

## Survey of Community Priorities for Quality of Life

Community Name: \_\_\_\_\_ Date: \_\_\_\_\_

This survey contains three sections. Section 1: compare and rank a series of goal statements specific to a defined goal category. Section 2: compare and rank the general goal categories. Section 3: perception of economic outlook. Section 4: basic demographics.

Section 1 and Section 2 ask you to make choices based on how strongly you agree or disagree with the statements as they relate to your community goals. Three categories of community goals are considered in this survey – economic, environmental, and social. Section 1 addresses only one goal category per page - keep in mind the relative importance of each goal statement given the defined goal category.

Each comparison in Section 1 and Section 2 should be made in a pair-wise manner using the following three steps:

1. Circle one of the two statements that represents a goal that you feel is more important than the other goal, and
2. How much more important is the goal selected in Step 1 compared to the goal that wasn't selected? Circle the level of importance ranked from 1 to 8, where 1 is moderately important and 8 is extremely important.
3. For goal-pairs you feel are exactly equal skip steps 1 & 2 and check the 'Equal' box.

Note, choosing a single goal statement within each pair may be challenging – when ranking goals as exactly equal give extra consideration to make sure it is not just the 'easier' choice.

**EXAMPLE:**

<p><b>Which goal statement is more important?</b></p> <p>Every new job generates additional jobs in the community.      or      New businesses return profits to the community.</p>	<p><b>How much more important?</b></p> <p>Moderately ←————→ Extremely</p> <p>1   2   3   4   5   6   7   8   <input type="checkbox"/></p>
<p><b>EQUAL</b></p>	<p><b>EQUAL</b></p>

In the example above, the "new jobs" statement on the left was selected as more important compared to the "new businesses" statement on the right. The "new jobs" statement was ranked at an importance level of 3, meaning its level of importance compared to the "new businesses" statement is moderate.

Thank you for your participation!

## Section 1: ECONOMIC GOALS

Which ECONOMIC goal statement is more important to your community?	How much more important?										
	Moderately ←————→ Extremely						EQUAL				
Every new job generates additional jobs in the community.	<i>or</i>	New businesses return profits to the community.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
Every new job generates additional jobs in the community.	<i>or</i>	New businesses hire locally.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
Every new job generates additional jobs in the community.	<i>or</i>	New businesses buy locally.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
Every new job generates additional jobs in the community.	<i>or</i>	New businesses increase the average local wage.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
Every new job generates additional jobs in the community.	<i>or</i>	New businesses hire locally.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
Every new job generates additional jobs in the community.	<i>or</i>	New businesses buy locally.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
Every new job generates additional jobs in the community.	<i>or</i>	New businesses increase the average local wage.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
Every new job generates additional jobs in the community.	<i>or</i>	New businesses hire locally.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
Every new job generates additional jobs in the community.	<i>or</i>	New businesses buy locally.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
Every new job generates additional jobs in the community.	<i>or</i>	New businesses increase the average local wage.	1	2	3	4	5	6	7	8	<input type="checkbox"/>

## Section 1: ENVIRONMENTAL GOALS

Which ENVIRONMENTAL goal statement is more important to your community?	How much more important?										
	Moderately	←	→	Extremely	EQUAL						
New businesses do not pollute the water.	<i>or</i>	New businesses do not release toxic chemicals in the air.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
New businesses do not pollute the water.	<i>or</i>	New businesses stay in compliance with hazardous waste management.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
New businesses do not pollute the water.	<i>or</i>	New businesses do not emit greenhouse gas.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
New businesses do not pollute the water.	<i>or</i>	New businesses do not develop undeveloped land.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
New businesses do not release toxic chemicals in the air.	<i>or</i>	New businesses stay in compliance with hazardous waste management.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
New businesses do not release toxic chemicals in the air.	<i>or</i>	New businesses do not emit greenhouse gas.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
New businesses do not release toxic chemicals in the air.	<i>or</i>	New businesses do not develop undeveloped land.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
New businesses stay in compliance with hazardous waste management.	<i>or</i>	New businesses do not emit greenhouse gas.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
New businesses stay in compliance with hazardous waste management.	<i>or</i>	New businesses do not develop undeveloped land.	1	2	3	4	5	6	7	8	<input type="checkbox"/>
New businesses do not emit greenhouse gas.	<i>or</i>	New businesses do not develop undeveloped land.	1	2	3	4	5	6	7	8	<input type="checkbox"/>

