

APPENDIX

METHODOLOGY

The information contained in this report is based on 700 in-depth telephone interviews conducted with City of Phoenix heads of household. Respondent selection on this project was accomplished via a computer-generated random digit dial telephone sample which selects households based on residential telephone prefixes and includes all unlisted and newly listed households. This methodology was selected because it ensures a randomly selected sample of households proportionately allocated throughout the sample universe. This method also insures that all unlisted and newly listed telephone households are included in the sample.

The questionnaire used in this study was designed by Behavior Research Center (BRC) in conjunction with the City (see appended questionnaire). After approval of the preliminary draft questionnaire, it was pre-tested with a randomly-selected cross-section of five Phoenix residents. The pre-test focused on the value and understandability of the questions, adequacy of response categories, questions for which probes were necessary and the like. Following the pre-test, the final form was approved by the City and a Spanish version of the questionnaire was prepared.

During the course of this study, only the male or female head of household was interviewed. This methodology was utilized because prior studies of this nature have shown that these are the individuals within each household that have the knowledge and background to respond to the topics under consideration. In addition, the sample was selected so that an equal proportion of male and female household heads fell into the sample.

This survey utilized a "split" sample methodology. Using this methodology, selected survey questions were designated core questions and asked of all survey respondents while other survey questions were asked of only one-half of the survey respondents. This methodology is commonly used when the volume of information desired is particularly extensive and the number of interviews to be conducted is of adequate size to justify splitting. Questions 1 to 4, 6 to 7 and 18 to 21 were designated core questions for the purpose of this survey and asked of all study respondents. The remaining questions were asked of one-half of the study respondents.

All of the interviewing on this project was conducted during December 2010 at the Center's central location computer-assisted telephone interviewing (CATI) facility where each interviewer worked under the direct supervision of BRC supervisory personnel. All of the interviewers who worked on this project were professional interviewers of the Center. Each had prior experience with BRC and received a thorough briefing on the particulars of this study. During the briefing, the interviewers were trained on (a) the purpose of the study, (b) sampling procedures, (c) administration of the questionnaire, and (d) other project-related factors. In addition, each interviewer completed a set of practice interviews to ensure that all procedures were understood and followed.

Interviewing on this study was conducted during an approximately equal cross-section of evening and weekend hours. This procedure was followed to ensure that all households were equally represented, regardless of work schedules. Further, during the interviewing segment of this study, up to five separate attempts, on different days and during different times of day, were made to contact each selected resident. Only after five unsuccessful attempts was a selected household substituted in the sample. Using this methodology, the full sample was completed, and partially completed interviews were not accepted nor counted toward fulfillment of the total sample quotas.

One hundred percent of the completed interviews were edited, and any containing errors of administration were pulled, the respondent re-called, and the errors corrected. In addition, 15 percent of each interviewer's work was randomly selected for validation to ensure its authenticity and correctness. No problems were encountered during this phase of interviewing quality control.

When analyzing the results of this survey, it should be kept in mind that all surveys are subject to sampling error. Sampling error, stated simply, is the difference between the results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question.

An estimate of the sampling error range for this study is provided in the following table. The sampling error presented in the table has been calculated at the confidence level most frequently used by social scientists, the 95 percent level. The sampling error figures shown in the table are average figures that represent the maximum error for the sample bases shown (i.e., for survey findings where the division of opinion is approximately 50%/50%). Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

As may be seen in the table, the overall sampling error for this study is approximately +/- 3.8 percent when the sample is studied in total (i.e., all 700 cases). However, when subsets of the total sample are studied, the amount of sampling error increases based on the sample size within the subset.

