



CITY OF PEORIA, AZ 2010



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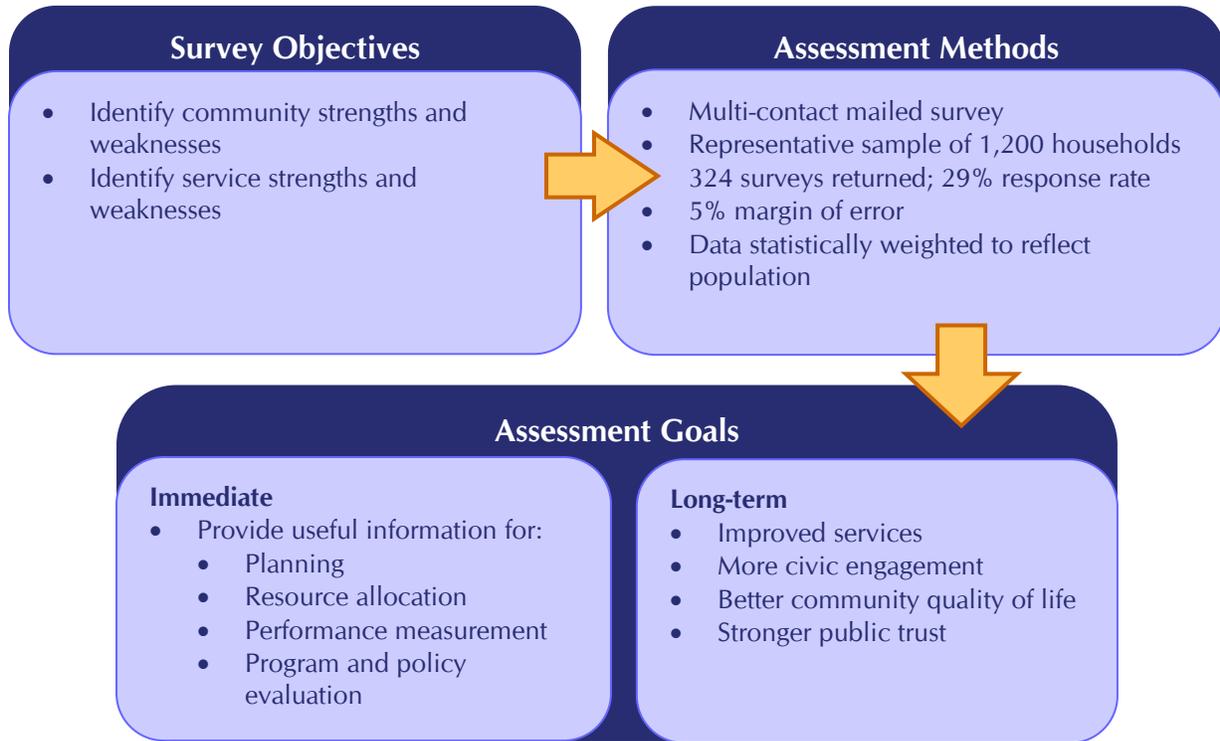
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SURVEY BACKGROUND

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 324 completed surveys were obtained, providing an overall response rate of 29%. 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 problems 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 crosstabulation of results, the option to complete the survey in Spanish, and several policy questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each 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

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 confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the City of Peoria survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (324 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%.

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

Research is clear that a change in the method of survey data collection, by itself, will result in a change in results if the shift is from telephone administration to self-administration or vice versa. The change occurs even without change in resident perspectives and is attributed to the different environment that a survey respondent confronts when providing answers to a stranger on the telephone compared to offering private anonymous opinions. Questions by phone elicit more positive, optimistic, self-aggrandizing responses than do the same questions asked on a written self-administered questionnaire. The self-administered questionnaire brings out more candid responses which often shine less brightly.

In Peoria citizen survey data were collected by phone in 2007. In 2009, data collection switched from phone to mail. As a consequence, we expected and see a decline in virtually all ratings. NRC has taken this into consideration and made statistical adjustments to the 2007 data to account for the more positive ratings received from phone surveys and the fact that these data were unweighted. This way the reported results for 2009 are not influenced by the decline that is attributable to the change in data collection mode from phone to mail.

While the adjusted 2009 findings control for the expected change from phone to mail data collection, there remains some uncertainty in the precision of the findings due to sampling error associated not only with this administration but also with the adjustments made to the previous years' data. Because of this uncertainty, NRC recommends that the change in ratings or reported behaviors be viewed with caution, understanding that when data collection method changes, there will be more instability in the comparisons of years where data were collected by one mode (telephone) to the most recent year when the data collection mode changed (to mail). Consequently, we suggest that differences between 2009 results and those of 2007 of 10 percentage points or less, be considered no real change. Only when findings exceed 10 points, should you explore what real events, policies or programs may be responsible for the shift.

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 City of Peoria chose to have comparisons made to the entire database. 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 were available, the City of Peoria results were noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes 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 experience a good quality of life in the City of Peoria and believe the City is a good place to live. The overall quality of life in the City of Peoria was rated as “excellent” or “good” by 83% of respondents. Almost all report 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. Among the characteristics receiving the most favorable ratings were recreational opportunities and the overall quality of new development in Peoria. The two characteristics receiving the least positive ratings were ease of bus travel and employment opportunities in Peoria.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, nine were above the benchmark comparison, 12 were similar to the benchmark comparison and ten were below.

Residents in the City of Peoria were somewhat civically engaged. While only 19% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 88% 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 trust in local government. A majority rated the overall direction being taken by the City of Peoria as “good” or “excellent.” This was higher than the 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. About eight in ten rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to most local government services. City services rated were able to be compared to the benchmark database. Of the 34 services for which comparisons were available, 11 were above the benchmark comparison, 19 were similar to the benchmark comparison and four were below.

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:

- Police services
- Economic development
- Sewer services

Of these services, those deserving the most attention may be those that have experienced declining ratings over time or those that were below or similar to the benchmark comparisons: economic development and sewer services. For police services, the City of Peoria is 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.

Most 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.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

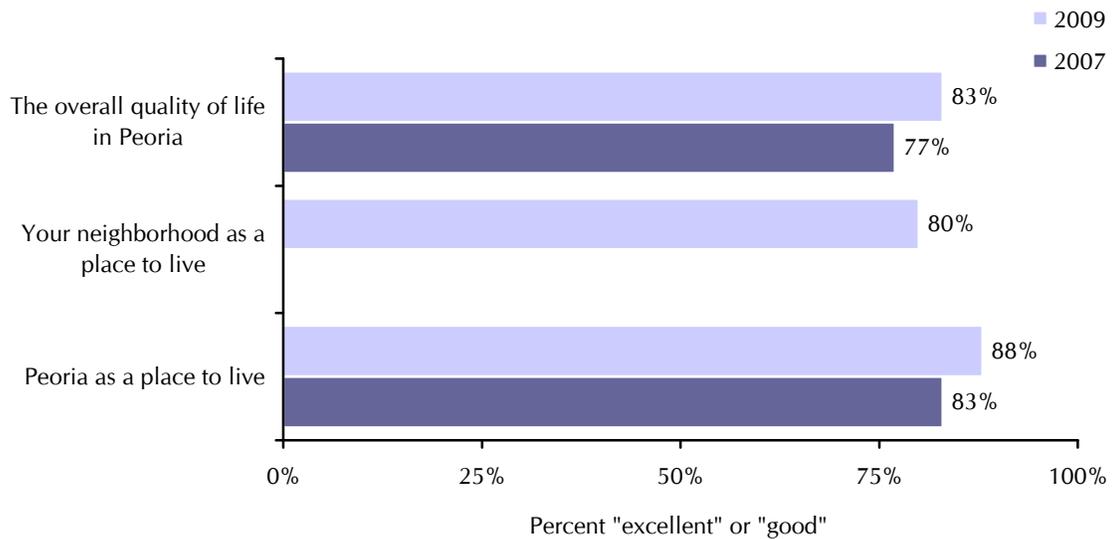


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

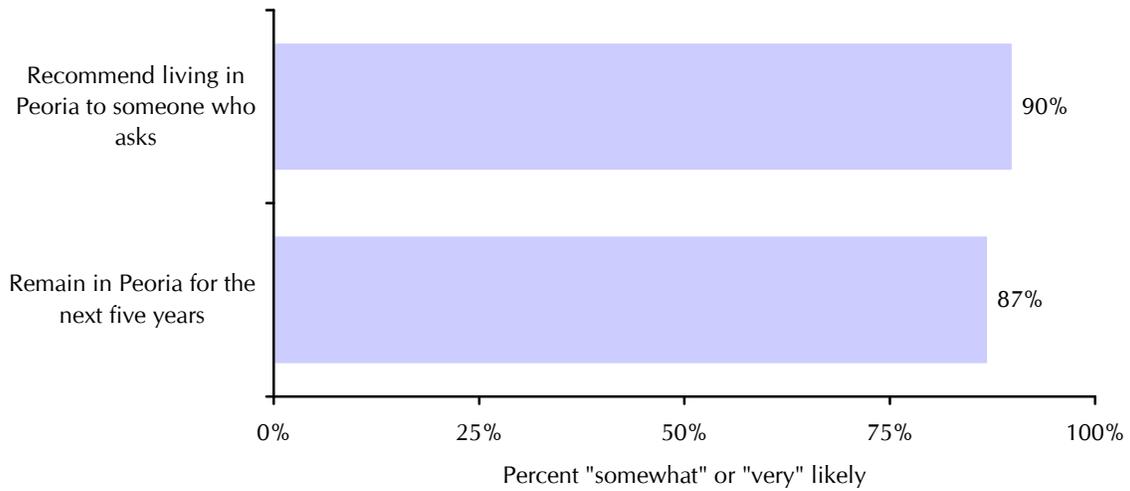


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Peoria	Similar
Your neighborhood as place to live	Similar
Peoria as a place to live	Similar
Remain in Peoria for the next five years	Above
Recommend living in Peoria to someone who asks	Similar

Overall community quality was compared to survey data from previous years. Average ratings were computed for the previous years' data to make comparison easier. Trends from 2007 to 2009 were generally stable.

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 availability of paths and walking trails. These ratings tended to be similar to or lower than the benchmark. The ratings for availability of paths and walking trails and traffic flow on major streets were similar to the past survey.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

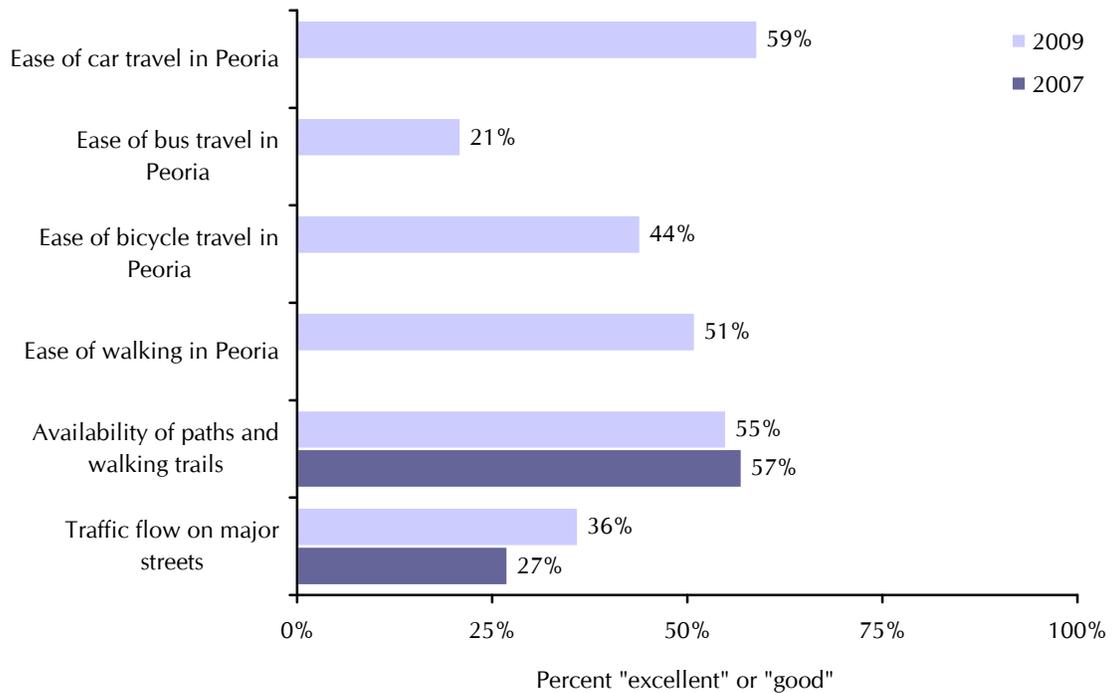


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of bus travel in Peoria	Below
Ease of car travel in Peoria	Similar
Ease of walking in Peoria	Below
Ease of bicycle travel in Peoria	Below
Availability of paths and walking trails	Similar
Traffic flow on major streets	Similar

Seven transportation services were rated in Peoria. As compared to most communities across America, ratings tended to be a mix of positive and negative. Two were above the benchmark, one was below the benchmark and four were similar to the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

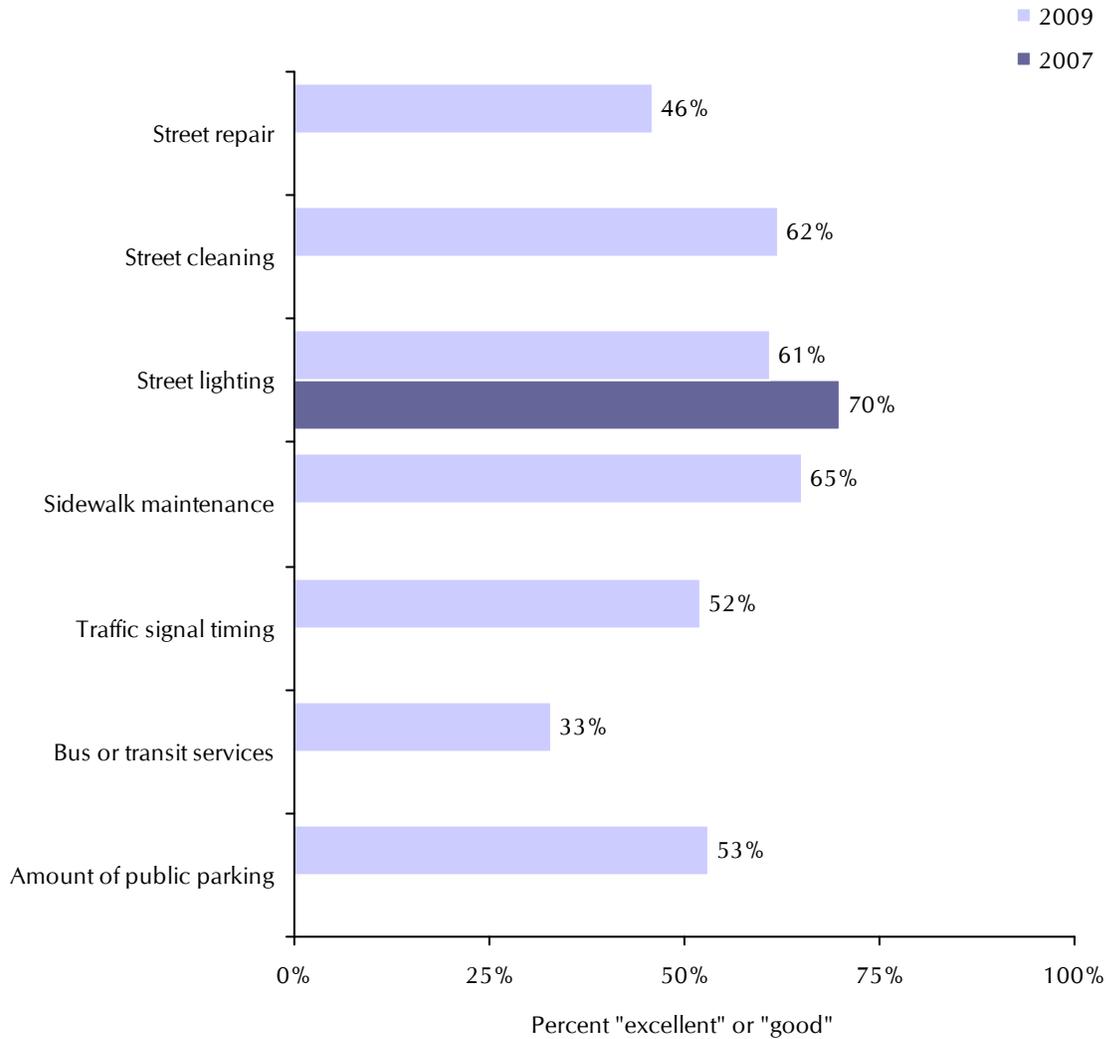


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair /maintenance	Similar
Street cleaning	Similar
Street lighting	Similar
Sidewalk maintenance	Above
Light timing	Similar
Bus or transit services	Below
Amount of public parking	Above

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, 3% of work commute trips were made by transit, by bicycle or by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

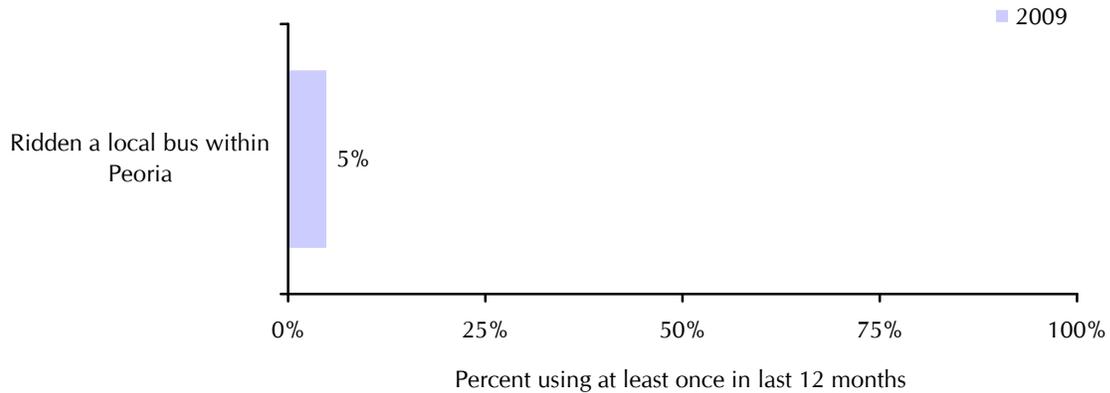
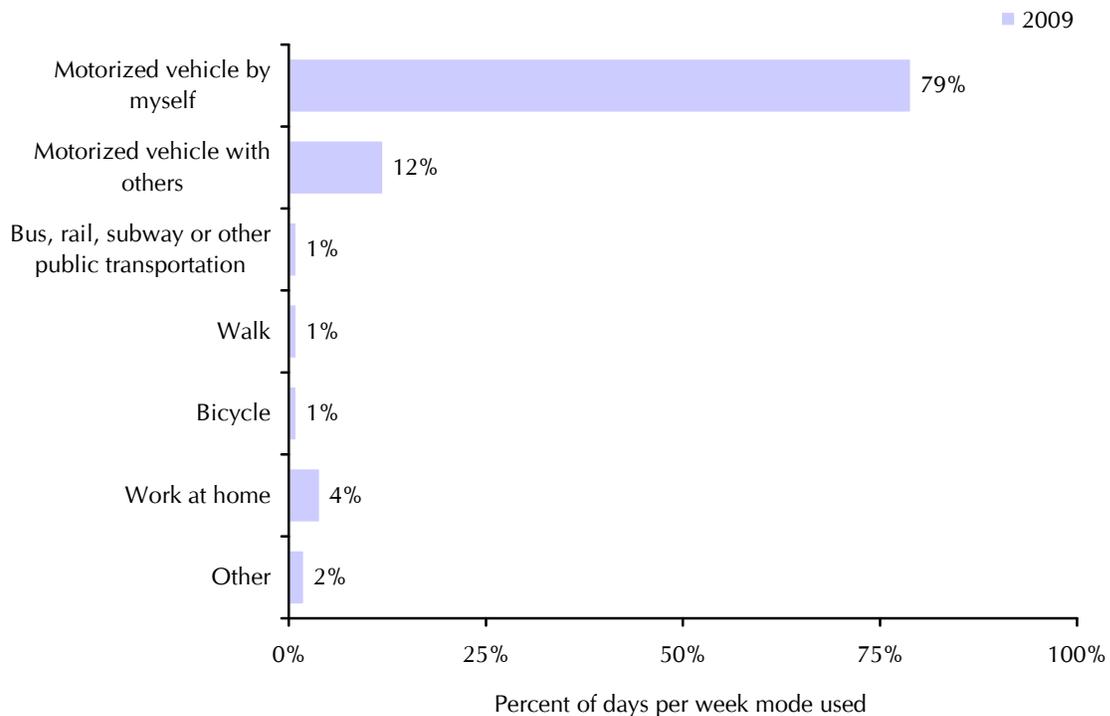


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Peoria	Less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE



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 such as: 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 69% of respondents. The rating of perceived affordable housing availability was better in the City of Peoria than the ratings, on average, in comparison jurisdictions.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY

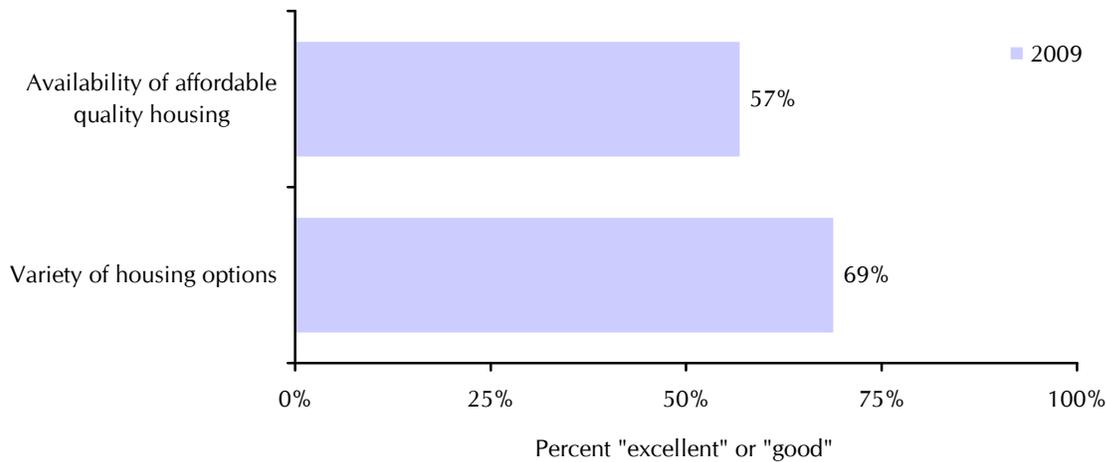
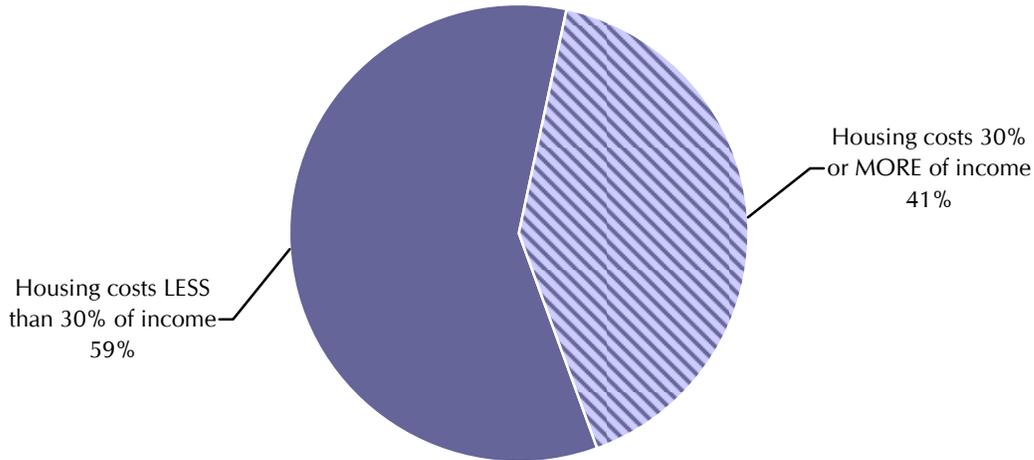


FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Above
Variety of housing options	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 41% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"



Note: This question was not asked in previous surveys.

FIGURE 16: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or more of income)	More

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” or “good” by 69% of respondents. The overall appearance of Peoria was rated as “excellent” or “good” by 65% of respondents and was similar to the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Peoria, 8% thought they were a “major” problem. The services of land use, planning and zoning and code enforcement were rated above the benchmark, the services of animal control was rated similar to the benchmark.

