2012 CITY OF PHOENIX
COMMUNITY OPINION SURVEY

VOLUME I - ANALYSIS

December 2012

Prepared For

City of Phoenix
200 West Washington
Phoenix, Arizona

Prepared By

Behavior Research Center, Inc.
45 East Monterey Way
Phoenix, Arizona 85012
(602) 258-4554

behavior research center, inc.
phone (602) 258-4554 • fax (602) 252-2729

RESEARCH IN PUBLIC OPINION, PUBLIC POLICY & CONSUMER BEHAVIOR
p.o. box 13178 • phoenix, arizona 85002 • www.brc-research.com

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INTRODUCTION

This study was commissioned by the City of Phoenix with the overall objective of measuring citizen attitudes regarding City services and issues for policy development, program improvement and resource allocation. More specifically, this project was conducted for the following purposes:

- To provide a vehicle for public participation
- To identify public opinions on relevant issues
- To identify public satisfaction with current service levels
- To pre-test public response to proposed or revised services
- To provide user service data
- To provide public awareness data
- To identify program or policy alternatives

This project represents the 14th citywide opinion tracking study conducted for the City of Phoenix since 1985. Where appropriate, this analysis highlights shifts in public opinion which may have occurred over time.

The information contained in this report is based on 700 in-depth interviews conducted with a representative cross-section of City of Phoenix heads of household. All of the interviewing on this project was conducted via telephone by professional interviewers of the Behavior Research Center during December 2012. For a detailed explanation of the procedures followed during this project, please refer to the Methodology section of this report.

The information generated from this study is presented in three sections. The first section, EXECUTIVE SUMMARY, presents the primary findings of the survey in a brief summary format. The second section, SUMMARY OF THE FINDINGS, reviews each study question in detail. The primary emphasis of this section is to review response at the citywide level. However, wherever meaningful variations by selected socio-demographic subgroups are found, they are noted. The final section, APPENDIX, details the study methodology and contains a copy of the survey questionnaire.

The Behavior Research Center has presented all of the data germane to the basic research objective of this project. However, if City management requires additional data retrieval or interpretation, we stand ready to provide such input.

BEHAVIOR RESEARCH CENTER

2012078/RPT PHX Community Opinion Survey-2012.wpd

behavior research center, inc.
phone (602) 258-4554 • fax (602) 252-2729

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EXECUTIVE SUMMARY

- **KEY FINDINGS**

 Several key findings are evident from this research effort:

  – The City of Phoenix continues to be rated as a good place to live, with better than nine out of 10 residents (93%) agreeing with the statement, "Phoenix is a good place to live." Importantly, this attitude is universal among all population subgroups.

  – Even after the significant budget/service cuts the City has undertaken over the past several years due to the nation's economic situation, it continues to receive a high mark from residents for its performance in providing services. Thus, we find nearly nine out of 10 residents (87%) indicating they are satisfied with the job the City is doing while only 10 percent are dissatisfied. The positive reading is up slightly from 2010 and is universal among all population subgroups.

  – The City also receives highly positive ratings in the vast majority of instances for its efforts in delivering the 30 specific municipal services tested.

  – When those residents who had contact with the City during the prior 12 months are asked to evaluate their last contact on three specific factors, their responses are positive. Thus, we find that roughly two out of three residents or more indicate: 1) they were treated in a professional and courteous manner (87%); 2) their needs were handled in a timely fashion (75%), and; 3) they were promptly directed to the individual who could best respond to their needs (63%).

  – A new question was added in the 2010 study which reveals that seven out of 10 residents or more have positive attitudes about the Phoenix Police Department on a variety of issues: 1) the Phoenix Police Department has a difficult job protecting the community (84% agree); 2) I trust the Phoenix Police Department to do the right thing (79% agree); 3) I have confidence in the Phoenix Police Department (77% agree); 4) the Phoenix Police Department cares about people like me (77% agree), and; 5) the Phoenix Police Department uses appropriate force in performing their duties (71% agree).

  Several other issues receive positive response from roughly six out of 10 residents or more while at the same time generating negative response from over 20 percent: 1) the Phoenix Police Department treats all residents with respect (67% agree/23% disagree); 2) the Phoenix Police Department is honest and open with the public (65% agree/24% disagree); 3) the Phoenix Police Department treats all residents fairly regardless of race (57% agree/32% disagree).

  – Throughout this research, residents reveal a particular desire for the City to place additional emphasis on "providing job training and placement services for the unemployed" and "attracting new employers to the community and helping existing employers to grow."

- **PHOENIX AS A PLACE TO LIVE**

Better than nine out of 10 Phoenix residents (93%) either strongly agree (27%) or agree (66%) that "Phoenix is a good place to live." This reading has been consistently high since 2000 and is universal across all population subgroups.

PHOENIX IS A GOOD PLACE TO LIVE

* Indicates % less than .5

| | '04 | '06 | '08 | '10 | '12 |

12.078 C6
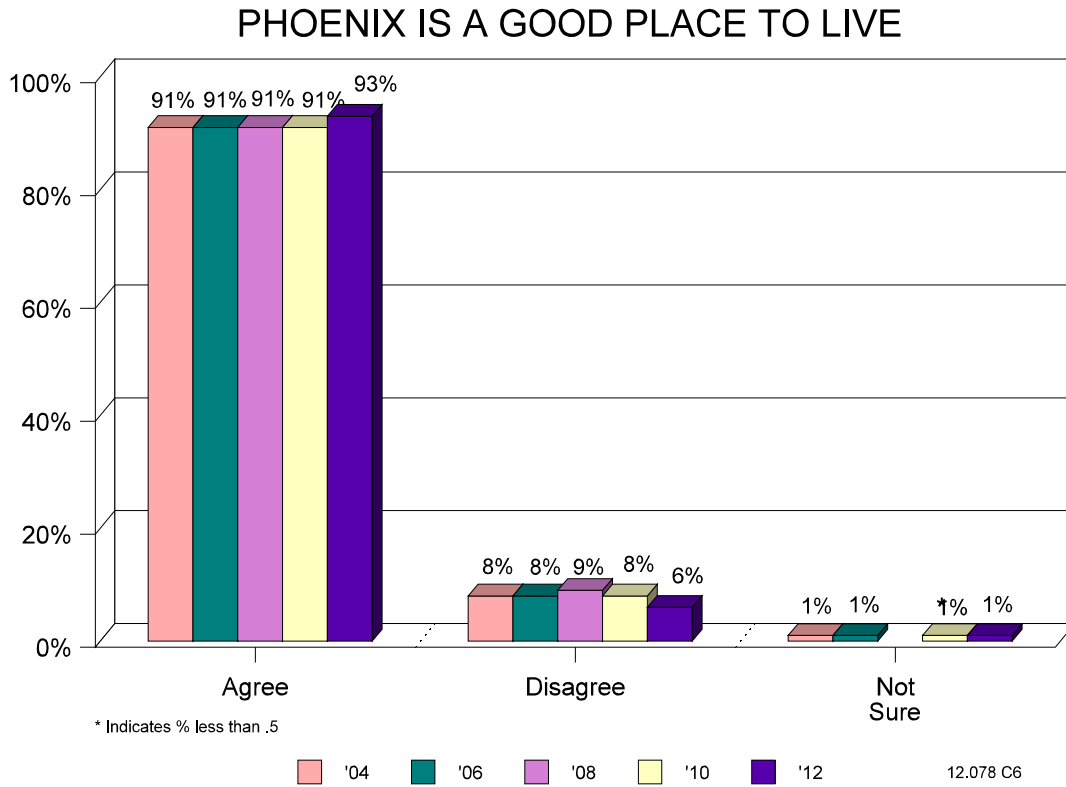
- **OVERALL SATISFACTION WITH CITY PERFORMANCE**

Nearly nine out of 10 Phoenix residents (87%) continue to indicate they are either very satisfied (18%) or satisfied (69%) with the overall performance of the City in providing services. This figure is up from 83 percent in 2010. Demographically, overall satisfaction with the City's performance does not drop below 83 percent within any population subgroup. These response patterns continue to indicate broad-based satisfaction with the City's performance among residents.

OVERALL SATISFACTION WITH CITY PERFORMANCE

Very Satisfied/Satisfied: '04 91%, '06 89%, '08 88%, '10 83%, '12 87%

Dissatisfied/Very Dissatisfied: '04 8%, '06 10%, '08 10%, '10 15%, '12 10%

Legend: ■ '04 ■ '06 ■ '08 ■ '10 ■ '12

12.078 C-1

- **SATISFACTION WITH SELECTED CITY SERVICES**

Phoenix residents were asked to indicate how satisfied they are with each of 30 services provided by the City using a ten-point scale, where one means the City is doing a poor job and 10 means it is doing an excellent job. As has been the case since the start of this series of studies, emergency medical response by the Fire Department (8.6) and fire protection in your area (8.6) receive the highest ratings. Also receiving a high ratings over 8.0 this year are garbage and recycling collection (8.2) and maintaining traffic signals and signs (8.1).

Also receiving very positive ratings are 16 additional services (compared to 12 in 2010) which receive satisfaction readings between 7.0 and 7.6:

– Library services in your area (7.6)
– Keeping our streets clean (7.6)
– Police protection in your area (7.6)
– Keeping parks in your area clean (7.6)
– Collection frequency of uncontainerized trash such as yard clippings (7.5)
– Handling street flooding during rains in your area (7.4)
– Preserving our mountains and deserts (7.4)
– Providing park and recreation programs in your area (7.4)
– Enforcing traffic laws on city streets (7.4)
– Operating wastewater plants in a way that protects the environment (7.4)
– Preserving historic Phoenix houses and other historic buildings (7.3)
– Providing city bus service (7.2)
– Providing drinking water which meets health and safety standards (7.1)
– Preserving residential neighborhoods (7.1)
– Requiring property owners to maintain their properties to minimum standards and enforcing cleanup ordinances (7.0)
– Providing services for the elderly such as housing and meals at home (7.0)

A third tier of eight City services receives satisfactory readings between 6.2 and 6.8:

– Providing art and cultural events and programs (6.8)
– Controlling cut-through traffic in your neighborhood (6.7)
– Street repair and maintenance (6.6)
– Crime prevention efforts in your area (6.6)
– Providing programs for youth (6.6)
– Countering gang activities (6.6)
– Preventing illegal dumping (6.5)
– Attracting new employers to the community and helping existing employers to grow (6.2)

Two of the 30 City services evaluated receive a satisfaction reading under 6.0.

– Providing services and housing for the poor and homeless (5.8)
– Providing job training and placement services for the unemployed (5.8)

When the 2012 satisfaction ratings are compared to the 2010 ratings, we find that in four areas the ratings are up significantly (a .6 or more positive shift): attracting new employers (+1.1), elderly services (+.8), gangs programs (+.7), enforcing traffic laws (+.6). In the remaining 26 service areas, the ratings are unchanged (less than a .6 positive or negative shift). Compared to the 2002 ratings, five areas record significant positive change: enforcing traffic laws (+1.3), property maintenance standards (+.9), police protection (+.6), gang programs (+.6), and garbage recycling collection (+.6).

SATISFACTION WITH CITY SERVICES - TOP RATED
(1 to 10: 1 = Poor Job, 10 = Excellent Job)

Service	2012	2002
Emergency medical service	8.6	8.2
Fire protection	8.6	8.5
Garbage/recycling collection	8.2	7.6
Maintaining traffic signals	8.1	NA
Library services	7.6	7.9
Keeping streets clean	7.6	NA
Police protection	7.6	7.0
Keeping parks clean	7.6	NA
Uncontainerized trash	7.5	7.2
Handling street flooding	7.4	7.4
Preserving mountains/deserts	7.4	7.0
Parks/recreation programs	7.4	6.9
Enforcing traffic laws	7.4	6.1
Operating wastewater plants	7.4	7.3
Preserving historic buildings	7.3	NA
City bus service	7.2	7.0

Legend: 2012, 2002

12.078 C-2

SATISFACTION WITH CITY SERVICES - OTHER SERVICES
(1 to 10: 1 = Poor Job, 10 = Excellent Job)

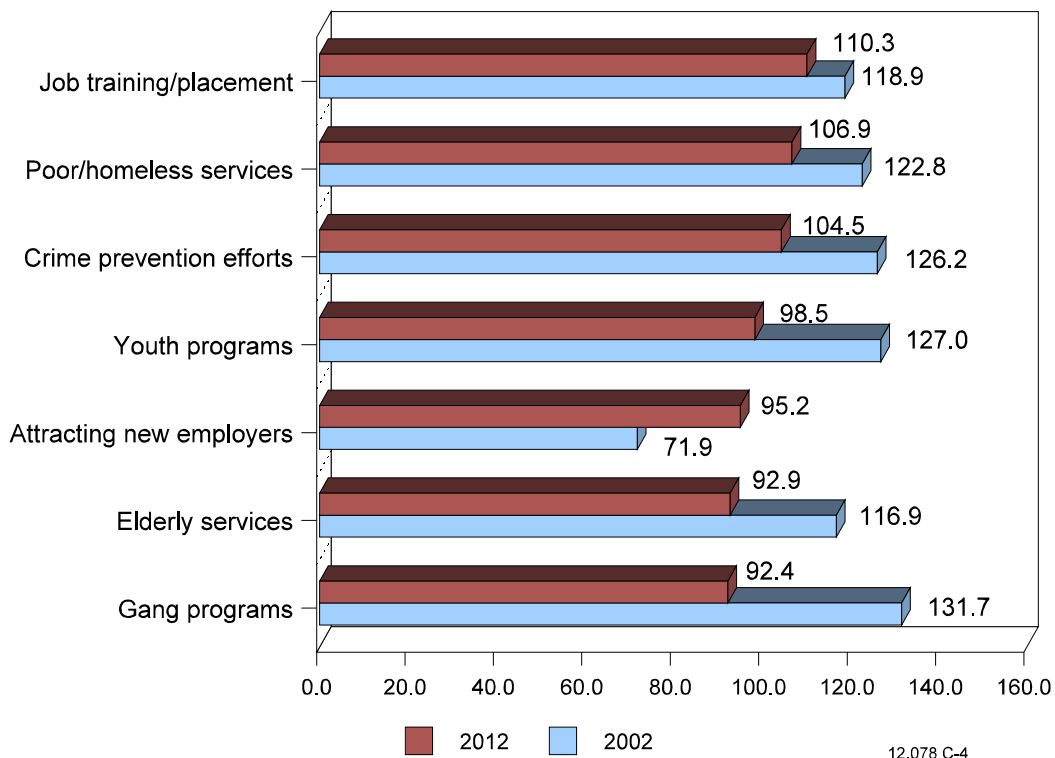| Service	2012	2002
Safe drinking water	7.1	6.8
Preserving neighborhoods	7.1	6.6
Property maintenance standards	7.0	6.1
Elderly services	7.0	6.5
Cultural events/programs	6.8	6.9
Controlling cut-through traffic	6.7	6.5
Street repair/maintenance	6.6	6.8
Crime prevention efforts	6.6	6.5
Providing youth programs	6.6	6.3
Countering gang activities	6.6	6.0
Preventing illegal dumping	6.5	6.0
Attracting new employers	6.2	6.7
Poor/homeless services	5.8	5.7
Job training/placement	5.8	5.8

