



## Clay County Quality of Life Survey

---

*February 2008  
Summary of Findings*



Prepared by:  
**Ulrich Research Services, Inc.**  
1329 Kingsley Avenue  
Orange Park, Florida 32073  
(904) 264-3282



## Background and Objectives

---

In December 2007 the Clay Quality Council asked Ulrich Research Services, Inc. to conduct an opinion survey among residents of Clay County, Florida. The survey had the following objectives:

1. To measure resident satisfaction with the quality of life in Clay County on a variety of factors in the external environment.
2. To invite public comments on the challenges facing residents of Clay County, the issues they would like their communities to address, and the things they would change about Clay County to improve the quality of life.



## Survey Method

---

- This report is based on a survey conducted from January 2 through February 29, 2008. The data was collected through several methods, including:
  - An Internet-based survey (753 respondents)
  - A telephone survey (131 respondents)
  - Paper questionnaires distributed by request or through participating organizations (81 responses)
- The Clay County Quality of Life initiative was publicized in a variety of media outlets (including newspapers, radio, and television) throughout the months of January and February, 2008. All residents of Clay County were invited to participate in the survey. Ulrich Research Services conducted additional interviews by telephone to increase the representation of lower-income and younger residents of the county.
- 965 respondents had participated as of February 29. The sample is not a random sample of Clay County residents and the survey findings cannot be projected to the county's population as a whole. The survey results represent the collective opinions of residents who were interested in the project and wanted to share their thoughts on the quality of life in Clay County.
- The percentages shown in the charts and tables are subject to rounding error. The percentages on questions for which we accepted multiple responses will sum to more than 100%.



## Executive Summary of Findings

---

1. 67% of the survey respondents said they were either “very satisfied” (27%) or “somewhat satisfied” (49%) with the quality of life in Clay County. 19% were “not very satisfied” and 3% were “not at all satisfied.” We should not be surprised that the largest percentage of respondents said they were only “somewhat satisfied” with the quality of life, because the survey process probably attracted residents who wanted to share their thoughts on aspects of life in Clay County they would like to see improved.
2. Residents expressed their highest levels of satisfaction with “the natural environment of Clay County” (81% “very” or “somewhat satisfied”), their “feelings of safety in your home and neighborhood” (79%), and “the community spirit of the people who live in Clay County” (77%). They were least satisfied with the “responsiveness of county government to the citizens” (40% “very” or “somewhat satisfied”), the “opportunities to find a good job in Clay County” (29%), and the “ease of transportation and moving around in Clay County” (20%).
3. Asked what they liked most about living in Clay County, respondents most often mentioned the small town, country, or laid-back atmosphere of Clay, at 32%. 17% mentioned the friendliness or community spirit of Clay residents, and 14% cited the beauty of the natural environment.
4. Respondents most often mentioned traffic and road conditions as the things they liked least about Clay County, at 48%. 14% mentioned uncontrolled growth and development, and 8% mentioned limited job opportunities in the county.
5. 41% said that traffic congestion and transportation was the biggest challenge facing residents of Clay County. 31% mentioned the county’s overall rate of growth and development (a related issue). These two issues also topped the list of issues residents would most like their county or municipal government to address.