FIGURE 17: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

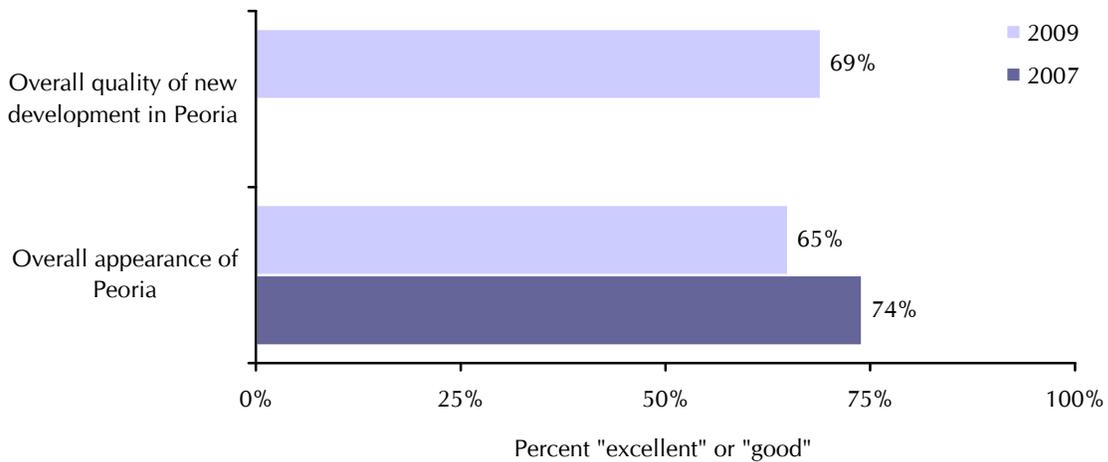


FIGURE 18: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in City	Above
Overall appearance of Peoria	Similar

FIGURE 19: RATINGS OF POPULATION GROWTH

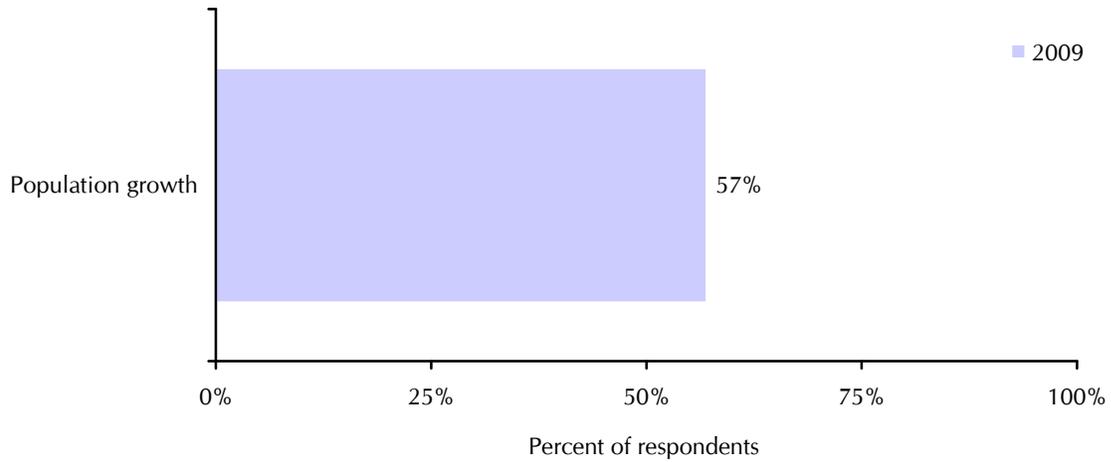


FIGURE 20: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	More

FIGURE 21: RATINGS OF NUISANCE PROBLEMS

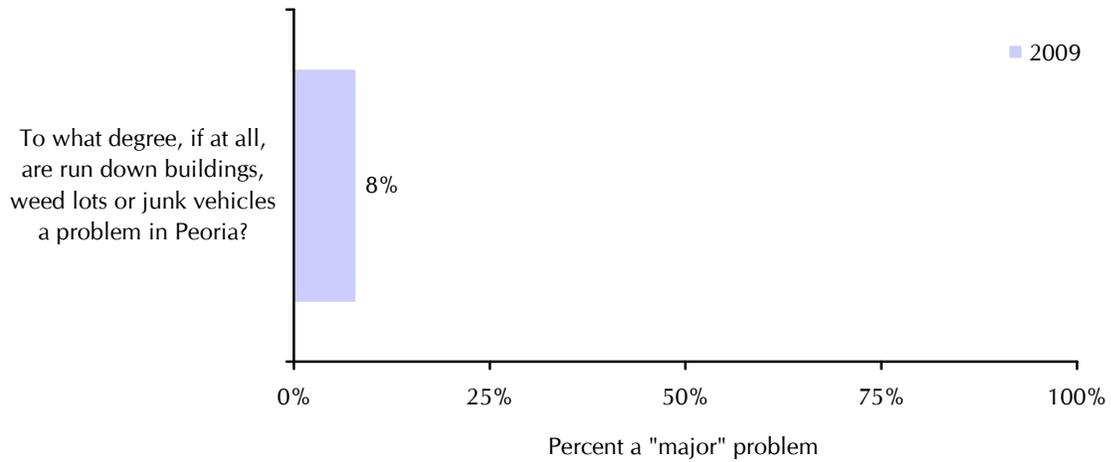


FIGURE 22: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles are a "major" problem	Less

FIGURE 23: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

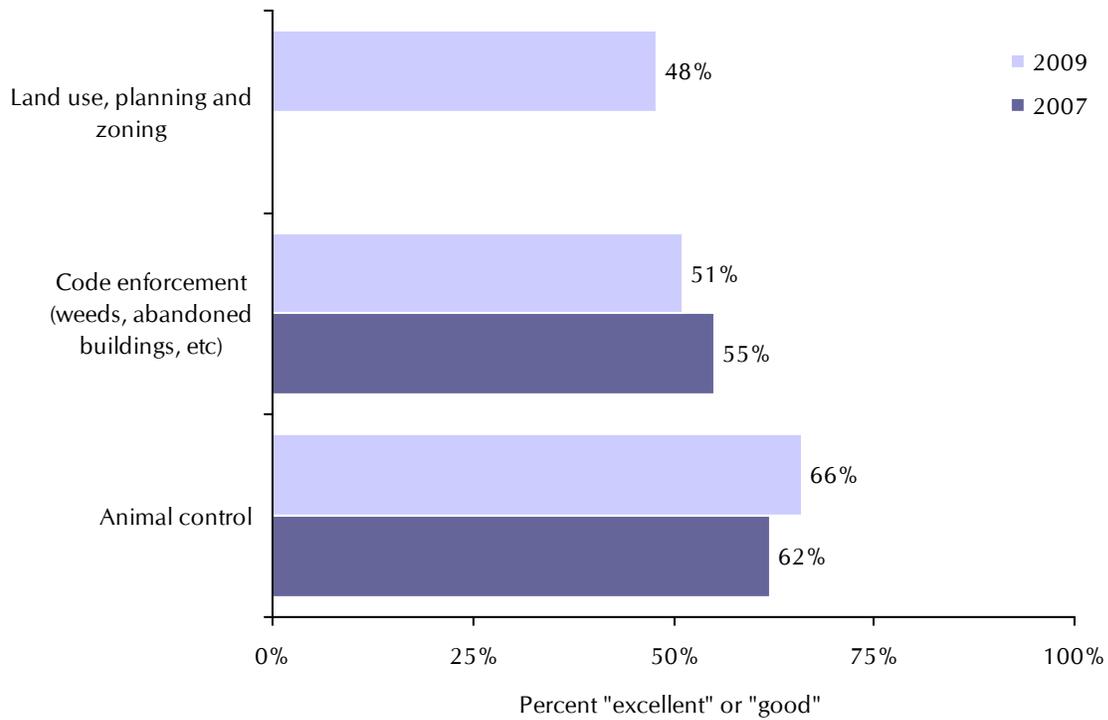


FIGURE 24: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Above
Code enforcement (weeds, abandoned buildings, etc)	Above
Animal control	Similar

ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were overall quality of business and service establishments in Peoria and shopping opportunities. Receiving the lowest rating was employment opportunities.

FIGURE 25: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

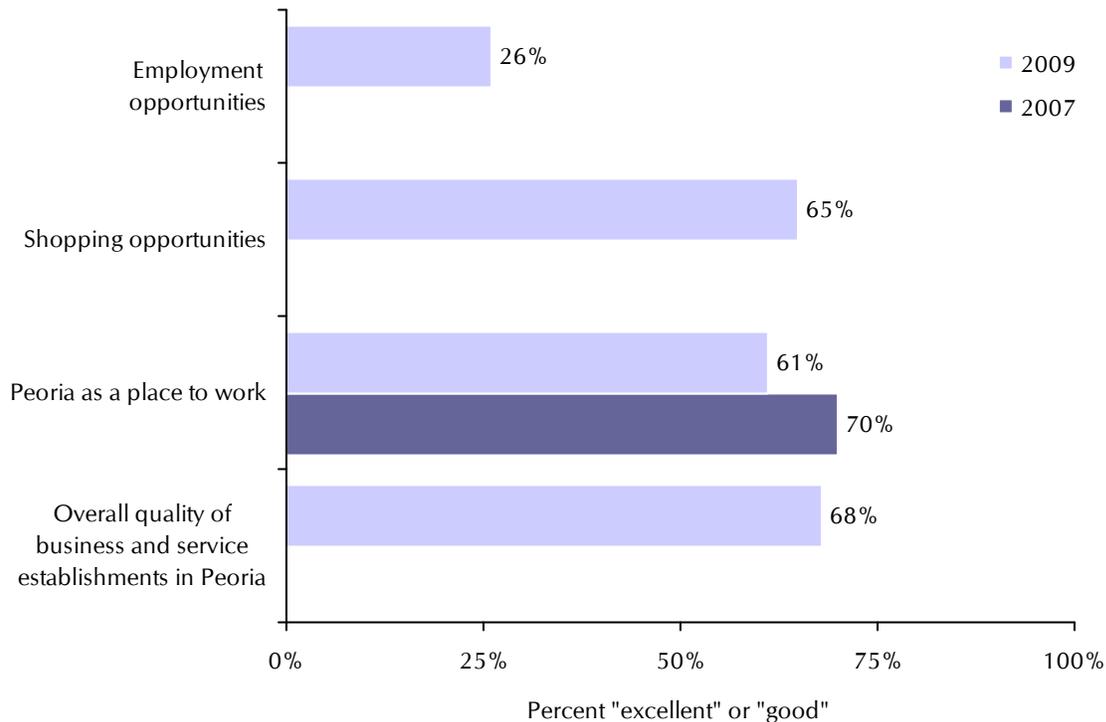


FIGURE 26: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Similar
Shopping opportunities	Above
Place to work	Similar
Overall quality of business and service establishments in Peoria	Above

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of job growth in Peoria, 86% responded that it was “too slow,” while 29% reported retail growth as “too slow.” Fewer residents in Peoria compared to other jurisdictions believed that retail growth was too slow and more residents believed that job growth was too slow.

FIGURE 27: RATINGS OF RETAIL AND JOB GROWTH

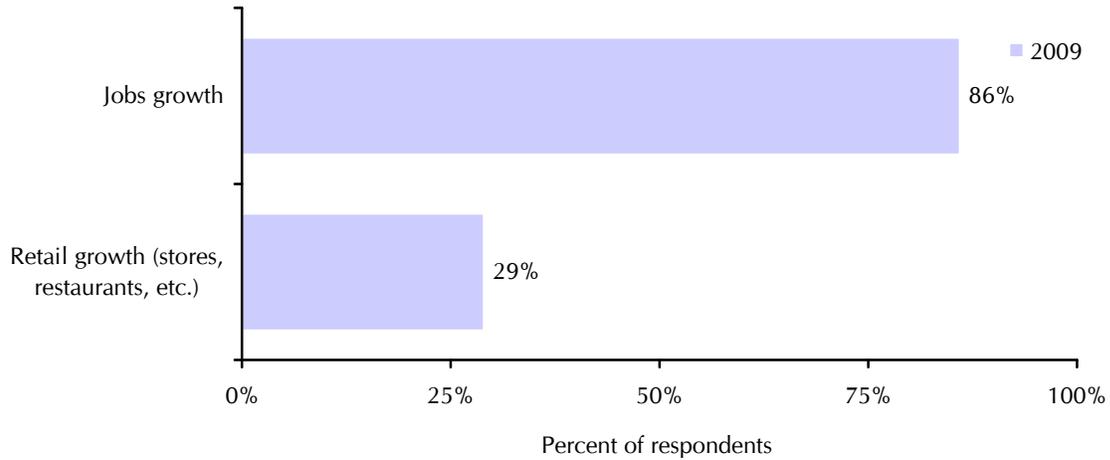


FIGURE 28: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Less
Jobs growth seen as too slow	More

FIGURE 29: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

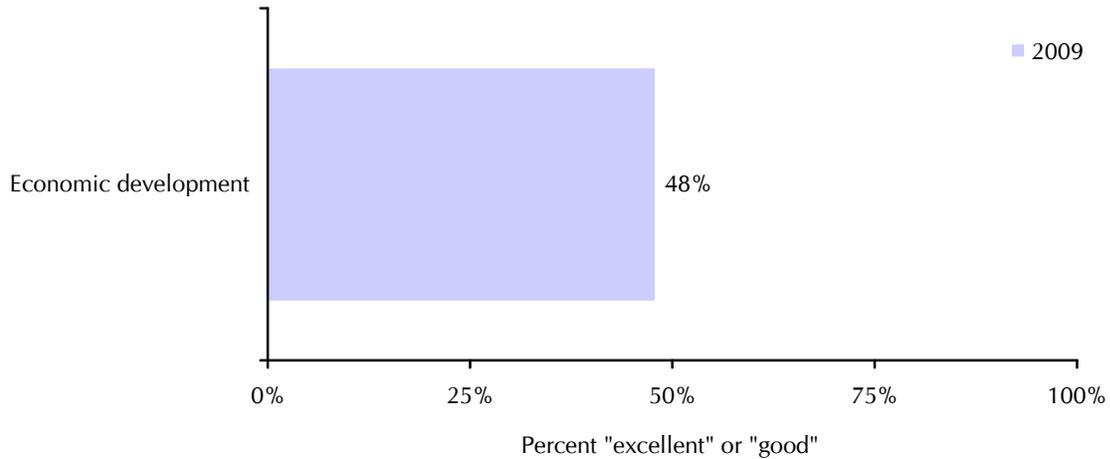


FIGURE 30: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Similar

Residents were asked to reflect on their economic prospects in the near term. Thirteen 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 less than comparison jurisdictions.

FIGURE 31: RATINGS OF PERSONAL ECONOMIC FUTURE

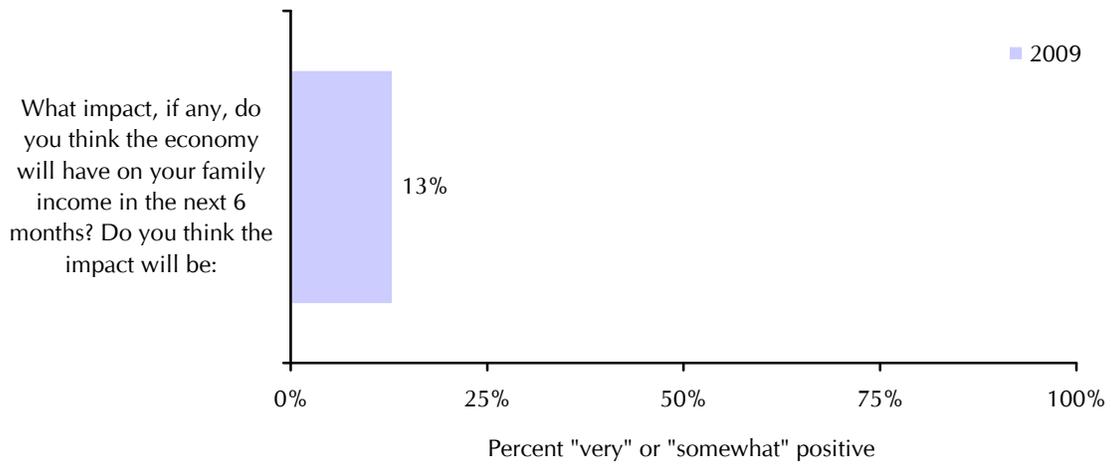


FIGURE 32: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Below

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. Most gave positive ratings of safety in the City Peoria. About 72% percent of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 58% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 33: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

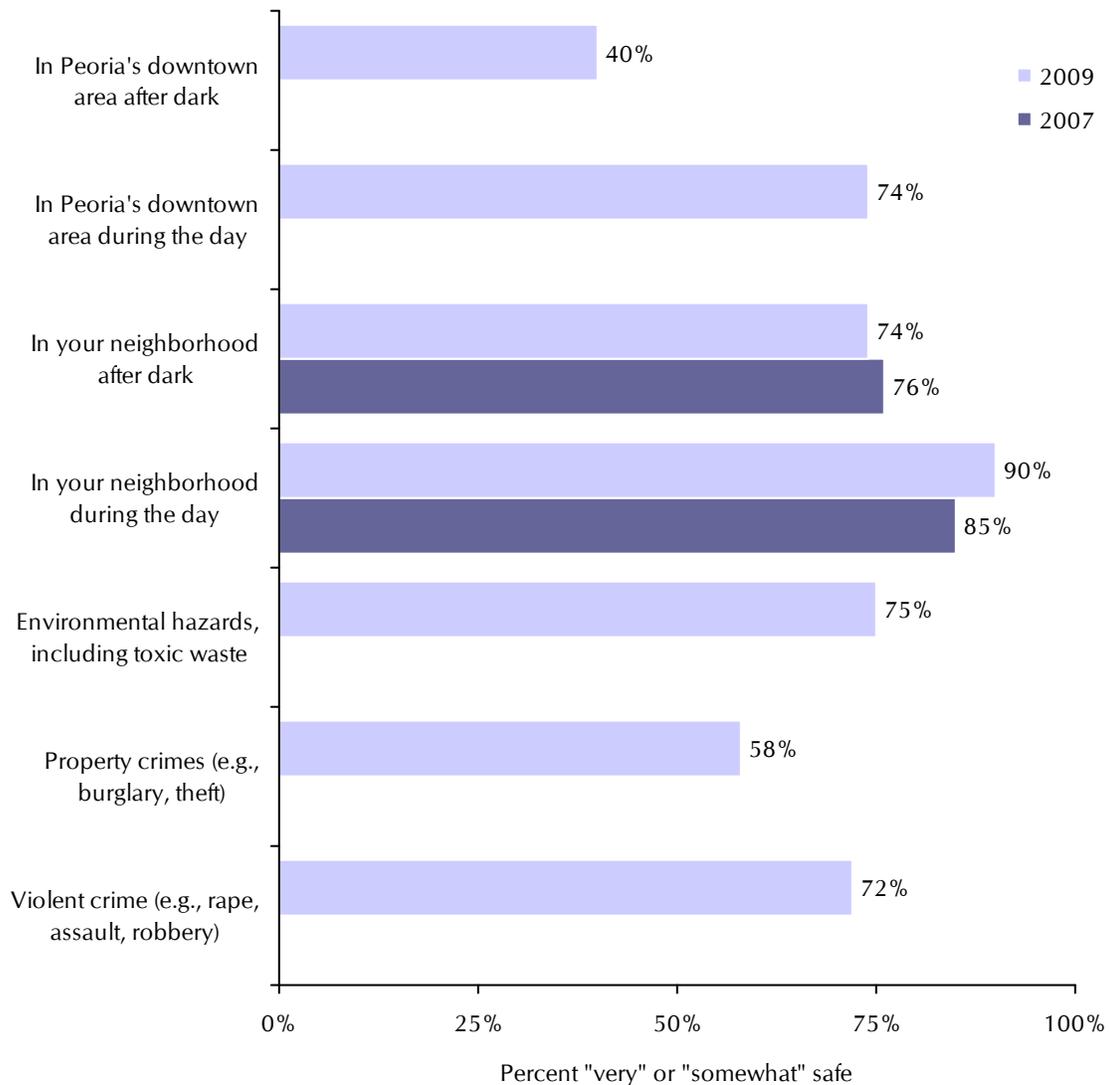


FIGURE 34: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
Safety in your neighborhood during the day	Similar
Safety in your neighborhood after dark	Similar
Safety in Peoria's downtown area during the day	Below
Safety in Peoria's downtown area after dark	Below
Safety from violent crime (e.g., rape, assault, robbery)	Similar
Safety from property crimes (e.g., burglary, theft)	Similar
Toxic waste or other environmental hazard(s)	Similar

As assessed by the survey, 11% 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, 89% had reported it to police. Compared to other jurisdictions about the same percent of Peoria residents had been victims of crime in the 12 months preceding the survey and more Peoria residents had reported their most recent crime victimization to the police.

FIGURE 35: CRIME VICTIMIZATION AND REPORTING

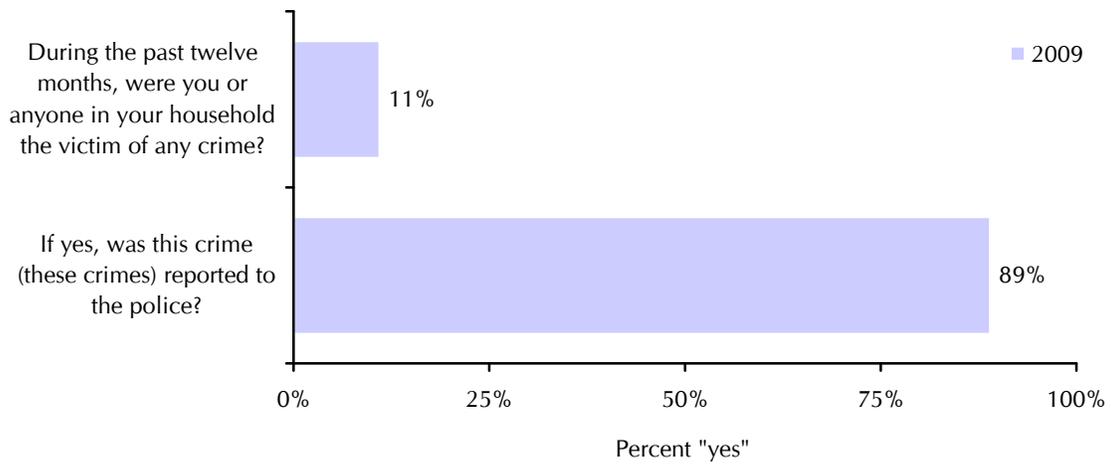


FIGURE 36: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	More

Residents rated eight City public safety services; of these, one was rated above the benchmark comparison and seven were rated similar to the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement received the lowest rating. Most were rated similar compared to the previous survey.

FIGURE 37: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

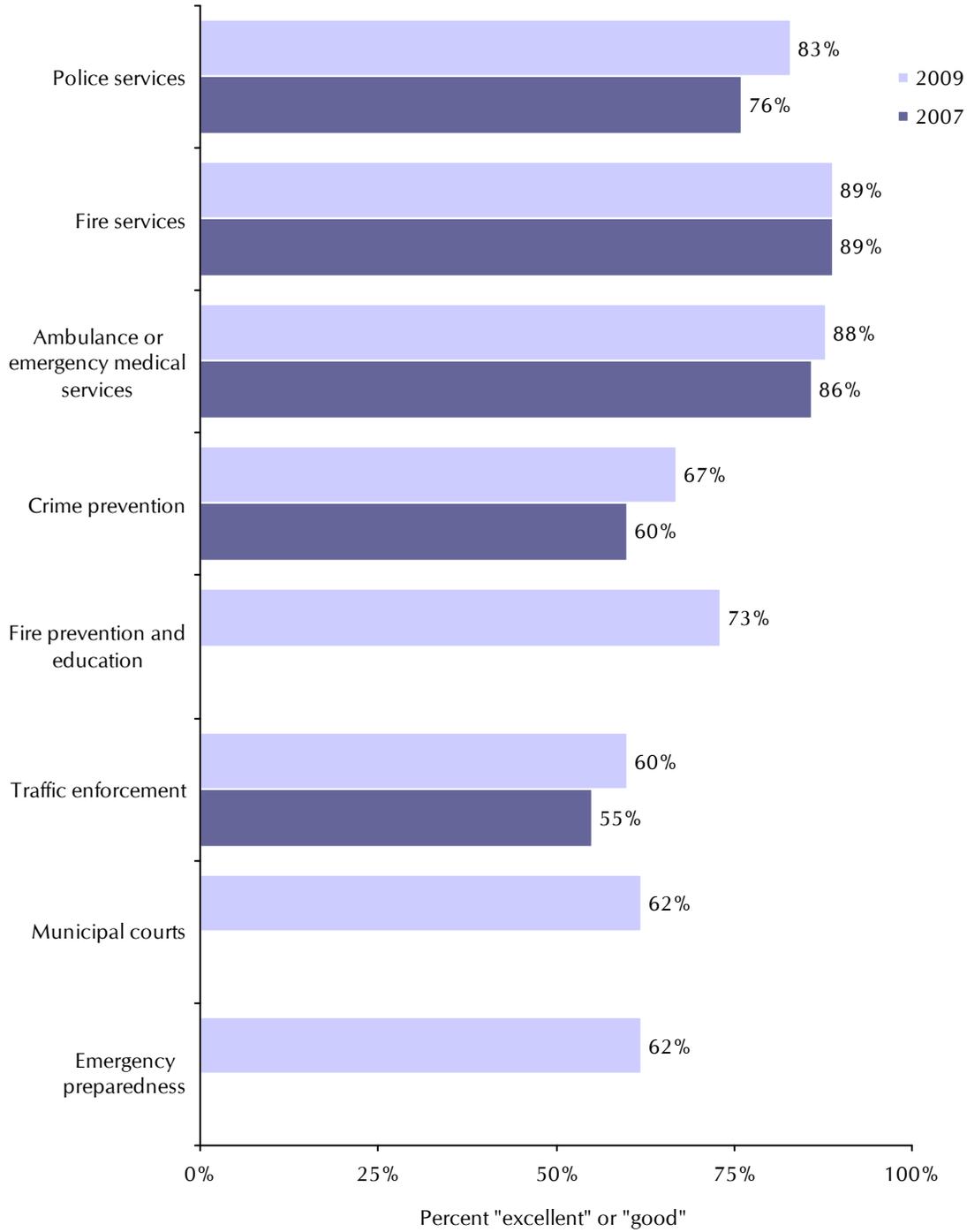


FIGURE 38: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Above
Fire services	Similar
EMS/ambulance	Similar
Crime prevention	Similar
Fire prevention and education	Similar
Traffic enforcement	Similar
Courts	Similar
Emergency preparedness	Similar

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 57% of survey respondents. Cleanliness of Peoria received the highest rating, and it was similar to the benchmark.

