



# **2008 City Services Satisfaction Survey**

## **Final Report**

**Prepared For:  
CITY OF ARLINGTON**

**Study #070584  
January 2008**



# TABLE OF CONTENTS

BACKGROUND AND OBJECTIVES.....	4
METHODS .....	4
USE OF DECISION ANALYST, INC. NAME.....	5
EXECUTIVE SUMMARY.....	7
DETAILED FINDINGS.....	10
Overall Rating Of Arlington And City Services.....	11
Neighborhoods .....	19
Ratings of Schools and School Districts .....	31
Rating Of Services On Specific Atributes By General Population.....	36
Usage Of Services And Perceptions Of Services By Users .....	49
Access To City Government And Staying Informed.....	61
APPENDIX.....	75
QUESTIONNAIRE.....	102

## **BACKGROUND AND OBJECTIVES**

This is the seventh annual survey among City of Arlington residents to measure satisfaction with city services. The benchmark study was conducted in December 2000, and subsequent waves have occurred between November or December each year, except for the 2006 wave which was conducted in January and February of 2007 and was significantly changed from previous waves.

Beginning from the 2006 wave, the questionnaire was redesigned to more closely match the ICMA study. This will allow the City of Arlington to compare the City to other cities of similar size and makeup across the country.

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 seventh wave of interviewing will also be used in planning and budgeting for 2008.

## **METHODS**

A total of 50,108 calls were made to obtain 437 telephone interviews 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. About half were male and about half were female.

Interviews were conducted November 28 through December 16, 2007.

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**

### **Overall Rating Of Arlington and City Services**

**The perception of “quality of life” within Arlington is moderately high among residents.**

- Three out of four residents (77%) rate Arlington as offering a “good” or “excellent” quality of life.
- This rating has dropped in the past year, tying 2005 for the lowest rating to date.
- Feeling of safety is the most important aspect in determining the quality of life in Arlington.

**Most city services in Arlington receive high overall ratings.**

- Eight of the 14 services rated receive a top-two-box rating (“good” or “excellent”) of 81% or higher.
- The Arlington Fire Department, at 98%, continues to receive the highest ratings among city services.
- Handitran, animal services, and code enforcement received the lowest rating out of all services.

**Consistent with these overall ratings, customer service provided by the city is rated moderately high (78%).**

## Neighborhoods

**Residents continue to rate their neighborhoods positively in terms of quality of life (77% “excellent” or “good”).**

- Car burglaries and condition of major streets are perceived as the biggest problems in city neighborhoods.
- Other problems of note are residential burglaries, dilapidated fences and condition of residential streets..
- Safety, again, is reported as the most important aspect affecting the overall quality of life in the neighborhood.

**Neighborhoods in Arlington continue to be rated very safe for walking alone during the day (very safe 65% or somewhat safe 30%), though much lower at night.**

- Less than one out of three residents say they would feel very safe walking alone in their neighborhood at night.
- Residents feel most unsafe walking in Arlington business areas at night.

## Rating of Services on Specific Attributes by General Population

**Streets.** Streets in Arlington are perceived as an area for improvement. Some of the most needed areas include management of traffic flow, management of traffic during peak traffic hours, and availability of sidewalks. Too much traffic on city streets remained the number one problem when driving in Arlington reported by nearly 2/3 of respondents. Speeding on neighborhood streets and cars running red lights are also rated as areas of concern.

**Water.** Although declining from 2003, the quality of water and wastewater service is perceived as moderately high (86%), up four percentage points from last year. Forty four percent reported that they felt the water utility rates were somewhat to very high.

**City Initiatives.** The city's efforts on five initiatives are rated as moderate to moderately low. Among the initiatives rated last year, all showed declines. Developing transportation rated the lowest among all city initiatives for the second year in a row, dropping five points lower than last year (27%).

## Schools and School Districts

Seventy-two percent of Arlington residents report living in the Arlington School District. Of those living in the Arlington School District, 83 percent were satisfied with the school district, while 82 percent were satisfied with their local schools.

## Usage and Perceptions of Services

**Recreation Facilities.** Although both are still down from 2000, city parks and libraries continue to be the city facilities most widely used by residents. However, both increased over last year. The tennis center is still the least used city facility.

Users perceive the overall quality of recreation and library facilities very positively.

**Curbside Recycling.** Most (90%) users rate curbside recycling as excellent or good.

**Arlington Landfill.** Eighty-five percent of users rated the landfill as excellent or good.

**Arlington Animal Services Center.** The overall quality rating by users leaves room for improvement with 70 percent rating the animal services center as excellent or good.

**Arlington Convention Center.** Most residents who have visited or used the center rate the overall quality moderately high (83%).

**Arlington Municipal Court.** Residents who have visited the Arlington Municipal Court in the past 12 months continue to see some need for improvement with an excellent or good rating of 74 percent.

**Police Department.** Received a top-two-box rating of 81 percent. This is a decline of six percentage points from last year.

**Fire Department.** The Arlington fire department continues to be rated the highest among all city services.

## **Access to City Government & Importance of Internet**

**Rating of “providing citizen access or input to government” has dropped to its lowest level since 2000.**

- Arlington residents continue to feel the need for improvement in the city providing citizen access and input to city government.

**The city’s effort to keep the public informed is also perceived positively.**

- Seventy six percent of Arlington residents feel that the City keeps them informed.
- However, except for the Cowboy stadium project and the water conservation campaign, the levels of being informed at least somewhat about various city projects and campaigns appear to be moderate. Parks and recreation programs and the I-30 Improvement Project improved to 65 percent and 64 percent respectively. All other programs remained at about 50% or lower.



**DETAILED FINDINGS**

## Overall Rating Of Arlington And City Services

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In terms of quality of life, Arlington residents rate the city moderately high as a place to live. Three out of four residents (77%) rate Arlington as offering a “good” or “excellent” quality of life. The quality of life rating in 2007 has decreased over last year, and it is still trending downward. This year’s rating tied for the lowest rating to date.

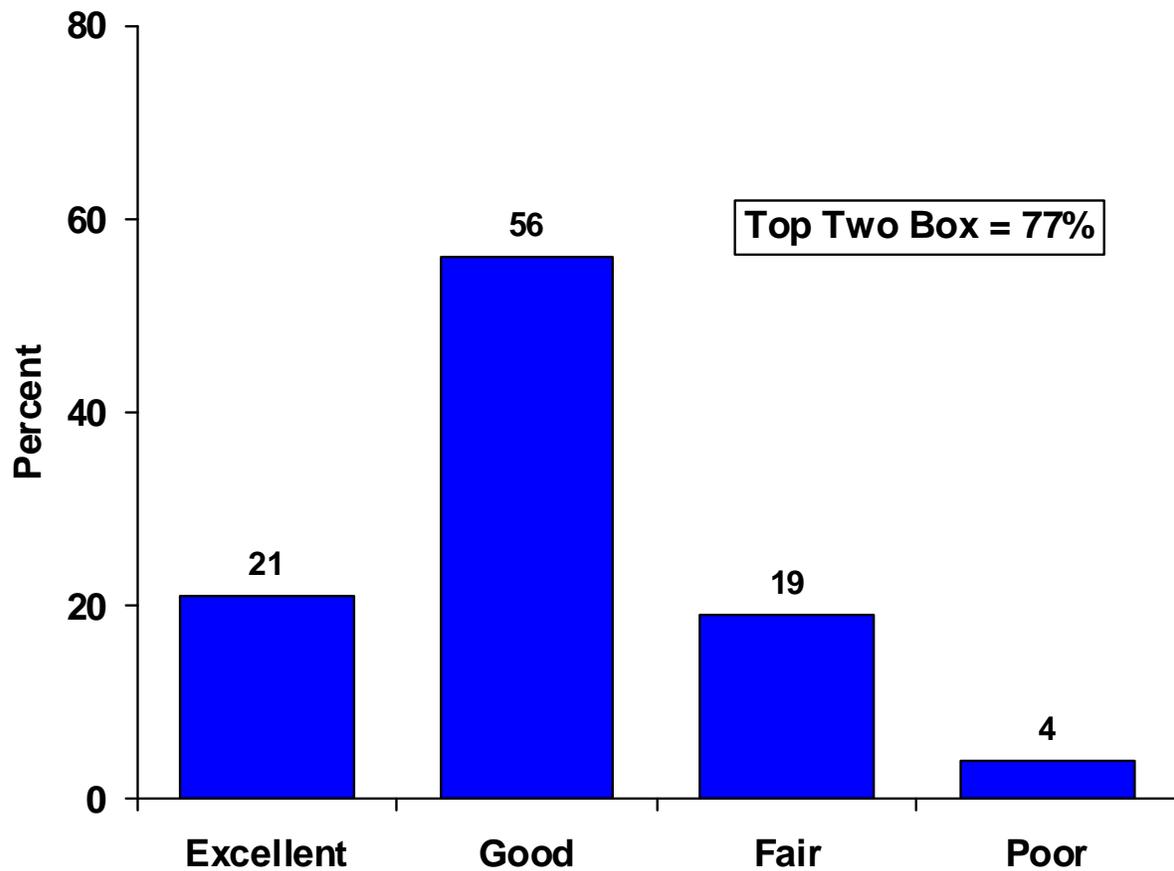
Residents rank the feeling of safety as the most important aspect of a city that affects the quality of life rated by 17 percent of respondents. Feeling of safety includes feeling of safety in the city (11%) and crime rate (6%). The next highest rated attribute was convenient location with 13 percent, followed by the quality of schools (11%), Sense of community (9%), entertainment venues (6%), city services (5%), public transportation (5%), economy (3%), management of traffic (3%), city appearance/cleanliness (3%). Taxes, recreation facilities/services, cost of housing, medical/health services, and environment condition all received less than a 3 percent mention.

City services in Arlington generally receive high overall ratings, with eight of the fourteen services rated receiving a top-two-box rating (“good” or “excellent”) of 81 percent or higher. The Arlington Fire Department, at 98 percent, continues to receive the highest ratings among city services, followed by Emergency Medical Services, garbage collection, curbside recycling, Community Education Services by the Fire Department, landfill efforts, convention center, and police. Services receiving the lowest ratings are municipal courts, Handitran, animal services, and code enforcement.

Customer service provided by the city is rated moderately high (78%), this is a slight decrease over last year’s rating of 79 percent, but has remained relatively constant since 2005. Only seven percent of residents rate customer service as “poor”, this was an increase from the previous two years.

## Overall Rating Of Arlington As A Place To Live

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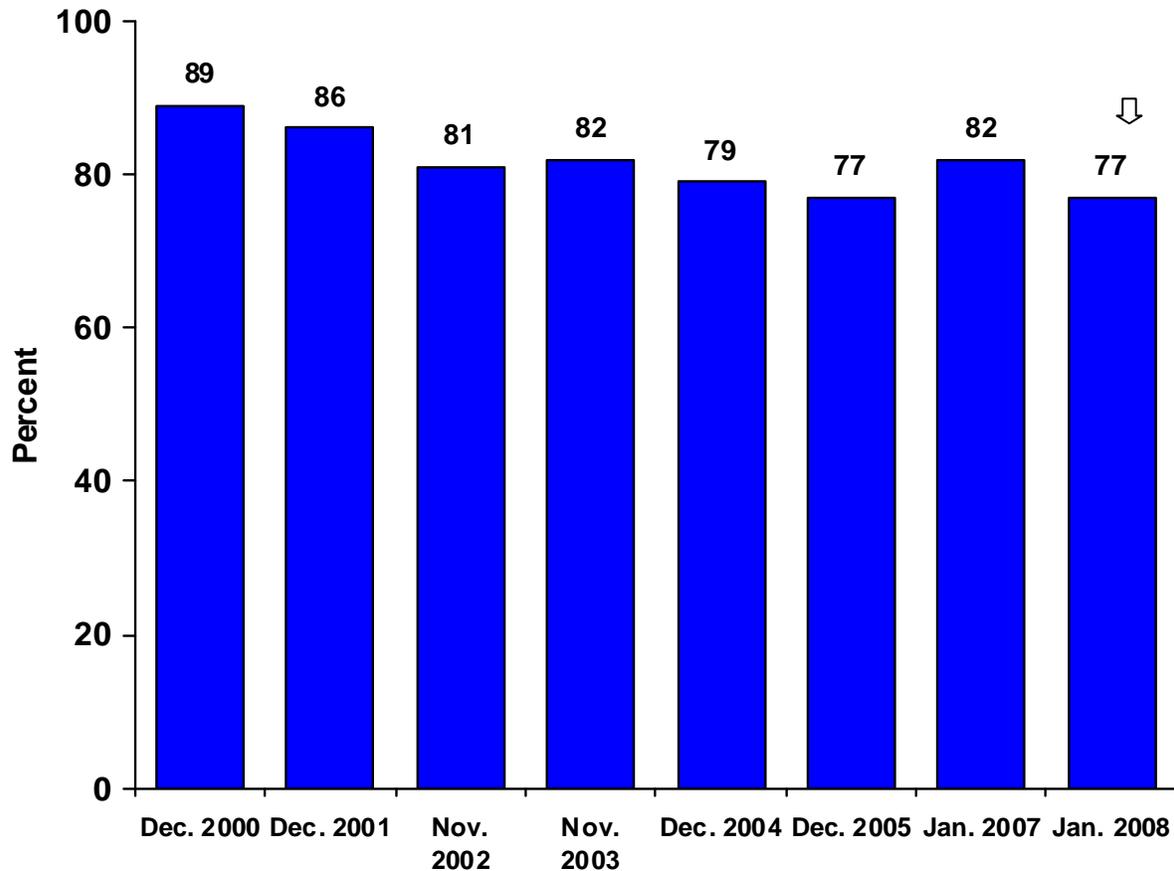


Question: Q1: "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (n=437)

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

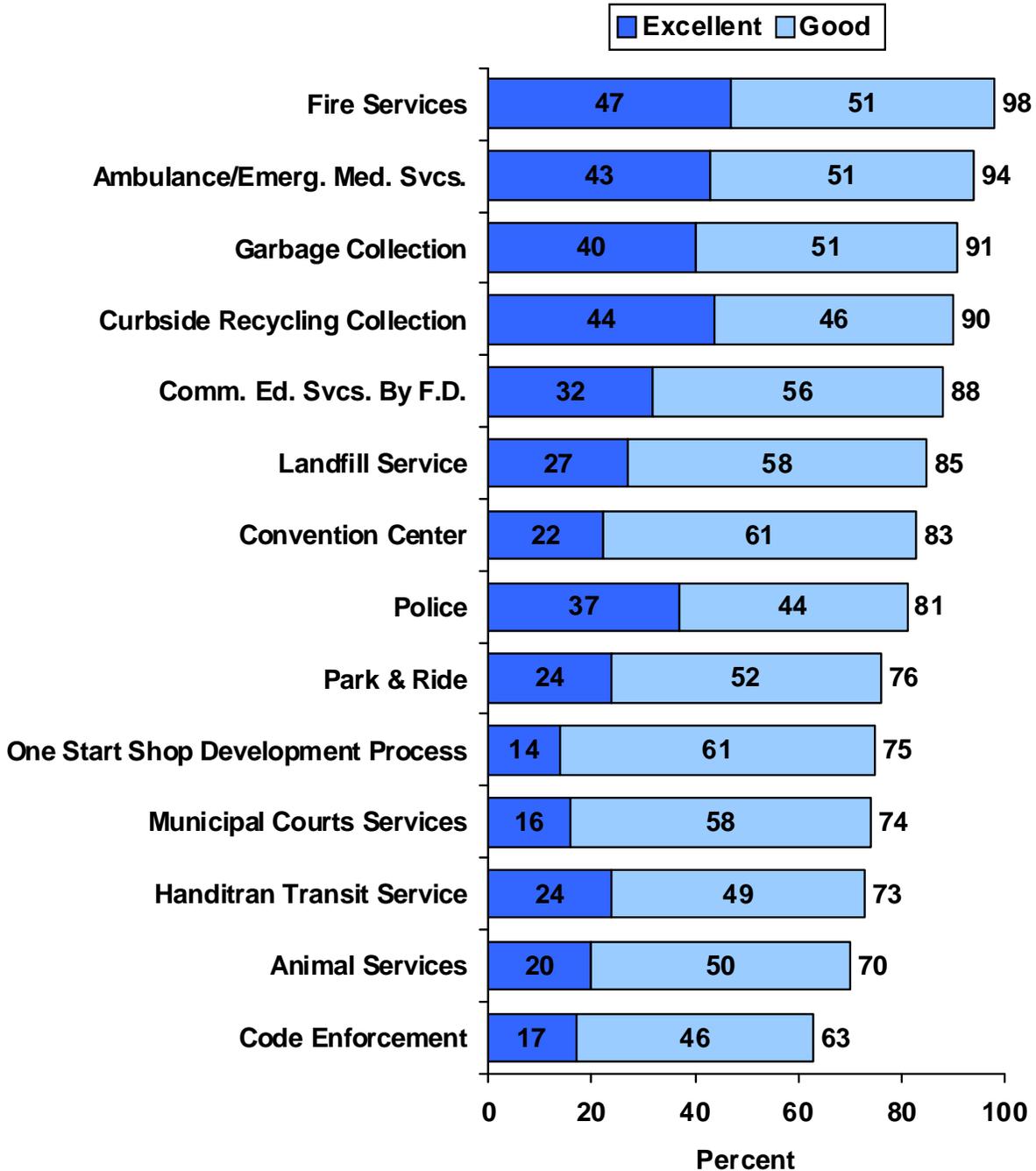


Question: Q1: "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (2000 n=496; 2001 n=500; 2002 n=498; 2003 n=504; 2004 n=448; 2005 n=455; 2007 n=445; 2008 n=437)

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 2007**. 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.)

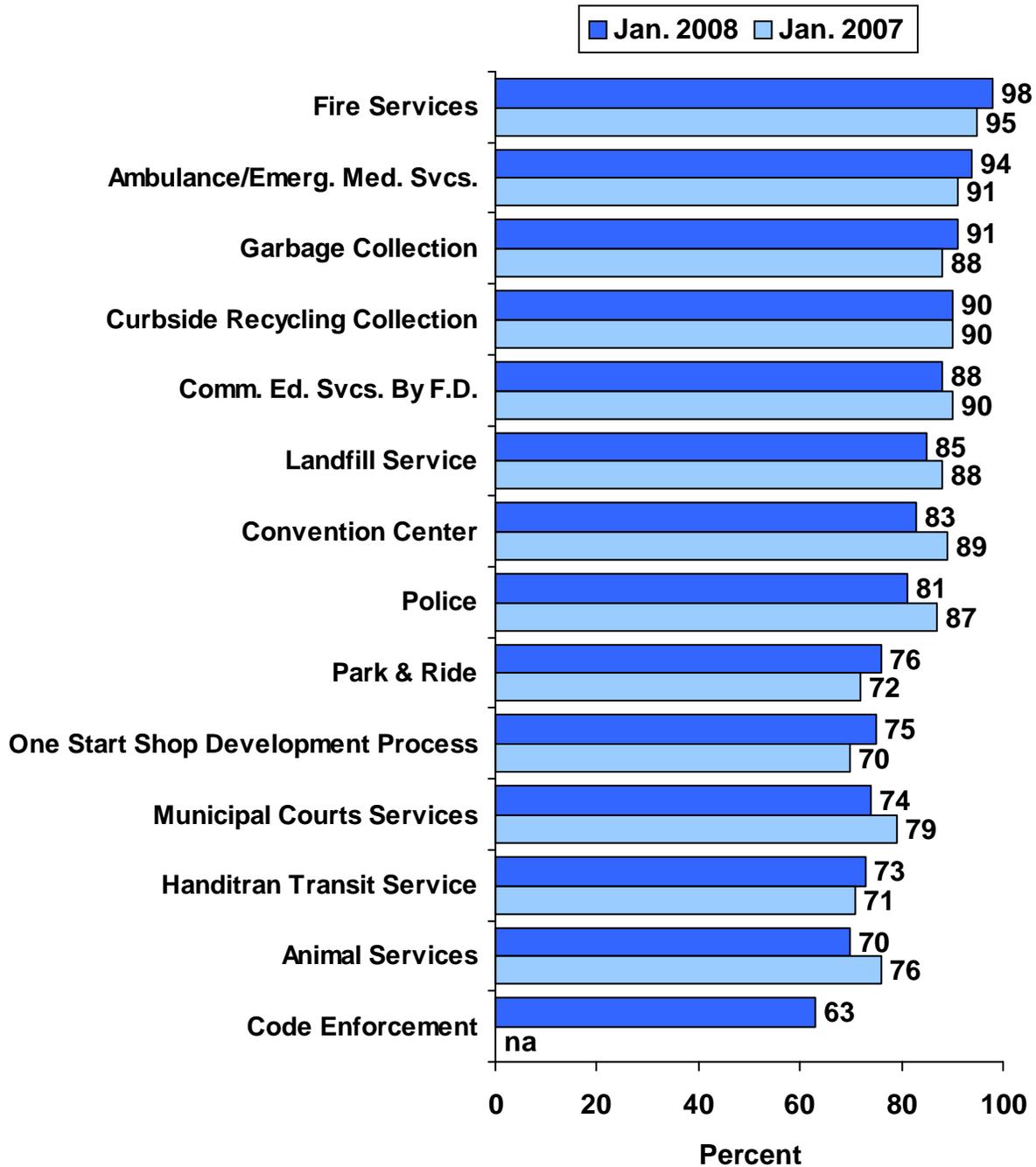
## Overall Ratings Of Arlington City Services by Users



Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited *in the past 12 months*."

Base: Total respondents, excluding "don't knows." (Base Varies)

# Overall Ratings Of Arlington City Services by Users – Trend

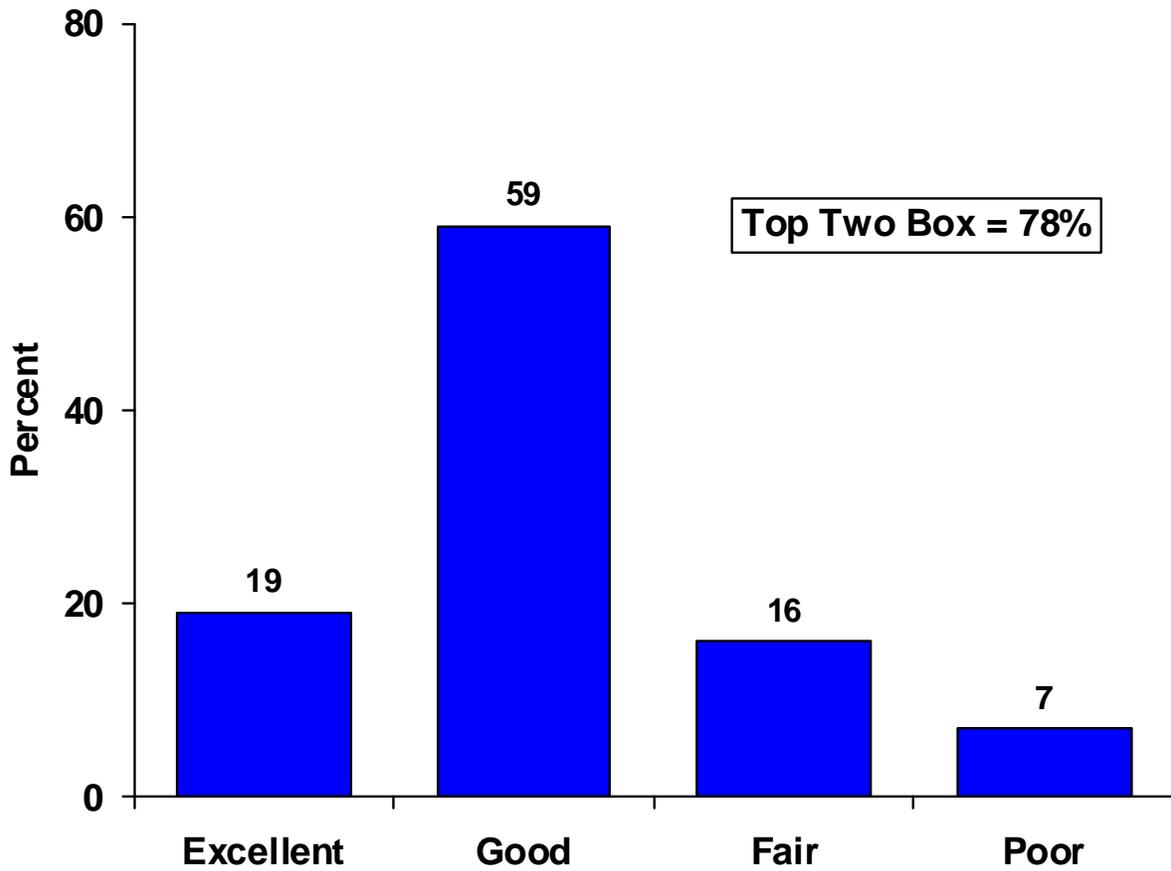


Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited *in the past 12 months*."

Base: Total respondents, excluding "don't knows." (Base Varies)

## Overall Rating Of Customer Service By City

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Question: Q6: "Overall, how would you rate the level of customer service provided by City Of Arlington departments?"

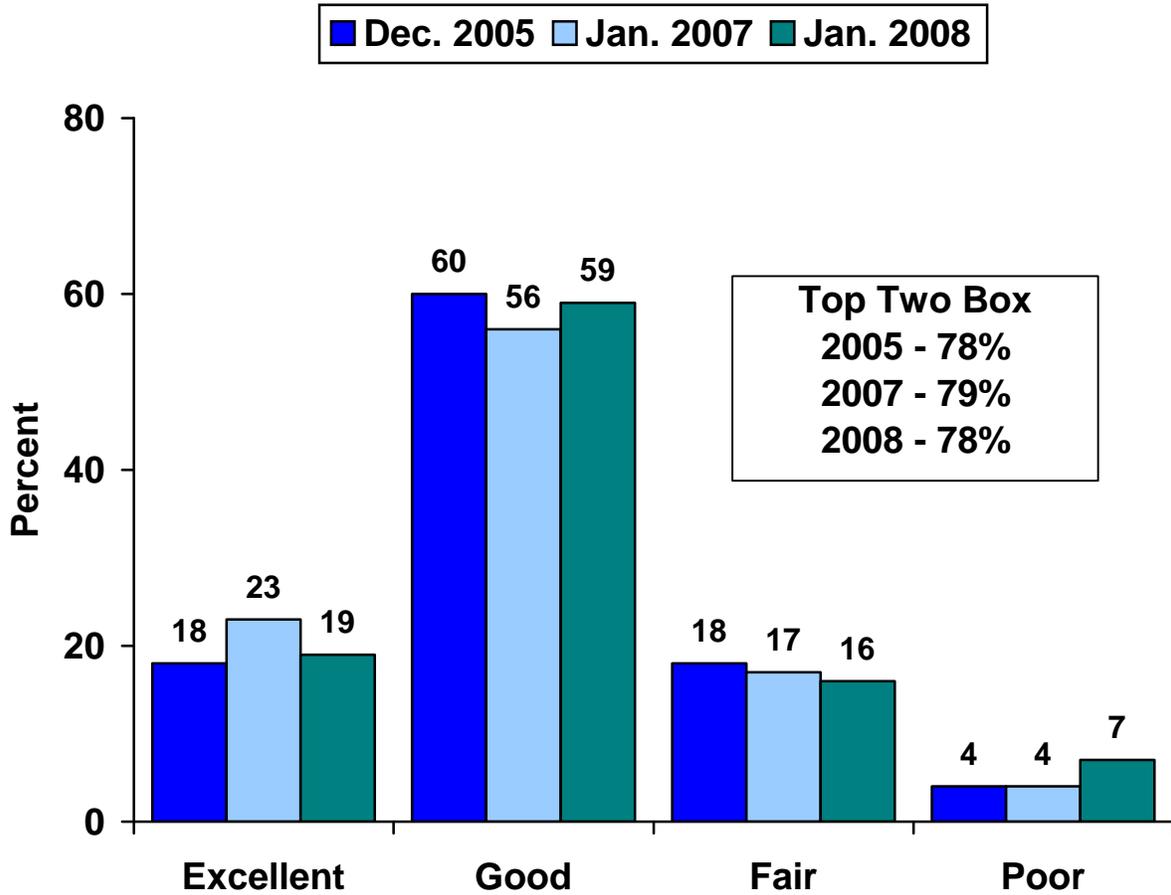
Base: Total respondents, excluding "don't knows." (n=418)

Note: This question asked beginning in 2005.

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## Overall Rating Of Customer Service By City - Trend

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Question: Q6: "Overall, how would you rate the level of customer service provided by City Of Arlington departments?"

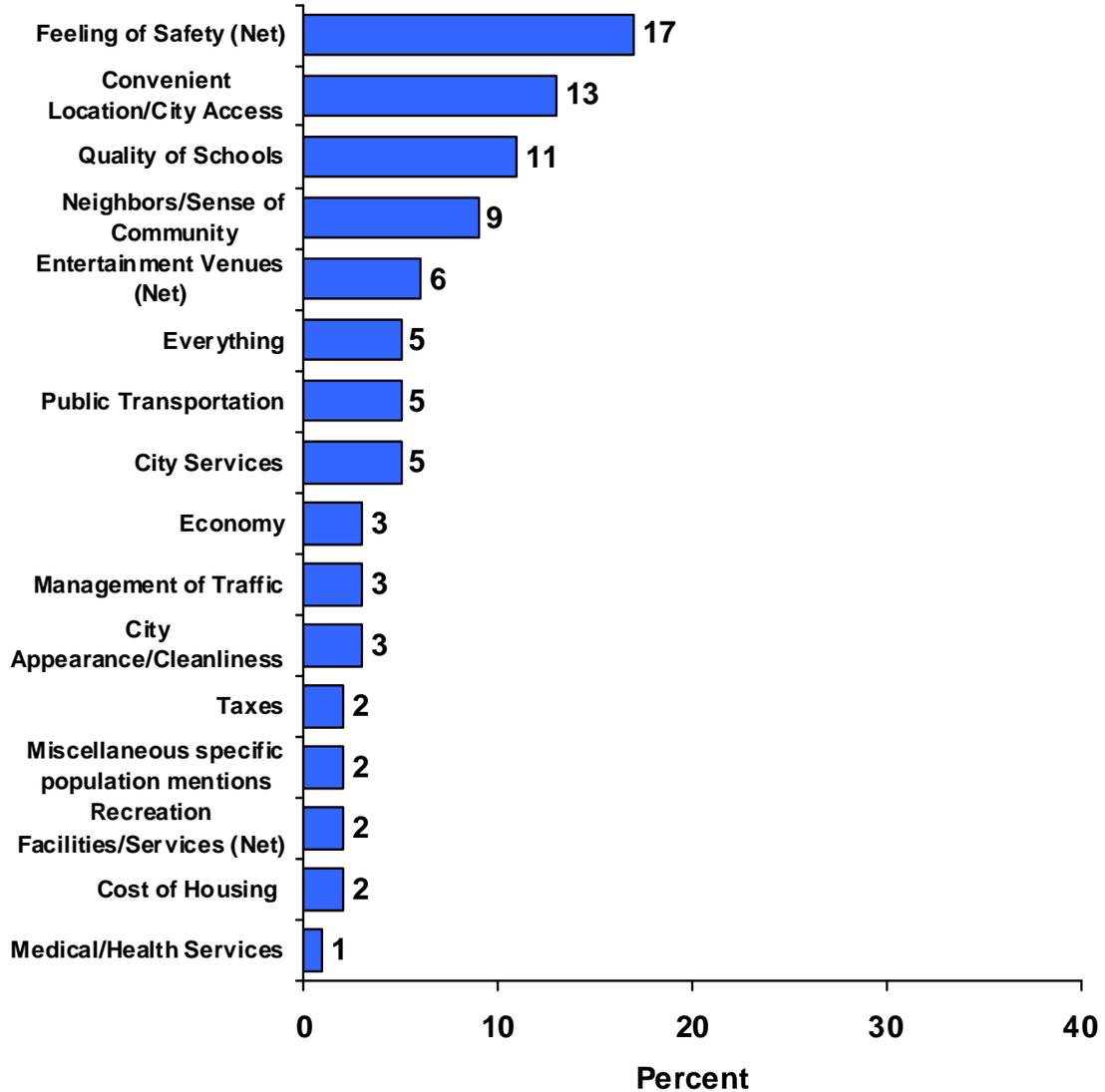
Base: Total respondents, excluding "don't knows." (2005 n= 416; 2007 n=425; 2008 n=418)

Note: This question asked beginning in 2005.

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## Most Important to Quality of Life (Arlington)

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Question: Q1b: "If you had to choose one of the following aspects or conditions, which one would you choose as most important to the quality of life in Arlington?"

Q1x: "When you think about rating the overall quality of life in Arlington, what one thing is most important to you, or has the greatest influence on your overall rating?"

Base: Total respondents (n=437)

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## Neighborhoods

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Arlington residents continue to rate their neighborhoods positively in terms of quality of life (77% “excellent” or “good”). However, the rating fell for the second year in a row dipping to the lowest point to date.

The main aspect that determines residents’ perception of the quality of life in their neighborhood is the feeling of safety, consistent with the city ratings. Thirty nine percent of residents rated feeling of safety as the most important. Feeling of safety includes feeling of safety in your neighborhood, peaceful/quiet, and crime rate. Sense of community was next with 20 percent rating it as most important. Neighborhood appearance rated third with a rating of 8 percent. Neighborhood appearance included physical condition/appearance of residential property, cleanliness, condition of streets, adequacy of street lighting, trees, physical condition/appearance of shops and stores, and condition of sidewalks. Convenient location was rated by eight percent. Educational environment, economy, management of traffic, and availability of entertainment all received 3 percent or less mention.

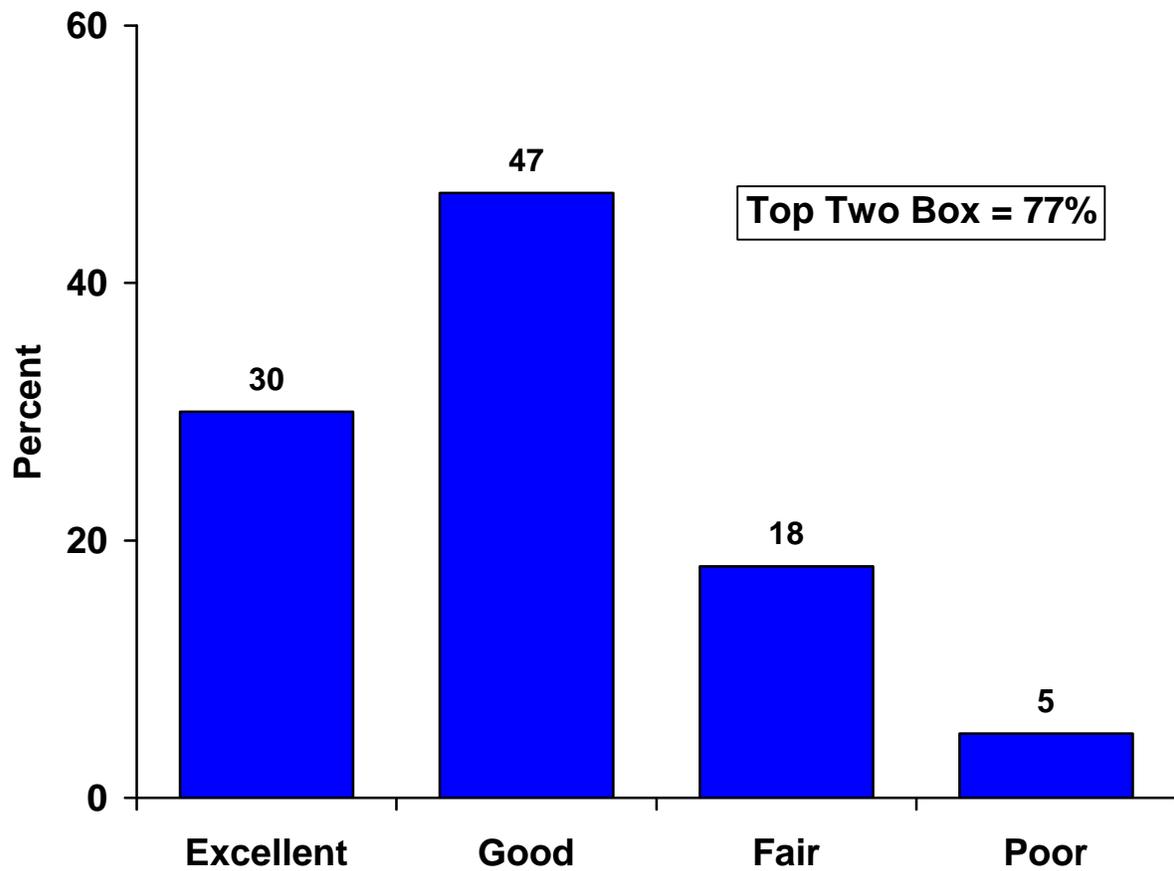
Car burglaries, condition of major streets and residential burglaries are perceived as the biggest problems facing city neighborhoods. Among other areas viewed as a major or at least somewhat of a problem by more than 20 percent of Arlington residents are: dilapidated fences, condition of residential streets, street lighting, property cleanliness/maintenance, stray animals, violent crime, neighborhood gangs, illegal drug sales, trash and litter, oversized vehicles in neighborhoods, and weeds and unmowed grass.

