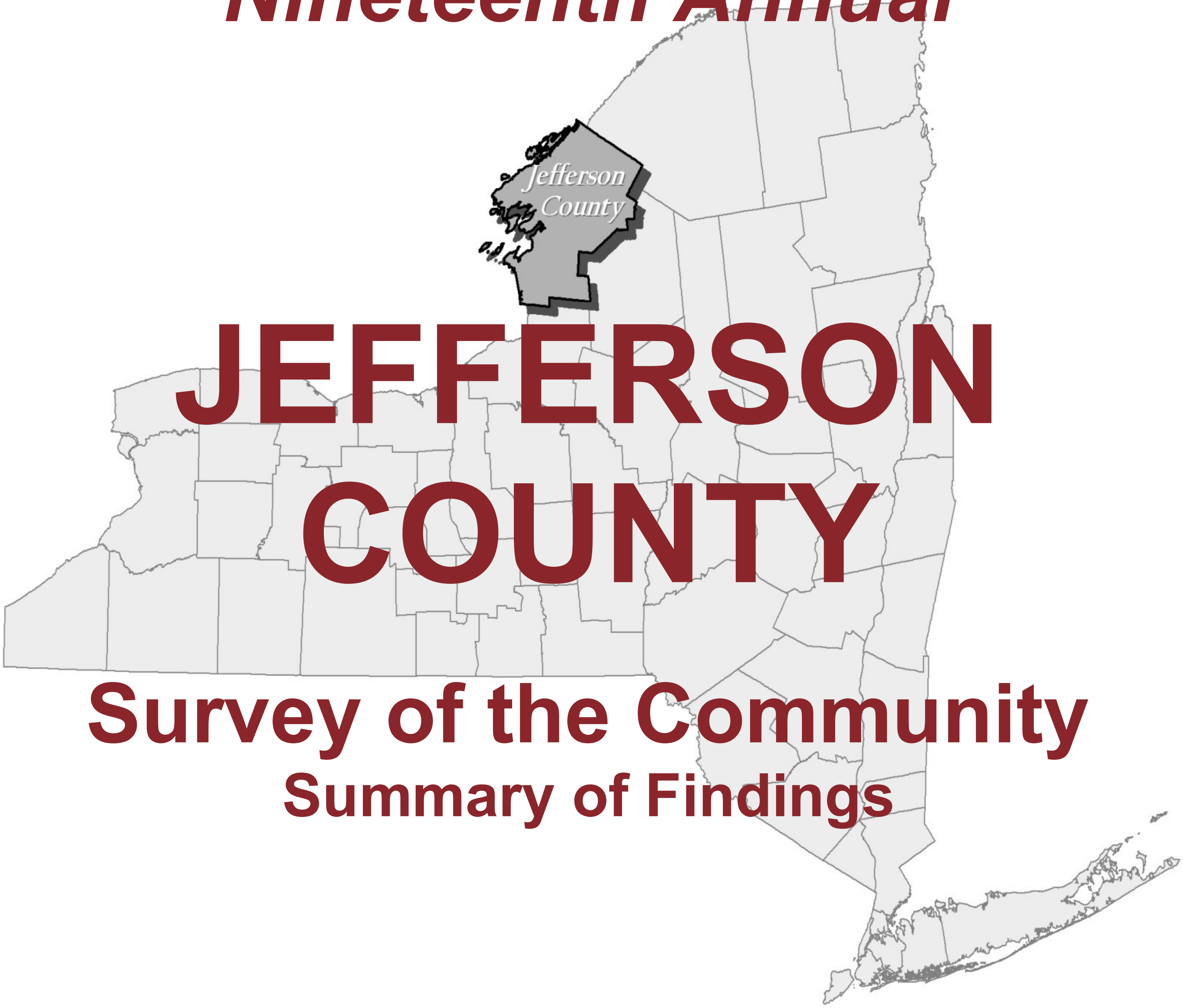
The Center for Community Studies
at Jefferson Community College

Presentation of Results:

Nineteenth Annual



JEFFERSON COUNTY

Survey of the Community

Summary of Findings

19

April 2018

STATE UNIVERSITY OF NEW YORK
JEFFERSON
The Center for Community Studies

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Summary of Findings

The View from 30,000 Feet! (or, "if one only has 30 seconds to read this report")

1. Attitudes Concerning the Local Jefferson County Economy

In 2018 many local community quality-of-life indicators that are related to personal and local economics resulted with the most positive results ever measured in 19 years of surveying in the county. Although there remains much room for improvement, residents report to feel better than ever (at least since year 2000) regarding the availability of good jobs locally, the overall state of the local economy, and their own personal financial situations. *The numbers:*

Availability of Good Jobs – the rating of "Poor" is the lowest ever measured, currently at 29% (was as high as 66% in 2001, 61% in 2009, and 55% in 2014; while the ratings of "Excellent or Good" (28%) are the highest ever measured. (Table 23)

Overall State of Local Economy – the rating of "Poor" is the lowest ever measured, currently at 17% (was as high as 47% in 2001, 48% in 2009, and 42% in 2011; while the ratings of "Excellent or Good" (36%) are at the highest ever measured. (Table 26)

Personal Financial Situation – residents are twice as likely to indicate that their situation in the past 12 months has gotten "Better" (27%), than they are to indicate gotten "Worse" (13%). Again, the most positive results ever measured (for example, in 2012 "Better"=16%, while "Worse"=21%). (Table 51)

2. Largest Issue Facing the Nation

Continuing the theme illustrated above, when local residents are asked the largest issue facing the entire nation, in 2018 responses have dramatically changed from that which were recorded 5-10 years ago among county residents. There has been a shift from economic concern to a concern in government/leadership and the current nationwide and local drug epidemic. For example, in 2009 among local residents 81% cited the jobs and the economy as the largest issue facing the nation, while in 2018 this rate is only 10%. In 2009, no participants cited either government/leadership or drugs at the largest issue, and in 2018 these rates have increased to 22% and 15%, respectively. (Table 32)

