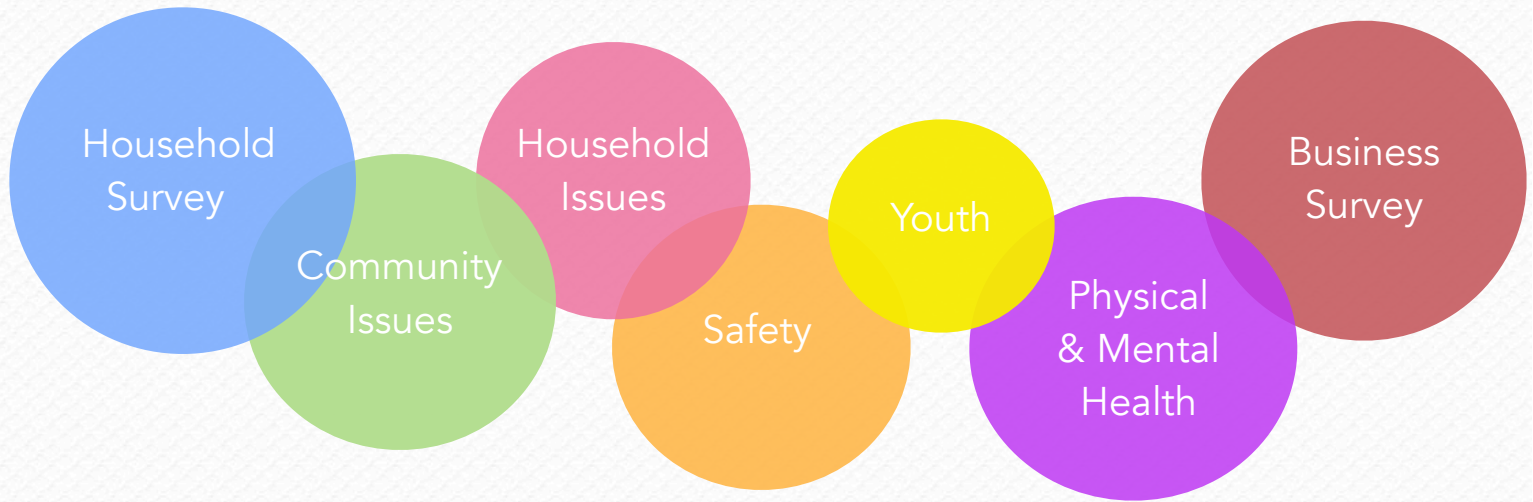


# Knox County

## 2014 Community Health Assessment

---

---



# ACKNOWLEDGEMENTS

Kelly Corrigan  
Supervisor, Kno-Ho-Co Health Services

Janet Chandler  
Evaluation Coordinator, Mental Health & Recovery for Licking & Knox Counties

Nick Clark  
Executive Director, YMCA of Mount Vernon

Thom Collier  
Commissioner, Knox County

Carol Dorough  
Dean, Health Sciences - Mount Vernon Nazarene University

Jackie Fletcher  
Director of Nursing, Knox County Health Department

Judy Gregg  
Nursing Faculty, Mount Vernon Nazarene University

Carol Grubaugh  
Executive Director, Knox County Chamber of Commerce

Larry Hall  
Agent, OSU Extension of Knox County

Joy Harris  
Director, Interchurch Social Services

Matt Hellman  
Executive Director, New Directions, The Domestic Abuse Shelter and Rape Crisis Center  
of Knox County

Joann Kerr  
Health Educator, Knox County Health Department

Richard Mavis  
Mayor, City of Mount Vernon

Barb Mickley  
Director, Sanctuary Community Action - Danville

Julie Miller  
Health Commissioner, Knox County Health Department

Jen Odenweller  
Executive Director, United Way

Steve Oster  
Superintendent, Knox County Board of DD

Pam Palm  
Public Information Officer, Knox County Health Department

Lee Rhoades  
Member, Knox County Board of Health

Jana Shira  
Administrator, Children's Services

Kay Spergel  
Executive Director, Mental Health & Recovery for Licking & Knox Counties

Peg Tazewell  
Executive Director, Knox County Head Start

Jennifer Turnes  
Senior Vice President and Chief Operating Officer, Behavioral Health Care Partners

Sandra Walker  
Dean, Health Programs - Central Ohio Technical College

Bruce White  
CEO, Knox Community Hospital

# TABLE OF CONTENTS

Acknowledgements

Executive Summary

Introduction & Overview	1
Working Together for the Good of Knox County: Creating a Community Vision	2
Moving Forward Together: The 2014 Community Health Assessment	2
Limitations of the Research	4
Demographic Information	5
<b>Table 1:</b> Race/Ethnicity/Gender/Education of Knox County Residents and Survey Respondents	6
<b>Table 2:</b> Household Income and Age of Knox County Residents and Survey Respondents	8
<b>Table 3:</b> Household Survey Respondents by Zip Code	9
<b>Table 4:</b> Respondent Relationship Status	10
Community: Strengths	11
<b>Table 5:</b> Perceptions of the Knox County Community	12
Community Activity & Affiliation	12
Community: Issues	14
<b>Table 6:</b> Opinions About Community Issues - Overall and by Gender	15-16
<b>Table 7:</b> Top 5 Opinions About Community Issues 2011 and 2014	17
<b>Table 8:</b> Opinions About Community Issues - Mount Vernon/Gambier/Central	18
<b>Table 9:</b> Opinions About Community Issues - Fredericktown/Northwest	18
<b>Table 10:</b> Opinions About Community Issues - Centerburg/South/West	19
<b>Table 11:</b> Opinions About Community Issues - Danville/Howard/East	19
Household: Issues	20
Household Issues & Income Level	20
<b>Table 12:</b> Financial Issues and Income Level	22
<b>Figure 1:</b> Change in Financial Situation, Employment, and the Local Economy	23
<b>Table 13:</b> Housing Issues and Income Level	24
Support Services	24
<b>Table 14:</b> Support Services in My Household	25

<b>Table 15:</b> Support Service Needs in Knox County 2011 and 2014	26
Safety: Issues	27
<b>Table 16:</b> Perceptions of Safety Issues in Knox County	28
<b>Table 17:</b> Household Safety Issues Comparison 2011 and 2014	29
<b>Table 18:</b> Perception of Community Safety Issues by Income	30
<b>Figure 2:</b> Respondent Rating of 911 Services in Knox County	31
Physical & Mental Health: Issues	32
Health Ratings & Rankings	33
<b>Table 19:</b> County Health Ratings, 2015 Report	33
<b>Table 20:</b> Respondent Rating of Overall Health by Income 2011 and 2014	34
<b>Table 21:</b> Respondent Rating of Physical Health by Income	35
<b>Table 22:</b> Respondent Rating of Mental Health by Income	36
Health Issues	
<b>Table 23:</b> Top 5 Health Issues Among All Respondents	37
<b>Table 24:</b> Rating of Health Issues Among All Respondents	38
<b>Table 25:</b> Rating of Health Issues by Income Level	39-40
<b>Table 26:</b> Top 5 Community Physical and Mental Health Issues for All Respondents	41
<b>Table 27:</b> Rating of Community Medical and Mental Health Issues for Households With and Without Children	42
<b>Table 28:</b> Top 5 Community Physical and Mental Health Issues for Respondents with Children	43
<b>Table 29:</b> Top 5 Community Physical and Mental Health Issues for Respondents without Children	44
<b>Table 30:</b> Rating of Physical and Mental Health Issues by Zip Code	45
<b>Table 31:</b> Top 5 Physical and Mental Health Issues for Mount Vernon/ Gambier/Central	46
<b>Table 32:</b> Top 5 Physical and Mental Health Issues for Fredericktown/ Northwest	46
<b>Table 33:</b> Top 5 Physical and Mental Health Issues for Centerburg/ South/West	47
<b>Table 34:</b> Top 5 Physical and Mental Health Issues for Danville/Howard/ East	47
<b>Table 35:</b> Physical and Mental Health Issues for All Respondents	48
<b>Table 36:</b> Opinion of Physical and Mental Health Issues by Income Level	50
Alcohol, Drugs, & Other Substances	51

<b>Table 37:</b> Respondent Concerns with Drugs and Other Substances In the Community	52
<b>Table 38:</b> Respondent Household Usage of Tobacco/Nicotine Products	52
Access to Care & Insurance Issues	53
<b>Figure 3:</b> Access to Doctors, Dentist, Eye Care and Mental Health	53
<b>Figure 4:</b> Types of Health Insurance	54
<b>Table 39:</b> Top 5 Health Services That Were Needed But Unable to Access	55
<b>Table 40:</b> Access to Health Care Services by Income	56
<b>Figure 5:</b> Change in Personal Health/Status and Community Health/Status	57
Issues Impacting Youth	58
<b>Table 41:</b> Opinion of Physical/Mental Health Issues Impacting Youth Among All Household Respondents	59
Youth Substance Use/Abuse	60
<b>Table 42:</b> Opinion of Drug/Substance Abuse Issues Impacting Youth Among All Household Respondents	60
<b>Table 43:</b> Adult and Youth Reported Level of Concern and Usage of Substances	61
<b>Table 44:</b> Adult and Youth Reports of Discussions on Effects of Substance Use	62
<b>Table 45:</b> Rating of Social/Safety Issues Impacting Youth Among All Household Respondents	64
Technology, Social Media, Bullying, Cyberbullying, & Safety	64
<b>Table 46:</b> Rules on Bullying or Threatening Other Students 2011 and 2013	65
<b>Table 47:</b> Rating of Educational Issues Impacting Youth Among All Household Respondents	66
<b>Table 48:</b> Top 5 Issues Impacting Youth Among All Household Respondents	67
Business Survey	68
Demographic Information	68
<b>Figure 6:</b> Primary Business of Knox County Companies	69
<b>Figure 7:</b> Length of Business Operation	70
<b>Figure 8:</b> Number of Employees Who Work Within Your Company in Knox County	71

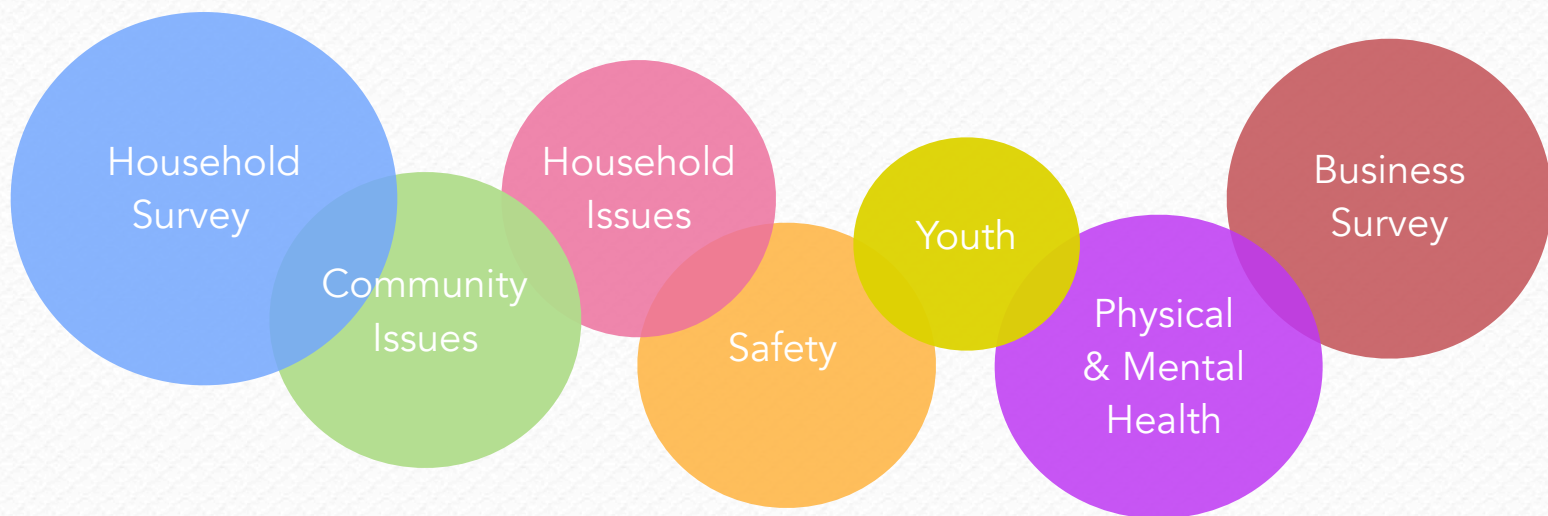
<b>Figure 9:</b> Number of Employees that Live in Knox County or Commute Based on Number of Total Employees	71
<b>Figure 10:</b> Ownership of Business Space	72
Services, Benefits, & Opportunities for Employees	72
<b>Figure 11:</b> Business/Employee Communication Methods	73
<b>Figure 12:</b> Health, Dental, Life, and Vision Insurance Provided by Knox County Businesses	74
<b>Figure 13:</b> Health, Dental, Life, and Vision Insurance Provided by Knox County Businesses 2011 vs 2014	74
<b>Figure 14:</b> Knox County Companies that Support Health Practices	76
<b>Figure 15:</b> Knox County Companies that Support Health Practices 2011 and 2014	76
Strengths & Positive Reactions	77
<b>Figure 16:</b> Top 3 Reasons for Locating or Keeping Your Business in Knox County	79
Financial Issues	79
<b>Figure 17:</b> Respondent Ratings of Financial Issues Impacting Business	80
Availability of Community Services	80
<b>Table 49:</b> Respondent Ratings of the Availability of Community Services	81
<b>Figure 18:</b> Availability of Community Resources: Percentage Rated Excellent or Good	82
Concerns & Needs	82
Employee Issues	84
<b>Table 50:</b> Respondent Ratings of the Local Workforce	84
<b>Table 51:</b> Frequency at Which Employees' Attendance or Performance is Impacted by Employees' Children	86
Rating of the Availability of Community Resources	87
<b>Table 52:</b> Respondent Ratings of the Availability of Community Resources	87
Finding Expertise	88
<b>Figure 19:</b> Desired Skill Development/Training for Knox County Employees	89
Future	89
<b>Figure 20:</b> Type of Expansion Planned Among Businesses Expanding in Knox County	90

<b>Figure 21: Constraints Faced by Businesses Expanding in Knox County</b>	91
Discussion & Recommendations	92
Community Strengths	93
Community Concerns	93
Conclusion	96
Secondary Data	98
<b>Table 53:</b> Parent Survey: Opinions About Parenting	100
<b>Table 54:</b> Parent Survey: Opinions About Support	102
<b>Table 55:</b> Parent Survey Other Parenting Issues	103
PRIDE Youth Survey 2013	104-108
Pathways of Central Ohio Hotline FY14	109-112
Mount Vernon Salvation Army Statistical Reports 2014	113
County Health Ranking and Roadmaps: Knox County Snapshot 2015	114
2012 Ohio Statewide Transit Needs Study: Knox County	115-116



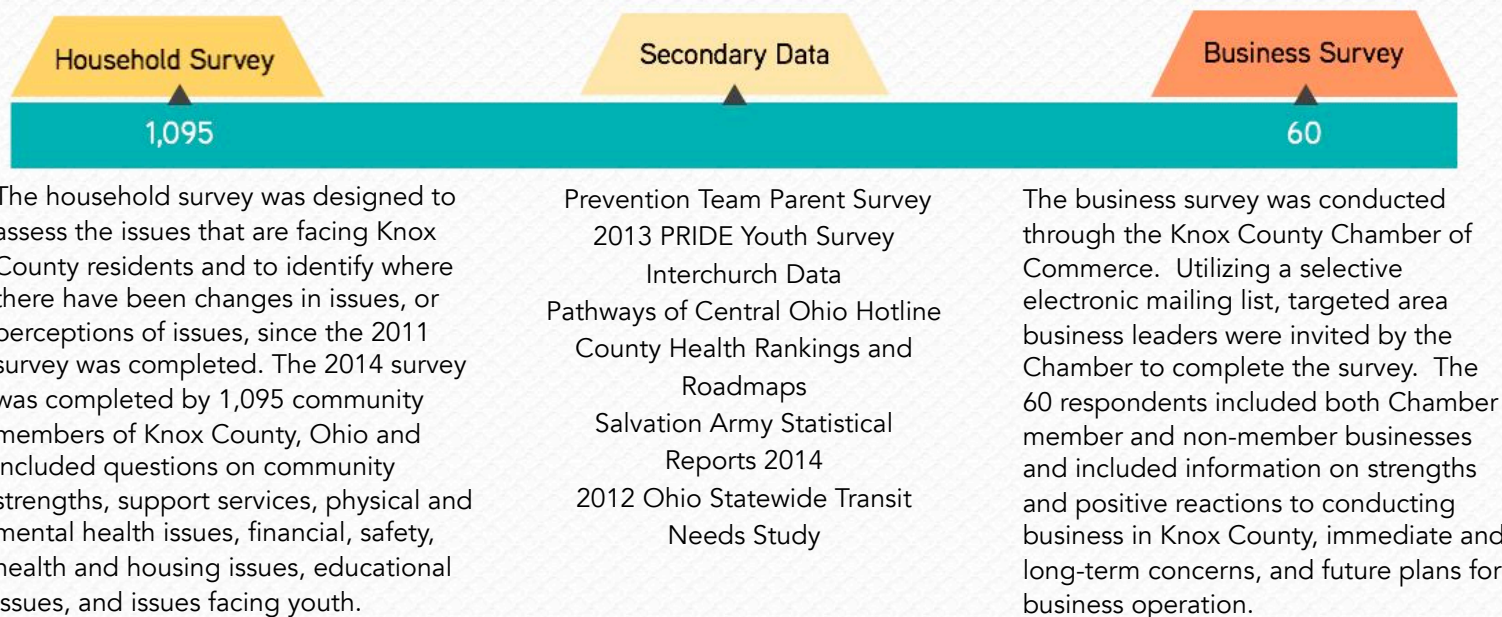
# Knox County

## Community Health Assessment 2014 Executive Summary



The Knox County Community Health Assessment Partnership commissioned a research and assessment project -- the 2014 Knox County Community Health Assessment -- which is a follow up to the 2011 Community Health Assessment. This project aims to gather and update data and information from a variety of community sources and use this information to continue to improve health and community services in Knox County. Two different surveys were administered to various subsets of the population throughout Knox County. With a desire to gather information from a broad base of Knox County residents and business owners, two similar, but specialized, surveys were disseminated through various means. The surveys included both quantitative and qualitative data including 'yes/no' questions, rating scales, and opportunities for open-ended responses.

## Data Collection



# Knox County Strengths



The 2014 assessment gathered information on perceived strengths in Knox County and sought to understand what residents and business owners like and dislike about living in Knox County. Respondents were asked to rate several indicators of community togetherness.

Ninety-two percent (92%) of respondents enjoy living in Knox County and are proud of their community and 89% of respondents believe that residents are willing to help each other out in the community.

In addition to feeling close to other residents in their communities, respondents believe that they have an opportunity to make an impact in their community. The majority (64%) reported that they have 'much' or 'some' opportunity and this is demonstrated, in part, by the large number of Knox County residents who are engaged in civic and volunteer activities. Fifty-five percent (55%) of Knox County residents reported an affiliation with a religious group, church or organization, and 21.9% reported volunteering with their church or religious group.

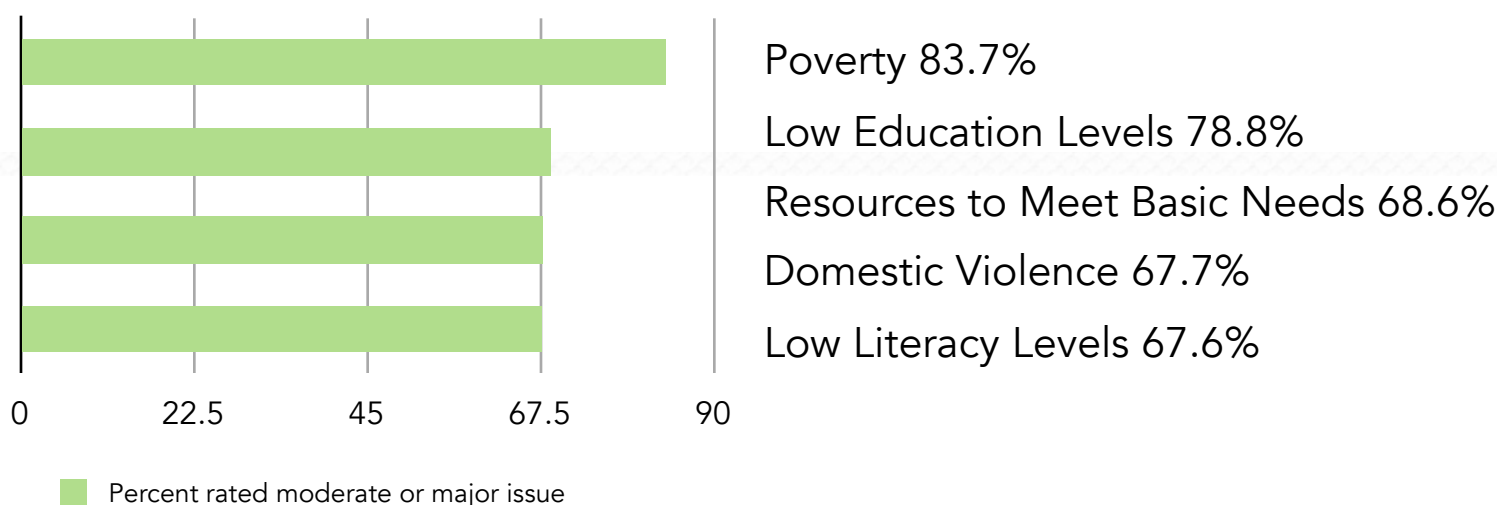
## TOP 10 THINGS I LIKE ABOUT KNOX COUNTY

Community  
Small Town  
Parks  
Rural  
Beautiful  
Family  
Friendly People  
Country  
Bike Path  
Safe

"I like the rural sensibility and the willingness of people to help each other regardless of class ... Of course the natural beauty of the area is what really drew us to Knox County."

-Household Survey Participant

## Perception of Community Issues: Top 5



The majority of household survey respondents believe that Knox County is an inclusive community that is accepting of people of all races (69.5%) and income levels (76.9%).

The participants were asked to rate the following issues: poverty, low educational levels, low literacy levels, resources to meet families' basic needs, seat belt usage, motor vehicle accidents, availability of exercise resources or fitness opportunities, domestic violence, sexual violence, human trafficking, littering, water pollution, air pollution, proper land use (zoning, building), and lack of building codes.

# Household Survey

## Key Findings & Summary

The questions on the household assessment were designed to gauge resident's perceptions of issues impacting the community, as well as further understand the issues that are impacting individual households in Knox County. The questions that were posed asked respondents to rate their perception of how various community issues, physical and mental health issues, and financial/income issues impact Knox County, and then respondents were asked to consider how these issues impact their household. The 2014 assessment also included a section that asked respondents to report on opinions related to issues impacting youth in the community.

The household respondent population is substantially more educated, overall, than the general population of Knox County, with 40.2% of respondents earning a bachelor's degree or above compared with 20.4% of the total county population. As would be expected, there is a statistically significant correlation between education level and income with higher levels of education positively correlated with higher income levels. For example, 47% of respondents with a post-graduate degree had income levels over \$100,000, whereas only 2.5% respondents with a high school education earned more than \$100,000.

Of the  
1,095  
household survey  
respondents  
78%  
were female and  
77%  
had higher levels of  
education than most  
Knox County residents.

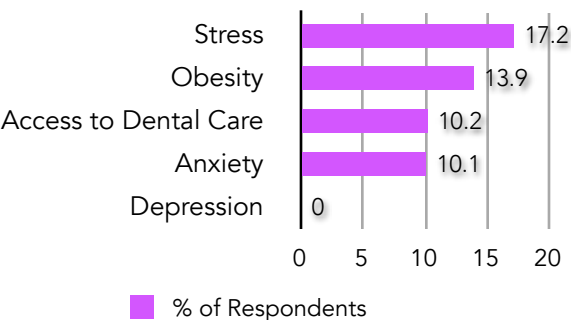
## Perceptions of Knox County Residents

The household survey was designed to assess the perceptions Knox County residents have regarding issues in the community and issues in their home. There are vast differences between the ratings of issues in the community vs. issues in the home -- with obesity being the only issue that was present as a top five issue in the household and the community. Among issues impacting youth in the community, respondents identified: alcohol/drug abuse (53.5%), unhealthy food choices (49.9%), obesity (48%), mental health issues (44.3%), and teen pregnancy/parenting (42.2%) as the top five concerns. Distracted driving (65.5%), misuse/overuse of technology (55.5%), lack of parent involvement (54.2%), bullying/cyberbullying (46.1%), and child abuse/neglect (39%) led the list of top safety issues facing youth.

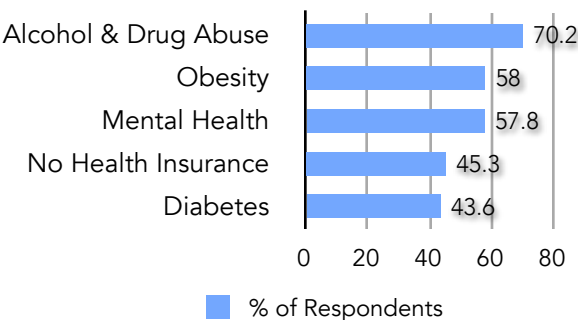
Respondents were asked to assess physical and mental health issues - both in their home and the community. Significant variances were present based upon household income with the lowest earners reporting the greatest number of health issues, the least access to healthcare providers, and the greatest need for community support services.

As resident's  
**INCOME**  
increased  
**HEALTH RATINGS & ACCESS TO HEALTHCARE SERVICES**  
increased

Top Household Health Issues: % Major Issues



Top Community Health Issues: % Major Issues





# Business Survey

## Key Findings & Summary

The business survey was designed to gather information on the social, economic, and health issues that impact the county from an infrastructure and economic perspective. The questions solicited feedback on areas of immediate concern as well as anticipated needs and goals for the future. The business survey posed questions to respondents regarding their overall impressions of Knox County as a place to do business.

The 60 respondents who completed the business survey represent a variety of business types including: retail (42%), healthcare (14%), manufacturing (14%), non-profit (8%), food service (8%), government (8%), and construction (3%). Sixty-nine percent (69%) of respondents indicate that the composition of their staff is fewer than 20 employees and 61% own their place of business.

Business respondents had positive statements about the county as a place to do business, the availability of community resources, and their planned growth and expansion in the community; however, most expressed concerns about the quality of the Knox County workforce related to skill level, work ethic, availability, and stability.

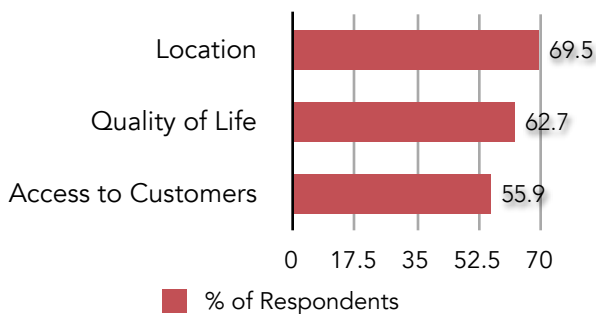
"We need a dependable workforce with basic computer skills and at least a high school education. We also need young professionals that appreciate the lifestyle here and that want to raise families here. Employees need access to transportation and affordable housing."

-Business Survey Respondent

## Perceptions of the Knox County Business Community

The majority (76%) of respondents believe Knox County is a good or excellent place to do business and more than 90% would recommend Knox County to others as a venue for business. Respondents also reported their top reasons for locating or keeping businesses in the county. The results indicate that Knox County offers business operators a high quality of life, favorable location, and access to consumers.