Residents’ perceptions of neighborhood problems generally appear to be consistent with measures from the previous years. Condition of major and residential streets and car/residential burglaries remain among the top five concerns for residents.

Neighborhoods in Arlington continue to be rated very safe for walking alone during the day (very safe 65%, somewhat safe 30%), though much lower at night, as less than one out of three residents say they would feel very safe walking alone in their neighborhood at night. Similarly, respondents feel very safe walking alone in business areas during the day (very safe 52%, somewhat safe 40%), but again, dropping at night with only twelve percent say they would feel very safe at night.

## Overall Rating Of Neighborhood As A Place To Live

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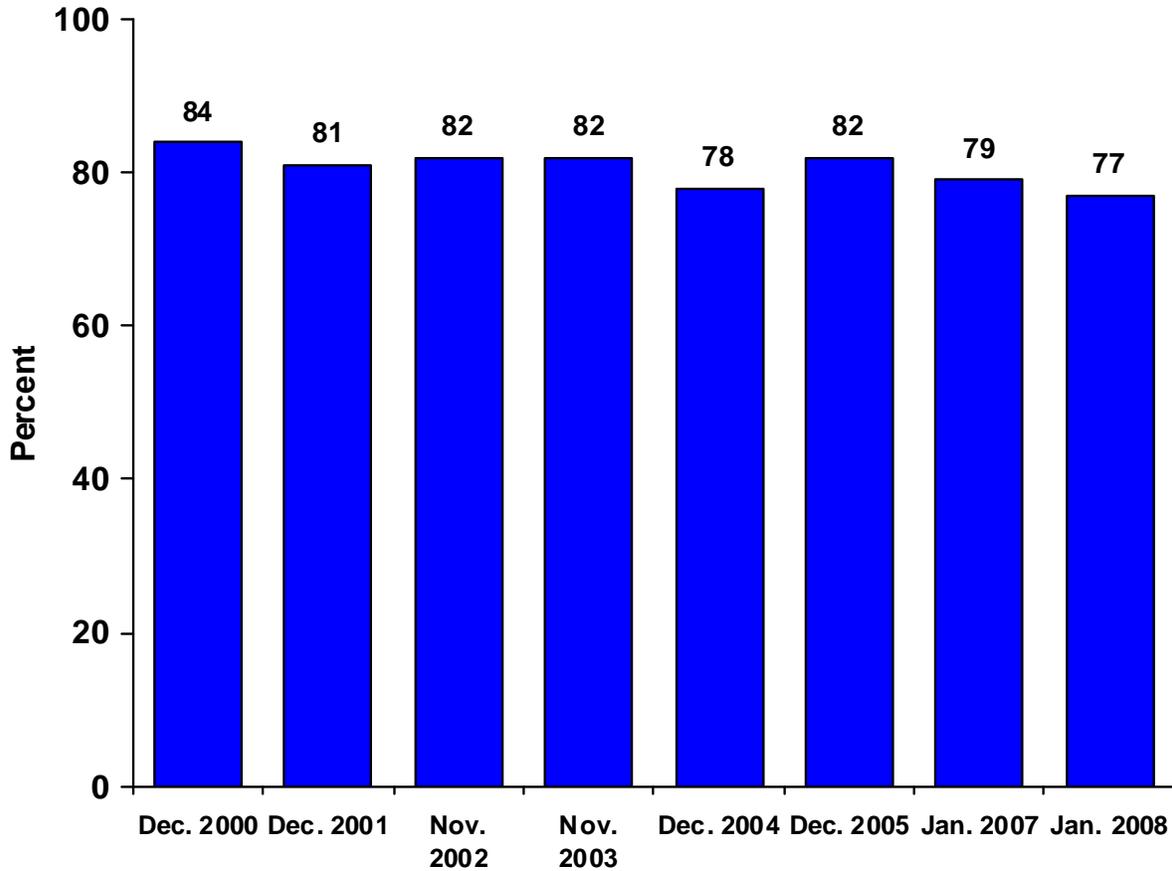


Question:Q2 "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows". (n=437)

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

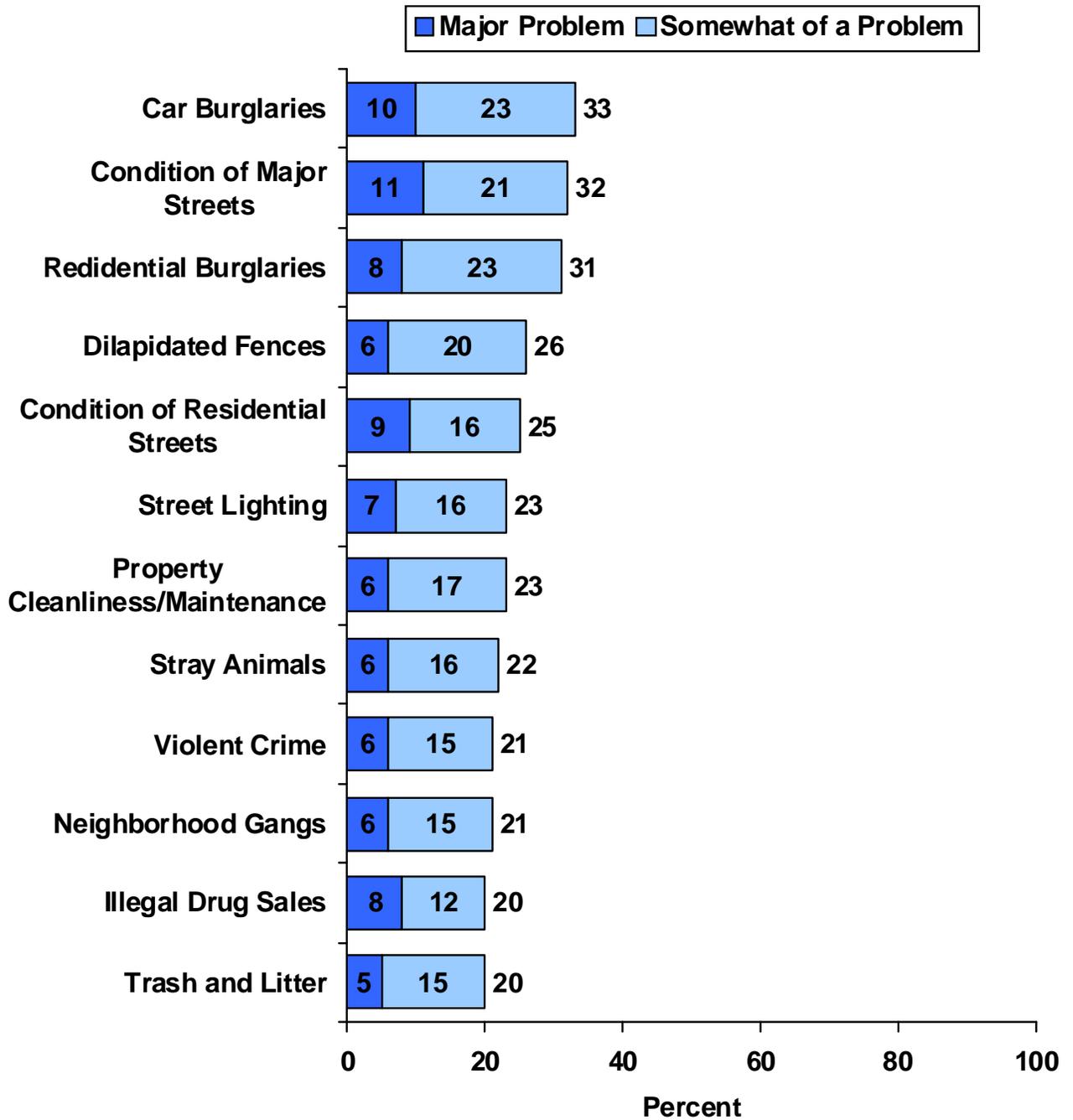


Question:Q2 “Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?”

Base: Total respondents, excluding “don’t knows”. (2000 n=499; 2001 n=502; 2002 n=500; 2003 n=504; 2004 n=448; 2005 n=457; 2007 n=445; 2008 n=437)

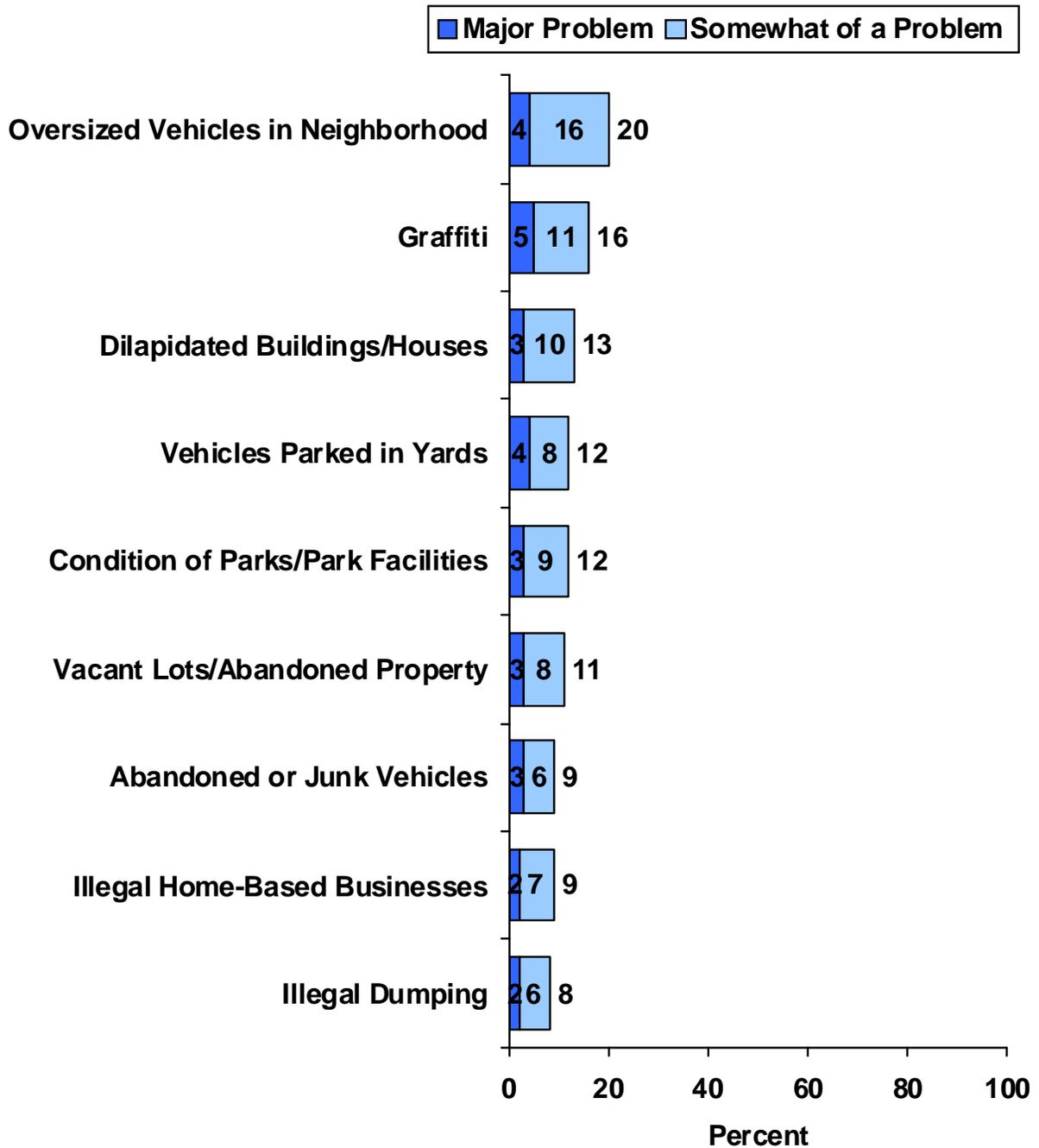
Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the **last wave in 2007**. A block “up” arrow (⇧) indicates a significant increase and a block “down” arrow (⇩) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

## Perceptions Of Neighborhood Problems



(Continued)

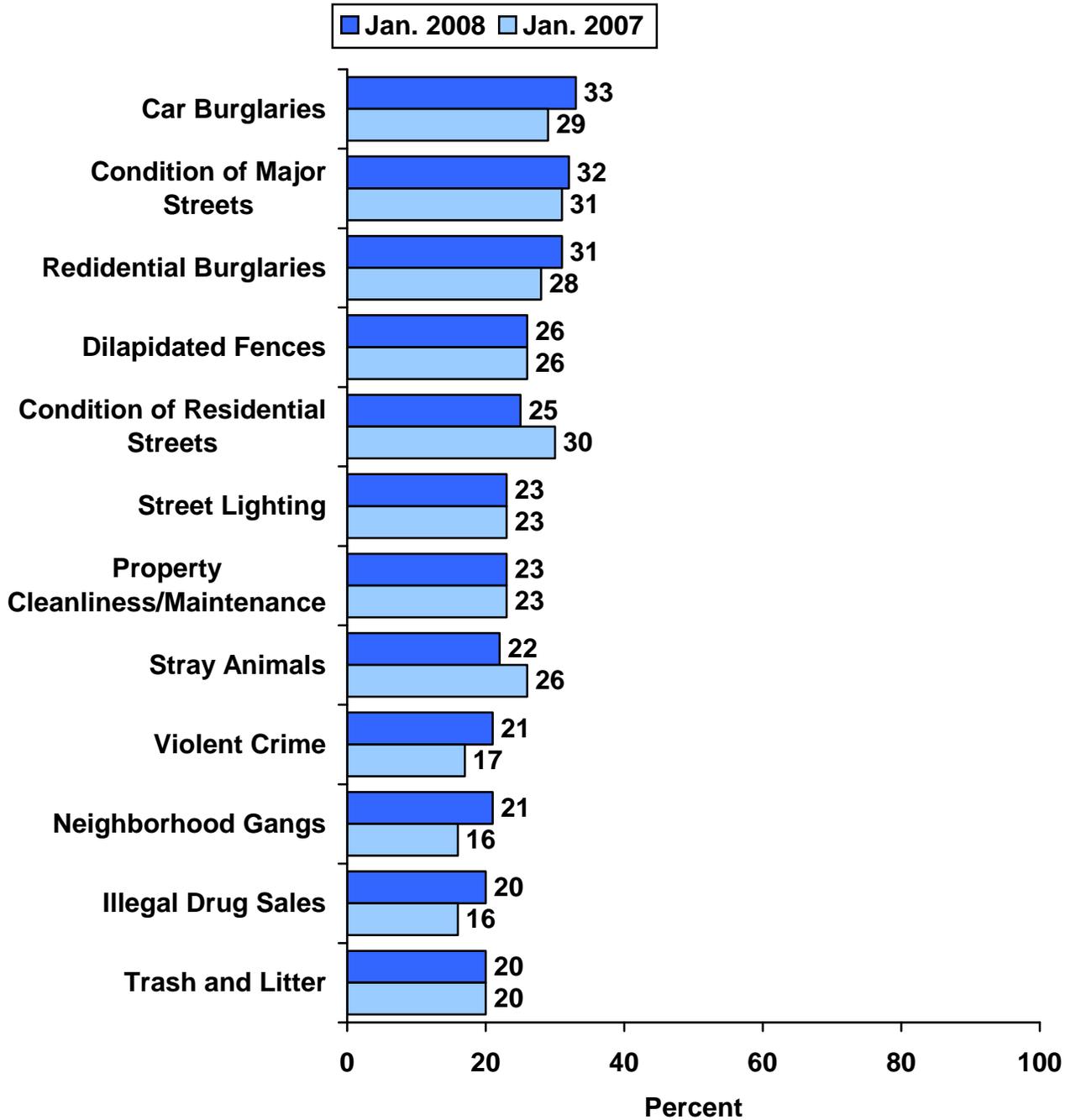
## Perceptions Of Neighborhood Problems (Cont.)



Question: Q3 "Thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, somewhat of a problem, only a small problem, or not a problem."

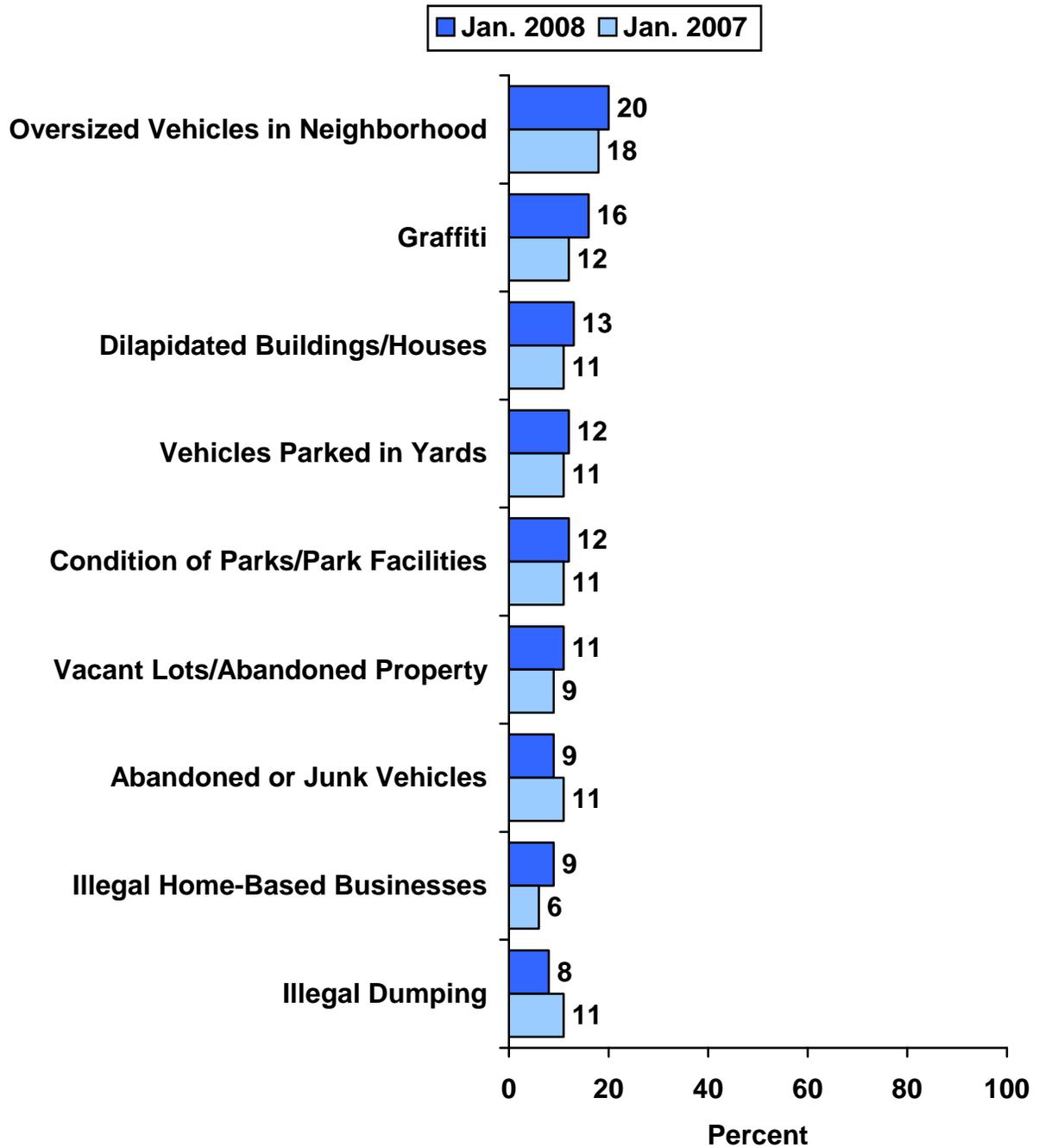
Base: Total respondents. (base varies)

## Perceptions Of Neighborhood Problems – Trend



(Continued)

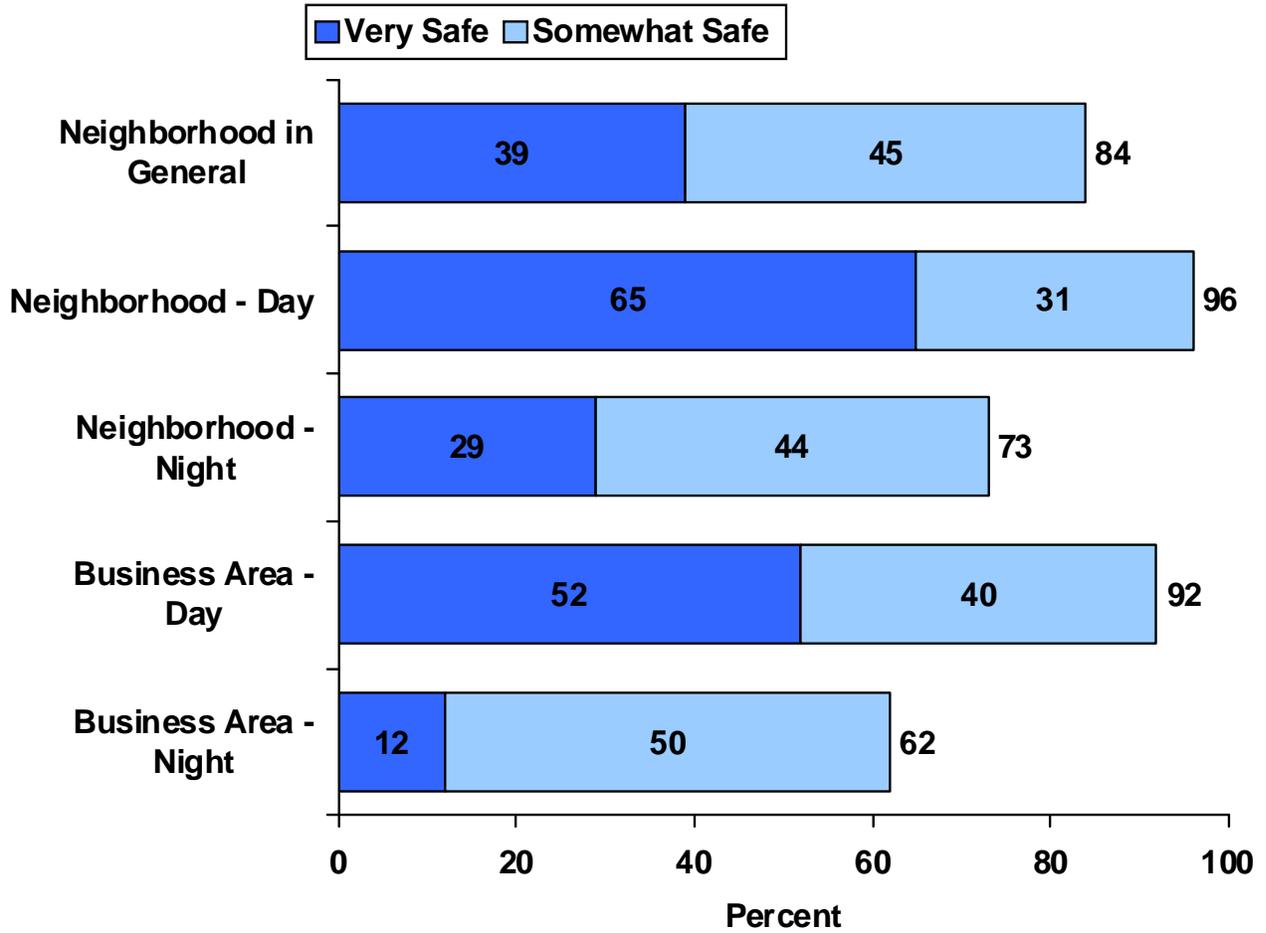
## Perceptions Of Neighborhood Problems – Trend (Cont.)



Question: Q3 "Thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, somewhat of a problem, only a small problem, or not a problem."

Base: Total respondents. (base varies)

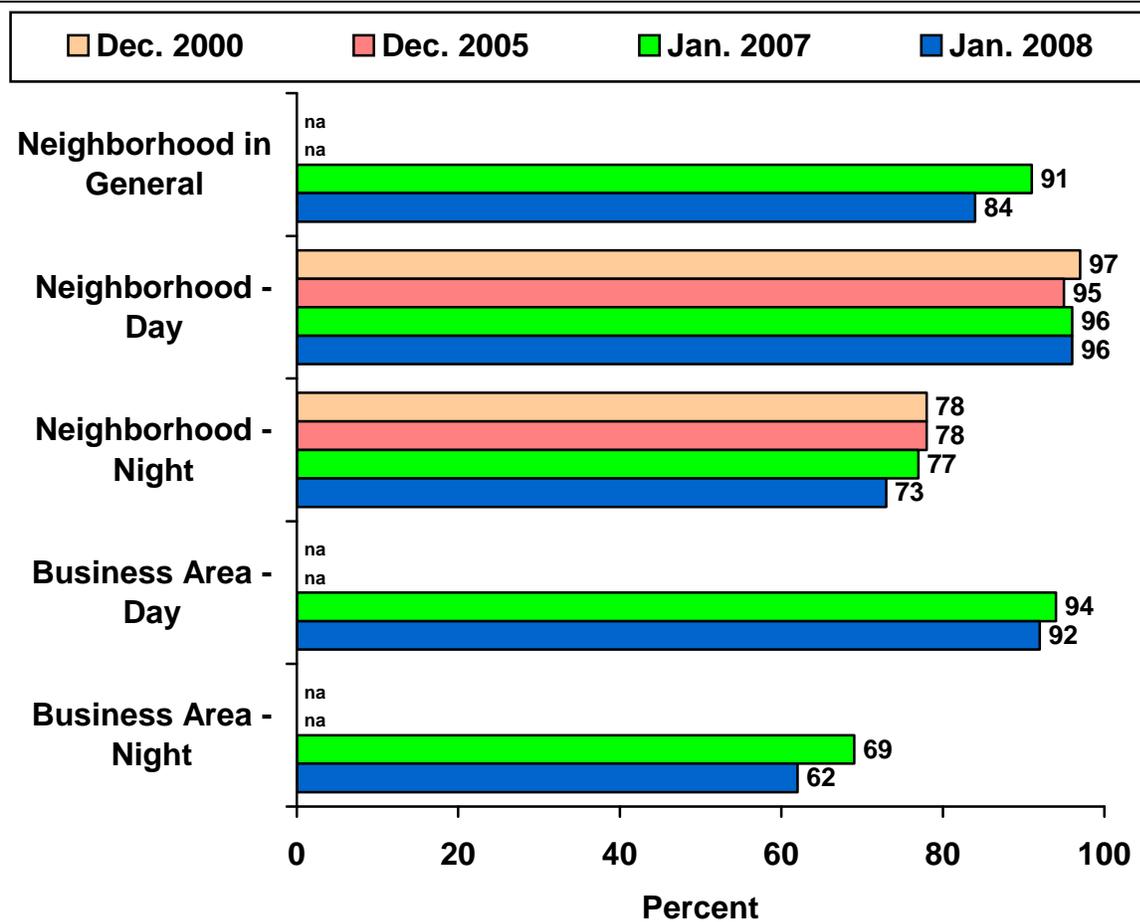
## Feeling Of Safety Walking Alone...



Question: Q19a/b/c/d/e "How safe would you feel walking alone in your neighborhood/business area in general/during the day/at night?"

Base: Total respondents, excluding "don't knows." (Base Varies)

## Feeling Of Safety Walking Alone... – Trend



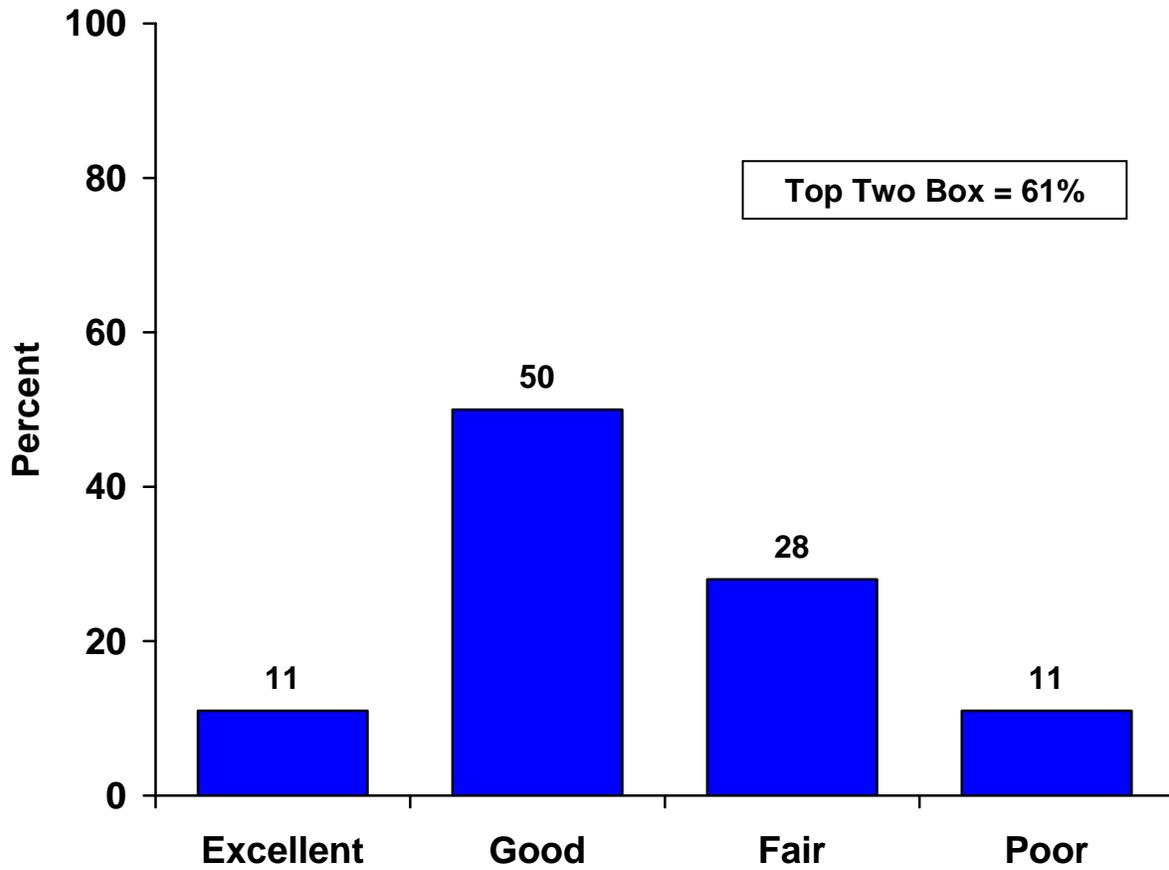
Question: Q19a/b/c/d/e “How safe would you feel walking alone in your neighborhood/business area in general/during the day/at night?”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

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 2007*. 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 Availability of Affordable Housing

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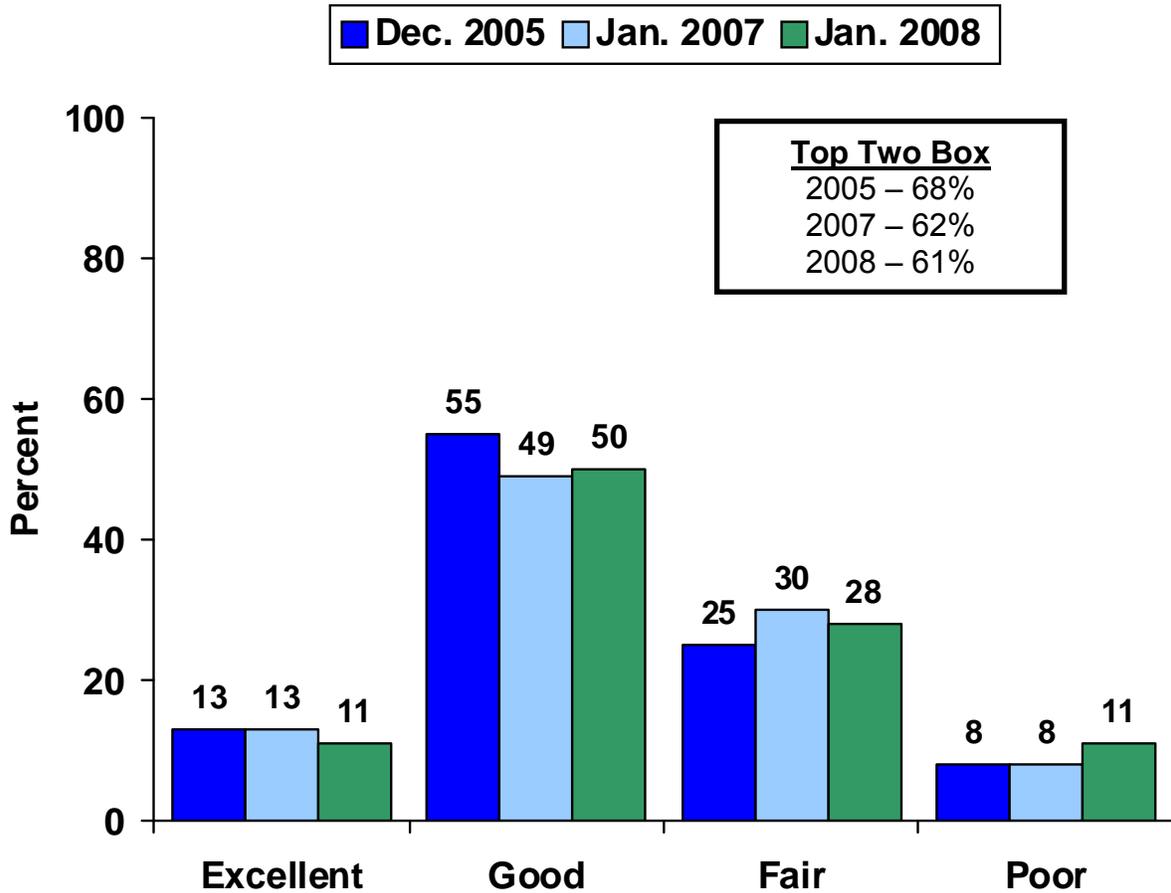
Question: Q18 "How would you rate the availability of affordable housing?"

