Full Report
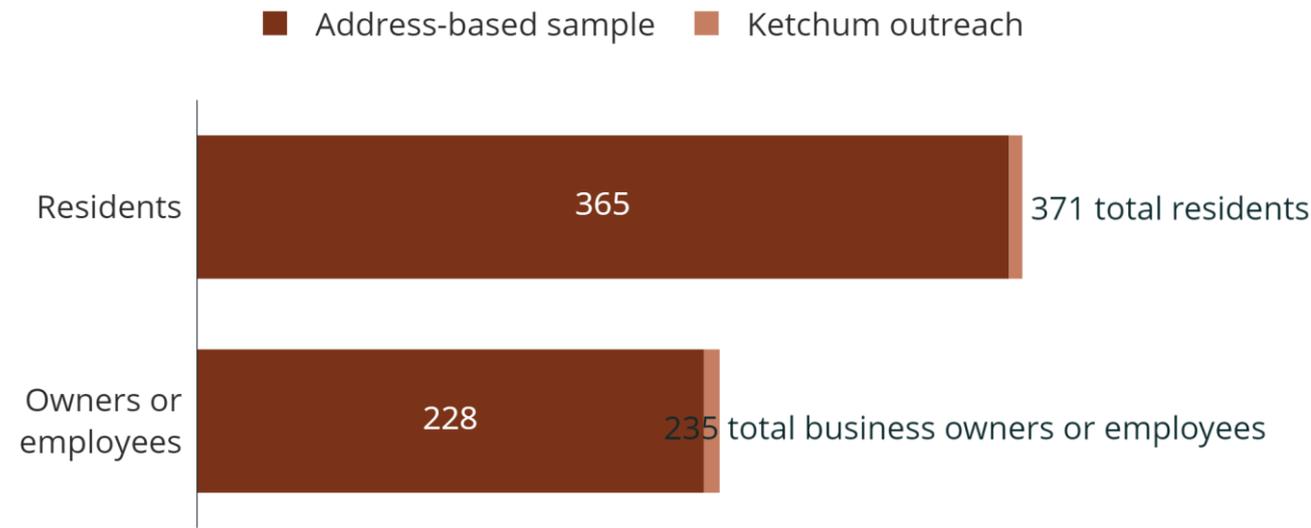# City of Ketchum 2024 Community Survey

Executive Summary

Background, Methodology and Objectives

Like many towns and cities across the country, especially those offering a unique location and character, Ketchum is grappling with soaring housing costs and a lack of affordable housing options. This leaves the city faced with difficult decisions in how to balance the need for housing diversity and housing creation with the desire to preserve its special character.

The 2024 Ketchum Community Survey was conducted to help the city gain knowledge of residents' perceptions about the city and city government performance and measure residents' alignment with current city priorities / core values. The results of this effort will be used to help plan and make resource allocation decisions, update the comprehensive plan, and validate the current vision and values of the community.

To attain the necessary data the survey effort reached residents through a combination of Address-based sample (ABS) and City of Ketchum-driven outreach.
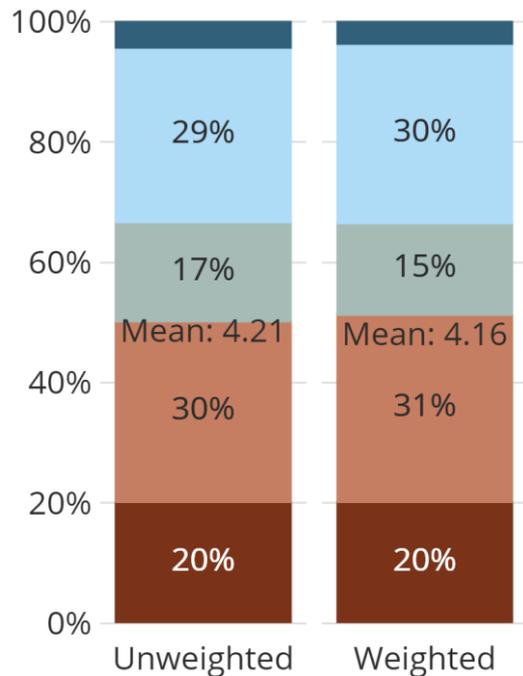
- All 3,600 households in Ketchum (identified by the USPS Computerized Delivery Sequence File (CDSF)) were invited to participate in the survey via multiple contact modes (post card, email, text message, phone call, and city-driven outreach).

- In addition, the city provided a list of 587 local businesses. All businesses in this list received a postcard invitation.

Legend: ■ Address-based sample ■ Ketchum outreach

	Address-based sample	Total
Residents	365	371 total residents
Owners or employees	228	235 total business owners or employees

Demographics and Weighting

Survey data are not perfectly representative of the populations of interest; thus, the data were weighted based on age within gender. Data were not weighted for race or income as a significant portion of respondents did not provide that information.
The tables to the right provide the unweighted and weighted proportions compared to the population data (2022 ACS).

The chart to the left shows the impact weighting has on the results. While some numbers change by a slight amount (usually within 1-2 percentage points) the narrative is not impacted by weighting and the results shown are valid.

		Population	Unweighted data	Weighted data
Age within gender	Male 18-34	9%	3%	9%
	Male 35-54	16%	15%	16%
	Male 55-64	11%	12%	11%
	Male 65+	13%	21%	13%
	Female 18-34	15%	4%	15%
	Female 35-54	10%	15%	10%
	Female 55-64	14%	14%	14%
	Female 65+	12%	15%	12%
Race *(pop 18+)*	White alone	90%	95%	94%
	BIPOC	10%	5%	6%
Years in Ketchum	5 years or less		20%	25%
	6 to 10 years		14%	16%
	11 to 20 years		17%	18%
	20 to 30 years		17%	15%
	More than 30 years		31%	26%
	Median	*Not in census data*	20	15
Own or Rent	Own	72%	83%	74%
	Rent	28%	16%	24%
Income	Less than $50,000	23%	7%	7%
	$50,000 - $99,999	58%	24%	31%
	$100,000 - $149,999	7%	21%	21%
	$150,000 or more	12%	48%	41%

The vast majority of residents feel that Ketchum is a better place to live than other cities and towns.

Good progress: Core Community Values

- Scenic beauty / Environmental quality is the second most important core value.
  - The vast majority of residents align with this and feel that significant progress has been made in this area.

- Exceptional recreation is broadly aligned core value, although lower in importance compared to housing and environmental quality.
  - Residents feel that good progress has been made in this area.

Good Performance: City Services

- 8 out of 10 gave high performance ratings to emergency services, parks, and public transit.

  - Fire / EMS services is the second most important city service, and has the highest performance ratings out of all city services.
  - The majority of residents are satisfied with the frequency and stop locations of Mountain Rides public transit. This is the fifth most important city service and has the second highest performance ratings out of all city services.
  - Parks / open space is the third most important city service and has the second-highest performance rating.

Although residents feel that Ketchum is better than other cities, half indicated that the city is headed in the wrong direction.

56% of residents mentioned affordability of housing or workforce housing is the most important issue facing Ketchum in the next two years.

- Residents tend to mention housing affordability and preserving the character of Ketchum in the same breath. Residents want both of these things to come true.
- 36% of business owners and employees mentioned that housing for employees is the top business-related issue.

Residents perceive the city has not done enough to address the housing situation and want to see decision-makers engage more with the community to find solutions.

Other areas for improvement involve balancing growth, preservation and infrastructure.

- In addition to addressing housing concerns, residents feel that progress has been slower in addressing environmental sustainability and preserving Ketchum's character. These are the third and fourth most important core values.

- On city provided services, residents identify streets & sidewalks, planning for growth, parking and traffic as areas for improvement.

The vast majority of respondents view Ketchum favorably compared to other cities and towns, although renters, local employees, and those with lower household incomes are more likely to express concerns about its livability.

Despite the widespread acknowledgement that Ketchum is a better place to live than other cities and towns, **half of respondents feel that Ketchum is headed in the wrong direction**.
- This sentiment likely stems from the **perceived lack of progress in addressing the most important core values**: housing availability and balancing growth with preservation of the city's character.
- Half of respondents feel that the **City of Ketchum has not adequately communicated its vision and strategy for addressing these challenges**, further exacerbating uncertainty about the future of Ketchum.
- 8 out of 10 respondents feel that the city should work with the community to finding housing solutions.

For respondents to feel more confident in Ketchum's direction, the City needs to...
- Address the complex challenge of housing affordability and preservation of the city's character
- Communicate a vision and strategy for addressing these challenges
- Make the community feels involved in the decision-making process

Ketchum as a Place to Live

8 out of 10 respondents feel that Ketchum is a better place to live compared to other cities and towns.
Renters, employees, and those with a household income less than $100,000 were less positive in their perception of Ketchum as a place to live.

How would you rate Ketchum as a place to live?

- Significantly better — 40%
- Somewhat better — 43%
- About the same — 8%
- Somewhat worse — 7%
- Significantly worse
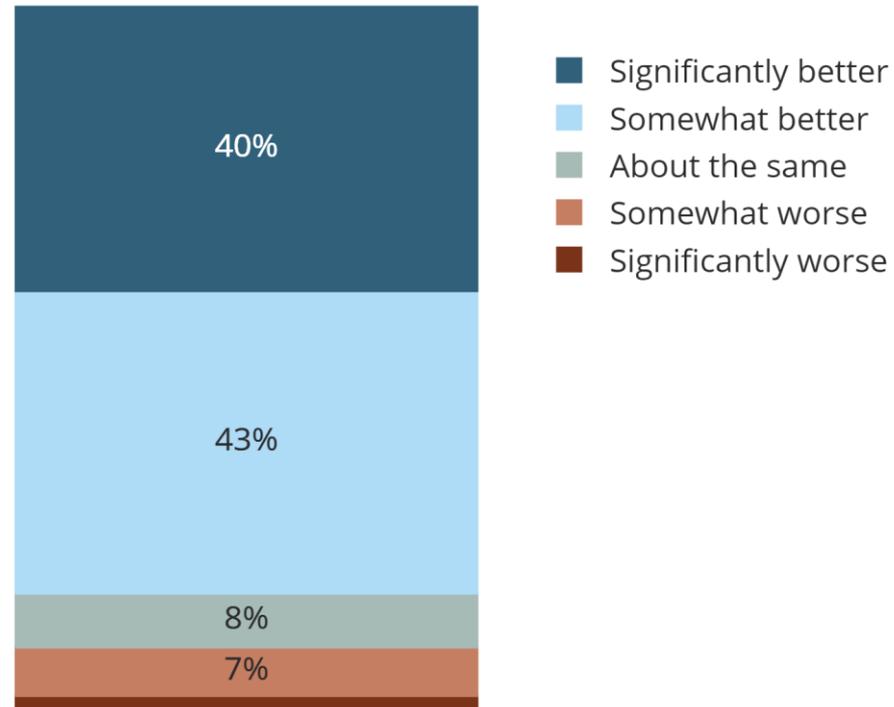
Direction of the City

5 out of 10 residents feel that Ketchum is headed in the wrong direction. Long-term residents are significantly more likely to feel that the city is headed in the wrong direction, compared to residents who have recently moved to Ketchum. This is a trend commonly seen in community survey data, and it not unique to Ketchum.

Would you say Ketchum is headed in the wrong or right direction?

