

# JONESBORO RESIDENT SURVEY SUMMARY

JUNE 14, 2015



JONESBORO ECONOMIC  
DEVELOPMENT CORPORATION



# SURVEY RESULTS



An online survey was administered that asked local residents and others with an interest in Jonesboro's future to share their thoughts on the current state of the community and their vision for economic development. Over 1,850 people participated in the survey. The following pages contain a summary of the results.

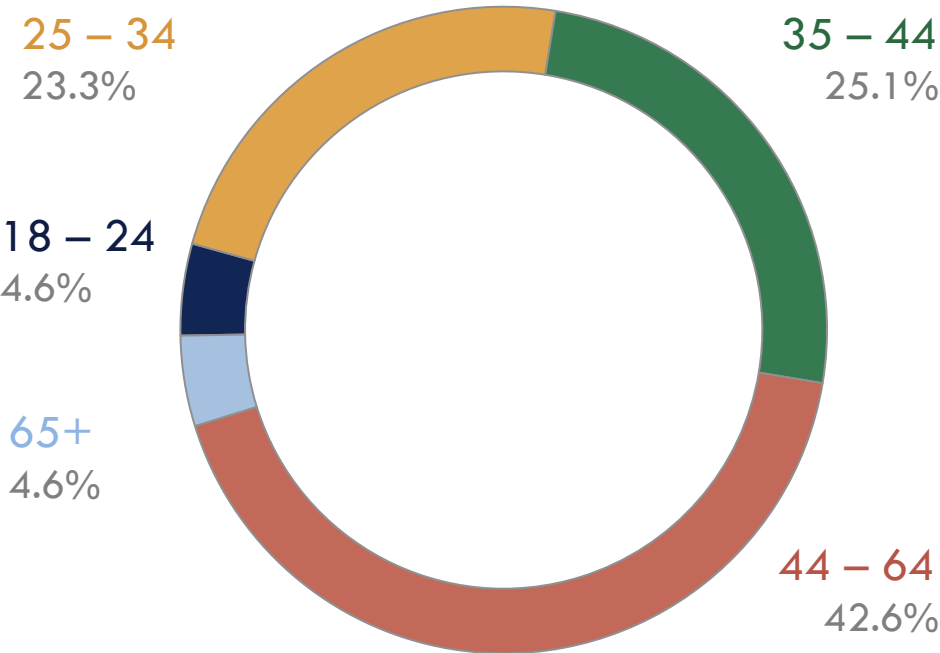


# RESPONDENT CHARACTERISTICS

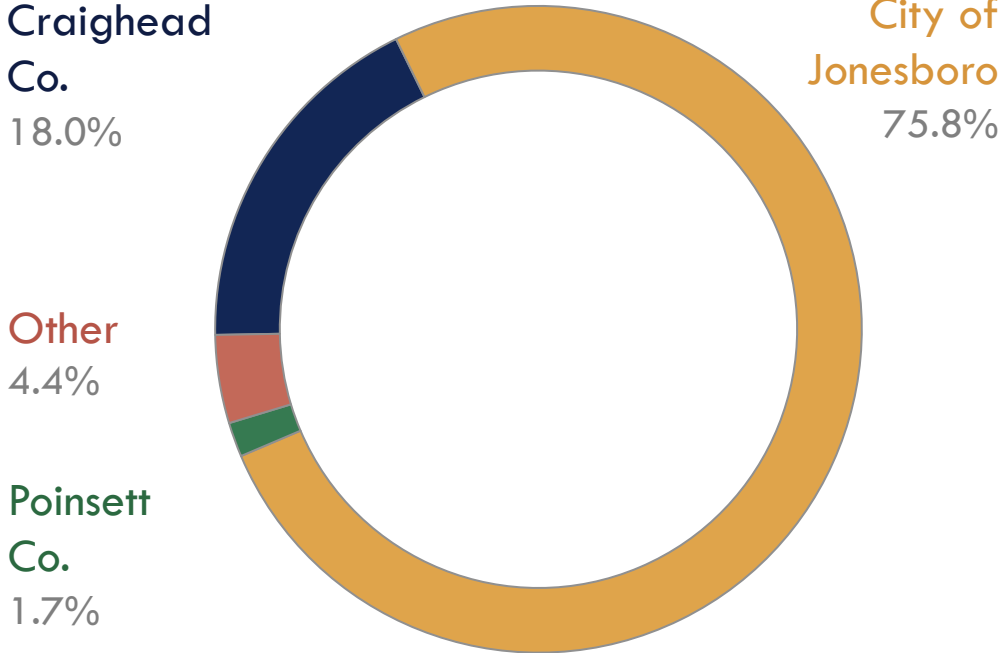
Nearly half of all survey respondents were in the 44-64 age group. Only a small proportion of survey respondents were in the 18-24 or 65+ age group.

The majority of survey respondents live in the City of Jonesboro. Those that responded “Other” listed Greene County, Lawrence County, and Paragould as their residence.

INTO WHICH AGE GROUP DO YOU FALL?