Base: Total respondents. Excluding don't know/no answer (n=397)

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## Rating Availability of Affordable Housing – Trend

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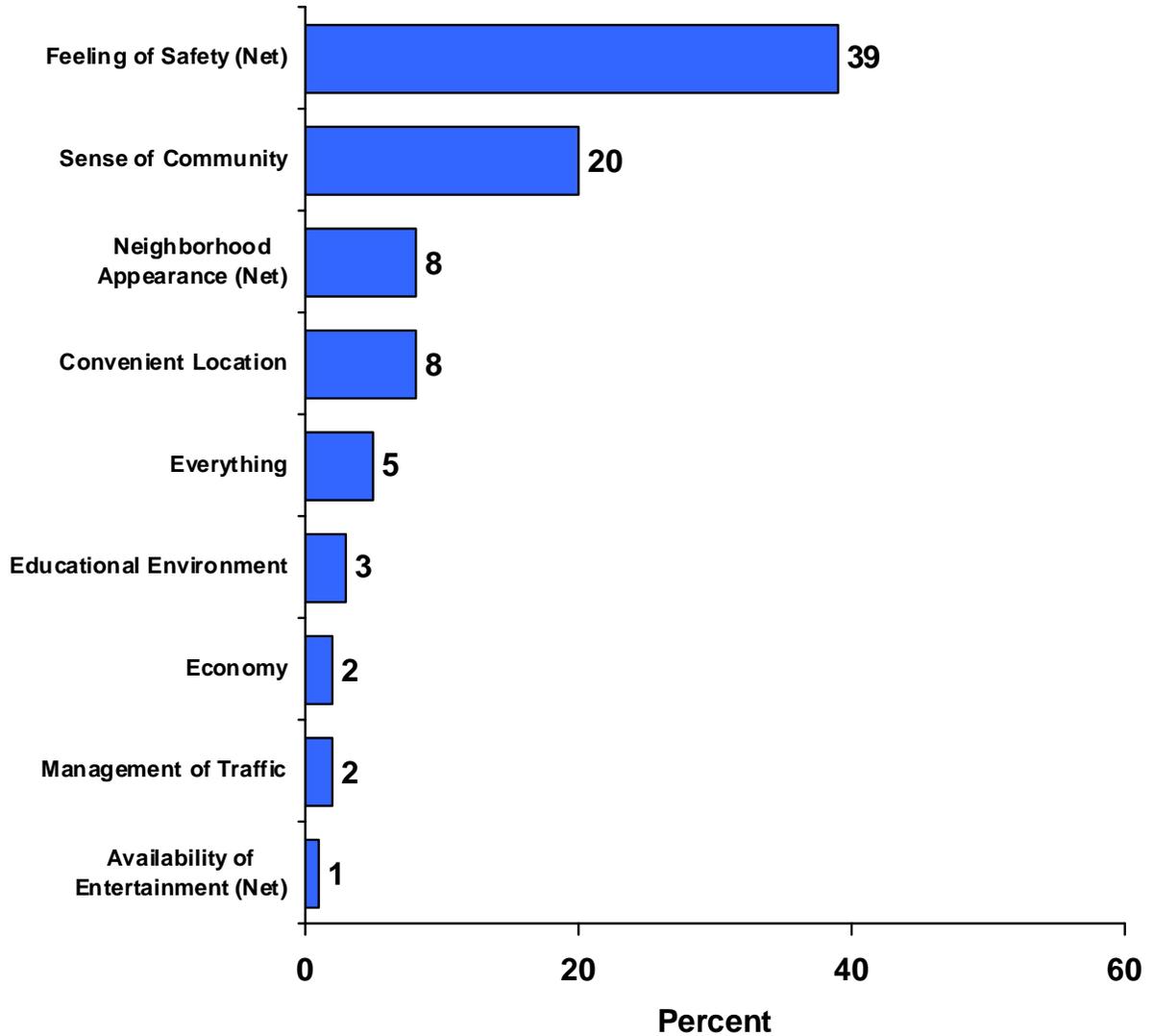
Question: Q18 “How would you rate the availability of affordable housing?”

Base: Total respondents. Excluding don't know/no answer (2005 n=411; 2007 n=409; 2008 n=397)

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## Most Important to Quality of Life (Neighborhood)

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Question: Q2b: "If you had to choose one of the following aspects or conditions, which one would you choose as most important to the quality of life in your neighborhood?"

Q2y: "When you think about rating the overall quality of life in your neighborhood, what one thing is most important to you, or has the greatest influence on your overall rating?"

Base: Total respondents (n=437)

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## Schools and School Districts

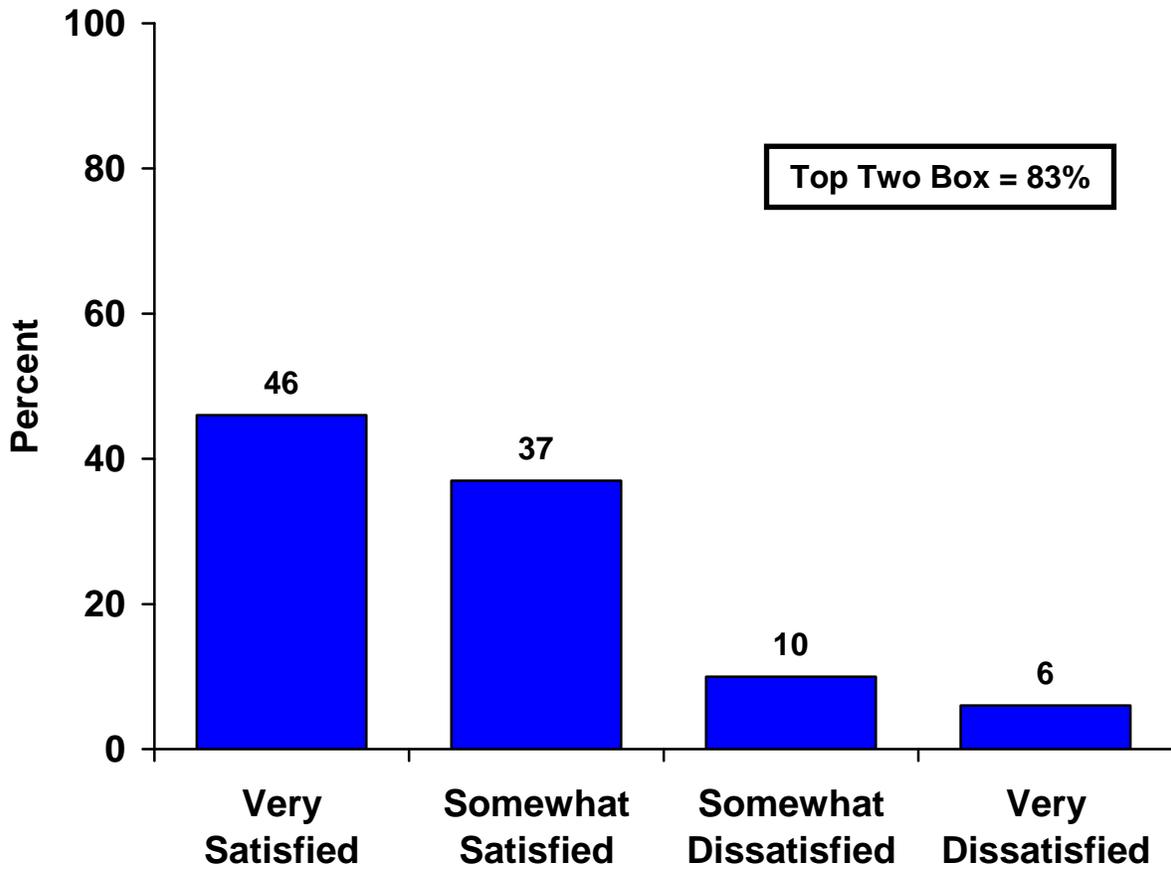
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Of the respondents who had school aged children living in their household, 72 percent lived in the Arlington Independent School District. Eleven percent said they lived in the Mansfield School District.

Residents were, overall, positive about neighborhood schools and school districts they live in. The school district received a top-two-box rating (very satisfied or somewhat satisfied) of 83 percent. Forty six percent said they were “very satisfied” with the school district.

Similar to the school district, residents were positive towards their local schools. Local schools were given a top-two-box rating (very satisfied or somewhat satisfied) of 82 percent. Forty three percent said they were “very satisfied” with local schools.

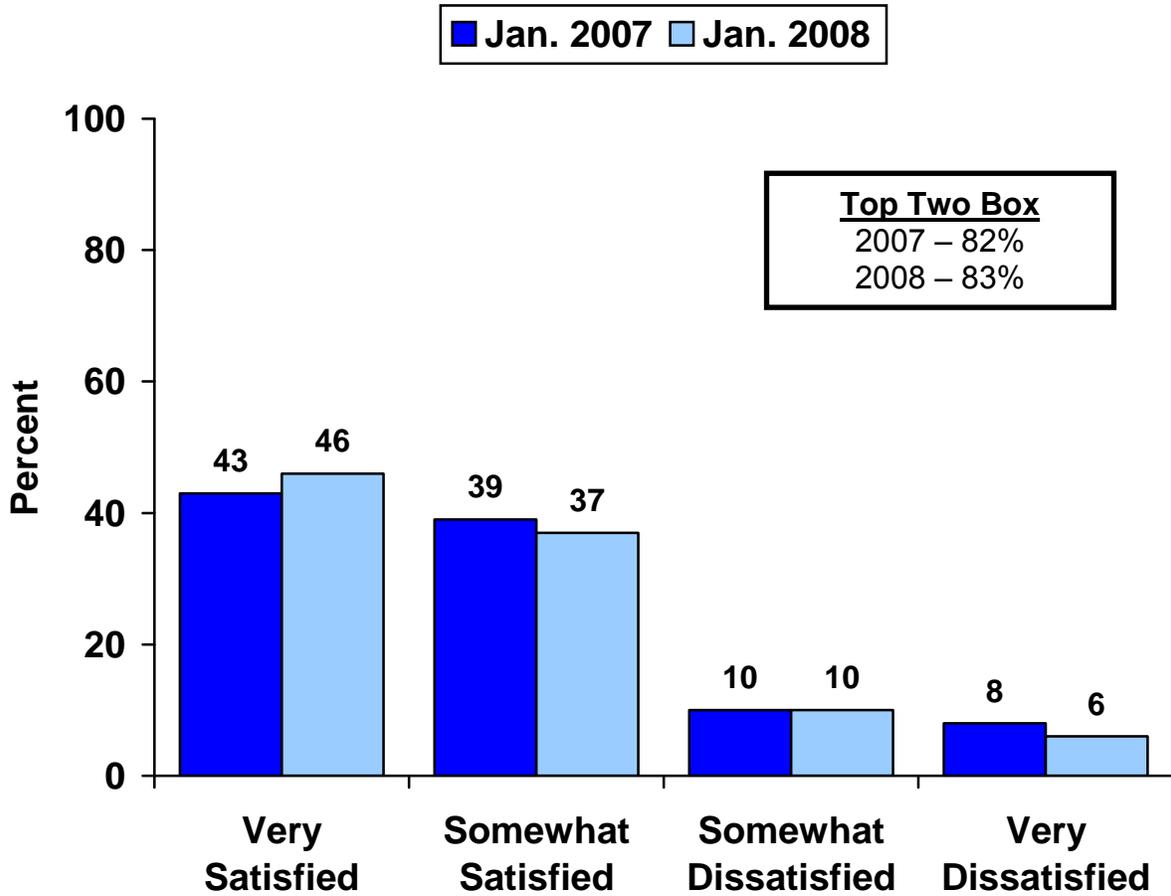
## Satisfaction With School District (Households With School Age Children)



Question: Q2f "How satisfied are you with the school district?"

Base: Have school age children in household. Excluding don't know/no answer (n=126)

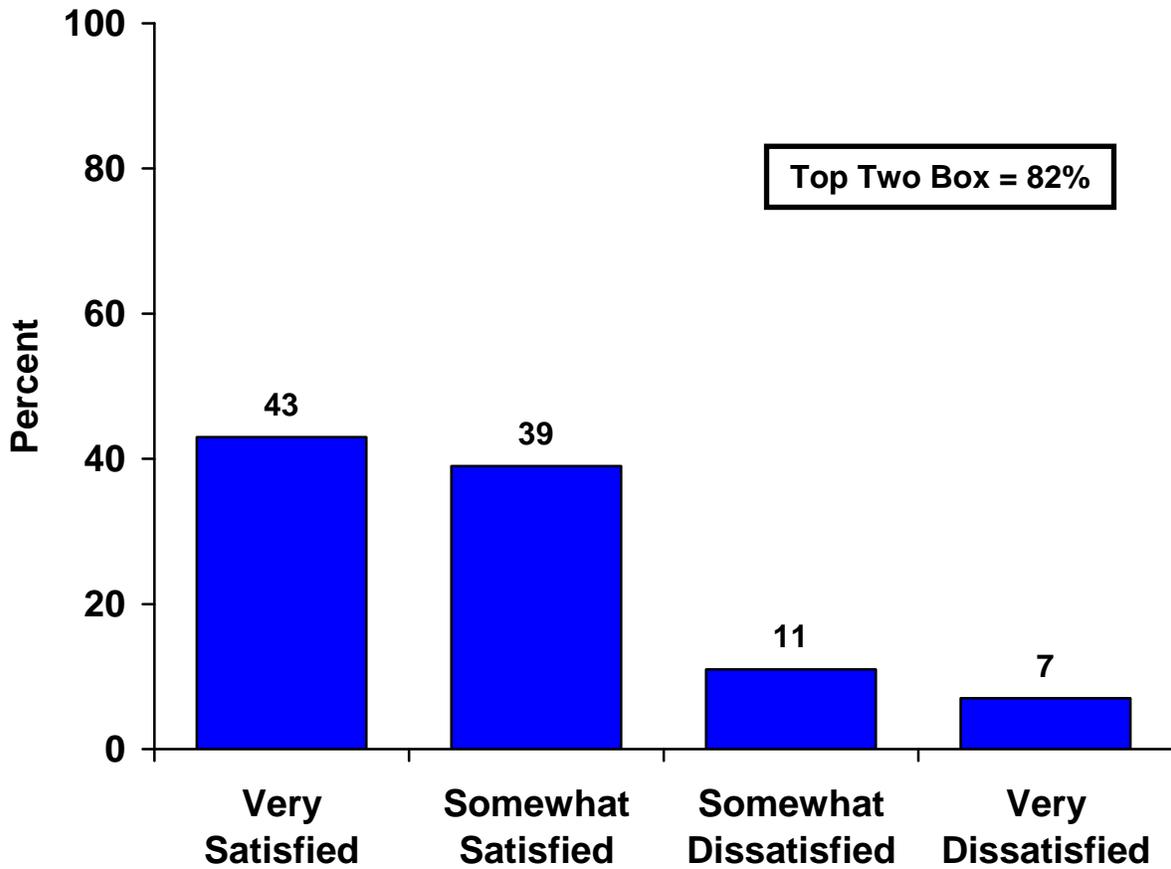
## Satisfaction With School District – Trend (Households With School Age Children)



Question: Q2f "How satisfied are you with the school district?"

Base: Have school age children in household. Excluding don't know/no answer (2007 n=143; 2008 n=126)

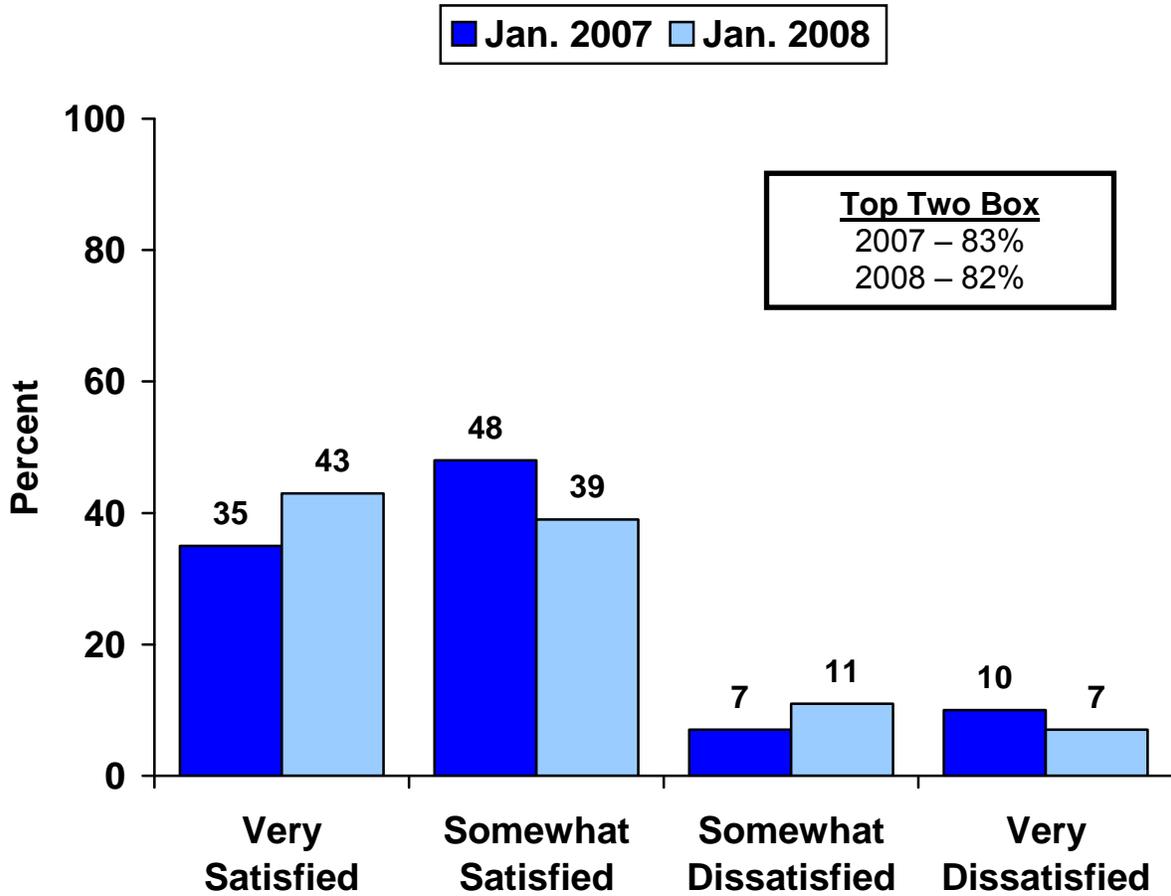
## Satisfaction With Neighborhood Schools (Households With School Age Children)



Question: Q2g "Thinking about your neighborhood school or schools, how satisfied are you with your neighborhood schools in general?"

Base: Have school age children in household. Excluding don't know/no answer (n=126)

## Satisfaction With Neighborhood Schools – Trend (Households With School Age Children)



Question: Q2g “Thinking about your neighborhood school or schools, how satisfied are you with your neighborhood schools in general?”

Base: Have school age children in household. Excluding don't know/no answer (2007 n=145; 2008 n=126)



## Rating Of Services On Specific Attributes By General Population

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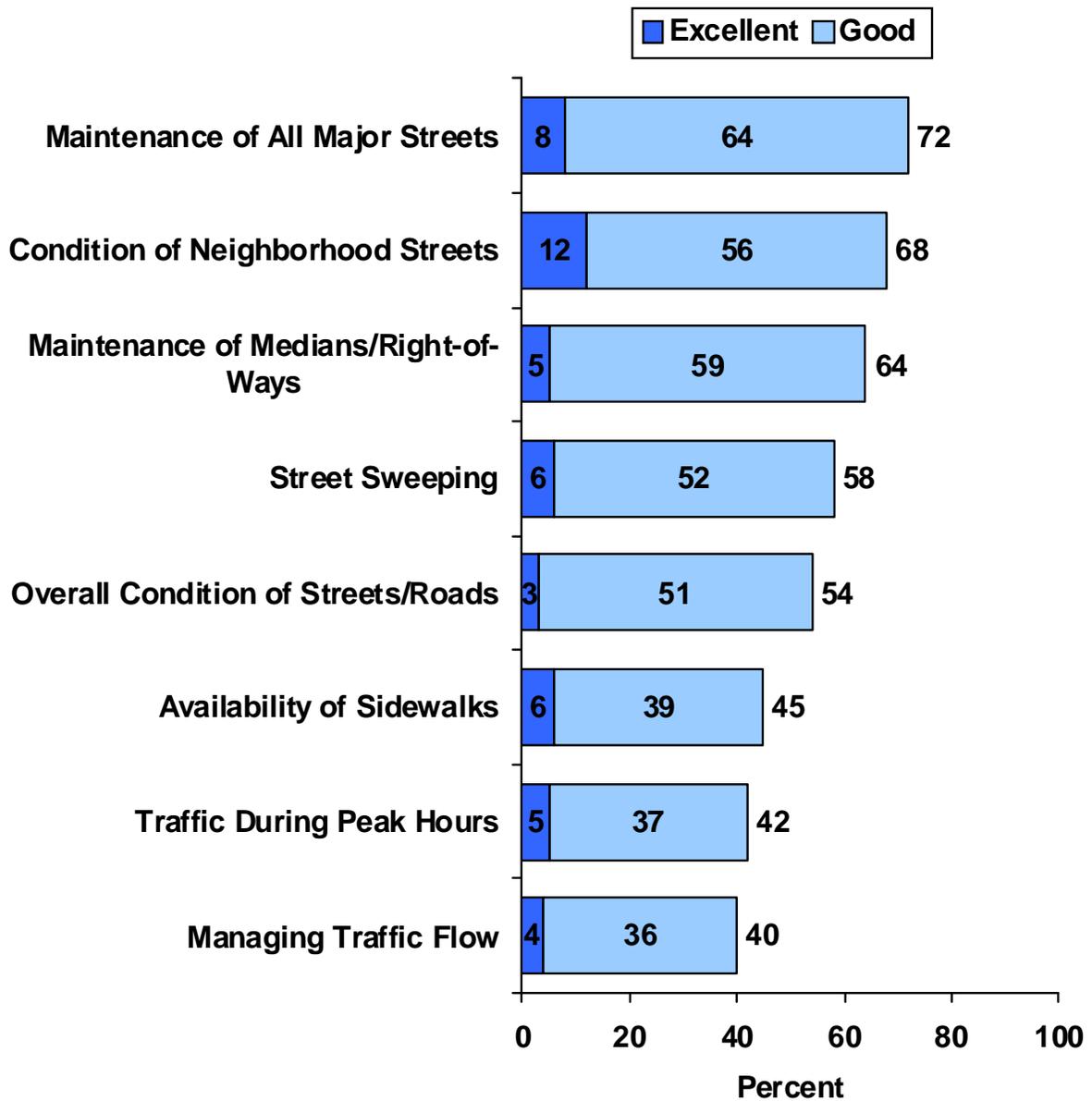
**Streets.** Streets in Arlington continue to be perceived generally as an area where there is much room for improvement. Specific areas in which less than 60% of Arlington residents give the city a rating of “good” or “excellent” – which suggests room for improvement – include street sweeping (58%), overall condition of streets/roads (54%), availability of sidewalks (45%), managing traffic flow (43%), traffic during peak traffic hours (40%).

Changes in the survey since 2005 do not allow us to directly compare numbers to previous years, however, the ranking of problems has remained constant and there was little change over last year. Too much traffic on city streets remains the number one problem when driving in Arlington reported by more than 2/3 of respondents. Speeding came in second, followed by cars running red lights and too much construction. Too many stoplights was, again, the least reported problem.

**Water.** Quality of water and wastewater services is perceived as moderately high. The quality of wastewater service increased four points to 86 percent this year. Forty four percent of residents rate water utility rates in Arlington as somewhat high to very high, a slight *increase* from last year.

**City Initiatives.** The city’s efforts on five initiatives are rated as moderate to moderately low. Among the initiatives, maintenance of public facilities scores the highest (66%) while developing transportation scores the lowest (23%). However, all initiatives decreased over last year. The biggest drop in rating was raising the profile of the arts, losing 7 points from last year.

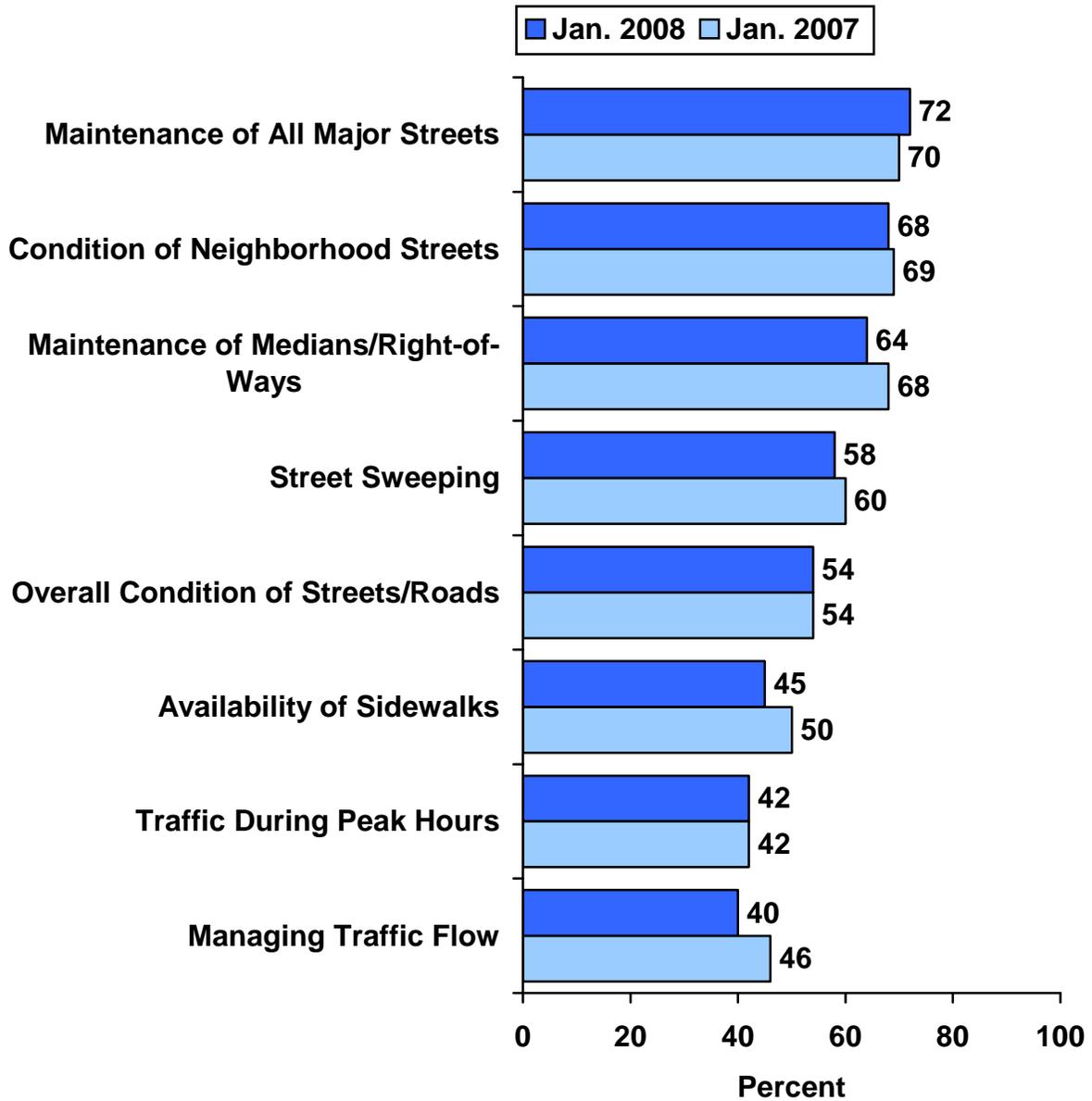
## Ratings Of Streets By Attribute



Questions: Q14 "Thinking about the streets and roads in Arlington, how would you rate the following?"

Base: Total respondents, excluding "don't knows." (Base Varies)

## Ratings Of Streets By Attribute – Trend

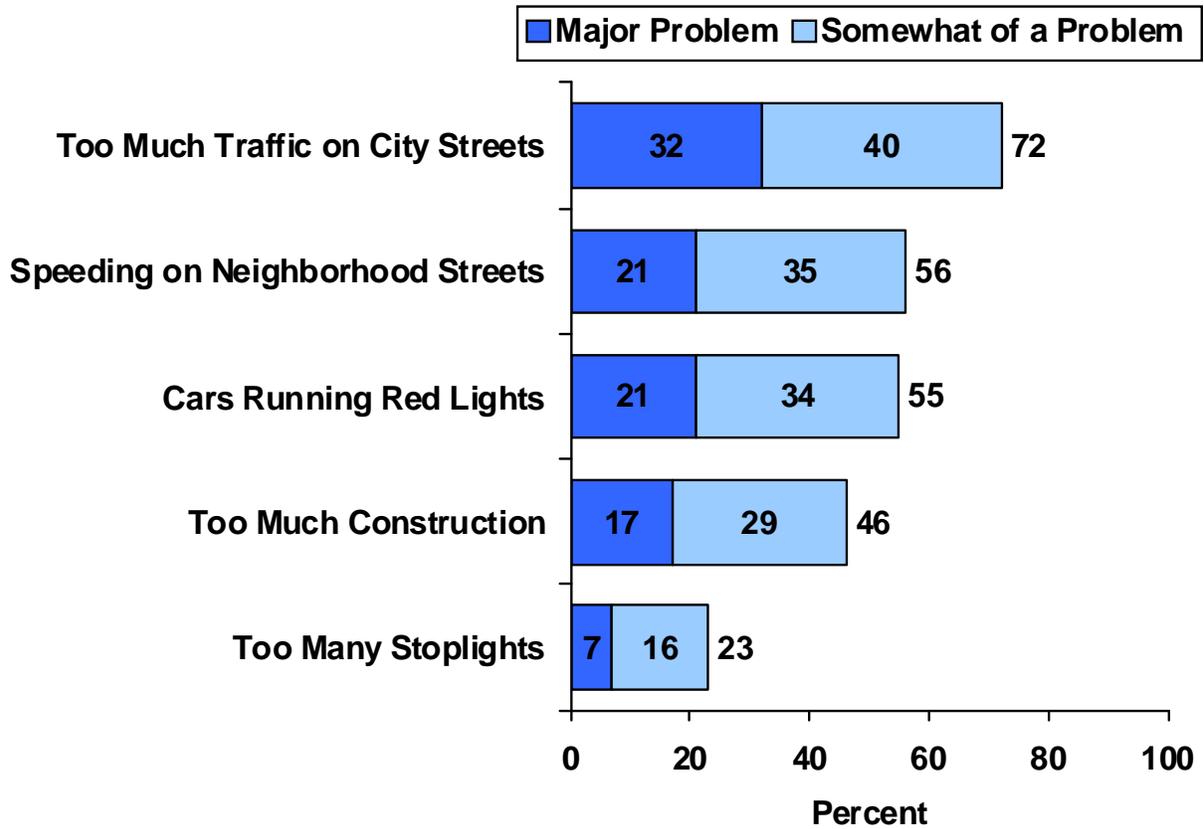


Questions: Q14 "Thinking about the streets and roads in Arlington, how would you rate the following?"

Base: Total respondents, excluding "don't knows." (Base Varies)

## Problems When Driving In Arlington

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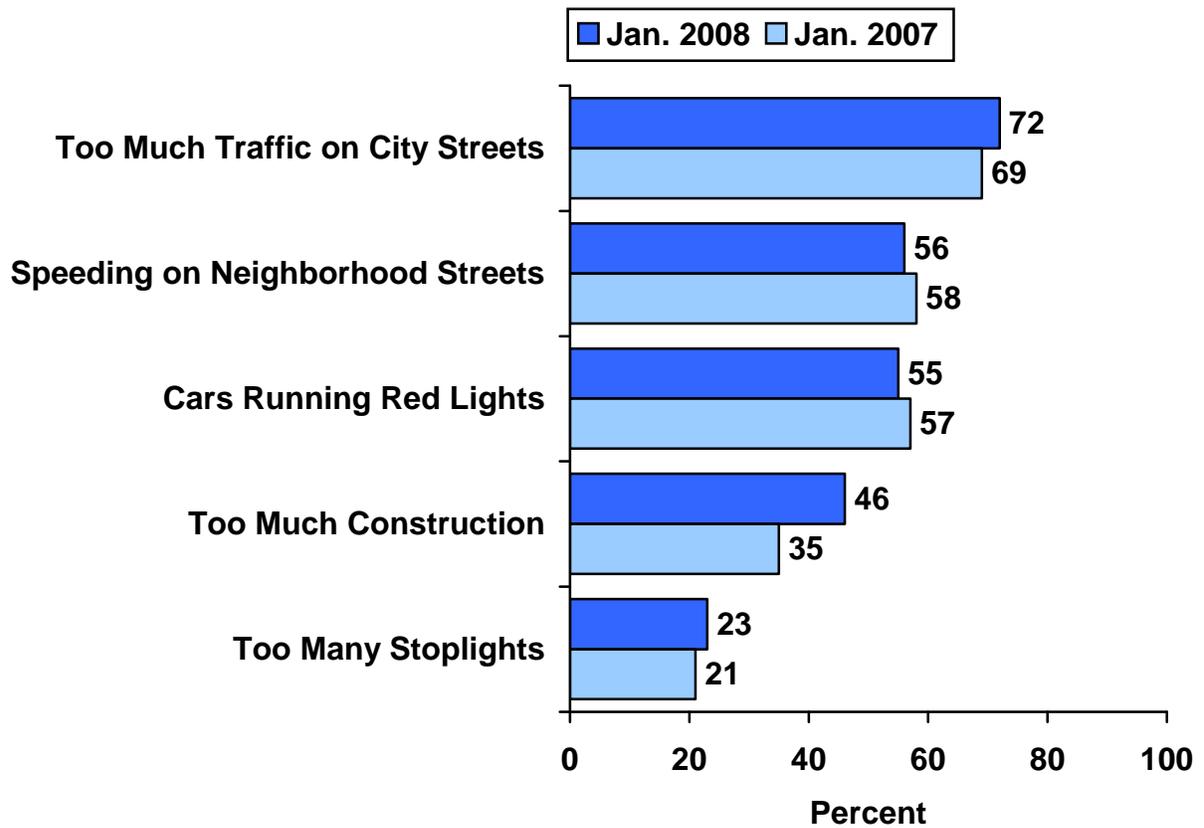
Question: Q4 "When driving in Arlington, how much of a problem is each of the following?"

Base: Total respondents. (Base Varies)

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## Problems When Driving In Arlington – Trend

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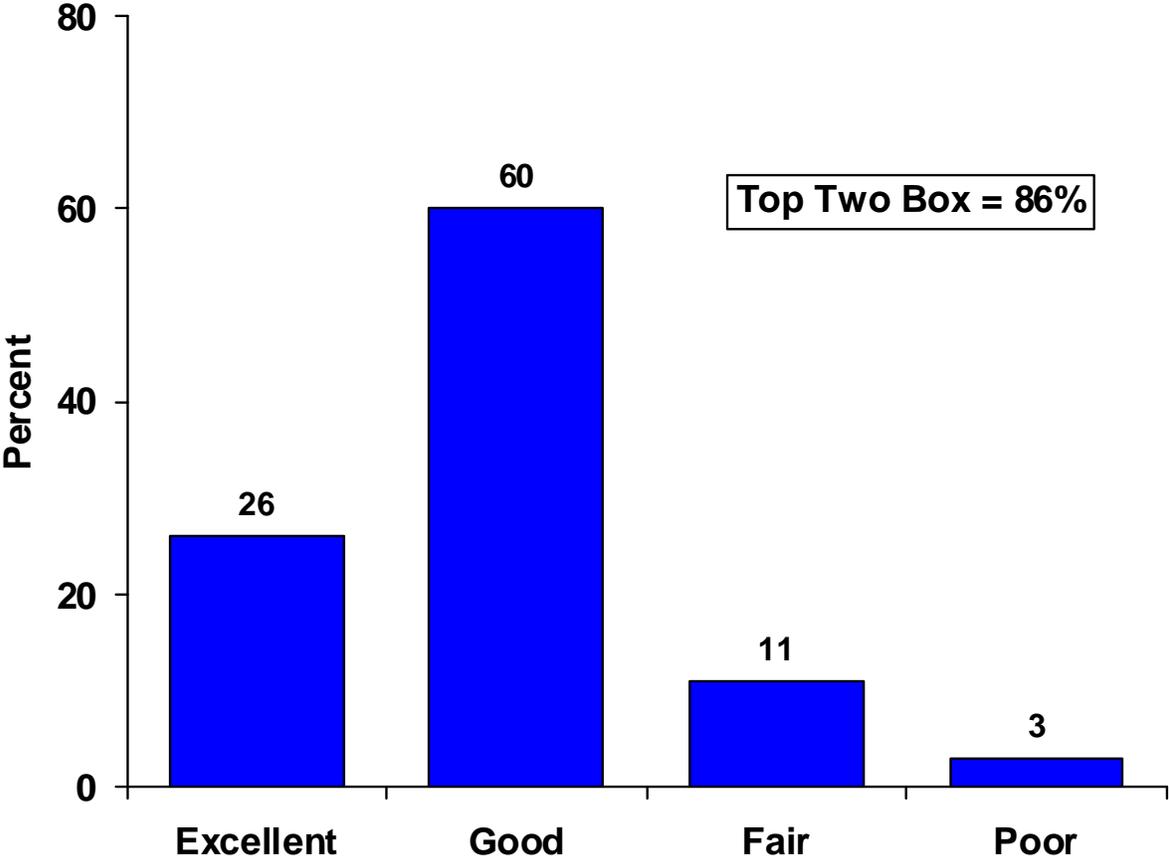


Question: Q4 "When driving in Arlington, how much of a problem is each of the following?"

