

The Center for Community Studies
at Jefferson Community College

Presentation of Results:

Twentieth Annual



Survey of the Community Summary of Findings

April 2019

20



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Table of Contents

Section 1 – Introduction..... 3

Section 1.1 – Methodology – How These Data Were Collected..... 3

Table 1 – Response Rates for the 20th Annual Jefferson County Survey.....5

Section 1.2 – Demographics of the sample – Who was Interviewed?..... 6

Table 2 – Demographics of the April 2019 Jefferson County Sample – *The Nature of this Sample*..... 7

Table 3 – Geographic Distribution of Participants in the 20th Annual Jefferson County Survey of the Community..... 8

Table 4 – Margins of Error for Varying Sample Sizes9

Section 2 – Topline Summary of Findings..... 11

Section 2.0 – The View from 30,000 Feet! (or, “if one only has 30 seconds to read this report”)... 11

Table 5 – Topline Summary of opinions regarding various societal issues..... 12

Section 2.1 – Quality of Life in Jefferson County..... 13

Table 6 – Summary of Twelve Key Quality-of-Life Community Indicators (2019 and Recent Results)..... 13

Section 2.2 – Personal Opinions – *Issues in Our Society and Communities*..... 15

Table 7 – More detailed summary of opinions regarding various societal issues.....15

Section 2.3 – Other Tracked Local Community Characteristics..... 16

Section 2.4 – The New York State Zoo at Thompson Park – *Residents’ Opinions about the Future*..... 17

Section 2.5 – Public Transportation in Jefferson County..... 18

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www.sunyjefferson.edu/community/community-studies/#latest-surveys

The Twentieth Annual Jefferson County Survey of the Community

Based on 581 interviews conducted April 8 – April 25, 2019

Section 1 – Introduction

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 region. 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 Jefferson County Survey of the Community is one specific activity conducted each year by the *Center* to gauge the attitudes and opinions of a representative sample of Jefferson County adult citizens. This activity results in a yearly updated inventory of the attitudes and opinions of adult citizens of Jefferson County. This survey in Jefferson County has been completed in April of each of the twenty years, 2000 through 2019. The *Center* also completes a similar annual survey in each of St. Lawrence County (in June annually) and Lewis County (in October annually).

This document is a summary of the results of the Twentieth Annual Jefferson County Survey of the Community, including comparisons with the results of the survey from its first nineteen years. Further, the key community demographic characteristics of Gender, Age, Education Level, Military Affiliation, Political Ideology, and Household Income Level are investigated as potential explanatory variables that may be correlated with quality-of-life indicators for the region, using the 2019 survey results. It is standard methodology with professional surveys to provide this more detailed information to the reader – information that may assist in explaining the overall findings – by reporting the results for all subgroups within these key demographic variables. Additionally, the most recent results in each of the neighboring counties of Lewis and St. Lawrence are presented when possible to add perspective to the current Jefferson County results. The results of this annual study provide important information about contemporary thinking of citizens; and, over time, will continue to provide important baseline and comparative information as well.

Section 1.1 – Methodology – How These Data Were 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, community leaders, and students employed at the *Center* throughout the current academic year, to include new questions of relevance to local organizations, agencies, and residents. These survey modifications are completed to include new questions of relevance to local organizations and agencies. The total survey length each year is approximately 50 questions, with a core set of approximately 25 questions that are intended to be asked each year that the survey is completed. Most of these core questions are phrased identically in the surveys of all three of Jefferson, Lewis, and St. Lawrence Counties to facilitate regional comparison. Several survey questions are asked on an every-other-year basis. Newly developed questions regarding current county topics are typically introduced into the survey instrument each year.

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 SUNY 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 in 2019 included completing a total of 581 interviews of Jefferson County adult residents. A mixed-mode sampling methodology was employed in this study with three blended samples: 325 interviews/surveys completed using

telephone-interview methodology (both landlines and cellular phones), 125 completed by intercept face-to-face surveys on post at Fort Drum, NY, and finally, 131 additional surveys completed via an online survey using email invitation mode. In accordance with the American Association of Public Opinion Research (AAPOR) Transparency Initiative pledge, the following details and disclosure for the **telephone-interviewing, intercept surveying, and online surveying** employed in this study, including the following characteristics and facts should be considered by any reader:

1. **(T) Dates of Data Collection:** April 8-25, 2019.
2. **(R) Recruitment:**
 - Telephone: All telephone participants were recruited to participate via telephone by random selection from a list of all available valid active residential and cellular telephone lines in Jefferson County, New York, USA.
 - Intercept: All face-to-face participants were recruited to as they entered or exited the PX and the Commissary on post at Fort Drum, Jefferson County, New York, USA.
 - Online: All online participants were recruited to participate via an email invitation with a link to the survey embedded.
3. **(A) Population Under Study:** All adult residents of Jefferson County, New York, USA. There are approximately 120,000 residents in the county, among which approximately 25,000 are active military and their dependents stationed at Fort Drum. Approximately 90,000 of the 120,000 residents are adults, it is these adults who are the population of interest in this study (70,000 military, 20,000 non-military affiliated).
4. **(N) List Source:**
 - Telephone: Electronic Voice Services, Inc., www.voice-boards.com
 - Intercept: No list utilized
 - Online: Bulk Email Superstore, www.contactai.com
5. **(S) Sampling Design:**
 - Telephone: The entire phone list described in #2 was randomized, and approximately 5,200 valid residential and cellular phone numbers were selected to contact to invite to participate in the survey.
 - Intercept: Every adult who attended either the PX or Commissary the evening of April 15, 2019 was invited to participate.
 - Online: The entire email address list described in #4 was randomized, and approximately 9,000 email addresses of residents of Jefferson County, NY were selected to contact to invite to participate in the survey.
6. **(P) Population Sampling Frame:**
 - Telephone: As described in #2, the sampling frame includes all available residential listed phone numbers, for adults in Jefferson County, NY, both landlines and cellular phones included.
 - Intercept: All military-affiliated adult residents of Jefferson County, New York, USA.
 - Online: As described in #5, the sampling frame includes all available email addresses of residents of Jefferson County, NY.
7. **(A) Administration:**
 - Telephone: Survey administered via telephone from a call center in Watertown, NY, only in English.
 - Intercept: Survey administered face-to-face on post at Fort Drum, Jefferson County, New York, USA, only in English.
 - Online: Survey administered online from an email invitation, only in English.
8. **(R) Researchers:** The study is an annual survey completed by the *Center for Community Studies at Jefferson Community College*, with funding provided by the College and two community sponsors: the Northern New York Community Foundation, Inc., and the Development Authority of the North Country, Inc., Watertown, New York, USA
9. **(E) Exact Wording of Survey:** Survey instrument is attached as an appendix
10. **(N) Sample Sizes:** As is discussed in much greater detail for this study later in this report: n=581 overall for the study, with an overall average margin of error of $\pm 4.2\%$
11. **(C) Calculation of Weights:** As is discussed in much greater detail for this study later in this report: results are weighted by gender, age, educational attainment, military affiliation, and phone ownership, with slight calibration of the online results toward telephone results to address potential social desirability bias. Target weighting parameters are obtained from a combination of: the National Health Interview Survey (NHIS) released by the Centers for Disease Control and Prevention for phone ownership; the Fort Drum Regional Liaison Organization for military affiliation; and the U.S. Census for gender, age, and educational attainment.
12. **(Y) Contact Information:** Mr. Joel LaLone, Research Director, *Center for Community Studies*, contact information on page 4.

Further details of study methodology and sampling include that a total of 581 interviews of Jefferson County adult residents were completed. A mixed-mode sampling methodology was employed in this study with three blended samples: 325 interviews/surveys completed using telephone-interview methodology, 125 completed by intercept face-to-face surveys on post at Fort Drum, NY, and finally, 131 additional surveys completed via an online survey after email invitation mode. Approximately 52% of the total sample selected (302 of the 581 interviews) indicated that they are “cell-only”. To be eligible to complete the survey, the resident was required to be at least 18 years old. All telephone calls were made between 4:00 and 9:00 p.m. from a call center in Watertown, New York on the evenings of April 8-10, 2019. The intercept interviews on Fort Drum were completed the evening of April 15, 2019 at the entrance of the PX and Commissary, with prior approval obtained from the Office of the Garrison Commander. The Jefferson Community College students who completed both the telephone and face-to-face interviews had completed training in both human subject research methodology and effective interviewing techniques. Professional staff from the Center supervised all interviewing at all times. The online sampling was supervised by the professional staff at the Center, with two reminder follow-up emails sent to any non-responders over the two week sampling time spanning April 11-25, 2019. No rewards, neither pre-incentives nor post-incentives, were used in any of the three sampling modalities to encourage participation.