<u>Sample Size</u>	<u>Sampling Error At A 95% Confidence Level</u>
700	3.8%
500	4.5
300	5.8
100	10.0

SAMPLE PROFILE

GENDER

Male	50%
Female	<u>50</u>
	100%

AGE

Under 35	29%
35 to 49	32
50 to 64	23
65 or over	<u>16</u>
	100%

INCOME

Under \$25,000	29%
\$25,000 to \$49,999	26
\$50,000 to \$74,999	23
\$75,000 or over	<u>22</u>
	100%

ETHNICITY

White	62%
Hispanic	28
Black	8
Asian American	1
American Indian	<u>1</u>
	100%

LENGTH OF RESIDENCE

Under 10	20%
10 or more	<u>80</u>
	100%

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Hello, my name is \_\_\_\_ and I'm with the Behavior Research Center of Arizona. We're conducting a survey among Phoenix residents on city services and I'd like to speak with you for a few minutes.

A. Is your residence located within the Phoenix city limits?

**IF YES:** CONTINUE

**IF NO:** THANK AND TERMINATE

B. And are you the (male/female) head of your household?

**IF YES:** CONTINUE

**IF NO:** ASK TO SPEAK WITH MALE/ FEMALE HEAD, RE-INTRODUCE YOURSELF AND CONTINUE. IF NONE AVAILABLE, ARRANGE CALLBACK.

Male...1  
Female...2

Throughout this interview I will be asking you questions which deal ONLY with the City of Phoenix -- NOT the overall metropolitan area which includes Scottsdale, Tempe, Glendale and other Valley cities. Please keep this in mind when answering the questions.

1. To begin, would you say you strongly agree, agree, disagree or strongly disagree with the following statement, "Overall, Phoenix is a good place to live."

Strongly agree...1  
Agree...2  
Disagree...3  
Strongly disagree...4  
Not sure...5

2. On the whole, would you say that the quality of life in the City of Phoenix is excellent, good, fair, poor, or very poor?

Excellent...1  
Good...2  
Fair...3  
Poor...4  
Very poor...5  
Not sure...6

3. Next, what do you feel is the single most important problem the City should be working to solve in your neighborhood? (IF CRIME MENTIONED, PROBE). And what is the next most important problem?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. What do you feel the City could do to make Phoenix a more liveable city in the future? (PROBE:) What else?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. (SQ) As you know, the City of Phoenix provides various services to the community ranging from fire protection to street maintenance. On a scale of one to 10 where one means you think the city is doing a poor job and 10 means you think the city is doing an excellent job, how would you rate the City of Phoenix on each of the following? Remember, one means a poor job and 10 means an excellent job. (ROTATE)

5a. (SQ) Now I'd like to quickly read the list again, but this time please tell me if each service is one you would or would not be willing to pay more for to improve. (ROTATE)