IN WHAT AREA DO YOU CURRENTLY LIVE?



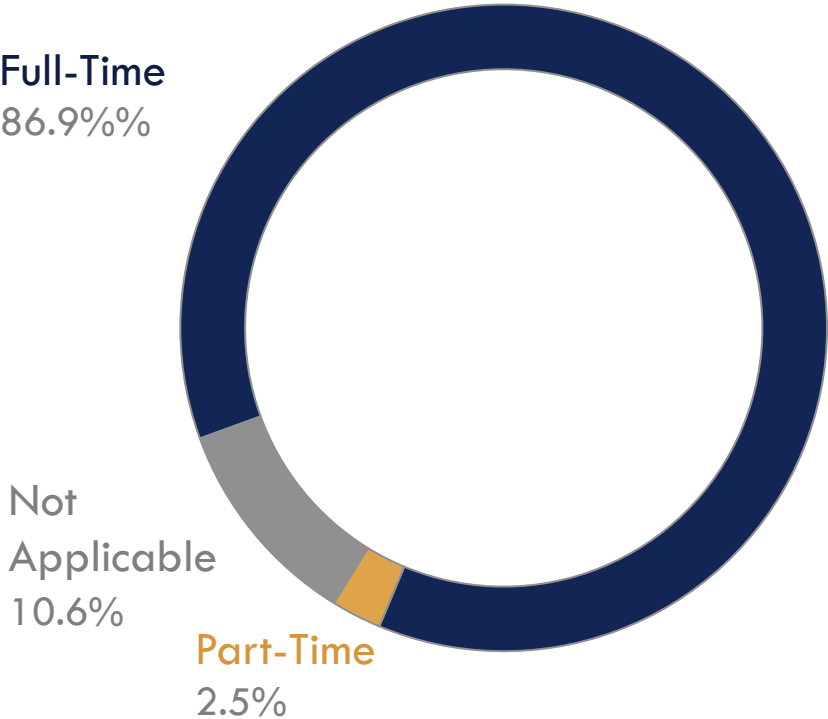
SOURCE: AVALANCHE CONSULTING

# RESPONDENT CHARACTERISTICS (continued)

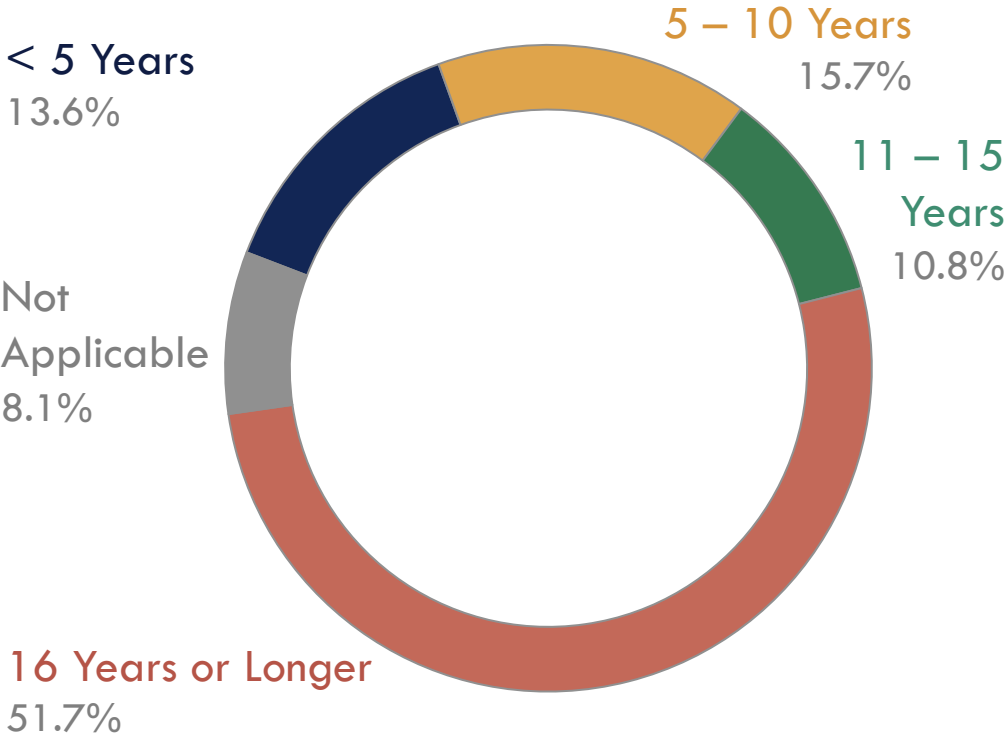
A majority of survey respondents live in Jonesboro full-time.

More than half of all survey respondents have lived in Jonesboro 16 years or longer.

DO YOU LIVE IN JONESBORO FULL-TIME OR PART TIME?



HOW LONG HAVE YOU LIVED IN JONESBORO?



