



2003 City Services Satisfaction Survey

Final Report

CONFIDENTIAL

**Prepared For:
CITY OF ARLINGTON**

**Study #030641
December 2003**

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BACKGROUND AND OBJECTIVES

This is the fourth wave of an annual survey among City of Arlington residents to measure satisfaction with city services. The first wave was conducted in December 2000, the second wave in December 2001, and the third wave in November 2002. The purpose of the survey is to assess citizens' current perceptions of city services, to identify areas where the City is perceived as doing well and areas where improvement may be needed, and to monitor the effectiveness of the City's efforts to improve services. Information gathered from this fourth wave of interviews will also be used in planning and budgeting for 2004.

METHODS

A total of 505 telephone interviews were conducted among residents within Arlington city limits. Within this sample, quotas were set for gender, age and zip code to ensure an accurate representation of the city's population. Random-digit sampling was used primarily. (Some supplemental purchased listed sample was used to fill quotas in a few zip codes that are difficult to target using random-digit sampling.)

All respondents were age 18 or over and live within Arlington city limits, excluding Dalworthington Gardens and Pantego. Half were male and half were female.

All interviewing was done on computers. Dates of interviewing were November 5 through November 16, 2003.

A copy of the questionnaire, along with further discussion of data collection and data processing procedures, is presented in the Appendix.

USE OF DECISION ANALYST, INC. NAME

Prior written approval from Decision Analyst, Inc. is required for the use of its ***name*** in connection with any public release of research data, the substantiation of any advertising claims, and/or the use of research data as evidence in any legal proceedings or litigation.

EXECUTIVE SUMMARY

Consistently, Arlington residents give the city a very positive rating as a place to live overall, in terms of quality of life (82% rated “good” or “excellent”). The overall rating of quality of life in Arlington remains about the same as last year, but still has declined significantly from the highest rating of 89% in 2000.

City Services. Specific city services generally receive high overall ratings, with about half of the services rated receiving a top-two rating (“good” or “excellent”) of 80% or higher. Consistent with previous years, the fire department continues to receive the highest ratings among city services, followed by libraries, water services, ambulance, parks, garbage, police, and recycling collection. Services receiving the lowest ratings are street maintenance (which has traditionally been rated low) and management of traffic flow (a new measure added in 2003), which suggest that residents see much room for improvement in these areas.

Overall ratings of city services are generally similar to previous years, but several areas showed significant improvement from 2002. Among areas showing improvement were fire services, water services, recycling collection, code enforcement, and park & ride services. The only area of notable decline was athletic facilities, which decreased only slightly in 2003 but continued a three-year decline. Other specific ratings showing significant positive changes from 2002 include:

- Rating of visibility of police increased from 2002.
- Rating of community education services provided by the fire department increased from 2002.
- Rating of medians and right-of-ways increased from 2002.
- Mention of “too much construction” as a problem declined from 2002.

City Facilities. City facilities most likely to be used by residents or their household members are parks (visited or used by 81% of resident households), libraries (69%) and recreation centers (40%). Most city facilities generally receive high ratings from people who used them, while the Arlington Animal Services Center and Arlington Municipal Court are seen as having some room for improvement in various measures.

EXECUTIVE SUMMARY (Cont.)

In general, ratings of city facilities in 2003 appear to be consistent with prior years' measures. However, a significant increase was seen in overall rating of Arlington landfill among users.

Communications With The City. There has been a significant increase from 2002 in rating of "providing citizen access or input to government," although the overall level suggests that Arlington residents continue to feel the need for improvement in this area. Residents also continue to rate the City moderately high on effort to communicate with the public.

About one-third of residents (34%) report having had contact with the City of Arlington by telephone in the past 12 months, and about one out of five (22%) say they have had in-person contact with the City. Of the various methods of contact, the telephone has declined significantly from last year, while email and city council meeting have increased significantly.

Slightly less than half of residents (45%) say they have visited the City of Arlington's website in the past year, which is a significant increase from last year and continues a four-year upward trend. Most of the City website visitors rate the website as "good" or "excellent" in terms of usefulness (86%), which represents a significant improvement from the previous years.

Consistent with previous years, the vast majority of residents continue to feel it is somewhat or very important for citizens to be able to receive information about the City by Internet (90%), and to be able to conduct business with the City by Internet (88%).

DETAILED FINDINGS

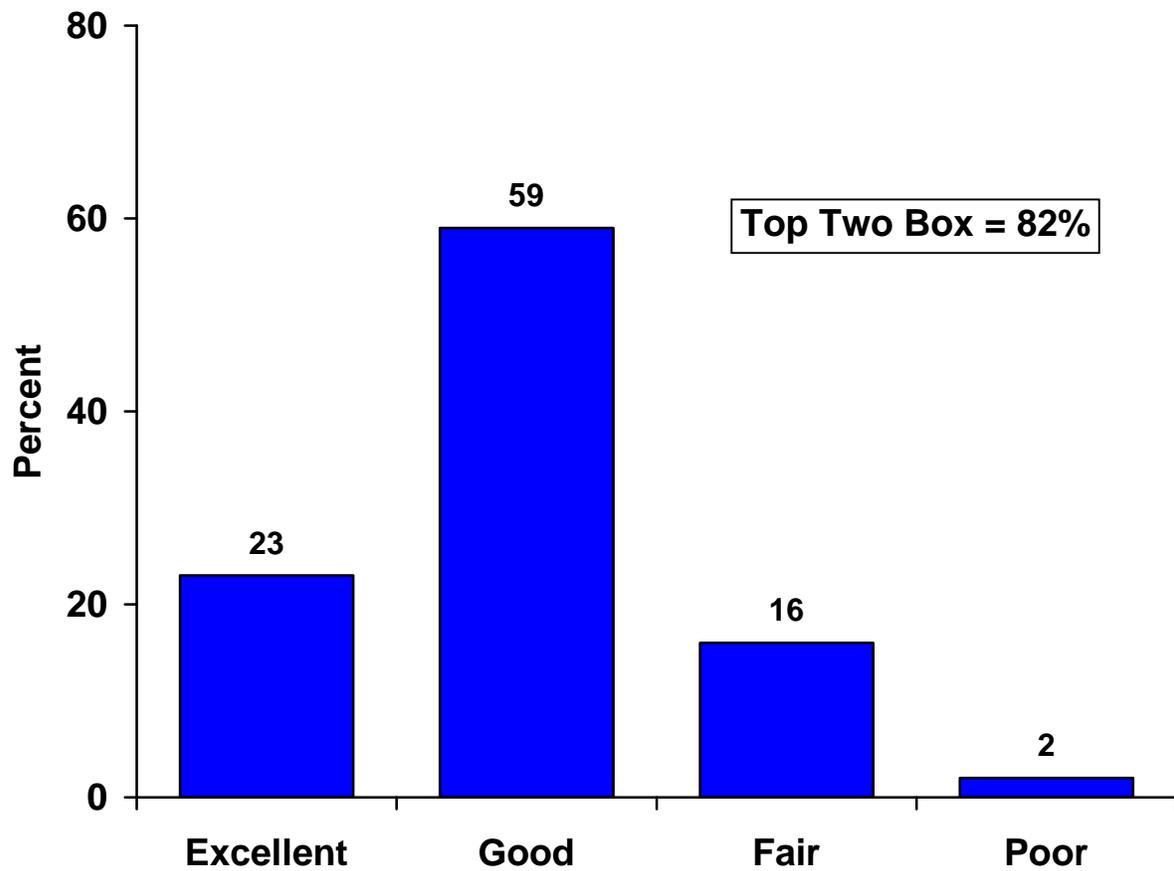
Overall Rating Of Arlington And City Services

It appears that Arlington residents continue to rate the city highly as a place to live overall, in terms of quality of life. A large majority of residents (82%) rate Arlington as either “good” or “excellent,” while only two percent rate Arlington as “poor.” The overall rating of quality of life in Arlington remains about the same as last year, but still has declined significantly from 2000.

City services in Arlington generally receive high overall ratings, with about half of the services rated receiving a top-two-box rating (“good” or “excellent”) of 80% or higher. The Arlington Fire Department continues to receive the highest ratings among city services, followed by libraries, water services, ambulance, parks, garbage, police, and recycling collection. Services receiving the lowest ratings are street maintenance (which has traditionally been rated low) and managing traffic flow (a new measure added in 2003).

Overall ratings of city services are generally similar to previous years, but several areas showed significant improvement from 2002. Among areas showing improvement were fire services, water services, recycling collection, code enforcement, and park & ride services. The only area of notable decline was athletic facilities, which decreased only slightly in 2003 but continued a three-year decline.

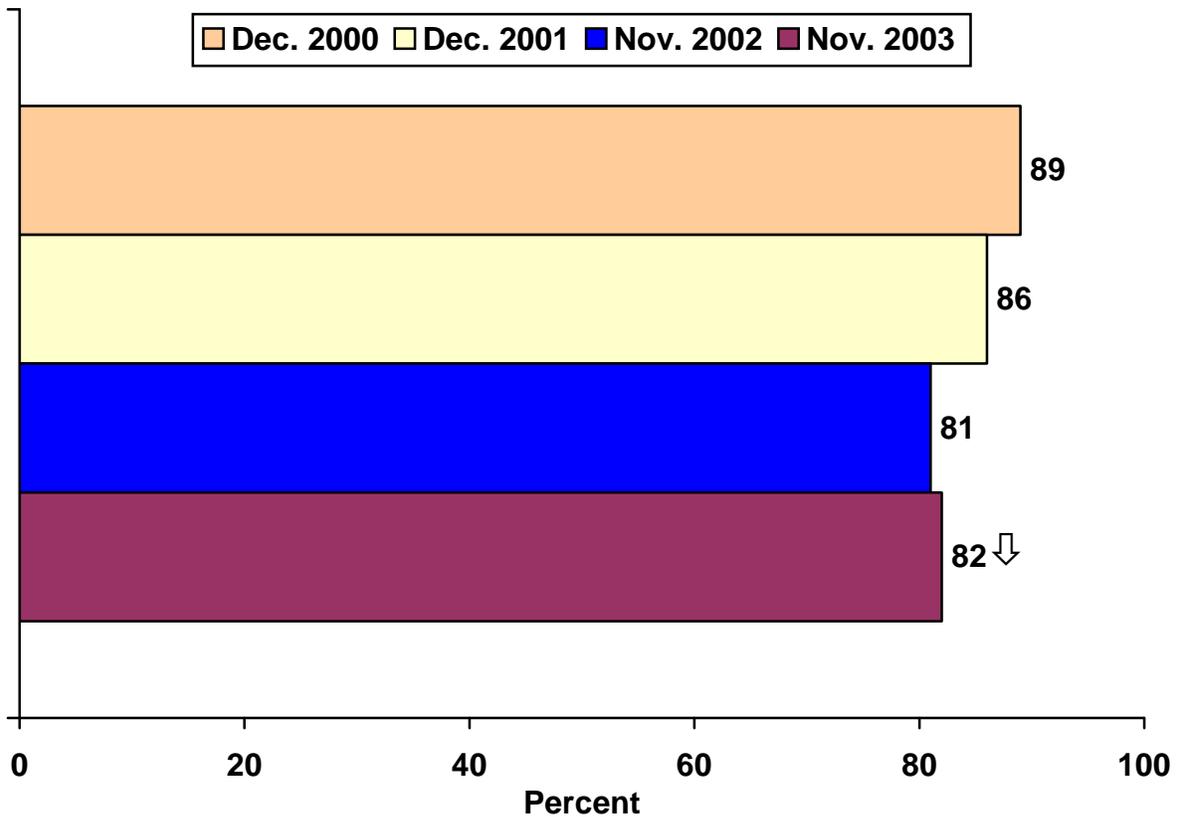
Overall Rating Of Arlington As A Place To Live



Question: "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (n=504)

Overall Rating Of Arlington As A Place To Live – Trend (Top Two Box—Excellent/Good)

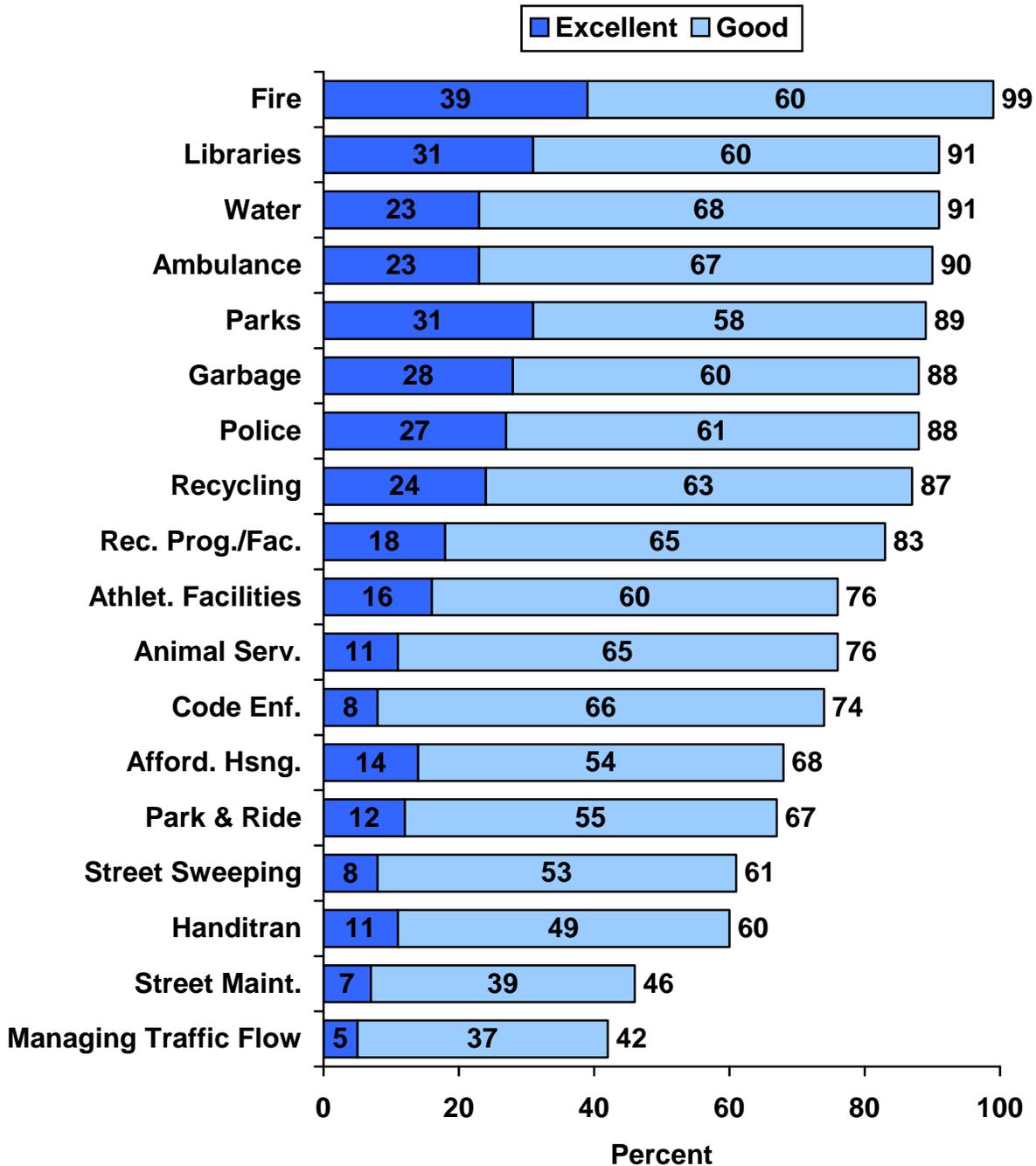


Question: "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (2000 n=496; 2001 n=500; 2002 n=498; 2003 n=504)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2002. A block "up" arrow (⇩) indicates a significant increase and a block "down" arrow (⇩) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

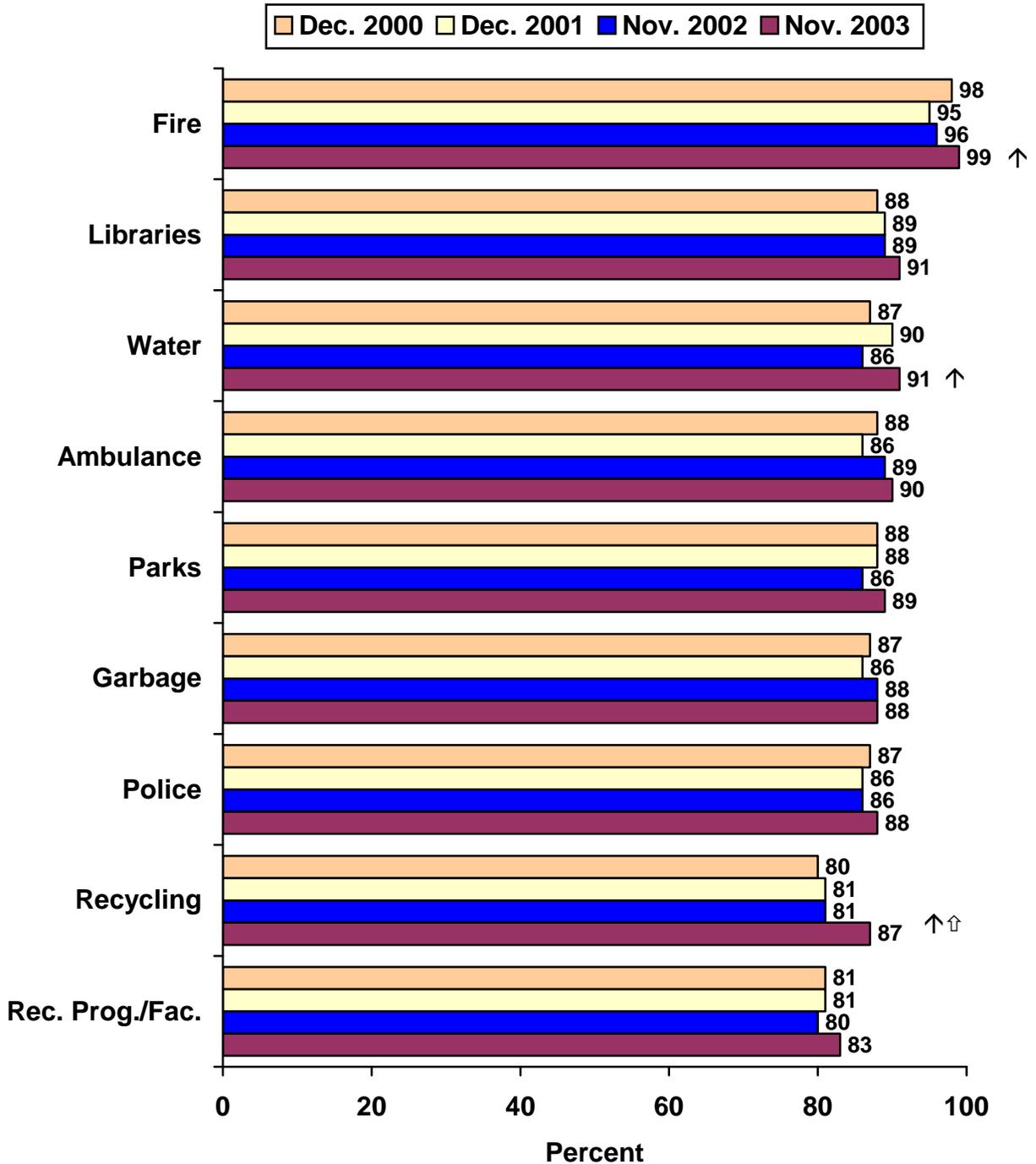
Overall Ratings Of Arlington City Services



Question: "And please rate each of the following services that the City provides, using a scale of excellent, good, fair, and poor."

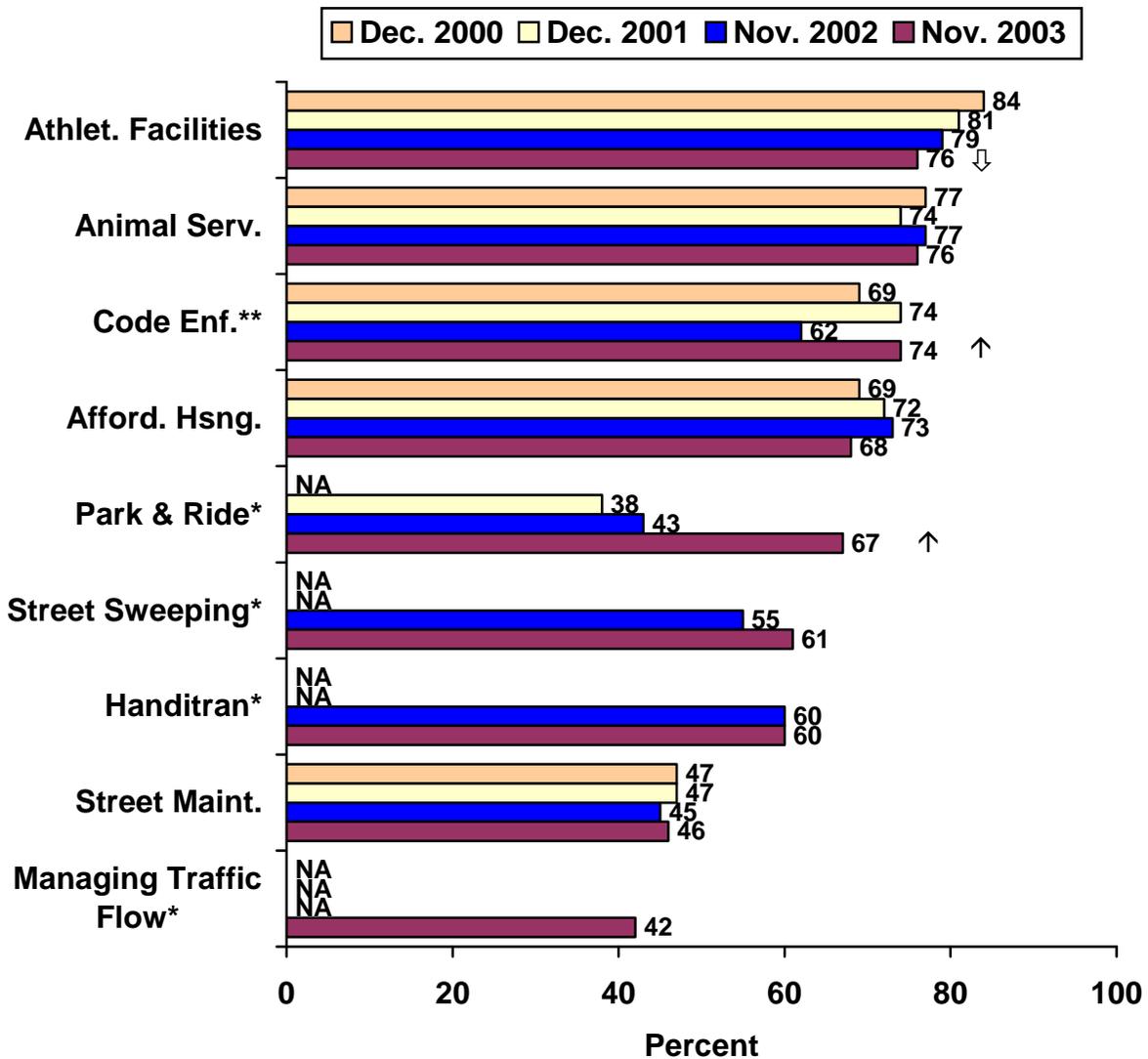
Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=434)

Overall Ratings Of Arlington City Services – Trend (Top Two Box—Excellent/Good)



(Continued)

Overall Ratings Of Arlington City Services – Trend (Cont.) (Top Two Box—Excellent/Good)



Question: "And please rate each of the following services that the City provides, using a scale of excellent, good, fair, and poor."

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=451; 2001 n=433; 2002 n=434; 2003 n=434)

* Ratings for "Managing Traffic Flow" began in 2003. Ratings for "Handitran" and "Street Sweeping" began in 2002. Ratings for "Park & Ride" began in 2001.

** Note: Wording of this category was changed in 2003 from "Code enforcement" to "Enforcement of city health & welfare codes."

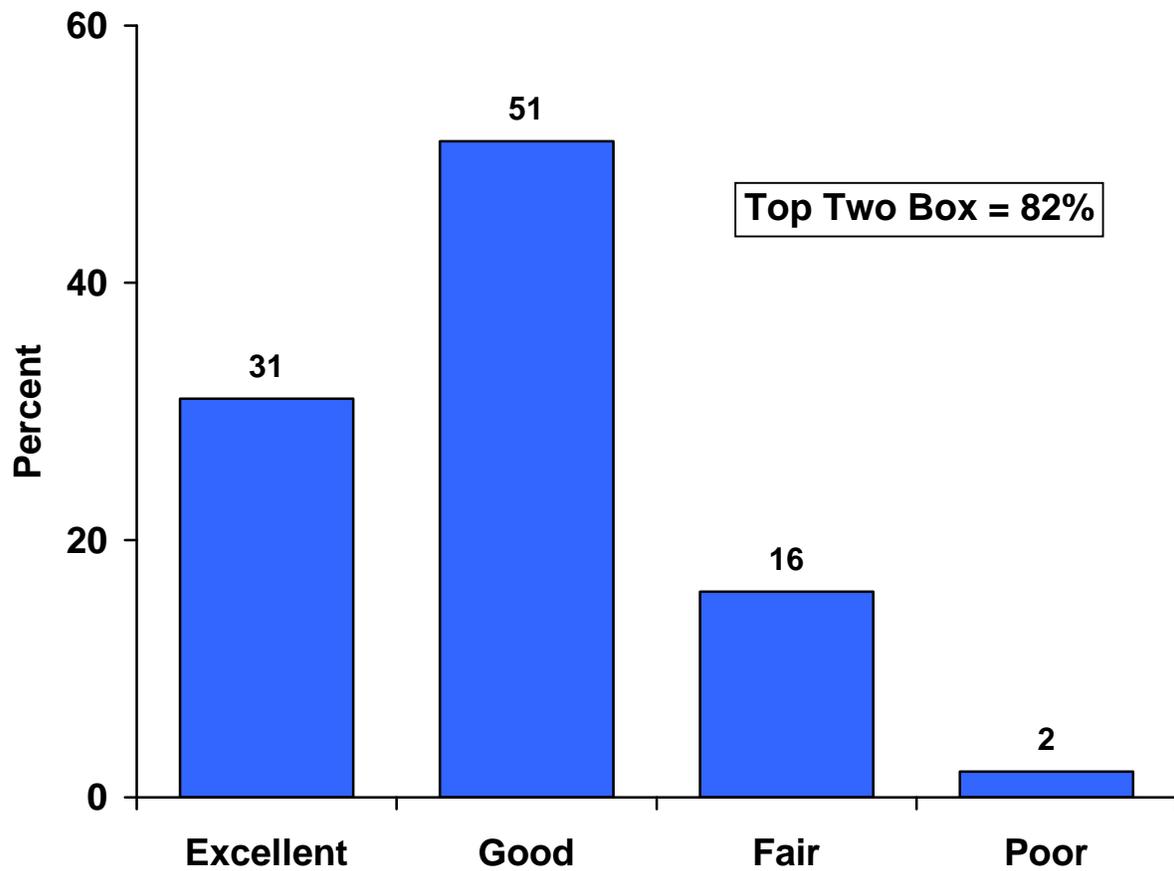
Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2002. A block "up" arrow (⇧) indicates a significant increase and a block "down" arrow (⇩) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Neighborhoods

Arlington residents continue to rate their neighborhoods very positively in terms of quality of life (82% “excellent” or “good”). Speeding on neighborhood streets continues to be perceived as the biggest problem in city neighborhoods. Among other areas viewed as at least minor problems by more than one-third of Arlington residents are car burglaries, residential burglaries, the condition of major streets in or near neighborhoods, stray animals, condition of residential streets, dilapidated fences, weeds and unmowed grass, houses in need of repair, and street lighting. Residents’ perceptions of neighborhood problems appear to be consistent with measures from the previous years, with no significant differences.

Neighborhoods in Arlington continue to be rated very safe for walking alone during the day (very safe 75%, somewhat safe 21%), and more than one out of three residents say they would feel very safe walking alone in their neighborhood at night. Residents continue to say they would feel much less safe walking alone at night in another Arlington neighborhood or in a neighborhood in Fort Worth, and even less safe walking alone at night in a neighborhood in Dallas.

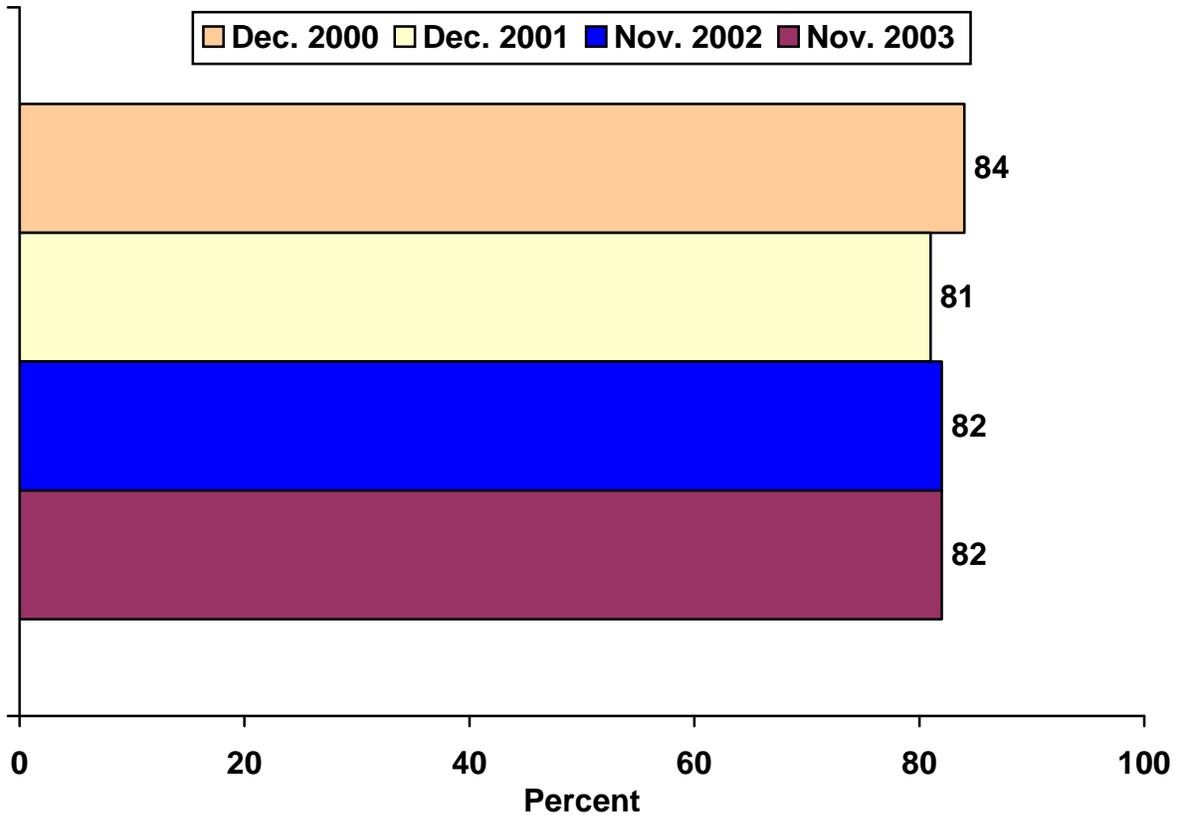
Overall Rating Of Neighborhood As A Place To Live



Question: "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows". (n=504)

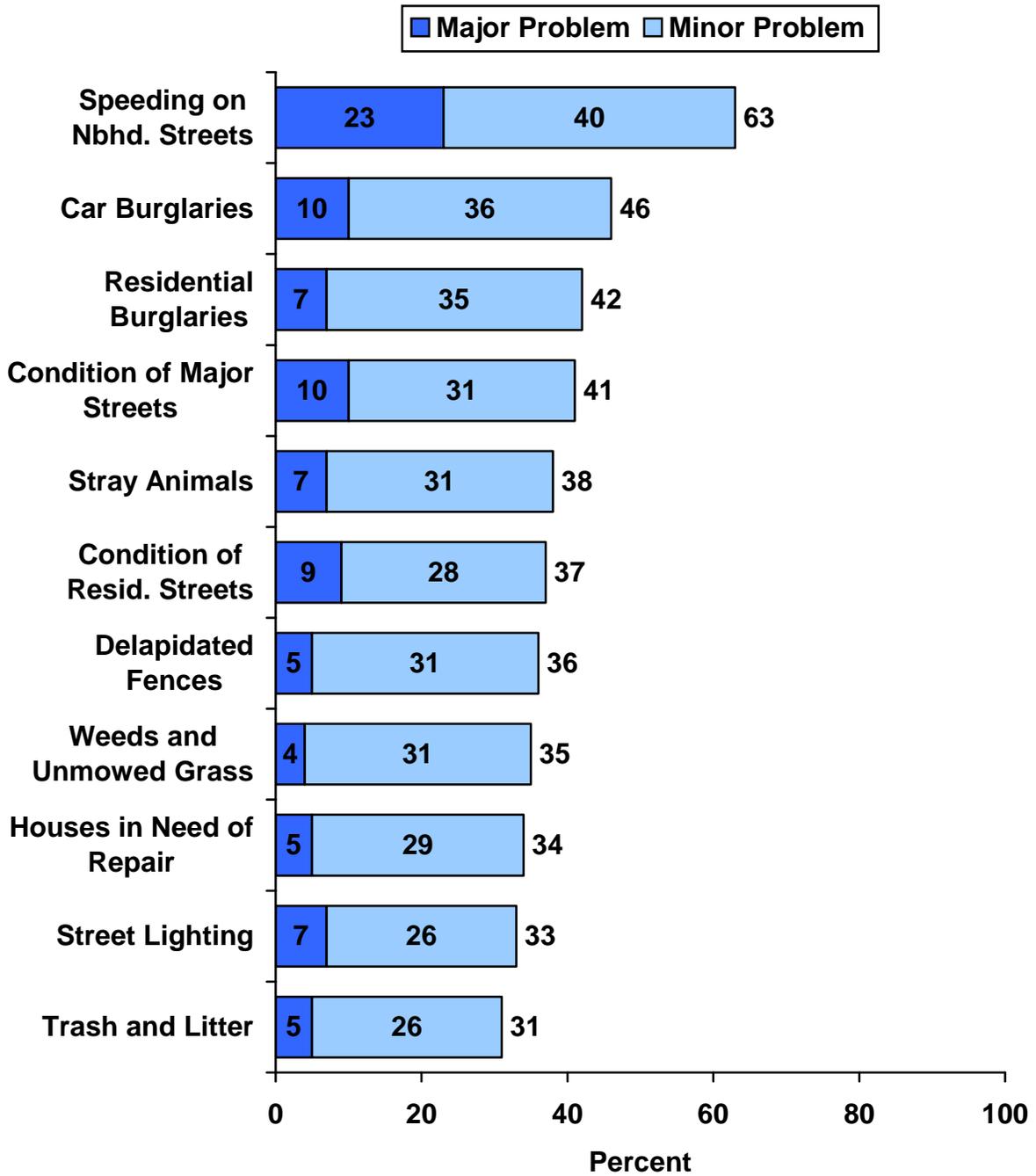
Overall Rating Of Neighborhood As A Place To Live – Trend (Top Two Box—Excellent/Good)



