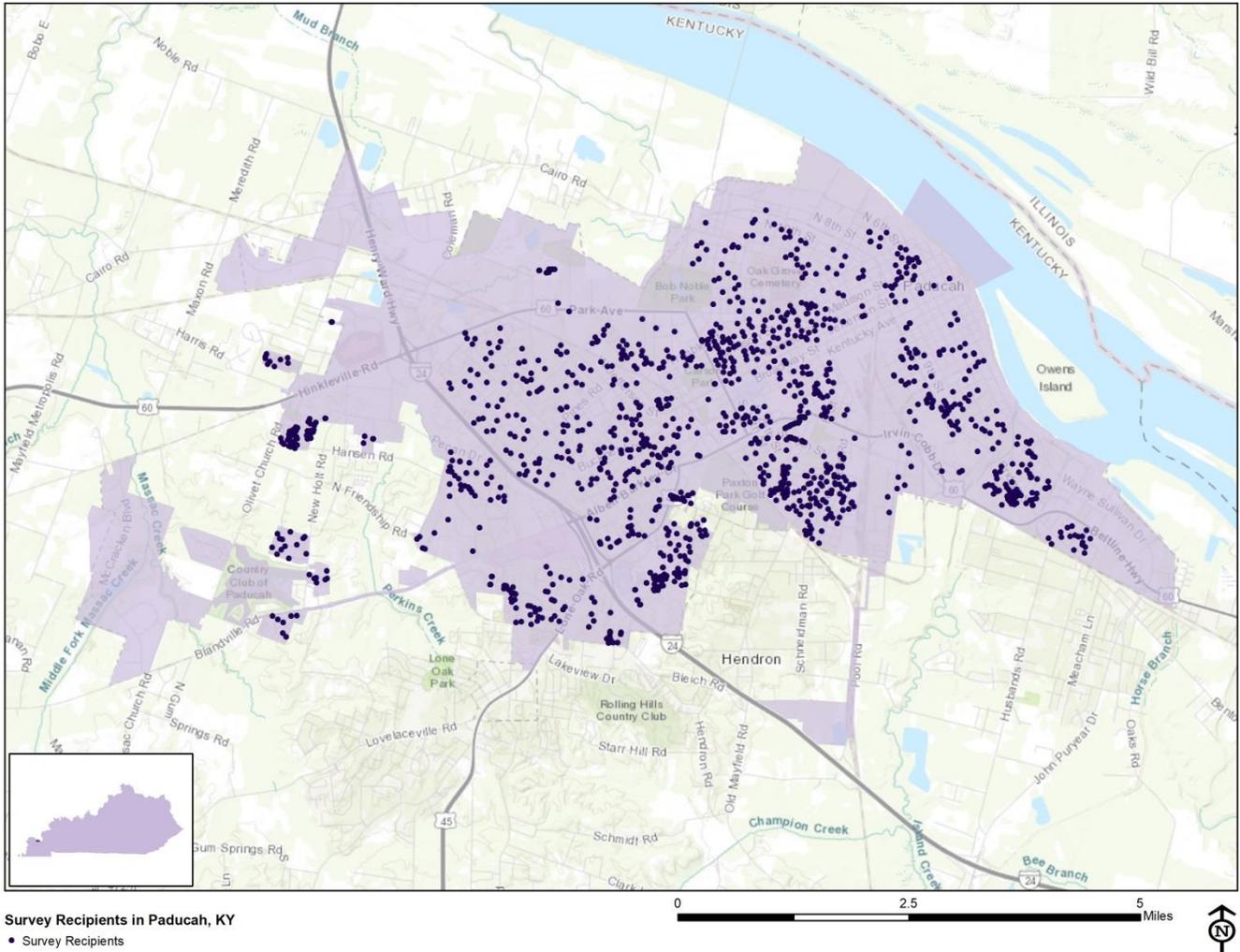
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Paducah were eligible to participate in the survey. A list of all households within the zip codes serving Paducah was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Paducah households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Paducah boundaries were removed from consideration.

To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Paducah website. This opt-in survey was identical to the scientific survey and open to all City residents. (The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.)

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on May 2, 2018. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor and Interim City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The City of Paducah chose to augment their administration of The NCS with several addition services, including demographic subgroup comparisons and custom benchmark comparison. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on June 6, 2018 and remained open for two weeks.

