



JACKSON COUNTY, MI 2010



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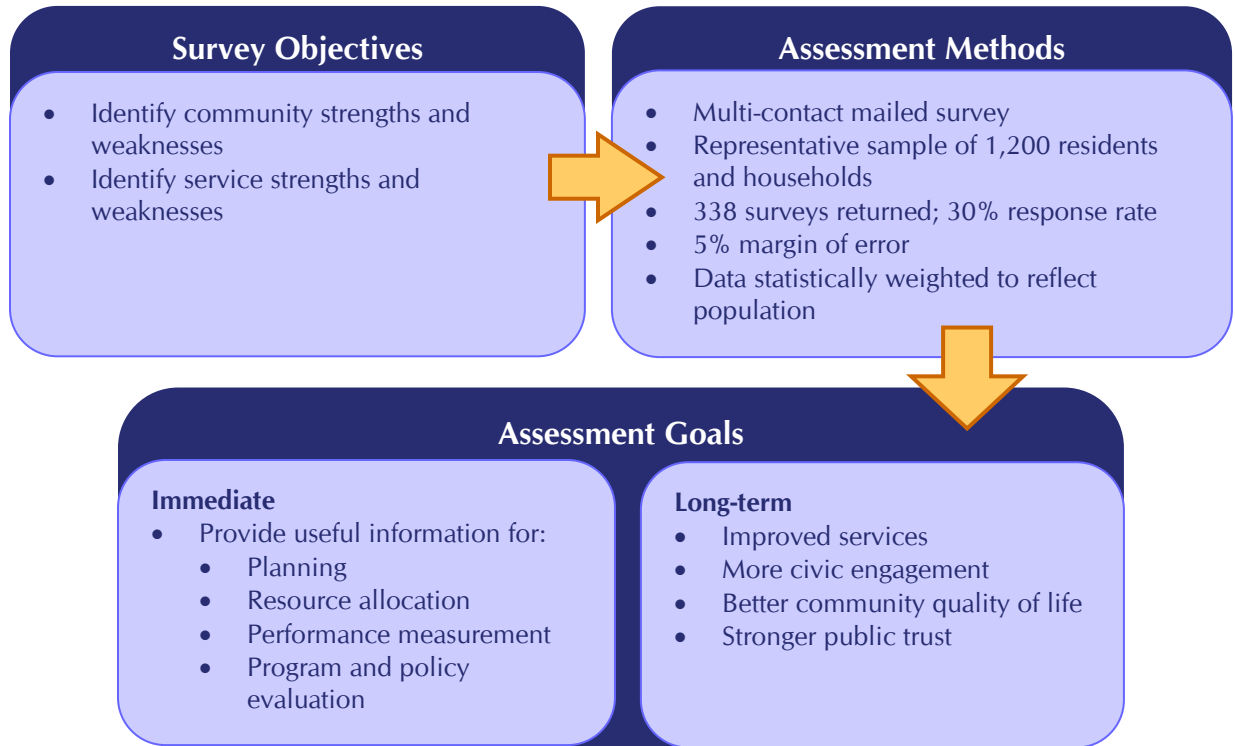
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SURVEY BACKGROUND

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 338 completed surveys were obtained, providing an overall response rate of 30%. Typically, the 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 problems 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 several policy questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports 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

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 confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the Jackson County survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (338 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%

"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.

Most residents experience a good quality of life in Jackson County and believe the county is a good place to live. The overall quality of life in Jackson County was rated as “excellent” or “good” by about half of the respondents. A majority report 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, opportunities to participate in religious or spiritual events or activities, and 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.

Residents in Jackson County were civically engaged. While 31% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 97% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in Jackson County.

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.” Those residents who had interacted with an employee of Jackson County in the previous 12 months gave high marks to those employees. About three quarters rated their overall impression of employees as “excellent” or “good.”

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:

- Traffic enforcement
- Sheriff services
- Snow removal

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. Further, a majority reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

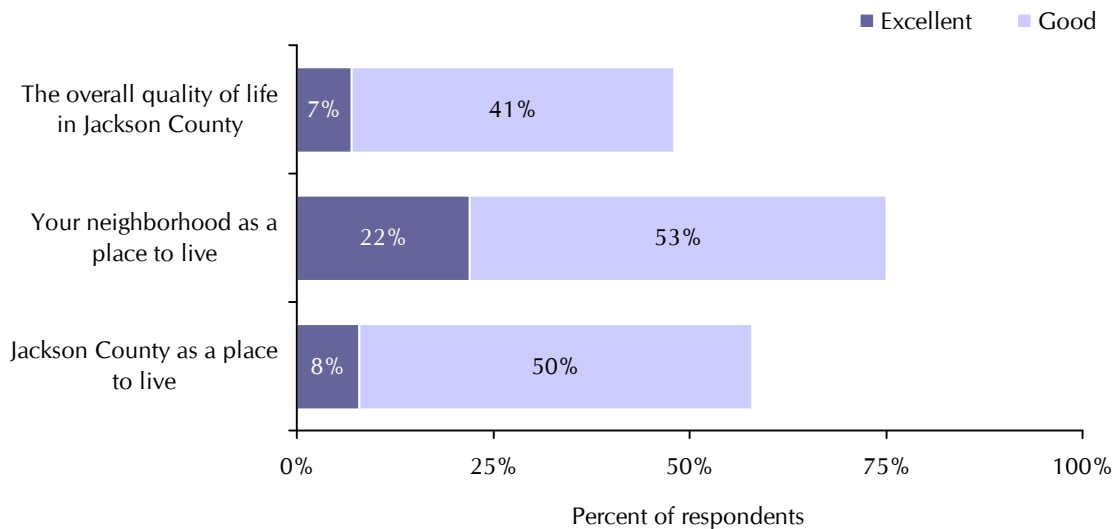
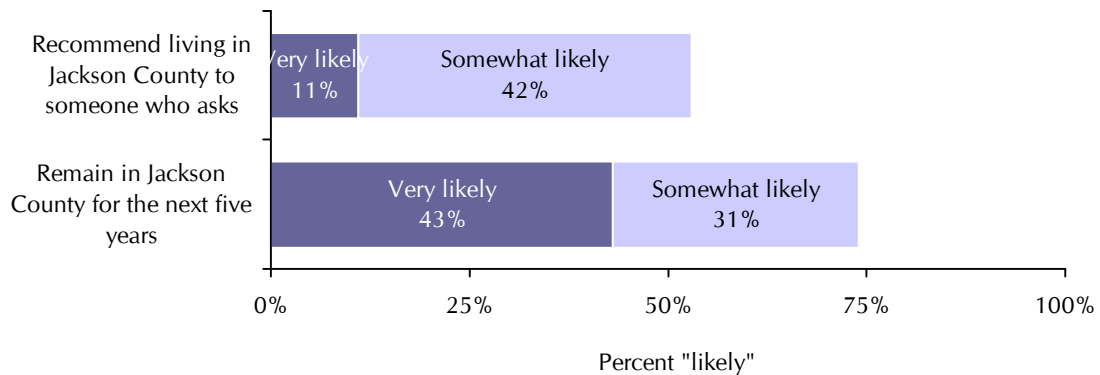


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY



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 five aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Jackson County was given the most positive rating, followed by availability of paths and walking trails.

FIGURE 5: RATINGS OF TRANSPORTATION IN COMMUNITY

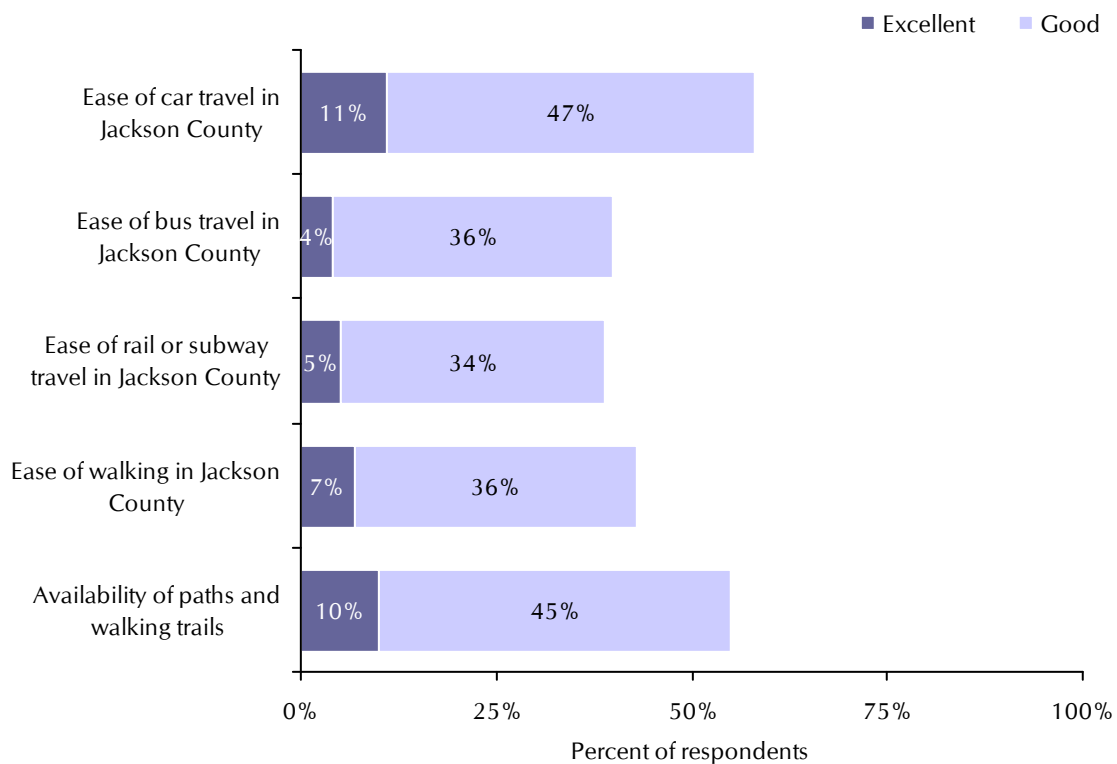
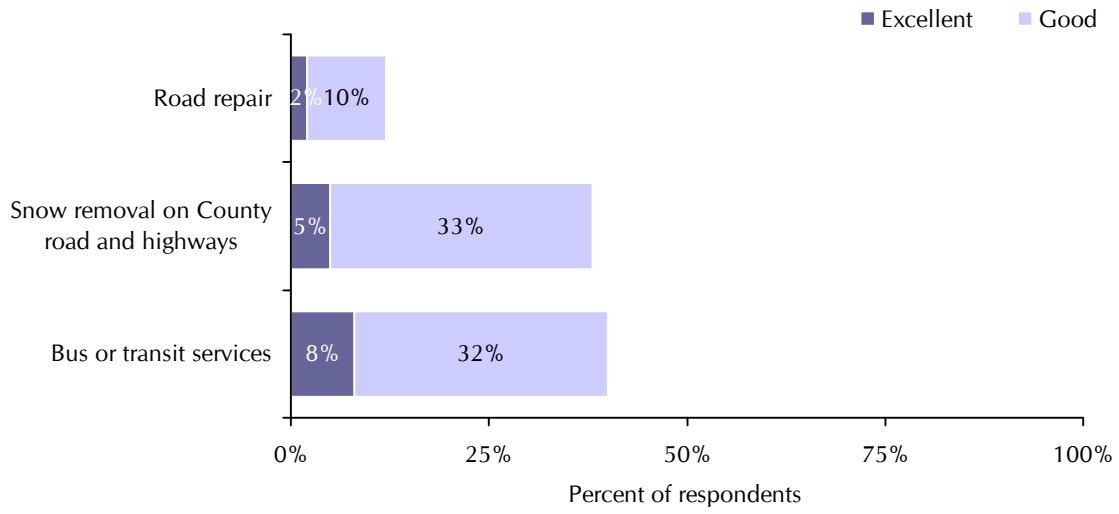


FIGURE 6: RATINGS OF TRANSPORTATION AND PARKING SERVICES



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% were made by foot.

FIGURE 7: FREQUENCY OF BUS USE IN LAST 12 MONTHS

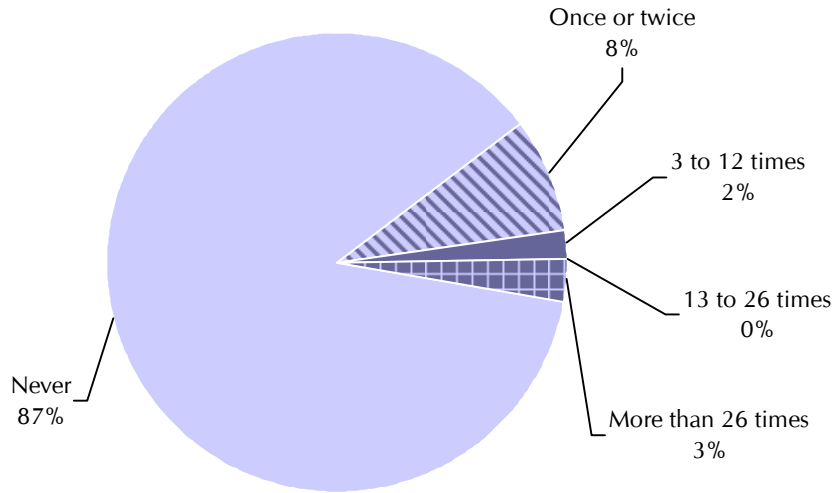
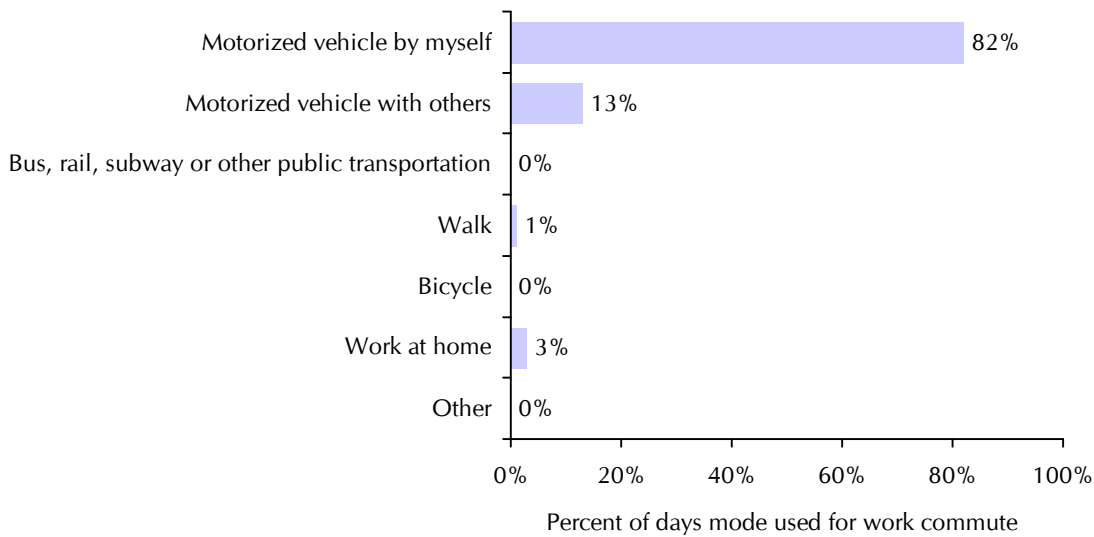


FIGURE 8: MODE OF TRAVEL USED FOR WORK COMMUTE

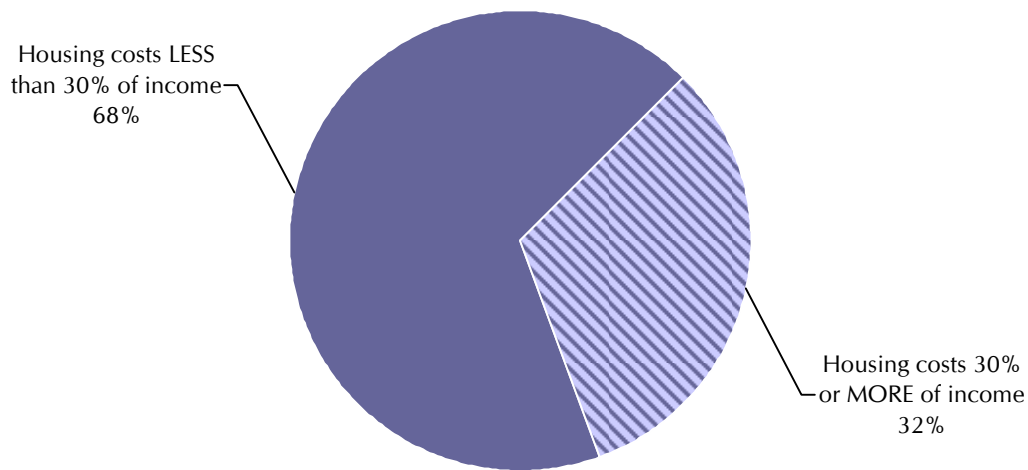


Housing

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 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 32% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 9: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"



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" by 1% of respondents and as "good" by an additional 14%. The overall appearance of Jackson County was rated as "excellent" or "good" by 40% of respondents. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Jackson County, 76% thought they were a "major" or "moderate problem."