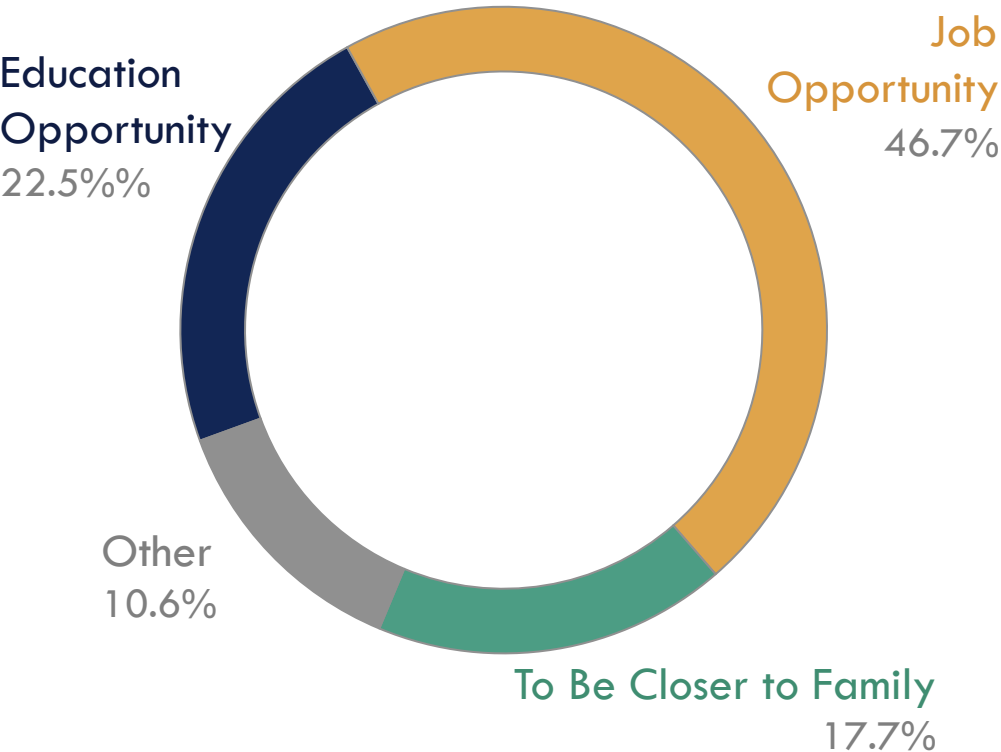
SOURCE: AVALANCHE CONSULTING

# RESPONDENT CHARACTERISTICS (continued)

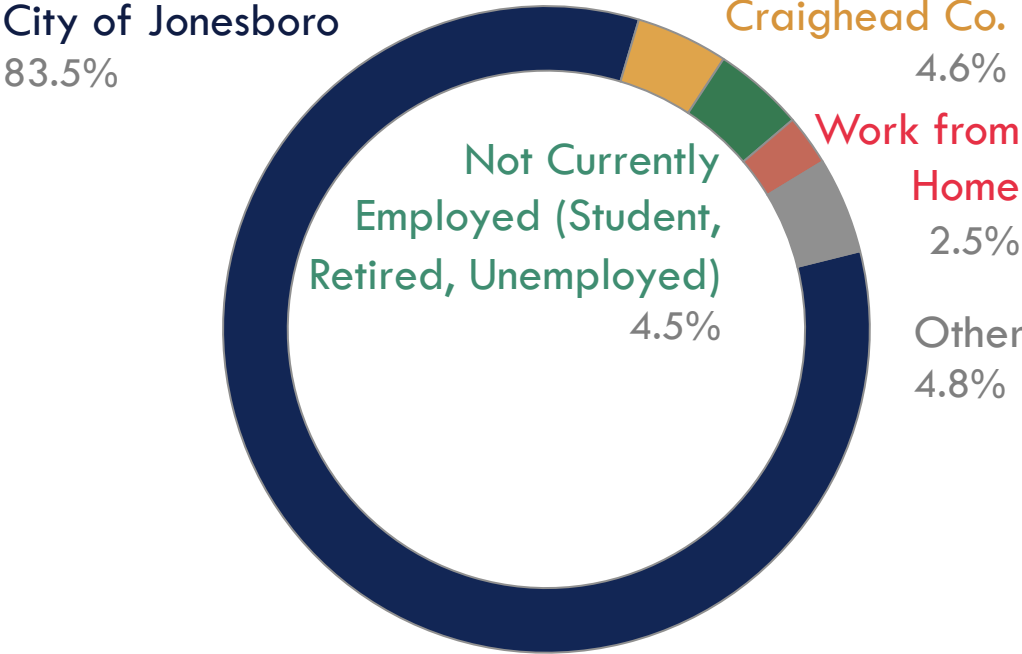
Nearly half of survey respondents not born in Jonesboro relocated for a job opportunity. Other reasons cited include pursuing an education opportunity and to be closer to family.

An overwhelming majority of survey respondents also work in Jonesboro.

IF YOU WERE NOT BORN IN JONESBORO, DID YOU RELOCATE HERE FOR:



IN WHAT AREA DO YOU CURRENTLY WORK?