- Strongly headed in the right direction
- Headed in the right direction
- Neutral
- Headed in the wrong direction
- Strongly headed in the wrong direction

4%
30%
15%
31%
20%
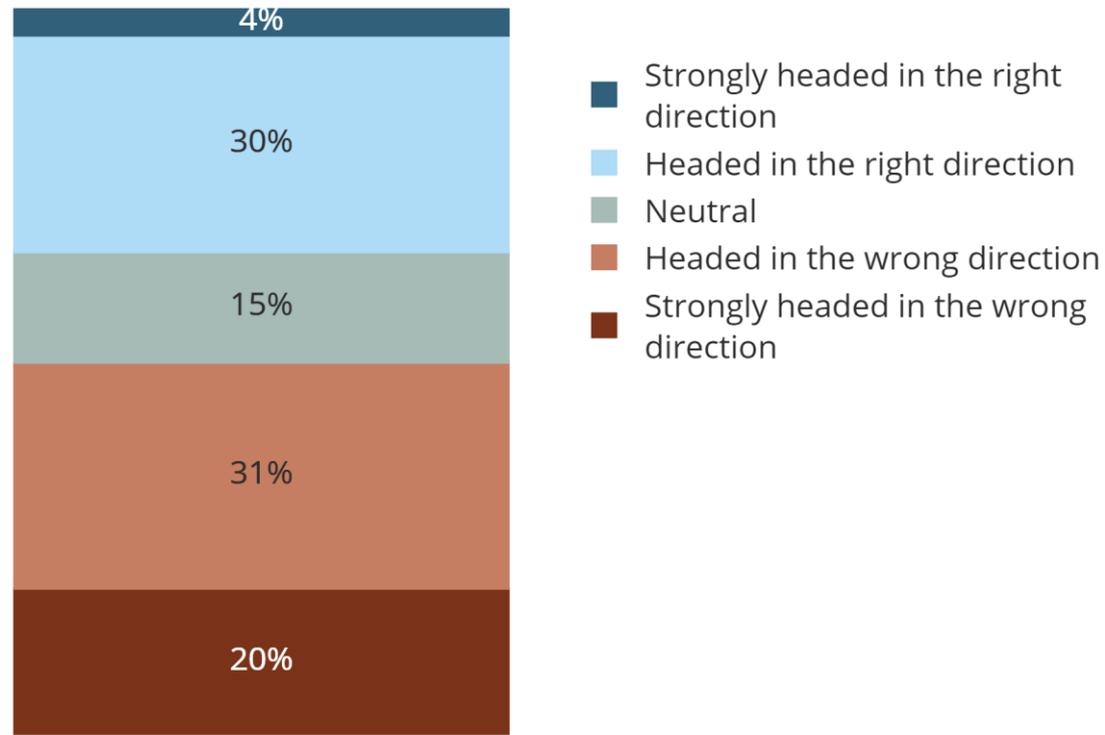
Most Important Issues Facing Ketchum Residents

#1 Issue: Affordability of housing - This is particularly important to residents under 45.
#2 Issue: Preserving the character of Ketchum - Many residents mentioned both housing affordability **AND** preservation of Ketchum's character as their top two concerns.

What are the two most important issues for the City of Ketchum to address over the next two years?
[Coded responses from open ended question]

Issue	Percent
Housing Affordability	49%
Sustainable growth while maintaining character of Ketchum	23%
Parking	20%
Traffic	12%
Housing for Town's Workforce	10%
Pedestrian and Cycling Infrastructure	9%
Enforce design & height restrictions for new builds	8%
Road improvements	8%
Climate change resilience / environmental quality	8%
Enact short-term-rental regulations	2%

Most important to residents 65 or older
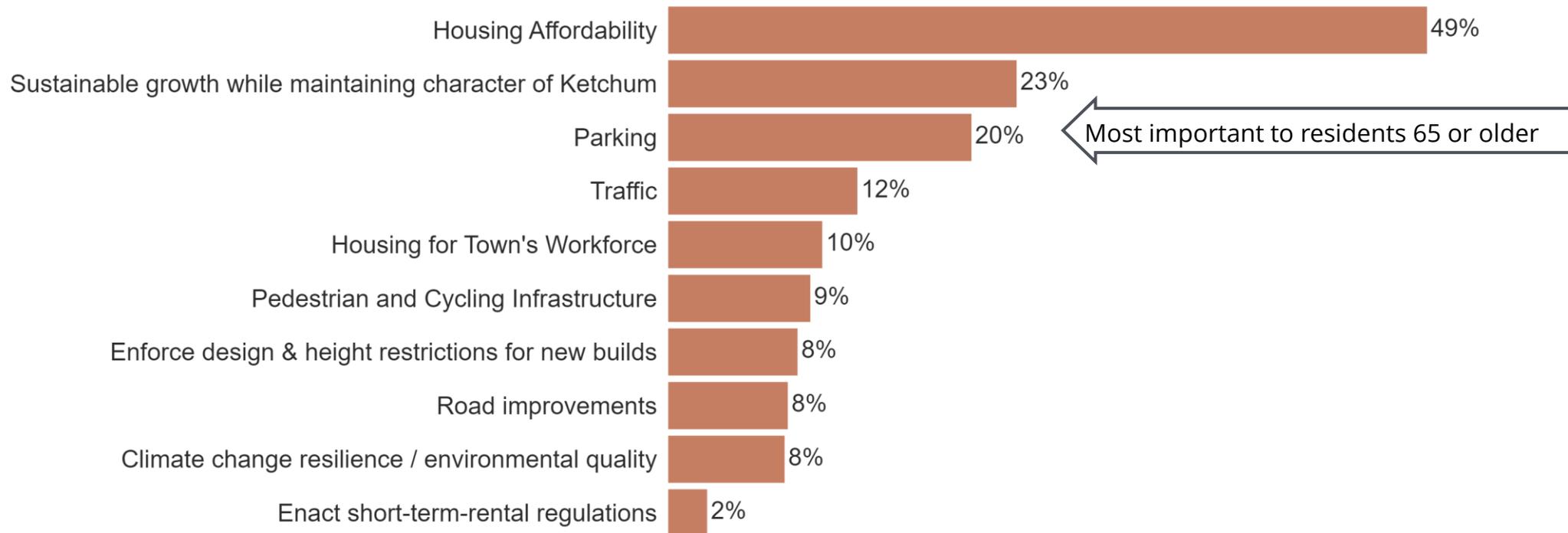
While the majority of residents, business owners, and employees feel that the Ketchum economy is strong, **local businesses face complex challenges.**

- 7 out of 10 business owners and employees say that it is <u>difficult to find qualified help.</u>
- 5 out of 10 business owners and employees would <u>not</u> recommend starting a business in Ketchum.
- 4 out of 10 business owners and employees feel that Ketchum is a worse place to operate a business than other cities.

When asked **"What is the most important business related issue facing Ketchum in the next few years?"**...
- #1 most mentioned issue = **housing for workforce**
- #2 most mentioned issue = **shortage of qualified labor**
- Other issues mentioned = Parking, shortage of affordable commercial space, general cost of living, and tax burden.

Half of local employees do not have secure housing.
- Local employees are significantly more likely to be couch-surfing, have a verbal lease, or be living outside, in a car, or unwinterized RV / van.
- Within the past year, 15% of local employees have lost (or are losing) their primary residence and have no other housing options identified.

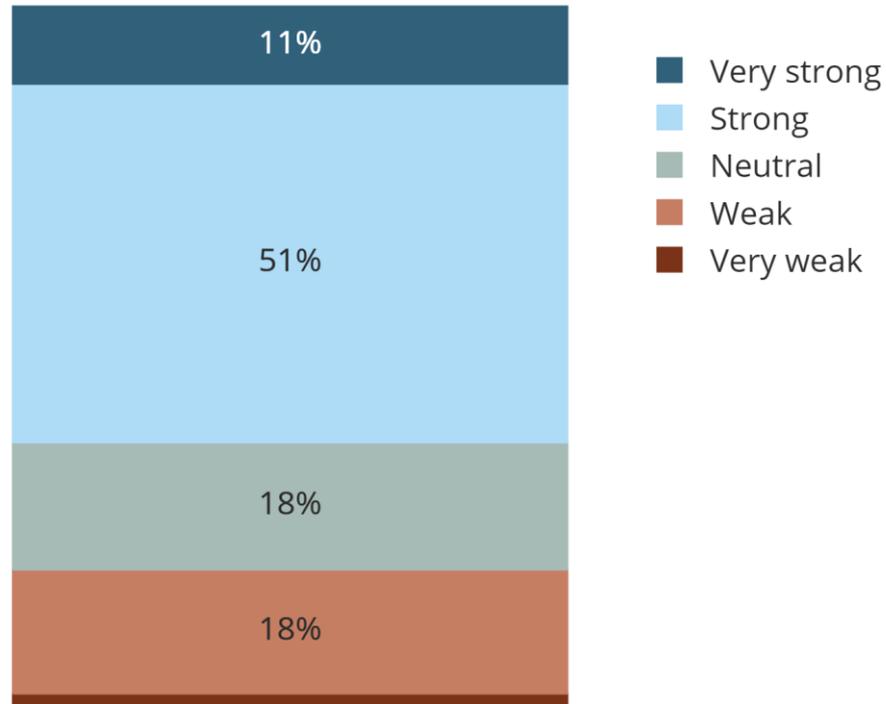**Majority feel the local economy is strong.** This is consistent between full-time residents, business owners, and employees. Part-time residents are 10% more likely to feel that the local economy is "very strong".

How would you rate the state of Ketchum's economy?
[Asked of all respondents]

11%	■ Very strong
51%	■ Strong
18%	■ Neutral
18%	■ Weak
	■ Very weak

Local Businesses Face Challenges

Although the majority of residents, employees, and business owners feel that the local economy is strong, **half of business owners/employees would not recommend starting a business in Ketchum.** 41% feel that Ketchum is a worse place to operate a business than other cities.

How likely are you to recommend starting a business in Ketchum?
[Asked only of Ketchum business owners and employees]
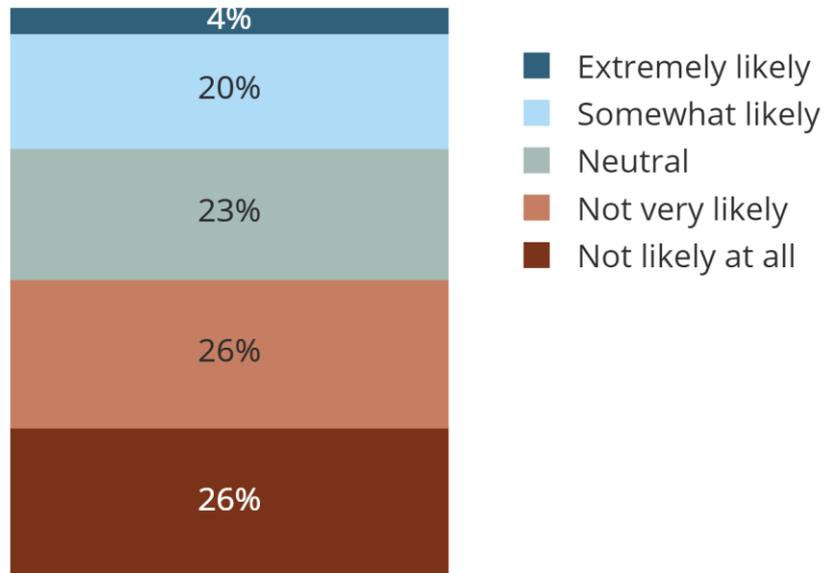
- ■ Extremely likely
- ■ Somewhat likely
- ■ Neutral
- ■ Not very likely
- ■ Not likely at all

4%
20%
23%
26%
26%

Compared to other cities and towns, how would you rate Ketchum as a place to own or operate a business?
[Asked only of Ketchum business owners and employees]

- ■ Significantly better
- ■ Somewhat better
- ■ Neutral
- ■ Somewhat worse
- ■ Significantly worse

7%
29%
24%
31%
10%
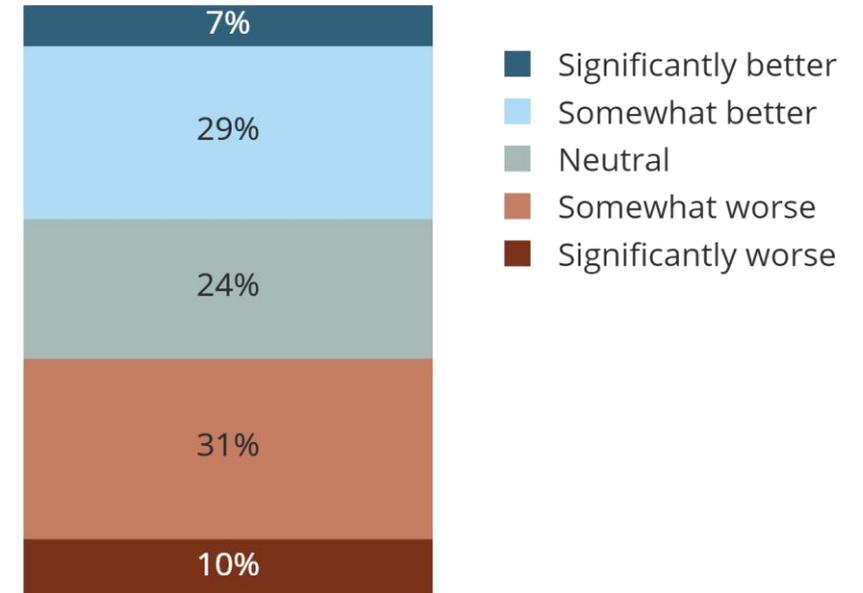
7 out of 10 business owners and employees say it is difficult to find qualified help. Business owners and employees who have had a difficult time finding qualified help are significantly less likely to recommend starting a business in Ketchum.

