

City of Jackson Community Survey

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Findings Report

Submitted to the City of Jackson, Missouri

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2016 City of Jackson Community Survey

Executive Summary

Purpose and Methodology

ETC Institute administered a survey to residents of the City of Jackson during the spring of 2017. The purpose of the survey was to help the City of Jackson assess the community's present and future needs. The Mayor and Board of Aldermen will use the survey, and its results, to measure citizen satisfaction with services provided by the City of Jackson. Furthermore, it will assist elected and appointed officials in determining effective strategies for providing the best services possible and establishing priorities.

The seven-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the City of Jackson. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Jackson from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 707 residents completing the survey. The overall results for the sample of 707 households have a precision of at least +/-3.5% at the 95% level of confidence.

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Jackson with the results from other communities in ETC Institute's *DirectionFinder*® database. Since the number of "don't know" responses often reflects the utilization and awareness of city services, the percentage of "don't know" responses has been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey,
- importance-satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- benchmarking data that shows how the results for Jackson compare to other communities,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Overall Perceptions of the City

Eighty-eight percent (88%) of the residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall feeling of safety in the City. Eighty-four percent (84%) of those surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of life in the City of Jackson. Overall, residents have a very positive view of the City of Jackson.

Overall Satisfaction with City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of fire services (93%), overall quality of police services (86%), overall quality of City parks and facilities (83%), and the quality of customer service received from City employees (75%). For 11 of the 12 major categories of City services that were rated, 50% or more of residents *who had an opinion* were “very satisfied” or “satisfied”, City leaders have done a great job of ensuring overall satisfaction among residents is very high.

Overall Ratings of the City

The overall ratings of the City that had the highest levels of satisfaction, based upon the combined percentage of “excellent” and “good” responses among residents *who had an opinion*, were: the City as a place to raise children (95%), the City as a place to live (95%), the City as a place to retire (80%), and as a City that is moving in the right direction (74%).

Public Safety Services

Eighty-seven percent (87%) of respondents, *who had an opinion*, were either “very satisfied” or “satisfied” with how quickly fire personnel respond to emergencies. Eighty-four percent (84%) of residents, *who had an opinion*, indicated were either “very satisfied” or “satisfied” with the City’s efforts to prevent crime.

Satisfaction with Specific City Services

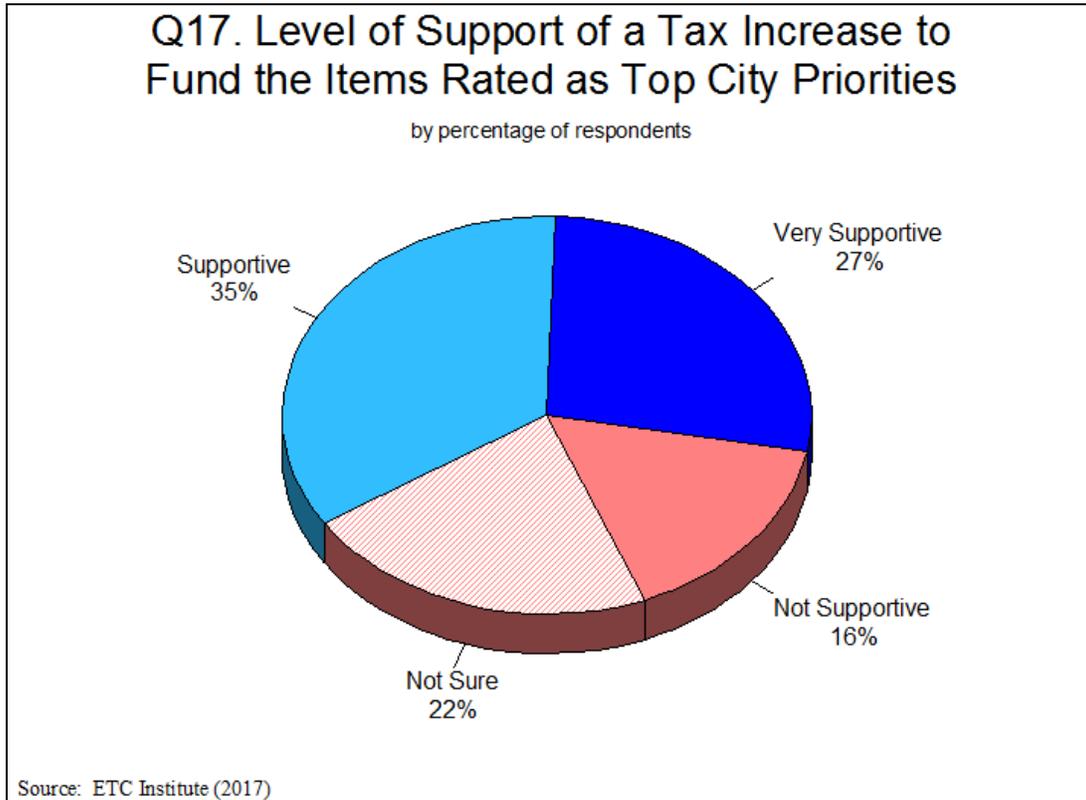
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall quality of all City parks (83%) recreation trails (74%), the Civic Center (72%). The three parks and recreation services respondents indicated should receive the most emphasis over the next two years were restrooms, the overall quality of all City parks, and the swimming pool.
- **City Maintenance.** The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: condition of street signs and traffic signals (82%), cleanliness and upkeep of streets and other areas (78%), and mowing and trimming along City streets (73%). The two items respondents indicated should receive the most emphasis over the next two years are; the condition of major City streets, and the condition of streets in neighborhoods.
- **City Communication.** Respondents were most satisfied with the availability of information on programs and services based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*.
 - Respondents were asked to indicate what sources they use to get information about the City of Jackson. Eighty-two percent (82%) of respondents indicated they use the Utility Bill, 46% use the local newspaper, and 45% use the City website. Only 2% of respondents indicated they used email messages to the City as a method of getting information.
- **Utility and Solid Waste Services.** The highest levels of satisfaction with City utility and solid waste services services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the City’s sewer service (84%) the City’s electric service (81%), residential trash collection service (81%), and the City’s water service (79%).
- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of code enforcement efforts (41%), and current sign regulations (39%). Respondents were generally not satisfied or dissatisfied with code enforcement services in the City.
 - Fifty-seven percent (57%) of respondents indicated they currently recycle.

City Priorities

- The City priorities that respondents indicated should be the highest priority, based upon the combined percentage of “very high priority” and “high priority” responses among residents *who had an opinion*, were: curbside recycling (61%), traffic flow improvements (59%), retail

sales expansion (56%), and utility improvements (54%). The three items respondents think should be the most important priorities for the City over the next two years are; curbside recycling, traffic flow improvements, and new swimming pool/aquatic center.

- Sixty-two percent (62%) of respondents indicated they would be either “very supportive” or “supportive” of a tax increase to fund the items they think are the most important priorities for the City over the next two years.



City Customer Service

- Forty-nine percent (49%) of respondents indicated they have contacted the City of Jackson during the past year. Of those who have contacted the City the Utility Billing department was contacted most often followed by police, public works, and water/sewer/electric.
 - The highest levels of satisfaction with the employees in the City department respondents contacted most recently, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how easy they were to contact (82%), the way they were treated (80%), and how quickly City employees responded to citizen requests (78%).

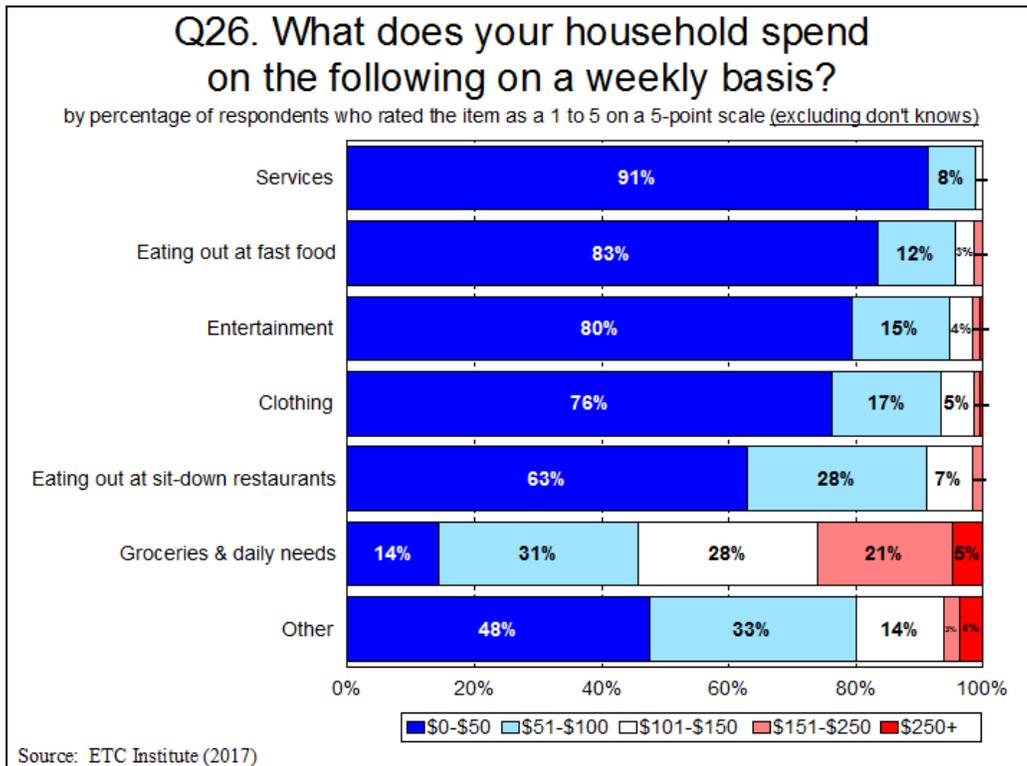
Image of City Departments

- Respondents were asked to rate the image of eight different City departments. Based upon

the combined percentage of “excellent” and “good” responses among residents *who had an opinion*, the City departments that had the highest level of positive responses were: the Fire Department (91%), the Police Department (84%), and the Parks and Recreation Department (78%).

Shopping Habits

- On average, 21% of respondents shop in Jackson daily, 53% several times per week, 16% one time a week, and 10% several times per month, but not every week.
- Fifty-nine percent (59%) of respondents indicated 50% or less of their purchases are made within the City of Jackson.
- Respondents were asked to indicate whether or not they shop in various areas near the City of Jackson. Ninety-eight percent (98%) of respondents indicated they have shopped in Cape Girardeau, 55% have shopped in St. Louis, 14% in Perryville, 13% in Sikeston, and 6% in Farmington.
- Sixty-three percent (63%) of respondents indicated they buy most of their groceries in Jackson.
- When selecting a place to eat outside of the home, 56% of respondents indicated the most important item in determining where to eat is the quality of food.
- Respondents were asked to indicate how much their household spends on seven different items each week. The chart below shows the breakdown of spending for each of the items.



How the City of Jackson Compares to Other Communities Nationally

Satisfaction ratings for The City of Jackson **rated the same as or above the U.S. average in 48 of the 52 areas** that were assessed. The City of Jackson rated significantly higher than the U.S. average (difference of 5% or more) in 44 of these areas. Listed below are the comparisons between the City of Jackson and the U.S. average:

Service	Jackson	U.S.	Difference	Category
Quality of customer service from city employees	75%	47%	28%	Overall City Services
City efforts to prevent crime	83%	56%	27%	Public Safety Services
As a place to raise children	95%	68%	27%	Overall Ratings
Recycling center	70%	44%	26%	City Utilities and Solid Waste
As a place to live	94%	70%	24%	Overall Ratings
As a place to retire	79%	58%	21%	Overall Ratings
How well the City is managing growth	68%	47%	21%	Perceptions
As a City that is moving in the right direction	74%	53%	21%	Overall Ratings
Feeling of safety in the City	89%	69%	20%	Perceptions
Appearance/visual attractiveness of the City	81%	62%	19%	Perceptions
Mowing & trimming along City streets	73%	54%	19%	City Maintenance
Image of the City	83%	64%	19%	Perceptions
How quickly they responded to your request	78%	59%	19%	Customer Service
City sewer service	84%	66%	18%	City Utilities and Solid Waste
The accuracy of the information you were given	76%	58%	18%	Customer Service
Swimming pool	52%	35%	17%	Parks and Recreation
How well your issue was resolved	67%	50%	17%	Customer Service
City water service	79%	63%	16%	City Utilities and Solid Waste
Value you receive for taxes & fees	54%	38%	16%	Perceptions
How easy they were to contact	81%	65%	16%	Customer Service
Cleanliness & upkeep of streets & other areas	78%	62%	16%	City Maintenance
Quality of police services	86%	70%	16%	Overall City Services
How quickly police respond to emergencies	80%	65%	15%	Public Safety Services
Recreation trails	74%	59%	15%	Parks and Recreation
Condition of streets in your neighborhood	62%	48%	14%	City Maintenance
Condition of major city streets	63%	50%	13%	City Maintenance
Quality of City parks & facilities	83%	70%	13%	Overall City Services
Overall quality of all city parks	83%	70%	13%	Parks and Recreation
As a place to work	66%	54%	12%	Overall Ratings
Effectiveness of communication with the public	59%	47%	12%	Overall City Services
The way you were treated	79%	68%	11%	Customer Service
Quality of life in the City	84%	73%	11%	Perceptions
Condition of street signs & traffic signals	82%	71%	11%	City Maintenance
Quality of fire service	93%	83%	10%	Overall City Services
Management of traffic flow on City streets	60%	51%	9%	Overall City Services
Enforcement of local traffic laws	73%	64%	9%	Public Safety Services
Adequacy of street lighting	65%	56%	9%	City Maintenance
Residential trash collection service	81%	73%	8%	City Utilities and Solid Waste
Management of stormwater runoff	64%	56%	8%	Overall City Services
Maintenance of City streets	48%	41%	7%	Overall City Services
Availability of information on programs & services	53%	46%	7%	City Communication
City's efforts to keep you informed	53%	46%	7%	City Communication
Baseball and softball fields	71%	65%	6%	Parks and Recreation
Enforcement of City codes & ordinances	57%	52%	5%	Overall City Services
Civic Center	72%	68%	4%	Parks and Recreation
Yard waste service	65%	61%	4%	City Utilities and Solid Waste
How quickly fire personnel respond to emergencies	87%	84%	3%	Public Safety Services
Football fields	65%	65%	0%	Parks and Recreation
Playground equipment	63%	64%	-1%	Parks and Recreation
As a place to visit	56%	60%	-4%	Overall Ratings
Soccer fields	60%	65%	-5%	Parks and Recreation
Tennis courts	55%	65%	-10%	Parks and Recreation

How the City of Jackson Compares to Similarly Sized Communities

Satisfaction ratings for The City of Jackson **rated the same or above the average for communities with populations of 30,000 or fewer residents in 49 of the 52 areas** that were assessed. The City of Jackson rated significantly higher than this average (difference of 5% or more) in 45 of these areas. Listed below are the comparisons between The City of Jackson and the average for communities with 30,000 or fewer residents:

Service	Jackson	Under 30k Residents	Difference	Category
Recycling center	70%	39%	31%	City Utilities and Solid Waste
As a place to live	94%	64%	30%	Overall Ratings
As a place to raise children	95%	65%	30%	Overall Ratings
Quality of customer service from city employees	75%	47%	28%	Overall City Services
How well the City is managing growth	68%	42%	26%	Perceptions
City efforts to prevent crime	83%	57%	26%	Public Safety Services
How quickly they responded to your request	78%	53%	25%	Customer Service
As a place to retire	79%	56%	23%	Overall Ratings
As a City that is moving in the right direction	74%	53%	21%	Overall Ratings
Image of the City	83%	62%	21%	Perceptions
The accuracy of the information you were given	76%	55%	21%	Customer Service
Appearance/visual attractiveness of the City	81%	61%	20%	Perceptions
City water service	79%	59%	20%	City Utilities and Solid Waste
Mowing & trimming along City streets	73%	53%	20%	City Maintenance
Feeling of safety in the City	89%	69%	20%	Perceptions
How easy they were to contact	81%	62%	19%	Customer Service
Value you receive for taxes & fees	54%	36%	18%	Perceptions
How quickly police respond to emergencies	80%	62%	18%	Public Safety Services
Swimming pool	52%	34%	18%	Parks and Recreation
Recreation trails	74%	56%	18%	Parks and Recreation
How well your issue was resolved	67%	49%	18%	Customer Service
City sewer service	84%	66%	18%	City Utilities and Solid Waste
Cleanliness & upkeep of streets & other areas	78%	61%	17%	City Maintenance
Quality of police services	86%	70%	16%	Overall City Services
The way you were treated	79%	64%	15%	Customer Service
Quality of City parks & facilities	83%	68%	15%	Overall City Services
Overall quality of all city parks	83%	68%	15%	Parks and Recreation
Quality of life in the City	84%	70%	14%	Perceptions
Quality of fire service	93%	80%	13%	Overall City Services
Condition of streets in your neighborhood	62%	49%	13%	City Maintenance
Condition of major city streets	63%	51%	12%	City Maintenance
As a place to work	66%	54%	12%	Overall Ratings
Effectiveness of communication with the public	59%	47%	12%	Overall City Services
Management of stormwater runoff	64%	53%	11%	Overall City Services
Residential trash collection service	81%	71%	10%	City Utilities and Solid Waste
Adequacy of street lighting	65%	55%	10%	City Maintenance
Baseball and softball fields	71%	62%	9%	Parks and Recreation
Condition of street signs & traffic signals	82%	73%	9%	City Maintenance
Maintenance of City streets	48%	41%	7%	Overall City Services
City's efforts to keep you informed	53%	46%	7%	City Communication
Management of traffic flow on City streets	60%	54%	6%	Overall City Services
Civic Center	72%	66%	6%	Parks and Recreation
Enforcement of City codes & ordinances	57%	51%	6%	Overall City Services
Enforcement of local traffic laws	73%	67%	6%	Public Safety Services
Availability of information on programs & services	53%	47%	6%	City Communication
How quickly fire personnel respond to emergencies	87%	82%	4%	Public Safety Services
Football fields	65%	62%	3%	Parks and Recreation
Yard waste service	65%	62%	3%	City Utilities and Solid Waste
Playground equipment	63%	63%	0%	Parks and Recreation
Soccer fields	60%	62%	-2%	Parks and Recreation
As a place to visit	56%	60%	-4%	Overall Ratings
Tennis courts	55%	62%	-7%	Parks and Recreation

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 2 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City’s overall satisfaction rating are listed below:

- Maintenance of City streets (IS Rating=0. 2874)
- Management of traffic flow on City streets (IS Rating=0. 1362)

The table below shows the importance-satisfaction rating for all 12 major categories of City services that were rated.

2017 Importance-Satisfaction Rating City of Jackson Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of City streets	56%	1	48%	12	0.2874	1
High Priority (IS .10-.20)						
Management of traffic flow on City streets	34%	2	60%	8	0.1362	2
Medium Priority (IS <.10)						
Enforcement of City codes & ordinances	18%	7	57%	11	0.0756	3
Quality of City recreational programs	21%	6	64%	7	0.0750	4
Maintenance of City utilities	27%	3	73%	5	0.0726	5
Effectiveness of communication with the public	16%	9	59%	10	0.0672	6
Management of stormwater runoff	17%	8	64%	6	0.0612	7
Quality of City parks & facilities	26%	4	83%	3	0.0445	8
Quality of customer service from elected officials	8%	12	59%	9	0.0339	9
Quality of police services	22%	5	86%	2	0.0320	10
Quality of customer service from city employees	8%	11	75%	4	0.0209	11
Quality of fire service	9%	10	93%	1	0.0063	12

Overall Priorities for City Parks and Recreation Services. This analysis reviewed the importance of and satisfaction with Parks and Recreation services. Based on the results of this analysis, the major Parks and Recreation services that are recommended as the top priorities for investment over the

next two years in order to raise the City's satisfaction rating are listed below:

- Restrooms (IS Rating=0. 3538)
- Swimming pool (IS Rating=0. 1345)

Overall Priorities for City Maintenance Services. This analysis reviewed the importance of and satisfaction with City Maintenance services. Based on the results of this analysis, the major City Maintenance services that are recommended as the top priorities for investment over the next two years in order to raise the City's satisfaction rating are listed below:

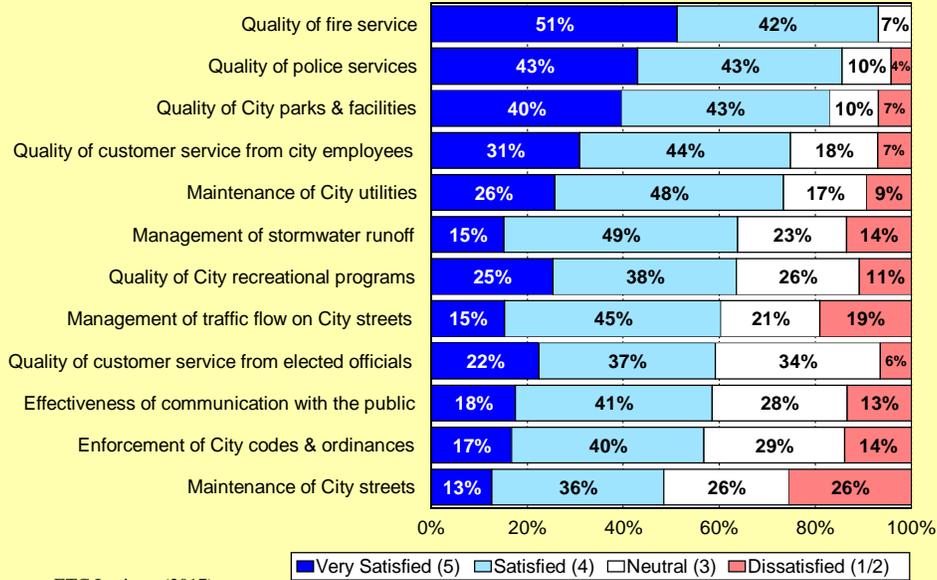
- Condition of major City streets (IS Rating=0. 1797)
- Condition of streets in your neighborhood (IS Rating=0. 1501)
- Adequacy of street lighting (IS Rating=0. 1147)

Section 1

Charts and Graphs

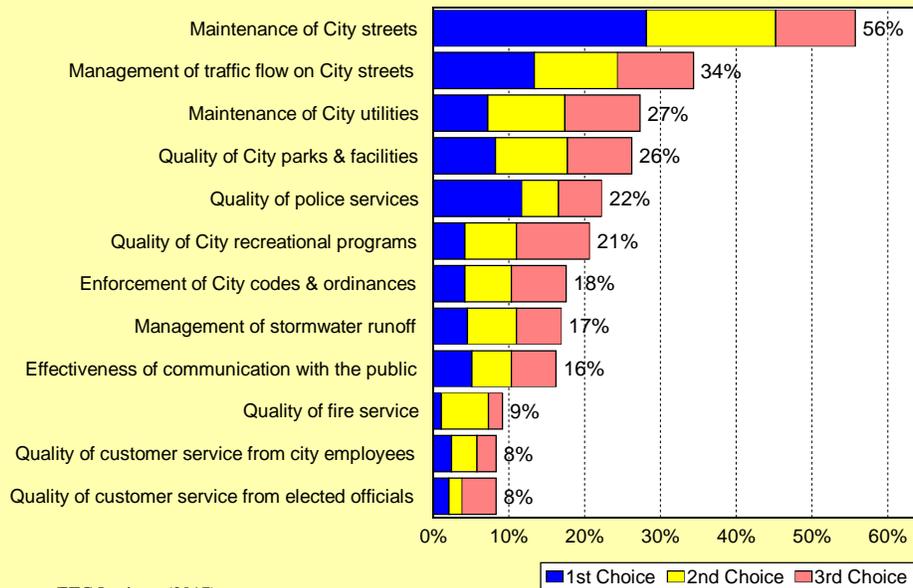
Q1. Overall Satisfaction with City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