2012   2002

12.078 C-3

- **CITY SPENDING PRIORITIES**

After residents had evaluated each of the 30 service areas under consideration, they were asked to indicate whether they would or would not be willing to pay more to improve each of them. This information was then correlated with the service satisfaction ratings to create a Priority Spending Index which affords higher spending priority to those services that receive lower satisfaction ratings. This line of inquiry reveals three service areas which receive Priority Spending Index readings of 100 or more (down from seven service areas in 2010):

– Job training/placement (110.3)
– Poor/homeless services (106.9)
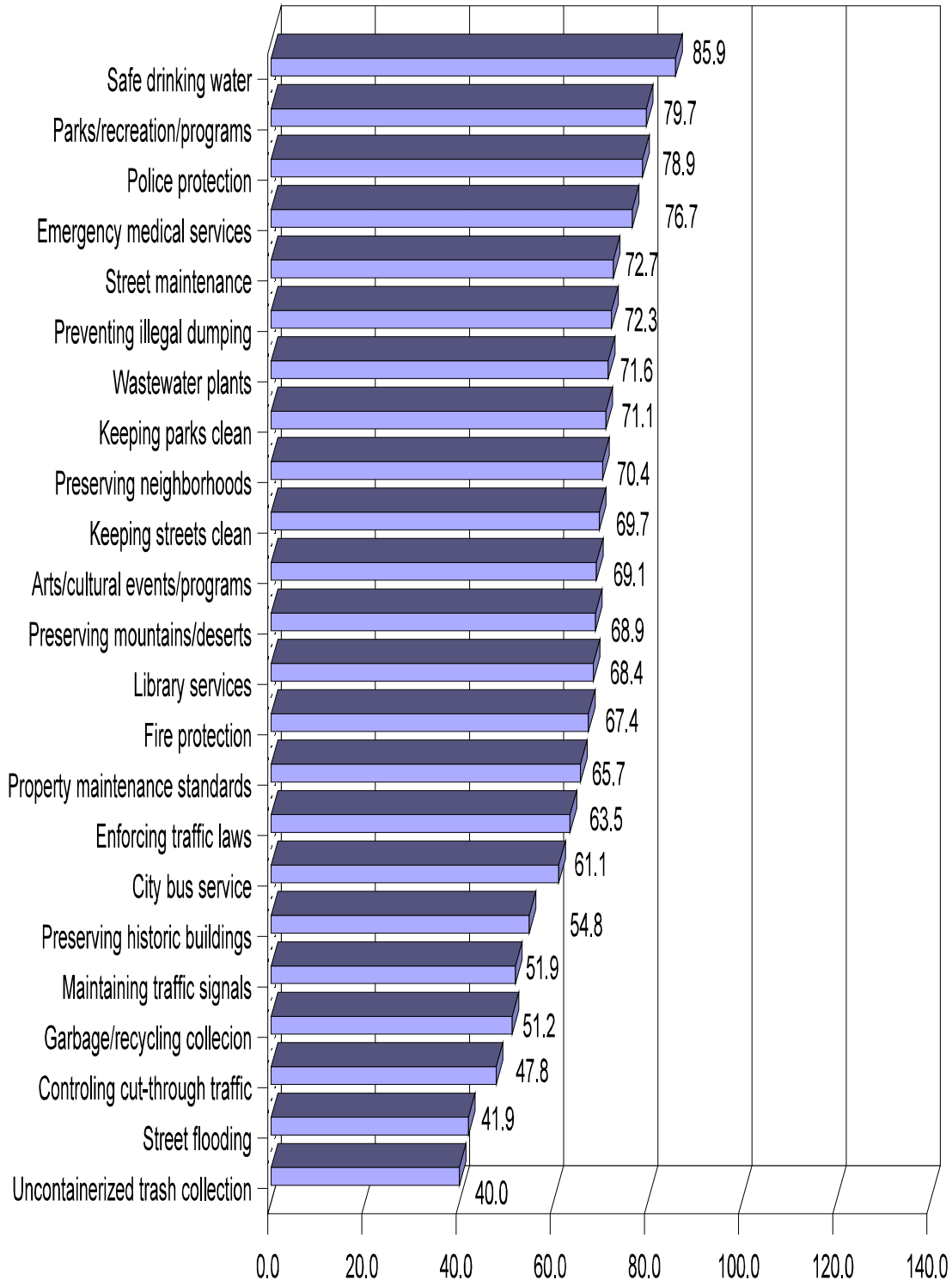– Crime prevention efforts (104.5)

Since 2010, <u>no</u> Index increases are recorded while decreases are recorded for each compatible service tested. Additionally, when the current readings are compared with those from 2002, in only one case, "attracting new employers" is an increase recorded (+16.1).

PRIORITY SPENDING INDEX - TOP PRIORITIES

Service	2012	2002
Job training/placement	110.3	118.9
Poor/homeless services	106.9	122.8
Crime prevention efforts	104.5	126.2
Youth programs	98.5	127.0
Attracting new employers	95.2	71.9
Elderly services	92.9	116.9
Gang programs	92.4	131.7

12.078 C-4

Each of the remaining services receives an Index reading less than 90.
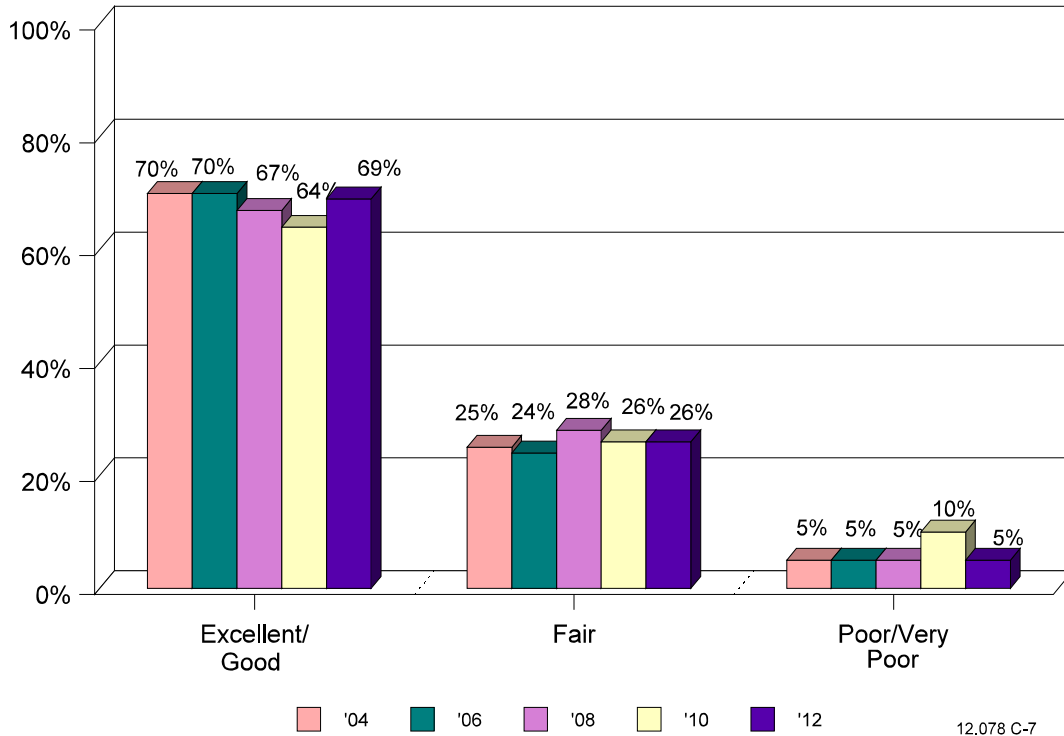
PRIORITY SPENDING INDEX - OTHER PRIORITIES

Priority	Index
Safe drinking water	85.9
Parks/recreation/programs	79.7
Police protection	78.9
Emergency medical services	76.7
Street maintenance	72.7
Preventing illegal dumping	72.3
Wastewater plants	71.6
Keeping parks clean	71.1
Preserving neighborhoods	70.4
Keeping streets clean	69.7
Arts/cultural events/programs	69.1
Preserving mountains/deserts	68.9
Library services	68.4
Fire protection	67.4
Property maintenance standards	65.7
Enforcing traffic laws	63.5
City bus service	61.1
Preserving historic buildings	54.8
Maintaining traffic signals	51.9
Garbage/recycling collecion	51.2
Controling cut-through traffic	47.8
Street flooding	41.9
Uncontainerized trash collection	40.0

12.078 C-5

- **QUALITY OF LIFE IN THE CITY OF PHOENIX**

Phoenix residents continue to rate the quality of life in Phoenix quite highly, with nearly seven out of 10 residents (69%) indicating it is either excellent (16%) or good (53%). In comparison, 26 percent of residents rate the quality of life as fair, while only five percent rate it in negative terms (poor/very poor). The current level of positive response is up five points since 2010 and has remained relatively consistent since 2004.

QUALITY OF LIFE IN PHOENIX

Rating	'04	'06	'08	'10	'12
Excellent/Good	70%	70%	67%	64%	69%
Fair	25%	24%	28%	26%	26%
Poor/Very Poor	5%	5%	5%	10%	5%

12.078 C-7

- **CONTACT WITH CITY PERSONNEL**

Twenty-seven percent of residents had contact with the City during the past 12 months which is down slightly from roughly one-third of residents in previous years. As in all prior studies, the most common method of contacting City personnel was via the telephone (79%), followed by in-person visits (15%) and the Internet (5%). The primary reasons residents give for contacting the City are to report a crime (26%) or file a complaint about a neighbor (20%). The crime reading is down from 44 percent in 2010, while the file a complaint reading is up from only six percent.

When those residents who had contact with the City during the prior 12 months are asked to evaluate their last contact on three specific factors, their responses are positive. Thus, we find that roughly two out of three residents or more indicate: 1) they were treated in a professional and courteous manner (87%); 2) their needs were handled in a timely fashion (75%), and; 3) they were promptly directed to the individual who could best respond to their needs (63%).

EVALUATION OF LAST CONTACT --
TREATED IN PROFESSIONAL MANNER
(% Agree)

Year	% Agree
2004	86%
2006	89%
2008	86%
2010	95%
2012	87%
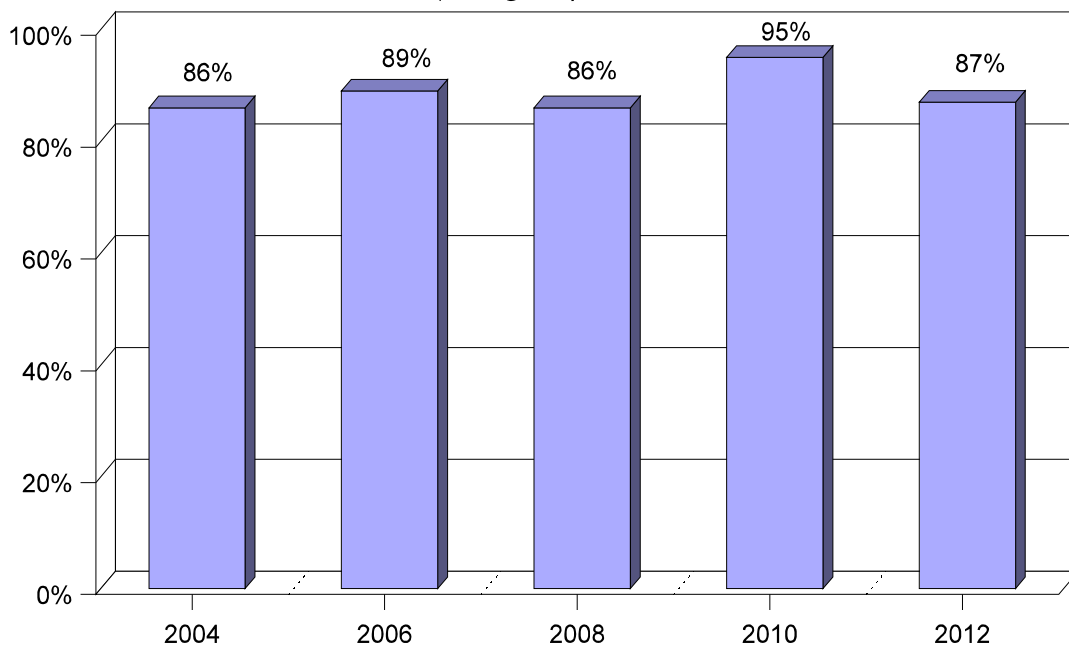
12.078 C-12

