

**The Center for Community Studies
at
Jefferson Community College**



Presentation of Results:

11th Annual



**Jefferson County
Survey of the
Community**

June 2010

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The Eleventh Annual Jefferson County Survey of the Community

Based on 414 telephone interviews conducted April 5 - April 7, 2010

Section 1 - Introduction

Background – For First-time Readers of this Annual Survey

The Center for Community Studies at Jefferson Community College was established in October 1999, to engage in a variety of community-building and community-based research activities and to promote the productive discussion of ideas and issues of significance to our area. In collaboration with community partners, The Center conducts research that will benefit the local population, and engages in activities that reflect its commitment to enhancing the quality of life of the area.

The annual survey of the community is one specific activity conducted to gauge the attitudes and opinions of a representative sample of Jefferson County citizens. This activity results in a yearly updated inventory of the attitudes and opinions of citizens of the County.

This document is a summary of the results of the Eleventh Annual Jefferson County Survey of the Community and includes comparisons with the results of the surveys from the preceding ten years. Further, using the 2010 survey results, the key community demographic characteristics of Gender, Age, Education Level, and Household Income Level are investigated as explanatory variables that may be correlated with quality-of-life indicators for the region. It is standard methodology with professional surveys to provide this level of detailed information to the reader – information that may assist in explaining the overall findings – by reporting the results for all subgroups within these four key demographic variables. A test for statistical significance has been completed for each of the resulting demographic cross-tabulations. The results provide important information about contemporary thinking of citizens; and over time, will continue to provide important baseline and comparative information as well.

“What’s New?” – For Returning Readers of this Annual Survey

The standard core of approximately 30 quality-of-life indicator survey questions have been posed in this 2010 survey, similar to the preceding ten years of this community assessment. In addition to this continuation of longitudinal monitoring of the opinions and behaviors of local residents, the following two new sets of survey questions were included in 2010:

Change #1: A new section of five survey questions has been added in 2010 that is related to **Public Transportation and Other Conservation-related Items in Jefferson County** (Section 3.12 in this report, including Tables 69-74).

Change #2: A new section of four survey questions has been added in 2010 that is related to the **Perceived Importance of Various Business Sectors to the Local Economy** (Section 3.13 in this report, including Tables 75-79).

Methodology – How This Data Was Collected

The original survey instrument used in the annual survey of the community was constructed in spring 2000 by a team of Jefferson Community College faculty. The instrument is modified each year by The Center for Community Studies, with input from its staff, and Advisory Board, and students employed at The Center throughout

the current academic year, to include new questions of relevance to local organizations and agencies. There is a core set of approximately 30 questions that have been asked every year since 2000. The primary goal of The Annual Jefferson County Survey of the Community is to collect data regarding quality of life issues of importance to the local citizens. A secondary goal is to provide a very real, research-based, learning experience for undergraduate students enrolled at Jefferson. In accomplishing this second goal, students are involved in all aspects of the research, from question formation to data collection (interviewing), to data entry and cleansing, to data analysis. The students analyze the data collected in this study annually as assignments in statistics classes. However, all final responsibility for question-phrasing, question-inclusion versus omission, final data analysis, and reporting of findings lies exclusively with the professional staff of The Center. The discussions that lead to the inclusion of questions at times arise from classroom discussions involving students and Center staff. The decision to include any question as a legitimate and meaningful part of an annual survey, however, is made exclusively by The Center. Similarly, data analysis of the information collected through the annual survey will transpire with faculty and students in the classrooms at Jefferson, however, any statistical analysis reported in this document has been completed by the professional staff of The Center. Copies of the introductory script and survey instrument are attached as an appendix.

This study included completing interviews of 414 Jefferson County adult residents. All interviews were completed via telephone. To be eligible to complete the survey, the resident was required to be at least 18 years old. Two thousand five hundred personal residence telephone numbers were randomly selected from the population of approximately 29,000 personal residence telephone numbers in Jefferson County. These numbers were obtained from *Accudata America*, a subsidiary of Primis, Inc. *Accudata America* is a firm that specializes in providing contact information for residents of the United States. The telephone numbers were obtained from an unscrubbed list, ensuring that individuals whose households are included in the “telemarketing do-not-call list” would be represented in this study. After receiving the 2,500 randomly selected telephone numbers, the list was randomly sorted a second time and a group of 2,105 residential numbers were attempted for interviews. It was not necessary to attempt all 2,500 numbers to reach 414 completed interviews (the goal at the onset of each year is to complete at least n=400 interviews).

All telephone calls were made between 4:00 and 9:00 p.m. from a call center on the Jefferson Community College campus, in Watertown, New York, on three evenings between April 5th and April 7th, 2010. To control for seasonal variability that may confound results when comparing annual surveys from year-to-year, this annual survey is completed in the first week of April each year. The Jefferson Community College students who completed the interviews had completed training in human subject research methodology and effective interviewing techniques. Professional staff from The Center supervised the telephone interviewing at all times.

When each of the telephone numbers was attempted, one of four results occurred: (1) Completion of an interview; (2) a Decline to be interviewed; (3) No Answer/Busy; or (4) an Invalid Number. Voluntary informed consent was obtained from each resident before the interview was completed. This sampling protocol included informing each resident that it was his or her right to decline to answer any and all individual questions within the interview. To be categorized as a completed interview, at least half of the questions on the survey had to be completed. The resident’s refusal to answer more than half of the questions was considered a decline to be interviewed. No rewards were offered to participants. The typical length of a completed survey was approximately 10 minutes. Declines to be interviewed (refusals) were not called back in an attempt to convince the resident to reconsider the interview. If no contact was made at a telephone number (No Answer/Busy), call-backs were made to the number. Telephone numbers that were not successfully contacted, and, as a result, were ultimately categorized as No Answer/Busy, were attempted a minimum of four times. No messages were left on answering machines at homes where no person answered the telephone. The response rate results for the study are summarized in Table 1.

Table 1 – Response Rates for the 11TH Annual Jefferson County Survey of the Community

Response rate result:	Complete Interview	Decline to be Interviewed	Not Valid Telephone Number	No Answer/ Busy	TOTALS
Frequency	414	555	229	907	2105
% of Numbers Attempted	19.7%	26.4%	10.9%	43.1%	100%
% of Valid Numbers	22.1%	29.6%		48.3%	100%
% of Contacted Residents	42.7%	57.3%			100%

Within the fields of social science and educational research, when using landline telephone interview methodology, a response rate of approximately 20% of all valid phone numbers and over 40% of all successful contacts where a person is actually talking on the phone are both considered quite successful. Therefore, when attempting to contact Jefferson County residents via landlines, the methodology employed in this annual survey continues to meet industry standards.

Demographics of the sample – Who was Interviewed?

This section of the report includes a description of the results for the demographic variables included in the survey sample. The demographic characteristics of the sampled adult residents can be used to attain three separate objectives.

Initially, this information adds to the knowledge and awareness about the true characteristics of the population of adult residents in the sampled county (i.e. What is the typical household size, educational profile, and income level in Jefferson County?). This objective will be addressed in more detail in Section 3.1 of this report.

Secondly, this demographic information facilitates the ability for the data to be sorted or partitioned to investigate for significant relationships – relationships between demographic characteristics of people and their attitudes and behaviors regarding the quality of life in Jefferson County. Identification of significant relationships allows local citizens to use the data more effectively to better understand the factors that are correlated with various aspects of life in the County. This objective is addressed via the cross-tabulation analyses that are reported throughout this study.

Finally, the demographic information also serves an important purpose when compared to established facts about Jefferson County to analyze the representativeness of the sample that was randomly selected in this study. We will now address this objective as the weighting methodology is described.

The results for the demographic questions in the survey are summarized in Table 2. Note that the demographic data presented in Table 2 for the 11th Annual Survey is raw, or unweighted; it represents the actual characteristics of the residents who were interviewed via the previously described telephone methodology. The 2007 U.S. Census reports for gender, age, and educational attainment distributions of the actual entire adult populations that reside in Jefferson County are also shown in Table 2.

Table 2 – Demographics of the Sample Compared to US Census Estimates for Jefferson County

	11 th Annual Survey Sample (April 2010)	US Census Estimates for Jefferson County (2007)
Gender:		
Male	30% (124)	51%
Female	70% (290)	49%
Age:		
18-29 years of age	15% (64)	27%
30-59 years of age	65% (268)	53%
60 years of age or older	20% (82)	20%
Education Level:		
High school graduate (or less)	35% (145)	51%
Some college (less than 4-year degree)	44% (182)	31%
College graduate (4+ year degree)	21% (87)	18%

Table 2 clearly illustrates a type of sampling error that is inherent in telephone methodology: Males, younger persons, and those with lowest formal education levels are typically underrepresented – regardless of the subject of the survey. To compensate for this underrepresentation of males, younger residents, and those with lowest education levels in the sample collected in this study, post-stratification weightings by gender, age, and education level have been completed in any further analysis of the data analyzed in this report. All subsequent statistics that will be reported in this document are weighted by gender, age, and education.

Given the extreme diligence placed on scientific sampling design and the high response rates, after application of post-stratification weightings by gender, age, and education level, it is felt that this random sample of Jefferson

County adults does accurately represent the population of Jefferson County adults. Additionally, an analysis of the postal zip code and town of residence of the respondents paralleled that which is true for the distribution of all Jefferson County adults very closely – the entire county was proportionally represented.

When using the sample statistics presented in this report to estimate that which would be expected for the entire Jefferson County adult population, the exact margin of error for this survey is question-specific. The margin of error depends upon the sample size for each specific question and the resulting sample statistic(s) for each survey question. Sample sizes tend to vary for each question on the survey, since some questions are only appropriate for certain subgroups, and/or as a result of persons refusing to answer questions. In general, the results of this survey for any questions that were answered by the entire sample of 414 residents may be generalized to the population of all adults at least 18 years of age residing in Jefferson County with a 95% confidence level to within a margin of error of approximately ± 4.8 percentage points. When investigating the results of this survey for subgroups the resulting smaller sample sizes allow generalization to the specific *subpopulation* of all adults at least 18 years of age residing in that county with a 95% confidence level to within a margin of error that will be *larger* than ± 4.8 percentage points. Table 3 is provided below as a guide for the appropriate margin of error to use when analyzing subgroups of the entire group of 414 interviewed adults. For more specific detail regarding the margin of error for any individual questions included in this survey, please refer to Appendix I of this report and/or contact the staff at The Center for Community Studies.

Table 3 – Margins of Error for Varying Sample Sizes

Sample Size (n=...)	Approximate Margin of Error
50	±13.8%
75	±11.2%
100	±9.7%
125	±8.7%
150	±7.9%
175	±7.4%
200	±6.9%
225	±6.5%
250	±6.1%
275	±5.9%
300	±5.6%
325	±5.4%
350	±5.2%
375	±5.0%
400	±4.9%
414	±4.8%

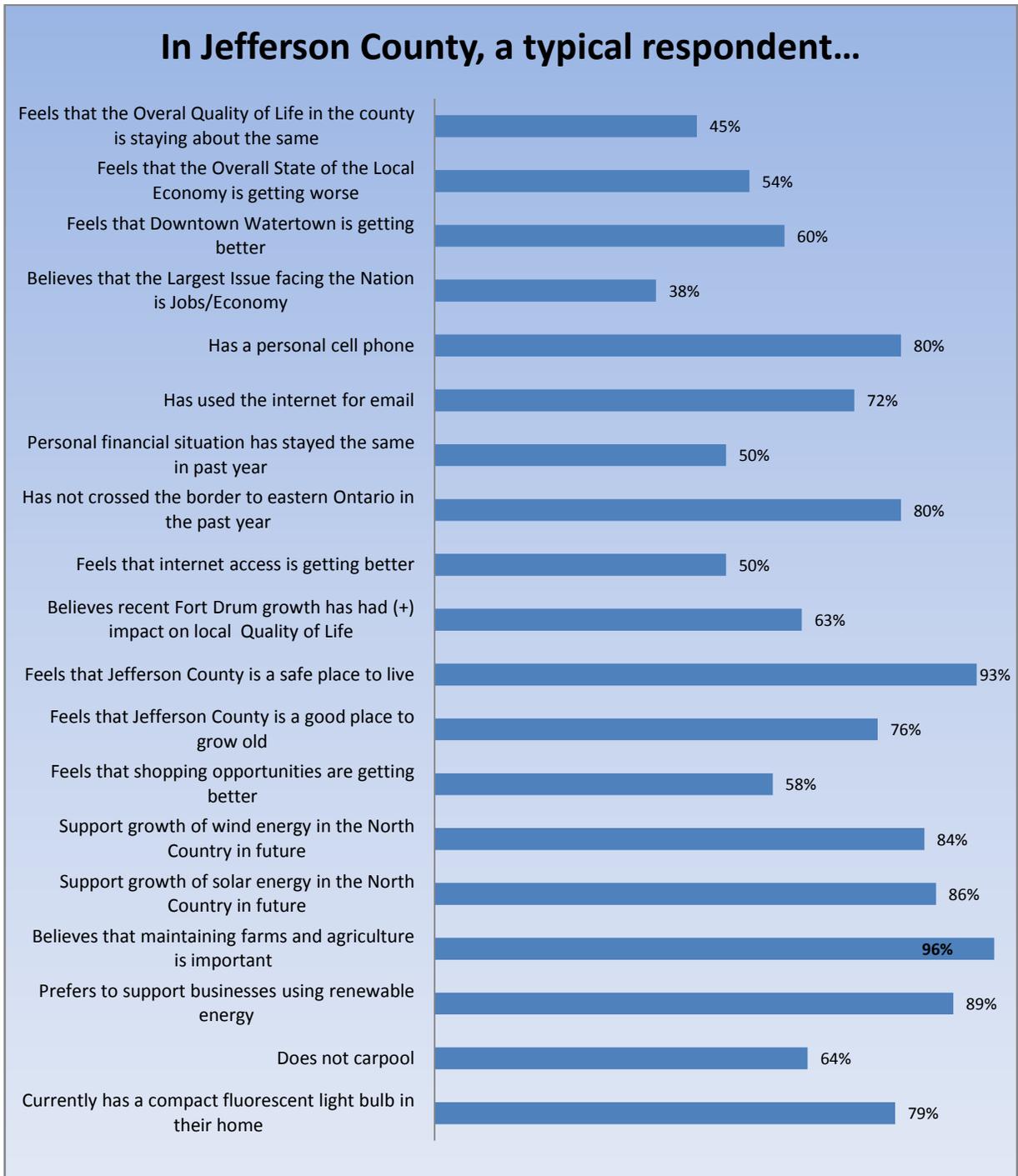
In order to maximize comparability among the eleven annual surveys that have been completed between 2000 and 2010, the procedures used to collect information and the core questions asked have remained virtually identical. All surveys were conducted in the first week in April each year, and the total number of interviews completed ranged from 340 to 421, depending upon the year. All interviewers have been similarly and extensively trained preceding data collection each year. The survey methodology used to complete the Eleventh Annual Jefferson County Survey of the Community was comparable to that used in the previous ten years. Furthermore, post-stratification weights for age and gender have also been applied to all results from all years (starting in 2009 weights were additionally applied for education level) to allow for valid comparisons for trends over the eleven-year period that will be illustrated later in this report.

All data compilation and statistical analyses within this study have been completed using *Minitab, Release 15* and *SPSS, Release 16*.

The "Typical" Respondent in Year 2010

A profile of a typical respondent is that they have completed a high school education and perhaps some college studies. They live in a household with an annual income between \$25,000 and \$75,000. They feel that their personal financial situation has stayed the same in the past year. They hold mostly **Middle of the Road** political views. They are most concerned about **The Economy/Jobs**, and **Healthcare**. They have Internet access, either at home, at work, or both. In the past 30 days, they used the internet for e-mail and have used a website for **local and national news**. They have also made an **online purchase** in the past 30 days. They have a personal cell phone. They regard the **overall quality of life** in the county as staying the same, the **Overall State of the Local Economy** as getting worse. They are feeling more positive about the **Shopping Opportunities**, and **Access to Higher Education**, than they did in 2009. They believe that **Downtown Watertown**, and **Shopping Opportunities** are improving. They volunteer in the local community, contributing an average of 12.5 hours per month. They tend to rely on the internet to learn about **local events**, and the local television station to learn about **local news**, with the Internet and the local daily newspaper being the next two likely sources to acquire **local news**. They continue to believe that the recent growth (2003-2009) of **Fort Drum positively impacts** the overall quality of life. They strongly support the development of renewable electricity sources such as **Wind, Solar, and Hydro Energy** in the North Country. They **"would prefer to support a local business that is using renewable energy sources."** They have at least one **compact fluorescent light bulb** in a fixture in their home. They never **carpool**. If they were to use **public transportation**, it would be for **Shopping**. They overwhelmingly think that the following activities are important to the Jefferson County Economy: **Maintaining Farms and Agriculture, Manufacturing Jobs, Having Wind Farms in the Area, and Green Technology**. They consider Jefferson County a **good place to grow old and a safe place to live**. They overwhelmingly think that **"An increase in availability of assisted living for those age 55+ in Jefferson County would improve the overall quality of life in the county."** They have not crossed the border to eastern Ontario in the past year.

Figure 1



Section 2 – Summary of Findings

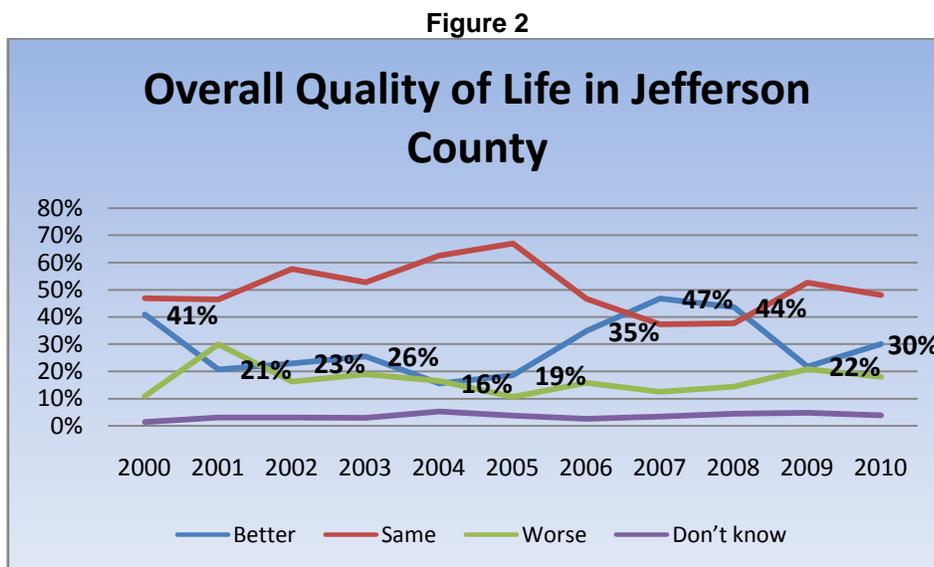
Section 2.1 – Demographic Profiling of the Residents/Households of Jefferson County

1. **Household incomes in Jefferson County** slowly increased throughout the first ten years of the Annual Survey (2000-2009), from 32.8% of the participating households earning \$50,000 or more annually in 2000 to 46.3% of the households earning \$50,000 or more annually in 2009. However, in 2010 only 37.3% of the participating households reported annual incomes of \$50,000 or more. Throughout the entire eleven years of sampling the percentage of households earning \$25,000 or less annually has remained at approximately 20%-30%. (Table 9)
2. Approximately half of the households in Jefferson County (currently 50.8%, has remained very constant between 2005-2010) have **at least one child under the age of 18 living in the household**. (Table 10)
3. Approximately 90% of the adults in Jefferson County report their **race or ethnicity** as “White” (currently 90.3%, has remained very constant between 2000-2010). (Table 11)
4. The **political beliefs** reported by Jefferson County adult residents have remained relatively stable over the six years of monitoring in the Annual Survey (2005-2010). Each year, “middle of the road” is the most commonly reported political belief, followed by “conservative, and then “liberal.” Currently, 33.1% report “middle of the road”, 28.9% report “conservative”, while only 13.6% self-report as “liberal” (decreased from 18.8% “liberal” in 2009) (Table 12)
5. The **spirit of volunteerism** remains strong in Jefferson County. The current mean number of hours volunteered per citizen of 9.4 hours/month is very high compared to earlier years of surveying, with only year 2006 (with a mean of 10.2 hours/month) surpassing the current rate of volunteerism. Almost half of the surveyed adults (47.8%) report that they volunteer at least some time in a typical month. (Table 13)

Section 2.2 – Quality of Life Issues – Eleven Year Trends in Responses and Detailed Investigation of Year 2010

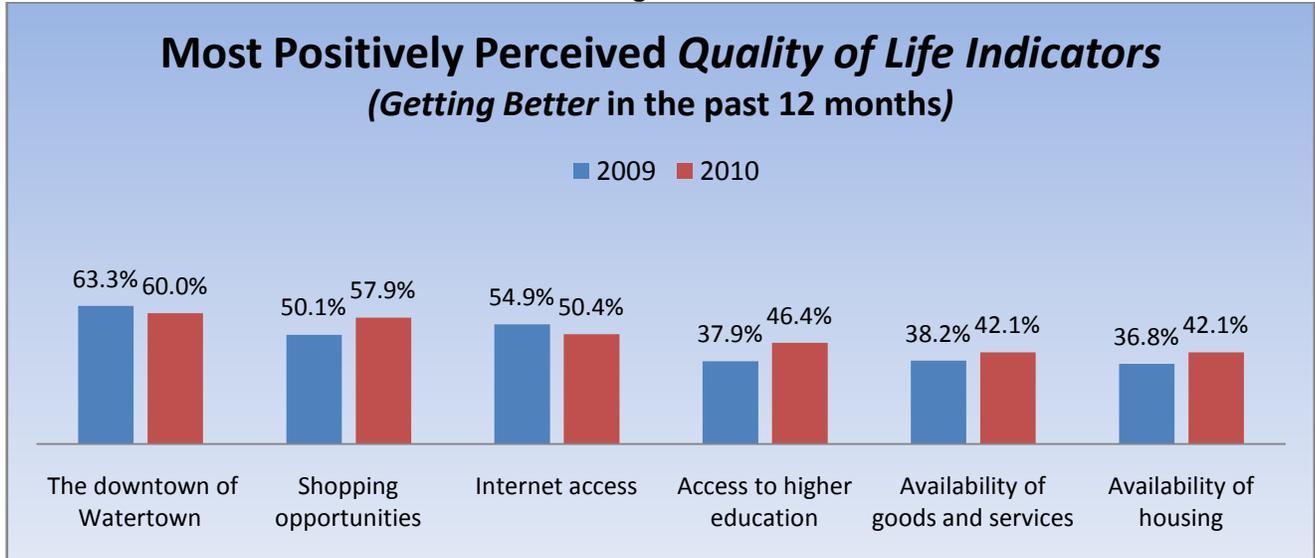
6. Most Jefferson County adult residents continue to **view the quality of life in the region as positive**, 78.2% of the surveyed residents report that the overall quality of life in the area is getting better or staying the same (increased from 74.4% in 2009), while only 18.0% believe the overall quality of life in the area is getting worse. (Table 16)
7. The **overall quality of life in the area was reported as getting better** by 30.1% of the residents, a significant increase from the 21.8% found in 2009, but not yet recovered to the high rates of 46.8% and 43.6% reporting “getting better” in 2007 and 2008, respectively. (Tables 14-16, and Table 36)

NOTE: In all of the following graphs illustrating the longitudinal trend, the percentages shown reflect those responses indicating “getting better” for each of the survey years.



