

THE NCSTM
The National Citizen SurveyTM

Paducah, KY

Trends over Time

2018



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2018 ratings for the City of Paducah to its previous survey results in 2013 and 2016. Additional reports and technical appendices are available under separate cover.

Trend data for Paducah represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being “higher” or “lower” if the differences are greater than seven percentage points between the 2016 and 2018 surveys, otherwise the comparisons between 2016 and 2018 are noted as being “similar.” Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Paducah for 2018 generally remained stable. Of the 134 items for which comparisons were available, 109 items were rated similarly in 2016 and 2018, two items showed a decrease in ratings and 23 showed an increase in ratings. Notable trends over time included the following:

- Within each pillar, various ratings of Community Engagement increased in 2018 compared to 2016 (i.e., opportunities to volunteer within Community Characteristics, value of services for taxes paid within Governance, attendance at a local public meeting within Participation, etc.).
- More Paducah residents indicated that they were not under housing cost stress in 2018 compared to 2016; further, more residents also indicated that they felt the economy would have a positive impact on their income.
- The largest increase was seen for quality of recycling services (16% increase from 2016 to 2018); other ratings related to Natural Environment also increased (air quality and open space).

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2018 rating compared to 2016	Comparison to benchmark		
	2013	2016	2018		2013	2016	2018
Overall quality of life	63%	68%	70%	Similar	Much lower	Similar	Similar
Overall image	54%	69%	63%	Similar	Much lower	Similar	Similar
Place to live	74%	78%	76%	Similar	Much lower	Similar	Similar
Neighborhood	62%	67%	73%	Similar	Much lower	Similar	Similar
Place to raise children	65%	73%	75%	Similar	Much lower	Similar	Similar
Place to retire	63%	65%	74%	Higher	Similar	Similar	Similar
Overall appearance	53%	67%	69%	Similar	Much lower	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2016	Comparison to benchmark		
		2013	2016	2018		2013	2016	2018
Safety	Overall feeling of safety	NA	75%	78%	Similar	NA	Similar	Similar
	Safe in neighborhood	88%	90%	91%	Similar	Lower	Similar	Similar
	Safe downtown area	91%	92%	90%	Similar	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	77%	80%	Similar	NA	Similar	Similar
	Paths and walking trails	43%	54%	55%	Similar	Much lower	Similar	Similar
	Ease of walking	50%	52%	57%	Similar	Much lower	Similar	Similar
	Travel by bicycle	44%	40%	45%	Similar	Much lower	Similar	Similar
	Travel by public transportation	NA	42%	39%	Similar	NA	Similar	Similar
	Travel by car	63%	76%	75%	Similar	Higher	Similar	Similar
	Public parking	NA	59%	58%	Similar	NA	Similar	Similar
	Traffic flow	54%	62%	62%	Similar	Higher	Similar	Similar
	Overall natural environment	55%	68%	71%	Similar	Much lower	Similar	Similar
Natural Environment	Cleanliness	56%	61%	61%	Similar	Much lower	Similar	Lower
	Air quality	62%	64%	72%	Higher	Lower	Similar	Similar
Built Environment	Overall built environment	NA	54%	57%	Similar	NA	Similar	Similar
	New development in Paducah	39%	46%	53%	Similar	Much lower	Similar	Similar
	Affordable quality housing	46%	42%	40%	Similar	Similar	Similar	Similar
	Housing options	43%	48%	46%	Similar	Much lower	Similar	Similar
	Public places	NA	60%	61%	Similar	NA	Similar	Similar
Economy	Overall economic health	NA	38%	43%	Similar	NA	Lower	Lower
	Vibrant downtown area	NA	59%	65%	Similar	NA	Similar	Higher
	Business and services	49%	60%	65%	Similar	Much lower	Similar	Similar
	Cost of living	NA	46%	49%	Similar	NA	Similar	Similar
	Shopping opportunities	49%	57%	51%	Similar	Lower	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2016	Comparison to benchmark		
		2013	2016	2018		2013	2016	2018
	Employment opportunities	19%	30%	34%	Similar	Much lower	Similar	Similar
	Place to visit	NA	63%	67%	Similar	NA	Similar	Similar
	Place to work	41%	50%	54%	Similar	Much lower	Similar	Similar
Recreation and Wellness	Health and wellness	NA	63%	60%	Similar	NA	Similar	Similar
	Mental health care	NA	43%	48%	Similar	NA	Similar	Similar
	Preventive health services	54%	60%	63%	Similar	Similar	Similar	Similar
	Health care	51%	58%	63%	Similar	Similar	Similar	Similar
	Food	59%	63%	72%	Higher	Lower	Similar	Similar
	Recreational opportunities	42%	55%	59%	Similar	Much lower	Similar	Similar
	Fitness opportunities	NA	67%	66%	Similar	NA	Similar	Similar
	Education and enrichment opportunities	NA	62%	62%	Similar	NA	Similar	Similar
	Religious or spiritual events and activities	75%	81%	83%	Similar	Similar	Similar	Similar
	Cultural/arts/music activities	50%	69%	75%	Similar	Similar	Similar	Higher
Education and Enrichment	Adult education	NA	62%	70%	Higher	NA	Similar	Similar
	K-12 education	64%	77%	79%	Similar	Lower	Similar	Similar
	Child care/preschool	43%	54%	50%	Similar	Similar	Similar	Similar
	Social events and activities	47%	53%	65%	Higher	Much lower	Similar	Similar
	Neighborliness	NA	53%	57%	Similar	NA	Similar	Similar
Community Engagement	Openness and acceptance	39%	42%	51%	Higher	Much lower	Lower	Similar
	Opportunities to participate in community matters	52%	53%	63%	Higher	Much lower	Similar	Similar
	Opportunities to volunteer	70%	67%	76%	Higher	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2018 rating compared to 2016	Comparison to benchmark		
	2013	2016	2018		2013	2016	2018
Services provided by Paducah	60%	64%	66%	Similar	Much lower	Similar	Similar
Customer service	67%	65%	69%	Similar	Lower	Similar	Similar
Value of services for taxes paid	41%	37%	44%	Higher	Much lower	Similar	Similar
Overall direction	39%	42%	51%	Higher	Much lower	Lower	Similar
Welcoming citizen involvement	42%	42%	49%	Similar	Lower	Similar	Similar
Confidence in City government	NA	33%	44%	Higher	NA	Lower	Similar
Acting in the best interest of Paducah	NA	40%	49%	Higher	NA	Similar	Similar
Being honest	NA	39%	47%	Higher	NA	Lower	Similar
Treating all residents fairly	NA	39%	42%	Similar	NA	Similar	Similar
Services provided by the Federal Government	37%	37%	41%	Similar	Similar	Similar	Similar