Base: Total respondents. (Base Varies)

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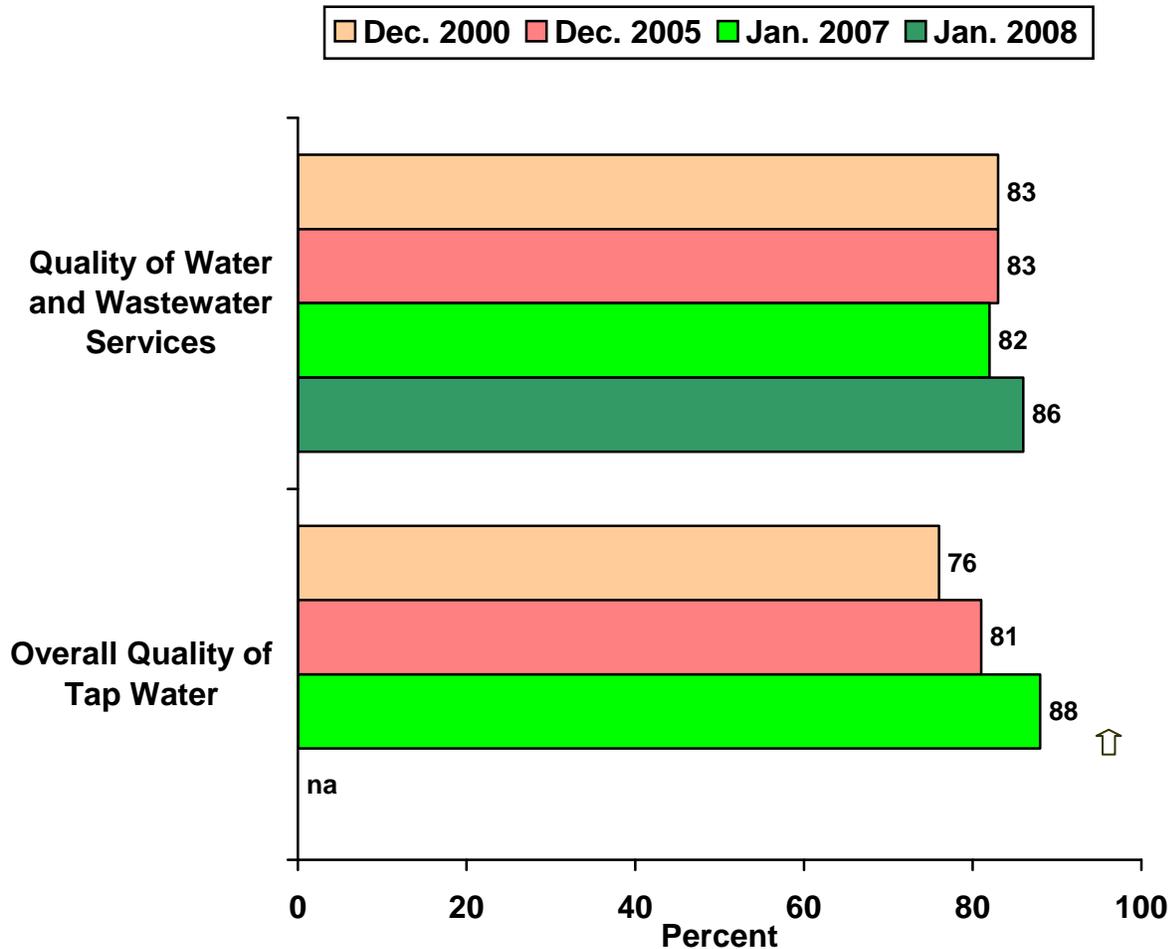
# Ratings Of Arlington Water Service



Questions: Q15b "How would you rate the quality of water and wastewater service supplied by the City of Arlington?"

Base: Total respondents, excluding "don't knows". (n=426)

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



Questions: Q15a “How would you rate the quality of your local tap water supplied by the City of Arlington?”

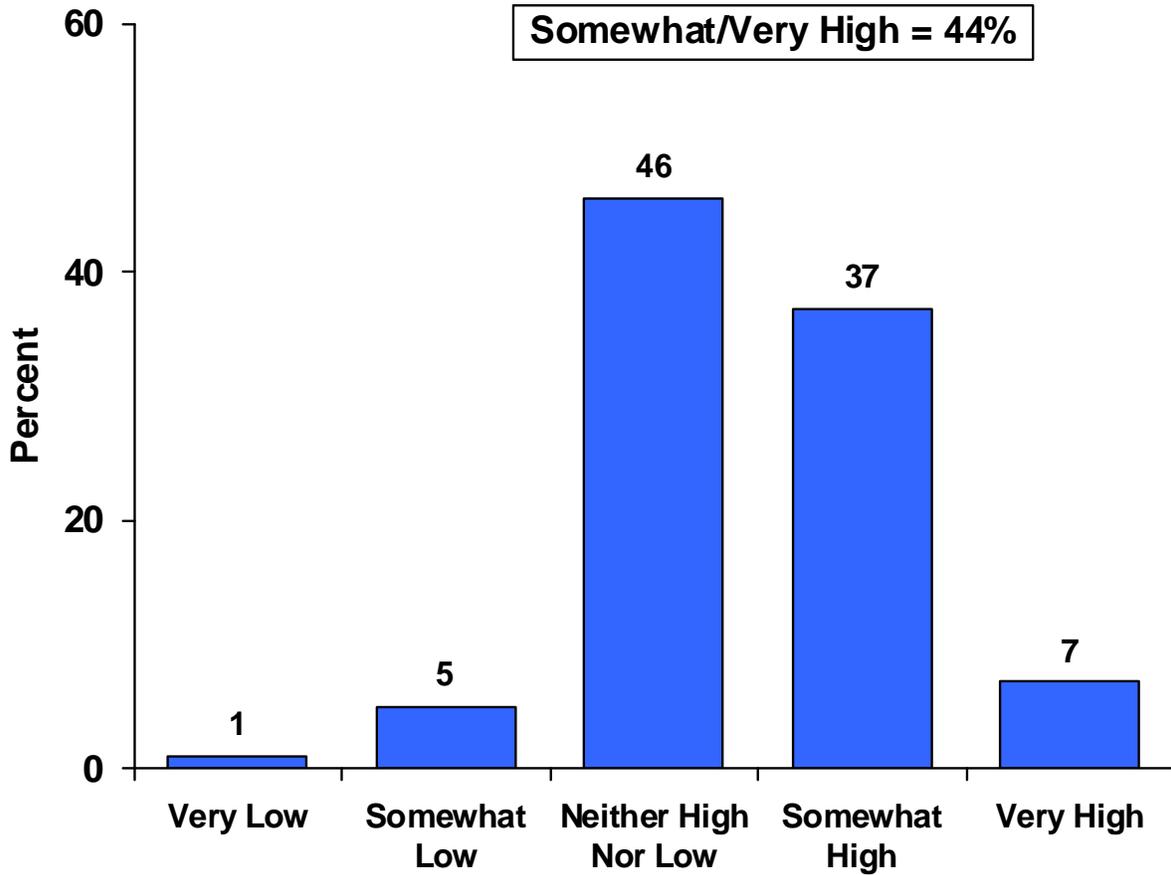
Q15b “How would you rate the quality of water and wastewater service supplied by the City of Arlington?”

Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=487; 2001 n=480; 2002 n=482; 2003 n=488; 2005 n=447; 2007 n=429 2008; n=426)

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 2007*. 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

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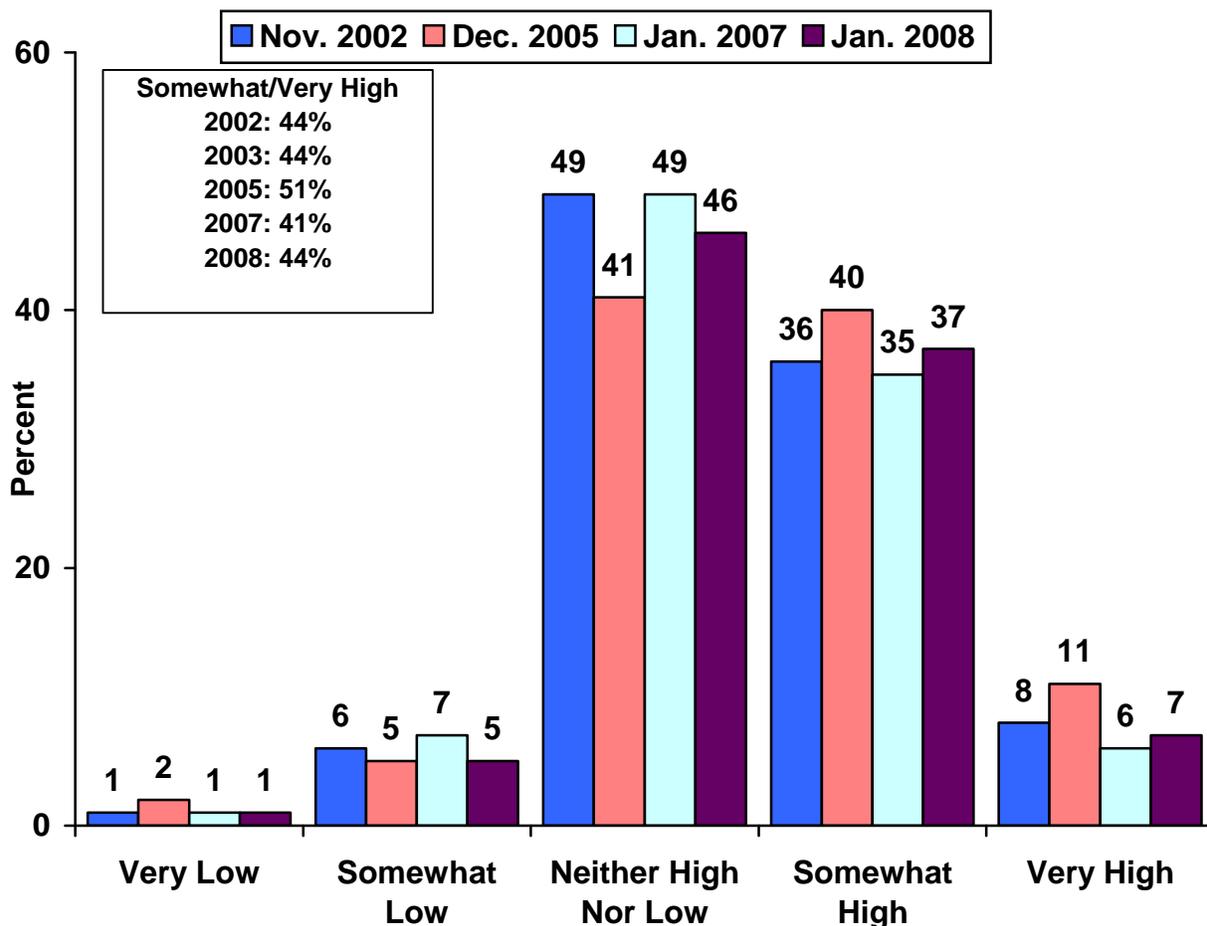
Question: Q16 "Your water utility bill includes charges for water, for sewer service and for garbage collection. Overall, do you think the rates the city charges for these services are...?"

Base: Respondents who pay a water bill, excluding "don't pay water" and "don't knows". (n=421)

Note: This question asked beginning in 2002.

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## Rating Of Water Utility Rates – Trend



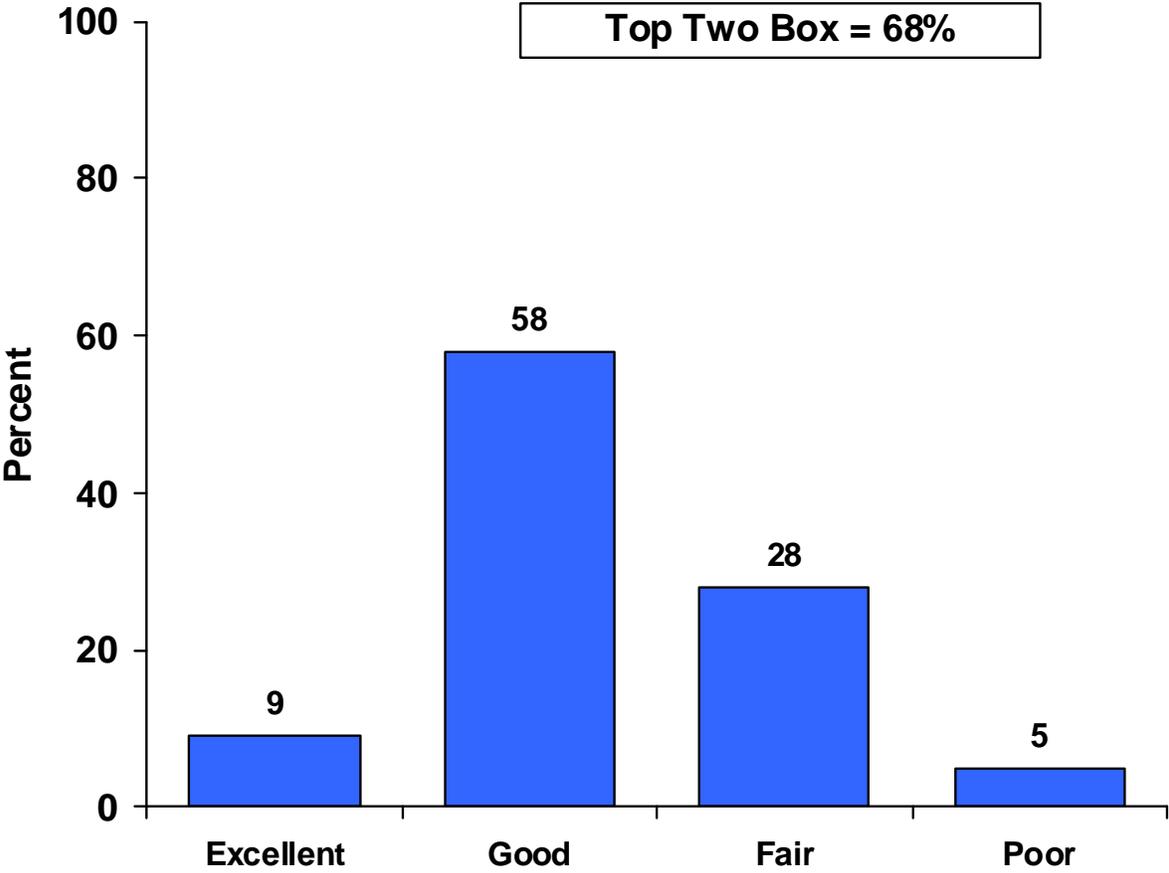
Question: “Your water utility bill includes charges for water, for sewer service and for garbage collection. Overall, do you think the rates the city charges for these services are...?”

Base: Respondents who pay a water bill, excluding “don’t knows”. (2002 n=456; 2003 n=464; 2005 n=422; 2007 n=433; 2008 n=421)

Note: This question 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 2007**. 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 Code Enforcement

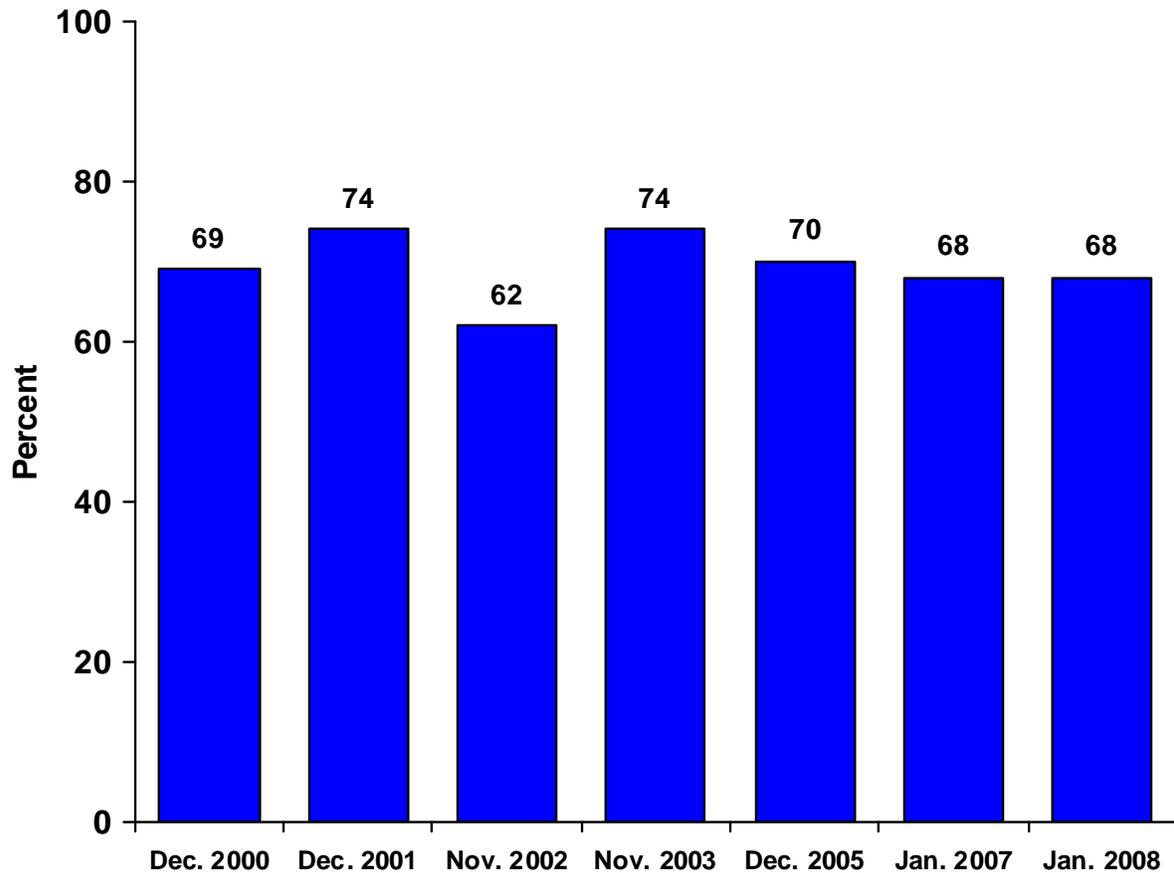


Question: Q17 "How would you rate the enforcement of city health and welfare codes by the city of Arlington?"

Base: Total respondents excluding don't know/no answer. (n=341)

## Rating of Code Enforcement – Trend

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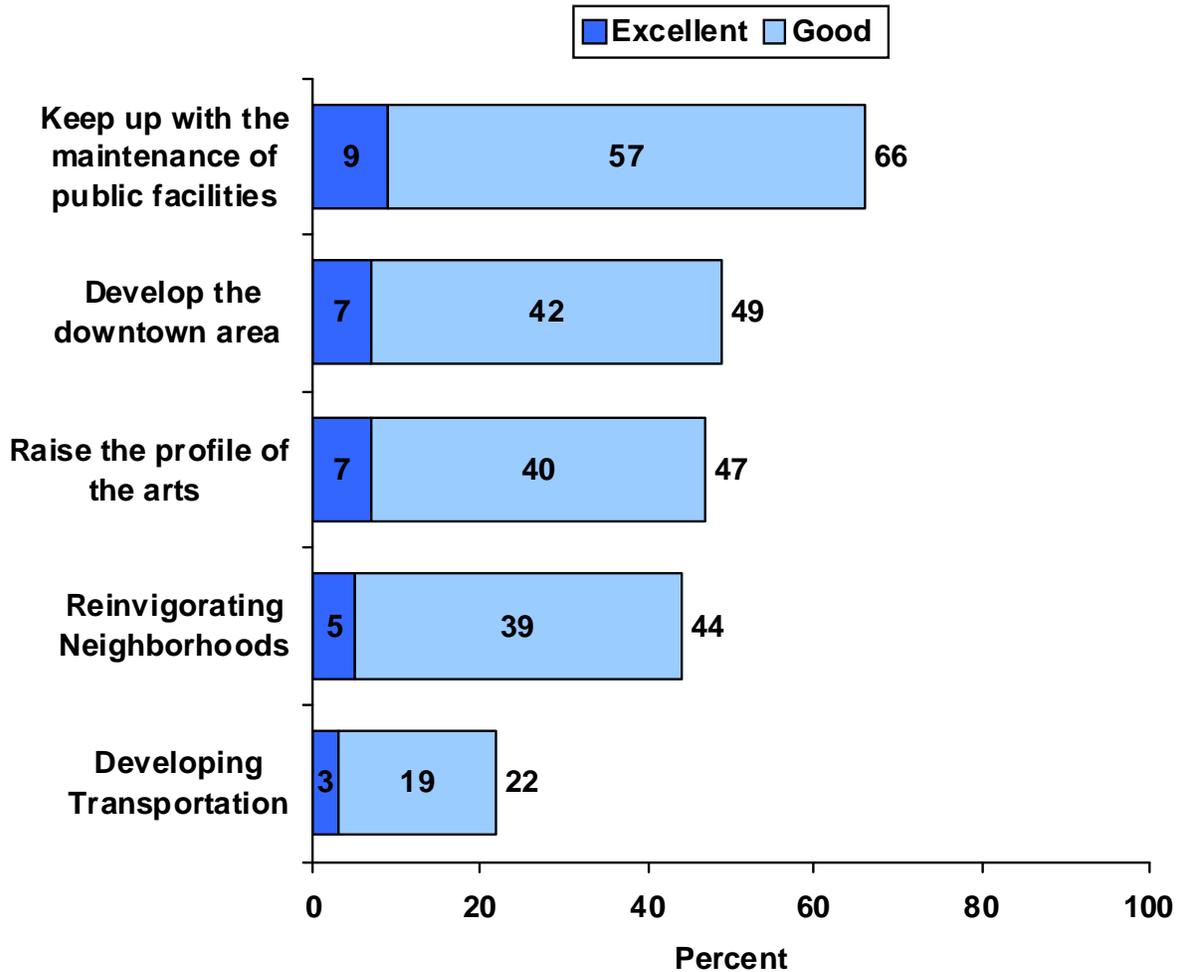
Question: Q17 “How would you rate the enforcement of city health and welfare codes by the City of Arlington?”

Base: Total respondents, excluding “don’t knows.” (Base n=358)

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 2007**. 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.)

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## Ratings Of City Efforts On Initiatives

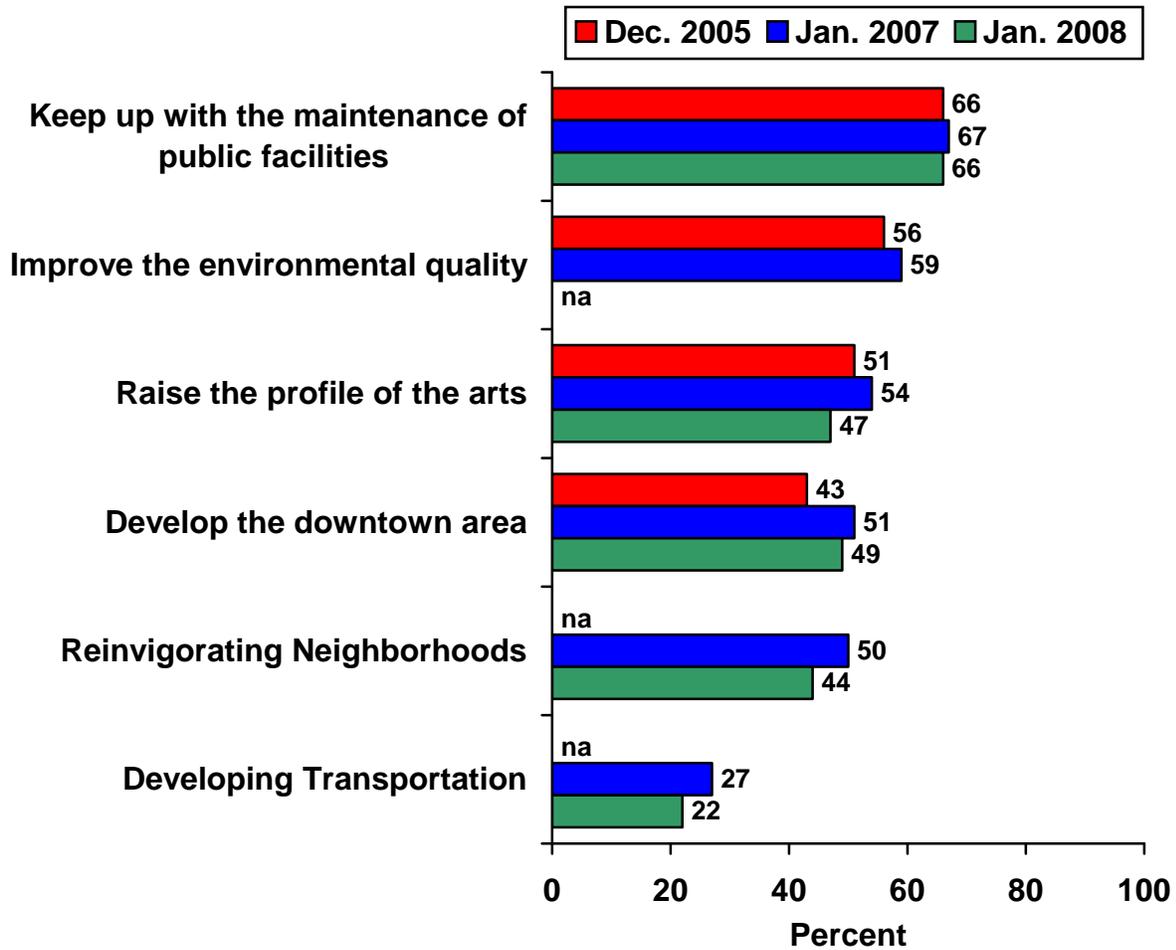


Question: Q20 "How would you rate the City's efforts in the following areas, using a scale of excellent, good, fair, and poor?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2005.

## Ratings Of City Efforts On Initiatives- Trend (Top Two Box—Excellent/Good)



Question: Q20 "How would you rate the City's efforts in the following areas, using a scale of excellent, good, fair, and poor?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2005.



## Usage Of Services And Perceptions Of Services By Users

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**Recreation Facilities.** City parks and city libraries continue to be the city facilities most widely used by residents- 73% and 64% visited or used in past year, respectively. Thirty two percent of Arlington households have visited Lake Arlington, a significant increase over last year. City tennis centers continue to be the least visited or used city facility (8%). Use of city parks declined significantly between 2003 and 2005, and is still lower than 2000 as well, but showed an increase for the second consecutive year.

Although lower than last year, users generally perceive overall parks and recreation programs and facilities very positively (86%). In fact, appearance of parks and facilities, ease of getting to parks and facilities, and overall quality of city parks all dropped below 90 percent since last year. As a whole, there was a decline in the rating in every category. Despite the drop, 8 of the 10 were still rated eighty percent or better. Range of activities (77%) and safety of facilities (75%) showed the most need for improvement.

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

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**Curbside Recycling.** Of the 78 percent of residents who had used the service 90 percent rated curbside recycling as excellent or good.

**Arlington Landfill.** Reported use of Arlington landfill is moderate (38%). The overall quality of the Arlington landfill leaves room for improvement, with 72 percent of residents rating it as excellent or good. This rating is down compared to a 76 percent last year.

**Arlington Animal Services Center.** Reported use of the Arlington Animal Services Center is moderate (38%). The overall quality rating of the animal services center leaves room for improvement (70%).

**Arlington Convention Center.** Reported use of the Arlington Convention Center is moderate (35%). Most residents who have visited or used the Arlington Convention Center rate the overall quality of the convention center high (83%).

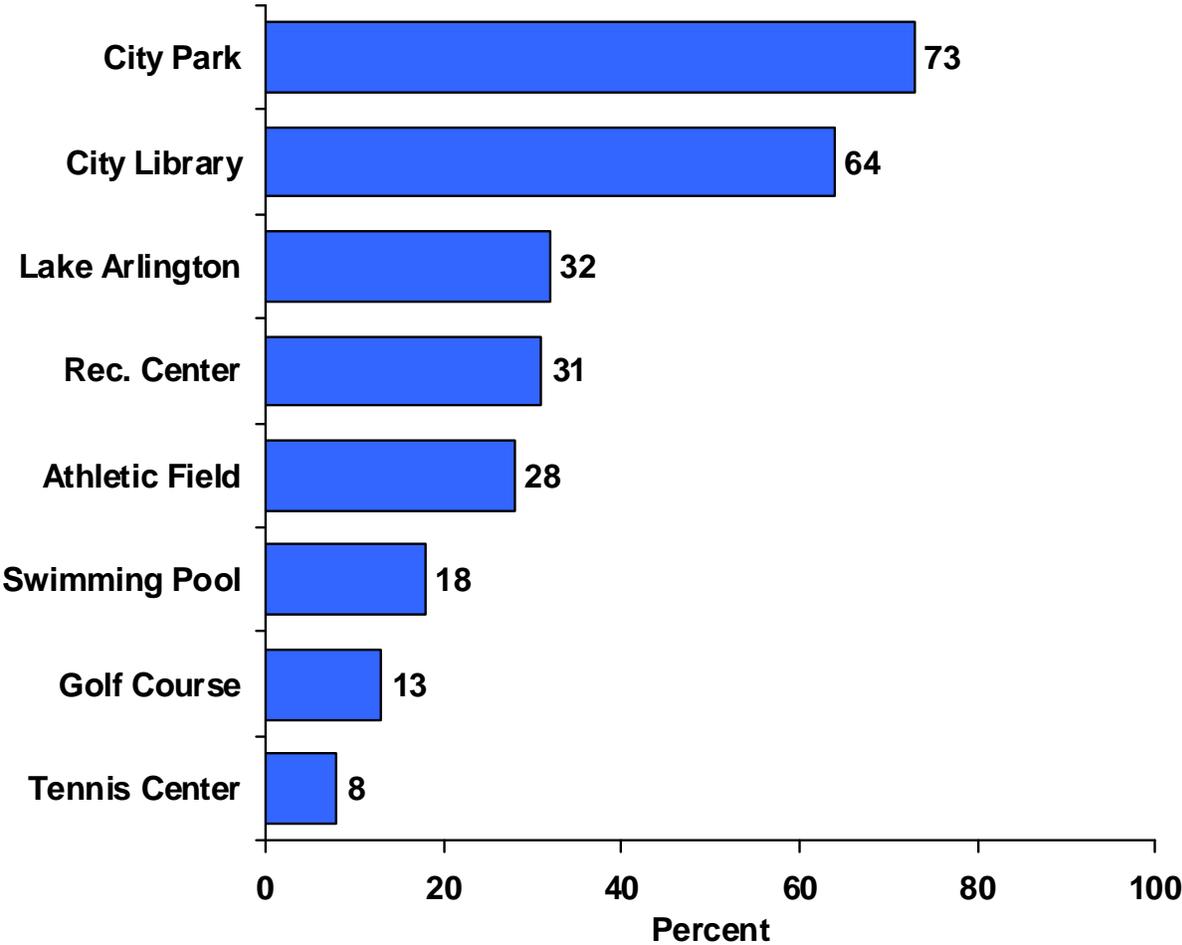
**Arlington Municipal Court.** Reported use of the Arlington Municipal court is moderately low (30%). Residents who have visited the Arlington Municipal Court in the past 12 months continue to see some need for improvement with an excellent or good rating of 74 percent.

**Police Department.** The Arlington police department continues to be rated moderately high to high with an overall top-two-box rating of 81 percent. This is a 6 percent decrease over last year.

**Fire Department.** The Arlington fire department continues to be rated very high. The Community Education Services by the Fire Department showed a slight decrease from last year losing two percentage points (88%), but is still viewed positively by respondents.

# Recreation/Library Facilities Visited Or Used In Past 12 Months

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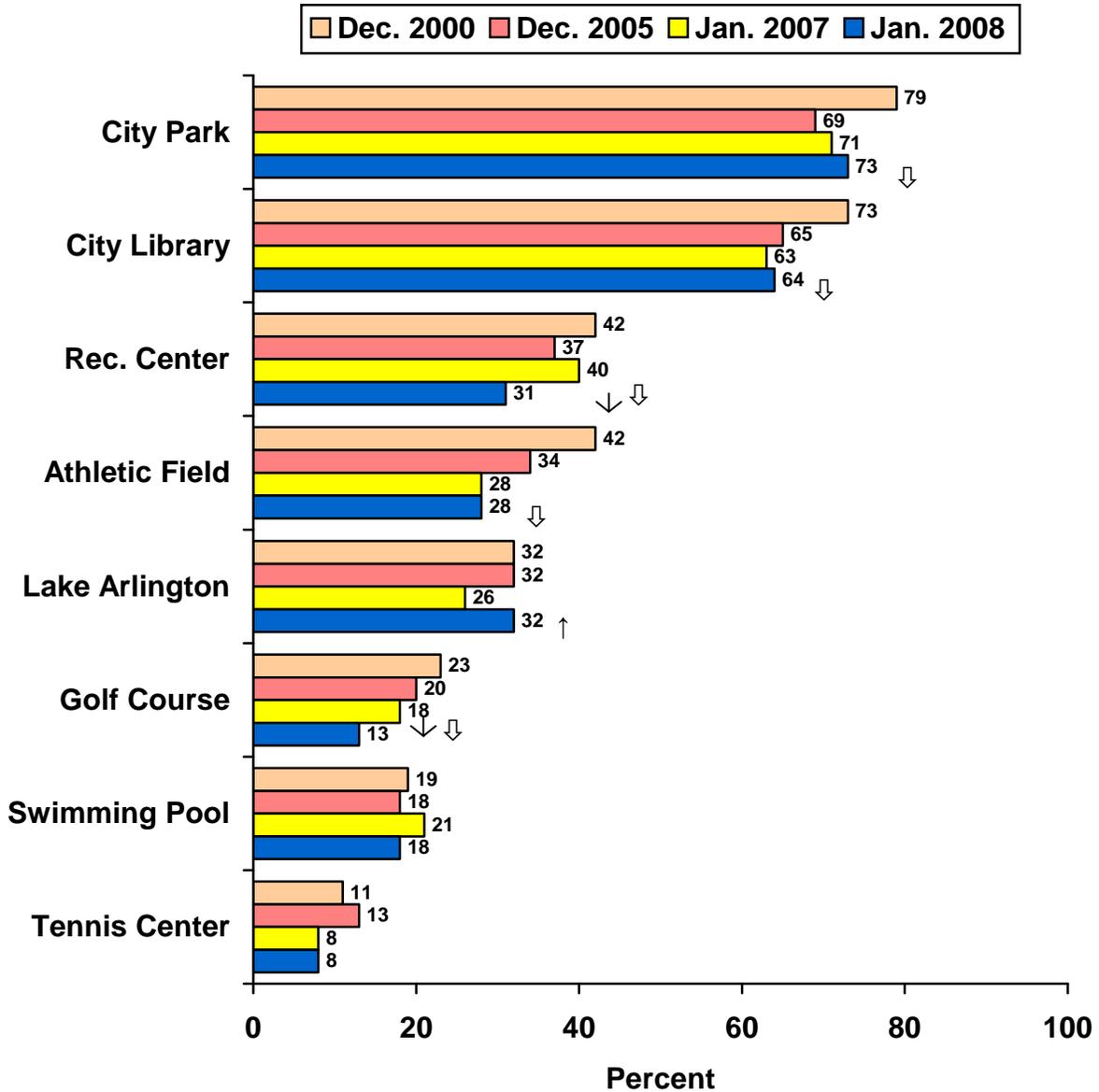


Question: Q12 "In the past 12 months, which of the following have you or anyone in your household visited or used?"