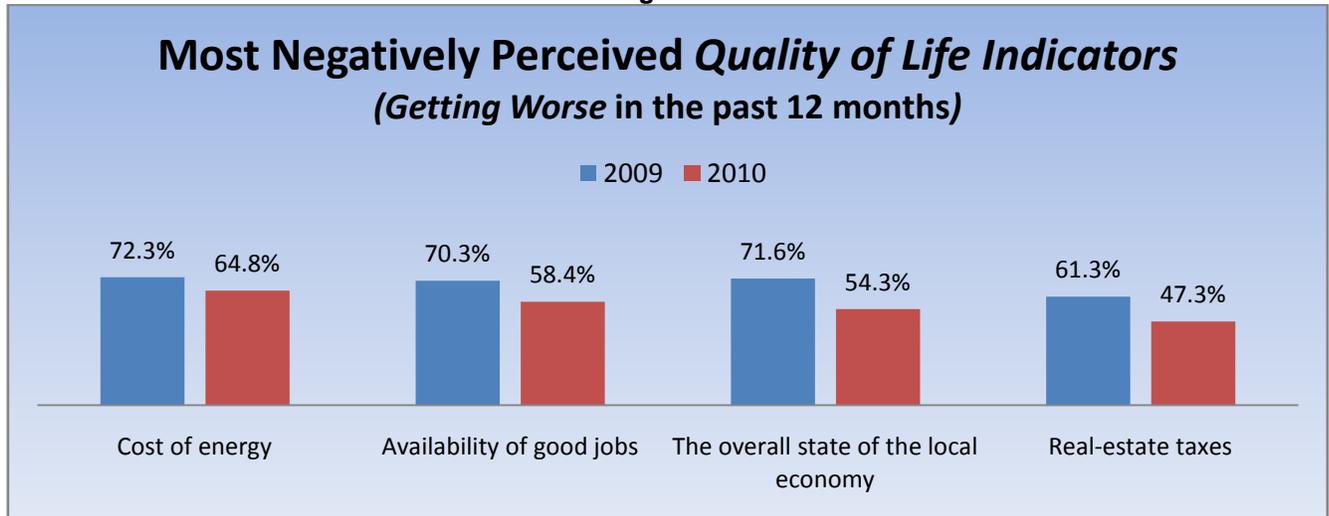
8. Residents reported the **most satisfaction** with the following aspects of our community. This list of the “Top 6 quality-of-life indicators” includes the same six indicators as were found in 2009. (Table 16)
 - The Downtown of Watertown (60.0% indicated “getting better”)
 - Shopping Opportunities (57.9% indicated “getting better”)
 - Internet Access (50.4% indicated “getting better”)
 - Access to Higher Education (46.4% indicated “getting better”)
 - Availability of Goods and Services (42.1% indicated “getting better”)
 - Availability of Housing (42.1% indicated “getting better”)

Figure 3



9. Residents reported the **most dissatisfaction** with the following aspects of our community. This list of the “Bottom 4 quality-of-life indicators” includes the same four indicators as were found in 2009. (Table 16)
- Cost of Energy (64.8% indicated “getting worse”)
 - Availability of Good Jobs (58.4% indicated “getting worse”)
 - The Overall State of the Local Economy (54.3% indicated “getting worse”)
 - Real-estate Taxes (47.3% indicated “getting worse”)

Figure 4

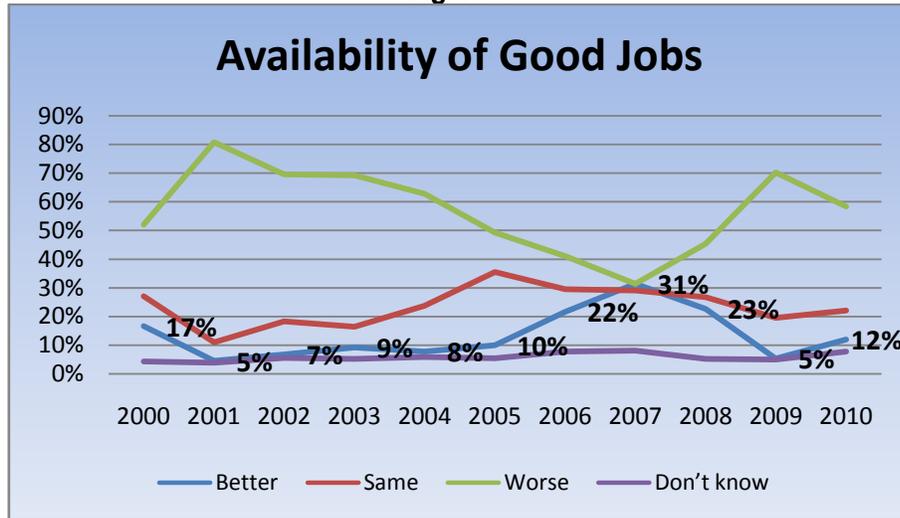


Economic-related Quality of Life Findings:

10. **Availability of Good Jobs** (Table 32)

Residents are far more likely to perceive availability of good jobs as *getting worse* than they are to perceive them as *getting better*. (58.4% worse, 11.9% better) However, in 2009, residents reported the least satisfaction with the availability of good jobs found in the county since 2001. The percentage reporting *getting worse* had increased significantly from 31.4% in 2007, to 45.4% in 2008, to the very high level of 71.6% in 2009. This increasing rate of *getting worse* reversed in 2010, and now is at 58.4%.

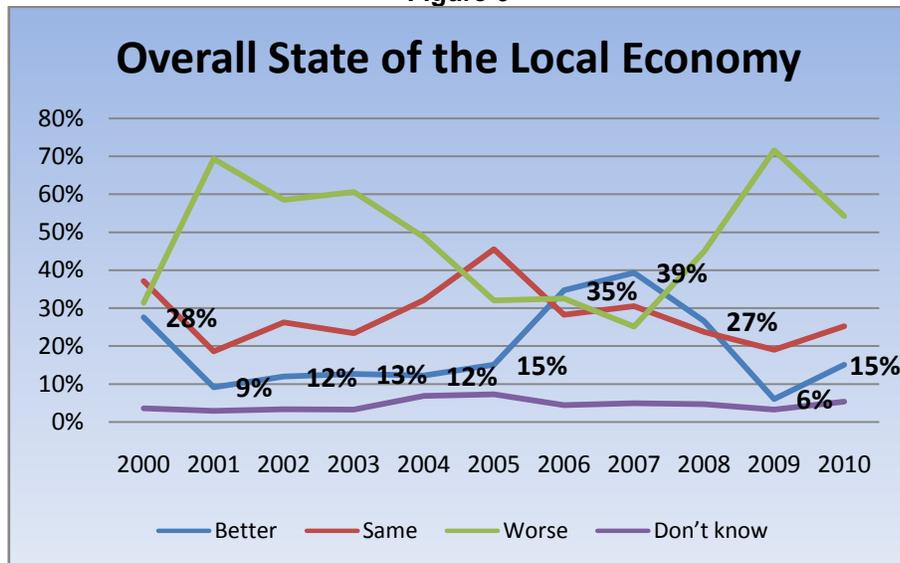
Figure 5



11. **Overall State of Local Economy** (Table 35)

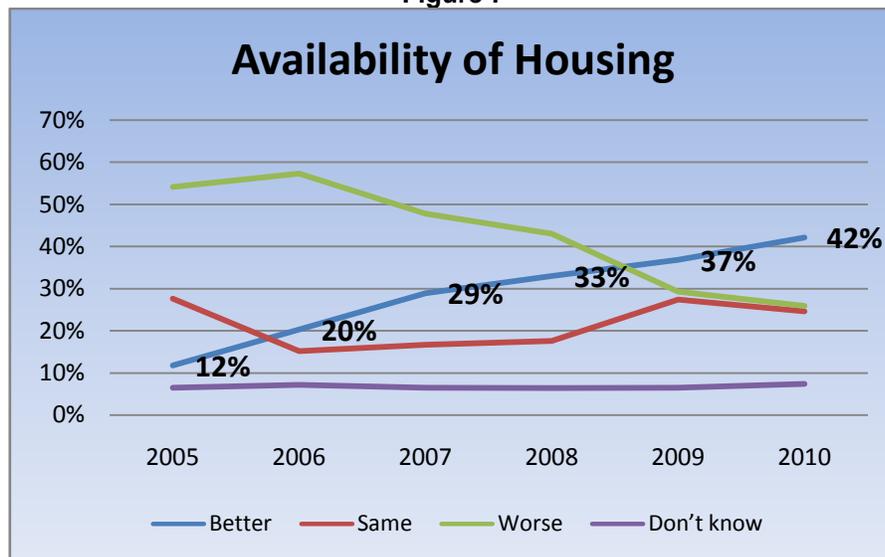
In 2010, residents appear to have a less negative outlook about the local economy than in 2009. In 2009, residents reported the least satisfaction with the overall state of the local economy that has ever been found in the eleven years of surveying. The percentage reporting *getting worse* has increased significantly from 25.2% in 2007, to 45.0% in 2008, to the all time high level of 71.6% in 2009. However, the rate of reporting *getting better* increased from 6.1% in 2009 to 15.1% in 2010 (was 39.3% in 2007!).

Figure 6



12. **Shopping Opportunities** (Table 33)
 In 2006-2008, an overwhelming majority of Jefferson County residents (across all ages, income levels, education levels, and within both genders) believed that shopping opportunities in the county were *getting better*. The 84.5% reporting *getting better* in 2008 decreased significantly to the 2009 level of 50.1%, but rebounded significantly in 2010 to 57.9% reporting *getting better*.
13. **Availability of Goods/Services** (Table 37)
 Again, in 2006-2008, an overwhelming majority of Jefferson County believed that availability of goods and services in the county were *getting better*. The 69.9% reporting *getting better* in 2008 decreased significantly to the 2009 level of 38.2%, and has not changed significantly between 2009-2010, the current level is 42.1%. However, it is notable that less than 10% of the residents (8.9%) feel that availability of goods and services in the county were *getting worse*.
14. **Availability of Housing** (Table 39)
 This quality-of-life indicator has been recorded for six years, from 2005 to the present. Over this time a consistent increase in percentage of residents who believe that housing availability is *getting better* has been found (from 11.8% in 2005 to the current rate of 42.1%). For the first time, in 2009, the *getting better* response was more frequent than the *getting worse* response (36.8% versus 29.3%), and this trend has continued in 2010 with currently 42.1% *getting better* and only 25.9% *getting worse*.

Figure 7



15. **Cost of Energy** (Table 21)
 Throughout the eleven years of completing this annual survey, the cost of energy has consistently been viewed by the majority as *getting worse*. In 2010 this continued to be reflected with 64.8% reporting *getting worse*, and only 9.0% reporting *getting better*. However, it is of note that this 64.8% reporting *getting worse* is the lowest rate found in the eleven years of surveying.
16. **Real Estate Taxes** (Table 29)
 Very consistently throughout the first ten years of surveying the percentage of Jefferson County residents who report that real estate taxes are *getting better* is approximately 5%, with approximately 20% reporting *stayed the same*. These typical results were found again in 2010 with 4.0% indicating *getting better*, and 22.3% reporting *stayed the same*. However between 2009-2010 there was a significant shift between *getting better* and *don't know*. Residents in 2010 had an increased incidence of reporting *don't know*.

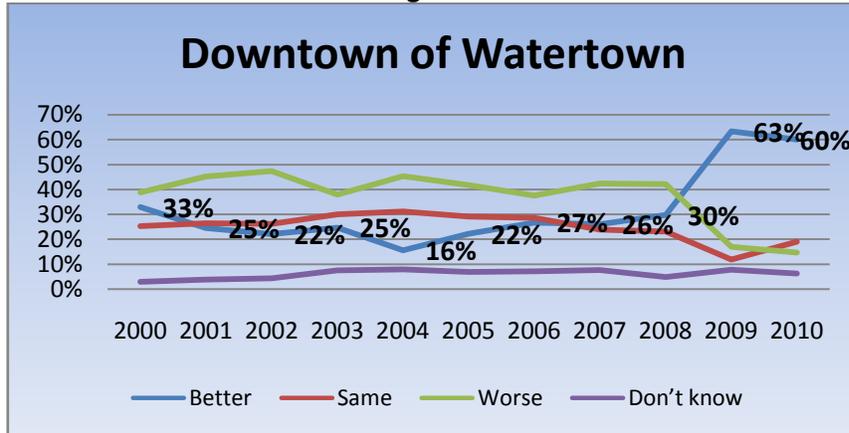
Lifestyle-related (less economic) Quality of Life Findings:

17. **Opportunities for Youth** (Table 19)
Residents reported a significantly lower rate of getting better in 2009 and 2010 than was found in 2007 and 2008, 2009 and 2010 rates are virtually identical. In 2009, for the first time since 2004, the percentage of participants who report *getting worse* surpassed the percentage of participants who report *getting better*, *this relationship continued in 2010* (currently 26.4% *getting worse*, 21.2% *getting better*).
18. **Healthcare Access and Healthcare Quality** (Tables 22-23)
A very significant shift has occurred among Jefferson County residents between 2008 and 2009 regarding perceptions of healthcare access and healthcare quality in the county. In 2008, we saw the highest rate ever reported of healthcare access *getting better* (38.0%), however this rate decreased to 15.1% in 2009. Similarly, in 2008, we saw the highest rate ever reported of healthcare quality *getting better* (37.0%), however this rate decreased to 16.7% in 2009. However, these negatively-trending results have reversed between 2009-2010. The *getting better* rate for healthcare access increased from 15.1% to 22.3% between 2009-2010, and the *getting better* rate for healthcare quality increased from 16.7% to 22.1% during that same time.
19. **Cultural/Entertainment Opportunities** (Table 20)
In 2007-2008, Jefferson County residents reported the highest rates of cultural/entertainment opportunities *getting better* ever found in the Annual Survey (41.5% in 2007, 44.0% in 2008). In 2009, satisfaction with cultural/entertainment opportunities in the county returned to the typical pre-2007 rate of 26.5% reporting that cultural/entertainment opportunities *getting better*, and between 2009-2010 the level of satisfaction has remained very stable (29.7% indicate *getting better* in 2010).
20. **Recreational Opportunities** (Table 26)
Perceptions of recreational opportunities in the county *getting better* decreased significantly between 2008 and 2009 (from 43.3% to 30.8%), and have remained not significantly changed from 2009-2010 (2010 rate of *getting better* is 31.8%).
21. **Access to Higher Education** (Table 24)
Perceptions of access to higher education in the county *getting better* decreased significantly between 2008 and 2009 (from 55.0% to 37.9%), but recovered significantly between 2009-2010 (2010 rate of *getting better* is 46.4%). Residents are more than five times as likely to report access to higher education *getting better* than *getting worse* (46.4% *better*, 9.1% *worse*).

22. **Downtown Watertown** (Table 30)

One of the most striking differences found in the 2009 Annual Survey was the perception of the Downtown of Watertown. In 2009, 63.3% reported that they perceive the Downtown of Watertown as *getting better*, while only 17.0% reported *getting worse*. This 63.3% rate was by far the highest ever measured in 10 years of surveying and more than double the rate found in 2008 (29.7%). The honeymoon has not ended ... in 2010, 60.0% reported that they perceive the Downtown of Watertown as *getting better*, while only 14.7% reported *getting worse*. In 2009 it was the first year ever that the rate of *getting better* has surpassed the rate of *getting worse*, this trend unquestionably continued in 2010.

Figure 8



23. **Policing and Crime Control** (Table 31)

In 2010, residents continue to view policing and crime control very positively, with 31.5% reporting this community-safety indicator as *getting better* and only 16.7% reporting as *getting worse*.

24. **Quality of K-12 Education** (Table 34)

In 2008, K-12 education was viewed as *getting better* by more residents than at any time since 2000 (49.6% in 2000, 46.2% in 2008). This rate has decreased significantly in 2009 and 2010 to a current rate of 30.5% *getting better*. In 2010, the *getting worse* rate has reached its all-time high of 17.4%. Although residents are still almost twice as likely to report K-12 education as *getting better* than as *getting worse* (30.5% vs. 17.4%, respectively) it cannot be ignored that the *getting worse* rate has changed from 7.9% in 2008 to the current all-time high of 17.4%.

25. **Availability of Care for the Elderly** (Table 38)

The perception of availability of care for the elderly reported in 2009 was the lowest yet found (24.4% *getting better* in 2008, only 14.1% in 2009). The perceptions have remained very consistent between 2009-2010, with the current *getting better* rate at 14.7%. Residents continue to be twice as likely to perceive the availability of care for the elderly as *getting worse* as they are to perceive it as *getting better* (28.5% vs. 14.7%, respectively). The most common response is that this availability is *staying the same* (32.1%).

26. **Internet Access** (Table 25)

Year after year the residents of Jefferson County respond positively regarding Internet access. In 2010, 50.4% indicated *getting better* and another 30.1% indicated *staying the same*, only 4.0% indicated *getting worse*.

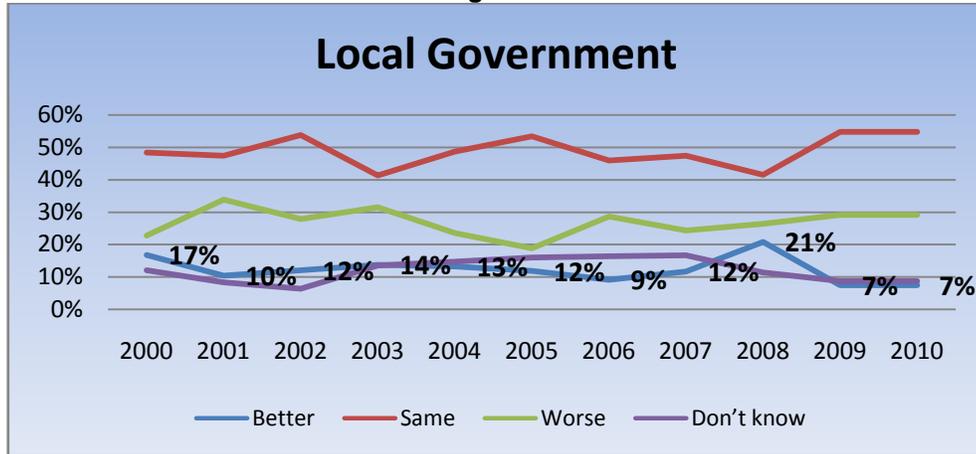
27. **Quality of the Environment** (Table 27)

Perceptions among Jefferson County residents regarding the quality of the local environment have remained relatively stable over the eleven years of surveying. In 2009, 47.6% report *staying the same*, and in 2010 this rate is 42.8%. Again, consistent with past years, in 2010 among those who perceive a change it is a very similar rate that reports *better* versus *worse* (29.4% and 22.0%, respectively).

28. **Local Government** (Table 28)

A dramatic rise in the rate of *getting better* was evident between 2007 and 2008, however, the results in 2009 decreased to the lowest level ever recorded, when only 7.4% of the participants felt that local government was *getting better* (was 20.8% in 2008). This discontent continued in 2010, with only 12.9% indicating that they believe that local government is *getting better*, and 35.6% reporting that they feel it is *getting worse* – this 35.6% *getting worse* rate is the highest ever found in eleven years of surveying.

Figure 9



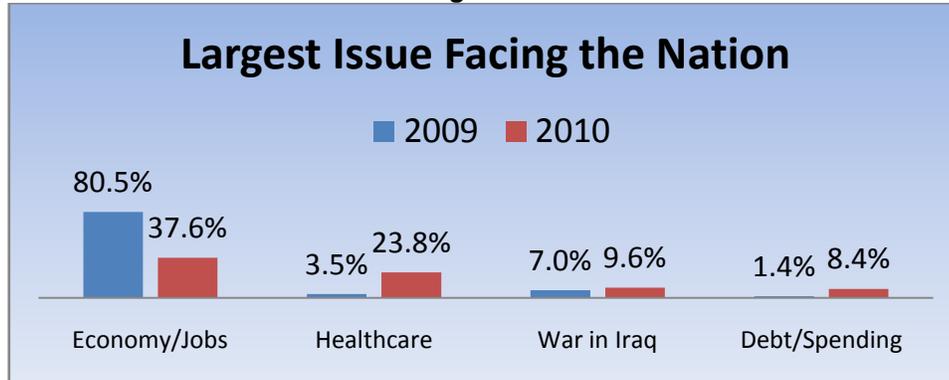
Section 2.3 – Jefferson County – A nice place to live?

