



# JACKSON COUNTY, MI 2011



2955 Valmont Road, Suite 300  
Boulder, CO 80301  
[www.n-r-c.com](http://www.n-r-c.com) • 303-444-7863



777 North Capitol Street NE, Suite 500  
Washington, DC 20002  
[www.icma.org](http://www.icma.org) • 202-289-ICMA

**C O N T E N T S**

Survey Background..... 1  
     About The National Citizen Survey™ ..... 1  
     Understanding the Results ..... 3

Executive Summary ..... 5

Community Ratings ..... 7  
     Overall Community Quality ..... 7  
     Community Design ..... 9  
         Transportation ..... 9  
         Housing ..... 14  
         Land Use and Zoning ..... 16  
     Economic Sustainability..... 19  
     Public Safety ..... 22  
     Environmental Sustainability..... 28  
     Recreation and Wellness ..... 31  
         Parks and Recreation ..... 31  
         Culture, Arts and Education ..... 33  
         Health and Wellness ..... 35  
     Community Inclusiveness..... 37  
     Civic Engagement..... 40  
         Civic Activity..... 40  
         Information and Awareness ..... 43  
         Social Engagement ..... 44  
     Public Trust..... 45  
         Jackson County Employees ..... 47

From Data to Action ..... 49  
     Resident Priorities ..... 49  
     Jackson County Action Chart..... 50  
         Using Your Action Chart™ ..... 52

Custom Questions ..... 54

Appendix A: Complete Survey Frequencies ..... 56  
     Frequencies Excluding “Don’t Know” Responses ..... 56  
     Frequencies Including “Don’t Know” Responses..... 68

Appendix B: Survey Methodology ..... 85

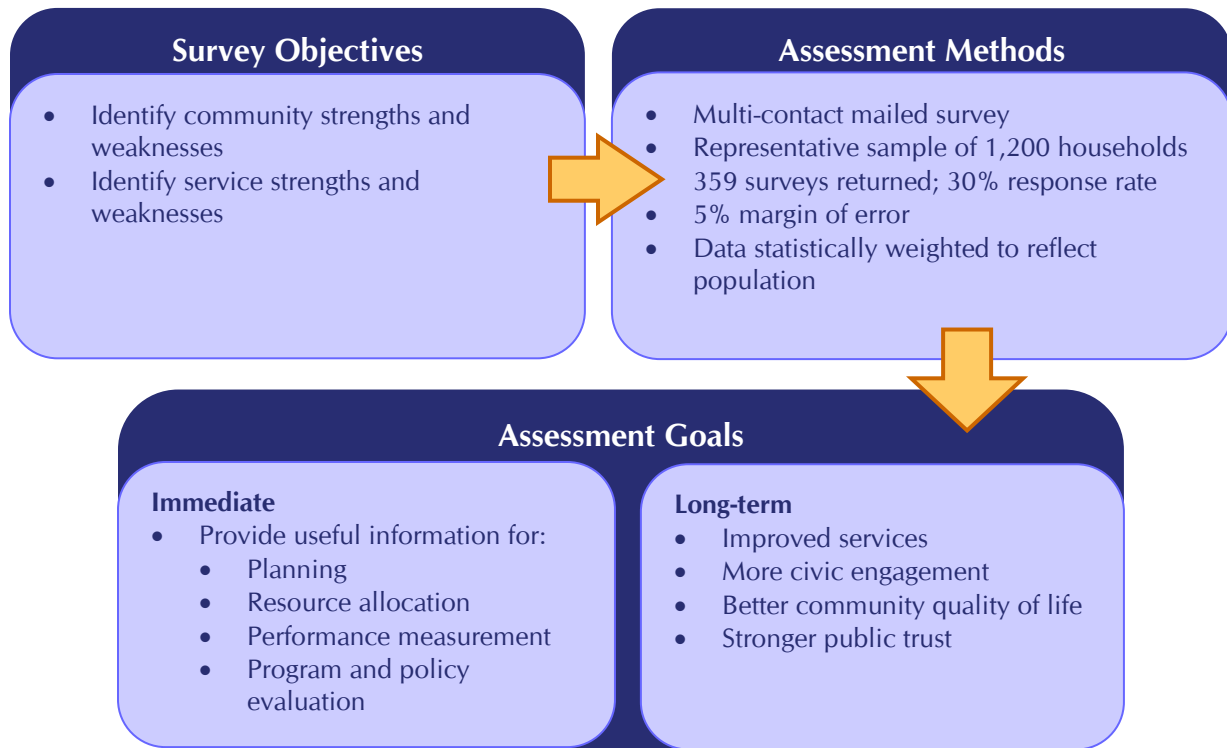
Appendix C: Survey Materials..... 95

## SURVEY BACKGROUND

### ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 359 completed surveys were obtained, providing an overall response rate of 30%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for Jackson County was developed in close cooperation with local jurisdiction staff. Jackson County staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. Jackson County staff also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons and several custom questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the Jackson County Survey (359 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American counties. Where possible, the better comparison is not from one service to another in Jackson County, but from Jackson County services to services like them provided by other jurisdictions.

### Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

Jackson County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (North Central region). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Jackson County survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, Jackson County results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of Jackson County's rating to the benchmark.

### **“Don’t Know” Responses and Rounding**

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of Jackson County survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Many residents experienced a good quality of life in Jackson County and believed the county was a good place to live. The overall quality of life in Jackson County was rated as “excellent” or “good” by 45% of respondents. A majority reported they plan on staying in Jackson County for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were opportunities to volunteer, air quality, and the ease of car travel in Jackson County. The two characteristics receiving the least positive ratings were employment opportunities and the overall quality of new development in Jackson County.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, none were above the national benchmark comparison, eight were similar to the national benchmark comparison and 23 were below.

Residents in Jackson County were civically engaged. While only 27% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 96% had provided help to a friend or neighbor. About half had volunteered their time to some group or activity in Jackson County, which was higher than the benchmark.

In general, survey respondents demonstrated mild trust in local government. Less than half rated the overall direction being taken by Jackson County as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of Jackson County in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

County services rated were able to be compared to the benchmark database. Of the 41 services for which comparisons were available, three were above the benchmark comparison, three were similar to the benchmark comparison and 35 were below.

A Key Driver Analysis was conducted for Jackson County which examined the relationships between ratings of each service and ratings of Jackson County's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall county service quality have been identified. By targeting improvements in key services, Jackson County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Availability of historic sites
- Sheriff services
- Traffic enforcement



## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in Jackson County – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to Jackson County. Residents were asked whether they planned to move soon or if they would recommend Jackson County to others. Intentions to stay and willingness to make recommendations provide evidence that Jackson County offers services and amenities that work.

Many of Jackson County’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Most reported they would recommend the community to others and plan to stay for the next five years. The proportion of residents who would recommend living in Jackson County had increased over time.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

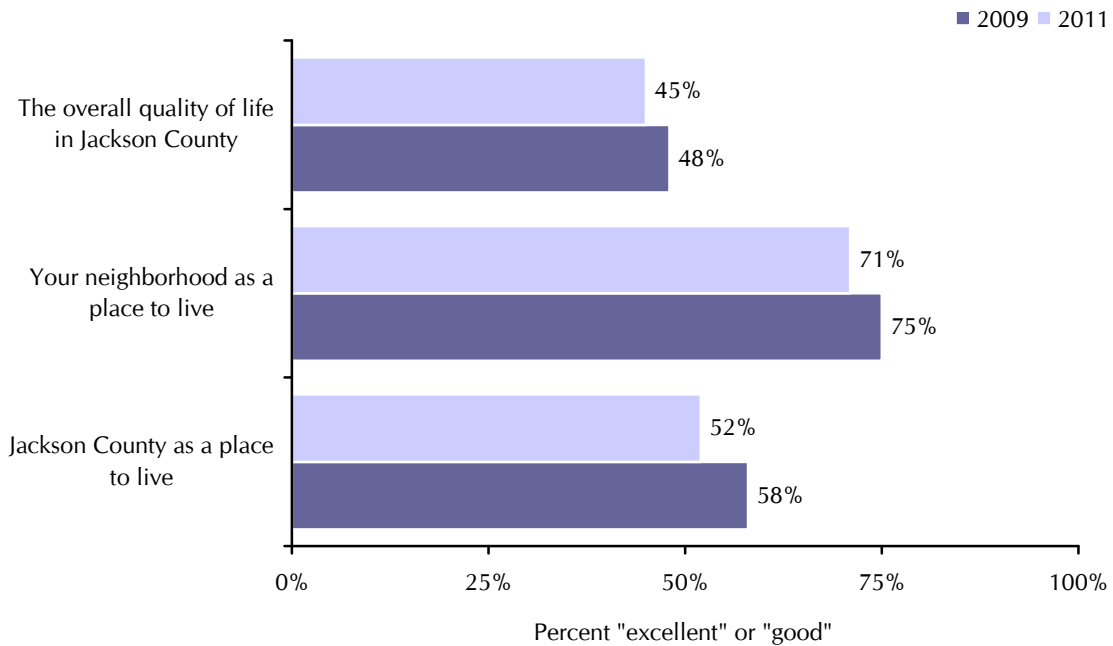


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

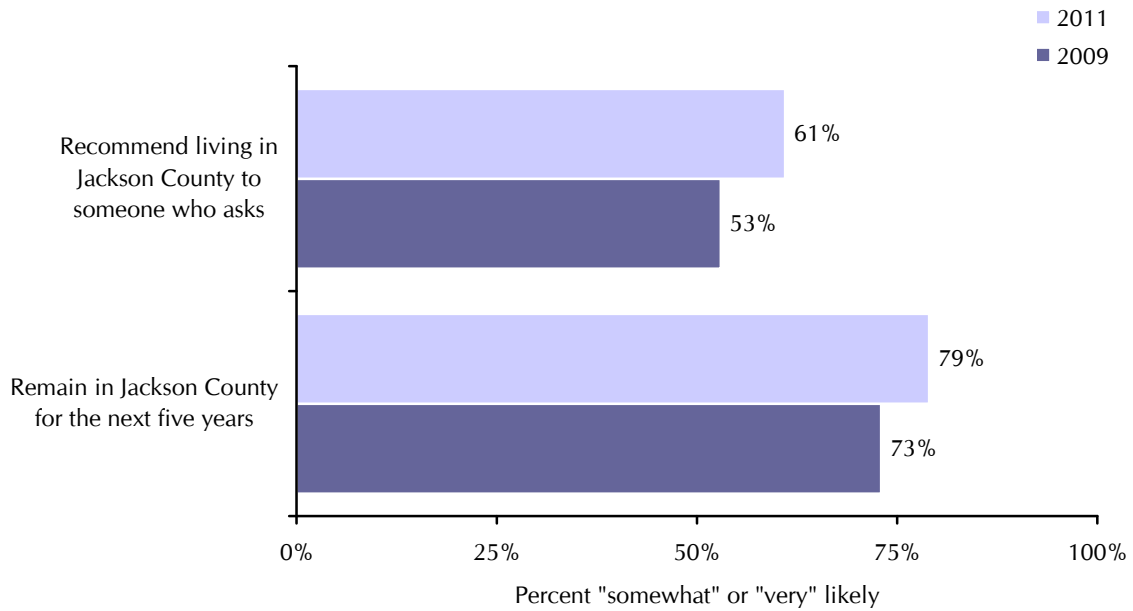


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	North Central region comparison
The overall quality of life in Jackson County	Much below	Much below
Your neighborhood as a place to live	Much below	Much below
Jackson County as a place to live	Much below	Much below
Remain in Jackson County for the next five years	Similar	Below
Recommend living in Jackson County to someone who asks	Much below	Much below

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of car travel was given the most positive rating, followed by the availability of paths and walking trails. These ratings tended to be similar to the national benchmark and lower than the custom benchmark. These ratings were similar when compared to the past survey year.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

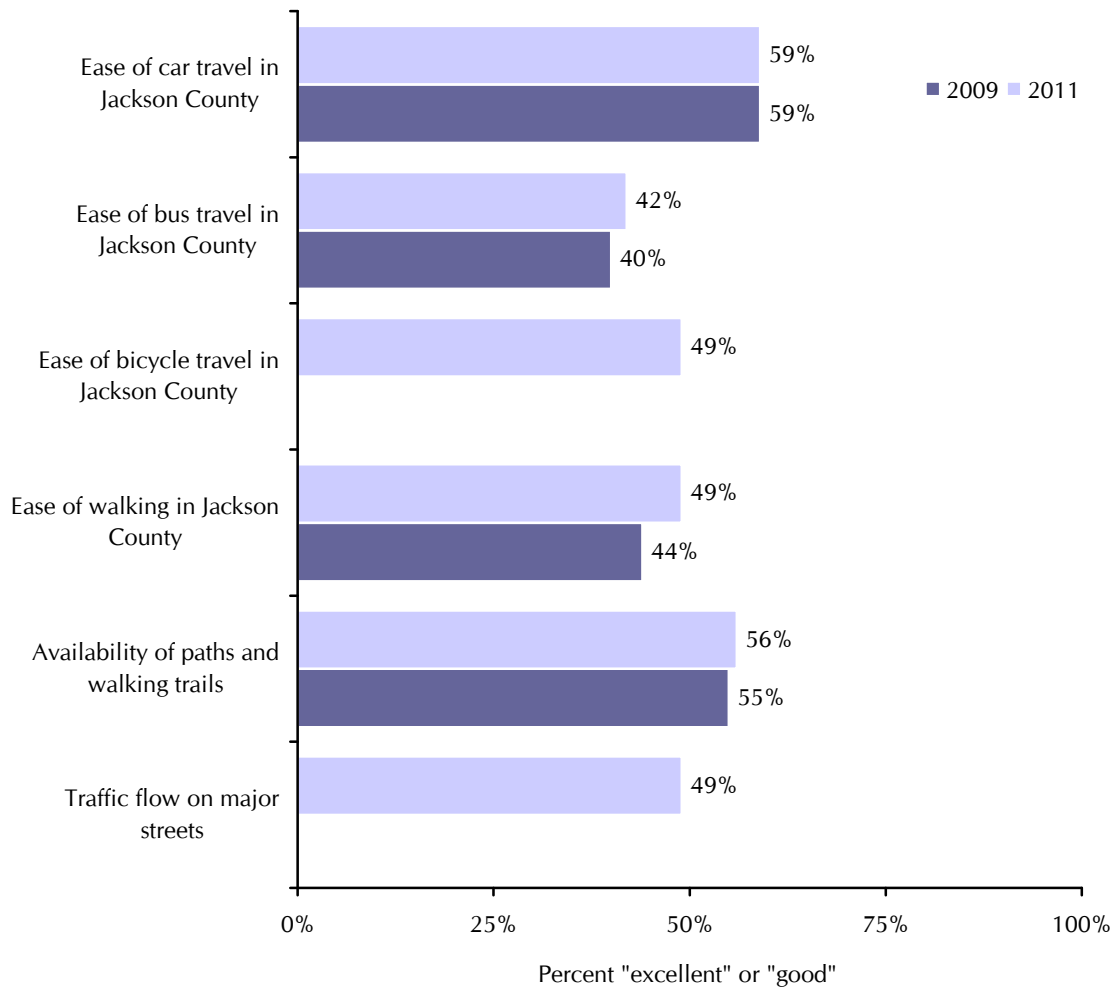


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS BY YEAR

	National comparison	North Central region comparison
Ease of bus travel in Jackson County	Similar	Similar
Ease of car travel in Jackson County	Similar	Below
Ease of walking in Jackson County	Much below	Much below
Ease of bicycle travel in Jackson County	Similar	Much below
Availability of paths and walking trails	Similar	Much below
Traffic flow on County roads	Similar	Below

Four transportation services were rated in Jackson County. Ratings tended to be similar to or below the ratings of comparison communities. These ratings were similar when compared to the previous survey year.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

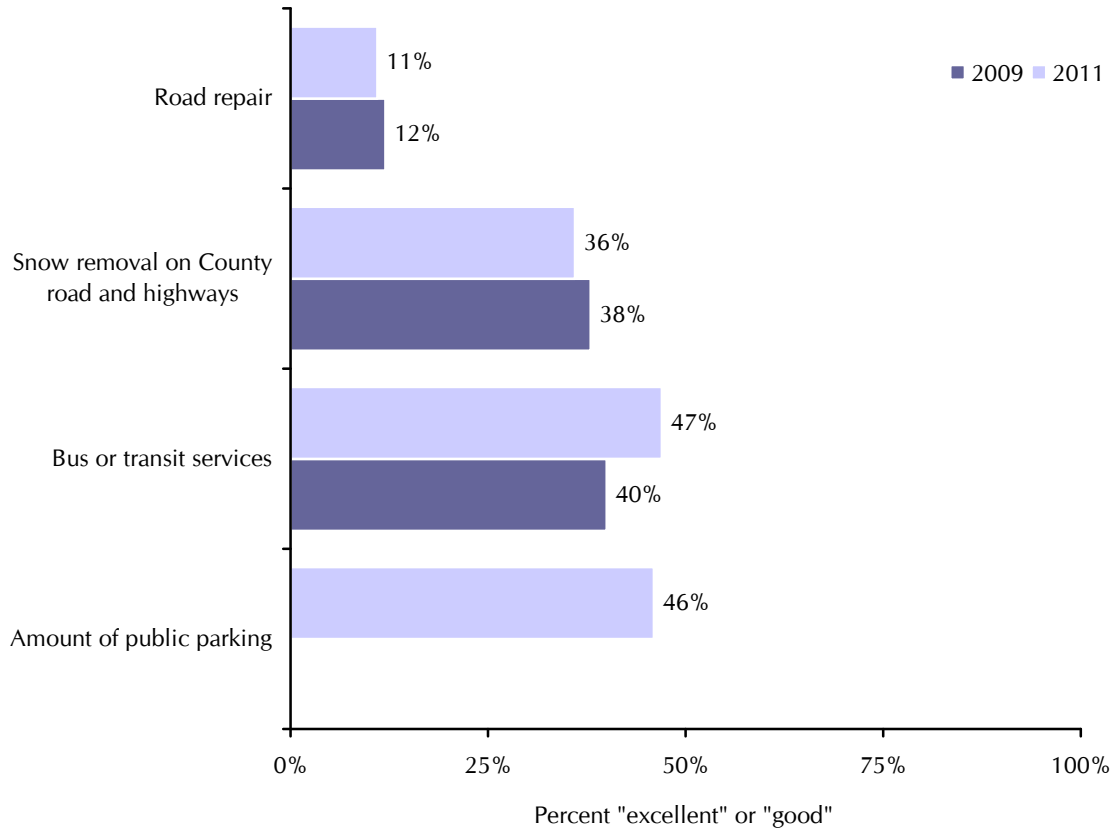


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	North Central region comparison
Road repair	Much below	Much below
Snow removal on County roads and highways	Much below	Much below
Bus or transit services	Similar	Similar
Amount of public parking	Similar	Below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 1% of work commute trips were made by transit and 1% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

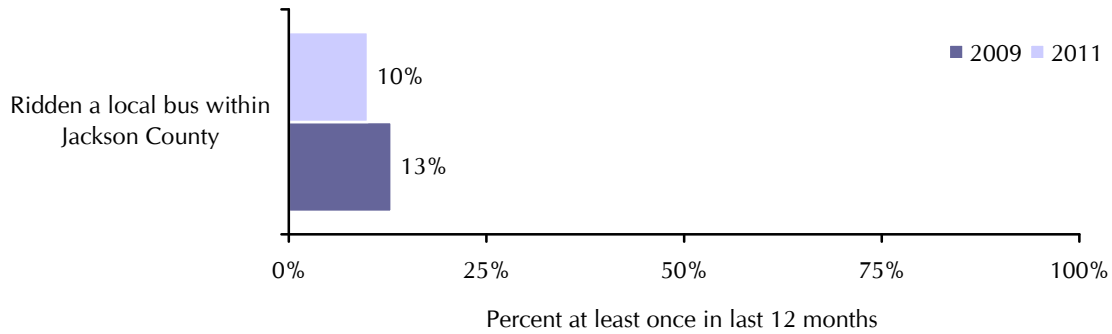


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	North Central region comparison
Ridden a local bus within Jackson County	Much less	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

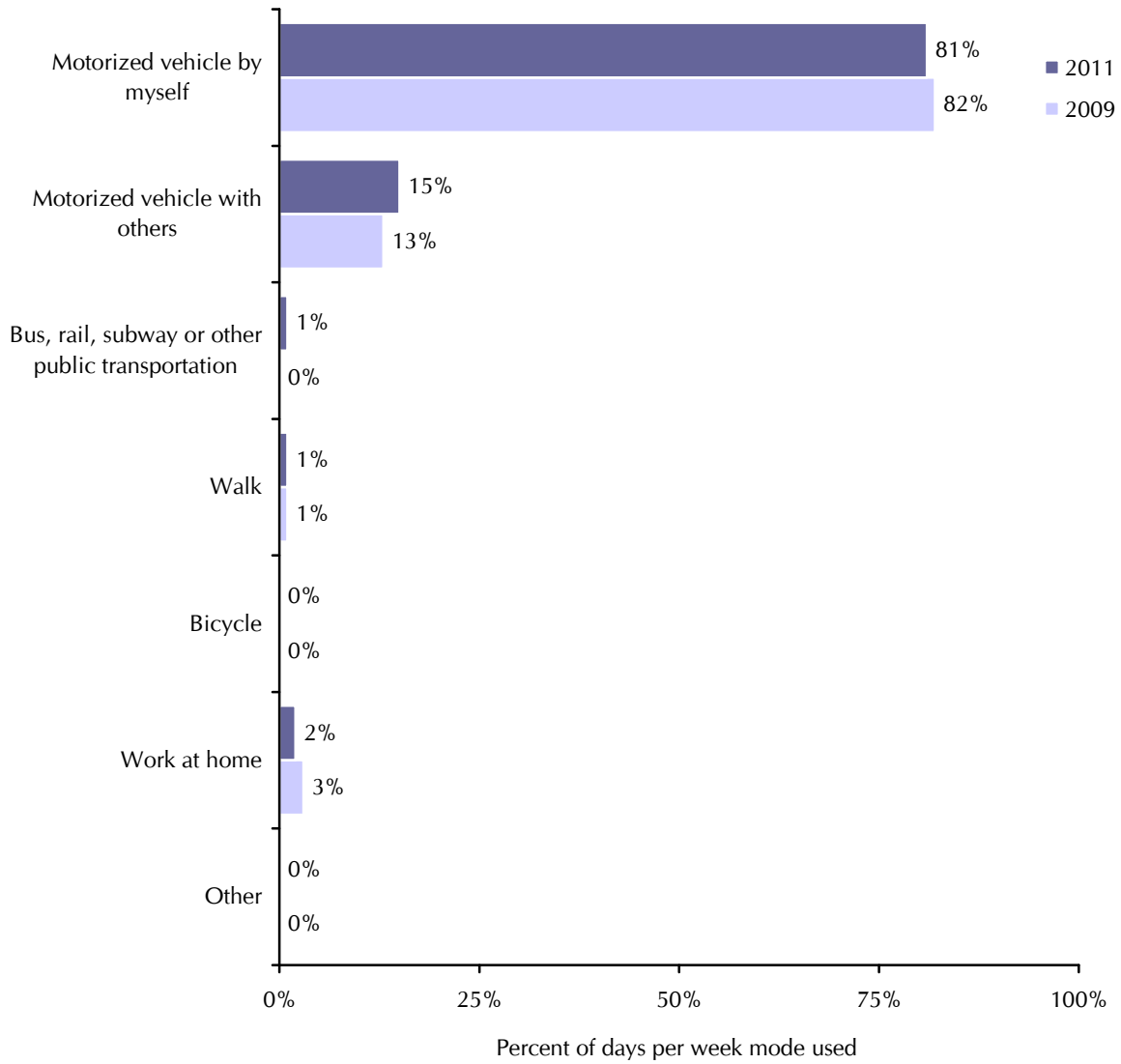


FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	North Central region comparison
Average percent of work commute trips made by driving alone	Much more	Similar

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of Jackson County residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 39% of respondents, while the variety of housing options was rated as “excellent” or “good” by 42% of respondents. The rating of perceived affordable housing availability was similar to the national benchmark and below the regional comparison.