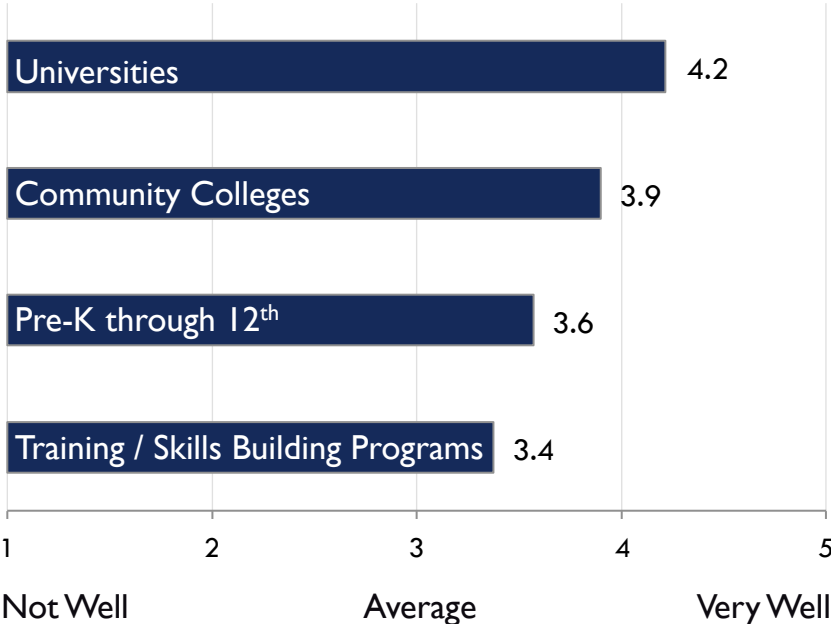
SOURCE: AVALANCHE CONSULTING

# COMMUNITY SATISFACTION

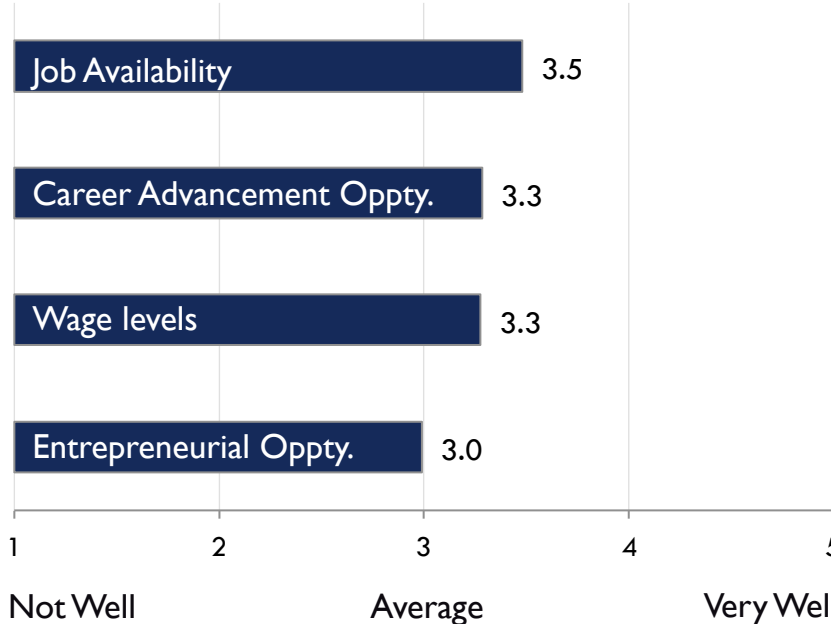
All education assets were rated above average in Jonesboro, with universities and community colleges rated highest.

Career assets, including job availability, career advancement opportunities, and wage levels, were rated slightly above average. Entrepreneurial opportunities were rated average.

HOW WELL DOES JONESBORO MEET YOUR EXPECTATIONS IN THE AREA OF EDUCATION?



HOW WELL DOES JONESBORO MEET YOUR EXPECTATIONS IN THE AREA OF CAREER?



