



# **FY 2010 City Services Satisfaction Survey**

## **Final Report**

**Prepared For:  
CITY OF ARLINGTON**

**Study #090588  
January 2010**



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## **BACKGROUND AND OBJECTIVES**

This is the *eighth* 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 in 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 with 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 of Arlington 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 wave of interviewing will also be used in planning and budgeting for 2010.

## **METHODS**

A total of 76,055 calls (including 64,179 "No Answer" and "Answering Machine" calls) were made to obtain 400 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 aged 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 December 11 through December 21, 2009.

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 high among residents.**

- Four out of five residents (81%) rate Arlington as offering a “good” or “excellent” quality of life.
- This rating has increased from 77% in 2008, and bounced back to the 2007 level.

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

- Ten of the 14 services rated receive a top-two-box rating (“good” or “excellent”) of 80% or higher.
- The Arlington Fire Department, at 95%, continues to receive the highest ratings among city services.
- Compared to the other high-performing departments, Handitran, municipal courts services, code enforcement, and animal services appear to have some room for improvement, with overall ratings between 56% and 75%.
- There are some notable changes from the last wave.
  - Overall rating of code enforcement has increased significantly from 63% in 2008 to 72% in 2009.
  - Overall rating of Handitran has declined significantly from 73% in 2008 to 56% in 2009. However, it is notable that this rating drop could be partly attributed to transitional changes (e.g., automated scheduling system) implemented in the first quarter of FY 2009, in addition to low usage of Handitran among residents (13%).

#### **Consistent with these overall ratings, citizens are more likely than in the past to think that the City of Arlington is generally headed in the right direction.**

- Four out of five residents (82%) feel the city is headed in the right direction.
- This rating has increased significantly from 75% in 2008 to 82%, the highest rating since 2004.

## Neighborhoods

**Residents continue to rate their neighborhoods moderately high in terms of quality of life, same as in 2008 (77% “excellent” or “good”).**

- Condition of streets (including both major and residential streets) and burglaries (including both car and residential burglaries) are perceived as the biggest problems in city neighborhoods.
- However, compared to 2008, there are significant *improvements* in citizens’ perceptions of neighborhood problems. The areas that indicated improvements are:
  - Property cleanliness and maintenance
  - Weeds and unmowed grass
  - Neighborhood gangs
  - Violent crime
  - Graffiti
  - Vehicles parked in yards
  - Condition of parks and park facilities
  - Dilapidated buildings and houses.

**Overall sense of safety in neighborhoods and in Arlington appears to be positive in general.**

- Neighborhoods in Arlington continue to be rated very safe for walking alone during the day (very safe 74% or somewhat safe 22%), though much lower at night.
  - Residents feel most unsafe walking in Arlington business areas at night, and a top-two-box safety rating of business area at night has declined significantly since the last wave.
- The vast majority of residents report that neither they, nor anyone in their household, have been the victim of any crime in the past 12 months.
  - Most of those who are a crime victim are likely to report the crime to the police.
- Although neighborhood gang activity is not perceived as a major problem, it is noteworthy that there seem to be general concerns about gang issues in Arlington.
  - Slightly less than two out of three residents (63%) have heard of, or are aware of, gang problems in Arlington, and about one in five are concerned.

## Rating And Perceptions Of Specific Services And Facilities

**Fire Department.** As noted earlier, the Arlington fire department continues to be rated the highest among all city services. Virtually all residents who have contacted and used fire services rate fire services “excellent” or “good” on quality of service, timeliness of service, and overall satisfaction.

**Ambulance/Emergency Medical Services.** Among users in the past 12 months, ambulance and emergency medical services are rated very high on quality of service and timeliness of service, with most (88%) feeling satisfied overall.

**Streets.** Streets in Arlington continue to be perceived generally as an area where there is much room for improvement. Some of the most needed areas for improvement include management of traffic flow (including traffic flow in the Entertainment District and management of traffic on the major thoroughfares during peak times), overall condition of streets and roads, and quality of street repair services.

- However, compared to 2008, there are significant **improvements** in perceptions of streets in Arlington. The areas that indicated improvements are:
  - Maintenance of medians and right-of-ways
  - Street sweeping and cleaning
  - Managing traffic on the major thoroughfares, not including highways, during peak traffic times.

**Parks/Recreation Facilities.** Residents in Arlington perceive the overall quality of parks and recreation facilities very positively, with top-two-box ratings of all attributes 80% or higher.

- Specifically, compared to 2008, there are significant **improvements** in citizens’ perceptions of parks and recreation facilities. The areas that indicated improvements are:
  - Overall parks and recreation programs and facilities
  - Quality and appearance of parks and recreation facilities or centers
  - Safety of parks and recreation facilities.

**Library Services/Facilities.** Among users in the past 12 months, library services and facilities in Arlington continue to be rated very high, with top-two-box ratings of all attributes 85% or higher.

**Cowboys Stadium.** Overall satisfaction with the Cowboys Stadium is moderate (top-two-box rating of 69% with 32% “very satisfied” and 37% “somewhat satisfied”).

- The economy in Arlington is perceived to be most positively impacted after the stadium opened, followed by public safety.
- Meanwhile, traffic surrounding the stadium is perceived to be impacted most negatively, followed by surrounding neighborhoods.

## **Perceptions Of City's Communication Efforts And Initiatives**

**The city's communication efforts appear to receive generally positive reactions among Arlington citizens.**

- Rating of "providing citizen access or input to government" continues to be moderate, similar to the last wave in 2008.
  - Slightly over three out of five residents rate the City of Arlington "excellent" or "good" in terms of providing citizen access or input to government. Although not statistically significant, compared to the past years, ratings appear to have trended down. This suggests that some improvement could be made in the city providing citizen access and input to city government.
- The city's effort to keep citizens informed continues to be perceived positively.
  - About three-quarters of Arlington residents feel that the city keeps them informed.

**The city's initiatives and projects/campaigns are generally favored highly.**

- The city's efforts in encouraging tourism and developing the Entertainment District are perceived very positively (84% and 83% "excellent" or "good", respectively).
  - However, compared to the other city initiatives and projects/campaigns, the city's project to revitalize downtown Arlington appears to need some improvement.
- Awareness of the city's year-round water conservation initiative is very high.
  - Most of Arlington citizens (85%) report they are aware of this initiative.

# **DETAILED FINDINGS**

## Overall Rating Of Arlington And City Services

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In terms of quality of life, Arlington residents continue to rate the city high as a place to live. Four out of five residents (81%) rate Arlington as offering a “good” or “excellent” quality of life. The quality of life rating has increased from 77% in 2008, and bounced back to the 2007 level.

City services in Arlington generally receive high overall ratings, with ten of the fourteen services rated receiving a top-two-box rating (“good” or “excellent”) of 80% or higher. The Arlington Fire Department, at 95%, continues to receive the highest ratings among city services, followed by garbage collection, landfill service, water and sewer services, emergency medical services, recycling services, convention center, community education services by the Fire Department, police, and One Start Shop development process. Compared to the other high-performing departments, Handitran, municipal courts services, code enforcement, and animal services appear to have some room for improvement, with overall ratings between 56% and 75%.

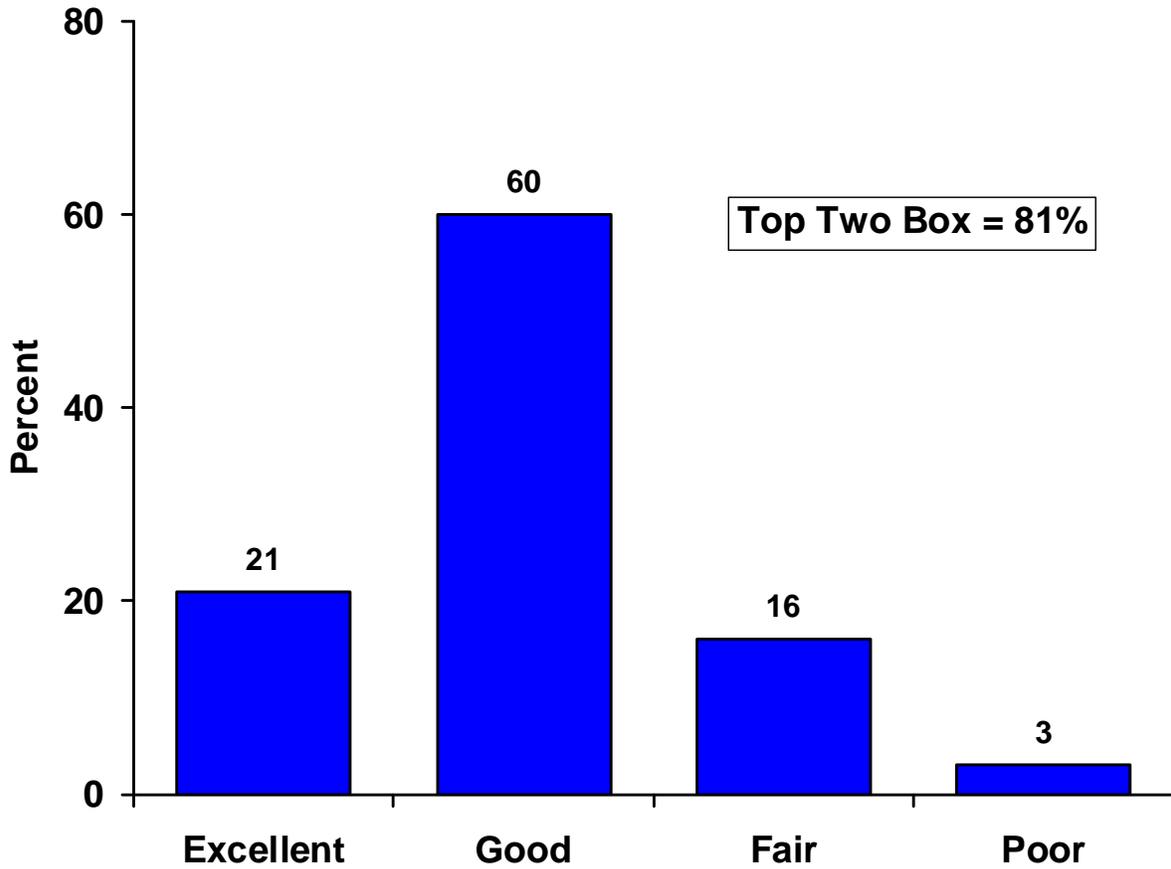
There are some notable changes from the last wave.

- Overall rating of code enforcement has increased significantly from 63% in 2008 to 72% in 2009.
- Overall rating of Handitran has declined significantly from 73% in 2008 to 56% in 2009. However, it is notable that this rating drop could be partly attributed to transitional changes (e.g., automated scheduling system) implemented in the first quarter of FY 2009, in addition to low usage of Handitran among residents (13%).

Consistent with these overall ratings, citizens are more likely than in the past to think that the City of Arlington is generally headed in the right direction. Four out of five residents (82%) feel the city is headed in the right direction. This rating has increased significantly from 75% in 2008 to 82%, the highest rating since 2004.

## Overall Rating Of Arlington As A Place To Live

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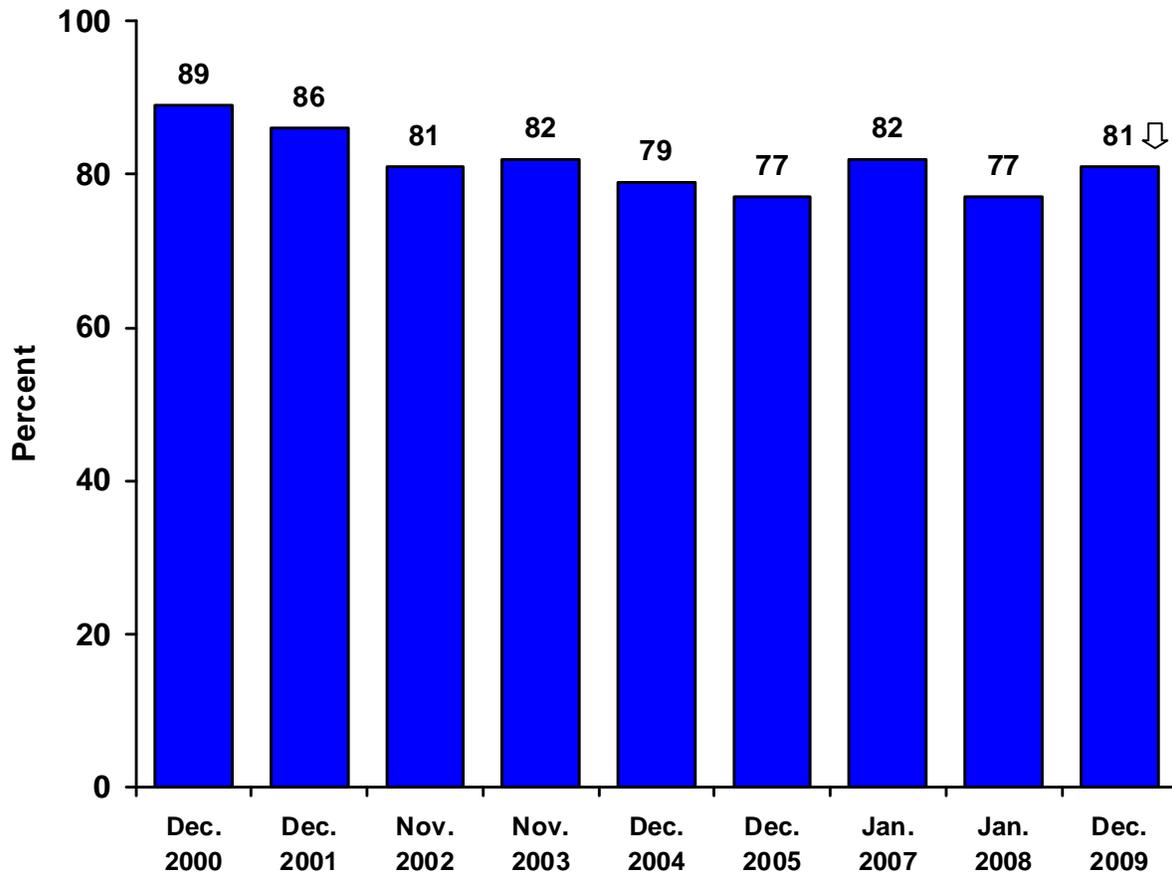


Question: Q1: "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (n=399)

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

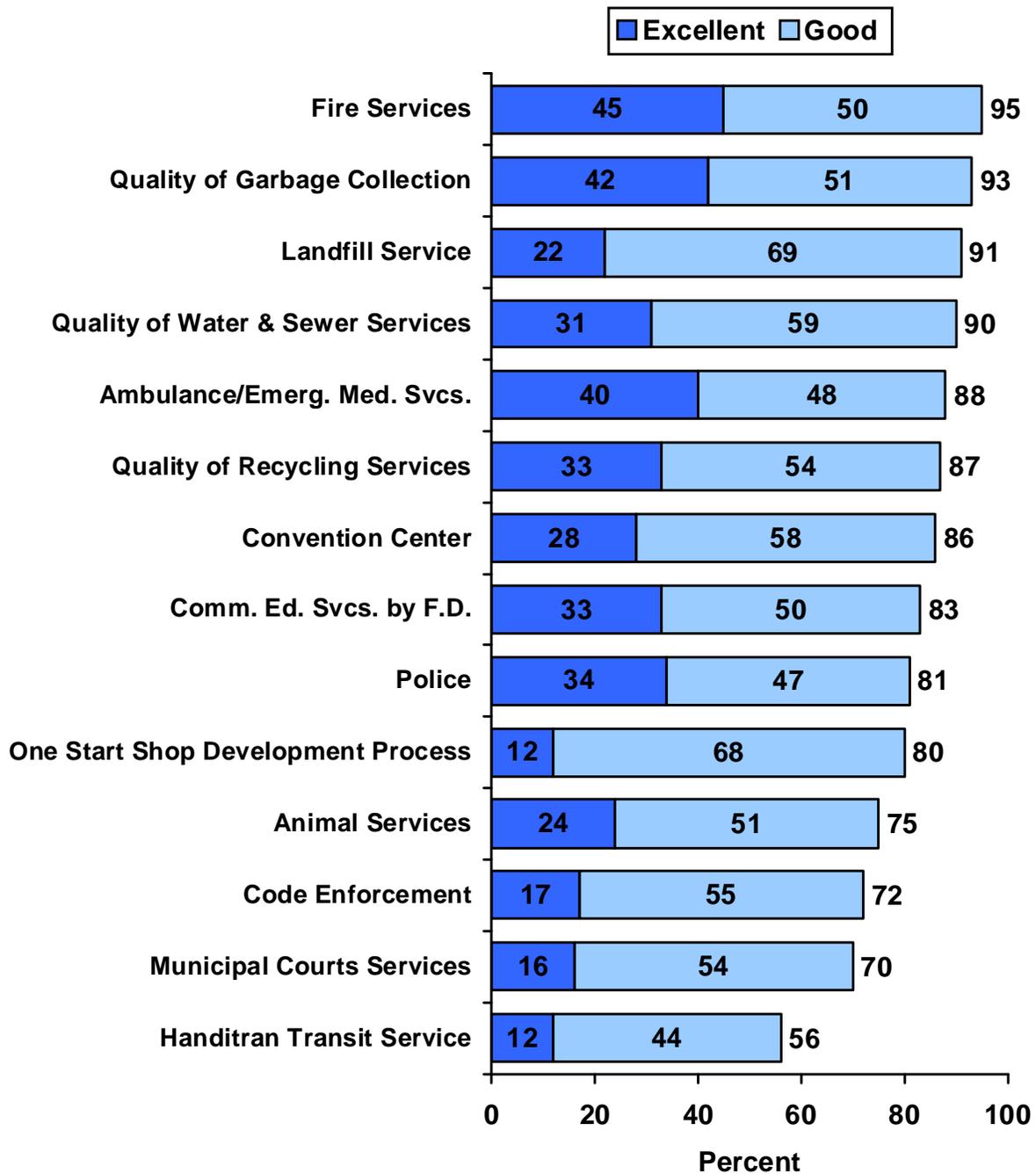


Question: Q1: "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

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; 2009 n=399)

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 2008**. 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.)

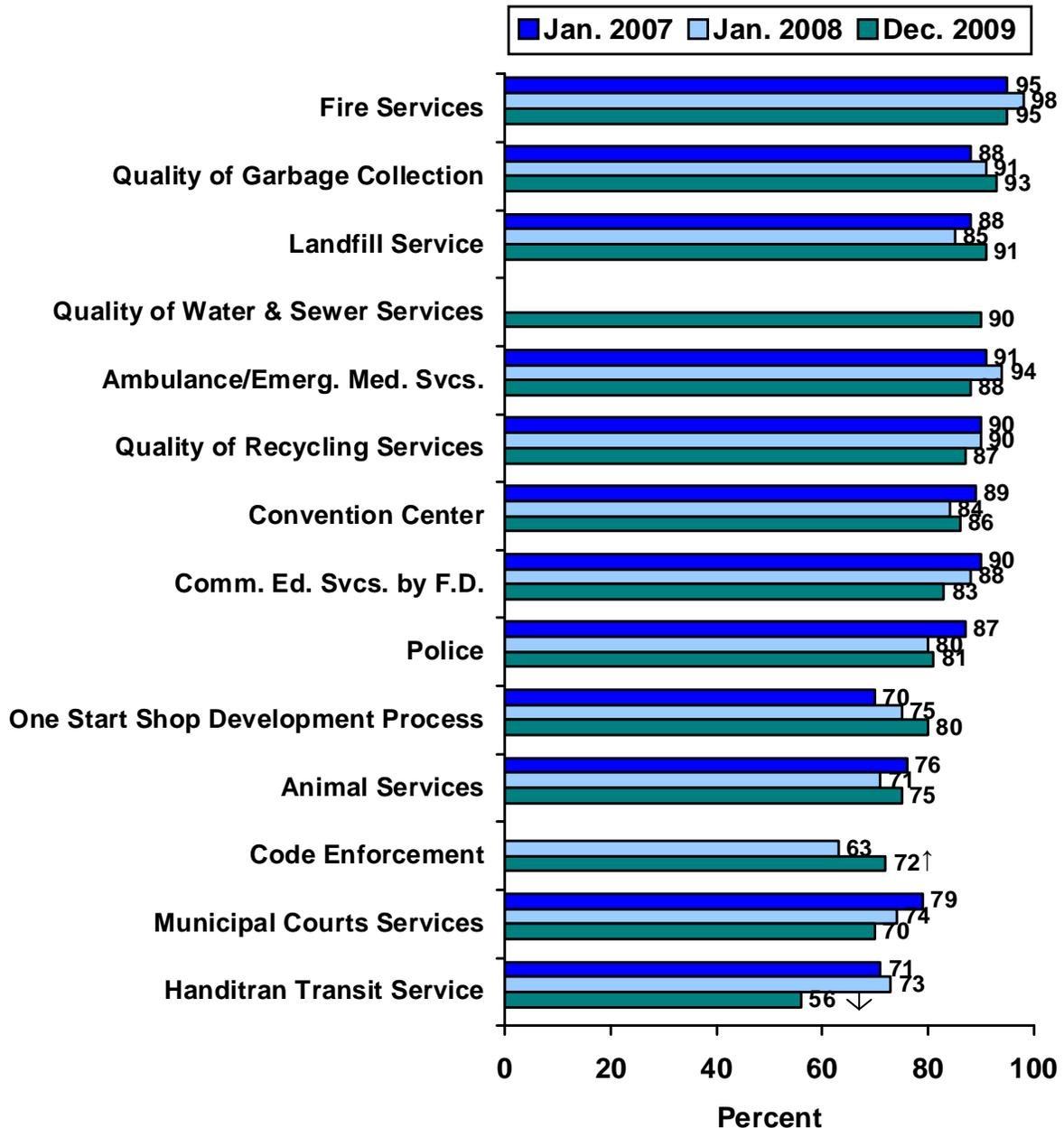
## Overall Ratings Of Arlington City Services By Users



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 – 3-Wave Trend\* (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)

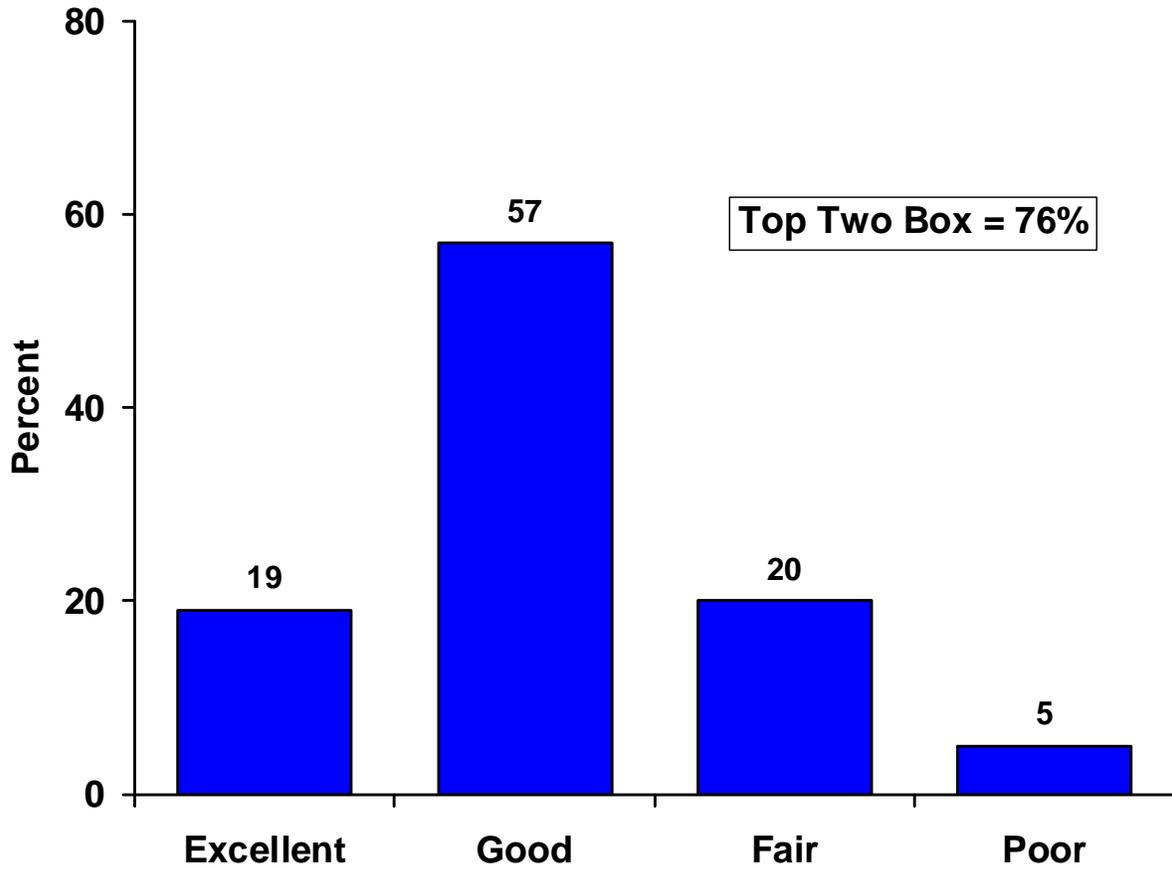
\* Trend charts by City services since 2000 are included in the Appendix.

\*\* Added in 2009.

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 2008*. 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 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?"

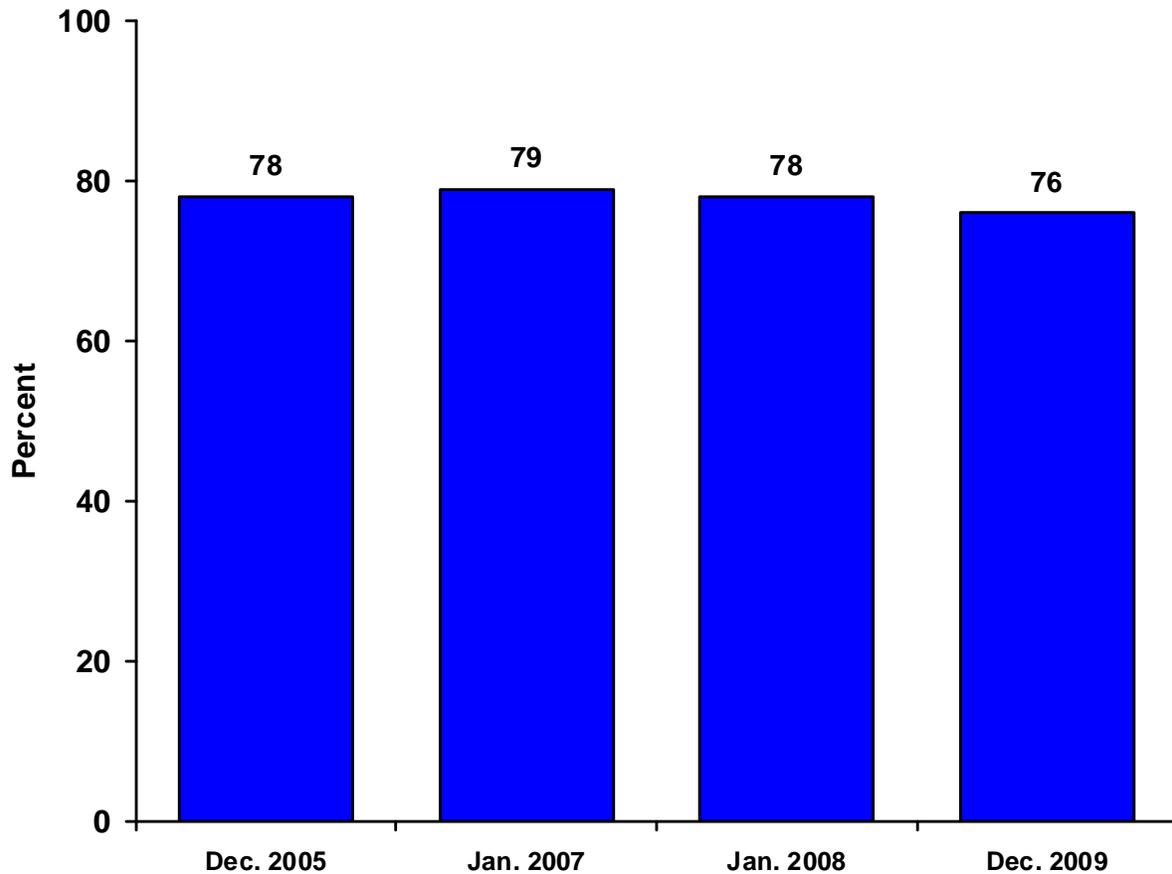
Base: Total respondents, excluding "don't knows." (n=382)

Note: This question asked beginning in 2005.

