Decision Analyst, Inc.

2012 (FY 2013) City Services Satisfaction Survey

Final Report

CONFIDENTIAL

Prepared For:

CITY OF ARLINGTON

Study #120496

February 2013

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BACKGROUND AND OBJECTIVES

This is the **eleventh** annual survey (and the **second** one conducted **online**) among City of Arlington residents to measure satisfaction with city services. The benchmark telephone survey was conducted in December 2000, and subsequent telephone survey waves occurred in November or December each year, except for the 2006 wave that was conducted in January and February of 2007 and was significantly changed from previous waves. In 2011, the data-collection method changed from a telephone survey to an **online** survey for the first time.

Reasons for **switching to an Internet method** included: 1) Increased Internet usage among citizens, 2) Better access to citizens via online (compared to poor production via telephone), 3) Convenience and ease of online interviewing for respondents to take time in order to give thoughtful answers on key questions (as opposed to somewhat spontaneous answers given the time limit in telephone survey), and 4) Lower cost and faster timing. A potential negative effect of switching methodologies is that comparability with previous waves may be lost to some extent (especially for the first year). As anticipated, the first online wave in 2011 showed various changes related to the data-collection method, but this and future waves should be on similar levels with natural year-to-year fluctuations.

The objectives of the survey are to assess citizens' current perceptions of city services, to identify areas where the City of Arlington is perceived as doing well and areas where improvement may be needed, and to monitor the effectiveness of the city's efforts to improve services. Information gathered from this wave of interviewing will also be used in planning and budgeting for 2013.

METHODS

All interviewing was completed over the Internet via Decision Analyst's secure web server. A total of **29,118 invitations** (including 24,134 from Library and Parks email distribution lists and 4,984 from mailing lists selected from a total list of occupied residences in the city) were sent to obtain **598 Internet interviews** (including 347 from email lists and 251 from mailing lists) among residents within Arlington city limits. The library sample and occupied residences sample were pulled randomly and proportionately to the zip code distribution of Arlington.

Respondents were screened to identify Arlington citizens and those who qualified were invited to complete the survey. As extra security, participants had to enter their email addresses or personal passwords before they could enter the survey. Interviews were conducted for over 3 weeks from **December 17, 2012 through January 9, 2013**. As the survey progressed, the data were transferred from the Internet server to Decision Analyst's internal computers, safe behind a protective "firewall."

All respondents were aged 18 or over and live within Arlington city limits, excluding Dalworthington Gardens and Pantego. Upon completion of data collection, to ensure a representation of the city's population, the data were **weighted** by gender, age, and district distribution.

A copy of the questionnaire, along with further discussion of data-collection and data-processing procedures, is presented in the Appendix.

USE OF DECISION ANALYST NAME

Prior written approval from Decision Analyst is required for the use of its **name** in connection with any public release of research data, the substantiation of any advertising claims, and/or the use of research data as evidence in any legal proceedings or litigation.

EXECUTIVE SUMMARY

<u>Key Year-Over-Year Improvements:</u>

The City of Arlington appears to be becoming more business-friendly, as well as more positively regarded as a good place to live and work. Below are some of key improvements compared to last year.

- Perceptions of the city's finance and business environment appear to be significantly improved, such as "Is financially stable," "Is a great place to work," and "Is a great place to operate a business."
- Sense of safety in business areas (both during the day and night) has significantly improved.
- Overall rating of Arlington offering a "good" or "excellent" quality of life has increased significantly.

Overall Rating And Perceptions Of Arlington

The perception of "quality of life" within Arlington continues to be stably high among residents, and they generally perceive the City of Arlington positively in various aspects.

- About eight out of ten Arlington residents (81%) rate the city moderately high as a place to live. Compared to last year, the overall rating of Arlington offering a "good" or "excellent" quality of life has increased significantly from 74% (rebounding to the 2010 level, 82%).
- The city is perceived very highly for its cultural diversity (85% "strongly" or "somewhat agree"), various housing options (82%), and financial stability (77%).
- The top three most-cited reasons for living in Arlington continue to be Arlington's location (56%), convenience (46%), and affordable housing and property taxes (35%).
- Compared to last year, perceptions of the city's finance and business environment appear to be significantly improved, such as "Is financially stable," "Is a great place to work," and "Is a great place to operate a business."

Consistently, most Arlington residents feel the city is generally headed in the right direction, and most would recommend Arlington to others.

- About seven out of ten of Arlington residents agree the city is headed in the right direction (72%), and say they would recommend Arlington to others (78%).

Neighborhoods

Residents continue to rate their neighborhoods moderately high in terms of quality of life, and residents' perceptions of neighborhood problems generally appear to be consistent with last year's, with only a few being perceived major.

- About three-quarters of Arlington residents rate their neighborhoods moderately high in terms of quality of life, and ratings appear to be similar to the last year's level (73% "excellent" or "good" vs. 68% in 2011).
- Among neighborhood problems, speeding in neighborhoods and residential and car burglaries continue to be among the top concerns for residents, with 30% or more reporting each to be at least somewhat of a problem.
- Although it's perceived to be the least problematic, graffiti has declined significantly as a neighborhood problem from 10% in 2011 to 6% in 2012.

Overall sense of safety in neighborhoods and in Arlington continues to be stable in general, and it shows significant improvement in business areas, compared to last year.

- Neighborhoods and business areas in Arlington continue to be rated very safe for walking alone *during the day* (92% "very/somewhat safe" for both neighborhoods and business areas).
- Not surprisingly, safety ratings *at night* are much lower for both neighborhoods and business areas in Arlington (for neighborhoods 65% "very/somewhat safe"; for business areas 53%). However, it is notable that sense of safety in *business areas* (both during the day and night) has significantly improved, compared to last year.
- The vast majority of residents (86%) report that neither they, nor anyone in their household, were the victim of any crime in the past 12 months, and the incidence rate appears to be similar to last year.

Ratings And Perceptions Of Specific Services And Facilities

Most city services in Arlington continue to receive moderately high to high overall ratings.

- About two-thirds of city services rated receive a top-two-box rating ("good" or "excellent") of 70% or higher.
- Fire services, library services/facilities, parks and recreation, and water utilities services continue to be rated very high, with most top-two-box ratings above 85%. On the opposite end, city services with less than 60% top-two-box ratings are zoning service, building permits, code enforcement and code compliance.
- Although quality and timeliness ratings of ambulance/emergency medical services are still high (77%, 79% "good" or "excellent," respectively), it is worth noting that both the ratings have significantly declined compared to last year. Also, quality of customer service in code compliance significantly went down from 78% top-two box to 56%. However, these declines can be somewhat attributed to small base sizes and/or a question change made this year, as described in detail for each service in the following pages.

Below is a *summary* of each city service.

Fire Department. Consistent with last year, virtually all of the users rate the fire department as "excellent" or "good" on quality of service and on timeliness of service. Top-two-box rating of community education services by the fire department (79%) is comparatively lower than ratings of the fire services above (90%+), but still viewed positively among citizens.

Ambulance/Emergency Medical Services. Among users in the past 12 months, ambulance and emergency medical services continue to be rated high (75%+ top-two box) on quality of service and timeliness of service. However, compared to last year, both the ratings have declined significantly*, and indicate need for improvement. (*Note: This decline could be driven by data volatility due to small base sizes, n=59 in 2012 and n=45 in 2011. When looking at perceptions of ambulance/emergency medical services among 300 or more citizens, regardless of their past use of the services, ratings have been steadily high at 92% in 2012 and 94% in 2011. This indicates some degree of sample size impact, although past-year users' experiences and perceptions may be real based on their actual incidences.)

Police Department.   Among users in the past 12 months, the police department is rated high with over 75% top-two box, in terms of overall competence of police employees, behavior/attitude of police officers, and quality of services.   Compared to these areas, top-two-box ratings of timeliness of services (74%) and community education services by the police department (72%) indicate more room for improvement.

Parks/Recreation Facilities.   Consistent with last year, residents in Arlington perceive the overall quality of parks and recreation facilities very positively, with top-two-box ratings of all attributes at 85% or higher.

Library Services/Facilities.   Among users in the past 12 months, library services and facilities in Arlington continue to be rated very high, with top-two-box ratings of all attributes at 85% or higher.   Specifically, over 90% of these residents rate the quality of library services and library facilities as "excellent" or "good."

Water Utilities Services.   Among users in the past 12 months, the water utilities department is rated very high, with over 85% top-two box, in terms of availability of service, quality of services, and timeliness of services.   Not only past-year users but also residents in Arlington perceive the water utilities department very positively.   Specifically, about 90% of these residents rate the water treatment service, and overall quality of products and services as "excellent" or "good."

Code Compliance.   Among users in the past 12 months, quality of customer service and timeliness of complaint response are rated relatively low at under 60% top-two box, suggesting much room for improvement.   Especially, compared to last year, quality of customer services has declined significantly from 78% top-two box in 2011 to 56% in 2012.* (*Note: This decline could be driven primarily due to changes in services asked in the survey.   In the FY 2013 survey, housing assistance and vital statistics services had been removed from the service list.   Given a shorter list of services in 2012, also note that there has been a significant increase of code complaints (from 11% in 2011 to 17% in 2012), and that those who reported code complaints were a significant respondent base for these ratings.)

Other Miscellaneous Services.   City services that are rated high (at or above 80% top-two box) include emergency management services, electronic bill-paying service, garbage collection, convention center, dispatch service (911), landfill service, and recycling services.   On the opposite end, city services that have lower than 60% top-

two-box ratings are zoning service, building permits, code enforcement, and graffiti removal.

Streets in Arlington continue to be generally perceived as an area where there is much room for improvement, with top-two box ratings ranging from 44% to 67%.

- Some of the most needed areas for improvement (at or below 50% top-two box) include road work/street repair services (both quality and speed), condition of sidewalks, traffic signal timing, and management of traffic on the major thoroughfares during peak times.

Perceptions Of City's Communication Efforts

The city's communications with citizens continue to receive generally positive reactions, with some desire for improvements.

- The majority of citizens report they use various information sources, including Internet (72%), TV (56%), and newspaper (47%), to keep up with Arlington. Although not surprising, it's notable that more than half of citizens (58%) cited city-affiliated sites or web pages, including the City of Arlington (COA) website, the COA Facebook pages, the COA news site, etc. as their information sources about the city.
- Among the city's communication channels, the city website continues to be rated highest at a top-two-box rating of 77%, followed by city TV channels (68%), and the council webcast (63%).
- About two-thirds of Arlington residents feel that they would get answers they need when they visit or call a city facility, and that city employees either provide the answer or find someone who can.
- Also, consistent with last year, only about half agree that they would get the same answer when they ask the same question from different city employees. This continues to suggest more improvements are needed for unequivocal communications with citizens.
- There appear to be a few areas that the city could build more awareness or publicity of among citizens, based on relatively low awareness of the city's efforts as below:
  - Slightly over one in three residents (36%) report being aware that they can submit a question, complaint, comment, or suggestion for the city through the Action Center.
  - Only 16% are aware of resources available through the Housing Authority for those facing foreclosure.

DETAILED FINDINGS

Overall Rating And Perceptions Of Arlington

In terms of quality of life, about eight out of ten Arlington residents (81%) rate the city moderately high as a place to live. Compared to last year, the overall rating of Arlington offering a "good" or "excellent" quality of life has increased significantly from 74% (rebounding to the 2010 level, 82%).

Citizens generally perceive the City of Arlington positively. Specifically, the city is perceived very highly for its cultural diversity (85% "strongly" or "somewhat agree"), various housing options (82%), and financial stability (77%). Continually, the top three most-cited reasons for living in Arlington are Arlington's location (56%), convenience (46%), and affordable housing and property taxes (35%).

Compared to last year, perceptions of the city's finance and business environment appear to be significantly improved, such as "Is financially stable," "Is a great place to work," and "Is a great place to operate a business."

Consistently, most Arlington residents feel that the city is headed in the right direction (72%); say they would recommend Arlington to others (78%); and say they intend to continue residing in Arlington (74%).

Overall Rating Of Arlington As A Place To Live
2-Wave Trend
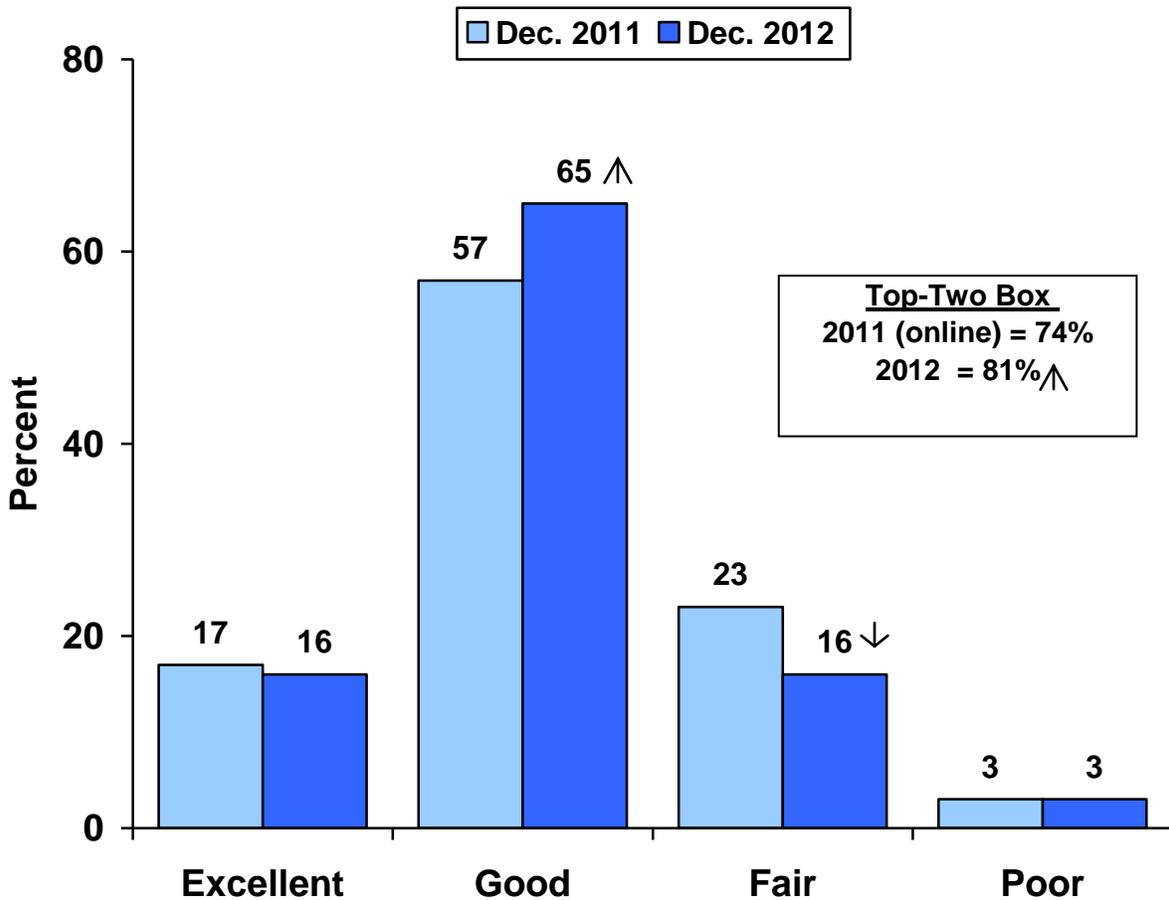
□ **Dec. 2011** ■ **Dec. 2012**

Top-Two Box
2011 (online) = 74%
2012 = 81% ⋀

	Excellent	Good	Fair	Poor
Dec. 2011	17	57	23	3
Dec. 2012	16	65 ⋀	16 ↓	3

Percent (y-axis: 0, 20, 40, 60, 80)

Question: Q1. "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't know" (n=598)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Overall Rating Of Arlington As A Place To Live – Trend

(Top-Two Box—Excellent/Good)

From Online Survey (Since Dec. 2011)

Question: Q1. "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't know" (2011 n=537; 2012 n=598)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Perceptions Of The City Of Arlington

■ Strongly Agree □ Somewhat Agree

Statement	Strongly Agree	Somewhat Agree	Total
Is culturally diverse	44	41	85
Has a variety of housing options	30	52	82
Is financially stable	26	51	77
Is a safe place to live	14	51	65
Is a great place to raise children	21	44	65
Is a great place to work	20	41	61
Provides an exceptional quality of life	13	47	60
Is a beautiful place to live	14	46	60
Is a great place to operate a business	17	41	58
Traffic levels are acceptable	8	41	49
Is committed to going green	10	39	49
Is a great place to retire	11	29	40

Percent

Question: Q1g. "How much would you agree or disagree with the following statements about *the City of Arlington*, using a scale of "strongly agree," "somewhat agree," "neither agree nor disagree," "somewhat disagree," and "strongly disagree"?"

Note: This question asked beginning in 2010.

Base: Total respondents, excluding "don't know" (Base Varies)

Perceptions Of The City Of Arlington –
2-Wave Trend (Top-Two Box—Strongly/Somewhat Agree)
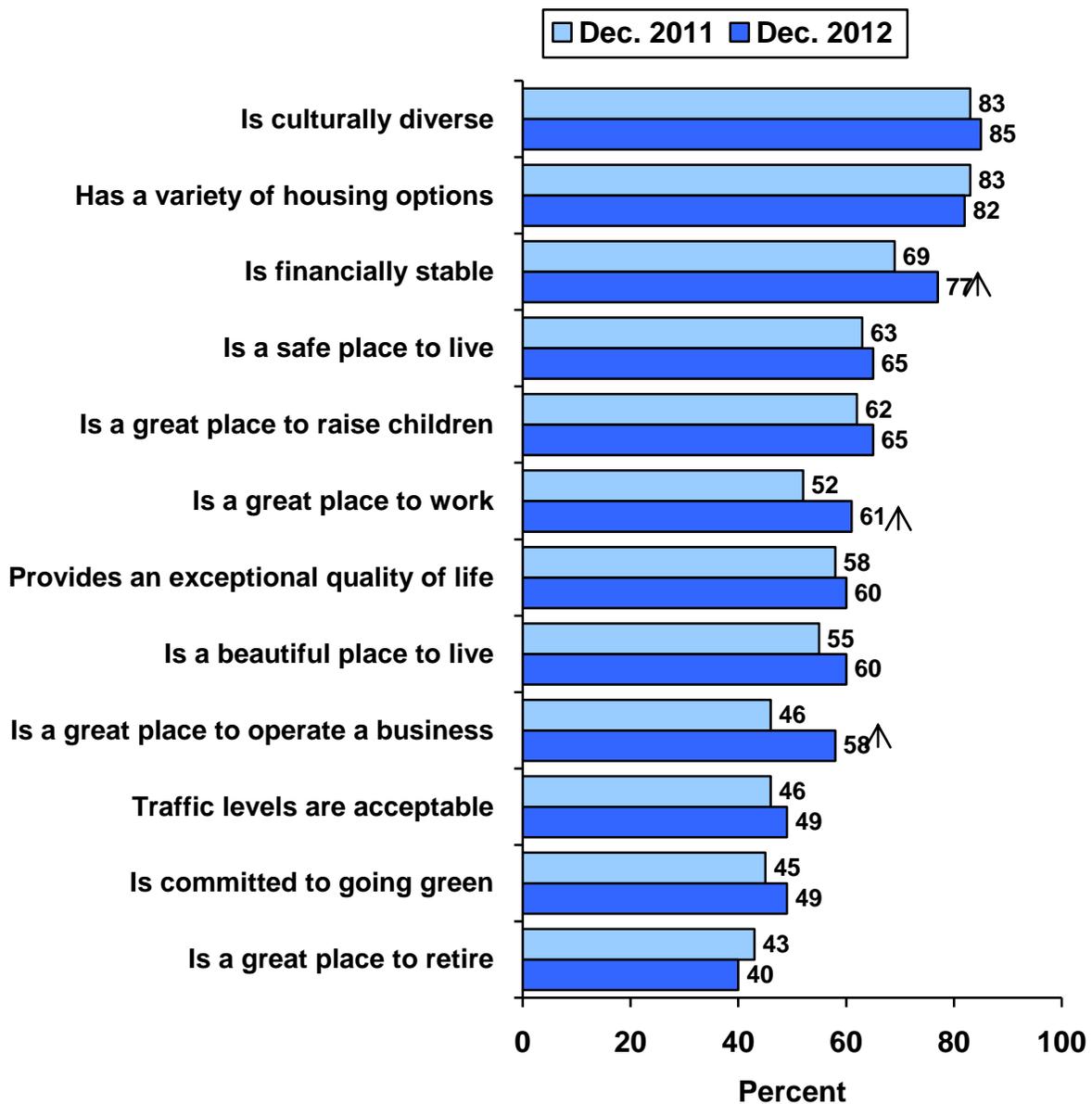
Dec. 2011 **Dec. 2012**

Perception	Dec. 2011	Dec. 2012
Is culturally diverse	83	85
Has a variety of housing options	83	82
Is financially stable	69	77 ⋀
Is a safe place to live	63	65
Is a great place to raise children	62	65
Is a great place to work	52	61 ⋀
Provides an exceptional quality of life	58	60
Is a beautiful place to live	55	60
Is a great place to operate a business	46	58 ⋀
Traffic levels are acceptable	46	49
Is committed to going green	45	49
Is a great place to retire	43	40

Percent

Question: Q1g. "How much would you agree or disagree with the following statements about *the City of Arlington*, using a scale of "strongly agree," "somewhat agree," "neither agree nor disagree," "somewhat disagree," and "strongly disagree"?"

Note: This question asked beginning in 2010.

Base: Total respondents, excluding "don't know" (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Overall Rating Of The City Of Arlington
2-Wave Trend (In Terms Of *Direction*)

Question: Q23. "Overall, do you feel that the City of Arlington is generally headed in the right direction or on the wrong track?"

Base: Total Respondents (n=598)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

Overall Rating Of The City Of Arlington – Trend
("Right Direction")

From Online Survey (Since Dec. 2011)

Dec. 2011: 73
Dec. 2012: 72

Percent (y-axis: 0 to 100)

Question: Q23. "Overall, do you feel that the City of Arlington is generally headed in the right direction or on the wrong track?"

Base: Total Respondents (2011 n=537; 2012 n=598)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Reasons For Living In Arlington

(Listed Multiple Responses)

Reason	Percent
Location	56
Convenience	46
Affordable housing and property taxes	35
Quality of life	29
I grew up here	28
Schools	26
Parks or recreation programs	18
Quality/Variety of housing	18
Entertainment opportunities	16
Friendliness of residents	15
City services such as police, fire, etc.	15
None of the above/Other	12
Don't know/No answer	1

Percent
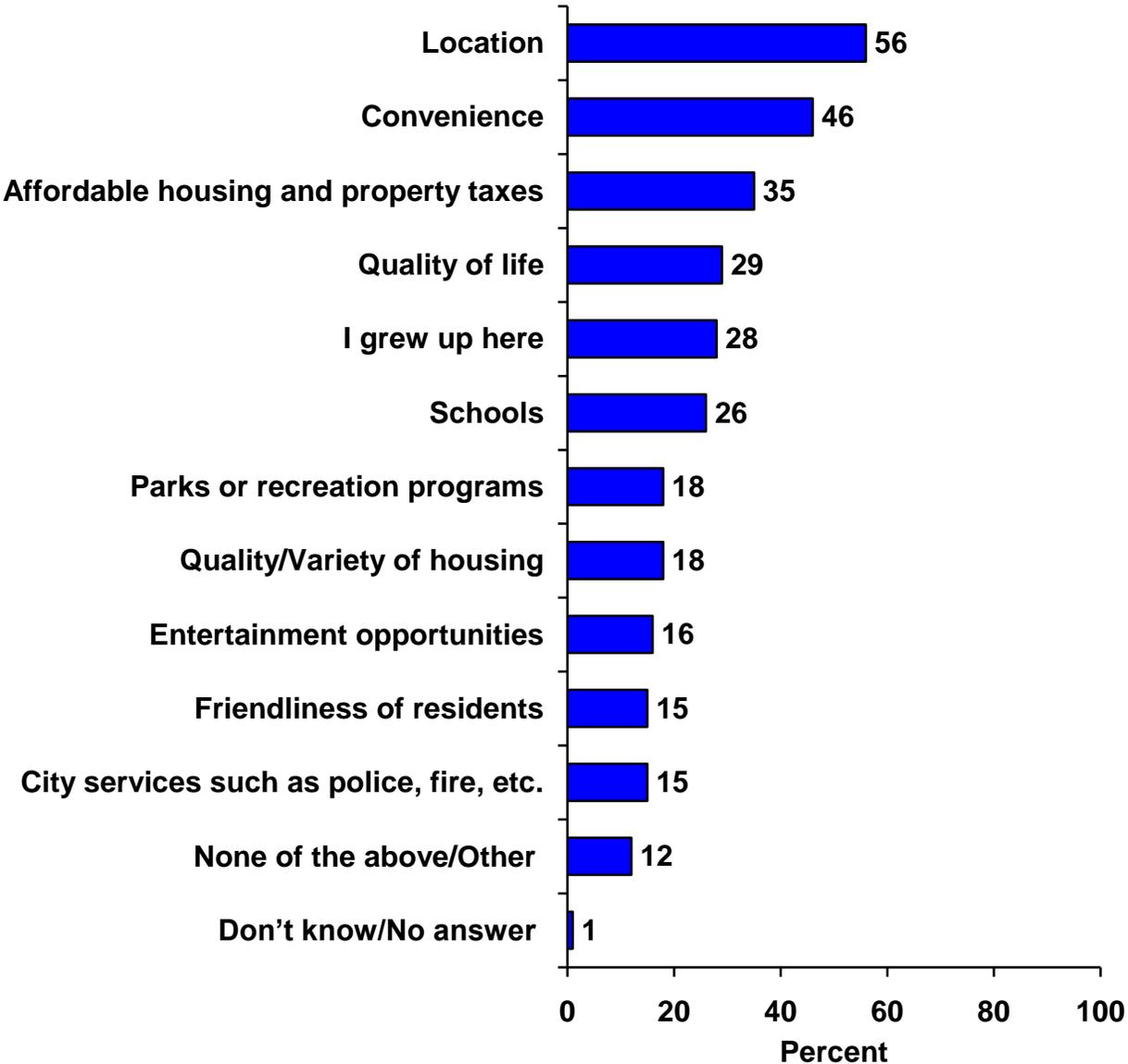
Question: Q1z. "Which of the following are _reasons_ why you live in Arlington, Texas?"

Note: This question asked beginning in 2011.

Base: Total Respondents (n=598)

Affinity To Arlington – 2-Wave Trend

(Answering "Yes")

☐ Dec. 2011 ☐ Dec. 2012

Recommend as a Place to Live
- 76
- 78

Intend to Continue Residing in Arlington
- 70
- 74

Work in Arlington
- 34
- 34

Percent
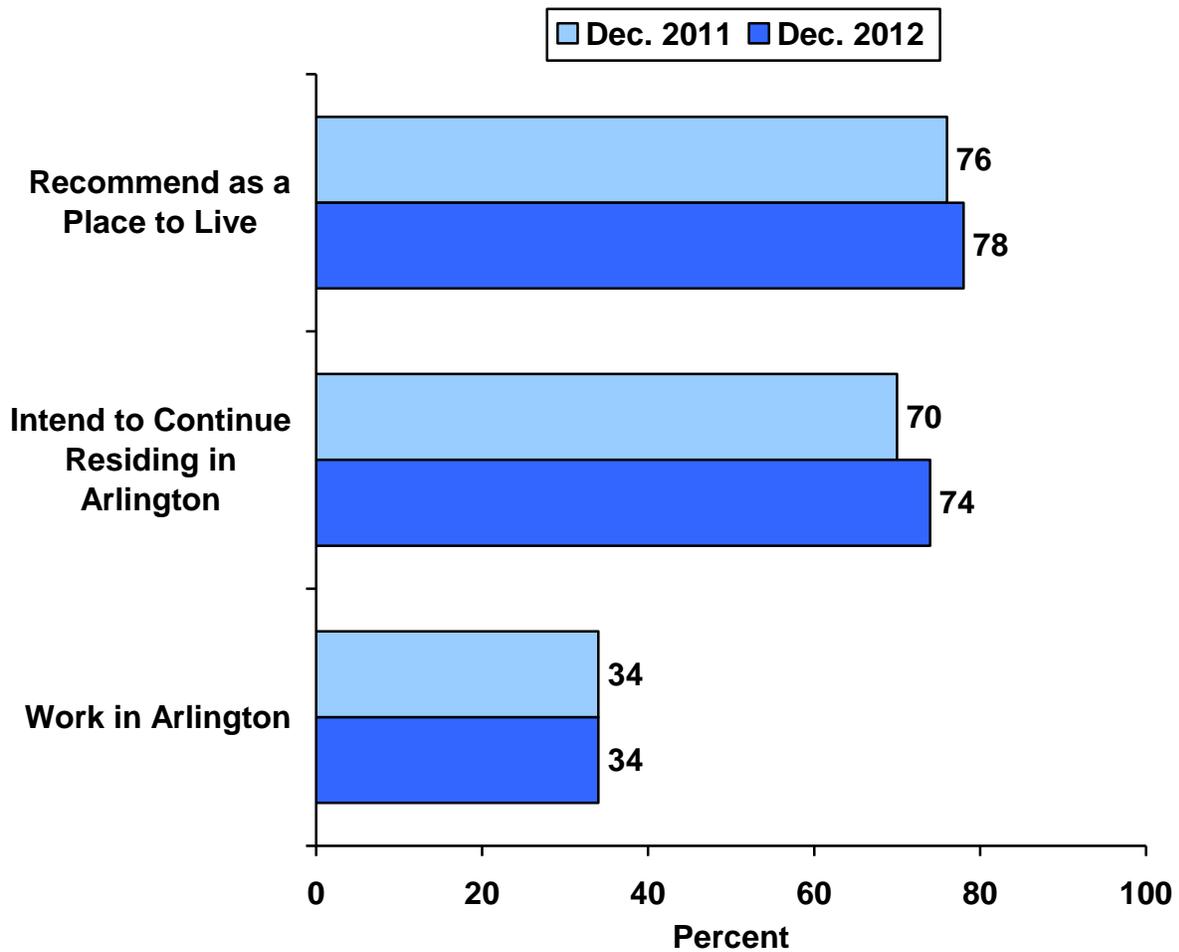
Question: Q1d. "Would you recommend Arlington, Texas to others as a place to live?"
　　　　　Q1e. "Do you intend to continue residing in Arlington?"
　　　　　Q1f. "Do you work in Arlington?"

