



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Paducah, KY

Technical Appendices

2016



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# 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	
	%	N	%	N	%	N	%	N	%	N
Paducah as a place to live	25%	N=91	53%	N=194	20%	N=72	2%	N=8	100%	N=364
Your neighborhood as a place to live	27%	N=99	40%	N=147	25%	N=93	7%	N=27	100%	N=365
Paducah as a place to raise children	27%	N=94	46%	N=160	22%	N=78	5%	N=17	100%	N=349
Paducah as a place to work	16%	N=55	34%	N=120	31%	N=107	19%	N=68	100%	N=351
Paducah as a place to visit	26%	N=93	37%	N=132	29%	N=103	9%	N=31	100%	N=358
Paducah as a place to retire	26%	N=88	39%	N=130	24%	N=79	12%	N=39	100%	N=336
The overall quality of life in Paducah	18%	N=65	50%	N=180	25%	N=89	8%	N=27	100%	N=361

Table 2: Question 2

Please rate each of the following characteristics as they relate to Paducah as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Paducah	21%	N=77	55%	N=202	20%	N=74	4%	N=16	100%	N=368
Overall ease of getting to the places you usually have to visit	27%	N=100	50%	N=185	18%	N=65	5%	N=19	100%	N=369
Quality of overall natural environment in Paducah	17%	N=59	52%	N=186	27%	N=97	5%	N=18	100%	N=360
Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	11%	N=39	43%	N=157	35%	N=127	11%	N=40	100%	N=363
Health and wellness opportunities in Paducah	19%	N=69	44%	N=162	27%	N=97	10%	N=36	100%	N=365
Overall opportunities for education and enrichment	20%	N=70	43%	N=153	28%	N=100	10%	N=35	100%	N=359
Overall economic health of Paducah	9%	N=32	29%	N=105	41%	N=145	21%	N=74	100%	N=357
Sense of community	13%	N=47	44%	N=155	31%	N=112	12%	N=42	100%	N=356
Overall image or reputation of Paducah	17%	N=58	52%	N=183	22%	N=79	9%	N=32	100%	N=352

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	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Paducah to someone who asks	33%	N=115	45%	N=161	11%	N=40	11%	N=38	100%	N=354
Remain in Paducah for the next five years	57%	N=200	24%	N=83	11%	N=40	8%	N=29	100%	N=352

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	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	58%	N=215	31%	N=114	5%	N=17	5%	N=18	1%	N=3	100%	N=367
In Paducah's downtown area during the day	59%	N=211	33%	N=119	5%	N=18	2%	N=5	1%	N=4	100%	N=358

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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=44	50%	N=184	30%	N=109	8%	N=28	100%	N=366
Ease of public parking	12%	N=41	48%	N=170	29%	N=104	12%	N=42	100%	N=357
Ease of travel by car in Paducah	23%	N=81	53%	N=188	19%	N=66	6%	N=20	100%	N=354
Ease of travel by public transportation in Paducah	14%	N=31	28%	N=61	33%	N=72	26%	N=56	100%	N=220
Ease of travel by bicycle in Paducah	9%	N=24	30%	N=80	34%	N=89	27%	N=71	100%	N=264
Ease of walking in Paducah	15%	N=51	37%	N=125	33%	N=114	15%	N=51	100%	N=340
Availability of paths and walking trails	16%	N=54	38%	N=126	29%	N=98	17%	N=55	100%	N=333
Air quality	18%	N=65	46%	N=162	29%	N=104	7%	N=25	100%	N=356
Cleanliness of Paducah	14%	N=50	47%	N=172	34%	N=122	6%	N=20	100%	N=364
Overall appearance of Paducah	15%	N=54	52%	N=190	27%	N=97	6%	N=23	100%	N=363
Public places where people want to spend time	15%	N=53	44%	N=157	26%	N=94	14%	N=49	100%	N=353
Variety of housing options	9%	N=32	39%	N=131	36%	N=121	16%	N=55	100%	N=340
Availability of affordable quality housing	11%	N=38	31%	N=102	33%	N=110	24%	N=79	100%	N=328
Fitness opportunities (including exercise classes and paths or trails, etc.)	20%	N=68	46%	N=157	27%	N=91	6%	N=22	100%	N=339
Recreational opportunities	13%	N=46	42%	N=150	29%	N=103	16%	N=56	100%	N=354
Availability of affordable quality food	19%	N=69	44%	N=159	27%	N=99	10%	N=37	100%	N=364
Availability of affordable quality health care	18%	N=65	40%	N=144	28%	N=103	14%	N=50	100%	N=362
Availability of preventive health services	17%	N=59	43%	N=150	30%	N=105	11%	N=37	100%	N=351
Availability of affordable quality mental health care	12%	N=34	31%	N=88	36%	N=101	21%	N=61	100%	N=283

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	14%	N=32	39%	N=87	31%	N=69	15%	N=34	100%	N=221
K-12 education	27%	N=75	50%	N=142	16%	N=46	7%	N=20	100%	N=283
Adult educational opportunities	19%	N=58	43%	N=129	30%	N=90	9%	N=26	100%	N=303
Opportunities to attend cultural/arts/music activities	22%	N=73	47%	N=161	24%	N=80	7%	N=25	100%	N=339
Opportunities to participate in religious or spiritual events and activities	38%	N=125	43%	N=140	14%	N=44	6%	N=18	100%	N=328
Employment opportunities	8%	N=26	23%	N=77	36%	N=123	33%	N=111	100%	N=337
Shopping opportunities	13%	N=47	44%	N=159	32%	N=116	11%	N=38	100%	N=360
Cost of living in Paducah	13%	N=47	33%	N=120	38%	N=138	15%	N=54	100%	N=359
Overall quality of business and service establishments in Paducah	9%	N=31	51%	N=177	31%	N=107	10%	N=34	100%	N=349
Vibrant downtown area	16%	N=56	42%	N=146	29%	N=98	13%	N=44	100%	N=344
Overall quality of new development in Paducah	10%	N=34	36%	N=120	36%	N=119	18%	N=60	100%	N=333
Opportunities to participate in social events and activities	9%	N=31	44%	N=149	36%	N=124	10%	N=34	100%	N=339
Opportunities to volunteer	21%	N=68	46%	N=149	27%	N=88	7%	N=21	100%	N=326
Opportunities to participate in community matters	11%	N=35	42%	N=132	37%	N=116	10%	N=32	100%	N=316
Openness and acceptance of the community toward people of diverse backgrounds	8%	N=27	34%	N=117	38%	N=130	19%	N=66	100%	N=339
Neighborliness of residents in Paducah	11%	N=38	42%	N=148	35%	N=122	12%	N=42	100%	N=350

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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	30%	N=109	70%	N=254	100%	N=364
Made efforts to make your home more energy efficient	25%	N=90	75%	N=271	100%	N=362
Observed a code violation or other hazard in Paducah	40%	N=146	60%	N=215	100%	N=361
Household member was a victim of a crime in Paducah	84%	N=299	16%	N=59	100%	N=358
Reported a crime to the police in Paducah	74%	N=266	26%	N=95	100%	N=361
Stocked supplies in preparation for an emergency	61%	N=222	39%	N=140	100%	N=362
Campaigned or advocated for an issue, cause or candidate	76%	N=271	24%	N=86	100%	N=357
Contacted the City of Paducah (in-person, phone, email or web) for help or information	61%	N=221	39%	N=140	100%	N=361
Contacted Paducah elected officials (in-person, phone, email or web) to express your opinion	80%	N=288	20%	N=73	100%	N=361

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	12%	N=43	20%	N=72	29%	N=105	39%	N=140	100%	N=360
Visited a neighborhood park or City park	13%	N=46	34%	N=124	39%	N=142	14%	N=52	100%	N=363
Used McCracken County Public Library or its services	16%	N=58	25%	N=89	29%	N=106	30%	N=107	100%	N=361
Participated in religious or spiritual activities in Paducah	25%	N=91	26%	N=93	15%	N=55	33%	N=119	100%	N=357
Attended a City-sponsored event	5%	N=18	8%	N=30	38%	N=135	49%	N=176	100%	N=359
Used bus or other public transportation instead of driving	6%	N=20	7%	N=25	8%	N=30	79%	N=285	100%	N=361
Carpooled with other adults or children instead of driving alone	11%	N=38	14%	N=50	17%	N=61	58%	N=206	100%	N=356
Walked or biked instead of driving	16%	N=58	9%	N=33	21%	N=77	54%	N=193	100%	N=360
Volunteered your time to some group/activity in Paducah	9%	N=33	13%	N=47	23%	N=82	55%	N=200	100%	N=363
Participated in a club	7%	N=25	8%	N=28	15%	N=52	71%	N=253	100%	N=359
Talked to or visited with your immediate neighbors	34%	N=125	35%	N=128	19%	N=69	11%	N=42	100%	N=364
Done a favor for a neighbor	22%	N=81	29%	N=106	33%	N=120	15%	N=56	100%	N=363

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	1%	N=4	3%	N=12	11%	N=40	84%	N=302	100%	N=358
Watched (online or on television) a local public meeting	4%	N=13	9%	N=31	25%	N=90	63%	N=225	100%	N=359

Table 10: Question 10

Please rate the quality of each of the following services in Paducah:	Excellent		Good		Fair		Poor		Total	
Police services	28%	N=100	48%	N=169	18%	N=64	5%	N=18	100%	N=352
Fire services	40%	N=122	50%	N=155	10%	N=29	0%	N=1	100%	N=308
Ambulance or emergency medical services	36%	N=110	52%	N=157	10%	N=29	3%	N=8	100%	N=305
Crime prevention	19%	N=58	50%	N=151	21%	N=62	10%	N=31	100%	N=301
Fire prevention and education	26%	N=74	51%	N=148	18%	N=53	6%	N=16	100%	N=291
Traffic enforcement	17%	N=56	52%	N=174	23%	N=78	9%	N=30	100%	N=338

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Please rate the quality of each of the following services in Paducah:	Excellent		Good		Fair		Poor		Total	
Street repair	5%	N=18	26%	N=92	41%	N=145	28%	N=98	100%	N=352
Street cleaning	12%	N=44	45%	N=160	31%	N=111	11%	N=40	100%	N=355
Street lighting	11%	N=37	49%	N=174	32%	N=113	8%	N=30	100%	N=353
Snow removal	13%	N=47	41%	N=146	27%	N=98	19%	N=68	100%	N=358
Sidewalk maintenance	7%	N=23	32%	N=107	35%	N=116	27%	N=89	100%	N=336
Traffic signal timing	7%	N=23	41%	N=146	32%	N=111	20%	N=71	100%	N=351
Bus or transit services	10%	N=21	40%	N=89	26%	N=57	25%	N=55	100%	N=222
Garbage collection	23%	N=81	54%	N=190	19%	N=68	3%	N=12	100%	N=350
Recycling	6%	N=16	25%	N=69	26%	N=73	43%	N=120	100%	N=278
Yard waste pick-up	15%	N=47	39%	N=123	29%	N=92	17%	N=52	100%	N=314
Storm drainage	6%	N=20	35%	N=119	37%	N=126	22%	N=74	100%	N=338
Drinking water	14%	N=50	41%	N=143	29%	N=102	16%	N=57	100%	N=351
Sewer services	14%	N=47	50%	N=168	26%	N=87	11%	N=37	100%	N=339
Power (electric and/or gas) utility	12%	N=43	40%	N=140	24%	N=85	24%	N=87	100%	N=355
Utility billing	9%	N=33	36%	N=127	29%	N=102	26%	N=94	100%	N=356
City parks	24%	N=83	51%	N=175	20%	N=70	5%	N=17	100%	N=345
Recreation programs or classes	17%	N=46	48%	N=130	29%	N=78	7%	N=19	100%	N=274
Recreation centers or facilities	13%	N=36	45%	N=123	33%	N=90	9%	N=26	100%	N=274
Land use, planning and zoning	6%	N=18	28%	N=80	44%	N=126	21%	N=60	100%	N=284
Code enforcement (weeds, abandoned buildings, etc.)	6%	N=18	28%	N=82	40%	N=119	26%	N=78	100%	N=297
Animal control	10%	N=29	45%	N=136	29%	N=89	16%	N=49	100%	N=303
Economic development	7%	N=21	27%	N=88	39%	N=126	27%	N=85	100%	N=320
Health services	17%	N=57	46%	N=152	29%	N=95	8%	N=25	100%	N=330
Public library services	44%	N=142	38%	N=125	15%	N=50	2%	N=8	100%	N=324
Public information services	19%	N=56	41%	N=123	33%	N=100	7%	N=22	100%	N=300
Cable television	12%	N=36	25%	N=79	29%	N=90	34%	N=107	100%	N=311
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	N=46	42%	N=133	31%	N=98	11%	N=35	100%	N=312
Preservation of natural areas such as open space, farmlands and greenbelts	10%	N=26	44%	N=117	36%	N=95	10%	N=27	100%	N=265
Paducah open space	8%	N=21	39%	N=106	41%	N=114	12%	N=34	100%	N=276
City-sponsored special events	14%	N=41	41%	N=122	37%	N=109	8%	N=23	100%	N=295
Overall customer service by Paducah employees (police, receptionists, planners, etc.)	16%	N=52	49%	N=157	25%	N=81	10%	N=31	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	14%	N=47	50%	N=173	27%	N=93	10%	N=33	100%	N=345
The Federal Government	8%	N=27	29%	N=95	36%	N=118	27%	N=87	100%	N=327