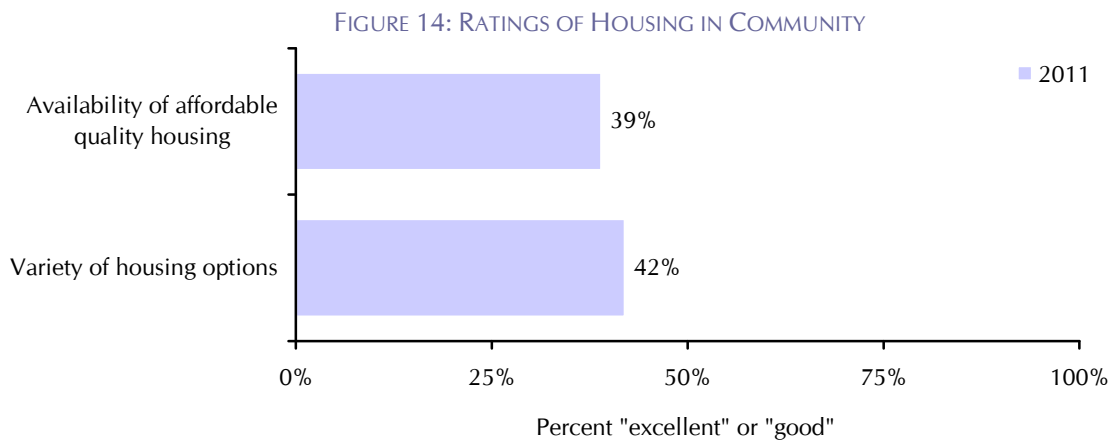


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	North Central region comparison
Availability of affordable quality housing	Similar	Below
Variety of housing options	Much below	Much below



To augment the perceptions of affordable housing in Jackson County, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of Jackson County experiencing housing cost stress. About 30% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS

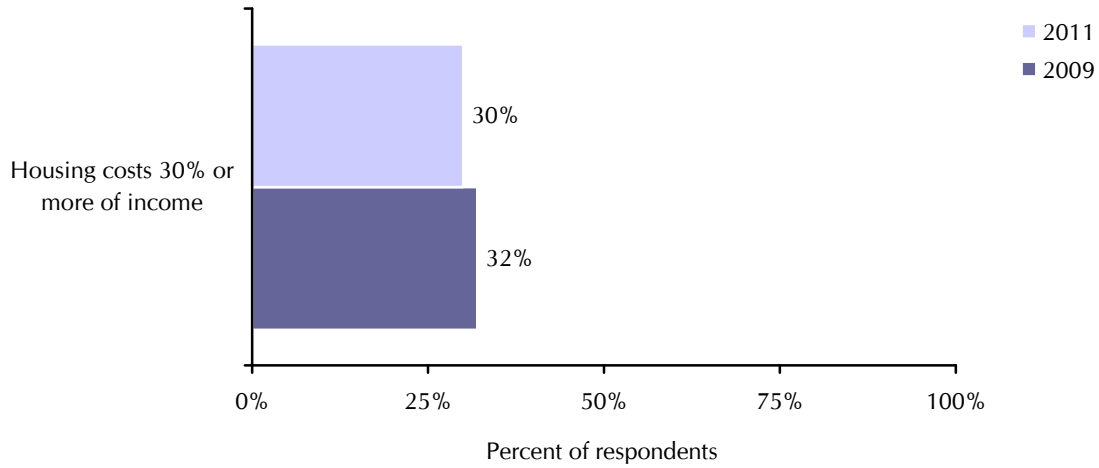


FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	North Central region comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less	Similar

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of Jackson County and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in Jackson County was rated as “excellent” or “good” by 20% of respondents. The overall appearance of Jackson County was rated as “excellent” or “good” by 33% of respondents and was much lower than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Jackson County, 33% thought they were a “major” problem.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

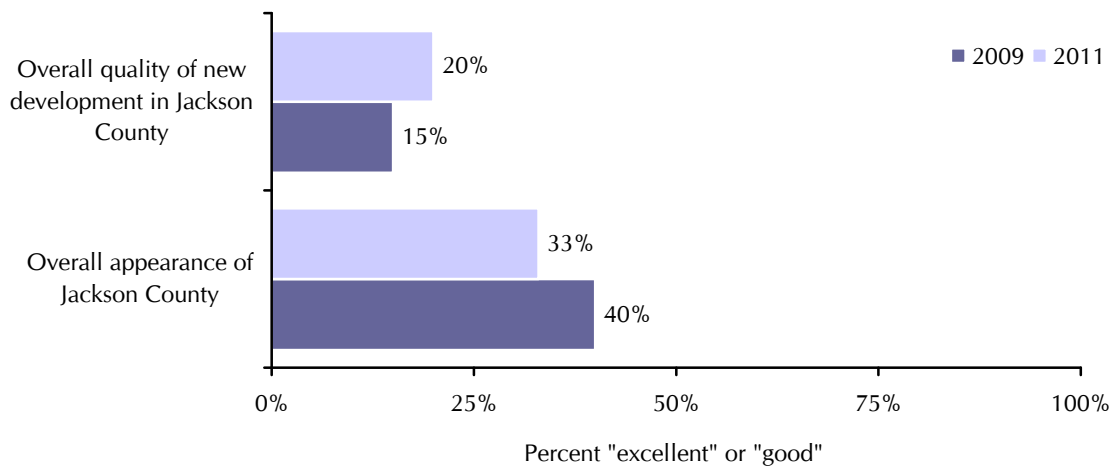


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	North Central region comparison
Overall quality of new development in Jackson County	Much below	Much below
Overall appearance of Jackson County	Much below	Much below

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

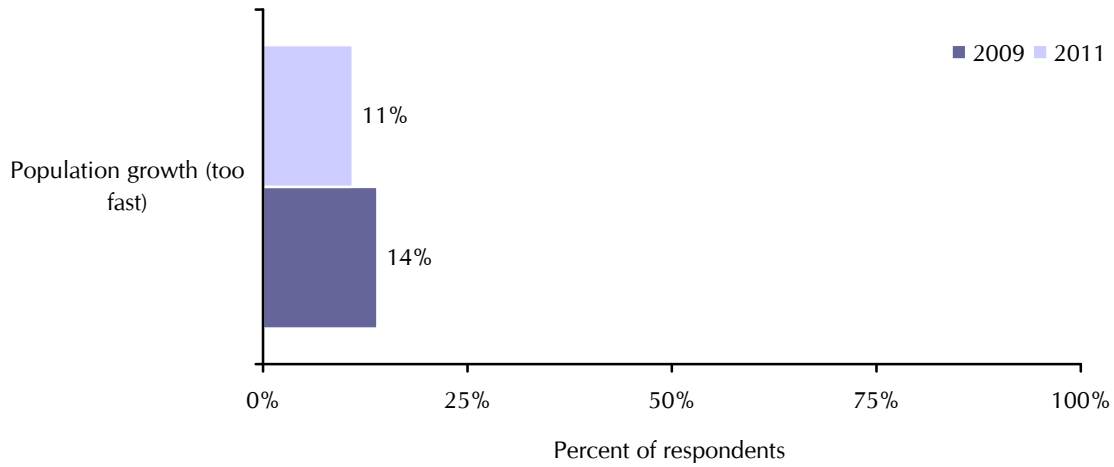


FIGURE 21: POPULATION GROWTH BENCHMARKS

	National comparison	North Central region comparison
Population growth seen as too fast	Much less	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

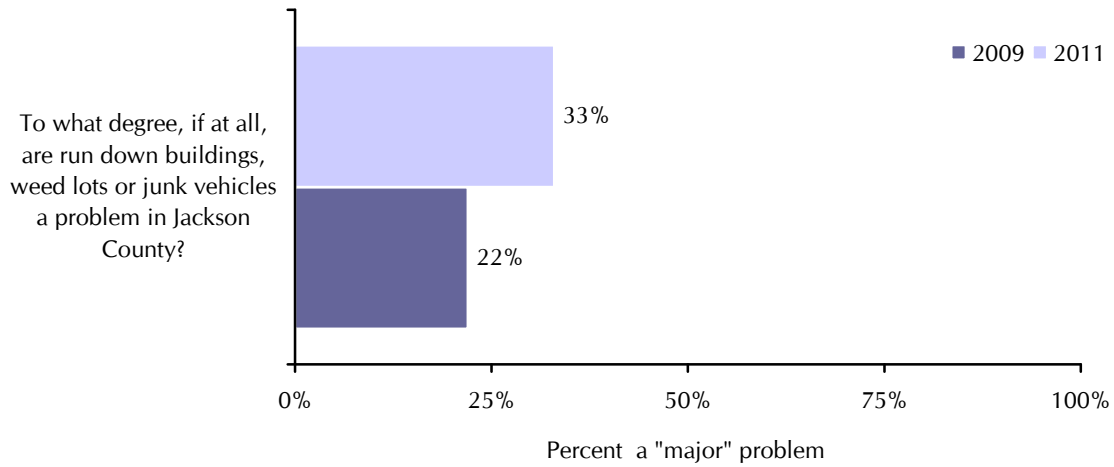


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	North Central region comparison
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Jackson County?	Much more	Much more

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

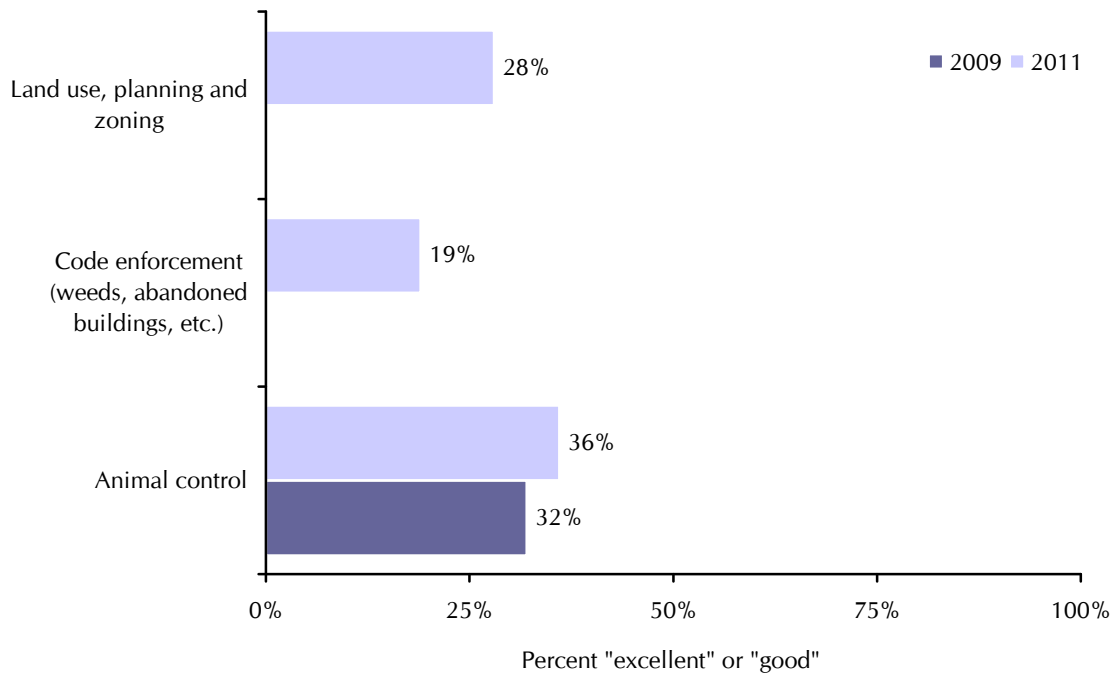


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	North Central region comparison
Land use, planning and zoning	Much below	Much below
Code enforcement (weeds, abandoned buildings, etc.)	Much below	Much below
Animal control	Much below	Much below

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were shopping opportunities and the overall quality of business and service establishments. Receiving the lowest rating was employment opportunities. These ratings were similar to the previous survey.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

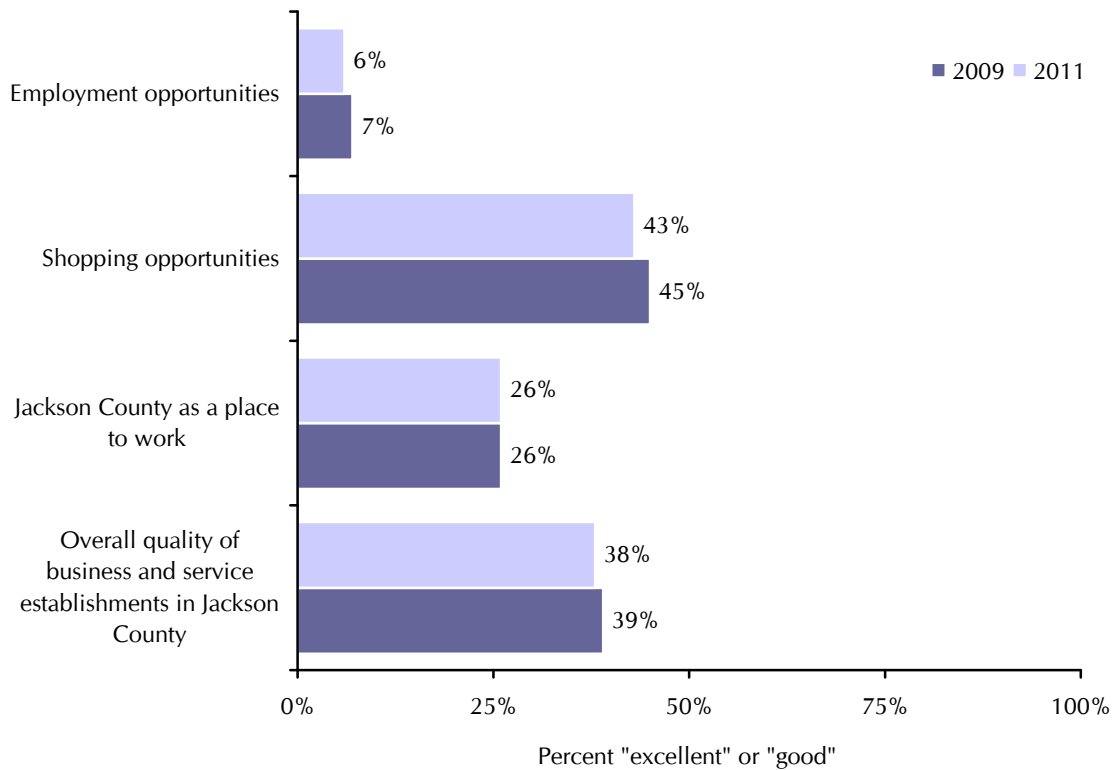


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	North Central region comparison
Employment opportunities	Much below	Much below
Shopping opportunities	Much below	Below
Jackson County as a place to work	Much below	Much below
Overall quality of business and service establishments in Jackson County	Much below	Much below

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Jackson County, 96% responded that it was “too slow,” while 62% reported retail growth as “too slow.” Many more residents in Jackson County compared to other jurisdictions believed that retail growth was too slow and many more residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

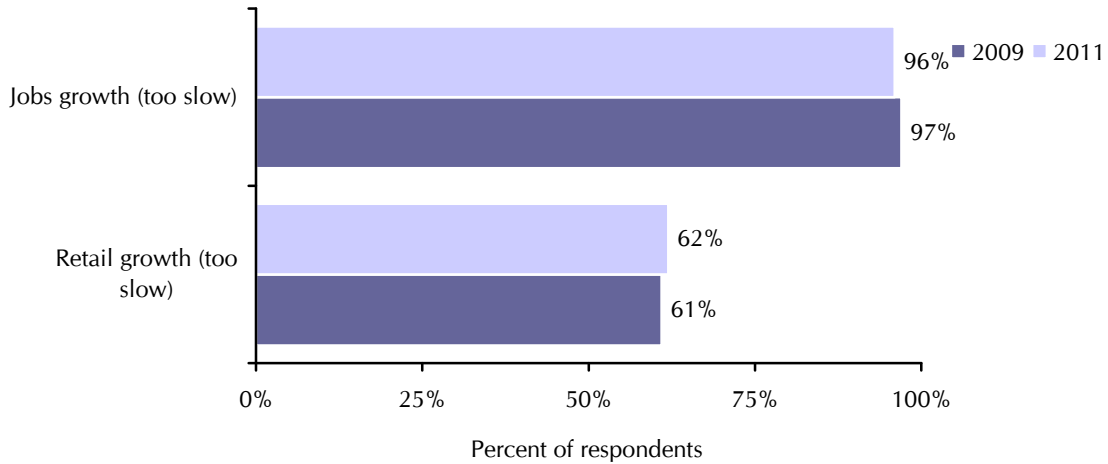


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	North Central region comparison
Retail growth seen as too slow	Much more	Much more
Jobs growth seen as too slow	Much more	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

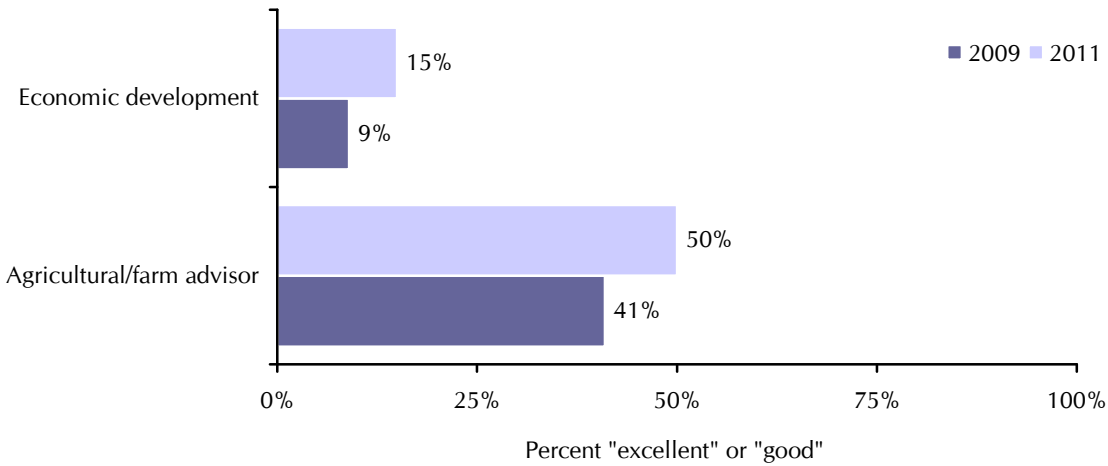


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	North Central region comparison
Economic development	Much below	Much below
Agricultural/farm advisor	Much above	Not available