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## Overall Rating Of Customer Service By City - Trend (Top Two Box—Excellent/Good)

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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; 2009 n=382)

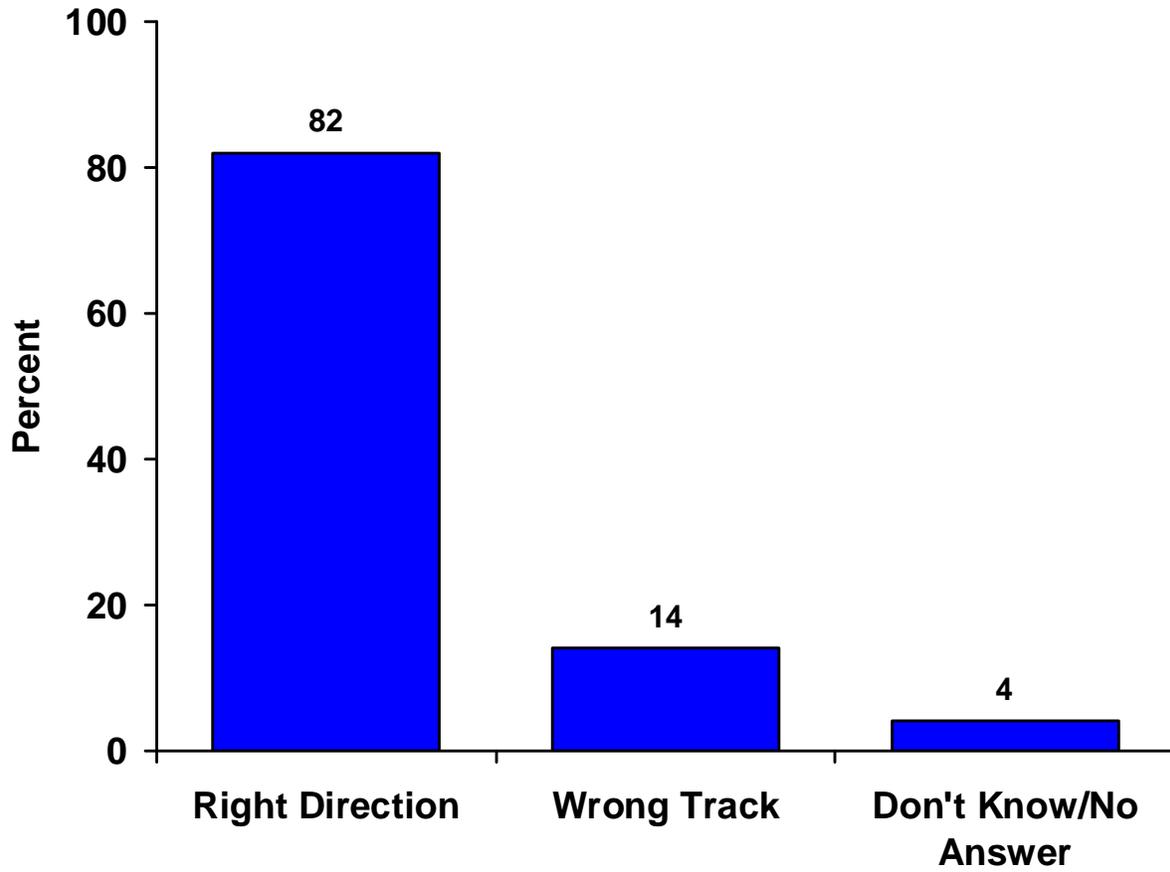
Note: This question asked beginning in 2005.

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 2008**. 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 The City Of Arlington In Terms Of Direction

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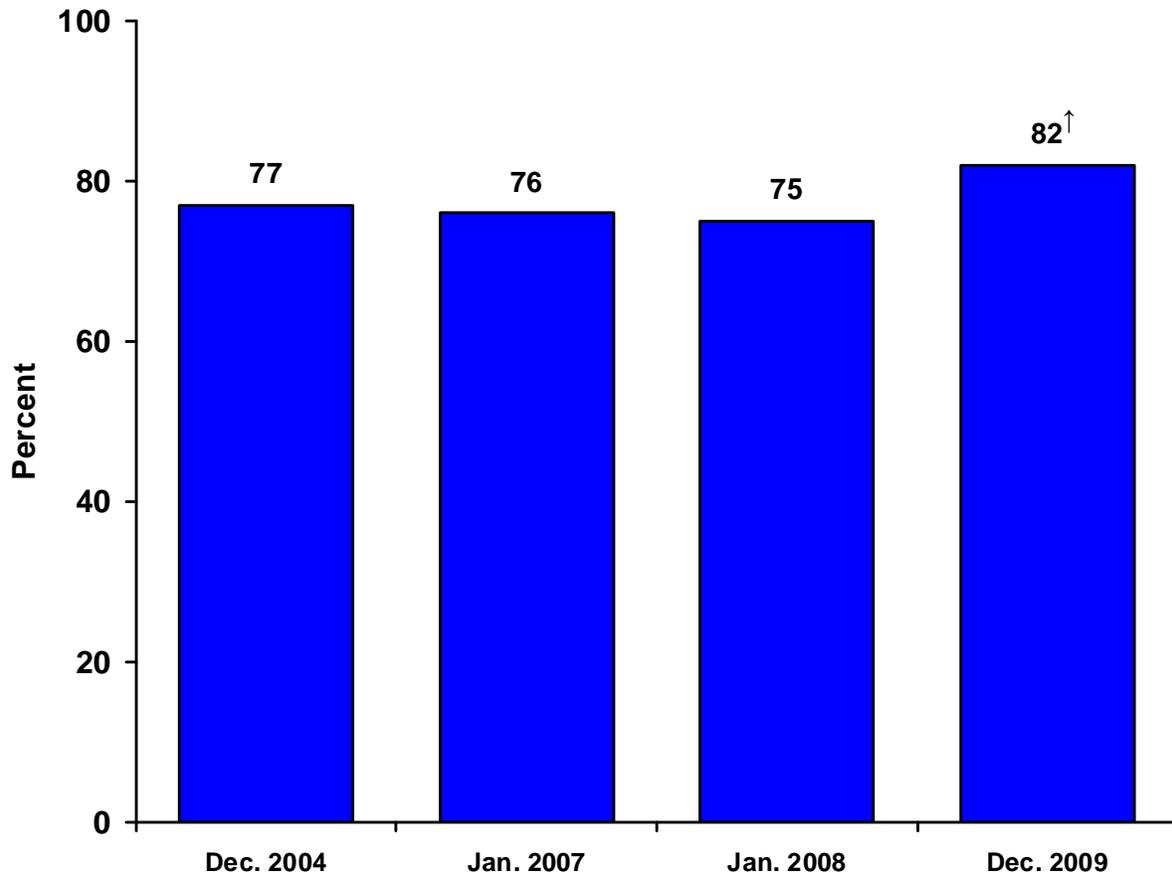


Question: Q23: "Overall, do you feel that the City of Arlington is generally headed in the right direction or on the wrong track?"

Base: Total respondents. (n=400)

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## Overall Rating Of The City Of Arlington – Trend ("Right 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. (2004 n=441; 2007 n=445; 2008 n=437; 2009 n=400)

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 2008**. 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

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Arlington residents continue to rate their neighborhoods moderately high in terms of quality of life, same as in 2008 (77% “excellent” or “good”).

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

However, compared to 2008, there are significant *improvements* in citizens’ perceptions of neighborhood problems. The areas that indicated improvements are:

- Property cleanliness and maintenance
- Weeds and unmowed grass
- Neighborhood gangs
- Violent crime
- Graffiti
- Vehicles parked in yards
- Condition of parks and park facilities
- Dilapidated buildings and houses.

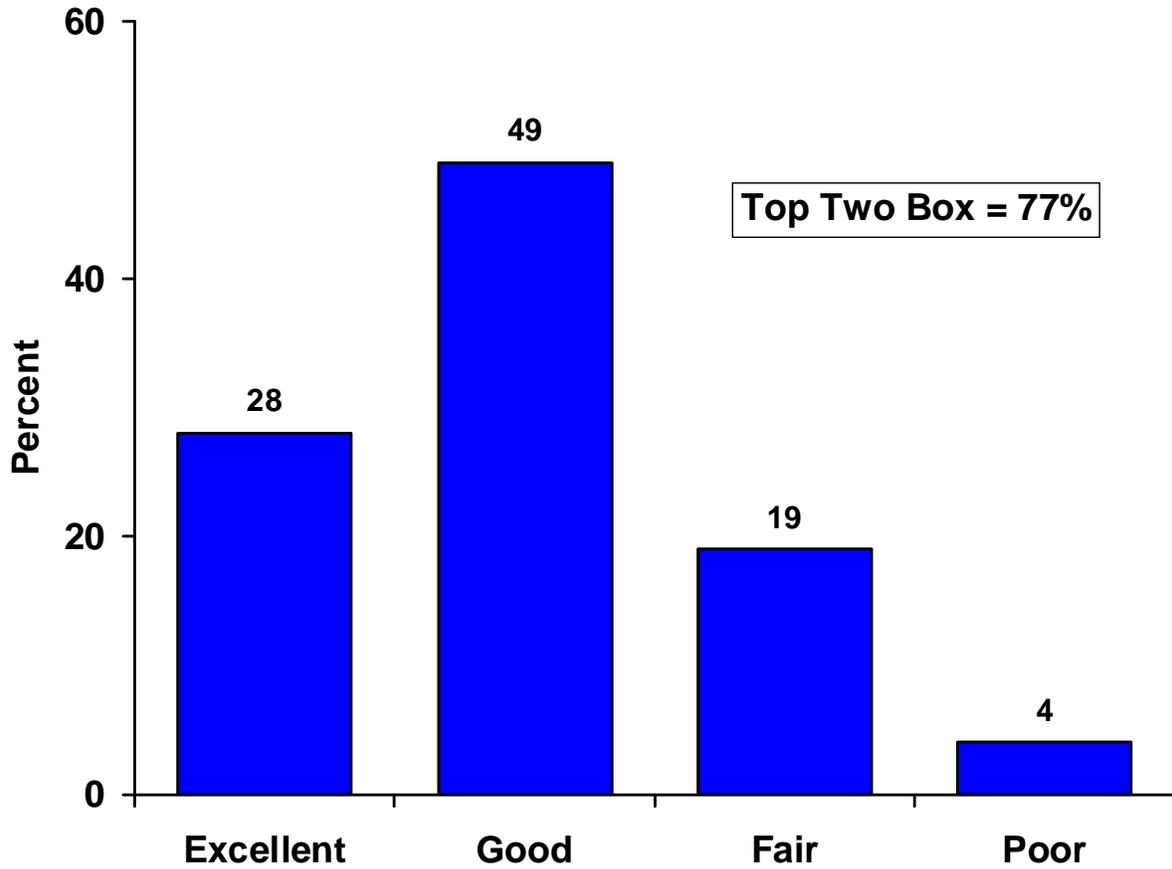
Overall sense of safety in neighborhoods and in Arlington appears to be positive in general. Neighborhoods in Arlington continue to be rated very safe for walking alone during the day (very safe 74% or somewhat safe 22%), though much lower at night, as only one out of three residents say they would feel very safe walking alone in their neighborhood at night. Not surprisingly, residents feel most unsafe walking in Arlington business areas at night. However, it is notable that a top-two-box safety rating of business area at night has declined significantly since the last wave (from 61% very/somewhat safe in 2008 to 53% in 2009).

The vast majority of residents (85%) report that neither they, nor anyone in their household, have been the victim of any crime in the past 12 months. Of those who were a crime victim, most (85%) reported the crime to the police.

Although neighborhood gang activity is not perceived as a major problem, it is noteworthy that there seem to be general concerns about gang issues in Arlington. Slightly less than two out of three residents (63%) have heard of, or are aware of, gang problems in Arlington, and about one in five are concerned.

## Overall Rating Of Neighborhood As A Place To Live

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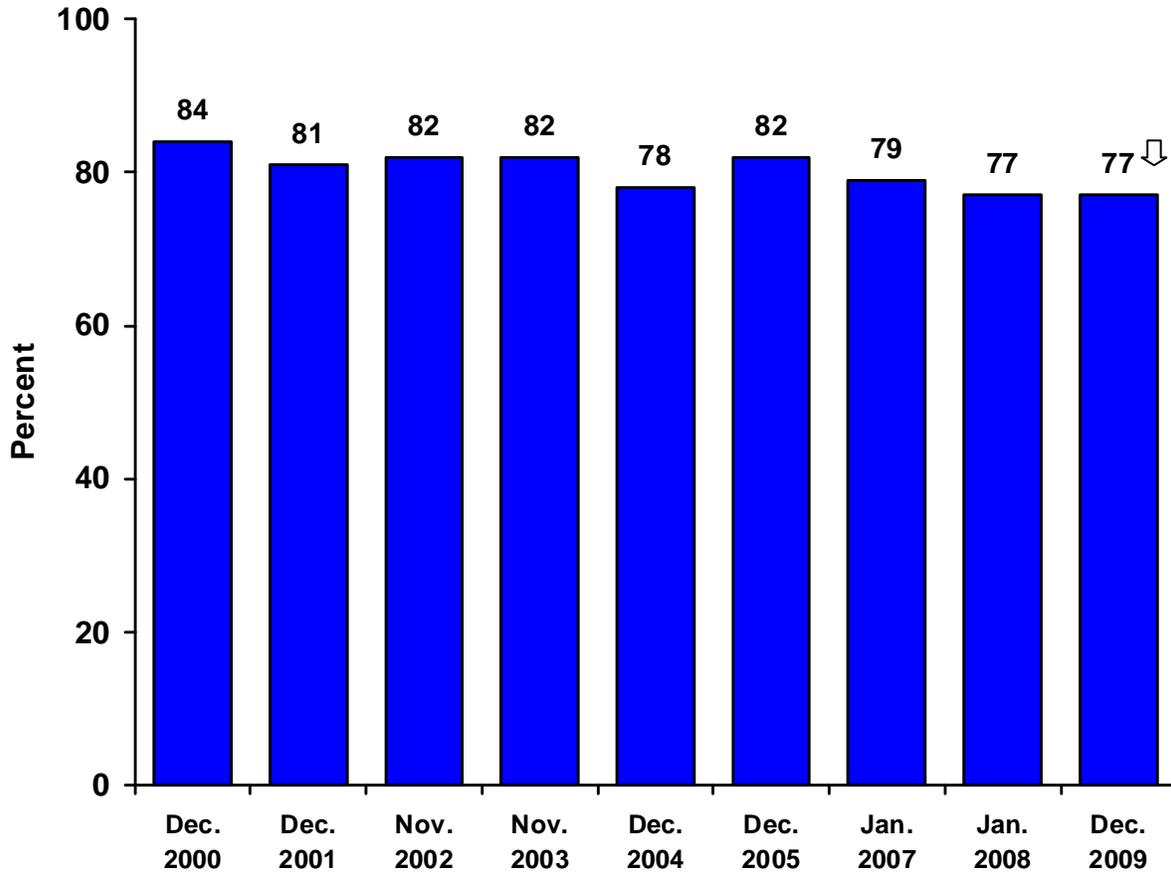


Question: Q2 "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows". (n=399)

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

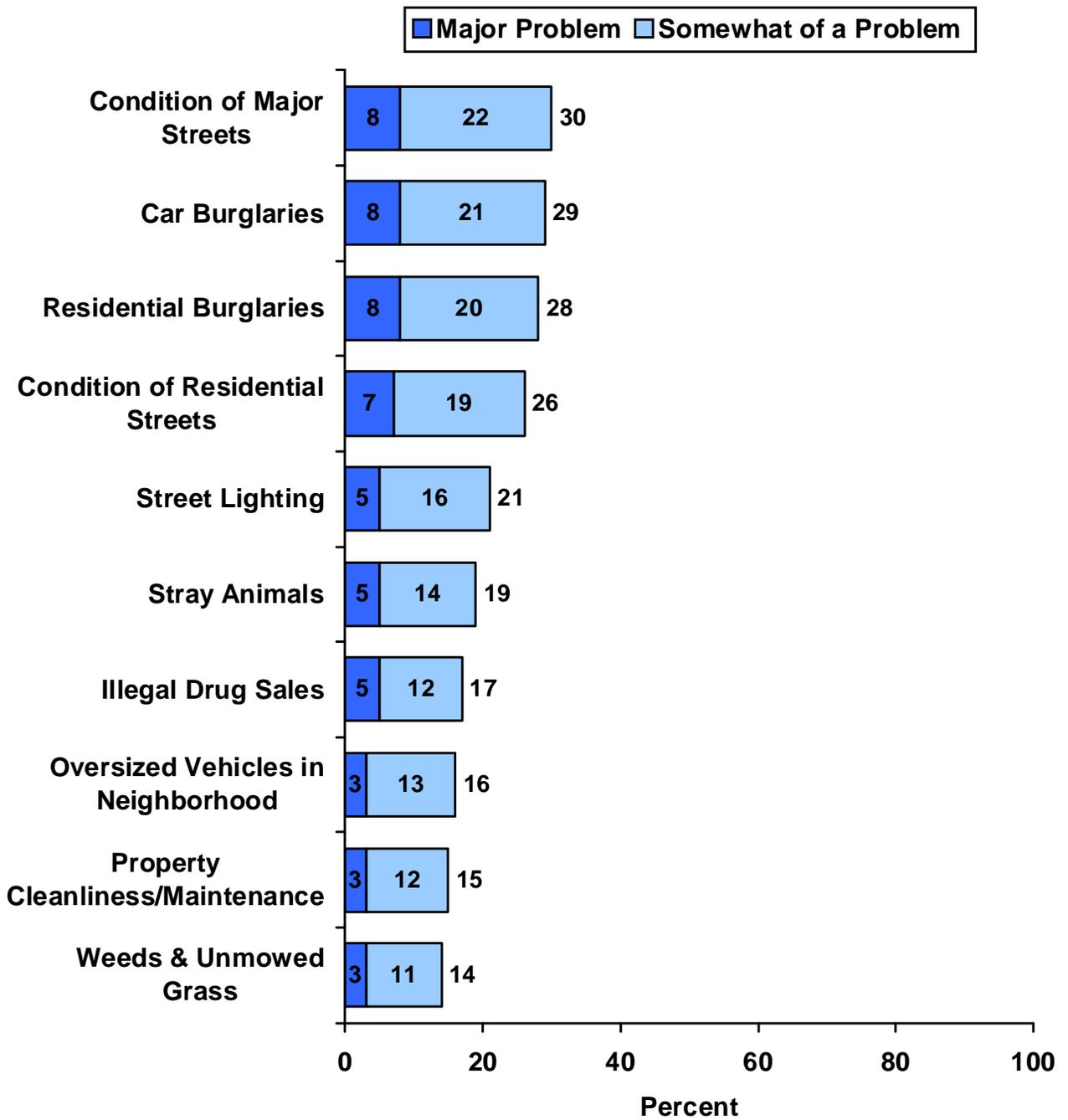


Question:Q2 “Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?”

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; 2009 n=399)

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 2008**. 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.)

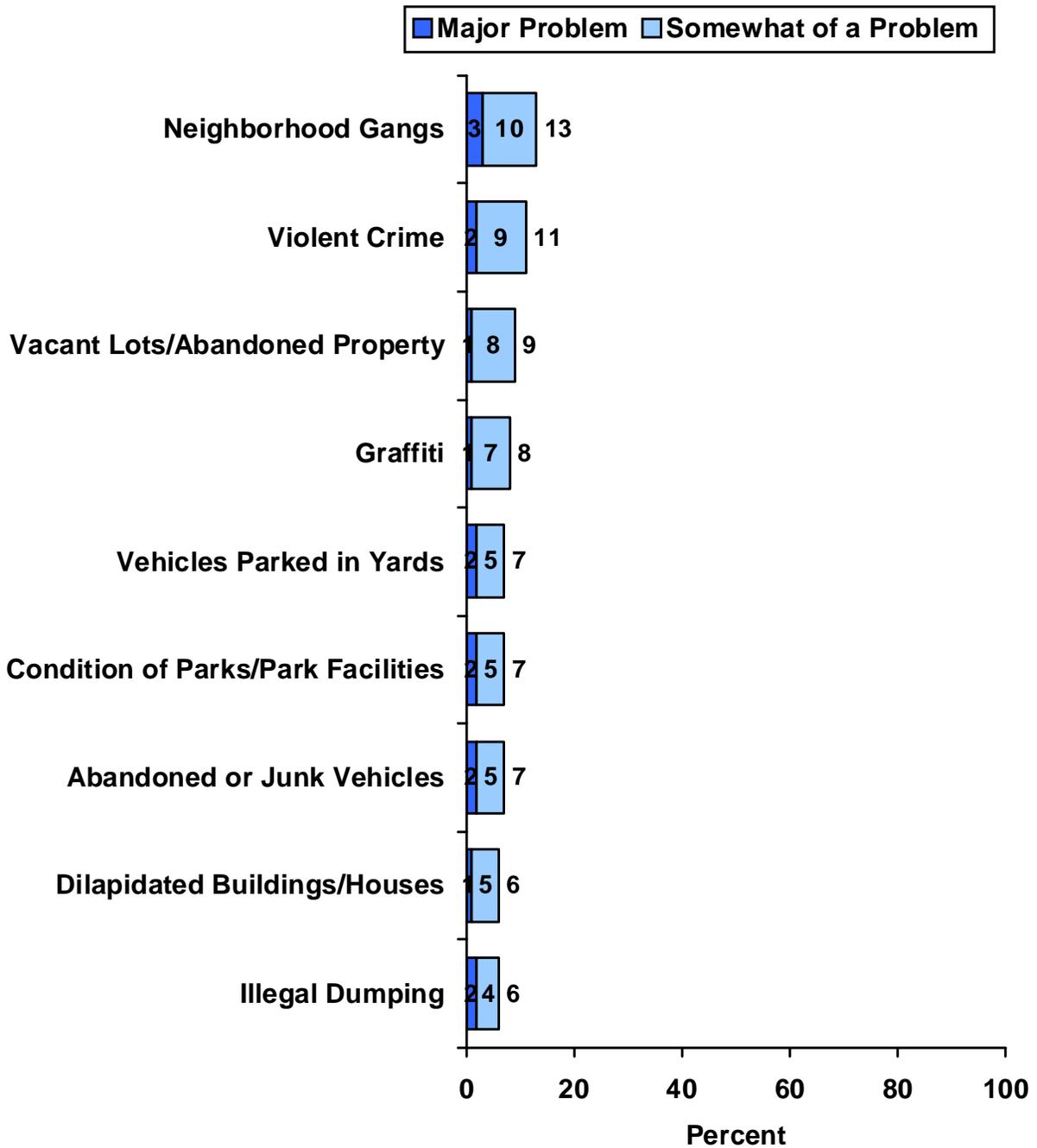
## Perceptions Of Neighborhood Problems



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## Perceptions Of Neighborhood Problems (Cont.)

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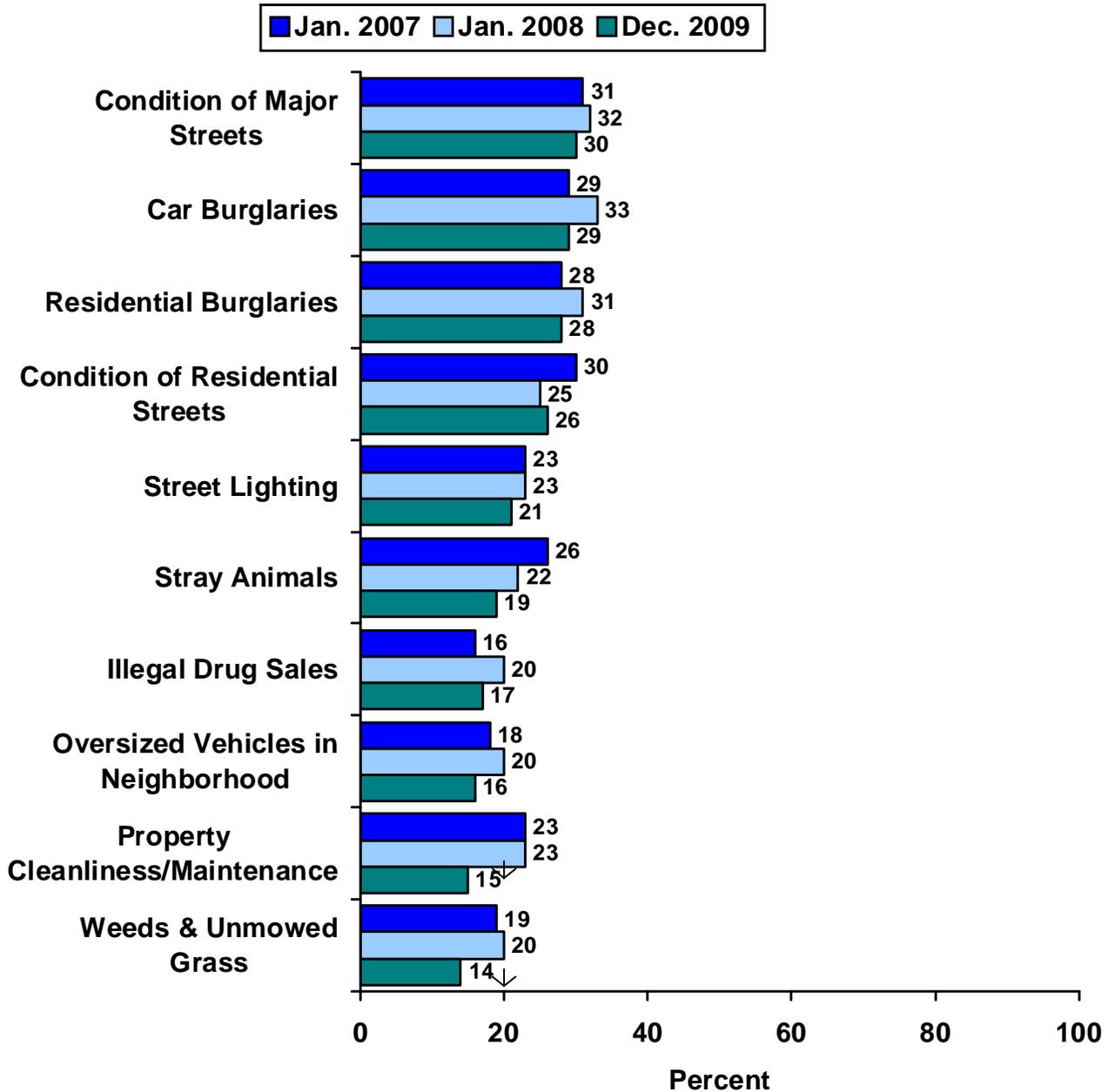


Question: Q3 "Thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, somewhat of a problem, only a small problem, or not a problem."

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

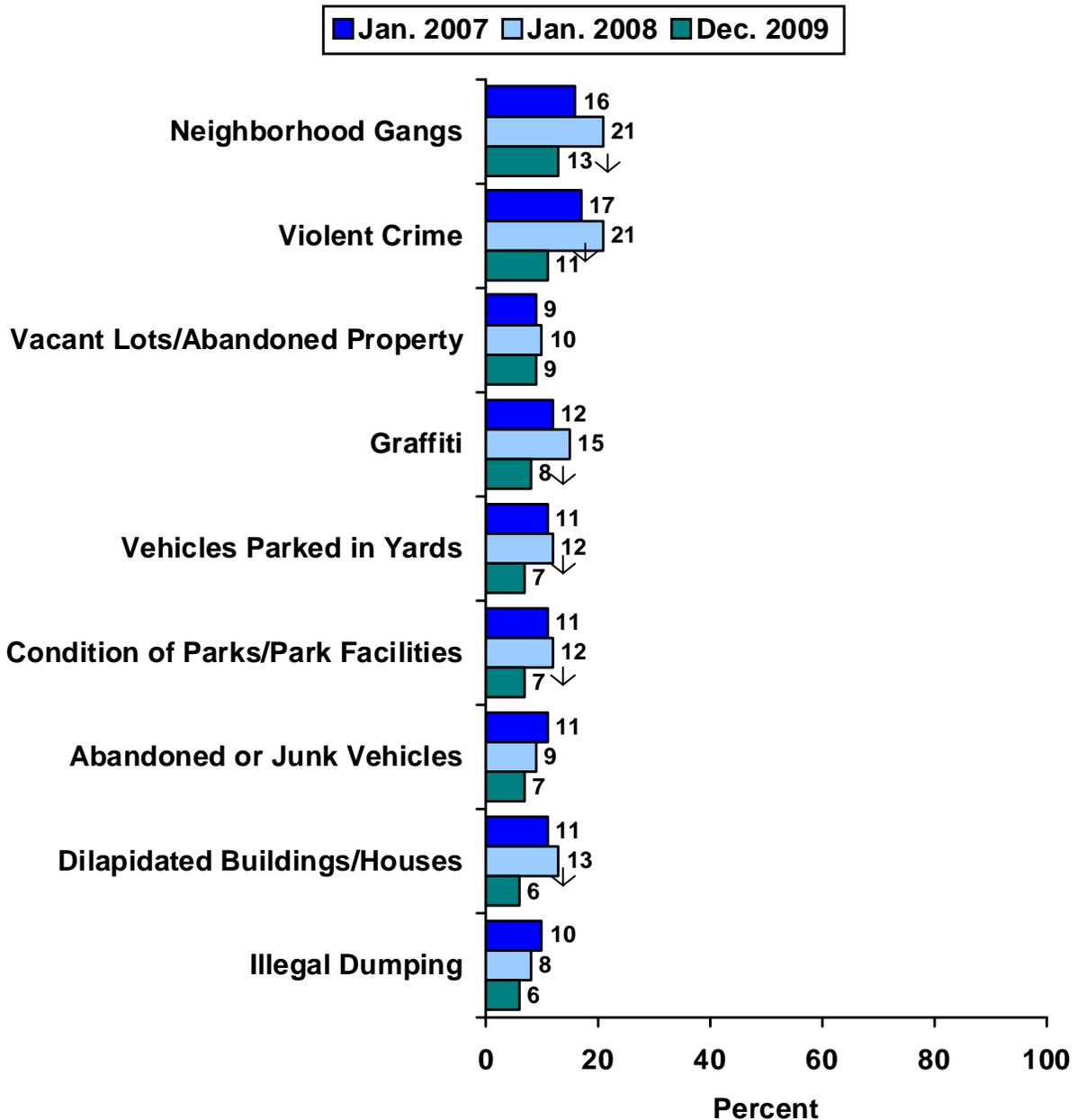
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## Perceptions Of Neighborhood Problems – 3-Wave Trend (Major/Somewhat Of A Problem)



(Continued)

## Perceptions Of Neighborhood Problems – 3-Wave Trend (Major/Somewhat Of A Problem) (Cont.)



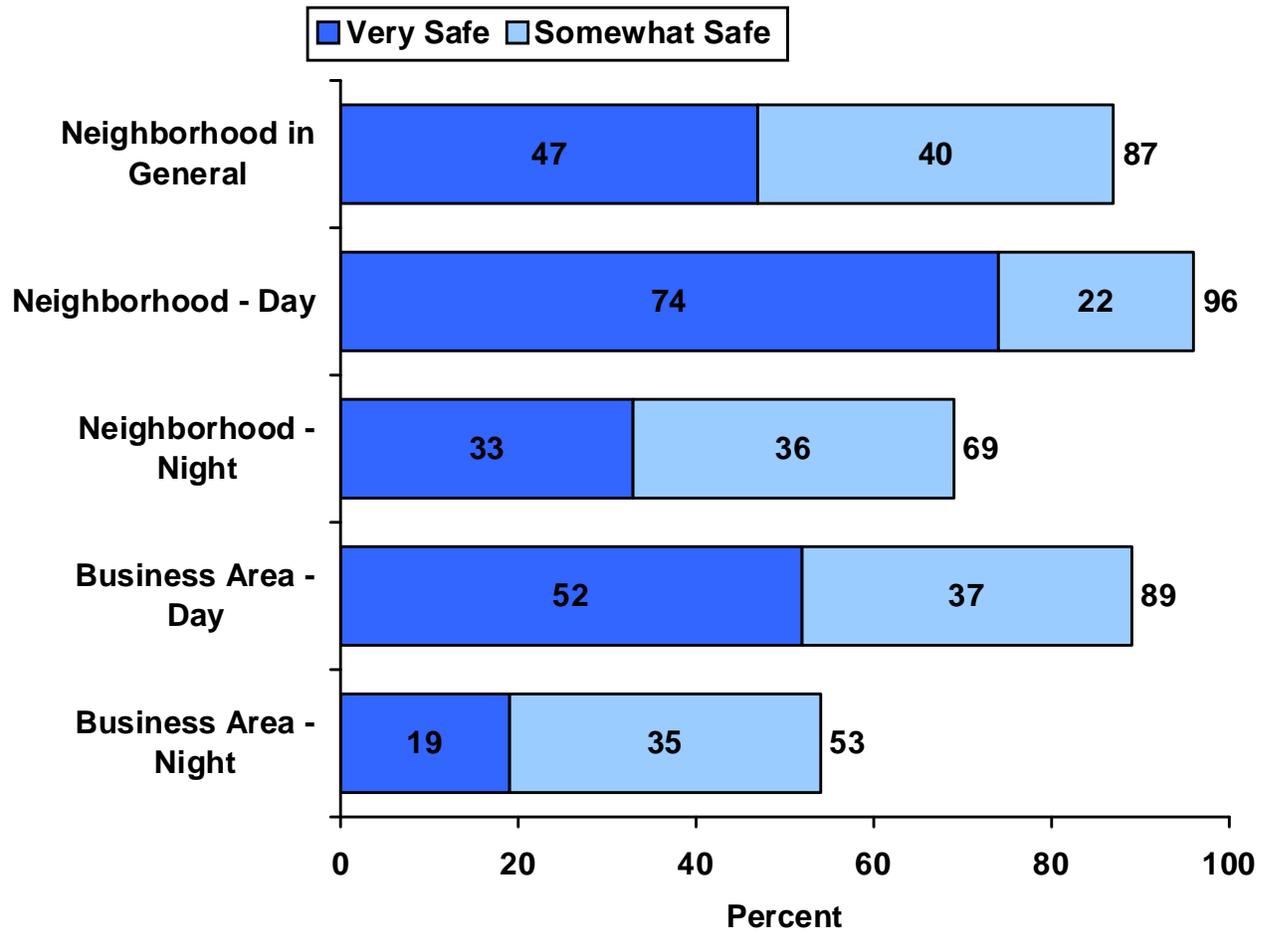
Question: Q3 “Thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, somewhat of a problem, only a small problem, or not a problem.”