SOURCE: AVALANCHE CONSULTING

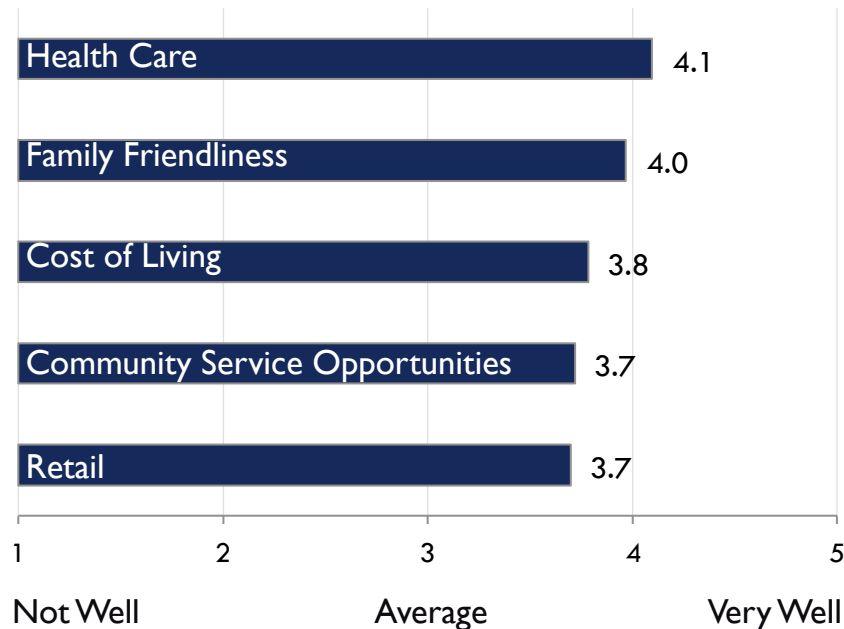


# COMMUNITY SATISFACTION (continued)

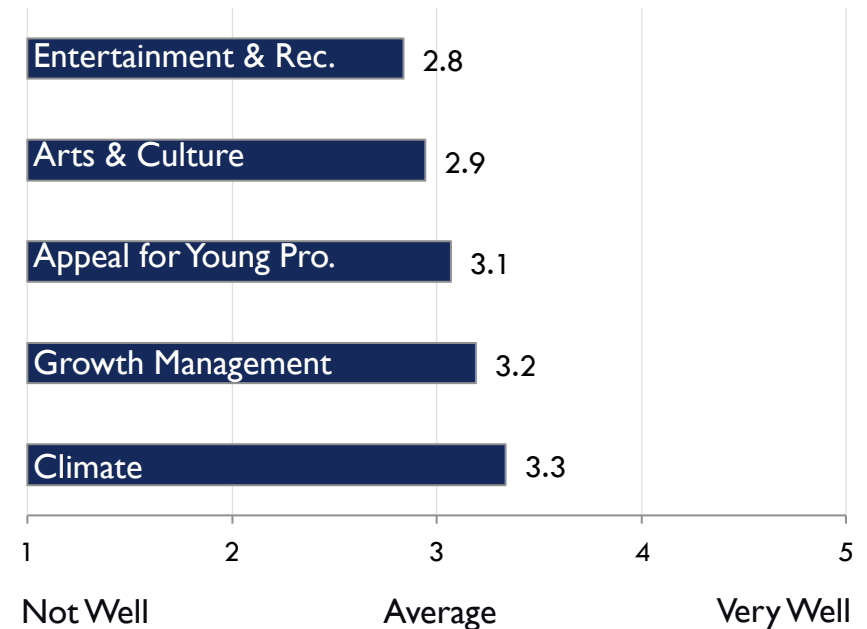
The highest rated quality of life assets include health care, family friendliness, cost of living, community service opportunities, and retail.

The lowest rated quality of life factors include climate, growth management, appeal for young professionals, arts & culture, and entertainment & recreation.