Note: These questions asked beginning in 2010.

Base: Total Respondents (n=598)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

Neighborhoods

About three-quarters of Arlington residents rate their neighborhoods moderately high in terms of quality of life, and ratings appear to be similar to the last year's level (73% "excellent" or "good" vs. 68% in 2011).

However, residents' perceptions of major neighborhood problems generally appear to be consistent with last year's. Speeding in neighborhoods and residential and car burglaries continue to be among the top concerns for residents, with 30% or more reporting each to be at least somewhat of a problem. Although it's perceived to be the least problematic, graffiti has declined significantly as a neighborhood problem from 10% in 2011 to 6% in 2012.

Compared to last year, overall sense of safety in neighborhoods and in business areas remains at similar levels. Neighborhoods and business areas in Arlington continue to be rated very safe for walking alone during the day (92% "very/somewhat safe" for both neighborhoods and business areas). As would be expected based on historical data, safety ratings at night are much lower for both neighborhoods and business areas in Arlington (for neighborhoods 65% "very/somewhat safe"; for business areas 53%). However, it is notable that sense of safety in **business areas** (both during the day and night) has significantly improved, compared to last year.

The vast majority of residents (86%) report that neither they, nor anyone in their household, were the victim of any crime in the past 12 months, and the incidence rate appears to be similar to last year. Participation in any neighborhood associations appears to have rebounded from 18% in 2011 to 24%, the same level as in 2010.

Overall Rating Of Neighborhood As A Place To Live
2-Wave Trend
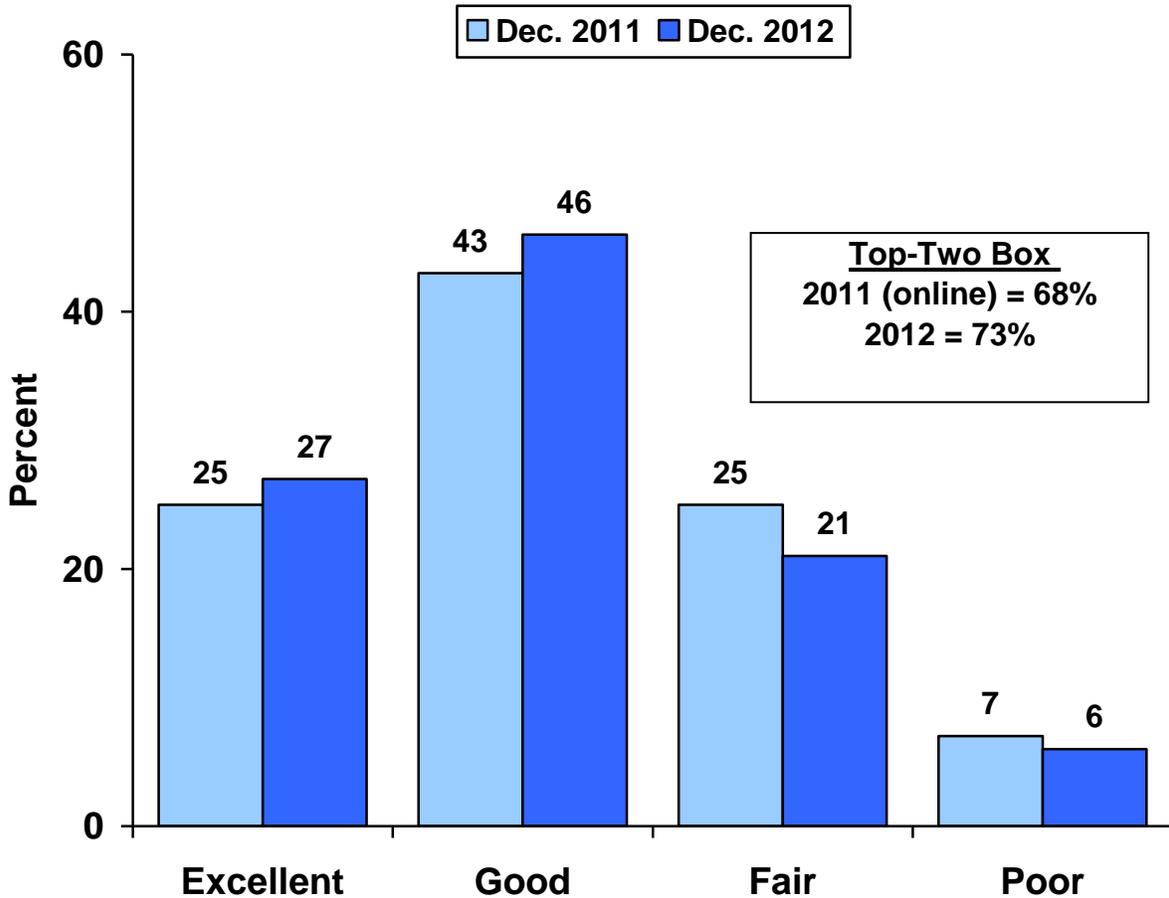
Legend: ☐ Dec. 2011 ☐ Dec. 2012

Top-Two Box
2011 (online) = 68%
2012 = 73%

Rating	Dec. 2011	Dec. 2012
Excellent	25	27
Good	43	46
Fair	25	21
Poor	7	6

Question:Q2. "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't know" (n=597)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Overall Rating Of Neighborhood As A Place To Live – Trend
(Top-Two Box—Excellent/Good)

From Online Survey (Since Dec. 2011)

Chart showing Percent on the y-axis (0 to 100) for two time periods:

Dec. 2011	Dec. 2012
68	73

Question:Q2. "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't know" (2011 n=537; 2012 n=597)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Perceptions Of Neighborhood Problems

■ Major Problem □ Somewhat of a Problem

Category	Major Problem	Somewhat of a Problem	Total
Speeding	12	26	38
Residential Burglaries	7	26	33
Car Burglaries	8	22	30
Stray Animals	9	16	25
Weeds & Unmowed Grass	5	18	23
Illegal Drug Sales	5	14	19
Property Cleanliness/Maintenance	6	12	18
Oversized Vehicles in Neighborhood	4	11	15
Neighborhood Gangs	3	8	11
Violent Crime	3	8	11
Vacant Lots/Abandoned Property	4	7	11
Vehicles Parked in Yards	4	7	11
Dilapidated Buildings/Houses	3	8	11
Abandoned or Junk Vehicles	2	9	11
Illegal Dumping	3	7	10
Graffiti	1	5	6

Percent (0, 20, 40, 60, 80, 100)

Question: Q3. "Thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, somewhat of a problem, only a small problem, or not a problem."

Base: Total respondents, excluding "don't know" (Base Varies)

Perceptions Of Neighborhood Problems –
2-Wave Trend (Major/Somewhat Of A Problem)

Legend: ☐ Dec. 2011 ■ Dec. 2012

Speeding
- Dec. 2011: 33
- Dec. 2012: 38

Residential Burglaries
- Dec. 2011: 38
- Dec. 2012: 33

Car Burglaries
- Dec. 2011: 35
- Dec. 2012: 30

Stray Animals
- Dec. 2011: 20
- Dec. 2012: 25

Weeds & Unmowed Grass
- Dec. 2011: 19
- Dec. 2012: 23

Illegal Drug Sales
- Dec. 2011: 25
- Dec. 2012: 19

Property Cleanliness/Maintenance
- Dec. 2011: 20
- Dec. 2012: 18

Oversized Vehicles in Neighborhood
- Dec. 2011: 18
- Dec. 2012: 15

X-axis: Percent (0, 20, 40, 60, 80, 100)

(Continued)

Perceptions Of Neighborhood Problems –
2-Wave Trend (Major/Somewhat Of A Problem) (Cont.)
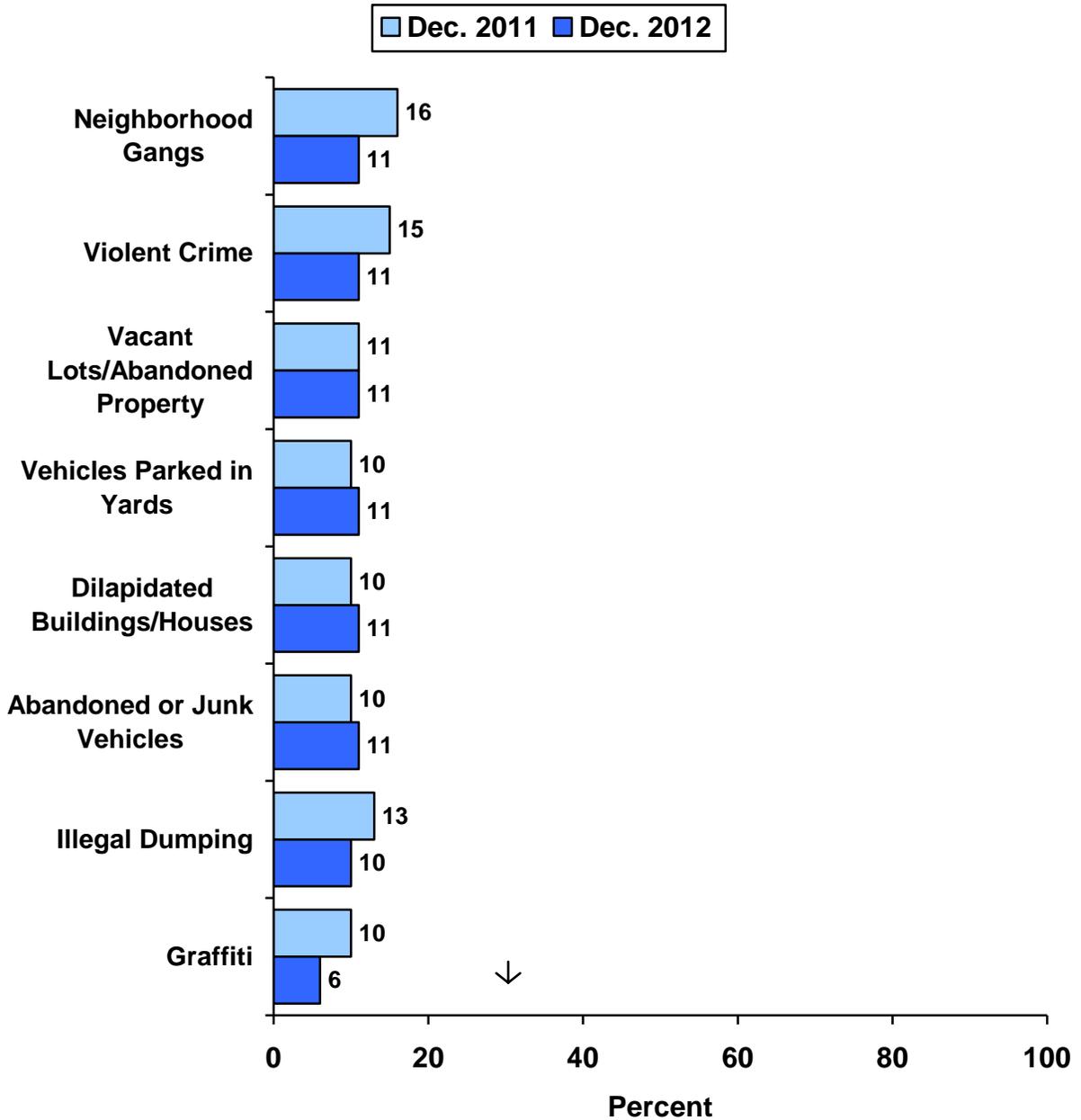
Legend: ☐ Dec. 2011 ☐ Dec. 2012

Neighborhood Gangs
- Dec. 2011: 16
- Dec. 2012: 11

Violent Crime
- Dec. 2011: 15
- Dec. 2012: 11

Vacant Lots/Abandoned Property
- Dec. 2011: 11
- Dec. 2012: 11

Vehicles Parked in Yards
- Dec. 2011: 10
- Dec. 2012: 11

Dilapidated Buildings/Houses
- Dec. 2011: 10
- Dec. 2012: 11

Abandoned or Junk Vehicles
- Dec. 2011: 10
- Dec. 2012: 11

Illegal Dumping
- Dec. 2011: 13
- Dec. 2012: 10

Graffiti
- Dec. 2011: 10
- Dec. 2012: 6 ↓

X-axis: Percent (0, 20, 40, 60, 80, 100)

Question: Q3 "Thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, somewhat of a problem, only a small problem, or not a problem."

Base: Total respondents, excluding "don't knows". (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Feeling Of Safety Walking Alone

■ Very Safe □ Somewhat Safe

Neighborhood - Day | 59 | 33 | 92

Neighborhood - Night | 23 | 42 | 65

Business Area - Day | 49 | 43 | 92

Business Area - Night | 8 | 45 | 53

0   20   40   60   80   100

Percent
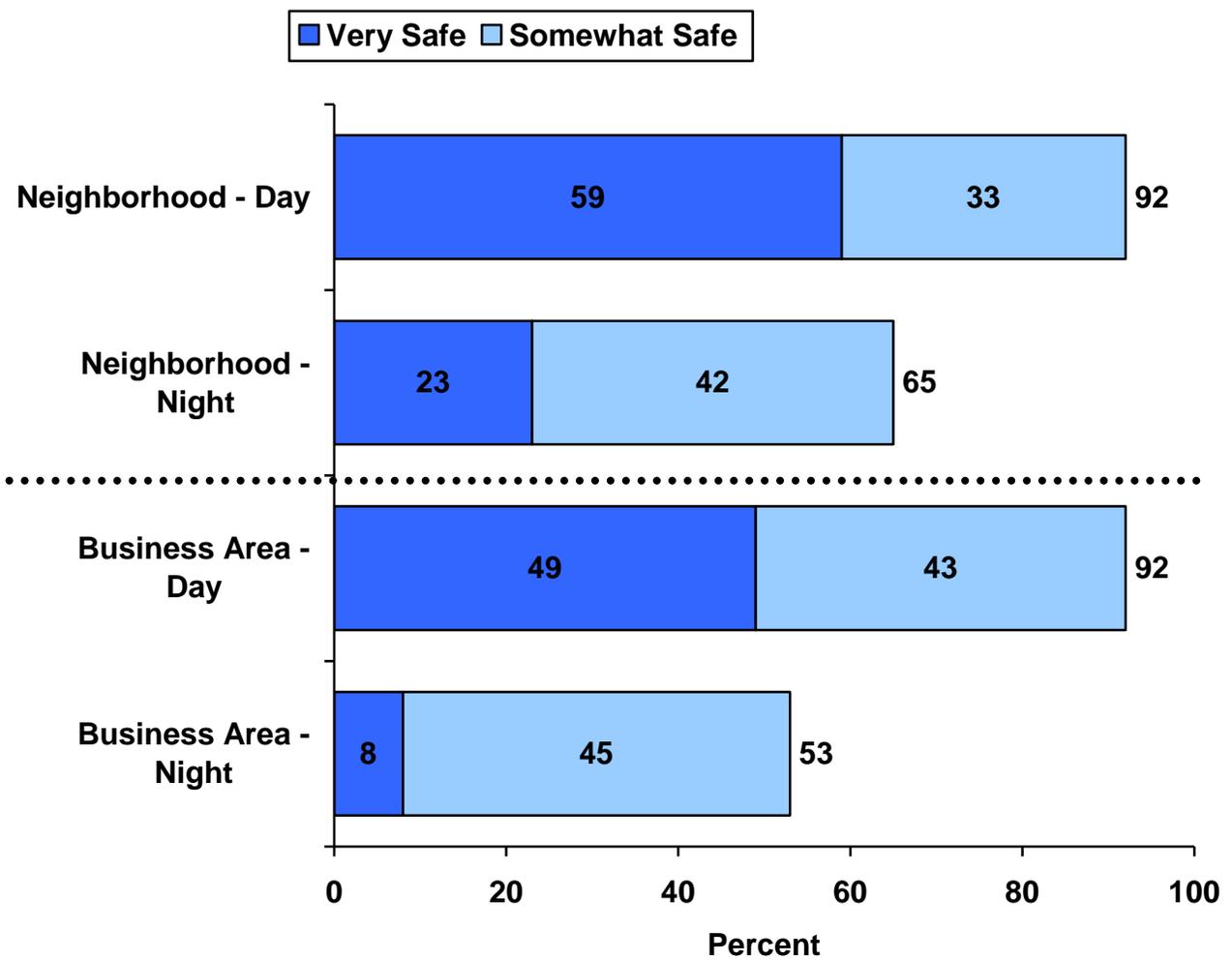
Question: Q19b/c/d/e. "How safe would you feel walking alone in your neighborhood/business area in general/during the day/at night?"

Base: Total respondents, excluding "don't know" (Base Varies)

Feeling Of Safety Walking Alone –
2-Wave Trend (Top-Two Box—Very Safe/Somewhat Safe)

Legend: ■ Dec. 2011 ■ Dec. 2012

Neighborhood - Day
- Dec. 2011: 90
- Dec. 2012: 92

Neighborhood - Night
- Dec. 2011: 62
- Dec. 2012: 65

Business Area - Day
- Dec. 2011: 88
- Dec. 2012: 92 ⋀

Business Area - Night
- Dec. 2011: 45
- Dec. 2012: 53 ⋀

Percent (x-axis: 0, 20, 40, 60, 80, 100)
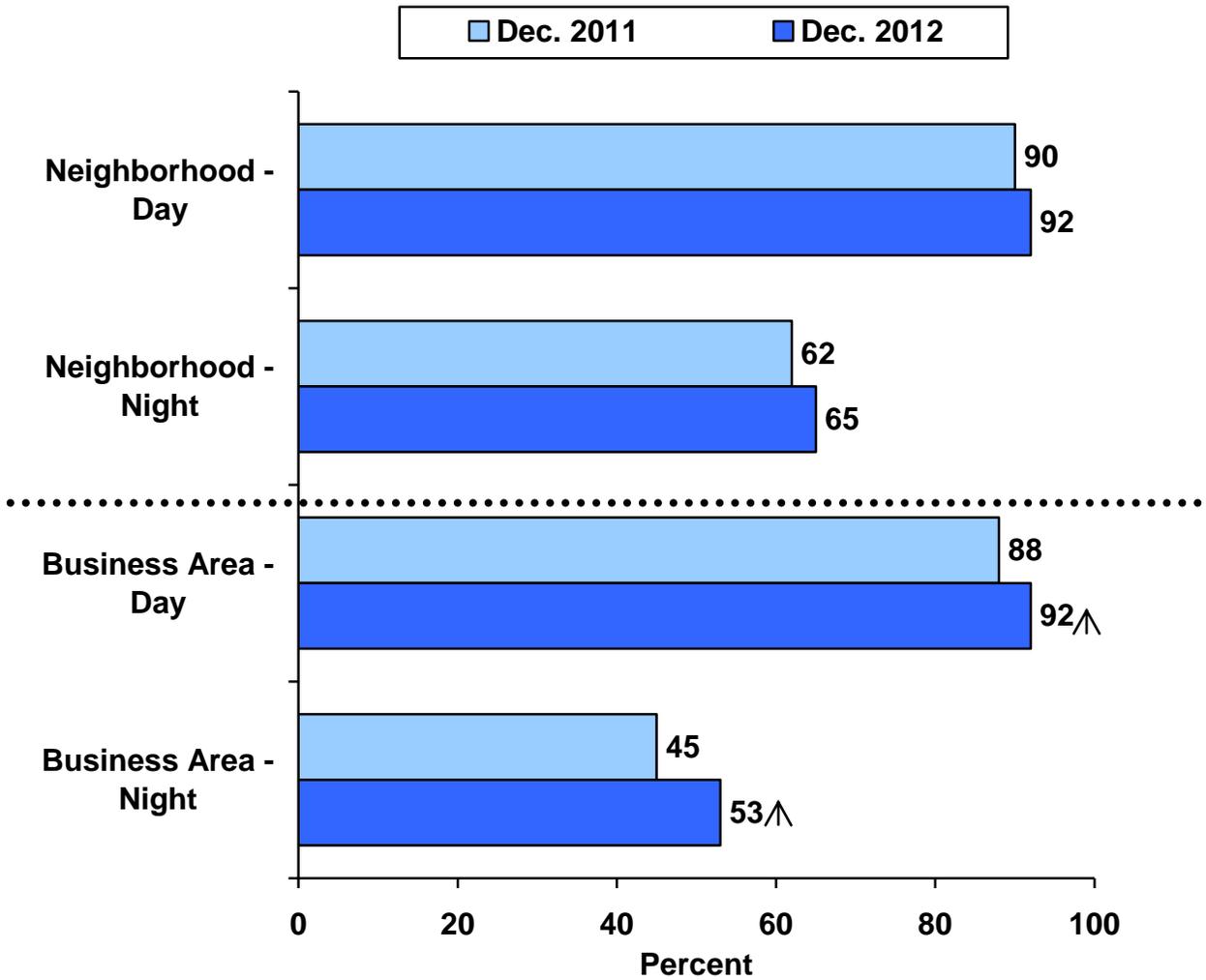
Question: Q19a/b/c/d/e "How safe would you feel walking alone in your neighborhood/business area in general/during the day/at night?"

Base: Total respondents, excluding "don't know" (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Victim Of Crime In Past 12 Months

2-Wave Trend – Crime Victim in P12M

Pie chart:
- Yes 14%
- No/DK 86%

Report To Police

Bar chart (Reported To Police / No/DK):
- Dec. 2011 (n=102): Reported To Police 81, No/DK 19
- Dec. 2012 (n=84): Reported To Police 73, No/DK 27

Bar chart – Crime Victim in P12M:
- Dec. 2011: 19
- Dec. 2012: 14

Top-Two-Box Rating Of Contacted Police

Bar chart:
- Dec. 2011 (n=83): 71
- Dec. 2012 (n=61): 72
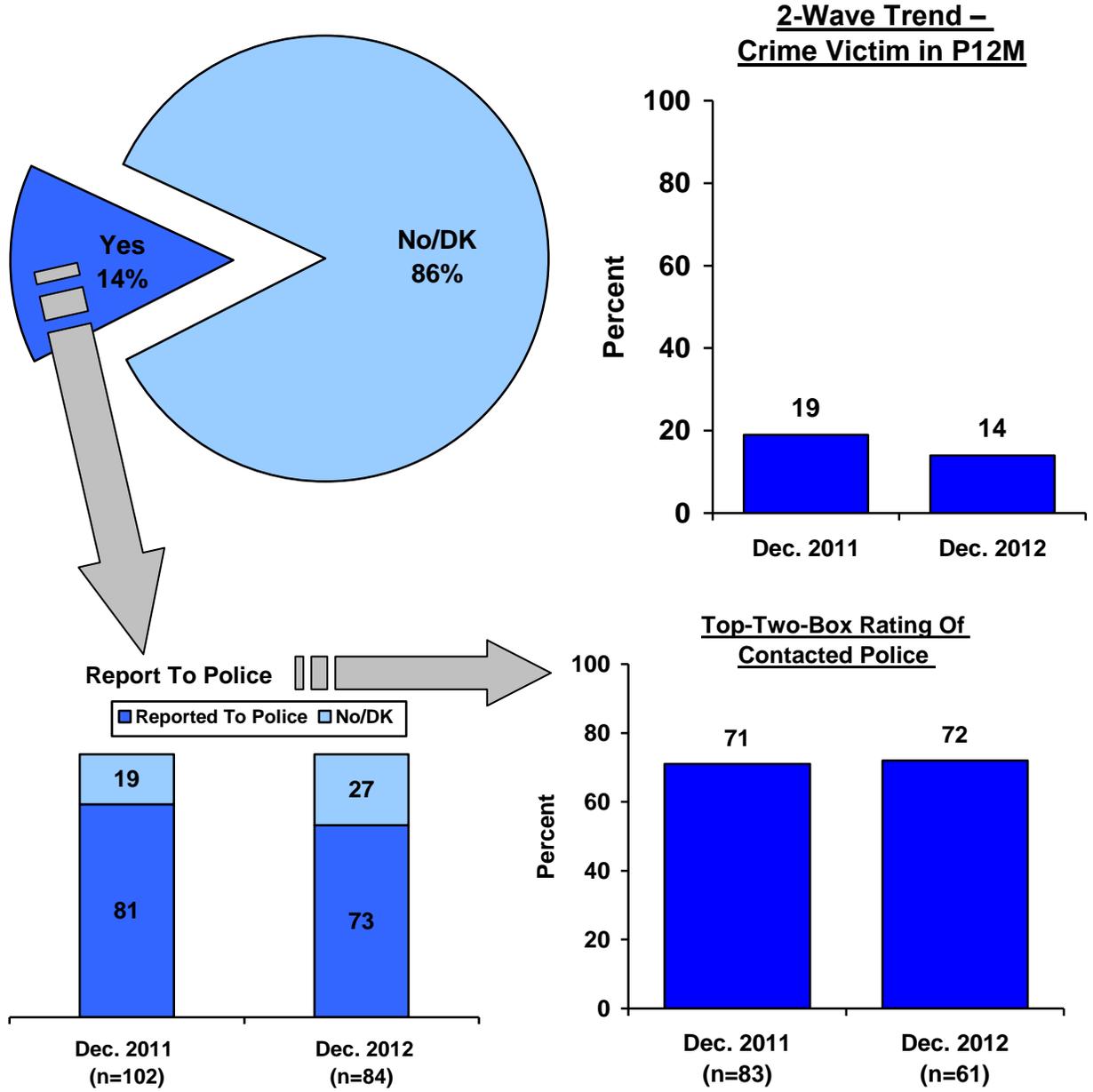
Question: Q19f. "During the past 12 months, were you or anyone in your household the victim of any crime?"
Q19g. "Did you report any of these crimes to the police?"
Q19gX. "How would you rate the contact you had with the police?"

Base: Total Respondents (2011 n=537; 2012 n=598)

Note: This question asked beginning in 2009.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Involvement In Neighborhood Organizations
2-Wave Trend

☐ Dec. 2011   ☐ Dec. 2012

Crime Watch Group
- 19
- 24

Homeowners Association
- 13
- 17

Neighborhood Association
- 10
- 17⋀

Citizens on Patrol
- 9
- 12

Don't know/No answer
- 66
- 54↓

0   20   40   60   80   100

Percent

Participate in Neighborhood Organizations (Among <u>Total</u> Respondents)

Dec. 2011 (n=537)
- 82
- 18

Dec. 2012 (n=598)
- 76
- 24⋀

☐ No/DK
☐ Yes
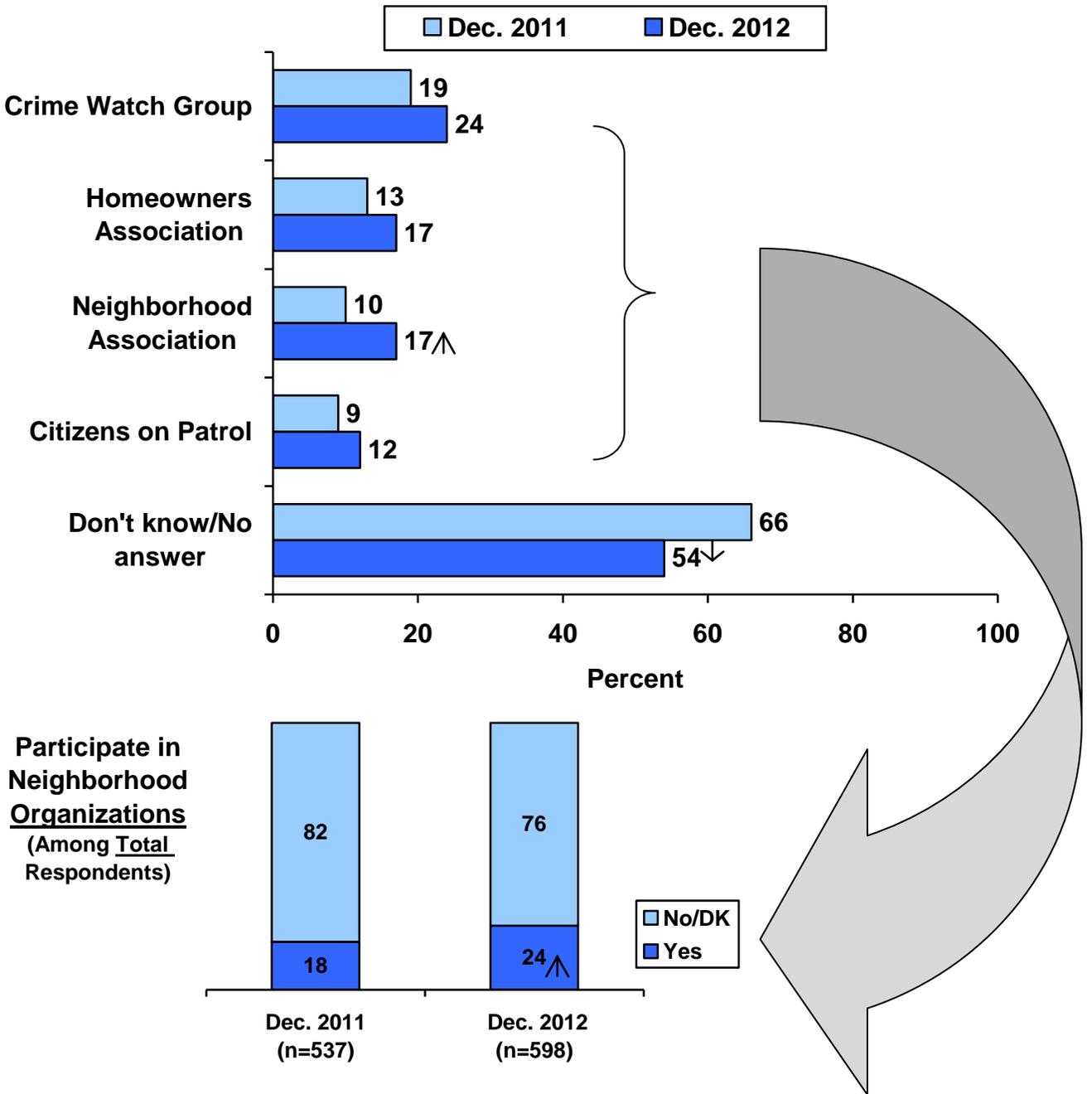
Question: Q3b. "Thinking about your neighborhood, does your neighborhood have any of the following organizations?"
  Q3c.: "Do you participate in any of these associations?"

