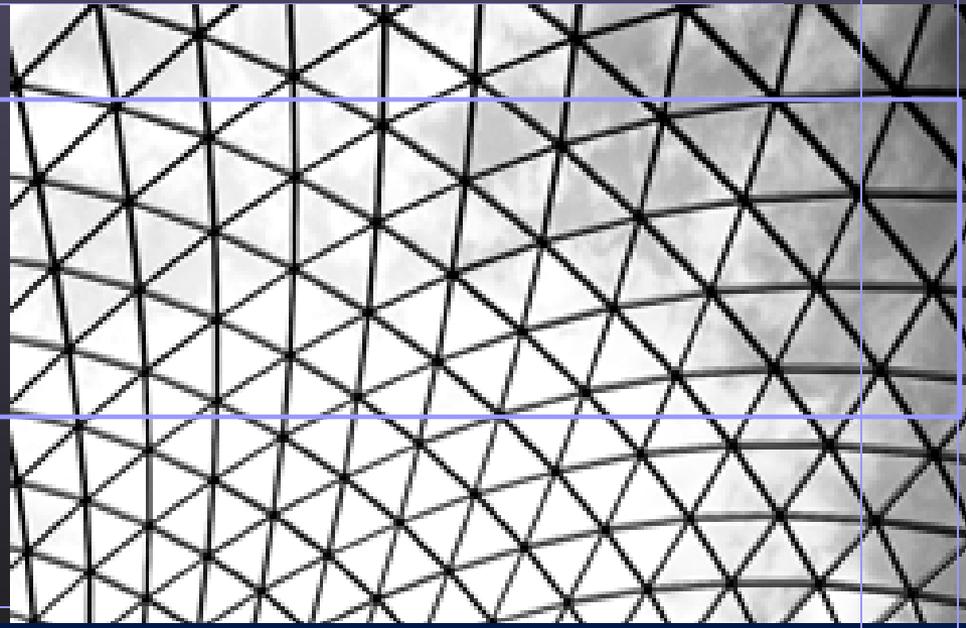




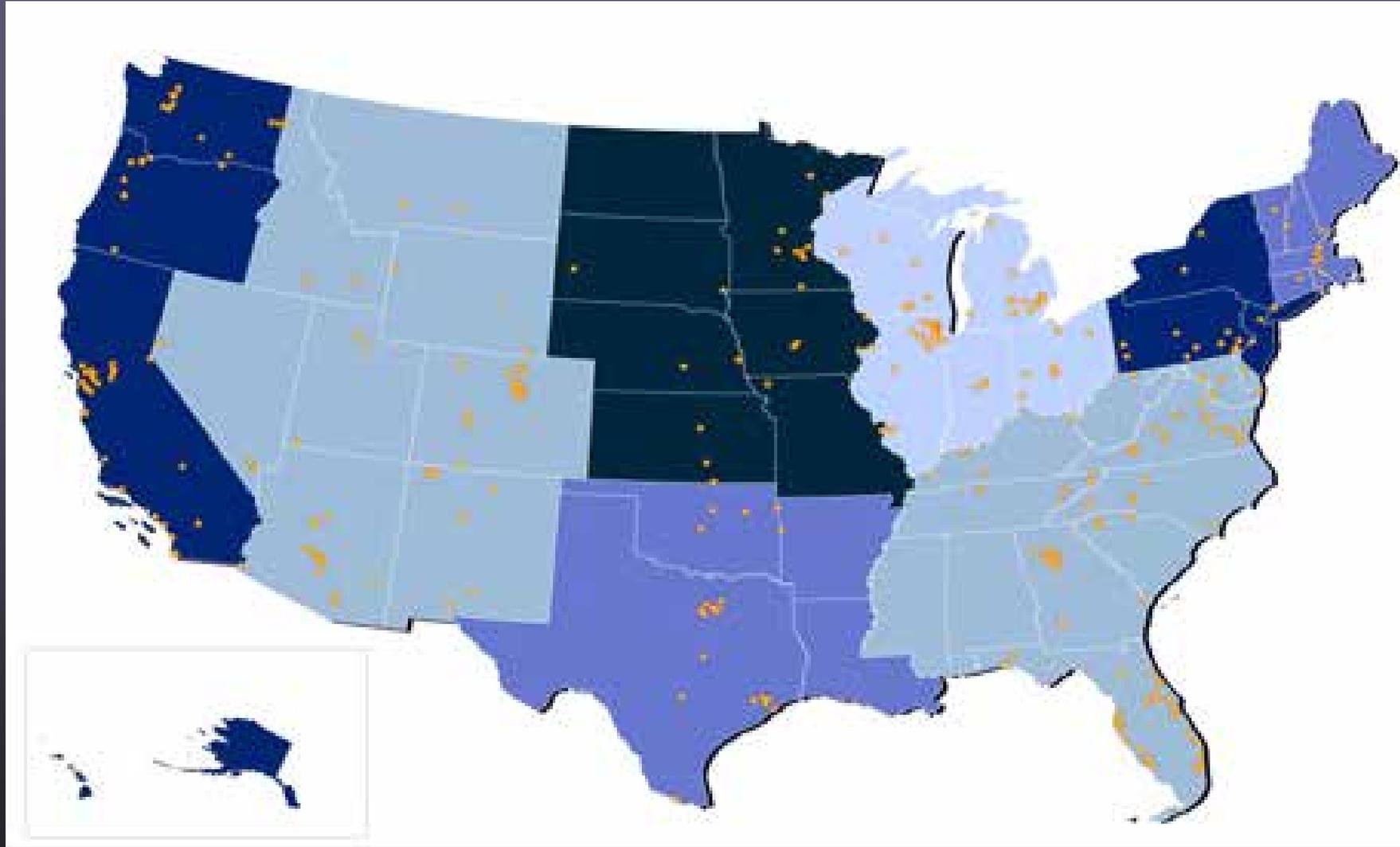
The National Citizen Survey™

Peoria, AZ

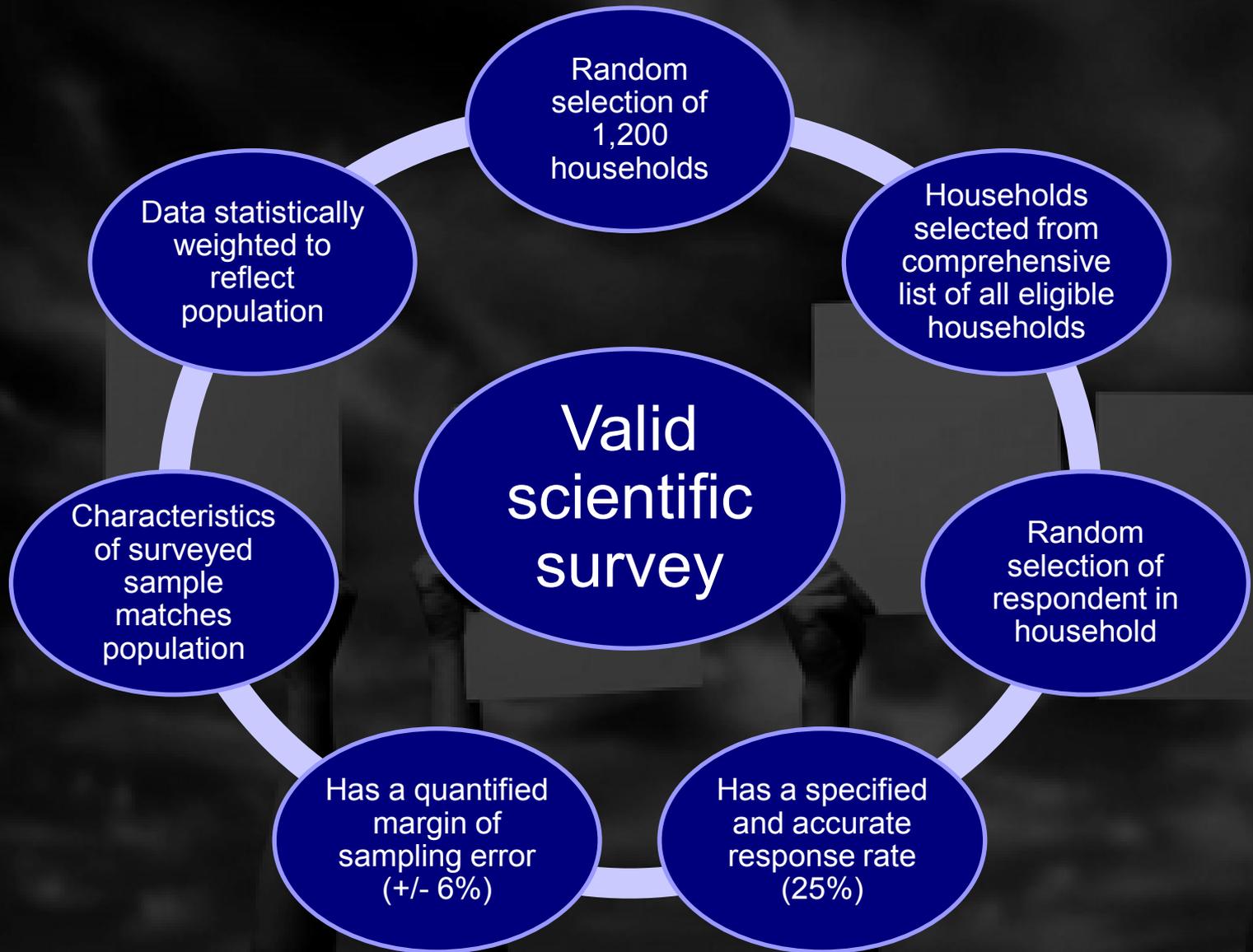
Summary of Findings
April 23, 2013



The National Citizen Survey™ (The NCS)



