



# CITY OF PEORIA, AZ 2013



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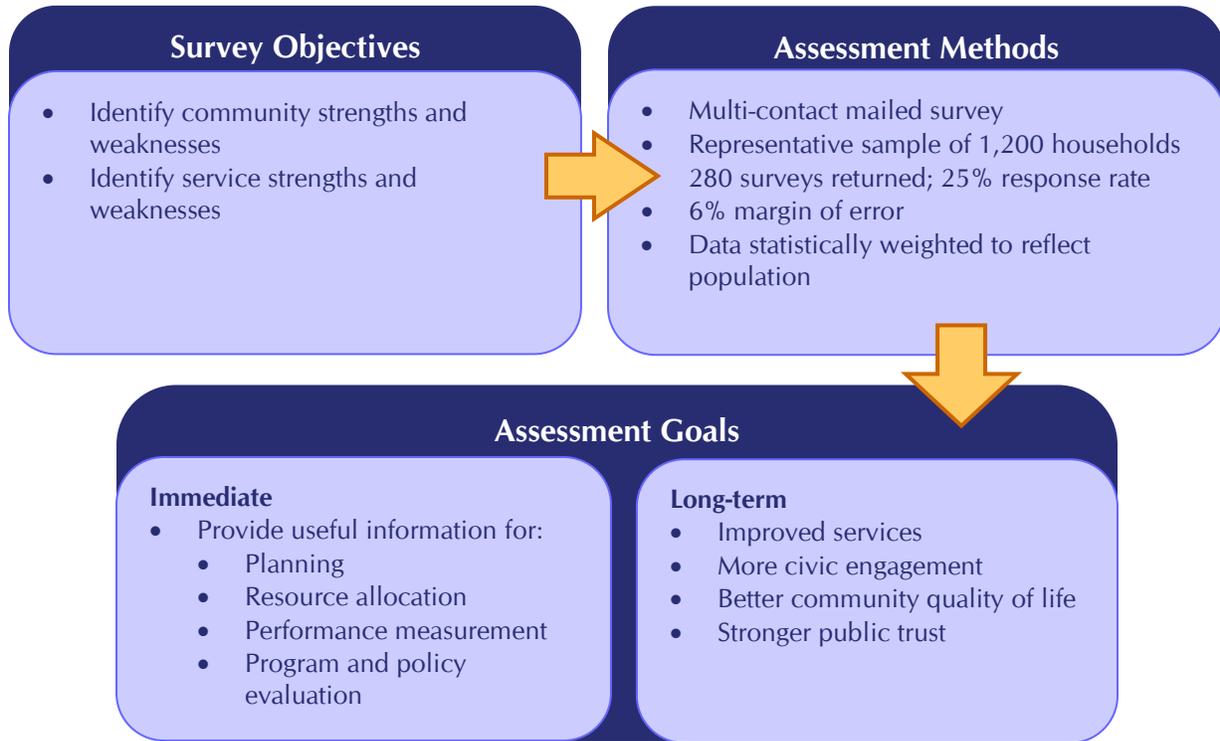
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# SURVEY BACKGROUND

## ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 280 completed surveys were obtained, providing an overall response rate of 25%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Peoria was developed in close cooperation with local jurisdiction staff. Peoria staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Peoria staff also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons, geographic crosstabulations of results, demographic crosstabulations of results and several custom questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the City of Peoria Survey (280 completed surveys) is plus or minus six percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 54-66% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Peoria, but from City of Peoria services to services like them provided by other jurisdictions.

### Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than eight percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Peoria chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (communities having populations of 100,000 to 200,000). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Peoria survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Peoria results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Peoria's rating to the benchmark.

### **“Don’t Know” Responses and Rounding**

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of the City of Peoria survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Peoria and believed the City was a good place to live. The overall quality of life in the City of Peoria was rated as “excellent” or “good” by 93% of respondents. Almost all reported they plan on staying in the City of Peoria for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were the cleanliness of Peoria, the overall appearance of Peoria and the variety of housing options. The three characteristics receiving the least positive ratings were employment opportunities, the availability of affordable quality child care and the ease of bus travel in Peoria.

Ratings of community characteristics were compared to the benchmark database. Of the 25 characteristics for which comparisons were available, 16 were above the national benchmark comparison, eight were similar to the national benchmark comparison and one was below.

Residents in the City of Peoria were minimally civically engaged. While only 14% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 92% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Peoria, which was lower than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Peoria as “good” or “excellent.” This was much higher than the national benchmark. Those residents who had interacted with an employee of the City of Peoria in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to almost all of local government services. City services rated were able to be compared to the benchmark database. Of the 34 services for which comparisons were available, 28 were above the benchmark comparison, four were similar to the benchmark comparison and two were below.

Respondents were asked to rate how frequently they participated in various activities in Peoria. The most popular activities included recycling, reading the Peoria Newsletter and providing help to a friend or neighbor; while the least popular activities were attending a meeting of local elected officials and riding a local bus. Generally, participation rates in the various activities in the community were lower than other communities.

Compared to the 2009 survey, ratings increased for overall quality of life, variety of housing options, the overall appearance of Peoria, and the overall quality of the natural environment. Many City service ratings also increased and included street repair, street cleaning, street lighting, sidewalk maintenance, fire services, ambulance or emergency medical services, sewer services, drinking water, storm drainage and recreation centers or facilities.

A Key Driver Analysis was conducted for the City of Peoria which examined the relationships between ratings of each service and ratings of the City of Peoria's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Peoria can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- City parks
- Fire services
- Traffic signal timing

For all services, the City of Peoria was above the benchmark and should continue to ensure high quality performance.

# COMMUNITY RATINGS

## OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Peoria – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Peoria. Residents were asked whether they planned to move soon or if they would recommend the City of Peoria to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Peoria offers services and amenities that work.

Almost all of the City of Peoria’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. Ratings increased for the overall quality of life in Peoria and for neighborhoods as a place to live.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

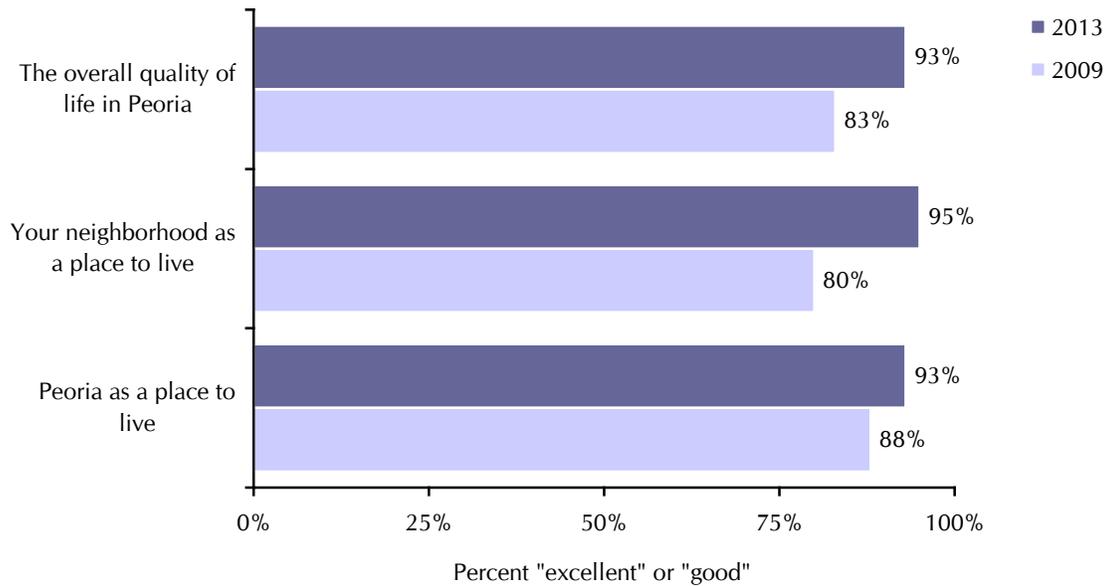
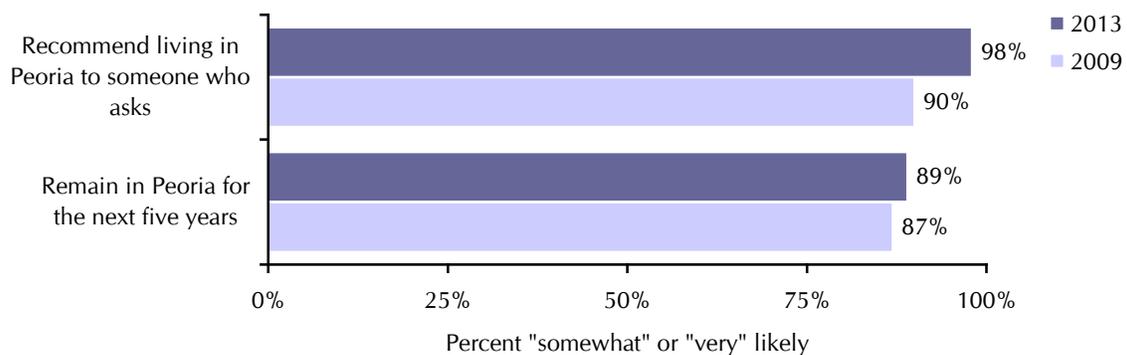


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Overall quality of life in Peoria	Much above	Much above
Your neighborhood as place to live	Much above	Much above
Peoria as a place to live	Above	Much above
Recommend living in Peoria to someone who asks	Much above	Much above
Remain in Peoria for the next five years	Above	Much above

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of car travel was given the most positive rating, followed by the availability of paths and walking trails. These ratings tended to be higher than the benchmarks and higher to years past.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

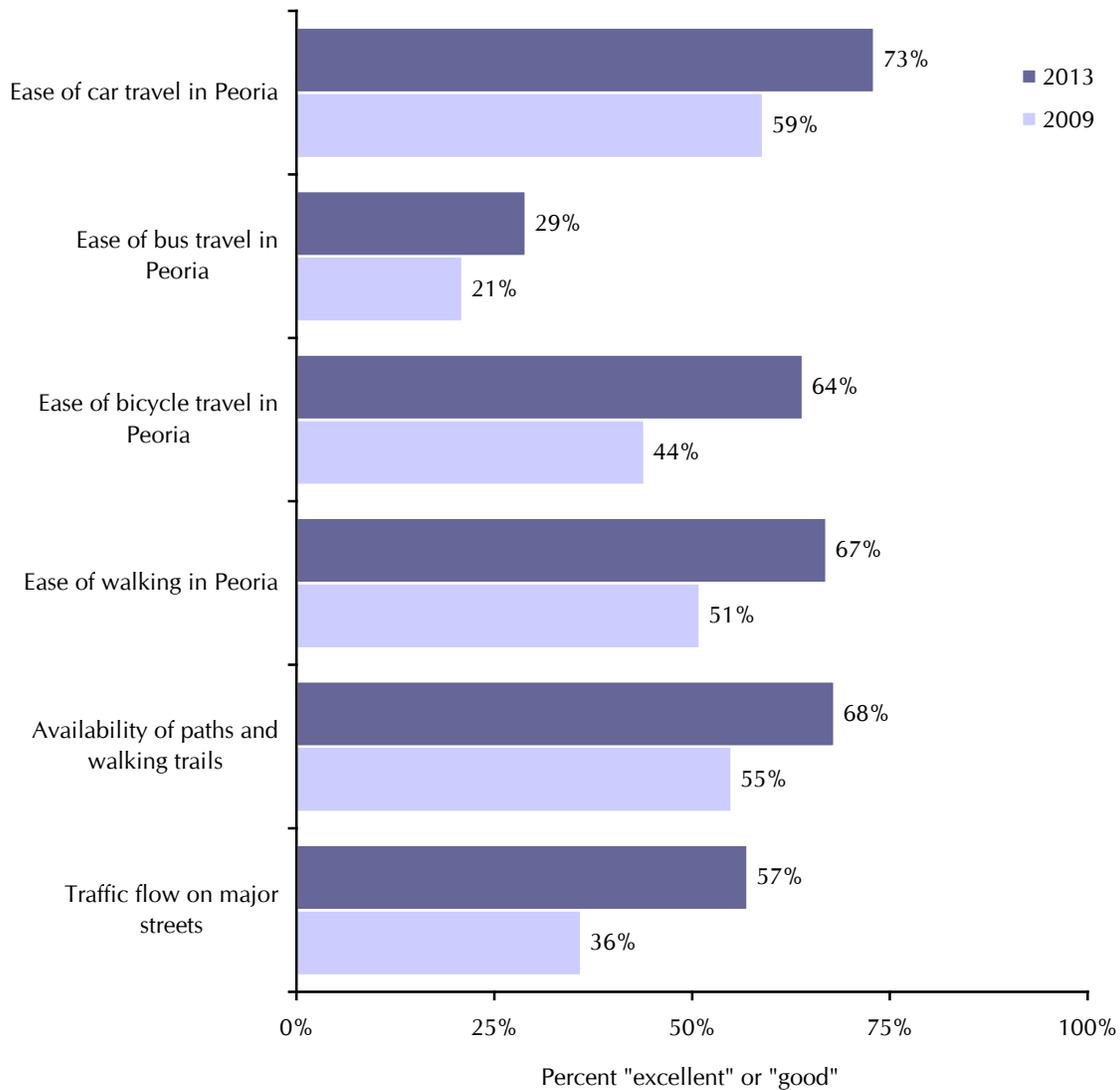


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Ease of car travel in Peoria	Much above	Much above
Ease of bus travel in Peoria	Much below	Much below
Ease of bicycle travel in Peoria	Much above	Much above
Ease of walking in Peoria	Above	Much above
Availability of paths and walking trails	Above	Much above
Traffic flow on major streets	Much above	Much above

Six transportation services were rated in Peoria. As compared to most communities across America, ratings tended to be positive. All services except for bus or transit services were much above the benchmarks; bus or transit services were much below the benchmarks.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

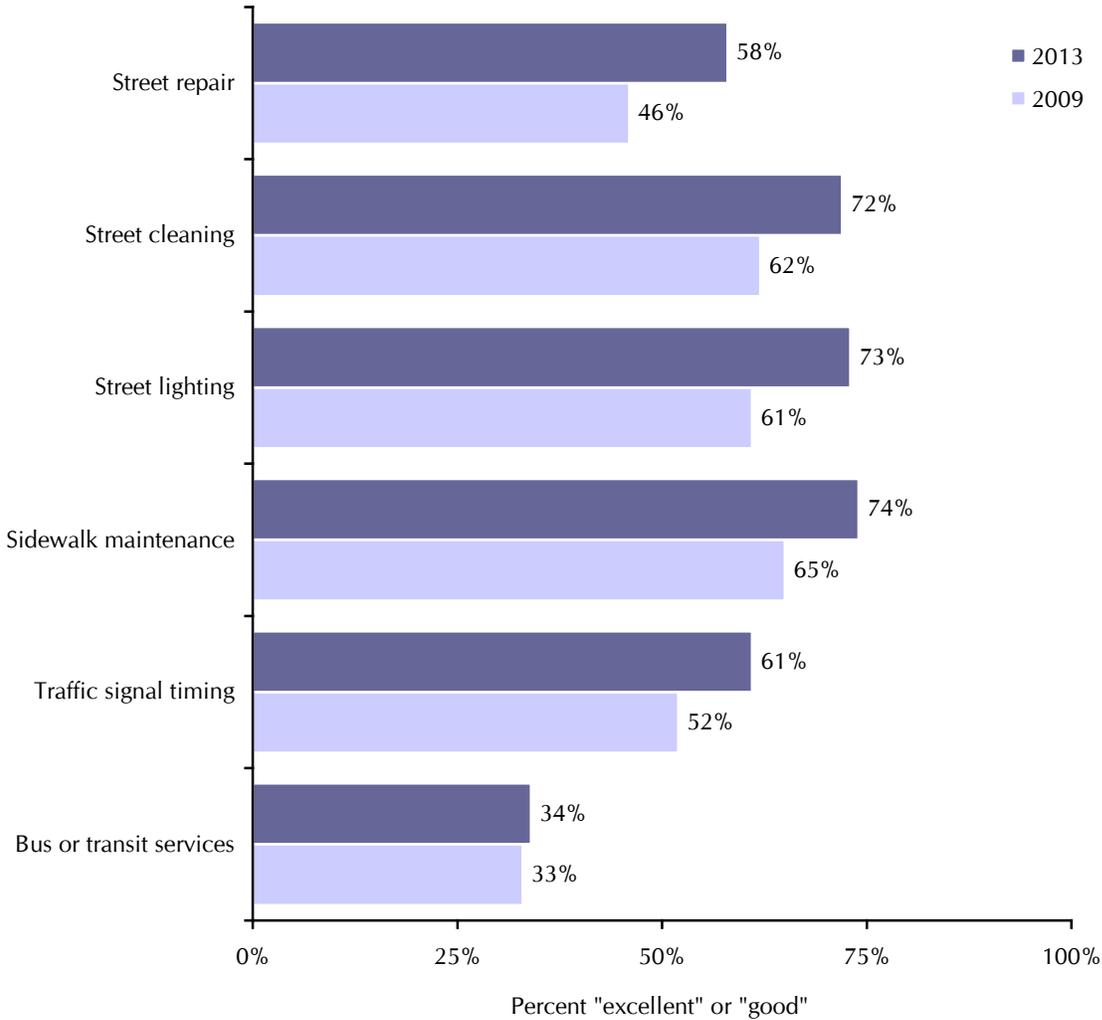


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Street repair	Much above	Much above
Street cleaning	Much above	Much above
Street lighting	Much above	Much above
Sidewalk maintenance	Much above	Much above
Traffic signal timing	Much above	Much above
Bus or transit services	Much below	Much below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 10% of work commute trips were made by carpooling, 1% by transit, 2% by bicycle and 1% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

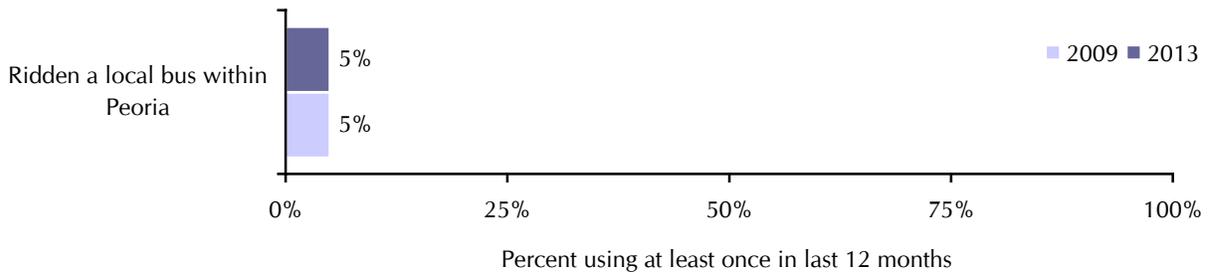


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Ridden a local bus within Peoria	Much less	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

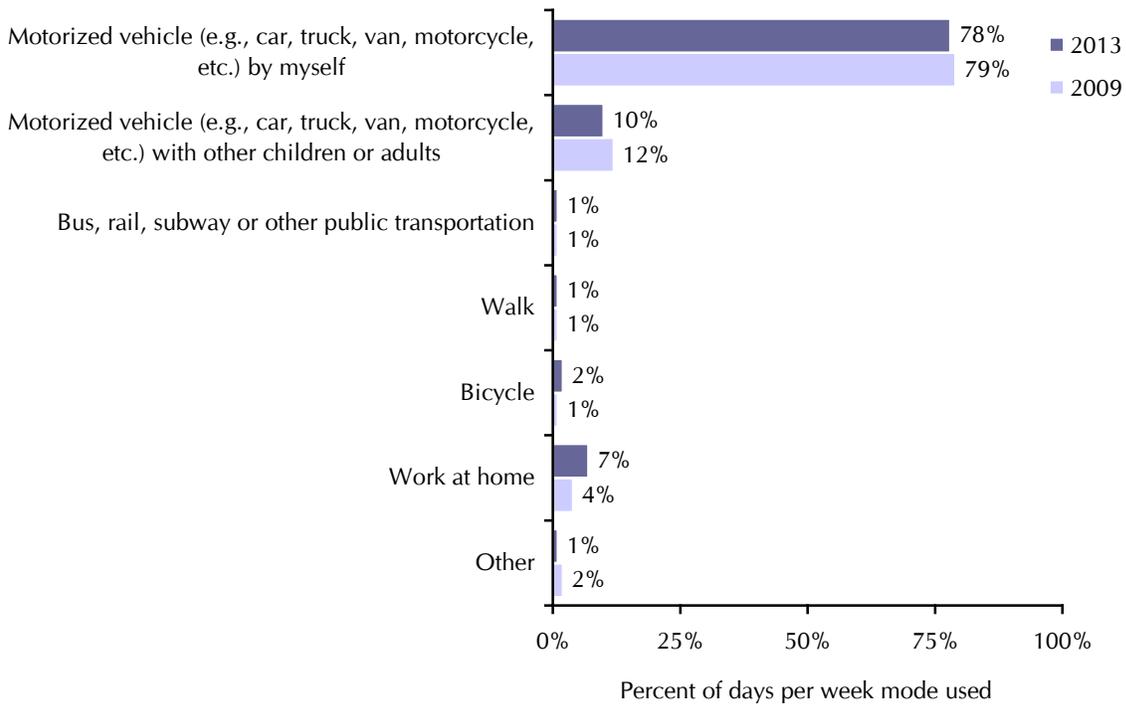


FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Average percent of work commute trips made by driving alone	More	More

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Peoria residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 57% of respondents, while the variety of housing options was rated as “excellent” or “good” by 80% of respondents. The rating of perceived affordable housing availability was much better in the City of Peoria than the ratings, on average, in comparison jurisdictions. Compared to the 2009 survey, ratings increased for the variety of housing options.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