How easy is it for your business or employer to find and hire qualified employees?
[Asked only of Ketchum business owners and employees]

Legend:
- Very easy
- Somewhat easy
- Neutral
- Somewhat difficult
- Very difficult

Chart values:
- 2%
- 12%
- 16%
- 36%
- 34%
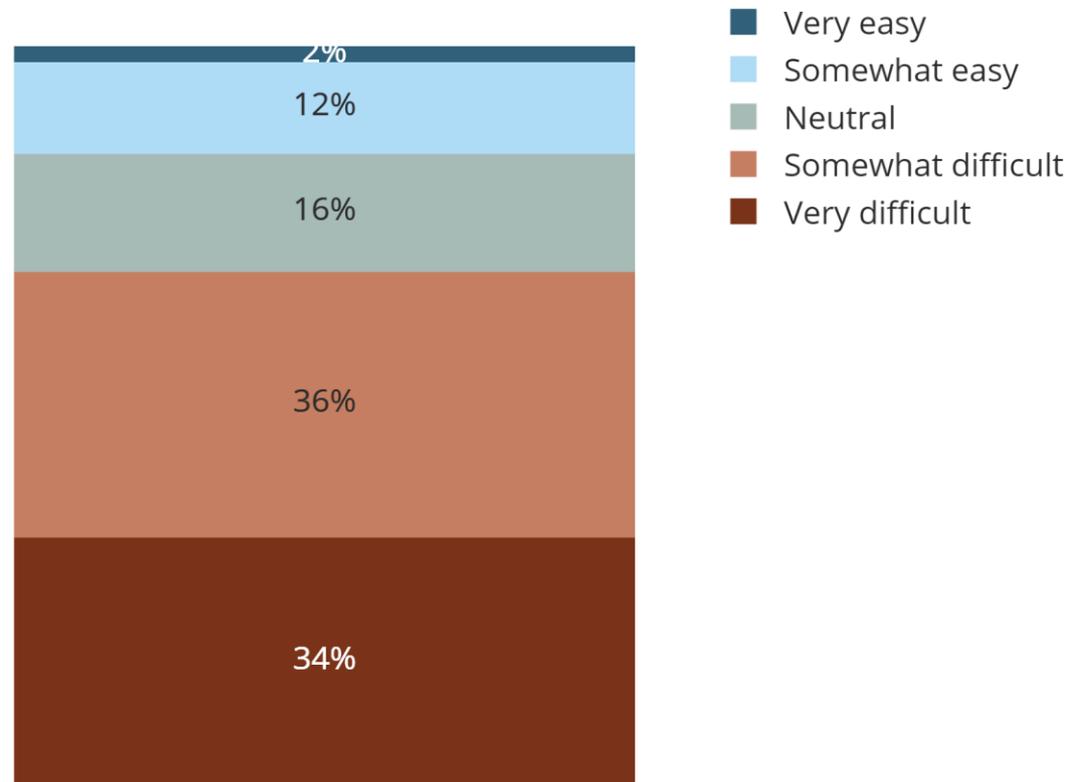
One-third of business owners and employees mentioned that housing for employees is the top business-related issue.

The shortage of affordable housing options hurts local businesses in multiple ways.

- Workers can't afford to live in Ketchum.
- A "Ketchum living wage" is beyond what most businesses can afford to pay their employees.
- Shortage of affordable commercial and residential real estate = inflated overhead <u>and</u> labor costs for local businesses.

In one or two words, what would you say is the single most important business-related issue in Ketchum?
[*Coded responses from open ended question*]

Issue	%
Housing for employees	31%
Hiring and retaining qualified employees	28%
Challenges with seasonal tourism industry	14%
Parking and Traffic	11%
Cost of living	9%
Cost of commercial real estate	6%
Taxes / Bureaucratic processes	6%
Availability of commercial space	5%
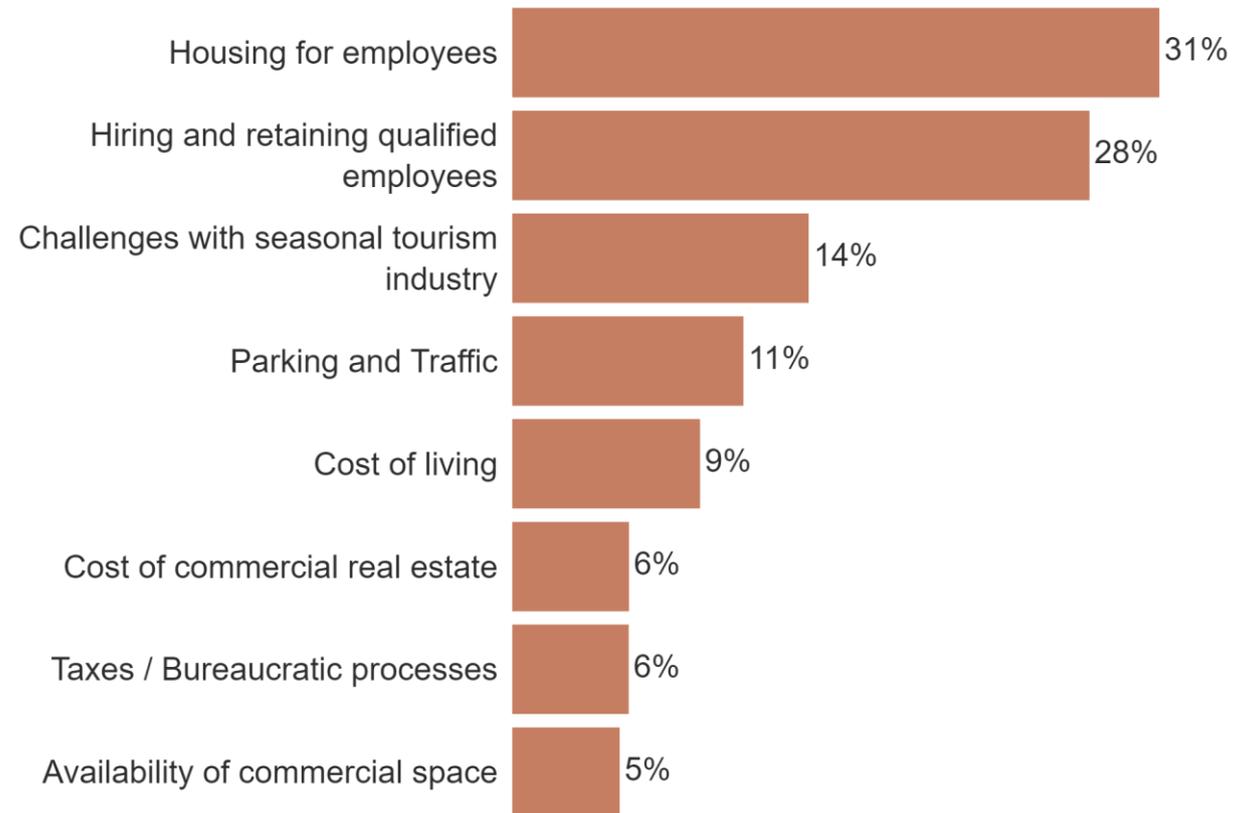
Employees Hit Hardest By Housing Shortage

More than half of local employees do not have secure housing. Employeees are significantly more likely to be couch surfing, living in a car or un-winterized vehicle, living outside, or living on a verbal or month-to-month lease, compared to business owners and non-employee residents. 15% of local employees indicated that they are losing their primary residence and have not identified another housing option.

Have you experienced housing insecurity within the last year? (I.e. couch surfing, verbal lease, living in a car or outside)

Resident (non-business owner, non-employee) — 15%

Business owner or manager — 22%

Employee — 52%
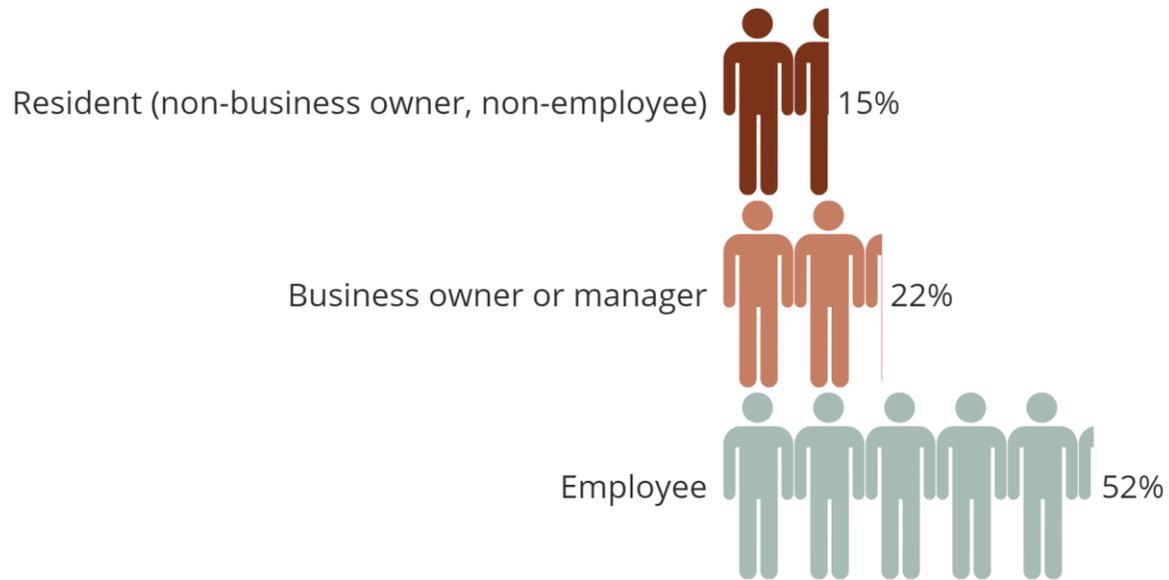
Ease of Paying Fees and Taxes

Two-thirds of business owners said it is easy to pay their business fees and taxes on the city's website.

How easy is it to pay your business fees and taxes on the City of Ketchum website?
[Asked only of Ketchum business owners]

Very easy	28%
Easy	34%
Neutral	21%
Difficult	14%
Very difficult	3%
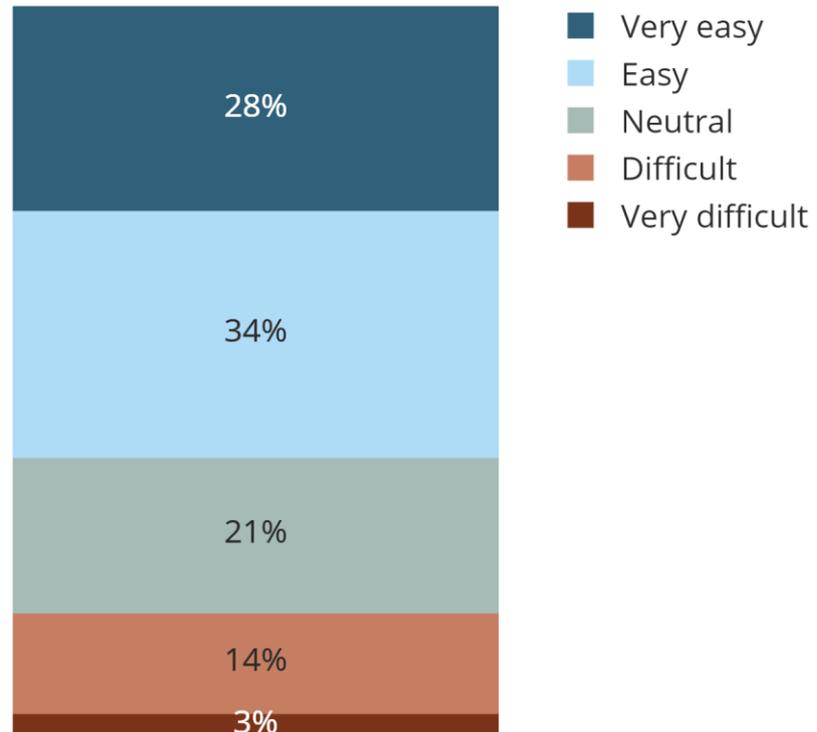
Where Ketchum can improve (high importance, slower progress)
- Variety of housing options
- Preserving the city's character
- Working towards a strong and diverse economy
- Becoming a "Greener" community

Where Ketchum stands out (high importance, good progress)
- Recreational opportunities
- Scenic beauty / environmental quality
- Arts and cultural offerings *(less important, but the majority of residents align with this core vaue)*

Ketchum's Core Community Values

The three areas where Ketchum should focus are:
- Providing a variety of housing options
- Working toward a strong and diverse economy, and
- Preserving the city's character.