## Executive Summary of Findings (continued)

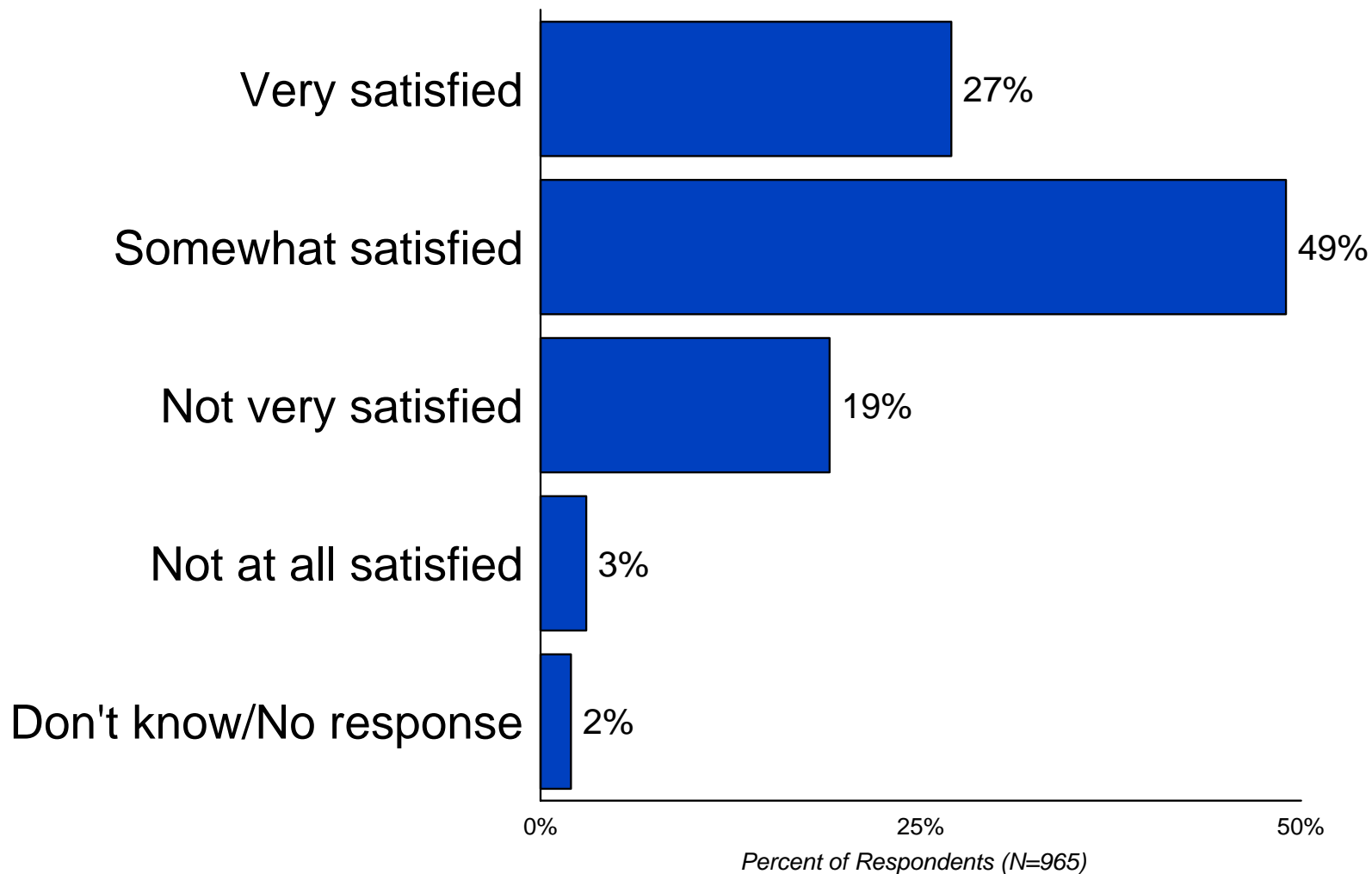
---

6. 18% felt that the overall quality of life in Clay County had improved during the past three years, while 38% felt it had declined. The remainder either felt the quality of life had stayed the same (34%), were not sure (4%), or had not lived in the county long enough to know (5%).
7. Those who felt the quality of life had improved most often mentioned the increasing number of shopping alternatives, restaurants, and services in the county (30%). Those who felt the quality of life had declined most often mentioned that traffic or transportation issues had grown more challenging (44%).
8. If residents could change one thing about Clay County, they would alleviate the traffic congestion (25%), control or slow down the rate of development (13%), and deal with issues related to county leadership (12%).
9. Asked to rate Clay County as a place to live, 23% rated it “excellent,” 56% said “good,” 18% “fair,” and 2% said “poor.” In their final comments, many respondents said that despite their desire to see improvements they were happy to live in Clay County and wanted to see its quality of life preserved.
10. The survey respondents were broadly representative of all areas of Clay County. 45% were male, and 55% were female. The approximate median household income of respondents was \$70,200, and the approximate median age was 52.



## Overall Satisfaction with the Quality of Life in Clay County

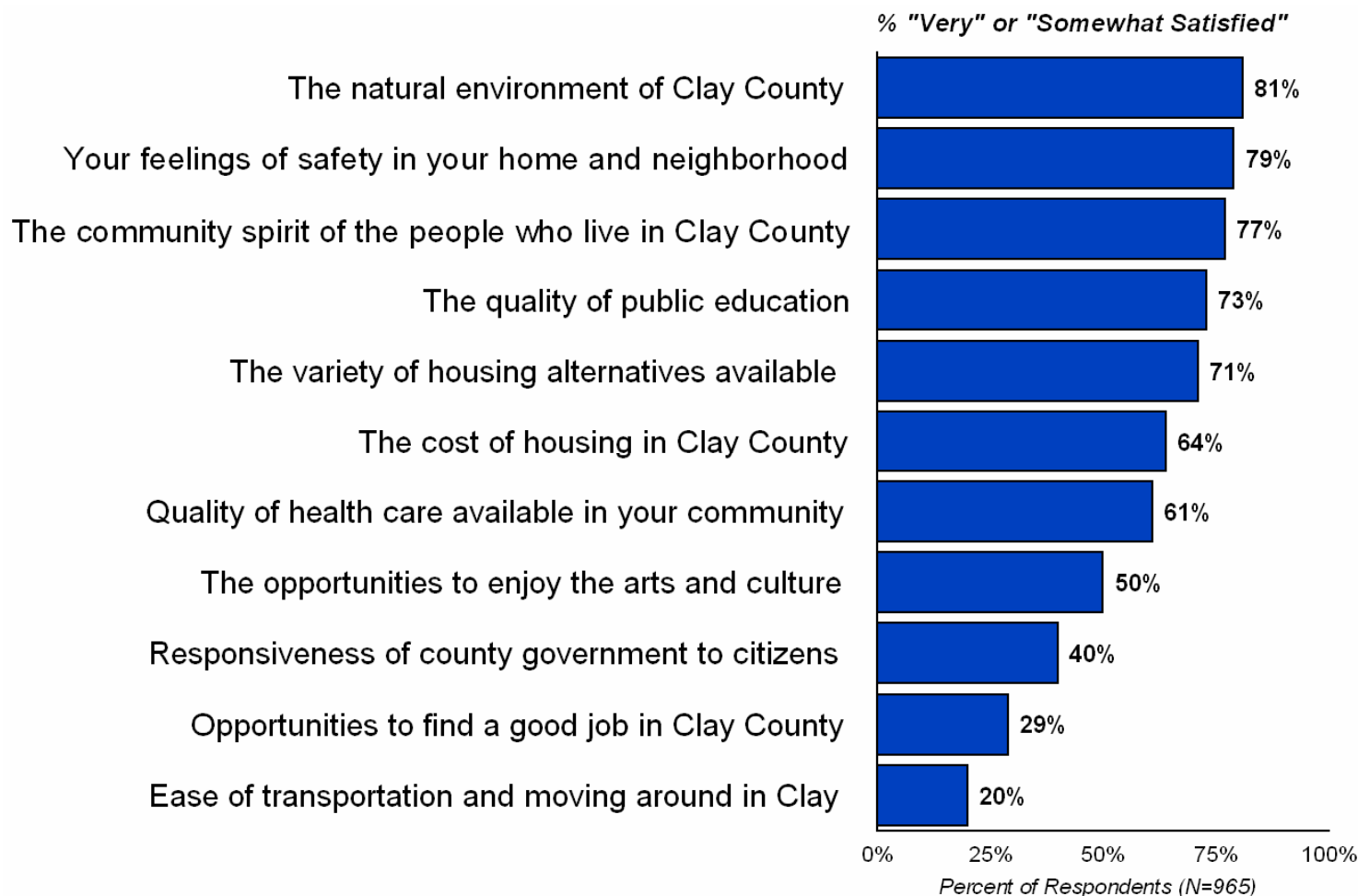
*"All things considered, how satisfied are you with the quality of life in Clay County today? Would you say you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?"*





## Satisfaction with Specific Aspects of Life in Clay County

**“How satisfied are you with the following aspects of life in Clay County? Indicate whether you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.”**