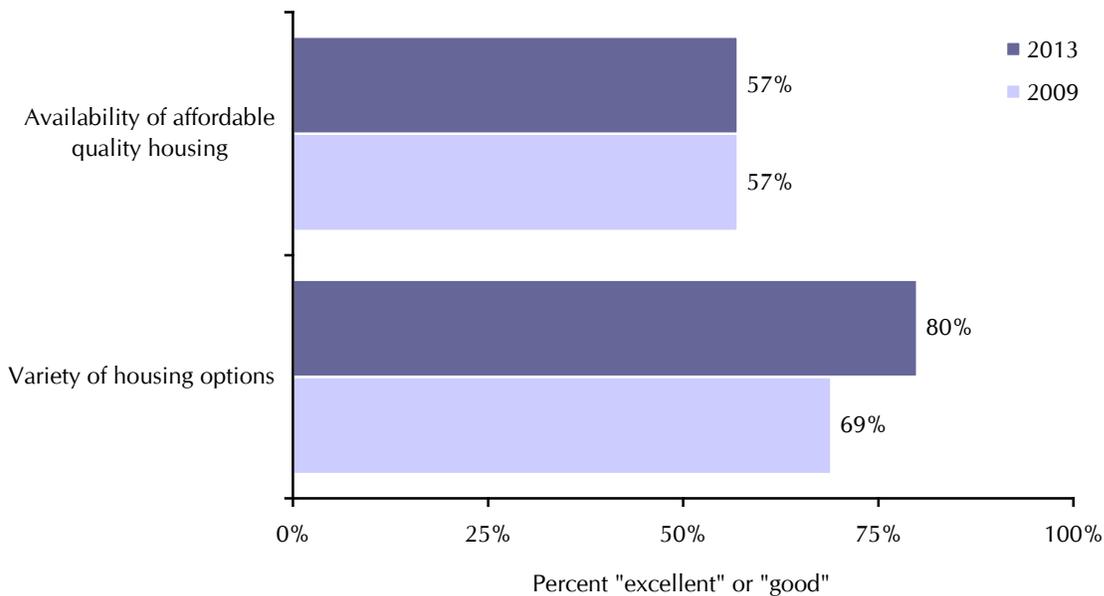


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Availability of affordable quality housing	Much above	Much above
Variety of housing options	Much above	Much above

To augment the perceptions of affordable housing in Peoria, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Peoria experiencing housing cost stress. About a quarter of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

	2009	2013
Housing costs 30% or more of income	41%	25%

FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less	Much less

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Peoria and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Peoria was rated as "excellent" by 21% of respondents and as "good" by an additional 55%. The overall appearance of Peoria was rated as "excellent" or "good" by 81% of respondents and was higher than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Peoria, 3% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated above the benchmarks. Ratings showed an upward pattern for the community's built environment and planning and community code enforcement services when compared to past years.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

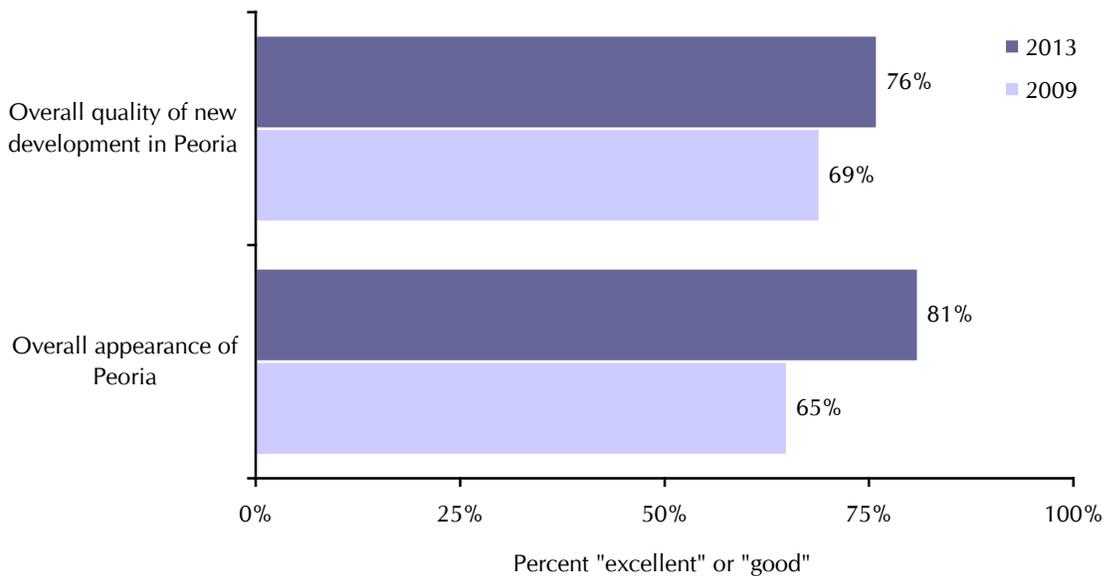


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Quality of new development in Peoria	Much above	Much above
Overall appearance of Peoria	Above	Much above

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

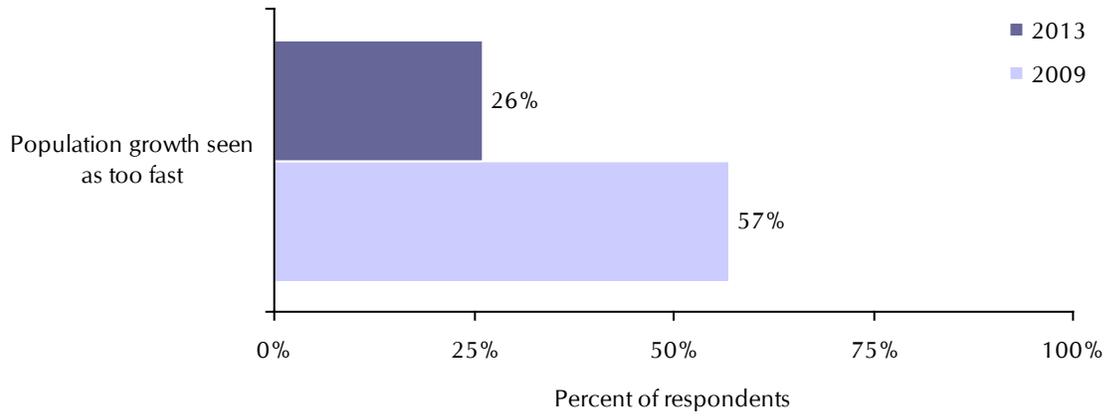


FIGURE 21: POPULATION GROWTH BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Population growth seen as too fast	Much less	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

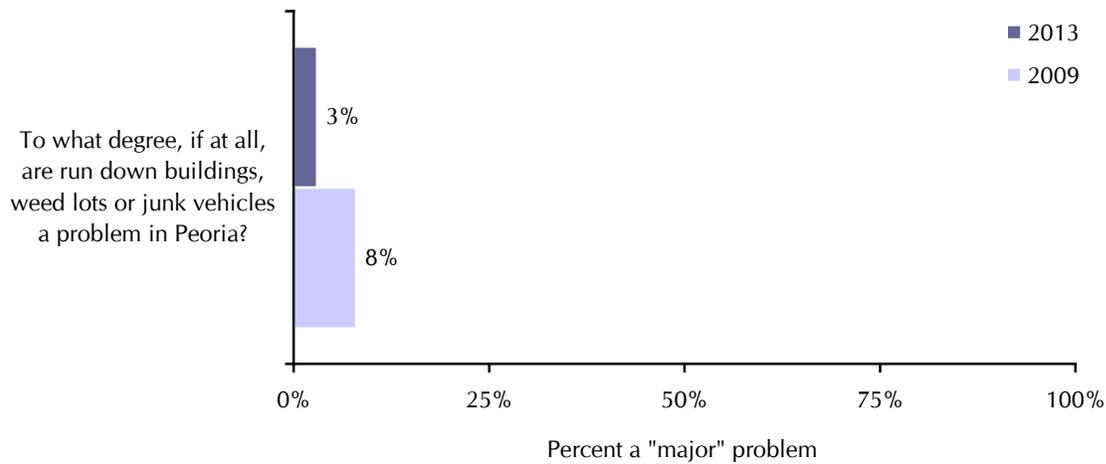


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less	Much less

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

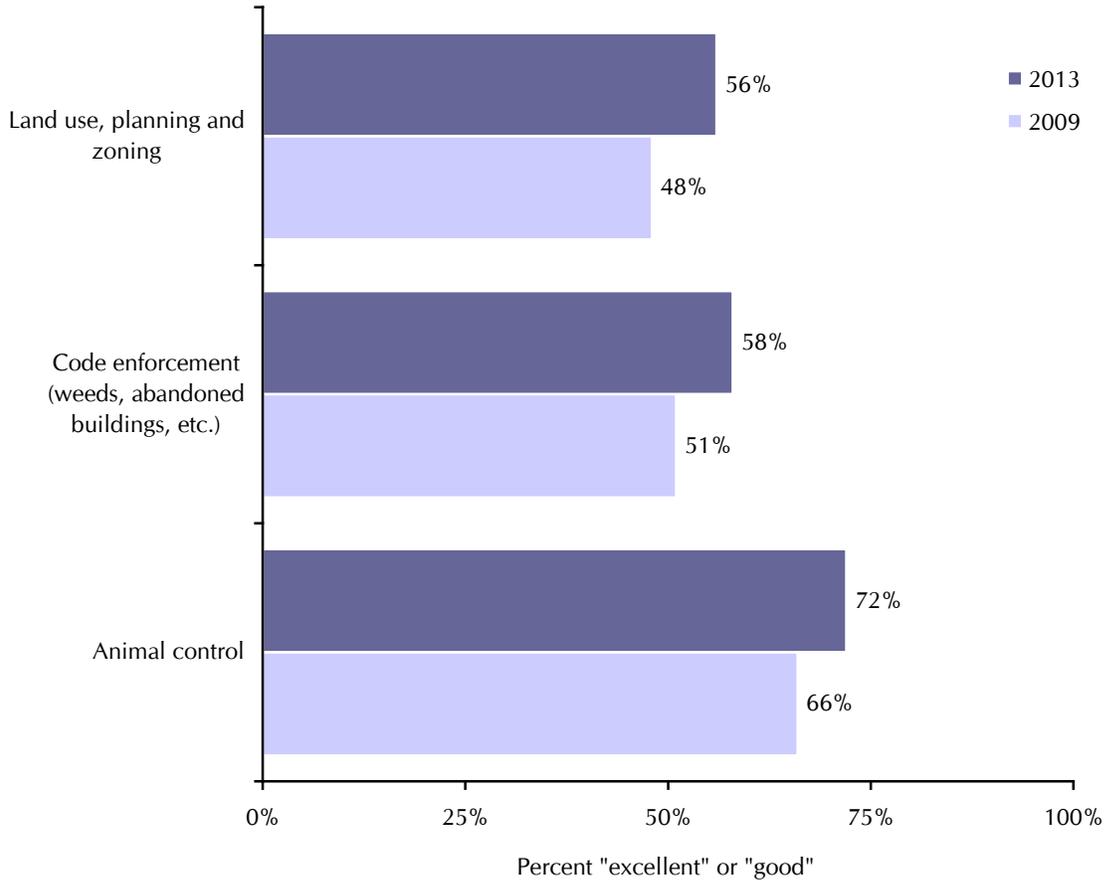


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Land use, planning and zoning	Much above	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Above	Much above
Animal control	Much above	Much above

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Peoria as a place to work and the overall quality of business and service establishments in Peoria. Employment opportunities received the lowest rating, but were much above the benchmarks and trending upward compared to 2009. Ratings also increased for Peoria as a place to work.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

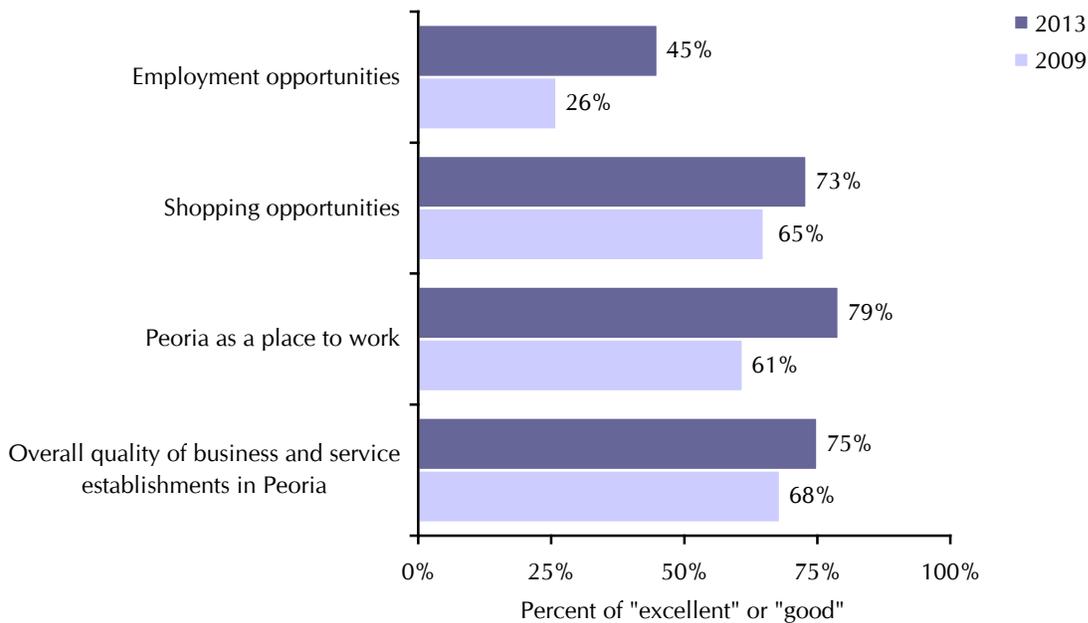


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Employment opportunities	Much above	Much above
Shopping opportunities	Much above	Much above
Peoria as a place to work	Much above	Much above
Overall quality of business and service establishments in Peoria	Much above	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Peoria, 79% responded that it was “too slow,” while 35% reported retail growth as “too slow.” Fewer residents in Peoria compared to other jurisdictions believed that retail growth was too slow and about the same number of residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

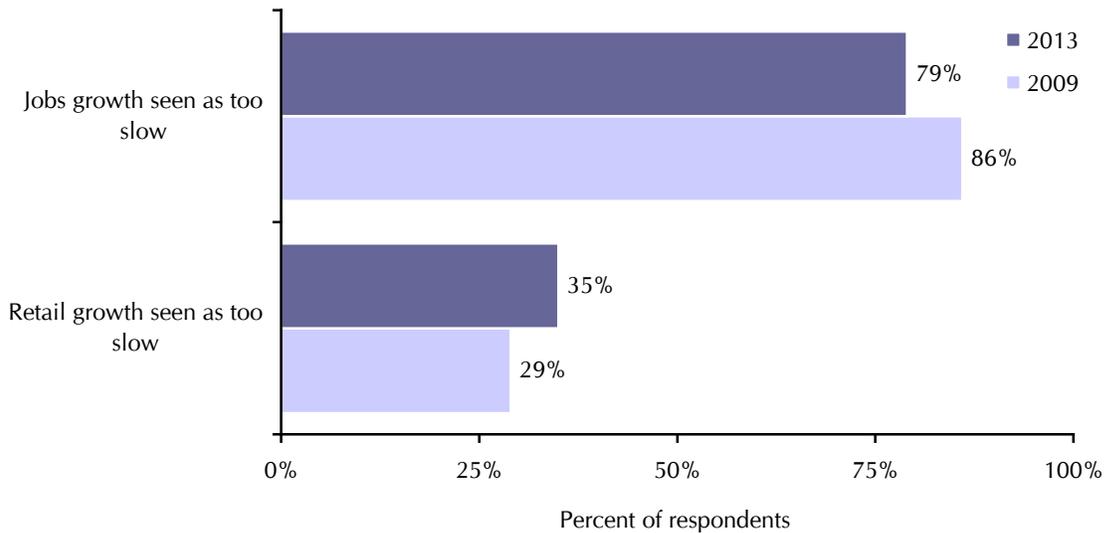


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Retail growth seen as too slow	Less	Less
Jobs growth seen as too slow	Similar	Similar

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

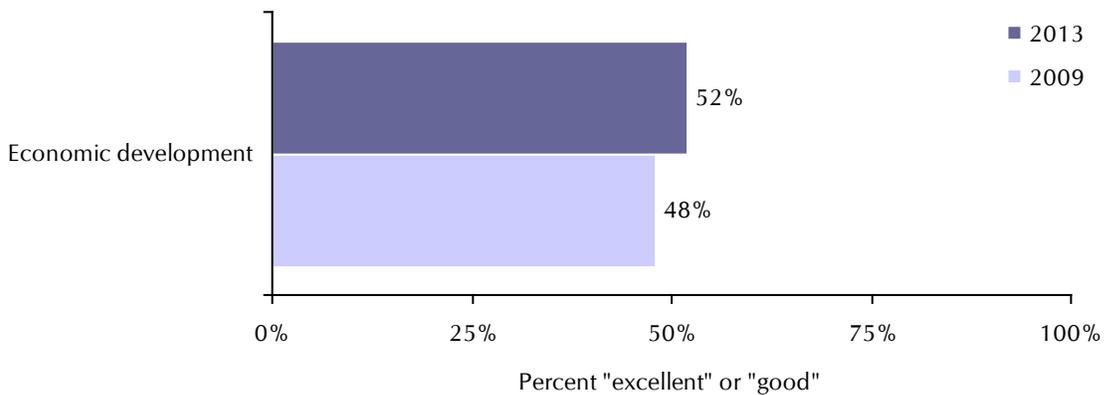


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Economic development	Much above	Much above

Residents were asked to reflect on their economic prospects in the near term. Thirty-one percent of the City of Peoria residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was much greater than comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

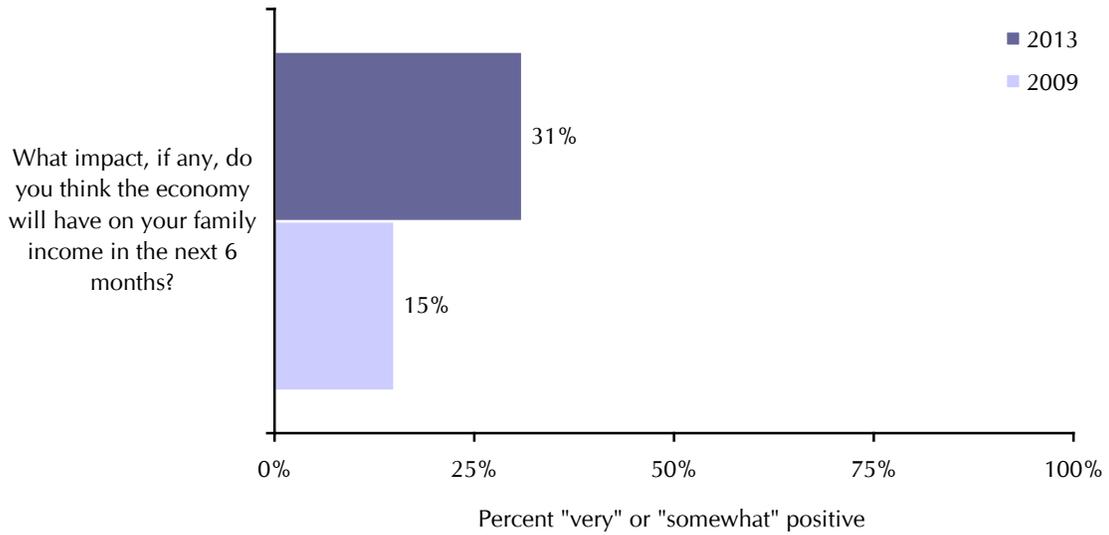


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

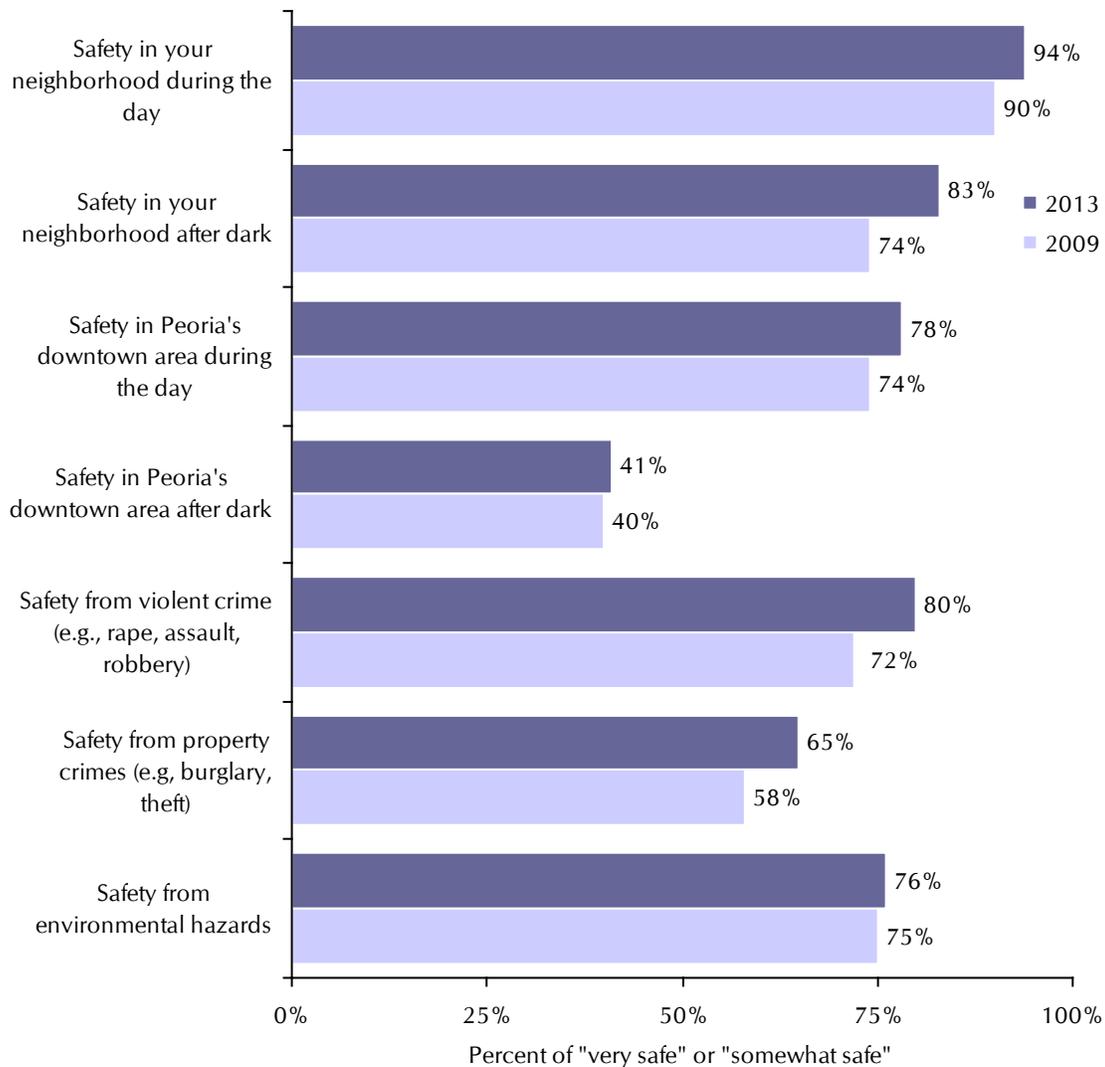
	National comparison	Populations 100,000 to 200,000 comparison
Positive impact of economy on household income	Much above	Much above

