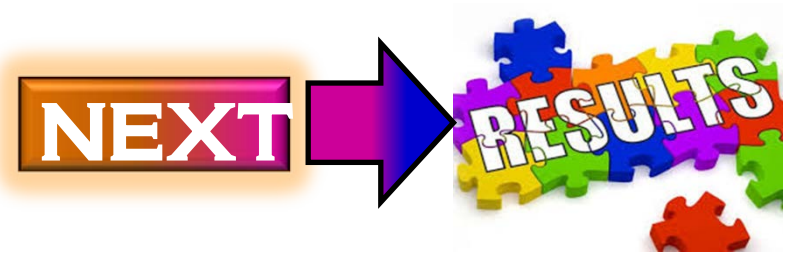
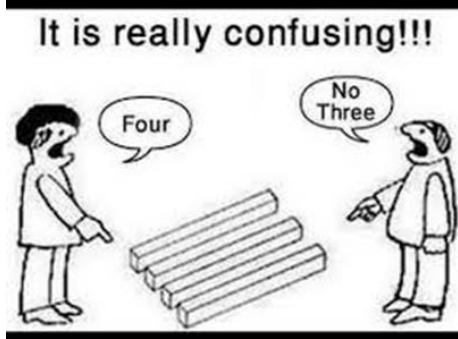


# 2016 SSMCP SURVEY



# THE SURVEY SAMPLE

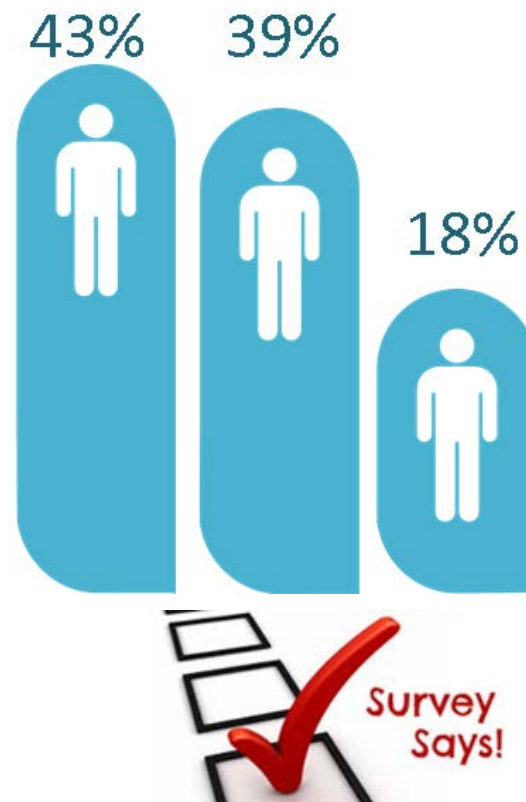


## ❑ The biggest respondent groups:

- ✓ Active Duty Service Members at 43%
- ✓ DOD civilians 39%
- ✓ 18% were military retirees

❑ Just over 77% are married. Of those married 58% have working spouses.

❑ Nearly 80% of respondents have some sort of college education with 25% being awarded an advanced degree.



# HOUSING LOCATION: ACTIVE DUTY ONLY

Location	2011	2013	2016
(JBLM) unincorporated PC	28%	27.2%	27.3% →
Lacey / Olympia (T.C.)	21.2%	14.0%	20.8% ↕
DuPont	10.2%	6.6%	11.6% ↑
Tacoma	13.3%	8.9%	8.4% ↓
Lakewood	10%	8.4%	6.82% ↓
Spanaway	5.9%	no data	7.3% ↑

## POPULATION TRENDS

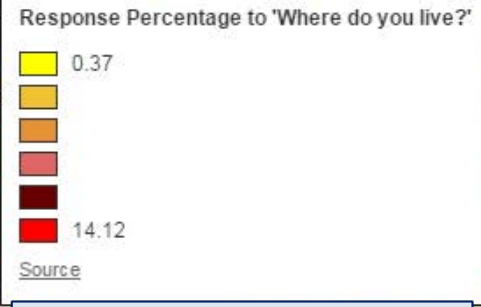
- Consistent results for JBLM (Pierce County)
- Overall growth in DuPont and Spanaway
- Steady decline in Tacoma and Lakewood
- Greatest concentration outside of JBLM = Lacey / Olympia