About 8% of the 1,500 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,379 households that received the survey, 360 completed the survey, providing an overall response rate of 26%. Of the 360 completed surveys, 24 were completed online. The survey was available in English. The response rate was calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons. Additionally, 143 residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

Table 85: Survey Response Rate

Total sample used	1,500
I=Complete Interviews	354
P=Partial Interviews	6
R=Refusal and break off	0
NC=Non Contact	0
O=Other	0
UH=Unknown household	0
UO=Unknown other	1,019
Response rate: $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	26%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.²

The margin of error for the City of Paducah survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (360 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Paducah. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing unit type, housing tenure, gender, age, race and ethnicity. No

² A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 86: Paducah, KY 2018 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	49%	33%	47%
Own home	51%	67%	53%
Detached unit	67%	69%	67%
Attached unit	33%	31%	33%
Race and Ethnicity			
White	75%	85%	75%
Not white	25%	15%	25%
Not Hispanic	98%	98%	97%
Hispanic	2%	2%	3%
Sex and Age			
Female	56%	60%	56%
Male	44%	40%	44%
18-34 years of age	27%	11%	25%
35-54 years of age	33%	22%	34%
55+ years of age	40%	67%	41%
Females 18-34	14%	8%	14%
Females 35-54	18%	12%	18%
Females 55+	23%	40%	25%
Males 18-34	13%	3%	11%
Males 35-54	16%	10%	16%
Males 55+	16%	27%	16%

* U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

Appendix D: Survey Materials

Dear Paducah Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,



Brandi Harless
Mayor



Mark H. Thompson
Interim City Manager

Dear Paducah Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,



Brandi Harless
Mayor



Mark H. Thompson
Interim City Manager

Dear Paducah Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,



Brandi Harless
Mayor



Mark H. Thompson
Interim City Manager

Dear Paducah Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,



Brandi Harless
Mayor



Mark H. Thompson
Interim City Manager



CITY OF PADUCAH
General Government
300 South 5th Street
P.O. Box 2267
Paducah, KY 42002-2267

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



CITY OF PADUCAH
General Government
300 South 5th Street
P.O. Box 2267
Paducah, KY 42002-2267

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



CITY OF PADUCAH
General Government
300 South 5th Street
P.O. Box 2267
Paducah, KY 42002-2267

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



CITY OF PADUCAH
General Government
300 South 5th Street
P.O. Box 2267
Paducah, KY 42002-2267

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



CITY OF PADUCAH

300 South 5th Street
P. O. Box 2267
Paducah, KY 42002-2267
Phone: (270) 444-8530
Fax: (270) 443-5058

Dear City of Paducah Resident:

Please help us shape the future of Paducah! You have been selected at random to participate in the 2018 Paducah Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Paducah make decisions that affect our community.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/paducah2018>

If you have any questions about the survey please call Public Information Officer Pam Spencer at 270-444-8669.

Thank you for your time and participation!

Sincerely,

Brandi Harless
Mayor

Mark H. Thompson
Interim City Manager



CITY OF PADUCAH

300 South 5th Street
P. O. Box 2267
Paducah, KY 42002-2267
Phone: (270) 444-8530
Fax: (270) 443-5058

Dear City of Paducah Resident:

Here's a second chance if you haven't already responded to the 2018 Paducah Citizen Survey!
(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)

Please help us shape the future of Paducah! You have been selected at random to participate in the 2018 Paducah Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Paducah make decisions that affect our community.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/paducah2018>

If you have any questions about the survey please call Public Information Officer Pam Spencer at 270-444-8669.

Thank you for your time and participation!

Sincerely,

Brandi Harless
Mayor

Mark H. Thompson
Interim City Manager

The City of Paducah 2018 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Paducah:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Paducah as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Paducah as a place to raise children.....	1	2	3	4	5
Paducah as a place to work.....	1	2	3	4	5
Paducah as a place to visit	1	2	3	4	5
Paducah as a place to retire	1	2	3	4	5
The overall quality of life in Paducah.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Paducah as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Paducah	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Paducah.....	1	2	3	4	5
Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Paducah.....	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Paducah	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Paducah	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Paducah to someone who asks	1	2	3	4	5
Remain in Paducah for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day	1	2	3	4	5	6
In Paducah's downtown area during the day.....	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Paducah as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Paducah.....	1	2	3	4	5
Ease of travel by public transportation in Paducah.....	1	2	3	4	5
Ease of travel by bicycle in Paducah	1	2	3	4	5
Ease of walking in Paducah	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality.....	1	2	3	4	5
Cleanliness of Paducah.....	1	2	3	4	5
Overall appearance of Paducah.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Paducah as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool.....	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Paducah.....	1	2	3	4	5
Overall quality of business and service establishments in Paducah	1	2	3	4	5
Vibrant downtown area.....	1	2	3	4	5
Overall quality of new development in Paducah.....	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Neighborliness of residents in Paducah	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Paducah (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Paducah.....	1	2
Reported a crime to the police in Paducah.....	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate.....	1	2
Contacted the City of Paducah (in-person, phone, email or web) for help or information.....	1	2
Contacted Paducah elected officials (in-person, phone, email or web) to express your opinion.....	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Paducah?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Paducah recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used McCracken County Public Library or its services	1	2	3	4
Participated in religious or spiritual activities in Paducah.....	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Used bus or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving.....	1	2	3	4
Volunteered your time to some group/activity in Paducah.....	1	2	3	4
Participated in a club.....	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