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the City of Peoria. About 80% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 76% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. Safety ratings increased for safety in neighborhoods after dark compared to the previous survey.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
In your neighborhood during the day	Similar	Above
In your neighborhood after dark	Above	Much above
In Peoria's downtown area during the day	Much below	Similar
In Peoria's downtown area after dark	Much below	Similar
Violent crime (e.g., rape, assault, robbery)	Similar	Much above
Property crimes (e.g., burglary, theft)	Similar	Much above
Environmental hazards, including toxic waste	Similar	Much above

As assessed by the survey, 9% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 79% had reported it to police. Compared to national jurisdictions about the same percent of Peoria residents had been victims of crime in the 12 months preceding the survey and about the same percent of Peoria residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

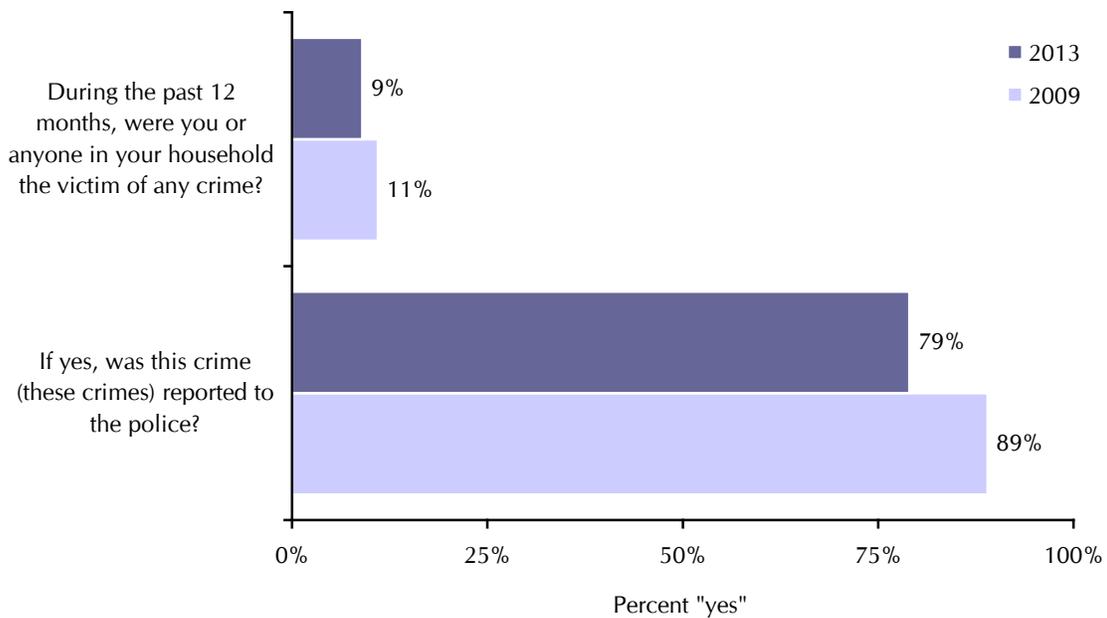
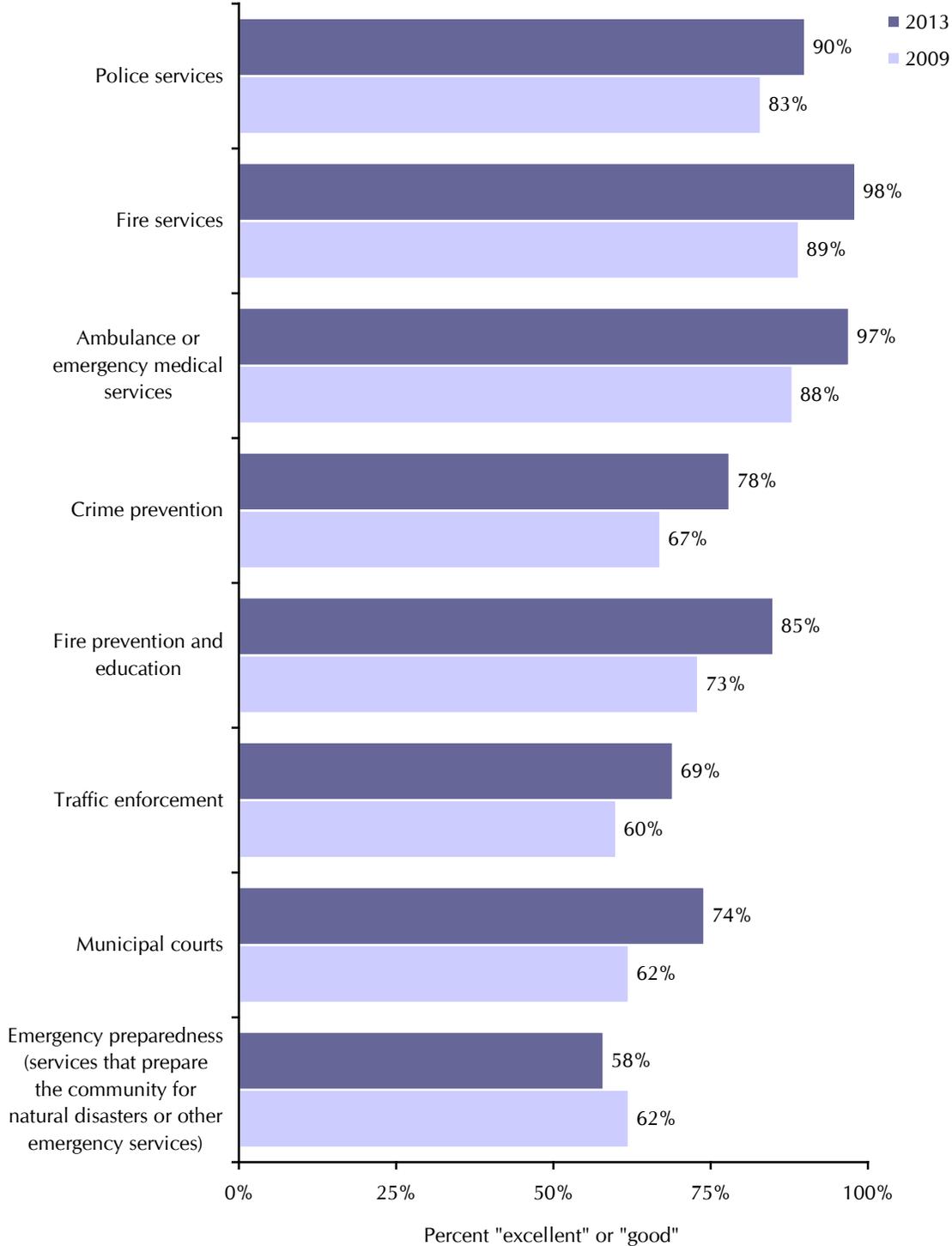


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Victim of crime	Similar	Less
Reported crimes	Similar	Similar

Residents rated eight City public safety services; of these, six were rated above the national benchmark comparison and two were rated similar to the national benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings. Most were rated higher compared to previous years.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Police services	Much above	Much above
Fire services	Above	Much above
Ambulance or emergency medical services	Above	Much above
Crime prevention	Much above	Much above
Fire prevention and education	Above	Much above
Traffic enforcement	Similar	Above
Courts	Much above	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar	Similar

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

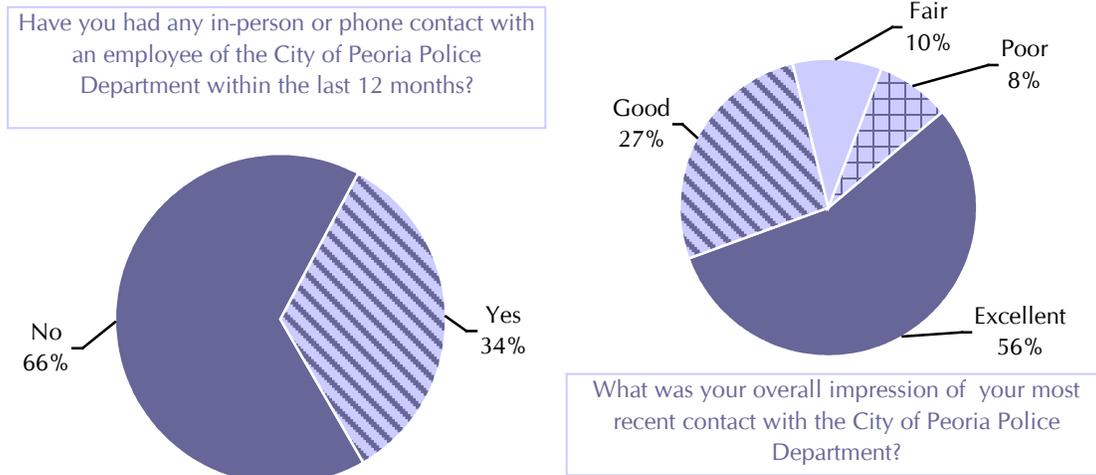


FIGURE 41: CONTACT WITH FIRE DEPARTMENT

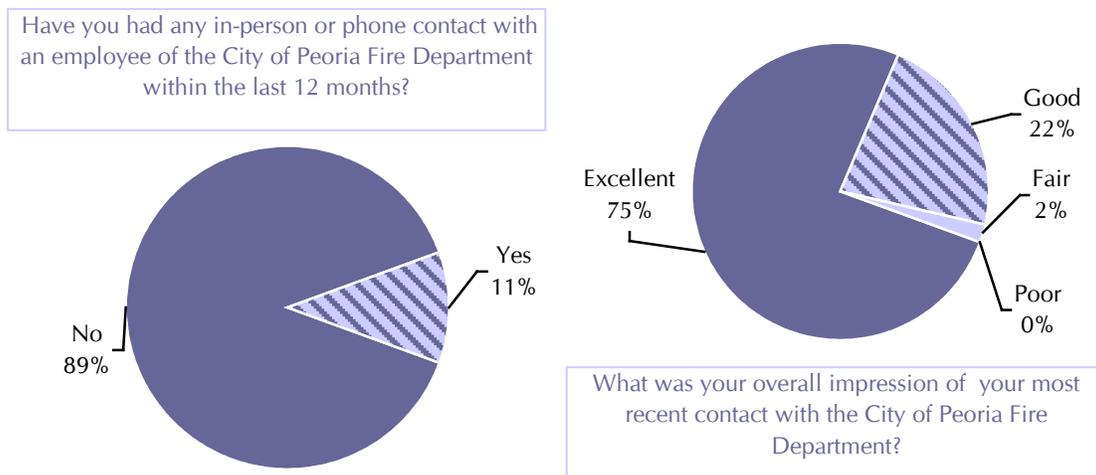


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Had contact with the City of Peoria Police Department	Similar	Similar
Overall impression of most recent contact with the City of Peoria Police Department	Much above	Much above
Had contact with the City of Peoria Fire Department	Less	Similar
Overall impression of most recent contact with the City of Peoria Fire Department	Much above	Much above

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Peoria were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 69% of survey respondents. The cleanliness of Peoria received the highest rating, and it was above the benchmarks. Ratings trended upward for community environment ratings.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

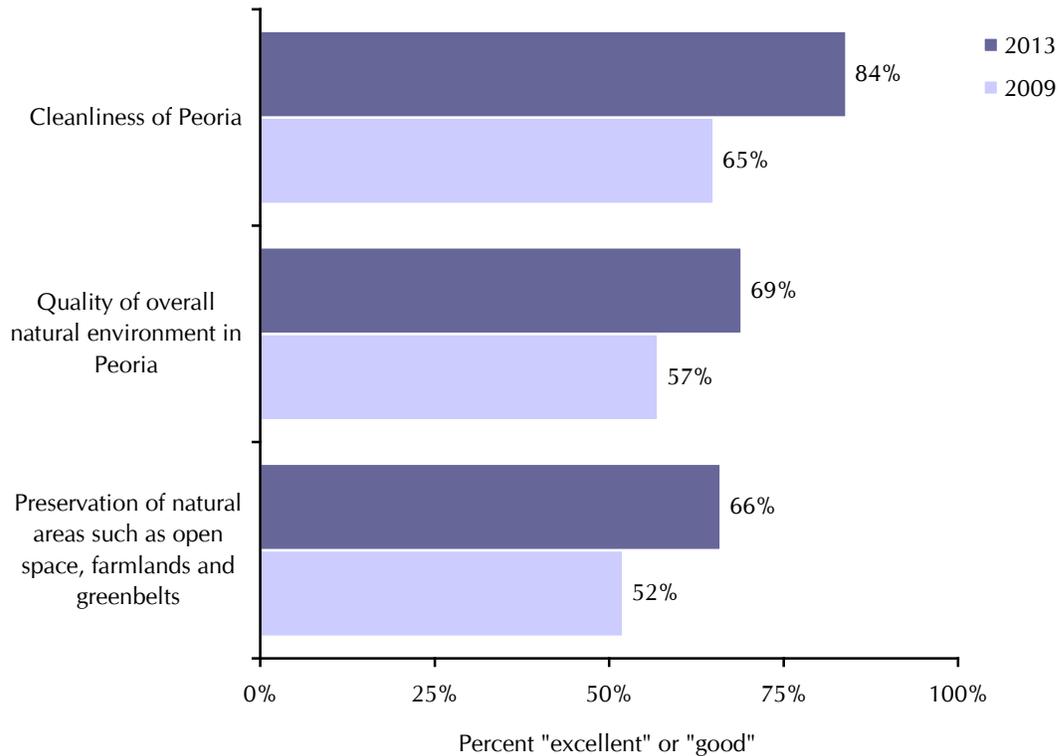


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Cleanliness of Peoria	Above	Much above
Quality of overall natural environment in Peoria	Similar	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Similar	Above

Resident recycling was greater than recycling reported in comparison communities.

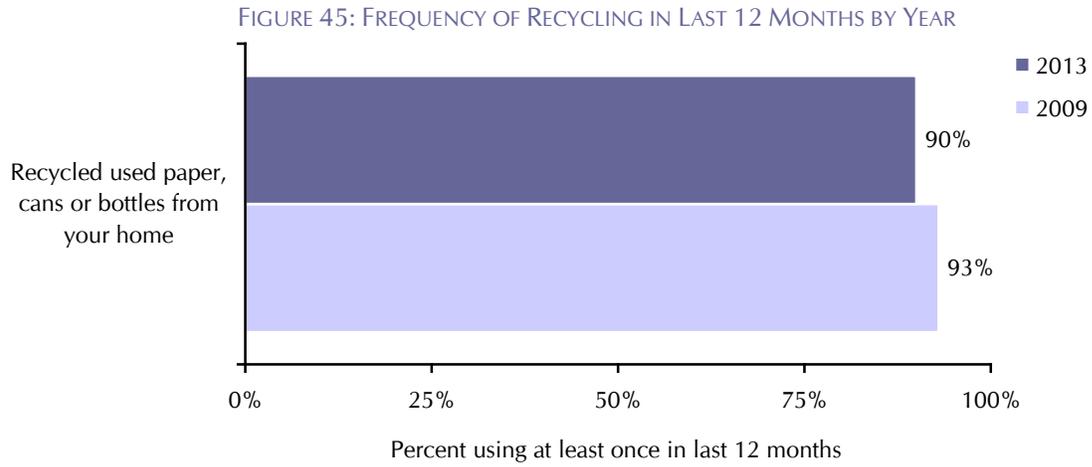


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Recycled used paper, cans or bottles from your home	Much more	More

Of the five utility services rated by those completing the questionnaire, four were higher than the national benchmark comparison and one was below the national benchmark comparison. These service ratings trends were upward when compared to past surveys.

FIGURE 47: RATINGS OF UTILITY SERVICES BY YEAR

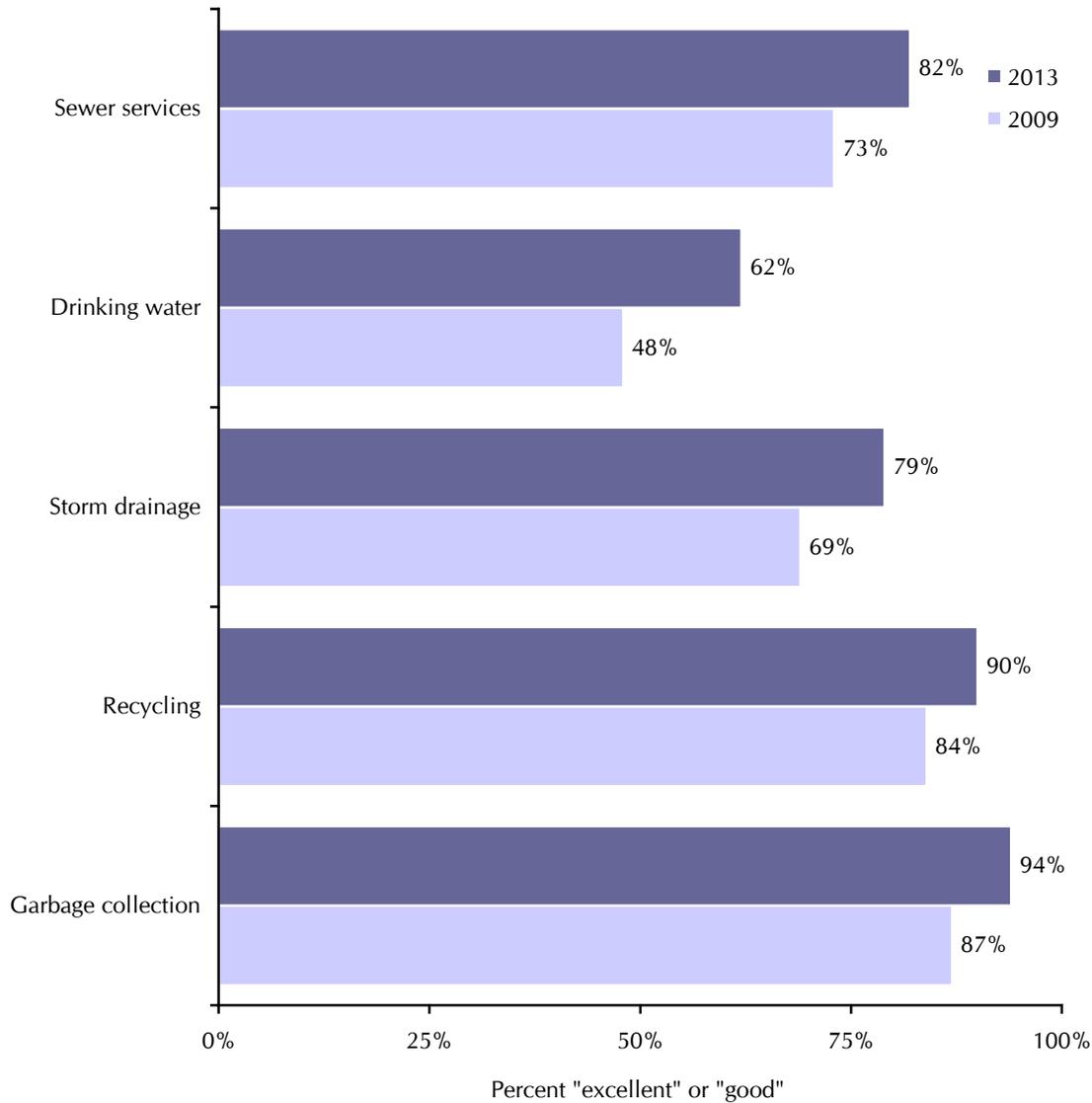


FIGURE 48: UTILITY SERVICES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Sewer services	Much above	Much above
Drinking water	Below	Similar
Storm drainage	Much above	Much above
Recycling	Much above	Much above
Garbage collection	Much above	Much above

## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Peoria were rated positively as were services related to parks and recreation. City parks, recreation centers, and recreation programs were all rated higher than the benchmarks. Parks and recreation ratings have increased over time.

