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The Town of Prescott Valley, Arizona

Report of Results
2007



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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 Town of Prescott Valley 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. Town of Prescott Valley staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 90 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 482 residents, for a response rate of 43%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 482 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the Town of Prescott Valley. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey 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, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
4. Selecting the respondent within the household using an unbiased sampling procedure¹.

¹ The birthday method requests 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.

5. 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.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by Town officials.
9. 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 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), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that 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 fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen “objectively” in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

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 is one we did not want to dismiss 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, we have 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.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 3 points based on all respondents.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Prescott Valley. They also evaluated characteristics of the community, and gave their perceptions of safety in the Town of Prescott Valley. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Prescott Valley.

Quality of Life

When asked to rate the overall quality of life in Prescott Valley, 11% of respondents thought it was “excellent.” Only 6% rated overall quality of life as “poor.” All of the responses of residents who had an opinion about the overall quality of life in Prescott Valley are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

Figure 1: Overall Quality of Life in Prescott Valley

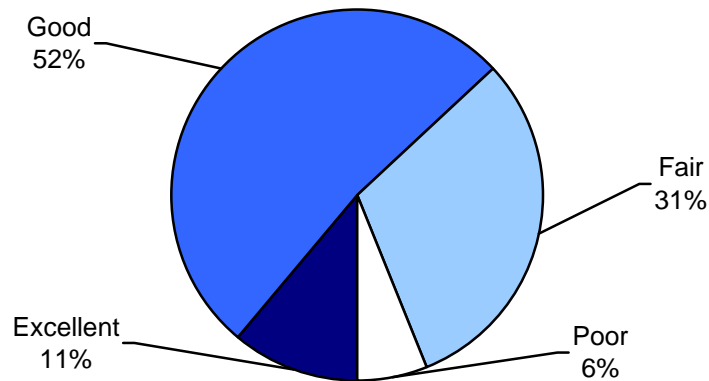
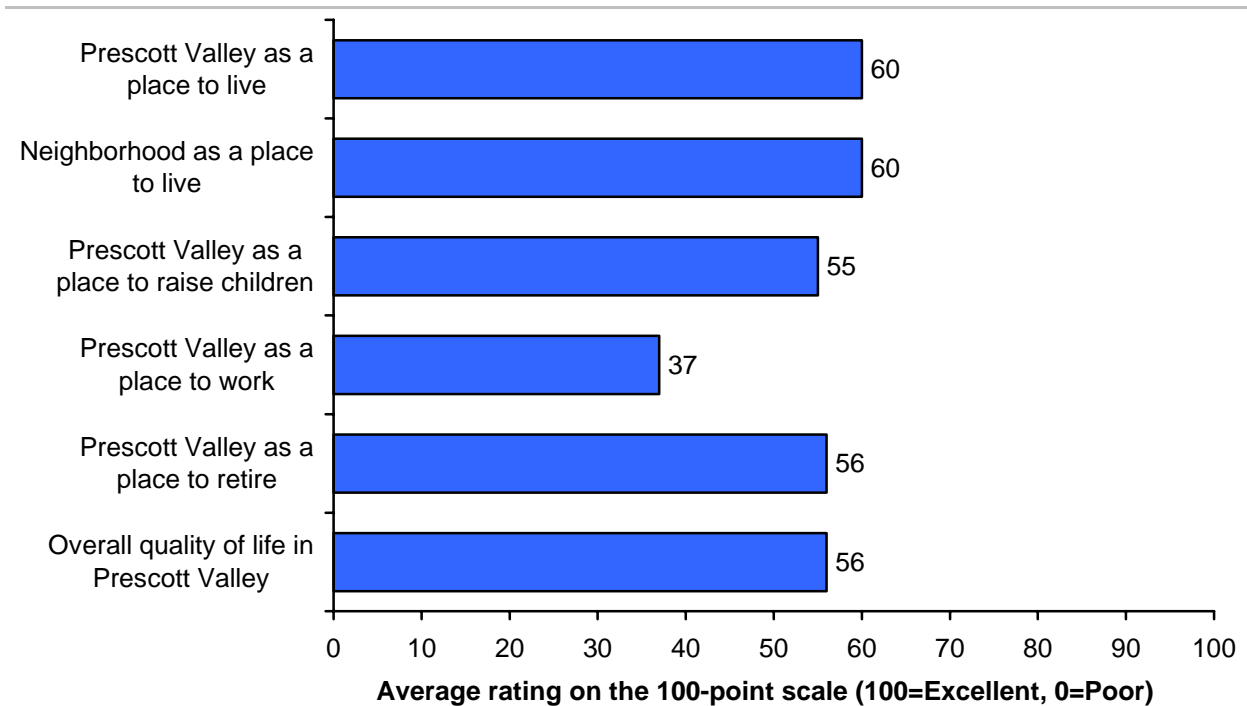


Figure 2: Quality of Life Ratings



Quality of Life Ratings

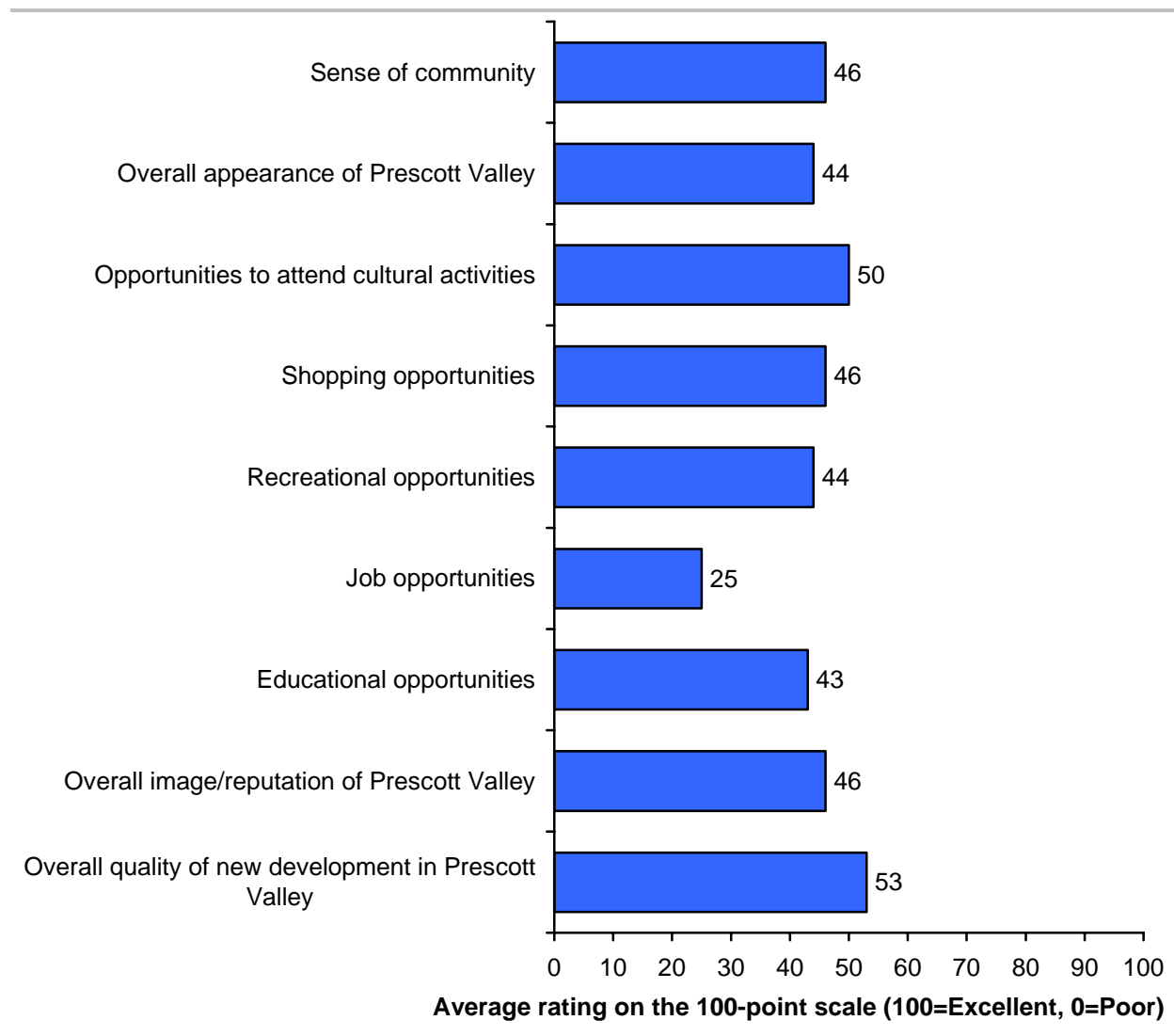
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Prescott Valley as a place to live?	14%	57%	23%	6%	100%	60
How do you rate your neighborhood as a place to live?	23%	44%	26%	8%	100%	60
How do you rate Prescott Valley as a place to raise children?	12%	53%	24%	11%	100%	55
How do you rate Prescott Valley as a place to work?	7%	26%	39%	29%	100%	37
How do you rate Prescott Valley as a place to retire?	17%	45%	27%	11%	100%	56
How do you rate the overall quality of life in Prescott Valley?	11%	52%	31%	6%	100%	56

Note: "don't know" responses have been removed.

Ratings of Community Characteristics in Prescott Valley

The highest rated characteristics of Prescott Valley were overall quality of new development and opportunities to attend cultural activities. When asked about potential problems in Prescott Valley, the concern rated by the highest proportion of respondents as a “major problem” was drugs. The rate of population growth in Prescott Valley was viewed as “too fast” by 70% of respondents, while 4% thought it was “too slow.”