Base: Total respondents. (n=437)

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

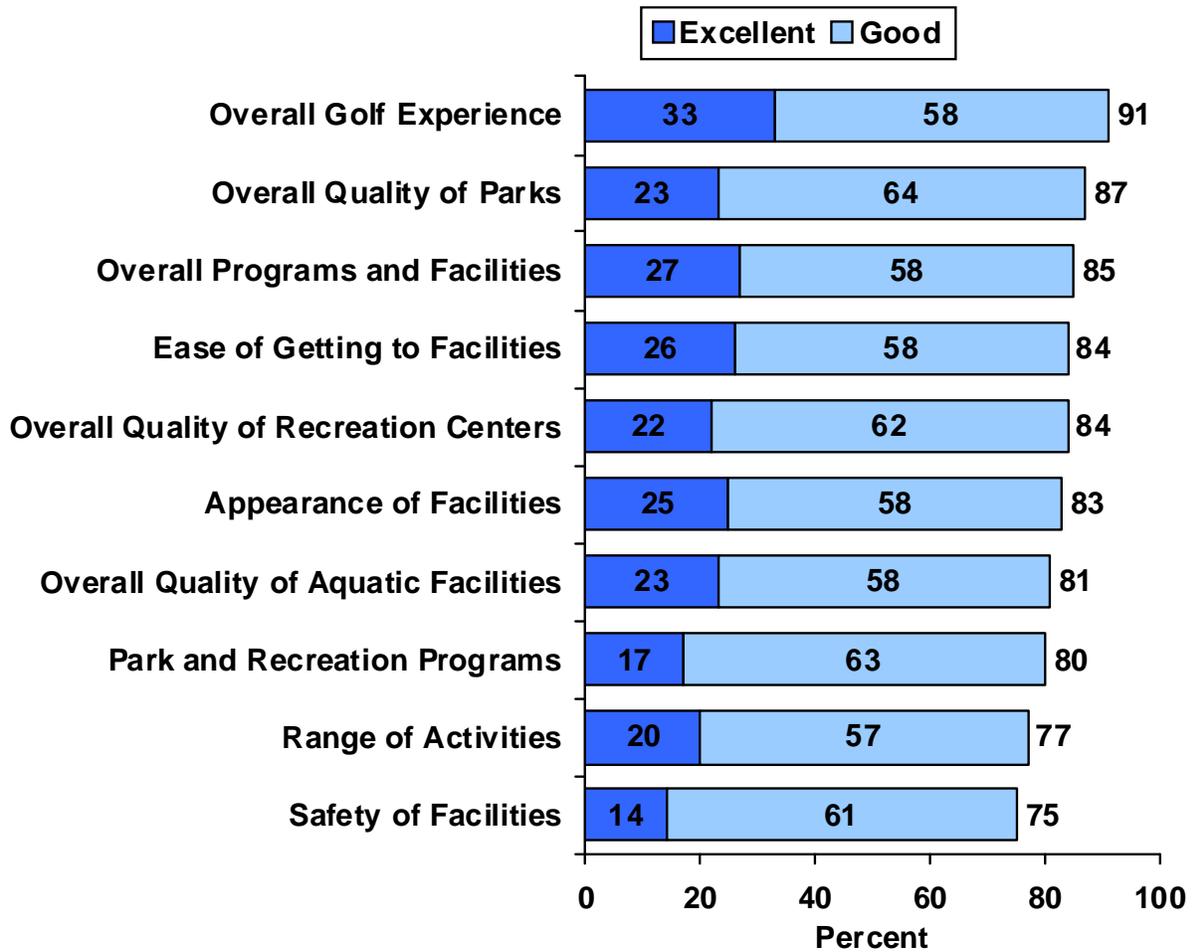


Question: Q12 “In the past 12 months, which of the following have you or anyone in your household visited or used?”

Base: Total respondents. (2000 n=500; 2001 n=502; 2002 n=500; 2003 n=505; 2005 n=457; 2007 n=445; 2008 n=437)

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 2007*. 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.)

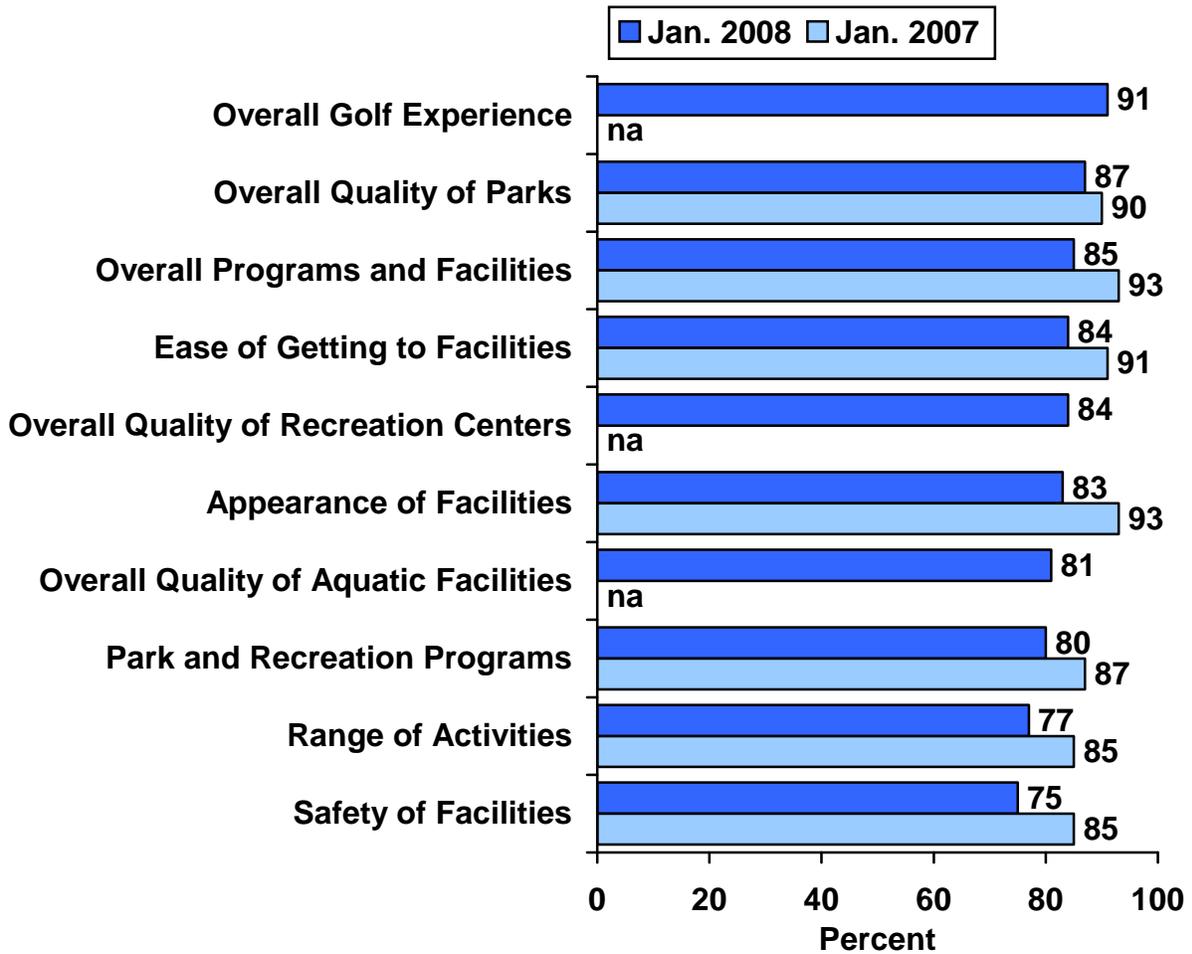
## Rating of Parks and Recreation Facilities



Question: Q12a "Thinking about the Arlington parks and facilities that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following, using a scale of "excellent", "good", "fair", and "poor".

Base: Have visited or used ... in past 12 months, excluding "don't knows." (Base Varies)

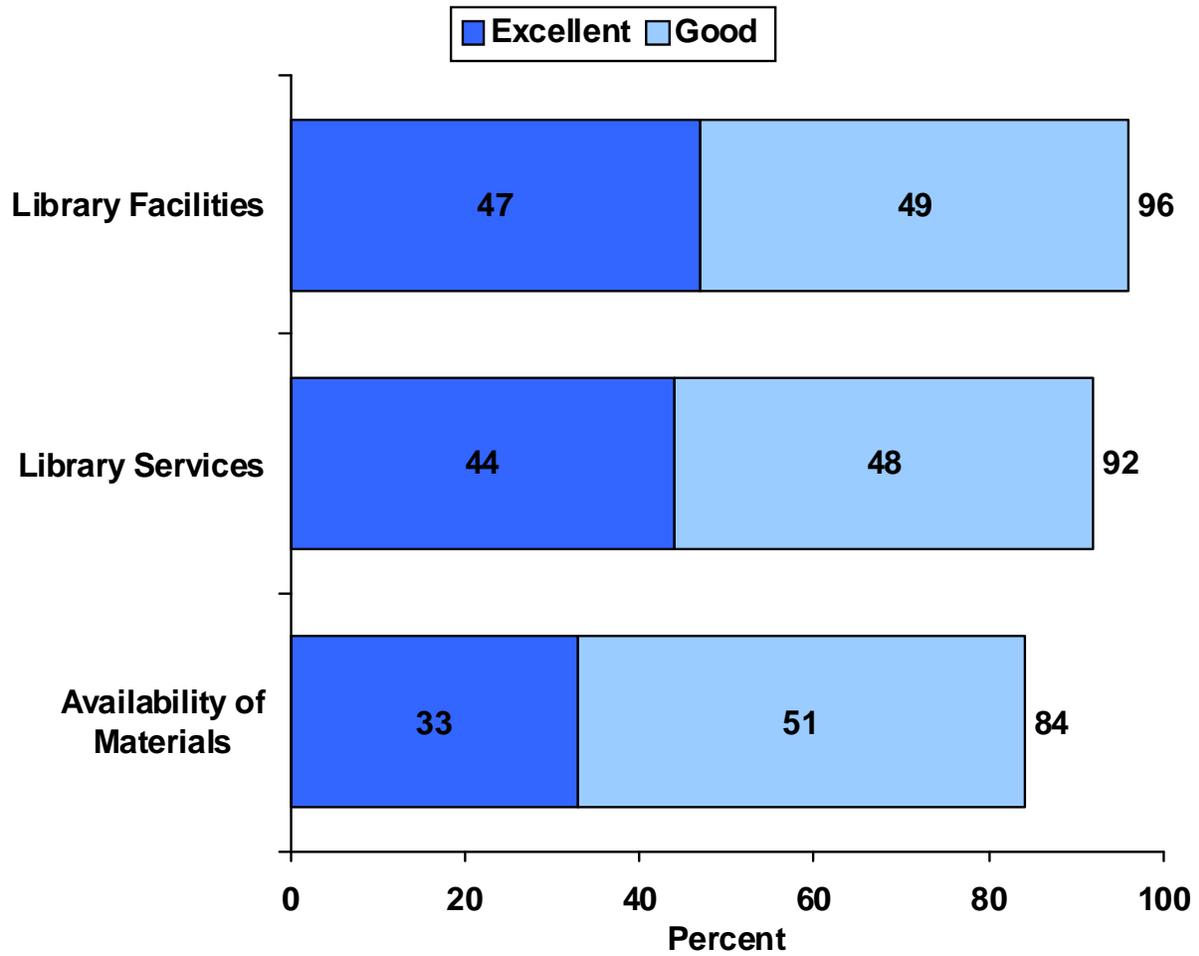
## Rating of Parks and Recreation Facilities – Trend



Question: Q12a "Thinking about the Arlington parks and facilities that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following, using a scale of "excellent", "good", "fair", and "poor".

Base: Have visited or used ... in past 12 months, excluding "don't knows." (Base Varies)

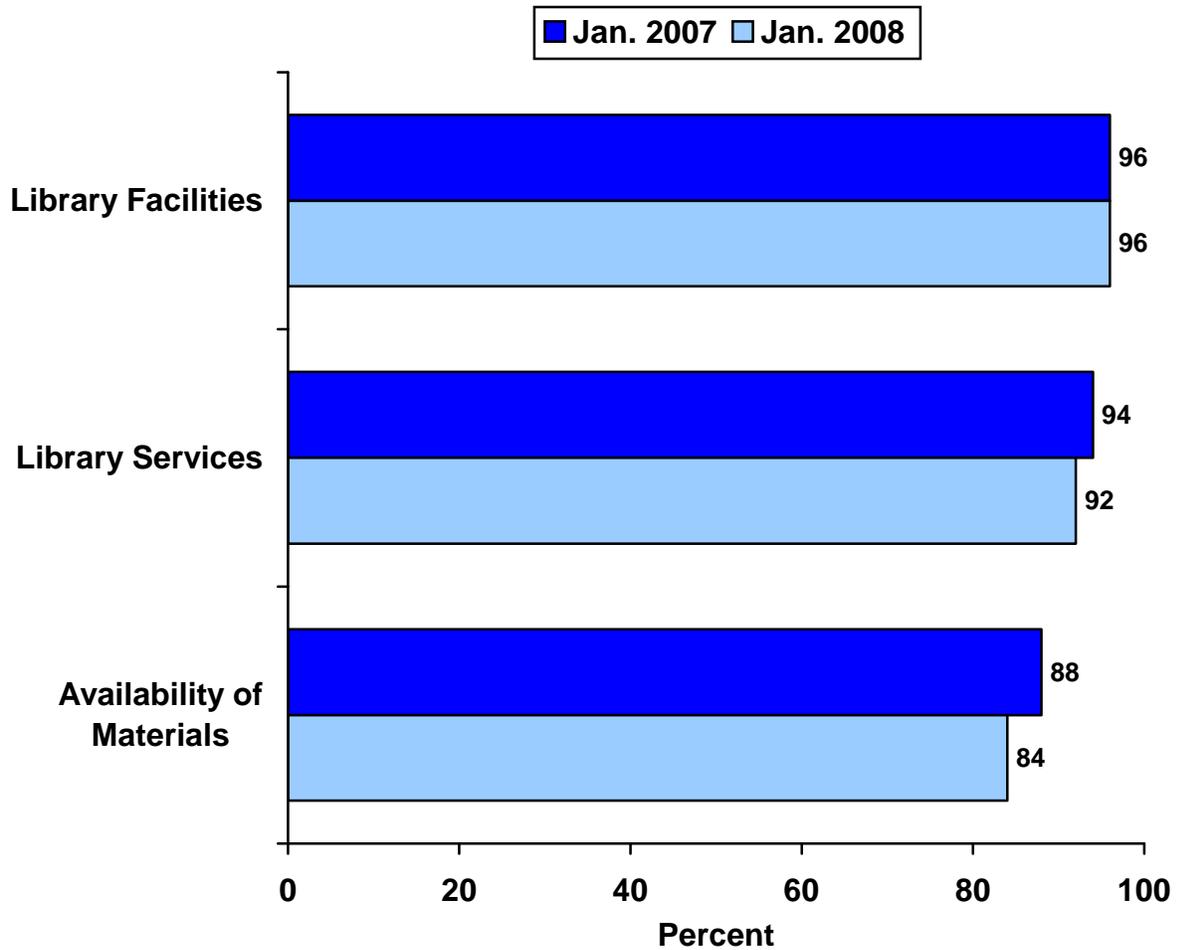
## Rating of Library Services/Facilities



Question: Q13 "Thinking about the Arlington libraries that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following."

Base: Respondents who have visited a library in the past 12 months. (n=276)

## Rating of Library Services/Facilities - Trend (Top Two Box—Excellent/Good)



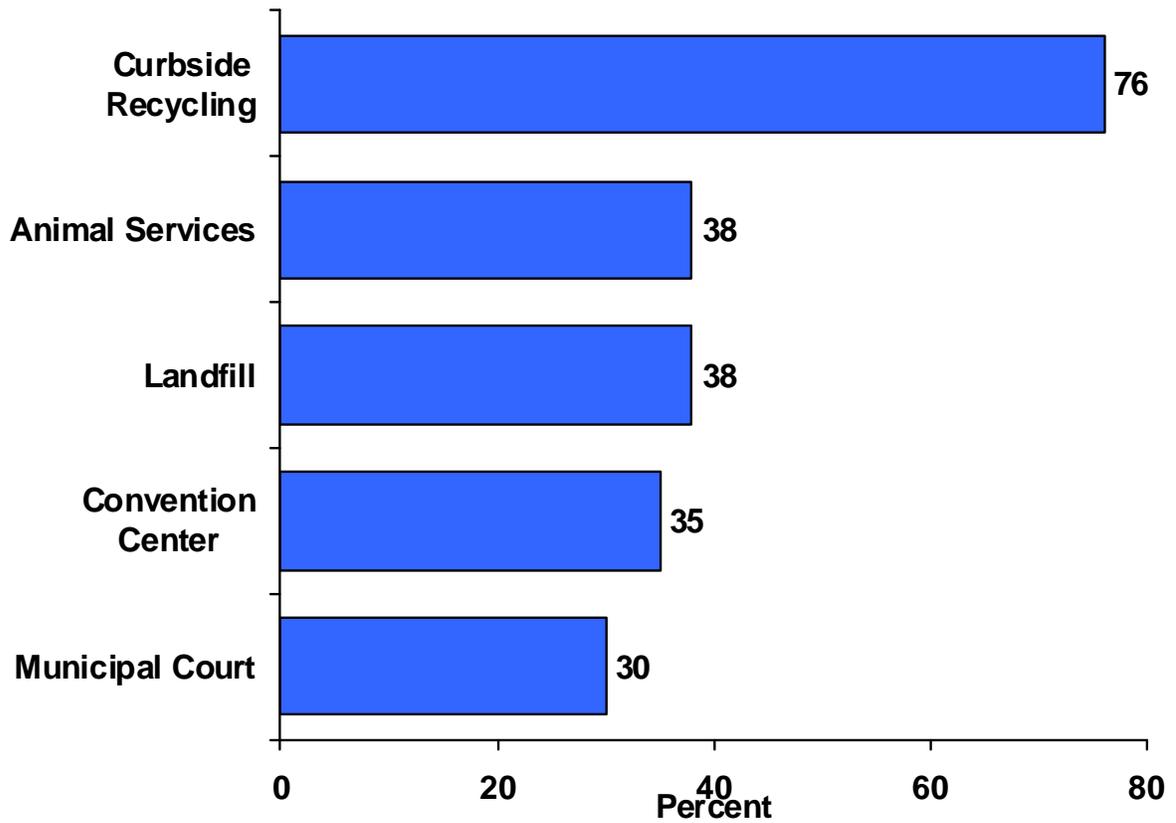
Question: Q13 "Thinking about the Arlington libraries that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following."

Base: Respondents who have visited a library in the past 12 months. (Base Varies)

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## Other Facilities Or Services Visited Or Used In Past 12 Months

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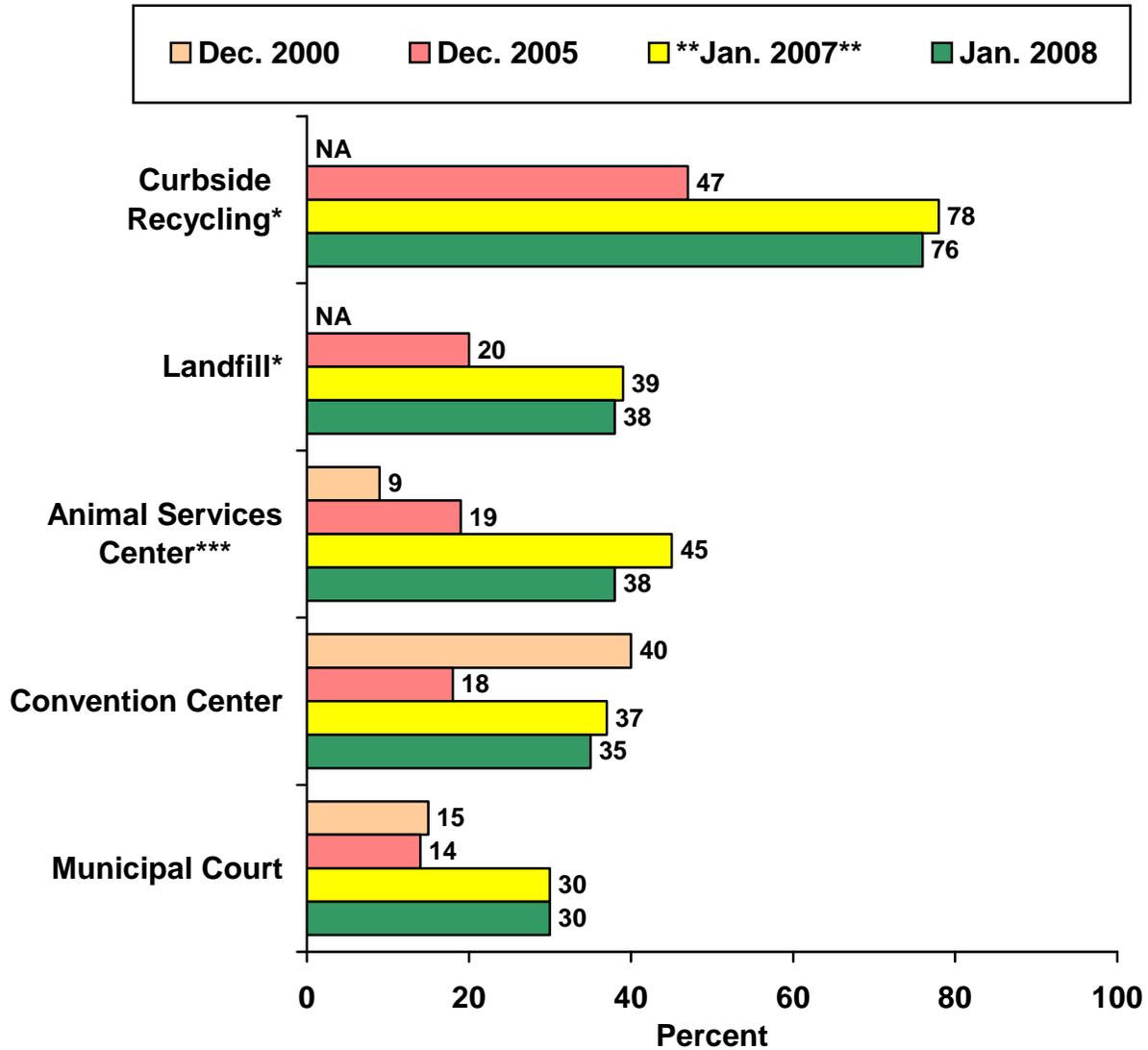


Question: Not asked in 2008. Numbers are inferred.

Base: Total respondents. (n=437)

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## Other Facilities Or Services Visited Or Used In Past 12 Months – Trend



Question: Not asked beginning in 2007. Numbers are inferred and will affect the ability to compare to previous waves.

Base: Total respondents. (2000 n=500; 2001 n=502; 2002 n=500; 2003 n=505; 2005 n=457; 2007 n=445; 2008 n=437)

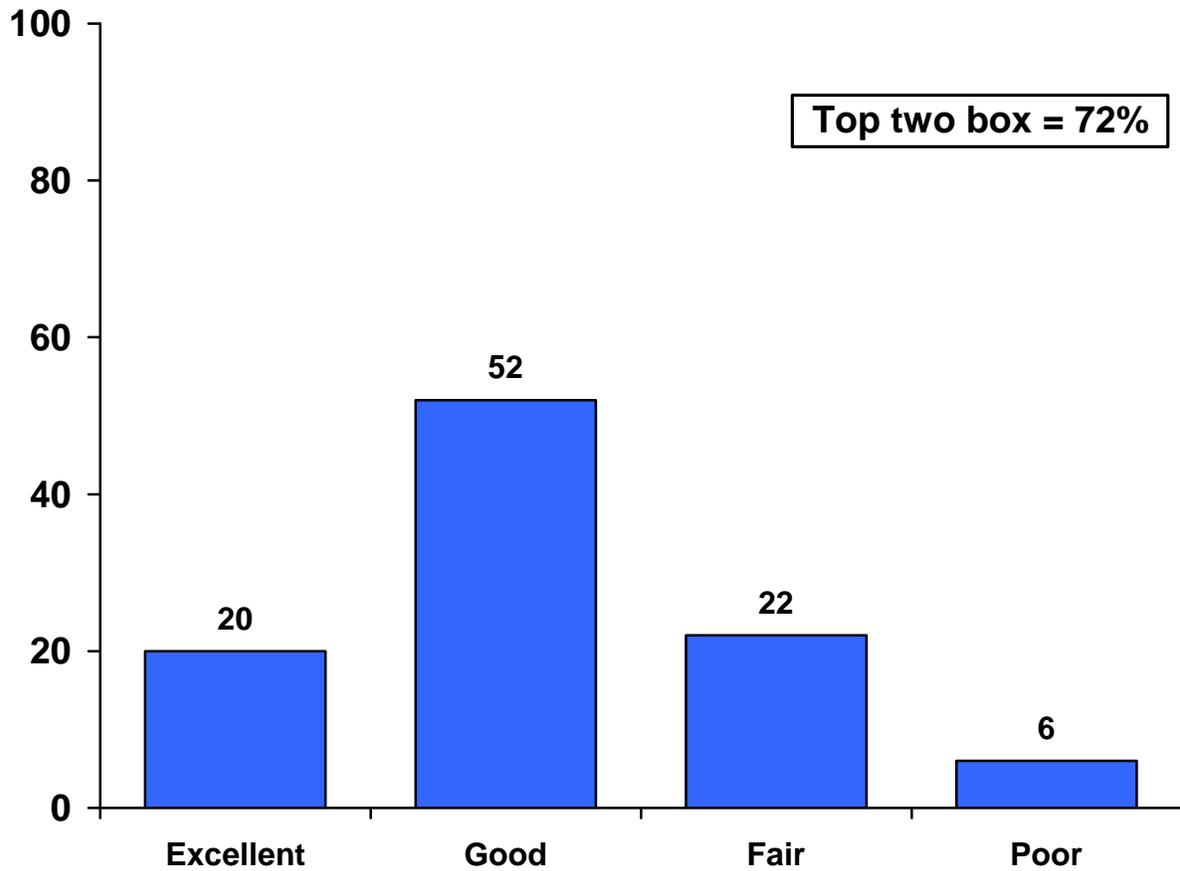
\* Curbside Recycling included beginning in 2002. Landfill included beginning in 2001.

\*\*\* 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 2007**. 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 Sanitary Landfill

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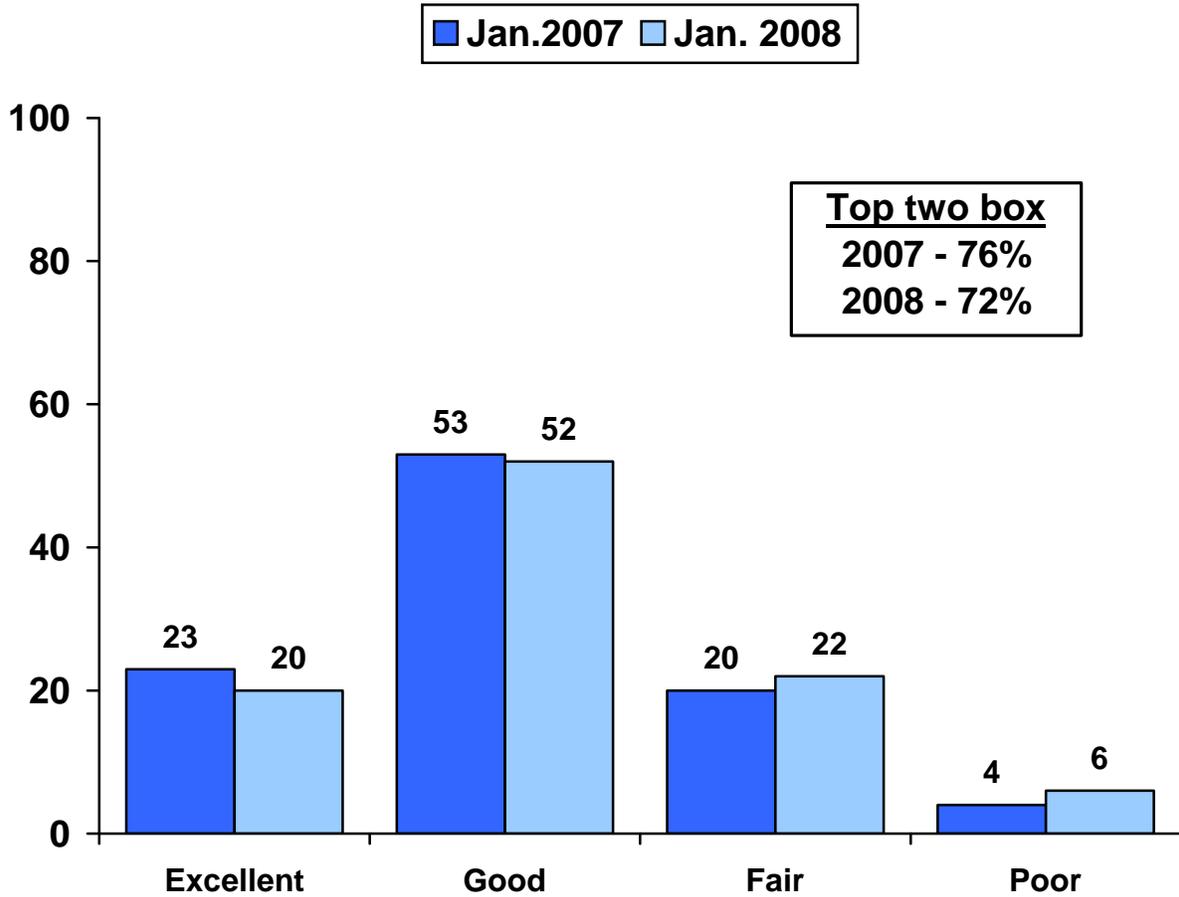


Question: Q17a: "Over the past few years, the City has increased its efforts to promote recycling in order to divert recycle materials from the sanitary landfill. How would you rate the City's effort in this regard?"

Base: Total respondents. Excluding don't know/no answer (n=402)

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## Rating Sanitary Landfill – Trend



Question: Q17a: "Over the past few years, the City has increased its efforts to promote recycling in order to divert recycle materials from the sanitary landfill. How would you rate the City's effort in this regard?"

Base: Total respondents. Excluding don't know/no answer (2007 n=416; 2008 n=402)

## Access To City Gov't And Staying Informed

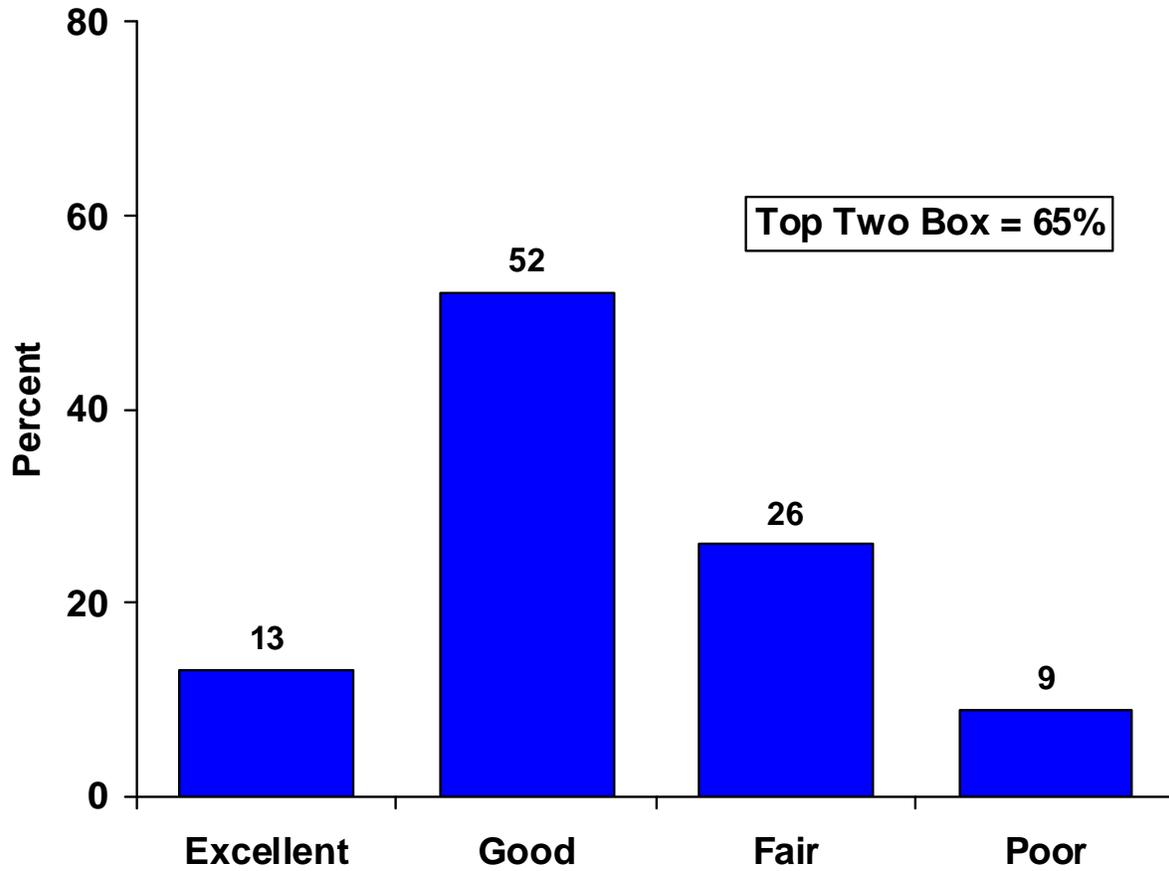
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Rating of “providing citizen access or input to government” has decreased significantly over last year and has reached its lowest rating since 2000. Arlington residents continue to feel the need for improvement in the city providing citizen access and input to city government.

The city’s effort to keep the public informed is also perceived as moderate. Seventy six percent of Arlington residents feel that the City keeps them informed. This is the lowest rating since 2005. The Cowboy stadium project and Water Conservation Campaign (88% and 70% respectively are at least somewhat informed), scored the highest with only two area scoring above 60 percent (Parks and Recreation Programs 65%; I-30 Improvement Project 64%). All other city projects and campaigns appear to be moderate at about 50%, or lower.

## Rating Of Arlington On Providing Citizen Access Or Input To Government

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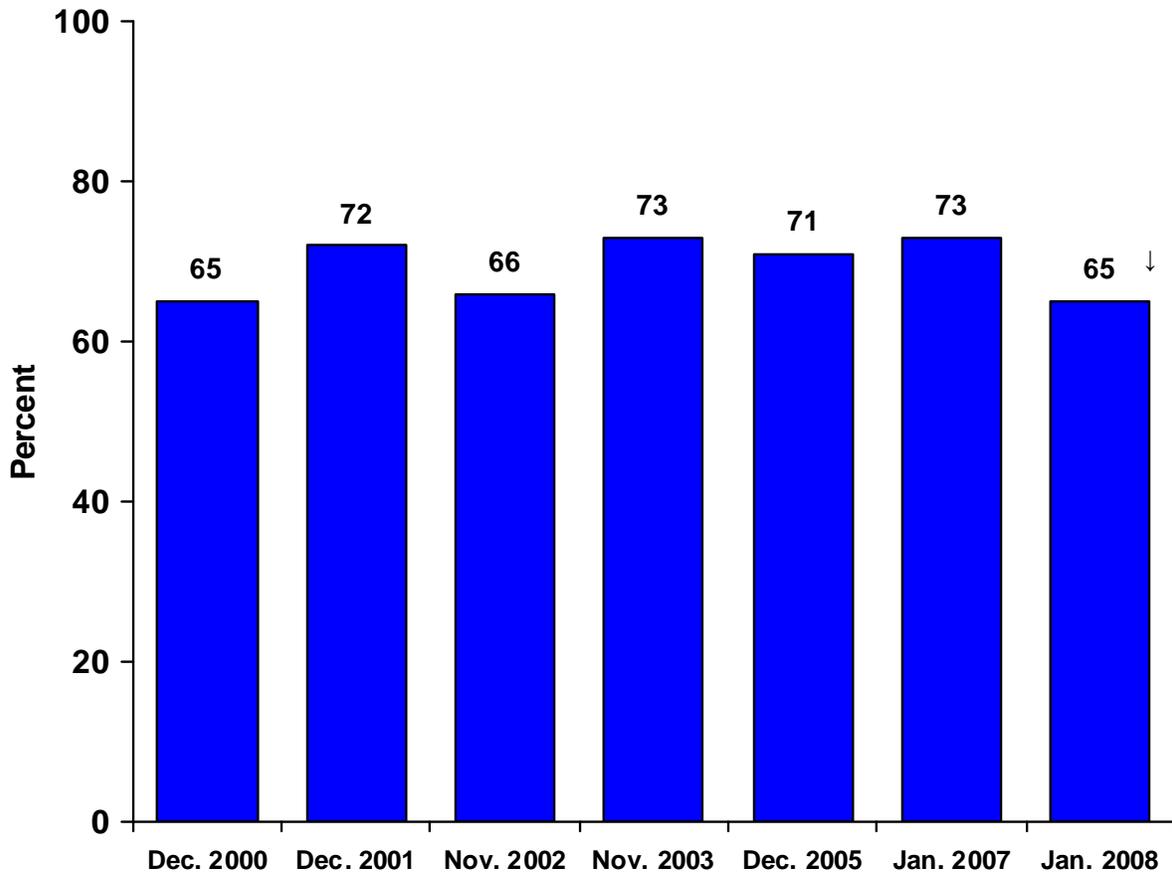
Question: Q8: "And how would you rate Arlington in terms of providing citizen access or input to government?"