●   **ATTITUDES ABOUT PHOENIX POLICE DEPARTMENT**

A new question was added in the 2010 study which reveals that seven out of 10 residents or more have positive attitudes about the Phoenix Police Department on a variety of issues:
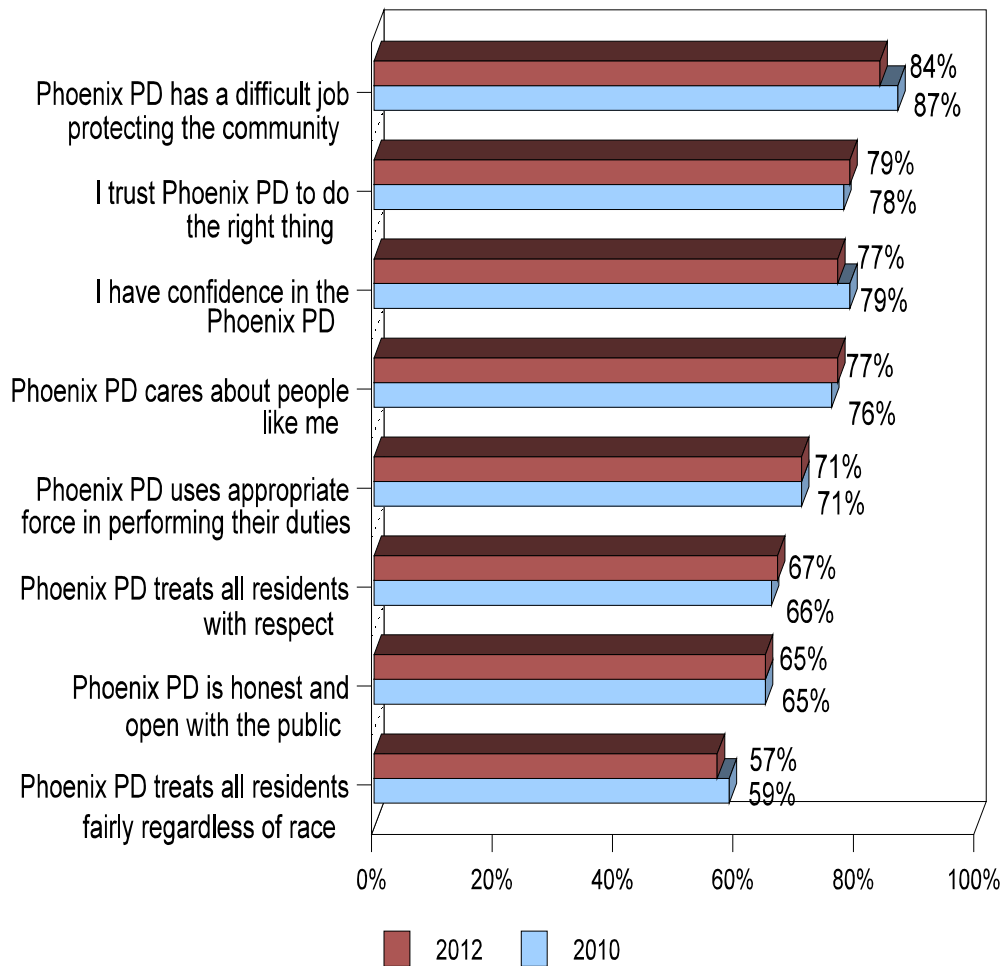
–   The Phoenix Police Department has a difficult job protecting the community (84% agree)
–   I trust the Phoenix Police Department to do the right thing (79% agree)
–   I have confidence in the Phoenix Police Department (77% agree)
–   The Phoenix Police Department cares about people like me (77% agree)
–   The Phoenix Police Department uses appropriate force in performing their duties (71% agree)

Several other issues receive positive response from roughly six out of 10 residents or more, while at the same time generating negative response from over 20 percent:

–   The Phoenix Police Department treats all residents with respect (67% agree/23% disagree)
–   The Phoenix Police Department is honest and open with the public (65% agree/24% disagree)
–   The Phoenix Police Department treats all residents fairly regardless of race (57% agree/32% disagree).

The 2012 readings are little changed from the 2010 readings.

PHOENIX POLICE DEPARTMENT

	2012	2010
Phoenix PD has a difficult job protecting the community	84%	87%
I trust Phoenix PD to do the right thing	79%	78%
I have confidence in the Phoenix PD	77%	79%
Phoenix PD cares about people like me	77%	76%
Phoenix PD uses appropriate force in performing their duties	71%	71%
Phoenix PD treats all residents with respect	67%	66%
Phoenix PD is honest and open with the public	65%	65%
Phoenix PD treats all residents fairly regardless of race	57%	59%

12.078 C-10

- **NEIGHBORHOOD PROBLEMS**

  When residents are asked to identify the single most important problem the City should be working on to solve in their neighborhood, crime-related issues (26%) lead the responses, followed by transportation issues (13%). Each of these issues is little changed from 2010.

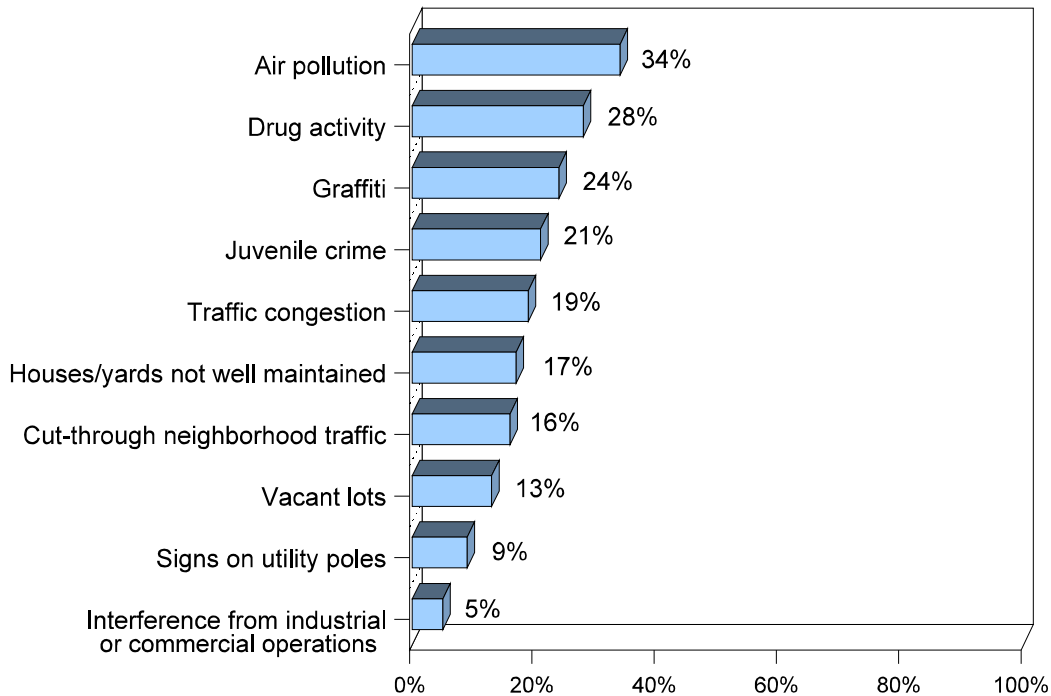## MOST IMPORTANT PROBLEMS
CITY SHOULD BE WORKING TO SOLVE

Problem	Percentage
Crime	26%
Transportation	13%
Lack of social services	6%
Economy/jobs/unemployment	5%
Education	5%
Trash/litter/graffiti	3%
Environment/pollution	3%
Illegal immigration	2%
Neighborhood maintenance	2%
Parks and recreation	1%
Uncontrolled growth	1%
All other responses	5%
No problems	19%
Not sure	6%
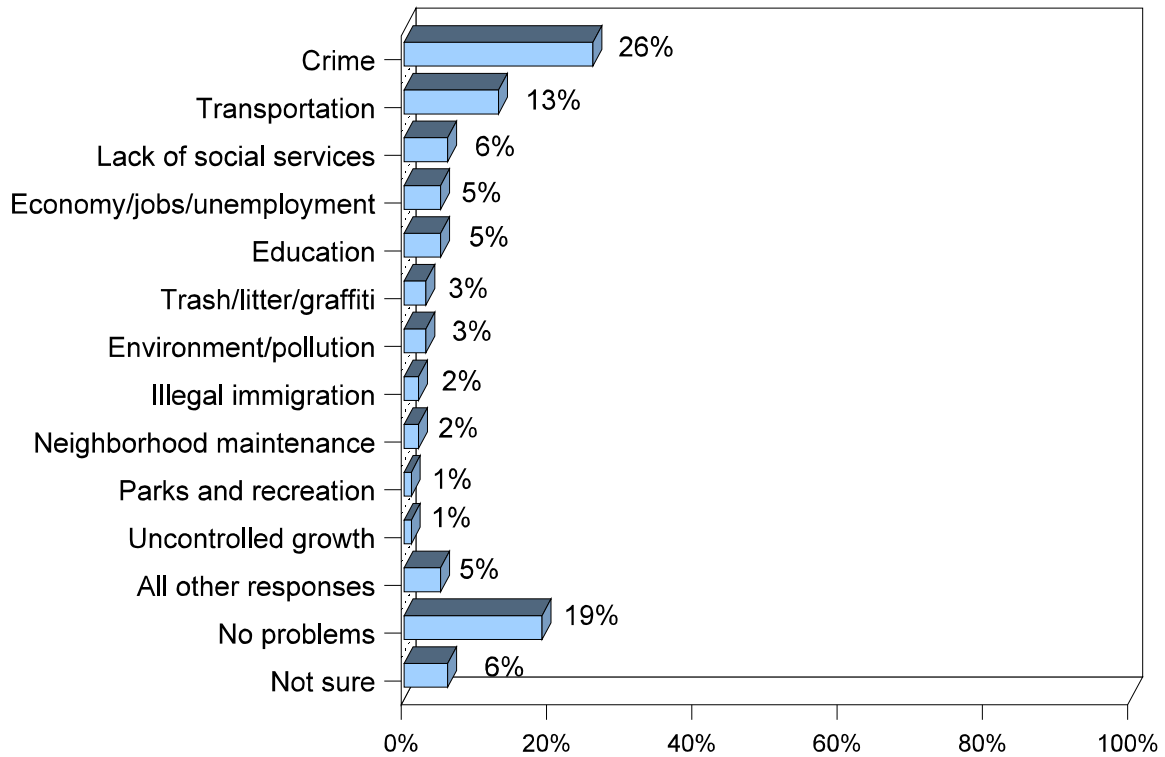
12.078 C-7X

In a related question, when residents are asked if each of 10 issues is a major, a minor or not a problem facing neighborhoods, air pollution is viewed as the primary problem with 34 percent of residents rating it a major problem. Two additional problems are rated as major problems by roughly one out of four residents – drug activity (28%) and graffiti (24%). When the current readings are compared to those recorded in 2010, we find positive improvement in three areas – juvenile crime, graffiti and air pollution.

EVALUATION OF NEIGHBORHOOD PROBLEMS
(% "MAJOR" PROBLEMS)

Problem	%
Air pollution	34%
Drug activity	28%
Graffiti	24%
Juvenile crime	21%
Traffic congestion	19%
Houses/yards not well maintained	17%
Cut-through neighborhood traffic	16%
Vacant lots	13%
Signs on utility poles	9%
Interference from industrial or commercial operations	5%

12.078 C-8

- **STEPS CITY SHOULD TAKE TO MAKE PHOENIX MORE LIVEABLE**

Similar to prior years, the main thing residents believe the City could do to make Phoenix a more liveable community is to improve the transportation system (18%) followed by improving the economy (14%) and reducing crime (12%).

STEPS CITY SHOULD TAKE TO
MAKE PHOENIX MORE LIVEABLE

Category	Percent
Improve the transportation system	18%
Improve economy/jobs	14%
Reduce crime	12%
Protect environment - air pollution	8%
Improve social services	7%
Improve parks/recreation	6%
Improve education	4%
Better government - listen to the people	3%
Reduce illegal immigration	3%
Lower taxes	3%
Improve city services	2%
Revitalize - downtown, vacant lots	2%
Slow growth - control	2%
Expand cultural opportunities	1%
Miscellaneous	2%
Nothing - doing fine	17%
Not sure	11%

12.078 C-8X

- **ATTITUDES ABOUT COMMUNITY-BASED POLICING**

  Residents continue to be favorable in their evaluation of the Police Department's community-based policing philosophy with 64 percent rating the Department either excellent or good and only 11 percent rating it poor or very poor. The positive readings for community-based policing have remained relatively constant since 2000 but have been down-trended slightly since 2004.

COMMUNITY-BASED POLICING

Legend: '04, '06, '08, '10, '12

12.078 C-9
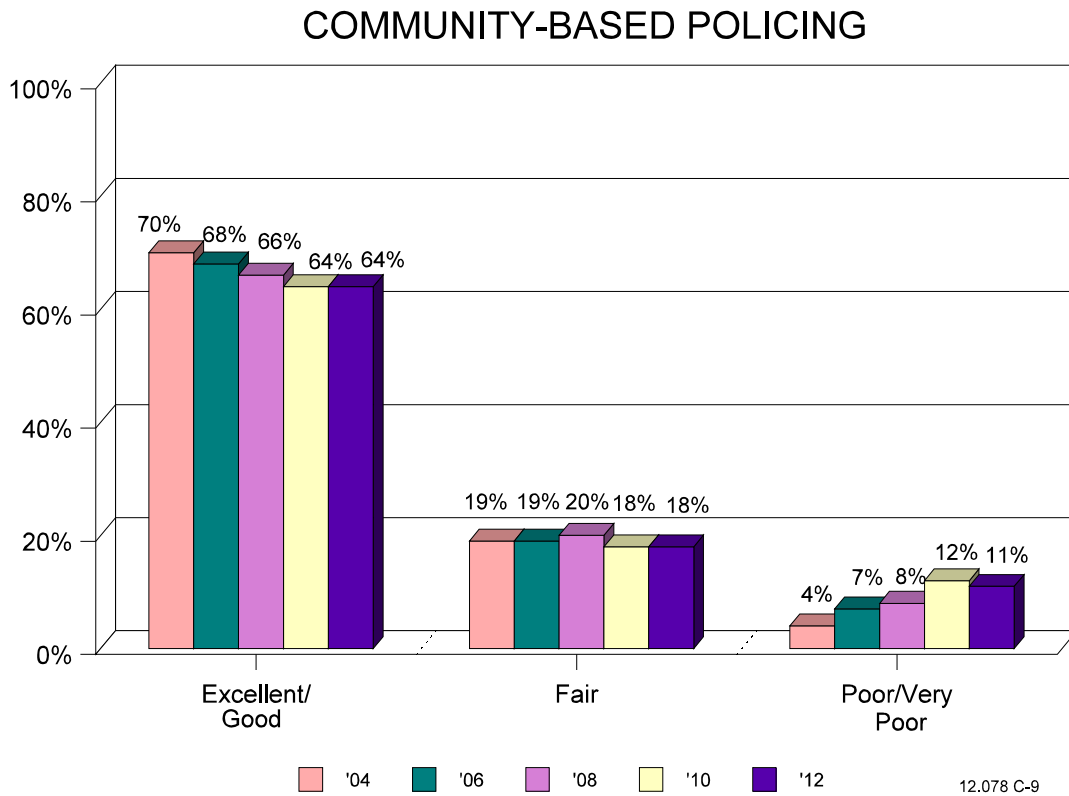
- **CONTACT WITH PHOENIX POLICE DEPARTMENT**

  Thirty percent of residents have had contact with a Phoenix police officer in the past 12 months and 75 percent of these residents rate their contact as positive (37% very positive/38% positive).