29. Jefferson County residents consider the county a **good place to grow old** – 32.7% indicate *very good*, and another 43.3% report *fairly good*, while only 3.9% report *definitely not good*. (Table 40)
30. Jefferson County residents consider the county a **safe place to live** – 46.8% indicate *very safe*, and another 45.8% report *fairly safe*, while only 0.6% report *definitely not safe*. (Table 41)
31. Jefferson County residents voiced strong agreement with the statement “**An increase in availability of assisted living for those age 55+ in Jefferson County would improve the overall quality of life in the county.**” – 50.5% *strongly agree*, and another 34.0% *somewhat agree*, while only 6.0% *disagree*. (Table 42)

Section 2.4 – The Largest Issue Facing Our Nation

32. In 2009, without exception, across all studied demographic subgroups of Jefferson County residents, Jobs and the Economy were felt to be the largest issue currently facing our nation. In 2009, over 80% of the participants cited this issue as the most important. However, in 2010 a different issue has risen in perceived importance to our nation. **Jobs and the economy are still most commonly cited by residents in 2010, however, the 80.5% rate found in 2009 decreased significantly to 37.6% in 2010. During this timeframe the importance of healthcare as a national issue has increased tremendously** – only 3.5% cited healthcare in 2009, while in 2010 23.8% cited healthcare as the largest issue facing the nation. Concern with healthcare is particularly high among females (28.2%), and the highly educated (28.0% among those with 4+ year degrees). (Table 43)

Figure 10



Section 2.5 – Technology – Cell Phones and Internet Use

33. **Cell phone use among Jefferson County residents remains high** and appears to have stabilized – four in five adult residents has a personal cell phone (currently 79.9%). This rate in 2010 is not significantly different from the 2009 rate of 80.6%, which was the highest rate found in sampling (started asking this survey question in 2005, at that time 65.9% had a cell phone). (Table 44)
34. The majority of Jefferson County residents (64.6%) **know someone who lives in Jefferson County who has only a cell phone; they have no landline in their home**. This rate has increased significantly from 55.4% found in 2008. The first time recorded (in 2005) the rate was only 44.3%. (Table 45)
35. More than four-in-five adult residents of Jefferson County (82.1%) **have access to the Internet either at home or at work or at both**. This rate has increased significantly from 75.9% found in 2008. The first time recorded (in 2002) the rate was only 72.4%. Interestingly, even among the oldest age subgroup studied (those over age 60) the majority (52.3%) has Internet access. (Table 46)
36. In 2010, seven common uses of the Internet were studied. For each the participant was asked “have you **used the Internet for _____ at least once in the past 30 days?**” The results for 2010, along with any earlier comparative results when available, are summarized below. In general, Internet use among Jefferson County adult residents has increased since 2008, particularly for email and access to national news. (Tables 47-54)
- 71.9% used email (was 63.0% in 2008)
 - 61.0% found local news online (was 57.1% in 2008)
 - 58.2% found national news online (was 44.7% in 2008)
 - 51.5% made an online purchase (was 61.8% in 2009, but phrased as “in the past year”)
 - 43.9% found medical/health information online (was 42.0% in 2008)
 - 32.4% used a library website to get information (not measured previously)
 - 15.5% used blogs (was 12.3% in 2008)

Section 2.6 – Personal and Household Finances

37. The **personal financial situations for families in Jefferson County have remained about the same between 2009 and 2010**. To the question: “When considering you or your family’s personal financial situation - has it gotten better, stayed about the same, or gotten worse in the past 12 months?”, the most common response in 2010 was *stayed the same* (49.9%, slightly increased from 44.7% in 2009), while the proportion who indicated gotten worse decreased from 30.8% in 2009 to 22.9% in 2010. Noteworthy relationships that were discovered are that younger adult residents, those with higher education levels, and those from higher income households are most likely to be those who report that their financial situation has improved in the past year. (Table 55)
38. About one-in-four among the currently employed Jefferson County residents (26.5%) is **now working a job where the pay is less than an earlier job they held** at some point in time. (Table 56)

Section 2.7 – Sources for Local News and Information about Local Events

39. Consistent with well-documented national and worldwide trends, Jefferson County residents are increasingly using the Internet as their **primary source of information about local events and local news**. (Tables 57-58)
40. Regarding **sources of information about local events**, four different sources were each cited by 10% or more of the participants. The results for 2010, along with earlier comparative results, are summarized below. (Table 57)
- 29.9% cite *Watertown TV* as primary source (was 40.0% in 2001, 42.3% in 2008)
 - 29.4% cite the *Internet* as primary source (was 0.0% in 2000-2004, 17.4% in 2008)
 - 17.4% cite *Watertown Daily Times* as primary source (was 49.4% in 2000, 22.5% in 2008)
 - 10.1% cite *Friends and Acquaintances* as primary source (ranged between 2.9%-6.4% all other years)
41. Regarding **sources of information about local news**, three different sources were each cited by 10% or more of the participants. The results for 2010, along with earlier comparative results, are summarized below. (Table 58)
- 50.5% cite *Watertown TV* as primary source (was 57.4% in 2008)
 - 25.0% cite the *Internet* as primary source (was 16.6% in 2008)
 - 13.8% cite *Watertown Daily Times* as primary source (was 16.7% in 2008)
42. The majority of Jefferson County residents are accessing local news online. When asked if they had **used the Internet to find local news at least once in the past 30 days**, 61.0% responded “Yes” (increased from 57.1% in 2008). (Table 50)

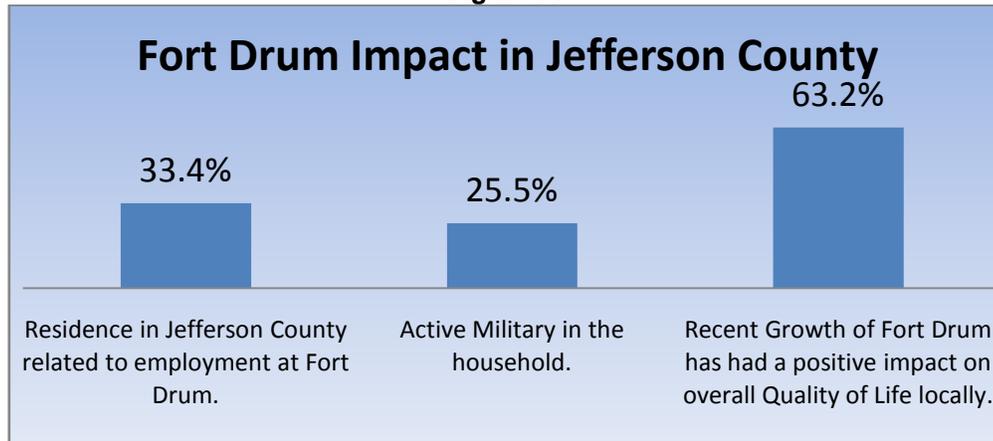
Section 2.8 - Cross-border Travel

43. There has been a clear and fairly steep trend toward reduced cross-border travel among Jefferson County adults over the past eleven years, reaching an all-time low in 2010 of only 20.3% **crossing the border into Eastern Ontario at least once in the past year**. To place this in perspective, in 2001, 67.0% of the participants reported to have crossed the border into Eastern Ontario at least once in the past year. (Table 59)

Section 2.9 - Fort Drum Impact

44. The **significance of the presence of Fort Drum among the Jefferson County community** continues to be demonstrated. One in three residents (33.4%) reports that their residence in the county is related to either civilian or military employment at Fort Drum. Each of the preceding 10 years of the Annual Survey has resulted with between 17.7% (in 2000) and 26.7% (in 2007), with the current result found in 2010 representing the largest Fort Drum-related representation to date in an Annual Survey sample. About one in four households (25.5%) report that someone in their household is Active Military. (Tables 60-61)
45. The findings of 2010 Annual Survey, consistent with all other years of this Annual Survey, overwhelmingly indicate support for Fort Drum. Over 60% of the participants (63.2%) believe that **the recent growth of Fort Drum from 2003 to the present has had a positive impact on the overall quality of life of county residents**, while only 14.6% believe the impact has been negative. (Table 62)

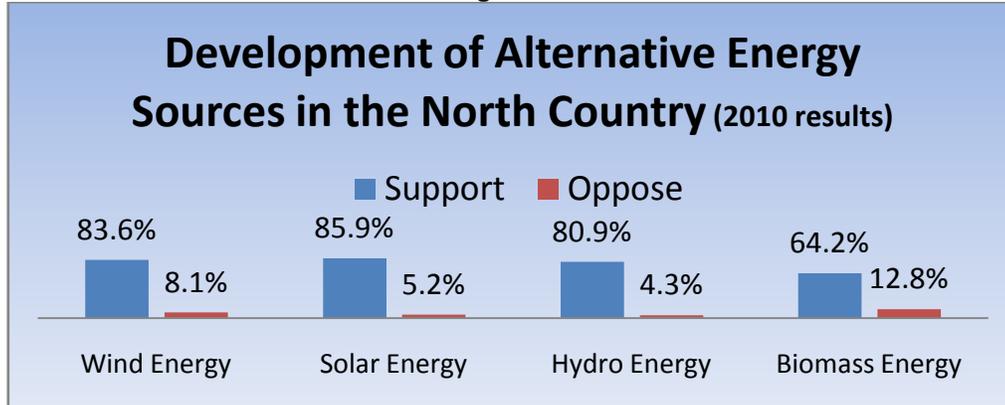
Figure 11



Section 2.10 - Renewable Energy Sources in the North Country

46. The majority of **Jefferson County residents support the development of alternative energy sources in the North Country in the future**. Four potential energy sources were studied, and level of support shown was: (Tables 63-67)
- 85.9% support development of *solar* energy (was 93.5% in 2009)
 - 83.6% support development of *wind* energy (was 88.3% in 2009)
 - 80.9% support development of *hydro* energy (was 82.5% in 2009)
 - 64.2% support development of *biomass* energy (was 58.4% in 2009)

Figure 12



47. Approximately 90% of Jefferson County residents **prefer to support a local business that is using renewable energy sources** (89.3%, not significantly different from 92.3% found in 2009). (Table 68)

Section 2.11 – Public Transportation, and Other Conservation-related Items

48. Approximately one-third of Jefferson County residents (35.4%) **currently carpool** at least occasionally, with 9.6% indicating that they carpool daily. (Table 69)
49. Rather large **interest in use of public transportation in Jefferson County** was found in 2010. To the question: “Would you use a public bus if it were available at least two times each week, traveling to and from Watertown and the village center nearest your home?”, 42.1% responded with “Yes.” (Table 70)
50. Among those who indicated that they would use public transportation if it were available in Jefferson County, the **most common uses, or locations, or activities that they would use for public transportation** are shown below. (Table 71)
- 64.1% would use public transportation to go *shopping*
 - 39.1% would use public transportation to get to *work*
 - 36.0% would use public transportation to get to *medical appointments*
 - 32.6% would use public transportation for *leisure activities*
 - 17.0% would use public transportation to *visit friends*
 - 10.4% would use public transportation to get to *school*
51. Among those who indicated that they would not use public transportation if it were available in Jefferson County, the **most common reasons cited for lack of interest in public transportation** are shown below. (Table 72)
- 41.6% “Would use mine or a friend’s vehicle.”
 - 25.0% “The public transportation schedule is inconvenient.”
 - 6.2% “Not sure why, no reason.”

- 5.7% “Lack of routes.”
- All other reasons were cited by less than 5% of the not-interested participants.

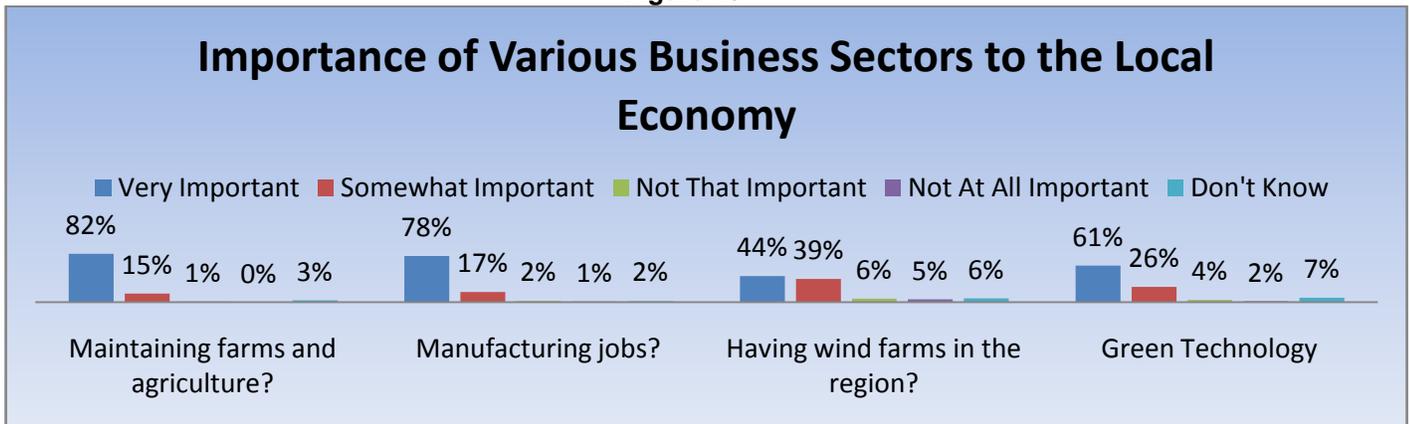
52. Approximately one-tenth of Jefferson County residents (10.5%) indicate that **lack of transportation has kept them from securing employment or meeting their daily needs** in the past year. (Table 73)
53. More than three-fourths of Jefferson County adults (78.6%) report that they **currently have a compact fluorescent light bulb in at least one light fixture in their home**. This 78.6% is significantly increased from 57.3% found when last studied in Jefferson County in 2007. (Table 74)

Section 2.12 – Business Sectors – Perceived Importance to the Local Economy

54. Perceived **importance of four business sectors as contributors to the local Jefferson County economy** was studied in 2010. Strong support for the importance of agriculture and manufacturing jobs has been reported. The results for each posed business sector are summarized below. (Tables 75-79)

Business Sectors:	Very Important	Somewhat Important	Not That Important	Not at all Important	Don't Know
Maintaining farms and agriculture?	81.5%	14.5%	0.9%	0.0%	3.1%
Manufacturing jobs?	77.8%	17.1%	2.1%	1.2%	1.8%
Having wind farms in the region?	43.7%	39.1%	5.9%	5.0%	6.4%
Green Technology	61.4%	25.9%	3.6%	1.6%	7.4%

Figure 13



Section 2.13 – Heard of The Center for Community Studies?

55. **Familiarity with The Center for Community Studies** continues to be common among Jefferson County adults. Currently, 31.7% of the participants had heard of The Center before completing the survey with us on that evening in April 2010. Each year that this familiarity has been investigated between 2004 and 2010 the rate has been between 20%-30%. (Table 80)

Section 3 - Detailed Statistical Results

Section 3.1 – Demographic Profiling of the Residents/Households of Jefferson County

This section of the Report of Findings provides a detailed presentation of the demographic characteristics of the sample of adults in Jefferson County that has been captured each of the ten years of sampling. The intent of this new section included in the 10th Annual Survey is to allow local leaders to observe the demographic changes in characteristics of our local population. Note that the results for each of Tables 5-7 (gender, age, and educational attainment) are unweighted. As has been earlier described in the Methodology section of this report, these three characteristics are typically susceptible to sampling error inherent to telephone methodology, and hence have been used as the weighting factors. Essentially, analysis of the trends shown in Tables 5-7 are analyses of the effectiveness of telephone methodology, not indicative of changes in the composition of adults who reside in Jefferson County. However, Tables 8-18 (all have been weighted for gender, age, and education sampling error) accurately reflect changes that may be interpreted as demographic changes in the Jefferson County adult population. Typically, a **line graph** has been included to assist in the interpretation of the longitudinal trends.

Table 4 – Gender Distribution (unweighted)

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Male	35.2%	35.1%	32.7%	33.0%	35.4%	35.4%	30.5%	34.0%	36.1%	30.9%	30.0%
Female	64.8%	64.9%	67.3%	67.0%	64.6%	64.6%	69.5%	66.0%	63.9%	69.1%	70.0%

Table 5 – Age Groups (unweighted)

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teens	7.8%	3.8%	3.2%	1.8%	3.5%	2.9%	4.2%	2.1%	1.7%	2.4%	1.9%
Twenties	14.1%	17.8%	13.8%	12.8%	17.1%	12.6%	16.1%	11.8%	13.5%	10.2%	13.5%
Thirties	28.1%	15.8%	19.9%	18.4%	14.5%	17.4%	22.6%	18.6%	18.3%	13.4%	26.3%
Forties	21.0%	25.4%	21.9%	26.1%	21.8%	22.3%	20.1%	24.1%	21.6%	26.2%	21.7%
Fifties	11.7%	15.5%	19.2%	20.5%	20.6%	22.6%	18.9%	19.4%	16.9%	19.1%	16.7%
Sixties	10.2%	9.9%	9.8%	10.7%	9.4%	10.9%	6.8%	11.5%	16.2%	16.2%	11.8%
Seventies	6.6%	9.7%	9.6%	8.0%	9.4%	8.0%	7.1%	7.3%	6.7%	8.6%	5.1%
Eighties+	0.6%	2.0%	2.7%	1.8%	3.5%	3.4%	4.2%	5.2%	5.2%	3.9%	2.9%

Table 6 – Education Levels (unweighted)

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Less than HSG	6.0%	6.4%	4.9%	5.7%	4.3%	4.8%	5.8%	6.0%	11.1%	4.7%	5.8%
High School Graduate	29.0%	29.0%	29.5%	27.3%	27.5%	28.5%	30.9%	31.2%	29.8%	26.7%	29.2%
Some College (no degree)	26.7%	30.4%	28.3%	26.0%	24.8%	25.4%	25.8%	30.1%	24.9%	22.0%	31.4%
Associate Degree	12.0%	12.6%	12.0%	16.5%	18.0%	17.7%	12.7%	14.4%	16.0%	18.6%	12.6%
Bachelor's Degree	12.3%	13.7%	13.8%	12.6%	14.7%	13.4%	14.9%	9.8%	9.9%	17.3%	11.8%
Graduate Degree	14.1%	7.9%	11.6%	12.0%	10.7%	10.3%	10.0%	8.7%	8.4%	10.7%	9.2%

Table 7 – Township of Residence in Jefferson County

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Adams	4.5%	6.9%	6.4%	6.0%	2.6%	5.2%	3.4%	4.4%	5.8%	6.4%	3.7%
Alexandria	3.6%	5.3%	4.9%	4.8%	5.5%	5.5%	2.6%	5.5%	4.3%	2.1%	1.8%
Antwerp	2.1%	1.5%	1.5%	1.5%	0.9%	1.7%	3.0%	1.0%	2.3%	1.0%	0.2%
Brownville	6.6%	5.9%	6.7%	4.8%	7.0%	4.1%	4.7%	6.7%	3.5%	3.8%	6.5%
Cape Vincent	3.3%	2.1%	1.0%	3.3%	2.0%	1.2%	2.8%	3.4%	1.0%	1.8%	2.3%
Champion	2.1%	4.1%	3.0%	2.7%	5.3%	3.8%	4.0%	2.1%	2.7%	4.4%	6.7%
Clayton	7.2%	6.5%	4.9%	5.4%	5.5%	6.1%	4.8%	2.2%	5.7%	3.9%	4.0%
Ellisburg	2.4%	1.5%	3.2%	3.6%	1.8%	4.1%	2.9%	2.5%	1.3%	2.0%	1.3%
Henderson	2.4%	0.9%	2.2%	0.9%	2.0%	0.9%	1.5%	1.4%	1.1%	1.2%	1.6%
Hounsfield	3.3%	2.7%	2.7%	6.3%	3.8%	2.9%	3.4%	4.3%	1.4%	3.1%	1.4%
Leray	6.3%	11.5%	6.7%	11.6%	11.1%	6.1%	7.7%	10.2%	10.1%	7.1%	16.3%
Lorraine	2.1%	1.8%	2.0%	0.3%	0.3%	0.3%	0.4%	2.3%	1.1%	0.3%	0.4%
Lyme	3.0%	3.8%	3.0%	2.4%	2.6%	1.7%	2.3%	3.1%	2.5%	3.7%	2.8%
Orleans	1.5%	3.2%	2.7%	3.3%	1.8%	2.9%	4.7%	5.3%	2.7%	1.1%	2.2%
Pamelia	2.1%	2.4%	2.2%	3.0%	1.5%	2.9%	2.4%	2.3%	2.8%	2.8%	1.7%
Philadelphia	1.8%	2.4%	3.9%	1.5%	1.2%	2.6%	1.3%	1.5%	2.8%	2.5%	2.5%
Rodman	1.8%	0.9%	0.5%	3.3%	0.6%	1.5%	0.4%	0.9%	0.7%	1.6%	0.0%
Rutland	2.7%	2.4%	2.5%	2.7%	3.2%	2.0%	4.3%	2.0%	2.3%	2.5%	1.3%
Theresa	3.6%	1.5%	2.5%	2.1%	0.9%	4.0%	4.1%	1.6%	3.9%	2.3%	3.0%
Watertown (town)	8.7%	7.7%	8.9%	5.1%	6.4%	4.6%	3.2%	4.2%	3.1%	6.5%	8.3%
Watertown (city)	23.2%	20.6%	22.9%	18.8%	27.4%	27.5%	28.8%	24.7%	32.9%	35.2%	27.2%
Wilna	3.9%	4.4%	4.7%	6.6%	6.4%	8.4%	6.3%	8.3%	5.6%	3.9%	4.7%
Worth	1.5%	0.0%	0.3%	0.0%	0.3%	0.0%	0.2%	0.0%	0.3%	0.8%	0.0%
Not sure	0.3%	0.0%	0.7%	0.0%	0.0%	0.0%	0.8%	0.0%	0.2%	0.0%	0.0%

Table 8 – Occupations

Responses:	2008	2009	2010
Retired	16.7%	17.8%	17.9%
Unemployed	8.4%	10.7%	11.5%
Homemaker	8.4%	6.0%	7.8%
Student	3.1%	7.5%	5.1%
Military	5.9%	7.3%	12.4%
Managerial	6.9%	6.6%	2.2%
Medical	7.0%	5.6%	6.3%
Professional/Technical	10.2%	7.1%	8.5%
Sales	5.5%	4.5%	4.1%
Clerical	3.2%	2.3%	1.6%
Service	9.9%	5.7%	9.1%
Blue Collar/Production	8.2%	11.9%	8.3%
Teacher/Education	3.9%	5.0%	2.9%
Not Sure	2.7%	2.2%	0.9%
Self-employed	--	--	1.4%

Table 9 – Annual Household Income (among those who did not refuse to respond)

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Up to \$10,000	4.3%	6.6%	8.8%	6.3%	5.5%	4.0%	9.6%	6.2%	7.8%	8.4%	8.8%
\$10,001-\$25,000	22.6%	24.6%	20.1%	20.7%	19.4%	18.8%	18.7%	16.4%	23.5%	14.6%	23.8%
\$25,001-\$50,000	40.3%	39.5%	39.1%	36.4%	33.5%	42.5%	35.9%	44.2%	31.3%	30.7%	30.2%
\$50,001-\$75,000	21.6%	16.9%	22.4%	24.2%	26.9%	17.1%	19.8%	22.8%	21.2%	20.5%	24.4%
\$75,001-\$100,000	8.9%	9.3%	5.0%	7.9%	8.4%	10.2%	11.3%	6.4%	8.6%	17.8%	5.8%
Over \$100,000	2.3%	3.0%	4.6%	4.5%	6.2%	7.5%	4.7%	4.0%	7.5%	8.0%	7.1%

Table 10 – Children in the Household (under age of 18)

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
None	63.5%	56.1%	54.0%	59.0%	56.6%	53.9%	50.4%	52.6%	47.9%	51.7%	49.2%
1	15.8%	20.0%	21.5%	15.3%	20.1%	16.6%	26.4%	19.1%	19.4%	22.6%	18.9%
2	13.4%	14.7%	17.7%	17.6%	12.9%	20.6%	15.7%	17.6%	18.0%	15.5%	18.7%
3	5.6%	6.2%	5.0%	5.5%	8.4%	7.4%	5.8%	7.8%	10.1%	7.5%	8.8%
4	1.0%	2.2%	1.6%	2.4%	2.0%	0.7%	1.7%	1.7%	3.0%	2.4%	2.8%
5+	0.7%	0.8%	0.3%	0.1%	0.0%	0.8%	0.0%	1.3%	1.6%	0.4%	1.5%

Table 11 – Race or Ethnicity

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Black/African American	1.2%	3.4%	3.7%	1.9%	3.7%	1.8%	4.7%	2.4%	2.2%	1.9%	3.8%
White	93.9%	92.3%	88.2%	89.5%	91.5%	92.9%	89.1%	90.1%	90.9%	94.3%	90.3%
Hispanic	0.7%	1.3%	2.0%	3.2%	0.6%	3.0%	2.2%	1.5%	2.7%	0.6%	2.3%
Asian/Pacific Islander	0.7%	0.9%	1.6%	1.5%	0.5%	0.4%	0.9%	0.5%	1.9%	0.6%	0.7%
Native American	2.1%	0.3%	0.2%	1.9%	1.1%	1.1%	0.9%	0.5%	1.6%	1.3%	1.5%
Multiracial	0.5%	1.4%	1.1%	1.3%	1.5%	0.2%	1.0%	3.8%	0.6%	1.4%	1.4%
Other	0.8%	0.4%	3.1%	0.8%	1.1%	0.5%	1.3%	1.1%	0.0%	0.0%	0.0%

Table 12 – How would you classify your political beliefs?

Responses:	2005	2006	2007	2008	2009	2010
Very Conservative	6.3%	8.4%	8.5%	3.3%	5.5%	3.4%
Conservative	29.1%	29.8%	26.7%	18.3%	25.0%	25.5%
Middle of the Road	43.2%	40.4%	46.5%	39.2%	42.2%	33.1%
Liberal	17.8%	14.7%	13.1%	13.5%	17.2%	11.3%
Very Liberal	3.7%	6.7%	5.2%	2.1%	1.6%	2.3%
Don't Know	0.0%	0.0%	0.0%	23.5%	8.5%	24.4%

Table 13 – Estimate how many hours per month you volunteer for community service activities such as church, school and youth activities, charitable organizations, local government, boards, etc.