| City Service                                                                                                    | Q5<br>Service<br>Rating | Q5a<br>Pay More |     | Not<br>Sure |
|-----------------------------------------------------------------------------------------------------------------|-------------------------|-----------------|-----|-------------|
|                                                                                                                 |                         | Would           | Not |             |
| A. Police protection in your area                                                                               | _____                   | 1               | 2   | 3           |
| B. Fire protection in your area                                                                                 | _____                   | 1               | 2   | 3           |
| C. Enforcing traffic laws on city streets                                                                       | _____                   | 1               | 2   | 3           |
| D. Crime prevention efforts in your area                                                                        | _____                   | 1               | 2   | 3           |
| E. Garbage and recycling collection                                                                             | _____                   | 1               | 2   | 3           |
| F. Collection frequency of uncontainerized trash such as yard clippings                                         | _____                   | 1               | 2   | 3           |
| G. Preventing illegal dumping                                                                                   | _____                   | 1               | 2   | 3           |
| H. Providing drinking water which meets health and safety standards                                             | _____                   | 1               | 2   | 3           |
| I. Operating wastewater plants in a way that protects the environment                                           | _____                   | 1               | 2   | 3           |
| J. Street repair and maintenance                                                                                | _____                   | 1               | 2   | 3           |
| K. Keeping our streets clean                                                                                    | _____                   | 1               | 2   | 3           |
| L. Preserving our mountains and deserts                                                                         | _____                   | 1               | 2   | 3           |
| M. Providing City bus service in your area                                                                      | _____                   | 1               | 2   | 3           |
| N. Handling street flooding during rains in your area                                                           | _____                   | 1               | 2   | 3           |
| O. Providing parks and recreation programs in your area                                                         | _____                   | 1               | 2   | 3           |
| P. Providing services and housing for the poor and homeless                                                     | _____                   | 1               | 2   | 3           |
| Q. Providing programs for youth                                                                                 | _____                   | 1               | 2   | 3           |
| R. Attracting new employers to the community and helping existing employers to grow                             | _____                   | 1               | 2   | 3           |
| S. Requiring property owners to maintain their properties to minimum standards and enforcing cleanup ordinances | _____                   | 1               | 2   | 3           |
| T. Emergency medical response by the fire department                                                            | _____                   | 1               | 2   | 3           |
| U. Preserving residential neighborhoods                                                                         | _____                   | 1               | 2   | 3           |
| V. Providing art and cultural events and programs                                                               | _____                   | 1               | 2   | 3           |
| W. Providing services for the elderly such as housing and meals at home                                         | _____                   | 1               | 2   | 3           |
| X. Providing job training and placement services for the unemployed                                             | _____                   | 1               | 2   | 3           |
| Y. Countering gang activities                                                                                   | _____                   | 1               | 2   | 3           |
| Z. Controlling cut-through traffic in your neighborhood                                                         | _____                   | 1               | 2   | 3           |
| AA. Providing citizens with Internet access to city information and services                                    | _____                   | 1               | 2   | 3           |
| BB. Library services in your area                                                                               | _____                   | 1               | 2   | 3           |
| CC. Preserving historic Phoenix houses and other historic buildings                                             | _____                   | 1               | 2   | 3           |
| DD. Keeping the parks in your area clean                                                                        | _____                   | 1               | 2   | 3           |

6. Would you say that you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the overall performance of the City in providing services to Phoenix residents?

- Very satisfied...1
- Satisfied...2
- Dissatisfied...3
- Very dissatisfied...4
- Not sure...5

7. Next, would you say the following things are major problems, minor problems, or not problems in your neighborhood?  
(ROTATE)

|                                                                     | Major | Minor | Not A Problem | Not Sure |
|---------------------------------------------------------------------|-------|-------|---------------|----------|
| A. Graffiti                                                         | 1     | 2     | 3             | 4        |
| B. Juvenile crime                                                   | 1     | 2     | 3             | 4        |
| C. Air pollution                                                    | 1     | 2     | 3             | 4        |
| D. Traffic cutting through neighborhood streets                     | 1     | 2     | 3             | 4        |
| E. Houses and yards that are not well maintained                    | 1     | 2     | 3             | 4        |
| F. Traffic congestion                                               | 1     | 2     | 3             | 4        |
| G. Signs on utility poles for things like yard sales or model homes | 1     | 2     | 3             | 4        |
| H. Drug activity                                                    | 1     | 2     | 3             | 4        |
| I. Interference from industrial or commercial operations            | 1     | 2     | 3             | 4        |
| J. Vacant lots                                                      | 1     | 2     | 3             | 4        |

8. (SQ) During the past 12 months, did you contact any city employee, official or department to seek service or information, or to make a complaint?

(GO TO Q8a) Yes...1  
(GO TO Q9) No...2

8a. (SQ) Was your most recent contact conducted in person, over the phone, by mail, or over the Internet?

In person...1  
Phone...2  
Mail...3  
Internet...4

8b. (SQ) What was the reason for your most recent contact?