3. Access to Higher Education

For the first fifteen years of study (between 2000 and 2014) assessment of access to higher education locally remained very stable with 58%-68% rating as "Excellent or Good" each year, and 7%-13% rating as "Poor". However, over the past four years there has been an improvement in satisfaction with 74% in 2018 rating as "Excellent or Good" and only 6% rating as "Poor". This 74% responding "Excellent or Good" regarding access to higher education locally is the highest rated community indicator in 2018 among the 21 indicators investigated. (Table 15)

4. Healthcare Access and Quality

Over the past five years (from 2014 to 2018) there has been steady positive trending in local resident satisfaction with *healthcare access*, with the rate responding "Excellent or Good" now at its highest ever level (60% currently, has been as low as 41% in 2009). At the same time, there has also been steady positive trending in local resident satisfaction with *healthcare quality*, with the rate responding "Excellent or Good" now at its highest ever level (60% currently, has been as low as 44% in 2009). (Tables 13-14)

5. End of Life Care, Preferences, and Decisions

By almost a three-to-one ratio, if one has been given a terminal illness diagnosis, one is more likely to prioritize medical care that provides pain-free comfort (48%) rather than medical care that prolongs life (17%). Approximately four-in-five residents (80%) would prefer to spend their last days at "home", and residents are about equally likely to have created a living will and/or healthcare proxy (44%) as they are to have not (42%). Approximately 37% of residents indicate that they have an immediate family member who has used the services of Hospice of Jefferson County, and when asked one's view of this organization, the results are overwhelmingly positive – 69% favorable vs. 4% unfavorable. (Tables 56-60)

6. Preferences Regarding Future Changes at Thompson Park

Residents were asked which changes would be most likely to increase their use of Thompson Park – *additional marked trails* and *better bathrooms* are the leading suggestions. Residents were also asked which types of free concerts they would be most likely to attend at Thompson Park – almost 90% of participants indicated that they would attend *at least one* type of concert, with "Pop or Rock" (66%) and "Country" (61%) the most desirable concerts. (Tables 61-72)

Section 2.1 – Quality of Life in Jefferson County (Tables 5 and 8-34)

1. In an attempt to gauge the current satisfaction with the quality of life in Jefferson County, participants were provided a list of **21 key community characteristics, or indicators**. For each of these characteristics, the participants reported whether they rate the characteristic as "Excellent," "Good," "Fair," or "Poor." Table 5 summarizes the results with the percentage that indicated that each indicator is "Excellent or Good", as well as the percentage who report that it is "Excellent", and the percentage who rate as "Poor." For a short-term trend analysis, the rates are also shown in parentheses and smaller font for these results in 2017. *The list of indicators is sorted from highest to lowest according to the percentage who replied "Excellent or Good" in 2018*. The indicators whose results are in **pink** shaded cells show noticeable improvement between 2017 and 2018 (either an increase in "Excellent or Good" or an increase in just "Excellent"; or a decrease in "Poor"). The indicators whose results are in **gray** shaded cells show a trend toward more negative perceptions between 2017 and 2018 (either a decrease in "Excellent or Good" or a decrease in just "Excellent"; or an increase in "Poor"). *All pink or gray shaded changes are of size at least ±5% change from year-to-year*. The indicators whose results are in **white** shaded cells show no sizeable trend toward either more negative and positive perceptions between 2017 and 2018 (of size at least 5% change). (Tables 8-10)

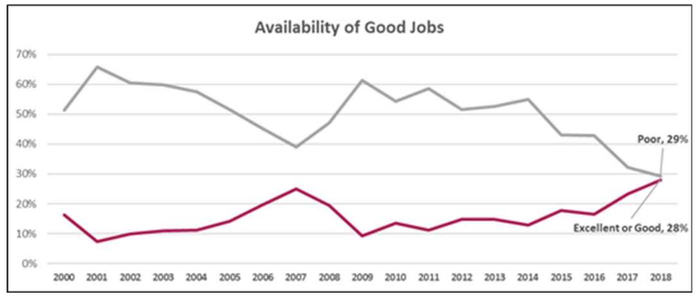
Table 5 Summary of Twenty one Quality of Life Indicators (Sorted by Excellent or Good 2018 Results)

Quality of Life Indicator:	2018 % Excellent or Good (2017 result in parentheses)	2018 % Excellent (2017 result in parentheses)	2018 % Poor (2017 result in parentheses)
1. Access to higher education	74.4% (71.2%)	23.5% (23.0%)	5.7% (5.6%)
2. Public outdoor recreational opportunities	67.1% (67.6%)	26.7% (26.6%)	7.3% (8.4%)
3. Policing and crime control	67.0% (59.6%)	16.3% (12.3%)	5.3% (10.0%)
4. Quality of the environment	66.9% (67.2%)	18.8% (17.6%)	7.2% (6.8%)
5. The overall quality of life in the area	66.0% (67.7%)	13.4% (12.4%)	6.7% (7.7%)
6. Quality of K 12 education	65.3% (67.6%)	18.2% (20.2%)	3.8% (5.0%)
7. Shopping opportunities	61.3% (61.4%)	14.7% (18.7%)	11.3% (7.9%)
8. Healthcare quality	59.7% (55.2%)	13.4% (13.7%)	9.6% (9.7%)
9. Healthcare access	59.5% (56.1%)	17.1% (13.1%)	10.9% (13.6%)
10. Availability of housing	58.7% (57.4%)	15.4% (14.6%)	9.1% (10.5%)
11. Cultural / entertainment opportunities	48.7% (50.0%)	7.9% (6.7%)	12.4% (11.2%)
12. City, village, or town government	45.0% (46.2%)	8.2% (7.9%)	13.5% (11.0%)
13. County government	41.0% (40.6%)	5.9% (6.6%)	12.6% (12.4%)
14. The Downtown of Watertown	40.0% (35.6%)	5.8% (4.7%)	21.0% (21.3%)
15. Availability of childcare	39.1% (40.9%)	8.4% (8.2%)	10.9% (7.9%)
16. Availability of care for the elderly	38.9% (38.9%)	10.1% (6.1%)	13.2% (17.2%)
17. The overall state of the local economy	35.6% (35.8%)	3.8% (3.6%)	17.4% (16.8%)
18. Availability of behavioral health services	35.5% (41.7%)	7.4% (7.7%)	19.1% (17.6%)
19. Cost of energy	30.1% (34.4%)	5.9% (4.8%)	25.7% (19.7%)
20. Availability of good jobs	28.0% (23.2%)	5.2% (5.0%)	29.3% (32.1%)
21. Real Estate Taxes	22.5% (19.9%)	4.8% (3.3%)	30.4% (30.1%)