Base: Total respondents, 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 2008*. 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.)

## Feeling Of Safety Walking Alone...

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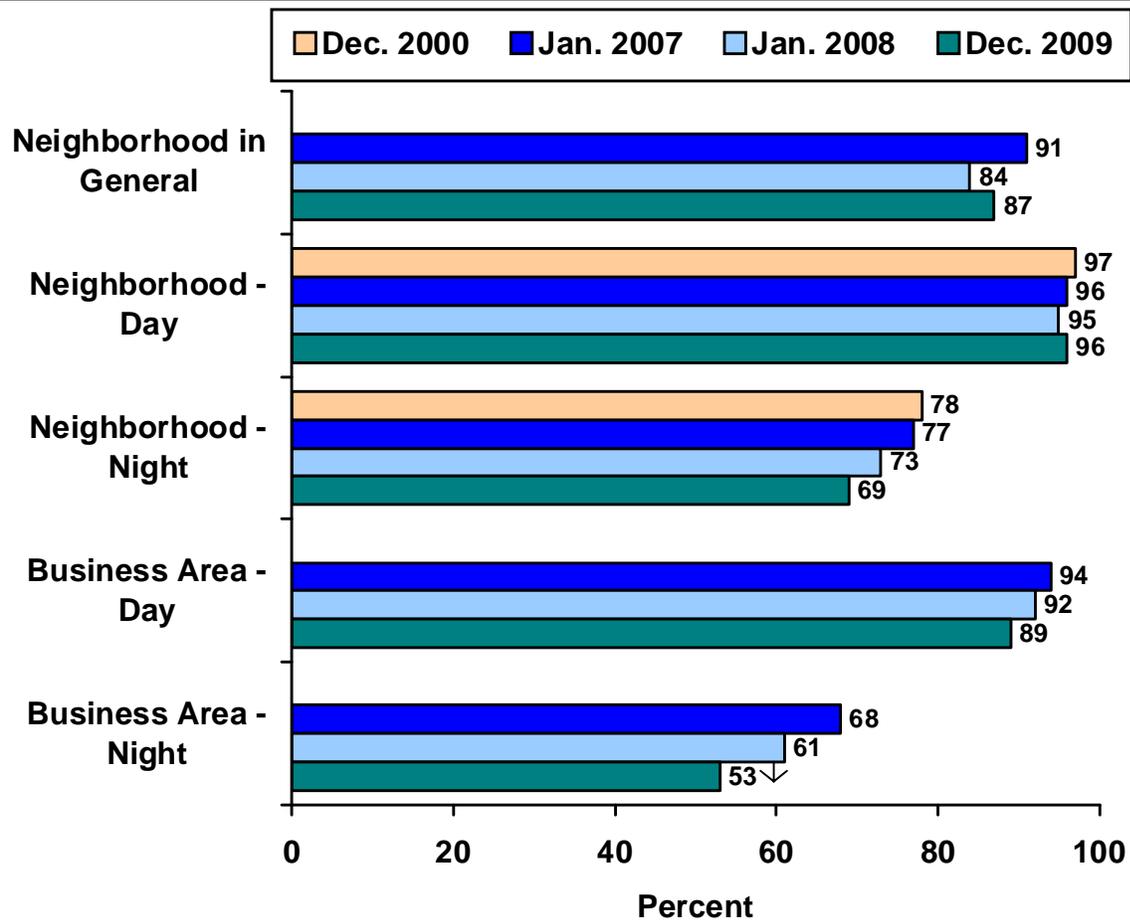
Question: Q19a/b/c/d/e "How safe would you feel walking alone in your neighborhood/business area in general/during the day/at night?"

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

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

(Top Two Box—Very Safe/Somewhat Safe)



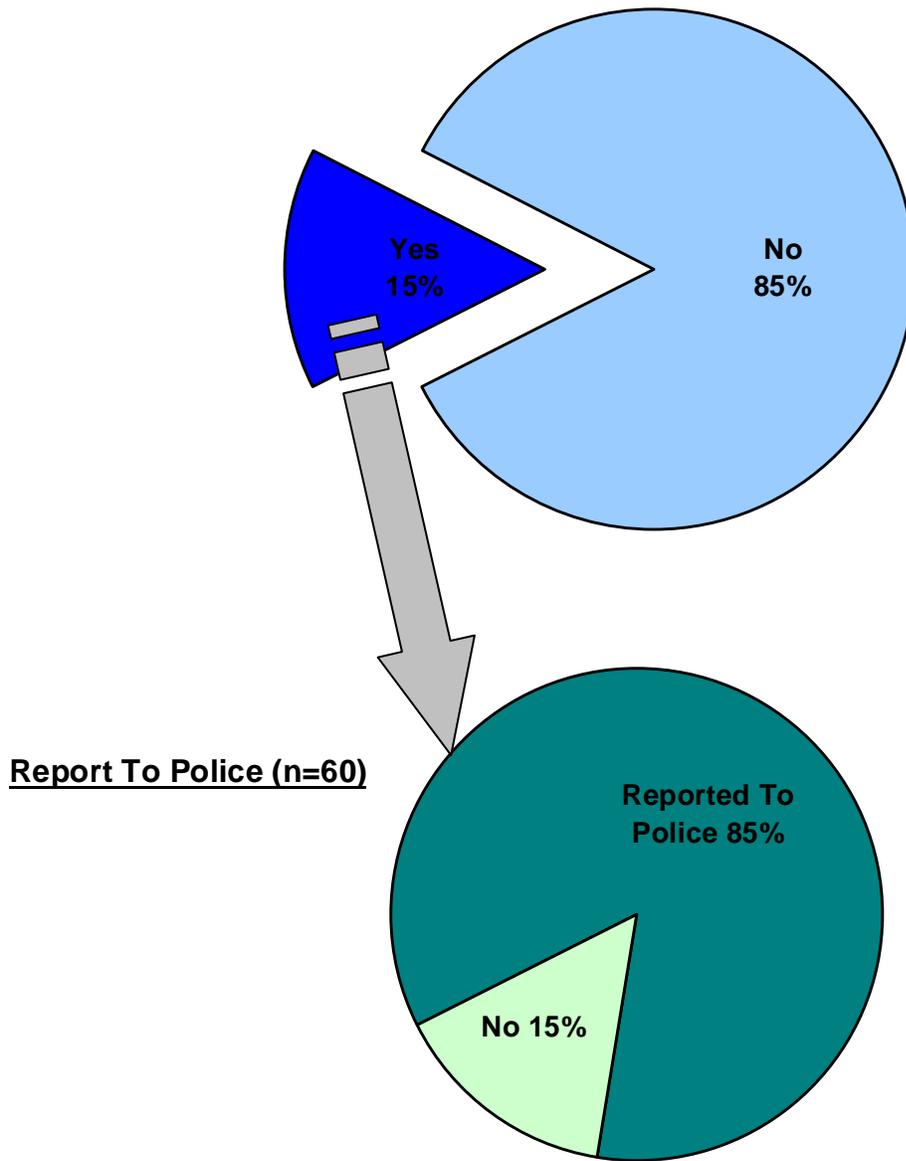
Question: Q19a/b/c/d/e “How safe would you feel walking alone in your neighborhood/business area in general/during the day/at night?”

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 2008**. 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.)

## Victim Of Crime In Past 12 Months

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Question: Q19f "**During the past 12 months**, were you or anyone in your household the victim of **any crime**?"  
Q19g "Did you report all of these crimes to the police?"

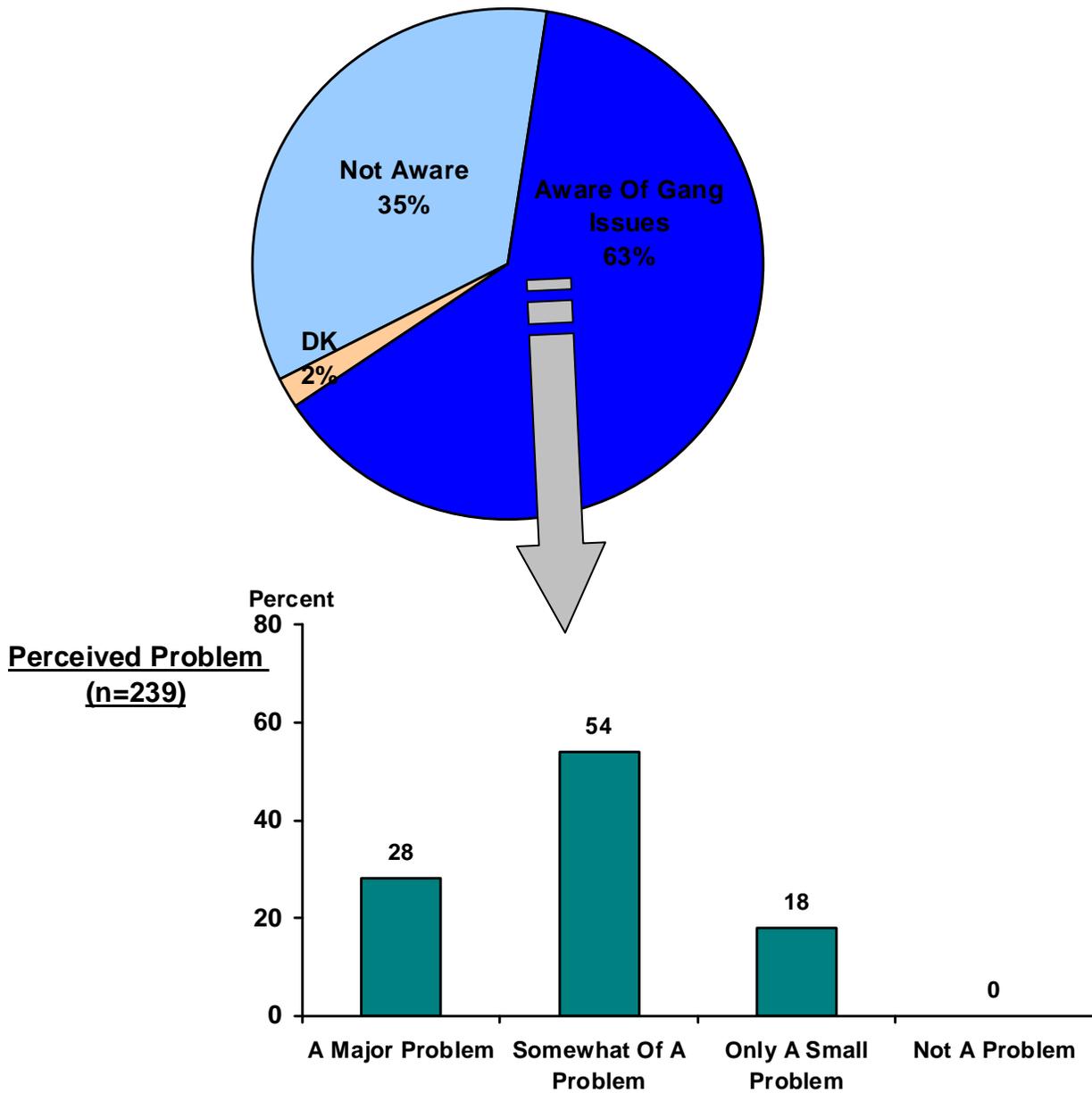
Base: Total respondents. (n=400)

Note: This question asked beginning in 2009.

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# General Perception Of Gang Issues In Arlington

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Question: Q19h "Have you **ever** heard of, or are you aware of, any **gang issues in Arlington**, even if you do not currently have any gang problems in your neighborhood?"  
Q19i "Would you say, in general, gang issues in Arlington are...?"

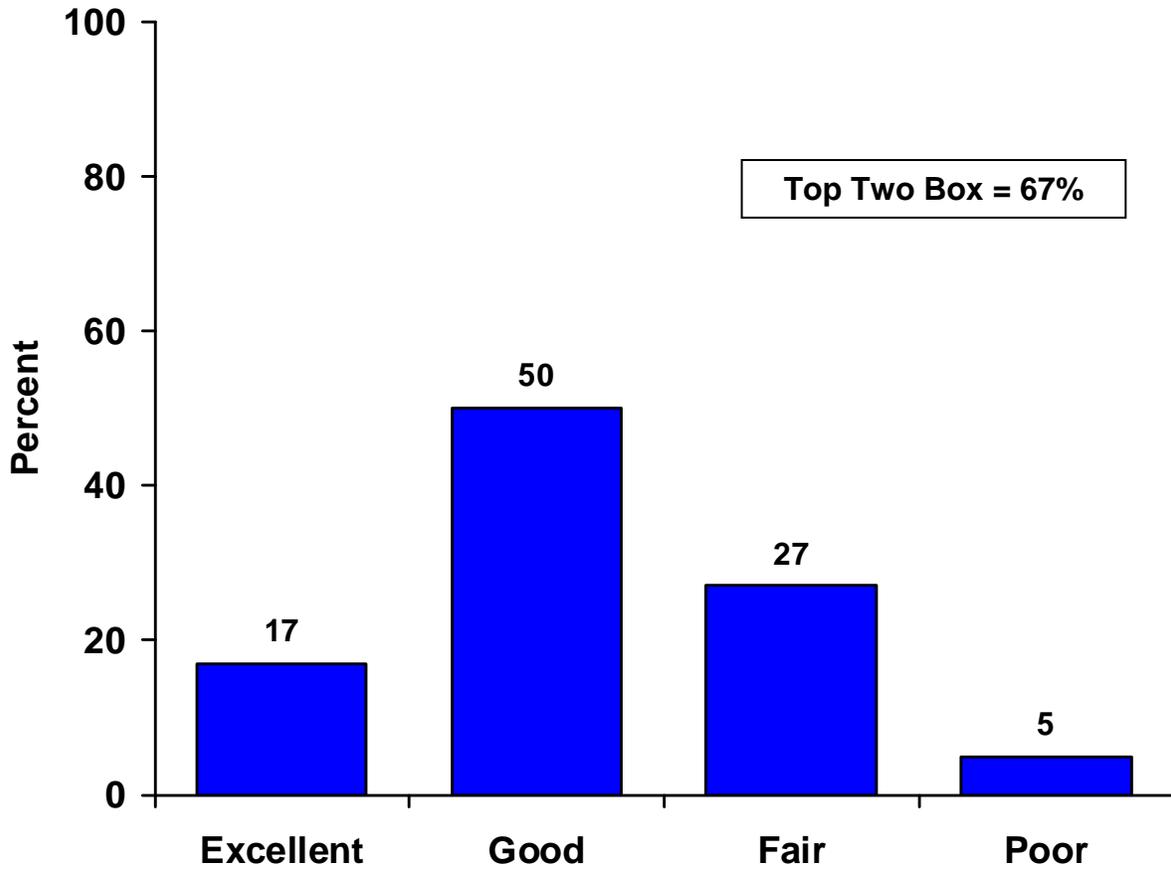
Base: Total respondents. (n=400)

Note: This question asked beginning in 2009.

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## Rating Availability Of Affordable Housing

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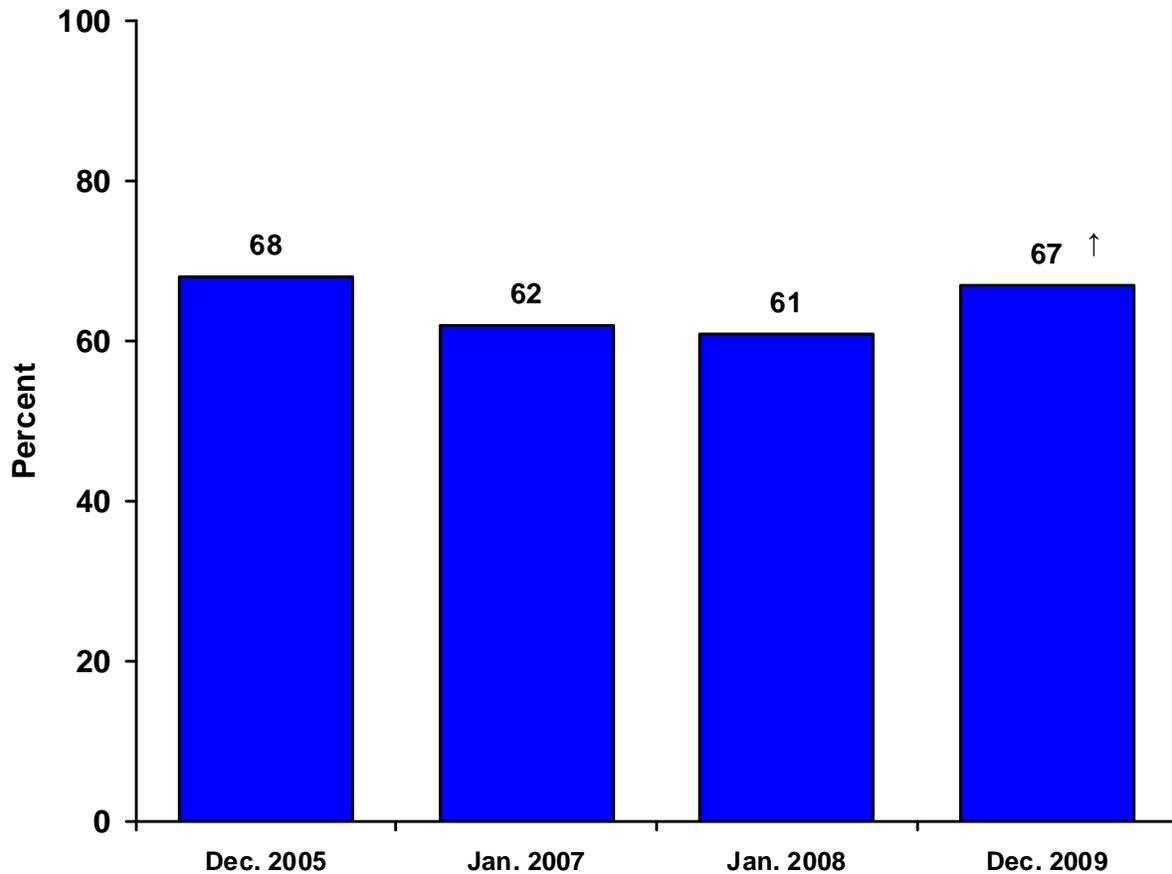
Question: Q18 "How would you rate the availability of affordable housing?"

Base: Total respondents. Excluding don't know/no answer (n=353)

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## Rating Availability Of Affordable Housing – Trend (Top Two Box—Excellent/Good)

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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; 2009 n=353)

Note: This question asked beginning in 2005.

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 2008**. 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 And Perceptions Of Specific Services And Facilities

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**Fire Department.** As noted earlier, the Arlington fire department continues to be rated very high. Virtually all residents who have contacted and used fire services rate the fire department “excellent” or “good” on quality of service, timeliness of service, and overall satisfaction. However, it is notable that rating of community education services by the fire department continue to show a downward trend (albeit not statistically significant), but still viewed positively among citizens.

**Ambulance/Emergency Medical Services.** Among users in the past 12 months, ambulance and emergency medical services are rated very high on quality of service and timeliness of service, with most (88%) feeling satisfied overall.

**Streets.** Streets in Arlington continue to be perceived generally as an area where there is much room for improvement. Some of the most needed areas for improvement include management of traffic flow (including traffic flow in the Entertainment District and management of traffic on the major thoroughfares during peak times), overall condition of streets and roads, and quality of street repair services.

However, compared to 2008, there are significant *improvements* in perceptions of streets in Arlington. The areas that indicated improvements are:

- Maintenance of medians and right-of-ways
- Street sweeping and cleaning
- Managing traffic on the major thoroughfares, not including highways, during peak traffic times.

**Parks/Recreation Facilities.** Residents in Arlington perceive the overall quality of parks and recreation facilities very positively, with top-two-box ratings of all attributes 80% or higher. Specifically, compared to 2008, there are significant *improvements* in citizens’ perceptions of parks and recreation facilities. The areas that indicated improvements are:

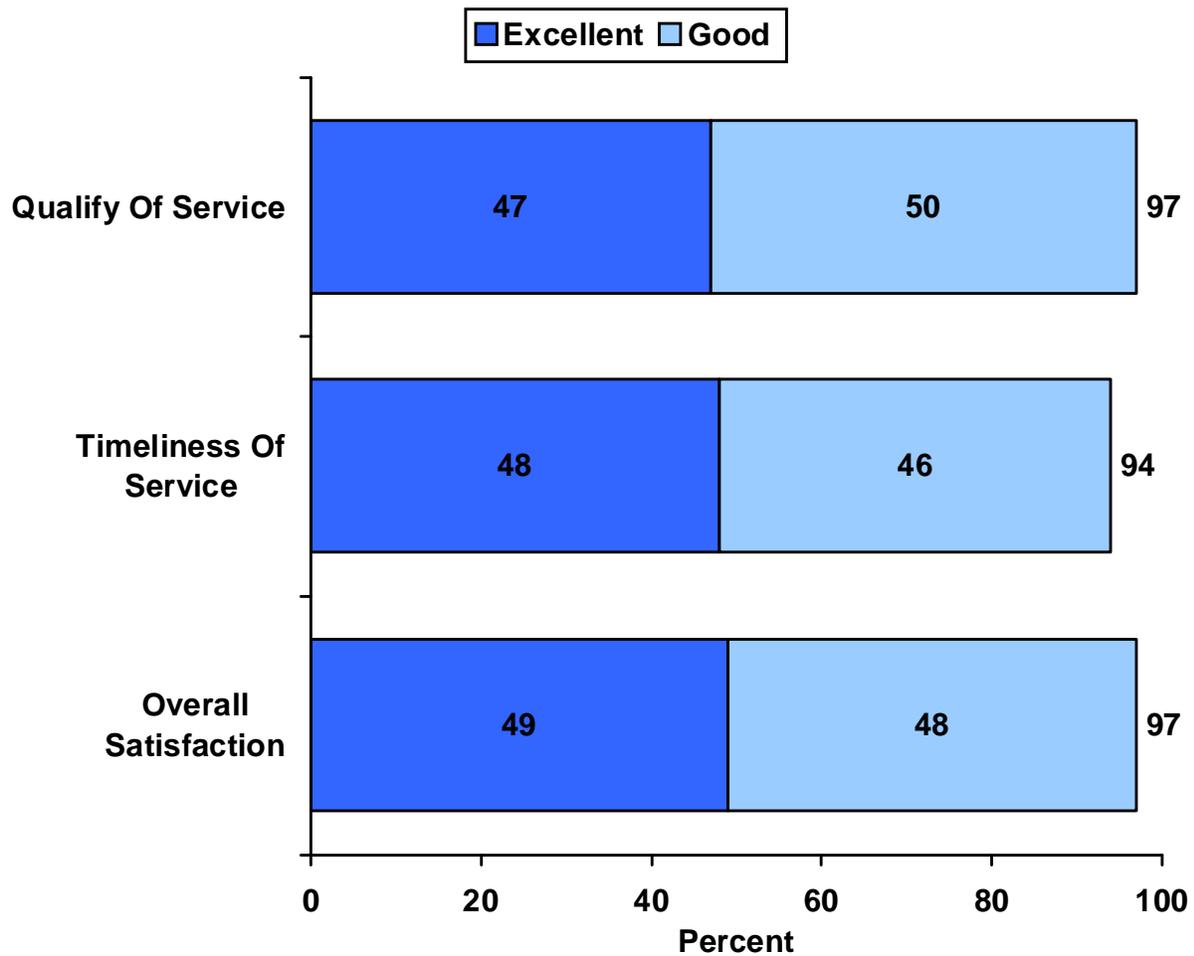
- Overall parks and recreation programs and facilities
- Quality and appearance of parks and recreation facilities or centers
- Safety of parks and recreation facilities.

**Library Services/Facilities.** Among users in the past 12 months, library services and facilities in Arlington continue to be rated very high, with top-two-box ratings of all attributes 85% or higher.

**Cowboys Stadium.** Overall satisfaction with the Cowboys Stadium is moderate (top-two-box rating of 69% with 32% “very satisfied” and 37% “somewhat satisfied”). The economy in Arlington is perceived to be most positively impacted after the stadium opened, followed by public safety. Meanwhile, traffic surrounding the stadium is perceived to be impacted most negatively, followed by surrounding neighborhoods.

## Ratings Of Fire Services By Users

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Question: Q11a "Now, thinking about **fire services** that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

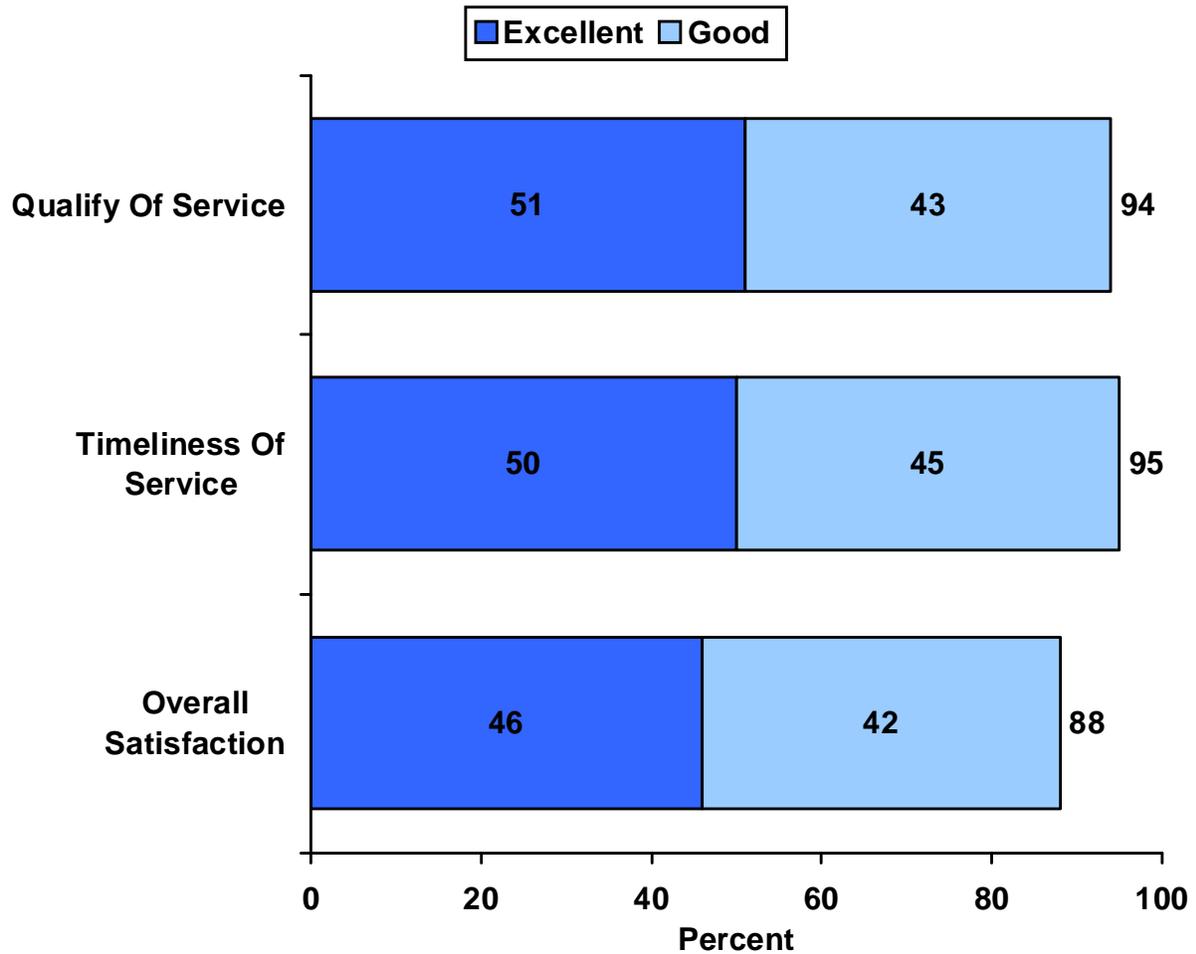
Base: Respondents who have used Fire Services in the past 12 months, excluding "don't knows". (Base Varies)

Note: This question asked beginning in 2009.