FIGURE 10: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

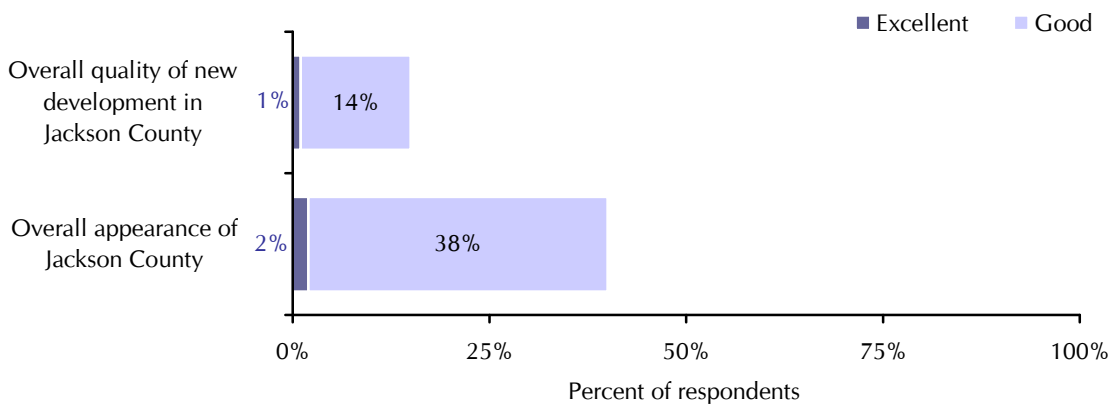


FIGURE 11: RATINGS OF POPULATION GROWTH

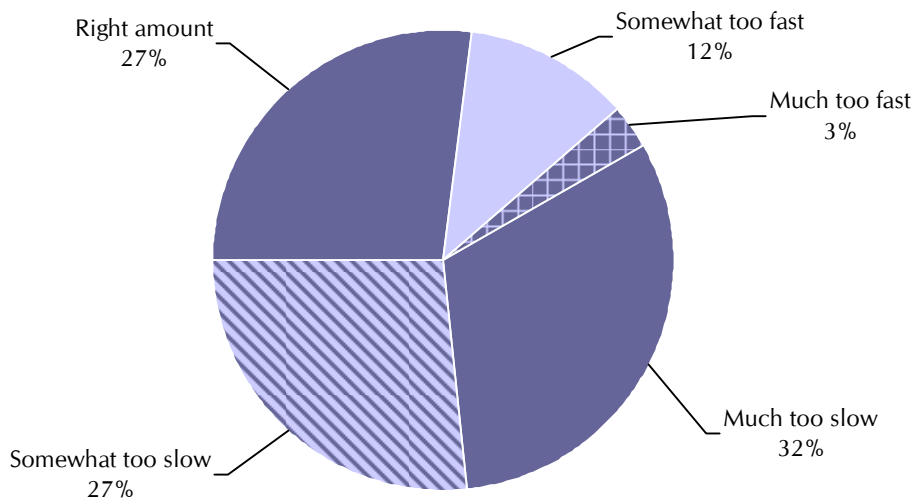


FIGURE 12: RATINGS OF NUISANCE PROBLEMS

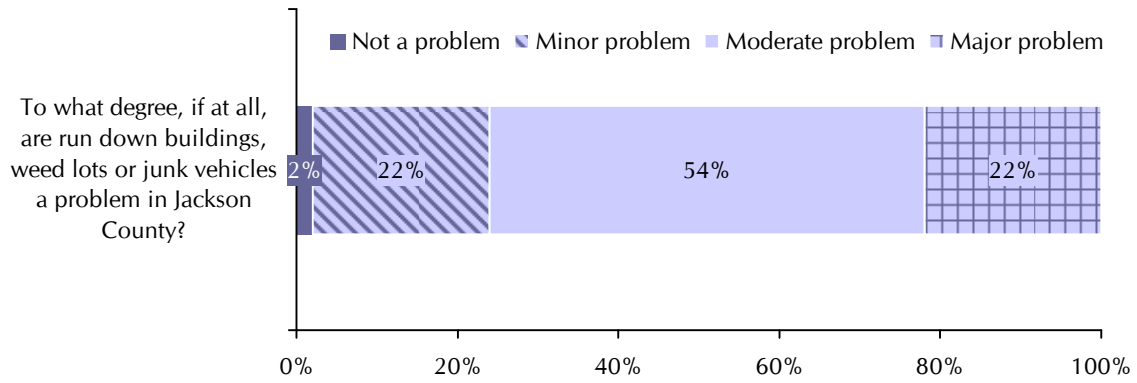
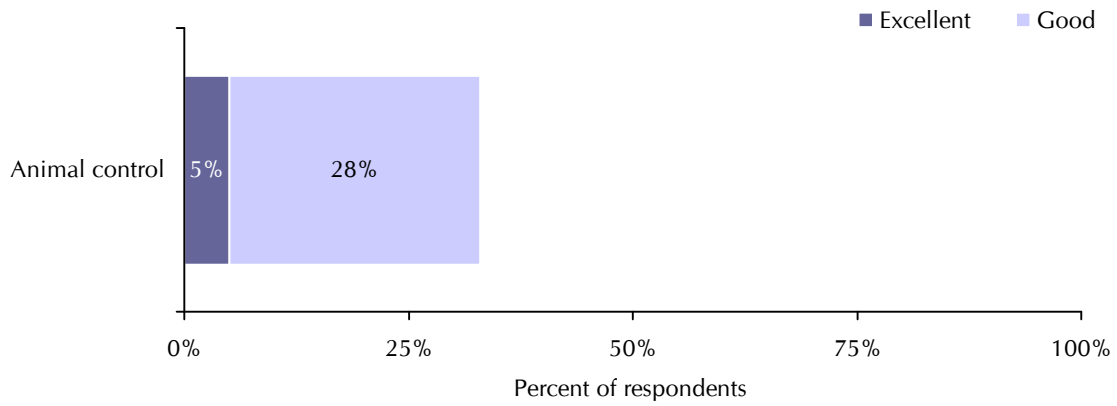


FIGURE 13: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

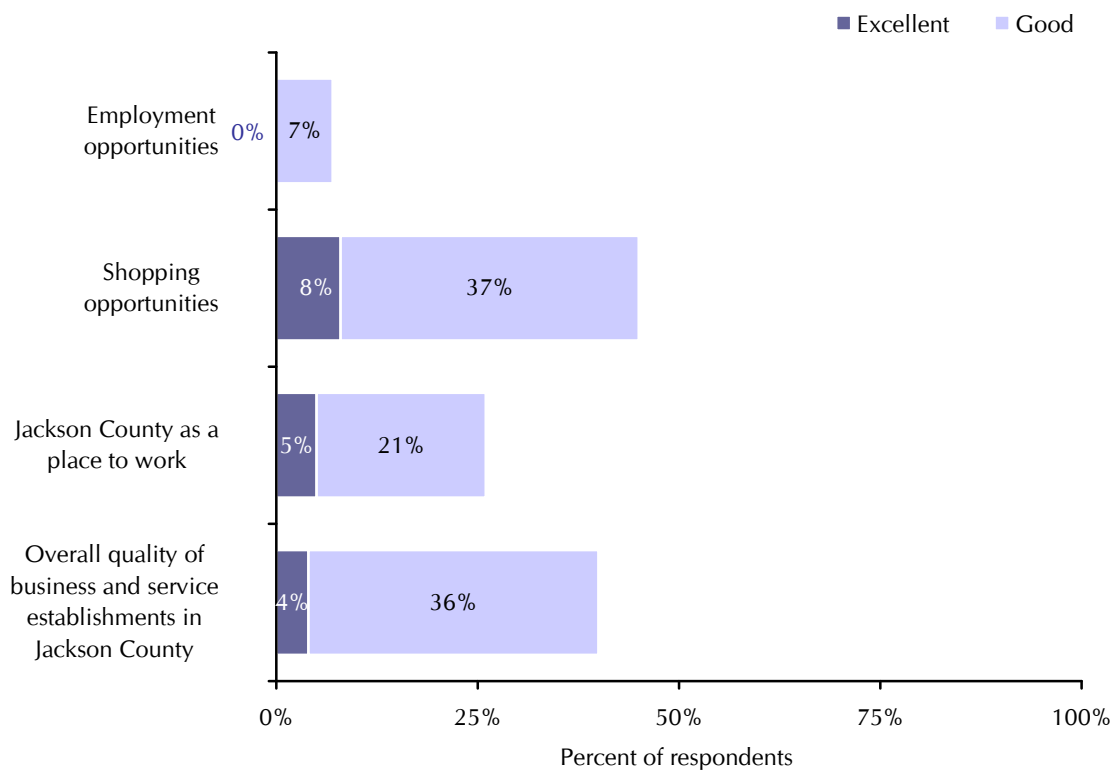


ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

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 overall quality of business and service establishments in Jackson County. Receiving the lowest rating was employment opportunities.

FIGURE 14: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES



When asked to evaluate the rate of job growth in Jackson County, 97% responded that it was “too slow,” while 50% reported retail growth as “too slow.”

FIGURE 15: RATINGS OF RETAIL AND JOB GROWTH

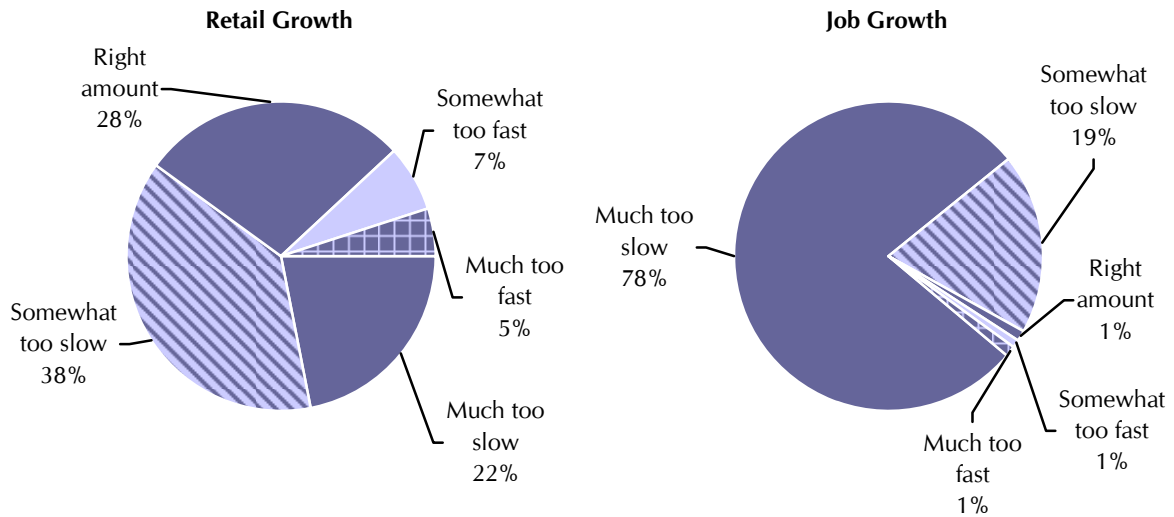
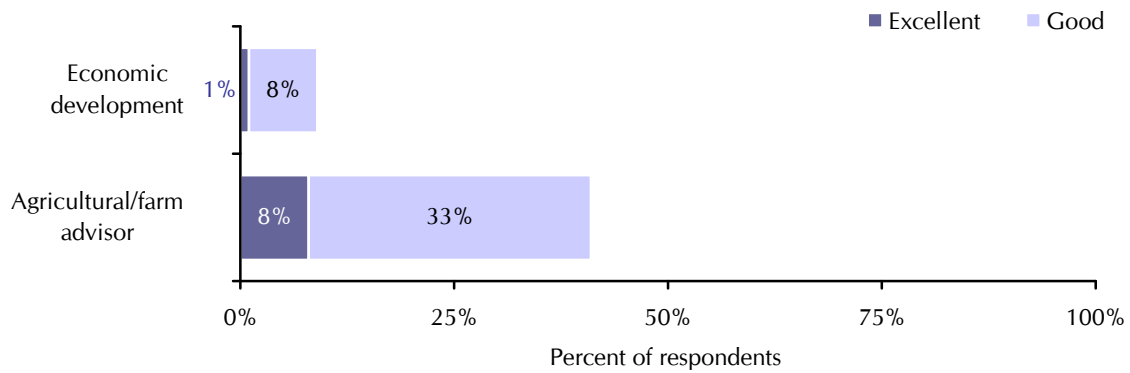
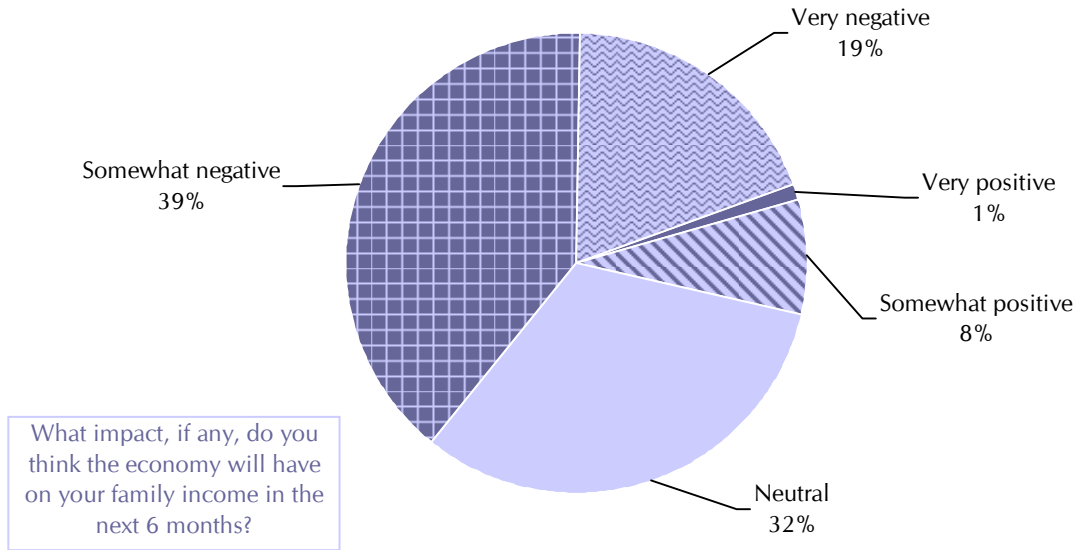


FIGURE 16: RATINGS OF ECONOMIC DEVELOPMENT SERVICES



Residents were asked to reflect on their economic prospects in the near term. Nine percent of Jackson County residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 58% felt that the economic future would be “somewhat” or “very” negative.