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Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2018 rating compared to 2016	Comparison to benchmark		
		2013	2016	2018		2013	2016	2018
Safety	Police	70%	77%	78%	Similar	Lower	Similar	Similar
	Fire	87%	90%	90%	Similar	Lower	Similar	Similar
	Ambulance/EMS	83%	88%	87%	Similar	Lower	Similar	Similar
	Crime prevention	64%	69%	68%	Similar	Lower	Similar	Similar
	Fire prevention	74%	76%	74%	Similar	Lower	Similar	Similar
	Animal control	46%	54%	57%	Similar	Much lower	Similar	Similar
	Emergency preparedness	59%	57%	61%	Similar	Similar	Similar	Similar
Mobility	Traffic enforcement	68%	68%	69%	Similar	Similar	Similar	Similar
	Street repair	32%	31%	31%	Similar	Much lower	Lower	Lower
	Street cleaning	60%	57%	55%	Similar	Similar	Similar	Similar
	Street lighting	60%	60%	58%	Similar	Similar	Similar	Similar
	Snow removal	69%	54%	43%	Lower	Higher	Similar	Lower
	Sidewalk maintenance	46%	39%	33%	Similar	Much lower	Lower	Lower
	Traffic signal timing	46%	48%	44%	Similar	Similar	Similar	Similar
	Bus or transit services	47%	50%	47%	Similar	Similar	Similar	Similar
	Garbage collection	84%	77%	72%	Similar	Similar	Similar	Similar
	Recycling	36%	31%	46%	Higher	Much lower	Much lower	Lower
Natural Environment	Yard waste pick-up	63%	54%	48%	Similar	Lower	Lower	Lower
	Drinking water	55%	55%	59%	Similar	Lower	Lower	Similar
	Natural areas preservation	50%	54%	57%	Similar	Much lower	Similar	Similar
	Open space	NA	46%	56%	Higher	NA	Similar	Similar
	Storm drainage	46%	41%	43%	Similar	Much lower	Lower	Lower
Built Environment	Sewer services	61%	63%	69%	Similar	Much lower	Lower	Similar
	Power utility	71%	52%	59%	Higher	Similar	Lower	Lower
	Utility billing	NA	45%	51%	Similar	NA	Lower	Lower
	Land use, planning and zoning	40%	35%	45%	Higher	Lower	Similar	Similar
	Code enforcement	33%	34%	33%	Similar	Much lower	Lower	Similar
	Cable television	38%	37%	30%	Similar	Much lower	Lower	Lower
	Economy	Economic development	27%	34%	42%	Higher	Much lower	Lower
Recreation and Wellness	City parks	76%	75%	79%	Similar	Similar	Similar	Similar
	Recreation programs	58%	64%	72%	Higher	Much lower	Similar	Similar
	Recreation centers	53%	58%	59%	Similar	Much lower	Similar	Similar
	Health services	57%	64%	70%	Similar	Similar	Similar	Similar
Education and Enrichment	Special events	NA	55%	61%	Similar	NA	Similar	Similar
	Public libraries	81%	82%	87%	Similar	Similar	Similar	Similar
Community Engagement	Public information	61%	60%	64%	Similar	Similar	Similar	Similar

