

Overall how would you rate the quality of life in your community?*

		Region (N=2,000)	Anderson (N=400)	Blount (N=400)	Knox (N=400)	Loudon (N=400)
Overall quality of life						
Poor	3.4%	4.7%	2.5%	3.2%	1.9%	11.4%
Fair	18.1%	19.4%	16.1%	17.3%	21.4%	37.4%
Good	51.6%	52.5%	53.2%	51.4%	51.9%	42.6%
Excellent	26.4%	23.3%	27.4%	27.6%	24.7%	8.4%

Table 1: Rating of Overall Quality of Life

Please tell me if you think is a major problem, a minor problem, or not a problem at all in your community?

	Region (N=2,000)	Anderson (N=400)	Blount (N=400)	Knox (N=400)	Loudon (N=400)	Union (N=400)
Air pollution						
Not a problem	31.4%	49.4%	36.3%	25.9%	28.9%	59.3%
Minor problem	40.5%	35.9%	39.0%	42.5%	37.3%	29.5%
Major problem	25.7%	12.2%	22.3%	29.1%	32.6%	8.2%
Empty commercial buildings						
Not a problem	29.3%	24.4%	28.0%	29.4%	33.3%	43.1%
Minor problem	38.7%	36.3%	43.0%	37.9%	39.1%	36.4%
Major problem	30.7%	37.3%	27.0%	31.7%	25.6%	19.0%
Lack of affordable housing						
Not a problem	35.0%	37.9%	32.3%	35.5%	33.3%	33.8%
Minor problem	33.7%	32.7%	32.5%	34.0%	38.1%	31.8%
Major problem	23.2%	23.9%	27.8%	21.9%	18.9%	27.4%
Lack of good paying jobs						
Not a problem	13.4%	14.2%	11.3%	14.8%	9.5%	2.0%
Minor problem	29.6%	27.7%	28.3%	31.9%	22.9%	10.7%
Major problem	51.9%	54.6%	57.5%	47.2%	62.7%	84.8%
Lack of places to walk or ride bikes						
Not a problem	43.1%	48.9%	58.9%	37.5%	47.0%	32.6%
Minor problem	26.8%	24.9%	25.2%	28.0%	25.6%	23.4%
Major problem	29.5%	25.7%	16.0%	33.8%	26.1%	42.5%
Lack of public transportation						
Not a problem	29.2%	19.2%	21.5%	34.7%	18.7%	19.4%
Minor problem	28.5%	22.2%	29.5%	30.7%	19.7%	19.9%
Major problem	37.5%	52.9%	42.8%	30.4%	56.7%	56.2%
Lack of quality healthcare						
Not a problem	44.0%	43.0%	42.5%	45.7%	43.6%	22.4%
Minor problem	25.9%	26.9%	31.5%	23.4%	30.4%	31.7%
Major problem	26.0%	26.1%	22.5%	26.6%	23.4%	40.1%
Loss of agricultural land						
Not a problem	30.9%	33.8%	30.3%	29.9%	32.3%	44.0%
Minor problem	32.3%	31.8%	30.0%	33.4%	29.4%	31.1%
Major problem	30.7%	24.6%	33.8%	31.2%	31.8%	19.4%

*Responses of "Not sure" are not displayed in the following tables therefore each column may not add up to 100%

Please tell me if you think is a major problem, a minor problem, or not a problem at all in your community?

	Region (N=2,000)	Anderson (N=400)	Blount (N=400)	Knox (N=400)	Loudon (N=400)	Union (N=400)
Loss of community identity and character						
Not a problem	46.5%	46.0%	49.0%	45.6%	49.5%	45.3%
Minor problem	32.5%	32.0%	33.8%	32.2%	34.3%	28.9%
Major problem	16.7%	17.3%	13.0%	18.1%	11.7%	18.7%
Low achieving schools						
Not a problem	31.9%	53.4%	40.6%	26.2%	30.7%	21.7%
Minor problem	29.5%	20.4%	34.6%	30.0%	27.2%	28.2%
Major problem	29.0%	19.7%	18.8%	32.7%	30.4%	43.1%
Overdevelopment of land						
Not a problem	41.5%	55.4%	36.0%	39.1%	49.4%	57.0%
Minor problem	31.7%	25.4%	31.8%	33.1%	30.7%	28.4%
Major problem	24.4%	15.2%	29.8%	25.8%	17.5%	9.5%
Pollution in the rivers and lakes						
Not a problem	20.7%	28.7%	22.7%	17.6%	22.9%	37.7%
Minor problem	35.3%	41.4%	38.4%	33.2%	37.8%	34.7%
Major problem	36.3%	25.9%	32.4%	39.9%	36.3%	22.2%
Poor water quality						
Not a problem	56.2%	65.3%	64.8%	52.4%	59.5%	42.8%
Minor problem	28.7%	20.3%	24.5%	32.0%	24.9%	24.9%
Major problem	11.7%	12.0%	9.3%	11.8%	11.2%	24.4%
Rapid population growth						
Not a problem	41.8%	55.8%	30.8%	42.7%	37.6%	48.3%
Minor problem	36.4%	26.0%	34.6%	39.4%	33.6%	29.1%
Major problem	19.4%	15.3%	32.3%	15.8%	26.4%	17.2%
Roads and highways in need of repair						
Not a problem	22.7%	34.7%	23.3%	20.2%	28.2%	13.0%
Minor problem	42.5%	43.6%	47.0%	41.6%	44.6%	25.4%
Major problem	34.5%	21.7%	29.3%	38.0%	26.7%	61.3%
Traffic congestion						
Not a problem	31.5%	51.9%	22.6%	27.6%	43.5%	61.7%
Minor problem	38.2%	33.4%	40.5%	38.9%	36.8%	30.1%
Major problem	30.2%	14.5%	36.9%	33.2%	19.7%	8.0%
Water and sewer systems in need of repair						
Not a problem	52.6%	53.6%	58.6%	51.8%	49.8%	34.8%
Minor problem	26.1%	24.2%	24.6%	26.9%	26.8%	24.9%
Major problem	13.8%	15.5%	8.5%	14.3%	13.3%	29.6%

Table 2: Severity of Problem in Community

Please tell me if you think is a major problem, a minor problem, or not a problem at all in your community?

Region*	Mean Score (N=2,000)
Lack of good paying jobs	2.41
Pollution in the rivers and lakes	2.17
Roads and highways in need of repair	2.12
Lack of public transportation	2.09
Empty commercial buildings	2.01
Loss of agricultural land	2.00
Traffic congestion	1.99
Low achieving schools	1.97
Air pollution	1.94
Lack of affordable housing	1.87
Lack of places to walk or ride bikes	1.86
Overdevelopment of land	1.82
Lack of quality healthcare	1.81
Rapid population growth	1.77
Loss of community identity and character	1.69
Water and sewer systems in need of repair	1.58
Poor water quality	1.54

Table 3: Severity of Problem in Region
 *(Higher number indicates more severe problem)

Anderson County*	Mean Score (N=400)
Lack of good paying jobs	2.42
Lack of public transportation	2.36
Empty commercial buildings	2.13
Pollution in the rivers and lakes	1.97
Loss of agricultural land	1.90
Roads and highways in need of repair	1.87
Lack of affordable housing	1.85
Lack of quality healthcare	1.82
Lack of places to walk or ride bikes	1.77
Loss of community identity and character	1.70
Low achieving schools	1.64
Traffic congestion	1.62
Air pollution	1.62
Water and sewer systems in need of repair	1.59
Overdevelopment of land	1.58
Rapid population growth	1.58
Poor water quality	1.45

Table 4: Severity of Problem in Anderson County
 *(Higher number indicates more severe problem)

Please tell me if you think is a major problem, a minor problem, or not a problem at all in your community?