### Top Reasons for Doing Business in Knox County



Business survey respondents rated most community services (roads/highways/freeways, water and sewer, natural gas services, telecom services, high-speed internet access, electrical services, air transportation, professional services, snow and ice removal) as

**GOOD**

with the exception of street and sidewalk cleaning and street repairs which were rated

**AVERAGE.**

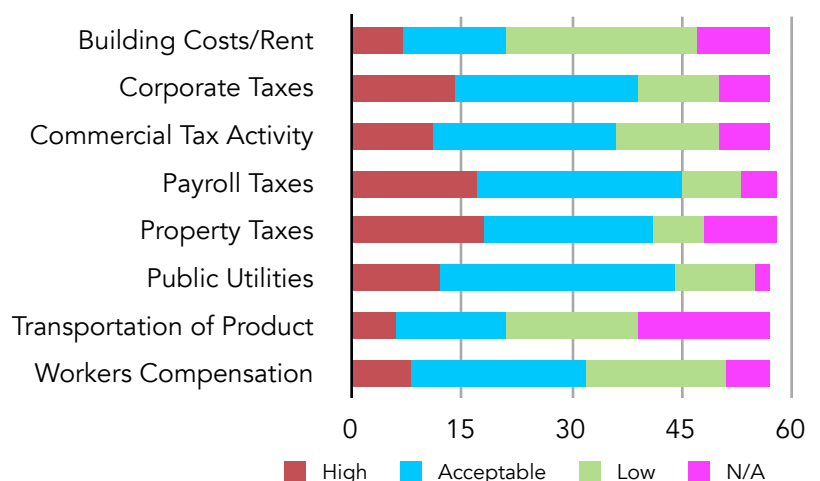
Business survey respondents rated the availability of community resources as average or good, with the following ratings:

**GOOD:** fire protection, law enforcement, health care services, school system.

**AVERAGE:** public transportation, child care services, shopping, recreation, restaurants, hotel and conference facilities.

Forty-five percent (45%) of survey respondents plan to modernize or expand their business, buildings, or equipment.

### Financial Issues Impacting Businesses in Knox County



# 2015 Community Health Improvement Plan Update

---

Julie Miller, RN, MSN, Knox County Health Commissioner

The Knox Health Planning Partnership (KHPP), formerly the Knox County Community Health Assessment Partnership, designed the 2014 community health assessment to obtain data and gather information on a variety of community issues as a way to identify community strengths and areas of concern. The community partners behind this most recent assessment made special effort to gain a clearer understanding of the strengths, struggles and perceptions of various groups of residents in the Knox County on key issues impacting their daily lives. The reliance on multiple sources of data obtained through the survey offers depth in terms of the quality of information gathered.

The household and business surveys provided information specific to each subgroup defining their key concerns and strengths individually. This information is extremely valuable and will be result in development and implementation of a 2015 Community Health Improvement Plan (CHIP). The CHIP will provide specific goals, strategies and timelines for addressing the priority issues identified through the assessment process. The KHPP anticipates that the 2015 CHIP will include and continue the majority of the successful strategies implemented in the 2012 CHIP addressing the top 3 priorities of alcohol, drug and tobacco use, mental health issues, and childhood obesity.

The 2012 CHIP focused on the priorities and the strategies to address those priorities. These items were identified by KHPP members through the analysis of the top ten (10) issues identified by the assessment respondents, local secondary data (current reality), and the consideration of the issues identified that were feasible for implementation. This document enabled the KHPP to measure the progress made towards addressing the three (3) priorities identified.

Positive outcomes of the 2012 CHIP include but are not limited to: development of the "Get Healthy Knox" wellness campaign (Facebook page, healthy living tips, coalition working on wellness issues) and utilization of the 5-2-1-0 healthy lifestyle and Crunch Out Obesity school-based programs; a community organizational survey that assessed parent education/support initiatives currently being provided in Knox County and a survey of parents assessed interest, needs, barriers, parenting practices regarding parent education and support.

The CHIP, based on all findings, will serve as the foundation for a community-wide effort to improve the health and well-being of all Knox County residents. The work of the KHPP has already served as a mechanism to bring community members together in an effort to improve the safety and cohesiveness already perceived as positive attributes in Knox County.

Thank you to all Knox County residents and businesses who participated in this assessment effort.

---

# In Appreciation

A special thanks to the involved community members and stakeholders who helped support the 2014 Knox County Community Health Assessment

The 2014 survey findings confirm the priority areas of focus in the Knox County Community Health Improvement Plan and provide stakeholders with further information on how to best approach these topics. The data collected across the household and business surveys reveal potential areas where focused resources and programming could prove beneficial. Based on the findings, recommendations include the creation of community wide efforts to increase the health and wellbeing of Knox County residents, particularly as it relates to mental health/stress management, tobacco/substance use, and healthy eating/obesity. Focused attention to lower income residents can help mitigate the consistent disparities that are present in access to health care, health outcomes, support services, and quality of life, and provide all residents with the support that they need to experience good health and feel safe and valued.

## 2014 Community Health Assessment Funders

Alcohol & Drug Freedom Center  
Behavioral Healthcare Partners  
Community Foundation of Mount Vernon & Knox County  
Knox County Board of Health  
Knox County Chamber of Commerce  
Knox Community Hospital

Knox County Head Start  
Knox County Job & Family Services  
Mental Health & Recovery for Licking & Knox Counties  
New Directions Domestic Violence Shelter  
Sanctuary Community Action- Danville  
United Way of Knox County

Kelly Corrigan  
Supervisor, Kno-Ho-Co Health Services

Janet Chandler  
Evaluation Coordinator, Mental Health & Recovery  
for Licking & Knox Counties

Nick Clark  
Executive Director, YMCA of Mount Vernon

Thom Collier  
Commissioner, Knox County

Carol Dorough  
Dean, Health Sciences - Mount Vernon Nazarene  
University

Jackie Fletcher  
Director of Nursing, Knox County Health  
Department

Judy Gregg  
Nursing Faculty, Mount Vernon Nazarene  
University

Carol Grubaugh  
Executive Director,  
Knox County Chamber of Commerce

Larry Hall  
Agent, OSU Extension of Knox County

Joy Harris  
Director, Interchurch Social Services

Matt Hellman, Executive Director, New Directions,  
The Domestic Abuse Shelter and Rape Crisis  
Center of Knox County

Joann Kerr  
Health Educator, Knox County Health Department

Richard Mavis  
Mayor, City of Mount Vernon

Barb Mickley  
Director, Sanctuary Community Action - Danville

Julie Miller  
Health Commissioner, Knox County Health  
Department

Jen Odenweller  
Executive Director, United Way

Steve Oster  
Superintendent, Knox County Board of  
Developmental Disabilities

Pam Palm  
Public Information Officer, Knox County Health  
Department

Lee Rhoades  
Member, Knox County Board of Health

Jana Shira  
Administrator, Children's Services

Kay Spergel  
Executive Director, Mental Health & Recovery for  
Licking & Knox Counties

Peg Tazewell  
Executive Director, Knox County Head Start

Jennifer Turnes  
Senior Vice President and Chief Operating Officer,  
Behavioral Health Care Partners

Sandra Walker  
Dean, Health Programs - Central Ohio Technical  
College

Bruce White  
CEO, Knox Community Hospital

For more information on the Knox Community Health Assessment or Community Health Improvement Plan, contact the Knox County Health Department at 740-392-2200 or [chip@knoxhealth.com](mailto:chip@knoxhealth.com). To view the full assessment report please visit the websites of our health assessment funders.

# INTRODUCTION & OVERVIEW

In 2011, the Knox County Community Health Assessment Partnership convened a diverse community stakeholder group consisting of member agencies and other social service providers, including: churches/faith-based groups, health care providers, funders, county and city government, state and local legislators, and many other non-profit organizations and governing bodies. They developed a three-pronged assessment protocol -- the 2011 Community Health Assessment (CHA) -- that gauged and assessed the perceptions of community members as it relates to health, safety, physical and mental health, substance use and abuse, economic, financial, and housing issues. With the goal of improving community health-related outcomes in Knox County, the Partnership used the findings from the 2011 CHA to identify priority issues, develop and implement strategies for action, and establish accountability to ensure measurable health improvement. This resulted in the development of the 2013 Knox County Community Health Improvement Plan (CHIP).

THE GOAL OF THE  
KNOX COUNTY  
COMMUNITY HEALTH  
IMPROVEMENT PLAN  
(CHIP) IS TO:

CREATE A HEALTHY  
KNOX COUNTY SO  
THAT RESIDENTS  
EXPERIENCE GOOD  
HEALTH, FEEL SAFE,  
AND ARE VALUED.

The goal of the CHIP is to create a healthy Knox County so that residents experience good health, feel safe, and are valued. The 2013 CHIP areas of focus include: addiction and mental health prevention and intervention and obesity. With ten identified goals, and clear objectives and strategies, the CHIP is serving as a community guide for health promotion while assessing the way in which the activities of many organizations are contributing to community health improvement.



## WORKING TOGETHER FOR THE GOOD OF KNOX COUNTY: CREATING A COMMUNITY VISION

The collaborative approach to community improvement in Knox County extends beyond the organizations and agencies focused on health. Community members and stakeholders who are invested in creating a positive and inclusive community gathered for a visioning process throughout the fall of 2013 to determine strategic priorities of a shared community vision. After months of collaborative work, a shared vision was solidified and presented to the community for adoption and implementation.

### KNOX COUNTY COMMUNITY VISION:

**To be a connected, inclusive, responsive, community-focused, innovative, rural environment where residents work together and support one another.**

Community stakeholders set priorities for the county and developed a strategic focus on: education and enrichment, health and safety, and economic vitality and community preservation.

## MOVING FORWARD TOGETHER: THE 2014 COMMUNITY HEALTH ASSESSMENT

Seeking to update the 2011 community information and continue on a path of creating positive community outcomes, the Knox County Community Health Assessment Partnership commissioned a subsequent research and assessment project -- the 2014 Knox County Community Health Assessment. This project aims to gather and update data and information from a variety of community sources and use this information to continue to improve health and community services in Knox County.

With a desire to gather information from a broad base of Knox County residents and business owners, two similar, but specialized, surveys were disseminated to various subsets of the population throughout the county. The surveys included both quantitative and qualitative data including 'yes/no' questions, rating scales, and opportunities for open-ended responses.



## The Knox County Community Assessment Household Survey

The household survey was designed to assess the issues that are facing Knox County residents and to identify where there have been changes in issues, or perceptions of issues, since the 2011 survey was completed by 955 community members. The 2014 survey was completed by 1,095 community members of Knox County, Ohio. According to the U.S. Census Bureau (2014), it is estimated that there are 61,167 residents of Knox County, approximately 46,915 of these residents are over the age of 18.

THE HOUSEHOLD  
SURVEY OF THE  
COMMUNITY HEALTH  
ASSESSMENT WAS  
COMPLETED BY  
**1,095**  
RESIDENTS OF KNOX  
COUNTY.

This convenience sample of surveys were collected at community events throughout Knox County, via emergency assistance providers, and through an online link publicized in various community materials and on partnership member's websites.

The Knox County Community Assessment household survey gathered the following information:

- Basic demographic and descriptive data
- Participant ratings of various community strengths and areas of concern
- Opinions about community involvement
- Support services and access to resources in Knox County
- Concerns related to physical and mental health, drug and substance abuse, social and safety, and education issues as it pertains to adults and youth in Knox County
- Concerns related to financial, safety, health, housing and access issues in individual households over the past 12 months
- Participant ratings of personal health, financial and employment stability, as well as ratings of the community economy and health problems

## The Knox County Community Assessment Business Survey

The Knox County Community Assessment business survey was conducted through the Knox County Chamber of Commerce. Utilizing a selective electronic

mailing list, targeted area business leaders were invited by the Chamber to complete the survey. Respondents included both Chamber member and non-member businesses.

Information gathered includes:

- Basic demographics and descriptive data on local businesses
- Strengths and positive reactions to conducting business in Knox County
- Immediate and long-term concerns
- Future plans for business operation

Respondents included 60 businesses throughout the county representing a variety of industries.

## LIMITATIONS OF THE RESEARCH

As with any large scale survey, the ability to ensure a representative sample can pose a challenge. When reviewing the results of the 2014 Knox County Community Assessment, it is important to keep in mind that primarily, convenience sampling methods were utilized. These methods are useful, but are not perceived to be as strong as random selection in terms of producing results that can be directly generalized to the overall population of Knox County.

Calculating sample sizes and utilizing confidence intervals allows researchers to determine how many respondents need to be included in a sample in order to ascertain results that reflect the target population. While the number of surveys collected (n=1,095) would indicate that the findings of the research should reflect the target population +/- 3%, it is important to note that the demographic makeup of the survey respondents does not clearly represent the average Knox County resident. There are some clear differences between the individuals who opted to complete the survey and the typical community member. The demographic information below will delineate the main variances which are gender, education, and income.

## AVERAGE KNOX COUNTY SURVEY PARTICIPANT



White Female  
Age 35-54



Married



Family Income  
\$50,000-\$99,999



Bachelor's Degree

## DEMOGRAPHIC INFORMATION

Information from the Knox County Household Survey, the 2010 U.S. Census and profile information from the Ohio Department of Development's Office of Policy, Research and Strategic Planning, the 2013 PRIDE Youth Survey, the Knox County Parent Survey and other secondary data sources are incorporated throughout this report.

Knox County is located in the central part of the state of Ohio and has a total area of 530 square-miles. There are 22,607 households and approximately 61,167 people living in the county, 46,915 of which are adults over the age of 18. The survey participants generally represented the population of the county, with a few exceptions.

Knox County has a similar percentage of men (49%) and women (51%) who reside in the county; however, the sample of respondents was comprised of many more women (78%) than men (22%). Additionally, both the majority of survey participants (96%) and the county residents (97%) are White. While only 1.2% of Knox County residents identify as Hispanic or Latino/a, 5.3% of the survey respondents are of this ethnicity. There was a targeted effort by the health assessment team to ensure that the Hispanic population was adequately represented, thus the survey was translated into Spanish and was administered amongst the Hispanic community members throughout the county. The racial/ethnic/gender/education breakdown is depicted below in Table 1.

**Table 1:** Race/Ethnicity/Gender/Education of Knox County Residents and Survey Respondents

	US Census Knox County (2010)	All Household Survey Respondents 2011 (n=955)	All Household Survey Respondents 2014 (n=1,095)
Race/Ethnicity			
White	96.7%	94.0%	95.9%
Black/African American	0.8%	0%	0.6%
American Indian or Alaska Native	0.2%	0.4%	0.3%
Asian	0.6%	0.4%	0.3%
Hispanic/Latino	1.2%	1.4%	5.3%
Some Other Race	0.4%	0.4%	1.8%
Two or More Races	1.2%	1.8%	1.1%
Sex			
Male	48.8%	27.2%	22.4%
Female	51.2%	72.8%	77.6%
Education Level			
No High School Diploma	11.5%	4%	3.4%
High School Graduate/GED	41.2%	24%	19%
Some College	20.3%	18%	17%
Trade/Technical Certificate/Degree	* Category not reported	7%	7%
Associate's Degree	6.6%	13%	13%
Bachelor's Degree	13.1%	19%	21%
Master's Degree or Higher	7.3%	14%	19%

Thirty-five to 54 year olds represent 26.3% of the population of Knox County and represented 41.9% of the survey respondents. The majority of respondents reported

being over the age of 35. Due to the fact that the survey was not designed to be completed by individuals under the age of 18, it is expected that the overall age of the population of respondents would be older than the overall population statistics of the county.

Survey participants were asked to report their current level of education completed. Findings indicate that approximately 74% of the sample reported completing high school or beyond. The Ohio Department of Development reports the following education information for Knox County residents:

#### KNOX COUNTY RESIDENTS' LEVEL OF EDUCATION

11.5%	NO HIGH SCHOOL DIPLOMA
41.2%	HIGH SCHOOL GRADUATE
20.3%	SOME COLLEGE/TRADE/TECH
6.6%	ASSOCIATE'S DEGREE
13.1%	BACHELOR'S DEGREE
7.3%	MASTER'S DEGREE OR HIGHER

#### SURVEY PARTICIPANTS' LEVEL OF EDUCATION

3.4%
19%
24%
13%
21%
19.3%

Thus, the respondent population is substantially more educated, overall, than the general population of Knox County, with 40.2% of respondents earning a bachelor's degree or above compared with 20.4% of the total county population. As would be expected, there is a statistically significant correlation between education level and income with higher levels of education positively correlated with higher income levels. For example, 47% of respondents with a post-graduate degree had income levels over \$100,000, whereas only 2.5% respondents with a high school education earned more than \$100,000.

Respondents in this survey provided information on family income by selecting the range that best described their total family income. The largest number of respondents (36.4%) reported an income of \$50,000-\$99,999. See Table 2 for complete details.

**Table 2:** Household Income and Age of Knox County Residents and Survey Respondents

	US Census Knox County (2010)	All Household Survey Respondents 2011	All Household Survey Respondents 2014
Total Number	60,921	955	1,095
Annual Household Income			
Less than \$10,000	7.3%	14.9%	7.3%
\$10,000-\$14,999	11.0%	7.5%	4.5%
\$15,000-\$24,999	10.5%	13.3%	8.6%
\$25,000-\$34,999	12.5%	10.3%	9.8%
\$35,000-\$49,999	18.3%	12.3%	13.1%
\$50,000-\$99,999	34.4%	28.5%	36.4%
\$100,000-\$199,999	9.9%	11.5%	18.4%
\$200,000 or more	0.8%	1.6%	1.8%
Age			
Under 18	24.1%	0.2%	-
18 to 24 years	21.1%	6.7%	5.3%
25 to 34 years	10.4%	19.2%	15.5%
35 to 54 years	27.7%	37.8%	41.9%
55 to 64 years	11.4%	20.9%	26.2%
65 to 74 years	7.8%	9.7%	7.9%
75 or over	6.5%	5.4%	3.2%

The household sample was drawn from various cities and towns within Knox County and organized by zip code. Each cluster of zip codes represents a specific town or region of the county. Table 3 depicts the city/town/village, the total population according to the 2010 U.S. Census, the number of survey respondents from that

particular area, and the percentage of the total responses that are from a particular region.

**Table 3:** Household Survey Respondents by Zip Code

Household Survey Respondents by Zip Code (n=903)				
City/Town/Village Zip Code	2010 Census Population and % of Total	Number of Respondents	% of Respondents 2014	% of Respondents 2011
Mount Vernon/Gambier/Central (43050, 43022)	16,990 (27.8%)	631	57.7%	58.0%
Fredericktown/North/West (43019)	2,493 (4.0%)	71	6.5%	11.9%
Centerburg/South/West (43011)	1,773 (3.0%)	32	2.9%	4.0%
Danville/Howard/East (43005, 43006, 43014, 43028)	1,044 (2.0%)	141	12.9%	17.1%
Other	N/A	28	2.6%	8.7%

Regarding family composition, 68% of the sample reported being married, 4% widowed, 2% in a domestic partnership, and 26% reported being single, divorced or separated. Additionally, 390 participants (42.7%) reported that they have children under the age of 18 residing in the home. See Table 4 for more information.

**Table 4:** Respondent Relationship Status

Respondent Relationship Status (n=911)	Household Survey Sample Sources	
	Number	Percent
Single/Divorced/Separated	234	25.7%
Married	618	67.8%
Widowed	37	4.1%
Domestic Partnership	22	2.4%

This report provides a more in-depth summary of demographic information, as well as data regarding community issues, physical and mental health issues, issues impacting youth in the community, and financial/income issues.

The questions on the household assessment were designed to gauge resident's perceptions of issues impacting the community, as well as further understand the issues that are impacting individual households in Knox County. The questions that were posed asked respondents to rate their perception of how various community issues, physical and mental health issues, and financial/income issues impact Knox County, and then respondents were asked to consider how these issues impact their household.



# COMMUNITY: STRENGTHS

Regarding community issues, this survey gathered information on perceived strengths in Knox County and sought to understand what residents like and dislike about living in Knox County. Respondents were asked to rate several indicators of community togetherness using a four-point Likert scale ranging from 1 (strongly agree), 2 (somewhat agree), 3 (somewhat disagree), and 4 (strongly disagree). Table 5 depicts the full results of this question.

92% OF RESIDENTS ENJOY LIVING IN KNOX COUNTY AND ARE PROUD OF THEIR COMMUNITY.

When examining the percentages of respondents who either “somewhat agreed” or “strongly agreed” together, the data indicate that over 92% of respondents enjoy living in Knox County and are proud of their community and 89% of

89% BELIEVE THAT RESIDENTS ARE WILLING TO HELP EACH OTHER OUT.

respondents believe that residents are willing to help each other out in the community.

## TOP 10 THINGS I LIKE ABOUT KNOX COUNTY

Community  
Small Town  
Parks  
Rural  
Beautiful  
Family  
Friendly People  
Country  
Bike Path  
Safe

An additional open-ended question was included that allowed respondents to share some of the things that they really enjoy about Knox County. This elicited a wide range of responses from 762 residents. Text analysis for the top ten occurring words included, in this order: community, small town, parks, rural, beautiful, family, friendly-people, country, bike path, and safe. Many residents shared their appreciation for the beautiful rural landscape, the close-knit community atmosphere, and the ability to be close to their family members in the area. Additionally, many people cited that Knox County is where they were raised and they

appreciate the safety and hospitality of their hometowns.

**Table 5:** Perceptions of the Knox County Community

Perceptions of the Knox County Community (n=1,066-1,084)				
Identified Local Strength	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
I enjoy living in Knox County	65.8%	29.5%	3.6%	1.1%
I am proud of my community	53.1%	39.1%	6.7%	1.1%
Knox County is a supportive, close-knit community	39.3%	49.3%	9.7%	1.7%
Residents help each other out in our community	42.2%	47.1%	9.9%	0.8%
I am involved in the community	32.9%	49.0%	14.6%	3.5%
Knox County is accepting of people of all races and cultures	24.9%	44.6%	23.9%	6.5%
Knox County is accepting of people of all income levels	27.4%	49.5%	18.0%	5.1%

## COMMUNITY ACTIVITY & AFFILIATION

In addition to feeling close to other residents in their communities, respondents believe that they have an opportunity to make an impact in their community. The majority (64%) reported that they have 'much' or 'some' opportunity and this is demonstrated, in part, by the large number of Knox County residents who are engaged in civic and volunteer activities. Fifty-five percent of Knox County residents reported an affiliation with a religious group, church or organization, and 21.9% reported volunteering with their church or religious group. It should be noted that 55% of

**MY ABILITY TO MAKE AN IMPACT IN MY COMMUNITY:**  
 13% MUCH  
 51% SOME  
 31% LITTLE  
 5% NO

respondents reported not regularly volunteering for groups or organization in Knox County. The 45% of respondents that did report volunteering regularly, are typically involved in volunteerism a few times per year (29%) or a few times per month (25%). Nearly 36% of respondents reported that they volunteer at least once per week.

Top places where residents volunteer:

- Children or Youth Activities 72.6%
- Religious Groups 66%
- School 64%
- Group that works with Lower-income, Elderly, or Homeless Individuals 59%
- Human Service Organizations 44%

The majority of Knox County residents (86.5%) reported that they recycle, with 53% reporting that they 'always' recycle and 33% reporting that they 'sometimes' recycle. Of those residents that do not currently recycle, 88% said they would be willing to recycle if it were more convenient. Many respondents suggested having a curb-side service option to encourage household recycling and many said they would recycle in this manner if this was an affordable or complementary option from their refuse provider.



53% of residents **ALWAYS** recycle  
33% of residents **SOMETIMES** recycle

These activities suggest that residents not only care about their community, but they also believe that they have a role in creating a positive and healthy environment. According to the County Health Rankings and Roadmaps, Knox County is highly rated for 'Quality of Life' in the state of Ohio, achieving a rating of 6 out of the 88 counties.

# COMMUNITY: ISSUES

Respondents were questioned about a range of potential issues impacting the community and were directed to rate them on a scale ranging from “not an issue”, a “minor issue”, a “moderate issue”, a “major issue”, or “no opinion/don’t know”. These questions were designed to assess resident’s perception of the type of issues that they believe are impacting the Knox County community. The participants were asked to rate the following issues: poverty, low educational levels, low literacy levels, resources to meet families’ basic needs, seat belt usage, motor vehicle accidents, availability of exercise resources or fitness opportunities, domestic violence, sexual violence, human trafficking, littering, water pollution, air pollution, proper land use (zoning, building), and lack of building codes. These results will be discussed overall, as well as in disaggregated form by gender.

The survey results show that the five issues that were rated as “major issues” and “moderate issues” by the highest number of participants include the following:

## TOP 5 MODERATE ISSUES

- Low educational levels (45.5%)
- Poverty (43.4%)
- Resources to meet basic needs (40.1%)
- Low literacy levels (38.7%)
- Domestic violence (35.0%)

## TOP 5 MAJOR ISSUES

- Poverty (40.3%)
- Low educational levels (33.3%)
- Domestic violence (32.7%)
- Low literacy levels (28.9%)
- Resources to meet basic needs (28.5%)

There was little to no variance on opinions about community issues when disaggregated by gender. For the majority of community issues, both men and women agree on the ratings of each issue’s severity. Full results are depicted in Table 6.

**Table 6:** Opinions About Community Issues - Overall and by Gender

Opinion About Community Issues (n=952-1,005)					
Identified Issue	Not an Issue	Minor Issue	Moderate Issue	Major Issue	No Opinion
Poverty	2.6%	9.3%	43.4%	40.3%	4.5%
Men (n=200)	3.0%	15.0%	44.0%	32.5%	5.5%
Women (n=684)	2.6%	8.0%	43.3%	42.3%	3.8%
Low Educational Levels	3.4%	12.7%	45.5%	33.3%	5.2%
Men (n=200)	4.0%	16.0%	39.5%	34.5%	6.0%
Women (n=686)	3.6%	11.2%	47.5%	32.9%	4.7%
Low Literacy Levels	4.3%	19.2%	38.7%	28.9%	8.9%
Men (n=198)	6.1%	21.2%	35.4%	28.3%	9.1%
Women (n=683)	4.2%	19.0%	40.0%	28.3%	8.5%
Resources to Meet Families' Basic Needs	5.6%	19.1%	40.1%	28.5%	6.7%
Men (n=199)	8.0%	23.1%	35.7%	26.6%	6.5%
Women (n=683)	5.1%	18.4%	41.6%	28.7%	6.1%
Seat Belt Usage	21.8%	33.0%	26.5%	9.1%	18.5%
Men (n=200)	19.0%	32.0%	24.5%	9.5%	15.0%
Women (n=682)	11.1%	34.6%	26.4%	8.5%	19.4%
Motor Vehicle Accidents	7.4%	34.1%	34.7%	11.7%	12.1%
Men (n=198)	12.6%	38.4%	29.3%	10.6%	9.1%
Women (n=674)	6.2%	34.0%	35.3%	11.6%	12.9%
Availability of Exercise Resources or Fitness Opportunities	17.7%	29.3%	29.2%	17.3%	6.5%
Men (n=199)	24.1%	32.2%	21.1%	15.6%	7.0%
Women (n=683)	16.0%	27.4%	32.8%	17.7%	6.1%

Opinion About Community Issues (n=952-1,005)					
Identified Issue	Not an Issue	Minor Issue	Moderate Issue	Major Issue	No Opinion
Domestic Violence	3.5%	17.0%	35.0%	32.7%	11.7%
Men (n=200)	5.0%	21.5%	34.5%	27.5%	11.5%
Women (n=687)	3.3%	15.7%	35.1%	34.1%	11.8%
Sexual Violence	4.1%	20.7%	32.4%	24.9%	17.8%
Men (n=200)	4.5%	23.5%	35.5%	20.0%	16.5%
Women (n=683)	3.3%	14.7%	25.3%	20.0%	14.0%
Human Trafficking	13.6%	25.9%	18.4%	12.2%	29.9%
Men (n=200)	16.5%	25.5%	21.0%	9.0%	28.0%
Women (n=688)	13.1%	26.3%	17.7%	12.5%	30.4%
Littering	8.9%	35.8%	30.5%	17.4%	7.4%
Men (n=200)	12.0%	36.0%	31.5%	17.5%	3.0%
Women (n=686)	8.0%	35.7%	29.9%	18.2%	8.2%
Water Pollution	12.5%	33.2%	25.5%	10.8%	18.0%
Men (n=200)	18.5%	30.5%	30.5%	9.0%	11.5%
Women (n=686)	10.9%	34.3%	24.1%	11.4%	19.4%
Air Pollution	14.9%	34.1%	23.8%	10.0%	17.2%
Men (n=199)	25.1%	31.2%	23.1%	8.5%	12.1%
Women (n=686)	12.4%	34.5%	23.9%	10.8%	18.4%
Proper Land Use (Zoning, Building)	14.9%	30.9%	20.6%	10.3%	23.4%
Men (n=200)	18.0%	29.5%	21.0%	15.0%	16.5%
Women (n=686)	13.7%	31.6%	20.4%	9.2%	25.1%
Lack of Building Codes	16.6%	26.7%	17.5%	12.3%	26.9%
Men (n=192)	20.8%	25.5%	16.7%	19.3%	17.7%
Women (n=650)	15.4%	27.1%	17.2%	10.6%	29.7%

While Knox County residents reported some concern regarding all presented issues, the two community issues that the majority of respondents had 'no opinion' about were human trafficking and lack of building codes.