Responses:	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Mean	7.1	9.4	9.4	6.8	6.6	10.2	7.0	6.2	7.0	9.4
Median	2.0	2.0	3.0	2.0	2.0	2.0	0.0	0.0	1.0	0.0
Standard Deviation	16.7	22.1	19.3	12.2	13.3	18.9	16.9	14.2	14.0	24.5
Range	0-120	0-250	0-150	0-80	0-100	0-160	0-170	0-100	0-240	0-300

(in 2010, 47.8% of the participants volunteer at least some, greater than 0 hours/month)

Section 3.2 – Quality of Life Issues – Eleven Year Trends in Responses

The larger font and bolded number in each row of Table 14 is the largest percentage responding “Getting Better” found throughout the eleven years for each survey question. For quick reference, considering the sample sizes collected each year in the Annual Survey of the Community, a difference of 6% or larger between any two years is considered statistically significant. For more detail regarding statistical significance, please refer to Appendix I.

Table 14 – Trends in Issues in Jefferson County – Years 2000-2010 - % Indicating “Getting Better” Each Year

Quality of Life Indicator:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1. Opportunities for youth	31	26	17	21	18	22	29	33	33	22	21
2. Cultural / entertainment opportunities	36	26	32	28	26	26	28	42	44	27	30
3. Cost of energy	3	2	7	1	2	2	1	2	4	10	9
4. Health care access	36	25	25	32	22	22	33	37	38	15	22
5. Health care quality	33	22	26	31	21	20	35	31	37	17	22
6. Access to higher education	62	45	50	48	41	34	43	49	55	38	46
7. Internet access	75	61	65	70	49	44	58	63	68	55	50
8. Recreational opportunities	44	37	35	36	27	29	37	41	43	31	32
9. Quality of the environment	30	23	19	24	22	22	23	21	26	23	29
10. Local government	17	10	12	14	13	12	9	12	21	7	13
11. Real-estate taxes	12	5	5	6	5	6	5	4	7	5	4
12. The downtown of Watertown	33	25	22	25	16	22	27	26	30	63	60
13. Policing and crime control	35	39	31	39	33	19	36	30	44	27	32
14. Availability of good jobs	17	5	7	9	8	10	22	31	23	5	12
15. Shopping opportunities	51	40	30	39	38	46	81	86	85	50	58
16. Quality of K-12 education	50	31	33	37	31	31	38	41	46	27	31
17. The overall state of the local economy	28	9	12	13	12	15	35	39	27	6	15
18. The overall quality of life in the area	41	21	23	25	16	19	35	47	44	22	30
19. Availability of goods and services in the area			28	37	28	24	51	70	70	38	42
20. Availability of care for the elderly					15	15	28	19	24	14	15
21. Availability of housing						12	20	29	33	37	42

The larger font and bolded number in each row of Table 15 is the largest percentage responding “Getting Worse” found throughout the eleven years for each survey question. For quick reference, considering the sample sizes collected each year in the Annual Survey of the Community, a difference of 6% or larger between any two years is considered statistically significant. For more detail regarding statistical significance, please refer to Appendix I.

Table 15 – *Trends* in Issues in Jefferson County – Years 2000-2010 - % Indicating “**Getting Worse**” Each Year

Quality of Life Indicator:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1. Opportunities for youth	18	32	31	27	22	16	18	16	19	27	26
2. Cultural / entertainment opportunities	13	21	13	17	9	7	14	12	10	15	15
3. Cost of energy	77	84	65	77	68	78	88	77	82	72	65
4. Health care access	19	29	21	25	19	13	25	22	26	31	28
5. Health care quality	21	25	14	19	11	9	19	17	19	25	20
6. Access to higher education	3	8	6	9	4	5	11	7	6	9	9
7. Internet access	1	14	3	3	4	5	6	5	4	4	4
8. Recreational opportunities	10	13	12	10	8	7	11	10	10	12	17
9. Quality of the environment	20	20	16	25	10	16	24	25	28	26	22
10. Local government	23	34	28	31	24	19	29	24	26	29	36
11. Real-estate taxes	41	55	51	55	47	39	58	63	61	61	47
12. The downtown of Watertown	39	45	47	38	45	42	38	42	42	17	15
13. Policing and crime control	14	14	10	11	8	18	18	20	16	12	16
14. Availability of good jobs	52	81	70	69	63	49	41	31	45	70	58
15. Shopping opportunities	13	19	22	25	10	6	5	5	4	11	12
16. Quality of K-12 education	9	15	8	15	5	7	13	10	8	11	17
17. The overall state of the local economy	31	69	58	61	49	32	33	25	45	72	54
18. The overall quality of life in the area	11	30	16	19	16	11	16	13	14	21	18
19. Availability of goods and services in the area			16	13	9	5	6	4	5	9	9
20. Availability of care for the elderly					15	16	17	21	18	29	29
21. Availability of housing						54	57	48	43	29	26

Section 3.3 – Quality of Life Issues in Jefferson County – Detailed Investigation of Year 2010 Results

Table 16 shows the detailed results for all 21 quality of life indicators recorded in 2010. The larger font and bolded number in each row is the largest result found for each survey question, providing an easy method to determine whether a quality of life indicator is perceived currently as getting better or worse.

Table 16 – SUMMARY – Quality of Life Issues in Jefferson County – Year 2010

Quality of Life Indicator:	Getting Better	Staying the Same	Getting Worse	Don't Know
1. Opportunities for youth	21.2%	39.1%	26.4%	13.3%
2. Cultural / entertainment opportunities	29.7%	43.5%	14.9%	11.9%
3. Cost of energy	9.0%	17.3%	64.8%	8.9%
4. Health care access	22.3%	41.0%	28.2%	8.5%
5. Health care quality	22.1%	47.7%	19.8%	10.4%
6. Access to higher education	46.4%	36.6%	9.1%	7.9%
7. Internet access	50.4%	31.1%	4.0%	14.6%
8. Recreational opportunities	31.8%	42.2%	16.9%	9.1%
9. Quality of the environment	29.4%	42.8%	22.0%	5.9%
10. Local government	12.9%	39.8%	35.6%	11.8%
11. Real-estate taxes	4.0%	22.3%	47.3%	26.5%
12. The downtown of Watertown	60.0%	19.0%	14.7%	6.3%
13. Policing and crime control	31.5%	44.1%	16.2%	8.3%
14. Availability of good jobs	11.9%	22.0%	58.4%	7.8%
15. Shopping opportunities	57.9%	27.0%	12.2%	2.9%
16. Quality of K-12 education	30.5%	37.9%	17.4%	14.2%
17. The overall state of the local economy	15.1%	25.2%	54.3%	5.4%
18. The overall quality of life in the area	30.1%	48.1%	18.0%	3.9%
19. Availability of goods and services	42.1%	45.1%	8.9%	3.9%
20. Availability of care for the elderly	14.7%	32.1%	28.5%	24.7%
21. Availability of housing	42.1%	24.6%	25.9%	7.4%

The statistical tables shown on the following pages provide the greatest level of detail in results. In these tables, the results for each of the quality of life indicators studied in this annual survey are shown for each year sampled (includes all possible responses to each survey question each year), along with cross-tabulations by four key demographic factors (gender, age, education, and income). By inspecting the results after cross-tabbing by any of these demographic factors the reader can better understand factors that may be significantly correlated with perceptions of quality of life characteristics of the county.

The results for each of these survey questions are presented in this section of the report with the following organizational structure:

- (1) The results for each year that the question was asked are presented in a table to allow for an analysis of trends or changes.
- (2) The 2010 results for most of the questions included in the survey have been cross-tabulated by each of the demographic factors of gender, age, education level, and household income level (total of over 200 cross-tabulation tables).
- (3) Statistically significant trends and correlations are highlighted for each survey question directly below the presented results. For further explanation of the statistical concepts of “Margin of Error” and “Statistical Significance”, please refer to Appendix I – “Technical Comments”.

The statistics reported in the correlative tables (correlating with gender, age, education, and income) are percentages within the sampled subgroups. To determine the sample size for each subgroup – to avoid over

interpretation – the reader should refer to the bottom row in each cross-tabulation table. Again, findings should be considered with sample sizes in mind. The statistical tests of significance take into consideration these varying sample sizes. The typical sample size within each demographic subgroup is shown, along with the appropriate approximate margin of error for each of these subgroup sample sizes, below in Table 17.

Table 17 – Sample Size and Margin of Error for Various Demographic Subgroups to be Compared

	Number of Participants Sampled (weighted)	Approximate Margin of Error (when analyzing only this subgroup)
Gender:		
Male	n=211	±7.0%
Female	n=203	±7.1%
Age:		
18-29 years of age	n=112	±9.6%
30-59 years of age	n=218	±6.9%
60 years of age or older	n=84	±11.1%
Education Level:		
High school graduate (or less)	n=210	±7.0%
Some college (less than 4-year degree)	n=128	±9.0%
College graduate (4+ year degree)	n=76	±11.6%
Annual Household Income Level:		
Less than \$25,000	n=125	±9.1%
\$25,001-\$50,000	n=116	±9.4%
\$50,001-\$75,000	n=93	±10.5%
More than \$75,000	n=49	±14.5%

When comparing results across time, the sample sizes collected each year should also be considered. The sample size for each of the eleven years of the Jefferson County Annual Survey of the Community are summarized in Table 18.

Table 18 – Sample Sizes for each of the Eleven Years of the Jefferson County Annual Survey

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Total sample Size (# interviews completed)	340	342	413	341	348	355	354	382	421	382	414

Again, the reader can identify the statistically significant results (trends and/or relationships) in each cross-tabulation table and each trend table by noting the **bold comment** directly below the tables. For more detail, refer to Appendix I.

Table 19 - Opportunities for Youth

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	31.1%	25.9%	17.4%	21.4%	17.7%	22.4%	28.9%	32.7%	32.8%	21.7%	21.2%
Same	41.8%	35.1%	39.2%	36.9%	43.9%	47.3%	38.1%	37.3%	36.2%	40.5%	39.1%
Worse	18.0%	31.8%	31.1%	26.7%	22.2%	16.4%	18.1%	15.8%	18.9%	26.9%	26.4%
Don't know	9.1%	7.2%	12.3%	15.0%	16.3%	14.0%	14.9%	14.2%	12.1%	11.0%	13.3%

	Opportunities for Youth	
	Count	%
Better	88	21.2%
Same	162	39.1%
Worse	109	26.4%
Don't Know	55	13.3%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	23.1%	19.2%	30.1%	19.0%	14.9%
Same	40.1%	38.0%	38.6%	41.2%	34.4%
Worse	24.1%	28.8%	22.3%	24.1%	38.0%
Don't Know	12.7%	14.0%	9.0%	15.7%	12.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	25.3%	19.1%	13.6%	25.2%	18.0%	26.8%	15.8%
Same	34.5%	45.6%	40.8%	32.2%	45.4%	40.3%	41.1%
Worse	28.2%	22.1%	28.7%	35.1%	19.9%	18.2%	33.0%
Don't Know	12.0%	13.2%	16.9%	7.4%	16.7%	14.7%	10.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Age
 Statistically Significant Trend: "Better" decreased significantly between 2008 and 2009, and remained unchanged between 2009-2010

Table 20 - Cultural/ Entertainment Opportunities

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	36.2%	26.1%	32.3%	28.4%	26.2%	25.5%	28.4%	41.5%	44.0%	26.5%	29.7%
Same	45.0%	48.3%	47.0%	48.0%	57.9%	56.9%	51.1%	40.0%	37.4%	49.6%	43.5%
Worse	13.3%	20.6%	13.5%	16.7%	9.2%	7.4%	13.7%	12.1%	9.8%	14.9%	14.9%
Don't know	5.4%	5.0%	7.2%	6.9%	6.7%	10.2%	6.8%	6.3%	8.9%	8.9%	11.9%

	Cultural/Entertainment Opportunities	
	Count	%
Better	123	29.7%
Same	180	43.5%
Worse	62	14.9%
Don't Know	49	11.9%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	30.9%	28.4%	34.2%	26.9%	31.0%
Same	42.2%	44.9%	46.0%	43.3%	40.9%
Worse	14.2%	15.6%	12.1%	17.9%	10.8%
Don't Know	12.6%	11.1%	7.7%	12.0%	17.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	28.6%	32.6%	27.6%	27.1%	31.4%	27.7%	34.7%
Same	44.2%	37.9%	51.0%	38.7%	48.2%	49.0%	39.9%
Worse	12.9%	17.1%	16.7%	18.4%	11.2%	11.6%	15.7%
Don't Know	14.3%	12.3%	4.6%	15.9%	9.2%	11.6%	9.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: None

Statistically Significant Trend: "Better" decreased significantly between 2008 and 2009, while "Same" increased, no significant changes between 2009-2010

Table 21 – Cost of Energy

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	2.8%	1.6%	6.9%	1.2%	1.7%	2.0%	1.5%	2.0%	4.4%	9.8%	9.0%
Same	12.8%	7.8%	17.4%	10.0%	21.2%	12.9%	5.8%	11.7%	9.6%	13.8%	17.3%
Worse	77.0%	83.8%	65.3%	76.7%	67.8%	78.0%	88.0%	76.9%	82.2%	72.3%	64.8%
Don't know	7.4%	6.8%	10.4%	12.1%	9.3%	7.1%	4.7%	9.3%	3.7%	4.0%	8.9%

	Cost of Energy	
	Count	%
Better	37	9.0%
Same	72	17.3%
Worse	268	64.8%
Don't Know	37	8.9%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	10.5%	7.5%	12.7%	7.7%	7.6%
Same	16.8%	17.8%	15.7%	18.1%	17.2%
Worse	63.7%	66.0%	55.0%	67.2%	71.7%
Don't Know	9.0%	8.7%	16.6%	7.0%	3.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	6.6%	15.2%	5.3%	6.5%	16.9%	5.8%	5.2%
Same	17.4%	16.7%	17.8%	16.4%	17.6%	18.2%	18.8%
Worse	67.1%	57.9%	70.1%	65.6%	59.1%	63.9%	71.4%
Don't Know	8.8%	10.1%	6.8%	11.6%	6.4%	12.0%	4.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Age

Statistically Significant Trend: "Worse" decreased significantly between 2008 and 2009, and decreased again between 2009 and 2010, "Worse" now at lowest rate ever recorded

Table 22 – Healthcare Access

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	36.2%	25.2%	24.8%	31.5%	22.0%	21.7%	32.5%	36.6%	38.0%	15.1%	22.3%
Same	39.8%	40.9%	47.5%	35.8%	45.2%	54.6%	35.2%	33.3%	30.9%	44.5%	41.0%
Worse	18.8%	29.2%	21.4%	25.4%	19.5%	13.3%	25.0%	21.8%	25.8%	31.1%	28.2%
Don't know	5.3%	4.7%	6.3%	7.3%	13.3%	10.4%	7.3%	8.3%	5.3%	9.4%	8.5%

	Healthcare Access	
	Count	%
Better	92	22.3%
Same	170	41.0%
Worse	117	28.2%
Don't Know	35	8.5%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	24.5%	20.0%	22.7%	21.0%	25.4%
Same	41.3%	40.6%	37.3%	43.6%	39.1%
Worse	25.9%	30.5%	29.7%	26.2%	31.4%
Don't Know	8.2%	8.8%	10.3%	9.2%	4.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	19.9%	27.4%	20.6%	22.7%	28.9%	20.0%	18.1%
Same	40.4%	38.7%	46.6%	30.8%	40.9%	41.1%	54.5%
Worse	32.4%	22.3%	26.6%	38.7%	22.2%	27.8%	18.3%
Don't Know	7.4%	11.7%	6.2%	7.8%	8.0%	11.1%	9.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: **None**

Statistically Significant Trend: **"Better" decreased significantly between 2008-2009, increased between 2009-2010, but has not returned to the highest ratings found (in 2007 and 2008)**

Table 23 – Healthcare Quality

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	33.5%	21.9%	26.0%	31.4%	20.9%	19.8%	34.9%	30.5%	37.0%	16.7%	22.1%
Same	37.9%	48.1%	53.8%	43.2%	56.7%	58.4%	40.0%	45.8%	40.4%	52.7%	47.7%
Worse	21.4%	24.8%	14.1%	19.0%	10.5%	9.1%	18.8%	16.6%	19.0%	25.2%	19.8%
Don't know	7.2%	5.2%	6.0%	6.5%	11.9%	12.6%	6.4%	7.0%	3.6%	5.4%	10.4%

	Healthcare Quality	
	Count	%
Better	91	22.1%
Same	198	47.7%
Worse	82	19.8%
Don't Know	43	10.4%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	22.7%	21.4%	27.7%	17.2%	27.1%
Same	52.7%	42.6%	40.8%	53.1%	42.9%
Worse	14.3%	25.4%	18.8%	21.0%	17.8%
Don't Know	10.3%	10.6%	12.6%	8.6%	12.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	23.8%	22.7%	16.1%	30.9%	23.5%	12.9%	20.5%
Same	46.6%	40.9%	62.4%	36.4%	48.7%	55.9%	58.3%
Worse	20.7%	19.1%	18.4%	25.0%	16.4%	17.0%	14.0%
Don't Know	8.9%	17.3%	3.0%	7.7%	11.4%	14.1%	7.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Age, Income

Statistically Significant Trend: "Better" decreased significantly between 2008-2009, increased between 2009-2010, but has not returned to the highest ratings found (in 2006 through 2008)

Table 24 – Access to Higher Education

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	62.4%	45.1%	50.0%	47.9%	41.4%	33.7%	42.8%	48.5%	55.0%	37.9%	46.4%
Same	27.0%	42.2%	35.5%	36.5%	47.1%	54.7%	36.7%	34.8%	31.1%	46.3%	36.6%
Worse	3.4%	8.3%	6.3%	8.6%	4.4%	5.4%	11.5%	7.1%	6.0%	9.2%	9.1%
Don't know	7.2%	4.4%	8.2%	7.0%	7.1%	6.3%	9.0%	9.5%	7.9%	6.6%	7.9%

	Access to Higher Education	
	Count	%
Better	192	46.4%
Same	152	36.6%
Worse	38	9.1%
Don't Know	33	7.9%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	51.3%	41.3%	47.8%	44.7%	48.7%
Same	36.0%	37.3%	40.3%	37.0%	30.9%
Worse	6.6%	11.6%	4.1%	10.5%	12.0%
Don't Know	6.1%	9.8%	7.8%	7.8%	8.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	43.4%	49.6%	49.1%	48.0%	42.8%	43.6%	50.8%
Same	37.0%	36.1%	36.6%	28.8%	44.0%	38.8%	38.6%
Worse	10.2%	8.7%	6.4%	15.3%	7.0%	4.8%	8.2%
Don't Know	9.4%	5.6%	7.8%	7.9%	6.1%	12.9%	2.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Gender

Statistically Significant Trend: "Better" decreased significantly between 2008-2009, but increased significantly between 2009-10

Table 25 – Internet Access

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	74.7%	60.9%	64.7%	69.7%	49.0%	44.2%	57.9%	62.7%	67.8%	54.9%	50.4%
Same	8.0%	11.7%	18.6%	12.9%	31.4%	32.7%	22.9%	20.1%	16.9%	32.0%	30.1%
Worse	1.3%	14.5%	3.5%	3.3%	3.6%	4.6%	5.7%	4.8%	4.2%	3.8%	4.0%
Don't know	16.1%	12.9%	13.3%	14.2%	16.0%	18.6%	13.5%	12.4%	11.1%	9.3%	14.6%

	Internet Access	
	Count	%
Better	209	50.4%
Same	129	31.1%
Worse	16	4.0%
Don't Know	60	14.6%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	50.7%	50.0%	55.6%	53.3%	35.8%
Same	28.2%	34.0%	37.7%	31.6%	20.9%
Worse	4.2%	3.8%	2.3%	3.6%	7.2%
Don't Know	16.9%	12.1%	4.4%	11.5%	36.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	45.6%	56.0%	54.1%	45.0%	49.0%	61.0%	54.7%
Same	27.0%	32.7%	39.5%	22.0%	37.3%	28.2%	39.4%
Worse	5.2%	2.4%	3.2%	6.6%	3.1%	3.3%	2.3%
Don't Know	22.2%	8.9%	3.2%	26.3%	10.6%	7.5%	3.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Age

Statistically Significant Trend: "Better" decreased significantly between 2008-2009 while "Same" increased during this time, results remained unchanged between 2009-2010

Table 26 – Recreational Opportunities

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	43.7%	36.6%	34.6%	36.5%	27.3%	29.4%	37.5%	40.5%	43.3%	30.8%	31.8%
Same	42.8%	46.2%	47.2%	50.2%	59.6%	57.7%	44.5%	43.8%	40.6%	54.4%	42.2%
Worse	9.6%	12.8%	12.5%	9.9%	7.9%	6.8%	11.4%	9.7%	10.2%	11.7%	16.9%
Don't know	3.9%	4.4%	5.7%	3.5%	5.3%	6.2%	6.6%	6.0%	5.9%	3.1%	9.1%

	Recreational Opportunities	
	Count	%
Better	132	31.8%
Same	175	42.2%
Worse	70	16.9%
Don't Know	38	9.1%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	32.8%	30.7%	30.0%	33.0%	31.0%
Same	43.0%	41.3%	46.8%	43.0%	33.8%
Worse	15.7%	18.2%	13.7%	17.6%	19.5%
Don't Know	8.5%	9.8%	9.6%	6.4%	15.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	27.5%	39.5%	30.6%	28.0%	28.1%	39.4%	32.8%
Same	40.1%	39.5%	52.4%	35.3%	45.1%	46.1%	46.2%
Worse	20.6%	13.0%	13.3%	26.1%	13.2%	8.1%	18.2%
Don't Know	11.8%	8.0%	3.8%	10.7%	13.7%	6.4%	2.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: None

Statistically Significant Trend: "Better" decreased significantly between 2008 and 2009, and results have not changed significantly between 2009-2010

Table 27 – Quality of the Environment

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	30.4%	22.9%	19.4%	24.1%	22.5%	21.7%	22.8%	21.0%	26.0%	22.6%	29.4%
Same	47.6%	54.2%	61.8%	45.8%	61.1%	55.5%	47.7%	46.7%	41.1%	47.6%	42.8%
Worse	19.7%	19.8%	16.0%	24.9%	10.2%	16.0%	23.8%	25.2%	27.5%	26.4%	22.0%
Don't know	2.2%	3.1%	2.8%	5.2%	6.2%	6.8%	5.7%	7.1%	5.4%	3.5%	5.9%

	Quality of the Environment	
	Count	%
Better	122	29.4%
Same	177	42.8%
Worse	91	22.0%
Don't Know	24	5.9%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	36.3%	22.2%	28.9%	26.3%	37.9%
Same	38.7%	47.0%	45.3%	42.9%	39.3%
Worse	19.4%	24.6%	21.5%	24.8%	15.2%
Don't Know	5.6%	6.2%	4.4%	6.0%	7.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	29.9%	30.2%	26.3%	36.7%	22.4%	34.7%	22.9%
Same	39.9%	44.4%	48.1%	39.3%	49.2%	32.2%	56.7%
Worse	24.3%	20.4%	18.2%	20.2%	23.1%	23.5%	16.0%
Don't Know	5.9%	5.0%	7.4%	3.8%	5.2%	9.6%	4.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Gender, Income
 Statistically Significant Trend: No significant trend

Table 28 – Local Government

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	16.8%	10.4%	12.0%	13.7%	13.2%	11.8%	9.1%	11.6%	20.8%	7.4%	12.9%
Same	48.4%	47.4%	53.8%	41.3%	48.7%	53.4%	45.9%	47.4%	41.5%	54.8%	39.8%
Worse	22.7%	33.8%	27.8%	31.4%	23.5%	18.8%	28.6%	24.3%	26.3%	29.1%	35.6%
Don't know	12.1%	8.4%	6.4%	13.6%	14.7%	16.0%	16.4%	16.7%	11.4%	8.8%	11.8%

	Local Government	
	Count	%
Better	53	12.9%
Same	165	39.8%
Worse	147	35.6%
Don't Know	49	11.8%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	17.9%	7.7%	20.2%	6.9%	18.6%
Same	42.0%	37.4%	39.4%	41.2%	36.5%
Worse	29.1%	42.3%	27.0%	38.3%	39.9%
Don't Know	11.1%	12.6%	13.4%	13.7%	5.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	16.5%	7.9%	11.1%	16.0%	9.4%	15.2%	16.7%
Same	37.0%	39.5%	47.9%	28.9%	45.0%	39.8%	49.6%
Worse	39.0%	33.1%	30.3%	47.4%	32.9%	26.6%	25.2%
Don't Know	7.5%	19.5%	10.7%	7.7%	12.6%	18.4%	8.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Gender, Income

Statistically Significant Trend: "Better" decreased significantly between 2008 and 2009 and has remained low in 2010. "Same" increased between 2008-2009, but dropped dramatically in 2010 ... which leads to: "Worse" increased significantly and is now at the highest level ever recorded.