Resident use of Peoria parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Peoria recreation centers was about the same as the percent of users in comparison jurisdictions. However, recreation program participation in Peoria was lower than use in comparison jurisdictions.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

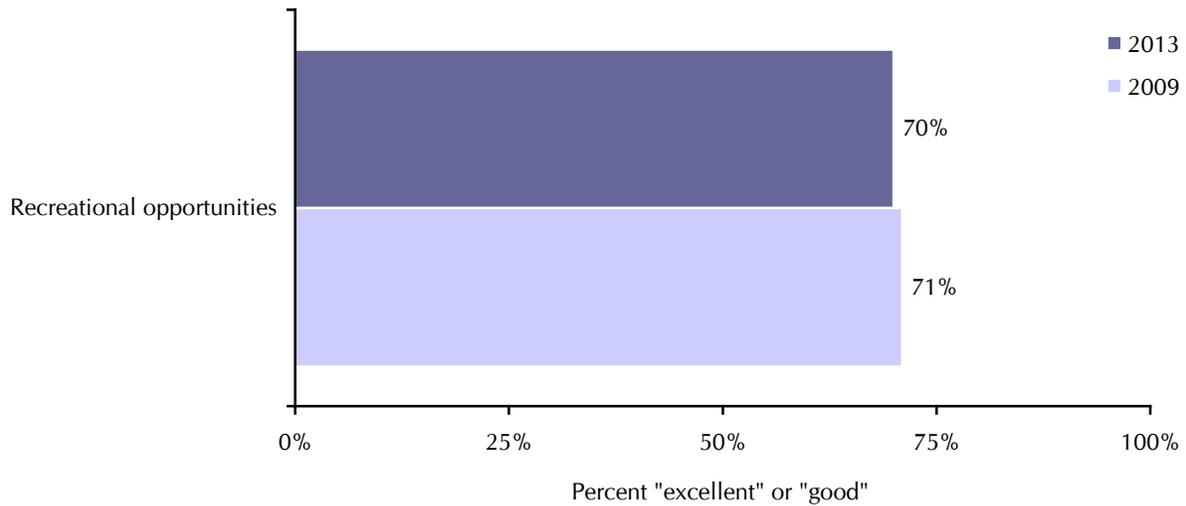


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Recreation opportunities	Above	Much above

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

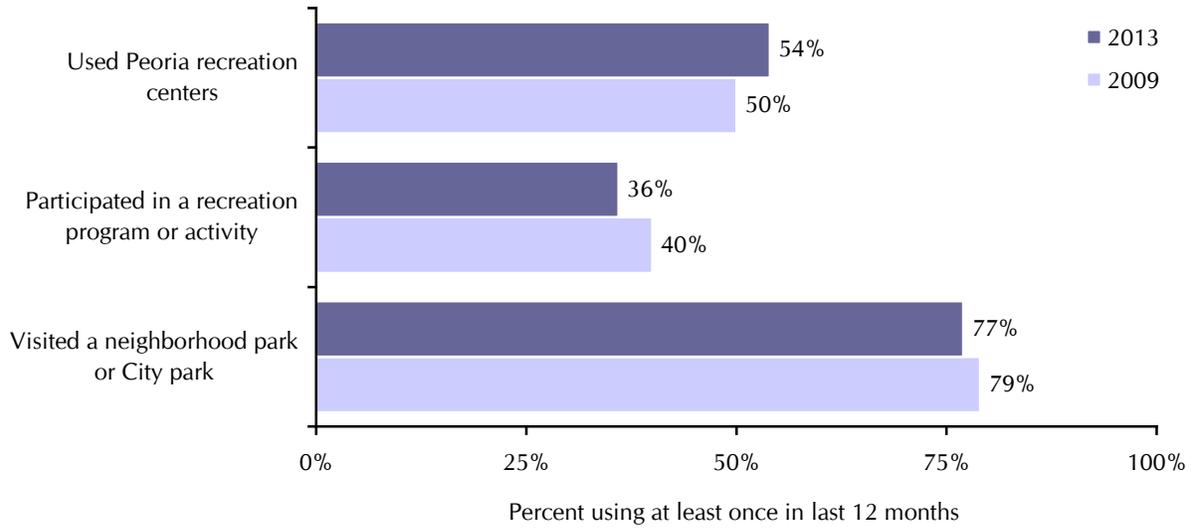


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Used Peoria recreation centers	Similar	Similar
Participated in a recreation program or activity	Much less	Much less
Visited a neighborhood park or City park	Much less	Much less

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

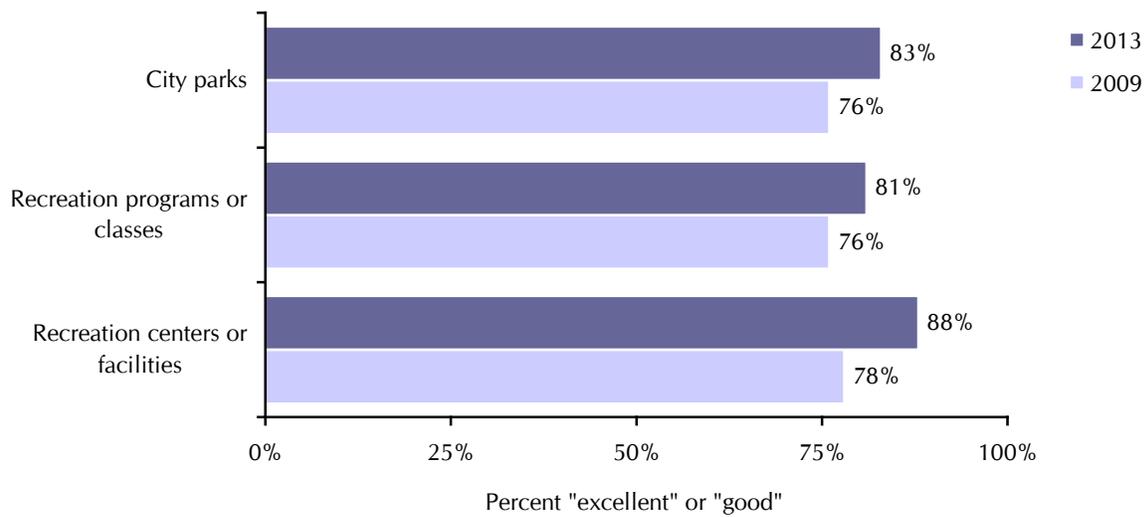


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
City parks	Above	Much above
Recreation programs or classes	Above	Much above
Recreation centers or facilities	Much above	Much above

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 58% of respondents. Compared to the benchmark data, cultural activity opportunities were rated similar to the benchmark comparisons.

About 57% of Peoria residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was below comparison jurisdictions. Public library use has decreased since 2009.

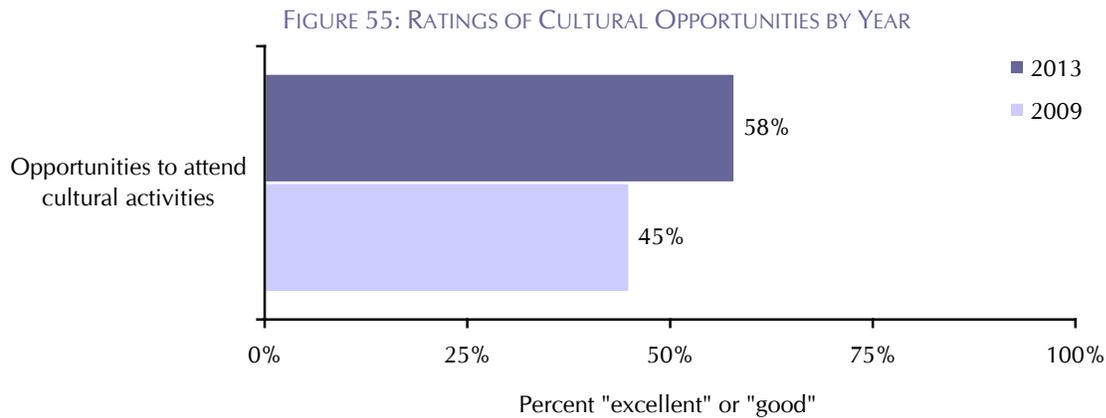


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Opportunities to attend cultural activities	Similar	Similar

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

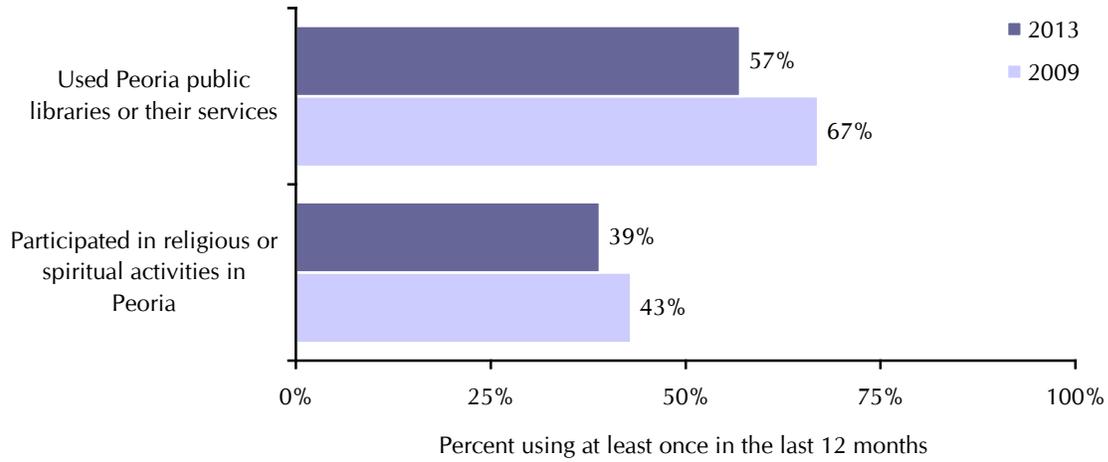


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Used Peoria public libraries or their services	Much less	Much less
Participated in religious or spiritual activities in Peoria	Much less	Much less

FIGURE 59: PERCEPTION OF CULTURAL SERVICES BY YEAR

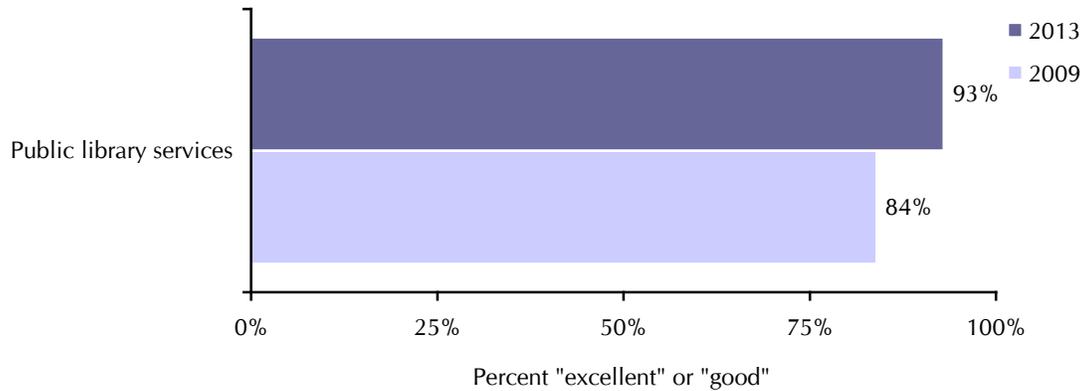


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Public library services	Above	Much above

## Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Peoria were asked to rate the community's health services. Health related services offered in the City of Peoria were similar to the benchmarks.

FIGURE 61: RATINGS OF HEALTH AND WELLNESS SERVICES

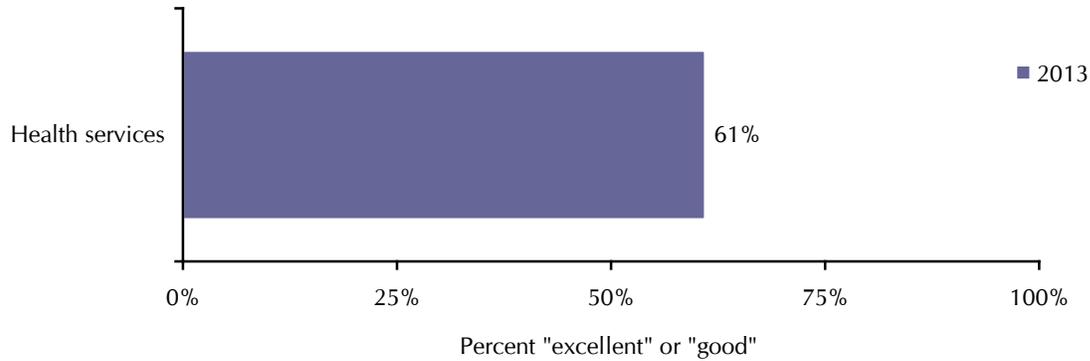


FIGURE 62: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Health services	Similar	Similar

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Peoria as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Almost all residents rated the City of Peoria as an “excellent” or “good” place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Almost three-quarters survey respondents felt the City of Peoria was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was higher than the benchmarks. Compared to the previous survey, ratings increased for sense of community, Peoria as a place to raise children and Peoria as a place to retire.

FIGURE 63: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

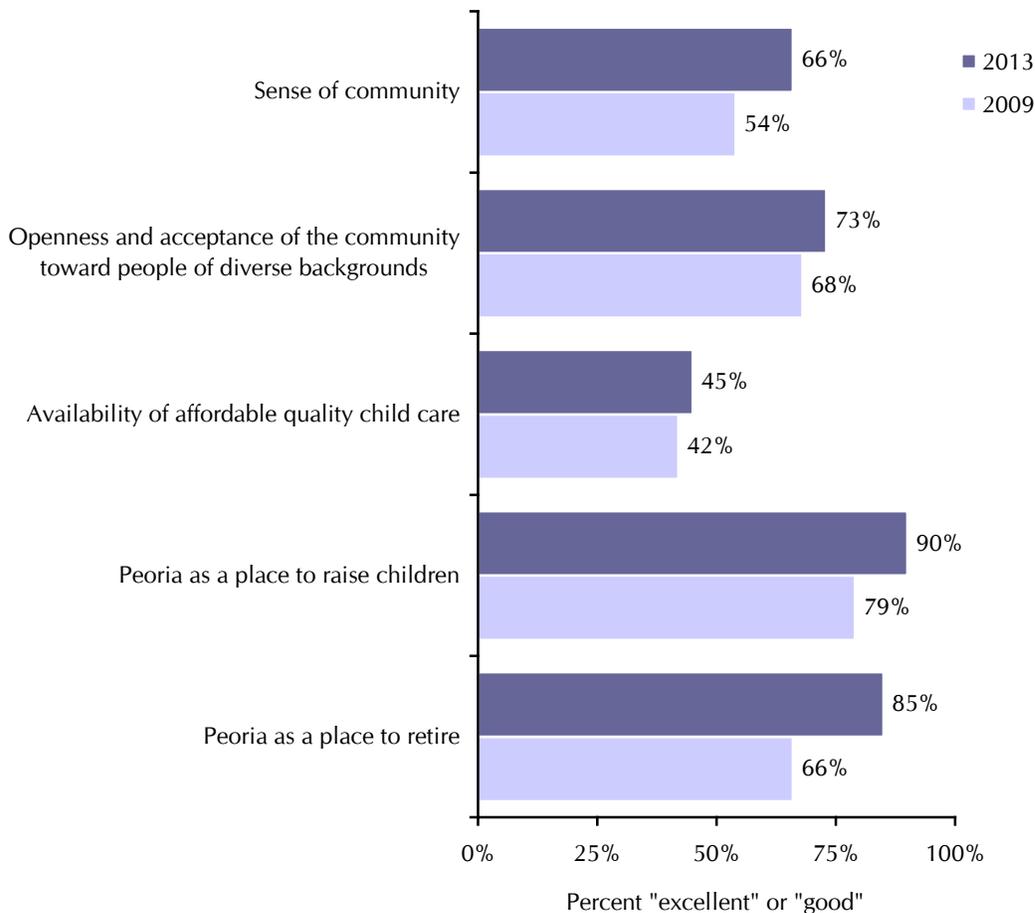


FIGURE 64: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Sense of community	Similar	Above
Openness and acceptance of the community toward people of diverse backgrounds	Above	Above
Availability of affordable quality child care	Above	Much above
Peoria as a place to raise kids	Much above	Much above
Peoria as a place to retire	Much above	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 46% to 71% with ratings of “excellent” or “good.” All services were above the benchmarks.

FIGURE 65: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

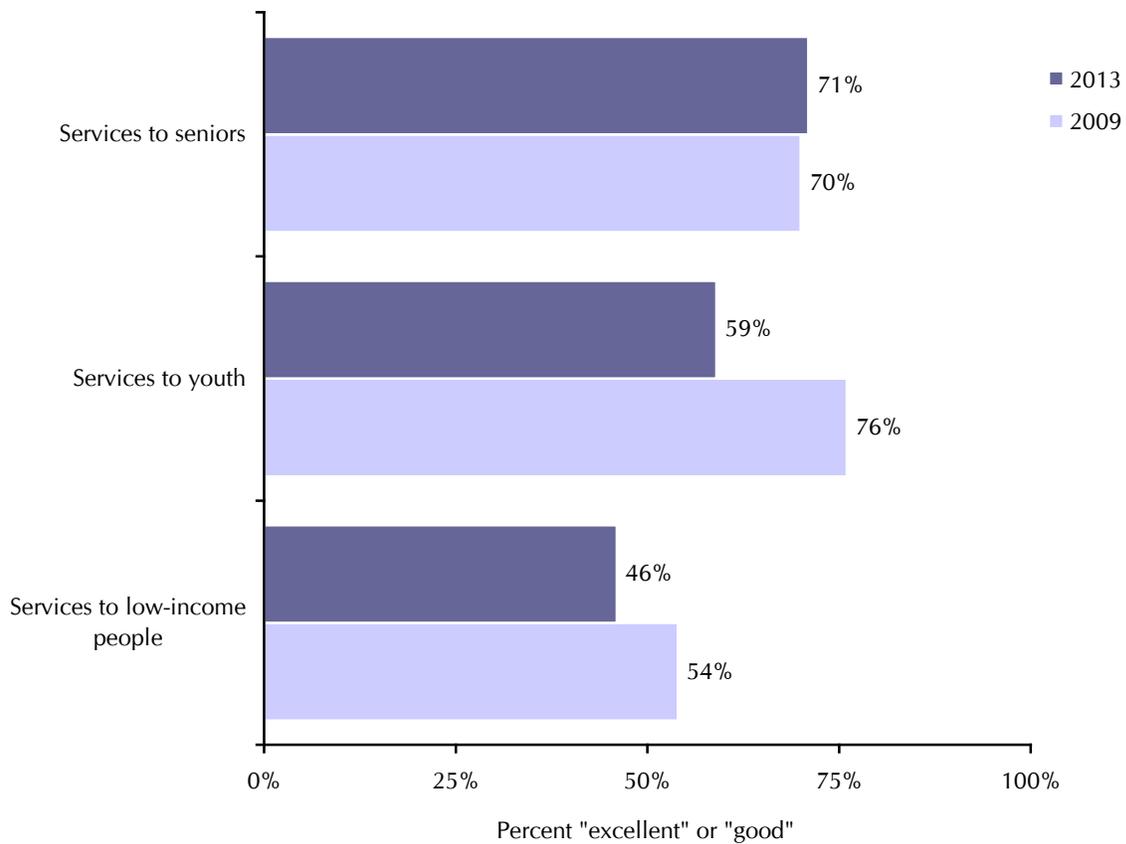


FIGURE 66: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Services to seniors	Above	Much above
Services to youth	Above	Much above
Services to low income people	Above	Above

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Peoria. Survey participants rated the volunteer opportunities in the City of Peoria favorably. Opportunities to attend or participate in community matters were rated similarly.

Ratings of civic engagement opportunities were similar ratings from national comparison jurisdictions where these questions were asked.