FIGURE 39: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

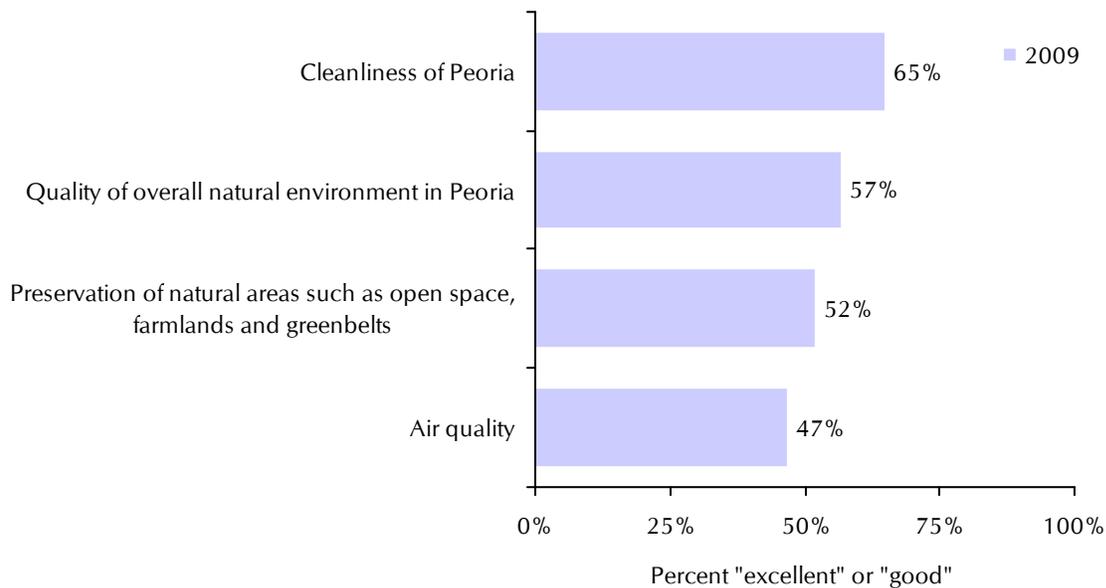


FIGURE 40: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Peoria	Similar
Quality of overall natural environment in Peoria	Below
Preservation of natural areas such as open space, farmlands and greenbelts	Below
Air quality	Below

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 41: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

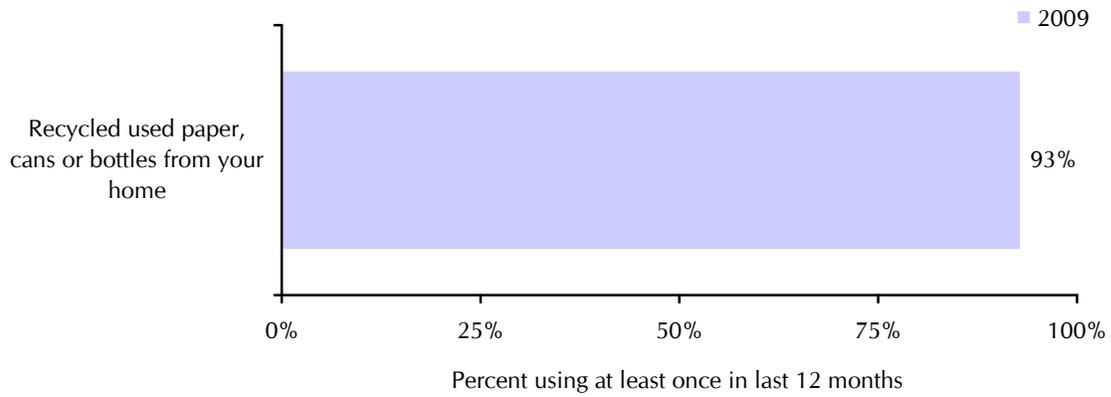


FIGURE 42: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	More

Of the six utility services rated by those completing the questionnaire, two were higher than the benchmark comparison, two were similar and two were below the benchmark comparison.

FIGURE 43: RATINGS OF UTILITY SERVICES BY YEAR

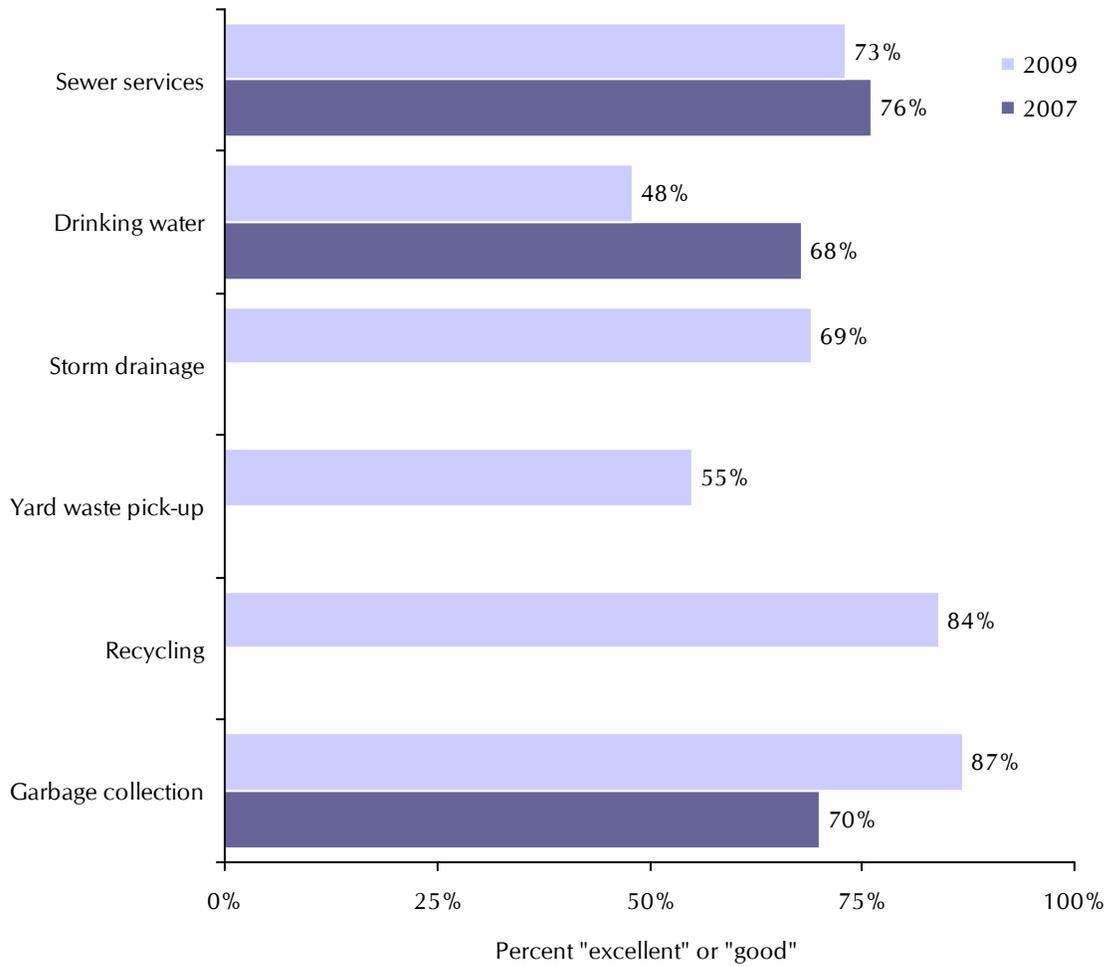


FIGURE 44: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Similar
Drinking water	Below
Storm drainage	Above
Yard waste pick-up	Below
Recycling	Above
Garbage collection	Similar

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. Recreation programs or classes and recreation centers or facilities were rated higher than the benchmark and City parks were similar to the benchmark. Recreation opportunities received the lowest rating but was higher than the national benchmark. Parks and recreation ratings have varied 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 smaller than the percent of users in comparison jurisdictions. Similarly, recreation program use in Peoria was lower than use in comparison jurisdictions.

FIGURE 45: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

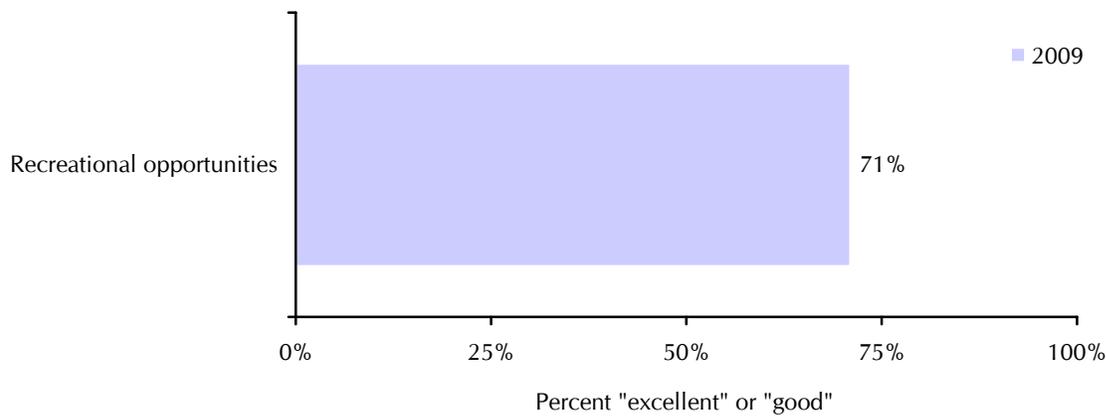


FIGURE 46: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Above

FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

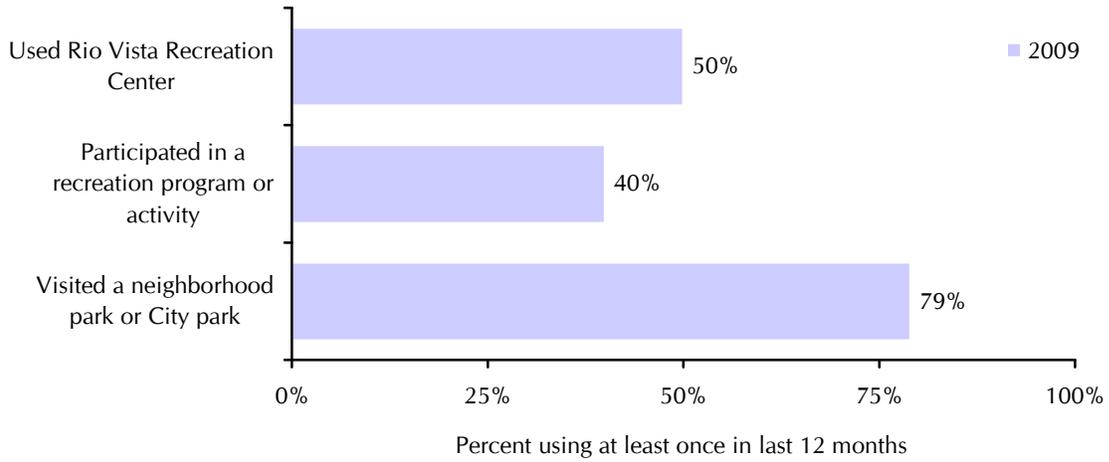


FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Rio Vista Recreation Center	Less
Participated in a recreation program or activity	Less
Visited a neighborhood park or City park	Less

FIGURE 49: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

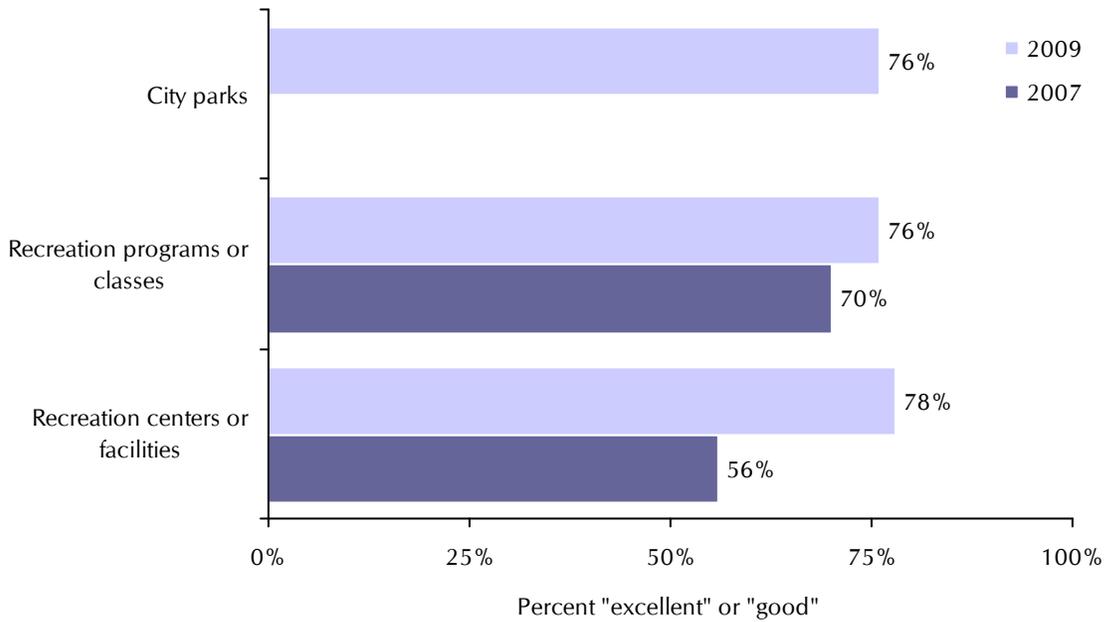


FIGURE 50: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Similar
Recreation programs or classes	Above
Recreation centers or facilities	Above

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who simply goes to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. 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 was rated as “excellent” or “good” by 45% of respondents. Educational opportunities were rated as “excellent” or “good” by 51% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, as was cultural activity opportunities.

About 67% 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.

FIGURE 51: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

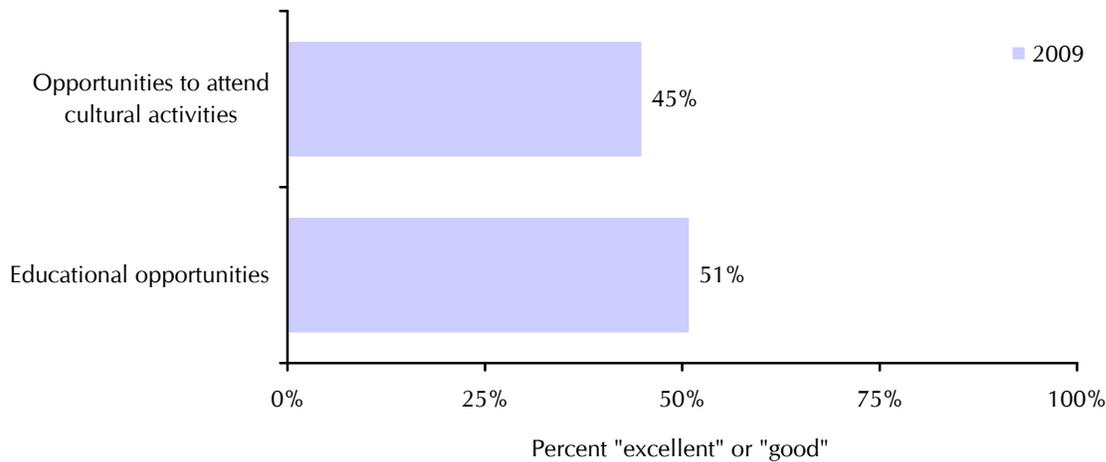


FIGURE 52: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Below
Educational opportunities	Below

FIGURE 53: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

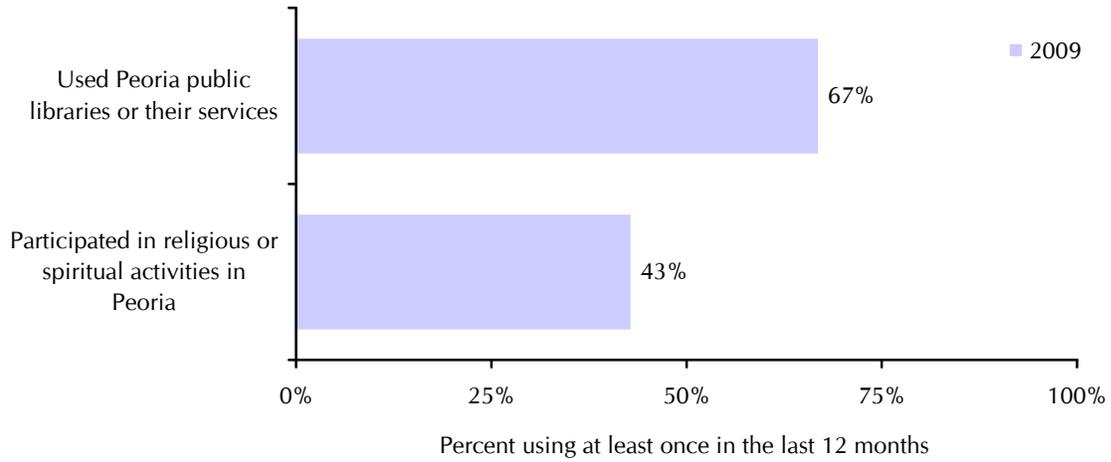


FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Peoria public libraries or their services	Less
Participated in religious or spiritual activities in Peoria	Less

FIGURE 55: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

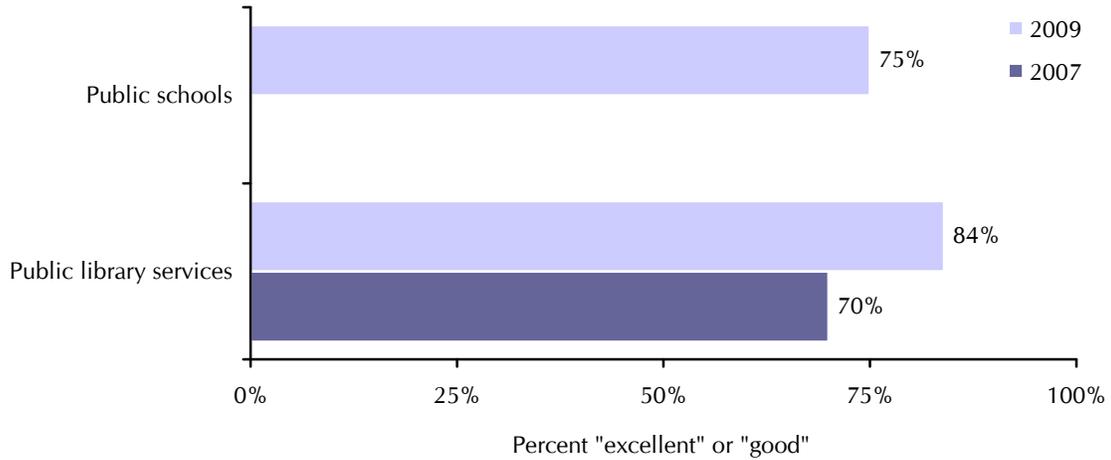


FIGURE 56: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Above
Public library services	Similar

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 as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the City of Peoria, while the availability for affordable quality health care and preventive health services were rated less favorably by residents.

Among Peoria residents, 55% rated affordable quality health care as “excellent” or “good.” Those ratings were above the ratings of comparison communities.

FIGURE 57: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

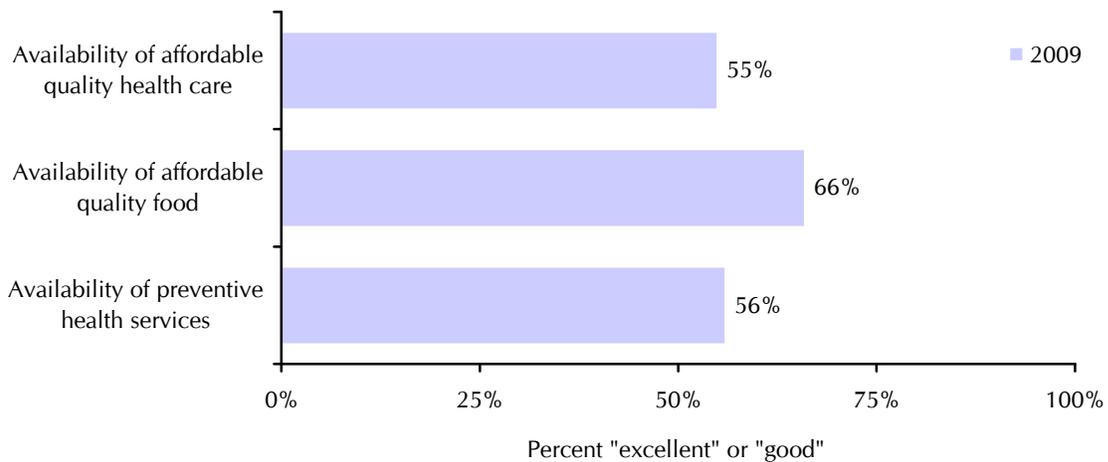


FIGURE 58: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Above
Availability of affordable quality food	Similar
Availability of preventive health services	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.

A high percentage of residents rated the City of Peoria as an “excellent” or “good” place to raise kids and about two thirds rated it as an excellent or good place to retire. A majority of residents felt that the local sense of community was “excellent” or “good.” Most survey respondents felt the City of Peoria was open and accepting towards people of diverse backgrounds. Availability of affordable quality child care was rated the lowest by residents and was similar to the benchmark.

FIGURE 59: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

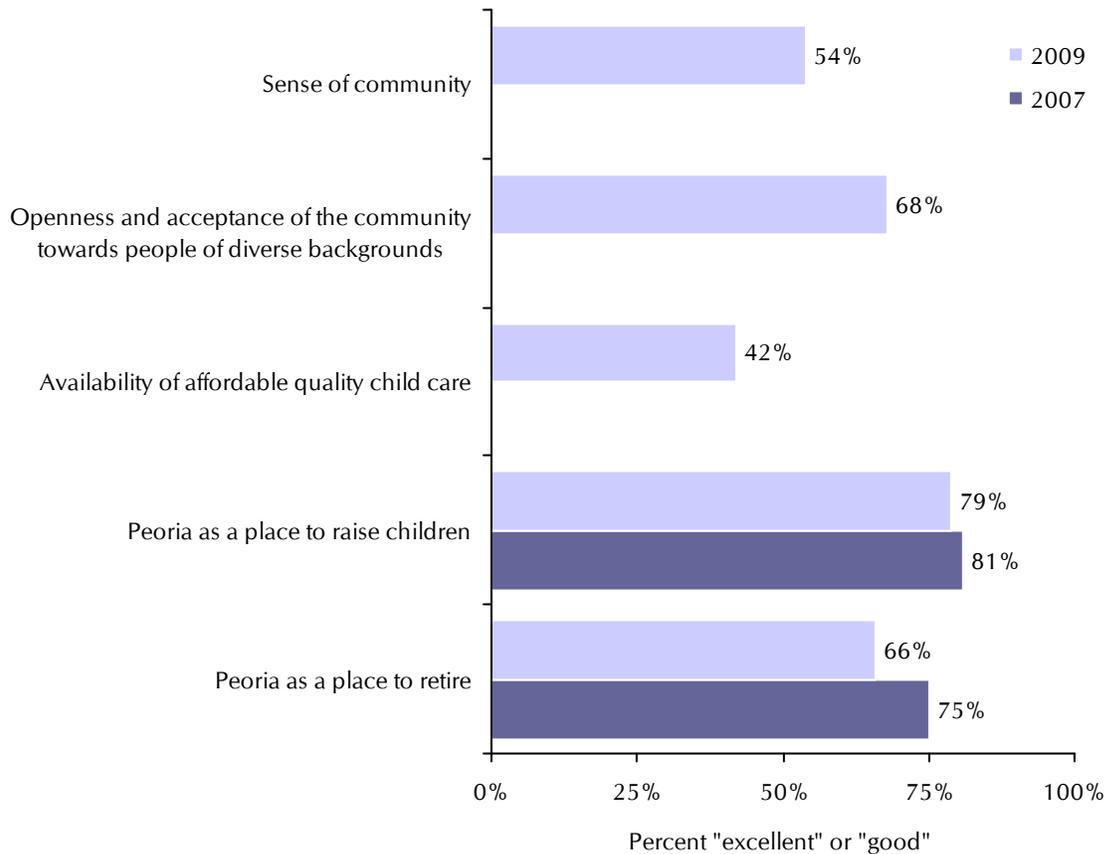


FIGURE 60: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Below
Openness and acceptance of the community toward people of diverse backgrounds	Above
Availability of affordable quality child care	Similar
Peoria as a place to raise kids	Similar
Peoria as a place to retire	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 54% to 76% with ratings of “excellent” or “good.” Services to youth and services to low-income residents were above the benchmark while services to seniors was the same.