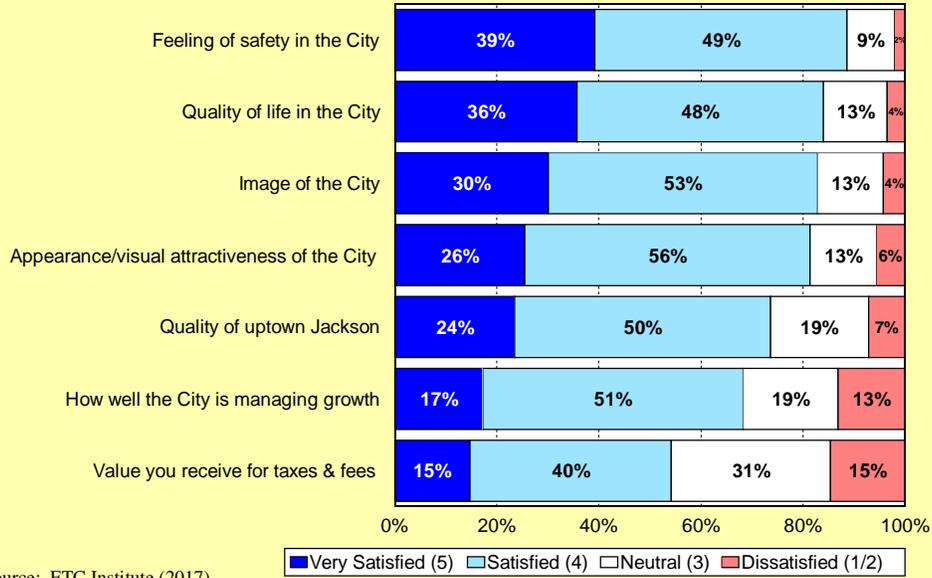
Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



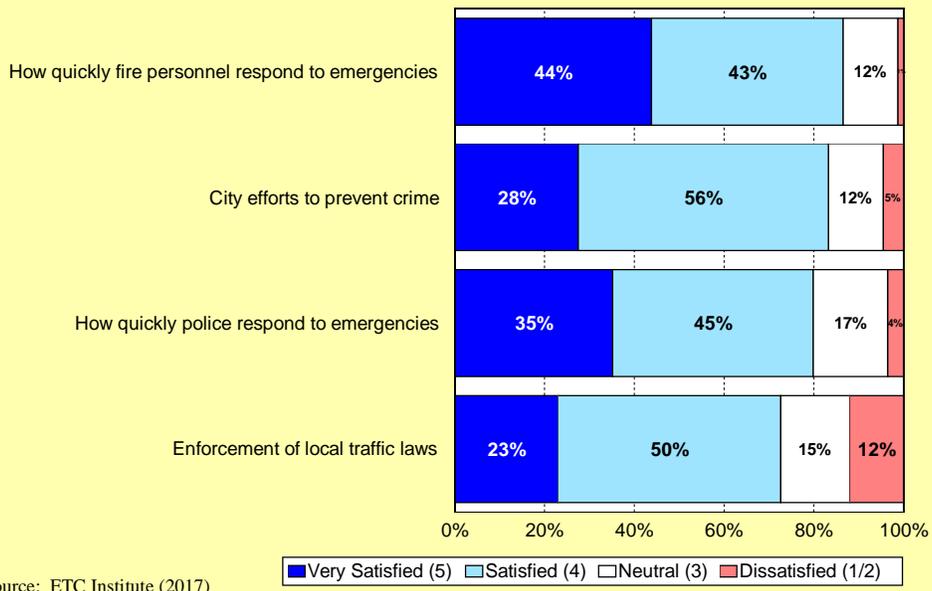
Q3. Satisfaction with Items That Influence Perceptions of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



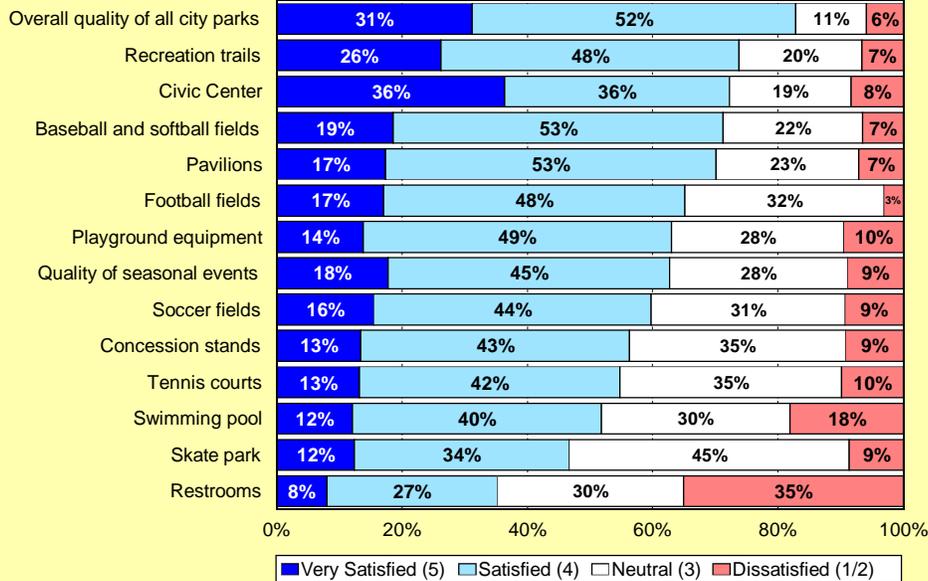
Q4. Satisfaction with Various Aspects of Public Safety Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Q5. Satisfaction with Various Aspects of Parks and Recreation Services

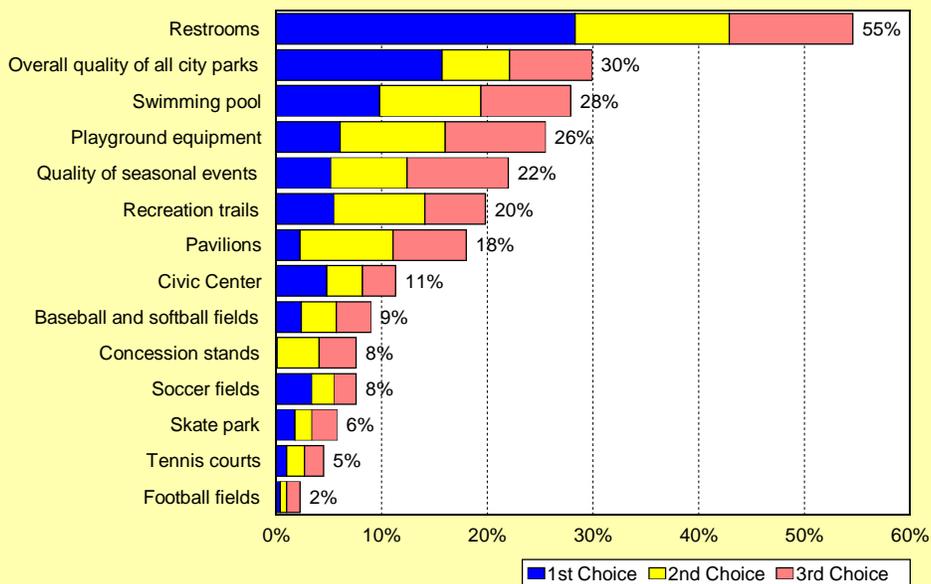
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

Q6. Parks & Recreation Items That Should Receive the Most Emphasis Over the Next Two Years

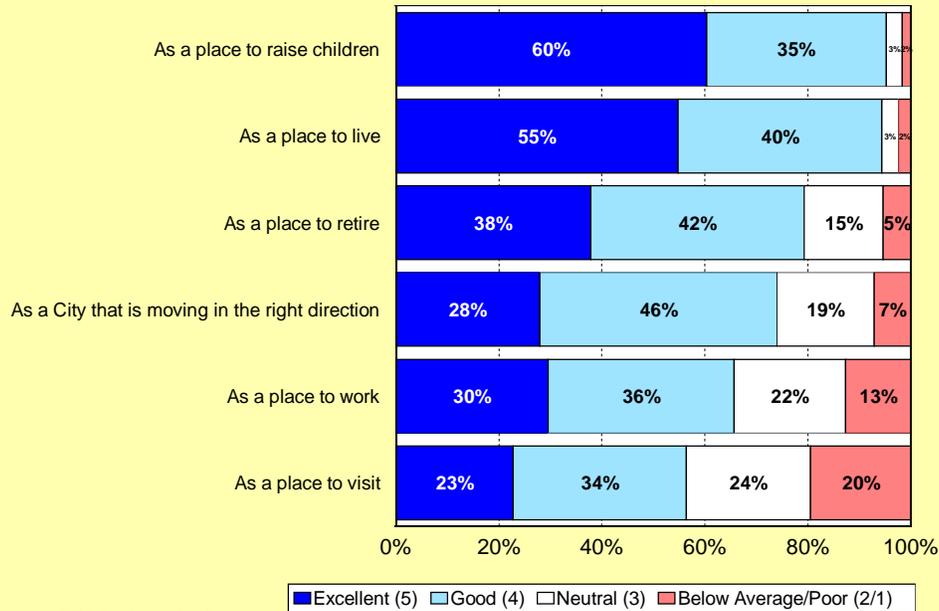
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2017)

Q7. Overall Ratings of the City

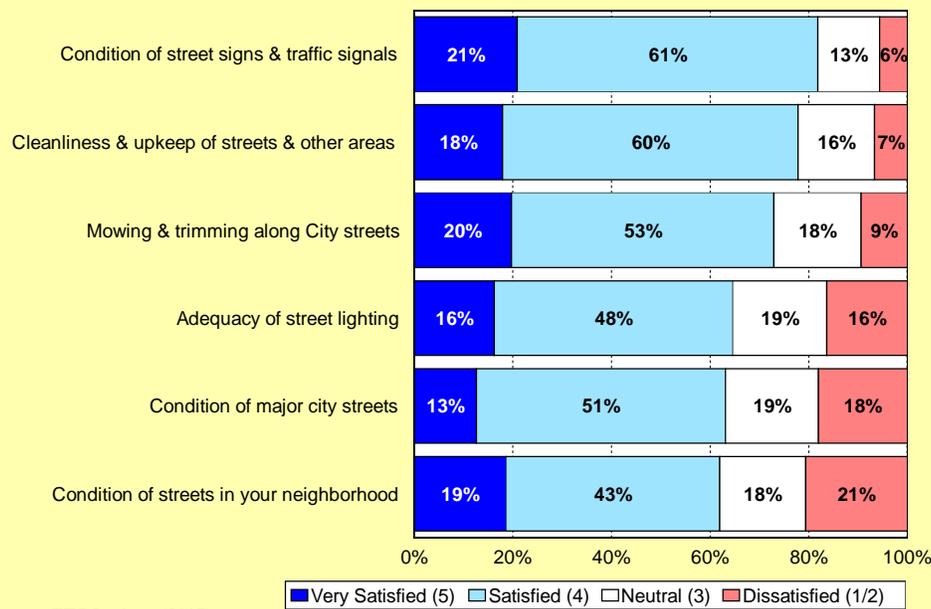
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

Q8. Satisfaction with Various Aspects of Maintenance

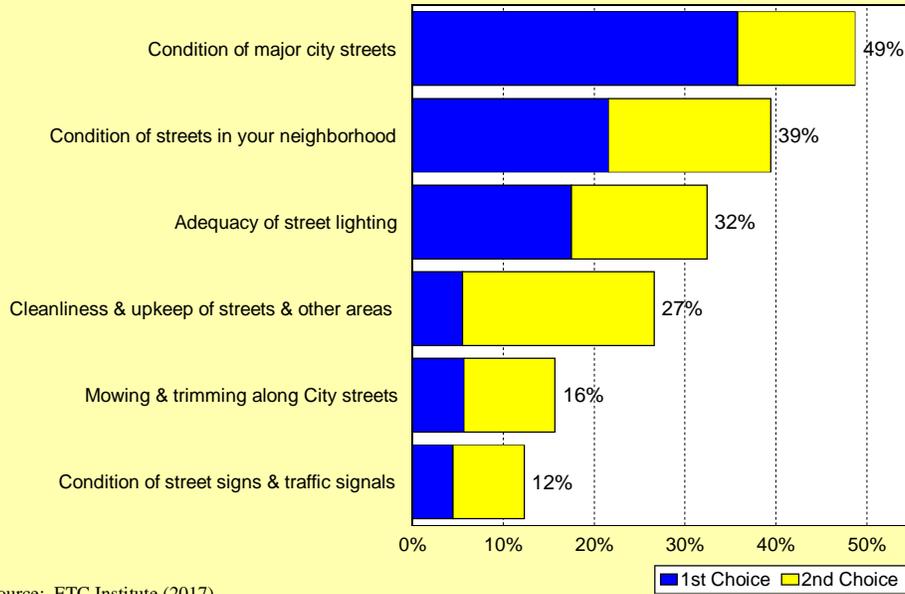
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

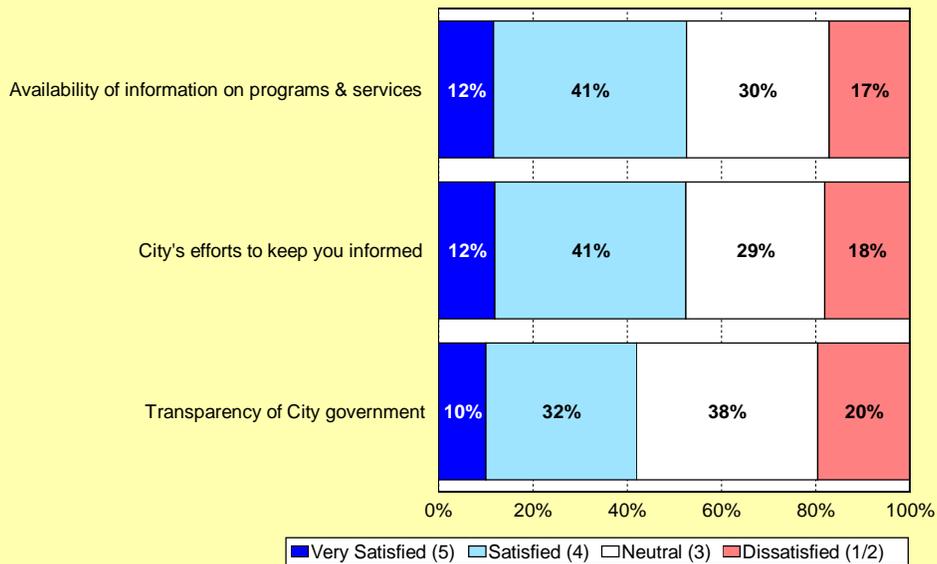
Q9. City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



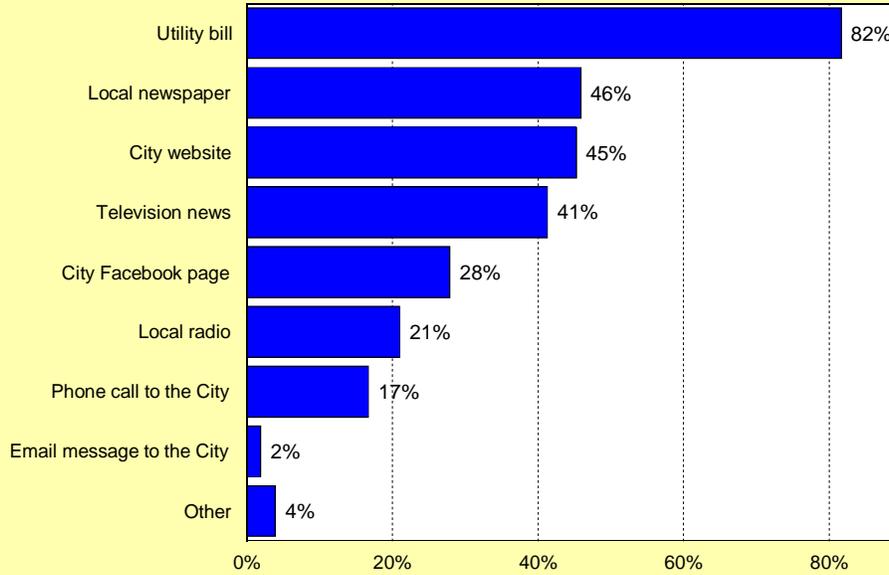
Q10. Satisfaction with Various Aspects of Communication

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Q11. Which of the following do you use to get information about the City of Jackson?

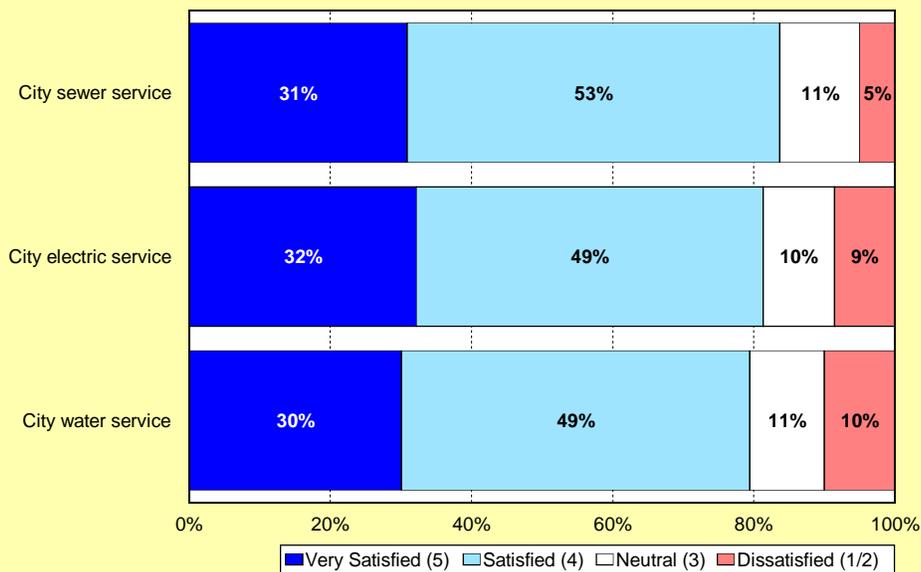
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

Q12. Satisfaction with Various Aspects of Utility Services

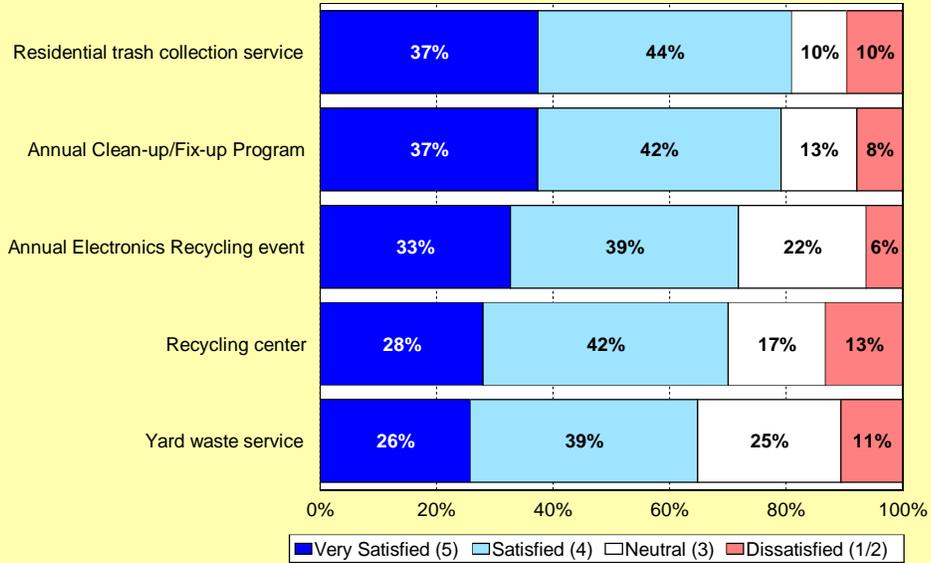
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

Q13. Satisfaction with Various Aspects of Solid Waste Services

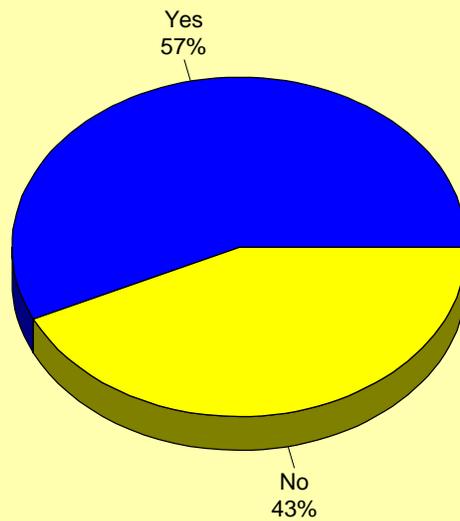
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

Q14. Do you currently recycle?