Figure 3: Characteristics of the Community: General and Opportunities

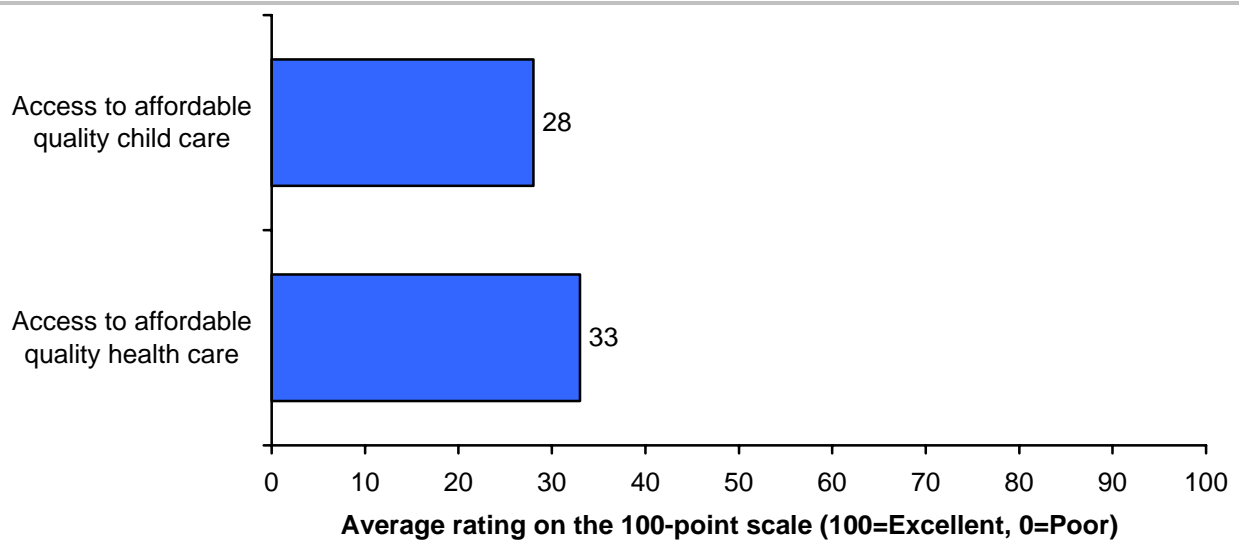


Characteristics of the Community: General and Opportunities

Please rate each of the following characteristics as they relate to Prescott Valley as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Sense of community	7%	40%	37%	16%	100%	46
Overall appearance of Prescott Valley	4%	38%	42%	16%	100%	44
Opportunities to attend cultural activities	9%	41%	38%	11%	100%	50
Shopping opportunities	9%	37%	38%	17%	100%	46
Recreational opportunities	7%	36%	36%	20%	100%	44
Job opportunities	2%	12%	46%	40%	100%	25
Educational opportunities	4%	41%	37%	18%	100%	43
Overall image/reputation of Prescott Valley	4%	44%	39%	14%	100%	46
Overall quality of new development in Prescott Valley	14%	41%	33%	12%	100%	53

Note: "don't know" responses have been removed.

Figure 4: Characteristics of the Community: Access

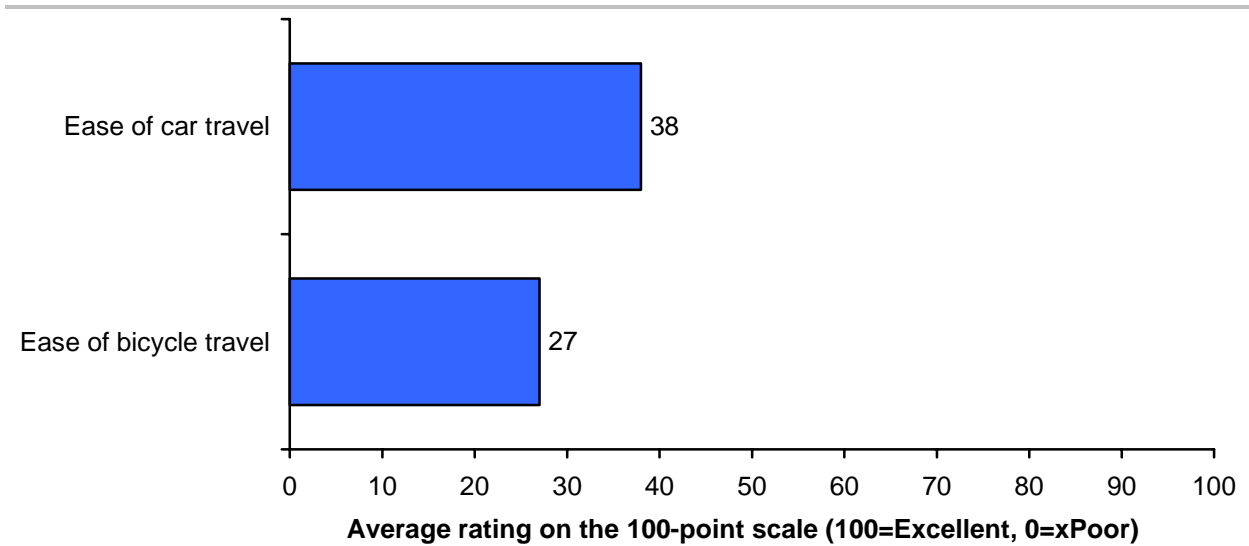


Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Prescott Valley as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality child care	1%	19%	41%	39%	100%	28
Access to affordable quality health care	6%	23%	34%	36%	100%	33

Note: "don't know" responses have been removed.

Figure 5: Characteristics of the Community: Mobility



Characteristics of the Community: Mobility

Please rate each of the following characteristics as they relate to Prescott Valley as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Prescott Valley	4%	33%	36%	27%	100%	38
Ease of bicycle travel in Prescott Valley	3%	22%	31%	44%	100%	27

Note: "don't know" responses have been removed.

Figure 6: Ratings of Potential Problems in Prescott Valley

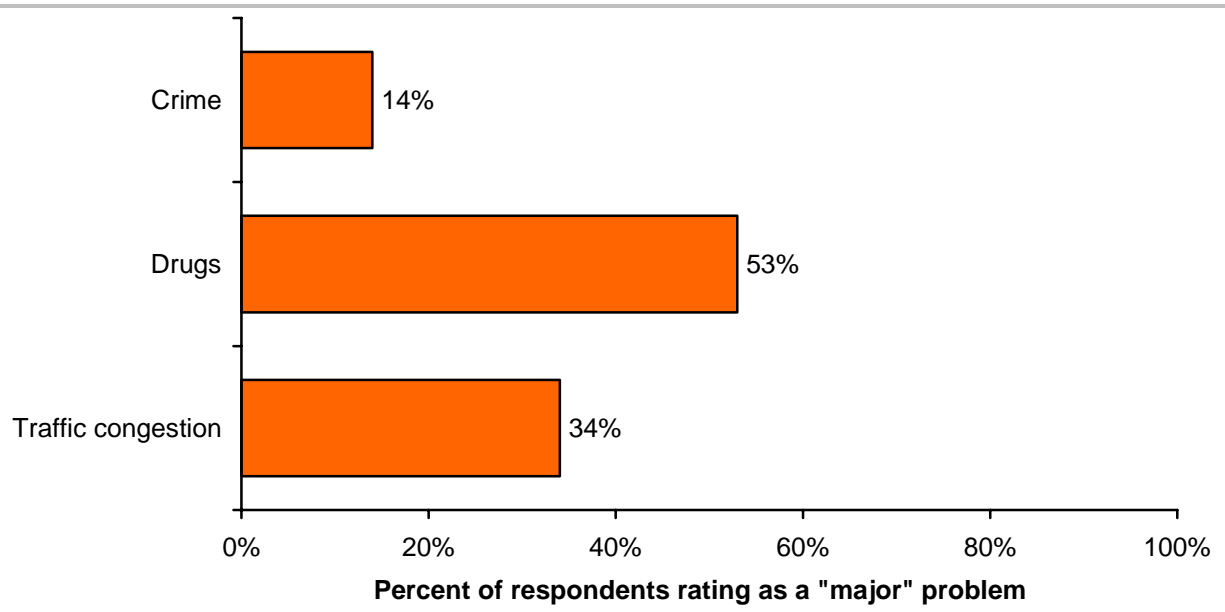
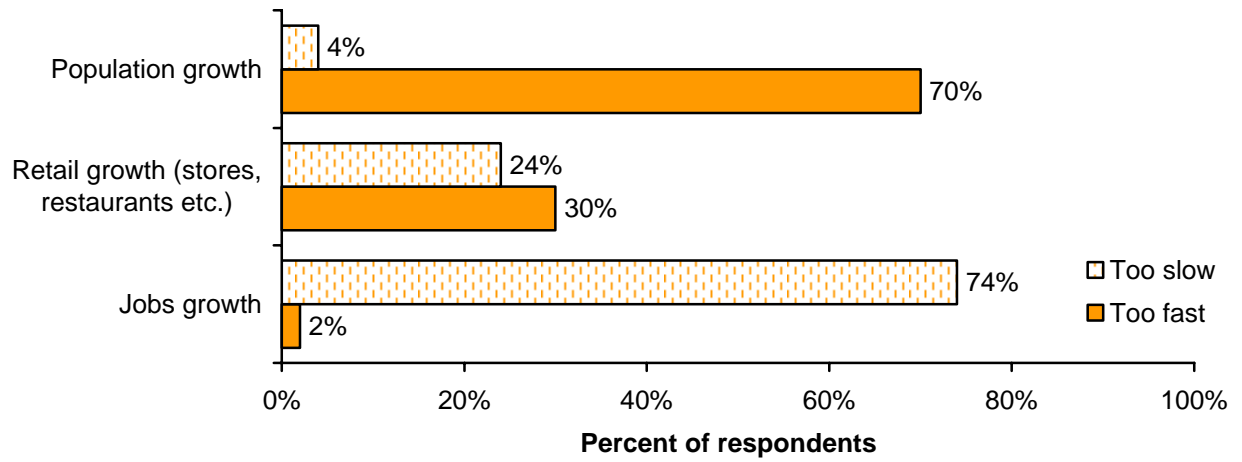


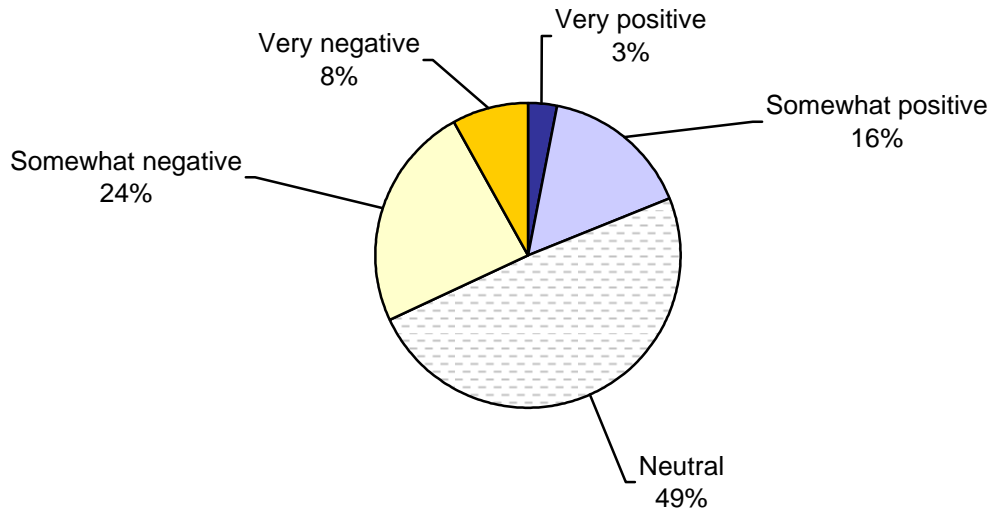
Figure 7: Ratings of Rates of Growth in Prescott Valley



Nineteen percent of Prescott Valley residents expected that the coming six months would have a somewhat or very positive impact on their family, while 32% felt that the economic future would be somewhat or very negative.