- **ATTITUDES ABOUT NEIGHBORHOOD SAFETY**

Forty-four percent of residents believe their neighborhood is safer than other neighborhoods in Phoenix, while an equal 44 percent believe safety in their neighborhood is on par with other Phoenix neighborhoods. In comparison, only about 11 percent of residents believe their neighborhood is not as safe as other Phoenix neighborhoods. The "safer" reading is down from 53 percent in 2010. Of particular interest, however, is the fact that the "not as safe" reading has remained relatively constant over the past three study cycles, while the "same as" reading is up a similar nine points from 35 percent.

In a related question, 42 percent of residents indicate their neighborhood participates in a Block Watch or similar crime prevention program. Seven out of 10 residents (73%) participating in crime prevention programs feel they are effective in reducing crime in their neighborhood, up seven points from 66 percent in 2010.

MY PHOENIX NEIGHBORHOOD IS. . .
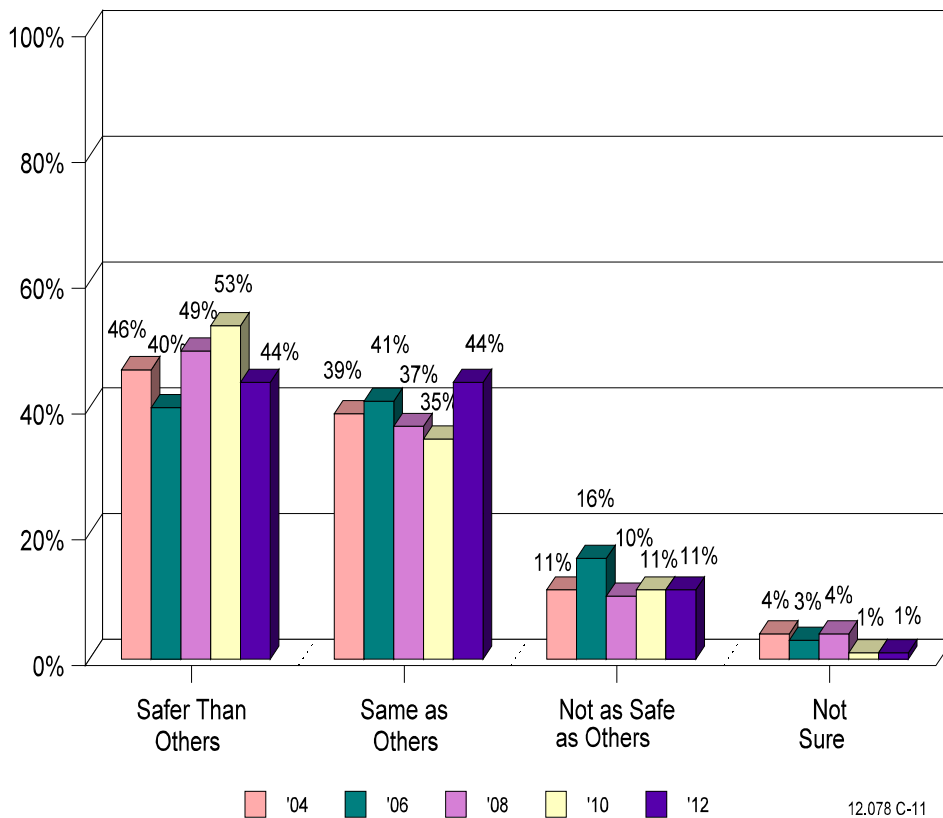
Legend: ■ '04   ■ '06   ■ '08   □ '10   ■ '12

12.078 C-11

The most commonly relied on source of information about the City of Phoenix is the Internet with an "a lot" reading of 49 percent – up from only 16 percent in 2004. This marks the first time in this series of studies that the Internet outpaces local television (42% a lot) as the primary source. This year's readings also reveal the continuing decline of newspapers as a source of City information (40% a lot in 2004, 25% today).

SOURCES OF INFORMATION

(% Rely on a Lot)

	'04	'06	'08	'10	'12
Internet	16%	22%	36%	39%	49%
Television Programs	48%	48%	44%	45%	42%
Newspapers	40%	32%	30%	28%	25%
Radio News Programs	29%	30%	30%	22%	23%

12.078 C-13
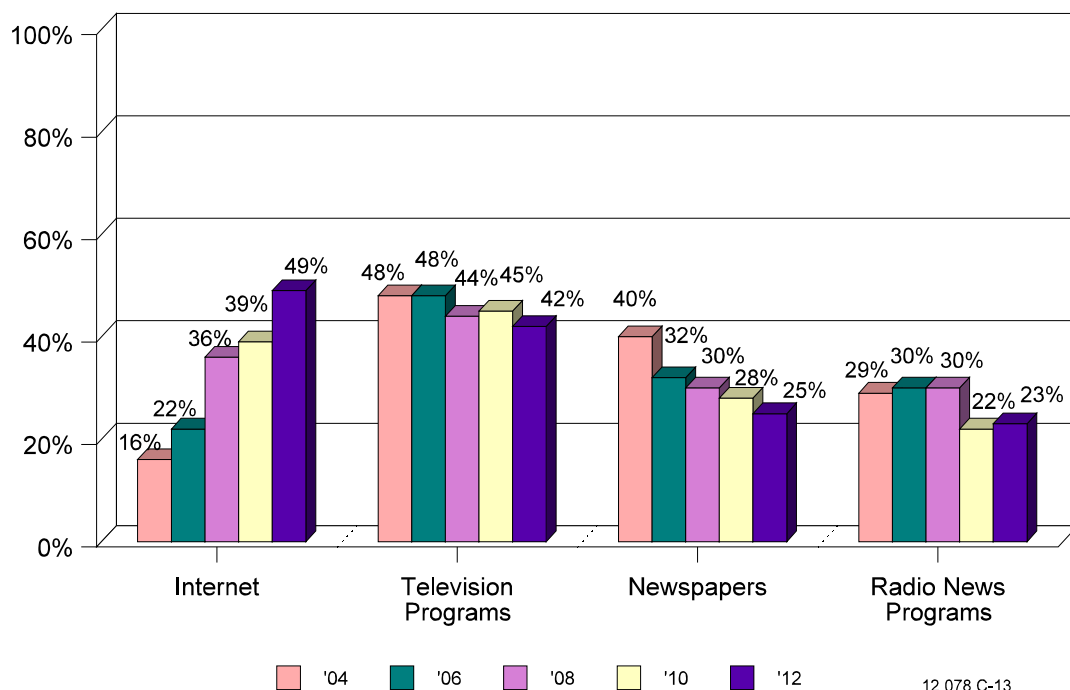
- **AWARENESS OF AND ATTITUDES TOWARD NEIGHBORHOOD ORDINANCES**

Fifty-two percent of residents indicate they are aware of the City ordinance designed to help neighborhoods fight blight and require owners to keep up their property, which is unchanged from 51 percent in 2010 but down sharply from 64 percent in 2008.

More than eight out of 10 residents aware of the ordinance (84%) believe it is working either very well (36%) or fairly well (48%), while 11 percent believe it is either not working too well (5%) or not at all (6%). The percent of residents who believe the ordinance is working well (very/fairly) is unchanged from 2010.

BLIGHT ORDINANCE EFFECTIVENESS

Very Well: '04 29%, '06 33%, '08 30%, '10 43%, '12 36%

Fairly Well: '04 46%, '06 48%, '08 47%, '10 41%, '12 48%

Not Too Well/Not Well at All: '04 21%, '06 18%, '08 21%, '10 15%, '12 11%

Legend: '04 '06 '08 '10 '12

12.078 C-14
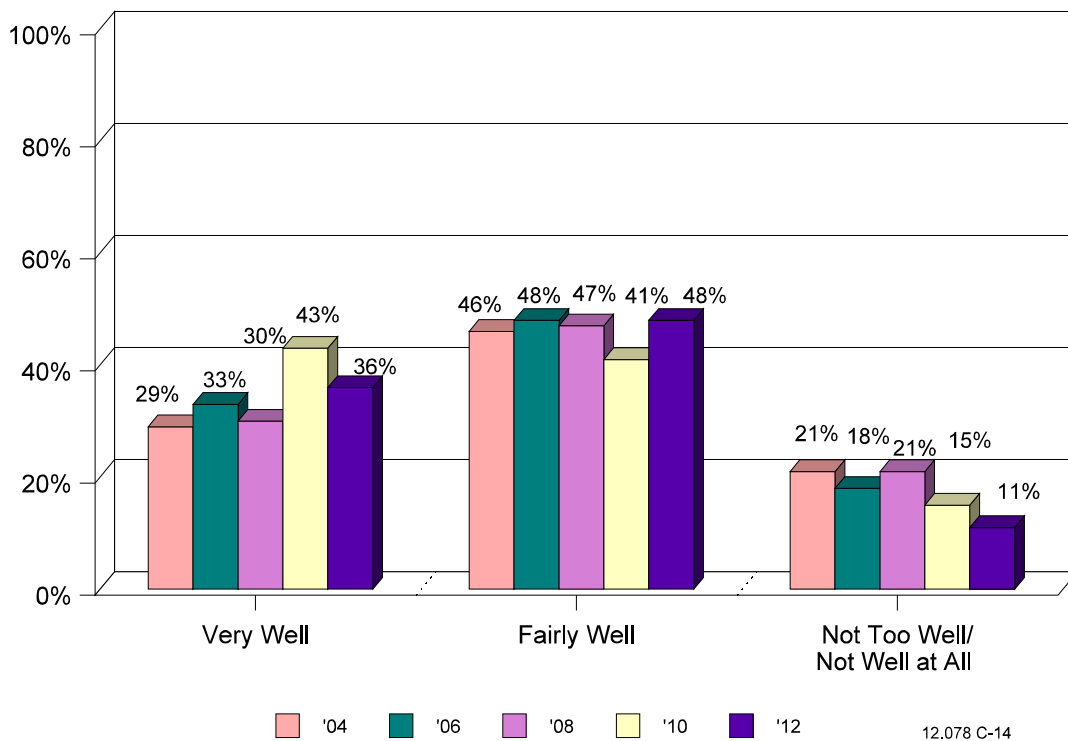
- **EVALUATION OF SKY HARBOR INTERNATIONAL AIRPORT**

When the 47 percent of residents who have visited Sky Harbor International Airport in the past 12 months are asked to evaluate the airport on 11 different factors using a one-to-ten scale, the airport receives a very positive reading with an overall rating of 8.4 with 83 percent of residents offering a rating of seven or higher. The specific factors receiving the highest positive readings are convenient airport location (8.5), clean and well-supplied restrooms (8.5) and overall cleanliness of airport terminals (8.4). On the flip side, Sky Harbor receives its lowest ratings on high quality food and beverages at reasonable prices (6.0) and quality retail merchandise at reasonable prices (6.0).

The 2012 readings are not comparable to those from the 2010 study since the 2010 readings were of all residents, not just those who had visited in the past 12 months.

EVALUATION OF SKY HARBOR
(1 to 10: 1 = Poor Job, 10 = Excellent Job)
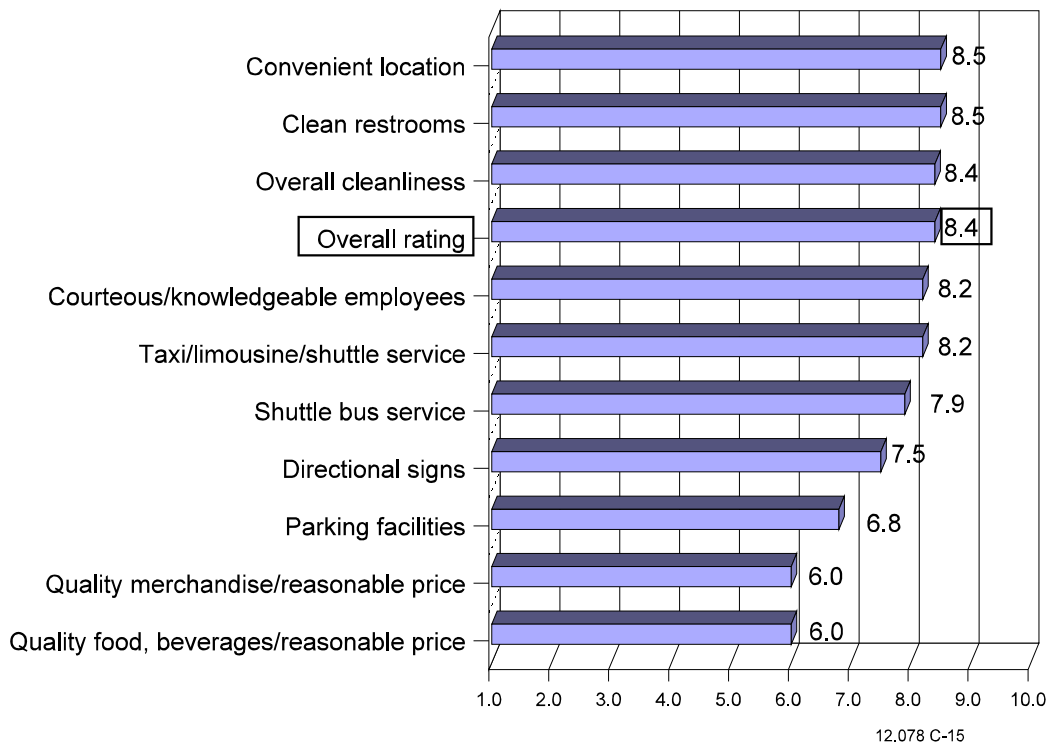
Factor	Rating
Convenient location	8.5
Clean restrooms	8.5
Overall cleanliness	8.4
Overall rating	8.4
Courteous/knowledgeable employees	8.2
Taxi/limousine/shuttle service	8.2
Shuttle bus service	7.9
Directional signs	7.5
Parking facilities	6.8
Quality merchandise/reasonable price	6.0
Quality food, beverages/reasonable price	6.0

12.078 C-15

Two out of three Phoenix residents (66%) believe downtown Phoenix has become either much better (31%) or a little better (35%) over the past few years.