Base: Total Respondents (2011 n=537; 2012 n=598)

Note: This question asked beginning in 2010.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Ratings And Perceptions Of Specific Services And Facilities

City Services Overall. City services in Arlington generally continue to receive moderately high to high overall ratings, with about two-thirds of city services rated receiving a top-two-box rating ("good" or "excellent") of 70% or higher. Fire services, library services/facilities, parks and recreation, and water utilities services continue to be rated very high, with most top-two-box ratings above 85%. On the opposite end, city services with less than 60% top-two-box ratings are zoning service, building permits, code enforcement and code compliance.

Fire Department. Consistent with last year, virtually all of the users rate the fire department as "excellent" or "good" on quality of service and on timeliness of service. Top-two-box rating of community education services by the fire department (79%) is comparatively lower than ratings of the fire services above (90%+), but still viewed positively among citizens.

Ambulance/Emergency Medical Services. Among users in the past 12 months, ambulance and emergency medical services continue to be rated high (75%+ top-two box) on quality of service and timeliness of service. However, compared to last year, both the ratings have declined significantly*, and indicate need for improvement. (*Note: This decline could be driven by data volatility due to small base sizes, n=59 in 2012 and n=45 in 2011. When looking at perceptions of ambulance/emergency medical services among 300 or more citizens, regardless of their past use of the services, ratings have been steadily high at 92% in 2012 and 94% in 2011. This indicates some degree of sample size impact, although past-year users' experiences and perceptions may be real based on their actual incidences.)

Police Department. Among users in the past 12 months, the police department is rated high with over 75% top-two box, in terms of overall competence of police employees, behavior/attitude of police officers, and quality of services. Compared to these areas, top-two-box ratings of timeliness of services (74%) and community education services by the police department (72%) indicate more room for improvement.

Parks/Recreation Facilities. Consistent with last year, residents in Arlington perceive the overall quality of parks and recreation facilities very positively, with top-two-box ratings of all attributes at 85% or higher.

Library Services/Facilities. Among users in the past 12 months, library services and facilities in Arlington continue to be rated very high, with top-two-box ratings of all attributes at 85% or higher. Specifically, over 90% of these residents rate the quality of library services and library facilities as "excellent" or "good."

Water Utilities Services. Among users in the past 12 months, the water utilities department is rated very high, with over 85% top-two box, in terms of availability of service, quality of services, and timeliness of services. Not only past-year users but also residents in Arlington perceive the water utilities department very positively. Specifically, about 90% of these residents rate the water treatment service, and overall quality of products and services as "excellent" or "good." However, despite very high top-two-box rating levels, speed in completing water/sewer construction, water conservation efforts, and efficiency in water line repair could be considered for more improvements to achieve excellence in all areas.

Code Compliance. Among users in the past 12 months, quality of customer service and timeliness of complaint response are rated relatively low at under 60% top-two box, suggesting much room for improvement. Especially, compared to last year, quality of customer services has declined significantly from 78% top-two box in 2011 to 56% in 2012.* (*Note: This decline could be driven primarily due to changes in services asked in the survey. In the FY 2013 survey, housing assistance and vital statistics services had been removed from the service list. Given a shorter list of services in 2012, also note that there has been a significant increase of code complaints (from 11% in 2011 to 17% in 2012), and that those who reported code complaints were a significant respondent base for these ratings.)

Other Miscellaneous Services. City services that are rated high (at or above 80% top-two box) include emergency management services, electronic bill-paying service, garbage collection, convention center, dispatch service (911), landfill service, and recycling services. On the opposite end, city services that have lower than 60% top-two-box ratings are zoning service, building permits, code enforcement, and graffiti removal.

Streets Overall. Streets in Arlington continue to be generally perceived as an area where there is much room for improvement, with top-two box ratings ranging from 44% to 67%. Some of the most needed areas for improvement (at or below 50% top-two box) include road work/street repair services (both quality and speed), condition of sidewalks, traffic signal timing, and management of traffic on the major thoroughfares during peak times.

Services Fire Department Contacted For In Past 12 Months
2-Wave Trend

Legend: Dec. 2011 | Dec. 2012

Category	Dec. 2011	Dec. 2012
Personal assistance	4	4
Home or personal property fire	2	2
Business or commercial fire	1	1
Other	7	9
Have not had contact	87	86

Percent
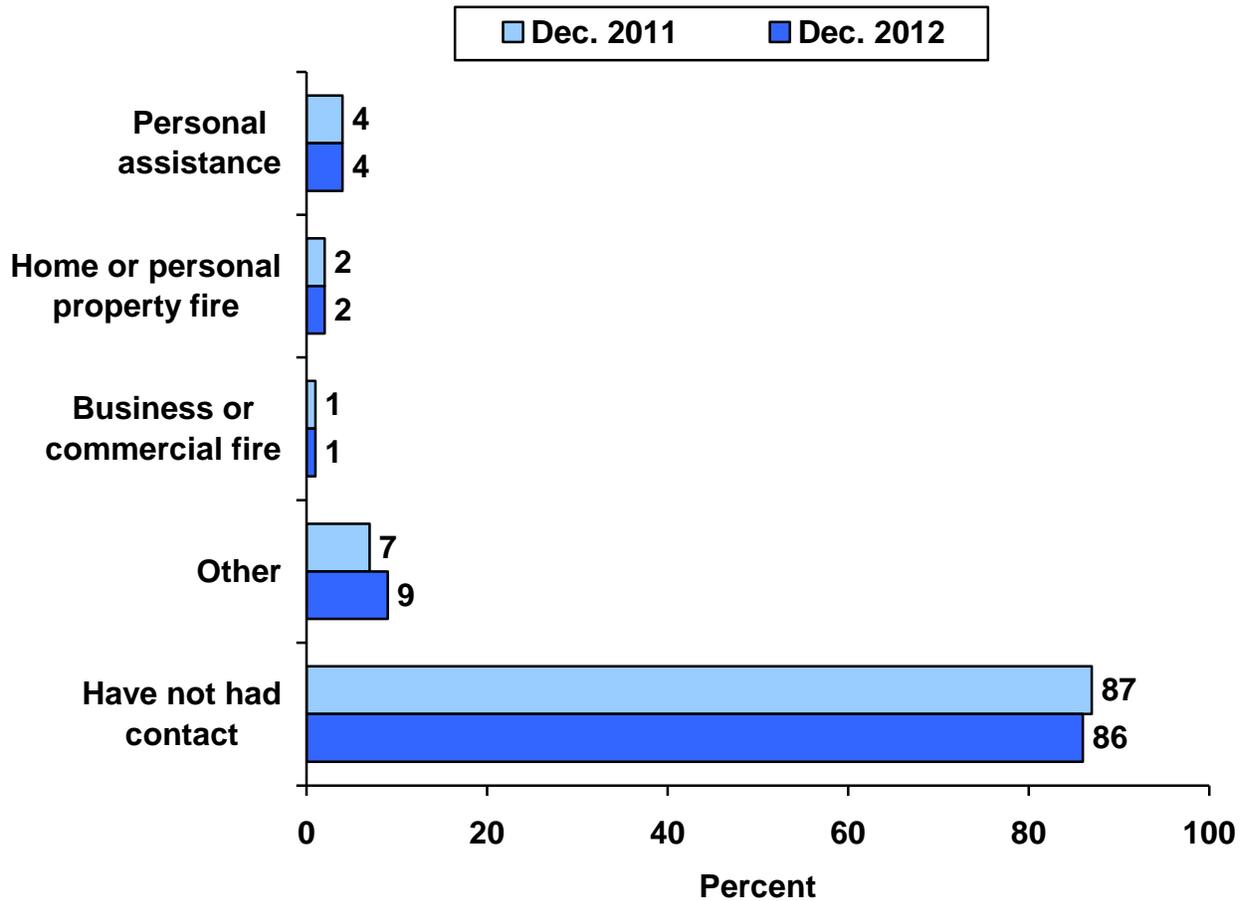
Question: Q11x. "If you have had contact with the Fire Department over the past 12 months, what was the nature of the service?"

Base: Total Respondents (2011 n=537; 2012 n=598)

Note: This question asked beginning in 2010.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Ratings Of Fire Department Services By Users
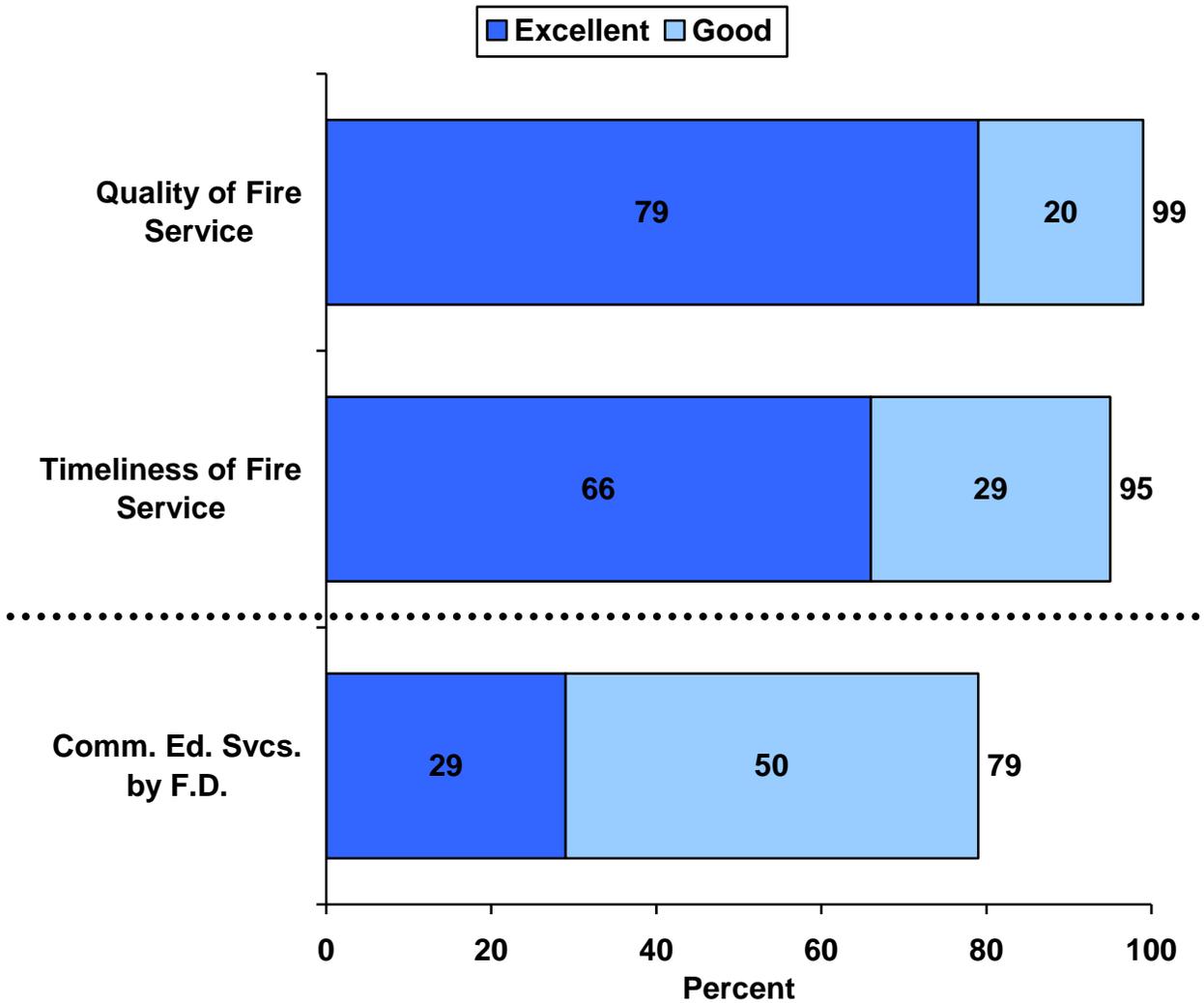
■ Excellent □ Good

Quality of Fire Service
- 79 (Excellent)
- 20 (Good)
- 99

Timeliness of Fire Service
- 66 (Excellent)
- 29 (Good)
- 95

Comm. Ed. Svcs. by F.D.
- 29 (Excellent)
- 50 (Good)
- 79

Percent (0, 20, 40, 60, 80, 100)

Question: Q11a. "Now, thinking about *fire services* that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."
Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited *in the past 12 months.*

Base: Respondents who have used Fire Services in the past 12 months, excluding "don't know" (Base Varies)

Note: This question asked beginning in 2009.

Ratings Of Fire Department Services By Users –
2-Wave Trend (Top-Two Box—Excellent/Good)

□ Dec. 2011 ■ Dec. 2012

Quality of Service
- Dec. 2011: 94
- Dec. 2012: 99

Timeliness of Service
- Dec. 2011: 97
- Dec. 2012: 95

Comm. Ed. Svcs. by F.D.
- Dec. 2011: 75
- Dec. 2012: 79

Percent (0, 20, 40, 60, 80, 100)

Question: Q11a. "Now, thinking about *fire services* that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."
Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited *in the past 12 months.*

Base: Respondents who have used Fire Services in the past 12 months, excluding "don't know" (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Ratings Of Ambulance/Emergency Medical Services By Users
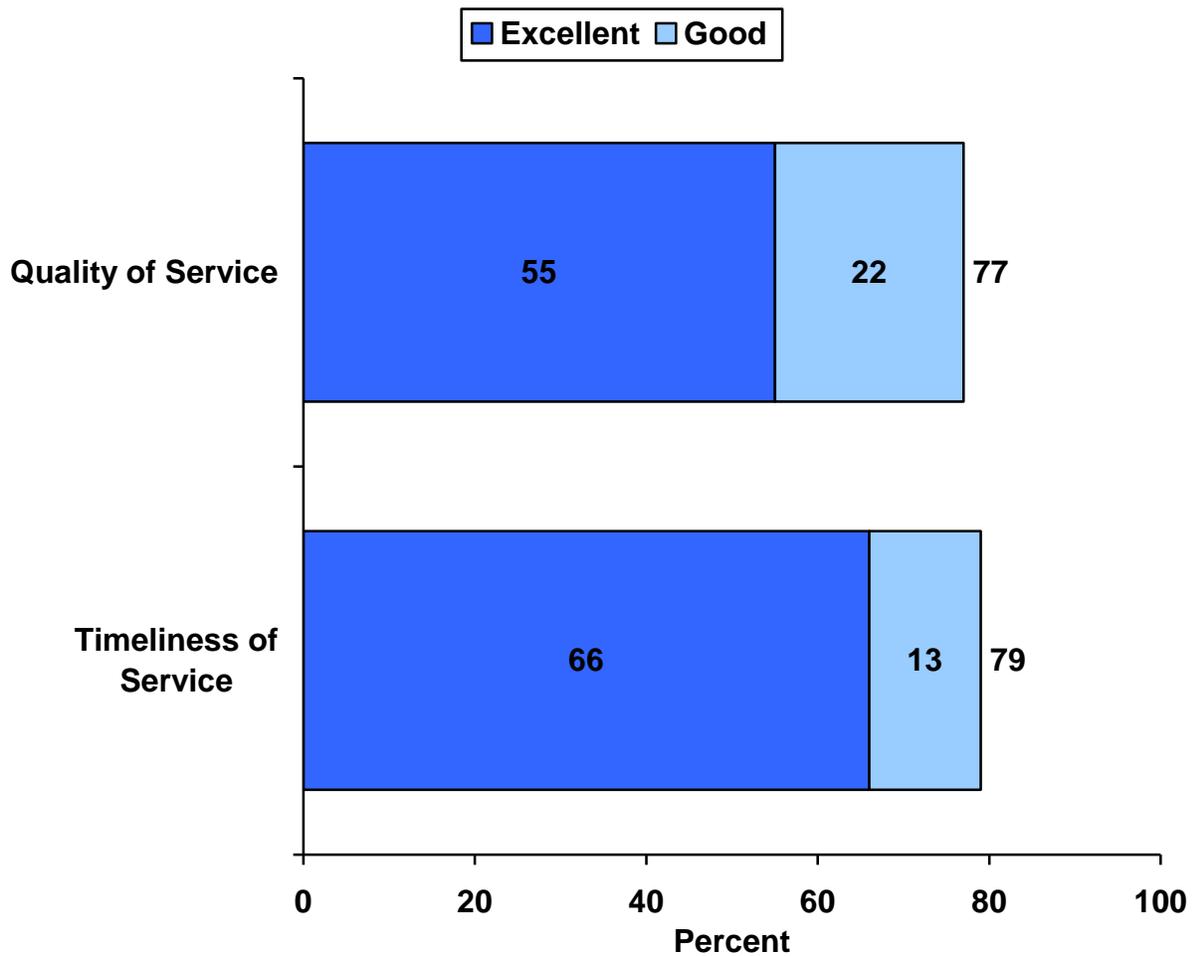
Question: Q11b. "Now, thinking about *ambulance services or emergency medical services* that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor.""

Base: Respondents who have used ambulance services/emergency medical services in the past 12 months, excluding "don't know" (Base Varies)

Note: This question asked beginning in 2009.

Ratings Of Ambulance/Emergency Medical Services By Users – 2-Wave Trend (Top-Two Box—Excellent/Good)

Dec. 2011 **Dec. 2012**

Quality of Service

99

77↓

NOTE: These declines could be driven by data volatility due to small base sizes, n=59 in 2012 and n=45 in 2011, although past-year users' experiences and perceptions may be real based on their actual incidences.

Timeliness of Service

100

79↓

Percent

Question: Q11b. "Now, thinking about **ambulance services or emergency medical services** that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

Base: Respondents who have used ambulance services/emergency medical services in the past 12 months, excluding "don't know" (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

Services Police Department Contacted For In Past 12 Months
2-Wave Trend
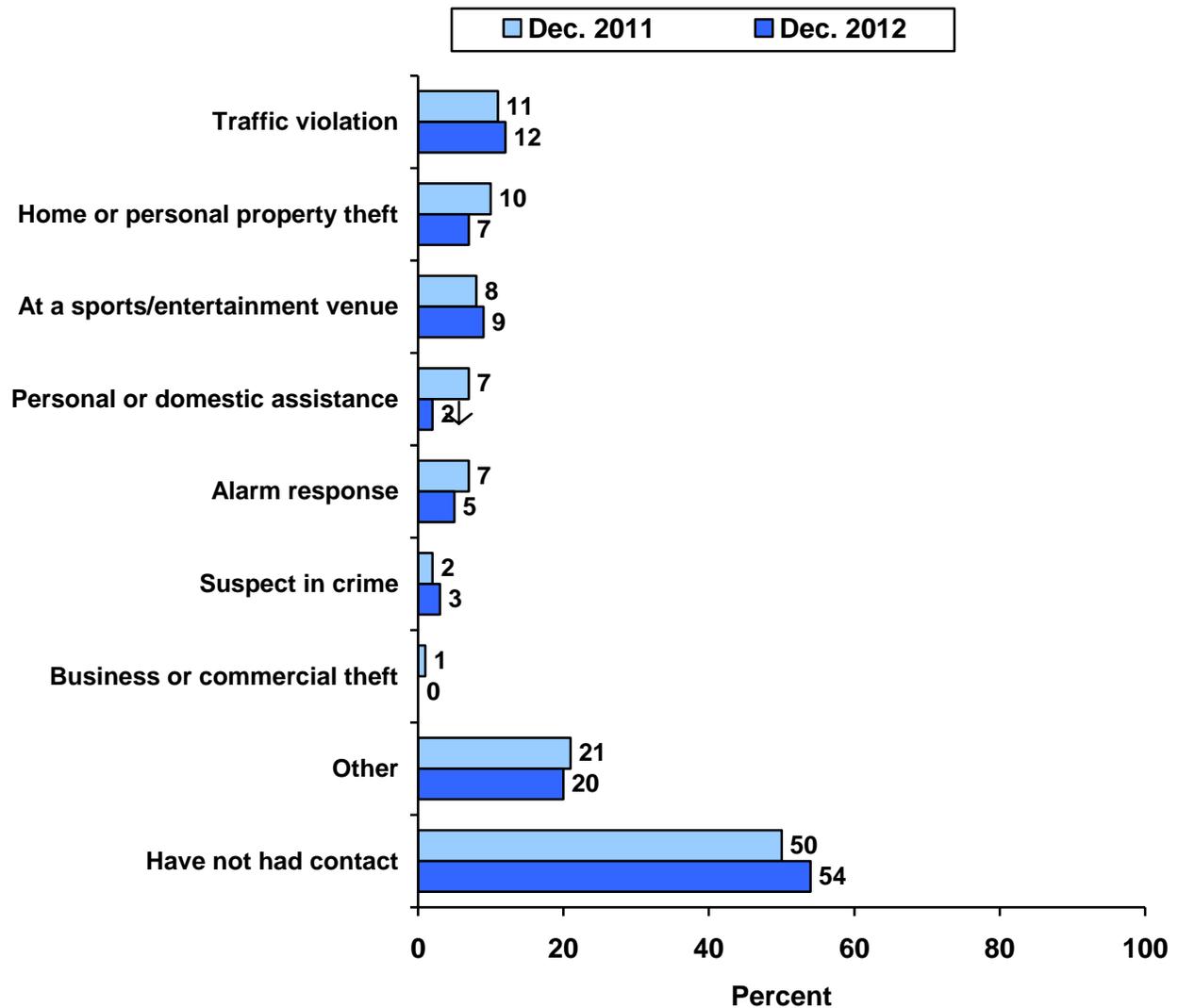
Question: Q11c. "If you have had contact with the Arlington Police Department over the past 12 months, what was the nature of the service?"

Base: Total Respondents (2011 n=537; 2012 n=598)

Note: This question asked beginning in 2010.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

Ratings Of Police Services By Users
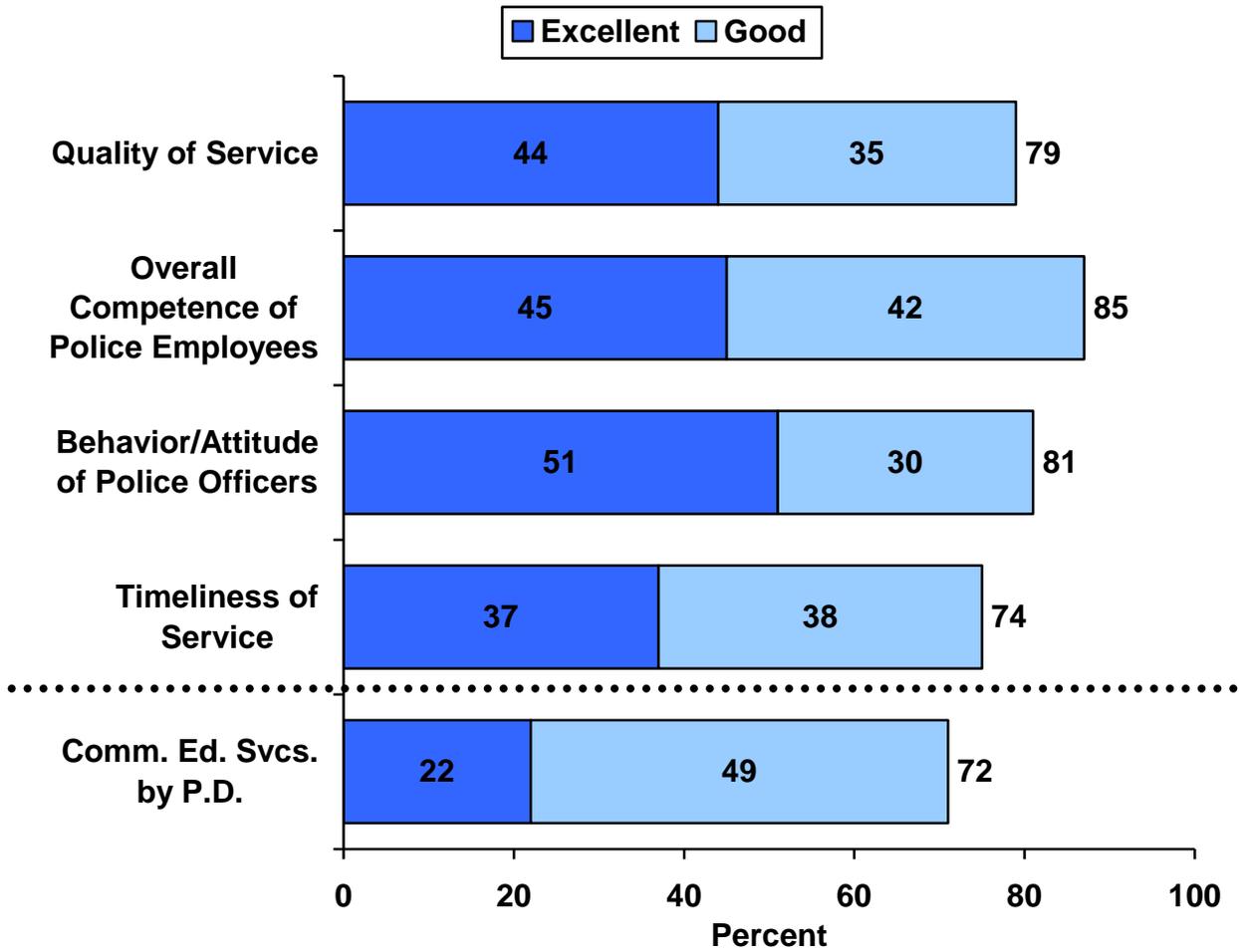
Legend: ■ Excellent □ Good

Category	Excellent	Good	Total
Quality of Service	44	35	79
Overall Competence of Police Employees	45	42	85
Behavior/Attitude of Police Officers	51	30	81
Timeliness of Service	37	38	74
Comm. Ed. Svcs. by P.D.	22	49	72

Percent

Question: Q11d. "Now, thinking about *police services* that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor.""

Base: Respondents who have used Police Services in the past 12 months, excluding "don't know" (Base Varies)

Note: This question asked beginning in 2010.