Base: Total respondents, excluding "don't knows." (n=405)

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

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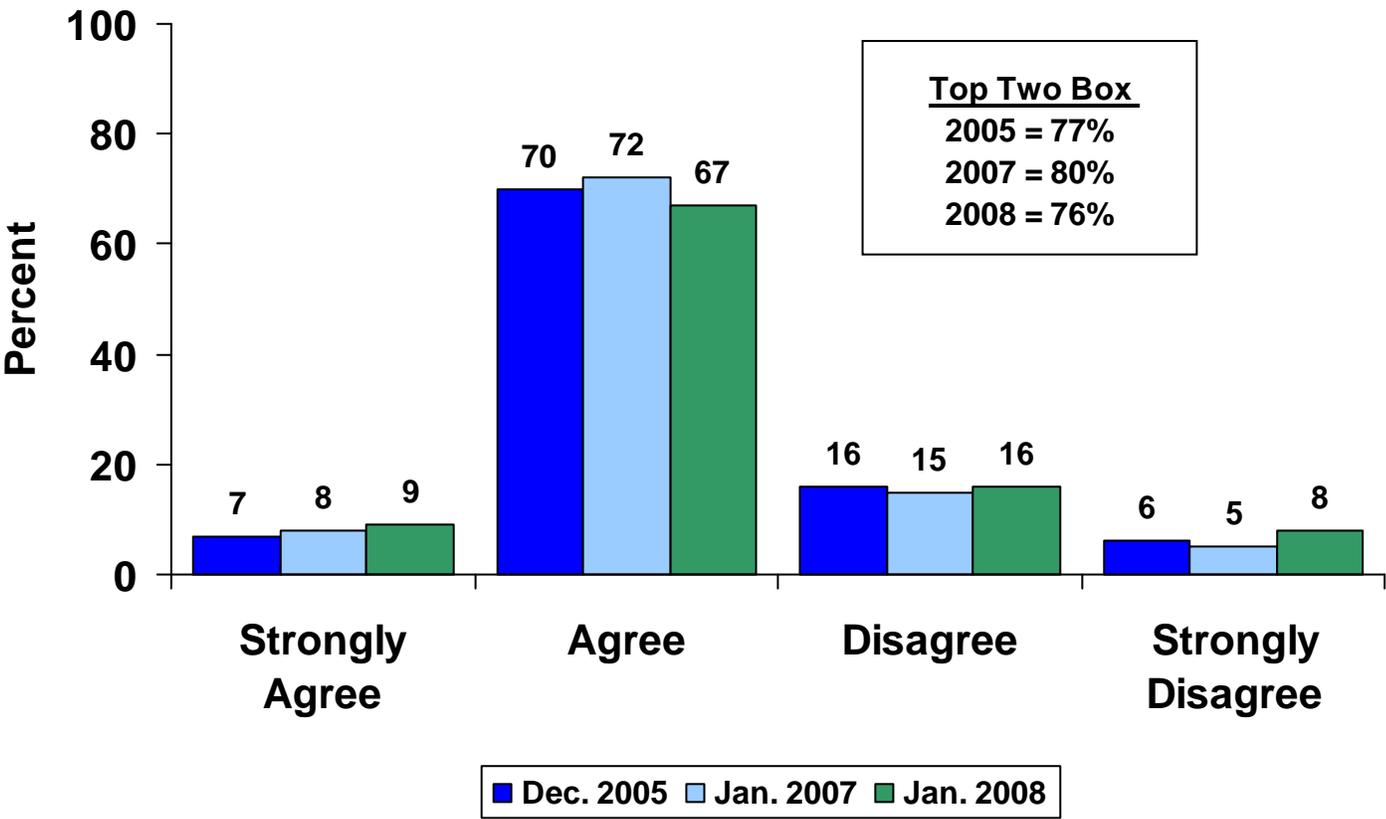
Question: Q8: "And how would you rate Arlington in terms of providing citizen access or input to government?"

Base: Total respondents, excluding "don't knows." (2000 n=448; 2001 n=436; 2002 n=430; 2003 n=413; 2005 n=415; 2007 n=393; 2008 n=405)

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 2007**. 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.)

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# Agreement That City Keeps Public Informed

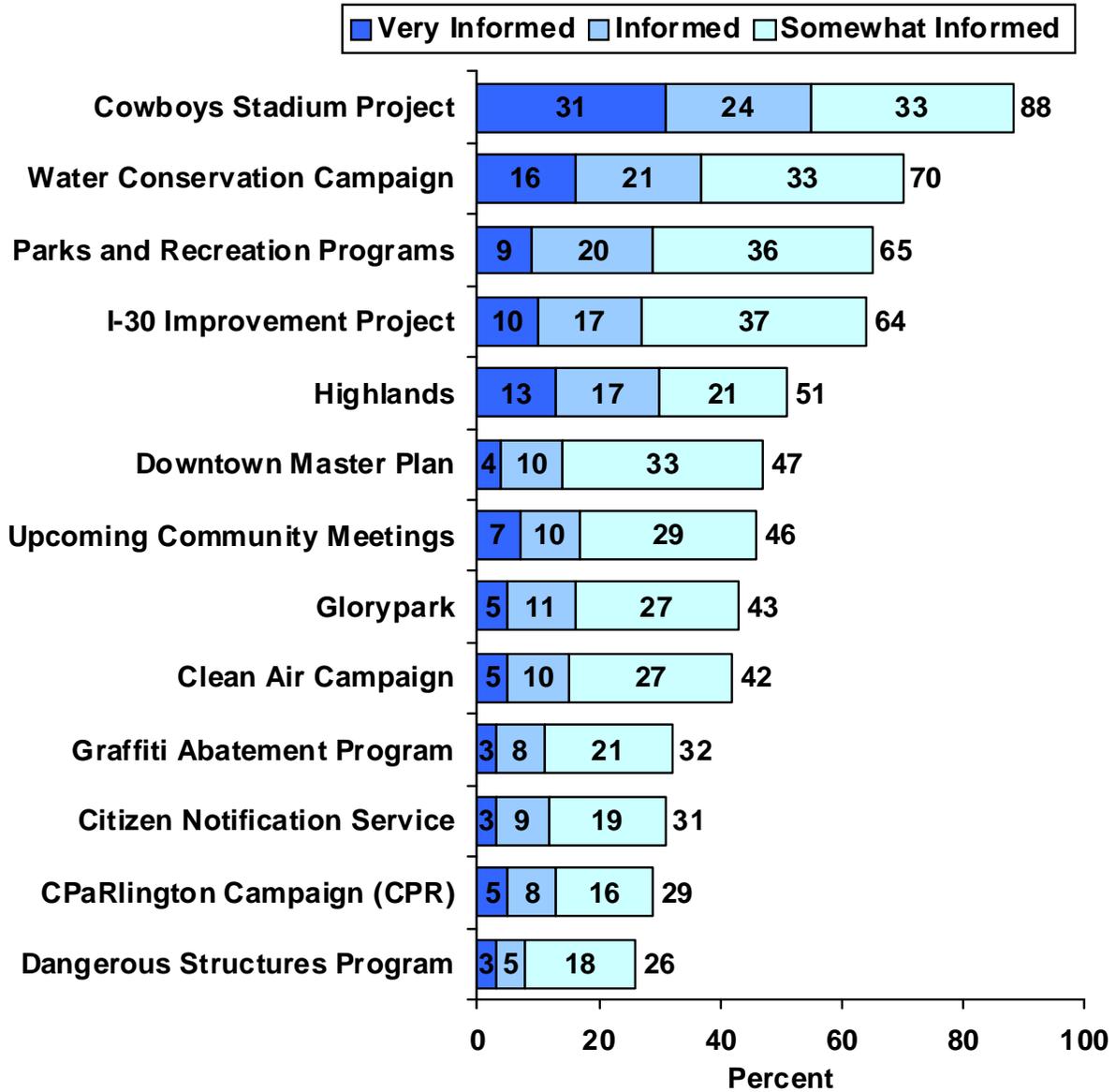


Question: Q9 "How much do you agree or disagree that the City keeps the public informed? Do you..."

Base: Total respondents, excluding "don't knows." (2005 n=432; 2007 n=431; 2008 n=419)

Note: This question asked beginning in 2005.

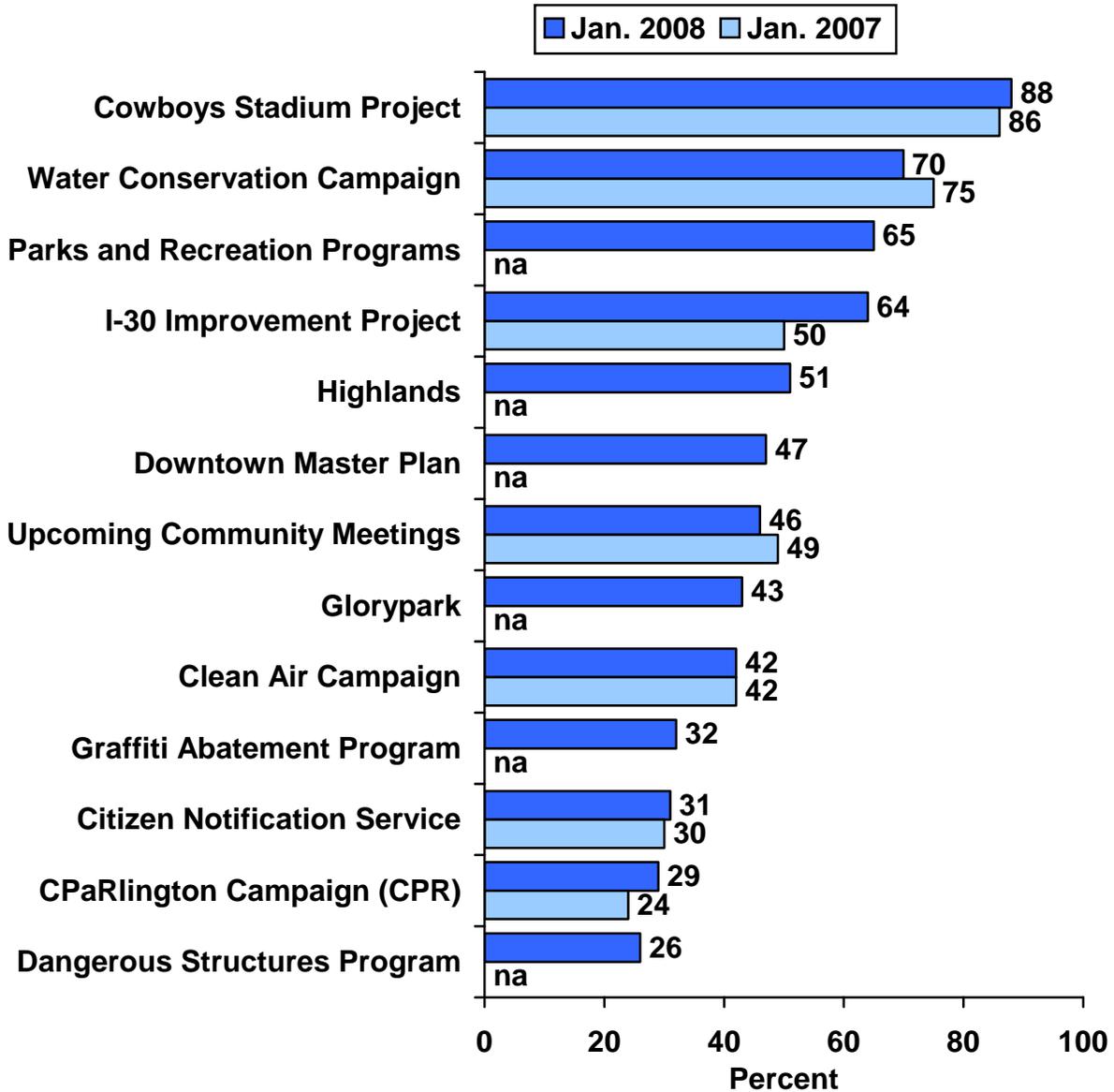
## Awareness of City Projects and Programs



Question: Q10 "The City is working on several special projects and has distributed various types of communication pieces to inform the public about these projects. How informed are you about the following..."

Base: Total respondents, excluding "don't knows." (Base Varies)

## Awareness of City Projects and Programs – Trend



Question: Q10 "The City is working on several special projects and has distributed various types of communication pieces to inform the public about these projects. How informed are you about the following..."

Base: Total respondents, excluding "don't knows." (Base Varies)

## Fees and Taxes

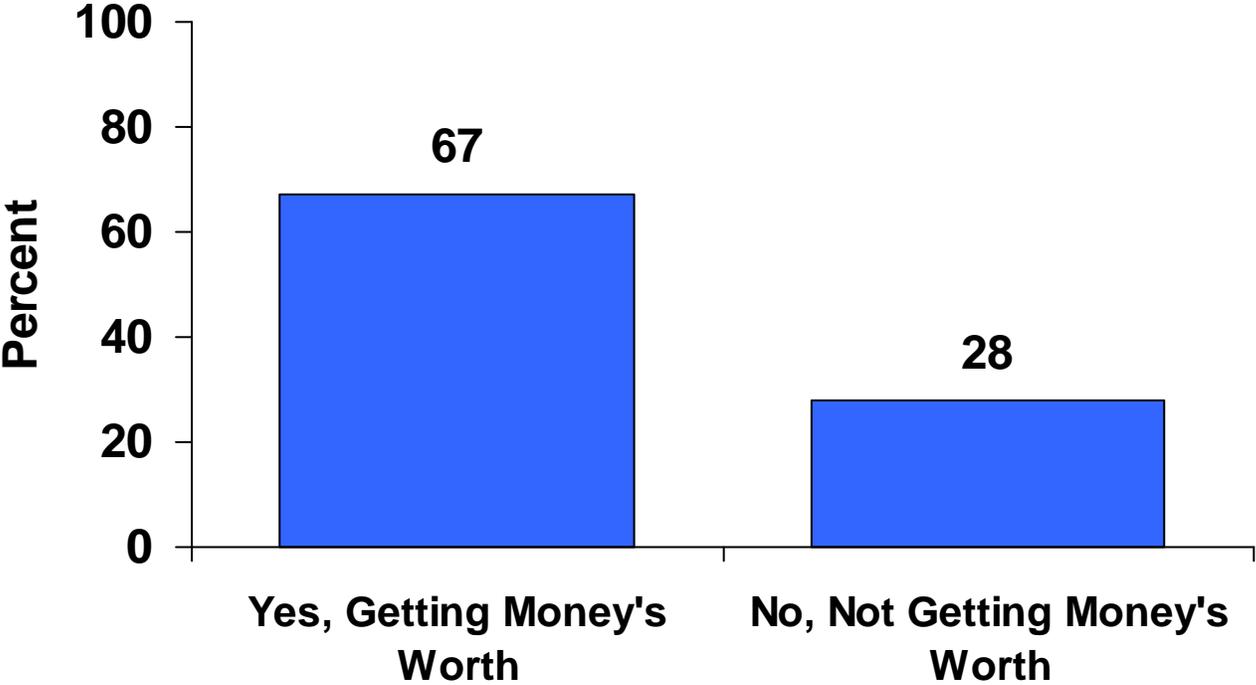
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The majority of residents feel they are getting their moneys worth when it comes to the services the city provides. Sixty seven percent say they are getting their moneys worth. However, this is significantly lower that last year's rating of 75 percent. Despite the drop in this rating, two out of three still say that the city is headed in the right direction.

Most respondents (69%) say they would prefer the city keep taxes and services about where they are. While not significant, over the past three years there has been an increase in the number of people wanting the city to decrease taxes and decrease the amount of services available, up to fourteen percent in 2008.

**Overall Rating of Arlington City Services  
On Getting Money's Worth For Tax Dollars**

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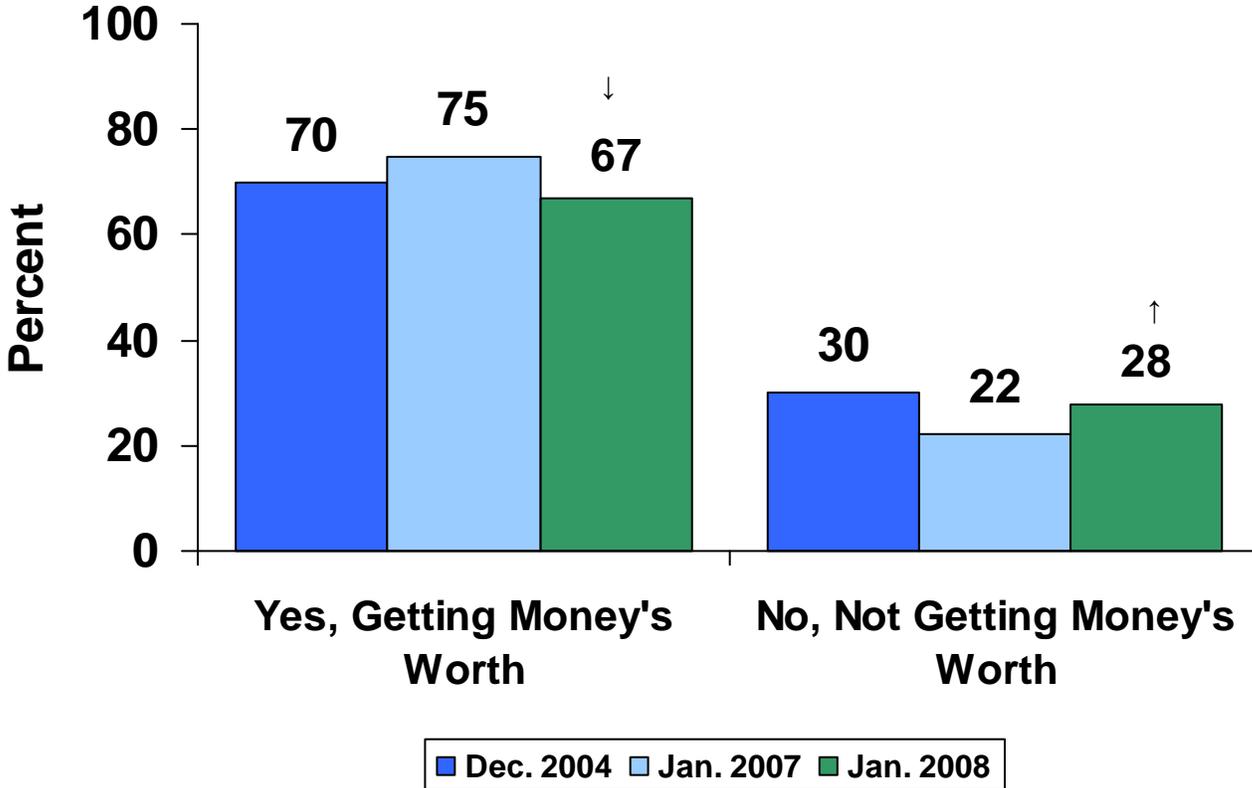


Question: Q21 "Thinking about the services and facilities that the city provides, do you feel that you are getting your money's worth for your tax dollars, or not?"

Base: Total respondents, excluding "don't knows." (n=437) 5% - Don't know

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## Overall Rating of Arlington City Services – Trend On Getting Money’s Worth For Tax Dollars

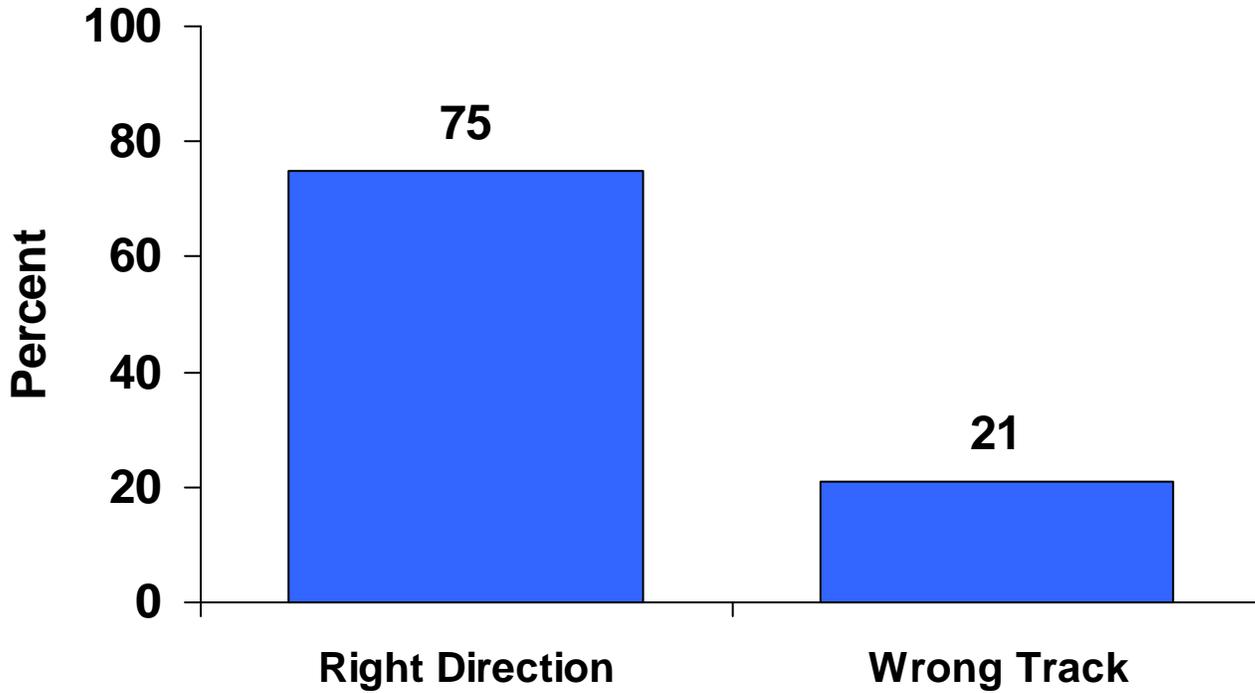


Question: Q21 “Thinking about the services and facilities that the city provides, do you feel that you are getting your money’s worth for your tax dollars, or not?”

Base: Total respondents, excluding “don’t knows.” (2004 n=443; 2007 n=445; 2008 n=437)

## Overall Rating Of City Services In Terms of Direction

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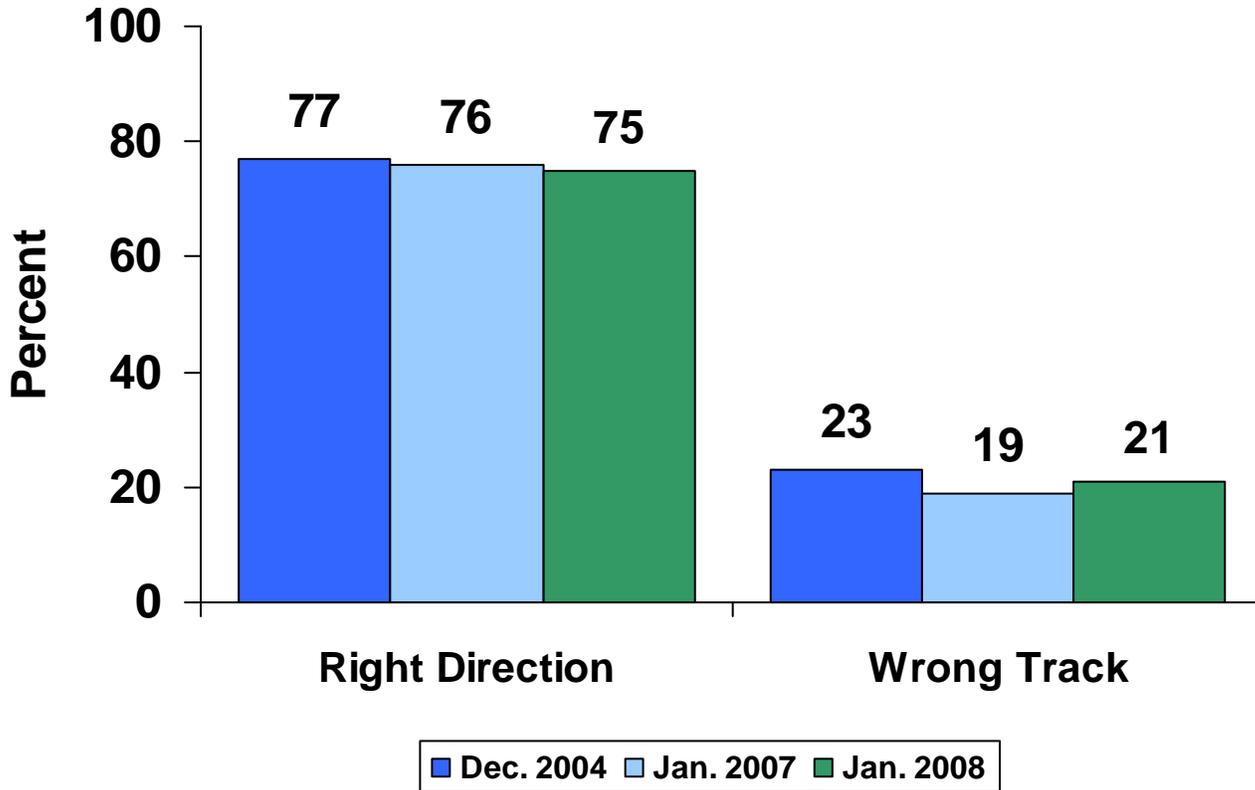


Question: Q23: "Overall, do you feel that the City of Arlington is generally headed in the right direction or on the wrong track?"

Base: Total respondents, excluding "don't knows." (n=437)

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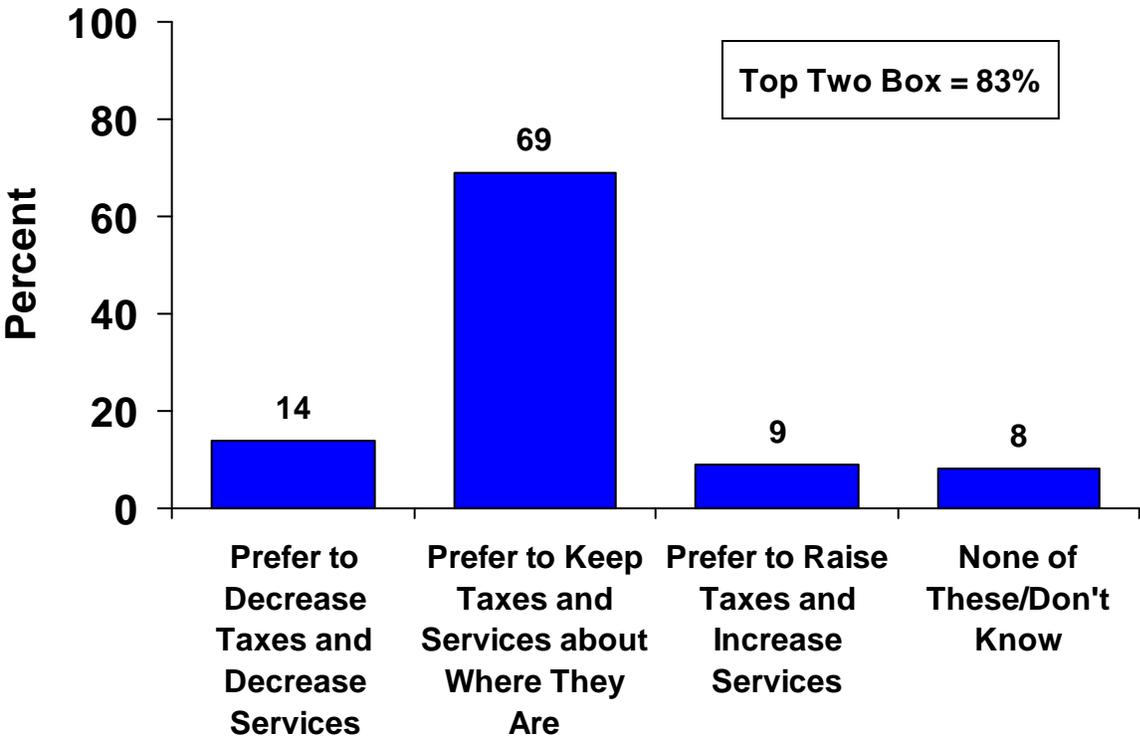
## Overall Rating Of City Services – Trend In Terms of Direction



Question: Q23: "Overall, do you feel that the City of Arlington is generally headed in the right direction or on the wrong track?"

Base: Total respondents, excluding "don't knows." (2004 n=441; 2007 n=445; 2008 n=437)

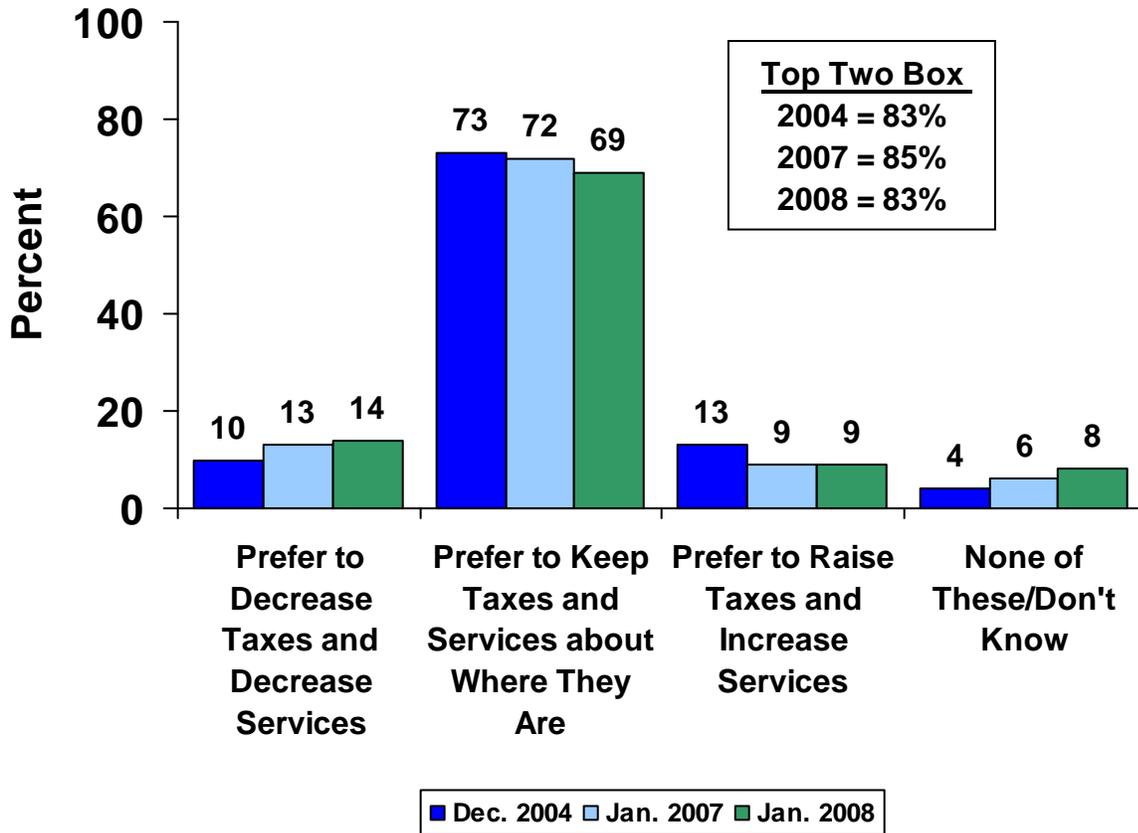
# View On Tax Rate Vs. City Services



Questions: Q22: "The City of Arlington is funded primarily by receiving a portion of property, sales and other taxes collected in the City. Considering on one hand all of the services the City provides, and on the other hand, all of the taxes you pay, which of the following statements comes closest to your view?"

Base: Total respondents. (n=437)

## View On Tax Rate Vs. City Services –Trend

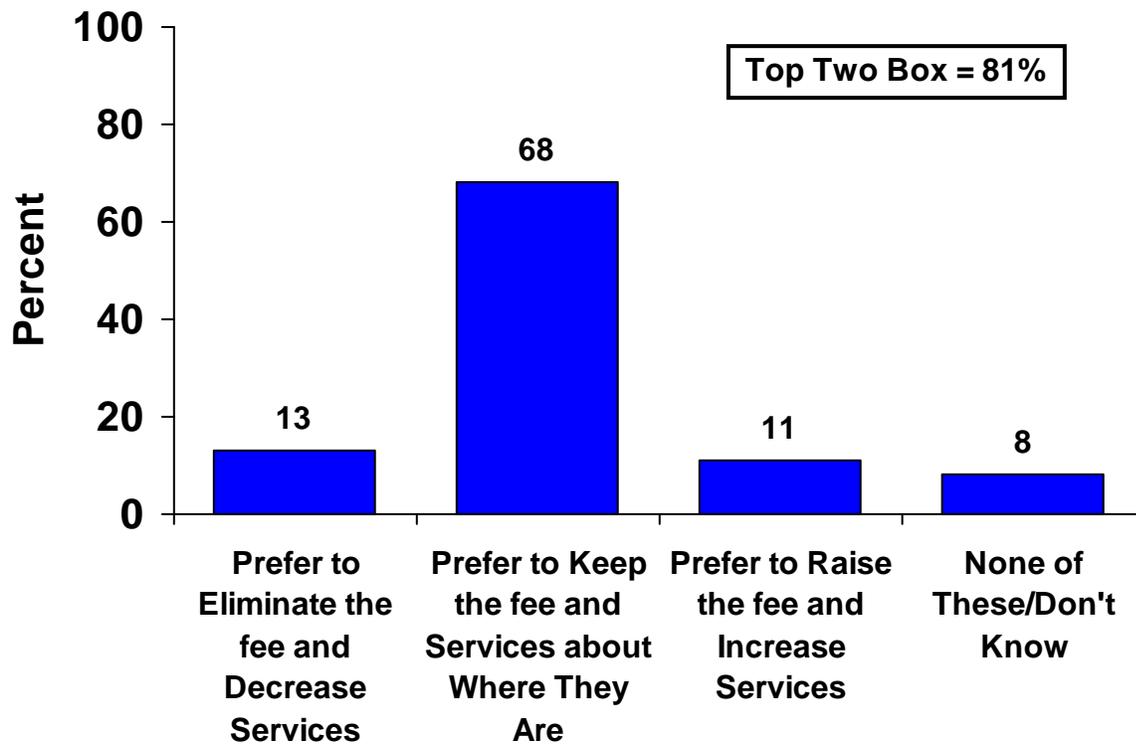


Questions: Q22: "The City of Arlington is funded primarily by receiving a portion of property, sales and other taxes collected in the City. Considering on one hand all of the services the City provides, and on the other hand, all of the taxes you pay, which of the following statements comes closest to your view?"

Base: Total respondents. (2004 n=450; 2007 n=445; 2008 n=437)

## View On Storm Water Drainage Fee Vs. City Services

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Questions: Q22a: "Considering the way in which the City of Arlington manages storm water and drainage issues, which of the following statements comes closest to your view about the Storm Water Drainage fee?"