FIGURE 17: RATINGS OF PERSONAL ECONOMIC FUTURE

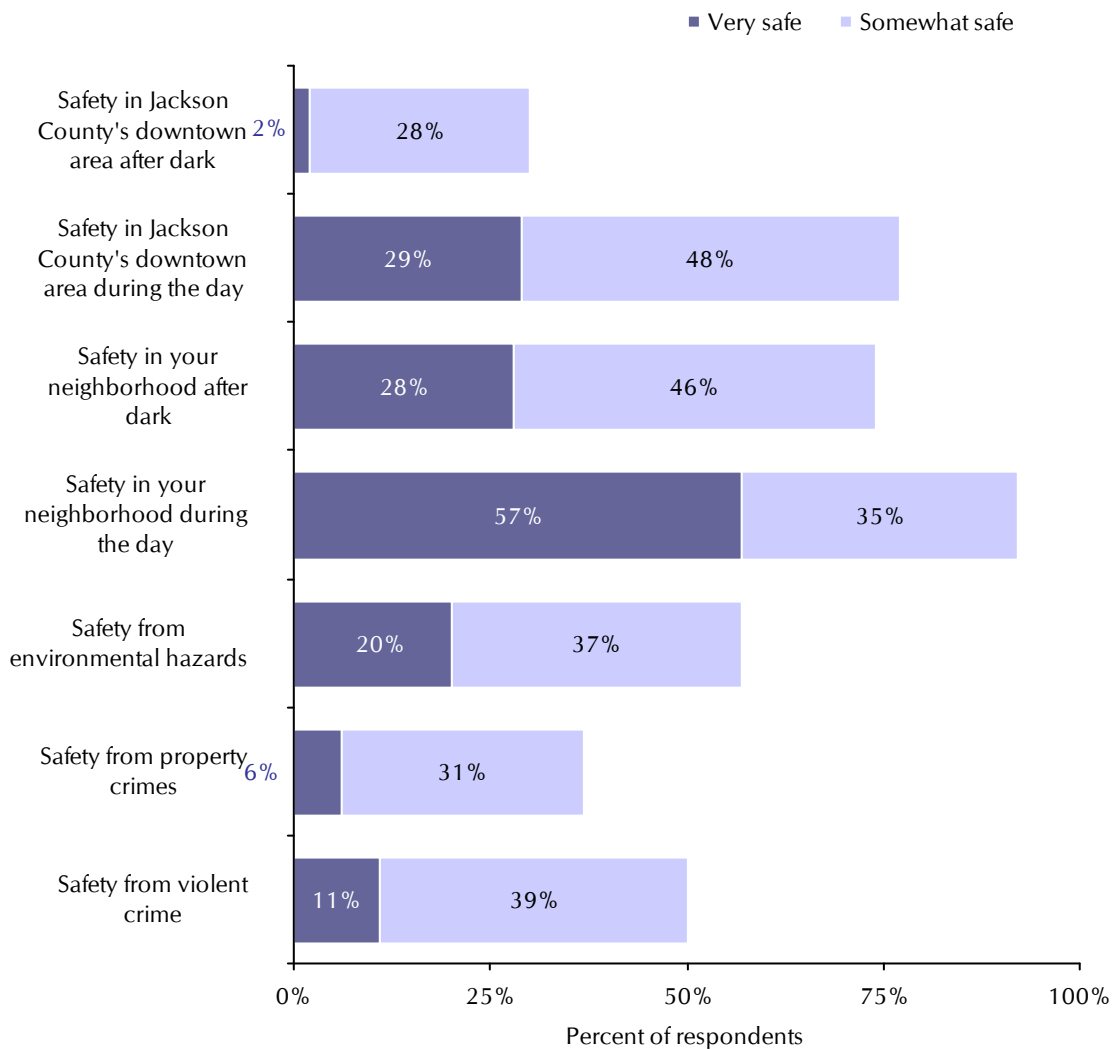


PUBLIC SAFETY

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.

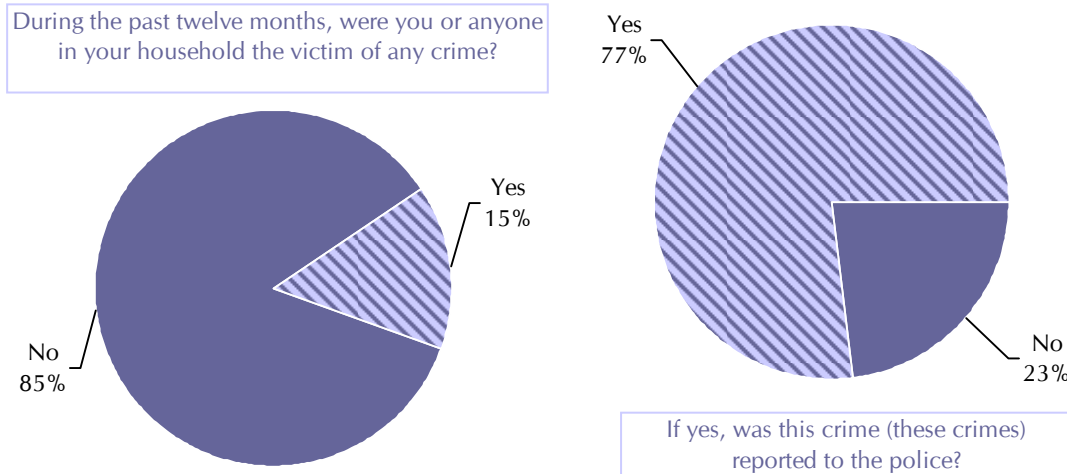
Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Some gave positive ratings of safety in Jackson County. About 50% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 57% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 18: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY



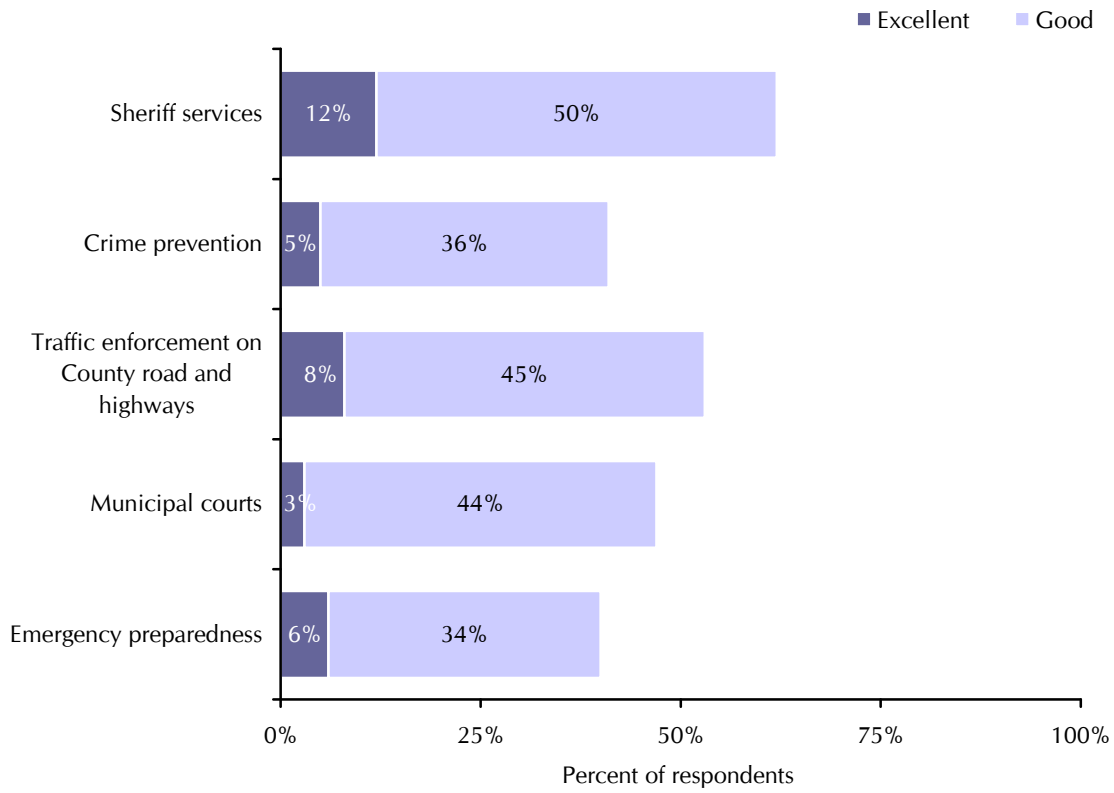
As assessed by the survey, 15% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 77% had reported it to police.

FIGURE 19: CRIME VICTIMIZATION AND REPORTING



Residents rated five County public safety services. Sheriff services received the highest rating, while crime prevention received the lowest rating.

FIGURE 20: RATINGS OF PUBLIC SAFETY SERVICES



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 52% of survey respondents.

FIGURE 21: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

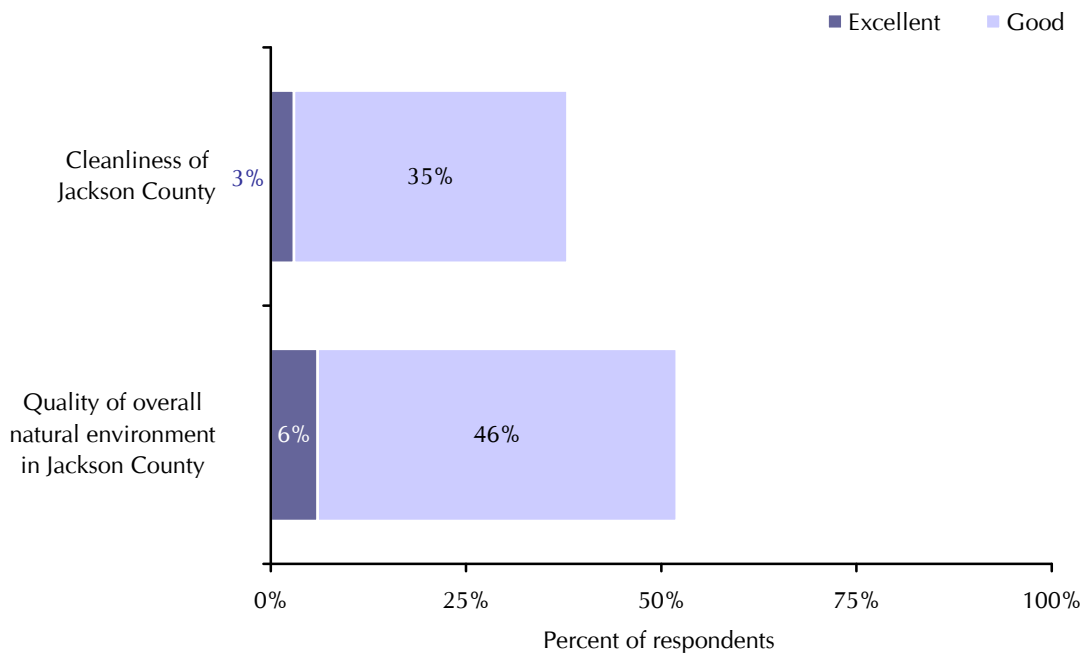


FIGURE 22: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

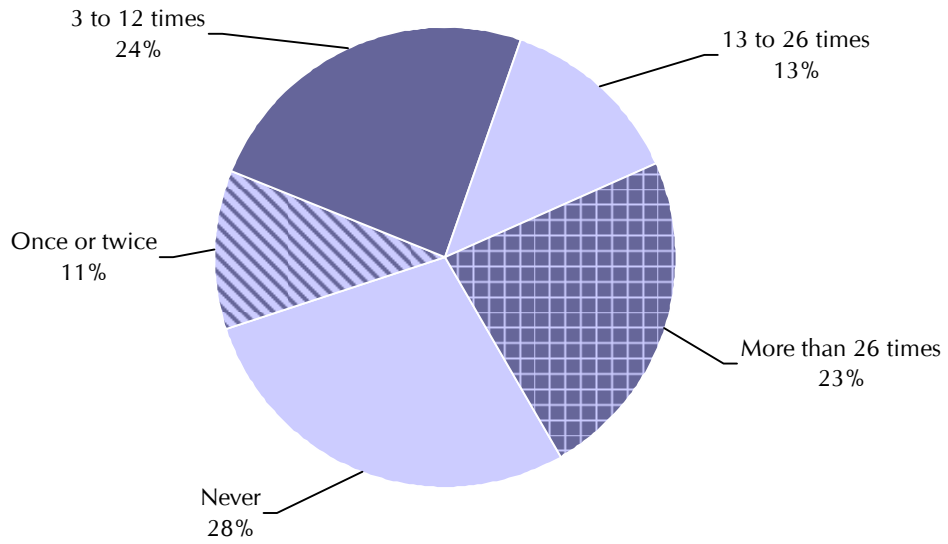
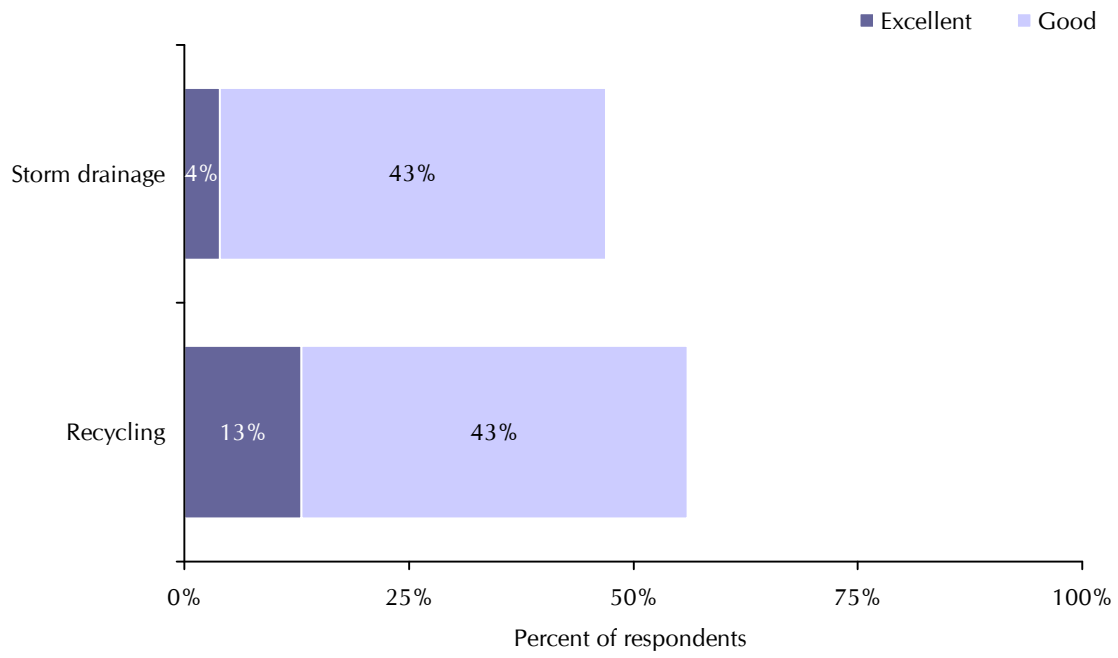


FIGURE 23: RATINGS OF UTILITY SERVICES



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 received the highest rating, while recreational opportunities received the lowest rating.