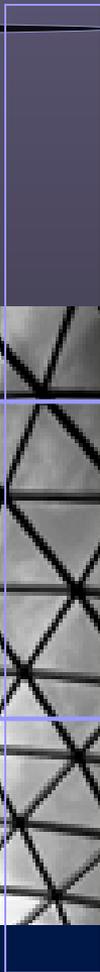
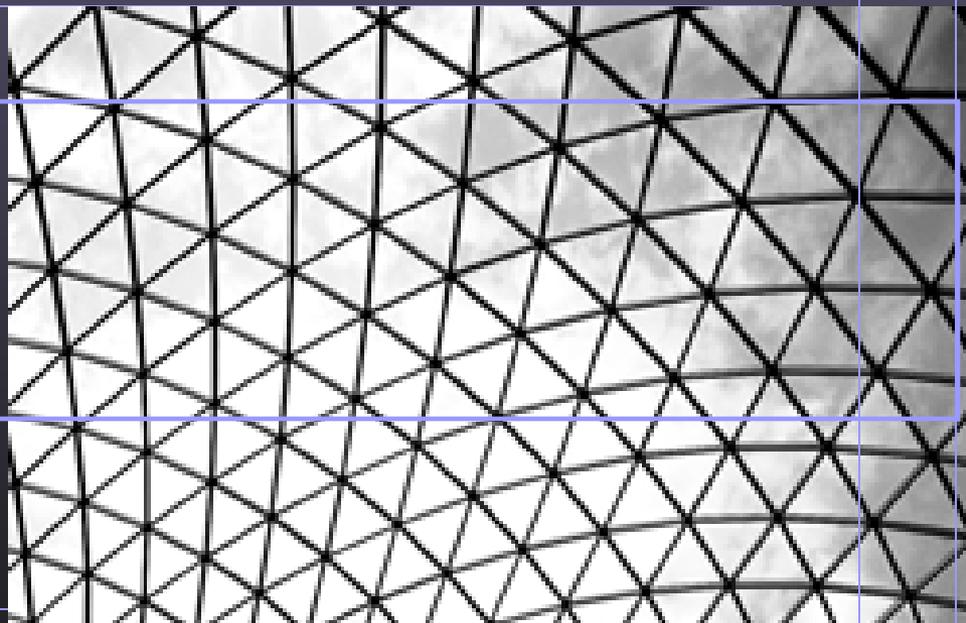
Scientific Survey Administration



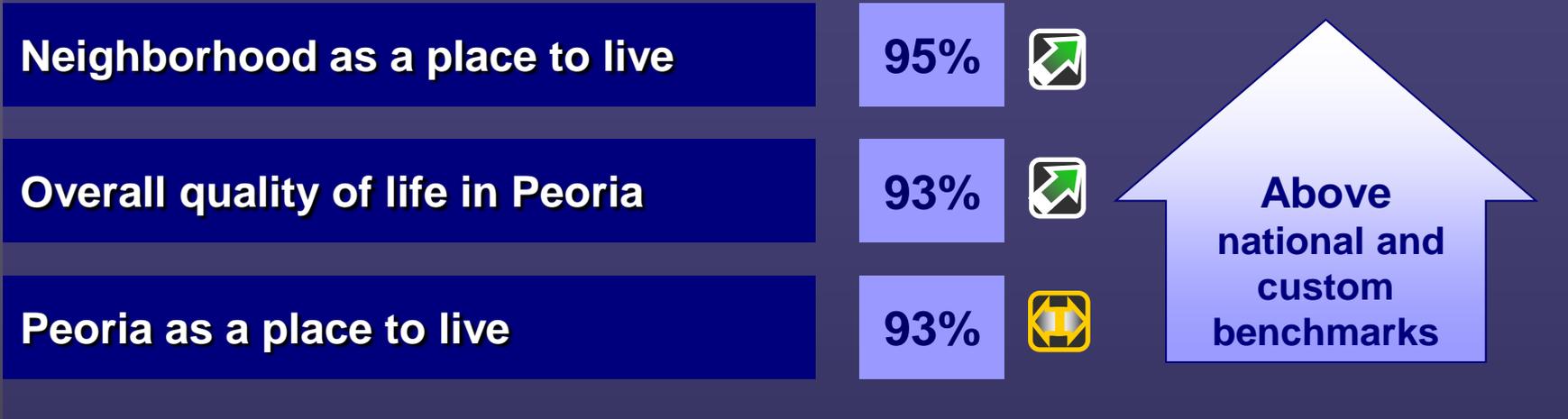


The National Citizen Survey™

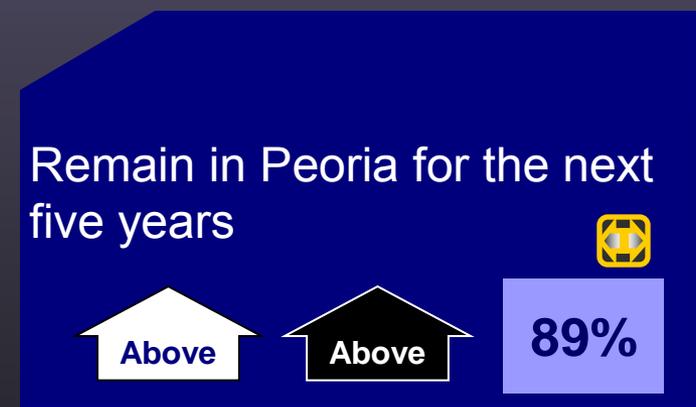
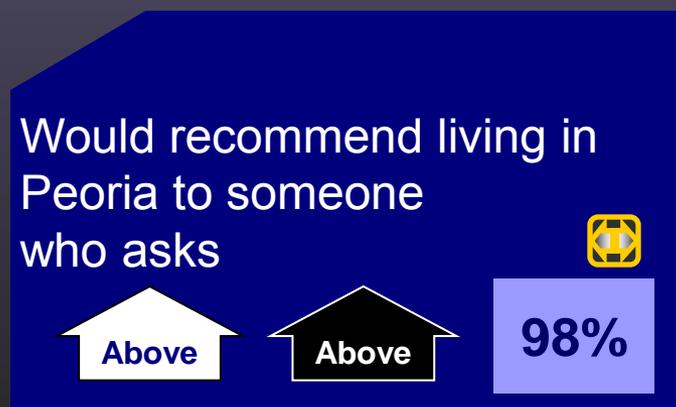
Community Ratings



Overall Quality of Community



Percent "excellent" or "good"