Comparing the top five opinions about community issues from 2011 to 2014, the top two identified issues have remained consistent as poverty and low education levels. Of important note is that 'Bullying in Schools' was included in this section on the 2011 survey, but was moved to the 'Youth' section on the 2014 survey where 56.7% of respondents identified it as a moderate or major issue. Additionally, 'Resources to Meet Basic Needs' and 'Low Literacy Levels' were not included in this section of the 2011 survey.

**Table 7:** Top 5 Opinions About Community Issues 2011 and 2014

Top 5 Opinions About Community Issues 2011 and 2014			
Identified Issue	Moderate/Major Issue 2011	Identified Issue	Moderate/Major Issue 2014
Poverty	80.5%	Poverty	83.7%
Low Educational Levels	70.9%	Low Education Levels	78.8%
Bullying*	66.4%	Resources to Meet Basic Needs*	68.6%
Domestic Violence	65.4%	Domestic Violence	67.7%
Sexual Violence	54.8%	Low Literacy Levels*	67.6%

\*Item not represented in both the 2011 and 2014 versions of the survey.

In order to determine if the opinions about various community issues were different based on the geographical location of county residents, the top five opinions were disaggregated by region. All regions endorsed the same top five issues reporting poverty, low educational levels, low literacy levels, resources to meet families' basic

needs, and domestic violence as top community issues. These results, by region, are illustrated in Tables 8-11 below.

**Table 8:** Opinions About Community Issues - Mount Vernon/Gambier/Central

Top 5 Opinions About Community Issues by Zip Code Mount Vernon/Gambier/Central (43050, 43022) (n=619)			
Identified Issue	Moderate Issue	Major Issue	Total
Poverty	44.5%	41.2%	85.7%
Low Educational Levels	46.3%	35.0%	81.3%
Domestic Violence	36.0%	34.8%	70.8%
Resources to Meet Families' Basic Needs	38.9%	30.5%	69.4%
Low Literacy Levels	39.2%	28.3%	67.5%

**Table 9:** Opinions About Community Issues - Fredericktown/Northwest

Top 5 Opinions About Community Issues by Zip Code Fredericktown/Northwest (43019) (n=70)			
Identified Issue	Moderate Issue	Major Issue	Total
Poverty	35.7%	42.9%	78.6%
Low Educational Levels	38.6%	32.9%	71.5%
Resources to Meet Families' Basic Needs	42.9%	22.9%	65.8%
Low Literacy Levels	30.0%	35.7%	65.7%
Domestic Violence	35.0%	27.1%	62.1%



**Table 10:** Opinions About Community Issues - Centerburg/South/West

Top 5 Opinions About Community Issues by Zip Code Centerburg/South/West (43011) (n=32)			
Identified Issue	Moderate Issue	Major Issue	Total
Poverty	43.8%	31.3%	75.1%
Low Educational Levels	46.9%	21.9%	68.8%
Resources to Meet Families' Basic Needs	37.5%	18.8%	56.3%
Low Literacy Levels	34.4%	21.9%	56.3%
Domestic Violence	25.0%	21.8%	46.8%

**Table 11:** Opinions About Community Issues - Danville/Howard/East

Top 5 Opinions About Community Issues by Zip Code Danville/Howard/East (43005, 43006, 43014, 43028, 43037) (n=143)			
Identified Issue	Moderate Issue	Major Issue	Total
Poverty	27.3%	41.3%	68.6%
Low Educational Levels	41.3%	28.1%	66.4%
Low Literacy Levels	39.9%	25.9%	65.8%
Resources to Meet Families' Basic Needs	39.1%	26.6%	65.7%
Domestic Violence	36.3%	26.5%	62.9%

# HOUSEHOLD: ISSUES

## HOUSEHOLD ISSUES AND INCOME LEVEL

The assessment questions that focused on household issues were designed to assess the actual needs and concerns facing the residents of Knox County. Respondents were asked to consider financial and housing issues related to their household income and identify support services that they or their family need.

The perception of poverty as an issue facing Knox County residents is consistent with secondary data reports. According to 2012 data from the Ohio Department of Development and the Ohio Department of Job and Family Services (JFS), the median household income for Knox County residents is \$49,323 and 11% of families are living below poverty level. Forty-eight percent (48%) of children qualify for free or reduced lunch (KIDS Count Data Center). The labor force is comprised of 30,600 residents. According to the JFS report, 19.3% of Knox County residents received food assistance, a rate that is lower than the state rate (21.7%). Approximately 3.2% (down from the 2010 data of 4.1%) of Knox County residents receive an average of \$72 per month in cash assistance. It should be noted that a majority of recipients are children. This is slightly higher than the rates for the state of Ohio (3.1%).

In addition to soliciting information on community strengths and issues of concern, this project examined problems related to household issues (financial and housing related) and income. The financial issues section of the survey posed questions about lack of resources to meet basic needs, not having enough money for food, not

\$49,323  
MEDIAN HOUSEHOLD  
INCOME

11%  
OF FAMILIES ARE  
LIVING BELOW THE  
POVERTY LEVEL

6.7%  
OF THE POPULATION  
IS UNEMPLOYED

791  
HOUSEHOLDS  
RECEIVE FOOD  
PANTRY SERVICES  
EACH MONTH

being able to find work, having a job that doesn't provide benefits, not having education or training for a decent paying job, not being able to afford legal help, not being able to afford public transportation, not having enough money to pay the doctor, not having enough money to buy prescription medications, and not having enough money to pay for medical insurance.

As resident's  
**INCOME**  
increased,   
 **FINANCIAL CONCERNS**  
markedly decreased.

Overall, the highest endorsed financial concerns were not having enough money to pay the doctor and to pay for medical insurance. These concerns are reflective of the larger economic status in Knox County, where 6.7% of the population is unemployed; a rate that is slightly lower than the 7.4% unemployment rate in Ohio, but significantly higher than the national benchmark rate of 5.5%. According to data from County Health Rankings and Roadmaps, 11.1% of Knox County residents are living below poverty level; this rate is similar to the state poverty rate (11.2%). Additionally, 22% of children in the county are living in poverty, a rate that is similar to the state of Ohio (23%).

The Interchurch Social Services of Knox County food pantry records reinforce the findings of financial stress among Knox County residents. In 2013, an average of 791 households received food pantry services per month, up from 640 households in 2011. Statistical reports from the Mount Vernon Salvation Army indicate that in 2014, 8,678 individuals were served with 27,018 meals provided through the food pantry.

When examining this household data, the results indicate that families in the lowest income bracket (under \$24,999 per year) rated the financial and resource issues as "moderate" or "major" issues at much higher rates than all other income brackets. The trend indicates an inverse relationship, that is, as income bracket increased, the number of people endorsing these items as concerns decreased for every issue. It should be noted that the number of "moderate" and "major" response issues were

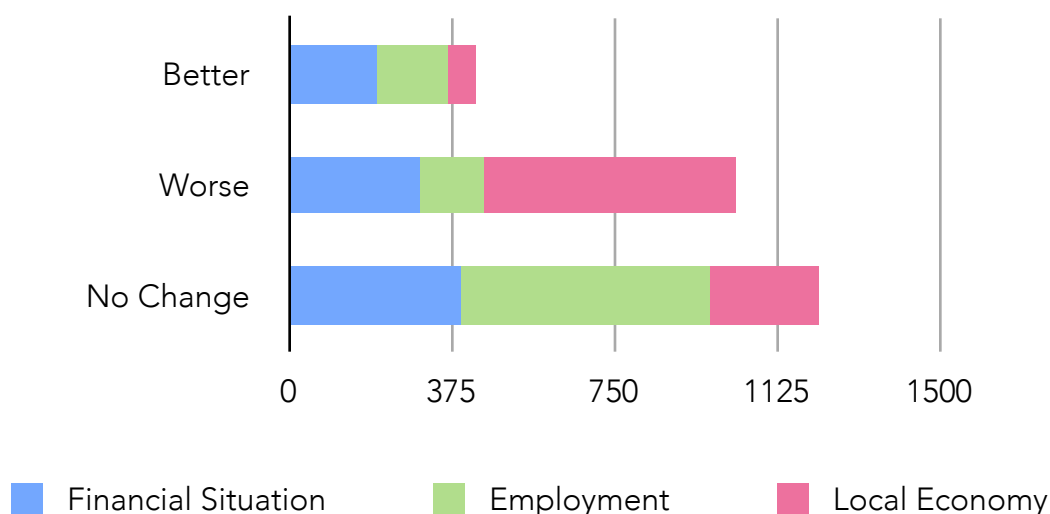
collapsed to provide an overview of the key issues reported by participants. Table 12 highlights these findings.

**Table 12:** Financial Issues and Income Level

Financial Issues & Income Level					
% Identified as a Moderate or Major Issue in My Household					
Identified Issue	Under \$24,999 (n=177)	\$25,000-\$49,999 (n=199)	\$50,000-\$99,999 (n=316)	Over \$100,000 (n=176)	Overall average (n=927-933)
Lack resources to meet basic needs	50.3%	29.8%	10.2%	5.1%	21.3%
Not having enough money for food	58.3%	28.7%	8.6%	4.0%	21.8%
Not being able to find work	48.9%	24.9%	9.9%	6.3%	20.5%
Having a job that doesn't provide benefits	51.4%	29.4%	13.7%	6.9%	23.6%
Not having education or training for a decent paying job	43.4%	23.7%	7.3%	4.0%	17.4%
Not being able to afford legal help	52.3%	27.3%	11.5%	5.1%	22.2%
Not being able to afford public transportation	39.6%	12.7%	2.9%	1.7%	12.0%
Not having enough money to pay the doctor	56.8%	33.7%	15.8%	6.3%	26.5%
Not having enough money to buy prescription medications	47.7%	29.8%	12.4%	6.3%	22.2%
Not having enough money to pay for medical insurance	54.0%	33.5%	14.0%	5.8%	25.3%

To gain a clearer perspective of the longevity of these issues, respondents were asked to report their perception on any changes in their financial situation, employment, and the local economy. Results indicate that more people reported “no change” in their financial situation and their employment; however, many respondents perceive a decline in the local economy in the last year. Full results are portrayed in Figure 1 below.

**Figure 1:** Change in Financial Situation, Employment, and the Local Economy  
(n=904)



The housing issues section of the survey posed questions about adequate housing capacity and conditions, access to housing, and ability to afford housing repairs and maintenance. In this series of questions, respondents were asked to indicate the level to which these various issues impact their household. An examination of specific housing issues reveals that the residents in the lowest income category are experiencing the greatest challenges. Results are depicted in Table 13.

**Table 13:** Housing Issues and Income Level

Housing Issues & Income Level (n=868)				
% Identified as a Moderate or Major Issue in My Household				
Identified Issue	Under \$24,999 (n=177)	\$25,000- \$49,999 (n=199)	\$50,000- \$99,999 (n=316)	Over \$100,000 (n=176)
Not having enough room in your house for the people who live there	14.9%	8.8%	3.9%	0.6%
Living in housing that needs major repairs	28.5%	18.6%	8.3%	2.2%
Experiencing a mold or mildew problem in your house	17.8%	10.4%	5.7%	5.2%
Not having enough money to pay for housing	30.1%	14.6%	4.8%	3.5%

## SUPPORT SERVICES

In addition to household needs and concerns, this survey questioned participants on the availability of support services that can affect daily living. Sample items included availability of activities for children/teens, childcare, adult in-home care, transportation, crisis intervention, and access to information. Respondents were asked to rate nine items on a scale similar to that mentioned above (no issue, minor issue, moderate issue, major issue). The results indicate that the highest identified needs include those related to reliable transportation (accessing a working vehicle and public transportation) and childcare (availability, access and cost). Table 14 below summarizes the support services items as identified as 'major' issues.

**Table 14:** Support Services in My Household

In your HOUSEHOLD, please rate whether the following are issues: (Percent of respondents who indicated major issue for each support services issue)					
Identified Issue	Under \$24,999 (n=174)	\$25,000- \$49,999 (n=198)	\$50,000- \$99,999 (n=313)	Over \$100,000 (n=175)	Overall Average (n=927-932)
Availability of activities for school-aged children and teens	9.8%	8.1%	4.2%	2.3%	6.1%
Availability of parent education and support services	5.7%	2.5%	1.9%	1.7%	3.0%
Accessing before- or after-school childcare, or summer childcare, for school aged children	8.6%	7.6%	4.5%	3.4%	6.1%
Accessing in-home care for an adult aged 65 or older	4.6%	4.0%	2.3%	0.0%	2.7%
Accessing or affording childcare for a child aged 0-5	7.5%	6.1%	4.2%	4.6%	5.5%
Accessing services or information in Knox County	6.3%	2.5%	2.3%	1.7%	3.3%
Accessing transportation for a person with a physical disability or someone aged 65 or older	3.4%	1.5%	1.9%	0.6%	1.7%
Accessing public transportation to get to a job or appointment on time	10.2%	3.0%	2.9%	2.3%	4.1%
Accessing a working vehicle	15.6%	3.5%	0.0%	0.0%	3.8%
Accessing a crisis intervention resource (suicide, family, violence, child or older adult neglect, alcohol and drug emergencies, etc.)	4.0%	4.1%	1.6%	1.1%	2.7%

Survey participants also rated their perception of support service needs in the county. A comparison of top identified concerns regarding support services from 2011 and 2014 indicate a moderate decrease in the perception of need. In nearly every category, percentages were lower in 2014 as compared to 2011. This comparison is reported in Table 15.

**Table 15:** Support Service Needs in Knox County 2011 and 2014

Top 5 Support Service Needs in Knox County		
% Identified as a Moderate or Major Issue		
Identified Issue	2011 (n=910)	2014 (n=930)
Lack of activities for school-ages children and teens	18.7%	14.0%
Not knowing how to access services or information in Knox County	12.9%	9.6%
Not being able to find before- or after-school childcare, or summer childcare for school-aged children	12.7%	11.8%
Not being able to find or afford childcare for a child aged 0-5	11.0%	9.9%
Not having a working vehicle	11.0%	8.2%



# SAFETY: ISSUES

Survey participants were also asked to rate their concerns about several safety issues in Knox County, both in the community and in their own household. In the previous survey, respondents were only asked to report on their perceptions as it related to safety issues in their household. In the 2014 survey, questions were asked for both community and household perceptions. Respondent data indicate that the most prominent community safety concern is property crime (including robbery and vandalism) and the most prominent household safety concern is their children feeling unsafe at school (reported by 8.7%). As depicted in Table 16, perceptions of community safety issues are endorsed at a much higher rate than are household safety issues. For example, while the vast majority (73.2%) of respondents endorsed property crime as their number one community safety concern, only 7.2% of respondents are worried about experiencing crime in their home. There is a large disparity among respondent's perceptions of what happens in their home versus what happens in the larger community.

**PROPERTY CRIME**  
is the most prominent  
community safety  
concern

**CHILDREN FEELING  
UNSAFE AT  
SCHOOL**  
is the most prominent  
household safety  
concern

**Table 16:** Perceptions of Safety Issues in Knox County

Perceptions of Safety Issues (Percent of respondents who indicated moderate/major issue for each safety issue)		
Identified Issue	In the COMMUNITY	In my HOUSEHOLD
Children feeling unsafe at school	35.3%	8.7%
Children feeling unsafe at home	44.4%	3.2%
Sexual assault/rape	49.3%	3.8%
Physical violence/assault	59.2%	3.6%
Property crime (robbery, vandalism)	73.2%	7.2%
Financial crime (fraud, identify theft, scams)	51.8%	N/A

Knox County law enforcement is provided by the Knox County Sheriff Department and Mount Vernon Police Department. Knox County enjoys a low crime rate compared to state and national statistics. According to the Knox County Sheriff's Department, violent crimes are rare, with 1 homicide in 2013; however, there was an increase in domestic violence reports from 2013 to 2014 (102 in 2013 vs 126 in 2014).

PERCEPTIONS OF  
SAFETY VARY  
TREMENDOUSLY  
BY INCOME.

THE LOWEST  
EARNERS REPORT  
THE GREATEST  
CONCERN.

Community safety concerns are compared to findings from the 2011 Knox County Community Assessment. Data indicates that household safety concerns decreased in each previously reported category. This is consistent with Knox County crime rates over the last two years which have seen a decrease in arrests (2,201 in 2012 vs. 1,719 in 2014), offense reports (3,090 in 2012 vs. 2,925 in 2014), and juvenile arrests (356 in 2012 vs. 252 in 2014).

Lastly, community safety issues are disaggregated by income level. Perceptions of safety vary dramatically based upon income level with the lowest earners evidencing the greatest concern. See Tables 17 and 18 for full results.

**Table 17:** Household Safety Issues Comparison 2011 and 2014

Household Safety Issues 2011 vs. 2014		
Identified Issue	<u>2011</u> % Identified as a Moderate or Major Issue	<u>2014</u> % Identified as a Moderate or Major Issue
Children feeling unsafe at school	13.4%	8.7%
Children feeling unsafe at home	*	3.2%
Sexual assault/rape	7.3%	3.8%
Physical violence/assault	6.9%	3.6%
Property crime (robbery, vandalism)	9.3%	7.2%
Financial crime (fraud, identify theft, scams)	*	N/A

\* Question not asked on 2011 Survey

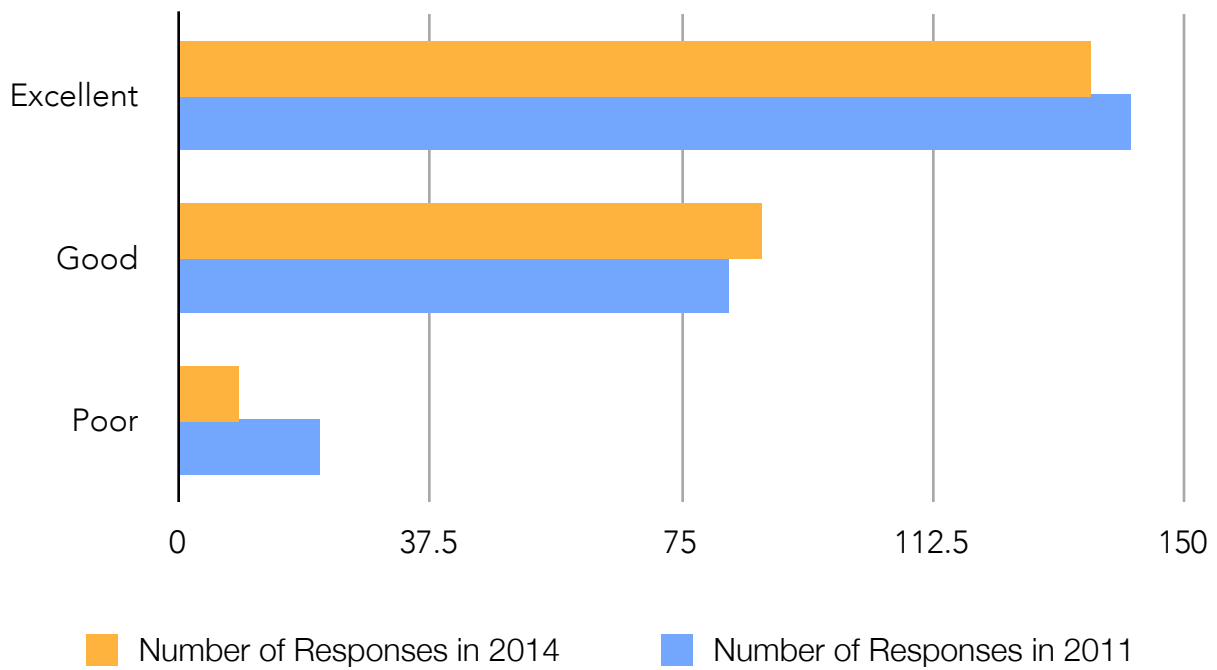
Issues around children's safety at school is further examined in the 'Youth: Issues' section of this report.

**Table 18:** Perception of Community Safety Issues by Income

In your COMMUNITY, how would you describe the following safety issues? (Percent of respondents who indicated major safety issue)				
Issue	Under \$24,999 (n=171)	\$25,000- \$49,999 (n=197)	\$50,000- \$99,999 (n=311)	Over \$100,000 (n=176)
Children feeling unsafe at school	21.8%	12.6%	8.6%	10.8%
Children feeling unsafe at home	20.2%	15.3%	11.5%	15.3%
Sexual assault/rape	25.0%	20.9%	12.2%	12.0%
Physical violence/assault	32.9%	29.4%	17.0%	15.5%
Property crime (robbery, vandalism)	39.2%	39.9%	33.8%	24.0%
Financial crime (fraud, identify theft, scams)	29.4%	24.9%	15.8%	12.1%

In addition to these questions, respondents were asked a specific question regarding use of 911 dispatcher services. Of the 252 people who responded to this question, the services were overwhelmingly rated as 'good' or 'excellent'. Figure 2 makes comparisons to 2011 findings.

**Figure 2:** Respondent Rating of 911 Services in Knox County (n=252)



## PHYSICAL & MENTAL HEALTH: ISSUES

Respondents were asked to consider how various physical and mental health issues impact their community and their households. Perception data in this section includes opinions that residents hold regarding physical and mental health issues such as vaccinations, stress, obesity, and eating disorders, as well as opinions related to specific drug and substance abuse issues such as prescription drug abuse, tobacco use, and alcohol abuse. In addition to gathering respondent perception of these issues in the community, the survey gathered information regarding physical and mental health issues in the home.

Vital statistics show growth in population for Knox County. The birth rate of 12.2 per 100,000 is slightly higher than the Ohio average of 12.1 (US Census Bureau, 2012). Infant Mortality in Knox County is reported at 17.54, much higher than the state average of 7.7/100,000. The premature death rate of 7,363/100,000 is lower than the Ohio average of 7,457/100,000. Residents of Knox County report the number of poor physical health days at 3.1 and poor mental health days at 3.2. This is slightly better than the Ohio averages of 3.7 poor physical health days and 3.8 poor mental health days. Twelve percent (12%) of the Knox County population is estimated to be in poor or fair health, which is a more favorable portion compared to the state as a whole (15%).

Knox County ranks negatively compared to the national benchmark for all of the following behavioral indicators: teen birth rate, adult smoking, adult obesity, physical inactivity, excessive drinking, and motor vehicle crash death rate. Teen births in Knox County are reported at 26 which is below the state average of 36, but above the national benchmark of 21. The Ohio benchmark for adult smoking is 21%; the smoking rate in Knox County was also 21% in 2014. Thirty two percent (32%) of all adults in Knox County were reported as being obese, in addition 27% of adults reported being

physically inactive which is an increasing trend according to the most recent County Health Rankings. Excessive drinking is reported at 13% of residents, although below the state average of 18%, the national benchmark is 7%. In the 2015 County Health rankings, 61% of all Knox County driving deaths were related to alcohol impairment.

## HEALTH RATINGS AND RANKINGS

On a yearly basis, *County Health Rankings* measures the health of nearly all counties throughout the country and compiles this information from a variety of state and national data sources. Examining several elements of a community's health, Knox County's 2015 rankings are reported in relation to the 88 counties throughout the state of Ohio.

Health outcomes include length of life, to determine how long people live, as well as quality of life, or how healthy people feel while alive. Health factors represent the areas that influence the health of a county including health behaviors, clinical care, social and economics, and physical environment factors. Knox County rankings are displayed in Table 19.

**Table 19:** County Health Ratings, 2015 Report

County Health Ratings, 2015 Report	
	RANK (OUT OF 88 COUNTIES)
Length of Life	69th
Quality of Life	6th
Health Behaviors	29th
Clinical Care	53rd
Social & Economic Factors	29th
Physical Environment	35th

As income level can impact overall health and healthcare access, data related to health issues and income was disaggregated to examine how the overall health ratings vary

based upon respondent income level. On average, Knox County residents rated their overall health at a 7.59 on a scale from 1 to 10. Scores ranged from just under 7 to just over 8 and the data show that as income level increased, overall ratings of health also increased. See Table 20

ON AVERAGE KNOX  
COUNTY RESIDENTS  
RATED THEIR  
OVERALL HEALTH AT  
**7.59**  
OUT OF 10

'Respondent Rate of Overall Health by Income' for this information.

**Table 20:** Respondent Rating of Overall Health by Income 2011 and 2014

Rating of Overall Health at This Time 2011 and 2014		
Income	Average Health Rating 2011 (n=905)	Average Health Rating 2014 (n=910)
Average of All Respondents	7.22	7.59
Under \$24,999 (n= 175)	6.55	6.91
\$25,000-\$49,999 (n=196)	7.17	7.43
\$50,000-\$99,999 (n=314)	7.69	7.79
Over \$100,000 (n=176)	8.14	8.01

Respondents also answered questions regarding their perception of their current physical and mental health, including physical illness and injury and stress, depression,

As resident's  
**INCOME**  
increased ↑  
↑ **HEALTH RATINGS**  
increased

and problems with emotions or substance abuse. When asked about physical health, respondents were specifically asked to quantify the number of days (in the past 30 days) that they were in poor physical health. Overall, the large majority of respondents (n=706) reported that they were in poor physical health 0-3 days, with a range from 0-more than 25 days. See Table 21 for details.



**Table 21:** Respondent Rating of Physical Health by Income

Now thinking about your physical health, which includes physical illness and injury, how many days during the past 30 days were you in poor physical health?					
Number of Days	Under \$24,999 (n=167)	\$25,000-\$49,999 (n=193)	\$50,000-\$99,999 (n=310)	Over \$100,000 (n=175)	Overall Average (n=900)
0-3	64.5%	76.7%	80.3%	89.1%	78.4%
4-8	8.9%	10.9%	10.8%	6.9%	9.7%
9-15	14.2%	6.2%	2.5%	2.3%	5.4%
16-25	3.0%	4.1%	2.2%	0.0%	2.2%
More than 25	9.5%	2.1%	4.1%	1.7%	4.2%

When asked about mental health, respondents were specifically asked to quantify the number of days (in the past 30 days) that their mental health condition or emotional problems kept them from doing work or other occasional activities. Overall, the large majority of respondents (n=766) reported that their mental health kept them from work or other occasional activities 0-3 days, with a range from 0-more than 25 days. According the Mental Health and Recovery Board for Knox and Licking Counties, in 2014, approximately 1,601 Knox County adults with serious mental illness received mental health treatment services in the public system. Based on estimates of prevalence for serious mental illness, there are 2,773 Knox County adults with serious mental illnesses. Knox County thus served 58% of individuals with serious mental illness, based on prevalence data. See Table 22 for results on how survey respondents rate their own mental health.