Table 12: Question 12

Please rate the following categories of Paducah government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Paducah	6%	N=20	31%	N=101	45%	N=148	18%	N=59	100%	N=328
The overall direction that Paducah is taking	5%	N=16	37%	N=124	40%	N=134	18%	N=61	100%	N=335

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Please rate the following categories of Paducah government performance:	Excellent		Good		Fair		Poor		Total	
The job Paducah government does at welcoming citizen involvement	5%	N=15	37%	N=114	36%	N=110	22%	N=69	100%	N=308
Overall confidence in Paducah government	3%	N=11	30%	N=98	42%	N=137	25%	N=82	100%	N=329
Generally acting in the best interest of the community	7%	N=23	33%	N=110	37%	N=121	23%	N=77	100%	N=331
Being honest	8%	N=26	31%	N=97	37%	N=115	24%	N=74	100%	N=312
Treating all residents fairly	9%	N=28	30%	N=95	35%	N=111	25%	N=79	100%	N=313

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	
Overall feeling of safety in Paducah	54%	N=196	34%	N=123	11%	N=39	1%	N=2	100%	N=360
Overall ease of getting to the places you usually have to visit	31%	N=111	46%	N=167	20%	N=73	3%	N=10	100%	N=361
Quality of overall natural environment in Paducah	32%	N=114	48%	N=173	19%	N=67	1%	N=5	100%	N=359
Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	31%	N=111	44%	N=159	23%	N=82	2%	N=8	100%	N=359
Health and wellness opportunities in Paducah	46%	N=165	39%	N=141	13%	N=48	1%	N=4	100%	N=357
Overall opportunities for education and enrichment	53%	N=188	38%	N=135	8%	N=28	1%	N=5	100%	N=355
Overall economic health of Paducah	59%	N=212	33%	N=118	7%	N=26	1%	N=3	100%	N=359
Sense of community	37%	N=132	43%	N=155	19%	N=68	1%	N=4	100%	N=359

Table 14: Question 14

If the City of Paducah designed a voluntary curbside recycling program for its citizens that included a fee of possibly \$3 to \$5 dollars per month, how likely would you be to participate?	Percent	Number
Very likely	40%	N=138
Somewhat likely	27%	N=92
Somewhat unlikely	11%	N=38
Very unlikely	23%	N=80
Total	100%	N=348

Table 15: Question 15

Please indicate how interested, if at all, you are in the completion of each of the following proposed City of Paducah initiatives:	Very interested		Somewhat interested		Somewhat not interested		Not at all interested		Total	
Improvements to Stuart Nelson Park softball fields and entrance road	25%	N=86	37%	N=126	17%	N=58	20%	N=69	100%	N=339
Conversion of Broadway and Jefferson to two-way streets with bike lanes	34%	N=118	31%	N=107	12%	N=43	22%	N=75	100%	N=344
Phase II of Noble Park Lake Bank Stabilization	30%	N=100	44%	N=146	13%	N=42	13%	N=45	100%	N=333
Conversion of former Executive Inn site into a park	47%	N=157	28%	N=94	13%	N=44	12%	N=41	100%	N=337
Adding additional walking paths and greenway trails	48%	N=166	24%	N=83	14%	N=48	14%	N=48	100%	N=345
Indoor swimming center	40%	N=135	28%	N=94	14%	N=48	19%	N=63	100%	N=340

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Table 16: Question 16

Please indicate how interested, if at all, you are in the City of Paducah developing a sports complex:	Percent	Number
Very interested	30%	N=99
Somewhat interested	36%	N=119
Somewhat not interested	13%	N=44
Not at all interested	21%	N=70
Total	100%	N=333

Table 17: Question 17

Please indicate how interested, if at all, you are in the inclusion of each of the following facilities at a sports complex:	Very interested		Somewhat interested		Somewhat not interested		Not at all interested		Total	
Soccer fields	31%	N=82	37%	N=99	18%	N=48	14%	N=36	100%	N=265
Baseball/softball fields	37%	N=100	40%	N=106	16%	N=43	7%	N=19	100%	N=268
Indoor swimming center	50%	N=134	31%	N=83	12%	N=32	8%	N=22	100%	N=271
Ice skating rink	42%	N=112	26%	N=70	15%	N=39	17%	N=46	100%	N=268
Walking trail	53%	N=145	31%	N=85	9%	N=25	7%	N=19	100%	N=274
Basketball courts	35%	N=95	38%	N=102	17%	N=46	10%	N=28	100%	N=271
Tennis courts	33%	N=91	35%	N=94	20%	N=54	12%	N=34	100%	N=273

Table 18: Question 18

Have you had any in-person, phone, or email contact with an employee(s) of the Paducah Police Department within the past 12 months?	Percent	Number
Yes	40%	N=141
No	60%	N=210
Total	100%	N=351

Table 19: Question 19

What was your impression of the Paducah Police Department employee(s) in your most recent contact?	Excellent		Good		Fair		Poor		Total	
Knowledge	43%	N=65	37%	N=55	13%	N=20	7%	N=10	100%	N=149
Responsiveness	45%	N=66	34%	N=51	12%	N=18	9%	N=13	100%	N=149
Courtesy	53%	N=81	26%	N=39	15%	N=22	6%	N=10	100%	N=152
Professionalism	54%	N=82	25%	N=38	15%	N=23	5%	N=7	100%	N=151
Overall impression	44%	N=67	31%	N=48	17%	N=26	8%	N=12	100%	N=152

Note: This question was only asked to residents who reported they had contact with an employee of the Paducah Police Department within the past 12 months.

Table 20: Question 20

How often, if ever, do you use the following information sources to obtain information about the City government and its activities, events, and services?	Daily		Weekly		Monthly		Less than once per month		Never		Total	
City website (paducahky.gov)	0%	N=1	7%	N=27	19%	N=66	36%	N=128	38%	N=137	100%	N=359
Local government cable channel (Comcast Channel 11)	0%	N=1	9%	N=33	13%	N=46	23%	N=83	55%	N=195	100%	N=357
City communications via social media (i.e. Facebook, Twitter, Instagram, or Youtube)	4%	N=15	14%	N=49	11%	N=41	16%	N=59	54%	N=195	100%	N=358
City of Paducah e-mail blasts	1%	N=3	5%	N=17	7%	N=23	9%	N=31	79%	N=277	100%	N=351
City Commission meetings	1%	N=2	4%	N=16	10%	N=35	16%	N=56	70%	N=249	100%	N=357
Talking with City officials and employees	2%	N=6	6%	N=21	7%	N=23	28%	N=97	58%	N=200	100%	N=347

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How often, if ever, do you use the following information sources to obtain information about the City government and its activities, events, and services?	Daily		Weekly		Monthly		Less than once per month		Never		Total	
Local newspapers	26%	N=95	15%	N=55	17%	N=60	19%	N=69	23%	N=84	100%	N=362
Local television stations	43%	N=153	17%	N=59	11%	N=39	14%	N=51	15%	N=53	100%	N=355
Local radio stations	31%	N=110	18%	N=64	13%	N=45	18%	N=62	20%	N=70	100%	N=351
Word-of-mouth	28%	N=101	25%	N=90	16%	N=57	14%	N=51	17%	N=60	100%	N=359

Table 21: 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	30%	N=108	17%	N=63	22%	N=81	14%	N=51	17%	N=61	100%	N=364
Purchase goods or services from a business located in Paducah	3%	N=12	2%	N=8	11%	N=40	41%	N=149	42%	N=154	100%	N=363
Eat at least 5 portions of fruits and vegetables a day	5%	N=17	18%	N=63	35%	N=123	25%	N=90	18%	N=63	100%	N=357
Participate in moderate or vigorous physical activity	6%	N=23	14%	N=50	36%	N=129	29%	N=102	15%	N=52	100%	N=356
Read or watch local news (via television, paper, computer, etc.)	2%	N=7	10%	N=38	15%	N=53	26%	N=95	47%	N=170	100%	N=363
Vote in local elections	14%	N=50	7%	N=24	9%	N=32	18%	N=64	53%	N=194	100%	N=364

Table 22: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	11%	N=40
Very good	36%	N=131
Good	35%	N=126
Fair	14%	N=52
Poor	4%	N=14
Total	100%	N=364

Table 23: 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	3%	N=11
Somewhat positive	20%	N=70
Neutral	52%	N=184
Somewhat negative	19%	N=67
Very negative	7%	N=25
Total	100%	N=357

Table 24: Question D4

What is your employment status?	Percent	Number
Working full time for pay	49%	N=174
Working part time for pay	11%	N=39
Unemployed, looking for paid work	4%	N=13
Unemployed, not looking for paid work	10%	N=37
Fully retired	26%	N=94
Total	100%	N=356

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Table 25: Question D5

Do you work inside the boundaries of Paducah?	Percent	Number
Yes, outside the home	49%	N=166
Yes, from home	3%	N=12
No	48%	N=163
Total	100%	N=340

Table 26: Question D6

How many years have you lived in Paducah?	Percent	Number
Less than 2 years	8%	N=30
2 to 5 years	15%	N=56
6 to 10 years	7%	N=25
11 to 20 years	12%	N=43
More than 20 years	57%	N=210
Total	100%	N=365

Table 27: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	66%	N=241
Building with two or more homes (duplex, townhome, apartment or condominium)	30%	N=111
Mobile home	0%	N=0
Other	3%	N=12
Total	100%	N=364

Table 28: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	49%	N=176
Owned	51%	N=185
Total	100%	N=361

Table 29: 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	18%	N=61
\$300 to \$599 per month	34%	N=117
\$600 to \$999 per month	28%	N=96
\$1,000 to \$1,499 per month	10%	N=34
\$1,500 to \$2,499 per month	8%	N=28
\$2,500 or more per month	3%	N=9
Total	100%	N=345

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Table 30: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	68%	N=247
Yes	32%	N=116
Total	100%	N=363

Table 31: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=262
Yes	28%	N=99
Total	100%	N=361

Table 32: 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	38%	N=130
\$25,000 to \$49,999	29%	N=101
\$50,000 to \$99,999	19%	N=66
\$100,000 to \$149,999	8%	N=26
\$150,000 or more	7%	N=23
Total	100%	N=346

Table 33: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=344
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=10
Total	100%	N=354

Table 34: 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=12
Asian, Asian Indian or Pacific Islander	1%	N=3
Black or African American	17%	N=60
White	80%	N=290
Other	4%	N=13

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

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Table 35: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=6
25 to 34 years	24%	N=87
35 to 44 years	12%	N=45
45 to 54 years	21%	N=75
55 to 64 years	18%	N=66
65 to 74 years	12%	N=43
75 years or older	11%	N=40
Total	100%	N=362

Table 36: Question D16

What is your sex?	Percent	Number
Female	56%	N=201
Male	44%	N=160
Total	100%	N=361

Table 37: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	71%	N=258
Land line	13%	N=49
Both	15%	N=55
Total	100%	N=362

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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 38: Question 1

Please rate each of the following aspects of quality of life in Paducah:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Paducah as a place to live	25%	N=91	53%	N=194	20%	N=72	2%	N=8	0%	N=1	100%	N=365
Your neighborhood as a place to live	27%	N=99	40%	N=147	25%	N=93	7%	N=27	0%	N=0	100%	N=365
Paducah as a place to raise children	26%	N=94	44%	N=160	21%	N=78	5%	N=17	5%	N=18	100%	N=366
Paducah as a place to work	15%	N=55	33%	N=120	29%	N=107	19%	N=68	4%	N=14	100%	N=365
Paducah as a place to visit	25%	N=93	36%	N=132	28%	N=103	8%	N=31	2%	N=7	100%	N=366
Paducah as a place to retire	24%	N=88	36%	N=130	22%	N=79	11%	N=39	7%	N=25	100%	N=361
The overall quality of life in Paducah	18%	N=65	50%	N=180	25%	N=89	8%	N=27	0%	N=1	100%	N=362

Table 39: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Paducah	21%	N=77	55%	N=202	20%	N=74	4%	N=16	0%	N=1	100%	N=369
Overall ease of getting to the places you usually have to visit	27%	N=100	50%	N=185	18%	N=65	5%	N=19	0%	N=0	100%	N=369
Quality of overall natural environment in Paducah	16%	N=59	51%	N=186	27%	N=97	5%	N=18	1%	N=5	100%	N=365
Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	11%	N=39	43%	N=157	35%	N=127	11%	N=40	1%	N=3	100%	N=367
Health and wellness opportunities in Paducah	19%	N=69	44%	N=162	27%	N=97	10%	N=36	1%	N=2	100%	N=367
Overall opportunities for education and enrichment	19%	N=70	42%	N=153	27%	N=100	10%	N=35	2%	N=8	100%	N=367
Overall economic health of Paducah	9%	N=32	29%	N=105	40%	N=145	20%	N=74	2%	N=7	100%	N=363
Sense of community	13%	N=47	43%	N=155	31%	N=112	12%	N=42	2%	N=6	100%	N=362
Overall image or reputation of Paducah	16%	N=58	50%	N=183	22%	N=79	9%	N=32	3%	N=12	100%	N=364