Blount County*	Mean Score (N=400)
Lack of good paying jobs	2.48
Lack of public transportation	2.23
Traffic congestion	2.14
Pollution in the rivers and lakes	2.10
Roads and highways in need of repair	2.06
Loss of agricultural land	2.04
Rapid population growth	2.01
Empty commercial buildings	1.99
Lack of affordable housing	1.95
Overdevelopment of land	1.94
Air pollution	1.86
Lack of quality healthcare	1.79
Low achieving schools	1.77
Loss of community identity and character	1.63
Lack of places to walk or ride bikes	1.57
Water and sewer systems in need of repair	1.46
Poor water quality	1.44

Table 5: Severity of Problem in Blount County
*(Higher number indicates more severe problem)

Knox County*	Mean Score (N=400)
Lack of good paying jobs	2.34
Pollution in the rivers and lakes	2.25
Roads and highways in need of repair	2.18
Low achieving schools	2.07
Traffic congestion	2.06
Air pollution	2.03
Empty commercial buildings	2.02
Loss of agricultural land	2.01
Lack of places to walk or ride bikes	1.96
Lack of public transportation	1.95
Overdevelopment of land	1.86
Lack of affordable housing	1.85
Lack of quality healthcare	1.80
Rapid population growth	1.73
Loss of community identity and character	1.71
Water and sewer systems in need of repair	1.60
Poor water quality	1.58

Table 6: Severity of problem in Knox County
*(Higher number indicates more severe problem)

Please tell me if you think is a major problem, a minor problem, or not a problem at all in your community?

Loudon County*	Mean Score (N=400)
Lack of good paying jobs	2.56
Lack of public transportation	2.40
Pollution in the rivers and lakes	2.14
Air pollution	2.04
Low achieving schools	2.00
Loss of agricultural land	1.99
Roads and highways in need of repair	1.99
Empty commercial buildings	1.92
Rapid population growth	1.88
Lack of affordable housing	1.84
Lack of quality healthcare	1.79
Lack of places to walk or ride bikes	1.79
Traffic congestion	1.76
Overdevelopment of land	1.67
Loss of community identity and character	1.60
Water and sewer systems in need of repair	1.59
Poor water quality	1.50

Table 7: Severity of Problem in Loudon County
 *(Higher number indicates more severe problem)

Union County*	Mean Score (N=400)
Lack of good paying jobs	2.85
Roads and highways in need of repair	2.48
Lack of public transportation	2.38
Low achieving schools	2.23
Lack of quality healthcare	2.19
Lack of places to walk or ride bikes	2.10
Water and sewer systems in need of repair	1.94
Lack of affordable housing	1.93
Pollution in the rivers and lakes	1.84
Poor water quality	1.80
Empty commercial buildings	1.76
Loss of agricultural land	1.74
Loss of community identity and character	1.71
Rapid population growth	1.67
Overdevelopment of land	1.50
Air pollution	1.47
Traffic congestion	1.46

Table 8: Severity of Problem in Union County
 *(Higher number indicates more severe problem)

Which one of these problems do you think is the most serious problem facing your community?

Region	(N=2,000)
Lack of good paying jobs	24.9%
Low achieving schools	11.0%
Pollution in the rivers and lakes	7.8%
Traffic congestion	6.8%
Roads and highways in need of repair	6.6%
Air pollution	5.3%
Lack of quality healthcare	4.8%
Lack of places to walk or ride bikes	4.5%
Lack of affordable housing	4.1%
Empty commercial buildings	3.5%
Loss of agricultural land	3.3%
Lack of public transportation	3.1%
Overdevelopment of land	2.4%
Rapid population growth	2.3%
Poor water quality	2.0%
Loss of community identity and character	1.1%
Water and sewer systems in need of repair	1.0%

Table 9: Most Serious Problem for Region

Anderson County	(N=400)
Lack of good paying jobs	34.3%
Empty commercial buildings	10.3%
Pollution in the rivers and lakes	6.8%
Low achieving schools	5.3%
Lack of affordable housing	5.1%
Lack of quality healthcare	4.4%
Overdevelopment of land	4.3%
Lack of public transportation	3.3%
Traffic congestion	2.7%
Poor water quality	2.6%
Loss of community identity and character	2.1%
Rapid population growth	1.9%
Roads and highways in need of repair	1.8%
Water and sewer systems in need of repair	1.8%
Air pollution	1.4%
Lack of places to walk or ride bikes	1.4%
Loss of agricultural land	1.0%

Table 10: Most Serious Problem in Anderson County

Which one of these problems do you think is the most serious problem facing your community?

Blount County	(N=400)
Lack of good paying jobs	28.1%
Pollution in the rivers and lakes	8.0%
Traffic congestion	7.3%
Low achieving schools	6.8%
Roads and highways in need of repair	6.7%
Loss of agricultural land	5.3%
Air pollution	5.3%
Rapid population growth	4.9%
Lack of quality healthcare	4.3%
Lack of affordable housing	4.2%
Overdevelopment of land	3.7%
Lack of public transportation	3.6%
Lack of places to walk or ride bikes	1.7%
Water and sewer systems in need of repair	1.5%
Poor water quality	1.4%
Loss of community identity and character	1.4%
Empty commercial buildings	1.0%

Table 11: Most Serious Problem in Blount County

Knox County	(N=400)
Lack of good paying jobs	21.3%
Low achieving schools	12.4%
Pollution in the rivers and lakes	8.1%
Traffic congestion	8.1%
Roads and highways in need of repair	7.6%
Lack of places to walk or ride bikes	6.4%
Air pollution	5.6%
Lack of quality healthcare	5.1%
Lack of affordable housing	4.2%
Empty commercial buildings	3.4%
Loss of agricultural land	3.2%
Lack of public transportation	2.8%
Poor water quality	2.0%
Overdevelopment of land	1.9%
Rapid population growth	1.6%
Loss of community identity and character	1.0%
Water and sewer systems in need of repair	.6%

Table 12: Most Serious Problem in Knox County

Which one of these problems do you think is the most serious problem facing your community?

Loudon County	(N=400)
Lack of good paying jobs	30.4%
Low achieving schools	14.9%
Air pollution	10.4%
Pollution in the rivers and lakes	7.3%
Lack of public transportation	4.3%
Lack of quality healthcare	4.0%
Roads and highways in need of repair	3.3%
Loss of agricultural land	3.1%
Rapid population growth	2.7%
Poor water quality	2.3%
Traffic congestion	1.9%
Lack of affordable housing	1.9%
Empty commercial buildings	1.7%
Overdevelopment of land	1.7%
Water and sewer systems in need of repair	1.0%
Lack of places to walk or ride bikes	.5%
Loss of community identity and character	.3%

Table 13: Most Serious Problem in Loudon County

Union County	(N=400)
Lack of good paying jobs	35.7%
Low achieving schools	20.2%
Roads and highways in need of repair	11.2%
Lack of quality healthcare	4.7%
Poor water quality	2.8%
Water and sewer systems in need of repair	2.7%
Pollution in the rivers and lakes	2.6%
Lack of public transportation	1.9%
Lack of affordable housing	1.7%
Loss of agricultural land	1.4%
Overdevelopment of land	1.4%
Empty commercial buildings	1.3%
Rapid population growth	1.3%
Traffic congestion	1.0%
Lack of places to walk or ride bikes	.9%
Loss of community identity and character	.8%
Air pollution	.5%