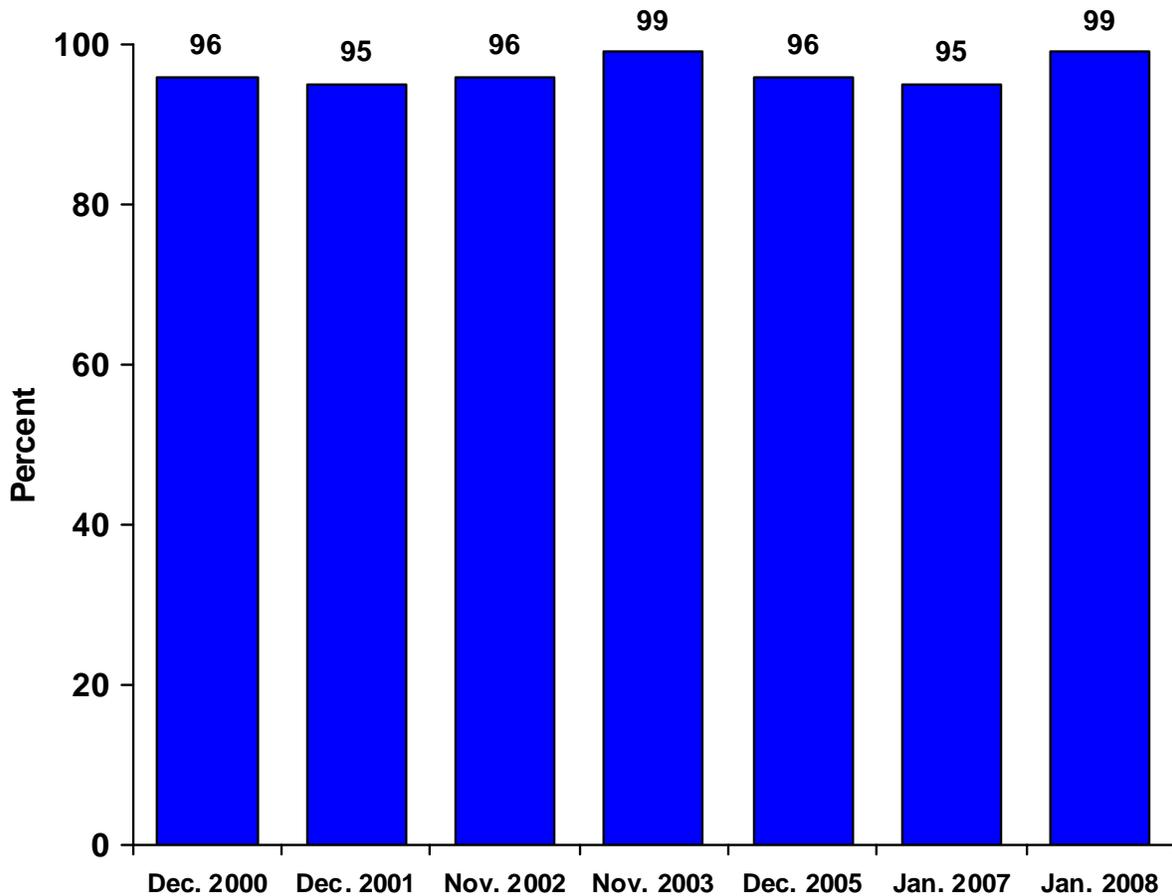
Base: Total respondents. (2008 n=437)

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## **APPENDIX**

- Trend Charts
- Respondent Profile
- More Discussion Of Methods

## Overall Rating of Arlington City Services – Trend Fire Services (Top Two Box—Excellent/Good)

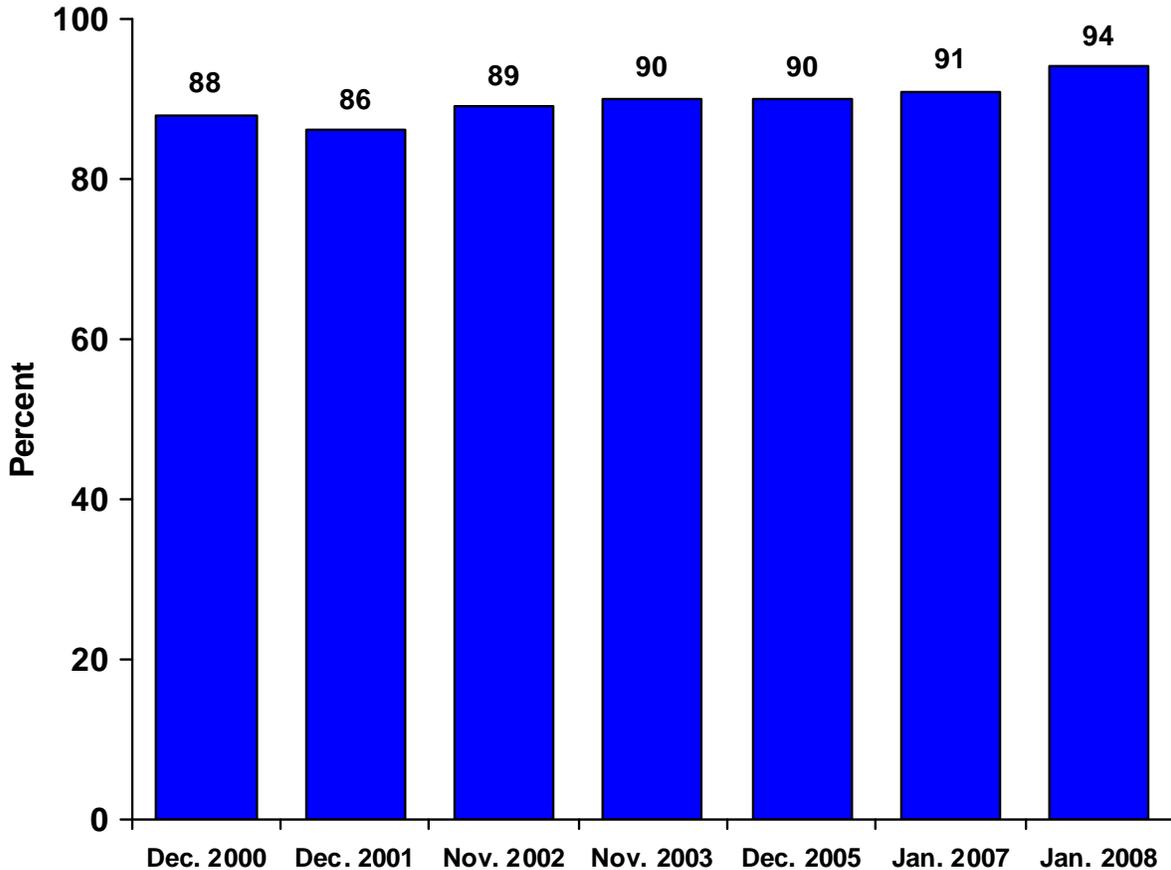


Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months."

Base: Total respondents, excluding "don't knows." (Base Varies)

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 2007**. 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 City Services – Trend Ambulance or Emergency Medical Services (Top Two Box—Excellent/Good)



Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

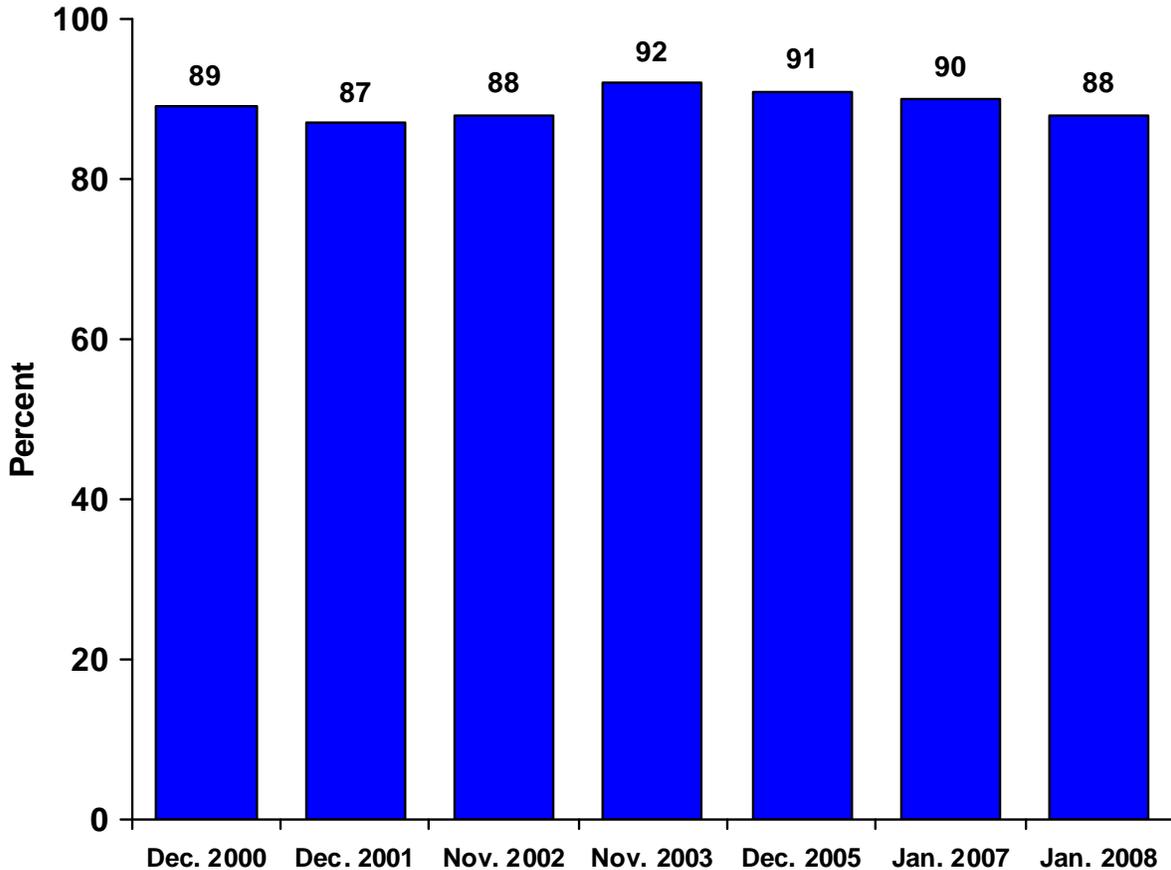
Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

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 2007**. 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 City Services – Trend Non-Emergency Community Service (Top Two Box—Excellent/Good)

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Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

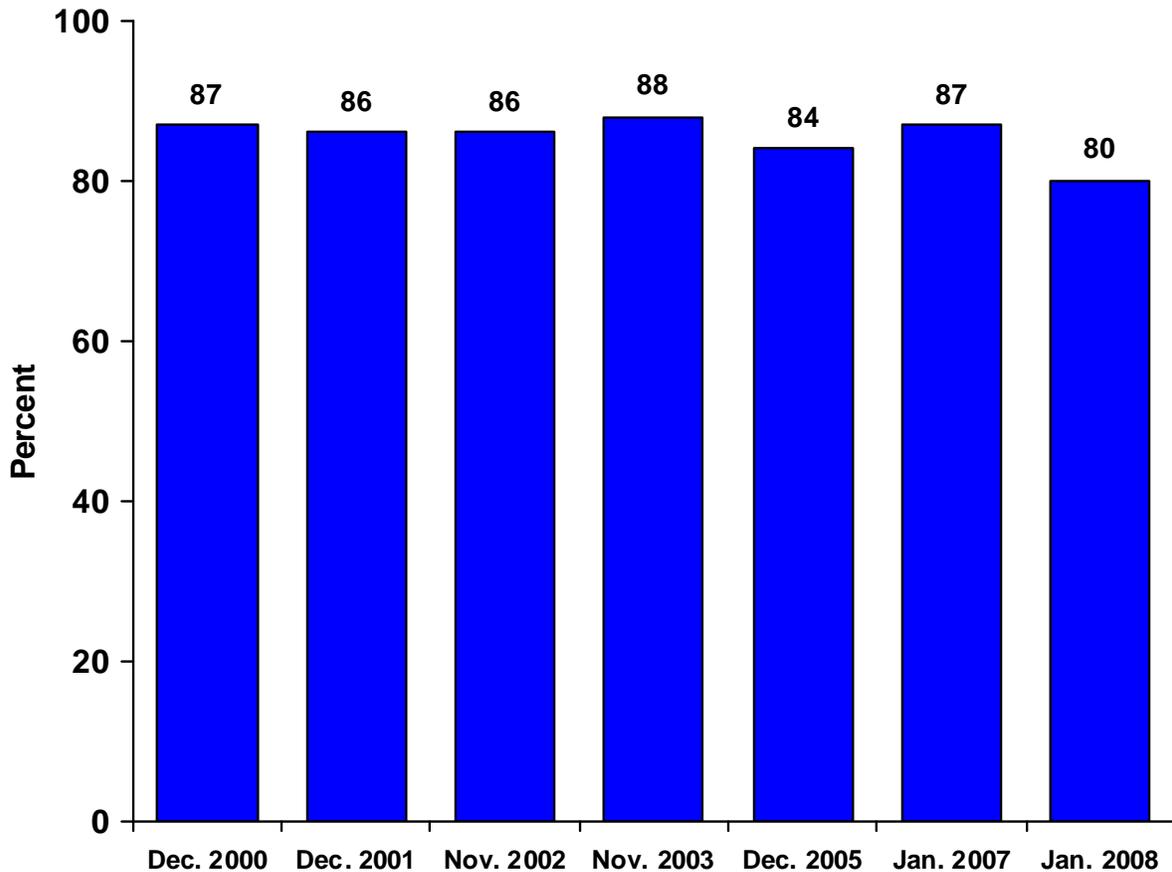
Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

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 2007**. 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.)

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## Overall Rating of Arlington City Services – Trend Police (Top Two Box—Excellent/Good)

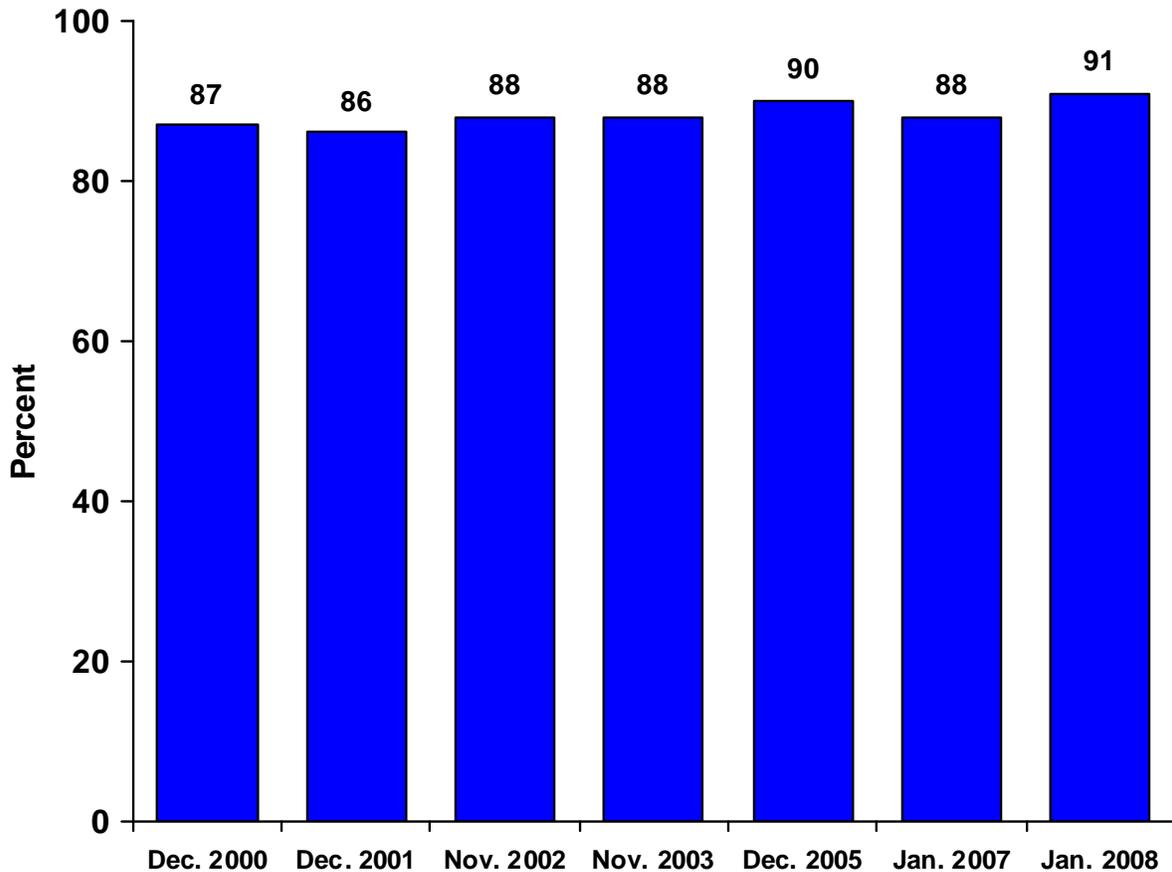


Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months."

Base: Total respondents, excluding "don't knows." (Base Varies)

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 2007**. 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 City Services – Trend Garbage Collection (Top Two Box—Excellent/Good)

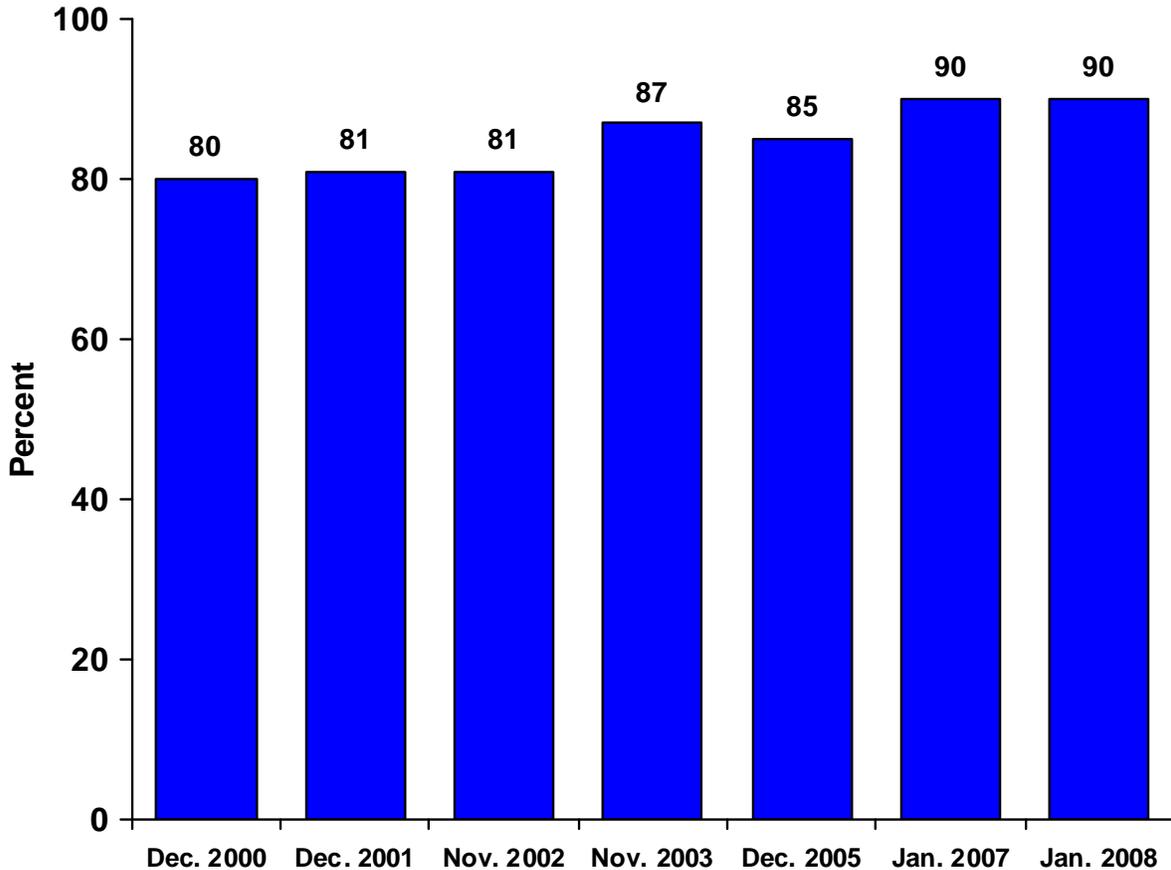


Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

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 2007**. 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 City Services – Trend Curbside Recycling Collection (Top Two Box—Excellent/Good)



Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

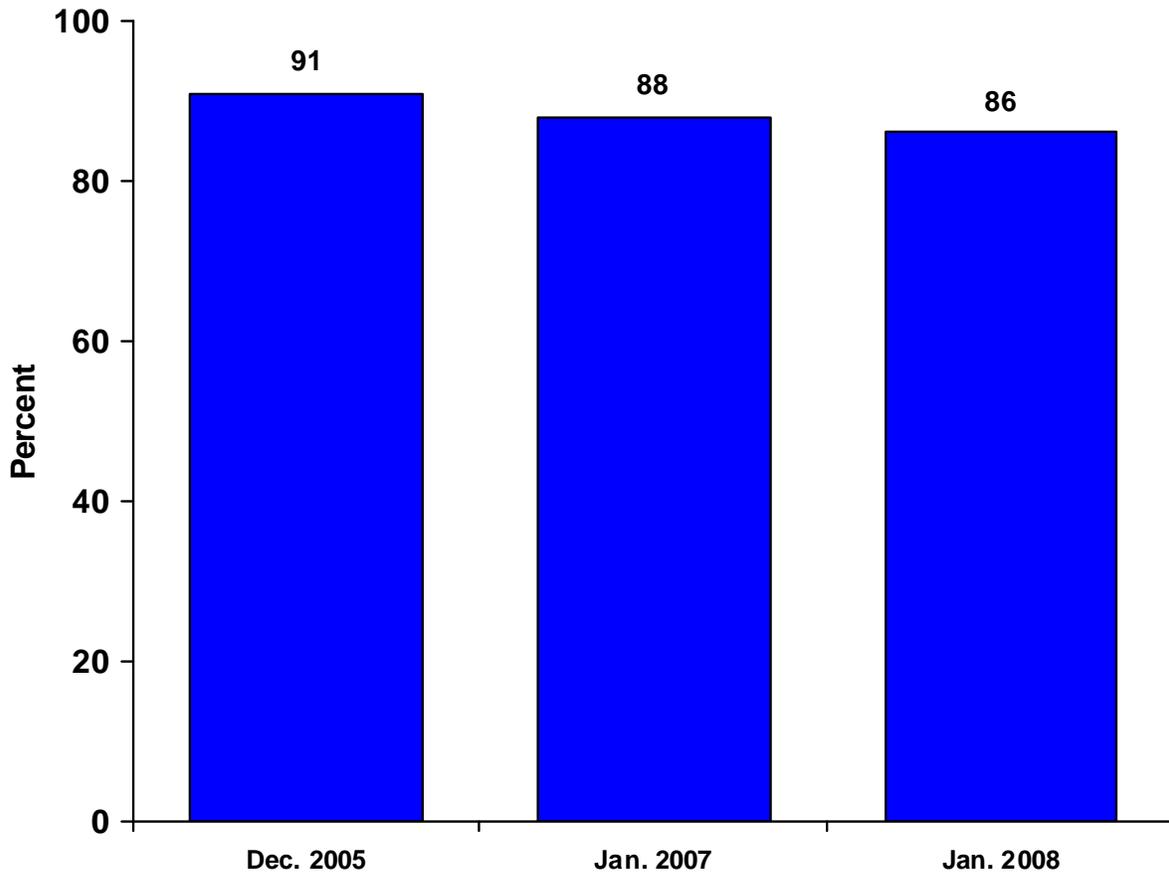
Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

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 2007**. 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 City Services – Trend Landfill Services (Top Two Box—Excellent/Good)

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Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

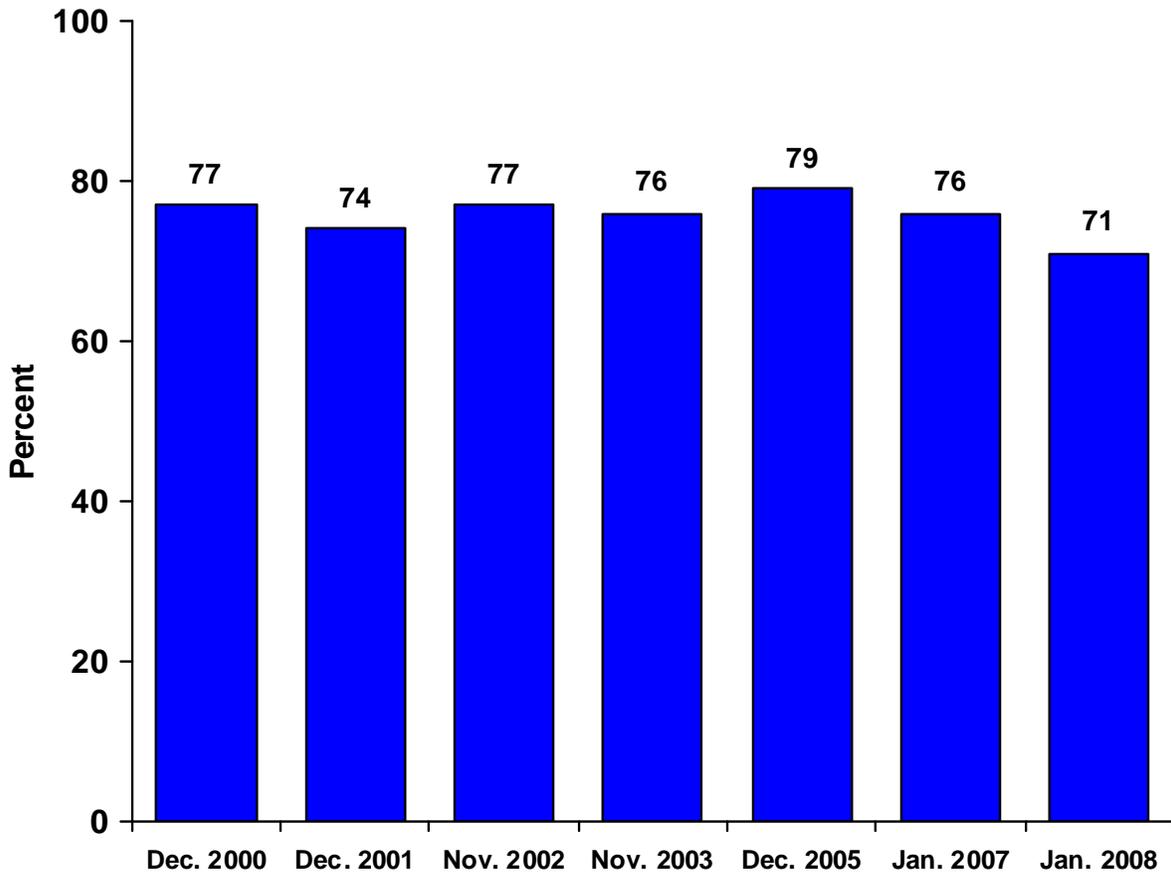
Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

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 2007**. 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.)

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## Overall Rating of Arlington City Services – Trend Animal Services (Top Two Box—Excellent/Good)

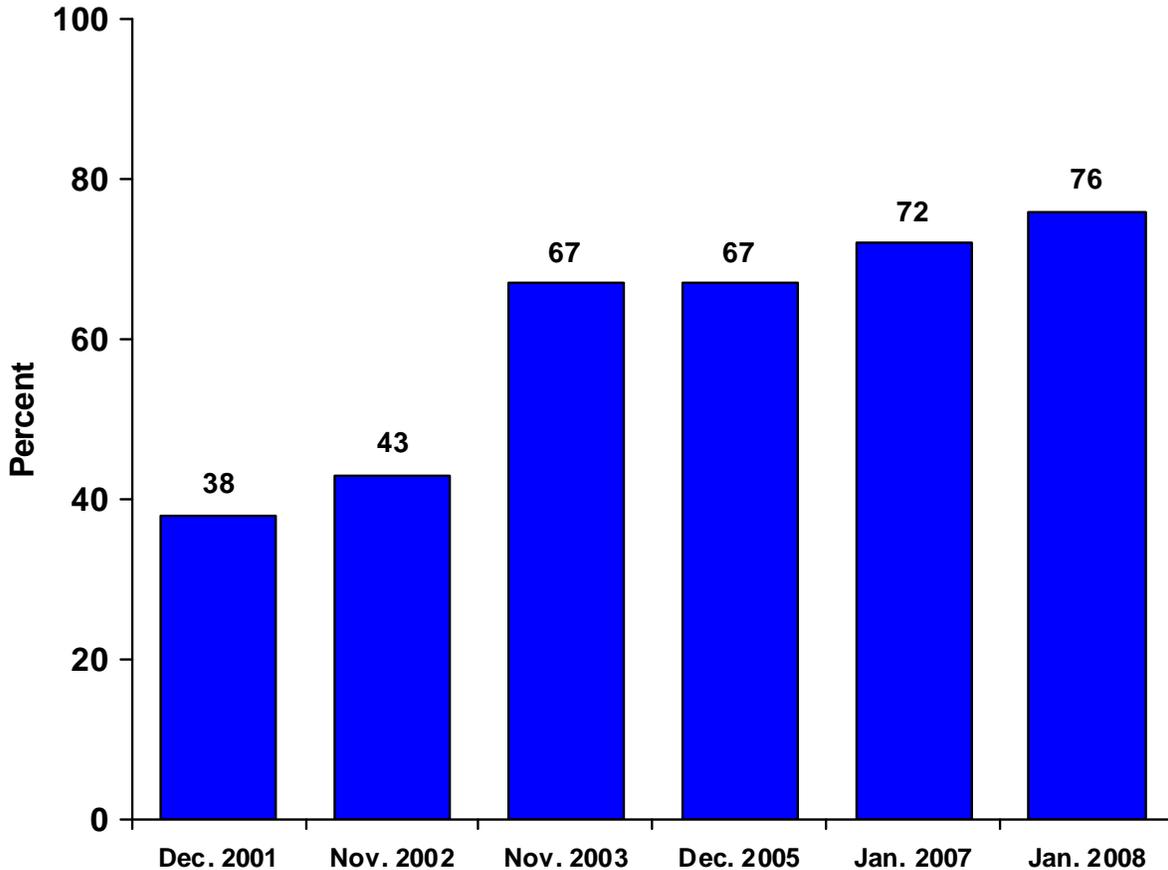


Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

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 2007**. 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 City Services – Trend Park & Ride (Top Two Box—Excellent/Good)



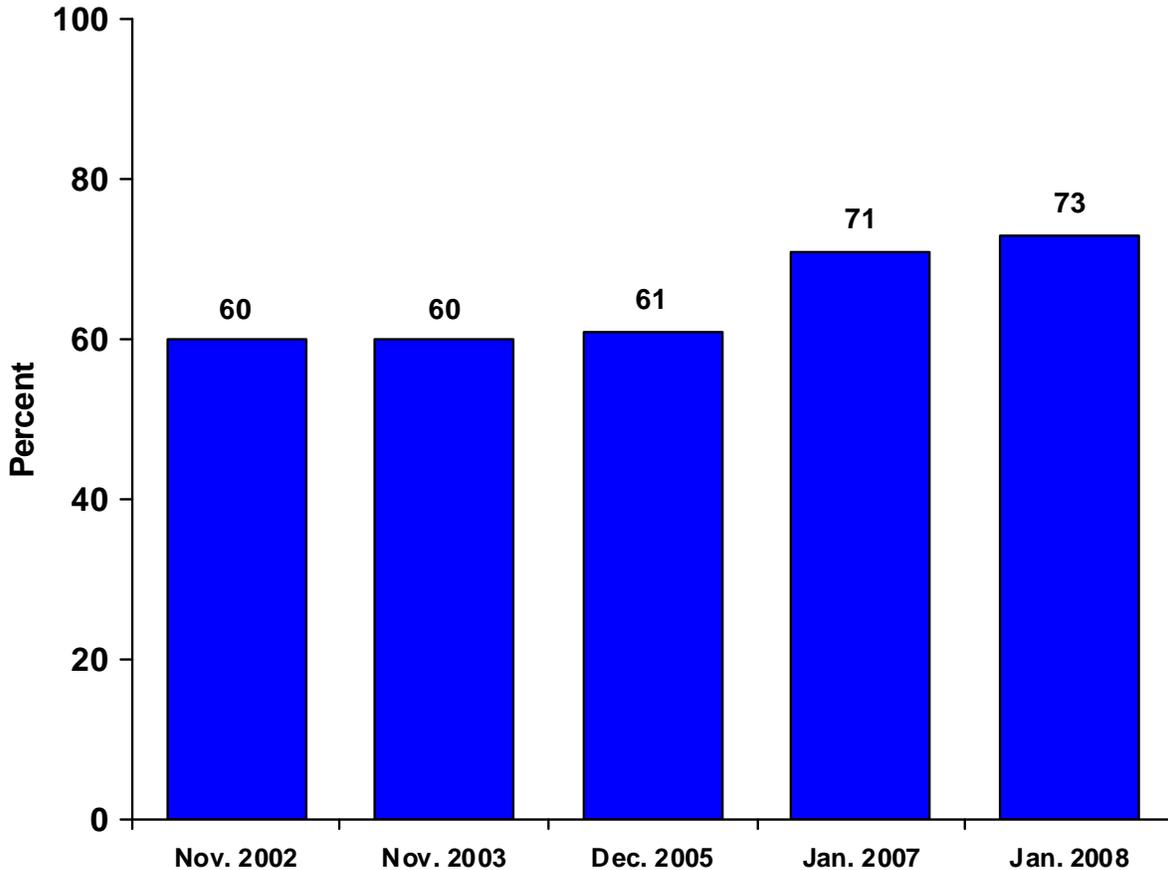
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

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 2007**. 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 City Services – Trend Handitran Transit Service (Top Two Box—Excellent/Good)

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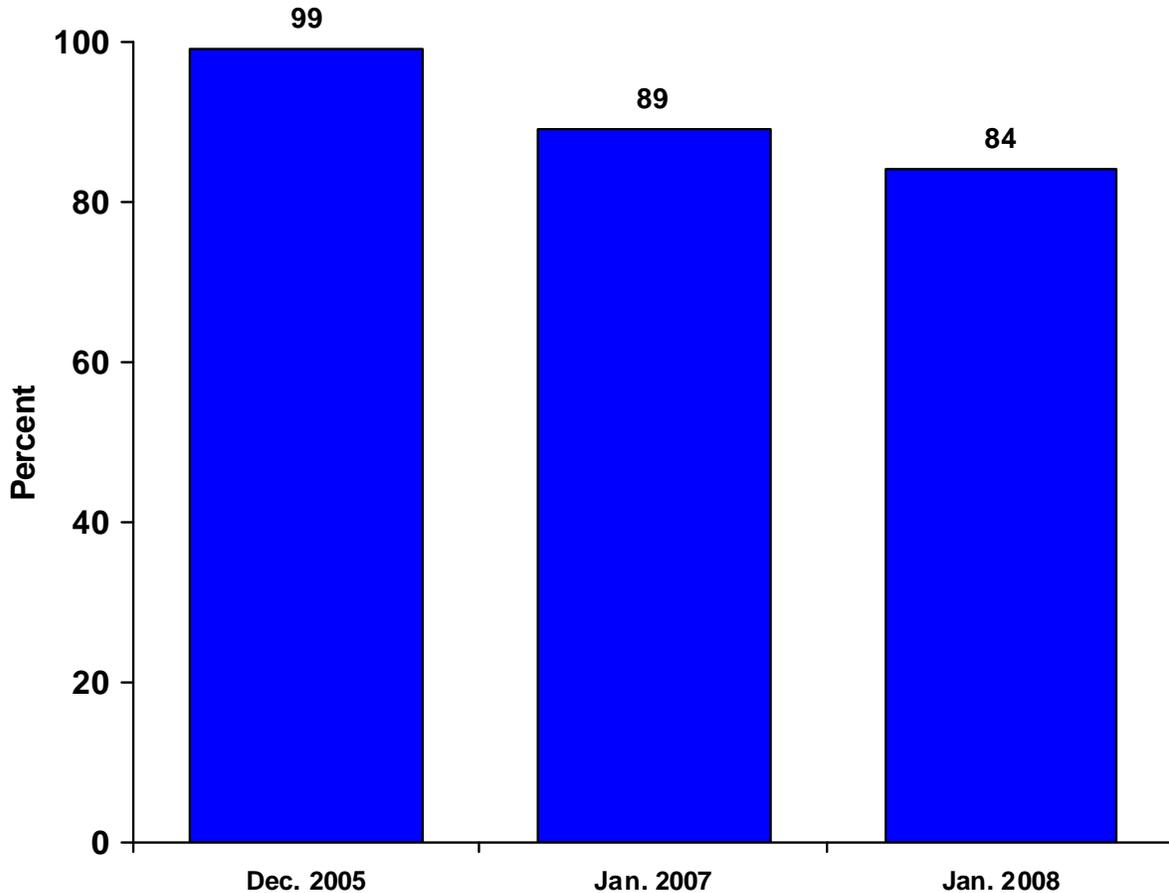
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

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 2007**. 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.)