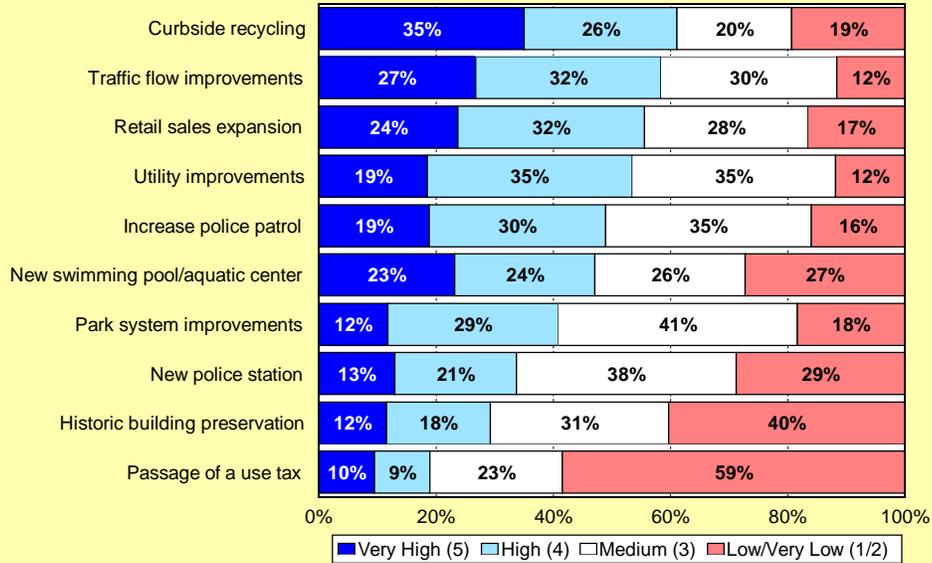
by percentage of respondents



Source: ETC Institute (2017)

Q15. How Households Would Rate Various Priorities for the City

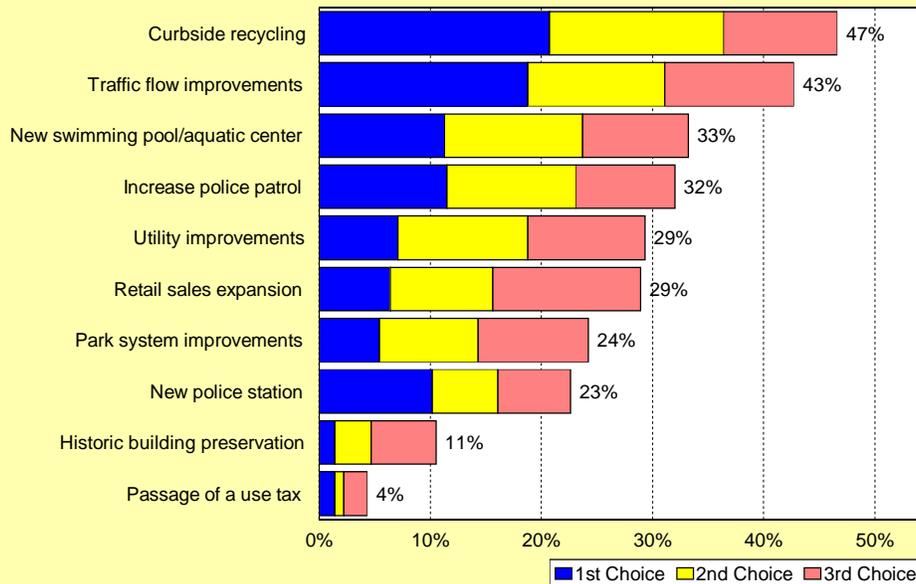
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

Q16. Priorities That Should be Most Important for the City Over the Next Two Years

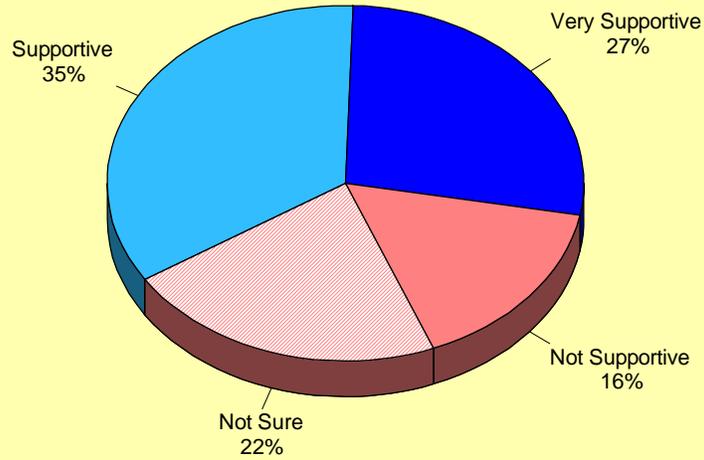
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2017)

Q17. Level of Support of a Tax Increase to Fund the Items Rated as Top City Priorities

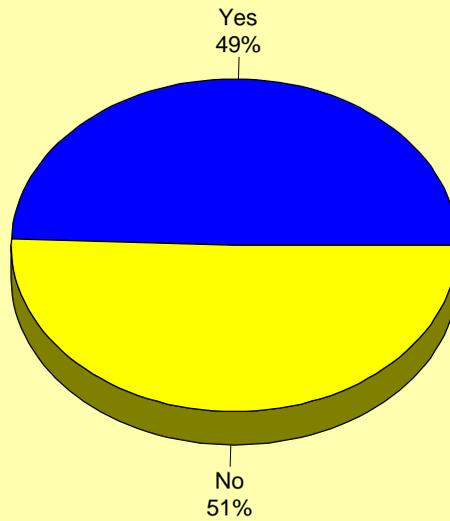
by percentage of respondents



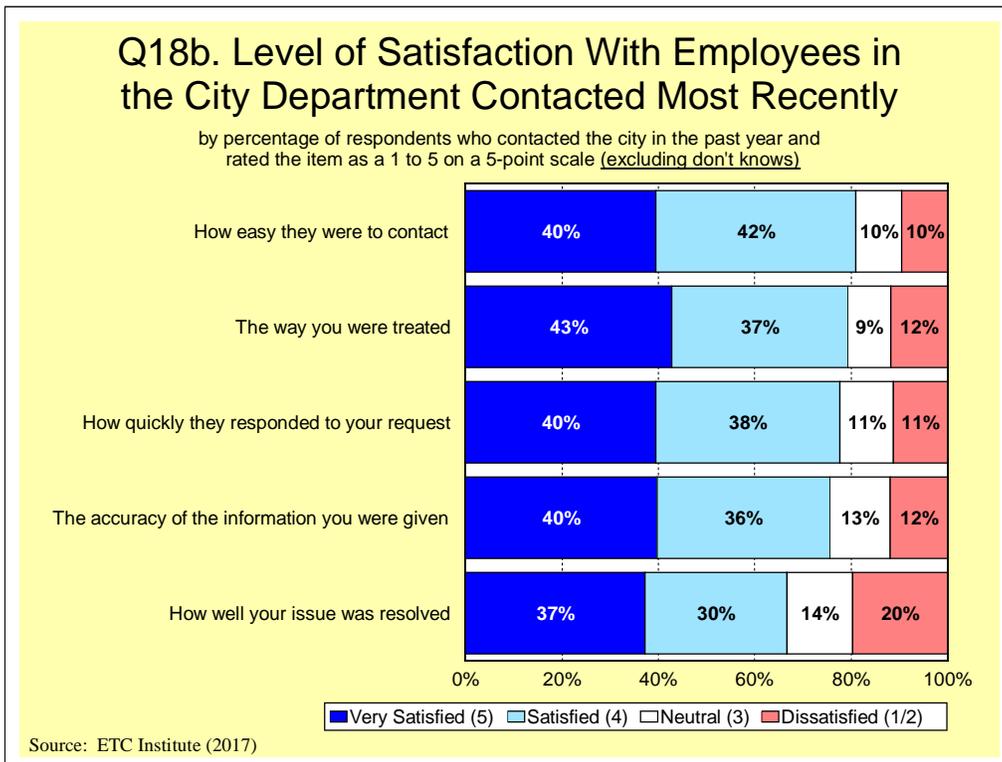
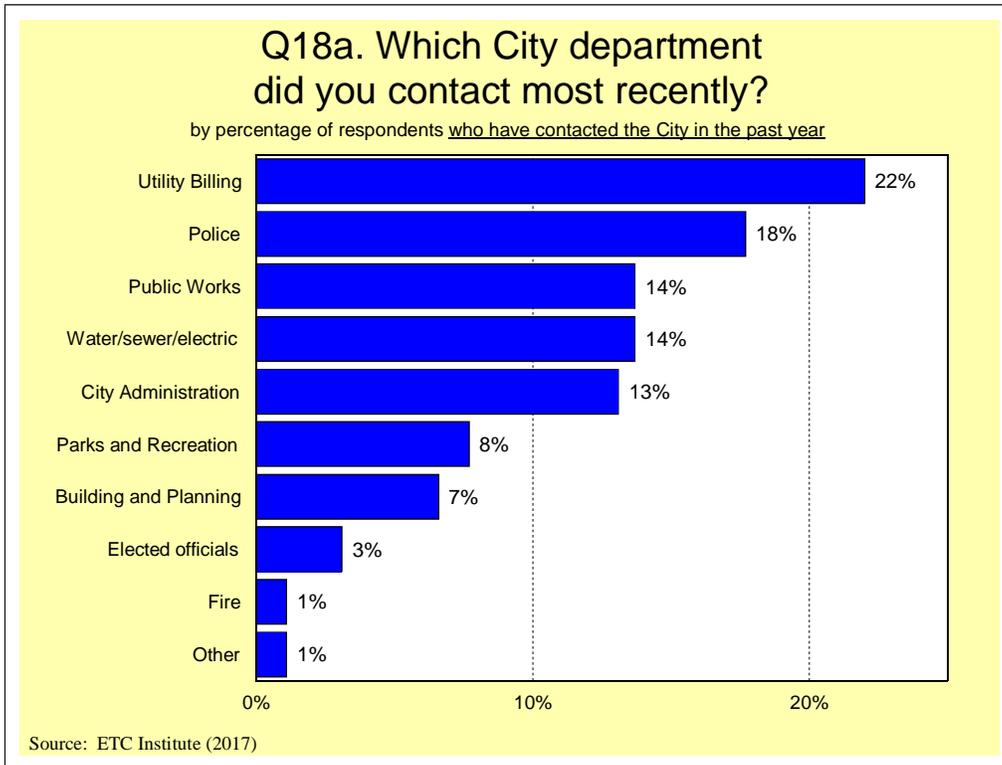
Source: ETC Institute (2017)

Q18. Have you contacted the City of Jackson during the past year?

by percentage of respondents

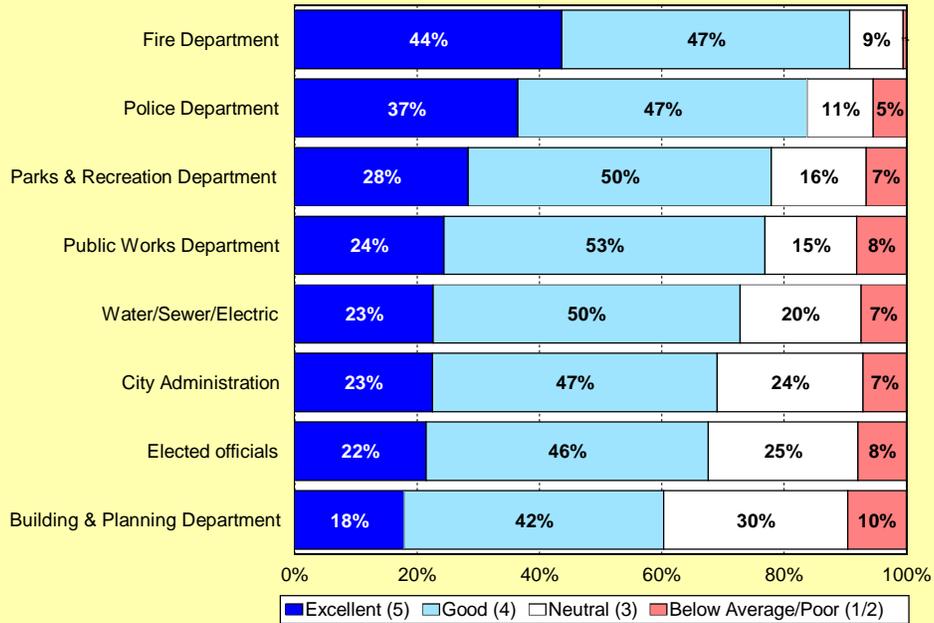


Source: ETC Institute (2017)



Q19. Image of Various City Departments

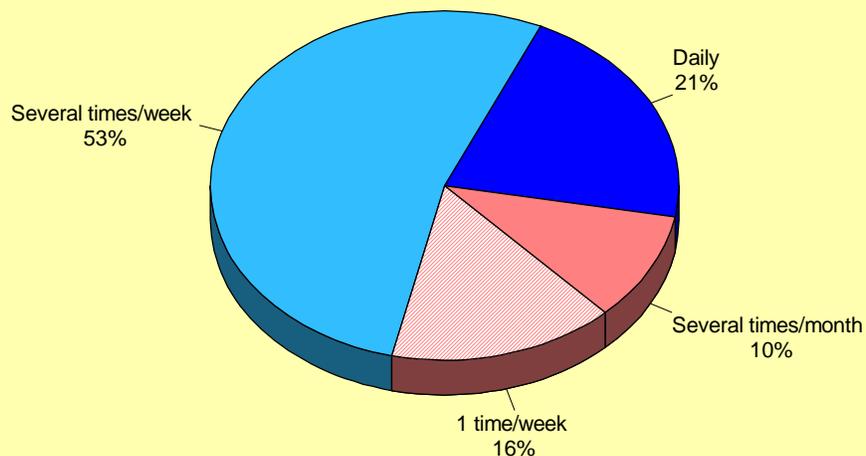
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

Q20. On average, how often do you or any members of your household shop in Jackson?

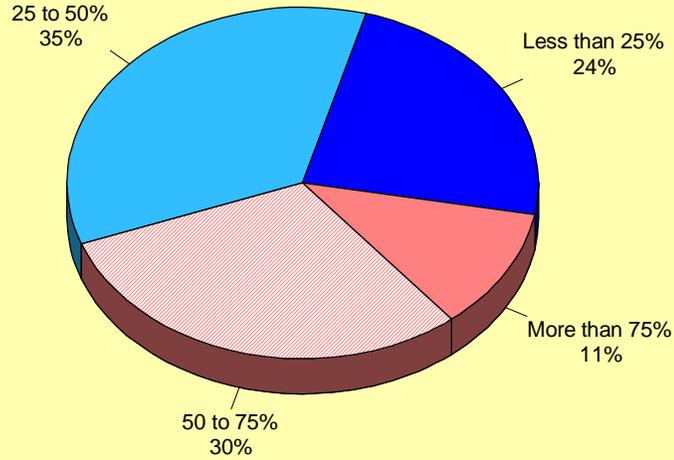
by percentage of respondents



Source: ETC Institute (2017)

Q21. What percentage of retail purchases do you or any members of your household make within Jackson?

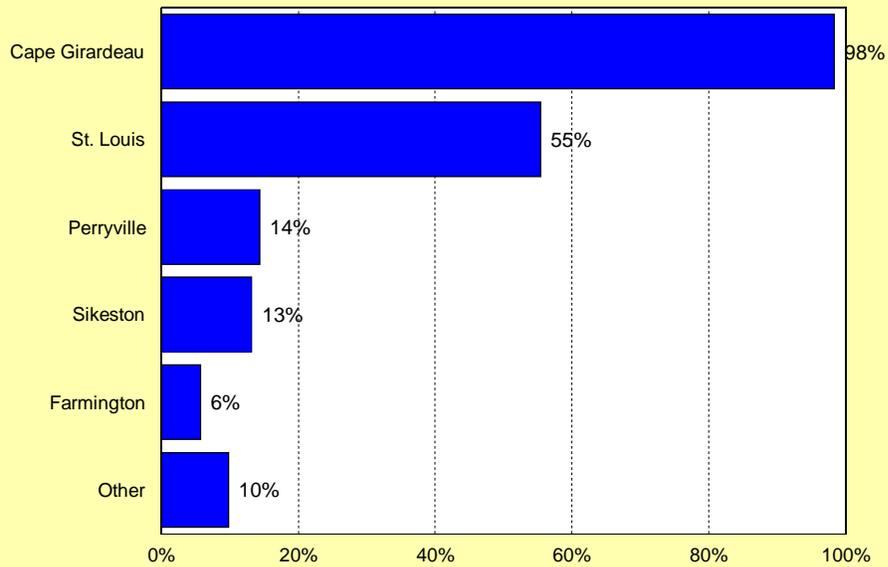
by percentage of respondents



Source: ETC Institute (2017)

Q22. Have Respondent Households Shopped in Various Areas

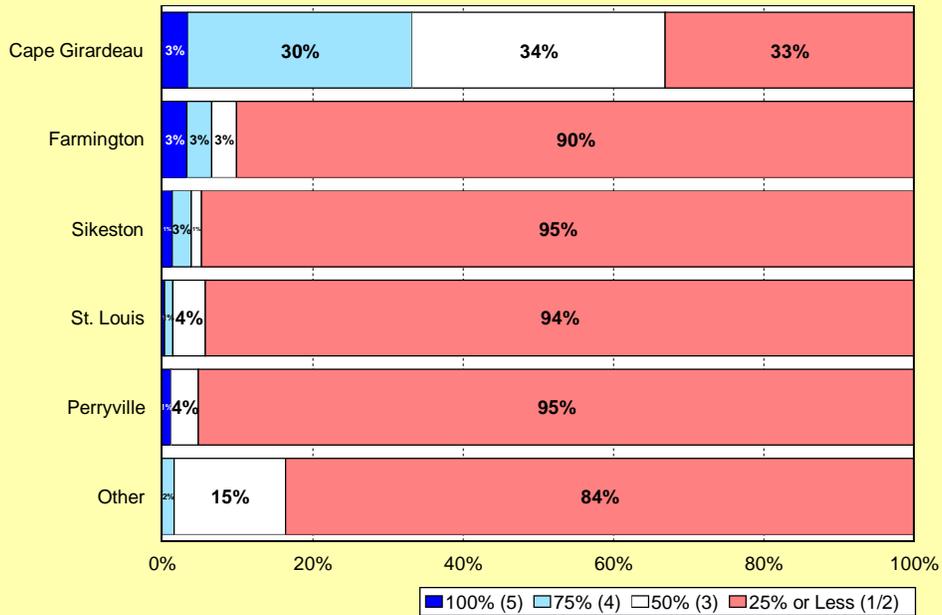
by percentage of respondents



Source: ETC Institute (2017)

Q22. Percentage of Shopping Done in Various Areas

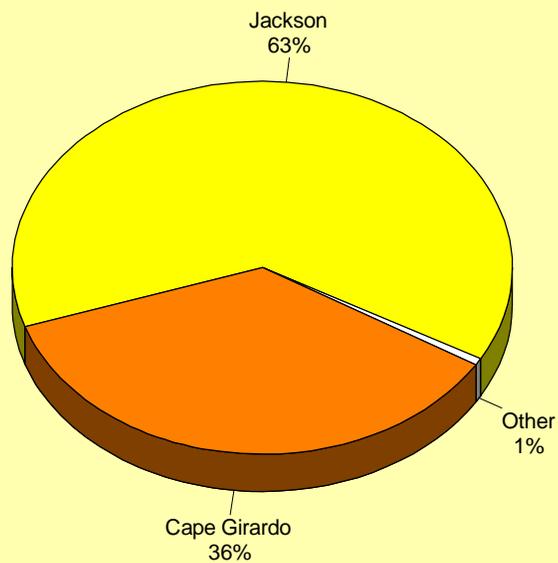
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

Q24. Where do you buy most of your groceries?

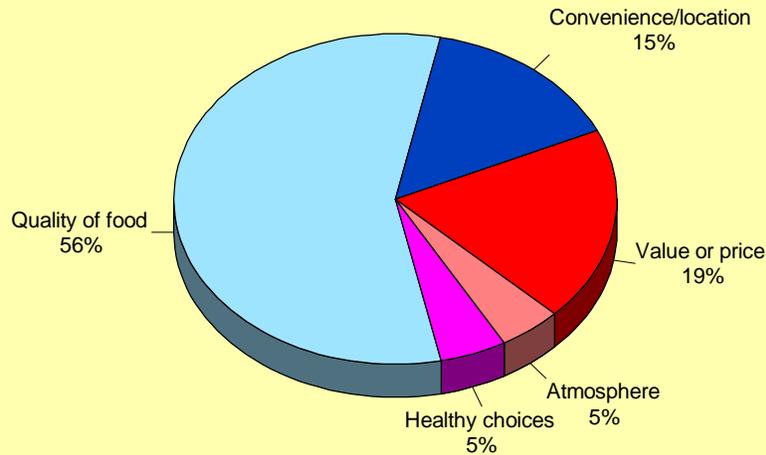
by percentage of respondents



Source: ETC Institute (2017)

Q25. Which is the most important in determining where you decide to eat?

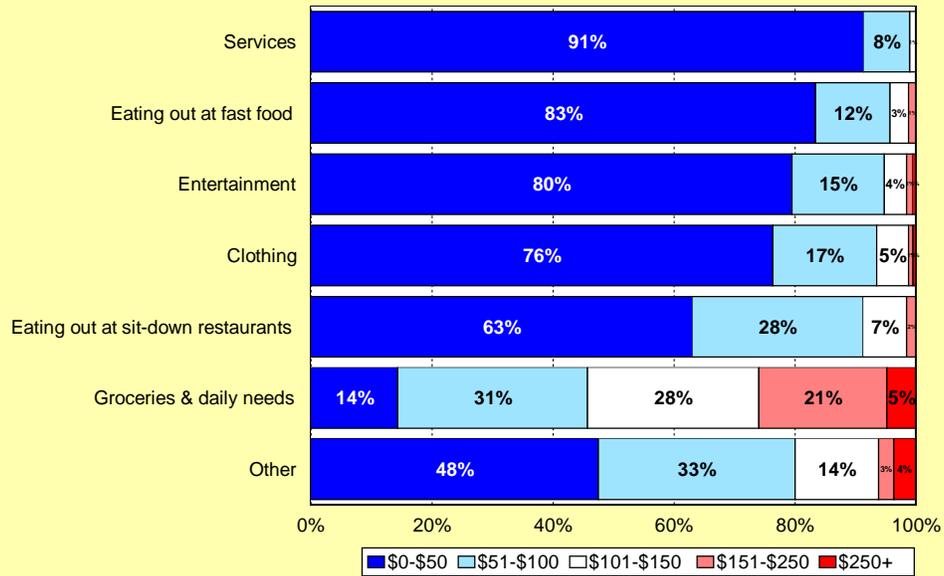
by percentage of respondents



Source: ETC Institute (2017)

Q26. What does your household spend on the following on a weekly basis?

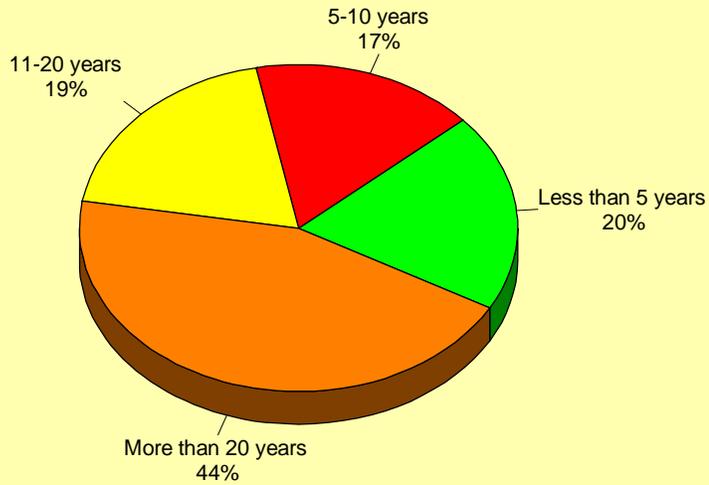
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

Q28. Demographics: How many years have you lived in Jackson?