Question: "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

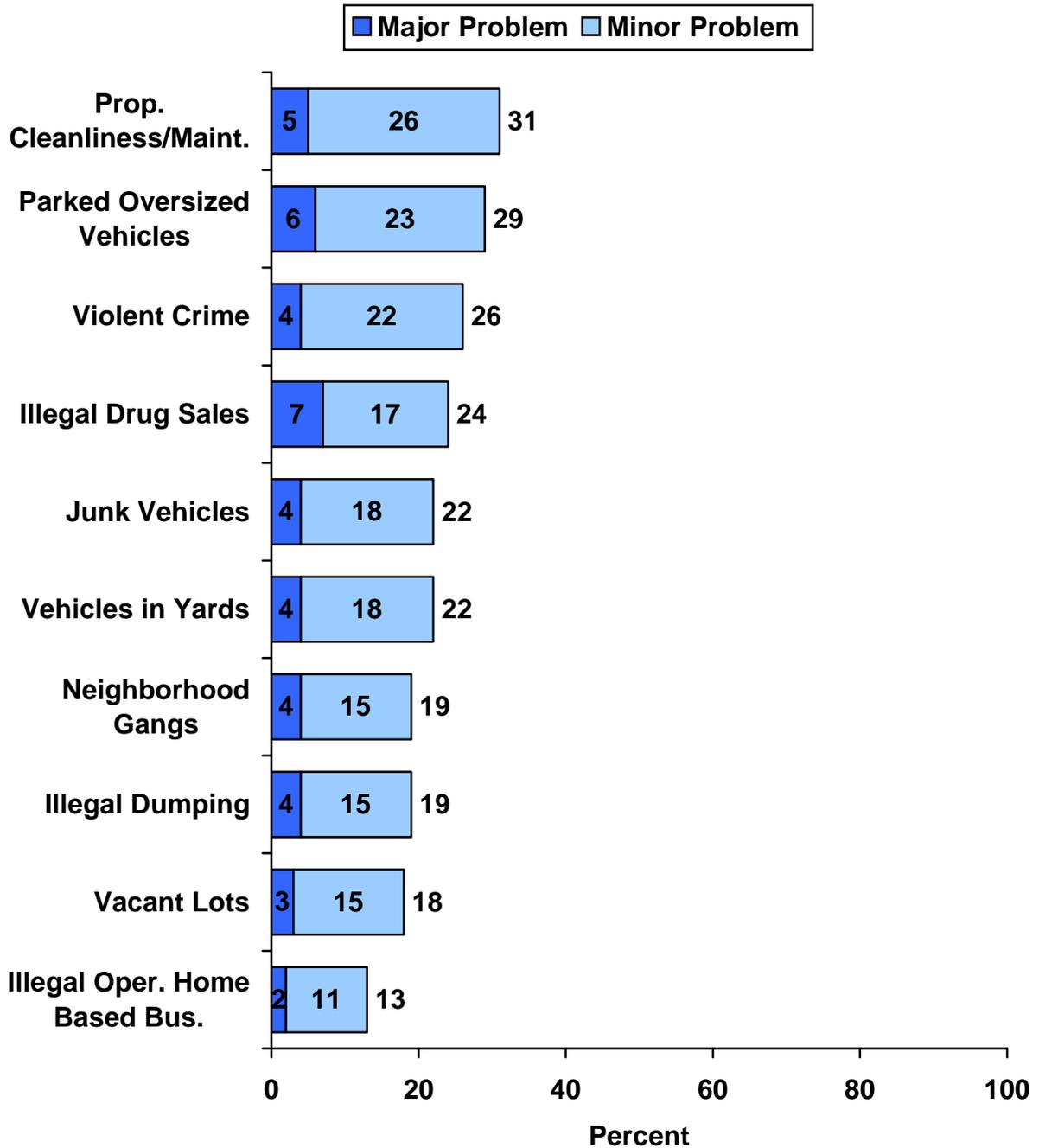
Base: Total respondents, excluding "don't knows". (2000 n=499; 2001 n=502; 2002 n=500; 2003 n=504)

Perceptions Of Neighborhood Problems



(Continued)

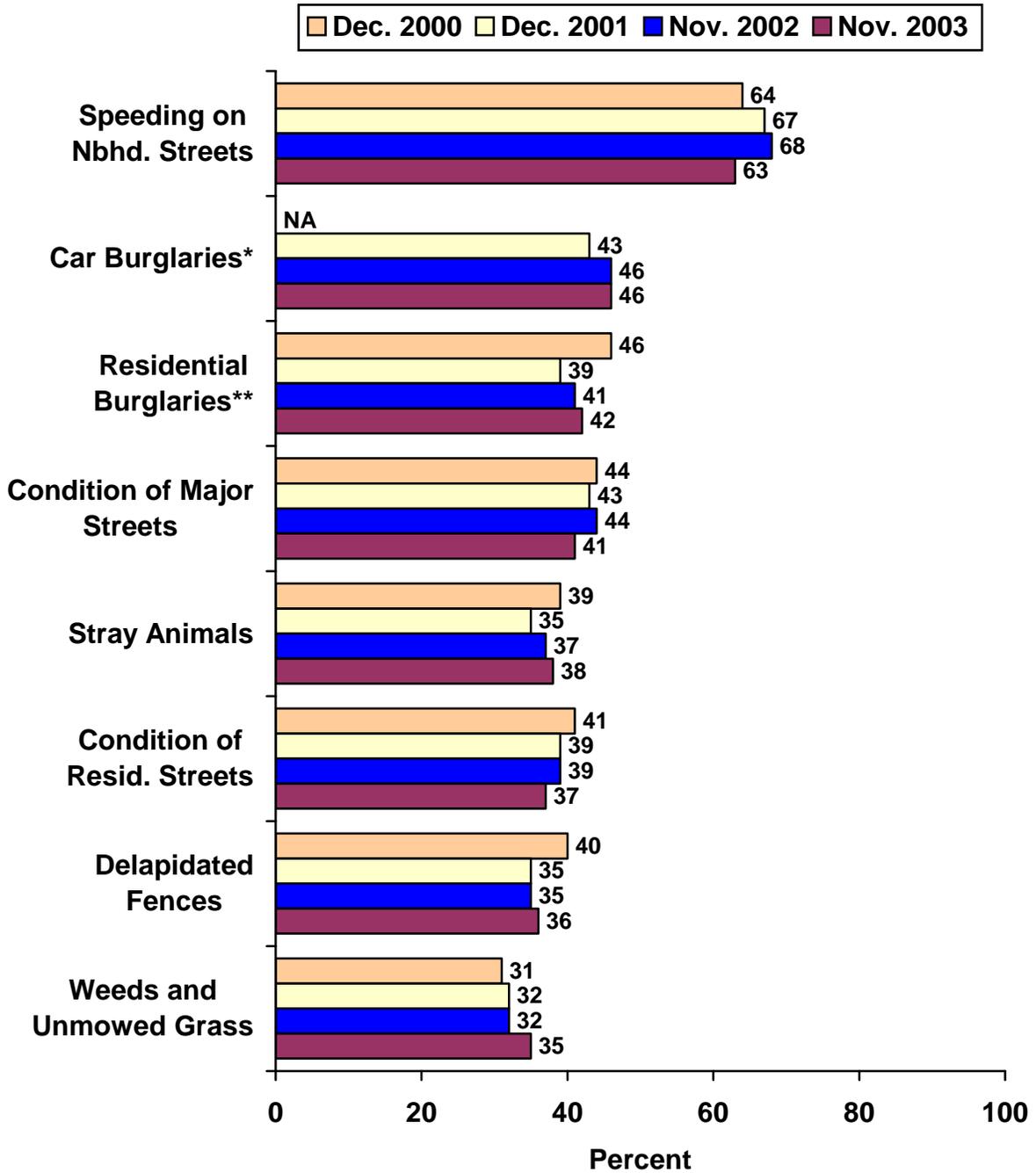
Perceptions Of Neighborhood Problems (Cont.)



Question: "And thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, a minor problem, or not a problem in your neighborhood."

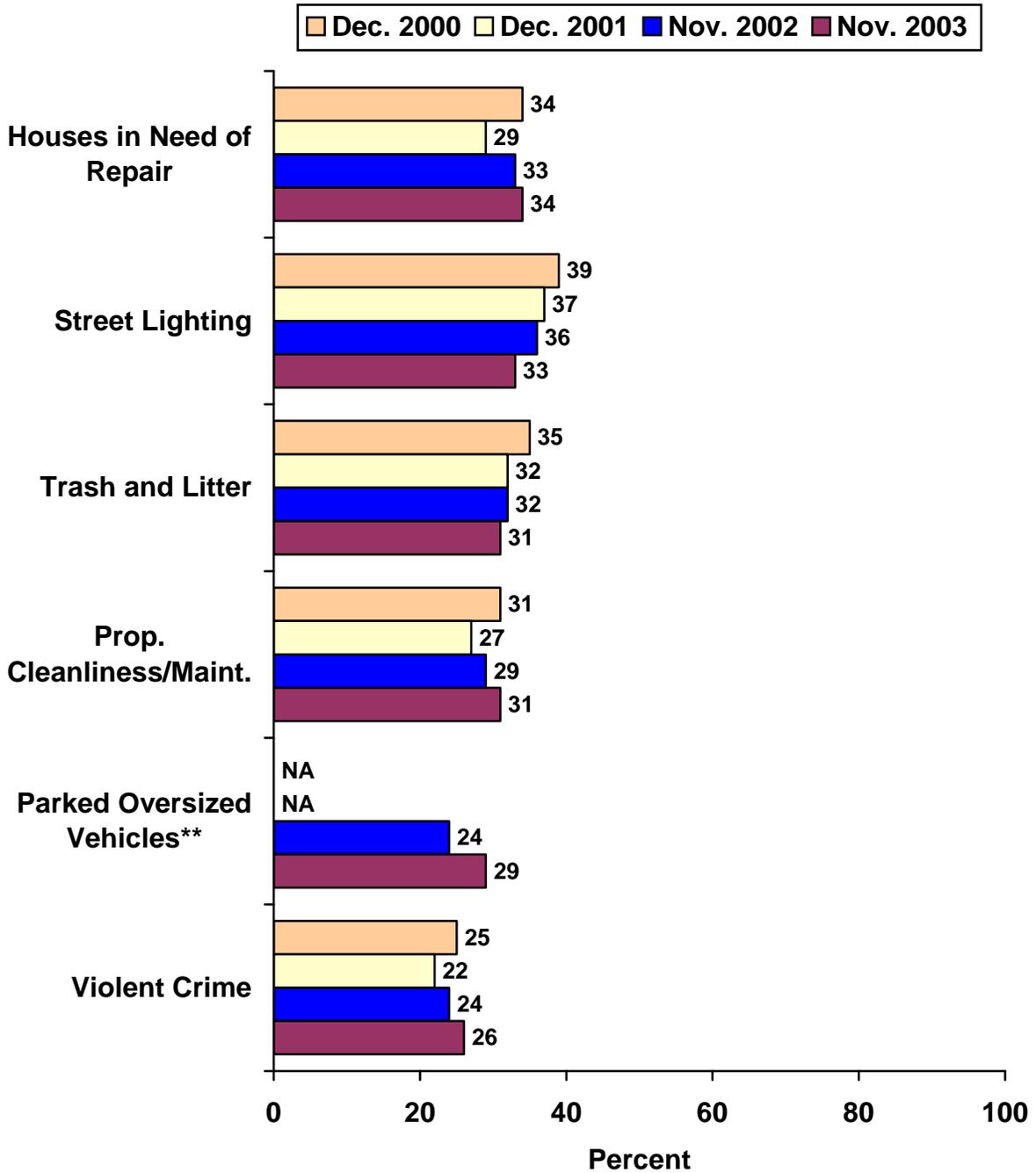
Base: Total respondents. (n=505)

Perceptions Of Neighborhood Problems – Trend (Major/Minor Problem)



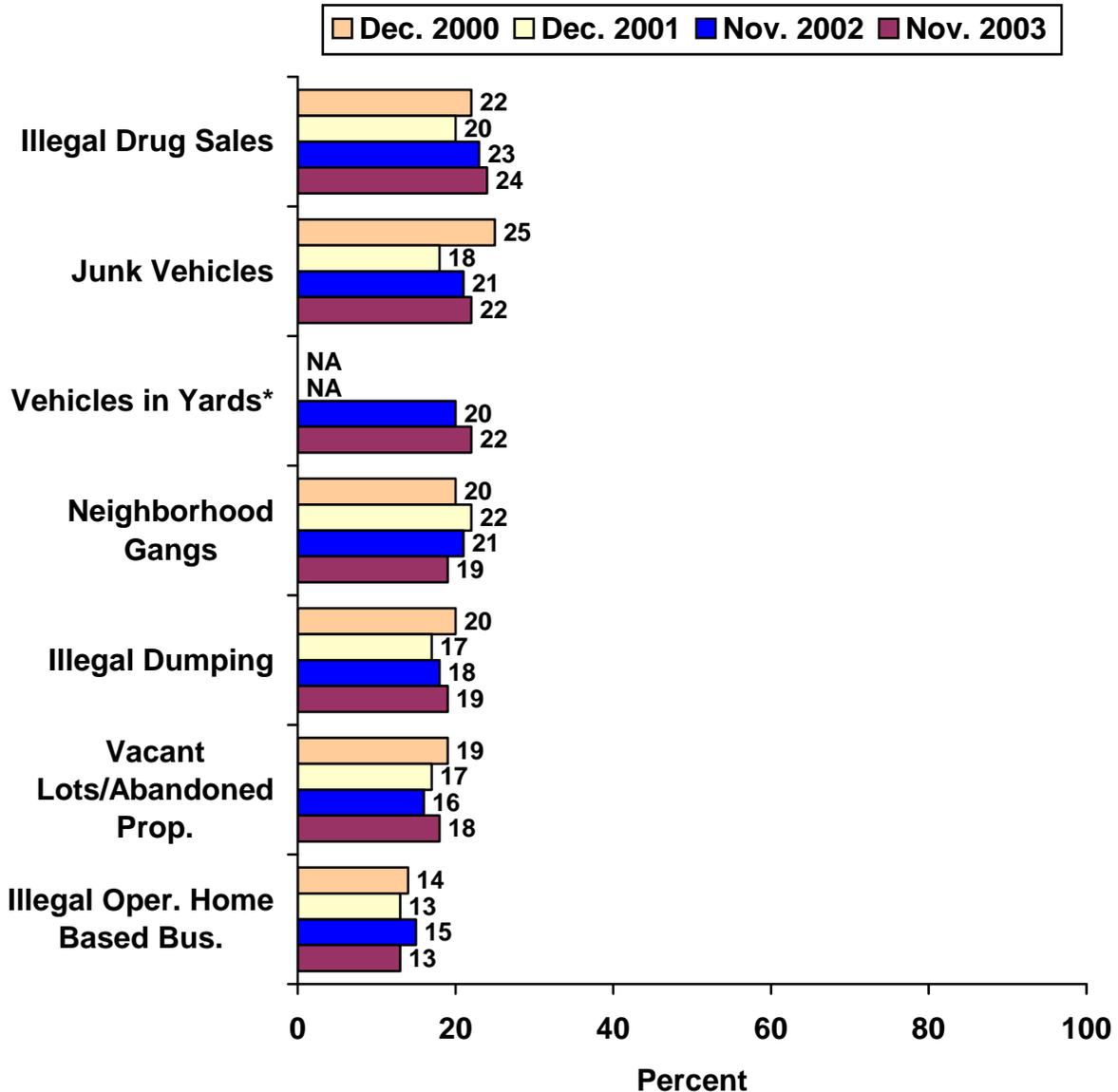
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Perceptions Of Neighborhood Problems – Trend (Cont.) (Major/Minor Problem)



(Continued)

Perceptions Of Neighborhood Problems – Trend (Cont.) (Major/Minor Problem)



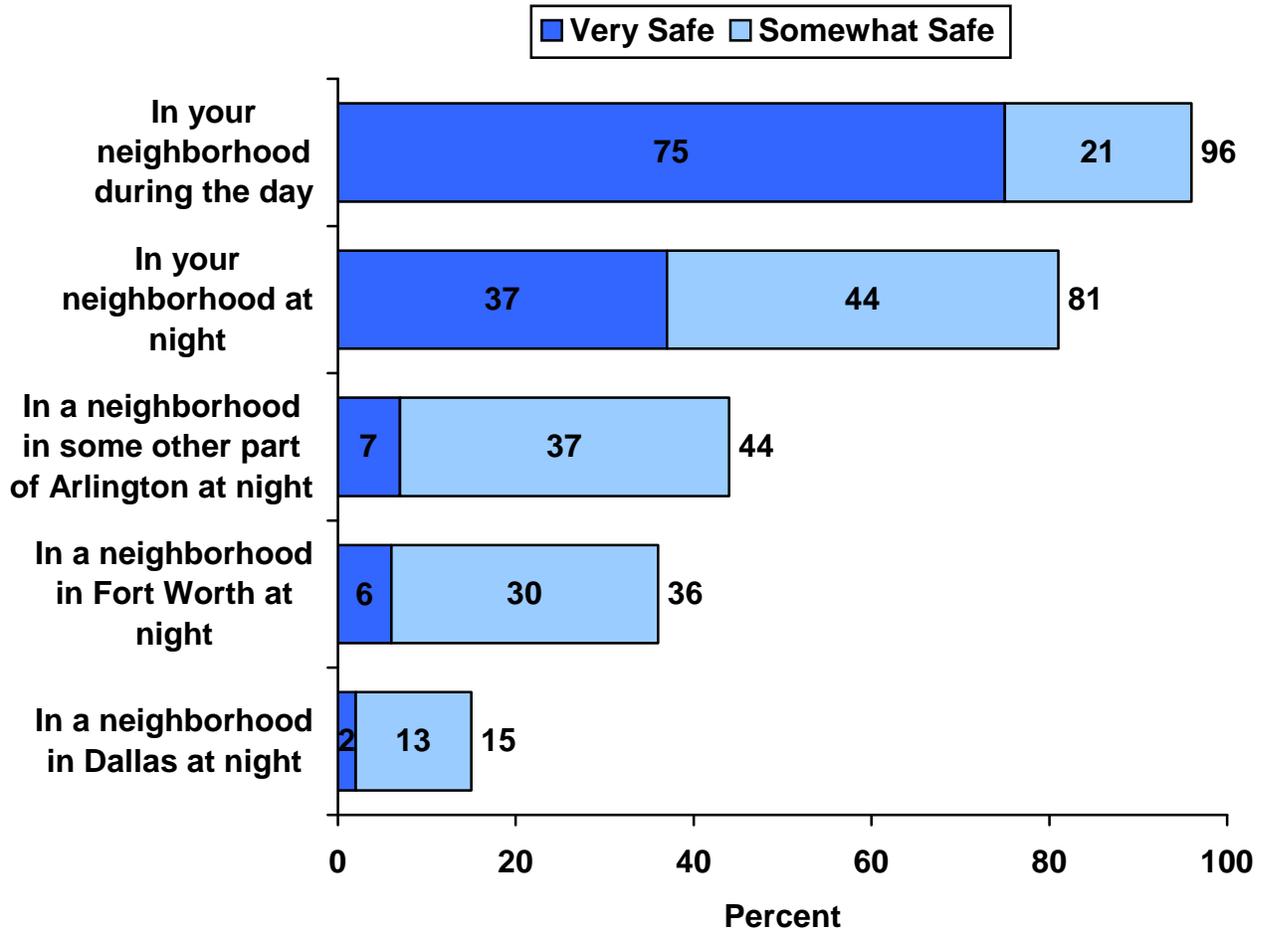
Question: "And thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, a minor problem, or not a problem in your neighborhood."

Base: Total respondents. (2000 n=500; 2001 n=502; 2002 n=500; 2003 n=505)

* Ratings for Parked Oversized Trucks and Vehicles in Yards began in 2002. Ratings for Car Burglaries began in 2001.

** Note: Wording of this category was changed in 2003 from "Trucks" to "Vehicles."
Wording of this category was changed in 2001 from "Burglaries" to "Residential Burglaries."

Feeling Of Safety Walking Alone...



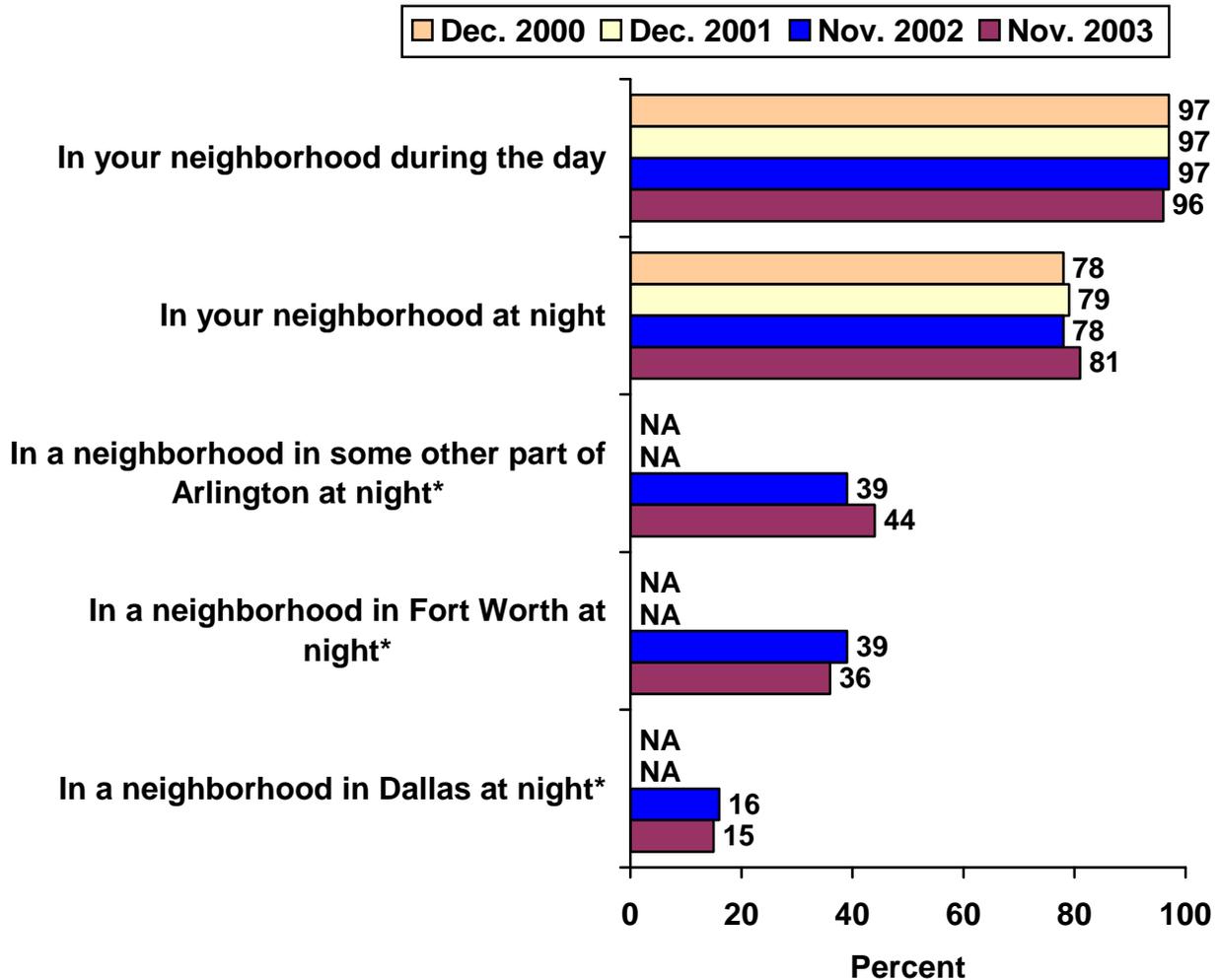
Question: "How safe would you feel walking alone in your neighborhood during the day?"

"And how safe would you feel walking alone in your neighborhood at night?"

"And how safe would you feel walking alone in a neighborhood (in some other part of Arlington/in Dallas/in Fort Worth), at night?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=466)

Feeling Of Safety Walking Alone... – Trend



Question: “How safe would you feel walking alone in your neighborhood during the day?”

“And how safe would you feel walking alone in your neighborhood at night?”

“And how safe would you feel walking alone in a neighborhood (in some other part of Arlington/in Dallas/in Fort Worth), at night?”

Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=499; 2001 n=497; 2002 n=468; 2003 n=466)

* These questions asked beginning in 2002.

Rating Of Services On Specific Attributes By General Population

Police Department. The Arlington police department continues to be rated moderately high to high on all attribute measures. Areas in which the police department is rated highest include courtesy of officers, providing a feeling of safety, visibility of police, emergency response time, and reducing gang problems. Areas in which the police department is perceived as having some room for improvement include enforcing traffic regulations and reducing drug activities. After a notable decline in 2002, “visibility of police” appears to have increased significantly in 2003.

Of community policing efforts, residents are most likely to be aware of police on park patrols (48%), talking with residents (47%), or being involved with children (45%). Residents are least likely to be aware of police talking with business owners, attending community meetings, or addressing quality of life offenses. Citizens’ awareness of community policing efforts remains generally consistent from the previous years, with no significant differences.

Fire Department. The Arlington fire department continues to be rated high to very high in terms of emergency services and community education services. Rating of community education services has increased significantly from last year.

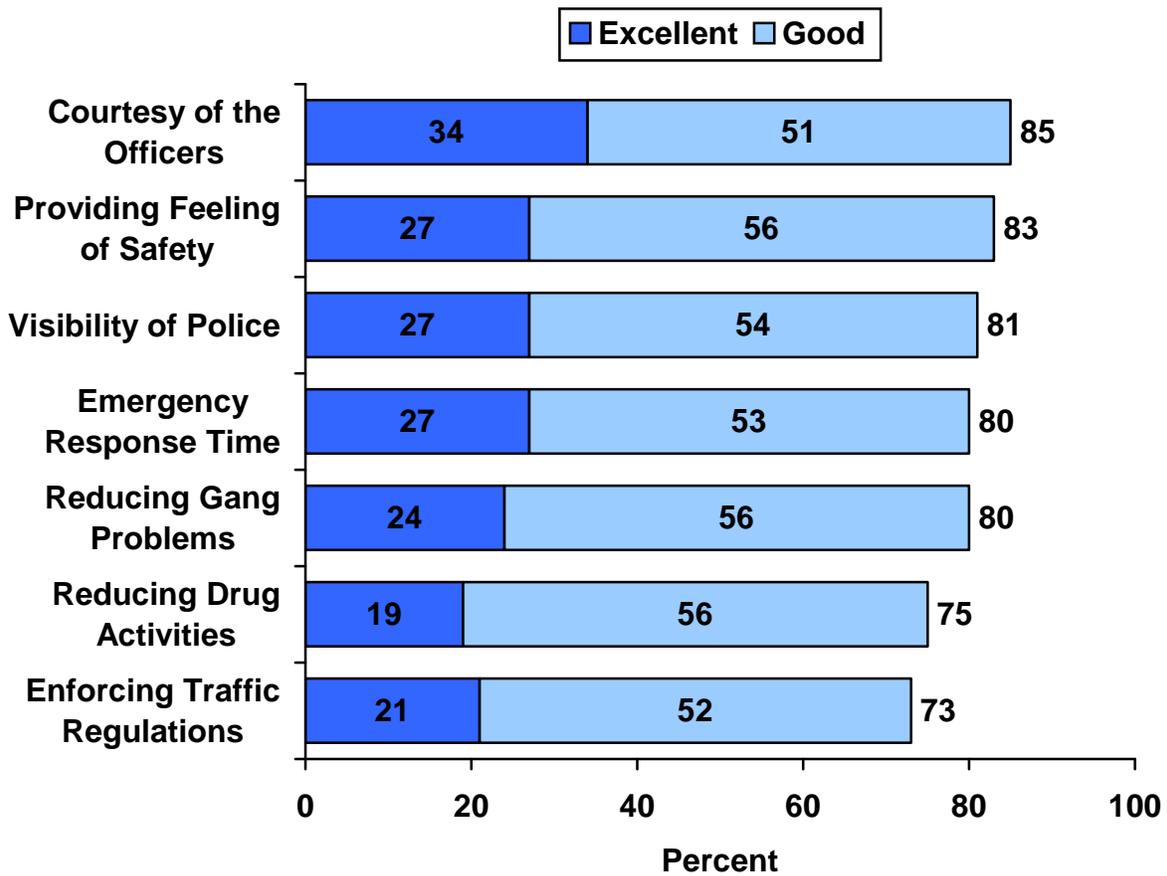
Streets. Streets in Arlington continue to be perceived generally as an area where there is much room for improvement. Residents’ rating of medians and right-of-ways, however, has shown a significant increase from last year. Areas in which less than 60% of Arlington residents give the city a rating of “good” or “excellent,” which suggests much room for improvement, include management of traffic during peak traffic hours, availability of sidewalks, and condition of sidewalks. Rating of management of traffic during peak traffic hours shows a three-year downward trend, and has declined significantly from 2000.

Rating Of Services On Attributes By General Population (Cont.)

Among problems when driving in Arlington, areas perceived as at least a minor problem by roughly 80% or more of Arlington residents are: too much traffic on city streets, cars running red lights, and speeding. Mention of “too much construction” as a problem has declined significantly from 2002. Perhaps consistent with this improvement, only 41% of residents say that driving or traveling within Arlington is more difficult than a year ago and 20% say it is easier; in 2002, 47% said driving within Arlington was more difficult and only 16% said it was easier.

Water. Quality of water and wastewater services is perceived as high, and quality of local tap water as moderately high. Both have trended upward over recent years, and have improved significantly from their initial rating in 2000. Water utility rates in Arlington continue to be perceived as reasonable to somewhat high.

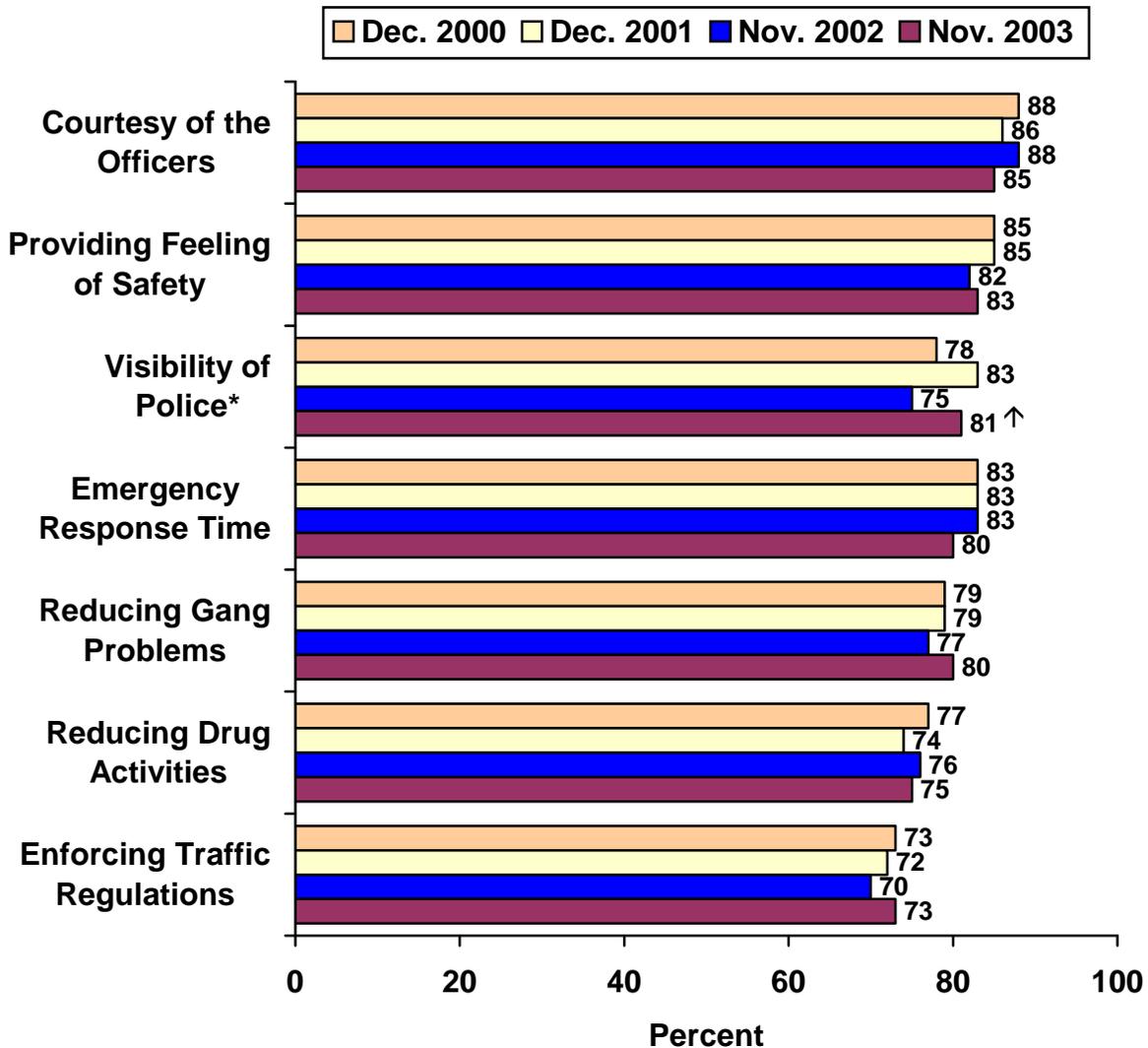
Ratings Of Arlington Police Department By Attribute



Question: "Now thinking about the service of the Arlington Police Department, how would you rate the police department on each of the following?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=412)

Ratings Of Arlington Police Department – Trend (Top Two Box—Excellent/Good)



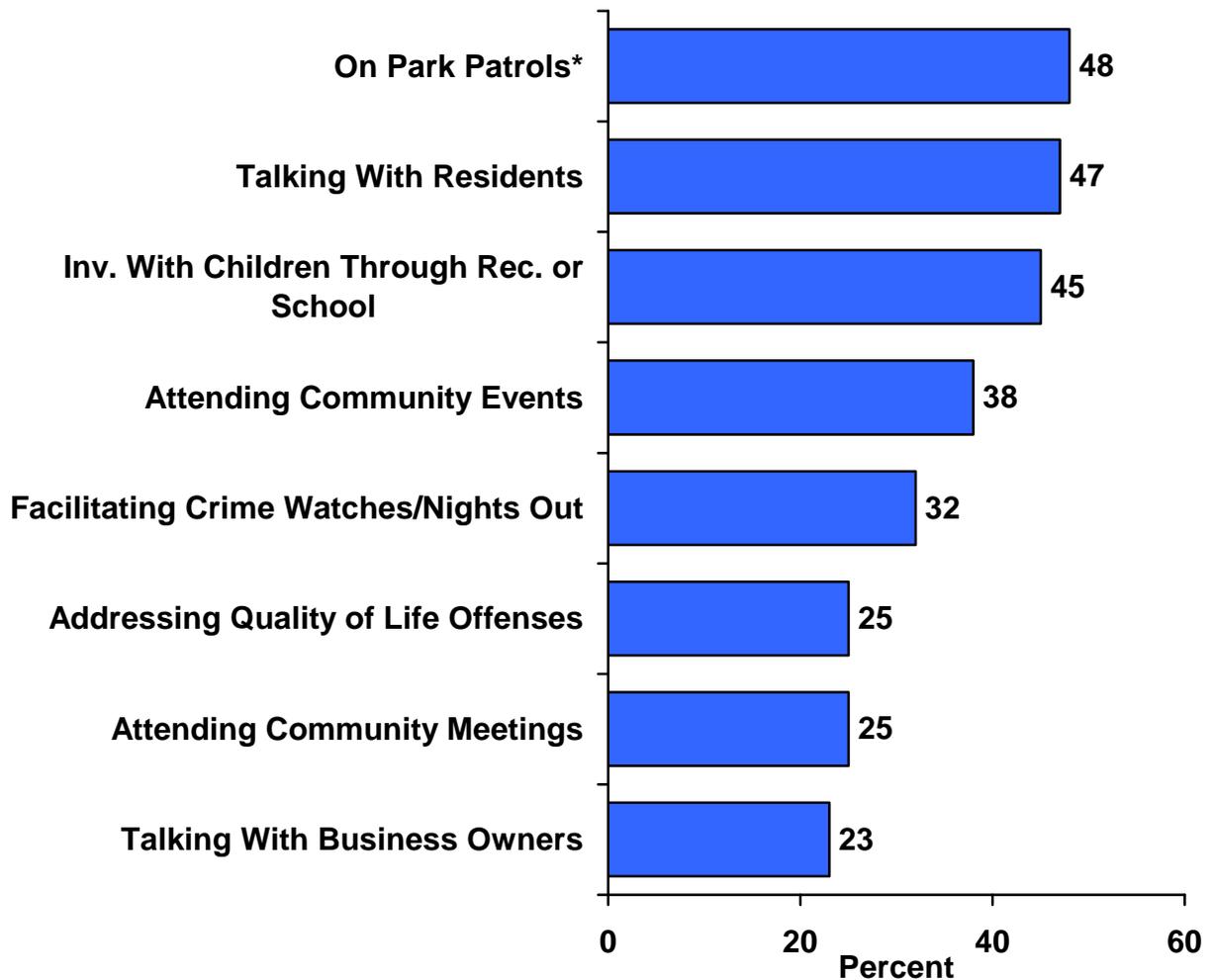
Question: “Now thinking about the service of the Arlington Police Department, how would you rate the police department on each of the following?”

Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=427; 2001 n=427; 2002 n=428; 2003 n=412)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the last wave in 2002. A block “up” arrow (⇧) indicates a significant increase and a block “down” arrow (⇩) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

* Note: The events of September 11, 2001, may have affected this measure in 2001, either by increased visibility of police or increased sensitivity to police.