FIGURE 61: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

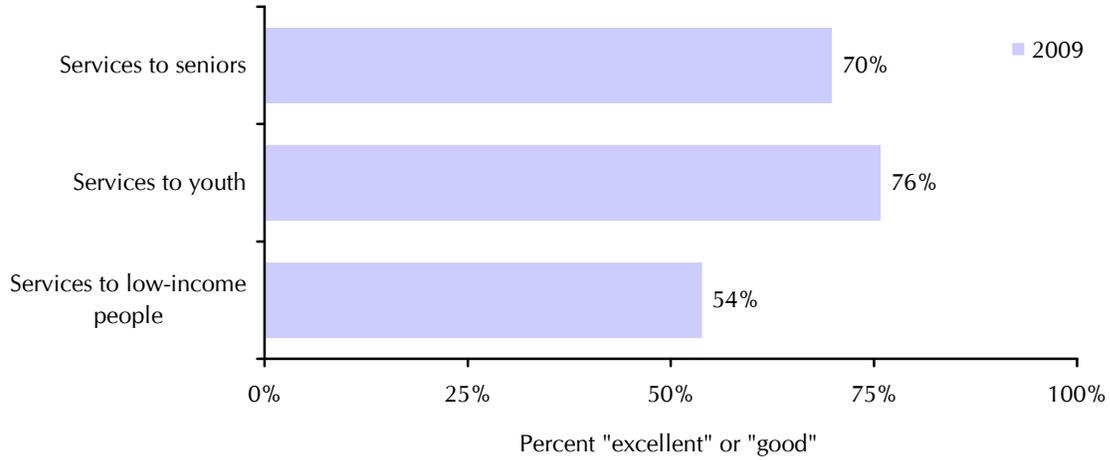


FIGURE 62: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Similar
Services to youth	Above
Services to low income residents	Above

CIVIC ENGAGEMENT

Government leaders, elected or hired, 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 moderately. Opportunities to attend or participate in community matters were rated similarly.

The rating for opportunities to participate in community matters was similar to the benchmark while the rating for opportunities to volunteer was below the benchmark comparison.

FIGURE 63: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

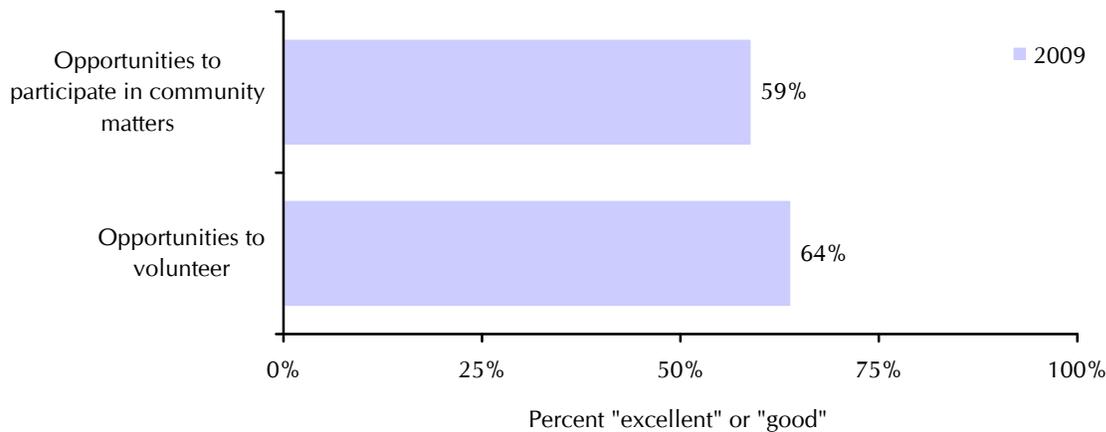


FIGURE 64: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Similar
Opportunities to volunteer	Below

Most of the participants in this survey had not attended a public meeting or 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. Each of these five ratings showed lower rates of community engagement.

FIGURE 65: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

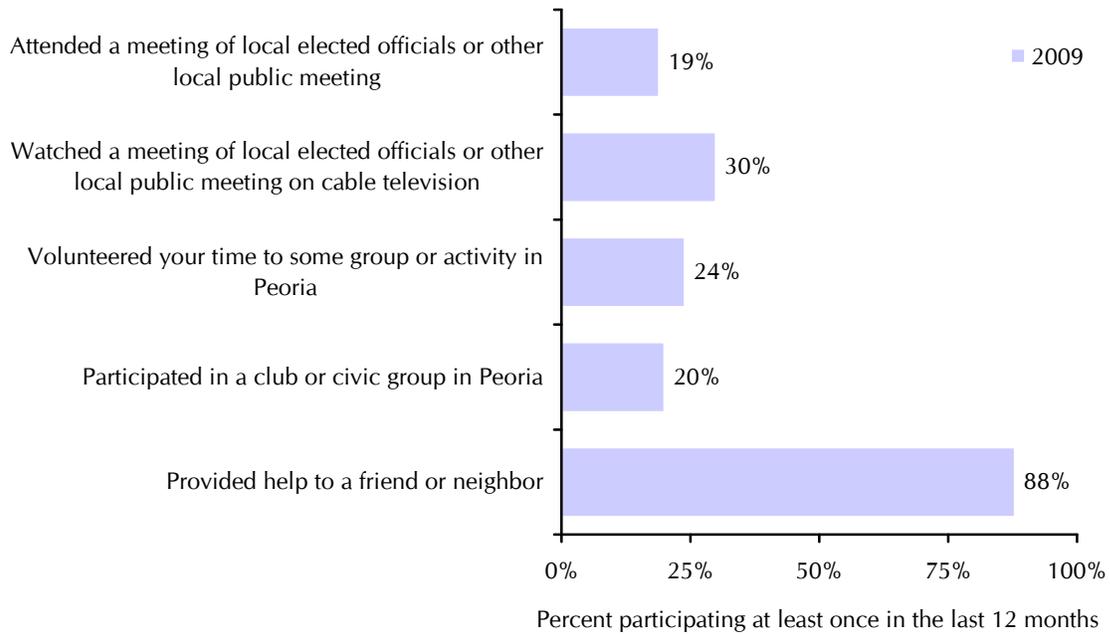
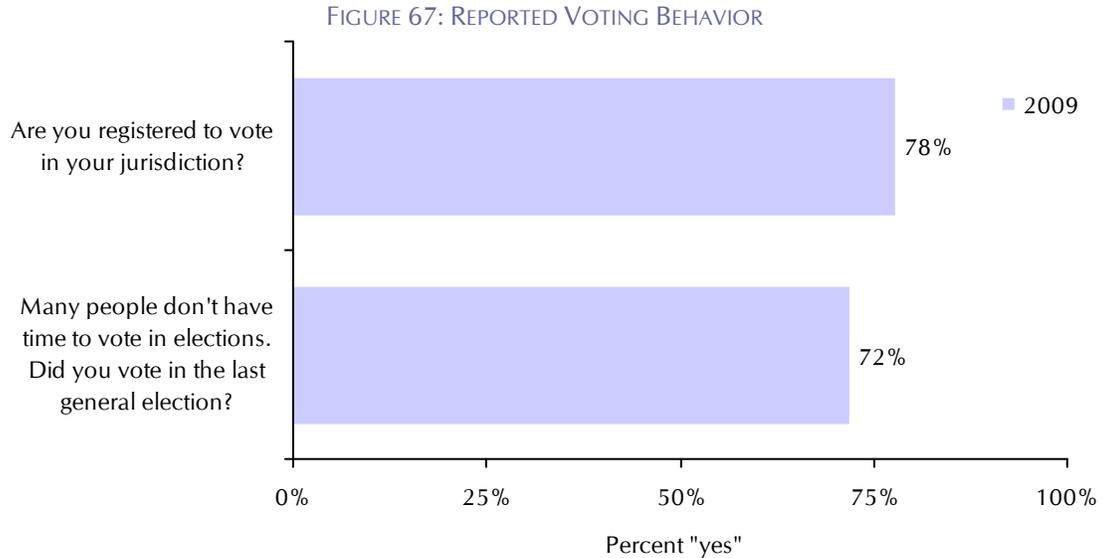


FIGURE 66: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Less
Watched a meeting of local elected officials or other local public meeting on cable television	Less
Volunteered your time to some group or activity in Peoria	Less
Participated in a club or civic group in Peoria	Less
Provided help to a friend or neighbor	Less

City of Peoria residents showed the largest amount of civic engagement in the area of electoral participation. Seventy-eight percent reported they were registered to vote and 72% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.



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 68: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Less
Voted in last general election	Similar

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 similarly compared to benchmark data.

FIGURE 69: USE OF INFORMATION SOURCES

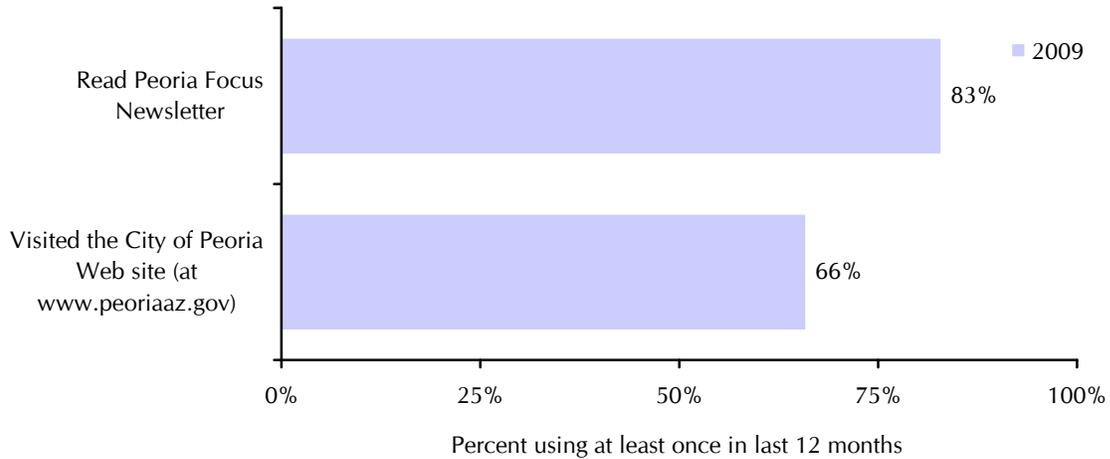


FIGURE 70: USE OF INFORMATION SOURCES BENCHMARKS

Information Source	Comparison to benchmark
Read Peoria Focus Newsletter	Similar
Visited the City of Peoria Web site	More

FIGURE 71: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

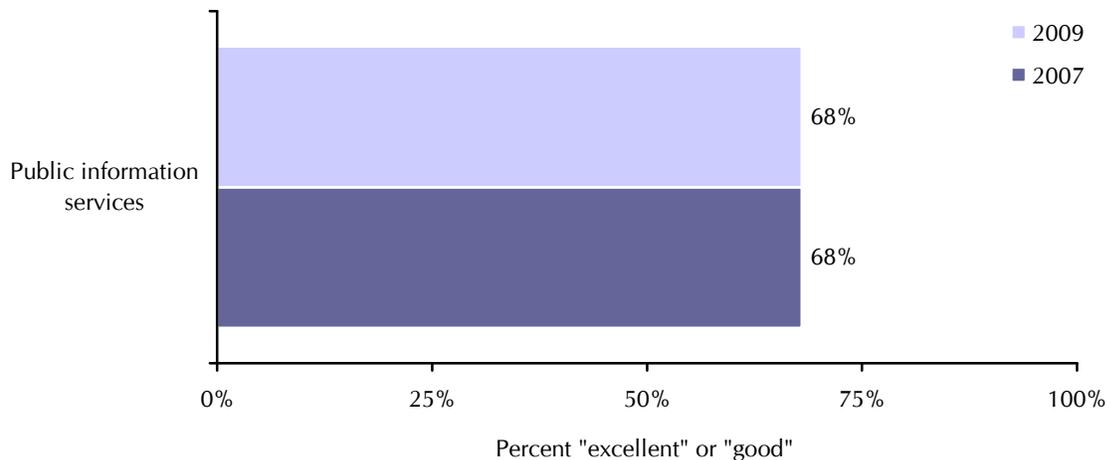


FIGURE 72: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

Service	Comparison to benchmark
Public information services	Similar

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 57% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 73: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

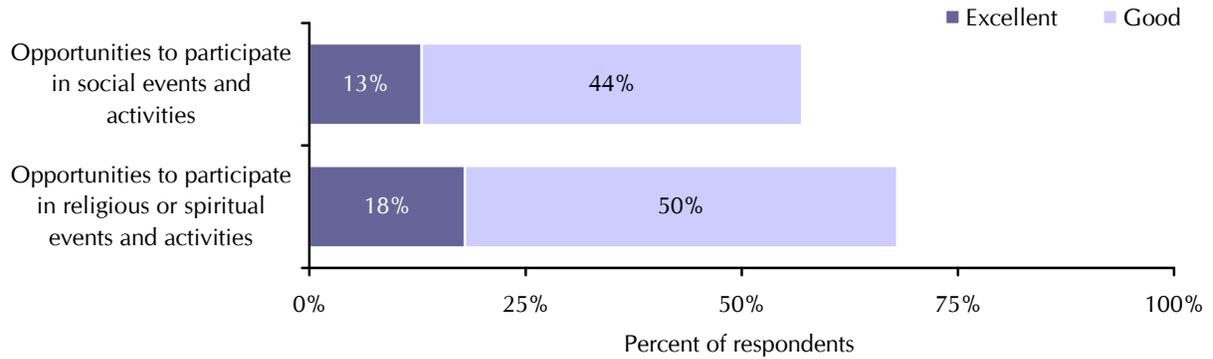


FIGURE 74: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Similar
Opportunities to participate in religious or spiritual events	Below

Residents in Peoria reported a fair amount of neighborliness. More than 80% indicated talking or visiting with their neighbors once a month or more frequently. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 75: CONTACT WITH IMMEDIATE NEIGHBORS

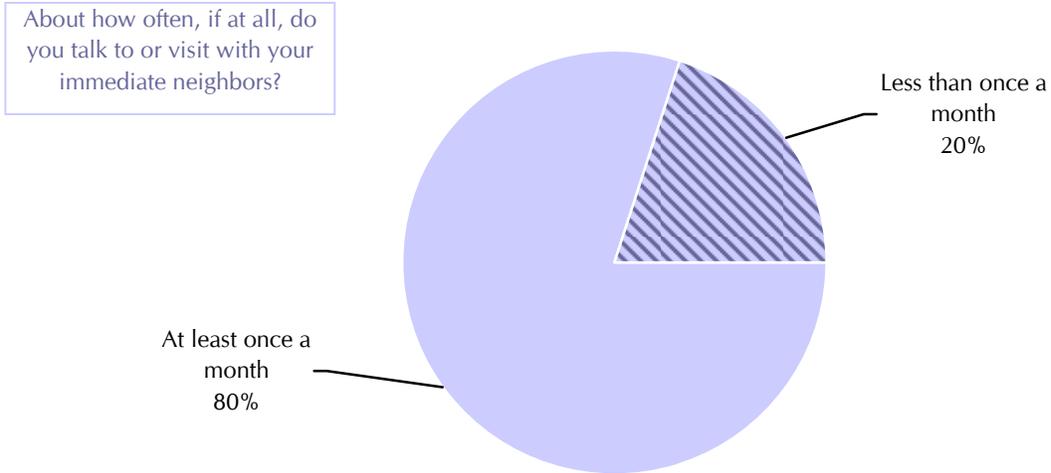


FIGURE 76: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least once per month	Similar

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 listening to citizens, 49% rated it as "excellent" or "good." Of these five ratings, four were above the benchmark and one was similar to the benchmark.

FIGURE 77: PUBLIC TRUST RATINGS BY YEAR

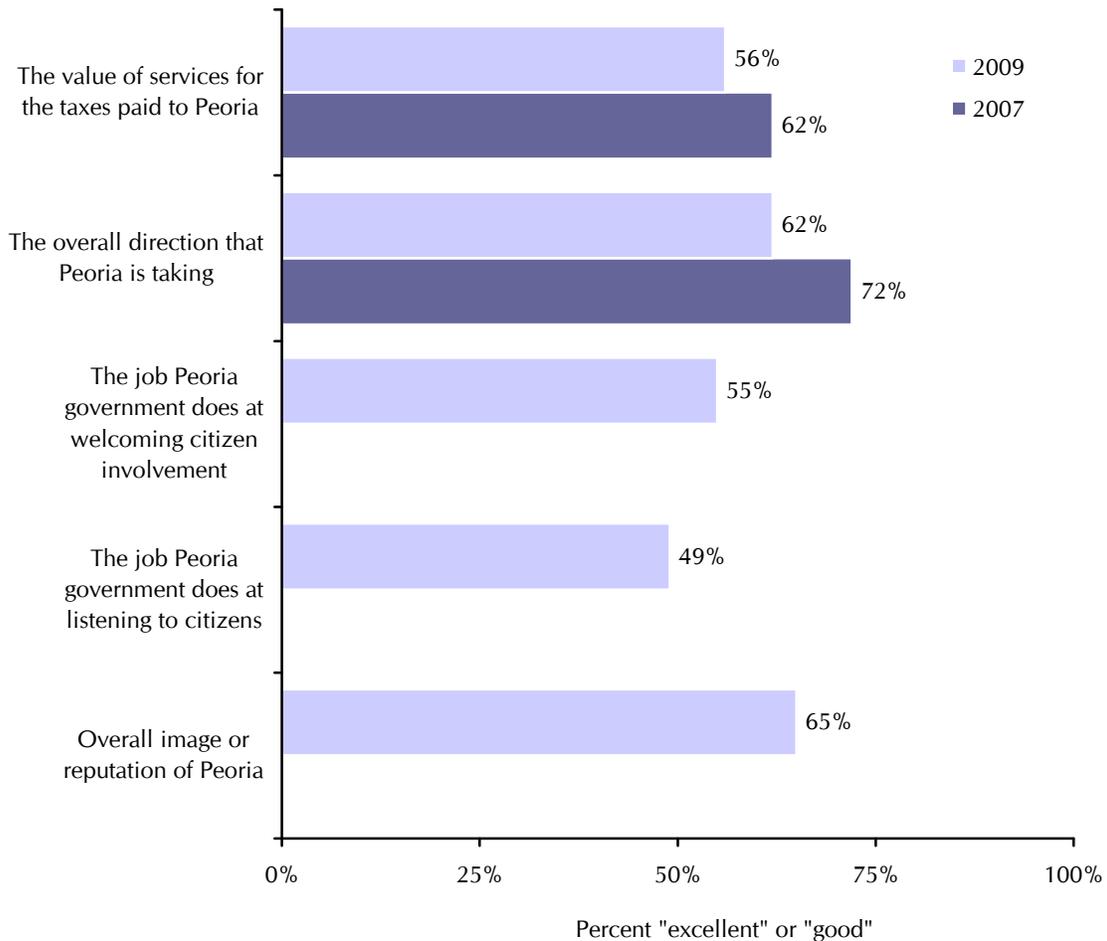


FIGURE 78: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Peoria	Above
The overall direction that Peoria is taking	Above
Job Peoria government does at welcoming citizen involvement	Above
Job Peoria government does at listening to citizens	Above
Overall image or reputation of Peoria	Similar

On average, residents of the City of Peoria gave the highest evaluations to their own local government and the lowest average rating to federal and state governments. The overall quality of services delivered by the City of Peoria was rated as “excellent” or “good” by 72% of survey participants. The City of Peoria’s rating was similar to the benchmark when compared to other communities.

FIGURE 79: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

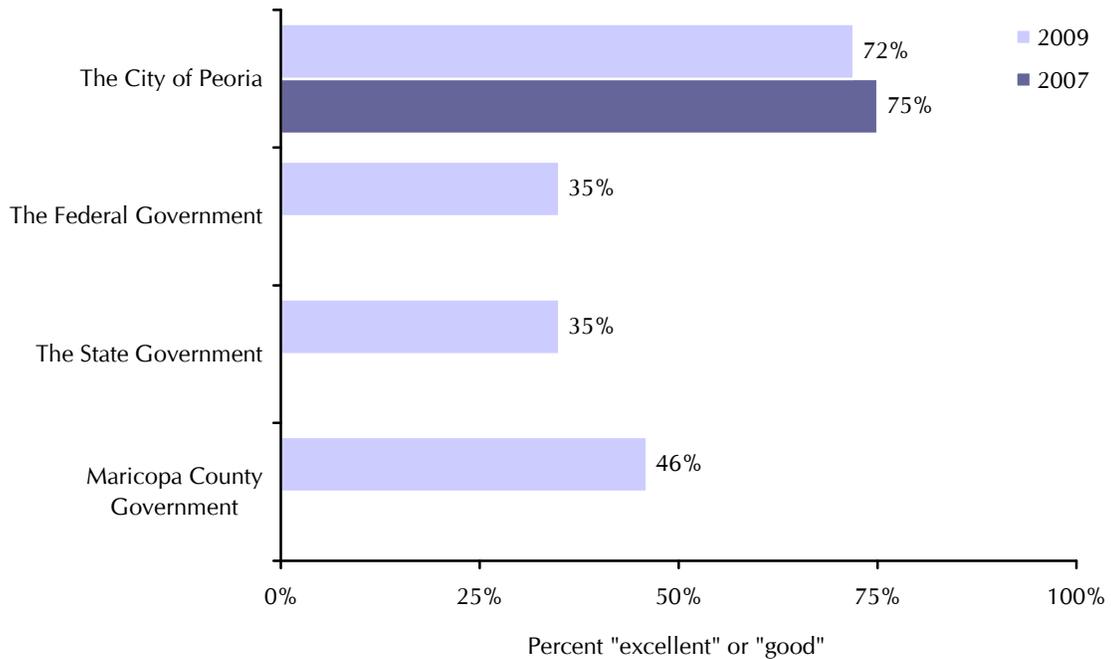


FIGURE 80: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Peoria	Similar
Services provided by the Federal Government	Similar
Services provided by the State Government	Below
Services provided by Maricopa County Government	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 or over the phone in the last 12 months; the 58% who reported that they had been in contact (a percent that is similar to 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; 81% of respondents rated their overall impression as "excellent" or "good." Employees ratings were generally higher than the benchmark and were higher when compared to past survey years.