FIGURE 24: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

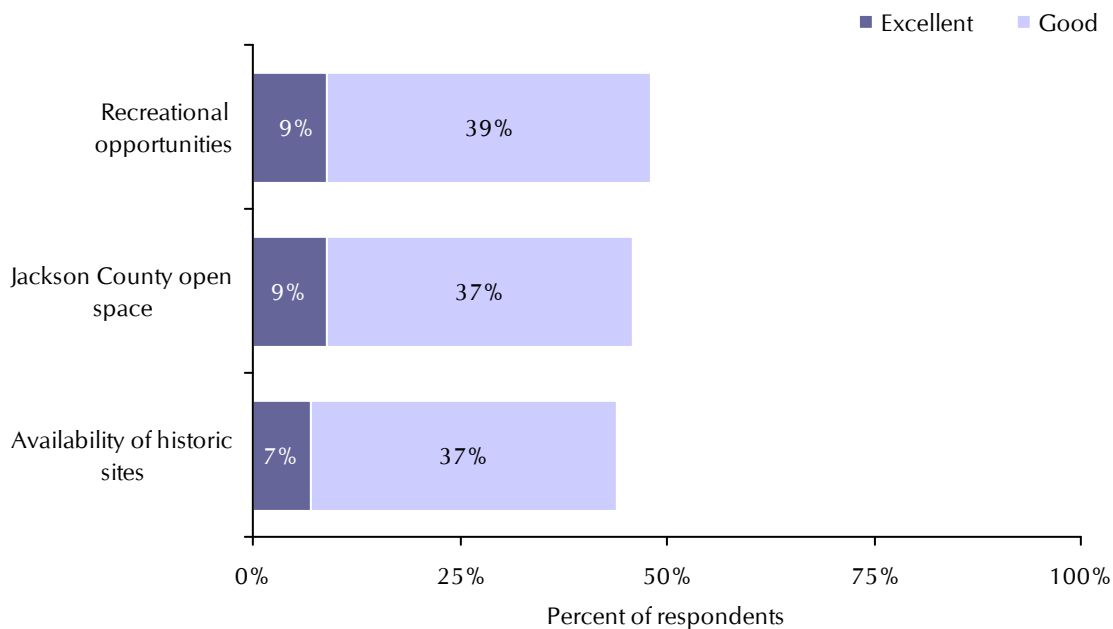


FIGURE 25: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

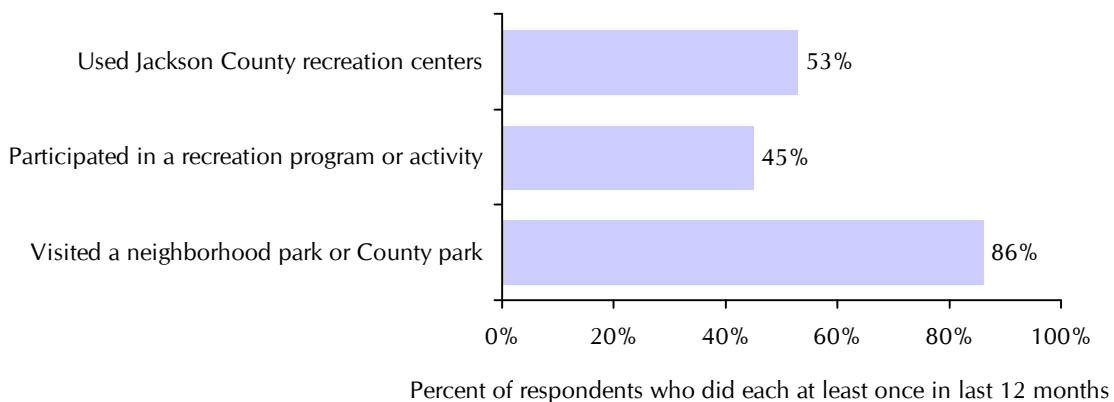
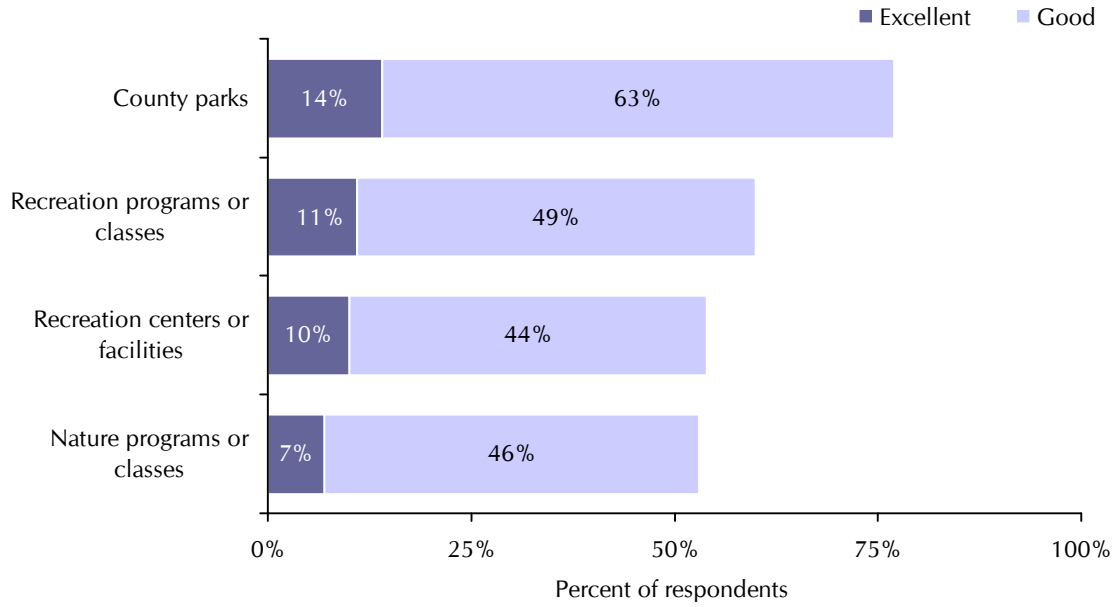


FIGURE 26: RATINGS OF PARKS AND RECREATION SERVICES



Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who simply goes to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. 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 34% of respondents. Educational opportunities were rated as “excellent” or “good” by 48% of respondents.

About 69% of Jackson County residents used a County library at least once in the 12 months preceding the survey.

FIGURE 27: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

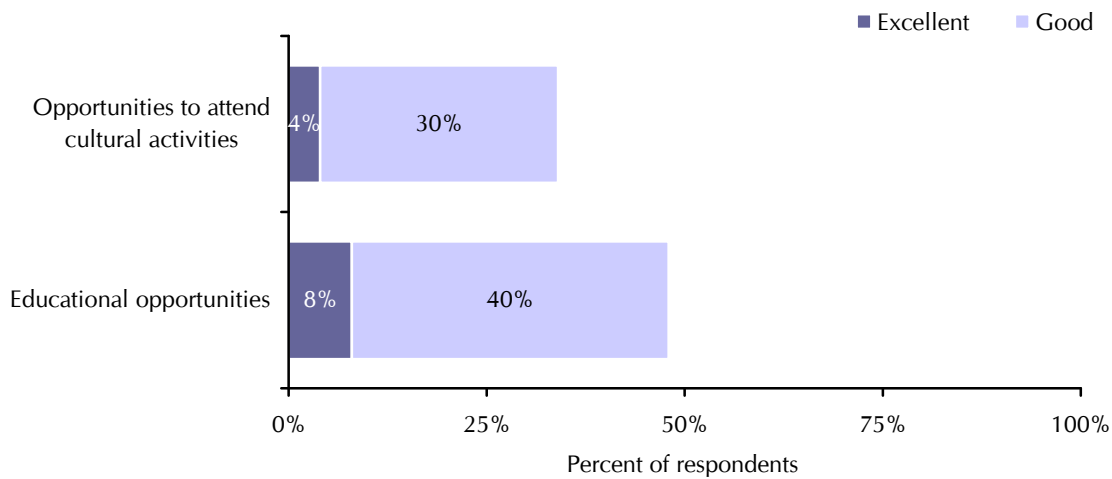
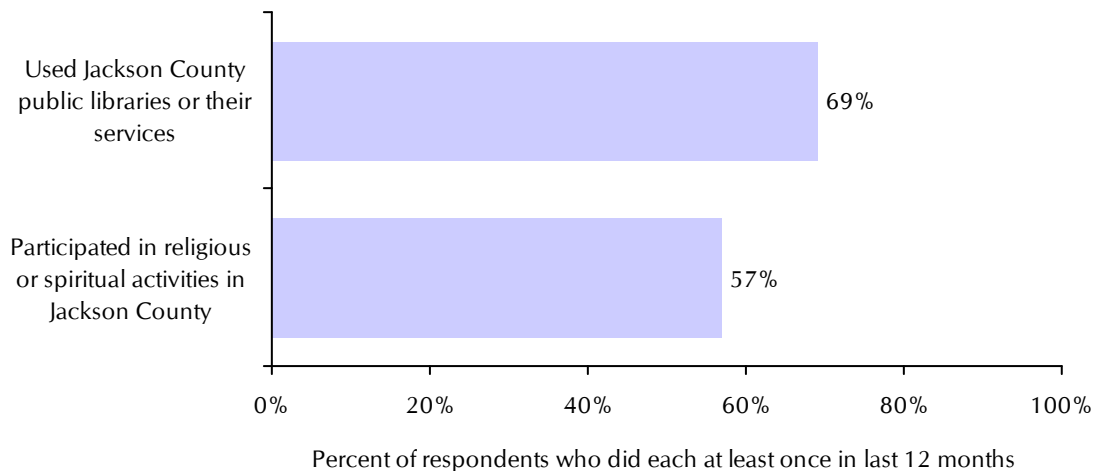


FIGURE 28: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES



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, while the availability for preventative health services and affordable quality health care were rated less favorably by residents.

Among Jackson County residents, 5% rated affordable quality health care as “excellent” while 25% rated it as “good.”

FIGURE 29: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

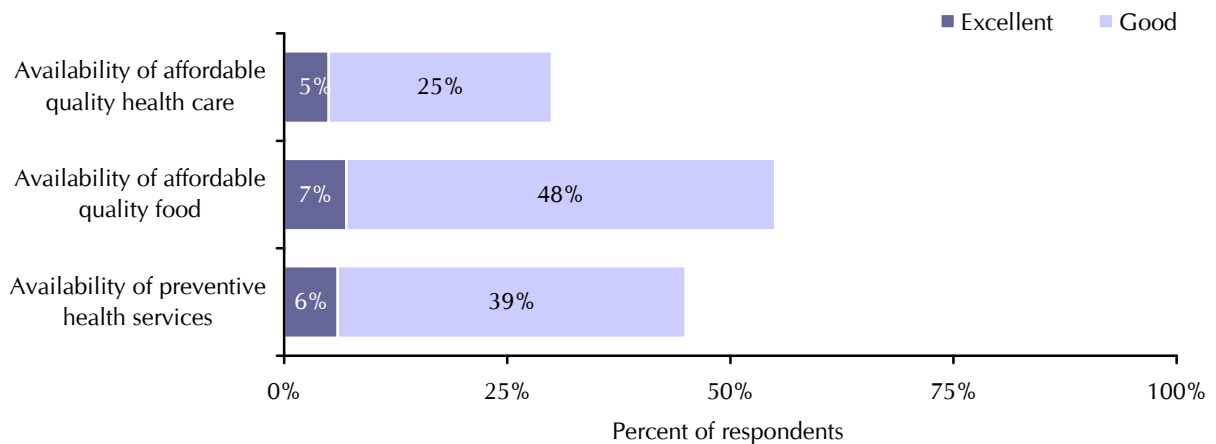
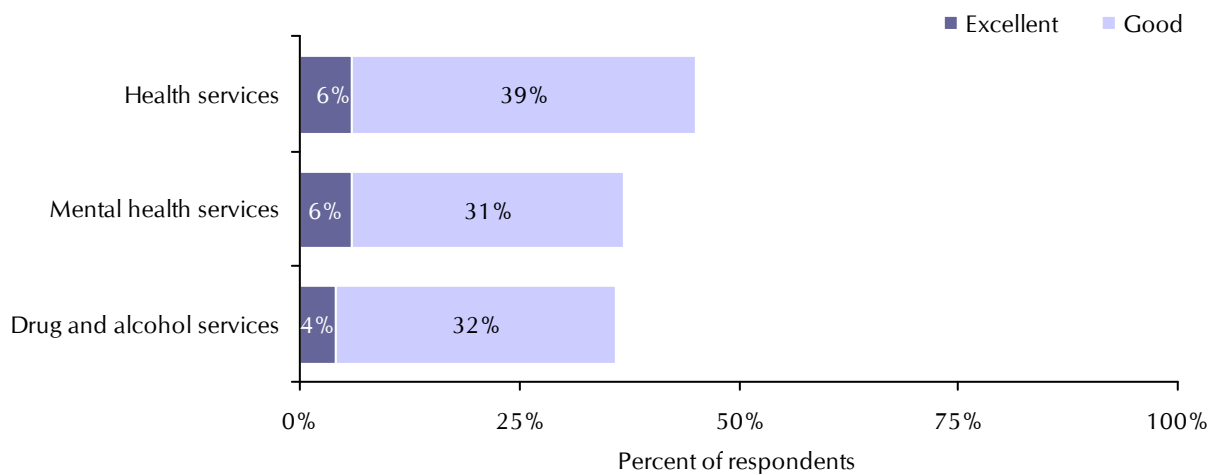