Awareness Of Community Policing Efforts

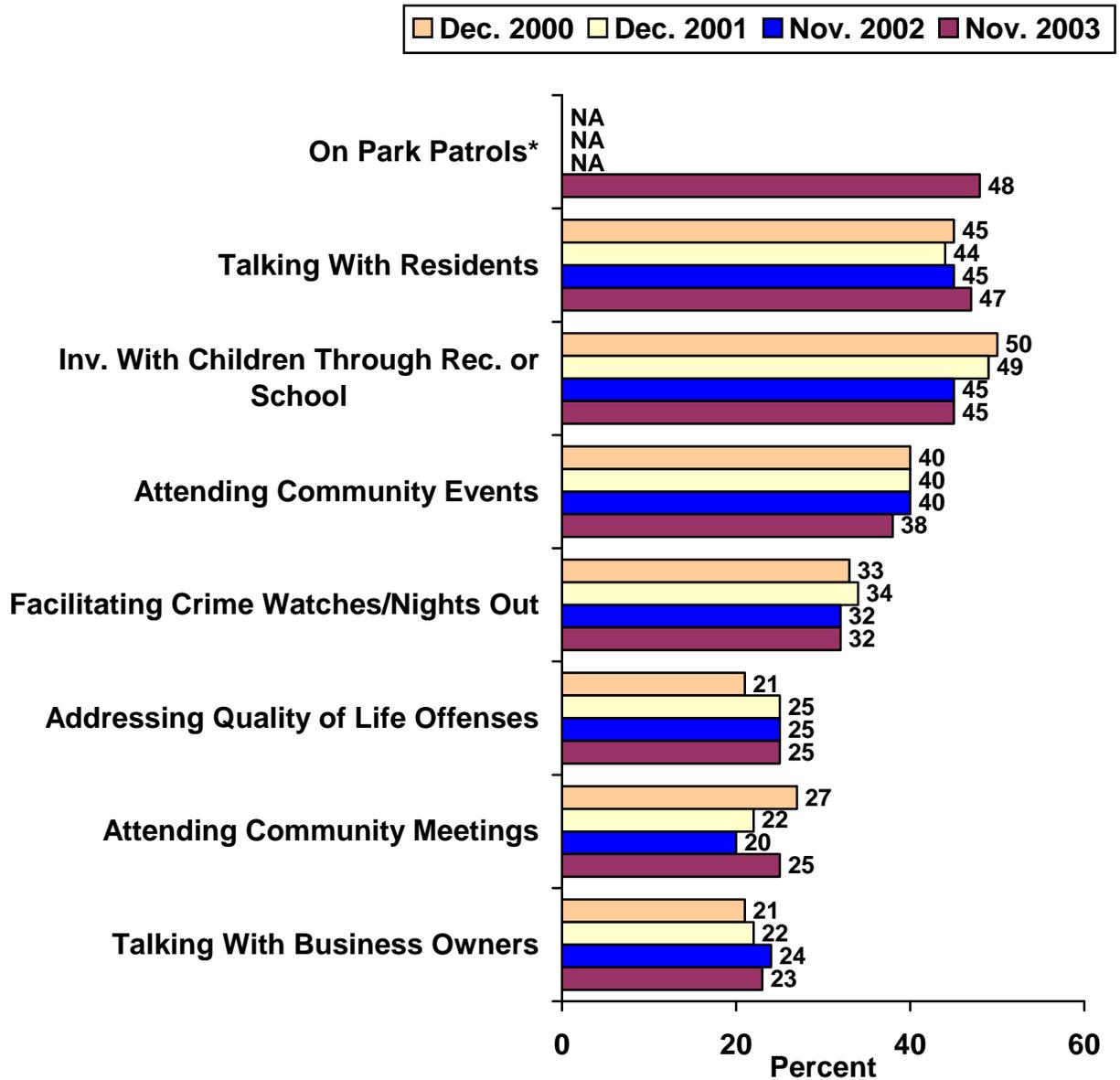


Question: "In the past 12 months, have you seen or were you aware of Arlington police officers performing any of the following activities?"

Base: Total respondents. (n=505)

* Note: Measure for On Park Patrols began in 2003.

Awareness Of Community Policing Efforts – Trend

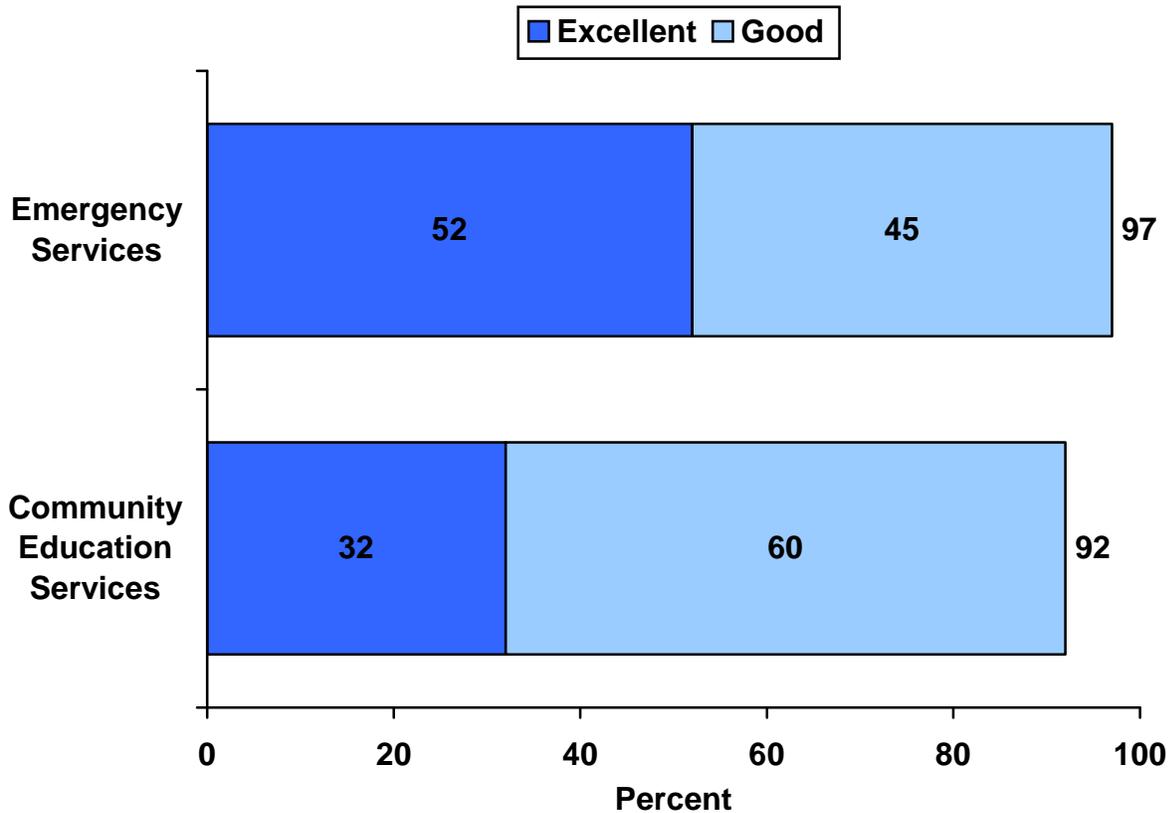


Question: "In the past 12 months, have you seen or were you aware of Arlington police officers performing any of the following activities?"

Base: Total respondents. (2000 n=500; 2001 n=502; 2002 n=500; 2003 n=505)

* Note: Measure for "On Park Patrols" began in 2003.

Ratings Of Arlington Fire Department By Attribute

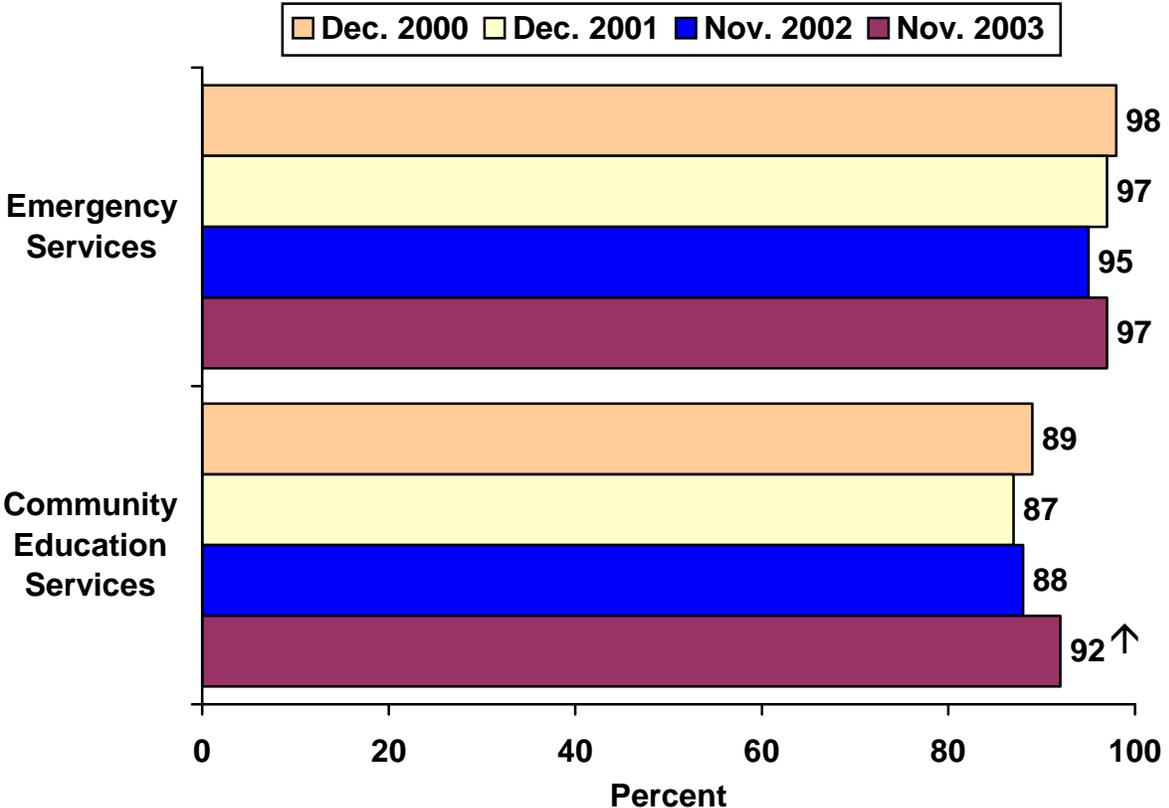


Questions: "Now thinking about the Arlington Fire Department, how would you rate the emergency services provided by the fire department?"

"And how would you rate the fire department's non-emergency community education services?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=379)

Ratings Of Arlington Fire Department – Trend (Top Two Box—Excellent/Good)

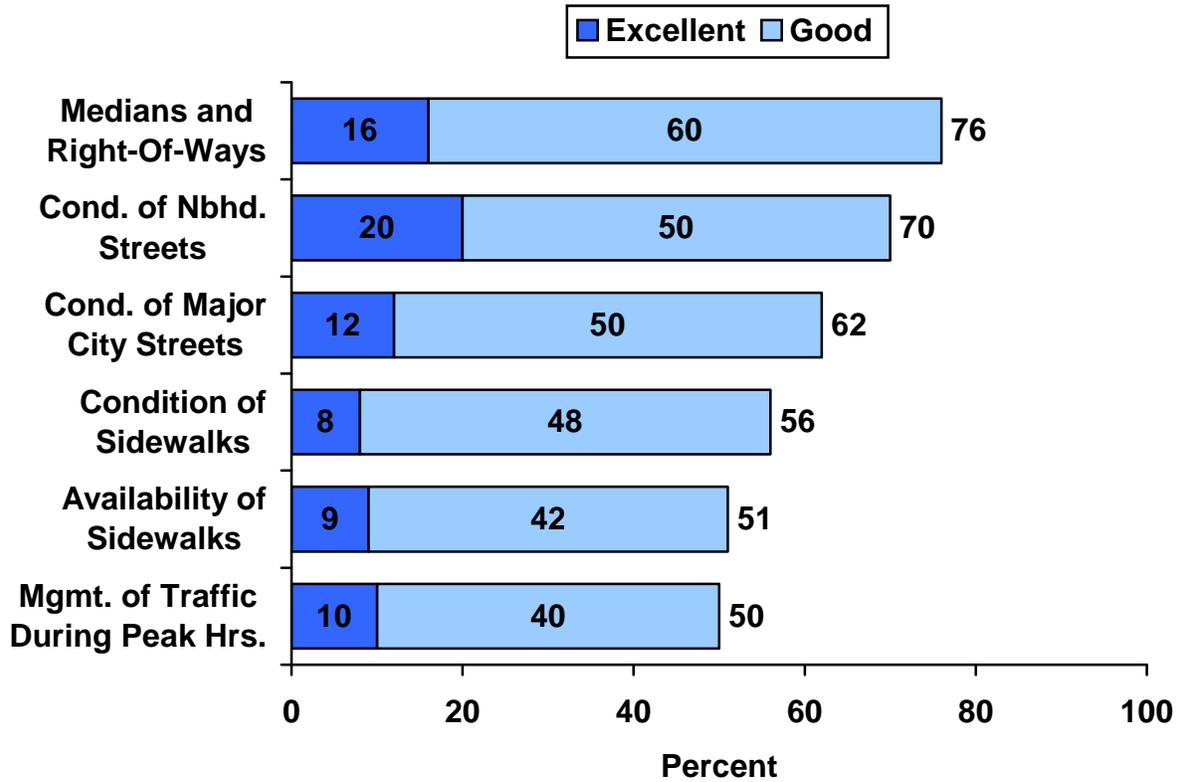


Questions: “Now thinking about the Arlington Fire Department, how would you rate the emergency services provided by the fire department?”
 “And how would you rate the fire department’s non-emergency community education services?”

Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=376; 2001 n=373; 2002 n=354; 2003 n=379)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the last wave in 2002. A block “up” arrow (⬆) indicates a significant increase and a block “down” arrow (⬇) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Ratings Of Streets By Attribute



Questions: "Now thinking about the streets in Arlington, how would you rate the condition of all major city-maintained streets such as Collins, Division, Lamar, Green Oaks, and Sublett?"

"And how would you rate the condition of your neighborhood streets?"

"And using a scale of excellent, good, fair, poor, how good of a job do you feel the City does in managing traffic on the major thoroughfares, not including highways, during peak traffic hours?"

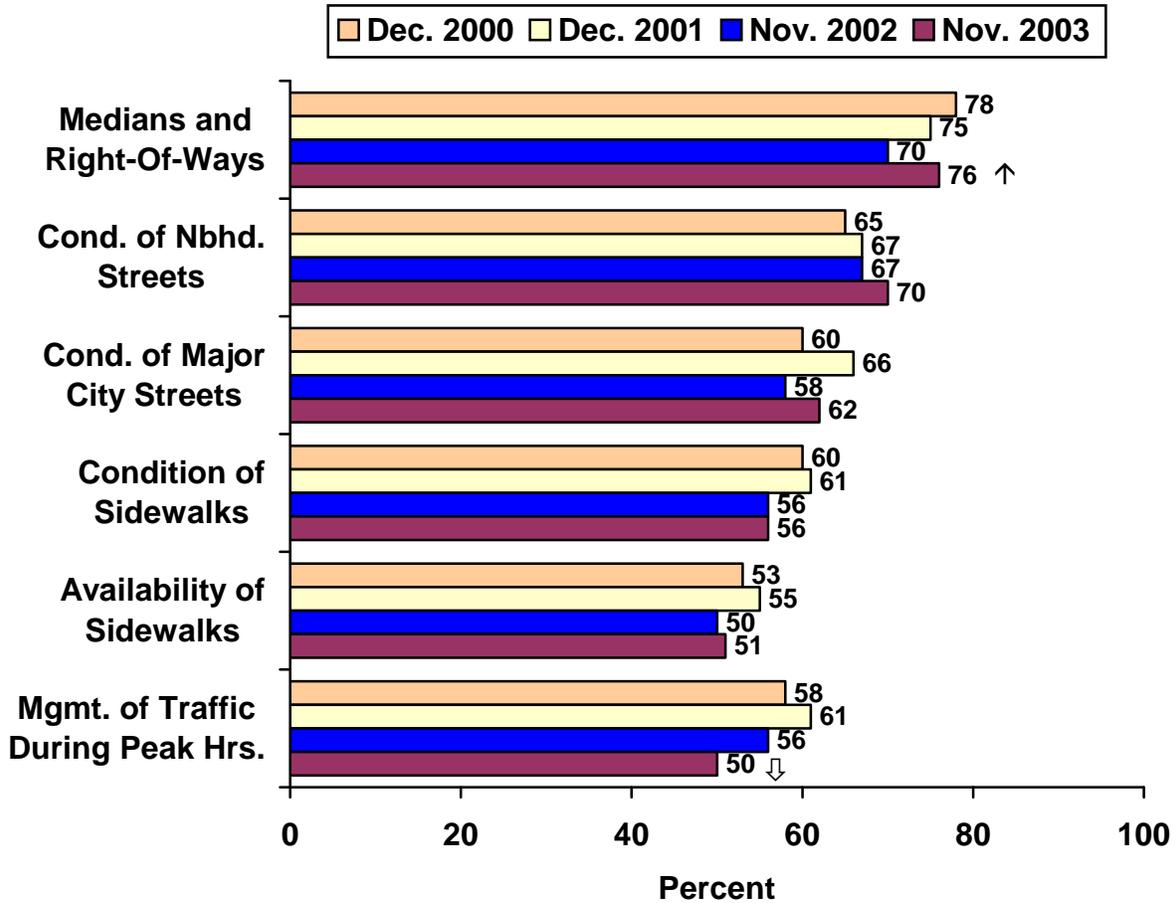
"How would you rate the maintenance of medians and right-of-ways in Arlington?"

"How would you rate the availability of sidewalks in Arlington?"

"How would you rate the condition of sidewalks in Arlington?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=497)

Ratings Of Streets – Trend (Top Two Box—Excellent/Good)



Questions: “Now thinking about the streets in Arlington, how would you rate the condition of all major city-maintained streets such as Collins, Division, Lamar, Green Oaks, and Sublett?”

“And how would you rate the condition of your neighborhood streets?”

“And using a scale of excellent, good, fair, poor, how good of a job do you feel the City does in managing traffic on the major thoroughfares, not including highways, during peak traffic hours?”

“How would you rate the maintenance of medians and right-of-ways in Arlington?”

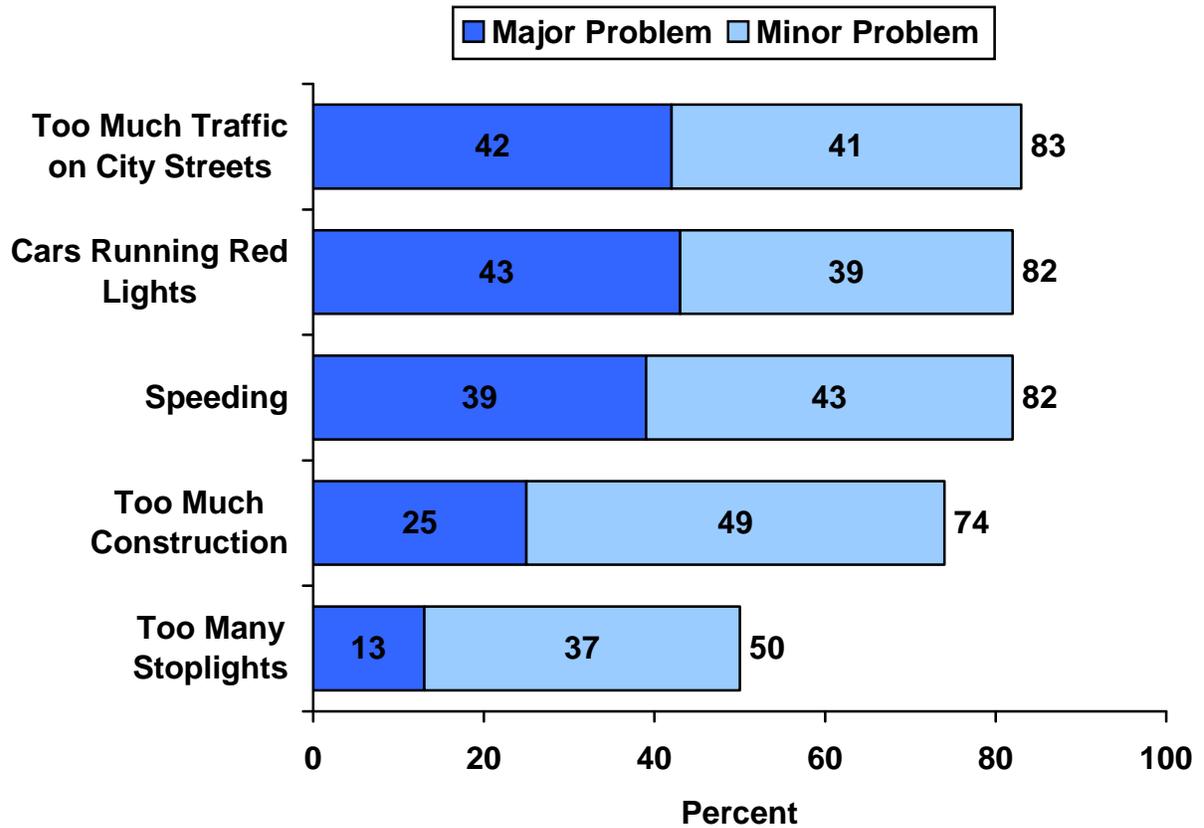
“How would you rate the availability of sidewalks in Arlington?”

“How would you rate the condition of sidewalks in Arlington?”

Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=486; 2001 n=492; 2002 n=488; 2003 n=497)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the last wave in 2002. A block “up” arrow (⇧) indicates a significant increase and a block “down” arrow (⇩) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

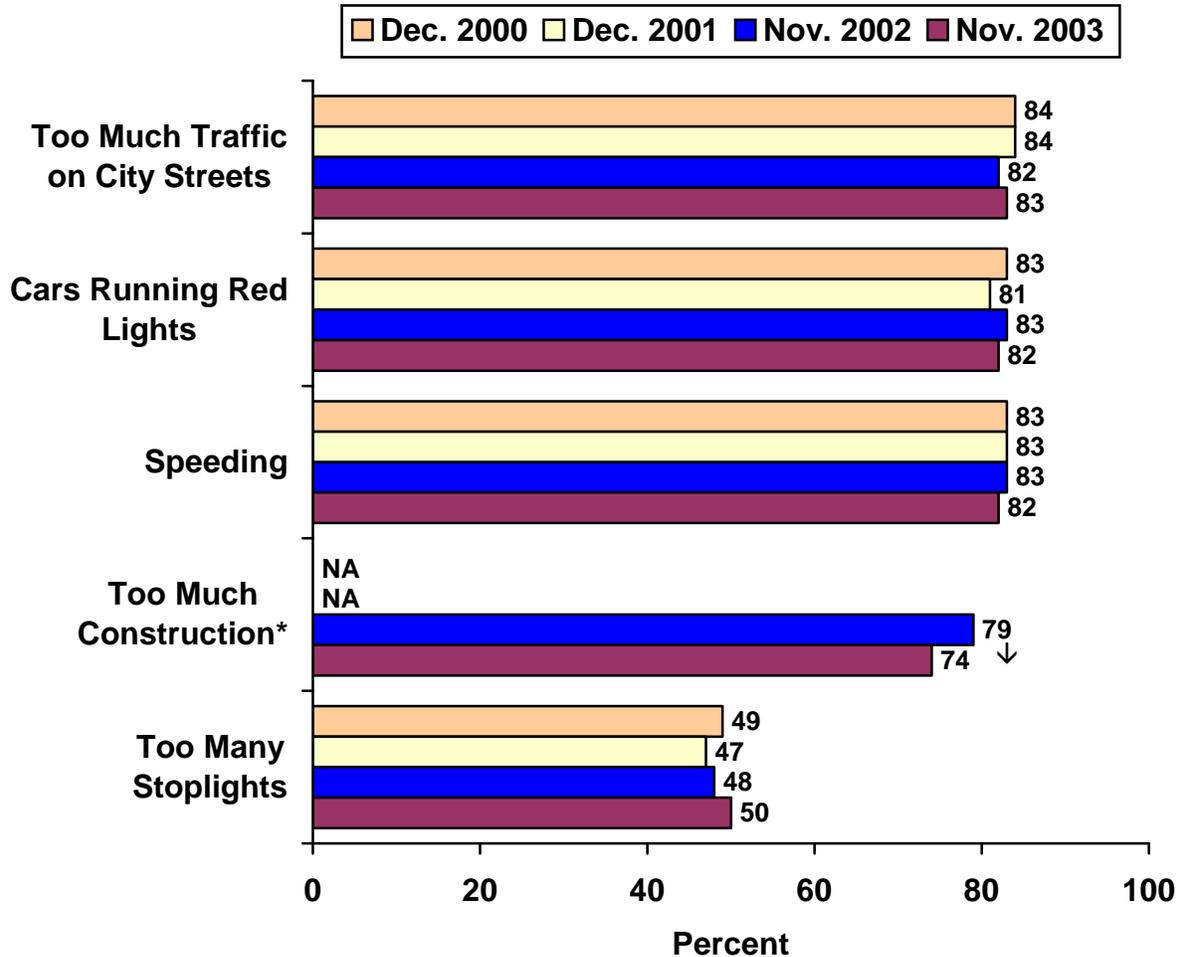
Problems When Driving In Arlington



Question: "When driving in Arlington, how much of a problem is each of the following?"

Base: Total respondents. (n=505)

Problems When Driving In Arlington – Trend (Major/Minor Problem)



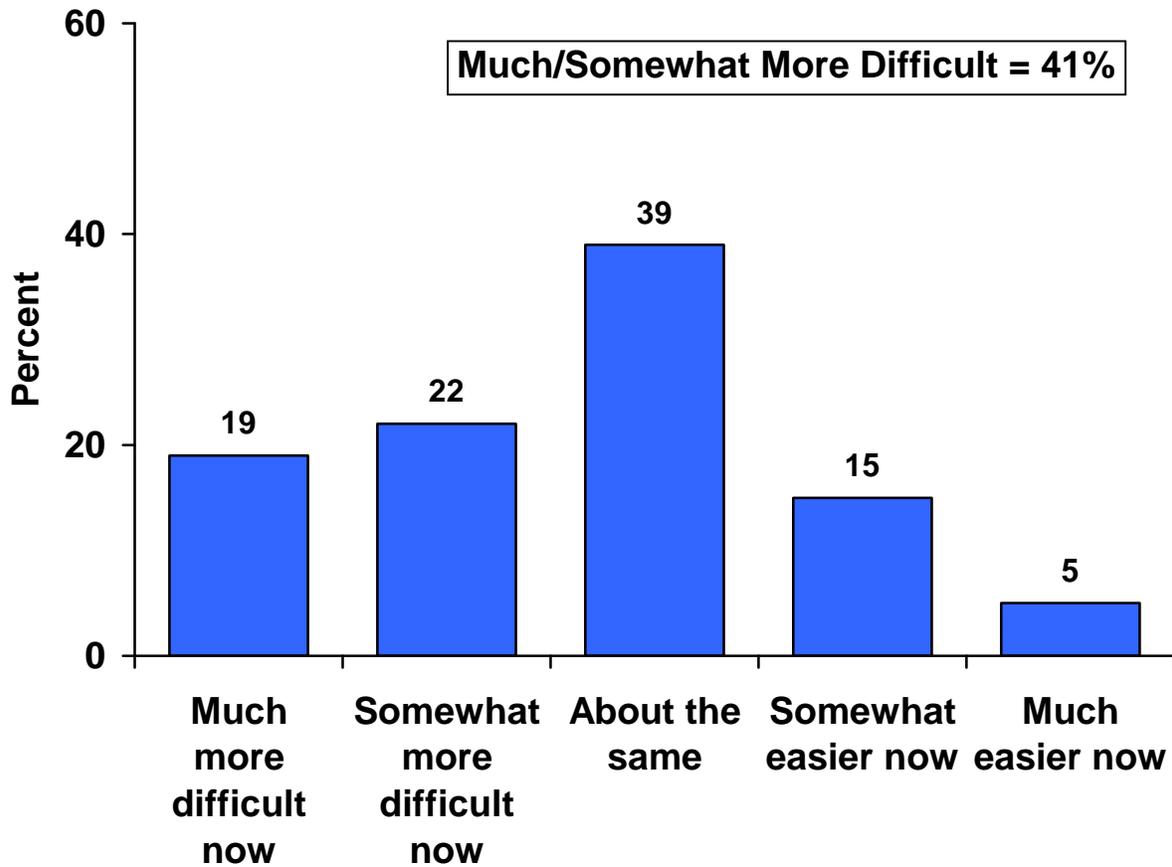
Question: “When driving in Arlington, how much of a problem is each of the following?”

Base: Total respondents. (2000 n=500; 2001 n=502; 2002 n=500; 2003 n=505)

* Ratings for Too Much Construction began in 2002.

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the last wave in 2002. A block “up” arrow (⇧) indicates a significant increase and a block “down” arrow (⇩) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Ease Of Driving Or Traveling Within Arlington Vs. One Year Ago

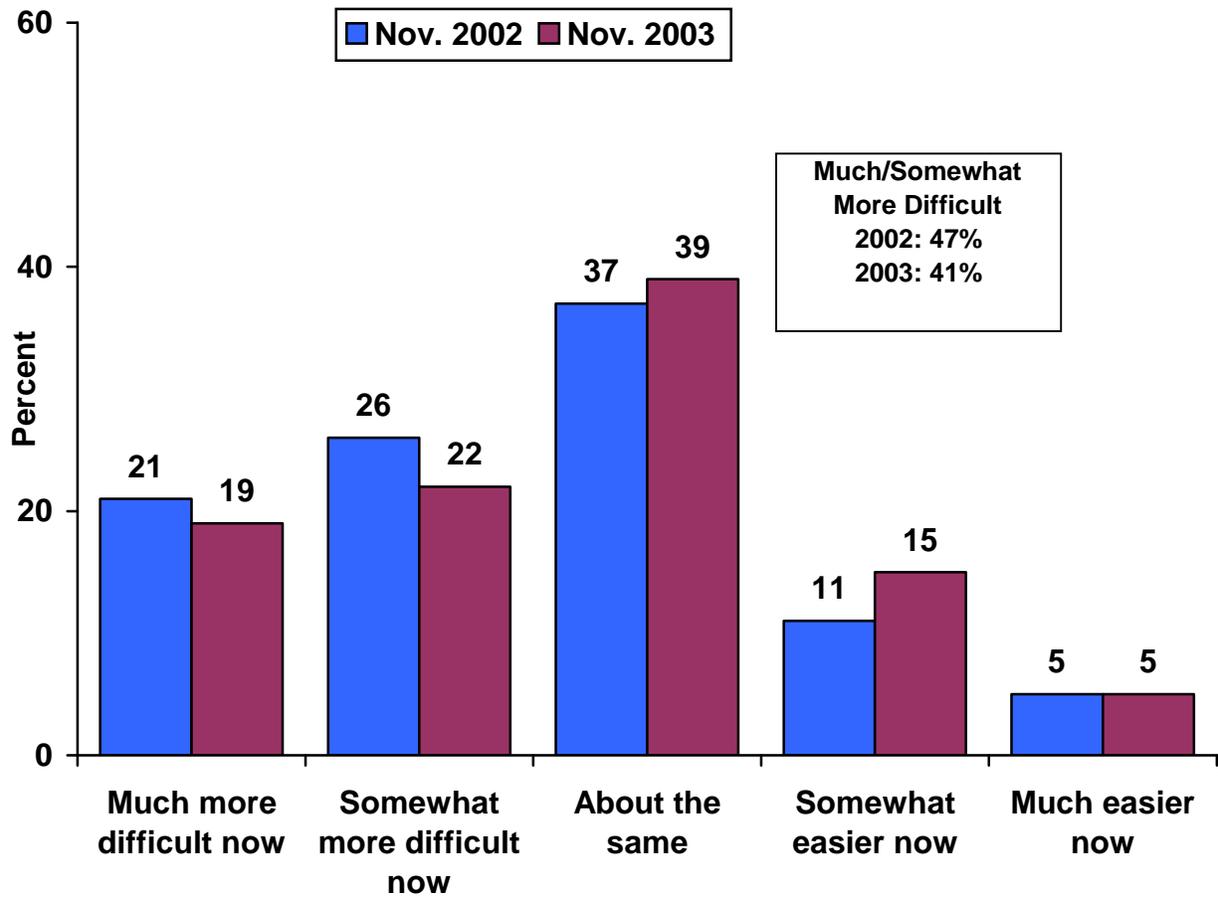


Question: "Thinking of driving or traveling within Arlington, compared to a year ago, would you say it is...?"

Base: Total respondents, excluding "don't knows". (n=484)

Note: This question asked beginning in 2002.

Ease Of Driving Or Traveling Within Arlington Vs. One Year Ago – Trend

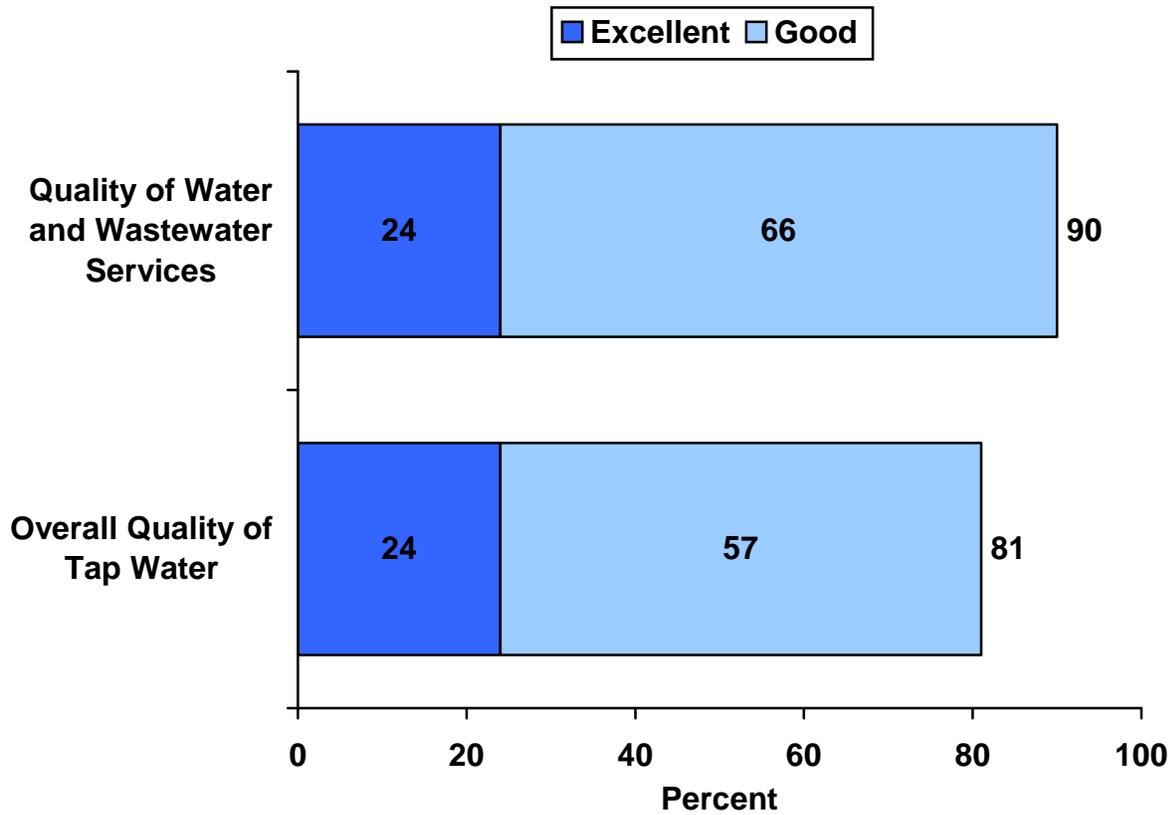


Question: "Thinking of driving or traveling within Arlington, compared to a year ago, would you say it is...?"

Base: Total respondents, excluding "don't knows". (2002 n=484; 2003 n=484)

Note: This question asked beginning in 2002.

Ratings Of Arlington Water Service By Attribute

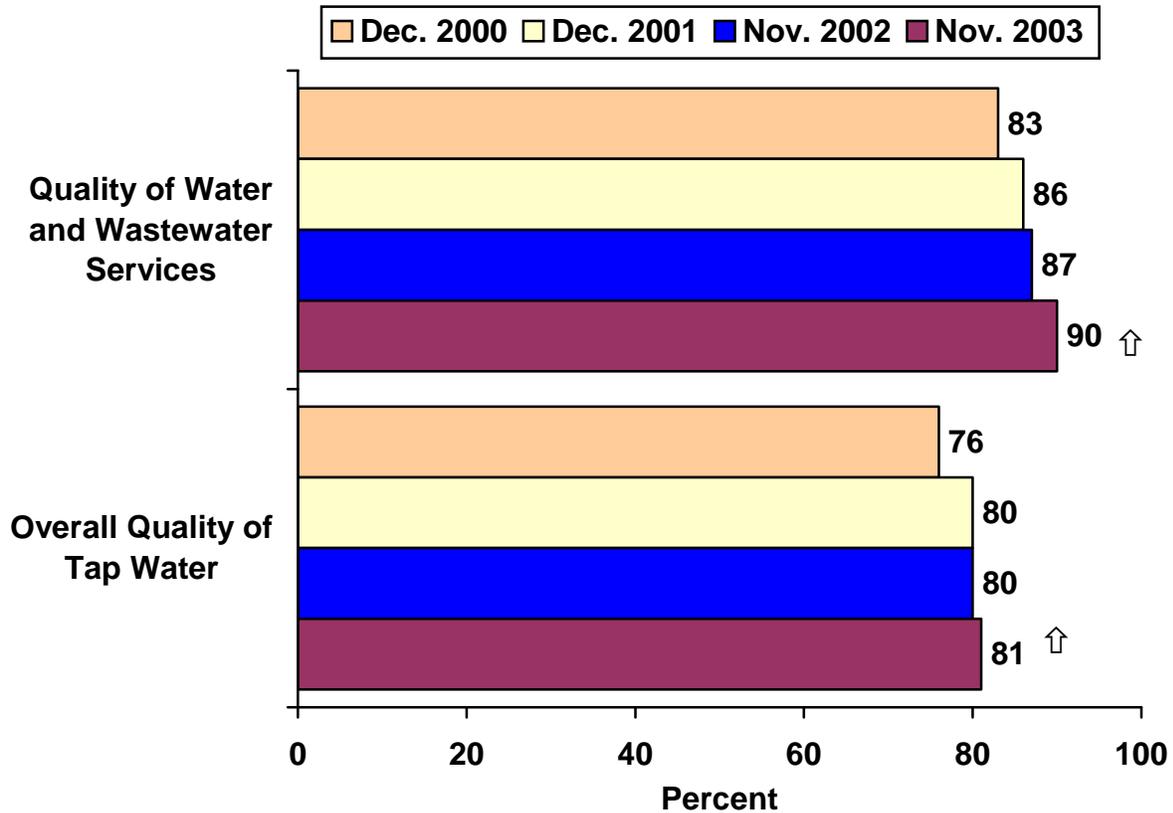


Questions: "Now thinking about city water services, how would you rate the quality of your local tap water supplied by the City of Arlington?"