When each of the telephone numbers in the random telephone sampling portion of this study was attempted, one of four results occurred: Completion of an interview; a Decline to be interviewed; No Answer/Busy; or an Invalid Number (including both disconnected numbers, as well as numbers for individuals who do not currently reside in Jefferson County). 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 one-half of the questions on the survey had to be completed. The resident’s refusal to answer more than one-half of the questions was considered a decline to be interviewed. The typical length of a completed telephone 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), a maximum of four call-backs were made to the number. Telephone numbers that were not successfully contacted were ultimately categorized as No Answer/Busy. No messages were left on answering machines at homes where no person answered the telephone. Similarly, the face-to-face interview required approximately 10 minutes after obtaining consent. Finally, the introductory script of the online version of the survey acquired consent and validation of adult age and within-county residence. The response rate results for the study are summarized in Table 1.

Table 1 – Response Rates for the 20th Annual Jefferson County Survey of the Community

Methodology Utilized	Number of Surveys Completed (unweighted contribution to the sample)	Number of Surveys Completed (weighted contribution to the sample)	% of Total Sample (weighted contribution to the sample)	Number who are “Cell-only” (weighted contribution to the sample)	% of Total Sample who are “Cell-only” (weighted contribution to the sample)
Telephone interviews on Landlines	196	175	30%	0	0%
Telephone interviews on Cell Phones	129	166	29%	119	20%
Intercept (face-to-face) interviews	125	125	22%	120	21%
Online surveys	131	114	20%	61	10%
Totals	581	581	100%	300	52%

Response rates for LANDLINES & CELL PHONES COMBINED attempted in this study:	Complete Interview	Decline to be Interviewed	No Answer/ Busy	TOTALS
% of Valid Numbers	6%	18%	76%	100%
% of Contacted Residents	26%	74%		100%

Response rates for ONLINE SURVEYS attempted in this study:	Complete Survey	Did Not Complete Survey	TOTALS
Count	131	7,815	7,946
Percentage	2%	98%	100%

Section 1.2 – 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.

1. Initially, this information adds to the knowledge and awareness about the true characteristics of the population of adult residents in the sampled county (e.g. What are the educational profile, and typical annual household income level in Jefferson County?).
2. 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 residents 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.
3. 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, and to determine the post-stratification weighting schematic to be applied to the data.

The results for the demographic questions in the survey are summarized in Table 2, on the following page.

Table 2 – Demographics of the April 2019 Jefferson County Sample – The Nature of this Sample (samples weighted by Gender, Age, Education Level, Military Affiliation, and Phone Ownership)

Demographic Characteristics:	Weighted %	Raw Sample Size (n, to be used when constructing confidence intervals for subgroups)
Gender: (U.S. Census for Jefferson County: 52% male)		
Male	54%	293
Female	46%	275
Age: (U.S. Census for Jefferson County: among those age 18+ – 28% are under age 30, and 11% are age 70+)		
18-29 years of age	28%	117
30-49 years of age	34%	128
50-69 years of age	27%	208
70 years of age or older	11%	117
Education Level: (U.S. Census for Jefferson County: among those age 25+, 21% have Bachel. Deg. or higher)		
Less than high school graduate	4%	14
High school graduate (including GED)	39%	161
Some college, no degree	23%	137
Associate's degree	15%	88
Bachelor's degree	11%	90
Graduate degree	9%	80
Household Income: (U.S. Census for Jefferson County: 28% earn less than \$25,000, 17% earn \$100,000+)		
Less than \$25,000	20%	101
\$25,001-\$50,000	30%	133
\$50,001-\$75,000	23%	90
\$75,001-\$100,000	13%	84
More than \$100,000	15%	94
Housing Situation: (U.S. Census for Jefferson County: among housing units, 44% are renter-occupied)		
Own home	59%	377
Rent home	27%	111
Neither own nor rent home	12%	62
Not sure	2%	9
Military Affiliation: (According to the FDRLO the current number of soldiers and dependents accounts for 29%-30% of the population in Jefferson Co.)		
Active Military in the Household (21 AM, 29 "partners")	23%	129
Employment is Related to Fort Drum (but no Active Military in the household)	9%	49
No Connection to Fort Drum	68%	392
Marital Status: (U.S. Census for Jefferson County: 83% of households include a married couple)		
Married	56%	333
Never married	31%	123
Divorced	10%	60
Widowed	4%	35
Race/Ethnicity: (U.S. Census for Jefferson County: 86% of residents report a race of White)		
Black/African American	6%	25
White	83%	459
Hispanic	5%	25
Asian/Pacific Islander	2%	7
Native American	1%	5
Multiracial	3%	14

(NOTE: In Table 2 above, and all other tables included in this study, a column of percentages may not, in fact, sum to exactly 100% simply due to rounding each statistic in the table individually to the nearest percent, or at times, tenth of a percent)

The following is the distribution of city, towns, or villages of residence of the participating respondents in the Twentieth Annual Jefferson County Survey of the Community, and after application of post-stratification weights for Gender, Age, Education, Military Affiliation, and Phone Ownership, and calibration of the online results, the sampled residences closely parallel that which is true for the distribution of all Jefferson County adults – the entire county was proportionally represented accurately in this study.

Table 3 – Geographic Distribution of Participants in the 20th Annual Jefferson County Survey of the Community (weighted by Gender, Age, Education Level, Military Affiliation, and Phone Ownership)

	20 th Annual Survey Sample (April 2019) <small>(weighted by Gender, Age, Education, Military Affiliation, Phone Ownership)</small>		US Census Estimates
	Count <small>(unweighted in parentheses)</small>	% (weighted contribution among among the 561 who responded)	%
Town of Residence:			
Adams	32 (28)	6%	5%
Alexandria	24 (18)	4%	4%
Antwerp	11 (8)	2%	1%
Brownville	24 (23)	4%	5%
Cape Vincent	10 (14)	2%	3%
Champion	23 (22)	4%	4%
Clayton	18 (17)	3%	4%
Ellisburg	25 (20)	4%	3%
Henderson	9 (13)	2%	1%
Hounsfield	17 (15)	3%	3%
Leray	128 (124)	23%	19%
Lorraine	10 (9)	2%	1%
Lyme	11 (18)	2%	2%
Orleans	11 (8)	2%	2%
Pamelia	13 (14)	2%	3%
Philadelphia	15 (13)	3%	2%
Rodman	8 (12)	1%	1%
Rutland	14 (15)	3%	3%
Theresa	10 (16)	2%	3%
Watertown (town)	24 (24)	4%	4%
Watertown (city)	91 (89)	16%	23%
Wilna	30 (25)	5%	5%
Worth	2 (2)	0%	0%
Not sure/Refused	3 (3)	—	—
TOTAL	561	100%	100%

In general, Tables 2 and 3 demonstrate that after weighting the data collected in this study for Gender, Age, Education, Military Affiliation, and Phone Ownership, and calibration of the online results, the responses to the demographic questions for the Jefferson County residents who are included in the survey appear to closely parallel that which is true for the entire adult population of the county. The targets for demographic characteristics were drawn from the most recent U.S. Census updates for Jefferson County as well as from estimates provided by the Fort Drum Regional Liaison Organization. Gender, Age, and Education were selected as the factors by which to weight the survey data, since the data collected in this Eighteenth Annual Jefferson County Survey of the Community is susceptible to the typical types of sampling error that are inherent in telephone methodology: women are more likely than men to answer the telephone and/or agree to a survey; older residents are more likely to participate in the survey than younger adult residents; and those individuals with higher formal education levels are more likely to agree to the interviews. Standard survey research methodology has shown that regardless of the subject of the survey, these are three expected sources of sampling error when participants are contacted via telephone. In addition to these standard three weight variables it has become increasingly the case that adults in our society are not accessible via landline – they are “cell-phone-only” individuals. Therefore, the current Jefferson County data has additionally been weighted by Phone Ownership, with targets that have been generated from repeated surveying in Jefferson County by the *Center for Community Studies*, along with cell-only estimates for geographic regions in the United States that are published by the National Health Interview Survey (NHIS) released by the Centers for Disease Control and Prevention. Finally, as a result of past studies that under-represented the military persons stationed at Fort Drum, weights have also been applied since 2015 to the Jefferson County Annual Survey data to more accurately reflect their proportion of the entire Jefferson County adult population. The target for this final weighting step was provided by the Fort Drum Regional Liaison Organization. In summary, to compensate for this overrepresentation of females, older residents, the highly educated, the non-military affiliated, and those interviewed on landlines in the sample collected in this study, post-stratification weights for Gender, Age, Education Level, Military Affiliation, and Phone Ownership have been applied in any further analysis of the data analyzed in this report. Finally, to address potential social desirability response bias the online results were calibrated according to overall assessment of the quality of life and presidential approval opinion toward the telephone collected results. Thus, all subsequent statistics that will be reported in this document are weighted by Gender, Age, and Education Level toward the U.S. Census reports that describe the Gender, Age, and Educational Attainment distributions of the actual entire adult population that resides in Jefferson County, and toward the Military Affiliation and Phone Ownership targets described above.