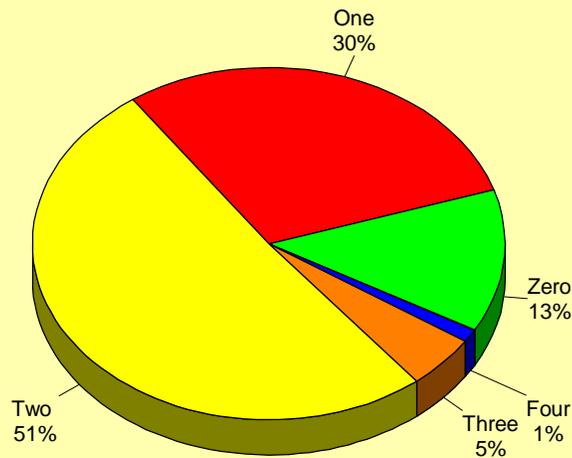
by percentage of respondents



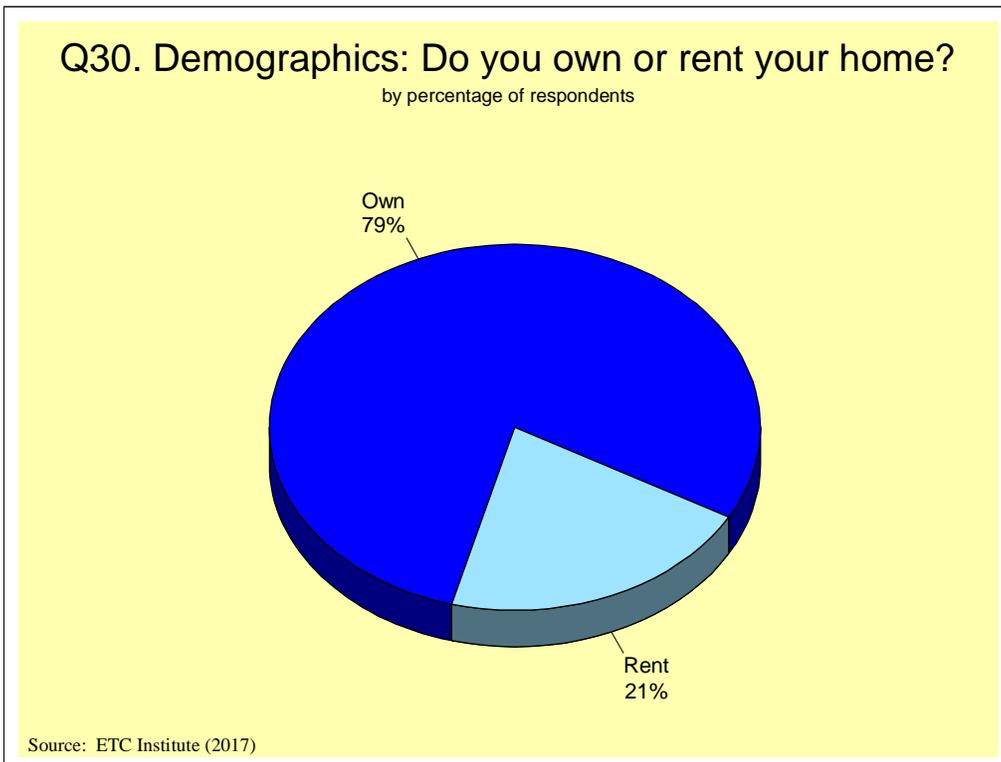
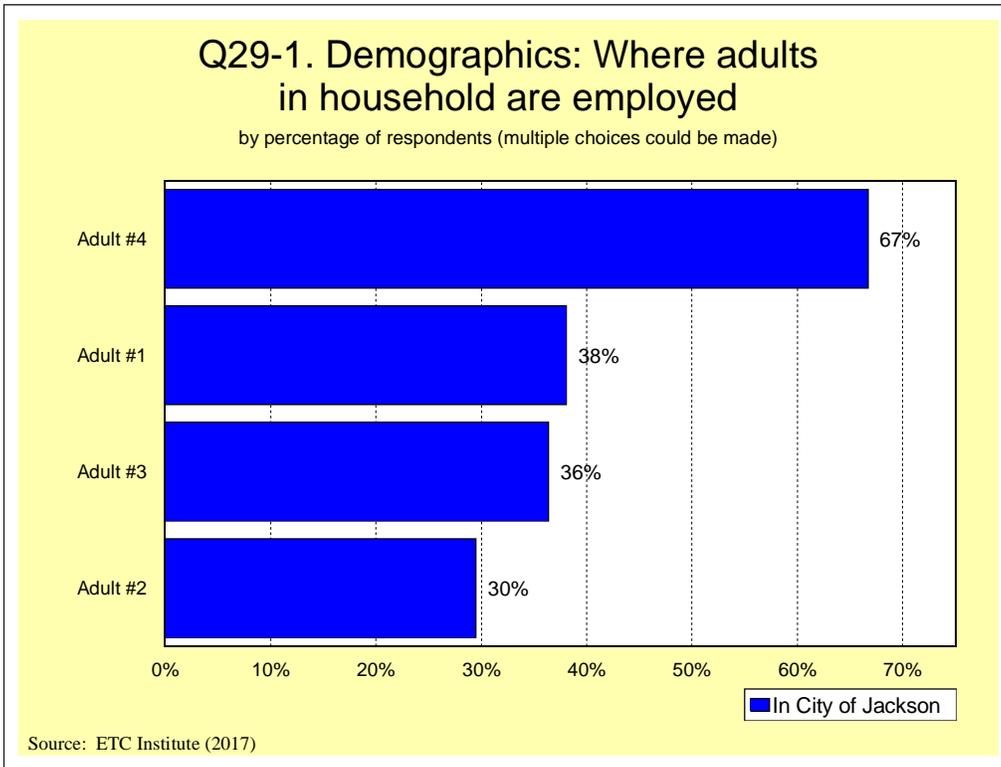
Source: ETC Institute (2017)

Q29. Demographics: How many adults age 18 and older are employed in your household?

by percentage of respondents

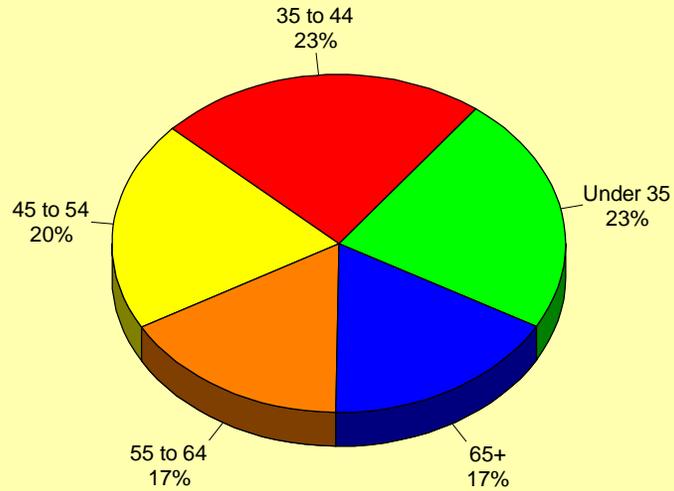


Source: ETC Institute (2017)



Q31. Demographics: What is your age?

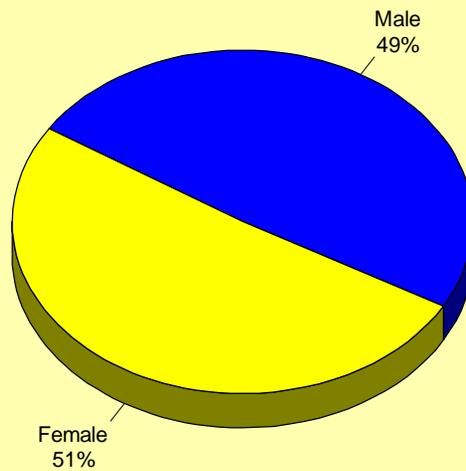
by percentage of respondents



Source: ETC Institute (2017)

Q32. Demographics: Gender

by percentage of respondents



Source: ETC Institute (2017)

Section 2

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

City of Jackson, Missouri

Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Overview

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Fifty-six percent (46%) of respondents selected the *maintenance of City streets* as one of the most important services for the City to provide.

With regard to satisfaction, 48% of respondents surveyed rated the City's overall performance in the *maintenance of City streets* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for the *maintenance of City streets* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 56% was multiplied by 52% (1-0.48). This calculation yielded an I-S rating of 0.2874 which ranked first out of 112 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.



The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The results for the City of Jackson are provided on the following pages.

2017 Importance-Satisfaction Rating

City of Jackson

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of City streets	56%	1	48%	12	0.2874	1
High Priority (IS .10-.20)						
Management of traffic flow on City streets	34%	2	60%	8	0.1362	2
Medium Priority (IS <.10)						
Enforcement of City codes & ordinances	18%	7	57%	11	0.0756	3
Quality of City recreational programs	21%	6	64%	7	0.0750	4
Maintenance of City utilities	27%	3	73%	5	0.0726	5
Effectiveness of communication with the public	16%	9	59%	10	0.0672	6
Management of stormwater runoff	17%	8	64%	6	0.0612	7
Quality of City parks & facilities	26%	4	83%	3	0.0445	8
Quality of customer service from elected officials	8%	12	59%	9	0.0339	9
Quality of police services	22%	5	86%	2	0.0320	10
Quality of customer service from city employees	8%	11	75%	4	0.0209	11
Quality of fire service	9%	10	93%	1	0.0063	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being Very Satisfied and "4" being Very Dissatisfied.

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2017 Importance-Satisfaction Rating

City of Jackson

Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Restrooms	55%	1	35%	14	0.3538	1
High Priority (IS .10-.20)						
Swimming pool	28%	3	52%	12	0.1345	2
Medium Priority (IS <.10)						
Playground equipment	26%	4	63%	7	0.0944	3
Quality of seasonal events	22%	5	63%	8	0.0821	4
Pavilions	18%	7	70%	5	0.0538	5
Recreation trails	20%	6	74%	2	0.0519	6
Overall quality of all city parks	30%	2	83%	1	0.0514	7
Concession stands	8%	10	56%	10	0.0332	8
Civic Center	11%	8	72%	3	0.0313	9
Skate park	6%	12	47%	13	0.0309	10
Soccer fields	8%	11	60%	9	0.0306	11
Baseball and softball fields	9%	9	71%	4	0.0259	12
Tennis courts	5%	13	55%	11	0.0203	13
Football fields	2%	14	65%	6	0.0080	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being Very Satisfied and "4" being Very Dissatisfied.

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2017 Importance-Satisfaction Rating

City of Jackson

Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Condition of major city streets	49%	1	63%	5	0.1797	1
Condition of streets in your neighborhood	39%	2	62%	6	0.1501	2
Adequacy of street lighting	32%	3	65%	4	0.1147	3
Medium Priority (IS <.10)						
Cleanliness & upkeep of streets & other areas	27%	4	78%	2	0.0588	4
Mowing & trimming along City streets	16%	5	73%	3	0.0425	5
Condition of street signs & traffic signals	12%	6	82%	1	0.0224	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being Very Satisfied and "4" being Very Dissatisfied.

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Section 3

Benchmarking Data

Benchmarking Summary Report

City of Jackson, Missouri

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2016 to a random sample of more than 4,000 residents across the United States, (2) a survey administered to over 1600 residents living in communities with populations under 30,000 residents during the fall of 2016.

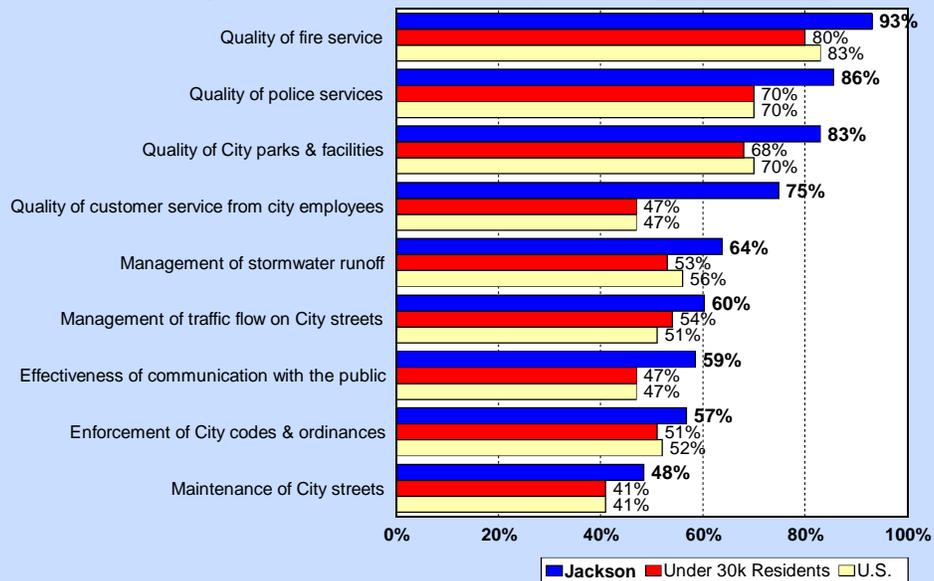
The charts on the following pages show how the overall results for Jackson compare to the United States national and regional averages based on the results of the 2016 survey that was administered by ETC institute to a random sample of over 4,000 residents across the United States, and the survey administered to over 1600 residents living in communities with populations under 30,000 residents. Jackson's results are shown in blue, the Communities Under 30,000 Residents averages are shown in red, and the National averages are shown in yellow.

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Jackson is not authorized without written consent from ETC Institute.

Overall Ratings of City Services Jackson vs. Under 30k Residents vs. the U.S.

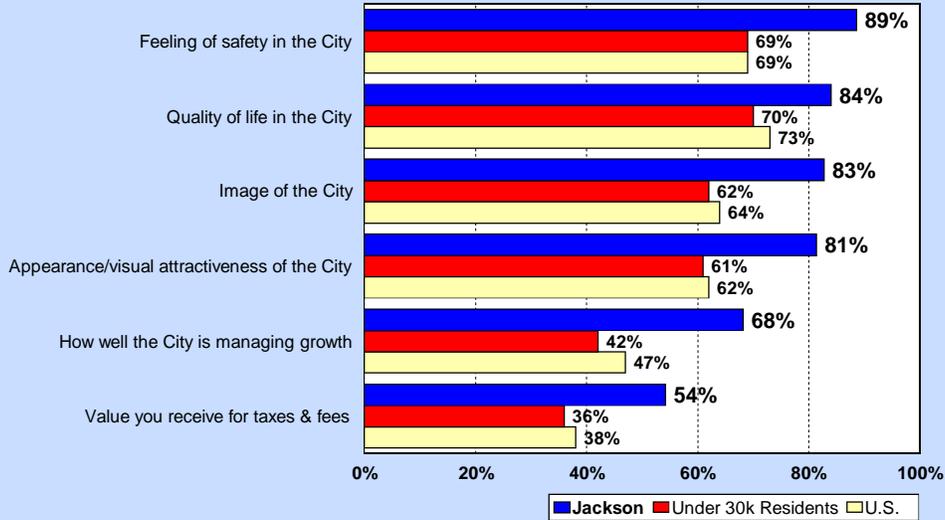
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2017 ETC Institute

Ratings of Items that Influence Perceptions of the City Jackson vs. Under 30k Residents vs. the U.S.

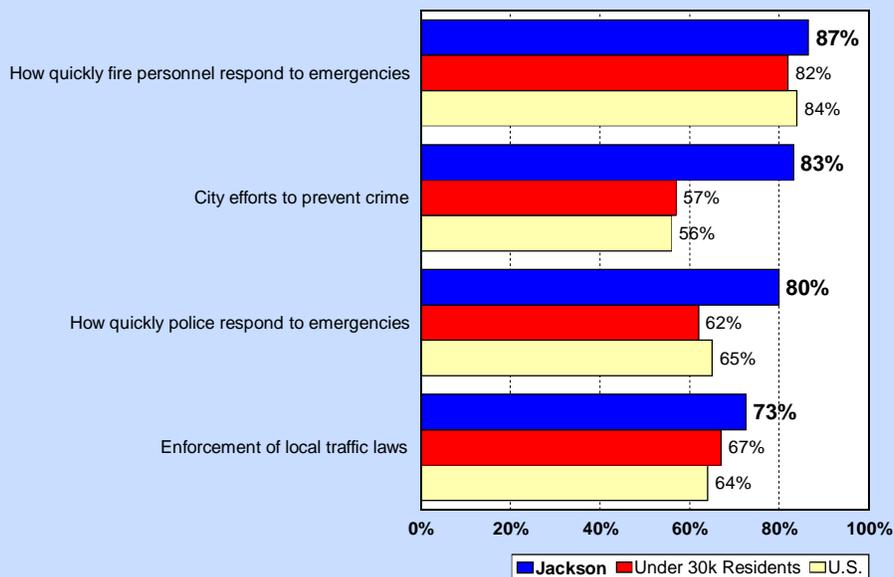
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2017 ETC Institute

Ratings of Public Safety Services Jackson vs. Under 30k Residents vs. the U.S.

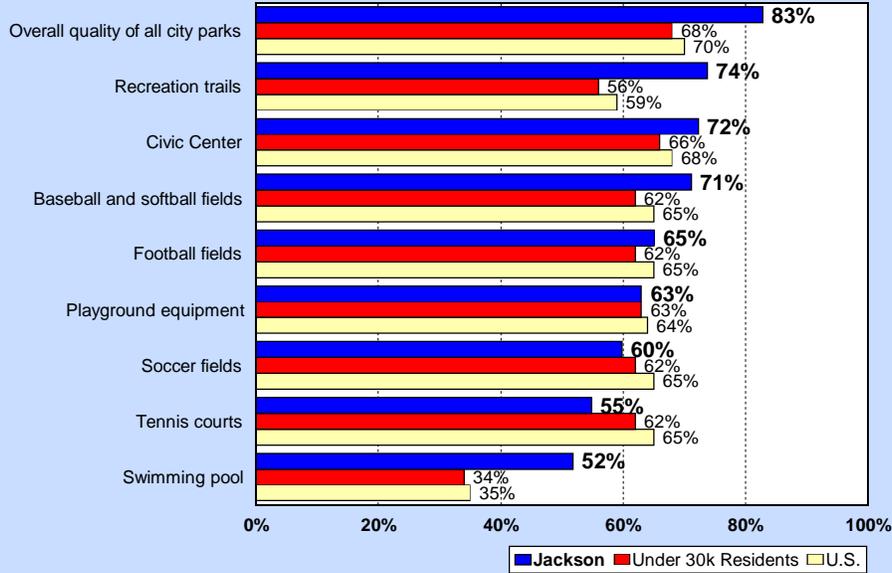
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2017 ETC Institute

Ratings of Parks and Recreation Services Jackson vs. Under 30k Residents vs. the U.S.

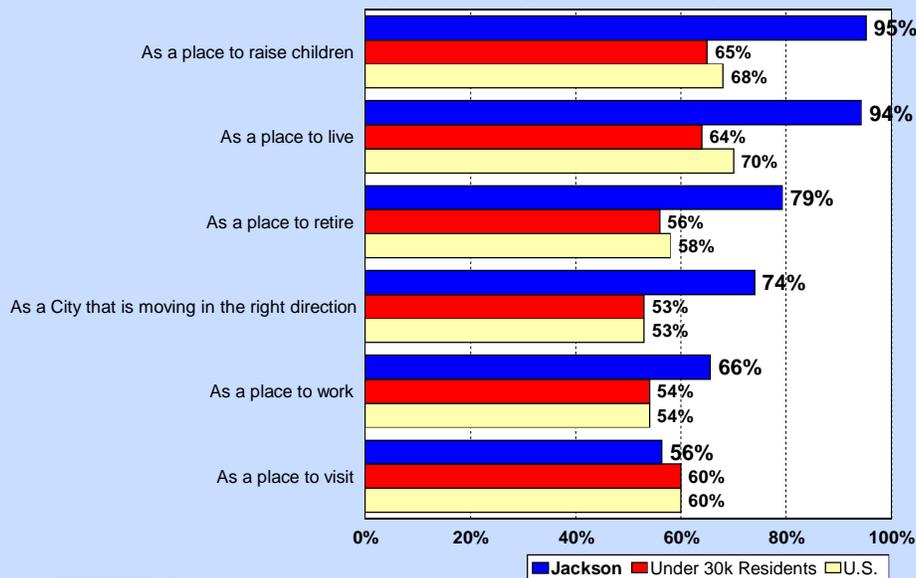
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



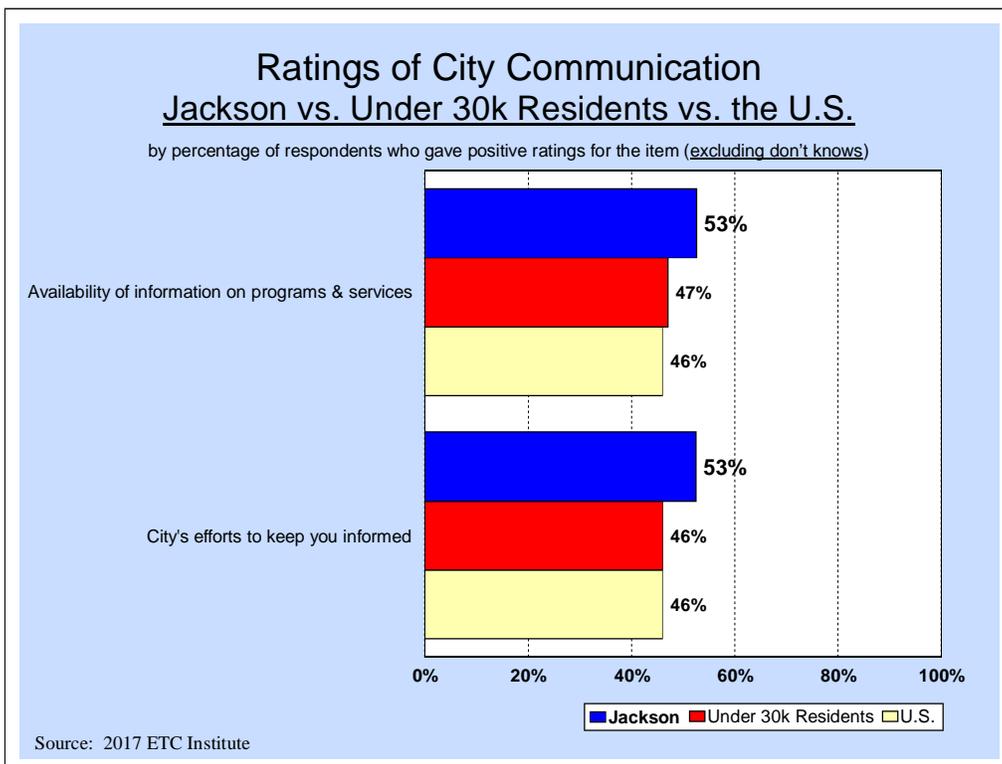
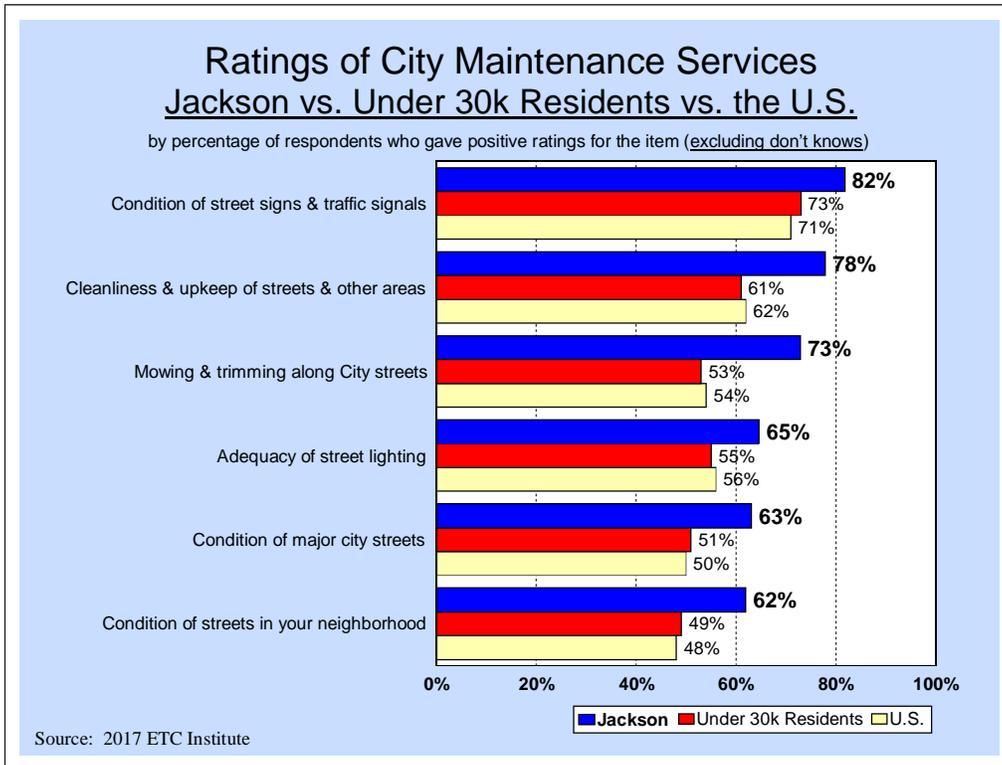
Source: 2017 ETC Institute

Overall Ratings of the Community Jackson vs. Under 30k Residents vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)

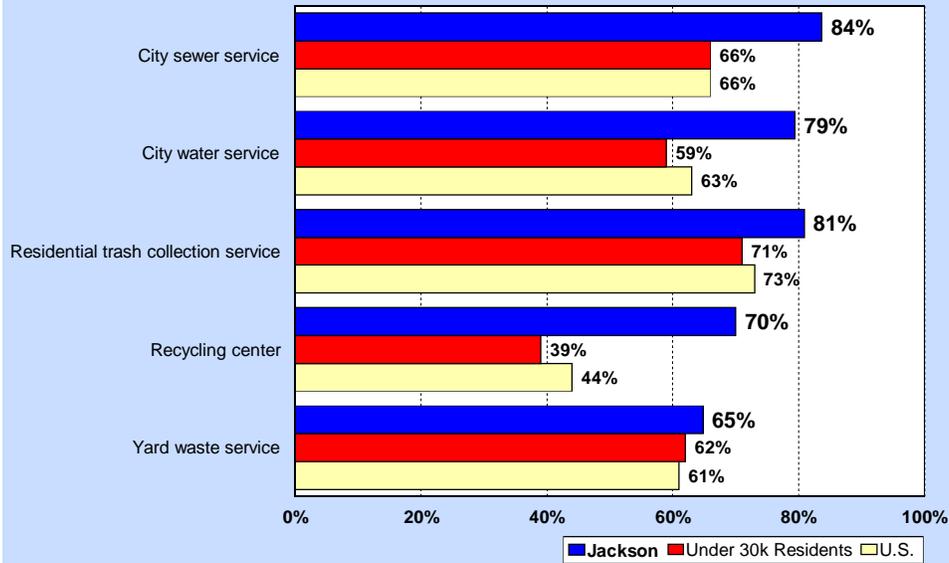


Source: 2017 ETC Institute



Ratings of City Utilities and Solid Waste Services Jackson vs. Under 30k Residents vs. the U.S.