"How would you rate the quality of water and wastewater service supplied by the City of Arlington?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=488)

Ratings Of Arlington Water Service – Trend (Top Two Box—Excellent/Good)



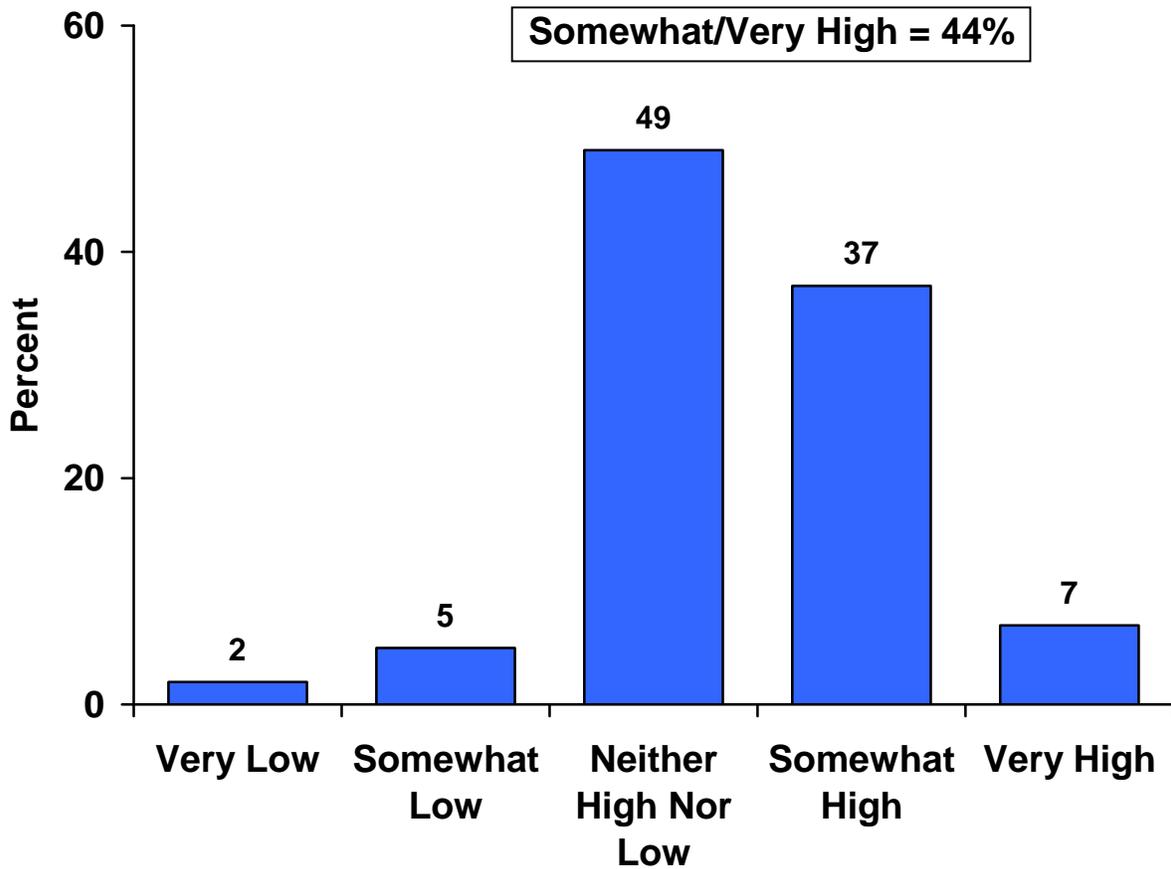
Questions: “Now thinking about city water services, how would you rate the quality of your local tap water supplied by the City of Arlington?”

“How would you rate the quality of water and wastewater service supplied by the City of Arlington?”

Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=487; 2001 n=480; 2002 n=482; 2003 n=488)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the last wave in 2002. A block “up” arrow (⤴) indicates a significant increase and a block “down” arrow (⤵) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Rating Of Water Utility Rates

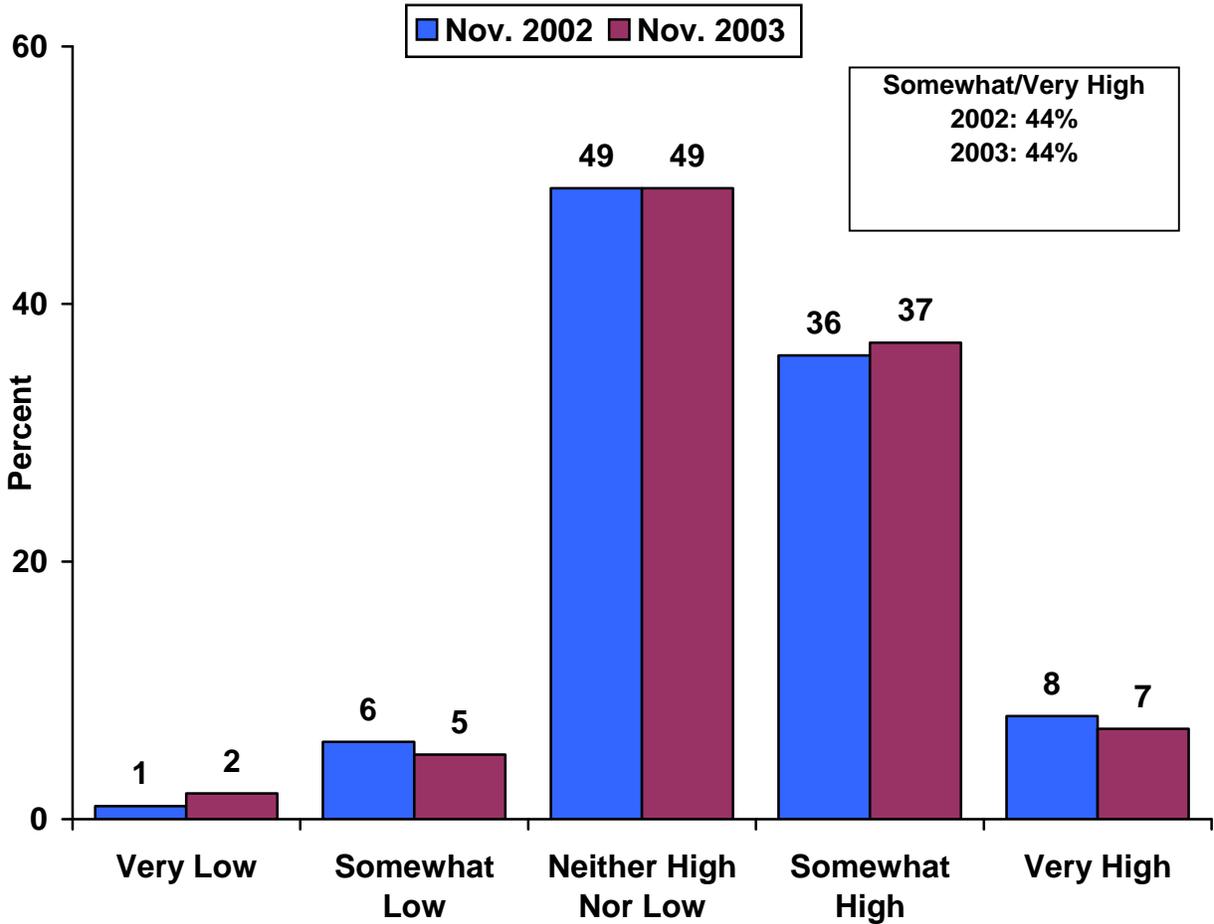


Question: "Your water utility bill includes charges for water, for sewer service and for garbage collection. Overall, do you think the rates the city charges for these services are...?"

Base: Respondents who pay a water bill, excluding "don't pay water" and "don't knows". (n=464)

* This question asked beginning in 2002.

Rating Of Water Utility Rates – Trend



Question: "Your water utility bill includes charges for water, for sewer service and for garbage collection. Overall, do you think the rates the city charges for these services are...?"

Base: Respondents who pay a water bill, excluding "don't knows". (2002 n=456; 2003 n=464)

* This question asked beginning in 2002.

Usage Of Services And Perceptions Of Services By Users

Services. Services reportedly used most by Arlington residents were police (34% had contact with), Parks & Recreation department (27%), 911 call center (25%), and the city website (25%). Residents were least likely to have had contact with the Street department and Handitran transit service.

Overall, residents who have had contact with various city services rate those services at least moderately high on “promptness,” “courtesy” and “handling concerns in a satisfactory manner.” The fire department continues to be the highest on the “promptness” and “courtesy” measures. The street department continues to be the department having the most need for improvement, especially in terms of “handling your issue or concern promptly”; however, it shows a notable—although not significant— increase in rating of promptness from last year. Virtually all residents who have had contact with city services through the Arlington city website score the website very favorably in terms of “easy to use” (40% excellent, 54% good).

Recreation Facilities. City parks and city libraries continue to be the city facilities most widely used by residents (81% and 69% visited or used in past year, respectively). More than one-third of Arlington households have visited a city recreation center, a city athletic field or Lake Arlington in the past year. City tennis centers appear to be the least visited or used city facility. Users generally perceive overall quality of recreation and library facilities very positively. City tennis centers, libraries, and parks are rated particularly high on quality, which suggests they are seen as needing little improvement.

Some areas that less than 80% of Arlington residents rate as “good” or “excellent” and that indicate some possible room for improvement are:

- City parks: Park safety & security (76% top two)
- Recreation centers: Having recreation centers conveniently located for you (79% top two)
- Athletic fields: The number of athletic fields available (76% top two)
- Swimming pools: Having swimming pools conveniently located for you (70% top two).

Usage Of Services And Perceptions Of Services By Users (Cont.)

Miscellaneous Facilities or Services. Presented are reported use and ratings of miscellaneous city facilities or services.

Curbside Recycling. About half of residents (49%) report that they have used curbside recycling in the past 12 months, which is down significantly from 57% in 2002.

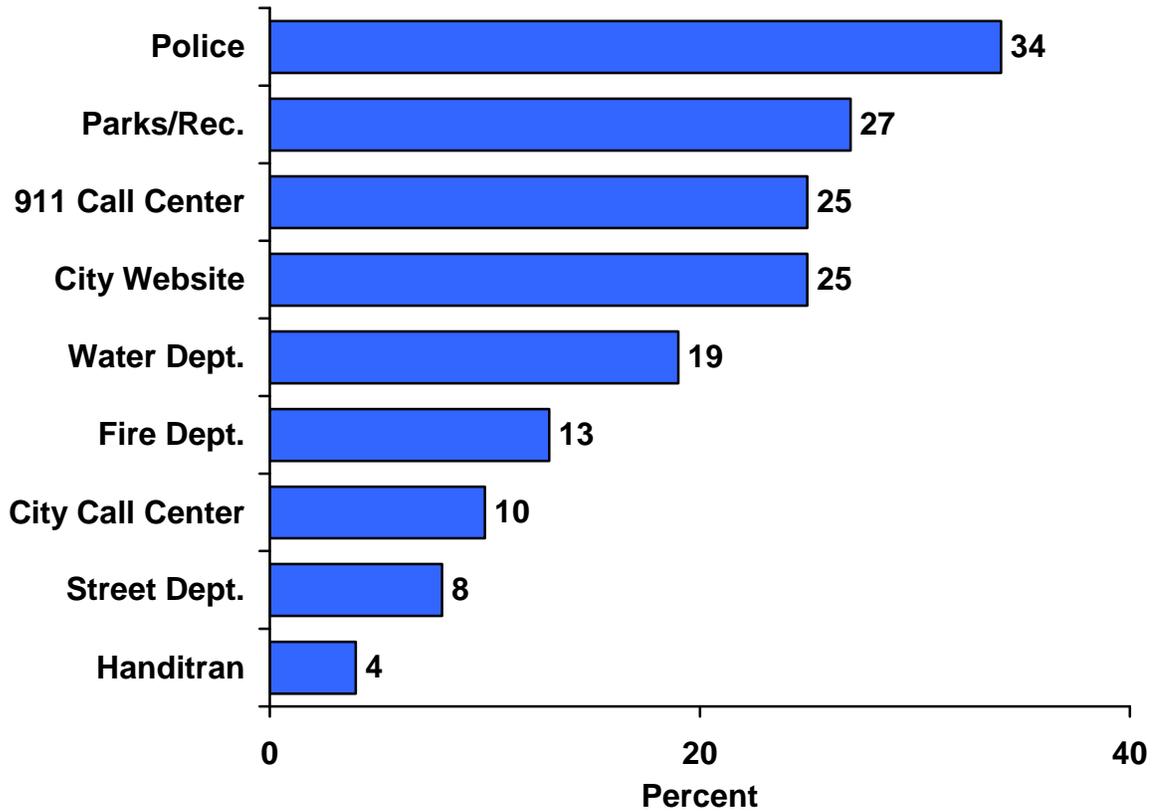
Arlington Convention Center. Reported use of the Arlington Convention Center (23%) remains the same compared to last year, but has declined from 2000. The overall quality of the convention center is rated very high.

Arlington Landfill. Reported use of Arlington landfill remains relatively low (18%). The overall quality of the Arlington landfill is viewed very positively among residents who have visited or used it in the past 12 months, and has significantly improved from last year.

Arlington Animal Services Center. Reported use of the Arlington Animal Services Center remains relatively low (15%). This level is similar to last year, but has increased from 2000. The overall quality rating of the animal services center suggests at least a slight need for improvement.

Arlington Municipal Court. Reported use of the Arlington Municipal court continues to be low (13%). Residents who have visited the Arlington Municipal Court in the past 12 months appear to see some need for improvement with regard to overall performance, ability to complete business on the first trip, and courtesy and attentiveness of employees, and see *much* need for improvement with regard to length of wait.

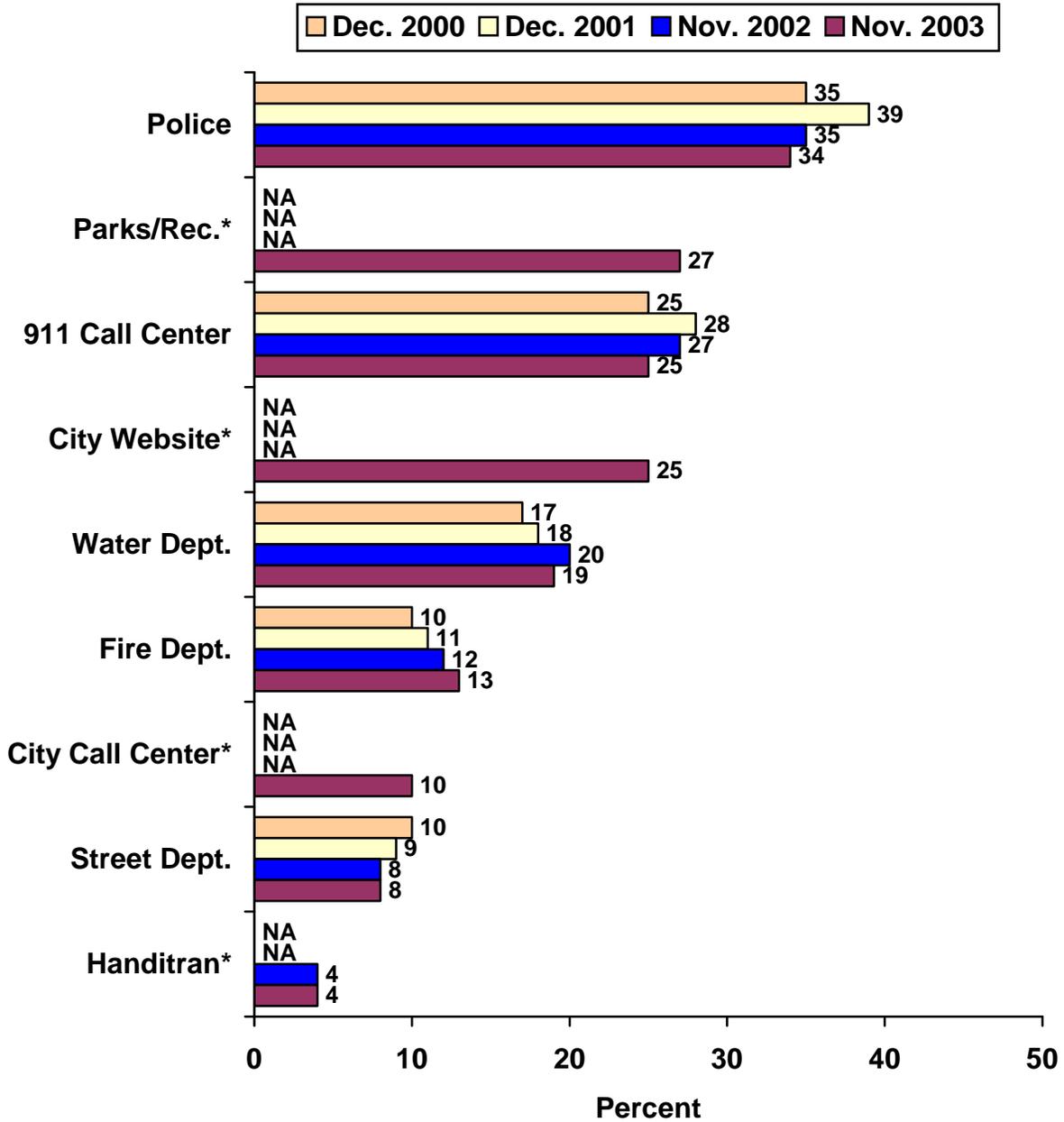
Had Contact With Services In Past 12 Months



Question: "In the past 12 months, which of the following have you had any contact with in Arlington?"

Base: Total respondents. (n=505)

Had Contact With Services In Past 12 Months – Trend

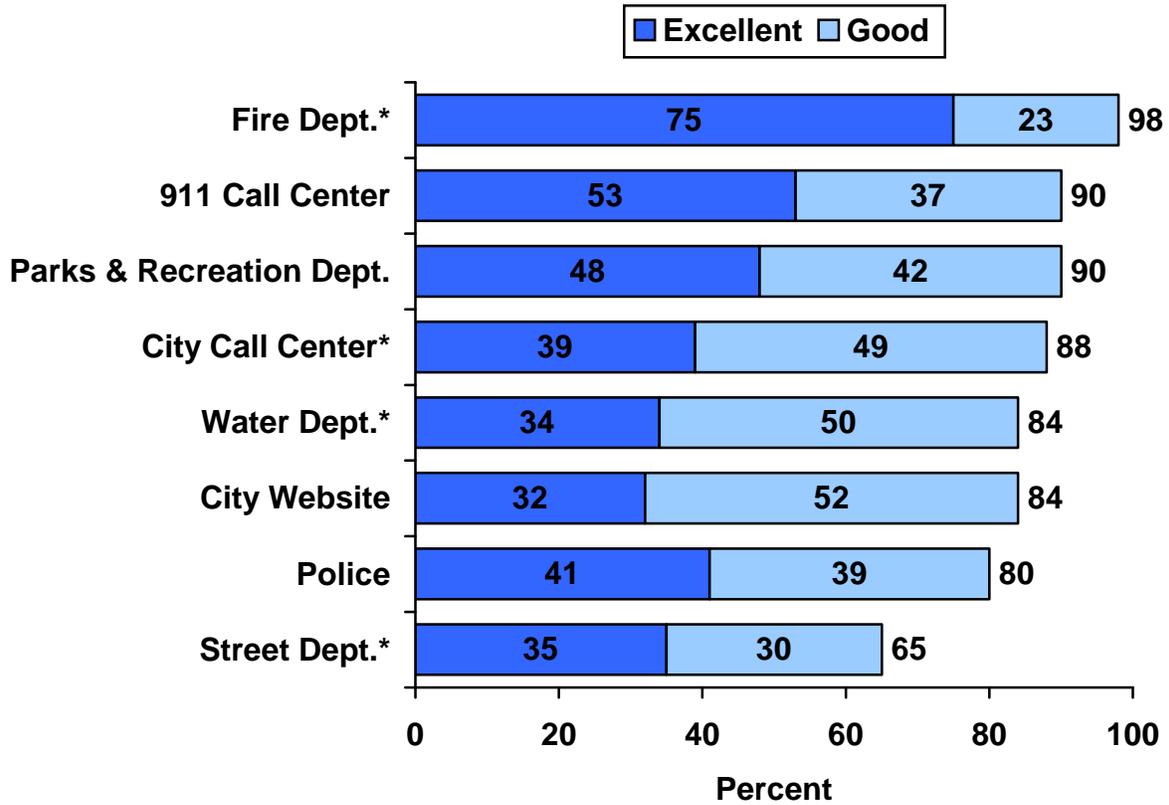


Question: "In the past 12 months, which of the following have you had any contact with in Arlington?"

* Note: Parks & Recreation Department, City Call Center and City Website asked beginning in 2003. Handitran Transit Service asked beginning in 2002.

Base: Total respondents. (2000 n=500; 2001 n=502; 2002 n=500; 2003 n=505)

Rating Of Services By Users On “Promptness”



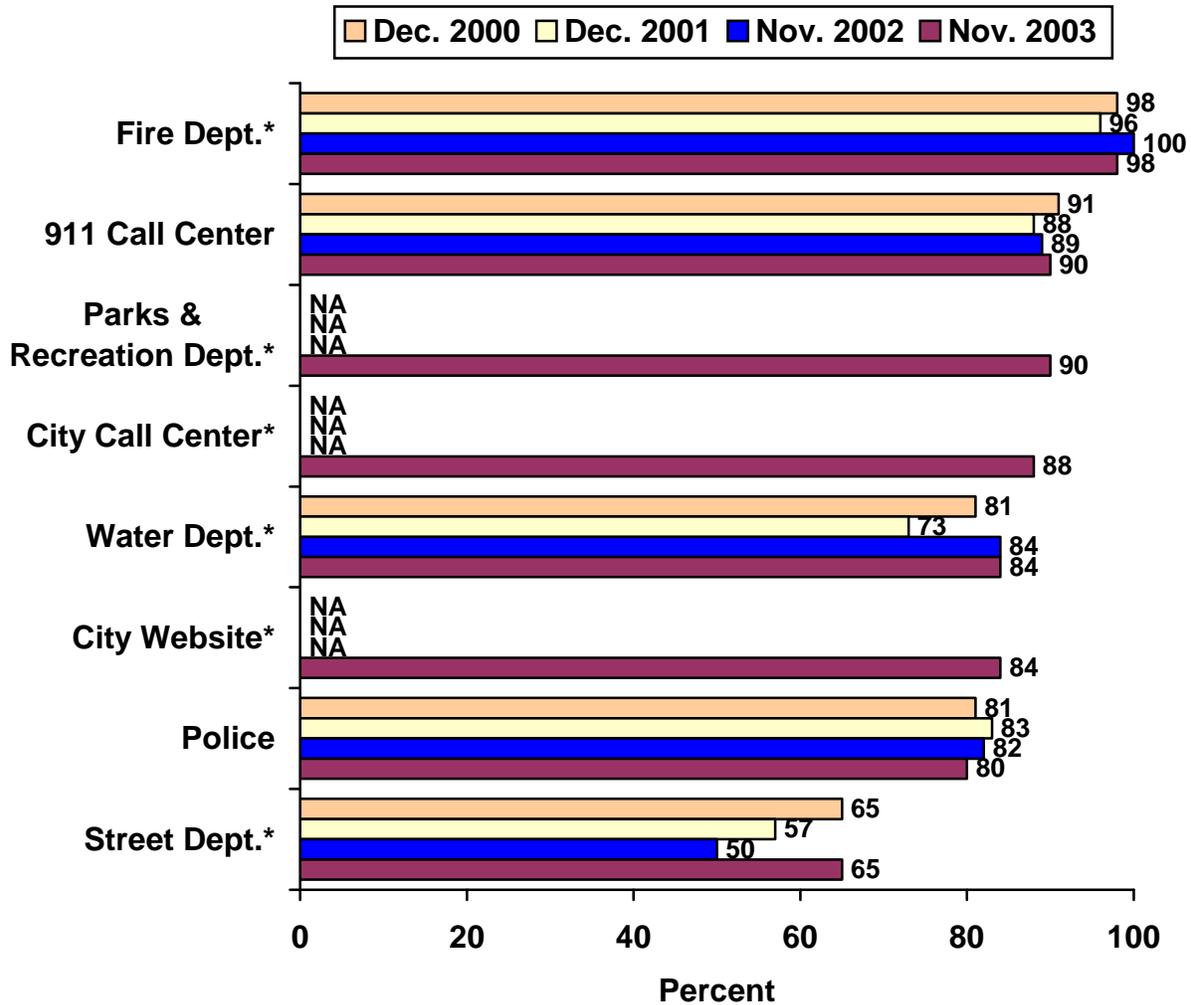
Question: “Thinking about any contact you have had with ... in the past 12 months, using a scale of excellent, good, fair, and poor, please rate the ... on...handling your issue or concern promptly.”

Base: Have had contact with the ... service in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: n=96*)

* Caution: Some small base sizes.

** Note: Parks & Recreation Department, City Call Center and City Website asked beginning in 2003.

Rating Of Services By Users On “Promptness” – Trend (Top Two Box—Excellent/Good)



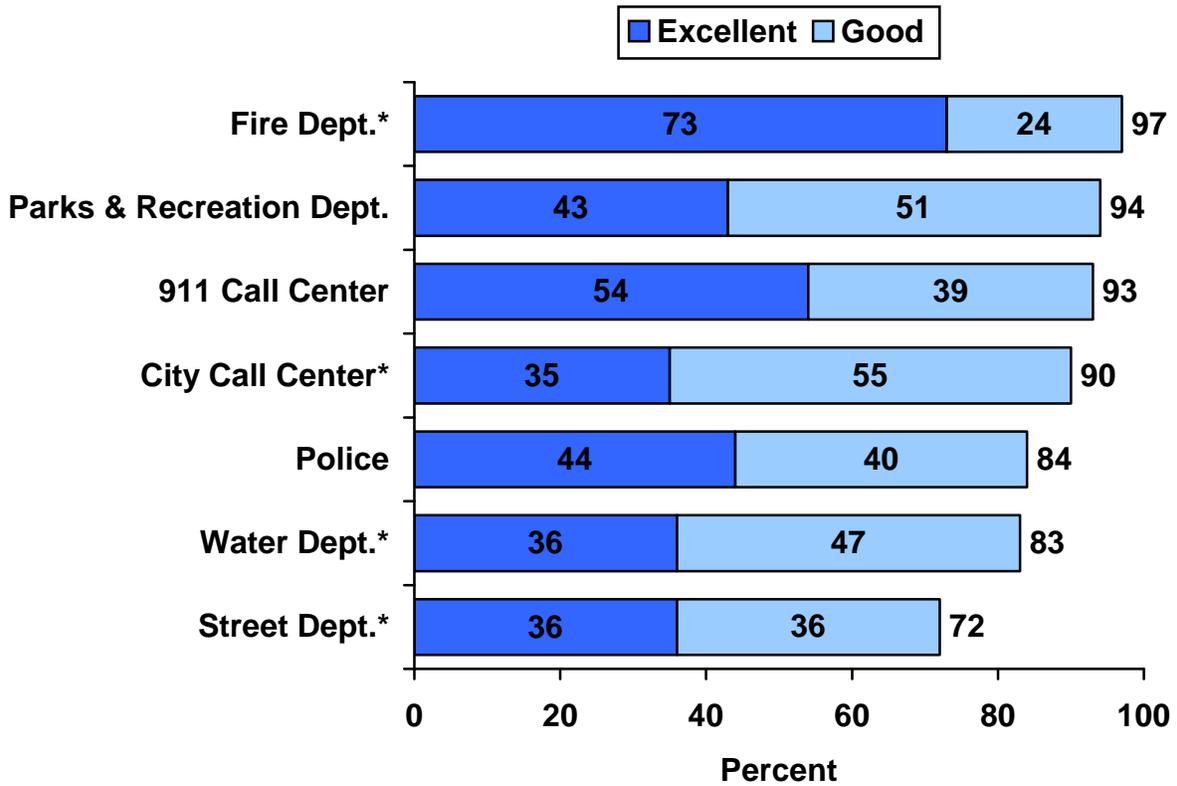
Question: “Thinking about any contact you have had with ... in the past 12 months, using a scale of excellent, good, fair, and poor, please rate the ... on...handling your issue or concern promptly.”

Base: Have had contact with the ... service in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=95*; 2001 n=104*; 2002 n=101*; 2003 n=96*)

* Caution: Some small base sizes.

** Note: Parks & Recreation Department, City Call Center and City Website asked beginning in 2003.

Rating Of Services By Users On “Courtesy And Attentiveness”



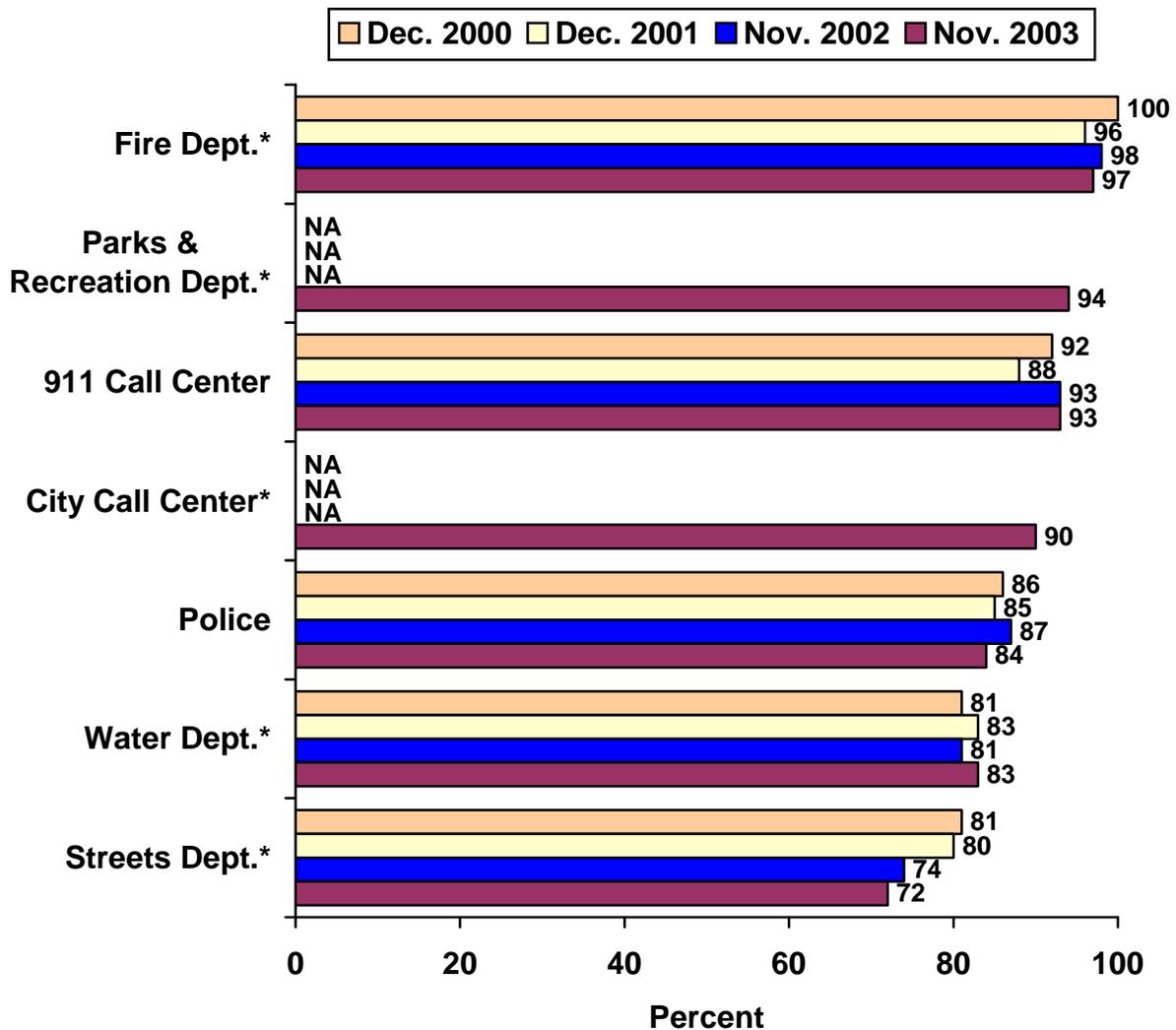
Question: “Thinking about any contact you have had with ... in the past 12 months, using a scale of excellent, good, fair, and poor, please rate the ... on... Courtesy and attentiveness.”

Base: Have had contact with the ... service in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: n=94*)

* Caution: Some small base sizes.

** Note: Parks & Recreation Department, City Call Center and City Website asked beginning in 2003.

Rating Of Services By Users On “Courtesy And Attentiveness” – Trend (Top Two Box—Excellent/Good)



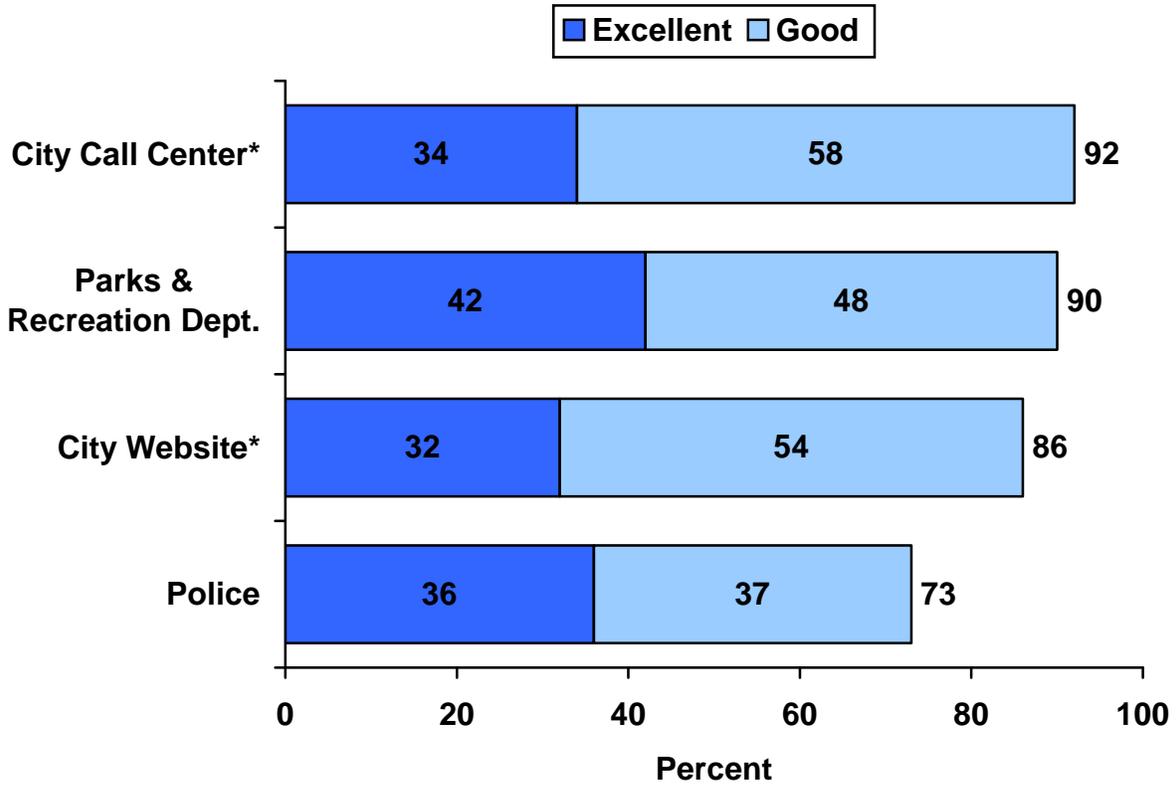
Question: “Thinking about any contact you have had with ... in the past 12 months, using a scale of excellent, good, fair, and poor, please rate the ... on... Courtesy and attentiveness.”