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Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2016	Comparison to benchmark		
	2013	2016	2018		2013	2016	2018
Sense of community	55%	57%	58%	Similar	Much lower	Similar	Similar
Recommend Paducah	75%	78%	82%	Similar	Much lower	Similar	Similar
Remain in Paducah	74%	80%	79%	Similar	Much lower	Similar	Similar
Contacted Paducah employees	44%	39%	37%	Similar	Much lower	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2016	Comparison to benchmark		
		2013	2016	2018		2013	2016	2018
Safety	Stocked supplies for an emergency	NA	39%	40%	Similar	NA	Similar	Similar
	Did NOT report a crime	NA	74%	80%	Similar	NA	Similar	Similar
	Was NOT the victim of a crime	88%	84%	88%	Similar	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	21%	16%	Similar	NA	Similar	Lower
	Carpooled instead of driving alone	NA	42%	40%	Similar	NA	Similar	Similar
	Walked or biked instead of driving	NA	46%	44%	Similar	NA	Lower	Lower
Natural Environment	Conserved water	NA	70%	67%	Similar	NA	Lower	Lower
	Made home more energy efficient	NA	75%	67%	Lower	NA	Similar	Similar
	Recycled at home	49%	53%	52%	Similar	Much lower	Much lower	Much lower
Built Environment	Did NOT observe a code violation	NA	40%	43%	Similar	NA	Lower	Lower
	NOT under housing cost stress	70%	68%	80%	Higher	Higher	Similar	Higher
Economy	Purchased goods or services in Paducah	NA	94%	93%	Similar	NA	Similar	Similar
	Economy will have positive impact on income	20%	23%	30%	Higher	Similar	Similar	Similar
	Work in Paducah	NA	52%	54%	Similar	NA	Similar	Higher
Recreation and Wellness	Used Paducah recreation centers	43%	61%	56%	Similar	Much lower	Similar	Similar
	Visited a City park	89%	86%	87%	Similar	Higher	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	78%	79%	Similar	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	80%	78%	Similar	NA	Similar	Similar
	In very good to excellent health	NA	47%	47%	Similar	NA	Similar	Similar
Education and Enrichment	Used McCracken County public libraries	77%	70%	69%	Similar	Higher	Similar	Similar
	Participated in religious or spiritual activities	73%	67%	64%	Similar	Much higher	Higher	Higher

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	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2016	Comparison to benchmark			
	2013	2016	2018		2013	2016	2018	
Community Engagement	Attended a City-sponsored event	NA	51%	58%	Higher	NA	Similar	Similar
	Campaigned for an issue, cause or candidate	NA	24%	30%	Similar	NA	Similar	Similar
	Contacted Paducah elected officials	NA	20%	21%	Similar	NA	Similar	Similar
	Volunteered	52%	45%	47%	Similar	Much higher	Similar	Similar
	Participated in a club	40%	29%	30%	Similar	Much higher	Similar	Similar
	Talked to or visited with neighbors	NA	89%	86%	Similar	NA	Similar	Similar
	Done a favor for a neighbor	NA	85%	78%	Similar	NA	Similar	Similar
	Attended a local public meeting	24%	16%	27%	Higher	Similar	Similar	Similar
	Watched a local public meeting	53%	37%	40%	Similar	Much higher	Similar	Higher
	Read or watched local news	NA	88%	85%	Similar	NA	Similar	Similar
	Voted in local elections	70%	80%	80%	Similar	Lower	Similar	Similar