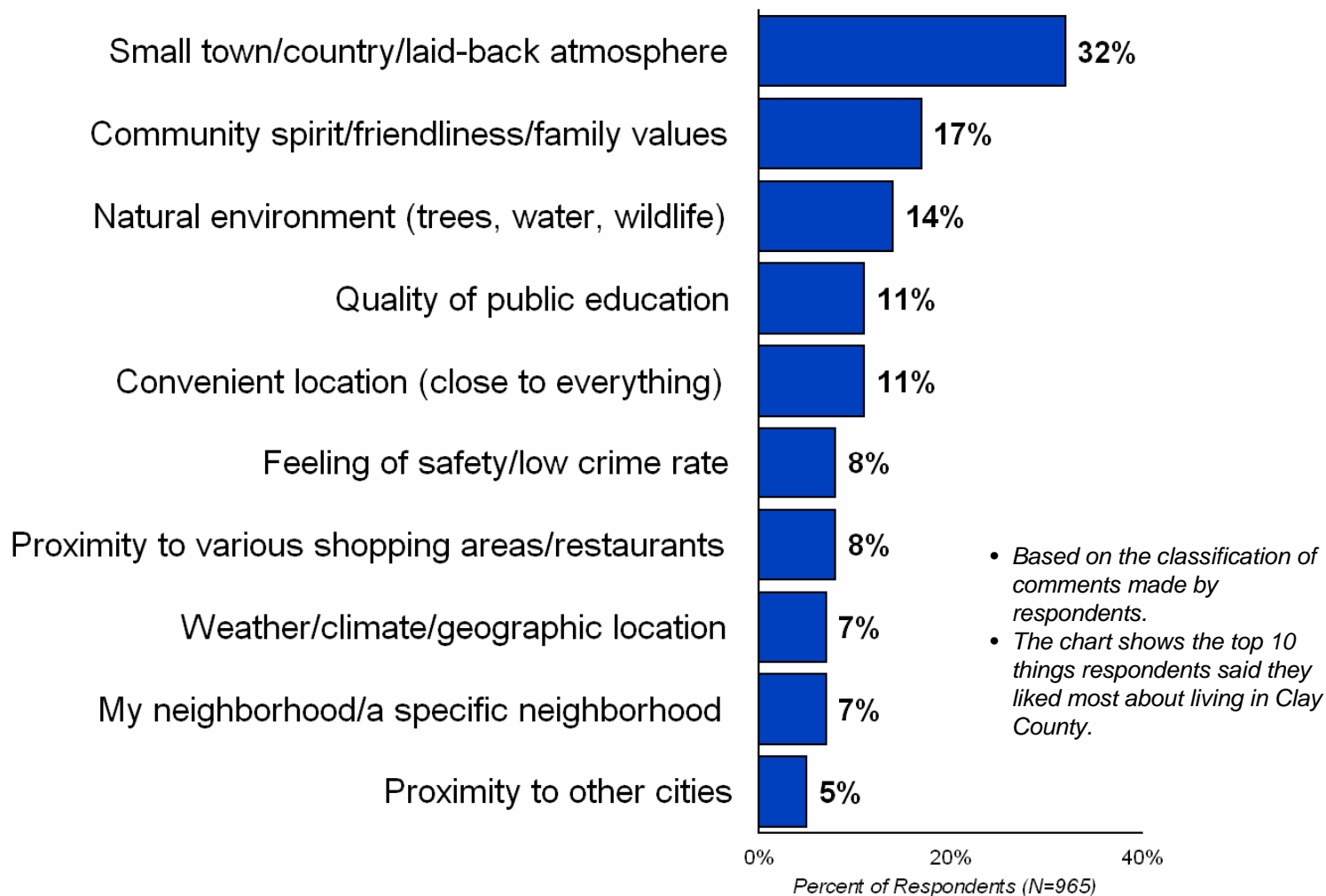




## What Residents Like Most About Living in Clay County

**“What do you like most about living in Clay County?”**

*Multiple responses accepted. Percentages may sum to more than 100%.*

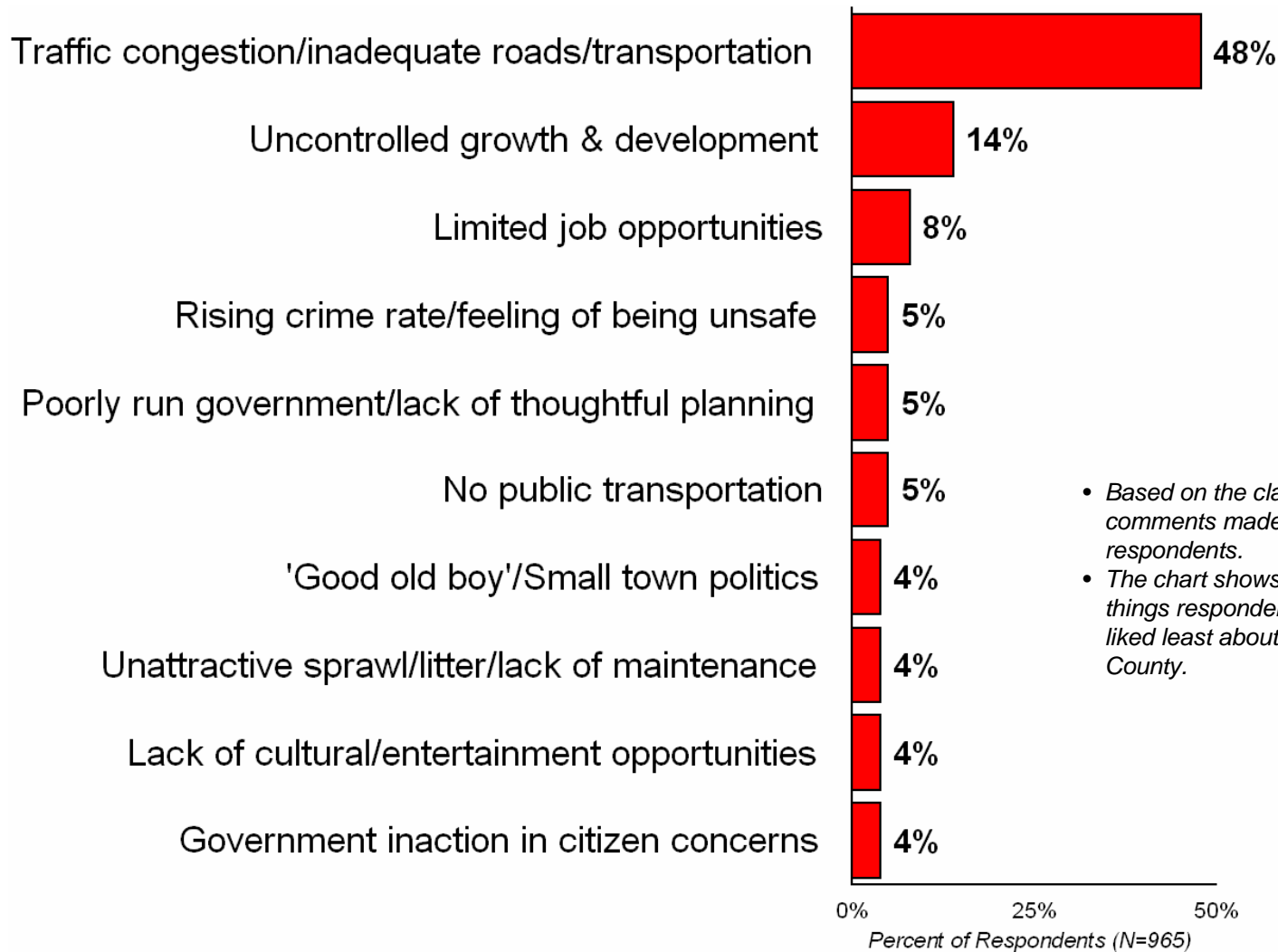




## What Residents Like Least About Living in Clay County

**“What do you like least about living in Clay County?”**

*Multiple responses accepted.*



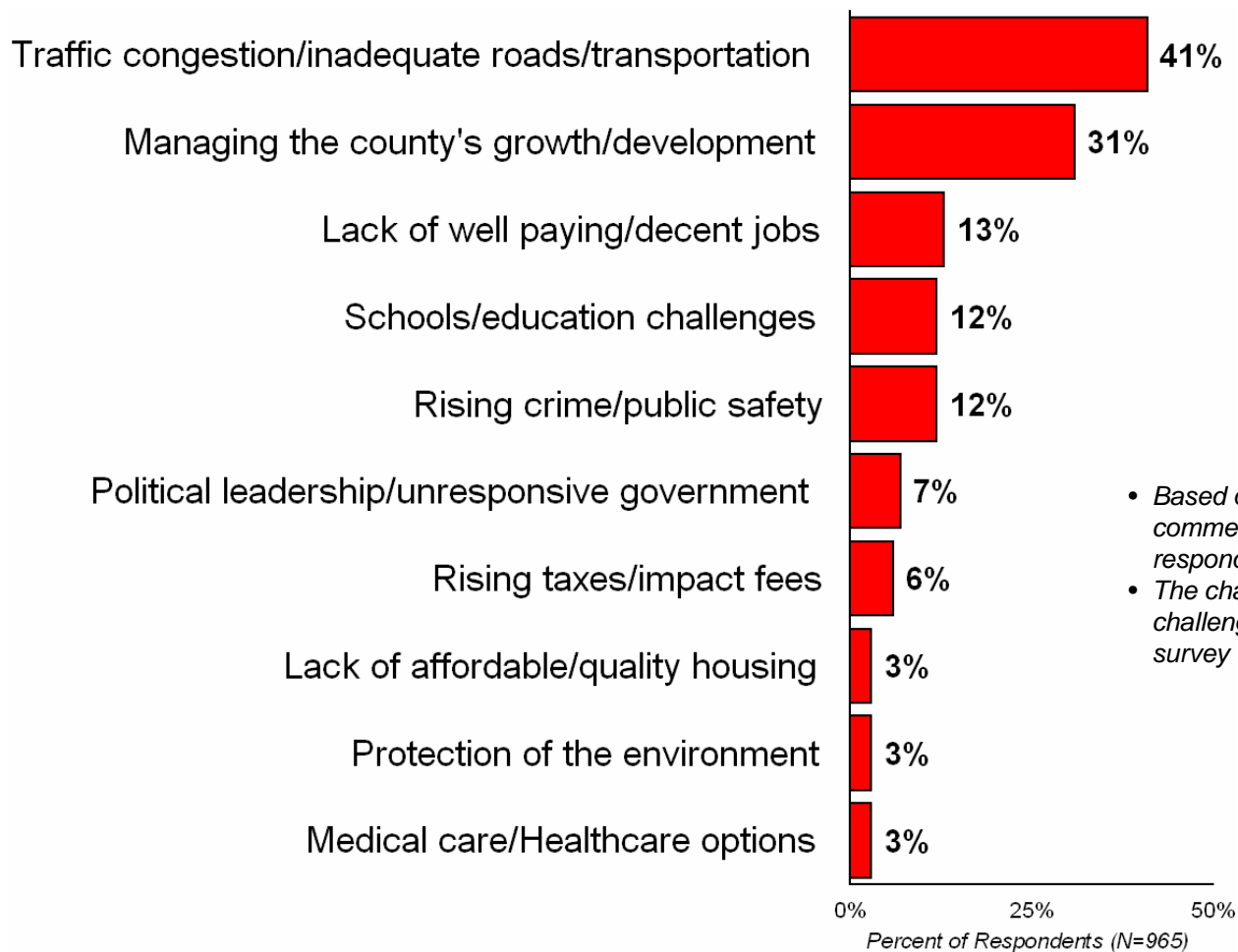
- Based on the classification of comments made by respondents.
- The chart shows the top 10 things respondents said they liked least about living in Clay County.