CHANGES IN DOWNTOWN PHOENIX
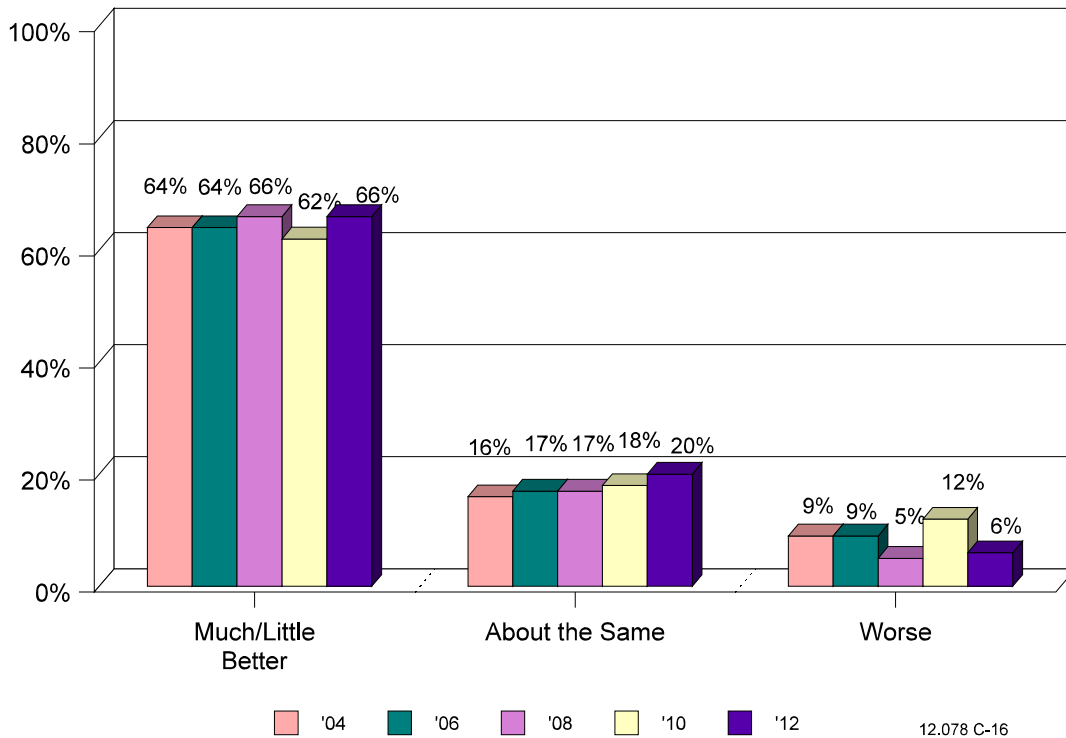
	Much/Little Better	About the Same	Worse
'04	64%	16%	9%
'06	64%	17%	9%
'08	66%	17%	5%
'10	62%	18%	12%
'12	66%	20%	6%

12.078 C-16

- **USE OF CITY'S WEB SITE**

  Forty-seven percent of residents indicate they have used the City's web site – up from 44 percent in 2010. The City's web site receives positive readings from users, with 73 percent giving it a rating of seven or higher on a 10 point scale (little changed from 72 percent in 2010).
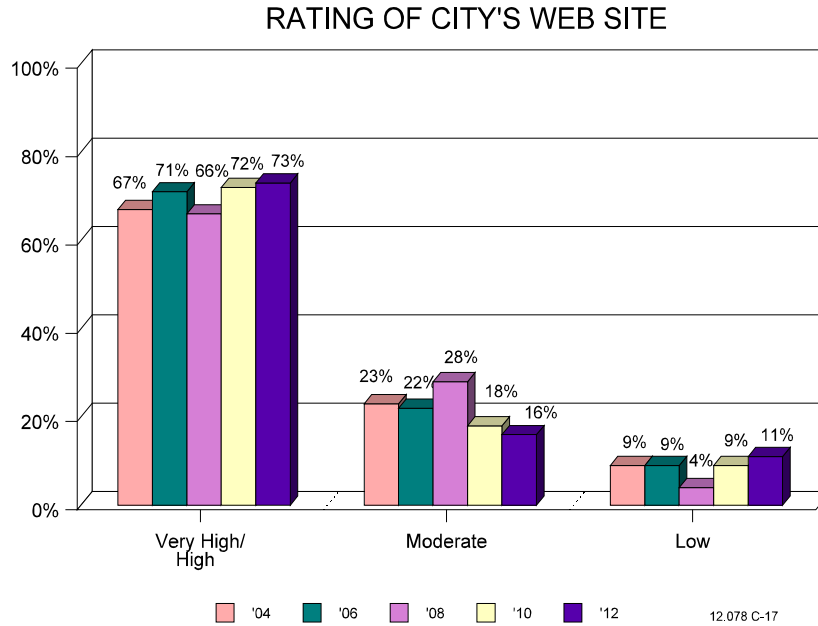
RATING OF CITY'S WEB SITE

	'04	'06	'08	'10	'12
Very High/High	67%	71%	66%	72%	73%
Moderate	23%	22%	28%	18%	16%
Low	9%	9%	4%	9%	11%

12.078 C-17

Ninety-four percent of residents indicate they were able to find what they were looking for the last time they visited the City's web site – up from 83 percent in 2004.

ABILITY TO FIND DESIRED INFORMATION ON CITY WEB SITE
% Yes

2004	2006	2008	2010	2012
83%	92%	90%	97%	94%

12.078 C-17X
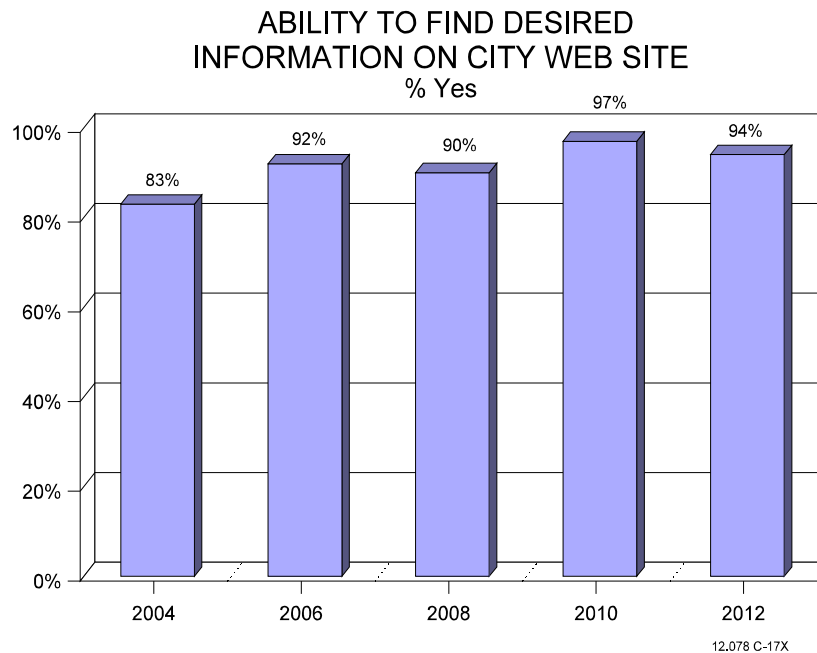
- **AWARENESS OF CITY'S SUSTAINABILITY EFFORTS**

    Seven out of 10 Phoenix residents (68%) are aware of the City's sustainability efforts with 20 percent indicating they know "a lot."

AWARENESS OF CITY'S SUSTAINABILITY EFFORTS
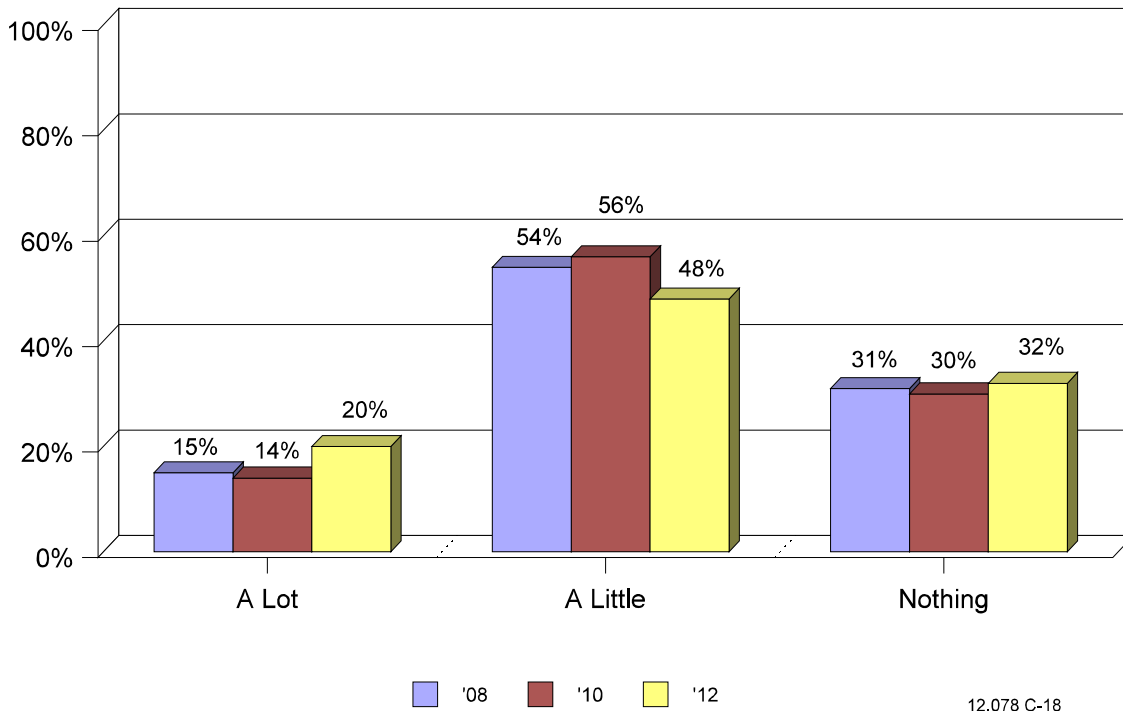
Legend: '08, '10, '12

12.078 C-18

PHOENIX AS A PLACE TO LIVE

Better than nine out of 10 Phoenix residents (93%) either strongly agree (27%) or agree (66%) that "Phoenix is a good place to live." This reading has varied little since 2000 and is universal across all population subgroups.

TABLE 1: PHOENIX AS A PLACE TO LIVE

"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/ Agree	Disagree/ Strongly Disagree	Not Sure
2012	93%	6%	1%
2010	91	8	1
2008	91	9	*
2006	91	8	1
2004	91	8	1

2012 READING – DETAIL

GENDER			
Male	94%	5%	1%
Female	92	7	1
AGE			
Under 35	95	5	*
35 to 49	94	5	1
50 to 64	92	8	*
65 or over	92	6	2
ETHNICITY			
White	93	6	1
Minority	94	5	1
LENGTH OF RESIDENCE			
Under 10	93	6	1
10 or over	93	6	1

*Indicates % less than .5

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CONTACT WITH CITY PERSONNEL

Residents were next asked if they had had any contact with the City in the preceding 12 months. As Table 2 indicates, 27 percent of residents had contact with the City during this time period – down slightly from previous years. As in the prior studies, the most common method of contacting City personnel was via the telephone (79%), followed by in-person visits (15%) and the Internet (5%).

TABLE 2: CONTACT WITH CITY PERSONNEL

"During the past 12 months, did you contact any city employee, official or department to seek service or information, or to make a complaint?" (IF YES) "Was your most recent contact conducted in person, over the phone, by mail, or electronically by computer?"

	% MAKING CONTACT	METHOD OF CONTACT			
		Phone	In Person	Internet	Mail
2012	27%	79%	15%	5%	1%
2010	34	83	13	3	1
2008	34	75	14	11	0
2006	33	77	13	7	3
2004	32	78	12	5	5

2012 READING – % MAKING CONTACT

GENDER
Male   28%
Female   25

AGE
Under 35   20
35 to 49   25
50 to 64   35
65 or over   27

ETHNICITY
White   30
Minority   23

LENGTH OF RESIDENCE
Under 10   21
10 or over   28

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The primary reasons residents give for contacting the City are to report a crime (26%) or file a complaint about a neighbor (20%). Note the major decline in the crime reading and the major increase in the report a neighbor reading compared to the prior studies.

TABLE 3: REASON FOR LAST CONTACT

"What was the reason for your most recent contact?"

	2012	2010	2008	2006
Report a crime	26%	44%	36%	42%
File complaint about neighbor	20	6	10	12
Request trash/garbage pick-up information	14	16	8	8
Request repairs – roads, lights, water	9	7	9	5
Water service/information	9	5	5	8
Request social services	3	4	4	5
Public transportation information	2	3	5	1
Report mosquito problem	2	1	3	2
Blue Stake information	2	*	*	*
Home loan information	2	0	0	0
Burn day information	2	*	*	*
Animal control/dog pound	1	3	7	3
Building permit information	1	1	3	2
File housing/landlord dispute	1	1	2	1
Election information	1	0	*	1
Zoning issues	1	0	4	1
Parks/recreation information	0	2	2	3
Historic district information	0	2	*	*
All other	4	6	5	6
Don't recall	5	3	3	2

*Indicates % less than .5

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Those residents who had contacted the City were asked to evaluate their most recent contact on three variables. As may be seen on the following table, roughly two out of three residents or more indicate: 1) they were treated in a professional and courteous manner (87%); 2) their needs were handled in a timely fashion (75%, and; 3) they were promptly directed to the individual who could best respond to their needs (63%). Note that the treated professionally and promptly directed readings are down after recording positive increases in 2010.