# HOUSING CHOICES 1/3

- ❑ **2016 survey finds:**
  - ✓ ~12.4% live on JBLM
  - ✓ ~52% live in greater Pierce County
  - ✓ ~29% live in greater Thurston County
  
- ❑ **The highest concentration of off-base respondents live in the Lacey-Olympia area (> 23%)**
  
- ❑ **> 70%, pay between \$1,001 to \$2,000 for their monthly mortgage or rent.**

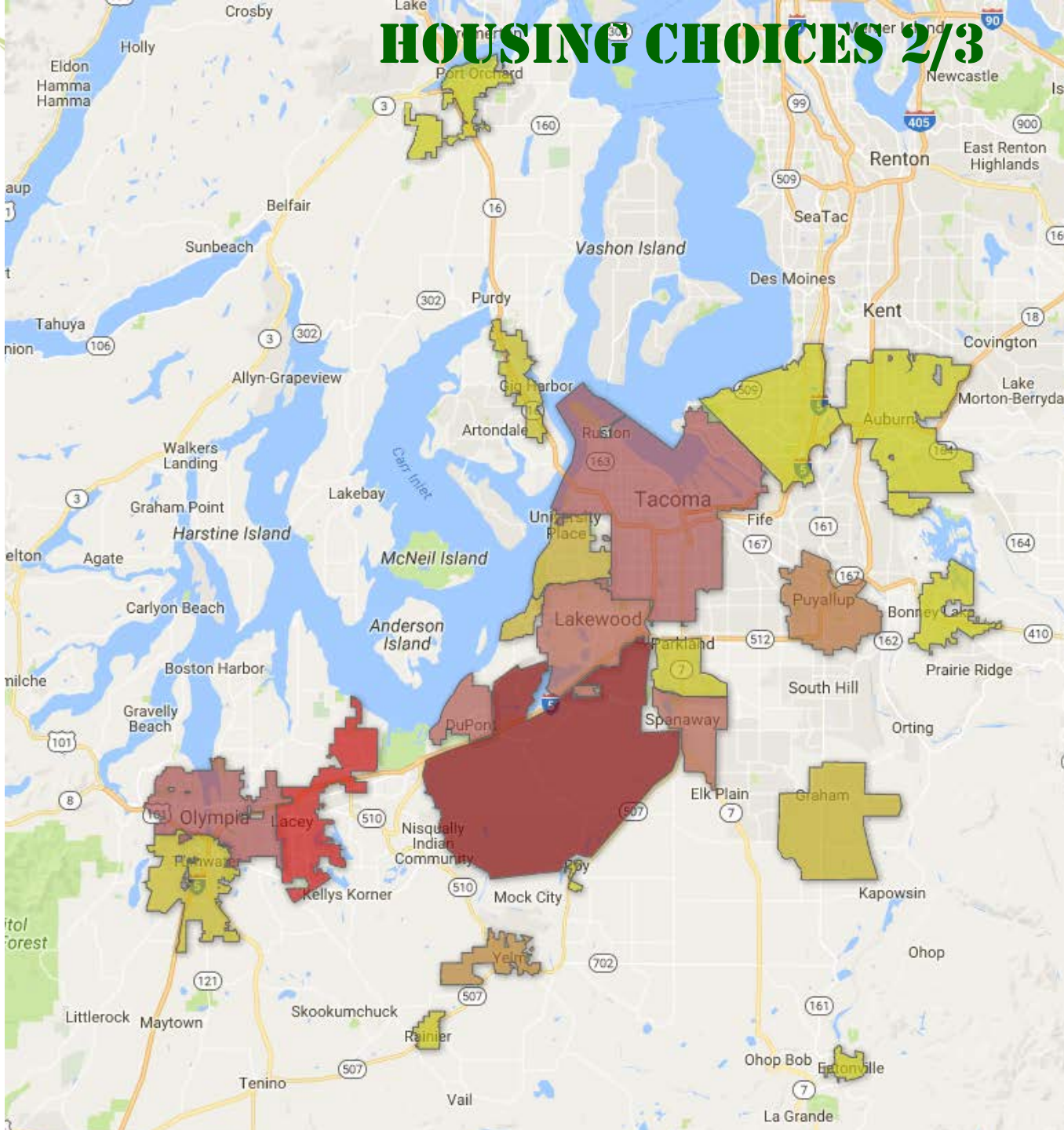


# HOUSING CHOICES 2/3



## Where do you live?

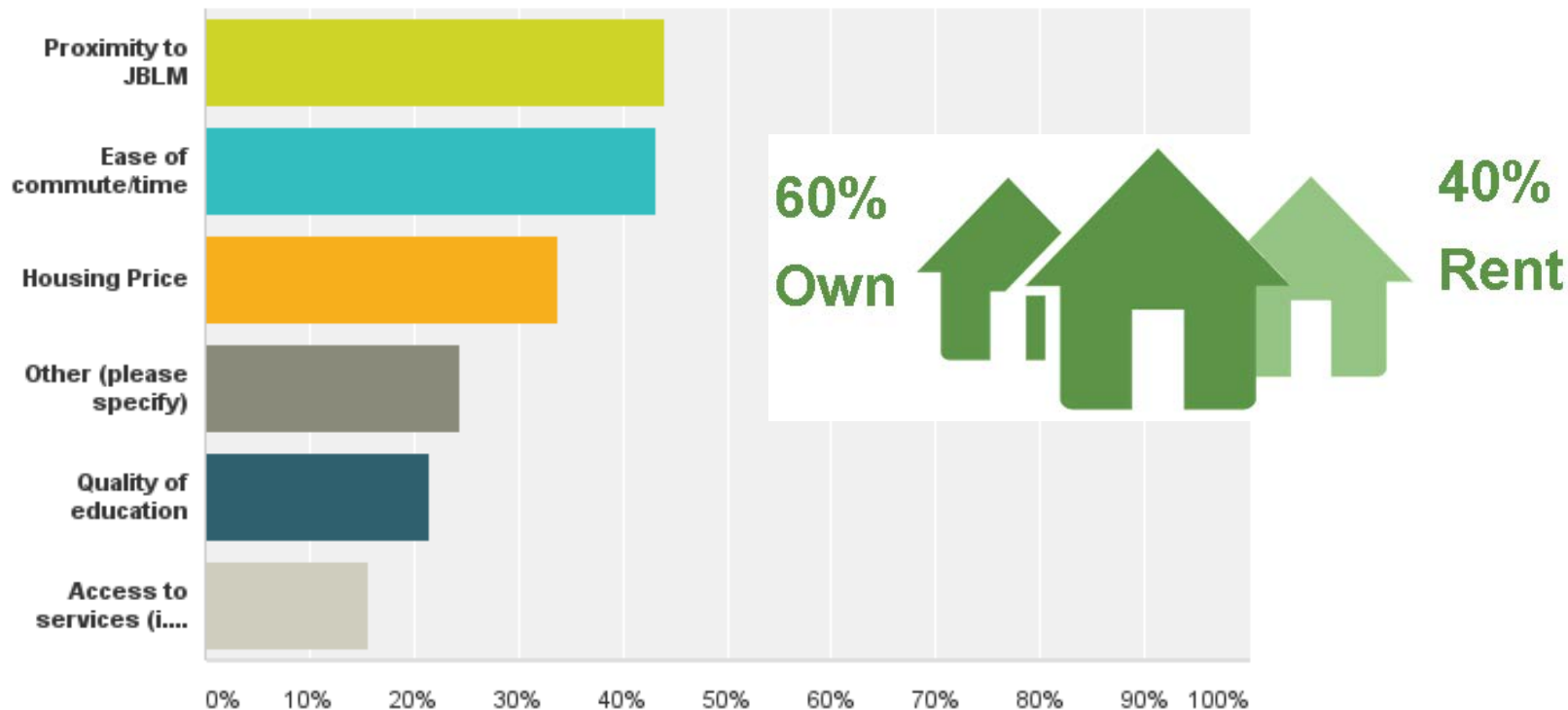
Answer Options	Response Count	Response Rate
Lacey	422	14.12%
JBLM	375	12.55%
Olympia	267	8.93%
Tacoma	265	8.87%
DuPont	248	8.30%
Spanaway	237	7.93%
Lakewood	233	7.80%
Puyallup	193	6.46%
Yelm	149	4.98%
Pierce County	128	4.28%
University Place	74	2.48%
Steilacoom	70	2.34%
Graham	61	2.04%
Tumwater	44	1.47%
Thurston County	43	1.44%
Roy	37	1.24%
Gig Harbor	35	1.17%
Parkland	29	0.97%
Federal Way	16	0.54%
Rainier	14	0.47%
Port Orchard	13	0.43%
Auburn	13	0.43%
Bonney Lake	12	0.40%
Eatonville	11	0.37%