= national benchmark comparison

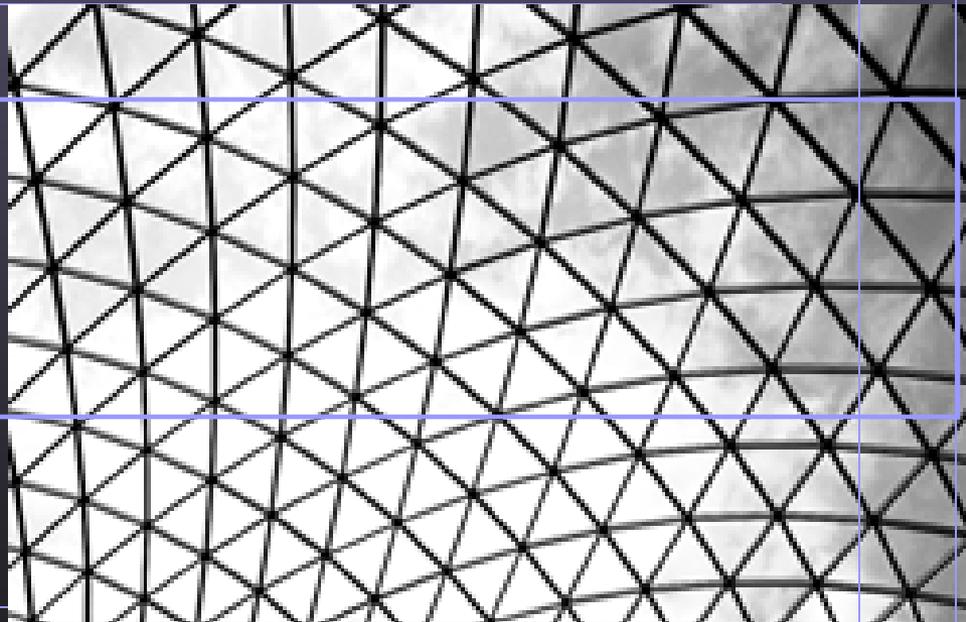
= Custom benchmark comparison

= Compared to 2009



The National Citizen Survey™

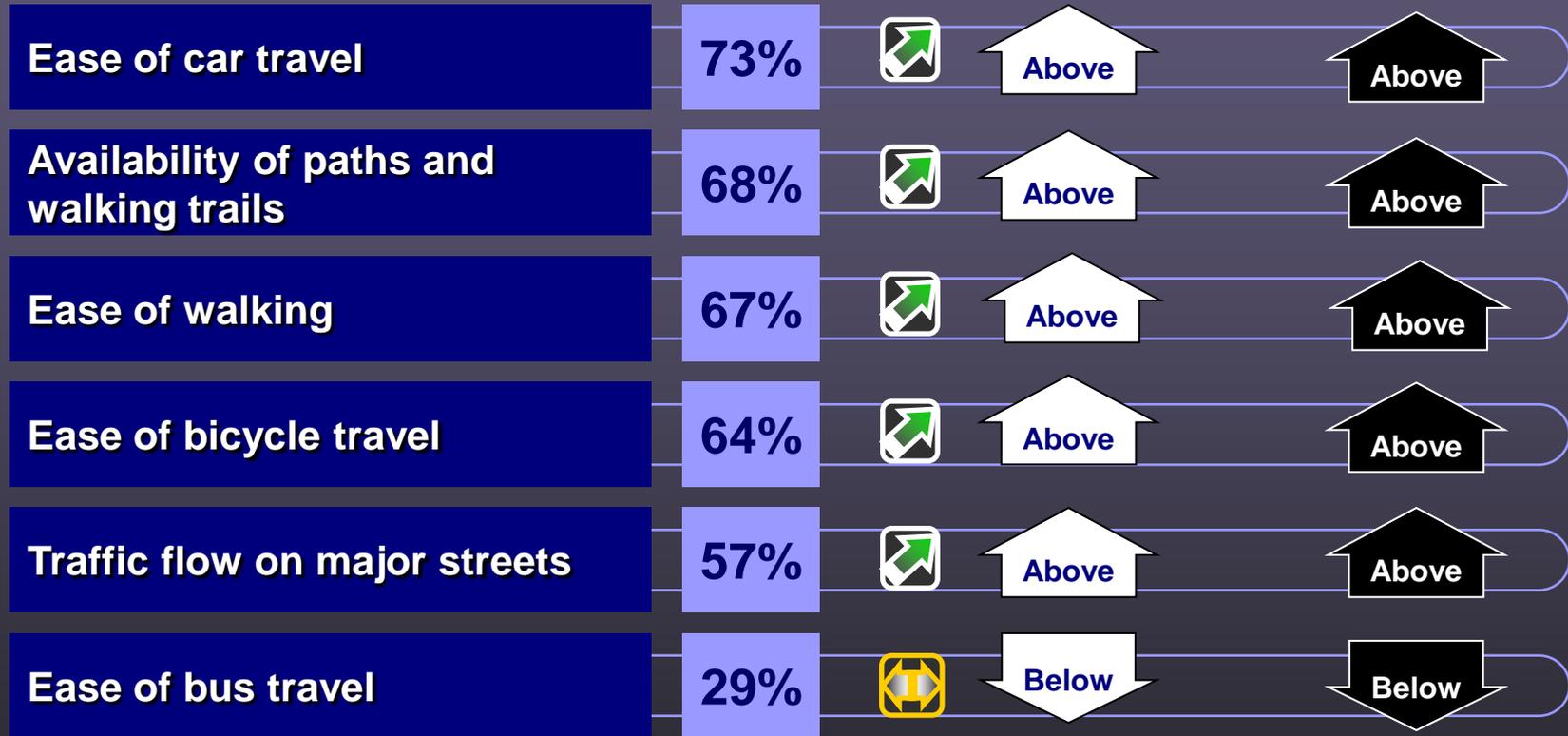
Community Design



Transportation

National Benchmark

Populations 100k-200k Benchmark



Percent "excellent" or "good"

   = Compared to 2009

Transportation Services

Sidewalk maintenance

74%



Street lighting

73%



Street cleaning

72%



Traffic signal timing

61%



Street repair

58%



Much above
the national
and custom
benchmarks

Bus or transit
services

34%



Much below
the national and custom
benchmark

Percent "excellent" or "good"

   = Compared to 2009

Land Use and Development

Above
the
benchmarks

81%



Overall appearance of Peoria

76%

Much above
the
benchmarks



Quality of new development in Peoria

Percent “excellent” or “good”



= Compared to 2009

Economic Sustainability

Peoria as a place to work

79%



Overall quality of businesses and service establishments

75%



Shopping opportunities

73%



Employment opportunities

45%



Much above the national and custom benchmarks

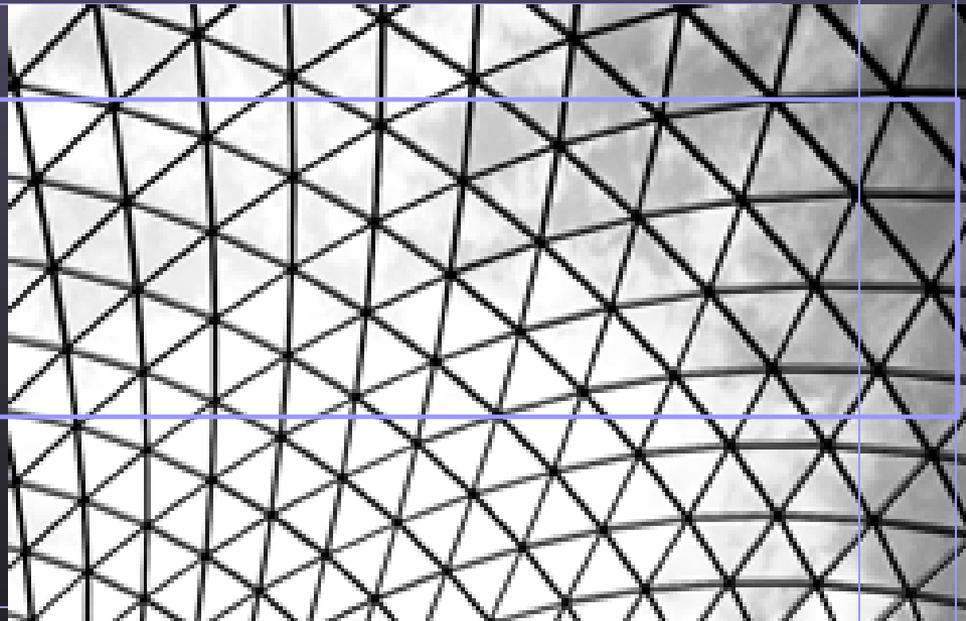
Percent “excellent” or “good”