HOW WELL DOES JONESBORO MEET YOUR EXPECTATIONS IN THE AREA OF QUALITY OF LIFE?  
**5 HIGHEST RATED FACTORS**



HOW WELL DOES JONESBORO MEET YOUR EXPECTATIONS IN THE AREA OF QUALITY OF LIFE?  
**5 LOWEST RATED FACTORS**



SOURCE: AVALANCHE CONSULTING

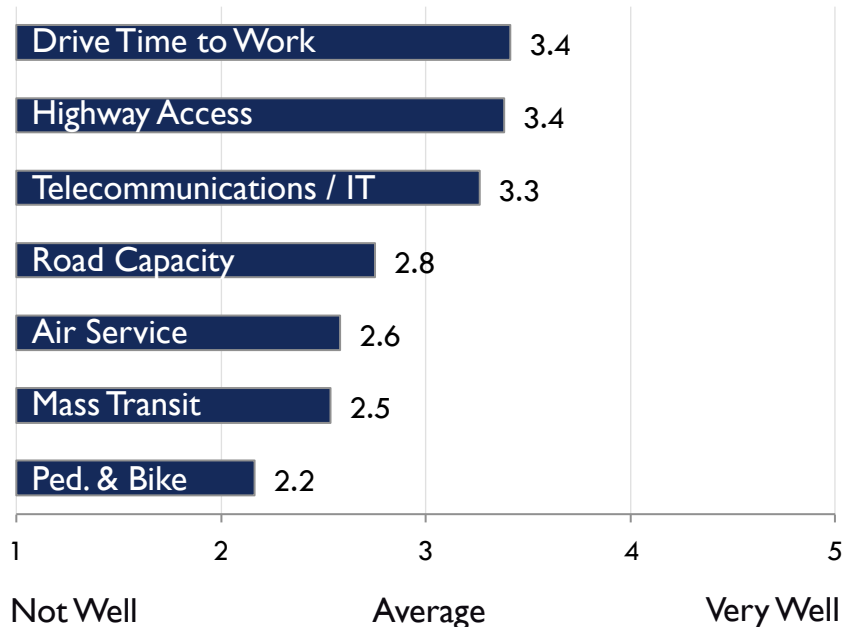


# COMMUNITY SATISFACTION (continued)

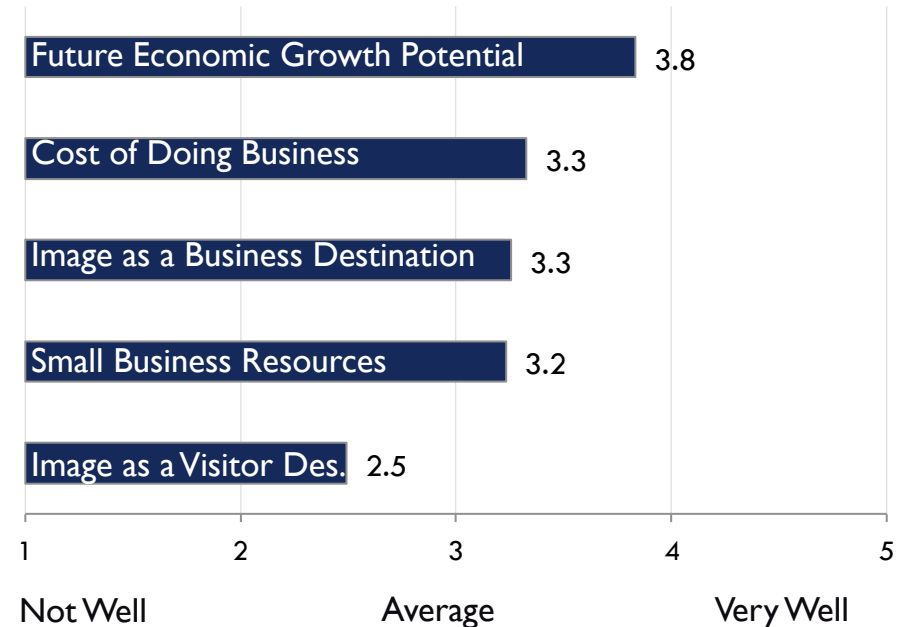
Infrastructure assets rated slightly above average include drive time to work, highway access, and telecommunications/IT. Road capacity, air service, mass transit, and pedestrian & bike routes were rated below average.

Regarding the general economy of Jonesboro, future economic growth potential was rated highest while image as a visitor destination was rated lowest.

HOW WELL DOES JONESBORO MEET YOUR EXPECTATIONS IN THE AREA OF INFRASTRUCTURE?



HOW WELL DOES JONESBORO MEET YOUR EXPECTATIONS IN THE AREA OF GENERAL ECONOMY?