Base: Have had contact with the ... service in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=96*; 2001 n=105*; 2002 n=101*; 2003 n=94*)

* Caution: Some small base sizes.

** Note: Parks & Recreation Department, City Call Center and City Website asked beginning in 2003.

Rating Of Services By Users On “Handling Concern In A Satisfactory Manner”



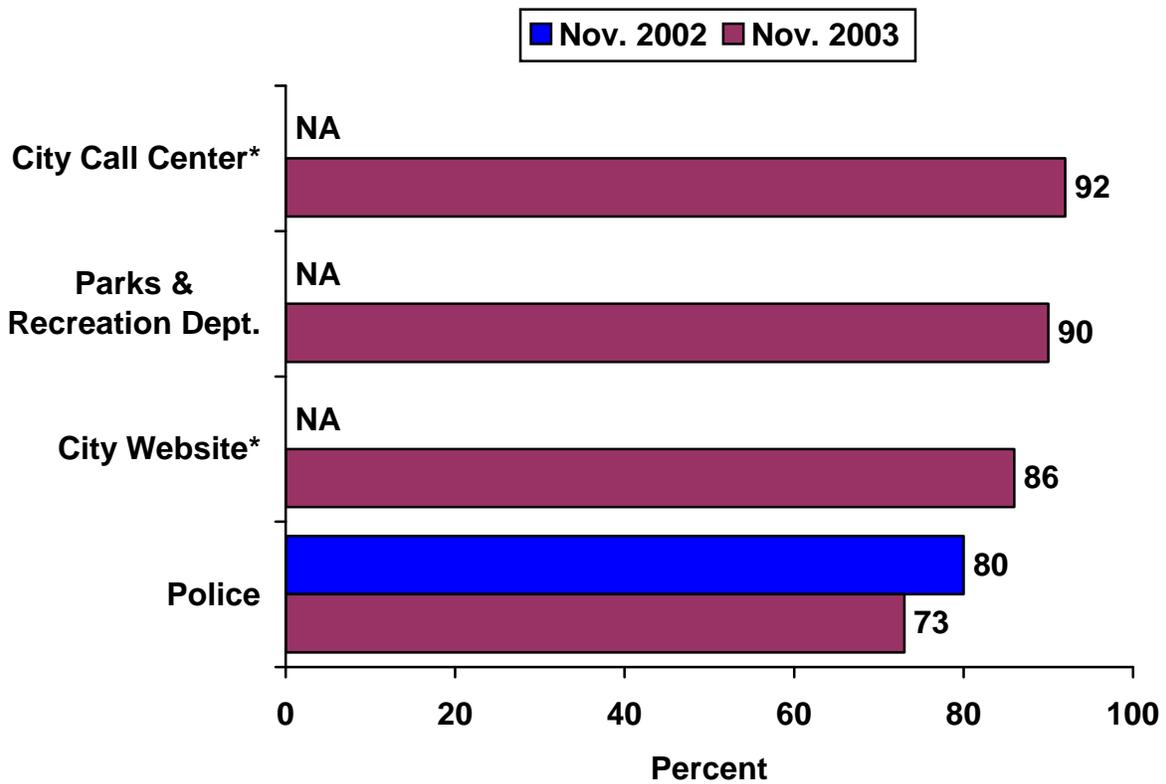
Question: “Thinking about any contact you have had with the ... in the past 12 months, using a scale of “excellent,” “good,” “fair,” and “poor,” please rate the ... on...Handling your concern in a satisfactory manner.”

Base: Have had contact with the ...service in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: n=115)

* Caution: Some small base sizes.

** Measures for Parks & Recreation Department, City Call Center and City Website were asked beginning in 2003. Measure for Police Department was asked beginning in 2002.

Rating Of Services By Users On “Handling Concern In A Satisfactory Manner” – Trend (Top Two Box—Excellent/Good)



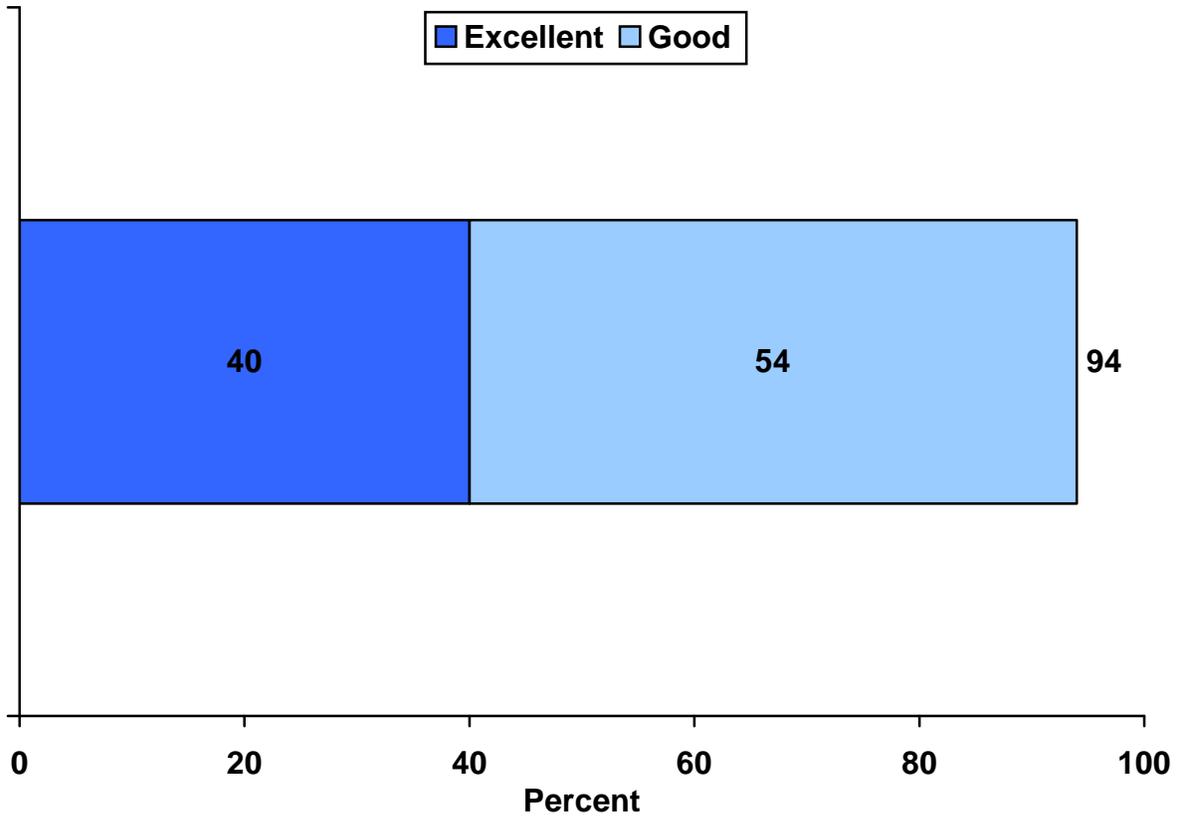
Question: “Thinking about any contact you have had with the ... in the past 12 months, using a scale of “excellent,” “good,” “fair,” and “poor,” please rate the ... on...Handling your concern in a satisfactory manner.”

Base: Have had contact with the ...service in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: 2002 n=176; 2003 n=115)

* Caution: Some small base sizes.

** Measures for Parks & Recreation Department, City Call Center and City Website were asked beginning in 2003. Measure for Police Department was asked beginning in 2002.

Rating Of City Website By Users On "Easy To Use"

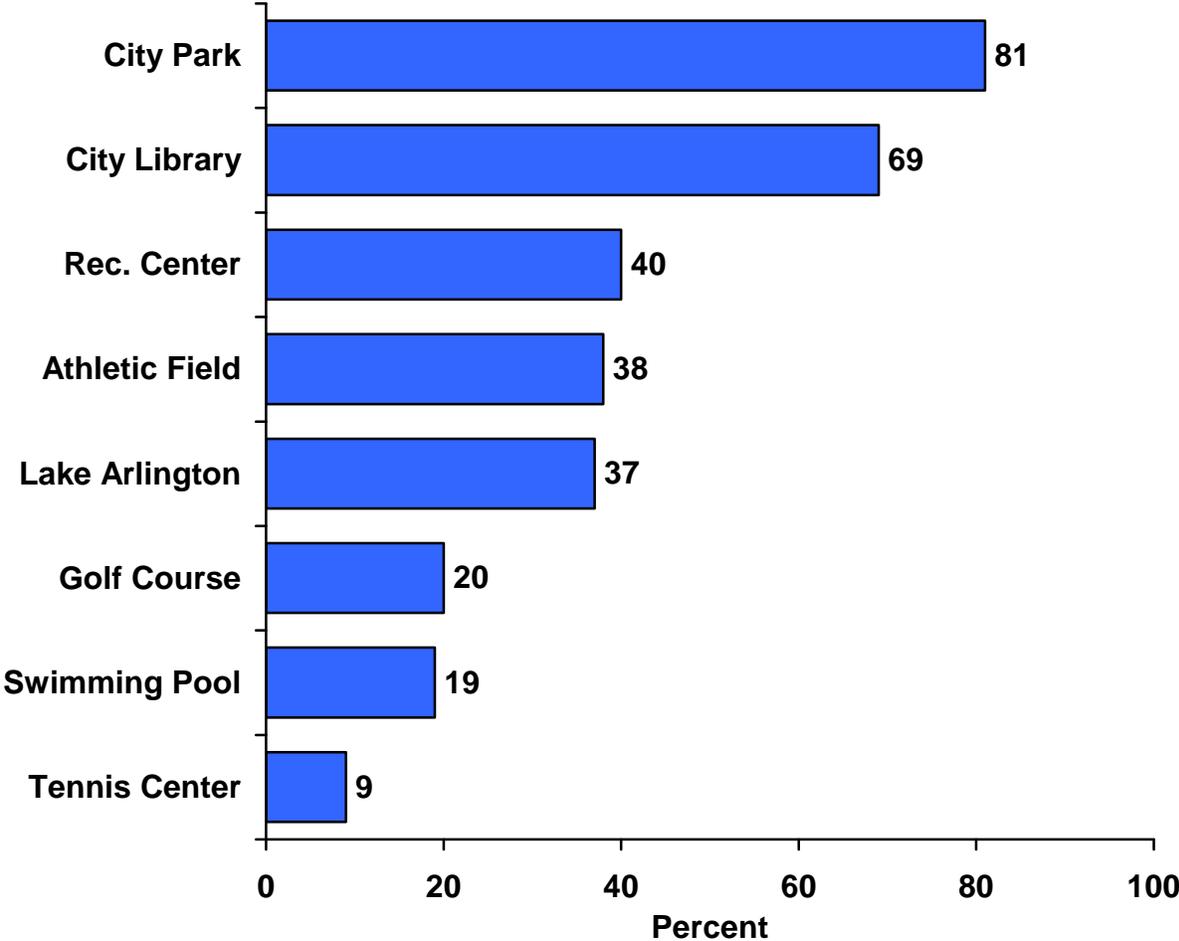


Question*: "Thinking about any contact you have had with the Arlington City website in the past 12 months, using a scale of "excellent," "good," "fair," and "poor," please rate the website on...Easy to use."

Base: Total respondents, excluding "don't knows." (n=124)

* This measure was asked beginning in 2003.

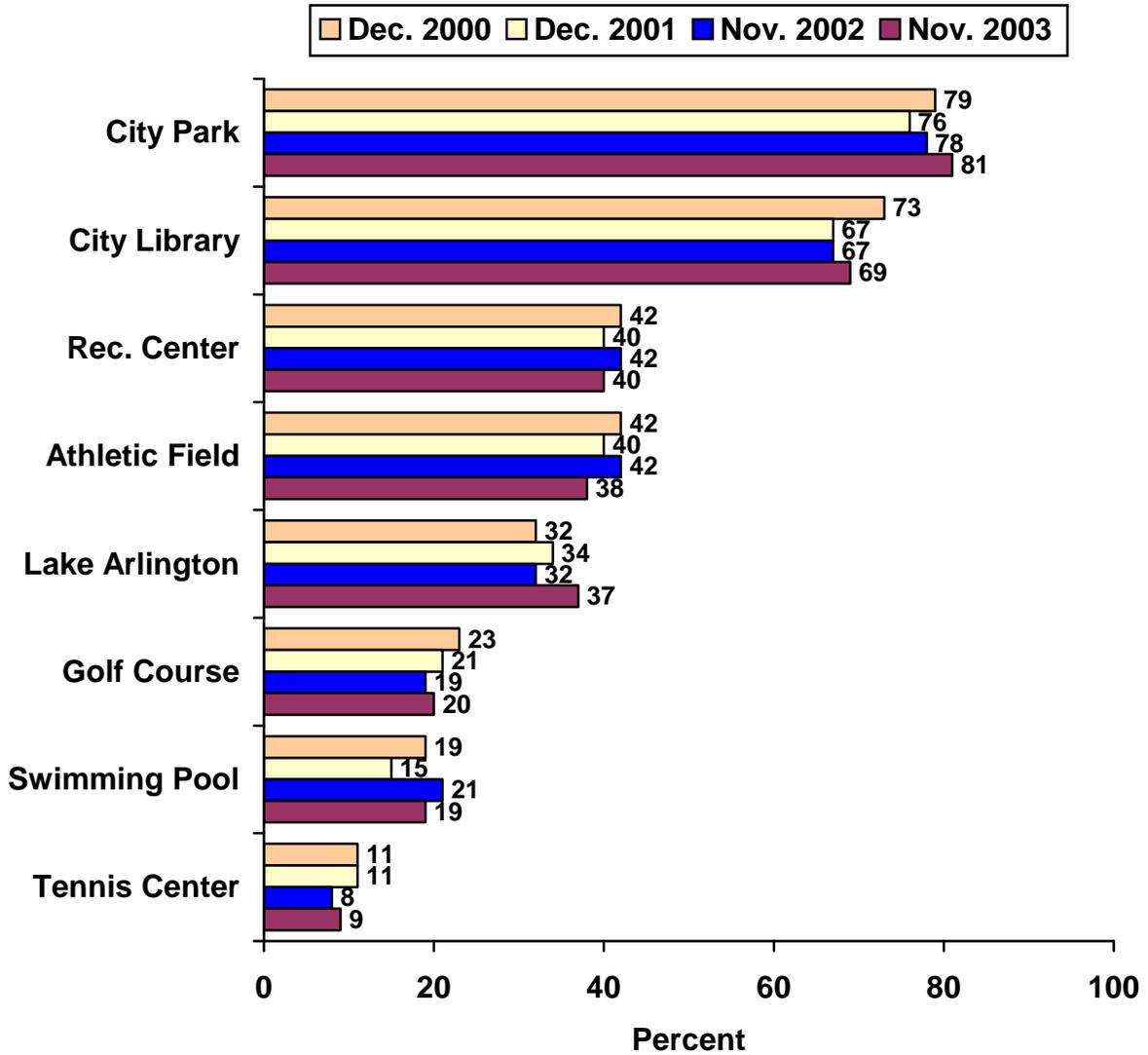
Recreation/Library Facilities Visited Or Used In Past 12 Months



Question: "In the past 12 months, which of the following have you or anyone in your household visited or used?"

Base: Total respondents. (n=505)

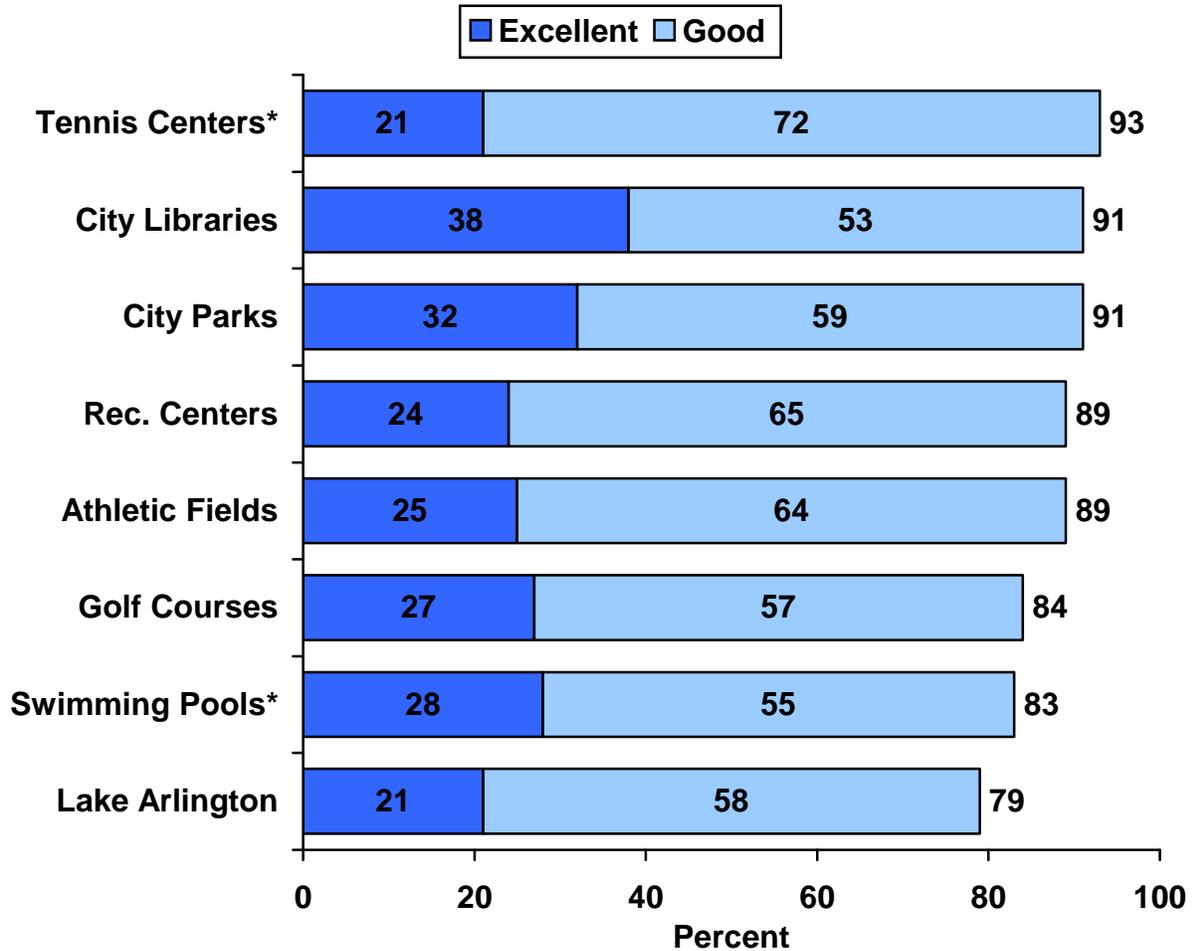
Recreation/Library Facilities Visited Or Used In Past 12 Months – Trend



Question: "In the past 12 months, which of the following have you or anyone in your household visited or used?"

Base: Total respondents. (2000 n=500; 2001 n=502; 2002 n=500; 2003 n=505)

Rating Of Recreation/Library Facilities By Users On “Overall Quality”

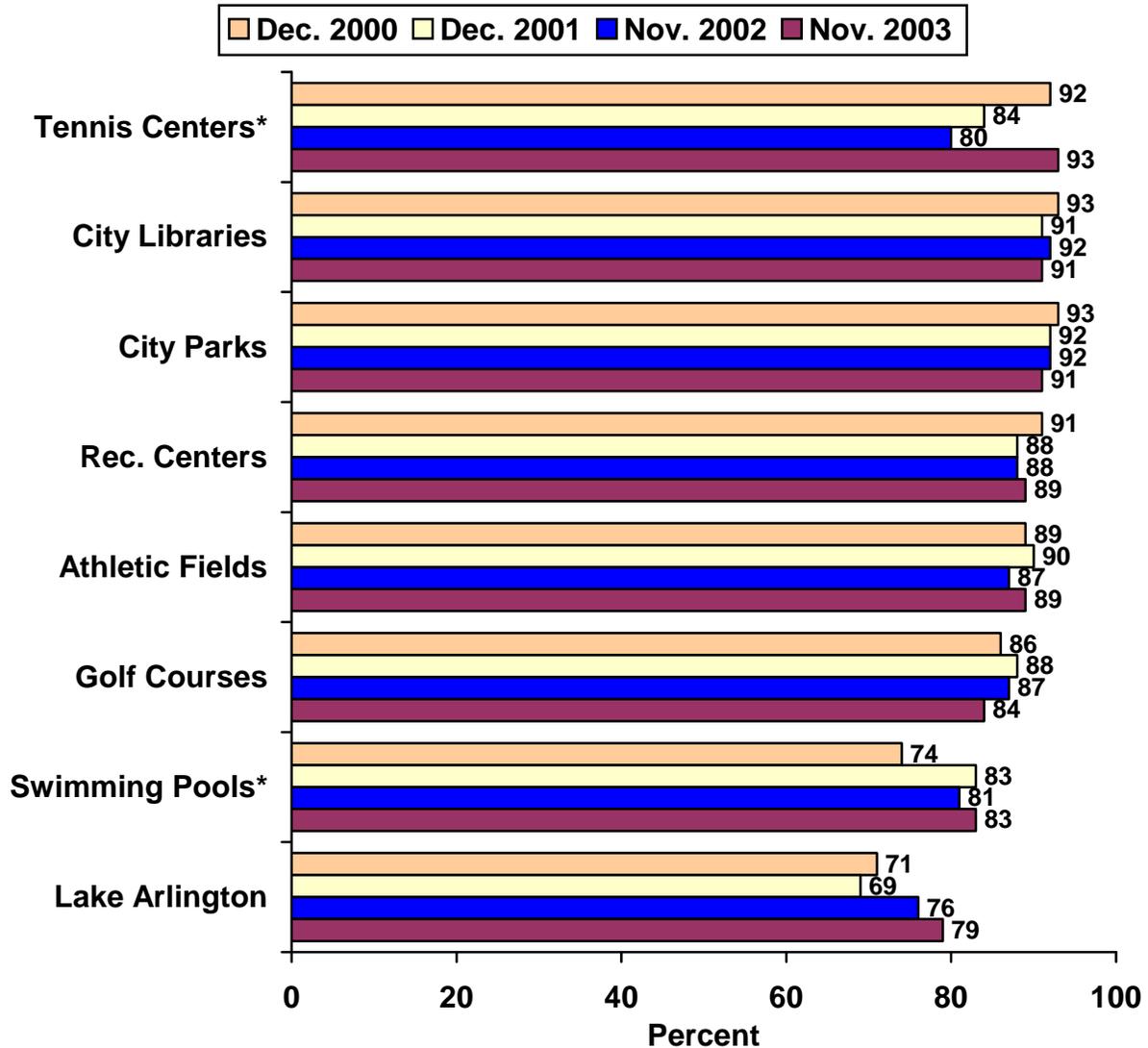


Question: “Thinking about ..., how would you rate Arlington on...?”

Base: Have visited or used ... in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: n=194*)

* Caution: Some small base sizes.

Rating Of Recreation/Library Facilities By Users On “Overall Quality” – Trend (Top Two Box—Excellent/Good)

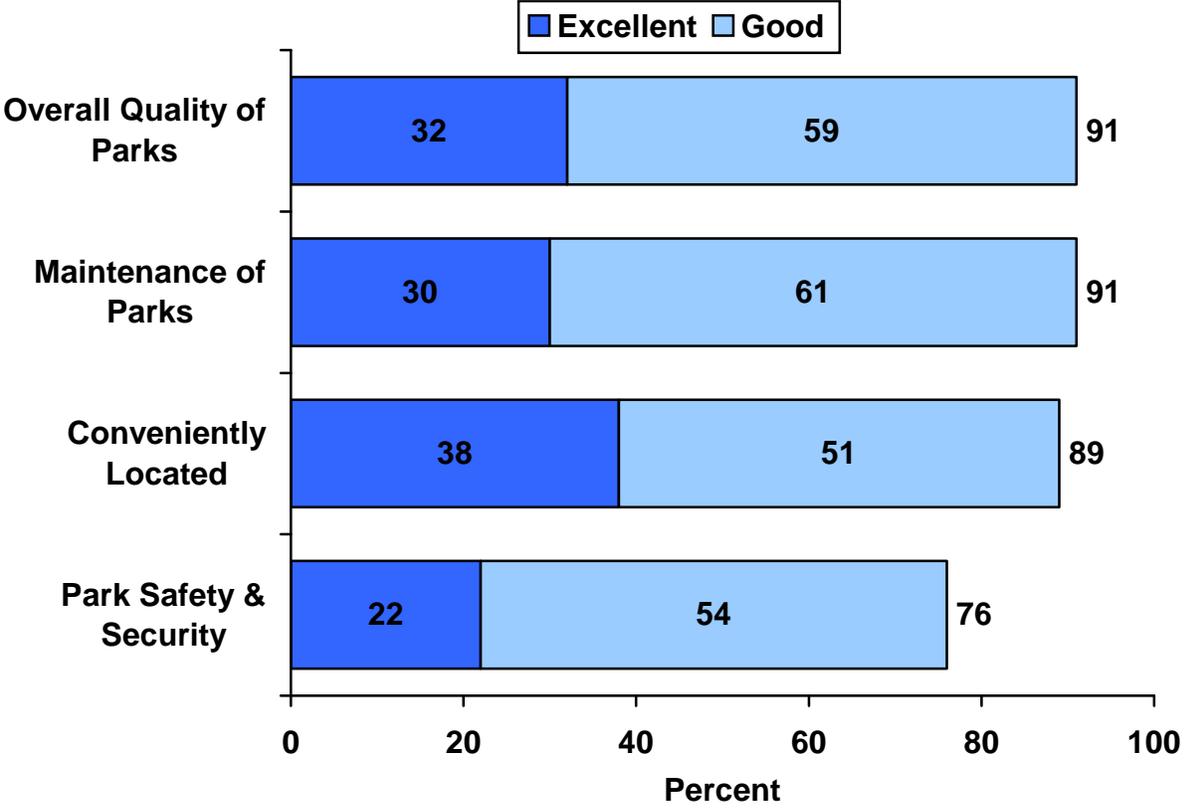


Question: “Thinking about ..., how would you rate Arlington on...?”

Base: Have visited or used ... in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: 2000
n=199*; 2001 n=187*; 2002 n=190*; 2003 n=194*)

* Caution: Some small base sizes.

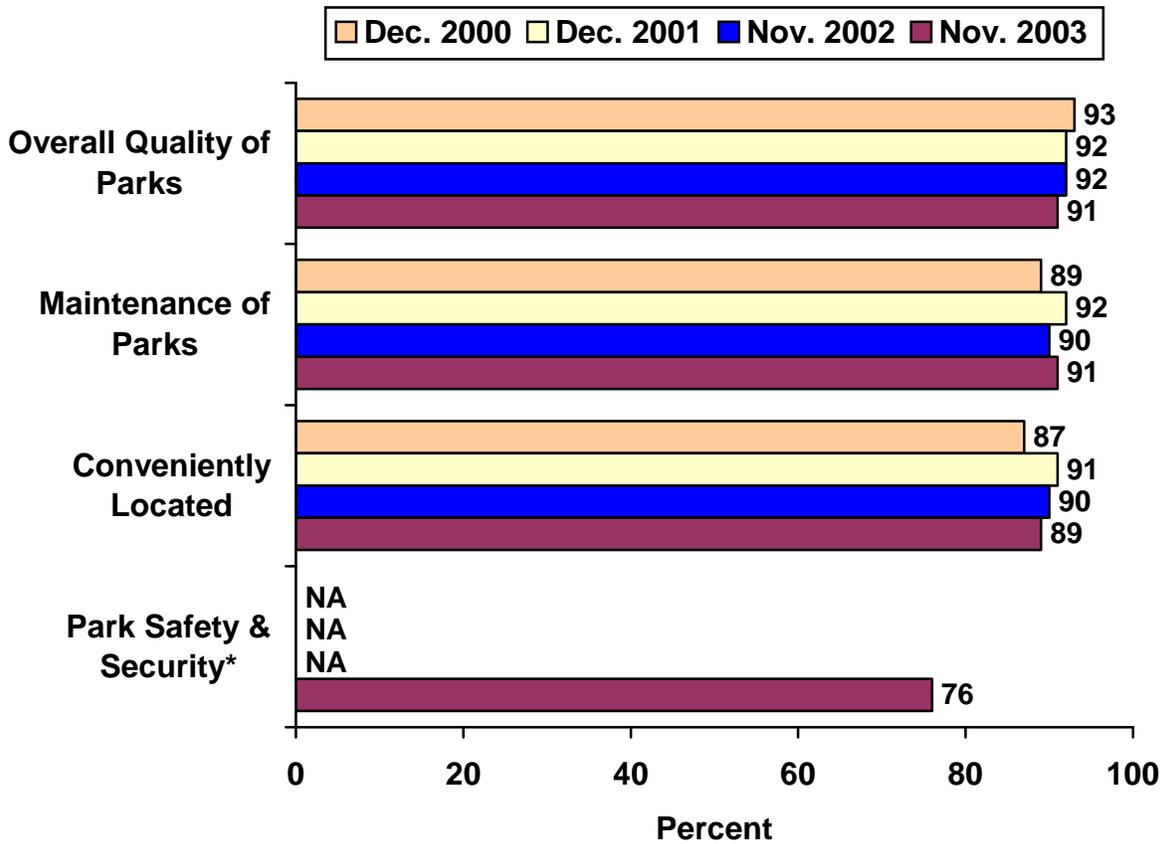
Rating Of City Parks By Users



Question: "Thinking about parks in Arlington, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city park in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: n=390)

Rating Of City Parks By Users – Trend (Top Two Box—Excellent/Good)

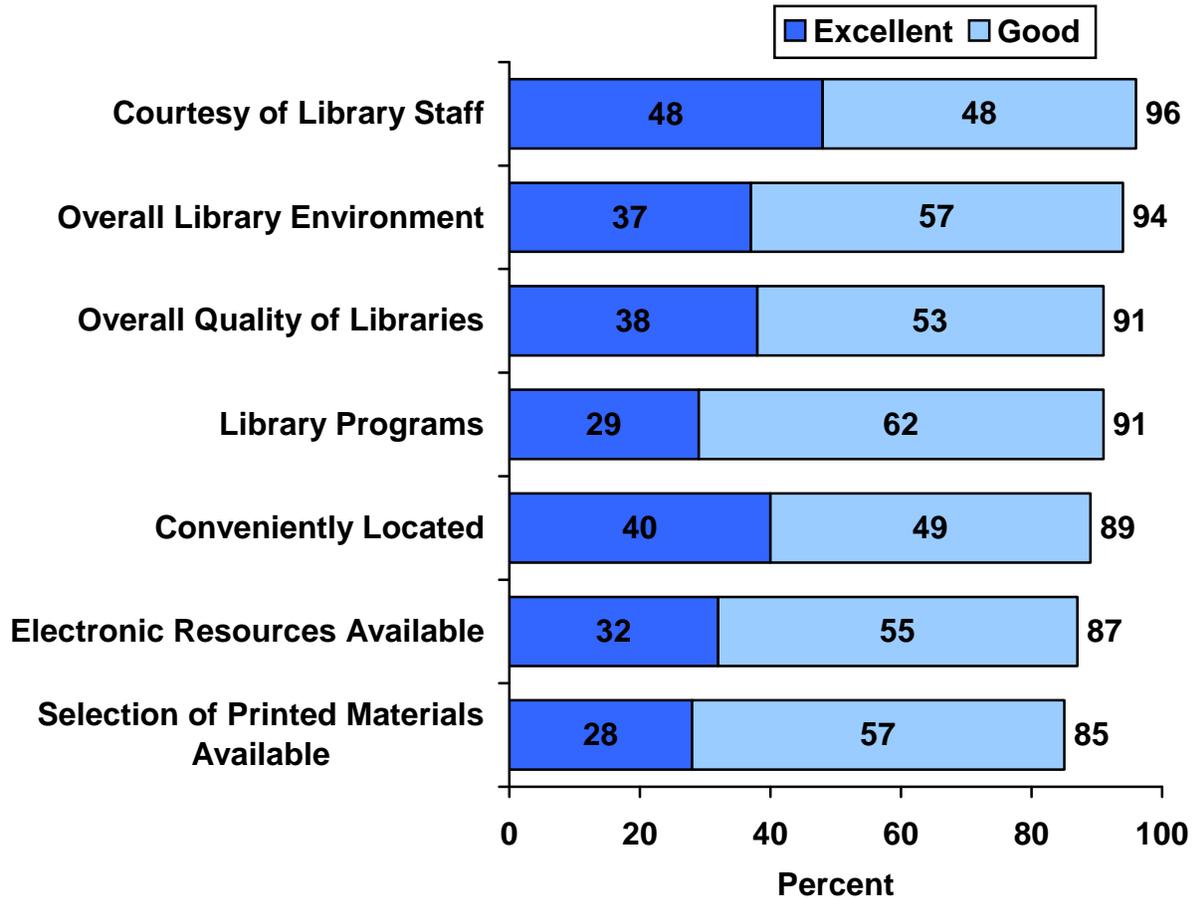


Question: "Thinking about parks in Arlington, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city park in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=396; 2001 n=380; 2002 n=387; 2003 n=390)

* This measure was asked beginning in 2003.