Table 14: Most Serious Problem in Union County

**People value different aspects of life in East Tennessee.
 What do you value most about living in this region?**

Region	Frequency
Mountains and natural beauty	475
People and sense of community	351
Quiet of small town	233
Climate and seasons	154
Family	138
High quality of life	80
Accessibility to amenities	74
Low crime rate	60
Privacy and freedom	56
Air and water quality	49
Recreation and parks	48
Low cost of living	46
Slower pace of life	39
Church and religious freedom	30
Schools and educational opportunities	25
Employment	18
Music, art and cultural events	14
Quality healthcare	13
Agriculture	12
Other	27
Not sure	61

Table 15: Highest value - Region

Anderson County	Frequency
Mountains and natural beauty	95
People and sense of community	62
Quiet of small town	46
Family	31
Climate and seasons	26
Privacy and freedom	17
High quality of life	14
Accessibility to amenities	12
Low crime rate	12
Employment	11
Recreation and parks	11
Air and water quality	10
Slower pace of life	9
Low cost of living	5
Quality healthcare	4
Church and religious freedom	3
Schools and educational opportunities	2
Music, art and cultural events	2
Agriculture	1
Other	10
Not sure	18

Table 16: Highest value - Anderson County

**People value different aspects of life in East Tennessee.
 What do you value most about living in this region?**

Blount County	Frequency
Mountains and natural beauty	109
People and sense of community	72
Quiet of small town	38
Family	31
Climate and seasons	24
Accessibility to amenities	19
High quality of life	14
Recreation and parks	12
Low crime rate	12
Air and water quality	12
Privacy and freedom	9
Schools and educational opportunities	9
Church and religious freedom	8
Slower pace of life	6
Employment	4
Low cost of living	4
Music, art and cultural events	3
Quality healthcare	1
Agriculture	1
Other	3
Not sure	9

Table 17: Highest value - Blount County

Knox County	Frequency
Mountains and natural beauty	93
People and sense of community	71
Climate and seasons	36
Family	27
Quiet of small town	26
Accessibility to amenities	24
High quality of life	19
Low cost of living	16
Low crime rate	12
Schools and educational opportunities	11
Slower pace of life	10
Recreation and parks	10
Music, art and cultural events	7
Air and water quality	7
Church and religious freedom	6
Quality healthcare	4
Employment	2
Privacy and freedom	2
Agriculture	2
Other	6
Not sure	7

Table 18: Highest value - Knox County

**People value different aspects of life in East Tennessee.
 What do you value most about living in this region?**

Loudon County	Frequency
Mountains and natural beauty	95
People and sense of community	88
Climate and seasons	49
Quiet of small town	33
High quality of life	22
Family	19
Low crime rate	16
Accessibility to amenities	15
Low cost of living	15
Privacy and freedom	9
Slower pace of life	8
Recreation and parks	7
Air and water quality	7
Quality healthcare	3
Church and religious freedom	3
Agriculture	3
Employment	1
Schools and educational opportunities	1
Music, art and cultural events	1
Other	1
Not sure	6

Table 19: Highest value - Loudon County

Union County	Frequency
Quiet of small town	90
Mountains and natural beauty	83
People and sense of community	58
Family	30
Climate and seasons	19
Privacy and freedom	19
Air and water quality	13
High quality of life	11
Church and religious freedom	10
Recreation and parks	8
Low crime rate	8
Slower pace of life	6
Low cost of living	6
Agriculture	5
Accessibility to amenities	4
Schools and educational opportunities	2
Quality healthcare	1
Music Art and Cultural events	1
Other	7
Not sure	21

Table 20: Highest value - Union County

If there was one thing that would make life better in your community, what would it be?

Region	Frequency
Increase jobs and attract more businesses	421
Improve transportation system / reduce congestion	212
Improve quality of education	151
Reduce illegal drugs	93
More retail stores and restaurants	87
More responsible government and/or politicians	84
Increase parks and recreational activities for all ages	80
Improve healthcare	75
Improve morality and interpersonal relationships	72
Reduce crime	61
Increase sidewalks/ walking trails / biking trails	60
Increase public service and utilities	45
Lower taxes and cost of living	45
Reduce air pollution	43
Increase affordable housing	35
Help for needy	29
Other	126
Not sure	249
No improvements needed	35

Table 21: Desired improvement - Region

Anderson County	Frequency
Increase jobs and attract more businesses	77
Improve transportation system /reduce congestion	40
More retail stores and restaurants	36
More responsible government and/or politicians	26
Reduce illegal drugs	23
Improve quality of education	19
Improve morality and interpersonal relationships	18
Reduce crime	14
Increase affordable housing	12
Lower taxes and cost of living	12
Increase parks and recreational activities for all ages	11
Improve healthcare	10
Increase sidewalks/ walking trails / biking trails	8
Increase public service and utilities	6
Reduce air pollution	4
Help for needy	3
Other	20
Not sure	55
No improvements needed	7

Table 22: Desired improvement - Anderson County

If there was one thing that would make life better in your community, what would it be?

Blount County	Frequency
Increase jobs and attract more businesses	83
Improve transportation system / reduce congestion	58
Improve quality of education	25
Improve healthcare	14
Increase parks and recreational activities for all ages	13
Increase sidewalks/ walking trails / biking trails	12
Lower taxes and cost of living	12
Increase affordable housing	11
Increase public service and utilities	11
Reduce illegal drugs	11
More responsible government and/or politicians	11
Reduce crime	10
Help for needy	8
Improve morality and interpersonal relationships	8
Reduce air pollution	7
More retail stores and restaurants	4
Other	32
Not sure	63
No improvements needed	7

Table 23: Desired improvement - Blount County

Knox County	Frequency
Increase jobs and attract more businesses	62
Improve transportation system / reduce congestion	54
Improve quality of education	35
Increase sidewalks/ walking trails / biking trails	27
Improve morality and interpersonal relationships	22
Increase parks and activities for all ages	20
More responsible government and/or politicians	17
Improve healthcare	15
Reduce crime	13
Reduce air pollution	13
Help for needy	11
Reduce illegal drugs	8
More retail stores and restaurants	8
Increase affordable housing	7
Increase public service and utilities	4
Lower taxes and cost of living	3
More restaurants	1
Increase jobs and attract more businesses	62
Other	28
Not sure	43
No improvements needed	8

Table 24: Desired improvement - Knox County

If there was one thing that would make life better in your community, what would it be?

Loudon County	Frequency
Increase jobs and attract more businesses	91
Improve quality of education	39
Improve transportation system / reduce congestion	33
More retail stores and restaurants	25
Increase parks and recreational activities for all ages	16
Reduce illegal drugs	15
Reduce air pollution	15
More responsible government and/or politicians	14
Lower taxes and cost of living	13
Increase sidewalks/ walking trails / biking trails	12
Improve morality and interpersonal relationships	12
Improve healthcare	11
Reduce crime	10
Increase public service and utilities	5
Increase affordable housing	2
Help for needy	1
Other	30
Not sure	50
No improvements needed	8

Table 25: Desired improvement - Loudon County

Union County	Frequency
Increase jobs and attract more businesses	108
Reduce illegal drugs	36
Improve quality of education	33
Improve transportation system / reduce congestion	27
Improve healthcare	25
Increase parks and recreational activities for all ages	20
Increase public service and utilities	19
More responsible government and/or politicians	16
Reduce crime	14
More retail stores and restaurants	14
Improve morality and interpersonal relationships	12
Help for needy	6
Lower taxes and cost of living	5
Reduce air pollution	4
Increase affordable housing	3
Increase sidewalks/ walking trails / biking trails	1
Other	16
Not sure	38
No improvements needed	5

Table 26: Desired improvement - Union County

If you were going to move from your present home, how important would the following be to you in choosing a new place to live?