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## Ratings Of Ambulance/Emergency Medical Services By Users

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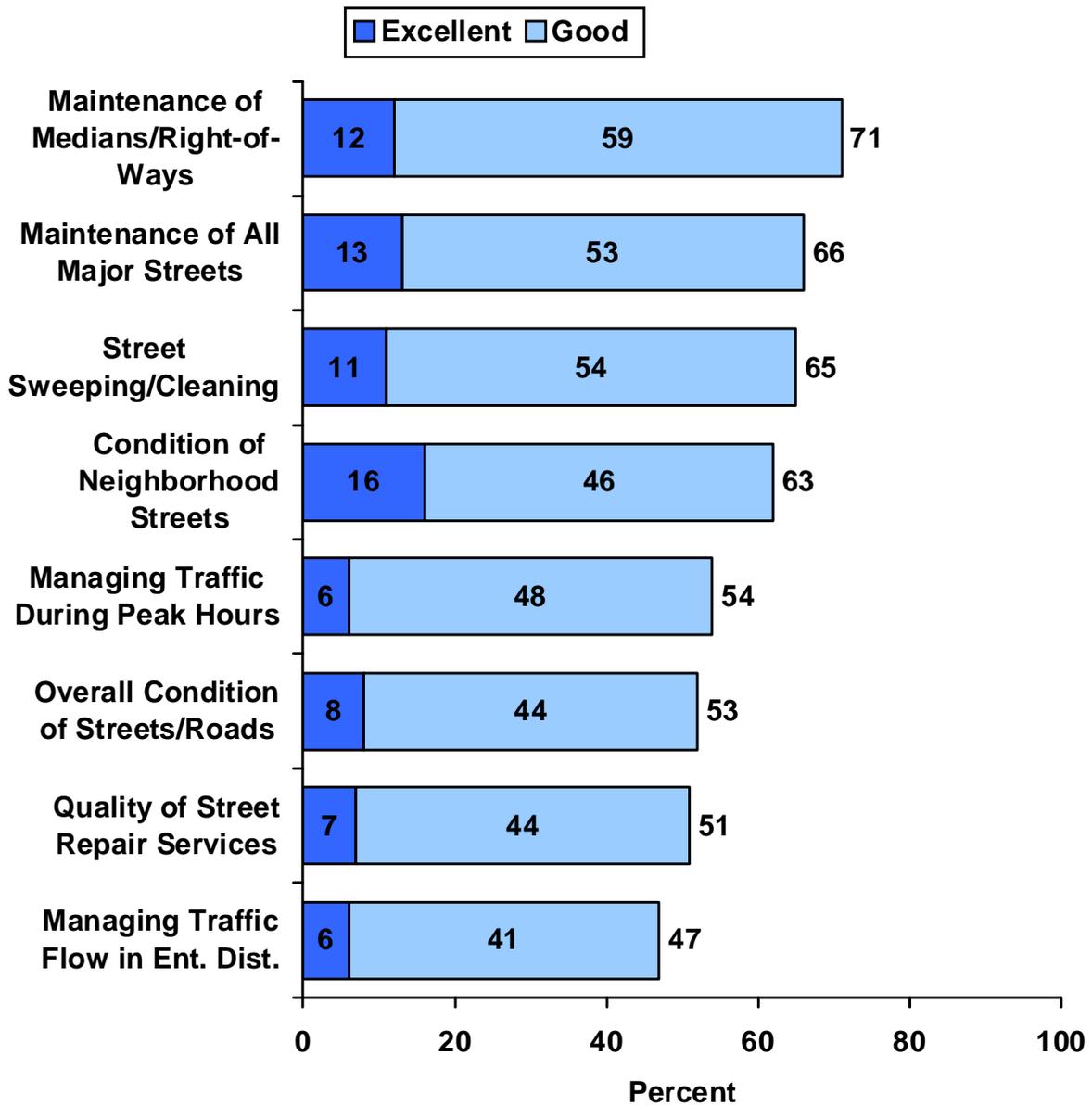
Question: Q11b "Now, thinking about **ambulance services or emergency medical services** that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

Base: Respondents who have used ambulance services/emergency medical services in the past 12 months, excluding "don't knows". (Base Varies)

Note: This question asked beginning in 2009.

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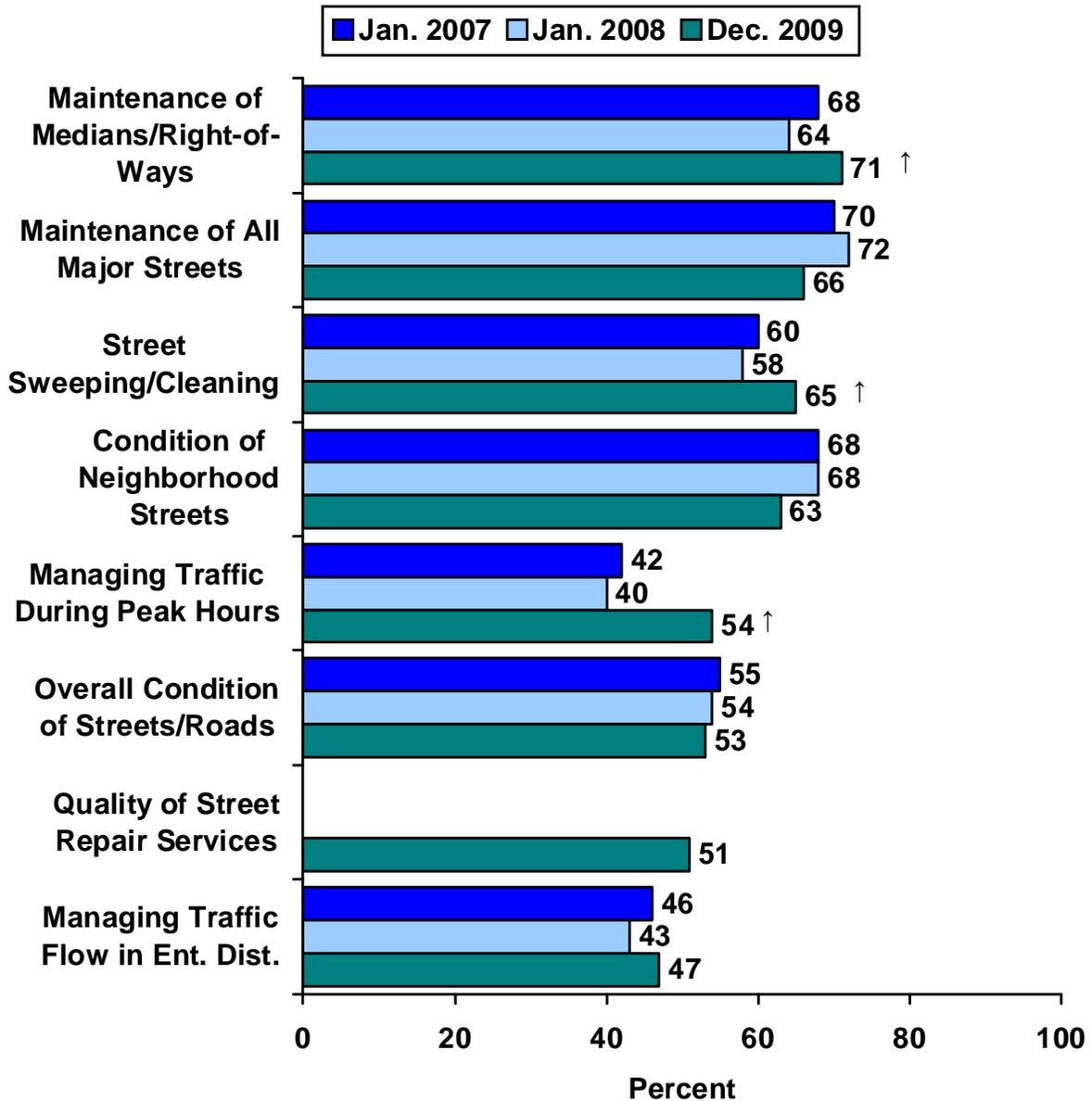
## Ratings Of Streets By Attribute



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 – 3-Wave Trend\* (Top Two Box—Excellent/Good)



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

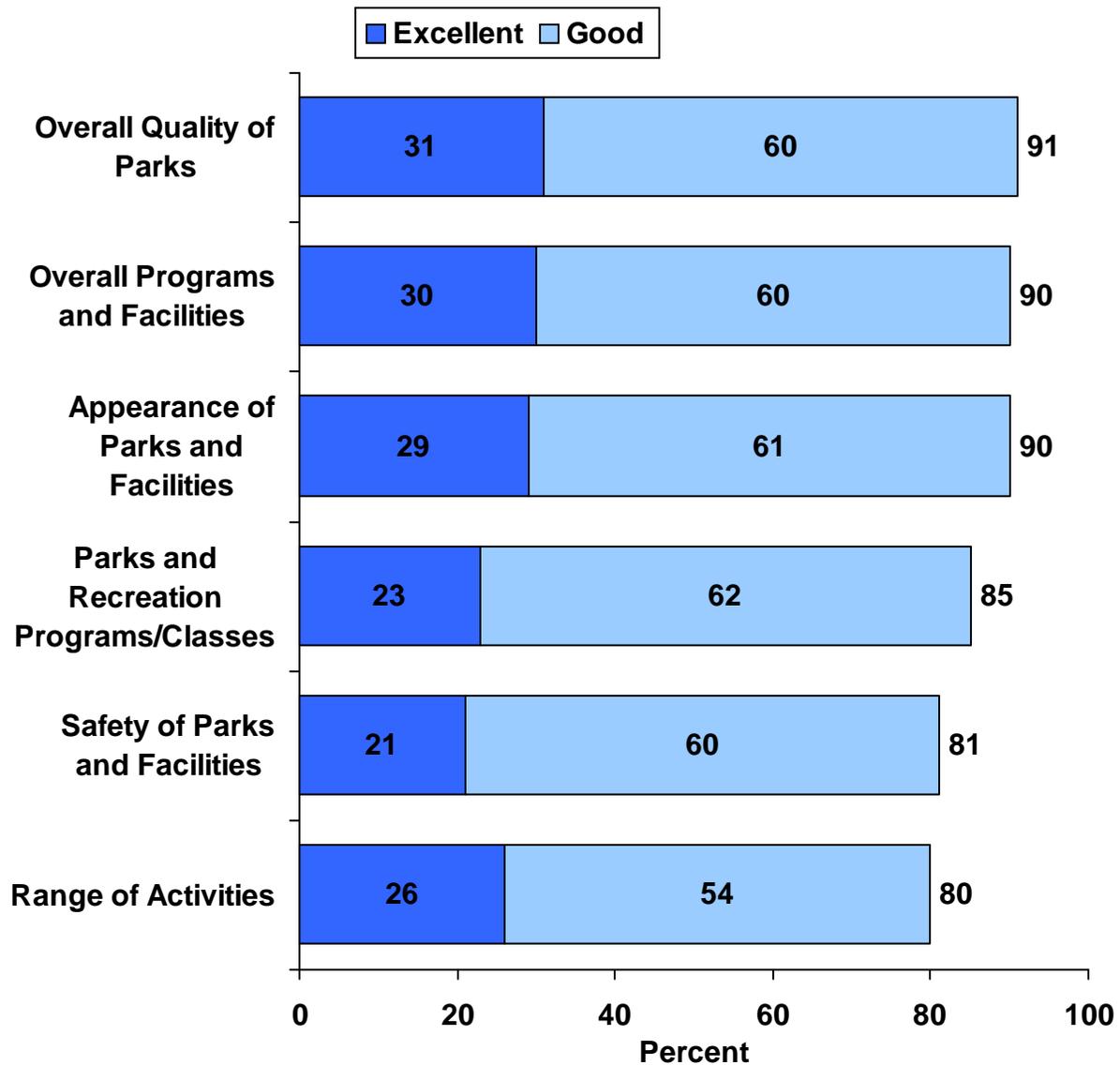
Base: Total respondents, excluding “don’t knows.” (Base Varies)

\* Trend charts by attribute since 2000 are included in the Appendix.

\*\* Added in 2009

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 2008*. 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.)

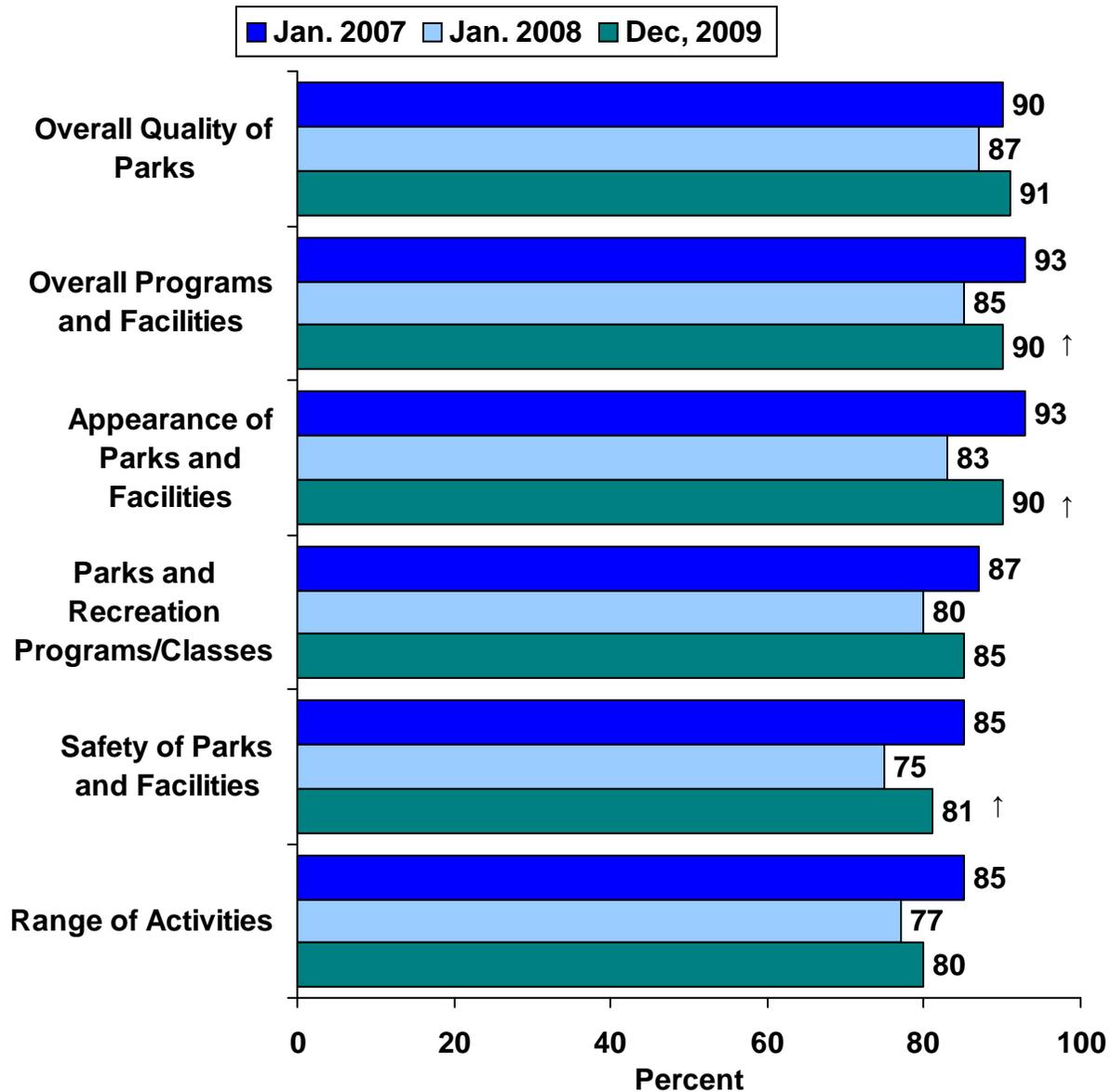
## Ratings Of Parks And Recreation Facilities



Question: Q12a "Now, thinking about the Arlington parks and recreation facilities, please rate each of the following, using a scale of "excellent", "good", "fair", and "poor".

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

## Ratings Of Parks And Recreation Facilities – 3-Wave Trend (Top Two Box—Excellent/Good)



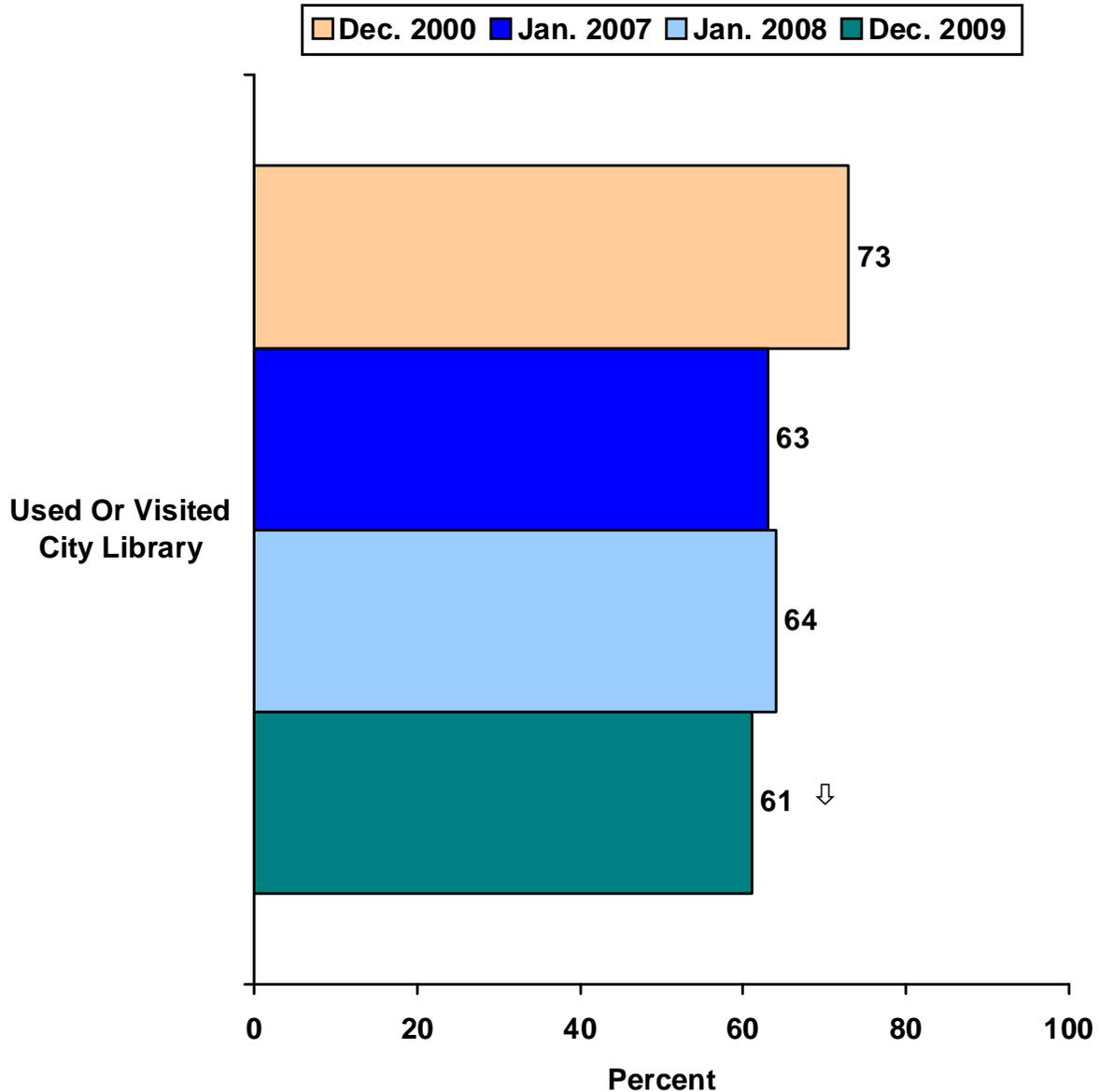
Question: Q12a “Now, thinking about the Arlington parks and recreation facilities, please rate each of the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Base from 2009: Total respondents, excluding “don’t knows.” (Base Varies)

Base up to 2008: Have visited or used ... in past 12 months, 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 2008*. 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.)

## Library Usage/Visit In Past 12 Months – Trend



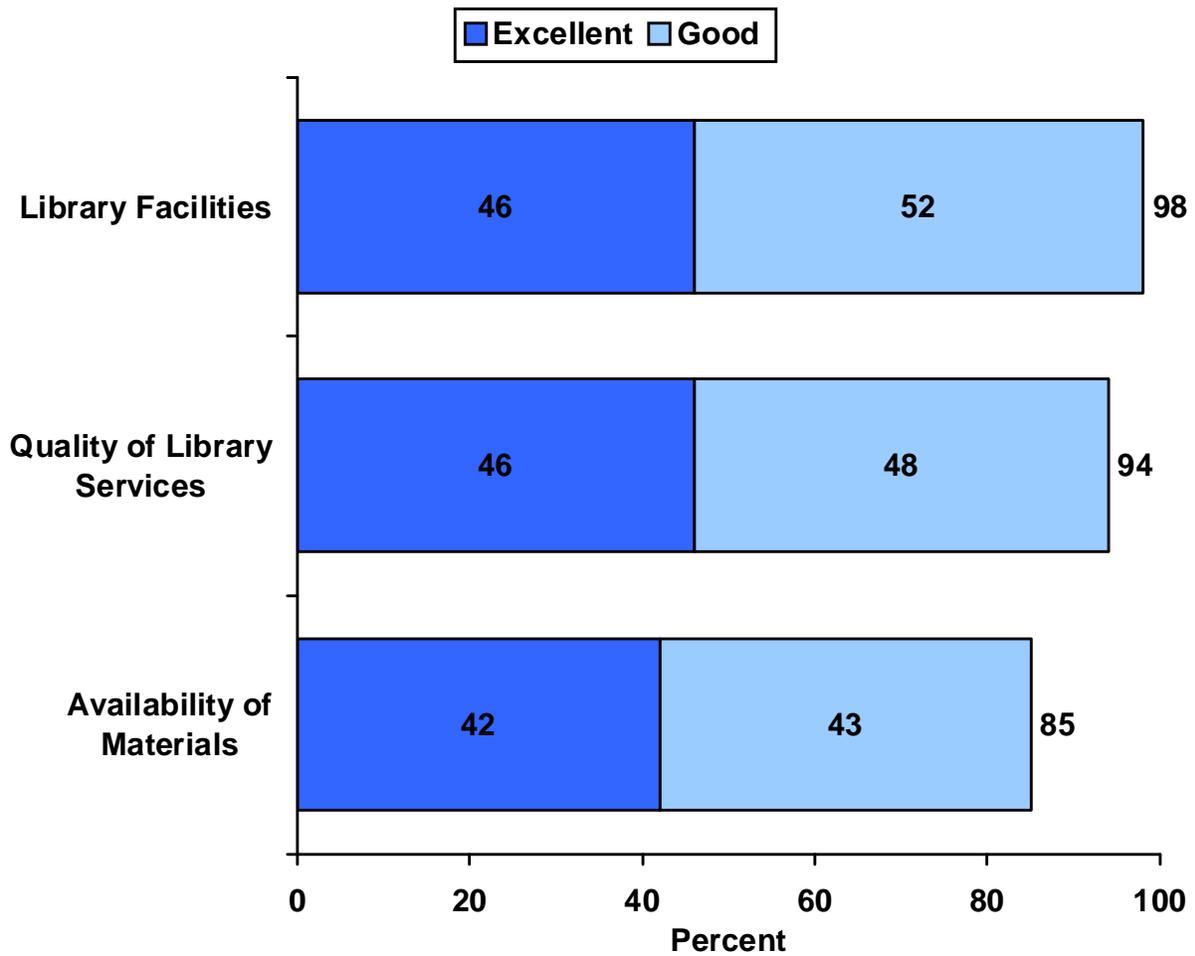
Question: Q12z "In the past 12 months, have you or anyone in your household visited or used a city library?"

Base: Total respondents. (2000 n=500; 2001 n=502; 2002 n=500; 2003 n=505; 2005 n=457; 2007 n=445; 2008 n=437; 2009 n=400)

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 2008*. 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 Library Services/Facilities By Users

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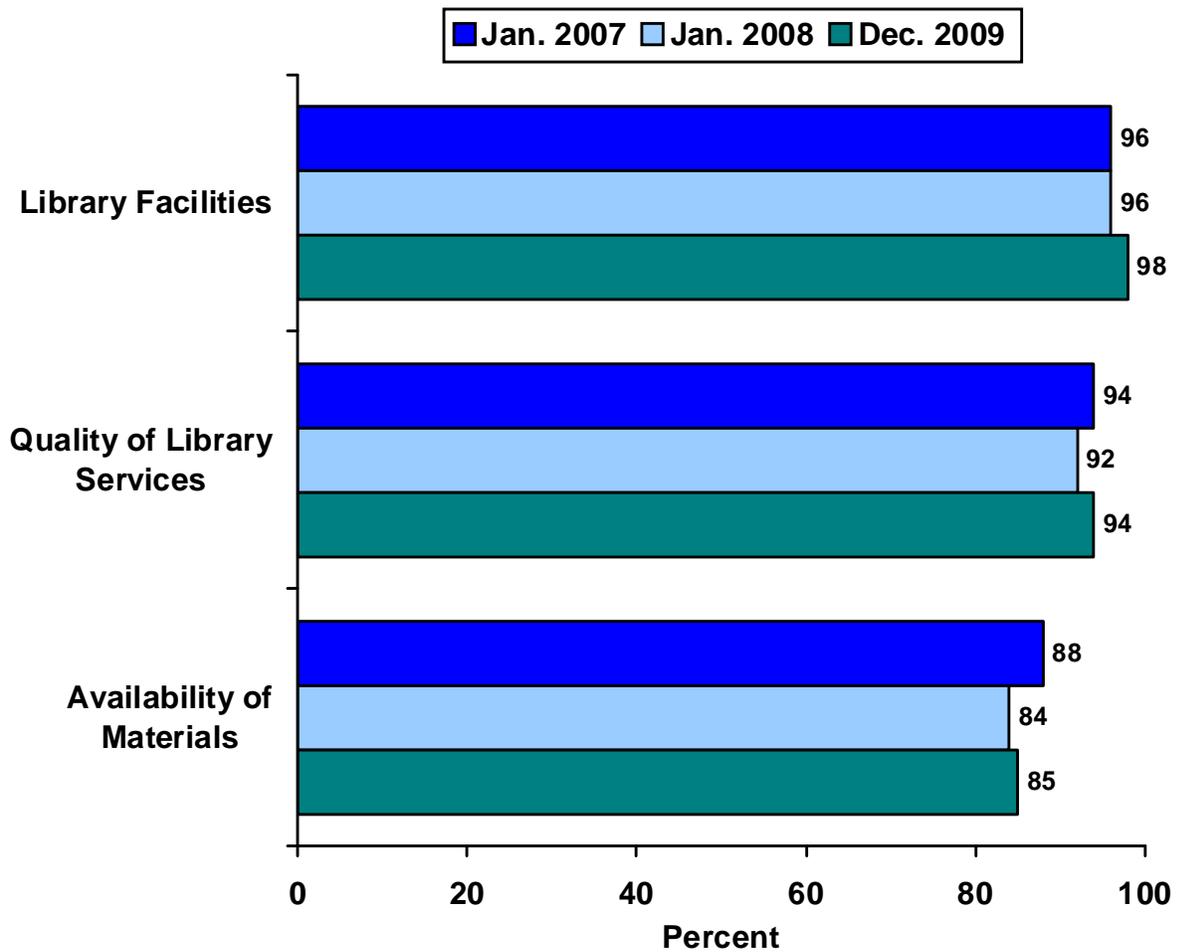


Question: Q13 "Thinking about the Arlington libraries that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following."