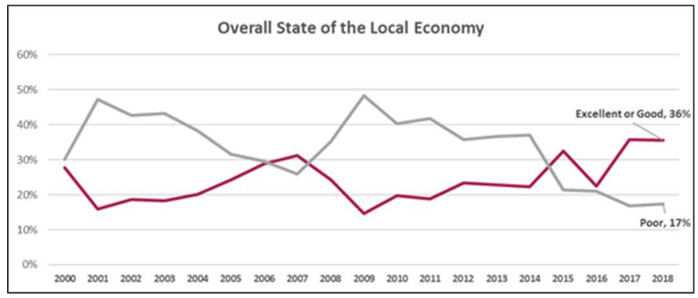
2. Most Jefferson County adult residents continue to **view the quality of life in the region as positive**, with a current rate of 66% of the surveyed residents reporting that the overall quality of life in the area is "Excellent or Good", while currently only 7% believe the overall quality of life in the area is "Poor". It should be noted that there has been significant improvement in the past three years as the "Excellent or Good" has increased to 66%-68% (highest rates found in 19 years of surveying in the county) from a rate of as low as 53% in 2014. (Tables 8, 9, 10, and 31)

Economic-related ***Quality-of-Life Indicators:***

3. **Availability of Good Jobs** (Table 23)
Without question, the results regarding availability of good jobs found in 2018 are the most positive ever measured (with 2017, last year, having been the most positive ever measured at that time). The rate responding "Poor" is at its lowest level ever (29% currently, it has been as great as 66% in 2001 and was 61% in 2009). For the second time ever "Poor" is *not* the most common response (in 2018, "Fair" is the most common response, and 63% rate as *at least* "Fair"). It is notable that the younger age groups are the most positive in their assessment of availability of good jobs locally – with only 16% of those under age 30 reporting "Poor".



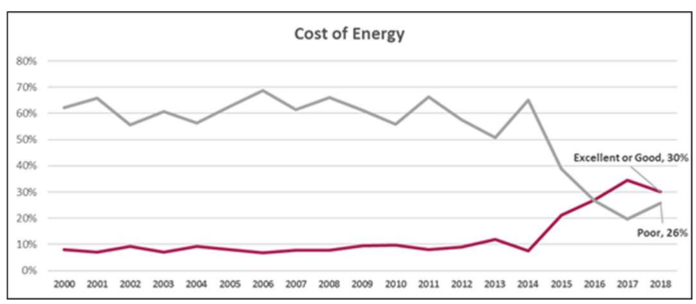
4. **Overall State of the Local Economy** (Table 26)
Similarly, the results regarding evaluation of the overall state of the local economy found in 2018 are almost identical to those found in 2017 and are the most positive ever measured, with the rate responding "Poor" continuing at its lowest level ever (17% in both 2017 and 2018, it has been as great as 47% in 2001 and was 48% in 2009). For the second time ever "Excellent or Good" has surpassed 35% (in both 2017 and 2018, "Excellent or Good" has been 36%, it was only 23% in 2016, and only 16% in 2001). It is notable that the younger age groups are the most positive in their assessment of the overall state of the local economy (among this group 46% assesses as "Excellent or Good").



5. **Shopping Opportunities** (Table 24)
Ratings of shopping opportunities in 2018 are similar to long-term average rates in the county with 61% rating as "Excellent or Good" and only 11% rating as "Poor" (respective rates were 62% and 8% in 2017).

6. **Availability of Housing** (Table 28)
This quality-of-life indicator has been recorded for fourteen years, from 2005 to the present. Arguably, the improvement in satisfaction with this housing-availability indicator between 2012 and 2016 was the most dramatic and significant among the collection of all quality-of-life variables measured during that time in this annual study. Rating have remained quite stable in the past year between 2017 and 2018, with participants approximately 6-7 times more likely to rate the availability of housing as "Excellent or Good" than as "Poor' – 59% versus 9%, respectively, in 2018.

7. **Cost of Energy** (Table 12)
Between 2014 and 2018 there has been a tremendous change in residents' satisfaction with the cost of energy locally. Unquestionably, the results regarding the cost of energy found in 2017 were the most positive ever measured, with the rate responding "Poor" at its lowest level ever (20% in 2017, a rate that has been as great as 69% in 2006, and more recently was 65% in 2014). "Excellent or Good" reached 34% in 2017. The "Excellent or Good" rate has been as low 7% in each of 2003 and 2014. Compared to long-term results, the results in 2018 continue to be very positive, but slightly less-so than were found in 2017 (2018 rate of "Excellent or Good" is 30%, down from 34% last year). This small negative change in sentiment about the cost of energy locally could quite possibly be due to the increase in the price of gasoline in the past year.