Size of bubble indicates how well each core community value aligns with respondents' vision and values for Ketchum's future. Bigger bubble = more aligned.

High Importance / Low Progress: ***Improve***

High Importance / High Progress: ***Maintain***

More important

Importance of core community value

A variety of housing options

Community character

A 'Greener' Community

Environmental quality and scenic beauty

A strong and diverse economy

A vibrant downtown

Exceptional recreational opportunities

Enlivened by Arts and Culture

Working as a region

Progress made over last 10 years

Better Progress

Low Importance / Low Progress: ***Monitor***

Low Importance / High Progress: ***Maintain***

Importance Scores - Core Values

Each core value is assigned a "utility score" and together all the scores add up to 100. This shows how much more important any one core value is from another.

For example, if community value "X" has a score of 20, and community value "Y" has a score of 10, we can say that value X is twice as important as value Y.

Below is a list of items to be addressed with the upcoming Comprehensive Plan and Code Update. Please read each item and select all that are important to you.
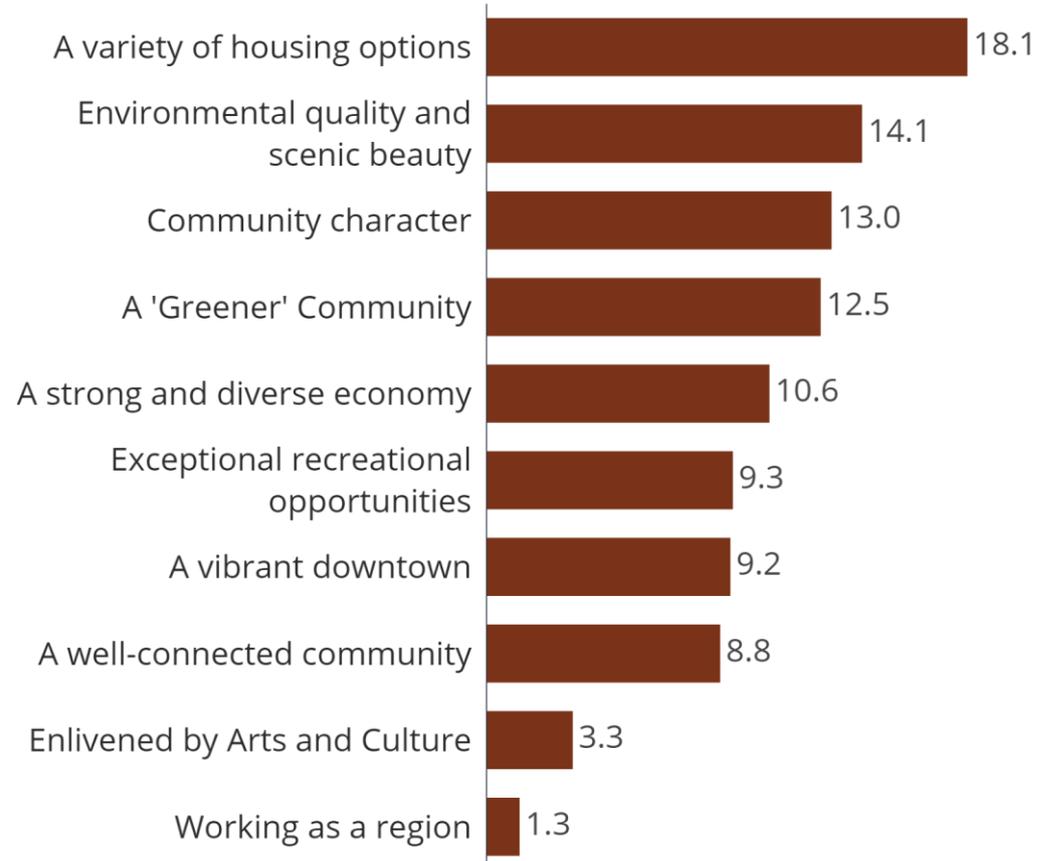
Core Value	Score
A variety of housing options	18.1
Environmental quality and scenic beauty	14.1
Community character	13.0
A 'Greener' Community	12.5
A strong and diverse economy	10.6
Exceptional recreational opportunities	9.3
A vibrant downtown	9.2
A well-connected community	8.8
Enlivened by Arts and Culture	3.3
Working as a region	1.3

City of Ketchum Community Survey - 2024

Progress On Core Values

How would you rate the progress made over the last 10 years by the city of Ketchum concerning each of the following values?

High Importance   Low Importance

	A variety of housing options	Environmental quality and scenic beauty	Community character	A 'Greener' Community	A strong and diverse economy	Exceptional recreational opportunities	A vibrant downtown	Enlivened by Arts and Culture	Working as a region
Excellent		14%	5%	5%		32%	6%	19%	
Good	18%	45%	32%	36%	32%	40%	37%	45%	26%
Neutral	15%	15%	22%	24%	26%	14%	23%	19%	31%
Below expectations	33%	17%	27%	24%	24%	11%	22%	13%	28%
Poor	30%	8%	15%	10%	15%		12%		10%

Legend: Excellent | Good | Neutral | Below expectations | Poor

City of Ketchum Community Survey - 2024

ReconMR
Reconnaissance Market Research

Citywide Housing Needs

Why do half of residents disapprove of the City's housing efforts? Residents indicated that housing is the most important core value and has had the least amount of progress. In addition to this, half of residents do not think that the City is doing a good job of communicating a vision and plan for the future of Ketchum. Essentially, there has been slow progress on a highly important issue, and there is a lack of "sense of direction" from the City. Residents feel that the city should engage more with the community to help find housing solutions.

To what extent do you agree or disagree with the following statements?
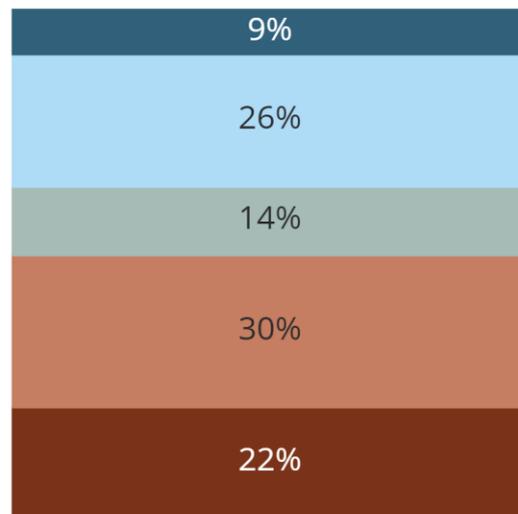
I approve of the City of Ketchum´s housing efforts
- Strongly agree: 9%
- Agree: 26%
- Neutral: 14%
- Disagree: 30%
- Strongly disagree: 22%
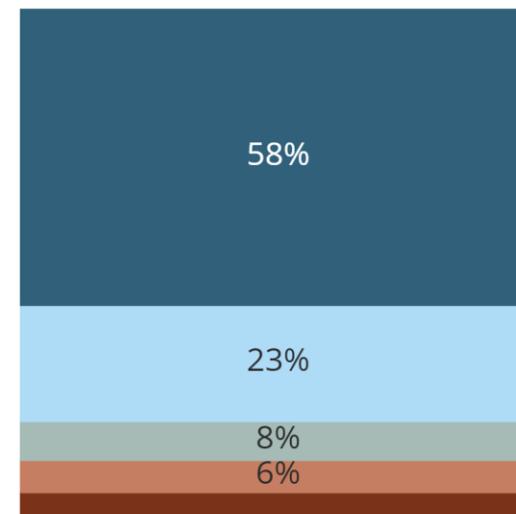
The city should work with the community to help find housing solutions
- Strongly agree: 58%
- Agree: 23%
- Neutral: 8%
- Disagree: 6%

Legend:
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Housing Insecurity

One in five residents has experienced housing insecurity in the past year.
- These housing insecurity challenges affect employees of local businesses and those with household incomes under $100,000 the hardest.

On average, residents pay 30% of their income toward housing.
- Again, those with the greatest housing burden are employees of local businesses and those with household incomes under $100,000.
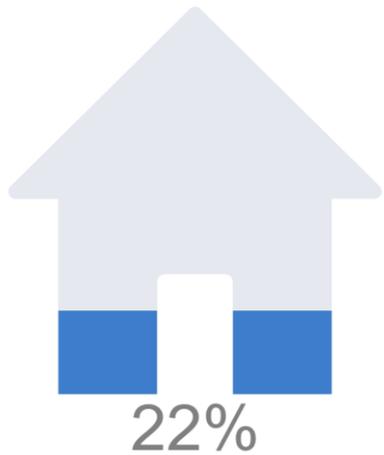
Housing insecurity by income

Less than $50,000	44%
$50,000 - $99,999	43%
$100,000 - $149,999	19%
$150,000 or more	13%

Housing burden by income

Less than $50,000	35%
$50,000 - $99,999	40%
$100,000 - $149,999	23%
$150,000 or more	21%

22%
Have experienced housing insecurity in the past year

30%
Is the average percent of monthly income spent on housing

A 'Greener' Community

6 out of 10 residents feel that the City of Ketchum exceeds expectations in its effort to protect natural habitat and wildlife.

Room for improvement: Reducing waste, encouraging recycling, conserving resources, and utilizing renewable energy.

Please rate the City of Ketchum's environmental stewardship efforts:

	Reducing solid waste and garbage and encouraging recycling	Protecting natural habitat, wildlife, and ecosystems, including riparian areas and hillsides	Conserving water and energy and utilizing renewable energy sources
Excellent	6%	16%	4%
Above expectations	31%	43%	29%
Neutral	16%	14%	21%
Below expectations	29%	19%	31%
Poor	18%	8%	15%

ReconMR
Reconnaissance Market Research
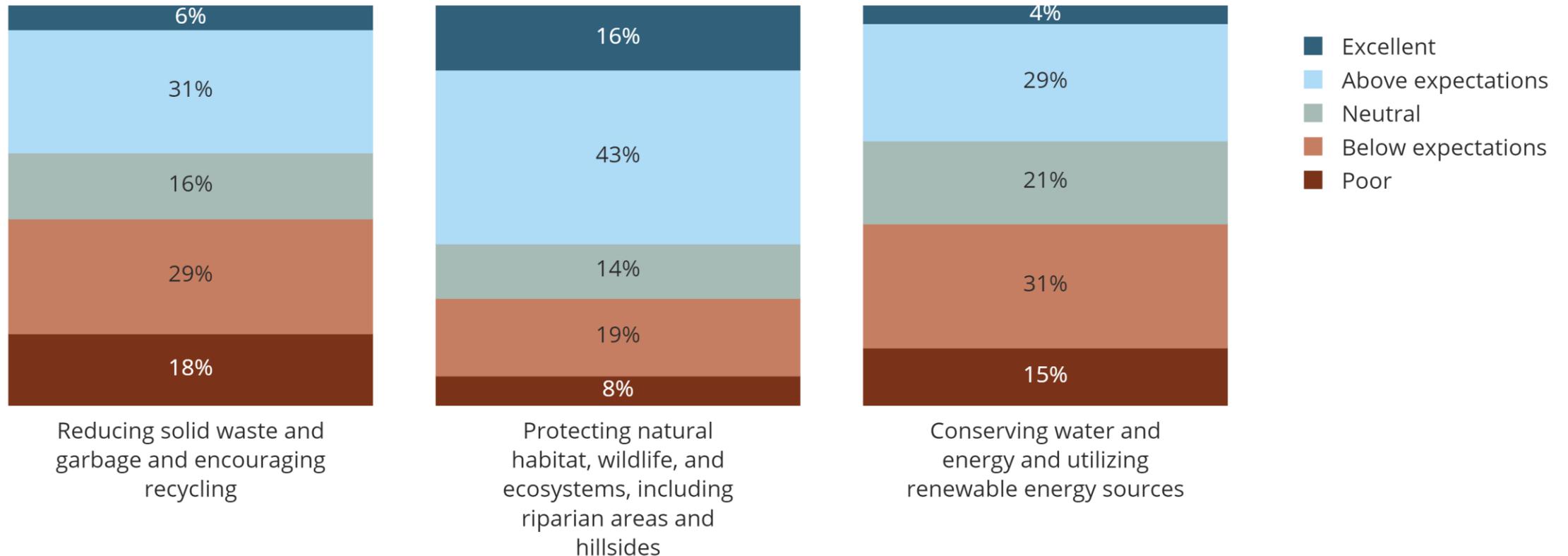
160 respondents listed another value that they felt was important.