## The Biggest Challenges Facing Residents of Clay County

***“In your opinion, what are the biggest challenges facing the residents of Clay County today?”***

*Multiple responses accepted.*

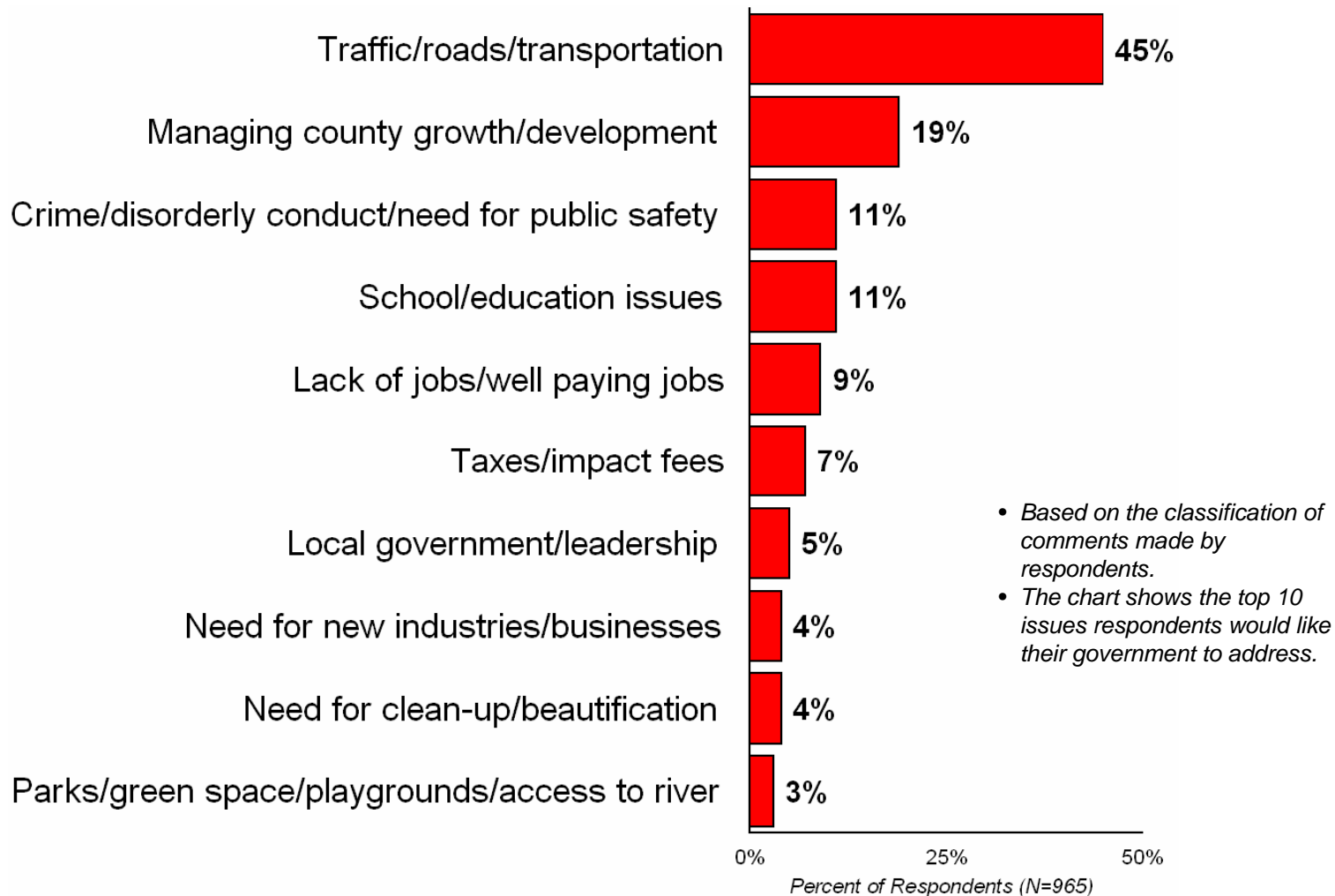


- Based on the classification of comments made by respondents.
- The chart shows the top 10 challenges identified by the survey respondents.



## Issues Residents Would Like Government to Address

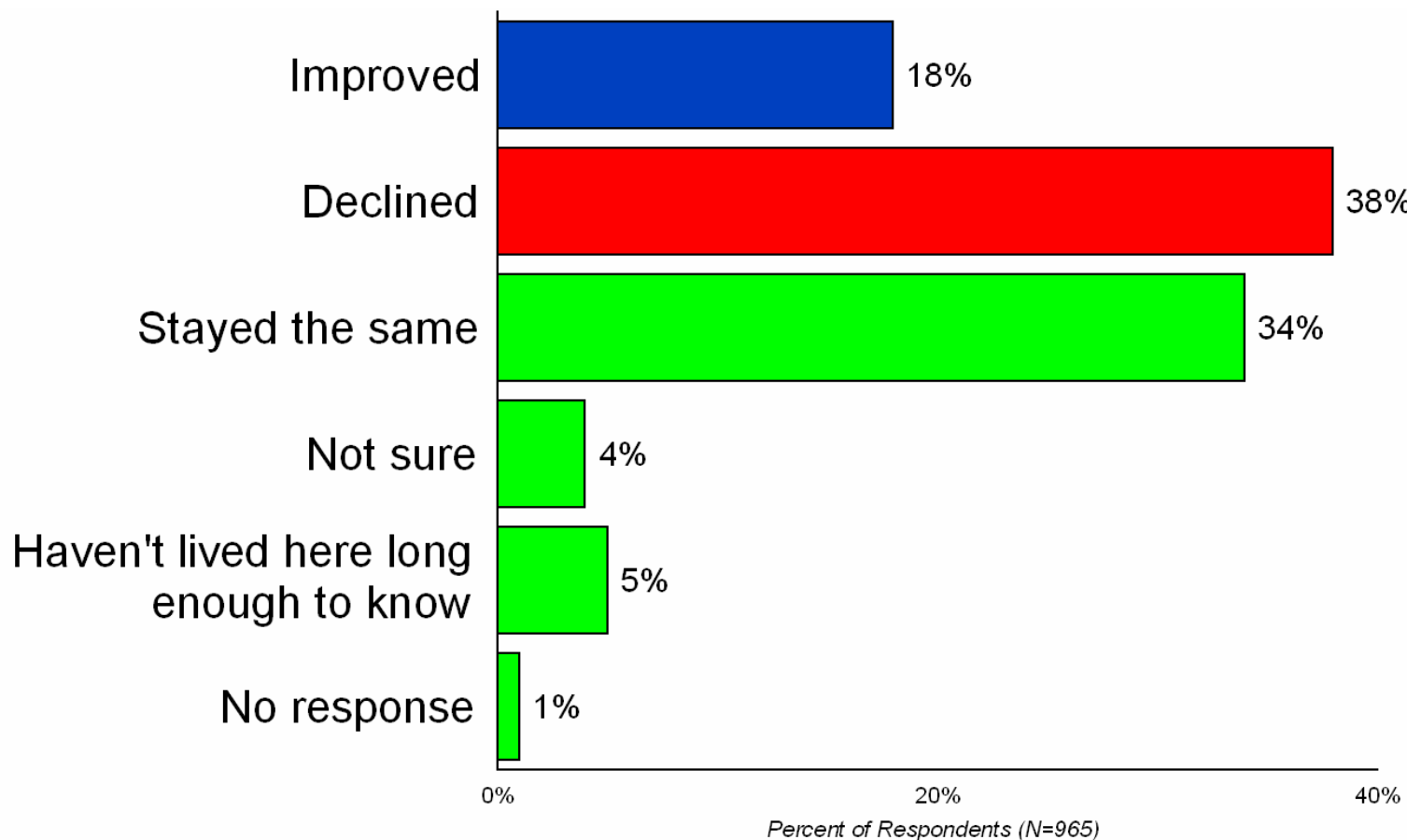
**“What issues would you most like your municipal or county government to address during the coming year?”**  
*Multiple responses accepted.*





## Has the Quality of Life Improved or Declined During the Past 3 Years?

*“In your opinion, has the quality of life in Clay County improved, declined, or stayed about the same as it was 3 years ago?”*





## Why Residents Feel the Quality of Life Has Improved

### “Why do you feel that way?”

Base: Those who said the quality of life in Clay County had improved during the past three years. Multiple responses accepted.