Table 40: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Paducah to someone who asks	32%	N=115	45%	N=161	11%	N=40	10%	N=38	2%	N=6	100%	N=361
Remain in Paducah for the next five years	55%	N=200	23%	N=83	11%	N=40	8%	N=29	3%	N=11	100%	N=363

Table 41: 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	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	58%	N=215	31%	N=114	5%	N=17	5%	N=18	1%	N=3	0%	N=0	100%	N=367
In Paducah's downtown area during the day	57%	N=211	33%	N=119	5%	N=18	2%	N=5	1%	N=4	2%	N=8	100%	N=366

Table 42: 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	12%	N=44	50%	N=184	30%	N=109	8%	N=28	0%	N=1	100%	N=367
Ease of public parking	11%	N=41	47%	N=170	29%	N=104	12%	N=42	2%	N=5	100%	N=362
Ease of travel by car in Paducah	22%	N=81	52%	N=188	18%	N=66	5%	N=20	2%	N=9	100%	N=363
Ease of travel by public transportation in Paducah	9%	N=31	17%	N=61	20%	N=72	16%	N=56	39%	N=140	100%	N=359

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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
Ease of travel by bicycle in Paducah	7%	N=24	22%	N=80	25%	N=89	20%	N=71	26%	N=93	100%	N=357
Ease of walking in Paducah	14%	N=51	34%	N=125	31%	N=114	14%	N=51	6%	N=22	100%	N=362
Availability of paths and walking trails	15%	N=54	34%	N=126	27%	N=98	15%	N=55	9%	N=34	100%	N=367
Air quality	18%	N=65	44%	N=162	28%	N=104	7%	N=25	3%	N=11	100%	N=367
Cleanliness of Paducah	14%	N=50	47%	N=172	33%	N=122	6%	N=20	0%	N=2	100%	N=366
Overall appearance of Paducah	15%	N=54	52%	N=190	27%	N=97	6%	N=23	0%	N=2	100%	N=365
Public places where people want to spend time	15%	N=53	43%	N=157	26%	N=94	14%	N=49	3%	N=11	100%	N=364
Variety of housing options	9%	N=32	36%	N=131	34%	N=121	15%	N=55	6%	N=21	100%	N=360
Availability of affordable quality housing	10%	N=38	28%	N=102	30%	N=110	21%	N=79	11%	N=39	100%	N=367
Fitness opportunities (including exercise classes and paths or trails, etc.)	19%	N=68	43%	N=157	25%	N=91	6%	N=22	7%	N=25	100%	N=364
Recreational opportunities	12%	N=46	41%	N=150	28%	N=103	15%	N=56	3%	N=13	100%	N=367
Availability of affordable quality food	19%	N=69	43%	N=159	27%	N=99	10%	N=37	1%	N=2	100%	N=366
Availability of affordable quality health care	18%	N=65	39%	N=144	28%	N=103	14%	N=50	1%	N=5	100%	N=367
Availability of preventive health services	16%	N=59	41%	N=150	29%	N=105	10%	N=37	3%	N=12	100%	N=363
Availability of affordable quality mental health care	9%	N=34	24%	N=88	28%	N=101	16%	N=61	23%	N=84	100%	N=367

Table 43: 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	9%	N=32	24%	N=87	19%	N=69	9%	N=34	39%	N=143	100%	N=364
K-12 education	21%	N=75	39%	N=142	13%	N=46	5%	N=20	22%	N=78	100%	N=361
Adult educational opportunities	16%	N=58	36%	N=129	25%	N=90	7%	N=26	15%	N=54	100%	N=357
Opportunities to attend cultural/arts/music activities	21%	N=73	46%	N=161	23%	N=80	7%	N=25	4%	N=14	100%	N=353
Opportunities to participate in religious or spiritual events and activities	35%	N=125	39%	N=140	12%	N=44	5%	N=18	9%	N=33	100%	N=361
Employment opportunities	7%	N=26	21%	N=77	34%	N=123	31%	N=111	6%	N=21	100%	N=359
Shopping opportunities	13%	N=47	44%	N=159	32%	N=116	11%	N=38	1%	N=3	100%	N=363
Cost of living in Paducah	13%	N=47	33%	N=120	38%	N=138	15%	N=54	0%	N=2	100%	N=361
Overall quality of business and service establishments in Paducah	9%	N=31	49%	N=177	30%	N=107	9%	N=34	3%	N=10	100%	N=358
Vibrant downtown area	16%	N=56	41%	N=146	28%	N=98	12%	N=44	3%	N=11	100%	N=355
Overall quality of new development in Paducah	9%	N=34	33%	N=120	33%	N=119	17%	N=60	8%	N=27	100%	N=360
Opportunities to participate in social events and activities	9%	N=31	41%	N=149	34%	N=124	10%	N=34	6%	N=21	100%	N=360
Opportunities to volunteer	19%	N=68	41%	N=149	24%	N=88	6%	N=21	10%	N=36	100%	N=362
Opportunities to participate in community matters	10%	N=35	37%	N=132	33%	N=116	9%	N=32	11%	N=40	100%	N=355
Openness and acceptance of the community toward people of diverse backgrounds	7%	N=27	32%	N=117	36%	N=130	18%	N=66	7%	N=25	100%	N=364
Neighborliness of residents in Paducah	10%	N=38	41%	N=148	34%	N=122	12%	N=42	4%	N=13	100%	N=363

Table 44: 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	30%	N=109	70%	N=254	100%	N=364
Made efforts to make your home more energy efficient	25%	N=90	75%	N=271	100%	N=362
Observed a code violation or other hazard in Paducah	40%	N=146	60%	N=215	100%	N=361
Household member was a victim of a crime in Paducah	84%	N=299	16%	N=59	100%	N=358

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Reported a crime to the police in Paducah	74%	N=266	26%	N=95	100%	N=361
Stocked supplies in preparation for an emergency	61%	N=222	39%	N=140	100%	N=362
Campaigned or advocated for an issue, cause or candidate	76%	N=271	24%	N=86	100%	N=357
Contacted the City of Paducah (in-person, phone, email or web) for help or information	61%	N=221	39%	N=140	100%	N=361
Contacted Paducah elected officials (in-person, phone, email or web) to express your opinion	80%	N=288	20%	N=73	100%	N=361

Table 45: 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	12%	N=43	20%	N=72	29%	N=105	39%	N=140	100%	N=360
Visited a neighborhood park or City park	13%	N=46	34%	N=124	39%	N=142	14%	N=52	100%	N=363
Used McCracken County Public Library or its services	16%	N=58	25%	N=89	29%	N=106	30%	N=107	100%	N=361
Participated in religious or spiritual activities in Paducah	25%	N=91	26%	N=93	15%	N=55	33%	N=119	100%	N=357
Attended a City-sponsored event	5%	N=18	8%	N=30	38%	N=135	49%	N=176	100%	N=359
Used bus or other public transportation instead of driving	6%	N=20	7%	N=25	8%	N=30	79%	N=285	100%	N=361
Carpooled with other adults or children instead of driving alone	11%	N=38	14%	N=50	17%	N=61	58%	N=206	100%	N=356
Walked or biked instead of driving	16%	N=58	9%	N=33	21%	N=77	54%	N=193	100%	N=360
Volunteered your time to some group/activity in Paducah	9%	N=33	13%	N=47	23%	N=82	55%	N=200	100%	N=363
Participated in a club	7%	N=25	8%	N=28	15%	N=52	71%	N=253	100%	N=359
Talked to or visited with your immediate neighbors	34%	N=125	35%	N=128	19%	N=69	11%	N=42	100%	N=364
Done a favor for a neighbor	22%	N=81	29%	N=106	33%	N=120	15%	N=56	100%	N=363

Table 46: 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	1%	N=4	3%	N=12	11%	N=40	84%	N=302	100%	N=358
Watched (online or on television) a local public meeting	4%	N=13	9%	N=31	25%	N=90	63%	N=225	100%	N=359

Table 47: Question 10

Please rate the quality of each of the following services in Paducah:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	28%	N=100	47%	N=169	18%	N=64	5%	N=18	3%	N=11	100%	N=363
Fire services	34%	N=122	43%	N=155	8%	N=29	0%	N=1	15%	N=54	100%	N=363
Ambulance or emergency medical services	31%	N=110	44%	N=157	8%	N=29	2%	N=8	15%	N=55	100%	N=360
Crime prevention	16%	N=58	42%	N=151	17%	N=62	9%	N=31	15%	N=55	100%	N=357
Fire prevention and education	21%	N=74	41%	N=148	15%	N=53	5%	N=16	18%	N=65	100%	N=357
Traffic enforcement	16%	N=56	49%	N=174	22%	N=78	8%	N=30	6%	N=20	100%	N=358
Street repair	5%	N=18	26%	N=92	40%	N=145	27%	N=98	2%	N=7	100%	N=359
Street cleaning	12%	N=44	44%	N=160	31%	N=111	11%	N=40	2%	N=6	100%	N=361
Street lighting	10%	N=37	49%	N=174	31%	N=113	8%	N=30	1%	N=4	100%	N=358
Snow removal	13%	N=47	40%	N=146	27%	N=98	19%	N=68	1%	N=3	100%	N=361
Sidewalk maintenance	6%	N=23	30%	N=107	33%	N=116	25%	N=89	6%	N=21	100%	N=357

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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
Traffic signal timing	7%	N=23	41%	N=146	31%	N=111	20%	N=71	1%	N=5	100%	N=356
Bus or transit services	6%	N=21	25%	N=89	16%	N=57	15%	N=55	38%	N=136	100%	N=357
Garbage collection	22%	N=81	53%	N=190	19%	N=68	3%	N=12	3%	N=10	100%	N=360
Recycling	5%	N=16	19%	N=69	20%	N=73	33%	N=120	23%	N=82	100%	N=360
Yard waste pick-up	13%	N=47	34%	N=123	26%	N=92	15%	N=52	12%	N=43	100%	N=358
Storm drainage	5%	N=20	33%	N=119	35%	N=126	20%	N=74	6%	N=22	100%	N=359
Drinking water	14%	N=50	39%	N=143	28%	N=102	16%	N=57	3%	N=12	100%	N=363
Sewer services	13%	N=47	47%	N=168	24%	N=87	10%	N=37	6%	N=22	100%	N=362
Power (electric and/or gas) utility	12%	N=43	39%	N=140	24%	N=85	24%	N=87	1%	N=4	100%	N=359
Utility billing	9%	N=33	35%	N=127	28%	N=102	26%	N=94	1%	N=5	100%	N=361
City parks	23%	N=83	49%	N=175	20%	N=70	5%	N=17	4%	N=13	100%	N=358
Recreation programs or classes	13%	N=46	36%	N=130	22%	N=78	5%	N=19	24%	N=88	100%	N=362
Recreation centers or facilities	10%	N=36	35%	N=123	26%	N=90	7%	N=26	22%	N=78	100%	N=353
Land use, planning and zoning	5%	N=18	22%	N=80	35%	N=126	17%	N=60	21%	N=75	100%	N=359
Code enforcement (weeds, abandoned buildings, etc.)	5%	N=18	23%	N=82	33%	N=119	22%	N=78	17%	N=60	100%	N=357
Animal control	8%	N=29	38%	N=136	25%	N=89	14%	N=49	15%	N=54	100%	N=357
Economic development	6%	N=21	25%	N=88	35%	N=126	24%	N=85	11%	N=38	100%	N=358
Health services	17%	N=57	44%	N=152	27%	N=95	7%	N=25	5%	N=18	100%	N=347
Public library services	39%	N=142	35%	N=125	14%	N=50	2%	N=8	10%	N=35	100%	N=360
Public information services	16%	N=56	34%	N=123	28%	N=100	6%	N=22	16%	N=57	100%	N=358
Cable television	10%	N=36	22%	N=79	25%	N=90	30%	N=107	13%	N=47	100%	N=358
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	N=46	37%	N=133	28%	N=98	10%	N=35	12%	N=44	100%	N=356
Preservation of natural areas such as open space, farmlands and greenbelts	7%	N=26	34%	N=117	28%	N=95	8%	N=27	24%	N=82	100%	N=347
Paducah open space	6%	N=21	30%	N=106	32%	N=114	10%	N=34	22%	N=76	100%	N=352
City-sponsored special events	11%	N=41	34%	N=122	31%	N=109	6%	N=23	17%	N=60	100%	N=355
Overall customer service by Paducah employees (police, receptionists, planners, etc.)	15%	N=52	46%	N=157	24%	N=81	9%	N=31	6%	N=22	100%	N=344

Table 48: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Paducah	13%	N=47	48%	N=173	26%	N=93	9%	N=33	3%	N=13	100%	N=358
The Federal Government	8%	N=27	27%	N=95	33%	N=118	24%	N=87	8%	N=30	100%	N=357