**Section1: SOCIAL GOALS**

Which SOCIAL goal statement is more important to your community?

How much more important?	
Moderately ←	→ Extremely
EQUAL	

New businesses increase the local tax base. *or* New jobs are full-time. 1 2 3 4 5 6 7 8

New businesses increase the local tax base. *or* New jobs offer benefits (health and/or retirement). 1 2 3 4 5 6 7 8

New businesses increase the local tax base. *or* New jobs provide training programs. 1 2 3 4 5 6 7 8

New businesses increase the local tax base. *or* New businesses support community activities. 1 2 3 4 5 6 7 8

New jobs are full-time. *or* New jobs offer benefits (health and/or retirement). 1 2 3 4 5 6 7 8

New jobs are full-time. *or* New jobs provide training programs. 1 2 3 4 5 6 7 8

New jobs are full-time. *or* New businesses support community activities. 1 2 3 4 5 6 7 8

New jobs offer benefits (health and/or retirement). *or* New jobs provide training programs. 1 2 3 4 5 6 7 8

New jobs offer benefits (health and/or retirement). *or* New businesses support community activities. 1 2 3 4 5 6 7 8

New jobs provide training programs. *or* New businesses support community activities. 1 2 3 4 5 6 7 8

## Section2: GENERAL GOAL CATEGORIES

Now that you have given some thought and consideration to community goal *statements* specific to each of the three goal *categories*, please compare the *categories* themselves. Keep in mind both the relative importance of each goal category within each of the three pair comparisons as well as how each goal category ranks within the whole group.

Which goal category is more important to your community?		How much more important?									
		Moderately ←————→ Extremely								EQUAL	
Economic Quality	<i>or</i>	Environmental Quality	1	2	3	4	5	6	7	8	<input type="checkbox"/>
Economic Quality	<i>or</i>	Social Quality	1	2	3	4	5	6	7	8	<input type="checkbox"/>
Environmental Quality	<i>or</i>	Social Quality	1	2	3	4	5	6	7	8	<input type="checkbox"/>

### Section 3: ECONOMIC OUTLOOK

Please tell us how you perceive the current and future economic outlook first for your personal economic standing (Q1-Q6), then for the economic standing of your community (Q7 – Q13).

#### Personal Goals

1. How secure do you feel about your *personal* financial situation as it is today?

Extremely Secure      Secure      Somewhat Secure      Barely Secure      Not at all Secure  
                                                                                       

2. What are your expectations about your *personal* financial situation 5 years from now?

Much Improved      Slightly Improved      About the same      Slightly Worse      Much Worse  
                                                                                       

3. Over the past year, have you made any specific goals to improve your *personal* economic condition?

No        → → If **NO**, go to **Q6** below.  
Yes       → → If **YES**, what was/is your goal(s)?

---

4. If you stated a *personal* financial goal in Q3, how much better-off do you think you will be if you achieve this goal(s) this year?

Much Better-off      Moderately Better-off      A Little Better-off      Barely Better-off      The Same  
                                                                                       

5. If you stated a *personal* financial goal in Q3, what do you estimate is the probability of achieving your goal(s) this year?

Very Low (0% - 5%)                        
Low (6% - 20%)                                
Moderately Low (21% - 40%)                
Neutral (41% - 60%)                          
Moderately High (61% - 80%)                
Moderately High (81% - 95%)                
High (96% - 100%)                           
I have already achieved the goal(s)     

6. How much influence do you feel you have on your *personal* future economic well-being?

I have little influence, my *personal* future is mostly dictated by outside forces.        
My *personal* future is equally dictated by myself and outside forces.                        
I have a lot of influence on my *personal* future, outside forces play only a small role.

