



The Hopkinsville Beautification Commission and the Hopkinsville-Christian County Community Vision Plan partnered to launch the 2009 Beautification and Enhancement Survey. Over 150 citizens responded to the 2009 survey.

This summary focuses on the questions that dealt with the general appearance of the community. The 2009 results are cross referenced against the 2008 results for the like questions.

Question Responses:

Hopkinsville-Christian County offers a good quality of life

2008: 28.7% somewhat disagree to disagree with this statement

2009: 17.3% somewhat disagree to disagree with this statement

Hopkinsville is a clean and attractive community

2008: 52.9% somewhat disagree to disagree with this statement

2009: 34.1% somewhat disagree to disagree with this statement

Hopkinsville has a nice and clean downtown district

2008: 53.4% somewhat disagree to disagree with this statement

2009: 46.9% somewhat disagree to disagree with this statement

Hopkinsville should be recognized for its cleanliness

2008: 72.6% somewhat disagree to disagree with this statement

2009: 54.2% somewhat disagree to disagree with this statement

Hopkinsville has a consistent look and feel to main attractions and entries

2008: 68.7% somewhat disagree to disagree with this statement

2009: 55% somewhat disagree to disagree with this statement

Hopkinsville does enough to maintain and a clean and attractive look

2008: 78.3% did not agree with this statement

2009: 65.5% somewhat disagree to disagree with this statement

Hopkinsville-Christian County provides adequate directional and attraction signage

2008: 48.1% did not agree with this statement

2009: 42.8% somewhat disagree to disagree with this statement

Summary Thoughts:

Survey results on the community's appearance showed an overall improvement from 2008 to 2009. Negative impressions weakened on every question. Further, respondents trended away from the strongly disagree response in all questions. This is a good sign as it suggests that extreme negative perception declined between 2008 and 2009. This could be a result of ongoing public relations and clean up efforts.

However, it should be noted that 2009 survey provided a neutral response choice (3) which was the majority response category in four of the seven questions asked. This suggests that there are many people who are undecided or neutral on the questions. The 2008 survey forced the respondents to choose along the disagree/agree continuum. When forced to choose, 2008 respondents trended negative in their perception.

Survey responses confirmed that we must continue to focus on our efforts to communicate the importance of keeping the community clean and green, to offer clean up and beautification efforts, and to strategically utilize financial and social resources to beautify public places, key corridors, and offer directional/ attraction signage for visitors and new residents

Additional information on the complete survey findings is available from the Hopkinsville Beautification Commission at 270-890-0200. Additional information on this summary report is available from the Community Enhancement Committee at 270-885-9096.