# HOUSING CHOICES 3/3

**Q3 What factor was most important in choosing where you live?**

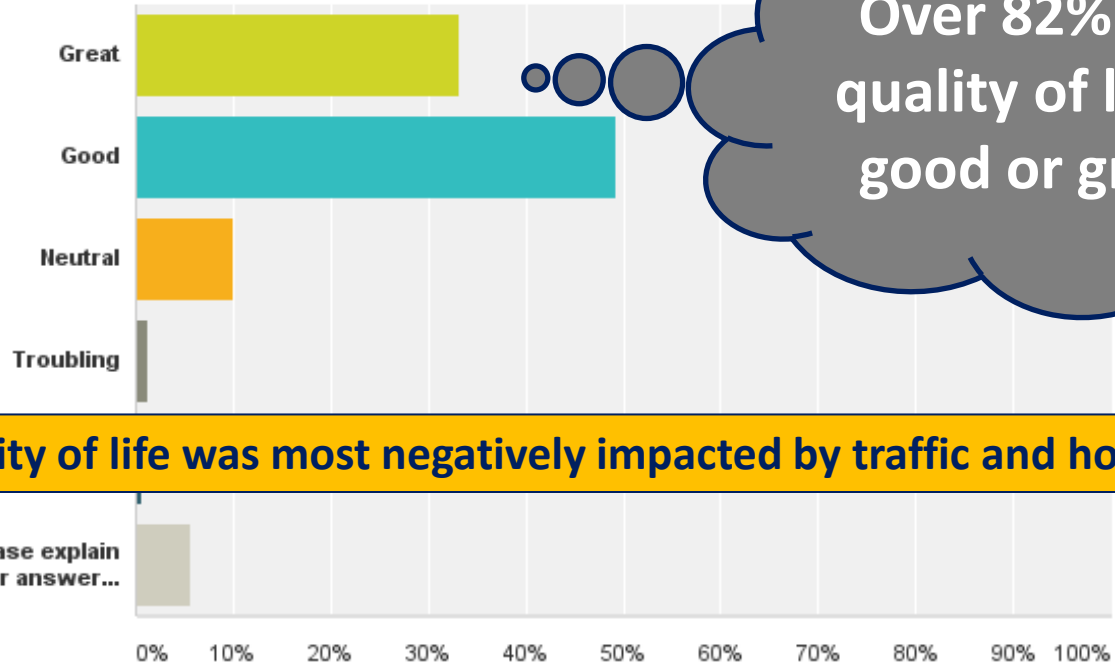
Answered: 3,033 Skipped: 28



# QUALITY OF LIFE

Q9 Rate your quality of life since moving near JBLM.

Answered: 3,040 Skipped: 21



Over 82% rate quality of life as good or great.

Quality of life was most negatively impacted by traffic and housing.

# MILITARY CHILDREN & SPOUSES 1/2

- ☐ 1,114 respondents (36%) have school-age children
  - Clover Park School District has the most military children with 234 tallying **20.4%** of the responses.
  - The second most attended school district is North Thurston Public School District with 200 students totaling **17.4%** of the responses.



Home schooling and private schools are popular options.



*7.5% find public school education unsatisfactory*

Nearly 80% feel the education system provides adequate education to children in contrast with 2013 findings which revealed a 90% satisfaction rate. Additionally, in 2016, 7.5% find public school education unsatisfactory.



## MILITARY CHILDREN & SPOUSES 2/2



- About 11% use off-base child care
- 6.5% use on-base child care.
  - ~ 35% pay (\$500-\$800) per month,
  - 21.5% pay (\$800-\$1,500) per month,
  - 10% pay more than \$1,500 per month.