Where Ketchum can improve (high importance, low performance)
- Housing
- Walkability / sidewalks
- Planning for growth

Where Ketchum stands out (high importance, high performance)
- Public transit
- Fire/EMS services
- Parks and open space

Quadrant Chart - City Services

The three areas where Ketchum should focus are:
- Housing
- Streets and sidewalk maintenance, and
- Planning for growth.

Size of bubble has no relevance in this slide

High Importance / Low Progress: **Improve**

High Importance / High Progress: **Maintain**

Housing

Streets and sidewalk maintenance

Parks and open space

Fire/EMS services

Mountain Rides public transit

Planning for growth

More important

Importance of core community value

Special events (arts, culture, and historical programming)

Police services

Recreation programs

Low Importance / Low Progress: **Monitor**

Better Performance

Low Importance / High Progress: **Maintain**

Importance Scores - City Services

Most important city services:
- Housing
- Fire / EMS
- Parks and open space
- Walkability and alternate transportation

How to interpret importance scores:
An "importance score" is calculated for each city service and together all the scores add up to 100. This metric shows how much more important any one city service is from another, in the opinions of respondents.

For example, 'Housing' has an importance score of 18, and 'Special events' has a score of 4.8. Comparing these scores, we can say that Ketchum residents, on average, think 'Housing' is 3-4x more important than 'Special events'.

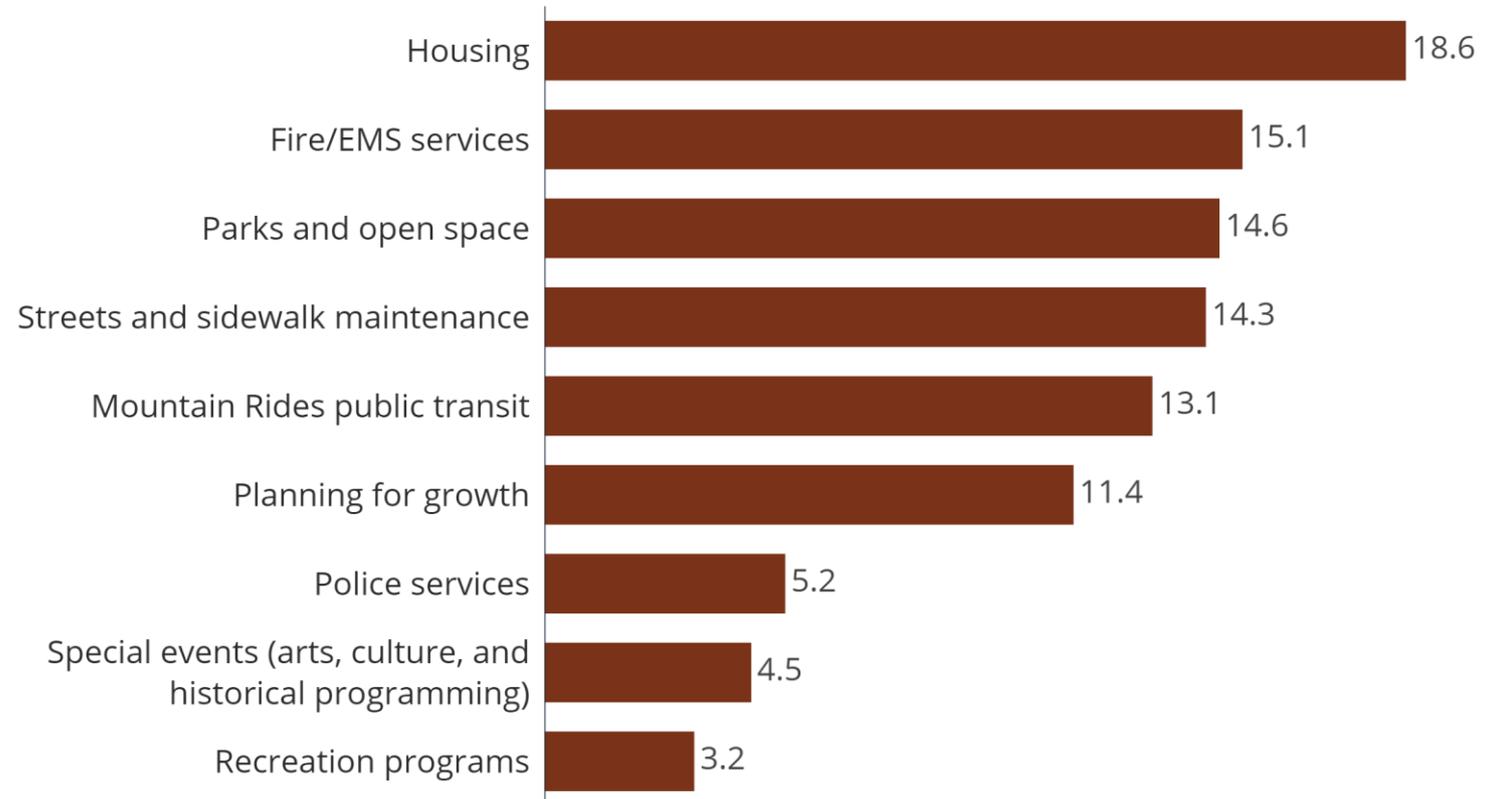**Below is a list of services that the city allocates limited resources towards. Please read each item and select all that are important to you.** *[Chart shows Importance scores]*

Service	Score
Housing	18.6
Fire/EMS services	15.1
Parks and open space	14.6
Streets and sidewalk maintenance	14.3
Mountain Rides public transit	13.1
Planning for growth	11.4
Police services	5.2
Special events (arts, culture, and historical programming)	4.5
Recreation programs	3.2

Fire and EMS

7 out of 10 residents agree that Ketchum's fire and emergency medical services should consolidate resources with nearby cities and towns.

Do you think that Ketchum's fire and emergency medical services should consolidate with nearby fire and emergency medical services, including those of Blaine County, Sun Valley, Hailey, and Bellevue?

- Strongly agree — 47%
- Somewhat agree — 22%
- Neutral — 17%
- Somewhat disagree — 5%
- Strongly disagree — 9%
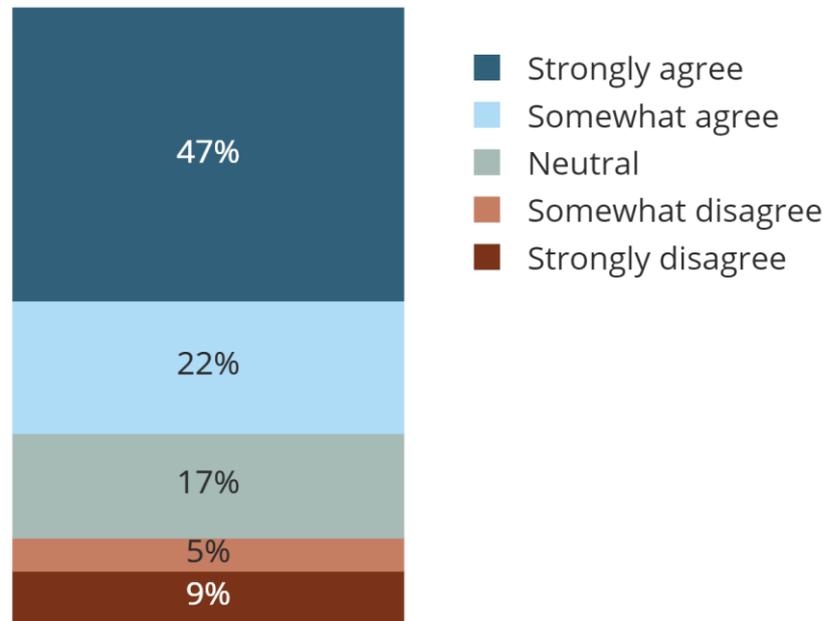
When it comes to communication, **the City performs best at providing accurate and timely information.**

Room for improvement: Communicating a clear vision and strategy for the future of the city.

The city website is a widely utilized tool, and there is room to improve ease of navigation on the site.
  • Three-quarters of residents have utilized the City's website in the past year.
  • Of those who have used the website, half say that it was easy to navigate.
  • Residents over the age of 65 are less likely to use the website.

Preferred communication methods:
  • Residents prefer to hear from the City via physical mailings, meetings (in person or virtual), and text messages.
  • Online/website is the least preferred communication mode.

Communication Performance

Over half of residents agree that the city provides accurate and timely information.
Room for improvement: Communicating a clear vision and strategy for the future of the City.

On a scale of 0-10 (0 meaning poorly and 10 meaning excellent), how well does the City of Ketchum perform in the following areas?

Provides accurate and timely information about city services and programs
- Strongly agree: 16%
- Somewhat agree: 40%
- Neutral: 16%
- Somewhat disagree: 16%
- Strongly disagree: 10%
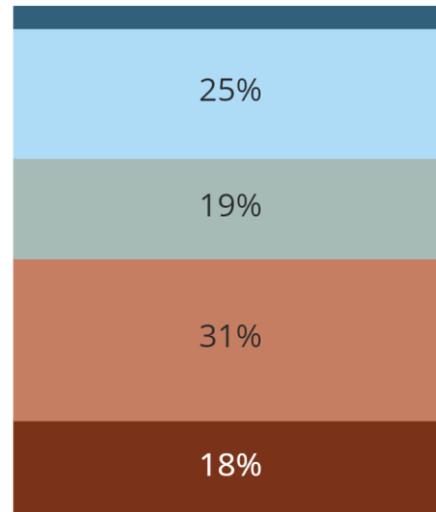
Communicates a clear city vision and strategy for the future
- Somewhat agree: 25%
- Neutral: 19%
- Somewhat disagree: 31%
- Strongly disagree: 18%
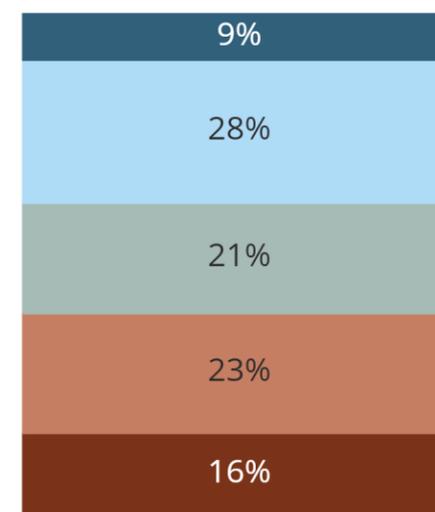
Keeps residents and businesses informed and promptly responds to questions and concerns
- Strongly agree: 9%
- Somewhat agree: 28%
- Neutral: 21%
- Somewhat disagree: 23%
- Strongly disagree: 16%

Legend:
- Strongly agree
- Somewhat agree
- Neutral
- Somewhat disagree
- Strongly disagree

Three quarters of residents have utilized the City's website in the past year. Of those who have used the website, over half say that it was easy to navigate. Residents over the age of 65 are less likely to use the website.

Have you visited the City´s website (ketchumidaho.org) in the past 12 months?
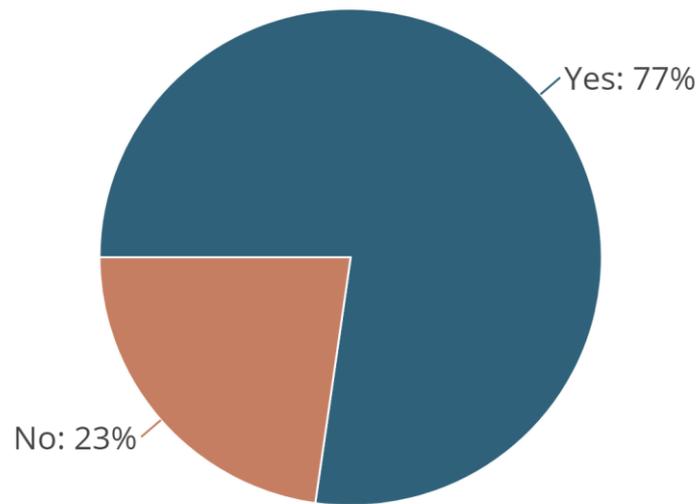
Yes: 77%

No: 23%

In general, how easy or difficult is it to find what you're looking for on the City's website?