**Table 22:** Respondent Rating of Mental Health by Income

Now thinking about your mental health, which includes stress, depression and problems with emotions or substance abuse, how many days during the past 30 days did your mental health condition or emotional problem keep you from doing your work or other occasional activities?					
Number of Days	Under \$24,999 (n=175)	\$25,000-\$49,999 (n=195)	\$50,000-\$99,999 (n=312)	Over \$100,000 (n=172)	Overall Average (n=888)
0-3	67.7%	86.0%	89.7%	92.6%	85.1%
4-8	10.2%	6.7%	5.8%	4.6%	6.6%
9-15	7.2%	3.6%	2.3%	2.3%	3.5%
16-25	4.8%	1.0%	1.6%	0.6%	1.9%
More than 25	10.2%	2.6%	0.6%	0.0%	2.8%

## HEALTH ISSUES

Respondents were given a list of health issues and asked to give their opinion on each of the health issues, ranging on a scale from 'not an issue' to 'major issue.' Opinions were gathered for health issues both in respondents' households and perceptions of health issues in the community. Upon further examination of health issues, the data reveals that major health concerns span both physical and mental health domains. Table 23 depicts the top five health concerns reported in the household by respondents including high levels of stress, overweight or obese adults in the household, access to affordable dental care, high levels of anxiety, and depression. Additionally, Table 24 details the breadth of the responses of all residents who completed the household survey.

The % of health concerns identified as **MAJOR ISSUES** was lower in nearly all categories from 2011 to 2014.

**Table 23:** Top 5 Health Issues Among All Respondents

In your HOUSEHOLD, how would you describe the following health issues? Top 5 Health Issues Among All Respondents		
Identified Issue	% Identified as a Major Issue in 2011 n=911	% Identified as a Major Issue in 2014 n=930
High Levels of Stress	24.1%*	17.2%
Adults Being Overweight or Obese in Your Household	15.5%	13.9%
Not Being Able to Access Affordable Dental Care	15.7%	10.2%
High Levels of Anxiety	24.1%*	10.1%
Experiencing Depression	17.4%	8.9%

\* Question on 2011 Survey was combined: 'Having Anxiety or A Lot of Stress'

**Table 24:** Rating of Health Issues Among All Respondents

In your HOUSEHOLD, how would you describe the following health issues? (n=930)					
Issue	Not an Issue	Minor Issue	Moderate Issue	Major Issue	No Opinion/ Don't Know
High levels of anxiety	36.5%	29.0%	21.1%	10.1%	3.3%
Experiencing depression	39.8%	30.8%	16.9%	8.9%	3.7%
High levels of stress	24.4%	29.9%	25.1%	17.2%	3.4%
Experiencing an alcohol and/or drug issue	78.6%	8.4%	3.0%	3.1%	6.9%
Worrying over the drug or alcohol problem of a family member	66.6%	12.3%	8.0%	6.6%	6.5%
Adults being overweight or obese in your household	39.7%	25.5%	16.4%	13.9%	4.4%
Children being overweight or obese in your household	60.4%	7.2%	3.5%	3.7%	25.2%
Behavioral/emotional problems of children	51.4%	11.6%	7.4%	5.0%	24.7%
Not being able to access care for a person with a serious physical illness	71.4%	4.9%	3.5%	3.1%	17.2%
Thoughts about suicide	76.7%	6.1%	2.5%	2.6%	12.1%
Not being able to access affordable dental care	65.5%	10.4%	6.8%	10.2%	7.0%

As income level can impact access to healthcare, overall health, and health outcomes, an examination of the health issues ratings by income level was conducted to determine how residents of various income levels ranked the aforementioned health

issues. In every category but one (adults being overweight or obese in your household), residents with higher incomes reported fewer 'major' health issues. Table 25, 'Rating of Health Issues by Income Level', shows the percentage of household survey respondents who indicated that a particular health issue was a 'major' issue. This information is disaggregated by income level and indicates that the greatest disparities are concerning high levels of anxiety and stress and access to affordable dental care.

**Table 25:** Rating of Health Issues by Income Level

In your HOUSEHOLD, how would you describe the following health issues? (Percent of respondents who indicated major health issue)					
Issue	Under \$24,999 (n=175)	\$25,000- \$49,999 (n=195)	\$50,000- \$99,999 (n=312)	Over \$100,000 (n=172)	Overall Average (n=922-930)
High levels anxiety	25.1%	6.1%	6.7%	4.6%	10.1%
Experiencing depression	22.7%	4.6%	6.1%	4.0%	8.9%
High levels of stress	33.9%	15.5%	13.2%	10.9%	17.2%
Experiencing an alcohol and/or drug issue	5.1%	2.1%	3.2%	1.1%	3.1%
Worrying over the drug or alcohol problem of a family member	8.7%	5.6%	6.4%	3.5%	6.6%
Adults being overweight or obese in your household	17.7%	16.4%	11.0%	11.4%	13.9%
Children being overweight or obese in your household	5.2%	5.1%	2.9%	1.7%	3.7%
Behavioral/emotional problems of children	8.1%	4.6%	4.2%	2.9%	5.0%

In your HOUSEHOLD, how would you describe the following health issues? (Percent of respondents who indicated major health issue)					
Issue	Under \$24,999 (n=175)	\$25,000- \$49,999 (n=195)	\$50,000- \$99,999 (n=312)	Over \$100,000 (n=172)	Overall Average (n=922-930)
Not being able to access care for a person with a serious physical illness	5.1%	2.6%	2.6%	2.3%	3.1%
Thoughts about suicide	5.1%	3.1%	1.3%	0.6%	2.6%
Not being able to access affordable dental care	26.3%	9.2%	5.4%	0.6%	10.2%

Additional questions were posed to participants to determine their perceptions of physical and mental health issues in their community. Overall, the greatest concern identified (noted by 70% of participants) was alcohol/drug abuse in the community, followed by obesity, mental health issues, unhealthy food choices, and not having health insurance. The top five issues are compared to the responses from the 2011 survey in Table 26.

**Table 26:** Top 5 Community Physical and Mental Health Issues for All Respondents

Top 5 Physical and Mental Health Issues in the COMMUNITY		
Identified Issue	% Identified as a Major Issue in 2011 (n=865-927)	% Identified as a Major Issue in 2014 (n=965-1,012)
Alcohol/Drug Abuse	*	70.2%
Obesity	52.5%**	58.0%
Mental Health Issues (depression, anxiety, mental illness)	41.9%	57.8%
Unhealthy Food Choices	52.5%**	53.0%
Not Having Health Insurance	56.6%	45.3%

\* Alcohol/drug abuse was not included in the 'Physical and Mental Health Issues in the 2011 survey.

\*\* Question on 2011 Survey was combined: 'People Making Unhealthy Food Choices/ Obesity'

These items were also analyzed separately by whether or not respondents had children. The top five concerns were similar for both groups with one exception; the respondents with children identified stress (43%) as a major concern, whereas those without children identified diabetes (48%) as a major concern. Additional details and comparisons are depicted in the Tables 27-30 below.

**Table 27:** Rating of Community Medical and Mental Health Issues for Households With and Without Children

Medical and Mental Health Issues % identified as major issue		
Identified Issue	With Children (n=384)	Without Children (n=519)
Vaccination (i.e. flu, whooping cough, measles/mumps/rubella)	19.8%	24.1%
Sexually transmitted diseases	20.8%	25.8%
Mental health issues (depression, anxiety, mental illness)	57.1%	59.4%
Alcohol/drug abuse	71.1%	70.3%
Stress	43.1%	37.7%
Suicide deaths	17.9%	22.5%
Unhealthy food choices	54.4%	52.6%
Obesity	55.5%	59.6%
Eating disorders	20.6%	21.6%
Not having health insurance	43.0%	47.5%
Heart disease	35.9%	40.4%
Diabetes	38.9%	47.8%
Cancer	35.0%	44.8%
Flu/Pneumonia	11.4%	12.7%



**Table 28:** Top 5 Community Physical and Mental Health Issues for Respondents with Children

Top 5 Physical and Mental Health Issues for Respondents With Children		
Identified Issue	% Identified as a Major Issue in 2011 (n=375)	% Identified as a Major Issue in 2014 (n=384)
Alcohol/Drug Abuse	*	71.1%
Mental Health Issues (depression, anxiety, mental illness)	43.4%	57.1%
Obesity	50.5%**	55.5%
Unhealthy Food Choices	50.5%**	54.4%
Stress	43.1%	43.1%
Not Having Health Insurance	55.6%	*

\* Alcohol/drug abuse was not included in the 'Physical and Mental Health Issues in the 2011 survey.

\*\*Question on 2011 Survey was combined: 'People Making Unhealthy Food Choices/ Obesity'

**Table 29:** Top 5 Community Physical and Mental Health Issues for Respondents without Children

Top 5 Physical and Mental Health Issues for Respondents Without Children		
Identified Issue	% Identified as a Major Issue in 2011 n=466-472	% Identified as a Major Issue in 2014 n=519
Alcohol/Drug Abuse	*	70.3%
Obesity	56.0%**	59.6%
Mental health issues (depression, anxiety, mental illness)	*	59.4%
Unhealthy Food Choices	56.0%**	52.6%
Diabetes	45.7*	47.8%
Cancer	46.6%	*
Teen Birth Rates/Teen Pregnancy	48.1%	*

\* Alcohol/drug abuse was not included in the 'Physical and Mental Health Issues in the 2011 survey.

\*\*Question on 2011 Survey was combined: "People Making Unhealthy Food Choices/Obesity

**Table 30:** Rating of Physical and Mental Health Issues by Zip Code

What is your opinion about the following physical and mental health issues in your community? (Percent of respondents who indicated major health issue)				
Issue	Mount Vernon/ Gambier/ Central (43050, 43022)	Fredericktown /Northwest (43019)	Centerburg/ South/West (43011)	Danville/ Howard/ East (43005, 43006, 43014, 43028, 43037)
Vaccination (i.e. flu, whooping cough, measles/mumps/rubella)	21.3%	25.4%	29.0%	22.5%
Sexually transmitted diseases	24.0%	21.7%	22.6%	20.4%
Mental health issues (depression, anxiety, mental illness)	58.4%	60.6%	37.5%	58.9%
Alcohol/drug abuse	71.2%	69.0%	65.6%	69.7%
Stress	38.1%	43.7%	37.5%	47.1%
Suicide deaths	21.7%	18.3%	15.6%	19.3%
Unhealthy food choices	54.8%	46.5%	37.5%	55.0%
Obesity	59.7%	54.3%	37.5%	59.0%
Eating disorders	22.7%	14.3%	15.6%	20.7%
Not having health insurance	49.5%	44.1%	43.8%	43.7%
Heart disease	39.4%	35.7%	28.1%	36.6%
Diabetes	45.4%	40.8%	34.4%	40.1%
Cancer	40.3%	36.6%	38.7%	44.7%
Flu/Pneumonia	12.0%	11.9%	6.3%	12.9%

**Table 31:** Top 5 Physical and Mental Health Issues for Mount Vernon/Gambier/Central

Top 5 Physical and Mental Health Issues by Zip Code Mount Vernon/Gambier/Central (43050, 43022) (n=623)	
Identified Issue	Strongly Agree
Alcohol/Drug Abuse	71.2%
Obesity	59.7%
Mental Health Issues (depression, anxiety, mental illness)	58.4%
Unhealthy Food Choices	54.8%
Not having Health Insurance	49.5%

**Table 32:** Top 5 Physical and Mental Health Issues for Fredericktown/Northwest

Top 5 Physical and Mental Health Issues by Zip Code Fredericktown/Northwest (43019) (n=71)	
Identified Issue	Strongly Agree
Alcohol/Drug Abuse	69.0%
Mental Health Issues (depression, anxiety, mental illness)	60.6%
Obesity	54.3%
Unhealthy Food Choices	46.5%
Not having Health Insurance	44.1%

**Table 33:** Top 5 Physical and Mental Health Issues for Centerburg/South/West

Top 5 Physical and Mental Health Issues by Zip Code Centerburg/South/West (43011) (n=31)	
Identified Issue	Strongly Agree
Alcohol/Drug Abuse	65.6%
Not having Health Insurance	43.8%
Cancer	38.7%
Mental Health Issues (depression, anxiety, mental illness)	37.5%
Stress	37.5%
Unhealthy Food Choices	37.5%
Obesity	37.5%

**Table 34:** Top 5 Physical and Mental Health Issues for Danville/Howard/East

Top 5 Physical and Mental Health Issues by Zip Code Danville/Howard/East (43005, 43006, 43014, 43028, 43037) (n=142)	
Identified Issue	Strongly Agree
Alcohol/Drug Abuse	69.7%
Obesity	59.0%
Mental Health Issues (depression, anxiety, mental illness)	58.9%
Unhealthy Food Choices	55.0%
Stress	47.1%

The top five physical and mental health issues in the community for various subsets of the population of Knox County have been examined above. The following table details the breadth of the responses of all residents who completed the

household survey. Table 35 illuminates the high priority issues in the community, as well as the physical and mental health issues that received little or no endorsement.

**Table 35:** Physical and Mental Health Issues for All Respondents

What is your opinion about the following medical and mental health issues impacting ADULTS in your community? (n=965-1,012)					
Issue	Not an Issue	Minor Issue	Moderate Issue	Major Issue	No Opinion/ Don't Know
Vaccination (i.e. flu, whooping cough, measles/mumps/rubella)	17.6%	21.4%	29.4%	22.0%	9.5%
Sexually transmitted diseases	7.0%	14.4%	34.7%	22.9%	21.1%
Mental health issues (depression, anxiety, mental illness)	3.8%	6.1%	25.5%	57.8%	6.9%
Alcohol/drug abuse	2.9%	3.9%	19.5%	70.2%	3.7%
Stress	3.4%	11.7%	38.3%	39.9%	6.7%
Suicide deaths	5.3%	24.1%	32.3%	20.3%	18.0%
Unhealthy food choices	4.8%	9.3%	27.9%	53.0%	5.1%
Obesity	3.0%	6.7%	28.2%	58.0%	4.2%
Eating disorders	5.3%	18.8%	35.6%	21.5%	18.9%
Not having health insurance	4.8%	10.1%	29.3%	45.3%	10.5%
Heart disease	3.8%	8.8%	34.5%	38.7%	14.2%
Diabetes	3.8%	8.6%	31.7%	43.6%	12.4%
Cancer	4.2%	7.8%	34.3%	40.6%	13.0%
Flu/Pneumonia	6.1%	25.5%	36.8%	11.9%	19.7%

Perceptions of community physical and mental health issues are also impacted by income level. An examination of the opinions of medical and mental health issues by income level was conducted to determine how residents of various income levels ranked the aforementioned medical and mental health issues. In every category residents with higher incomes reported fewer 'major' health issues. Table 36, 'Rating of Physical and Mental Health Issues by Income Level', shows the percentage of household survey respondents who indicated that a particular health issue was a 'major' issue in their community.

**Table 36:** Opinion of Physical and Mental Health Issues by Income Level

What is your opinion about the following medical and mental health issues in your community? (Percent of respondents who selected major health issue)				
Issue	Under \$24,999 (n=175)	\$25,000- \$49,999 (n=198)	\$50,000- \$99,999 (n=314)	Over \$100,000 (n=174)
Vaccination (i.e. flu, whooping cough, measles/mumps/rubella)	19.8%	28.1%	19.6%	22.4%
Sexually transmitted diseases	27.9%	24.2%	20.6%	21.6%
Mental health issues (depression, anxiety, mental illness)	53.2%	58.9%	60.7%	58.0%
Alcohol/drug abuse	67.1%	72.2%	74.0%	66.3%
Stress	46.8%	41.8%	37.6%	37.1%
Suicide deaths	27.0%	19.9%	19.7%	16.6%
Unhealthy food choices	45.9%	46.7%	58.9%	58.9%
Obesity	50.9%	48.5%	62.9%	66.1%
Eating disorders	28.4%	21.8%	19.6%	17.2%
Not having health insurance	50.3%	49.5%	44.1%	37.7%
Heart disease	35.1%	34.2%	42.0%	41.1%
Diabetes	43.1%	36.0%	49.5%	44.8%
Cancer	35.8%	40.6%	41.2%	45.1%
Flu/Pneumonia	17.7%	14.5%	8.9%	10.0%



## ALCOHOL, DRUGS, AND OTHER SUBSTANCES

In addition to overall health, respondents were asked to provide responses to questions related to concerns with drugs and other substances in their communities and households. Citizens of Knox County view issues with specific drugs and other substances as a major concern in the community. See Table 37.

The Knox County Health Department has identified concerns with drug and alcohol use among residents with 18% of the population engaged in binge drinking, 21% in excessive drinking, and 32% in smoking. All three of these variables were higher for Knox County residents than the state and national rates. According to behavioral health data from Mental Health and Recovery for Licking and Knox Counties, 769 adults and youth received treatment for drug/alcohol abuse in the public system between July 2013 and June 2014. The completion rate for these programs ranged from 51-57% for adults and 60--85% for youth. National norms for adult completion of alcohol/drug treatment is 50%. However, for individuals who do complete the treatment program, 100% of the youth and 92-100% of the adults have been abstinent from using alcohol/drugs for at least 30 days upon completion, which is above the national norm.

The Knox County Health Department reported 59 deaths attributed to smoking during 2014. Smoking cessation programs are available to residents and class enrollment increased from 2013 reports, to 85 new program participants. Twenty-four percent of household survey respondents reported that someone in their household smokes cigarettes, 21% reported that other tobacco products (smokeless/chew/cigars/pipe) were used in household, and 11% reported the use of vapor nicotine products (electronic or vapor cigarettes) in the household. Additionally, 14% reported that someone in their household smokes in the home or car where non-smokers are present. Table 38 examines the use of tobacco and nicotine products in the household by income level.

**Table 37:** Respondent Concerns with Drugs and Other Substances in the Community

Concerns with Specific Drugs and Other Substances (n=930)	
	% Identified as a Major Issue
Heroin use	65.5%
Alcohol abuse	60.5%
Prescription drug abuse	60.0%
Smoking/tobacco use	55.2%
Marijuana use	42.6%

**Table 38:** Respondent Household Usage of Tobacco/Nicotine Products

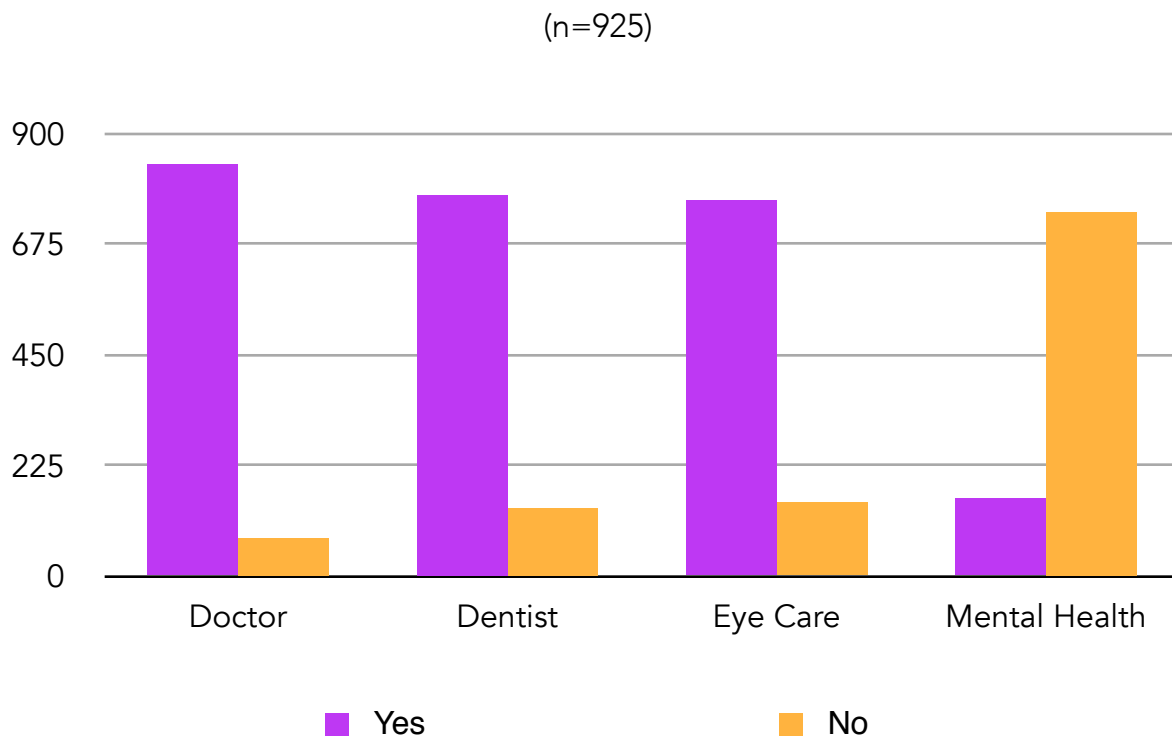
Household Usage of Tobacco/Nicotine Products (n=861)					
% Use					
Identified Issue	Under \$24,999 (n=175)	\$25,000-\$49,999 (n=198)	\$50,000-\$99,999 (n=314)	Over \$100,000 (n=174)	Overall Average (n=1,095)
Does anyone in your household use vapor nicotine products (electronic or vapor cigarettes)?	20.7%	12.1%	6.7%	6.3%	10.6%
Does anyone in your household use other tobacco products (smokeless/chew, cigars, pipe)?	30.3%	20.2%	15.9%	22.3%	20.7%
Does anyone in your household smoke cigarettes?	44.5%	24.9%	16.8%	13.1%	23.6%
Does anyone in your household smoke in the home or in the car when non-smokers are there?	23.4%	11.6%	5.1%	5.7%	10.8%

## ACCESS TO CARE AND INSURANCE ISSUES

The ratio of residents to available primary care physicians is estimated at 2,529:1, a rate that is much more disparate than state ratio of 1336:1. The estimate for mental health providers is reportedly 1,351:1, indicating much less access to care for Knox County residents than other residents of Ohio where there is a 445:1 ratio. Availability of dental care in Knox County is also inconsistent with the state average ratio of 1,746:1 -- the county ratio is 2,764:1.

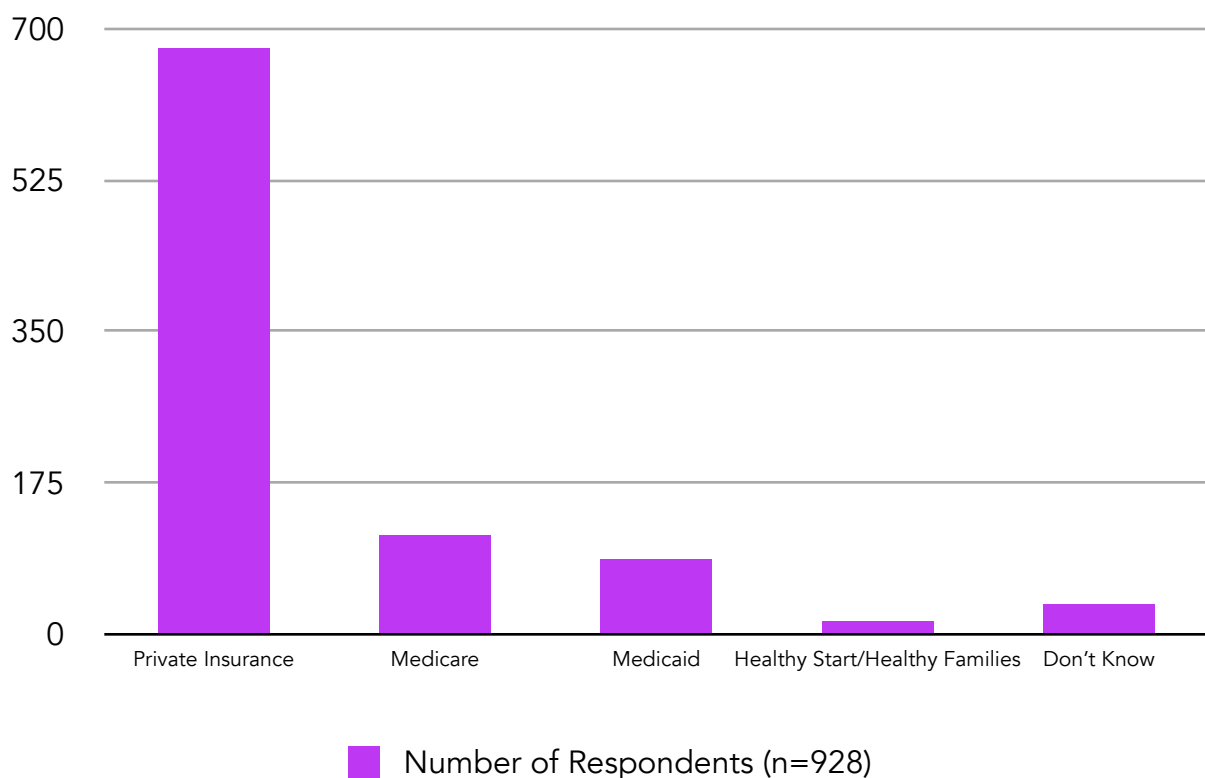
According to the survey, residents generally have primary care physicians, dentists, and eye care providers, however, fewer report having mental health counselors (Figure 3). This is a critical data point as it was noted earlier that having high levels of stress, anxiety, and experiencing depression were among the most endorsed household health issues. Mental health issues was also a prominent concern whether or not respondents had children, making it applicable to a substantial number of individuals.

**Figure 3:** Access to Doctors, Dentist, Eye Care and Mental Health



More than 45% of survey respondents rated 'Not Having Health Insurance' as a 'major' community issue. According to the County Health Rankings and Roadmaps data from 2015, 14% of Knox County adult residents are living without health insurance and 6.5% of the survey respondents reported not having health insurance. The majority of respondents have private health insurance (62%). See Figure 4 below. Additionally, 4.9% of respondents reported being able to secure insurance as a result of the Affordable Care Act, while 73.7% reported already having insurance during the open enrollment period.

**Figure 4:** Types of Health Insurance



Concerns regarding the ability to access medical care and health services were also assessed. The survey solicited information about all desired health services that Knox County residents were in need of, but unable to access. Results are provided for the top five desired health services that residents were unable to access, with a

comparison to the results from the 2011 survey. It should be noted that significant improvements in respondents concerns with accessing various health care has been made since the 2011 survey. Additionally, this survey question is examined by income level of respondents. The results are depicted below in Tables 39 and 40.

**Table 39:** Top 5 Health Services That Were Needed But Unable to Access

Top 5 Health Services That Were Needed But Unable to Access		
Identified Issue	<u>2011</u> % who could not access services (n=865)	<u>2014</u> % who could not access services (n=846)
A doctor visit, checkup or exam	18.5%	9.6%
Appointment or referral to a specialist (dermatologist, endocrinologist, chiropractor, gastroenterologist, gynecologist)	14.4%	9.8%
Dental	18%	7.5%
Eye glasses or vision care (ophthalmologist, optometrist)	14.1%	7.5%
Other medical treatments	10.3%	5.5%

If respondents were unable to access services, they were asked for the reason that the service was inaccessible. Choices offered included: appointment was not available, insurance was not accepted, or Medicaid was not accepted. Of the 9.6% of respondents who could not access a doctor visit, checkup or exam, 6.7% reported that an appointment was not available. Similar rates existed for appointments with specialists, with 6.8% unable to get an appointment. Nearly 4% of the people who could not access dental care reported that their insurance was not accepted.