Ratings Of Police Services By Users –
## 2-Wave Trend (Top-Two Box—Excellent/Good)

Legend: ☐ Dec. 2011 ■ Dec. 2012

Quality of Service
- Dec. 2011: 75
- Dec. 2012: 79

Overall Competence of Police Employees
- Dec. 2011: 80
- Dec. 2012: 85

Behavior/Attitude of Police Officers
- Dec. 2011: 75
- Dec. 2012: 81

Timeliness of Service
- Dec. 2011: 68
- Dec. 2012: 74

Comm. Ed. Svcs. by P.D.
- Dec. 2011: 70
- Dec. 2012: 72

X-axis: Percent (0, 20, 40, 60, 80, 100)

Question: Q11d. "Now, thinking about **police services** that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."
Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited **in the past 12 months.**

Base: Respondents who have used Police Services in the past 12 months, excluding "don't know" (Base Varies)

Note: This question asked beginning in 2010.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

City Park/Facility Services Used In Past 12 Months
2-Wave Trend

	Dec. 2011	Dec. 2012

General recreation: 59 / 60

Sports (team): 15 / 21 ⋀

Aquatics: 10 / 16 ⋀

Golf: 7 / 8

Facility rental: 5 / 8

Other: 14 / 16

Have not used: 24 / 19

Percent (0, 20, 40, 60, 80, 100)
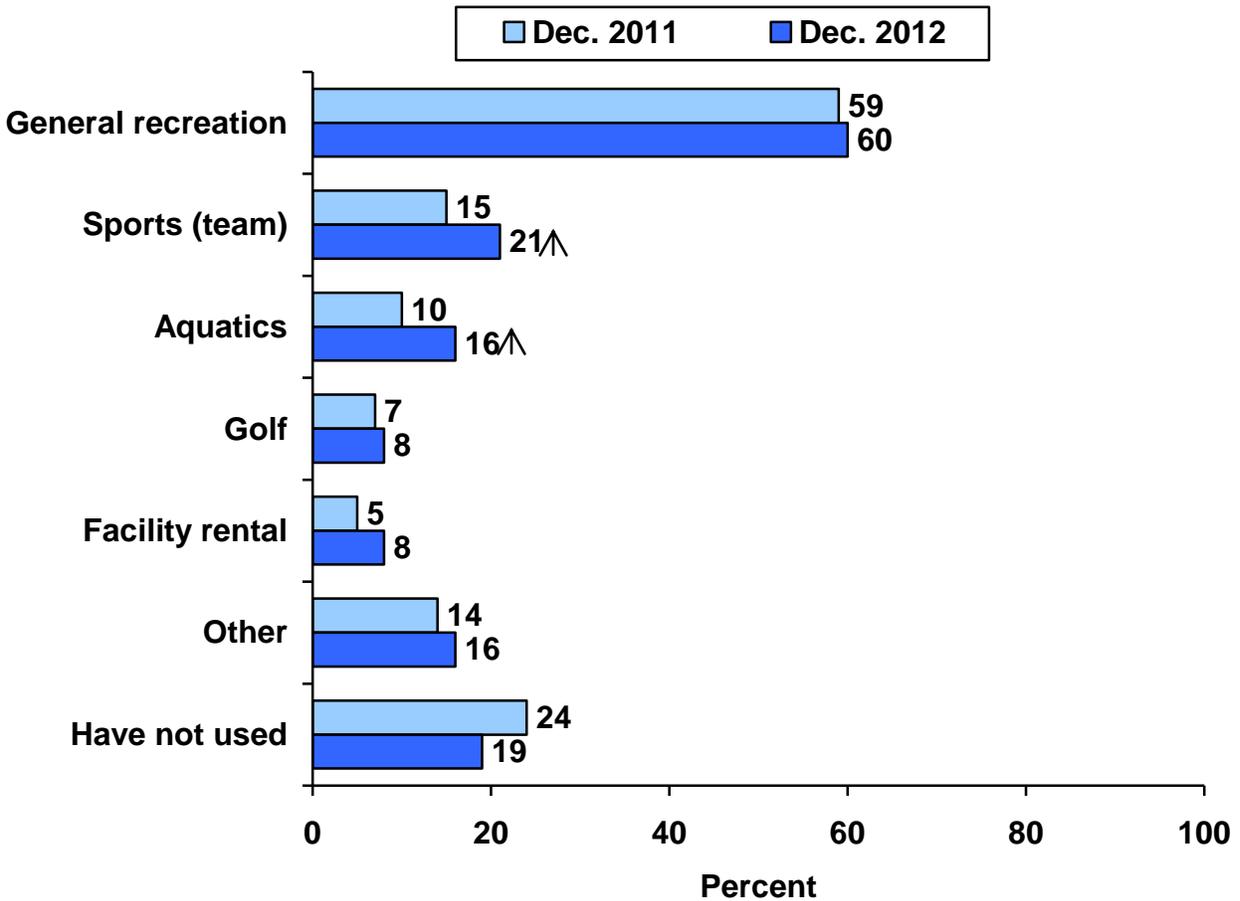
Question: Q11e. "If you have used a city park or facility over the past 12 months, what was the nature of the service?"

Base: Total Respondents (2011 n=537; 2012 n=598)

Note: This question asked beginning in 2010.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Ratings Of Parks And Recreation Facilities
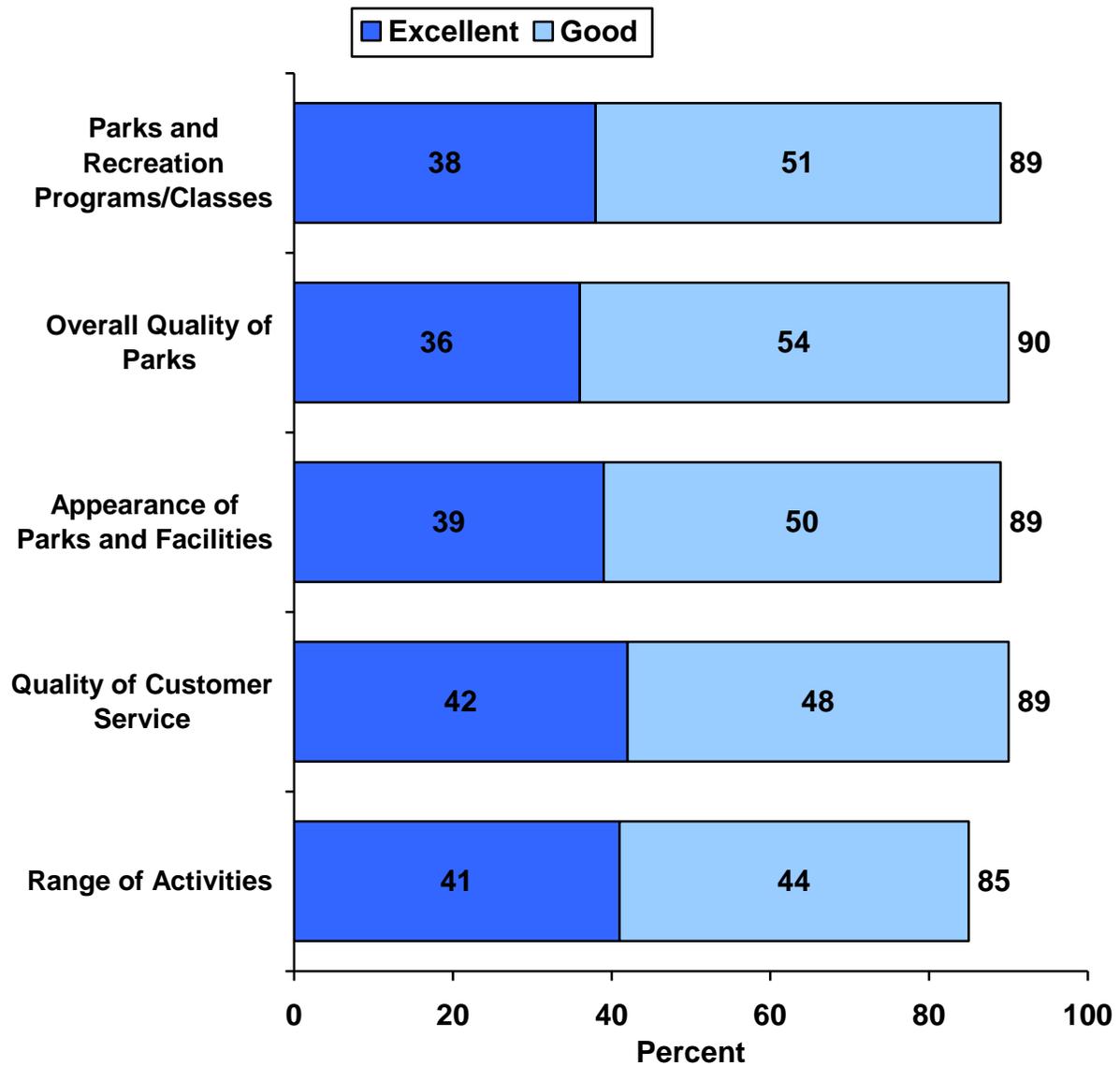
Legend: ■ Excellent □ Good

Category	Excellent	Good	Total
Parks and Recreation Programs/Classes	38	51	89
Overall Quality of Parks	36	54	90
Appearance of Parks and Facilities	39	50	89
Quality of Customer Service	42	48	89
Range of Activities	41	44	85

Percent (0, 20, 40, 60, 80, 100)

Question: Q12a. "Now, thinking about the Arlington parks and recreation facilities, please rate each of the following, using a scale of "excellent", "good", "fair", and "poor".

Base: Total respondents, excluding "don't know" (Base Varies)

Ratings Of Parks And Recreation Facilities –
2-Wave Trend (Top-Two Box—Excellent/Good)
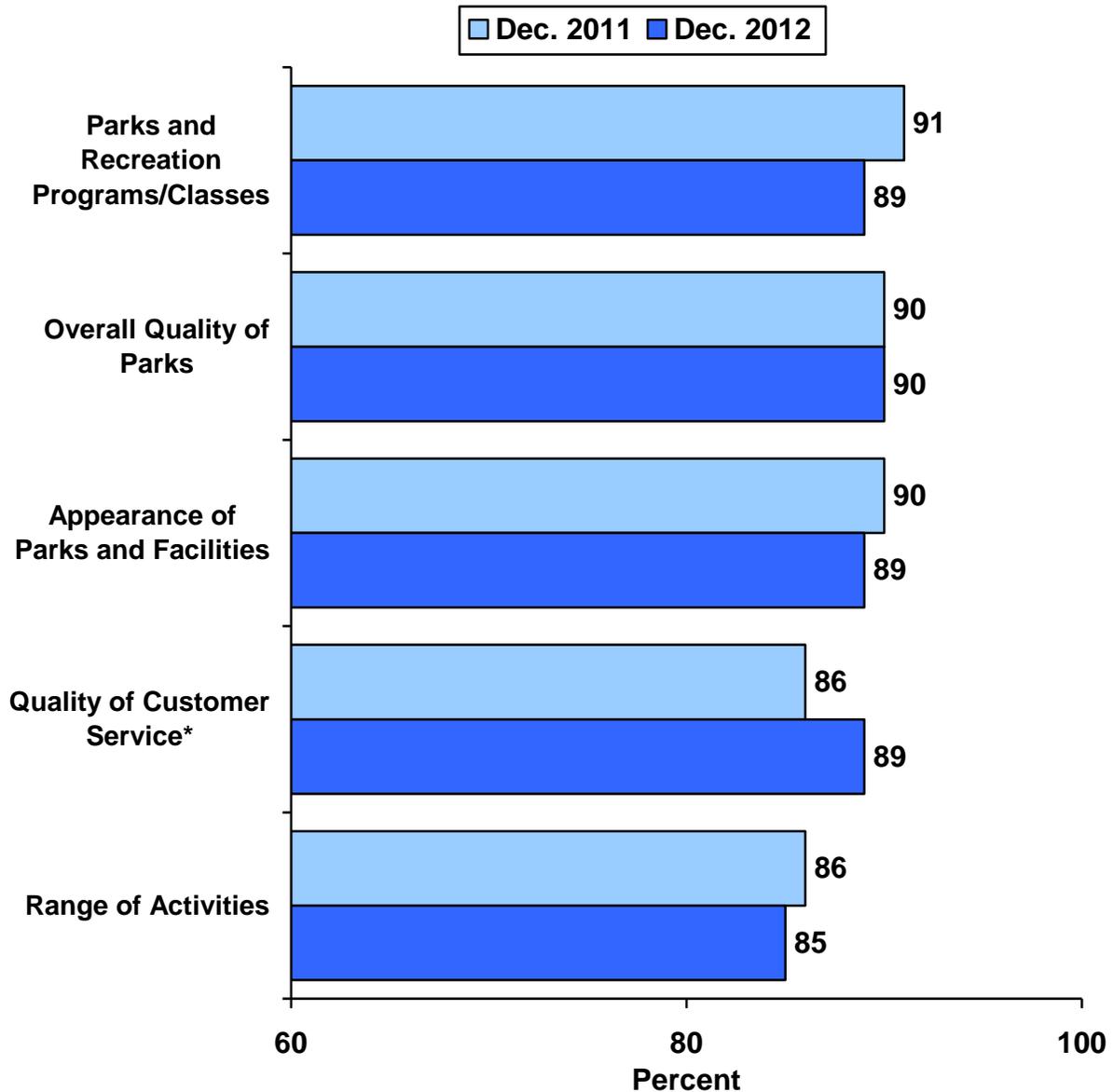
☐ **Dec. 2011** ☐ **Dec. 2012**

Parks and Recreation Programs/Classes
- Dec. 2011: 91
- Dec. 2012: 89

Overall Quality of Parks
- Dec. 2011: 90
- Dec. 2012: 90

Appearance of Parks and Facilities
- Dec. 2011: 90
- Dec. 2012: 89

Quality of Customer Service*
- Dec. 2011: 86
- Dec. 2012: 89

Range of Activities
- Dec. 2011: 86
- Dec. 2012: 85

Percent (60 — 80 — 100)

Question: Q12a. "Now, thinking about the Arlington parks and recreation facilities, please rate each of the following, using a scale of "excellent", "good", "fair", and "poor".

Base: Total respondents, excluding "don't know" (Base Varies)
* Added in 2010.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

City Library Services Used In Past 12 Months
2-Wave Trend

Legend: ☐ Dec. 2011 ■ Dec. 2012

Check out materials
- Dec. 2011: 64
- Dec. 2012: 59

Research
- Dec. 2011: 17
- Dec. 2012: 17

Utilize computers
- Dec. 2011: 13
- Dec. 2012: 11

Attend programs or workshops
- Dec. 2011: 12
- Dec. 2012: 13

Other
- Dec. 2011: 9
- Dec. 2012: 6

Have not used
- Dec. 2011: 27
- Dec. 2012: 35∧

Percent (0, 20, 40, 60, 80, 100)
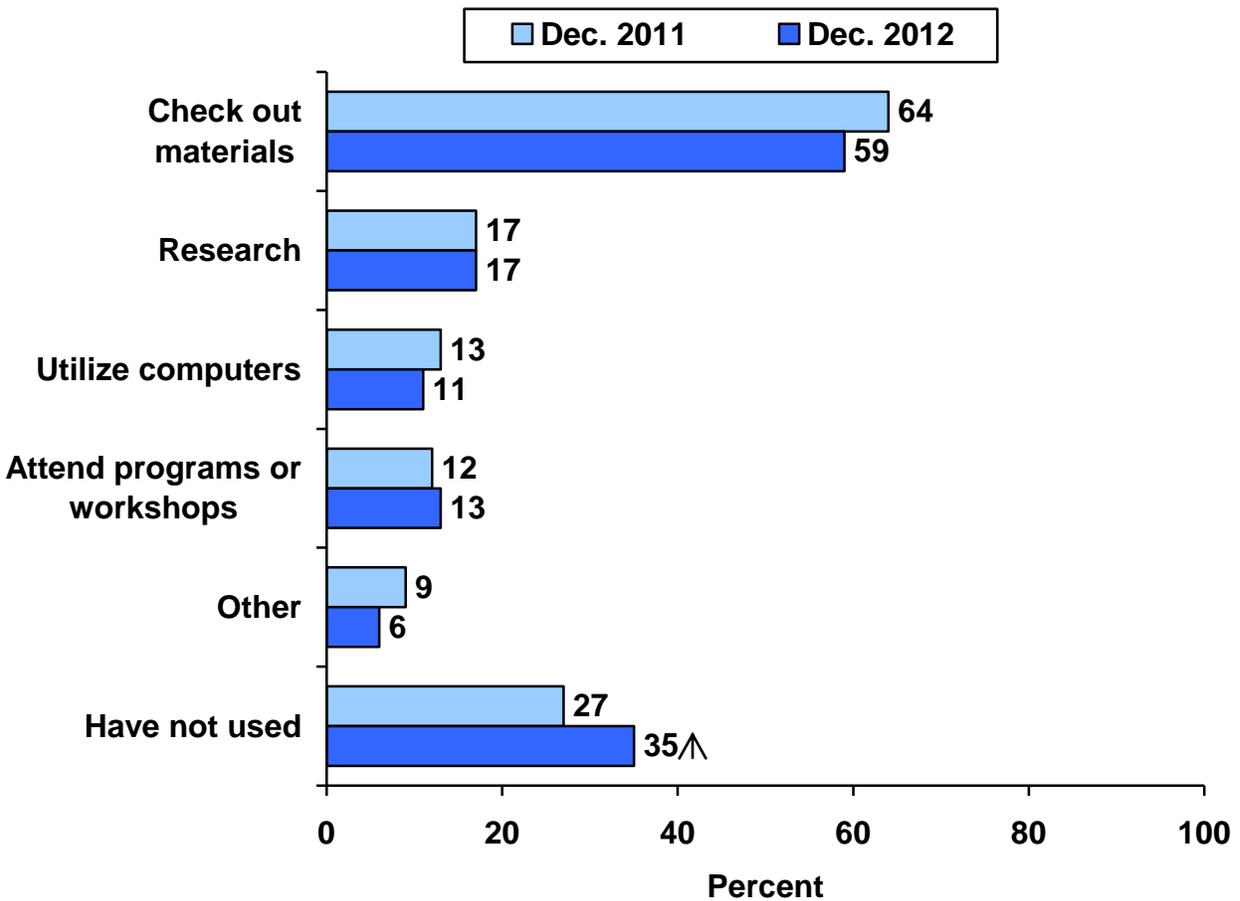
Question: Q12b. "If you, or anyone in your household, have used a city library over the past 12 months, what was the nature of the service?"

Base: Total Respondents (2011 n=537; 2012 n=598)

Note: This question asked beginning in 2010.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Ratings Of Library Services/Facilities By Users
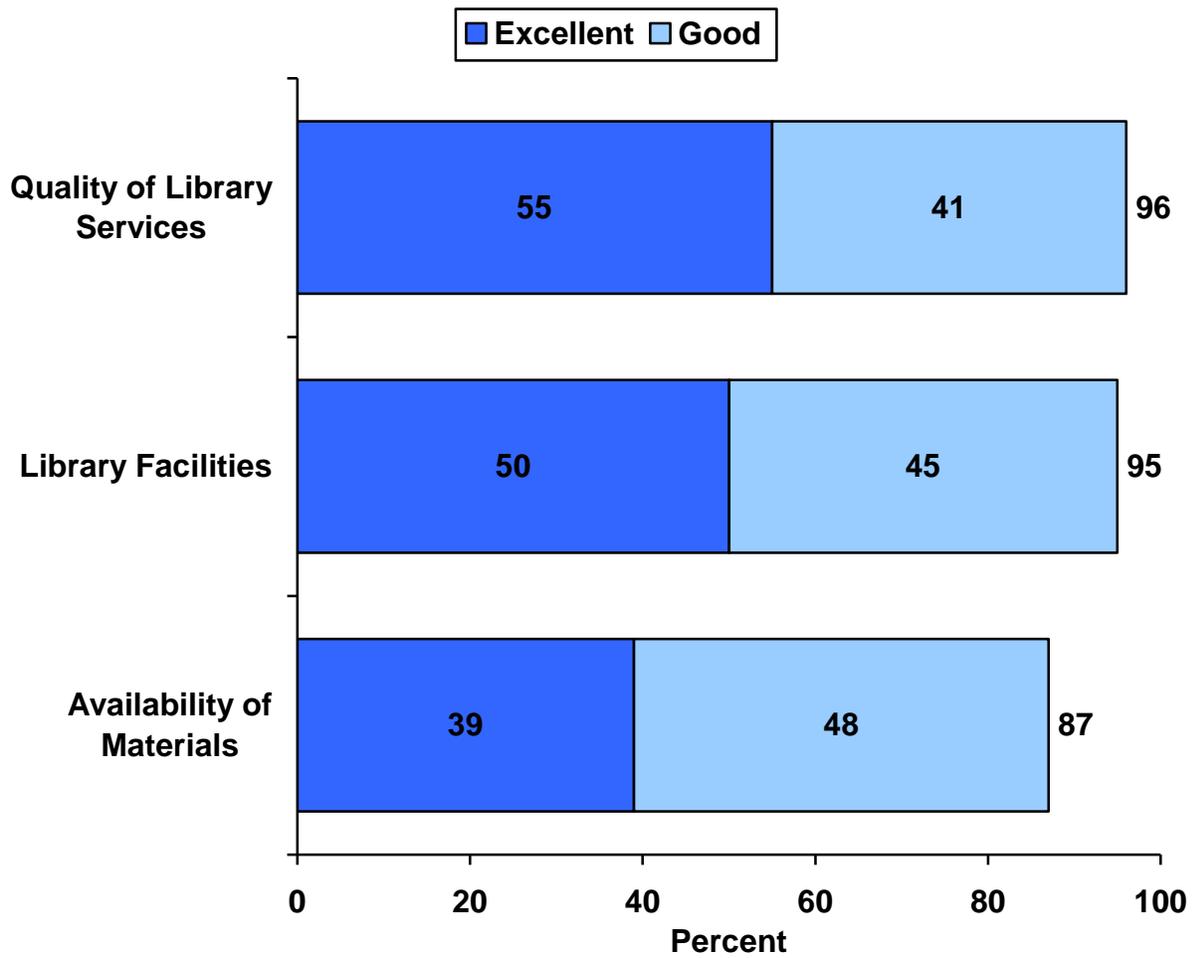
Legend: ■ Excellent □ Good

Category	Excellent	Good	Total
Quality of Library Services	55	41	96
Library Facilities	50	45	95
Availability of Materials	39	48	87

Percent

Question: Q13. "Thinking about the Arlington libraries that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following."

Base: Respondents who have visited a library in the past 12 months. (Base Varies)

Ratings Of Library Services/Facilities By Users –
2-Wave Trend (Top-Two Box—Excellent/Good)
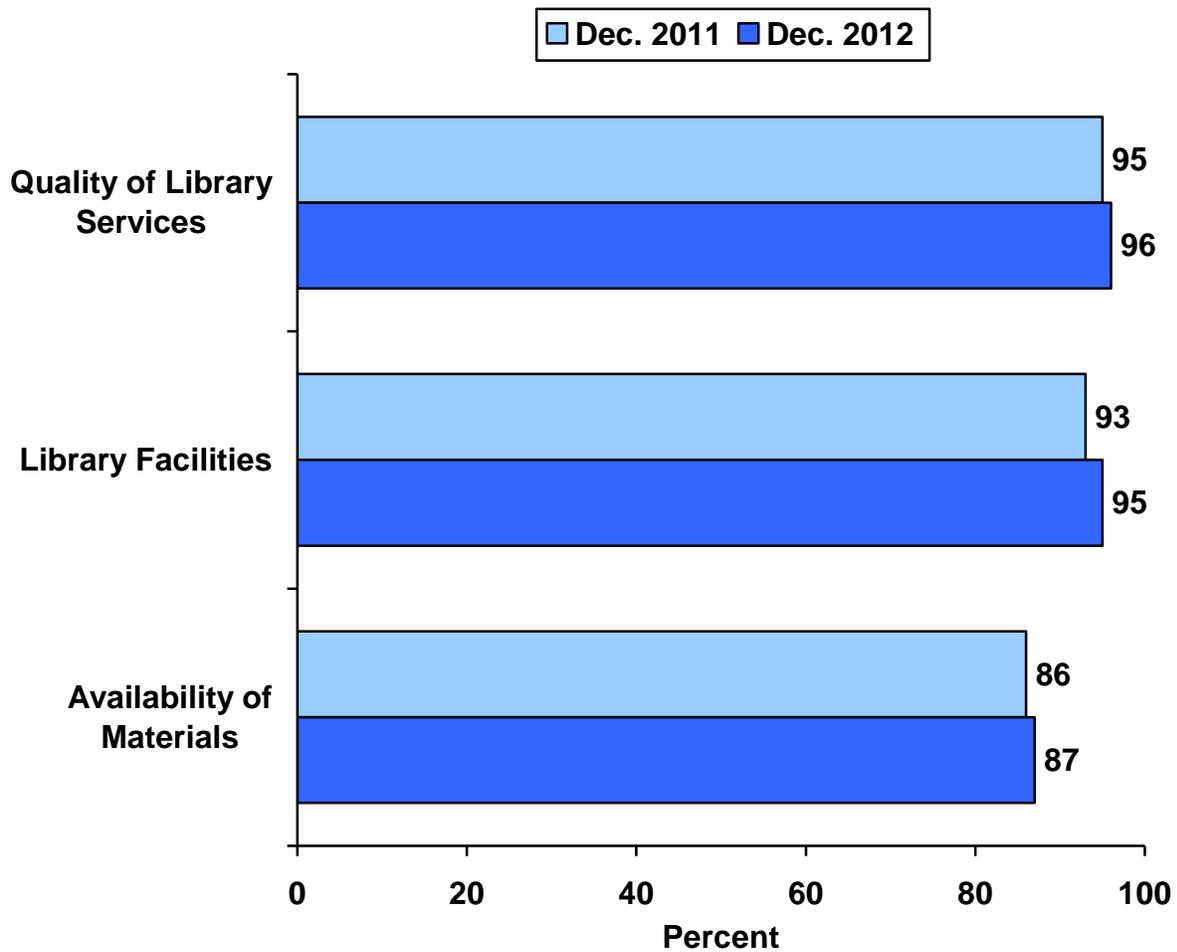
☐ Dec. 2011 ☐ Dec. 2012

Quality of Library Services
- 95
- 96

Library Facilities
- 93
- 95

Availability of Materials
- 86
- 87

0   20   40   60   80   100

Percent

Question: Q13. "Thinking about the Arlington libraries that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following."

Base: Respondents who have visited a library in the past 12 months. (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

Services Water Utilities Department Contacted For
In Past 12 Months
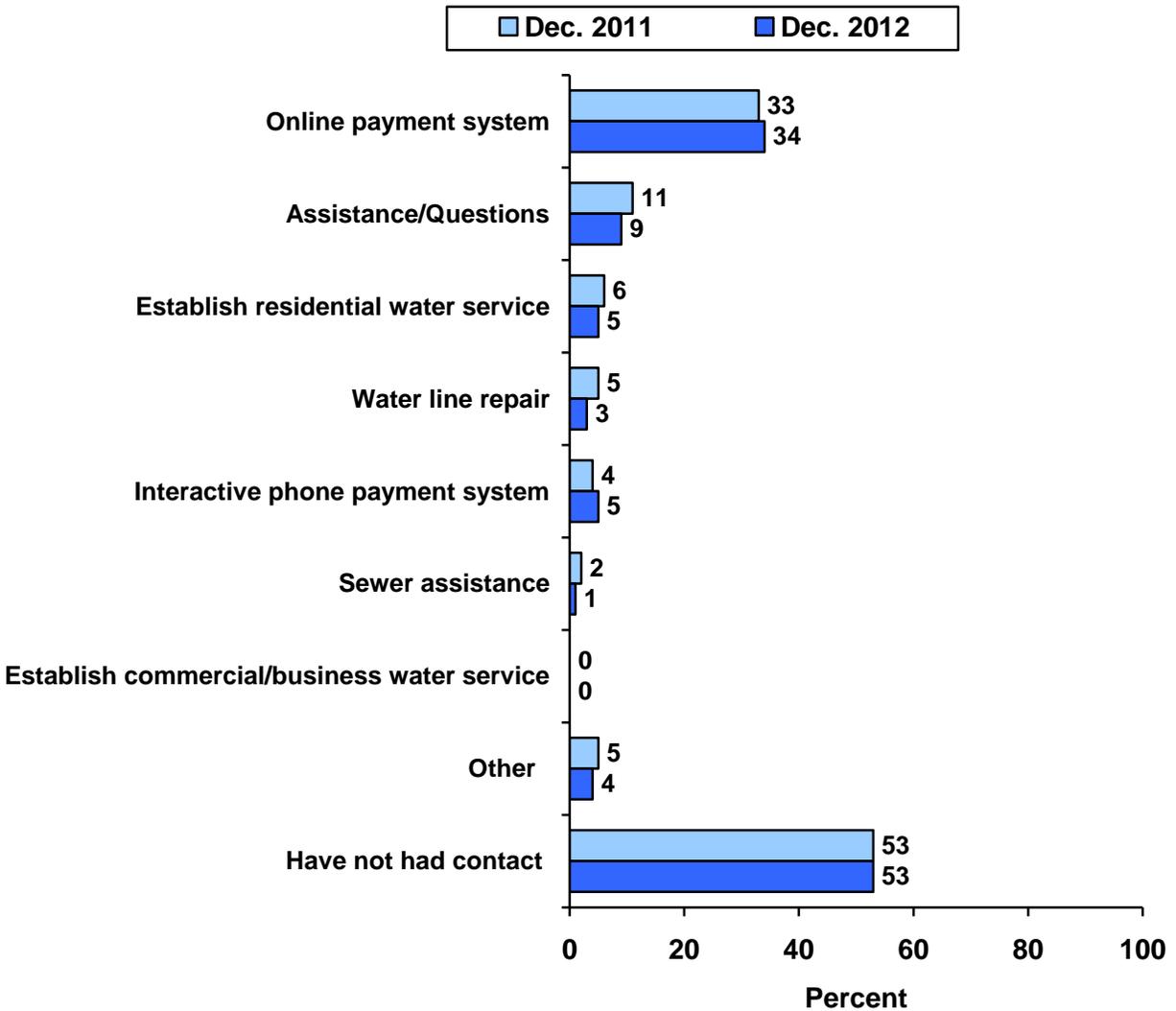
Question: Q14a. "During the _past 12 months_, if you have had contact with the _Water Utilities Department_, what was the nature of the contact?"

Base: Total Respondents (2011 n=537; 2012 n=598)

Note: This question asked beginning in 2012.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

Ratings Of Water Utilities Services By Users

Question: Q14b. "Now, thinking about _water customer services_ that the City provides, please rate each of the following."

Base: Respondents who have used Water Customer Services in the past 12 months, excluding "don't know" (Base Varies)

Note: This question asked beginning in 2012.