Figure 8: Perceptions of 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...



Perceptions of Safety

When evaluating safety in the community, 60% of respondents felt “somewhat” or “very safe” from violent crimes in Prescott Valley. In their neighborhood after dark, 70% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 16% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 78% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Prescott Valley

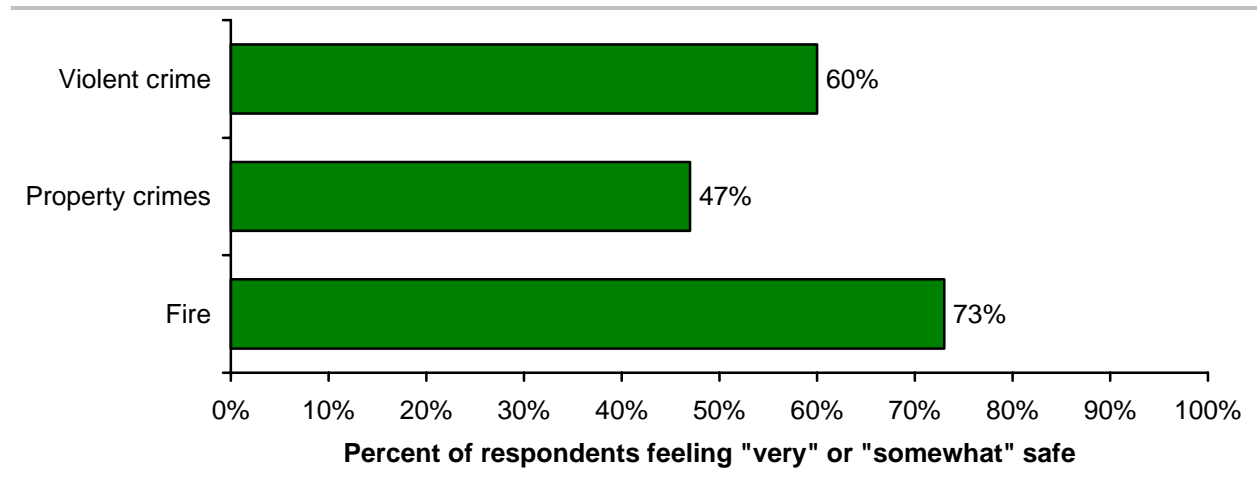


Figure 10: Ratings of Safety in Various Areas in Prescott Valley

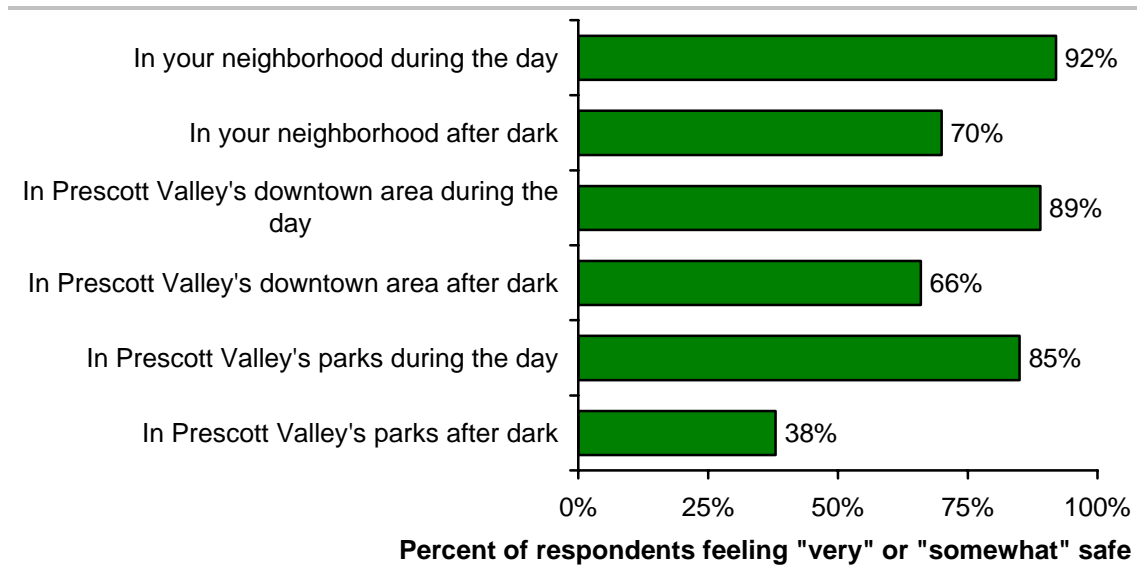


Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

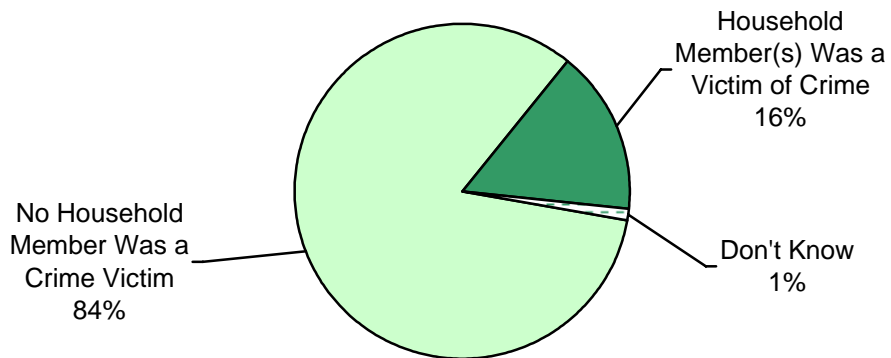
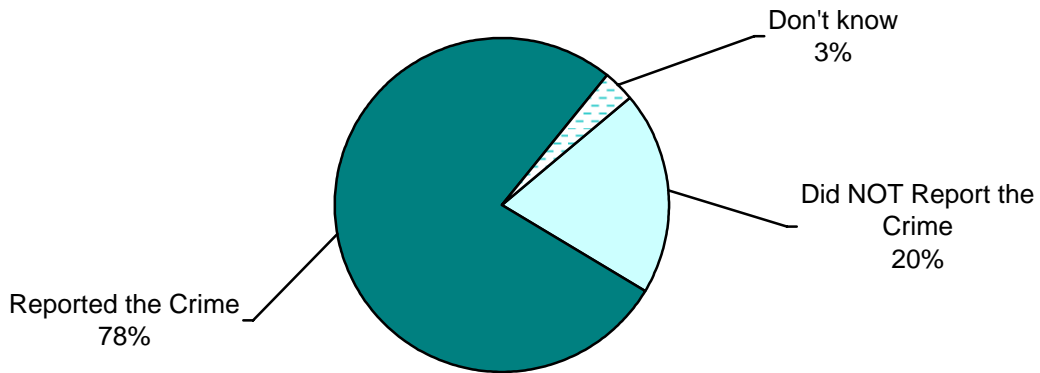


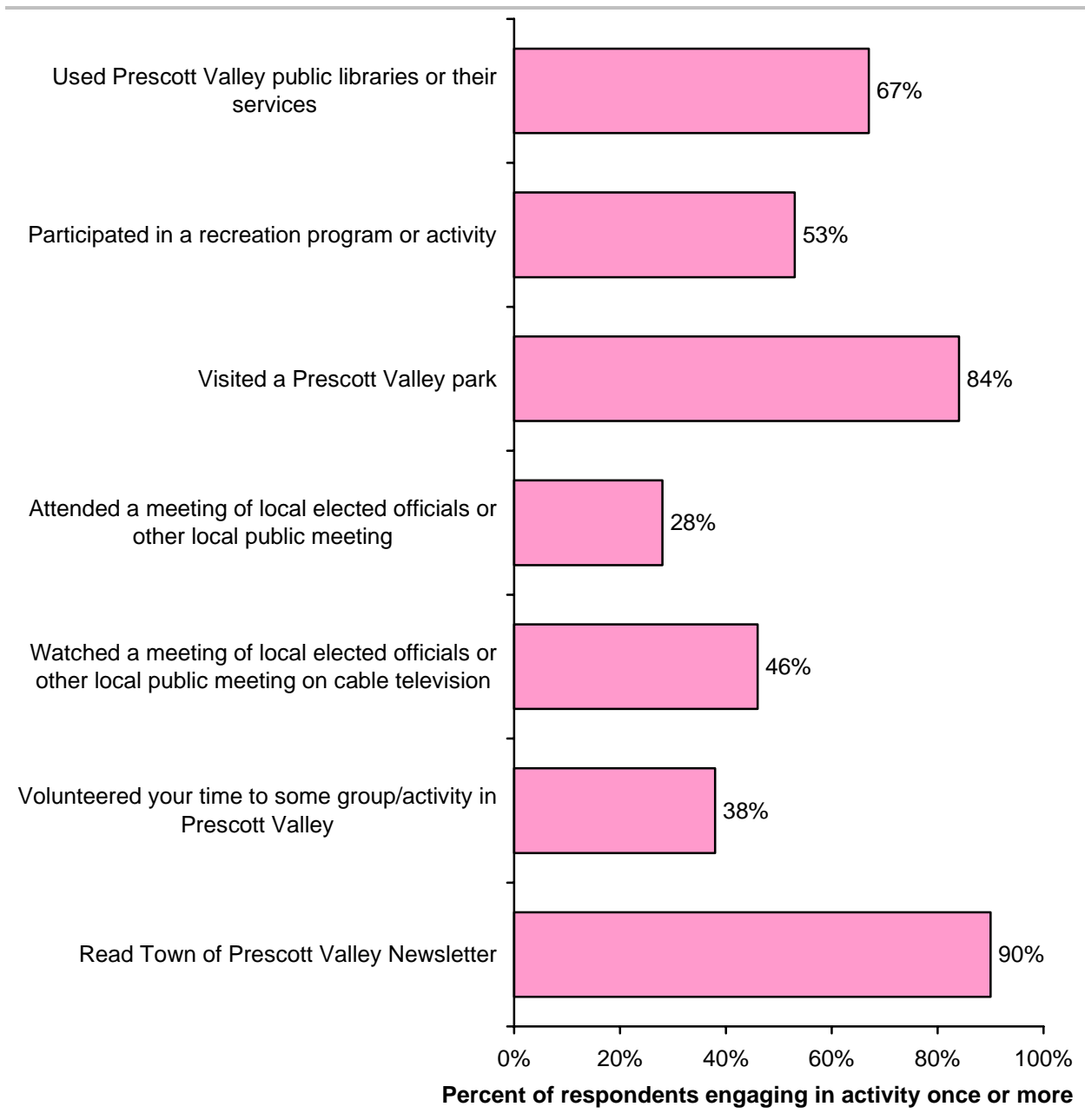
Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime



Community Participation

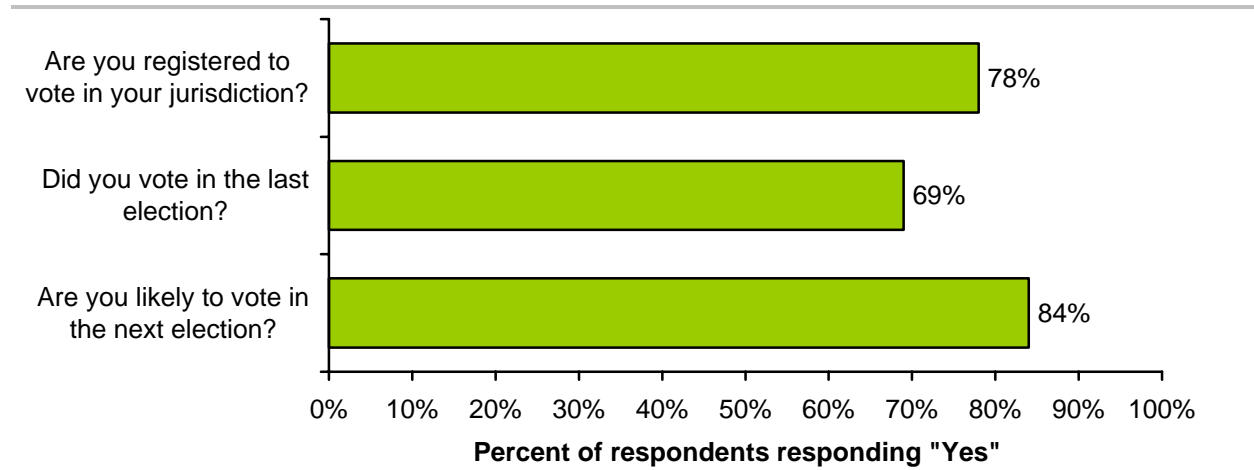
Participation in the civic, social and economic life of Prescott Valley during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 84% reported visiting a park in Prescott Valley in the past year and 28% had attended a meeting of elected officials or other local public meeting.

Figure 13: Percent of Respondents Engaging in Various Activities in Prescott Valley in the Past Year



Voter status was also estimated,² with 69% saying that they had voted in the last election.

Figure 14: Voter Status and Activity



Voter Status and Activity

	No	Yes	Total
Are you registered to vote in your jurisdiction?	22%	78%	100%
Did you vote in the last election?	31%	69%	100%
Are you likely to vote in the next election?	16%	84%	100%

² In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

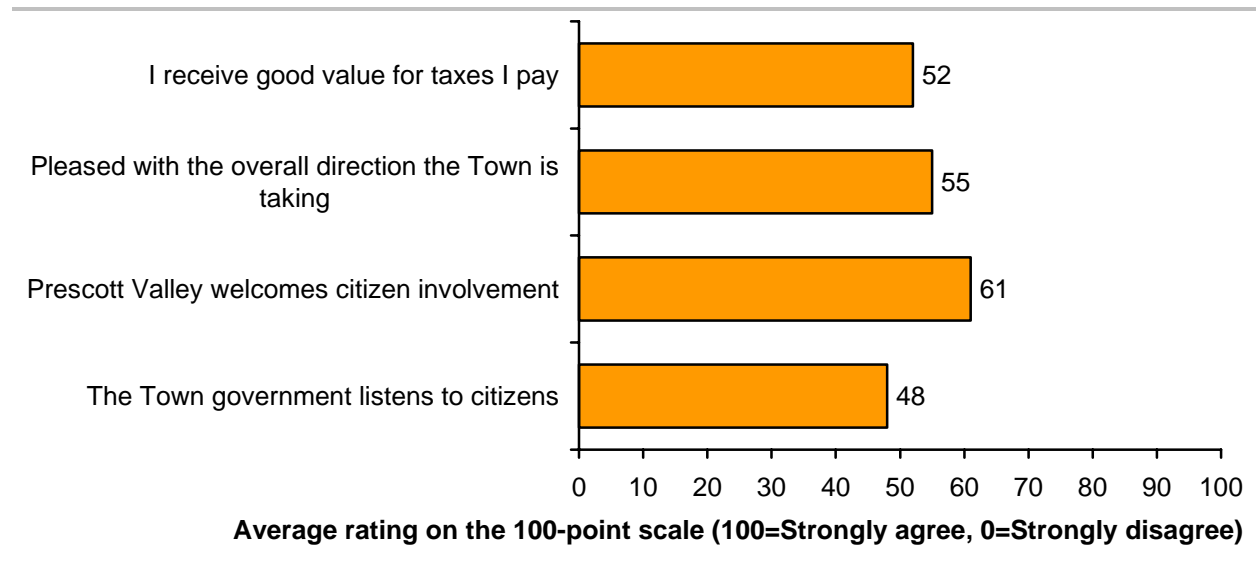
LOCAL GOVERNMENT

Several aspects of the government of the Town of Prescott Valley were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the Town of Prescott Valley. Those who had any contact with a Town of Prescott Valley employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 52 on a 100-point scale.

Figure 15: Ratings of Public Trust



Ratings of Public Trust

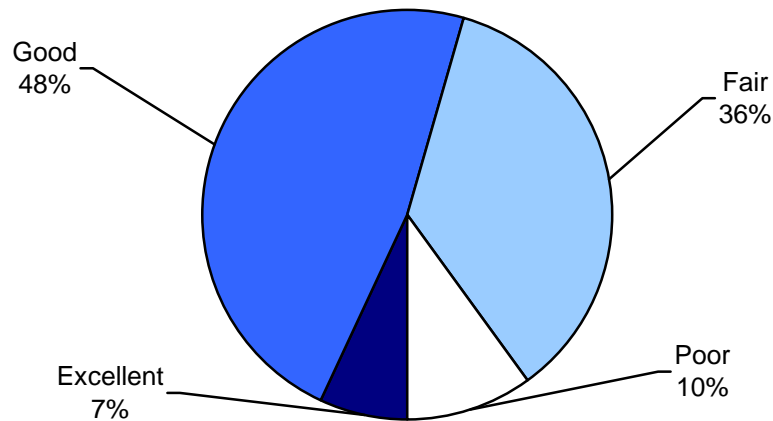
Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I receive good value for the Town of Prescott Valley taxes I pay	7%	38%	22%	19%	13%	100%	52
I am pleased with the overall direction that the Town of Prescott Valley is taking	15%	33%	21%	18%	12%	100%	55
The Town of Prescott Valley government welcomes citizen involvement	19%	38%	20%	15%	9%	100%	61
The Town of Prescott Valley government listens to citizens	10%	28%	27%	15%	20%	100%	48

Note: "don't know" responses have been removed.

Service Provided by Prescott Valley

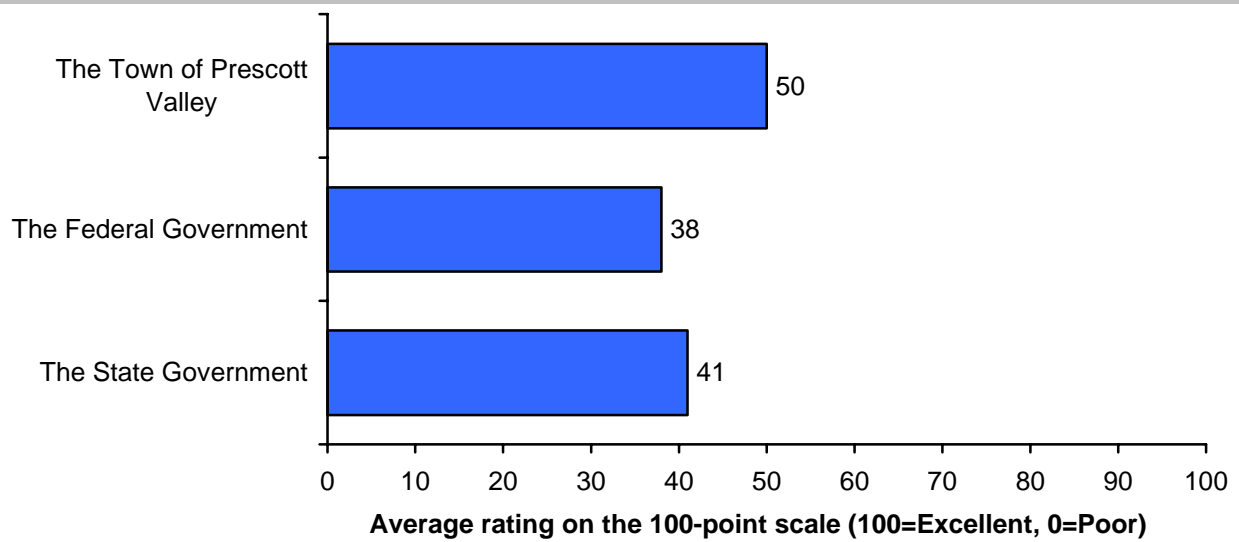
The responses of residents with an opinion about the overall quality of services provided by Prescott Valley are shown in Figure 16 below. These responses result in an average rating of 50 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by the Town of Prescott Valley



On average, residents of Prescott Valley gave the highest evaluations to their own local government and the lowest average rating to the federal government.

Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government

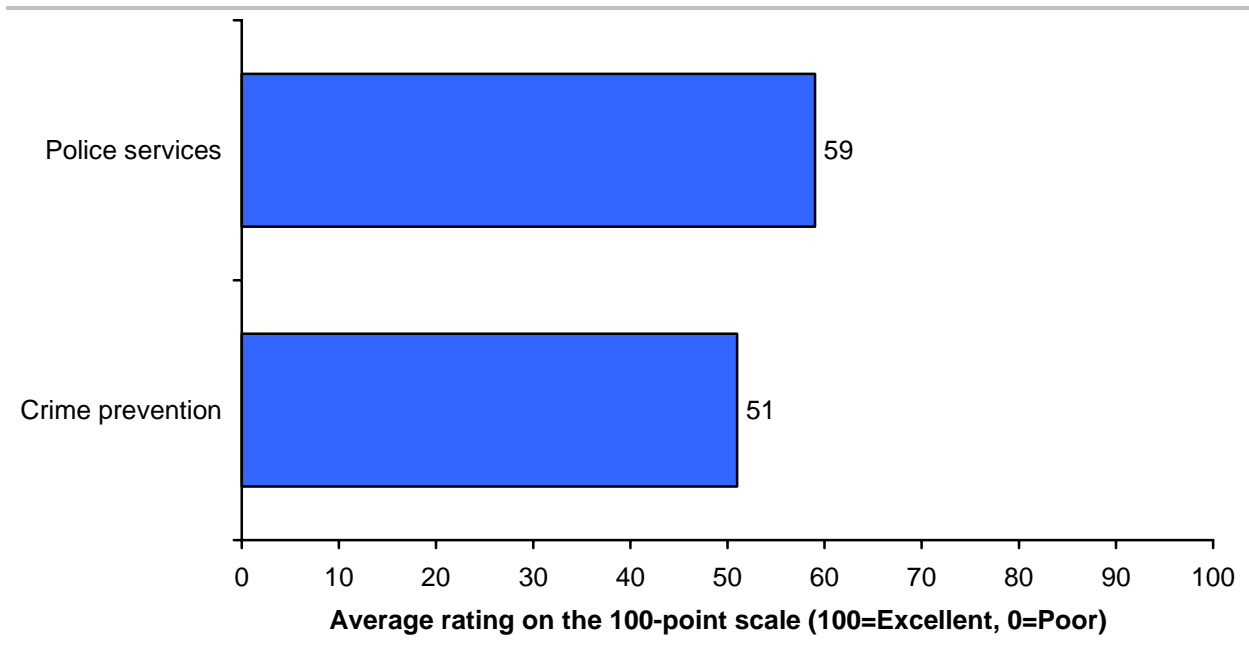


Overall Quality of Services: Town of Prescott Valley, Federal Government and State Government

Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
The Town of Prescott Valley	7%	48%	36%	10%	100%	50
The Federal Government	2%	33%	43%	22%	100%	38
The State Government	3%	34%	46%	17%	100%	41

Note: "don't know" responses have been removed.

Figure 18: Quality of Public Safety Services

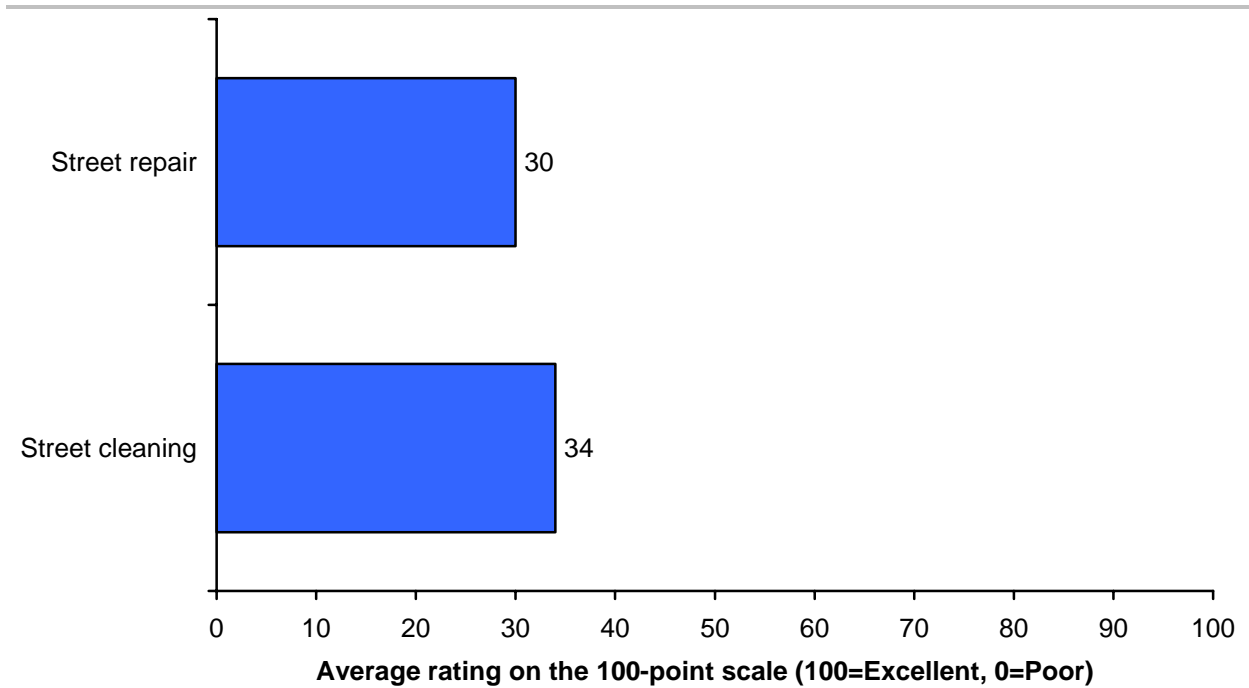


Quality of Public Safety Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Police services	19%	50%	21%	10%	100%	59
Crime prevention	8%	46%	37%	9%	100%	51

Note: "don't know" responses have been removed.

Figure 19: Quality of Transportation Services

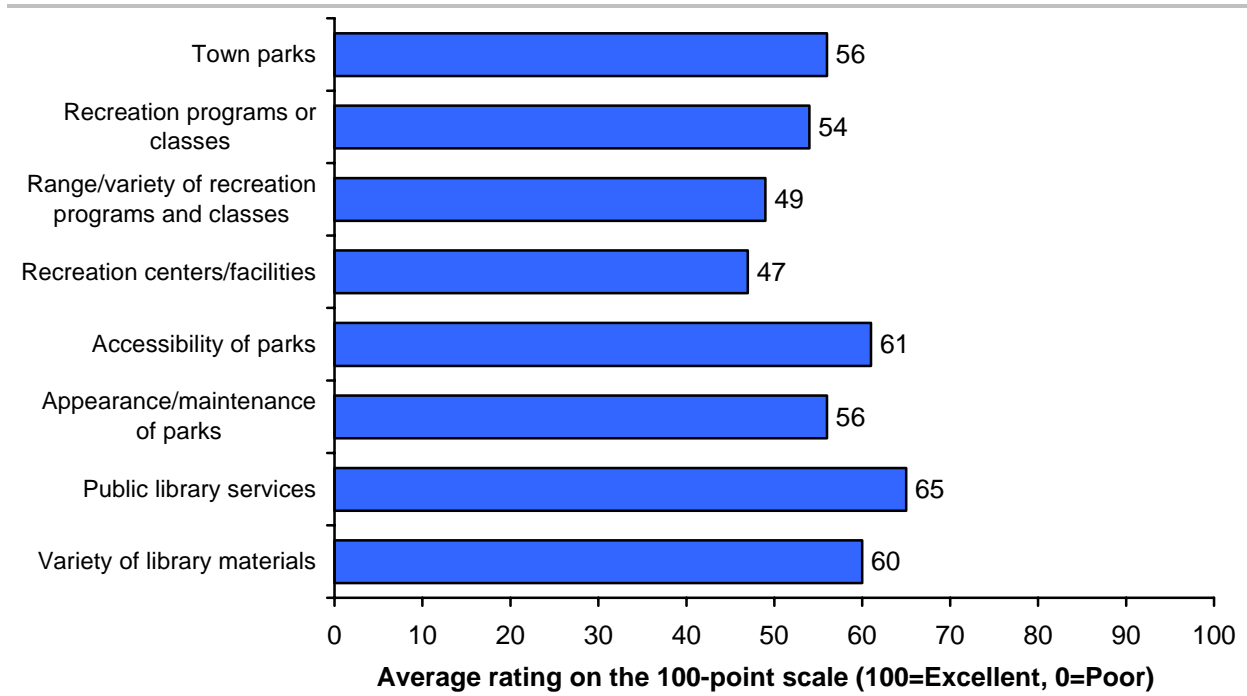


Quality of Transportation Services

How do you rate the quality of each of the following services?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Street repair	2%	25%	32%	41%	100%	30
Street cleaning	3%	29%	36%	32%	100%	34

Note: "don't know" responses have been removed.

Figure 20: Quality of Leisure Services

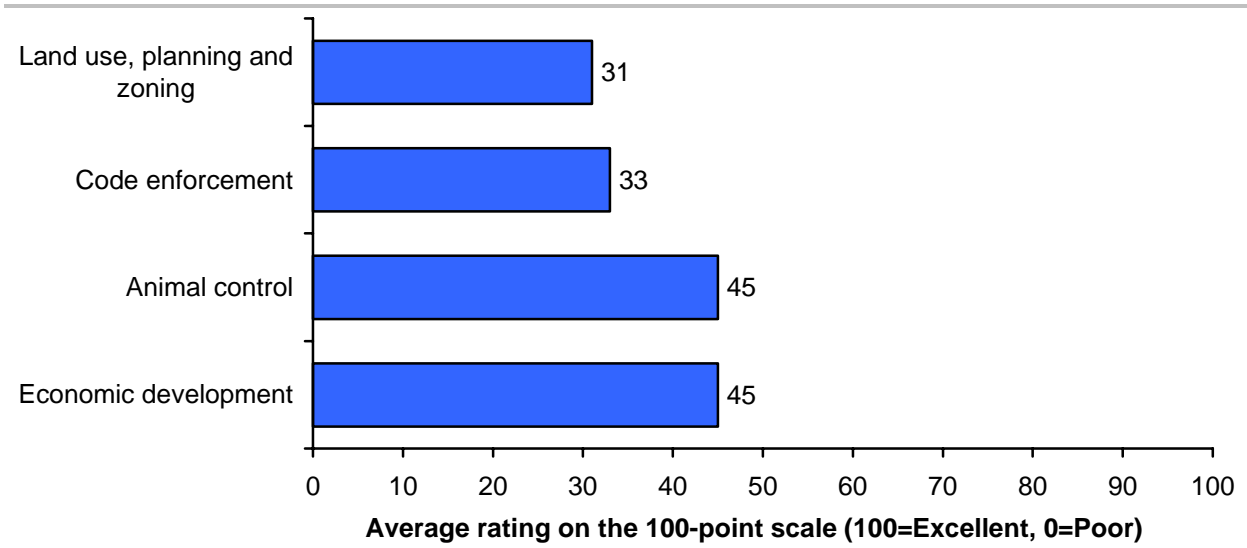


Quality of Leisure Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Town parks	11%	50%	34%	5%	100%	56
Recreation programs or classes	11%	47%	35%	7%	100%	54
Range/variety of recreation programs and classes	8%	46%	31%	15%	100%	49
Recreation centers/facilities	5%	43%	40%	12%	100%	47
Accessibility of parks	14%	59%	23%	4%	100%	61
Appearance/maintenance of parks	10%	54%	29%	7%	100%	56
Public library services	22%	52%	25%	1%	100%	65
Variety of library materials	18%	48%	30%	4%	100%	60

Note: "don't know" responses have been removed.