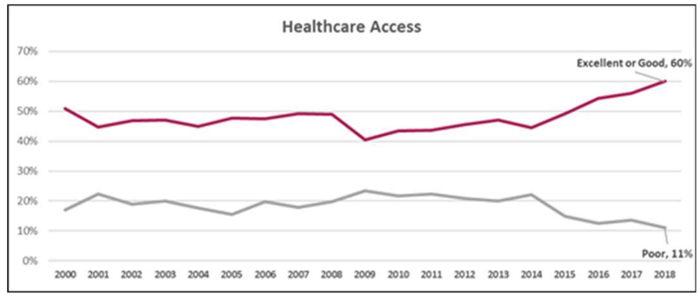


8. **Real Estate Taxes** (Table 20)
Over the past five years (from 2014 to 2018) there has been steady positive trending in local resident satisfaction with real estate taxes, with the rate responding "Poor" at its lowest level ever (30% currently, a rate that has been as great as 50% in 2014), and the "Excellent or Good" rate of 23% in 2018 is the highest ever measured. For the second time

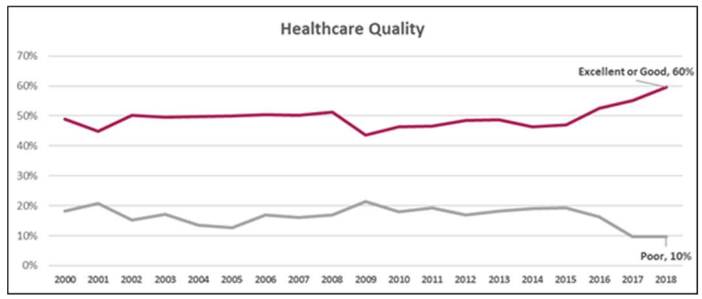
ever "Poor" is *not* the most common response (in 2018, "Fair" is the most common response at 32%, as it was in 2017 for the first time).

Not-so-Economic-related ***Quality-of-Life Indicators:***

9. **Healthcare Access** (Table 13)
   Over the past five years (from 2014 to 2018) there has been steady positive trending in local resident satisfaction with healthcare access, with the rate responding "Excellent or Good" now at its *highest ever level* (60% currently, has been as low as 41% in 2009). It is notable that those participants who indicate that there is at least one active military individual living in their household have more positive assessment of healthcare access locally than those who do not have an active military individual living in their household, with the rate of indicating "Excellent" being approximately 31% and 10%, respectively, within these two groups.



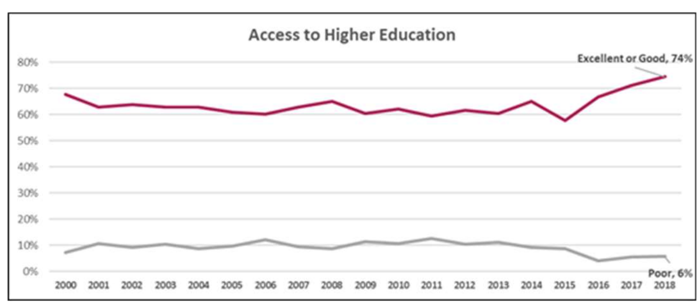
10. **Healthcare Quality** (Table 14)
    Similar to that which is true for *healthcare access* (see #9 above), over the past five years (from 2014 to 2018) there has been steady positive trending in local resident satisfaction with *healthcare quality*, with the rate responding "Excellent or Good" now at its *highest ever level* (60% currently, has been as low as 44% in 2009). It is notable that those participants who indicate that there is at least one active military individual living in their household have significantly more positive assessment of healthcare quality locally than those who do not have an active military individual living in their household, with the rate of indicating "Excellent" being approximately 23% and 10%, respectively, within these two groups..



11. **Cultural/Entertainment Opportunities** (Table 11)
    Cultural and entertainment opportunities in the county in 2018 have been rated almost as positively as ever measured, with the rate responding "Poor" (12%) only 1% higher than when at its lowest level ever rate last year (was 11% in 2017). The rate of responding "Poor" has been as high as 30% in 2001 and 28% in 2011, and only during the past three years has this rate been under 20% among the 19 years of data collection.

12. **Public Outdoor Recreational Opportunities** (Table 16)
    In 2018 Jefferson County adults continue to be very satisfied with public outdoor recreational opportunities, with 67% responding "Excellent or Good" and only 7% responding "Poor". The results for this community indicator have remained very stable and similar to past years of study.

13. **Access to Higher Education** (Table 15)
    For the first fifteen years of study (between 2000 and 2014) assessment of access to higher education locally remained very stable with 58%-68% rating as "Excellent or Good" each year, and 7%-13% rating as "Poor". However, over the past four years there has been an improvement in satisfaction with 74% in 2018 rating as "Excellent or Good" and only 6% rating as "Poor". Very notably, this 74% responding "Excellent or Good" regarding access to higher education locally is the <u>highest rated community indicator in 2018 among the 21 indicators investigated</u>.

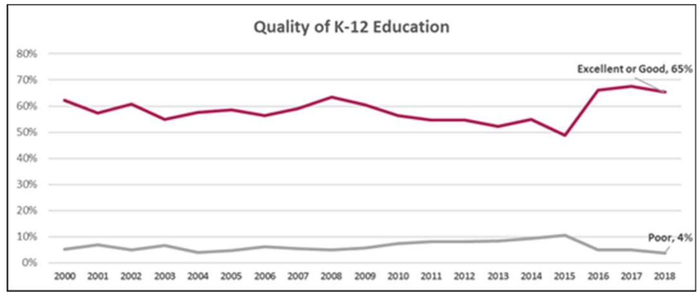


14. **The Downtown of Watertown** (Table 21)
    One of the most dynamic and changing community indicators included in this study each year is residents' ratings of the Downtown of Watertown. In 2017-2018 there has been an improvement from satisfaction rates found in 2016 with the "Excellent or Good" rate increasing from 25% to 36% to 40% in the past three years of study. Over the 19-year span of this annual survey satisfaction appears to directly correlate with progress and completion of construction and

restoration projects that have been underway in the Downtown of Watertown, and potentially various announcements of economic development initiatives downtown. The recent improvement in satisfaction among residents is likely associated with the recent progress on the $10,000,000 Downtown Revitalization Initiative grant that was awarded to the City of Watertown in 2017.