Given the diligence placed on scientific multi-mode sampling design and the high response rates, after application of post-stratification weights for gender, age, education level, military affiliation, and phone ownership and calibration of the online sample, it is felt that this sample of Jefferson County adults does accurately represent the entire population of Jefferson County adults. 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, the resulting sample percentage for each question, the confidence level utilized, and the design effect. 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 581 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 ± 4.2 percentage points. For questions that were posed only to certain specific subgroups the resulting smaller sample sizes allow generalization to the specific subpopulation of all adults at least 18 years of age residing in the county (e.g. generalization of some specific characteristics of sampled Jefferson County males to all males in Jefferson County) with a 95% confidence level to within a margin of error of larger than ± 4.2 percentage points. Table 4 is provided below as a guide for the appropriate margin of error to use when analyzing *subgroups* of the entire group of 581 interviewed adults. Note that the approximate margins of error provided in Table 4 are average margins of error, averaging across all possible sample proportions that might result between 0% and 100%, and please note that all are using a 95% confidence level, and all include the design effect of 1.64 for this study. For more specific detail regarding the margin of error for this survey, please refer to the appendices of this report and/or contact the professional staff at the *Center for Community Studies*.

Table 4 – Margins of Error for Varying Sample Sizes

Sample Size (n=...)	Approximate Margin of Error
30	$\pm 18.3\%$
50	$\pm 14.2\%$
75	$\pm 11.6\%$
100	$\pm 10.0\%$
125	$\pm 9.0\%$
150	$\pm 8.2\%$
175	$\pm 7.6\%$
200	$\pm 7.1\%$
250	$\pm 6.3\%$
300	$\pm 5.8\%$
350	$\pm 5.4\%$
400	$\pm 5.0\%$
450	$\pm 4.7\%$
500	$\pm 4.5\%$
550	$\pm 4.3\%$
581	$\pm 4.2\%$

In order to maximize comparability among the twenty annual surveys that have been completed in Jefferson County between 2000 and 2019, the procedures used to collect information and the approximately twenty-five core questions asked have remained virtually identical. All surveys were conducted in April each year to control for seasonal variability, and the total number of interviews completed ranged from 340 to 581, depending upon the year. All interviewers have been similarly and extensively trained preceding data collection each year. The survey methodology used to complete the Twentieth Annual Jefferson County Survey of the Community is comparable to that used in the previous nineteen years. Furthermore, post-stratification weights for gender, age, and education level have also been applied to all results from the first thirteen years of surveying, with phone ownership (landline only vs. cell only vs. both) added as an additional weighting factor in 2013, and military affiliation added as an additional weighting factor in 2015 as parts of the continuous improvement methods applied at the *Center* in an attempt to maximize the representativeness of the collected sample of adults. Finally, online surveying has been blended into the overall sample for the first time in 2019. This maintenance of consistent methodology from year to year allows for valid comparisons for trends over the twenty-year period that will be illustrated later in this report.

Throughout this report, key community demographic characteristics of Gender, Age, Education Level, Military Affiliation, Political Ideology, and Household Income Level are investigated as potential explanatory variables that may be correlated with quality-of-life indicators for the county. It is standard methodology with professional surveys to provide this further rich information to the reader – information that may assist in explaining the overall findings – by reporting the cross-

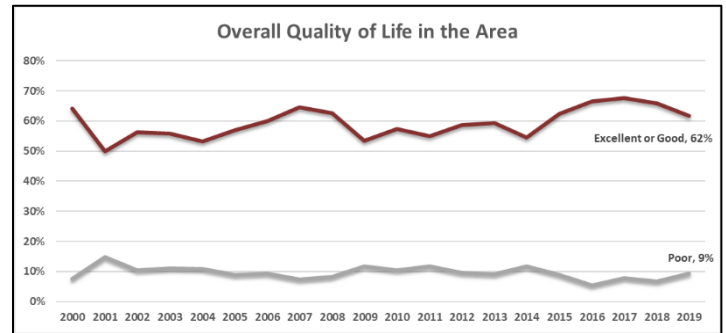
tabulated results for all subgroups within key demographic variables. The results provide important information about contemporary thinking of citizens and over time will continue to provide important baseline and comparative information as well. Again, for more specific detail regarding tests of statistical significance completed within this study, please refer to the appendix of this report and/or contact the professional staff at the *Center for Community Studies*. All data compilation and statistical analyses within this study have been completed using *SPSS, Release 23*.

Section 2 – Topline Summary of Study Findings

Section 2.0 – The View from 30,000 Feet! (or, “if one only has 30 seconds to read this report”)

1. Post-recession Jefferson County Quality-of-Life Perceptions

Among the wide variety of 12 community characteristics – quality-of-life indicators – that are included in the 2019 Annual Survey of Jefferson County (most of which have been measured annually over the past 20 years), a distinct pattern over the most recent decade has emerged. The pattern appears to be that county residents were increasingly dissatisfied with local community characteristics during and shortly after the national recession of 2008-2014. Perceptions then improved dramatically from 2014 to 2018 – suggesting satisfaction with the economic recovery in our nation being linked with satisfaction with many or all other Jefferson County quality-of-life indicators. As a result, the most positive results ever measured throughout the past two decades were found between 2016 and 2018 for many indicators – *please refer to Table 10 on page 24*. However, 2019 results suggest a dampening of spirits slightly from the all time highs measured during the post-recession period of the preceding 3-4 years – in 2019 only one of the community indicators showed a significant improvement from 2018 (“The Downtown of Watertown”), with several indicators trending significantly negatively between 2018-2019 (often-times returning to long-term average satisfaction levels). (Tables 6 and 22)



2. Attitudes Concerning Residents’ Personal Financial Situations

In 2019, two local community quality-of-life indicators that are related to personal and local economics continue to result with very positive results when placed in the perspective of 20 continuous years of survey sampling in the county. Although there remains much room for improvement, recently residents report to feel better than ever (at least since year 2000) regarding the availability of good jobs locally, and their own personal financial situations.

The numbers:

Availability of Good Jobs – For the past three years (2017-2019) the rating of “Poor” has been the lowest ever measured in 20 years of surveying, currently “Poor” is at 32% (was as high as 66% in 2001, 61% in 2009, and 55% in 2014); while the ratings of “Excellent or Good” over these three years (23%, 28%, and currently 25%) are the highest ever measured. (Table 20)

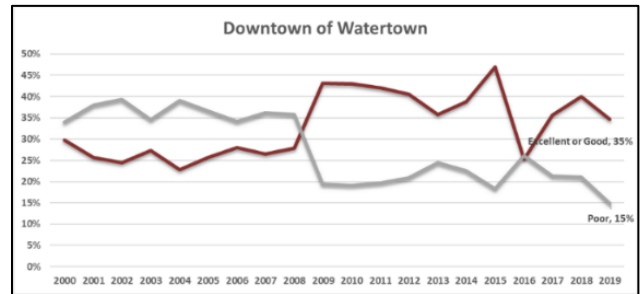
Personal Financial Situation – For the past six years (2014-2019), residents have expressed the most positivity ever regarding their change in personal financial situation over the preceding 12 months. In 2019 residents continue to be almost twice as likely to indicate that their situation in the past 12 months has gotten “Better” (30%), than they are to indicate gotten “Worse” (17%), again, some of the most positive results ever measured (for example, in 2012 “Better”=16%, while “Worse”=21%). (Table 41)

3. Largest Issue Facing the Nation – It’s Government and Politics!

For the past eleven years of surveying in Jefferson County (2009-2019) 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 2019 has decreased to only 6%; at the same time “*Government/Leadership*” has increased from 3% in 2009 to 18% in 2019; and “*Politically-Polarized Society*” emerged for the first time in 2018 at a 4% rate and has increased to 12% in 2019; and most dramatically and recently – “*Immigration*” has increased from 0% in 2016, to 3% in 2018, to 14% in 2019. (Table 38)

4. The Downtown of Watertown

One of the most dynamic and changing community indicators included in this study each year is the local residents' rating of the Downtown of Watertown. The "Excellent or Good" rate has shifted tremendously between 2000-2019, with recent dramatic increases and decreases between 2013-present. The 2019 rate of "Excellent or Good" is 35%. Notably, the "Poor" rate in 2019 is the lowest ever measured at only 15%. This is the only community quality-of-life indicator among the 12 studied indicators in 2019 that showed a significant improvement in satisfaction rating between 2018 and 2019 (in 2018 the "Poor" rate was 21%, and has been as high 39% in 2004, and 36% in 2008). (Table 19)



5. Personal Opinions Regarding Community and Societal Issues

For the first time in 20 years of surveying quality-of-life and local governance issues in Jefferson County, in 2019 the *Center for Community Studies* included a section of eleven survey items that relate to personal opinions of residents regarding issues that typically are of great importance to residents of any community and society. The issues studied ranged from healthcare funding, to social security, to the role of government, to Presidential approval, to gun control and rights, to abortion, to same-sex relationships, as well as other issues/topics that are typically commonly discussed and debated in our society. The goal was to learn the overall predominate opinions of the Jefferson County adult community. No political stance or objective was or will be taken, of course, by the independent and unbiased researchers at the *Center for Community Studies*. The results are summarized in the following table, with very interesting themes of those which are typically considered as conservative stances being dominant among county adult residents at times, while those which are typically considered as more moderate or somewhat liberal stances being dominant among county adult residents at other times. In Section 3.4 of this report a thorough data analytics exercise, deeper-diving into relative dominance of most commonly held personal opinions, key drivers of opinion, and inter-correlations between opinions/issues is presented. (Tables 25-37)