# BEHAVIOR PATTERNS & PERCEPTIONS 1/4

- > 80% felt their communities were supportive or very supportive of Service Members.
- > 95% feel safe where they live.

*Of the 5%  
that don't  
feel safe...*

Subcategory	Percentage of Responses	# of Responses
Weapons use, violence, theft	51.59%	81
Neighborhood safety	24.84%	39
Drug Use	9.55%	15
Homelessness	8.91%	14
Barracks/Dorms/Base Safety	5.09%	8



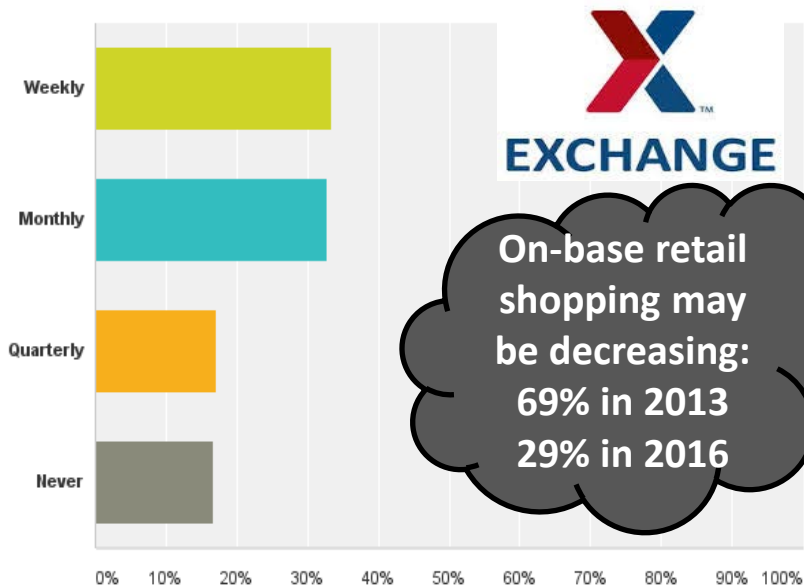
# BEHAVIOR PATTERNS & PERCEPTIONS 2/4

## SHOPPING & USE OF JBLM FACILITIES

- Over 77% shopped most off-base and 22% on-base.
- 33% of respondents routinely attended events held on JBLM, 28% participate in sports, and about 19% use the movie theaters.

**Q23 How often do you shop at an AAFES facility?**

Answered: 3,050 Skipped: 11



On-base retail shopping may be decreasing:  
69% in 2013  
29% in 2016



Answer Options	Response Percent	Response Count
Weekly	33.4%	1018
Monthly	32.8%	1001
Quarterly	17.2%	524
Never	16.6%	507

# BEHAVIOR PATTERNS & PERCEPTIONS 3/4



## THOUGHTS ON COMMUTE TRAFFIC

- ❑ The two most heavily used gates:
  - Madigan Gate at 21%
  - Steilacoom-DuPont Gate at 19%



- ❑ *“What would improve military and civilian community relationships?”*

**65% cite transportation improvements to reduce traffic congestion**

# BEHAVIOR PATTERNS & PERCEPTIONS 4/4

## INFORMATION FLOW

*“How do you get most of your information about JBLM or Camp Murray activities?”*

- Overall, 37% use social media
  - Active Duty only = 44.3%
- Overall, 33% get their information from unit briefings.
  - Active Duty only = 46%



### Social media use up



Document a Plan  
 Leverage the Sites and Tools That Apply to You

overor|>e

- Strategy
- Channel creation
- Profile creation
- Optimization
- Distribution
- Outreach
- Networking
- Maintenance
- Compliance

overor|>e

- Monitoring
- Measurement
- Reporting
- Analysis
- Interpretation
- Recommendations

## TRANSITIONING SERVICE MEMBERS

- ❑ **778 of 1,311 (59%) of Active Duty respondents are transitioning.**

*Of those transitioning, what is keeping them in the South Sound?*

- ❑ **458 of 778 or (59%) intend to stay in the South Sound.**
  - ✓ 37.7% begin job search
  - ✓ 30.3% starting new jobs
  - ✓ 18.5% will attend school
  - ✓ 6% intend to travel