15. **Policing and Crime Control** (Table 22)
In 2018 Jefferson County adults continue to be very satisfied with policing and crime control in the local area, with 67% responding "Excellent or Good" and only 5% responding "Poor". The results for this community indicator have remained quite stable throughout the 19 years of surveying in the county ("Excellent" has always been between 12%-18%, and "Poor" has always been between 5%-10%).

16. **Quality of K-12 Education** (Table 25)
Arguably the most profound change among the 21 community indicators over the past four years of study has been the emergence of an increasingly positive perception of the quality K-12 education locally between 2015-2018. During this time the "Excellent or Good" rate has increased from 49% to 66% to 67% to 65% in 2018 (the 2017 rate was the highest rate ever found). Currently in 2018 the rate of responding "Poor" (4%) is tied for the lowest rate measured throughout the 19 years of surveying.

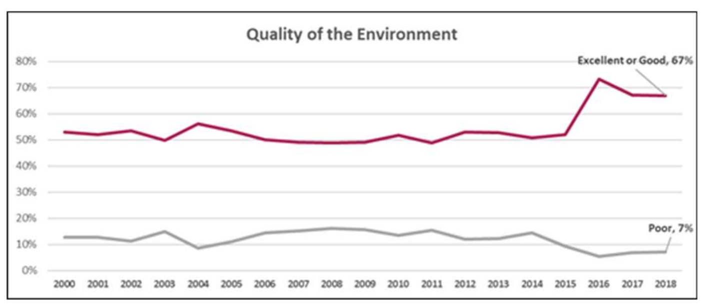


17. **Availability of Care for the Elderly** (Table 27)
There was a significant increase in "Excellent or Good" as the rating of availability of care for the elderly in Jefferson County between 2010-2013, to an all-time high of 46% in 2013. The rate of responding "Excellent or Good" has decreased slightly between 2013 and 2018, with 39% indicating these positive perceptions in 2018 (this rate is the same as was found in 2017). Currently in 2018 the rate of responding "Poor" (13%) is tied for the lowest rate measured throughout the past 15 years of surveying.

18. **Availability of Childcare** (Table 29)
Availability of childcare in Jefferson County was first measured in the 2016 study. In 2018 it continues to appear that residents are more satisfied than not regarding the availability of childcare locally, with 39% responding "Excellent or Good" (was 41% in 2017) and only 11% responding "Poor" (was 8% in 2017). The most common response in all three years of study has been "Good" (39%, 33%, and 31%, respectively).

19. **Availability of Behavioral Health Services** (Table 30)
Availability of behavioral health services in Jefferson County was first measured in the 2016 study. In 2018 it continues to appear that residents are more satisfied than not regarding the availability of behavioral health services locally, with 35% responding "Excellent or Good" (was 42% in 2017) and 19% responding "Poor" (was 18% in 2017). The most common response in all three years of study has been "Good" (34%, 34%, and 28%, respectively).

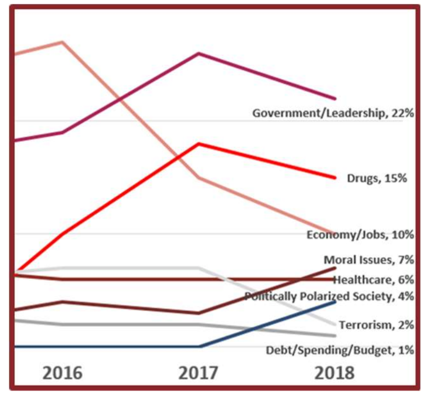
20. **Quality of the Environment** (Table 17)
Perceptions among Jefferson County residents regarding the quality of the local environment were positive and relatively stable over the first fifteen years of surveying (typically approximately 55% indicating "Excellent or Good", and about 10% indicating "Poor"). In the past three years of this study this community indicator has been rated much more positively with approximately 70% indicating "Excellent or Good" in 2016-2018, and approximately 6% rating as "Poor" over this three-year period.



21. **County Government** (Table 18)
Satisfaction with county government in Jefferson County was first measured in the 2016 study. In 2018 it continues to appear that residents are more satisfied than not regarding this level of local government, with 41% responding "Excellent or Good" (was 41% in 2017) and 13% responding "Poor" (was 12% in 2017).

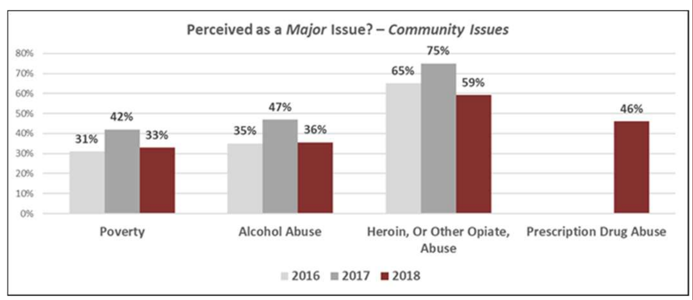
22. **Your City, Town, or Village Government** (Table 19)
    Satisfaction with city, town, or village government in Jefferson County was first measured in the 2016 study. In 2018 it continues to appear that residents are more satisfied than not regarding this level of local government, with 45% responding "Excellent or Good" (was 46% in 2017) and 14% responding "Poor" (was 11% in 2017).