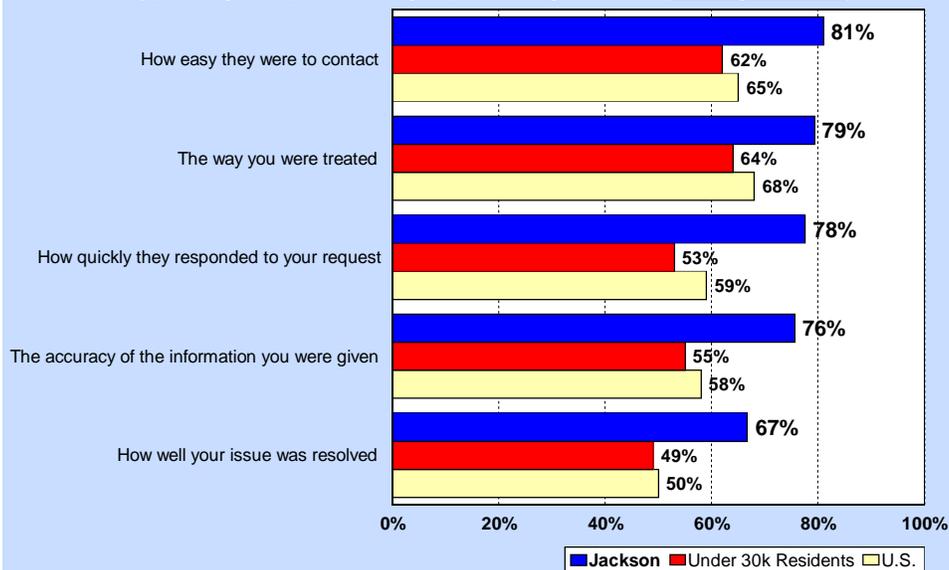
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2017 ETC Institute

Ratings of Customer Service from City Employees Jackson vs. Under 30k Residents vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2017 ETC Institute

Section 4

Tabular Data

Q1. MAJOR SERVICES. Major categories of services provided by the City of Jackson are listed below. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of police service	41.2%	40.7%	9.8%	2.8%	1.1%	4.4%
Q1b. Quality of fire service	46.1%	37.8%	5.9%	0.0%	0.3%	9.9%
Q1c. Quality of City parks & facilities	38.9%	42.6%	10.0%	5.0%	1.7%	1.8%
Q1d. Quality of City recreational programs	21.9%	33.2%	22.2%	7.2%	2.1%	13.3%
Q1e. Maintenance of City streets	12.4%	35.2%	25.7%	19.1%	5.9%	1.6%
Q1f. Maintenance of City utilities (water, sewer, electric)	25.2%	46.7%	17.0%	7.1%	2.0%	2.1%
Q1g. Enforcement of City codes & ordinances	15.3%	36.8%	26.9%	9.1%	3.7%	8.3%
Q1h. Effectiveness of City communication with the public	16.8%	39.5%	27.0%	9.8%	3.1%	3.8%
Q1i. Management of traffic flow on City streets	15.1%	44.4%	20.4%	13.2%	5.7%	1.3%
Q1j. Management of stormwater runoff	14.4%	46.5%	21.8%	9.1%	3.8%	4.4%
Q1k. Quality of customer service you receive from City employees	29.3%	41.6%	17.3%	5.1%	1.6%	5.2%
Q1l. Quality of customer service you receive from elected officials (Mayor & Board of Aldermen)	17.4%	28.6%	26.7%	2.8%	2.1%	22.3%

WITHOUT "DON'T KNOW"

Q1. MAJOR SERVICES. Major categories of services provided by the City of Jackson are listed below. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of police service	43.0%	42.6%	10.2%	3.0%	1.2%
Q1b. Quality of fire service	51.2%	41.9%	6.6%	0.0%	0.3%
Q1c. Quality of City parks & facilities	39.6%	43.4%	10.2%	5.0%	1.7%
Q1d. Quality of City recreational programs	25.3%	38.3%	25.6%	8.3%	2.4%
Q1e. Maintenance of City streets	12.6%	35.8%	26.1%	19.4%	6.0%
Q1f. Maintenance of City utilities (water, sewer, electric)	25.7%	47.7%	17.3%	7.2%	2.0%
Q1g. Enforcement of City codes & ordinances	16.7%	40.1%	29.3%	9.9%	4.0%
Q1h. Effectiveness of City communication with the public	17.5%	41.0%	28.1%	10.1%	3.2%
Q1i. Management of traffic flow on City streets	15.3%	45.0%	20.6%	13.3%	5.7%
Q1j. Management of stormwater runoff	15.1%	48.7%	22.8%	9.5%	4.0%
Q1k. Quality of customer service you receive from City employees	30.9%	43.9%	18.2%	5.4%	1.6%
Q1l. Quality of customer service you receive from elected officials (Mayor & Board of Aldermen)	22.4%	36.8%	34.4%	3.6%	2.7%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. Top choice	Number	Percent
Quality of police service	83	11.7 %
Quality of fire service	8	1.1 %
Quality of City parks & facilities	58	8.2 %
Quality of City recreational programs	30	4.2 %
Maintenance of City streets	199	28.1 %
Maintenance of City utilities (water, sewer, electric)	51	7.2 %
Enforcement of City codes & ordinances	30	4.2 %
Effectiveness of City communication with the public	36	5.1 %
Management of traffic flow on City streets	94	13.3 %
Management of stormwater runoff	32	4.5 %
Quality of customer service you receive from City employees	17	2.4 %
Quality of customer service you receive from elected officials (Mayor & Board of Aldermen)	15	2.1 %
<u>None chosen</u>	<u>54</u>	<u>7.6 %</u>
Total	707	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Quality of police service	34	4.8 %
Quality of fire service	44	6.2 %
Quality of City parks & facilities	67	9.5 %
Quality of City recreational programs	48	6.8 %
Maintenance of City streets	121	17.1 %
Maintenance of City utilities (water, sewer, electric)	72	10.2 %
Enforcement of City codes & ordinances	43	6.1 %
Effectiveness of City communication with the public	37	5.2 %
Management of traffic flow on City streets	78	11.0 %
Management of stormwater runoff	46	6.5 %
Quality of customer service you receive from City employees	24	3.4 %
Quality of customer service you receive from elected officials (Mayor & Board of Aldermen)	12	1.7 %
<u>None chosen</u>	<u>81</u>	<u>11.5 %</u>
Total	707	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Quality of police service	40	5.7 %
Quality of fire service	13	1.8 %
Quality of City parks & facilities	60	8.5 %
Quality of City recreational programs	68	9.6 %
Maintenance of City streets	74	10.5 %
Maintenance of City utilities (water, sewer, electric)	70	9.9 %
Enforcement of City codes & ordinances	51	7.2 %
Effectiveness of City communication with the public	42	5.9 %
Management of traffic flow on City streets	71	10.0 %
Management of stormwater runoff	42	5.9 %
Quality of customer service you receive from City employees	18	2.5 %
Quality of customer service you receive from elected officials (Mayor & Board of Aldermen)	32	4.5 %
<u>None chosen</u>	<u>126</u>	<u>17.8 %</u>
Total	707	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q2. Sum of top 3 choices	Number	Percent
Quality of police service	157	22.2 %
Quality of fire service	65	9.2 %
Quality of City parks & facilities	185	26.2 %
Quality of City recreational programs	146	20.7 %
Maintenance of City streets	394	55.7 %
Maintenance of City utilities (water, sewer, electric)	193	27.3 %
Enforcement of City codes & ordinances	124	17.5 %
Effectiveness of City communication with the public	115	16.3 %
Management of traffic flow on City streets	243	34.4 %
Management of stormwater runoff	120	17.0 %
Quality of customer service you receive from City employees	59	8.3 %
Quality of customer service you receive from elected officials (Mayor & Board of Aldermen)	59	8.3 %
<u>None chosen</u>	<u>54</u>	<u>7.6 %</u>
Total	1914	

Q3. PERCEPTION. Items that may influence your perception of the City of Jackson are listed below. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Appearance/visual attractiveness of City	25.2%	55.2%	12.9%	5.1%	0.4%	1.3%
Q3b. Image of City	29.4%	51.5%	12.6%	3.7%	0.6%	2.3%
Q3c. How well City is managing growth	16.8%	49.4%	18.1%	10.5%	2.3%	3.0%
Q3d. Quality of life in City	35.2%	47.7%	12.3%	2.8%	0.6%	1.4%
Q3e. Feeling of safety in City	38.6%	48.7%	9.2%	1.6%	0.6%	1.4%
Q3f. Quality of uptown Jackson	23.2%	49.4%	19.0%	6.6%	0.4%	1.4%
Q3g. Value you receive for your City taxes & fees	14.3%	38.5%	30.4%	10.7%	3.5%	2.5%

WITHOUT "DON'T KNOW"

Q3. PERCEPTION. Items that may influence your perception of the City of Jackson are listed below. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Appearance/visual attractiveness of City	25.5%	55.9%	13.0%	5.2%	0.4%
Q3b. Image of City	30.1%	52.7%	12.9%	3.8%	0.6%
Q3c. How well City is managing growth	17.3%	50.9%	18.7%	10.8%	2.3%
Q3d. Quality of life in City	35.7%	48.4%	12.5%	2.9%	0.6%
Q3e. Feeling of safety in City	39.2%	49.4%	9.3%	1.6%	0.6%
Q3f. Quality of uptown Jackson	23.5%	50.1%	19.2%	6.7%	0.4%
Q3g. Value you receive for your City taxes & fees	14.7%	39.5%	31.2%	11.0%	3.6%

Q4. PUBLIC SAFETY. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. City's efforts to prevent crime	26.4%	53.6%	11.7%	3.5%	0.8%	3.8%
Q4b. Enforcement of local traffic laws	22.2%	47.9%	14.9%	8.8%	2.8%	3.4%
Q4c. How quickly police respond to emergencies	28.6%	36.5%	13.6%	2.3%	0.6%	18.5%
Q4d. How quickly fire personnel respond to emergencies	34.5%	33.7%	9.6%	0.6%	0.4%	21.2%

WITHOUT "DON'T KNOW"

Q4. PUBLIC SAFETY. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items. (without "don't know")

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. City's efforts to prevent crime	27.5%	55.7%	12.2%	3.7%	0.9%
Q4b. Enforcement of local traffic laws	23.0%	49.6%	15.4%	9.1%	2.9%
Q4c. How quickly police respond to emergencies	35.1%	44.8%	16.7%	2.8%	0.7%
Q4d. How quickly fire personnel respond to emergencies	43.8%	42.7%	12.2%	0.7%	0.5%

Q5. PARKS AND RECREATION. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Overall quality of all City parks	30.8%	50.9%	11.2%	4.8%	1.0%	1.3%
Q5b. Civic Center	29.1%	28.7%	15.6%	4.8%	1.8%	19.9%
Q5c. Pavilions	16.3%	49.4%	21.4%	5.5%	1.1%	6.4%
Q5d. Restrooms	7.2%	24.6%	26.9%	24.2%	7.5%	9.6%
Q5e. Playground equipment	12.6%	44.7%	25.0%	6.6%	2.0%	9.1%
Q5f. Tennis courts	10.2%	32.1%	27.3%	5.8%	1.8%	22.8%
Q5g. Swimming pool	10.2%	33.4%	25.3%	11.3%	3.8%	16.0%
Q5h. Football fields	12.4%	34.9%	23.2%	1.7%	0.6%	27.2%
Q5i. Concession stands	10.0%	32.2%	25.9%	5.4%	1.6%	24.9%
Q5j. Baseball & softball fields	15.4%	43.7%	18.5%	3.8%	1.6%	17.0%
Q5k. Recreation trails	23.1%	42.0%	17.3%	4.2%	1.6%	11.9%
Q5l. Skate parks	8.2%	22.6%	29.6%	3.7%	2.0%	33.9%
Q5m. Soccer fields	11.6%	33.1%	23.1%	5.0%	2.0%	25.3%
Q5n. Quality of seasonal events sponsored by Parks & Recreation	15.1%	38.2%	24.2%	5.7%	2.0%	14.9%

WITHOUT "DON'T KNOW"

Q5. PARKS AND RECREATION. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items. (without "don't know")

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Overall quality of all City parks	31.2%	51.6%	11.3%	4.9%	1.0%
Q5b. Civic Center	36.4%	35.9%	19.4%	6.0%	2.3%
Q5c. Pavilions	17.4%	52.7%	22.8%	5.9%	1.2%
Q5d. Restrooms	8.0%	27.2%	29.7%	26.8%	8.3%
Q5e. Playground equipment	13.8%	49.1%	27.5%	7.3%	2.2%
Q5f. Tennis courts	13.2%	41.6%	35.3%	7.5%	2.4%
Q5g. Swimming pool	12.1%	39.7%	30.1%	13.5%	4.5%
Q5h. Football fields	17.1%	48.0%	31.8%	2.3%	0.8%
Q5i. Concession stands	13.4%	42.9%	34.5%	7.2%	2.1%
Q5j. Baseball & softball fields	18.6%	52.6%	22.3%	4.6%	1.9%
Q5k. Recreation trails	26.2%	47.7%	19.6%	4.8%	1.8%
Q5l. Skate parks	12.4%	34.3%	44.8%	5.6%	3.0%
Q5m. Soccer fields	15.5%	44.3%	30.9%	6.6%	2.7%
Q5n. Quality of seasonal events sponsored by Parks & Recreation	17.8%	44.9%	28.4%	6.6%	2.3%

Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q6. Top choice	Number	Percent
Overall quality of all City parks	111	15.7 %
Civic Center	34	4.8 %
Pavilions	16	2.3 %
Restrooms	200	28.3 %
Playground equipment	43	6.1 %
Tennis courts	7	1.0 %
Swimming pool	69	9.8 %
Football fields	3	0.4 %
Concession stands	1	0.1 %
Baseball & softball fields	17	2.4 %
Recreation trails	39	5.5 %
Skate parks	13	1.8 %
Soccer fields	24	3.4 %
Quality of seasonal events sponsored by Parks & Recreation	37	5.2 %
None chosen	93	13.2 %
Total	707	100.0 %

Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q6. 2nd choice	Number	Percent
Overall quality of all City parks	45	6.4 %
Civic Center	24	3.4 %
Pavilions	62	8.8 %
Restrooms	103	14.6 %
Playground equipment	70	9.9 %
Tennis courts	12	1.7 %
Swimming pool	68	9.6 %
Football fields	4	0.6 %
Concession stands	28	4.0 %
Baseball & softball fields	23	3.3 %
Recreation trails	61	8.6 %
Skate parks	11	1.6 %
Soccer fields	15	2.1 %
Quality of seasonal events sponsored by Parks & Recreation	51	7.2 %
None chosen	130	18.4 %
Total	707	100.0 %

Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q6. 3rd choice	Number	Percent
Overall quality of all City parks	55	7.8 %
Civic Center	22	3.1 %
Pavilions	49	6.9 %
Restrooms	83	11.7 %
Playground equipment	67	9.5 %
Tennis courts	13	1.8 %
Swimming pool	60	8.5 %
Football fields	9	1.3 %
Concession stands	25	3.5 %
Baseball & softball fields	23	3.3 %
Recreation trails	40	5.7 %
Skate parks	17	2.4 %
Soccer fields	15	2.1 %
Quality of seasonal events sponsored by Parks & Recreation	68	9.6 %
None chosen	161	22.8 %
Total	707	100.0 %

SUM OF TOP 3 CHOICES

Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q6. Sum of top 3 choices	Number	Percent
Overall quality of all City parks	211	29.8 %
Civic Center	80	11.3 %
Pavilions	127	18.0 %
Restrooms	386	54.6 %
Playground equipment	180	25.5 %
Tennis courts	32	4.5 %
Swimming pool	197	27.9 %
Football fields	16	2.3 %
Concession stands	54	7.6 %
Baseball & softball fields	63	8.9 %
Recreation trails	140	19.8 %
Skate parks	41	5.8 %
Soccer fields	54	7.6 %
Quality of seasonal events sponsored by Parks & Recreation	156	22.1 %
None chosen	93	13.2 %
Total	1830	

Q7. OVERALL RATINGS OF THE CITY. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," please rate the City of Jackson with regard to each of the following.

(N=707)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q7a. As a place to live	54.5%	39.3%	3.3%	1.7%	0.7%	0.6%
Q7b. As a place to raise children	58.7%	33.9%	3.0%	1.0%	0.7%	2.7%
Q7c. As a place to work	26.9%	32.7%	19.7%	7.8%	3.7%	9.3%
Q7d. As a place to retire	35.2%	38.6%	14.3%	2.8%	2.1%	6.9%
Q7e. As a place to visit	22.2%	32.7%	23.5%	15.6%	3.4%	2.7%
Q7f. As a City that is moving in right direction	27.0%	44.7%	18.2%	4.8%	2.1%	3.1%

WITHOUT "DON'T KNOW"

Q7. OVERALL RATINGS OF THE CITY. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," please rate the City of Jackson with regard to each of the following. (without "don't know")

(N=707)

	Excellent	Good	Neutral	Below Average	Poor
Q7a. As a place to live	54.8%	39.5%	3.3%	1.7%	0.7%
Q7b. As a place to raise children	60.3%	34.9%	3.1%	1.0%	0.7%
Q7c. As a place to work	29.6%	36.0%	21.7%	8.6%	4.1%
Q7d. As a place to retire	37.8%	41.5%	15.3%	3.0%	2.3%
Q7e. As a place to visit	22.8%	33.6%	24.1%	16.0%	3.5%
Q7f. As a City that is moving in right direction	27.9%	46.1%	18.8%	5.0%	2.2%

Q8. MAINTENANCE. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. Condition of major City streets	12.4%	49.8%	18.7%	13.9%	3.8%	1.4%
Q8b. Condition of local streets in your neighborhood	18.4%	42.7%	17.3%	16.3%	4.1%	1.3%
Q8c. Condition of street signs & traffic signals	20.7%	60.3%	12.4%	4.1%	1.6%	1.0%
Q8d. Mowing & trimming along City streets & other public areas	19.5%	52.6%	17.5%	7.2%	2.0%	1.1%
Q8e. Adequacy of street lighting	16.0%	47.7%	18.8%	13.7%	2.4%	1.4%
Q8f. Cleanliness & upkeep of streets & other public areas	17.7%	59.4%	15.3%	4.5%	2.0%	1.1%

WITHOUT "DON'T KNOW"

Q8. MAINTENANCE. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items. (without "don't know")

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Condition of major City streets	12.6%	50.5%	18.9%	14.1%	3.9%
Q8b. Condition of local streets in your neighborhood	18.6%	43.3%	17.5%	16.5%	4.2%
Q8c. Condition of street signs & traffic signals	20.9%	60.9%	12.6%	4.1%	1.6%
Q8d. Mowing & trimming along City streets & other public areas	19.7%	53.2%	17.7%	7.3%	2.0%
Q8e. Adequacy of street lighting	16.2%	48.4%	19.1%	13.9%	2.4%
Q8f. Cleanliness & upkeep of streets & other public areas	17.9%	60.1%	15.5%	4.6%	2.0%

Q9. Which TWO of the maintenance items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next FIVE years?

Q9. Top choice	Number	Percent
Condition of major City streets	253	35.8 %
Condition of local streets in your neighborhood	153	21.6 %
Condition of street signs & traffic signals	32	4.5 %
Mowing & trimming along City streets & other public areas	40	5.7 %
Adequacy of street lighting	124	17.5 %
Cleanliness & upkeep of streets & other public areas	39	5.5 %
None chosen	66	9.3 %
Total	707	100.0 %

Q9. Which TWO of the maintenance items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next FIVE years?

Q9. 2nd choice	Number	Percent
Condition of major City streets	91	12.9 %
Condition of local streets in your neighborhood	126	17.8 %
Condition of street signs & traffic signals	55	7.8 %
Mowing & trimming along City streets & other public areas	71	10.0 %
Adequacy of street lighting	105	14.9 %
Cleanliness & upkeep of streets & other public areas	149	21.1 %
None chosen	110	15.6 %
Total	707	100.0 %

SUM OF TOP 2 CHOICES

Q9. Which TWO of the maintenance items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next FIVE years? (top 2)

Q9. Sum of top 2 choices	Number	Percent
Condition of major City streets	344	48.7 %
Condition of local streets in your neighborhood	279	39.5 %
Condition of street signs & traffic signals	87	12.3 %
Mowing & trimming along City streets & other public areas	111	15.7 %
Adequacy of street lighting	229	32.4 %
Cleanliness & upkeep of streets & other public areas	188	26.6 %
None chosen	66	9.3 %
Total	1304	

Q10. COMMUNICATION. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Availability of information about City programs & services	11.0%	38.6%	28.6%	12.4%	3.8%	5.5%
Q10b. City's efforts to keep you informed about local issues	11.5%	38.8%	28.1%	12.9%	4.5%	4.2%
Q10c. Transparency of City government	8.8%	27.7%	33.4%	12.2%	4.8%	13.2%

WITHOUT "DON'T KNOW"

Q10. COMMUNICATION. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items. (without "don't know")

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Availability of information about City programs & services	11.7%	40.9%	30.2%	13.2%	4.0%
Q10b. City's efforts to keep you informed about local issues	12.0%	40.5%	29.4%	13.4%	4.7%
Q10c. Transparency of City government	10.1%	31.9%	38.4%	14.0%	5.5%

Q11. Which of the following do you use to get information about the City of Jackson?