Table 5 – Topline Summary of opinions regarding various societal issues

	Statement "A" (% Agree)		Statement "B" (% Agree)	
Same-sex Relationships	Wrong for adults to be romantically involved with other adults of the same sex.	24%	All right for adults to be romantically involved with other adults of the same sex.	68%
Climate Change	Climate change is pretty much exaggerated speculation.	29%	Climate change is pretty much a proven scientific conclusion.	65%
Gun Control and Rights	The Second Amendment of the US Constitution protects an individual's right to own guns, and that should not be compromised by laws such as the NYS Safe Act.	64%	Gun violence in the US is out of control and some gun regulation similar to the NYS Safe Act is necessary.	29%
Abortion	Choosing abortion is a woman's right, and society should protect that right.	62%	Abortion is morally wrong, and society should prohibit it.	30%
Responsibility for Healthcare	Societal responsibility and government should ensure that good healthcare is available to all people.	62%	Individual responsibility and government should stay out of it.	32%
Social Security Funding	Social security should be privatized.	33%	Social security should be mostly left alone.	60%
Federal Income Tax Cuts	Only significantly benefited the very rich US residents.	54%	Significantly benefited all US residents.	30%
Presidential Approval	Overall I think President Trump is good for our country.	52%	Overall I think President Trump is bad for our country.	37%
Globalism vs. Nationalism	The US needs to maintain its strong leadership role in the world political and economic order.	38%	The US needs to refocus its attention on our own people and problems and let the rest of the world take care of itself.	50%
MeToo Movement	Out of hand and greatly exaggerates some bad experiences of some women.	40%	Long overdue and is finally opening up peoples' eyes to the inappropriate behavior that women have endured for years.	45%
Building Physical Wall on US-Mexico Border	To maintain and improve border security – our country should build a physical wall along the entire US-Mexico border.	42%	To maintain and improve border security – our country should use other available technological methods and not build a physical wall along the entire US-Mexico border.	47%

Section 2.1 – Quality of Life in Jefferson County (Tables 6 and 10-24)

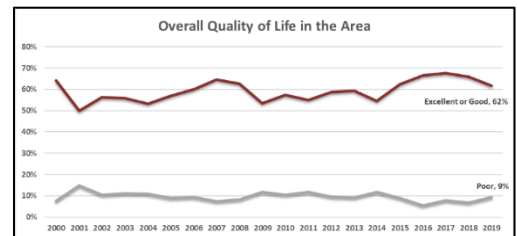
1. In an attempt to gauge the current satisfaction with the quality of life in Jefferson County, participants were provided a list of **12 key community characteristics, or indicators**. For each of these characteristics, the participants reported whether they rate the characteristic as “Excellent,” “Good,” “Fair,” or “Poor.” Table 6 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 2018. *The list of indicators is sorted from highest to lowest according to the percentage who replied “Excellent or Good” in 2019.* The indicators whose results are in **pink** shaded cells show significant improvement between 2018 and 2019 (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 2018 and 2019 (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 ±6% change from year-to-year.* The indicators whose results are in non-shaded cells show no significant trend toward either more negative and positive perceptions between 2018 and 2019 (of size at least 6% change). (Tables 6, 10-12)

Table 6 – Summary of Twelve Quality-of-Life Indicators (Sorted by “Excellent or Good” 2019 Results)

Quality of Life Indicator:	2019 % “Excellent or Good” (2018 result in parentheses)	2019 % “Excellent” (2018 result in parentheses)	2019 % “Poor” (2018 result in parentheses)
1. Access to higher education	66.2% (74.4%)	20.6% (23.5%)	4.6% (6.7%)
2. Quality of the environment	64.4% (68.8%)	15.7% (18.3%)	6.1% (7.2%)
3. The overall quality of life in the area	61.7% (68.0%)	10.9% (12.4%)	9.3% (8.7%)
4. Quality of K-12 education	60.9% (66.3%)	16.9% (18.2%)	6.0% (8.8%)
5. Healthcare quality	51.3% (58.7%)	10.5% (12.4%)	13.0% (8.8%)
6. Availability of housing	50.5% (53.7%)	10.5% (16.4%)	13.3% (8.1%)
7. County government	35.5% (41.0%)	3.1% (5.8%)	14.7% (12.8%)
8. The Downtown of Watertown	34.7% (40.0%)	6.1% (5.3%)	14.9% (21.0%)
9. Cultural / entertainment opportunities	34.4% (42.7%)	7.8% (7.8%)	23.8% (12.4%)
10. The overall state of the local economy	32.5% (36.8%)	3.4% (3.3%)	21.2% (17.4%)
11. Availability of good jobs	24.1% (28.0%)	4.6% (5.2%)	31.5% (28.3%)
12. Real Estate Taxes	16.7% (22.6%)	3.2% (4.3%)	30.7% (30.4%)

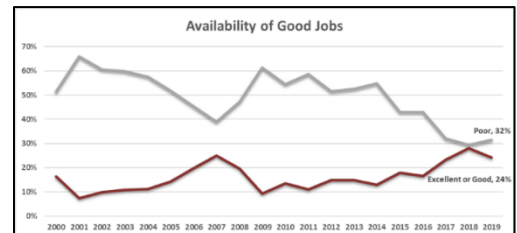
2. **Overall Quality of Life in the Area** (Table 24)

Most Jefferson County adult residents continue to **view the quality of life in the region as positive**, with a current rate of 62% of the surveyed residents in 2019 reporting that the overall quality of life in the area is “Excellent or Good”, while currently only 9% believe the overall quality of life in the area is “Poor”. The “Excellent or Good” rate been as high as 67% in 2017, and as low as 50% in 2001.



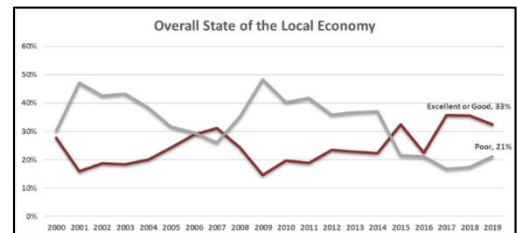
3. **Availability of Good Jobs** (Table 20)

Without question, the results regarding availability of good jobs found recently, between 2016-2019, are the most positive ever measured in 20 years of study. The rate responding “Poor” is near its lowest level ever in 2019 (32% currently, has been as low as 29% in 2018, and has been as great as 66% in 2001). The current rate of responding “Excellent or Good” is 24%, while the most common response in 2019 is “Fair” (36%).



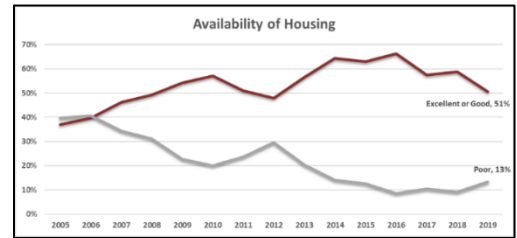
4. **Overall State of the Local Economy** (Table 22)

Similarly, the results regarding evaluation of the overall state of the local economy recently have been very positive when compared to results over the past two decades. The current rate of responding “Excellent or Good” is 33% (has been as low as 15% in 2009), while the most common response in 2019 is “Fair” (39%). The rate of responding “Poor” in 2019 is only 21% (was 48% in 2009).



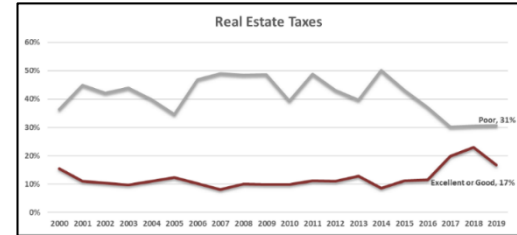
5. **Availability of Housing** (Table 23)

This quality-of-life indicator has been recorded for fifteen years, from 2005 to the present, and for the past six years respondents have consistently rated “Excellent or Good” far more commonly than “Poor” by a factor of approximately 4:1 (2019 results of 51% “Excellent or Good”, while only 13% “Poor”).



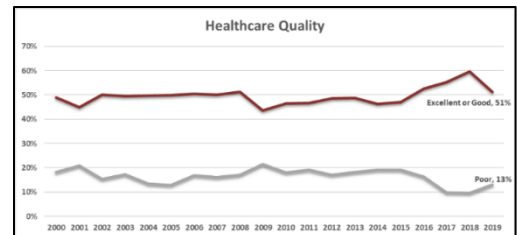
6. **Real Estate Taxes** (Table 18)

Over the past three years (from 2017 to 2019) the rate of responding “Poor” is at the lowest ever measured (30%-31%). The most common response in 2019 is “Fair” (36%), with 17% responding “Excellent or Good” (“Excellent or Good” typically has been a rate of only approximately 10% over the past two decades).