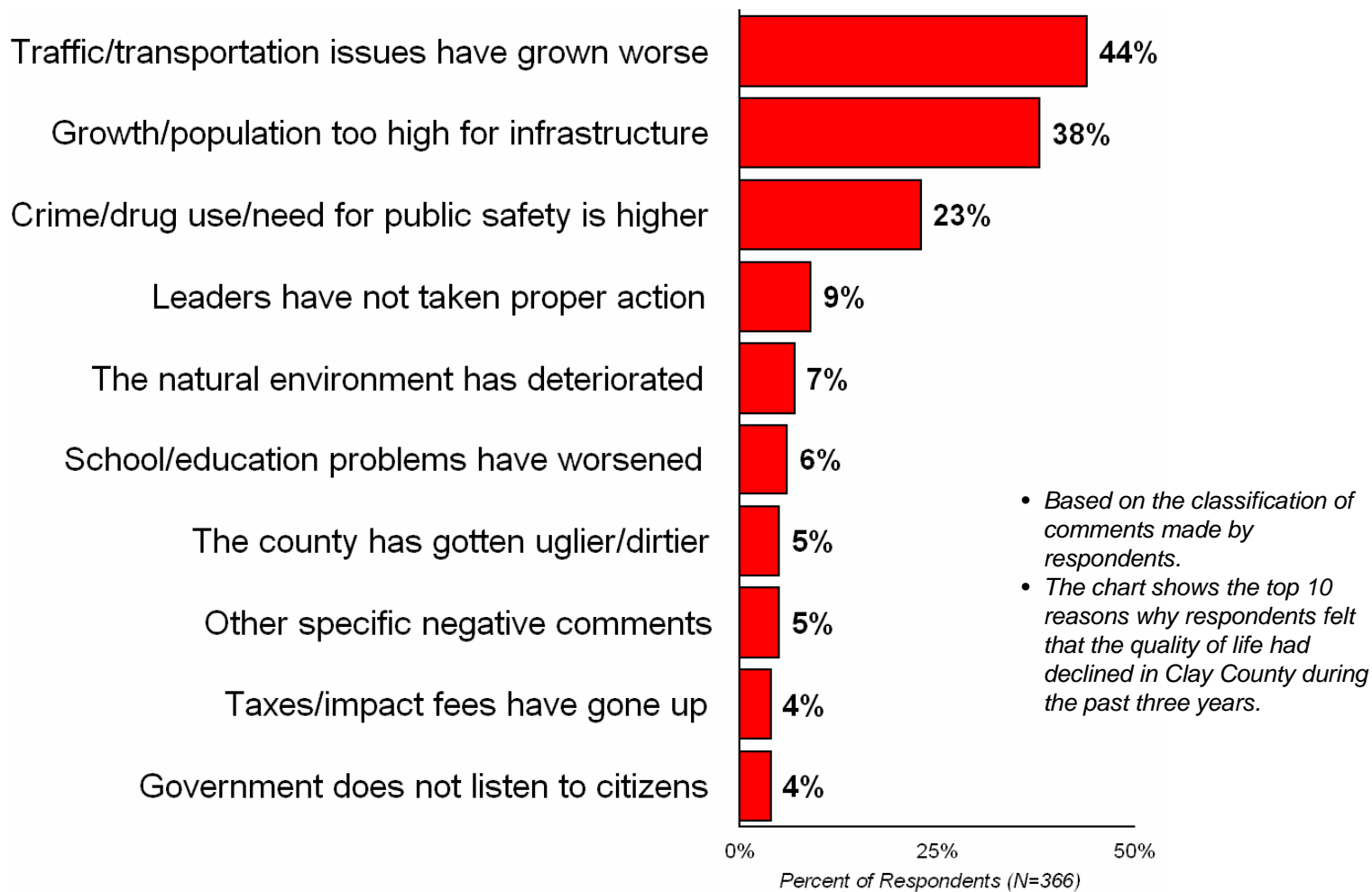




## Why Residents Feel the Quality of Life Has Declined

### “Why do you feel that way?”

Base: Those who said the quality of life in Clay County had declined during the past three years. Multiple responses accepted.