Figure 21: Quality of Planning and Code Enforcement Services

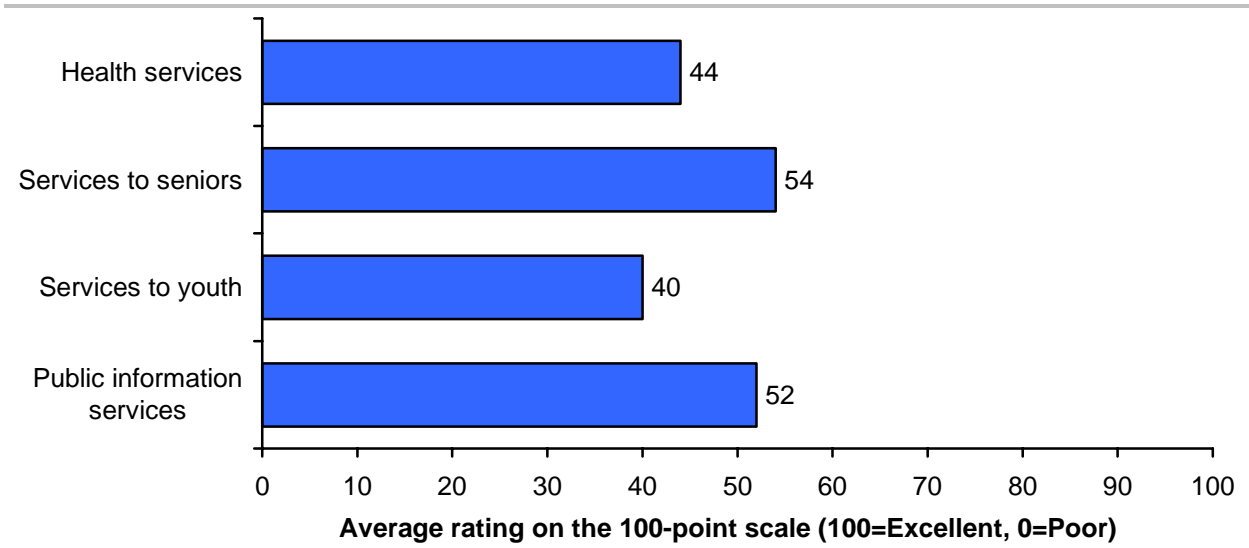


Quality of Planning and Code Enforcement Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Land use, planning and zoning	2%	26%	36%	37%	100%	31
Code enforcement (weeds, abandoned buildings, etc)	3%	27%	36%	35%	100%	33
Animal control	7%	40%	34%	19%	100%	45
Economic development	4%	41%	42%	13%	100%	45

Note: "don't know" responses have been removed.

Figure 22: Quality of Services to Special Populations and Other Services



Quality of Services to Special Populations and Other Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Health services	7%	37%	38%	18%	100%	44
Services to seniors	15%	40%	37%	8%	100%	54
Services to youth	4%	34%	38%	24%	100%	40
Public information services	10%	43%	41%	6%	100%	52

Note: "don't know" responses have been removed.

The Town of Prescott Valley Employees

Impressions of the Town of Prescott Valley employees were assessed on the questionnaire. Those who had been in contact with a Town of Prescott Valley employee in the past year (64%) rated their overall impression as 58 on a 100-point scale.

Figure 23: Percent of Respondents Who Had Contact with a Town of Prescott Valley Employee

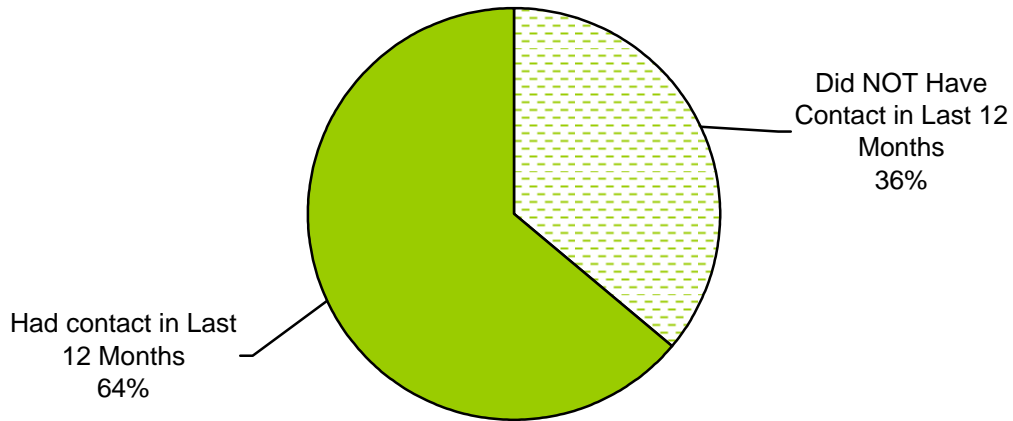
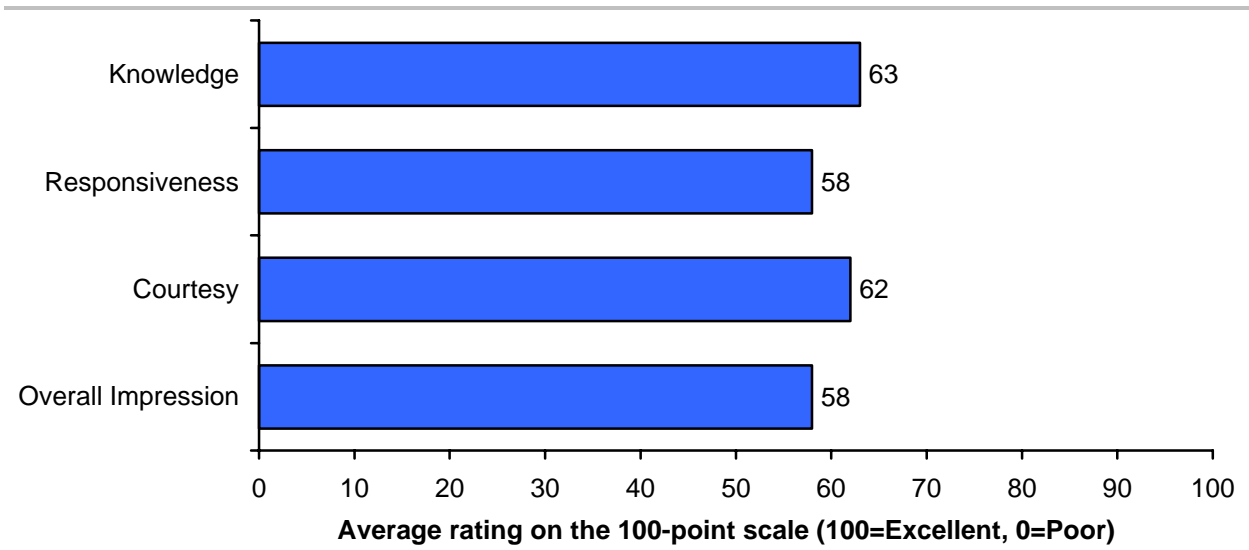


Figure 24: Ratings of Contact with the Town of Prescott Valley Employees



Ratings of Contact with Town of Prescott Valley Employees

What was your impression of employees of the Town of Prescott Valley in your most recent contact?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Knowledge	25%	46%	23%	6%	100%	63
Responsiveness	24%	41%	20%	15%	100%	58
Courtesy	30%	39%	19%	12%	100%	62
Overall Impression	25%	40%	20%	15%	100%	58

Note: "don't know" responses have been removed.

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

Question 1: Quality of Life Ratings

	Excellent		Good		Fair		Poor		Don't know		Total	
How do you rate Prescott Valley as a place to live?	14%	N=69	57%	N=272	23%	N=108	6%	N=26	0%	N=1	100%	N=476
How do you rate your neighborhood as a place to live?	23%	N=108	44%	N=208	26%	N=124	8%	N=37	0%	N=0	100%	N=477
How do you rate Prescott Valley as a place to raise children?	10%	N=48	44%	N=211	20%	N=95	9%	N=44	16%	N=76	100%	N=475
How do you rate Prescott Valley as a place to work?	6%	N=26	22%	N=103	32%	N=153	24%	N=114	16%	N=75	100%	N=470
How do you rate Prescott Valley as a place to retire?	15%	N=73	41%	N=193	24%	N=114	10%	N=45	10%	N=45	100%	N=470
How do you rate the overall quality of life in Prescott Valley?	11%	N=51	52%	N=248	31%	N=146	6%	N=27	1%	N=3	100%	N=475

Question 2: Please rate each of the following characteristics as they relate to Prescott Valley as a whole

	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	6%	N=30	39%	N=186	36%	N=170	16%	N=73	3%	N=13	100%	N=473
Overall appearance of Prescott Valley	4%	N=21	38%	N=180	42%	N=198	16%	N=76	0%	N=2	100%	N=477
Opportunities to attend cultural activities	9%	N=43	40%	N=191	37%	N=177	10%	N=49	4%	N=17	100%	N=478
Shopping opportunities	9%	N=41	37%	N=174	38%	N=179	17%	N=79	0%	N=2	100%	N=475
Recreational opportunities	7%	N=34	35%	N=165	34%	N=162	19%	N=91	5%	N=22	100%	N=473
Job opportunities	1%	N=7	11%	N=50	39%	N=183	34%	N=161	15%	N=69	100%	N=471
Access to affordable quality child care	1%	N=3	9%	N=41	18%	N=85	18%	N=81	55%	N=253	100%	N=463
Access to affordable quality health care	6%	N=27	21%	N=96	30%	N=140	32%	N=147	12%	N=55	100%	N=465
Ease of car travel in Prescott Valley	4%	N=21	32%	N=152	36%	N=169	26%	N=124	2%	N=9	100%	N=475
Ease of bicycle travel in Prescott Valley	2%	N=8	14%	N=67	21%	N=97	29%	N=137	34%	N=160	100%	N=469
Educational opportunities	3%	N=14	35%	N=165	32%	N=150	16%	N=73	14%	N=68	100%	N=471
Overall image/reputation of Prescott Valley	4%	N=18	43%	N=203	38%	N=179	13%	N=63	2%	N=12	100%	N=475
Overall quality of new development in Prescott Valley	14%	N=67	40%	N=190	32%	N=152	12%	N=55	2%	N=9	100%	N=473