Ratings Of Water Utilities Services By Users –
2-Wave Trend (Top-Two Box—Excellent/Good)

□ Dec. 2011 ■ Dec. 2012

Quality of Services
- 88
- 86

Availability of Services
- 89
- 88

Timeliness of Services
- 87
- 88

Percent

Question: Q14b. "Now, thinking about _water customer services_ that the City provides, please rate each of the following."

Base: Respondents who have used Water Customer Services in the past 12 months, excluding "don't know" (Base Varies)

Note: This question asked beginning in 2012.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

Code Compliance Used In Past 12 Months
2-Wave Trend

Legend: ☐ Dec. 2011 ■ Dec. 2012

Animal shelter
- Dec. 2011: 11
- Dec. 2012: 6↓

Code complaint (to report/respond to a complaint)
- Dec. 2011: 11
- Dec. 2012: 17↑

Other
- Dec. 2011: 2
- Dec. 2012: 3

Have not used
- Dec. 2011: 75
- Dec. 2012: 77

X-axis: Percent (0, 20, 40, 60, 80, 100)
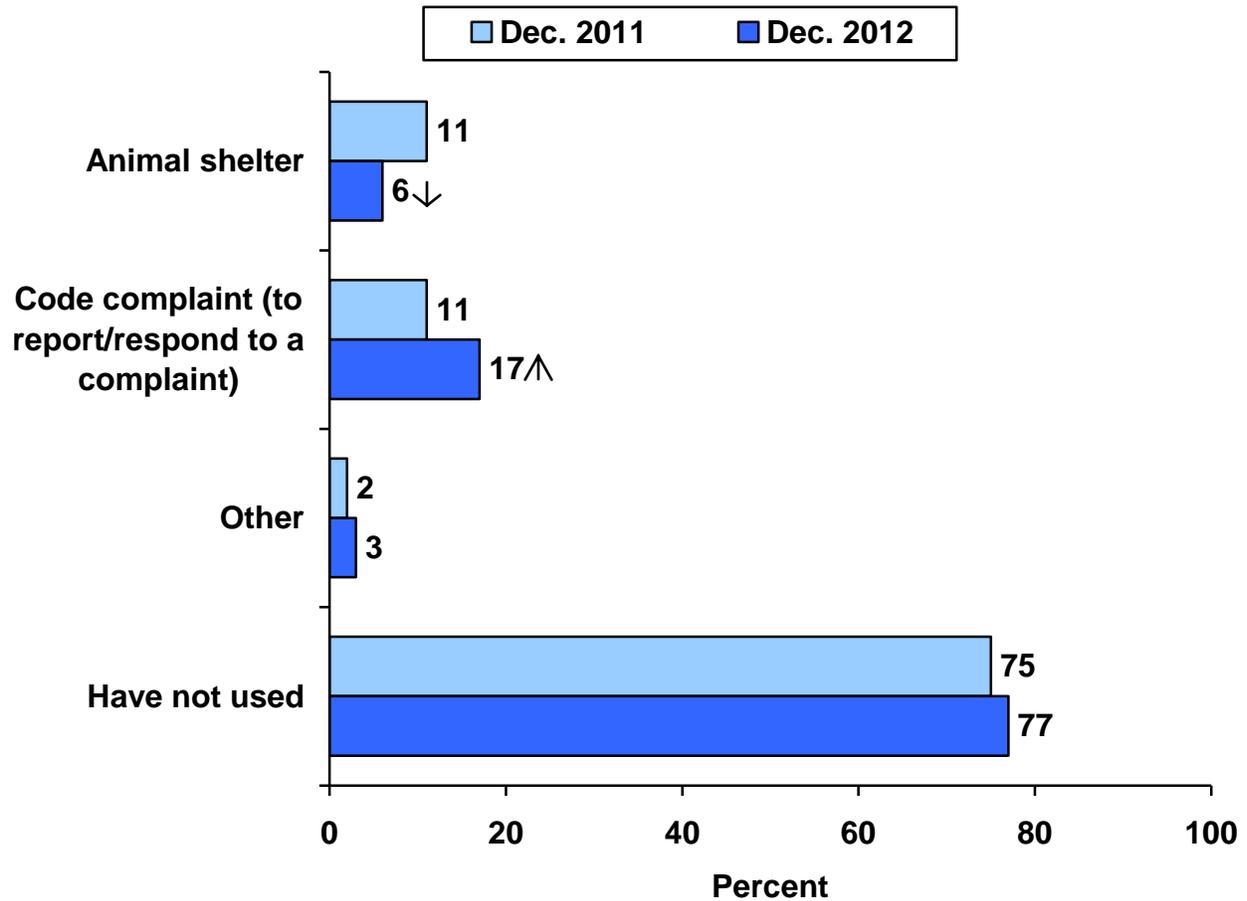
Question: Q13a. "If you have utilized Code Compliance* over the past 12 months, what was the nature of the service?" (Question wording change in 2012)

Base: Total Respondents (2011 n=537; 2012 n=598)

Note: This question asked beginning in 2010.
Deleted Housing assistance and Vital statics services from the list in 2013, and focused on "Code Compliance."

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Ratings Of Code Compliance By Users
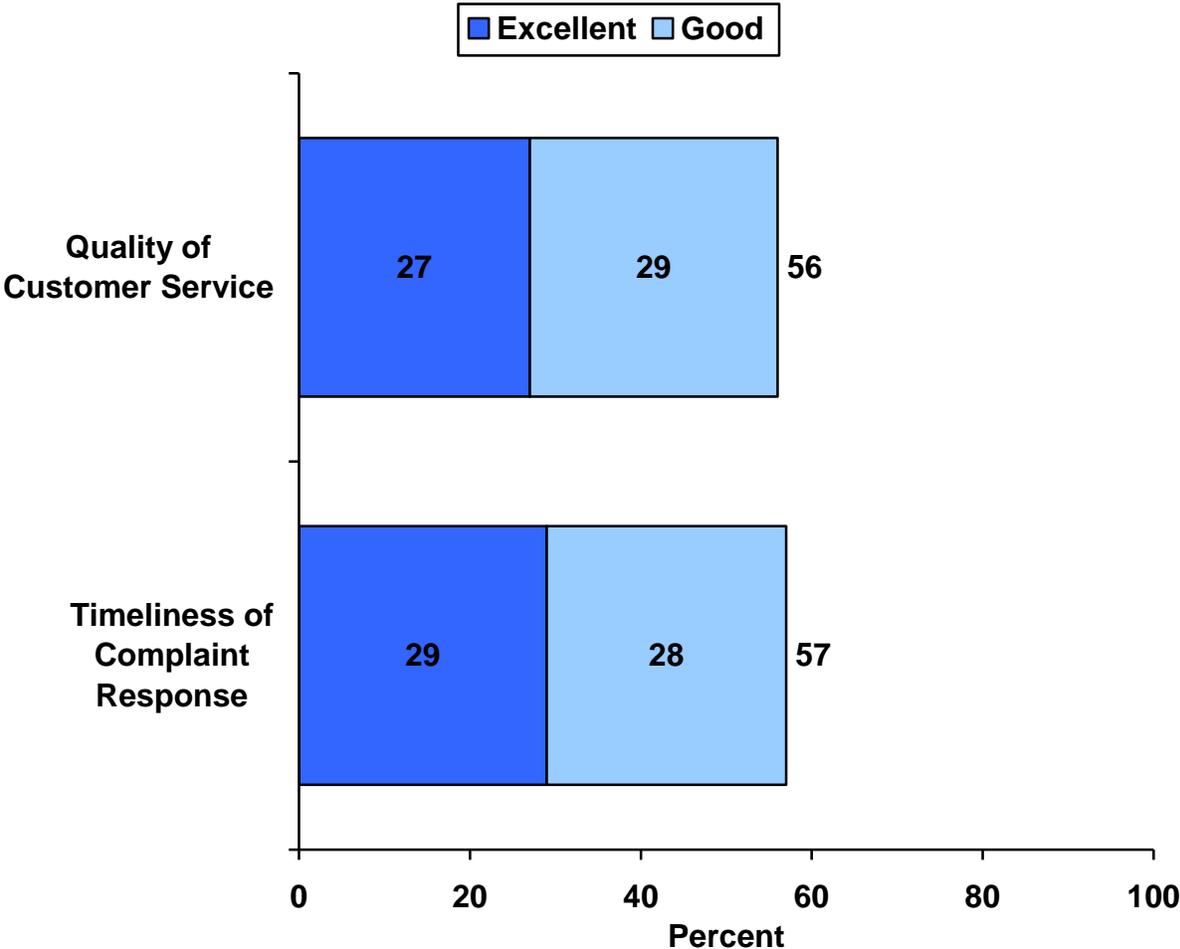
Legend: ■ Excellent □ Good

Quality of Customer Service: Excellent 27, Good 29, Total 56

Timeliness of Complaint Response: Excellent 29, Good 28, Total 57

Percent (0, 20, 40, 60, 80, 100)

Question: Q13b. "Considering the services that Code Compliance provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor." (Question wording change in 2012)

Base: Respondents who have used Code Compliance in the past 12 months, excluding "don't know" (Base Varies)

Note: This question asked beginning in 2010.

Ratings Of Code Compliance By Users –
2-Wave Trend (Top-Two Box—Excellent/Good)
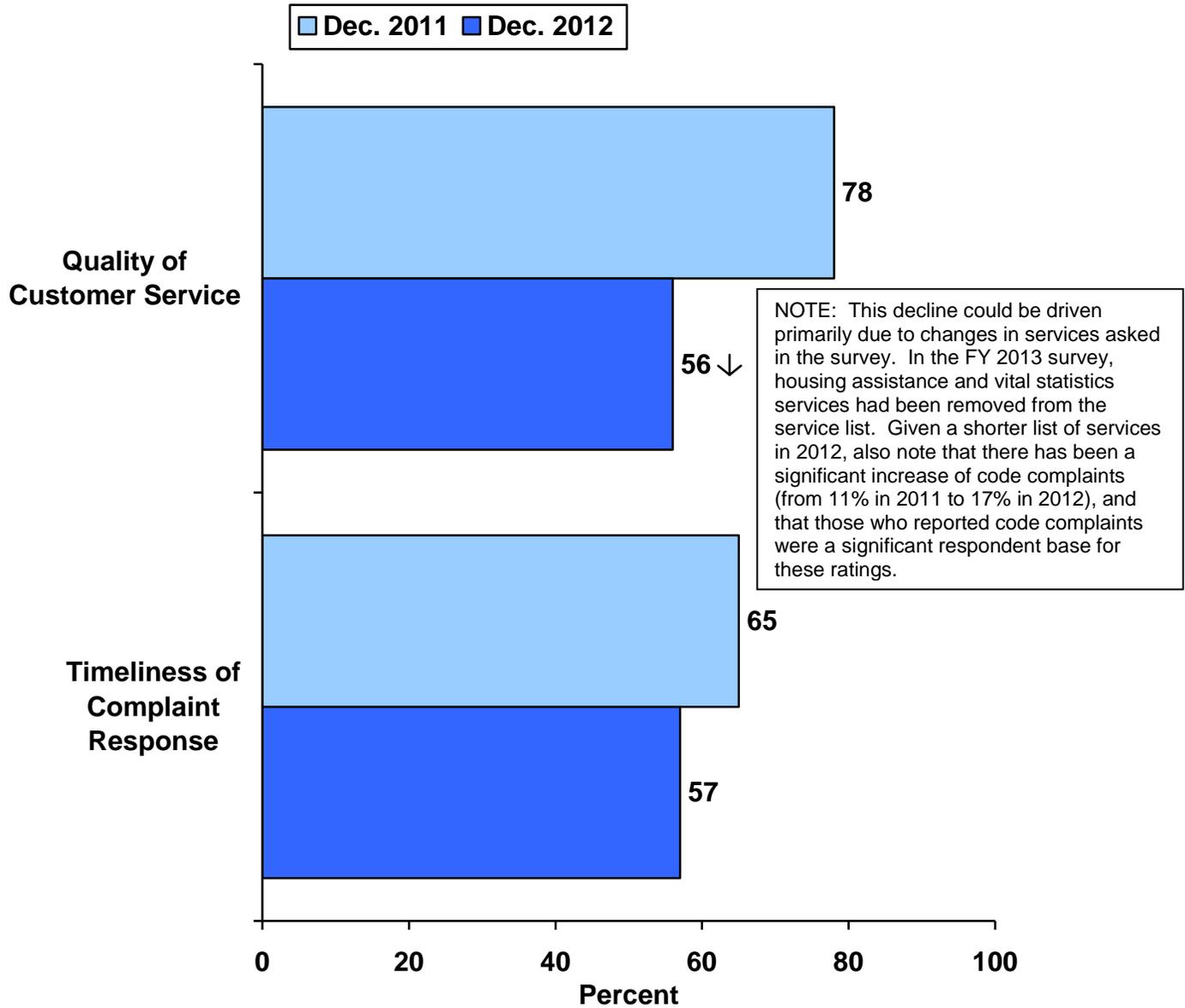
☐ **Dec. 2011** ☐ **Dec. 2012**

**Quality of
Customer Service**

78

56 ↓

NOTE: This decline could be driven primarily due to changes in services asked in the survey. In the FY 2013 survey, housing assistance and vital statistics services had been removed from the service list. Given a shorter list of services in 2012, also note that there has been a significant increase of code complaints (from 11% in 2011 to 17% in 2012), and that those who reported code complaints were a significant respondent base for these ratings.

**Timeliness of
Complaint
Response**

65

57

0   20   40   60   80   100
Percent

Question: Q13b. "Considering the services that Code Compliance provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor." (Question wording change in 2012)

Base: Respondents who have used Code Compliance in the past 12 months, excluding "don't know" (Base Varies)

Note: This question asked beginning in 2010.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Ratings Of _Other_ City Services By Users
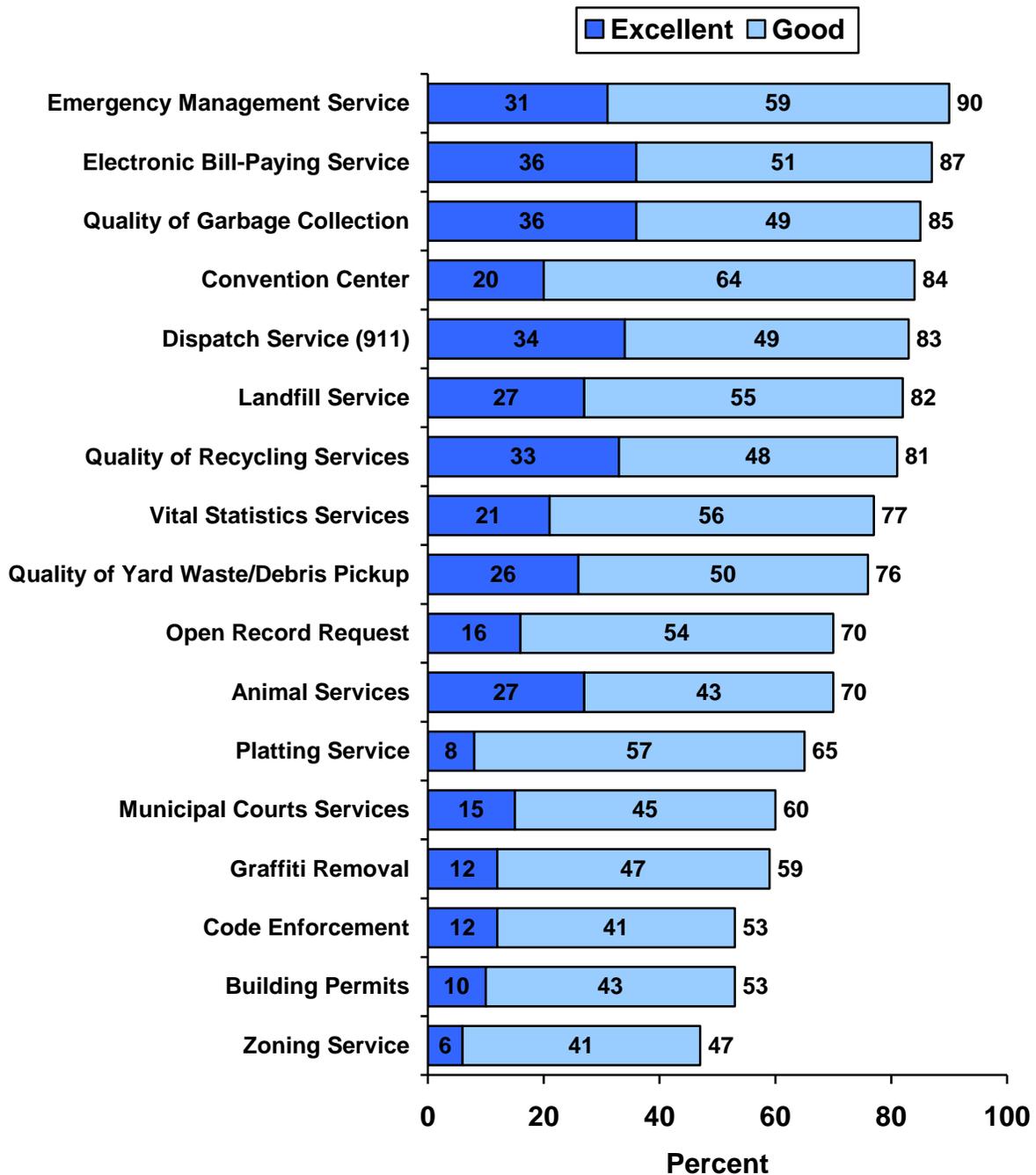
■ Excellent □ Good

| Service	Excellent	Good	Total
Emergency Management Service	31	59	90
Electronic Bill-Paying Service	36	51	87
Quality of Garbage Collection	36	49	85
Convention Center	20	64	84
Dispatch Service (911)	34	49	83
Landfill Service	27	55	82
Quality of Recycling Services	33	48	81
Vital Statistics Services	21	56	77
Quality of Yard Waste/Debris Pickup	26	50	76
Open Record Request	16	54	70
Animal Services	27	43	70
Platting Service	8	57	65
Municipal Courts Services	15	45	60
Graffiti Removal	12	47	59
Code Enforcement	12	41	53
Building Permits	10	43	53
Zoning Service	6	41	47

Percent

Question: Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited _in the past 12 months._

Base: Total respondents, excluding "don't know" (Base Varies)

Note: Building Permits and Vital Statistics Services were added in 2013.

Ratings Of _Other_ City Services By Users –
## 2-Wave Trend (Top-Two Box—Excellent/Good)

Legend: ☐ Dec. 2011 ☐ Dec. 2012

Service	Dec. 2011	Dec. 2012
Emergency Management Service	74	90 ⋀
Electronic Bill-Paying Service	88	87
Quality of Garbage Collection	84	85
Convention Center	77	84
Dispatch Service (911)	79	83
Landfill Service	75	82
Quality of Recycling Services	79	81
Vital Statistics Services	New in FY 2013	77
Quality of Yard Waste/Debris Pickup	73	76

Percent
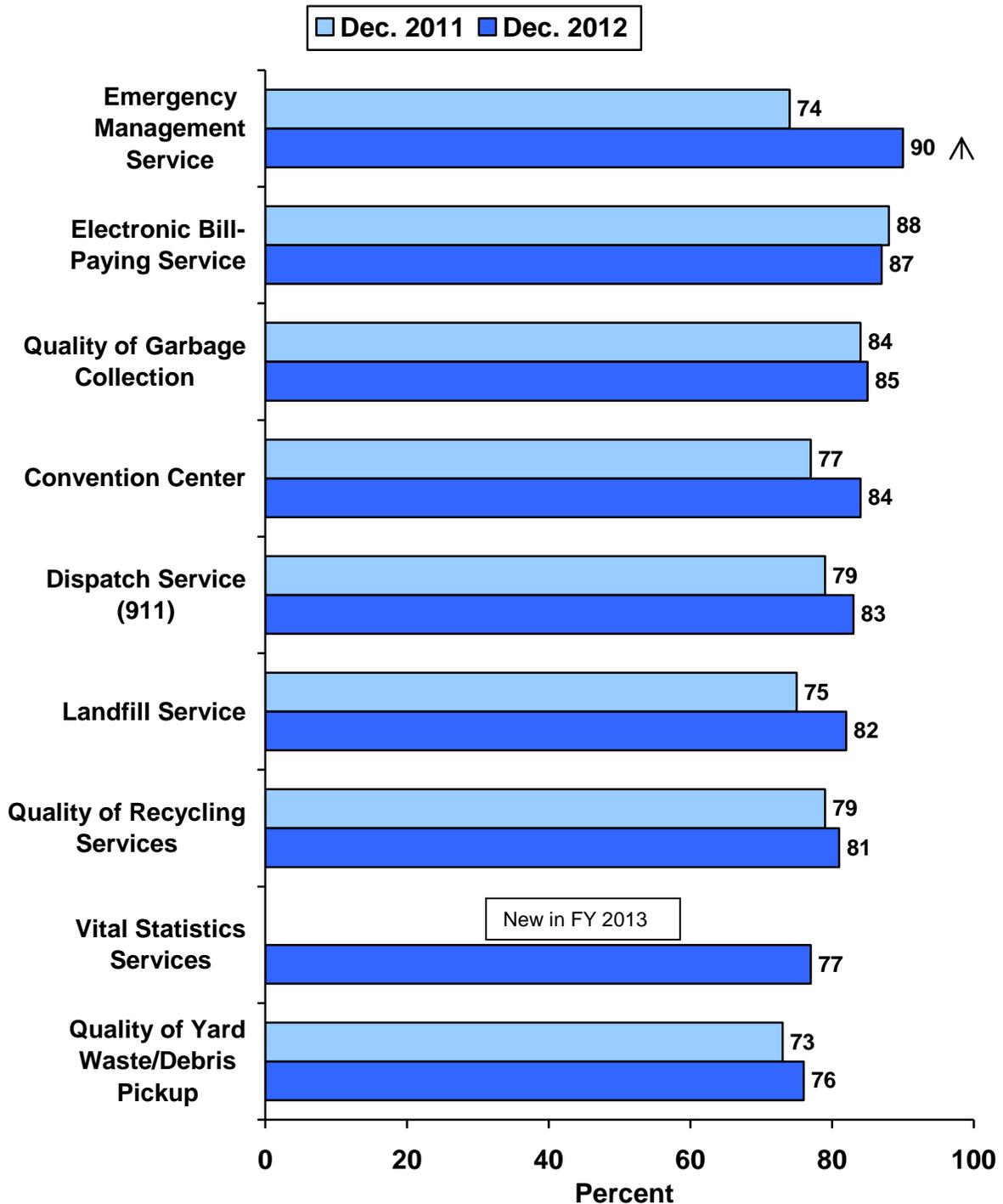
(Continued)

Ratings Of _Other_ City Services By Users –
2-Wave Trend (Top-Two Box—Excellent/Good) (Cont.)

Legend: □ Dec. 2011 ■ Dec. 2012

Service	Dec. 2011	Dec. 2012
Open Record Request	67	70
Animal Services	60	70
Platting Service	68	65
Municipal Courts Services	65	60
Graffiti Removal	53	59
Code Enforcement	46	53
Building Permits	New in FY 2013	53
Zoning Service	53	47

Percent

Question: Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited *in the past 12 months*."

Base: Total respondents, excluding "don't know" (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Perceptions Of "Quality Of Services In The City" By All Citizens

Legend: ■ Excellent □ Good

Fire Services: Excellent 53, Good 45, Total 98
Ambulance/Emergency Medical Services: Excellent 35, Good 57, Total 92
Parks and Recreation Services: Excellent 48, Good 44, Total 92
Police Services: Excellent 36, Good 50, Total 86

X-axis: Percent (0, 20, 40, 60, 80, 100)

Question: Q11aX. "Whether or not you've had direct contact with the Fire Department, please provide your opinion on the following, using a scale of "excellent", "good", "fair", and "poor".
Q11bX. "Whether or not you've had direct contact or experience with ambulance services or emergency medical services in the city, how would you rate quality of ambulance services or emergency medical services in the city?"
Q11dX. "Whether or not you've had direct contact with the Police Department, please provide your opinion on the following, using a scale of "excellent", "good", "fair", and "poor".
Q12aX. "Whether or not you've had direct contact with the Parks & Recreation Department, please provide your opinion on the following, using a scale of "excellent", "good", "fair", and "poor".

Base: Total respondents, excluding "don't know" (Base Varies)

Perceptions Of "Quality Of Services In The City" By All Citizens
2-Wave Trend (Top-Two Box—Excellent/Good)

Legend: ☐ Dec. 2011   ■ Dec. 2012

Service	Dec. 2011	Dec. 2012
Fire Services	98	98
Ambulance/Emergency Medical Services	94	92
Parks and Recreation Services	92	92
Police Services	81	86

Percent (x-axis: 0, 20, 40, 60, 80, 100)

Question: Q11aX. "Whether or not you've had direct contact with the Fire Department, please provide your opinion on the following, using a scale of "excellent", "good", "fair", and "poor".
Q11bX. "Whether or not you've had direct contact or experience with ambulance services or emergency medical services in the city, how would you rate quality of ambulance services or emergency medical services in the city?"
Q11dX. "Whether or not you've had direct contact with the Police Department, please provide your opinion on the following, using a scale of "excellent", "good", "fair", and "poor".
Q12aX. "Whether or not you've had direct contact with the Parks & Recreation Department, please provide your opinion on the following, using a scale of "excellent", "good", "fair", and "poor".

Base: Total respondents, excluding "don't know" (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Perceptions Of "Availability Of Services" By All Citizens

Question: Q11aX. "Whether or not you've had direct contact with the Fire Department, please provide your opinion on the following, using a scale of "excellent", "good", "fair", and "poor".
Q11dX. "Whether or not you've had direct contact with the Police Department, please provide your opinion on the following, using a scale of "excellent", "good", "fair", and "poor".
Q12aX. "Whether or not you've had direct contact with the Parks & Recreation Department, please provide your opinion on the following, using a scale of "excellent", "good", "fair", and "poor".

Base: Total respondents, excluding "don't know" (Base Varies)

Perceptions Of "Availability Of Services" By All Citizens
2-Wave Trend (Top-Two Box—Excellent/Good)

☐ Dec. 2011 ☐ Dec. 2012

Fire Services
- 98
- 99

Parks and Recreation Services
- 91
- 90

Police Services
- 85
- 86

Percent

0   20   40   60   80   100

Question: Q11aX. "Whether or not you've had direct contact with the Fire Department, please provide your opinion on the following, using a scale of "excellent", "good", "fair", and "poor".
Q11dX. "Whether or not you've had direct contact with the Police Department, please provide your opinion on the following, using a scale of "excellent", "good", "fair", and "poor".
Q12aX. "Whether or not you've had direct contact with the Parks & Recreation Department, please provide your opinion on the following, using a scale of "excellent", "good", "fair", and "poor".

Base: Total respondents, excluding "don't know" (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

# Overall Rating Of Customer Service Provided By City
2-Wave Trend

Question: Q6. "Overall, how would you rate the level of customer service provided by City of Arlington departments?"

Base: Total respondents, excluding "don't know" (2011 n=452; 2012 n=534)

Note: This question asked beginning in 2005.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

Overall Rating Of Customer Service Provided By City – Trend

(Top-Two Box—Excellent/Good)

Question: Q6. "Overall, how would you rate the level of customer service provided by City Of Arlington departments?"