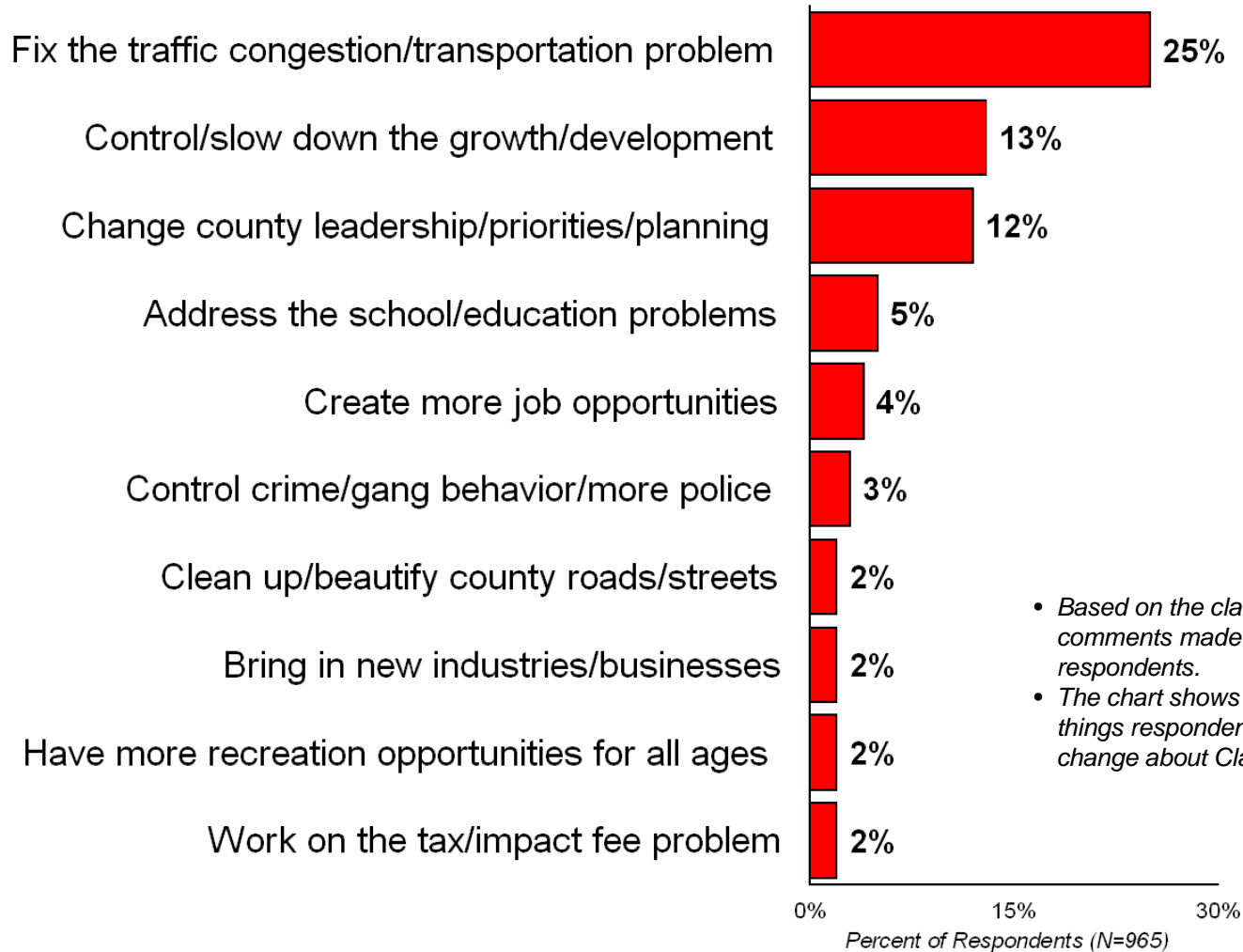




## One Thing Residents Would Change About Clay County

***“If you could change one thing about Clay County, what would you change?”***

*Multiple responses accepted.*

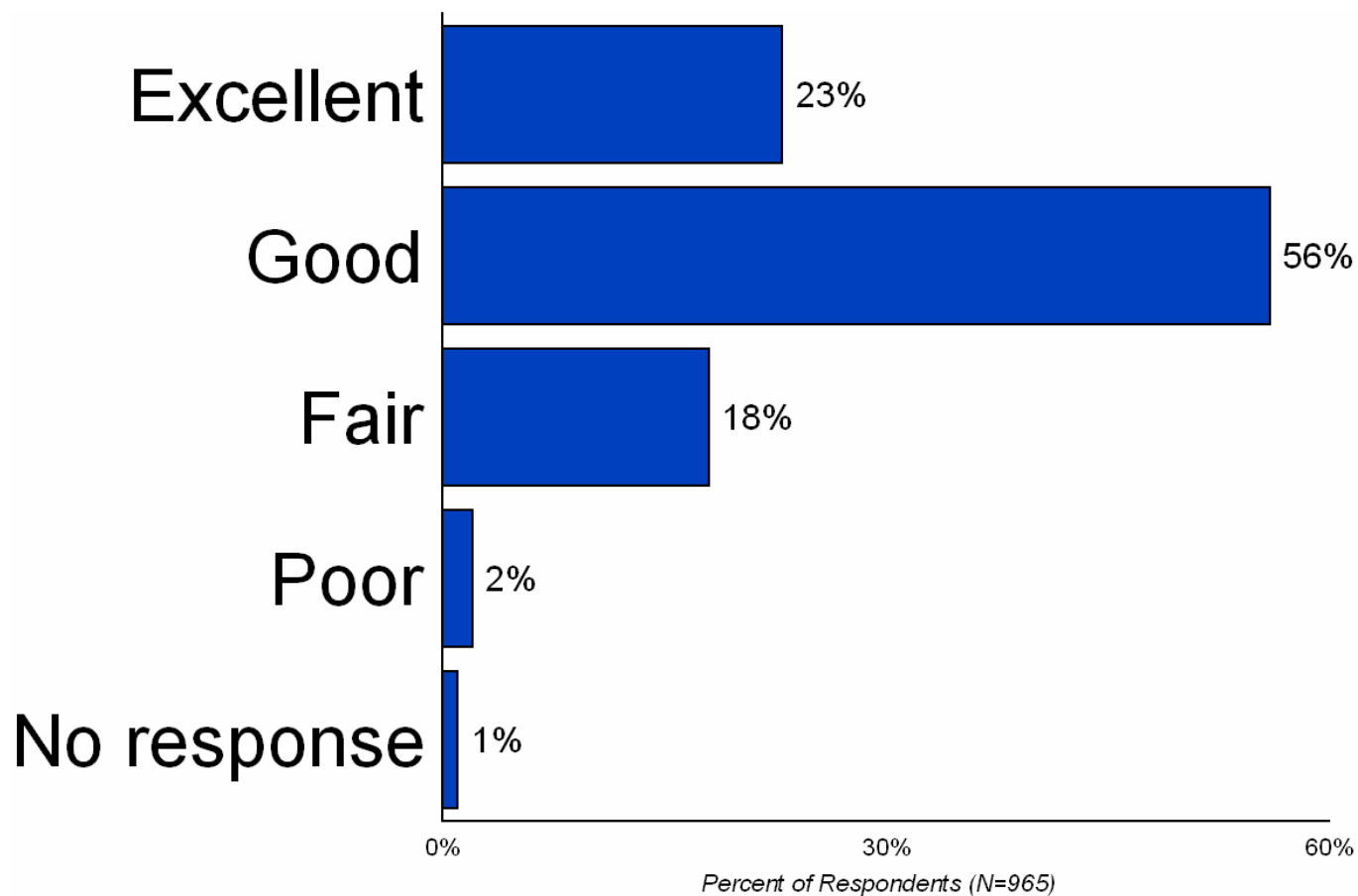


- Based on the classification of comments made by respondents.