Table 29 – Real Estate Taxes

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	11.6%	5.4%	4.6%	6.1%	5.2%	6.2%	5.5%	4.2%	6.6%	5.4%	4.0%
Same	30.5%	24.3%	22.9%	16.7%	24.7%	28.6%	20.3%	13.5%	17.6%	19.4%	22.3%
Worse	40.6%	54.6%	51.0%	54.8%	47.4%	38.8%	58.4%	62.9%	61.2%	61.3%	47.3%
Don't know	17.3%	15.7%	21.6%	22.5%	22.6%	26.4%	15.8%	19.3%	14.6%	13.8%	26.5%

	Real Estate Taxes	
	Count	%
Better	17	4.0%
Same	92	22.3%
Worse	196	47.3%
Don't Know	110	26.5%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	4.5%	3.5%	3.4%	2.3%	9.1%
Same	23.8%	20.7%	31.1%	18.3%	20.9%
Worse	48.5%	45.9%	27.0%	56.6%	50.1%
Don't Know	23.2%	30.0%	38.6%	22.8%	19.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	4.2%	5.1%	1.6%	6.6%	3.7%	4.3%	.0%
Same	20.1%	22.3%	28.1%	17.5%	22.5%	18.5%	36.6%
Worse	49.0%	44.1%	47.8%	45.7%	52.6%	43.4%	48.6%
Don't Know	26.7%	28.5%	22.5%	30.1%	21.2%	33.9%	14.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Age

Statistically Significant Trend: "Worse" increased significantly between 2005 and 2006, and remained high between 2006-2009, but decreased significantly between 2009-2010, a shift from "Worse" to "Don't Know" appears to have occurred between 2009-2010.

(RICH – weird ... they don't like LG, but it is not because of taxes?? FD DK factor?)

Table 30 – Downtown of Watertown

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	33.0%	24.5%	22.1%	24.7%	15.6%	22.2%	26.7%	26.1%	29.7%	63.3%	60.0%
Same	25.2%	26.4%	26.1%	29.9%	31.1%	29.1%	28.6%	23.8%	23.1%	11.9%	19.0%
Worse	38.8%	45.2%	47.4%	37.9%	45.4%	41.8%	37.6%	42.4%	42.2%	17.0%	14.7%
Don't know	3.0%	3.9%	4.4%	7.5%	7.9%	6.9%	7.1%	7.6%	4.9%	7.8%	6.3%

	The Downtown of Watertown	
	Count	%
Better	248	60.0%
Same	78	19.0%
Worse	61	14.7%
Don't Know	26	6.3%
Total	413	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	57.4%	62.7%	61.2%	61.0%	55.8%
Same	17.9%	20.1%	17.5%	18.5%	22.1%
Worse	17.1%	12.2%	15.1%	15.3%	12.6%
Don't Know	7.5%	5.1%	6.2%	5.1%	9.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	202	111	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	56.1%	59.2%	72.0%	53.8%	54.1%	71.9%	72.1%
Same	19.9%	23.0%	9.6%	17.7%	23.6%	11.7%	15.8%
Worse	16.9%	11.8%	13.6%	21.8%	17.5%	6.4%	8.5%
Don't Know	7.1%	6.0%	4.8%	6.7%	4.9%	10.0%	3.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	127	76	125	115	93	49

Statistically Significant Relationships: Education, Income

Statistically Significant Trend: "Better" increased significantly and tremendously between 2008 and 2009, while "Worse" decreased, and these positive results have continued (not significantly changed) in 2010

Table 31 – Policing and Crime Control

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	34.8%	39.1%	31.0%	38.9%	32.7%	18.9%	36.2%	29.7%	43.8%	27.3%	31.5%
Same	47.6%	40.6%	51.8%	42.2%	51.1%	53.9%	40.5%	42.1%	32.6%	55.9%	44.1%
Worse	13.8%	14.4%	10.4%	11.0%	8.3%	18.1%	17.7%	19.9%	15.8%	12.0%	16.2%
Don't know	3.9%	5.9%	6.8%	7.8%	8.0%	9.2%	5.7%	8.3%	7.9%	4.8%	8.3%

	Policing and Crime Control	
	Count	%
Better	130	31.5%
Same	182	44.1%
Worse	67	16.2%
Don't Know	34	8.3%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	32.8%	30.1%	29.8%	31.2%	34.4%
Same	42.6%	45.6%	51.1%	43.7%	35.7%
Worse	15.6%	16.8%	13.2%	18.3%	14.5%
Don't Know	9.0%	7.6%	5.9%	6.8%	15.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	32.6%	35.3%	21.8%	41.0%	31.6%	26.5%	20.2%
Same	39.3%	45.5%	54.8%	32.0%	43.0%	49.9%	58.5%
Worse	20.7%	9.5%	15.0%	18.3%	20.0%	12.6%	10.5%
Don't Know	7.4%	9.7%	8.4%	8.7%	5.3%	11.1%	10.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Income
Statistically Significant Trend: "Better" decreased significantly between 2008 and 2009, while "Same" increased, no significant changes between 2009-2010

Table 32 – Availability of Good Jobs

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	16.6%	4.5%	6.7%	9.2%	7.7%	9.9%	21.6%	31.4%	22.6%	5.3%	11.9%
Same	27.0%	10.9%	18.2%	16.4%	23.7%	35.5%	29.5%	29.0%	26.7%	19.5%	22.0%
Worse	52.1%	80.8%	69.6%	69.2%	62.8%	49.3%	41.1%	31.4%	45.4%	70.3%	58.4%
Don't know	4.3%	3.8%	5.5%	5.2%	5.8%	5.4%	7.8%	8.1%	5.2%	4.9%	7.8%

	Availability of Good Jobs	
	Count	%
Better	49	11.9%
Same	91	22.0%
Worse	242	58.4%
Don't Know	32	7.8%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	15.8%	7.8%	19.5%	9.9%	6.8%
Same	21.7%	22.3%	22.3%	23.7%	17.3%
Worse	54.6%	62.3%	47.0%	59.3%	71.1%
Don't Know	7.9%	7.6%	11.1%	7.2%	4.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	14.5%	10.8%	6.3%	11.4%	8.8%	22.4%	3.3%
Same	19.1%	22.2%	29.6%	17.4%	24.2%	17.9%	33.9%
Worse	60.4%	57.2%	54.6%	66.7%	55.3%	49.0%	59.4%
Don't Know	6.0%	9.7%	9.5%	4.5%	11.6%	10.7%	3.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Age

Statistically Significant Trend: "Better" decreased significantly between 2007, 2008, and 2009, while "Worse" increased, but a reversal of sentiments appears to have started ... "Worse" decreased significantly between 2009-2010

Table 33 – Shopping Opportunities

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	51.0%	40.2%	30.1%	38.5%	37.6%	46.2%	80.9%	85.5%	84.5%	50.1%	57.9%
Same	34.1%	40.2%	46.0%	36.2%	46.3%	43.7%	11.7%	6.8%	10.0%	38.4%	27.0%
Worse	13.2%	18.6%	21.7%	24.6%	10.0%	6.1%	5.3%	5.4%	4.1%	10.8%	12.2%
Don't know	1.6%	0.9%	2.2%	0.7%	6.2%	4.0%	2.1%	2.4%	1.4%	0.7%	2.9%

	Shopping Opportunities	
	Count	%
Better	240	57.9%
Same	112	27.0%
Worse	50	12.2%
Don't Know	12	2.9%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	61.2%	54.4%	58.8%	56.1%	61.2%
Same	24.6%	29.5%	29.0%	28.4%	20.7%
Worse	12.3%	12.1%	8.6%	13.6%	13.4%
Don't Know	1.9%	4.0%	3.6%	1.9%	4.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	56.8%	60.4%	56.6%	61.8%	49.4%	61.0%	63.3%
Same	26.2%	28.2%	27.3%	18.3%	32.7%	26.7%	28.0%
Worse	14.3%	7.8%	13.8%	17.7%	15.4%	5.8%	8.7%
Don't Know	2.7%	3.6%	2.3%	2.2%	2.4%	6.4%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: None

Statistically Significant Trend: "Better" decreased significantly between 2008, and 2009 (from all-time highs in 2006-2008 while "Same" increased, between 2009-2010 there has been a significant increase of "Better" but it has not recovered to the high 2006-2008 levels

Table 34 – K-12 Education

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	49.6%	30.8%	32.8%	36.6%	30.9%	30.7%	37.8%	40.8%	46.2%	26.9%	30.5%
Same	25.1%	39.5%	43.8%	27.6%	40.2%	42.2%	29.0%	30.2%	31.8%	50.7%	37.9%
Worse	9.3%	15.3%	8.5%	15.0%	5.4%	7.5%	12.7%	10.3%	7.9%	10.9%	17.4%
Don't know	16.1%	14.4%	15.0%	20.8%	23.5%	19.6%	20.5%	18.7%	14.0%	11.6%	14.2%

	Quality of K-12 Education	
	Count	%
Better	126	30.5%
Same	157	37.9%
Worse	72	17.4%
Don't Know	59	14.2%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	31.6%	29.5%	32.4%	29.1%	31.7%
Same	38.9%	36.9%	37.1%	41.5%	29.8%
Worse	16.3%	18.5%	9.0%	19.3%	23.4%
Don't Know	13.2%	15.1%	21.4%	10.0%	15.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	36.4%	28.5%	18.0%	33.3%	32.5%	30.6%	16.0%
Same	36.1%	34.6%	48.6%	35.4%	30.6%	40.6%	56.4%
Worse	14.1%	18.8%	23.9%	20.2%	15.8%	16.4%	20.7%
Don't Know	13.4%	18.1%	9.5%	11.1%	21.1%	12.4%	6.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Education
Statistically Significant Trend: "Better" decreased significantly between 2008-2009, and between 2009-2010 there has been continued increases in negative responses with "Worse" now at its all-time high level

Table 35 – Overall State of the Local Economy

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	27.6%	9.2%	12.0%	12.7%	12.3%	15.1%	34.7%	39.3%	26.6%	6.1%	15.1%
Same	37.1%	18.6%	26.2%	23.4%	32.1%	45.5%	28.2%	30.5%	23.7%	19.0%	25.2%
Worse	31.5%	69.3%	58.5%	60.6%	48.7%	32.1%	32.6%	25.2%	45.0%	71.6%	54.3%
Don't know	3.7%	3.0%	3.4%	3.3%	6.9%	7.3%	4.5%	5.0%	4.7%	3.3%	5.4%

	Overall State of Local Economy	
	Count	%
Better	63	15.1%
Same	104	25.2%
Worse	224	54.3%
Don't Know	22	5.4%
Total	413	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	20.8%	9.2%	18.9%	13.1%	15.5%
Same	27.0%	23.3%	31.2%	25.9%	15.3%
Worse	45.5%	63.5%	41.9%	57.5%	62.7%
Don't Know	6.6%	4.0%	8.0%	3.6%	6.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	202	112	218	83

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	16.6%	18.6%	5.3%	21.4%	14.4%	15.7%	6.7%
Same	21.8%	30.2%	25.9%	19.2%	27.0%	22.6%	36.6%
Worse	58.2%	43.3%	62.1%	57.3%	54.7%	49.6%	52.1%
Don't Know	3.4%	7.8%	6.7%	2.1%	4.0%	12.2%	4.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	209	128	76	125	115	93	49

Statistically Significant Relationships: Gender, Age, Education

Statistically Significant Trend: 2009 results were the worst of the 11 years of sampling, however opinions have improved significantly between 2009-2010, but not yet recovering to the high optimism found in 2006-2008

Table 36 – Overall Quality of Life in Jefferson County

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	40.9%	20.7%	23.0%	25.5%	15.6%	18.6%	34.9%	46.8%	43.6%	21.8%	30.1%
Same	46.9%	46.4%	57.7%	52.7%	62.6%	67.0%	46.7%	37.3%	37.6%	52.6%	48.1%
Worse	10.8%	29.9%	16.2%	18.9%	16.5%	10.6%	15.7%	12.5%	14.3%	20.8%	18.0%
Don't know	1.4%	3.0%	3.1%	2.9%	5.3%	3.8%	2.6%	3.4%	4.5%	4.8%	3.9%

	Overall Quality of Life in Area	
	Count	%
Better	124	30.1%
Same	199	48.1%
Worse	74	18.0%
Don't Know	16	3.9%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	34.9%	25.0%	30.4%	26.3%	39.5%
Same	43.8%	52.5%	47.7%	52.5%	37.3%
Worse	17.2%	18.7%	18.4%	19.2%	14.3%
Don't Know	4.1%	3.7%	3.6%	2.1%	8.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	217	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	29.5%	37.3%	19.3%	36.0%	31.2%	27.4%	18.1%
Same	48.7%	44.0%	53.4%	45.8%	41.3%	54.4%	61.2%
Worse	17.0%	15.4%	25.0%	15.6%	23.1%	10.8%	20.7%
Don't Know	4.8%	3.3%	2.3%	2.6%	4.4%	7.3%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	124	116	93	49

Statistically Significant Relationships: Gender, Education

Statistically Significant Trend: Satisfaction has improved significantly between 2009-2010, but not yet recovering to the high optimism found in 2006-2008

Table 37 – Availability of Goods and Services

Responses:	2002	2003	2004	2005	2006	2007	2008	2009	2010
Better	27.8%	36.9%	28.4%	24.1%	51.2%	70.2%	69.9%	38.2%	42.1%
Same	54.6%	48.8%	59.3%	67.1%	37.9%	24.1%	22.2%	52.1%	45.1%
Worse	15.9%	12.7%	8.6%	5.2%	6.0%	4.0%	5.4%	8.8%	8.9%
Don't know	1.8%	1.6%	3.7%	3.7%	4.9%	1.7%	2.6%	1.0%	3.9%

	Availability of Goods/Services	
	Count	%
Better	174	42.1%
Same	187	45.1%
Worse	37	8.9%
Don't Know	16	3.9%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	48.1%	35.9%	43.9%	38.4%	49.4%
Same	41.8%	48.5%	45.5%	48.3%	36.1%
Worse	5.8%	12.2%	5.4%	10.6%	9.3%
Don't Know	4.3%	3.4%	5.2%	2.7%	5.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	36.5%	52.5%	40.3%	42.9%	33.3%	47.3%	42.5%
Same	48.9%	39.1%	44.5%	41.5%	53.0%	42.1%	46.0%
Worse	11.0%	5.5%	9.1%	14.2%	10.2%	4.2%	3.9%
Don't Know	3.6%	2.9%	6.1%	1.4%	3.5%	6.4%	7.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Gender, Education

Statistically Significant Trend: "Better" decreased significantly between 2008 and 2009, and has not significantly changed between 2009-2010

Table 38 – Availability of Care for the Elderly

Responses:	2004	2005	2006	2007	2008	2009	2010
Better	14.7%	15.2%	27.5%	19.1%	24.4%	14.1%	14.7%
Same	37.3%	41.0%	32.4%	35.3%	31.6%	35.5%	32.1%
Worse	14.6%	16.0%	16.9%	20.6%	18.3%	28.5%	28.5%
Don't know	33.4%	27.9%	23.2%	25.1%	25.7%	21.9%	24.7%

	Availability of Care for the Elderly	
	Count	%
Better	60	14.7%
Same	132	32.1%
Worse	117	28.5%
Don't Know	102	24.7%
Total	411	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	14.0%	15.3%	9.3%	13.5%	24.8%
Same	36.8%	27.2%	37.5%	30.9%	27.9%
Worse	24.0%	33.3%	21.6%	29.6%	35.1%
Don't Know	25.2%	24.2%	31.5%	26.0%	12.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	201	112	216	83

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	16.9%	14.8%	8.3%	24.3%	10.2%	11.9%	9.0%
Same	35.2%	25.6%	34.3%	31.5%	30.0%	29.9%	39.3%
Worse	30.5%	23.6%	31.4%	33.7%	28.1%	25.0%	23.7%
Don't Know	17.4%	35.9%	26.1%	10.5%	31.7%	33.2%	28.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	127	76	123	115	93	49

Statistically Significant Relationships: Age, Income

Statistically Significant Trend: "Better" decreased significantly between 2008 and 2009, while "Worse" increased, and has not significantly changed between 2009-2010

Table 39 – Availability of Housing

Responses:	2005	2006	2007	2008	2009	2010
Better	11.8%	20.3%	28.9%	33.0%	36.8%	42.1%
Same	27.6%	15.2%	16.7%	17.6%	27.4%	24.6%
Worse	54.1%	57.3%	47.8%	43.0%	29.3%	25.9%
Don't know	6.5%	7.2%	6.5%	6.4%	6.5%	7.4%

	Availability of Housing	
	Count	%
Better	173	42.1%
Same	101	24.6%
Worse	107	25.9%
Don't Know	30	7.4%
Total	411	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	51.4%	32.4%	39.0%	43.7%	42.0%
Same	25.5%	23.6%	26.2%	24.2%	23.4%
Worse	17.3%	34.9%	27.5%	27.6%	19.7%
Don't Know	5.8%	9.1%	7.3%	4.5%	14.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	201	111	216	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	41.1%	42.1%	45.0%	37.6%	45.2%	43.4%	43.6%
Same	25.9%	24.8%	20.4%	25.1%	27.8%	18.3%	30.0%
Worse	26.0%	25.3%	27.0%	29.1%	21.8%	29.0%	19.4%
Don't Know	7.0%	7.9%	7.5%	8.2%	5.2%	9.2%	6.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	209	127	75	125	116	93	48

Statistically Significant Relationships: Gender
Statistically Significant Trend: “Worse” has steadily decreased significantly since 2006, while “Better” has steadily increased (to a current all-time high)

Section 3.4 – Jefferson County – A nice place to live?

Table 40 – How good of a place to grow old do you consider Jefferson County? (appropriate supports, elder friendly)

	Jefferson County a good place to grow old?	
	Count	%
Very Good	133	32.7%
Fairly Good	177	43.3%
Not Very Good	65	15.9%
Definitely Not Good	16	3.9%
Don't Know	17	4.2%
Total	408	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Very Good	28.1%	37.4%	24.7%	32.0%	44.7%
Fairly Good	51.2%	35.0%	51.1%	39.2%	43.3%
Not Very Good	14.3%	17.6%	12.1%	21.0%	8.1%
Definitely Not Good	2.5%	5.2%	5.0%	4.0%	2.1%
Don't Know	3.8%	4.7%	7.0%	3.8%	1.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	209	200	110	214	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Very Good	33.4%	33.2%	29.6%	33.1%	30.2%	37.6%	30.5%
Fairly Good	48.9%	38.1%	36.2%	49.2%	43.3%	43.0%	26.4%
Not Very Good	15.1%	14.9%	19.9%	13.1%	20.6%	11.1%	26.2%
Definitely Not Good	1.2%	3.4%	12.0%	2.6%	2.3%	2.9%	8.9%
Don't Know	1.3%	10.3%	2.3%	2.0%	3.5%	5.4%	8.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	126	74	125	116	92	49

Statistically Significant Relationships: **Gender, Age**
 Statistically Significant Trend: **Only measured in 2010**

Table 41 – How safe of a place to live do you consider Jefferson County? (appropriate supports, elder friendly)

	Jefferson County a safe place to live?	
	Count	%
Very Safe	191	46.8%
Fairly Safe	187	45.8%
Not Very Safe	24	5.9%
Definitely Not Safe	3	.6%
Don't Know	4	.9%
Total	408	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Very Safe	54.0%	39.4%	36.8%	49.0%	54.4%
Fairly Safe	41.2%	50.5%	59.8%	42.6%	35.4%
Not Very Safe	3.6%	8.2%	3.4%	5.9%	9.1%
Definitely Not Safe	.6%	.6%	.0%	1.2%	.0%
Don't Know	.5%	1.3%	.0%	1.2%	1.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	209	200	110	214	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Very Safe	48.1%	48.1%	41.2%	48.5%	40.0%	49.1%	52.8%
Fairly Safe	43.5%	44.9%	53.7%	41.9%	51.3%	44.5%	42.8%
Not Very Safe	7.6%	4.6%	3.3%	8.3%	7.2%	3.5%	4.4%
Definitely Not Safe	.4%	.3%	1.8%	.7%	.4%	1.4%	.0%
Don't Know	.5%	2.1%	.0%	.7%	1.2%	1.5%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	126	74	125	116	92	49

Statistically Significant Relationships: Gender, Age
 Statistically Significant Trend: Only measured in 2010

Table 42 – "An increase in availability of assisted living for those age 55+ in Jefferson County would improve the overall quality of life in the county."

	An increase in availability of assisted living would improve quality of life.	
	Count	%
Strongly Agree	206	50.5%
Somewhat Agree	138	34.0%
Not Sure	39	9.5%
Somewhat Disagree	16	3.9%
Strongly Disagree	8	2.1%
Total	407	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Strongly Agree	52.6%	48.3%	46.3%	50.6%	55.8%
Somewhat Agree	30.6%	37.6%	40.5%	31.2%	32.6%
Not Sure	11.3%	7.6%	7.1%	11.2%	8.1%
Somewhat Disagree	3.0%	4.8%	6.1%	3.4%	2.3%
Strongly Disagree	2.5%	1.6%	.0%	3.5%	1.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	209	198	109	214	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Strongly Agree	53.3%	46.7%	49.2%	56.3%	44.7%	54.8%	42.2%
Somewhat Agree	34.5%	32.4%	35.3%	30.3%	40.0%	31.5%	42.5%
Not Sure	6.9%	13.3%	10.3%	7.0%	8.5%	9.3%	8.1%
Somewhat Disagree	2.6%	6.9%	2.6%	5.8%	5.1%	.4%	3.2%
Strongly Disagree	2.7%	.6%	2.6%	.7%	1.7%	4.0%	4.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	126	73	125	116	92	48

Statistically Significant Relationships: **None**
 Statistically Significant Trend: **Only measured in 2010**

Section 3.5 – The Largest Issue Facing Our Nation

Table 43 – What do you think is the largest issue that is facing our nation right now?