Base: Total respondents, excluding "don't know" (2011 n=452; 2012 n=534)

Note: This question asked beginning in 2005.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Ratings Of Streets By Attribute By All Citizens
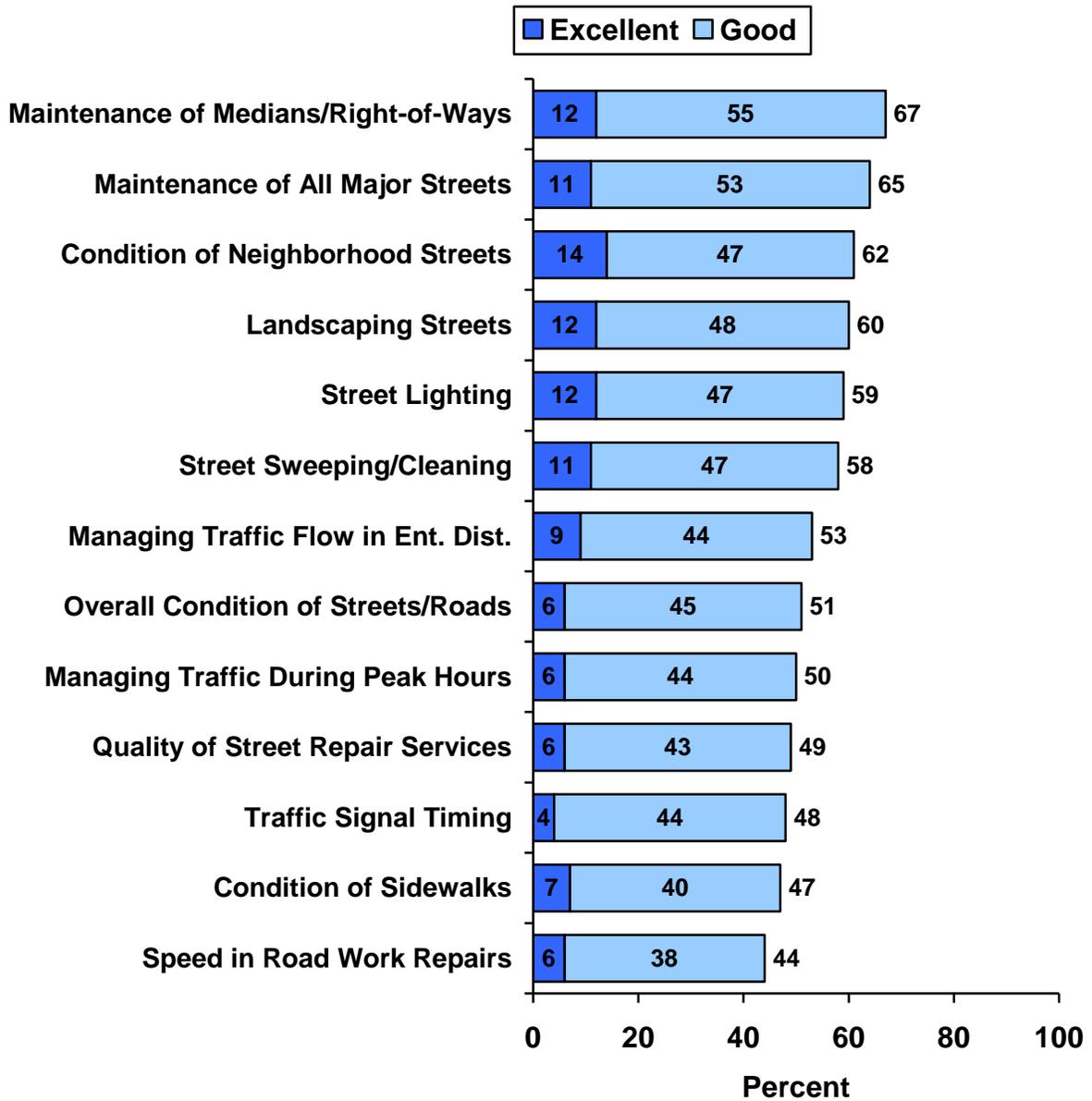
■ Excellent □ Good

| Attribute	Excellent	Good	Total
Maintenance of Medians/Right-of-Ways	12	55	67
Maintenance of All Major Streets	11	53	65
Condition of Neighborhood Streets	14	47	62
Landscaping Streets	12	48	60
Street Lighting	12	47	59
Street Sweeping/Cleaning	11	47	58
Managing Traffic Flow in Ent. Dist.	9	44	53
Overall Condition of Streets/Roads	6	45	51
Managing Traffic During Peak Hours	6	44	50
Quality of Street Repair Services	6	43	49
Traffic Signal Timing	4	44	48
Condition of Sidewalks	7	40	47
Speed in Road Work Repairs	6	38	44

Percent

Question: Q14. "Thinking about the streets and roads in Arlington, how would you rate the following?"

Base: Total respondents, excluding "don't know" (Base Varies)

*Condition of sidewalks was added in 2013.

Ratings Of Streets By Attribute By All Citizens –
2-Wave Trend (Top-Two Box—Excellent/Good)
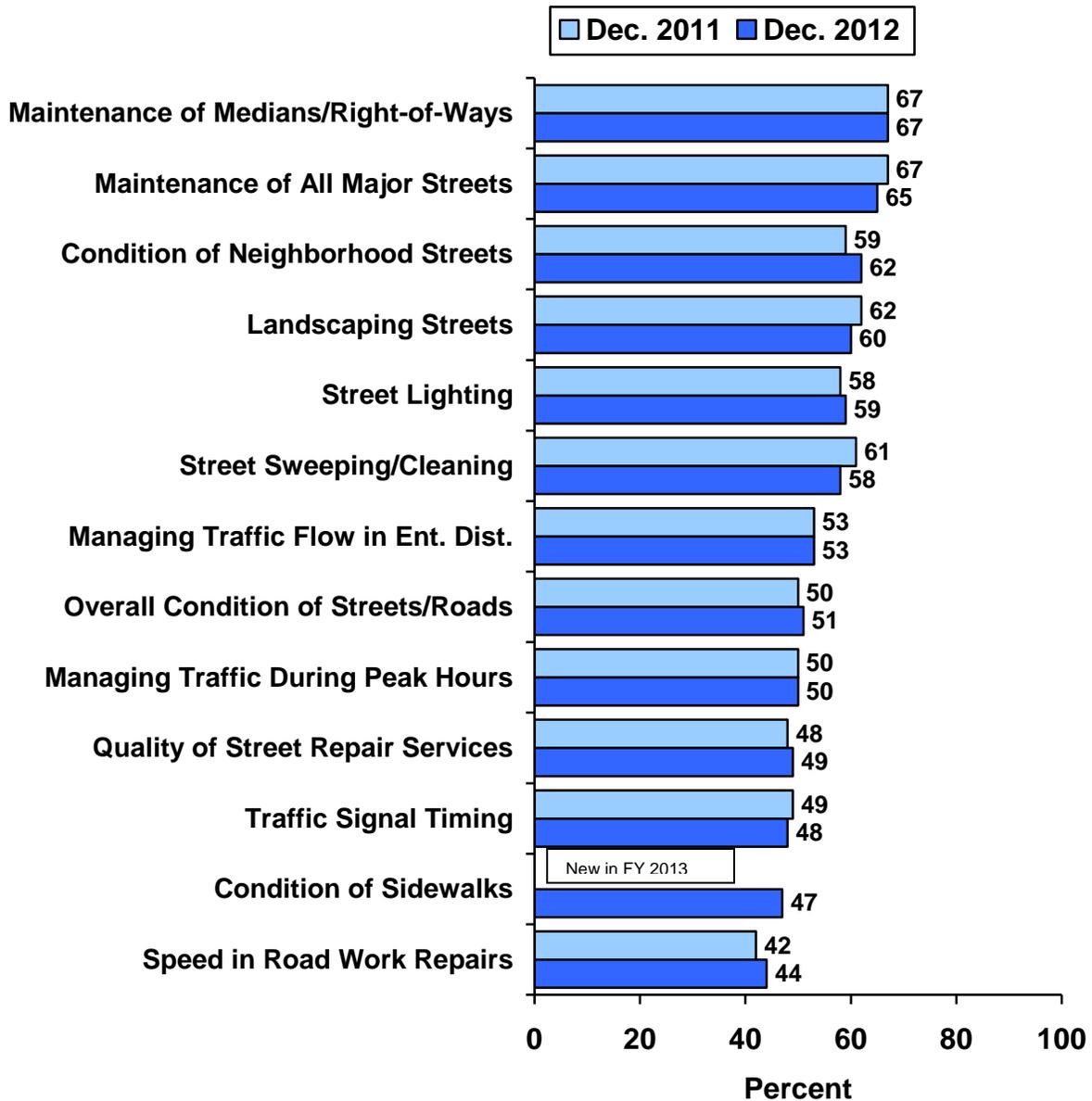
Legend: ☐ Dec. 2011 ■ Dec. 2012

Attribute	Dec. 2011	Dec. 2012
Maintenance of Medians/Right-of-Ways	67	67
Maintenance of All Major Streets	67	65
Condition of Neighborhood Streets	59	62
Landscaping Streets	62	60
Street Lighting	58	59
Street Sweeping/Cleaning	61	58
Managing Traffic Flow in Ent. Dist.	53	53
Overall Condition of Streets/Roads	50	51
Managing Traffic During Peak Hours	50	50
Quality of Street Repair Services	48	49
Traffic Signal Timing	49	48
Condition of Sidewalks	New in FY 2013	47
Speed in Road Work Repairs	42	44

Percent (0 – 100)

Question: Q14. "Thinking about the streets and roads in Arlington, how would you rate the following?"

Base: Total respondents, excluding "don't know" (Base Varies)

*Condition of sidewalks was added in 2013.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Ratings Of Water Utilities Department By All Citizens

■ Excellent □ Good

Category	Excellent	Good	Total
Water treatment services	27	61	88
Quality of drinking water	35	50	85
Efficiency in water line repair	20	58	78
Speed in completing water/sewer construction	20	56	76
Water conservation efforts	19	58	77
Overall quality of products and services	29	60	89

Percent (0, 20, 40, 60, 80, 100)

Question: Q14c. "Whether or not you've had direct contact with the Water Utilities Department, please provide your opinion on the following."
Q14e. "Overall, how do you rate the *quality of products and services* the Water Utilities Department provides?"

Base: Total respondents, excluding "don't know" (Base Varies)

Note: This question asked beginning in 2012.

Ratings Of Water Utilities Department By All Citizens –
2-Wave Trend (Top-Two Box—Strongly/Somewhat Agree)

☐ Dec. 2011 ■ Dec. 2012

Category	Dec. 2011	Dec. 2012
Water treatment services	88	88
Quality of drinking water	83	85
Efficiency in water line repair	82	78
Speed in completing water/sewer construction	79	76
Water conservation efforts	79	77
Overall quality of products and services	88	89

Percent (0, 20, 40, 60, 80, 100)

Question: Q14c. "Whether or not you've had direct contact with the Water Utilities Department, please provide your opinion on the following."
Q14e. "Overall, how do you rate the *quality of products and services* the Water Utilities Department provides?"

Base: Total respondents, excluding "don't know" (Base Varies)

Note: This question asked beginning in 2012.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

Information Sources For Arlington's _Water Conservation_ Efforts
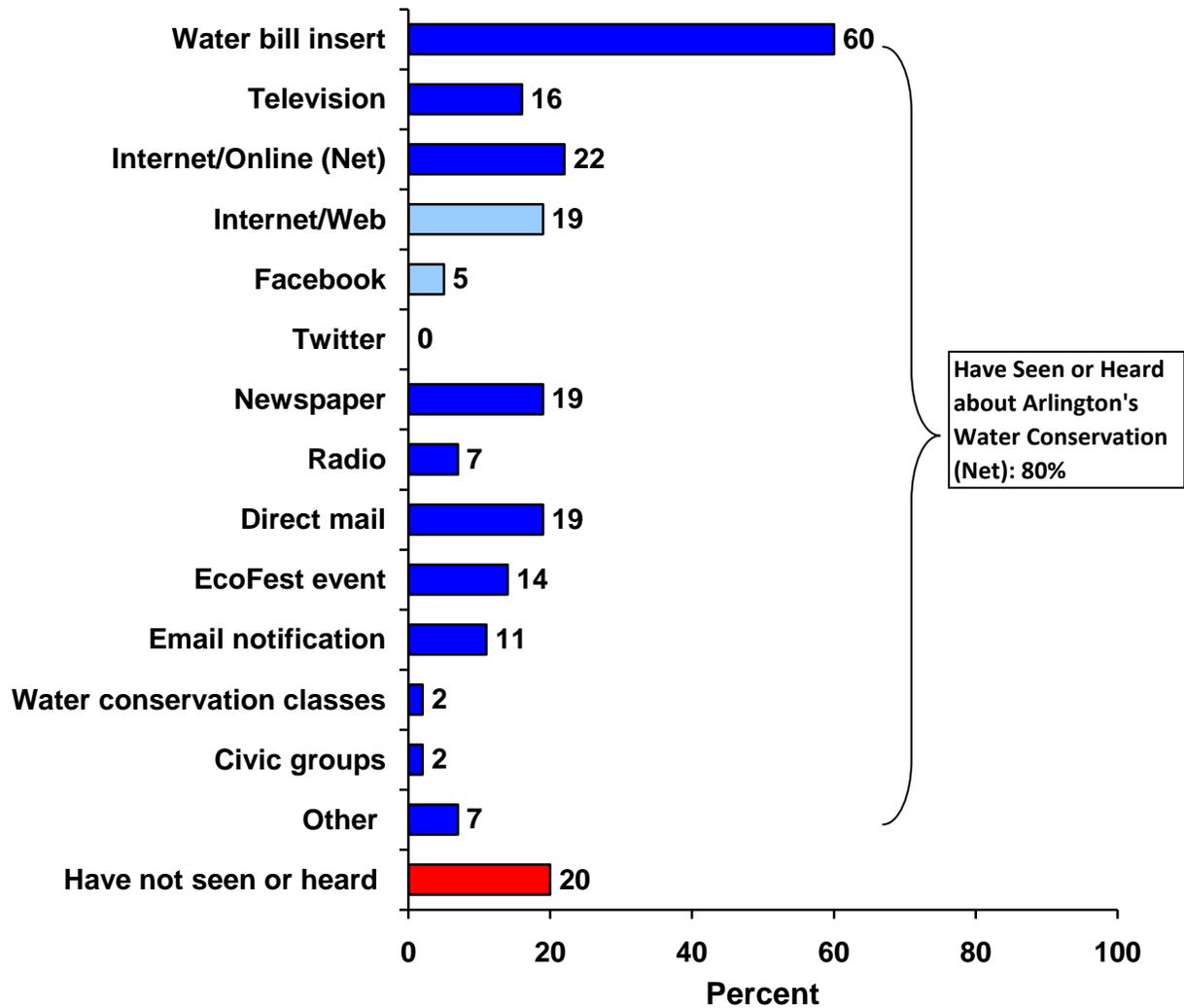
Question: Q14d. "The City works on several ways to encourage _water conservation_. Where have you seen or heard about Arlington's water conservation efforts?"

Base: Total Respondents (n=598)

*Direct mail, civic groups and email notification were added in 2013.

Note: This question asked beginning in 2012.

Perceptions Of City's Communication Efforts

The majority of citizens report they use various information sources, including Internet (72%), TV (56%), and newspaper (47%), to keep up with Arlington. Although not surprising, it's notable that more than half of citizens (58%) cited city-affiliated sites or web pages, including the City of Arlington (COA) website, the COA Facebook pages, the COA news site, etc. as their information sources about the city.

Among the city's communication channels, the city website continues to be rated highest at a top-two-box rating of 77%, followed by city TV channels (68%), and the council webcast (63%).

About two-thirds of Arlington residents feel that they would get answers they need when they visit or call a city facility, and that city employees either provide the answer or find someone who can. Also, consistent with last year, only about half agree that they would get the same answer when they ask the same question from different city employees. This continues to suggest more improvements are needed for unequivocal communications with citizens.

There appear to be a few areas that the city could build more awareness or publicity of among citizens, based on relatively low awareness of the city's efforts as below:

- Slightly over one in three residents (36%) report being aware that they can submit a question, complaint, comment, or suggestion for the city through the Action Center.
- Only 16% are aware of resources available through the Housing Authority for those facing foreclosure.

Information Service Used To Keep Up With Arlington
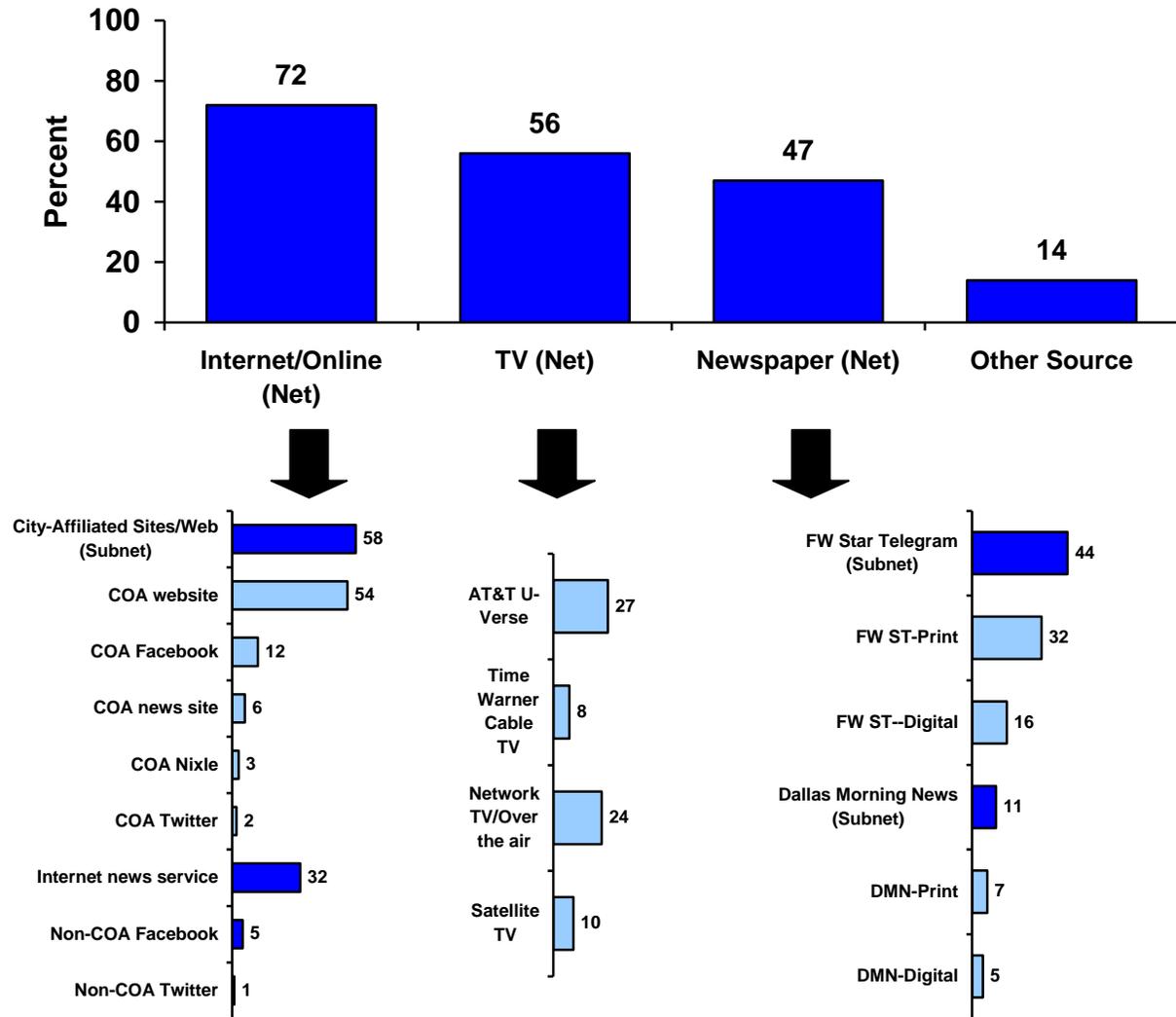
Question: Q28d. "How do you get information about Arlington? What type of information service do you use to keep up with Arlington?"

Answer choices added in 2013.

Base: Total respondents (n=598)

Ratings Of City's Communication Channels By Users
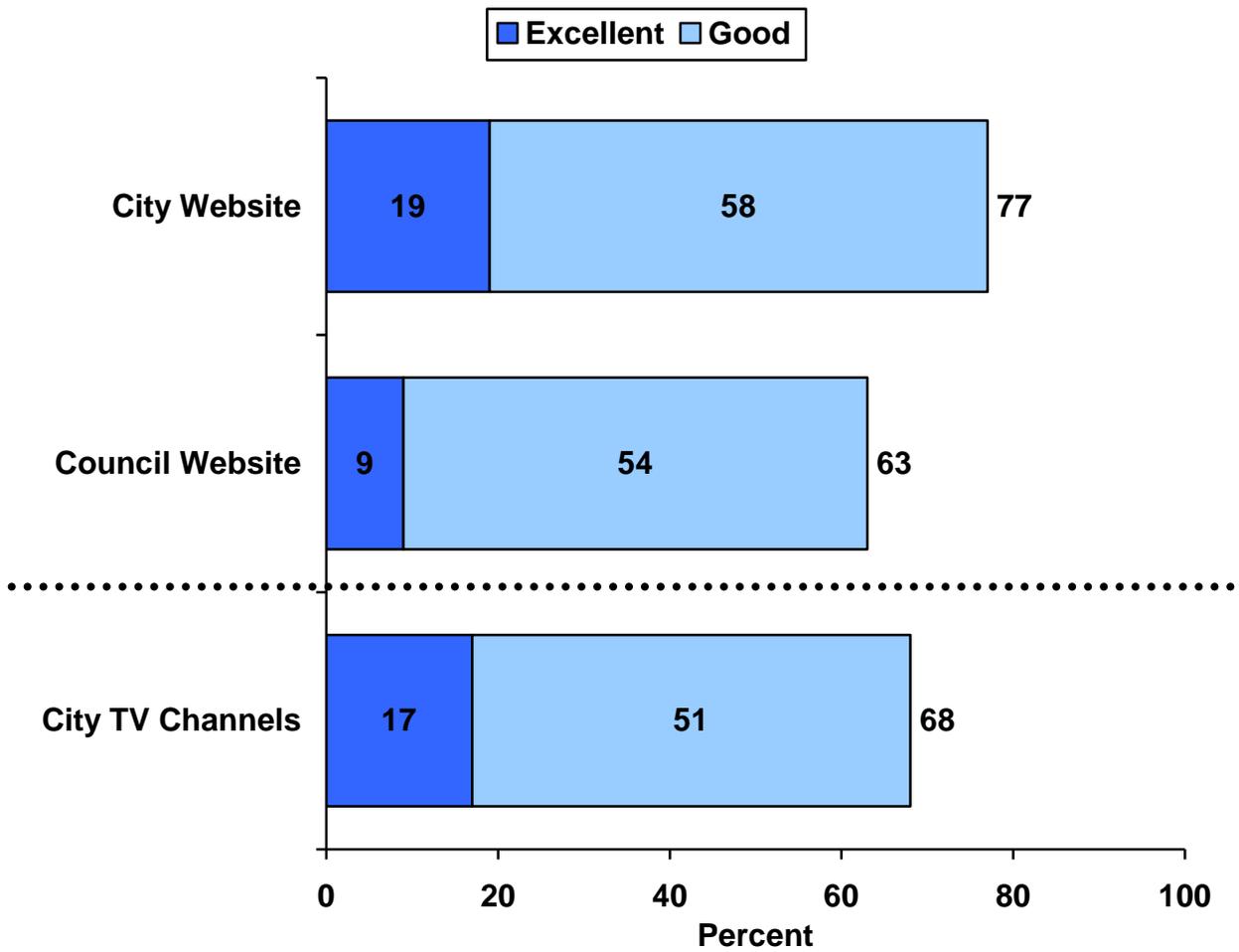
■ Excellent □ Good

	Excellent	Good	Total
City Website	19	58	77
Council Website	9	54	63
City TV Channels	17	51	68

Percent

Question: Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited *in the past 12 months*."

Base: Total respondents, excluding "don't know" (Base Varies)

* Question added in 2010.

Ratings Of City's Communication Channels By Users –
2-Wave Trend (Top-Two Box—Excellent/Good)
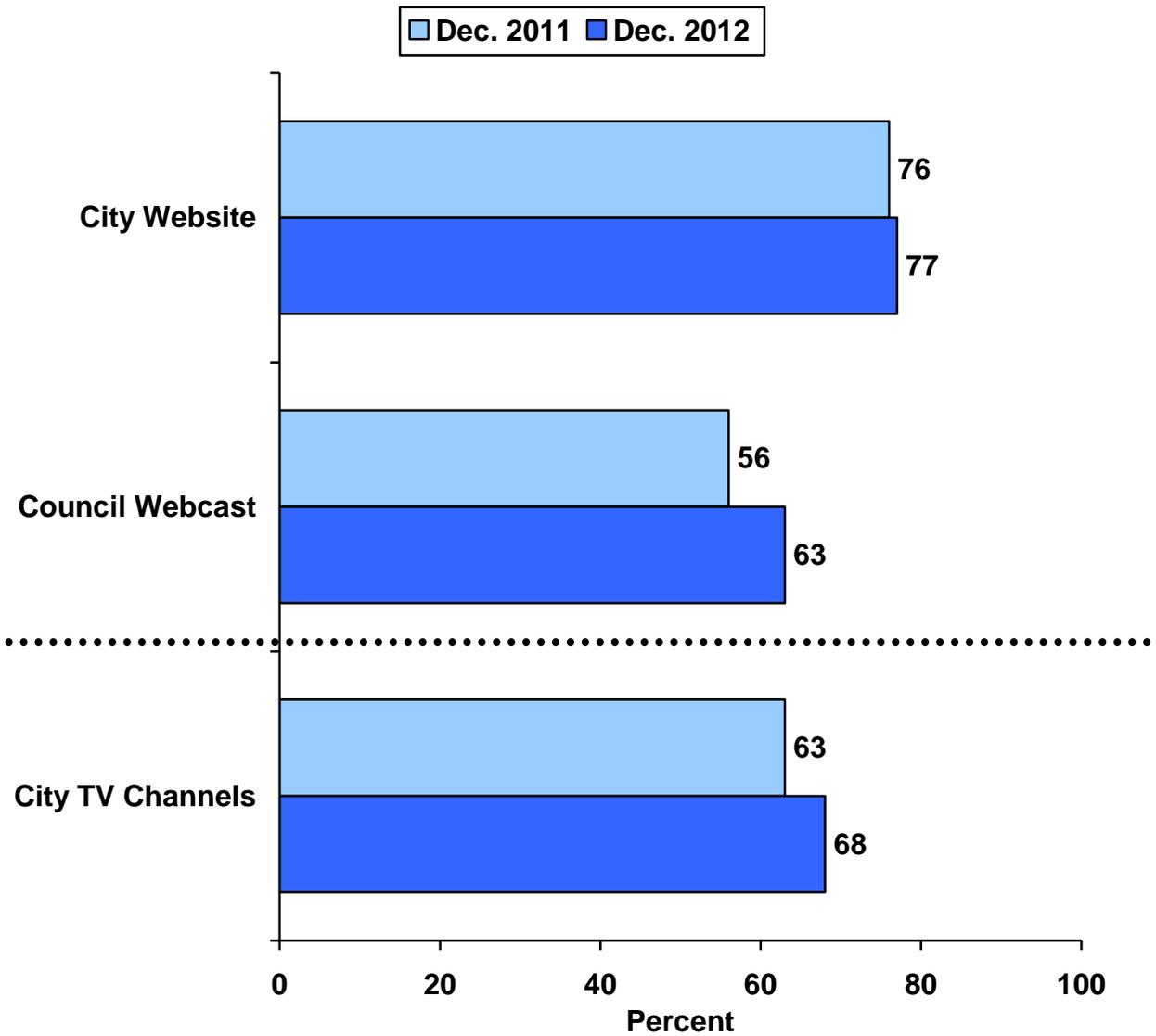
□ **Dec. 2011** ■ **Dec. 2012**

City Website
- 76
- 77

Council Webcast
- 56
- 63

City TV Channels
- 63
- 68

Percent (0 20 40 60 80 100)

Question: Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited *in the past 12 months*."

Base: Total respondents, excluding "don't know" (Base Varies)

* Question added in 2010.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Ratings Of City Council/Staff
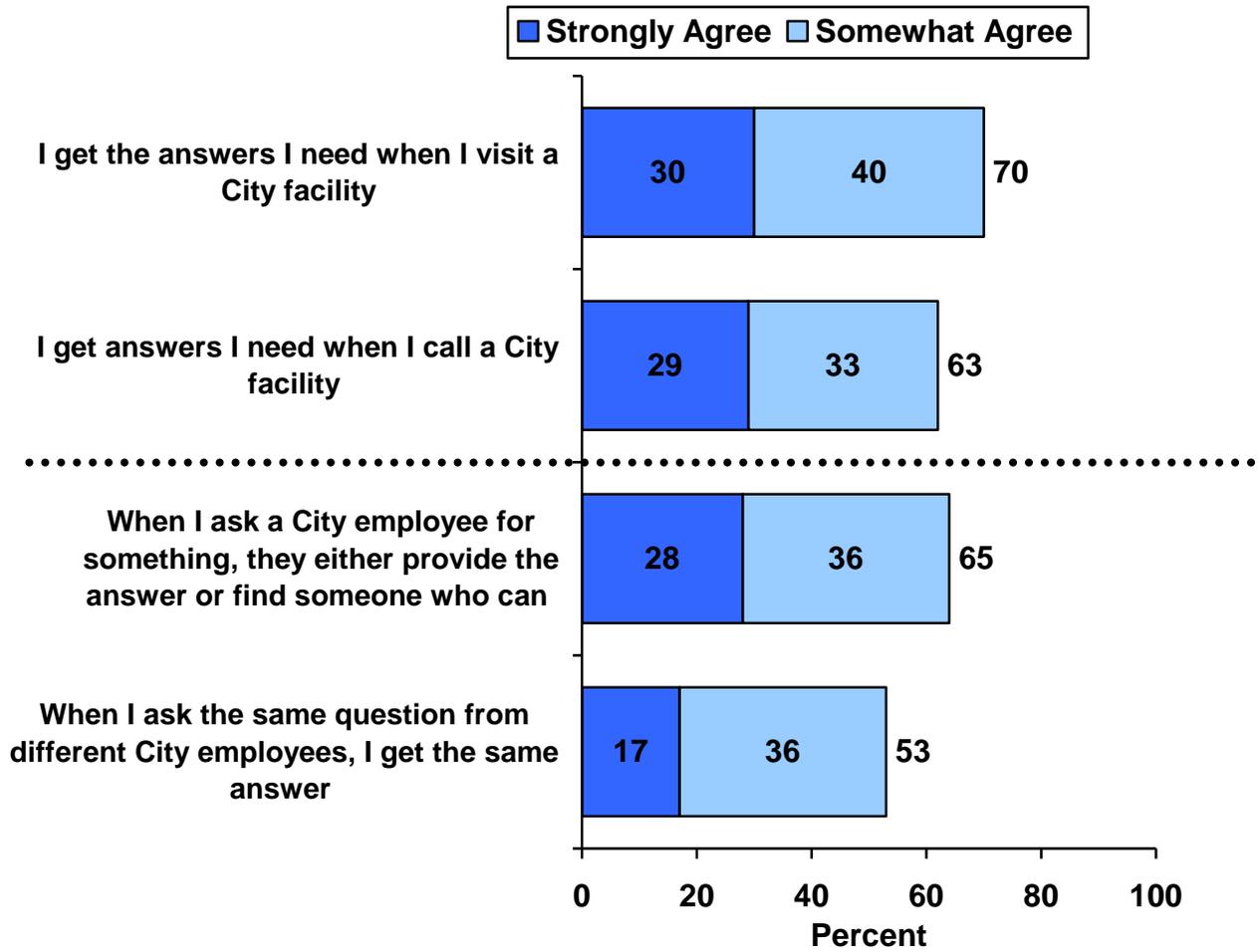
■ Strongly Agree □ Somewhat Agree

Statement	Strongly Agree	Somewhat Agree	Total
I get the answers I need when I visit a City facility	30	40	70
I get answers I need when I call a City facility	29	33	63
When I ask a City employee for something, they either provide the answer or find someone who can	28	36	65
When I ask the same question from different City employees, I get the same answer	17	36	53

Percent (0 20 40 60 80 100)

Question: Q16b. "Based on your impression or experience, how much would you agree or disagree with the following statements, using a scale of "strongly agree," "somewhat agree," "neither agree nor disagree," "somewhat disagree," and "strongly disagree."