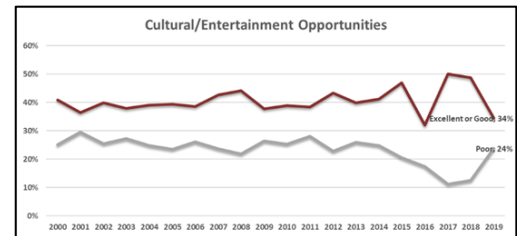
7. **Healthcare Quality** (Table 14)

In 2019 the majority of participants (51%) rate satisfaction with healthcare quality as “Excellent or Good”, while only 13% rate as “Poor”. These results have remained quite consistent over the 20 years of study.



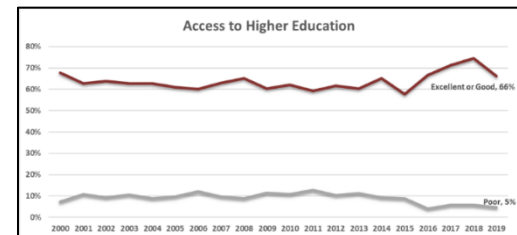
8. **Cultural/Entertainment Opportunities** (Table 13)

Satisfaction with the local cultural and entertainment opportunities in the county have varied greatly over the past five years. Currently 34% rate as “Excellent or Good”, while 24% rate as “Poor”, with a most common response of “Fair” (39%).



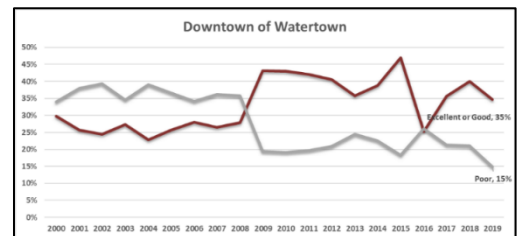
9. **Access to Higher Education** (Table 15)

Access to Higher Education is the most positively rated community indicator among the 12 measured indicators in 2019, with 66% rating as “Excellent or Good”, and only 5% rating as “Poor”.



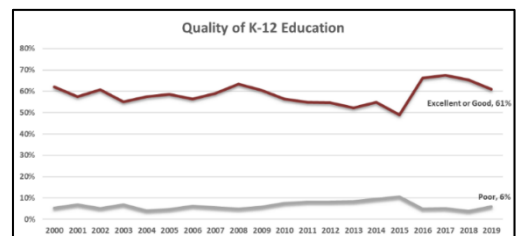
10. **The Downtown of Watertown** (Table 19)

One of the most dynamic and changing community indicators included in this study each year is residents’ rating of the Downtown of Watertown. The “Excellent or Good” rate has shifted tremendously between 2000-2019, with dramatic increases and decreases between 2013-present. The 2019 rate of “Excellent or Good” is 35%. Notably, the “Poor” rate in 2019 is the lowest ever measured at only 15%. This is the only community quality-of-life indicator among the 12 studied indicators in 2019 that showed a significant improvement in satisfaction rating between 2018 and 2019 (in 2018 the “Poor” rate was 21%, and has been as high 39% in 2004).



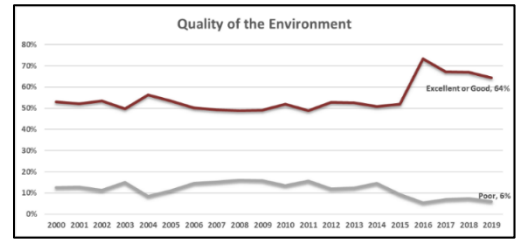
11. **Quality of K-12 Education** (Table 21)

Jefferson County residents continue to rate the quality K-12 education locally very positively, with 61% rating as “Excellent or Good”, and only 6% responding “Poor”.



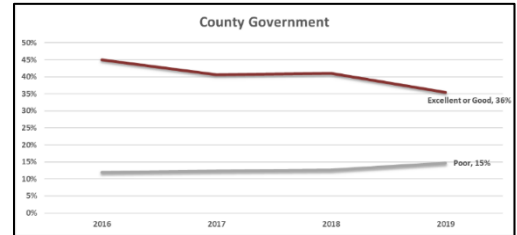
12. **Quality of the Environment** (Table 16)

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 four years of this study this community indicator has been rated much more positively with approximately 70% indicating “Excellent or Good” in 2016-2019, and approximately 6% rating as “Poor” over this four-year period.



13. **County Government** (Table 17)

Satisfaction with county government in Jefferson County was first measured in the 2016 study. In 2019 it continues to appear that residents are more satisfied than not regarding this level of local government, with 36% responding “Excellent or Good” (however, this rate was 45% in 2016) and 15% responding “Poor” (was 12% in 2016). The trending is not in a positive direction.



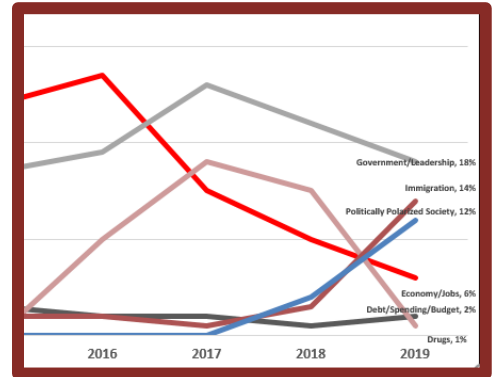
Section 2.2 – Personal Opinions – Issues in Our Society and Communities
(Tables 5, 7, 25-38)

14. For the first time in 20 years of surveying quality-of-life and local governance issues in Jefferson County, **the Center for Community Studies included a section of eleven survey items that relate to personal opinions of residents regarding issues that typically are of great importance to residents of any community and society.** The issues studied ranged from healthcare funding, to social security, to the role of government, to Presidential approval, to gun control and rights, to abortion, to same-sex relationships, as well as other issues/topics that are typically commonly discussed and debated in our society. The goal was to learn what the overall predominate opinions are of the Jefferson County adult community. No political stance or objective was or will be taken, of course, by the independent and unbiased researchers at the *Center for Community Studies*. The question phrasing is detailed in the exact format used in the telephone interviews later in Section 3.4 of this report. The results are summarized in the table on the following page, with very interesting themes of what is normally considered as conservative stances being dominant among county adult residents at times, while what is normally considered as moderate or somewhat liberal stances being dominant among county adult residents at other times. In Section 3.4 a thorough data analytics exercise, deeper-diving into relative dominance of most commonly held personal opinions, key drivers of opinion, and inter-correlations between opinions/issues is presented. (Tables 5, 7, 25-37)

Table 7 – More detailed summary of opinions regarding various societal issues

	Statement "A" (% Agree)		Statement "B" (% Agree)		Difference in %	Ratio (A:B or B:A)
Same-sex Relationships	Wrong for adults to be romantically involved with other adults of the same sex.	24%	All right for adults to be romantically involved with other adults of the same sex.	68%	44%	2.9
Climate Change	Climate change is pretty much exaggerated speculation.	29%	Climate change is pretty much a proven scientific conclusion.	65%	36%	2.3
Gun Control and Rights	The Second Amendment of the US Constitution protects an individual's right to own guns, and that should not be compromised by laws such as the NYB Safe Act.	64%	Gun violence in the US is out of control and some gun regulation similar to the NYB Safe Act is necessary.	29%	35%	2.2
Abortion	Choosing abortion is a woman's right, and society should protect that right.	62%	Abortion is morally wrong, and society should prohibit it.	30%	32%	2.0
Responsibility for Healthcare	Societal responsibility and government should ensure that good healthcare is available to all people.	62%	Individual responsibility and government should stay out of it.	32%	30%	1.9
Social Security Funding	Social security should be privatized.	33%	Social security should be mostly left alone.	60%	28%	1.8
Federal Income Tax Cuts	Only significantly benefited the very rich US residents.	54%	Significantly benefited all US residents.	30%	24%	1.8
Presidential Approval	Overall I think President Trump is good for our country.	52%	Overall I think President Trump is bad for our country.	37%	15%	1.4
Globalism vs. Nationalism	The US needs to maintain its strong leadership role in the world political and economic order.	38%	The US needs to refocus its attention on our own people and problems and let the rest of the world take care of itself.	50%	12%	1.3
MeToo! Movement	Out of hand and greatly exaggerates some bad experiences of some women.	40%	Long overdue and is finally opening up peoples' eyes to the inappropriate behavior that women have endured for years.	45%	5%	1.1
Building Physical Wall on US-Mexico Border	To maintain and improve border security – our country should build a physical wall along the entire US-Mexico border.	42%	To maintain and improve border security – our country should use other available technological methods and not build a physical wall along the entire US-Mexico border.	47%	5%	1.1