Responses:	2009	2010
Healthcare	3.5%	23.8%
War in Iraq	7.0%	9.6%
Economy/Jobs	80.5%	37.6%
Education	0.0%	1.3%
Alternative Energy	2.3%	0.7%
Government/Leadership	3.4%	6.0%
Debt/Spending	1.4%	8.4%
Taxes	1.0%	0.7%
Environment	0.1%	1.8%
Moral Issues	0.2%	1.9%
All of the above	0.6%	4.0%
"Both Wars"	0.0%	3.4%
Immigration	0.0%	0.7%

	Largest Issue facing our nation right now.	
	Count	%
Healthcare	94	23.8%
War in Iraq	38	9.6%
Economy/Jobs	149	37.6%
Education	5	1.3%
Alternative Energy	3	.7%
Govt./Leadership	24	6.0%
Debt/Spending	33	8.4%
Taxes	3	.7%
Environment	7	1.8%
Moral Issues	7	1.9%
All of the above	16	4.0%
"Both Wars"	14	3.4%
Immigration	3	.7%
Total	396	100.0%

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	Gender		Age		
	Male	Female	18-29	30-59	60+
Healthcare	19.4%	28.2%	22.4%	26.1%	19.4%
War in Iraq	9.6%	9.6%	6.4%	12.2%	7.1%
Economy/Jobs	36.0%	39.3%	37.9%	35.0%	44.4%
Education	1.6%	1.1%	.8%	2.1%	.0%
Alternative Energy	.7%	.6%	.8%	.8%	.0%
Govt./Leadership	7.6%	4.4%	11.6%	4.4%	2.9%
Debt/Spending	9.8%	7.0%	8.3%	9.1%	6.6%
Taxes	.0%	1.3%	.0%	.8%	1.2%
Environment	2.4%	1.2%	1.7%	2.3%	.8%
Moral Issues	2.5%	1.2%	2.7%	1.7%	1.4%
All of the above	4.0%	4.0%	3.6%	2.6%	8.4%
"Both Wars"	5.3%	1.6%	1.9%	2.6%	7.6%
Immigration	1.0%	.4%	1.9%	.4%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	199	196	104	212	80

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Healthcare	20.1%	27.1%	28.0%	18.6%	25.0%	28.6%	24.8%
War in Iraq	12.0%	7.9%	6.2%	14.3%	8.2%	7.6%	6.6%
Economy/Jobs	37.1%	36.3%	41.1%	37.0%	33.8%	41.0%	36.3%
Education	.4%	2.6%	1.7%	.7%	.4%	3.0%	2.7%
Alternative Energy	.0%	1.0%	1.7%	.7%	.0%	1.4%	.0%
Govt./Leadership	6.4%	8.7%	.7%	4.9%	9.4%	3.8%	8.2%
Debt/Spending	9.7%	4.9%	10.7%	6.3%	9.3%	12.0%	5.9%
Taxes	1.3%	.0%	.0%	2.3%	.0%	.0%	.0%
Environment	2.9%	.8%	.9%	3.2%	.0%	.7%	2.0%
Moral Issues	.4%	1.5%	6.3%	.6%	1.6%	.4%	9.5%
All of the above	4.1%	4.8%	2.6%	5.6%	5.1%	.4%	4.0%
"Both Wars"	5.2%	2.7%	.0%	5.7%	5.5%	.9%	.0%
Immigration	.4%	1.7%	.0%	.0%	1.8%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	197	122	76	114	114	92	48

Statistically Significant Relationships: Age

Statistically Significant Trend: The very dramatic (and statistically significant, of course) change between 2009-2010 is a decrease in "Economy/Jobs" (decreased from 80.5% to 37.6%), and an increase in "Healthcare" (increased from 3.5% to 23.8%)

Section 3.6 – Technology – Cell Phones and Internet Use

Table 44 – Do you personally have a cell phone?

Responses:	2005	2006	2007	2008	2009	2010
Yes	65.9%	71.2%	77.1%	75.9%	80.6%	79.9%
No	34.1%	28.8%	22.9%	24.1%	19.4%	20.1%

	Personally have a cell phone?	
	Count	%
Yes	330	79.9%
No	83	20.1%
Total	413	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	80.4%	79.3%	92.0%	81.2%	59.9%
No	19.6%	20.7%	8.0%	18.8%	40.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	202	112	218	83

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	69.9%	87.1%	95.2%	59.5%	83.6%	95.4%	98.1%
No	30.1%	12.9%	4.8%	40.5%	16.4%	4.6%	1.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	209	128	76	125	115	93	49

Statistically Significant Relationships: Age, Education, Income

Statistically Significant Trend: “Having a cell phone” steadily rose significantly between 2005-2009, and has remained unchanged between 2009-2010

Table 45 – Do you know anyone who lives in Jefferson County who has only a cell phone, they have no landline in their home?

Responses:	2005	2006	2007	2008	2009	2010
Yes	44.3%	52.6%	--	55.4%	--	64.6%
No	55.7%	47.4%	--	41.2%	--	32.2%
Not Sure	0.0%	0.0%	--	3.4%	--	3.3%

	Know anyone in Jefferson County who is "cell-only"?	
	Count	%
Yes	266	64.6%
No	132	32.2%
Not Sure	14	3.3%
Total	412	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	60.4%	68.9%	72.9%	66.4%	48.8%
No	37.0%	27.1%	26.3%	30.4%	44.3%
Not Sure	2.6%	4.0%	.8%	3.2%	6.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	201	110	218	83

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	55.5%	72.1%	76.7%	47.5%	66.8%	79.2%	77.9%
No	41.7%	24.3%	19.4%	49.1%	32.1%	18.6%	14.6%
Not Sure	2.8%	3.6%	4.0%	3.4%	1.1%	2.2%	7.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	128	75	125	116	93	49

Statistically Significant Relationships: Age, Education, Income
Statistically Significant Trend: "knowing someone who is cell-only" has steadily risen significantly since 2005, to an all-time high in 2010

Table 46 – Do you have access to the Internet at either home or work?

Responses:	2002	2003	2004	2005	2006	2007	2008	2009	2010
Home						35.4%	30.9%	--	27.6%
Work ("any" in 2002-06)	72.4%	77.1%	71.1%	78.6%	81.7%	3.2%	4.6%	--	2.2%
Both						40.4%	40.3%	--	52.2%
Neither	27.6%	22.9%	28.9%	21.4%	18.3%	21.0%	24.1%	--	17.9%

	Internet Access	
	Count	%
Home	112	27.6%
Work	9	2.2%
Both	213	52.2%
Neither	73	17.9%
Total	408	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Home	23.6%	31.7%	33.4%	24.1%	29.0%
Work	1.6%	2.9%	.0%	3.1%	2.9%
Both	58.2%	46.1%	61.1%	59.8%	20.4%
Neither	16.6%	19.3%	5.5%	13.0%	47.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	207	201	110	216	82

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Home	32.7%	24.3%	19.1%	34.8%	35.2%	17.5%	15.6%
Work	.9%	4.3%	2.5%	1.5%	3.4%	1.7%	1.7%
Both	39.1%	59.0%	76.7%	20.5%	54.8%	77.5%	82.7%
Neither	27.3%	12.4%	1.7%	43.1%	6.7%	3.3%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	206	126	76	122	116	92	47

Statistically Significant Relationships: Age, Education, Income

Statistically Significant Trend: "Having Internet access" has increased significantly between 2008-2010, to a current all-time high of 82.1%

Table 47 – SUMMARY: Which of the following uses of the Internet have you participated in at least once in the past 30 days?

Responses:	Yes, I have done this.	No, I have not done this.	Don't know
Email	71.9%	25.9%	2.2%
Blogs	15.5%	80.6%	3.9%
LOCAL news website	61.0%	36.6%	2.3%
NATIONAL news website	58.2%	39.6%	2.3%
Website for medical/health information	43.9%	53.9%	2.3%
Used a library website to get information	32.4%	64.2%	3.4%
Made a purchase online	51.5%	45.3%	3.3%

Table 48 – email

Responses:	2008	2009	2010
Yes	63.0%	--	71.9%
No	36.3%	--	25.9%
Not sure	0.7%	--	2.2%

	Used Internet for - email?	
	Count	%
Yes	298	71.9%
No	107	25.9%
Don't Know	9	2.2%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	68.5%	75.3%	94.0%	75.6%	32.8%
No	28.5%	23.1%	6.0%	21.9%	62.7%
Don't Know	2.9%	1.5%	.0%	2.5%	4.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	56.9%	82.8%	94.8%	41.0%	80.5%	94.2%	93.0%
No	38.9%	16.8%	5.2%	55.4%	15.8%	5.8%	7.0%
Don't Know	4.2%	.4%	.0%	3.7%	3.7%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Age, Education, Income
 Statistically Significant Trend: email use has risen significantly since 2008

Table 49 – Blogs

Responses:	2008	2009	2010
Yes	12.3%	--	15.5%
No	87.7%	--	80.6%
Not sure	0.0%	--	3.9%

	Used Internet for - blogs?	
	Count	%
Yes	64	15.5%
No	331	80.6%
Don't Know	16	3.9%
Total	410	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	13.6%	17.6%	27.8%	13.9%	3.6%
No	80.3%	80.9%	72.2%	81.6%	89.1%
Don't Know	6.0%	1.6%	.0%	4.5%	7.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	200	110	217	83

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	12.8%	14.3%	25.3%	8.8%	19.4%	11.2%	34.0%
No	81.9%	83.1%	73.0%	87.5%	73.7%	85.7%	66.0%
Don't Know	5.4%	2.6%	1.7%	3.7%	6.9%	3.1%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	207	127	76	124	115	93	49

Statistically Significant Relationships: Age, Education, Income
 Statistically Significant Trend: No trend

Table 50 – Local News

Responses:	2008	2009	2010
Yes	57.1%	--	61.0%
No	42.9%	--	36.6%
Not sure	0.0%	--	2.3%

	Used Internet for - local news?	
	Count	%
Yes	253	61.0%
No	152	36.6%
Don't Know	10	2.3%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	59.1%	63.1%	74.1%	69.9%	20.7%
No	38.0%	35.2%	25.9%	27.4%	74.8%
Don't Know	2.9%	1.7%	.0%	2.7%	4.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	50.5%	66.7%	80.4%	36.3%	62.0%	82.8%	84.0%
No	45.3%	32.6%	19.6%	60.1%	34.0%	17.2%	16.0%
Don't Know	4.2%	.7%	.0%	3.7%	4.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Age, Education, Income
 Statistically Significant Trend: No trend

Table 51 – National News

Responses:	2008	2009	2010
Yes	44.7%	--	58.2%
No	55.3%	--	39.6%
Not sure	0.0%	--	2.3%

	Used Internet for - national news?	
	Count	%
Yes	240	58.2%
No	163	39.6%
Don't Know	9	2.3%
Total	412	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	56.6%	59.8%	68.7%	65.4%	25.8%
No	40.4%	38.6%	31.3%	32.1%	69.7%
Don't Know	2.9%	1.5%	.0%	2.5%	4.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	201	110	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	41.6%	66.9%	89.0%	29.6%	61.8%	81.3%	83.6%
No	54.2%	32.8%	11.0%	66.7%	34.5%	18.7%	16.4%
Don't Know	4.2%	.4%	.0%	3.7%	3.7%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	128	76	125	116	93	49

Statistically Significant Relationships: Age, Education, Income
 Statistically Significant Trend: Use has risen significantly since 2008

Table 52 – Medical/Health Information

Responses:	2008	2009	2010
Yes	42.0%	--	43.9%
No	58.0%	--	53.9%
Not sure	0.0%	--	2.3%

	Used Internet for - medical/health information?	
	Count	%
Yes	181	43.9%
No	222	53.9%
Don't Know	9	2.3%
Total	412	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	41.1%	46.7%	53.2%	48.7%	19.3%
No	55.9%	51.7%	46.8%	48.8%	76.3%
Don't Know	2.9%	1.5%	.0%	2.5%	4.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	201	110	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	29.7%	52.1%	68.8%	27.5%	49.8%	52.1%	58.5%
No	66.1%	47.6%	31.2%	68.8%	46.5%	47.9%	41.5%
Don't Know	4.2%	.4%	.0%	3.7%	3.7%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	128	76	125	116	93	49

Statistically Significant Relationships: Age, Education, Income
 Statistically Significant Trend: No trend

Table 53 – Library Website for Information

Responses:	2008	2009	2010
Yes	--	--	32.4%
No	--	--	64.2%
Not sure	--	--	3.4%

	Used Internet for - library website?	
	Count	%
Yes	134	32.4%
No	266	64.2%
Don't Know	14	3.4%
Total	414	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	26.9%	38.1%	38.6%	36.8%	12.7%
No	68.1%	60.2%	61.4%	59.6%	80.1%
Don't Know	5.0%	1.7%	.0%	3.6%	7.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	203	112	218	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	21.4%	40.2%	49.6%	18.8%	33.3%	39.2%	47.0%
No	72.4%	59.1%	50.4%	73.8%	63.0%	60.8%	53.0%
Don't Know	6.2%	.7%	.0%	7.4%	3.7%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Gender, Age, Education, Income
 Statistically Significant Trend: Only measured in 2010

Table 54 – Have you made an online Internet purchase within the past year?

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Yes	52.9%	48.8%	45.4%	58.5%	54.6%	59.3%	58.2%	--	55.2%	61.8%	51.5%
No	47.1%	51.2%	54.6%	41.5%	45.4%	40.7%	41.8%	--	44.6%	38.0%	45.3%
Don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	--	0.2%	0.1%	3.3%

	Used Internet for - online purchase?	
	Count	%
Yes	212	51.5%
No	187	45.3%
Don't Know	13	3.3%
Total	412	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	52.5%	50.4%	66.7%	55.8%	19.6%
No	42.6%	48.1%	29.7%	41.6%	75.9%
Don't Know	4.9%	1.5%	3.7%	2.6%	4.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	201	112	217	83

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	35.9%	55.4%	88.0%	21.6%	62.7%	72.5%	73.4%
No	57.9%	44.2%	12.0%	71.4%	33.5%	27.5%	26.6%
Don't Know	6.2%	.4%	.0%	7.0%	3.7%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	209	128	75	125	115	92	49

Statistically Significant Relationships: Age, Education, Income

Statistically Significant Trend: NOTE: extreme caution should be used in interpretation of this trend... the question was phrased "in the past year" in years 2000-2009, while in 2010 the question was phrased "in the past 30 days"

Section 3.7 – Personal and Household Finances

Table 55 – When considering you or your family's personal financial situation - has it gotten BETTER, stayed about the SAME, or gotten WORSE in the past 12 months?

Responses:	2008	2009	2010
Better	32.9%	24.1%	25.5%
Same	42.8%	44.7%	49.9%
Worse	23.8%	30.8%	22.9%
Don't Know	0.6%	0.4%	1.6%

	Family's Personal Financial Situation - Change in Past 12 Months?	
	Count	%
Better	105	25.5%
Same	206	49.9%
Worse	95	22.9%
Don't Know	7	1.6%
Total	413	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Better	30.9%	19.9%	38.4%	27.2%	3.9%
Same	49.8%	50.1%	41.2%	51.2%	58.2%
Worse	17.3%	28.8%	19.6%	19.9%	35.2%
Don't Know	2.0%	1.2%	.8%	1.6%	2.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	202	112	217	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Better	18.5%	30.8%	36.0%	11.2%	26.2%	36.9%	45.5%
Same	54.3%	45.9%	44.6%	54.0%	47.5%	48.1%	36.4%
Worse	25.7%	20.4%	19.5%	33.8%	22.4%	15.1%	18.1%
Don't Know	1.5%	2.8%	.0%	1.0%	3.9%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	127	76	125	116	93	49

Statistically Significant Relationships: Gender, Age, Education, Income

Statistically Significant Trend: "Financial Situation Better" decreased significantly between 2008-2009 and remained unchanged at approximately 25% in 2010; however there appears to be a shift between 2009-2010 from "Worse" to "Same"

Table 56 – Are you now working a job where your pay is less than an earlier job you held at some point in time? (only among those who are currently employed)

	Now working a job where your pay is less than an earlier job	
	Count	%
Yes	65	26.5%
No	179	72.9%
Not Sure	1	.5%
Total	246	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	23.3%	32.0%	24.5%	24.9%	50.6%
No	76.7%	66.5%	75.5%	74.6%	46.6%
Not Sure	.0%	1.4%	.0%	.5%	2.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	154	92	70	159	17

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	27.5%	23.1%	30.2%	32.1%	30.9%	18.6%	11.8%
No	71.7%	76.4%	69.8%	66.7%	68.1%	81.4%	88.2%
Not Sure	.8%	.6%	.0%	1.2%	1.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	104	86	56	39	82	70	41

Statistically Significant Relationships: None
 Statistically Significant Trend: Only measured in 2010

Section 3.8 – Sources for Local News and Information about Local Events

(NOTE: also refer to tables 50-51 earlier for more information about *online* access to local and national news)

Table 57 – What is your PRIMARY (only one!) source of information about LOCAL EVENTS?

Responses: EVENTS	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Watertown Daily Times	49.4%	40.5%	46.5%	35.7%	39.9%	34.5%	34.3%	--	22.5%	--	17.4%
Watertown TV Station	26.4%	40.0%	35.4%	35.5%	34.7%	34.3%	34.7%	--	42.3%	--	29.9%
Internet (Newzjunky, TV7, ...)	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	13.6%	--	17.4%	--	29.4%
Syracuse TV Station	1.6%	0.6%	1.7%	1.1%	0.3%	1.2%	0.5%	--	0.7%	--	1.4%
Syracuse Newspaper	11.4%	0.0%	0.5%	0.0%	0.3%	0.3%	0.0%	--	0.0%	--	0.0%
Radio	3.1%	7.9%	5.5%	9.0%	8.8%	9.9%	7.5%	--	9.1%	--	6.9%
Friends and Acquaintances	3.7%	4.7%	3.3%	5.8%	6.4%	5.6%	5.2%	--	2.9%	--	10.1%
Weekly Newspaper	4.4%	3.3%	1.9%	9.8%	5.0%	5.2%	0.8%	--	3.8%	--	3.9%
MWR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	--	0.0%	--	0.2%
Other	0.0%	3.1%	5.2%	3.1%	4.6%	2.8%	3.4%	--	1.3%	--	0.8%

	Primary source of information about local events.	
	Count	%
Watertown Daily Times	71	17.4%
Watertown TV	122	29.9%
Internet	120	29.4%
Syracuse TV	6	1.4%
Radio	28	6.9%
Friends, acquaintances	41	10.1%
Weekly newspaper	16	3.9%
MWR	1	.2%
Other	3	.8%
Total	409	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Watertown Daily Times	15.6%	19.2%	13.3%	14.8%	30.3%
Watertown TV	30.4%	29.4%	18.8%	26.3%	55.3%
Internet	27.1%	31.8%	35.4%	35.7%	4.1%
Syracuse TV	1.3%	1.5%	1.5%	1.8%	.0%
Radio	8.3%	5.4%	11.3%	6.6%	1.2%
Friends, acquaintances	12.8%	7.4%	15.8%	8.5%	6.5%
Weekly newspaper	3.6%	4.2%	3.8%	4.4%	2.7%
MWR	.0%	.4%	.0%	.4%	.0%
Other	.9%	.8%	.0%	1.6%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	206	202	112	217	80

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	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Watertown Daily Times	19.3%	12.8%	19.7%	16.9%	20.1%	13.6%	16.9%
Watertown TV	39.1%	24.0%	14.8%	46.6%	28.8%	15.5%	14.5%
Internet	20.2%	37.0%	41.8%	12.3%	25.0%	54.7%	39.2%
Syracuse TV	1.2%	.3%	3.5%	1.0%	2.6%	1.4%	.0%
Radio	3.6%	12.1%	7.0%	2.9%	9.5%	7.6%	6.7%
Friends, acquaintances	12.5%	7.8%	7.3%	13.7%	10.0%	3.1%	18.7%
Weekly newspaper	3.6%	4.1%	4.4%	6.7%	1.5%	3.2%	2.7%
MWR	.4%	.0%	.0%	.0%	.0%	.9%	.0%
Other	.0%	1.8%	1.5%	.0%	2.5%	.0%	1.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	207	126	76	120	116	93	48

Statistically Significant Relationships: Age, Education, Income

Statistically Significant Trend: There has been a significant decrease in “Watertown Daily Times” and “Watertown TV” between 2008-2010, while “Internet” has increased significantly ... to an all-time high, and almost the most common source. It is now only trailing “Watertown TV”

Table 58 – What is your PRIMARY (only one!) source of information about LOCAL NEWS?

Responses: NEWS	2007	2008	2009	2010
Watertown Daily Times	18.9%	16.7%	--	13.8%
Watertown TV Station	54.8%	57.4%	--	50.5%
Internet (Newzjunky, TV7, ...)	17.4%	16.6%	--	25.0%
Syracuse TV Station	2.2%	2.4%	--	2.2%
Syracuse Newspaper	0.0%	0.0%	--	0.0%
Radio	3.5%	4.7%	--	3.9%
Friends and Acquaintances	1.9%	1.3%	--	2.1%
Weekly Newspaper	1.1%	0.4%	--	2.1%
MWR	0.0%	0.0%	--	0.1%
Other	0.3%	0.5%	--	0.0%

	Primary source for local news.	
	Count	%
Watertown Daily Times	56	13.8%
Watertown TV	204	50.5%
Internet	101	25.0%
Syracuse TV	9	2.2%
Radio	16	3.9%
Friends, acquaintances	9	2.1%
Weekly newspaper	9	2.1%
MWR	1	.1%
Total	403	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Watertown Daily Times	11.8%	15.9%	10.3%	11.4%	25.7%
Watertown TV	47.9%	53.2%	38.4%	50.8%	67.3%
Internet	27.2%	22.9%	32.5%	29.2%	2.7%
Syracuse TV	1.3%	3.1%	4.2%	2.0%	.0%
Radio	4.7%	3.2%	7.1%	2.9%	2.1%
Friends, acquaintances	4.1%	.2%	7.5%	.2%	.0%
Weekly newspaper	3.1%	1.2%	.0%	3.3%	2.1%
MWR	.0%	.3%	.0%	.3%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	201	202	110	216	77

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Watertown Daily Times	15.4%	11.9%	12.9%	14.7%	13.9%	14.1%	12.1%
Watertown TV	54.2%	50.5%	40.8%	55.7%	55.2%	33.8%	46.8%
Internet	17.7%	31.5%	34.5%	15.2%	19.5%	41.7%	37.4%
Syracuse TV	2.1%	.7%	5.1%	2.5%	3.0%	2.7%	.0%
Radio	3.8%	4.4%	3.4%	3.5%	4.4%	5.3%	.9%
Friends, acquaintances	4.0%	.3%	.0%	3.5%	3.9%	.0%	.0%
Weekly newspaper	2.8%	.8%	2.6%	4.9%	.0%	1.7%	2.8%
MWR	.0%	.0%	.7%	.0%	.0%	.6%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	204	123	76	117	115	93	47

Statistically Significant Relationships: Age, Education, Income

Statistically Significant Trend: There has been a significant decrease in "Watertown Daily Times" (2007-2010) and "Watertown TV" (2008-2010), while "Internet" has increased significantly between 2008-2010 ... to an all-time high, and almost the most common source. It is now only trailing "Watertown TV"

Section 3.9 – Cross-border Travel

Table 59 – How many times have you crossed the border to eastern Ontario in the past year?