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Table 49: Question 12

Please rate the following categories of Paducah government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Paducah	6%	N=20	28%	N=101	41%	N=148	16%	N=59	9%	N=31	100%	N=359
The overall direction that Paducah is taking	4%	N=16	34%	N=124	37%	N=134	17%	N=61	7%	N=24	100%	N=359
The job Paducah government does at welcoming citizen involvement	4%	N=15	32%	N=114	30%	N=110	19%	N=69	15%	N=53	100%	N=361
Overall confidence in Paducah government	3%	N=11	27%	N=98	38%	N=137	23%	N=82	8%	N=30	100%	N=359
Generally acting in the best interest of the community	6%	N=23	30%	N=110	34%	N=121	21%	N=77	8%	N=30	100%	N=361
Being honest	7%	N=26	27%	N=97	32%	N=115	21%	N=74	13%	N=47	100%	N=359
Treating all residents fairly	8%	N=28	26%	N=95	31%	N=111	22%	N=79	13%	N=49	100%	N=362

Table 50: 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	54%	N=196	34%	N=123	11%	N=39	1%	N=2	100%	N=360
Overall ease of getting to the places you usually have to visit	31%	N=111	46%	N=167	20%	N=73	3%	N=10	100%	N=361
Quality of overall natural environment in Paducah	32%	N=114	48%	N=173	19%	N=67	1%	N=5	100%	N=359
Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	31%	N=111	44%	N=159	23%	N=82	2%	N=8	100%	N=359
Health and wellness opportunities in Paducah	46%	N=165	39%	N=141	13%	N=48	1%	N=4	100%	N=357
Overall opportunities for education and enrichment	53%	N=188	38%	N=135	8%	N=28	1%	N=5	100%	N=355
Overall economic health of Paducah	59%	N=212	33%	N=118	7%	N=26	1%	N=3	100%	N=359
Sense of community	37%	N=132	43%	N=155	19%	N=68	1%	N=4	100%	N=359

Table 51: Question 14

If the City of Paducah designed a voluntary curbside recycling program for its citizens that included a fee of possibly \$3 to \$5 dollars per month, how likely would you be to participate?	Percent	Number
	Very likely	40%
Somewhat likely	27%	N=92
Somewhat unlikely	11%	N=38
Very unlikely	23%	N=80
Total	100%	N=348

Table 52: Question 15

Please indicate how interested, if at all, you are in the completion of each of the following proposed City of Paducah initiatives:	Very interested		Somewhat interested		Somewhat not interested		Not at all interested		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Improvements to Stuart Nelson Park softball fields and entrance road	24%	N=86	35%	N=126	16%	N=58	19%	N=69	6%	N=22	100%	N=361
Conversion of Broadway and Jefferson to two-way streets with bike lanes	33%	N=118	30%	N=107	12%	N=43	21%	N=75	4%	N=13	100%	N=357
Phase II of Noble Park Lake Bank Stabilization	28%	N=100	41%	N=146	12%	N=42	13%	N=45	7%	N=23	100%	N=356
Conversion of former Executive Inn site into a park	44%	N=157	27%	N=94	13%	N=44	11%	N=41	5%	N=18	100%	N=354
Adding additional walking paths and greenway trails	46%	N=166	23%	N=83	13%	N=48	13%	N=48	4%	N=15	100%	N=360
Indoor swimming center	38%	N=135	26%	N=94	13%	N=48	18%	N=63	6%	N=20	100%	N=360

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Table 53: Question 16

Please indicate how interested, if at all, you are in the City of Paducah developing a sports complex:	Percent	Number
Very interested	30%	N=99
Somewhat interested	36%	N=119
Somewhat not interested	13%	N=44
Not at all interested	21%	N=70
Total	100%	N=333

Table 54: Question 17

Please indicate how interested, if at all, you are in the inclusion of each of the following facilities at a sports complex:	Very interested		Somewhat interested		Somewhat not interested		Not at all interested		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Soccer fields	29%	N=82	35%	N=99	17%	N=48	13%	N=36	6%	N=17	100%	N=281
Baseball/softball fields	36%	N=100	38%	N=106	15%	N=43	7%	N=19	3%	N=9	100%	N=277
Indoor swimming center	48%	N=134	30%	N=83	11%	N=32	8%	N=22	3%	N=10	100%	N=280
Ice skating rink	40%	N=112	25%	N=70	14%	N=39	16%	N=46	4%	N=10	100%	N=278
Walking trail	52%	N=145	30%	N=85	9%	N=25	7%	N=19	2%	N=7	100%	N=281
Basketball courts	34%	N=95	36%	N=102	16%	N=46	10%	N=28	4%	N=11	100%	N=282
Tennis courts	32%	N=91	33%	N=94	19%	N=54	12%	N=34	3%	N=9	100%	N=282

Table 55: Question 18

Have you had any in-person, phone, or email contact with an employee(s) of the Paducah Police Department within the past 12 months?	Percent	Number
Yes	40%	N=141
No	60%	N=210
Total	100%	N=351

Table 56: Question 19

What was your impression of the Paducah Police Department employee(s) in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Knowledge	42%	N=65	36%	N=55	13%	N=20	6%	N=10	3%	N=4	100%	N=153
Responsiveness	44%	N=66	34%	N=51	12%	N=18	9%	N=13	2%	N=3	100%	N=151
Courtesy	53%	N=81	25%	N=39	14%	N=22	6%	N=10	1%	N=1	100%	N=153
Professionalism	53%	N=82	25%	N=38	15%	N=23	5%	N=7	2%	N=3	100%	N=153
Overall impression	43%	N=67	31%	N=48	17%	N=26	8%	N=12	1%	N=1	100%	N=153

Note: This question was only asked to residents who reported they had contact with an employee of the Paducah Police Department within the past 12 months.

Table 57: Question 20

How often, if ever, do you use the following information sources to obtain information about the City government and its activities, events, and services?	Daily		Weekly		Monthly		Less than once per month		Never		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
City website (paducahky.gov)	0%	N=1	7%	N=27	19%	N=66	36%	N=128	38%	N=137	100%	N=359
Local government cable channel (Comcast Channel 11)	0%	N=1	9%	N=33	13%	N=46	23%	N=83	55%	N=195	100%	N=357
City communications via social media (i.e. Facebook, Twitter, Instagram, or Youtube)	4%	N=15	14%	N=49	11%	N=41	16%	N=59	54%	N=195	100%	N=358
City of Paducah e-mail blasts	1%	N=3	5%	N=17	7%	N=23	9%	N=31	79%	N=277	100%	N=351
City Commission meetings	1%	N=2	4%	N=16	10%	N=35	16%	N=56	70%	N=249	100%	N=357

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How often, if ever, do you use the following information sources to obtain information about the City government and its activities, events, and services?	Daily		Weekly		Monthly		Less than once per month		Never		Total	
Talking with City officials and employees	2%	N=6	6%	N=21	7%	N=23	28%	N=97	58%	N=200	100%	N=347
Local newspapers	26%	N=95	15%	N=55	17%	N=60	19%	N=69	23%	N=84	100%	N=362
Local television stations	43%	N=153	17%	N=59	11%	N=39	14%	N=51	15%	N=53	100%	N=355
Local radio stations	31%	N=110	18%	N=64	13%	N=45	18%	N=62	20%	N=70	100%	N=351
Word-of-mouth	28%	N=101	25%	N=90	16%	N=57	14%	N=51	17%	N=60	100%	N=359

Table 58: 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	30%	N=108	17%	N=63	22%	N=81	14%	N=51	17%	N=61	100%	N=364
Purchase goods or services from a business located in Paducah	3%	N=12	2%	N=8	11%	N=40	41%	N=149	42%	N=154	100%	N=363
Eat at least 5 portions of fruits and vegetables a day	5%	N=17	18%	N=63	35%	N=123	25%	N=90	18%	N=63	100%	N=357
Participate in moderate or vigorous physical activity	6%	N=23	14%	N=50	36%	N=129	29%	N=102	15%	N=52	100%	N=356
Read or watch local news (via television, paper, computer, etc.)	2%	N=7	10%	N=38	15%	N=53	26%	N=95	47%	N=170	100%	N=363
Vote in local elections	14%	N=50	7%	N=24	9%	N=32	18%	N=64	53%	N=194	100%	N=364

Table 59: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	11%	N=40
Very good	36%	N=131
Good	35%	N=126
Fair	14%	N=52
Poor	4%	N=14
Total	100%	N=364

Table 60: 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	3%	N=11
Somewhat positive	20%	N=70
Neutral	52%	N=184
Somewhat negative	19%	N=67
Very negative	7%	N=25
Total	100%	N=357

Table 61: Question D4

What is your employment status?	Percent	Number
Working full time for pay	49%	N=174
Working part time for pay	11%	N=39
Unemployed, looking for paid work	4%	N=13
Unemployed, not looking for paid work	10%	N=37
Fully retired	26%	N=94
Total	100%	N=356

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Table 62: Question D5

Do you work inside the boundaries of Paducah?	Percent	Number
Yes, outside the home	49%	N=166
Yes, from home	3%	N=12
No	48%	N=163
Total	100%	N=340

Table 63: Question D6

How many years have you lived in Paducah?	Percent	Number
Less than 2 years	8%	N=30
2 to 5 years	15%	N=56
6 to 10 years	7%	N=25
11 to 20 years	12%	N=43
More than 20 years	57%	N=210
Total	100%	N=365

Table 64: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	66%	N=241
Building with two or more homes (duplex, townhome, apartment or condominium)	30%	N=111
Mobile home	0%	N=0
Other	3%	N=12
Total	100%	N=364

Table 65: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	49%	N=176
Owned	51%	N=185
Total	100%	N=361

Table 66: 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	18%	N=61
\$300 to \$599 per month	34%	N=117
\$600 to \$999 per month	28%	N=96
\$1,000 to \$1,499 per month	10%	N=34
\$1,500 to \$2,499 per month	8%	N=28
\$2,500 or more per month	3%	N=9
Total	100%	N=345

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Table 67: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	68%	N=247
Yes	32%	N=116
Total	100%	N=363

Table 68: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=262
Yes	28%	N=99
Total	100%	N=361

Table 69: 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	38%	N=130
\$25,000 to \$49,999	29%	N=101
\$50,000 to \$99,999	19%	N=66
\$100,000 to \$149,999	8%	N=26
\$150,000 or more	7%	N=23
Total	100%	N=346

Table 70: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=344
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=10
Total	100%	N=354

Table 71: 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=12
Asian, Asian Indian or Pacific Islander	1%	N=3
Black or African American	17%	N=60
White	80%	N=290
Other	4%	N=13

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

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Table 72: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=6
25 to 34 years	24%	N=87
35 to 44 years	12%	N=45
45 to 54 years	21%	N=75
55 to 64 years	18%	N=66
65 to 74 years	12%	N=43
75 years or older	11%	N=40
Total	100%	N=362

Table 73: Question D16

What is your sex?	Percent	Number
Female	56%	N=201
Male	44%	N=160
Total	100%	N=361

Table 74: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	71%	N=258
Land line	13%	N=49
Both	15%	N=55
Total	100%	N=362

## 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 (communities in the 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,” “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. 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 75: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Paducah	68%	340	413	Similar
Overall image or reputation of Paducah	69%	197	313	Similar
Paducah as a place to live	78%	271	357	Similar
Your neighborhood as a place to live	67%	240	279	Similar
Paducah as a place to raise children	73%	243	349	Similar
Paducah as a place to retire	65%	173	331	Similar
Overall appearance of Paducah	67%	215	326	Similar

Table 76: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Paducah	75%	169	248	Similar	
	In your neighborhood during the day	90%	230	320	Similar	
	In Paducah's downtown area during the day	92%	143	272	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	77%	74	165	Similar	
	Availability of paths and walking trails	54%	198	281	Similar	
	Ease of walking in Paducah	52%	195	263	Similar	
	Ease of travel by bicycle in Paducah	40%	206	267	Similar	
	Ease of travel by public transportation in Paducah	42%	68	145	Similar	
	Ease of travel by car in Paducah	76%	69	271	Similar	
	Ease of public parking	59%	65	135	Similar	
	Traffic flow on major streets	62%	84	316	Similar	
	Natural Environment	Quality of overall natural environment in Paducah	68%	183	250	Similar
Cleanliness of Paducah		61%	175	245	Similar	
Air quality		64%	174	226	Similar	
Built Environment	Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	54%	107	158	Similar	
	Overall quality of new development in Paducah	46%	199	258	Similar	
	Availability of affordable quality housing	42%	153	272	Similar	
	Variety of housing options	48%	183	250	Similar	
	Public places where people want to spend time	60%	101	152	Similar	
Economy	Overall economic health of Paducah	38%	132	163	Lower	
	Vibrant downtown area	59%	53	146	Similar	
	Overall quality of business and service establishments in Paducah	60%	163	243	Similar	
	Cost of living in Paducah	46%	73	159	Similar	
	Shopping opportunities	57%	140	267	Similar	
	Employment opportunities	30%	183	282	Similar	
	Paducah as a place to visit	63%	87	171	Similar	
	Paducah as a place to work	50%	246	323	Similar	
	Recreation and Wellness	Health and wellness opportunities in Paducah	63%	111	160	Similar
		Availability of affordable quality mental health care	43%	76	137	Similar
Availability of preventive health services		60%	117	207	Similar	
Availability of affordable quality health care		58%	134	232	Similar	
Availability of affordable quality food		63%	130	207	Similar	
Recreational opportunities		55%	215	274	Similar	
Education and	Fitness opportunities (including exercise classes and paths or trails, etc.)	67%	86	153	Similar	
	Overall opportunities for education and enrichment	62%	101	158	Similar	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	81%	61	181	Similar
	Opportunities to attend cultural/arts/music activities	69%	81	267	Similar
	Adult educational opportunities	62%	60	144	Similar
	K-12 education	77%	117	237	Similar
	Availability of affordable quality child care/preschool	54%	106	229	Similar
Community Engagement	Opportunities to participate in social events and activities	53%	161	232	Similar
	Neighborhoodliness of Paducah	53%	117	153	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	42%	241	261	Lower
	Opportunities to participate in community matters	53%	182	244	Similar
	Opportunities to volunteer	67%	143	237	Similar