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

8c. (SQ) Thinking about your last contact with the City, would you strongly agree, agree, disagree, or strongly disagree with each of the following statements (ROTATE)

Strongly Agree    Agree    Disagree    Strongly Disagree    Not Sure

|                                                                                 |   |   |   |   |   |
|---------------------------------------------------------------------------------|---|---|---|---|---|
| A. I was treated in a professional and courteous manner                         | 1 | 2 | 3 | 4 | 5 |
| B. My needs were handled in a timely fashion                                    | 1 | 2 | 3 | 4 | 5 |
| C. I was promptly directed to the individual who could best respond to my needs | 1 | 2 | 3 | 4 | 5 |

9. (SQ) Next, on a 10 point scale where 1 means you think the Airport is doing a poor job and 10 means you think the Airport is doing an excellent job, how would you rate Sky Harbor International Airport for. . . (ROTATE A-J)

RATING

|                                                                                                           |       |
|-----------------------------------------------------------------------------------------------------------|-------|
| A. Clear and understandable directional signs on the airport roadway system                               | _____ |
| B. Frequency and quality of shuttle bus service between terminals, parking lots and the rental car center | _____ |
| C. Ease and availability of parking facilities at reasonable prices                                       | _____ |
| D. Quality retail merchandise at reasonable prices                                                        | _____ |
| E. High quality food and beverages at reasonable prices                                                   | _____ |
| F. Clean and well-supplied restrooms                                                                      | _____ |
| G. Overall cleanliness of Airport terminals                                                               | _____ |
| H. Courteous and knowledgeable Airport employees                                                          | _____ |
| I. Availability of taxis, limousines, and shuttle services                                                | _____ |
| J. A convenient Airport location                                                                          | _____ |
| K. Overall rating of Sky Harbor International Airport                                                     | _____ |

10. **(SQ)** Next, for the past several years the Phoenix Police Department has been operating under a community based policing philosophy. Under community based policing, the Department, in partnership with other City departments, residents and businesses, assists the community in enhancing the quality of life. Such programs as Block Watch are a result of this effort along with in-school programs for children. As far as you're concerned, is the Phoenix Police Department doing an excellent, good, fair, poor or very poor job of operating this philosophy in your neighborhood?
- Excellent...1  
Good...2  
Fair...3  
Poor...4  
Very poor...5  
Not sure...6
- 10a. During the past 12 months have you had any contact with a City of Phoenix police officer? (GO TO Q10b) Yes...1  
(GO TO Q10c) No...2
- 10b. Would you rate your last contact with a City of Phoenix police officer as very positive, positive, negative or very negative? Very positive...1  
Positive...2  
Negative...3  
Very negative...4  
Not sure...5
- 10c. Next, do you strongly agree, agree, disagree or strongly disagree with each of the following statements about the Phoenix Police Department? Here is the first one... **(ROTATE)**
- |                                                                                              | Strongly<br>Agree | Agree | Dis-<br>Agree | Strongly<br>Disagree | Not<br>Sure |
|----------------------------------------------------------------------------------------------|-------------------|-------|---------------|----------------------|-------------|
| A. The Phoenix Police Department uses appropriate force in performing their duties . . . . . | 1                 | 2     | 3             | 4                    | 5           |
| B. The Phoenix Police Department is honest and open with the public . . . . .                | 1                 | 2     | 3             | 4                    | 5           |
| C. I trust the Phoenix Police Department to do the right thing . . . . .                     | 1                 | 2     | 3             | 4                    | 5           |
| D. The Phoenix Police Department treats all residents with respect . . . . .                 | 1                 | 2     | 3             | 4                    | 5           |
| E. The Phoenix Police Department has a difficult job protecting the community . . . . .      | 1                 | 2     | 3             | 4                    | 5           |
| F. I have confidence in the Phoenix Police Department . . . . .                              | 1                 | 2     | 3             | 4                    | 5           |
| G. The Phoenix Police Department treats all residents fairly regardless of race . . . . .    | 1                 | 2     | 3             | 4                    | 5           |
| H. The Phoenix Police Department cares about people like me . . . . .                        | 1                 | 2     | 3             | 4                    | 5           |
11. **(SQ)** Next, were you aware that the City of Phoenix has an ordinance to help neighborhoods fight blight and require owners to keep up their property, or not? (GO TO Q11a) Yes...1  
(GO TO Q12) No...2  
Not Sure...3
- 11a. **(SQ)** How well would you say these ordinances are working in your neighborhood -- very well, fairly well, not too well, or not well at all? Very well...1  
Fairly well...2  
Not too well...3  
Not well at all...4  
Not Sure...5
12. **(SQ)** From what you know or have heard, is your neighborhood safer than other neighborhoods in Phoenix, about the same as other neighborhoods in Phoenix, or not as safe as other neighborhoods in Phoenix? Safer...1  
About the same...2  
Not as safe...3  
Not sure...4
13. **(SQ)** Does your neighborhood participate in a Block Watch or other similar crime reduction program? (GO TO Q13a) Yes...1  
(GO TO Q14) No...2  
Not Sure...3
- 13a. **(SQ)** Do you feel it is effective in reducing crime in your neighborhood? Yes...1  
No...2  
Not Sure...3