FIGURE 30: RATINGS OF HEALTH AND WELLNESS SERVICES

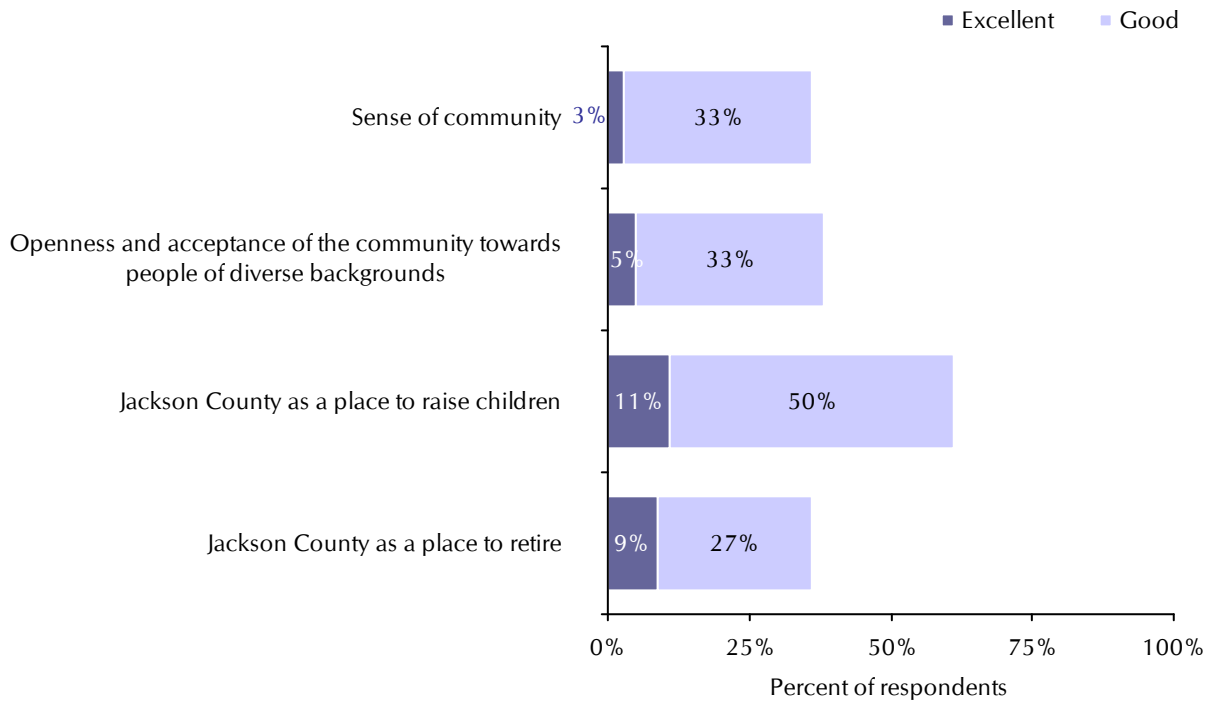


COMMUNITY INCLUSIVENESS

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.

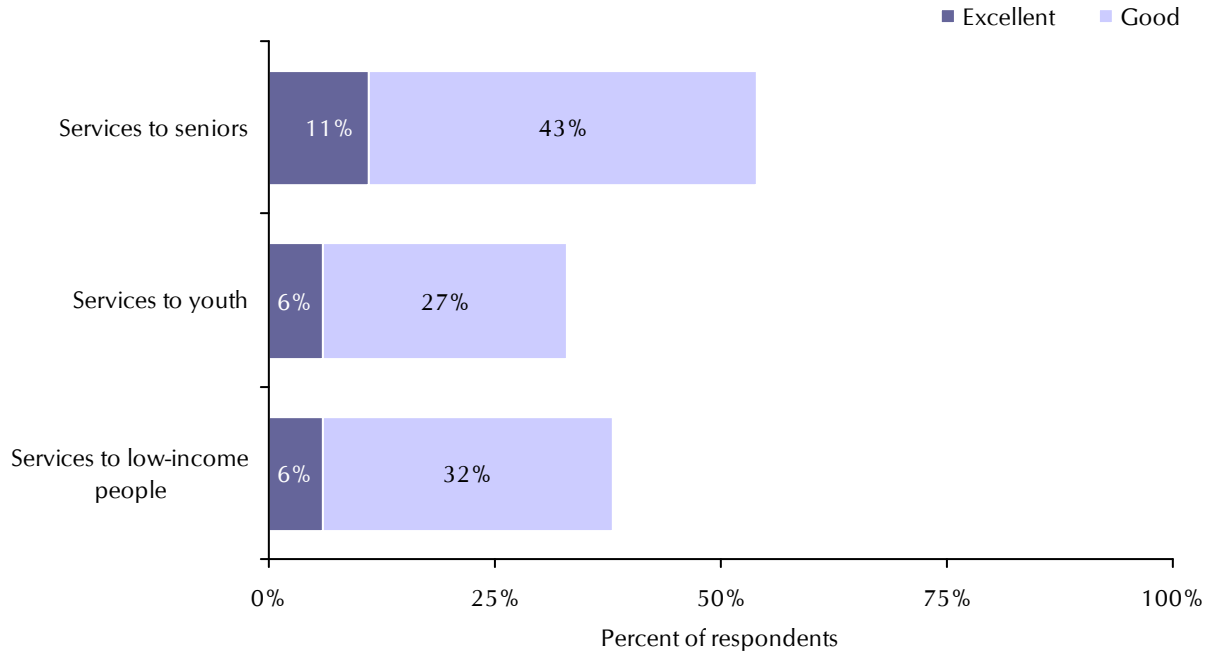
A majority of residents rated Jackson County as an excellent or good place to raise kids and about one third rated it as an “excellent” or “good” place to retire. Some residents felt that the local sense of community was “excellent” or “good.” Some survey respondents felt Jackson County was open and accepting towards people of diverse backgrounds.

FIGURE 31: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS



Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 33% to 54% with ratings of “excellent” or “good.”

FIGURE 32: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS



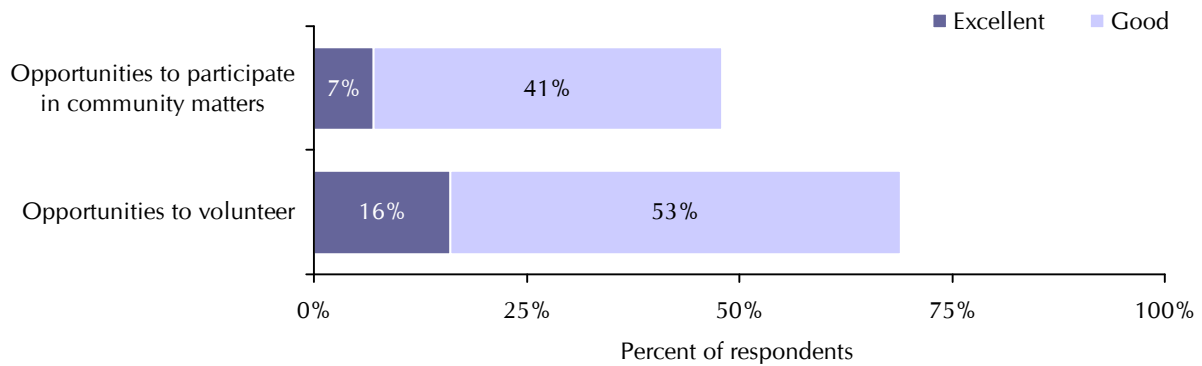
CIVIC ENGAGEMENT

Government leaders, elected or hired, 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

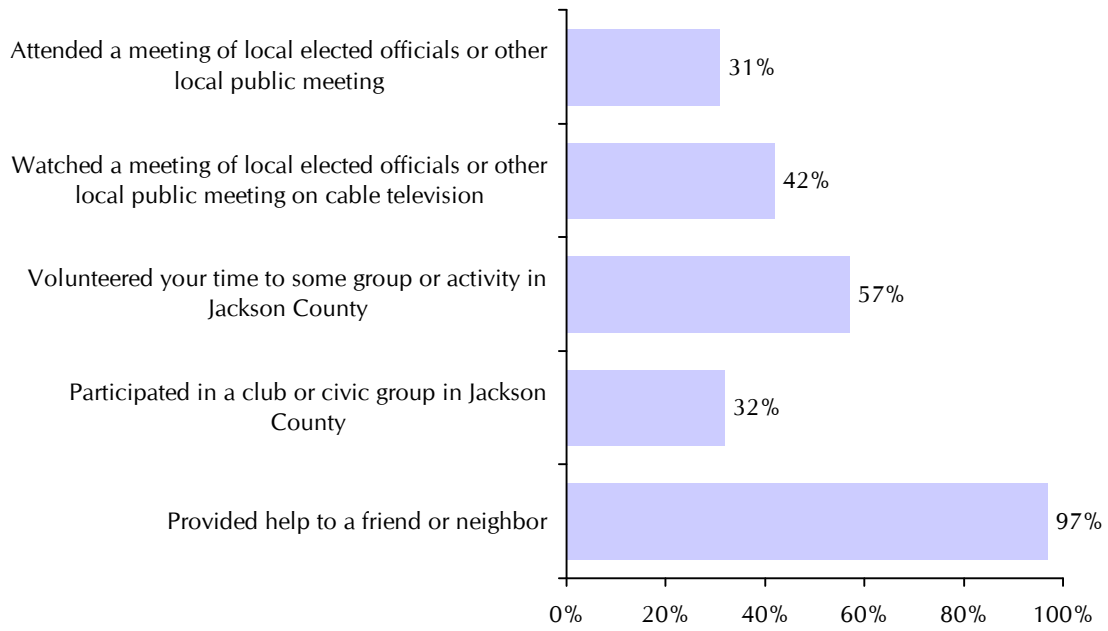
Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of Jackson County. Survey participants rated the volunteer opportunities in Jackson County somewhat favorably. Opportunities to attend or participate in community matters were rated less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

FIGURE 33: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES



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.

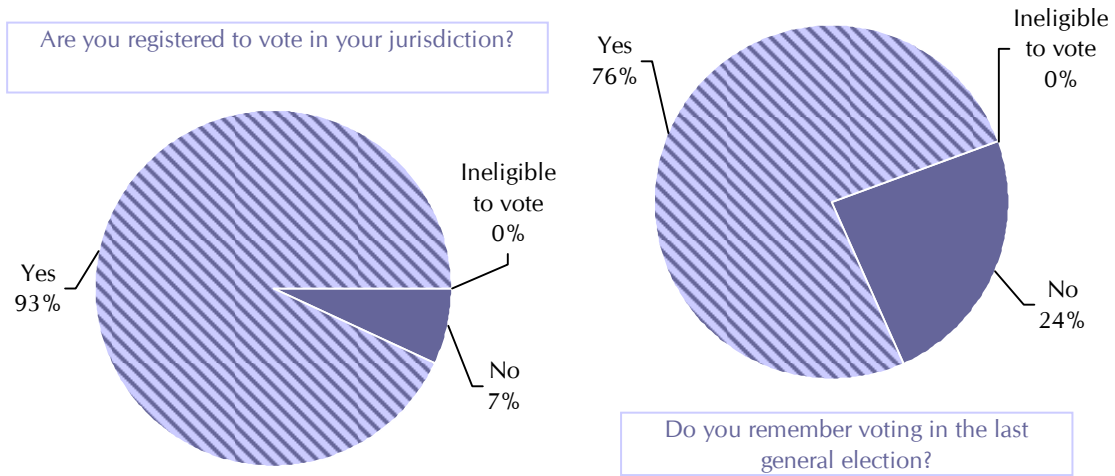
FIGURE 34: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES



Percent of respondents who did each at least once in last 12 months

Jackson County residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-three percent reported they were registered to vote and 76% indicated they had voted in the last general election.

FIGURE 35: REPORTED VOTING BEHAVIOR



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, 46% reported they had done so at least once.

FIGURE 36: USE OF INFORMATION SOURCES

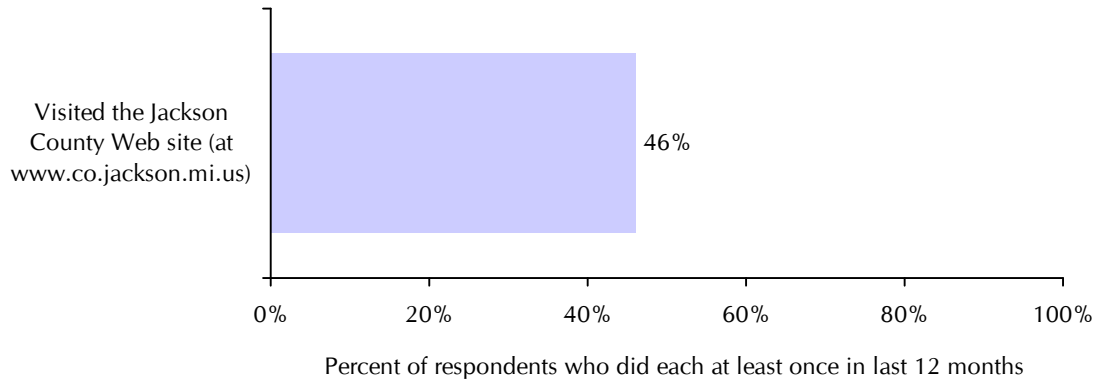
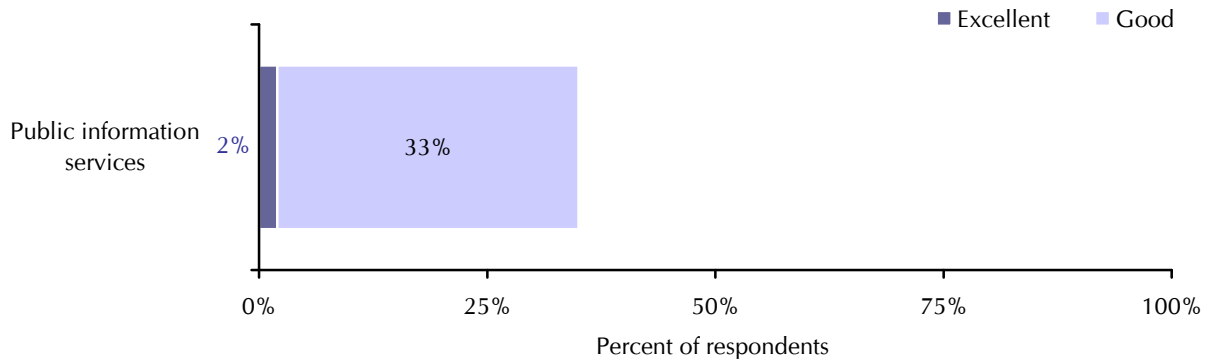