Residents were asked to reflect on their economic prospects in the near term. Thirteen percent of Jackson County residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was lower than the national average and similar to regional comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

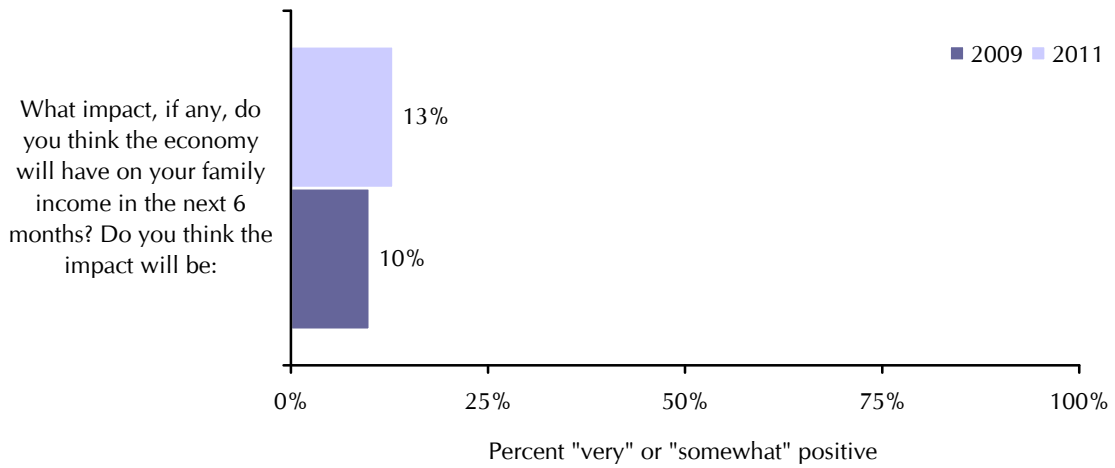


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	North Central region comparison
Positive impact of economy on household income	Below	Similar

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in Jackson County. About 46% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 64% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. Neighborhood safety ratings were lower compared to the previous survey.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

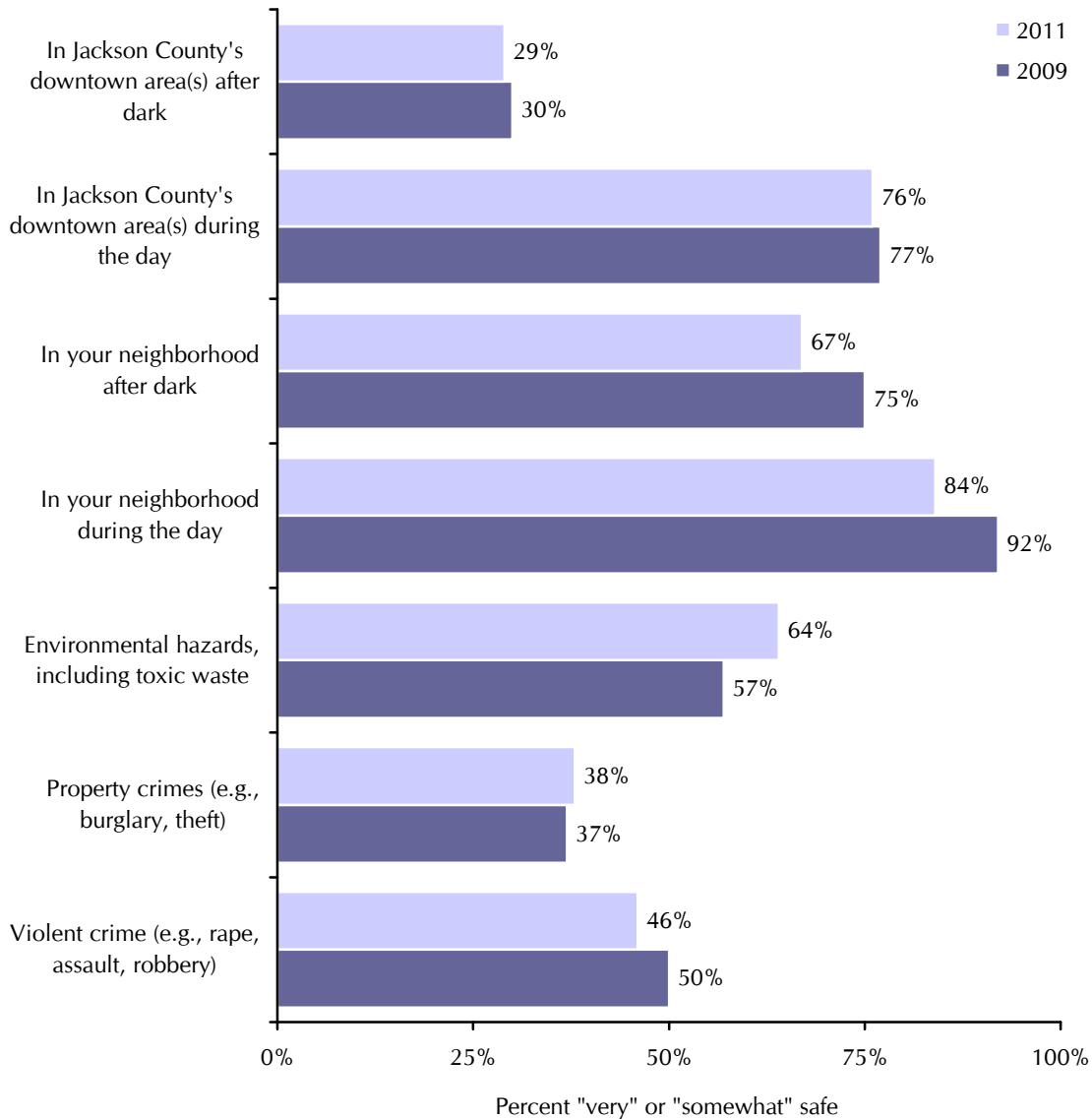




FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	North Central region comparison
Safety in your neighborhood during the day	Below	Much below
Safety in your neighborhood after dark	Below	Much below
Safety in Jackson County's downtown area during the day	Much below	Much below
Safety in Jackson County's downtown area after dark	Much below	Much below
Safety from violent crime (e.g., rape, assault, robbery)	Much below	Much below
Safety from property crimes (e.g., burglary, theft)	Much below	Much below
Environmental hazards, including toxic waste	Much below	Much below

As assessed by the survey, 13% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 79% had reported it to police. Compared to other jurisdictions about the same percent of Jackson County residents had been victims of crime in the 12 months preceding the survey and about the same percent of residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

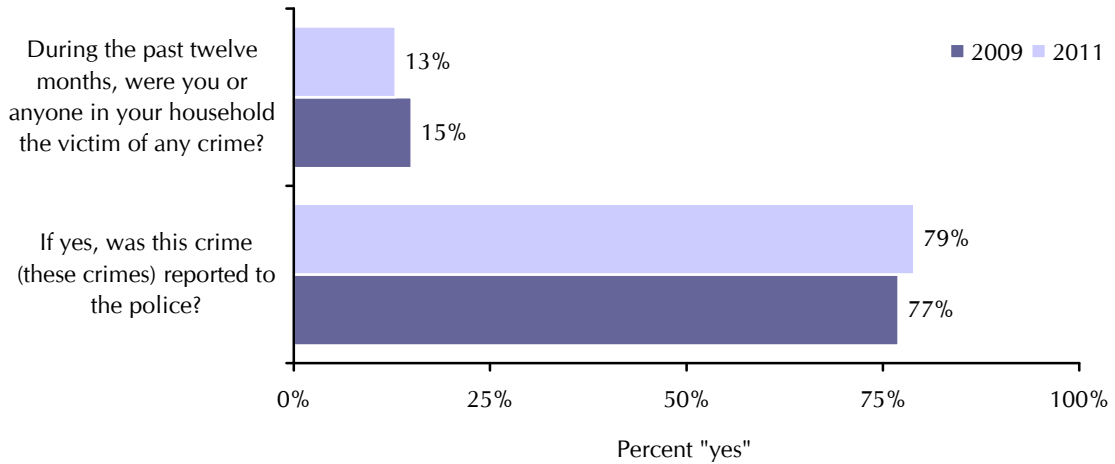


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	North Central region comparison
Victim of crime	Similar	Similar
Reported crimes	Similar	Similar

Residents rated eight County public safety services; of these, all were rated much below the benchmark comparisons. Fire services and ambulance or emergency medical services received the highest ratings, while crime prevention and emergency preparedness received the lowest ratings. All were rated similar compared to previous years.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

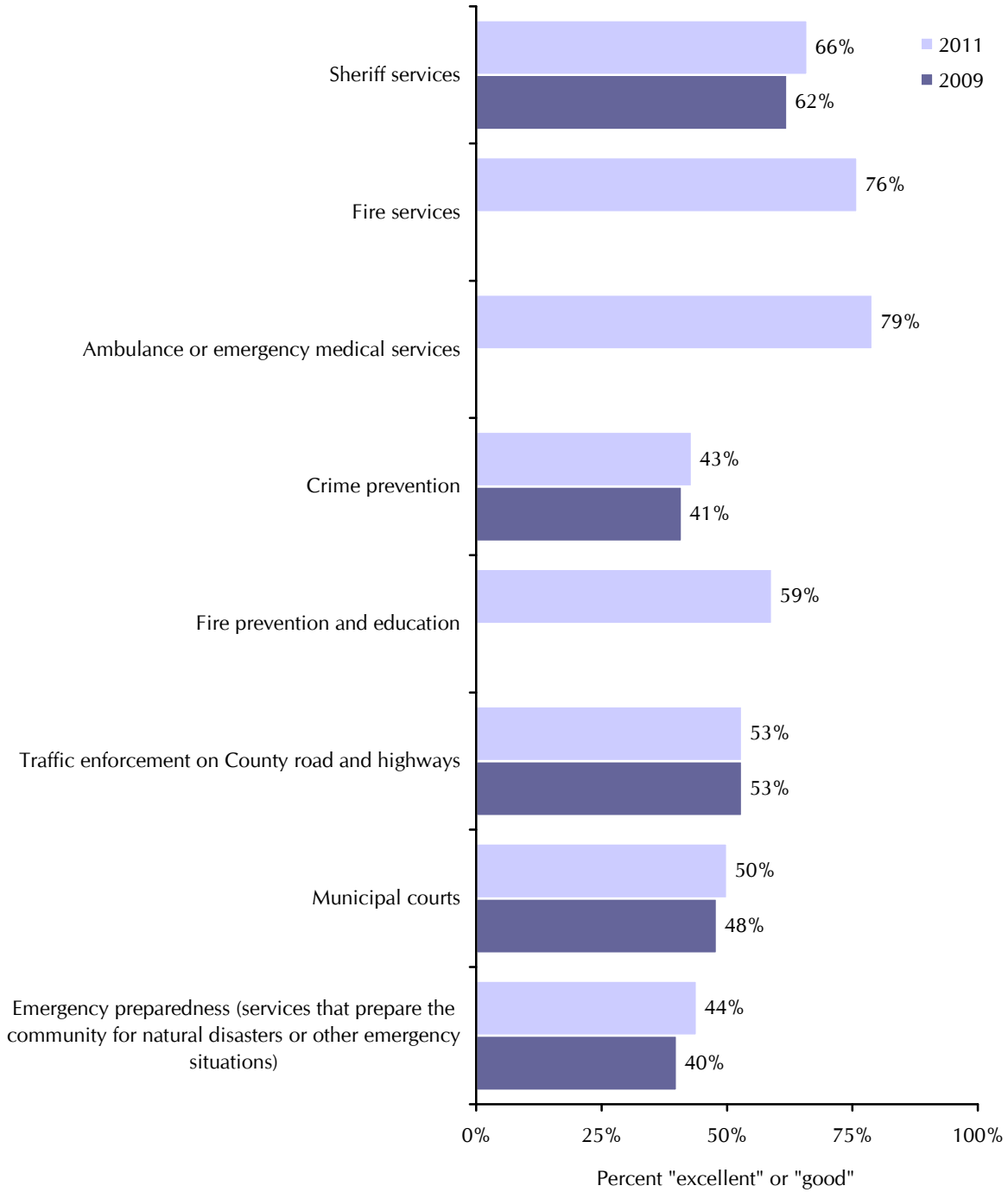


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	North Central region comparison
Sheriff services	Much below	Much below
Fire services	Much below	Much below
Ambulance or emergency medical services	Much below	Much below
Crime prevention	Much below	Much below
Fire prevention and education	Much below	Much below
Traffic enforcement on County roads and highways	Much below	Much below
Municipal courts	Much below	Much below
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much below	Much below

FIGURE 40: CONTACT WITH SHERIFF DEPARTMENT

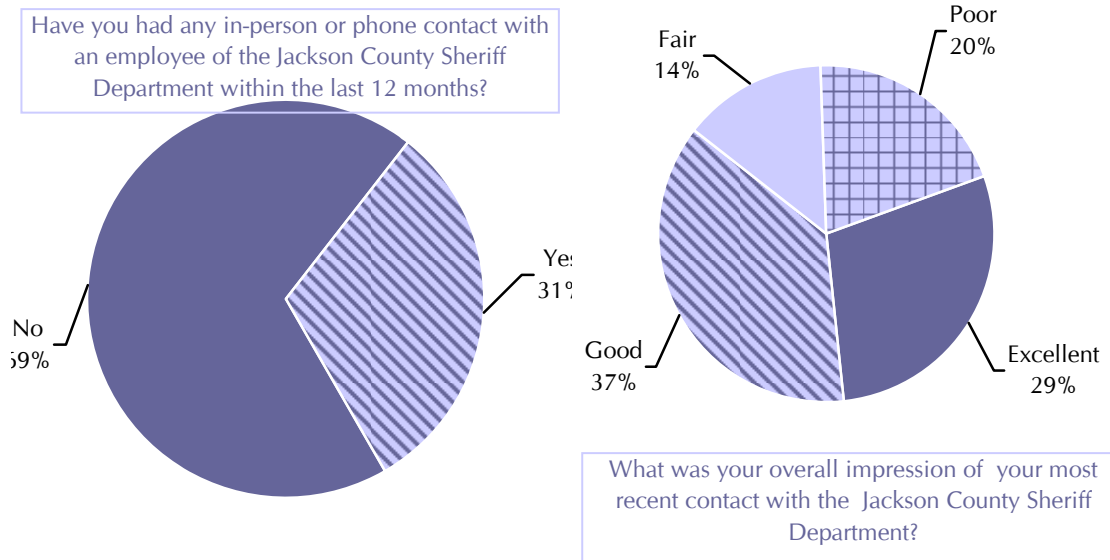


FIGURE 41: CONTACT WITH SHERIFF BENCHMARKS

	National comparison	North Central region comparison
Had contact with the Jackson County Sheriff's Department	Less	Similar
Overall impression of most recent contact with the Jackson County Sheriff's Department	Much below	Much below

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green.” These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of Jackson County were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 55% of survey respondents. Air quality received the highest rating, and it was below the benchmarks.

FIGURE 42: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

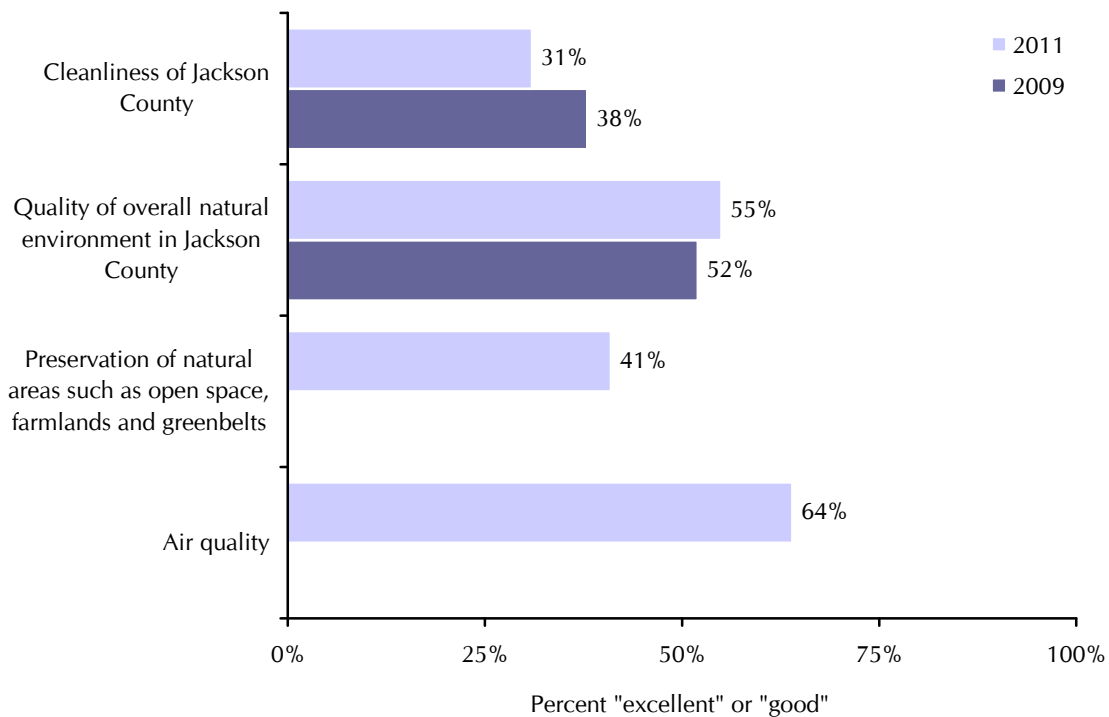


FIGURE 43: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	North Central region comparison
Cleanliness of Jackson County	Much below	Much below
Quality of overall natural environment in Jackson County	Much below	Much below
Preservation of natural areas such as open space, farmlands and greenbelts	Much below	Much below
Air quality	Below	Much below

Resident recycling was about the same as recycling reported in comparison communities. The rate of reported recycling had increased over time.

FIGURE 44: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

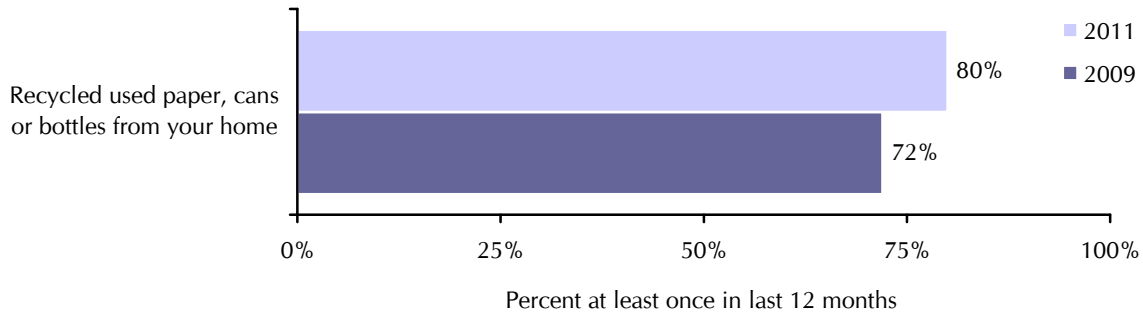


FIGURE 45: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	North Central region comparison
Recycled used paper, cans or bottles from your home	Similar	Similar

Of the seven utility services rated by those completing the questionnaire, all were below the benchmark comparisons.