23. For the past ten years of surveying in Jefferson County (2009-2018) the question **"What is the largest issue facing our nation right now?"** has been included in this Annual Survey. **A very strong argument could be made that changes in the results to this survey question over this timeframe illustrate some of the most stark transformations in Jefferson County residents' opinions, more significant changes than have been discovered in any other tracked community-indicator variables.** For example, notable recent trends include but are not limited to: in 2009 a very large 81% of participants responded to this open-ended question with **"Economy/Jobs"** while the rate of responding this in 2018 has decreased to only 10%; at the same time, **"Drugs"** has increased as a response choice from 0% in 2009 to a current rate of 15%; **"Government/Leadership"** has increased from 3% in 2009 to 26% in 2017 and 22% in 2018; and **"Politically-polarized Society"** emerged for the first time in 2018 at a 4% rate. (Table 32)

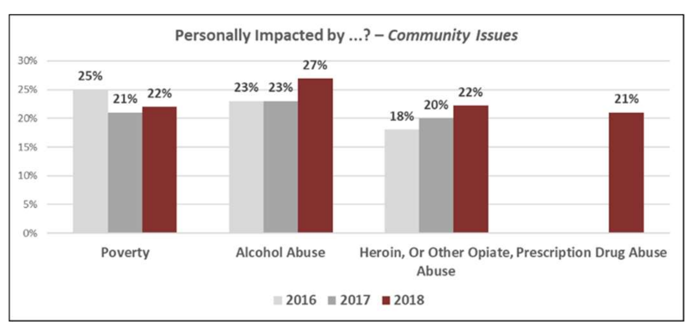


24. Related to *characteristics* of the local communities (our standard 21 indicators measured each year and described in the preceding summary statements #1-#22), and *issues* facing residents of these communities (described in the preceding summary statement #23), in 2018 the *Center for Community Studies* was asked by representatives of Fort Drum to research the **aspects of the local area that if added or improved would increase the likelihood that members of households currently with active military stationed at Fort Drum would remain living in Jefferson County after completing their time in the military**. The two most commonly cited aspects that if *improved* would increase this likelihood are: "More Recreation Opportunities" (12%), and "Better Job Opportunities" (10%), with "Nothing Could Make Me Stay" the most common response (16%). The two most commonly cited aspects that if *added* would increase this likelihood also are: "More Recreation Opportunities" (13%), and "Better Job Opportunities" (10%), with "Nothing Added Could Make Me Stay" the most common response (17%). (Tables 33-34)

Section 2.2 – Community Issues – Perceived Severity, Personal Impact, and Opinions about Services Available (Tables 35-48)



25. For the past three years of community surveying in Jefferson County a set of potential community issues were posed to participants. For each issue, two separate responses have been secured from participants: (1) "We are interested in **how severe you think the issue is for your community**, using a scale of: major issue, moderate issue, minor issue, or not at all an issue", and (2) "Next, we are interested in any impact that these issues have had. **Have you, or any immediate family, or any close friends been impacted by _________ in the past twelve months?**" Overwhelmingly among the studied issues "heroin or other opiate abuse" has been the most commonly ***perceived major issue for the community*** in all three years 2016-2018 (cited by 65% in 2016, 75% in 2017, and 59% in 2018). During this same time, the rates of perceiving "heroin or other opiate abuse" as not at all an issue have been 2%, 2%, and 4%, respectively. (Tables 35-39)



26. When asked the ***personal impact*** **by any or all of these four community issues** responses do not illustrate the same pattern as was found with perceived severity. Regarding personal impact upon participants, their family, or close friends, all four community issues of "poverty", "alcohol abuse", "heroin or other opiate abuse", and "prescription drug abuse" have impacted approximately 21%-27% of participants in the past twelve months, with no significant changes observed throughout the three years of study. (Tables 40-44)

27. As a result of two years (2016-2017) of identification of "heroin or other opiate abuse" as a community issue locally that is very highly perceived as a major issue, and consistent reporting of approximately one-in-five local adult residents reporting that they personally, or an immediate family member or close friend had been impacted by "heroin or other opiate abuse", in 2018 the *Center for Community Studies* included **four follow-up questions regarding familiarity, satisfaction, and support for services that are now available locally for persons dealing with heroin or opiate addiction.** The results are summarized below. (Tables 45-48)

    How familiar are you with services that are now available locally for persons dealing with heroin or opiate addiction? – 14% very familiar; 22% somewhat familiar; 35% not at all familiar. (Table 45)

    How satisfied are you with the **number** of services that are now available locally for persons dealing with heroin or opiate addiction? – 31% satisfied; 18% dissatisfied; 17% neither/neutral; 34% not sure or not familiar. (Table 46)

    How satisfied are you with the **quality** of services that are now available locally for persons dealing with heroin or opiate addiction? – 26% satisfied; 18% dissatisfied; 17% neither/neutral; 38% not sure or not familiar. (Table 47)

    Would you support or oppose government increasing the funding of services that would be available locally for persons dealing with heroin or opiate addiction? – 74% support; 12% oppose; 14% not sure. Note that the rates of support vs. oppose *among those who report to have been personally impacted by heroin or other opiate abuse* change dramatically to: 90% support; and only 7% oppose. (Table 48)

Section 2.3 – Other Long-term Tracked Local Community Characteristics (Tables 49-55)

28. Jefferson County adults are far more satisfied than dissatisfied with the future preparation that local K-12 schools are providing for students, by more than a two-to-one ratio. Approximately 55% of Jefferson County residents *agree* with the notion that **"Jefferson County schools are adequately preparing our young people for the technology and economy of the future"**, while only 21% *disagree*. This 21% disagreement rate is a significant decrease from 40% found in 2014. (Table 49)

29. The **employment status** of Jefferson County residents has been studied in each of 2008 through 2018 with results remaining remarkably consistent, with approximately 17%-22% of participants describing themselves as retired each year (19% in 2018), and approximately 53%-67% of participants describing themselves as currently employed each year (66% in 2018). Please refer to Table 50 for full detail of the occupation groups reported by participants. (Table 50)