TABLE 4: EVALUATION OF LAST CONTACT

"Thinking about your last contact with the City, would you strongly agree, agree, disagree or strongly disagree with each of the following statements?"

	Strongly Agree/ Agree	Disagree/ Strongly Disagree	Not Sure
I was treated in a professional and courteous manner	87%	11%	2%
My needs were handled in a timely fashion	75	25	0
I was promptly directed to the individual who could best respond to my needs	63	34	3

% AGREE

	2012	2010	2008	2006	2004
I was treated in a professional and courteous manner	87%	95%	86%	89%	86%
My needs were handled in a timely fashion	75	69	65	64	76
I was promptly directed to the individual who could best respond to my needs	63	81	70	70	78

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ATTITUDES ABOUT PHOENIX POLICE DEPARTMENT

A new question was added in the 2010 study which reveals that seven out of 10 residents or more have positive attitudes about the Department on a variety of issues:

– The Phoenix Police Department has a difficult job protecting the community (84% agree)
– I trust the Phoenix Police Department to do the right thing (79% agree)
– I have confidence in the Phoenix Police Department (77% agree)
– The Phoenix Police Department cares about people like me (77% agree)
– The Phoenix Police Department uses appropriate force in performing their duties (71% agree).

Several other issues receive positive response from roughly six out of 10 residents or more, while at the same time generating negative response from over 20 percent:

– The Phoenix Police Department treats all residents with respect (67% agree/23% disagree)
– The Phoenix Police Department is honest and open with the public (65% agree/24% disagree)
– The Phoenix Police Department treats all residents fairly regardless of race (57% agree/32% disagree).

Each of the above readings is little changed from 2010.

TABLE 5: ATTITUDES ABOUT PHOENIX POLICE DEPARTMENT

"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."

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure	TOTAL AGREE	
						2012	2010
The Phoenix Police Dept. has a difficult job protecting the community	27%	57%	10%	1%	5%	84%	87%
I trust the Phoenix Police Dept. to do the right thing	15	64	13	5	3	79	78
I have confidence in the Phoenix Police Dept.	17	60	16	4	3	77	79
The Phoenix Police Dept. cares about people like me	15	62	14	4	5	77	76
The Phoenix Police Dept. uses appropriate force in performing their duties	13	58	17	3	9	71	71
The Phoenix Police Dept. treats all residents with respect	14	53	18	5	10	67	66
The Phoenix Police Dept. is honest and open with the public	12	53	19	5	11	65	65
The Phoenix Police Dept. treats all residents fairly regardless of race	13	44	24	8	11	57	59

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OVERALL SATISFACTION WITH CITY PERFORMANCE

More than eight out of 10 Phoenix residents (87%) indicate they are either very satisfied (18%) or satisfied (69%) with the overall performance of the City in providing services. This figure is up from 83 percent in 2010 but the change does not reach the six points needed for statistical significance. The percentage of residents who profess dissatisfaction is ten percent.

Demographically, overall satisfaction with the City's performance does not drop below 83 percent within any population subgroup. These response patterns continue to indicate broad-based satisfaction among residents with the City's performance.

TABLE 6: OVERALL SATISFACTION WITH CITY PERFORMANCE

"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/ Satisfied	Dissatisfied/ Very Dissatisfied	Not Sure
2012	87%	10%	3%
2010	83	15	2
2008	88	10	2
2006	89	10	1
2004	91	8	1

2012 READING – DETAIL

	Very Satisfied/ Satisfied	Dissatisfied/ Very Dissatisfied	Not Sure
GENDER			
Male	88%	9%	3%
Female	86	11	3
AGE			
Under 35	88	9	3
35 to 49	85	13	2
50 to 64	88	9	3
65 or over	89	8	3
ETHNICITY			
White	90	7	3
Minority	83	15	2
LENGTH OF RESIDENCE			
Under 10	92	5	3
10 or over	86	12	2

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In a new question, residents were asked to evaluate the job the City has done managing its finances during our country's economic downturn. Here we find that 40 percent of residents offer a positive reading of excellent (9%) or good (31%), while 28 percent offer a fair reading and 26 percent a poor (19%) or very poor (7%) reading. Males, white residents and residents over 50 offer the most positive readings.

<div align="center">

TABLE 7: CITY'S EFFORTS IN MANAGING

DURING ECONOMIC DOWNTURN

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"As you are probably aware, over the past few years the United States and the City of Phoenix have faced the worst economy since the Great Depression in the 1930s. Do you feel the City has done an excellent, good, fair, poor or very poor job of managing its finances during this period?"

	Excellent/ Good	Fair	Poor/ Very Poor	Not Sure
TOTAL	40%	28%	26%	6%
GENDER				
Male	42	27	25	6
Female	38	29	28	5
AGE				
Under 35	39	27	27	7
35 to 49	35	30	30	5
50 to 64	44	29	23	4
65 or over	45	25	24	6
ETHNICITY				
White	43	29	22	6
Minority	35	27	33	5
LENGTH OF RESIDENCE				
Under 10	44	30	18	8
10 or over	39	27	29	5

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SATISFACTION WITH SELECTED CITY SERVICES

Phoenix residents were asked to indicate how satisfied they are with each of 30 services provided by the City using a ten-point scale, where one means the City is doing a poor job and 10 means it is doing an excellent job. As has been the case since the start of this series of studies, emergency medical response by the Fire Department (8.6) and fire protection in your area (8.6) receive the highest ratings. Also receiving a high ratings over 8.0 this year are garbage and recycling collection (8.2) and maintaining traffic signals and signs (8.1).

Also receiving very positive ratings are 16 additional services (compared to 12 in 2010) which receive satisfaction readings between 7.0 and 7.6:

● Library services in your area (7.6)
● Keeping our streets clean (7.6)
● Police protection in your area (7.6)
● Keeping parks in your area clean (7.6)
● Collection frequency of uncontainerized trash such as yard clippings (7.5)
● Handling street flooding during rains in your area (7.4)
● Preserving our mountains and deserts (7.4)
● Providing park and recreation programs in your area (7.4)
● Enforcing traffic laws on city streets (7.4)
● Operating wastewater plants in a way that protects the environment (7.4)
● Preserving historic Phoenix houses and other historic buildings (7.3)
● Providing city bus service (7.2)
● Providing drinking water which meets health and safety standards (7.1)
● Preserving residential neighborhoods (7.1)
● Requiring property owners to maintain their properties to minimum standards and enforcing cleanup ordinances (7.0)
● Providing services for the elderly such as housing and meals at home (7.0)

A third tier of eight City services receives satisfactory readings between 6.2 and 6.8:

● Providing art and cultural events and programs (6.8)
● Controlling cut-through traffic in your neighborhood (6.7)
● Street repair and maintenance (6.6)
● Crime prevention efforts in your area (6.6)
● Providing programs for youth (6.6)
● Countering gang activities (6.6)
● Preventing illegal dumping (6.5)
● Attracting new employers to the community and helping existing employers to grow (6.2)

Two of the 30 City services evaluated receive a satisfaction reading under 6.0.

● Providing services and housing for the poor and homeless (5.8)
● Providing job training and placement services for the unemployed (5.8)

"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."

	Low (1-4)	Moderate (5-6)	High (7-8)	Very High (9-10)	Not Sure	MEAN RATING
Emergency medical response by the Fire Dept.	3%	8%	23%	58%	8%	8.6
Fire protection in your area	2	8	28	57	5	8.6
Garbage and recycling collection	5	14	27	52	2	8.2
Maintaining traffic signals and signs	7	8	34	49	2	8.1
Library services in your area	10	17	28	42	3	7.6
Keeping our streets clean	8	22	29	40	1	7.6
Police protection in your area	9	20	31	39	1	7.6
Keeping the parks in your area clean	8	15	37	36	4	7.6
Collection frequency of uncontainerized trash such as yard clippings	12	17	27	40	4	7.5
Handling street flooding during rains in your area	13	16	30	37	4	7.4
Preserving our mountains and deserts	12	15	33	35	5	7.4
Providing parks and recreation programs in your area	8	21	32	32	7	7.4
Enforcing traffic laws on city streets	11	15	43	28	3	7.4
Operating wastewater plants in a way that protects the environment	7	19	27	28	19	7.4
Preserving historic Phoenix houses and other historic buildings	10	17	34	27	12	7.3
Providing city bus service in your area	16	18	22	38	6	7.2
Providing drinking water which meets health and safety standards	14	17	29	34	6	7.1
Preserving residential neighborhoods	13	20	38	24	5	7.1
Requiring property owners to maintain their properties to minimum standards and enforcing cleanup ordinances	16	18	31	29	6	7.0
Providing services for the elderly such as housing and meals at home	11	20	21	25	23	7.0
Providing art and cultural events and programs	16	22	30	25	7	6.8
Controlling cut-through traffic in your neighborhood	18	21	28	29	4	6.7
Street repair and maintenance	19	25	31	23	2	6.6
Countering gang activities	18	21	26	22	13	6.6
Providing programs for youth	17	20	27	21	15	6.6
Crime prevention efforts in your area	20	23	34	20	3	6.6
Preventing illegal dumping	17	25	20	24	14	6.5
Attracting new employers to the community and helping existing employers to grow	18	30	26	17	9	6.2
Providing services and housing for the poor and homeless	26	23	19	14	18	5.8
Providing job training and placement services for the unemployed	22	27	17	14	20	5.8

*Indicates % less than .5
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When the 2012 satisfaction ratings are compared to the 2010 ratings, we find that in four areas the ratings are up significantly (a .6 or more positive shift): attracting new employers (+1.1), elderly services (+.8), gangs programs (+.7), enforcing traffic laws (+.6). In the remaining 26 service areas, the ratings are unchanged (less than a .6 positive or negative shift). Compared to the 2002 ratings, five areas record significant positive change: enforcing traffic laws (+1.3), property maintenance standards (+.9), police protection (+.6), gang programs (+.6), and garbage recycling collection (+.6).

TABLE 9: HISTORICAL RATING OF CITY SERVICES

MEAN RATING

	2012	2010	2008	2006	2004	2002	'10-'12 Change	'02-'12 Change
PROTECTIVE SERVICES								
Emergency medical response	8.6	8.3	8.5	8.5	8.3	8.2	+.3	+.4
Fire protection	8.6	8.2	8.4	8.4	8.4	8.5	+.4	+.1
Police protection	7.6	7.3	7.0	7.2	7.2	7.0	+.3	+.6
Enforcing traffic laws	7.4	6.8	7.0	6.8	6.5	6.1	+.6	+1.3
Crime prevention efforts	6.6	6.4	6.6	6.4	6.4	6.5	+.2	+.1
Gang programs	6.6	5.9	6.1	6.1	6.0	6.0	+.7	+.6
TRANSPORTATION SERVICES								
Maintaining traffic signals	8.1	NA	NA	NA	NA	NA	NA	NA
Keeping streets clean	7.6	7.2	7.0	7.1	7.2	NA	+.4	NA
Street flooding	7.4	7.0	7.2	7.3	7.2	7.4	+.4	0
City bus service	7.2	7.0	7.0	7.1	7.1	7.0	+.2	+.2
Cut-through traffic	6.7	6.8	7.1	6.6	6.4	6.5	-.1	+.2
Street repair/maintenance	6.6	6.6	6.6	6.6	6.6	6.8	0	-.2
SOCIAL SERVICES								
Elderly services	7.0	6.2	6.5	6.8	6.7	6.5	+.8	+.5
Youth programs	6.6	6.2	6.5	6.6	6.6	6.3	+.4	+.3
Poor/homeless services	5.8	5.4	5.5	5.5	5.1	5.7	+.4	+.1
Job training/placement	5.8	5.3	5.8	5.9	5.5	5.8	+.5	0
ENVIRONMENTAL SERVICES								
Garbage/recycling collection	8.2	8.2	8.0	8.0	7.8	7.6	0	+.6
Uncontainerized trash collection	7.5	7.5	7.5	7.2	7.1	7.2	0	+.3
Preserving mountains/deserts	7.4	7.6	7.7	7.1	6.9	7.0	-.2	+.4
Wastewater plants	7.4	7.1	7.1	7.3	7.3	7.3	+.3	+.1
Safe drinking water	7.1	6.8	7.4	7.0	6.9	6.8	+.3	+.3
Preventing illegal dumping	6.5	6.1	6.3	6.1	6.1	6.0	+.4	+.5
PARKS AND RECREATION SERVICES								
Library services	7.6	7.7	7.9	7.9	7.7	7.9	-.1	-.3
Keeping the parks in your area clean	7.6	7.5	8.0	–	–	NA	+.1	NA
Parks/recreation programs	7.4	7.0	6.9	7.0	7.0	6.9	+.4	+.5
Art/cultural events/programs	6.8	6.7	6.9	6.9	6.8	6.9	+.1	-.1
ECONOMIC DEVELOPMENT SERVICES								
Attracting new employers	6.2	5.1	6.3	6.8	6.3	6.7	+1.1	-.5
NEIGHBORHOOD PRESERVATION SERVICES								
Preserving historic buildings	7.3	7.1	7.0	7.1	7.1	NA	+.2	NA
Preserving neighborhoods	7.1	6.6	6.6	6.7	6.8	6.6	+.5	+.5
Property maintenance standards	7.0	6.5	6.3	6.5	6.4	6.1	+.5	+.9

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CITY SPENDING PRIORITIES

After residents had evaluated each of the 30 service areas under consideration, they were asked to indicate whether they would or would not be willing to pay more to improve each of them. Nine services are mentioned by at least six out of 10 residents as areas where they would be willing to pay more:

- Crime prevention efforts (69%)
- Emergency medical response (66%)
- Elderly services (65%)
- Youth programs (65%)
- Job training and placement services for the unemployed (64%)
- Poor and homeless services (62%)
- Countering gang activities (61%)
- Provide safe drinking water (61%)
- Police protection (60%)

It should be noted that the nine service spending priorities listed above include four of the six protective service categories tested and all of the four social service categories tested. This pattern clearly reveals the high priority which residents give these service areas.

On the other end of the spectrum, the following eight services receive the lowest spending priority readings with at least 50 percent or more of residents indicating they would not be willing to pay more for each.