	Region (N=2,000)	Anderson (N=400)	Blount (N=400)	Knox (N=400)	Loudon (N=400)	Union (N=400)
Being within an easy walk of other places and things in the community						
Not at all important	25.1%	29.2%	31.6%	20.1%	40.0%	39.6%
Somewhat important	45.4%	38.7%	41.1%	49.5%	34.5%	35.1%
Extremely important	29.0%	31.9%	26.8%	29.9%	25.3%	25.1%
Being within a 30-minute drive to work						
Not at all important	17.0%	20.5%	21.9%	14.1%	22.9%	22.1%
Somewhat important	20.7%	18.3%	21.2%	20.6%	21.7%	24.6%
Extremely important	62.0%	60.3%	56.1%	65.1%	54.9%	53.1%
Easy access to major highways or interstates						
Not at all important	14.8%	21.7%	25.3%	10.5%	11.2%	26.4%
Somewhat important	40.1%	44.1%	42.5%	39.1%	38.9%	36.7%
Extremely important	44.1%	33.9%	32.0%	49.1%	49.6%	36.9%
Easy access to public transportation						
Not at all important	38.2%	34.2%	49.1%	35.3%	39.3%	43.7%
Somewhat important	34.2%	36.4%	28.7%	36.1%	30.6%	26.1%
Extremely important	27.0%	26.7%	21.4%	28.1%	29.6%	28.0%
Having sidewalks and places to take walks						
Not at all important	12.1%	15.2%	21.8%	7.8%	15.7%	24.1%
Somewhat important	34.8%	37.1%	34.1%	34.0%	39.1%	35.0%
Extremely important	53.0%	47.5%	43.9%	58.2%	45.0%	40.9%
High quality public schools						
Not at all important	14.7%	12.2%	16.3%	14.3%	17.4%	16.5%
Somewhat important	16.4%	17.4%	11.8%	17.6%	14.2%	19.0%
Extremely important	68.2%	69.9%	71.3%	67.3%	67.4%	63.8%
Living in a community with a mix of people from various racial and ethnic backgrounds						
Not at all important	42.1%	43.9%	44.8%	39.4%	46.5%	64.2%
Somewhat important	39.2%	38.9%	37.0%	40.7%	38.1%	25.9%
Extremely important	18.3%	16.8%	17.6%	19.6%	14.5%	9.7%
Living in a community with people at all stages of life						
Not at all important	28.9%	29.8%	35.0%	26.1%	32.7%	40.4%
Somewhat important	44.9%	44.1%	37.8%	47.8%	41.9%	35.5%
Extremely important	25.8%	25.7%	26.8%	25.8%	24.7%	24.0%
Living in a community with a mix of different types of housing						
Not at all important	45.7%	46.8%	49.5%	43.1%	52.1%	55.8%
Somewhat important	38.2%	37.6%	34.3%	40.1%	35.4%	29.5%
Extremely important	15.6%	14.9%	15.3%	16.3%	11.7%	12.2%

Table 27: Importance of Factors in Choice of Housing

If you were going to move from your present home, how important would the following be to you in choosing a new place to live?

Region*	(N=2,000)
High quality public schools	2.54
Being within a 30-minute drive to work	2.45
Having sidewalks and places to take walks	2.41
Easy access to major highways or interstates	2.30
Being within an easy walk of other places and things in the community	2.04
Living in a community with people at all stages of life	1.97
Easy access to public transportation	1.89
Living in a community with a mix of people from various racial and ethnic backgrounds	1.76
Living in a community with a mix of different types of housing	1.70

Table 28: Importance of Factors in Choice of Housing - Region

*(Higher number indicates higher level of importance)

Anderson*	(N=400)
High quality public schools	2.58
Being within a 30-minute drive to work	2.40
Having sidewalks and places to take walks	2.33
Easy access to major highways or interstates	2.12
Being within an easy walk of other places and things in the community	2.03
Living in a community with people at all stages of life	1.96
Easy access to public transportation	1.92
Living in a community with a mix of people from various racial and ethnic backgrounds	1.73
Living in a community with a mix of different types of housing	1.68

Table 29: Ranking of Factors in Choice of Housing - Anderson County

*(Higher number indicates higher level of importance)

Blount*	(N=400)
High quality public schools	2.55
Being within a 30-minute drive to work	2.34
Having sidewalks and places to take walks	2.22
Easy access to major highways or interstates	2.07
Being within an easy walk of other places and things in the community	1.95
Living in a community with people at all stages of life	1.92
Living in a community with a mix of people from various racial and ethnic backgrounds	1.73
Easy access to public transportation	1.72
Living in a community with a mix of different types of housing	1.65

Table 30: Ranking of Factors in Choice of Housing – Blount County

*(Higher number indicates higher level of importance)

If you were going to move from your present home, how important would the following be to you in choosing a new place to live?

Knox*	(N=400)
High quality public schools	2.53
Being within a 30-minute drive to work	2.51
Having sidewalks and places to take walks	2.50
Easy access to major highways or interstates	2.39
Being within an easy walk of other places and things in the community	2.10
Living in a community with people at all stages of life	2.00
Easy access to public transportation	1.93
Living in a community with a mix of people from various racial and ethnic backgrounds	1.80
Living in a community with a mix of different types of housing	1.73

Table 31: Ranking of Factors in Choice of Housing – Knox County
 *(Higher number indicates higher level of importance)

Loudon*	(N=400)
High quality public schools	2.51
Easy access to major highways or interstates	2.38
Being within a 30-minute drive to work	2.32
Having sidewalks and places to take walks	2.30
Living in a community with people at all stages of life	1.92
Easy access to public transportation	1.90
Being within an easy walk of other places and things in the community	1.85
Living in a community with a mix of people from various racial and ethnic backgrounds	1.68
Living in a community with a mix of different types of housing	1.59

Table 32: Ranking of Factors in Choice of Housing - Loudon County
 *(Higher number indicates higher level of importance)

Union*	(N=400)
High quality public schools	2.48
Being within a 30-minute drive to work	2.31
Having sidewalks and places to take walks	2.17
Easy access to major highways or interstates	2.10
Being within an easy walk of other places and things in the community	1.85
Easy access to public transportation	1.84
Living in a community with people at all stages of life	1.84
Living in a community with a mix of different types of housing	1.55
Living in a community with a mix of people from various racial and ethnic backgrounds	1.46

Table 33: Ranking of Factors in Choice of Housing - Union County
 *(Higher number indicates higher level of importance)

Please tell me if you think there is too much, too little, or the right amount of each of the following in the area close to where you live.