FIGURE 67: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

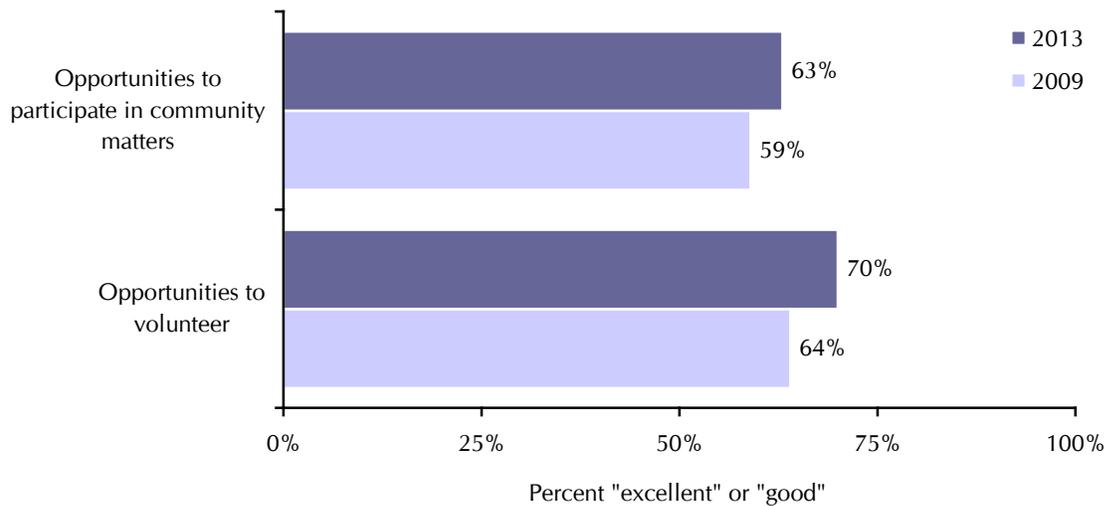
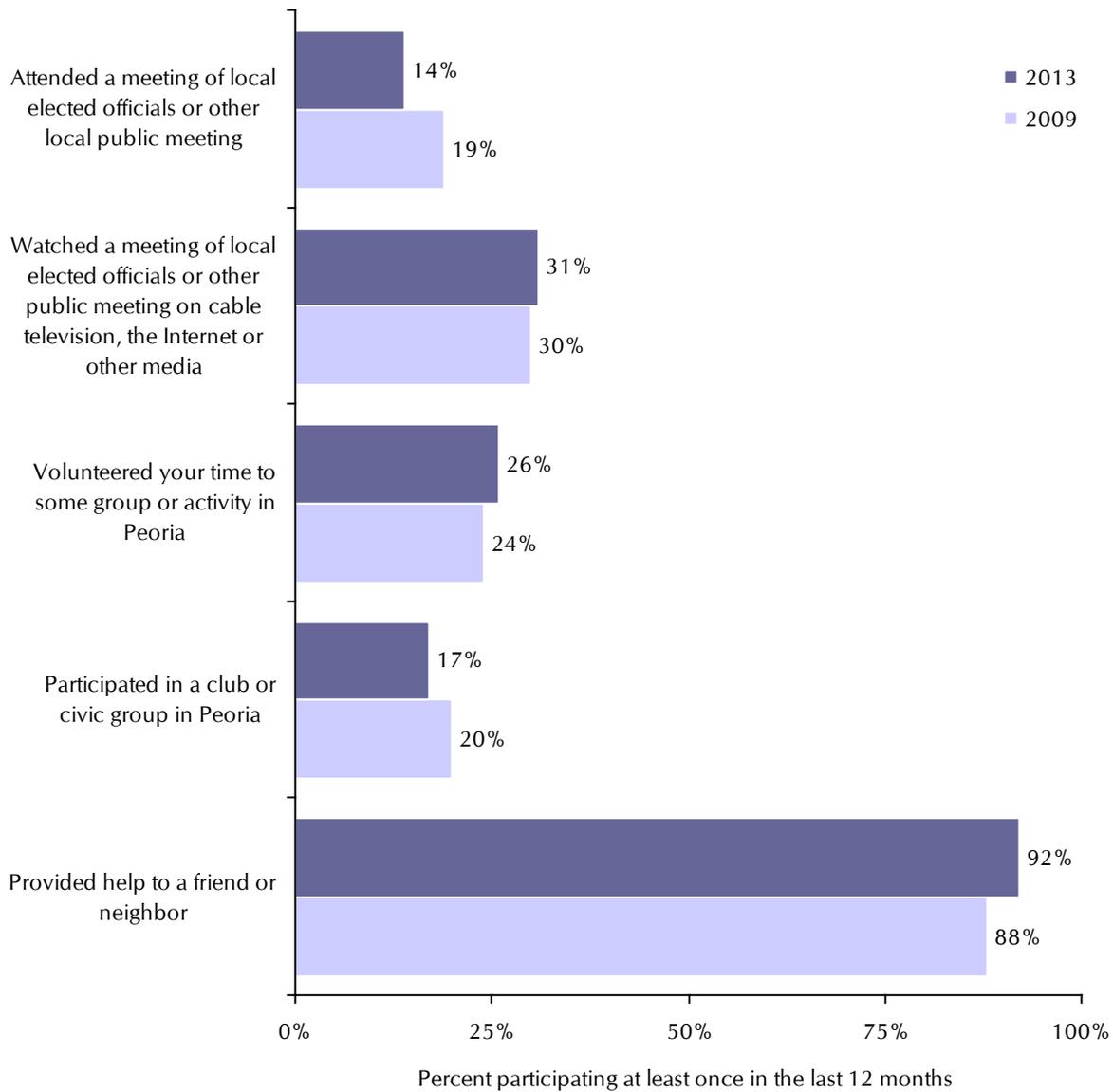


FIGURE 68: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Opportunities to participate in community matters	Similar	Above
Opportunities to volunteer	Similar	Similar

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Providing help to a friend or neighbor showed similar rates of involvement; while attending a meeting of local elected officials, watching a meeting of local elected officials, volunteering time to a group and participating a club showed lower rates of community engagement.

FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR<sup>1</sup>



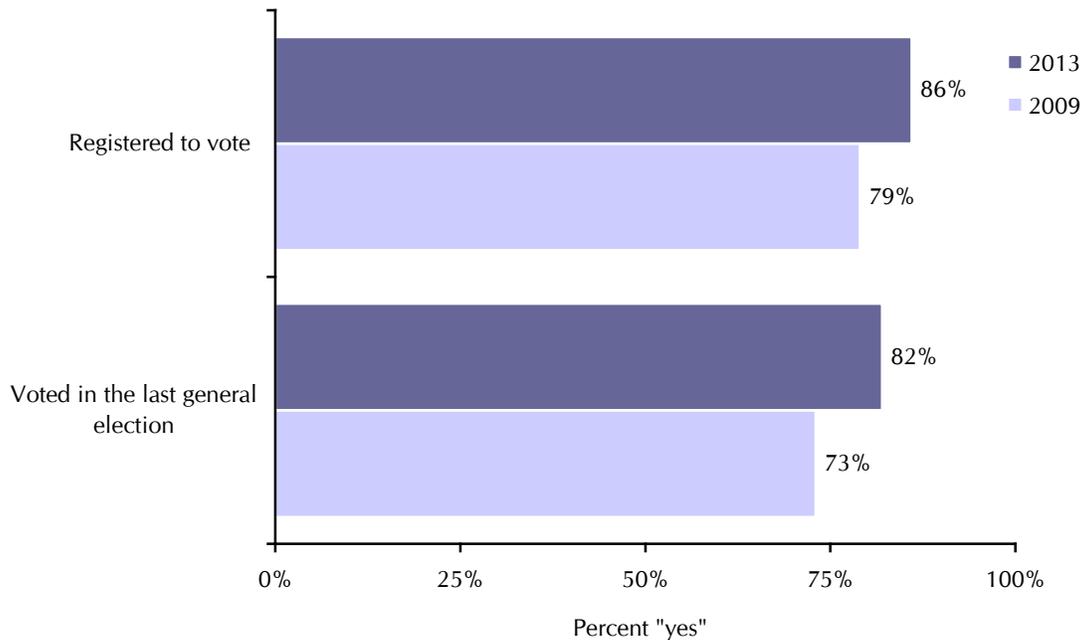
<sup>1</sup> Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, “Watched a meeting of local elected officials or other local public meeting on cable television” was revised to include “the Internet or other media” to better reflect this trend.

FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Attended a meeting of local elected officials or other local public meeting	Much less	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Less	Much less
Volunteered your time to some group or activity in Peoria	Much less	Much less
Participated in a club or civic group in Peoria	Much less	Much less
Provided help to a friend or neighbor	Similar	Similar

City of Peoria residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-six percent reported they were registered to vote and 82% indicated they had voted in the last general election. This rate of self-reported voting was much higher than comparison communities.

FIGURE 71: REPORTED VOTING BEHAVIOR BY YEAR



Note: In addition to the removal of “don’t know” responses, those who said “ineligible to vote” also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 72: VOTING BEHAVIOR BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Registered to vote	Similar	More
Voted in last general election	Much more	Much more

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Peoria Web site in the previous 12 months, 66% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 73: USE OF INFORMATION SOURCES BY YEAR

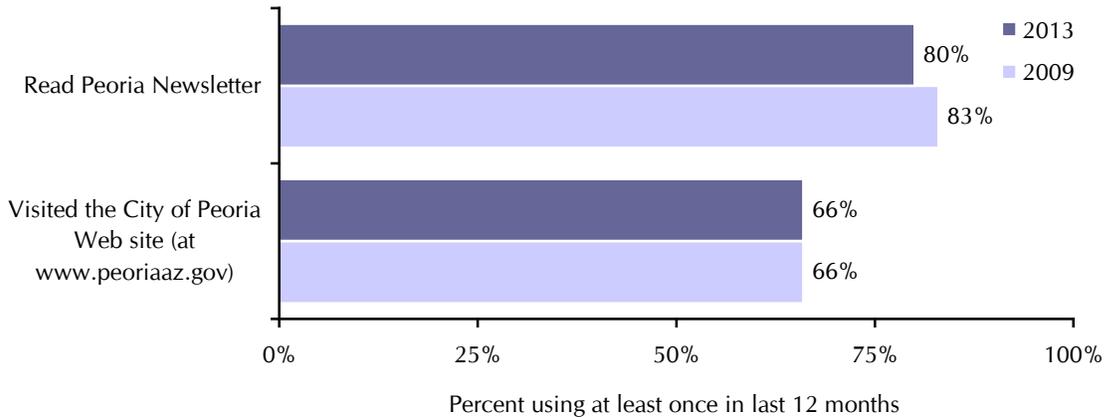


FIGURE 74: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Read Peoria Newsletter	Similar	Much more
Visited the City of Peoria Web site	More	Much more

FIGURE 75: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

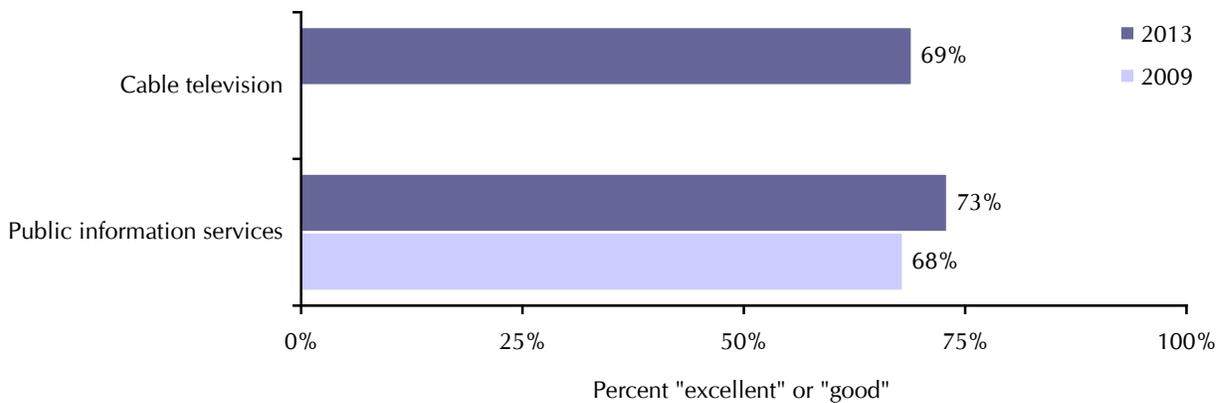


FIGURE 76: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Cable television	Much above	Much above
Public information services	Above	Much above

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 58% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 77: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

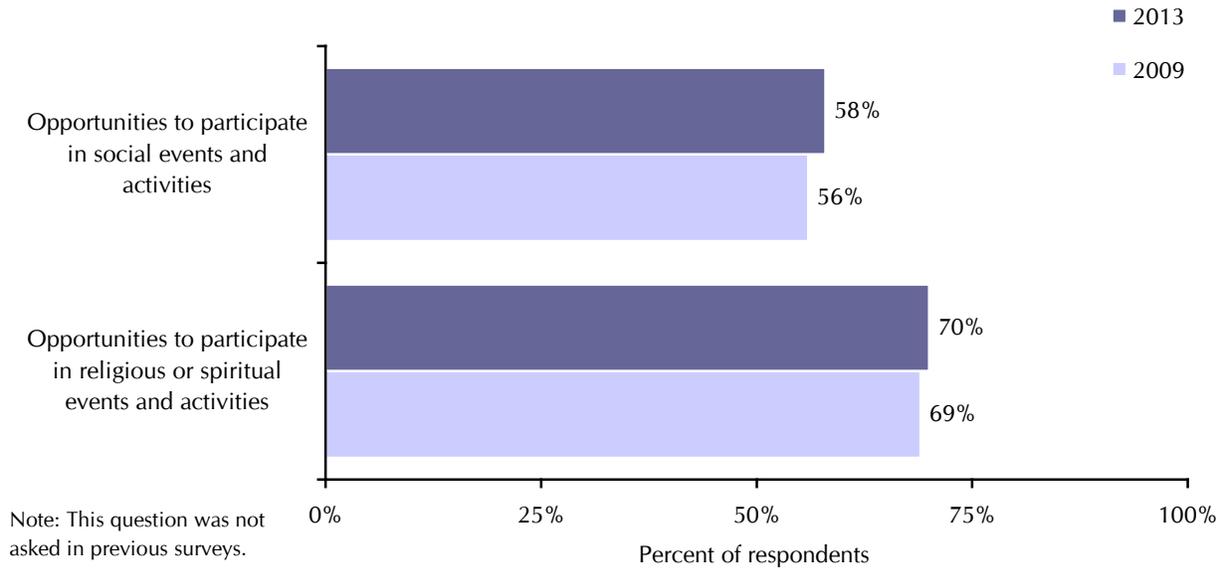


FIGURE 78: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Opportunities to participate in social events and activities	Similar	Similar
Opportunities to participate in religious or spiritual events and activities	Similar	Similar

Residents in Peoria reported a fair amount of neighborliness. More than 40% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was less than the amount of contact reported in other communities.

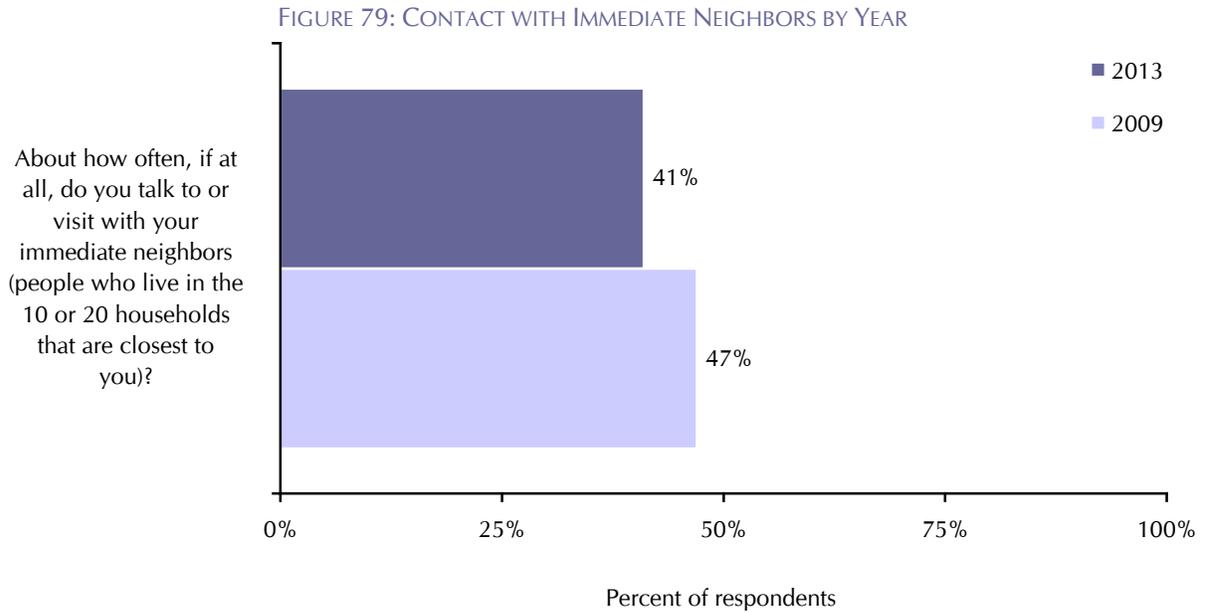


FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Has contact with neighbors at least several times per week	Much less	Much less

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Peoria is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Peoria could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Peoria may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Peoria does at welcoming citizen involvement, 60% rated it as "excellent" or "good." Of these four ratings, three were above the national benchmark and one was similar to the national benchmark.

FIGURE 81: PUBLIC TRUST RATINGS BY YEAR

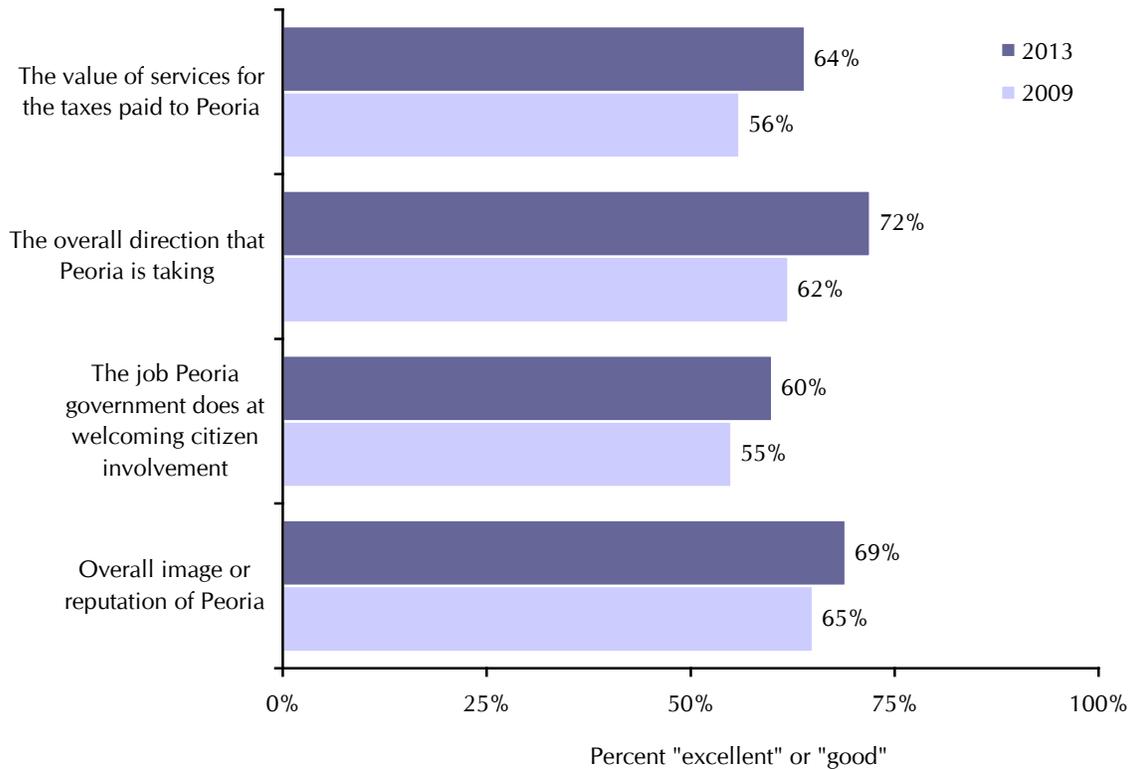


FIGURE 82: PUBLIC TRUST BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Value of services for the taxes paid to Peoria	Much above	Much above
The overall direction that Peoria is taking	Much above	Much above
Job Peoria government does at welcoming citizen involvement	Much above	Much above
Overall image or reputation of Peoria	Similar	Much above

On average, residents of the City of Peoria gave the highest evaluations to their own local government and the lowest average rating to the Federal Government and State Government. The overall quality of services delivered by the City of Peoria was rated as “excellent” or “good” by 87% of survey participants. The City of Peoria’s rating was much above the benchmarks. Ratings of overall City services have increased over the last four years.

FIGURE 83: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

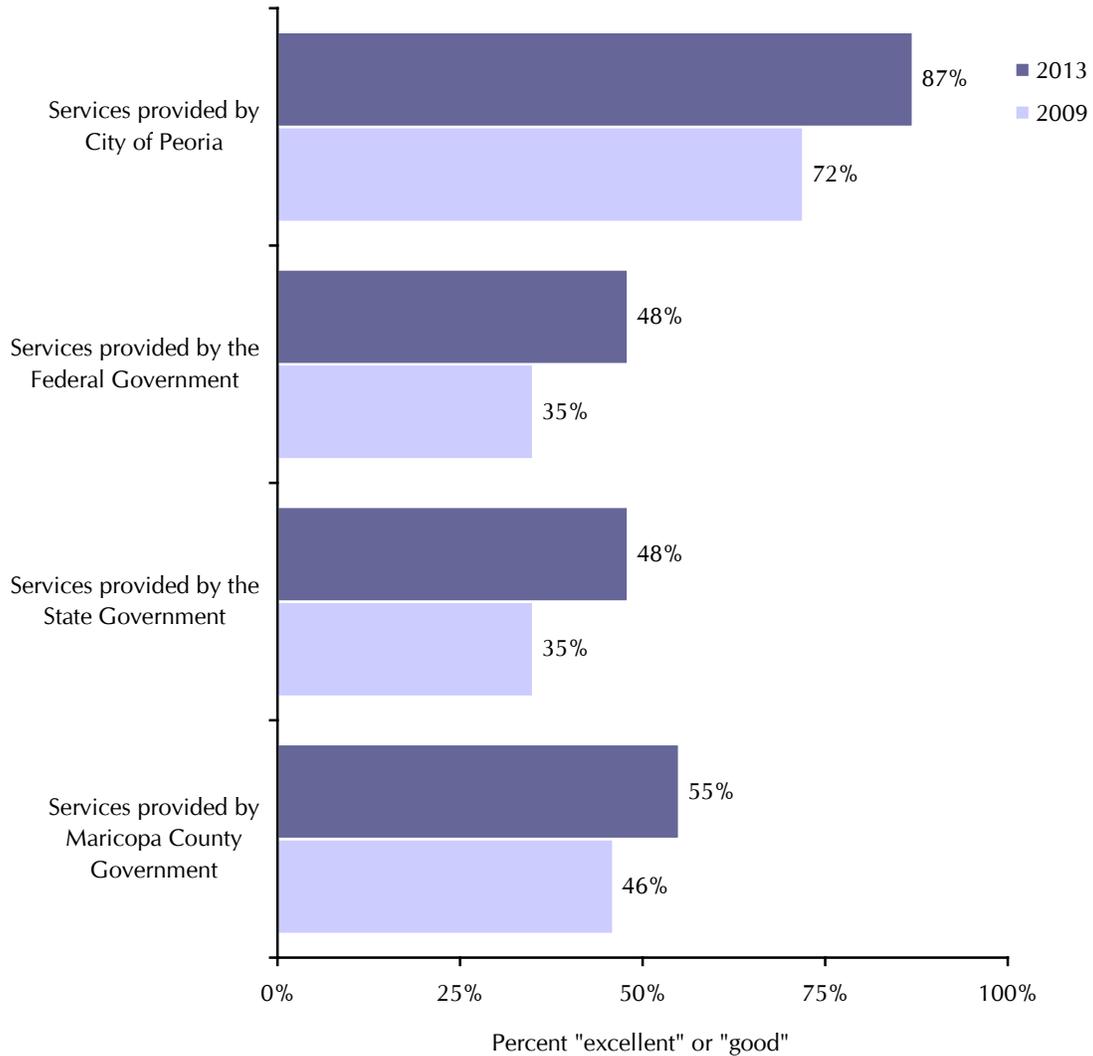


FIGURE 84: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Services provided by the City of Peoria	Much above	Much above
Services provided by the Federal Government	Similar	Above
Services provided by the State Government	Above	Above
Services provided by Maricopa County Government	Similar	Similar

## City of Peoria Employees

The employees of the City of Peoria who interact with the public create the first impression that most residents have of the City of Peoria. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Peoria. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Peoria staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 43% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 85% of respondents rated their overall impression as "excellent" or "good." Employees ratings were higher than the benchmarks and were similar than past survey years.