The City of Paducah 2018 Citizen Survey

10. Please rate the quality of each of the following services in Paducah:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Utility billing	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development.....	1	2	3	4	5
Health services	1	2	3	4	5
Public library services.....	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Paducah open space	1	2	3	4	5
City-sponsored special events.....	1	2	3	4	5
Overall customer service by Paducah employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Paducah	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Paducah government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Paducah	1	2	3	4	5
The overall direction that Paducah is taking	1	2	3	4	5
The job Paducah government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Paducah government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Paducah community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Paducah	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Paducah	1	2	3	4
Overall “built environment” of Paducah (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Paducah.....	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Paducah	1	2	3	4
Sense of community	1	2	3	4

14. Please answer either no or yes to each of the following questions related to stormwater in Paducah.

	<i>No</i>	<i>Yes</i>
In the last 5 years, have you witnessed any street flooding in Paducah?	1	2
Does stormwater runoff from your property contribute to flooding in the City?	1	2
Do you believe the City currently is responsible for all maintenance of storm sewers and open channels located on private property?	1	2
Should the City do more to repair and replace aging stormwater drainage infrastructure?	1	2
Should the City do more to reduce local flooding?	1	2
Should the City do more to improve water quality?.....	1	2

15. Please rate how important, if at all, you think it is for the City to work on each of the following stormwater initiatives.

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Maintaining the stormwater drainage systems.....	1	2	3	4
Building projects that reduce local flooding	1	2	3	4
Helping residents solve drainage problems on their property	1	2	3	4
Improving the water quality in the local rivers, creeks and ponds	1	2	3	4

16. 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?

- Yes No → Skip to question 18 Don't know → Skip to question 18

17. If yes, how much would you be willing to pay per month?

- >\$10 \$7-10 \$4-7 \$1-4 Not willing to pay

18. Please rate how important, if at all, do you think the following improvements would be in increasing your likelihood to walk in Paducah.

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
The addition of more sidewalks	1	2	3	4
Improved sidewalks and/or connections between sidewalks, greenways and public transit.....	1	2	3	4
Improved street lighting.....	1	2	3	4
The addition of more greenway trails.....	1	2	3	4

19. Please rate how important, if at all, the following neighborhood features and qualities are to you when deciding where to live.

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Safety of the community and level of crime.....	1	2	3	4
High quality local schools	1	2	3	4
Affordability of housing	1	2	3	4
Hospitals and doctors’ offices.....	1	2	3	4
Level of property taxes and other local taxes	1	2	3	4
Cultural resources (i.e., libraries, theaters, etc.).....	1	2	3	4
Privacy from neighbors.....	1	2	3	4
Parks, playgrounds and trails nearby.....	1	2	3	4
Length of commute to work or school.....	1	2	3	4
Presence of sidewalks.....	1	2	3	4
Presence of trees.....	1	2	3	4
Easy walk to other places and amenities in the community	1	2	3	4
Availability and quality of public transportation	1	2	3	4
Shops and restaurants within walking/biking distance of your house	1	2	3	4

The City of Paducah 2018 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Paducah	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Paducah?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Paducah?

- Less than 2 years
 11-20 years
 2-5 years
 More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No
 Yes

D11. Are you or any other members of your household aged 65 or older?

- No
 Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years
 55-64 years
 25-34 years
 65-74 years
 35-44 years
 75 years or older
 45-54 years

D16. What is your sex?

- Female
 Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell
 Land line
 Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



CITY OF PADUCAH

General Government

300 South 5th Street

P.O. Box 2267

Paducah, KY 42002-2267

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO.94