Question 3: Please rate the speed of growth in the following categories in Prescott Valley over the past two years

	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	2%	N=10	2%	N=8	25%	N=120	40%	N=193	27%	N=131	4%	N=18	100%	N=480
Retail growth (stores, restaurants etc.)	5%	N=25	18%	N=87	45%	N=216	17%	N=79	13%	N=60	2%	N=9	100%	N=476
Jobs growth	20%	N=94	37%	N=174	18%	N=86	1%	N=7	0%	N=2	23%	N=107	100%	N=469

Question 4: To what degree are the following problems in Prescott Valley

	Not a problem		Minor problem		Moderate problem		Major problem		Don't know		Total	
Crime	2%	N=8	26%	N=126	51%	N=242	13%	N=62	8%	N=39	100%	N=476
Drugs	1%	N=5	10%	N=47	30%	N=144	47%	N=225	12%	N=56	100%	N=477
Traffic congestion	6%	N=30	22%	N=106	37%	N=176	33%	N=160	2%	N=7	100%	N=480

Question 5: Please rate how safe you feel from the following occurring to you in Prescott Valley

	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	16%	N=79	41%	N=196	23%	N=108	13%	N=63	2%	N=11	4%	N=20	100%	N=477
Property crimes (e.g., burglary, theft)	11%	N=52	35%	N=169	22%	N=103	22%	N=106	8%	N=39	2%	N=8	100%	N=478
Fire	32%	N=150	39%	N=185	18%	N=88	5%	N=23	2%	N=11	4%	N=19	100%	N=476

Question 6: Please rate how safe you feel:

	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	59%	N=284	33%	N=157	5%	N=23	2%	N=11	1%	N=4	0%	N=0	100%	N=479
In your neighborhood after dark	26%	N=124	44%	N=210	15%	N=73	12%	N=59	2%	N=11	0%	N=2	100%	N=478
In Prescott Valley's downtown area during the day	52%	N=246	36%	N=173	8%	N=38	2%	N=12	0%	N=0	2%	N=7	100%	N=476
In Prescott Valley's downtown area after dark	16%	N=77	45%	N=212	17%	N=83	12%	N=57	2%	N=10	8%	N=38	100%	N=475
In Prescott Valley's parks during the day	41%	N=195	35%	N=168	8%	N=39	4%	N=19	2%	N=7	10%	N=48	100%	N=476
In Prescott Valley's parks after dark	5%	N=22	26%	N=124	17%	N=83	25%	N=120	7%	N=35	19%	N=92	100%	N=476

Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?

	No		Yes		Don't know		Total	
During the past twelve months, were you or anyone in your household the victim of any crime?	84%	N=395	16%	N=76	1%	N=2	100%	N=474

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

	No		Yes		Don't know		Total	
If yes, was this crime (these crimes) reported to the police?	20%	N=15	78%	N=60	3%	N=2	100%	N=77

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the Town of Prescott Valley?

	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Prescott Valley public libraries or their services	33%	N=158	24%	N=117	27%	N=129	9%	N=43	6%	N=31	100%	N=477
Participated in a recreation program or activity	47%	N=219	28%	N=132	17%	N=77	7%	N=30	2%	N=9	100%	N=468
Visited a Prescott Valley park	16%	N=74	28%	N=134	34%	N=159	12%	N=57	10%	N=47	100%	N=472
Attended a meeting of local elected officials or other local public meeting	72%	N=344	18%	N=85	8%	N=36	2%	N=7	1%	N=4	100%	N=476
Watched a meeting of local elected officials or other local public meeting on cable television	54%	N=256	24%	N=115	15%	N=73	4%	N=20	2%	N=9	100%	N=472
Volunteered your time to some group/activity in Prescott Valley	62%	N=289	14%	N=66	13%	N=59	4%	N=19	7%	N=33	100%	N=467
Read Town of Prescott Valley Newsletter	10%	N=49	18%	N=85	38%	N=179	15%	N=71	20%	N=93	100%	N=477

Question 10: How do you rate the quality of each of the following services in Prescott Valley?

	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	18%	N=86	47%	N=225	20%	N=95	9%	N=44	5%	N=26	100%	N=475
Crime prevention	7%	N=31	39%	N=185	32%	N=149	8%	N=37	15%	N=69	100%	N=471
Street repair	2%	N=11	25%	N=118	31%	N=150	40%	N=191	1%	N=7	100%	N=477
Street cleaning	3%	N=14	27%	N=127	34%	N=161	30%	N=144	6%	N=27	100%	N=473
Town parks	10%	N=48	45%	N=215	30%	N=144	4%	N=20	10%	N=49	100%	N=476
Recreation programs or classes	8%	N=36	34%	N=157	25%	N=117	5%	N=23	28%	N=132	100%	N=465
Range/variety of recreation programs and classes	6%	N=29	34%	N=158	22%	N=105	11%	N=51	27%	N=128	100%	N=471
Recreation centers/facilities	3%	N=16	33%	N=155	31%	N=143	9%	N=43	24%	N=110	100%	N=466
Accessibility of parks	13%	N=61	55%	N=257	22%	N=102	4%	N=17	7%	N=33	100%	N=471
Appearance/maintenance of parks	9%	N=43	52%	N=239	28%	N=128	6%	N=30	5%	N=22	100%	N=462
Land use, planning and zoning	2%	N=7	23%	N=103	31%	N=144	32%	N=146	12%	N=57	100%	N=457
Code enforcement (weeds, abandoned buildings, etc)	3%	N=14	24%	N=113	32%	N=151	31%	N=147	10%	N=46	100%	N=471
Animal control	6%	N=30	36%	N=170	30%	N=143	18%	N=83	10%	N=48	100%	N=473
Economic development	4%	N=19	36%	N=170	37%	N=175	12%	N=55	11%	N=49	100%	N=468
Health services	6%	N=30	33%	N=156	34%	N=163	16%	N=76	11%	N=50	100%	N=474
Services to seniors	9%	N=44	26%	N=121	24%	N=111	5%	N=25	36%	N=171	100%	N=473
Services to youth	3%	N=13	22%	N=105	25%	N=118	16%	N=73	34%	N=161	100%	N=470
Public library services	17%	N=81	41%	N=194	20%	N=95	1%	N=3	20%	N=96	100%	N=468
Variety of library materials	13%	N=62	35%	N=165	22%	N=104	3%	N=14	26%	N=123	100%	N=468
Public information services	9%	N=41	36%	N=169	35%	N=163	5%	N=24	16%	N=75	100%	N=473

Question 11: Overall, how would you rate the quality of the services provided by...

	Excellent		Good		Fair		Poor		Don't know		Total	
The Town of Prescott Valley	6%	N=29	45%	N=210	33%	N=157	10%	N=46	6%	N=28	100%	N=470
The Federal Government	1%	N=6	27%	N=126	34%	N=162	18%	N=84	20%	N=92	100%	N=469
The State Government	2%	N=10	28%	N=130	38%	N=178	14%	N=66	18%	N=86	100%	N=470

Question 12: Have you had any in-person or phone contact with an employee of the Town of Prescott Valley within the last 12 months?

	No		Yes		Total	
Have you had any in-person or phone contact with an employee of the Town of Prescott Valley within the last 12 months?	36%	N=166	64%	N=300	100%	N=465

Question 13: What was your impression of the employees of the Town of Prescott Valley in your most recent contact?

	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	24%	N=76	45%	N=139	23%	N=71	6%	N=18	2%	N=7	100%	N=310
Responsiveness	23%	N=72	40%	N=125	20%	N=62	15%	N=46	1%	N=3	100%	N=309
Courtesy	30%	N=92	39%	N=119	19%	N=58	12%	N=38	1%	N=3	100%	N=310
Overall Impression	25%	N=76	39%	N=122	20%	N=61	15%	N=47	1%	N=3	100%	N=310

Question 14: Please rate your agreement or disagreement with the following statements.

	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
I receive good value for the Town of Prescott Valley taxes I pay	6%	N=31	34%	N=163	20%	N=95	17%	N=81	11%	N=54	10%	N=49	100%	N=474
I am pleased with the overall direction that the Town of Prescott Valley is taking	15%	N=72	32%	N=153	21%	N=99	18%	N=84	12%	N=57	2%	N=7	100%	N=472
The Town of Prescott Valley government welcomes citizen involvement	16%	N=73	32%	N=149	16%	N=77	13%	N=59	7%	N=34	17%	N=81	100%	N=473
The Town of Prescott Valley government listens to citizens	8%	N=37	23%	N=108	22%	N=105	12%	N=59	17%	N=79	18%	N=84	100%	N=472

Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
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:	3% N=14	16% N=77	49% N=232	24% N=113	8% N=35	100% N=471

Question 16: Do you live within the Town limits of the Town of Prescott Valley?

	No	Yes	Total
Do you live within the limits of the Town of Prescott Valley?	2% N=11	98% N=460	100% N=471

Question 17: Employment Status

	No	Yes	Total
Are you currently employed?	33% N=154	67% N=313	100% N=467

Question 17a: Usual Mode of Transportation to Work

What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?		
Motorized vehicle	93%	N=289
Bus, Rail, Subway, or other public transportation	1%	N=4
Walk	1%	N=3
Work at home	3%	N=8
Other	2%	N=6
Total	100%	N=310

Question 17b: Drive Alone or Carpool

	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 17a, do other people usually ride with you to or from work?	78% N=221	22% N=61	100% N=282

Usual Mode of Transportation to Work, Including Carpooling

	Usual mode of transportation to work	
Motorized vehicle, no others (SOV)	74%	N=228
Motorized vehicle, with others (MOV)	20%	N=61
Bus, rail, subway, or other public transportation	1%	N=4
Walk	1%	N=3
Work at home	3%	N=8
Other	2%	N=6
Total	100%	N=310

Question 18: Length of Residency

	How many years have you lived in Prescott Valley?	
Less than 2 years	9%	N=43
2 to 5 years	32%	N=152
6 to 10 years	23%	N=108
11 to 20 years	24%	N=114
More than 20 years	12%	N=55
Total	100%	N=471

Question 19: Type of Housing Unit

	Which best describes the building you live in?	
One family house detached from any other houses	65%	N=305
One family house attached to one or more houses	17%	N=80
Building with two or more apartments or condominiums	10%	N=47
Mobile home	8%	N=36
Other	1%	N=4
Total	100%	N=472

Question 20: Tenure Status						
	Rented for cash or occupied without cash payment?		Owned by you or someone in this house		Total	
Is this house, apartment, or mobile home...	29%	N=132	71%	N=330	100%	N=462