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
None	38.7%	33.0%	49.5%	49.3%	48.2%	56.2%	65.6%	64.0%	74.3%	66.8%	79.7%
1-2 times	26.6%	36.2%	24.9%	23.6%	25.0%	21.7%	20.6%	17.8%	12.8%	20.0%	12.5%
3-5 times	15.4%	11.7%	12.6%	13.1%	13.3%	9.3%	5.6%	8.8%	5.0%	6.1%	3.5%
6+ times	19.4%	19.1%	12.9%	14.0%	13.5%	12.9%	8.2%	9.3%	7.9%	6.6%	3.4%
Not sure	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%

	Crossing Border to Eastern Ontario in Past Year	
	Count	%
None	327	79.7%
1-2 times	51	12.5%
3-5 times	14	3.5%
More than 5 times	14	3.4%
Not sure	3	.8%
Total	411	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
None	80.9%	78.5%	81.1%	79.0%	79.7%
1-2 times	11.9%	13.1%	11.4%	13.5%	11.6%
3-5 times	3.3%	3.7%	1.5%	3.0%	7.4%
More than 5 times	3.9%	2.9%	2.9%	4.5%	1.4%
Not sure	.0%	1.7%	3.1%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	209	202	112	215	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
None	86.7%	77.5%	63.8%	88.6%	83.4%	76.2%	55.2%
1-2 times	9.3%	11.8%	22.7%	6.7%	13.2%	14.6%	23.7%
3-5 times	.5%	6.1%	7.7%	3.3%	1.1%	4.4%	5.1%
More than 5 times	1.9%	4.7%	5.7%	.0%	.8%	4.7%	16.0%
Not sure	1.7%	.0%	.0%	1.4%	1.5%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	126	75	125	114	93	49

Statistically Significant Relationships: Education, Income
Statistically Significant Trend: "None" has steadily increased since 2001, and now is at an all-time high of 79.7% (significant increase between 2009-2010)

Section 3.10 – Fort Drum Impact

Table 60 – Is your residence in Jefferson County related to either civilian or military employment at Fort Drum, either by you or a family member?

Responses:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Yes	17.7%	24.8%	25.0%	26.3%	25.3%	21.7%	23.8%	26.7%	24.5%	25.1%	33.4%
No	82.3%	75.2%	75.0%	73.7%	74.7%	78.3%	76.2%	73.3%	75.5%	74.9%	66.6%

	Residence Related to Fort Drum	
	Count	%
Yes	136	33.4%
No	271	66.6%
Total	407	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	34.3%	32.4%	45.3%	36.0%	10.3%
No	65.7%	67.6%	54.7%	64.0%	89.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	197	110	215	82

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	24.0%	41.8%	44.8%	12.0%	42.9%	45.1%	47.7%
No	76.0%	58.2%	55.2%	88.0%	57.1%	54.9%	52.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	206	126	76	123	115	93	49

Statistically Significant Relationships: Age, Education, Income

Statistically Significant Trend: There is an increase in participation by those who are "Fort Drum-related" between 2009-2010

Table 61 – Is anyone living in your household Active Military?

Responses:	2005	2006	2007	2008	2009	2010
Yes – me	10.2%	3.9%	7.7%	8.1%	7.4%	10.1%
Yes – but not me	11.5%	10.1%	14.7%	8.7%	10.4%	15.4%
No active military	78.3%	86.0%	77.5%	83.2%	82.2%	74.5%

	Active Military in Household	
	Count	%
Yes (you)	41	10.1%
Yes (but not you)	62	15.4%
No	301	74.5%
Total	404	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes (you)	17.9%	1.8%	11.2%	12.4%	2.8%
Yes (but not you)	7.2%	24.1%	29.7%	14.1%	.0%
No	74.9%	74.0%	59.1%	73.5%	97.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	196	109	213	83

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes (you)	4.1%	17.5%	13.9%	2.2%	16.3%	12.4%	14.3%
Yes (but not you)	11.5%	16.1%	25.0%	4.9%	20.9%	19.5%	23.6%
No	84.4%	66.4%	61.1%	92.9%	62.8%	68.2%	62.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	203	126	75	121	114	93	49

Statistically Significant Relationships: Gender, Age, Education, Income
Statistically Significant Trend: There is an increase in participation by those who have Active Military in the household between 2009-2010

Table 62 – How do you think the recent growth from 2003-2009 of Fort Drum has impacted the overall quality of life of Jefferson County residents?

Responses:	2006	2007	2008	2009	2010
Very Positively	25.5%	15.6%	21.0%	21.6%	27.9%
Positively	47.0%	51.2%	46.8%	45.8%	35.3%
No Opinion/Neutral	12.2%	20.0%	21.3%	16.3%	22.2%
Negatively	11.7%	10.8%	10.0%	10.6%	8.1%
Very Negatively	3.6%	2.4%	0.9%	5.7%	6.5%

	2003-2009 Fort Drum Growth - Impact Overall Quality of Life	
	Count	%
Very Positively	115	27.9%
Positively	146	35.3%
No Opinion	92	22.2%
Negatively	34	8.1%
Very Negatively	27	6.5%
Total	413	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Very Positively	27.4%	28.3%	26.3%	31.2%	21.3%
Positively	35.4%	35.3%	30.0%	36.9%	38.3%
No Opinion	21.8%	22.6%	31.7%	17.0%	22.7%
Negatively	7.1%	9.1%	5.9%	8.9%	9.1%
Very Negatively	8.3%	4.7%	6.0%	6.0%	8.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	202	112	217	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Very Positively	21.9%	26.9%	45.9%	18.7%	30.7%	34.9%	39.5%
Positively	31.1%	40.7%	37.9%	35.9%	29.0%	32.6%	47.1%
No Opinion	26.4%	20.6%	13.1%	23.9%	21.4%	26.6%	9.7%
Negatively	9.3%	10.1%	1.5%	9.8%	11.6%	4.8%	2.5%
Very Negatively	11.2%	1.7%	1.6%	11.8%	7.3%	1.0%	1.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	128	76	125	116	93	49

Statistically Significant Relationships: Education, Income
 Statistically Significant Trend: None, however there is a slight change in intensity, from “positively” to “very positively”

Section 3.11 – Renewable Energy Sources in the North Country

Table 63 – SUMMARY: Which of the following types of energy as renewable electricity sources in the North Country do you support/oppose in the future?

Responses:	Strongly support	Somewhat support	No Opinion/Not Sure	Somewhat oppose	Strongly oppose
Wind energy	58.8%	24.8%	8.3%	3.8%	4.3%
Solar energy	61.9%	24.0%	8.9%	3.2%	2.0%
Hydro energy	57.8%	23.1%	14.8%	1.9%	2.4%
Biomass	40.6%	23.6%	23.0%	5.3%	7.5%

(NOTE: also refer to tables 78-79 later in this report for more information about perceived importance to the local economy of renewable energy and green technology)

Table 64 – Do you support or oppose the development of wind energy as a renewable electricity source in the North Country in the future?

Responses:	2007	2008	2009	2010
Strongly support	47.6%	48.3%	60.8%	58.8%
Somewhat support	32.8%	28.4%	27.5%	24.8%
No Opinion/Not Sure	11.2%	15.6%	5.9%	8.3%
Somewhat oppose	5.4%	4.9%	2.4%	3.8%
Strongly oppose	3.0%	2.8%	3.3%	4.3%

	Wind Energy Development in the North Country	
	Count	%
Strongly Support	242	58.8%
Somewhat Support	102	24.8%
No Opinion/Not Sure	34	8.3%
Somewhat Oppose	16	3.8%
Strongly Oppose	18	4.3%
Total	411	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Strongly Support	64.7%	52.5%	59.6%	60.7%	52.7%
Somewhat Support	26.8%	22.6%	29.7%	21.1%	27.7%
No Opinion/Not Sure	3.4%	13.5%	4.2%	9.0%	12.1%
Somewhat Oppose	2.8%	4.9%	4.2%	3.3%	4.6%
Strongly Oppose	2.3%	6.5%	2.3%	5.9%	2.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	201	110	217	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Strongly Support	55.0%	54.2%	76.5%	46.8%	60.1%	67.0%	76.8%
Somewhat Support	25.8%	27.6%	17.2%	30.1%	23.8%	22.6%	18.2%
No Opinion/Not Sure	9.7%	7.9%	5.5%	10.1%	9.1%	3.3%	1.7%
Somewhat Oppose	4.4%	5.0%	.0%	7.1%	3.5%	1.5%	.8%
Strongly Oppose	5.1%	5.2%	.7%	5.9%	3.5%	5.6%	2.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	127	76	125	116	93	49

Statistically Significant Relationships: Gender, Education, Income
Statistically Significant Trend: "Support for wind energy" increased significantly between 2008 and 2009, and has not changed significantly between 2009-2010

Table 65 – Do you support or oppose the development of solar energy as a renewable electricity source in the North Country in the future?

Responses:	2007	2008	2009	2010
Strongly support	--	--	68.9%	61.9%
Somewhat support	--	--	24.6%	24.0%
No Opinion/Not Sure	--	--	4.4%	8.9%
Somewhat oppose	--	--	1.7%	3.2%
Strongly oppose	--	--	0.4%	2.0%

	Solar Energy Development in the North Country	
	Count	%
Strongly Support	255	61.9%
Somewhat Support	99	24.0%
No Opinion/Not Sure	37	8.9%
Somewhat Oppose	13	3.2%
Strongly Oppose	8	2.0%
Total	411	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Strongly Support	67.0%	56.4%	64.8%	64.0%	52.4%
Somewhat Support	25.1%	22.9%	23.4%	23.8%	25.6%
No Opinion/Not Sure	5.2%	12.8%	5.2%	7.9%	16.2%
Somewhat Oppose	1.6%	5.0%	3.4%	2.1%	5.8%
Strongly Oppose	1.1%	3.0%	3.1%	2.2%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	201	110	217	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Strongly Support	57.4%	63.8%	70.8%	51.5%	64.4%	71.4%	67.2%
Somewhat Support	25.3%	26.6%	16.1%	26.8%	22.3%	20.7%	23.7%
No Opinion/Not Sure	10.4%	7.3%	7.3%	14.6%	9.3%	4.0%	3.3%
Somewhat Oppose	4.0%	1.6%	4.0%	4.4%	4.0%	.6%	3.8%
Strongly Oppose	2.9%	.8%	1.7%	2.7%	.0%	3.3%	1.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	127	76	125	116	93	49

Statistically Significant Relationships: **Gender, Income**
 Statistically Significant Trend: **No trend**

Table 66 – Do you support or oppose the development of hydro energy as a renewable electricity source in the North Country in the future?

Responses:	2007	2008	2009	2010
Strongly support	--	37.6%	57.7%	57.8%
Somewhat support	--	31.2%	24.8%	23.1%
No Opinion/Not Sure	--	25.4%	12.2%	14.8%
Somewhat oppose	--	4.7%	4.6%	1.9%
Strongly oppose	--	1.0%	0.7%	2.4%

	Hydro Energy Development in the North Country	
	Count	%
Strongly Support	238	57.8%
Somewhat Support	95	23.1%
No Opinion/Not Sure	61	14.8%
Somewhat Oppose	8	1.9%
Strongly Oppose	10	2.4%
Total	411	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Strongly Support	67.8%	47.3%	60.7%	58.2%	52.8%
Somewhat Support	23.0%	23.2%	20.6%	23.4%	25.7%
No Opinion/Not Sure	7.4%	22.6%	12.9%	15.1%	16.4%
Somewhat Oppose	.0%	3.9%	.8%	1.7%	4.0%
Strongly Oppose	1.9%	3.0%	5.0%	1.7%	1.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	211	201	110	217	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Strongly Support	55.3%	57.6%	64.9%	47.7%	58.6%	73.4%	57.7%
Somewhat Support	21.2%	26.9%	21.8%	24.9%	23.8%	14.4%	28.8%
No Opinion/Not Sure	17.0%	12.8%	11.8%	19.0%	15.2%	7.1%	13.5%
Somewhat Oppose	2.6%	1.0%	1.5%	4.1%	2.4%	.0%	.0%
Strongly Oppose	3.9%	1.6%	.0%	4.3%	.0%	5.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	127	76	125	116	93	49

Statistically Significant Relationships: Gender, Income
Statistically Significant Trend: "Support for hydro energy" increased significantly between 2008 and 2009, and has not changed significantly between 2009-2010

Table 67 – Do you support or oppose the development of biomass as a renewable electricity source in the North Country in the future?

Responses:	2007	2008	2009	2010
Strongly support	--	--	31.0%	40.6%
Somewhat support	--	--	27.4%	23.6%
No Opinion/Not Sure	--	--	27.8%	23.0%
Somewhat oppose	--	--	7.1%	5.3%
Strongly oppose	--	--	6.7%	7.5%

	Biomass Energy Development in the North Country	
	Count	%
Strongly Support	166	40.6%
Somewhat Support	96	23.6%
No Opinion/Not Sure	94	23.0%
Somewhat Oppose	22	5.3%
Strongly Oppose	30	7.5%
Total	408	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Strongly Support	45.2%	35.8%	34.4%	45.2%	36.9%
Somewhat Support	23.4%	23.9%	25.2%	20.5%	29.7%
No Opinion/Not Sure	17.1%	29.3%	24.6%	21.5%	24.6%
Somewhat Oppose	4.3%	6.4%	4.2%	5.2%	7.1%
Strongly Oppose	10.1%	4.7%	11.6%	7.6%	1.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	198	110	215	83

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Strongly Support	37.7%	42.0%	46.4%	34.7%	37.2%	51.0%	44.6%
Somewhat Support	26.2%	18.1%	25.9%	27.3%	23.3%	19.9%	28.8%
No Opinion/Not Sure	21.1%	27.5%	20.5%	19.1%	30.3%	15.4%	18.4%
Somewhat Oppose	6.4%	4.3%	4.0%	11.3%	3.4%	3.3%	1.4%
Strongly Oppose	8.6%	8.0%	3.3%	7.6%	5.8%	10.4%	6.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	207	126	75	124	115	93	48

Statistically Significant Relationships: **Gender**
 Statistically Significant Trend: "Support for biomass energy" increased significantly between 2009-2010

Table 68 – "I would prefer to support a local business that is using renewable energy sources."

Responses:	2007	2008	2009	2010
Strongly agree	--	--	56.3%	57.3%
Somewhat agree	--	--	36.0%	32.0%
Somewhat disagree	--	--	2.3%	6.0%
Strongly disagree	--	--	0.3%	1.7%
Not sure	--	--	5.1%	3.0%

	"I would prefer to support a local business that is using renewable energy sources."	
	Count	%
Strongly Agree	235	57.3%
Somewhat Agree	131	32.0%
Not Sure	25	6.0%
Somewhat Disagree	7	1.7%
Strongly Disagree	12	3.0%
Total	410	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Strongly Agree	59.5%	54.9%	51.4%	59.6%	59.0%
Somewhat Agree	32.5%	31.4%	42.1%	28.5%	27.6%
Not Sure	3.3%	8.9%	1.6%	7.1%	9.2%
Somewhat Disagree	1.5%	1.8%	1.6%	1.9%	1.2%
Strongly Disagree	3.0%	3.0%	3.4%	2.8%	3.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	210	200	110	216	83

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Strongly Agree	57.4%	54.3%	61.9%	54.4%	59.6%	58.3%	64.5%
Somewhat Agree	31.4%	32.3%	33.0%	32.4%	30.8%	33.4%	31.7%
Not Sure	7.4%	6.5%	1.6%	6.9%	5.5%	4.6%	1.1%
Somewhat Disagree	1.3%	2.2%	1.7%	2.2%	1.2%	1.5%	2.7%
Strongly Disagree	2.5%	4.7%	1.7%	4.1%	2.9%	2.3%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	207	126	76	124	116	93	49

Statistically Significant Relationships: None
 Statistically Significant Trend: No trend

(AGAIN, NOTE: also refer to tables 78-79 later in this report for more information about perceived importance to the local economy of renewable energy and green technology)

Section 3.12 – Public Transportation, and Other Conservation-related Items

Table 69 – How frequently do you carpool? (ride in a vehicle with more persons than just you)

	How frequently do you carpool?	
	Count	%
Never	260	63.9%
Daily	39	9.6%
Weekly	34	8.3%
Occasionally	71	17.5%
Not Sure	3	.7%
Total	407	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Never	69.6%	58.1%	44.0%	68.4%	78.2%
Daily	8.2%	11.1%	16.2%	8.4%	4.2%
Weekly	6.4%	10.3%	7.7%	8.4%	8.9%
Occasionally	15.8%	19.2%	32.1%	14.2%	7.0%
Not Sure	.0%	1.3%	.0%	.6%	1.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	207	200	108	215	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Never	68.6%	62.8%	53.0%	68.4%	64.6%	55.2%	59.9%
Daily	9.6%	8.8%	11.1%	10.3%	9.6%	8.8%	11.0%
Weekly	6.6%	9.4%	11.4%	6.7%	10.4%	9.8%	7.3%
Occasionally	14.4%	18.3%	24.5%	13.8%	15.1%	25.7%	21.8%
Not Sure	.9%	.7%	.0%	.8%	.4%	.4%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	123	76	125	115	93	49

Statistically Significant Relationships: Gender, Age, Education
 Statistically Significant Trend: Only measured in 2010

Table 70 – Would you use a public bus if it were available at least two times each week, traveling to and from Watertown and the village center nearest your home?

	Would you use a public bus if it were available?	
	Count	%
Yes	172	42.1%
No	237	57.9%
Total	409	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	36.4%	47.9%	36.5%	41.4%	51.2%
No	63.6%	52.1%	63.5%	58.6%	48.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	209	200	110	214	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	46.3%	40.4%	33.2%	56.6%	44.5%	27.2%	25.6%
No	53.7%	59.6%	66.8%	43.4%	55.5%	72.8%	74.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	126	75	125	116	92	49

Statistically Significant Relationships: Gender, Income
 Statistically Significant Trend: Only measured in 2010

Table 71 – If YES, you would use public transportation ...for what uses, or locations, or activities would you use public transportation? To get to...

	Yes	No	Total
	%	%	%
School	10.4%	89.6%	100.0%
Work	39.1%	60.9%	100.0%
Shopping	64.1%	35.9%	100.0%
Medical	36.0%	64.0%	100.0%
Visit Friends	17.0%	83.0%	100.0%
Leisure	32.6%	67.4%	100.0%

Statistically Significant Trend: Only measured in 2010

Table 72 – If NO, you would not use public transportation what are the main reasons that you would not use (or, are "not sure") public transportation if it were more readily available?

	Yes	No	Total
	%	%	%
Too expensive	.9%	99.1%	100.0%
Inconvenient schedule	25.0%	75.0%	100.0%
Lack of routes	5.7%	94.3%	100.0%
Disability access	4.0%	96.0%	100.0%
Use a personal vehicle (mine or friend)	41.6%	58.4%	100.0%
Use a bicycle	3.4%	96.6%	100.0%
Not sure	6.2%	93.8%	100.0%
Safety/Trust	.9%	99.1%	100.0%
Not clean	3.4%	96.6%	100.0%
"Don't like people who use PT/crowds"	3.1%	96.9%	100.0%
"Don't travel, don't need"	4.1%	95.9%	100.0%
Takes too long	1.5%	98.5%	100.0%
Difficult with children	2.5%	97.5%	100.0%
"Don't like a bus"	1.4%	98.6%	100.0%

Statistically Significant Trend: Only measured in 2010

Table 73 – Has lack of transportation kept you from securing employment or meeting your daily needs at any time in the past year?

	Has a lack of transportation kept you from securing employment?	
	Count	%
Yes	43	10.5%
No	364	89.1%
Don't Know	2	.4%
Total	409	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	9.7%	11.4%	23.5%	6.7%	3.3%
No	90.3%	87.8%	76.5%	93.3%	94.8%
Don't Know	.0%	.8%	.0%	.0%	1.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	209	200	110	214	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	12.7%	10.2%	4.9%	15.2%	11.2%	6.8%	1.1%
No	86.8%	89.8%	94.3%	84.0%	88.8%	92.5%	98.9%
Don't Know	.5%	.0%	.9%	.8%	.0%	.7%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	126	75	125	116	92	49

Statistically Significant Relationships: Age, Income
 Statistically Significant Trend: Only measured in 2010

Table 74 – Do you currently have a compact fluorescent light bulb (the curly ones) in any light fixture in your home?

Responses:	2007	2008	2009	2010
Yes	57.3%	--	--	78.6%
No	42.0%	--	--	21.0%
Not Sure	0.7%	--	--	0.4%

	Have a compact fluorescent light bulb in your home?	
	Count	%
Yes	320	78.6%
No	86	21.0%
Not Sure	2	.4%
Total	408	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	74.1%	83.2%	71.8%	78.8%	86.9%
No	25.9%	15.9%	28.2%	20.8%	12.0%
Not Sure	.0%	.9%	.0%	.4%	1.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	200	110	213	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	71.5%	83.2%	90.4%	74.2%	75.7%	76.7%	90.9%
No	28.1%	16.1%	9.6%	25.0%	23.9%	23.3%	9.1%
Not Sure	.5%	.7%	.0%	.8%	.4%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	124	76	125	115	93	49

Statistically Significant Relationships: **Gender, Age, Education**
 Statistically Significant Trend: **Use of fluorescent light bulbs has increased significantly between 2007-2010**

Section 3.13 – Business Sectors – Perceived Importance to the Local Economy

Table 75 – SUMMARY: How important is each of the following to the local Jefferson County economy?

Responses:	Very Important	Somewhat Important	Not That Important	Not at all Important	Don't Know
Maintaining farms and agriculture?	81.5%	14.5%	.9%	.0%	3.1%
Manufacturing jobs?	77.8%	17.1%	2.1%	1.2%	1.8%
Having wind farms in the region?	43.7%	39.1%	5.9%	5.0%	6.4%
Green Technology	61.4%	25.9%	3.6%	1.6%	7.4%

Table 76 – Maintaining farms and agriculture?

	Maintaining farms and agriculture	
	Count	%
Very Important	333	81.5%
Somewhat Important	59	14.5%
Not That Important	4	.9%
Don't Know	13	3.1%
Total	408	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Very Important	83.2%	79.8%	80.1%	80.2%	86.7%
Somewhat Important	15.9%	13.1%	14.9%	15.7%	11.0%
Not That Important	.0%	1.8%	1.6%	.8%	.0%
Don't Know	.9%	5.3%	3.4%	3.2%	2.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	209	200	110	214	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Very Important	83.5%	75.9%	85.5%	82.4%	87.5%	81.9%	79.5%
Somewhat Important	13.0%	19.8%	9.9%	13.3%	8.3%	15.7%	19.4%
Not That Important	1.2%	.3%	.8%	1.4%	.0%	1.1%	.0%
Don't Know	2.3%	4.0%	3.9%	2.9%	4.2%	1.3%	1.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	126	74	125	116	92	49

Statistically Significant Relationships: **None**
 Statistically Significant Trend: **Only measured in 2010**

Table 77 – Manufacturing jobs?