Table 77: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Paducah	64%	314	401	Similar
Overall customer service by Paducah employees (police, receptionists, planners, etc.)	65%	288	336	Similar
Value of services for the taxes paid to Paducah	37%	303	363	Similar
Overall direction that Paducah is taking	42%	258	295	Lower
Job Paducah government does at welcoming citizen involvement	42%	231	282	Similar
Overall confidence in Paducah government	33%	140	159	Lower
Generally acting in the best interest of the community	40%	135	160	Similar
Being honest	39%	128	154	Lower
Treating all residents fairly	39%	129	158	Similar
Services provided by the Federal Government	37%	142	222	Similar

Table 78: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	77%	253	404	Similar
	Fire services	90%	215	326	Similar
	Ambulance or emergency medical services	88%	223	313	Similar
	Crime prevention	69%	197	323	Similar
	Fire prevention and education	76%	164	259	Similar
	Animal control	54%	249	308	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	57%	172	256	Similar
Mobility	Traffic enforcement	68%	159	343	Similar
	Street repair	31%	302	387	Lower
	Street cleaning	57%	191	291	Similar
	Street lighting	60%	155	286	Similar
	Snow removal	54%	201	266	Similar
	Sidewalk maintenance	39%	250	291	Lower
	Traffic signal timing	48%	156	230	Similar
Natural Environment	Bus or transit services	50%	137	197	Similar
	Garbage collection	77%	272	323	Similar
	Recycling	31%	329	330	Much lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Yard waste pick-up	54%	228	241	Lower
	Drinking water	55%	275	309	Lower
	Preservation of natural areas such as open space, farmlands and greenbelts	54%	161	236	Similar
	Paducah open space	46%	116	145	Similar
Built Environment	Storm drainage	41%	310	330	Lower
	Sewer services	63%	272	293	Lower
	Power (electric and/or gas) utility	52%	147	149	Lower
	Utility billing	45%	136	139	Lower
	Land use, planning and zoning	35%	224	271	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	34%	266	331	Lower
	Cable television	37%	167	176	Lower
	Economy	Economic development	34%	223	260
Recreation and Wellness	City parks	75%	220	302	Similar
	Recreation programs or classes	64%	224	313	Similar
	Recreation centers or facilities	58%	205	258	Similar
	Health services	64%	111	182	Similar
Education and Enrichment	City-sponsored special events	55%	126	167	Similar
	Public library services	82%	136	314	Similar
Community Engagement	Public information services	60%	165	264	Similar

Table 79: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	57%	193	278	Similar
Recommend living in Paducah to someone who asks	78%	196	253	Similar
Remain in Paducah for the next five years	80%	174	248	Similar
Contacted Paducah (in-person, phone, email or web) for help or information	39%	223	283	Similar

Table 80: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	39%	51	140	Similar
	Did NOT report a crime to the police	74%	116	154	Similar
	Household member was NOT a victim of a crime	84%	196	244	Similar
Mobility	Used bus or other public transportation instead of driving	21%	64	129	Similar
	Carpooled with other adults or children instead of driving alone	42%	77	148	Similar
	Walked or biked instead of driving	46%	112	153	Lower
Natural Environment	Made efforts to conserve water	70%	139	142	Lower
	Made efforts to make your home more energy efficient	75%	99	143	Similar
	Recycle at home	53%	230	231	Much lower
Built Environment	Did NOT observe a code violation or other hazard in Paducah	40%	121	147	Lower
	NOT experiencing housing costs stress	68%	116	227	Similar
Economy	Purchase goods or services from a business located in Paducah	94%	122	150	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Economy will have positive impact on income	23%	154	229	Similar
	Work inside boundaries of Paducah	52%	50	150	Similar
Recreation and Wellness	Used Paducah recreation centers or their services	61%	70	216	Similar
	Visited a neighborhood park or City park	86%	103	248	Similar
	Eat at least 5 portions of fruits and vegetables a day	78%	125	146	Similar
	Participate in moderate or vigorous physical activity	80%	125	149	Similar
	In very good to excellent health	47%	145	149	Similar
	Used McCracken County Public Library or its services	70%	82	216	Similar
Education and Enrichment	Participated in religious or spiritual activities in Paducah	67%	13	179	Higher
	Attended City-sponsored event	51%	83	151	Similar
	Campaigned or advocated for an issue, cause or candidate	24%	41	139	Similar
Community Engagement	Contacted Paducah elected officials (in-person, phone, email or web) to express your opinion	20%	39	148	Similar
	Volunteered your time to some group/activity in Paducah	45%	84	237	Similar
	Participated in a club	29%	90	213	Similar
	Talked to or visited with your immediate neighbors	89%	104	150	Similar
	Done a favor for a neighbor	85%	49	144	Similar
	Attended a local public meeting	16%	181	236	Similar
	Watched (online or on television) a local public meeting	37%	35	198	Similar
	Read or watch local news (via television, paper, computer, etc.)	88%	57	150	Similar
	Vote in local elections	80%	128	229	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
Airway Heights city, WA .....	6,114
Albany city, OR .....	50,158
Albemarle County, VA.....	98,970
Albert Lea city, MN .....	18,016
Alexandria city, VA .....	139,966
Algonquin village, IL.....	30,046
Aliso Viejo city, CA .....	47,823
Altoona city, IA .....	14,541
American Canyon city, CA.....	19,454
Ames city, IA .....	58,965
Andover CDP, MA.....	8,762
Ankeny city, IA .....	45,582
Ann Arbor city, MI.....	113,934
Annapolis city, MD .....	38,394
Apache Junction city, AZ.....	35,840
Apple Valley town, CA .....	69,135
Arapahoe County, CO .....	572,003
Arkansas City city, AR.....	366
Arlington city, TX .....	365,438
Arlington County, VA .....	207,627
Arvada city, CO .....	106,433

Asheville city, NC .....	83,393
Ashland city, OR .....	20,078
Ashland town, VA.....	7,225
Aspen city, CO .....	6,658
Athens-Clarke County.....	115,452
Auburn city, AL .....	53,380
Auburn city, WA.....	70,180
Augusta CCD, GA .....	134,777
Aurora city, CO .....	325,078
Austin city, TX .....	790,390
Bainbridge Island city, WA.....	23,025
Baltimore city, MD.....	620,961
Bartonville town, TX .....	1,469
Battle Creek city, MI.....	52,347
Bay City city, MI.....	34,932
Baytown city, TX.....	71,802
Bedford city, TX.....	46,979
Bedford town, MA .....	13,320
Bellevue city, WA .....	122,363
Bellingham city, WA .....	80,885
Beltrami County, MN .....	44,442
Benbrook city, TX.....	21,234

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Bend city, OR.....	76,639	Columbus city, WI.....	4,991
Benicia city, CA.....	26,997	Commerce City city, CO.....	45,913
Bettendorf city, IA.....	33,217	Concord city, CA.....	122,067
Billings city, MT.....	104,170	Concord town, MA.....	17,668
Blaine city, MN.....	57,186	Cookeville city, TN.....	30,435
Bloomfield Hills city, MI.....	3,869	Coon Rapids city, MN.....	61,476
Bloomington city, MN.....	82,893	Copperas Cove city, TX.....	32,032
Blue Springs city, MO.....	52,575	Coronado city, CA.....	18,912
Boise City city, ID.....	205,671	Corvallis city, OR.....	54,462
Boone County, KY.....	118,811	Creve Coeur city, MO.....	17,833
Boulder city, CO.....	97,385	Cross Roads town, TX.....	1,563
Bowling Green city, KY.....	58,067	Crystal Lake city, IL.....	40,743
Bozeman city, MT.....	37,280	Dacono city, CO.....	4,152
Brentwood city, MO.....	8,055	Dade City city, FL.....	6,437
Brentwood city, TN.....	37,060	Dakota County, MN.....	398,552
Brighton city, CO.....	33,352	Dallas city, OR.....	14,583
Bristol city, TN.....	26,702	Dallas city, TX.....	1,197,816
Broken Arrow city, OK.....	98,850	Danville city, KY.....	16,218
Brookfield city, WI.....	37,920	Dardenne Prairie city, MO.....	11,494
Brookline CDP, MA.....	58,732	Davenport city, IA.....	99,685
Broomfield city, CO.....	55,889	Davidson town, NC.....	10,944
Brownsburg town, IN.....	21,285	Dayton city, OH.....	141,527
Bryan city, TX.....	76,201	Decatur city, GA.....	19,335
Burien city, WA.....	33,313	Del Mar city, CA.....	4,161
Burleson city, TX.....	36,690	Delray Beach city, FL.....	60,522
Cabarrus County, NC.....	178,011	Denison city, TX.....	22,682
Cambridge city, MA.....	105,162	Denton city, TX.....	113,383
Cannon Beach city, OR.....	1,690	Denver city, CO.....	600,158
Canton city, SD.....	3,057	Derby city, KS.....	22,158
Cape Coral city, FL.....	154,305	Des Peres city, MO.....	8,373
Cape Girardeau city, MO.....	37,941	Destin city, FL.....	12,305
Carlisle borough, PA.....	18,682	Dorchester County, MD.....	32,618
Carlsbad city, CA.....	105,328	Dothan city, AL.....	65,496
Carroll city, IA.....	10,103	Douglas County, CO.....	285,465
Cartersville city, GA.....	19,731	Dover city, NH.....	29,987
Cary town, NC.....	135,234	Dublin city, CA.....	46,036
Casa Grande city, AZ.....	48,571	Duluth city, MN.....	86,265
Casper city, WY.....	55,316	Duncanville city, TX.....	38,524
Castine town, ME.....	1,366	Durham city, NC.....	228,330
Castle Pines North city, CO.....	10,360	Eagle town, CO.....	6,508
Castle Rock town, CO.....	48,231	East Baton Rouge Parish, LA.....	440,171
Cedar Rapids city, IA.....	126,326	East Grand Forks city, MN.....	8,601
Centennial city, CO.....	100,377	East Lansing city, MI.....	48,579
Centralia city, IL.....	13,032	Eau Claire city, WI.....	65,883
Chambersburg borough, PA.....	20,268	Eden Prairie city, MN.....	60,797
Chandler city, AZ.....	236,123	Edgerton city, KS.....	1,671
Chanhassen city, MN.....	22,952	Edgewater city, CO.....	5,170
Chapel Hill town, NC.....	57,233	Edina city, MN.....	47,941
Charlotte city, NC.....	731,424	Edmond city, OK.....	81,405
Charlotte County, FL.....	159,978	Edmonds city, WA.....	39,709
Charlottesville city, VA.....	43,475	El Cerrito city, CA.....	23,549
Chattanooga city, TN.....	167,674	El Dorado County, CA.....	181,058
Chesterfield County, VA.....	316,236	El Paso city, TX.....	649,121
Chippewa Falls city, WI.....	13,661	Elk Grove city, CA.....	153,015
Citrus Heights city, CA.....	83,301	Elk River city, MN.....	22,974
Clackamas County, OR.....	375,992	Elko New Market city, MN.....	4,110
Clarendon Hills village, IL.....	8,427	Elmhurst city, IL.....	44,121
Clayton city, MO.....	15,939	Encinitas city, CA.....	59,518
Clearwater city, FL.....	107,685	Englewood city, CO.....	30,255
Cleveland Heights city, OH.....	46,121	Erie town, CO.....	18,135
Clinton city, SC.....	8,490	Escambia County, FL.....	297,619
Clive city, IA.....	15,447	Estes Park town, CO.....	5,858
Clovis city, CA.....	95,631	Fairview town, TX.....	7,248
College Park city, MD.....	30,413	Farmington Hills city, MI.....	79,740
College Station city, TX.....	93,857	Fayetteville city, NC.....	200,564
Colleyville city, TX.....	22,807	Fishers town, IN.....	76,794
Collinsville city, IL.....	25,579	Flower Mound town, TX.....	64,669
Columbia city, MO.....	108,500	Forest Grove city, OR.....	21,083
Columbia city, SC.....	129,272	Fort Collins city, CO.....	143,986
Columbia Falls city, MT.....	4,688	Fort Smith city, AR.....	86,209