## Community Goals

7. How secure do you feel about the financial situation of your *community* as it is today?

Extremely Secure      Secure      Somewhat Secure      Barely Secure      Not at all Secure  
                                                                                       

8. What are your expectations about your *community's* financial situation 5 years from now?

Much Improved      Slightly Improved      About the same      Slightly Worse      Much Worse  
                                                                                       

9. Over the past year, have you made any specific goals to improve your *community's* economic condition?

No         → →   If **NO**, go to **Q12** below.

Yes         → →   If **YES**, what was/is the goal(s)?

---

10. If you stated a *community* financial goal in Q9, how much better-off do you think you will be if the goal(s) is achieved this year?

Much Better-off      Moderately Better-off      A Little Better-off      Barely Better-off      The Same  
                                                                                       

11. If you stated a *community* financial goal in Q9, what do you estimate is the probability of achieving the goal(s) this year?

Very Low (0% - 5%)                     

Low (6% - 20%)                             

Moderately Low (21% - 40%)             

Neutral (41% - 60%)                       

Moderately High (61% - 80%)             

Moderately High (81% - 95%)             

High (96% - 100%)                        

We have already achieved the goal(s)     

12. How much influence do you feel you have on your *community's* future economic well-being?

I have little influence, the *community's* future is mostly dictated by outside forces.     

The *community's* future is equally dictated by me and outside forces.     

I have a lot of influence on my *community's* future, outside forces play only a small role.

13. Please rate the quality for each of the following characteristics of your community.  
 [(1 = Lowest) and (10 = Highest)]

	1	2	3	4	5	6	7	8	9	10	N/A
Air and water quality	<input type="radio"/>										
Natural ecosystem	<input type="radio"/>										
Outdoor recreation opportunities	<input type="radio"/>										
Social and cultural opportunities	<input type="radio"/>										
Retail shopping opportunities	<input type="radio"/>										
Education systems (K – 12)	<input type="radio"/>										
Local college or university	<input type="radio"/>										
Health care services	<input type="radio"/>										
Public safety services (e.g. police, fire)	<input type="radio"/>										

## Section 4: DEMOGRAPHICS

Please provide demographic information requested. UNR research adheres to *strict* federal privacy standards that require all your answers to be confidential. They will be combined with the responses of others to produce a data set representative of your community. No individual personal information will be disclosed in any way under any circumstances. Demographic information is gathered only for use in analysis of group preferences.

1. What is your gender? Male  Female
2. What is your age? \_\_\_\_\_ years

3. What is the *highest* level of education that you have completed?

- |                                    |  |   |
|------------------------------------|--|---|
| <input type="radio"/> Eighth Grade | <input type="radio"/> 2-Year College         | <input type="radio"/> 4-Year College            |
| <input type="radio"/> High School  | <input type="radio"/> Other Post-High School | <input type="radio"/> Graduate School Education |

4. How long have you lived in the community? \_\_\_\_\_ years

5. What is your occupation? \_\_\_\_\_

6. In which economic sector are you employed? \_\_\_\_\_

7. Please indicate your estimated total household *income* from all sources for the 2014 tax year.  
Please report *income* before taxes.

- |   |   |   |
|---|---|---|
| <input type="radio"/> Under \$15,000    | <input type="radio"/> \$35,000-\$49,999 | <input type="radio"/> \$100,000-\$149,999 |
| <input type="radio"/> \$15,000-\$24,999 | <input type="radio"/> \$50,000-\$74,999 | <input type="radio"/> \$150,000-\$199,999 |
| <input type="radio"/> \$25,000-\$34,999 | <input type="radio"/> \$75,000-\$99,999 | <input type="radio"/> \$200,000 or more   |