FIGURE 85: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

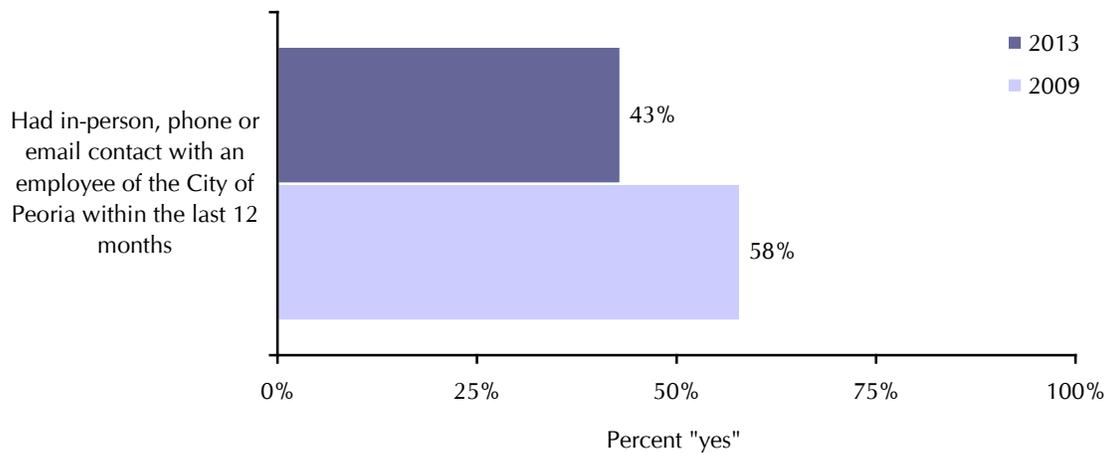


FIGURE 86: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Had contact with City employee(s) in last 12 months	Much less	Less

FIGURE 87: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

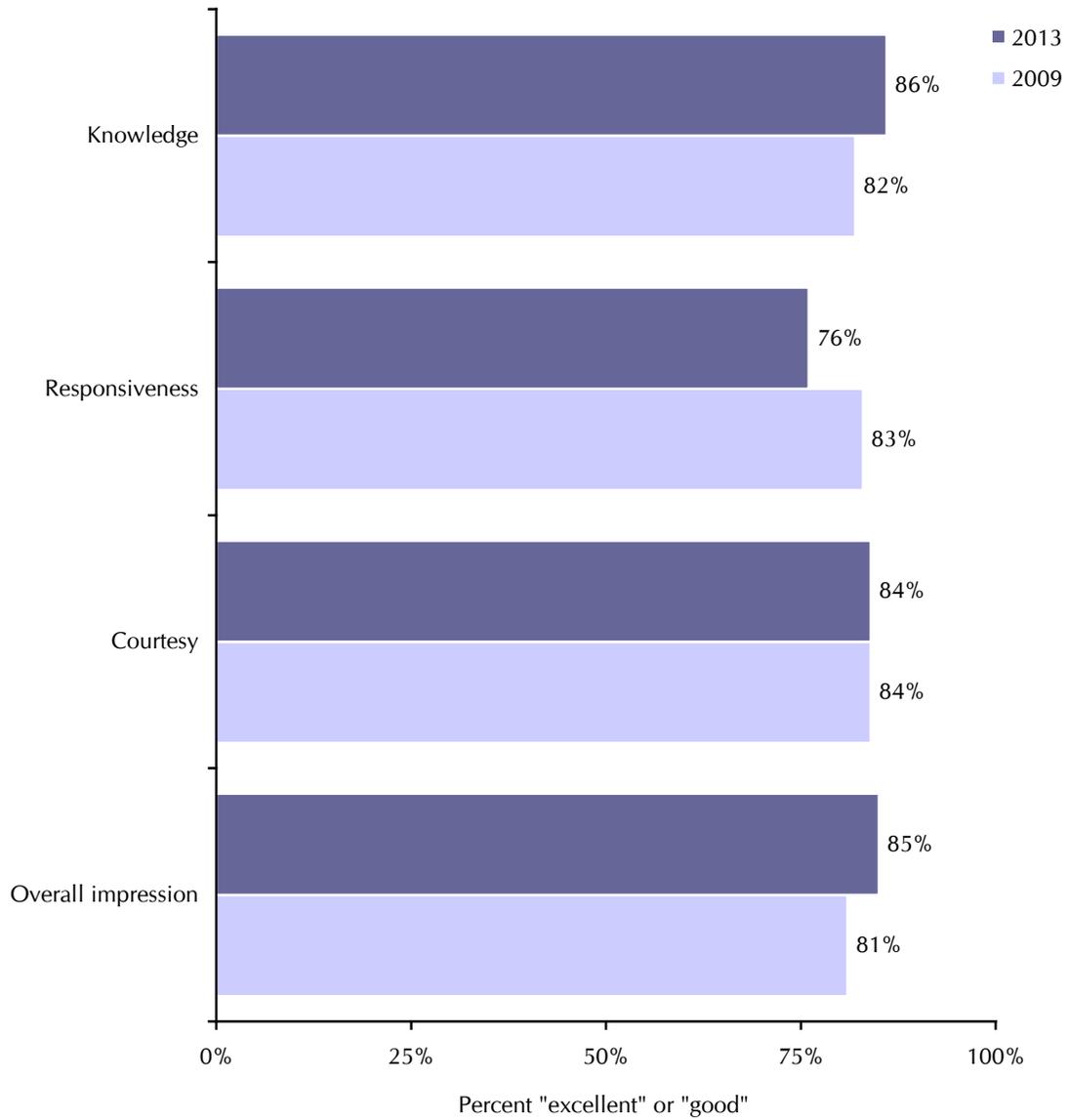


FIGURE 88: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Populations 100,000 to 200,000 comparison
Knowledge	Much above	Much above
Responsiveness	Much above	Much above
Courteousness	Above	Much above
Overall impression	Much above	Much above

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Peoria by examining the relationships between ratings of each service and ratings of the City of Peoria's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Peoria can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Peoria Key Driver Analysis were:

- City parks
- Fire services
- Traffic signal timing

## CITY OF PEORIA ACTION CHART

The 2013 City of Peoria Action Chart™ on the following page combines two dimensions of performance:

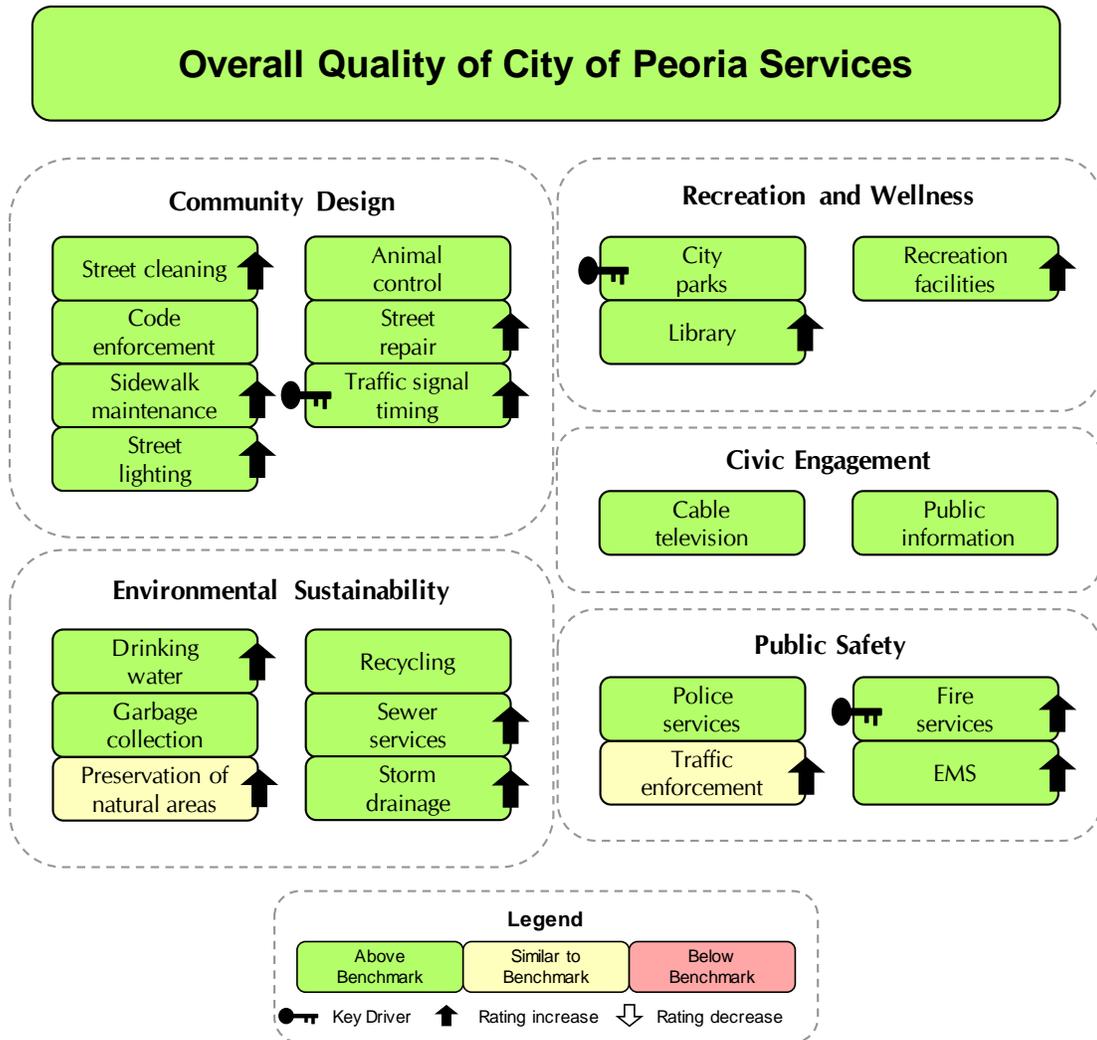
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-two services were included in the KDA for the City of Peoria. Of these, 20 were above the benchmark, none were below the benchmark and two were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Peoria, no key drivers were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 89: CITY OF PEORIA ACTION CHART™



## Using Your Action Chart™

The key drivers derived for the City of Peoria provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Peoria, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Peoria, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Peoria residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the City of Peoria key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 90: KEY DRIVERS COMPARED

Service	City of Peoria Key Driver	National Key Driver	Core Service
Police services		✓	✓
• Fire services	✓		✓
Ambulance and emergency medical services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Sidewalk maintenance			
Traffic signal timing	✓		
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
City parks	✓		
◦ Recreation centers or facilities			
Code enforcement			✓
◦ Animal control			
◦ Public library			
Public information services		✓	
◦ Cable television			
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

## CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable.

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%

Total may exceed 100% as respondents could select more than one option

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:	Major source	Minor source	Not a source	Total
Local newspapers (Arizona Republic, Peoria Independent, Peoria Times, etc.)	42%	30%	28%	100%
City of Peoria Web site (www.peoriaaz.gov)	36%	32%	32%	100%
City of Peoria newsletter (Peoria NOW)	34%	40%	27%	100%
City of Peoria recreation brochure (Get Active)	26%	35%	40%	100%
Word of mouth	25%	51%	24%	100%
Peoria Channel 11 cable television (City council meetings, REC show, etc.)	12%	19%	68%	100%
Facebook	9%	15%	76%	100%
Email subscription (Snapshots)	5%	14%	81%	100%
Twitter	4%	11%	85%	100%
LinkedIn	0%	9%	90%	100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Peoria:	Excellent	Good	Fair	Poor	Total
Peoria as a place to live	41%	52%	7%	0%	100%
Your neighborhood as a place to live	48%	47%	5%	1%	100%
Peoria as a place to raise children	38%	52%	9%	1%	100%
Peoria as a place to work	30%	49%	19%	2%	100%
Peoria as a place to retire	33%	52%	13%	1%	100%
The overall quality of life in Peoria	36%	57%	7%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Peoria as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	15%	51%	28%	6%	100%
Openness and acceptance of the community toward people of diverse backgrounds	17%	56%	22%	5%	100%
Overall appearance of Peoria	19%	61%	18%	1%	100%
Cleanliness of Peoria	23%	61%	15%	1%	100%
Overall quality of new development in Peoria	21%	55%	23%	1%	100%
Variety of housing options	23%	57%	20%	0%	100%
Overall quality of business and service establishments in Peoria	24%	52%	21%	4%	100%
Shopping opportunities	31%	42%	24%	4%	100%
Opportunities to attend cultural activities	15%	43%	30%	12%	100%
Recreational opportunities	25%	46%	28%	2%	100%
Employment opportunities	15%	30%	37%	18%	100%
Opportunities to participate in social events and activities	15%	43%	35%	7%	100%
Opportunities to participate in religious or spiritual events and activities	22%	48%	28%	2%	100%
Opportunities to volunteer	16%	53%	29%	2%	100%
Opportunities to participate in community matters	17%	46%	33%	4%	100%
Ease of car travel in Peoria	20%	53%	20%	7%	100%
Ease of bus travel in Peoria	13%	17%	30%	40%	100%
Ease of bicycle travel in Peoria	19%	45%	23%	13%	100%
Ease of walking in Peoria	24%	43%	27%	6%	100%
Availability of paths and walking trails	26%	41%	22%	10%	100%
Traffic flow on major streets	14%	42%	32%	11%	100%
Availability of affordable quality housing	15%	42%	35%	7%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Peoria as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality child care	14%	30%	44%	11%	100%
Quality of overall natural environment in Peoria	15%	55%	29%	1%	100%
Overall image or reputation of Peoria	21%	49%	27%	4%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Peoria over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	3%	6%	65%	22%	4%	100%
Retail growth (stores, restaurants, etc.)	8%	27%	57%	6%	3%	100%
Jobs growth	23%	56%	20%	1%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Peoria?	Percent of respondents
Not a problem	24%
Minor problem	43%
Moderate problem	29%
Major problem	3%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Peoria:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	32%	48%	14%	6%	1%	100%
Property crimes (e.g., burglary, theft)	15%	50%	18%	14%	3%	100%
Environmental hazards, including toxic waste	40%	36%	20%	4%	0%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	68%	26%	4%	2%	0%	100%
In your neighborhood after dark	37%	46%	8%	6%	2%	100%
In Peoria's downtown area during the day	30%	48%	14%	4%	3%	100%
In Peoria's downtown area after dark	6%	34%	24%	26%	10%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Peoria Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Peoria Police Department within the last 12 months?	66%	34%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Peoria Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Peoria Police Department?	56%	27%	10%	8%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	91%
Yes	9%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	21%
Yes	79%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Peoria?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Peoria public libraries or their services	43%	22%	18%	9%	8%	100%
Used Peoria recreation centers	46%	28%	15%	5%	7%	100%
Participated in a recreation program or activity	64%	17%	12%	4%	3%	100%
Visited a neighborhood park or City park	23%	23%	31%	14%	10%	100%
Ridden a local bus within Peoria	95%	4%	1%	0%	0%	100%
Attended a meeting of local elected officials or other local public meeting	86%	11%	3%	0%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	69%	16%	14%	1%	0%	100%
Read Peoria Newsletter	20%	29%	30%	10%	11%	100%
Visited the City of Peoria Web site (at <a href="http://www.peoriaaz.gov">www.peoriaaz.gov</a> )	34%	28%	24%	13%	1%	100%
Recycled used paper, cans or bottles from your home	10%	4%	6%	8%	72%	100%
Volunteered your time to some group or activity in Peoria	74%	13%	8%	1%	3%	100%
Participated in religious or spiritual activities in Peoria	61%	11%	6%	3%	18%	100%
Participated in a club or civic group in Peoria	83%	10%	4%	2%	1%	100%
Provided help to a friend or neighbor	8%	34%	33%	11%	14%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	16%
Several times a week	25%
Several times a month	27%
Less than several times a month	33%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Peoria:	Excellent	Good	Fair	Poor	Total
Police services	39%	51%	8%	1%	100%
Fire services	47%	51%	2%	0%	100%
Ambulance or emergency medical services	46%	52%	2%	0%	100%
Crime prevention	22%	55%	20%	2%	100%
Fire prevention and education	29%	56%	14%	1%	100%
Municipal courts	24%	50%	24%	2%	100%
Traffic enforcement	17%	53%	27%	4%	100%
Street repair	17%	41%	33%	9%	100%
Street cleaning	25%	47%	26%	3%	100%
Street lighting	21%	53%	19%	7%	100%
Sidewalk maintenance	22%	51%	24%	3%	100%
Traffic signal timing	19%	42%	29%	10%	100%
Bus or transit services	15%	19%	22%	44%	100%
Garbage collection	48%	45%	6%	0%	100%
Recycling	49%	41%	8%	2%	100%
Storm drainage	30%	49%	15%	5%	100%
Drinking water	18%	44%	24%	13%	100%
Sewer services	32%	50%	17%	1%	100%
City parks	37%	46%	16%	0%	100%
Recreation programs or classes	29%	52%	18%	0%	100%
Recreation centers or facilities	36%	51%	12%	0%	100%
Land use, planning and zoning	21%	35%	38%	6%	100%
Code enforcement (weeds, abandoned buildings, etc.)	16%	42%	28%	15%	100%
Animal control	22%	50%	24%	5%	100%
Economic development	18%	33%	41%	7%	100%
Health services	21%	40%	35%	3%	100%
Services to seniors	27%	44%	27%	2%	100%
Services to youth	22%	37%	39%	2%	100%
Services to low-income people	17%	29%	45%	9%	100%
Public library services	41%	52%	6%	1%	100%
Public information services	21%	51%	24%	3%	100%
Cable television	19%	51%	26%	4%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	43%	28%	13%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	16%	50%	25%	9%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Peoria	27%	61%	12%	0%	100%
The Federal Government	10%	38%	26%	26%	100%
The State Government	8%	40%	36%	16%	100%
Maricopa County Government	7%	48%	32%	12%	100%
Yavapai County Government	18%	48%	27%	7%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Peoria to someone who asks	55%	43%	1%	1%	100%
Remain in Peoria for the next five years	65%	24%	3%	8%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	9%
Somewhat positive	20%
Neutral	45%
Somewhat negative	21%
Very negative	6%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Peoria Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Peoria Fire Department within the last 12 months?	89%	11%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Peoria Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Peoria Fire Department?	75%	22%	2%	0%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Peoria within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	57%
Yes	43%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Peoria in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	51%	35%	10%	4%	100%
Responsiveness	55%	21%	21%	3%	100%
Courtesy	56%	27%	11%	5%	100%
Overall impression	53%	31%	10%	5%	100%

Question 21: Government Performance					
Please rate the following categories of Peoria government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Peoria	13%	51%	32%	4%	100%
The overall direction that Peoria is taking	17%	55%	23%	5%	100%
The job Peoria government does at welcoming citizen involvement	17%	42%	36%	4%	100%

Question 22a: 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
Cox Cable	32%
Web streaming	1%
YouTube	4%
I don't watch Peoria Channel 11 programming	65%
Total may exceed 100% as respondents could select more than one option	

Question 22b: 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:	Major source	Minor source	Not a source	Total
City of Peoria newsletter (Peoria NOW)	34%	40%	27%	100%
City of Peoria recreation brochure (Get Active)	26%	35%	40%	100%
City of Peoria Web site (www.peoriaaz.gov)	36%	32%	32%	100%
Email subscription (Snapshots)	5%	14%	81%	100%
Peoria Channel 11 cable television (City council meetings, REC show, etc.)	12%	19%	68%	100%
Local newspapers (Arizona Republic, Peoria Independent, Peoria Times, etc.)	42%	30%	28%	100%
Facebook	9%	15%	76%	100%
Twitter	4%	11%	85%	100%
LinkedIn	0%	9%	90%	100%
Word of mouth	25%	51%	24%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	32%
Yes, full-time	60%
Yes, part-time	8%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	78%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	1%
Walk	1%
Bicycle	2%
Work at home	7%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Peoria?	Percent of respondents
Less than 2 years	14%
2 to 5 years	25%
6 to 10 years	19%
11 to 20 years	30%
More than 20 years	12%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	83%
House attached to one or more houses (e.g., a duplex or townhome)	6%
Building with two or more apartments or condominiums	10%
Mobile home	0%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	25%
Owned by you or someone in this house with a mortgage or free and clear	75%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	5%
\$300 to \$599 per month	9%
\$600 to \$999 per month	29%
\$1,000 to \$1,499 per month	36%
\$1,500 to \$2,499 per month	14%
\$2,500 or more per month	8%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	66%
Yes	34%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	70%
Yes	30%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	8%
\$25,000 to \$49,999	30%
\$50,000 to \$99,999	35%
\$100,000 to \$149,999	21%
\$150,000 or more	7%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	86%
Yes, I consider myself to be Spanish, Hispanic or Latino	14%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	5%
Black or African American	4%
White	85%
Other	11%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	5%
25 to 34 years	21%
35 to 44 years	11%
45 to 54 years	27%
55 to 64 years	14%
65 to 74 years	12%
75 years or older	9%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	54%
Male	46%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	14%
Yes	86%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	18%
Yes	81%
Ineligible to vote	1%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	4%
Yes	96%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	32%
Yes	68%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	33%
Land line	46%
Both	22%
Total	100%

### FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Peoria:	Excellent		Good		Fair		Poor		Don't know		Total	
Peoria as a place to live	41%	114	52%	144	7%	20	0%	0	0%	1	100%	279
Your neighborhood as a place to live	48%	132	47%	130	5%	13	1%	2	0%	1	100%	278
Peoria as a place to raise children	32%	86	43%	116	7%	20	1%	3	17%	47	100%	272
Peoria as a place to work	19%	52	31%	83	12%	32	1%	4	37%	99	100%	269
Peoria as a place to retire	29%	79	44%	122	11%	32	1%	4	15%	40	100%	276
The overall quality of life in Peoria	35%	97	56%	155	7%	19	0%	1	2%	6	100%	277