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

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## Ratings Of Library Services/Facilities By Users – 3-Wave Trend (Top Two Box—Excellent/Good)

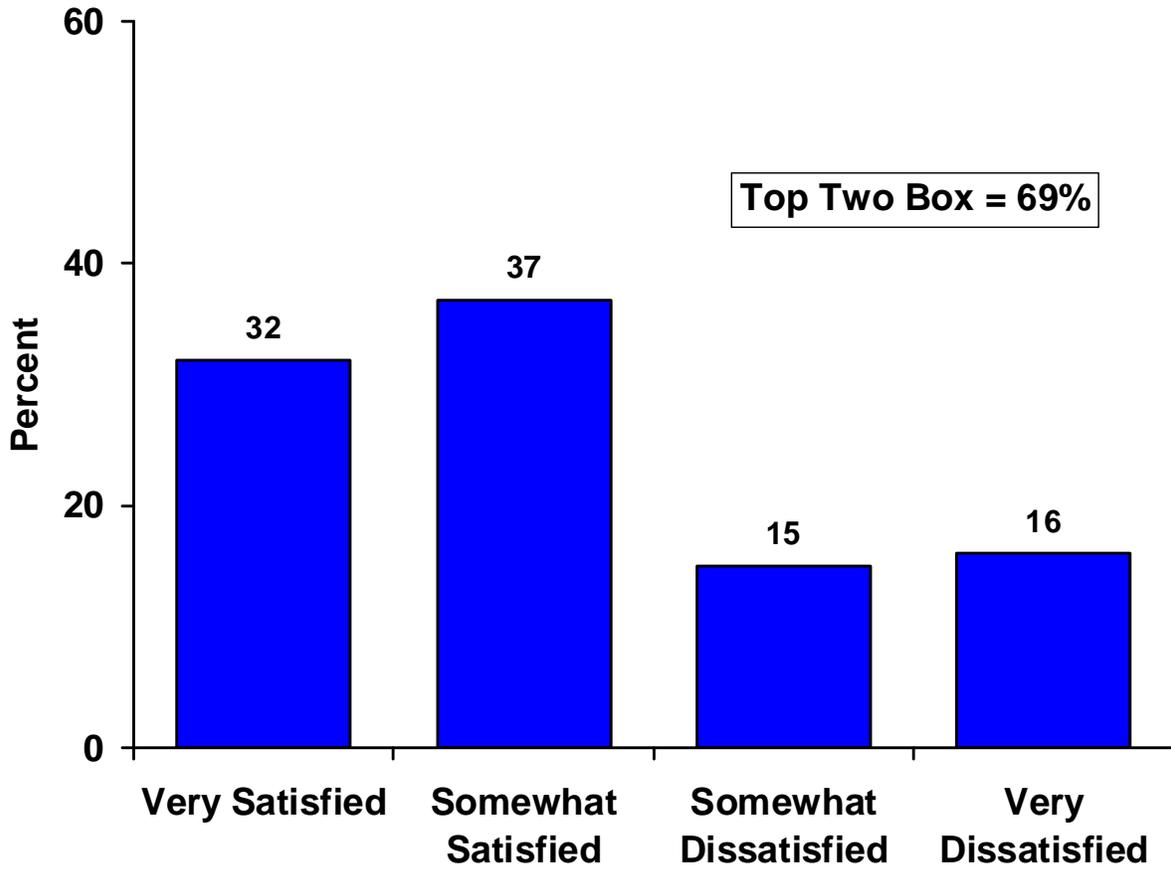


Question: Q13 "Thinking about the Arlington libraries that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following."

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

## Overall Satisfaction With Cowboys Stadium

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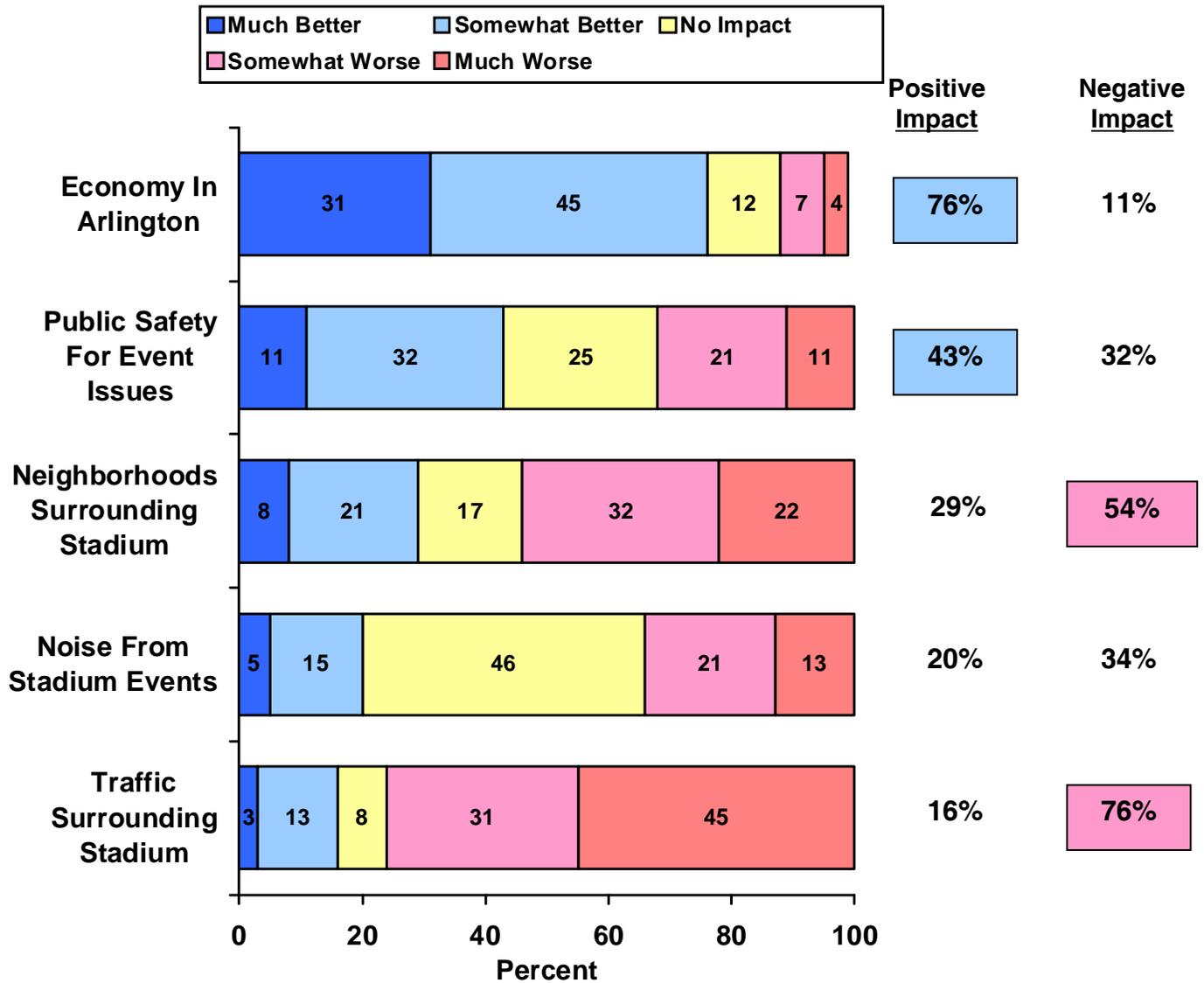
Question: Q20b "Now thinking about the **Cowboys Stadium**, how satisfied are you with the stadium in general?"

Base: Total respondents, excluding "don't knows". (n=399)

Note: This question asked beginning in 2009.

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## Perceived Impact Of Cowboys Stadium



Question: Q20c "And thinking about any **changes or impact after** the stadium opened, please rate each of the following areas using a scale of "much better," "somewhat better," "somewhat worse," and "much worse"?"

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

Note: This question asked beginning in 2009.

## Perceptions Of City's Communication Efforts And Initiatives

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The city's communication efforts appear to receive generally positive reactions among Arlington citizens. Rating of "providing citizen access or input to government" continues to be moderate, similar to the last wave in 2008. Slightly over three out of five residents rate the City of Arlington "excellent" or "good" in terms of providing citizen access or input to government. Although not statistically significant, compared to the past years, ratings appear to have trended down. This suggests that some improvement could be made in the city providing citizen access and input to city government.

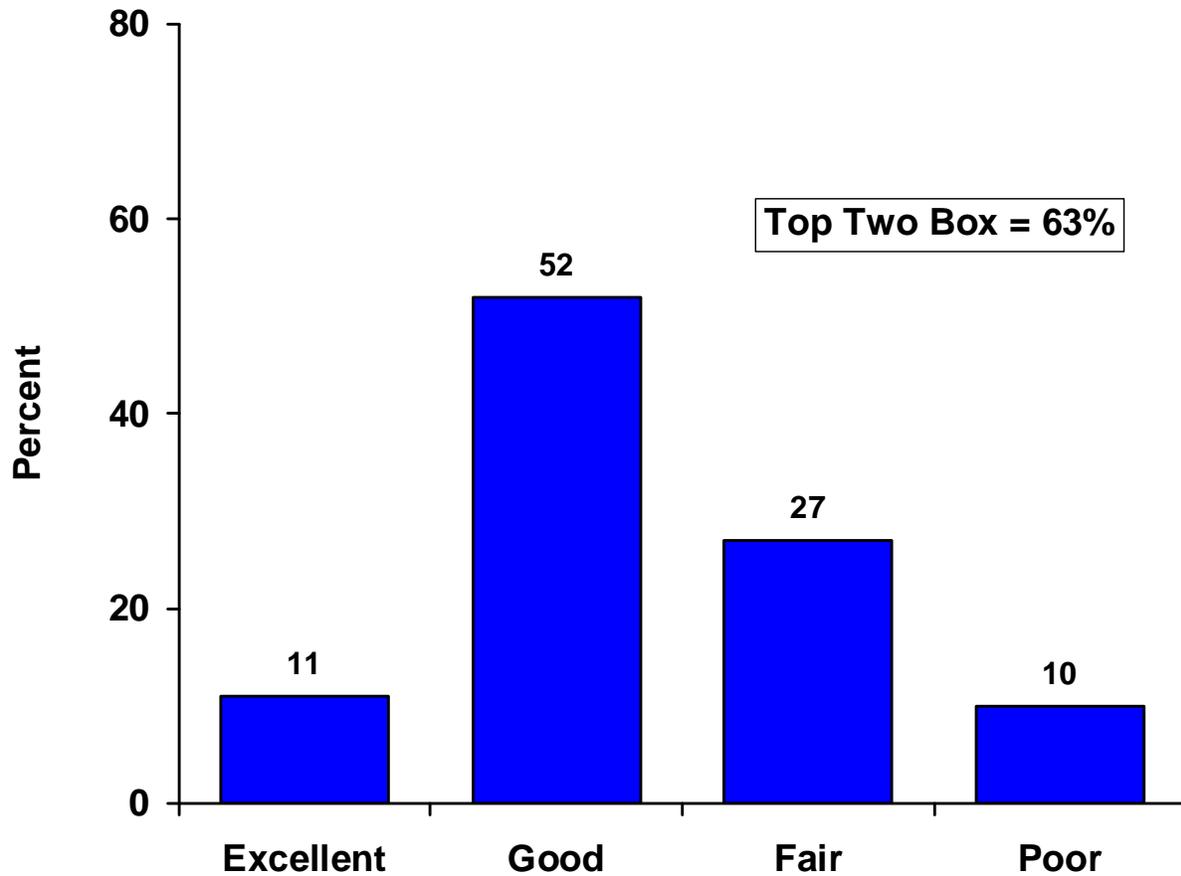
The city's effort to keep citizens informed continues to be perceived positively. About three-quarters of Arlington residents feel that the city keeps them informed.

The city's initiatives and projects/campaigns are generally favored highly. The city's efforts in encouraging tourism and developing the Entertainment District are perceived very positively (84% and 83% "excellent" or "good", respectively). However, compared to the other city initiatives and projects/campaigns, the city's project to revitalize downtown Arlington appears to need some improvement.

Awareness of the city's year-round water conservation initiative is very high. Most of Arlington citizens (85%) report they are aware of this initiative.

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

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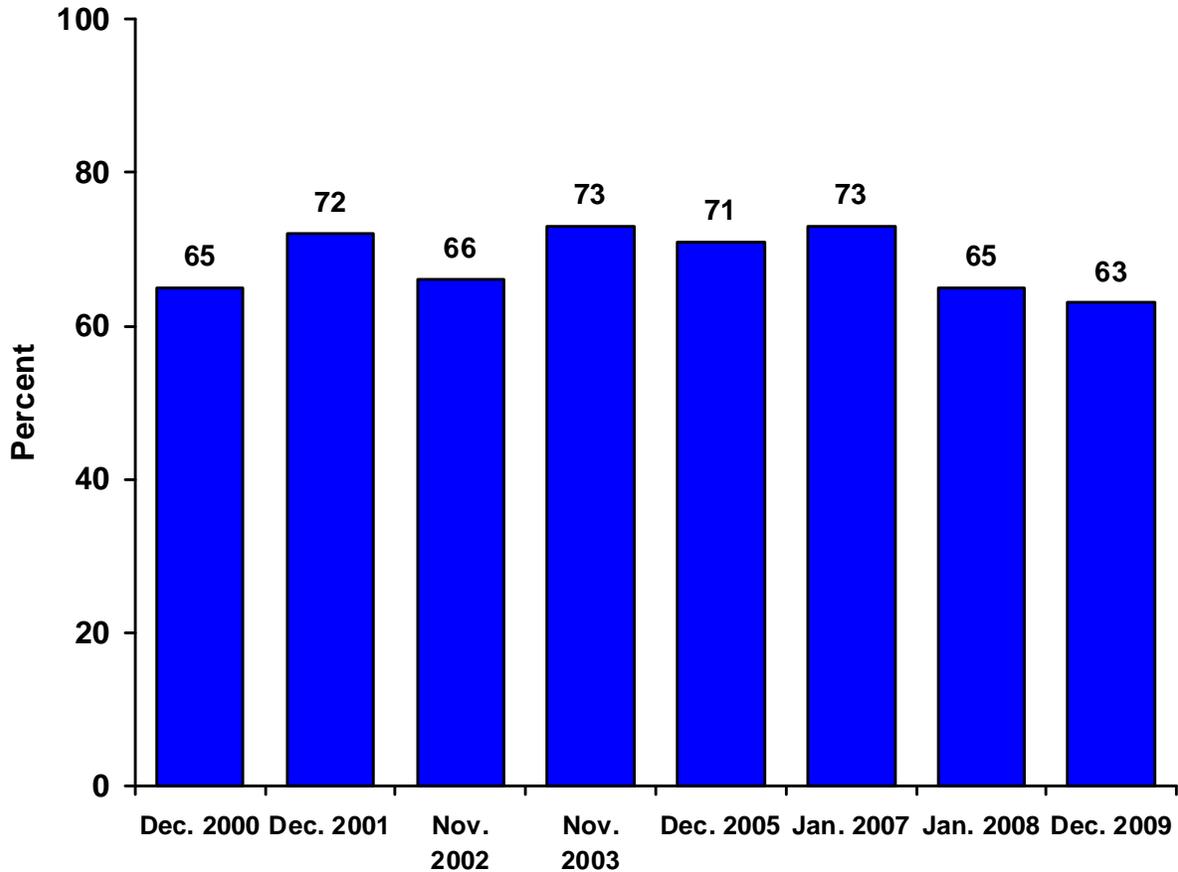


Question: Q8: "And how would you rate Arlington in terms of providing citizen access or input to government?"

Base: Total respondents, excluding "don't knows." (n=375)

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



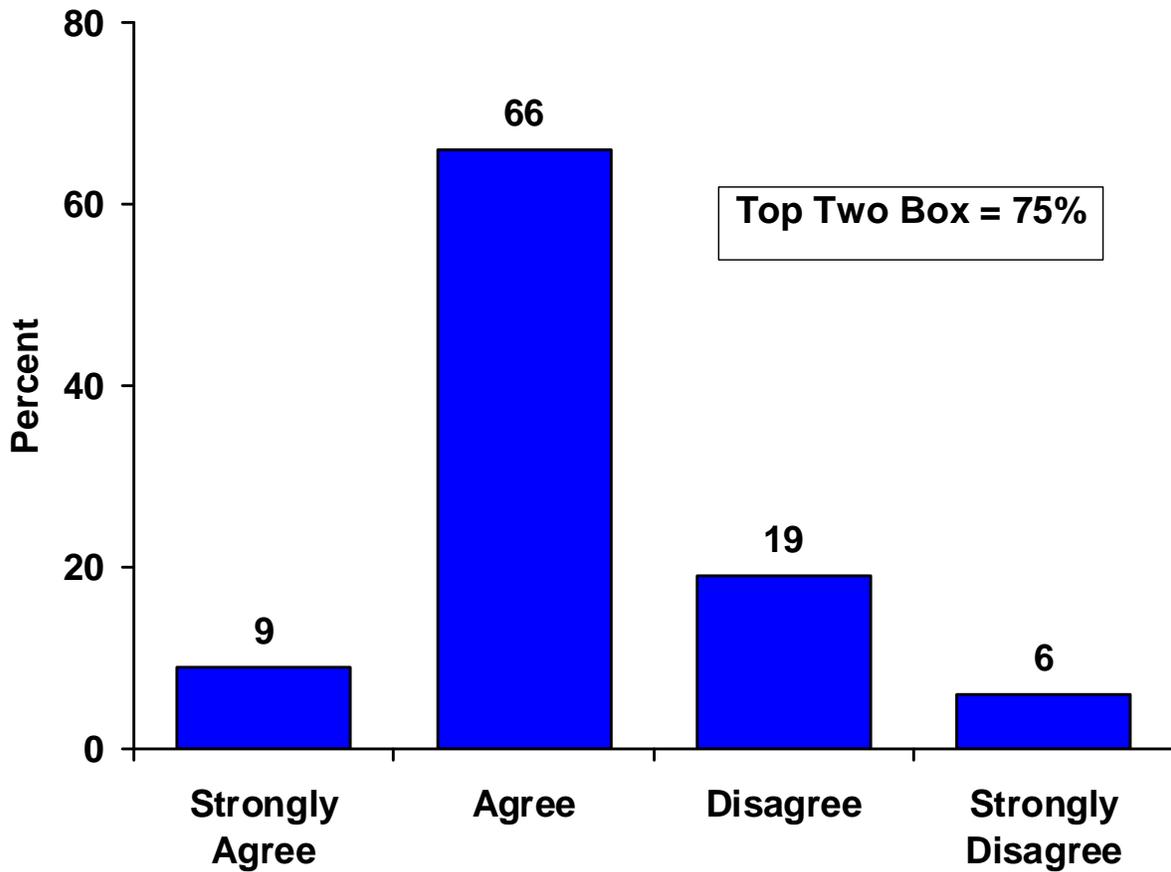
Question: Q8: "And how would you rate Arlington in terms of providing citizen access or input to government?"

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; 2009 n=375)

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 2008**. 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.)

## Agreement That City Keeps Citizens Informed

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

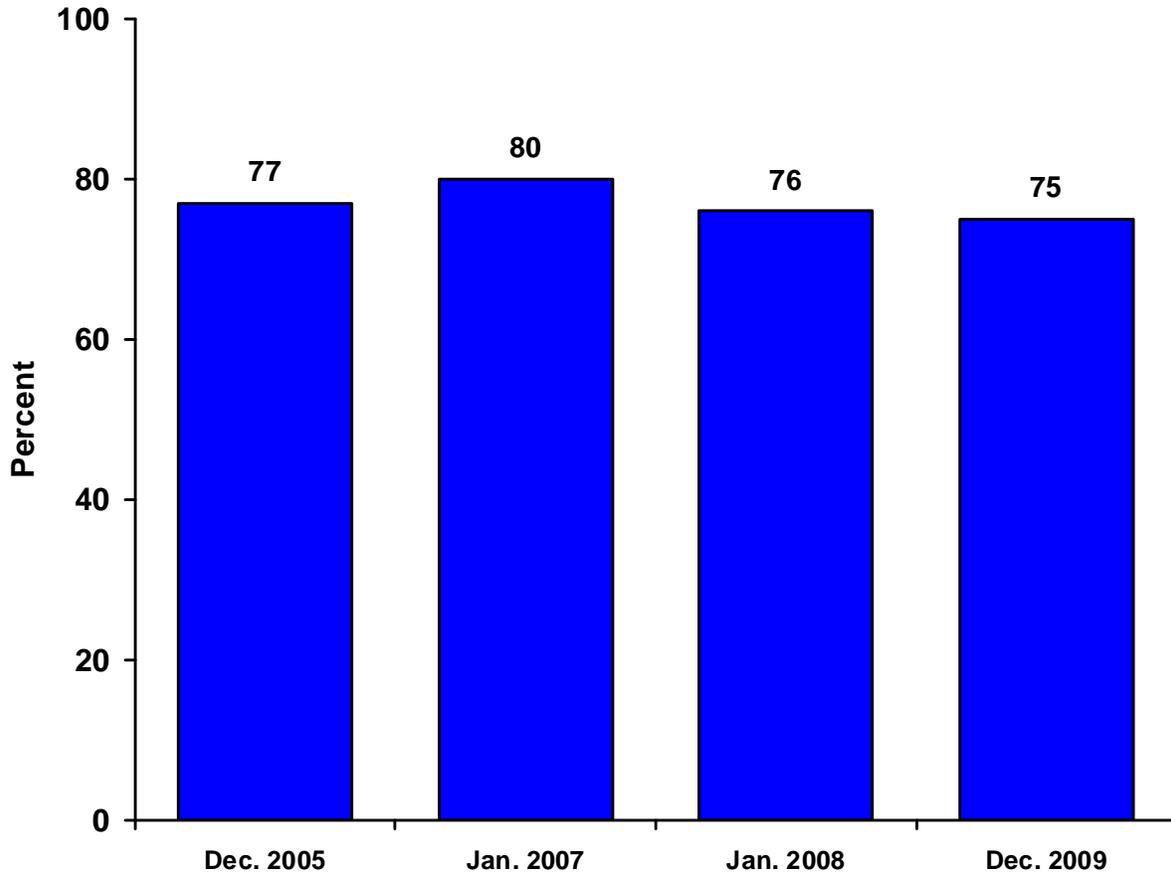
Base: Total respondents, excluding "don't knows." (n=391)

Note: This question asked beginning in 2005.

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## Agreement That City Keeps Citizens Informed - Trend (Top Two Box—Strongly Agree/Agree)

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

Base: Total respondents, excluding "don't knows." (2005 n=432; 2007 n=431; 2008 n=419; 2009 n=391)

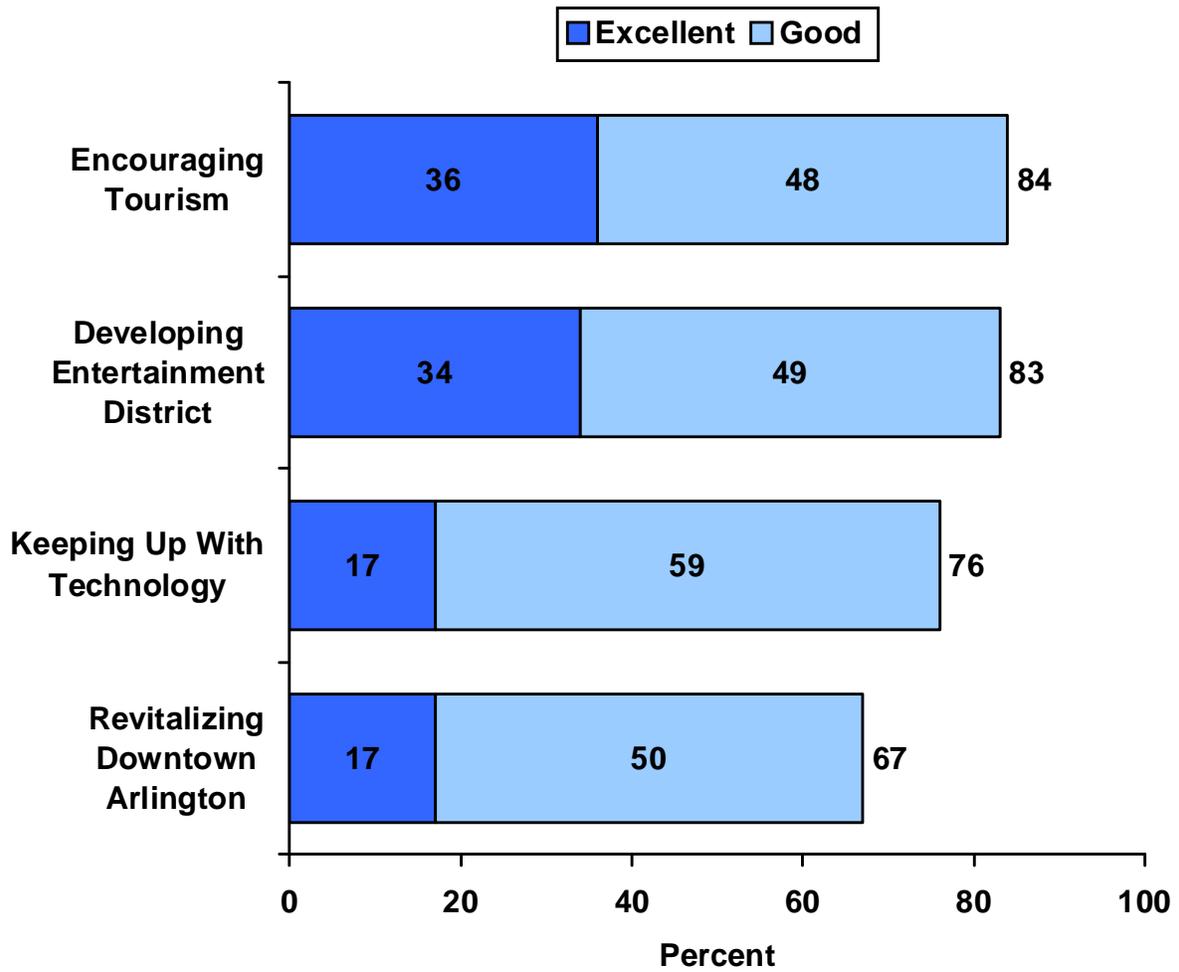
Note: This question asked beginning in 2005.

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 2008**. 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

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Question: Q20a "How would you rate the City's efforts in the following areas, using a scale of "excellent," "good," "fair," and "poor"?"

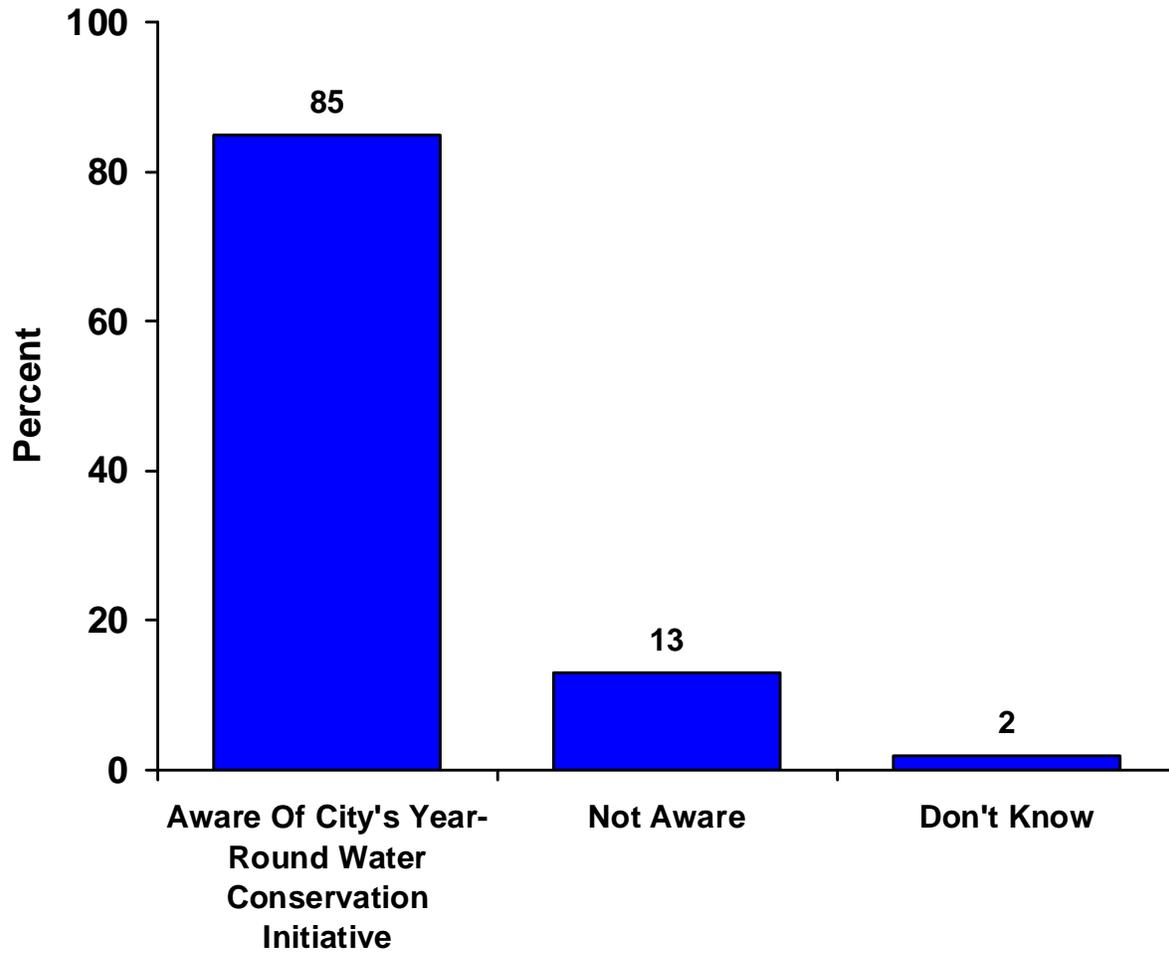
Base: Total respondents, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2009.

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## Aware Of Water Conservation Initiative

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Question: Q20d "Among many of the City's efforts, are you aware of the city's year-round **water conservation** initiative that restricts lawn watering and irrigation between the hours of 10 a.m. and 6 p.m.?"