= Compared to 2009

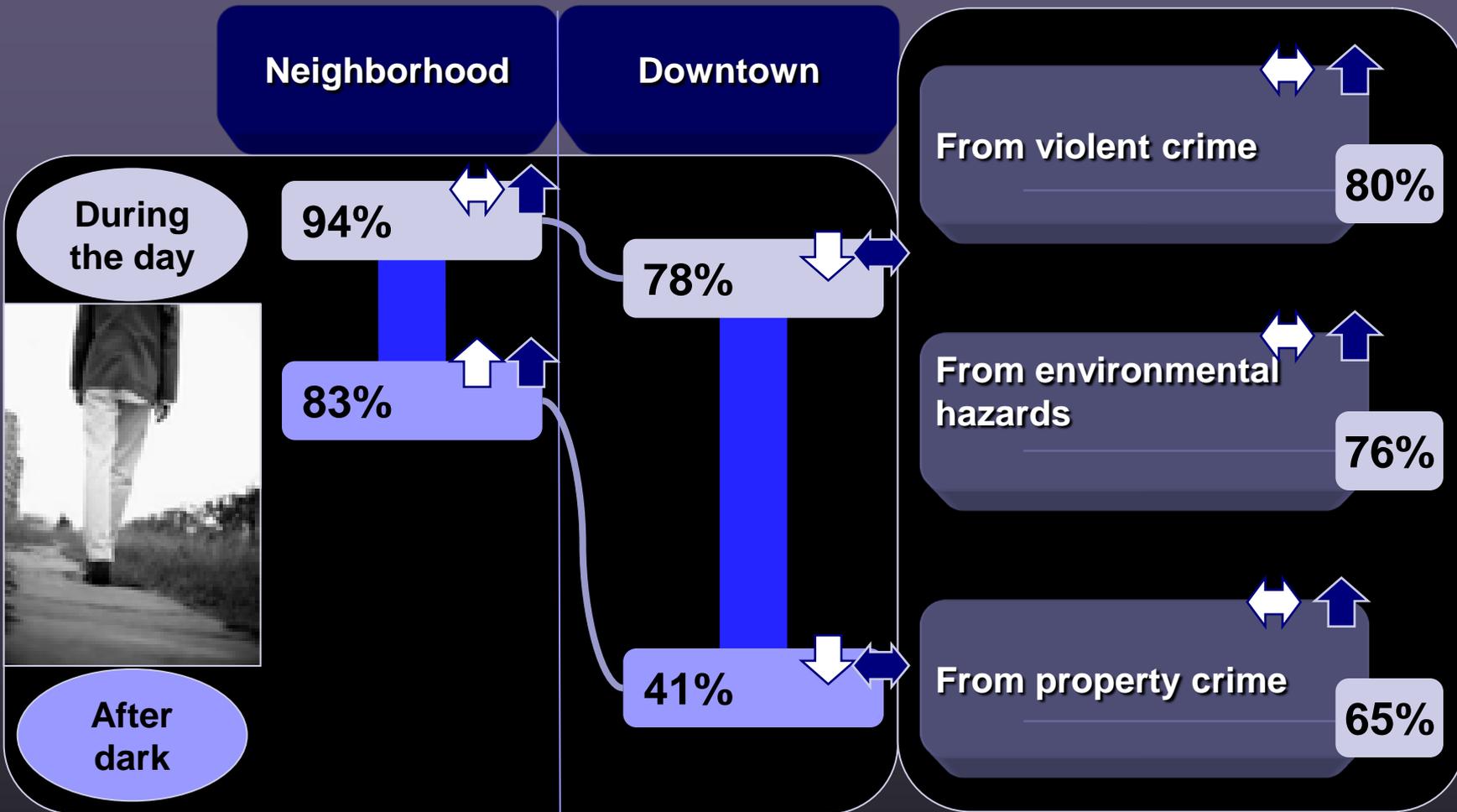


The National Citizen Survey™

Public Safety



Public Safety

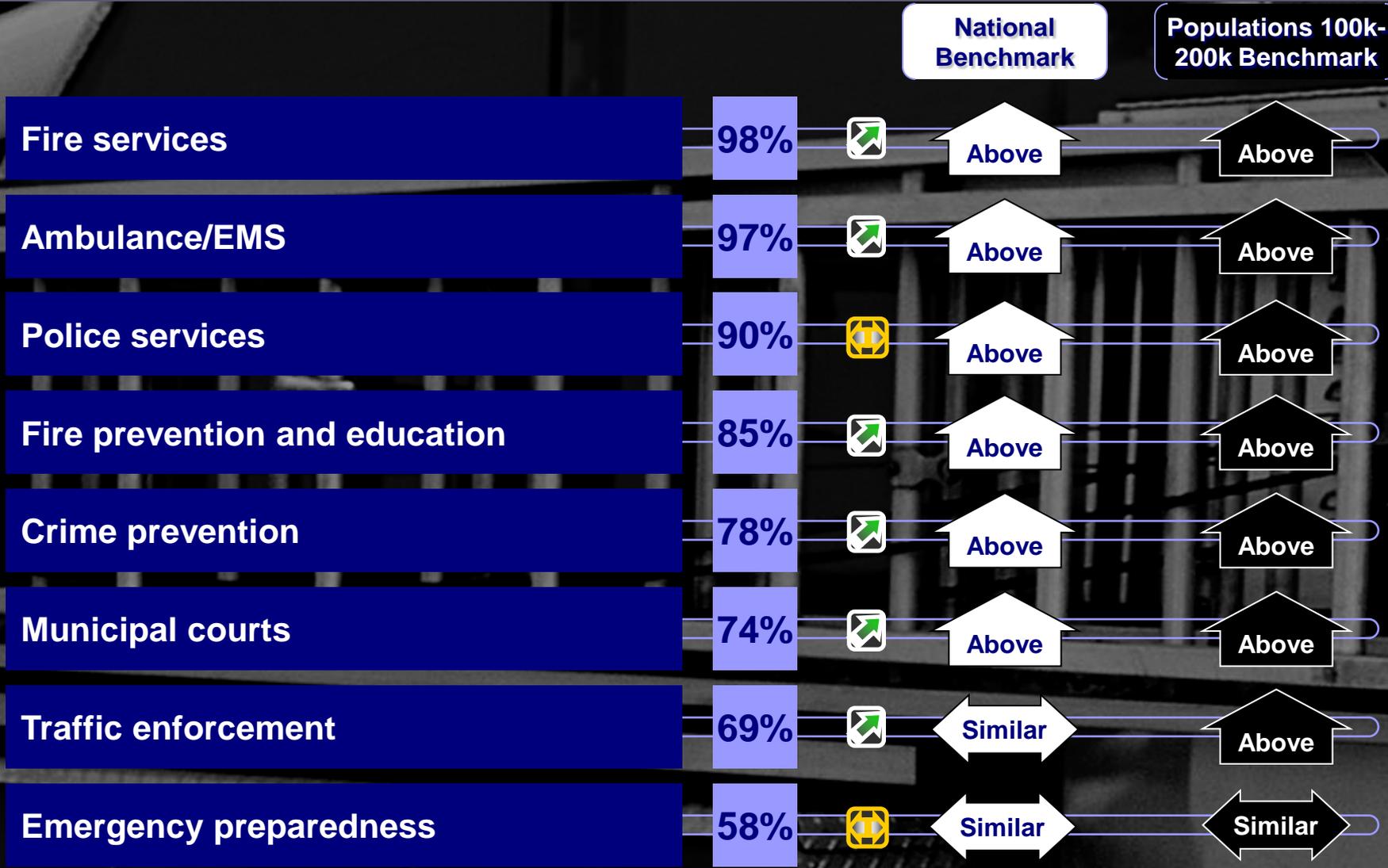


Felt "very" or "somewhat" safe

↔ = national benchmark comparison

↔ = custom benchmark comparison

Safety Services



   = Compared to 2009

Percent "excellent" or "good"

Environmental Sustainability

National Benchmark

Populations 100k-200k Benchmark

Cleanliness of Peoria

84%



Above

Above

Quality of overall natural environment

69%



Similar

Above

Preservation of natural areas such as open space, farmlands and greenbelts

66%



Similar

Above

90%

Recycled used paper, cans or bottles from home at least once in the prior 12 months

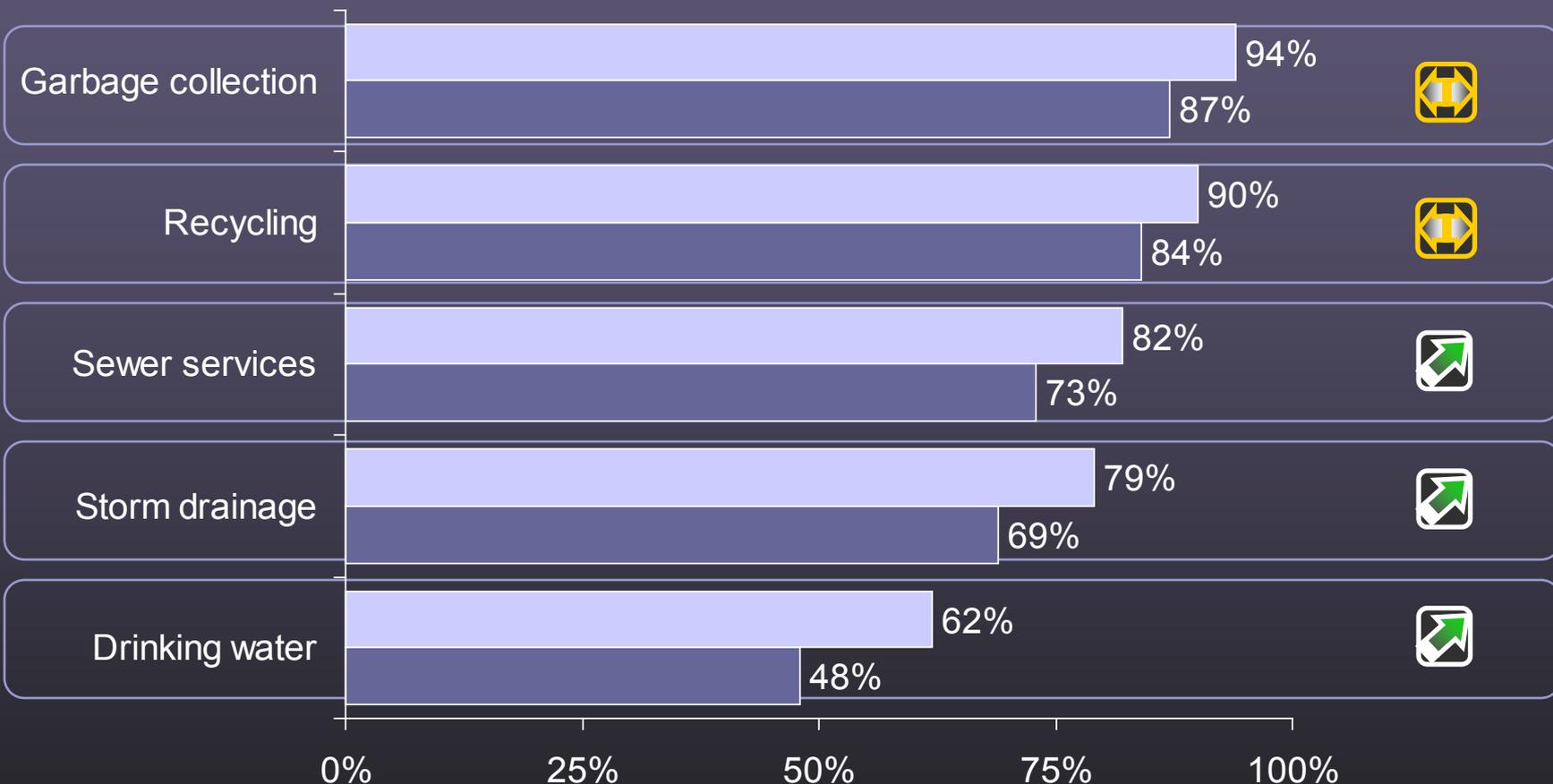
Above the national and custom benchmarks

= Compared to 2009

Percent "excellent" or "good"