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Fort Worth city, TX.....	741,206	Jefferson City city, MO.....	43,079
Fountain Hills town, AZ.....	22,489	Jefferson County, CO .....	534,543
Franklin city, TN.....	62,487	Jefferson County, NY.....	116,229
Fredericksburg city, VA.....	24,286	Jerome city, ID .....	10,890
Fremont city, CA .....	214,089	Johnson City city, TN.....	63,152
Friendswood city, TX .....	35,805	Johnston city, IA .....	17,278
Fruita city, CO.....	12,646	Jupiter town, FL.....	55,156
Gahanna city, OH.....	33,248	Kalamazoo city, MI.....	74,262
Gaithersburg city, MD.....	59,933	Kansas City city, KS.....	145,786
Galveston city, TX .....	47,743	Kansas City city, MO.....	459,787
Gardner city, KS.....	19,123	Keizer city, OR .....	36,478
Geneva city, NY .....	13,261	Kenmore city, WA .....	20,460
Georgetown city, TX.....	47,400	Kennedale city, TX .....	6,763
Gilbert town, AZ.....	208,453	Kennett Square borough, PA.....	6,072
Gillette city, WY .....	29,087	Kettering city, OH .....	56,163
Glendora city, CA .....	50,073	Key West city, FL .....	24,649
Glenview village, IL .....	44,692	King County, WA.....	1,931,249
Globe city, AZ .....	7,532	Kirkland city, WA.....	48,787
Golden city, CO.....	18,867	Kirkwood city, MO .....	27,540
Golden Valley city, MN.....	20,371	Knoxville city, IA .....	7,313
Goodyear city, AZ .....	65,275	La Mesa city, CA .....	57,065
Grafton village, WI.....	11,459	La Plata town, MD.....	8,753
Grand Blanc city, MI.....	8,276	La Porte city, TX .....	33,800
Grand Island city, NE .....	48,520	La Vista city, NE.....	15,758
Grass Valley city, CA.....	12,860	Lafayette city, CO .....	24,453
Greeley city, CO.....	92,889	Laguna Beach city, CA.....	22,723
Green Valley CDP, AZ .....	21,391	Laguna Hills city, CA.....	30,344
Greenville city, NC.....	84,554	Laguna Niguel city, CA .....	62,979
Greenwich town, CT.....	61,171	Lake Oswego city, OR .....	36,619
Greenwood Village city, CO.....	13,925	Lake Stevens city, WA .....	28,069
Greer city, SC .....	25,515	Lake Worth city, FL .....	34,910
Guilford County, NC .....	488,406	Lake Zurich village, IL .....	19,631
Gunnison County, CO .....	15,324	Lakeville city, MN .....	55,954
Gurnee village, IL.....	31,295	Lakewood city, CO .....	142,980
Hailey city, ID .....	7,960	Lakewood city, WA.....	58,163
Haines Borough, AK .....	2,508	Lane County, OR.....	351,715
Hallandale Beach city, FL.....	37,113	Larimer County, CO.....	299,630
Hamilton city, OH.....	62,477	Las Cruces city, NM.....	97,618
Hanover County, VA.....	99,863	Las Vegas city, NV .....	583,756
Harrisonburg city, VA .....	48,914	Lawrence city, KS.....	87,643
Harrisonville city, MO .....	10,019	League City city, TX .....	83,560
Hayward city, CA .....	144,186	Lee's Summit city, MO .....	91,364
Henderson city, NV .....	257,729	Lehi city, UT .....	47,407
Herndon town, VA.....	23,292	Lenexa city, KS .....	48,190
High Point city, NC .....	104,371	Lewis County, NY .....	27,087
Highland Park city, IL .....	29,763	Lewisville city, TX.....	95,290
Highlands Ranch CDP, CO .....	96,713	Libertyville village, IL.....	20,315
Hillsborough town, NC.....	6,087	Lincoln city, NE .....	258,379
Holland city, MI.....	33,051	Lindsborg city, KS .....	3,458
Honolulu County, HI.....	953,207	Littleton city, CO .....	41,737
Hooksett town, NH.....	13,451	Livermore city, CA.....	80,968
Hopkins city, MN .....	17,591	Lombard village, IL .....	43,165
Hopkinton town, MA.....	14,925	Lone Tree city, CO .....	10,218
Hoquiam city, WA .....	8,726	Long Grove village, IL .....	8,043
Horry County, SC .....	269,291	Longmont city, CO .....	86,270
Hudson city, OH.....	22,262	Longview city, TX.....	80,455
Hudson town, CO.....	2,356	Los Alamos County, NM.....	17,950
Hudsonville city, MI.....	7,116	Louisville city, CO .....	18,376
Huntersville town, NC.....	46,773	Lynchburg city, VA .....	75,568
Hurst city, TX.....	37,337	Lynnwood city, WA .....	35,836
Hutchinson city, MN .....	14,178	Macomb County, MI .....	840,978
Hutto city, TX .....	14,698	Madison city, WI .....	233,209
Hyattsville city, MD .....	17,557	Manhattan Beach city, CA .....	35,135
Independence city, MO.....	116,830	Mankato city, MN .....	39,309
Indian Trail town, NC .....	33,518	Maple Grove city, MN .....	61,567
Indianola city, IA.....	14,782	Maple Valley city, WA .....	22,684
Iowa City city, IA .....	67,862	Maricopa County, AZ .....	3,817,117
Issaquah city, WA .....	30,434	Martinez city, CA .....	35,824
Jackson County, MI.....	160,248	Maryland Heights city, MO .....	27,472
James City County, VA .....	67,009	Matthews town, NC.....	27,198

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McAllen city, TX .....	129,877	Palo Alto city, CA.....	64,403
McDonough city, GA.....	22,084	Papillion city, NE .....	18,894
McKinney city, TX.....	131,117	Park City city, UT .....	7,558
McMinnville city, OR .....	32,187	Parker town, CO .....	45,297
Medford city, OR.....	74,907	Parkland city, FL .....	23,962
Menlo Park city, CA .....	32,026	Pasadena city, CA .....	137,122
Mercer Island city, WA .....	22,699	Pasco city, WA .....	59,781
Meridian charter township, MI .....	39,688	Pasco County, FL .....	464,697
Meridian city, ID .....	75,092	Pearland city, TX.....	91,252
Merriam city, KS.....	11,003	Peoria city, AZ .....	154,065
Mesa County, CO .....	146,723	Peoria city, IL .....	115,007
Miami Beach city, FL .....	87,779	Peoria County, IL .....	186,494
Miami city, FL .....	399,457	Petoskey city, MI .....	5,670
Middleton city, WI.....	17,442	Pflugerville city, TX .....	46,936
Midland city, MI .....	41,863	Phoenix city, AZ.....	1,445,632
Milford city, DE .....	9,559	Pinal County, AZ .....	375,770
Milton city, GA .....	32,661	Pinehurst village, NC .....	13,124
Minneapolis city, MN .....	382,578	Piqua city, OH.....	20,522
Mission Viejo city, CA .....	93,305	Pitkin County, CO.....	17,148
Modesto city, CA .....	201,165	Plano city, TX .....	259,841
Monterey city, CA.....	27,810	Platte City city, MO.....	4,691
Montgomery County, VA.....	94,392	Plymouth city, MN.....	70,576
Monticello city, UT.....	1,972	Pocatello city, ID.....	54,255
Monument town, CO .....	5,530	Polk County, IA.....	430,640
Mooreville town, NC.....	32,711	Pompano Beach city, FL .....	99,845
Morristown city, TN.....	29,137	Port Huron city, MI.....	30,184
Morrisville town, NC .....	18,576	Port Orange city, FL .....	56,048
Moscow city, ID .....	23,800	Portland city, OR.....	583,776
Mountain Village town, CO.....	1,320	Post Falls city, ID .....	27,574
Mountlake Terrace city, WA .....	19,909	Prince William County, VA.....	402,002
Muscatine city, IA .....	22,886	Prior Lake city, MN .....	22,796
Naperville city, IL .....	141,853	Provo city, UT .....	112,488
Needham CDP, MA.....	28,886	Pueblo city, CO .....	106,595
New Braunfels city, TX .....	57,740	Purcellville town, VA.....	7,727
New Brighton city, MN.....	21,456	Queen Creek town, AZ .....	26,361
New Hanover County, NC .....	202,667	Radnor township, PA .....	31,531
New Orleans city, LA .....	343,829	Ramsey city, MN.....	23,668
New Smyrna Beach city, FL .....	22,464	Rapid City city, SD .....	67,956
Newberg city, OR.....	22,068	Raymore city, MO .....	19,206
Newport Beach city, CA .....	85,186	Redmond city, WA .....	54,144
Newport News city, VA .....	180,719	Rehoboth Beach city, DE .....	1,327
Newton city, IA .....	15,254	Reno city, NV.....	225,221
Noblesville city, IN .....	51,969	Reston CDP, VA .....	58,404
Nogales city, AZ.....	20,837	Richmond city, CA .....	103,701
Norfolk city, VA.....	242,803	Richmond Heights city, MO.....	8,603
North Port city, FL.....	57,357	Rifle city, CO.....	9,172
North Richland Hills city, TX.....	63,343	Rio Rancho city, NM .....	87,521
Northglenn city, CO.....	35,789	River Falls city, WI .....	15,000
Novato city, CA .....	51,904	Riverdale city, UT.....	8,426
Novi city, MI .....	55,224	Riverside city, CA .....	303,871
O'Fallon city, IL.....	28,281	Riverside city, MO .....	2,937
O'Fallon city, MO.....	79,329	Rochester Hills city, MI.....	70,995
Oak Park village, IL .....	51,878	Rock Hill city, SC .....	66,154
Oakland city, CA .....	390,724	Rockford city, IL .....	152,871
Oakland Park city, FL.....	41,363	Rockville city, MD.....	61,209
Oakley city, CA .....	35,432	Rogers city, MN .....	8,597
Ogdensburg city, NY .....	11,128	Rolla city, MO .....	19,559
Oklahoma City city, OK.....	579,999	Roselle village, IL .....	22,763
Olathe city, KS .....	125,872	Rosemount city, MN .....	21,874
Old Town city, ME .....	7,840	Rosenberg city, TX.....	30,618
Olmsted County, MN .....	144,248	Roseville city, MN.....	33,660
Olympia city, WA .....	46,478	Roswell city, GA .....	88,346
Orland Park village, IL .....	56,767	Round Rock city, TX .....	99,887
Oshkosh city, WI.....	66,083	Royal Oak city, MI.....	57,236
Oshtemo charter township, MI.....	21,705	Saco city, ME .....	18,482
Otsego County, MI.....	24,164	Sahuarita town, AZ .....	25,259
Overland Park city, KS.....	173,372	Sammamish city, WA.....	45,780
Oviedo city, FL.....	33,342	San Anselmo town, CA .....	12,336
Paducah city, KY .....	25,024	San Antonio city, TX.....	1,327,407
Palm Coast city, FL.....	75,180	San Carlos city, CA.....	28,406

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San Diego city, CA .....	1,307,402	Tacoma city, WA.....	198,397
San Francisco city, CA .....	805,235	Takoma Park city, MD .....	16,715
San Jose city, CA .....	945,942	Tamarac city, FL .....	60,427
San Juan County, NM .....	130,044	Temecula city, CA .....	100,097
San Marcos city, CA.....	83,781	Tempe city, AZ .....	161,719
San Marcos city, TX.....	44,894	Temple city, TX.....	66,102
San Rafael city, CA.....	57,713	The Woodlands CDP, TX.....	93,847
Sandy Springs city, GA .....	93,853	Thornton city, CO.....	118,772
Sanford city, FL.....	53,570	Thousand Oaks city, CA.....	126,683
Sangamon County, IL.....	197,465	Tigard city, OR.....	48,035
Santa Clarita city, CA.....	176,320	Tracy city, CA .....	82,922
Santa Fe County, NM.....	144,170	Tualatin city, OR .....	26,054
Santa Monica city, CA.....	89,736	Tulsa city, OK .....	391,906
Sarasota County, FL .....	379,448	Twin Falls city, ID .....	44,125
Savage city, MN .....	26,911	Tyler city, TX .....	96,900
Scarborough CDP, ME .....	4,403	Umatilla city, OR .....	6,906
Schaumburg village, IL.....	74,227	Upper Arlington city, OH.....	33,771
Scott County, MN .....	129,928	Urbandale city, IA .....	39,463
Scottsdale city, AZ .....	217,385	Vail town, CO.....	5,305
Seaside city, CA .....	33,025	Vancouver city, WA .....	161,791
SeaTac city, WA.....	26,909	Vernon Hills village, IL.....	25,113
Sevierville city, TN.....	14,807	Vestavia Hills city, AL .....	34,033
Shawnee city, KS .....	62,209	Victoria city, MN.....	7,345
Sheboygan city, WI .....	49,288	Virginia Beach city, VA.....	437,994
Shoreview city, MN .....	25,043	Wake Forest town, NC.....	30,117
Shorewood city, MN .....	7,307	Walnut Creek city, CA.....	64,173
Shorewood village, IL.....	15,615	Washington County, MN .....	238,136
Shorewood village, WI.....	13,162	Washington town, NH .....	1,123
Sierra Vista city, AZ.....	43,888	Washoe County, NV .....	421,407
Sioux Center city, IA .....	7,048	Watauga city, TX .....	23,497
Sioux Falls city, SD.....	153,888	Wauwatosa city, WI .....	46,396
Skokie village, IL .....	64,784	Waverly city, IA .....	9,874
Snellville city, GA .....	18,242	Weddington town, NC .....	9,459
Snowmass Village town, CO.....	2,826	Wentzville city, MO.....	29,070
South Kingstown town, RI .....	30,639	West Carrollton city, OH .....	13,143
South Lake Tahoe city, CA.....	21,403	West Chester borough, PA.....	18,461
South Portland city, ME .....	25,002	West Des Moines city, IA .....	56,609
Southborough town, MA .....	9,767	West Richland city, WA.....	11,811
Southlake city, TX .....	26,575	Western Springs village, IL .....	12,975
Sparks city, NV .....	90,264	Westerville city, OH.....	36,120
Spokane Valley city, WA .....	89,755	Westlake town, TX .....	992
Spring Hill city, KS.....	5,437	Westminster city, CO.....	106,114
Springboro city, OH.....	17,409	Weston town, MA.....	11,261
Springfield city, MO.....	159,498	Wheat Ridge city, CO .....	30,166
Springfield city, OR .....	59,403	White House city, TN.....	10,255
Springville city, UT .....	29,466	Wichita city, KS.....	382,368
St. Augustine city, FL .....	12,975	Williamsburg city, VA.....	14,068
St. Charles city, IL.....	32,974	Wilmington city, NC.....	106,476
St. Cloud city, FL.....	35,183	Wilsonville city, OR.....	19,509
St. Cloud city, MN .....	65,842	Winchester city, VA .....	26,203
St. Joseph city, MO .....	76,780	Windsor town, CO .....	18,644
St. Louis County, MN.....	200,226	Windsor town, CT .....	29,044
St. Louis Park city, MN.....	45,250	Winnetka village, IL.....	12,187
Stallings town, NC.....	13,831	Winston-Salem city, NC .....	229,617
State College borough, PA .....	42,034	Winter Garden city, FL.....	34,568
Steamboat Springs city, CO .....	12,088	Woodbury city, MN.....	61,961
Sterling Heights city, MI .....	129,699	Woodland city, CA.....	55,468
Sugar Grove village, IL .....	8,997	Woodland city, WA.....	5,509
Sugar Land city, TX.....	78,817	Wrentham town, MA .....	10,955
Summit city, NJ.....	21,457	Yakima city, WA.....	91,067
Summit County, UT.....	36,324	York County, VA.....	65,464
Sunnyvale city, CA .....	140,081	Yorktown town, IN.....	9,405
Surprise city, AZ.....	117,517	Yountville city, CA .....	2,933
Suwanee city, GA.....	15,355		