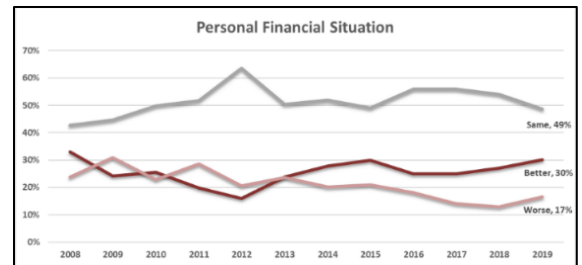
15. For the past eleven years of surveying in Jefferson County (2009-2019) the question **“What is the largest issue facing our nation right now?”** has been included in this Annual Survey. **A very strong argument could be made that changes in the results to this survey question over this timeframe 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 2019 has decreased to only 6%; at the same time **“Government/Leadership”** has increased from 3% in 2009 to 18% in 2019; and **“Politically-polarized Society”** emerged for the first time in 2018 at a 4% rate and has increased to 12% in 2019; and most dramatically – **“Immigration”** has increased from 0% in 2016, to 3% in 2018, to 14% in 2019. (Table 38)



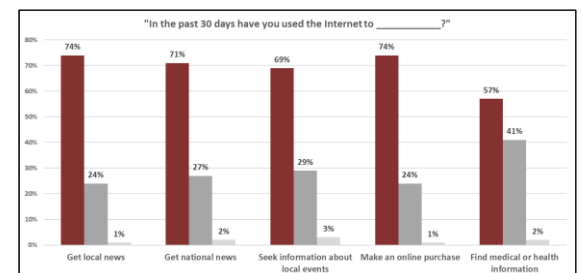
Section 2.3 – Other Long-term Tracked Local Community Characteristics (Tables 39-51)

16. The **employment status** of Jefferson County residents has been studied in each of 2008 through 2019 with results remaining remarkably consistent, with approximately 17%-22% of participants describing themselves as retired each year (18% in 2019), and approximately 53%-67% of participants describing themselves as currently employed each year (64% in 2019). Please refer to Table 39 for full detail of the occupation groups reported by participants. For the first time in 2019 currently-employed residents were further asked “does your occupation involve working remotely from home” and approximately one-in-four (22%) indicate that this is true (with 9% working entirely remotely from home). (Tables 39-40)

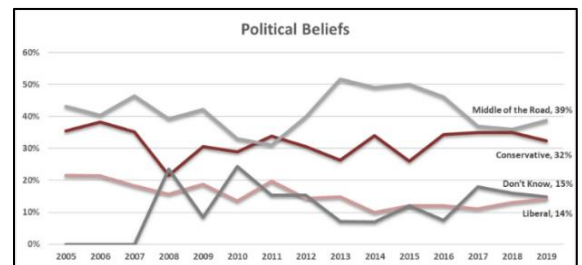
17. Residents of Jefferson County continue to be most likely to indicate that their **family’s personal financial situation has “Stayed the Same” over the past 12 months**, with 49% of the participants indicating this sentiment. Local personal financial situations in Jefferson County **appear to have improved over the past eight years as evidenced by the “Better” rate almost doubling from 16% in 2012 to the current rate of 30%**. As has been the case during this entire recent interval – in 2019, residents are much more likely to respond “Better” than “Worse” (almost twice as likely – 30% to 17%). (Table 41)



18. Residents of Jefferson County very commonly use the **Internet to access information**, and use has, of course, tremendously increased since first measured in earlier studies, but has appeared to plateau over the past three years (2019 rates do not differ significantly from 2017 rates of use). (Tables 42-47)



19. In 2019, as has typically been the case every year of completing this Annual Survey in Jefferson County, **adult county residents more frequently self-identify as conservative rather than as liberal** by a two-or-three-to-one ratio (32% vs. 14% in 2019, respectively). However, the most **commonly-reported self-identified political ideology among Jefferson County adult residents continues to be “middle-of-the-road”** (39% in 2019). As can be seen throughout the remainder of this study, in 2019 this political ideology attribute of an individual appears to be more strongly than ever a key driver or determining factor in their other reported opinions and behaviors. (Table 48)



20. When last studied in April 2014 in Jefferson County adults were asked opinions regarding legalizing marijuana for medicinal use, or even possibly, complete legalization and regulation of the substance, and **in 2014 a minority of Jefferson County adults (30%) indicated that they believed that marijuana should remain completely illegal – and this rate has decreased significantly to only 19% in 2019.** Currently more than three-fourths of local adults (76% in 2019, was only 67% in 2014) support legalization of marijuana for medicinal purposes, with the majority of these participants supporting complete legalization (of the 76% who support legalization for medicinal purposes in 2019 – 45% support complete legalization, with another 31% supporting legalization for exclusively medicinal purposes). (Table 49)
21. The **current cigarette (tobacco) smoking rate** in Jefferson County found in this 2019 study is 15%. (Table 50)
22. Periodically over the past two decades familiarity with the *Center for Community Studies at Jefferson Community College* has been measured. In 2019, 38% of participants indicated that they had **heard of the Center for Community Studies** before completing the survey that day (has ranged 32%-46% over past 15 years when studied). (Table 51)

Section 2.4 – The New York State Zoo at Thompson Park – Residents’ Opinions about the Future (Tables 52-56)

A series of questions in the 20th Annual Survey of the Jefferson County Community related to residents' potential use of the **New York State Zoo at Thompson Park** and opinions about the future of the zoo. These questions were included in the survey on behalf of the leadership and Board of the NYS Zoo at Thompson Park. Their goal is to use this data to assist in their strategic planning over the next five years. Every year an invitation is extended by the *Center for Community Studies* to community-based organizations in the county to include a limited number of survey questions in this annual study, and in 2019 the City of Watertown and the leadership of the New York State Zoo at Thompson Park took advantage of this free community service provided by Jefferson Community College. The New York State Zoo at Thompson Park also participated in the 2014 Annual Survey of the Jefferson County Community by including a similar series of questions to those that have been included in 2019.

23. Participants were asked their level of **familiarity with, and visitation to, the New York State Zoo at Thompson Park**, in Watertown, New York. There continues to be a high level of familiarity with the zoo among local adults – with 89% indicating that they are aware that the zoo exists at Thompson Park (was 96% when last studied in 2014). Visitation is also quite high, with 43% of local adults indicating that they have visited the zoo at least once in the past three years (was 65% in 2014), and 72% indicating that they have visited the zoo at least once ever (was 89% in 2014). (Table 52)
24. The most commonly-cited **reasons for visiting the New York State Zoo at Thompson Park** (among those who have visited the zoo) are “Family time” (cited by 66% of the visitors in 2019, was 72% in 2014), “Recreational value” the second most commonly-cited reason (cited by 45% of the visitors in 2019, was only 27% in 2014), and “Educational value” the third most commonly-cited reason (cited by 25% of the visitors in 2019, was only 11% in 2014). (Table 53)
25. Zoo visitors were asked what **improvements or additions they would like to see at the New York State Zoo at Thompson Park**. The three most common responses in both 2014 and 2019 were: “More variety of animals” (cited by 39% of the visitors in 2019, 30% in 2014), “More, a greater number of, animals” (cited by 30% of the visitors in 2019, 37% in 2014), and “No improvements or additions are necessary” (cited by 22% of the visitors in 2019, 32% in 2014). (Table 54)
26. **By a very large margin, the New York State Zoo at Thompson Park is considered important to the quality of life in Jefferson County by local adult residents.** Approximately seven-in-eight participants (87%) in this 2019 study respond with important (43% “Very important”, 31% “Somewhat important”, 13% “A little important”), while only 9% of participants reply with “Not at all important”. Note that these respective rates were – 93% “important”, and 6% “not at all important”, in 2014. (Table 55)
27. When asked the most common **barriers to visiting the New York State Zoo at Thompson Park**, the most common response (by 33% of participants) was **“there are no barriers”**. Among the barriers that were cited, the three most common responses in 2019 were: “Price” (cited by 17% of participants), “Not enough there” (cited by 17% of participants), and “Only New York State animals” (cited by 17% of participants). This inquiry for perceived barriers was not included in the 2014 study. (Table 56)

Section 2.5 – Public Transportation in Jefferson County (Tables 57-62)

The final questions in the 20th Annual Survey of the Jefferson County Community related to residents' potential use of public transportation in Jefferson County. The following questions were included in the survey on behalf of the Volunteer Transportation Center, a 501(c)(3) charitable organization in Watertown.