FIGURE 81: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

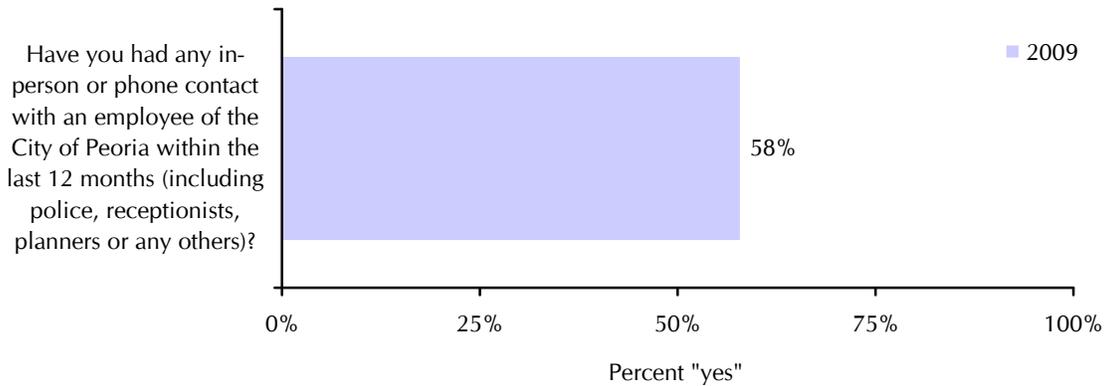


FIGURE 82: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Similar

FIGURE 83: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

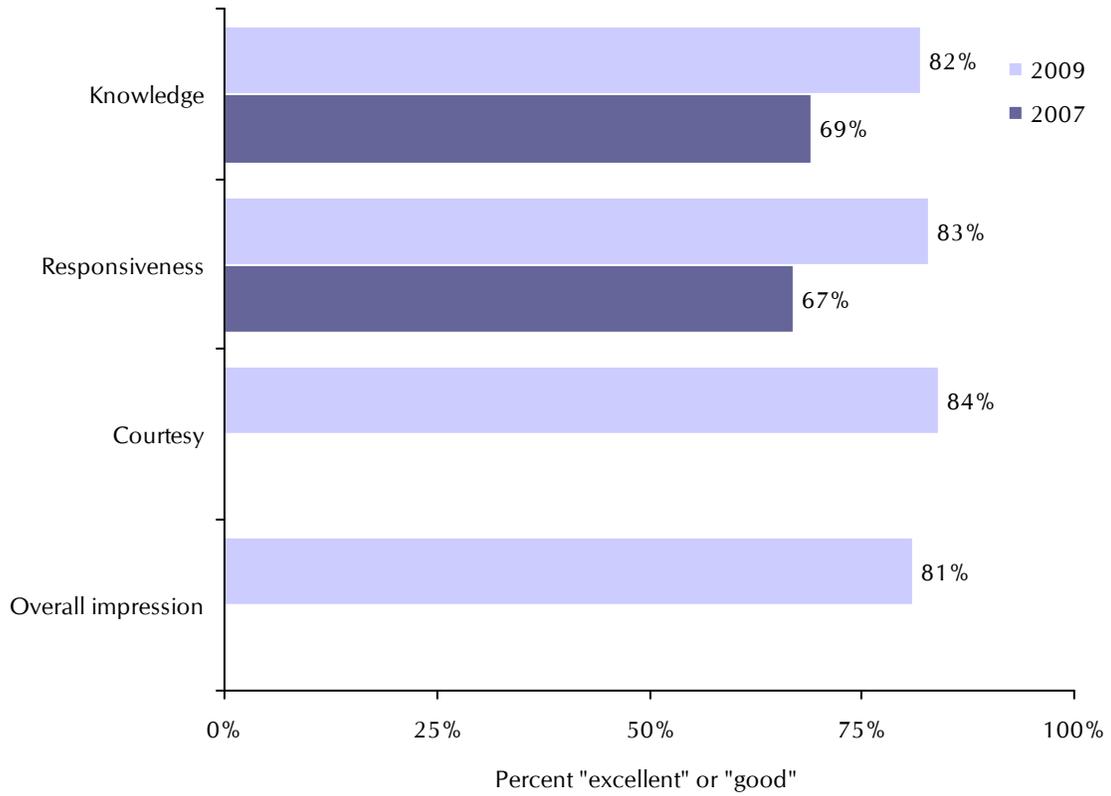


FIGURE 84: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
City employee knowledge	Similar
City employee responsiveness	Above
City employee courteousness	Above
Overall impression	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. 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 Key Driver Analysis, 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 Key Driver Analysis (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.

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

- Police services
- Economic development
- Sewer services

CITY OF PEORIA ACTION CHART

The 2009 City of Peoria Action Chart™ on the following page combines three dimensions of performance:

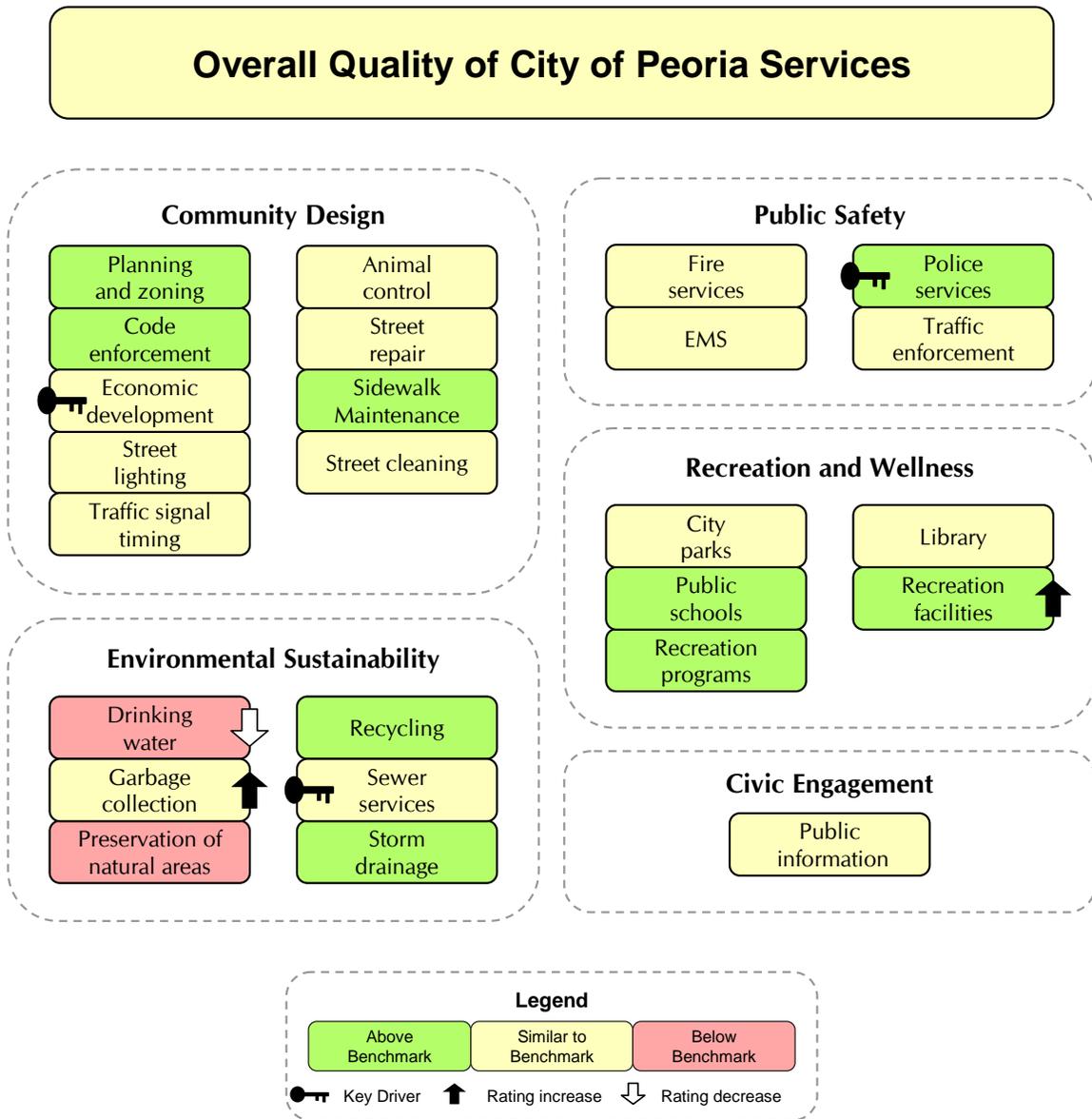
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black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

Twenty-five services were included in the KDA for the City of Peoria. Of these, nine were above the benchmark, two were below the benchmark and 14 were similar to the benchmark. Ratings for two services were trending up and one was trending down, while eleven remained similar to the previous survey. A key icon (🔑) indicates the three key drivers.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In the case of Peoria, no key drivers were below the benchmark or trending lower in the current survey. Therefore, Peoria may wish to seek improvements to economic development and sewer services, as these key drivers received ratings similar to other benchmark jurisdictions. 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 85: CITY OF PEORIA ACTION CHART™



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

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 data set. 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. In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, the City of Peoria key drivers that overlap core services or the nationally derived keys.

FIGURE 86: KEY DRIVERS COMPARED

Service	City of Peoria Key Drivers	National Key Drivers	Core Services
Animal control			
Code enforcement			✓
Economic development	✓	✓	
Land use planning and zoning		✓	
Light timing			
Sidewalk maintenance			
Street cleaning			
Street lighting			
Street repair			✓
Drinking water			
Garbage collection			✓
Preservation of natural areas			
Recycling			
Sewer	✓		✓
Storm drainage			✓
EMS/Ambulance			✓
Fire			✓
Police services	✓	✓	✓
Traffic enforcement			
City parks			
Public library			
Public schools		✓	
Recreation centers or facilities			
Recreation programs or classes			
Public information services		✓	

POLICY QUESTIONS

“Don’t know” responses have been removed from the following question.

Policy Question 1	
To save money, the City of Peoria is considering closing City Hall on Fridays, but extending the hours of service counters (for utility payments, building permits, etc.) from 7a.m. to 6 p.m. Monday through Thursday. Other city services, such as libraries, Rio Vista Recreation Center, fire and police would not be impacted by this change. To what extent would you support or oppose this change?	Percent of respondents
Strongly support	54%
Somewhat support	37%
Somewhat oppose	3%
Strongly oppose	5%
Total	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	28%	60%	10%	2%	100%
Your neighborhood as a place to live	31%	49%	17%	4%	100%
Peoria as a place to raise children	26%	53%	15%	6%	100%
Peoria as a place to work	19%	42%	25%	14%	100%
Peoria as a place to retire	23%	44%	27%	7%	100%
The overall quality of life in Peoria	21%	62%	14%	3%	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	14%	40%	36%	10%	100%
Openness and acceptance of the community towards people of diverse backgrounds	16%	51%	28%	4%	100%
Overall appearance of Peoria	11%	54%	32%	2%	100%
Cleanliness of Peoria	16%	49%	31%	4%	100%
Overall quality of new development in Peoria	15%	53%	27%	4%	100%
Variety of housing options	13%	56%	27%	4%	100%
Overall quality of business and service establishments in Peoria	15%	53%	28%	4%	100%
Shopping opportunities	22%	43%	27%	8%	100%
Opportunities to attend cultural activities	7%	38%	40%	14%	100%
Recreational opportunities	17%	53%	25%	4%	100%
Employment opportunities	5%	20%	45%	30%	100%
Educational opportunities	12%	39%	41%	8%	100%
Opportunities to participate in social events and activities	13%	44%	36%	7%	100%
Opportunities to participate in religious or spiritual events and activities	18%	50%	28%	3%	100%
Opportunities to volunteer	18%	46%	33%	3%	100%
Opportunities to participate in community matters	14%	45%	35%	6%	100%
Ease of car travel in Peoria	12%	47%	30%	11%	100%
Ease of bus travel in Peoria	4%	17%	32%	47%	100%
Ease of bicycle travel in Peoria	7%	37%	36%	20%	100%
Ease of walking in Peoria	14%	37%	33%	16%	100%
Availability of paths and walking trails	14%	41%	30%	15%	100%
Traffic flow on major streets	5%	31%	47%	17%	100%
Amount of public parking	9%	44%	40%	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 housing	5%	53%	37%	6%	100%
Availability of affordable quality child care	5%	37%	42%	16%	100%
Availability of affordable quality health care	8%	47%	31%	13%	100%
Availability of affordable quality food	14%	52%	29%	5%	100%
Availability of preventive health services	8%	48%	37%	7%	100%
Air quality	7%	40%	38%	15%	100%
Quality of overall natural environment in Peoria	7%	50%	39%	4%	100%
Overall image or reputation of Peoria	10%	55%	30%	5%	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	0%	3%	40%	43%	14%	100%
Retail growth (stores, restaurants, etc.)	6%	23%	50%	16%	5%	100%
Jobs growth	32%	54%	13%	1%	0%	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	17%
Minor problem	40%
Moderate problem	35%
Major problem	8%
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)	28%	44%	17%	9%	2%	100%
Property crimes (e.g., burglary, theft)	14%	44%	18%	19%	5%	100%
Environmental hazards, including toxic waste	39%	36%	20%	3%	1%	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	55%	36%	4%	4%	1%	100%
In your neighborhood after dark	28%	46%	11%	12%	3%	100%
In Peoria's downtown area during the day	31%	43%	12%	9%	4%	100%
In Peoria's downtown area after dark	8%	32%	16%	30%	13%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	89%
Yes	11%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	11%
Yes	89%
Total	100%

Question 9: 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	33%	24%	27%	13%	4%	100%
Used Rio Vista Recreation Center	50%	22%	15%	6%	7%	100%
Participated in a recreation program or activity	60%	22%	10%	4%	4%	100%
Visited a neighborhood park or City park	21%	27%	30%	12%	11%	100%
Ridden a local bus within Peoria	95%	3%	0%	0%	1%	100%
Attended a meeting of local elected officials or other local public meeting	81%	15%	3%	0%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	70%	18%	11%	1%	0%	100%
Read Peoria Focus Newsletter	17%	33%	38%	8%	3%	100%
Visited the City of Peoria Web site (at www.peoriaaz.gov)	34%	25%	29%	9%	3%	100%
Recycled used paper, cans or bottles from your home	7%	3%	7%	8%	76%	100%
Volunteered your time to some group or activity in Peoria	76%	9%	8%	4%	4%	100%
Participated in religious or spiritual activities in Peoria	57%	11%	11%	3%	18%	100%
Participated in a club or civic group in Peoria	80%	11%	5%	1%	2%	100%
Provided help to a friend or neighbor	12%	25%	39%	14%	10%	100%
Attended a game or event at the Peoria Sports Complex	52%	27%	17%	3%	1%	100%
Visited Lake Pleasant	45%	33%	17%	4%	2%	100%

Question 10: 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	23%
Several times a week	24%
Several times a month	25%
Once a month	8%
Several times a year	8%
Once a year or less	6%
Never	6%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Peoria:	Excellent	Good	Fair	Poor	Total
Police services	37%	46%	13%	4%	100%
Fire services	45%	44%	10%	1%	100%
Ambulance or emergency medical services	41%	46%	11%	1%	100%
Crime prevention	16%	50%	27%	6%	100%
Fire prevention and education	20%	54%	22%	4%	100%
Municipal courts	8%	54%	30%	7%	100%
Traffic enforcement	10%	50%	29%	10%	100%
Street repair	8%	37%	39%	15%	100%
Street cleaning	14%	47%	30%	9%	100%
Street lighting	11%	50%	31%	9%	100%
Sidewalk maintenance	12%	53%	28%	7%	100%
Traffic signal timing	6%	47%	33%	15%	100%
Bus or transit services	3%	30%	34%	33%	100%
Garbage collection	32%	56%	9%	3%	100%
Recycling	36%	48%	13%	2%	100%
Yard waste pick-up	12%	43%	28%	17%	100%
Storm drainage	16%	54%	23%	8%	100%
Drinking water	12%	36%	32%	20%	100%
Sewer services	18%	55%	26%	1%	100%
City parks	22%	54%	22%	2%	100%
Recreation programs or classes	23%	53%	23%	1%	100%
Recreation centers or facilities	28%	49%	20%	2%	100%
Land use, planning and zoning	9%	40%	42%	9%	100%
Code enforcement (weeds, abandoned buildings, etc)	9%	43%	33%	15%	100%
Animal control	11%	55%	25%	9%	100%
Economic development	4%	44%	40%	12%	100%
Services to seniors	8%	62%	22%	8%	100%
Services to youth	10%	66%	20%	4%	100%
Services to low-income people	11%	43%	38%	8%	100%
Public library services	24%	60%	15%	2%	100%
Public information services	10%	58%	29%	3%	100%
Public schools	23%	52%	21%	4%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	53%	27%	11%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	8%	45%	33%	14%	100%

Question 12: 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	15%	57%	25%	2%	100%
The Federal Government	3%	32%	44%	20%	100%
The State Government	2%	32%	45%	20%	100%
Maricopa County Government	5%	41%	39%	15%	100%
Yavapai County Government	8%	33%	46%	13%	100%

Question 13: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Peoria within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	42%
Yes	58%
Total	100%

Question 14: 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	36%	46%	12%	6%	100%
Responsiveness	39%	44%	9%	8%	100%
Courtesy	42%	42%	10%	6%	100%
Overall impression	38%	43%	11%	8%	100%

Question 15: 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	9%	47%	34%	10%	100%
The overall direction that Peoria is taking	11%	51%	33%	5%	100%
The job Peoria government does at welcoming citizen involvement	12%	43%	33%	12%	100%
The job Peoria government does at listening to citizens	10%	39%	38%	14%	100%

Question 16: 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	45%	46%	4%	5%	100%
Remain in Peoria for the next five years	62%	25%	8%	5%	100%

Question 17: 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	3%
Somewhat positive	10%
Neutral	39%
Somewhat negative	35%
Very negative	13%
Total	100%

Question 18: Policy Question	
To save money, the City of Peoria is considering closing City Hall on Fridays, but extending the hours of service counters (for utility payments, building permits, etc.) from 7a.m. to 6 p.m. Monday through Thursday. Other city services, such as libraries, Rio Vista Recreation Center, fire and police would not be impacted by this change. To what extent would you support or oppose this change?	Percent of respondents
Strongly support	54%
Somewhat support	37%
Somewhat oppose	3%
Strongly oppose	5%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	34%
Yes, full-time	60%
Yes, part-time	6%
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	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	12%
Bus, rail, subway or other public transportation	1%
Walk	1%
Bicycle	1%
Work at home	4%
Other	2%

Question D3: Length of Residency	
How many years have you lived in Peoria?	Percent of respondents
Less than 2 years	16%
2 to 5 years	26%
6 to 10 years	23%
11 to 20 years	27%
More than 20 years	7%
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	77%
House attached to one or more houses (e.g., a duplex or townhome)	5%
Building with two or more apartments or condominiums	15%
Mobile home	1%
Other	2%
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	22%
Owned by you or someone in this house with a mortgage or free and clear	78%
Total	100%

Question D6: Monthly Housing Cost	
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)?	Percent of respondents
Less than \$300 per month	4%
\$300 to \$599 per month	12%
\$600 to \$999 per month	25%
\$1,000 to \$1,499 per month	26%
\$1,500 to \$2,499 per month	23%
\$2,500 or more per month	10%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	63%
Yes	37%
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	77%
Yes	23%
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	12%
\$25,000 to \$49,999	30%
\$50,000 to \$99,999	37%
\$100,000 to \$149,000	14%
\$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	89%
Yes, I consider myself to be Spanish, Hispanic or Latino	11%
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	2%
Asian, Asian Indian or Pacific Islander	4%
Black or African American	1%
White	89%
Other	6%

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	3%
25 to 34 years	23%
35 to 44 years	18%
45 to 54 years	20%
55 to 64 years	16%
65 to 74 years	9%
75 years or older	11%
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	21%
Yes	78%
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	26%
Yes	72%
Ineligible to vote	1%
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	28%	89	60%	193	10%	32	2%	8	0%	0	100%	322
Your neighborhood as a place to live	30%	97	49%	156	16%	53	4%	12	0%	1	100%	319
Peoria as a place to raise children	21%	66	42%	132	12%	38	4%	14	20%	63	100%	314
Peoria as a place to work	11%	33	24%	75	14%	44	8%	26	43%	135	100%	313
Peoria as a place to retire	18%	58	35%	111	21%	68	6%	18	20%	65	100%	320
The overall quality of life in Peoria	21%	66	62%	200	14%	46	3%	8	0%	0	100%	321

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	13%	41	38%	121	35%	110	9%	30	5%	14	100%	316
Openness and acceptance of the community towards people of diverse backgrounds	14%	44	44%	136	24%	74	4%	11	15%	48	100%	312
Overall appearance of Peoria	11%	36	54%	171	32%	104	2%	8	0%	1	100%	320
Cleanliness of Peoria	16%	51	49%	155	31%	97	4%	11	1%	3	100%	318
Overall quality of new development in Peoria	14%	45	50%	158	26%	82	4%	12	6%	18	100%	315
Variety of housing options	11%	35	51%	156	24%	74	4%	11	10%	32	100%	308
Overall quality of business and service establishments in Peoria	15%	48	52%	164	27%	85	4%	13	2%	6	100%	316
Shopping opportunities	22%	70	42%	133	27%	84	7%	23	1%	4	100%	314
Opportunities to attend cultural activities	6%	19	33%	103	34%	107	12%	39	15%	46	100%	313
Recreational opportunities	16%	51	50%	154	24%	73	4%	12	6%	19	100%	309
Employment opportunities	4%	11	14%	43	30%	94	20%	63	32%	100	100%	310
Educational opportunities	10%	30	31%	96	33%	102	7%	20	19%	60	100%	308
Opportunities to participate in social events and activities	12%	36	39%	122	33%	102	6%	20	10%	32	100%	313
Opportunities to participate in religious or spiritual events and	14%	43	38%	119	21%	67	2%	7	25%	78	100%	314

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	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
activities												
Opportunities to volunteer	13%	39	32%	100	23%	71	2%	7	30%	94	100%	311
Opportunities to participate in community matters	11%	33	33%	103	25%	79	5%	14	27%	84	100%	313
Ease of car travel in Peoria	12%	37	46%	145	30%	95	11%	34	1%	3	100%	314
Ease of bus travel in Peoria	2%	6	8%	26	16%	48	23%	71	51%	158	100%	309
Ease of bicycle travel in Peoria	5%	14	24%	74	24%	74	13%	41	34%	105	100%	308
Ease of walking in Peoria	12%	38	33%	101	29%	89	14%	44	12%	38	100%	309
Availability of paths and walking trails	12%	38	35%	109	26%	80	13%	41	14%	43	100%	310
Traffic flow on major streets	4%	14	31%	96	46%	145	16%	51	2%	7	100%	314
Amount of public parking	7%	23	37%	115	34%	105	6%	17	17%	53	100%	313
Availability of affordable quality housing	4%	11	41%	130	29%	92	5%	15	21%	67	100%	315
Availability of affordable quality child care	2%	7	15%	48	18%	54	7%	21	58%	180	100%	310
Availability of affordable quality health care	6%	20	36%	111	24%	74	10%	31	24%	74	100%	310
Availability of affordable quality food	14%	43	50%	158	28%	88	5%	14	3%	11	100%	313
Availability of preventive health services	6%	19	35%	108	27%	84	5%	16	26%	79	100%	306
Air quality	7%	21	38%	119	37%	113	15%	45	4%	11	100%	309
Quality of overall natural environment in Peoria	7%	21	49%	151	38%	116	4%	12	3%	9	100%	309
Overall image or reputation of Peoria	10%	32	53%	168	30%	93	5%	14	2%	6	100%	314

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	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Population growth	0%	1	2%	7	33%	105	35%	111	12%	37	17%	55	100%	315
Retail growth (stores, restaurants, etc.)	5%	15	20%	64	44%	139	14%	43	5%	15	12%	39	100%	316
Jobs growth	19%	59	32%	99	8%	25	1%	2	0%	0	41%	128	100%	314

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	15%	47
Minor problem	35%	110
Moderate problem	31%	97
Major problem	7%	23
Don't know	11%	34
Total	100%	311

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)	27%	85	44%	137	17%	54	9%	27	2%	6	2%	6	100%
Property crimes (e.g., burglary, theft)	14%	43	43%	136	18%	56	19%	60	5%	15	2%	5	100%	315
Environmental hazards, including toxic waste	34%	106	31%	97	17%	55	3%	9	1%	4	14%	43	100%	315

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	55%	175	35%	113	4%	13	4%	13	1%	4	0%	1	100%
In your neighborhood after dark	27%	86	45%	145	11%	34	12%	38	3%	10	2%	7	100%	319
In Peoria's downtown area during the day	23%	72	32%	101	9%	28	7%	21	3%	10	27%	85	100%	319
In Peoria's downtown area after dark	5%	17	21%	68	11%	35	20%	65	9%	28	33%	106	100%	319

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	88%	279
Yes	11%	36
Don't know	1%	2
Total	100%	317

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	11%	4
Yes	89%	32
Don't know	0%	0
Total	100%	36

Question 9: 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	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Used Peoria public libraries or their services	33%	103	24%	74	27%	85	13%	41	4%	12	100%	316
Used Rio Vista Recreation Center	50%	158	22%	70	15%	46	6%	18	7%	22	100%	314
Participated in a recreation program or activity	60%	184	22%	67	10%	32	4%	12	4%	14	100%	309
Visited a neighborhood park or City park	21%	64	27%	83	30%	95	12%	37	11%	33	100%	312
Ridden a local bus within Peoria	95%	299	3%	10	0%	2	0%	1	1%	2	100%	314
Attended a meeting of local elected officials or other local public meeting	81%	256	15%	48	3%	10	0%	1	0%	0	100%	314
Watched a meeting of local elected officials or other local public meeting on cable television	70%	216	18%	56	11%	34	1%	3	0%	1	100%	310
Read Peoria Focus Newsletter	17%	53	33%	105	38%	119	8%	26	3%	10	100%	312
Visited the City of Peoria Web site (at www.peoriaaz.gov)	34%	103	25%	78	29%	87	9%	28	3%	9	100%	306
Recycled used paper, cans or bottles from your home	7%	21	3%	9	7%	21	8%	24	76%	231	100%	306
Volunteered your time to some group or activity in Peoria	76%	236	9%	27	8%	24	4%	12	4%	12	100%	310
Participated in religious or spiritual activities in Peoria	57%	178	11%	33	11%	34	3%	9	18%	56	100%	309
Participated in a club or civic group in Peoria	80%	242	11%	33	5%	16	1%	4	2%	7	100%	303
Provided help to a friend or neighbor	12%	36	25%	76	39%	120	14%	43	10%	29	100%	304
Attended a game or event at the Peoria Sports Complex	52%	164	27%	83	17%	54	3%	10	1%	2	100%	314
Visited Lake Pleasant	45%	142	33%	103	17%	52	4%	11	2%	8	100%	316