- Uncontainerized trash collection (66%)
- Street flooding (65%)
- Cut-through traffic (64%)
- Preserving historic Phoenix houses and other historic buildings (55%)
- Garbage and recycling collection (53%)
- Maintaining traffic signals (53%)
- Property maintenance standards (50%)
- Art/cultural events/programs (50%)

Of particular interest in this year's findings is the fact that, compared to 2010, in every case the volume of residents who are willing to pay more minus those who are not willing to pay more (net more/less) has declined (on 24 services significantly: 7 points or more).

"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."

	Willing To Pay More	Not Willing To Pay More	Not Sure	NET MORE/(LESS)[1]		'10-'12 CHANGE
				2012	2010	
Crime prevention efforts	69%	28%	3%	41%	43%	-2
Elderly services	65	30	5	35	48	-13
Emergency medical response	66	32	2	34	42	-8
Youth programs	65	31	4	34	53	-19
Job training/placement	64	31	5	33	50	-17
Countering gang activities	61	32	7	29	50	-21
Poor/homeless services	62	34	4	28	50	-22
Safe drinking water	61	38	1	23	34	-11
Police protection	60	37	3	23	38	-15
Parks/recreation programs	59	36	5	23	35	-12
Attracting new employers	59	38	3	21	27	-6
Fire protection	58	37	5	21	26	-5
Wastewater plants	53	41	6	12	18	-6
Keeping parks clean	54	43	3	11	17	-6
Keeping streets clean	53	43	4	10	18	-8
Library services	52	44	4	8	15	-7
Preserving mountains/deserts	51	46	3	5	9	-4
Preserving neighborhoods	50	45	5	5	10	-5
Street repair/maintenance	48	48	4	0	8	-8
Preventing illegal dumping	47	48	5	(1)	20	-21
Enforcing traffic laws	47	49	4	(2)	11	-13
Art/cultural events/programs	47	50	3	(3)	3	-6
Property maintenance standards	46	50	4	(4)	21	-25
City bus service	44	49	7	(5)	5	-10
Garbage/recycling collection	42	53	5	(11)	(1)	-10
Maintaining traffic signals	42	53	5	(11)	NA	NA
Preserving historic buildings	40	55	5	(15)	(14)	-1
Cut-through traffic	32	64	4	(32)	(24)	-8
Street flooding	31	65	4	(34)	(20)	-14
Uncontainerized trash collection	30	66	4	(36)	(16)	-20

[1]Willing to pay more minus not willing
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Next in this section we present a Priority Spending Index. This Index correlates the earlier discussed service satisfaction ratings with residents' willingness to pay more for improved service. The effect of this Index is that it affords higher spending priority to those services that receive lower satisfaction readings.

As may be seen in the following table, the result of this exercise is a reordering of the top 10 spending priorities from Table 10 with job training/placement (110.3) and poor/homeless services (106.9) receiving the highest Index reading, followed by crime prevention efforts (104.5). Also notice that since 2010, no Index increases are recorded, while decreases are recorded for each service tested. Additionally, when the current readings are compared with those from 2002, in only one case, "attracting new employers" is an increase recorded (+16.1).

TABLE 11: PRIORITY SPENDING INDEX

	1-10 Rating	Willing To Pay More	PRIORITY SPENDING INDEX				'10-'12 Change	'02-'12 Change
			2012	2010	2008	2002		
Job training/placement	5.8	64%	110.3	137.7	115.5	118.9	-27.4	- 8.6
Poor/homeless services	5.8	62	106.9	137.0	130.9	122.8	-30.1	-15.9
Crime prevention efforts	6.6	69	104.5	109.4	115.2	126.2	-4.9	-21.7
Youth programs	6.6	65	98.5	121.0	109.2	127.0	-22.5	-28.5
Attracting new employers	6.2	59	95.2	121.6	85.7	79.1	-26.4	+16.1
Elderly services	7.0	65	92.9	117.7	118.5	116.9	-24.8	-24.0
Countering gang activities	6.6	61	92.4	123.7	121.3	131.7	-31.3	-39.3
Safe drinking water	7.1	61	85.9	97.1	94.6	107.4	-11.2	-21.5
Parks/recreation programs	7.4	59	79.7	94.3	100.0	102.9	-14.6	-23.2
Police protection	7.6	60	78.9	93.2	101.4	112.9	-14.3	-34.0
Emergency medical response	8.6	66	76.7	84.3	83.5	85.4	-7.6	- 8.7
Street repair/maintenance	6.6	48	72.7	80.3	93.9	94.1	-7.6	-21.4
Preventing illegal dumping	6.5	47	72.3	95.1	100.0	113.3	-22.8	-41.0
Wastewater plants	7.4	53	71.6	80.3	95.8	93.2	-8.7	-21.6
Keeping parks clean	7.6	54	71.1	77.3	76.3	NA	-6.2	NA
Preserving neighborhoods	7.1	50	70.4	80.3	86.4	93.9	-9.9	-23.5
Keeping streets clean	7.6	53	69.7	80.6	85.7	NA	-10.9	NA
Art/cultural events/programs	6.8	47	69.1	74.6	76.8	76.8	-5.5	- 7.7
Preserving mountains/deserts	7.4	51	68.9	69.7	80.5	94.3	-.8	-25.4
Library services	7.6	52	68.4	74.0	65.8	78.5	-5.6	-10.1
Fire protection	8.6	58	67.4	75.6	79.8	87.1	-8.2	-19.7
Property maintenance standards	7.0	46	65.7	90.8	88.9	101.6	-25.1	-35.9
Enforcing traffic laws	7.4	47	63.5	79.4	81.4	109.8	-15.9	-46.3
City bus service	7.2	44	61.1	72.9	80.0	81.4	-11.8	-20.3
Preserving historic buildings	7.3	40	54.8	56.3	68.6	NA	-1.5	NA
Maintaining traffic signals	8.1	42	51.9	NA	NA	NA	NA	NA
Garbage/recycling collection	8.2	42	51.2	59.8	63.8	69.7	-8.6	-18.5
Cut-through traffic	6.7	32	47.8	54.4	63.4	80.0	-6.6	-32.2
Street flooding	7.4	31	41.9	55.7	55.6	54.1	-13.8	-12.2
Uncontainerized trash collection	7.5	30	40.0	54.7	64.0	66.7	-14.7	-26.7

Calculation: Willing to pay more divided by rating
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QUALITY OF LIFE IN THE CITY OF PHOENIX

Phoenix residents continue to rate the quality of life in Phoenix quite highly, with over two out of three residents (69%) indicating it is either excellent (16%) or good (53%). In comparison, 26 percent of residents rate the quality of life as fair, while five percent rate it in negative terms (poor/very poor). The current level of positive response has remained relatively consistent since 2004.

When residents' attitudes about the quality of life in Phoenix are analyzed based on demographic subgroup, we find a couple of interesting differences between subgroups. For example, as in the past, positive impressions tend to increase with age, and white residents reveal a more positive impression about the quality of life in the City than do minority residents (72% vs. 64%).

<u>TABLE 12: QUALITY OF LIFE IN THE CITY OF PHOENIX</u>

"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/ Good	Fair	Poor/ Very Poor	Not Sure
2012	69%	26%	5%	*%
2010	64	26	10	*
2008	67	28	5	*
2006	70	24	5	1
2004	70	25	5	*

<u>2012 READING – DETAIL</u>

	Excellent/ Good	Fair	Poor/ Very Poor	Not Sure
<u>GENDER</u>				
Male	70%	26%	4%	*%
Female	68	27	5	*
<u>AGE</u>				
Under 35	55	38	7	0
35 to 49	72	25	3	0
50 to 64	72	22	6	*
65 or over	82	14	4	*
<u>ETHNICITY</u>				
White	72	24	4	*
Minority	64	30	6	0
<u>LENGTH OF RESIDENCE</u>				
Under 10	64	25	11	0
10 or over	70	26	4	*

*Indicates % less than .5

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Residents were next asked to indicate the single most important problem the City should be working on to solve in their neighborhood. As Table 13 indicates, crime-related issues (26%) continue to lead the responses followed by transportation issues (13%). Each of these issues is little changed from 2010. No other problems register a two-digit reading.

TABLE 13: MOST IMPORTANT PROBLEMS
CITY SHOULD BE WORKING TO SOLVE

"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?"

	2012	2010	2008	2006	2004
CRIME	26%	22%	32%	33%	34%
Crime, too much	7	3	9	11	9
Robberies	6	6	5	5	8
Need more police	5	2	3	3	3
Drugs	3	4	4	7	6
Gangs	3	4	2	3	5
Car theft/jacking	1	1	1	2	3
Other responses	2	2	8	5	3
TRANSPORTATION	13	15	20	23	26
Street/road conditions	4	5	3	4	2
Traffic congestion	3	3	4	7	9
Lack of public transit	3	2	5	4	6
Bad drivers, red light runners	1	3	1	4	6
Other responses	2	4	8	5	4
Lack of social services	6	4	3	4	3
Economy/jobs/unemployment	5	10	2	2	3
Education	5	5	3	3	4
Trash/litter/graffiti	3	8	5	8	5
Environment/pollution	3	2	4	4	5
Illegal immigration	2	6	7	7	1
Neighborhood maintenance	2	2	2	4	4
Parks and recreation	1	2	2	1	1
Uncontrolled growth	1	1	1	2	2
All other responses	5	4	3	3	6
No problems	19	12	10	11	8
Not sure	6	8	8	9	7

Totals exceed 100% due to multiple responses

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In a related question, residents were asked if each of 10 issues was a major, a minor, or not a problem in their neighborhood. As may be seen, air pollution is viewed as the primary problem facing neighborhoods with 33 percent of residents rating it a major problem. Two additional problems are rated as major problems by roughly one out of four residents – drug activity (28%) and graffiti (24%).

TABLE 14: EVALUATION OF SELECTED
NEIGHBORHOOD PROBLEMS

"Next, would you say the following things are major problems, minor problems, or not problems in your neighborhood?"

	Major	Minor	Not A Problem	Not Sure
Air pollution	33%	30%	35%	2%
Drug activity	28	26	40	6
Graffiti	24	38	38	*
Juvenile crime	21	38	37	4
Traffic congestion	19	34	46	1
Houses and yards that are not well maintained	17	38	44	1
Traffic cutting through neigh- borhood streets	16	34	49	1
Vacant lots	13	32	54	1
Signs on utility poles for things like yard sales or model homes	9	31	58	2
Interference from industrial or commercial operations	5	30	63	2