28. Participants were asked **“is there a vehicle available in your home for transportation”** and approximately nine-in-ten (90%) respond “Yes”, however, this rate is only 68% among individuals who reside in households with annual income of \$25,000 or less. (Tables 57)
29. Approximately one-in-eleven (9%) participants indicate that **lack of transportation has been a barrier to their ability to secure employment in the past year**, however, this rate increases to 32% among individuals who reside in households with annual income of \$25,000 or less. (Table 58)
30. Approximately 6% of participants live in households where at least one person **currently uses public transportation in Jefferson County**, with 4% indicating that use is at least weekly. Among individuals who reside in households with annual income of \$25,000 or less, these rates increase to 14% and 12%, respectively. (Table 59)
31. Approximately two-thirds of participants (65%) **indicate that they would never use public transportation** (a rate that decreases to 54% among individuals who reside in households with annual income of \$25,000 or less). The two most commonly-cited reasons why one *would* use public transportation are “Social activities/Visiting friends” (15%), and “Shopping/Run errands” (14%). Interestingly, among individuals who reside in households with annual income of \$25,000 or less, the most common reason for use of public transportation changes to “Medical/Dental appointments” (24%). (Table 60)
32. When asked **“for the destination you most frequently visit, possibly work, school, or church, what method of transportation do you most commonly use”**, an overwhelming majority of participants (90%) respond with “Drive Alone in a car/truck/van”. Among individuals who reside in households with annual income of \$25,000 or less, this rate decreases to only 75%. (Table 61)
33. **Approximately one-half (48%) of adult residents of Jefferson County indicate that they would use at least one public bus route throughout Jefferson County.** Five different possible bus routes were posed and the percentage indicating that they would use each is summarized in the table to the right. The largest level of interest (32%) was expressed for a bus route from Watertown to the Clayton/Alexandria Bay area. (Table 62)

	% Who Would Use Each Route:
Would Use None of the Routes	51.8%
Clayton/Alexandria Bay area	31.5%
Sackets Harbor/Henderson area	28.9%
Fort Drum area	26.9%
Carthage area	20.9%
Adams area	18.3%



20th Annual Jefferson County Survey of the Community - 2019

Introduction

Good evening. My name is (first name), I am a student at Jefferson Community College, how are you doing this evening (afternoon)? This call is not to ask for money or donations, I am calling for the Center for Community Studies at JCC. We are conducting the 20th Annual Jefferson County Survey of the Community; we do this survey every year in April; we are interested in your opinions about the quality of life and future direction of Jefferson County. 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.

IMPORTANT - ESPECIALLY WITH CELL PHONES - Verify that they do live in Jefferson County, if they do not then just thank them for their time and wish them a good day/evening.

BE PREPARED TO EXPLAIN:

- this call is NOT a call looking for a donation
- Jefferson County Legislature uses this data in their planning and decision-making,
- the survey is paid for by JCC, with the help of some local sponsors
- results will be available to the public for free in June 2019, at www.sunyjefferson.edu/ccs
- your number has been randomly generated, we do not know who you are

IF THEY ARE "ON THE FENCE": "Would you like me to start with the first question, and you can stop the survey anytime you'd like?"



20th Annual Jefferson County Survey of the Community - 2019

Quality of Life Indicators

Q1: Our first questions are about the characteristics of Jefferson County. I'm going to read you a list of characteristics of the county. For each, we are interested in how you would currently RATE that characteristic on an EXCELLENT, GOOD, FAIR, or POOR scale. "Cultural and entertainment Opportunities, do you feel they are Excellent, Good, Fair, or Poor in the county?" (Don't read the "Don't Know" choice aloud)

	Excellent	Good	Fair	Poor	Don't Know/Not Sure
1.a. Cultural/entertainment opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.b. Health care quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.c. Access to higher education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.d. Quality of the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.e. County government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.f. Real estate taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.g. Downtown of Watertown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.h. Availability of good jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.i. Quality of K-12 education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.j. The overall state of the local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.k. Availability of housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.l. The overall quality of life in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



20th Annual Jefferson County Survey of the Community - 2019

Personal Opinions

READ THIS:

Q2: Next, we are interested in learning more about the opinions of residents of the county.

For several issues I am going to read you two statements, I'll call them Statement A and Statement B, and for each I am interested in which statement you agree with, A or B, which is your personal opinion?

NOTE 1: ask whether "Somewhat" or "Strongly", don't read "Both or Neither"

NOTE 2: IF ASKED: "The college is asking these personal opinion questions as educators to learn more about the communities in which we reside. We are not politically supporting or opposing any of these opinions."

	Strongly A	Somewhat A	Both	Somewhat B	Strongly B	Neither/Not Sure
Q2.a.						
STATEMENT A: "The United States needs to maintain its strong leadership role in the world political and economic order."						
STATEMENT B: "The United States needs to refocus its attention on our own people and problems and let the rest of the world take care of itself."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q2.b.						
A: "All the talk about human's role in climate change is pretty much exaggerated speculation."						
B: "Human contribution to climate change is pretty much a proven scientific conclusion."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q2.c.						
A: "Healthcare is a societal responsibility and government should ensure that good healthcare is available to all people."						
B: "Healthcare is an individual responsibility and government should stay out of it."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.d-Q2.f:

Strongly A Somewhat A Both Somewhat B Strongly B Neither/Not
A A Both B B Sure

Q2.d.

A: "Overall I think President Trump is good for our country."

B: "Overall I think President Trump is bad for our country."

Q2.e.

A: "To maintain and improve border security - our country should build a physical wall along the entire US-Mexico border."

B: "To maintain and improve border security– our country should use other available technological methods and not build a physical wall along the entire US-Mexico border."

Q2.f.

A: "Social security should be privatized so that people have more control and a chance to get better retirement benefits."

B: "Social security should be mostly left alone so that it can be a trusted source of retirement income for everyone."

Q2.g-Q2.i:

Strongly A Somewhat A Both Somewhat B Strongly B Neither/Not
A A Both B B Sure

Q2.g.

A: "The MeToo! movement is out of hand and greatly exaggerates some bad experiences of some women."

B: "The MeToo! movement is long overdue and is finally opening up peoples' eyes to the inappropriate behavior that women have endured for years."

IF ASKED: "MeToo!" = "a movement against sexual harassment and sexual assault, especially in the workplace" (from Wikipedia)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.h.

A: "It is wrong for adults to be romantically involved with other adults of the same sex."

B: "It is all right for adults to be romantically involved with other adults of the same sex."

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Q2.i.

A: "Choosing abortion is a woman's right, and society should protect that right."

B: "Abortion is morally wrong, and society should prohibit it."

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Q2.j-Q2.k:

Strongly A Somewhat A Both Somewhat B Strongly B Neither/Not
A A Both B B Sure

Q2.j.

A: "The Second Amendment of the US Constitution protects an individual's right to own guns, and that should not be compromised by laws such as the NYS Safe Act."

B: " Gun violence in the US is out of control and some gun regulation similar to the NYS Safe Act is necessary."

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Q2.k.

A: "Recent federal income tax cuts have pretty much only significantly benefited the very rich US residents."

B: "Recent federal income tax cuts have pretty much significantly benefited all US residents."

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Q3. What do you think is the single largest issue that is facing OUR NATION right now? (do not read the choices unless the participant asks for clarification)

- | | | |
|--|--|--|
| <input type="radio"/> Healthcare | <input type="radio"/> War in Afghanistan | <input type="radio"/> Corporate Greed |
| <input type="radio"/> Nuclear Capability in Iran | <input type="radio"/> Immigration | <input type="radio"/> Sequestration (Federal funding cuts) |
| <input type="radio"/> Economy/Jobs | <input type="radio"/> War in General | <input type="radio"/> Gun Control Issue |
| <input type="radio"/> Education | <input type="radio"/> Agriculture | <input type="radio"/> Poverty |
| <input type="radio"/> Alternative Energy | <input type="radio"/> Too much Involvement in Other Countries' Affairs | <input type="radio"/> Income Inequality |
| <input type="radio"/> Debt/Spending/Budget | <input type="radio"/> High Cost of Living/Prices | <input type="radio"/> ISIS |
| <input type="radio"/> Government/Leadership | <input type="radio"/> Terrorism | <input type="radio"/> Climate Change |
| <input type="radio"/> Taxes | <input type="radio"/> Cost of Gas/Energy | <input type="radio"/> Donald Trump |
| <input type="radio"/> Environment | <input type="radio"/> Crime | <input type="radio"/> All of the above |
| <input type="radio"/> Moral Issues | <input type="radio"/> Drugs | |
| <input type="radio"/> Other (please specify) | | |



20th Annual Jefferson County Survey of the Community - 2019

Tracked Questions

READ THIS:

Our next group questions relate to other aspects of life in Jefferson County such as personal financial situation, technology use, and health attitudes and behaviors. These questions are tracked in the county and asked regularly as part of our annual survey.

Q4: 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

Q5: READ THIS:

Next, we are interested in continuing to study the uses of technology among Jefferson County residents.

"In the past 30 days have you used the Internet to _____?"

	Yes	No	Not Sure
Q5.a. Get local news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q5.b. Get national news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q5.c. Seek information about local events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q5.d. Make an online purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q5.e. Find medical or health information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6. Which of the following is closest to your opinion about the use of marijuana? (Read the first three choices aloud)

- New York State should legalize the use of marijuana for medicinal purposes only.
- New York State should legalize, regulate, and tax marijuana completely, for both medicinal and recreational use.
- Marijuana use should remain illegal in New York State.
- Not sure

Q6.1. Which of the following best describes your personal cigarette use?

- You are a current smoker of cigarettes.
- You are a former smoker of cigarettes.
- You have never smoked cigarettes.
- Not sure

Q7. Have you heard of the Center for Community Studies Studies at JCC before completing this survey?

- Yes
- No
- Not sure



20th Annual Jefferson County Survey of the Community - 2019

The NYS Zoo at Thompson Park

READ THIS:

One benefit of this annual survey is that we provide an opportunity for local community-based

agencies to ask a limited number of questions each year to help them make data-driven decisions in their continuous improvement. The next few questions are asked on behalf of the New York State Zoo at Thompson Park in Watertown.