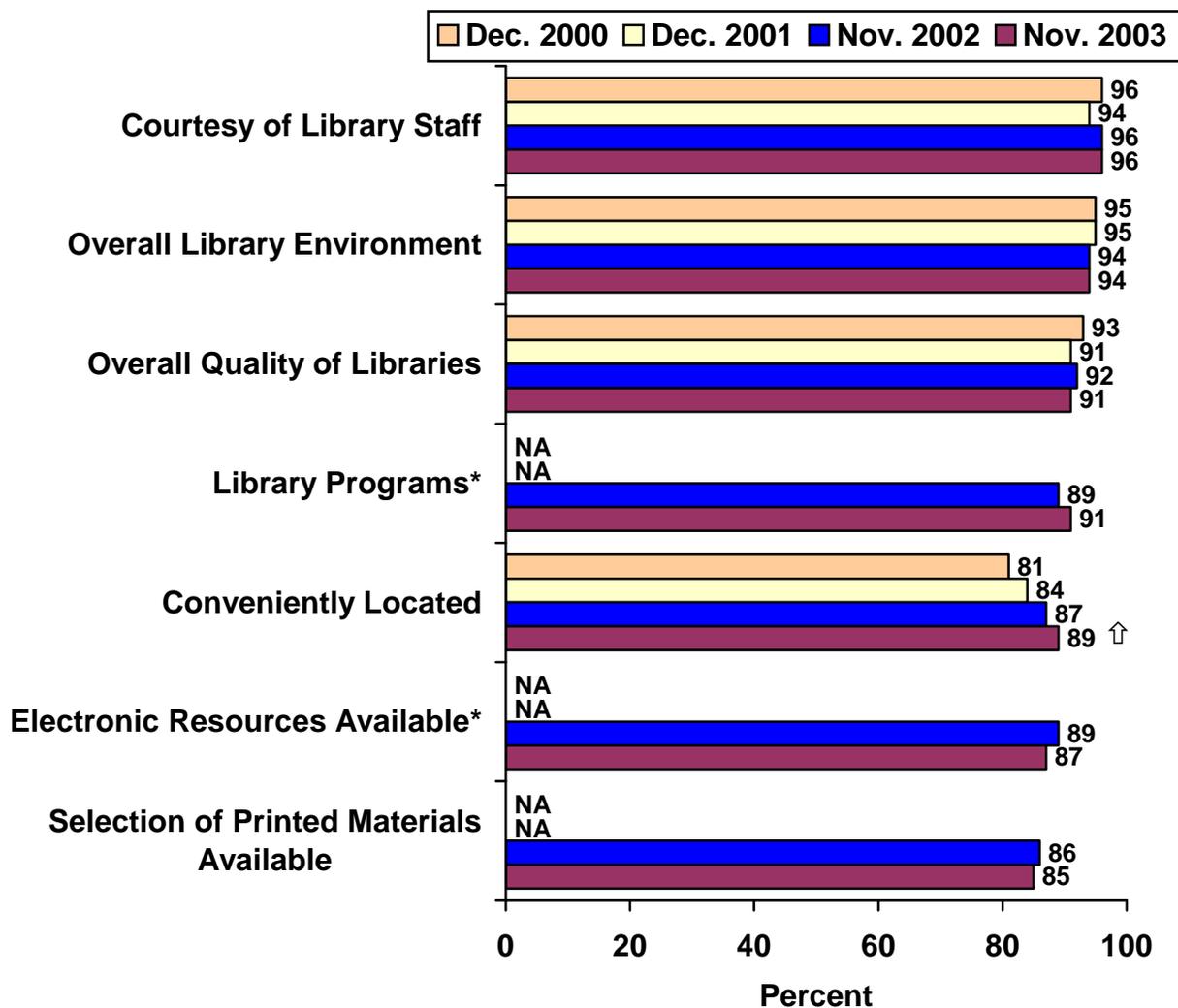
Rating Of City Libraries By Users



Question: "Thinking about Arlington city libraries, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city library in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: n=328)

Rating Of City Libraries By Users – Trend (Top Two Box—Excellent/Good)



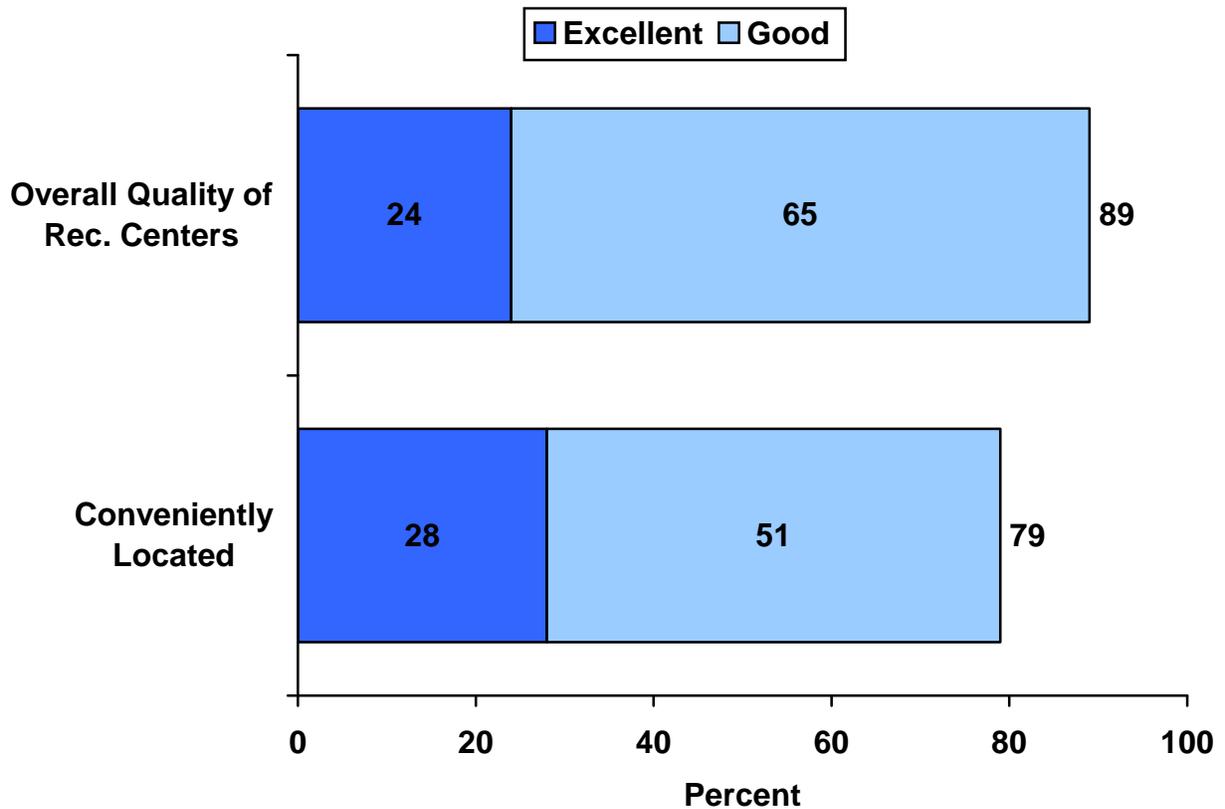
Question: "Thinking about Arlington city libraries, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city library in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=364; 2001 n=333; 2002 n=316; 2003 n=328)

* These measures were asked beginning in 2002.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2002. A block "up" arrow (⤴) indicates a significant increase and a block "down" arrow (⤵) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

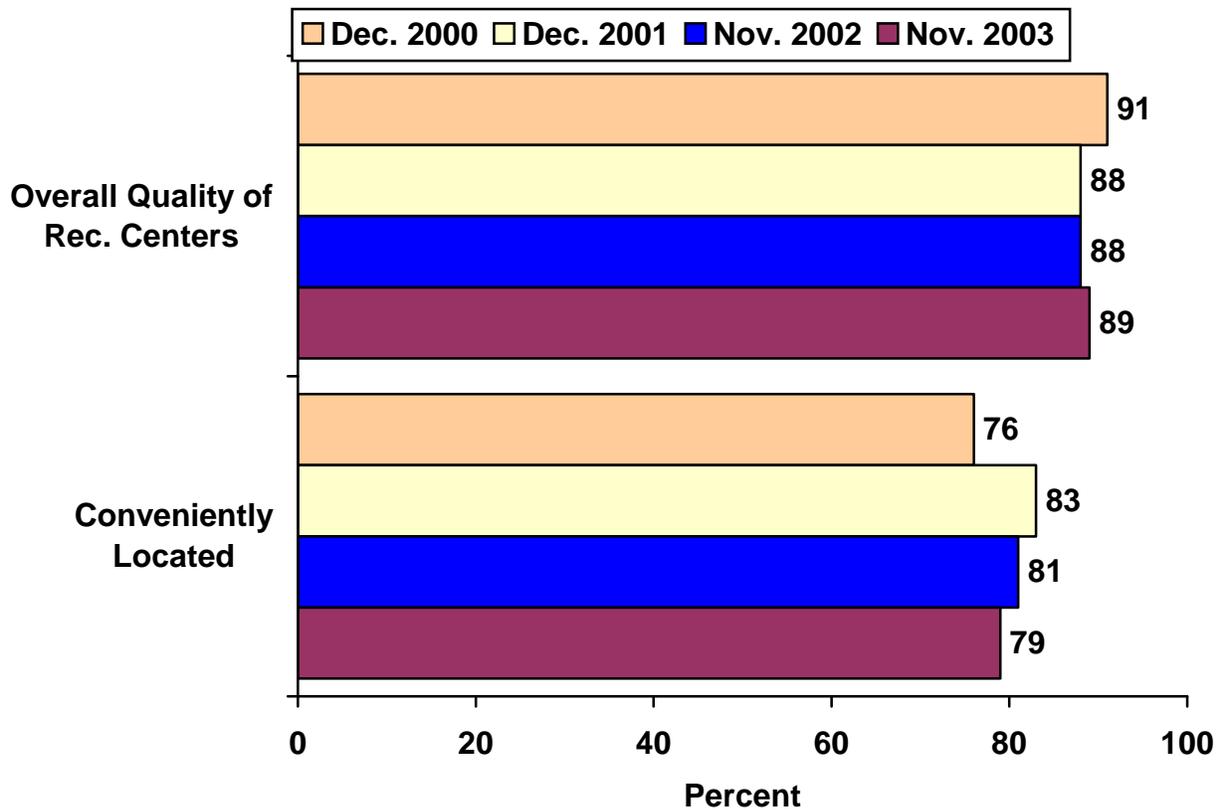
Rating Of City Recreation Centers By Users



Question: "Thinking about recreation centers in Arlington, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city recreation center in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: n=200)

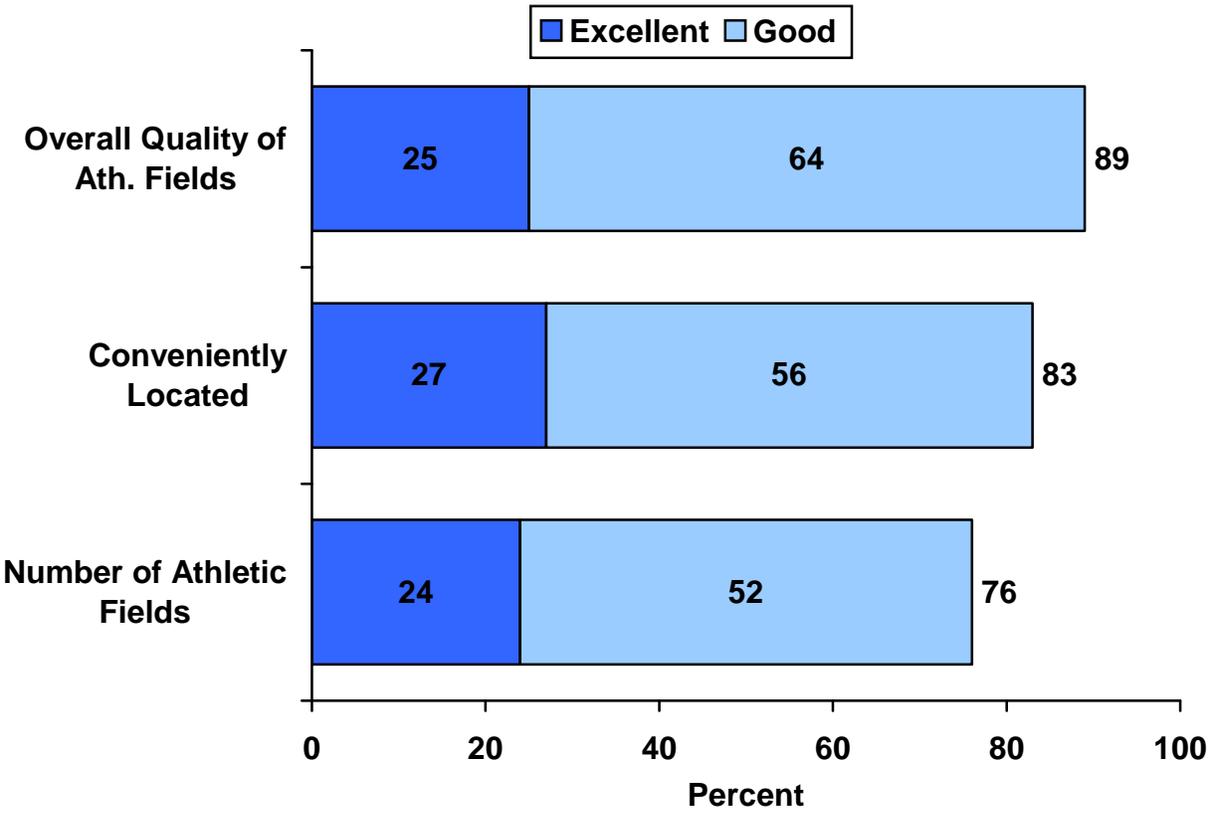
Rating Of City Recreation Centers By Users – Trend (Top Two Box—Excellent/Good)



Question: "Thinking about recreation centers in Arlington, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city recreation center in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=209; 2001 n=199; 2002 n=207; 2003 n=200)

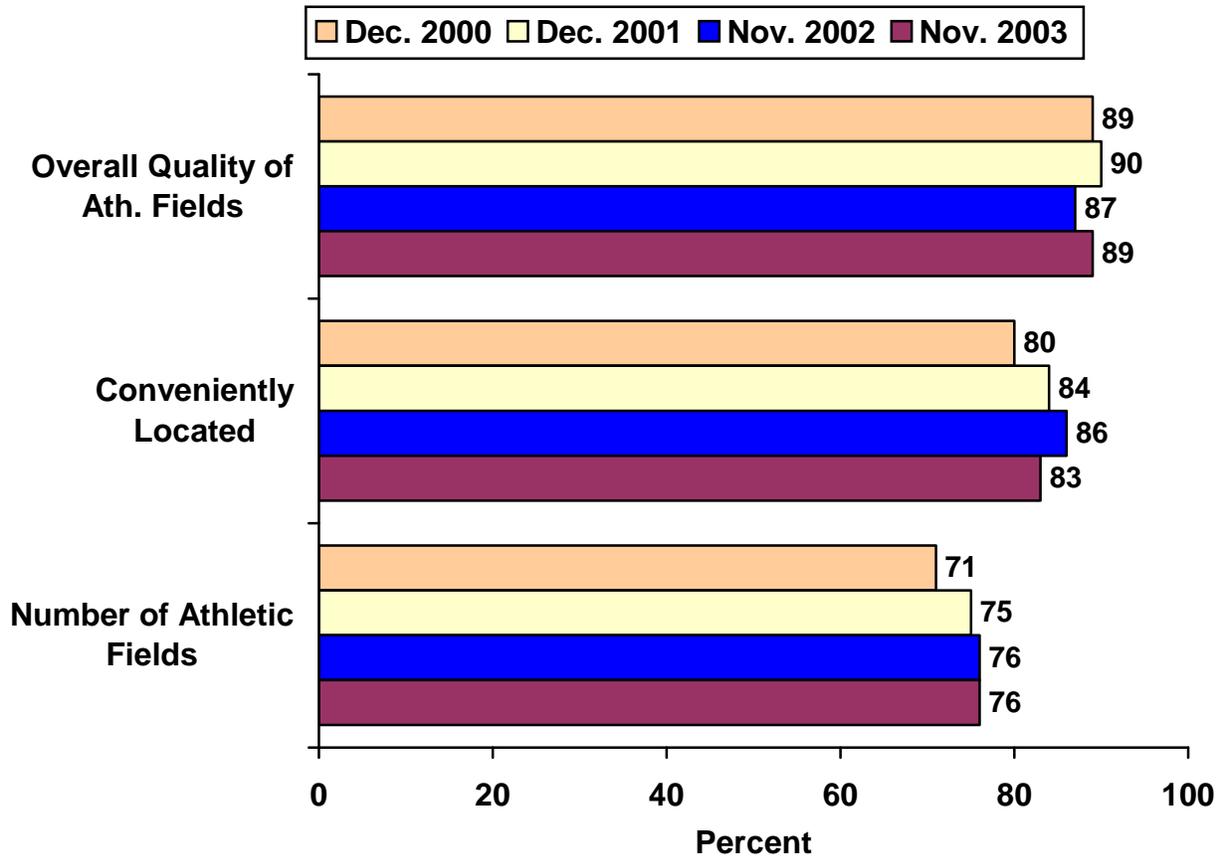
Rating Of City Athletic Fields By Users



Question: "Thinking about athletic fields in Arlington, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city athletic field in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: n=185)

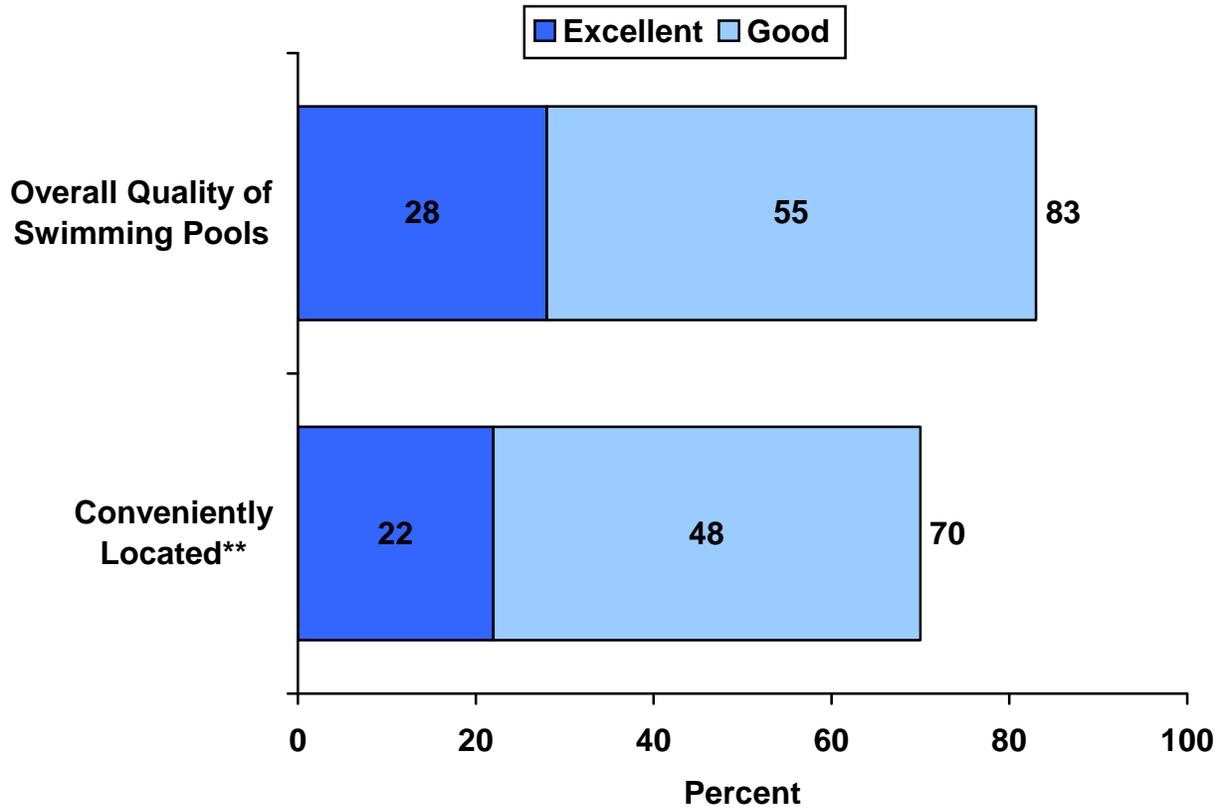
Rating Of City Athletic Fields By Users – Trend (Top Two Box—Excellent/Good)



Question: "Thinking about athletic fields in Arlington, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city athletic field in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=208; 2001 n=193; 2002 n=202; 2003 n=185)

Rating Of City Swimming Pools By Users



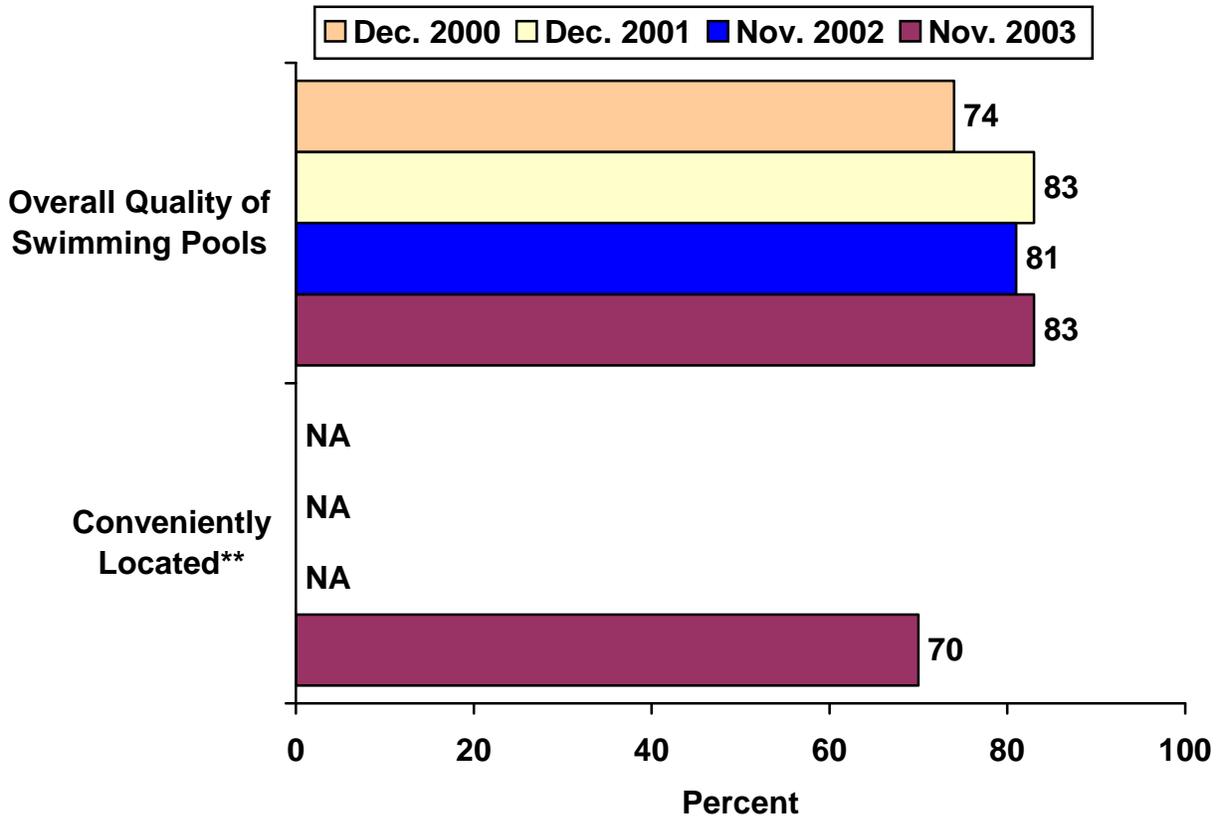
Question: "Thinking about Arlington city swimming pools, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city swimming pool in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: n=94*)

* Caution: Small base size.

** Note: Ratings for this attribute began in 2003.

Rating Of City Swimming Pools By Users – Trend (Top Two Box—Excellent/Good)



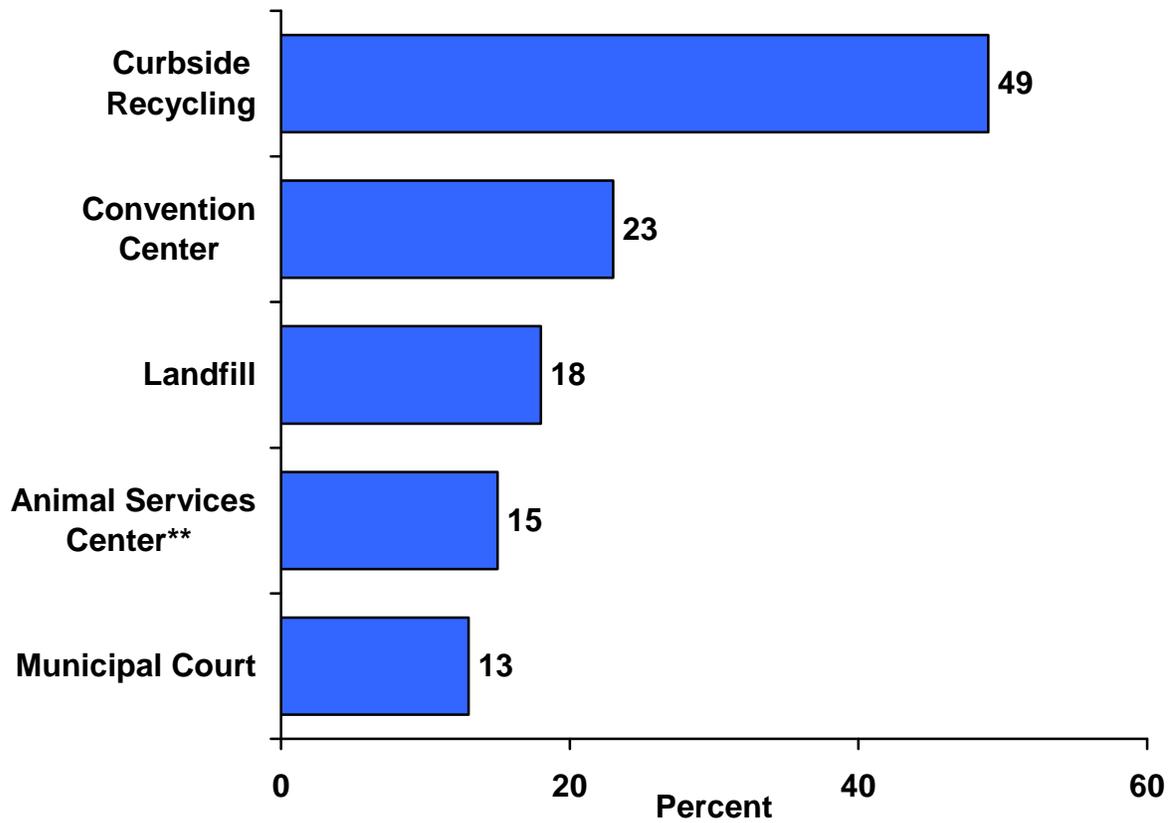
Question: "Thinking about Arlington city swimming pools, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city swimming pool in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=90*; 2001 n=76*; 2002 n=101; 2003 n=94*)

* Caution: Small base size.

** Note: Ratings for this attribute began in 2003.

Miscellaneous Facilities Or Services Visited Or Used In Past 12 Months

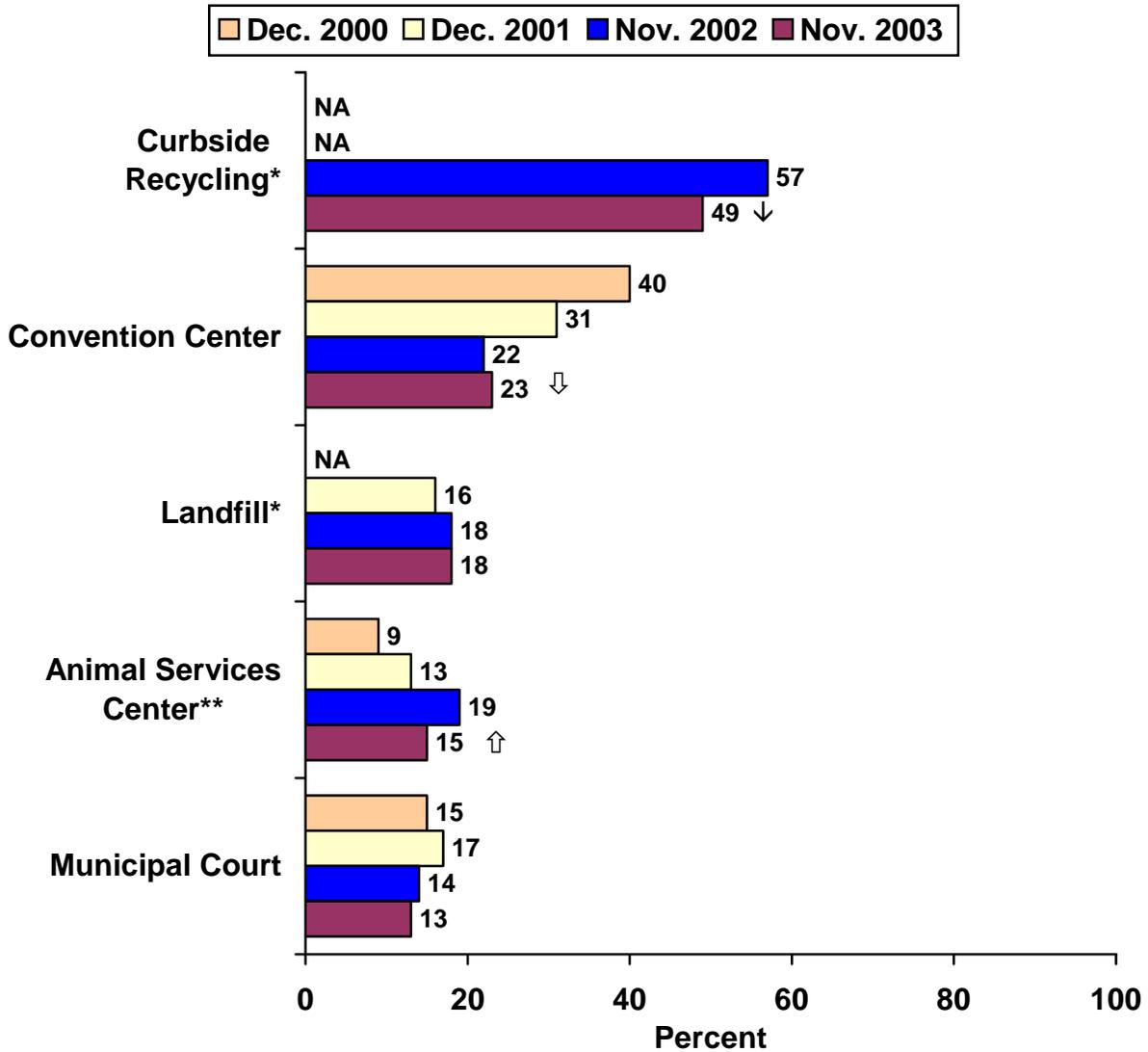


Question: "In the past 12 months, which of the following have you visited or used in Arlington?"

Base: Total respondents. (n=505)

** Note: Wording of this category was changed in 2003, from "Animal Services Center Or Animal Shelter" to "Animal Services Center."

Miscellaneous Facilities Or Services Visited Or Used In Past 12 Months – Trend



Question: "In the past 12 months, which of the following have you visited in Arlington?"

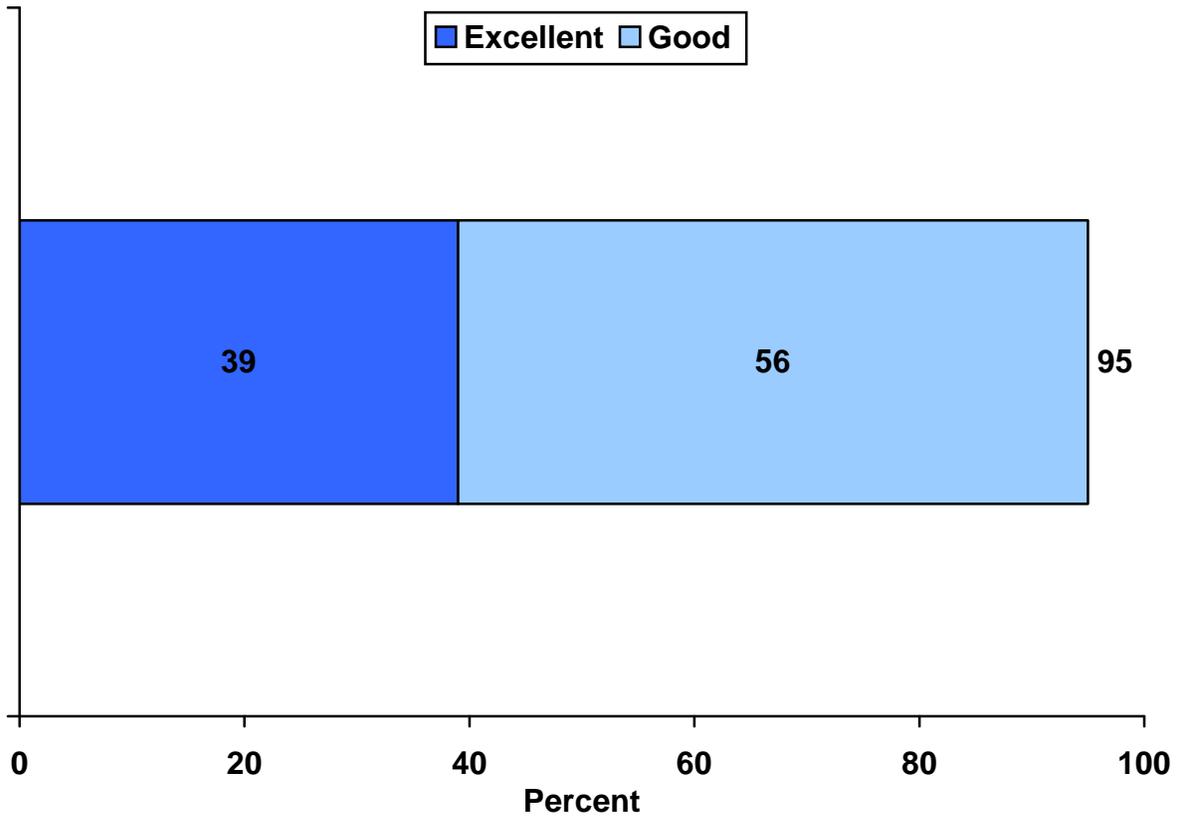
Base: Total respondents. (2000 n=500; 2001 n=502; 2002 n=500; 2003 n=505)

* Curbside Recycling included beginning in 2002. Landfill included beginning in 2001.

** Note: Wording of this category was changed in 2003, from "Animal Services Center Or Animal Shelter" to "Animal Services Center."

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2002. A block "up" arrow (⬆) indicates a significant increase and a block "down" arrow (⬇) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

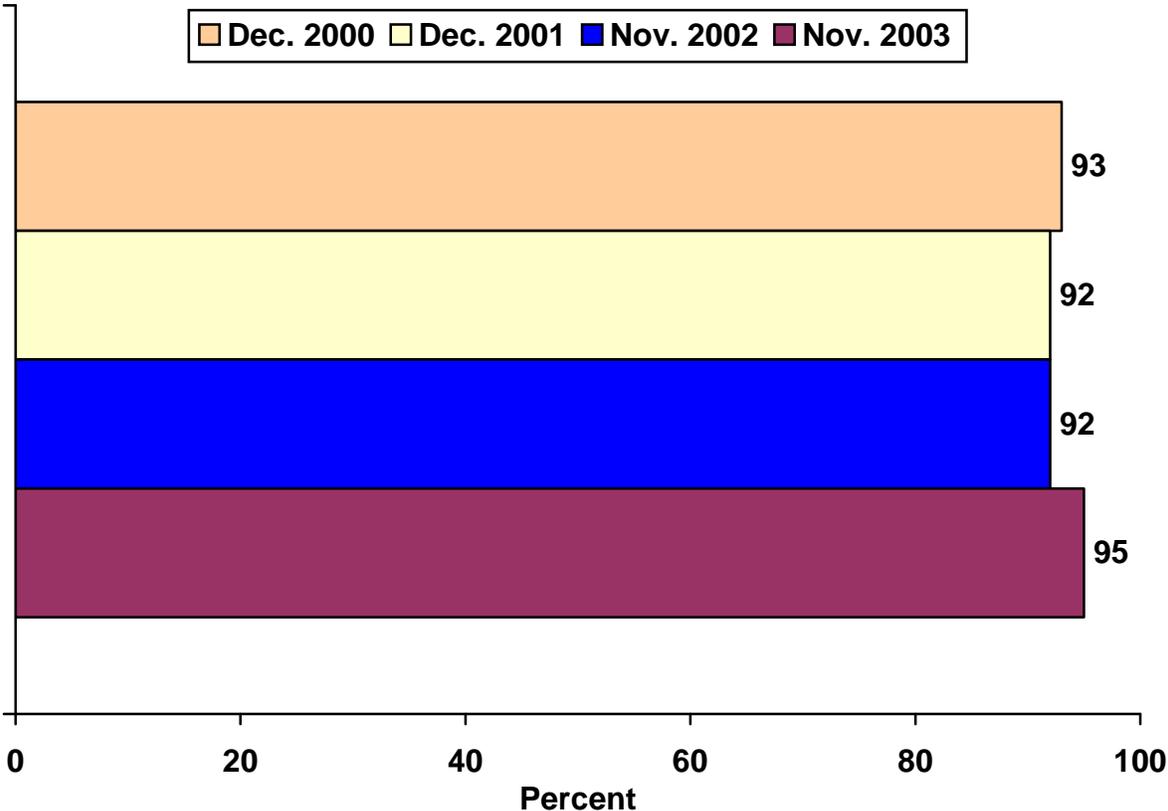
Overall Rating Of Arlington Convention Center By Users



Question: "Thinking about any times you have visited the Arlington convention center in the past 12 months, how would you rate the convention center overall?"

Base: Have visited the Arlington convention center in past 12 months, excluding "don't knows." (n=113)

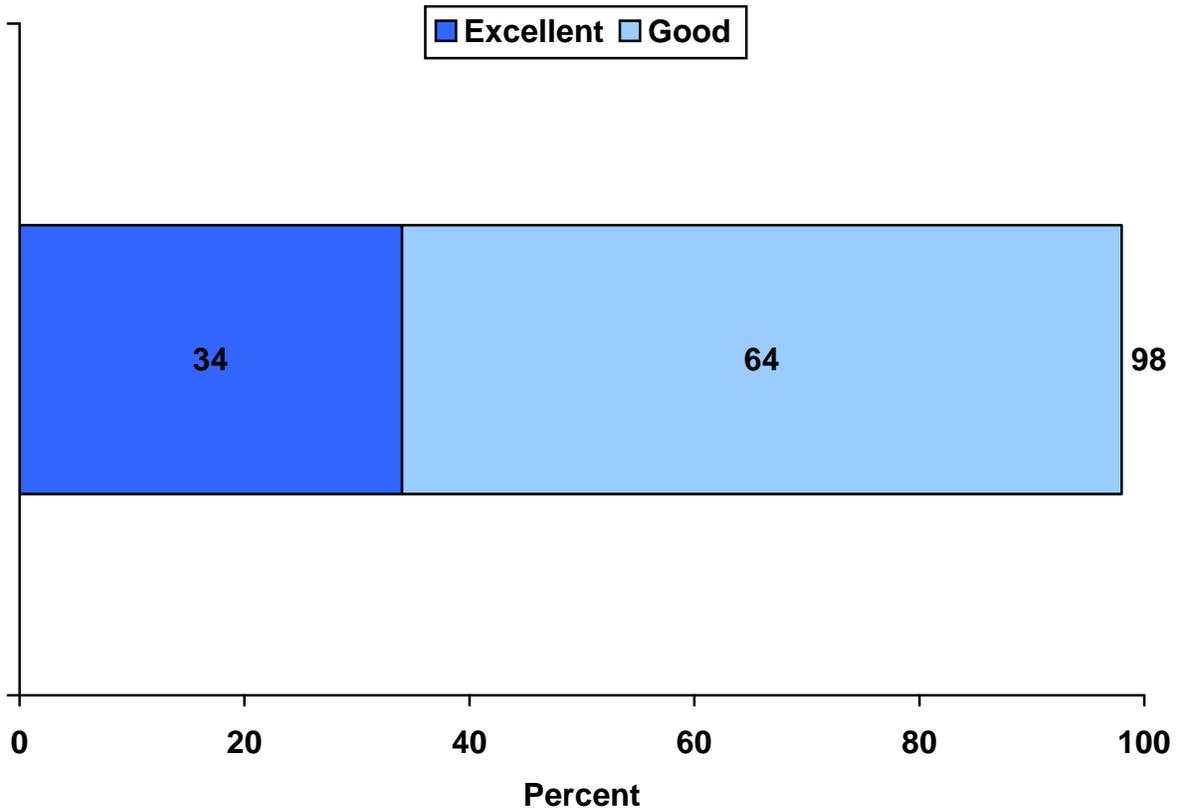
Overall Rating Of Arlington Convention Center By Users – Trend (Top Two Box—Excellent/Good)



Question: "Thinking about any times you have visited the Arlington convention center in the past 12 months, how would you rate the convention center overall?"