	Region (N=2,000)	Anderson (N=400)	Blount (N=400)	Knox (N=400)	Loudon (N=400)	Union (N=400)
Housing for people with moderate or low incomes						
Too much	7.2%	10.2%	5.8%	7.3%	4.5%	10.2%
Right amount	41.4%	39.4%	43.3%	40.5%	52.7%	31.6%
Too little	42.3%	42.1%	44.0%	42.0%	37.1%	52.7%
Large discount or warehouse stores						
Too much	7.2%	6.0%	7.5%	7.5%	6.5%	1.5%
Right amount	56.3%	42.1%	54.5%	62.1%	45.1%	22.4%
Too little	35.7%	50.1%	36.3%	29.9%	47.9%	74.9%
New houses and apartments being built						
Too much	18.5%	13.0%	21.7%	19.1%	18.1%	7.0%
Right amount	51.6%	46.8%	52.4%	52.1%	55.8%	41.4%
Too little	27.0%	37.3%	23.2%	25.7%	24.1%	49.4%
New stores and offices being built						
Too much	16.0%	13.2%	15.8%	17.8%	10.0%	3.0%
Right amount	45.1%	30.4%	49.0%	47.5%	45.5%	22.6%
Too little	36.7%	54.4%	32.8%	32.4%	43.0%	72.5%
Parks and playgrounds						
Too much	.7%	1.5%	.8%	.8%	.5%	.2%
Right amount	58.8%	62.6%	64.9%	57.0%	57.0%	45.8%
Too little	39.5%	34.4%	34.3%	41.0%	41.8%	54.0%
Places to bike						
Too much	2.2%	1.0%	4.3%	1.5%	4.7%	2.2%
Right amount	46.8%	53.9%	60.4%	42.5%	44.3%	37.3%
Too little	49.7%	43.4%	34.8%	54.8%	49.8%	59.0%
Places to walk or exercise for fun						
Too much	1.2%	1.8%	2.0%	.5%	4.0%	2.5%
Right amount	58.7%	64.3%	68.1%	55.9%	57.6%	46.3%
Too little	39.8%	34.0%	29.9%	43.3%	38.2%	50.0%
Public transportation within an easy walk						
Too much	1.1%	2.5%	1.3%	1.0%	.2%	.0%
Right amount	28.9%	14.5%	22.0%	36.1%	11.4%	12.7%
Too little	64.5%	79.8%	72.0%	56.4%	83.1%	84.1%
Sidewalks						
Too much	.6%	.7%	1.8%	.3%	.2%	.7%
Right amount	32.5%	41.6%	42.0%	27.9%	33.5%	35.2%
Too little	66.1%	57.1%	55.5%	70.9%	65.3%	63.6%
Shops or restaurants within an easy walk of your house						
Too much	2.9%	2.0%	2.7%	3.5%	1.0%	.7%
Right amount	37.7%	32.4%	42.9%	39.2%	26.6%	20.6%
Too little	58.1%	64.3%	53.1%	56.0%	70.4%	77.4%

Table 34: Availability of Amenities

I would like for you to tell me if you feel is very important, somewhat important, or not important for creating new jobs in your community?

	Region (N=2,000)	Anderson (N=400)	Blount (N=400)	Knox (N=400)	Loudon (N=400)	Union (N=400)
Assisting existing businesses to expand						
Not important	7.7%	5.2%	9.0%	8.1%	5.7%	7.2%
Somewhat important	32.2%	33.7%	31.5%	32.5%	28.6%	32.3%
Very important	58.0%	60.3%	58.5%	56.7%	63.9%	59.3%
Providing building sites or land to support job growth						
Not important	14.2%	12.5%	14.3%	14.9%	13.4%	9.2%
Somewhat important	35.4%	32.2%	34.8%	35.8%	39.8%	32.1%
Very important	46.9%	52.9%	48.1%	45.3%	44.8%	56.7%
Providing educational programs for new career opportunities						
Not important	3.0%	4.0%	4.3%	2.8%	1.2%	2.0%
Somewhat important	15.1%	15.2%	19.0%	14.0%	14.9%	14.4%
Very important	80.7%	80.3%	75.3%	81.7%	83.1%	82.6%
Providing start-up assistance for new businesses						
Not important	7.8%	8.7%	7.2%	7.8%	9.5%	6.9%
Somewhat important	32.0%	31.7%	34.7%	31.4%	31.3%	31.0%
Very important	58.5%	57.9%	55.4%	59.3%	57.7%	60.5%
Providing tax incentives to attract new businesses and help existing businesses to expand						
Not important	9.6%	11.0%	10.5%	9.5%	6.5%	8.7%
Somewhat important	28.2%	31.7%	30.8%	26.1%	33.1%	28.9%
Very important	59.7%	55.4%	56.1%	61.6%	59.0%	60.0%
Recruiting high tech businesses into the area						
Not important	9.2%	9.5%	10.3%	9.3%	4.0%	10.0%
Somewhat important	29.5%	25.5%	28.5%	30.4%	30.3%	27.4%
Very important	59.6%	64.5%	61.0%	57.8%	64.9%	59.9%

Table 35: Strategies for Job Creation

Which one do you think is most important for creating new jobs?

	Region (N=2,000)	Anderson (N=400)	Blount (N=400)	Knox (N=400)	Loudon (N=400)	Union (N=400)
Assisting existing businesses to expand	9.8%	10.6%	14.5%	7.8%	8.6%	7.4%
Providing building sites or land to support job growth	3.6%	4.1%	3.9%	2.8%	4.3%	8.6%
Providing educational programs for new career opportunities	34.1%	33.6%	32.7%	32.6%	29.9%	35.3%
Providing start-up assistance for new businesses	12.4%	14.1%	10.8%	12.2%	8.6%	13.6%
Providing tax incentives to attract new businesses and help existing businesses to expand	22.5%	15.3%	16.7%	23.2%	29.6%	15.5%
Recruiting high tech businesses into the area	17.7%	18.8%	17.2%	16.7%	16.3%	13.7%

Table 36: Most Important Strategy for Creating Jobs

Which type of job do you believe would be the most important to attract to the area?

	Region (N=2,000)	Anderson (N=400)	Blount (N=400)	Knox (N=400)	Loudon (N=400)	Union (N=400)
Agriculture	6.9%	3.9%	12.6%	5.7%	4.7%	13.6%
Distribution centers	3.4%	2.7%	1.8%	3.9%	4.2%	1.9%
Education	7.6%	5.7%	6.6%	8.6%	5.5%	5.9%
Government	1.5%	.8%	.9%	2.0%	.6%	.7%
Health care	11.3%	6.2%	8.9%	13.9%	5.6%	5.2%
Manufacturing	31.4%	37.9%	41.6%	23.8%	50.8%	51.2%
Retail	6.8%	5.2%	4.0%	7.3%	9.9%	10.9%
Science and technology	23.7%	29.6%	18.9%	26.1%	13.5%	6.6%
Some other type	2.4%	2.4%	2.3%	2.6%	1.4%	1.4%

Table 37: Most Important Jobs to Attract

For every additional dollar received, how much would you spend on each of the following five areas?

	Region (N=2,000)	Anderson (N=400)	Blount (N=400)	Knox (N=400)	Loudon (N=400)	Union (N=400)
Attracting high quality jobs	29.38	34.13	28.44	28.40	33.28	28.70
Improving air or water quality	15.23	12.63	13.39	16.47	14.51	11.27
Improving the transportation system including roads and highways	22.18	17.94	24.02	22.16	21.55	29.44
Increasing housing choices at affordable prices	13.96	15.64	14.23	13.80	12.53	12.74
Reducing healthcare costs	19.95	20.40	20.20	20.17	17.55	17.58

Table 38: Spending Priorities in Cents

When it comes to participating in a process to share your ideas about future growth, what ways of participating would be most attractive to you?

