

Knox County Community Life Survey

SUMMARY OF RESULTS

SPORTS AND RECREATION: QUESTION ON EXISTING ACTIVITIES

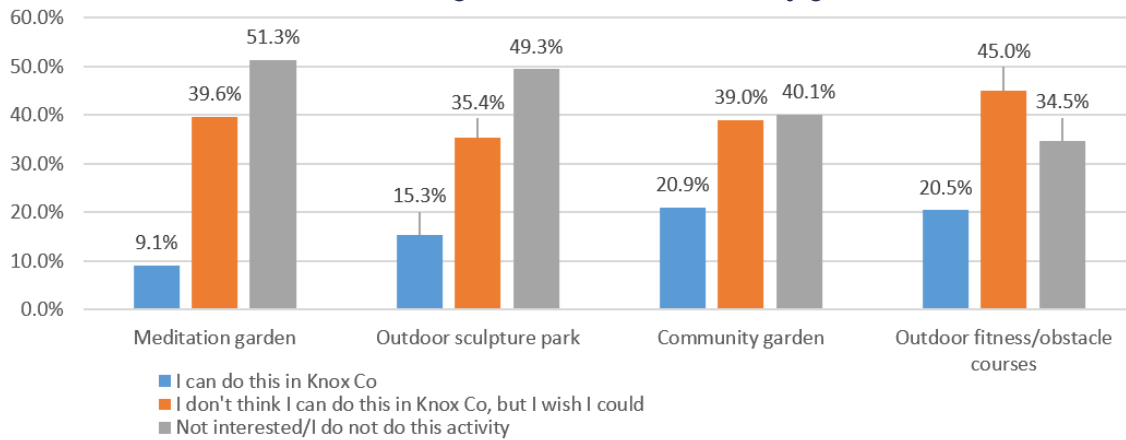
When asked about existing sports and recreation in the county, the activities with the highest indication of “I don’t think I can do this in Knox Co., but I wish I could” were tennis (15.2% of respondents), hiking (14.8% of respondents), and camping (13.4% of respondents). This response indicates a desire to have greater access to these activities in Knox County.

SPORTS AND RECREATION: TOP 3 WRITE-IN RESPONSES

When respondents were asked to write-in activities that they would like to see more of in Knox County, the highest levels of interest were expressed for **1. kayaking, 2. canoeing, and 3. boating.**

PARKS AND OUTDOOR SPACES: QUESTION ON NEW PARKS/OUTDOOR SPACES

When asked about parks and outdoor spaces, the percentage of respondents who expressed “I don’t think I can do this in Knox Co., but I wish I could” for each category is as follows in order of popularity: 45.0% outdoor fitness/obstacle courses; 39.6% meditation garden; 39.0% community garden; 35.4% outdoor sculpture park.



PARKS AND OUTDOOR SPACES: TOP 3 WRITE-IN RESPONSES

When respondents were asked to write-in parks and outdoor spaces that they would like to see more of in Knox County, high levels of interest were expressed for **1. walking/running/hiking/bicycle paths/trails, 2. dog parks, and 3. a drive-in movie theater.**

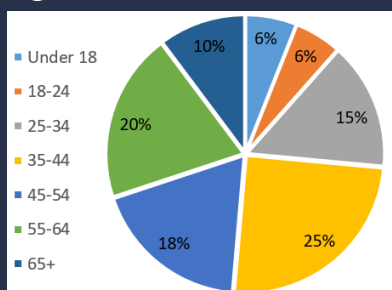
Survey Demographics

Survey Respondents

831

TOTAL SURVEY RESPONDENTS.
771 WERE KNOX COUNTY
RESIDENTS

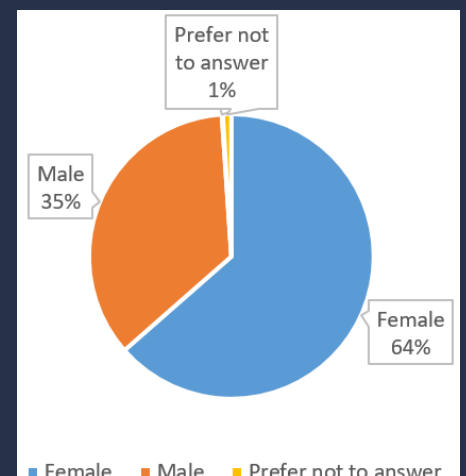
Age



Race and Ethnicity

Race/ethnicity identified	Count	Percentage of Respondents who identify as part of this racial/ethnic category	Percentage of Knox County* residents in these categories, by July 2019 US Census estimate
American Indian or Alaskan Native	4	0.48%	0.30%
Asian	4	0.48%	1.00%
Black or African-American	5	0.60%	3.00%
Hispanic/Latinx	6	0.72%	2.30%
Native Hawaiian or Other Pacific Islander	2	0.24%	0.10%
White/Caucasian	799	96.15%	92.30%
Prefer not to answer	21	2.53%	-