	Manufacturing jobs	
	Count	%
Very Important	318	77.8%
Somewhat Important	70	17.1%
Not That Important	9	2.1%
Not at All Important	5	1.2%
Don't Know	7	1.8%
Total	408	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Very Important	78.9%	76.8%	75.7%	79.7%	75.8%
Somewhat Important	16.3%	17.8%	17.9%	15.0%	21.3%
Not That Important	2.8%	1.3%	.0%	4.0%	.0%
Not at All Important	2.0%	.4%	4.5%	.0%	.0%
Don't Know	.0%	3.6%	1.8%	1.3%	2.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	209	200	110	214	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Very Important	78.3%	79.9%	73.1%	74.8%	84.7%	79.9%	70.2%
Somewhat Important	17.1%	16.7%	17.7%	23.0%	9.0%	15.2%	18.2%
Not That Important	1.3%	1.0%	6.1%	.0%	.0%	3.7%	10.5%
Not at All Important	2.0%	.7%	.0%	.0%	4.3%	.0%	.0%
Don't Know	1.3%	1.7%	3.1%	2.1%	2.1%	1.3%	1.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	126	74	125	116	92	49

Statistically Significant Relationships: **None**
 Statistically Significant Trend: **Only measured in 2010**

Table 78 – Having wind farms in the region?

	Having wind farms in the region	
	Count	%
Very Important	178	43.7%
Somewhat Important	160	39.1%
Not That Important	24	5.9%
Not at All Important	20	5.0%
Don't Know	26	6.4%
Total	409	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Very Important	45.6%	41.7%	44.8%	41.7%	47.2%
Somewhat Important	43.8%	34.2%	44.7%	37.2%	36.6%
Not That Important	4.0%	7.8%	1.8%	9.3%	2.3%
Not at All Important	4.2%	5.7%	2.6%	6.3%	4.6%
Don't Know	2.4%	10.6%	6.0%	5.5%	9.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	209	200	110	214	84

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Very Important	44.9%	40.5%	45.7%	44.4%	44.0%	46.0%	44.2%
Somewhat Important	36.9%	40.4%	43.0%	35.6%	37.3%	40.7%	49.7%
Not That Important	5.4%	5.8%	7.4%	3.6%	5.1%	8.5%	3.6%
Not at All Important	6.2%	5.4%	.8%	6.2%	7.1%	1.5%	1.7%
Don't Know	6.7%	8.0%	3.1%	10.2%	6.5%	3.3%	.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	126	74	125	116	92	49

Statistically Significant Relationships: None
 Statistically Significant Trend: Only measured in 2010

Table 79 – Green technology (manufacturing, installation, maintenance, and/or repair activities for renewable energy, energy efficiency, etc)

	Green technology	
	Count	%
Very Important	247	61.4%
Somewhat Important	105	25.9%
Not That Important	15	3.6%
Not at All Important	7	1.6%
Don't Know	30	7.4%
Total	403	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Very Important	61.4%	61.4%	63.7%	59.0%	64.6%
Somewhat Important	26.3%	25.6%	23.7%	29.3%	20.2%
Not That Important	3.9%	3.3%	3.5%	4.1%	2.5%
Not at All Important	1.9%	1.3%	.0%	2.7%	1.2%
Don't Know	6.5%	8.4%	9.1%	5.0%	11.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	205	198	108	212	83

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Very Important	61.1%	58.5%	67.1%	57.0%	65.3%	63.2%	56.7%
Somewhat Important	25.6%	27.9%	23.6%	26.7%	27.7%	22.0%	35.3%
Not That Important	3.0%	6.3%	.8%	4.1%	1.1%	5.1%	5.3%
Not at All Important	.9%	.7%	5.4%	.8%	1.5%	1.9%	2.7%
Don't Know	9.4%	6.6%	3.1%	11.4%	4.4%	7.8%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	208	121	74	124	112	92	49

Statistically Significant Relationships: **None**
 Statistically Significant Trend: **Only measured in 2010**

Section 3.14 – Heard of The Center for Community Studies?

Table 80 – Have you ever heard of The Center for Community Studies at JCC before this survey?

Responses:	2004	2005	2006	2007	2008	2009	2010
Yes	40.0%	32.5%	34.3%	33.4%	--	--	31.7%
No	60.0%	67.5%	65.7%	66.6%	--	--	67.2%
Not Sure	0.0%	0.0%	0.0%	0.0%	--	--	1.0%

	Heard of The Center?	
	Count	%
Yes	128	31.7%
No	271	67.2%
Not Sure	4	1.0%
Total	403	100.0%

	Gender		Age		
	Male	Female	18-29	30-59	60+
Yes	32.2%	31.3%	29.5%	32.4%	33.1%
No	67.4%	67.0%	70.5%	66.4%	64.9%
Not Sure	.5%	1.6%	.0%	1.2%	2.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	205	198	109	213	81

	Education			Income			
	No College	Some College	4+ Year Degree	Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	Over \$75,000
Yes	23.5%	38.9%	42.9%	27.6%	29.8%	31.8%	46.7%
No	76.1%	58.9%	56.2%	72.0%	69.5%	68.2%	53.3%
Not Sure	.4%	2.2%	.9%	.3%	.7%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	206	124	73	122	116	89	49

Statistically Significant Relationships: Education, Income

Statistically Significant Trend: Familiarity with The Center decreased between 2004-05, and has remained unchanged between 2005-10

Section 4 – Final Comments

This report is a presentation of the information collected from 414 telephone interviews conducted during the evenings of April 5 – April 7, 2010 with comparisons to similar annual surveys completed in 2000-2009. The Center for Community Studies exists to engage in a variety of community-based research activities, and to promote the productive discussion of ideas and issues of significance to our community. As such, the results of this survey are available for use by any citizen or organization in the community. If you use information from this survey, we simply ask that you acknowledge the source.

These interviews produced a large volume of data, which can be analyzed and assessed in a number of different ways. **Please contact The Center for Community Studies for specific analyses.** Additionally, we are available to make presentations of these survey findings to community groups and organizations upon request. Please contact:

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The Twelfth Annual Survey of the Community is tentatively scheduled for the first week of April 2011.

Appendix I - Technical Comments – Assistance in Interpretation of these Results

(For the Statistically Interested)

In a typical year, over 200 hard copies of this report are produced and disseminated for free to citizens of Northern New York by The Center for Community Studies. This wide distribution, coupled with the report being freely available as a pdf file at the Jefferson Community College website, result with a very wide array of readers – who, no doubt, have a very wide array of statistical backgrounds, training, and experiences. The following comments are provided to give guidance for interpretation of the presented findings so that readers with less-than-current statistical training might maximize the use of the information contained in the Eleventh Annual Jefferson County Survey of the Community.

Recall that the margin of error for this survey has been stated as approximately ± 4.8 percentage points. Therefore, when a percentage is observed in one of the tables of statistics included in this study, the appropriate interpretation is that we are 95% confident that if all Jefferson County adult residents were surveyed (rather than just the 414 that were actually surveyed), the percentage that would result for all residents would be within ± 4.8 percentage points of the sample percentage that we calculated in this study. For example, in Table 80, one may observe that 31.7% of our sample in 2010 reported that they had heard of The Center for Community Studies before receiving our phone call that evening. With this sample result we can infer with 95% confidence (only a 5% chance that it will not be true) that if all Jefferson County adults were asked – somewhere between 26.9% and 36.5% of the population of approximately 80,000 adults in Jefferson County have heard of The Center for Community Studies. (using a margin of error of $\pm 4.8\%$). This resulting interval (26.9%-36.5%) is known as a 95% Confidence Interval. The consumer of this report should use this pattern when attempting to generalize any of these survey findings to the entire adult population of Jefferson County. For further assistance in constructing confidence intervals and/or interpreting and using the margin of error please contact the staff of The Center for Community Studies.

As has been previously mentioned, the 11th Annual Survey report investigates for significant factors that may be correlated with various quality-of-life indicators. The statistical techniques that will be applied to identify statistically significant relationships or differences will depend upon the structure of each variable (survey question) and will include Pearson Product Moment Correlation Coefficient r , the Independent Two Sample t -Test, Analysis of Variance (ANOVA), a z -test for Binomial Proportions, a Poisson Test, and the χ^2 Test for Independence. A test or correlation that results with $p < 0.05$ will be considered statistically significant.

A comment or two regarding “statistical significance” could help readers of varying quantitative backgrounds most appropriately interpret the results of what has been statistically analyzed. Again, because the data for the Eleventh Annual Jefferson County Survey of the Community is based on a *sample* of 414 adult residents, as opposed to obtaining information from every single adult resident in Jefferson County, there must be a method of determining whether an observed relationship or difference in the *sample* survey data is likely to continue to hold true if *every* adult resident of the county were, in fact, interviewed. To make this determination, tests of statistical significance are standard practice in evaluating sample survey data. For example, if the *sample* data shows that those individuals with at least a 4-year degree educational attainment are more likely to have heard of The Center for Community Studies than those who have no formal college coursework in their educational background (42.9% vs. 23.5%, respectively, Table 80), the researcher would want to know if this higher frequency of familiarity in the higher education subgroup would still be present if they interviewed every Jefferson County adult, rather than just the sample of 414 adults who were actually interviewed. To answer this question, the researcher uses a test of statistical significance. The outcome of a statistical significance test will be that the result is either “not statistically significant” or the result is “statistically significant.”

The meaning of “not statistically significant” is that if the sample were repeated many more times (in this case that would mean many more different groups of $n=414$ randomly selected adults from the approximately 80,000 adults in Jefferson County), then the results of these samples would not consistently show that those individuals with at least a 4-year degree educational attainment are more likely to have heard of The Center than those who have no formal college coursework in their educational background; some samples might find a familiarity rate that is higher among the more highly educated and some samples may might find a familiarity rate that is lower among the more highly educated. In this case, the researcher could not report *with high levels of confidence* that the familiarity with The Center rate is statistically significantly different when comparing these two education level groups. Rather, the difference found within the one actually selected sample of size $n=414$ Jefferson County residents would be interpreted as small enough that it could be due simply to the random chance of sampling – not statistically significant.

Conversely, the meaning of “statistically significant” is that if the sample were repeated many more times, then the results of these samples would consistently show a familiarity-with-The-Center rate that is higher among the more highly educated. In this case, the researcher could report that the more highly educated are more likely to have heard of The Center for Community Studies than the lower educated, and further, if every adult were interviewed, we are confident that the population “familiarity-with-The-Center” rate among those with a 4+ year degree would be higher than the rate among those with no college coursework. One can never be 100% certain (or confident) that the result of a sample will indicate appropriately whether the population percentages are, in fact, statistically significantly different from one another or not. However, the standard confidence level is 95% (as it is with the previously described Confidence Intervals) - meaning that the observed sample difference would also be found in 95 out of 100 random samples of similar size n. The interpretation of a “statistically significant” difference is that it is so large that there is a probability of less than 5% that this difference occurred simply due to the random chance of sampling – instead, it is considered a “real” difference. In statistical vocabulary and notation this would be represented as a p-value of less than 5% ($p < 0.05$).

The same statistical processes that are utilized to compare subgroups may be applied to identify trends. Essentially, the identification of a trend across time is using various years (for example, 2009 vs. 2010), rather than various demographic subgroups (for example, as described above, highly-educated vs. low-educated).

Finally, the reader can identify the statistically significant results (trends and/or relationships) in each cross-tabulation table and each trend table by noting the **bold comment** directly below the tables. To determine which differences and relationships are, in fact, statistically significant (recall, again that this means a difference or relationship that is large or strong enough to be 95% confident that it is not simply due to the random chance of sampling based upon the sizes of the selected sample) the 5% significance level has been used ($p < 0.05$). Note that in Table 80, it should be concluded that there is a statistically significant relationship between “Education” and “Familiarity with The Center” – the 42.9% versus 23.5% are far enough apart to be considered statistically significant – NOT a difference that would be expected simply due to the random chance of sampling.

Appendix II – The Survey Instrument

11th Annual Jefferson County Survey of the Community

Introduction

Good evening. My name is (first name), I am a student at Jefferson Community College, how are you doing this evening (afternoon)? Tonight I am calling for The Center for Community Studies at JCC. We are conducting the eleventh annual survey of the community; we are interested in your opinions about the quality of life in Northern New York. Do you have a few minutes to do a survey for us (or, "help us out")?

If NO . . . Might there be another adult in the home who might wish to participate or is there a more convenient time to call?

If YES . . . (First verify that the person is 18 years old.) Great, well, let's begin.

First, I'm going to read you a list of issues facing the county. Please tell us whether in your opinion in the past year, the TREND has gotten Better, stayed about the Same, or gotten Worse.

	Better	Same	Worse	Don't Know
Q1. Opportunities for youth	jn	jn	jn	jn
Q2. Cultural/entertainment opportunities	jn	jn	jn	jn
Q3. Cost of energy	jn	jn	jn	jn
Q4. Health care access	jn	jn	jn	jn
Q5. Health care quality	jn	jn	jn	jn
Q6. Access to higher education	jn	jn	jn	jn
Q7. Internet access	jn	jn	jn	jn
Q8. Recreational opportunities	jn	jn	jn	jn
Q9. Quality of the environment	jn	jn	jn	jn
Q10. Local government	jn	jn	jn	jn
Q11. Real estate taxes	jn	jn	jn	jn
Q12. The downtown of Watertown	jn	jn	jn	jn
Q13. Policing and crime control	jn	jn	jn	jn
Q14. Availability of good jobs	jn	jn	jn	jn
Q15. Shopping opportunities	jn	jn	jn	jn
Q16. Quality of k-12 education	jn	jn	jn	jn
Q17. The overall state of the local economy	jn	jn	jn	jn
Q18. The overall quality of life in the area	jn	jn	jn	jn
Q19. Availability of goods/services in area	jn	jn	jn	jn
Q20. Availability of care for the elderly.	jn	jn	jn	jn
Q21. Availability of housing	jn	jn	jn	jn

Life as a Jefferson County Resident ...

Our next few questions will help us better understand the characteristics of Jefferson County residents.

11th Annual Jefferson County Survey of the Community

Q22. Do you personally have a cell phone?

Yes

No

Q23. Do you know anyone who lives in Jefferson County who has only a cell phone, they have no landline in their home?

Yes

No

Not sure

Q24. Do you have access to the Internet at either home or work?

Home

Work

Both

Neither

Which of the following uses of the Internet have you participated in at least once in the past 30 days?

	Yes	No	Don't know
Q25: email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q26: blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q27: Used a website for LOCAL news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q28: Used a website for NATIONAL news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q29: Used a website for medical/health information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q30: Used a library website to get information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q31: Made a purchase online.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q32. How many times have you crossed the border to eastern Ontario during the past year?

None

1-2 times

3-5 times

More than 5 times

Not sure

Q33. Please estimate how many HOURS PER MONTH that you volunteer for community service activities such as church, school and youth activities, charitable organizations, local government boards, and so forth.

Volunteer hours: (if "None", type in the number zero, 0)

11th Annual Jefferson County Survey of the Community

Q34. What is your PRIMARY (only one!) source of information about LOCAL EVENTS?

- Watertown Daily Times
- A Watertown television station
- Internet (Newzjunky, TV7...)
- A Syracuse television station
- Other (please specify)
- A Syracuse newspaper
- Radio
- Friends and acquaintances
- A weekly newspaper

Q35. What is your PRIMARY (only one!) source of information about LOCAL NEWS?

- Watertown Daily Times
- A Watertown television station
- Internet (Newzjunky, TV7...)
- A Syracuse television station
- Other (please specify)
- A Syracuse newspaper
- Radio
- Friends and acquaintances
- A weekly newspaper

Q36. How do you think the recent growth from 2003-2009 of Fort Drum has impacted the overall quality of life of Jefferson County residents? (Read all choices)

- Very positively
- Positively
- Neutral/No opinion
- Negatively
- Very negatively

Q37. When considering you or your family's personal financial situation - has it gotten BETTER, stayed about the SAME, or gotten WORSE in the past 12 months?

- Better
- Same
- Worse
- Don't Know

Q38. How would you classify your political beliefs? (read the list of choices)

- Very conservative
- Conservative
- Middle of the Road
- Liberal
- Very Liberal
- Don't Know

11th Annual Jefferson County Survey of the Community

Q39. What do you think is the largest issue that is facing our nation right now? (do not read the choices unless the participant asks for clarification)

- Healthcare
- War in Iraq
- The Economy/Jobs
- Education
- Alternative Energy
- Debt/Spending
- Other (please specify)
- Government/Leadership
- Taxes
- Environmental Issues
- Moral Issues
- War in Afghanistan

Energy

READ THIS: Next we have the energy-related questions.

Do you support or oppose the development of each of the following Renewable Electricity Sources in the North Country in the future? THEN: probe for intensity if necessary

	Strongly Support	Somewhat Support	No Opinion/Not Sure	Somewhat Oppose	Strongly Oppose
Q40. Wind Energy	<input type="checkbox"/>				
Q41. Solar Energy	<input type="checkbox"/>				
Q42. Hydro Energy	<input type="checkbox"/>				
Q43. Biomass	<input type="checkbox"/>				

READ THIS: "Do you strongly agree, agree, disagree, or strongly disagree with the following statement regarding renewable energy generation by local businesses." THEN: probe for intensity if necessary

	Strongly Agree	Somewhat Agree	Not Sure	Somewhat Disagree	Strongly Disagree
Q44. "I would prefer to support a local business that is using renewable energy sources."	<input type="checkbox"/>				

"Conservation"-related questions.

READ THIS: Next we have some "conservation"-related questions.

Q45. Do you currently have a compact fluorescent light bulb (the curly ones) in any light fixture in your home?

- Yes
- No
- Not sure

11th Annual Jefferson County Survey of the Community

Q46: How frequently do you carpool? (ride in a vehicle with more persons than just you)

- Never Daily Weekly Occasionally Not sure

Q47: Would you use a public bus if it were available at least two times each week, traveling to and from Watertown and the village center nearest your home?

- Yes No Not sure

If would use PT...

Q48: For what uses, or locations, or activities would you use public transportation? To get to ... (DO NOT READ CHOICES, CHOOSE ALL MENTIONED)

- | | |
|---|---|
| <input type="checkbox"/> School (college) | <input type="checkbox"/> Medical appointments |
| <input type="checkbox"/> Work | <input type="checkbox"/> Visiting friends |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Leisure activities |
| <input type="checkbox"/> Other (please specify) | |

If would not use PT:

Q49: What are the main reasons that you would not use (or, are "not sure") public transportation if it were more readily available? (DO NOT READ CHOICES, CHOOSE ALL MENTIONED)

- | | |
|---|--|
| <input type="checkbox"/> Too expensive | <input type="checkbox"/> I use personal vehicle (family car, motorcycle, friend) |
| <input type="checkbox"/> Inconvenient schedule | <input type="checkbox"/> I walk or ride a bicycle |
| <input type="checkbox"/> Lack of routes | <input type="checkbox"/> Not sure |
| <input type="checkbox"/> I have a disability | |
| <input type="checkbox"/> Other (please specify) | |

Final Conservation question

Q50. Has a LACK OF TRANSPORTATION kept you from securing employment or meeting your daily needs at any time in the past year?

- Yes No Don't know

11th Annual Jefferson County Survey of the Community

More "Local Economy"

How important is each of the following to the local Jefferson County economy?

	Very Important	Somewhat Important	Not That Important	Not at all important	Don't know
Q51: maintaining farms and agriculture?	jn	jn	jn	jn	jn
Q52: manufacturing jobs?	jn	jn	jn	jn	jn
Q53: having wind farms in the region?	jn	jn	jn	jn	jn
Q54: Green technology (manufacturing, installation, maintenance, and/or repair activities for renewable energy, energy efficiency, etc)	jn	jn	jn	jn	jn

Q55: How good of a place to grow old do you consider Jefferson County? (appropriate supports, elder friendly) READ CHOICES IF NECESSARY

- jn Very good
- jn Fairly good
- jn Not very good
- jn Definitely not good
- jn Don't Know

Q56: How safe of a place to live do you consider Jefferson County? READ CHOICES IF NECESSARY

- jn Very safe
- jn Fairly safe
- jn Not very safe
- jn Definitely not safe
- jn Don't Know

READ THIS: "Do you strongly agree, agree, disagree, or strongly disagree with the following statement?" THEN: probe for intensity if necessary

	Strongly Agree	Somewhat Agree	Not Sure	Somewhat Disagree	Strongly Disagree
Q57. "An increase in availability of assisted living for those age 55+ in Jefferson County would improve the overall quality of life in the county."	jn	jn	jn	jn	jn

Q58. Have you ever heard of The Center for Community Studies at JCC before this survey?

- jn Yes
- jn No
- jn Not sure

11th Annual Jefferson County Survey of the Community

Demographics

We are almost finished. The last few demographic questions will help us get a better sense of the general nature of the people who have helped us with this project.

*** Q59. Age: I am going to read some categories of age classification. Please stop me when I get to the category in which your age falls.**

Teens

Forties

Seventies

Twenties

Fifties

Eighty or older

Thirties

Sixties

*** Q60. Education: I am going to read some categories relating to education. Please stop me when I get to the category in which your highest level of formal education falls.**

Less than a high school graduate

Associate Degree

High school graduate (include GED)

Bachelor's Degree

Some college, no degree (include technical school)

Graduate Degree

Q61. Household income range: I am going to read some categories relating to income. Please stop me when I get to the category in which your yearly household income falls:

Up to \$10,000

\$50,001-\$75,000

Refused

\$10,001-\$25,000

\$75,001-\$100,000

\$25,001-\$50,000

Over \$100,000

Q62. What is your occupation? (only read choices if necessary)

Retired

Managerial

Service

Not currently employed (but not retired)

Medical

Blue-collar/Production

Homemaker

Professional/Technical

Teacher/Education

Student

Sales

Not Sure

Military

Clerical

Other (please specify)

Among those currently employed

11th Annual Jefferson County Survey of the Community

Q63: Are you now working a job where your pay is less than an earlier job you held at some point in time?

Yes

No

Not sure

Demographics (cont.)

Q64. Is anyone living in your household active military?

Yes (you!)

Yes (someone else in the household)

No

Q65. Is your residence in Jefferson County related to either civilian or military employment at Fort Drum, by either you or a family member?

Yes

No

Q66. How would you describe yourself in regard to your race or ethnicity?

Black/African American

Asian/Pacific Islander

White

Native American

Hispanic

Multiracial

Other (please specify)

Q67. How many persons UNDER THE AGE OF 18 live in your household?

* **Q68. If you don't mind me asking ... what is your gender?**

Male

Female

Q69. Finally ... in what Jefferson County township do you reside?

Final Comments

Thank you very much for helping us out this evening. The results will be released during June. If you have any questions, please contact Mr. Richard LeClerc, Director of The Center for Community Studies, 786-2488. Have a great evening.

After You Hang Up - Book-keeping

You must complete the following four items.

11th Annual Jefferson County Survey of the Community

* Zip Code of Participant (from Call Sheet)

* Town of Residence (from Call Sheet)

* Phone Number of Participant (from Call Sheet, in format xxx-xxx-xxxx)

* Interviewer (click on Your Name)

Any important observations or comments about this interview that Mr. LeClerc, Mr. LaLone, or Mr. White should know, enter here. (Complaints? Comments? Compliments? Interesting participants? Difficulties?)