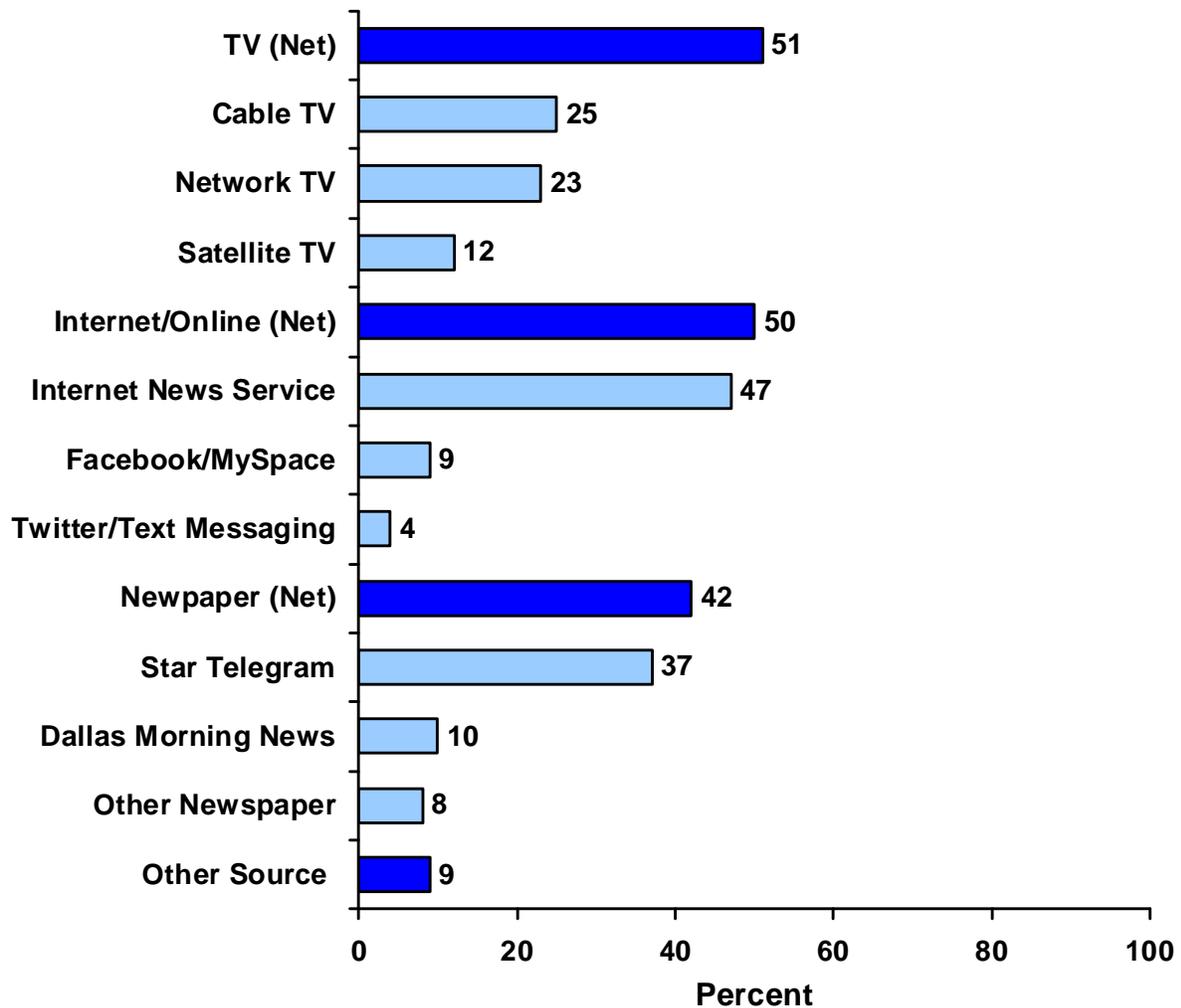
Base: Total respondents. (n=400)

Note: This question asked beginning in 2009.

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## Information Service Used To Keep Up With Arlington

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Questions: Q28c: "What type of information service do you use to keep up with Arlington?"

Note: Added in 2009.

Base: Total respondents. (n=400)

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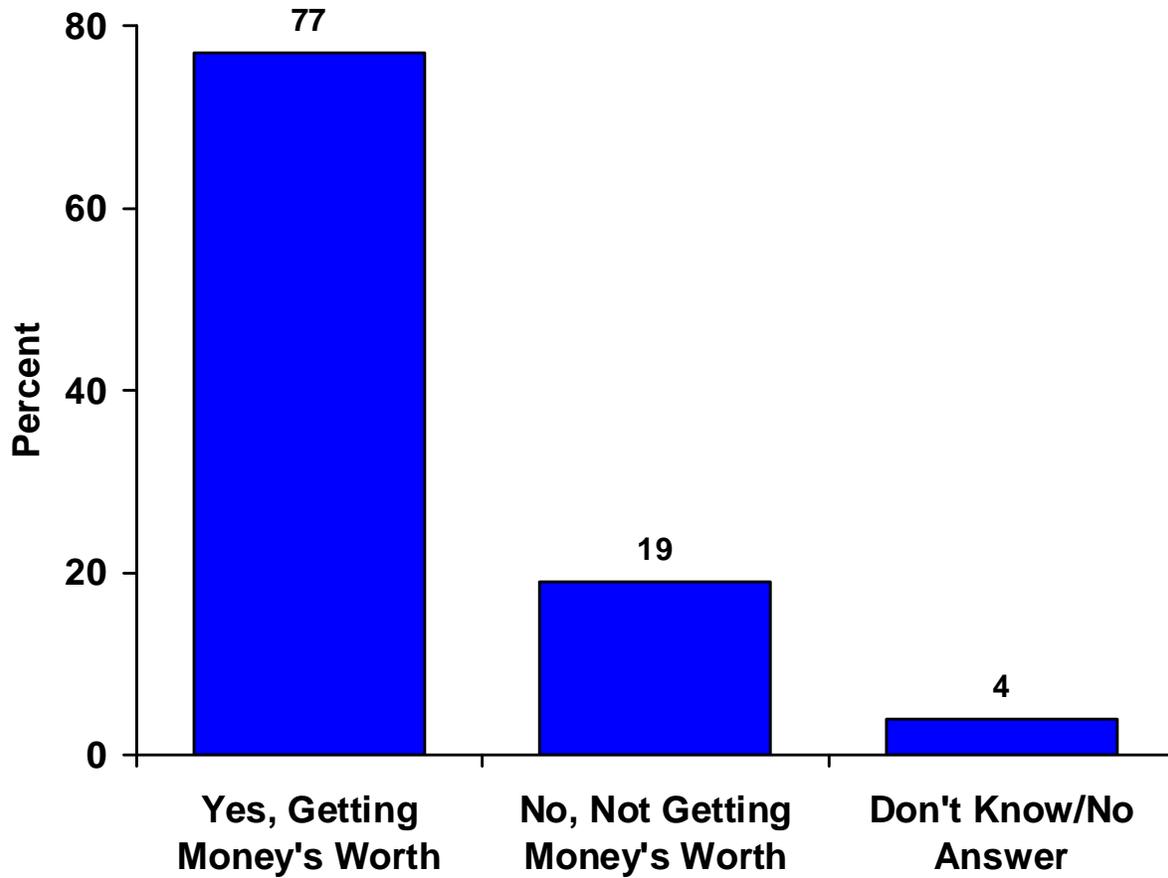
## **Fees And Taxes**

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The majority of residents feel they are getting their money's worth when it comes to the services the city provides for the taxes they pay. Over three out of four residents say they are getting their money's worth, and this is significantly higher than in 2008 and is back to the 2007 level.

Consistent with the past years, most respondents say they would prefer the city keep taxes and services about where they are. This opinion has increased significantly from 69% in 2008 to 75% in 2009.

## Overall Rating Of Arlington City Services On Getting Money's Worth For Tax Dollars

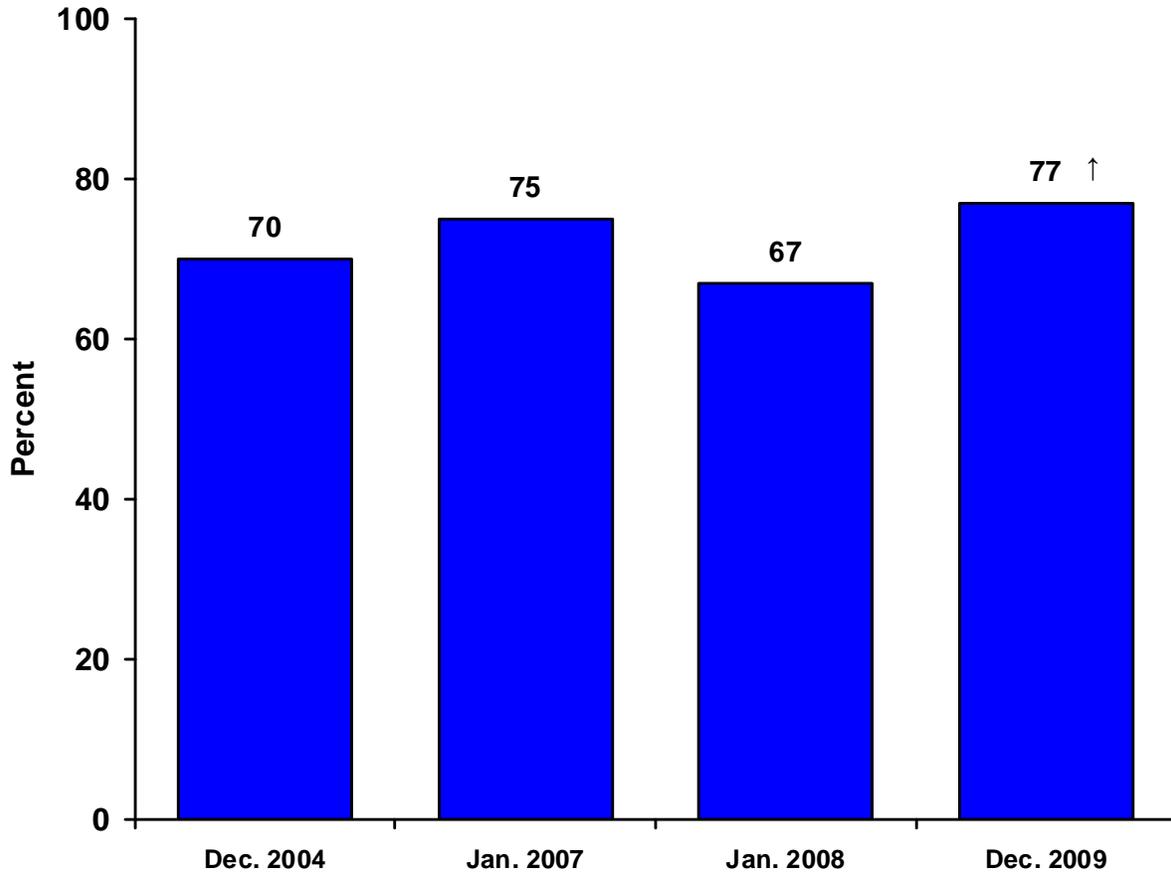


Question: Q21 "Thinking about the services and facilities that the city provides, do you feel that you are getting your money's worth for your tax dollars, or not?"

Base: Total respondents (n=400)

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

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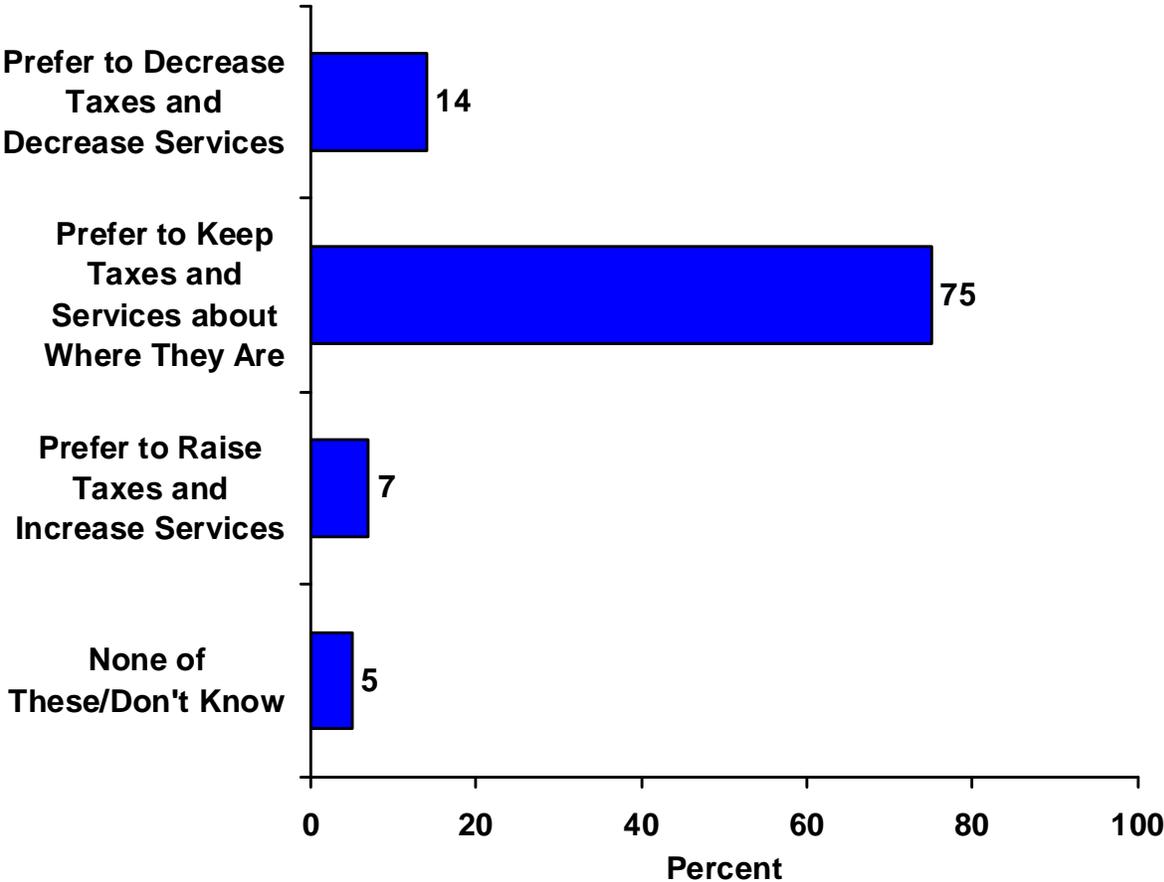
Question: Q21 “Thinking about the services and facilities that the city provides, do you feel that you are getting your money’s worth for your tax dollars, or not?”

Base: Total respondents. (2004 n=443; 2007 n=445; 2008 n=437; 2009 n=400)

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 2008**. 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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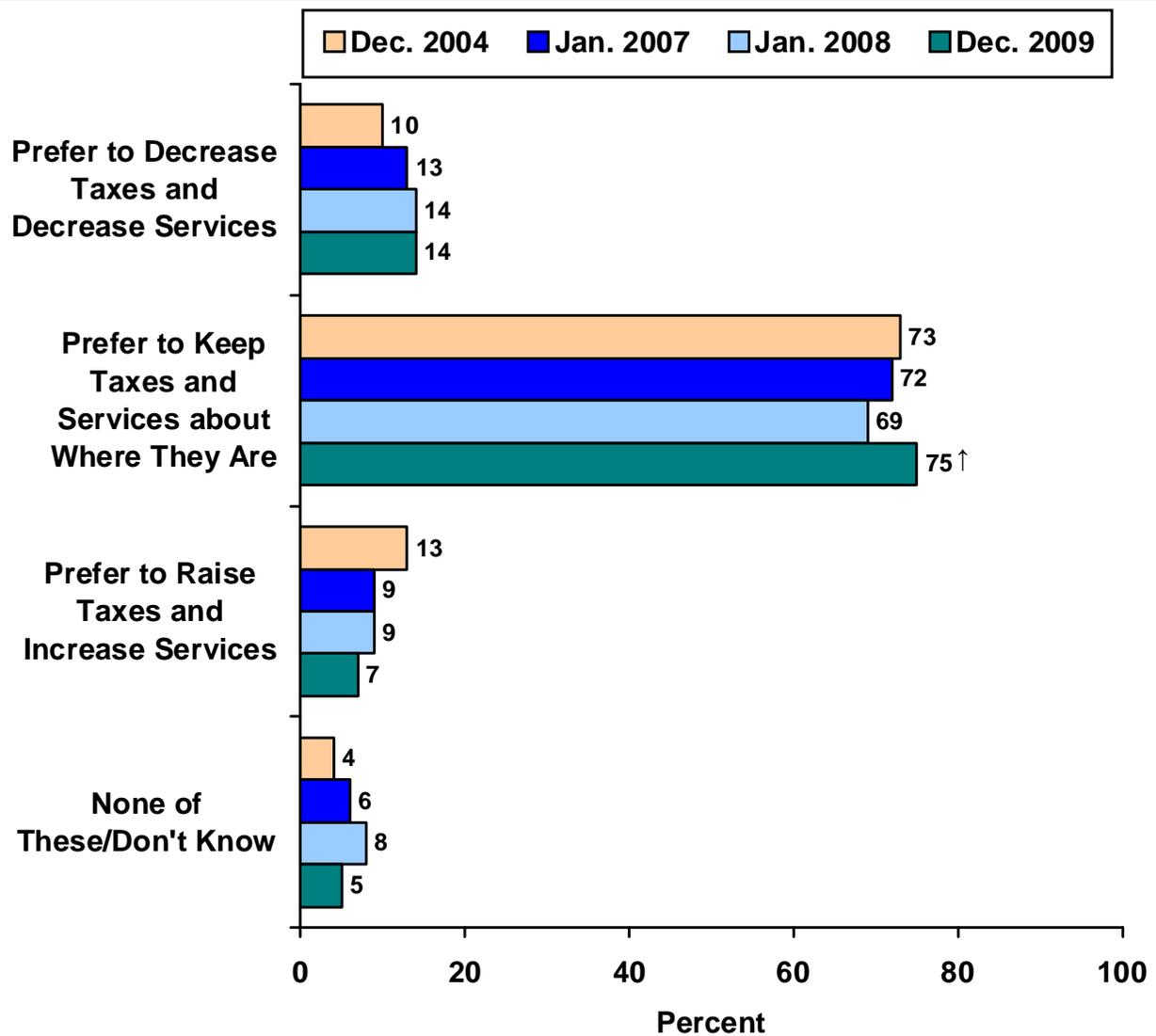
# View On Tax Rate Vs. City Services



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=400)

## 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; 2009 n=400)

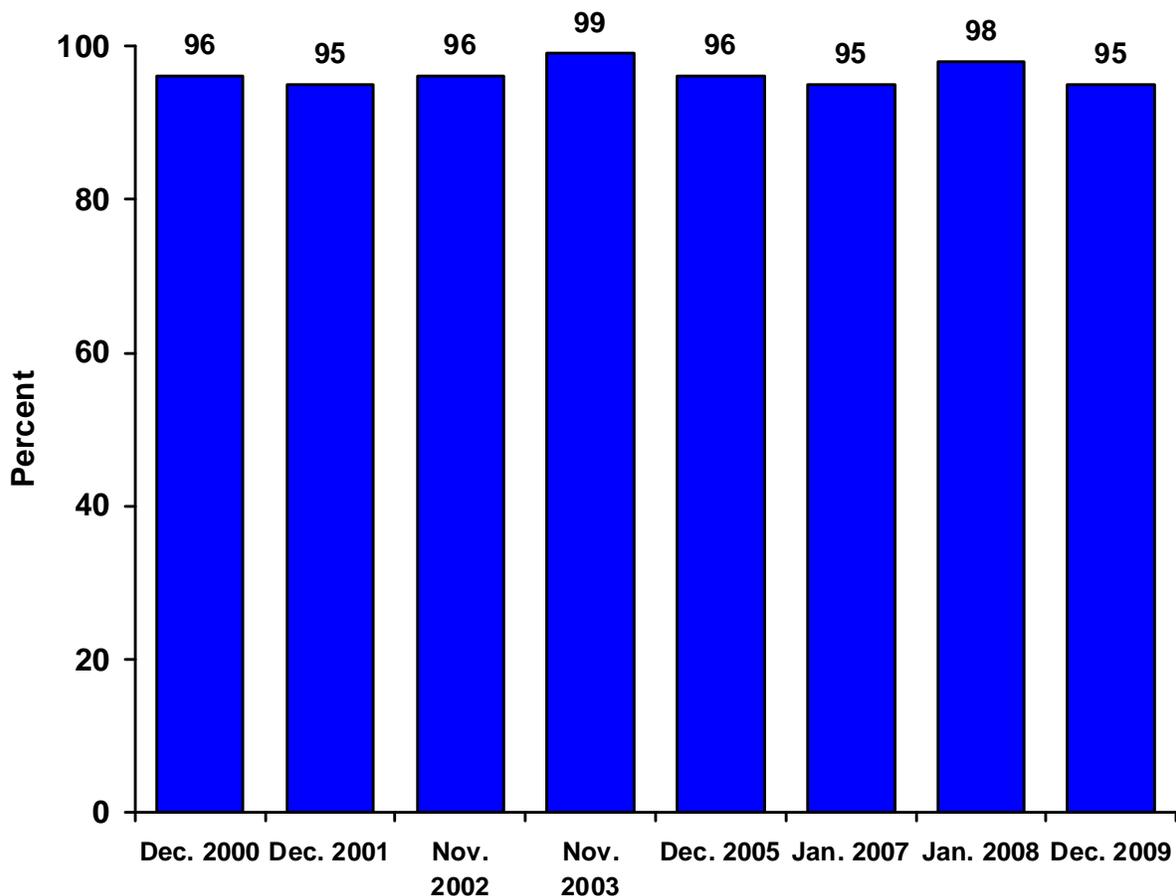
Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the **last wave in 2008**. A block “up” arrow (⤴) indicates a significant increase and a block “down” arrow (⤵) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

## **APPENDIX**

- Trend Charts
- Respondent Profile
- More Discussion Of Methods

## Overall Rating Of Arlington City Services – Trend Fire Services

(Top Two Box—Excellent/Good)



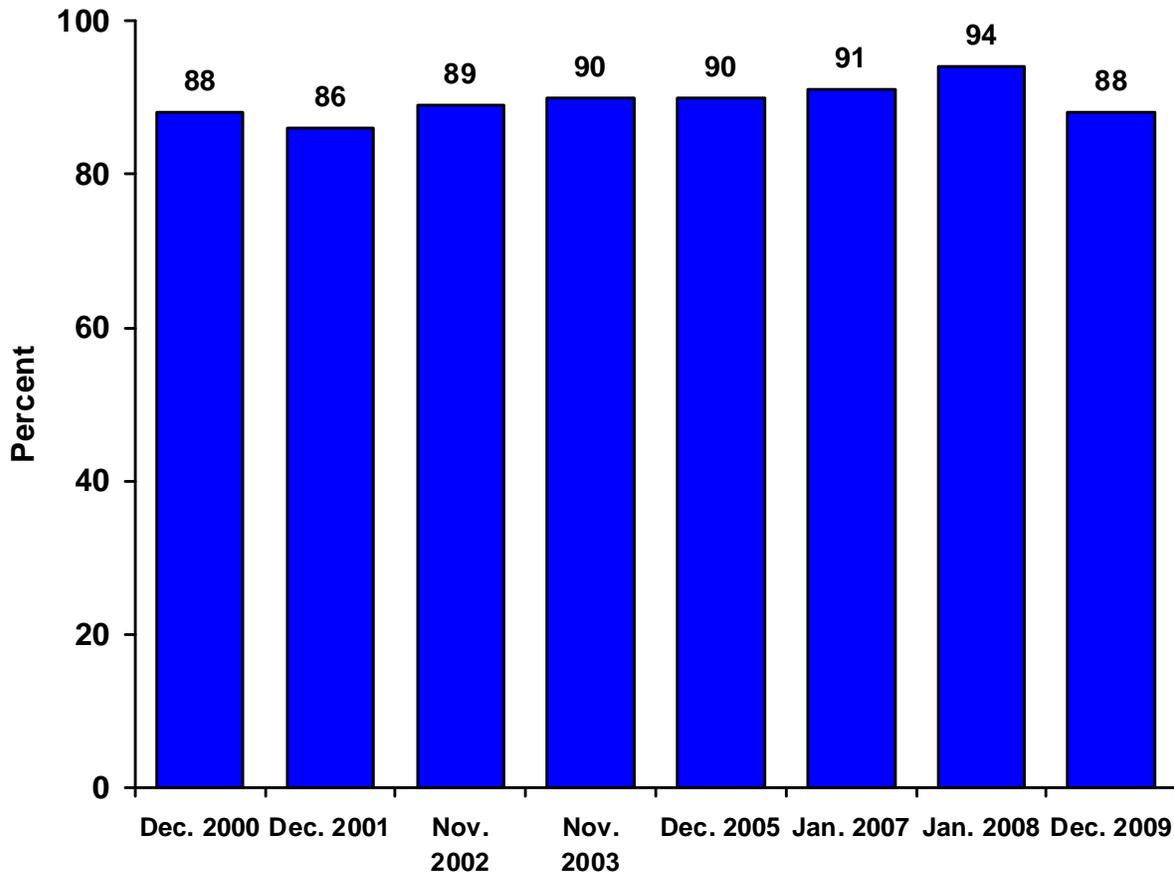
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: 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 2008**. 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)



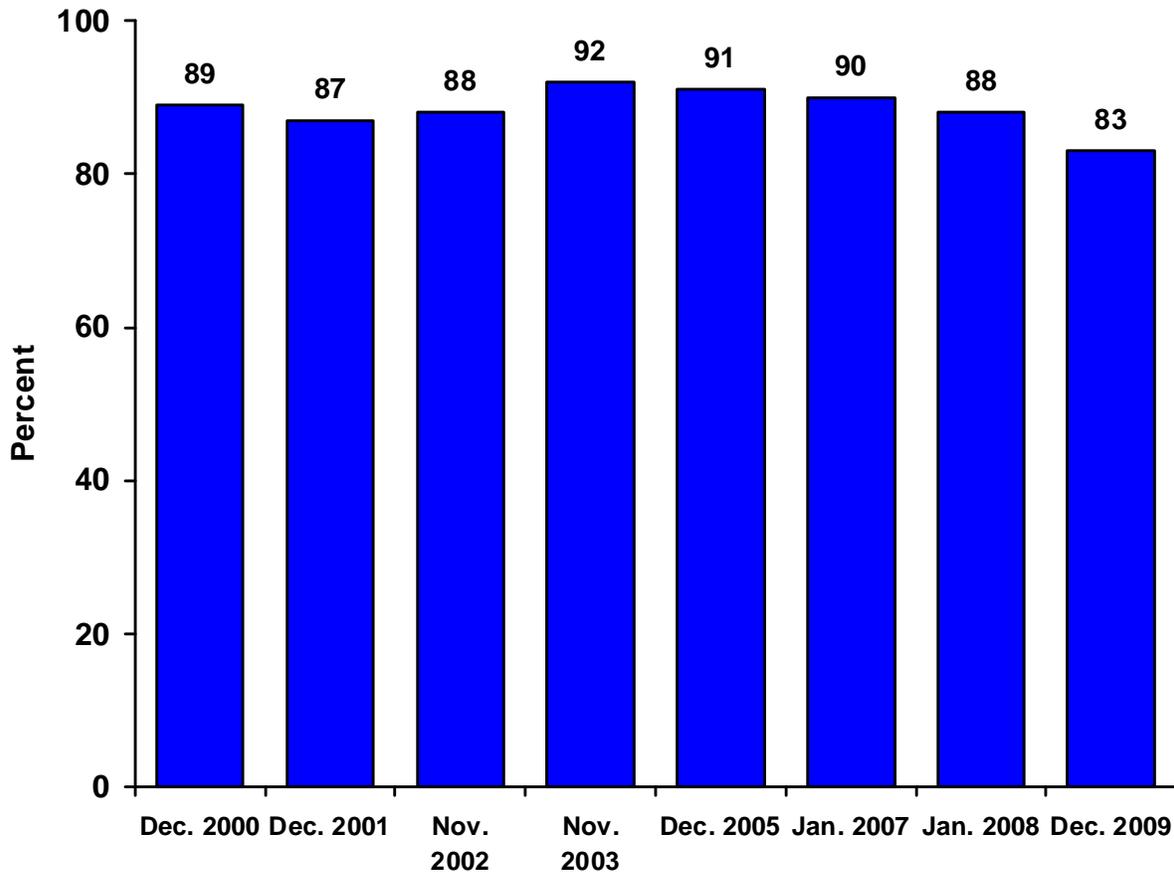
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: 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 2008*. 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 Education Service (Top Two Box—Excellent/Good)



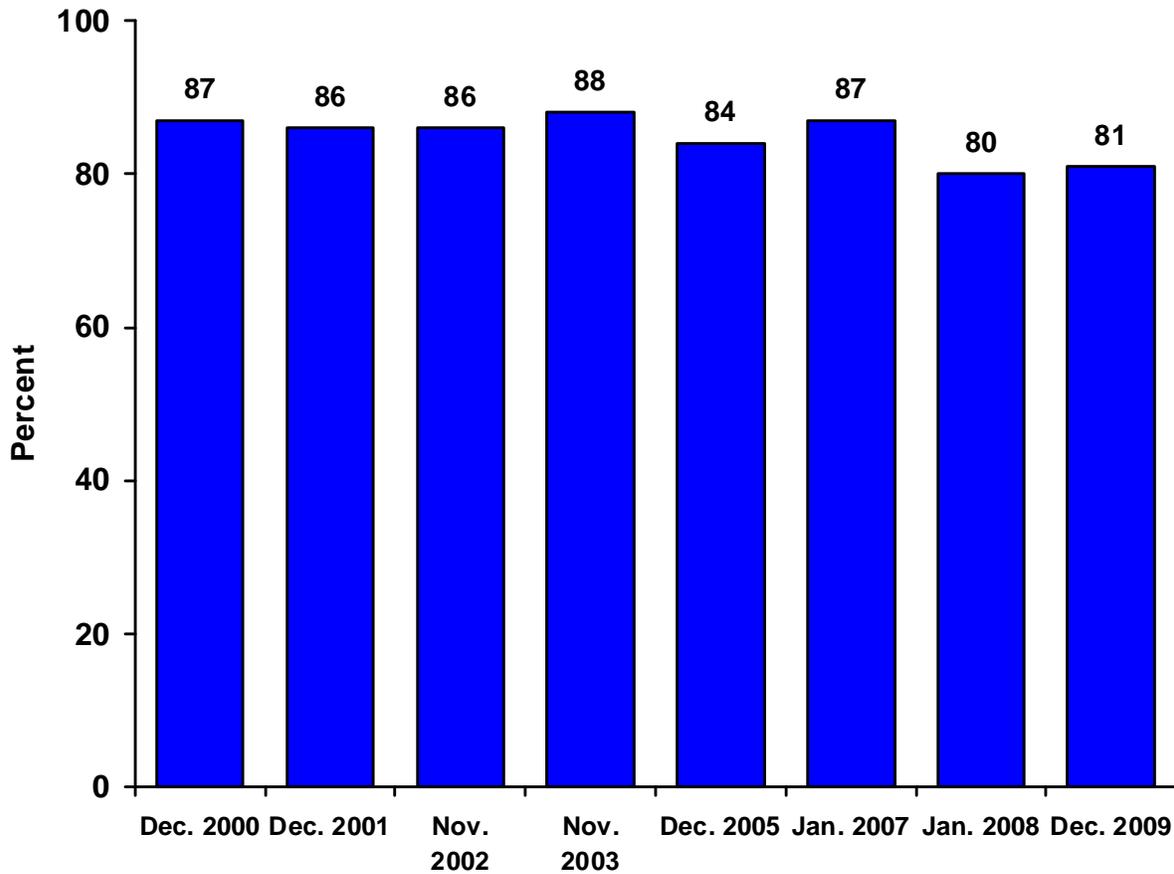
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: 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 2008**. 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 Police (Top Two Box—Excellent/Good)