Gender

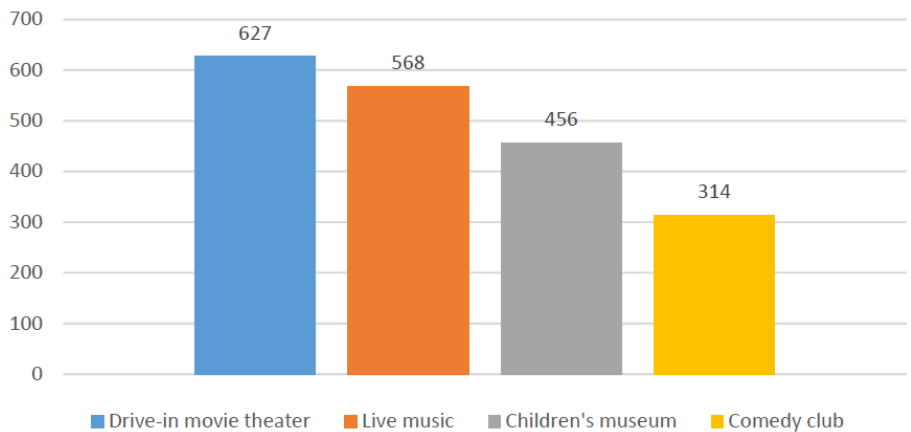


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ENTERTAINMENT: QUESTION ON ENTERTAINMENT IDEAS

When asked about specific entertainment ideas for Knox County, respondents indicated the following: 75.5% of respondents indicated interest in a drive-in movie theater; 68.4% of respondents indicated interest in live music; 54.9% of respondents indicated interest in a children's museum; 37.8% of respondents indicated interest in a comedy club.



ENTERTAINMENT: TOP 3 WRITE-IN RESPONSES

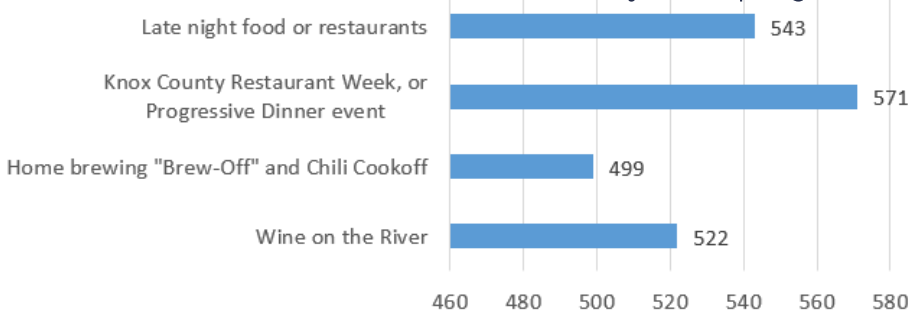
When respondents were asked to write-in entertainment that they would like to see more of in Knox County, high levels of interest were expressed for **1. mini golf/putt-putt, 2. activities for children/teens, and 3. an arcade.**

FESTIVALS AND EVENTS: TOP 3 WRITE-IN RESPONSES

When respondents were asked to write-in ideas for festivals and events that they would like to see more of in Knox County, high levels of interest were expressed for events with **1. live entertainment, 2. festival-type events (seasonal, historical, food-centric, or pet friendly), and 3. Christmas and holiday events.**

FOOD AND DRINK: EXISTING EVENTS AND QUESTION ON EVENT IDEAS

When asked about existing food and drink events in Knox County, 81.1% of respondents indicated they have attended the farmer's market once or multiple times and would attend again. A majority of respondents either indicated previous attendance and desire to attend again, or no previous attendance but a desire to attend in the future for both Food Truck Mondays and Spring on Main/Autumn on Main.



Respondents were also asked about ideas for new food and drink events. On the left is a summary of respondents' interest in new food and drink event ideas, showing how many people said they would like to see these ideas in Knox County.

FOOD AND DRINK: TOP 3 WRITE-IN RESPONSES

When respondents were asked to write-in ideas for food and drink events that they would like to see more of in Knox County, high levels of interest were expressed for **1. food-related events, 2. alcohol-free events, and 3. breakfast food options.**

TRENDS AND TOP WRITE-IN RESPONSES FROM THE "OTHER" CATEGORY

When respondents were asked to write-in any other suggestions for how to improve life in Knox County, the following major trends emerged:

- Events and activities for children, families, and teens; family-centered and/or teen-centered spaces
- Live entertainment; outdoor live entertainment
- Improvement/expansion of walking/hiking/biking trails
- Mini golf/go kart racing/drive-in theater as desired entertainment options