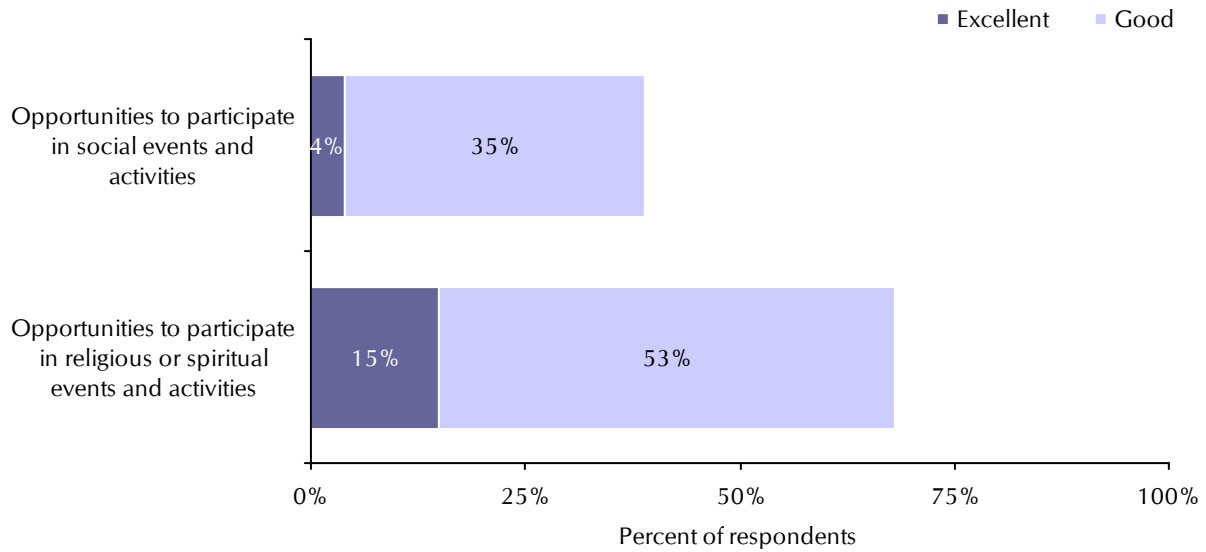
FIGURE 37: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION



Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 39% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

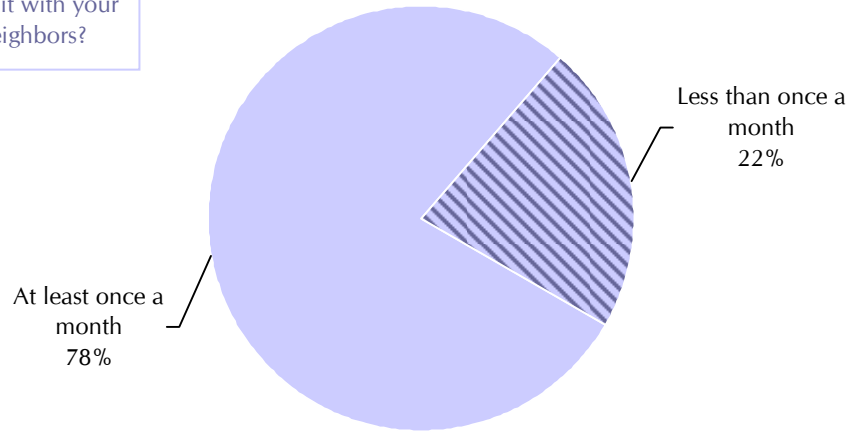
FIGURE 38: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES



Residents in Jackson County reported a fair amount of neighborliness. More than 78% indicated talking or visiting with their neighbors several times a week or more frequently.

FIGURE 39: CONTACT WITH IMMEDIATE NEIGHBORS

About how often, if at all, do you talk to or visit with your immediate neighbors?

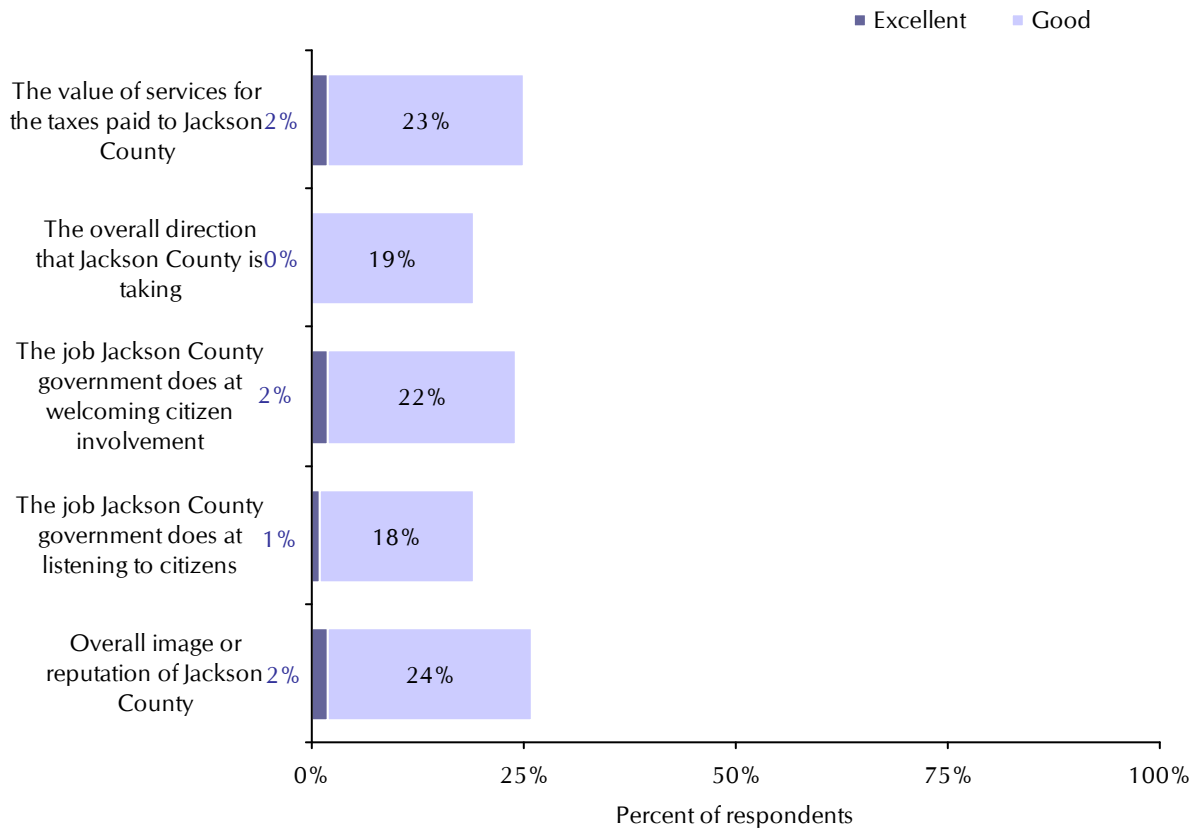


PUBLIC TRUST

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.

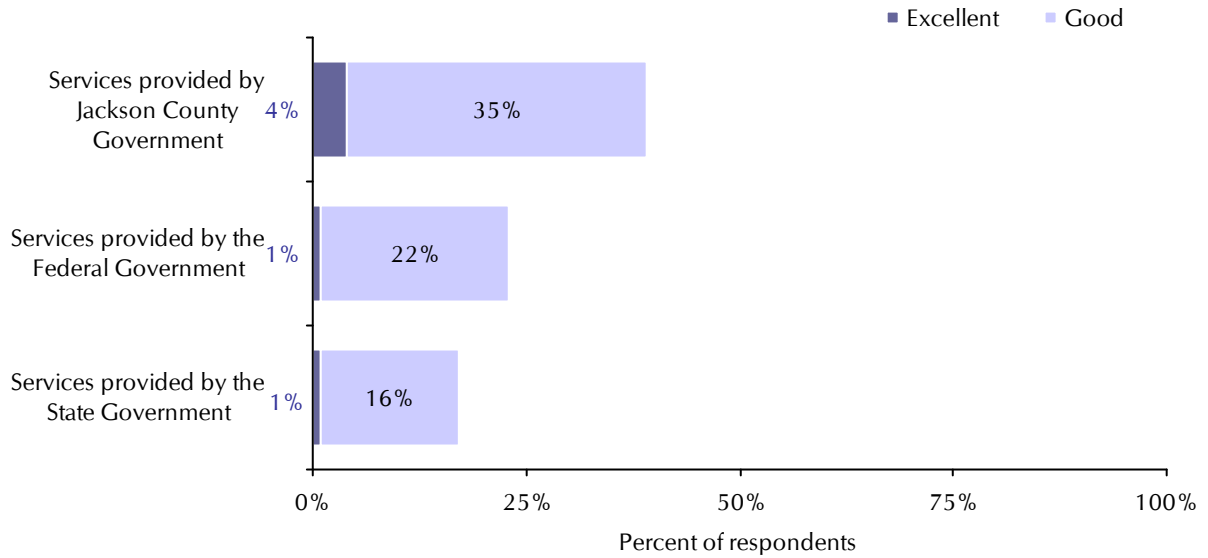
About one quarter of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Jackson County does at listening to citizens, 19% rated it as "excellent" or "good."

FIGURE 40: PUBLIC TRUST RATINGS



On average, residents of Jackson County gave the highest evaluations to their own local government and the lowest average rating to state government. The overall quality of services delivered by Jackson County was rated as “excellent” or “good” by 39% of survey participants.

FIGURE 41: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS



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 or over the phone in the last 12 months; the 49% who reported that they had been in contact were then asked to indicate overall how satisfied they were with the employee in their most recent contact. County employees were rated favorably; 72% of respondents rated their overall impression as "excellent" or "good."

FIGURE 42: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH COUNTY EMPLOYEES IN PREVIOUS 12 MONTHS

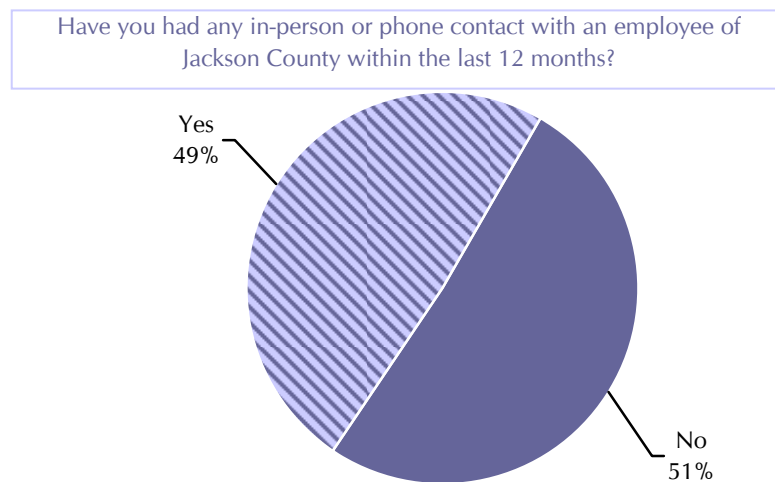
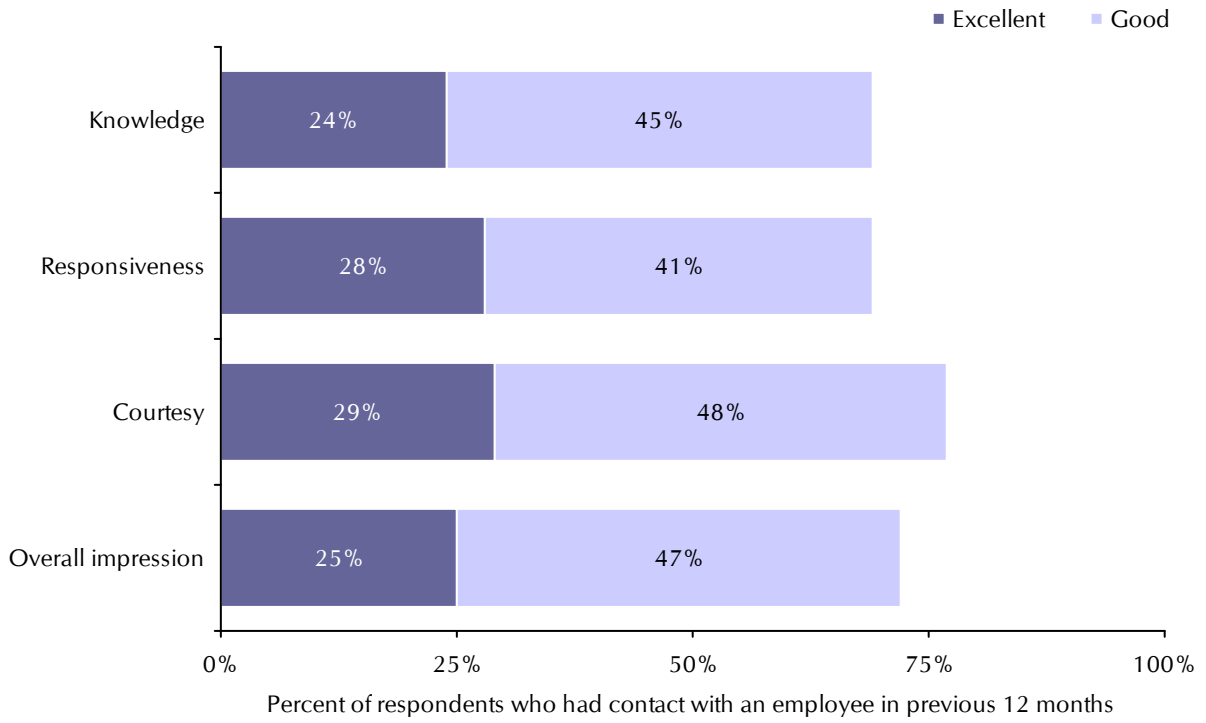


FIGURE 43: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)



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. 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 Key Driver Analysis, 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 Key Driver Analysis (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.