## Southern Region Benchmark Comparisons

Table 81: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Paducah	68%	106	128	Similar
Overall image or reputation of Paducah	69%	62	98	Similar
Paducah as a place to live	78%	81	107	Similar
Your neighborhood as a place to live	67%	71	82	Similar
Paducah as a place to raise children	73%	73	109	Similar
Paducah as a place to retire	65%	67	102	Similar
Overall appearance of Paducah	67%	70	106	Similar

Table 82: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Paducah	75%	57	87	Similar	
	In your neighborhood during the day	90%	70	108	Similar	
	In Paducah's downtown area during the day	92%	38	89	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	77%	18	56	Similar	
	Availability of paths and walking trails	54%	41	86	Similar	
	Ease of walking in Paducah	52%	45	87	Similar	
	Ease of travel by bicycle in Paducah	40%	48	86	Similar	
	Ease of travel by public transportation in Paducah	42%	9	41	Similar	
	Ease of travel by car in Paducah	76%	13	88	Higher	
	Ease of public parking	59%	21	51	Similar	
	Traffic flow on major streets	62%	18	105	Higher	
Natural Environment	Quality of overall natural environment in Paducah	68%	51	79	Similar	
	Cleanliness of Paducah	61%	55	76	Similar	
	Air quality	64%	55	74	Similar	
Built Environment	Overall "built environment" of Paducah (including overall design, buildings, parks and transportation systems)	54%	35	54	Similar	
	Overall quality of new development in Paducah	46%	73	84	Similar	
	Availability of affordable quality housing	42%	56	83	Similar	
	Variety of housing options	48%	64	78	Similar	
	Public places where people want to spend time	60%	36	53	Similar	
Economy	Overall economic health of Paducah	38%	46	56	Lower	
	Vibrant downtown area	59%	19	49	Similar	
	Overall quality of business and service establishments in Paducah	60%	54	77	Similar	
	Cost of living in Paducah	46%	33	53	Similar	
	Shopping opportunities	57%	50	80	Similar	
	Employment opportunities	30%	61	87	Similar	
	Paducah as a place to visit	63%	33	60	Similar	
	Paducah as a place to work	50%	78	100	Similar	
	Recreation and Wellness	Health and wellness opportunities in Paducah	63%	40	55	Similar
		Availability of affordable quality mental health care	43%	27	47	Similar
Availability of preventive health services		60%	41	66	Similar	
Availability of affordable quality health care		58%	46	73	Similar	
Availability of affordable quality food		63%	48	68	Similar	
Recreational opportunities		55%	62	80	Similar	
Education and	Fitness opportunities (including exercise classes and paths or trails, etc.)	67%	27	54	Similar	
	Overall opportunities for education and enrichment	62%	36	55	Similar	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	81%	20	58	Similar
	Opportunities to attend cultural/arts/music activities	69%	27	84	Similar
	Adult educational opportunities	62%	16	51	Similar
	K-12 education	77%	30	76	Similar
	Availability of affordable quality child care/preschool	54%	36	70	Similar
Community Engagement	Opportunities to participate in social events and activities	53%	53	74	Similar
	Neighborhoodliness of Paducah	53%	45	54	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	42%	77	81	Lower
	Opportunities to participate in community matters	53%	63	80	Similar
	Opportunities to volunteer	67%	47	76	Similar

Table 83: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Paducah	64%	101	121	Similar
Overall customer service by Paducah employees (police, receptionists, planners, etc.)	65%	89	105	Similar
Value of services for the taxes paid to Paducah	37%	97	116	Similar
Overall direction that Paducah is taking	42%	80	88	Lower
Job Paducah government does at welcoming citizen involvement	42%	74	88	Similar
Overall confidence in Paducah government	33%	49	54	Lower
Generally acting in the best interest of the community	40%	47	54	Similar
Being honest	39%	45	53	Similar
Treating all residents fairly	39%	42	54	Similar
Services provided by the Federal Government	37%	51	75	Similar

Table 84: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	77%	71	120	Similar
	Fire services	90%	62	103	Similar
	Ambulance or emergency medical services	88%	65	94	Similar
	Crime prevention	69%	57	101	Similar
	Fire prevention and education	76%	44	84	Similar
	Animal control	54%	68	88	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	57%	67	80	Similar
	Traffic enforcement	68%	42	108	Similar
	Street repair	31%	85	109	Similar
	Street cleaning	57%	43	81	Similar
Mobility	Street lighting	60%	34	84	Similar
	Snow removal	54%	32	43	Similar
	Sidewalk maintenance	39%	78	91	Similar
	Traffic signal timing	48%	37	74	Similar
	Bus or transit services	50%	33	58	Similar
Natural Environment	Garbage collection	77%	105	124	Similar
	Recycling	31%	119	120	Much lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Yard waste pick-up	54%	92	95	Lower
	Drinking water	55%	83	93	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	54%	45	73	Similar
	Paducah open space	46%	35	46	Similar
	Storm drainage	41%	98	108	Lower
	Sewer services	63%	79	87	Similar
	Power (electric and/or gas) utility	52%	43	44	Lower
	Utility billing	45%	44	45	Lower
	Land use, planning and zoning	35%	66	81	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	34%	95	117	Similar
Built Environment	Cable television	37%	47	48	Lower
Economy	Economic development	34%	76	83	Lower
	City parks	75%	63	97	Similar
	Recreation programs or classes	64%	67	102	Similar
Recreation and Wellness	Recreation centers or facilities	58%	70	88	Similar
	Health services	64%	34	55	Similar
Education and Enrichment	City-sponsored special events	55%	46	63	Similar
	Public library services	82%	30	94	Similar
Community Engagement	Public information services	60%	55	90	Similar

Table 85: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	57%	56	82	Similar
Recommend living in Paducah to someone who asks	78%	65	80	Similar
Remain in Paducah for the next five years	80%	50	76	Similar
Contacted Paducah (in-person, phone, email or web) for help or information	39%	77	90	Similar

Table 86: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	39%	27	50	Similar
	Did NOT report a crime to the police	74%	37	53	Similar
Safety	Household member was NOT a victim of a crime	84%	60	75	Similar
	Used bus or other public transportation instead of driving	21%	12	42	Similar
	Carpooled with other adults or children instead of driving alone	42%	23	52	Similar
Mobility	Walked or biked instead of driving	46%	28	53	Similar
	Made efforts to conserve water	70%	50	51	Lower
	Made efforts to make your home more energy efficient	75%	36	50	Similar
Natural Environment	Recycle at home	53%	75	76	Much lower
	Did NOT observe a code violation or other hazard in Paducah	40%	42	52	Lower
Built Environment	NOT experiencing housing costs stress	68%	35	77	Similar
Economy	Purchase goods or services from a business located in Paducah	94%	44	53	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Economy will have positive impact on income	23%	54	76	Similar
	Work inside boundaries of Paducah	52%	23	53	Similar
Recreation and Wellness	Used Paducah recreation centers or their services	61%	15	74	Similar
	Visited a neighborhood park or City park	86%	16	82	Similar
	Eat at least 5 portions of fruits and vegetables a day	78%	46	51	Similar
	Participate in moderate or vigorous physical activity	80%	40	52	Similar
	In very good to excellent health	47%	49	52	Similar
	Used McCracken County Public Library or its services	70%	13	63	Similar
Education and Enrichment	Participated in religious or spiritual activities in Paducah	67%	8	56	Higher
	Attended City-sponsored event	51%	28	53	Similar
	Campaigned or advocated for an issue, cause or candidate	24%	18	47	Similar
Community Engagement	Contacted Paducah elected officials (in-person, phone, email or web) to express your opinion	20%	16	49	Similar
	Volunteered your time to some group/activity in Paducah	45%	26	75	Similar
	Participated in a club	29%	27	67	Similar
	Talked to or visited with your immediate neighbors	89%	31	53	Similar
	Done a favor for a neighbor	85%	16	51	Similar
	Attended a local public meeting	16%	63	76	Similar
	Watched (online or on television) a local public meeting	37%	13	63	Similar
	Read or watch local news (via television, paper, computer, etc.)	88%	20	53	Similar
	Vote in local elections	80%	30	76	Similar

### Communities included in Southern Region comparisons

The communities included in Paducah's Southern Region comparisons are listed below along with their population according to the 2010 Census.

Albemarle County, VA .....	98,970	Broken Arrow city, OK .....	98,850
Alexandria city, VA .....	139,966	Bryan city, TX .....	76,201
Annapolis city, MD .....	38,394	Burleson city, TX .....	36,690
Arkansas City city, AR .....	366	Cabarrus County, NC .....	178,011
Arlington city, TX .....	365,438	Cape Coral city, FL .....	154,305
Arlington County, VA .....	207,627	Cartersville city, GA .....	19,731
Asheville city, NC .....	83,393	Cary town, NC .....	135,234
Ashland town, VA .....	7,225	Chapel Hill town, NC .....	57,233
Athens-Clarke County.. ..	115,452	Charlotte city, NC .....	731,424
Auburn city, AL .....	53,380	Charlotte County, FL .....	159,978
Augusta CCD, GA .....	134,777	Charlottesville city, VA .....	43,475
Austin city, TX .....	790,390	Chattanooga city, TN .....	167,674
Baltimore city, MD .....	620,961	Chesterfield County, VA .....	316,236
Bartonville town, TX .....	1,469	Clearwater city, FL .....	107,685
Baytown city, TX .....	71,802	Clinton city, SC .....	8,490
Bedford city, TX .....	46,979	College Park city, MD .....	30,413
Benbrook city, TX .....	21,234	College Station city, TX .....	93,857
Boone County, KY .....	118,811	Colleyville city, TX .....	22,807
Bowling Green city, KY .....	58,067	Columbia city, SC .....	129,272
Brentwood city, TN .....	37,060	Cookeville city, TN .....	30,435
Bristol city, TN .....	26,702	Copperas Cove city, TX .....	32,032