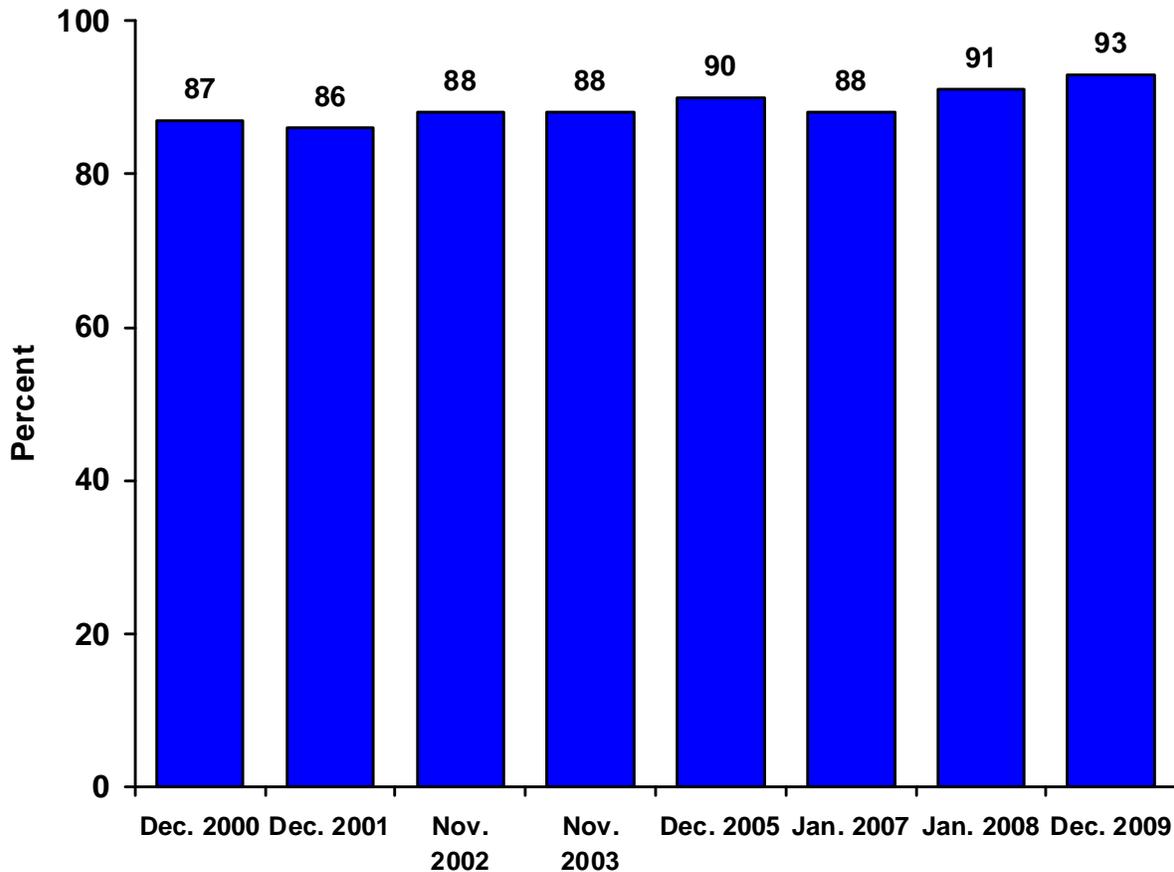
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: 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 2008**. 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 Quality of Garbage Collection Services (Top Two Box—Excellent/Good)



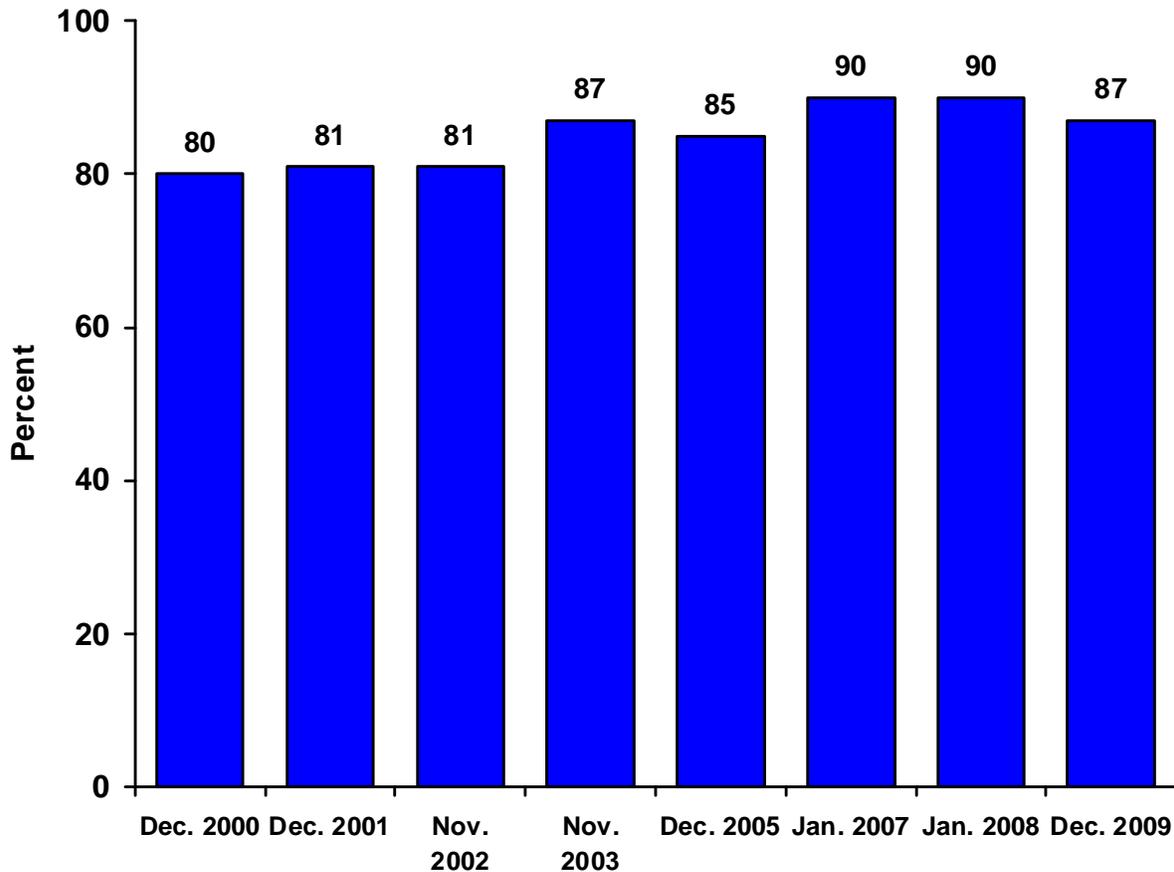
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: 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 2008**. 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 Quality of Recycling Services (Top Two Box—Excellent/Good)



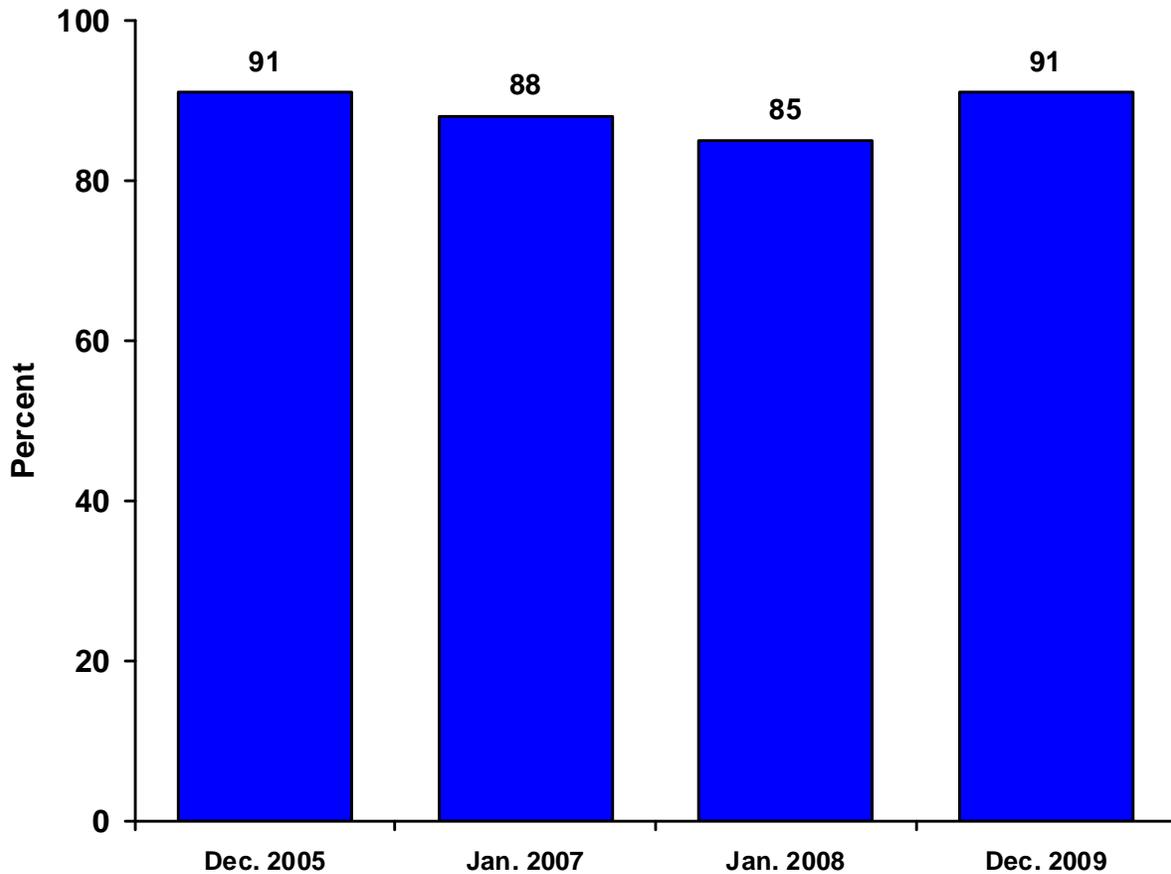
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: 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 2008**. 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)



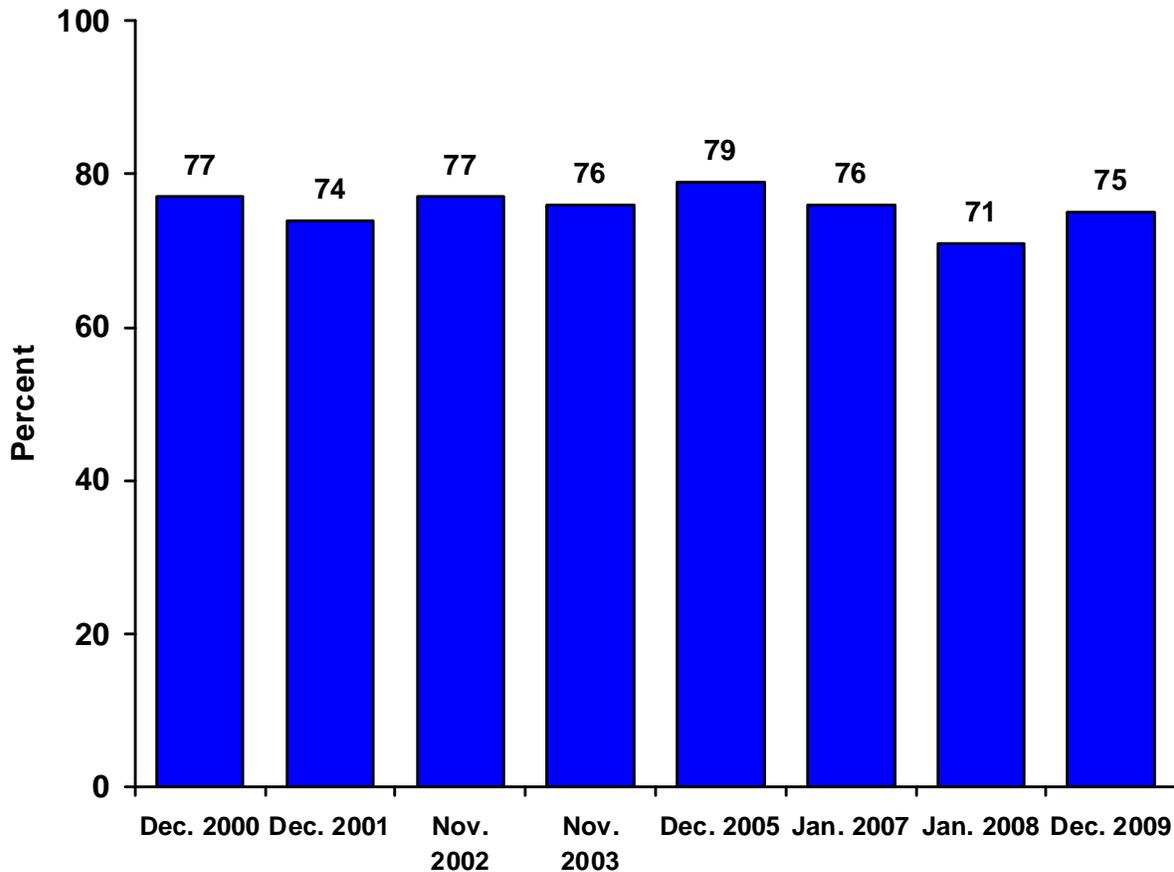
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: 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 2008**. 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 Animal Services (Top Two Box—Excellent/Good)



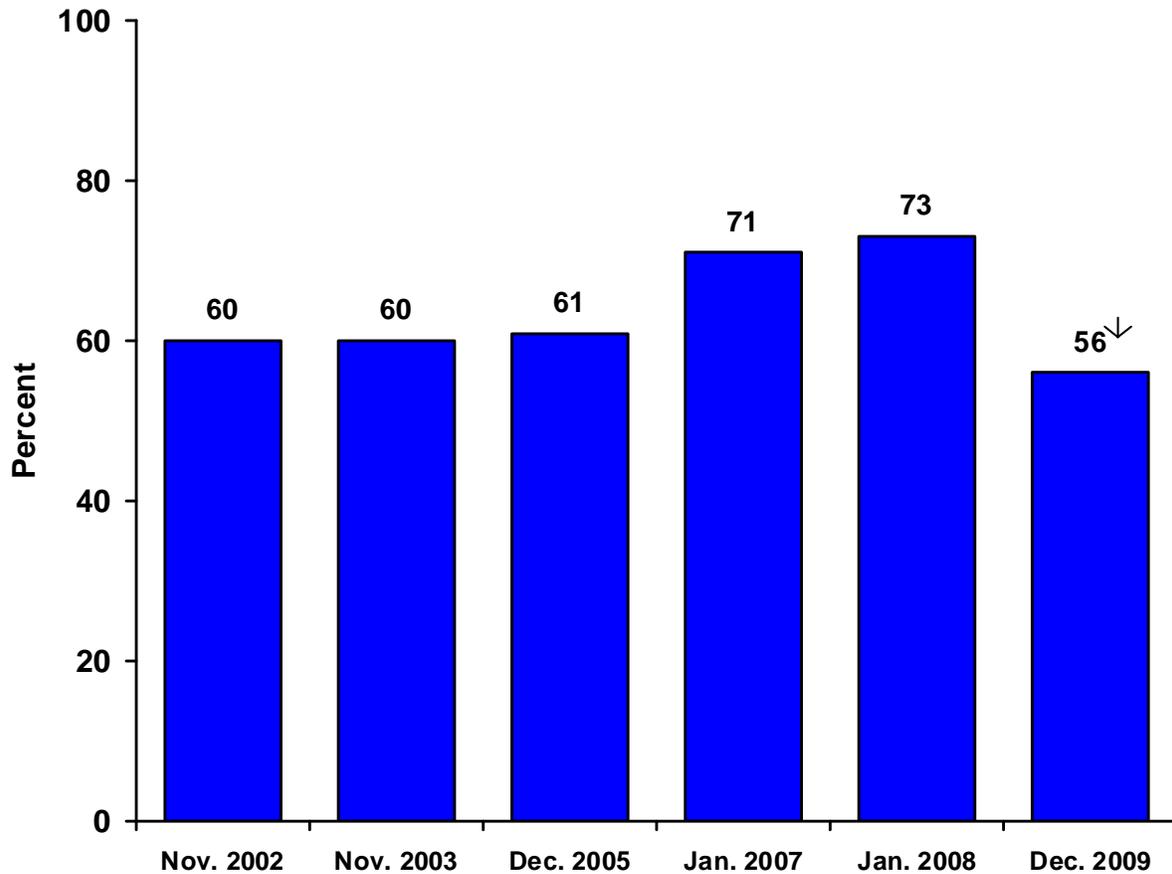
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: 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 2008**. 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)



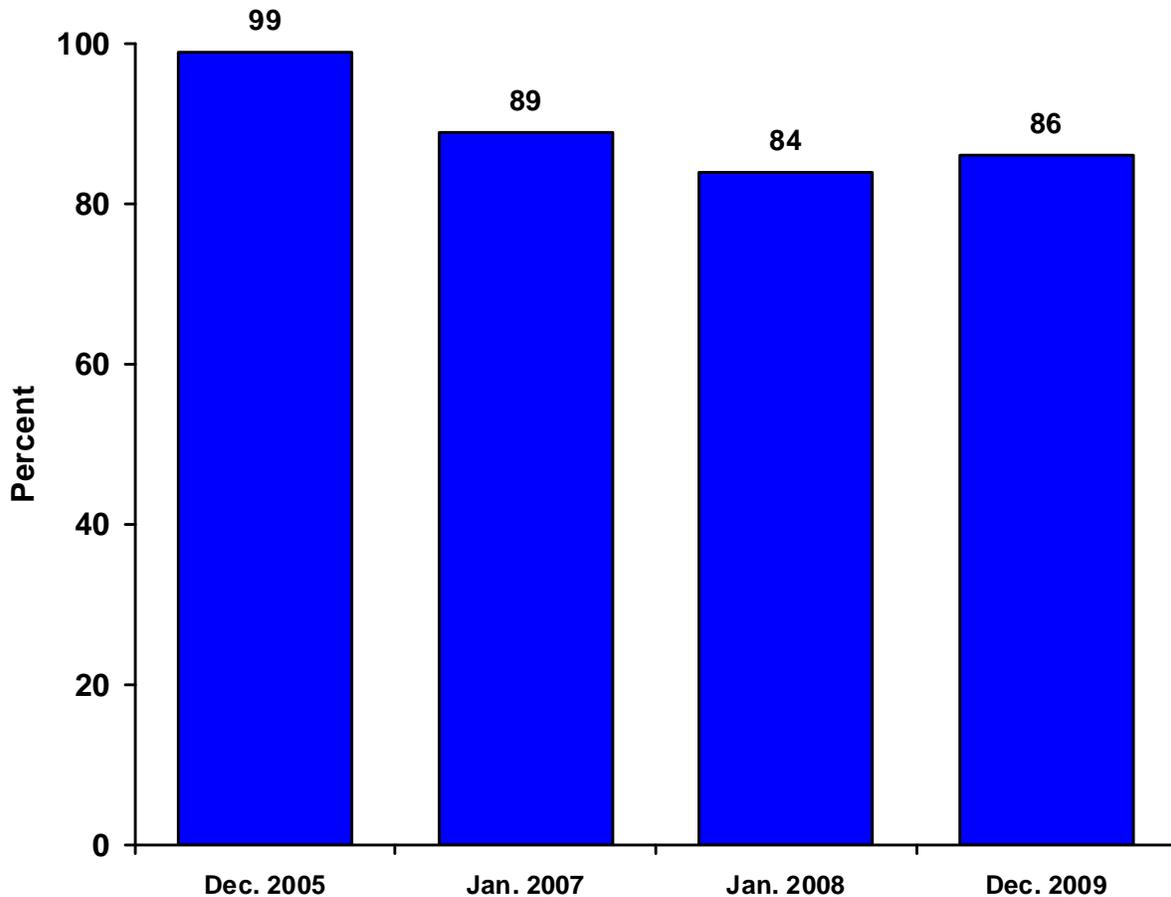
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: 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 2008**. 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 Convention Center (Top Two Box—Excellent/Good)



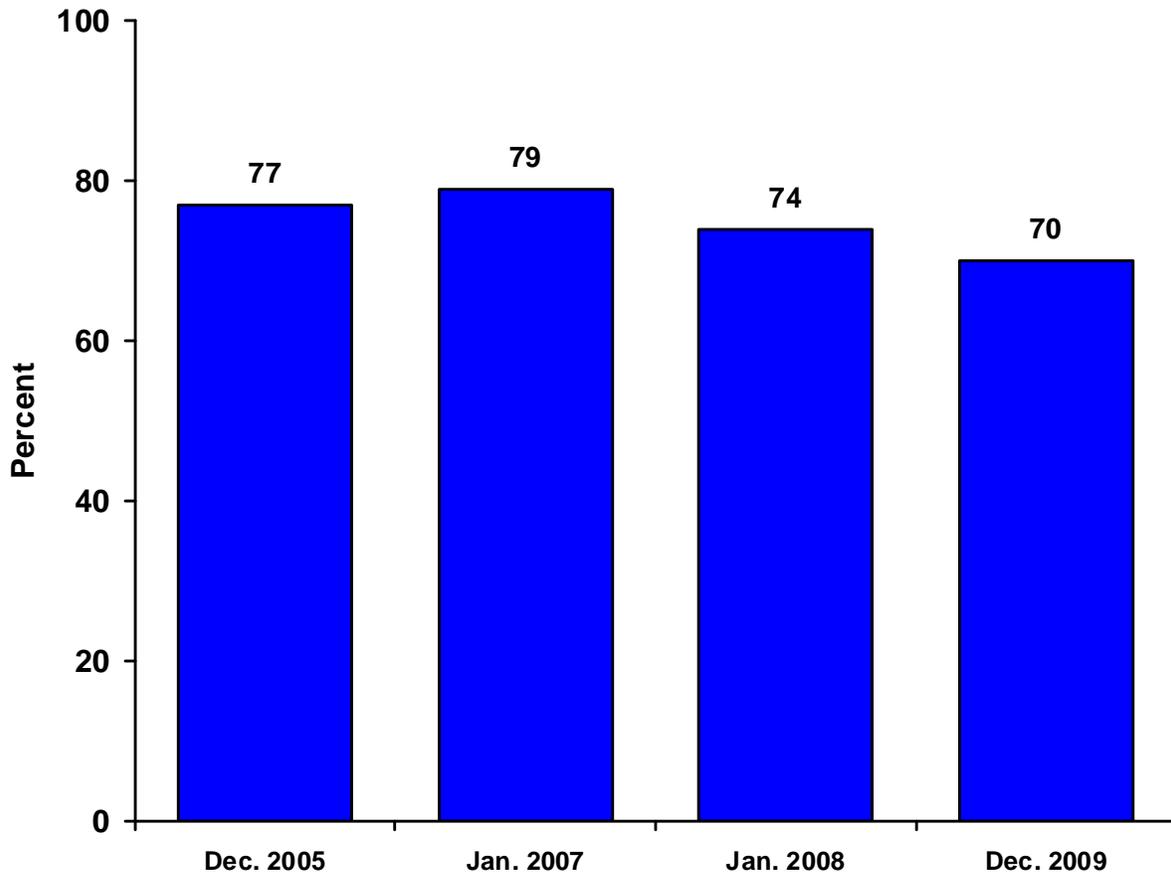
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: 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 2008*. 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)



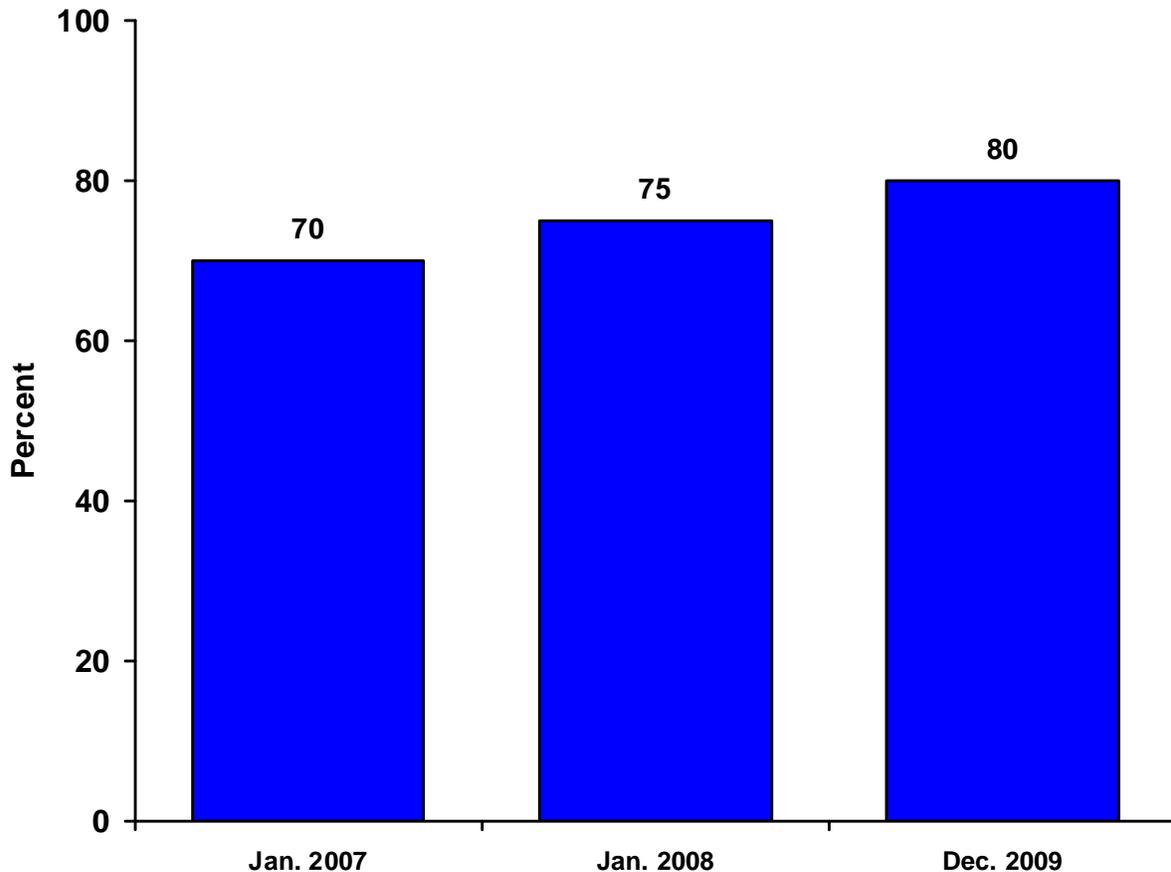
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: 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 2008*. 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 One Start Shop Development Service (Top Two Box—Excellent/Good)



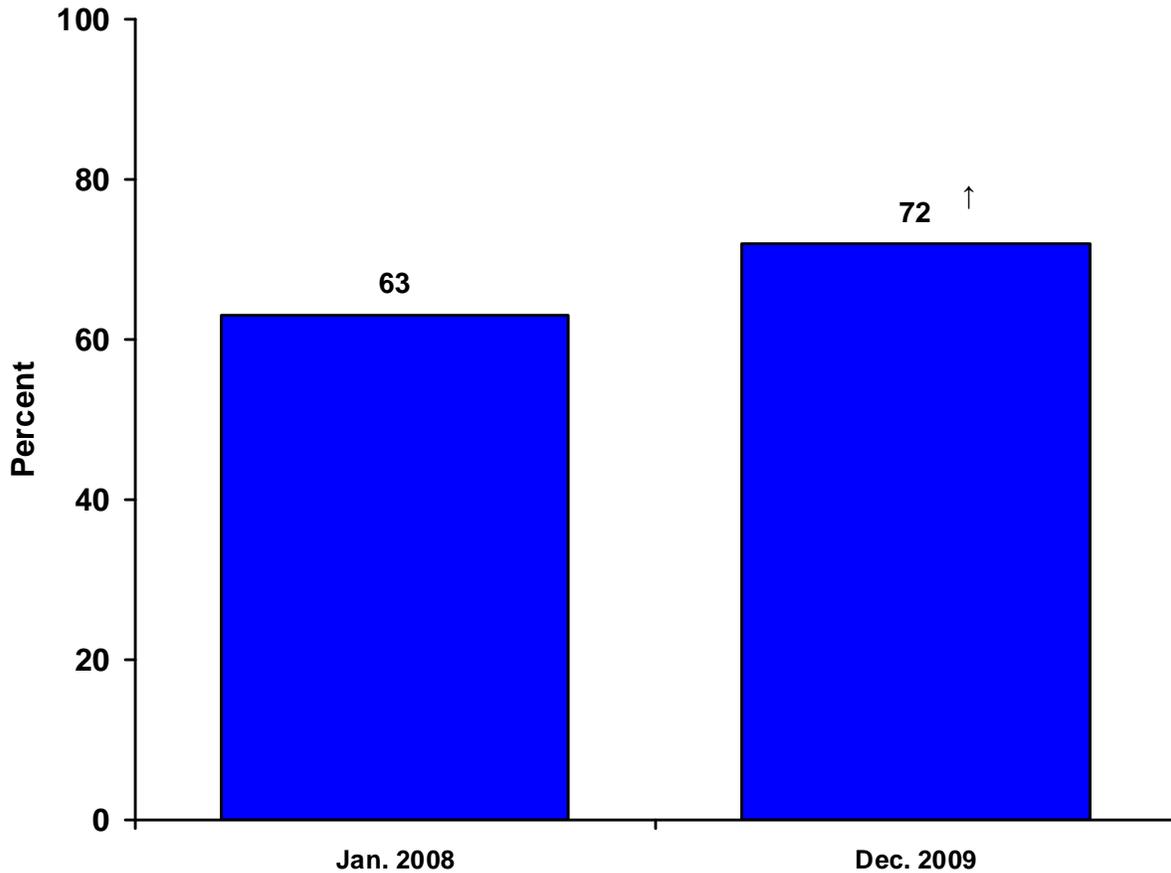
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: 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 2008*. 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 Code Enforcement (Top Two Box—Excellent/Good)



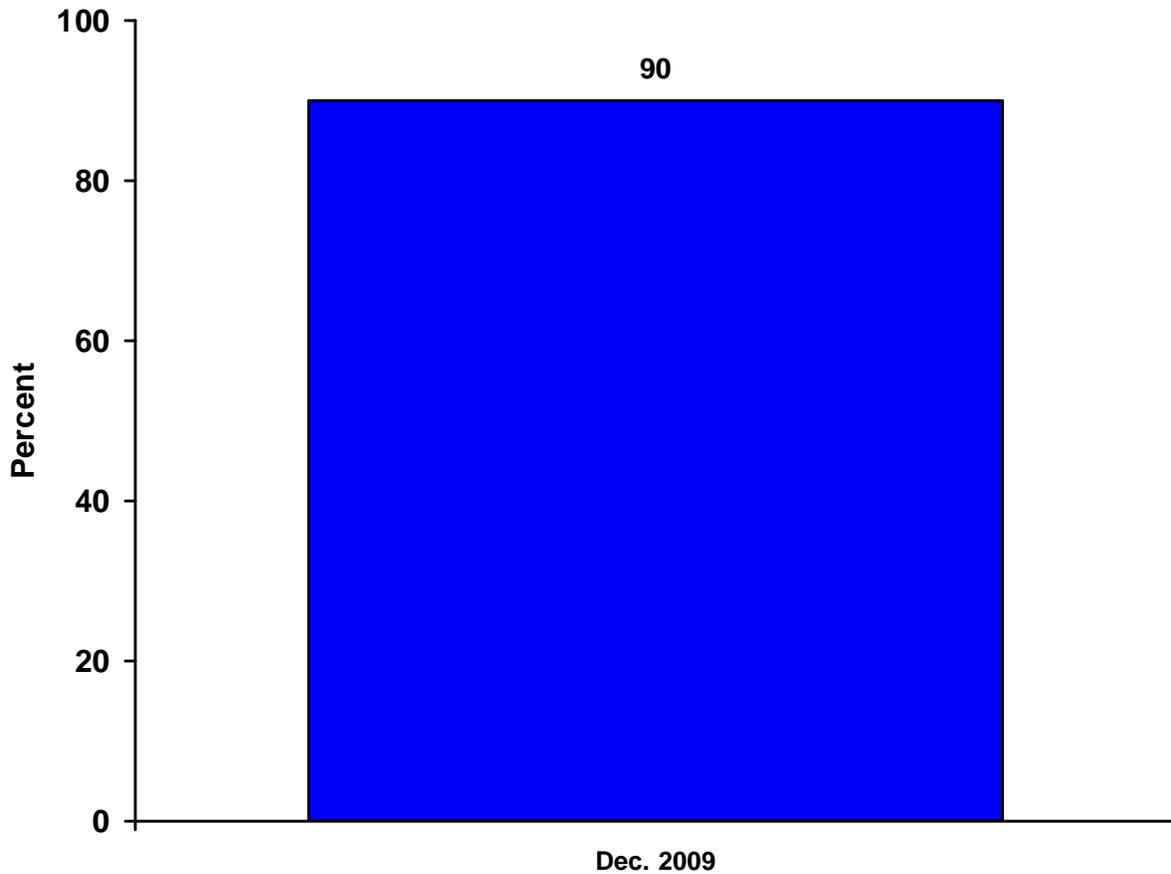
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

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

Note: Added in 2008.