Base: Have visited the Arlington convention center in past 12 months, excluding "don't knows." (2000 n=199; 2001 n=154; 2002 n=108; 2003 n=113)

Overall Rating Of Arlington Landfill By Users

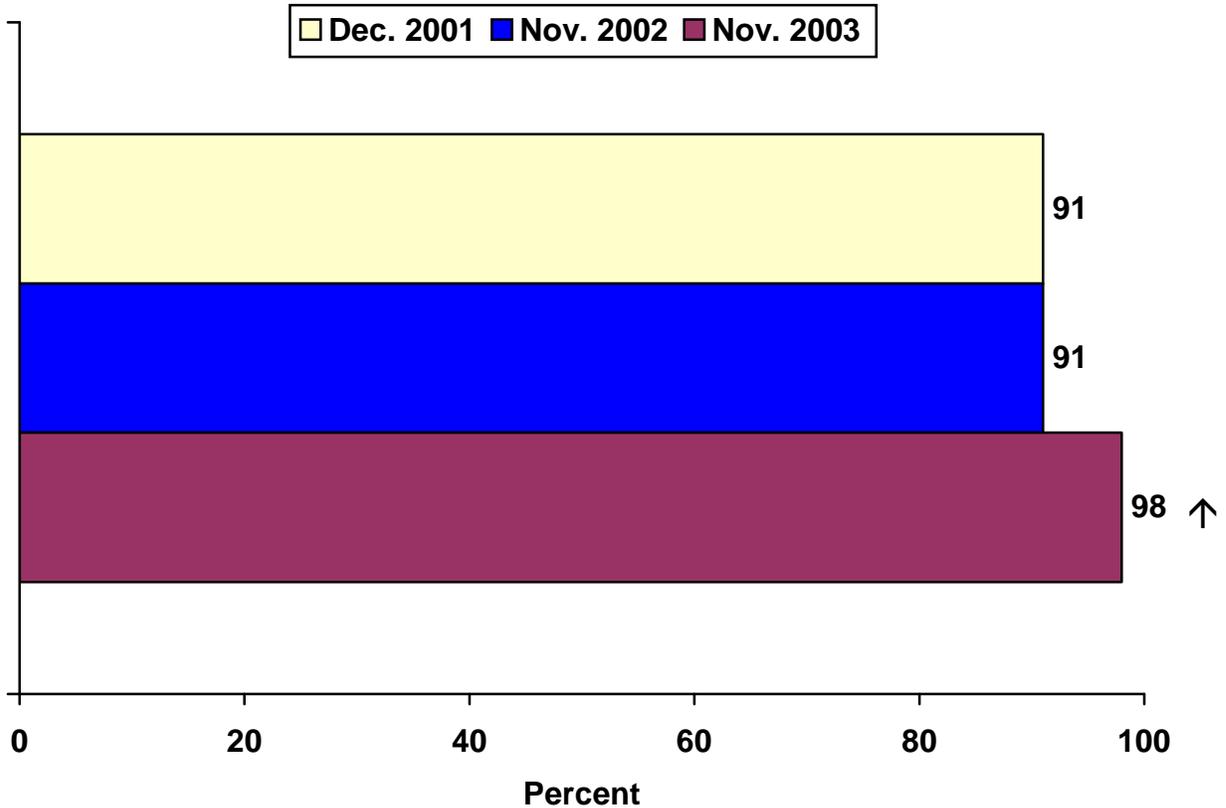


Question: "Thinking about any times you have visited or used an Arlington landfill in the past 12 months, how would you rate the landfill overall?"

Base: Have visited an Arlington landfill in past 12 months, excluding "don't knows." (n=86*)

* Caution: Small base size.

Overall Rating Of Arlington Landfill By Users – Trend (Top Two Box—Excellent/Good)



Question: "Thinking about any times you have visited or used an Arlington landfill in the past 12 months, how would you rate the landfill overall?"

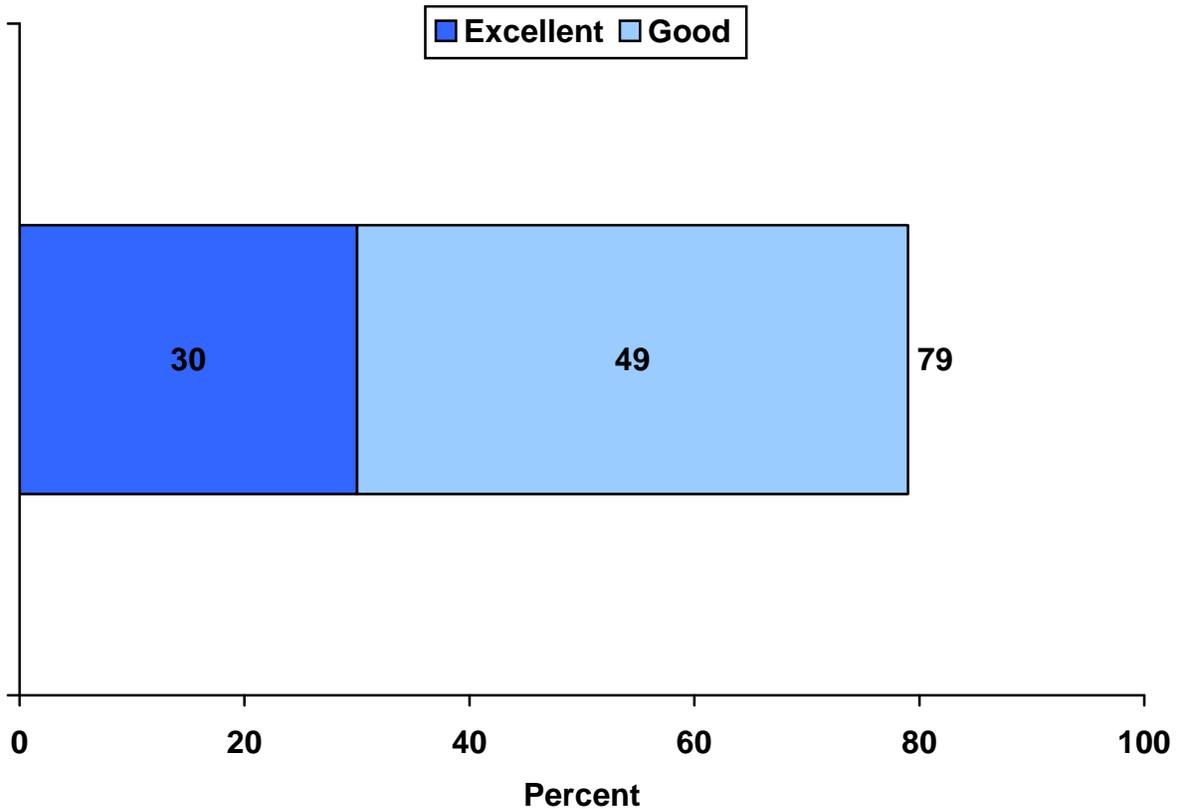
Base: Have visited an Arlington landfill in past 12 months, excluding "don't knows." (2001 n=79*; 2002 n=84*; 2003 n=86*)

* Caution: Small base size.

** Note: This question was asked beginning in 2001.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2002. A block "up" arrow (⬆) indicates a significant increase and a block "down" arrow (⬇) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating Of Arlington Animal Services Center By Users

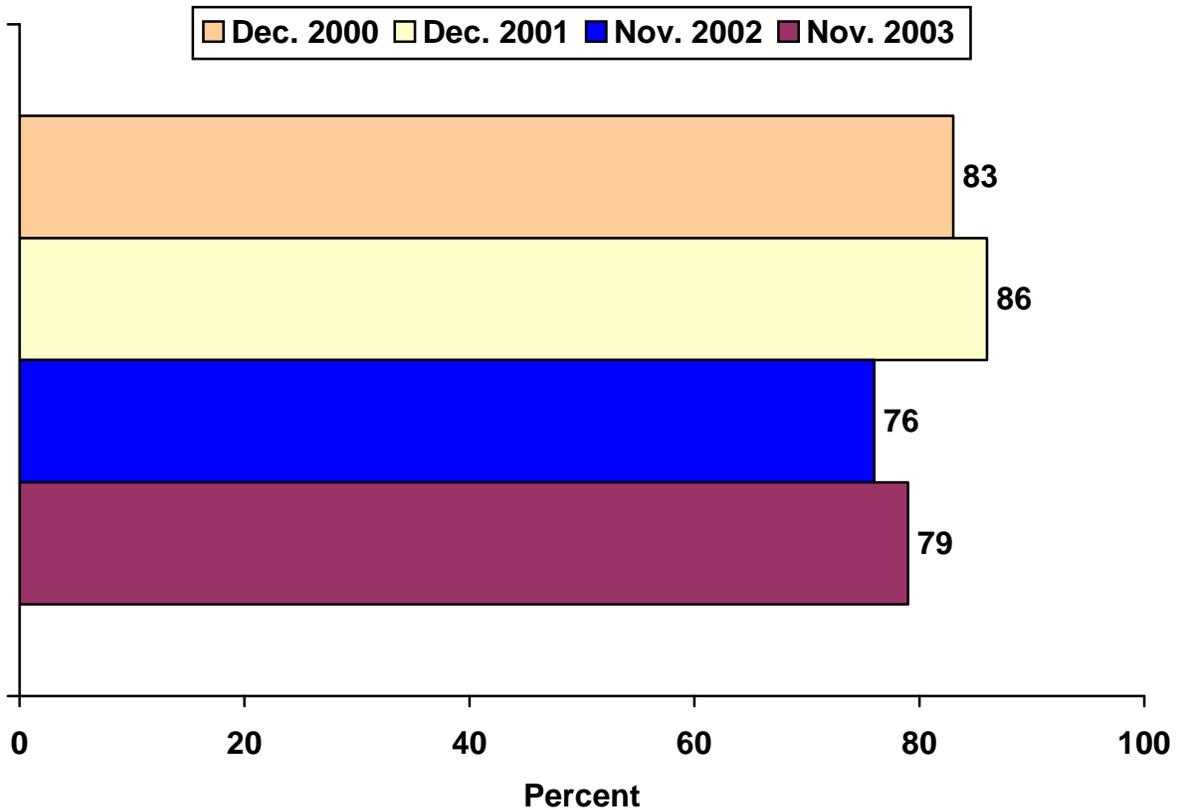


Question: "Thinking about any times you have visited an Arlington animal services center in the past 12 months, how would you rate the animal services center overall?"

Base: Have visited an Arlington animal services center in past 12 months, excluding "don't knows." (n=66*)

* Caution: Small base size.

Overall Rating Of Arlington Animal Services Center By Users – Trend (Top Two Box—Excellent/Good)

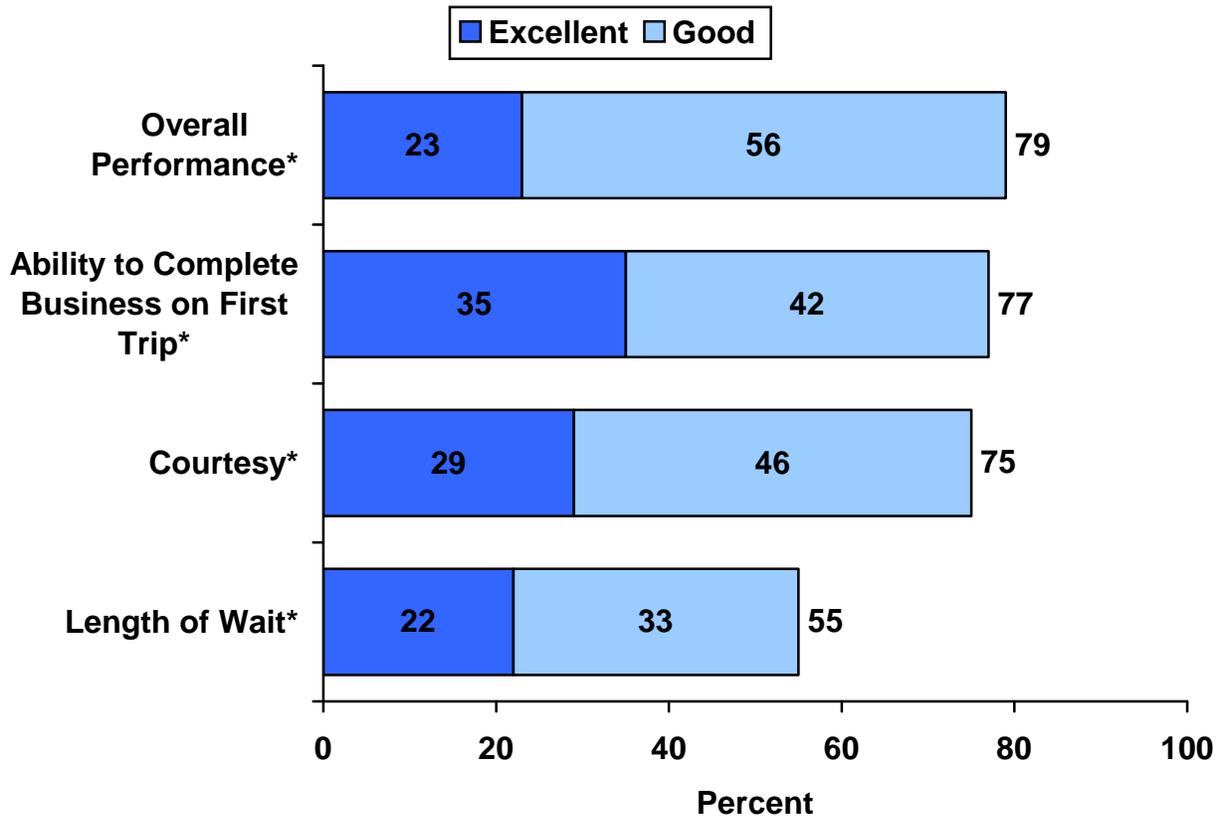


Question: "Thinking about any times you have visited an Arlington animal services center in the past 12 months, how would you rate the animal services center overall?"

Base: Have visited an Arlington animal services center in past 12 months, excluding "don't knows." (2000 n=46*; 2001 n=64*; 2002 n=92*; 2003 n=66*)

* Caution: Small base size.

Attribute Rating Of Arlington Municipal Court By Users

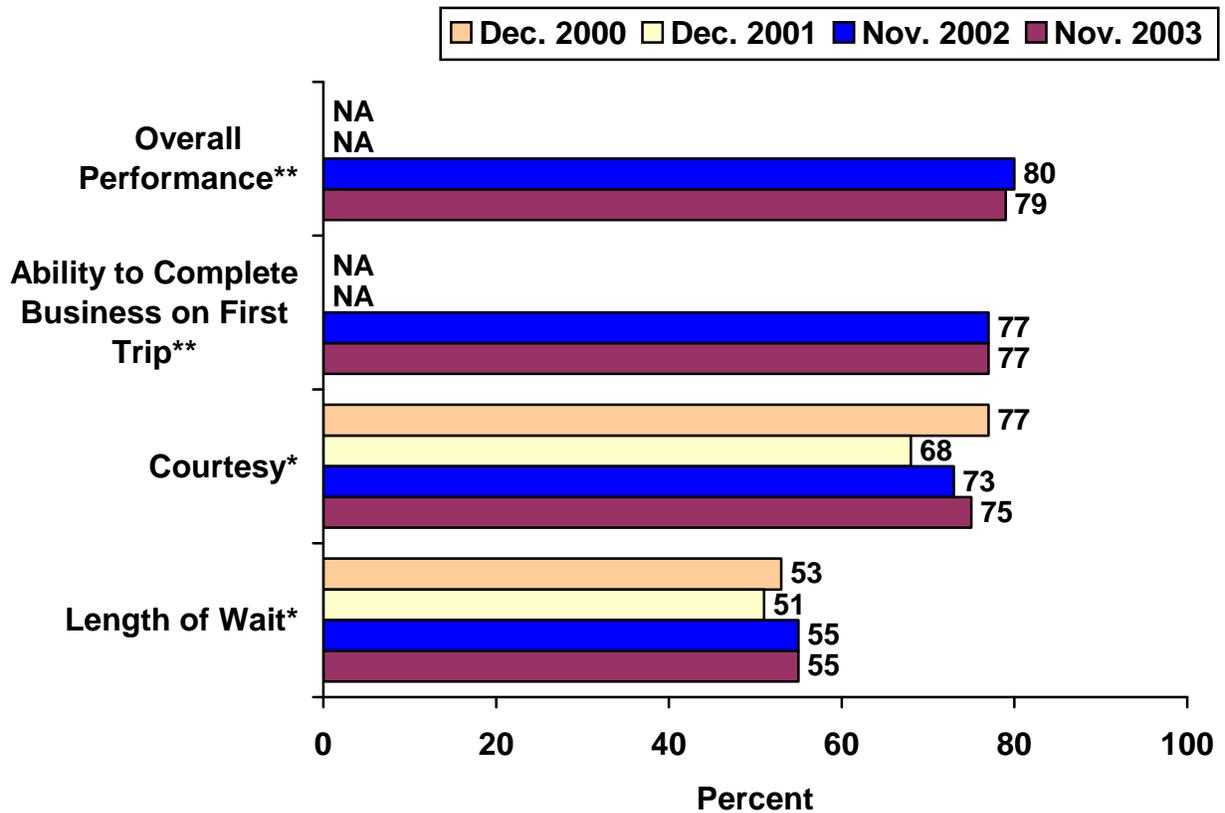


Question: "Thinking about any times you have visited the Arlington municipal court in the past 12 months, using a scale of excellent, good, fair, and poor, please rate the municipal court on...Length of wait. What about ...Courtesy and attentiveness of employees?"

Base: Have visited the Arlington municipal court in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: n=65*)

* Caution: Small base size.

Attribute Rating Of Arlington Municipal Court By Users – Trend (Top Two Box—Excellent/Good)



Question: "Thinking about any times you have visited the Arlington municipal court in the past 12 months, using a scale of excellent, good, fair, and poor, please rate the municipal court on...?"

Base: Have visited the Arlington municipal court in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=74*; 2001 n=82*; 2002 n=70*; 2003 n=65*)

* Caution: Small base size.

** These ratings began in 2002.

Access To City Gov't And Importance Of Internet Communication

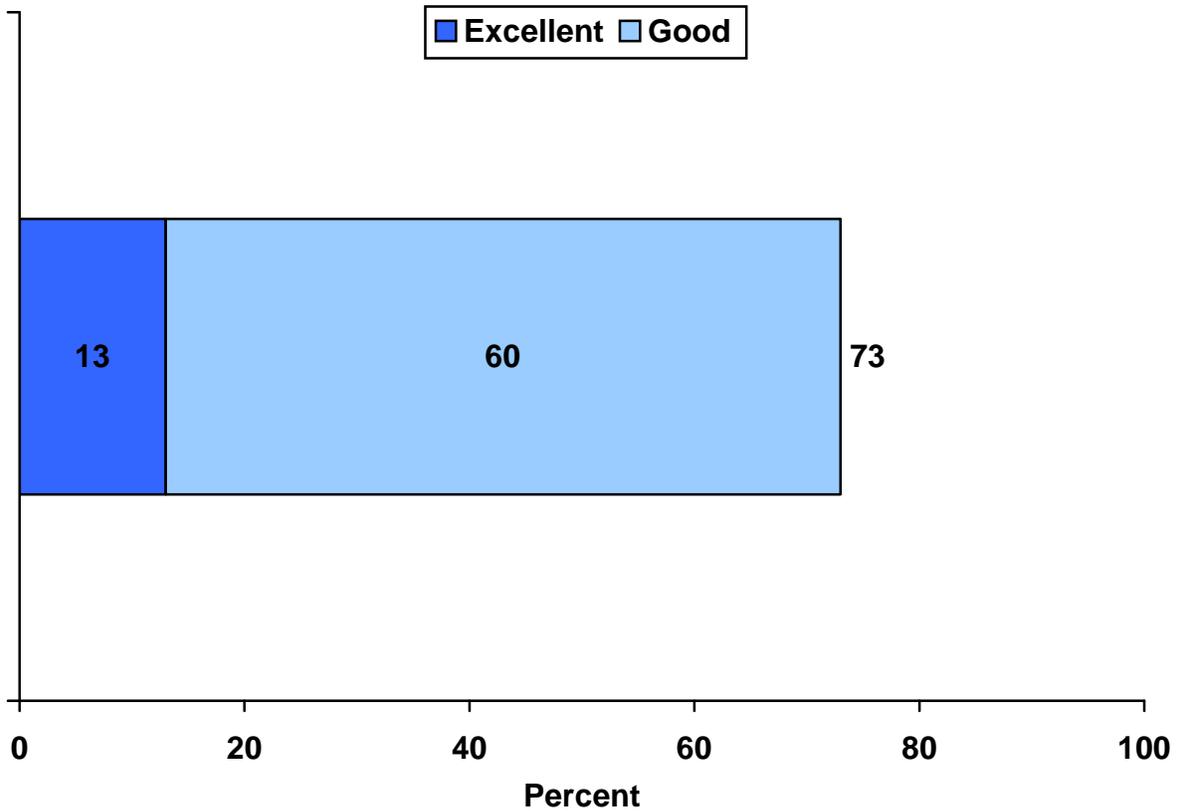
There has been a significant increase from 2002 in rating of “providing citizen access or input to government,” although the overall level suggests that Arlington residents continue to feel the need for improvement in this area. Residents also continue to rate the City moderately high on effort to communicate with the public.

About one-third of residents (34%) report having had contact with the City of Arlington by telephone in the past 12 months, and about one out of five (22%) say they have had in-person contact with the City. Of the various methods of contact, the telephone has declined significantly from last year, while email and city council meeting have increased significantly.

Slightly less than half of residents (45%) say they have visited the City of Arlington’s website in the past year, which is a significant increase from last year and continues a four-year upward trend. Most of the City website visitors rate the website as “good” or “excellent” in terms of usefulness (86%), which represents a significant improvement from the previous years.

Consistent with previous years, the vast majority of residents continue to feel it is somewhat or very important for citizens to be able to receive information about the City by Internet (90%), and to be able to conduct business with the City by Internet (88%).

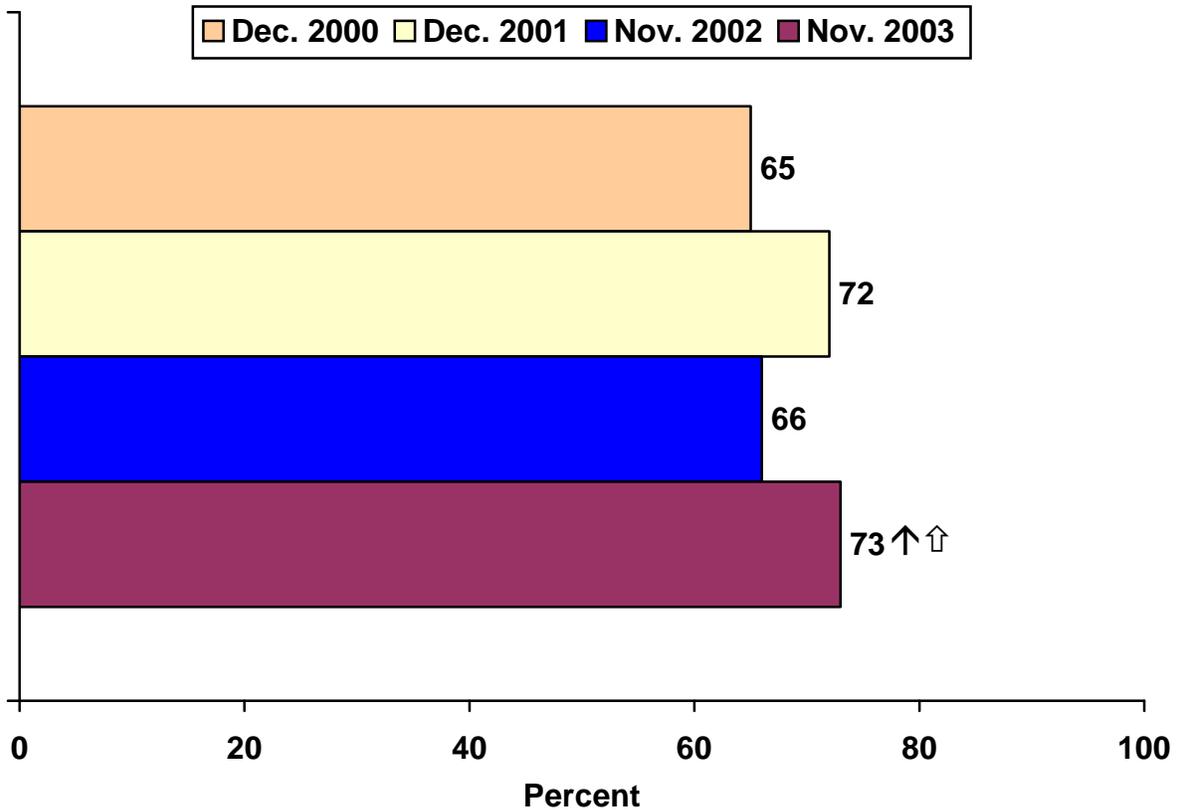
Rating Of Arlington On Providing Citizen Access Or Input To Government



Question: "And how would you rate Arlington in terms of providing citizen access or input to government?"

Base: Total respondents, excluding "don't knows." (n=413)

Rating On Providing Citizen Access Or Input To Gov't – Trend (Top Two Box—Excellent/Good)

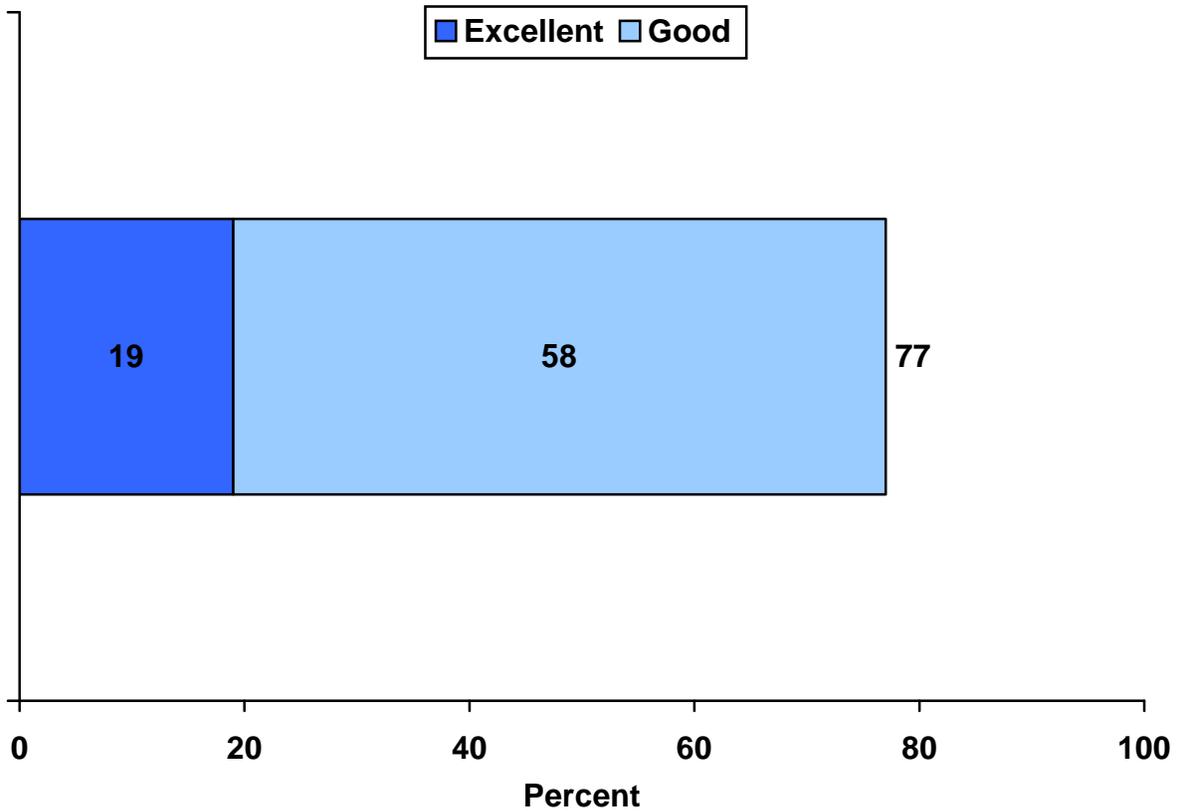


Question: "And how would you rate Arlington in terms of providing citizen access or input to government?"

Base: Total respondents, excluding "don't knows." (2000 n=448; 2001 n=436; 2002 n=430; 2003 n=413)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2002. A block "up" arrow (⇧) indicates a significant increase and a block "down" arrow (⇩) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Rating Of Arlington On Effort To Communicate With The Public

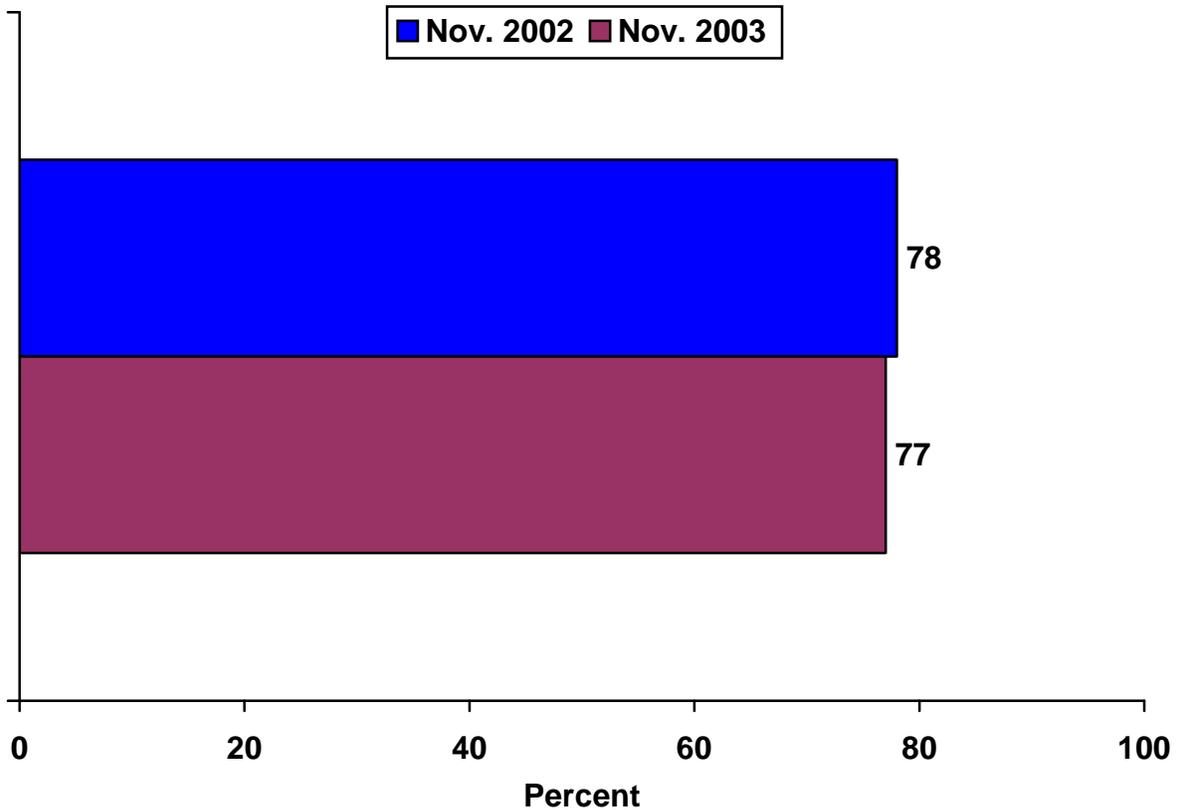


Question: "The City of Arlington communicates with the public in a number of ways, including city publications, the 'Arlington Update' page in the Arlington Star-Telegram newspaper, a city website, cable Channel 5 and other methods. Based on your own impressions—from what you have seen or heard, how would you rate the City of Arlington's efforts to communicate with the public?"

* This question was asked beginning in 2002.

Base: Total respondents, excluding "don't knows." (n=481)

Rating Of Arlington On Effort To Communicate With The Public – Trend (Top Two Box—Excellent/Good)

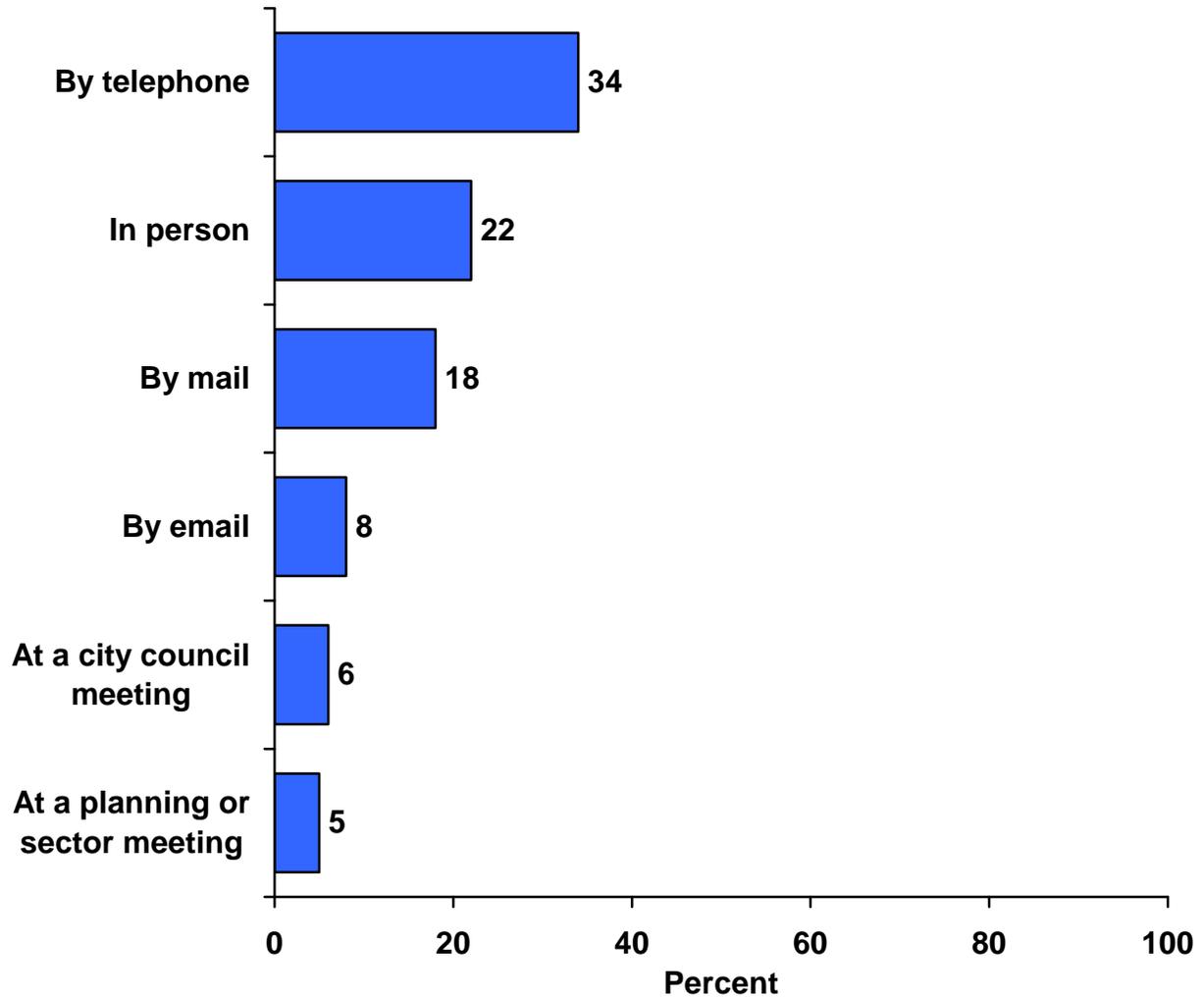


Question: "The City of Arlington communicates with the public in a number of ways, including city publications, the 'Arlington Update' page in the Arlington Star-Telegram newspaper, a city website, cable Channel 5 and other methods. Based on your own impressions—from what you have seen or heard, how would you rate the City of Arlington's efforts to communicate with the public?"

Note: This question was asked beginning in 2002.