Q11. What do you use to get information about

City of Jackson	Number	Percent
City website	315	45.3 %
Local newspaper	319	45.9 %
Utility bill	568	81.7 %
Phone calls to City	116	16.7 %
City Facebook page	194	27.9 %
Local radio	146	21.0 %
Television news	287	41.3 %
Email message to City	13	1.9 %
Other	27	3.9 %
Total	1985	

Q11. Other

Q11. Other	Number	Percent
Word of mouth	12	44.4 %
Facebook	2	7.4 %
City employees	2	7.4 %
Google	1	3.7 %
associates	1	3.7 %
Face to face questions	1	3.7 %
semoevents.com	1	3.7 %
SE MISSOURIAN	1	3.7 %
KFVS-12	1	3.7 %
Want newsletter on issues made	1	3.7 %
mail	1	3.7 %
mailings	1	3.7 %
signs	1	3.7 %
City meetings	1	3.7 %
Total	27	100.0 %

Q12. UTILITY SERVICES. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. City electric service	31.3%	47.7%	9.8%	5.5%	2.8%	3.0%
Q12b. City water service	29.3%	47.9%	10.3%	7.1%	2.5%	2.8%
Q12c. City sewer service	29.7%	50.8%	10.9%	3.5%	1.3%	3.8%

WITHOUT "DON'T KNOW"

Q12. UTILITY SERVICES. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items. (without "don't know")

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. City electric service	32.2%	49.1%	10.1%	5.7%	2.9%
Q12b. City water service	30.1%	49.3%	10.6%	7.3%	2.6%
Q12c. City sewer service	30.9%	52.8%	11.3%	3.7%	1.3%

Q13. SOLID WASTE SERVICES. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Residential trash collection service	36.1%	41.9%	9.2%	5.9%	3.3%	3.7%
Q13b. Recycling Center	24.6%	37.1%	14.7%	6.4%	5.4%	11.9%
Q13c. Yard waste service (grass clippings & limbs)	20.8%	31.5%	19.8%	5.4%	3.1%	19.4%
Q13d. Annual Clean-up/Fix-up Program	33.9%	38.0%	11.9%	5.4%	1.8%	8.9%
Q13e. Annual Electronics Recycling Event	26.6%	32.0%	17.8%	3.7%	1.4%	18.5%

WITHOUT "DON'T KNOW"

Q13. SOLID WASTE SERVICES. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items. (without "don't know")

(N=707)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Residential trash collection service	37.4%	43.5%	9.5%	6.2%	3.4%
Q13b. Recycling Center	27.9%	42.1%	16.7%	7.2%	6.1%
Q13c. Yard waste service (grass clippings & limbs)	25.8%	39.1%	24.6%	6.7%	3.9%
Q13d. Annual Clean-up/Fix-up Program	37.3%	41.8%	13.0%	5.9%	2.0%
Q13e. Annual Electronics Recycling Event	32.6%	39.2%	21.9%	4.5%	1.7%

Q14. Do you currently recycle?

<u>Q14. Do you currently recycle</u>	<u>Number</u>	<u>Percent</u>
Yes	393	55.6 %
No	298	42.1 %
Not provided	16	2.3 %
Total	707	100.0 %

WITHOUT "NOT PROVIDED"**Q14. Do you currently recycle? (without "not provided")**

<u>Q14. Do you currently recycle</u>	<u>Number</u>	<u>Percent</u>
Yes	393	56.9 %
No	298	43.1 %
Total	691	100.0 %

Q15. CITY PRIORITIES. The Board of Aldermen has developed a list of priorities. Using a scale of 5 to 1, where 5 means "Very High Priority" and 1 means "Very Low Priority," please rate the following city priorities.

(N=707)

	Very high priority	High priority	Medium priority	Low priority	Very low priority	Don't know
Q15a. New police station	11.7%	19.0%	34.2%	19.1%	7.2%	8.8%
Q15b. Increase police patrol	17.8%	28.6%	33.4%	11.3%	4.0%	5.0%
Q15c. Traffic flow improvements	25.9%	30.7%	29.1%	9.2%	2.1%	3.0%
Q15d. Park system improvements	11.2%	27.9%	39.0%	14.4%	3.1%	4.4%
Q15e. New swimming pool/aquatic center	22.1%	22.8%	24.3%	16.0%	10.0%	4.8%
Q15f. Curbside recycling	33.8%	25.2%	18.8%	13.7%	5.0%	3.5%
Q15g. Historic building preservation	11.0%	17.0%	29.3%	26.6%	12.2%	4.0%
Q15h. Utility improvements (water, sewer, electric)	17.7%	33.4%	33.2%	9.9%	1.6%	4.2%
Q15i. Retail sales expansion	22.5%	30.1%	26.4%	11.5%	4.2%	5.2%
Q15j. Passage of a use tax (2% City sales tax on goods purchased outside Missouri)	8.1%	7.9%	19.1%	17.5%	32.0%	15.4%

WITHOUT "DON'T KNOW"

Q15. CITY PRIORITIES. The Board of Aldermen has developed a list of priorities. Using a scale of 5 to 1, where 5 means "Very High Priority" and 1 means "Very Low Priority," please rate the following city priorities. (without "don't know")

(N=707)

	Very high priority	High priority	Medium priority	Low priority	Very low priority
Q15a. New police station	12.9%	20.8%	37.5%	20.9%	7.9%
Q15b. Increase police patrol	18.8%	30.1%	35.1%	11.9%	4.2%
Q15c. Traffic flow improvements	26.7%	31.6%	30.0%	9.5%	2.2%
Q15d. Park system improvements	11.7%	29.1%	40.8%	15.1%	3.3%
Q15e. New swimming pool/aquatic center	23.2%	23.9%	25.6%	16.8%	10.5%
Q15f. Curbside recycling	35.0%	26.1%	19.5%	14.2%	5.1%
Q15g. Historic building preservation	11.5%	17.7%	30.5%	27.7%	12.7%
Q15h. Utility improvements (water, sewer, electric)	18.5%	34.9%	34.7%	10.3%	1.6%
Q15i. Retail sales expansion	23.7%	31.8%	27.9%	12.1%	4.5%
Q15j. Passage of a use tax (2% City sales tax on goods purchased outside Missouri)	9.5%	9.4%	22.6%	20.7%	37.8%

Q16. Which THREE of the items listed in Question 15 do you think are the MOST IMPORTANT priorities for the City over the next TWO years?

Q16. Top choice	Number	Percent
New police station	72	10.2 %
Increase police patrol	81	11.5 %
Traffic flow improvements	133	18.8 %
Park system improvements	38	5.4 %
New swimming pool/aquatic center	80	11.3 %
Curbside recycling	146	20.7 %
Historic building preservation	10	1.4 %
Utility improvements (water, sewer, electric)	50	7.1 %
Retail sales expansion	45	6.4 %
Passage of a use tax (2% City sales tax on goods purchased outside Missouri)	10	1.4 %
None chosen	42	5.9 %
Total	707	100.0 %

Q16. Which THREE of the items listed in Question 15 do you think are the MOST IMPORTANT priorities for the City over the next TWO years?

Q16. 2nd choice	Number	Percent
New police station	42	5.9 %
Increase police patrol	82	11.6 %
Traffic flow improvements	87	12.3 %
Park system improvements	63	8.9 %
New swimming pool/aquatic center	88	12.4 %
Curbside recycling	111	15.7 %
Historic building preservation	23	3.3 %
Utility improvements (water, sewer, electric)	83	11.7 %
Retail sales expansion	65	9.2 %
Passage of a use tax (2% City sales tax on goods purchased outside Missouri)	6	0.8 %
None chosen	57	8.1 %
Total	707	100.0 %

Q16. Which THREE of the items listed in Question 15 do you think are the MOST IMPORTANT priorities for the City over the next TWO years?

Q16. 3rd choice	Number	Percent
New police station	46	6.5 %
Increase police patrol	63	8.9 %
Traffic flow improvements	82	11.6 %
Park system improvements	70	9.9 %
New swimming pool/aquatic center	67	9.5 %
Curbside recycling	72	10.2 %
Historic building preservation	41	5.8 %
Utility improvements (water, sewer, electric)	74	10.5 %
Retail sales expansion	94	13.3 %
Passage of a use tax (2% City sales tax on goods purchased outside Missouri)	15	2.1 %
None chosen	83	11.7 %
Total	707	100.0 %

SUM OF TOP 3 CHOICES

Q16. Which THREE of the items listed in Question 15 do you think are the MOST IMPORTANT priorities for the City over the next TWO years? (top 3)

Q16. Sum of top 3 choices	Number	Percent
New police station	160	22.6 %
Increase police patrol	226	32.0 %
Traffic flow improvements	302	42.7 %
Park system improvements	171	24.2 %
New swimming pool/aquatic center	235	33.2 %
Curbside recycling	329	46.5 %
Historic building preservation	74	10.5 %
Utility improvements (water, sewer, electric)	207	29.3 %
Retail sales expansion	204	28.9 %
Passage of a use tax (2% City sales tax on goods purchased outside Missouri)	31	4.4 %
None chosen	42	5.9 %
Total	1981	

Q17. How supportive would you be of a tax increase to fund the items you rated as the top city priorities in Question 16?

Q17. How supportive would you be of a tax increase to fund items you rated as top City priorities

	Number	Percent
Very supportive	193	27.3 %
Somewhat supportive	244	34.5 %
Not sure	155	21.9 %
Not supportive	115	16.3 %
Total	707	100.0 %

Q18. Have you contacted the City of Jackson during the past year?

Q18. Have you contacted City of Jackson during past year	Number	Percent
Yes	350	49.5 %
No	357	50.5 %
Total	707	100.0 %

Q18a. (If YES to Question 18) Which City department did you contact MOST RECENTLY?

Q18a. Which City department did you contact most recently	Number	Percent
Police	62	17.7 %
Fire	4	1.1 %
Parks & Recreation	27	7.7 %
City Administration	46	13.1 %
Utility Billing	77	22.0 %
Building & Planning	23	6.6 %
Public Works (streets, solid waste, recycling)	48	13.7 %
Water/Sewer/Electric	48	13.7 %
Elected officials (Mayor & Board of aldermen)	11	3.1 %
Other	4	1.1 %
Total	350	100.0 %

Q18a. Other

Q18a. Other	Number	Percent
Water bill issue	1	50.0 %
cat problem	1	50.0 %
Total	2	100.0 %

Q18b. (If YES to Question 18) Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the employees in the City department you contacted MOST RECENTLY with regard to each of the following.

(N=350)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18b-a. How easy they were to contact	39.4%	41.4%	9.4%	4.9%	4.6%	0.3%
Q18b-b. The way you were treated	42.6%	36.3%	8.9%	6.6%	5.1%	0.6%
Q18b-c. Accuracy of information you were given	39.1%	35.4%	12.3%	8.0%	3.7%	1.4%
Q18b-d. How quickly City staff or elected official responded to your request	38.3%	36.9%	10.9%	6.6%	4.3%	3.1%
Q18b-e. How well your issue was resolved	36.0%	28.6%	13.1%	9.4%	9.7%	3.1%

WITHOUT "DON'T KNOW"

Q18b. (If YES to Question 18) Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the employees in the City department you contacted MOST RECENTLY with regard to each of the following. (without "don't know")

(N=350)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18b-a. How easy they were to contact	39.5%	41.5%	9.5%	4.9%	4.6%
Q18b-b. The way you were treated	42.8%	36.5%	8.9%	6.6%	5.2%
Q18b-c. Accuracy of information you were given	39.7%	35.9%	12.5%	8.1%	3.8%
Q18b-d. How quickly City staff or elected official responded to your request	39.5%	38.1%	11.2%	6.8%	4.4%
Q18b-e. How well your issue was resolved	37.2%	29.5%	13.6%	9.7%	10.0%

Q19. IMAGE OF CITY DEPARTMENTS. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," please rate the image of the following City departments.

(N=707)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q19a. Police Department	35.2%	45.7%	10.5%	3.4%	1.8%	3.4%
Q19b. Public Works Department (streets, solid waste, recycling)	23.5%	50.5%	14.4%	5.4%	2.4%	3.8%
Q19c. Parks & Recreation Department	26.7%	46.7%	14.6%	4.8%	1.4%	5.8%
Q19d. City Administration	20.1%	41.6%	21.2%	3.8%	2.5%	10.7%
Q19e. Building & Planning Department	14.1%	33.5%	23.8%	5.7%	2.0%	20.9%
Q19f. Fire Department	40.6%	43.7%	8.2%	0.3%	0.1%	7.1%
Q19g. Elected officials (Mayor & Board of Aldermen)	18.1%	38.9%	20.7%	4.4%	2.3%	15.7%
Q19h. Water/Sewer/Electric	21.4%	47.4%	18.7%	4.1%	2.8%	5.7%

WITHOUT "DON'T KNOW"

Q19. IMAGE OF CITY DEPARTMENTS. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," please rate the image of the following City departments. (without "don't know")

(N=707)

	Excellent	Good	Neutral	Below Average	Poor
Q19a. Police Department	36.5%	47.3%	10.8%	3.5%	1.9%
Q19b. Public Works Department (streets, solid waste, recycling)	24.4%	52.5%	15.0%	5.6%	2.5%
Q19c. Parks & Recreation Department	28.4%	49.5%	15.5%	5.1%	1.5%
Q19d. City Administration	22.5%	46.6%	23.8%	4.3%	2.9%
Q19e. Building & Planning Department	17.9%	42.4%	30.1%	7.2%	2.5%
Q19f. Fire Department	43.7%	47.0%	8.8%	0.3%	0.2%
Q19g. Elected officials (Mayor & Board of Aldermen)	21.5%	46.1%	24.5%	5.2%	2.7%
Q19h. Water/Sewer/Electric	22.6%	50.2%	19.8%	4.3%	3.0%

Q20. SHOPPING. On average, how often do you or any members of your household shop in Jackson?

Q20. How often do you shop in Jackson on average	Number	Percent
Daily	149	21.1 %
Several times per week, but not daily	374	52.9 %
One time per week	108	15.3 %
Several times per month, but not every week	72	10.2 %
Not provided	4	0.6 %
Total	707	100.0 %

WITHOUT "NOT PROVIDED"**Q20. SHOPPING. On average, how often do you or any members of your household shop in Jackson? (without "not provided")**

Q20. How often do you shop in Jackson on average	Number	Percent
Daily	149	21.2 %
Several times per week, but not daily	374	53.2 %
One time per week	108	15.4 %
Several times per month, but not every week	72	10.2 %
Total	703	100.0 %

Q21. What percentage of your retail purchases do you or any members of your household make within Jackson?

Q21. What percentage of your retail purchases do you make within Jackson	Number	Percent
Less than 25%	164	23.2 %
25-50%	244	34.5 %
50-75%	213	30.1 %
75%+	80	11.3 %
Not provided	6	0.8 %
Total	707	100.0 %

WITHOUT "NOT PROVIDED"**Q21. What percentage of your retail purchases do you or any members of your household make within Jackson? (without "not provided")**

Q21. What percentage of your retail purchases do you make within Jackson	Number	Percent
Less than 25%	164	23.4 %
25-50%	244	34.8 %
50-75%	213	30.4 %
75%+	80	11.4 %
Total	701	100.0 %

Q22. Please indicate if you or any member of your household has shopped in any of the following areas.

(N=707)

	Yes	No
Q22a. Cape Girardeau	98.3%	1.7%
Q22b. Farmington	5.7%	94.3%
Q22c. Sikeston	13.2%	86.8%
Q22d. Perryville	14.4%	85.6%
Q22e. St. Louis	55.4%	44.6%
Q22f. Other	9.8%	90.2%

Q22. If "Yes," please indicate what percentage of your spending is spent in that area.

(N=697)

	100%	75%	50%	25%	0%
Q22a. Cape Girardeau	3.4%	29.8%	33.7%	32.2%	0.9%
Q22b. Farmington	3.3%	3.3%	3.3%	33.3%	56.7%
Q22c. Sikeston	1.3%	2.6%	1.3%	56.6%	38.2%
Q22d. Perryville	1.2%	0.0%	3.6%	54.8%	40.5%
Q22e. St. Louis	0.3%	1.1%	4.3%	75.1%	19.1%
Q22f. Other	0.0%	1.6%	14.8%	75.4%	8.2%

Q22. Other

<u>Q22f. Other</u>	<u>Number</u>	<u>Percent</u>
Online	45	65.2 %
Carbondale	6	8.7 %
Paducah, KY	2	2.9 %
Nashville, Chicago, Kansas City, Paducah	1	1.4 %
Ste. Genevieve	1	1.4 %
75% online	1	1.4 %
Jackson	1	1.4 %
Chicago, Memphis	1	1.4 %
chicago, Branson, etc	1	1.4 %
Columbia, Jefferson City, Kansas City and online	1	1.4 %
Paducah, Indiana	1	1.4 %
Paducah, antique stores in southern Illinois	1	1.4 %
Iowa	1	1.4 %
Kentucky	1	1.4 %
Warrensburg	1	1.4 %
Minnesota	1	1.4 %
Marble Hill	1	1.4 %
out of state	1	1.4 %
<u>Arnold</u>	<u>1</u>	<u>1.4 %</u>
Total	69	100.0 %

Q23. What types of stores do you go to when you shop in the areas listed in Question 22 (outside of Jackson)? (1st choice)

Q23. 1st choice	Number	Percent
Groceries	123	19.2%
Clothing	95	14.8%
Aldi	51	8.0%
Walmart	49	7.7%
Restaurants	25	3.9%
Mall	24	3.8%
Sam's Club	23	3.6%
Sporting Goods	21	3.3%
Retail	20	3.1%
Department stores	18	2.8%
Target	17	2.7%
Home Improvement	12	1.9%
Hardware	11	1.7%
Schnucks	9	1.4%
Food	6	0.9%
Hobby Lobby	6	0.9%
Kohl's	5	0.8%
Outlet mall	5	0.8%
Big Box Retail	4	0.6%
Lowe's	4	0.6%
Specialty stores	4	0.6%
Best Buy	3	0.5%
Gas Station	3	0.5%
TJ Maxx	3	0.5%
Walgreens	3	0.5%
Bookstores	2	0.3%
Boutiques	2	0.3%
Clothing/shoes	2	0.3%
Ruler foods	2	0.3%
Sams, Aldi	2	0.3%
shoe store	2	0.3%
Trader Joe's	2	0.3%
Academy	1	0.2%
Aldis, Hobby Lobby, Trees n Trends, Walgreens/CVS, WalMart/Target	1	0.2%
Amazon	1	0.2%
Antiques	1	0.2%
Appliance	1	0.2%
Athletic/sports	1	0.2%
Auto	1	0.2%
Big Lot	1	0.2%
Bike shop	1	0.2%
Building supplies	1	0.2%
Butcher shops	1	0.2%
Cap Walmart, Academy, Target, Kohls	1	0.2%
Chain store	1	0.2%

Q23. What types of stores do you go to when you shop in the areas listed in Question 22 (outside of Jackson)? (1st choice)

Q23. 1st choice	Number	Percent
CLOTHES APPAREL/SHOES	1	0.2%
CLOTHING CRAFT	1	0.2%
Clothing, shoes, groceries, drugs, yard supplies	1	0.2%
Clothing/sporting goods	1	0.2%
Club store	1	0.2%
Construction and hardware	1	0.2%
COUNTRY MART	1	0.2%
DEPARTMENT & MOVIE	1	0.2%
DEPARTMENT STORES-TARGET, KMART, SAMS	1	0.2%
Discount shoe stores	1	0.2%
Doctor	1	0.2%
Electronics	1	0.2%
Every type of store	1	0.2%
Everything but groceries	1	0.2%
Farm stores	1	0.2%
Fast food	1	0.2%
food, clothing	1	0.2%
Furniture	1	0.2%
Gordmans	1	0.2%
Grocery / Household	1	0.2%
Grocery non walmart	1	0.2%
Gun Store	1	0.2%
HALLMARK	1	0.2%
Harbor Freight	1	0.2%
Healthpoint fitness	1	0.2%
High end food	1	0.2%
Home center	1	0.2%
Home decorating	1	0.2%
HOME DEPOT	1	0.2%
Home goods	1	0.2%
House wares	1	0.2%
Jam audio supply	1	0.2%
Kohl's/Macy's	1	0.2%
LOWE'S, MENARDS	1	0.2%
Lowe's, Menards, Restaurants, Best Buy, Sears, Staples, Aldis	1	0.2%
Lowe's, Menards, Target, Sams Club, Movie Theater, Restaurants	1	0.2%
LUMBER	1	0.2%
Lumber/hardware	1	0.2%
Macy's	1	0.2%
Mechanic	1	0.2%
Menards	1	0.2%
Menards/Lowe's	1	0.2%
More locally serviced grocery	1	0.2%
More upscale grocery	1	0.2%
Motorcycle shops	1	0.2%

Q23. What types of stores do you go to when you shop in the areas listed in Question 22 (outside of Jackson)? (1st choice)

Q23. 1st choice	Number	Percent
Movie theater	1	0.2%
Multiple	1	0.2%
Museum	1	0.2%
Music/DVD retail	1	0.2%
Nordstrom	1	0.2%
Nursery	1	0.2%
Outdoors	1	0.2%
Pet smart	1	0.2%
retail for clothing	1	0.2%
Retail grocery	1	0.2%
Retail home improvement	1	0.2%
Retail kohls, jcpenny , etc	1	0.2%
RETAIL, CLOTHING, AUTO ETC	1	0.2%
Sams club, Aldi's, Trader Joe's, Whole Foods Market	1	0.2%
Sewing	1	0.2%
SHOPPING MALLS/OUTLETS/CLOTHING	1	0.2%
Something other than Walmart	1	0.2%
SPECIALTY FORD	1	0.2%
SPECIALTY STORES PENZY SPICES, WORLD MARKET	1	0.2%
TARGET, CAPE/SAMS, CAPE	1	0.2%
thrift	1	0.2%
Tobacco stores	1	0.2%
Tractor supply	1	0.2%
Whole foods	1	0.2%
Total	640	100.0 %

Q23. What types of stores do you go to when you shop in the areas listed in Question 22 (outside of Jackson)? (2nd choice)

Q23. 2nd choice	Number	Percent
Clothing stores	79	13.4%
Restaurants	41	6.9%
Groceries	34	5.8%
Target	28	4.7%
Mall	24	4.1%
Retail	20	3.4%
Home Improvement	19	3.2%
Schnucks	15	2.5%
Sporting Goods	15	2.5%
Aldi	13	2.2%
Sam's Club	12	2.0%
Walmart	12	2.0%
Hardware stores	11	1.9%
Shoes	11	1.9%
Food	10	1.7%
Department stores	9	1.5%
Ruler Foods	8	1.4%
Country Mart	7	1.2%
Electronics	7	1.2%
Gas station	7	1.2%
Lowe's	6	1.0%
Menards	6	1.0%
Auto	5	0.8%
Building Supply	5	0.8%
Crafts store	5	0.8%
CVS	5	0.8%
Furniture	5	0.8%
Kohls	5	0.8%
Specialty stores	5	0.8%
ANTIQUÉ	4	0.7%
Pharmacy	4	0.7%
Sports	4	0.7%
Thrift stores	4	0.7%
ACADEMY SPORTS	3	0.5%
Big Box	3	0.5%
Buchheit	3	0.5%
Dollar Tree	3	0.5%
General merchandise	3	0.5%
Health food	3	0.5%
Home goods	3	0.5%
Household goods	3	0.5%
JC Penney	3	0.5%
Retail clothing	3	0.5%
Specialty goods	3	0.5%
Apparel	2	0.3%