*Indicates % less than .5

~~~~~~~~~~~~~~~~

When the current readings are compared to those recorded in 2010, we find positive (albeit not statistically significant) improvement in three areas – air pollution, graffiti and juvenile crime.

TABLE 15: EVALUATION OF SELECTED
NEIGHBORHOOD PROBLEMS – DETAIL

% "MAJOR" PROBLEM

	2012	2010	2008	2006	2004	'10 - '12 CHANGE
Air pollution	34%	38%	49%	46%	42%	-4
Drug activity	28	28	32	38	29	0
Graffiti	24	29	32	31	19	-5
Juvenile crime	21	27	31	34	26	-6
Traffic congestion	19	20	28	37	31	-1
Houses and yards that are not well maintained	17	20	24	21	22	-3
Traffic cutting through neighborhood streets	16	16	19	24	20	0
Vacant lots	13	12	12	14	9	+1
Signs on utility poles for things like yard sales or model homes	9	12	13	13	11	-3
Interference from industrial or commercial operations	5	8	9	9	8	-3

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STEPS CITY COULD TAKE TO MAKE PHOENIX MORE LIVEABLE

Similar to prior years, the main thing residents believe the City could do to make Phoenix a more liveable community is to improve the transportation system (18%) followed by improving the economy (14%) and reducing crime (12%).

TABLE 16: STEPS CITY COULD TAKE
TO MAKE PHOENIX MORE LIVEABLE

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

	2012	2010	2008	2006	2004
IMPROVE THE TRANSPORTATION SYSTEM	18%	18%	26%	24%	23%
Public transit/light rail – extend	10	11	14	11	11
Freeways	3	1	2	4	5
Fix roads – pot holes	2	3	2	1	1
Traffic congestion	2	2	4	5	4
Other responses	2	4	4	5	5
Improve the economy/jobs	14	16	9	5	6
Reduce crime	12	12	16	17	18
Protect environment – air pollution, conserve water	8	8	12	6	8
Improve social services	7	4	2	4	5
Improve parks/recreation	6	6	4	4	4
Improve education	4	5	3	3	4
Better government – listen to the people	3	7	3	3	2
Reduce illegal immigration	3	7	4	5	2
Lower taxes	3	3	2	1	2
Improve city services	2	3	1	2	1
Revitalize – downtown, vacant lots, run down areas	2	2	*	4	7
Slow growth – control	2	3	6	6	9
Expand cultural opportunities	1	1	2	1	1
Miscellaneous	2	3	1	3	5
Nothing – doing fine	17	8	10	8	5
Not sure	11	12	14	20	17

Totals exceed 100% due to multiple response
*Indicates % less than .5
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Residents were next read a description of community-based policing and asked to evaluate the job the Phoenix Police Department is doing operating the philosophy in their neighborhood. As Table 17 reveals, residents are very favorable in their evaluation with 66 percent rating the Police Department either excellent (22%) or good (44%) and only 11 percent rating it poor (7%) or very poor (4%). The positive readings for community-based policing have remained relatively constant since 2000.

TABLE 17: ATTITUDES ABOUT COMMUNITY-BASED POLICING

"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/ Good	Fair	Poor/ Very Poor	Not Sure
2012	66%	18%	11%	5%
2010	64	18	12	6
2008	66	20	8	6
2006	68	19	7	6
2004	70	19	4	7

2012 READING – DETAIL

	Excellent/ Good	Fair	Poor/ Very Poor	Not Sure
GENDER				
Male	68%	15%	13%	4%
Female	63	20	11	6
AGE				
Under 35	66	15	17	2
35 to 49	63	22	12	3
50 to 64	60	20	9	11
65 or over	79	9	7	5
ETHNICITY				
White	68	18	8	6
Minority	64	16	17	3
LENGTH OF RESIDENCE				
Under 10	66	21	9	4
10 or over	66	17	12	5

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Continuing with this line of questioning, we find that 30 percent of residents have had contact with a Phoenix police officer in the past 12 months and that 75 percent of these residents rate their contact as positive.

TABLE 18: CONTACT WITH
PHOENIX POLICE DEPARTMENT

"During the past 12 months, have you had any contact with a City of Phoenix police officer?"

	2012	2010
Yes	30%	35%
No	70	65
	100%	100%

(AMONG THOSE HAVING CONTACT)

"Would you rate your last contact with a City of Phoenix police officer as very positive, positive, negative or very negative?"

	2012	2010
Very positive	37%	29%
Positive	38	52
Negative	18	13
Very negative	7	6
	100%	100%

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Residents also were asked about safety in their neighborhood. Here we find that 44 percent of residents believe their neighborhood is safer than other neighborhoods in Phoenix, while an equal percentage (44%) believe safety in their neighborhood is on par with other Phoenix neighborhoods. In comparison, only 11 percent of residents believe their neighborhood is not as safe as other Phoenix neighborhoods. Compared to 2010, a decrease of nine points is recorded in the "safer" reading (44% vs. 53%) and a compensating increase of nine points is recorded in the "about same" reading (44% vs. 35%). Of particular interest is the fact that the "not as safe" reading has remained relatively constant over the past three study cycles.

Demographically, white residents and those 50 or over offer the highest "safer" readings.

TABLE 19: ATTITUDES ABOUT
NEIGHBORHOOD SAFETY

"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	About Same	Not as Safe	Not Sure
2012	44%	44%	11%	1%
2010	53	35	11	1
2008	49	37	10	4
2006	40	41	16	3
2004	46	39	11	4

2012 READING – DETAIL

	Safer	About Same	Not as Safe	Not Sure
GENDER				
Male	42%	45%	12%	1%
Female	47	42	10	1
AGE				
Under 35	43	47	10	0
35 to 49	35	52	13	0
50 to 64	53	34	11	2
65 or over	52	33	13	2
ETHNICITY				
White	52	36	11	1
Minority	31	57	11	1
LENGTH OF RESIDENCE				
Under 10	40	54	5	1
10 or over	46	40	13	1

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In a related question, 42 percent of residents indicate their neighborhood participates in a Block Watch or similar crime prevention program which is down from 50 percent in 2010. Seven out of 10 residents (73%) participating in crime prevention programs feel they are effective in reducing crime, up seven points from 66 percent in 2010.

TABLE 20: PARTICIPATION IN BLOCK WATCH

"Does your neighborhood participate in a Block Watch or other similar crime reduction program?"

	% YES				
	2012	2010	2008	2006	2004
TOTAL	42%	50%	51%	45%	46%
AGE					
Under 35	27	48	49	27	36
35 to 49	43	49	49	51	47
50 to 64	51	54	59	52	51
65 or over	55	48	48	59	54
ETHNICITY					
White	47	53	54	58	48
Minority	36	46	46	29	42

(AMONG THOSE WHO PARTICIPATE)

"Do you feel it is effective in reducing crime in your neighborhood?"

	2012	2010	2008	2006	2004
Yes	73%	66%	80%	78%	70%
No	15	26	14	15	19
Not sure	12	8	6	7	11
	100%	100%	100%	100%	100%

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The most commonly relied on source of information about the City of Phoenix is the Internet with an "a lot" reading of 49 percent – up from only 16 percent in 2004. This marks the first time in this series of studies that the Internet outpaces local television (42% a lot) as the primary source. This year's readings also reveal the continuing decline of newspapers as a source of City information (40% a lot in 2004, 25% today). Also note that some major variations exist between the various demographic subgroups.

<u>TABLE 21: SOURCES OF INFORMATION</u>

"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?"

<u>2012 READING – % A LOT</u>

	A Lot	Some	Only A Little	Not At All	A LOT 2010	2008	2006	2004
The Internet	49%	22%	10%	19%	39%	36%	22%	16%
Television programs	42	21	19	18	45	44	48	48
Newspapers	25	19	17	39	28	30	32	40
Radio news programs	23	27	17	33	22	30	30	29

*Indicates percent less than .5

<u>2012 READING – % A LOT</u>

	Internet	Tele-vision	News-papers	Radio
<u>TOTAL</u>	49%	42%	25%	23%
GENDER				
Male	42	36	22	20
Female	55	47	28	25
AGE				
Under 35	70	46	23	26
35 to 49	49	35	14	25
50 to 64	39	38	32	19
65 or over	23	53	39	17
ETHNICITY				
White	46	35	26	21
Minority	56	52	23	27
LENGTH OF RESIDENCE				
Under 10	60	32	19	21
10 or over	46	44	26	23

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USE OF CITY'S WEB SITE

Forty-seven percent of residents indicate they have used the City's web site – up from 44 percent in 2010. The data also reveals that the City's web site receives positive readings from users with 73 percent giving it a rating of seven or more on a 10-point scale.

TABLE 22: USE OF CITY'S WEB SITE

"Have you ever used phoenix.gov, the City's web site, to obtain information or conduct business with the City?" (IF YES): "On a 10 point scale where 1 means poor and 10 means excellent, how would you rate the City's web site?"

AMONG USERS

	% USING	Low (1-4)	Mod- erate (5-6)	High (7-8)	Very High (9-10)	Not Sure	MEAN RATING
2012	47%	11%	16%	51%	22%	*%	7.1
2010	44	9	18	45	27	1	7.4
2008	51	4	28	40	26	2	7.3
2006	36	6	22	45	26	1	7.3
2004	34	9	23	51	16	1	7.0

2012 READING – % USING

GENDER
Male   49%
Female   44

AGE
Under 35   49
35 to 49   42
50 to 64   59
65 or over   31

ETHNICITY
White   49
Minority   43

LENGTH OF RESIDENCE
Under 10   43
10 or over   48

*Indicates % less than 1

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The research also reveals that residents' main reason for visiting the site is to get water bill information or pay a water bill (19%). This reading is little changed from 21 percent in 2010. Ninety-four percent of residents indicate they were able to find what they were looking for the last time they visited the City's web site – up sharply from 83 percent in 2004.

TABLE 23: REASONS FOR VISITING
CITY'S WEB SITE

"For what purpose did you last visit the City's web site?"

	2012	2010	2008	2006	2004
Water bill information/pay bill	19%	21%	12%	9%	12%
Request trash pickup	11	10	10	7	12
Employment information	7	7	12	14	14
Parks and recreation	7	2	6	4	3
Entertainment – concerts, theatres, arts	6	8	8	2	2
Tax forms/information	6	6	3	5	4
Phone numbers/addresses	5	1	*	1	1
Building permit	4	4	3	7	3
Neighborhood services	4	3	1	2	2
Court records/jury duty	4	1	4	6	7
Police information	3	6	3	3	1
Social services	3	1	4	6	1
Property/zoning	2	4	2	2	5
Public transit	2	1	3	2	1
Business license	2	*	2	1	2
Library information	1	4	*	3	5
City elections	1	2	1	4	3
Report repairs need	1	2	*	*	0
Graffiti cleanup	1	1	*	1	2
Animal control	1	1	*	*	*
Schools/education	0	0	2	0	3
All others with mentions	12	12	14	12	14
Don't recall	7	9	12	13	14

Total exceeds 100% due to multiple responses
* Indicates % less than .5

"Were you able to find what you were looking for on your last visit?"

	2012	2010	2008	2006	2004
Yes	94%	97%	90%	92%	83%
No	6	3	10	8	17
	100%	100%	100%	100%	100%

~~~~~~~~~~~~~~~~

Residents were queried about their awareness of a City ordinance designed to help neighborhoods fight blight and require owners to keep up their property. Fifty-two percent of residents indicate they are aware of the ordinance, which is unchanged from 51 percent in 2010.

Those aware of the ordinance were asked a follow-up question regarding how well they felt the ordinance is working in their neighborhood. Here we find that more than eight out of 10 residents (84%) believe the ordinance is working either very well (36%) or fairly well (48%), while 11 percent believe it is either not working too well (5%) or not at all (6%). The percent of residents who believe the ordinance is working well (very/fairly) has increased from 77 percent in 2008.

TABLE 24: AWARENESS OF AND ATTITUDES
TOWARD NEIGHBORHOOD ORDINANCES

"Next, were you aware that the City of Phoenix has an ordinance to help neighborhoods reduce blight and require owners to keep up their property, or not?"

"How well would you say these ordinances are working in your neighborhood – very well, fairly well, not too well or not well at all?"

EVALUATION AMONG THOSE AWARE

	PERCENT AWARE	Very Well	Fairly Well	Not Too Well	Not Well At All	Not Sure	TOTAL WELL[1]
2012	52%	36%	48%	5%	6%	5%	84%
2010	51	43	41	11	4	1	84
2008	64	30	47	15	6	2	77
2006	64	33	48	12	6	1	81
2004	55	29	46	15	6	4	75

2012 READING – % AWARE

GENDER
Male	53%
Female	51

AGE
Under 35	41
35 to 49	55
50 to 64	52
65 or over	64

ETHNICITY
White	54
Minority	48

LENGTH OF RESIDENCE
Under 10	29
10 or over	58

[1]Very Well + Fairly Well

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49

The 47 percent of residents who have visited Sky Harbor International Airport in the past 12 months were asked to evaluate the airport on 11 different factors using a one-to-ten scale. As may be seen on the next table, Sky Harbor receives a very positive reading with an overall rating of 8.4 with 83 percent of residents offering a rating of seven or higher. The specific factors receiving the highest positive readings are convenient airport location (8.5), clean and well-supplied restrooms (8.5) and overall cleanliness of airport terminals (8.4). On the flip side, Sky Harbor receives its lowest ratings on high quality food and beverages at reasonable prices (6.0) and quality retail merchandise at reasonable prices (6.0).

The 2012 readings are not comparable to those from the 2010 study since the 2010 readings were of all residents, not just those who had visited in the past 12 months.

TABLE 25: EVALUATION OF SKY HARBOR
INTERNATIONAL AIRPORT

"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. . .?"

	Low (1-4)	Moderate (5-6)	High (7-8)	Very High (9-10)	Not Sure	MEAN RATING
A convenient airport location	5%	9%	27%	56%	3%	8.5
Clean/well-supplied restrooms	2	8	37	50	3	8.5
Overall cleanliness of Airport terminals	4	10	27	58	1	8.4
Overall rating of Sky Harbor International Airport	**3**	**8**	**37**	**50**	**2**	**8.4**
Courteous and knowledgeable airport employees	5	6	37	47	5	8.2
Availability of taxis, limousines and shuttle services	3	9	34	39	15	8.2
Frequency and quality of shuttle bus service between terminals, parking lots and the rental car center	7	7	33	33	20	7.9
Clear and understandable directional signs on the airport roadway system	15	10	27	46	2	7.5
Ease and availability of parking facilities at reasonable prices	13	21	32	25	9	6.8
Quality retail merchandise at reasonable prices	24	25	22	16	13	6.0
High quality food and beverages at reasonable prices	24	30	20	22	4	6.0

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Two out of three Phoenix residents (66%) believe downtown Phoenix has become either much better (31%) or a little better (35%) over the past few years. The overall change for the better reading of 66 percent is up from 62 percent in 2010.

The downtown area receives its highest better readings from residents 35 to 64.

TABLE 26: CHANGES IN DOWNTOWN PHOENIX

"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	Little Better	About The Same	Worse	Not Sure	TOTAL BETTER[1]
2012	31%	35%	20%	6%	8%	66%
2010	23	39	18	12	8	62
2008	32	34	17	5	12	66
2006	30	34	17	9	10	64
2004	33	31	16	9	11	64

2012 READING – % BETTER

GENDER
Male   64%
Female   67

AGE
Under 35   64
35 to 49   72
50 to 64   71
65 or over   48

ETHNICITY
White   65
Minority   66

LENGTH OF RESIDENCE
Under 10   62
10 or over   66

[1]Much Better + Little Better

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Seven out of 10 Phoenix residents (68%) are aware of the City's sustainability efforts with 20 percent indicating they know "a lot." These figures are little changed from 2010.

TABLE 27: AWARENESS OF CITY'S
SUSTAINABILITY EFFORTS

"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	A Little	Nothing
TOTAL	– 2012	20%	48%	32%
	– 2010	14	56	30
	– 2008	15	54	31

	2012 READING – % A LOT/ A LITTLE
TOTAL	68%
GENDER	
Male	64
Female	72
AGE	
Under 35	71
35 to 49	59
50 to 64	73
65 or over	72
ETHNICITY	
White	71
Minority	64
LENGTH OF RESIDENCE	
Under 10	60
10 or over	70

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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. Both residential landlines (68%) and cell telephones (32%) were included in the study.

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 2012 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.

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

SAMPLE PROFILE

GENDER
Male	51%
Female	49
	100%

AGE
Under 35	29%
35 to 49	31
50 to 64	24
65 or over	16
	100%

ETHNICITY
White	61%
Hispanic	27
Black	7
Asian American	3
American Indian	2
	100%

LENGTH OF RESIDENCE
Under 10	21%
10 or more	79
	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   Male...1
                                HEAD, RE-INTRODUCE YOURSELF AND   Female...2
                                CONTINUE. IF NONE AVAILABLE,
                                ARRANGE CALLBACK.

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   Strongly agree...1
    disagree with the following statement, "Overall, Phoenix is a good place to live."   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...1
    excellent, good, fair, poor, or very poor?   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 ten where one means you think the city is doing a poor job and ten 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 ten 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)

		Q5 Service Rating	Q5a Pay More		
	City Service		Would	Would Not	Not Sure
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.	Maintaining traffic signals and signs		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

6a. As you are probably aware, over the past few years the United States and the City of Phoenix have faced the worst economy since the Great Depression in the 1930s. Do you feel the City has done an excellent, good, fair, poor or very poor job of managing its finances during this period?

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

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	Dis-agree	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, have you visited Phoenix Sky Harbor International Airport in the past 12 months?

(GO TO Q9a) Yes...1
(GO TO Q10) No...2
Not sure...3

9a. (**SQ**) On a ten 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 Agree	Agree	Dis-Agree	Strongly Disagree	Not 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 reduce 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, neighborhood association 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 improving your neighborhood and reducing crime?

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. And finally, 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

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 #: _____   _____

FROM SAMPLE: _____   ZIP CODE   _____