30. Residents of Jefferson County continue to be most likely to indicate that their **family's personal financial situation has "Stayed the Same" over the past 12 months,** with 54% of the participants indicating this sentiment (was 56% in 2017). Currently 81% of residents indicate that their personal financial situation has remained *at least* the same in the past year (27% improved, 54% remained same; both of these rates are not significantly changed between 2016-2018). The significant negative trend in assessing one's personal financial situation that occurred between 2008 and 2012 in the county ("Getting Better" rate was 33% in 2008, and continued to decrease to only 16% in 2012) **appears to have improved over the past six years**. Notably, the **"Getting Worse" rate in 2018 is the lowest ever found in eleven years of study** (13% in 2018, was 14% in 2017). A strong correlation is present between one's current household income and their assessment of their personal financial situation over the past 12 months – 46% of those who are in households that earn $100,000 or more annually indicate that their personal financial situation has *improved* over the past year, and 37% of those who are in households that earn $75,000-$100,000 annually indicate that their personal financial situation has *improved* over the past year, while this rate is only 17% among those households whose annual income is $25,000 or less. Similarly, only 7%-8% of those who are in households that earn $75,000 or more annually indicate that their personal financial situation has *gotten worse* over the past year, while this rate is 19% among those households whose annual income is $25,000 or less. It is impossible in this study to determine which, if either, of these two variables might be the causal variable and which might be the response ("current income level" versus "change in financial situation over the past year"). This study was not designed to establish cause-and-effect; however, this is a correlation in the collected data that has been present in this study for many years, and is difficult to ignore. (Table 51)

31. To assist local agencies that may be interested in how to best publicize events, for the first time in 2011, the following question was asked: **"Could you tell me your *primary* source of information about local *events*?"** This question is included and updated in this annual survey, as are many other survey questions, once every two-to-three years. In

2011, Television and the Internet were the two most common sources cited (with 29% and 28%, respectively), followed by printed newspaper (18%, the survey question responses specified that these printed newspapers could be any of daily, weekly, monthly, etc.). Note that no further attempt was made to identify which specific websites and/or television stations and/or printed newspapers were the sources. In 2018, a significant change has been observed with an increase to 45% reporting that the Internet was the primary way that they accessed information about local events (increased from the 28% found in 2011), and a decrease in printed newspapers as the primary way that they accessed information about local events (decreased from the 18% found in 2011 to 8% in 2018). However, the 2018 results have not changed significantly from that which was found two years ago in 2016: Internet – 45% in 2016 and 45% in 2018; Television – 23% in 2016 and 28% in 2018; Radio – 10% in 2016 and 8% in 2018; and Printed Newspaper – 10% in 2016 and 8% in 2018. There are clear differences in primary sources cited among varying age groups in 2018. (Table 52)

32. To better understand information access among Jefferson County adult residents, for the first time in 2012 the following survey question was asked: **"Could you tell me your *primary* source of information about local *news*?"** This question is included and updated in this annual survey, as are many other survey questions, once every two-to-three years. Throughout the first twelve years of this community survey, this phenomenon of local-news-access had been previously studied. However, because of significant changes in technology, which resulted in significant changes in the wording of this question (to make the survey questions time-relevant), it would not be valid to complete a trend analysis of local-news-access by comparing older survey question results to any post-2011 results. In 2018, a significant change has been observed in the results for two sources with an increase to 38% reporting that the Internet was the primary way that they accessed information about local news (increased from the 28% found in 2012), and a decrease in printed newspapers as the primary way that they accessed information about local news (decreased from the 14% found in 2012 to 5% in 2018). However, the 2018 results have not changed significantly from that which was found two years ago in 2016: Internet – 35% in 2016 and 38% in 2018; Television – 43% in 2016 and 45% in 2018; Radio – 8% in 2016 and 7% in 2018; and Printed Newspaper – 8% in 2016 and 5% in 2018. There are clear differences in primary sources cited among varying age groups in 2018. Note that no further attempt was made to identify which specific websites and/or television stations and/or printed newspapers were utilized as the primary sources. To investigate to that level of detail is not possible within the constraints of the survey/interview length; it would require several additional survey questions. There are clear differences in primary sources cited among varying age groups in 2018. (Table 53)

33. In 2017, as has typically been the case every year of completing this Annual Survey in Jefferson County, **participants more frequently self-identify as conservative rather than as liberal** by a two-or-three-to-one ratio (35% vs. 13% in 2018, respectively, was 35% vs. 11% in 2017). However, the most **commonly-reported self-identified political ideology among Jefferson County adult residents continues to be "middle-of-the-road"** (36% in 2018, was 37% in 2017). (Table 54)

34. When asked to rate the job that Andrew Cuomo is doing as governor of New York State, **in 2018 approximately one-in-every-four participants (23%) rate the job that Andrew Cuomo is doing as governor of New York State as "Good" (20%) or "Excellent" (3%), while a large percentage (32%, most common response) rate the governor's performance as "Poor".** These ratings among Jefferson County adults are a significant trend toward the negative since first measured in the county in 2011 – in fact, the rate of responding "Poor" has more than tripled between 2011 and 2018 from 10% to the current 32%. Among self-described Conservatives in Jefferson County this rate of responding "Poor" increases to 50% in 2018. According to Siena College Research Institute in an April 2018 statewide poll, Cuomo's approval ratings statewide were: 7% "Excellent"; 34% "Good"; 33% "Fair"; and 24% "Poor". When only the upstate New York residents who participated in the Siena poll are investigated, the results parallel the local Jefferson County results very closely (after eliminating the "Don't Know's" from the Jefferson County response distribution). Siena poll results in April 2018 for the "upstaters" are: 5% "Excellent"; 26% "Good"; 30% "Fair"; and 39% "Poor". (Table 55)

Section 2.4 – Hospice of Jefferson County (Tables 56-60)

The next series of questions in the 19th Annual Survey of the Jefferson County Community relate to residents' attitudes, opinions, familiarity, and use regarding end-of-life decisions and local services available. These questions were included in the survey on behalf of Hospice of Jefferson County. Every year an invitation is extended to community-based organizations in the county to include a limited number of survey questions in this annual study, in 2018 Hospice of Jefferson County took advantage of this free community service provided by the College.