Question 10: 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	23%	71
Several times a week	24%	77
Several times a month	25%	78
Once a month	8%	27
Several times a year	8%	24
Once a year or less	6%	19
Never	6%	19
Total	100%	314

Question 11: Service Quality												
Please rate the quality of each of the following services in Peoria:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	34%	107	42%	133	11%	36	4%	11	10%	30	100%	318
Fire services	34%	108	34%	107	8%	24	1%	3	24%	76	100%	318
Ambulance or emergency medical services	28%	88	31%	99	8%	24	1%	2	33%	106	100%	319
Crime prevention	12%	38	37%	117	20%	63	5%	15	26%	81	100%	312
Fire prevention and education	12%	37	32%	100	13%	42	3%	8	41%	128	100%	315
Municipal courts	4%	11	23%	72	13%	41	3%	10	57%	178	100%	312
Traffic enforcement	8%	25	40%	125	24%	74	8%	26	20%	62	100%	312
Street repair	8%	25	36%	110	38%	115	14%	44	4%	13	100%	306
Street cleaning	13%	41	45%	139	28%	87	8%	25	5%	16	100%	310
Street lighting	10%	33	49%	155	30%	95	8%	27	2%	6	100%	315
Sidewalk maintenance	11%	33	49%	150	26%	80	6%	19	8%	25	100%	307
Traffic signal timing	5%	17	45%	140	32%	99	14%	44	4%	13	100%	313
Bus or transit services	1%	4	14%	42	16%	48	15%	45	55%	169	100%	308
Garbage collection	31%	98	55%	172	9%	28	3%	10	2%	6	100%	315
Recycling	35%	110	45%	145	13%	41	2%	7	5%	16	100%	318

Question 11: Service Quality												
Please rate the quality of each of the following services in Peoria:	Excellent		Good		Fair		Poor		Don't know		Total	
Yard waste pick-up	9%	29	32%	99	20%	64	13%	40	26%	82	100%	315
Storm drainage	13%	39	44%	136	18%	57	7%	20	19%	59	100%	311
Drinking water	11%	35	33%	105	29%	93	18%	57	9%	30	100%	319
Sewer services	15%	46	45%	143	21%	67	1%	2	18%	58	100%	317
City parks	19%	61	48%	152	19%	61	2%	6	12%	36	100%	316
Recreation programs or classes	14%	45	33%	105	14%	44	1%	2	38%	120	100%	317
Recreation centers or facilities	19%	59	33%	103	14%	42	2%	5	33%	101	100%	310
Land use, planning and zoning	6%	17	25%	79	27%	84	6%	18	36%	111	100%	310
Code enforcement (weeds, abandoned buildings, etc)	7%	20	33%	102	26%	79	12%	36	23%	72	100%	311
Animal control	8%	24	39%	123	18%	57	6%	20	29%	92	100%	316
Economic development	3%	9	31%	96	28%	88	9%	27	29%	91	100%	311
Services to seniors	4%	11	26%	82	9%	29	3%	10	58%	180	100%	313
Services to youth	5%	17	34%	106	11%	33	2%	6	48%	151	100%	312
Services to low-income people	3%	11	13%	41	12%	36	3%	8	69%	213	100%	309
Public library services	19%	61	49%	155	12%	38	1%	4	19%	61	100%	318
Public information services	6%	20	39%	121	19%	59	2%	6	34%	106	100%	312
Public schools	15%	46	34%	106	14%	42	3%	8	35%	110	100%	313
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	3%	11	20%	63	10%	32	4%	14	62%	192	100%	311
Preservation of natural areas such as open space, farmlands and greenbelts	5%	17	31%	96	23%	72	10%	30	31%	95	100%	309

Question 12: 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	14%	46	54%	172	24%	76	2%	7	5%	17	100%
The Federal Government	3%	8	28%	89	39%	122	18%	56	13%	41	100%	316
The State Government	2%	7	28%	89	40%	125	17%	55	13%	40	100%	316
Maricopa County Government	4%	13	34%	106	32%	100	12%	39	18%	57	100%	314
Yavapai County Government	2%	6	9%	27	12%	37	3%	10	74%	229	100%	309

Question 13: Contact with City Employees			
Have you had any in-person or phone contact 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	42%	
Yes	58%		182
Total	100%		317

Question 14: 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	36%	64	46%	82	12%	21	6%	11	1%	1	100%
Responsiveness	38%	69	44%	79	9%	16	8%	15	0%	1	100%	179
Courtesy	42%	75	42%	76	10%	17	6%	11	0%	0	100%	179
Overall impression	38%	69	43%	77	11%	20	8%	14	0%	0	100%	179

Question 15: 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	8%	25	40%	128	29%	93	9%	27	14%	44	100%
The overall direction that Peoria is taking	9%	29	44%	141	28%	90	5%	15	13%	42	100%	317
The job Peoria government does at welcoming citizen involvement	8%	26	29%	92	22%	71	8%	26	32%	101	100%	317
The job Peoria government does at listening to citizens	6%	18	23%	73	23%	72	8%	26	40%	128	100%	318

Question 16: 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	44%	141	45%	145	4%	14	5%	17	1%	4	100%
Remain in Peoria for the next five years	60%	191	25%	79	7%	24	5%	16	3%	9	100%	318

Question 17: 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	3%	11
Somewhat positive	10%	31
Neutral	39%	126
Somewhat negative	35%	113
Very negative	13%	41
Total	100%	322

Question 18: Policy Question		
To save money, the City of Peoria is considering closing City Hall on Fridays, but extending the hours of service counters (for utility payments, building permits, etc.) from 7a.m. to 6 p.m. Monday through Thursday. Other city services, such as libraries, Rio Vista Recreation Center, fire and police would not be impacted by this change. To what extent would you support or oppose this change?	Percent of respondents	Count
Strongly support	51%	164
Somewhat support	35%	113
Somewhat oppose	3%	10
Strongly oppose	5%	16
Don't know	6%	19
Total	100%	321

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	34%	108
Yes, full-time	60%	191
Yes, part-time	6%	19
Total	100%	319

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	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	12%
Bus, rail, subway or other public transportation	1%
Walk	1%
Bicycle	1%
Work at home	4%
Other	2%

Question D3: Length of Residency		
How many years have you lived in Peoria?	Percent of respondents	Count
Less than 2 years	16%	51
2 to 5 years	26%	84
6 to 10 years	23%	74
11 to 20 years	27%	86
More than 20 years	7%	22
Total	100%	318

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	77%	246
House attached to one or more houses (e.g., a duplex or townhome)	5%	17
Building with two or more apartments or condominiums	15%	48
Mobile home	1%	3
Other	2%	5
Total	100%	320

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	22%	69
Owned by you or someone in this house with a mortgage or free and clear	78%	242
Total	100%	312

Question D6: Monthly Housing Cost		
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)?	Percent of respondents	Count
Less than \$300 per month	4%	14
\$300 to \$599 per month	12%	36
\$600 to \$999 per month	25%	79
\$1,000 to \$1,499 per month	26%	80
\$1,500 to \$2,499 per month	23%	71
\$2,500 or more per month	10%	32
Total	100%	312

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	63%	199
Yes	37%	119
Total	100%	318

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	77%	245
Yes	23%	75
Total	100%	320

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	12%	35
\$25,000 to \$49,999	30%	88
\$50,000 to \$99,999	37%	110
\$100,000 to \$149,000	14%	42
\$150,000 or more	7%	20
Total	100%	296

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	89%	279
Yes, I consider myself to be Spanish, Hispanic or Latino	11%	34
Total	100%	313

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	2%	6
Asian, Asian Indian or Pacific Islander	4%	12
Black or African American	1%	4
White	89%	277
Other	6%	18
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	3%	9
25 to 34 years	23%	73
35 to 44 years	18%	57
45 to 54 years	20%	64
55 to 64 years	16%	51
65 to 74 years	9%	27
75 years or older	11%	34
Total	100%	315

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	54%	169
Male	46%	143
Total	100%	312

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	21%	66
Yes	77%	246
Ineligible to vote	1%	2
Don't know	1%	3
Total	100%	318

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	26%	83
Yes	71%	226
Ineligible to vote	1%	4
Don't know	1%	4
Total	100%	317

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ 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 National Citizen Survey™ 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 National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ 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.

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.

SURVEY ADMINISTRATION

Selected households received four mailings, one week apart, beginning November 4, 2009. The first mailing was a prenotification postcard announcing in English and 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 letter included a paragraph written in Spanish, which invited the household to participate and provided instructions for requesting the survey in Spanish. The third 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, and also included a paragraph written in Spanish, for those who would like to request the survey in Spanish. The final mailing was a reminder postcard in English and Spanish which 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, with instructions for requesting a replacement of the original survey. Completed surveys were collected over the following nine weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Of the 1,200 surveys mailed, 92 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,108 households receiving the survey mailings, 324 completed the survey, providing a response rate of 29%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than five percentage points in either direction from what would have been obtained had responses been collected from all City of Peoria adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

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 that may affect sample findings. 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.

INTERPRETING COMPARISONS TO PREVIOUS YEARS

Research is clear that a change in the method of survey data collection, by itself, will result in a change in results if the shift is from telephone administration to self-administration or vice versa. The change occurs even without change in resident perspectives and is attributed to the different environment that a survey respondent confronts when providing answers to a stranger on the telephone compared to offering private anonymous opinions. Questions by phone elicit more positive, optimistic, self-aggrandizing responses than do the same questions asked on a written self-administered questionnaire. The self-administered questionnaire brings out more candid responses which often shine less brightly.

In Peoria citizen survey data were collected by phone in 2007. In 2009, data collection switched from phone to mail. As a consequence, we expected and see a decline in virtually all ratings. NRC has taken this into consideration and made statistical adjustments to the 2007 data to account for the more positive ratings received from phone surveys and the fact that these data were unweighted (see **Error! Reference source not found.**). This way the reported results for 2009 are not influenced by the decline that is attributable to the change in data collection mode from phone to mail.

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 2006 American Community Survey Census estimates 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 and gender/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 historical use of the variables and the desirability of consistently representing different groups over the years

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. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are 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 Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	22%	14%	22%
Own home	78%	86%	78%
Detached unit	83%	79%	78%
Attached unit	17%	21%	22%
Race and Ethnicity			
White alone, not Hispanic	77%	83%	82%
Hispanic and/or other race	23%	17%	18%
Sex and Age			
Female	53%	59%	54%
Male	47%	41%	46%
18-34 years of age	27%	11%	26%
35-54 years of age	38%	33%	38%
55+ years of age	35%	56%	36%
Females 18-34	15%	5%	15%
Females 35-54	18%	22%	18%
Females 55+	21%	32%	21%
Males 18-34	12%	6%	12%
Males 35-54	20%	11%	20%
Males 55+	14%	24%	14%

¹ Source: 2006 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 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 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, 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. 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 are available, Peoria results are noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Peoria's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

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
8401 West Monroe Street
Peoria, Arizona 85345

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City of Peoria

Office of Mayor and City Council

8401 West Monroe Street, Peoria, Arizona 85345

Ph: 623-773-7306 Fax: 623-773-7309

November 2009

Dear 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 2009 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) 773-7739 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) 773-7306.

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 Mayor and City Council

8401 West Monroe Street, Peoria, Arizona 85345

Ph: 623-773-7306 Fax: 623-773-7309

November 2009

Dear 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 discard 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 2009 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) 773-7739 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 2009 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
Educational 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
Amount of public parking	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
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventative health services.....	1	2	3	4	5
Air quality.....	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. During the past twelve months, were you or anyone in your household the victim of any crime?

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

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

- No
 Yes
 Don't know

9. 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 Rio Vista Recreation Center	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 local public meeting on cable television	1	2	3	4	5
Read the Peoria Focus 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
Attended a game or event at the Peoria Sports Complex	1	2	3	4	5
Visited Lake Pleasant	1	2	3	4	5

10. 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
 Once a month
 Several times a year
 Once a year or less
 Never

The City of Peoria 2009 Citizen Survey

11. 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
Yard waste pick-up	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
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
Public schools.....	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

12. 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

13. Have you had any in-person or phone 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 15 Yes → Go to Question 14

14. 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

15. 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
The job Peoria government does at listening to citizens.....	1	2	3	4	5

16. 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

17. 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

18. To save money, the City of Peoria is considering closing City Hall on Fridays, but extending the hours of service counters (for utility payments, building permits, etc.) from 7a.m. to 6 p.m. Monday through Thursday. Other city services, such as libraries, Rio Vista Recreation Center, fire and police would not be impacted by this change. To what extent would you support or oppose this change?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose
 Don't know

The City of Peoria 2009 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 question 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
- Yes
- Ineligible to vote
- Don't know

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

- No
- Yes
- Ineligible to vote
- Don't know

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 Mayor and City Council

8401 West Monroe Street, Peoria, Arizona 85345

Ph: 623-773-7306 Fax: 623-773-7309

Noviembre2009

Estimado residente de Peoria:

La Ciudad de Peoria desea saber qué piensa usted sobre la comunidad y el gobierno municipal. **Su hogar es uno de entre de algunos hogares seleccionados al azar para participar en la Ciudad de Peoria 2009 Encuesta de los Ciudadanos.**

Por favor tome unos pocos minutos para llenar la Encuesta de Ciudadanos adjunta. Sus respuestas ayudarán a que el Concejo de la Ciudad tome decisiones para mejorar la entrega de los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas son útiles. ¡Por favor participe!

Para obtener una verdadera muestra representativa de los residentes de Peoria, solicitamos que llene la encuesta el adulto que haya tenido su cumpleaños más recientemente. La edad del adulto no importa siempre que tenga 18 años de edad o más. Al seleccionar de ésta forma a la persona que debe llenar la encuesta, se asegura que la encuesta en los hogares de la ciudad mejorara la exactitud de los resultados. Por favor tenga usted la seguridad de que sus respuestas se mantendrán anónimas.

Por favor, haga que el adecuado miembro del hogar pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el franqueo pagado. Si tiene alguna pregunta acerca de la Encuesta de los Ciudadanos por favor llámenos al (623) 773-7739.

Su participación en esta encuesta es muy importante especialmente puesto que su hogar es uno del pequeño numero que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Peoria. Gracias por su tiempo y participacion.

Sinceramente,

Bob Barrett
Alcalde

Encuesta Ciudadana del 2009 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 educativas.....	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 Estacionamiento Público	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
Asistencia médica a precios accesibles.....	1	2	3	4	5
Acceso a comida de buena calidad a un costo razonable.....	1	2	3	4	5
Disponibilidad de servicios preventivos de salud	1	2	3	4	5
Calidad del medio ambiente (aire)	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. Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen?

- No → Vaya a la pregunta #9
 Sí → Vaya a la pregunta #8
 No sé → Vaya a la pregunta #9

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

- No
 Sí
 No sé

9. 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 el Centro de Recreación del Río Vista	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
Vio por cable (TV) una reunión de autoridades locales u otra reunión pública	1	2	3	4	5
Leyó la Hoja Informativa "Peoria Focus" (Enfoque Peoria).....	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
Atendió un partido o evento en el Complejo de Deportes de Peoria	1	2	3	4	5
Visitó el Lago Pleasant	1	2	3	4	5

10. ¿Qué tan a menudo habla con / o visita a sus vecinos inmediatos (personas que viven en los 10 o 20 hogares que están más cerca de usted)?

- Casi todos los días
 Varias veces por semana
 Varias veces al mes
 Una vez al mes
 Varias veces al año
 Una vez al año o menos
 Nunca

Encuesta Ciudadana del 2009 de la Ciudad de Peoria

11. 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
Recolección de Desechos del Patio (jardín)	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 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
Escuelas Públicas	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

12. 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

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

- No → Vaya a la pregunta #15 Sí → Vaya a la pregunta #14

14. ¿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>Bueno</i>	<i>Pasable</i>	<i>Bajo</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

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

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</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
La labor del gobierno de Peoria para escuchar a los ciudadanos	1	2	3	4	5

16. 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

17. ¿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

18. Para ahorrar dinero, la Ciudad de Peoria está considerando cerrar el City Hall (la Oficina de la Ciudad) los viernes, pero agregando horas extra en los mostradores de servicio (para pagos de utilidades, permisos de construcción, etc.) de 7a.m. a 6p.m. de lunes a jueves. Otros servicios de la ciudad, tales como bibliotecas, el Centro de Recreación Rio Vista, incendio y policía no serían impactados por este cambio. ¿Hasta qué punto apoyaría o se opondría usted a este cambio?

- Fuertemente apoyaría
 Algo apoyaría
 Algo me opondría
 Fuertemente me opondría
 No sé

Encuesta Ciudadana del 2009 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 de las siguientes opciones describe mejor la vivienda (edificio) en la que reside?

- Casa familiar separada de cualquier otra casa
- Casa unida a una o más casas (Ej. duplex, townhome)
- Edificio con 2 o más apartamentos o condominios
- Casa rodante / trailer
- 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 paga?

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

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

Dear Peoria Resident,

Just a reminder – if you have not yet completed Peoria’s 2009 Citizen Survey, please do so. Your participation in this survey is very important – your answers will help the Peoria City Council make decisions that affect our community.

If you have already returned the questionnaire, you do not need to do anything. If you still have NOT returned the questionnaire, please take a few moments to find the survey, answer the questions, and mail it as soon as possible using the enclosed postage-paid envelope. If you have misplaced the survey please call (623) 773-7306 to request another copy.

Thank you very much!


Bob Barrett
Mayor/Alcalde, City of Peoria

Estimado residente de la ciudad de Peoria,

Solamente un recordatorio – si usted aún no ha completado la Encuesta Ciudadana del 2009 de la Ciudad de Peoria, por favor hágalo. Su participación en esta encuesta es muy importante – sus respuestas le ayudarán al Consejo Municipal de Peoria para tomar decisiones que afectan nuestra comunidad.

Si usted ya ha devuelto el cuestionario, no necesita hacer cosa alguna. Si aún NO ha devuelto el cuestionario, por favor tome unos momentos para encontrar la encuesta, responder las preguntas, y enviarlo por correo lo antes posible utilizando el sobre de franqueo pagado incluido. Si ha traspapelado la encuesta por favor llame al (623) 773-7739 para solicitar otra copia.

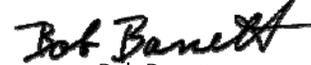
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¡Muchas gracias!,



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CITY OF PEORIA, AZ 2010

Subgroup Reports

- Section 1. Benchmark Report
- Section 2. Demographic Subgroup Comparisons
- Section 3. Geographic Subgroup Comparisons
- Section 4. Map of Sample and Responses

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CITY OF PEORIA, AZ
2010
Benchmark Report

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Understanding the Benchmark Comparisons	1
Comparison Data	1
Putting Evaluations onto the 100-point Scale	2
Interpreting the Results	3
National Benchmark Comparisons.....	4
Jurisdictions Included in National Benchmark Comparisons	12

UNDERSTANDING THE BENCHMARK COMPARISONS

COMPARISON DATA

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 City of Peoria chose to have comparisons made to the entire database. 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.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
Region	
West Coast ¹	16%
West ²	20%
North Central West ³	10%
North Central East ⁴	13%
South Central ⁵	7%
South ⁶	26%
Northeast West ⁷	3%
Northeast East ⁸	4%
Population	
Less than 40,000	45%
40,000 to 74,999	20%
75,000 to 149,000	17%
150,000 or more	19%

¹ Alaska, Washington, Oregon, California, Hawaii

² Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico

³ North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota

⁴ Illinois, Indiana, Ohio, Michigan, Wisconsin

⁵ Oklahoma, Texas, Louisiana, Arkansas

⁶ West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC

⁷ New York, Pennsylvania, New Jersey

⁸ Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

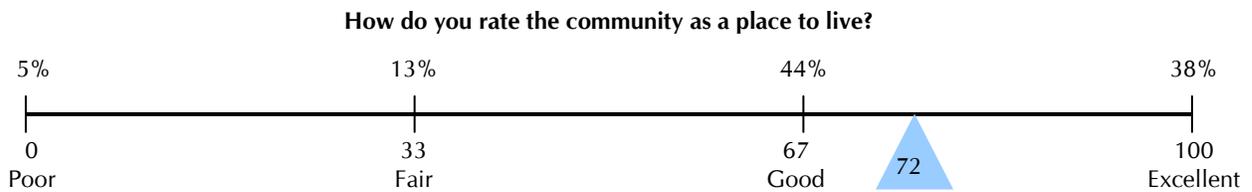
PUTTING EVALUATIONS ONTO THE 100-POINT SCALE

Although responses to many of the evaluative questions were made on a four point scale with 1 representing the best rating and 4 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus three points based on all respondents.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, “excellent” = 100, “good” = 67, “fair” = 33 and “poor” = 0. If everyone reported “excellent,” then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor,” the result would be 0 on the 100-point scale. If half the respondents gave a score of “excellent” and half gave a score of “poor,” the average would be in the middle of the scale (like the center post of a teeter totter) between “fair” and “good.” An example of how to convert survey frequencies into an average rating appears below.

Example of Converting Responses to the 100-point Scale

How do you rate the community as a place to live?						
Response option	Total with “don’t know”	Step 1: Remove the percent of “don’t know” responses	Total without “don’t know”	Step 2: Assign scale values	Step 3: Multiply the percent by the scale value	Step 4: Sum to calculate the average rating
Excellent	36%	$= 36 \div (100-5) =$	38%	100	$= 38\% \times 100 =$	38
Good	42%	$= 42 \div (100-5) =$	44%	67	$= 44\% \times 67 =$	30
Fair	12%	$= 12 \div (100-5) =$	13%	33	$= 13\% \times 33 =$	4
Poor	5%	$= 5 \div (100-5) =$	5%	0	$= 5\% \times 0 =$	0
Don’t know	5%		–			
Total	100%		100%			72



INTERPRETING THE RESULTS

Average ratings are compared when similar questions are included in NRC's database, and there are at least five jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is your jurisdiction's rating on the 100-point scale. The second column is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The final column shows the comparison of your jurisdiction's average rating to the benchmark.

The comparison: "above," "below" or "similar" comes from a statistical comparison of your jurisdiction's rating to the benchmark (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of more than three points on the 100-point scale between your jurisdiction's ratings and the average based on the appropriate comparisons from the database are considered "statistically significant," and thus are marked as "above" or "below" the benchmark. When differences between your jurisdiction's ratings and the benchmarks are three points or fewer, they are marked as "similar to" the benchmark.

This report contains benchmarks at the national level.