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 2008*. 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 Quality Of Water and Sewer 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.”

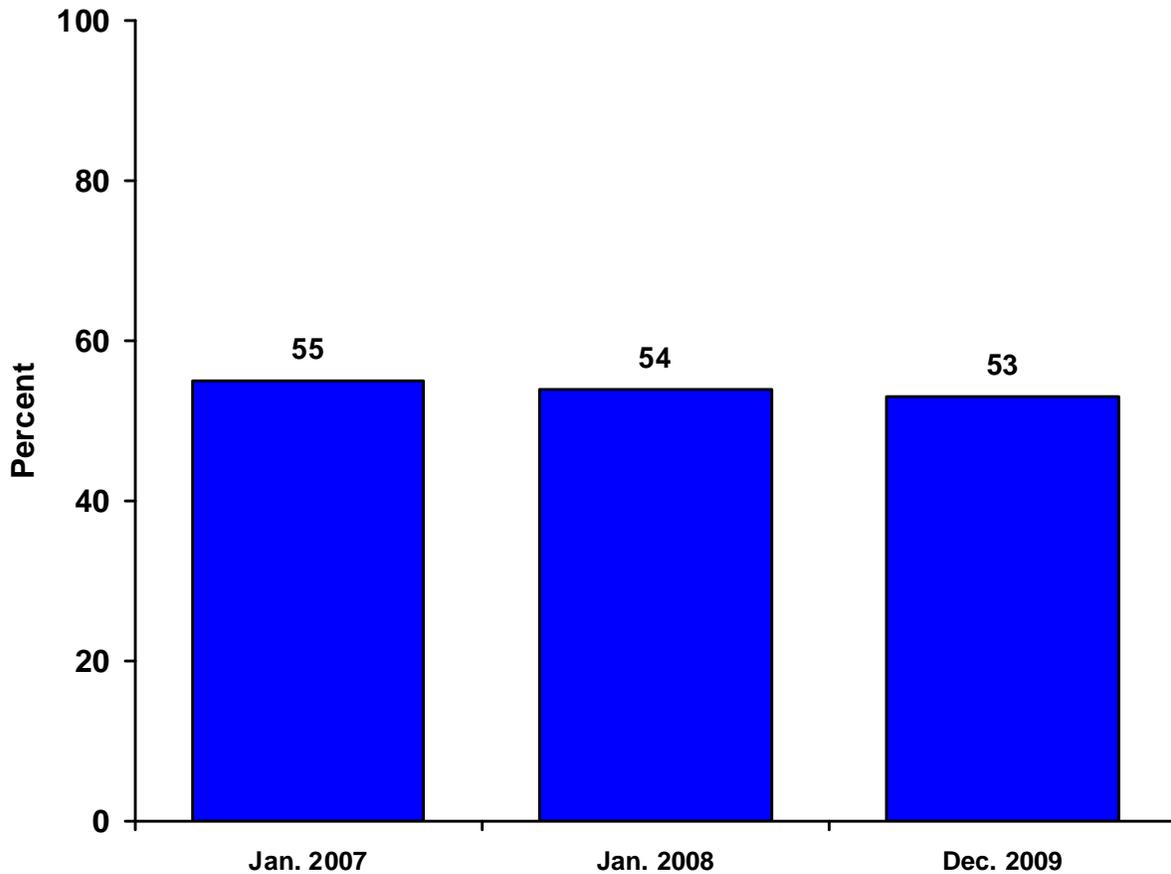
Base: Total respondents, excluding “don’t knows.” (Base Varies)

Note: Added in 2009.

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 2008**. 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 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?”

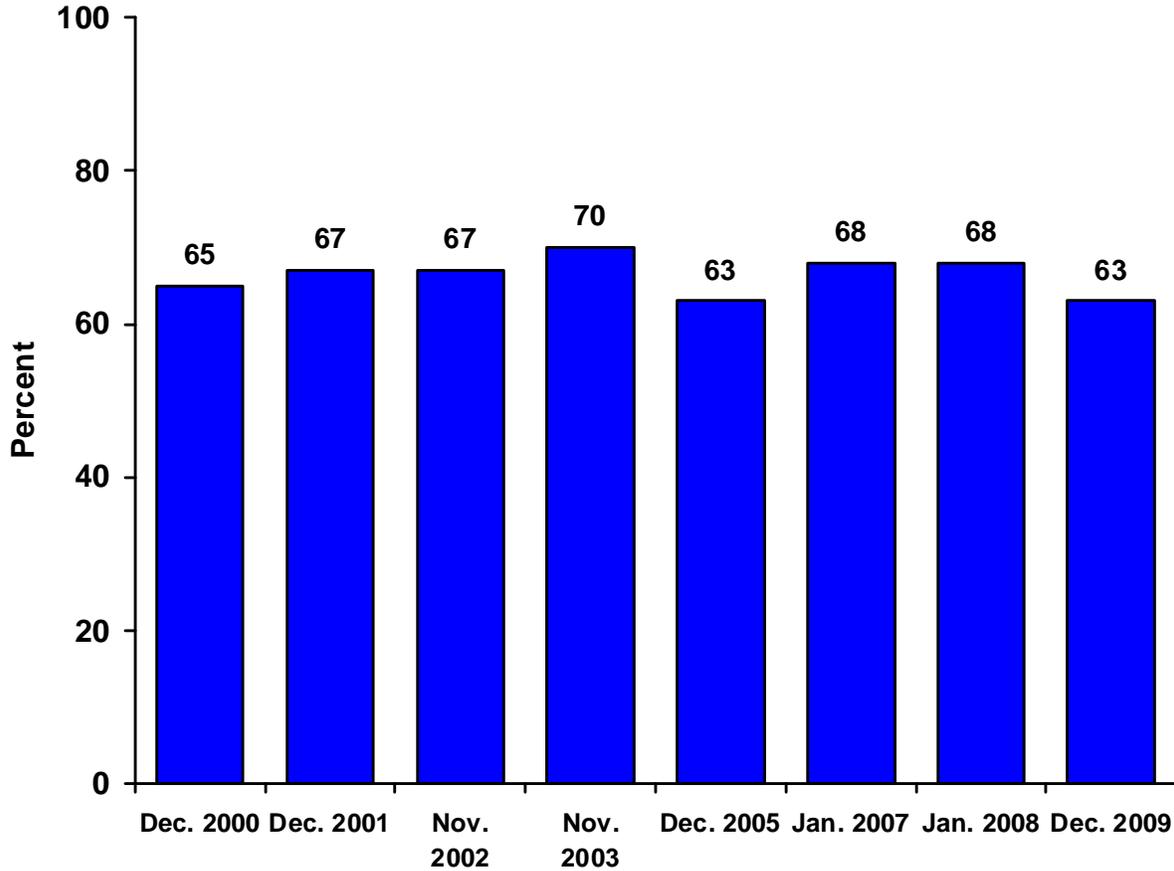
Note: Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

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 2008**. 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)



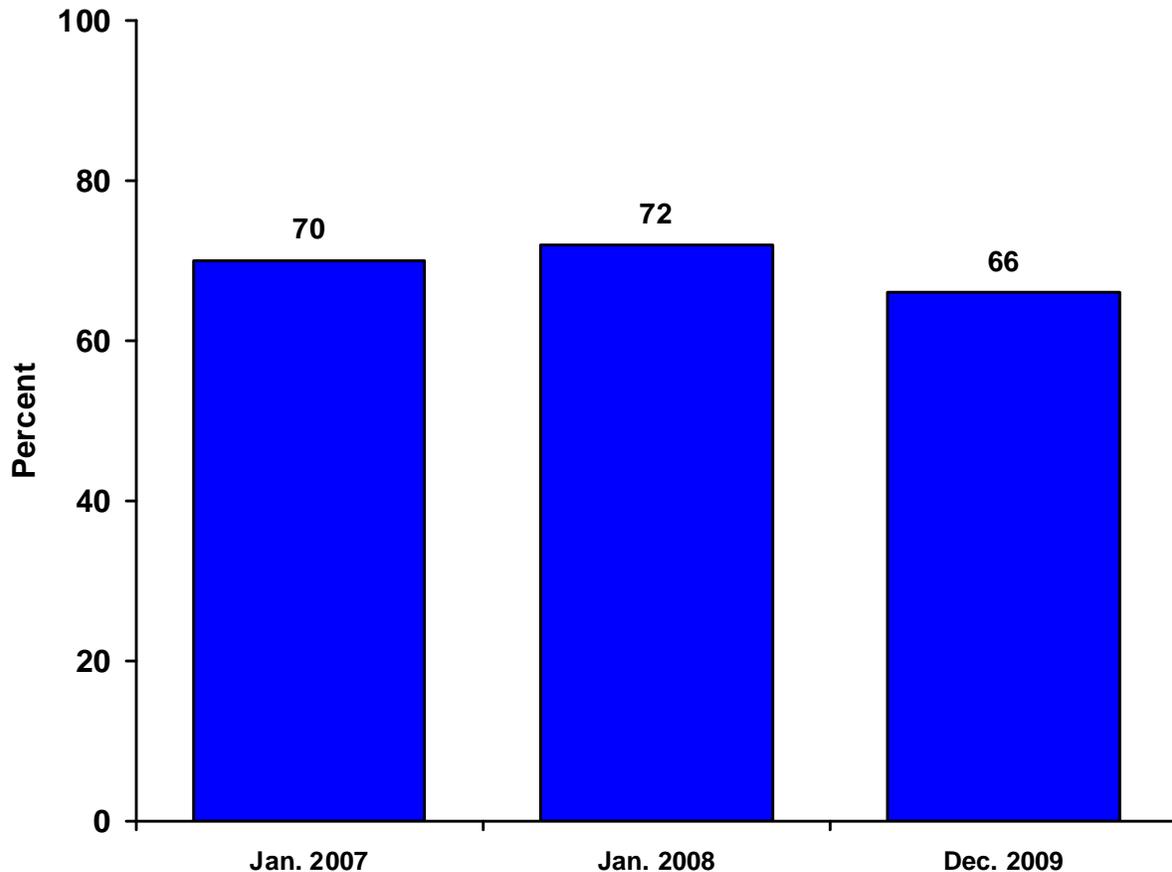
Question: Q14: “Now thinking about the streets and roads in Arlington, how would you rate each of the following?”

Note: Wording of this question 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 2008**. 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)



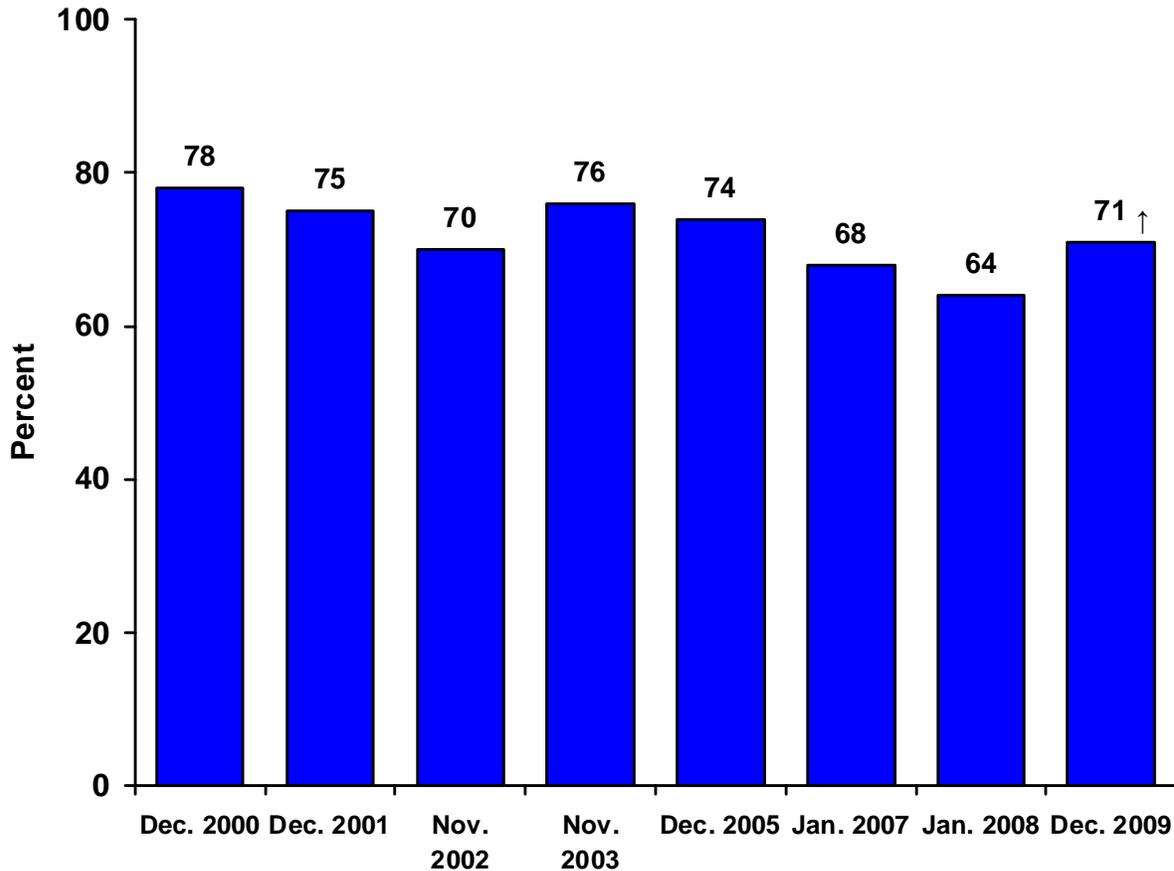
Question: Q14: “Now thinking about the streets and roads in Arlington, how would you rate each of the following?”

Note: Wording of this question 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 2008**. 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 Street Medians/Right-of-Ways (Top Two Box—Excellent/Good)



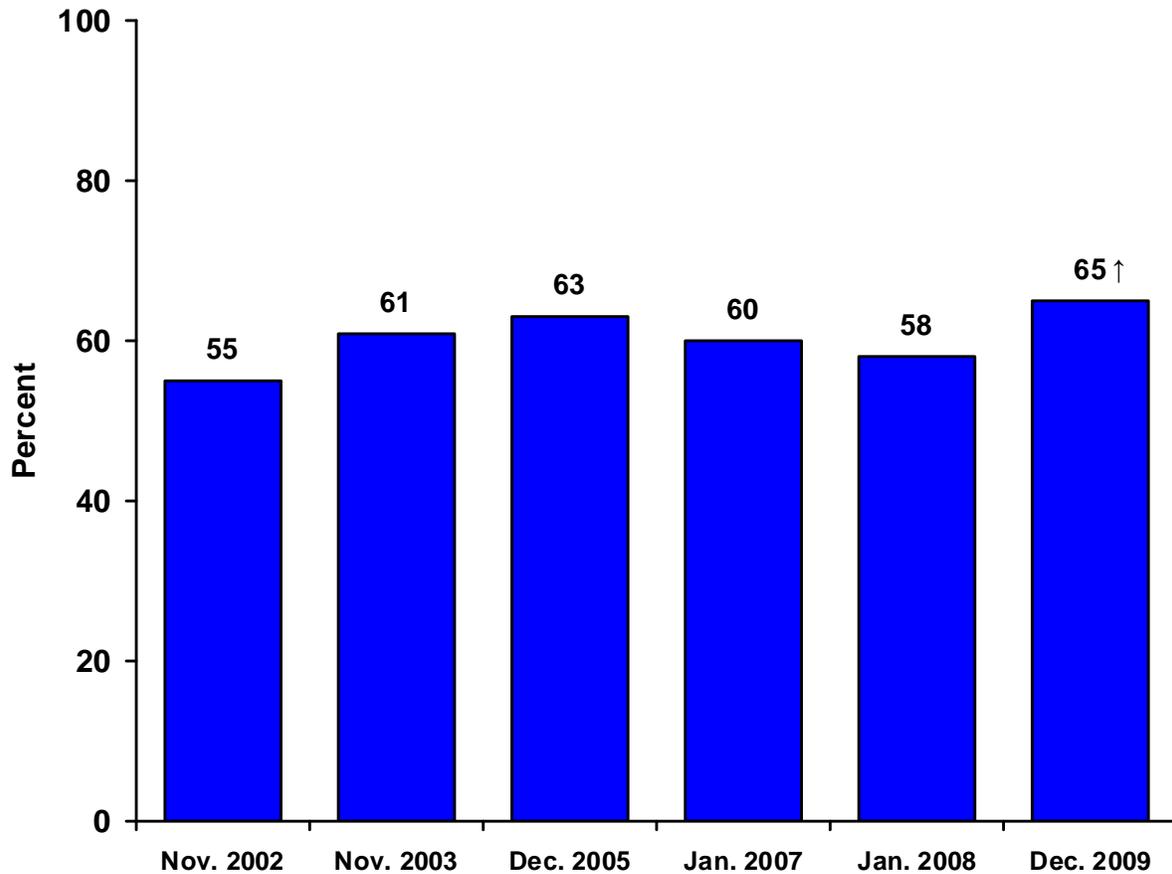
Question: Q14: “Now thinking about the streets and roads in Arlington, how would you rate each of the following?”

Note: Wording of this question 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 2008**. 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 and Cleaning (Top Two Box—Excellent/Good)



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

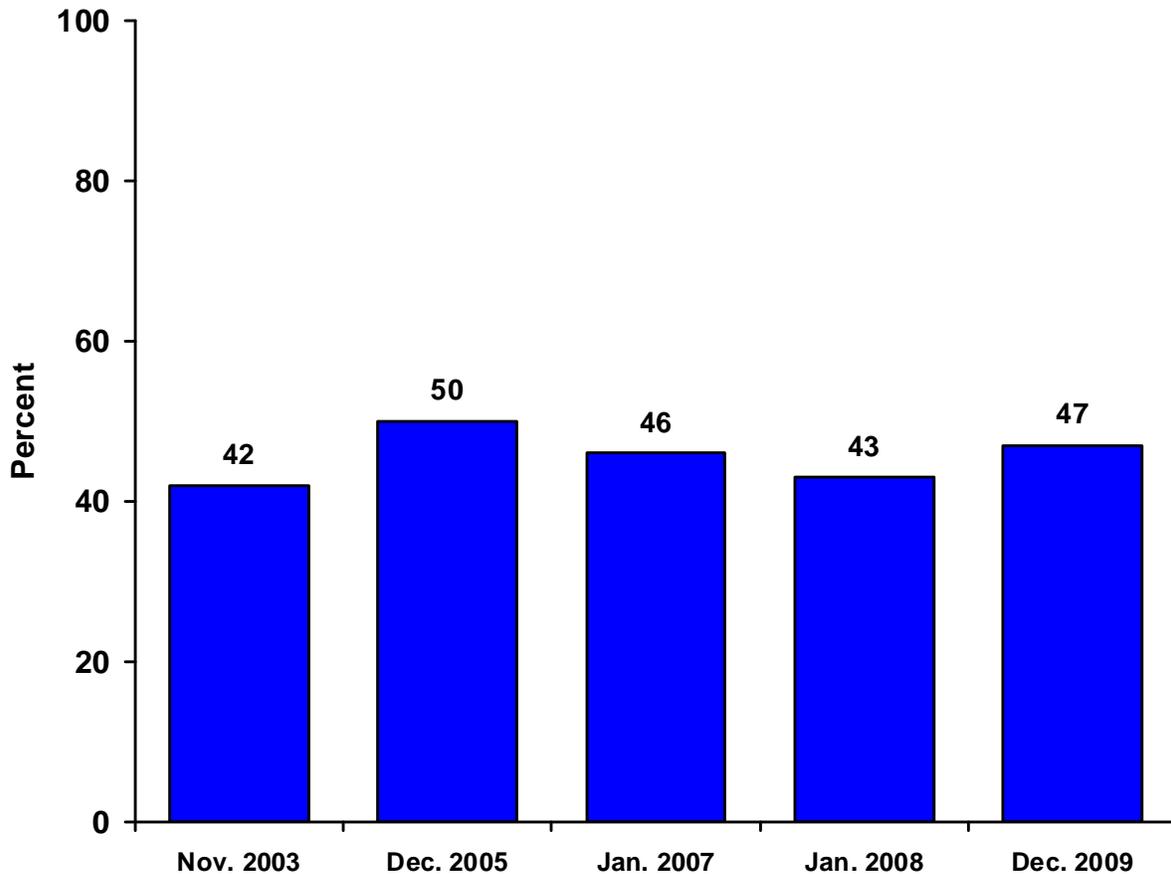
Note: Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

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 2008**. 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 Managing Traffic Flow in Entertainment District (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?”

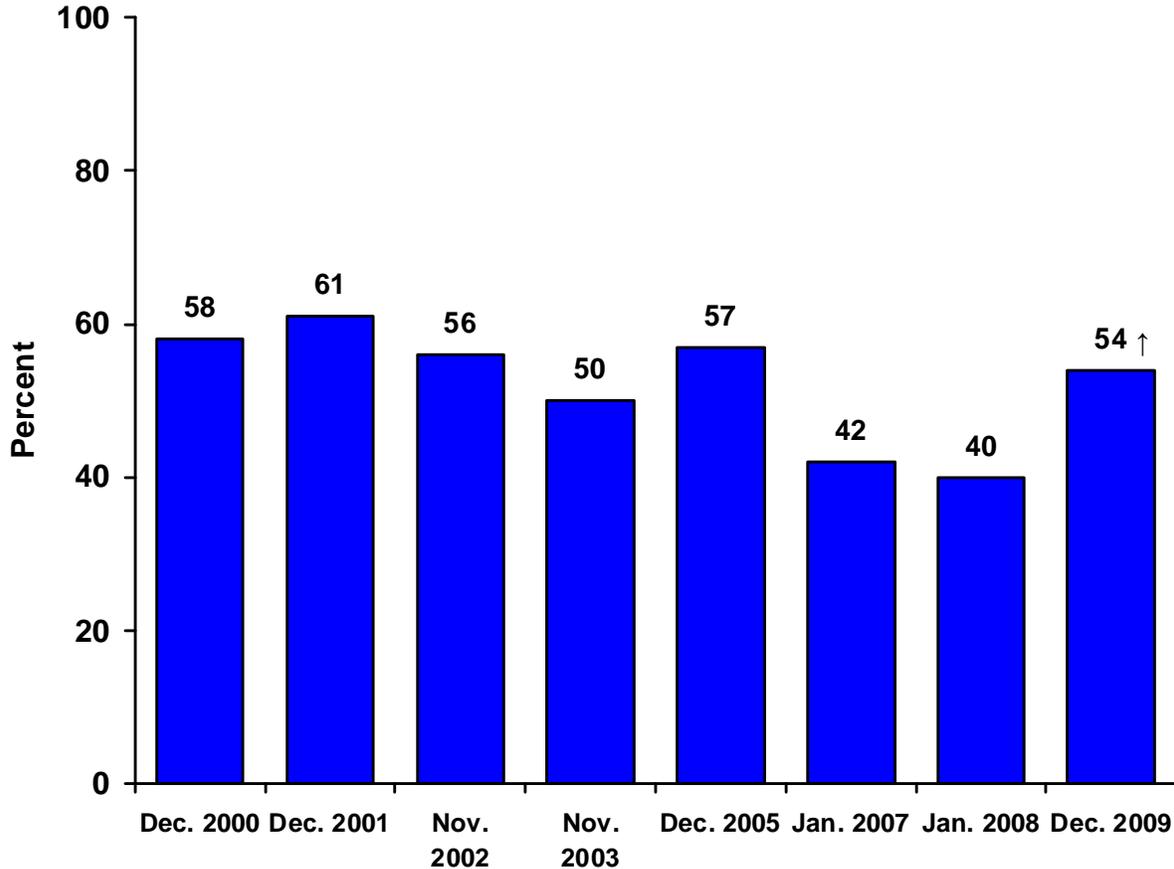
Note: Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

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 2008**. 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?”

Note: Wording of this question 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 2008**. 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>Dec.</b>	<b>Jan.</b>	<b>Jan.</b>	<b>Dec.</b>
	<b><u>2005</u></b>	<b><u>2007</u></b>	<b><u>2008</u></b>	<b><u>2009</u></b>
(Base: Total Respondents)	(457)	(445)	(437)	(400)
<b>Years In Arlington</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Less than one year	5	3	4	3
1-3 years	13	12	11	9
4-6 years	13	12	10	10
7-10 years	13	9	13	13
More than 10 years	53	61	60	65
Refused/No answer	3	3	3	--
<b>Primary Residence</b>				
Own	67	76	75	79
Rent	28	21	22	19
Refused/No answer	4	3	4	2
<b>Type of Dwelling</b>				
Single-family home	NA	76	75	84
Duplex	NA	3	2	3
Mobile home	NA	0	1	1
Condominium	NA	3	3	1
Apartment	NA	12	15	9
Other	NA	3	2	1
Refused/No answer	NA	3	4	1

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	<b>Dec.</b>	<b>Jan.</b>	<b>Jan.</b>	<b>Dec.</b>
	<b><u>2005</u></b>	<b><u>2007</u></b>	<b><u>2008</u></b>	<b><u>2009</u></b>
(Base: Total Respondents)	(457)	(445)	(437)	(400)
<b>TV Service</b>				
Network TV	NA	14	14	15
Cable TV	NA	43	38	45
Satellite TV	NA	30	31	25
Other	NA	7	14	14
Don't know/No answer	NA	6	6	6
<b>Ethnicity*</b>				
African American or Black	9	10	11	11
American Indian	1	2	1	1
Asian or Pacific Islander	2	2	4	4
Caucasian or White	66	67	65	71
Hispanic or Latin American	9	10	9	7
Multi-ethnic	2	3	3	2
Other ethnic background	10	1	1	2
Refused/No answer	0	5	6	2

\* Ethnicity asked beginning in 2002.

(Continued)

## Respondent Profile (Continued)

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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>	<b><u>Dec.</u></b> <b><u>2009</u></b>
(Base: Total Respondents)	(457)	(445)	(437)	(400)
<b>Zip Code (By Quota)</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
76001	6	6	6	5
76002	2	2	2	2
76006	7	7	8	7
76010	13	13	14	13
76011	8	7	8	7
76012	9	9	9	9
76013	10	10	7	10
76014	9	8	10	9
76015	5	6	6	6
76016	11	11	11	11
76017	14	14	14	14
76018	7	7	5	7
<b>Age (By Quota)</b>				
18-24	9	6	6	9
25-34	23	20	17	16
35-44	27	28	31	34
45-54	20	21	22	20
55-64	11	13	13	11
65 or older	10	12	12	10
<b>Gender (By Quota)</b>				
Male	50	46	45	50
Female	50	54	55	50

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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