35. Hospice of Jefferson County provided five survey questions with the intent of using the results from a representative sample of adult residents of Jefferson County to assist in them in making data-driven decisions in their exercises of

strategic planning and continuous improvement in future services offered. The results are summarized below. (Tables 56-60)

Have you or anyone in your immediate family ever used the services of Hospice of Jefferson County? – 37% "Yes"; 58% "No". (Table 56)

In general, do you have a favorable or unfavorable view of Hospice of Jefferson County? – 69% "Favorable"; 4% "Unfavorable", 27% "Not sure or not familiar". Note that the rates of "Favorable" vs. "Unfavorable" *among those who have had an immediate family member or themselves use the services of Hospice of Jefferson County* change dramatically to: 93% "Favorable"; 4% "Unfavorable". (Table 57)

If you were given a diagnosis of a terminal illness, which do you think would be a higher priority for you? – 17% "Medical care that *prolongs my life*"; 48% "Medical care that focuses on *making me comfortable and pain-free*", 23% "It depends upon the situation". (Table 58)

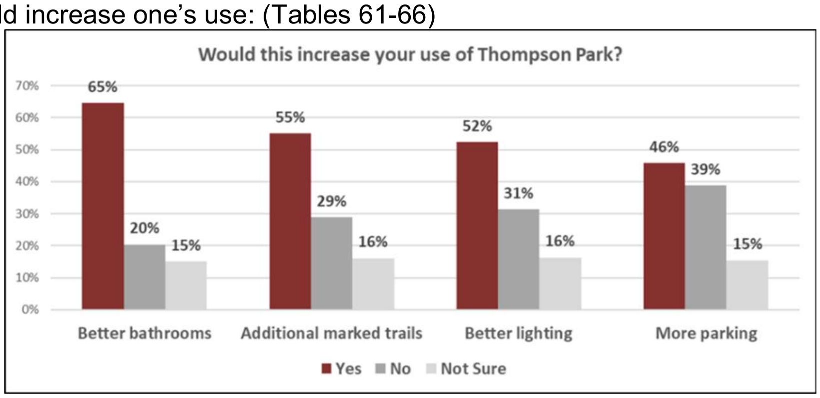
People differ in their views about where they would prefer to spend their last days. How about you, where would you prefer to spend your last days? – 80% "Home"; 10% "A favorite vacation/leisure location". (Table 59)

Have you, personally, done anything concerning your health care in a situation where you might not be able to make decisions for yourself? – 42% "No"; 12% "Signed a *living will*"; 13% "Signed a *healthcare power or attorney or proxy*"; 19% "Signed both a *living will* and a *healthcare power or attorney or proxy*" – therefore, 44% have at least one of these two items in place. (Table 60)

Section 2.5 – Thompson Park – Residents' Opinions About the Future (Tables 61-72)

The final questions in the 19th Annual Survey of the Jefferson County Community related to residents' potential use of Thompson Park and opinions about the future of the park. These questions were included in the survey on behalf of the City of Watertown government, and the Friends of Thompson Park organization. Their goal is to use this data to assist in their strategic planning over the next five years. Every year an invitation is extended to community-based organization in the county to include a limited number of survey questions in this annual study, in 2018 the City of Watertown and the Friends of Thompson Park organization took advantage of this free community service provided by the College.

36. **Four separate possible changes that might be at Thompson Park were posed to participants. For each the participant was asked whether in their opinion if the change were made it would increase the amount that they use the park.** The exact phrasing of the question and transitional statements and explanations used in the survey instrument are included in the copy of the survey instrument that is attached as an appendix to this report. Results for the sample of county residents are summarized in the following graph, with "Better Bathrooms" the most commonly-cited change that would increase one's use: (Tables 61-66)

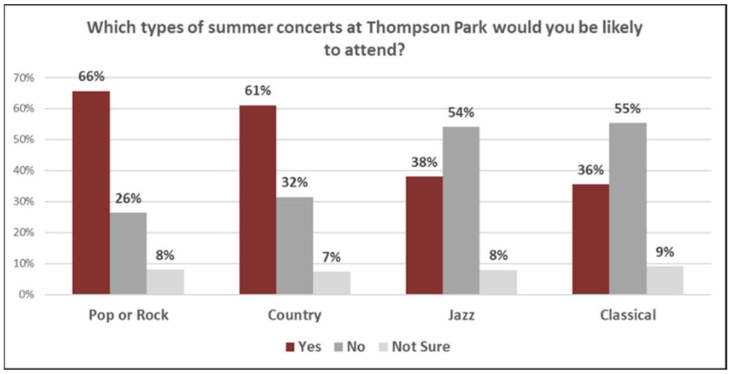


When forced to choose the one possible change from these four that would have the most impact upon them increasing their use of the park there is an interesting result:

		Frequency	Percentage
Most impact on you increasing your use of Thompson Park?	None would increase my use.	134	25.3%
	Additional marked trails	155	29.1%
	More parking	59	11.2%
	Better lighting	74	14.0%
	Better bathrooms	109	20.4%
	Totals	531	100.0%

Although "better bathrooms" was the most common selection as change that would increase park visitation (everybody needs to use them!), when forced to select **the change that would have the most positive impact upon one's visitation – additional marked trails is the leading change**.

37. **Finally, this survey project was used to determine which kinds of summer concert series at Thompson Park local residents would be likely attend. Participants were read four types of music, for each they indicated whether they would be likely to attend that type of free concert at the park.** The exact phrasing of the question and transitional statements and explanations used in the survey instrument are included in the copy of the survey instrument that is attached as an appendix to this report. Results for the sample of county residents are summarized in the following graph, with "Pop or Rock" the most commonly-cited music style for which residents express interest: (Tables 67-72)



When forced to choose the one type of free concert from these four that they would be most likely to attend **– "Pop or Rock" (39%) and "Country" (39%) are the clear leading responses**.

		Frequency	Percentage
Which type of concert would you most likely attend?	I would attend none of these choices.	57	10.6%
	Pop or Rock	210	39.4%
	Country	206	38.7%
	Classical	32	6.1%
	Jazz	28	5.2%
	Totals	533	100.0%

Interestingly, only 11% of participants indicated that they would attend "none of these", while approximately **nine-in-ten participants indicating that they would be likely to attend at least one of these types of free concerts.**