FIGURE 46: RATINGS OF UTILITY SERVICES BY YEAR

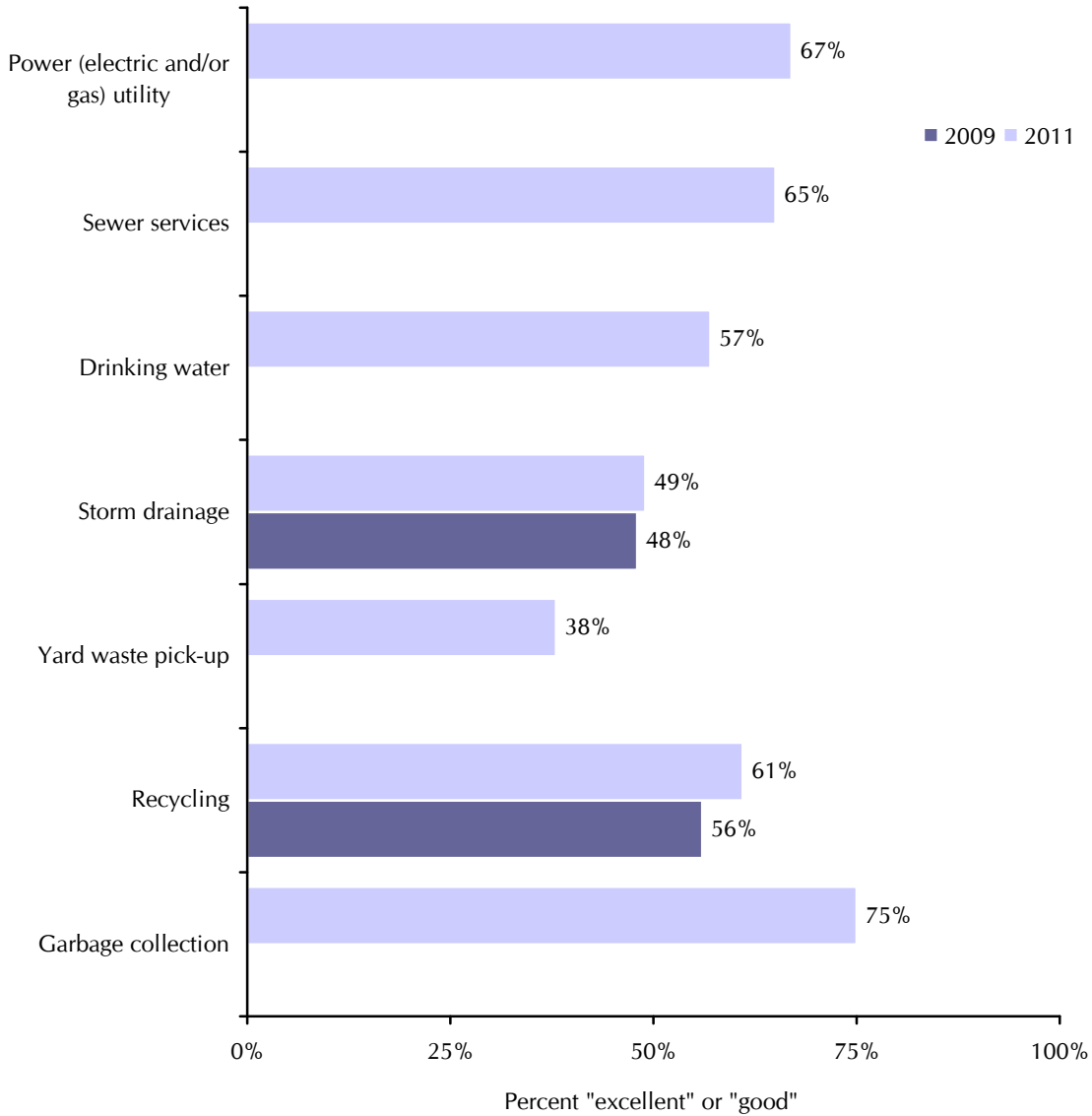


FIGURE 47: UTILITY SERVICES BENCHMARKS

	National comparison	North Central region comparison
Power (electric and/or gas) utility	Much below	Much below
Sewer services	Below	Below
Drinking water	Much below	Much below
Storm drainage	Much below	Much below
Yard waste pick-up	Much below	Much below
Recycling	Much below	Much below
Garbage collection	Much below	Much below



## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in Jackson County were rated moderately as were services related to parks and recreation. County parks, recreation programs or classes, recreation centers or facilities and nature programs or classes were rated lower when compared to the benchmarks.

Resident use of County parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Jackson County recreation centers was much smaller than the percent of users in comparison jurisdictions. Similarly, recreation program use in Jackson County was much lower than use in comparison jurisdictions. The rating for Jackson County open space was higher compared to the previous survey year.

FIGURE 48: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

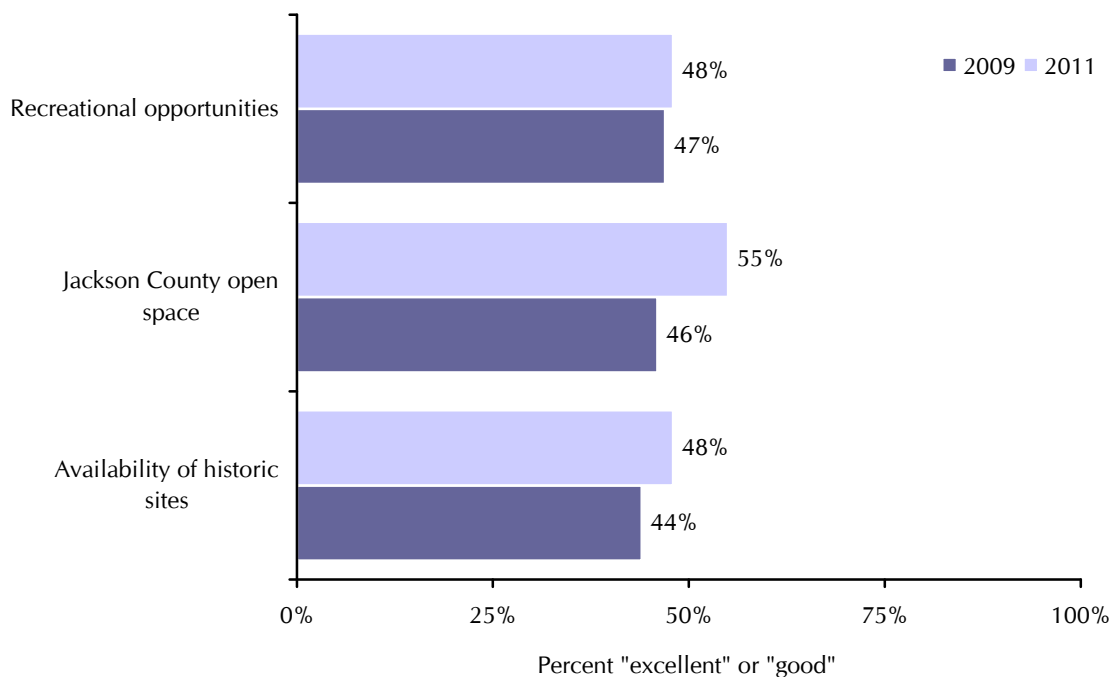


FIGURE 49: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	North Central region comparison
Recreational opportunities	Much below	Much below
Jackson County open space	Much below	Not available
Availability of historic sites	Much below	Not available

FIGURE 50: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

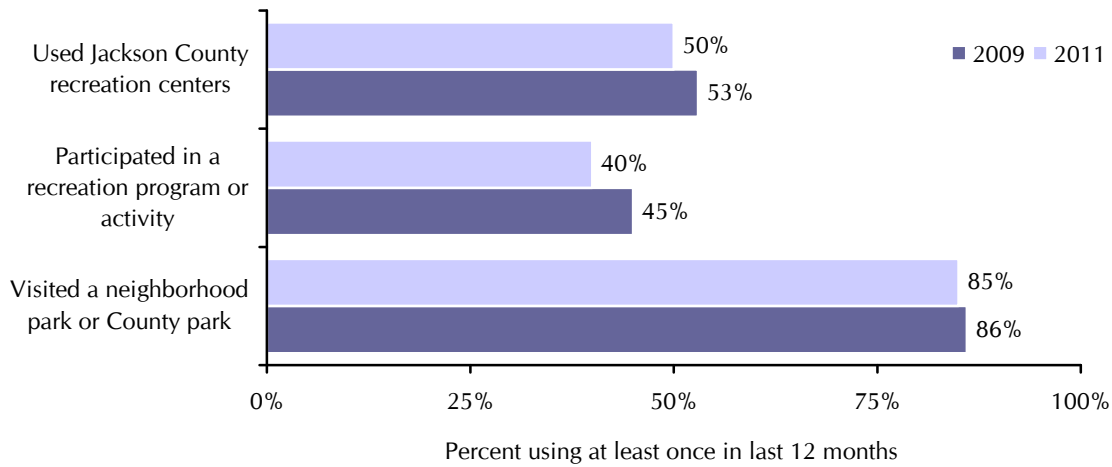


FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	North Central region comparison
Used Jackson County recreation centers	Much less	Much less
Participated in a recreation program or activity	Much less	Much less
Visited a neighborhood park or County park	Similar	Similar

FIGURE 52: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

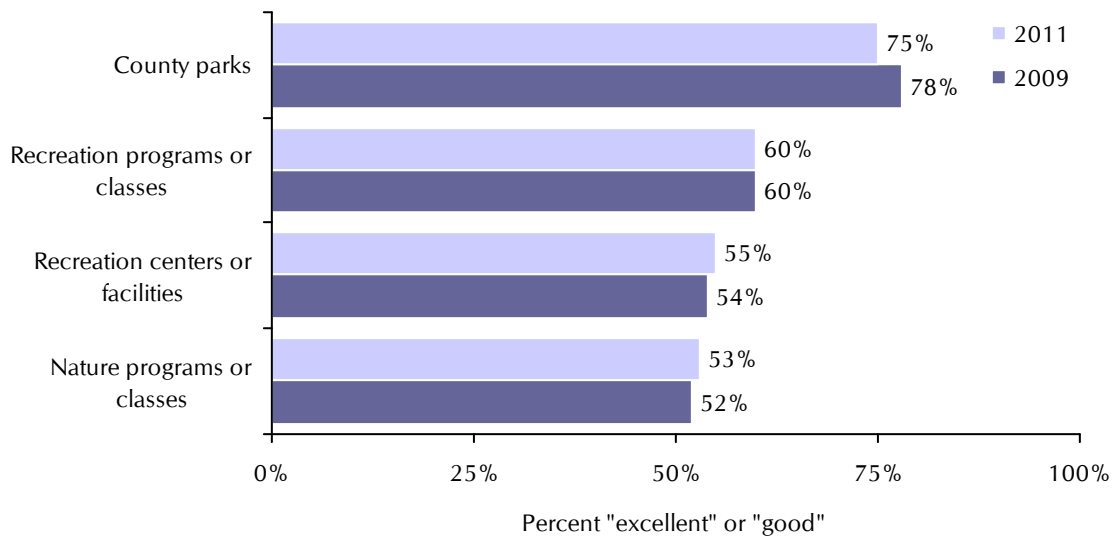


FIGURE 53: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	North Central region comparison
County parks	Below	Much below
Recreation programs or classes	Much below	Much below
Recreation centers or facilities	Much below	Much below
Nature programs or classes	Much below	Not available

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 45% of respondents. Educational opportunities were rated as “excellent” or “good” by 37% of respondents. Compared to the benchmark data, educational opportunities were below to the average of comparison jurisdictions, as were cultural activity opportunities.

About 71% of Jackson residents used a County library at least once in the 12 months preceding the survey. This participation rate for library use was similar to national comparison jurisdictions and had remained stable over time.

FIGURE 54: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

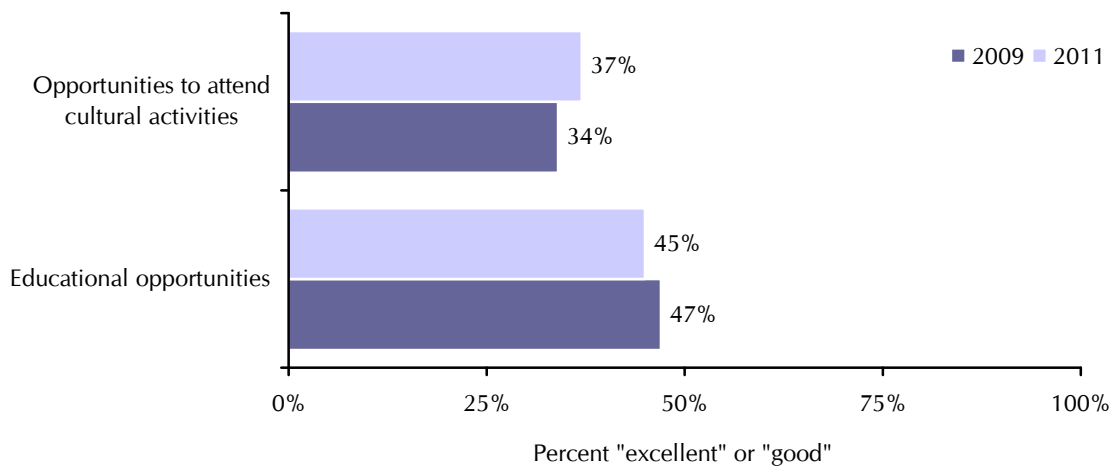


FIGURE 55: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	North Central region comparison
Opportunities to attend cultural activities	Much below	Much below
Educational opportunities	Much below	Much below

FIGURE 56: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

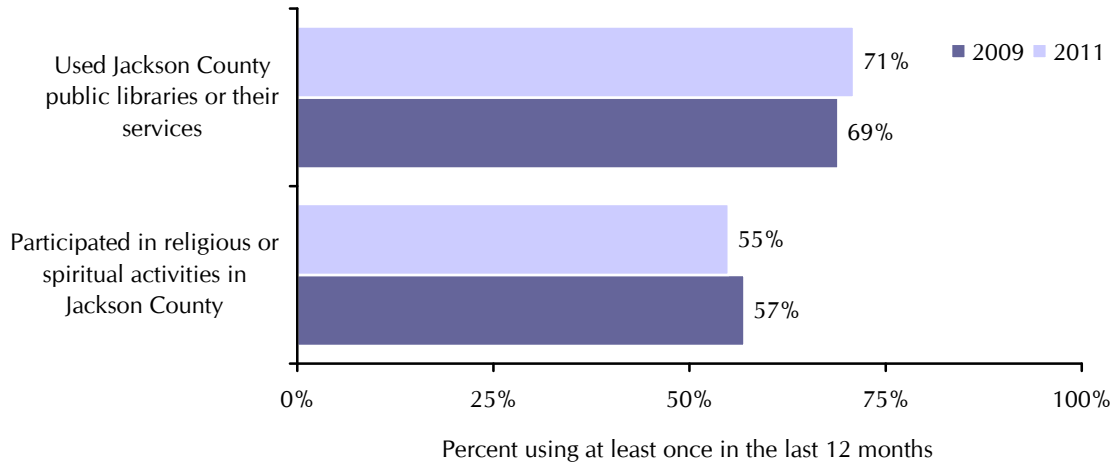


FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	North Central region comparison
Used Jackson County public libraries or their services	Similar	Less
Participated in religious or spiritual activities in Jackson County	More	Similar

FIGURE 58: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

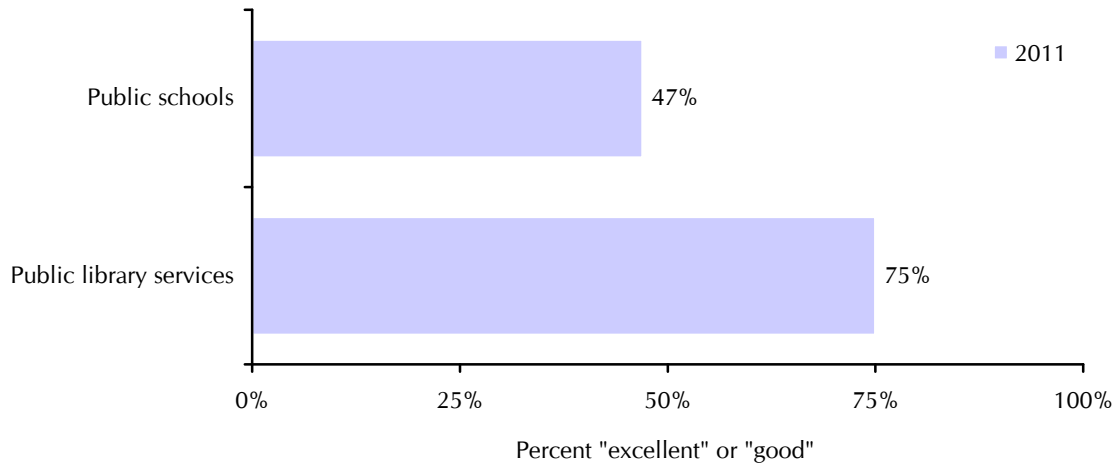


FIGURE 59: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	North Central region comparison
Public schools	Much below	Much below
Public library services	Below	Much below

## Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of Jackson County were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for Jackson County.

Among Jackson County residents, 40% rated affordable quality health care as “excellent” or “good.” Those ratings were much below the ratings of comparison communities but had increased over time.

FIGURE 60: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

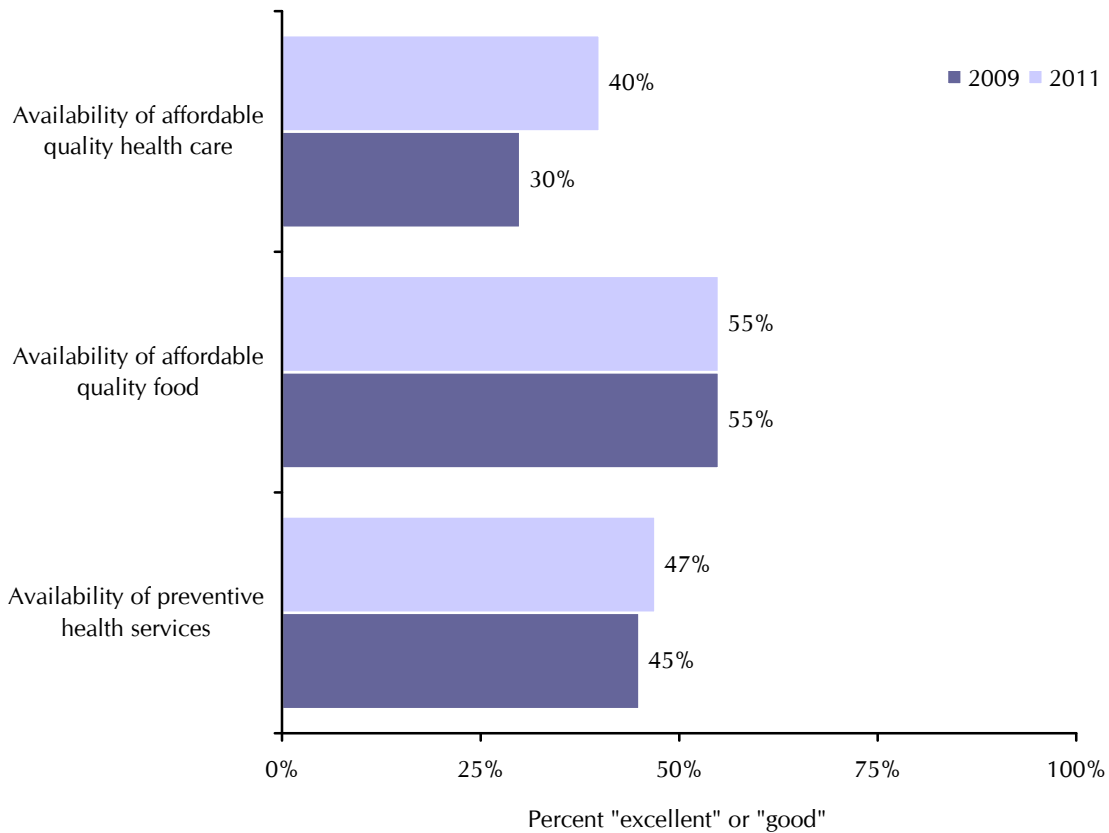


FIGURE 61: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	North Central region comparison
Availability of affordable quality health care	Much below	Much below
Availability of affordable quality food	Below	Below
Availability of preventive health services	Much below	Much below

Of the four health related services offered in Jackson County, two were above the national benchmark, one was similar to the national benchmark and one was much below the national benchmark.