- The chart shows the top 10 things respondents would change about Clay County.



## Overall Rating of Clay County As a Place to Live

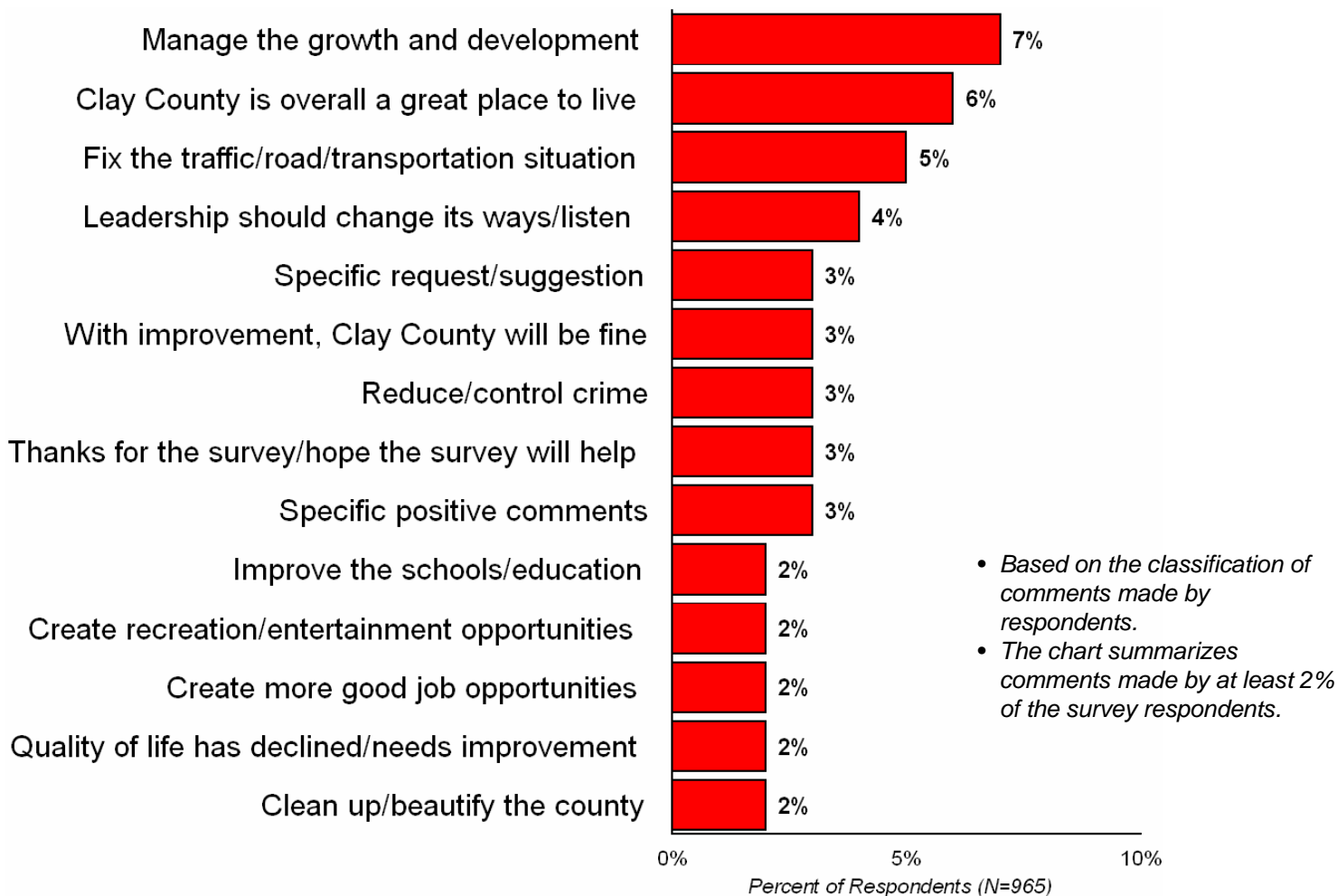
*“Overall, how would you rate Clay County as a place to live: would you say it is an excellent, good, fair, or poor place to live?”*