Q23. What types of stores do you go to when you shop in the areas listed in Question 22 (outside of Jackson)? (2nd choice)

Q23. 2nd choice	Number	Percent
Bass Pro	2	0.3%
Bookstore	2	0.3%
Cars	2	0.3%
Convenience stores	2	0.3%
DOLLAR GENERAL	2	0.3%
Drug store	2	0.3%
Fast Food Restaurants	2	0.3%
Hobby Lobby	2	0.3%
Hobby/crafts	2	0.3%
Home decor	2	0.3%
Hunting	2	0.3%
Kmart	2	0.3%
Lowe's, Menards	2	0.3%
Macys	2	0.3%
Outlet stores	2	0.3%
Pet stores	2	0.3%
Walgreens	2	0.3%
Whole Foods	2	0.3%
Aldi/Ruler Foods	1	0.2%
Aldi/Save A Lot	1	0.2%
Amusement	1	0.2%
Appliance store	1	0.2%
Babies r Us	1	0.2%
Barnes and Noble Bookstores	1	0.2%
Beauty Supply	1	0.2%
Butcher	1	0.2%
CABELAS, BASS PRO SHOP, GANDER MOUNTAIN	1	0.2%
Chuck E. Cheese- kids activities	1	0.2%
Clothing and specialty	1	0.2%
Clothing merchandise	1	0.2%
CLOTHING, SHOES, RESTAURANTS, PET ITEMS	1	0.2%
Clothing/shoes	1	0.2%
Club	1	0.2%
Clubs/bars	1	0.2%
Coffee	1	0.2%
Costco	1	0.2%
Dillard's	1	0.2%
DISCOUNT	1	0.2%
Discount groceries	1	0.2%
DOWNTOWN CAP OUTDOOR BARS & RESTAURANTS	1	0.2%
El torrero	1	0.2%
ELECTRICAL PRODUCTS	1	0.2%
Entertainment	1	0.2%
Farm & Home	1	0.2%
FARM SUPPLIES	1	0.2%

Q23. What types of stores do you go to when you shop in the areas listed in Question 22 (outside of Jackson)? (2nd choice)

Q23. 2nd choice	Number	Percent
Flea Markets	1	0.2%
Food Giant	1	0.2%
Garden Center & General Hardware	1	0.2%
GOLF	1	0.2%
Gordmans	1	0.2%
High end beer	1	0.2%
Hospital	1	0.2%
International foods not available at Walmart	1	0.2%
Jimmy Johns	1	0.2%
KEN'S ACE HARDWARE	1	0.2%
Ladies	1	0.2%
Liquor store	1	0.2%
LOCAL SHOPS	1	0.2%
Major Dept. Stores	1	0.2%
Mall	1	0.2%
MALL, BED BATH & BEYOND, DILLARDS	1	0.2%
Meals	1	0.2%
Medical	1	0.2%
Miller Beauty supply	1	0.2%
More selection in St. Louis	1	0.2%
Motorcycle shops	1	0.2%
Multiple	1	0.2%
New cars	1	0.2%
Online clothing	1	0.2%
Outdoor shop	1	0.2%
Outdoor/recreation	1	0.2%
Petco	1	0.2%
PLANT NURSERIES	1	0.2%
Restaurants, gas stations	1	0.2%
RETAIL LUMBER, HARDWARE, ETC	1	0.2%
Roziers	1	0.2%
ROZIERS, DOLLAR TREE	1	0.2%
Rual King	1	0.2%
Save a lot	1	0.2%
Sewings	1	0.2%
Smoothie king	1	0.2%
SOCIAL EVENTS	1	0.2%
Specialty food	1	0.2%
Steakhouse	1	0.2%
Stores	1	0.2%
Theater	1	0.2%
TJ Maxx	1	0.2%
Trader Joe's	1	0.2%
Vape shops	1	0.2%
Vehicles	1	0.2%

Q23. What types of stores do you go to when you shop in the areas listed in Question 22 (outside of Jackson)? (2nd choice)

<u>Q23. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Wendys	1	0.2%
Wholesale/Discount/Thrift	1	0.2%
Yard maintenance	1	0.2%
Total	591	100.0 %

Q23. What types of stores do you go to when you shop in the areas listed in Question 22 (outside of Jackson)

Q23. 3rd choice	Number	Percent
Restaurants	39	8.2%
Clothing	32	6.8%
Sporting goods	21	4.4%
Grocery stores	18	3.8%
Mall	18	3.8%
Home improvement	14	3.0%
Shoe stores	13	2.7%
Aldi	11	2.3%
Hardware stores	11	2.3%
Target	11	2.3%
Retail	10	2.1%
Specialty stores	10	2.1%
Walmart	10	2.1%
Lowe's	9	1.9%
Menards	9	1.9%
Kohls	8	1.7%
Movie theater	8	1.7%
Department store	7	1.5%
Gas station	7	1.5%
Sam's Club	7	1.5%
Auto	6	1.3%
Electronics	6	1.3%
Food	6	1.3%
Furniture	5	1.1%
Household goods	5	1.1%
JC Penney	5	1.1%
Schnucks	5	1.1%
TJ Maxx	5	1.1%
Bookstore	4	0.8%
Entertainment	4	0.8%
Outlet mall	4	0.8%
Antique stores	3	0.6%
Bulk food	3	0.6%
Discount stores	3	0.6%
Home	3	0.6%
Outdoor stores	3	0.6%
Thrift stores	3	0.6%
Academy	2	0.4%
Best Buy	2	0.4%
Building materials	2	0.4%
Craft store	2	0.4%
Doctor	2	0.4%
Groceries-Aldi	2	0.4%
Hobby Lobby	2	0.4%
Home furnishings	2	0.4%

Q23. What types of stores do you go to when you shop in the areas listed in Question 22 (outside of Jackson)

Q23. 3rd choice	Number	Percent
Kmart	2	0.4%
Marshalls	2	0.4%
Office Supplies	2	0.4%
Vehicles	2	0.4%
Wholesale Club	2	0.4%
Ace Hardware	1	0.2%
Amazon	1	0.2%
Apparel	1	0.2%
APPLIANCE-REFRIG	1	0.2%
Baby stores	1	0.2%
Bakery	1	0.2%
Beauty	1	0.2%
Big box store	1	0.2%
Big Box/Grocery	1	0.2%
Big ticket items(car)	1	0.2%
BOUTIQUES	1	0.2%
Burlington	1	0.2%
BUTCHER	1	0.2%
Butcher	1	0.2%
Car shops	1	0.2%
Cards and gifts	1	0.2%
Carter's	1	0.2%
Children activities	1	0.2%
Christmas shopping	1	0.2%
Clothing and home goods	1	0.2%
Clothing and shoes	1	0.2%
Clothing, home décor	1	0.2%
Clothing/household	1	0.2%
Coffee	1	0.2%
Computer repair	1	0.2%
Construction	1	0.2%
Coop	1	0.2%
Department/grocery store	1	0.2%
DOLLAR TREE	1	0.2%
Drug store	1	0.2%
EAT OUT	1	0.2%
Ethnic food	1	0.2%
Fabric/Craft stores	1	0.2%
Five Below	1	0.2%
food,clothing, shelter	1	0.2%
Freds	1	0.2%
GAMESTOP	1	0.2%
Garden	1	0.2%
Gas/Eat	1	0.2%
Gift	1	0.2%

Q23. What types of stores do you go to when you shop in the areas listed in Question 22 (outside of Jackson)

Q23. 3rd choice	Number	Percent	
Goodwill	1	0.2%	
Gordmans	1	0.2%	
H&M	1	0.2%	
Hair salon	1	0.2%	
Hardware, pharmacy, gas	1	0.2%	
Health foods	1	0.2%	
Highend clothing outlets (Nordstroms/Bloomingdales/Macy's)	1	0.2%	
Home decor stores	1	0.2%	
HOME FIX UP ITEMS	1	0.2%	
Housing/clothing	1	0.2%	
Hunting	1	0.2%	
Internet	1	0.2%	
Jackson needs aquatic center	1	0.2%	
Joy's dress shop in Sikeston	1	0.2%	
Kohl's, Target, Cato, J C Penney, etc.	1	0.2%	
Kohls/academy sports	1	0.2%	
Large Department stores, entertainment, Gander Mountain, etc.	1	0.2%	
Lawn and garden	1	0.2%	
Lowe's/Menards	1	0.2%	
Luthier	1	0.2%	
MASS MERCHANDISE TARGET	1	0.2%	
Maurices	1	0.2%	
Mostly Amazon, various other online retailers	1	0.2%	
	Motorcycle	1	0.2%
NAT'L HEALTH	1	0.2%	
Novelty	1	0.2%	
Olive Garden	1	0.2%	
ONLINE SPECIALTY, EBAY, AMAZON	1	0.2%	
Organic foods	1	0.2%	
Other retail	1	0.2%	
PAINT	1	0.2%	
Panera	1	0.2%	
Personal needs	1	0.2%	
Pet supplies	1	0.2%	
Pharmacy	1	0.2%	
Plants	1	0.2%	
Recreational	1	0.2%	
Red Robin	1	0.2%	
Retail Household Items	1	0.2%	
Retail Outlets i.e. Target, PetCo	1	0.2%	
Ross	1	0.2%	
Ross, Kohl's, TJMaxx, etc.	1	0.2%	
Save a Lot	1	0.2%	
Second hand store	1	0.2%	
SERVICES	1	0.2%	

Q23. What types of stores do you go to when you shop in the areas listed in Question 22 (outside of Jackson)

Q23. 3rd choice	Number	Percent
Smoothie king	1	0.2%
Space Center	1	0.2%
Specialty (Best Buy)	1	0.2%
Specialty Clothing	1	0.2%
SPECIALTY HOUSEHOLD ITEMS	1	0.2%
Specialty toy store	1	0.2%
Sports bars	1	0.2%
ST LOUIS SHOPPING FOR CLOTHING ETC	1	0.2%
Thrift stores	1	0.2%
Tires	1	0.2%
Tools	1	0.2%
Torrid	1	0.2%
Toys	1	0.2%
Trader Joes	1	0.2%
Walmart, Target, Lowe's, Sears	1	0.2%
Total	473	100.0 %

Q24. Where do you buy most of your groceries?

<u>Q24. Where do you buy most of your groceries</u>	<u>Number</u>	<u>Percent</u>
Jackson	440	62.2 %
Cape Girardeau	253	35.8 %
Other	3	0.4 %
Not provided	11	1.6 %
Total	707	100.0 %

WITHOUT "NOT PROVIDED"**Q24. Where do you buy most of your groceries? (without "not provided")**

<u>Q24. Where do you buy most of your groceries</u>	<u>Number</u>	<u>Percent</u>
Jackson	440	63.2 %
Cape Girardeau	253	36.4 %
Other	3	0.4 %
Total	696	100.0 %

Q24. Other

<u>Q24. Other</u>	<u>Number</u>	<u>Percent</u>
Out of state	1	33.3 %
Both Jackson & Cape	1	33.3 %
Sikeston	1	33.3 %
Total	3	100.0 %

Q25. When you select a place to eat outside of the home, which of the following is the MOST IMPORTANT in determining where you decide to eat?

Q25. What is most important in determining where to eat	Number	Percent
Value or price	133	18.8 %
Convenience or location	106	15.0 %
Quality of food	401	56.7 %
Healthy choices	34	4.8 %
Atmosphere	33	4.7 %
Total	707	100.0 %

Q26. How much does your household spend on the following items each week?

(N=707)

	\$0-\$50	\$51-\$100	\$101-\$150	\$151-\$250	\$250+	Don't know
Q26a. Eating out at fast food	79.5%	11.7%	2.8%	0.8%	0.4%	4.7%
Q26b. Eating out at sit-down restaurants	60.4%	27.0%	6.9%	1.3%	0.3%	4.1%
Q26c. Services (i.e. hair cut/nail salon)	79.9%	6.6%	0.4%	0.3%	0.3%	12.4%
Q26d. Groceries & daily needs (i.e. pharmacy)	14.0%	30.4%	27.6%	20.5%	4.8%	2.7%
Q26e. Entertainment	70.0%	13.4%	3.3%	0.8%	0.6%	11.9%
Q26f. Clothing	68.5%	15.4%	4.7%	0.7%	0.4%	10.3%
Q26g. Other	47.5%	32.5%	13.8%	2.5%	3.8%	0.0%

WITHOUT "DON'T KNOW"**Q26. How much does your household spend on the following items each week? (without "don't know")**

(N=707)

	\$0-\$50	\$51-\$100	\$101-\$150	\$151-\$250	\$250+
Q26a. Eating out at fast food	83.4%	12.3%	3.0%	0.9%	0.4%
Q26b. Eating out at sit-down restaurants	63.0%	28.2%	7.2%	1.3%	0.3%
Q26c. Services (i.e. hair cut/nail salon)	91.3%	7.6%	0.5%	0.3%	0.3%
Q26d. Groceries & daily needs (i.e. pharmacy)	14.4%	31.3%	28.3%	21.1%	4.9%
Q26e. Entertainment	79.5%	15.2%	3.7%	1.0%	0.6%
Q26f. Clothing	76.3%	17.2%	5.2%	0.8%	0.5%
Q26g. Other	47.5%	32.5%	13.8%	2.5%	3.8%

Q26. Other

<u>Q26g. Other</u>	<u>Number</u>	<u>Percent</u>
Gas	19	23.8 %
Auto fuel	7	8.8 %
Sporting Goods	2	2.5 %
Home improvement	2	2.5 %
Media	1	1.3 %
Make up, pet supplies	1	1.3 %
home improvement and landscaping	1	1.3 %
Gift	1	1.3 %
tools, gas	1	1.3 %
Swing set, basketball goal, clothing, household items	1	1.3 %
supplies for vehicles	1	1.3 %
Home/lawn and garden	1	1.3 %
Just other bills that come up	1	1.3 %
Household goods/consumables	1	1.3 %
Boating/camping	1	1.3 %
Personal items	1	1.3 %
specialty shops	1	1.3 %
Pet supply	1	1.3 %
I didn't include utilities, housing or household services	1	1.3 %
Baby & Child	1	1.3 %
materiels	1	1.3 %
Home repair items	1	1.3 %
Car repair, home supplies, plants & trees & gradening	1	1.3 %
Stuff	1	1.3 %
Sporting Goods, Fuel, Hardware	1	1.3 %
Sporting event expenses-equipment, gate fees, food at park	1	1.3 %
Swimming pool chemicals	1	1.3 %
Misc	1	1.3 %
Services	1	1.3 %
CHURCH, GAS HARDWARE	1	1.3 %
Books music tools	1	1.3 %
Household items	1	1.3 %
Household items, furniture, home improvement, yard supplies	1	1.3 %
Target	1	1.3 %
Household needs	1	1.3 %
Menards, etc	1	1.3 %
HOME IMPROVEMENT/REPAIR STORES	1	1.3 %
Online	1	1.3 %
Jewelry	1	1.3 %
Dog supplies , grooming	1	1.3 %
home design items (both inside and outside)	1	1.3 %
gasoline and vehicle maintenance	1	1.3 %
MED, GROC, ELECTRIC, GAS	1	1.3 %
Hobby woodworking materials	1	1.3 %

Q26. Other

<u>Q26g. Other</u>	<u>Number</u>	<u>Percent</u>
Home improvement stores	1	1.3 %
home and garden	1	1.3 %
recreation	1	1.3 %
health	1	1.3 %
children's sporting events	1	1.3 %
child entertainment	1	1.3 %
lawncare	1	1.3 %
online convenience	1	1.3 %
gym	1	1.3 %
<u>Building materials, crafts/hobby supplies</u>	<u>1</u>	<u>1.3 %</u>
Total	80	100.0 %

Q27. Please write-down the names of up to THREE specific stores that you would support the City actively recruiting to Jackson. (1st choice)

Q27. First choice	Number	Percent
Aldi	199	35.3 %
Trader Joe's	23	4.1 %
Schnucks	21	3.7 %
Home Depot	18	3.2 %
Target	16	2.8 %
Walgreens	14	2.5 %
Kroger	9	1.6 %
Walmart	9	1.6 %
Starbucks	8	1.4 %
Restaurants	8	1.4 %
Chick-Fil-A	7	1.2 %
Marshalls	6	1.1 %
Chili's	6	1.1 %
Whole Foods	6	1.1 %
Clothing	5	0.9 %
Lowe's	5	0.9 %
Bass Pro	5	0.9 %
Kohl's	4	0.7 %
Groceries	4	0.7 %
Movie theater	4	0.7 %
Grocery stores	4	0.7 %
Jack in the Box	4	0.7 %
Costco	4	0.7 %
HyVee	4	0.7 %
Ross Dress for Less	3	0.5 %
Walgreens/CVS	3	0.5 %
TGI Friday	3	0.5 %
Ruler Foods	3	0.5 %
Sporting goods	3	0.5 %
CVS	3	0.5 %
Rei	2	0.4 %
Harbor Freight	2	0.4 %
TJ Maxx	2	0.4 %
PetSmart	2	0.4 %
Bed Bath Beyond	2	0.4 %
Captain Ds	2	0.4 %
Hibbett Sports	2	0.4 %
Shoe stores	2	0.4 %
Dierbergs	2	0.4 %
Steak and Shake	2	0.4 %
Culvers	2	0.4 %
Krispy Kreme	2	0.4 %
Another grocery store	2	0.4 %
Dicks Sporting Goods	2	0.4 %
Hooters	2	0.4 %

Q27. Please write-down the names of up to THREE specific stores that you would support the City actively recruiting to Jackson. (1st choice)

Q27. First choice	Number	Percent
Aldi	199	35.3%
Trader Joe's	23	4.1%
Schnucks	22	3.9%
Home Depot	19	3.4%
Target	17	3.0%
Grocery store	14	2.5%
Walgreens	14	2.5%
Restaurants	13	2.3%
Walmart	11	2.0%
Kroger	10	1.8%
Starbucks	8	1.4%
Chick-Fil-A	7	1.2%
Chili's	7	1.2%
Marshalls	6	1.1%
Whole Foods	6	1.1%
Bass Pro	5	0.9%
Clothing	5	0.9%
Lowe's	5	0.9%
Costco	4	0.7%
HyVee	4	0.7%
Jack in the Box	4	0.7%
Kohl's	4	0.7%
Movie theater	4	0.7%
CVS	3	0.5%
Hobby Lobby	3	0.5%
PetSmart	3	0.5%
Ross Dress for Less	3	0.5%
Ruler Foods	3	0.5%
Save-a-lot	3	0.5%
Sporting goods	3	0.5%
Steakhouse	3	0.5%
TGI Friday	3	0.5%
Walgreens/CVS	3	0.5%
Academy Sports	2	0.4%
Aldi or Save-a-lot	2	0.4%
Bed Bath Beyond	2	0.4%
Big Lots	2	0.4%
Captain D's	2	0.4%
Carters	2	0.4%
Cato	2	0.4%
Craft store (quilting, fabrics, scrap-booking, etc.)	2	0.4%
Culvers	2	0.4%
Dicks Sporting Goods	2	0.4%
Dierbergs	2	0.4%
Five Guys	2	0.4%

Q27. Please write-down the names of up to THREE specific stores that you would support the City actively recruiting to Jackson. (1st choice)

Q27. First choice	Number	Percent
Harbor Freight	2	0.4%
Health food	2	0.4%
Hibbett Sports	2	0.4%
Hooters	2	0.4%
Jimmy Johns	2	0.4%
Joann's Fabrics	2	0.4%
Kirklands	2	0.4%
Krispy Kreme	2	0.4%
Panera	2	0.4%
Red Robin	2	0.4%
Rei	2	0.4%
Shoe Carnival	2	0.4%
Shoe stores	2	0.4%
Steak and Shake	2	0.4%
TJ Maxx	2	0.4%
Albertson	1	0.2%
Aldi or Trader Joe's	1	0.2%
Aldi, Kroger	1	0.2%
Andys frozen custard	1	0.2%
Antique shop	1	0.2%
Any type of sandwich shop (i.e. Jimmy John's, etc.)	1	0.2%
Apple	1	0.2%
APPLEBEES OR OUTBACK	1	0.2%
Banana Republic Outlet	1	0.2%
Bass Pro Shops or Cabelas	1	0.2%
Belk	1	0.2%
Best Buy	1	0.2%
Bicycle shop	1	0.2%
Buffalo wild wings	1	0.2%
Cheddars	1	0.2%
Chuck E. Cheese	1	0.2%
Cultural Stores	1	0.2%
Department stores	1	0.2%
Dierbergs, Schnucks	1	0.2%
DILLARDS	1	0.2%
Dunkin donuts	1	0.2%
Firehouse Subs	1	0.2%
Food giant	1	0.2%
Golden Corral restuarant	1	0.2%
Good Fried Catfish Restaurant	1	0.2%
Good restaurants	1	0.2%
Goodies	1	0.2%
Home cooked food restaurants	1	0.2%
Home goods	1	0.2%
Ikea	1	0.2%

Q27. Please write-down the names of up to THREE specific stores that you would support the City actively recruiting to Jackson. (1st choice)

Q27. First choice	Number	Percent
JC Penney	1	0.2%
Joe's Crab Shack	1	0.2%
KFC	1	0.2%
Longhorn steakhouse	1	0.2%
MAJOR SIT DOWN RESTAURANTS	1	0.2%
MB2 go cart	1	0.2%
Mcalister	1	0.2%
MEIJER	1	0.2%
Menards home improvement store	1	0.2%
Men's clothing (i.e. Garber's)	1	0.2%
Microbreweries	1	0.2%
NO FRANCHISE RESTAURANT	1	0.2%
Outback Steakhouse	1	0.2%
OUTDOOR RESTAURANT/BAR	1	0.2%
Pei Wei	1	0.2%
Penneys	1	0.2%
Popeyes	1	0.2%
Quality appliance store/service	1	0.2%
Quick Trip	1	0.2%
Quiznos	1	0.2%
Retail	1	0.2%
Retail clothing, etc	1	0.2%
Rhodes 101 Stop	1	0.2%
Roller rink	1	0.2%
Sam's Club	1	0.2%
Sea Food Restaurant	1	0.2%
SHERWIN WILLIAMS	1	0.2%
Shop N Save	1	0.2%
Simply A Dollar	1	0.2%
Sky Zone	1	0.2%
Small businesses	1	0.2%
Smoothie King	1	0.2%
State beauty supply	1	0.2%
Taco John's	1	0.2%
Teavana/Starbucks	1	0.2%
Texas Roadhouse	1	0.2%
Toys R Us	1	0.2%
Travel agency	1	0.2%
Very hard to recruit major retailers	1	0.2%
Total	564	100.0 %

Q27. Please write-down the names of up to THREE specific stores that you would support the City actively recruiting to Jackson. (2nd choice)