FIGURE 62: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

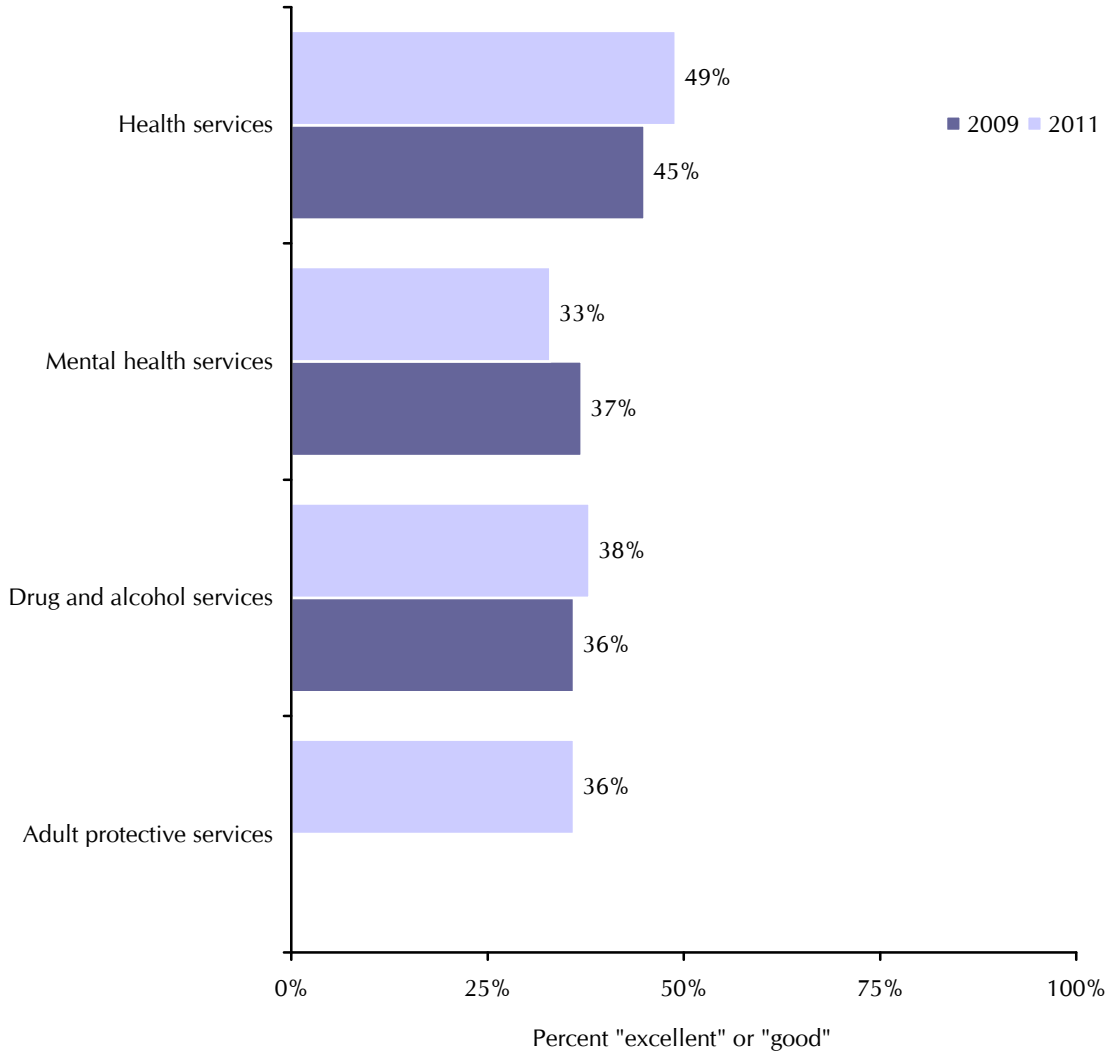


FIGURE 63: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	North Central region comparison
Health services	Much below	Much below
Mental health services	Similar	Not available
Drug and alcohol services	Above	Not available
Adult protective services	Above	Not available

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of Jackson County as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

About half of residents rated Jackson County as an excellent or good place to raise kids and about 35% rated it as an “excellent” or “good” place to retire. Some residents felt that the local sense of community was “excellent” or “good.” A similar proportion of survey respondents felt Jackson County was open and accepting towards people of diverse backgrounds. Most ratings were similar when compared to the previous survey year.

FIGURE 64: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

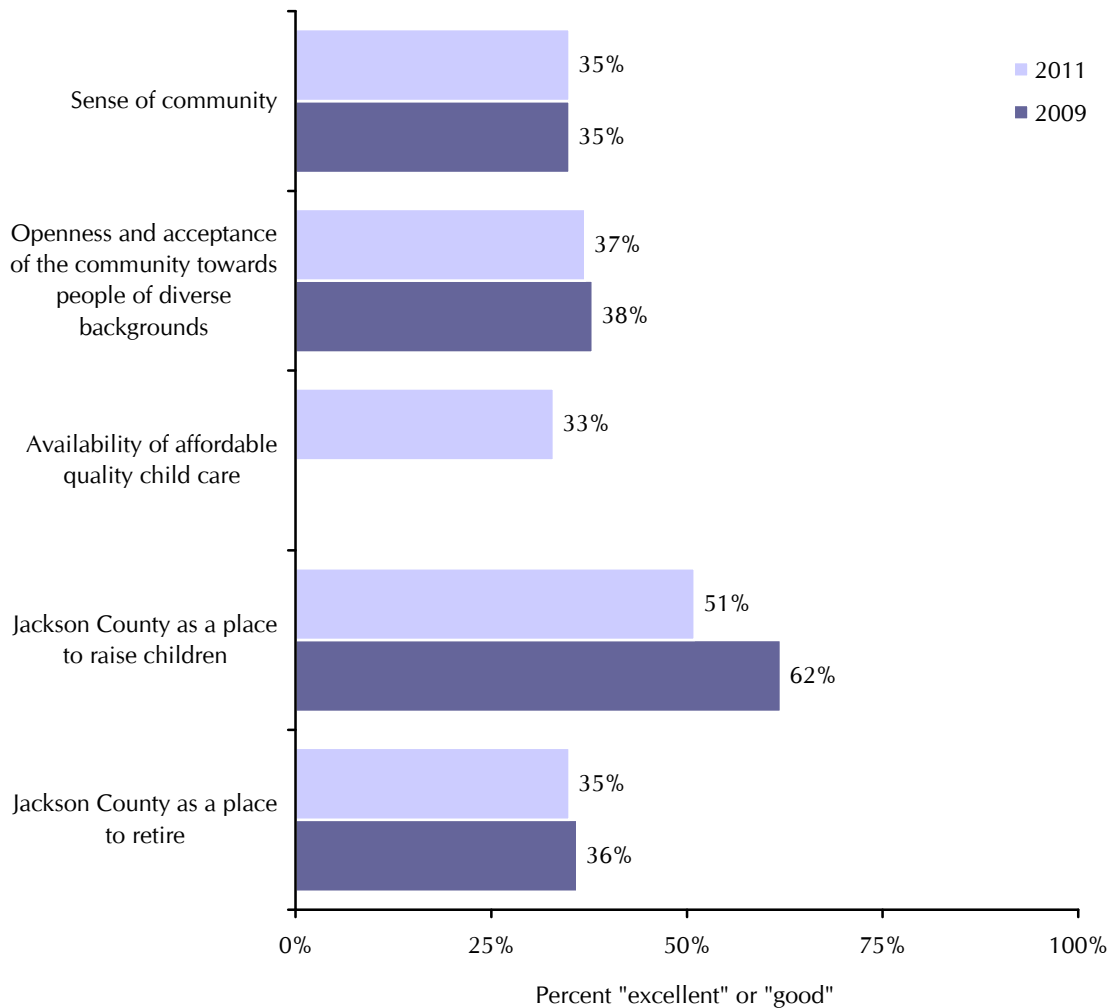


FIGURE 65: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	North Central region comparison
Sense of community	Much below	Much below
Openness and acceptance of the community towards people of diverse backgrounds	Much below	Much below
Availability of affordable quality child care	Below	Much below
Jackson County as a place to raise children	Much below	Much below
Jackson County as a place to retire	Much below	Much below



Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 35% to 52% with ratings of “excellent” or “good.” These ratings were lower than the benchmark comparisons and similar to the past survey.

FIGURE 66: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

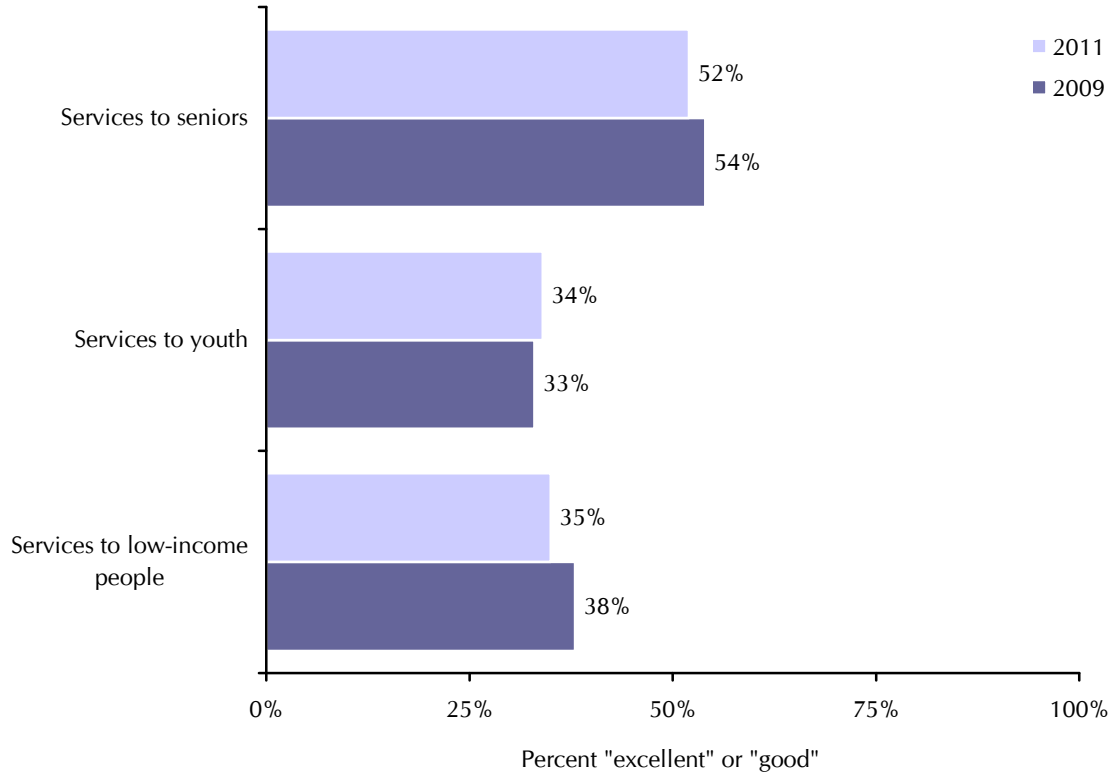


FIGURE 67: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	North Central region comparison
Services to seniors	Much below	Much below
Services to youth	Much below	Much below
Services to low-income people	Below	Much below

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding residents' level of connection to, knowledge of and participation in local government, the County can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of Jackson County. Survey participants rated the volunteer opportunities in Jackson County favorably. Opportunities to attend or participate in community matters were rated less favorably.

The rating for opportunities to participate in community matters was below the benchmark while the rating for opportunities to volunteer was similar to comparison communities.

FIGURE 68: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

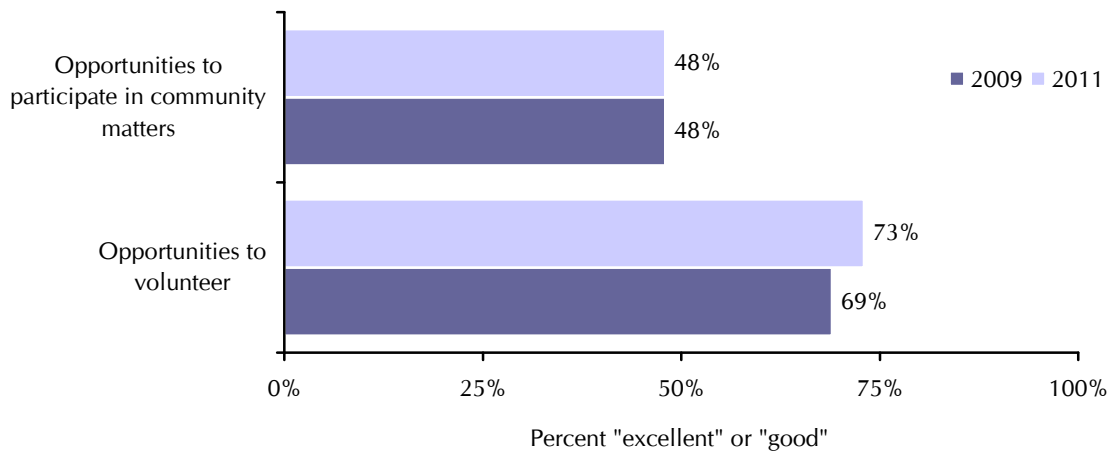


FIGURE 69: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	North Central region comparison
Opportunities to participate in community matters	Much below	Much below
Opportunities to volunteer	Similar	Similar

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Rates of participation tended to show similar rates of involvement. Volunteerism and participation in a club or civic group showed higher rates compared to national and regional comparison communities.

FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR<sup>1</sup>

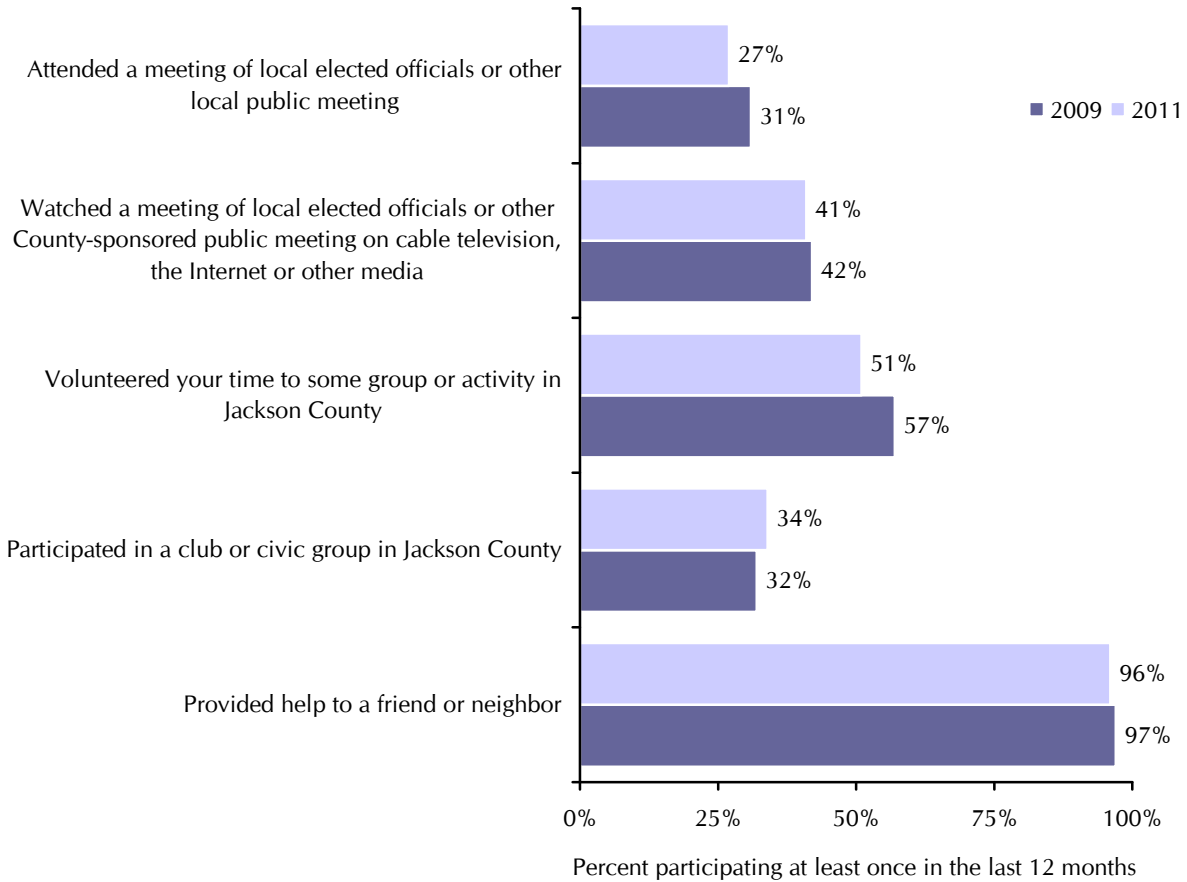


FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	North Central region comparison
Attended a meeting of local elected officials or other local public meeting	Similar	Similar
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet	Similar	Similar
Volunteered your time to some group or activity in Jackson County	Much more	More
Participated in a club or civic group in Jackson County	More	More
Provided help to a friend or neighbor	Similar	Similar

<sup>1</sup> Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, “Watched a meeting of local elected officials or other local public meeting on cable television” was revised to include “the Internet or other media” to better reflect this trend.

Jackson County residents showed the largest amount of civic engagement in the area of electoral participation. Ninety percent reported they were registered to vote and 71% indicated they had voted in the last general election. This rate of self-reported voting was lower than that of comparison communities.

FIGURE 72: REPORTED VOTING BEHAVIOR BY YEAR

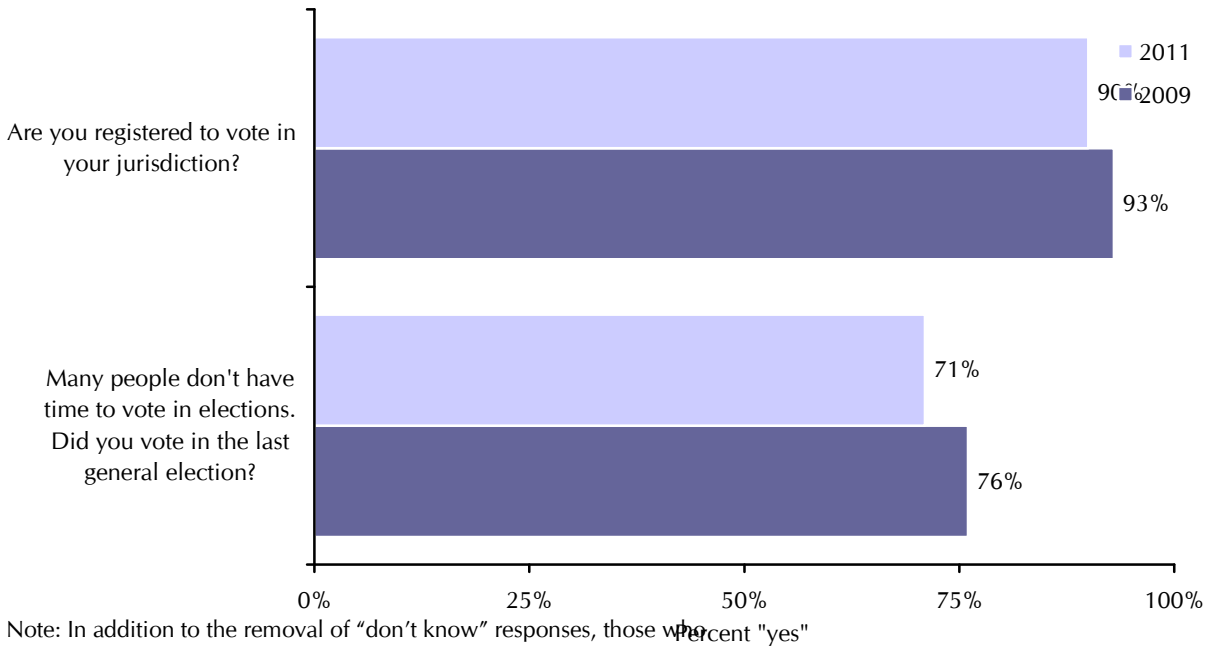


FIGURE 73: VOTING BEHAVIOR BENCHMARKS

	National comparison	North Central region comparison
Registered to vote	Much more	More
Voted in last general election	Less	Less

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Jackson County Web site in the previous 12 months, 39% reported they had done so at least once.

FIGURE 74: USE OF INFORMATION SOURCES BY YEAR

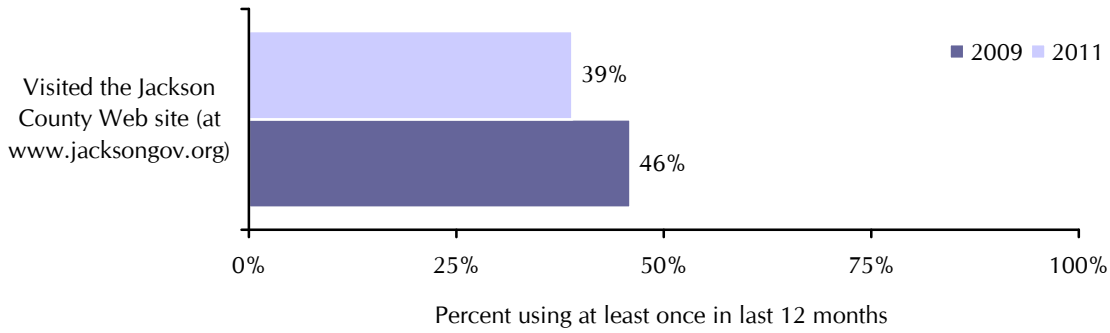


FIGURE 75: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	North Central region comparison
Visited the Jackson County Web site	Much less	Much less

FIGURE 76: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

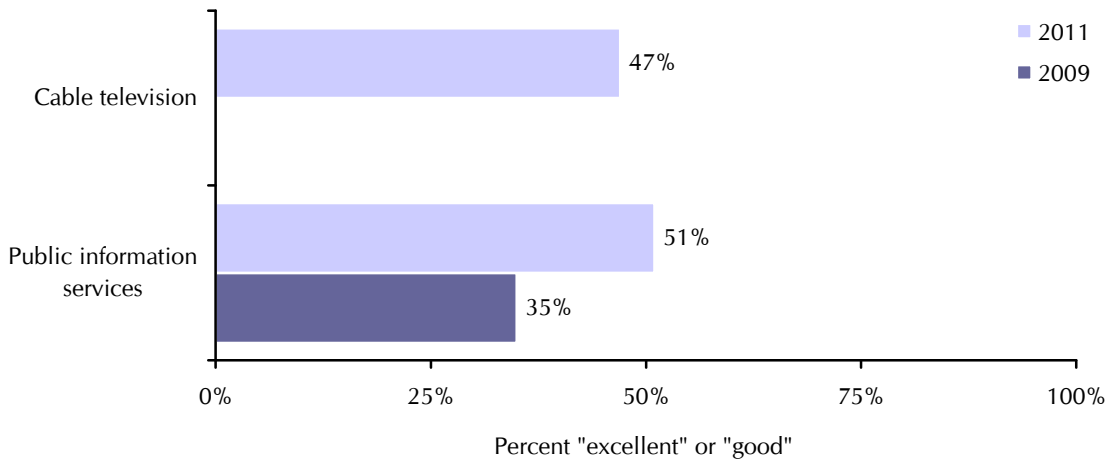


FIGURE 77: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	North Central region comparison
Cable television	Below	Below
Public information services	Much below	Much below

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 37% of respondents, even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 78: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

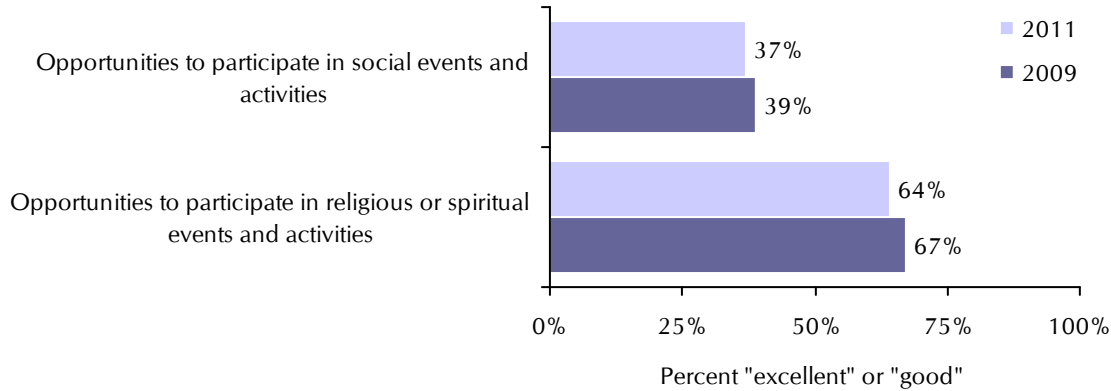


FIGURE 79: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	North Central region comparison
Opportunities to participate in social events and activities	Much below	Much below
Opportunities to participate in religious or spiritual events and activities	Below	Much below

Residents in Jackson County reported a fair amount of neighborliness. About 40% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much less than the amount of contact reported in other communities.

FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

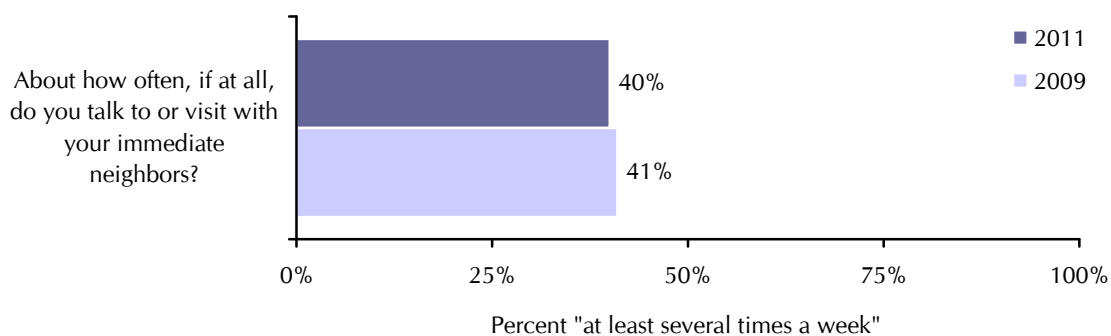


FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	North Central region comparison
Has contact with neighbors at least several times per week	Much less	Much less

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction Jackson County is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by Jackson County could be compared their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about Jackson County may be colored by their dislike of what all levels of government provide.

Less than half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Jackson County does at welcoming citizen involvement, 26% rated it as "excellent" or "good." Of these four ratings, all were much below the benchmarks.

FIGURE 82: PUBLIC TRUST RATINGS BY YEAR

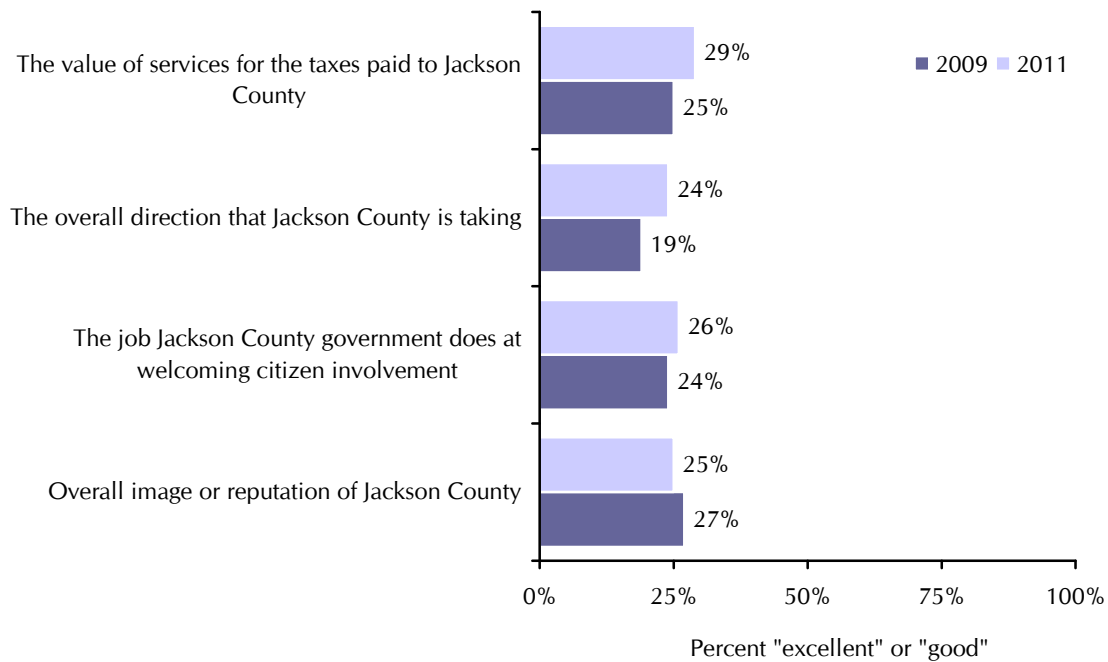


FIGURE 83: PUBLIC TRUST BENCHMARKS

	National comparison	North Central region comparison
The value of services for the taxes paid to Jackson County	Much below	Much below
The overall direction that Jackson County is taking	Much below	Much below
The job Jackson County government does at welcoming citizen involvement	Much below	Much below
Overall image or reputation of Jackson County	Much below	Much below

On average, residents of Jackson County gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by Jackson County was rated as “excellent” or “good” by 44% of survey participants. Jackson County’s rating was much below the benchmarks when compared to other communities. Ratings of overall County services had remained stable over the last two years.

FIGURE 84: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

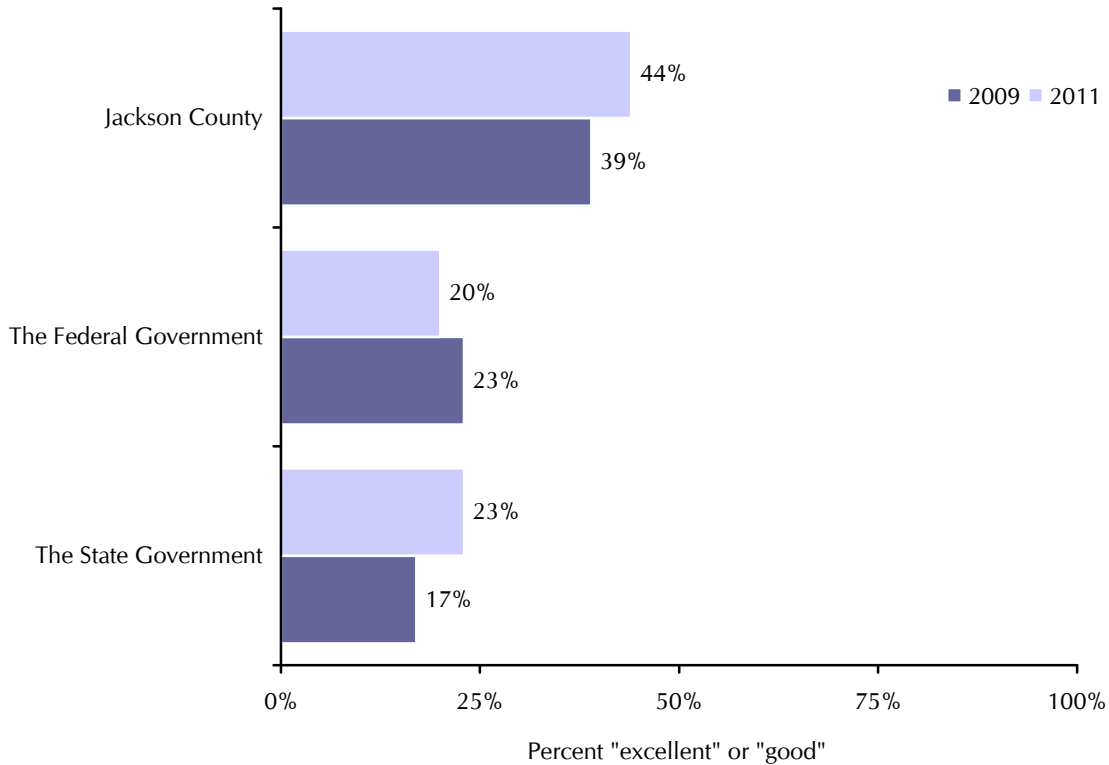


FIGURE 85: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	North Central region comparison
Services provided by Jackson County	Much below	Much below
Services provided by the Federal Government	Much below	Much below
Services provided by the State Government	Much below	Much below



## Jackson County Employees

The employees of Jackson County who interact with the public create the first impression that most residents have of Jackson County. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of Jackson County. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with Jackson County staff.

Those completing the survey were asked if they had been in contact with a County employee either in person, over the phone or via email in the last 12 months; the 40% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. County employees were rated moderately; 60% of respondents rated their overall impression as "excellent" or "good."

FIGURE 86: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH COUNTY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

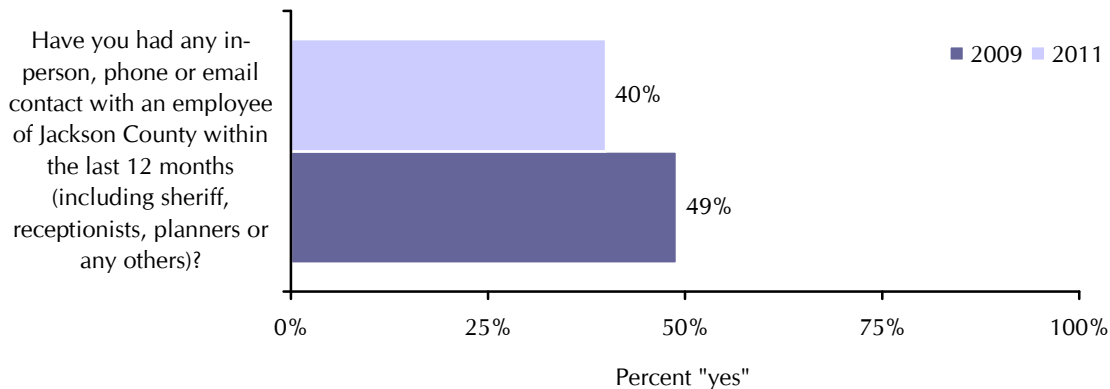


FIGURE 87: CONTACT WITH COUNTY EMPLOYEES BENCHMARKS

	National comparison	North Central region comparison
Had contact with county employee(s) in last 12 months	Much less	Much less

FIGURE 88: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

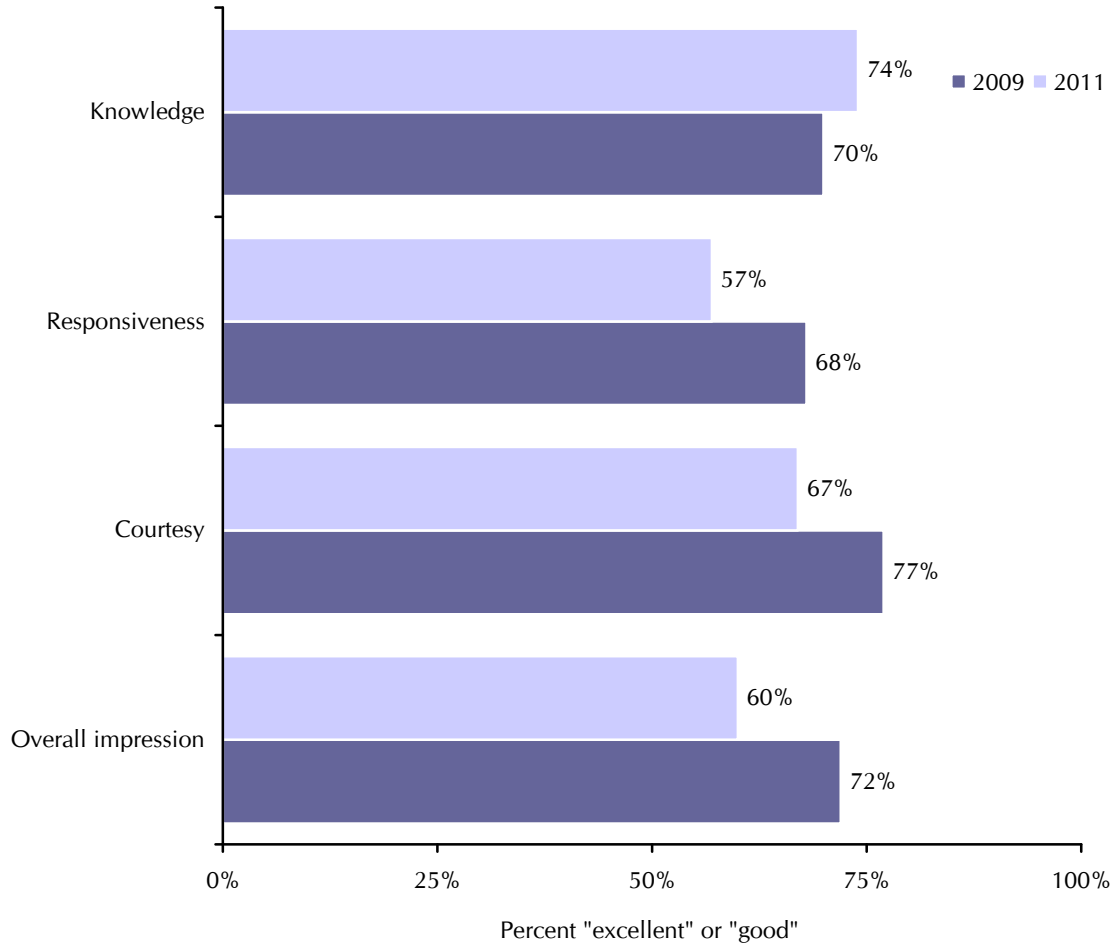


FIGURE 89: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	North Central region comparison
Knowledge	Below	Much below
Responsiveness	Much below	Much below
Courtesy	Much below	Much below
Overall impression	Much below	Much below

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for Jackson County by examining the relationships between ratings of each service and ratings of Jackson County's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall County service quality have been identified. By targeting improvements in key services, Jackson County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Jackson County Key Driver Analysis were:

- Availability of historic sites
- Sheriff services
- Traffic enforcement

## JACKSON COUNTY ACTION CHART

The 2011 Jackson County Action Chart™ on the following page combines three dimensions of performance:

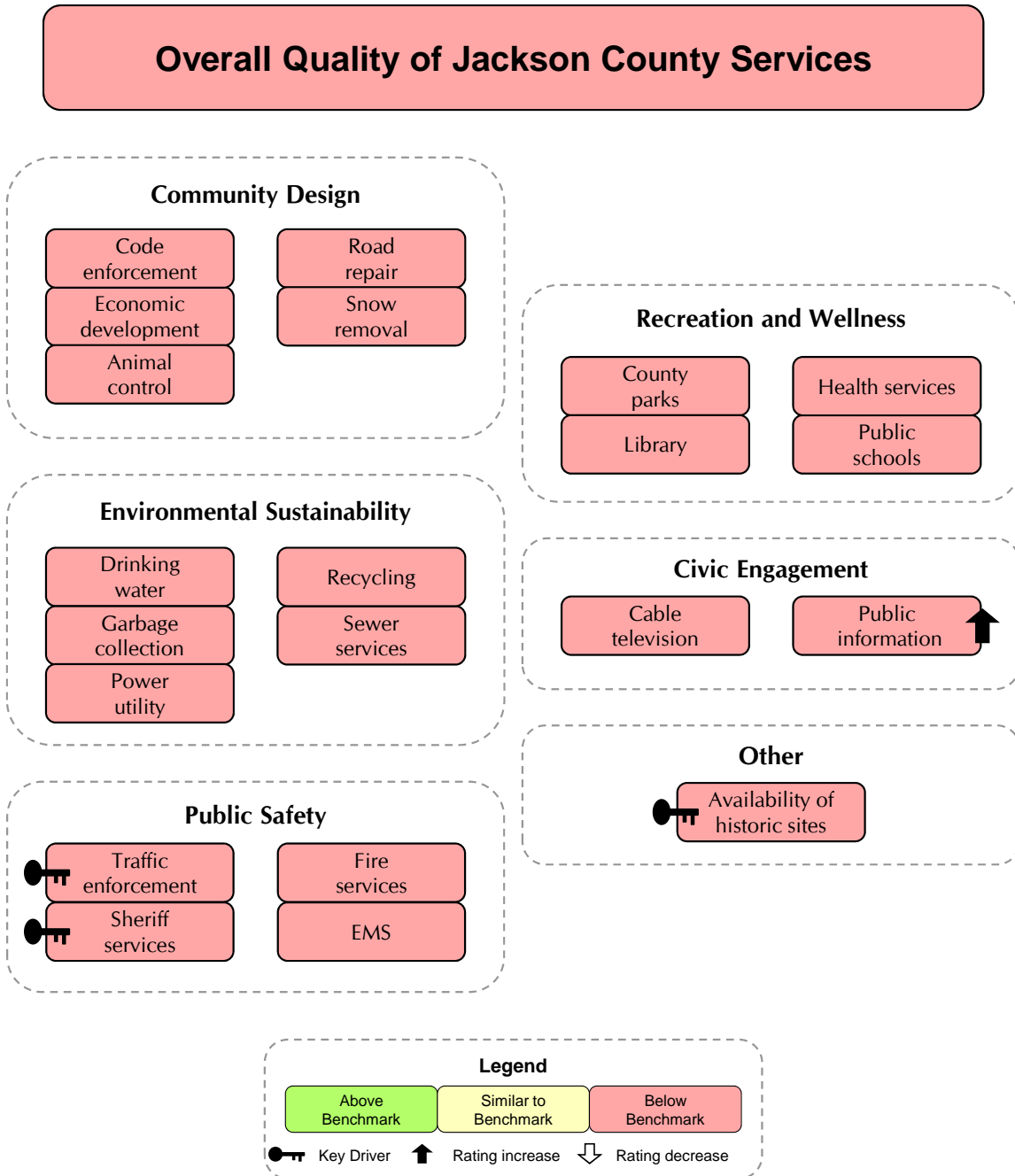
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the County.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-one services were included in the KDA for Jackson County. Of these, all were below the benchmark. The rating for one service was trending up and none were trending down, while ten remained similar to the previous survey.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Jackson County, all key driver services were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 90: JACKSON COUNTY ACTION CHART™



## Using Your Action Chart™

The key drivers derived for Jackson County provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit Jackson County, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Jackson County, planning and zoning and sheriff services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Jackson County residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the Jackson County key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 91: KEY DRIVERS COMPARED

Service	Jackson County Key Driver	National Key Driver	Core Service
• Sheriff services	✓	✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
Traffic enforcement	✓		
Road repair			✓
◦ Snow removal			
Garbage collection			✓
◦ Recycling			
Drinking water			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
◦ County parks			
Availability of historic sites	✓		
Code enforcement			✓
◦ Animal control			
Economic development		✓	
Health services			✓
◦ Public library			
Public information services		✓	
Public schools		✓	
◦ Cable television			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

## CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable.

Custom Question 1	
Please rate the level of coordination between Jackson County and other units of government (e.g., federal, state, city, township, and village)	Percent of respondents
Excellent	3%
Good	32%
Fair	44%
Poor	21%
Total	100%

Custom Question 2	
Considering the services provided by the County, what do you think of the size of the County government?	Percent of respondents
Much too big	9%
Too big	22%
About right	56%
Too small	12%
Much too small	2%
Total	100%

Custom Question 3, Part 1					
Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in Jackson County:	Essential	Very important	Somewhat important	Not at all important	Total
Safe community	63%	31%	6%	0%	100%
Economic development	53%	39%	7%	1%	100%
Education	56%	36%	7%	1%	100%
Healthy community	40%	47%	12%	1%	100%
Cooperation between governments	31%	49%	18%	2%	100%
Recreation opportunities	17%	46%	36%	1%	100%
Cultural opportunities	14%	39%	39%	8%	100%