## Other Comments About the Quality of Life in Clay County

*"Do you have any other comments you would like to make about the quality of life in Clay County?"*

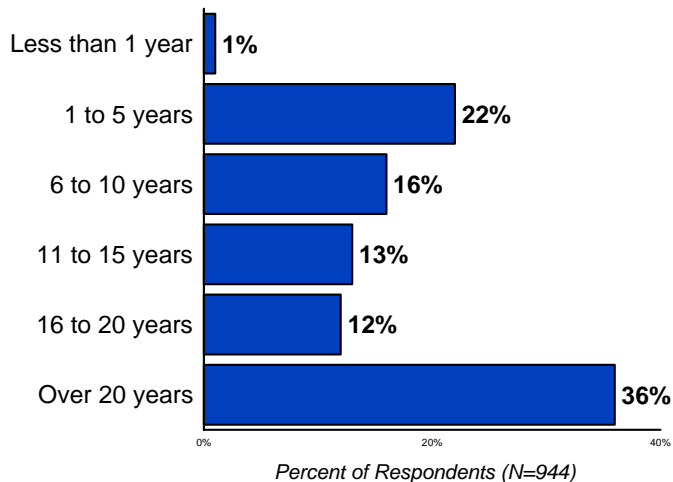




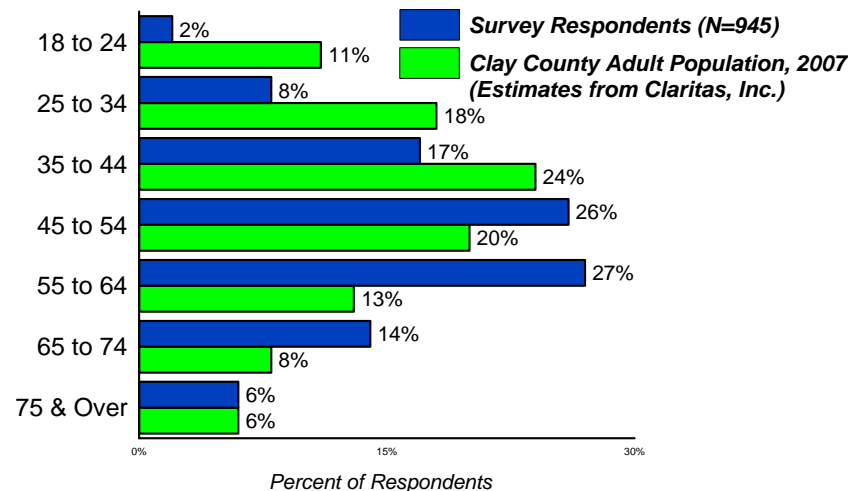
# Demographic Profile of Survey Respondents

Based on optional data provided by respondents.

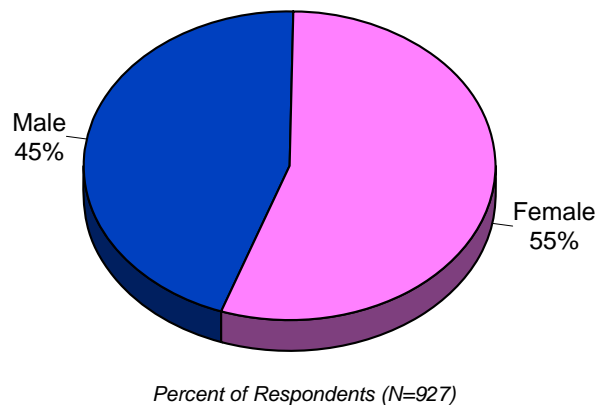
## Length of Residence in Clay County



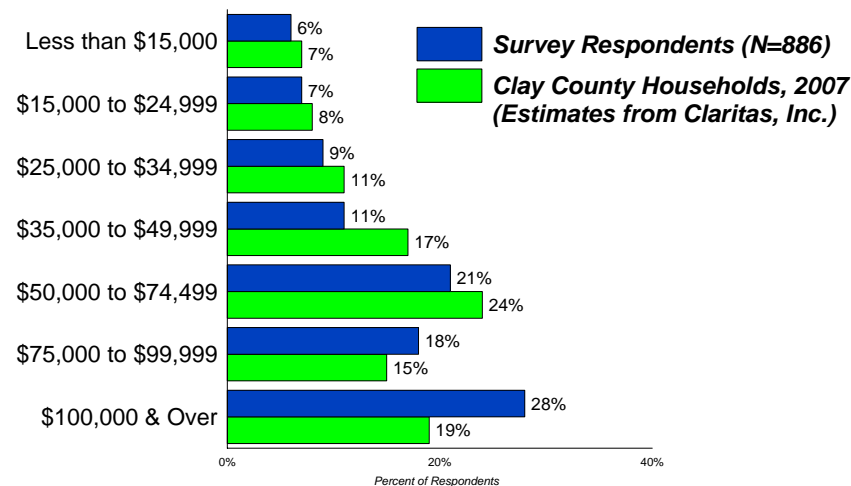
## Age of Respondent



## Sex of Respondent



## Annual Household Income





## Area of Residence of Survey Respondents

“In what zip code do you live?”