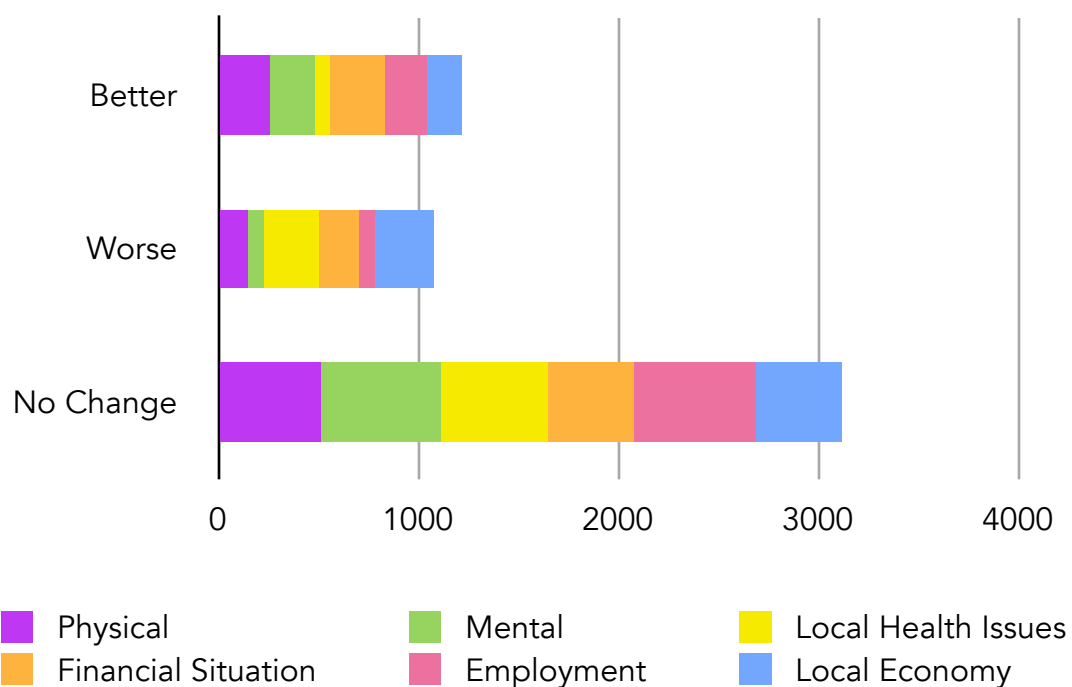
Access to health care services is impacted tremendously by income. Table 40 delineates respondent access to health care services and income level.

**Table 40:** Access to Health Care Services by Income

During the past 12 months, what health care services did you need and were NOT able to get? (n=861)					
% of respondents that could not access for any reason (appointment not available; insurance not accepted; Medicaid not accepted)					
Identified Issue	Under \$24,999 (n=133)	\$25,000-\$49,999 (n=159)	\$50,000-\$99,999 (n=267)	Over \$100,000 (n=151)	Overall Average (n=743-846)
A doctor visit, checkup or exam	13.8%	0.9%	7.8%	8.4%	9.6%
Mental health care (counseling)	14.1%	3.6%	2.2%	1.9%	5.1%
Eye glasses or vision care (ophthalmologist, optometrist)	20.4%	6.2%	2.8%	4.3%	7.5%
Medical supplies or equipment	16.4%	4.2%	1.1%	1.9%	4.9%
Appointment or referral to a specialist (dermatologist, endocrinologist, chiropractor, gastroenterologist, gynecologist)	17.1%	5.3%	7.6%	11.7%	9.8%
Dental	20.3%	7.3%	2.4%	2.4%	7.5%
Other medical treatment (tests, surgery, other procedures/therapies, x-rays, cancer or heart attack tests)	16.1%	3.5%	2.8%	2.5%	5.5%
Medications/Prescriptions (patches, pills, shots)	13.3%	3.3%	1.4%	3.1%	4.6%
Alcohol or other drug treatment	12.0%	2.5%	0.7%	1.3%	3.4%

Respondents were asked to also share perceptions of any changes in their physical and mental health, financial and employment situations, and the local economy and local health issues over the past twelve months. The results indicate that most respondents believe that there has been no change in these over the past twelve months. See Figure 5.

**Figure 5:** Change in Personal Health/Status and Community Health/Status (n=903)



# ISSUES IMPACTING YOUTH

The 2014 version of the household survey included an additional section that examined community perceptions of issues impacting youth in Knox County. Seeking to have an increased understanding of the challenges facing children under 18, respondents were asked their opinion on medical and mental health issues, drug and substance abuse issues, social and safety issues, and educational issues.

Regarding medical and mental health issues, the issues facing youth were endorsed as “major” at similar rates as issues facing the “community”, albeit slightly lower. For example, alcohol and drug abuse was the highest endorsed “major” issue on both the community and youth section. Nearly 54% of the respondents endorsed alcohol/drug abuse as an issue facing youth in the community, whereas 70.2% of respondents saw this as a ‘major’ issue facing the community. Interestingly, according to the PRIDE survey of more than 1,000 Knox County public schools students, the majority (64%) reported that they did not use any alcohol, tobacco, or other drugs within the past year.

**54% of respondents believe alcohol/drug abuse is a MAJOR ISSUE among YOUTH in Knox County**

**70% believe it is a MAJOR ISSUE in the community**

## MODERATE ISSUES

Stress (38.5%)  
Teen pregnancy/parenting (33.3%)  
Mental health issues (32.2%)  
Obesity (31.2%)  
Eating disorders (30.1%)

## MAJOR ISSUES

Alcohol/drug abuse (53.5%)  
Unhealthy food choices (49.9%)  
Obesity (48%)  
Mental health issues (44.3%)  
Teen pregnancy/parenting (42.2%)



Several other issues emerged as major concerns impacting youth in Knox County including mental health issues, unhealthy food choices and obesity, sexually transmitted diseases and teen pregnancy, and stress and suicide. The full list of issues and ratings are displayed below in Table 41.

**Table 41:** Opinion of Physical/Mental Health Issues Impacting Youth Among All Household Respondents

What is your opinion about the following medical and mental health issues impacting YOUTH in your community? (n=938-965)					
Issue	Not an Issue	Minor Issue	Moderate Issue	Major Issue	No Opinion/ Don't Know
Mental health issues (depression, anxiety, mental illness)	2.9%	11.4%	32.2%	44.3%	9.2%
Alcohol/drug abuse	2.4%	6.9%	29.1%	53.5%	8.1%
Stress	3.0%	14.7%	38.5%	33.6%	10.1%
Suicide	5.6%	22.1%	28.9%	25.6%	17.8%
Unhealthy food choices	4.1%	10.9%	29.2%	49.9%	6.0%
Obesity	3.0%	11.2%	31.2%	48.0%	6.5%
Eating disorders	4.3%	18.8%	30.1%	29.2%	17.6%
Sexually transmitted diseases	3.8%	15.1%	29.8%	29.6%	21.8%
Teen pregnancy/parenting	2.9%	9.4%	33.3%	42.2%	12.3%

- While 75.5% of the respondents reported that teen pregnancy is a moderate or major issue in the county, the teen birth rate in Knox County (28 births per 1,000 teens) is lower than the state average of 33.5 (PCSAO Factbook, 2013-2014).
- 54.5% of respondents believe suicide is a moderate or major issue facing youth in the county. According to youth reporting in the PRIDE survey, most (73%) youth do not think about suicide; however, 8.9% of youth think about suicide sometimes, 7.3% think about suicide often or a lot.

## YOUTH SUBSTANCE USE/ABUSE

As youth get older, the use of alcohol and other substances increases as does their access to such substances. Seniors in high school report more frequent use of alcohol, tobacco, and marijuana. Among 12th graders' use of substances over the last 30 days, 19% report smoking, 19% report using marijuana, and 38% report drinking. Of those who drank within the past 30-days, 65% report binge drinking -- or drinking five or more drinks (PRIDE Survey, 2013).

The community concerns for youth substance use is evidenced in Table 42 where 42.2%-58.2% of respondents endorsed each substance as a 'major' issue impacting youth in the community.

**Table 42:** Opinion of Drug/Substance Abuse Issues Impacting Youth Among All Household Respondents

What is your opinion about the following specific drug and substance abuse issues impacting YOUTH in your community? (n=941-963)					
Issue	Not an Issue	Minor Issue	Moderate Issue	Major Issue	No Opinion/ Don't Know
Alcohol use	2.0%	9.4%	33.3%	42.2%	12.3%
Drug use	1.9%	5.9%	24.8%	58.2%	9.2%
Prescription drug use	3.0%	10.2%	25.6%	47.0%	14.2%
Marijuana use	5.2%	12.4%	25.9%	43.4%	13.1%
Heroin use	3.0%	9.5%	20.1%	48.2%	19.2%
Smoking/tobacco use	3.5%	9.9%	28.1%	49.8%	8.7%

Additionally, when asked to rate the issues in the specific drug and substance abuse category, household survey respondents reported that, in their opinion, all of the issues were 'major' issues, including: the use of alcohol, drugs, prescription drugs,

marijuana, heroin, and tobacco. A comparison has been made with the frequency which youth report using specific drugs/substances in the last year and the level of concern that adults in the community show towards the usage of specific drugs/substances. See Table 43.

**Table 43:** Adult and Youth Reported Level of Concern and Usage of Substances

Adult and Youth Reports of Substance Use (n=941-963)						
Issue	Alcohol Use	Drug Use	Prescription Drug Use	Marijuana Use	Heroin Use	Smoking/Tobacco Use
Household Survey Adult Response (n=941-963) <i>* Percent of respondents who indicated 'major' issue</i>	42.4%	58.2%	47.0%	43.4%	48.2%	49.8%
PRIDE Survey Youth Response (n=1,066) <i>* Percent of youth who indicated they did not use the substance in the past year</i>	68.4%	**	95.5%	86.6%	98.8%	81.2%

\*\* PRIDE Survey questions ask about the usage over the past year of specific drugs (cocaine, inhalants, hallucinogens, steroids, ecstasy, and meth). For each of these specific drugs, 97-98% of youth respondents reported they did not use these drugs within the last year.

With youth drug use and smoking/tobacco use identified as significant issues in the community, participants were also asked to respond to questions regarding issues related to their children and substance use. Specifically, the following questions were asked among respondents who have children under the age of 18 living in the home (42% of all respondents):

- 1.) I talk to my child about the harmful effects of using tobacco, alcohol, and drugs; and
- 2.) It would be okay if my child used alcohol as long as he/she did not use other drugs.

Of the applicable responses, 49% reported that they talk to their children ‘often’ with an additional 31% stating that they sometimes talk to their children about substance use. However, when Knox County youth were asked a similar question in the 2014 PRIDE Survey, the results were markedly different with only 31% of teens reporting that their parents talk with them ‘often’ or ‘a lot’ about the problems of tobacco, alcohol, and drugs. See Table 44 for a summary of these findings.

**Table 44:** Adult and Youth Reports of Discussions on Effects of Substance Use

Adult and Youth Reports of Discussions on Effects of Substance Use				
Identified Issue	Never	Seldom	Sometimes	Often/ A lot
Household Survey Adult Response (n=393) <i>"I talk to my child about the harmful effects of using tobacco, alcohol, and drugs."</i>	9.4%	10.2%	31.0%	49.4%
PRIDE Survey Youth Response (n=1,066) <i>"Do your parents talk to you about the problems of tobacco, alcohol, and drug use?"</i>	17.0%	18.9%	33.2%	30.8%*

\* ‘Often’ and ‘A Lot’ percentages are combined

Nearly 88% of respondents reported that it would ‘never’ be okay for their child to use alcohol as long as they were not using other drugs. According to the 2013 PRIDE Survey of Knox County of students in grades 6, 8, 10, and 12, the majority reported parental disapproval of use of various substances. Percentages of students who stated their parents believed that use of the following substances was ‘wrong’ or ‘very wrong’ is as follows: alcohol: 92%, tobacco: 92%, and marijuana: 96%.

However, when examining core measures of

**88% of respondents  
believe that it would  
NEVER  
be okay for their child  
to use alcohol**

**77% of teens have  
used alcohol by the  
AGE OF 15**

substance use onset by grade, findings from the PRIDE Survey concluded that by the tenth grade year most students have consumed alcoholic beverages and by the twelfth grade year most have tried cigarette smoking. Marijuana use was slightly lower than alcohol or cigarettes.

## **TECHNOLOGY, SOCIAL MEDIA, BULLYING, CYBERBULLYING AND SAFETY**

Bullying in schools has emerged as a tremendous issue of concern throughout Knox County and the state of Ohio. With the proliferation of technology, school bullying has been extended beyond the school grounds and now is extended via technology and social media. The use and misuse of technology and social media has arisen as a concern among both adults and teens in Knox County. In the household report, 55.5% of participants identified the use, misuse, and overuse of technology as a 'major' issue impacting youth in the community and 46.1% identified bullying and cyberbullying as a 'major' issue. See Table 45 for details.

**Table 45:** Rating of Social/Safety Issues Impacting Youth Among All Household Respondents

What is your opinion about the following social and safety issues impacting YOUTH in your community? (n=937-961)					
Issue	Not an Issue	Minor Issue	Moderate Issue	Major Issue	No Opinion/ Don't Know
Seat belt usage	8.1%	25.4%	31.4%	18.4%	16.7%
Distracted driving	2.2%	6.2%	20.9%	65.5%	5.2%
Motor vehicle accidents	3.0%	14.9%	38.0%	32.8%	11.2%
Sexual violence	4.2%	20.2%	29.9%	23.0%	22.7%
Domestic violence	4.2%	18.7%	29.7%	26.6%	20.8%
Misuse/overuse of social media and technology	4.2%	9.4%	22.5%	55.5%	8.4%
Bullying/cyberbullying	2.6%	11.4%	29.3%	46.1%	10.6%
Human trafficking	13.9%	22.4%	16.1%	13.4%	34.2%
Lack of parent involvement	2.9%	8.3%	26.8%	54.2%	7.8%
Child abuse/neglect	3.2%	12.6%	31.4%	39.0%	13.9%

The 2013 PRIDE survey also examined these issues and the results indicate that most cyberbullying takes place during the middle school years, with approximately 17% of students in 8th grade reporting experiencing cyberbullying at least 2-3 times per month. Rates of cyberbullying among 10th and 12th grade students declined from the 8th grade year. Knox County youth were also asked in the 2013 PRIDE Survey, if their school set clear rules on bullying or threatening other students at school. Overwhelmingly students across grades reported that this happens 'often' or 'a lot' (68%). Fifteen percent of students reported that there are 'never' or 'seldom' clear rules on bullying. See Table 46 for details.

**Table 46:** Rules on Bullying or Threatening Other Students 2011 and 2013

Does your school set clear rules on bullying or threatening other students at school? (n=1,075)				
Grade	Often	A lot	Often/A lot Total 2013	Often/A lot Total 2011
6	16.0%	71.5%	87.5%	82.2%
8	22.7%	44.4%	67.1%	64%
10	20.5%	32.4%	52.9%	57.1%
12	30.4%	24.7%	55.1%	54.6%

Despite the clear rules that are in place regarding bullying or threatening other students, 16% of students report that they have threatened or hurt another student at school two or more times and 23% report that they have been threatened or hurt at school two or more times.

Safety at school is one of several educational issues that respondents considered in the household survey. An examination of other educational issues impacting youth revealed that 'parent support of their children's education' was endorsed as a 'moderate' or 'major' issue by 67% of the respondents. This finding is consistent with the perception of 54.2% of respondents who believe that 'lack of parent involvement' is a 'major' issue impacting youth. Conversely 77% of youth reported that their parents often/always set clear rules for them and 58% reported being punished the majority of the time if these rules are broken. See Table 47 for complete ratings of the educational issues.

**Table 47:** Rating of Educational Issues Impacting Youth Among All Household Respondents

What is your opinion about the following educational issues impacting YOUTH in your community? (n=938-965)					
Issue	Not an Issue	Minor Issue	Moderate Issue	Major Issue	No Opinion/ Don't Know
High school graduation rate	7.2%	26.8%	35.0%	15.0%	16.0%
Access to post-secondary options (college, technical school, military, etc.)	16.1%	26.8%	28.9%	18.6%	9.6%
Access to pre-school	21.4%	30.8%	23.3%	13.3%	11.2%
Parent support of their children's education	6.0%	16.6%	33.8%	33.2%	10.4%
Quality of instruction in the classroom	12.9%	25.4%	26.9%	23.2%	11.5%
Learning challenges (learning disabilities, ADHD, Autism, Aspergers, etc.)	6.1%	19.2%	34.2%	27.0%	13.4%

Overall, household respondents were very concerned with the issues facing the youth of Knox County and the top five issues that evoked the most responses for major issues are reported in Table 48.



**Table 48:** Top 5 Issues Impacting Youth Among All Household Respondents

Top 5 issues impacting YOUTH in your community (n=937-965)	
Identified Issue	% Identified as a Major Issue
Distracted driving	65.5%
Drug use	58.2%
Misuse/overuse of social media and technology	55.5%
Lack of parent involvement	54.2%
Alcohol/drug abuse	53.5%

# BUSINESS SURVEY

The second survey utilized in the 2014 Community Health Assessment was a survey developed to gather information from Knox County businesses. In order to further understand the social, economic, and health issues that impact the county from an infrastructure and economic perspective, the Knox County Community Assessment business survey was conducted through the Knox County Chamber of Commerce. Utilizing a selective electronic mailing list, targeted area business leaders were invited by the Chamber to complete the survey. Respondents included both Chamber member and non-member businesses.

Information gathered includes:

- Basic demographics and descriptive data on local businesses
- Strengths and positive reactions to conducting business in Knox County
- Immediate and long-term concerns
- Future plans for business operation

## DEMOGRAPHIC INFORMATION

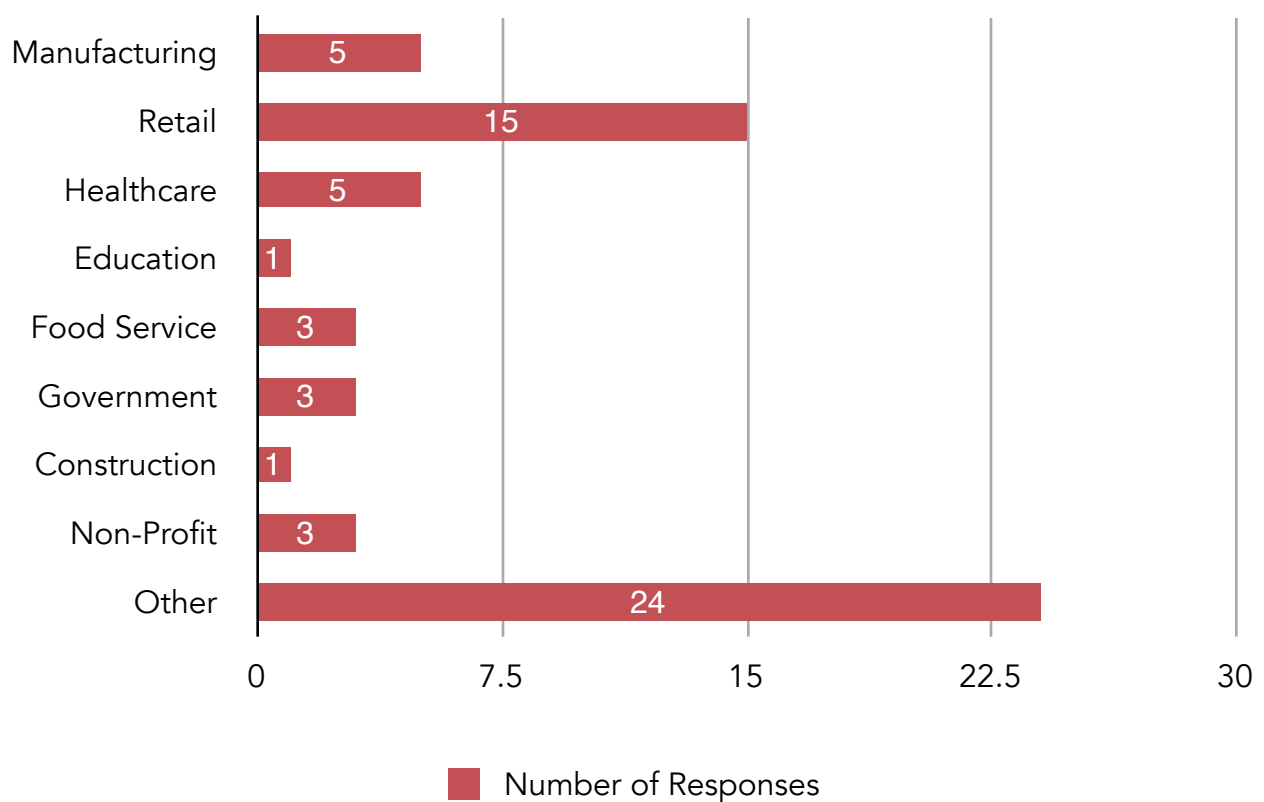
Agriculture continues to be a significant economic engine for Knox County. According to the Office of Policy, Research and Strategic Planning (2014), with 195,000 acres of farm land, 1,260 farms in the county provide total cash receipts for \$92,170,000. Primary crops include corn, soybeans wheat, oats and hay, and livestock sales include primarily cattle, dairy, and hogs.

Most Knox County residents work within the county at manufacturing jobs, healthcare services, governmental jobs, and retail stores. The largest manufacturing employers in the county are Ariel Corporation and Rolls-Royce Energy Systems/Siemens. Other major employers include FT Precision, Jeld-Wen Windows & Doors,

Kokosing Construction, the Knox Community Hospital, Kenyon College, Mount Vernon City Schools, and Mount Vernon Nazarene University.

The 60 respondents who completed the business survey represent a variety of business types including: retail (42%), healthcare (14%), manufacturing (14%), non-profit (8%), food service (8%), government (8%), and construction (3%). If businesses did not fit into one of the aforementioned categories, then they were able to select 'other' and then submit their type of business. Examples of businesses represented in the 'other' category included: financial institution/accounting, automotive repair, online news media, real estate, and plumbing and heating contractor. See Figure 6.

**Figure 6:** Primary Business of Knox County Companies



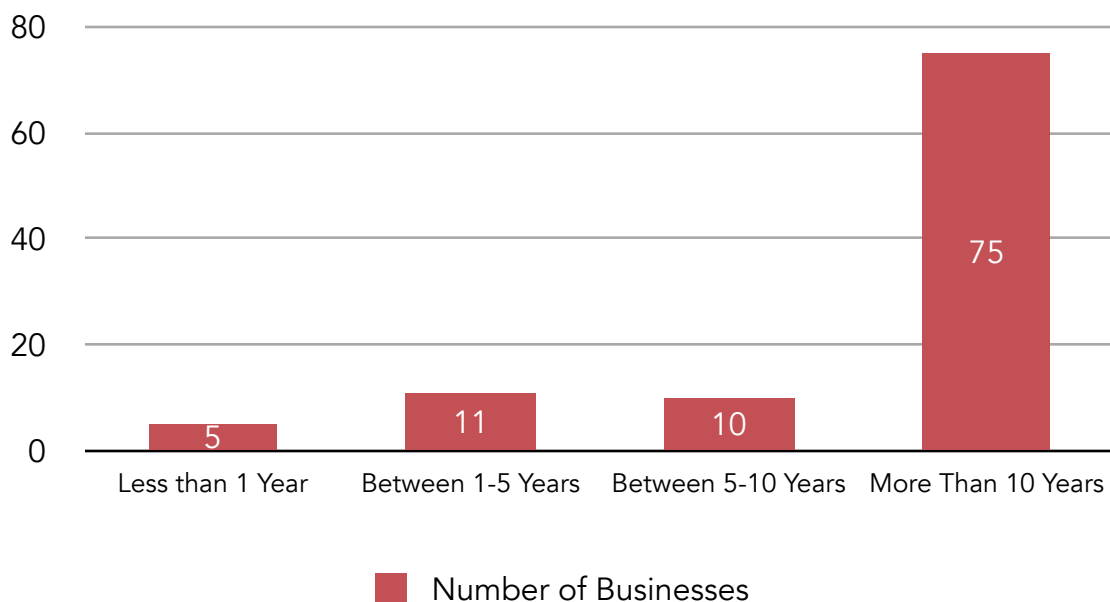
The 2014 business demographic is similar to the 2011 survey, however, there were 45 fewer responses in 2014. The 2011 survey included 105 respondents

comprising: retail (24.3%), healthcare (23%), manufacturing (14.9%), non-profit (14.9%), food service (8.1%), government (6.8%), construction (5.4%), and other (40%).

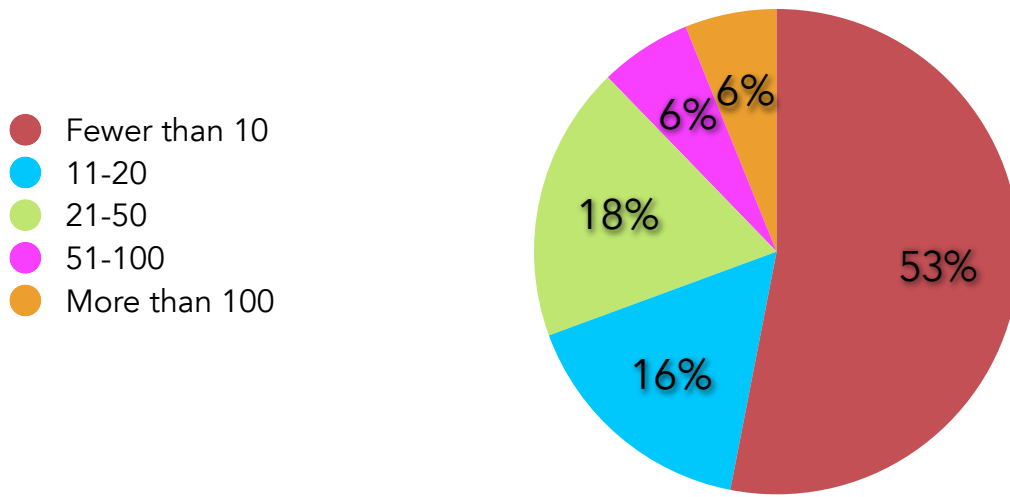
Similar to 2011, the length of business ownership in the county is quite high with 73% of the survey respondents reporting being in business in the county for more than ten years. An additional 5.1% have been in business for the last five years. See Figure 7 for details.

This is consistent with the data reported earlier by the Ohio Profile Report, which shows the number of active businesses has remained consistent over recent years. Additionally, well over half (69%) of respondents indicate that the composition of their staff is fewer than 20 employees -- consistent with the reporting in the 2011 survey. See Figure 8 for details.

**Figure 7:** Length of Business Operation



**Figure 8:** Number of Employees Who Work Within Your Company in Knox County (n=49)



**Figure 9:** Number of Employees that Live in Knox County or Commute Based on Number of Total Employees

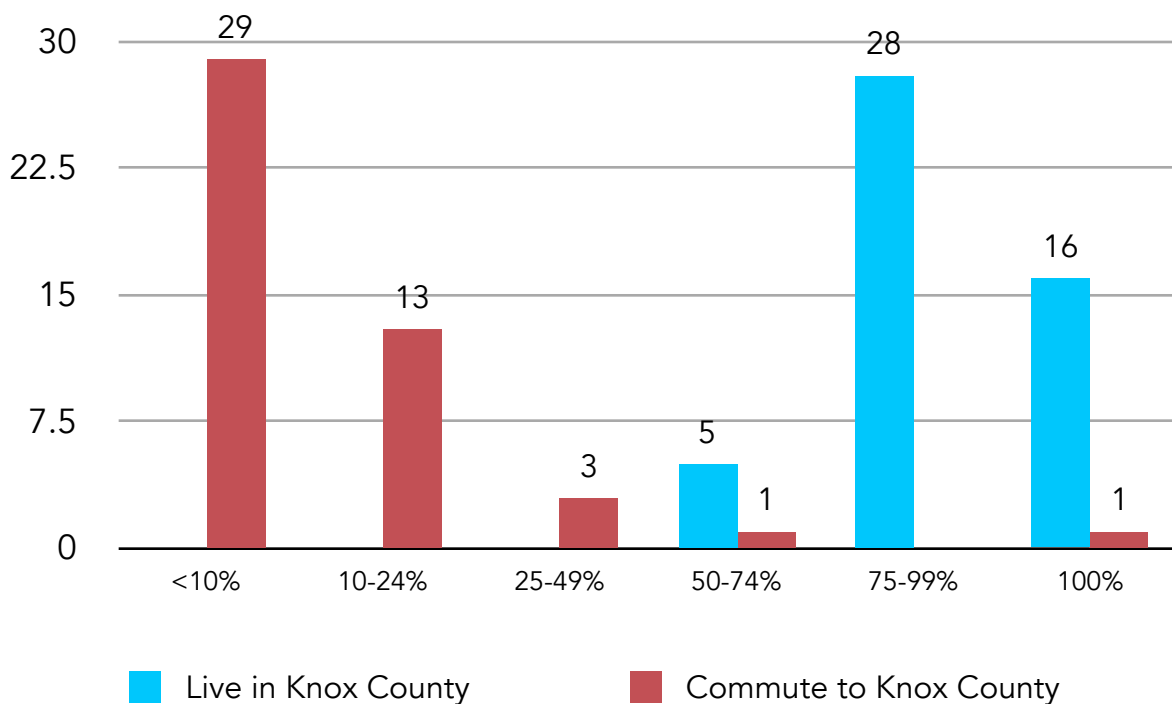
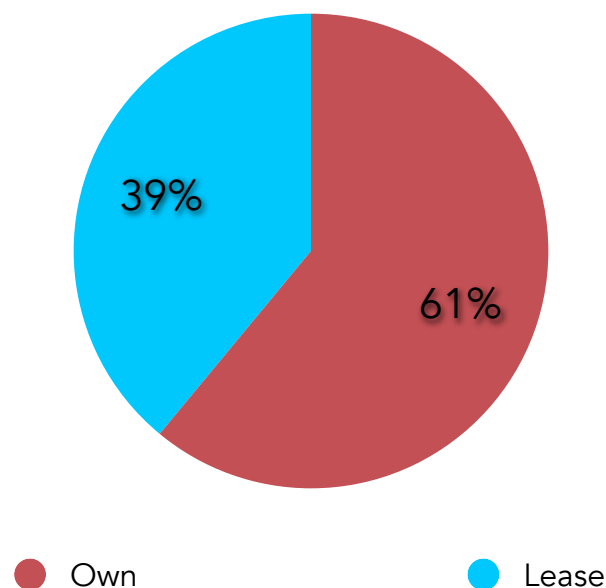


Figure 9 (above) depicts the percentage of employees that live in Knox County or commute to Knox County organized by the size of the business. Among businesses

with less than ten employees, 86% of the employees live in Knox County, as compared to 79% of employees of businesses with 51-100 employees. Regardless of where workers reside, the Ohio Profile reports that on average, 78% of workers in Knox County drive alone to work and 34% of those have a long commute to work.

Additionally, the majority of Knox County business operators own their place of business (Figure 10).

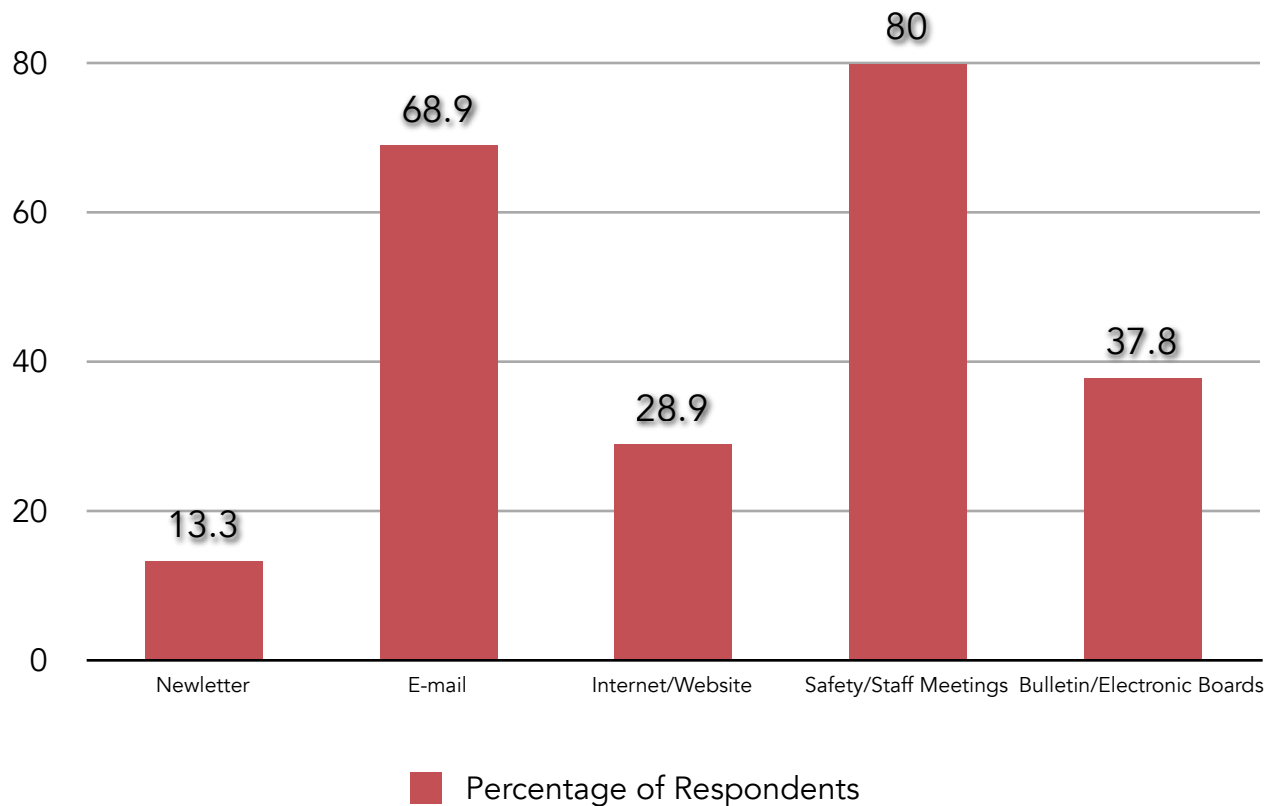
**Figure 10:** Ownership of Business Space



## SERVICES, BENEFITS AND OPPORTUNITIES FOR EMPLOYEES

Survey respondents indicated that they use various methods of communication to stay in touch with their employees. Safety/staff meetings was the highest endorsed (80.0%) method, followed by email (68.9%). See Figure 11 for full results.

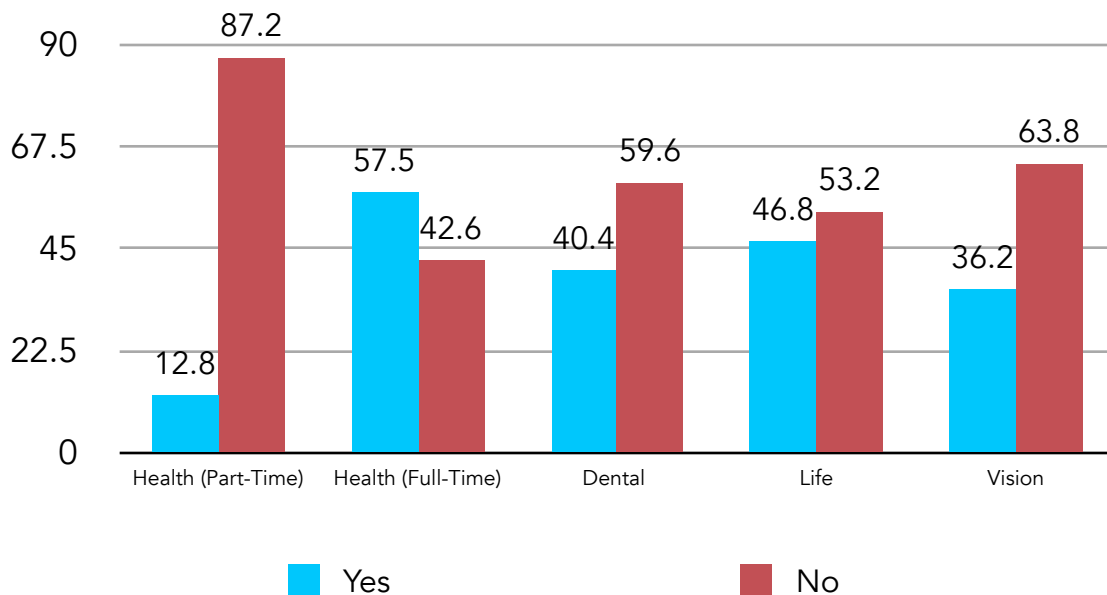
**Figure 11:** Business/Employee Communication Methods



Information was collected regarding the opportunity for yearly pay increases, as well as membership in a workforce union. Sixty-two percent (62.2%) of respondents reported that yearly pay increases are part of their practice, and 2% of the participants in this survey indicated that some part of their workforce is unionized.

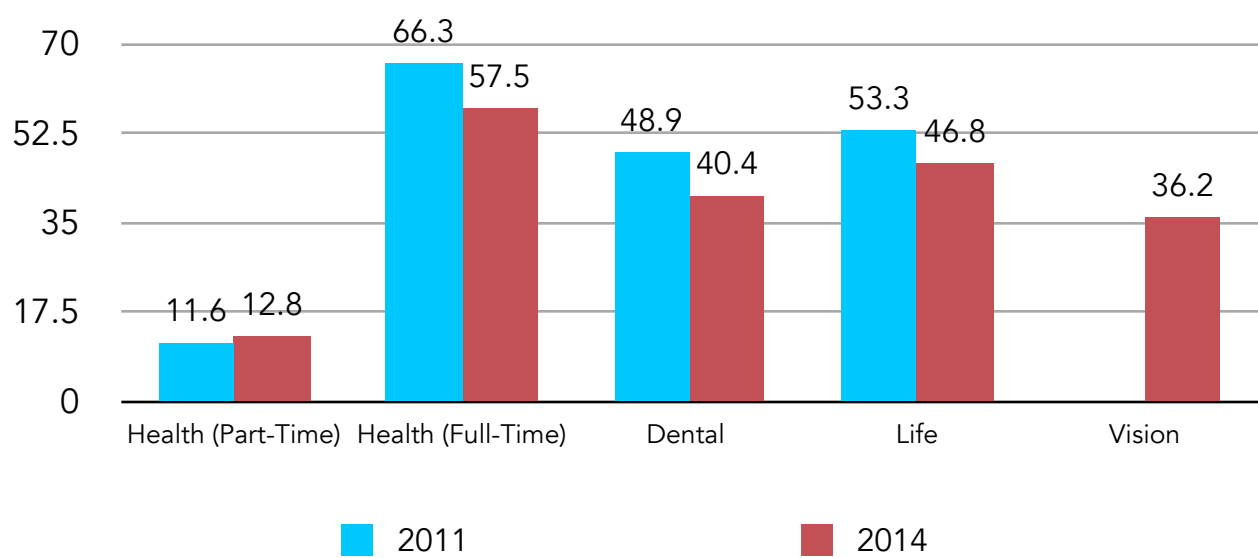
Respondents were asked about provision of health insurance and related benefits to employees. Results indicate that 57.5% provide insurance to full-time employees and 12.8% do so for part-time employees. The current survey found that just over 40% of business respondents offer dental insurance, 46.8% provide life insurance, and 36.2% offer vision insurance to their employees. More than 58% of employers plan to continue to offer health insurance for their employees. See Figure 12.

**Figure 12:** Health, Dental, Life, and Vision Insurance Provided by Knox County Businesses



A comparison between 2014 and 2011 responses indicate that slightly more of the 2011 businesses survey respondents provided health insurance to employees than did the 2014 respondents. (Vision was not included on the 2011 survey.)

**Figure 13:** Health, Dental, Life, and Vision Insurance Provided by Knox County Businesses 2011 vs 2014





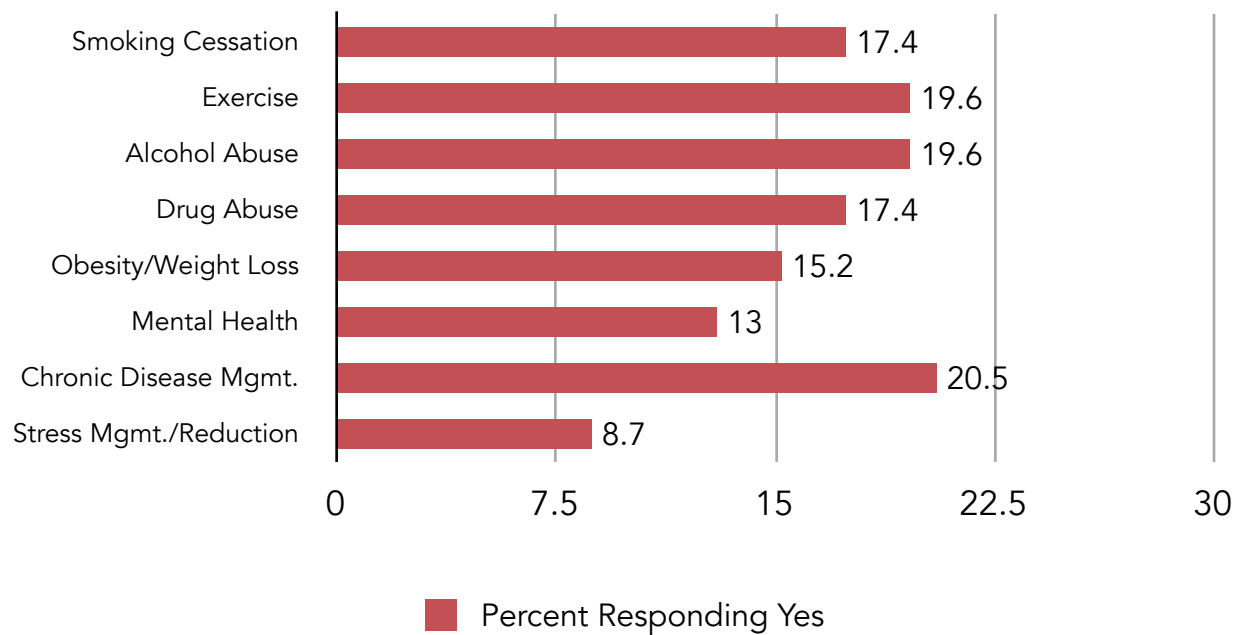
The 2014 survey also asked respondents to indicate the percentage of employee insurance that is paid for by the employee.

**If you provide health insurance, what percentage do the employees pay?**

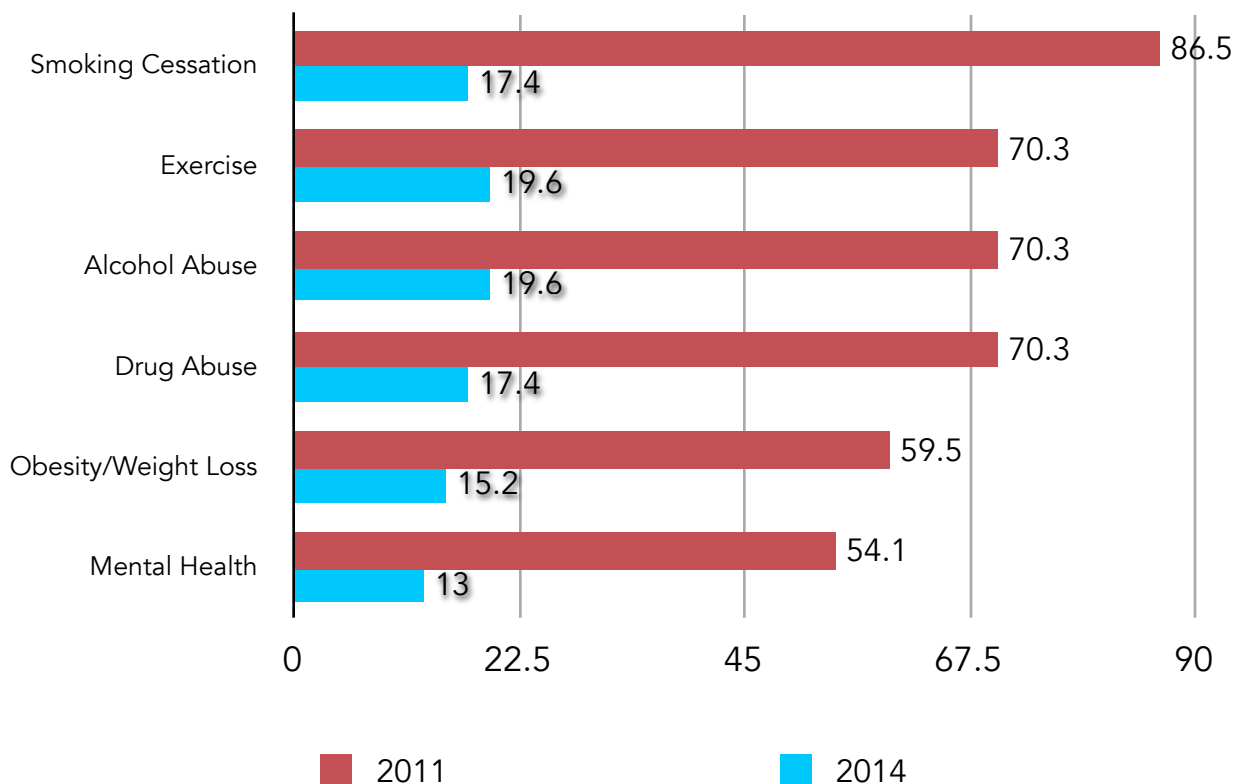
10.3% of employees pay	----->	100%
6.9% of employees pay	----->	75%-99%
13.8% of employees pay	----->	50%-74%
20.7% of employees pay	----->	25%-49%
27.6% of employees pay	----->	10%-24%
20.7% of employees pay	----->	Less than 10%

Regarding benefits, the most commonly provided services related to health and wellness of employees include chronic disease management, alcohol abuse treatment, and exercise. See Figure 14. The presence of these program offerings is significant based on the severity of issues such as heart related problems, cancer, and lung disease, however the percentages between the 2011 and 2014 survey vary tremendously. Significantly fewer respondents reported providing assistance or incentives for the specific health practices mentioned. See Figure 15.

**Figure 14:** Knox County Companies that Support Health Practices (n=46)



**Figure 15:** Knox County Companies that Support Health Practices 2011 (n=37) and 2014 (n=46)



In addition to supporting employees through these services, 81.3% of businesses afford employees time off to vote. The Ohio County Profile reports 39,335 registered voters, with a 44.75% turnout in the 2014 general election.

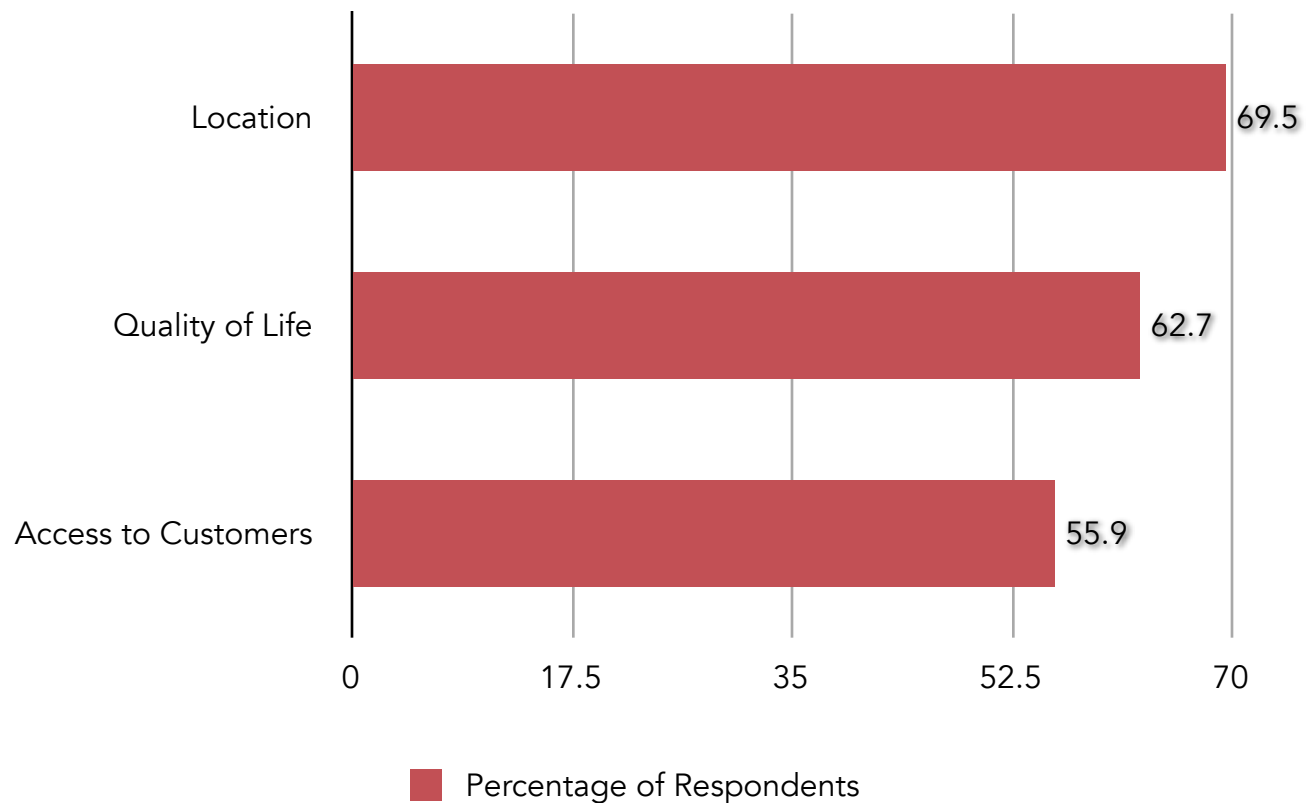
The Business Survey of Knox County also collected data related to how companies/businesses make positive contributions to the community through volunteer services and charitable donations. Taking collectively (n=43), the total number of volunteer hours reported by businesses ranged from 0 to 20,000 hours, with the majority of businesses (73.3%) reporting 0-500 hours of contributed volunteer hours. In addition, 57.5% stated that they provide employees with time off in order to complete volunteer work. The estimated charitable donations of respondents (n=46) ranged from \$0 to \$1,000,000 with 23% of donations ranging from \$2,001-\$5,000.

## STRENGTHS AND POSITIVE REACTIONS

In addition to the strengths noted above, the business survey solicited feedback on areas of immediate concern as well as anticipated needs and goals for the future. Specifically, respondents described current issues that the local government or local private entities could address as well as reasons to consider leaving Knox County. The business survey posed questions to respondents regarding their overall impressions of Knox County as a place to do business. Respondents were asked to answer this question using the following choices: excellent, good, average, poor, or very poor. Of the 58 responses, the majority endorsed this item very favorably. Specifically, 19% rated it as excellent, 56.9% as good and 24.1% as average. No respondents endorsed the poor or very poor choices. Over 90% reported that they would recommend Knox County to others as a venue for their businesses. Additional questions solicited feedback on the top reasons for locating or keeping businesses in the county. The results indicate that Knox County offers business operators a high quality of life, favorable location, and access to consumers (Figure 16). It should be noted that the

reasons for locating or keeping business in Knox County that were endorsed the least were: available restaurants and hotels (1.7%), safety services (1.7%), and recreational and entertainment facilities (3.4%).

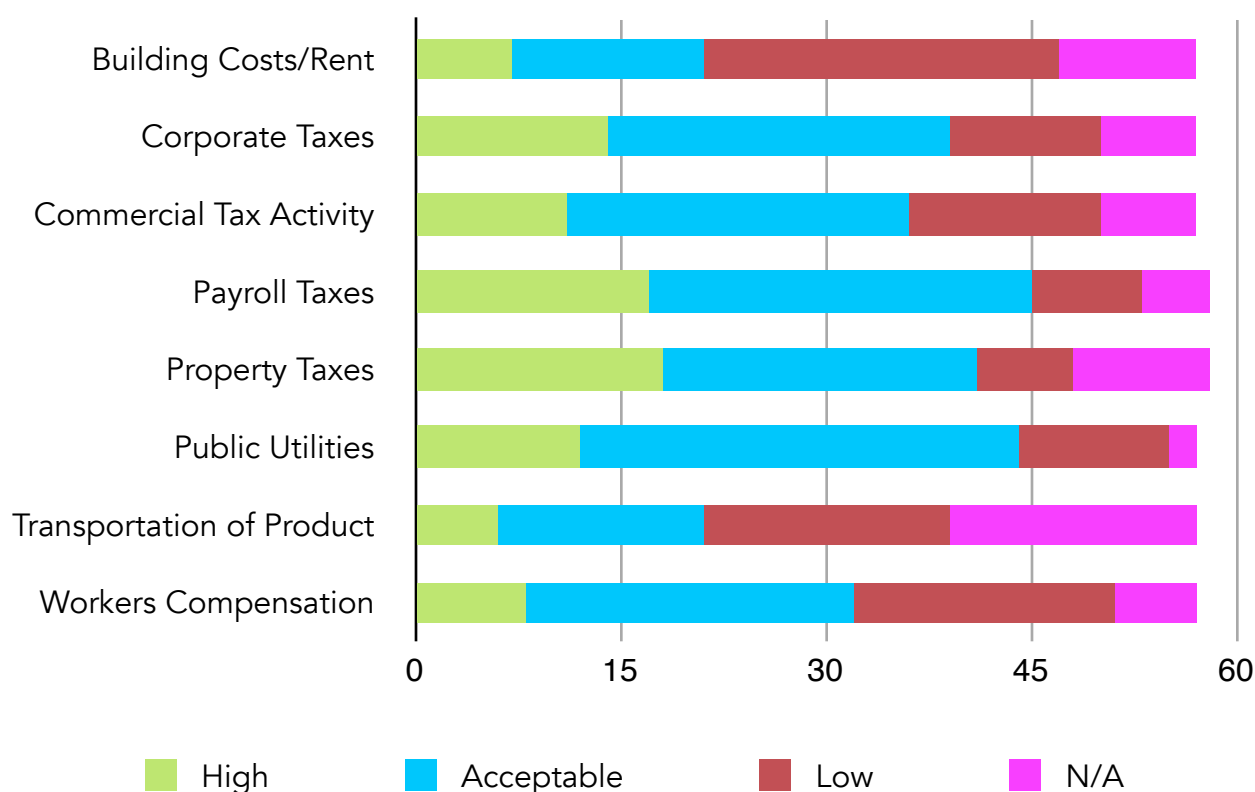
**Figure 16:** Top 3 Reasons for Locating or Keeping Your Business in Knox County



## FINANCIAL ISSUES

Respondents also reviewed several financial items related to their business (taxes, building costs, public utilities, transportation of product to market, and workers compensation) and rated them each as a high level of concern, an acceptable level of concern, a low level of concern, or not applicable. Of the items, there was consensus among respondents that public utilities were generally rated as acceptable (56.1%). There was also consistent agreement on payroll taxes, commercial tax activity, and corporate taxes, as well as workers compensation as being acceptable rates. Property taxes (31%) and payroll taxes (29.3%) received the most criticism for being high. See Figure 17 for full results.

**Figure 17:** Respondent Ratings of Financial Issues Impacting Business



## AVAILABILITY OF COMMUNITY SERVICES

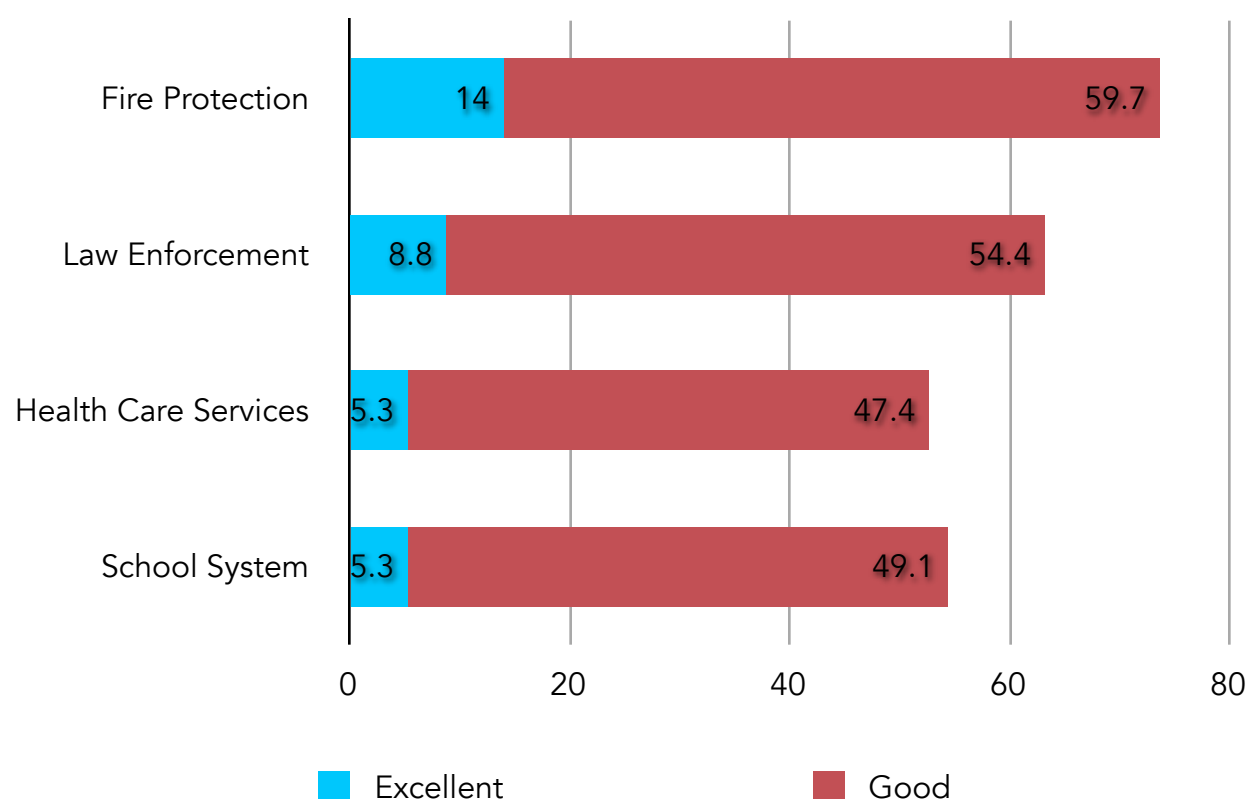
The business survey provided respondents an opportunity to rate (from poor to excellent) the availability of community services including roads/highways/freeways, water and sewer, natural gas services, telecom services, high-speed internet access, electrical services, air transportation, professional services, snow and ice removal, street and sidewalk cleaning, and street repairs. The results portray a fairly positive view of these items--that is the category of "good" was the highest endorsed by participants on all but two categories (street and sidewalk cleaning and street repairs) where the highest endorsed category was "average". The category of air transportation was endorsed with the not applicable rating by 40% of respondents. See Table 49.

**Table 49:** Respondent Ratings of the Availability of Community Services

Respondent Ratings of the Availability of Community Services (n=98)					
Category	Excellent	Good	Average	Poor	N/A
Roads, Highways and Freeways	8.6%	48.3%	32.8%	10.3%	0.0%
Water and Sewer	10.5%	61.4%	19.3%	3.5%	5.3%
Natural Gas Services	12.3%	61.4%	21.0%	0.0%	5.3%
Telecom Services	7.0%	45.6%	31.6%	12.3%	3.5%
High Speed Internet Access	5.4%	44.6%	33.9%	14.3%	1.8%
Electrical Services	8.9%	57.1%	28.6%	3.6%	1.8%
Air Transportation	3.6%	9.1%	29.1%	18.2%	40.0%
Professional Services	8.9%	44.6%	35.7%	7.2%	3.6%
Snow and Ice Removal	1.7%	43.9%	38.6%	10.5%	5.3%
Street and Sidewalk Cleaning	3.6%	30.4%	44.6%	8.9%	12.5%
Street Repairs	0.0%	22.8%	50.9%	24.6%	1.7%

Similar findings emerged when reviewing the responses to the question about services such as public transportation, safety related items (fire and law enforcement protection), health care systems, school systems, child-care services, shopping, recreation, restaurants, hotels, and conference facilities. The most favorably endorsed services were for fire protection, law enforcement, health care, and schools. See Figure 18.

**Figure 18:** Availability of Community Resources: Percentage Rated Excellent or Good



## CONCERNS AND NEEDS

To obtain a balanced view of the business respondents who participated in the survey, the questionnaire sought to learn about their concerns and issues. Knox County offers several programs for adults, dislocated workers, and youth. The following information will summarize the specific concerns and issues as seen by business respondents that are addressed in this section including: immediate needs, long-term goals and related barriers, views of the workforce, areas of expertise that are difficult to find related to business needs, training needs, and the availability of welfare-to-work programming.

The first question asked respondents to share information related to immediate needs and concerns that could be addressed by local government and/or private entities. This question was crafted in an open-ended format. The responses were



analyzed and two major themes emerged: economic influencers for businesses and parking/traffic/transportation concerns. The following excerpts exemplify these themes:

*"Make downtown more walkable and encourage a walking community. Bike racks in town square would be a good start."*

*"To effectively continue to do business, I need the cooperation of local advertisers to try different avenues for their advertising dollars. Not everyone in this county gets the newspaper, but so many advertisers will only advertise in the Mount Vernon News, not realizing the potential is there for more customers if they utilize online advertising."*

*"Coshocton Road traffic issues."*

*"We need a dependable workforce with basic computer skills and at least a high school education. We also need young professionals that appreciate the lifestyle here and that want to raise families here. Employees need access to transportation and affordable housing."*

*"Parking needs to be better!"*

When respondents were asked the same question for more long-term concerns, the same categories emerged as prominent with added focus on specific bypass strategies to improve traffic flow and parking issues. Sample quotes from this section follow:

*"Parking is scarce-- we need a parking garage in downtown Mount Vernon."*

*"Truck traffic around the downtown area needs to be addressed. Our city government needs a realistic and effective plan. The truck traffic is causing problems with local travel including multiple delays at various points of the city. The trucks are wearing down our streets. For the past several decades, elected officials have discussed a bypass. Let's get serious about researching the possibility and planning solutions for this problem."*

*"More well-paying jobs for young people in the community."*

*"Infrastructure improvements for roads and traffic. Recent changes to Coshocton Avenue has made ingress and egress to one of our facilities very congested."*

*“More manufacturing is always good as it brings jobs and creates more secondary businesses that service the manufacturing industry. We could also use more retail shops downtown.”*

These findings reiterate some of the concerns expressed in the household survey-- specifically growing local businesses and the economy so that Knox County residents have adequate resources to provide for their families and address the financial concerns previously discussed.

## EMPLOYEE ISSUES

Respondents also reviewed five items related to the local workforce and assigned each a ranking (ranging from very poor to excellent). The respondents rated quality/skill level, work ethic, quantity, availability, and stability of the work force. The average rating was most strongly endorsed for all items, with stability (55.1%) and ability to pass drug screenings (56.3%) receiving the highest percentages. See Table 50 for details.

**Table 50:** Respondent Ratings of the Local Workforce

Respondent Ratings of the Local Workforce (n=50)					
Category	Excellent	Good	Average	Poor	Very Poor
Quality/Skilled	6.0%	30.0%	46.0%	14.0%	4.0%
Work Ethics	6.0%	26.0%	46.0%	22.0%	0.0%
Quantity	2.0%	24.0%	44.0%	28.0%	2.0%
Availability	0.0%	24.0%	48.0%	28.0%	0.0%
Stability	2.0%	20.4%	55.1%	22.5%	0.0%
Ability to Pass Drug Screening	6.2%	22.9%	56.3%	12.5%	2.1%

As previously mentioned, many companies offer employee programs related to drug, tobacco, and alcohol abuse. With the ability to pass drug screenings as the highest endorsed issue in the average category by respondents, it should be noted that the majority of business survey respondents reported that their company does not conduct regular (70%) or random (82.4%) drug screenings. About twenty-one percent (20.9%) of respondents stated that 20% or less of employees had failed their drug screenings during 2013. Additionally, 64.7% of companies have a non-tobacco policy in place at their place of business.

Business survey respondents were also asked to provide their opinions on parenting issues that impact their employees' attendance and quality of work and the frequency at which employees' children impact their overall business. Respondents were asked to answer using the following four choices; rarely, not very often, somewhat often, and very often. Overall, companies reported that the issues presented in Table 51 rarely impact employees' attendance or performance.

**Table 51:** Frequency at Which Employees' Attendance or Performance is Impacted by Employees' Children

How often do the following issues involving employees' children impact your employees' attendance or performance? (n=47)				
Category	Rarely	Not Very Often	Somewhat Often	Very Often
Childcare Issues	36.2%	31.9%	27.7%	4.2%
Health Related Issues	34.0%	23.4%	34.1%	8.5%
Court Involvement	76.6%	19.1%	4.3%	0.0%
Counseling Appointments	74.5%	21.3%	4.2%	0.0%
Domestic Violence	87.3%	10.6%	2.1%	0.0%
Household Stress	46.8%	31.9%	17.0%	4.3%
School Related Issues	44.7%	31.9%	19.2%	4.2%

Businesses were also asked to respond to a question about parent training programs. Results are combined to highlight the 'strongly agree' and 'somewhat agree' responses. Nearly ninety percent (89.6%) of employers believe that most parents would benefit from educational parenting programs and 46.8% of businesses are aware of parent education/training programs available in Knox County. Lastly, 39.1% of respondents stated that their business would be willing to host one or more parent education session at their company.

## RATING OF THE AVAILABILITY OF COMMUNITY RESOURCES

While there were certain community resources rated as good or excellent (discussed above and depicted in Figure 18), most of the community resources received a rating of 'average' by respondents. Over 34% of respondents rated public transportation as 'average' and over 53% rated hotel facilities as 'average'. See Table 52 for full details.

**Table 52:** Respondent Ratings of the Availability of Community Resources

Respondent Ratings of the Availability of Community Resources (n=58)					
Category	Excellent	Good	Average	Poor	N/A
Public Transportation	1.7%	15.5%	34.5%	27.6%	20.7%
Fire Protection	14.0%	59.6%	24.6%	0.0%	1.8%
Law Enforcement Protection	8.7%	54.4%	33.3%	1.8%	1.8%
Health Care Services (EMS, hospitals, clinics)	5.2%	47.4%	35.1%	10.5%	1.8%
School System	5.3%	49.1%	35.0%	5.3%	5.3%
Child Care Services	3.5%	24.6%	40.3%	8.8%	22.8%
Shopping	1.8%	24.5%	49.1%	21.1%	3.5%
Recreation/Cultural Activities/Entertainment	12.3%	33.3%	38.6%	10.5%	5.3%
Restaurants	3.6%	30.4%	37.5%	23.2%	5.3%
Hotel Facilities	3.6%	16.1%	44.6%	23.2%	12.5%
Conference Facilities	0.0%	14.1%	38.6%	36.8%	10.5%

## FINDING EXPERTISE

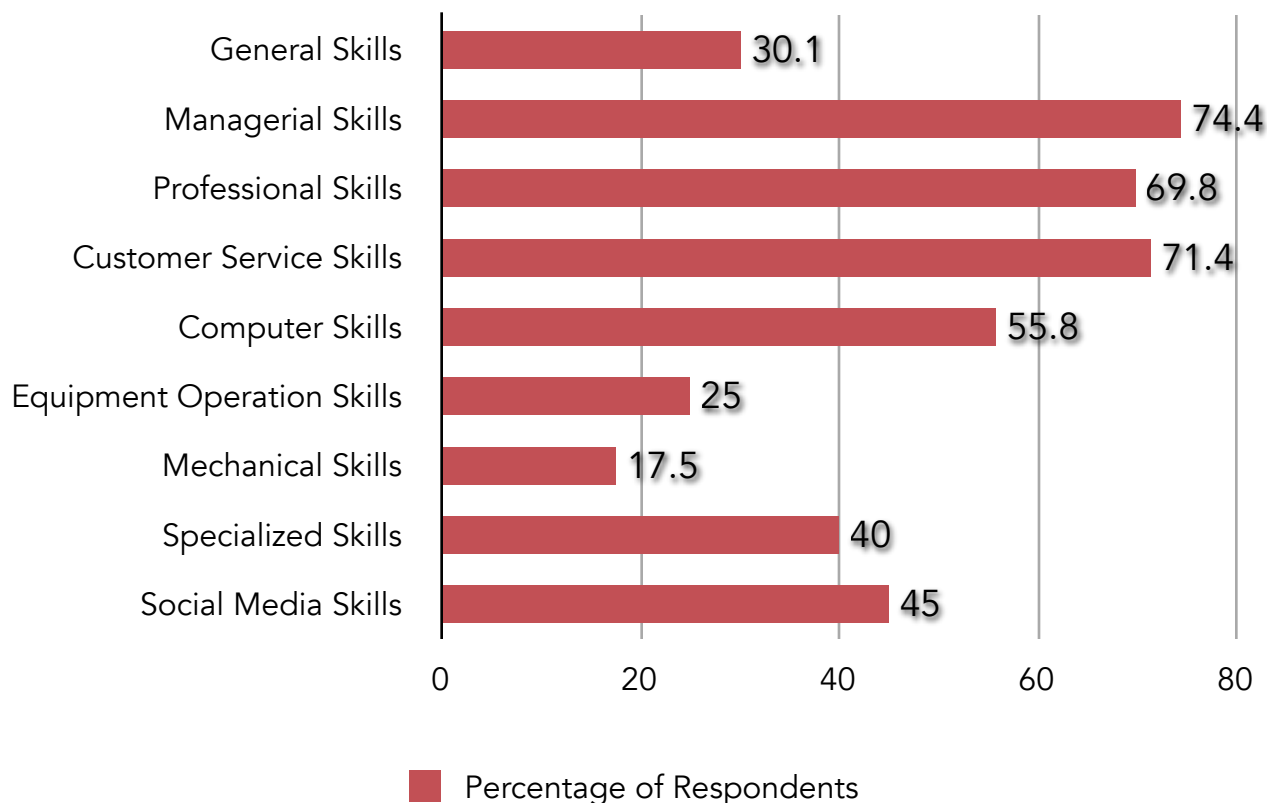
This item provided respondents with an opportunity to list the specific challenges that they face when trying to fulfill business needs related to expertise. Because of the nature of this question, most responses that were received (n=24) are specific to each respondent's business industry. This item was an open-ended question in which respondents had the opportunity to provide their own opinions. Sample responses are listed below:

- Retail management
- Marketing specialist
- Work ethic
- Graphic design and coding
- Human resources
- Engineering
- Writer/reporter/photographer
- Strong science background

Respondents were asked to share their opinions on the types of training that employees in Knox County need and would benefit from, including the following skill sets: general (basic math, reading/writing, problem solving), managerial (finance, business planning, employee management/relations), professional (sales, marketing, accounting), customer service (interpersonal communications, product knowledge), computer (word processing, database management, installation/maintenance), equipment operation, mechanical, specialized (medical, legal knowledge), and social media. Managerial skills was the highest endorsed option with 71.4% of businesses vying for this type of training, followed by customer service skills (71.4%). Figure 19 includes complete findings. Additionally, 81% of businesses promote or provide job related education, including contact hours, seminars, and workshops. Nearly fifty-eight

percent (57.8%) of businesses promote/provide maintenance of professional certificates or registrations, while 22.7% promote/provide degree completion.

**Figure 19:** Desired Skill Development/Training for Knox County Employees

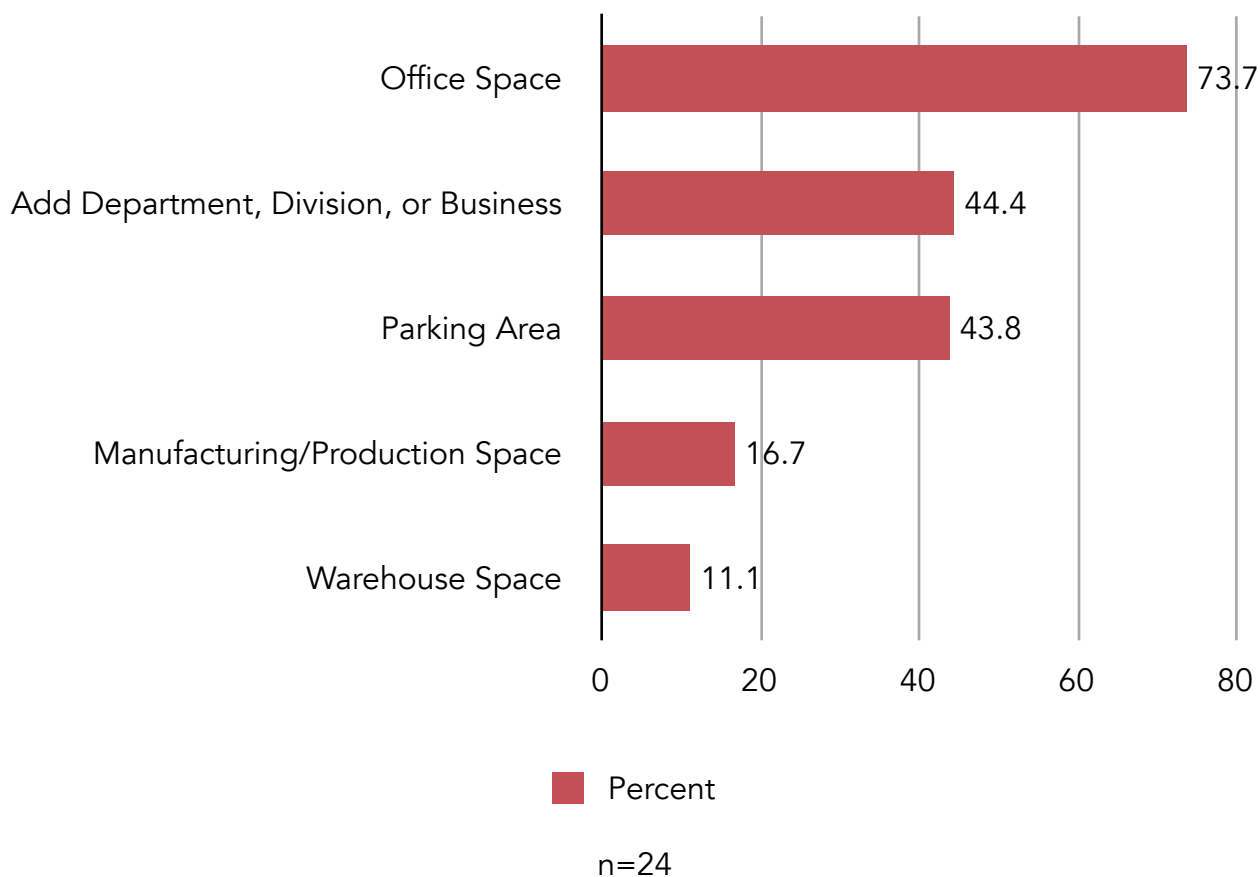


## FUTURE

The respondents who participated in the business survey were asked questions related to the future plans they have for their companies/businesses. Just over forty-five percent (45.6%) of participants reported plans to either modernize or expand upon their present business, building(s), or equipment. The most popular response (73.8%) for the type of expansion plan was new office space followed by the addition of a department, division, or business (44.4%). See Figure 20. With ideas of business expansion, 43.1% of respondents reported that they plan to increase the number employees at their business over the next twelve months, while 56.9% reported that their employment numbers will remain the same. Ninety-two percent (92.0%) of

respondents who are planning to expand, intend to do so in Knox County. Forty percent (40.0%) of such plans are scheduled to occur in the next 1-3 years and 36.0% within the next six to twelve months.

**Figure 20:** Type of Expansion Planned Among Businesses Expanding in Knox County



Of those planning to expand, respondents were asked to select potential constraints that may impede their plans to do so. The concern that received the largest endorsement was availability of qualified employees (59.1%), followed by both insufficient space in existing building and the need for financial assistance (50.0%). See Figure 21 for complete details. Additional questions solicited information on business owners' desire to leave the county or close their business. The vast majority (79.3%) of respondents reported that they are not considering moving, closing, or selling their business. For those respondents that are considering moving (11.3%) or selling (9.4%),



62.5% plan to do so in the next one to three years, with an additional 12.5% with plans more than three years from now. More than twelve percent (12.5%) of this sample reported a more imminent move (between 6-12 months). It should be noted that the questions related to moving were endorsed by a small number of respondents (n=8).

**Figure 21:** Constraints Faced by Businesses Expanding in Knox County



# DISCUSSION & RECOMMENDATIONS

The Knox County Health Assessment Partnership improved upon the 2011 Community Health Assessment by designing survey tools that had the ability to isolate resident opinions and concerns relative to a wide variety of community health issues. Utilizing the resident survey responses coupled with additional data available from community agencies and organizations, provides a comprehensive picture of the health issues and concerns facing Knox County residents as well as their perception of issues that are impacting the community.

Examining the themes that have emerged from the data collection can provide stakeholders with a general direction to focus community programming and health promotion efforts.

## **Limitations of the Assessment**

It is important to note that the findings of the health assessment represent a subsection of the residents and business owners of Knox County. While a large number of individuals responded to the survey, demographically, they do not fully represent the 'typical' Knox County resident. With more education and higher levels of income than the 'average' resident, the survey respondents likely have fewer health, safety, and economic concerns when compared with the 'average' resident. This skew does not invalidate the survey findings, however, it is important that this be taken into consideration when making assertions regarding the survey findings.

Additionally, the vast majority of the survey questions asked participants about their perceptions of particular issues in their community and their experience of specific issues in their household. This is important to note because individual perceptions vary tremendously based upon personal experience, family income, and current family needs and resources.

## Community Strengths

Overwhelmingly, residents enjoy living in Knox County. There are strong and positive perceptions of the community as a close and supportive network where residents can enjoy a high quality of life and rely on other community members in times of need. Residents enjoy the rural community that is family-friendly and safe. More than 88% of the survey respondents 'agree' or 'strongly agree' to the statement, "Knox County is a supportive, close-knit community." The vast majority of residents also agree that Knox County is accepting of people of all races, cultures (69.5%), and income levels (76.9%).

This finding is also reflected in the positive attributes and actions noted by business respondents. For example, 76% rated Knox County as a good place to do business and 90% reported that they would recommend Knox County as a place to do business to others. Many of these respondents have been in business in Knox County for more than 10 years and report that location, quality of life, and access to customers are the top reasons they locate their business in the county.

## Community Concerns

### Income and Economic Issues

Concerns regarding economic issues, specifically poverty, were prevalent themes throughout the 2014 assessment. Across all county zip codes, poverty ranked as the top community issue with nearly 84% of the population rating it has a 'moderate' or 'major' issue. Currently 11% of families and about 22% of children in Knox County are living below the poverty level, up from the 19% reported in the 2011 assessment.

There is a reported lack of access to resources for basic needs among the poorest of county residents where 58.3% report not having enough money for food, 57% report that they don't have enough money to pay the doctor, and 54% lack funds to pay for medical insurance. Nearly 27% of the

**There is a reported lack of access to resources for basic needs among the poorest of county residents.**

lowest earning Knox County residents report being in poor physical health 9 or more days a month, compared to only 4% of the highest earners. Residents who have a family income under \$24,999 also report that they don't have enough money to pay for housing (30.1%), and they lack access to a working vehicle (15.6%).

As compared to 2011 business survey responses, fewer employers reported in the 2014 survey that they provide health insurance to their employees or provide support for health promotion behaviors such as smoking cessation, weight loss, or stress management. This is of particular concern as it relates to the lower income residents of the county who are already facing less access to services and poorer health outcomes. Not surprisingly, the household survey revealed that residents in the lowest income bracket faced the greatest number of financial concerns, and the greatest number of health issues; thus, this may be a group that could benefit from targeted programming and support.

#### Health & Substance Use Issues

Similar to the perceptions on community issues, the physical and mental health issues impacting Knox County residents also vary tremendously based on income. The overall health of Knox County residents represents an area where prevention services, intervention services, and accessibility of health care/services can be addressed. Among the top health concerns are alcohol and drug abuse, obesity, and mental health issues. Interestingly, more than 70% of respondents identified alcohol/drug abuse as an issue in the community, but "experiencing an alcohol and/or drug issue" or "worrying over the drug or alcohol problem of a family member" was endorsed as a major issue by fewer than a combined 10% of the respondents. Most survey respondents rated concerns with prescription drug abuse (60%) and heroin use (65.5%) as a major issue in the community.

Further, major health concerns are evident when reviewing Ohio Department of Health and other sources. Three prominent health problems include obesity and

physical inactivity, smoking and tobacco use, and excessive drinking. This is especially concerning in light of the fact that 61% of all Knox County driving deaths were related to alcohol impairment.

There are high percentages of individuals who struggle with substance use such as smoking (32%) and excessive drinking (21%). The Knox County Health Department reported 59 deaths attributed to smoking during 2014. Twenty-four percent of household survey respondents reported that someone in their household smokes cigarettes, 21% reported that other tobacco products (smokeless/chew/cigars/ pipe) were used in household, and 11% reported the use of vapor nicotine products (electronic or vapor cigarettes) in the household. Thus, the continued focus on smoking cessation programs is clearly warranted.

The number of available health providers (medical, dental, and mental health) is limited in Knox County and residents have reported difficulty accessing care. The ratio

## **INCREASING ACCESS**

to primary, speciality, mental health, and dental care is a priority for Knox County residents.

of residents to available primary care physicians is estimated at 2,529:1, a rate that much more disparate than state ratio of 1336:1.

The estimate for mental health providers is reportedly 1,351:1, indicating much less access to care for Knox County residents than other residents of Ohio where there is a 445:1 ratio. Availability of dental care in Knox County is also inconsistent with the state average

ratio of 1,746:1 -- the county ratio is 2,764:1. Increasing access to primary, speciality, mental health, and dental care is a priority for Knox County residents.

### Education and Issues Facing Youth

The 2014 survey included an additional section that specifically addressed issues impacting youth in Knox County. Perceptions of survey respondents revealed that top (moderate/major) concerns include: alcohol and drug abuse (82.6%), obesity and unhealthy food choices (79%), and mental health issues (76.5%). As expected, as youth get older their use of alcohol and other substances increases. Among 12th graders' use

of substances over the last 30 days, 19% report smoking, 19% report using marijuana, and 38% report drinking. Of those who drank within the past 30-days, 65% report binge drinking -- or drinking five or more drinks (PRIDE Survey, 2013).

Nearly 75% of the sample expressed moderate or major concern with bullying and cyberbullying behaviors in schools and 55.5% of participants identified the use, misuse, and overuse of technology as a 'major' issue impacting youth in the community. The 2013 PRIDE survey also examined these issues and the results indicate that most cyberbullying takes place during the middle school years, with approximately 17% of students in 8th grade reporting experiencing cyberbullying at least 2-3 times per month. Rates of cyberbullying among 10th and 12th grade students declined from the 8th grade year.

There is also a negative community perception regarding parent support of their children's education, with 67% of the survey respondents indicating this is a major or moderate issue. Respondents also agreed that the community lacks activities for school-aged children and teens and saw lack of parent involvement as a significant safety issue facing youth (80% identified as moderate/major issue). This, coupled with the findings from the 2013 PRIDE Survey that indicate Knox County youth are not highly involved in school or community extra-curricular activities, provide health team members the opportunity to address options for youth involvement and development, targeted programming that addresses bullying, cyberbullying, and school safety, and continued efforts to address youth substance use and abuse.

### **Conclusion**

The 2014 Community Health Assessment updates and extends the learnings of the 2011 Assessment and can help community leaders focus their health promotion efforts in order to support all Knox County residents. A thorough understanding of the strengths, struggles, and perceptions of various groups of residents in Knox County on key issues impacting their daily lives can assist stakeholders in creating support

programs and interventions, and also can help shape community education and awareness campaigns that can help address variances between resident perception of specific community issues and the prevalence of the actual issue.

The 2014 survey findings confirm the priority areas of focus in the Knox County Community Health Improvement Plan and provide stakeholders with further information on how to best approach these topics. The data collected across the household and business surveys reveal potential areas where focused resources and programming could prove beneficial. Based on the findings, recommendations include the creation of community wide efforts to increase the health and wellbeing of Knox County residents, particularly as it relates to mental health/stress management, tobacco/substance use, and healthy eating/obesity. Focused attention to lower income residents can help mitigate the consistent disparities that are present in access to health care, health outcomes, support services, and quality of life, and provide all residents with the support that they need to experience good health and feel safe and valued.

# SECONDARY DATA

## PARENTING SURVEY

In 2014, the Prevention Team of the Knox Health Planning Partnership administered a 49-question survey to 709 parents in Knox County. Seeking to assess the perceptions and attitudes of parents as it related to specific parenting issues, opinions were gathered on the following: knowledge and skills to parent effectively, communication with children, dealing with difficult behavior, administration of discipline, as well as attitudes toward parent training.

The Prevention Team developed and implemented a plan to reach a demographically diverse audience of parents which included low-income parents, parents with children of all ages from birth through teenagers, Hispanic parents, and parents from all geographic areas of the county. Distribution of the survey included paper copies which were provided to agencies and community organizations including the YMCA, Head Start, SPI Spot, Interchurch, Freedom Center, Opportunity Knox, Starting Point, the Village Network, and Job and Family Services. Additionally, the paper copies were distributed at some community events including First Fridays, WIC and immunization clinics, Head Start parenting classes, Operation Street Smart presentations, and at local Hot Meals sites.

The link to an electronic survey was publicized in a variety of ways, therefore resulting in the majority of surveys being completed online. The majority of participants were parents who received an email from their child's school principal or other school administrator. This was particularly effective in getting high response rates from parents in the Mount Vernon, Fredericktown, and East Knox School Districts. Additionally, many individuals and organizations forwarded the survey link to employees within their agencies and businesses, posted it on their Facebook pages, and sent it to list-serves of various community coalitions and collaborative groups. Finally, the link was sent to



human resources personnel in businesses and to churches with requests to forward the link to their staff.

In an effort to gather responses from Hispanic parents, a targeted effort was made with The Salvation Army of Mount Vernon and through an organizer of a blended Mount Vernon Nazarene University and Kenyon College group called Amigos, which provides English as a Second Language (ESL) programming, citizenship classes, and tutoring for adults working on their GED, as well as children needing tutoring support. Responses were then translated by a local community member with oversight from a Kenyon College professor. Select data is included in this section of the report.

Surveys were analyzed and examined, most specifically in relation to family income and poverty level and level of education. General opinions about access to information, training, and skills were quite positive, with the majority of respondents endorsing the importance of good information about parenting and having access to parent training. Most parents believed they would benefit from attending parent training and that they would feel comfortable attending a parent training. Additionally, the overwhelming majority (77.5%) did not believe that parent training programs were for parents who did not know how to adequately parent. See Table 53 for more information.

**60% of parents are  
AWARE  
of parent training  
classes in Knox  
County**

**72% of parents know  
where to find  
INFORMATION  
that provides help  
when issues with  
children arise**

**Table 53:** Parent Survey: Opinions About Parenting

Opinions About Parenting (n=709)				
Issue	Strongly Disagree	Disagree	Agree	Strongly Agree
It is important for parents to have access to good information about parenting.	1.5%	1.4%	27.4%	69.6%
It is important for parents to have access to parent training.	1.0%	2.6%	42.2%	54.1%
I have the knowledge, skills, and abilities I need to parent effectively.	1.0%	2.8%	53.5%	42.8%
Most of the parents I know would benefit from parent training.	2.0%	25.5%	51.9%	20.6%
I would benefit from parent training.	6.5%	25.3%	55.1%	13.1%
I would feel comfortable attending a parent training program.	4.0%	22%	59.1%	15.0%
Most parent training programs are for parents who don't know how to be a good parent.	17.7%	59.8%	17.1%	5.5%

The general sentiments that respondents shared about parents training were that classes and training opportunities were helpful educational opportunities that gave involved and caring parents additional opportunities to learn tips, tactics, and strategies that would give them better insight into their child's life.

Parents were also asked to assess their perceptions on family support, as well as the level and types of support that they have available to them. In general, parents

believe that it is important to have support from family and friends and most agree or strongly agree that they have access to various types of support including physical and emotional support. Some variance existed regarding income level and perception of and access to various types of support. For example, among the poorest households (less than 100% of poverty), only 25% of respondents agree or strongly agree that they have emotional support to parent effectively. For the respondents in the highest income brackets (above 200% of poverty), 46.7% reported having the emotional support they need to effectively parent. Similar trends were present among availability of physical support (24.6% vs 42%), having family support (24.6% vs 42.2%), and having support from other parents and friends (22.9% vs 40.2%). See Table 54 for a breakdown of responses concerning parenting.

**Any parent who  
truly cares  
about being a  
"good parent"  
would be willing  
to learn more.  
You never  
"know it all."  
-2014 Parent Survey  
Respondent**

**Table 54:** Parent Survey: Opinions About Support

Opinions About Support (n=709)				
Issue	Strongly Disagree	Disagree	Agree	Strongly Agree
It is important for parents to have family or other people who can help out when needed.	0.3%	0.3%	36.5%	62.9%
It is important for parents to get support from other parents.	0.2%	2.9%	44.0%	53.0%
I have emotional support from others to help me parent effectively.	1.4%	7.1%	49.0%	42.5%
I have physical support (such as babysitting or supervision) from others to help me parent effectively.	2.6%	15.4%	49.6%	32.5%
My family members support and help me a lot as a parent.	4.0%	11.9%	49.7%	34.4%
Other parents and friends support and help me a lot as a parent.	2.4%	17.0%	56.6%	24.0%

**Table 55:** Parent Survey Other Parenting Issues

Other Parenting Issues (n=597)				
Issue	Always	Most of the Time	Some of the Time	Hardly Ever
My children cooperate with me.	6.7%	71.5%	21.0%	1.2%
Communication between my children and me is good.	21.6%	64.3%	13.3%	0.8%
When disagreements arise with my child I keep my cool.	14.1%	73.0%	12.4%	0.5%
When disagreements arise with my child I give in to what my child wants.	1.0%	4.0%	56.6%	38.3%
I use the following discipline strategies: Grounding/taking away privileges.	10.2%	34.4%	40.7%	14.7%
I use the following discipline strategies: Spank or punish them physically.	0.3%	1.7%	18.0%	79.9%

About 28% of respondents said that they would take the time to attend a parent training and 46% indicated that they may attend a parent training. The top 5 topics of interest for parent training offerings included (% are somewhat and very interested): helping children be successful in school (60%), improving family communication (57.5%), helping children develop self-control (57.1%), helping children cooperate (54.5%), and helping children develop empathy (50.8%).

#### **Top 5 Parent Training Topics:**

- 1. Helping children be successful in school**
- 2. Improving family communication**
- 3. Helping children develop self control**
- 4. Helping children cooperate**
- 5. Helping children develop empathy**

## PRIDE YOUTH SURVEY 2013

Do you get in trouble at school?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	42.5%	34.5%	17.5%	3.6%	1.9%	100.0%
8th Grade	38.8%	33.2%	17.8%	5.1%	5.1%	100.0%
10th Grade	49.7%	39.8%	8.8%	1.0%	.7%	100.0%
12th grade	62.1%	28.7%	8.7%		.5%	100.0%
Total	47.3%	34.6%	13.6%	2.5%	2.0%	100.0%

Do you take part in community activities?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	34.4%	12.6%	15.9%	12.3%	24.9%	100.0%
8th Grade	38.5%	15.5%	15.0%	9.9%	21.1%	100.0%
10th Grade	37.2%	18.1%	16.4%	14.7%	13.7%	100.0%
12th grade	38.7%	16.5%	18.6%	11.3%	14.9%	100.0%
Total	36.8%	15.4%	16.4%	12.3%	19.2%	100.0%

Do you attend church?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	20.9%	10.3%	19.0%	10.9%	38.8%	100.0%
8th Grade	21.8%	20.4%	20.4%	11.4%	26.1%	100.0%
10th Grade	30.0%	17.2%	19.3%	11.4%	22.1%	100.0%
12th grade	27.5%	20.2%	20.2%	12.4%	19.7%	100.0%
Total	24.8%	16.1%	19.6%	11.4%	28.1%	100.0%

Do your parents talk about the problems of ATOD?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	19.0%	10.2%	32.1%	17.6%	21.2%	100.0%
8th Grade	15.3%	20.9%	34.0%	15.3%	14.4%	100.0%
10th Grade	16.0%	23.1%	34.0%	16.3%	10.5%	100.0%
12th grade	16.6%	26.9%	33.2%	15.5%	7.8%	100.0%
Total	17.0%	18.9%	33.2%	16.4%	14.4%	100.0%

Do your teachers talk about problems of ATOD?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	25.3%	23.9%	29.2%	16.0%	5.6%	100.0%
8th Grade	29.3%	23.7%	26.5%	12.1%	8.4%	100.0%
10th Grade	15.6%	39.5%	28.2%	12.9%	3.7%	100.0%
12th grade	25.3%	38.1%	29.4%	6.2%	1.0%	100.0%
Total	23.4%	30.8%	28.4%	12.6%	4.8%	100.0%

Does your school set clear rules on using drugs?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	2.8%	4.5%	7.0%	16.8%	69.0%	100.0%
8th Grade	6.5%	12.1%	10.7%	20.1%	50.5%	100.0%
10th Grade	2.1%	7.2%	17.8%	24.3%	48.6%	100.0%
12th grade	1.5%	10.3%	14.9%	23.2%	50.0%	100.0%
Total	3.1%	7.8%	12.2%	20.7%	56.1%	100.0%

Does your school set clear rules on bullying?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	1.9%	5.0%	5.5%	16.0%	71.5%	100.0%
8th Grade	8.3%	8.3%	16.2%	22.7%	44.4%	100.0%
10th Grade	8.2%	15.0%	23.9%	20.5%	32.4%	100.0%
12th grade	6.7%	12.4%	25.8%	30.4%	24.7%	100.0%
Total	5.8%	9.8%	16.4%	21.2%	46.8%	100.0%

Do your parents set clear rules for you?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	1.7%	2.8%	11.3%	16.8%	67.5%	100.0%
8th Grade	2.8%	6.5%	13.0%	26.5%	51.2%	100.0%
10th Grade	2.7%	7.8%	15.7%	28.0%	45.7%	100.0%
12th grade	4.1%	8.2%	19.0%	30.8%	37.9%	100.0%
Total	2.6%	5.9%	14.3%	24.4%	52.8%	100.0%

Do your parents punish you when you break the rules?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	4.7%	8.0%	24.8%	34.2%	28.4%	100.0%
8th Grade	5.6%	7.0%	25.2%	27.6%	34.6%	100.0%
10th Grade	4.4%	10.5%	25.4%	34.2%	25.4%	100.0%
12th grade	9.8%	17.6%	29.0%	25.9%	17.6%	100.0%
Total	5.7%	10.2%	25.8%	31.4%	26.9%	100.0%

Have you thought about committing suicide?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	80.6%	7.8%	7.2%	1.4%	3.1%	100.0%
8th Grade	66.7%	12.2%	8.0%	6.6%	6.6%	100.0%
10th Grade	67.6%	13.0%	10.9%	5.1%	3.4%	100.0%
12th grade	72.4%	13.5%	9.9%	2.1%	2.1%	100.0%
Total	72.7%	11.2%	8.9%	3.6%	3.7%	100.0%

Have you had 5 or more glasses of alcohol within a few hours?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	97.8%	.6%	.8%	.6%	.3%	100.0%
8th Grade	83.3%	7.4%	3.7%	1.9%	3.7%	100.0%
10th Grade	75.9%	8.1%	9.2%	2.7%	4.1%	100.0%
12th grade	59.8%	10.3%	16.5%	4.6%	8.8%	100.0%
Total	81.9%	5.8%	6.6%	2.2%	3.6%	100.0%

How often do you feel safe in the classroom?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	5.4%	3.1%	13.5%	16.9%	61.1%	100.0%
8th Grade	10.4%	4.7%	16.6%	22.7%	45.5%	100.0%
10th Grade	5.9%	3.1%	10.1%	24.0%	56.8%	100.0%
12th grade	2.1%	2.1%	6.9%	21.3%	67.6%	100.0%
Total	6.0%	3.3%	12.0%	20.8%	57.9%	100.0%

How often do you feel safe in the cafeteria?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	9.4%	5.1%	16.2%	25.1%	44.2%	100.0%
8th Grade	10.4%	10.9%	17.1%	22.7%	38.9%	100.0%
10th Grade	6.9%	4.9%	13.2%	27.1%	47.9%	100.0%
12th grade	3.7%	4.2%	4.2%	23.2%	64.7%	100.0%
Total	7.9%	6.1%	13.4%	24.8%	47.9%	100.0%

How often do you feel safe in the halls at school?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	13.3%	8.2%	17.3%	21.0%	40.2%	100.0%
8th Grade	14.8%	10.0%	19.6%	18.7%	36.8%	100.0%
10th Grade	7.3%	5.2%	16.1%	25.2%	46.2%	100.0%
12th grade	3.7%	3.7%	6.8%	21.5%	64.4%	100.0%
Total	10.2%	6.9%	15.5%	21.8%	45.6%	100.0%

How often do you feel safe in the bathroom at school?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	14.6%	6.3%	17.8%	18.3%	43.0%	100.0%
8th Grade	15.2%	10.0%	16.1%	18.0%	40.8%	100.0%
10th Grade	6.6%	8.3%	14.5%	21.1%	49.5%	100.0%
12th grade	3.2%	3.7%	7.9%	17.9%	67.4%	100.0%
Total	10.4%	7.1%	14.7%	19.0%	48.8%	100.0%



How often do you feel safe in the gym?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	9.7%	4.6%	13.5%	17.2%	55.0%	100.0%
8th Grade	12.0%	4.3%	18.3%	18.3%	47.1%	100.0%
10th Grade	5.9%	5.2%	11.1%	26.6%	51.2%	100.0%
12th grade	3.2%	3.2%	5.3%	18.9%	69.5%	100.0%
Total	7.9%	4.4%	12.3%	20.4%	55.0%	100.0%

How often do you feel safe on the bus?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	14.5%	10.1%	19.1%	15.9%	40.3%	100.0%
8th Grade	15.8%	8.6%	17.2%	22.5%	35.9%	100.0%
10th Grade	10.6%	5.6%	13.7%	20.1%	50.0%	100.0%
12th grade	3.8%	5.4%	6.5%	19.9%	64.5%	100.0%
Total	11.7%	7.7%	14.9%	19.1%	46.5%	100.0%

How often do you feel safe at school events?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	12.4%	5.2%	15.6%	19.7%	47.1%	100.0%
8th Grade	12.1%	4.8%	15.5%	22.7%	44.9%	100.0%
10th Grade	7.6%	4.8%	12.1%	22.1%	53.3%	100.0%
12th grade	1.6%	3.7%	8.9%	19.4%	66.5%	100.0%
Total	9.0%	4.7%	13.4%	20.9%	52.0%	100.0%

How often do you feel safe on the playground?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	12.3%	10.0%	15.5%	17.9%	44.3%	100.0%
8th Grade	16.4%	7.2%	14.5%	18.4%	43.5%	100.0%
10th Grade	10.8%	3.8%	11.1%	22.2%	52.1%	100.0%
12th grade	4.3%	3.8%	3.2%	19.4%	69.4%	100.0%
Total	11.3%	6.6%	11.8%	19.5%	50.9%	100.0%

How often do you feel safe in the parking lot?						
Grade	Never	Seldom	Sometimes	Often	A lot	Total
6th Grade	21.3%	10.6%	14.4%	19.3%	34.5%	100.0%
8th Grade	19.1%	10.0%	18.7%	16.3%	35.9%	100.0%
10th Grade	8.7%	6.2%	12.8%	25.6%	46.7%	100.0%
12th grade	4.2%	4.2%	6.8%	23.6%	61.3%	100.0%
Total	14.2%	8.1%	13.4%	21.2%	43.1%	100.0%

How easy is it to get tobacco?						
Grade	Don't know / can't get	Very difficult	Fairly difficult	Fairly easy	Very easy	Total
6th Grade	80.7%	1.1%	3.7%	5.9%	8.5%	100.0%
8th Grade	60.3%	4.8%	5.3%	13.9%	15.8%	100.0%
10th Grade	47.7%	2.1%	5.0%	21.4%	23.8%	100.0%
12th grade	16.0%	.5%	.5%	16.6%	66.3%	100.0%
Total	55.8%	2.0%	3.8%	13.7%	24.7%	100.0%

How easy is it to get alcohol?						
Grade	Don't know / can't get	Very difficult	Fairly difficult	Fairly easy	Very easy	Total
6th Grade	79.5%	2.6%	3.1%	8.0%	6.8%	100.0%
8th Grade	56.9%	4.3%	10.5%	14.8%	13.4%	100.0%
10th Grade	42.8%	4.7%	6.5%	24.5%	21.6%	100.0%
12th grade	18.7%	1.6%	7.5%	36.4%	35.8%	100.0%
Total	53.9%	3.3%	6.3%	19.0%	17.4%	100.0%

How easy is it to get marijuana?						
Grade	Don't know / can't get	Very difficult	Fairly difficult	Fairly easy	Very easy	Total
6th Grade	89.5%	2.3%	3.7%	1.4%	3.1%	100.0%
8th Grade	73.7%	5.7%	6.2%	5.7%	8.6%	100.0%
10th Grade	54.1%	2.1%	10.7%	13.5%	19.6%	100.0%
12th grade	33.3%	2.2%	6.5%	25.8%	32.3%	100.0%
Total	66.5%	2.9%	6.6%	10.0%	14.0%	100.0%

How easy is it to get Rx drugs not prescribed to you?						
Grade	Don't know / can't get	Very difficult	Fairly difficult	Fairly easy	Very easy	Total
6th Grade	88.1%	2.0%	2.8%	3.4%	3.7%	100.0%
8th Grade	75.2%	3.3%	4.3%	6.2%	11.0%	100.0%
10th Grade	62.6%	6.4%	10.0%	7.1%	13.9%	100.0%
12th grade	46.0%	5.3%	18.2%	15.0%	15.5%	100.0%
Total	70.9%	4.1%	7.9%	7.1%	10.1%	100.0%

## PATHWAYS OF CENTRAL OHIO HOTLINE FY14

ACTIVE CALLER/RECOVERY LINE	KNOX COUNTY
Abuse/Violence (Chronic)	1
Anxiety/Panic	36
Behavior Problem	7
Drug/Alcohol	2
Gambling Problem	0
General Depression	5
Grief/Loss	2
Legal Problems	11
Lonely	45
Medical/Health	13
Parenting	0
Relationship Problem	1
Sexual Problem	0
Social Problem	0
Symptoms of Mental Illness	147
Transportation	1
Total Recovery Line	271
ANSWERING SERVICE (AFTER HOURS)	KNOX COUNTY
Behavioral Healthcare Partners of Ohio	287
Freedom Center	6
Mobile Urgent Treatment Team (eff. 9/1/13)	2
Other	446
Total Answering Service	741
CRISIS	KNOX COUNTY
Abuse/Violence	45

AIDS	2
Anxiety/Panic	213
Behavior Problem	17
Dental Care	318
Drug/Alcohol	35
Education	0
Employment	2
Ex-Offender (Housing)	0
Ex-Offender (RX)	0
Gambling Problem	0
General Depression	51
Grief/loss	19
Homicide	0
Housing	29
Legal Problem	21
Lonely	21
Medical/Health	51
Parenting	10
Prank	0
Pregnancy	1
Rape	1
Relationship Problem	46
Runaway	0
Sexual Problem	1
Social Problem	0
Suicide Attempt	52
Suicide Threat	764
Transportation	3

Total Crisis	1702
DISASTER RECOVERY	KNOX COUNTY
Disaster Recovery	8
Total Disaster Recovery	8
INFORMATION & REFERRAL	KNOX COUNTY
Abuse/Violence	28
AIDS	0
Animal Services	35
Dental Care	15
Donations	23
Drug/Alcohol	58
Education	16
Employment	23
Financial Assistance/Clothing	13
Financial Assistance/Food	182
Financial Assistance/Household	73
Financial Assistance/Other	125
Financial Assistance/Rx	49
Financial Assistance/Shelter	241
Financial Assistance/Transportation	51
Financial Assistance/Utilities	275
Gambling Problem	1
Healthcare Insurance (eff 09/01/13)	11
Housing	38
I&R / Information Only	568
Legal Problem	282
Lonely	0
Medical/Health	188

Medical/Health - H1N1 Flu	0
Mental Health	129
Parenting	5
Pregnancy	6
Relationship Problem	2
Sexual Problems	2
Transportation	55
Volunteer Opportunities	13
Total I&R	2507
Total Calls:	5229
Percent of Total	17.65%
<b>CALLS BY GENDER</b>	<b>KNOX COUNTY</b>
Female	3854
Male	1375
Unknown	0
<b>CALLS BY AGE</b>	<b>KNOX COUNTY</b>
0-12	40
13-17	114
18-64	4852
65 and over	223

## MOUNT VERNON SALVATION ARMY STATISTICAL REPORTS 2014

SOCIAL SERVICE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Total cases served this month	251	170	238	217	260	350	253	222	256	230	226	181
Total persons served this month	830	480	729	699	813	789	829	758	818	714	674	545
Cases served 1st time this year	115	58	53	65	67	49	38	34	43	230	122	60
Persons served 1st time this year	388	199	145	182	208	150	120	97	124	714	393	192
Total # of hot meals served this month	635	571	579	553	666	599	677	532	532	582	410	419
Total food pantry orders provided	242	155	219	201	235	217	244	232	221	225	216	595

## COUNTY HEALTH RANKINGS AND ROADMAPS: KNOX COUNTY SNAPSHOT 2015

	RANK (OUT OF 88)
Length of Life	69
Quality of Life	6
Health Behaviors	29
Clinical Care	53
Social & Economic Factors	29
Physical Environment	35

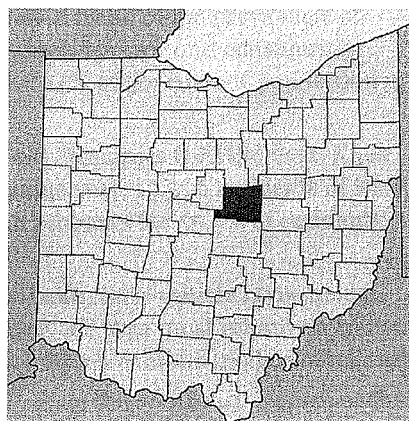


# 2012 OHIO STATEWIDE TRANSIT NEEDS STUDY: KNOX COUNTY

## KNOX COUNTY

### Overview

- Knox County is located in central Ohio.
- Mount Vernon is the largest city in the county, as well as the county seat, and lies within the Mount Vernon Micropolitan Statistical Area.
- The nearest metropolitan area is Columbus, which is located about 50 miles southwest of Mount Vernon



### Factors Influencing Transit Reliance and Demand

#### Employment, Demographics and Socio-Economic Characteristics

- Knox County's population has increased by nearly 6,500 people since 2000, an increase of about 12%.
- The number of youth in Knox County increased by about 750 but represents a slight decline in percentage of the population overall.
- The number of older adults aged 65+ increased over the past 12 years, and the percentage of the population in this age category has increased by more than 1%.
- A greater percentage of people have low incomes today than in 2000, and fewer people own cars. Overall, a larger percentage of the county is low-income today, and Knox County's population in this segment is roughly equal to an average county in Ohio (24.8%).

Figure 1 Selected County Demographic and Socio-Economic Characteristics: Historical Trends

Characteristic	2000	2007*	2012*	Change 2000-2012
Total Population	54,500	58,489	60,992	↑ 6,492
Youths (5-17)	10,124 (18.6%)	9,762 (16.7%)	10,878 (17.8%)	↑ 754 (↓0.7)
Older Adults (65+)	7,515 (13.8%)	8,313 (14.2%)	9,191 (15.1%)	↑ 1,676 (↑1.3)
Persons with Disabilities <sup>^</sup>	9,425 (18.8%)	8,646 (16.0%)	8,791 (14.6%)	-
Low-Income Individuals <sup>†</sup>	10,025 (19.7%)	10,990 (20.0%)	14,069 (24.4%)	↑ 4,044 (↑4.7)
Zero-Vehicle Households <sup>‡</sup>	1,191 (6.0%)	1,170 (5.5%)	1,805 (8.1%)	↑ 614 (↑2.1)

Sources: 2000 Census, SF1 100% data & SF3 sample data; 2007 ACS 3-year estimates; 2012 ACS 3-year estimates

\*2007 ACS estimates are weighted based on 2000 Census 100% data whereas 2012 ACS estimates are weighted based on 2010 Census 100% data. The Census asks users to use caution when making comparisons across a decennial census year and warns that the estimates may not be strictly comparable.

<sup>^</sup>The disability questions asked on the 2000 Census and ACS forms through 2007 were substantially different from the questions asked on the 2008 ACS form and later (including the 2010 Census). Therefore, one cannot say with certainty what changes occurred to the prevalence of disabilities between 2000 and 2012.

<sup>†</sup>Defined as all family members if the family income is less than 1.5 times the poverty threshold set by the federal government.

<sup>‡</sup>Note that the data reported here are households and the percentage = (zero-vehicle households)/(total households in the county).

- It is impossible to conclude with certainty the historical trend of the prevalence of people with disabilities. However, accounting for sampling error and considering results from 2000 and 2007, in all likelihood at least 14% of the current population in Knox County has some disability.
- According to 2011 Longitudinal Employer-Household Dynamics (LEHD) data, Knox County had 18,379 jobs within the county. In that same year, 13,506 residents of Knox County were employed outside of the county, which accounts for 55.4% of residents who are employed.
- Based on a combined measure of low-income individuals, zero-vehicle households, persons with disabilities, and adults aged 65 and over, the area most reliant on transit within Knox County is Mount Vernon (see Figure 2), which exhibits moderate reliance.
- Others areas showing a moderate transit reliance include the southeast corners of the county near Martinsburg, areas extending north and west of Mount Vernon, and the northwest corner of the county on the outskirts of Fredericktown.
- Areas northwest of Knox County along the US 71 corridor in Morrow County also show a moderate level of transit reliance.

#### **Transit Supportive Development Patterns**

- Knox County has two primary high density areas, Mt. Vernon and Fredericktown, and small medium densities around the communities of Gambier, Centerburg, and Danville. The rest of the county is low density. Of the roughly 61,000 people in the county, 44.3% live in areas of higher density and 55.7% are in areas of lower density (based on 2010 Census block data).
- Mount Vernon and pockets of Fredericktown and Gambier are the only areas with population and employment densities that, based on national evidence, suggest an ability to support transit service with a frequency of every 60 minutes or less (see Figure 3).
- In all three of these areas, as well as in Centerburg, demand suggests that deviated fixed route service (orange on Figure 3) may be more appropriate than standard fixed route services (red on Figure 3). Mount Vernon, in particular, shows a variable mix of transit types. Still, the small geographic area and dispersal of these locations presents challenges for fixed route transit service to run efficiently.
- Areas with some transit supportive densities outside of the county are north in Loudonville and southwest of the county line in Sunbury.

#### **Existing Transit Services**

- Deviated fixed-route transit service is available through the Knox Area Transit (KAT) in Mt. Vernon.
- KAT offers countywide demand response service that is open to the public.
- KAT operating characteristics:
  - ✓ Monday - Friday, 8:00 AM - 4:00 PM
  - ✓ Saturday, 8:00 AM - 5:00 PM
  - ✓ Service deviates up to ¾ mile past the designed route
  - ✓ Operates at a 30-minute frequency