14. (SQ) Do you think downtown Phoenix is much better now than it was a few years ago, a little better, about the same, or worse? Much better...1  
Little better...2  
About the same...3  
Worse...4  
Not sure...5
15. (SQ) Have you ever used Phoenix dot Gov, the City's web site to obtain information or conduct business with the City? (GO TO Q15a) Yes...1  
(GO TO Q16) No...2  
Not sure...3
- 15a. (SQ) On a 10 point scale where 1 means poor and 10 means excellent, how would you rate the City's web site? RATING: / / /
- 15b. (SQ) For what purpose did you last visit the City's web site?  
\_\_\_\_\_
- 15c. (SQ) Were you able to find what you were looking for on your last visit? Yes...1  
No...1
16. (SQ) Next, do you rely a lot, some, only a little, or not at all on each of the following for information about the City of Phoenix? (ROTATE)
- |                                   | A Lot | Some | Only A Little | Not At All | Not Sure |
|-----------------------------------|-------|------|---------------|------------|----------|
| A. Newspapers .....               | 1     | 2    | 3             | 4          | 5        |
| B. Television news programs ..... | 1     | 2    | 3             | 4          | 5        |
| C. Radio news programs .....      | 1     | 2    | 3             | 4          | 5        |
| D. The Internet .....             | 1     | 2    | 3             | 4          | 5        |
17. (SQ) Would you say you know a lot, a little or nothing at all about the City's efforts to establish sustainability programs. That is, programs to reduce energy and greenhouse gases, use of alternative fuel vehicles, design of city-owned green buildings, water reuse and conservation, recycling, restore blighted land for reuse and preserve desert and open spaces? A lot...1  
A little...2  
Nothing at all...3
18. Now before I finish, I need a few pieces of information about yourself for classification purposes only. First, which of the following categories comes closest to your age? (READ EACH EXCEPT REFUSED) Under 25...1  
25 to 34...2  
35 to 49...3  
50 to 64...4  
65 or over...5  
(DO NOT READ) Refused...6
19. How many years have you lived in the City of Phoenix? YEARS \_\_\_\_\_
20. Which of the following categories best describes your ethnic origin? (READ EACH EXCEPT REFUSED) White...1  
Black...2  
Hispanic...3  
American Indian...4  
Asian American...5  
(DO NOT READ) Refused...6
21. And finally, was your total family income for last year, I mean before taxes and including everyone in your household, under or over \$50,000? UNDER \$50,000  
Was it under \$25,000...1  
or over \$25,000...2  
Refused...3  
  
OVER \$50,000  
Was it under \$75,000...4  
or \$75,000 or over...5  
Refused...6  
REFUSED OVERALL.....7

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name in order that he/she may do so? (VERIFY PHONE NUMBER)

NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_  
TIME END: \_\_\_\_\_ TOTAL TIME: \_\_\_\_\_

ADMINISTRATIVE DATA:

INTERVIEWER NAME: \_\_\_\_\_ #: \_\_\_\_\_  
VALIDATED BY: \_\_\_\_\_ #: \_\_\_\_\_  
CODED BY: \_\_\_\_\_ #: \_\_\_\_\_  
FROM SAMPLE: \_\_\_\_\_ ZIP CODE \_\_\_\_\_