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Peoria as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	15%	40	50%	137	27%	74	5%	15	3%	9	100%	275
Openness and acceptance of the community toward people of diverse backgrounds	14%	40	49%	136	19%	54	4%	12	12%	34	100%	275
Overall appearance of Peoria	19%	53	61%	168	18%	50	1%	4	0%	1	100%	276
Cleanliness of Peoria	23%	63	60%	166	15%	41	1%	4	1%	2	100%	276
Overall quality of new development in Peoria	19%	51	50%	138	21%	58	1%	3	9%	24	100%	274
Variety of housing options	20%	56	49%	135	17%	47	0%	1	13%	35	100%	273
Overall quality of business and service establishments in Peoria	23%	64	51%	140	20%	56	4%	11	1%	4	100%	275
Shopping opportunities	31%	85	42%	115	24%	66	4%	10	0%	0	100%	276
Opportunities to attend cultural activities	13%	35	37%	102	26%	72	10%	27	15%	40	100%	277
Recreational opportunities	23%	61	41%	112	25%	69	2%	4	9%	25	100%	270
Employment opportunities	10%	26	19%	53	24%	64	12%	32	36%	98	100%	273
Opportunities to participate in social events and activities	12%	34	36%	97	30%	80	6%	16	16%	45	100%	272
Opportunities to participate in religious or spiritual events and activities	15%	41	33%	91	19%	52	2%	5	32%	88	100%	276

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Peoria as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to volunteer	11%	29	35%	95	18%	51	1%	3	35%	97	100%
Opportunities to participate in community matters	12%	34	33%	89	24%	63	3%	8	28%	75	100%	269
Ease of car travel in Peoria	19%	54	50%	139	19%	54	7%	18	4%	11	100%	276
Ease of bus travel in Peoria	7%	19	9%	24	16%	44	22%	59	47%	128	100%	274
Ease of bicycle travel in Peoria	14%	38	33%	92	17%	46	9%	26	27%	73	100%	276
Ease of walking in Peoria	22%	60	39%	107	25%	68	5%	15	8%	23	100%	273
Availability of paths and walking trails	23%	64	37%	101	20%	55	9%	24	11%	30	100%	274
Traffic flow on major streets	14%	39	41%	113	31%	86	11%	30	3%	9	100%	277
Availability of affordable quality housing	12%	34	35%	96	29%	80	6%	17	18%	49	100%	276
Availability of affordable quality child care	5%	15	11%	31	17%	46	4%	12	62%	169	100%	272
Quality of overall natural environment in Peoria	14%	39	52%	141	27%	75	1%	4	6%	15	100%	274
Overall image or reputation of Peoria	20%	55	47%	128	26%	71	4%	10	3%	8	100%	272

Question 3: Growth														
Please rate the speed of growth in the following categories in Peoria over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	3%	7	4%	12	50%	139	17%	46	3%	9	23%	63	100%
Retail growth (stores, restaurants, etc.)	7%	19	23%	65	50%	137	5%	14	3%	8	12%	34	100%	276
Jobs growth	12%	34	30%	82	11%	29	0%	1	0%	1	46%	127	100%	274

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Peoria?	Percent of respondents	Count
Not a problem	21%	59
Minor problem	38%	105
Moderate problem	26%	70
Major problem	3%	8
Don't know	12%	33
Total	100%	275

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Peoria:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	31%	86	46%	127	13%	36	6%	15	1%	2	4%	11	100%
Property crimes (e.g., burglary, theft)	14%	40	48%	131	18%	49	13%	37	3%	8	4%	12	100%	276
Environmental hazards, including toxic waste	34%	93	31%	85	17%	46	4%	10	0%	1	15%	40	100%	275

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	68%	189	26%	72	4%	10	2%	7	0%	0	0%	1	100%
In your neighborhood after dark	37%	103	46%	127	8%	23	6%	16	2%	6	1%	2	100%	278
In Peoria's downtown area during the day	22%	61	35%	98	11%	30	3%	9	2%	7	26%	74	100%	278
In Peoria's downtown area after dark	4%	11	22%	61	15%	42	17%	46	6%	17	36%	98	100%	277

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Peoria Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Peoria Police Department within the last 12 months?	65%	178	34%	93	1%	3	100%	275

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Peoria Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Peoria Police Department?	56%	51	27%	24	10%	9	8%	8	0%	0	100%	92

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	91%	244
Yes	9%	24
Don't know	0%	1
Total	100%	270

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	21%	5
Yes	79%	19
Don't know	0%	0
Total	100%	24

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Peoria?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Peoria public libraries or their services	43%	118	22%	60	18%	49	9%	24	8%	23	100%
Used Peoria recreation centers	46%	123	28%	75	15%	41	5%	13	7%	18	100%	271
Participated in a recreation program or activity	64%	176	17%	48	12%	33	4%	10	3%	7	100%	274
Visited a neighborhood park or City park	23%	63	23%	62	31%	84	14%	38	10%	27	100%	274
Ridden a local bus within Peoria	95%	261	4%	11	1%	2	0%	0	0%	0	100%	273
Attended a meeting of local elected officials or other local public meeting	86%	237	11%	31	3%	7	0%	0	0%	0	100%	275
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	69%	188	16%	44	14%	38	1%	3	0%	1	100%	274
Read Peoria Newsletter	20%	53	29%	79	30%	82	10%	27	11%	29	100%	270
Visited the City of Peoria Web site (at www.peoriaaz.gov)	34%	92	28%	77	24%	66	13%	34	1%	3	100%	273
Recycled used paper, cans or bottles from your home	10%	26	4%	11	6%	15	8%	23	72%	194	100%	269
Volunteered your time to some group or activity in Peoria	74%	199	13%	36	8%	21	1%	4	3%	8	100%	268
Participated in religious or spiritual activities in Peoria	61%	167	11%	30	6%	18	3%	8	18%	50	100%	274
Participated in a club or civic group in Peoria	83%	227	10%	28	4%	11	2%	5	1%	3	100%	274
Provided help to a friend or neighbor	8%	23	34%	93	33%	90	11%	30	14%	38	100%	274

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	16%	43
Several times a week	25%	69
Several times a month	27%	75
Less than several times a month	33%	90
Total	100%	277

Question 13: Service Quality												
Please rate the quality of each of the following services in Peoria:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	32%	87	41%	113	7%	18	1%	3	19%	51	100%	273
Fire services	34%	93	37%	102	1%	4	0%	0	27%	75	100%	273
Ambulance or emergency medical services	32%	88	36%	100	2%	4	0%	1	30%	81	100%	273
Crime prevention	16%	44	40%	109	15%	40	1%	4	28%	75	100%	272
Fire prevention and education	17%	48	34%	92	8%	22	1%	2	40%	109	100%	273
Municipal courts	10%	28	21%	58	10%	28	1%	2	58%	157	100%	273
Traffic enforcement	13%	36	42%	113	21%	58	3%	8	21%	57	100%	272
Street repair	16%	44	38%	104	30%	83	8%	23	6%	18	100%	272
Street cleaning	23%	64	44%	121	24%	67	2%	7	5%	15	100%	274
Street lighting	20%	54	51%	139	19%	50	7%	20	2%	7	100%	269
Sidewalk maintenance	21%	57	49%	133	22%	61	3%	7	5%	14	100%	273
Traffic signal timing	18%	50	40%	109	28%	77	10%	26	4%	10	100%	271
Bus or transit services	6%	17	8%	21	9%	24	18%	49	59%	160	100%	271
Garbage collection	47%	128	44%	121	6%	16	0%	1	3%	8	100%	274
Recycling	47%	129	40%	109	7%	20	2%	6	4%	11	100%	275
Storm drainage	27%	73	44%	120	14%	37	5%	13	11%	30	100%	273
Drinking water	17%	47	41%	113	23%	63	12%	34	6%	17	100%	273
Sewer services	29%	79	44%	122	15%	42	1%	3	11%	29	100%	275
City parks	32%	87	40%	109	14%	38	0%	1	13%	35	100%	269
Recreation programs or classes	17%	47	30%	83	11%	29	0%	1	42%	114	100%	273
Recreation centers or facilities	24%	65	34%	93	8%	22	0%	0	33%	89	100%	270
Land use, planning and zoning	12%	33	21%	57	23%	61	4%	10	41%	110	100%	272
Code enforcement (weeds, abandoned buildings, etc.)	12%	33	32%	86	21%	57	11%	30	24%	64	100%	271
Animal control	14%	38	33%	88	15%	41	3%	8	35%	95	100%	271
Economic development	11%	29	19%	53	24%	65	4%	11	42%	114	100%	272
Health services	12%	34	23%	63	20%	55	2%	5	42%	114	100%	271

Question 13: Service Quality												
Please rate the quality of each of the following services in Peoria:	Excellent		Good		Fair		Poor		Don't know		Total	
	Services to seniors	11%	30	18%	49	11%	30	1%	2	59%	162	100%
Services to youth	10%	27	16%	44	17%	47	1%	2	56%	153	100%	273
Services to low-income people	6%	15	10%	26	15%	40	3%	8	67%	178	100%	267
Public library services	30%	82	38%	105	5%	13	1%	2	26%	72	100%	275
Public information services	14%	37	33%	89	16%	42	2%	5	36%	98	100%	271
Cable television	14%	37	37%	101	19%	52	3%	9	27%	74	100%	273
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	18	18%	49	12%	33	6%	15	57%	156	100%	271
Preservation of natural areas such as open space, farmlands and greenbelts	10%	28	34%	91	17%	45	6%	17	33%	91	100%	272

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Peoria	25%	69	57%	156	12%	32	0%	1	6%	16	100%
The Federal Government	8%	22	32%	86	22%	59	22%	59	17%	47	100%	272
The State Government	7%	18	33%	91	30%	83	13%	36	16%	44	100%	272
Maricopa County Government	6%	15	38%	102	25%	69	10%	26	22%	59	100%	272
Yavapai County Government	4%	11	11%	28	6%	16	2%	4	78%	209	100%	268

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Peoria to someone who asks	54%	148	43%	117	1%	3	1%	3	1%	3	100%
Remain in Peoria for the next five years	63%	172	23%	64	3%	7	8%	23	3%	9	100%	275

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	9%	25
Somewhat positive	20%	55
Neutral	45%	123
Somewhat negative	21%	56
Very negative	6%	15
Total	100%	274

Question 17: Contact with Fire Department							
Have you had any in-person or phone contact with an employee of the City of Peoria Fire Department within the last 12 months?	No		Yes		Don't know		Total
Have you had any in-person or phone contact with an employee of the City of Peoria Fire Department within the last 12 months?	89%	247	11%	29	0%	0	100% 276

Question 18: Ratings of Contact with Fire Department											
What was your overall impression of your most recent contact with the City of Peoria Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total
What was your overall impression of your most recent contact with the City of Peoria Fire Department?	75%	22	22%	6	2%	1	0%	0	0%	0	100% 29

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Peoria within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	57%	157
Yes	43%	117
Total	100%	274

Question 20: City Employees												
What was your impression of the employee(s) of the City of Peoria in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	51%	59	35%	40	10%	12	4%	4	0%	0	100%
Responsiveness	55%	62	21%	24	21%	24	3%	3	0%	0	100%	114
Courtesy	56%	65	27%	31	11%	13	5%	6	0%	0	100%	114
Overall impression	53%	61	31%	36	10%	11	5%	6	0%	0	100%	114

Question 21: Government Performance												
Please rate the following categories of Peoria government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Peoria	11%	31	44%	119	28%	75	3%	10	14%	38	100%
The overall direction that Peoria is taking	14%	39	46%	126	20%	54	4%	11	16%	43	100%	272
The job Peoria government does at welcoming citizen involvement	11%	29	26%	71	22%	60	3%	8	38%	104	100%	272

Question 22a: 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	Count
Cox Cable	32%	86
Web streaming	1%	3
YouTube	4%	12
I don't watch Peoria Channel 11 programming	65%	177
Total may exceed 100% as respondents could select more than one option		

Question 22b: 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:	Major source		Minor source		Not a source		Total	
	City of Peoria newsletter (Peoria NOW)	34%	92	40%	109	27%	74	100%
City of Peoria recreation brochure (Get Active)	26%	69	35%	94	40%	109	100%	272
City of Peoria Web site (www.peoriaaz.gov)	36%	98	32%	87	32%	87	100%	272
Email subscription (Snapshots)	5%	15	14%	37	81%	219	100%	270
Peoria Channel 11 cable television (City council meetings, REC show, etc.)	12%	34	19%	52	68%	185	100%	271
Local newspapers (Arizona Republic, Peoria Independent, Peoria Times, etc.)	42%	114	30%	81	28%	77	100%	272
Facebook	9%	24	15%	41	76%	205	100%	270
Twitter	4%	11	11%	29	85%	230	100%	270
LinkedIn	0%	1	9%	25	90%	244	100%	271
Word of mouth	25%	69	51%	139	24%	65	100%	273

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	32%	88
Yes, full-time	60%	165
Yes, part-time	8%	23
Total	100%	277

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	78%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	1%
Walk	1%
Bicycle	2%
Work at home	7%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Peoria?	Percent of respondents	Count
Less than 2 years	14%	39
2 to 5 years	25%	69
6 to 10 years	19%	53
11 to 20 years	30%	83
More than 20 years	12%	33
Total	100%	277

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	83%	230
House attached to one or more houses (e.g., a duplex or townhome)	6%	17
Building with two or more apartments or condominiums	10%	26
Mobile home	0%	0
Other	1%	4
Total	100%	277

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	25%	69
Owned by you or someone in this house with a mortgage or free and clear	75%	202
Total	100%	271

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	5%	13
\$300 to \$599 per month	9%	24
\$600 to \$999 per month	29%	77
\$1,000 to \$1,499 per month	36%	95
\$1,500 to \$2,499 per month	14%	38
\$2,500 or more per month	8%	20
Total	100%	267

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	66%	182
Yes	34%	93
Total	100%	274

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	70%	190
Yes	30%	82
Total	100%	271

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	8%	20
\$25,000 to \$49,999	30%	78
\$50,000 to \$99,999	35%	90
\$100,000 to \$149,999	21%	54
\$150,000 or more	7%	18
Total	100%	261

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	86%	233
Yes, I consider myself to be Spanish, Hispanic or Latino	14%	38
Total	100%	271

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	3%	8
Asian, Asian Indian or Pacific Islander	5%	13
Black or African American	4%	11
White	85%	228
Other	11%	28
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	5%	13
25 to 34 years	21%	58
35 to 44 years	11%	31
45 to 54 years	27%	73
55 to 64 years	14%	39
65 to 74 years	12%	32
75 years or older	9%	26
Total	100%	273

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	54%	144
Male	46%	124
Total	100%	268

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	13%	36
Yes	84%	230
Ineligible to vote	0%	1
Don't know	3%	7
Total	100%	275

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	18%	49
Yes	80%	220
Ineligible to vote	1%	2
Don't know	2%	5
Total	100%	275

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	4%	10
Yes	96%	265
Total	100%	275

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	32%	89
Yes	68%	187
Total	100%	276

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	33%	58
Land line	46%	81
Both	22%	38
Total	100%	178

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

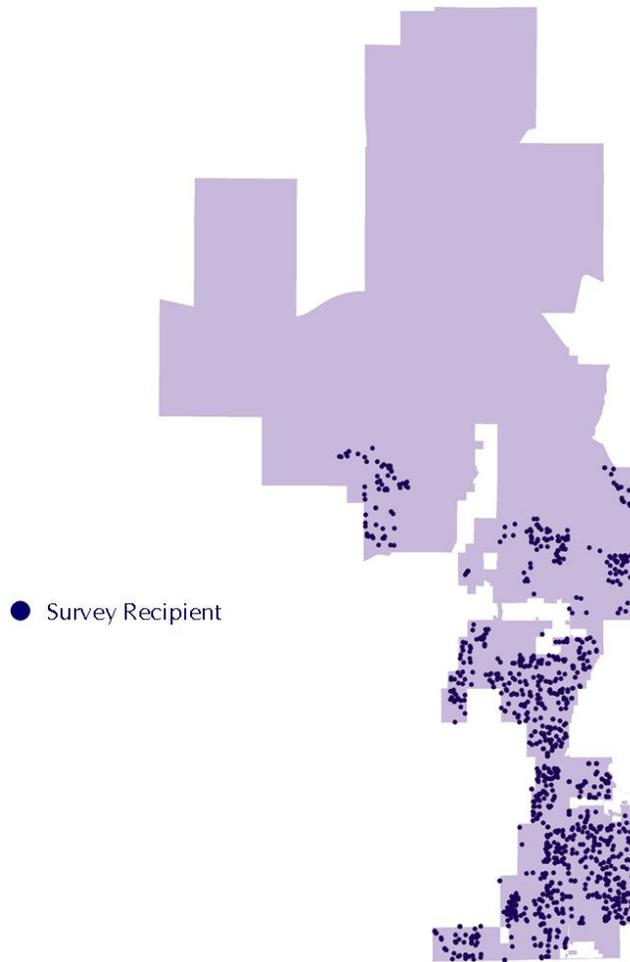
## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Peoria were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Peoria boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Peoria households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Peoria boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Peoria. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 91: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™  
City of Peoria, AZ 2013

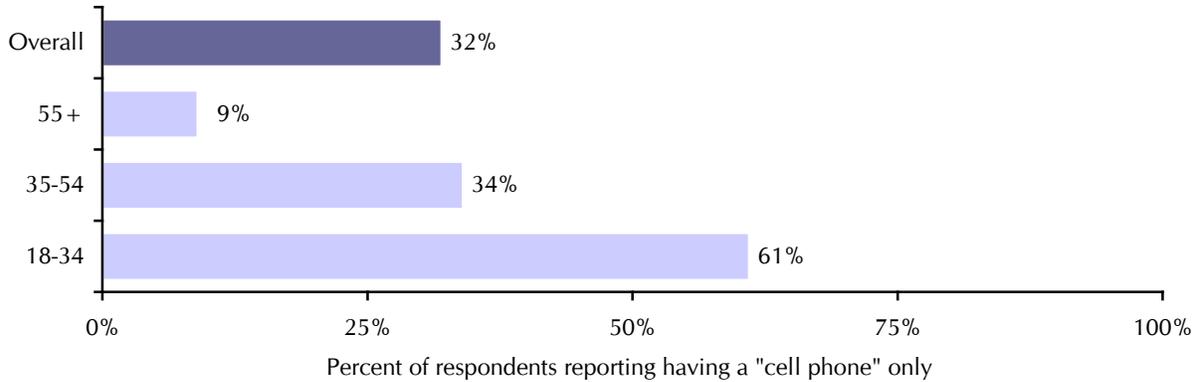


An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available

as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>2</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Peoria has a “cord cutter” population greater than the nationwide 2010 estimates

FIGURE 92: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN PEORIA



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning January 25, 2013. The first mailing was a prenotification postcard announcing, in English and in Spanish, the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Both letters included instructions in Spanish for how to request a Spanish survey. Completed surveys were collected over the following five weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Peoria survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (280 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

<sup>2</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

### SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and 2005-2009 American Community Survey and other population norms for adults in the City of Peoria. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race and ethnicity and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Peoria, AZ 2013 Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	26%	13%	26%
Own home	74%	87%	74%
Detached unit	84%	81%	83%
Attached unit	16%	19%	17%
<b>Race and Ethnicity</b>			
White	85%	89%	81%
Not white	15%	11%	19%
Not Hispanic	84%	93%	86%
Hispanic	16%	7%	14%
White alone, not Hispanic	76%	85%	75%
Hispanic and/or other race	24%	15%	25%
<b>Sex and Age</b>			
Female	53%	55%	54%
Male	47%	45%	46%
18-34 years of age	27%	9%	26%
35-54 years of age	39%	26%	38%
55+ years of age	34%	65%	36%
Females 18-34	14%	6%	14%
Females 35-54	20%	13%	21%
Females 55+	19%	36%	19%
Males 18-34	13%	3%	13%
Males 35-54	18%	14%	18%
Males 55+	15%	29%	15%

<sup>1</sup> Source: 2010 Census/2005-2009 ACS

## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### “Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

### The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of Peoria to the Benchmark Database

The City of Peoria chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (communities having populations of 100,000 to 200,000). A

benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Peoria Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Peoria's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Peoria's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

## APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Peoria.

Dear City of Peoria Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Peoria. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Bob Barrett  
Mayor/Alcalde  
City of Peoria

Estimado residente de la ciudad de Peoria,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Peoria. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

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Atentamente,



**City of Peoria**

**OFFICE OF THE MAYOR**

8401 West Monroe Street  
Peoria, Arizona 85345

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



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**City of Peoria**

**OFFICE OF THE MAYOR**

8401 West Monroe Street  
Peoria, Arizona 85345

February 2013

Dear City of Peoria Resident:

The City of Peoria wants to know what you think about our community and City government. You have been randomly selected to participate in Peoria's 2013 Citizen Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Peoria. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés por favor llámenos al número 623-773-7000 para pedir una copia de la encuesta en español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Peoria City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Peoria residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend the few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 623-773-7000.

Please help us shape the future of Peoria. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Bob Barrett".

Bob Barrett  
Mayor



**City of Peoria**

**OFFICE OF THE MAYOR**

8401 West Monroe Street  
Peoria, Arizona 85345

February 2013

Dear City of Peoria Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Peoria wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Peoria's 2013 Citizen Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Peoria. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés, por favor llámenos al número 623-773-7000 para pedir una copia de la encuesta en español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

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Please help us shape the future of Peoria. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Bob Barrett".