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

- Traffic enforcement
- Sheriff services
- Snow removal

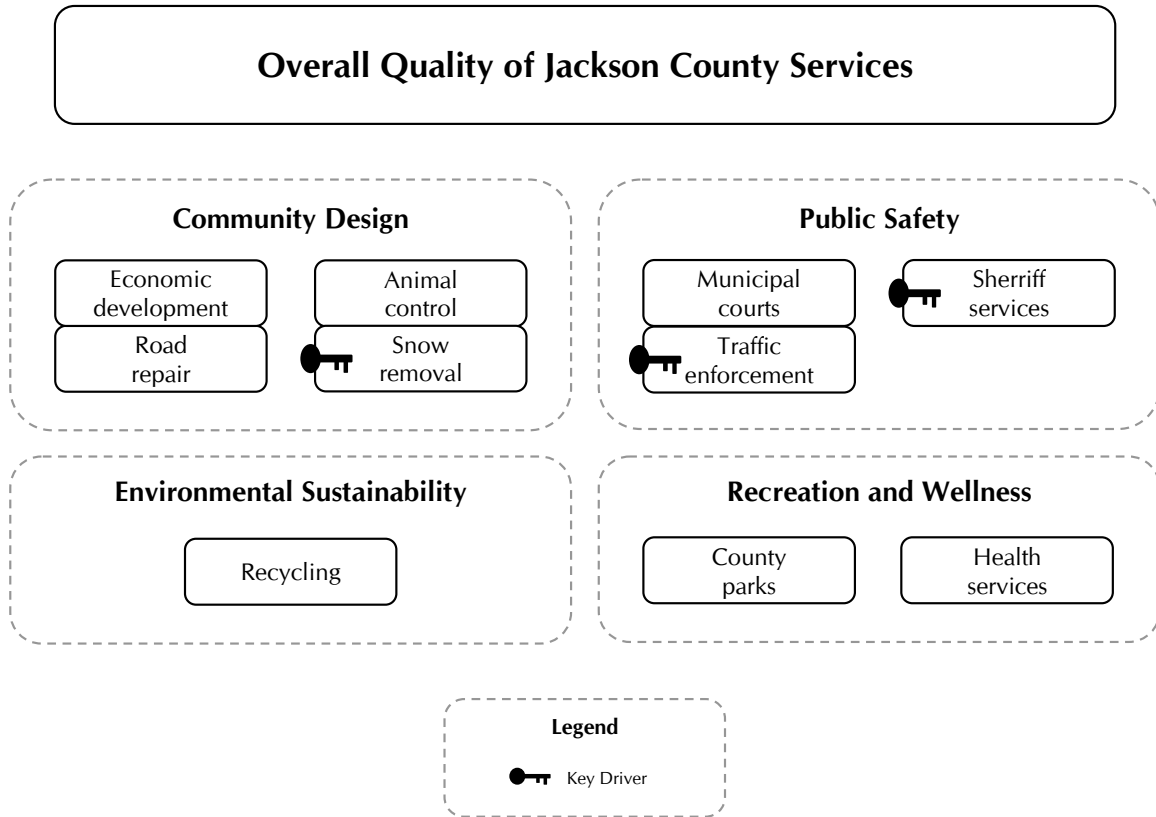
JACKSON COUNTY ACTION CHART

Ten services were included in the KDA for Jackson County. A key icon (🔑) indicates the three key drivers.

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 44: 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 by key symbols 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 data set. 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. In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, Jackson County key drivers that overlap core services or the nationally derived keys.

FIGURE 45: KEY DRIVERS COMPARED

Service	Jackson County Key Drivers	National Key Drivers	Core Services
Animal control			
Code enforcement			✓
Economic development		✓	
Land use planning and zoning		✓	
Road repair			✓
Snow removal	✓		
Drinking water			✓
Garbage collection			✓
Recycling			
Sewer			✓
Storm drainage			✓
Courts			
EMS			✓
Fire			✓
Sheriff services	✓	✓	✓
Traffic enforcement	✓		
County parks			
Health services			
Public schools		✓	
Public information services		✓	

POLICY QUESTIONS

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

Policy 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	1%
Good	28%
Fair	45%
Poor	25%
Total	100%

Policy 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	11%
Too big	26%
About right	44%
Too small	15%
Much too small	4%
Total	100%

Policy Question 3, Part 1					
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.	Essential	Very important	Somewhat important	Not at all important	Total
Cooperation between governments	36%	44%	20%	0%	100%
Economic development	54%	38%	7%	1%	100%
Education	54%	39%	6%	0%	100%
Healthy community	37%	49%	14%	1%	100%
Recreation opportunities	16%	45%	36%	3%	100%
Cultural opportunities	16%	38%	42%	4%	100%
Safe community	59%	36%	5%	0%	100%

Policy Question 3, Part 2	
Please check which ONE is the most important	Percent of respondents
Economic development	45%
Safe community	28%
Education	23%
Cooperation between governments	11%
Healthy community	6%
Recreation opportunities	3%
Cultural opportunities	2%
Total may exceed 100% as respondents could select more than one option	

**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%	50%	33%	9%	100%
Your neighborhood as a place to live	22%	53%	20%	5%	100%
Jackson County as a place to raise children	11%	50%	27%	11%	100%
Jackson County as a place to work	5%	21%	26%	48%	100%
Jackson County as a place to retire	9%	27%	35%	28%	100%
The overall quality of life in Jackson County	7%	41%	42%	10%	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%	33%	54%	11%	100%
Openness and acceptance of the community towards people of diverse backgrounds	5%	33%	47%	15%	100%
Overall appearance of Jackson County	2%	38%	48%	12%	100%
Cleanliness of Jackson County	3%	35%	49%	13%	100%
Overall quality of new development in Jackson County	1%	14%	38%	47%	100%
Overall quality of business and service establishments in Jackson County	4%	36%	42%	18%	100%
Shopping opportunities	8%	37%	40%	15%	100%
Opportunities to attend cultural activities	4%	30%	44%	22%	100%
Recreational opportunities	9%	39%	38%	15%	100%
Employment opportunities	0%	7%	18%	75%	100%
Educational opportunities	8%	40%	38%	15%	100%
Opportunities to participate in social events and activities	4%	35%	46%	15%	100%
Opportunities to participate in religious or spiritual events and activities	15%	53%	28%	5%	100%
Opportunities to volunteer	16%	53%	25%	5%	100%
Opportunities to participate in community matters	7%	41%	41%	11%	100%
Ease of car travel in Jackson County	11%	47%	34%	7%	100%
Ease of bus travel in Jackson County	4%	36%	41%	19%	100%
Ease of rail or subway travel in Jackson County	5%	34%	40%	21%	100%
Ease of walking in Jackson County	7%	36%	41%	15%	100%
Availability of paths and walking trails	10%	45%	28%	17%	100%
Availability of affordable quality health care	5%	25%	37%	32%	100%
Availability of affordable quality food	7%	48%	34%	11%	100%
Availability of preventive health services	6%	39%	33%	21%	100%
Quality of overall natural environment in Jackson County	6%	46%	38%	10%	100%
Overall image or reputation of Jackson County	2%	24%	38%	35%	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	32%	27%	27%	12%	3%	100%
Retail growth (stores, restaurants, etc.)	22%	38%	28%	7%	5%	100%
Jobs growth	78%	19%	1%	1%	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	2%
Minor problem	22%
Moderate problem	54%
Major problem	22%
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)	11%	39%	20%	25%	4%	100%
Property crimes (e.g., burglary, theft)	6%	31%	20%	34%	8%	100%
Environmental hazards, including toxic waste	20%	37%	24%	14%	5%	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%	35%	5%	3%	0%	100%
In your neighborhood after dark	28%	46%	12%	10%	3%	100%
In Jackson County's downtown area during the day	29%	48%	14%	8%	1%	100%
In Jackson County's downtown area after dark	2%	28%	20%	34%	16%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	85%
Yes	15%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	23%
Yes	77%
Total	100%

Question 9: 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	31%	28%	25%	8%	9%	100%
Used Jackson County recreation centers	47%	24%	16%	9%	4%	100%
Participated in a recreation program or activity	55%	23%	11%	6%	5%	100%
Visited a neighborhood park or County park	14%	30%	31%	17%	8%	100%
Ridden a local bus within Jackson County	87%	8%	2%	0%	3%	100%
Attended a meeting of local elected officials or other local public meeting	69%	20%	10%	1%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	58%	24%	14%	3%	1%	100%
Visited the Jackson County Web site (at www.co.jackson.mi.us)	54%	23%	18%	3%	1%	100%
Recycled used paper, cans or bottles from your home	28%	11%	24%	13%	23%	100%
Volunteered your time to some group or activity in Jackson County	43%	25%	17%	7%	9%	100%
Participated in religious or spiritual activities in Jackson County	43%	16%	13%	6%	22%	100%
Participated in a club or civic group in Jackson County	68%	12%	7%	5%	7%	100%
Provided help to a friend or neighbor	3%	17%	46%	16%	18%	100%

Question 10: 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	19%
Several times a week	22%
Several times a month	25%
Once a month	11%
Several times a year	16%
Once a year or less	3%
Never	4%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Jackson County:	Excellent	Good	Fair	Poor	Total
Sheriff services	12%	50%	28%	9%	100%
Crime prevention	5%	36%	43%	16%	100%
Municipal courts	3%	44%	42%	10%	100%
Traffic enforcement on County road and highways	8%	45%	35%	13%	100%
Road repair	2%	10%	31%	57%	100%
Snow removal on County road and highways	5%	33%	43%	19%	100%
Bus or transit services	8%	32%	47%	13%	100%
Recycling	13%	43%	35%	9%	100%
Storm drainage	4%	43%	43%	9%	100%
County parks	14%	63%	19%	3%	100%
Recreation programs or classes	11%	49%	31%	9%	100%
Recreation centers or facilities	10%	44%	37%	10%	100%
Jackson County open space	9%	37%	47%	7%	100%
Nature programs or classes	7%	46%	33%	14%	100%
Availability of historic sites	7%	37%	44%	11%	100%
Animal control	5%	28%	41%	27%	100%
Economic development	1%	8%	40%	51%	100%
Health services	6%	39%	38%	17%	100%
Services to seniors	11%	43%	31%	14%	100%
Services to youth	6%	27%	41%	27%	100%
Services to low-income people	6%	32%	35%	27%	100%
Public information services	2%	33%	46%	19%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	6%	34%	40%	19%	100%
Mental health services	6%	31%	42%	21%	100%
Drug and alcohol services	4%	32%	44%	20%	100%
Agricultural/farm advisor	8%	33%	41%	18%	100%

Question 12: 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%	35%	47%	14%	100%
The Federal Government	1%	22%	38%	39%	100%
The State Government	1%	16%	37%	46%	100%

Question 13: Contact with County Employees	
Have you had any in-person or phone contact with an employee of Jackson County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	51%
Yes	49%
Total	100%

Question 14: County Employees					
What was your impression of the employee(s) of Jackson County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	24%	45%	25%	6%	100%
Responsiveness	28%	41%	17%	14%	100%
Courtesy	29%	48%	13%	11%	100%
Overall impression	25%	47%	14%	14%	100%

Question 15: 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	2%	23%	40%	35%	100%
The overall direction that Jackson County is taking	0%	19%	39%	42%	100%
The job Jackson County government does at welcoming citizen involvement	2%	22%	43%	34%	100%
The job Jackson County government does at listening to citizens	1%	18%	38%	44%	100%

Question 16: 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	11%	42%	21%	27%	100%
Remain in Jackson County for the next five years	43%	31%	13%	13%	100%

Question 17: 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	1%
Somewhat positive	8%
Neutral	32%
Somewhat negative	39%
Very negative	19%
Total	100%

Question 18a: Policy 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	1%
Good	28%
Fair	45%
Poor	25%
Total	100%

Question 18b: Policy 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	11%
Too big	26%
About right	44%
Too small	15%
Much too small	4%
Total	100%

Question 18c: Policy Question 3, Part 1					
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.	Essential	Very important	Somewhat important	Not at all important	Total
Economic development	54%	38%	7%	1%	100%
Education	54%	39%	6%	0%	100%
Healthy community	37%	49%	14%	1%	100%
Recreation opportunities	16%	45%	36%	3%	100%
Cultural opportunities	16%	38%	42%	4%	100%
Safe community	59%	36%	5%	0%	100%

Question 18c: Policy Question 3, Part 2	
Please check which ONE is the most important	Percent of respondents
Education	23%
Healthy community	6%
Recreation opportunities	3%
Cultural opportunities	2%
Safe community	28%
Cooperation between governments	11%
Economic development	45%
Total may exceed 100% as respondents could select more than one option	

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	39%
Yes, full-time	48%
Yes, part-time	13%
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	82%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	13%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	0%
Work at home	3%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Jackson County?	Percent of respondents
Less than 2 years	3%
2 to 5 years	9%
6 to 10 years	8%
11 to 20 years	13%
More than 20 years	67%
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	78%
House attached to one or more houses (e.g., a duplex or townhome)	3%
Building with two or more apartments or condominiums	14%
Mobile home	2%
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	24%
Owned by you or someone in this house with a mortgage or free and clear	76%
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	9%
\$300 to \$599 per month	22%
\$600 to \$999 per month	36%
\$1,000 to \$1,499 per month	20%
\$1,500 to \$2,499 per month	8%
\$2,500 or more per month	5%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	69%
Yes	31%
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	78%
Yes	22%
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	27%
\$25,000 to \$49,999	30%
\$50,000 to \$99,999	28%
\$100,000 to \$149,000	12%
\$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	99%
Yes, I consider myself to be Spanish, Hispanic or Latino	1%
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	0%
Black or African American	3%
White	93%
Other	2%
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	4%
25 to 34 years	19%
35 to 44 years	14%
45 to 54 years	29%
55 to 64 years	16%
65 to 74 years	8%
75 years or older	10%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	7%
Yes	93%
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	24%
Yes	76%
Ineligible to vote	0%
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%	27	50%	167	32%	109	9%	31	1%	2	100%
Your neighborhood as a place to live	22%	73	53%	179	20%	69	5%	17	0%	0	100%	338
Jackson County as a place to raise children	11%	36	47%	159	26%	86	10%	34	6%	19	100%	335
Jackson County as a place to work	5%	15	20%	65	24%	81	44%	146	7%	23	100%	331
Jackson County as a place to retire	8%	26	24%	77	31%	102	25%	82	13%	41	100%	329
The overall quality of life in Jackson County	7%	23	40%	135	41%	138	10%	35	2%	5	100%	336

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	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Sense of community	2%	8	30%	100	50%	167	10%	33	8%	27	100%	334
Openness and acceptance of the community towards people of diverse backgrounds	4%	14	30%	100	42%	141	14%	46	10%	34	100%	336
Overall appearance of Jackson County	2%	7	38%	128	48%	160	12%	42	0%	0	100%	336
Cleanliness of Jackson County	3%	8	35%	115	49%	159	13%	44	0%	0	100%	327
Overall quality of new development in Jackson County	1%	3	14%	46	36%	120	45%	150	5%	15	100%	334
Overall quality of business and service establishments in Jackson County	4%	12	35%	115	42%	136	18%	59	2%	6	100%	327
Shopping opportunities	8%	26	37%	122	40%	131	15%	51	1%	2	100%	332
Employment opportunities	0%	0	6%	21	17%	57	70%	231	6%	19	100%	328
Opportunities to participate in religious or spiritual events and activities	13%	43	46%	153	24%	81	4%	14	13%	44	100%	336
Opportunities to volunteer	14%	48	47%	157	22%	75	5%	16	12%	39	100%	335
Opportunities to participate in community matters	6%	20	35%	115	35%	117	9%	31	15%	52	100%	334
Ease of car travel in Jackson County	11%	37	47%	155	34%	112	7%	24	1%	4	100%	332
Ease of bus travel in Jackson County	2%	7	18%	60	21%	70	10%	32	48%	157	100%	326
Ease of rail or subway travel in Jackson County	4%	12	25%	82	29%	94	15%	50	27%	89	100%	328
Ease of walking in Jackson County	6%	21	32%	106	37%	120	13%	44	11%	36	100%	327
Availability of paths and walking trails	9%	29	39%	129	24%	81	15%	49	13%	43	100%	331
Availability of affordable quality health care	4%	15	22%	74	33%	109	29%	95	12%	39	100%	331
Availability of affordable quality food	7%	22	48%	157	34%	112	11%	35	1%	5	100%	331
Availability of preventive health services	5%	17	34%	112	29%	96	19%	61	13%	41	100%	328
Quality of overall natural environment in Jackson County	6%	20	45%	149	37%	122	10%	32	3%	9	100%	333
Overall image or reputation of Jackson County	2%	8	24%	79	37%	123	34%	113	3%	11	100%	335