	Region (N=2,000)	Anderson (N=400)	Blount (N=400)	Knox (N=400)	Loudon (N=400)	Union (N=400)
Being part of a local organization that is directly involved in the process with decision makers	17.5%	18.9%	15.7%	18.3%	13.2%	16.1%
Participating in-person in a community forum or meeting	21.2%	23.7%	21.0%	20.5%	25.3%	17.2%
Posting my ideas somewhere online	24.7%	26.2%	25.4%	23.7%	28.5%	24.8%
Talking about and sharing my ideas directly with my own local community leaders	4.8%	3.8%	5.1%	4.6%	7.0%	6.1%
Some other way	8.3%	8.6%	8.7%	8.2%	8.5%	7.6%
I never participate	32.4%	29.0%	29.0%	34.9%	27.2%	26.4%

Table 39: Methods of Participation

Where do you get most of your information about what is going on in your area?

	Region (N=2,000)	Anderson (N=400)	Blount (N=400)	Knox (N=400)	Loudon (N=400)	Union (N=400)
Local newspaper	45.7%	43.4%	49.6%	43.2%	56.5%	61.7%
Local TV stations	55.3%	57.3%	55.4%	55.3%	57.0%	43.7%
Local radio stations	20.2%	15.4%	20.5%	21.8%	15.0%	14.6%
Online	27.1%	26.4%	19.9%	30.0%	25.6%	11.3%

Table 40: Source of Local News

How far and how long do you travel to your school or place of employment?

	Region (N=2,000)	Anderson (N=400)	Blount (N=400)	Knox (N=400)	Loudon (N=400)	Union (N=400)
Travel time and distance to place of employment						
Distance (miles)	12.3	15.4	12.1	11.4	13.8	20.2
Time (minutes)	20.5	23.8	21.7	19.2	19.7	32.7

Table 41: Travel to Place of Employment

Respondent Characteristics**

	Regional	Anderson	Blount	Knox	Loudon	Union
Gender						
Male	41.1%	41.4%	38.5%	37.4%	47.0%	41.3%
Female	58.9%	58.6%	61.5%	62.6%	53.0%	58.7%
Age						
18 - 39	13.1%	10.8%	17.6%	16.3%	7.8%	13.3%
40 - 64	47.1%	45.0%	45.7%	48.1%	42.1%	54.8%
65+	39.7%	44.2%	36.7%	35.6%	50.1%	31.9%
Years of residence						
1 - 9 years	19.6%	18.0%	21.8%	19.4%	23.9%	15.0%
10 - 19 years	17.8%	12.2%	19.3%	15.6%	24.2%	17.8%
20 years or more	62.6%	69.8%	58.9%	65.0%	51.9%	67.3%
Area of residence						
Rural area	47.7%	37.5%	48.8%	25.2%	51.0%	75.6%
Next to a city or town	21.7%	14.3%	24.0%	32.2%	27.8%	10.4%
In a city or town	30.6%	48.3%	27.3%	42.6%	21.3%	13.9%
Type of residence						
House	83.3%	82.8%	83.3%	82.2%	89.1%	79.4%
Apartment or condo	6.8%	7.0%	6.5%	13.6%	4.5%	2.5%
Duplex	.6%	1.5%	.8%	.5%	.2%	0%
Mobile home	9.0%	8.2%	9.3%	3.5%	6.0%	18.2%

Respondent Characteristics (con't)**

		Regional	Anderson	Blount	Knox	Loudon
Employment status						
Employed full-time	30.3%	29.2%	30.8%	35.9%	22.9%	32.6%
Employed part-time	9.1%	8.0%	10.3%	11.6%	8.7%	7.0%
Unemployed	8.6%	9.7%	8.3%	7.5%	6.0%	11.7%
Retired	44.9%	48.4%	43.3%	37.2%	56.7%	39.1%
Full-time homemaker	5.3%	2.5%	6.3%	5.8%	4.2%	8.0%
Student	1.6%	2.0%	1.0%	2.0%	1.5%	1.7%
Highest level of education						
Less than high school	7.6%	6.5%	6.5%	5.3%	4.5%	15.4%
High school or equivalent	28.9%	24.4%	32.0%	20.9%	24.6%	42.5%
Some college or Associate degree	30.7%	34.7%	33.0%	28.9%	29.6%	27.4%
Bachelor degree	17.5%	16.5%	17.5%	22.6%	21.9%	9.0%
Graduate work or degree	15.1%	17.7%	10.5%	22.1%	19.4%	5.7%
Racial category						
African American or Black	2.1%	1.5%	2.3%	6.5%	.2%	0%
Asian or Pacific Islander	.6%	1.2%	.3%	1.0%	.2%	.2%
Hispanic	.3%	.2%	.3%	1.0%	0%	0%
Native American	1.2%	1.5%	1.3%	.3%	1.7%	1.2%
White	94.7%	93.8%	95.3%	89.2%	97.5%	97.5%
Some other race	.7%	.7%	.5%	1.5%	0%	.7%
Household Income						
Under \$25,000	23.0%	24.0%	17.8%	20.4%	16.3%	36.0%
\$25,000 - \$49,000	27.3%	25.6%	33.2%	23.6%	22.9%	30.8%
\$50,000 - \$74,000	21.4%	20.0%	23.1%	20.9%	26.2%	17.2%
\$75,000 - \$99,000	12.1%	12.3%	11.7%	12.2%	15.7%	8.9%
\$100,000- \$149,000	8.8%	10.1%	9.3%	10.1%	10.7%	4.2%
\$150,000	5.0%	5.3%	3.4%	10.1%	5.8%	.8%
Not sure	2.3%	2.7%	1.6%	2.7%	2.5%	2.1%

Table 42: Respondent Characteristics

**All frequencies are unweighted



**College of Social Work
Office of Research and Public Service
Center for Applied Research and Evaluation**

600 Henley Street, Suite 209
Knoxville, TN 37996-4123
Phone: (865) 974-2819
Fax: (865) 974-7541

I am sending this letter to let you know that in the next few days you will receive a telephone call from the Center for Applied Research and Evaluation at the University of Tennessee asking a member of your household to participate in an important research project by completing a telephone interview with one of its staff members.

Plan East Tennessee (PlanET) is a regional partnership of communities in Anderson, Blount, Knox, Loudon and Union counties building a shared direction for our future. PlanET would like to hear from people like you who live in these communities to learn what is important for the future of our region. This information will help PlanET to create long-term solutions for our region that reflect the priorities of its citizens. The telephone interviewer will be asking your opinion about what makes East Tennessee special; the challenges facing our region; and the best ways to meet those challenges. If you wish to know more about the survey, please call me at the Center for Applied Research and Evaluation at 974-2730.

The interview will only take about ten minutes and the information you provide will be very valuable in the planning process. It is important that we talk to people like you so that we know your priorities for the region and the priorities of people like you.

It is only with the generous help of you and others in your community that our research can be successful. Thank you in advance for your time and consideration.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Linda M. Daugherty'.

Linda M. Daugherty

PlanET COMMUNITY SURVEY CODEBOOK

Q:

Hello, this is _____ from the Center for Applied Research and Evaluation at The University of Tennessee. We are conducting a study of opinions about issues in your area and are particularly interested in hearing from those between the ages of 18 and 25, however, everyone's opinion is important. Is there anyone in your household who is in that age range?

1. YES
2. NO

Q: LETTER

We are conducting a study of opinions about issues in your community for Plan E T, a regional partnership of five counties that are building a shared direction for the region. We mailed your household a letter a few days ago telling you a little about the project. Did your household receive our letter?