Bob Barrett  
Mayor

# The City of Peoria 2013 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of quality of life in Peoria:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Peoria as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live .....	1	2	3	4	5
Peoria as a place to raise children .....	1	2	3	4	5
Peoria as a place to work .....	1	2	3	4	5
Peoria as a place to retire .....	1	2	3	4	5
The overall quality of life in Peoria .....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to Peoria as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of Peoria .....	1	2	3	4	5
Cleanliness of Peoria.....	1	2	3	4	5
Overall quality of new development in Peoria .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Peoria.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Peoria .....	1	2	3	4	5
Ease of bus travel in Peoria .....	1	2	3	4	5
Ease of bicycle travel in Peoria.....	1	2	3	4	5
Ease of walking in Peoria .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care .....	1	2	3	4	5
Quality of overall natural environment in Peoria.....	1	2	3	4	5
Overall image or reputation of Peoria .....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Peoria over the past 2 years:**

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Peoria?  
 Not a problem     Minor problem     Moderate problem     Major problem     Don't know

5. Please rate how safe or unsafe you feel from the following in Peoria:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Peoria's downtown area during the day .....	1	2	3	4	5	6
In Peoria's downtown area after dark .....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Peoria Police Department within the last 12 months?

- No → Go to Question 9     Yes → Go to Question 8     Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Peoria Police Department?

- Excellent     Good     Fair     Poor     Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11     Yes → Go to Question 10     Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No     Yes     Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Peoria?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Peoria public libraries or their services.....	1	2	3	4	5
Used Peoria recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Peoria.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media .....	1	2	3	4	5
Read Peoria Newsletter .....	1	2	3	4	5
Visited the City of Peoria Web site (at www.peoriaaz.gov).....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Peoria.....	1	2	3	4	5
Participated in religious or spiritual activities in Peoria.....	1	2	3	4	5
Participated in a club or civic group in Peoria .....	1	2	3	4	5
Provided help to a friend or neighbor.....	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day  
 Several times a week  
 Several times a month  
 Less than several times a month

# The City of Peoria 2013 Citizen Survey

## 13. Please rate the quality of each of the following services in Peoria:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Municipal courts .....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Cable television .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

## 14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Peoria .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5
Maricopa County Government.....	1	2	3	4	5
Yavapai County Government.....	1	2	3	4	5

## 15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Peoria to someone who asks.....	1	2	3	4	5
Remain in Peoria for the next five years .....	1	2	3	4	5

## 16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative

17. Have you had any in-person or phone contact with an employee of the City of Peoria Fire Department within the last 12 months?

- No → Go to Question 19     
  Yes → Go to Question 18     
  Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Peoria Fire Department?

- Excellent     
  Good     
  Fair     
  Poor     
  Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Peoria within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 21     
  Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of Peoria in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Peoria government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Peoria.....	1	2	3	4	5
The overall direction that Peoria is taking.....	1	2	3	4	5
The job Peoria government does at welcoming citizen involvement.....	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

a. Which of the following, if any, do you use to watch Peoria Channel 11 programming? (Please check all that apply.)

- Cox Cable     
  Web streaming     
  YouTube     
  I don't watch Peoria Channel 11 programming

b. 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:

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City of Peoria newsletter ( <i>Peoria NOW</i> ).....	1	2	3
City of Peoria recreation brochure ( <i>Get Active</i> ).....	1	2	3
City of Peoria Web site (www.peoriaaz.gov).....	1	2	3
Email subscription (Snapshots).....	1	2	3
Peoria Channel 11 cable television (City council meetings, REC show, etc.).....	1	2	3
Local newspapers ( <i>Arizona Republic, Peoria Independent, Peoria Times, etc.</i> ).....	1	2	3
Facebook.....	1	2	3
Twitter.....	1	2	3
LinkedIn.....	1	2	3
Word of mouth.....	1	2	3

# The City of Peoria 2013 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

**D1. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults ..... days
- Bus, rail, subway or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. How many years have you lived in Peoria?**

- Less than 2 years     11-20 years
- 2-5 years             More than 20 years
- 6-10 years

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

**D7. Do any children 17 or under live in your household?**

- No                       Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No                       Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

**Please respond to both questions D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

**D12. In which category is your age?**

- 18-24 years             55-64 years
- 25-34 years             65-74 years
- 35-44 years             75 years or older
- 45-54 years

**D13. What is your sex?**

- Female                 Male

**D14. Are you registered to vote in your jurisdiction?**

- No                       Ineligible to vote
- Yes                      Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- No                       Ineligible to vote
- Yes                      Don't know

**D16. Do you have a cell phone?**

- No                       Yes

**D17. Do you have a land line at home?**

- No                       Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- Cell                     Land line             Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



**City of Peoria**

**OFFICE OF THE MAYOR**

8401 West Monroe Street  
Peoria, Arizona 85345

Febrero 2013

Estimado Residente de Ciudad de Peoria:

La Ciudad de Peoria quiere saber qué piensa usted sobre nuestra comunidad y nuestro gobierno municipal. Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Peoria del 2013.

Por favor tome unos minutos para llenar la Encuesta de Ciudadanos incluida. Sus observaciones le ayudarán a la Ciudad a establecer puntos de referencia para el seguimiento de la calidad de servicios proporcionados a los residentes. Sus respuestas le ayudarán al Concejo de la Ciudad a tomar decisiones que afectan nuestra comunidad. Creemos que usted encontrará las preguntas interesantes y nosotros definitivamente encontraremos sus respuestas útiles. ¡Por favor participe!

**Para obtener una muestra representativa de los residentes de Peoria, el adulto (cualquiera de 18 años o más) en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta. El año de nacimiento del adulto no importa.**

Por favor haga que el miembro apropiado del hogar tome unos minutos para contestar todas las preguntas y devolver la encuesta en el sobre pre-pagado adjunto. **Sus respuestas permanecerán completamente anónimas.**

Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Si tiene alguna pregunta sobre la Encuesta de Ciudadanos por favor llame al 623-773-7000.

Por favor ayúdenos a moldear el futuro de Peoria. Gracias por su tiempo y participación.

Atentamente,

Bob Barrett  
Alcalde de la Ciudad

# Encuesta Ciudadana del 2013 de la Ciudad de Peoria

Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que más recientemente haya celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

## 1. Por favor clasifique cada uno de los siguientes aspectos de la calidad de vida en Peoria:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Peoria como lugar en donde vivir .....	1	2	3	4	5
Su vecindario como lugar en donde vivir .....	1	2	3	4	5
Peoria como lugar para criar niños.....	1	2	3	4	5
Peoria como lugar para trabajar .....	1	2	3	4	5
Peoria como lugar para jubilarse/retirarse .....	1	2	3	4	5
La calidad general de vida en Peoria.....	1	2	3	4	5

## 2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con la Ciudad de Peoria:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Sentido de cooperación comunitaria.....	1	2	3	4	5
Aceptación de la comunidad a gente de diferentes antecedentes.....	1	2	3	4	5
Aspecto general de la Ciudad de Peoria .....	1	2	3	4	5
Limpieza de Peoria .....	1	2	3	4	5
Calidad general de desarrollo nuevo en Peoria .....	1	2	3	4	5
Variedad de opciones de vivienda .....	1	2	3	4	5
Calidad general de empresas y establecimientos de servicio en Peoria .....	1	2	3	4	5
Suficientes lugares de compra .....	1	2	3	4	5
Oportunidades para asistir a actividades culturales .....	1	2	3	4	5
Oportunidades de recreación.....	1	2	3	4	5
Oportunidades para empleo .....	1	2	3	4	5
Oportunidades para participar en eventos y actividades sociales.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades religiosos o espirituales .....	1	2	3	4	5
Oportunidades para ser voluntario.....	1	2	3	4	5
Oportunidades para participar en asuntos de comunidad.....	1	2	3	4	5
Facilidad para andar en carro.....	1	2	3	4	5
Facilidad para andar en autobús.....	1	2	3	4	5
Facilidad para andar en bicicleta.....	1	2	3	4	5
Facilidad para caminar.....	1	2	3	4	5
Disponibilidad de caminos y senderos para caminar.....	1	2	3	4	5
Flujo de tráfico sobre las calles principales .....	1	2	3	4	5
Disponibilidad de viviendas a precios accesibles .....	1	2	3	4	5
Guarderías infantiles a precios accesibles.....	1	2	3	4	5
Calidad del ambiente natural general en Peoria .....	1	2	3	4	5
Imagen/reputación general de Peoria .....	1	2	3	4	5

## 3. Por favor evalúe la rapidez de crecimiento durante los últimos 2 años en las siguientes categorías:

	<i>demasiado lento</i>	<i>un poco lento</i>	<i>cantidad apropiada</i>	<i>un poco rápido</i>	<i>muy rápido</i>	<i>no sé</i>
Crecimiento de la población .....	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.) .....	1	2	3	4	5	6
Aumento de oportunidad de empleo.....	1	2	3	4	5	6

**4. ¿Hasta qué grado son problema los edificios en ruinas, lotes de hierba mala o vehículos chatarra en Peoria?**

- No son problema  
  Problema menor  
  Problema moderado  
  Problema mayor  
  No sé

**5. Por favor clasifique qué tan seguro o inseguro se siente usted de lo siguiente en Peoria:**

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
Crimen violento (Ej. violación, ataque, robo) .....	1	2	3	4	5	6
Crímenes de propiedad (Ej. robo, asalto) .....	1	2	3	4	5	6
Peligros ambientales, incluyendo desecho tóxico.....	1	2	3	4	5	6

**6. Por favor clasifique qué tan seguro o inseguro se siente usted:**

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
En su vecindario durante el día .....	1	2	3	4	5	6
En su vecindario durante la noche .....	1	2	3	4	5	6
En el centro de la Ciudad durante el día.....	1	2	3	4	5	6
En el centro de la Ciudad durante la noche.....	1	2	3	4	5	6

**7. ¿Ha tenido algún contacto en persona o por teléfono con un empleado del Ciudad del Departamento de Policía Peoria dentro de los últimos 12 meses?**

- No → Vaya a la Pregunta 9  
  Sí → Vaya a la Pregunta 8  
  No sé → Vaya a la Pregunta 9

**8. ¿Cuál fue la impresión general de su contacto más reciente con el Ciudad del Departamento de Policía Peoria?**

- Excelente  
  Buena  
  Regular  
  Deficiente  
  No sé

**9. Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen?**

- No → Vaya a la pregunta 11  
  Sí → Vaya a la pregunta 10  
  No sé → Vaya a la pregunta 11

**10. ¿Si usted marcó sí, denunció esos crímenes a la policía?**

- No  
  Sí  
  No sé

**11. Durante los últimos 12 meses, ¿cuántas veces (usted o algún miembro de su familia) participó en las siguientes actividades en la Ciudad de Peoria?**

	<i>Nunca</i>	<i>1 ó 2 veces</i>	<i>3 a 12 veces</i>	<i>13 a 26 veces</i>	<i>más de 26 veces</i>
Utilizó las bibliotecas públicas de Peoria y sus servicios .....	1	2	3	4	5
Utilizó los centros de recreación de Peoria .....	1	2	3	4	5
Participó en programas o actividades recreativas.....	1	2	3	4	5
Visitó un parque del vecindario o de la Ciudad.....	1	2	3	4	5
Utilizó un autobús local dentro de la Ciudad .....	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública .....	1	2	3	4	5
Miró una reunión de oficiales locales electos u otra reunión pública patrocinada por la Ciudad en televisión por cable, la Internet u otros medio.....	1	2	3	4	5
Leyó el boletín de la Ciudad .....	1	2	3	4	5
Visitó la Ciudad del sitio en red Peoria (en www.peoriaaz.gov) .....	1	2	3	4	5
Recicló papel, latas o botellas en su casa .....	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad .....	1	2	3	4	5
Participó en actividades religiosas o espirituales en Peoria.....	1	2	3	4	5
Participó en un club o grupo cívico en Peoria.....	1	2	3	4	5
Proporcionó ayuda a un amigo o vecino.....	1	2	3	4	5

**12. ¿Como qué tan a menudo, si lo hace, habla o tiene visita con sus vecinos inmediatos (gente que vive en los 10 o 20 hogares más cercanos a usted)?**

- Casi todos los días  
 Varias veces por semana  
 Varias veces al mes  
 Menos de varias veces al mes

# Encuesta Ciudadana del 2013 de la Ciudad de Peoria

## 13. Por favor clasifique la calidad de cada uno de los siguientes servicios en Peoria:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Servicios de la Policía .....	1	2	3	4	5
Servicios de Bomberos.....	1	2	3	4	5
Servicios de Ambulancia / Médicos de Emergencia.....	1	2	3	4	5
Prevención de Crímenes .....	1	2	3	4	5
Educación y Prevención contra Incendios .....	1	2	3	4	5
Cortes Municipales .....	1	2	3	4	5
Imposición de las Leyes de Tránsito .....	1	2	3	4	5
Reparación de Calles .....	1	2	3	4	5
Limpieza de Calles.....	1	2	3	4	5
Iluminación de Calles .....	1	2	3	4	5
Mantenimiento de Aceras / Veredas.....	1	2	3	4	5
Regulación de Semáforos / Señales de Tránsito .....	1	2	3	4	5
Servicios de Autobús / Transporte .....	1	2	3	4	5
Recolección de Basura.....	1	2	3	4	5
Reciclaje.....	1	2	3	4	5
Drenajes .....	1	2	3	4	5
Agua Potable .....	1	2	3	4	5
Servicios de Cañería .....	1	2	3	4	5
Parques de Ciudad.....	1	2	3	4	5
Clases o Programas Recreativos .....	1	2	3	4	5
Centros de Recreación .....	1	2	3	4	5
Uso, Planificación y Zonificación de Terreno.....	1	2	3	4	5
Imposición de las Ordenanzas (mala hierba, maleza, edificios abandonados, etc.).....	1	2	3	4	5
Control de Animales .....	1	2	3	4	5
Desarrollo Económico .....	1	2	3	4	5
Servicios de Salud.....	1	2	3	4	5
Servicios para Personas Mayores (de la tercera edad, Ciudadanos de oro, "seniors") .....	1	2	3	4	5
Servicios para la juventud .....	1	2	3	4	5
Servicios para Personas de Bajos Recursos .....	1	2	3	4	5
Servicios de Bibliotecas Públicas.....	1	2	3	4	5
Servicios de Información Pública .....	1	2	3	4	5
Televisión por Cable.....	1	2	3	4	5
Preparación de emergencia (servicios que preparan a la comunidad para desastres u otras situaciones de emergencia). .....	1	2	3	4	5
Preservación de áreas naturales tales como espacio abierto, tierra de cultivo y áreas verdes.....	1	2	3	4	5

## 14. En general, ¿cómo evalúa usted los servicios suministrados por...

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
la Ciudad de Peoria .....	1	2	3	4	5
el Gobierno Federal .....	1	2	3	4	5
el Gobierno Estatal.....	1	2	3	4	5
Gobierno del Condado de Maricopa.....	1	2	3	4	5
Gobierno del Condado de Yavapai .....	1	2	3	4	5

## 15. Por favor indique qué tan probable o improbable es usted para hacer cada uno de los siguientes:

	<i>Muy Probable</i>	<i>Algo probable</i>	<i>Algo improbable</i>	<i>Muy Improbable</i>	<i>No sé</i>
Recomendarle vivir en Peoria a alguien que pregunta.....	1	2	3	4	5
Permanecer en Peoria para los próximos cinco años.....	1	2	3	4	5

## 16. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:

- Muy positivo    
 Más o menos positivo    
 Neutral    
 Más o menos negativo    
 Muy negativo

**17. ¿Ha tenido algún contacto en persona o por teléfono con un empleado del Ciudad del Departamento de Bomberos Peoria dentro de los últimos 12 meses?**

- No → Vaya a la Pregunta 19     Sí → Vaya a la Pregunta 18     No sé → Vaya a la Pregunta 19

**18. ¿Cuál fue la impresión general de su contacto más reciente con el Ciudad del Departamento de Bomberos Peoria?**

- Excelente     Buena     Regular     Deficiente     No sé

**19. ¿Ha tenido contacto personal, teléfono o por correo electrónico con algún empleado de la Ciudad de Peoria durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?**

- No → Vaya a la pregunta 21     Sí → Vaya a la pregunta 20

**20. ¿Cuál fue su impresión de los empleados de la Ciudad de Peoria en su más reciente contacto? (Evalúe cada característica abajo.)**

	<i>Excelente</i>	<i>Buena</i>	<i>Pasable</i>	<i>Baja</i>	<i>No sé</i>
Conocimiento .....	1	2	3	4	5
Simpatía.....	1	2	3	4	5
Cortesía .....	1	2	3	4	5
Impresión General .....	1	2	3	4	5

**21. Por favor clasifique las siguientes categorías del desempeño gubernamental en Peoria:**

	<i>Excelente</i>	<i>Buena</i>	<i>Pasable</i>	<i>Baja</i>	<i>No sé</i>
El valor de servicios para los impuestos pagados a Peoria .....	1	2	3	4	5
La dirección general que está tomando Peoria .....	1	2	3	4	5
La labor del gobierno de Peoria para incluir la participación ciudadana .....	1	2	3	4	5

**22. Por favor marque la respuesta que más se acerca a su opinión para cada una de las siguientes preguntas:**

**a. ¿Cuál de los siguientes, si alguno, utiliza usted para mirar la programación del Canal 11 de Peoria? (Por favor marque todos los que se aplican.)**

- Cable Cox     Transferencia de Red     YouTube     No miro la programación del Canal 11 de Peoria

**b. Por favor indique si cada una de las siguientes es una gran fuente, una fuente menor, o no es fuente de información para usted sobre la Ciudad de Peoria y sus actividades:**

	<i>Gran Fuente</i>	<i>Fuente Menor</i>	<i>No es Fuente</i>
Boletín informativo de la Ciudad de Peoria ( <i>Peoria NOW [Peoria Ahora]</i> ).....	1	2	3
Folleto de recreación de la Ciudad de Peoria ( <i>Get Active [Póngase Activo]</i> ).....	1	2	3
Sitio de red de la Ciudad de Peoria ( <i>www.peoriaaz.gov</i> ).....	1	2	3
Subscripción de correo electrónico ( <i>Snapshots [Instantáneas]</i> ).....	1	2	3
Televisión por cable del Canal 11 de Peoria (Reuniones del consejo de la Ciudad, El Programa REC [Recreación, Educación, Cultura] etc.).....	1	2	3
Periódicos locales ( <i>Arizona Republic, Peoria Independent, Peoria Times, etc.</i> ).....	1	2	3
Facebook .....	1	2	3
Twitter .....	1	2	3
LinkedIn.....	1	2	3
Palabra verbal .....	1	2	3

# Encuesta Ciudadana del 2013 de la Ciudad de Peoria

Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

**D1. ¿Actualmente está empleado con sueldo?**

- No → Vaya a la Pregunta D3
- Sí, tiempo completo → Vaya a la Pregunta D2
- Sí, medio tiempo → Vaya a la Pregunta D2

**D2. Durante una semana típica, ¿cuántos días hace un recorrido hasta el trabajo (para la mayor distancia que recorre) de cada manera en la lista de abajo? (Ponga el número total de días, usando números enteros.)**

- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) solo ..... días
- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) con otros niños o adultos ..... días
- Autobús, vía férrea, metro u otro transporte público ..... días
- Caminar ..... días
- Bicicleta ..... días
- Trabajar en el hogar ..... días
- Otro ..... días

**D3. ¿Cuántos años tiene usted viviendo en Peoria?**

- Menos de 2 años
- 2-5 años
- 6-10 años
- 11-20 años
- Más de 20 años

**D4. ¿Cuál describe mejor el edificio en el que vive?**

- Casa de una sola familia separada de cualquier otra casa
- Casa adjunta a una o más casas (p.ej., un dúplex o townhome)
- Edificio con dos o más apartamentos o condominios
- Hogar móvil
- Otro

**D5. ¿Es esta casa, apartamento o casa rodante / trailer es...**

- Alquilada o la ocupa sin pago?
- Propia, o alguno de su familia la paga con hipoteca o ya está pagado?

**D6. ¿Como cuánto es su costo mensual de vivienda para el lugar donde vive? (incluyendo renta, pago de hipoteca, impuesto de propiedad, seguro de propiedad y cuotas de asociación de propietarios (HOA))?**

- Menos de \$300 por mes
- \$300 a \$599 por mes
- \$600 a \$999 por mes
- \$1,000 a \$1,499 por mes
- \$1,500 a \$2,499 por mes
- \$2,500 o más por mes

**D7. ¿Algún niño de 17 años o menos vive en su hogar?**

- No
- Sí

**D8. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?**

- No
- Sí

**D9. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso total todo ingreso de todas las personas de su casa.)**

- Menos de \$24,999
- \$25,000 a \$49,999
- \$50,000 a \$99,999
- \$100,000 a \$149,999
- \$150,000 o más

**Por favor responda a ambas preguntas D10 y D11:**

**D10. ¿Es usted Español, Hispano o Latino?**

- No, no soy Español, Hispano o Latino
- Sí, me considero Español, Hispano o Latino

**D11. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)**

- Indio Americano o nativo de Alaska
- Asiático o de las Islas del Pacífico
- Negro, Afro-americano
- Blanco / Caucásico
- Otro

**D12. ¿En que categoría está su edad?**

- 18-24 años
- 25-34 años
- 35-44 años
- 45-54 años
- 55-64 años
- 65-74 años
- 75 años o más

**D13. ¿Cuál es su sexo?**

- Femenino
- Masculino

**D14. ¿Está registrado para votar en su jurisdicción?**

- No
- Sí
- No tengo derecho a votar
- No sé

**D15. Muchas personas no tienen tiempo para votar en las elecciones. ¿Recuerda usted haber votado en la última elección general?**

- No
- Sí
- No tengo derecho a votar
- No sé

**D16. ¿Usted tiene un teléfono celular?**

- No
- Sí

**D17. ¿Usted tiene una línea de tierra (conexión a la pared) en el hogar?**

- No
- Sí

**D18. Si usted tiene tanto un teléfono celular como una línea de tierra, ¿a cuál considera como su número primordial de teléfono?**

- Celular
- Línea de tierra
- Ambos

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



**City of Peoria**

**OFFICE OF THE MAYOR**

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