Utilities Services

■ 2013
 □ 2009



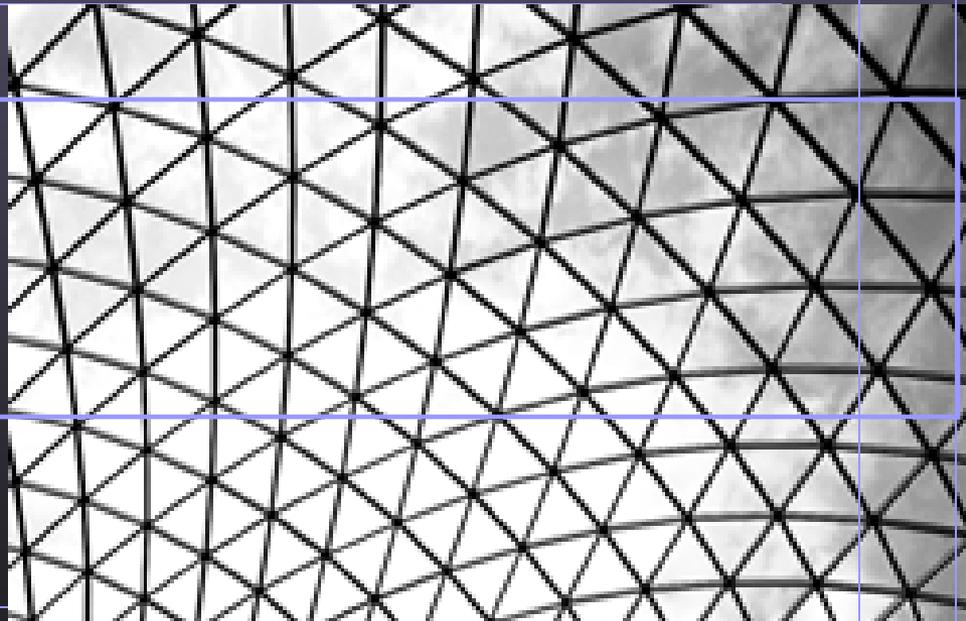
Percent "excellent" or "good"

= Compared to 2009



The National Citizen Survey™

Recreation and Wellness



Parks and Recreation

Recreation centers or facilities

88%



City parks

83%



Recreation programs or classes

81%



Above
the
national
and
custom
benchmarks

70%



Recreation
opportunities

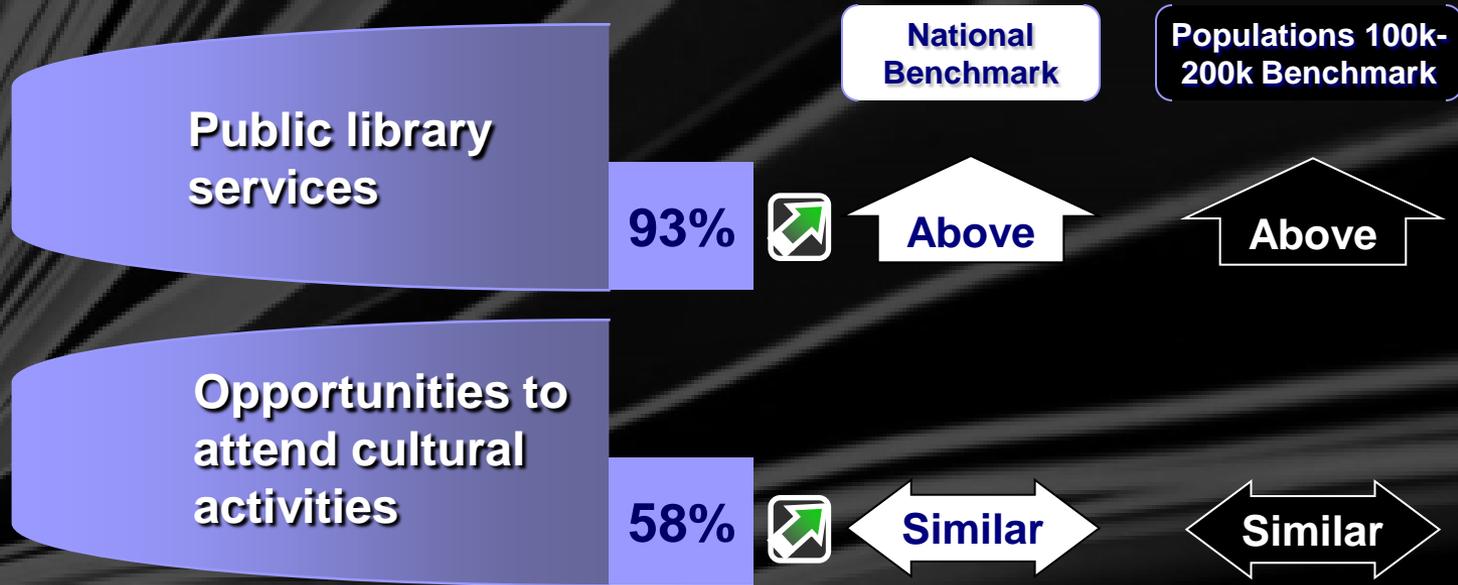
Above
the national
benchmark

Above
the custom
benchmark

= Compared to 2009

Percent "excellent" or "good"

Culture, Arts and Education



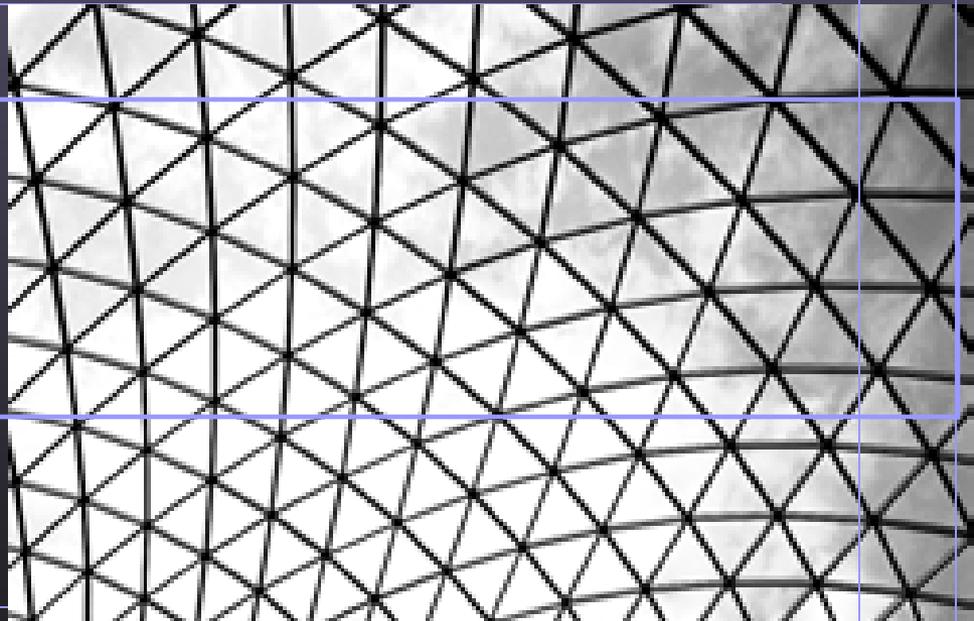
Percent "excellent" or "good"