SOURCE: AVALANCHE CONSULTING





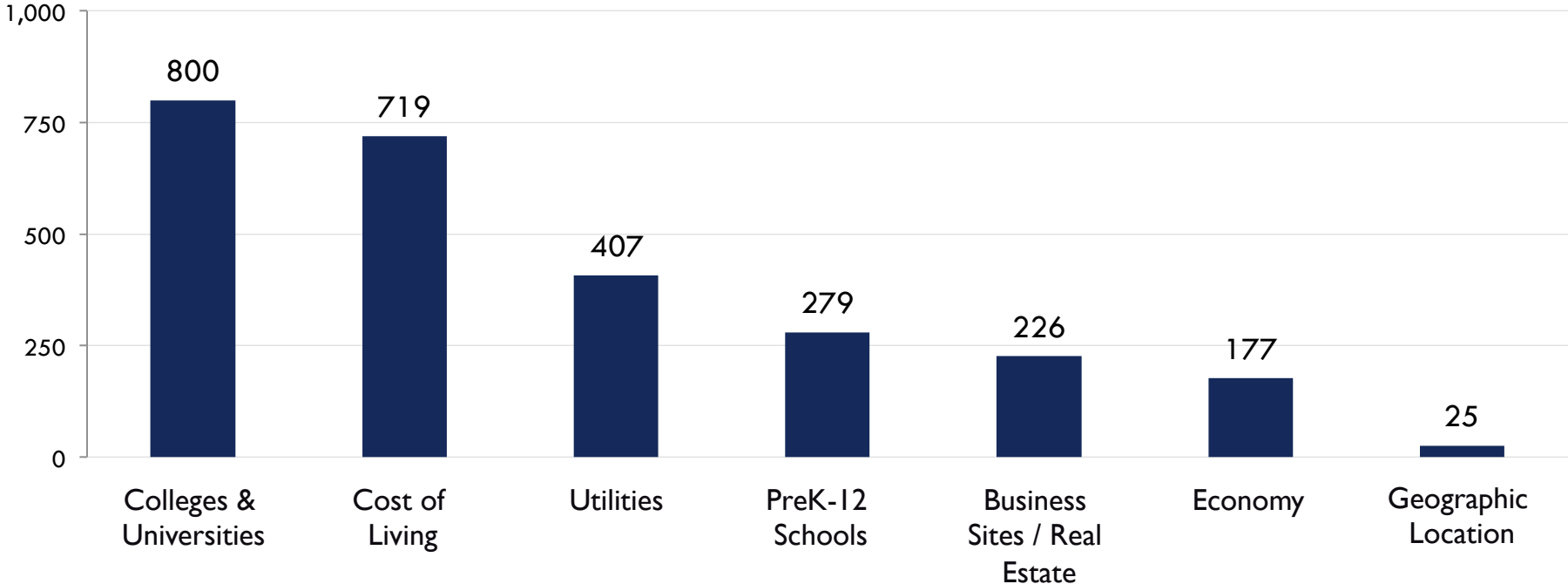




# COMMUNITY STRENGTHS

The top community strengths cited were colleges & universities and cost of living. Utilities, PreK-12 schools, business sites / real estate, economy, and geographic location were also cited.

JONESBORO'S TOP COMPETITIVE STRENGTHS  
(NUMBER OF RESPONDENTS CITING FACTOR AS A COMPETITIVE STRENGTH MINUS  
NUMBER OF RESPONDENTS CITING FACTOR AS A COMPETITIVE WEAKNESS)

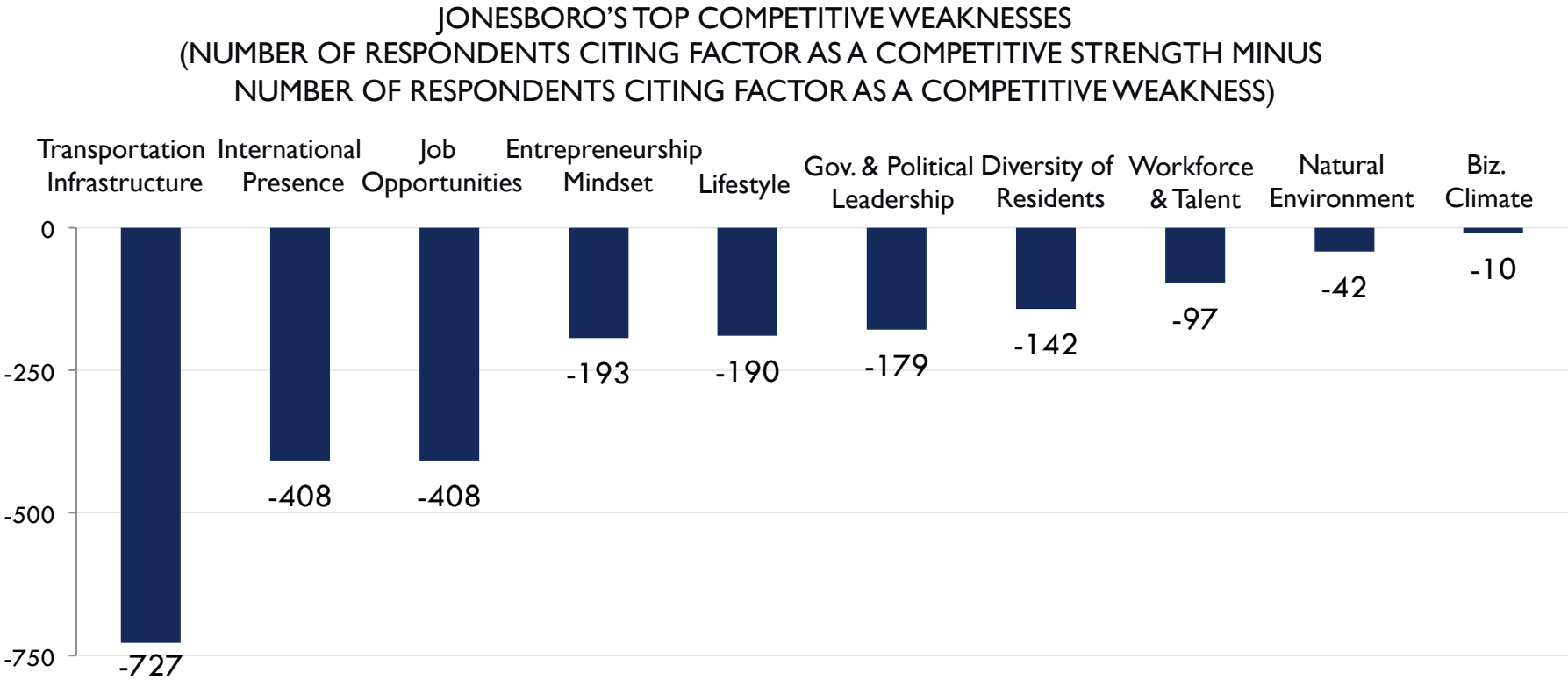


SOURCE: AVALANCHE CONSULTING



# COMMUNITY WEAKNESSES

Top community weaknesses cited were transportation infrastructure, international presence, and job opportunities. Entrepreneurial mindset, lifestyle, government & political leadership, diversity of residents, workforce & talent, natural environment, and business climate were also cited.