Questions 21 to 24: Household Characteristics						
	No		Yes		Total	
Do any children age 12 or under live in your household?	75%	N=353	25%	N=119	100%	N=472
Do any teenagers ages 13 through 17 live in your household?	85%	N=400	15%	N=71	100%	N=471
Are you or any other members of your household aged 65 or older?	71%	N=334	29%	N=136	100%	N=471
Does any member of your household have a physical handicap or is anyone disabled?	72%	N=339	28%	N=131	100%	N=470

Question 25: Education		
What is the highest degree or level of school you have completed?		
12th Grade or less, no diploma	6%	N=29
High school diploma	20%	N=93
Some college, no degree	31%	N=145
Associate's degree (e.g. AA, AS)	12%	N=56
Bachelor's degree (e.g. BA, AB, BS)	17%	N=77
Graduate degree or professional degree	14%	N=65
Total	100%	N=466

Question 26: Annual Household Income		
How much do you anticipate your household's total income before taxes will be for the current year?		
Less than \$24,999	21%	N=90
\$25,000 to \$49,999	39%	N=168
\$50,000 to \$99,999	33%	N=142
\$100,000 or more	8%	N=33
Total	100%	N=432

Question 27: Ethnicity

	No		Yes		Total	
Are you Spanish/Hispanic/Latino?	93%	N=432	7%	N=31	100%	N=463

Question 28: Race

	Percent of Respondents	Count
American Indian or Alaskan native	2%	N=11
Asian or Pacific Islander	1%	N=5
Black, African American	1%	N=5
White/Caucasian	94%	N=430
Other	4%	N=16

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

Question 29: Age

	In which category is your age?	
18 to 24 years	8%	N=36
25 to 34 years	18%	N=83
35 to 44 years	13%	N=61
45 to 54 years	24%	N=113
55 to 64 years	14%	N=64
65 to 74 years	14%	N=65
75 years or older	10%	N=48
Total	100%	N=469

Question 30: Gender

	Female		Male		Total	
What is your gender?	51%	N=236	49%	N=228	100%	N=464

Questions 31 to 33: Voter Status and Activity

	No		Yes		Don't know		Total	
Are you registered to vote in your jurisdiction?	21%	N=97	74%	N=347	5%	N=22	100%	N=466
Did you vote in the last election?	31%	N=146	68%	N=318	1%	N=2	100%	N=466
Are you likely to vote in the next election?	14%	N=66	76%	N=356	10%	N=44	100%	N=467

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.

Sampling

All households within Prescott Valley 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 Prescott Valley 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 Prescott Valley 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 Prescott Valley 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 Prescott Valley. 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. Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached 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 three mailings, one week apart, beginning September 24, 2007. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following five weeks.

Response Rate and Confidence Intervals

Of the 1,110 eligible households, 482 completed the survey providing a response rate of 43%. Approximately 90 addresses sampled were “vacant” or “not found.”³ In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey. The sample drawn for Prescott Valley used USPS data to approximate the geographic boundaries of the jurisdiction, though some households just outside the city limits may have received surveys. The survey completers who technically do not reside in the jurisdiction may choose to respond to the survey because they feel an affiliation with the jurisdiction and its services. Local governments often have a sphere of influence – providing in-jurisdiction services that perimeter-residents use or even providing services outside the jurisdiction boundaries.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 5 percentage points in either direction from what would have been obtained had responses been collected from all Prescott Valley adults. This difference is also called a “margin of error.”⁴ This difference from the presumed population finding is referred to as the sampling error. 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.

Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

³ “Eligible” households refer to addresses that belong to residences that are not vacant within the Town of Prescott Valley.

⁴ The margin of error was calculated using the following formula: $1.96 * \text{square root}(0.25/400)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

The demographic characteristics of the sample were compared to those of the Town of Prescott Valley as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Characteristics chosen as weighting variables are generally selected because they are not in proportion to what is shown in a jurisdiction's demographic profile and because differences in opinion are observed between subgroups of these characteristics. The socioeconomic characteristics that were used to weight the survey results were housing unit type, gender/age and tenure. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

Weighting Scheme for the Town of Prescott Valley Citizen Survey

Respondent Characteristics	Population Norm⁵	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	29%	24%	29%
Own Home	71%	76%	71%
Type of Housing Unit			
Single-Family Detached	64%	82%	72%
Attached	36%	18%	28%
Ethnicity			
Non-Hispanic	89%	94%	93%
Hispanic	11%	6%	7%
Race			
White/Caucasian	91%	93%	92%
Non-White	9%	7%	8%
Gender			
Female	52%	58%	51%
Male	48%	42%	49%
Age			
18-34	27%	14%	25%
35-54	36%	36%	37%
55+	37%	50%	38%
Gender and Age			
Females 18-34	13%	9%	11%
Females 35-54	19%	22%	20%
Females 55+	20%	27%	20%
Males 18-34	14%	5%	14%
Males 35-54	17%	15%	18%
Males 55+	17%	23%	17%

⁵ Source: 2000 Census

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the Town of Prescott Valley. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



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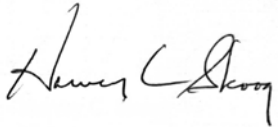
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Permit NO. 94

Dear Prescott Valley Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the Town of Prescott Valley. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

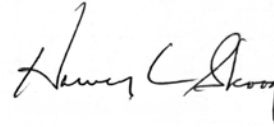


Harvey Skoog
Mayor

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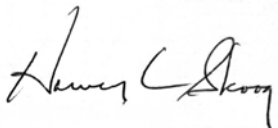


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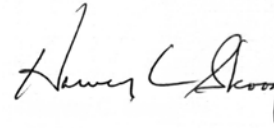


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Sincerely,



Harvey Skoog
Mayor



Town of Prescott Valley

7501 E. Civic Circle Prescott Valley, AZ 86314 (928) 759-3000

October 2007

Dear Prescott Valley Resident:

The Town of Prescott Valley wants to know what you think about our community and municipal government. You have been randomly selected to participate in Prescott Valley's 2007 Citizen Survey.

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

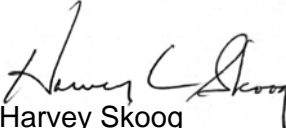
To get a representative sample of Prescott Valley residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a 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 (928) 759-3123.

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

Sincerely,


Harvey Skoog
Mayor



Town of Prescott Valley

7501 E. Civic Circle Prescott Valley, AZ 86314 (928) 759-3000

October 2007

Dear Prescott Valley 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 Town of Prescott Valley wants to know what you think about our community and municipal government. You have been randomly selected to participate in the Town of Prescott Valley's Citizen Survey.

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

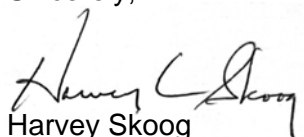
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THE TOWN OF PRESCOTT VALLEY 2007 CITIZEN SURVEY

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 circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Prescott Valley as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Prescott Valley as a place to raise children?	1	2	3	4	5
How do you rate Prescott Valley as a place to work?	1	2	3	4	5
How do you rate Prescott Valley as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Prescott Valley?	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community	1	2	3	4	5
Overall appearance of Prescott Valley	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality child care	1	2	3	4	5
Access to affordable quality health care.....	1	2	3	4	5
Ease of car travel in Prescott Valley	1	2	3	4	5
Ease of bicycle travel in Prescott Valley.....	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Overall image/reputation of Prescott Valley	1	2	3	4	5
Overall quality of new development in Prescott Valley.....	1	2	3	4	5

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

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
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 the following problems in Prescott Valley:

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Traffic congestion	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Prescott Valley:

	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
Fire	1	2	3	4	5	6

6. Please rate how safe 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 Prescott Valley's downtown area during the day	1	2	3	4	5	6
In Prescott Valley's downtown area after dark	1	2	3	4	5	6
In Prescott Valley's parks during the day	1	2	3	4	5	6
In Prescott Valley's parks 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

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 Prescott Valley?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Prescott Valley public libraries or their services.....	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood or Town park.....	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
Volunteered your time to some group/activity in Prescott Valley	1	2	3	4	5
Read Prescott Valley Newsletter	1	2	3	4	5

10. How do you rate the quality of each of the following services in Prescott Valley?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Town parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Range/variety of recreation programs and classes.....	1	2	3	4	5
Recreation centers/facilities.....	1	2	3	4	5
Accessibility of parks.....	1	2	3	4	5
Appearance/maintenance of parks.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc).....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Variety of library materials.....	1	2	3	4	5
Public information services.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The Town of Prescott Valley.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5
The State Government.....	1	2	3	4	5

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

- No → Go to question #14 Yes → Go to question #13

13. What was your impression of employees of the Town of Prescott Valley in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	Strongly <u>agree</u>	Somewhat <u>agree</u>	Neither agree <u>nor disagree</u>	Somewhat <u>disagree</u>	Strongly <u>disagree</u>	Don't <u>know</u>
I receive good value for the Town of Prescott Valley taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the Town of Prescott Valley is taking	1	2	3	4	5	6
The Town of Prescott Valley government welcomes citizen involvement.....	1	2	3	4	5	6
The Town of Prescott Valley government listens to citizens	1	2	3	4	5	6

15. 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

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.

16. Do you live within the Town limits of the Town of Prescott Valley?

- No Yes

17. Are you currently employed?

- No → Go to question #18
 Yes → Go to question #17a

17a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
 Bus, Rail, Subway, or other public transportation
 Walk
 Work at home
 Other

17b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 17a, do other people (adults or children) usually ride with you to or from work?

- No Yes

18. How many years have you lived in Prescott Valley?

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

19. 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

20. 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?

21. Do any children 12 or under live in your household?

- No Yes

22. Do any teenagers aged between 13 and 17 live in your household?

- No Yes

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

- No Yes

24. Does any member of your household have a physical handicap or is anyone disabled?

- No Yes

25. What is the highest degree or level of school you have completed? (mark one box)

- 12th Grade or less, no diploma
 High school diploma
 Some college, no degree
 Associate's degree (e.g. AA, AS)
 Bachelor's degree (e.g. BA, AB, BS)
 Graduate degree or professional degree

26. 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 or more

27. Are you Spanish/Hispanic/Latino?

- No Yes

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

- American Indian or Alaskan native
 Asian or Pacific Islander
 Black, African American
 White/Caucasian
 Other

29. 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

30. What is your sex?

- Female Male

31. Are you registered to vote in your jurisdiction?

- No Yes Don't know

32. Did you vote in the last election?

- No Yes Don't know

33. Are you likely to vote in the next election?

- No Yes Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**



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