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Cross Roads town, TX.....	1,563	Mooresville town, NC.....	32,711
Dade City city, FL.....	6,437	Morristown city, TN.....	29,137
Dallas city, TX.....	1,197,816	Morrisville town, NC.....	18,576
Danville city, KY.....	16,218	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
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	Norfolk city, VA.....	242,803
Destin city, FL.....	12,305	North Port city, FL.....	57,357
Dorchester County, MD.....	32,618	North Richland Hills city, TX.....	63,343
Dothan city, AL.....	65,496	Oakland Park city, FL.....	41,363
Duncanville city, TX.....	38,524	Oklahoma City city, OK.....	579,999
Durham city, NC.....	228,330	Oviedo city, FL.....	33,342
East Baton Rouge Parish, LA.....	440,171	Paducah city, KY.....	25,024
Edmond city, OK.....	81,405	Palm Coast city, FL.....	75,180
El Paso city, TX.....	649,121	Parkland city, FL.....	23,962
Escambia County, FL.....	297,619	Pasco County, FL.....	464,697
Fairview town, TX.....	7,248	Pearland city, TX.....	91,252
Fayetteville city, NC.....	200,564	Pflugerville city, TX.....	46,936
Flower Mound town, TX.....	64,669	Pinehurst village, NC.....	13,124
Fort Smith city, AR.....	86,209	Plano city, TX.....	259,841
Fort Worth city, TX.....	741,206	Pompano Beach city, FL.....	99,845
Franklin city, TN.....	62,487	Port Orange city, FL.....	56,048
Fredericksburg city, VA.....	24,286	Prince William County, VA.....	402,002
Friendswood city, TX.....	35,805	Purcellville town, VA.....	7,727
Gaithersburg city, MD.....	59,933	Rehoboth Beach city, DE.....	1,327
Galveston city, TX.....	47,743	Reston CDP, VA.....	58,404
Georgetown city, TX.....	47,400	Rock Hill city, SC.....	66,154
Greenville city, NC.....	84,554	Rockville city, MD.....	61,209
Greer city, SC.....	25,515	Rosenberg city, TX.....	30,618
Guilford County, NC.....	488,406	Roswell city, GA.....	88,346
Hallandale Beach city, FL.....	37,113	Round Rock city, TX.....	99,887
Hanover County, VA.....	99,863	San Antonio city, TX.....	1,327,407
Harrisonburg city, VA.....	48,914	San Marcos city, TX.....	44,894
Herndon town, VA.....	23,292	Sandy Springs city, GA.....	93,853
High Point city, NC.....	104,371	Sanford city, FL.....	53,570
Hillsborough town, NC.....	6,087	Sarasota County, FL.....	379,448
Horry County, SC.....	269,291	Sevierville city, TN.....	14,807
Huntersville town, NC.....	46,773	Snellville city, GA.....	18,242
Hurst city, TX.....	37,337	Southlake city, TX.....	26,575
Hutto city, TX.....	14,698	St. Augustine city, FL.....	12,975
Hyattsville city, MD.....	17,557	St. Cloud city, FL.....	35,183
Indian Trail town, NC.....	33,518	Stallings town, NC.....	13,831
James City County, VA.....	67,009	Sugar Land city, TX.....	78,817
Johnson City city, TN.....	63,152	Suwanee city, GA.....	15,355
Jupiter town, FL.....	55,156	Takoma Park city, MD.....	16,715
Kennedale city, TX.....	6,763	Tamarac city, FL.....	60,427
Key West city, FL.....	24,649	Temple city, TX.....	66,102
La Plata town, MD.....	8,753	The Woodlands CDP, TX.....	93,847
La Porte city, TX.....	33,800	Tulsa city, OK.....	391,906
Lake Worth city, FL.....	34,910	Tyler city, TX.....	96,900
League City city, TX.....	83,560	Vestavia Hills city, AL.....	34,033
Lewisville city, TX.....	95,290	Virginia Beach city, VA.....	437,994
Longview city, TX.....	80,455	Wake Forest town, NC.....	30,117
Lynchburg city, VA.....	75,568	Watauga city, TX.....	23,497
Matthews town, NC.....	27,198	Weddington town, NC.....	9,459
McAllen city, TX.....	129,877	Westlake town, TX.....	992
McDonough city, GA.....	22,084	White House city, TN.....	10,255
McKinney city, TX.....	131,117	Williamsburg city, VA.....	14,068
Miami Beach city, FL.....	87,779	Wilmington city, NC.....	106,476
Miami city, FL.....	399,457	Winchester city, VA.....	26,203
Milford city, DE.....	9,559	Winston-Salem city, NC.....	229,617
Milton city, GA.....	32,661	Winter Garden city, FL.....	34,568
Montgomery County, VA.....	94,392	York County, VA.....	65,464

## 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 Pamela Spencer, Public Information Officer at the City of Paducah at [p Spencer@paducahky.gov](mailto:p Spencer@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."

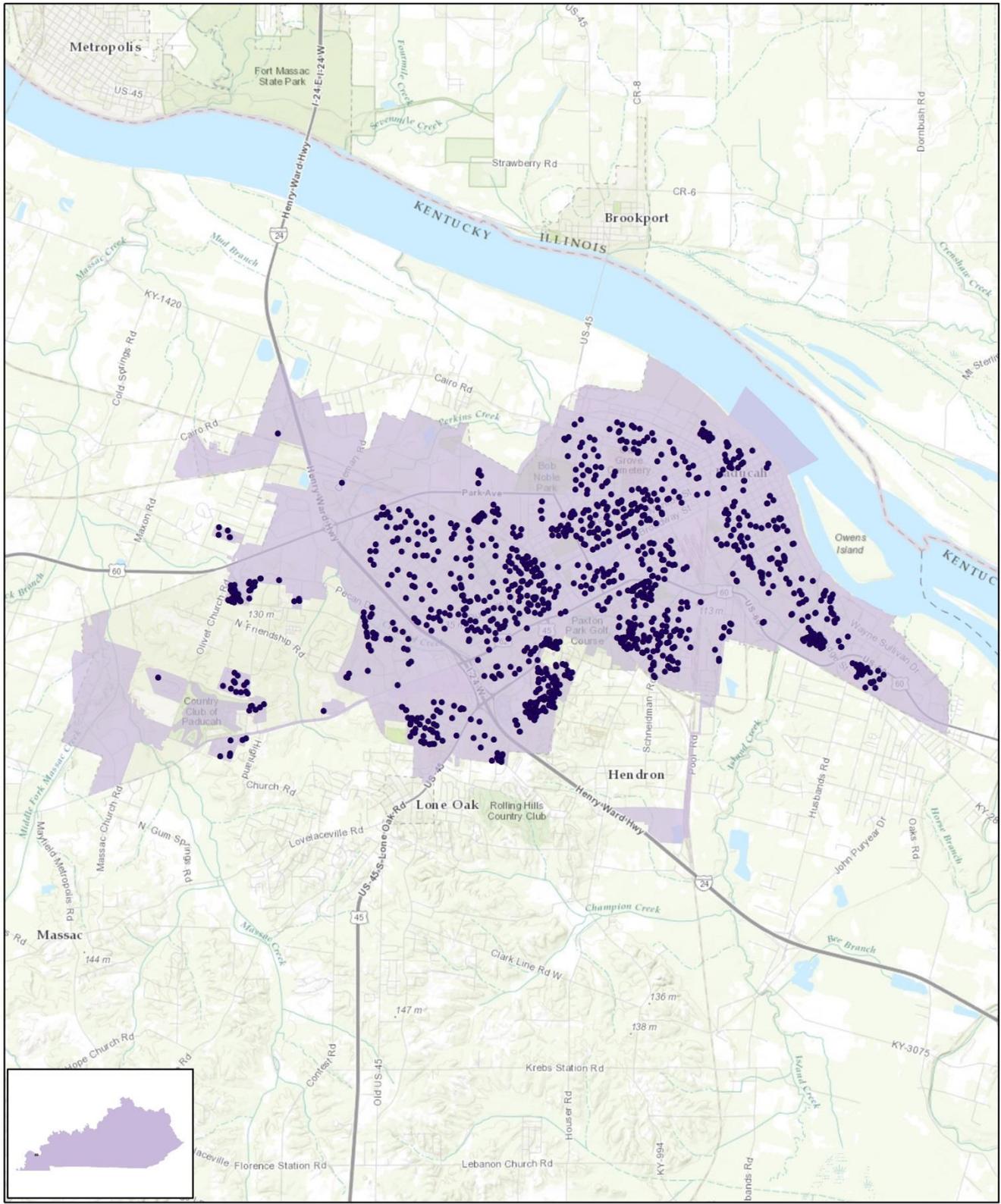
## Survey Sampling

"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 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 1,400 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 over sampled 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 sampled 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.

Figure 1: Location of Survey Recipients



Survey Recipients in Paducah, KY

- Survey Recipients

## Survey Administration and Response

Selected households received three mailings, one week apart, beginning on April 18, 2016. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor and 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. Respondents could opt to take the survey online as well. Completed surveys were collected over the following six weeks.

About 8% of the 1,400 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 1,293 households that received the survey, 370 completed the survey, providing an overall response rate of 29%. Of the 370 completed surveys, 14 were completed online.

## 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.<sup>1</sup>

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 the entire sample (370 completed surveys).

For subgroups of responses, the margin of error increases because the sample size 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.

## Survey Data Weighting

The demographic characteristics of the survey sample 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 sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race/ethnicity, sex and age. The results of the weighting scheme are presented in the table on the following page.

---

<sup>1</sup> 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™

Table 87: Paducah, KY 2016 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	49%	34%	49%
Own home	51%	66%	51%
Detached unit	67%	68%	66%
Attached unit	33%	32%	34%
<b>Race and Ethnicity</b>			
White	75%	85%	77%
Not white	25%	15%	23%
Not Hispanic	98%	98%	97%
Hispanic	2%	2%	3%
<b>Sex and Age</b>			
Female	56%	58%	56%
Male	44%	42%	44%
18-34 years of age	27%	10%	26%
35-54 years of age	33%	25%	33%
55+ years of age	40%	65%	41%
Females 18-34	14%	6%	13%
Females 35-54	18%	16%	18%
Females 55+	23%	36%	25%
Males 18-34	13%	4%	13%
Males 35-54	16%	10%	16%
Males 55+	16%	29%	16%

### 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.

## **Appendix D: Survey Materials**



## **CITY OF PADUCAH**

General Government

300 South 5<sup>th</sup> Street

P.O. Box 2267

Paducah, KY 42002-2267

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



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,



Gayle Kaler  
Mayor



Jeff Pederson  
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.

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**CITY OF PADUCAH**

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

Gayle Kaler  
Mayor

City Commissioners  
Allan Rhodes, Jr.  
Richard Abraham  
Carol Gault  
Sandra Wilson

Dear City of Paducah Resident:

Please help us shape the future of Paducah! You have been selected at random to participate in the 2016 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:**

**[www.n-r-c.com/survey/paducah.htm](http://www.n-r-c.com/survey/paducah.htm)**

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,

Gayle Kaler  
Mayor

Jeff Pederson  
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

Gayle Kaler  
Mayor

City Commissioners  
Allan Rhodes, Jr.  
Richard Abraham  
Carol Gault  
Sandra Wilson

Dear City of Paducah Resident:

Here's a second chance if you haven't already responded to the 2016 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 2016 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.
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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,

Gayle Kaler  
Mayor

Jeff Pederson  
City Manager

# The City of Paducah 2016 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 2016 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. If the City of Paducah designed a voluntary curbside recycling program for its citizens that included a fee of possibly \$3 to \$5 dollars per month, how likely would you be to participate?**

- Very likely       Somewhat likely       Somewhat unlikely       Very unlikely

**15. Please indicate how interested, if at all, you are in the completion of each of the following proposed City of Paducah initiatives:**

	<i>Very interested</i>	<i>Somewhat interested</i>	<i>Somewhat not interested</i>	<i>Not at all interested</i>	<i>Don't know</i>
Improvements to Stuart Nelson Park softball fields and entrance road.....	1	2	3	4	5
Conversion of Broadway and Jefferson to two-way streets with bike lanes.....	1	2	3	4	5
Phase II of Noble Park Lake Bank Stabilization .....	1	2	3	4	5
Conversion of former Executive Inn site into a park.....	1	2	3	4	5
Adding additional walking paths and greenway trails .....	1	2	3	4	5
Indoor swimming center.....	1	2	3	4	5

**16. Please indicate how interested, if at all, you are in the City of Paducah developing a sports complex:**

- Very interested       Somewhat interested       Somewhat not interested       Not at all interested → go to question 18

**17. Please indicate how interested, if at all, you are in the inclusion of each of the following facilities at a sports complex:**

	<i>Very interested</i>	<i>Somewhat interested</i>	<i>Somewhat not interested</i>	<i>Not at all interested</i>	<i>Don't know</i>
Soccer fields.....	1	2	3	4	5
Baseball/softball fields.....	1	2	3	4	5
Indoor swimming center.....	1	2	3	4	5
Ice skating rink.....	1	2	3	4	5
Walking trail .....	1	2	3	4	5
Basketball courts .....	1	2	3	4	5
Tennis courts .....	1	2	3	4	5

**18. Have you had any in-person, phone, or email contact with an employee(s) of the Paducah Police Department within the past 12 months?**

- Yes       No → go to question 20

**19. What was your impression of the Paducah Police Department employee(s) in your most recent contact?**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy .....	1	2	3	4	5
Professionalism.....	1	2	3	4	5
Overall impression .....	1	2	3	4	5

**20. How often, if ever, do you use the following information sources to obtain information about the City government and its activities, events, and services?**

	<i>Daily</i>	<i>Weekly</i>	<i>Monthly</i>	<i>Less than once per month</i>	<i>Never</i>
City website (paducahky.gov).....	1	2	3	4	5
Local government cable channel (Comcast Channel 11).....	1	2	3	4	5
City communications via social media (i.e. Facebook, Twitter, Instagram, or Youtube)...	1	2	3	4	5
City of Paducah e-mail blasts.....	1	2	3	4	5
City Commission meetings .....	1	2	3	4	5
Talking with City officials and employees .....	1	2	3	4	5
Local newspapers .....	1	2	3	4	5
Local television stations .....	1	2	3	4	5
Local radio stations .....	1	2	3	4	5
Word-of-mouth.....	1	2	3	4	5

# The City of Paducah 2016 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**