

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

## Paducah, KY

Trends over Time

2016



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# Summary

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

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

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than seven percentage points between the 2013 and 2016 surveys, otherwise the comparison between 2013 and 2016 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Paducah for 2016 generally remained stable, though there were several areas where Paducah's ratings increased over time and a few that showed a decline. Of the 92 items for which comparisons were available, 63 items were rated similarly in 2013 and 2016, 9 items showed a decrease in ratings and 20 showed an increase in ratings. Notable trends over time included the following:

- Trends between 2013 and 2016 tended to be stable within the pillar of Community Characteristics, but there were some positive exceptions. In the facet of Mobility, ratings in 2016 for traffic flow, ease of travel by car and availability of paths and walking trails were higher than in 2013. Additionally, overall natural environment, overall quality of new development, recreational opportunities, overall appearance, Paducah as a place to raise children and the overall image of the City all increased in 2016 compared to 2013. Moreover, several aspects within Economy received higher ratings in 2016 than in 2013 including shopping and employment opportunities, Paducah as a place to work and the overall quality of business and service establishments in Paducah. Finally, K-12 education, cultural arts/music/activities, and child care/preschool within the facet of Education and Enrichment all received more favorable ratings in 2016 compared to 2013. No items within the pillar of Community Characteristics declined in ratings and there were many items that could not be compared over time (15 total).
- In the pillar of Governance, ratings in 2016 were mixed when compared to 2013. Areas trending up in 2016 included animal control and economic development. Meanwhile, ratings for snow removal, sidewalk maintenance, garbage collection, yard waste pick-up and power utility all declined between comparison years. Eight aspects of Governance could not be compared over time.
- Most of the items within the pillar of Participation received similar ratings in 2016 compared to 2013; however, two items trended up in 2016 and four measures declined in comparison to 2013 ratings. More residents reported that they used Paducah's recreation centers and voted in local elections in 2016 than in 2013. Alternatively, fewer residents reported that they attended or watched a local public meeting, volunteered or participated in a club in 2016 compared to 2013. Roughly half of the items within the pillar of Participation could not be compared over time.

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Table 1: Community Characteristics General

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

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2016 rating compared to 2013	Comparison to benchmark	
		2013	2016		2013	2016
Safety	Overall feeling of safety	NA	75%	NA	NA	Similar
	Safe in neighborhood	88%	90%	Similar	Lower	Similar
	Safe downtown/commercial area	91%	92%	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	77%	NA	NA	Similar
	Paths and walking trails	43%	54%	Higher	Much lower	Similar
	Ease of walking	50%	52%	Similar	Much lower	Similar
	Travel by bicycle	44%	40%	Similar	Much lower	Similar
	Travel by public transportation	NA	42%	NA	NA	Similar
	Travel by car	63%	76%	Higher	Higher	Similar
	Public parking	NA	59%	NA	NA	Similar
	Traffic flow	54%	62%	Higher	Higher	Similar
	Natural Environment	Overall natural environment	55%	68%	Higher	Much lower
Cleanliness		56%	61%	Similar	Much lower	Similar
Air quality		62%	64%	Similar	Lower	Similar
Built Environment	Overall built environment	NA	54%	NA	NA	Similar
	New development in Paducah	39%	46%	Higher	Much lower	Similar
	Affordable quality housing	46%	42%	Similar	Similar	Similar
	Housing options	43%	48%	Similar	Much lower	Similar
	Public places	NA	60%	NA	NA	Similar
Economy	Overall economic health	NA	38%	NA	NA	Lower
	Vibrant downtown/commercial area	NA	59%	NA	NA	Similar
	Business and services	49%	60%	Higher	Much lower	Similar
	Cost of living	NA	46%	NA	NA	Similar
	Shopping opportunities	49%	57%	Higher	Lower	Similar
	Employment opportunities	19%	30%	Higher	Much lower	Similar

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

Table 3: Governance General

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

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Table 4: Governance by Facet

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

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Table 5: Participation General

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

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2016 rating compared to 2013	Comparison to benchmark	
		2013	2016		2013	2016
Safety	Stocked supplies for an emergency	NA	39%	NA	NA	Similar
	Did NOT report a crime	NA	74%	NA	NA	Similar
	Was NOT the victim of a crime	88%	84%	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	21%	NA	NA	Similar
	Carpooled instead of driving alone	NA	42%	NA	NA	Similar
	Walked or biked instead of driving	NA	46%	NA	NA	Lower
Natural Environment	Conserved water	NA	70%	NA	NA	Lower
	Made home more energy efficient	NA	75%	NA	NA	Similar
	Recycled at home	49%	53%	Similar	Much lower	Much lower
Built Environment	Did NOT observe a code violation	NA	40%	NA	NA	Lower
	NOT under housing cost stress	70%	68%	Similar	Higher	Similar
Economy	Purchased goods or services in Paducah	NA	94%	NA	NA	Similar
	Economy will have positive impact on income	20%	23%	Similar	Similar	Similar
	Work in Paducah	NA	52%	NA	NA	Similar
Recreation and Wellness	Used Paducah recreation centers	43%	61%	Higher	Much lower	Similar
	Visited a City park	89%	86%	Similar	Higher	Similar
	Ate 5 portions of fruits and vegetables	NA	78%	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	80%	NA	NA	Similar
	In very good to excellent health	NA	47%	NA	NA	Similar
Education and Enrichment	Used Paducah public libraries	77%	70%	Similar	Higher	Similar
	Participated in religious or spiritual activities	73%	67%	Similar	Much higher	Higher
	Attended a City-sponsored event	NA	51%	NA	NA	Similar

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