Base: Total respondents, excluding "don't knows." (2002 n=482; 2003 n=481)

Contact With City Of Arlington In Past 12 Months

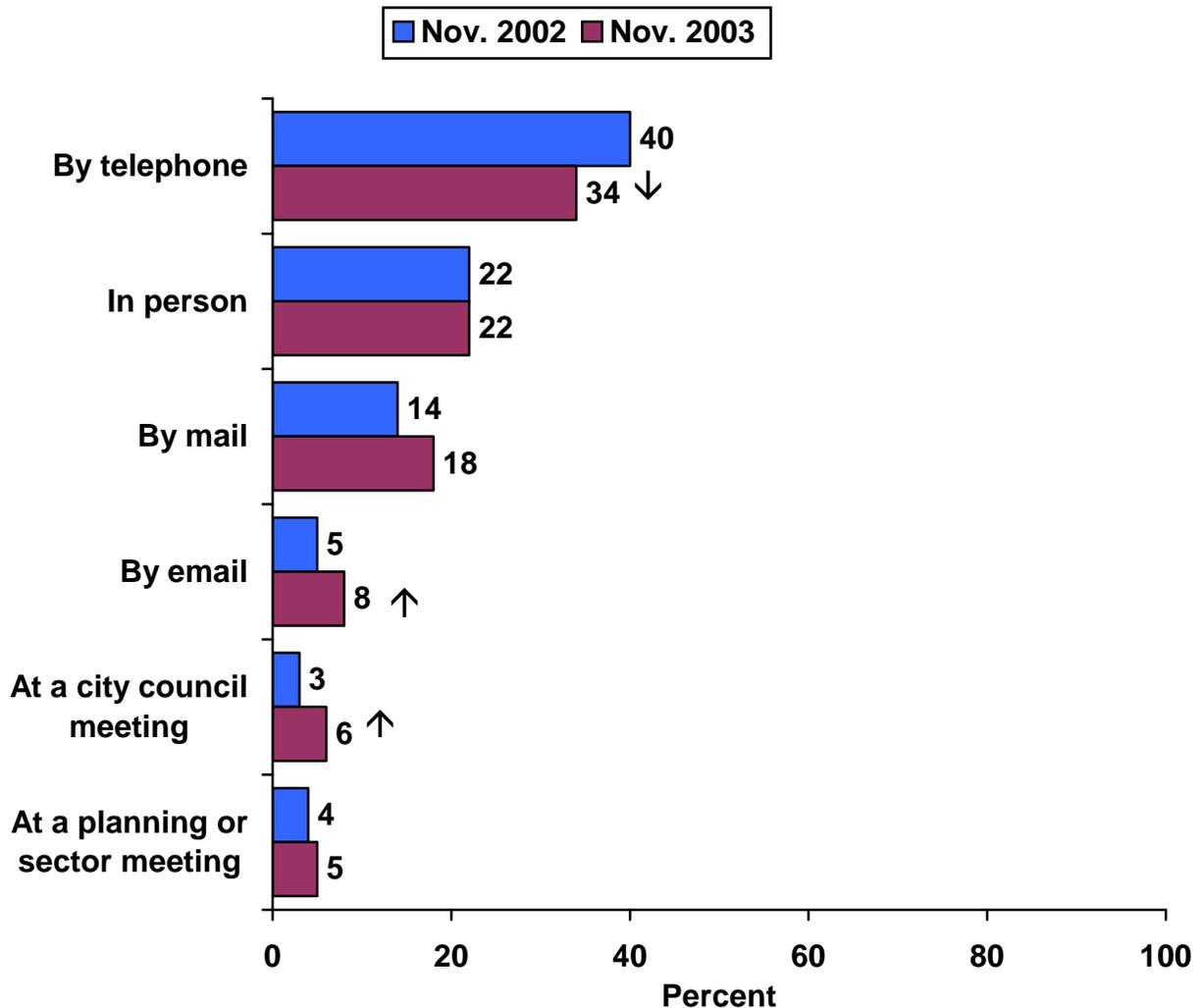


Question: "In the past 12 months, in which of the following ways, if any, have you contacted or had contact with City of Arlington?"

Base: Total respondents. (n=505)

Note: This question was asked beginning in 2002.

Contact With City Of Arlington In Past 12 Months – Trend



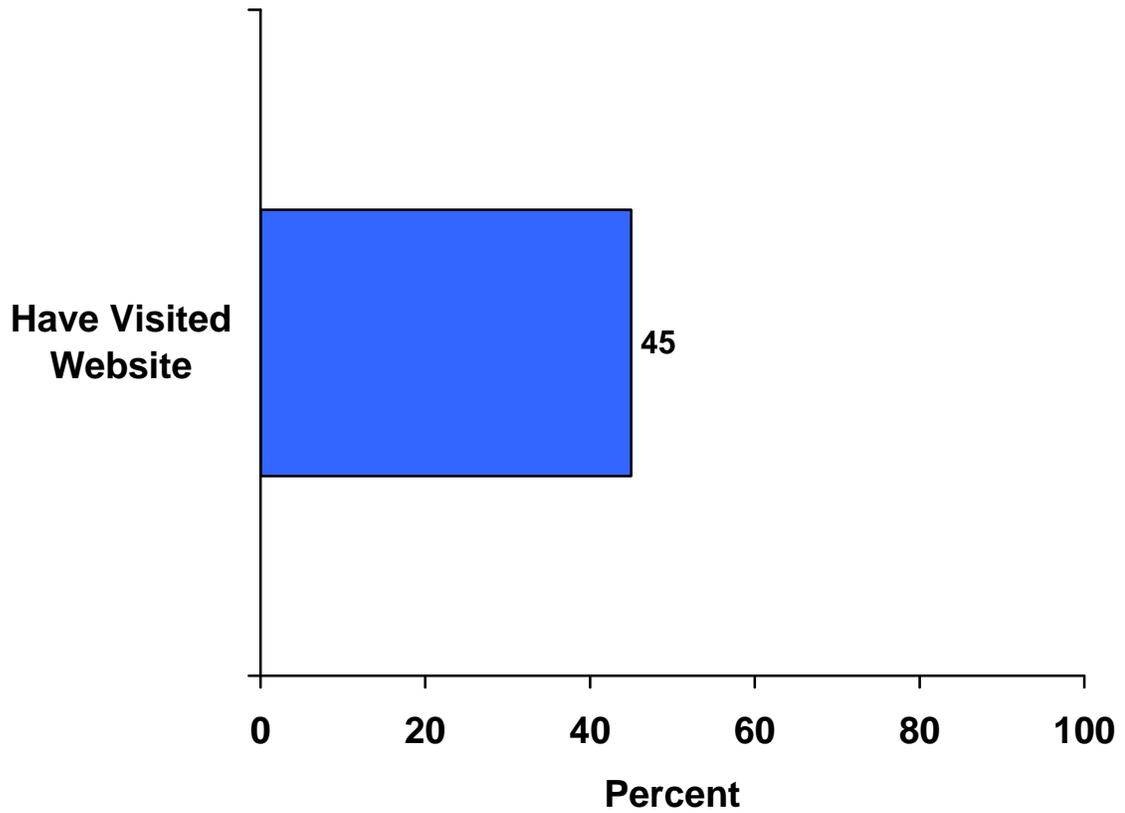
Question*: "In the past 12 months, in which of the following ways, if any, have you contacted or had contact with City of Arlington?"

Base: Total respondents. (2002 n=500; 2003 n=505)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2002. A block "up" arrow (⬆) indicates a significant increase and a block "down" arrow (⬇) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

* This question was asked beginning in 2002.

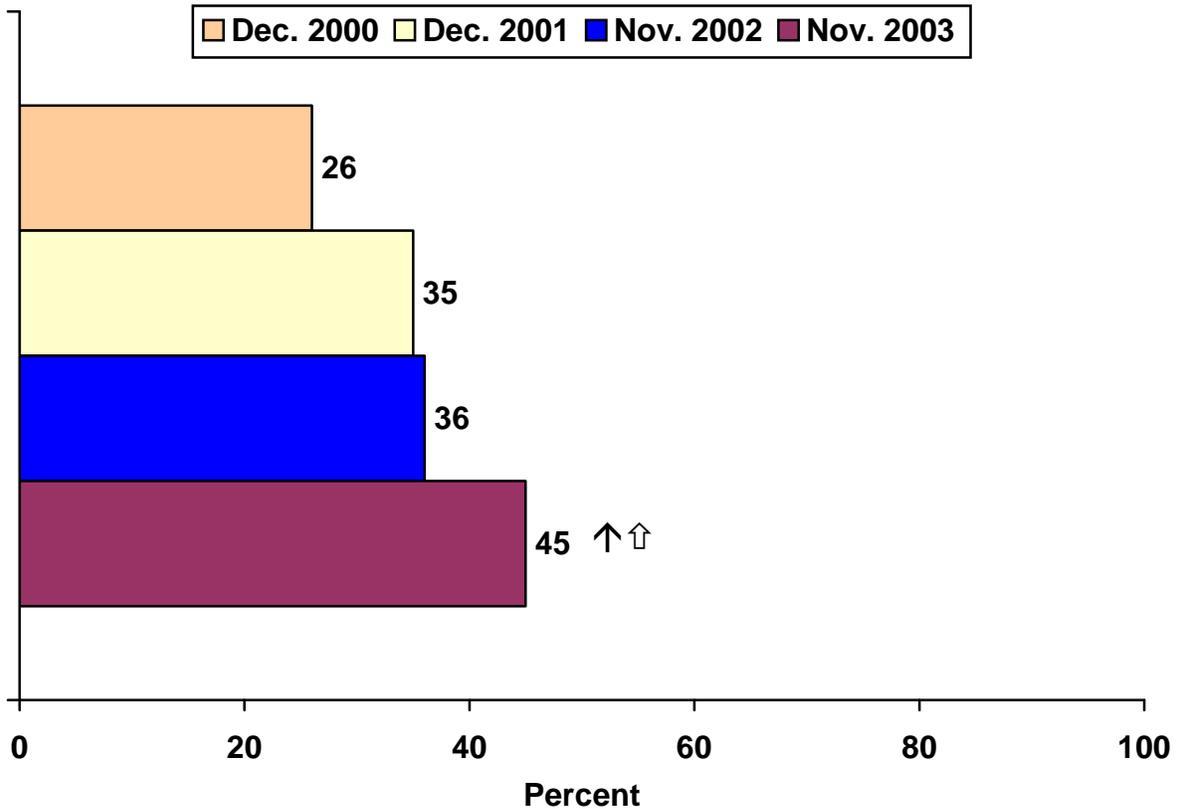
Ever Visited City Of Arlington's Website



Question: "Have you ever visited the City of Arlington's website?"

Base: Total respondents (n=505)

Ever Visited City Of Arlington's Website – Trend

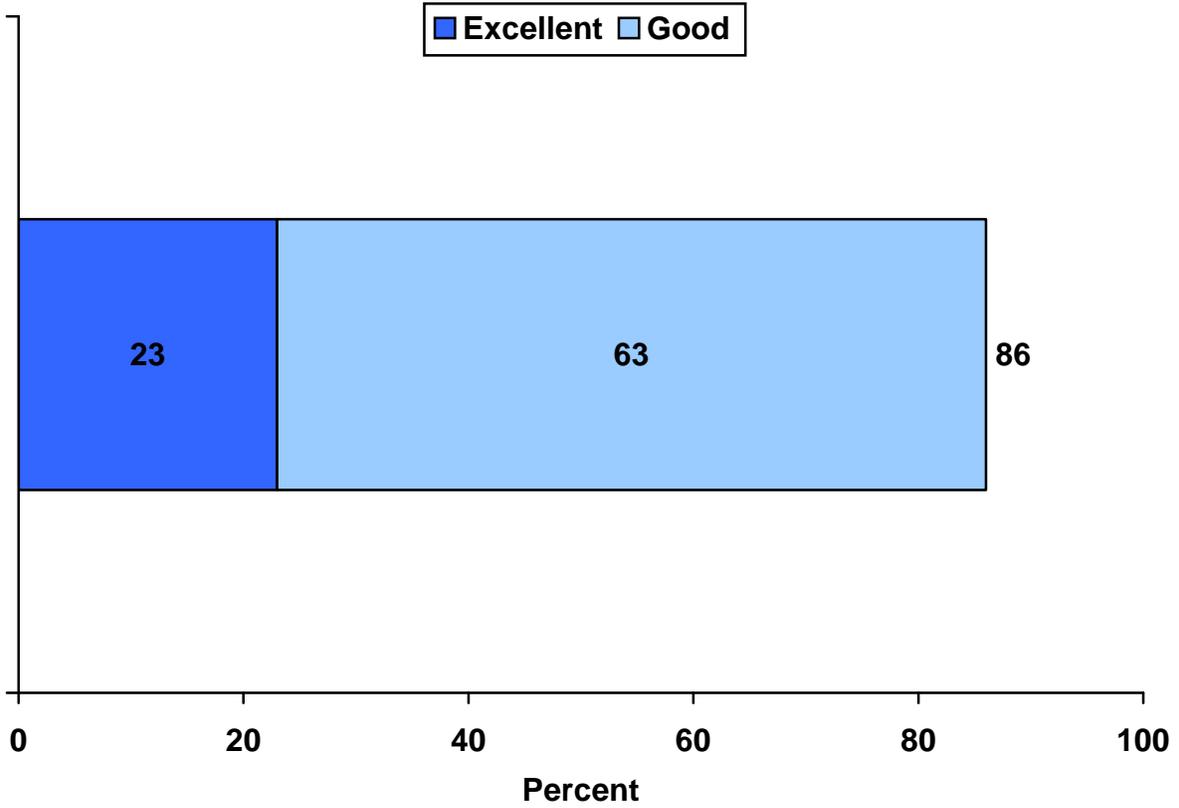


Question: "Have you ever visited the City of Arlington's website?"

Base: Total respondents (2000 n=500; 2001 n=502; 2002 n=500; 2003 n=505)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2002. A block "up" arrow (⤴) indicates a significant increase and a block "down" arrow (⤵) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

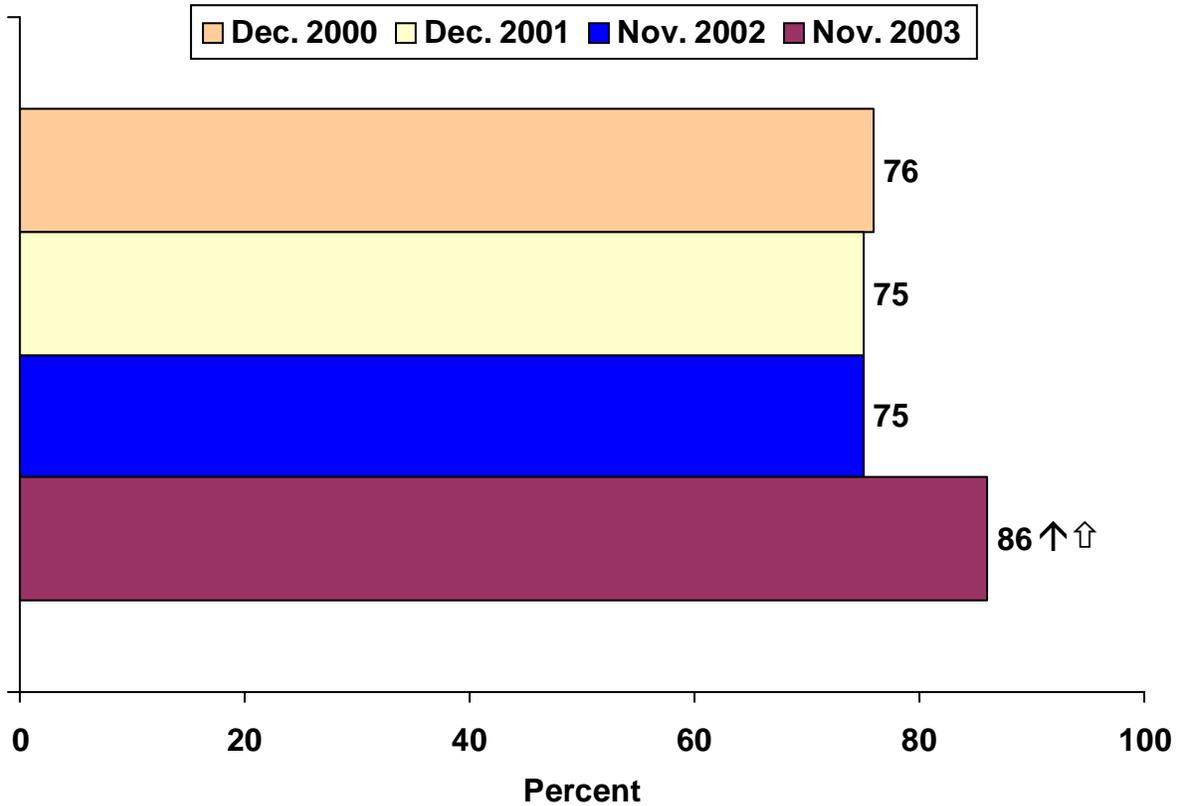
Usefulness Of Website



Question: "How would you rate the website in terms of usefulness?"

Base: Have visited the City of Arlington's website, excluding "don't knows." (n=221)

Usefulness Of Website – Trend (Top Two Box—Excellent/Good)

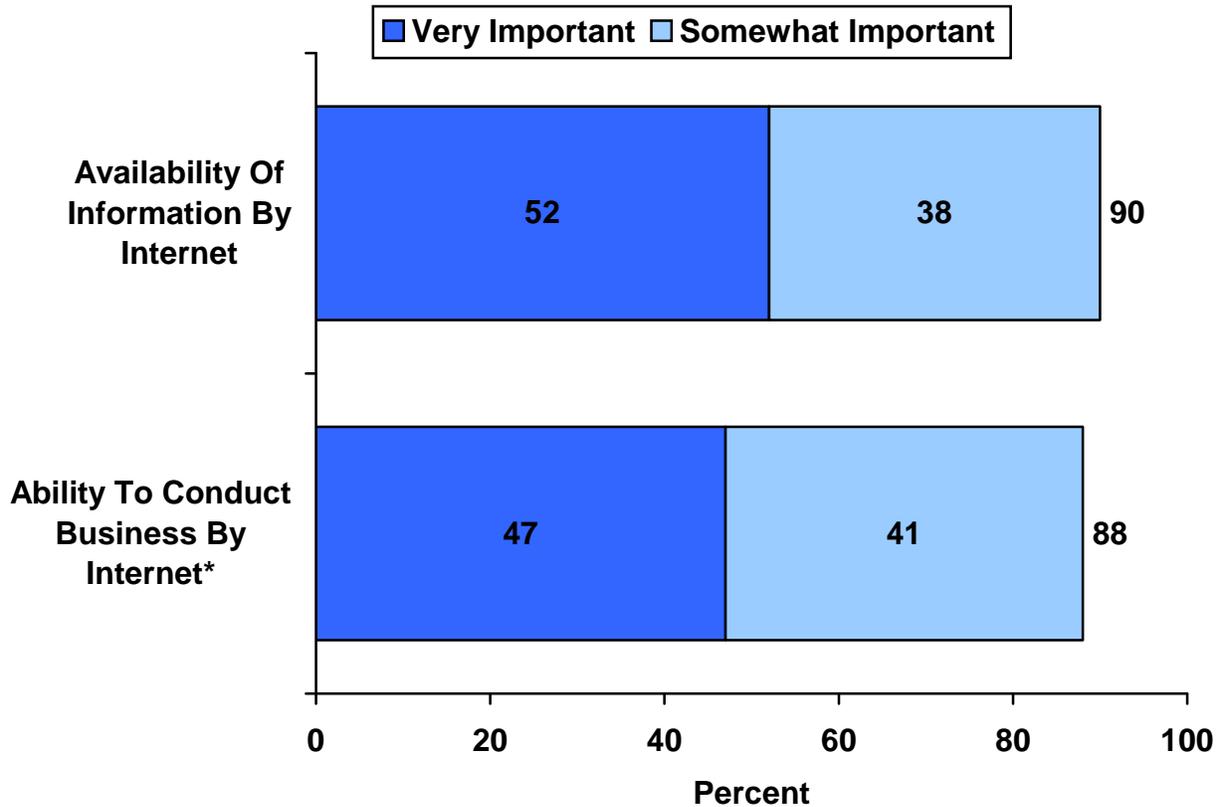


Question: "How would you rate the website in terms of usefulness?"

Base: Have visited the City of Arlington's website, excluding "don't knows." (2000 n=124; 2001 n=169; 2002 n=179; 2003 n=221)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2002. A block "up" arrow (⬆) indicates a significant increase and a block "down" arrow (⬇) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Importance Of Internet Communication

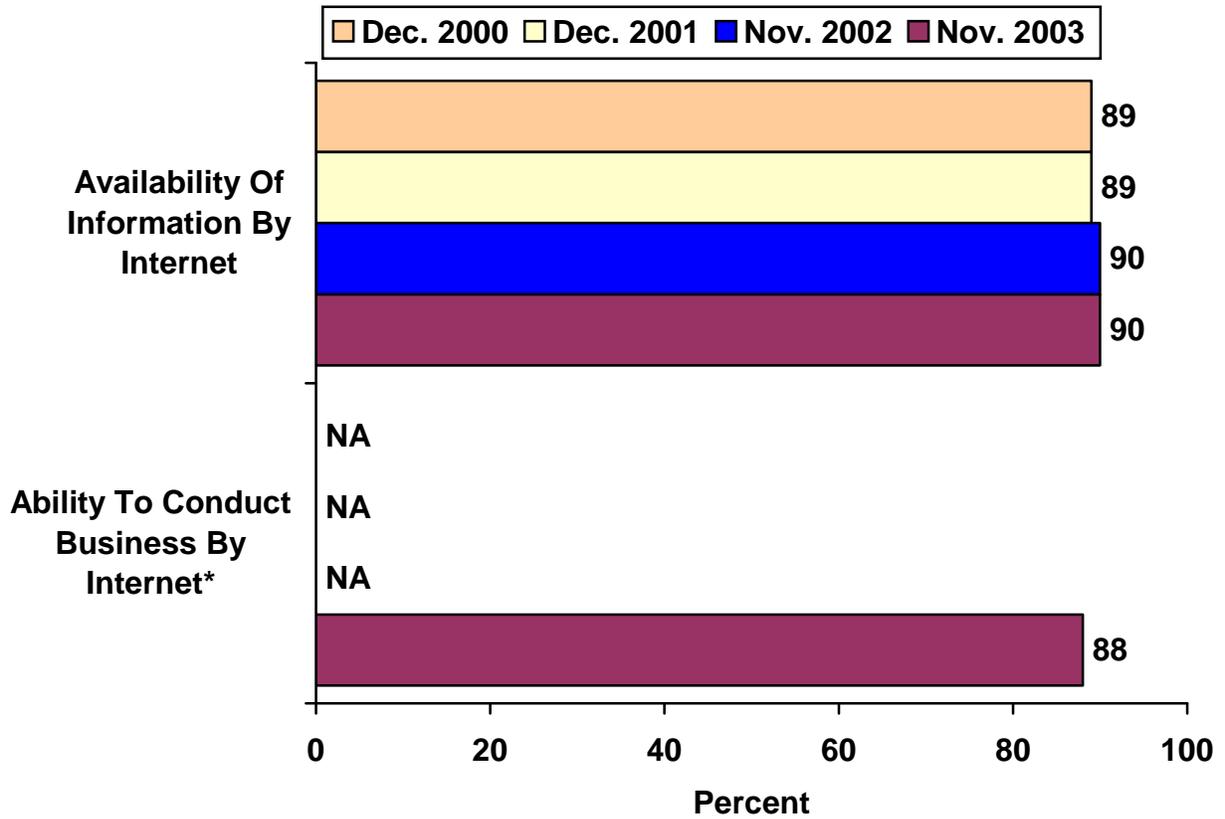


Question: "How important do you feel it is for citizens to be able to receive information about the city by Internet?"
"How important do you feel it is for citizens to be able to conduct business with the city by Internet?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=478)

* This question was asked beginning in 2003.

Importance Of Internet Communication – Trend (Top Two Box—Very/Somewhat Important)



Question: “How important do you feel it is for citizens to be able to receive information about the city by Internet?”
 “How important do you feel it is for citizens to be able to conduct business with the city by Internet?”

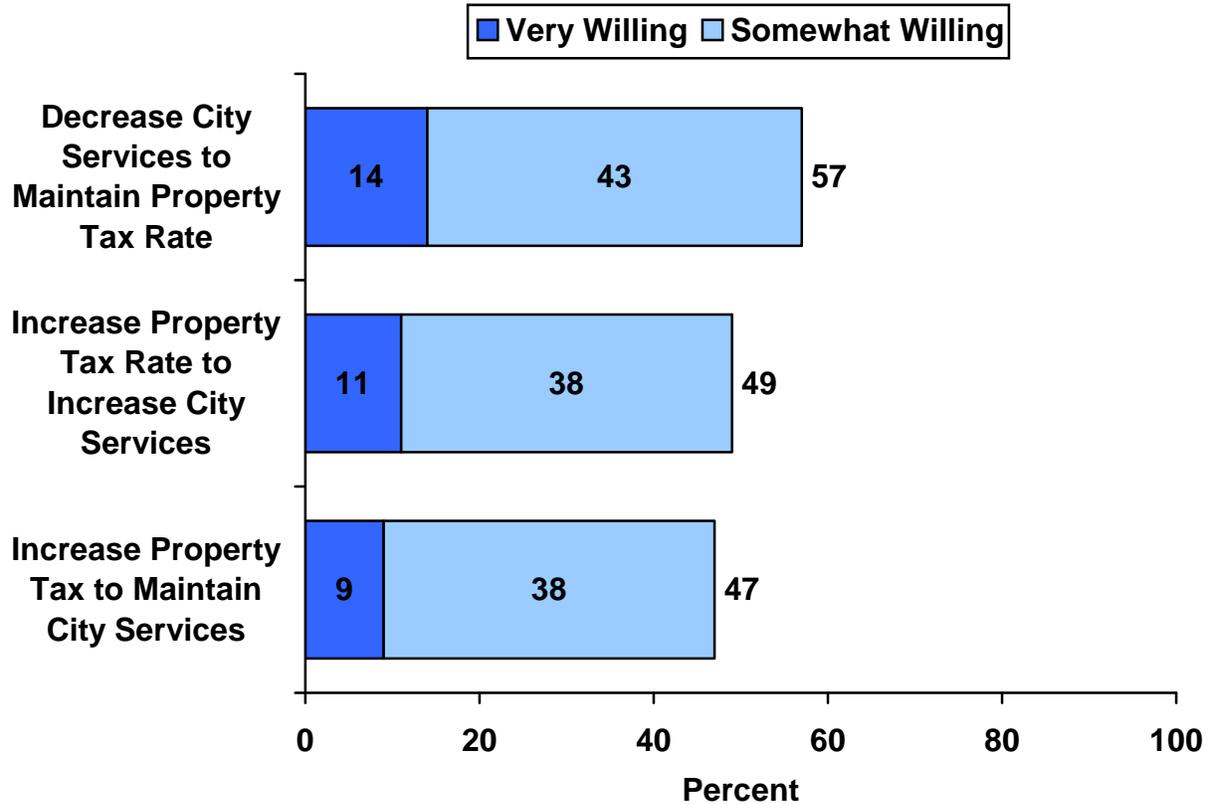
Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=492; 2001 n=488; 2002 n=484; 2003 n=478)

* This question was asked beginning in 2003.

Tax Rate Vs. City Services

Consistent with previous years, few Arlington residents say they would be “very willing” to see either an increase in property tax rates or a decrease in city services. Overall, receptiveness to a tax increase, either to increase city services or to maintain city services, appears to remain fairly low and similar to last year. Receptiveness to a tax increase just to maintain current levels of city services is very low and similar to last year, while it has declined significantly from 2000.

Tax Rate Vs. City Services



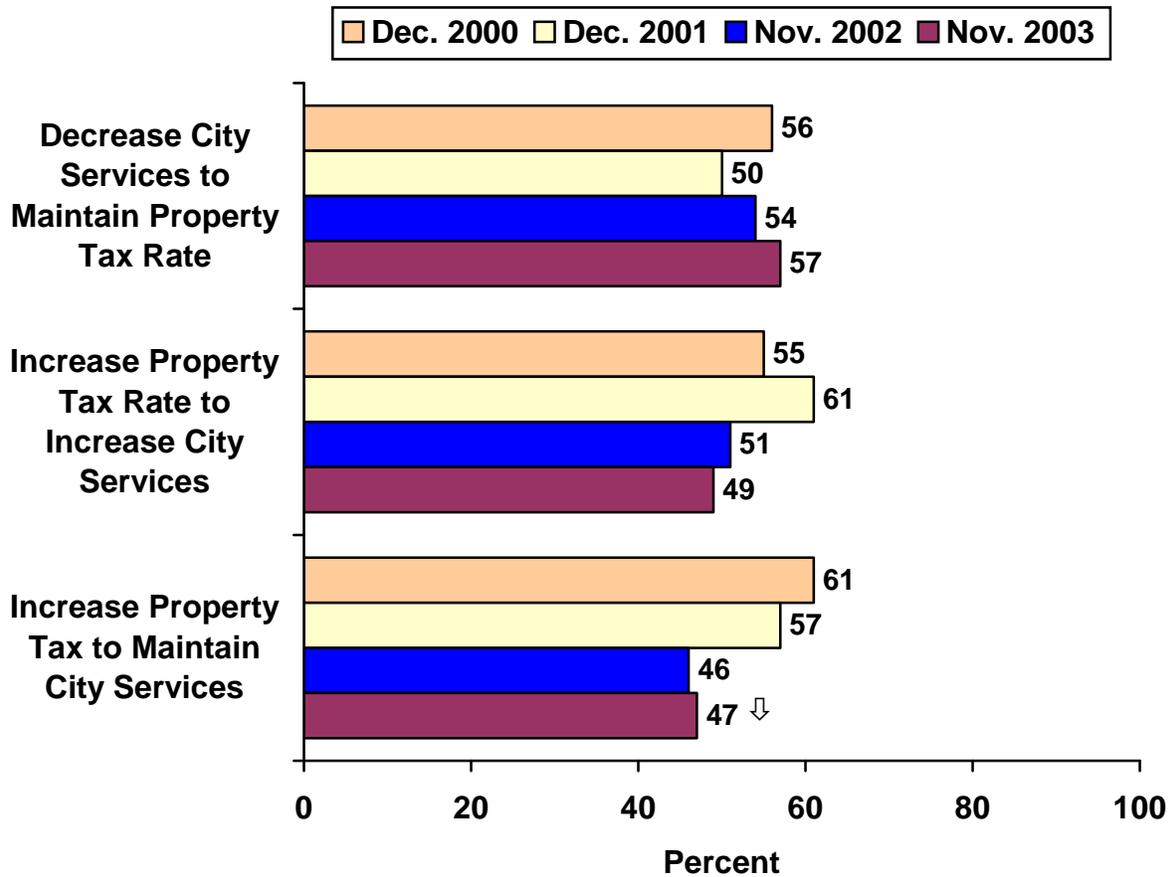
Questions: "If the situation required it, how willing would you be to see a decrease in City services in order to keep the property tax rate at the current level?"

"If the situation required it, how willing would you be to see an increase in the property tax rate in order to maintain City services at their current level?"

"How willing would you be to see an increase in the property tax rate in order to increase key City services?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=469)

Tax Rate Vs. City Services – Trend (Top Two Box—Very/Somewhat Willing)



Questions: “If the situation required it, how willing would you be to see a decrease in City services in order to keep the property tax rate at the current level?”

“If the situation required it, how willing would you be to see an increase in the property tax rate in order to maintain City services at their current level?”

“How willing would you be to see an increase in the property tax rate in order to increase key City services?”

Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=331; 2001 n=477; 2002 n=478; 2003 n=469)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the last wave in 2002. A block “up” arrow (⬆) indicates a significant increase and a block “down” arrow (⬇) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

APPENDIX

- Respondent Profile
- More Discussion Of Methods

Respondent Profile

	<u>December 2000</u>	<u>December 2001</u>	<u>November 2002</u>	<u>November 2003</u>
(Base: Total Respondents)	(500)	(502)	(500)	(505)
Years In Arlington				
Less than one year	7%	7%	5%	5%
1-3 years	17	18	15	14
4-6 years	13	14	14	15
7-10 years	12	10	12	10
More than 10 years	51	51	53	54
Refused/No answer	0	0	1	2
Primary Residence				
Own	67	67	70	70
Rent	32	33	29	25
Refused/No answer	0	1	2	5
Vote In City Elections				
Always	27	26	30	22
Often	34	33	30	34
Seldom	17	21	17	18
Never	21	20	20	21
Don't know/No answer	1	1	2	5
Internet Access				
Yes	85	84	81	80
No	15	16	18	15
Refused/No answer	0	0	1	5
Ethnicity*				
African American or Black	NA	NA	9	10
American Indian	NA	NA	1	1
Asian or Pacific Islander	NA	NA	2	4
Caucasian or White	NA	NA	74	66
Hispanic or Latin American	NA	NA	8	8
Multi-ethnic	NA	NA	1	2
Other ethnic background	NA	NA	2	3
Refused/No answer	NA	NA	3	8

* Ethnicity asked beginning in 2002.

(Continued)

Respondent Profile (Continued)

	December <u>2000</u>	December <u>2001</u>	November <u>2002</u>	November <u>2003</u>
(Base: Total Respondents)	(500)	(502)	(500)	(505)
Zip Code (By Quota)				
76001	6%	6%	6%	6%
76002	2	2	2	2
76006	7	7	8	7
76010	13	13	12	12
76011	7	8	7	7
76012	9	9	9	8
76013	10	9	10	10
76014	10	10	8	9
76015	6	5	6	6
76016	11	10	10	11
76017	14	14	13	14
76018	7	6	7	7
Age (By Quota)				
18-24	9	9	9	9
25-34	23	23	21	22
35-44	27	28	29	28
45-54	20	20	20	20
55-64	11	11	11	11
65 or older	10	10	10	10
Gender (By Quota)				
Male	50	50	50	50
Female	50	50	50	50

Data Collection

Telephone Interviewing

Each primary number in the sample received an original call and up to two callbacks at different times on different days. If, including weekends, an interview could not be completed after two callbacks, substitution was permitted.

Data Tabulation

The final statistical tables were created via UNCLE®. This comprehensive data management and cross-tabulation system has one overriding objective in mind: the production of consistently accurate statistical tables. For example, most formatting is automatic within UNCLE® to eliminate format-related errors. The software contains hundreds of embedded error-trapping algorithms to eliminate syntactical errors. The system produces a Summary Report, to condense all of the programmer's instructions into a simple, easy-to-read format, which makes any programming errors easy to find during quality-control checking. Another quality-control procedure involves a thorough crosscheck of percentages in the statistical tables against the same percentages in an UNCLE® Marginal report. (Within UNCLE®, the Marginal program and the program module which compiles the statistical tables are based upon different algorithms so that each can serve as an independent accuracy check upon the other.) Additionally, tabulation programmers follow a multi-step, quality-control checklist to ensure production of accurate statistical tables.

All questionnaires and source documents will be stored by Decision Analyst for six months before being destroyed. The data itself will be stored on magnetic tape for three years. During this time period, additional cross-tabulations or statistical analyses can be purchased at Decision Analyst's standard hourly rates.

Statistical Tables

The statistical tables are labeled across the top (i.e., the banner) with the respective cross-tabulation descriptors (bannerpoints such as male, female, Western Washington, Balance of West). Below these Bannerpoint descriptors are the bases (the number of respondents) used to calculate the columns of percentages. Columns of percentages which add to more than 100% are the result of computer-rounding errors or multiple responses. Small differences from 100% are usually computer-rounding errors, while large differences typically are the result of multiple responses.

Statistical Variation. All percentages shown in the statistical tables are subject to statistical variation, or statistical error. The smaller the sample of respondents (i.e., the smaller the "base"), the larger is the statistical variation in the corresponding percentages, usually. The table below presents approximate statistical error for percentages based upon different sample sizes.

Statistical Error Ranges*					
Size of Sample	At Various Percentage Levels				
	50%	40% or 60%	30% or 70%	20% or 80%	10% or 90%
	50	±14.0	±13.7	±12.8	±11.2
75	±11.4	±11.1	±10.4	±9.1	±6.8
100	±9.8	±9.6	±9.0	±7.9	±5.9
150	±8.0	±7.8	±7.3	±6.4	±4.8
200	±6.9	±6.8	±6.3	±5.5	±4.2
250	±6.2	±6.1	±5.7	±4.9	±3.7
300	±5.6	±5.5	±5.2	±4.5	±3.4
400	±4.9	±4.8	±4.5	±3.9	±2.9
500	±4.3	±4.3	±4.0	±3.5	±2.6
600	±4.0	±3.9	±3.6	±3.2	±2.4
700	±3.7	±3.6	±3.3	±2.9	±2.2
800	±3.4	±3.3	±3.1	±2.7	±2.0
900	±3.2	±3.1	±2.9	±2.6	±1.9
1000	±3.0	±3.0	±2.8	±2.4	±1.8

*At 95% level of confidence.

When sample sizes are small (less than 100), extra caution should be exercised in interpreting the corresponding percentages.

QUESTIONNAIRE