1. YES
2. NO
8. NOT SURE

Q: COUNTY

What county do you live in?

1. ANDERSON
2. BLOUNT
3. KNOX
4. LOUDON
5. UNION
6. OTHER → I'm sorry, but we are not interviewing households in your county.

Q: RESPSEX

CODE FROM VOICE OF RESPONDENT

1. MALE
2. FEMALE

Question Q1

Overall, how would you rate the quality of life in your community? Would you say that it is poor, fair, good, or excellent?

1. POOR
2. FAIR
3. GOOD
4. EXCELLENT
8. NOT SURE
9. REFUSED

Question Q2

I am going to read to you a list of problems that some communities are facing. For each one I read, please tell me if you think it is a major problem, a minor problem or not a problem at all in your community.

Q: Q2A

Traffic congestion.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2B

Lack of affordable housing.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2C

Air pollution.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2D

Empty commercial buildings.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2E

Poor water quality.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2F

Lack of places to walk or ride bikes.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2G

Lack of public transportation.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2H

Lack of quality healthcare.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2I

Low achieving schools.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2J

Loss of agricultural land.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2K

Loss of community identity and character.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2L

Water and sewer systems in need of repair.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2M

Lack of good paying jobs.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2N

Rapid population growth.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2O

Roads and highways in need of repair.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE

9. REFUSAL

Q: Q2P

Overdevelopment of land.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2Q

Pollution in the rivers and lakes.

1. NOT A PROBLEM
2. MINOR PROBLEM
3. MAJOR PROBLEM
8. NOT SURE
9. REFUSAL

Q: Q2PRIOR

Of these problems that I have just read, which one do you think is the most serious problem facing your community? [READ LIST IF NECESSARY]

1. TRAFFIC CONGESTION.
2. LACK OF AFFORDABLE HOUSING.
3. AIR POLLUTION.
4. EMPTY COMMERCIAL BUILDINGS.
5. POOR WATER QUALITY.
6. LACK OF PLACES TO WALK OR RIDE BIKES.
7. LACK OF PUBLIC TRANSPORTATION.
8. LACK OF QUALITY HEALTHCARE.
9. LOW ACHIEVING SCHOOLS.
10. LOSS OF AGRICULTURAL LAND.
11. LOSS OF COMMUNITY IDENTITY AND CHARACTER.
12. WATER AND SEWER SYSTEMS IN NEED OF REPAIR.
13. LACK OF GOOD PAYING JOBS.
14. RAPID POPULATION GROWTH.
15. ROADS AND HIGHWAYS IN NEED OF REPAIR.
16. OVERDEVELOPMENT OF LAND.
17. POLLUTION IN THE RIVERS AND LAKES.
18. DON'T KNOW/ REFUSAL

Q: Q3

Now I would like to ask you a few questions about your choice of housing. If you were going to move from your present home, how important would the following be to you in choosing a new place to live? For each statement I read I would like for you to tell me if it would be not at all important, somewhat important, or extremely important to you in making your decision.

Q: Q3A

Being within a 30-minute drive to work.

1. NOT AT ALL IMPORTANT
2. SOMEWHAT IMPORTANT
3. EXTREMELY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q3B

Having sidewalks and places to take walks.

1. NOT AT ALL IMPORTANT
2. SOMEWHAT IMPORTANT
3. EXTREMELY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q3C

High quality public schools.

1. NOT AT ALL IMPORTANT
2. SOMEWHAT IMPORTANT
3. EXTREMELY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q3D

Easy access to major highways or interstates.

1. NOT AT ALL IMPORTANT
2. SOMEWHAT IMPORTANT
3. EXTREMELY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q3E

Easy access to public transportation.

1. NOT AT ALL IMPORTANT
2. SOMEWHAT IMPORTANT
3. EXTREMELY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q3F

Being within an easy walk of other places and things in the community.

1. NOT AT ALL IMPORTANT
2. SOMEWHAT IMPORTANT
3. EXTREMELY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q3G

Living in a community with a mix of people from various racial and ethnic backgrounds.

1. NOT AT ALL IMPORTANT
2. SOMEWHAT IMPORTANT
3. EXTREMELY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q3H

Living in a community with people at all stages of life - single adults, families with children and older people.

1. NOT AT ALL IMPORTANT
2. SOMEWHAT IMPORTANT
3. EXTREMELY IMPORTANT
8. NOT SURE

9. REFUSAL

Q: Q3I

Living in a community with a mix of different types of housing - single-family detached houses, townhouses, apartments and condominiums.

1. NOT AT ALL IMPORTANT
2. SOMEWHAT IMPORTANT
3. EXTREMELY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q4

For each of the following items, please tell me if you think there is too much, too little, or the right amount of each of the following in the area close to where you live.

Q: Q4A

Public transportation within an easy walk.

1. TOO MUCH
2. RIGHT AMOUNT
3. TOO LITTLE
8. NOT SURE
9. REFUSAL

Q: Q4B

Sidewalks.

1. TOO MUCH
2. RIGHT AMOUNT
3. TOO LITTLE
8. NOT SURE
9. REFUSAL

Q: Q4C

Housing for people with moderate or low incomes.

1. TOO MUCH
2. RIGHT AMOUNT
3. TOO LITTLE
8. NOT SURE
9. REFUSAL

Q: Q4D

Shops or restaurants within an easy walk of your house.

1. TOO MUCH
2. RIGHT AMOUNT
3. TOO LITTLE
8. NOT SURE
9. REFUSAL

Q: Q4E

Places to bike.

1. TOO MUCH
2. RIGHT AMOUNT
3. TOO LITTLE
8. NOT SURE
9. REFUSAL

Q: Q4F

Places to walk or exercise for fun.

1. TOO MUCH
2. RIGHT AMOUNT
3. TOO LITTLE
8. NOT SURE
9. REFUSAL

Q: Q4G

Parks and playgrounds.

1. TOO MUCH
2. RIGHT AMOUNT
3. TOO LITTLE
8. NOT SURE
9. REFUSAL

Q: Q4H

New stores and offices being built.

1. TOO MUCH
2. RIGHT AMOUNT
3. TOO LITTLE
8. NOT SURE
9. REFUSAL

Q: Q4I

Large discount or warehouse stores.

1. TOO MUCH
2. RIGHT AMOUNT
3. TOO LITTLE
8. NOT SURE
9. REFUSAL

Q: Q4J

New houses and apartments being built.

1. TOO MUCH
2. RIGHT AMOUNT
3. TOO LITTLE
8. NOT SURE
9. REFUSAL

Q: Q5

Many communities are working to create more jobs for its workforce. I am going to read a list of actions that some communities have taken to create more jobs and I would like for you to tell me if you feel the action is very important, somewhat important or not important for creating new jobs in your community.

Q: Q5A

Providing start-up assistance for new businesses.

1. NOT IMPORTANT
2. SOMEWHAT IMPORTANT
3. VERY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q5B

Providing educational programs for new career opportunities.

1. NOT IMPORTANT
2. SOMEWHAT IMPORTANT
3. VERY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q5C

Providing tax incentives to attract new businesses and help existing businesses to expand.

1. NOT IMPORTANT
2. SOMEWHAT IMPORTANT
3. VERY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q5D

Providing building sites or land to support job growth.

1. NOT IMPORTANT
2. SOMEWHAT IMPORTANT
3. VERY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q5E

Recruiting high tech businesses into the area.

1. NOT IMPORTANT
2. SOMEWHAT IMPORTANT
3. VERY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q5F

Assisting existing businesses to expand.