Q27. 2nd choice	Number	Percent
Aldi	29	6.1%
Target	22	4.7%
Trader Joe's	22	4.7%
Home Depot	18	3.8%
Schnucks	16	3.4%
Walgreens	14	3.0%
Restaurant	13	2.7%
Clothing store	11	2.3%
Chick-fil-a	9	1.9%
Grocery	8	1.7%
Kroger	8	1.7%
Marshalls	8	1.7%
Ruler Foods	8	1.7%
Bass Pro	7	1.5%
Chili's	7	1.5%
Jimmy John's	7	1.5%
Whole Foods	7	1.5%
Captain D's	6	1.3%
Dick's Sporting Goods	6	1.3%
Movie theater	6	1.3%
Red Robin	6	1.3%
Save-a-lot	6	1.3%
Bed Bath & Beyond	5	1.1%
Costco	5	1.1%
KFC	5	1.1%
Lowe's	5	1.1%
Sam's Club	5	1.1%
Sporting goods	5	1.1%
Starbucks	5	1.1%
TGI Friday	5	1.1%
Clothing boutique	4	0.8%
Burlington	4	0.8%
Cabelas	4	0.8%
HyVee	4	0.8%
Long John Silver's	4	0.8%
Menards	4	0.8%
TJ Maxx	4	0.8%
Country Mart	3	0.6%
Dave & Busters	3	0.6%
Dillard's	3	0.6%
Gordmans	3	0.6%
Health food store	3	0.6%
Jack in the Box	3	0.6%
Kohl's	3	0.6%
Michaels	3	0.6%

Q27. Please write-down the names of up to THREE specific stores that you would support the City actively recruiting to Jackson. (2nd choice)

Q27. 2nd choice	Number	Percent
Panera	3	0.6%
Ross	3	0.6%
Shoe store	3	0.6%
Wendy's	3	0.6%
Zaxby	3	0.6%
Best Buy	2	0.4%
Big Lots	2	0.4%
Cheddars	2	0.4%
Chuck E Cheese	2	0.4%
Culver's	2	0.4%
CVS	2	0.4%
Hobby Lobby	2	0.4%
Hooters	2	0.4%
Payless	2	0.4%
Restaurants (upscale)	2	0.4%
Rural King	2	0.4%
Shoe Carnival	2	0.4%
Walmart	2	0.4%
Bakery	2	0.4%
American Eagle	1	0.2%
At Home	1	0.2%
Athletic store	1	0.2%
Backyard Burger	1	0.2%
Bloomingdales	1	0.2%
Bookstore	1	0.2%
Broussards	1	0.2%
Buy Buy Baby	1	0.2%
Carrabba's Italian Grill	1	0.2%
Charming Charlie	1	0.2%
Chipotle	1	0.2%
Claim Jumper	1	0.2%
Coldwater Creek	1	0.2%
Coltons Steakhouse	1	0.2%
Craft store	1	0.2%
CVS or Walgreens	1	0.2%
Cycle Works	1	0.2%
Department/Clothing store	1	0.2%
Dierbergts	1	0.2%
Dollar General	1	0.2%
DWS	1	0.2%
El Sol	1	0.2%
EL TAPATIO	1	0.2%
Fabrics	1	0.2%
Finish Line	1	0.2%
Fish place	1	0.2%

Q27. Please write-down the names of up to THREE specific stores that you would support the City actively recruiting to Jackson. (2nd choice)

Q27. 2nd choice	Number	Percent
Five Guys Burgers	1	0.2%
FOOT LOCKER	1	0.2%
Fuler Foods	1	0.2%
FURNITURE STORE	1	0.2%
Game stop	1	0.2%
Gander Mountain/Bass Pro/Cabela's	1	0.2%
Gap Factory Outlet	1	0.2%
Golf warehouse	1	0.2%
Half of Half	1	0.2%
HALLMARK	1	0.2%
Hand dipped ice cream (KaleidoScoops)	1	0.2%
Hardware	1	0.2%
Hibbetts	1	0.2%
Home Goods	1	0.2%
Hotel	1	0.2%
HUDDLE HOUSE	1	0.2%
IHOP	1	0.2%
Jo-Ann Fabrics	1	0.2%
Kmart	1	0.2%
Krispy Kreme	1	0.2%
Krystal	1	0.2%
Lane Bryant	1	0.2%
Local Bookstore	1	0.2%
Logan's, Zaxbys, Olive Garden	1	0.2%
Logan's/Applebee's	1	0.2%
LONGHORN, CHILIS, ETC	1	0.2%
Medical convenient care in Fruitland area	1	0.2%
Micro Center	1	0.2%
Moosejaw	1	0.2%
Neighborhood Market	1	0.2%
Nice Restaurants	1	0.2%
Office Depot	1	0.2%
Office Max	1	0.2%
Old Time Pottery	1	0.2%
Outback Steakhouse	1	0.2%
Outdoor shop	1	0.2%
Outlet mall	1	0.2%
Panda House	1	0.2%
Pasta house	1	0.2%
Pier 1	1	0.2%
Plant nurseries	1	0.2%
Play it again Sports	1	0.2%
Putt putt golf	1	0.2%
QuikTrip	1	0.2%
Rental store	1	0.2%

Q27. Please write-down the names of up to THREE specific stores that you would support the City actively recruiting to Jackson. (2nd choice)

Q27. 2nd choice	Number	Percent
Rockler or Woodcraft	1	0.2%
Roziars	1	0.2%
Ryans	1	0.2%
Sears	1	0.2%
Shop n Save	1	0.2%
Shops	1	0.2%
Sit down pizza resteraunt	1	0.2%
Skating place	1	0.2%
Sportsbars	1	0.2%
Sprouts	1	0.2%
Staples	1	0.2%
State Beauty Supply	1	0.2%
Steakhouse	1	0.2%
Taco John	1	0.2%
Texas Road House	1	0.2%
The Container Store	1	0.2%
Ulta	1	0.2%
Used bookstore	1	0.2%
V-Stock	1	0.2%
WENDYS, TACO JOHN,CAPTAIN D'S OR CHICFILA	1	0.2%
Wine Shop	1	0.2%
World foods	1	0.2%
YMCA	1	0.2%
Total	473	100.0 %

Q27. Please write-down the names of up to THREE specific stores that you would support the City actively recruiting to Jackson. (3rd choice)

Q27. 3rd choice	Number	Percent
Aldi	21	5.7%
Home Depot	18	4.9%
Target	18	4.9%
Restaurant	10	2.7%
Clothing	8	2.2%
Marshalls	8	2.2%
Schnucks	8	2.2%
Chick-Fil-A	6	1.6%
Chili's	6	1.6%
Costco	6	1.6%
Trader Joe's	6	1.6%
Walgreens	6	1.6%
Whole Foods	6	1.6%
Bass Pro	5	1.4%
Cabelas	5	1.4%
Dicks Sporting Goods	5	1.4%
Grocery store	5	1.4%
Kroger	5	1.4%
Starbucks	5	1.4%
CVS	4	1.1%
Dierbergs	4	1.1%
Gordmans	4	1.1%
Home Goods	4	1.1%
Red Robin	4	1.1%
Ruler Foods	4	1.1%
Barnes and Noble	3	0.8%
Dave and Busters	3	0.8%
Hobby Lobby	3	0.8%
Lowe's	3	0.8%
Michael's	3	0.8%
Movie theater	3	0.8%
Panera	3	0.8%
TGI Friday	3	0.8%
Walmart	3	0.8%
Andys	2	0.5%
Bed Bath & Beyond	2	0.5%
Best Buy	2	0.5%
Burlington	2	0.5%
Consignment stores	2	0.5%
Country Mart	2	0.5%
Dirt cheap	2	0.5%
Five Guys	2	0.5%
Fresh fruits/flowers/plants	2	0.5%
Hallmark	2	0.5%
Ikea	2	0.5%

Q27. Please write-down the names of up to THREE specific stores that you would support the City actively recruiting to Jackson. (3rd choice)

Q27. 3rd choice	Number	Percent
JC Penney	2	0.5%
Joann Fabrics	2	0.5%
Kohls	2	0.5%
Krispy Kreme	2	0.5%
Outlet mall	2	0.5%
Petco	2	0.5%
Sam's Club	2	0.5%
Shoe store	2	0.5%
Smoothie King	2	0.5%
Theater	2	0.5%
Waffle House	2	0.5%
Wehrenberg theater	2	0.5%
24 Hour Convenience Store	1	0.3%
Aldi or HyVee	1	0.3%
Antique store	1	0.3%
Anything non-chain	1	0.3%
Apple Store	1	0.3%
Applebee's	1	0.3%
At home	1	0.3%
Bakery	1	0.3%
Big Lots	1	0.3%
Bon Worth	1	0.3%
Boutiques	1	0.3%
Bridal	1	0.3%
Buckle	1	0.3%
Buffalo Wild Wings	1	0.3%
Captain D's	1	0.3%
Carrabbas	1	0.3%
Casual bars	1	0.3%
Cato	1	0.3%
Chans	1	0.3%
Charming Charlies	1	0.3%
Cheddars	1	0.3%
Children's museum	1	0.3%
Chinese restaurant	1	0.3%
Christopher Banks	1	0.3%
Chuck E Cheese	1	0.3%
Chuck E Cheese or TGI Friday	1	0.3%
Coltons	1	0.3%
Craft beer	1	0.3%
Dillard's	1	0.3%
Dollar General	1	0.3%
Dollar Store	1	0.3%
Dollar Tree	1	0.3%
Downtown theaters	1	0.3%

Q27. Please write-down the names of up to THREE specific stores that you would support the City actively recruiting to Jackson. (3rd choice)

Q27. 3rd choice	Number	Percent
Famous Footwear	1	0.3%
Farmers market	1	0.3%
FASHION BUG	1	0.3%
Fazoli	1	0.3%
Fire Museum	1	0.3%
Firehouse Subs	1	0.3%
Flying J	1	0.3%
Food Giant	1	0.3%
Freds	1	0.3%
Fridays	1	0.3%
Gander Mountain	1	0.3%
GM CAR DEALER	1	0.3%
Good family restaurant	1	0.3%
Hallmark or Outback Steakhouse	1	0.3%
Harps	1	0.3%
Health Food Store	1	0.3%
Hotels	1	0.3%
HyVee	1	0.3%
Ice rink	1	0.3%
Incredible Pizza	1	0.3%
Indoor trampoline park	1	0.3%
Insomnia Cookies	1	0.3%
Italian restaurant	1	0.3%
J Crew Outlet	1	0.3%
Jack in the Box	1	0.3%
Jamba Juice	1	0.3%
Jason's Deli	1	0.3%
Just more stuff for young kids to do	1	0.3%
KFC or other good fried chicken restaurant	1	0.3%
Loccitane	1	0.3%
Long John Silver	1	0.3%
Longhorn Steakhouse	1	0.3%
Maurice's	1	0.3%
McDonald's	1	0.3%
Menards	1	0.3%
More homestyle food facilities	1	0.3%
Nearly Perfect	1	0.3%
Neiman Marcus	1	0.3%
No retail, bring more high-tech jobs to Jackson	1	0.3%
Northern tool	1	0.3%
O'Charley's or just about any sit-down restaurant	1	0.3%
On cue performing arts	1	0.3%
Pasta House	1	0.3%
Pennys	1	0.3%
Pet	1	0.3%

Q27. Please write-down the names of up to THREE specific stores that you would support the City actively recruiting to Jackson. (3rd choice)

Q27. 3rd choice	Number	Percent
PetSmart	1	0.3%
PIER ONE	1	0.3%
Ponderosa	1	0.3%
Processing Plants	1	0.3%
Produce year round	1	0.3%
Raising Canes	1	0.3%
Restore	1	0.3%
Retail chain	1	0.3%
Ross Dress for Less	1	0.3%
Ruby Tuesday	1	0.3%
Sandwich shops	1	0.3%
Sav A Lot	1	0.3%
Schnucks or Dierbergs	1	0.3%
Shoe Carnival	1	0.3%
Shopping stores	1	0.3%
Skating rink	1	0.3%
Smash Burger	1	0.3%
Specialty Retailer	1	0.3%
Sporting Goods	1	0.3%
Sports Authority	1	0.3%
Sports clothes	1	0.3%
STAPLES	1	0.3%
Steak & cocktails restaurant	1	0.3%
Steak n shake	1	0.3%
Subaru car	1	0.3%
Sybergs restaurant	1	0.3%
Talbots	1	0.3%
Tuesday Mornings	1	0.3%
Ulta	1	0.3%
Waterpark	1	0.3%
Wendy's	1	0.3%
Whole Foods/Trader Joe's	1	0.3%
Women Within	1	0.3%
Zaxbys	1	0.3%
Total	366	100.0 %

Q28. Approximately how many years have you lived in Jackson?

<u>Q28. How many years have you lived in Jackson</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	138	19.5 %
5-10 years	116	16.4 %
11-20 years	137	19.4 %
20+ years	314	44.4 %
Not provided	2	0.3 %
Total	707	100.0 %

WITHOUT "NOT PROVIDED"**Q28. Approximately how many years have you lived in Jackson? (without "not provided")**

<u>Q28. How many years have you lived in Jackson</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	138	19.6 %
5-10 years	116	16.5 %
11-20 years	137	19.4 %
20+ years	314	44.5 %
Total	705	100.0 %

Q29. How many adults (age 18 and older) are employed in your household?

Q29. How many adults (age 18+) are employed in your household	Number	Percent
0	88	12.9 %
1	203	29.9 %
2	347	51.0 %
3	34	5.0 %
4	8	1.2 %
Total	680	100.0 %

Q29a. If at least 1 person in your household is employed: please indicate where each adult is employed below. (Adult 1)

Q29a. Where is adult 1 employed	Number	Percent
Within City of Jackson	219	38.1 %
Outside City of Jackson	356	61.9 %
Total	575	100.0 %

Q29a. If at least 1 person in your household is employed: please indicate where each adult is employed below. (Adult 2)

Q29a. Where is adult 2 employed	Number	Percent
Within City of Jackson	112	29.5 %
Outside City of Jackson	268	70.5 %
Total	380	100.0 %

Q29a. If at least 1 person in your household is employed: please indicate where each adult is employed below. (Adult 3)

Q29a. Where is adult 3 employed	Number	Percent
Within City of Jackson	16	36.4 %
Outside City of Jackson	28	63.6 %
Total	44	100.0 %

Q29a. If at least 1 person in your household is employed: please indicate where each adult is employed below. (Adult 4)

Q29a. Where is adult 4 employed	Number	Percent
Within City of Jackson	6	66.7 %
Outside City of Jackson	3	33.3 %
Total	9	100.0 %

Q30. Do you own or rent your home?

<u>Q30. Do you own or rent your home</u>	<u>Number</u>	<u>Percent</u>
Own	556	78.6 %
Rent	148	20.9 %
Not provided	3	0.4 %
Total	707	100.0 %

WITHOUT "NOT PROVIDED"**Q30. Do you own or rent your home? (without "not provided")**

<u>Q30. Do you own or rent your home</u>	<u>Number</u>	<u>Percent</u>
Own	556	79.0 %
Rent	148	21.0 %
Total	704	100.0 %

Q31. What is your age?

<u>Q31. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	157	22.2 %
35-44	163	23.1 %
45-54	138	19.5 %
55-64	115	16.3 %
65+	118	16.7 %
Not provided	16	2.3 %
Total	707	100.0 %

WITHOUT "NOT PROVIDED"**Q31. What is your age? (without "not provided")**

<u>Q31. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	157	22.7 %
35-44	163	23.6 %
45-54	138	20.0 %
55-64	115	16.6 %
65+	118	17.1 %
Total	691	100.0 %

Q32. What is your gender?

<u>Q32. your gender</u>	<u>Number</u>	<u>Percent</u>
Male	346	48.9 %
Female	360	50.9 %
Not provided	1	0.1 %
Total	707	100.0 %

WITHOUT "NOT PROVIDED"**Q32. What is your gender? (without "not provided")**

<u>Q32. your gender</u>	<u>Number</u>	<u>Percent</u>
Male	346	49.0 %
Female	360	51.0 %
Total	706	100.0 %

Section 5

Survey Instrument



City of Jackson

April, 2017

Dear Resident:

You have been randomly selected to help the City of Jackson assess our community's present and future needs.

The Mayor and Board of Aldermen are conducting a comprehensive citywide survey. The intent of the survey is to measure your level of satisfaction with the services provided by the City of Jackson.

Further, it will assist elected and appointed officials in determining effective strategies for providing the best services possible and establishing priorities.

Please take a few minutes to complete the enclosed survey and return it **within the next few days**. A postage-paid return envelope, addressed to ETC Institute, is enclosed for your convenience in returning the survey. If it is more convenient, you may also complete the survey online at www.jackson2017survey.org.

ETC Institute was selected to be the City's partner for this important project. ETC will compile the survey results and present a report to the City in June. The information will be shared with residents, the Board of Aldermen, and City staff at public meetings, on social media, and on the city's website at www.jacksonmo.org.

Please know that your responses will remain anonymous and the identity of survey participants will not be known to City leaders.

If you have any questions please contact City Clerk, Mary Lowry at 573-243-3568 or mlowry@jacksonmo.org.

Thanks for your time, feedback, and living in this great community.

Sincerely,

Dwain L. Hahs
Mayor



2017 Jackson Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify ways to improve the quality of city services. If you have questions, please contact City Clerk Mary Lowry at (573) 243-3568.

1. **MAJOR SERVICES.** Major categories of services provided by the City of Jackson are listed below. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of police service	5	4	3	2	1	9
02. Quality of fire service	5	4	3	2	1	9
03. Quality of city parks and facilities	5	4	3	2	1	9
04. Quality of city recreational programs	5	4	3	2	1	9
05. Maintenance of city streets	5	4	3	2	1	9
06. Maintenance of city utilities (water, sewer, electric)	5	4	3	2	1	9
07. Enforcement of city codes and ordinances	5	4	3	2	1	9
08. Effectiveness of city communication with the public	5	4	3	2	1	9
09. Management of traffic flow on city streets	5	4	3	2	1	9
10. Management of stormwater runoff	5	4	3	2	1	9
11. Quality of customer service you receive from city employees	5	4	3	2	1	9
12. Quality of customer service you receive from elected officials (Mayor and Board of Aldermen)	5	4	3	2	1	9

2. Which **THREE** of the items listed in Question 1 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? [Write-in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____

3. **PERCEPTION.** Items that may influence your perception of the City of Jackson are listed below. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Appearance/visual attractiveness of the City	5	4	3	2	1	9
2. Image of the City	5	4	3	2	1	9
3. How well the City is managing growth	5	4	3	2	1	9
4. Quality of life in the City	5	4	3	2	1	9
5. Feeling of safety in the City	5	4	3	2	1	9
6. Quality of uptown Jackson	5	4	3	2	1	9
7. Value you receive for your city taxes and fees	5	4	3	2	1	9

4. PUBLIC SAFETY. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. City's efforts to prevent crime	5	4	3	2	1	9
2. Enforcement of local traffic laws	5	4	3	2	1	9
3. How quickly police respond to emergencies	5	4	3	2	1	9
4. How quickly fire personnel respond to emergencies	5	4	3	2	1	9

5. PARKS AND RECREATION. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of all city parks	5	4	3	2	1	9
02. Civic Center	5	4	3	2	1	9
03. Pavilions	5	4	3	2	1	9
04. Restrooms	5	4	3	2	1	9
05. Playground equipment	5	4	3	2	1	9
06. Tennis courts	5	4	3	2	1	9
07. Swimming pool	5	4	3	2	1	9
08. Football fields	5	4	3	2	1	9
09. Concession stands	5	4	3	2	1	9
10. Baseball and softball fields	5	4	3	2	1	9
11. Recreation trails	5	4	3	2	1	9
12. Skate park	5	4	3	2	1	9
13. Soccer fields	5	4	3	2	1	9
14. Quality of seasonal events sponsored by Parks & Recreation	5	4	3	2	1	9

6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 5.]

1st: ____ 2nd: ____ 3rd: ____

7. OVERALL RATINGS OF THE CITY. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," please rate the City of Jackson with regard to each of the following.

How would you rate the City of Jackson:	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a city that is moving in the right direction	5	4	3	2	1	9

8. MAINTENANCE. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Condition of major city streets	5	4	3	2	1	9
2. Condition of local streets in YOUR neighborhood	5	4	3	2	1	9
3. Condition of street signs and traffic signals	5	4	3	2	1	9
4. Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
5. Adequacy of street lighting	5	4	3	2	1	9
6. Cleanliness and upkeep of streets and other public areas	5	4	3	2	1	9

9. Which TWO of the maintenance items listed in Question 8 do you think should receive the MOST EMPHASIS from city leaders over the next FIVE years? [Write-in your answers below using the numbers from the list in Question 8.]

1st: ____ 2nd: ____

10. COMMUNICATION. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about city programs and services	5	4	3	2	1	9
2. City's efforts to keep you informed about local issues	5	4	3	2	1	9
3. Transparency (openness) of city government	5	4	3	2	1	9

11. Which of the following do you use to get information about the City of Jackson? [Check all that apply.]

- ____(1) City website
- ____(2) Local newspaper
- ____(3) Utility bill
- ____(4) Phone call to the City
- ____(5) City Facebook page
- ____(6) Local radio
- ____(7) Television news
- ____(8) Email message to the City
- ____(9) Other: _____

12. UTILITY SERVICES. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. City electric service	5	4	3	2	1	9
2. City water service	5	4	3	2	1	9
3. City sewer service	5	4	3	2	1	9

13. SOLID WASTE SERVICES. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential trash collection service	5	4	3	2	1	9
2. Recycling Center	5	4	3	2	1	9
3. Yard waste service (grass clippings & limbs)	5	4	3	2	1	9
4. Annual Clean-up/Fix-up Program	5	4	3	2	1	9
5. Annual Electronics Recycling event	5	4	3	2	1	9

14. Do you currently recycle? ____ (1) Yes ____ (2) No

26. How much does your household spend on the following items each week?

How much does your household spend each week on:		\$0-\$50	\$51-\$100	\$101-\$150	\$151-\$250	\$250+	Don't Know
1.	Eating out at fast food	5	4	3	2	1	9
2.	Eating out at sit-down restaurants	5	4	3	2	1	9
3.	Services (i.e. hair cut/nail salon)	5	4	3	2	1	9
4.	Groceries and daily needs (i.e. pharmacy)	5	4	3	2	1	9
5.	Entertainment	5	4	3	2	1	9
6.	Clothing	5	4	3	2	1	9
7.	Other: _____	5	4	3	2	1	9

27. Please write-down the names of up to THREE specific stores that you would support the City actively recruiting to Jackson.

1. _____
2. _____
3. _____

28. Approximately how many years have you lived in Jackson?

- (1) Less than 5 years (3) 11-20 years
 (2) 5-10 years (4) More than 20 years

29. How many adults (age 18 and older) are employed in your household? _____ employed adults

29a. If at least 1 person in your household is employed: please indicate where each adult is employed below. [If more than four people are employed, list the four oldest people.]

- Adult 1: (1) Within the City of Jackson (2) Outside the City of Jackson
 Adult 2: (1) Within the City of Jackson (2) Outside the City of Jackson
 Adult 3: (1) Within the City of Jackson (2) Outside the City of Jackson
 Adult 4: (1) Within the City of Jackson (2) Outside the City of Jackson

30. Do you own or rent your home? (1) Own (2) Rent

31. What is your age? _____ years

32. What is your gender? (1) Male (2) Female

33. What is your single FAVORITE thing about living in Jackson?

34. What is your LEAST favorite thing about living in Jackson?

[Optional Comments] If there are any other issues or suggestions you would like to make, please provide your comments in the space listed below. *[You may attach additional sheets if necessary.]*

This concludes the survey – Thank you for your time!
Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Please know that your responses will remain anonymous and the identity of selected survey participants will not be known to city leaders. If your address is incorrect, please provide the correct information. Thank you.