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## Overall Rating of Arlington City Services – Trend Convention Center (Top Two Box—Excellent/Good)



Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

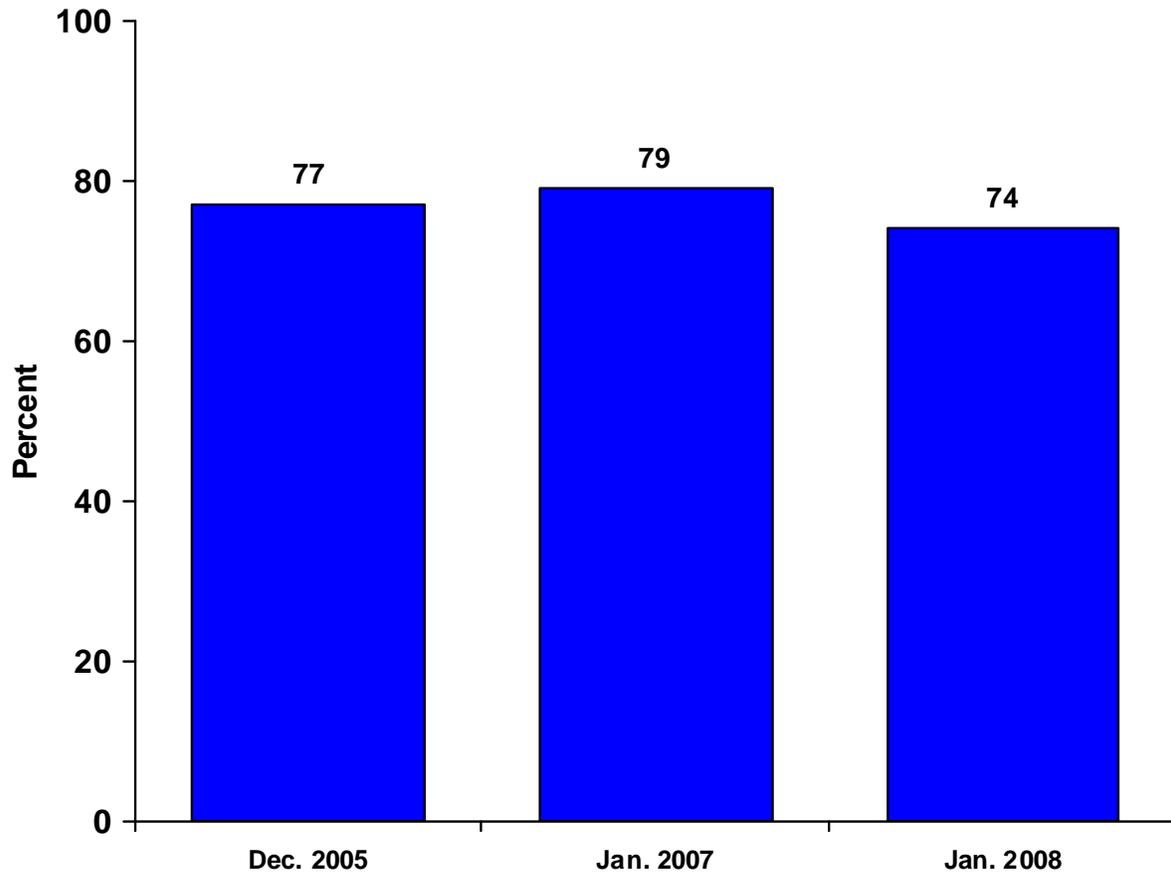
Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

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 2007**. 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 City Services – Trend Municipal Court Service (Top Two Box—Excellent/Good)

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Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

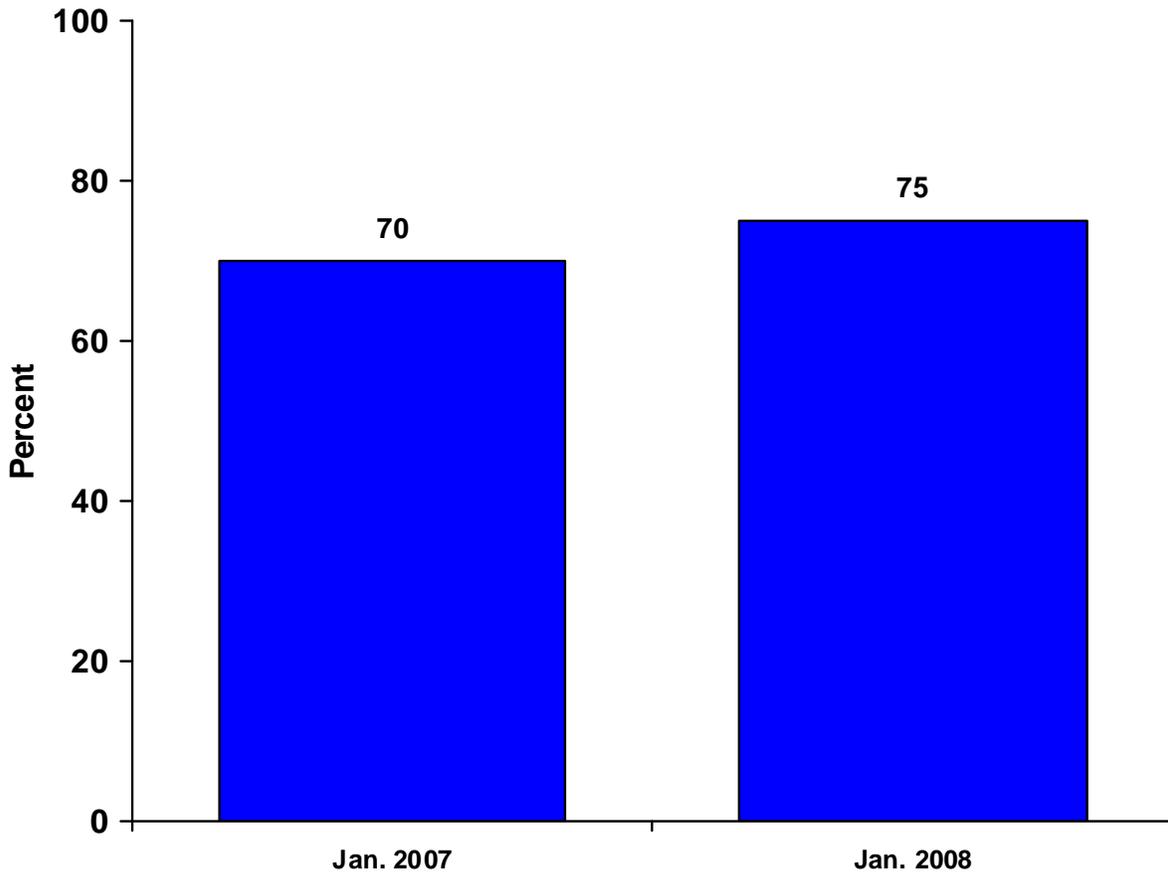
Base: Total respondents, excluding “don’t knows.” (Base Varies)

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 2007**. 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.)

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## Overall Rating of Arlington City Services – Trend One Start Shop Development Service (Top Two Box—Excellent/Good)

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Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

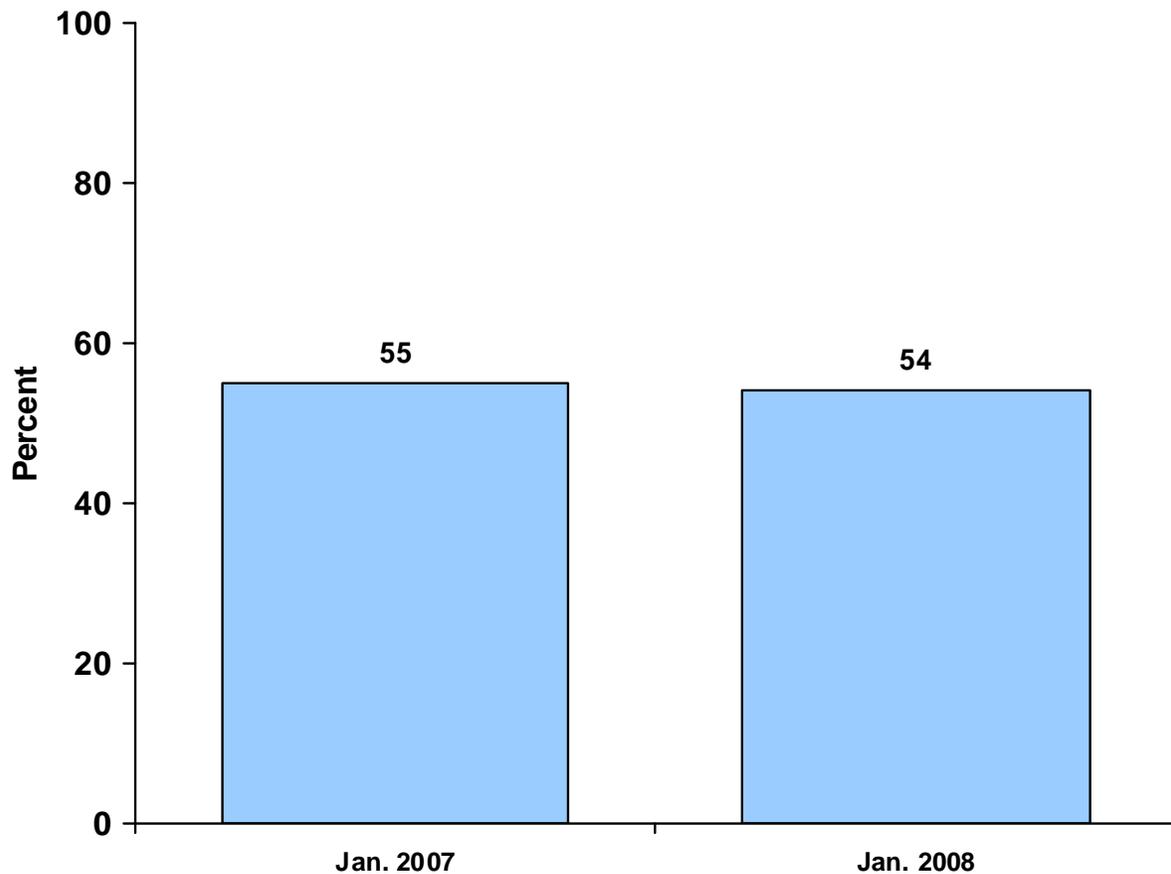
Base: Total respondents, excluding “don’t knows.” (Base Varies)

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 2007**. 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.)

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## Overall Rating of Streets and Roads – Trend Overall Condition of Streets and Roads (Top Two Box—Excellent/Good)

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Question: Q14: “Now thinking about the streets and roads in Arlington, how would you rate each of the following?”

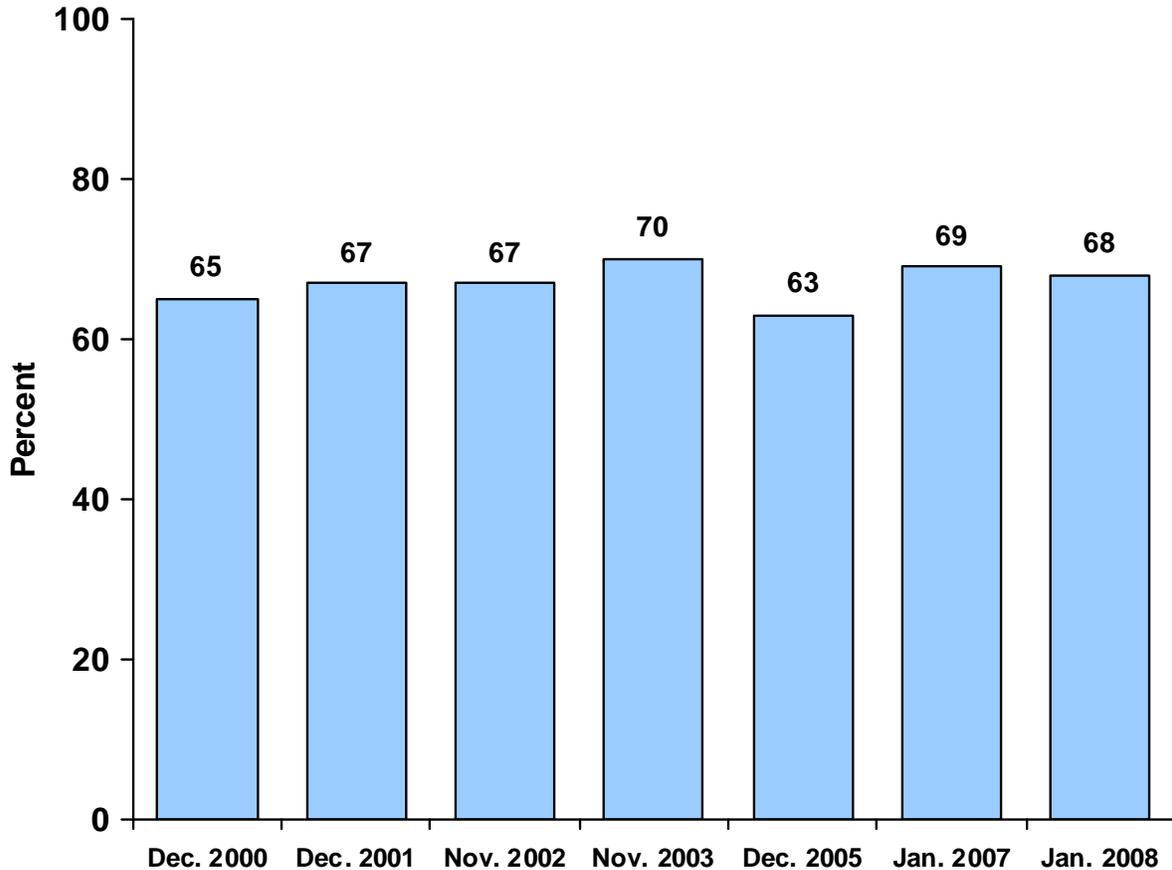
Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

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 2007**. 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.)

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## Overall Rating of Streets and Roads – Trend Condition of Your Neighborhood Streets (Top Two Box—Excellent/Good)



Question: Q14: “Now thinking about the streets and roads in Arlington, how would you rate each of the following?”

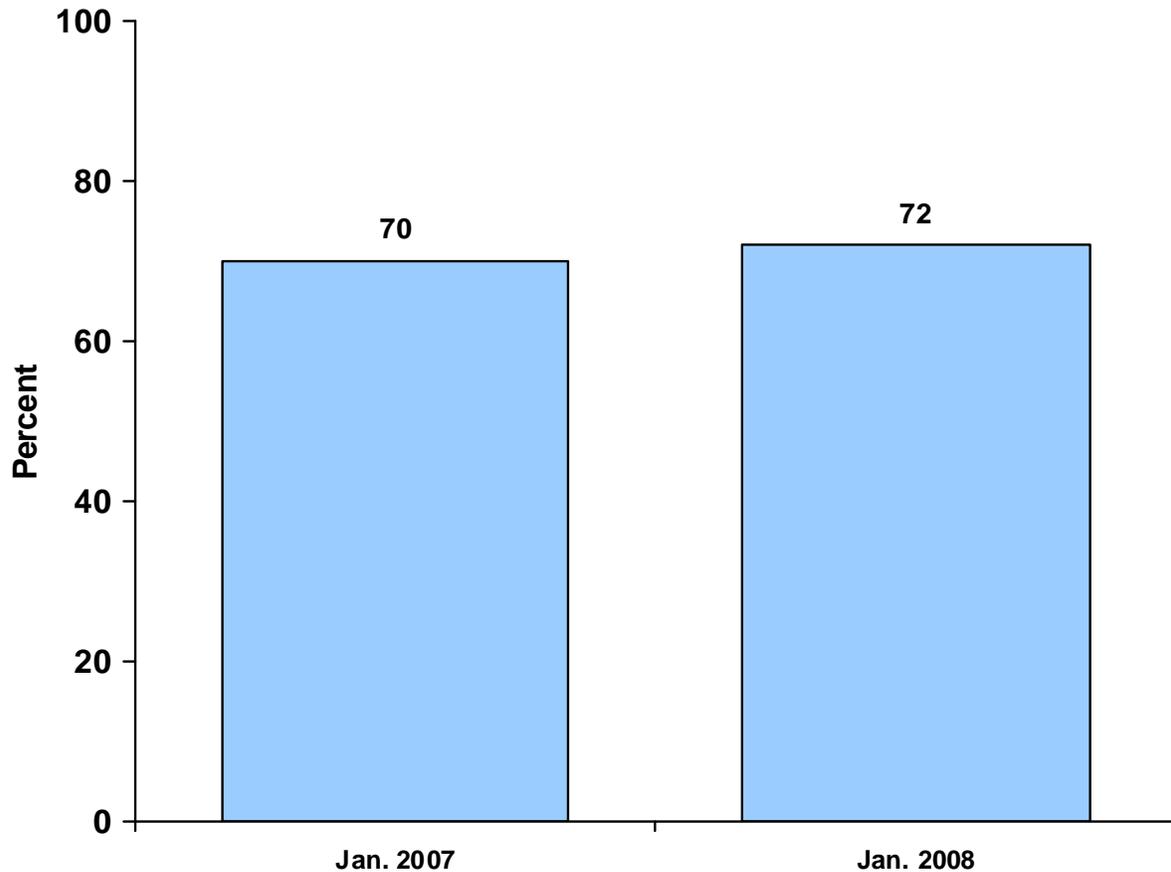
Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

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 2007**. 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 Streets and Roads – Trend Maintenance of all Major City-Maintained Streets (Top Two Box—Excellent/Good)

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Question: Q14: “Now thinking about the streets and roads in Arlington, how would you rate each of the following?”

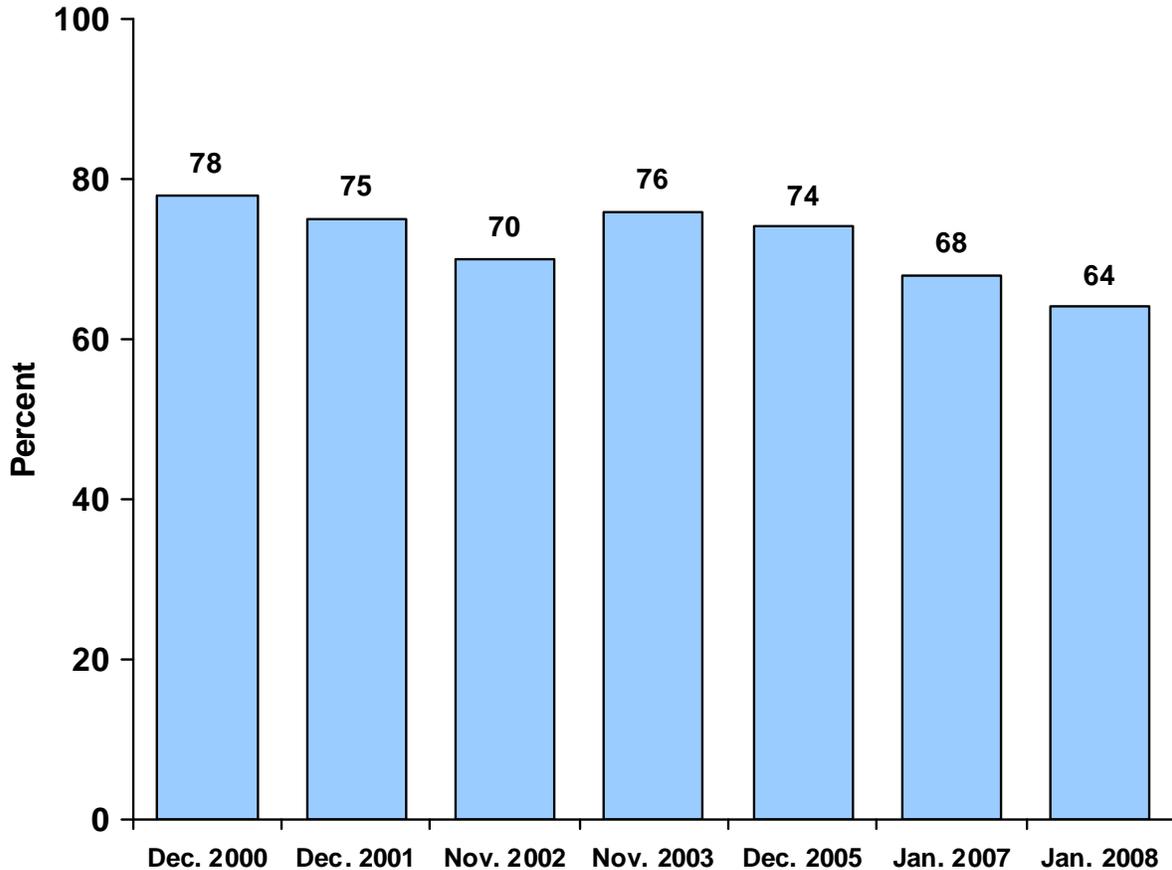
Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

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 2007**. 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.)

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## Overall Rating of Streets and Roads – Trend Maintenance of Street Medians/Right-of-Ways (Top Two Box—Excellent/Good)



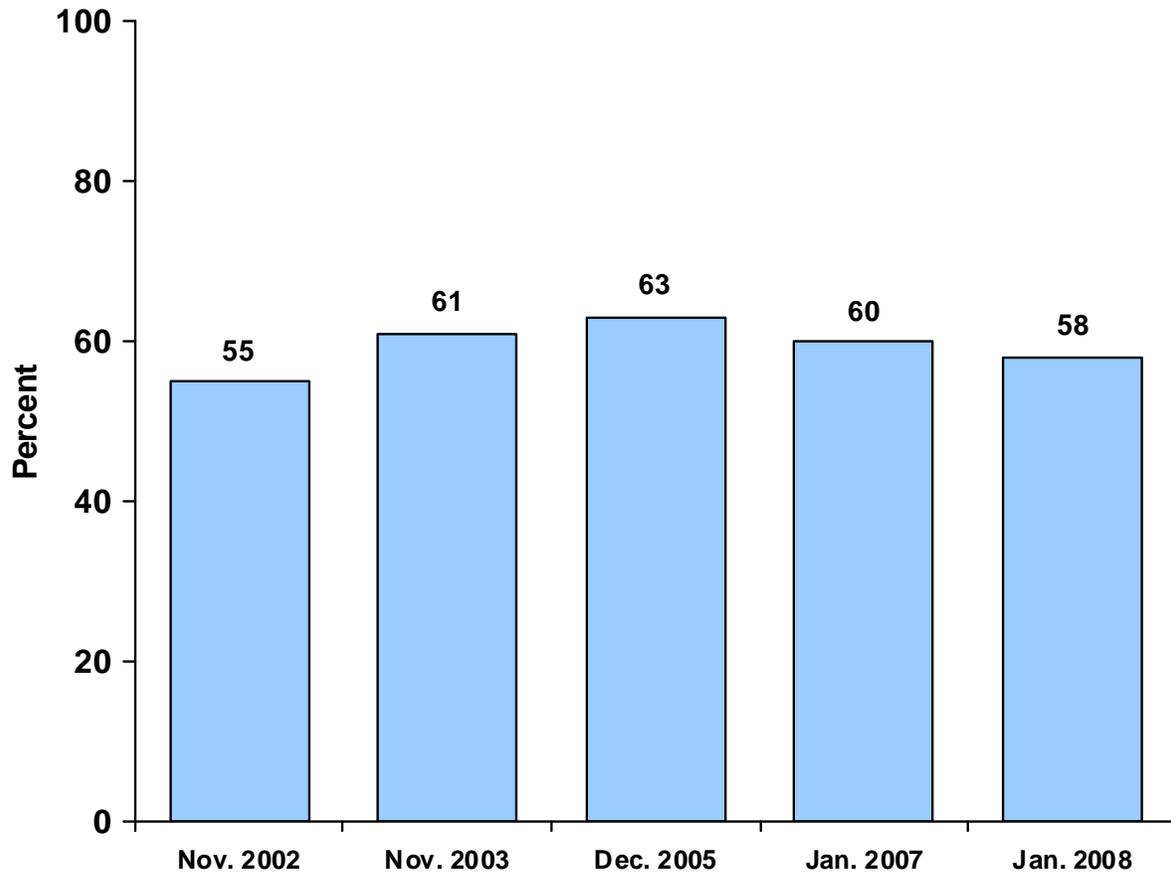
Question: Q14: “Now thinking about the streets and roads in Arlington, how would you rate each of the following?”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

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 2007**. 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 Streets and Roads – Trend Street Sweeping (Top Two Box—Excellent/Good)



Question: Q14: “Now thinking about the streets and roads in Arlington, how would you rate each of the following?”

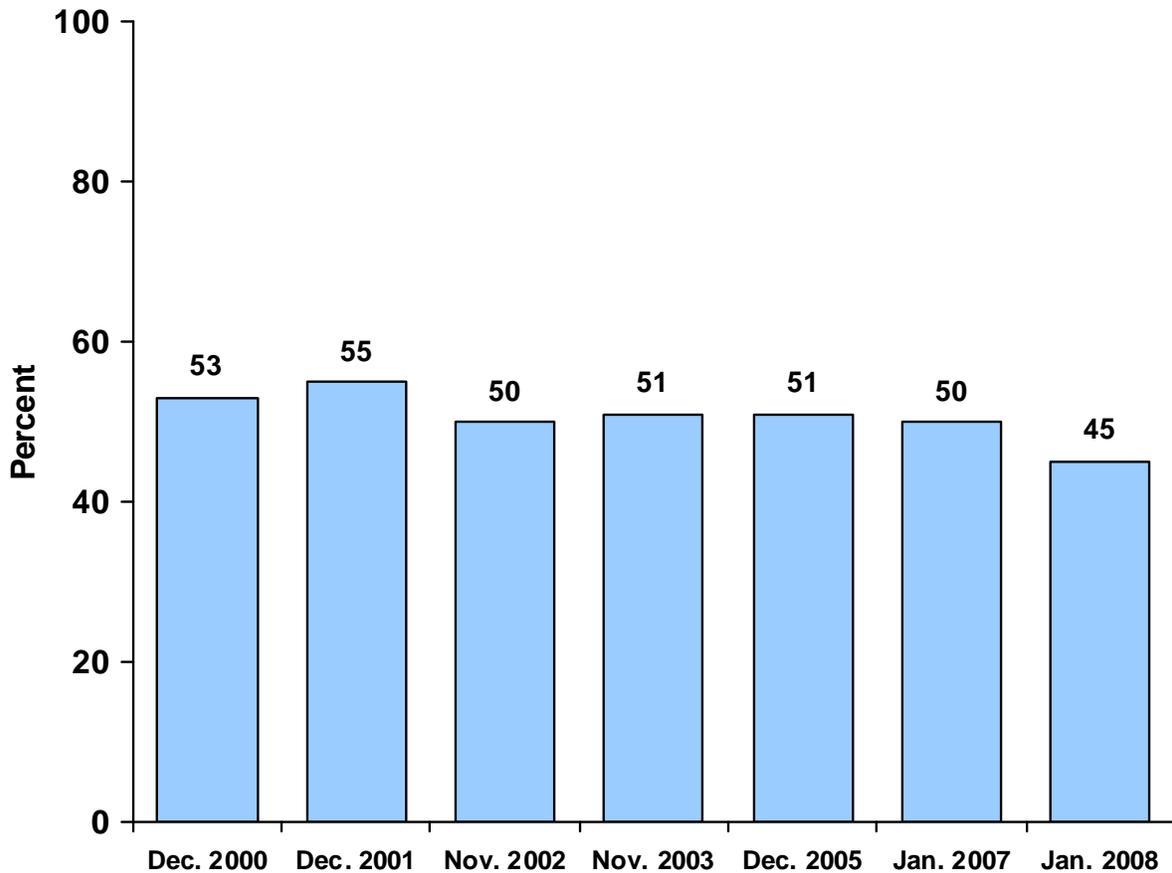
Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

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 2007**. 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 Streets and Roads – Trend Availability of Sidewalks (Top Two Box—Excellent/Good)

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Question: Q14: “Now thinking about the streets and roads in Arlington, how would you rate each of the following?”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

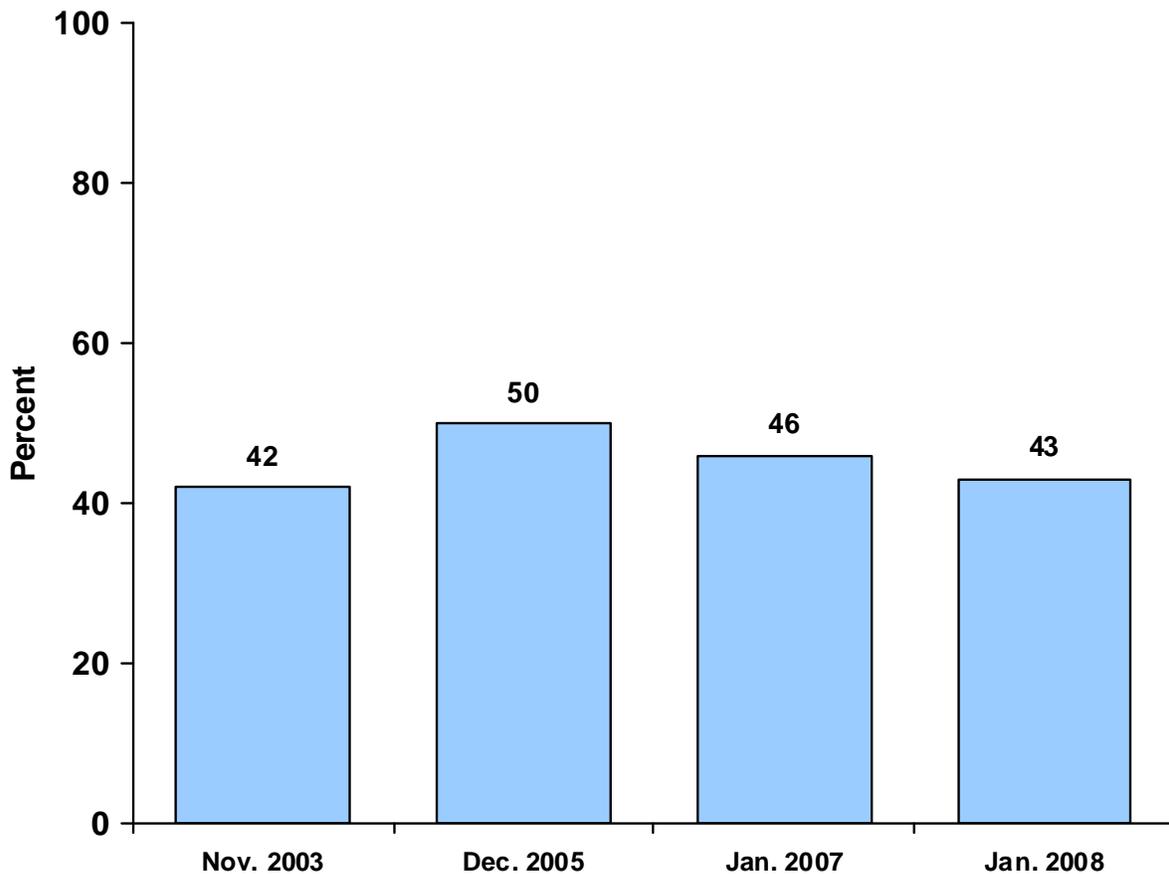
Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

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 2007**. 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.)

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## Overall Rating of Streets and Roads – Trend Managing Traffic Flow (Top Two Box—Excellent/Good)

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Question: Q14: “Now thinking about the streets and roads in Arlington, how would you rate each of the following?”

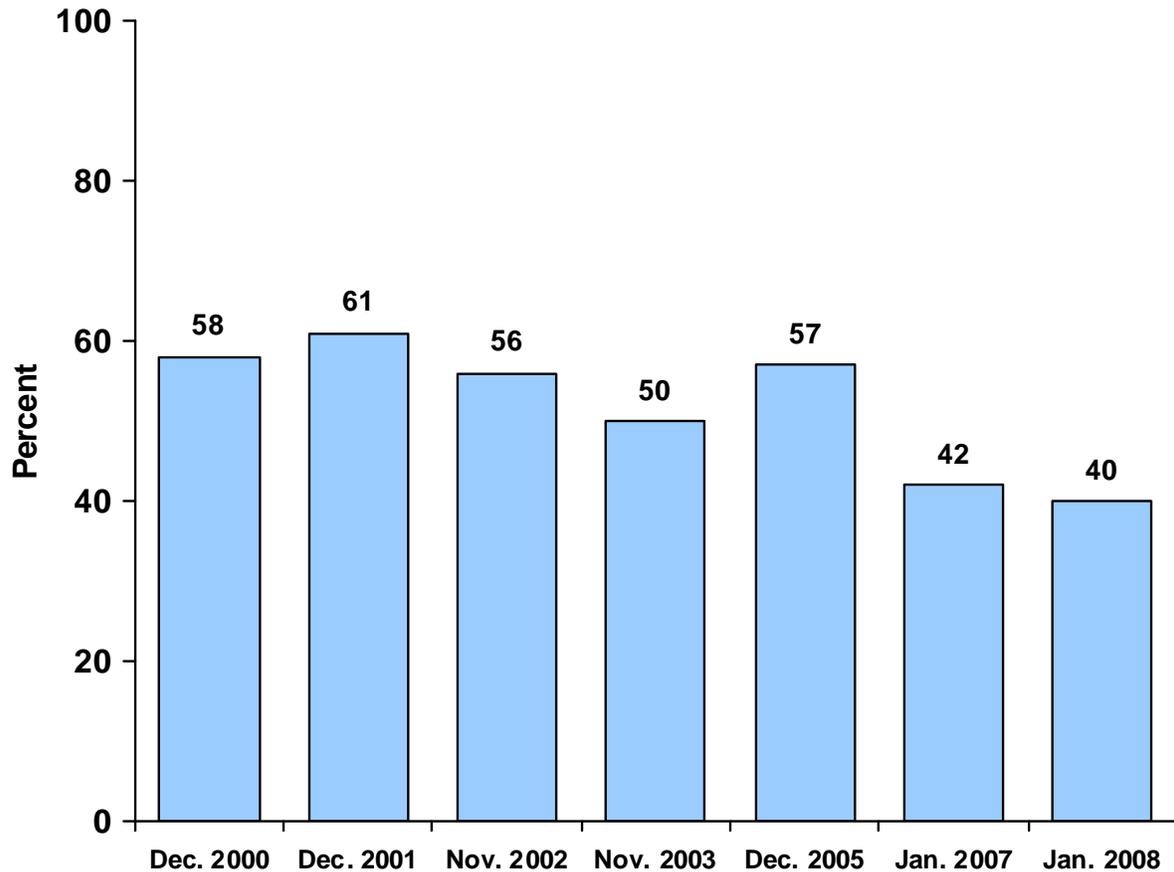
Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

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 2007**. 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.)

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## Overall Rating of Streets and Roads – Trend Managing Traffic During Peak Hours (Top Two Box—Excellent/Good)



Question: Q14: “Now thinking about the streets and roads in Arlington, how would you rate each of the following?”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

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 2007**. 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.)

## Respondent Profile

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	<b><u>Dec.</u></b> <b><u>2005</u></b>	<b><u>Jan.</u></b> <b><u>2007</u></b>	<b><u>Jan.</u></b> <b><u>2008</u></b>
(Base: Total Respondents)	(457)	(445)	(437)
<b>Years In Arlington</b>	<b>%</b>	<b>%</b>	<b>%</b>
Less than one year	5	3	4
1-3 years	13	12	11
4-6 years	13	12	10
7-10 years	13	9	13
More than 10 years	53	61	60
Refused/No answer	3	3	3
<b>Primary Residence</b>			
Own	67	76	75
Rent	28	21	22
Refused/No answer	4	3	4
<b>Type of Dwelling</b>			
Single-family home	NA	76	75
Duplex	NA	3	2
Mobile home	NA	0	1
Condominium	NA	3	3
Apartment	NA	12	15
Other	NA	3	2
Refused/No answer	NA	3	4
<b>Vote In City Elections</b>			
Always	30	36	29
Often	31	33	34
Seldom	16	17	19
Never	18	12	16
Don't know/ No answer	5	3	3
<b>Internet Access</b>			
Yes	79	87	88
No	16	11	8
Refused/No answer	5	2	4

	<b><u>Dec. 2005</u></b>	<b><u>Jan. 2007</u></b>	<b><u>Jan. 2008</u></b>
(Base: Total Respondents)	(457)	(445)	(437)
<b>School Age Children in HH</b>	<b>%</b>	<b>%</b>	<b>%</b>
Yes	NA	36	30
No	NA	64	70
<b>School Districts</b>			
Arlington	NA	72	72
Mansfield	NA	11	11
Other	NA	17	6
<b>TV Service</b>			
Network TV	NA	14	14
Cable TV	NA	43	38
Satellite TV	NA	30	31
Other	NA	7	14
Don't know/No answer	NA	6	6
<b>Ethnicity*</b>			
African American or Black	9	10	11
American Indian	1	2	1
Asian or Pacific Islander	2	2	4
Caucasian or White	66	67	65
Hispanic or Latin American	9	10	9
Multi-ethnic	2	3	3
Other ethnic background	10	1	1
Refused/No answer	0	5	6

\* Ethnicity asked beginning in 2002.

(Continued)

## Respondent Profile (Continued)

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	<b><u>Dec.</u></b> <b><u>2005</u></b> (457)	<b><u>Jan.</u></b> <b><u>2007</u></b> (445)	<b><u>Jan.</u></b> <b><u>2008</u></b> (437)
(Base: Total Respondents)			
<b>Zip Code (By Quota)</b>	<b>%</b>	<b>%</b>	<b>%</b>
76001	6	6	6
76002	2	2	2
76006	7	7	8
76010	13	13	14
76011	8	7	8
76012	9	9	9
76013	10	10	7
76014	9	8	10
76015	5	6	6
76016	11	11	11
76017	14	14	14
76018	7	7	5
<b>Age (By Quota)</b>			
18-24	9	6	6
25-34	23	20	17
35-44	27	28	31
45-54	20	21	22
55-64	11	13	13
65 or older	10	12	12
<b>Gender (By Quota)</b>			
Male	50	46	45
Female	50	54	55

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## **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.

<b>Statistical Error Ranges*</b>					
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**