1. NOT IMPORTANT
2. SOMEWHAT IMPORTANT
3. VERY IMPORTANT
8. NOT SURE
9. REFUSAL

Q: Q5PRIOR

Of the six actions that I just read, which one do you think is most important for creating new jobs?

1. PROVIDING START-UP ASSISTANCE FOR NEW BUSINESSES.
2. PROVIDING EDUCATIONAL PROGRAMS FOR NEW CAREER OPPORTUNITIES.
3. PROVIDING TAX INCENTIVES TO ATTRACT NEW BUSINESSES AND HELP EXISTING BUSINESSES TO EXPAND.
4. PROVIDING BUILDING SITES OR LAND TO SUPPORT JOB GROWTH.
5. RECRUITING HIGH TECH BUSINESSES INTO THE AREA.
6. ASSISTING EXISTING BUSINESSES TO EXPAND.
8. NOT SURE
9. REFUSAL

Q: Q6

Of the following types of jobs, which one do you believe would be the most important to attract to the area?

[READ LIST]

1. SCIENCE AND TECHNOLOGY
2. MANUFACTURING
3. RETAIL
4. EDUCATION
5. HEALTH CARE
6. GOVERNMENT
7. AGRICULTURE
8. DISTRIBUTION CENTERS
9. CORPORATE HEADQUARTERS
10. SOME OTHER TYPE
98. NOT SURE
99. REFUSAL

Q: Q7

If your community received additional money, I would like to know how you think that money should be spent. For every additional dollar received, how much would you spend on each of the following five areas?

- A) IMPROVING THE TRANSPORTATION SYSTEM INCLUDING ROADS AND HIGHWAYS;
- B) ATTRACTING HIGH QUALITY JOBS;
- C) IMPROVING AIR AND WATER QUALITY;
- D) REDUCING HEALTHCARE COSTS; and
- E) INCREASING HOUSING CHOICES AT AFFORDABLE PRICES

Q: Q7A

Improving the transportation system including roads and highways.

0 - 100 CENTS

Q: Q7B

Attracting high quality jobs.

0 - 100 CENTS

Question Q7C

Improving air or water quality

0 - 100 CENTS

Q: Q7D

Reducing healthcare costs.

0 - 100 CENTS

Question Q7E

Increasing housing choices at affordable prices.

0 - 100 CENTS

Q: Q8

People value different aspects of life in East Tennessee. What do you value most about living in this region?

[RECORD VERBATIM]

Q: Q8A

[INTERVIEWER ONLY: DID RESPONDENT GIVE YOU MORE THAN ONE ANSWER?]

1. YES
2. NO → Skip to Q9

Q: Q8MOST
 Which of these do you value the MOST? [RECORD VERBATIM]

Q: Q9
 If there was one thing that would make life better in your community, what would it be? [RECORD VERBATIM]

Q: Q10
 Finally, I would like to ask you a few questions about Plan E T. Before participating in this survey, how aware were you of Plan E T? Would you say you were completely unaware, somewhat unaware, somewhat aware, or completely aware?

1. COMPLETELY UNAWARE
2. SOMEWHAT UNAWARE
3. SOMEWHAT AWARE
4. COMPLETELY AWARE
8. NOT SURE
9. REFUSAL

Q: Q11
 When it comes to participating in a process to share your ideas about future growth, what ways of participating would be most attractive to you? [READ CHOICES AND CHECK ALL THAT APPLY]

1. PARTICIPATING IN-PERSON IN A COMMUNITY FORUM OR MEETING
2. BEING PART OF A LOCAL ORGANIZATION THAT IS DIRECTLY INVOLVED IN THE PROCESS WITH DECISION MAKERS
3. TALKING ABOUT AND SHARING MY IDEAS DIRECTLY WITH MY OWN LOCAL COMMUNITY LEADERS
4. POSTING MY IDEAS SOMEWHERE ONLINE
5. SOME OTHER WAY THAT I HAVEN'T MENTIONED
6. I NEVER PARTICIPATE
7. NOT SURE/REFUSAL

Q:Q12rep
 Where do you get most of your information about what is going on in your area?
 [READ CHOICES AND CHECK ALL THAT APPLY]

1. LOCAL NEWSPAPER → Skip to Q12A
2. LOCAL TV STATIONS → Skip to Q13
3. LOCAL RADIO STATIONS → Skip to Q13
4. ONLINE → Skip to Q12B
5. NOT SURE/REFUSAL → Skip to Q13

Q: Q12A
 Which newspaper do you usually read?

Q: Q12B
 What website do you usually go to for this?

Q: Q13
 Now I have just a few questions so that we compare your answers to those of others. Please remember that all of your answers are completely confidential. First, how old were you on your last birthday?
 ___ years [USE 999 FOR REFUSAL]

Q: Q14
 How many people, including yourself, live in your household?
 ___ number of people [USE 99 FOR REFUSAL]

Q: Q14A

Not counting yourself, how many are 18 and under?

____ number of people [USE 99 FOR REFUSAL]

Q: Q14B

Not counting yourself, how many are between 19 and 34?

____ number of people [USE 99 FOR REFUSAL]

Q: Q14C

Not counting yourself, how many are 35 or older?

____ number of people [USE 99 FOR REFUSAL]

Q: Q15

Which of the following best describes where you live? Do you live in a rural area, next to a city or town, or in a city or town?

1. RURAL AREA
2. NEXT TO A CITY OR TOWN
3. IN A CITY OR TOWN
8. NOT SURE
9. REFUSAL

Q: Q16

How long have you lived in the region?

____ years [USE 999 FOR REFUSAL]

Q: Q17

Do you live in a house, an apartment or condo, a duplex, or a mobile home?

1. HOUSE
2. APARTMENT/CONDO
3. DUPLEX
4. MOBILE HOME
9. REFUSAL

Q: Q18

What is your employment situation? Are you currently employed full-time, employed part-time, unemployed, retired, a full-time homemaker or a student?

1. EMPLOYED FULL-TIME → Skip to Q19DIST
2. EMPLOYED PART-TIME → Skip to Q19DIST
3. UNEMPLOYED → Skip to Q20
4. RETIRED → Skip to Q20
5. FULL-TIME HOMEMAKER → Skip to Q20
6. STUDENT → Skip to Q19DIST
9. REFUSAL → Skip to Q20

Q: Q19DIST

About how far is your home from where you work?

____ miles

[IF WORK IN THEIR HOME, PLEASE ENTER 0] [USE 999 FOR NOT SURE/REFUSAL]

Q: Q19TIME

About how long does it take you to get to work each day?

____ minutes [USE 999 FOR NOT SURE/REFUSAL]

Q: Q20

What is your highest level of education?

1. Less than high school
2. High school or equivalent
3. Some college/Associate's degree
4. Bachelor's degree
5. Graduate work or degree
9. Refusal

Q:Q21

Which of the following best describes your race or ethnicity?

1. African American or Black
2. Asian or Pacific Islander
3. Hispanic
4. Native American
5. White
6. Some other race
9. Refusal

Q: Q22

I am going to read a list of categories. Please stop me when I reach the category that best describes your total household income last year before taxes.

1. Under \$25,000
2. \$25,000 to \$49,999
3. \$50,000 to \$74,999
4. \$75,000 to \$99,999
5. \$100,000 to \$149,999
6. \$150,000 or more
8. Not sure
9. Refusal

Q: END

Those are all of our questions and I would like to thank you very much for your time.

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