SOURCE: AVALANCHE CONSULTING

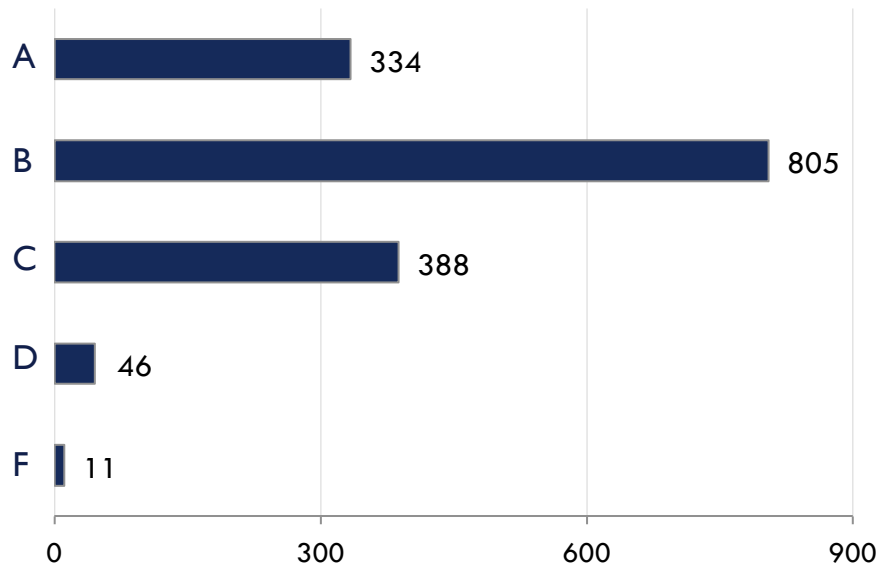


# ECONOMIC DEVELOPMENT PERFORMANCE & PRIORITIES

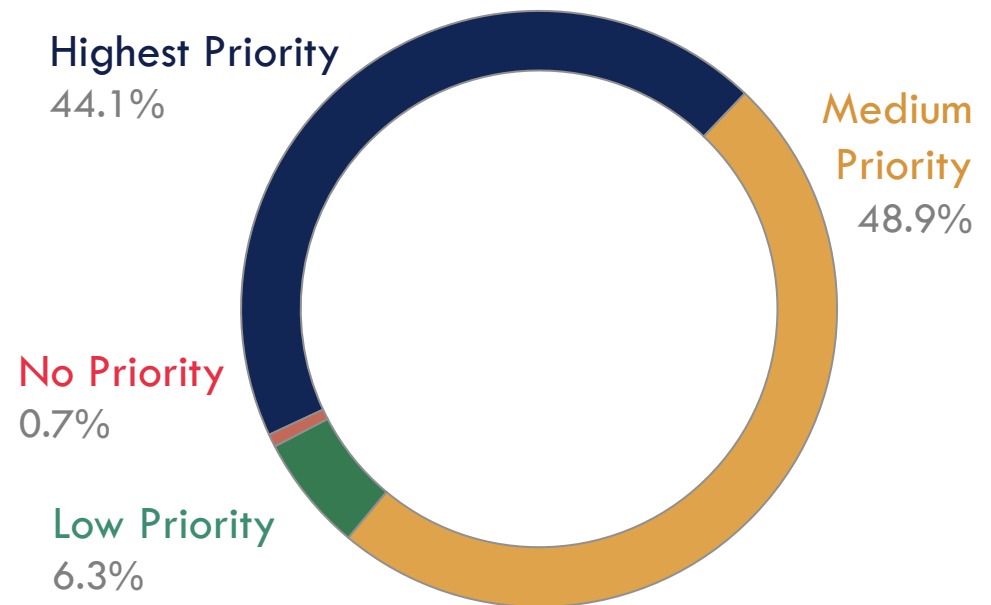
The average grade given to Jonesboro's economic performance over the past five years was a "B".

An overwhelming majority of survey respondents cited economic development and job creation as a medium or high priority.

COMPARED TO THE NATION, HOW WOULD YOU GRADE JONESBORO'S ECONOMIC PERFORMANCE OVER THE PAST FIVE YEARS?



HOW WOULD YOU RATE ECONOMIC DEVELOPMENT AND JOB CREATION AS A PRIORITY FOR JONESBORO?



SOURCE: AVALANCHE CONSULTING



# ECONOMIC DEVELOPMENT PERFORMANCE & PRIORITIES

A majority of survey respondents said they would support additional funding for economic development.

WOULD YOU SUPPORT ADDITIONAL FUNDING FOR ECONOMIC DEVELOPMENT INITIATIVES



SOURCE: AVALANCHE CONSULTING





# HOW TO IMPROVE JONESBORO

When asked what Jonesboro leaders can do to make the region a better place for residents, traffic, transportation, entertainment, and parks were cited most often.

NAME TWO SPECIFIC THINGS JONESBORO LEADERS CAN DO TO MAKE THE REGION A BETTER PLACE FOR RESIDENTS?



SOURCE: AVALANCHE CONSULTING