NATIONAL BENCHMARK COMPARISONS

Overall Community Quality Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Overall quality of life in Peoria	67	193	372	Similar
Your neighborhood as place to live	69	121	247	Similar
Peoria as a place to live	71	151	314	Similar
Remain in Peoria for the next five years	81	37	116	Above
Recommend living in Peoria to someone who asks	77	57	117	Similar

Community Transportation Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ease of bus travel in Peoria	26	155	169	Below
Ease of car travel in Peoria	53	117	234	Similar
Ease of walking in Peoria	50	155	234	Below
Ease of bicycle travel in Peoria	44	139	234	Below
Availability of paths and walking trails	51	65	115	Similar
Traffic flow on major streets	41	104	177	Similar

Frequency of Bus Use Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ridden a local bus within Peoria	5	135	143	Less

Transportation and Parking Services Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Street repair /maintenance	46	179	369	Similar
Street cleaning	56	135	264	Similar
Street lighting	54	132	275	Similar
Sidewalk maintenance	57	54	237	Above
Light timing	48	82	182	Similar
Bus or transit services	35	170	189	Below
Amount of public parking	52	52	172	Above

Housing Characteristics Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Availability of affordable quality housing	52	28	265	Above
Variety of housing options	59	24	109	Above

Housing Costs Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or more of income)	41	38	110	More

Built Environment Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Quality of new development in City	60	46	199	Above
Overall appearance of Peoria	58	158	284	Similar

Population Growth Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Population growth seen as too fast	57	69	204	More

Nuisance Problems Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Run down buildings, weed lots and junk vehicles are a "major" problem	8	109	195	Less

Planning and Community Code Enforcement Services Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Land use, planning and zoning	49	62	247	Above
Code enforcement (weeds, abandoned buildings, etc)	48	118	300	Above
Animal control	56	117	266	Similar

Economic Sustainability and Opportunities Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Employment opportunities	34	149	256	Similar
Shopping opportunities	60	59	243	Above
Place to work	55	113	246	Similar
Overall quality of business and service establishments in Peoria	60	33	105	Above

Economic Development Services Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Economic development	47	105	242	Similar

Job and Retail Growth Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Retail growth seen as too slow	29	120	203	Less
Jobs growth seen as too slow	86	42	205	More

Personal Economic Future Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Positive impact of economy on household income	13	135	202	Below

Community and Personal Public Safety Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Safety in your neighborhood during the day	85	182	276	Similar
Safety in your neighborhood after dark	71	143	271	Similar
Safety in Peoria's downtown area during the day	72	208	233	Below
Safety in Peoria's downtown area after dark	48	197	242	Below
Safety from violent crime (e.g., rape, assault, robbery)	72	129	240	Similar
Safety from property crimes (e.g., burglary, theft)	61	133	239	Similar
Toxic waste or other environmental hazard(s)	77	56	114	Similar

Crime Victimization and Reporting Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Victim of crime	11	130	206	Similar
Reported crimes	89	9	204	More

Public Safety Services Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Police services	72	84	363	Above
Fire services	77	143	301	Similar
EMS/ambulance	76	124	283	Similar
Crime prevention	59	115	267	Similar
Fire prevention and education	63	131	218	Similar
Traffic enforcement	53	200	296	Similar
Courts	54	66	132	Similar
Emergency preparedness	53	79	131	Similar

Community Environment Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Cleanliness of Peoria	59	68	117	Similar
Quality of overall natural environment in Peoria	53	95	114	Below
Preservation of natural areas such as open space, farmlands and greenbelts	49	76	120	Below
Air quality	46	153	172	Below

Frequency of Recycling Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Recycled used paper, cans or bottles from your home	93	36	190	More

Utility Services Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Sewer services	64	97	243	Similar
Drinking water	47	203	244	Below
Storm drainage	59	77	292	Above
Yard waste pick-up	50	171	197	Below
Recycling	73	56	275	Above
Garbage collection	72	104	305	Similar

Community Recreational Opportunities Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Recreation opportunities	61	95	252	Above

Participation in Parks and Recreation Opportunities Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used Rio Vista Recreation Center	50	123	161	Less
Participated in a recreation program or activity	40	150	193	Less
Visited a neighborhood park or City park	79	175	201	Less

Parks and Recreation Services Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
City parks	65	162	265	Similar
Recreation programs or classes	66	104	285	Above
Recreation centers or facilities	68	54	227	Above

Cultural and Educational Opportunities Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to attend cultural activities	46	166	250	Below
Educational opportunities	52	127	185	Below

Participation in Cultural and Educational Opportunities Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used Peoria public libraries or their services	67	131	175	Less
Participated in religious or spiritual activities in Peoria	43	62	75	Less

Cultural and Educational Services Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Public schools	65	72	207	Above
Public library services	69	164	262	Similar

Community Health and Wellness Access and Opportunities Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Availability of affordable quality health care	50	70	194	Above
Availability of affordable quality food	59	48	124	Similar
Availability of preventive health services	52	40	87	Similar

Community Quality and Inclusiveness Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Sense of community	53	171	256	Below
Openness and acceptance of the community toward people of diverse backgrounds	60	67	219	Above
Availability of affordable quality child care	44	83	191	Similar
Peoria as a place to raise kids	67	163	305	Similar
Peoria as a place to retire	61	107	282	Above

Services Provided for Population Subgroups Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services to seniors	57	124	249	Similar
Services to youth	61	53	224	Above
Services to low income residents	52	23	200	Above

Civic Engagement Opportunities Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in community matters	56	58	107	Similar
Opportunities to volunteer	60	76	108	Below

Participation in Civic Engagement Opportunities Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	19	183	203	Less
Watched a meeting of local elected officials or other local public meeting on cable television	30	132	157	Less
Volunteered your time to some group or activity in Peoria	24	195	203	Less
Participated in a club or civic group in Peoria	20	76	87	Less
Provided help to a friend or neighbor	88	85	86	Less

Voter Behavior Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Registered to vote	78	167	212	Less
Voted in last general election	72	129	212	Similar

Use of Information Sources Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Read Peoria Focus Newsletter	83	81	143	Similar
Visited the City of Peoria Web site	66	29	104	More

Local Government Media Services and Information Dissemination Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Public information services	58	114	250	Similar

Social Engagement Opportunities Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in social events and activities	54	65	110	Similar
Opportunities to participate in religious or spiritual events	61	64	84	Below

Contact with Immediate Neighbors Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Has contact with neighbors at least once per month	80	60	100	Similar

Public Trust Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Value of services for the taxes paid to Peoria	52	105	322	Above
The overall direction that Peoria is taking	56	65	265	Above
Job Peoria government does at welcoming citizen involvement	52	81	280	Above
Job Peoria government does at listening to citizens	48	54	245	Above
Overall image or reputation of Peoria	57	131	228	Similar

Services Provided by Local, State and Federal Governments Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services provided by the City of Peoria	62	158	352	Similar
Services provided by the Federal Government	39	154	218	Similar
Services provided by the State Government	39	172	220	Below
Services provided by Maricopa County Government	46	66	98	Similar

Contact with City Employees Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Had contact with City employee(s) in last 12 months	58	112	223	Similar

Perceptions of City Employees (Among Those Who Had Contact) Benchmarks				
	Peoria average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
City employee knowledge	70	115	279	Similar
City employee responsiveness	71	80	277	Above
City employee courteousness	73	66	228	Above
Overall impression	71	82	315	Above

JURISDICTIONS INCLUDED IN NATIONAL BENCHMARK COMPARISONS

Valdez, AK.....	4,036	Newport Beach, CA.....	70,032
Auburn, AL.....	42,987	Palm Springs, CA.....	42,807
Gulf Shores, AL.....	5,044	Palo Alto, CA.....	58,598
Tuskegee, AL.....	11,846	Poway, CA.....	48,044
Fayetteville, AR.....	58,047	Rancho Cordova, CA.....	55,060
Fort Smith, AR.....	80,268	Redding, CA.....	80,865
Hot Springs, AR.....	35,613	Richmond, CA.....	99,216
Little Rock, AR.....	183,133	Riverside, CA.....	255,166
Avondale, AZ.....	35,883	San Bernardino County, CA.....	1,709,434
Chandler, AZ.....	176,581	San Francisco, CA.....	776,733
Cococino County, AZ.....	116,320	San Jose, CA.....	894,943
Dewey-Humboldt, AZ.....	6,295	San Luis Obispo County, CA.....	247,900
Flagstaff, AZ.....	52,894	San Rafael, CA.....	56,063
Florence, AZ.....	17,054	San Ramon, CA.....	44,722
Gilbert, AZ.....	109,697	Santa Barbara County, CA.....	399,347
Goodyear, AZ.....	18,911	Santa Monica, CA.....	84,084
Kingman, AZ.....	20,069	South Lake Tahoe, CA.....	23,609
Marana, AZ.....	13,556	Stockton, CA.....	243,771
Mesa, AZ.....	396,375	Sunnyvale, CA.....	131,760
Phoenix, AZ.....	1,321,045	Temecula, CA.....	57,716
Prescott Valley, AZ.....	25,535	Thousand Oaks, CA.....	117,005
Queen Creek, AZ.....	4,316	Visalia, CA.....	91,565
Safford, AZ.....	9,232	Walnut Creek, CA.....	64,296
Scottsdale, AZ.....	202,705	Calgary, Canada.....	878,866
Sedona, AZ.....	10,192	District of Saanich, Victoria, Canada.....	103,654
Tempe, AZ.....	158,625	Edmonton, Canada.....	666,104
Tucson, AZ.....	486,699	Guelph, Ontario, Canada.....	114,943
Yuma, AZ.....	77,515	Kamloops, Canada.....	77,281
Yuma County, AZ.....	160,026	Kelowna, Canada.....	96,288
Agoura Hills, CA.....	20,537	North Vancouver, Canada.....	44,303
Bellflower, CA.....	72,878	Oakville, Canada.....	144,738
Benicia, CA.....	26,865	Prince Albert, Canada.....	34,291
Brea, CA.....	35,410	Thunder Bay, Canada.....	109,016
Brisbane, CA.....	3,597	Victoria, Canada.....	78,057
Burlingame, CA.....	28,158	Whitehorse, Canada.....	19,058
Capitola, CA.....	10,033	Winnipeg, Canada.....	619,544
Carlsbad, CA.....	78,247	Yellowknife, Canada.....	16,541
Chula Vista, CA.....	173,556	Arapahoe County, CO.....	487,967
Claremont, CA.....	33,998	Archuleta County, CO.....	9,898
Concord, CA.....	121,780	Arvada, CO.....	102,153
Cupertino, CA.....	50,546	Aspen, CO.....	5,914
Davis, CA.....	60,308	Aurora, CO.....	276,393
Del Mar, CA.....	4,389	Boulder, CO.....	94,673
Dublin, CA.....	29,973	Boulder County, CO.....	291,288
El Cerrito, CA.....	23,171	Breckenridge, CO.....	2,408
Elk Grove, CA.....	59,984	Broomfield, CO.....	38,272
Galt, CA.....	19,472	Castle Rock, CO.....	20,224
La Mesa, CA.....	54,749	Colorado Springs, CO.....	360,890
Laguna Beach, CA.....	23,727	Craig, CO.....	9,189
Livermore, CA.....	73,345	Crested Butte, CO.....	1,529
Lodi, CA.....	56,999	Denver, CO.....	554,636
Long Beach, CA.....	461,522	Douglas County, CO.....	175,766
Lynwood, CA.....	69,845	Durango, CO.....	13,922
Menlo Park, CA.....	30,785	Eagle County, CO.....	41,659
Mission Viejo, CA.....	93,102	Englewood, CO.....	31,727
Morgan Hill, CA.....	33,556	Fort Collins, CO.....	118,652
Mountain View, CA.....	70,708	Frisco, CO.....	2,443

Fruita, CO.....	6,478	North Palm Beach, FL.....	12,064
Georgetown, CO.....	1,088	North Port, FL.....	22,797
Golden, CO.....	17,159	Oakland Park, FL.....	30,966
Grand County, CO.....	12,442	Ocoee, FL.....	24,391
Grand Junction, CO.....	41,986	Oldsmar, FL.....	11,910
Greenwood Village, CO.....	11,035	Oviedo, FL.....	26,316
Gunnison County, CO.....	13,956	Palm Bay, FL.....	79,413
Highlands Ranch, CO.....	70,931	Palm Beach, FL.....	10,468
Hot Sulphur Springs, CO.....	521	Palm Beach County, FL.....	1,131,184
Jefferson County, CO.....	527,056	Palm Beach Gardens, FL.....	35,058
Lakewood, CO.....	144,126	Palm Coast, FL.....	32,732
Larimer County, CO.....	251,494	Pasco County, FL.....	344,765
Lone Tree, CO.....	4,873	Pinellas County, FL.....	921,482
Longmont, CO.....	71,093	Pinellas Park, FL.....	45,658
Louisville, CO.....	18,937	Port Orange, FL.....	45,823
Loveland, CO.....	50,608	Port St. Lucie, FL.....	88,769
Mesa County, CO.....	116,255	Sanford, FL.....	38,291
Montrose, CO.....	12,344	Sarasota, FL.....	52,715
Northglenn, CO.....	31,575	Seminole, FL.....	10,890
Parker, CO.....	23,558	South Daytona, FL.....	13,177
Pitkin County, CO.....	14,872	St. Cloud, FL.....	20,074
Silverthorne, CO.....	3,196	Tallahassee, FL.....	150,624
Steamboat Springs, CO.....	9,815	Titusville, FL.....	40,670
Sterling, CO.....	11,360	Volusia County, FL.....	443,343
Summit County, CO.....	23,548	Walton County, FL.....	40,601
Thornton, CO.....	82,384	Winter Garden, FL.....	14,351
Vail, CO.....	4,531	Winter Park, FL.....	24,090
Westminster, CO.....	100,940	Albany, GA.....	76,939
Wheat Ridge, CO.....	32,913	Alpharetta, GA.....	34,854
Coventry, CT.....	11,504	Cartersville, GA.....	15,925
Hartford, CT.....	121,578	Conyers, GA.....	10,689
Manchester, CT.....	54,740	Decatur, GA.....	18,147
Wethersfield, CT.....	26,271	Milton, GA.....	30,180
Windsor, CT.....	28,237	Roswell, GA.....	79,334
Dover, DE.....	32,135	Sandy Springs, GA.....	85,781
Belleair Beach, FL.....	1,751	Savannah, GA.....	131,510
Bonita Springs, FL.....	32,797	Smyrna, GA.....	40,999
Brevard County, FL.....	476,230	Suwanee, GA.....	8,725
Cape Coral, FL.....	102,286	Valdosta, GA.....	43,724
Charlotte County, FL.....	141,627	Honolulu, HI.....	876,156
Clearwater, FL.....	108,787	Maui, HI.....	128,094
Collier County, FL.....	251,377	Ames, IA.....	50,731
Cooper City, FL.....	27,939	Ankeny, IA.....	27,117
Coral Springs, FL.....	117,549	Bettendorf, IA.....	31,275
Dania Beach, FL.....	20,061	Cedar Falls, IA.....	36,145
Daytona Beach, FL.....	64,112	Davenport, IA.....	98,359
Delray Beach, FL.....	60,020	Des Moines, IA.....	198,682
Destin, FL.....	11,119	Indianola, IA.....	12,998
Duval County, FL.....	778,879	Iowa County, IA.....	15,671
Escambia County, FL.....	294,410	Marion, IA.....	7,144
Eustis, FL.....	15,106	Polk County, IA.....	374,601
Gainesville, FL.....	95,447	Sheldahl, IA.....	336
Hillsborough County, FL.....	998,948	Slater, IA.....	1,306
Jupiter, FL.....	39,328	Urbandale, IA.....	29,072
Kissimmee, FL.....	47,814	Waukee, IA.....	5,126
Lee County, FL.....	454,918	West Des Moines, IA.....	46,403
Martin County, FL.....	126,731	Boise, ID.....	185,787
Melbourne, FL.....	71,382	Moscow, ID.....	21,291
Miami Beach, FL.....	87,933	Twin Falls, ID.....	34,469

Batavia, IL	23,866	Prince George's County, MD.....	801,515
Centralia, IL	14,136	Rockville, MD	47,388
Clarendon Hills, IL.....	7,610	Takoma Park, MD	17,299
Collinsville, IL.....	24,707	Saco, ME	16,822
DeKalb, IL.....	39,018	Ann Arbor, MI	114,024
Downers Grove, IL	48,724	Battle Creek, MI.....	53,364
Elmhurst, IL	42,762	Delhi Township, MI	22,569
Evanston, IL	74,239	Escanaba, MI	13,140
Freeport, IL	26,443	Gladstone, MI.....	5,032
Gurnee, IL.....	28,834	Howell, MI	9,232
Highland Park, IL	31,365	Jackson County, MI	158,422
Homewood, IL	19,543	Meridian Charter Township, MI.....	38,987
Lincolnwood, IL.....	12,359	Novi, MI	47,386
Naperville, IL	128,358	Oakland Township, MI.....	13,071
Normal, IL.....	45,386	Ottawa County, MI.....	238,314
Oak Park, IL.....	39,803	Rochester, MI	10,467
O'Fallon, IL.....	21,910	Sault Sainte Marie, MI	16,542
Palatine, IL.....	65,479	South Haven, MI	5,021
Park Ridge, IL.....	37,775	Troy, MI	80,959
Peoria County, IL	183,433	Village of Howard City, MI.....	1,585
Riverside, IL	8,895	Blue Earth, MN.....	3,621
Sherman, IL.....	2,871	Carver County, MN	70,205
Shorewood, IL.....	7,686	Chanhassen, MN	20,321
Skokie, IL	63,348	Dakota County, MN	355,904
Sugar Grove, IL	3,909	Duluth, MN	86,918
Wilmington, IL.....	5,134	Fridley, MN	27,449
Woodridge, IL.....	30,934	Hutchinson, MN.....	13,080
Fishers, IN.....	37,835	Mankato, MN	32,427
Munster, IN.....	21,511	Maple Grove, MN	50,365
Arkansas City, KS	11,963	Maplewood, MN	34,947
Chanute, KS	9,411	Mayer, MN	554
Fairway, KS	3,952	Medina, MN	4,005
Lawrence, KS	80,098	Minneapolis, MN	382,618
Lenexa, KS	40,238	North Branch, MN.....	8,023
Merriam, KS.....	11,008	Olmsted County, MN	124,277
Mission, KS	9,727	Prior Lake, MN	15,917
Olathe, KS.....	92,962	Scott County, MN.....	89,498
Overland Park, KS.....	149,080	St. Cloud, MN	59,107
Salina, KS.....	45,679	St. Louis County, MN	200,528
Wichita, KS.....	344,284	Washington County, MN.....	201,130
Bowling Green, KY	49,296	Woodbury, MN	46,463
Daviess County, KY	91,545	Blue Springs, MO	48,080
Jefferson Parish, LA	455,466	Branson, MO.....	6,050
New Orleans, LA	484,674	Clay County, MO	184,006
Orleans Parish, LA	484,674	Columbia, MO	84,531
Andover, MA	31,247	Creve Coeur, MO.....	16,500
Barnstable, MA	47,821	Ellisville, MO.....	9,104
Bedford, MA	12,595	Grandview, MO	24,881
Burlington, MA	22,876	Independence, MO	113,288
Cambridge, MA	101,355	Joplin, MO	45,504
Needham, MA	28,911	Kansas City, MO.....	441,545
Shrewsbury, MA	31,640	Lee's Summit, MO.....	70,700
Worcester, MA.....	172,648	Maryland Heights, MO.....	25,756
Baltimore County, MD.....	754,292	Maryville, MO.....	10,581
College Park, MD	24,657	O'Fallon, MO.....	46,169
Gaithersburg, MD	52,613	Raymore, MO.....	11,146
La Plata, MD	6,551	Richmond Heights, MO	9,602
Montgomery County, MD.....	873,341	Starkville, MS	21,869
Ocean City, MD	7,173	Billings, MT	89,847

Bozeman, MT	27,509	Jackson County, OR	181,269
Missoula, MT	57,053	Keizer, OR.....	32,203
Asheville, NC.....	68,889	Lake Oswego, OR	35,278
Cary, NC.....	94,536	Lane County, OR.....	322,959
Charlotte, NC.....	540,828	Multnomah County, OR.....	660,486
Concord, NC	55,977	Portland, OR	529,121
Davidson, NC	7,139	Tualatin, OR.....	22,791
Durham, NC	187,038	Borough of Ebensburg, PA.....	3,091
High Point, NC	85,839	Cranberry Township, PA	23,625
Hudson, NC.....	3,078	Cumberland County, PA.....	213,674
Kannapolis, NC.....	36,910	Ephrata Borough, PA	13,213
Knightdale, NC.....	5,958	Kutztown Borough, PA	5,067
Mooresville, NC.....	18,823	Lower Providence Township, PA.....	22,390
Wilmington, NC	90,400	Peters Township, PA.....	17,556
Winston-Salem, NC	185,776	Philadelphia, PA.....	1,517,550
Wahpeton, ND	8,586	State College, PA.....	38,420
Cedar Creek, NE	396	Upper Merion Township, PA.....	28,863
Kearney, NE.....	27,431	East Providence, RI.....	48,688
La Vista, NE	11,699	Newport, RI.....	26,475
Dover, NH.....	26,884	Greenville, SC	10,468
Lebanon, NH	12,568	Mauldin, SC	15,224
Lyme, NH	1,679	Pickens County, SC	110,757
Willingboro Township, NJ	33,008	Rock Hill, SC.....	49,765
Alamogordo, NM.....	35,582	Sioux Falls, SD	123,975
Albuquerque, NM.....	448,607	Cookeville, TN	23,923
Bloomfield, NM.....	6,417	Johnson City, TN	55,469
Farmington, NM	37,844	Nashville, TN	545,524
Rio Rancho, NM	51,765	Oak Ridge, TN	27,387
San Juan County, NM	113,801	White House, TN	7,220
Carson City, NV.....	52,457	Alabaster, TX	22,169
Henderson, NV.....	175,381	Arlington, TX.....	332,969
North Las Vegas, NV.....	115,488	Austin, TX.....	656,562
Reno, NV	180,480	Benbrook, TX	20,208
Sparks, NV	66,346	Bryan, TX	34,733
Washoe County, NV	339,486	Corpus Christi, TX	277,454
Beekman, NY.....	11,452	Dallas, TX.....	1,188,580
Canandaigua, NY.....	11,264	Duncanville, TX	36,081
New York City, NY	8,008,278	El Paso, TX	563,662
Village of Rye Brook, NY	8,602	Flower Mound, TX	50,702
Blue Ash, OH	12,513	Fort Worth, TX.....	534,694
Delaware, OH	25,243	Georgetown, TX	28,339
Dublin, OH	31,392	Grand Prairie, TX.....	127,427
Hudson, OH	22,439	Houston, TX	1,953,631
Kettering, OH	57,502	Hurst, TX	36,273
Lebanon, OH.....	16,962	Hutto, TX.....	1,250
Orange Village, OH.....	3,236	Irving, TX.....	191,615
Sandusky, OH.....	27,844	McAllen, TX	106,414
Springboro, OH	12,380	Pasadena, TX.....	141,674
Westerville, OH.....	35,318	Plano, TX.....	222,030
Broken Arrow, OK.....	74,839	Round Rock, TX	61,136
Edmond, OK.....	68,315	Rowlett, TX.....	44,503
Oklahoma City, OK	506,132	San Marcos, TX.....	34,733
Stillwater, OK	39,065	Shenandoah, TX	1,503
Ashland, OR	19,522	Southlake, TX	21,519
Bend, OR.....	52,029	Sugar Land, TX	63,328
Corvallis, OR	49,322	The Colony, TX	26,531
Eugene, OR.....	137,893	Tomball, TX.....	9,089
Gresham, OR.....	90,205	Farmington, UT	12,081
Hermiston, OR.....	13,154	Riverdale, UT	7,656

Saratoga Springs, UT	1,003	Hoquiam, WA	9,097
Springville, UT	20,424	Kent, WA	79,524
Washington City, UT	8,186	King County, WA	1,737,034
Albemarle County, VA	79,236	Kirkland, WA	45,054
Arlington County, VA	189,453	Kitsap County, WA	231,969
Blacksburg, VA	39,357	Lynnwood, WA	33,847
Botetourt County, VA	30,496	Mountlake Terrace, WA	20,362
Chesapeake, VA	199,184	Ocean Shores, WA	3,836
Chesterfield County, VA	259,903	Olympia, WA	42,514
Hampton, VA	146,437	Pasco, WA	32,066
Hanover County, VA	86,320	Renton, WA	50,052
Hopewell, VA	22,354	Richland, WA	38,708
James City County, VA	48,102	Snoqualmie, WA	1,631
Lexington, VA	6,867	Spokane Valley, WA	75,203
Lynchburg, VA	65,269	Tacoma, WA	193,556
Newport News, VA	180,150	Vancouver, WA	143,560
Northampton County, VA	13,093	Ashland County, WI	16,866
Prince William County, VA	280,813	De Pere, WI	20,559
Radford, VA	15,859	Eau Claire, WI	61,704
Roanoke, VA	94,911	Madison, WI	208,054
Spotsylvania County, VA	90,395	Merrill, WI	10,146
Stafford County, VA	92,446	Milton, WI	5,132
Staunton, VA	23,853	Ozaukee County, WI	82,317
Virginia Beach, VA	425,257	Suamico, WI	8,686
Williamsburg, VA	11,998	Village of Brown Deer, WI	12,170
Chittenden County, VT	146,571	Wausau, WI	38,426
Montpelier, VT	8,035	Wauwatosa, WI	47,271
Auburn, WA	40,314	Whitewater, WI	13,437
Bellevue, WA	109,569	Morgantown, WV	26,809
Bellingham, WA	67,171	Cheyenne, WY	53,011
Clark County, WA	345,238	Gillette, WY	19,646
Federal Way, WA	83,259	Laramie, WY	27,204
Gig Harbor, WA	6,465	Teton County, WY	18,251

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CITY OF PEORIA, AZ 2010

Report of Demographic Subgroup Comparisons

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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 survey and its administration are standardized to assure high quality survey methods and 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.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Peoria staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Peoria staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

One of the add-on options that Peoria chose was to have crosstabulations of evaluative questions 1-18 by demographic questions D3 (number of years in Peoria), D5 (rent or own home), D12 (age of respondent) and D14 (voter registration).

UNDERSTANDING THE RESULTS

“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.