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	22%	74	19%	64	19%	63	8%	28	2%	7	29%	95	100%
Retail growth (stores, restaurants, etc.)	20%	66	35%	114	25%	82	6%	21	4%	14	10%	34	100%	331
Jobs growth	71%	239	17%	59	1%	4	1%	3	0%	2	8%	28	100%	335

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	2%	6
Minor problem	21%	70
Moderate problem	50%	168
Major problem	21%	69
Don't know	6%	20
Total	100%	332

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)	10%	35	37%	126	20%	66	24%	82	4%	14	4%	14	100%
Property crimes (e.g., burglary, theft)	6%	20	30%	102	19%	65	33%	112	8%	26	4%	13	100%	337
Environmental hazards, including toxic waste	17%	58	31%	105	20%	67	12%	40	4%	14	16%	52	100%	337

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%	191	35%	118	5%	17	3%	9	0%	0	0%	0	100%
In your neighborhood after dark	28%	95	46%	155	12%	41	10%	35	3%	9	0%	1	100%	336
In Jackson County's downtown area during the day	27%	92	45%	152	13%	44	8%	26	1%	4	5%	17	100%	335
In Jackson County's downtown area after dark	2%	6	25%	83	18%	60	31%	104	14%	47	10%	35	100%	336

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	85%	286
Yes	15%	50
Don't know	0%	2
Total	100%	337

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	22%	11
Yes	77%	38
Don't know	1%	0
Total	100%	50

Question 9: 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	31%	102	28%	93	25%	83	8%	26	9%	29	100%	333
Used Jackson County recreation centers	47%	157	24%	80	16%	54	9%	28	4%	12	100%	331
Participated in a recreation program or activity	55%	181	23%	75	11%	37	6%	21	5%	18	100%	332
Visited a neighborhood park or County park	14%	45	30%	98	31%	103	17%	57	8%	27	100%	330
Ridden a local bus within Jackson County	87%	288	8%	27	2%	7	0%	1	3%	9	100%	333
Attended a meeting of local elected officials or other local public meeting	69%	230	20%	68	10%	32	1%	4	1%	2	100%	335
Watched a meeting of local elected officials or other local public meeting on cable television	58%	193	24%	82	14%	48	3%	10	1%	2	100%	335
Visited the Jackson County Web site (at www.co.jackson.mi.us)	54%	180	23%	76	18%	60	3%	10	1%	5	100%	331
Recycled used paper, cans or bottles from your home	28%	91	11%	37	24%	80	13%	45	23%	78	100%	332
Volunteered your time to some group or activity in Jackson County	43%	142	25%	82	17%	57	7%	23	9%	29	100%	332
Participated in religious or spiritual activities in Jackson County	43%	141	16%	54	13%	43	6%	20	22%	73	100%	331
Participated in a club or civic group in Jackson County	68%	228	12%	41	7%	25	5%	16	7%	25	100%	334
Provided help to a friend or neighbor	3%	10	17%	57	46%	151	16%	55	18%	60	100%	332

Question 10: 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	19%	63
Several times a week	22%	75
Several times a month	25%	84
Once a month	11%	38
Several times a year	16%	52
Once a year or less	3%	10
Never	4%	13
Total	100%	335

Question 11: 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	9%	30	40%	131	23%	74	8%	25	21%	68	100%
Crime prevention	4%	13	29%	96	34%	113	13%	43	20%	66	100%	331
Municipal courts	2%	8	32%	104	30%	98	7%	24	28%	92	100%	326
Traffic enforcement on County road and highways	7%	22	40%	129	31%	99	11%	37	12%	38	100%	325
Road repair	2%	5	10%	32	30%	99	55%	182	4%	12	100%	331
Snow removal on County road and highways	5%	15	32%	104	42%	136	18%	59	4%	12	100%	326
Bus or transit services	3%	10	14%	44	20%	63	6%	18	58%	188	100%	323
Recycling	10%	33	35%	113	28%	91	7%	23	20%	65	100%	326
Storm drainage	3%	10	30%	99	30%	99	6%	21	30%	99	100%	327
County parks	13%	43	58%	194	18%	58	3%	10	8%	26	100%	331
Recreation programs or classes	7%	23	31%	101	20%	64	6%	19	37%	122	100%	329
Recreation centers or facilities	6%	20	28%	91	23%	75	6%	20	37%	120	100%	326
Jackson County open space	5%	17	21%	68	26%	86	4%	13	44%	144	100%	329
Nature programs or classes	4%	12	26%	86	19%	63	8%	27	43%	140	100%	328
Availability of historic sites	5%	16	26%	84	30%	99	8%	26	31%	102	100%	327

Question 11: Service Quality												
Please rate the quality of each of the following services in Jackson County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Animal control	3%	12	21%	69	31%	102	20%	67	25%	81	100%
Economic development	1%	2	7%	21	32%	105	41%	134	19%	62	100%	325
Health services	5%	15	33%	107	31%	103	14%	47	17%	57	100%	328
Services to seniors	8%	25	28%	94	21%	69	9%	31	34%	112	100%	330
Services to youth	4%	12	18%	58	27%	88	18%	58	34%	110	100%	327
Services to low-income people	4%	12	19%	63	21%	69	16%	53	40%	130	100%	328
Public information services	1%	5	22%	71	31%	99	13%	41	33%	107	100%	323
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	4%	12	20%	65	24%	77	11%	37	42%	137	100%	328
Mental health services	3%	11	17%	55	23%	75	11%	37	46%	152	100%	329
Drug and alcohol services	2%	6	16%	53	22%	73	10%	33	50%	163	100%	328
Agricultural/farm advisor	3%	9	12%	39	15%	50	7%	21	63%	204	100%	324

Question 12: 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	3%	11	32%	106	44%	143	13%	42	8%	27	100%
The Federal Government	1%	4	19%	61	33%	108	33%	109	14%	46	100%	328
The State Government	1%	4	14%	47	33%	107	41%	133	11%	37	100%	328

Question 13: Contact with County Employees		
Have you had any in-person or phone contact with an employee of Jackson County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	51%	164
Yes	49%	160
Total	100%	324

Question 14: 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	24%	38	45%	70	24%	38	5%	9	1%	2	100%
Responsiveness	28%	43	41%	64	17%	27	14%	23	0%	0	100%	157
Courtesy	29%	45	48%	76	13%	20	11%	17	0%	0	100%	158
Overall impression	25%	38	47%	72	14%	21	14%	22	0%	0	100%	153

Question 15: 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	2%	6	20%	67	34%	114	30%	99	14%	47	100%
The overall direction that Jackson County is taking	0%	0	17%	56	34%	112	37%	122	13%	44	100%	334
The job Jackson County government does at welcoming citizen involvement	1%	4	15%	51	30%	99	23%	79	31%	102	100%	335
The job Jackson County government does at listening to citizens	0%	1	13%	43	27%	90	32%	107	28%	93	100%	334

Question 16: 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	10%	35	41%	139	20%	69	26%	88	2%	7	100%
Remain in Jackson County for the next five years	41%	137	30%	100	13%	43	13%	43	4%	15	100%	337

Question 17: 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	1%	4
Somewhat positive	8%	28
Neutral	32%	108
Somewhat negative	39%	132
Very negative	19%	64
Total	100%	335

Question 18a: Policy 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	1%	3
Good	19%	62
Fair	29%	99
Poor	16%	55
Don't know	35%	116
Total	100%	335

Question 18b: Policy 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	7%	25
Too big	18%	59
About right	30%	102
Too small	10%	35
Much too small	3%	8
Don't know	31%	105
Total	100%	335

Question 18c: Policy Question 3, Part 1												
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.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Cooperation between governments	33%	108	41%	133	18%	59	0%	0	7%	24	100%
Economic development	51%	163	37%	117	7%	23	0%	2	4%	14	100%	318
Education	52%	165	38%	120	6%	19	0%	1	4%	14	100%	319
Healthy community	35%	113	47%	151	13%	42	1%	2	4%	12	100%	320
Recreation opportunities	15%	48	44%	141	34%	110	3%	10	4%	13	100%	323
Cultural opportunities	15%	47	36%	116	40%	128	4%	13	5%	16	100%	321
Safe community	57%	183	35%	113	4%	14	0%	0	3%	10	100%	320

Question 18c: Policy Question 3, Part 2		
Please check which ONE is the most important	Percent of respondents	Count
Education	23%	46
Healthy community	6%	13
Recreation opportunities	3%	6
Cultural opportunities	2%	4
Safe community	28%	57
Cooperation between governments	11%	22
Economic development	45%	92
Total may exceed 100% as respondents could select more than one option		

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	39%	128
Yes, full-time	48%	158
Yes, part-time	13%	44
Total	100%	329

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	82%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	13%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	0%
Work at home	3%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Jackson County?	Percent of respondents	Count
Less than 2 years	3%	11
2 to 5 years	9%	30
6 to 10 years	8%	25
11 to 20 years	13%	42
More than 20 years	67%	223
Total	100%	332

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	78%	264
House attached to one or more houses (e.g., a duplex or townhome)	3%	12
Building with two or more apartments or condominiums	14%	48
Mobile home	2%	6
Other	2%	7
Total	100%	336

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	24%	77
Owned by you or someone in this house with a mortgage or free and clear	76%	247
Total	100%	324

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	9%	30
\$300 to \$599 per month	22%	72
\$600 to \$999 per month	36%	119
\$1,000 to \$1,499 per month	20%	64
\$1,500 to \$2,499 per month	8%	27
\$2,500 or more per month	5%	16
Total	100%	329

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	69%	233
Yes	31%	103
Total	100%	336

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	78%	261
Yes	22%	73
Total	100%	334

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	27%	86
\$25,000 to \$49,999	30%	98
\$50,000 to \$99,999	28%	89
\$100,000 to \$149,000	12%	37
\$150,000 or more	4%	13
Total	100%	323

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	99%	319
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	4
Total	100%	323

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	0%	2
Black or African American	3%	10
White	93%	309
Other	2%	8
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	4%	13
25 to 34 years	19%	62
35 to 44 years	14%	45
45 to 54 years	29%	95
55 to 64 years	16%	53
65 to 74 years	8%	28
75 years or older	10%	31
Total	100%	329

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	174
Male	47%	156
Total	100%	330

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	7%	23
Yes	93%	308
Ineligible to vote	0%	0
Don't know	0%	0
Total	100%	331

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	23%	78
Yes	76%	254
Ineligible to vote	0%	0
Don't know	1%	2
Total	100%	335

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ 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 National Citizen Survey™ 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 National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ 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.

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.

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning November 16, 2009. 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

Seventy-three of the postcards were returned as undeliverable because they either had incorrect addresses or were received by vacant housing units. Of the 1,127 households receiving the survey mailings, 338 completed the survey, providing a response rate of 30%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than five percentage points in either direction from what would have been obtained had responses been collected from all Jackson County adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

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 that may affect sample findings. 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.

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 2006 American Community Survey Census estimates for adults in Jackson County. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in each county’s population. 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 and gender/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 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. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are 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

Jackson County Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	23%	14%	24%
Own home	77%	86%	76%
Detached unit	85%	87%	80%
Attached unit	15%	13%	20%
Race and Ethnicity			
White alone, not Hispanic	88%	92%	91%
Hispanic and/or other race	12%	8%	9%
Sex and Age			
Female	49%	54%	53%
Male	51%	46%	47%
18-34 years of age	29%	9%	23%
35-54 years of age	41%	35%	43%
55+ years of age	31%	56%	34%
Females 18-34	14%	6%	14%
Females 35-54	19%	21%	21%
Females 55+	17%	27%	18%
Males 18-34	15%	3%	9%
Males 35-54	22%	14%	23%
Males 55+	14%	29%	16%

¹ Source: 2006 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.

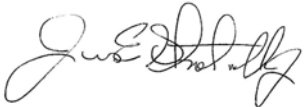
APPENDIX C: SURVEY MATERIALS

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,

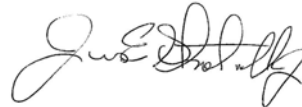


James E. Shotwell, Jr.
Chairman, Jackson County
Board of Commissioners

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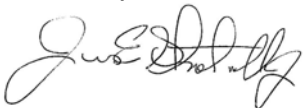


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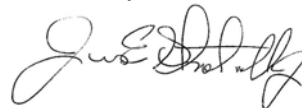


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James E. Shotwell, Jr.
Chairman, Jackson County
Board of Commissioners



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



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JACKSON COUNTY BOARD OF COMMISSIONERS



James E. Shotwell, Jr., Chairman

Earl J. Poleski, Vice-Chairman

Philip S. Duckham III
David K. Elwell
Clifford E. Herl
Jeffrey D. Kruse
David F. Lutchka

Gail W. Mahoney
Patricia A. Smith
James C. Videto
Michael J. Way
Jonathon T. Williams

November 2009

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 2009 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 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.

Sincerely,

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

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David F. Lutchka

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Michael J. Way
Jonathon T. Williams

November 2009

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 discard 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 County Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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

Sincerely,

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

Jackson County 2009 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
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
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
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. During the past twelve months, were you or anyone in your household the victim of any crime?
 No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?
 No Yes Don't know

9. 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 local public meeting on cable television	1	2	3	4	5
Visited the Jackson County Web site (at www.co.jackson.mi.us)	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

10. 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
 Once a month
 Several times a year
 Once a year or less
 Never

Jackson County 2009 Citizen Survey

11. 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
Crime prevention	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
Recycling.....	1	2	3	4	5
Storm drainage.....	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
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 information services	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Mental Health services.....	1	2	3	4	5
Drug and Alcohol services	1	2	3	4	5
Agricultural/Farm advisor	1	2	3	4	5

12. 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

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

- No → Go to Question 15
 Yes → Go to Question 14

14. 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

15. 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
The job Jackson County government does at listening to citizens	1	2	3	4	5

16. 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

17. 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

18. 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 2009 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
- Yes
- Ineligible to vote
- Don't know

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

- No
- Yes
- Ineligible to vote
- Don't know

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

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