= Compared to 2009

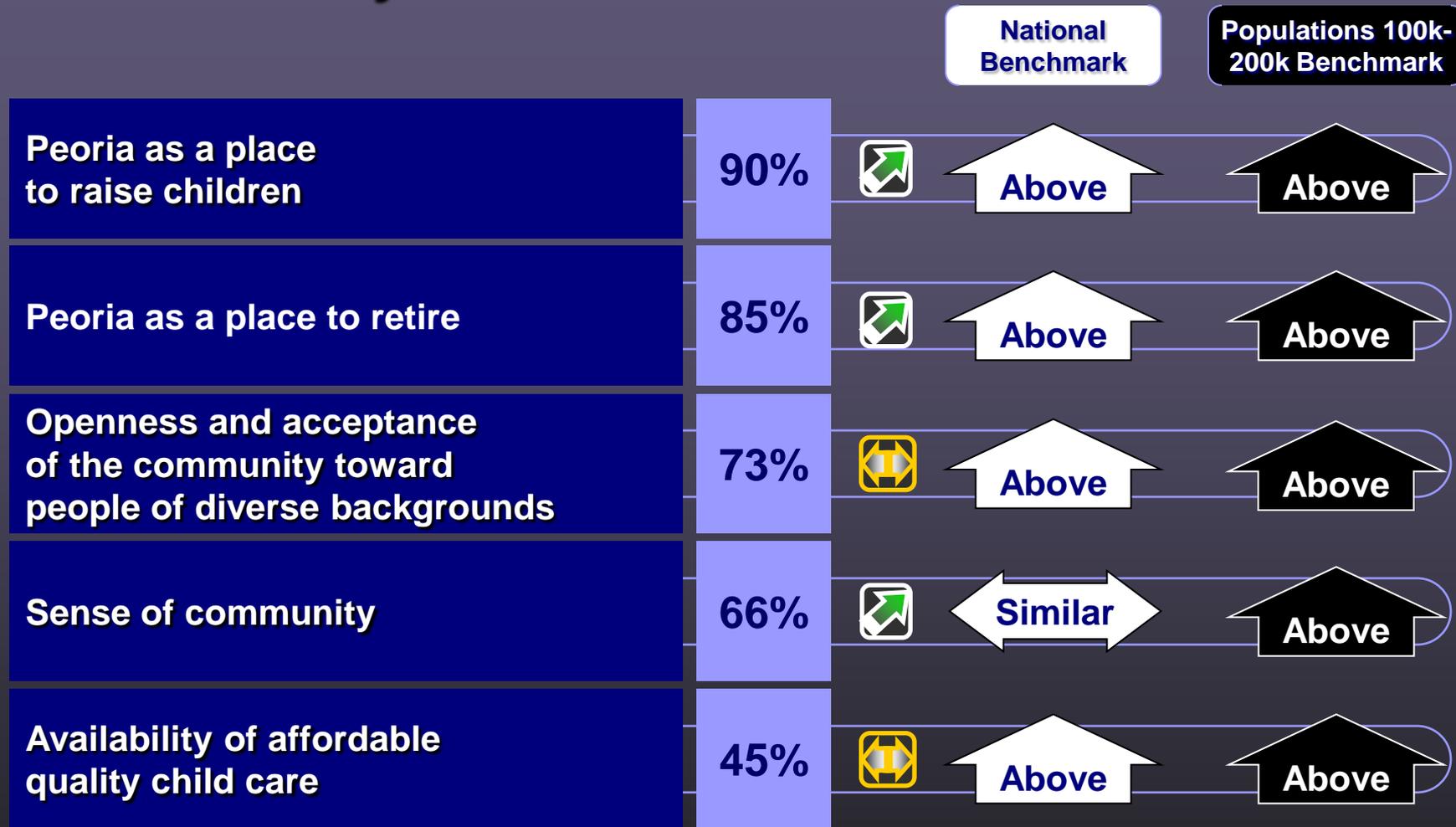


The National Citizen Survey™

Community and Civic Engagement



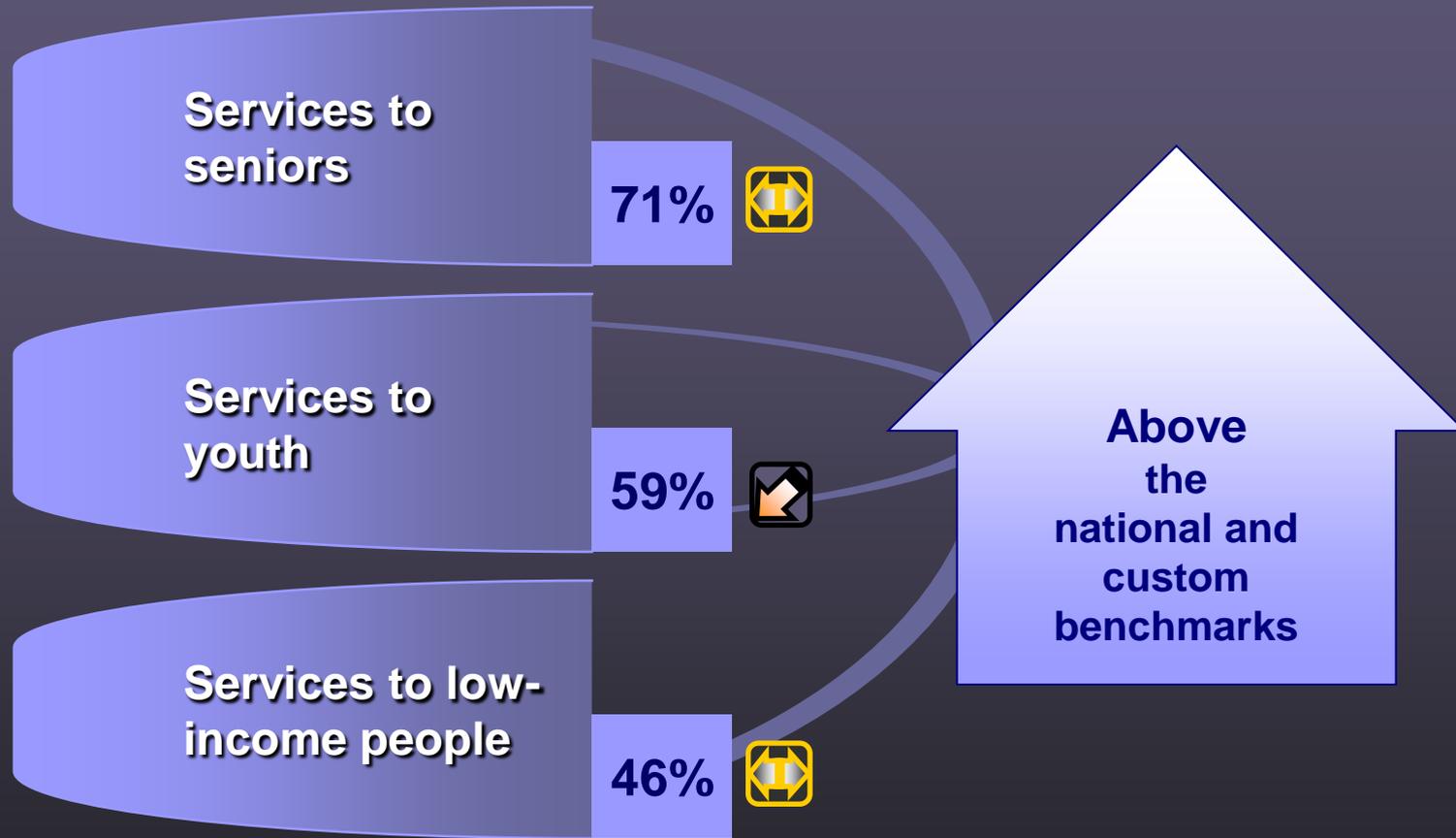
Community Inclusiveness



Percent "excellent" or "good"

= Compared to 2009

Services to Population Subgroups

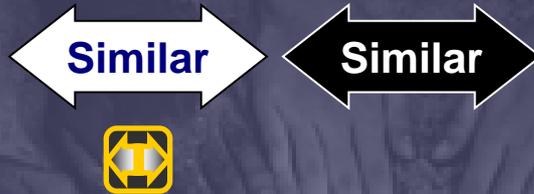


Percent "excellent" or "good"

   = Compared to 2009

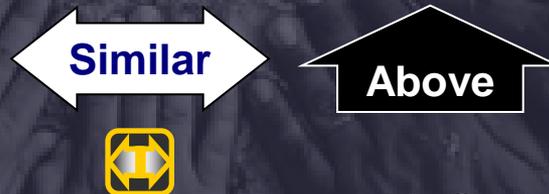
Civic Activity

70%



Opportunities to volunteer

63%



Opportunities to participate in community matters

= Compared to 2009

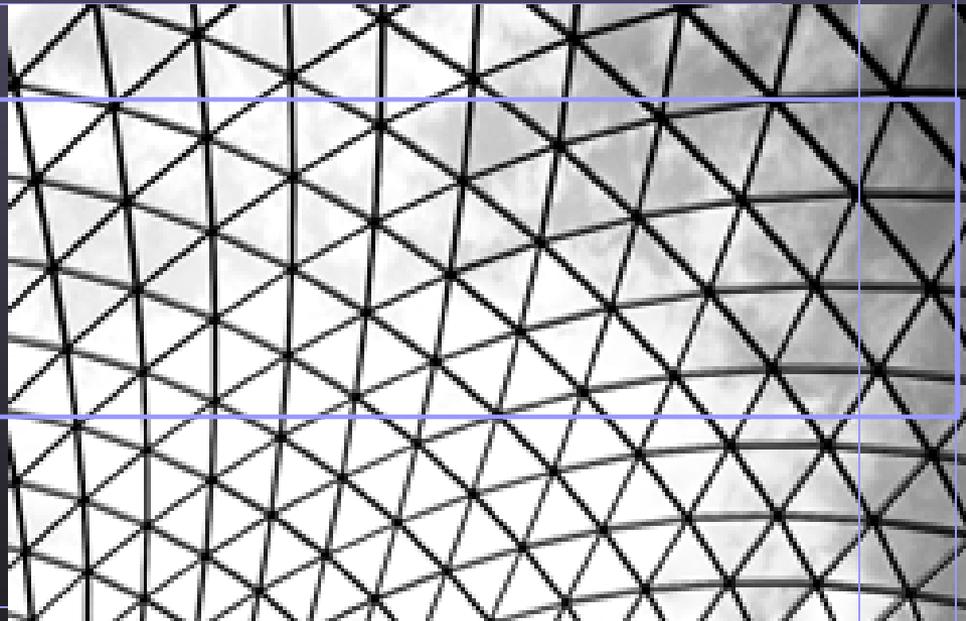
Percent "excellent" or "good"