- 10% Extremely easy
- 44% Easy
- 21% Neutral
- 21% Difficult
- 5% Extremely difficult
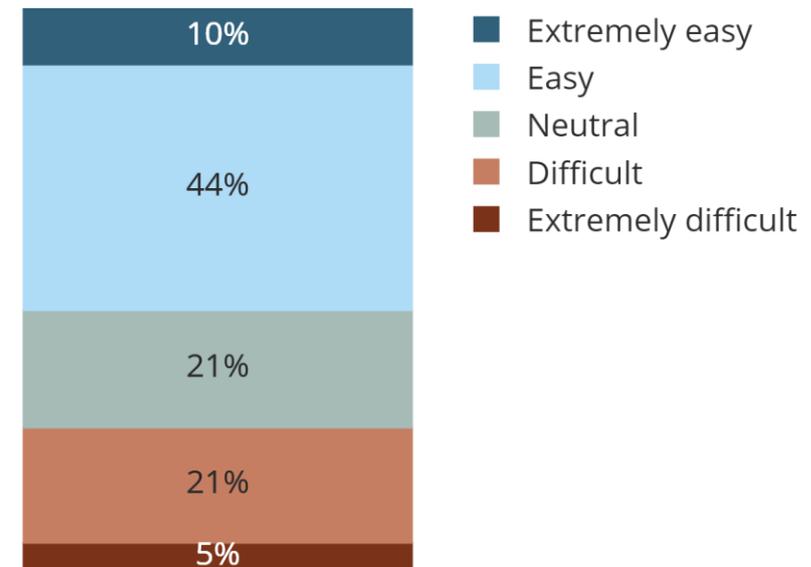
Preferred Methods of Communication

The chart below shows the probability of being selected as the # 1 most preferred method of communcation with the City. Residents prefer physical mailings followed by meetings (virtual or in-person) and text messages. Email and putting information online is less preferred.

Rank the options from most to least preferred communication method with the City of Ketchum.
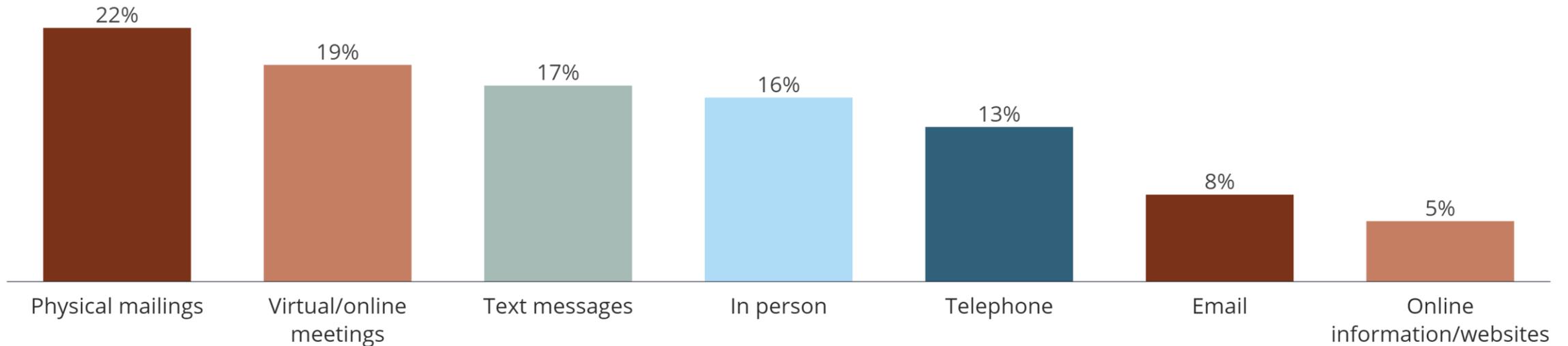
Majority are satisfied with the frequency and location of Mountain Rides service.

- Residents under the age of 35 and business owners were more likely to feel that Mountain Rides service frequency is <u>inadequate</u>.

If the city were to prioritize on-street parking for customers...

- One half of full-time residents and business owners would be on board. (Employees are more likely to disagree with this measure.)

Equal desire for improvements to roads, sidewalks, and cyclist infrastructure.

- Nearly all residents use a combination of walking and driving a personal vehicle to get around Ketchum.
- Three quarters of residents use bikes to get around.

Mountain Rides

Majority of residents are satisfied with the frequency and location of Mountain Rides service. Residents under the age of 35 and business owners were more likely to feel that Mountain Rides service frequency is inadequate.

To what extent do you agree or disagree with the following transportation-related statements?
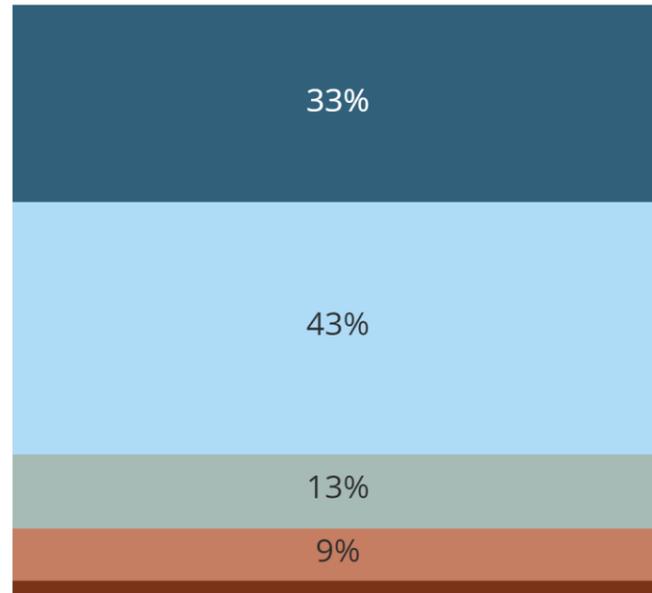
Mountain Rides stops are located at the desired locations
- Strongly agree: 33%
- Agree: 43%
- Neutral: 13%
- Disagree: 9%
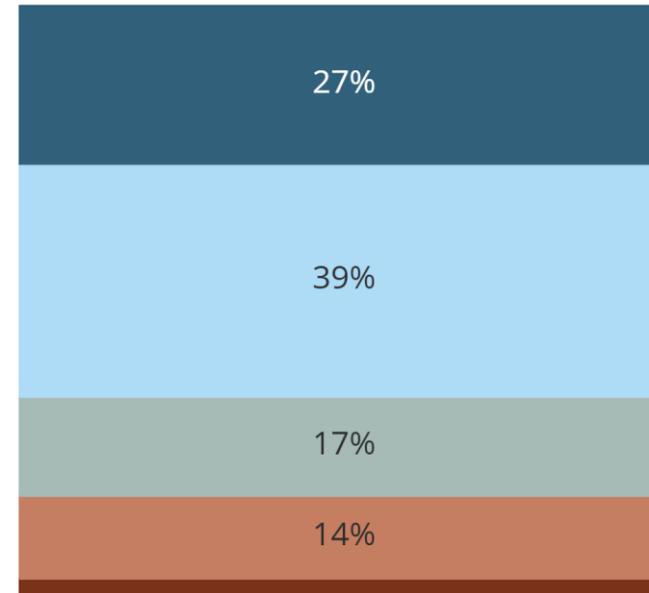
The frequency of Mountain Rides service is adequate
- Strongly agree: 27%
- Agree: 39%
- Neutral: 17%
- Disagree: 14%

Legend:
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Parking Prioritization

One half of full-time residents and business owners agree that the city should **prioritize on-street parking for customers**. Not surprisingly, employees are less likely to agree with this measure.

To what extent do you agree that the city should prioritize on-street public parking for customers over employee parking in highly utilized areas?

	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum
Strongly agree	28%	39%	30%	22%
Agree	23%	38%	22%	14%
Neutral	20%	15%	23%	19%
Disagree	14%	7%	12%	21%
Strongly disagree	15%		14%	24%
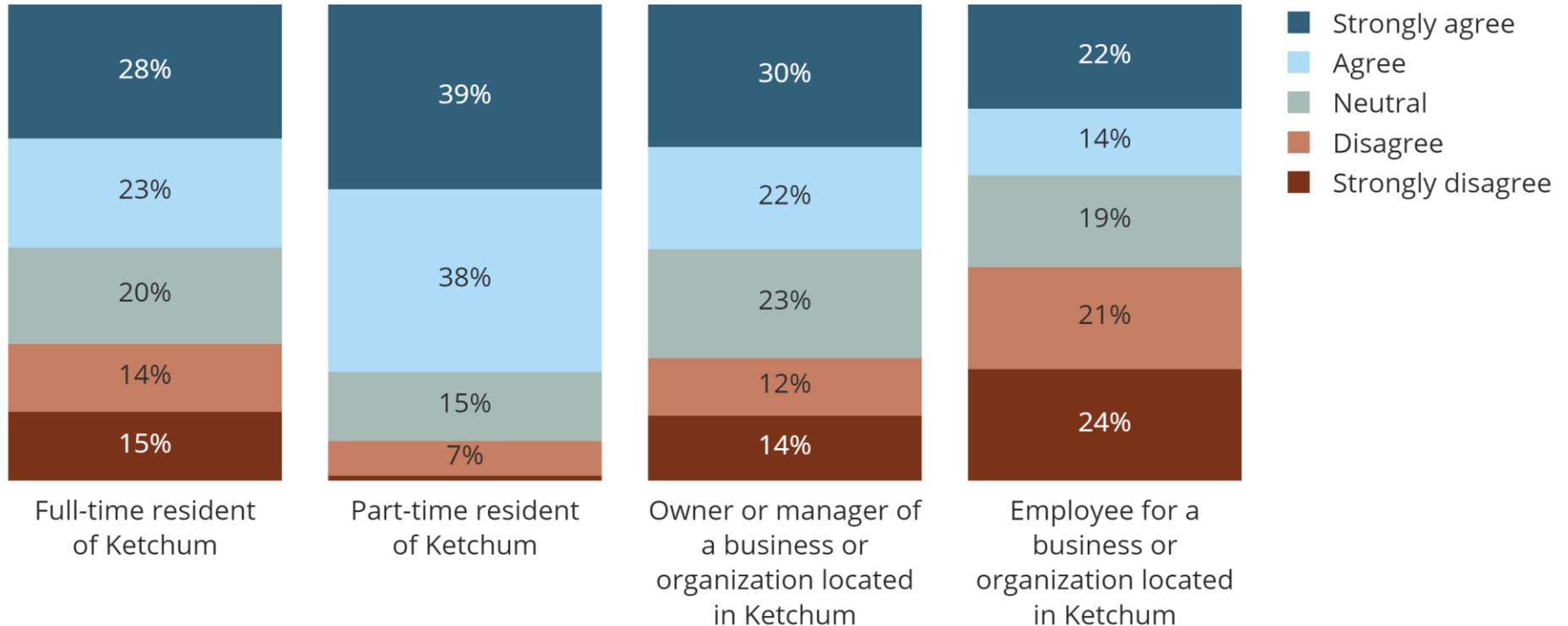
Transportation Modes

Nearly all residents use a combination of walking and driving a personal vehicle to get around Ketchum. Three quarters of residents use bikes to get around. When asked which mode of transportation they would like to see improved the most, there was nearly equal desire for improvements to roads, sidewalks, and cyclist infrastructure.

Legend:
- Which transportation methods do you use?
- Which would you like to see improved the most?