Base: Total respondents, excluding "don't know" (Base Varies)

Note: This question asked beginning in 2010.

Ratings Of City Council/Staff –
2-Wave Trend (Top-Two Box—Strongly/Somewhat Agree)
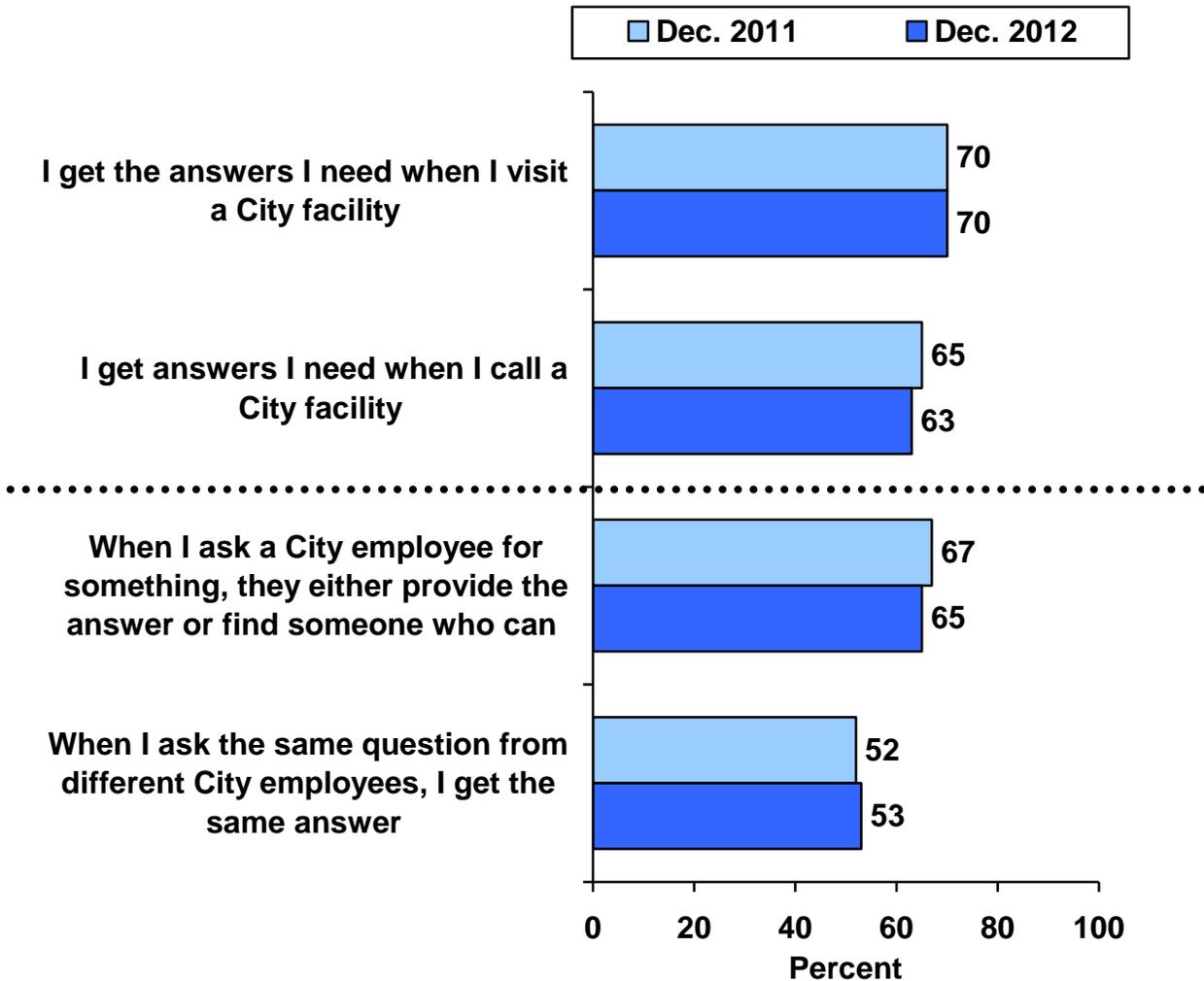
Legend: ☐ Dec. 2011   ■ Dec. 2012

I get the answers I need when I visit a City facility
- Dec. 2011: 70
- Dec. 2012: 70

I get answers I need when I call a City facility
- Dec. 2011: 65
- Dec. 2012: 63

When I ask a City employee for something, they either provide the answer or find someone who can
- Dec. 2011: 67
- Dec. 2012: 65

When I ask the same question from different City employees, I get the same answer
- Dec. 2011: 52
- Dec. 2012: 53

X-axis: 0 20 40 60 80 100

Percent

Question: Q16b. "Based on your impression or experience, how much would you agree or disagree with the following statements, using a scale of "strongly agree," "somewhat agree," "neither agree nor disagree," "somewhat disagree," and "strongly disagree."

Base: Total respondents, excluding "don't know" (Base Varies)

Note: This question asked beginning in 2010.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Aware Of Communication Via Action Center
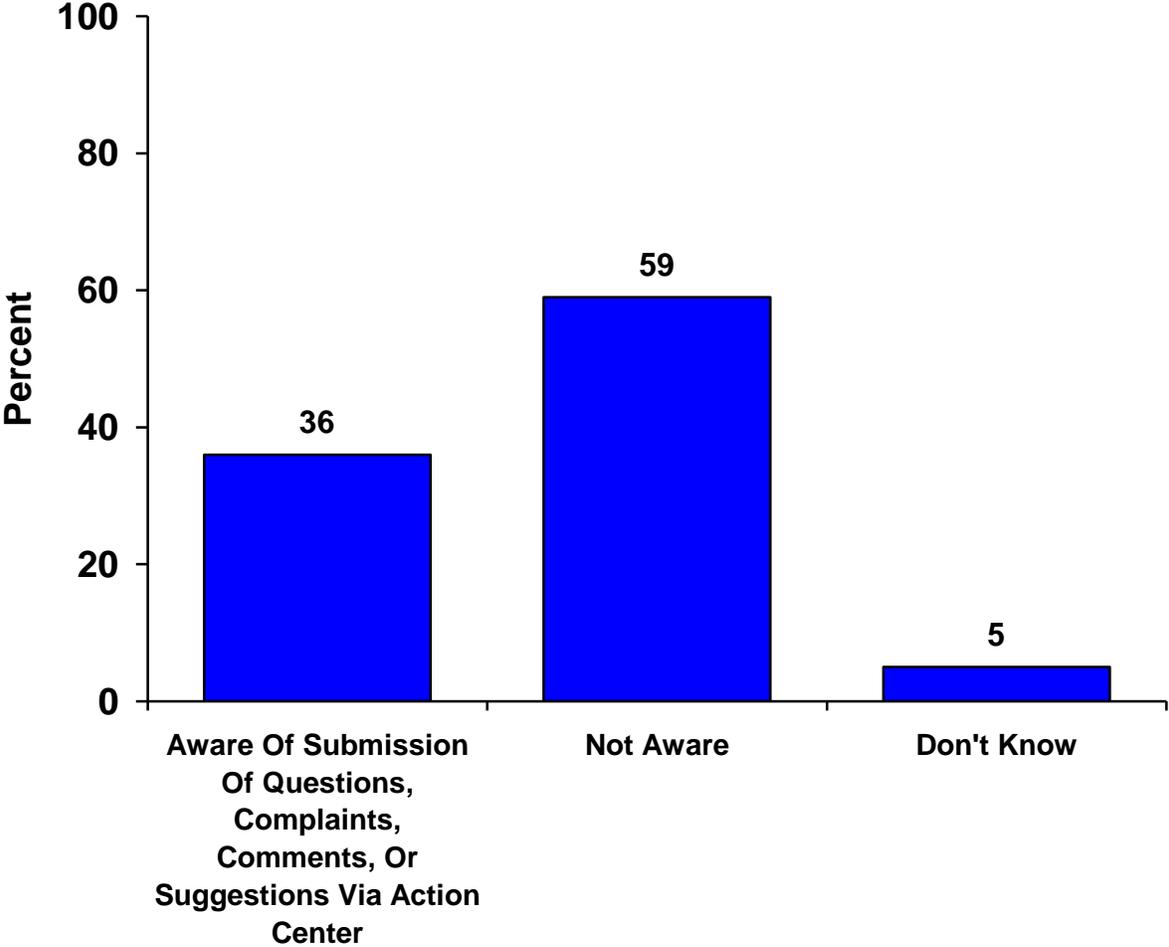
Question: Q23a "Are you **aware** that you can submit a question, complaint, comment, or suggestion for the City of Arlington through the Action Center, either online or by telephone?"

Base: Total Respondents (n=598)

Note: This question asked beginning in 2013.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

Aware Of Housing Authority Resources For Foreclosure
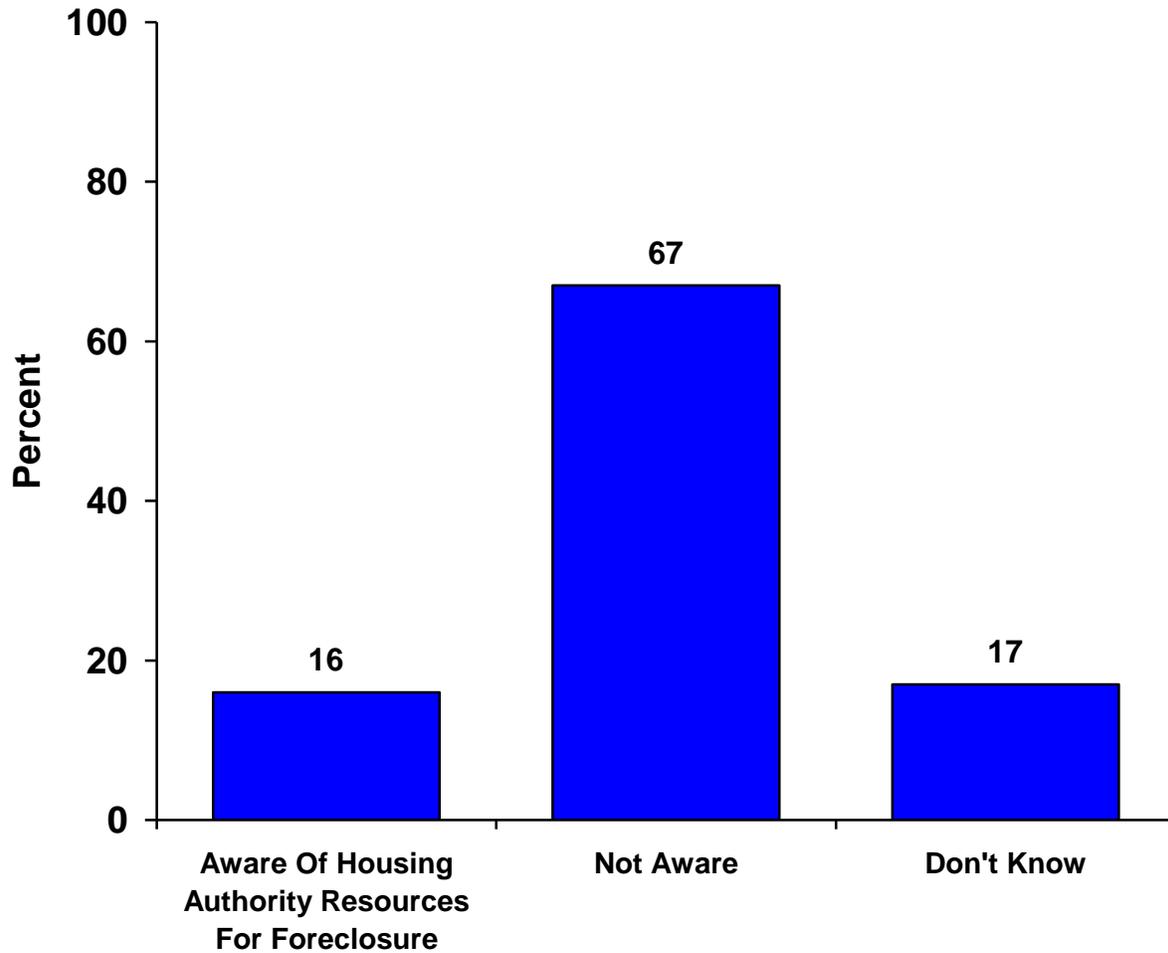
Question: Q20h "Are you **aware** of resources available through the Housing Authority for those facing foreclosure?"

Base: Total Respondents (n=598)

Note: This question asked beginning in 2013.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

Fees And Taxes

Consistent with last year, the vast majority of citizens (88%) are aware of city's fund sources through a portion of property, sales, and other taxes.

About two-thirds of residents feel that they are getting their money's worth when it comes to the services the city provides for the taxes they pay (67%), and that they would prefer the city keep taxes and services about where they are (70%). Compared to last year, these measures have remained at similar levels.

Aware Of City's Fund Sources

(From Property And Shopping Dollars)
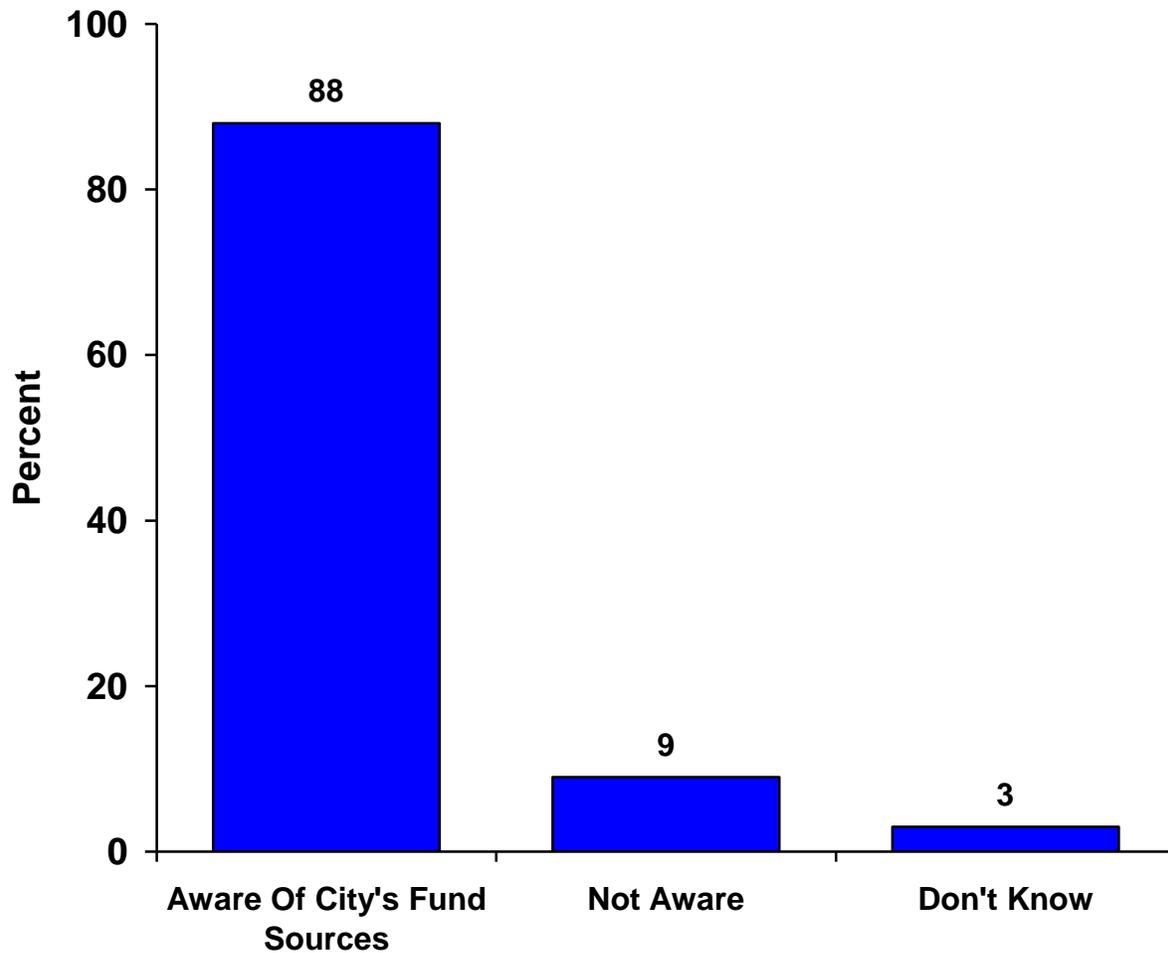
Question: Q21a "Are you **aware** that the City is primarily funded through a portion of property, sales and other taxes collected in the City, and that your property and shopping dollars matter to the sustainability of the City structure?"

Base: Total Respondents (n=598)

Note: This question asked beginning in 2010.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Overall Rating Of Arlington City Services
2-Wave Trend (On Getting Money's Worth For Tax Dollars)
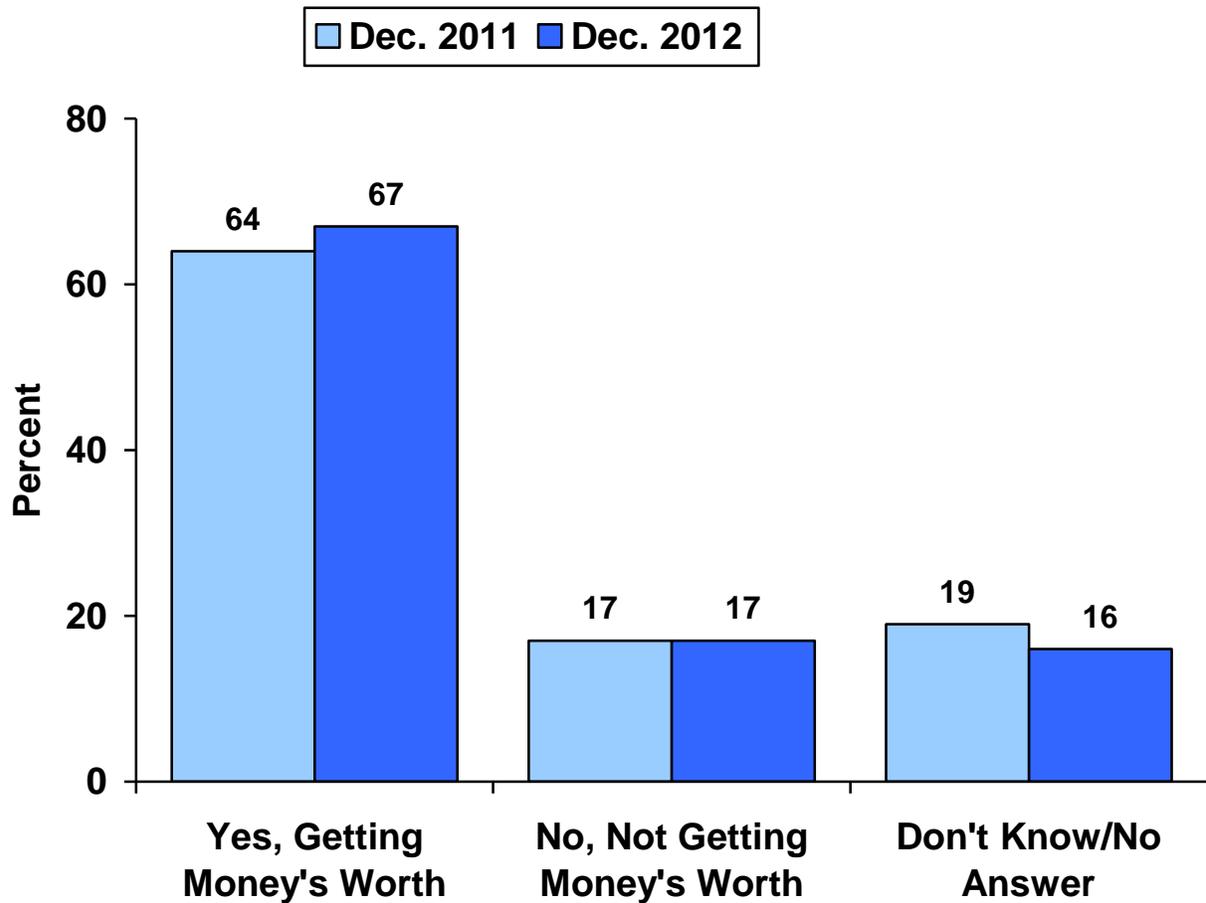
Question: Q21. "Thinking about the services and facilities that the city provides, do you feel that you are getting your money's worth for your tax dollars, or not?"

Base: Total Respondents (n=598)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

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Overall Rating Of Arlington City Services – Trend
On Getting Money's Worth For Tax Dollars

From Online Survey

Chart: Percent rating (vertical axis 0–100)

- Dec. 2011: 64
- Dec. 2012: 67

Question: Q21. "Thinking about the services and facilities that the city provides, do you feel that you are getting your money's worth for your tax dollars, or not?"

Base: Total Respondents (2011 n=537; 2012 n=598)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

View On Tax Rate Vs. City Services – 2-Wave Trend
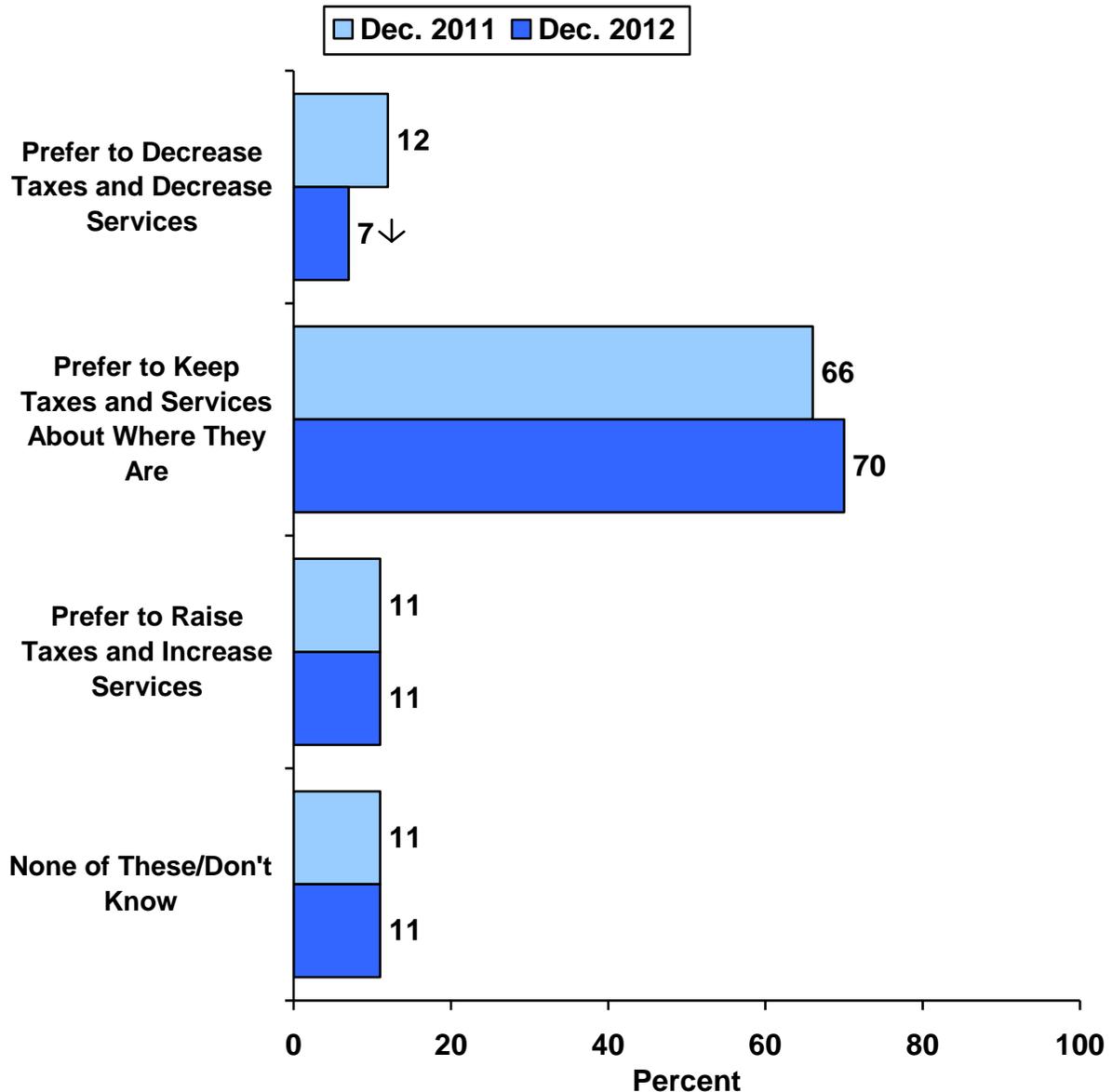
Questions: Q22: "The City of Arlington is funded primarily by receiving a portion of property, sales and other taxes collected in the City. Considering on one hand all of the services the City provides, and on the other hand, all of the taxes you pay, which of the following statements comes closest to your view?"

Base: Total Respondents (2011 n=537; 2012 n=598)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Satisfaction With Quality Of Education

Eighty-two percent of Arlington residents report living in the Arlington School District, and 11% report they live in the Mansfield School District.

Slightly less than half (45%) of Arlington residents have a child in school. Parents were, overall, positive about the quality of education their child(ren) receive. The vast majority (87%) were very or somewhat satisfied with overall quality of education. Forty-seven percent said they were "very satisfied" with the quality of education.

School Districts And Children In School

Pie chart:
- Arlington ISD, 82%
- Mansfield ISD, 11%
- DK, 4%
- Kennedale ISD, 3%

Children in School

Bar chart (Percent):
- Public School: 37
- Pvivate School: 9
- Home School: 1
- No Kid in School/DK: 55

Attend School (Net): 45%
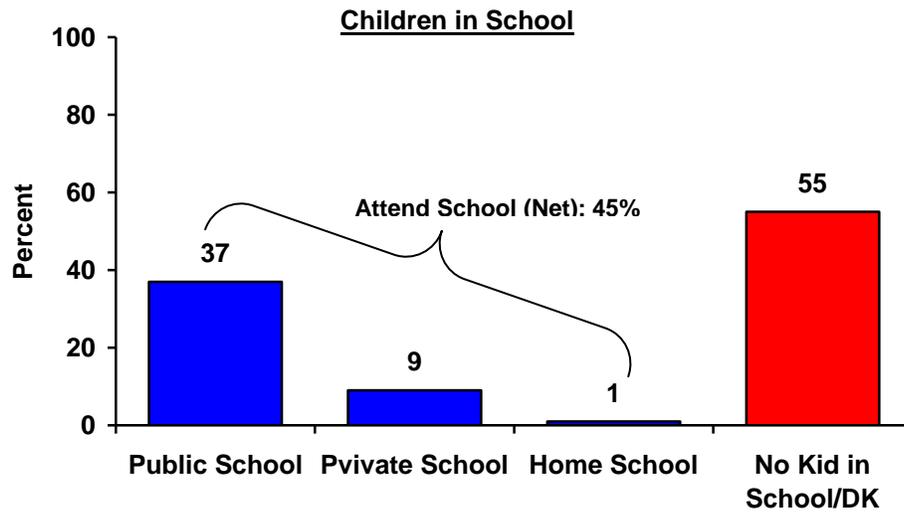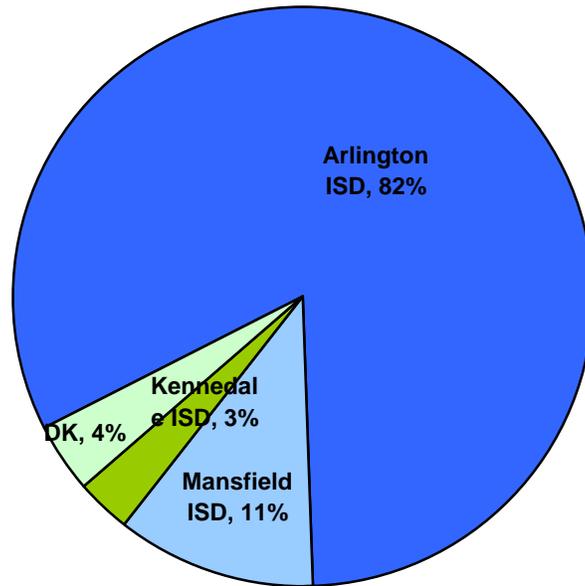
Question: Q24c. "What school district do you live in?"
      Q24d. "If you have school-aged children, what type of school(s) do your children attend?"