Q8.a When was the last time you visited the New York State Zoo at Thompson Park? (Probe - if "never", do they know it exists?)

- "I know the zoo is there, but I have never visited the zoo."
- "I did not know there was a zoo."
- Visited in the past 3 years.
- Visited 4-5 years ago.
- Visited 6+ years ago.
- Not sure



20th Annual Jefferson County Survey of the Community - 2019

Among Zoo Visitors:

**Q8.b. Which of the following are reasons why you visit the zoo?
(READ the four choices, check all for which the participant responds "Yes")**

- Educational value
- Recreational value
- Events
- Family time
- Other (please specify)

**Q8.c. What improvements or additions would you like to see at the zoo?
(DO NOT read choices, check all that are mentioned to this open-ended question)**

- More animals (greater number)
- More variety of animals
- Larger gift shop
- Lower admission price
- More special events
- More educational programs
- Other (please specify)



20th Annual Jefferson County Survey of the Community - 2019

Back to Everyone - How to improve the zoo.

Q8.d: How important do you think that having a zoo is to the quality of life in our county? (read first four choices)

- Very important
- Somewhat important
- "A little" important
- Not important at all
- Not sure

**Q8.e. What do you believe are the barriers to visiting the Zoo?
(DO NOT read choices, check all that are mentioned to this open-ended question)**

- | | |
|---|---|
| <input type="checkbox"/> Price | <input type="checkbox"/> Poor quality at the zoo |
| <input type="checkbox"/> Location | <input type="checkbox"/> Poor maintenance/upkeep at the zoo |
| <input type="checkbox"/> Only NYS animals | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Just don't like zoos | <input type="checkbox"/> Not enough there |
| <input type="checkbox"/> Other (please specify) | |



Public Transportation in Jefferson County

READ THIS:

Our next short set of questions relate to public transportation in Jefferson County. In Jefferson County the two available public transportation options include public bus and paratransit bus transportation.

IF ASKED: Paratransit is the transportation afforded to individuals under the "Americans with Disabilities Act." This bus is designed to allow for wheel chairs, accommodate the blind and visually impaired, and individuals with other mobility issues.

Q9.a. Is there a vehicle available in your home for transportation?

IF ASKED: Includes car, truck, van, and motorcycle

- Yes No Not sure

Q9.b. Has a lack of transportation been a barrier to your ability to secure employment any time in the past year?

- Yes No Not sure

Q9.c. Does anyone in your household currently use public transportation in Jefferson County?

- Yes, at least once a week
 Yes, but less than once a week
 No
 Not sure

Q9.d. For what uses, or locations, or activities would you use public transportation? To get to... (Read Choices-choose all that apply)

- Would never use public transit
 School (college)
 Work
 Shopping/Run errands
 Medical/Dental appointments
 Social activities/visiting friends
 Daycare

Q9.e. For the destination you most frequently visit, possibly work, school, or church, what method of transportation do you most commonly use?

- Car/Truck/Van - Drive Alone
- Rideshare (Lyft, Uber)
- Carpool
- Bicycle
- Vanpool
- Public transit (bus/paratransit)
- Walk
- Motorcycle
- Taxi
- Other (please specify)

9.f. We are going list five potential bus routes with stops along the way throughout Jefferson County. For each potential route please indicate whether or not you would personally use the route.

	Yes	No	Not sure
9.f.1. Watertown to the Adams area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9.f.2. Watertown to the Carthage area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9.f.3. Watertown to the Clayton/Alexandria Bay area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9.f.4. Watertown to the Sackets Harbor/Henderson area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9.f.5. Watertown to the Fort Drum area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



20th Annual Jefferson County Survey of the Community - 2019

Demographics

READ THIS:

We are almost finished. These last few questions help us to get a better sense of whether the randomly selected people we are calling accurately reflects the characteristics of the general population of Jefferson County.

*** Q10. 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
- Twenties
- Thirties
- Forties
- Fifties
- Sixties
- Seventies
- Eighty or older

*** Q11. 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
- High school graduate (include GED)
- Some college, no degree (include technical school)
- Associate Degree
- Bachelor's Degree
- Graduate Degree

Q12. What is your current occupation? (do not read all of the choices)

- Retired
- Not currently employed (but not retired)
- Homemaker
- Student
- Military
- Managerial (Supervisor or manager at a business)
- Medical (Physician, dentist, chiropractor, nurse, health aide, ...)
- Professional/Technical (Non-supervisor, engineer, law, accountant, social services...)
- Sales (includes retail, marketing, customer service,...)
- Clerical (office support, administrative support, typist, ...)
- Service (Restaurant, bartender, catering, ...)
- Blue-collar (Production, Carpentry, Plumbing, Mechanic)
- Teacher/Education
- Self-employed, own a business
- Not Sure
- Disabled

Other (please specify)

Q13: IF EMPLOYED: Does your occupation currently involve working remotely from home?

- Yes, entirely from home.
- Yes, part of my time remotely from home.
- No
- Not sure

Q14. 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

Q15. 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:

- | | |
|---|---|
| <input type="radio"/> Refused | <input type="radio"/> \$50,001-\$75,000 |
| <input type="radio"/> Up to \$10,000 | <input type="radio"/> \$75,001-\$100,000 |
| <input type="radio"/> \$10,001-\$25,000 | <input type="radio"/> \$100,001-\$125,000 |
| <input type="radio"/> \$25,001-\$50,000 | <input type="radio"/> Over \$125,000 |

*** Q16. Is anyone in your household active military, stationed at Fort Drum?**

- Yes (you!) Yes (someone else in the household) No

*** Q17. Is your residence in Jefferson County currently related to either civilian or military employment at Fort Drum, by either you or a family member?**

- Yes No

Q18. Do you rent or own the home that you now live in?

- Own Rent Neither Not Sure

Q19. What is your current marital status?

- Married Never Married Divorced Widowed
- Other (please specify)

Q20. In what Jefferson County township do you reside?

- | | |
|--|---|
| <input type="radio"/> Adams (Adams Center) | <input type="radio"/> Lyme (Three Mile Bay, Chaumont) |
| <input type="radio"/> Alexandria (Alexandria Bay, Collins Landing, Plessis, Redwood, Wellesley Island) | <input type="radio"/> Orleans (Fineview, Fishers Landing, LaFargeville, Thousand Island Park) |
| <input type="radio"/> Antwerp (Oxbow) | <input type="radio"/> Pamela |
| <input type="radio"/> Brownville (Dexter, Glen Park) | <input type="radio"/> Philadelphia |
| <input type="radio"/> Cape Vincent | <input type="radio"/> Rodman |
| <input type="radio"/> Champion (Deferiet, Great Bend, West Carthage) | <input type="radio"/> Rutland (Black River, Felts Mills) |
| <input type="radio"/> Clayton (Depauville, Gindston Island) | <input type="radio"/> Theresa (Lakes) |
| <input type="radio"/> Ellisburg (Belleville, Mannsville, Pierrepont Manor, Woodville) | <input type="radio"/> Town of Watertown (Burrville) |
| <input type="radio"/> Henderson (Henderson Harbor) | <input type="radio"/> City of Watetown |
| <input type="radio"/> Hounsfield (Sackets Harbor, Sulfur Springs, Smithville) | <input type="radio"/> Wilna (Carthage, Croghan, Natural Bridge) |
| <input type="radio"/> LeRay (Calcium, Evans Mills, Fort Drum) | <input type="radio"/> Worth |
| <input type="radio"/> Lorraine | <input type="radio"/> Not Sure |
| <input type="radio"/> Other (please specify) | |

Q21. How would you describe yourself in regard to your race or ethnicity?

- | | |
|--|--|
| <input type="radio"/> Black/African American | <input type="radio"/> Asian/Pacific Islander |
| <input type="radio"/> White | <input type="radio"/> Native American |
| <input type="radio"/> Hispanic | <input type="radio"/> Multiracial |
| <input type="radio"/> Other (please specify) | |

*** Q22. If you don't mind me asking ... what is your gender?**

- Male Female Transgender
- Other (please specify)

*** Q23. Is the phone you are now speaking on a landline or a cell phone?**

IF ASKED: this information assists the Center in determining how representative this sample is of the entire population of the County.

Landline (and it is a LISTED number) Landline (and it is an UNLISTED number) Cell phone

*** Q24. Which of the following describes your phone ownership? You have....**

- Both a Cell Phone and a Landline
- Landline only
- Cell phone only



20th Annual Jefferson County Survey of the Community - 2019

Final Comments

Thank you very much for helping us out this evening. The results are planned to be released in June. If you have any questions, please contact Mr. Joel LaLone, Research Director at the Center for Community Studies, 315-786-2264, jlalone@sunyjefferson.edu. Have a great afternoon/evening.



20th Annual Jefferson County Survey of the Community - 2019

BOOKKEEPING - After you hang up...

*** Phone number of participant:**

*** Name of Interviewer:**