# ONLY ACTIVE DUTY MILITARY

## Sample Size: 1,311

- 78% married
- 50% have working spouses; 65% work off-base
- 71% shop mostly off-base
- 54% >10 years active duty
- 45.6% (age 25-34); 32.5% (age 35-44)
- >52% have earned a 4-year college degree or higher

## Housing Location:

- 27.3% live on JBLM
- 14.7% Lacey
- 11.6% DuPont
- 8.45% Tacoma
- 7.31% Spanaway
- 6.82% Lakewood
- 6.1% Olympia
  
- ✓ 60% rent / 34% own / 6.25% live in barracks

~73% of Active Duty live off-base, nearly identical to the 2013 survey

# CIVILIAN WORKFORCE & RETIREES

## Sample Size: 1,418

- 75.7% married
- 63% have working spouses;  
35% work off-base
- 83.7% shop mostly off-base
- 30% never shop at AAFES
- 66% >5 years at JBLM
- 34.8(age 45-54); 35.7% (55+)
- >55% have earned a 4-year  
college degree or higher

## Housing Location:

- 15.6% Lacey
- 13.3% Olympia
- 10.5% Tacoma
- 10.1% Lakewood
- 9.2% Spanaway
- 8.4% Puyallup
- 6.7% DuPont
- 6.1% Yelm & Pierce County
- ✓ *19.3% rent / 80.7% own*

*37% use JBLM website, 29.7% social media, 25.7% other JBLM websites*

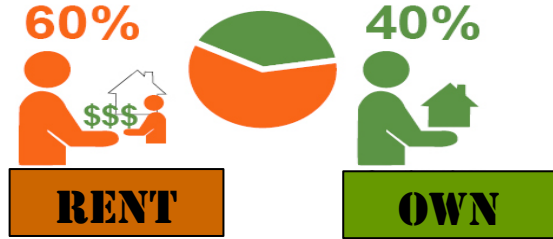


# **SURVEY TRENDS ACTIVE DUTY: 2013-16**

**Most trafficked gates:  
Madigan & DuPont**




**#1 complaint**  
**TRAFFIC CONGESTION**



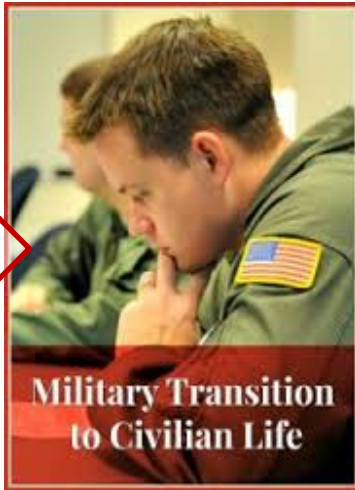
**Median rent/mortgage  
Stays at \$1,500/month**

**Is your child's education adequate?**



**Improving the quality of public education is a growing area of concern**

**Transitioning SM increasingly choose to stay in the region**  
**45% in 2013**  
**59% in 2016**



**Behavioral health counseling leads social service needs**



## OTHER FINDINGS

- Financial concerns prevent home ownership among active duty with 41% citing inability to afford a home or other financial concerns as reasons why they chose to rent.
- Respondents prefer off base grocery and retail shopping regardless of whether they live on or off base --- consistent with the last survey.
- Proximity to JBLM and ease of commute/time account for over 87% of responses on housing location.
- The highest use of JBLM access gates occurs in the morning between 0500-0759 with 73% traveling on and off-post at that time.

# RECOMMENDATIONS

- **Issue: Summer rotation of personnel impacts the number of responses.**
  - **Recommendation:** Conduct the survey when the population of JBLM is fairly stable – earlier in the spring before the summer rotation.
- **Issue: Use of JBLM facilities**
  - **Recommendation:** Consider a policy change which will allow all civilian employees the use of MWR recreation facilities; allow DOD civilian personnel working on JBLM to live in government quarters; and allow DOD civilians working on base to have PX and commissary privileges.
- **Issue: Validating housing data**
  - **Recommendation:** An additional resource to validate or complement this year's results is to compare to the JBLM housing statistics. Two specific areas: quality housing that is affordable for lower enlisted and negative impacts to quality of life caused by traffic congestion warrant further discussion and community action

# QUESTIONS ?