Base: Total Respondents (n=598)

Note: This question asked beginning in 2013.

Overall Satisfaction With Quality Of Education
(Households With Children Attending School)

Top-Two Box = 87%

Percent

47	40	8	5
Very Satisfied	**Somewhat Satisfied**	**Somewhat Dissatisfied**	**Very Dissatisfied**
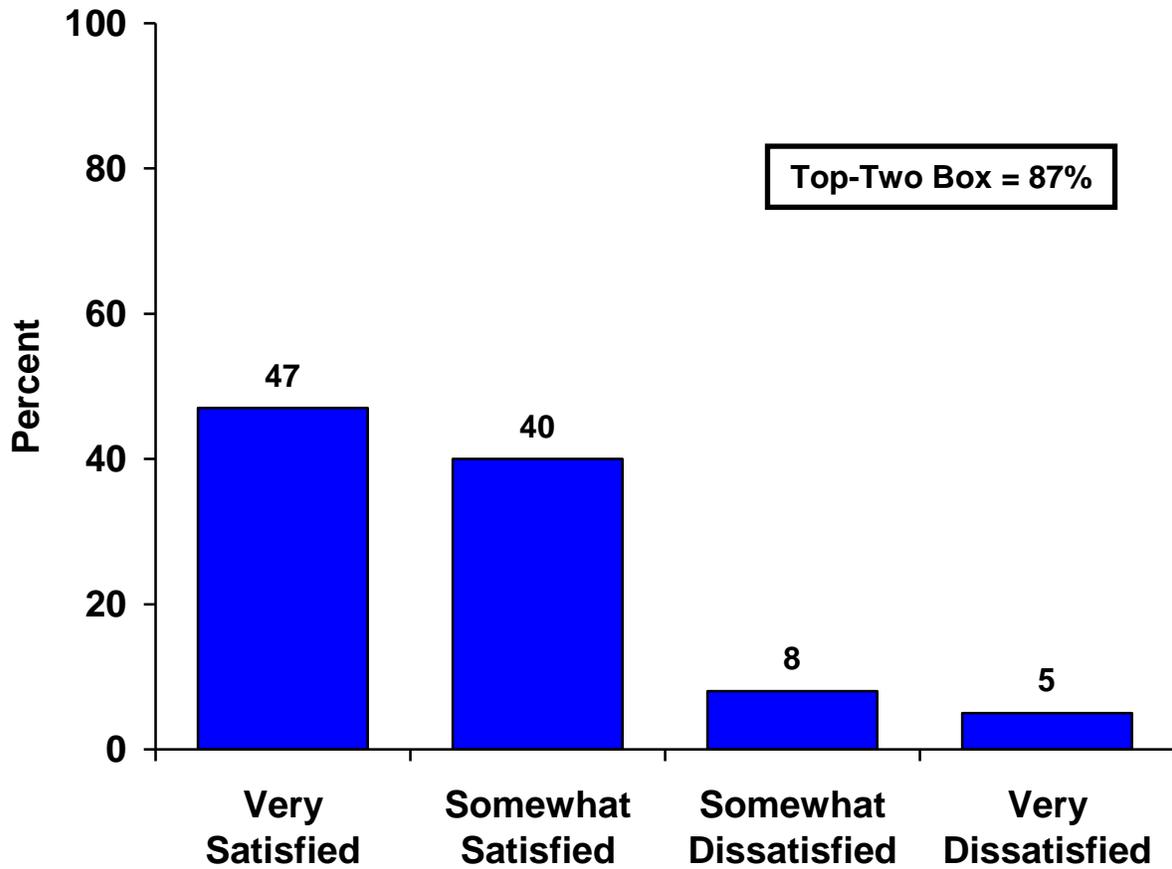
Question: Q24e "What is your overall level of satisfaction with the quality of education your child(ren) receive?"

Base: Have children attending school(s), excluding don't know/no answer (n=262)

Note: This question asked beginning in 2013.

APPENDIX

- Respondent Profile
- Additional Key Measure Trend Data
- More Discussion Of Methods

Respondent Profile

	Dec. 2010	Dec. 2011**	Dec. 2012**
(Base: Total Respondents)	(309)	(537)	(598)
Years In Arlington	%	%	%
Less than one year	3	5	3
1-3 years	10	14	10
4-6 years	10	15	12
7-10 years	13	9	11
More than 10 years	63	56	63
Refused/No answer	2	--	--
Primary Residence			
Own	75	71	81
Rent	22	26	18
Refused/No answer	3	3	1
Type of Dwelling			
Single-family home	80	77	86
Duplex	2	3	3
Mobile home	1	1	0
Condominium	3	2	1
Apartment	11	16	10
Other	1	1	<1
Refused/No answer	2	1	0
Ethnicity*			
African American or Black	11	7	7
American Indian	1	1	<1
Asian or Pacific Islander	3	7	3
Caucasian or White	68	68	69
Hispanic or Latin American (incl. Spanish origin)	7	12	16
Multi-ethnic	5	1	1
Other ethnic background	3	1	1
Refused/No answer	3	3	2

** Results after *weighting.*   (Continued)

Respondent Profile (Continued)

	Dec. 2010	Dec. 2011**	Dec. 2012**
(Base: Total Respondents)	(309)	(537)	(598)
Zip Code	%	%	%
76001	7	7	7
76002	2	8	7
76006	7	9	7
76010	10	9	9
76011	7	6	6
76012	10	12	14
76013	10	14	14
76014	7	6	4
76015	6	4	5
76016	12	9	8
76017	15	11	11
76018	7	6	8
Age			
18-24	6	5	3
25-44 (Net)	*48*	*51*	*54*
25-34	12	31	34
35-44	36	20	20
45-54	20	19	19
55-64	12	13	13
65 or older	13	11	11
Gender			
Male	46	48	48
Female	54	52	52

** Results after *weighting*.

Additional Key Measure Trend Data

<u>Caution On Year-To-Year Comparisons</u>

With the change from telephone to Internet methodology in FY 2012, it was recognized that there might be differences in year-to-year comparisons that could not be explained by anything other than that change.

- Some of the factors that might result in differences include: different sample; respondents looking at or reading questions rather than listening; self-administered questions vs. interaction with an interviewer; the type of person willing to participate in an Internet survey vs. someone willing to participate in a phone survey; and many other possible factors, including unknown factors.

Especially for the first year (FY 2012), comparability with previous waves may be lost to some extent. Unexplained differences were in fact seen in a number of year-to-year comparisons. They have generally been presented here <u>for informational purposes, without attempted explanation</u>. For all these reasons, year-to-year comparisons should be interpreted with caution.

Overall Rating Of Arlington As A Place To Live – Trend
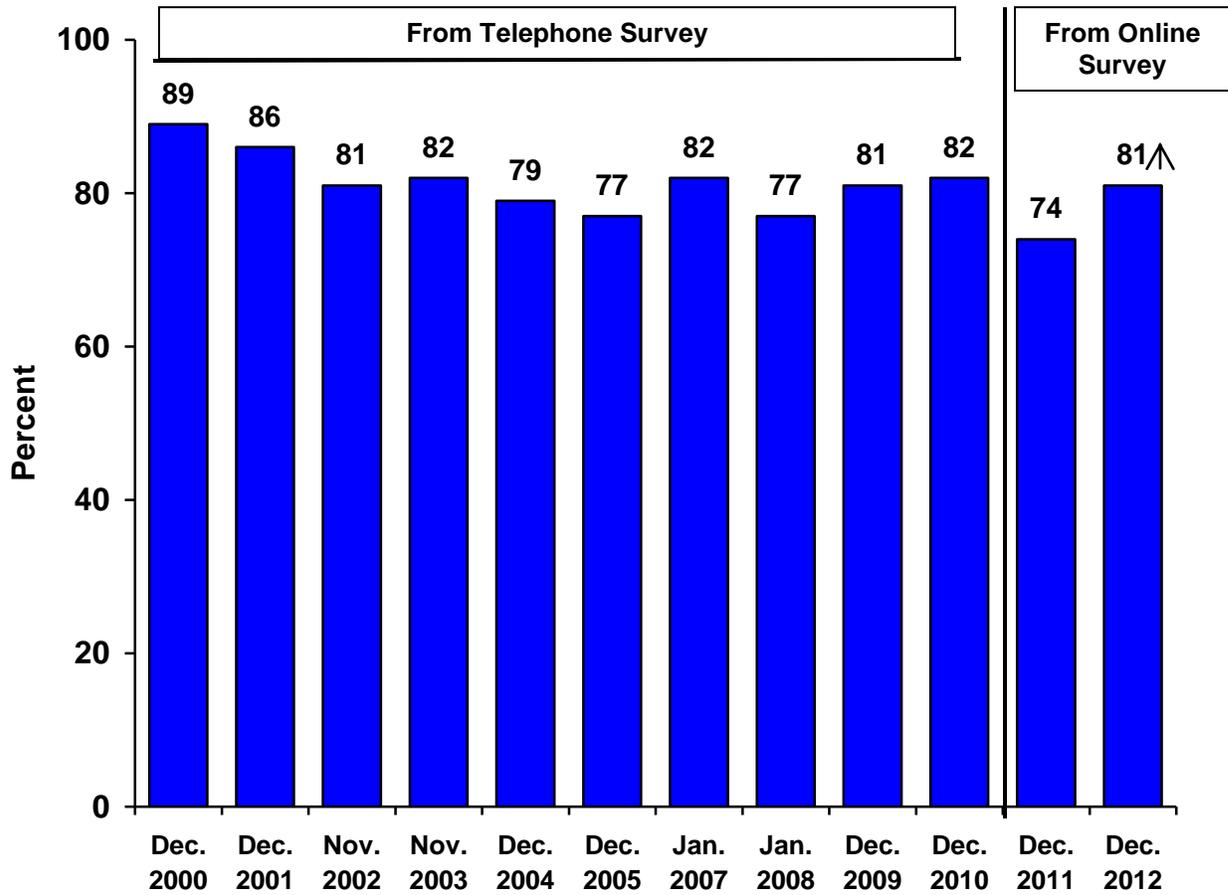
(Top-Two Box—Excellent/Good)

Question: Q1. "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't know" (2000 n=496; 2001 n=500; 2002 n=498; 2003 n=504; 2004 n=448; 2005 n=455; 2007 n=445; 2008 n=437; 2009 n=399; 2010 n=309; 2011 n=537; 2012 n=598)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Overall Rating Of The City Of Arlington – Trend
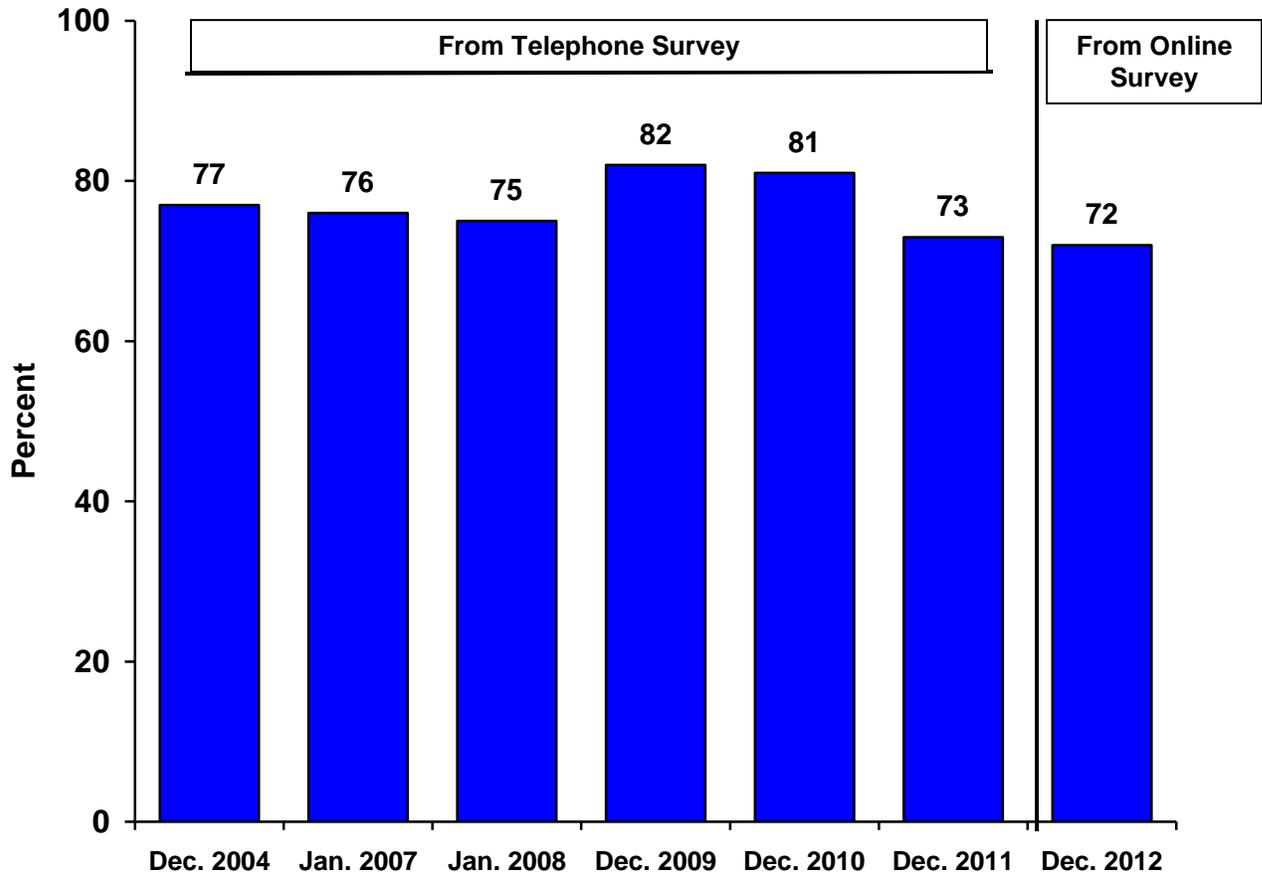
("Right Direction")

Question: Q23. "Overall, do you feel that the City of Arlington is generally headed in the right direction or on the wrong track?"

Base: Total Respondents (2004 n=441; 2007 n=445; 2008 n=437; 2009 n=400; 2010 n=309; 2011 n=537; 2012 n=598)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2011** (i.e., difference significant at or above the 95% confidence level).

Overall Rating Of Neighborhood As A Place To Live – Trend
(Top-Two Box—Excellent/Good)
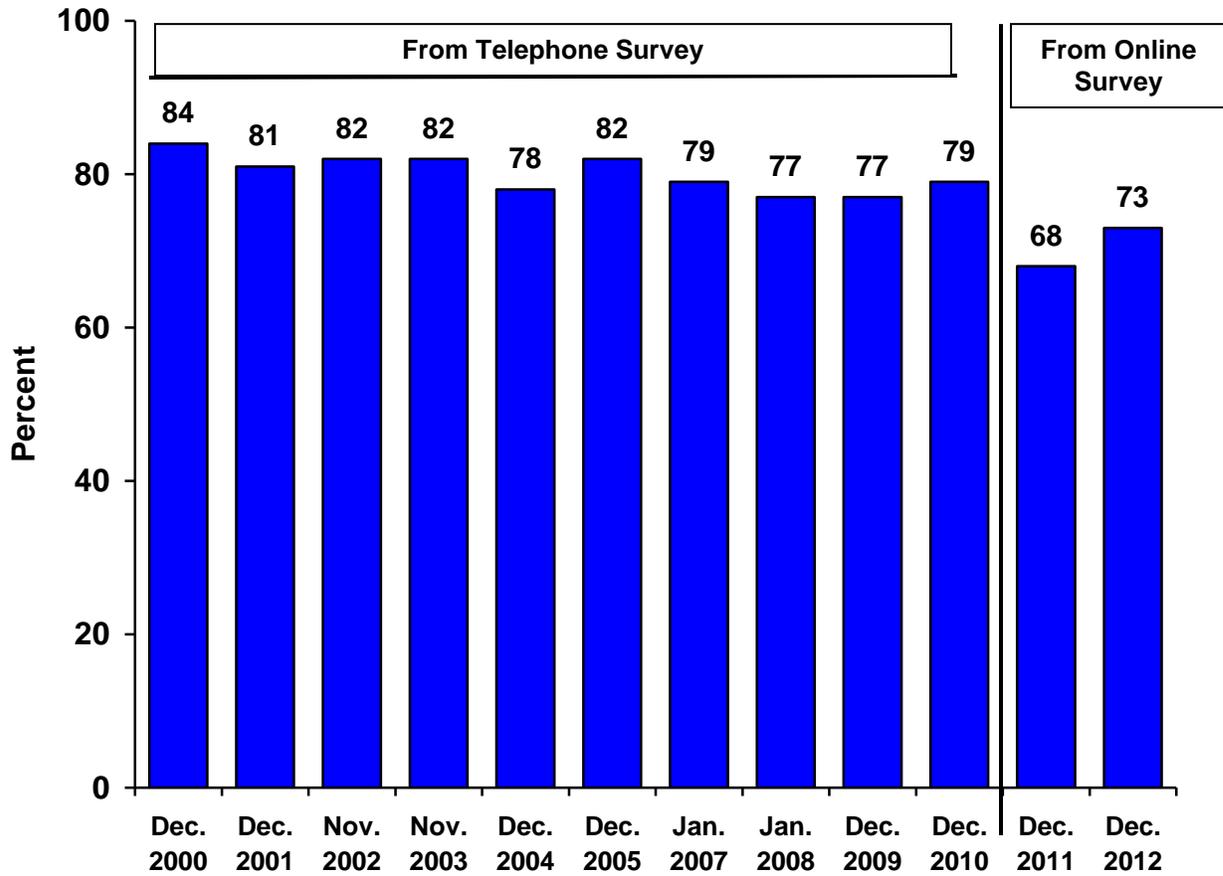
Question:Q2. "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't know" (2000 n=499; 2001 n=502; 2002 n=500; 2003 n=504; 2004 n=448; 2005 n=457; 2007 n=445; 2008 n=437; 2009 n=399; 2010 n=306; 2011 n=537; 2012 n=597)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Overall Rating Of Customer Service Provided By City - Trend
(Top-Two Box—Excellent/Good)
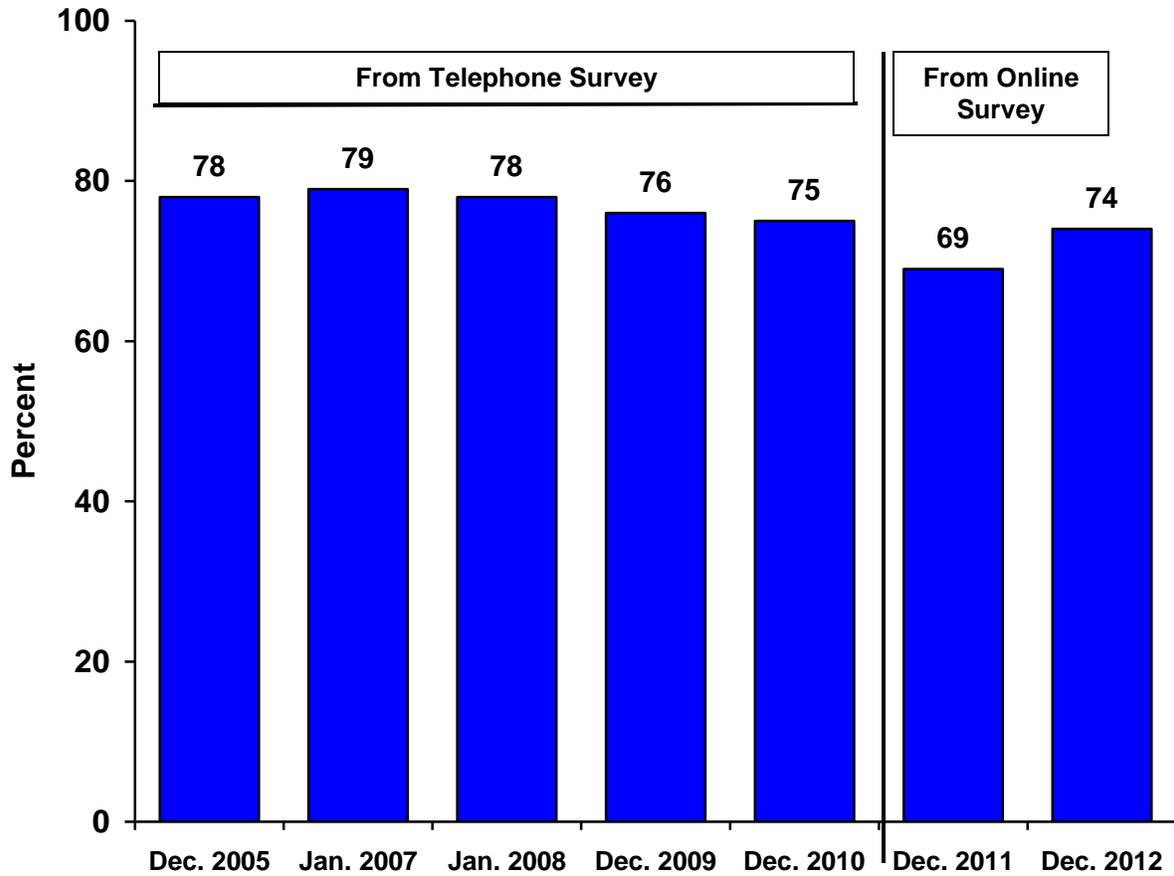
Question: Q6. "Overall, how would you rate the level of customer service provided by City Of Arlington departments?"

Base: Total respondents, excluding "don't know" (2005 n= 416; 2007 n=425; 2008 n=418; 2009 n=382; 2010 n=299; 2011 n=452; 2012 n=534)

Note: This question asked beginning in 2005.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

Overall Rating Of Arlington City Services – Trend

On Getting Money's Worth For Tax Dollars

From Telephone Survey

From Online Survey

Year	Percent
Dec. 2004	70
Jan. 2007	75
Jan. 2008	67
Dec. 2009	77
Dec. 2010	74
Dec. 2011	64
Dec. 2012	67
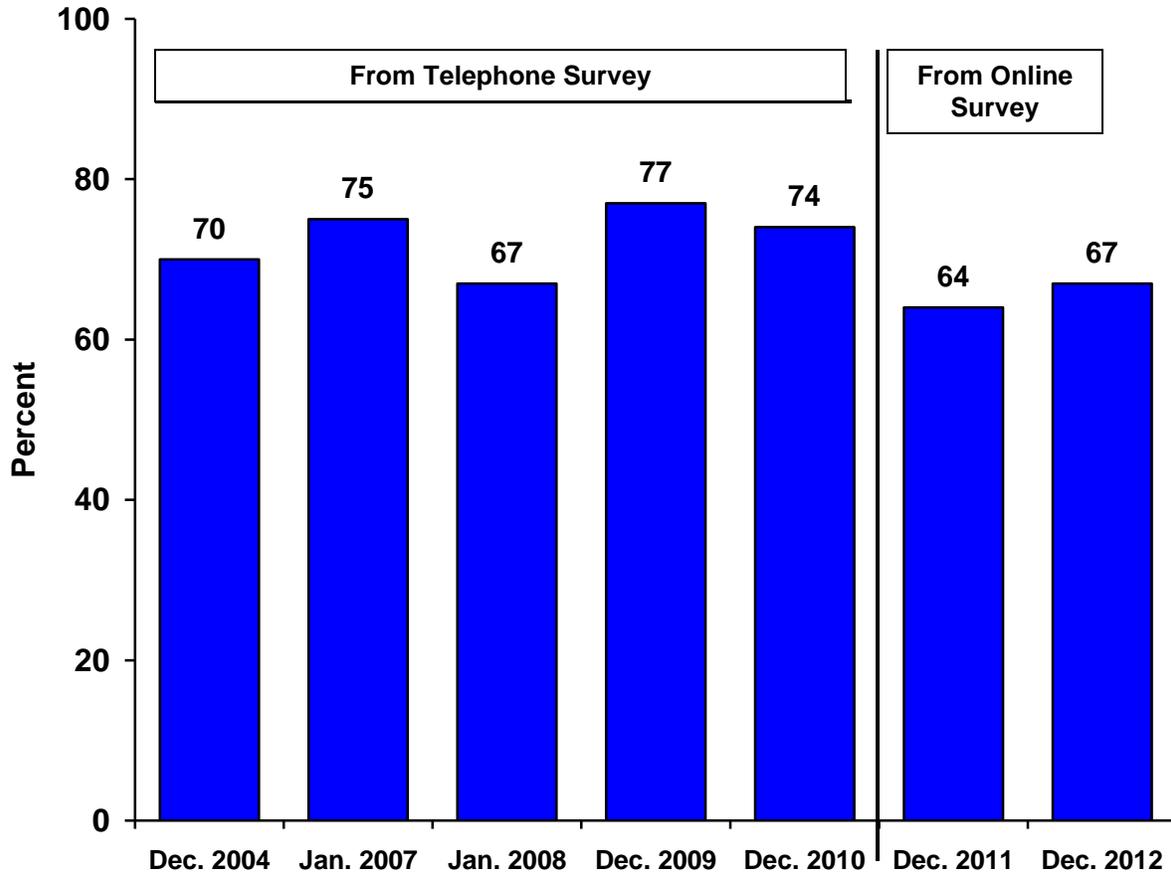
Question: Q21. "Thinking about the services and facilities that the city provides, do you feel that you are getting your money's worth for your tax dollars, or not?"

Base: Total Respondents (2004 n=443; 2007 n=445; 2008 n=437; 2009 n=400; 2010 n=309; 2011 n=537; 2012 n=598)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the *last wave in 2011* (i.e., difference significant at or above the 95% confidence level).

More Discussion Of Methods

Data Collection—Internet

All interviewing was completed over the Internet via Decision Analyst's secure web server. All data on the Internet server, and all communication between Decision Analyst's internal computers and the Internet server, are using secure sockets layer (SSL) certificates. Incoming survey data are stored in a redundant disk array system. Multiple sample sources (provided by the City for email lists and postcard mailing lists) were utilized to invite a representative sample of Arlington citizens (mirroring the age, gender, and district distribution of Arlington households). Respondents were screened to identify Arlington citizens and those who qualified were invited to complete the survey.

As extra security, participants had to enter their email addresses or personal passwords before they could enter the survey. As the survey progressed, the data were transferred from the Internet server to Decision Analyst's internal computers, safe behind a protective "firewall."

Data Tabulation

The final statistical tables were created via UNCLE®. This comprehensive data management and cross-tabulation system has one overriding objective in mind: the production of consistently accurate statistical tables. For example, most formatting is automatic within UNCLE® to eliminate format-related errors. The software contains hundreds of embedded error-trapping algorithms to eliminate syntactical errors. The system produces a Summary Report, to condense all of the programmer's instructions into a simple, easy-to-read format, which makes any programming errors easy to find during quality-control checking. Another quality-control procedure involves a thorough crosscheck of percentages in the statistical tables against the same percentages in an UNCLE® Marginal report. (Within UNCLE®, the Marginal program and the program module which compiles the statistical tables are based upon different algorithms so that each can serve as an independent accuracy check upon the other.) Additionally, tabulation programmers follow a multi-step, quality-control checklist to ensure production of accurate statistical tables.

All questionnaires and source documents will be stored by Decision Analyst for six months before being destroyed. The data itself will be stored on magnetic tape for three years. During this time period, additional cross-tabulations or statistical analyses can be purchased at Decision Analyst's standard hourly rates.

Statistical Tables

The statistical tables are labeled across the top (i.e., the banner) with the respective cross-tabulation descriptors (bannerpoints such as male, female, Western Washington, Balance of West). Below these Bannerpoint descriptors are the bases (the number of respondents) used to calculate the columns of percentages. Columns of percentages which add to more than 100% are the result of computer-rounding errors or multiple responses. Small differences from 100% are usually computer-rounding errors, while large differences typically are the result of multiple responses.

Statistical Variation. All percentages shown in the statistical tables are subject to statistical variation, or statistical error. The smaller the sample of respondents (i.e., the smaller the "base"), the larger is the statistical variation in the corresponding percentages, usually. The table below presents approximate statistical error for percentages based upon different sample sizes.

Statistical Error Ranges*

| | | At Various Percentage Levels | | | |
Size of Sample	50%	40% or 60%	30% or 70%	20% or 80%	10% or 90%
50	±14.0	±13.7	±12.8	±11.2	±8.3
75	±11.4	±11.1	±10.4	±9.1	±6.8
100	±9.8	±9.6	±9.0	±7.9	±5.9
150	±8.0	±7.8	±7.3	±6.4	±4.8
200	±6.9	±6.8	±6.3	±5.5	±4.2
250	±6.2	±6.1	±5.7	±4.9	±3.7
300	±5.6	±5.5	±5.2	±4.5	±3.4
400	±4.9	±4.8	±4.5	±3.9	±2.9
500	±4.3	±4.3	±4.0	±3.5	±2.6
600	±4.0	±3.9	±3.6	±3.2	±2.4
700	±3.7	±3.6	±3.3	±2.9	±2.2
800	±3.4	±3.3	±3.1	±2.7	±2.0
900	±3.2	±3.1	±2.9	±2.6	±1.9
1000	±3.0	±3.0	±2.8	±2.4	±1.8

*At 95% level of confidence.

When sample sizes are small (less than 100), extra caution should be exercised in interpreting the corresponding percentages.

QUESTIONNAIRE