UNDERSTANDING THE TABLES

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")										
Please rate each of the following aspects of quality of life in Peoria:	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
Peoria as a place to live	89%	86%	88%	87%	88%	91%	86%	88%	88%	88%
Your neighborhood as a place to live	88%	66%	80%	82%	78%	83%	74%	84%	71%	82%
Peoria as a place to raise children	76%	81%	82%	67%	82%	79%	83%	72%	73%	81%
Peoria as a place to work	65%	54%	62%	71%	58%	63%	55%	69%	49%	64%
Peoria as a place to retire	74%	56%	66%	79%	62%	49%	58%	83%	58%	69%
The overall quality of life in Peoria	87%	80%	81%	87%	81%	91%	75%	87%	79%	84%

Question 2: Community Characteristics (Percent "excellent" or "good")										
Please rate each of the following characteristics as they relate to Peoria as a whole:	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
Sense of community	52%	51%	58%	45%	56%	46%	57%	55%	37%	58%
Openness and acceptance of the community towards people of diverse backgrounds	67%	64%	74%	60%	69%	72%	66%	67%	66%	68%
Overall appearance of Peoria	64%	64%	66%	68%	63%	69%	62%	64%	54%	67%
Cleanliness of Peoria	71%	55%	66%	66%	64%	68%	63%	65%	50%	69%
Overall quality of new development in Peoria	68%	75%	65%	69%	68%	68%	67%	72%	63%	70%
Variety of housing options	72%	64%	70%	75%	67%	76%	60%	74%	60%	71%
Overall quality of business and service establishments in Peoria	66%	72%	69%	77%	66%	69%	63%	73%	63%	70%
Shopping opportunities	62%	61%	72%	71%	64%	68%	60%	68%	59%	67%
Opportunities to attend cultural activities	47%	35%	50%	63%	39%	27%	46%	56%	37%	48%
Recreational opportunities	72%	71%	70%	74%	70%	73%	69%	71%	62%	74%
Employment opportunities	26%	29%	23%	34%	24%	31%	22%	27%	14%	28%

Question 2: Community Characteristics (Percent "excellent" or "good")										
Please rate each of the following characteristics as they relate to Peoria as a whole:	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
Educational opportunities	50%	47%	55%	47%	52%	44%	48%	59%	43%	52%
Opportunities to participate in social events and activities	59%	43%	63%	65%	54%	56%	47%	67%	40%	60%
Opportunities to participate in religious or spiritual events and activities	64%	64%	76%	76%	66%	70%	56%	79%	48%	73%
Opportunities to volunteer	62%	61%	67%	82%	58%	54%	57%	76%	38%	69%
Opportunities to participate in community matters	60%	55%	60%	63%	57%	56%	54%	68%	36%	65%
Ease of car travel in Peoria	61%	60%	56%	70%	56%	63%	56%	58%	58%	59%
Ease of bus travel in Peoria	29%	19%	14%	41%	17%	33%	13%	19%	30%	19%
Ease of bicycle travel in Peoria	56%	39%	35%	54%	41%	49%	44%	38%	48%	43%
Ease of walking in Peoria	58%	45%	48%	55%	49%	46%	51%	54%	47%	51%
Availability of paths and walking trails	60%	60%	47%	59%	53%	51%	56%	55%	49%	56%
Traffic flow on major streets	34%	37%	38%	29%	36%	22%	36%	45%	28%	38%
Amount of public parking	56%	45%	55%	61%	51%	56%	50%	51%	48%	53%
Availability of affordable quality housing	56%	58%	59%	56%	58%	66%	58%	49%	47%	61%
Availability of affordable quality child care	39%	41%	46%	62%	39%	44%	34%	49%	36%	43%
Availability of affordable quality health care	57%	53%	54%	61%	53%	56%	46%	63%	37%	60%
Availability of affordable quality food	67%	59%	71%	68%	65%	73%	57%	72%	55%	70%
Availability of preventive health services	58%	55%	53%	59%	55%	60%	48%	60%	30%	63%
Air quality	50%	45%	45%	52%	45%	49%	48%	41%	42%	47%
Quality of overall natural environment in Peoria	60%	52%	57%	59%	55%	60%	52%	60%	53%	58%
Overall image or reputation of Peoria	67%	56%	69%	67%	63%	71%	62%	62%	59%	66%

Question 3: Growth (Percent "too fast")										
Please rate the speed of growth in the following categories in Peoria over the past 2 years:	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
	Population growth	54%	49%	64%	61%	57%	58%	50%	63%	46%
Retail growth (stores, restaurants, etc.)	15%	22%	27%	10%	24%	12%	23%	23%	11%	23%
Jobs growth	0%	2%	2%	0%	1%	0%	0%	5%	1%	1%

Question 4: Code Enforcement (Percent at least a "minor" problem)										
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Peoria?	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
		79%	87%	87%	64%	89%	79%	83%	86%	77%

Question 5: Community Safety (Percent "very" or "somewhat" safe)										
Please rate how safe or unsafe you feel from the following in Peoria:	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
	Violent crime (e.g., rape, assault, robbery)	75%	67%	72%	71%	72%	77%	71%	70%	67%
Property crimes (e.g., burglary, theft)	60%	56%	56%	67%	55%	67%	54%	56%	53%	59%
Environmental hazards, including toxic waste	79%	71%	75%	75%	75%	77%	79%	70%	71%	76%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)										
Please rate how safe or unsafe you feel:	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
	In your neighborhood during the day	92%	86%	91%	87%	92%	92%	90%	90%	90%
In your neighborhood after dark	77%	68%	75%	66%	76%	74%	75%	73%	74%	74%
In Peoria's downtown area during the day	69%	67%	84%	74%	75%	84%	70%	72%	78%	73%
In Peoria's downtown area after dark	48%	34%	39%	63%	35%	53%	38%	37%	47%	38%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")										
	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
During the past twelve months, were you or anyone in your household the victim of any crime?	12%	8%	13%	12%	11%	5%	19%	7%	9%	13%
If yes, was this crime (these crimes) reported to the police?	95%	100%	78%	84%	94%	100%	83%	100%	100%	87%

Question 9: Resident Behaviors (Percent at least once in past 12 months)										
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Peoria?	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
Used Peoria public libraries or their services	59%	69%	77%	52%	72%	65%	73%	61%	55%	70%
Used Rio Vista Recreation Center	41%	61%	53%	46%	50%	52%	59%	36%	39%	52%
Participated in a recreation program or activity	34%	54%	39%	26%	44%	47%	45%	29%	30%	43%
Visited a neighborhood park or City park	73%	90%	81%	66%	84%	83%	90%	65%	77%	80%
Ridden a local bus within Peoria	5%	1%	7%	8%	4%	0%	5%	6%	0%	6%
Attended a meeting of local elected officials or other local public meeting	14%	18%	25%	4%	22%	11%	22%	18%	11%	21%
Watched a meeting of local elected officials or other local public meeting on cable television	23%	31%	39%	16%	33%	14%	37%	36%	16%	34%
Read Peoria Focus Newsletter	78%	85%	88%	77%	85%	82%	85%	81%	82%	83%
Visited the City of Peoria Web site (at www.peoriaaz.gov)	62%	68%	70%	59%	69%	75%	76%	49%	46%	71%
Recycled used paper, cans or bottles from your home	85%	100%	99%	78%	97%	84%	96%	96%	83%	96%
Volunteered your time to some group or activity in Peoria	24%	15%	29%	25%	23%	20%	24%	24%	8%	28%
Participated in religious or spiritual activities in Peoria	46%	35%	42%	40%	43%	44%	37%	47%	25%	47%
Participated in a club or civic group in Peoria	21%	11%	26%	25%	18%	6%	22%	29%	14%	22%
Provided help to a friend or neighbor	83%	90%	93%	84%	89%	76%	94%	90%	82%	90%
Attended a game or event at the Peoria Sports Complex	40%	47%	57%	42%	48%	38%	49%	52%	36%	51%
Visited Lake Pleasant	56%	53%	56%	44%	58%	55%	58%	54%	55%	55%

Question 10: Neighborliness (Percent at least once per month)										
	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
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)?	81%	73%	85%	88%	78%	78%	79%	84%	81%	81%

Question 11: Service Quality (Percent "excellent" or "good")										
Please rate the quality of each of the following services in Peoria:	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
Police services	83%	73%	90%	86%	83%	82%	78%	91%	85%	83%
Fire services	87%	86%	92%	92%	88%	84%	85%	97%	85%	90%
Ambulance or emergency medical services	85%	84%	93%	93%	86%	87%	80%	96%	82%	90%
Crime prevention	68%	58%	71%	76%	64%	75%	62%	67%	73%	65%
Fire prevention and education	75%	67%	76%	86%	70%	71%	69%	79%	62%	76%
Municipal courts	59%	63%	67%	67%	61%	68%	58%	62%	61%	62%
Traffic enforcement	69%	54%	52%	65%	59%	83%	44%	60%	57%	60%
Street repair	47%	46%	44%	37%	48%	48%	44%	46%	39%	47%
Street cleaning	64%	66%	57%	58%	62%	68%	61%	58%	57%	63%
Street lighting	66%	54%	59%	59%	61%	55%	61%	65%	53%	63%
Sidewalk maintenance	72%	55%	61%	76%	62%	74%	62%	61%	59%	66%
Traffic signal timing	52%	52%	52%	59%	50%	52%	46%	60%	53%	51%
Bus or transit services	32%	46%	26%	36%	32%	43%	26%	29%	40%	29%
Garbage collection	86%	88%	88%	85%	88%	95%	82%	87%	88%	87%
Recycling	78%	91%	87%	68%	89%	83%	85%	85%	82%	85%
Yard waste pick-up	50%	67%	54%	54%	57%	50%	54%	62%	64%	53%
Storm drainage	73%	72%	63%	77%	68%	75%	65%	72%	70%	70%
Drinking water	43%	56%	49%	53%	47%	52%	42%	53%	44%	50%
Sewer services	73%	68%	76%	76%	72%	77%	66%	77%	68%	74%

Question 11: Service Quality (Percent "excellent" or "good")										
Please rate the quality of each of the following services in Peoria:	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
City parks	79%	69%	78%	82%	75%	74%	75%	79%	66%	78%
Recreation programs or classes	74%	79%	76%	77%	75%	71%	75%	80%	61%	79%
Recreation centers or facilities	69%	85%	81%	73%	78%	75%	77%	78%	68%	80%
Land use, planning and zoning	51%	59%	38%	48%	47%	56%	46%	43%	50%	48%
Code enforcement (weeds, abandoned buildings, etc)	55%	50%	49%	64%	48%	60%	48%	51%	40%	54%
Animal control	68%	59%	68%	66%	65%	70%	61%	66%	53%	68%
Economic development	50%	55%	40%	52%	47%	55%	38%	53%	41%	49%
Services to seniors	77%	60%	66%	87%	63%	72%	59%	71%	75%	68%
Services to youth	80%	76%	72%	78%	76%	86%	70%	71%	76%	77%
Services to low-income people	58%	46%	54%	60%	52%	48%	51%	60%	55%	54%
Public library services	88%	79%	81%	87%	82%	87%	78%	86%	88%	82%
Public information services	72%	60%	69%	71%	67%	77%	57%	72%	55%	71%
Public schools	74%	69%	79%	73%	76%	84%	69%	74%	73%	74%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	57%	55%	73%	62%	61%	66%	52%	65%	61%	63%
Preservation of natural areas such as open space, farmlands and greenbelts	56%	55%	47%	52%	53%	54%	44%	61%	38%	57%

Question 12: Government Services Overall (Percent "excellent" or "good")										
Overall, how would you rate the quality of the services provided by each of the following?	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
The City of Peoria	68%	79%	72%	73%	71%	80%	63%	77%	69%	73%
The Federal Government	41%	32%	30%	50%	31%	52%	22%	37%	41%	34%
The State Government	43%	33%	27%	45%	33%	47%	27%	35%	38%	34%
Maricopa County Government	51%	51%	39%	58%	44%	78%	30%	43%	49%	46%
Yavapai County Government	55%	21%	28%	62%	33%	50%	28%	50%	33%	44%

Question 13: Contact with City Employees (Percent "yes")										
	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
Have you had any in-person or phone contact with an employee of the City of Peoria within the last 12 months (including police, receptionists, planners or any others)?	53%	58%	61%	52%	59%	63%	62%	47%	61%	56%

Question 14: City Employees (Percent "excellent" or "good")										
What was your impression of the employee(s) of the City of Peoria in your most recent contact?	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
Knowledge	88%	78%	77%	85%	82%	90%	74%	85%	84%	80%
Responsiveness	88%	77%	80%	85%	84%	90%	80%	81%	94%	78%
Courtesy	82%	78%	89%	89%	84%	79%	84%	89%	90%	81%
Overall impression	85%	78%	79%	85%	81%	85%	78%	84%	94%	76%

Question 15: Government Performance (Percent "excellent" or "good")										
Please rate the following categories of Peoria government performance:	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
The value of services for the taxes paid to Peoria	54%	65%	51%	56%	54%	60%	49%	63%	55%	56%
The overall direction that Peoria is taking	68%	60%	55%	69%	59%	70%	49%	70%	60%	62%
The job Peoria government does at welcoming citizen involvement	54%	61%	51%	44%	57%	55%	53%	56%	58%	52%
The job Peoria government does at listening to citizens	54%	45%	45%	52%	47%	63%	41%	48%	40%	49%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)										
Please indicate how likely or unlikely you are to do each of the following:	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
Recommend living in Peoria to someone who asks	91%	89%	90%	93%	89%	93%	89%	91%	94%	89%
Remain in Peoria for the next five years	82%	90%	93%	78%	89%	78%	90%	92%	89%	87%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)										
	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
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:	18%	2%	16%	8%	15%	14%	14%	13%	9%	15%

Question 18: Policy Question (Percent "somewhat" or "strongly" support)										
	Number of years in Peoria			Rent or own		Age			Registered to vote	
	Less than 6 years	6 to 10 years	More than 11 years	Rent	Own	18-34	35-54	55+	No	Yes
To save money, the City of Peoria is considering closing City Hall on Fridays, but extending the hours of service counters (for utility payments, building permits, etc.) from 7 a.m. to 6 p.m. Monday through Thursday. Other city services, such as libraries, Rio Vista Recreation Center, fire and police would not be impacted by this change. To what extent would you support or oppose this change?	93%	90%	90%	91%	92%	96%	89%	92%	92%	91%

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CITY OF PEORIA, AZ 2010

Report of Geographic Subgroup Comparisons

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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 survey and its administration are standardized to assure high quality survey methods and 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.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Peoria staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Peoria staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

“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.

UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (324 completed surveys). For each geographic area (North or South of Bell Road), the margin of error rises to approximately + or - 8% since sample sizes were approximately 149 for North of Bell Road and 172 South of Bell Road.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")		
Please rate each of the following aspects of quality of life in Peoria:	Area	
	North of Bell Road	South of Bell Road
Peoria as a place to live	95%	81%
Your neighborhood as a place to live	89%	71%
Peoria as a place to raise children	87%	73%
Peoria as a place to work	69%	53%
Peoria as a place to retire	69%	64%
The overall quality of life in Peoria	87%	79%

Question 2: Community Characteristics (Percent "excellent" or "good")		
Please rate each of the following characteristics as they relate to Peoria as a whole:	Area	
	North of Bell Road	South of Bell Road
Sense of community	50%	57%
Openness and acceptance of the community towards people of diverse backgrounds	70%	66%
Overall appearance of Peoria	70%	61%
Cleanliness of Peoria	70%	62%
Overall quality of new development in Peoria	77%	61%
Variety of housing options	75%	63%
Overall quality of business and service establishments in Peoria	74%	63%
Shopping opportunities	72%	59%
Opportunities to attend cultural activities	48%	43%
Recreational opportunities	73%	69%
Employment opportunities	32%	20%
Educational opportunities	53%	49%
Opportunities to participate in social events and activities	60%	53%
Opportunities to participate in religious or spiritual events and activities	76%	62%
Opportunities to volunteer	68%	60%
Opportunities to participate in community matters	65%	54%

Question 2: Community Characteristics (Percent "excellent" or "good")

Please rate each of the following characteristics as they relate to Peoria as a whole:	Area	
	North of Bell Road	South of Bell Road
Ease of car travel in Peoria	61%	56%
Ease of bus travel in Peoria	21%	21%
Ease of bicycle travel in Peoria	49%	39%
Ease of walking in Peoria	55%	48%
Availability of paths and walking trails	61%	50%
Traffic flow on major streets	40%	32%
Amount of public parking	60%	48%
Availability of affordable quality housing	64%	50%
Availability of affordable quality child care	53%	32%
Availability of affordable quality health care	64%	48%
Availability of affordable quality food	75%	58%
Availability of preventive health services	63%	50%
Air quality	51%	43%
Quality of overall natural environment in Peoria	64%	50%
Overall image or reputation of Peoria	69%	61%

Question 3: Growth (Percent "too fast")

Please rate the speed of growth in the following categories in Peoria over the past 2 years:	Area	
	North of Bell Road	South of Bell Road
Population growth	57%	57%
Retail growth (stores, restaurants, etc.)	26%	16%
Jobs growth	2%	0%

Question 4: Code Enforcement (Percent at least a "minor" problem)

	Area	
	North of Bell Road	South of Bell Road
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Peoria?	83%	83%

Question 5: Community Safety (Percent "very" or "somewhat" safe)		
Please rate how safe or unsafe you feel from the following in Peoria:	Area	
	North of Bell Road	South of Bell Road
Violent crime (e.g., rape, assault, robbery)	74%	70%
Property crimes (e.g., burglary, theft)	65%	51%
Environmental hazards, including toxic waste	83%	69%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)		
Please rate how safe or unsafe you feel:	Area	
	North of Bell Road	South of Bell Road
In your neighborhood during the day	94%	88%
In your neighborhood after dark	81%	68%
In Peoria's downtown area during the day	66%	80%
In Peoria's downtown area after dark	44%	38%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")		
	Area	
	North of Bell Road	South of Bell Road
During the past twelve months, were you or anyone in your household the victim of any crime?	9%	13%
If yes, was this crime (these crimes) reported to the police?	81%	94%

Question 9: Resident Behaviors (Percent at least once in past 12 months)		
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Peoria?	Area	
	North of Bell Road	South of Bell Road
Used Peoria public libraries or their services	70%	65%
Used Rio Vista Recreation Center	45%	54%
Participated in a recreation program or activity	41%	40%
Visited a neighborhood park or City park	75%	83%
Ridden a local bus within Peoria	3%	6%
Attended a meeting of local elected officials or other local public meeting	19%	18%
Watched a meeting of local elected officials or other local public meeting on cable television	34%	27%
Read Peoria Focus Newsletter	80%	86%
Visited the City of Peoria Web site (at www.peoriaaz.gov)	69%	64%
Recycled used paper, cans or bottles from your home	96%	90%
Volunteered your time to some group or activity in Peoria	25%	23%
Participated in religious or spiritual activities in Peoria	52%	34%
Participated in a club or civic group in Peoria	20%	20%
Provided help to a friend or neighbor	86%	90%
Attended a game or event at the Peoria Sports Complex	48%	48%
Visited Lake Pleasant	60%	50%

Question 10: Neighborliness (Percent at least once per month)		
	Area	
	North of Bell Road	South of Bell Road
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)?	80%	81%

Question 11: Service Quality (Percent "excellent" or "good")		
Please rate the quality of each of the following services in Peoria:	Area	
	North of Bell Road	South of Bell Road
Police services	86%	81%
Fire services	88%	89%
Ambulance or emergency medical services	87%	89%
Crime prevention	72%	62%
Fire prevention and education	74%	73%
Municipal courts	66%	59%
Traffic enforcement	69%	52%
Street repair	55%	37%
Street cleaning	67%	57%
Street lighting	66%	56%
Sidewalk maintenance	71%	60%
Traffic signal timing	54%	51%
Bus or transit services	27%	38%
Garbage collection	92%	84%
Recycling	92%	78%
Yard waste pick-up	65%	46%
Storm drainage	76%	64%
Drinking water	54%	43%
Sewer services	82%	65%
City parks	83%	70%
Recreation programs or classes	84%	70%
Recreation centers or facilities	85%	71%
Land use, planning and zoning	63%	35%
Code enforcement (weeds, abandoned buildings, etc)	60%	45%
Animal control	75%	58%
Economic development	59%	38%
Services to seniors	75%	67%
Services to youth	83%	71%
Services to low-income people	60%	51%

Question 11: Service Quality (Percent "excellent" or "good")		
Please rate the quality of each of the following services in Peoria:	Area	
	North of Bell Road	South of Bell Road
Public library services	90%	78%
Public information services	78%	60%
Public schools	82%	70%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	69%	56%
Preservation of natural areas such as open space, farmlands and greenbelts	60%	46%

Question 12: Government Services Overall (Percent "excellent" or "good")		
Overall, how would you rate the quality of the services provided by each of the following?	Area	
	North of Bell Road	South of Bell Road
The City of Peoria	80%	66%
The Federal Government	42%	30%
The State Government	40%	31%
Maricopa County Government	55%	40%
Yavapai County Government	51%	34%

Question 13: Contact with City Employees (Percent "yes")		
	Area	
	North of Bell Road	South of Bell Road
Have you had any in-person or phone contact with an employee of the City of Peoria within the last 12 months (including police, receptionists, planners or any others)?	52%	63%

Question 14: City Employees (Percent "excellent" or "good")		
What was your impression of the employee(s) of the City of Peoria in your most recent contact?	Area	
	North of Bell Road	South of Bell Road
Knowledge	91%	74%
Responsiveness	93%	75%
Courtesy	88%	81%
Overall impression	92%	74%

Question 15: Government Performance (Percent "excellent" or "good")		
Please rate the following categories of Peoria government performance:	Area	
	North of Bell Road	South of Bell Road
The value of services for the taxes paid to Peoria	70%	43%
The overall direction that Peoria is taking	74%	51%
The job Peoria government does at welcoming citizen involvement	66%	46%
The job Peoria government does at listening to citizens	62%	38%

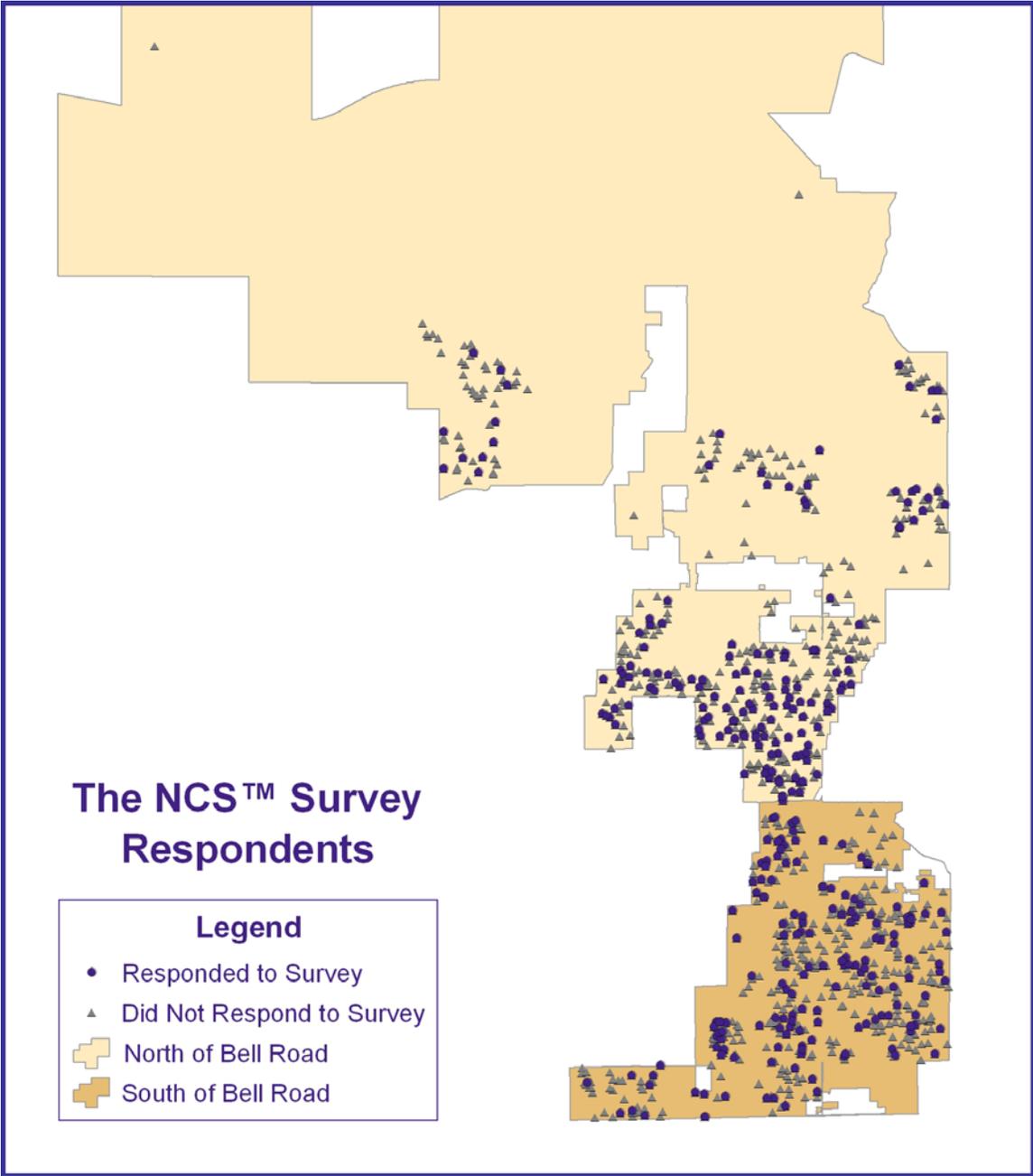
Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)		
Please indicate how likely or unlikely you are to do each of the following:	Area	
	North of Bell Road	South of Bell Road
Recommend living in Peoria to someone who asks	93%	88%
Remain in Peoria for the next five years	90%	85%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)		
	Area	
	North of Bell Road	South of Bell Road
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:	18%	10%

Question 18: Policy Question (Percent "somewhat" or "strongly" support)		
	Area	
	North of Bell Road	South of Bell Road
To save money, the City of Peoria is considering closing City Hall on Fridays, but extending the hours of service counters (for utility payments, building permits, etc.) from 7 a.m. to 6 p.m. Monday through Thursday. Other city services, such as libraries, Rio Vista Recreation Center, fire and police would not be impacted by this change. To what extent would you support or oppose this change?	96%	87%

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MAP OF MAILED SAMPLE AND RESPONSES



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