= national benchmark comparison = custom benchmark comparison



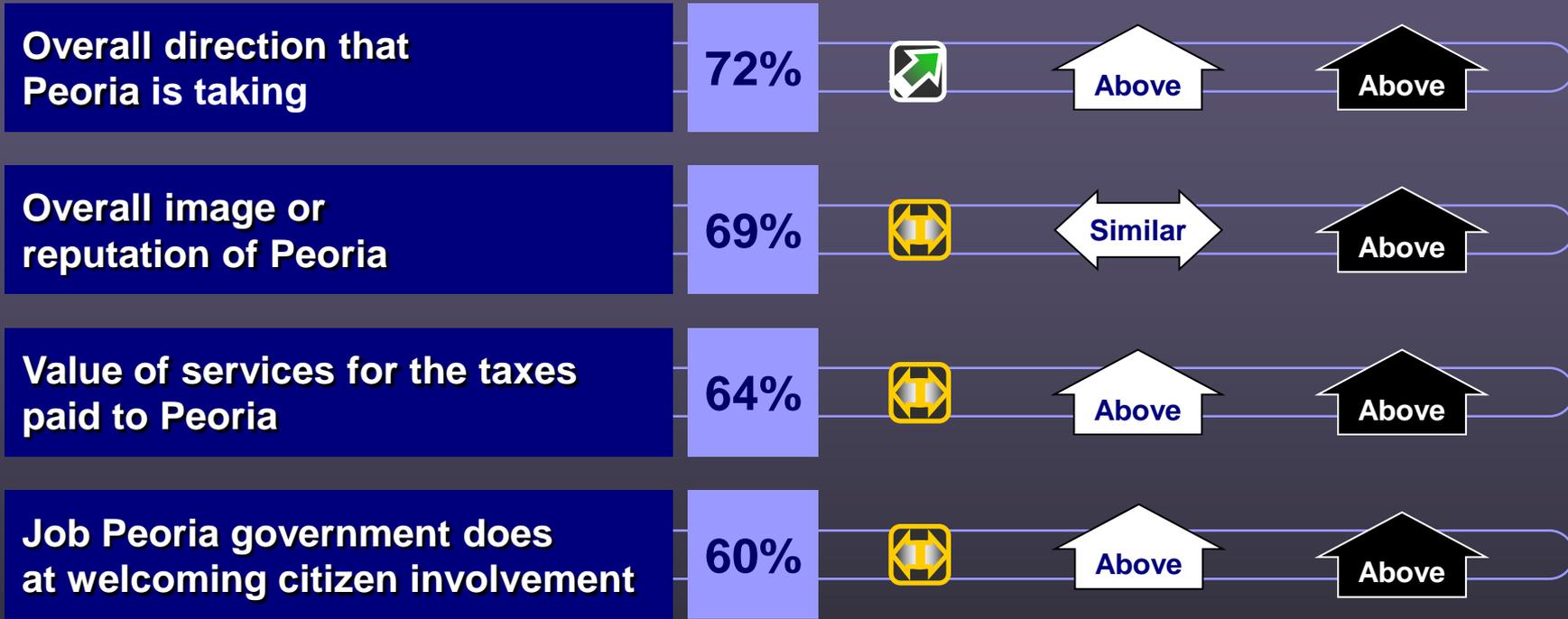
The National Citizen Survey™

City of Peoria Government



Public Trust

National Benchmark **Populations 100k-200k Benchmark**



Percent "excellent" or "good"

= Compared to 2009

City of Peoria Employees



Knowledge	86%	
Overall impression	85%	
Courtesy	84%	
Responsiveness	76%	

**Above
the
national and
custom
benchmarks**

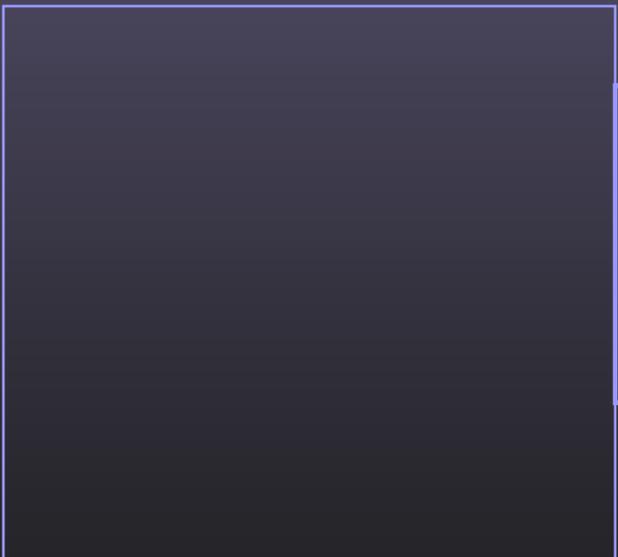
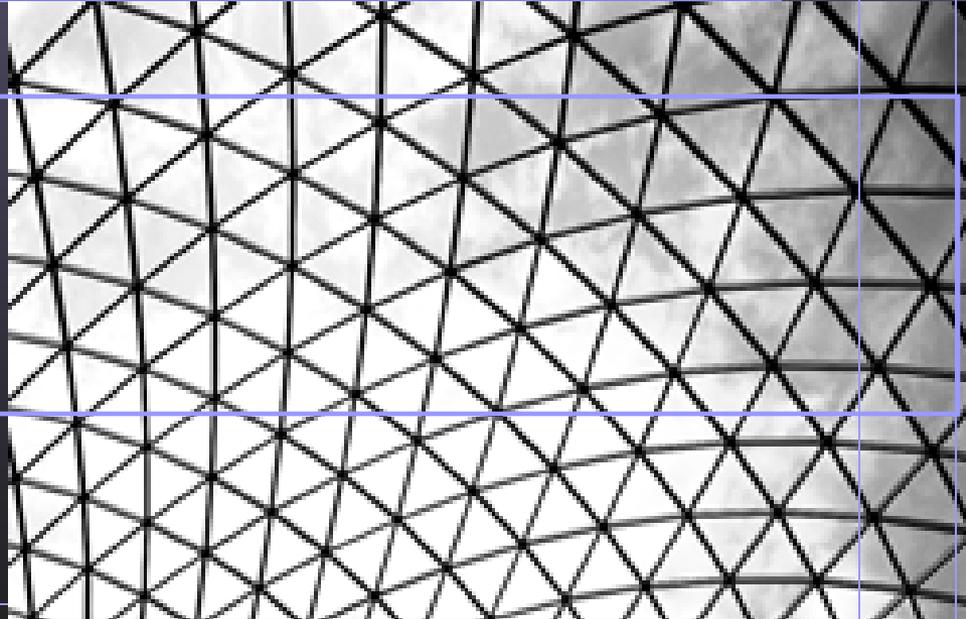
Percent "excellent" or "good"

= Compared to 2009



The National Citizen Survey™

From Data to Action

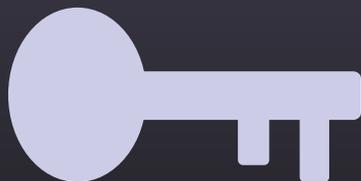


Resident priorities

Trendline data

National
Benchmark
Comparisons

“Key Drivers”

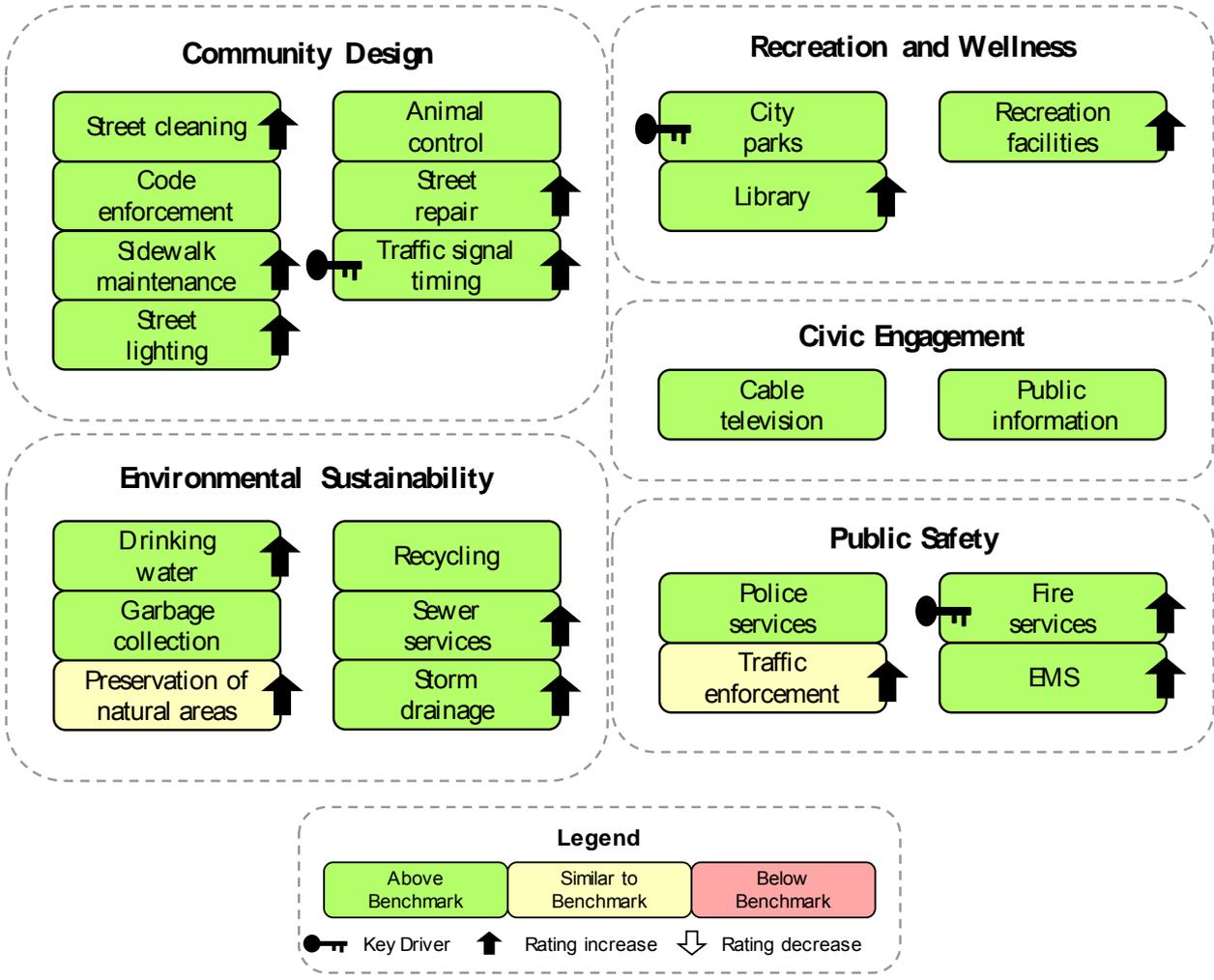


Key Driver Analysis (KDA)

- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could “get the most bang for the buck”

Peoria Action Chart™

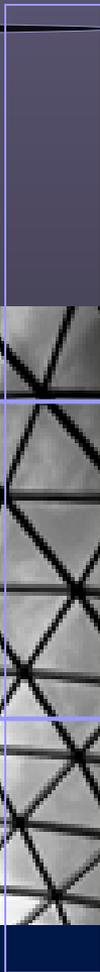
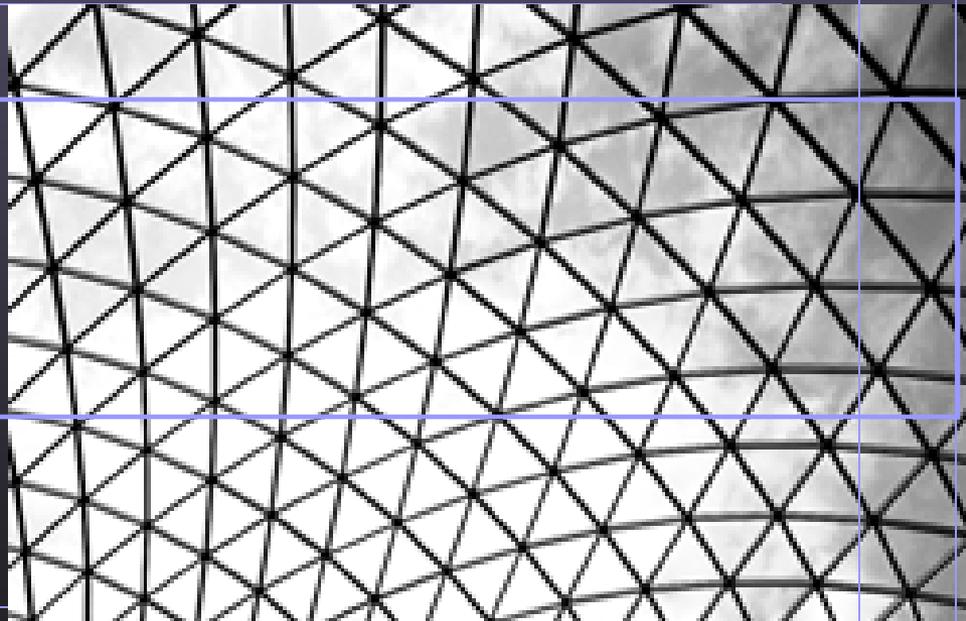
Overall Quality of City of Peoria Services





The National Citizen Survey™

Custom Questions



Custom Question 1

Which of the following, if any, do you use to watch Peoria Channel 11 programming? (Please check all that apply.)	Percent of respondents
I don't watch Peoria Channel 11 programming	65%
Cox Cable	32%
YouTube	4%
Web streaming	1%

Custom Question 2

Please indicate if each of the following is a major source, minor source, or not a source of information for you about the City of Peoria and its activities:

Percent “major” or “minor” source

Word of mouth

76%

City of Peoria newsletter (Peoria NOW)

74%

Local newspapers (Arizona Republic, Peoria Independent, Peoria Times, etc.)

72%

City of Peoria Web site (www.peoriaaz.gov)

68%

City of Peoria recreation brochure (Get Active)

61%

Peoria Channel 11 cable television (City council meetings, REC show, etc.)

31%

Facebook

24%

Email subscription (Snapshots)

19%

Twitter

15%

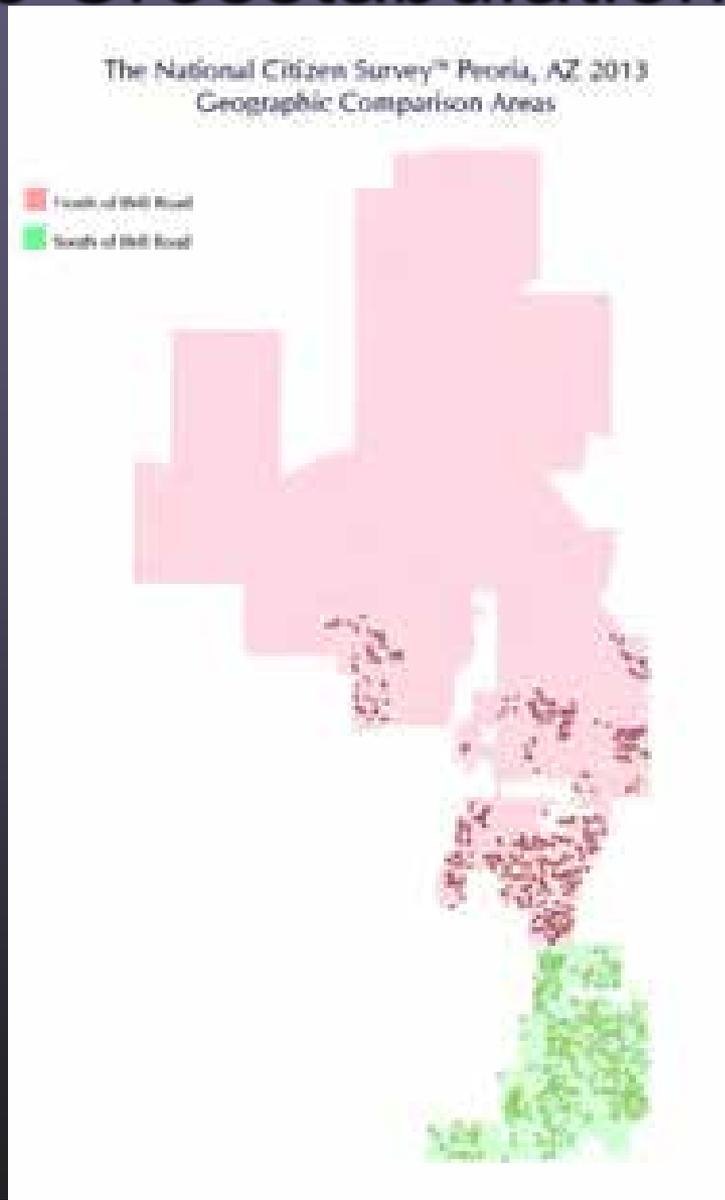
LinkedIn

9%

Demographic Crosstabulations

- ▶ Crosstabulations of questions 1-22
- ▶ Demographic variables
 - ▲ D9 (annual household income)
 - ▲ D10 and D11 (race and ethnicity)
 - ▲ D12 (age)
 - ▲ D13 (gender)

Geographic Crosstabulations



Conclusions

Highlights

Quality of life

Transportation improvements

Safety services improvements

Opportunities

Youth services

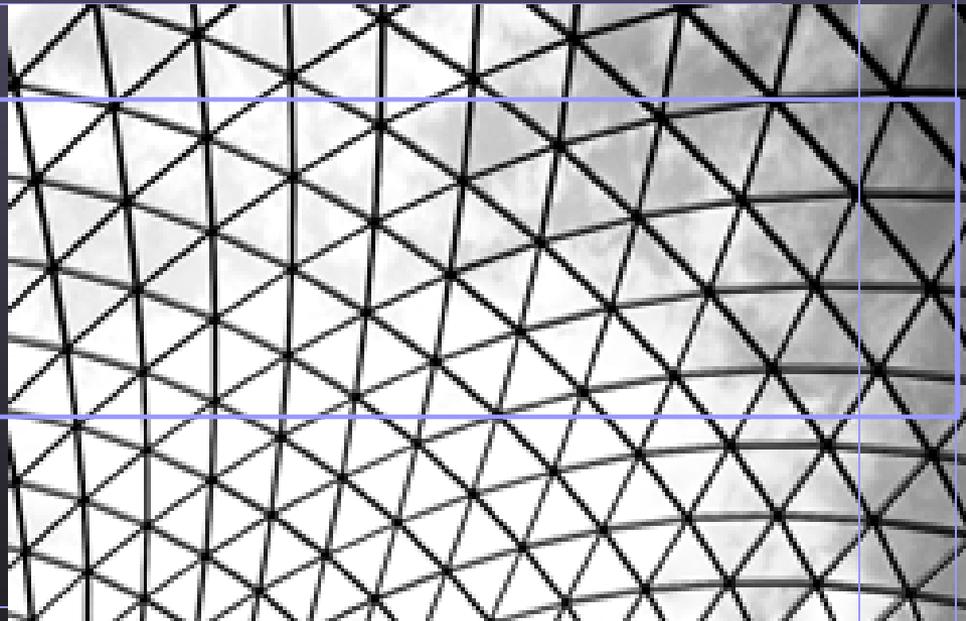
Maintaining large rating improvements

Feelings of safety downtown



The National Citizen Survey™

Questions?





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Thank you!

National Research
Center, Inc.

303-444-7863

www.n-r-c.com