Custom Question 3, Part 2	
Please check which ONE is the most important:	Percent of respondents
Economic development	38%
Safe community	30%
Education	26%
Cooperation between governments	9%
Healthy community	7%
Recreation opportunities	2%
Cultural opportunities	1%
Total	100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Jackson County:	Excellent	Good	Fair	Poor	Total
Jackson County as a place to live	8%	43%	37%	11%	100%
Your neighborhood as a place to live	21%	50%	21%	7%	100%
Jackson County as a place to raise children	9%	42%	35%	15%	100%
Jackson County as a place to work	4%	22%	33%	41%	100%
Jackson County as a place to retire	6%	29%	32%	33%	100%
The overall quality of life in Jackson County	5%	40%	43%	12%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Jackson County as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	3%	32%	49%	15%	100%
Openness and acceptance of the community towards people of diverse backgrounds	7%	30%	47%	16%	100%
Overall appearance of Jackson County	2%	31%	48%	19%	100%
Cleanliness of Jackson County	2%	29%	46%	23%	100%
Overall quality of new development in Jackson County	2%	18%	44%	36%	100%
Variety of housing options	6%	36%	38%	20%	100%
Overall quality of business and service establishments in Jackson County	5%	33%	44%	17%	100%
Shopping opportunities	6%	37%	39%	18%	100%
Opportunities to attend cultural activities	3%	34%	39%	24%	100%
Recreational opportunities	9%	39%	40%	12%	100%
Employment opportunities	1%	6%	33%	60%	100%
Educational opportunities	8%	36%	41%	14%	100%
Opportunities to participate in social events and activities	5%	32%	54%	8%	100%
Opportunities to participate in religious or spiritual events and activities	19%	45%	33%	3%	100%
Opportunities to volunteer	23%	51%	24%	3%	100%
Opportunities to participate in community matters	6%	42%	42%	10%	100%
Ease of car travel in Jackson County	11%	48%	28%	13%	100%
Ease of bus travel in Jackson County	8%	33%	40%	18%	100%
Ease of bicycle travel in Jackson County	8%	41%	32%	18%	100%
Ease of walking in Jackson County	10%	40%	34%	17%	100%
Availability of paths and walking trails	15%	41%	34%	10%	100%
Traffic flow on major streets	5%	44%	35%	16%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Jackson County as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	4%	41%	38%	17%	100%
Availability of affordable quality housing	8%	31%	40%	21%	100%
Availability of affordable quality child care	3%	30%	46%	21%	100%
Availability of affordable quality health care	6%	34%	33%	27%	100%
Availability of affordable quality food	12%	43%	36%	9%	100%
Availability of preventive health services	5%	42%	37%	15%	100%
Air quality	9%	55%	30%	6%	100%
Quality of overall natural environment in Jackson County	7%	48%	37%	8%	100%
Overall image or reputation of Jackson County	2%	23%	44%	31%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Jackson County over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	27%	33%	30%	9%	2%	100%
Retail growth (stores, restaurants, etc.)	24%	38%	33%	5%	0%	100%
Jobs growth	70%	26%	3%	0%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Jackson County?	Percent of respondents
Not a problem	4%
Minor problem	18%
Moderate problem	45%
Major problem	33%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Jackson County:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	6%	39%	17%	27%	9%	100%
Property crimes (e.g., burglary, theft)	4%	35%	19%	29%	14%	100%
Environmental hazards, including toxic waste	22%	41%	20%	13%	4%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	57%	27%	11%	4%	1%	100%
In your neighborhood after dark	29%	38%	13%	14%	6%	100%
In Jackson County's downtown area(s) during the day	31%	45%	14%	9%	1%	100%
In Jackson County's downtown area(s) after dark	4%	25%	18%	34%	19%	100%

Question 7: Contact with Sheriff's Department			
Have you had any in-person or phone contact with an employee of the Jackson County Sheriff's Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the Jackson County Sheriff's Department within the last 12 months?	69%	31%	100%

Question 8: Ratings of Contact with Sheriff's Department					
What was your overall impression of your most recent contact with the Jackson County Sheriff's Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the Jackson County Sheriff's Department?	29%	37%	14%	20%	100%

Question 9: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	87%
Yes	13%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	21%
Yes	79%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Jackson County?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Jackson County public libraries or their services	29%	26%	26%	10%	9%	100%
Used Jackson County recreation centers	50%	26%	16%	5%	3%	100%
Participated in a recreation program or activity	60%	22%	15%	2%	1%	100%
Visited a neighborhood park or County park	15%	30%	36%	11%	8%	100%
Ridden a local bus within Jackson County	90%	4%	2%	1%	3%	100%
Attended a meeting of local elected officials or other local public meeting	73%	20%	5%	2%	1%	100%
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media	59%	24%	13%	3%	1%	100%
Visited the Jackson County Web site (at www.jacksongov.org)	61%	20%	13%	5%	2%	100%
Recycled used paper, cans or bottles from your home	20%	8%	22%	18%	33%	100%
Volunteered your time to some group or activity in Jackson County	49%	21%	17%	6%	8%	100%
Participated in religious or spiritual activities in Jackson County	45%	12%	15%	8%	21%	100%
Participated in a club or civic group in Jackson County	66%	15%	10%	4%	4%	100%
Provided help to a friend or neighbor	4%	16%	43%	17%	20%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	14%
Several times a week	26%
Several times a month	28%
Less than several times a month	32%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Jackson County:	Excellent	Good	Fair	Poor	Total
Sheriff services	13%	53%	25%	10%	100%
Fire services	18%	58%	17%	7%	100%
Ambulance or emergency medical services	22%	57%	16%	6%	100%
Crime prevention	6%	38%	35%	22%	100%
Fire prevention and education	11%	48%	31%	10%	100%
Municipal courts	7%	43%	37%	13%	100%
Traffic enforcement on County road and highways	10%	43%	32%	15%	100%
Road repair	2%	9%	26%	63%	100%
Snow removal on County road and highways	3%	34%	42%	22%	100%
Bus or transit services	6%	41%	43%	10%	100%
Garbage collection	21%	54%	19%	6%	100%
Recycling	14%	47%	27%	12%	100%
Yard waste pick-up	7%	32%	38%	24%	100%
Storm drainage	5%	44%	36%	15%	100%
Drinking water	11%	46%	32%	11%	100%
Sewer services	13%	52%	29%	6%	100%
Power (electric and/or gas) utility	16%	51%	22%	11%	100%
County parks	20%	54%	23%	3%	100%
Recreation programs or classes	9%	51%	36%	4%	100%
Recreation centers or facilities	9%	45%	40%	5%	100%
Jackson County open space	12%	44%	38%	7%	100%
Nature programs or classes	9%	44%	37%	10%	100%
Availability of historic sites	8%	40%	43%	9%	100%
Land use, planning and zoning	3%	26%	46%	26%	100%
Code enforcement (weeds, abandoned buildings, etc.)	1%	17%	39%	42%	100%
Animal control	2%	34%	42%	21%	100%
Economic development	1%	14%	35%	50%	100%
Health services	7%	42%	38%	13%	100%
Services to seniors	10%	42%	37%	11%	100%
Services to youth	4%	30%	43%	23%	100%
Services to low-income people	7%	28%	42%	24%	100%
Public library services	26%	49%	23%	2%	100%
Public information services	8%	43%	40%	9%	100%
Public schools	6%	41%	39%	14%	100%
Cable television	11%	36%	34%	19%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	36%	43%	12%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Jackson County:	Excellent	Good	Fair	Poor	Total
Preservation of natural areas such as open space, farmlands and greenbelts	4%	37%	45%	14%	100%
Mental health services	4%	29%	45%	22%	100%
Drug and alcohol services	4%	33%	45%	17%	100%
Adult protective services	4%	32%	49%	14%	100%
Agricultural/farm advisor	2%	47%	38%	12%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
Jackson County	4%	40%	45%	11%	100%
The Federal Government	2%	18%	47%	33%	100%
The State Government	2%	21%	46%	31%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Jackson County to someone who asks	17%	44%	17%	22%	100%
Remain in Jackson County for the next five years	51%	28%	14%	7%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	4%
Somewhat positive	9%
Neutral	41%
Somewhat negative	30%
Very negative	15%
Total	100%

Question 19: Contact with County Employees	
Have you had any in-person, phone or email contact with an employee of Jackson County within the last 12 months (including sheriff, receptionists, planners or any others)?	Percent of respondents
No	60%
Yes	40%
Total	100%

Question 20: County Employees					
What was your impression of the employee(s) of Jackson County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	29%	45%	18%	8%	100%
Responsiveness	28%	29%	21%	21%	100%
Courtesy	36%	31%	24%	10%	100%
Overall impression	28%	32%	22%	17%	100%

Question 21: Government Performance					
Please rate the following categories of Jackson County government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Jackson County	4%	25%	47%	24%	100%
The overall direction that Jackson County is taking	6%	18%	45%	30%	100%
The job Jackson County government does at welcoming citizen involvement	4%	22%	45%	29%	100%

Question 22a: Custom Question 1	
Please rate the level of coordination between Jackson County and other units of government (e.g., federal, state, city, township, and village)	Percent of respondents
Excellent	3%
Good	32%
Fair	44%
Poor	21%
Total	100%



Question 22b: Custom Question 2	
Considering the services provided by the County, what do you think of the size of the County government?	Percent of respondents
Much too big	9%
Too big	22%
About right	56%
Too small	12%
Much too small	2%
Total	100%

Question 22c, Part 1: Custom Question 3					
Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in Jackson County:	Essential	Very important	Somewhat important	Not at all important	Total
Cooperation between governments	31%	49%	18%	2%	100%
Economic development	53%	39%	7%	1%	100%
Education	56%	36%	7%	1%	100%
Healthy community	40%	47%	12%	1%	100%
Recreation opportunities	17%	46%	36%	1%	100%
Cultural opportunities	14%	39%	39%	8%	100%
Safe community	63%	31%	6%	0%	100%

Question 22c, Part 2: Custom Question 3	
Please check which ONE is the most important:	Percent of respondents
Cooperation between governments	9%
Economic development	38%
Education	26%
Healthy community	7%
Recreation opportunities	2%
Cultural opportunities	1%
Safe community	30%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	40%
Yes, full-time	48%
Yes, part-time	12%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	81%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	15%
Bus, rail, subway or other public transportation	1%
Walk	1%
Bicycle	0%
Work at home	2%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Jackson County?	Percent of respondents
Less than 2 years	6%
2 to 5 years	5%
6 to 10 years	7%
11 to 20 years	11%
More than 20 years	70%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	79%
House attached to one or more houses (e.g., a duplex or townhome)	3%
Building with two or more apartments or condominiums	13%
Mobile home	4%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	27%
Owned by you or someone in this house with a mortgage or free and clear	73%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	12%
\$300 to \$599 per month	32%
\$600 to \$999 per month	31%
\$1,000 to \$1,499 per month	14%
\$1,500 to \$2,499 per month	9%
\$2,500 or more per month	2%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	70%
Yes	30%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	74%
Yes	26%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	30%
\$25,000 to \$49,999	32%
\$50,000 to \$99,999	24%
\$100,000 to \$149,000	10%
\$150,000 or more	4%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	1%
Black or African American	7%
White	91%
Other	1%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	6%
25 to 34 years	19%
35 to 44 years	15%
45 to 54 years	22%
55 to 64 years	16%
65 to 74 years	12%
75 years or older	10%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	49%
Male	51%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	10%
Yes	90%
Ineligible to vote	0%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	28%
Yes	71%
Ineligible to vote	1%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	13%
Yes	87%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	38%
Yes	62%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	19%
Land line	62%
Both	20%
Total	100%

## FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Jackson County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Jackson County as a place to live	8%	29	43%	152	37%	132	11%	39	0%	1	100%
Your neighborhood as a place to live	21%	75	50%	179	21%	76	7%	25	0%	2	100%	357
Jackson County as a place to raise children	9%	31	39%	139	33%	115	14%	49	6%	20	100%	354
Jackson County as a place to work	4%	14	21%	73	30%	107	38%	135	7%	25	100%	355
Jackson County as a place to retire	5%	19	25%	89	27%	96	28%	101	14%	50	100%	356
The overall quality of life in Jackson County	5%	16	40%	141	43%	151	11%	40	2%	6	100%	355

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Jackson County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	3%	10	30%	104	46%	159	14%	50	7%	25	100%
Openness and acceptance of the community towards people of diverse backgrounds	6%	21	28%	98	43%	150	15%	52	9%	30	100%	352
Overall appearance of Jackson County	2%	7	31%	107	47%	165	18%	64	2%	7	100%	350
Cleanliness of Jackson County	2%	7	29%	101	45%	158	23%	80	2%	7	100%	352
Overall quality of new development in Jackson County	2%	5	17%	60	42%	146	34%	119	6%	20	100%	350
Variety of housing options	5%	19	33%	117	35%	123	19%	66	8%	28	100%	353
Overall quality of business and service establishments in Jackson County	5%	18	32%	113	43%	152	17%	59	3%	12	100%	354
Shopping opportunities	6%	20	37%	130	38%	136	18%	63	1%	5	100%	354
Opportunities to attend cultural activities	3%	10	30%	105	35%	122	21%	74	12%	41	100%	351
Recreational opportunities	9%	31	37%	130	38%	133	12%	41	6%	20	100%	355
Employment opportunities	1%	2	5%	19	31%	110	57%	199	6%	21	100%	352
Educational opportunities	8%	28	34%	121	38%	136	14%	48	6%	21	100%	355

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Jackson County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	5%	16	29%	102	49%	171	8%	27	9%	31	100%
Opportunities to participate in religious or spiritual events and activities	17%	58	39%	138	29%	102	2%	9	13%	45	100%	353
Opportunities to volunteer	20%	72	45%	160	21%	75	3%	10	10%	36	100%	353
Opportunities to participate in community matters	5%	17	36%	129	36%	127	9%	31	14%	49	100%	354
Ease of car travel in Jackson County	10%	37	47%	168	27%	97	13%	46	2%	6	100%	354
Ease of bus travel in Jackson County	5%	16	18%	64	22%	76	10%	35	46%	161	100%	351
Ease of bicycle travel in Jackson County	6%	21	31%	109	25%	86	14%	49	24%	85	100%	351
Ease of walking in Jackson County	9%	30	36%	125	30%	106	15%	53	11%	38	100%	353
Availability of paths and walking trails	13%	47	35%	125	29%	104	9%	32	13%	45	100%	352
Traffic flow on major streets	5%	17	43%	155	34%	121	16%	57	2%	8	100%	357
Amount of public parking	4%	14	38%	134	35%	123	15%	54	8%	27	100%	352
Availability of affordable quality housing	7%	23	27%	94	34%	120	18%	63	15%	55	100%	356
Availability of affordable quality child care	2%	7	18%	62	28%	97	13%	45	40%	141	100%	352
Availability of affordable quality health care	5%	19	30%	107	30%	105	24%	83	11%	38	100%	352
Availability of affordable quality food	12%	41	43%	152	36%	126	9%	31	1%	4	100%	354
Availability of preventive health services	5%	17	38%	133	34%	118	14%	48	10%	34	100%	350
Air quality	8%	28	51%	179	28%	99	5%	19	8%	28	100%	355
Quality of overall natural environment in Jackson County	7%	23	45%	158	35%	123	7%	26	7%	24	100%	354
Overall image or reputation of Jackson County	2%	7	22%	77	41%	146	29%	103	6%	20	100%	353

Question 3: Growth														
Please rate the speed of growth in the following categories in Jackson County over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	19%	67	23%	82	21%	75	7%	23	1%	4	29%	102	100%
Retail growth (stores, restaurants, etc.)	22%	77	35%	123	29%	105	4%	15	0%	1	10%	35	100%	355
Jobs growth	64%	228	24%	84	2%	9	0%	1	1%	2	9%	33	100%	356

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Jackson County?	Percent of respondents	Count
Not a problem	4%	13
Minor problem	16%	57
Moderate problem	41%	144
Major problem	30%	105
Don't know	8%	30
Total	100%	349

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Jackson County:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	6%	22	38%	136	17%	60	27%	94	9%	32	2%	9	100%
Property crimes (e.g., burglary, theft)	4%	13	34%	119	19%	67	28%	99	13%	47	2%	8	100%	353
Environmental hazards, including toxic waste	20%	69	36%	128	17%	61	11%	39	3%	11	13%	45	100%	353



Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	57%	200	27%	94	11%	39	4%	16	1%	3	1%	2	100%
In your neighborhood after dark	28%	101	38%	134	13%	47	13%	48	6%	23	1%	2	100%	354
In Jackson County's downtown area(s) during the day	30%	105	43%	154	13%	47	9%	31	1%	3	4%	15	100%	355
In Jackson County's downtown area(s) after dark	4%	13	23%	82	17%	61	32%	112	18%	64	7%	23	100%	356

Question 7: Contact with Sheriff's Department														
Have you had any in-person or phone contact with an employee of the Jackson County Sheriff's Department within the last 12 months?							No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the Jackson County Sheriff's Department within the last 12 months?							69%	242	31%	110	0%	0	100%	352

Question 8: Ratings of Contact with Sheriff's Department																
What was your overall impression of your most recent contact with the Jackson County Sheriff's Department?					Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the Jackson County Sheriff's Department?					28%	31	37%	40	14%	15	20%	22	1%	1	100%	110

Question 8: Crime Victim					
During the past twelve months, were you or anyone in your household the victim of any crime?			Percent of respondents		Count
No			86%		305
Yes			13%		47
Don't know			1%		4
Total			100%		356

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	21%	10
Yes	79%	37
Don't know	0%	0
Total	100%	47

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Jackson County?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Jackson County public libraries or their services	29%	104	26%	94	26%	92	10%	34	9%	32	100%
Used Jackson County recreation centers	50%	179	26%	94	16%	57	5%	16	3%	11	100%	356
Participated in a recreation program or activity	60%	210	22%	78	15%	52	2%	8	1%	4	100%	353
Visited a neighborhood park or County park	15%	52	30%	107	36%	129	11%	39	8%	30	100%	356
Ridden a local bus within Jackson County	90%	315	4%	14	2%	7	1%	2	3%	11	100%	350
Attended a meeting of local elected officials or other local public meeting	73%	260	20%	69	5%	16	2%	6	1%	4	100%	356
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media	59%	209	24%	83	13%	45	3%	10	1%	5	100%	353
Visited the Jackson County Web site (at <a href="http://www.jacksongov.org">www.jacksongov.org</a> )	61%	212	20%	69	13%	46	5%	18	2%	5	100%	350
Recycled used paper, cans or bottles from your home	20%	69	8%	27	22%	78	18%	61	33%	113	100%	348
Volunteered your time to some group or activity in Jackson County	49%	172	21%	73	17%	60	6%	20	8%	28	100%	354
Participated in religious or spiritual activities in Jackson County	45%	159	12%	42	15%	52	8%	28	21%	76	100%	356
Participated in a club or civic group in Jackson County	66%	232	15%	55	10%	36	4%	16	4%	16	100%	354
Provided help to a friend or neighbor	4%	15	16%	56	43%	154	17%	59	20%	72	100%	356

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	14%	50
Several times a week	26%	91
Several times a month	28%	98
Less than several times a month	32%	114
Total	100%	352

Question 13: Service Quality												
Please rate the quality of each of the following services in Jackson County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sheriff services	10%	37	42%	149	20%	69	8%	27	20%	69	100%
Fire services	14%	49	44%	154	13%	45	6%	19	24%	84	100%	351
Ambulance or emergency medical services	17%	61	45%	156	12%	44	4%	15	21%	74	100%	350
Crime prevention	4%	15	30%	103	27%	95	18%	61	21%	74	100%	347
Fire prevention and education	8%	27	34%	120	22%	78	7%	26	29%	100	100%	350
Municipal courts	4%	15	30%	102	25%	87	9%	32	32%	109	100%	346
Traffic enforcement on County road and highways	9%	30	39%	137	29%	100	14%	48	9%	33	100%	349
Road repair	2%	7	9%	31	26%	92	62%	219	1%	5	100%	354
Snow removal on County road and highways	3%	9	33%	115	41%	143	21%	74	3%	10	100%	351
Bus or transit services	3%	9	18%	61	19%	64	4%	15	57%	196	100%	346
Garbage collection	17%	60	44%	154	16%	56	5%	17	19%	66	100%	353
Recycling	12%	43	40%	142	23%	82	10%	36	14%	50	100%	352
Yard waste pick-up	4%	14	19%	68	23%	81	14%	50	39%	137	100%	350
Storm drainage	4%	13	29%	103	24%	84	10%	36	33%	114	100%	349
Drinking water	9%	33	39%	137	28%	96	10%	33	14%	49	100%	349
Sewer services	10%	33	39%	135	21%	75	4%	15	26%	91	100%	348
Power (electric and/or gas) utility	16%	56	50%	177	22%	77	11%	38	1%	5	100%	353
County parks	19%	67	51%	179	21%	75	3%	9	6%	22	100%	352