Private vehicle: 98% / 30%
Walking (sidewalks): 93% / 31%
Bicycle/E-bike: 75% / 26%
Mountain Rides public transit: 52% / 12%

Please briefly describe what you would like improved.
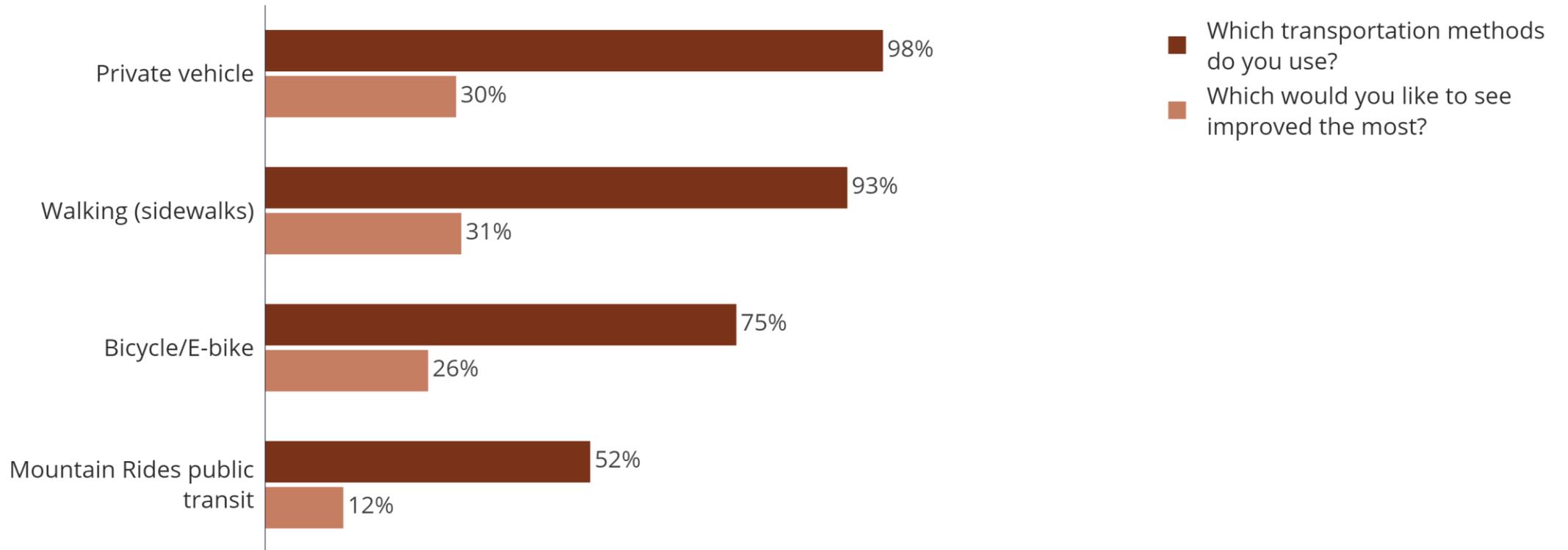
Appendix

Study Background and Methodology

Background

Like many towns and cities across the country, especially those offering a unique location and character, Ketchum is grappling with soaring housing costs and a lack of affordable housing options. This leaves the city faced with difficult decisions in how to balance the need for housing diversity and housing creation with the desire to preserve its special character. Ketchum decided to conduct a community survey to provide resident input on how to best address these issues and plan for the future.

Objectives
- Gain knowledge of residents' perceptions about the city and city government performance
- Measure residents' alignment with current city priorities / core values

Results will be used to...
- Plan and make resource allocation decisions
- Update the Comprehensive Plan
- Validate current vision and values for community

Questionnaire Design

The questionnaire was custom designed to address the unique needs of the city. Topics covered were:

- Quality of place and community direction
- Importance, advancement of, and alignment with comprehensive plan community values
- Importance of and performance on government operations
- Communications awareness and preferences
- Services, safety, transportation and infrastructure
- Demographics

The median survey lenght was 19 minutes.

Methodology

The 2024 Ketchum Community Survey reached residents through a combination of Address-based sample (ABS) and City of Ketchum-driven outreach.

- All 3,600 households in Ketchum (identified by the [USPS Computerized Delivery Sequence File (CDSF)](#)) were invited to participate in the survey via multiple contact modes (postcard, email, text message, phone call, and city-driven outreach).

- In addition, the city provided a list of 587 local businesses. All businesses in this list received a postcard invitation.

- Additionally, the City of Ketchum did specific outreach to both businesses and residents.

This effort resulted in a total of 606 completed surveys; 371 from residents who do not work in the city, and 235 from residents who either own or work at a local business.

■ Address-based sample   ■ Ketchum outreach

Residents	365 — 371 total residents
Owners or employees	228 — total business owners or employees

Survey data are not perfectly representative of the populations of interest; thus, the data were weighted based on age within gender. Data were not weighted for race or income as a significant portion of respondents did not provide that information.
The tables to the right provide the unweighted and weighted proportions compared to the population data (2022 ACS).

The chart to the left shows the impact weighting has on the results. While some numbers change by a slight amount (usually within 1-2 percentage points) the narrative is not impacted by weighting and the results shown are valid.

		Population	Unweighted data	Weighted data
Age within gender	Male 18-34	9%	3%	9%
	Male 35-54	16%	15%	16%
	Male 55-64	11%	12%	11%
	Male 65+	13%	21%	13%
	Female 18-34	15%	4%	15%
	Female 35-54	10%	15%	10%
	Female 55-64	14%	14%	14%
	Female 65+	12%	15%	12%
Race *(pop 18+)*	White alone	90%	95%	94%
	BIPOC	10%	5%	6%
Years in Ketchum	5 years or less		20%	25%
	6 to 10 years		14%	16%
	11 to 20 years		17%	18%
	20 to 30 years		17%	15%
	More than 30 years		31%	26%
	Median		20	15
Own or Rent	Own	72%	83%	74%
	Rent	28%	16%	24%
Income	Less than $50,000	23%	7%	7%
	$50,000 - $99,999	58%	24%	31%
	$100,000 - $149,999	7%	21%	21%
	$150,000 or more	12%	48%	41%

Not in census data

Banner Tables - Resident or Business

City of Ketchum Community Survey - 2024

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	**Part-time resident of Ketchum**	**Owner or manager of a business or organization located in Ketchum**	**Employee for a business or organization located in Ketchum**	**Resident**	**Business**	**NET**
Own	81%	97%	81%	65%	83%	85%	83%
		A c D	d			-	
Rent	18%	3%	17%	35%	16%	15%	16%
	B		b	B c		-	
Column Names	A	B	C	D	A	B	A

Do you own or rent your residence? by BANNER

sample size = 520; total sample size = 606; 86 missing; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

How many years have you lived in Ketchum?

	Average Column Comparisons	Residential or Business Status				SAMPLE		
		Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
How many years have you lived in Ketchum? Unit in years, up to 1 decimal place allowed.		22.5	19.9	27.0	20.8	22.0	25.2	22.2
		b d					-	
	Column Names	A	B	C	D	A	B	A

How many years have you lived in Ketchum? by BANNER

sample size = 519; total sample size = 606; 87 missing; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Do you have children under the age of 18 living in the household?

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Yes	18%	8%	21%	16%	17%	15%	17%
	b		b			-	
No	82%	92%	79%	84%	83%	85%	83%
	a c					-	
Column Names	A	B	C	D	A	B	A

Do you have children under the age of 18 living in the household? by BANNER
sample size = 520; total sample size = 606; 86 missing; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C...
(confidence level >= 99.9%); No test symbol: -; Not significant symbol:

What is the approximate total annual income of all members of your household?

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Less than $50,000	7%	0%	7%	2%	6%	11%	7%
						-	
$50,000 - $99,999	26%	13%	21%	40%	24%	26%	24%
	b			b c		-	
$100,000 - $149,999	22%	15%	25%	22%	21%	16%	21%
						-	
$150,000 or more	44%	73%	47%	36%	48%	47%	48%
	A c D					-	
Column Names	A	B	C	D	A	B	A

What is the approximate total annual income of all members of your household? by BANNER
sample size = 383; total sample size = 606; 223 missing; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C...
(confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Average Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
How long have you worked in or owned a business in Ketchum? **Unit in years, up to 1 decimal place allowed.**	19.8	9.3	21.2	16.8	19.5	21.5	19.8
	b		a d	b			-
Column Names	A	B	C	D	A	B	A

How long have you worked in or owned a business in Ketchum? by BANNER

sample size = 235; total sample size = 606; 371 missing; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

How many employees does your business have?

Average Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
How many employees does your business have?	21.9	4.2	11.0	36.7	21.9	8.3	20.0
			a			-	
Column Names	A	B	C	D	A	B	A

How many employees does your business have? by BANNER

sample size = 235; total sample size = 606; 371 missing; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

What are the two most important issues for the City of Ketchum to address over the next two years? - Categorized

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Housing Affordability	47%	39%	42%	59%	46%	30%	45%
			b c	b			-
Sustainable growth while maintaining character of Ketchum	24%	27%	23%	11%	24%	18%	23%
	d	d	d				-
Parking	21%	24%	29%	21%	22%	30%	23%
							-
Traffic	13%	12%	14%	12%	12%	14%	12%
							-
Housing for Town's Workforce	9%	14%	9%	14%	10%	16%	10%
				a			-
Pedestrian and Cycling Infrastructure	9%	8%	10%	11%	9%	11%	10%
							-
Enforce design & height restrictions for new builds	9%	12%	7%	6%	10%	2%	9%
							-
Road improvements	8%	8%	7%	8%	8%	11%	8%
							-
Climate change resilience / environmental quality	8%	4%	7%	2%	7%	9%	7%
							-
Enact short-term-rental regulations	3%	4%	3%	2%	3%	2%	3%
							-
Cost of living	2%	0%	3%	0%	1%	7%	2%

Would you say Ketchum is headed in the wrong or right direction?

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Strongly headed in the wrong direction	21%	11%	23%	21%	21%	13%	20%
	b		b				-
Headed in the wrong direction	30%	23%	31%	35%	30%	33%	30%
							-
Neutral	16%	20%	18%	21%	16%	22%	17%
							-
Headed in the right direction	29%	38%	24%	22%	29%	28%	29%
		d					-
Strongly headed in the right direction	4%	9%	4%	1%	4%	4%	4%
		a d					-
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

Would you say Ketchum is headed in the wrong or right direction? by BANNER

sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Average Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Would you say Ketchum is headed in the wrong or right direction?	4.1	5.2	3.9	3.8	4.2	4.4	4.2
	a c d					-	
Column Names	A	B	C	D	A	B	A

Would you say Ketchum is headed in the wrong or right direction? 2 by BANNER

sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Significantly worse	2%	0%	1%	5%	2%	0%	2%
			a c			-	
Somewhat worse	6%	5%	9%	6%	6%	7%	6%
						-	
About the same	7%	3%	10%	11%	7%	9%	7%
						-	
Somewhat better	43%	47%	44%	48%	42%	54%	43%
						-	
Significantly better	44%	45%	37%	30%	44%	30%	43%
						-	
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

Compared to other cities and towns, how would you rate Ketchum as a place to live? by BANNER

sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Average Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Compared to other cities and towns, how would you rate Ketchum as a place to live?	7.8	8.2	7.4	7.2	7.7	7.4	7.7
	c	c d					-
Column Names	A	B	C	D	A	B	A

Compared to other cities and towns, how would you rate Ketchum as a place to live? 2 by BANNER
sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

How would you rate the current state of Ketchum´s economy?

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Very weak	2%	2%	4%	5%	2%	4%	2%
						-	
Weak	14%	11%	14%	17%	14%	15%	14%
						-	
Neutral	19%	6%	20%	20%	17%	17%	17%
	b		b	b		-	
Strong	52%	61%	52%	55%	54%	46%	54%
						-	
Very strong	13%	21%	11%	4%	13%	17%	13%
		c D				-	
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

How would you rate the current state of Ketchum´s economy? by BANNER

sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Average Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	**Part-time resident of Ketchum**	**Owner or manager of a business or organization located in Ketchum**	**Employee for a business or organization located in Ketchum**	**Resident**	**Business**	**NET**
How would you rate the current state of Ketchum´s economy?	6.3	7.1	6.0	5.7	6.4	6.2	6.4
	A C D					-	
Column Names	A	B	C	D	A	B	A

How would you rate the current state of Ketchum´s economy? 2 by BANNER

sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Business - Compared to other cities and towns, how would you rate Ketchum as a place to own or operate a business?

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Significantly worse	9%	11%	10%	9%	9%	3%	9%
						-	
Somewhat worse	33%	11%	26%	39%	31%	25%	30%
	c			c		-	
Neutral	26%	33%	23%	23%	23%	34%	25%
		c				-	
Somewhat better	24%	44%	33%	23%	30%	25%	29%
		d	a			-	
Significantly better	8%	0%	8%	6%	7%	13%	8%
						-	
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

Business - Compared to other cities and towns, how would you rate Ketchum as a place to own or operate a business? by BANNER
sample size = 235; total sample size = 606; 371 missing; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C...
(confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Average Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Business - Compared to other cities and towns, how would you rate Ketchum as a place to own or operate a business?	4.7	5.1	5.0	4.5	4.8	5.3	4.9
						-	
Column Names	A	B	C	D	A	B	A

Business - Compared to other cities and towns, how would you rate Ketchum as a place to own or operate a business? 2 by BANNER

sample size = 235; total sample size = 606; 371 missing; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Business - How likely are you to recommend starting a business in Ketchum?