Question 13: Service Quality												
Please rate the quality of each of the following services in Jackson County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Recreation programs or classes	6%	21	32%	114	23%	80	3%	10	36%	127	100%
Recreation centers or facilities	6%	21	30%	103	26%	91	4%	12	35%	121	100%	347
Jackson County open space	7%	23	25%	88	22%	76	4%	15	42%	147	100%	349
Nature programs or classes	5%	17	25%	87	21%	73	5%	19	44%	155	100%	351
Availability of historic sites	6%	21	29%	103	31%	110	7%	24	26%	92	100%	350
Land use, planning and zoning	2%	5	15%	53	27%	93	15%	53	41%	143	100%	347
Code enforcement (weeds, abandoned buildings, etc.)	1%	3	13%	46	29%	102	32%	112	25%	87	100%	351
Animal control	2%	6	27%	96	34%	118	17%	60	20%	71	100%	352
Economic development	1%	2	11%	39	27%	96	40%	138	21%	74	100%	349
Health services	6%	21	38%	130	34%	116	12%	40	11%	38	100%	344
Services to seniors	7%	25	29%	102	26%	91	8%	28	30%	106	100%	352
Services to youth	2%	9	20%	69	29%	99	16%	54	33%	115	100%	347
Services to low-income people	5%	16	19%	64	28%	96	16%	54	34%	116	100%	346
Public library services	21%	75	41%	144	19%	67	1%	5	17%	60	100%	351
Public information services	6%	21	31%	108	29%	100	6%	22	28%	99	100%	349
Public schools	5%	19	34%	118	33%	112	12%	42	15%	51	100%	341
Cable television	9%	31	29%	102	27%	96	16%	55	19%	66	100%	349
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	6%	20	23%	82	28%	100	8%	28	35%	123	100%	352
Preservation of natural areas such as open space, farmlands and greenbelts	2%	8	25%	88	31%	106	9%	33	33%	114	100%	349
Mental health services	2%	7	17%	59	26%	90	13%	45	42%	147	100%	347
Drug and alcohol services	2%	8	18%	61	24%	83	9%	31	48%	165	100%	348
Adult protective services	2%	8	16%	56	25%	87	7%	25	50%	175	100%	351
Agricultural/farm advisor	1%	2	13%	46	11%	37	3%	12	72%	248	100%	346

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	Jackson County	4%	12	38%	132	43%	150	10%	36	6%	20	100%
The Federal Government	2%	7	16%	55	41%	145	29%	101	12%	42	100%	350
The State Government	2%	6	19%	67	41%	145	28%	99	9%	32	100%	350

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Jackson County to someone who asks	16%	58	42%	147	17%	59	21%	73	4%	14	100%
Remain in Jackson County for the next five years	49%	172	27%	94	13%	45	7%	23	4%	15	100%	349

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	4%	16
Somewhat positive	9%	31
Neutral	41%	146
Somewhat negative	30%	107
Very negative	15%	52
Total	100%	352

Question 19: Contact with County Employees		
Have you had any in-person, phone or email contact with an employee of Jackson County within the last 12 months (including sheriff, receptionists, planners or any others)?	Percent of respondents	Count
No	60%	212
Yes	40%	143
Total	100%	355

Question 20: County Employees												
What was your impression of the employee(s) of Jackson County in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	28%	40	43%	62	17%	24	8%	12	3%	4	100%
Responsiveness	28%	40	29%	41	21%	30	21%	30	1%	2	100%	142
Courtesy	36%	52	31%	44	24%	34	10%	14	0%	0	100%	143
Overall impression	28%	40	32%	45	22%	32	17%	25	0%	0	100%	142

Question 21: Government Performance												
Please rate the following categories of Jackson County government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Jackson County	3%	12	22%	77	41%	145	21%	74	12%	44	100%
The overall direction that Jackson County is taking	5%	18	15%	54	38%	134	25%	89	17%	59	100%	353
The job Jackson County government does at welcoming citizen involvement	3%	10	16%	55	32%	111	20%	70	30%	104	100%	350

Question 22a: Custom Question 1		
Please rate the level of coordination between Jackson County and other units of government (e.g., federal, state, city, township, and village)	Percent of respondents	Count
Excellent	2%	6
Good	21%	74
Fair	28%	101
Poor	14%	49
Don't know	35%	126
Total	100%	356

Question 22b: Custom Question 2		
Considering the services provided by the County, what do you think of the size of the County government?	Percent of respondents	Count
Much too big	6%	21
Too big	15%	52
About right	38%	136
Too small	8%	29
Much too small	1%	4
Don't know	32%	115
Total	100%	357

Question 22c, Part 1: Custom Question 3												
Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in Jackson County	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Cooperation between governments	28%	94	45%	153	17%	57	1%	5	8%	27	100%
Economic development	51%	174	37%	126	7%	24	1%	2	4%	14	100%	341
Education	55%	187	35%	120	6%	22	1%	2	2%	8	100%	339
Healthy community	39%	132	46%	155	11%	38	1%	3	3%	10	100%	339
Recreation opportunities	16%	54	43%	148	34%	116	1%	5	5%	19	100%	342
Cultural opportunities	13%	43	36%	123	37%	125	8%	27	7%	22	100%	340
Safe community	60%	202	30%	101	5%	18	0%	1	4%	12	100%	335

Question 22c, Part 2: Custom Question 3		
Please check which ONE is the most important:	Percent of respondents	Count
Cooperation between governments	9%	21
Economic development	38%	88
Education	26%	61
Healthy community	7%	15
Recreation opportunities	2%	4
Cultural opportunities	1%	3
Safe community	30%	69
Total	100%	231



Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	40%	143
Yes, full-time	48%	170
Yes, part-time	12%	41
Total	100%	354

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	81%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	15%
Bus, rail, subway or other public transportation	1%
Walk	1%
Bicycle	0%
Work at home	2%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Jackson County?	Percent of respondents	Count
Less than 2 years	6%	21
2 to 5 years	5%	19
6 to 10 years	7%	26
11 to 20 years	11%	41
More than 20 years	70%	249
Total	100%	355

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	79%	281
House attached to one or more houses (e.g., a duplex or townhome)	3%	9
Building with two or more apartments or condominiums	13%	48
Mobile home	4%	15
Other	2%	6
Total	100%	358

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	27%	95
Owned by you or someone in this house with a mortgage or free and clear	73%	254
Total	100%	349

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	12%	40
\$300 to \$599 per month	32%	107
\$600 to \$999 per month	31%	105
\$1,000 to \$1,499 per month	14%	46
\$1,500 to \$2,499 per month	9%	32
\$2,500 or more per month	2%	8
Total	100%	338

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	70%	251
Yes	30%	107
Total	100%	358

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	74%	265
Yes	26%	91
Total	100%	356

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	30%	100
\$25,000 to \$49,999	32%	108
\$50,000 to \$99,999	24%	81
\$100,000 to \$149,000	10%	35
\$150,000 or more	4%	13
Total	100%	337

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	338
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	7
Total	100%	345

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	3%	10
Asian, Asian Indian or Pacific Islander	1%	4
Black or African American	7%	26
White	91%	321
Other	1%	5
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	6%	23
25 to 34 years	19%	69
35 to 44 years	15%	52
45 to 54 years	22%	78
55 to 64 years	16%	55
65 to 74 years	12%	43
75 years or older	10%	35
Total	100%	355

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	49%	170
Male	51%	180
Total	100%	350

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	9%	34
Yes	88%	314
Ineligible to vote	0%	2
Don't know	2%	7
Total	100%	356

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	27%	97
Yes	68%	243
Ineligible to vote	1%	4
Don't know	3%	11
Total	100%	355

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	13%	46
Yes	87%	306
Total	100%	352

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	38%	133
Yes	62%	218
Total	100%	351

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	19%	34
Land line	62%	115
Both	20%	36
Total	100%	186

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### SURVEY VALIDITY

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

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

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by County officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

## SURVEY SAMPLING

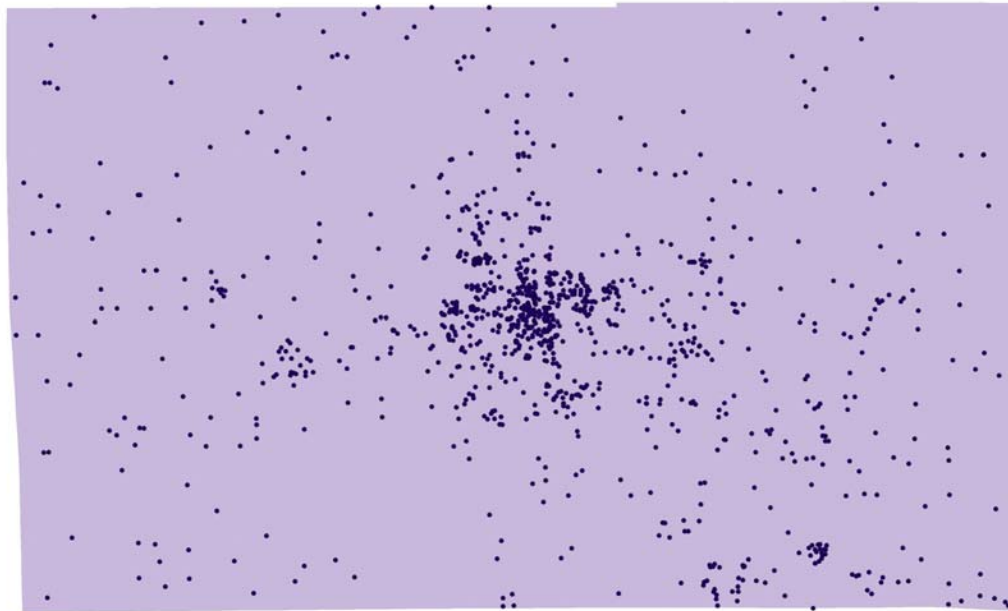
“Sampling” refers to the method by which survey recipients were chosen. All households within Jackson County were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within Jackson County boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve Jackson County households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of Jackson County boundaries were removed from consideration.



To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within Jackson County. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 92: LOCATION OF SURVEY RECIPIENTS

### The National Citizen Survey™ Jackson County, MI 2011

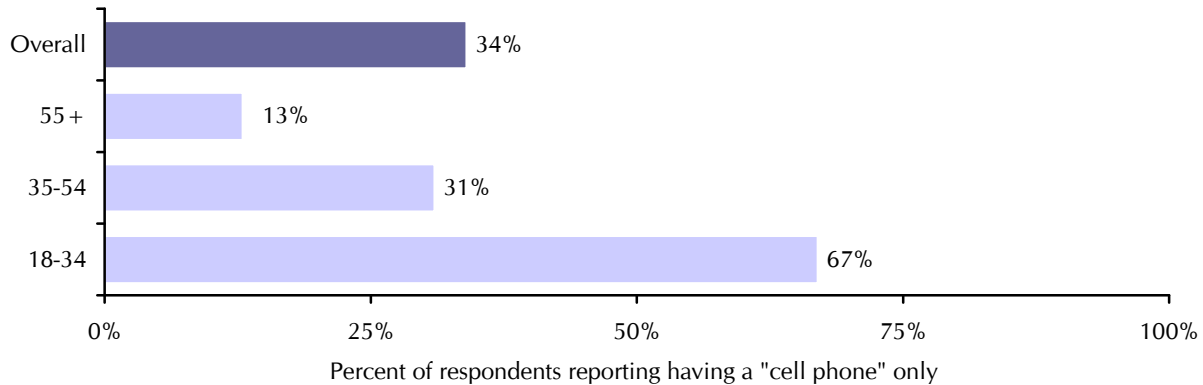


● Survey Recipient

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

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>2</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Jackson County has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 93: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN JACKSON COUNTY



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning December 7, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the chairman of the board of county commissioners inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for Jackson County survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (359 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of

<sup>2</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

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

### SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in Jackson County. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race and ethnicity and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of racial and/or ethnic representation
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the following table

3

Jackson County Citizen Survey Weighting Table			
Characteristic	Population Norm1	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	27%	20%	27%
Own home	73%	80%	73%
Detached unit	84%	82%	83%
Attached unit	16%	18%	17%
<b>Race and Ethnicity</b>			
White	89%	92%	89%
Not white	11%	8%	11%
Not Hispanic	98%	99%	98%
Hispanic	2%	1%	2%
White alone, not Hispanic	88%	92%	88%
Hispanic and/or other race	12%	8%	12%
<b>Sex and Age</b>			
Female	49%	54%	49%
Male	51%	46%	51%
18-34 years of age	27%	12%	26%
35-54 years of age	38%	34%	37%
55+ years of age	35%	55%	38%
Females 18-34	13%	7%	12%
Females 35-54	18%	18%	17%
Females 55+	19%	29%	19%
Males 18-34	15%	5%	14%
Males 35-54	20%	16%	20%
Males 55+	17%	25%	18%

<sup>3</sup> 1 Source: 2010 Census/2005-2009 ACS

## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### “Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

### The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

## Comparison of Jackson County to the Benchmark Database

Jackson County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (North Central region). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Jackson County Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, Jackson County's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Jackson County's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.



## APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within Jackson County.

Dear Jackson County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Jackson County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

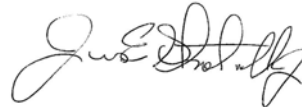


James E. Shotwell, Jr.  
Chairman, Jackson County  
Board of Commissioners

Dear Jackson County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Jackson County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

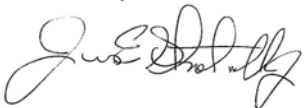


James E. Shotwell, Jr.  
Chairman, Jackson County  
Board of Commissioners

Dear Jackson County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Jackson County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

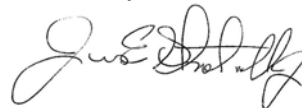


James E. Shotwell, Jr.  
Chairman, Jackson County  
Board of Commissioners

Dear Jackson County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Jackson County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



James E. Shotwell, Jr.  
Chairman, Jackson County  
Board of Commissioners



**COUNTY OF JACKSON**  
Jackson County Tower Bldg.  
6th Floor  
120 W. MICHIGAN AVE.  
JACKSON, MICHIGAN 49201

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



**COUNTY OF JACKSON**  
Jackson County Tower Bldg.  
6th Floor  
120 W. MICHIGAN AVE.  
JACKSON, MICHIGAN 49201

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



**COUNTY OF JACKSON**  
Jackson County Tower Bldg.  
6th Floor  
120 W. MICHIGAN AVE.  
JACKSON, MICHIGAN 49201

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



**COUNTY OF JACKSON**  
Jackson County Tower Bldg.  
6th Floor  
120 W. MICHIGAN AVE.  
JACKSON, MICHIGAN 49201

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

# JACKSON COUNTY BOARD OF COMMISSIONERS

*James E. Shotwell, Jr., Chairman*



*Michael Way, Vice-Chairman*

Julie Alexander  
Philip S. Duckham III  
David K. Elwell  
Clifford E. Herl  
David F. Lutchka

Gail W. Mahoney  
Carl Rice, Jr.  
Patricia A. Smith  
James C. Videto  
Jonathan T. Williams

December 2011

Dear Jackson County Resident:

Jackson County wants to know what you think about our community and municipal government. You have been randomly selected to participate in Jackson County's 2011 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help the Jackson County Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Jackson County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (517) 768-6621.

Please help us shape the future of Jackson County. Thank you for your time and participation.

Respectfully,

James E. Shotwell, Jr. Chairman

# JACKSON COUNTY BOARD OF COMMISSIONERS

*James E. Shotwell, Jr., Chairman*



*Michael Way, Vice-Chairman*

Julie Alexander  
Philip S. Duckham III  
David K. Elwell  
Clifford E. Herl  
David F. Lutchka

Gail W. Mahoney  
Carl Rice, Jr.  
Patricia A. Smith  
James C. Videto  
Jonathan T. Williams

December 2011

Dear Jackson County Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. Jackson County wants to know what you think about our community and municipal government. You have been randomly selected to participate in Jackson County's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help the Jackson County Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Jackson County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (517) 768-6621.

Please help us shape the future of Jackson County. Thank you for your time and participation.

Respectfully,

James E. Shotwell, Jr. Chairman

# Jackson County 2011 Citizen Survey

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

**1. Please rate each of the following aspects of quality of life in Jackson County:**

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of Jackson County.....	1	2	3	4	5
Cleanliness of Jackson County .....	1	2	3	4	5
Overall quality of new development in Jackson County .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Jackson County	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Jackson County .....	1	2	3	4	5
Ease of bus travel in Jackson County .....	1	2	3	4	5
Ease of bicycle travel in Jackson County.....	1	2	3	4	5
Ease of walking in Jackson County .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking .....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Quality of overall natural environment in Jackson County.....	1	2	3	4	5
Overall image or reputation of Jackson County .....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Jackson County over the past 2 years:**

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Jackson County?  
 Not a problem     Minor problem     Moderate problem     Major problem     Don't know

5. Please rate how safe or unsafe you feel from the following in Jackson County:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Jackson County's downtown area(s) during the day....	1	2	3	4	5	6
In Jackson County's downtown area(s) after dark.....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the Jackson County Sheriff's Department within the last 12 months?

- No → Go to Question 9                       Yes → Go to Question 8

8. What was your overall impression of your most recent contact with the Jackson County Sheriff's Department?

- Excellent     Good     Fair     Poor     Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11     Yes → Go to Question 10     Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No                       Yes                       Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Jackson County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Jackson County public libraries or their services.....	1	2	3	4	5
Used Jackson County recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or County park.....	1	2	3	4	5
Ridden a local bus within Jackson County.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Visited the Jackson County Web site (at www.jacksongov.org) .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Jackson County.....	1	2	3	4	5
Participated in religious or spiritual activities in Jackson County .....	1	2	3	4	5
Participated in a club or civic group in Jackson County.....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day  
 Several times a week  
 Several times a month  
 Less than several times a month

# Jackson County 2011 Citizen Survey

## 13. Please rate the quality of each of the following services in Jackson County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sheriff services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Municipal courts .....	1	2	3	4	5
Traffic enforcement on County roads and highways .....	1	2	3	4	5
Road repair .....	1	2	3	4	5
Snow removal on County roads and highways .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
Power (electric and/or gas) utility .....	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Jackson County Open Space .....	1	2	3	4	5
Nature programs or classes .....	1	2	3	4	5
Availability of historic sites .....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts .....	1	2	3	4	5
Mental Health services.....	1	2	3	4	5
Drug and Alcohol services .....	1	2	3	4	5
Adult protective services .....	1	2	3	4	5
Agricultural/Farm advisor .....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Jackson County .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5

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

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

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

- Very positive     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative



17. Have you had any in-person or phone contact with an employee of the Jackson County Fire Department within the last 12 months?

- No → Go to Question 19       Yes → Go to Question 18

18. What was your overall impression of your most recent contact with the Jackson County Fire Department?

- Excellent       Good       Fair       Poor       Don't know

19. Have you had any in-person, phone or email contact with an employee of Jackson County within the last 12 months (including sheriff, receptionists, planners or any others)?

- No → Go to Question 21       Yes → Go to Question 20

20. What was your impression of the employee(s) of Jackson County in your most recent contact? (Rate each characteristic below.)

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

21. Please rate the following categories of Jackson County government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Jackson County.....	1	2	3	4	5
The overall direction that Jackson County is taking.....	1	2	3	4	5
The job Jackson County government does at welcoming citizen involvement.....	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

- a. Please rate the level of coordination between Jackson County and other units of government (e.g. federal, state, city, township, and village).
- Excellent  
 Good  
 Fair  
 Poor  
 Don't know
- b. Considering the services provided by the County, what do you think of the size of the County government?
- Much too big  
 Too big  
 About right  
 Too small  
 Much too small  
 Don't know
- c. First, please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in Jackson County. Then, please check which ONE is the most important.

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all Important</i>	<i>Don't know</i>	<i>Most important</i>
Cooperation between governments.....	1	2	3	4	5	<input type="radio"/>
Economic development.....	1	2	3	4	5	<input type="radio"/>
Education.....	1	2	3	4	5	<input type="radio"/>
Healthy community.....	1	2	3	4	5	<input type="radio"/>
Recreation opportunities.....	1	2	3	4	5	<input type="radio"/>
Cultural opportunities.....	1	2	3	4	5	<input type="radio"/>
Safe community.....	1	2	3	4	5	<input type="radio"/>

# Jackson County 2011 Citizen Survey

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

**D1. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults ..... days
- Bus, rail, subway or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. How many years have you lived in Jackson County?**

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

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

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

**D7. Do any children 17 or under live in your household?**

- No                       Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No                       Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

**Please respond to both question D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

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

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

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

**D12. In which category is your age?**

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

**D13. What is your sex?**

- Female                 Male

**D14. Are you registered to vote in your jurisdiction?**

- No                       Ineligible to vote
- Yes                      Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- No                       Ineligible to vote
- Yes                      Don't know

**D16. Do you have a cell phone?**

- No                       Yes

**D17. Do you have a land line at home?**

- No                       Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- Cell                     Land line             Both

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

**COUNTY OF JACKSON**

Jackson County Tower Bldg.  
6th Floor  
120 W. MICHIGAN AVE.  
JACKSON, MICHIGAN 49201

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