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Not likely at all	25%	11%	23%	25%	25%	19%	24%
						-	
Not very likely	26%	11%	23%	34%	27%	23%	26%
						-	
Neutral	26%	44%	27%	20%	23%	38%	25%
						-	
Somewhat likely	18%	33%	21%	17%	22%	8%	20%
						-	
Extremely likely	4%	0%	6%	3%	4%	12%	5%
						-	
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

Average Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Business - How likely are you to recommend starting a business in Ketchum?	4.2	5.2	4.5	4.0	4.3	4.6	4.3
		a				-	
Column Names	A	B	C	D	A	B	A

Business - How likely are you to recommend starting a business in Ketchum? 2 by BANNER

sample size = 193; total sample size = 606; 413 missing; 95% confidence level; Column comparison symbols: a, b, c… (confidence level >= 95%), A, B, C… (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Business - How easy is it for your business or employer to find and hire qualified employees?

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Very difficult	35%	22%	32%	35%	33%	28%	33%
						-	
Somewhat difficult	40%	33%	37%	44%	37%	44%	38%
						-	
Neutral	12%	22%	13%	13%	14%	13%	14%
						-	
Somewhat easy	11%	11%	16%	4%	12%	16%	13%
		a d				-	
Very easy	2%	11%	2%	4%	2%	0%	2%
						-	
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

Business - How easy is it for your business or employer to find and hire qualified employees? by BANNER
sample size = 235; total sample size = 606; 371 missing; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C...
(confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Average Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Business - How easy is it for your business or employer to find and hire qualified employees?	2.8	4.1	3.1	2.7	3.0	2.9	3.0
						-	
Column Names	A	B	C	D	A	B	A

Business - How easy is it for your business or employer to find and hire qualified employees? 2 by BANNER

sample size = 235; total sample size = 606; 371 missing; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Average Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	**Part-time resident of Ketchum**	**Owner or manager of a business or organization located in Ketchum**	**Employee for a business or organization located in Ketchum**	**Resident**	**Business**	**NET**
The city should work with the community to help find housing solutions	7.9	7.6	7.8	8.1	7.8	8.4	7.8
						-	
I approve of the City of Ketchum´s housing efforts	4.2	4.8	3.8	4.3	4.3	4.2	4.3
	c					-	
SUM	12.0	12.5	11.6	12.4	12.0	12.7	12.1
						-	
Column Names	A	B	C	D	A	B	A

Housing Solutions Agreement 2 by BANNER

sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Living outside, in your car or in a place not meant for habitation (like an unheated garage)	3%	0%	3%	7%	2%	2%	2%
				b			-
Living in a shelter, transitional housing, or in a motel/hotel	1%	0%	1%	2%	1%	0%	1%
							-
Sleeping on someone's sofa ("couchsurfing") or exceeding the maximum number of occupants per the lease	4%	5%	5%	16%	4%	2%	4%
				A b c			-
Fleeing or experiencing domestic violence, sexual assault, stalking, or trafficking	0%	0%	0%	0%	0%	0%	0%
	-	-	-	-	-	-	-
Living in an RV and in need of winterization assistance or a winter location	1%	2%	2%	7%	2%	0%	2%
				A b c			-
Losing your primary residence with no other housing identified	4%	0%	5%	12%	4%	0%	4%
				b c			-
Became at risk of experiencing one of the above within 45 days	5%	2%	5%	12%	5%	2%	5%
				b c			-
Have a month-to-month or verbal lease	10%	0%	13%	24%	10%	7%	10%
	b		b	B c			-
None of the above	84%	95%	81%	66%	84%	91%	85%
		a c D	d				-
NET	100%	100%	100%	100%	100%	100%	100%

Are you looking for or expect to need housing in the next two years?

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Yes	19%	11%	21%	32%	18%	22%	18%
		b	B				-
No	81%	89%	79%	68%	82%	78%	82%
	c D						-
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

Are you looking for or expect to need housing in the next two years? by BANNER
sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test
symbol: -; Not significant symbol:

Average Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Reducing solid waste and garbage and encouraging recycling	4.4	5.7	4.1	4.2	4.5	4.8	4.5
		A C D				-	
Protecting natural habitat, wildlife, and ecosystems, including riparian areas and hillsides	5.8	6.5	5.7	5.8	5.9	6.0	5.9
		a c				-	
Conserving water and energy and utilizing renewable energy sources	4.5	5.5	4.3	4.4	4.6	4.8	4.6
		a C d				-	
SUM	14.7	17.7	14.1	14.4	15.1	15.7	15.1
		A C d				-	
Column Names	A	B	C	D	A	B	A

Ketchum's environmental stewardship efforts 2 by BANNER

sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Column % Column Comparisons	Residential or Business Status				SAMPLE		NET
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	
Strongly disagree	6%	12%	6%	7%	8%	4%	7%
						-	
Somewhat disagree	4%	5%	7%	5%	4%	9%	5%
						-	
Neutral	16%	15%	17%	15%	15%	15%	15%
						-	
Somewhat agree	22%	32%	18%	24%	22%	24%	22%
		c				-	
Strongly agree	51%	36%	53%	49%	51%	48%	50%
	b		b			-	
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

Do you think that Ketchum's fire and emergency medical services should consolidate with nearby fire and emergency medical services, including those of Blaine County, Sun Valley, Hailey, and Bellevue? by BANNER

sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Average Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
A strong and diverse economy	11.3	7.7	12.3	10.3	10.8	11.4	10.8
	b		b			-	
A vibrant downtown	10.7	12.4	8.3	10.9	10.8	9.3	10.7
						-	
Community character	14.0	13.4	14.0	10.7	13.6	11.3	13.4
						-	
A variety of housing options	15.9	8.7	16.3	25.2	15.0	18.7	15.3
	b		b	B c		-	
Environmental quality and scenic beauty	14.5	17.1	14.3	12.2	15.2	10.3	14.8
		d			b	-	
Exceptional recreational opportunities	9.1	12.6	10.3	4.9	9.4	10.5	9.5
		d	d			-	
A well-connected community	8.0	7.8	8.5	10.0	8.1	8.9	8.1
						-	
Enlivened by Arts and Culture	2.9	9.7	3.4	2.5	3.8	5.6	3.9
		a c d				-	
Working as a region	1.0	-.5	-.1	3.2	.9	3.2	1.0

Funding Priorities Rank Score

Average Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Mountain Rides public transit	14.1	9.6	15.4	12.9	13.4	12.4	13.3
						-	
Streets and sidewalk maintenance	15.6	12.9	14.2	13.5	14.7	13.0	14.6
						-	
Parks and open space	14.6	14.9	13.4	12.1	14.6	11.8	14.3
	d					-	
Fire/EMS services	16.0	15.0	13.8	14.6	15.9	13.3	15.7
						-	
Police services	7.5	8.1	5.6	5.1	7.3	6.8	7.3
						-	
Recreation programs	2.2	1.3	1.1	4.5	2.1	1.5	2.0
			c			-	
Special events (arts, culture, and historical programming)	3.2	9.4	2.8	4.6	4.3	3.2	4.2
						-	
Housing	15.1	9.7	17.9	21.6	14.7	19.9	15.1
		b		b		-	
Planning for growth	11.6	19.1	15.9	11.0	13.0	18.1	13.4
	a d	a d				-	
SUM	100.0	100.0	100.0	100.0	100.0	100.0	100.0
						-	
Column Names	A	B	C	D	A	B	A

Have you visited the City's website (ketchumidaho.org) in the past 12 months?

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Yes	76%	56%	82%	78%	73%	85%	74%
	B		B	b			-
No	24%	44%	18%	22%	27%	15%	26%
		A C d					-
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

Have you visited the City´s website (ketchumidaho.org) in the past 12 months? by BANNER

sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

In general, how easy or difficult is it to find what you're looking for on the City's website?

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Extremely difficult	4%	3%	4%	3%	4%	5%	4%
						-	
Difficult	22%	11%	23%	28%	21%	10%	20%
			b			-	
Neutral	24%	11%	23%	14%	22%	28%	23%
	b					-	
Easy	42%	65%	41%	45%	43%	49%	44%
		a c d				-	
Extremely easy	9%	11%	9%	9%	10%	8%	10%
						-	
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

In general, how easy or difficult is it to find what you're looking for on the City's website? by BANNER
sample size = 450; total sample size = 606; 156 missing; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C...
(confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Please rank the options below from your most to least preferred communication methods with the City of Ketchum.

	Probability % Column Comparisons	Residential or Business Status				SAMPLE		
		Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Online information/websites		5%	6%	5%	3%	5%	NaN	5%
					-	-	-	
Email		6%	8%	5%	6%	7%	NaN	7%
					-	-	-	
Telephone		15%	17%	13%	10%	14%	NaN	14%
					-	-	-	
Text messages		17%	14%	19%	22%	16%	NaN	16%
					-	-	-	
In person		18%	15%	18%	14%	18%	NaN	18%
					-	-	-	
Virtual/online meetings		18%	19%	15%	23%	18%	NaN	18%
					-	-	-	
Physical mailings		21%	22%	24%	21%	22%	NaN	22%
					-	-	-	
Column Names		A	B	C	D	A	B	A

Business - how easy is it to pay your business fees and taxes on the City of Ketchum website?

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Very difficult	5%	11%	4%	13%	5%	3%	5%
	c	c				-	
Difficult	19%	22%	13%	13%	16%	6%	14%
	C					-	
Neutral	18%	11%	20%	20%	19%	23%	20%
						-	
Easy	34%	33%	35%	40%	37%	23%	34%
						-	
Very easy	25%	22%	28%	13%	23%	45%	27%
					a	-	
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

Business - how easy is it to pay your business fees and taxes on the City of Ketchum website? by BANNER
sample size = 173; total sample size = 606; 433 missing; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C...
(confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Current Transportation Modes

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Private vehicle	98%	100%	100%	100%	99%	98%	99%
						-	
Walking (sidewalks)	91%	97%	93%	93%	92%	93%	92%
						-	
Bicycle/E-bike	74%	62%	68%	74%	73%	63%	72%
	b					-	
Mountain Rides public transit	49%	36%	43%	56%	46%	39%	46%
	c			b c		-	
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

Current transportation modes: Yes by BANNER

sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -;

Not significant symbol:

Transportation Mode Most Needing Improvement

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Walking (sidewalks)	33%	44%	34%	33%	33%	33%	33%
							-
Bicycle/E-bike	27%	18%	26%	27%	26%	24%	26%
							-
Private vehicle	31%	32%	32%	32%	32%	37%	32%
							-
Mountain Rides public transit	9%	6%	8%	9%	9%	7%	9%
							-
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

Transportation mode most needing improvement by BANNER

sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test symbol: -;
Not significant symbol:

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Strongly disagree	13%	2%	14%	22%	12%	11%	12%
	b		b	B		-	
Disagree	10%	8%	10%	16%	10%	7%	10%
						-	
Neutral	18%	14%	21%	18%	17%	20%	17%
						-	
Agree	25%	38%	25%	16%	27%	17%	26%
		a d				-	
Strongly agree	33%	39%	31%	28%	34%	46%	35%
						-	
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

To what extent do you agree that the city should prioritize on-street public parking for customers over employee parking in highly utilized areas? by BANNER

sample size = 606; 95% confidence level; Column comparison symbols: a, b, c… (confidence level >= 95%), A, B, C… (confidence level >= 99.9%); No test symbol: -; Not significant symbol:

Would you be willing to participate in future surveys or online or in-person focus groups for the City of Ketchum?

Column % Column Comparisons	Residential or Business Status				SAMPLE		
	Full-time resident of Ketchum	Part-time resident of Ketchum	Owner or manager of a business or organization located in Ketchum	Employee for a business or organization located in Ketchum	Resident	Business	NET
Yes	74%	79%	81%	80%	76%	76%	76%
			a				-
No	26%	21%	19%	20%	24%	24%	24%
	c						-
NET	100%	100%	100%	100%	100%	100%	100%
	-	-	-	-	-	-	-
Column Names	A	B	C	D	A	B	A

Would you be willing to participate in future surveys or online or in-person focus groups for the City of Ketchum? by BANNER
sample size = 606; 95% confidence level; Column comparison symbols: a, b, c... (confidence level >= 95%), A, B, C... (confidence level >= 99.9%); No test
symbol: -; Not significant symbol: