



TO: T.C. Broadnax, City Manager
FROM: Tadd Wille, Budget Officer, Office of Management and Budget
COPY: City Council
SUBJECT: National Citizen Survey
DATE: August 1, 2014

In May and June of 2014, the City conducted a Community Survey of the quality of life in the City of Tacoma. The National Research Center conducted the National Citizen Survey. The survey was sent to 3,000 residents and a non-scientific survey was also available online. The National Community Survey is designed to measure a community's "livability" by focusing on eight facets: Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment, and Community Engagement. Within the eight facets, the survey also considers indicators of community quality, which form three pillars: Community Characteristics, Governance, and Participation.

The National Research Center analyzed the responses from a representative sample of Tacoma residents and created the attached reports. These reports each provide a unique way of viewing the results of the survey. The report includes:

- [**Dashboards**](#) – Summary of the results for Tacoma compared to past surveys and national comparison data.
- [**Community Livability Report**](#) – Breakout of the response data based on the eight aspects of livability defined by the National Community Survey.
- [**Demographic Comparison**](#) – Comparison of responses based on demographic characteristics (age, sex, income, and race).
- [**Geographic Comparison**](#) – Comparison of responses by councilmanic districts.
- [**Trends Over Time**](#) – Comparison of the 2014 responses to the 2006 and 2010 survey.
- [**Technical Appendices, Web Results, and Users Guide**](#) – Backup information to the entire report.

Tacoma received ratings similar to other communities across seven of the eight facets of community livability. Tacoma residents indicated that they carpooled instead of driving and used public transportation instead of driving at a higher level than other communities while overall safety ratings were lower compared to other communities.

The results of the community survey can be used in a variety of ways from informing the strategic plan and budget development to engaging with the community and partner organizations to tracking strengths, challenges, and progress.

Representatives of the National Research Center are scheduled to present the survey results at the Study Session on August 5, 2014. Their presentation will focus on the results included in the Community Livability report and information from the geographic and demographic comparisons.

The National Citizen Survey™

Tacoma, WA

Dashboard Summary of
Findings

2014

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. **The NCS captures residents' opinions within the three pillars of a community** (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Tacoma's performance in the eight facets of community livability with the "General" rating as a summary of results from the overarching questions not shown within any of the eight facets. The "Overall" represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Tacoma's community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

In Tacoma, most facets received ratings similar to other communities. However, Participation within the facet of Mobility saw exceptionally high ratings. Safety ratings across all pillars were lower compared to other communities. A majority of facets within Governance received ratings lower than the benchmark, but only a few facets received lower ratings within Community Characteristics. **Broadly, ratings about the community's** characteristics across most of the facets were stronger than were ratings of governance or citizen engagement. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	0	38	14	0	18	23	3	26	6
General	0	0	7	0	1	2	0	2	1
Safety	0	1	2	0	2	4	0	0	2
Mobility	0	7	1	0	1	6	2	1	0
Natural Environment	0	1	2	0	3	2	1	2	0
Built Environment	0	5	0	0	5	1	0	1	1
Economy	0	7	1	0	1	0	0	3	0
Recreation and Wellness	0	7	0	0	3	0	0	5	0
Education and Enrichment	0	5	1	0	0	2	0	2	1
Community Engagement	0	5	0	0	2	6	0	10	1

Legend	
	Higher
	Similar
	Lower

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Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↑	↓	45%	Customer service	↓	↓	54%	Recommend Tacoma	*	↓	75%
	Overall quality of life	↔	↓	59%	Services provided by Tacoma	↔	↓	54%	Remain in Tacoma	*	↔	81%
	Place to retire	↑	↓	47%	Services provided by the Federal Government	↓	↔	32%	Contacted Tacoma employees	↓	↔	45%
	Place to raise children	↑	↓	50%								
	Place to live	↑	↓	72%								
	Neighborhood	↔	↓	64%								
	Overall image	↔	↓↓	27%								
Safety	Overall feeling of safety	↓	↓↓	40%	Police	↓	↓	59%	Was NOT the victim of a crime	↑	↓	77%
	Safe in neighborhood	↔	↔	81%	Crime prevention	↔	↓	38%	Did NOT report a crime	*	↓	62%
	Safe downtown/commercial area	↓	↓	64%	Fire	↓	↔	86%				
					Fire prevention	*	↓	58%				
					Ambulance/EMS	*	↔	82%				
Mobility					Emergency preparedness	*	↓	41%				
	Traffic flow	↑	↔	49%	Traffic enforcement	↓	↓	45%	Carpooled instead of driving alone	*	↑	57%
	Travel by car	↑	↔	63%	Street repair	↓	↓↓	11%	Walked or biked instead of driving	*	↔	62%
	Travel by bicycle	↔	↔	45%	Street cleaning	↔	↓	32%	Used public transportation instead of driving	*	↑	47%
	Ease of walking	↔	↔	54%	Street lighting	↔	↓	42%				
	Travel by public transportation	↔	↔	42%	Snow removal	↑	↓	45%				
	Overall ease travel	*	↔	67%	Traffic signal timing	↔	↓	36%				
	Public parking	*	↓	42%	Bus or transit services	↓	↔	42%				
Natural Environment	Paths and walking trails	*	↔	50%								
	Overall natural environment	*	↔	62%	Garbage collection	↓	↓	68%	Recycled at home	↔	↑	95%
	Air quality	↔	↓	48%	Recycling	↓	↔	74%	Conserved water	*	↔	86%
	Cleanliness	*	↓↓	37%	Yard waste pick-up	↓	↔	73%	Made home more energy efficient	*	↔	79%
					Drinking water	*	↔	67%				
Built Environment					Open space	*	↓	45%				
	New development in Tacoma	↔	↔	42%	Sewer services	↔	↔	67%	NOT experiencing housing cost stress	↑	↔	62%
	Affordable quality housing	↔	↔	40%	Storm drainage	↔	↔	56%	Did NOT observe a code violation	*	↓↓	32%
	Housing options	*	↔	55%	Power utility	*	↔	68%				
	Overall built environment	*	↔	51%	Utility billing	↓	↔	58%				
	Public places	*	↔	57%	Land use, planning and zoning	↔	↔	41%				
					Code enforcement	↔	↓	27%				

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	*	↓	33%	Economic development	↓	↔	34%	Economy will have positive impact on income	*	↔	28%
	Shopping opportunities	↔	↔	61%					Purchased goods or services in Tacoma	*	↔	98%
	Employment opportunities	↑	↔	27%					Work in Tacoma	*	↔	47%
	Place to visit	*	↔	53%								
	Cost of living	*	↔	39%								
	Vibrant downtown/commercial area	*	↔	33%								
	Place to work	*	↔	52%								
Recreation and Wellness	Business and services	*	↔	53%								
	Fitness opportunities	*	↔	62%	City parks	↑	↔	79%	In very good to excellent health	*	↔	60%
	Recreational opportunities	*	↔	61%	Recreation centers	*	↔	62%	Used Tacoma recreation centers	*	↔	58%
	Health care	↑	↔	59%	Recreation programs	*	↔	66%	Visited a City park	↔	↔	91%
	Food	↔	↔	59%					Ate 5 portions of fruits and vegetables	*	↔	86%
	Mental health care	*	↔	38%					Participated in moderate or vigorous physical activity	*	↔	87%
	Health and wellness	*	↔	59%								
Education and Enrichment	Preventive health services	*	↔	59%								
	K-12 education	↔	↓	48%	Public libraries	↓	↓	66%	Used Tacoma public libraries	↓	↓	59%
	Cultural/arts/music activities	↔	↔	62%	Special events	*	↓	44%	Participated in religious or spiritual activities	*	↔	44%
	Child care/preschool	↑	↔	47%					Attended a City-sponsored event	*	↔	46%
	Religious or spiritual events and activities	*	↔	74%								
	Adult education	*	↔	58%								
Community Engagement	Overall education and enrichment	*	↔	62%								
	Opportunities to participate in community matters	*	↔	57%	Public information	↔	↓	49%	Sense of community	↓	↓	40%
	Opportunities to volunteer	*	↔	67%	Overall direction	↔	↔	49%	Voted in local elections	*	↔	82%
	Openness and acceptance	↔	↔	59%	Value of services for taxes paid	↓	↓	31%	Talked to or visited with neighbors	*	↔	91%
	Social events and activities	*	↔	50%	Welcoming citizen involvement	↓	↔	39%	Attended a local public meeting	↓	↔	16%
	Neighborliness	*	↔	42%	Confidence in City government	*	↓	32%	Watched a local public meeting	↓	↔	33%
					Acting in the best interest of Tacoma	*	↓	36%	Volunteered	↓	↔	44%
					Being honest	*	↓	35%	Participated in a club	*	↔	32%
					Treating all residents fairly	*	↓	32%	Campaigned for an issue, cause or candidate	*	↔	23%
									Contacted Tacoma elected officials	*	↔	20%
									Read or watched local news	*	↔	85%
									Done a favor for a neighbor	*	↔	81%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available



The National Citizen Survey™

Tacoma, WA

Community Livability Report

2014

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The National Citizen Survey™

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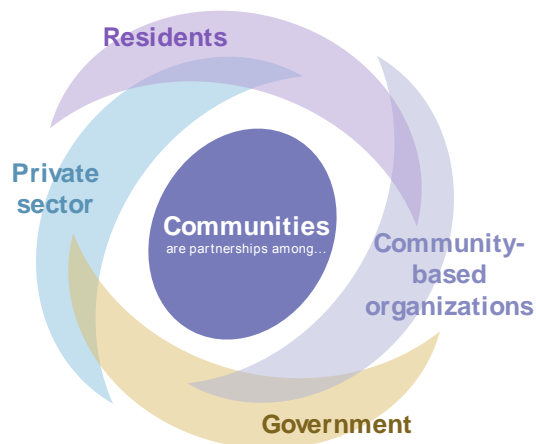
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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Tacoma. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight facets of community (Safety, Mobility, Natural Environment, Economy, Recreation and Wellness, Education, Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 717 residents of the City of Tacoma. The margin of error around any reported percentage is 4% for the entire sample. The full description of methods used to gather opinions can be found in the *Technical Appendices* provided on a separate cover.

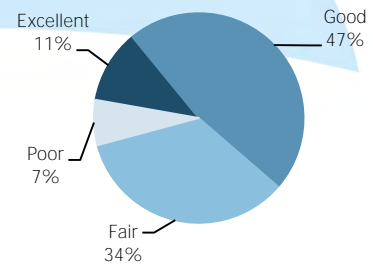


Quality of Life in Tacoma

A majority of residents rated the quality of life in Tacoma as excellent or good. **Tacoma's rating for overall quality life was lower than other communities across the nation** (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall Quality of Life



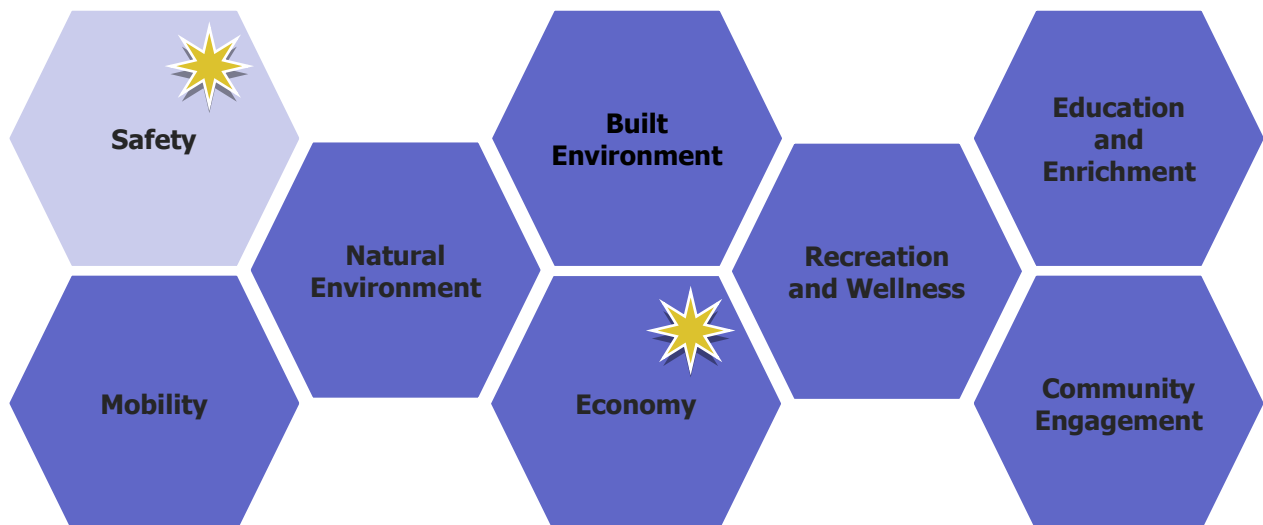
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Tacoma community in the coming two years. It is noteworthy that Tacoma residents gave positive ratings to Economy as well as to Mobility, Natural Environment, Built Environment, Recreation and Wellness, Education and Enrichment and Community Engagement. Ratings for Safety were lower when compared to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Tacoma's unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



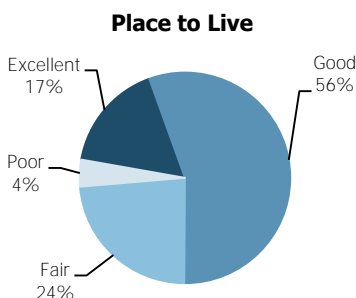
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Tacoma, 73% rated the City as an excellent or good place to live. **Respondents' ratings** of Tacoma as a place to live were lower than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Tacoma as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Tacoma and its overall appearance. A majority of participants gave positive ratings to their neighborhoods and to Tacoma as a place to raise children. All aspects were rated lower than other communities.

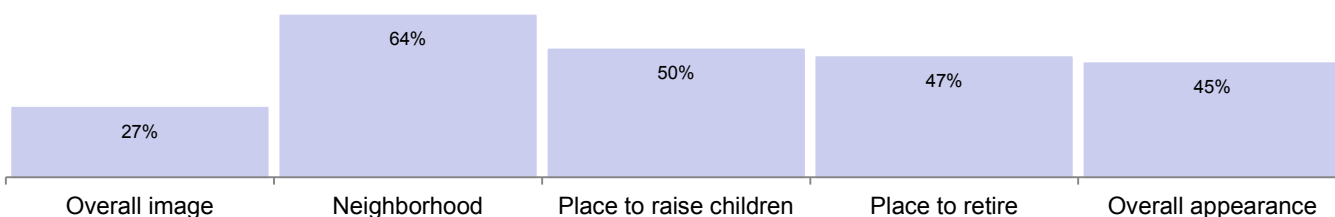
Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Most ratings of Community Characteristics were positive and similar to other communities. Participants felt safe in their neighborhoods, but did not feel as safe overall or in the downtown/commercial areas (both of these aspects were lower than the benchmark). All aspects of Built Environment, Recreation and Wellness and Community Engagement were similar to the benchmark. Mobility ratings varied widely, with travel by public transportation and public parking receiving the lowest ratings and overall ease of travel and travel by car receiving the highest ratings. Two of the three aspects of Natural Environment were rated lower than the benchmark however only one of the six aspects of Education and Enrichment was rated lower than the benchmark. While the overall economic health of Tacoma was rated lower than other communities, the remaining Economy ratings were similar to other communities. Businesses and services in Tacoma, shopping opportunities and Tacoma as a place to visit and work all received positive ratings by a majority of participants.



Percent rating positively (e.g., excellent/good)

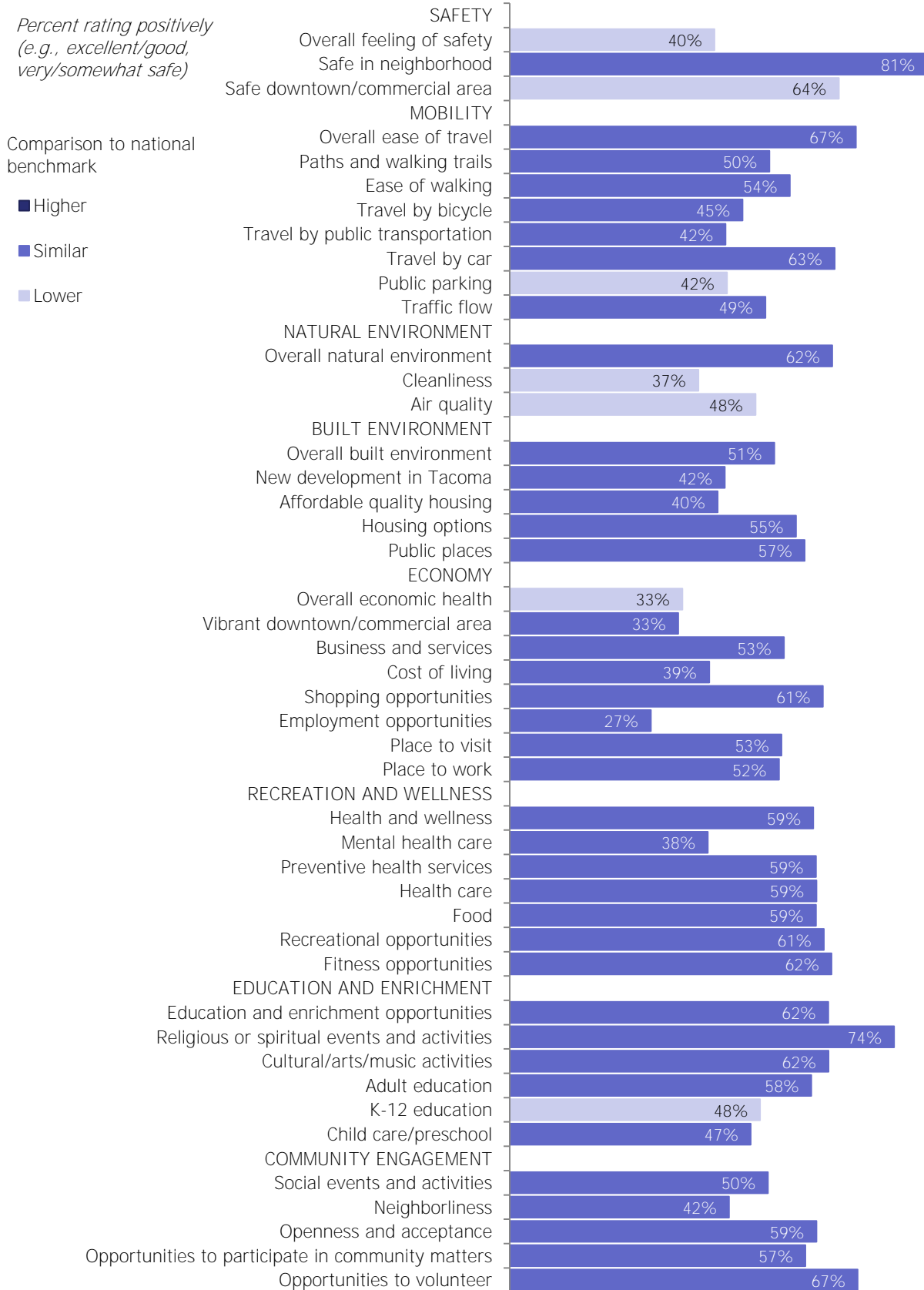
Comparison to national benchmark

■ Higher ■ Similar ■ Lower



The National Citizen Survey™

Figure 1: Aspects of Community Characteristics



Governance

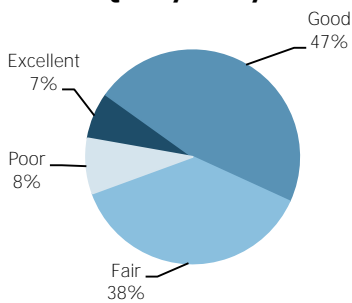
How well does the government of Tacoma meet the needs and expectations of its residents?

The overall quality of the services provided by Tacoma as well as the manner in which these services are provided are a key component of how residents rate their quality of life. A majority of participants gave positive ratings for the overall quality of City services, while only one-third of participants gave positive ratings for services provided by the Federal Government.

Survey respondents also rated various aspects of Tacoma's **leadership and governance**. A majority of participants gave positive ratings for the overall direction of Tacoma (similar to the benchmark) and to Tacoma's **customer service** (lower than the benchmark). A third or more of participants positively rated the value of services for taxes paid, welcoming community involvement, confidence in City government, acting in the best interest of Tacoma, being honest and treating all residents fairly.

Respondents evaluated over 30 individual services and amenities available in Tacoma. Safety ratings varied, with ambulance/EMS and fire services receiving positive ratings from 8 in 10 respondents and being rated similar to the benchmark. Police and fire prevention received positive ratings from a majority of participants, but were rated lower than the benchmark. Crime prevention and emergency preparedness received the lowest ratings and were also lower than the benchmark. Within Recreation and Wellness, Economy, Built Environment and Natural Environment most aspects received positive ratings from a majority of participants and were also similar to ratings across the nation. Mobility, Education and Enrichment and Community Engagement tended to receive less positive ratings that were lower than the benchmark.

Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

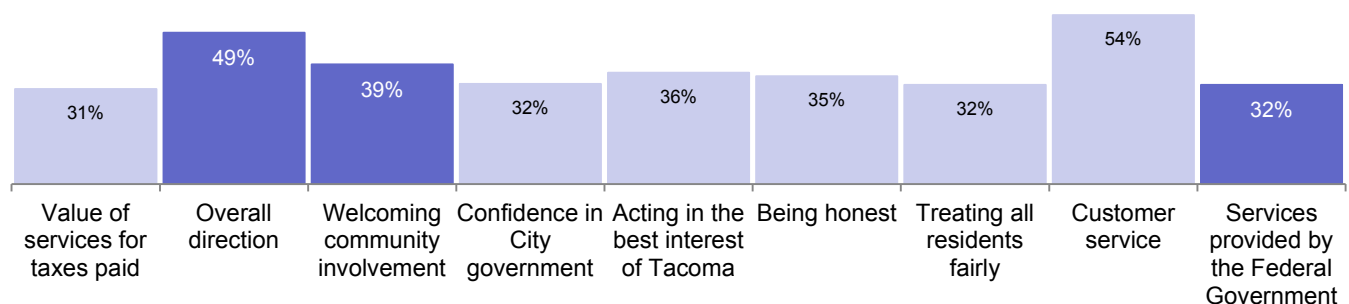
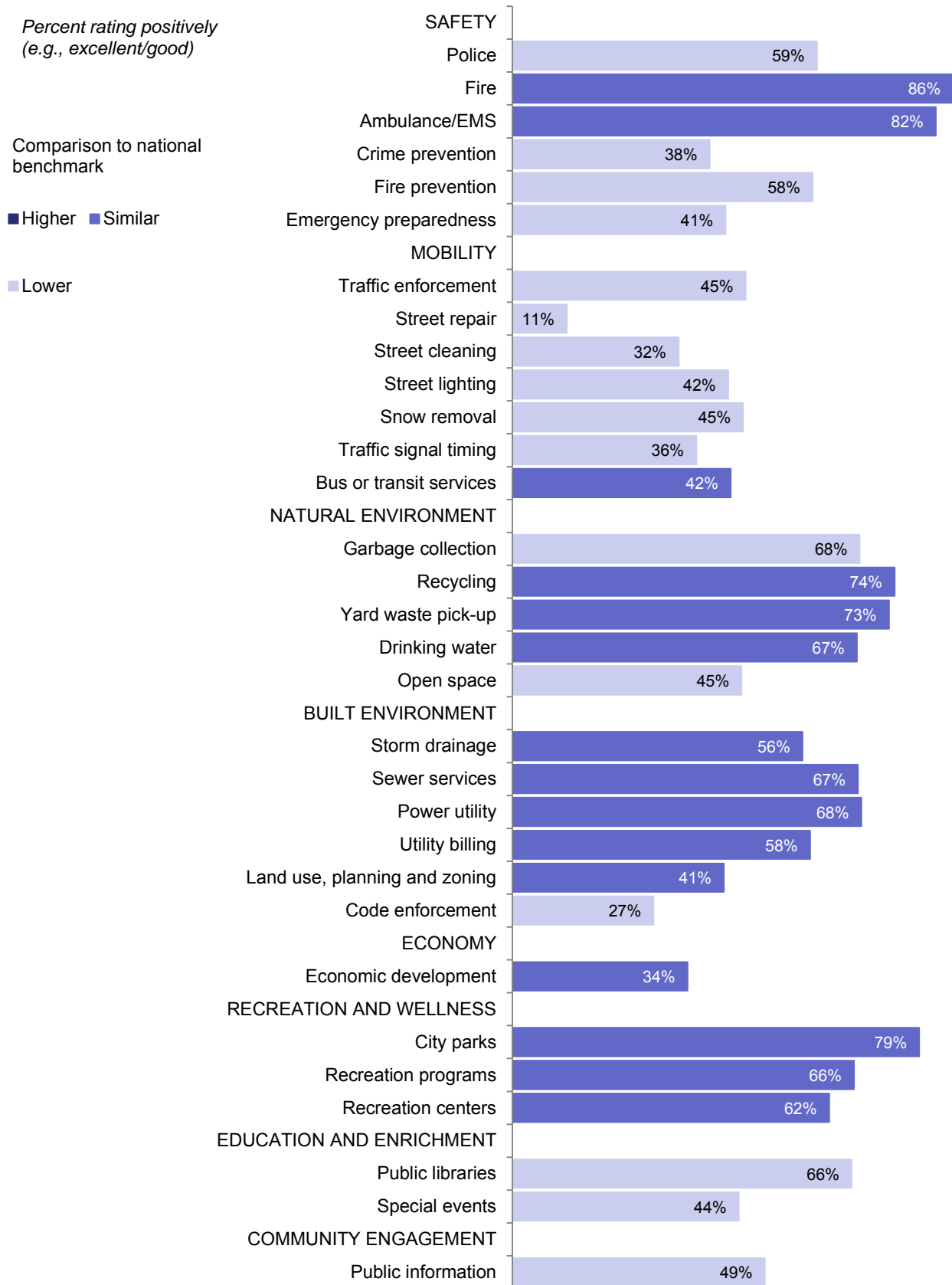


Figure 2: Aspects of Governance

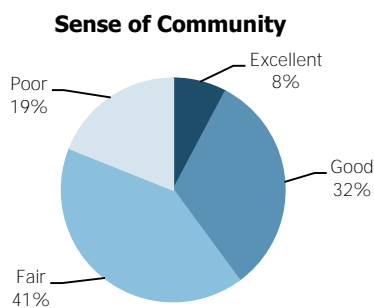


Participation

Are the residents of Tacoma connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. About 4 in 10 participants gave positive ratings for sense of community; this rating was lower than the benchmark. Most residents plan on remaining in Tacoma and a little less than half had contacted a City employee; both of these aspects were similar to other communities. About three-quarters of respondents would recommend Tacoma to others.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Participation in Mobility activities was mostly higher than other communities, with more residents using public transportation and carpooling. Within Natural Environment, water conservation and home energy efficiency ratings were positive and similar to other communities while almost all participants recycled (a rating that was higher than the benchmark). Safety ratings were lower than other communities, but a majority of participants had NOT reported a crime or been a victim of a crime. Economy, Recreation and Wellness and Community Engagement ratings tended to be positive and similar to the benchmark. Built Environment and Education and Enrichment ratings varied; one aspect of each of these facets were below the benchmark, while the remaining aspects were similar to the benchmark.



Percent rating positively (e.g., very/somewhat likely, yes)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

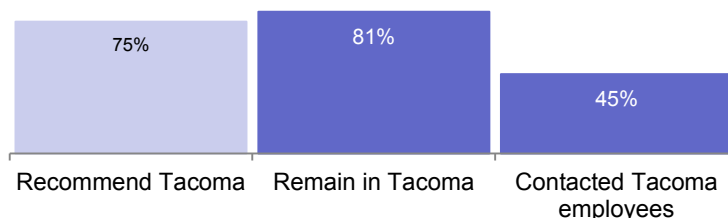
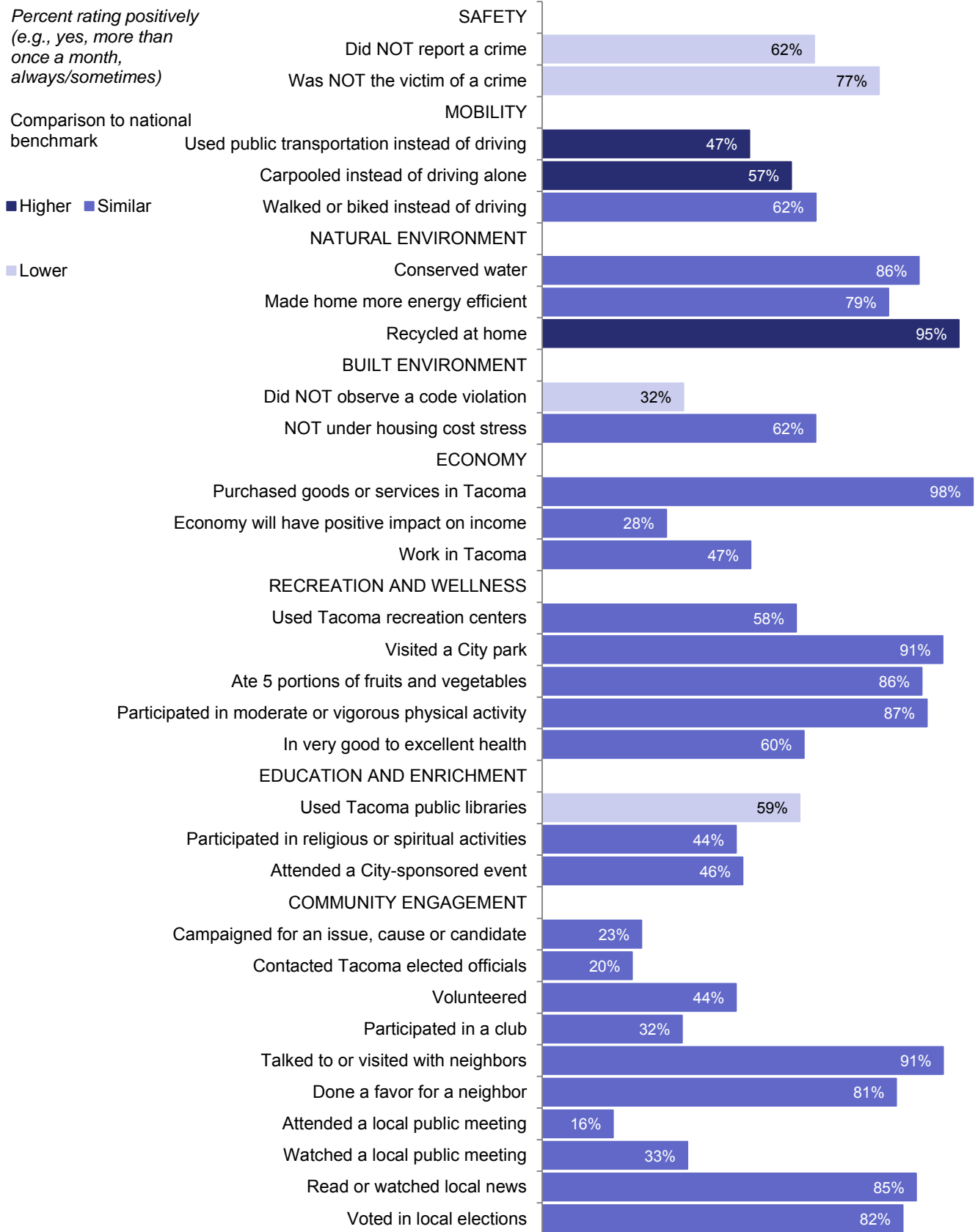


Figure 3: Aspects of Participation

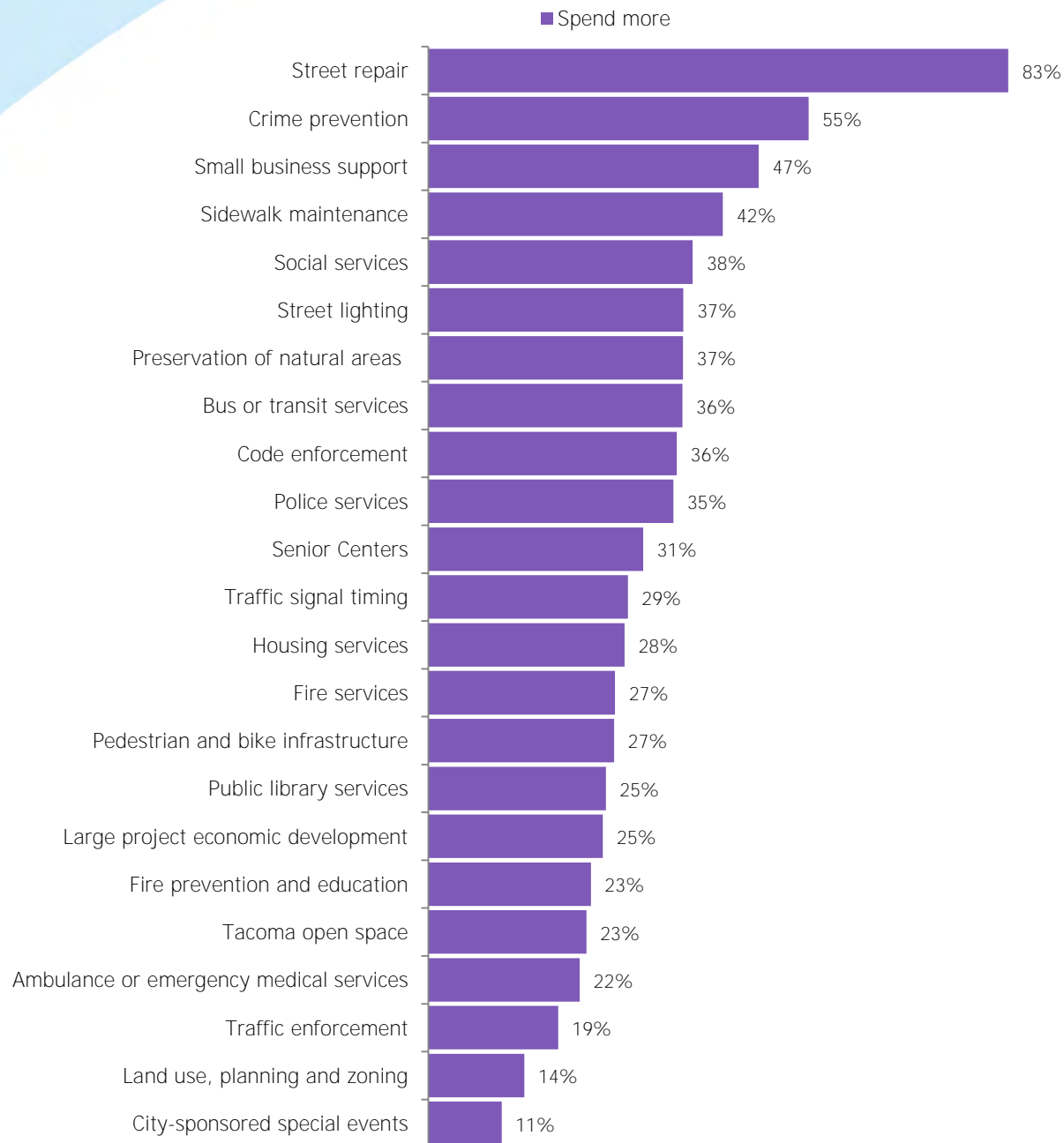


Special Topics

The City of Tacoma included three questions of special interest on The NCS. The first custom question focused on where the community would like to see more money spent on City services. Most participants indicated they wanted more money spent on street repair and a little over half of participants wanted more money spent on crime prevention. Very few participants (less than 20%) wanted more money spent on traffic enforcement, land use, planning and zoning and City-sponsored special events.

Figure 4: Spending on City Services

The City of Tacoma is seeking to understand where the community would like money spent. Please indicate whether you would like the City to spend more, the same, or less on the following services?

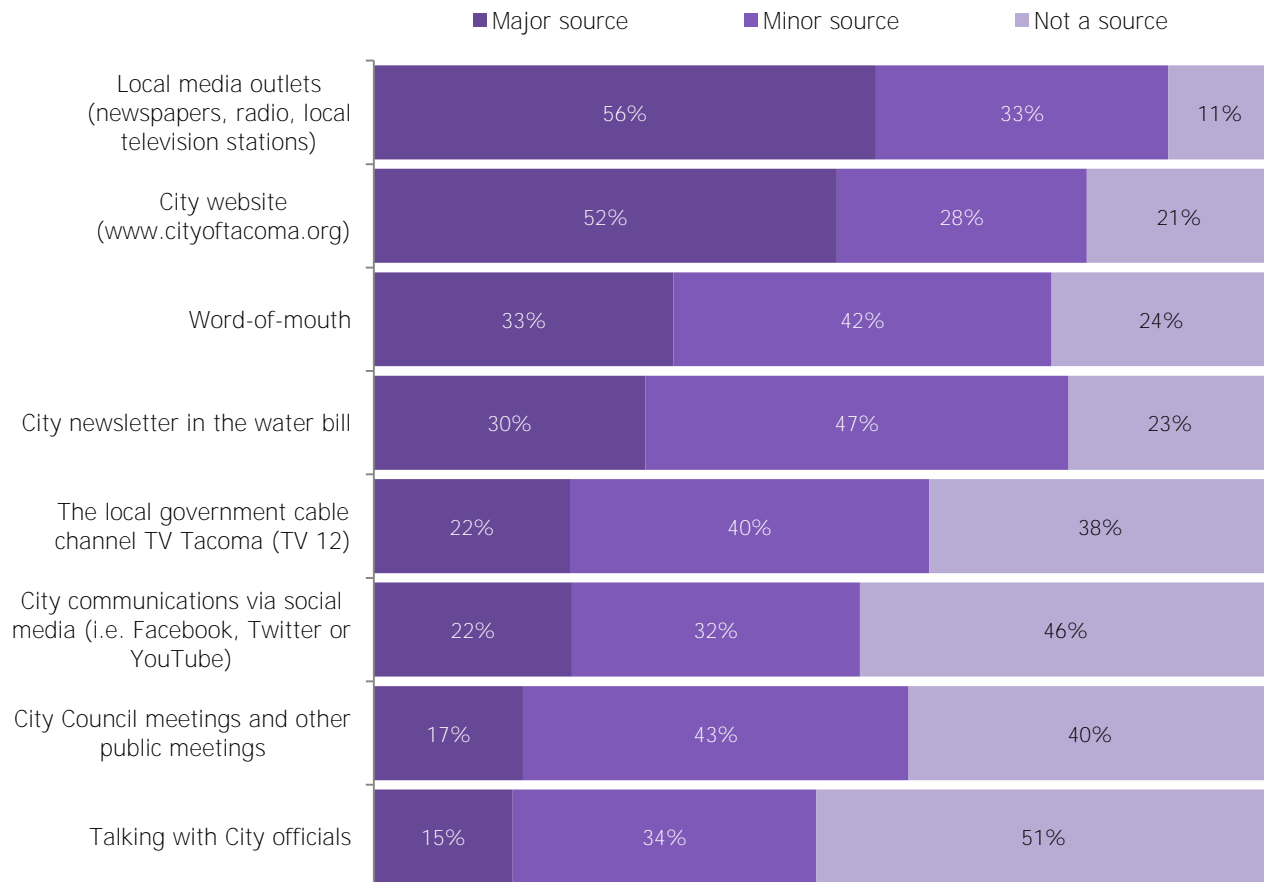


The National Citizen Survey™

The next question asked about information sources residents use to obtain information about the City government. A majority of participants listed local media outlets and the City website as major sources of information. About one-third of participants also listed word-of-mouth and the City newsletter as major sources of information. Fewer participants used City Council or other public meetings or talking with City officials as major sources of information.

Figure 5: Information Sources

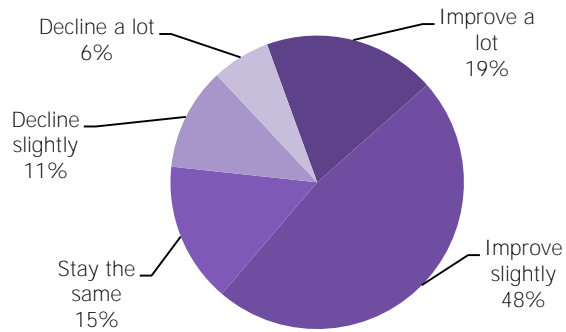
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:



A majority of participants (67%) thought the quality of life in Tacoma would improve a lot or slightly in the next ten years. Also, younger and wealthier residents were more optimistic about the overall quality of life improving in Tacoma over the next ten years (see the ***Demographic Crosstabs*** provided under separate cover).

Figure 6: Quality of Life in Tacoma in the Next Ten Years

Do you think the quality of life in Tacoma is going to improve, stay the same or decline in the next 10 years?



Conclusions

Residents are optimistic about their quality of life.

A majority of residents gave positive ratings for their overall quality of life and two-thirds of participants believed that their overall quality of life would improve over the next ten years. Many residents gave high ratings for their neighborhoods and a majority felt Tacoma was an excellent or good place to raise children. About 8 in 10 residents plan on remaining in Tacoma over the next five years.

Safety is a priority for the community.

Participants indicated that Safety should be a focus area for the community over the next two years. Most **participants feel safe in their neighborhoods, but don't feel as safe overall or in downtown/commercial areas.** Safety service ratings varied, with ambulance/EMS and fire services receiving high ratings that were similar to the benchmark, but the remaining safety services (such as police and emergency preparedness) receiving lower ratings compared to the benchmark. Most participants had NOT been the victim of a crime or had reported a crime. A little over half of participants would like the City to spend more on crime prevention.

Residents value Economy and emphasize its importance.

Participants also thought the Economy was an essential or very important facet for the City to focus on. While only about one-third of participants gave positive ratings for the overall economic health of Tacoma, vibrancy of downtown/commercial areas and cost of living, a majority of participants gave positive ratings for shopping opportunities, businesses and services, Tacoma as a place to visit and Tacoma as a place to work. Economic development ratings were similar to other communities. Almost half of participants wanted the City to spend more on small business support, but only one-quarter of participants thought more money should be spent on large project economic development.

Participants are pleased with Mobility, but see areas for improvement.

Most participants are happy with the overall ease of travel; in particular, residents are pleased with travel by car and similarly most residents are pleased with traffic flow. More residents in Tacoma than in other communities use public transportation and carpool. And while less than half of participants gave positive ratings for travel by **public transportation or bike and for bus or transit services, ratings for these aspects were still similar to what's** experienced in other communities. In contrast, few participants (11%) gave positive ratings for street repair, and many of the other Mobility services (such as street cleaning, street lighting and snow removal) were rated below the benchmark. Almost all residents (83%) would like the City to spend more on street repair.

The National Citizen Survey™

Tacoma, WA

Comparisons by Demographic
Subgroups

2014

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by race, annual household income, sex and age.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, **the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month.** ANOVA and chi-square tests of significance were applied to **these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.**

The margin of error for this report is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (717 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- White participants, residents making more than \$100,000 and older residents tended to give higher ratings for general Community Characteristics and were also more likely to remain in Tacoma over the next five years. Conversely, younger residents (ages 18-34), non-white participants, and those making less than \$50,000 all gave lower ratings for their overall quality of life. Within Governance, non-white participants and those younger than 55 years gave lower ratings for treating residents fairly and overall customer service. Younger and wealthier residents were more optimistic about the overall quality of life improving in Tacoma over the next 10 years.
- Within the facet of Safety, white respondents and wealthier respondents felt safer in their neighborhoods than non-whites and those making less than \$100,000. Also, white respondents and those 35-54 years old felt safer in downtown/commercial areas. Those making \$25,000-\$49,999 and 18-34 years old felt the least safe overall. Non-white participants tended to give lower ratings for police, fire, and ambulance or emergency medical services. Older adults gave higher ratings for crime prevention, fire prevention and emergency preparedness. Ratings of crime reporting and crime victimization varied across groups. Participants who identified as not white, making less than \$25,000, female and age 55 or older all wanted the City to spend more money on ambulance or emergency medical services, fire prevention and fire services.
- Natural Environment ratings within Community Characteristics varied across groups. Within Governance, non-white participants, those making less than \$100,000 and younger participants (less than 55 years old) all gave lower ratings for services such as garbage collection, recycling, yard waste pick-up and drinking water.
- In the pillar of Community Characteristics, Community Engagement ratings (such as opportunities to participate in community matters, opportunities to volunteer and neighborliness) were highest among white participants and wealthier participants and lowest among non-white participants and those making less than \$100,000. Participation in Community Engagement activities were varied across groups.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
The overall quality of life in Tacoma	63%	50%	48%	52%	69%	66%	59%	58%	48%	61%	66%	59%
Overall image or reputation of Tacoma	27%	29%	29%	32%	22%	27%	27%	27%	18%	29%	35%	27%
Tacoma as a place to live	77%	63%	64%	67%	77%	88%	70%	75%	67%	73%	77%	72%
Your neighborhood as a place to live	69%	54%	56%	57%	69%	76%	62%	67%	51%	67%	73%	64%
Tacoma as a place to raise children	54%	45%	51%	39%	53%	63%	53%	49%	44%	49%	61%	50%
Tacoma as a place to retire	51%	42%	51%	40%	48%	55%	45%	50%	41%	41%	60%	47%
Overall appearance of Tacoma	45%	44%	48%	46%	41%	49%	43%	47%	38%	47%	50%	45%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Overall feeling of safety in Tacoma	42%	35%	43%	28%	42%	51%	36%	43%	26%	44%	48%	40%
In your neighborhood during the day	83%	77%	77%	78%	82%	90%	81%	81%	78%	82%	82%	81%
In Tacoma's downtown/commercial area during the day	67%	57%	58%	66%	67%	69%	65%	63%	54%	70%	67%	64%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Overall ease of getting to the places you usually have to visit	70%	60%	51%	69%	73%	77%	68%	66%	66%	68%	67%	67%
Traffic flow on major streets	52%	48%	44%	44%	55%	64%	53%	48%	44%	51%	55%	49%
Ease of public parking	45%	37%	39%	41%	48%	48%	43%	43%	50%	43%	34%	42%
Ease of travel by car in Tacoma	67%	56%	56%	59%	70%	72%	66%	62%	67%	63%	59%	63%
Ease of travel by public transportation in Tacoma	41%	45%	47%	52%	40%	27%	41%	45%	45%	41%	40%	42%
Ease of travel by bicycle in Tacoma	42%	51%	48%	47%	46%	40%	43%	48%	43%	46%	47%	45%
Ease of walking in Tacoma	56%	50%	57%	54%	52%	58%	56%	52%	53%	53%	56%	54%
Availability of paths and walking trails	52%	46%	56%	48%	48%	55%	51%	49%	50%	49%	51%	50%

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Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Quality of overall natural environment in Tacoma	66%	54%	61%	58%	65%	72%	62%	63%	56%	66%	65%	62%
Air quality	47%	50%	51%	43%	47%	58%	45%	51%	41%	51%	50%	48%
Cleanliness of Tacoma	37%	37%	47%	30%	31%	44%	38%	36%	24%	43%	43%	37%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Overall "built environment" of Tacoma (including overall design, buildings, parks and transportation systems)	52%	50%	53%	51%	53%	46%	50%	53%	51%	52%	50%	51%
Public places where people want to spend time	59%	55%	49%	62%	57%	62%	57%	58%	58%	57%	57%	57%
Variety of housing options	59%	47%	54%	55%	53%	62%	54%	58%	57%	56%	53%	55%
Availability of affordable quality housing	43%	34%	36%	29%	47%	52%	32%	49%	44%	38%	38%	40%
Overall quality of new development in Tacoma	44%	37%	49%	42%	41%	39%	46%	37%	37%	44%	45%	42%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Overall economic health of Tacoma	33%	36%	37%	37%	28%	31%	33%	35%	30%	32%	40%	33%
Tacoma as a place to work	57%	46%	47%	55%	54%	59%	57%	49%	52%	51%	56%	52%
Tacoma as a place to visit	58%	44%	55%	50%	50%	58%	54%	51%	41%	54%	63%	53%
Employment opportunities	29%	25%	29%	28%	22%	34%	30%	24%	29%	26%	29%	27%
Shopping opportunities	64%	53%	62%	68%	56%	58%	61%	61%	55%	58%	68%	61%
Cost of living in Tacoma	43%	29%	29%	34%	41%	59%	39%	37%	41%	38%	37%	39%
Overall quality of business and service establishments in Tacoma	59%	42%	46%	53%	56%	63%	55%	52%	55%	51%	53%	53%
Vibrant downtown/commercial area	32%	35%	36%	40%	26%	27%	35%	30%	33%	35%	29%	33%

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Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Health and wellness opportunities in Tacoma	61%	54%	59%	56%	62%	57%	60%	57%	46%	61%	69%	59%
Fitness opportunities (including exercise classes and paths or trails, etc.)	65%	57%	60%	57%	65%	73%	59%	66%	65%	58%	65%	62%
Recreational opportunities	65%	52%	59%	55%	66%	70%	55%	67%	57%	63%	63%	61%
Availability of affordable quality food	62%	52%	54%	62%	59%	65%	58%	61%	53%	62%	64%	59%
Availability of affordable quality health care	62%	56%	50%	56%	61%	78%	59%	61%	58%	60%	62%	59%
Availability of preventive health services	62%	55%	51%	60%	56%	77%	61%	58%	57%	57%	64%	59%
Availability of affordable quality mental health care	37%	41%	40%	38%	37%	40%	38%	40%	38%	41%	36%	38%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Overall opportunities for education and enrichment	65%	53%	59%	60%	60%	70%	66%	56%	57%	59%	70%	62%
Availability of affordable quality child care/preschool	45%	49%	46%	42%	40%	59%	44%	48%	38%	47%	52%	47%
K-12 education	50%	46%	50%	34%	51%	56%	54%	42%	40%	48%	55%	48%
Adult educational opportunities	65%	47%	55%	53%	59%	69%	61%	56%	51%	58%	65%	58%
Opportunities to attend cultural/arts/music activities	68%	49%	56%	59%	63%	70%	61%	63%	61%	61%	64%	62%
Opportunities to participate in religious or spiritual events and activities	79%	64%	73%	72%	69%	87%	71%	78%	77%	70%	78%	74%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Opportunities to participate in social events and activities	54%	43%	50%	46%	46%	64%	50%	50%	45%	50%	56%	50%
Opportunities to volunteer	73%	54%	61%	65%	72%	75%	68%	66%	64%	66%	72%	67%
Opportunities to participate in community matters	62%	48%	59%	49%	59%	63%	57%	58%	55%	57%	60%	57%
Openness and acceptance of the community toward people of diverse backgrounds	64%	49%	55%	58%	57%	72%	55%	65%	56%	60%	62%	59%

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Percent rating positively (e.g., excellent/good)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Neighborhoodness of residents in Tacoma	46%	35%	39%	42%	38%	55%	42%	43%	35%	43%	49%	42%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
The City of Tacoma	56%	52%	55%	49%	53%	61%	53%	55%	50%	55%	58%	54%
The value of services for the taxes paid to Tacoma	33%	28%	30%	27%	31%	38%	29%	33%	34%	26%	34%	31%
The overall direction that Tacoma is taking	51%	47%	44%	52%	52%	52%	47%	52%	53%	50%	45%	49%
The job Tacoma government does at welcoming community involvement	40%	37%	34%	42%	37%	44%	35%	43%	39%	35%	44%	39%
Overall confidence in Tacoma government	32%	34%	34%	31%	31%	35%	35%	31%	28%	35%	34%	32%
Generally acting in the best interest of the community	35%	39%	37%	39%	34%	38%	35%	37%	35%	37%	36%	36%
Being honest	36%	32%	31%	37%	35%	39%	36%	34%	29%	36%	39%	35%
Treating all residents fairly	36%	24%	32%	32%	33%	34%	32%	32%	23%	35%	37%	32%
Overall customer service by Tacoma employees (police, receptionists, planners, etc.)	61%	42%	49%	53%	61%	58%	54%	55%	50%	51%	63%	54%
The Federal Government	31%	34%	41%	28%	30%	32%	31%	33%	28%	30%	39%	32%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Police services	63%	51%	50%	58%	64%	61%	56%	61%	54%	52%	71%	59%
Fire services	88%	81%	84%	83%	88%	86%	87%	85%	85%	84%	89%	86%
Ambulance or emergency medical services	85%	77%	78%	80%	87%	82%	87%	78%	81%	80%	86%	82%
Crime prevention	38%	41%	46%	37%	33%	40%	36%	41%	27%	39%	49%	38%
Fire prevention and education	61%	54%	67%	54%	56%	50%	60%	57%	43%	62%	64%	58%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	45%	35%	42%	40%	36%	48%	40%	44%	29%	43%	48%	41%

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Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Traffic enforcement	44%	50%	57%	45%	42%	37%	49%	42%	42%	46%	48%	45%
Street repair	10%	13%	16%	8%	10%	11%	11%	10%	6%	15%	10%	11%
Street cleaning	35%	29%	33%	31%	35%	30%	37%	29%	28%	38%	31%	32%
Street lighting	45%	36%	45%	36%	44%	43%	40%	45%	43%	38%	46%	42%
Snow removal	48%	38%	53%	40%	43%	50%	48%	42%	52%	42%	42%	45%
Traffic signal timing	33%	42%	44%	34%	34%	35%	38%	34%	36%	37%	34%	36%
Bus or transit services	43%	40%	56%	44%	36%	29%	43%	42%	36%	44%	46%	42%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Garbage collection	73%	54%	53%	66%	74%	74%	70%	64%	60%	66%	76%	68%
Recycling	79%	65%	64%	74%	77%	81%	76%	72%	66%	75%	81%	74%
Yard waste pick-up	78%	61%	61%	69%	78%	86%	76%	70%	56%	78%	82%	73%
Drinking water	70%	61%	55%	67%	69%	81%	66%	69%	56%	70%	75%	67%
Tacoma open space	46%	43%	46%	41%	41%	53%	43%	48%	38%	46%	49%	45%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Storm drainage	59%	50%	48%	56%	57%	65%	58%	54%	47%	57%	66%	56%
Sewer services	71%	59%	57%	65%	71%	76%	67%	68%	55%	70%	76%	67%
Power (electric and/or gas) utility	73%	57%	66%	62%	68%	77%	65%	71%	57%	67%	82%	68%
Utility billing	64%	46%	56%	51%	60%	71%	59%	58%	46%	57%	71%	58%
Land use, planning and zoning	42%	40%	40%	30%	50%	47%	39%	43%	44%	42%	36%	41%
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)	26%	30%	29%	29%	22%	29%	29%	25%	25%	31%	24%	27%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Economic development	35%	34%	38%	43%	28%	26%	36%	33%	36%	35%	30%	34%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
City parks	84%	68%	74%	74%	82%	92%	79%	80%	82%	79%	76%	79%
Recreation programs or classes	72%	56%	65%	58%	69%	81%	68%	65%	71%	64%	67%	66%
Recreation centers or facilities	65%	54%	53%	57%	64%	80%	62%	63%	59%	62%	65%	62%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Public library services	68%	63%	71%	63%	63%	69%	64%	69%	68%	64%	67%	66%
City-sponsored special events	47%	39%	47%	45%	39%	49%	45%	43%	37%	42%	53%	44%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Public information services	51%	45%	54%	45%	51%	49%	53%	46%	47%	48%	52%	49%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Sense of community	39%	42%	40%	40%	38%	49%	36%	44%	40%	40%	41%	40%
Recommend living in Tacoma to someone who asks	76%	74%	70%	74%	76%	86%	76%	75%	71%	79%	77%	75%
Remain in Tacoma for the next five years	84%	75%	79%	73%	82%	92%	82%	80%	71%	83%	90%	81%
Contacted the City of Tacoma (in-person, phone, email or web) for help or information	49%	36%	45%	37%	44%	60%	47%	44%	37%	51%	49%	45%

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Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Was NOT the victim of a crime	77%	76%	72%	82%	72%	81%	76%	77%	82%	67%	81%	77%
Did NOT report a crime	67%	51%	55%	69%	59%	64%	63%	61%	58%	59%	69%	62%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Walked or biked instead of driving	62%	64%	66%	58%	63%	64%	64%	62%	74%	61%	55%	62%
Carpooled with other adults or children instead of driving alone	59%	52%	60%	52%	60%	58%	57%	57%	71%	58%	41%	57%
Used bus, rail, subway or other public transportation instead of driving	47%	49%	58%	48%	44%	42%	46%	49%	53%	51%	36%	47%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Recycle at home	96%	91%	94%	89%	99%	99%	96%	93%	94%	95%	95%	95%
Made efforts to make your home more energy efficient	78%	79%	82%	70%	80%	86%	80%	77%	77%	80%	79%	79%
Made efforts to conserve water	86%	84%	87%	83%	85%	89%	87%	83%	81%	88%	88%	86%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
NOT under housing cost stress	65%	55%	18%	62%	78%	94%	60%	65%	69%	62%	55%	62%
Did NOT observe a code violation	29%	39%	38%	30%	31%	29%	34%	31%	27%	34%	37%	32%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Purchase goods or services from a business located in Tacoma	98%	97%	95%	98%	99%	99%	99%	97%	100%	96%	98%	98%
Economy will have positive impact on income	28%	29%	20%	23%	34%	41%	30%	27%	29%	33%	22%	28%
Work in Tacoma	45%	52%	44%	52%	43%	55%	52%	44%	57%	52%	32%	47%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Used Tacoma recreation centers or their services	57%	59%	58%	54%	59%	69%	63%	53%	57%	69%	46%	58%
Visited a neighborhood park or City park	92%	89%	89%	91%	91%	97%	93%	91%	99%	90%	84%	91%
Eat at least 5 portions of fruits and vegetables a day	87%	84%	84%	81%	87%	95%	86%	87%	87%	87%	84%	86%
Participate in moderate or vigorous physical activity	89%	86%	79%	86%	92%	95%	86%	90%	97%	87%	79%	87%
Reported being in "very good" or "excellent" health	59%	59%	44%	52%	65%	84%	57%	64%	75%	61%	43%	60%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Used Tacoma public libraries or their services	57%	59%	72%	54%	54%	56%	61%	57%	49%	65%	60%	59%
Participated in religious or spiritual activities in Tacoma	40%	51%	51%	40%	36%	52%	50%	37%	37%	45%	49%	44%
Attended a City-sponsored event	46%	47%	46%	42%	45%	59%	44%	49%	51%	49%	39%	46%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Campaigned or advocated for an issue, cause or candidate	23%	22%	21%	14%	25%	34%	25%	21%	15%	28%	24%	23%
Contacted Tacoma elected officials (in-person, phone, email or web) to express your opinion	19%	22%	21%	16%	22%	27%	21%	20%	17%	23%	22%	20%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Volunteered your time to some group/activity in Tacoma	46%	39%	40%	44%	37%	60%	49%	39%	44%	45%	44%	44%
Participated in a club	34%	27%	20%	29%	39%	42%	36%	28%	28%	34%	34%	32%
Talked to or visited with your immediate neighbors	93%	87%	90%	92%	87%	98%	93%	89%	92%	90%	92%	91%
Done a favor for a neighbor	80%	82%	87%	77%	70%	92%	81%	80%	72%	82%	88%	81%
Attended a local public meeting	18%	13%	14%	16%	16%	22%	15%	17%	16%	16%	17%	16%
Watched (online or on television) a local public meeting	29%	44%	44%	36%	24%	31%	35%	31%	22%	39%	39%	33%
Read or watch local news (via television, paper, computer, etc.)	84%	88%	83%	86%	82%	90%	86%	84%	79%	85%	92%	85%
Vote in local elections	84%	75%	74%	83%	80%	94%	83%	81%	70%	86%	89%	82%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Overall feeling of safety in Tacoma	92%	89%	93%	90%	89%	91%	95%	87%	91%	88%	94%	91%
Overall ease of getting to the places you usually have to visit	76%	66%	80%	74%	68%	72%	75%	70%	66%	72%	81%	73%
Quality of overall natural environment in Tacoma	77%	76%	80%	77%	74%	73%	78%	75%	77%	74%	79%	77%
Overall "built environment" of Tacoma (including overall design, buildings, parks and transportation systems)	73%	59%	68%	70%	64%	80%	73%	64%	63%	73%	71%	69%
Health and wellness opportunities in Tacoma	68%	82%	84%	79%	62%	63%	76%	68%	67%	71%	79%	72%
Overall opportunities for education and enrichment	79%	86%	81%	86%	80%	75%	85%	78%	83%	79%	83%	81%
Overall economic health of Tacoma	90%	88%	90%	90%	89%	87%	90%	88%	92%	87%	89%	89%
Sense of community	68%	78%	80%	75%	61%	72%	77%	64%	63%	74%	76%	71%

Table 29: Spending on City Services

The City of Tacoma is seeking to understand where the community would like money spent. Please indicate whether you would like the City to spend more, the same, or less on the following services? (Percent rating as 'Spend more')	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Police services	36%	32%	41%	35%	30%	35%	43%	26%	28%	35%	42%	35%
Ambulance or emergency medical services	19%	27%	31%	28%	12%	14%	26%	17%	11%	23%	31%	22%
Fire prevention and education	20%	32%	36%	29%	13%	14%	28%	18%	15%	27%	27%	23%
Street repair	83%	83%	85%	85%	82%	80%	84%	83%	86%	80%	84%	83%

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The City of Tacoma is seeking to understand where the community would like money spent. Please indicate whether you would like the City to spend more, the same, or less on the following services? (Percent rating as 'Spend more')	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Street lighting	32%	50%	35%	45%	35%	28%	38%	35%	35%	39%	36%	37%
Sidewalk maintenance	41%	47%	38%	45%	41%	43%	43%	43%	40%	41%	46%	42%
Bus or transit services	36%	38%	40%	36%	35%	33%	43%	31%	35%	35%	39%	36%
Land use, planning and zoning	12%	18%	19%	11%	13%	13%	16%	12%	16%	14%	11%	14%
Tacoma open space	22%	23%	19%	24%	20%	30%	25%	21%	21%	26%	21%	23%
Fire services	24%	33%	39%	32%	20%	14%	31%	21%	17%	28%	36%	27%
Crime prevention	53%	58%	49%	59%	58%	46%	60%	48%	63%	48%	55%	55%
Traffic enforcement	17%	21%	18%	19%	17%	17%	19%	17%	8%	21%	25%	19%
Traffic signal timing	29%	26%	27%	28%	34%	19%	28%	28%	29%	26%	29%	29%
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)	37%	32%	33%	35%	37%	39%	35%	36%	45%	30%	33%	36%
Large project economic development	23%	31%	16%	18%	30%	39%	22%	29%	33%	24%	18%	25%
Small business support	45%	53%	45%	37%	54%	58%	47%	48%	54%	47%	42%	47%
Public library services	23%	32%	27%	23%	26%	25%	25%	26%	19%	32%	25%	25%
Preservation of natural areas such as open space, farmlands and greenbelts	37%	36%	38%	30%	38%	40%	40%	33%	37%	39%	33%	37%
City-sponsored special events	8%	16%	12%	7%	10%	9%	11%	10%	8%	14%	9%	11%
Pedestrian and bike infrastructure	24%	32%	27%	26%	23%	30%	26%	28%	30%	29%	21%	27%
Housing services	21%	46%	49%	27%	20%	15%	34%	23%	23%	31%	32%	28%
Social services (housing, employment, basic needs, youth services)	35%	45%	53%	37%	37%	20%	47%	29%	31%	43%	39%	38%
Senior Centers	25%	42%	50%	25%	22%	22%	34%	26%	27%	31%	33%	31%

Table 30: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services: (Percent rating as 'Major' or 'Minor' source)	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
City website (www.cityoftacoma.org)	80%	79%	75%	83%	82%	81%	85%	75%	80%	86%	73%	79%
Local media outlets (newspapers, radio, local television stations)	90%	88%	89%	95%	86%	90%	90%	87%	87%	89%	91%	89%
The local government cable channel TV Tacoma (TV 12)	59%	70%	74%	72%	47%	54%	69%	55%	53%	65%	70%	62%
City newsletter in the water bill	76%	80%	73%	78%	81%	74%	80%	74%	68%	81%	84%	77%
City Council meetings and other public meetings	56%	70%	61%	72%	56%	50%	63%	57%	54%	63%	63%	60%
Talking with City officials	47%	57%	53%	56%	44%	47%	54%	44%	45%	51%	53%	49%
City communications via social media (i.e. Facebook, Twitter or YouTube)	53%	59%	53%	66%	51%	51%	63%	45%	60%	60%	42%	54%
Word-of-mouth	75%	75%	76%	77%	78%	72%	77%	74%	75%	80%	72%	76%

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Table 31: Quality of Life in Tacoma in the Next 10 Years

(Percent rating as "Improve a lot" or "Improve slightly")	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Do you think the quality of life in Tacoma is going to improve, stay the same or decline in the next 10 years?	66%	71%	57%	64%	71%	79%	66%	69%	72%	70%	59%	67%

Table 32: Neighborhood Business Districts

Please rate each of the following characteristics as they relate to Tacoma as a whole: (Percent rating as 'Excellent' or 'Good')	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Quality of neighborhood business districts	50%	35%	41%	46%	42%	57%	48%	42%	32%	50%	53%	45%

Table 33: Requested Social Service Assistance

Please indicate whether or not you have done each of the following in the last 12 months. (Percent rating as 'Yes')	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Requested social service assistance (housing, employment, basic needs, youth services)	20%	32%	55%	24%	8%	6%	27%	19%	21%	25%	25%	23%

Table 34: Quality of Additional City Services

Please rate the quality of each of the following services in Tacoma (Percent rating as 'Excellent' or 'Good')	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Permitting services	44%	32%	39%	36%	40%	49%	39%	40%	29%	40%	50%	39%
Walking and biking infrastructure	42%	44%	42%	41%	43%	47%	44%	41%	38%	43%	46%	43%
Social services (housing, employment, basic needs, youth services)	44%	38%	42%	42%	40%	49%	39%	46%	40%	43%	43%	42%
Senior Centers	44%	36%	39%	45%	32%	37%	40%	41%	14%	42%	49%	39%

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Table 35: Importance of Equitable Access to Community

Please rate how important, if at all, you think it is for the Tacoma community to focus on each of the following in the coming two years: (Percent rating as 'Essential' or 'Very important')	Race		Annual household income				Sex		Age			Overall
	White	Not white	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	More than \$100,000	Female	Male	18-34	35-54	55+	
Equitable access to community facilities, services and infrastructure for residents of diverse income levels, race, ethnicity and abilities	69%	77%	86%	71%	70%	57%	78%	63%	65%	73%	76%	71%

The National Citizen Survey™

Tacoma, WA

Comparisons by Geographic
Subgroups

2014

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by Council District.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, **the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month.** ANOVA and chi-square tests of significance were applied to **these comparisons of survey questions.** A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between Districts are due to chance; or in other words, a greater than 95% probability **that the differences observed are “real.”** Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (717 returned surveys). For each Council District (Districts 1-5), the margin of error rises to approximately plus or minus ten percentage points since sample sizes were approximately 184 for Council District 1, 195 for Council District 2, 128 for Council District 3, 106 for Council District 4 and 104 for Council District 5. Notable differences between Council Districts included the following:

- Safety ratings varied across Council Districts. For example, ratings for overall safety and safety in neighborhoods were highest in Districts 1 and 2 and lowest in District 5. Safety in downtown/commercial areas was highest in District 2 and again, lowest in District 5. Ambulance or emergency medical services received the highest ratings from residents in District 4 and the lowest ratings from those in District 2. Respondents in District 2 reported crimes the least and those in District 3 reported crimes the most. Residents in District 5 wanted the City to spend more on crime prevention.
- Within the facet of Mobility, residents in Districts 3, 4 and 5 gave the highest ratings for ease of public transportation and were pleased with bus or transit services; participants in Districts 1 and 2 gave the lowest ratings for these aspects of Mobility. Those living in District 3 were more likely to have used bus, rail, subway or other public transportation instead of driving whereas those in District 5 were the least likely to have used public transportation instead of driving. When asked what services or community features the government should spend more money on, those in District 5 wanted the City to spend more on traffic enforcement and those in District 2 wanted more money spent on pedestrian and bike infrastructure.
- Recreation and Wellness ratings within the pillar of Community Characteristics tended to be highest for District 1 and lowest for District 5. Similarly, ratings for recreation centers and recreation programs were also highest for District 1 and lowest for District 5. City parks however received high ratings from Districts 1, 3 and 4 and the lowest ratings from District 5.
- Ratings for the Natural Environment within Community Characteristics (e.g. overall natural environment and air quality) were typically highest for those in District 1 and lowest for those in District 5. Residents in District 4 made the most efforts to recycle and make their homes energy efficient, while those in District 3 were the least likely to engage in these activities. Residents in Districts 1 and 4 conserved water more often than residents in the other Districts. Those living in District 1 wanted to see more spending on the preservation of natural areas.
- Participants in District 4 were the most likely to request social services assistance and also wanted to see the City spend more on social services as well as senior centers.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
The overall quality of life in Tacoma	71%	69%	53%	49%	42%	59%
Overall image or reputation of Tacoma	28%	28%	30%	26%	21%	27%
Tacoma as a place to live	78%	80%	68%	72%	57%	72%
Your neighborhood as a place to live	85%	81%	52%	49%	40%	64%
Tacoma as a place to raise children	62%	65%	41%	47%	29%	50%
Tacoma as a place to retire	59%	51%	39%	43%	41%	47%
Overall appearance of Tacoma	48%	46%	44%	46%	38%	45%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Overall feeling of safety in Tacoma	48%	41%	39%	44%	18%	40%
In your neighborhood during the day	90%	93%	80%	71%	65%	81%
In Tacoma's downtown/commercial area during the day	62%	80%	68%	55%	47%	64%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Overall ease of getting to the places you usually have to visit	64%	66%	72%	68%	64%	67%
Traffic flow on major streets	49%	58%	47%	50%	41%	49%
Ease of public parking	43%	40%	41%	46%	39%	42%
Ease of travel by car in Tacoma	59%	68%	58%	69%	59%	63%
Ease of travel by public transportation in Tacoma	32%	30%	49%	52%	49%	42%
Ease of travel by bicycle in Tacoma	50%	36%	47%	47%	44%	45%
Ease of walking in Tacoma	55%	59%	55%	52%	46%	54%
Availability of paths and walking trails	57%	46%	56%	49%	39%	50%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Quality of overall natural environment in Tacoma	71%	67%	58%	65%	44%	62%
Air quality	53%	49%	52%	44%	34%	48%
Cleanliness of Tacoma	33%	45%	37%	35%	31%	37%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Overall "built environment" of Tacoma (including overall design, buildings, parks and transportation systems)	48%	47%	57%	55%	48%	51%
Public places where people want to spend time	66%	56%	59%	52%	49%	57%
Variety of housing options	56%	52%	55%	64%	49%	55%
Availability of affordable quality housing	42%	36%	43%	48%	27%	40%
Overall quality of new development in Tacoma	41%	42%	37%	43%	48%	42%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Overall economic health of Tacoma	29%	33%	36%	40%	27%	33%
Tacoma as a place to work	51%	68%	45%	46%	47%	52%
Tacoma as a place to visit	56%	57%	50%	47%	52%	53%
Employment opportunities	22%	32%	26%	28%	31%	27%
Shopping opportunities	61%	54%	66%	67%	52%	61%
Cost of living in Tacoma	36%	39%	37%	47%	31%	39%
Overall quality of business and service establishments in Tacoma	53%	57%	56%	54%	41%	53%
Vibrant downtown/commercial area	32%	31%	33%	27%	47%	33%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Health and wellness opportunities in Tacoma	58%	60%	66%	58%	47%	59%
Fitness opportunities (including exercise classes and paths or trails, etc.)	70%	64%	67%	54%	51%	62%
Recreational opportunities	70%	60%	66%	55%	47%	61%
Availability of affordable quality food	57%	58%	64%	62%	53%	59%
Availability of affordable quality health care	68%	56%	63%	55%	53%	59%
Availability of preventive health services	70%	55%	62%	57%	49%	59%
Availability of affordable quality mental health care	48%	36%	36%	36%	33%	38%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Overall opportunities for education and enrichment	64%	66%	60%	65%	49%	62%
Availability of affordable quality child care/preschool	59%	45%	36%	50%	42%	47%
K-12 education	59%	46%	44%	53%	36%	48%
Adult educational opportunities	64%	56%	54%	66%	51%	58%
Opportunities to attend cultural/arts/music activities	68%	67%	62%	55%	52%	62%
Opportunities to participate in religious or spiritual events and activities	82%	78%	72%	71%	65%	74%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Opportunities to participate in social events and activities	58%	52%	48%	47%	40%	50%
Opportunities to volunteer	69%	64%	70%	72%	58%	67%
Opportunities to participate in community matters	64%	58%	51%	62%	47%	57%
Openness and acceptance of the community toward people of diverse backgrounds	69%	61%	58%	58%	45%	59%
Neighborliness of residents in Tacoma	48%	49%	40%	39%	32%	42%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
The City of Tacoma	65%	50%	53%	51%	49%	54%
The value of services for the taxes paid to Tacoma	38%	29%	27%	29%	28%	31%
The overall direction that Tacoma is taking	50%	47%	54%	47%	46%	49%
The job Tacoma government does at welcoming community involvement	41%	37%	41%	33%	43%	39%
Overall confidence in Tacoma government	36%	36%	28%	29%	31%	32%
Generally acting in the best interest of the community	40%	43%	36%	25%	32%	36%
Being honest	37%	41%	31%	26%	38%	35%
Treating all residents fairly	34%	37%	25%	27%	36%	32%
Overall customer service by Tacoma employees (police, receptionists, planners, etc.)	56%	56%	50%	60%	48%	54%
The Federal Government	36%	30%	30%	33%	29%	32%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Police services	68%	55%	62%	56%	56%	59%
Fire services	88%	84%	84%	89%	82%	86%
Ambulance or emergency medical services	88%	74%	80%	91%	78%	82%
Crime prevention	43%	37%	44%	34%	32%	38%
Fire prevention and education	62%	60%	53%	63%	51%	58%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	43%	41%	35%	49%	39%	41%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Traffic enforcement	42%	45%	46%	48%	46%	45%
Street repair	7%	11%	14%	14%	6%	11%
Street cleaning	32%	37%	28%	29%	38%	32%
Street lighting	43%	43%	43%	34%	49%	42%
Snow removal	48%	50%	37%	42%	49%	45%
Traffic signal timing	35%	35%	33%	44%	30%	36%
Bus or transit services	30%	36%	50%	51%	50%	42%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Garbage collection	70%	70%	69%	59%	69%	68%
Recycling	80%	77%	67%	71%	76%	74%
Yard waste pick-up	75%	80%	70%	67%	76%	73%
Drinking water	74%	69%	64%	67%	56%	67%
Tacoma open space	55%	42%	37%	45%	44%	45%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Storm drainage	59%	50%	59%	60%	52%	56%
Sewer services	76%	69%	63%	66%	57%	67%
Power (electric and/or gas) utility	73%	74%	69%	59%	61%	68%
Utility billing	63%	66%	57%	49%	53%	58%
Land use, planning and zoning	43%	32%	41%	48%	42%	41%

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Percent rating positively (e.g., excellent/good)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)	27%	27%	22%	31%	31%	27%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Economic development	31%	28%	45%	35%	32%	34%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
City parks	83%	79%	81%	81%	67%	79%
Recreation programs or classes	80%	66%	58%	73%	50%	66%
Recreation centers or facilities	74%	65%	58%	62%	42%	62%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Public library services	75%	70%	58%	66%	57%	66%
City-sponsored special events	48%	45%	47%	37%	42%	44%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Public information services	51%	45%	50%	55%	42%	49%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Sense of community	50%	45%	36%	37%	27%	40%
Recommend living in Tacoma to someone who asks	81%	85%	73%	71%	61%	75%
Remain in Tacoma for the next five years	87%	78%	82%	81%	74%	81%
Contacted the City of Tacoma (in-person, phone, email or web) for help or information	50%	43%	39%	46%	50%	45%

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Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Was NOT the victim of a crime	17%	23%	23%	28%	29%	23%
Did NOT report a crime	33%	28%	46%	45%	40%	38%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Walked or biked instead of driving	64%	69%	64%	56%	56%	62%
Carpooled with other adults or children instead of driving alone	57%	46%	59%	62%	60%	57%
Used bus, rail, subway or other public transportation instead of driving	40%	48%	61%	47%	36%	47%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Recycle at home	96%	94%	91%	99%	92%	95%
Made efforts to make your home more energy efficient	82%	73%	70%	87%	85%	79%
Made efforts to conserve water	90%	79%	82%	90%	87%	86%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
NOT under housing cost stress	30%	34%	40%	45%	41%	38%
Did NOT observe a code violation	60%	69%	72%	69%	70%	68%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Purchase goods or services from a business located in Tacoma	100%	94%	98%	100%	96%	98%
Economy will have positive impact on income	24%	31%	29%	24%	36%	28%
Work in Tacoma	50%	50%	47%	43%	46%	47%

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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Used Tacoma recreation centers or their services	62%	57%	59%	53%	58%	58%
Visited a neighborhood park or City park	93%	92%	89%	92%	89%	91%
Eat at least 5 portions of fruits and vegetables a day	93%	87%	78%	86%	87%	86%
Participate in moderate or vigorous physical activity	90%	88%	88%	84%	86%	87%
Reported being in "very good" or "excellent" health	66%	71%	50%	52%	57%	60%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Used Tacoma public libraries or their services	56%	61%	60%	55%	62%	59%
Participated in religious or spiritual activities in Tacoma	41%	42%	49%	39%	53%	44%
Attended a City-sponsored event	51%	52%	53%	35%	31%	46%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Campaigned or advocated for an issue, cause or candidate	23%	24%	21%	24%	19%	23%
Contacted Tacoma elected officials (in-person, phone, email or web) to express your opinion	21%	18%	23%	21%	21%	20%
Volunteered your time to some group/activity in Tacoma	53%	47%	43%	39%	33%	44%
Participated in a club	35%	33%	28%	32%	30%	32%
Talked to or visited with your immediate neighbors	95%	87%	94%	90%	89%	91%
Done a favor for a neighbor	85%	75%	82%	86%	71%	81%
Attended a local public meeting	15%	17%	15%	18%	16%	16%
Watched (online or on television) a local public meeting	26%	26%	40%	34%	42%	33%
Read or watch local news (via television, paper, computer, etc.)	88%	80%	86%	85%	88%	85%
Vote in local elections	85%	83%	74%	84%	85%	82%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Overall feeling of safety in Tacoma	88%	95%	92%	89%	92%	91%
Overall ease of getting to the places you usually have to visit	76%	72%	79%	67%	72%	73%
Quality of overall natural environment in Tacoma	78%	77%	83%	72%	73%	77%

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Percent rating positively (e.g., essential/very important)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Overall "built environment" of Tacoma (including overall design, buildings, parks and transportation systems)	77%	75%	56%	70%	63%	69%
Health and wellness opportunities in Tacoma	76%	71%	78%	64%	71%	72%
Overall opportunities for education and enrichment	82%	88%	75%	78%	81%	81%
Overall economic health of Tacoma	91%	90%	86%	87%	92%	89%
Sense of community	66%	75%	77%	67%	72%	71%

Table 29: Spending on City Services

The City of Tacoma is seeking to understand where the community would like money spent. Please indicate whether you would like the City to spend more, the same, or less on the following services? (Percent rating as 'Spend more')	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Police services	34%	32%	39%	30%	44%	35%
Ambulance or emergency medical services	16%	19%	24%	22%	30%	22%
Fire prevention and education	18%	21%	30%	22%	26%	23%
Street repair	85%	79%	83%	83%	88%	83%
Street lighting	34%	30%	46%	42%	29%	37%
Sidewalk maintenance	41%	40%	50%	45%	33%	42%
Bus or transit services	37%	43%	39%	33%	28%	36%
Land use, planning and zoning	10%	12%	22%	9%	17%	14%
Tacoma open space	26%	25%	26%	19%	16%	23%
Fire services	24%	20%	31%	31%	28%	27%
Crime prevention	50%	49%	59%	50%	71%	55%
Traffic enforcement	22%	13%	22%	12%	27%	19%
Traffic signal timing	27%	24%	38%	25%	30%	29%
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)	35%	35%	45%	29%	32%	36%
Large project economic development	19%	23%	33%	27%	24%	25%
Small business support	52%	46%	48%	45%	47%	47%
Public library services	27%	30%	22%	24%	23%	25%
Preservation of natural areas such as open space, farmlands and greenbelts	47%	39%	31%	34%	26%	37%
City-sponsored special events	11%	11%	12%	10%	9%	11%
Pedestrian and bike infrastructure	28%	35%	28%	19%	20%	27%
Housing services	28%	22%	33%	29%	29%	28%
Social services (housing, employment, basic needs, youth services)	29%	35%	43%	46%	37%	38%
Senior Centers	20%	24%	37%	41%	34%	31%

Table 30: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services: (Percent rating as 'Major' or 'Minor' source)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
City website (www.cityoftacoma.org)	76%	84%	79%	80%	79%	79%

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Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services: (Percent rating as 'Major' or 'Minor' source)	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Local media outlets (newspapers, radio, local television stations)	88%	94%	91%	88%	79%	89%
The local government cable channel TV Tacoma (TV 12)	61%	67%	63%	55%	63%	62%
City newsletter in the water bill	78%	79%	76%	72%	85%	77%
City Council meetings and other public meetings	56%	67%	63%	52%	59%	60%
Talking with City officials	47%	54%	47%	47%	52%	49%
City communications via social media (i.e. Facebook, Twitter or YouTube)	54%	59%	56%	50%	50%	54%
Word-of-mouth	80%	79%	74%	70%	75%	76%

Table 31: Quality of Life in Tacoma in the Next 10 Years

(Percent rating as "Improve a lot" or "Improve slightly")	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Do you think the quality of life in Tacoma is going to improve, stay the same or decline in the next 10 years?	65%	73%	65%	70%	58%	67%

Table 32: Neighborhood Business Districts

Please rate each of the following characteristics as they relate to Tacoma as a whole: (Percent rating as 'Excellent' or 'Good')	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Quality of neighborhood business districts	58%	56%	39%	35%	30%	45%

Table 33: Requested Social Service Assistance

Please indicate whether or not you have done each of the following in the last 12 months. (Percent rating as 'Yes')	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Requested social service assistance (housing, employment, basic needs, youth services)	15%	17%	25%	37%	20%	23%

Table 34: Quality of Additional City Services

Please rate the quality of each of the following services in Tacoma (Percent rating as 'Excellent' or 'Good')	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Permitting services	47%	38%	37%	42%	31%	39%
Walking and biking infrastructure	53%	40%	41%	44%	28%	43%
Social services (housing, employment, basic needs, youth services)	42%	39%	39%	46%	45%	42%
Senior Centers	48%	35%	37%	34%	43%	39%

Table 35: Importance of Equitable Access to Community

Please rate how important, if at all, you think it is for the Tacoma community to focus on each of the following in the coming two years: (Percent rating as 'Essential' or 'Very important')	Council District					Overall
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	
Equitable access to community facilities, services and infrastructure for residents of diverse income levels, race, ethnicity and abilities	71%	76%	74%	64%	66%	71%

The National Citizen Survey™

Tacoma, WA

Trends over Time

2014

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. **The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation)** across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2014 ratings for the City of Tacoma to its previous survey results in 2006 and 2010. Additional reports and technical appendices are available under separate cover.

Trend data for Tacoma represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local **policies, programs or public information may have affected residents' opinions.**

Meaningful differences between survey years have been noted within the following tables as being **“higher” or “lower”** if the differences are greater than four percentage points between the 2010 and 2014 surveys, otherwise the comparison between 2010 and 2014 are noted as being **“similar.”** Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Tacoma for 2014 generally remained stable. Of the 64 items for which comparisons were available, 28 items were rated similarly in 2010 and 2014, 23 items showed a decrease in ratings and 13 showed an increase in ratings. Notable trends over time included the following:

- Across the pillars of community livability, the most increases in ratings were noted in Community Characteristics. Ratings increased for Community Characteristics such as overall appearance and Tacoma as a place to retire, raise children and live. The most decreases in ratings were in Governance. Some decreases were also noted within the pillar of Participation.
- Within the facet of Safety, fewer participants were the victim of a crime compared to 2010. However, participants feelings of overall safety and safety in downtown/commercial areas declined compared to 2010 and declines were also noted for police and fire services.
- Mobility ratings were varied over time. For **example, respondents' ratings of traffic flow, travel by car and snow removal increased.** However, ratings for traffic enforcement, street repair and bus or transit service decreased.
- Decreased ratings were noted within the facet of Community Engagement and included aspects such as the number of participants volunteering and attending or viewing of local public meetings.

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2014 rating compared to 2010	Comparison to benchmark		
	2006	2010	2014		2006	2010	2014
Overall quality of life	53%	57%	59%	Similar	Much lower	Much lower	Lower
Overall image	30%	31%	27%	Similar	Much lower	Much lower	Much lower
Place to live	64%	67%	72%	Higher	Much lower	Much lower	Lower
Neighborhood	56%	60%	64%	Similar	Much lower	Much lower	Lower
Place to raise children	41%	46%	50%	Higher	Much lower	Much lower	Lower
Place to retire	37%	42%	47%	Higher	Much lower	Much lower	Lower
Overall appearance	38%	39%	45%	Higher	Much lower	Much lower	Lower

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2014 rating compared to 2010	Comparison to benchmark		
		2006	2010	2014		2006	2010	2014
Safety	Overall feeling of safety	42%	49%	40%	Lower	Much lower	Much lower	Much lower
	Safe in neighborhood	80%	84%	81%	Similar	Much lower	Much lower	Similar
	Safe downtown/commercial area	65%	69%	64%	Lower	Much lower	Much lower	Lower
Mobility	Overall ease of travel	NA	NA	67%	NA	NA	NA	Similar
	Paths and walking trails	NA	NA	50%	NA	NA	NA	Similar
	Ease of walking	48%	52%	54%	Similar	Much lower	Much lower	Similar
	Travel by bicycle	36%	42%	45%	Similar	Much lower	Much lower	Similar
	Travel by public transportation	48%	43%	42%	Similar	Higher	Much lower	Similar
	Travel by car	46%	48%	63%	Higher	Much lower	Much lower	Similar
	Public parking	NA	NA	42%	NA	NA	NA	Lower
	Traffic flow	NA	26%	49%	Higher	NA	NA	Similar
	Overall natural environment	NA	NA	62%	NA	NA	NA	Similar
	Cleanliness	NA	NA	37%	NA	NA	NA	Much lower
Natural Environment	Air quality	37%	44%	48%	Similar	Much lower	Much lower	Lower
	Overall built environment	NA	NA	51%	NA	NA	NA	Similar
Built Environment	New development in Tacoma	55%	43%	42%	Similar	Much higher	Much lower	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2014 rating compared to 2010	Comparison to benchmark		
		2006	2010	2014		2006	2010	2014
	Affordable quality housing	31%	38%	40%	Similar	Much lower	Higher	Similar
	Housing options	NA	NA	55%	NA	NA	NA	Similar
	Public places	NA	NA	57%	NA	NA	NA	Similar
Economy	Overall economic health	NA	NA	33%	NA	NA	NA	Lower
	Vibrant downtown/commercial area	NA	NA	33%	NA	NA	NA	Similar
	Business and services	NA	NA	53%	NA	NA	NA	Similar
	Cost of living	NA	NA	39%	NA	NA	NA	Similar
	Shopping opportunities	63%	61%	61%	Similar	Much higher	Much higher	Similar
	Employment opportunities	35%	15%	27%	Higher	Much higher	Much lower	Similar
	Place to visit	NA	NA	53%	NA	NA	NA	Similar
	Place to work	NA	NA	52%	NA	NA	NA	Similar
	Health and wellness	NA	NA	59%	NA	NA	NA	Similar
	Mental health care	NA	NA	38%	NA	NA	NA	Similar
Recreation and Wellness	Preventive health services	NA	NA	59%	NA	NA	NA	Similar
	Health care	45%	44%	59%	Higher	Much lower	Much lower	Similar
	Food	63%	59%	59%	Similar	Much lower	Lower	Similar
	Recreational opportunities	NA	NA	61%	NA	NA	NA	Similar
	Fitness opportunities	NA	NA	62%	NA	NA	NA	Similar
	Religious or spiritual events and activities	NA	NA	74%	NA	NA	NA	Similar
Education and Enrichment	Cultural/arts/music activities	55%	59%	62%	Similar	Similar	Much higher	Similar
	Adult education	NA	NA	58%	NA	NA	NA	Similar
	K-12 education	43%	46%	48%	Similar	Much lower	Much lower	Lower
	Child care/preschool	33%	33%	47%	Higher	Much lower	Much lower	Similar
	Social events and activities	NA	NA	50%	NA	NA	NA	Similar
Community Engagement	Neighborliness	NA	NA	42%	NA	NA	NA	Similar
	Openness and acceptance	54%	59%	59%	Similar	Much lower	Similar	Similar
	Opportunities to participate in community matters	NA	NA	57%	NA	NA	NA	Similar
	Opportunities to volunteer	NA	NA	67%	NA	NA	NA	Similar

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Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2014 rating compared to 2010	Comparison to benchmark		
	2006	2010	2014		2006	2010	2014
Services provided by Tacoma	55%	54%	54%	Similar	Much lower	Much lower	Lower
Customer service	69%	69%	54%	Lower	Much lower	Much lower	Lower
Value of services for taxes paid	33%	38%	31%	Lower	Much lower	Much lower	Lower
Overall direction	51%	46%	49%	Similar	Similar	Much lower	Similar
Welcoming community involvement	47%	49%	39%	Lower	Much lower	Much lower	Similar
Confidence in City government	NA	NA	32%	NA	NA	NA	Lower
Acting in the best interest of Tacoma	NA	NA	36%	NA	NA	NA	Lower
Being honest	NA	NA	35%	NA	NA	NA	Lower
Treating all residents fairly	NA	NA	32%	NA	NA	NA	Lower
Services provided by the Federal Government	31%	36%	32%	Lower	Much lower	Much lower	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2014 rating compared to 2010	Comparison to benchmark		
		2006	2010	2014		2006	2010	2014
Safety	Police	54%	65%	59%	Lower	Much lower	Much lower	Lower
	Fire	89%	90%	86%	Lower	Much higher	Similar	Similar
	Ambulance/EMS	NA	NA	82%	NA	NA	NA	Similar
	Crime prevention	28%	38%	38%	Similar	Much lower	Much lower	Lower
	Fire prevention	NA	NA	58%	NA	NA	NA	Lower
	Emergency preparedness	NA	NA	41%	NA	NA	NA	Lower
Mobility	Traffic enforcement	42%	50%	45%	Lower	Much lower	Much lower	Lower
	Street repair	18%	19%	11%	Lower	Much lower	Much lower	Much lower
	Street cleaning	28%	36%	32%	Similar	Much lower	Much lower	Lower
	Street lighting	36%	45%	42%	Similar	Much lower	Much lower	Lower
	Snow removal	40%	36%	45%	Higher	Much lower	Much lower	Lower
	Traffic signal timing	36%	34%	36%	Similar	Much lower	Much lower	Lower
	Bus or transit services	69%	64%	42%	Lower	Much higher	Much higher	Similar
Natural Environment	Garbage collection	80%	82%	68%	Lower	Much higher	Higher	Lower
	Recycling	81%	81%	74%	Lower	Much higher	Much higher	Similar
	Yard waste pick-up	80%	80%	73%	Lower	Much higher	Much higher	Similar
	Drinking water	NA	NA	67%	NA	NA	NA	Similar
	Open space	NA	NA	45%	NA	NA	NA	Lower
Built Environment	Storm drainage	42%	55%	56%	Similar	Much lower	Similar	Similar
	Sewer services	66%	70%	67%	Similar	Similar	Similar	Similar
	Power utility	NA	NA	68%	NA	NA	NA	Similar
	Utility billing	71%	72%	58%	Lower	Similar	Similar	Similar
	Land use, planning and zoning	30%	37%	41%	Similar	Much lower	Much lower	Similar

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		Percent rating positively (e.g., excellent/good)			2014 rating compared to 2010	Comparison to benchmark		
		2006	2010	2014		2006	2010	2014
Economy	Code enforcement	18%	30%	27%	Similar	Much lower	Much lower	Lower
	Economic development	41%	44%	34%	Lower	Lower	Similar	Similar
Recreation and Wellness	City parks	66%	74%	79%	Higher	Much lower	Much lower	Similar
	Recreation programs	NA	NA	66%	NA	NA	NA	Similar
	Recreation centers	NA	NA	62%	NA	NA	NA	Similar
Education and Enrichment	Special events	NA	NA	44%	NA	NA	NA	Lower
	Public libraries	76%	NA	66%	Lower	Similar	NA	Lower
Community Engagement	Public information	54%	46%	49%	Similar	Much lower	Much lower	Lower

Table 5: Participation General

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2010	Comparison to benchmark		
		2006	2010	2014		2006	2010	2014
Sense of community		39%	45%	40%	Lower	Much lower	Much lower	Lower
Recommend Tacoma		NA	NA	75%	NA	NA	NA	Lower
Remain in Tacoma		NA	NA	81%	NA	NA	NA	Similar
Contacted Tacoma employees		NA	50%	45%	Lower	NA	Much lower	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2010	Comparison to benchmark		
		2006	2010	2014		2006	2010	2014
Safety	Did NOT report a crime	NA	NA	62%	NA	NA	NA	Lower
	Was NOT the victim of a crime	NA	71%	77%	Higher	NA	Much lower	Lower
Mobility	Used public transportation instead of driving	NA	NA	47%	NA	NA	NA	Higher
	Carpooled instead of driving alone	NA	NA	57%	NA	NA	NA	Higher
	Walked or biked instead of driving	NA	NA	62%	NA	NA	NA	Similar
Natural Environment	Conserved water	NA	NA	86%	NA	NA	NA	Similar
	Made home more energy efficient	NA	NA	79%	NA	NA	NA	Similar
	Recycled at home	NA	93%	95%	Similar	NA	Much higher	Higher
Built Environment	Did NOT observe a code violation	NA	NA	32%	NA	NA	NA	Much lower
	NOT under housing cost stress	NA	42%	62%	Higher	NA	Much lower	Similar
Economy	Purchased goods or services in Tacoma	NA	NA	98%	NA	NA	NA	Similar
	Economy will have positive impact on income	NA	NA	28%	NA	NA	NA	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2010	Comparison to benchmark		
		2006	2010	2014		2006	2010	2014
	Work in Tacoma	NA	NA	47%	NA	NA	NA	Similar
	Used Tacoma recreation centers	NA	NA	58%	NA	NA	NA	Similar
Recreation and Wellness	Visited a City park	NA	91%	91%	Similar	NA	Much higher	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	86%	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	87%	NA	NA	NA	Similar
	In very good to excellent health	NA	NA	60%	NA	NA	NA	Similar
	Used Tacoma public libraries	NA	71%	59%	Lower	NA	Lower	Lower
Education and Enrichment	Participated in religious or spiritual activities	NA	NA	44%	NA	NA	NA	Similar
	Attended a City-sponsored event	NA	NA	46%	NA	NA	NA	Similar
	Campaigned for an issue, cause or candidate	NA	NA	23%	NA	NA	NA	Similar
Community Engagement	Contacted Tacoma elected officials	NA	NA	20%	NA	NA	NA	Similar
	Volunteered	NA	54%	44%	Lower	NA	Much higher	Similar
	Participated in a club	NA	NA	32%	NA	NA	NA	Similar
	Talked to or visited with neighbors	NA	NA	91%	NA	NA	NA	Similar
	Done a favor for a neighbor	NA	NA	81%	NA	NA	NA	Similar
	Attended a local public meeting	NA	27%	16%	Lower	NA	Lower	Similar
	Watched a local public meeting	NA	50%	33%	Lower	NA	Much higher	Similar
	Read or watched local news	NA	NA	85%	NA	NA	NA	Similar
	Voted in local elections	NA	NA	82%	NA	NA	NA	Similar

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Tacoma, WA

Technical Appendices

2014

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Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Tacoma:	Excellent		Good		Fair		Poor		Total	
Tacoma as a place to live	17%	N=118	56%	N=394	24%	N=167	4%	N=29	100%	N=708
Your neighborhood as a place to live	21%	N=145	43%	N=298	28%	N=196	8%	N=58	100%	N=697
Tacoma as a place to raise children	15%	N=91	36%	N=223	35%	N=222	14%	N=90	100%	N=627
Tacoma as a place to work	14%	N=89	38%	N=232	35%	N=216	13%	N=79	100%	N=616
Tacoma as a place to visit	14%	N=96	38%	N=260	39%	N=266	8%	N=56	100%	N=678
Tacoma as a place to retire	13%	N=77	35%	N=211	31%	N=190	22%	N=132	100%	N=609
The overall quality of life in Tacoma	11%	N=78	47%	N=328	34%	N=239	7%	N=48	100%	N=694

Table 2: Question 2

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Tacoma	4%	N=28	36%	N=252	44%	N=309	17%	N=118	100%	N=706
Overall ease of getting to the places you usually have to visit	15%	N=108	52%	N=362	27%	N=188	6%	N=44	100%	N=703
Quality of overall natural environment in Tacoma	17%	N=115	46%	N=318	30%	N=207	8%	N=54	100%	N=694
Overall “built environment” of Tacoma (including overall design, buildings, parks and transportation systems)	11%	N=78	40%	N=278	38%	N=261	11%	N=78	100%	N=694
Health and wellness opportunities in Tacoma	15%	N=94	44%	N=285	34%	N=217	8%	N=49	100%	N=645
Overall opportunities for education and enrichment	16%	N=105	46%	N=303	30%	N=199	8%	N=56	100%	N=663
Overall economic health of Tacoma	4%	N=29	29%	N=191	46%	N=304	20%	N=135	100%	N=660
Sense of community	8%	N=53	32%	N=219	41%	N=281	19%	N=129	100%	N=682
Overall image or reputation of Tacoma	4%	N=27	23%	N=156	42%	N=283	31%	N=207	100%	N=673

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Tacoma to someone who asks	28%	N=194	48%	N=331	16%	N=114	8%	N=58	100%	N=697
Remain in Tacoma for the next five years	51%	N=346	30%	N=208	10%	N=66	9%	N=64	100%	N=684

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	45%	N=321	35%	N=249	10%	N=69	7%	N=50	2%	N=17	100%	N=705
In Tacoma’s downtown/commercial area during the day	23%	N=152	41%	N=266	17%	N=115	14%	N=89	5%	N=34	100%	N=657

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	6%	N=40	44%	N=305	37%	N=257	14%	N=95	100%	N=696
Ease of public parking	4%	N=27	38%	N=261	37%	N=251	21%	N=146	100%	N=685
Ease of travel by car in Tacoma	12%	N=79	51%	N=354	32%	N=217	6%	N=39	100%	N=689
Ease of travel by public transportation in Tacoma	8%	N=39	34%	N=168	31%	N=155	27%	N=134	100%	N=496
Ease of travel by bicycle in Tacoma	9%	N=38	36%	N=162	38%	N=170	17%	N=74	100%	N=444
Ease of walking in Tacoma	14%	N=91	40%	N=266	37%	N=244	9%	N=58	100%	N=660
Availability of paths and walking trails	12%	N=76	38%	N=236	34%	N=212	16%	N=98	100%	N=622
Air quality	9%	N=64	38%	N=264	37%	N=256	15%	N=106	100%	N=690
Cleanliness of Tacoma	6%	N=40	31%	N=216	47%	N=328	17%	N=117	100%	N=700
Overall appearance of Tacoma	6%	N=44	39%	N=268	45%	N=312	10%	N=72	100%	N=697
Public places where people want to spend time	11%	N=75	46%	N=313	33%	N=227	10%	N=65	100%	N=680
Variety of housing options	9%	N=57	46%	N=285	35%	N=213	10%	N=62	100%	N=616
Availability of affordable quality housing	10%	N=58	31%	N=182	39%	N=232	21%	N=124	100%	N=596
Fitness opportunities (including exercise classes and paths or trails, etc.)	15%	N=95	47%	N=302	29%	N=187	8%	N=54	100%	N=638
Recreational opportunities	15%	N=99	46%	N=304	30%	N=202	9%	N=58	100%	N=662
Availability of affordable quality food	18%	N=122	41%	N=283	31%	N=214	9%	N=65	100%	N=684
Availability of affordable quality health care	17%	N=105	43%	N=271	31%	N=197	10%	N=60	100%	N=633
Availability of preventive health services	14%	N=87	45%	N=268	30%	N=180	11%	N=64	100%	N=599
Availability of affordable quality mental health care	9%	N=38	29%	N=117	36%	N=146	26%	N=104	100%	N=405

Table 6: Question 6

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	8%	N=25	39%	N=119	38%	N=117	15%	N=47	100%	N=308
K-12 education	13%	N=55	36%	N=153	33%	N=140	19%	N=82	100%	N=430
Adult educational opportunities	14%	N=73	45%	N=243	32%	N=175	9%	N=51	100%	N=542
Opportunities to attend cultural/arts/music activities	14%	N=88	48%	N=296	28%	N=173	11%	N=66	100%	N=623
Opportunities to participate in religious or spiritual events and activities	22%	N=114	53%	N=277	21%	N=112	4%	N=23	100%	N=525
Employment opportunities	3%	N=20	24%	N=143	48%	N=286	25%	N=146	100%	N=594
Shopping opportunities	16%	N=112	44%	N=304	32%	N=221	7%	N=49	100%	N=686
Cost of living in Tacoma	7%	N=51	31%	N=216	48%	N=335	13%	N=90	100%	N=692
Overall quality of business and service establishments in Tacoma	7%	N=48	46%	N=310	39%	N=264	8%	N=53	100%	N=676
Vibrant downtown/commercial area	5%	N=29	28%	N=176	44%	N=276	23%	N=148	100%	N=629
Overall quality of new development in Tacoma	9%	N=50	33%	N=191	42%	N=246	16%	N=92	100%	N=578
Opportunities to participate in social events and activities	9%	N=55	41%	N=253	41%	N=252	9%	N=56	100%	N=616
Opportunities to volunteer	18%	N=102	49%	N=276	25%	N=143	7%	N=41	100%	N=562
Opportunities to participate in community matters	12%	N=69	45%	N=259	33%	N=188	10%	N=58	100%	N=575
Openness and acceptance of the community toward people of diverse backgrounds	19%	N=118	40%	N=250	31%	N=195	9%	N=57	100%	N=621
Neighborliness of residents in Tacoma	9%	N=63	33%	N=220	42%	N=283	15%	N=102	100%	N=669
Quality of neighborhood business districts	6%	N=38	39%	N=243	44%	N=276	11%	N=68	100%	N=625

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	14%	N=100	86%	N=602	100%	N=702
Made efforts to make your home more energy efficient	21%	N=149	79%	N=553	100%	N=702
Observed a code violation or other hazard in Tacoma (abandoned buildings, debris, overgrown vegetation, etc.)	32%	N=220	68%	N=464	100%	N=684
Household member was a victim of a crime in Tacoma	77%	N=530	23%	N=162	100%	N=692
Reported a crime to the police in Tacoma	62%	N=433	38%	N=267	100%	N=699
Campaigned or advocated for an issue, cause or candidate	77%	N=533	23%	N=156	100%	N=689
Contacted the City of Tacoma (in-person, phone, email or web) for help or information	55%	N=381	45%	N=317	100%	N=698
Contacted Tacoma elected officials (in-person, phone, email or web) to express your opinion	80%	N=552	20%	N=142	100%	N=694
Requested social service assistance (housing, employment, basic needs, youth services)	77%	N=537	23%	N=160	100%	N=697

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Tacoma?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Tacoma recreation centers or their services	13%	N=93	21%	N=142	24%	N=164	42%	N=292	100%	N=692
Visited a neighborhood park or City park	23%	N=161	37%	N=255	31%	N=213	9%	N=62	100%	N=691
Used Tacoma public libraries or their services	12%	N=84	17%	N=115	30%	N=207	41%	N=287	100%	N=692
Participated in religious or spiritual activities in Tacoma	10%	N=71	17%	N=117	17%	N=117	56%	N=387	100%	N=692
Attended a City-sponsored event	2%	N=12	6%	N=42	38%	N=261	54%	N=375	100%	N=690
Used bus, rail, subway or other public transportation instead of driving	14%	N=92	11%	N=76	23%	N=154	53%	N=361	100%	N=683
Carpooled with other adults or children instead of driving alone	21%	N=149	17%	N=121	18%	N=123	43%	N=301	100%	N=693
Walked or biked instead of driving	25%	N=173	16%	N=108	22%	N=151	38%	N=262	100%	N=694
Volunteered your time to some group/activity in Tacoma	9%	N=65	14%	N=97	21%	N=144	56%	N=388	100%	N=694
Participated in a club	6%	N=41	11%	N=73	15%	N=105	68%	N=470	100%	N=689
Talked to or visited with your immediate neighbors	41%	N=284	28%	N=193	22%	N=156	9%	N=61	100%	N=694
Done a favor for a neighbor	21%	N=147	23%	N=161	36%	N=252	19%	N=136	100%	N=696

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	2%	N=16	14%	N=93	84%	N=575	100%	N=685
Watched (online or on television) a local public meeting	2%	N=17	6%	N=42	24%	N=169	67%	N=461	100%	N=689

Table 10: Question 10

Please rate the quality of each of the following services in Tacoma:	Excellent		Good		Fair		Poor		Total	
Police services	15%	N=90	44%	N=266	31%	N=186	10%	N=58	100%	N=601
Fire services	33%	N=181	52%	N=282	13%	N=68	2%	N=10	100%	N=541
Ambulance or emergency medical services	31%	N=161	51%	N=266	15%	N=78	3%	N=14	100%	N=518
Crime prevention	7%	N=37	32%	N=171	38%	N=208	23%	N=125	100%	N=540
Fire prevention and education	14%	N=62	44%	N=193	33%	N=144	9%	N=37	100%	N=437
Traffic enforcement	11%	N=65	34%	N=201	36%	N=213	18%	N=107	100%	N=585

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Please rate the quality of each of the following services in Tacoma:	Excellent		Good		Fair		Poor		Total	
Street repair	3%	N=17	8%	N=54	22%	N=150	67%	N=451	100%	N=672
Street cleaning	5%	N=33	27%	N=179	45%	N=297	23%	N=148	100%	N=658
Street lighting	5%	N=34	37%	N=247	43%	N=288	15%	N=101	100%	N=670
Snow removal	6%	N=33	39%	N=202	36%	N=190	19%	N=98	100%	N=523
Traffic signal timing	5%	N=35	31%	N=205	38%	N=252	27%	N=179	100%	N=671
Bus or transit services	8%	N=41	34%	N=165	36%	N=175	21%	N=105	100%	N=486
Garbage collection	23%	N=150	45%	N=299	27%	N=179	6%	N=37	100%	N=665
Recycling	31%	N=204	44%	N=290	21%	N=143	4%	N=28	100%	N=665
Yard waste pick-up	31%	N=188	42%	N=254	22%	N=135	4%	N=26	100%	N=602
Storm drainage	12%	N=72	44%	N=265	32%	N=193	11%	N=67	100%	N=596
Drinking water	27%	N=186	40%	N=268	24%	N=160	9%	N=63	100%	N=677
Sewer services	21%	N=125	46%	N=279	29%	N=174	4%	N=23	100%	N=601
Power (electric and/or gas) utility	25%	N=168	43%	N=290	26%	N=177	6%	N=40	100%	N=675
Utility billing	18%	N=120	40%	N=272	28%	N=189	14%	N=96	100%	N=678
City parks	31%	N=203	49%	N=323	18%	N=122	2%	N=17	100%	N=665
Recreation programs or classes	18%	N=74	49%	N=206	27%	N=115	6%	N=26	100%	N=422
Recreation centers or facilities	18%	N=79	44%	N=198	29%	N=131	9%	N=42	100%	N=450
Land use, planning and zoning	8%	N=36	33%	N=143	38%	N=166	21%	N=91	100%	N=436
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)	6%	N=29	22%	N=113	41%	N=212	32%	N=164	100%	N=518
Economic development	5%	N=23	30%	N=151	42%	N=215	24%	N=122	100%	N=511
Public library services	21%	N=108	45%	N=237	28%	N=146	6%	N=32	100%	N=522
Public information services	11%	N=50	38%	N=182	40%	N=188	11%	N=54	100%	N=474
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	N=28	34%	N=135	35%	N=139	23%	N=90	100%	N=393
Tacoma open space	9%	N=42	36%	N=171	41%	N=197	14%	N=69	100%	N=480
City-sponsored special events	7%	N=30	37%	N=164	45%	N=199	11%	N=47	100%	N=439
Overall customer service by Tacoma employees (police, receptionists, planners, etc.)	13%	N=76	41%	N=240	34%	N=197	12%	N=67	100%	N=580
Permitting services	8%	N=26	31%	N=97	41%	N=127	20%	N=63	100%	N=313
Walking and biking infrastructure	8%	N=45	34%	N=185	41%	N=222	16%	N=87	100%	N=539
Social services (housing, employment, basic needs, youth services)	9%	N=35	33%	N=123	41%	N=155	17%	N=62	100%	N=377
Senior Centers	9%	N=23	30%	N=78	40%	N=104	20%	N=52	100%	N=258

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Tacoma	7%	N=46	47%	N=301	38%	N=241	8%	N=54	100%	N=641
The Federal Government	4%	N=26	28%	N=168	45%	N=271	23%	N=142	100%	N=607

Table 12: Question 12

Please rate the following categories of Tacoma government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Tacoma	5%	N=26	26%	N=150	41%	N=237	28%	N=162	100%	N=575
The overall direction that Tacoma is taking	8%	N=46	41%	N=241	35%	N=205	16%	N=97	100%	N=590
The job Tacoma government does at welcoming community involvement	7%	N=36	32%	N=162	43%	N=220	18%	N=95	100%	N=513

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Please rate the following categories of Tacoma government performance:	Excellent		Good		Fair		Poor		Total	
Overall confidence in Tacoma government	5%	N=31	27%	N=153	44%	N=250	24%	N=136	100%	N=570
Generally acting in the best interest of the community	6%	N=34	30%	N=176	43%	N=254	21%	N=122	100%	N=586
Being honest	7%	N=37	28%	N=142	43%	N=220	22%	N=114	100%	N=513
Treating all residents fairly	6%	N=32	26%	N=139	42%	N=227	26%	N=139	100%	N=537

Table 13: Question 13

Please rate how important, if at all, you think it is for the Tacoma community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Tacoma	52%	N=365	39%	N=275	8%	N=55	1%	N=8	100%	N=702
Overall ease of getting to the places you usually have to visit	27%	N=189	46%	N=320	25%	N=171	2%	N=15	100%	N=695
Quality of overall natural environment in Tacoma	31%	N=216	46%	N=315	22%	N=150	1%	N=10	100%	N=691
Overall "built environment" of Tacoma (including overall design, buildings, parks and transportation systems)	24%	N=165	45%	N=310	29%	N=199	2%	N=17	100%	N=692
Health and wellness opportunities in Tacoma	26%	N=178	46%	N=324	25%	N=176	3%	N=19	100%	N=697
Overall opportunities for education and enrichment	34%	N=237	47%	N=328	16%	N=111	3%	N=22	100%	N=698
Overall economic health of Tacoma	41%	N=285	48%	N=332	10%	N=71	1%	N=5	100%	N=692
Sense of community	26%	N=175	46%	N=313	26%	N=178	3%	N=20	100%	N=686
Equitable access to community facilities, services and infrastructure for residents of diverse income levels, race, ethnicity and abilities	35%	N=229	36%	N=236	24%	N=156	6%	N=36	100%	N=657

Table 14: Question 14

The City of Tacoma is seeking to understand where the community would like money spent. Please indicate whether you would like the City to spend more, the same, or less on the following services?	Spend more		Spend the same		Spend less		Total	
Police services	35%	N=222	55%	N=344	10%	N=64	100%	N=630
Ambulance or emergency medical services	22%	N=133	70%	N=429	8%	N=49	100%	N=611
Fire prevention and education	23%	N=141	65%	N=395	11%	N=69	100%	N=606
Street repair	83%	N=563	16%	N=107	1%	N=6	100%	N=677
Street lighting	37%	N=240	58%	N=379	6%	N=37	100%	N=656
Sidewalk maintenance	42%	N=277	51%	N=336	7%	N=43	100%	N=656
Bus or transit services	36%	N=231	53%	N=338	10%	N=65	100%	N=634
Land use, planning and zoning	14%	N=77	63%	N=349	23%	N=130	100%	N=555
Tacoma open space	23%	N=128	59%	N=333	18%	N=103	100%	N=563
Fire services	27%	N=167	65%	N=406	8%	N=51	100%	N=624
Crime prevention	55%	N=358	41%	N=269	4%	N=28	100%	N=655
Traffic enforcement	19%	N=116	56%	N=352	25%	N=156	100%	N=624
Traffic signal timing	29%	N=182	58%	N=371	13%	N=82	100%	N=634
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)	36%	N=219	53%	N=323	12%	N=71	100%	N=613
Large project economic development	25%	N=146	49%	N=286	26%	N=151	100%	N=583
Small business support	47%	N=292	46%	N=282	7%	N=41	100%	N=615
Public library services	25%	N=164	64%	N=409	11%	N=69	100%	N=642
Preservation of natural areas such as open space, farmlands and greenbelts	37%	N=236	53%	N=345	10%	N=64	100%	N=644
City-sponsored special events	11%	N=64	59%	N=359	31%	N=187	100%	N=610
Pedestrian and bike infrastructure	27%	N=168	53%	N=332	21%	N=131	100%	N=631

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The City of Tacoma is seeking to understand where the community would like money spent. Please indicate whether you would like the City to spend more, the same, or less on the following services?	Spend more		Spend the same		Spend less		Total	
Housing services	28%	N=167	53%	N=312	19%	N=113	100%	N=591
Social services (housing, employment, basic needs, youth services)	38%	N=232	50%	N=305	12%	N=74	100%	N=611
Senior Centers	31%	N=175	60%	N=340	9%	N=51	100%	N=566

Table 15: Question 15

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
City website (www.cityoftacoma.org)	52%	N=352	28%	N=190	21%	N=140	100%	N=682
Local media outlets (newspapers, radio, local television stations)	56%	N=383	33%	N=223	11%	N=78	100%	N=684
The local government cable channel TV Tacoma (TV 12)	22%	N=150	40%	N=275	38%	N=261	100%	N=686
City newsletter in the water bill	30%	N=206	47%	N=321	23%	N=153	100%	N=680
City Council meetings and other public meetings	17%	N=113	43%	N=292	40%	N=274	100%	N=678
Talking with City officials	15%	N=105	34%	N=230	51%	N=344	100%	N=680
City communications via social media (i.e. Facebook, Twitter or YouTube)	22%	N=151	32%	N=220	46%	N=314	100%	N=685
Word-of-mouth	33%	N=229	42%	N=290	24%	N=168	100%	N=687

Table 16: Question 16

Do you think the quality of life in Tacoma is going to improve, stay the same or decline in the next 10 years?	Percent	Number
Improve a lot	19%	N=129
Improve slightly	48%	N=324
Stay the same	15%	N=105
Decline slightly	11%	N=77
Decline a lot	6%	N=44
Total	100%	N=679

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=11	4%	N=26	4%	N=31	21%	N=148	69%	N=488	100%	N=704
Purchase goods or services from a business located in Tacoma	1%	N=5	1%	N=9	13%	N=89	50%	N=350	35%	N=243	100%	N=697
Eat at least 5 portions of fruits and vegetables a day	2%	N=15	12%	N=80	37%	N=257	29%	N=206	20%	N=139	100%	N=697
Participate in moderate or vigorous physical activity	2%	N=16	10%	N=70	33%	N=228	34%	N=236	20%	N=142	100%	N=693
Read or watch local news (via television, paper, computer, etc.)	5%	N=36	10%	N=68	21%	N=149	26%	N=182	38%	N=263	100%	N=698
Vote in local elections	10%	N=73	8%	N=53	9%	N=61	24%	N=169	49%	N=340	100%	N=696

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Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	16%	N=112
Very good	43%	N=303
Good	29%	N=203
Fair	10%	N=70
Poor	1%	N=10
Total	100%	N=698

Table 19: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be	Percent	Number
Very positive	5%	N=33
Somewhat positive	23%	N=161
Neutral	48%	N=332
Somewhat negative	18%	N=121
Very negative	6%	N=41
Total	100%	N=687

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	55%	N=381
Working part time for pay	12%	N=85
Unemployed, looking for paid work	8%	N=52
Unemployed, not looking for paid work	4%	N=25
Fully retired	21%	N=145
Total	100%	N=689

Table 21: Question D5

Do you work inside the boundaries of Tacoma?	Percent	Number
Yes, outside the home	42%	N=276
Yes, from home	6%	N=39
No	53%	N=348
Total	100%	N=662

Table 22: Question D6

How many years have you lived in Tacoma?	Percent	Number
Less than 2 years	12%	N=85
2 to 5 years	14%	N=94
6 to 10 years	16%	N=111
11 to 20 years	17%	N=119
More than 20 years	41%	N=286
Total	100%	N=695

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Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	65%	N=454
Building with two or more homes (duplex, townhome, apartment or condominium)	33%	N=231
Mobile home	0%	N=0
Other	2%	N=15
Total	100%	N=700

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	44%	N=302
Owned	56%	N=391
Total	100%	N=693

Table 25: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	6%	N=39
\$300 to \$599 per month	13%	N=88
\$600 to \$999 per month	31%	N=209
\$1,000 to \$1,499 per month	29%	N=200
\$1,500 to \$2,499 per month	17%	N=117
\$2,500 or more per month	5%	N=32
Total	100%	N=686

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	73%	N=508
Yes	27%	N=191
Total	100%	N=699

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	75%	N=525
Yes	25%	N=172
Total	100%	N=698

Table 28: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	24%	N=161
\$25,000 to \$49,999	28%	N=186
\$50,000 to \$99,999	30%	N=198

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How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
\$100,000 to \$149,999	11%	N=73
\$150,000 or more	7%	N=45
Total	100%	N=664

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	93%	N=635
Yes, I consider myself to be Spanish, Hispanic or Latino	7%	N=45
Total	100%	N=680

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	6%	N=39
Asian, Asian Indian or Pacific Islander	9%	N=62
Black or African American	10%	N=66
White	77%	N=529
Other	8%	N=58

Total may exceed 100% as respondents could select more than one option.

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=28
25 to 34 years	28%	N=196
35 to 44 years	15%	N=107
45 to 54 years	20%	N=142
55 to 64 years	14%	N=99
65 to 74 years	11%	N=79
75 years or older	6%	N=44
Total	100%	N=694

Table 32: Question D16

What is your sex?	Percent	Number
Female	52%	N=357
Male	48%	N=325
Total	100%	N=683

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	65%	N=449
Land line	19%	N=130
Both	16%	N=114
Total	100%	N=694

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 34: Question 1

Please rate each of the following aspects of quality of life in Tacoma:	Excellent		Good		Fair		Poor		Don't know		Total	
Tacoma as a place to live	17%	N=118	56%	N=394	24%	N=167	4%	N=29	0%	N=1	100%	N=709
Your neighborhood as a place to live	21%	N=145	42%	N=298	28%	N=196	8%	N=58	1%	N=8	100%	N=704
Tacoma as a place to raise children	13%	N=91	32%	N=223	31%	N=222	13%	N=90	11%	N=79	100%	N=705
Tacoma as a place to work	13%	N=89	33%	N=232	31%	N=216	11%	N=79	12%	N=82	100%	N=698
Tacoma as a place to visit	14%	N=96	37%	N=260	38%	N=266	8%	N=56	4%	N=26	100%	N=704
Tacoma as a place to retire	11%	N=77	30%	N=211	27%	N=190	19%	N=132	12%	N=85	100%	N=694
The overall quality of life in Tacoma	11%	N=78	46%	N=328	34%	N=239	7%	N=48	2%	N=13	100%	N=707

Table 35: Question 2

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Tacoma	4%	N=28	36%	N=252	44%	N=309	17%	N=118	0%	N=2	100%	N=708
Overall ease of getting to the places you usually have to visit	15%	N=108	51%	N=362	27%	N=188	6%	N=44	1%	N=5	100%	N=708
Quality of overall natural environment in Tacoma	16%	N=115	45%	N=318	29%	N=207	8%	N=54	1%	N=9	100%	N=703
Overall “built environment” of Tacoma (including overall design, buildings, parks and transportation systems)	11%	N=78	40%	N=278	37%	N=261	11%	N=78	1%	N=8	100%	N=702
Health and wellness opportunities in Tacoma	13%	N=94	41%	N=285	31%	N=217	7%	N=49	8%	N=58	100%	N=702
Overall opportunities for education and enrichment	15%	N=105	43%	N=303	28%	N=199	8%	N=56	6%	N=44	100%	N=707
Overall economic health of Tacoma	4%	N=29	27%	N=191	43%	N=304	19%	N=135	6%	N=46	100%	N=705
Sense of community	8%	N=53	31%	N=219	40%	N=281	18%	N=129	3%	N=19	100%	N=701
Overall image or reputation of Tacoma	4%	N=27	22%	N=156	40%	N=283	29%	N=207	5%	N=33	100%	N=706

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Tacoma to someone who asks	28%	N=194	47%	N=331	16%	N=114	8%	N=58	1%	N=8	100%	N=704
Remain in Tacoma for the next five years	49%	N=346	29%	N=208	9%	N=66	9%	N=64	3%	N=20	100%	N=704

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	45%	N=321	35%	N=249	10%	N=69	7%	N=50	2%	N=17	0%	N=0	100%	N=705
In Tacoma's downtown/commercial area during the day	22%	N=152	38%	N=266	16%	N=115	13%	N=89	5%	N=34	7%	N=46	100%	N=703

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Table 38: Question 5

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	6%	N=40	43%	N=305	36%	N=257	14%	N=95	1%	N=8	100%	N=704
Ease of public parking	4%	N=27	37%	N=261	36%	N=251	21%	N=146	2%	N=17	100%	N=702
Ease of travel by car in Tacoma	11%	N=79	51%	N=354	31%	N=217	6%	N=39	1%	N=6	100%	N=696
Ease of travel by public transportation in Tacoma	6%	N=39	24%	N=168	22%	N=155	19%	N=134	29%	N=201	100%	N=697
Ease of travel by bicycle in Tacoma	5%	N=38	23%	N=162	24%	N=170	11%	N=74	37%	N=256	100%	N=700
Ease of walking in Tacoma	13%	N=91	38%	N=266	35%	N=244	8%	N=58	7%	N=47	100%	N=707
Availability of paths and walking trails	11%	N=76	34%	N=236	30%	N=212	14%	N=98	12%	N=82	100%	N=704
Air quality	9%	N=64	38%	N=264	36%	N=256	15%	N=106	2%	N=12	100%	N=702
Cleanliness of Tacoma	6%	N=40	31%	N=216	47%	N=328	17%	N=117	0%	N=3	100%	N=703
Overall appearance of Tacoma	6%	N=44	38%	N=268	45%	N=312	10%	N=72	0%	N=3	100%	N=699
Public places where people want to spend time	11%	N=75	44%	N=313	32%	N=227	9%	N=65	3%	N=24	100%	N=704
Variety of housing options	8%	N=57	41%	N=285	30%	N=213	9%	N=62	12%	N=86	100%	N=702
Availability of affordable quality housing	8%	N=58	26%	N=182	33%	N=232	18%	N=124	15%	N=102	100%	N=698
Fitness opportunities (including exercise classes and paths or trails, etc.)	13%	N=95	43%	N=302	27%	N=187	8%	N=54	9%	N=65	100%	N=703
Recreational opportunities	14%	N=99	43%	N=304	29%	N=202	8%	N=58	5%	N=37	100%	N=699
Availability of affordable quality food	17%	N=122	40%	N=283	30%	N=214	9%	N=65	3%	N=20	100%	N=704
Availability of affordable quality health care	15%	N=105	39%	N=271	28%	N=197	9%	N=60	10%	N=67	100%	N=700
Availability of preventive health services	12%	N=87	38%	N=268	26%	N=180	9%	N=64	15%	N=102	100%	N=700
Availability of affordable quality mental health care	5%	N=38	17%	N=117	21%	N=146	15%	N=104	42%	N=297	100%	N=702

Table 39: Question 6

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	4%	N=25	17%	N=119	17%	N=117	7%	N=47	56%	N=388	100%	N=696
K-12 education	8%	N=55	22%	N=153	20%	N=140	12%	N=82	38%	N=265	100%	N=695
Adult educational opportunities	11%	N=73	35%	N=243	25%	N=175	7%	N=51	22%	N=151	100%	N=693
Opportunities to attend cultural/arts/music activities	13%	N=88	43%	N=296	25%	N=173	10%	N=66	10%	N=68	100%	N=691
Opportunities to participate in religious or spiritual events and activities	16%	N=114	40%	N=277	16%	N=112	3%	N=23	25%	N=172	100%	N=697
Employment opportunities	3%	N=20	21%	N=143	42%	N=286	21%	N=146	13%	N=93	100%	N=687
Shopping opportunities	16%	N=112	44%	N=304	32%	N=221	7%	N=49	2%	N=11	100%	N=697
Cost of living in Tacoma	7%	N=51	31%	N=216	48%	N=335	13%	N=90	1%	N=5	100%	N=697
Overall quality of business and service establishments in Tacoma	7%	N=48	44%	N=310	38%	N=264	8%	N=53	3%	N=23	100%	N=699
Vibrant downtown/commercial area	4%	N=29	26%	N=176	40%	N=276	22%	N=148	8%	N=57	100%	N=686
Overall quality of new development in Tacoma	7%	N=50	27%	N=191	35%	N=246	13%	N=92	17%	N=117	100%	N=696
Opportunities to participate in social events and activities	8%	N=55	36%	N=253	36%	N=252	8%	N=56	11%	N=77	100%	N=693
Opportunities to volunteer	15%	N=102	40%	N=276	21%	N=143	6%	N=41	19%	N=133	100%	N=695
Opportunities to participate in community matters	10%	N=69	38%	N=259	27%	N=188	8%	N=58	17%	N=116	100%	N=691
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=118	36%	N=250	28%	N=195	8%	N=57	10%	N=69	100%	N=689
Neighborliness of residents in Tacoma	9%	N=63	32%	N=220	41%	N=283	15%	N=102	3%	N=24	100%	N=693
Quality of neighborhood business districts	5%	N=38	35%	N=243	40%	N=276	10%	N=68	10%	N=66	100%	N=691

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Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	14%	N=100	86%	N=602	100%	N=702
Made efforts to make your home more energy efficient	21%	N=149	79%	N=553	100%	N=702
Observed a code violation or other hazard in Tacoma (abandoned buildings, debris, overgrown vegetation, etc.)	32%	N=220	68%	N=464	100%	N=684
Household member was a victim of a crime in Tacoma	77%	N=530	23%	N=162	100%	N=692
Reported a crime to the police in Tacoma	62%	N=433	38%	N=267	100%	N=699
Campaigned or advocated for an issue, cause or candidate	77%	N=533	23%	N=156	100%	N=689
Contacted the City of Tacoma (in-person, phone, email or web) for help or information	55%	N=381	45%	N=317	100%	N=698
Contacted Tacoma elected officials (in-person, phone, email or web) to express your opinion	80%	N=552	20%	N=142	100%	N=694
Requested social service assistance (housing, employment, basic needs, youth services)	77%	N=537	23%	N=160	100%	N=697

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Tacoma?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Tacoma recreation centers or their services	13%	N=93	21%	N=142	24%	N=164	42%	N=292	100%	N=692
Visited a neighborhood park or City park	23%	N=161	37%	N=255	31%	N=213	9%	N=62	100%	N=691
Used Tacoma public libraries or their services	12%	N=84	17%	N=115	30%	N=207	41%	N=287	100%	N=692
Participated in religious or spiritual activities in Tacoma	10%	N=71	17%	N=117	17%	N=117	56%	N=387	100%	N=692
Attended a City-sponsored event	2%	N=12	6%	N=42	38%	N=261	54%	N=375	100%	N=690
Used bus, rail, subway or other public transportation instead of driving	14%	N=92	11%	N=76	23%	N=154	53%	N=361	100%	N=683
Carpooled with other adults or children instead of driving alone	21%	N=149	17%	N=121	18%	N=123	43%	N=301	100%	N=693
Walked or biked instead of driving	25%	N=173	16%	N=108	22%	N=151	38%	N=262	100%	N=694
Volunteered your time to some group/activity in Tacoma	9%	N=65	14%	N=97	21%	N=144	56%	N=388	100%	N=694
Participated in a club	6%	N=41	11%	N=73	15%	N=105	68%	N=470	100%	N=689
Talked to or visited with your immediate neighbors	41%	N=284	28%	N=193	22%	N=156	9%	N=61	100%	N=694
Done a favor for a neighbor	21%	N=147	23%	N=161	36%	N=252	19%	N=136	100%	N=696

Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	2%	N=16	14%	N=93	84%	N=575	100%	N=685
Watched (online or on television) a local public meeting	2%	N=17	6%	N=42	24%	N=169	67%	N=461	100%	N=689

Table 43: Question 10

Please rate the quality of each of the following services in Tacoma:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	13%	N=90	38%	N=266	27%	N=186	8%	N=58	14%	N=95	100%	N=696
Fire services	26%	N=181	41%	N=282	10%	N=68	1%	N=10	22%	N=150	100%	N=691
Ambulance or emergency medical services	23%	N=161	38%	N=266	11%	N=78	2%	N=14	25%	N=177	100%	N=695
Crime prevention	5%	N=37	25%	N=171	30%	N=208	18%	N=125	21%	N=147	100%	N=688
Fire prevention and education	9%	N=62	28%	N=193	21%	N=144	5%	N=37	36%	N=249	100%	N=686
Traffic enforcement	10%	N=65	29%	N=201	31%	N=213	16%	N=107	14%	N=97	100%	N=682

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Please rate the quality of each of the following services in Tacoma:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	2%	N=17	8%	N=54	22%	N=150	65%	N=451	3%	N=22	100%	N=694
Street cleaning	5%	N=33	26%	N=179	43%	N=297	22%	N=148	4%	N=30	100%	N=688
Street lighting	5%	N=34	36%	N=247	42%	N=288	15%	N=101	3%	N=20	100%	N=690
Snow removal	5%	N=33	30%	N=202	28%	N=190	14%	N=98	23%	N=160	100%	N=683
Traffic signal timing	5%	N=35	30%	N=205	37%	N=252	26%	N=179	3%	N=18	100%	N=689
Bus or transit services	6%	N=41	24%	N=165	26%	N=175	15%	N=105	29%	N=201	100%	N=687
Garbage collection	22%	N=150	43%	N=299	26%	N=179	5%	N=37	4%	N=26	100%	N=691
Recycling	29%	N=204	42%	N=290	21%	N=143	4%	N=28	4%	N=28	100%	N=693
Yard waste pick-up	27%	N=188	37%	N=254	20%	N=135	4%	N=26	13%	N=89	100%	N=691
Storm drainage	10%	N=72	38%	N=265	28%	N=193	10%	N=67	13%	N=93	100%	N=689
Drinking water	27%	N=186	39%	N=268	23%	N=160	9%	N=63	2%	N=16	100%	N=693
Sewer services	18%	N=125	41%	N=279	25%	N=174	3%	N=23	13%	N=87	100%	N=688
Power (electric and/or gas) utility	24%	N=168	42%	N=290	26%	N=177	6%	N=40	2%	N=15	100%	N=691
Utility billing	17%	N=120	39%	N=272	27%	N=189	14%	N=96	2%	N=13	100%	N=691
City parks	29%	N=203	47%	N=323	18%	N=122	2%	N=17	4%	N=27	100%	N=692
Recreation programs or classes	11%	N=74	30%	N=206	17%	N=115	4%	N=26	38%	N=262	100%	N=684
Recreation centers or facilities	12%	N=79	29%	N=198	19%	N=131	6%	N=42	34%	N=234	100%	N=684
Land use, planning and zoning	5%	N=36	21%	N=143	24%	N=166	13%	N=91	36%	N=242	100%	N=678
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)	4%	N=29	16%	N=113	31%	N=212	24%	N=164	25%	N=173	100%	N=691
Economic development	3%	N=23	22%	N=151	32%	N=215	18%	N=122	24%	N=163	100%	N=674
Public library services	16%	N=108	35%	N=237	21%	N=146	5%	N=32	24%	N=163	100%	N=686
Public information services	7%	N=50	27%	N=182	27%	N=188	8%	N=54	31%	N=209	100%	N=682
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	4%	N=28	20%	N=135	20%	N=139	13%	N=90	42%	N=288	100%	N=680
Tacoma open space	6%	N=42	25%	N=171	29%	N=197	10%	N=69	29%	N=198	100%	N=678
City-sponsored special events	4%	N=30	24%	N=164	30%	N=199	7%	N=47	35%	N=233	100%	N=672
Overall customer service by Tacoma employees (police, receptionists, planners, etc.)	11%	N=76	35%	N=240	29%	N=197	10%	N=67	15%	N=104	100%	N=684
Permitting services	4%	N=26	14%	N=97	19%	N=127	9%	N=63	54%	N=362	100%	N=675
Walking and biking infrastructure	7%	N=45	27%	N=185	33%	N=222	13%	N=87	21%	N=142	100%	N=681
Social services (housing, employment, basic needs, youth services)	5%	N=35	18%	N=123	23%	N=155	9%	N=62	45%	N=305	100%	N=681
Senior Centers	3%	N=23	11%	N=78	15%	N=104	8%	N=52	62%	N=428	100%	N=685

Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Tacoma	7%	N=46	44%	N=301	35%	N=241	8%	N=54	6%	N=42	100%	N=683
The Federal Government	4%	N=26	25%	N=168	40%	N=271	21%	N=142	11%	N=74	100%	N=681

Table 45: Question 12

Please rate the following categories of Tacoma government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Tacoma	4%	N=26	22%	N=150	35%	N=237	24%	N=162	16%	N=109	100%	N=684
The overall direction that Tacoma is taking	7%	N=46	35%	N=241	30%	N=205	14%	N=97	14%	N=93	100%	N=683

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Please rate the following categories of Tacoma government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The job Tacoma government does at welcoming community involvement	5%	N=36	24%	N=162	32%	N=220	14%	N=95	25%	N=170	100%	N=683
Overall confidence in Tacoma government	5%	N=31	23%	N=153	37%	N=250	20%	N=136	16%	N=112	100%	N=681
Generally acting in the best interest of the community	5%	N=34	26%	N=176	37%	N=254	18%	N=122	14%	N=98	100%	N=684
Being honest	5%	N=37	21%	N=142	32%	N=220	17%	N=114	25%	N=170	100%	N=683
Treating all residents fairly	5%	N=32	20%	N=139	33%	N=227	20%	N=139	21%	N=146	100%	N=683

Table 46: Question 13

Please rate how important, if at all, you think it is for the Tacoma community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Tacoma	52%	N=365	39%	N=275	8%	N=55	1%	N=8	100%	N=702
Overall ease of getting to the places you usually have to visit	27%	N=189	46%	N=320	25%	N=171	2%	N=15	100%	N=695
Quality of overall natural environment in Tacoma	31%	N=216	46%	N=315	22%	N=150	1%	N=10	100%	N=691
Overall "built environment" of Tacoma (including overall design, buildings, parks and transportation systems)	24%	N=165	45%	N=310	29%	N=199	2%	N=17	100%	N=692
Health and wellness opportunities in Tacoma	26%	N=178	46%	N=324	25%	N=176	3%	N=19	100%	N=697
Overall opportunities for education and enrichment	34%	N=237	47%	N=328	16%	N=111	3%	N=22	100%	N=698
Overall economic health of Tacoma	41%	N=285	48%	N=332	10%	N=71	1%	N=5	100%	N=692
Sense of community	26%	N=175	46%	N=313	26%	N=178	3%	N=20	100%	N=686
Equitable access to community facilities, services and infrastructure for residents of diverse income levels, race, ethnicity and abilities	35%	N=229	36%	N=236	24%	N=156	6%	N=36	100%	N=657

Table 47: Question 14

The City of Tacoma is seeking to understand where the community would like money spent. Please indicate whether you would like the City to spend more, the same, or less on the following services?	Spend more		Spend the same		Spend less		Don't know		Total	
Police services	32%	N=222	50%	N=344	9%	N=64	9%	N=63	100%	N=693
Ambulance or emergency medical services	19%	N=133	62%	N=429	7%	N=49	12%	N=81	100%	N=692
Fire prevention and education	21%	N=141	58%	N=395	10%	N=69	11%	N=72	100%	N=678
Street repair	81%	N=563	15%	N=107	1%	N=6	3%	N=17	100%	N=694
Street lighting	35%	N=240	55%	N=379	5%	N=37	4%	N=31	100%	N=686
Sidewalk maintenance	40%	N=277	49%	N=336	6%	N=43	5%	N=35	100%	N=691
Bus or transit services	33%	N=231	49%	N=338	9%	N=65	9%	N=59	100%	N=693
Land use, planning and zoning	11%	N=77	51%	N=349	19%	N=130	19%	N=129	100%	N=684
Tacoma open space	19%	N=128	49%	N=333	15%	N=103	18%	N=122	100%	N=686
Fire services	24%	N=167	59%	N=406	7%	N=51	10%	N=66	100%	N=690
Crime prevention	51%	N=358	39%	N=269	4%	N=28	6%	N=40	100%	N=695
Traffic enforcement	17%	N=116	51%	N=352	23%	N=156	10%	N=66	100%	N=690
Traffic signal timing	26%	N=182	54%	N=371	12%	N=82	8%	N=57	100%	N=692
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)	32%	N=219	47%	N=323	10%	N=71	11%	N=74	100%	N=687
Large project economic development	21%	N=146	42%	N=286	22%	N=151	14%	N=99	100%	N=682
Small business support	43%	N=292	41%	N=282	6%	N=41	10%	N=70	100%	N=685
Public library services	24%	N=164	60%	N=409	10%	N=69	7%	N=45	100%	N=688
Preservation of natural areas such as open space, farmlands and greenbelts	34%	N=236	50%	N=345	9%	N=64	7%	N=46	100%	N=690
City-sponsored special events	9%	N=64	52%	N=359	27%	N=187	11%	N=74	100%	N=684

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The City of Tacoma is seeking to understand where the community would like money spent. Please indicate whether you would like the City to spend more, the same, or less on the following services?	Spend more		Spend the same		Spend less		Don't know		Total	
Pedestrian and bike infrastructure	24%	N=168	48%	N=332	19%	N=131	9%	N=60	100%	N=691
Housing services	24%	N=167	45%	N=312	16%	N=113	15%	N=102	100%	N=693
Social services (housing, employment, basic needs, youth services)	33%	N=232	44%	N=305	11%	N=74	12%	N=82	100%	N=693
Senior Centers	25%	N=175	49%	N=340	7%	N=51	18%	N=127	100%	N=692

Table 48: Question 15

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
City website (www.cityoftacoma.org)	52%	N=352	28%	N=190	21%	N=140	100%	N=682
Local media outlets (newspapers, radio, local television stations)	56%	N=383	33%	N=223	11%	N=78	100%	N=684
The local government cable channel TV Tacoma (TV 12)	22%	N=150	40%	N=275	38%	N=261	100%	N=686
City newsletter in the water bill	30%	N=206	47%	N=321	23%	N=153	100%	N=680
City Council meetings and other public meetings	17%	N=113	43%	N=292	40%	N=274	100%	N=678
Talking with City officials	15%	N=105	34%	N=230	51%	N=344	100%	N=680
City communications via social media (i.e. Facebook, Twitter or YouTube)	22%	N=151	32%	N=220	46%	N=314	100%	N=685
Word-of-mouth	33%	N=229	42%	N=290	24%	N=168	100%	N=687

Table 49: Question 16

Do you think the quality of life in Tacoma is going to improve, stay the same or decline in the next 10 years?	Percent	Number
Improve a lot	19%	N=129
Improve slightly	48%	N=324
Stay the same	15%	N=105
Decline slightly	11%	N=77
Decline a lot	6%	N=44
Total	100%	N=679

Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=11	4%	N=26	4%	N=31	21%	N=148	69%	N=488	100%	N=704
Purchase goods or services from a business located in Tacoma	1%	N=5	1%	N=9	13%	N=89	50%	N=350	35%	N=243	100%	N=697
Eat at least 5 portions of fruits and vegetables a day	2%	N=15	12%	N=80	37%	N=257	29%	N=206	20%	N=139	100%	N=697
Participate in moderate or vigorous physical activity	2%	N=16	10%	N=70	33%	N=228	34%	N=236	20%	N=142	100%	N=693
Read or watch local news (via television, paper, computer, etc.)	5%	N=36	10%	N=68	21%	N=149	26%	N=182	38%	N=263	100%	N=698
Vote in local elections	10%	N=73	8%	N=53	9%	N=61	24%	N=169	49%	N=340	100%	N=696

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	16%	N=112
Very good	43%	N=303
Good	29%	N=203
Fair	10%	N=70

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Would you say that in general your health is:	Percent	Number
Poor	1%	N=10
Total	100%	N=698

Table 52: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be	Percent	Number
Very positive	5%	N=33
Somewhat positive	23%	N=161
Neutral	48%	N=332
Somewhat negative	18%	N=121
Very negative	6%	N=41
Total	100%	N=687

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	55%	N=381
Working part time for pay	12%	N=85
Unemployed, looking for paid work	8%	N=52
Unemployed, not looking for paid work	4%	N=25
Fully retired	21%	N=145
Total	100%	N=689

Table 54: Question D5

Do you work inside the boundaries of Tacoma?	Percent	Number
Yes, outside the home	42%	N=276
Yes, from home	6%	N=39
No	53%	N=348
Total	100%	N=662

Table 55: Question D6

How many years have you lived in Tacoma?	Percent	Number
Less than 2 years	12%	N=85
2 to 5 years	14%	N=94
6 to 10 years	16%	N=111
11 to 20 years	17%	N=119
More than 20 years	41%	N=286
Total	100%	N=695

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	65%	N=454
Building with two or more homes (duplex, townhome, apartment or condominium)	33%	N=231
Mobile home	0%	N=0

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Which best describes the building you live in?	Percent	Number
Other	2%	N=15
Total	100%	N=700

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	44%	N=302
Owned	56%	N=391
Total	100%	N=693

Table 58: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	6%	N=39
\$300 to \$599 per month	13%	N=88
\$600 to \$999 per month	31%	N=209
\$1,000 to \$1,499 per month	29%	N=200
\$1,500 to \$2,499 per month	17%	N=117
\$2,500 or more per month	5%	N=32
Total	100%	N=686

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	73%	N=508
Yes	27%	N=191
Total	100%	N=699

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	75%	N=525
Yes	25%	N=172
Total	100%	N=698

Table 61: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	24%	N=161
\$25,000 to \$49,999	28%	N=186
\$50,000 to \$99,999	30%	N=198
\$100,000 to \$149,999	11%	N=73
\$150,000 or more	7%	N=45
Total	100%	N=664

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Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	93%	N=635
Yes, I consider myself to be Spanish, Hispanic or Latino	7%	N=45
Total	100%	N=680

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	6%	N=39
Asian, Asian Indian or Pacific Islander	9%	N=62
Black or African American	10%	N=66
White	77%	N=529
Other	8%	N=58

Total may exceed 100% as respondents could select more than one option.

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=28
25 to 34 years	28%	N=196
35 to 44 years	15%	N=107
45 to 54 years	20%	N=142
55 to 64 years	14%	N=99
65 to 74 years	11%	N=79
75 years or older	6%	N=44
Total	100%	N=694

Table 65: Question D16

What is your sex?	Percent	Number
Female	52%	N=357
Male	48%	N=325
Total	100%	N=683

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	65%	N=449
Land line	19%	N=130
Both	16%	N=114
Total	100%	N=694

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on **The National Citizen Survey™**. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Tacoma chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations 100,000-300,000 with similar demographics).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Tacoma's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Tacoma's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Tacoma's rating to the benchmark.

In that final column, Tacoma's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Tacoma residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Tacoma	59%	335	369	Lower
Overall image or reputation of Tacoma	27%	272	282	Much lower
Tacoma as a place to live	72%	268	310	Lower
Your neighborhood as a place to live	64%	228	248	Lower
Tacoma as a place to raise children	50%	286	308	Lower
Tacoma as a place to retire	47%	264	295	Lower
Overall appearance of Tacoma	45%	253	286	Lower

Table 68: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Tacoma	40%	132	138	Much lower
	In your neighborhood during the day	81%	259	284	Similar
	In Tacoma's downtown/commercial area during the day	64%	236	246	Lower
Mobility	Overall ease of getting to the places you usually have to visit	67%	46	58	Similar
	Availability of paths and walking trails	50%	156	225	Similar
	Ease of walking in Tacoma	54%	147	239	Similar
	Ease of travel by bicycle in Tacoma	45%	155	246	Similar
	Ease of travel by public transportation in Tacoma	42%	50	78	Similar
	Ease of travel by car in Tacoma	63%	141	243	Similar
	Ease of public parking	42%	35	45	Lower
	Traffic flow on major streets	49%	154	280	Similar
Natural Environment	Quality of overall natural environment in Tacoma	62%	181	228	Similar
	Cleanliness of Tacoma	37%	211	225	Much lower
	Air quality	48%	192	209	Lower
Built Environment	Overall "built environment" of Tacoma (including overall design, buildings, parks and transportation systems)	51%	38	55	Similar
	Overall quality of new development in Tacoma	42%	195	231	Similar
	Availability of affordable quality housing	40%	163	252	Similar
	Variety of housing options	55%	137	218	Similar
	Public places where people want to spend time	57%	36	53	Similar
	Overall economic health of Tacoma	33%	48	58	Lower
	Vibrant downtown/commercial area	33%	36	52	Similar
	Overall quality of business and service establishments in Tacoma	53%	158	216	Similar
Economy	Cost of living in Tacoma	39%	32	55	Similar
	Shopping opportunities	61%	98	238	Similar
	Employment opportunities	27%	148	255	Similar
	Tacoma as a place to visit	53%	48	67	Similar
	Tacoma as a place to work	52%	190	285	Similar
	Health and wellness opportunities in Tacoma	59%	39	55	Similar
	Availability of affordable quality mental health care	38%	37	51	Similar
	Availability of preventive health services	59%	102	180	Similar
Recreation and Wellness	Availability of affordable quality health care	59%	85	214	Similar
	Availability of affordable quality food	59%	119	179	Similar
	Recreational opportunities	61%	161	249	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	62%	38	55	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	74%	125	175	Similar
	Opportunities to attend cultural/arts/music activities	62%	102	245	Similar
	Adult educational opportunities	58%	29	52	Similar
	K-12 education	48%	170	204	Lower
	Availability of affordable quality child care/preschool	47%	113	213	Similar
Community Engagement	Opportunities to participate in social events and activities	50%	150	206	Similar
	Neighborliness of Tacoma	42%	47	54	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	59%	130	237	Similar
	Opportunities to participate in community matters	57%	146	214	Similar
	Opportunities to volunteer	67%	152	218	Similar

Table 69: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Tacoma	54%	305	344	Lower
Overall customer service by Tacoma employees (police, receptionists, planners, etc.)	54%	283	295	Lower
Value of services for the taxes paid to Tacoma	31%	312	327	Lower
Overall direction that Tacoma is taking	49%	196	269	Similar
Job Tacoma government does at welcoming citizen involvement	39%	196	250	Similar
Overall confidence in Tacoma government	32%	46	57	Lower
Generally acting in the best interest of the community	36%	44	55	Lower
Being honest	35%	45	55	Lower
Treating all residents fairly	32%	44	55	Lower
Services provided by the Federal Government	32%	160	206	Similar

Table 70: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	59%	323	345	Lower
	Fire services	86%	244	291	Similar
	Ambulance or emergency medical services	82%	234	276	Similar
	Crime prevention	38%	270	283	Lower
	Fire prevention and education	58%	228	240	Lower
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	41%	219	239	Lower
Mobility	Traffic enforcement	45%	290	307	Lower
	Street repair	11%	349	352	Much lower
	Street cleaning	32%	232	240	Lower
	Street lighting	42%	235	265	Lower
	Snow removal	45%	217	240	Lower
	Traffic signal timing	36%	195	208	Lower
Natural Environment	Bus or transit services	42%	139	180	Similar
	Garbage collection	68%	267	283	Lower
	Recycling	74%	189	294	Similar
	Yard waste pick-up	73%	99	215	Similar
	Drinking water	67%	140	267	Similar
Built	Tacoma open space	45%	52	66	Lower
	Storm drainage	56%	205	292	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Environment	Sewer services	67%	182	250	Similar
	Power (electric and/or gas) utility	68%	89	126	Similar
	Utility billing	58%	47	57	Similar
	Land use, planning and zoning	41%	175	241	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	27%	258	293	Lower
Economy	Economic development	34%	180	231	Similar
Recreation and Wellness	City parks	79%	152	263	Similar
	Recreation programs or classes	66%	187	270	Similar
	Recreation centers or facilities	62%	168	229	Similar
Education and Enrichment	City-sponsored special events	44%	48	58	Lower
	Public library services	66%	263	280	Lower
Community Engagement	Public information services	49%	199	222	Lower

Table 71: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	40%	230	250	Lower
Recommend living in Tacoma to someone who asks	75%	181	220	Lower
Remain in Tacoma for the next five years	81%	150	220	Similar
Contacted Tacoma (in-person, phone, email or web) for help or information	45%	149	247	Similar

Table 72: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Did NOT report a crime to the police	62%	53	54	Lower
	Household member was NOT a victim of a crime	77%	218	223	Lower
Mobility	Used bus, rail, subway or other public transportation instead of driving	47%	11	48	Higher
	Carpooled with other adults or children instead of driving alone	57%	3	54	Higher
	Walked or biked instead of driving	62%	16	54	Similar
Natural Environment	Made efforts to conserve water	86%	20	53	Similar
	Made efforts to make your home more energy efficient	79%	24	53	Similar
	Recycle at home	95%	44	212	Higher
Built Environment	Did NOT observe a code violation or other hazard in Tacoma	32%	53	54	Much lower
	NOT experiencing housing costs stress	62%	144	208	Similar
Economy	Purchase goods or services from a business located in Tacoma	98%	16	53	Similar
	Economy will have positive impact on income	28%	44	209	Similar
	Work inside boundaries of Tacoma	47%	22	53	Similar
Recreation and Wellness	Used Tacoma recreation centers or their services	58%	89	188	Similar
	Visited a neighborhood park or City park	91%	39	217	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	18	53	Similar
	Participate in moderate or vigorous physical activity	87%	16	53	Similar
	In very good to excellent health	60%	42	53	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Used Tacoma public libraries or their services	59%	163	194	Lower
	Participated in religious or spiritual activities in Tacoma	44%	122	168	Similar
	Attended City-sponsored event	46%	36	53	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	23%	19	53	Similar
	Contacted Tacoma elected officials (in-person, phone, email or web) to express your opinion	20%	17	53	Similar
	Volunteered your time to some group/activity in Tacoma	44%	101	216	Similar
	Participated in a club	32%	75	192	Similar
	Talked to or visited with your immediate neighbors	91%	27	53	Similar
	Done a favor for a neighbor	81%	31	51	Similar
	Attended a local public meeting	16%	190	218	Similar
	Watched (online or on television) a local public meeting	33%	89	181	Similar
	Read or watch local news (via television, paper, computer, etc.)	85%	41	53	Similar
	Vote in local elections	82%	70	209	Similar

Communities included in national comparisons

The communities included in Tacoma's comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS.....	6,844
Adams County, CO.....	441,603
Airway Heights city, WA.....	6,114
Albany city, OR.....	50,158
Albemarle County, VA.....	98,970
Albert Lea city, MN.....	18,016
Altoona city, IA.....	14,541
Ames city, IA.....	58,965
Andover CDP, MA.....	8,762
Ankeny city, IA.....	45,582
Ann Arbor city, MI.....	113,934
Annapolis city, MD.....	38,394
Apple Valley town, CA.....	69,135
Arlington city, TX.....	365,438
Arlington County, VA.....	207,627
Arvada city, CO.....	106,433
Ashland city, OR.....	20,078
Ashland town, VA.....	7,225
Aspen city, CO.....	6,658
Auburn city, AL.....	53,380
Auburn city, WA.....	70,180
Aurora city, CO.....	325,078
Austin city, TX.....	790,390
Bainbridge Island city, WA.....	23,025
Baltimore city, MD.....	620,961
Baltimore County, MD.....	805,029
Battle Creek city, MI.....	52,347
Bay City city, MI.....	34,932
Baytown city, TX.....	71,802
Bedford town, MA.....	13,320
Bellevue city, WA.....	122,363
Beltrami County, MN.....	44,442
Benbrook city, TX.....	21,234
Benicia city, CA.....	26,997

Bettendorf city, IA.....	33,217
Billings city, MT.....	104,170
Blaine city, MN.....	57,186
Bloomfield Hills city, MI.....	3,869
Bloomington city, IL.....	76,610
Bloomington city, MN.....	82,893
Blue Springs city, MO.....	52,575
Boise City city, ID.....	205,671
Boonville city, MO.....	8,319
Boulder city, CO.....	97,385
Boulder County, CO.....	294,567
Bowling Green city, KY.....	58,067
Bristol city, TN.....	26,702
Broken Arrow city, OK.....	98,850
Brookfield city, WI.....	37,920
Brookline CDP, MA.....	58,732
Brookline town, NH.....	4,991
Broomfield city, CO.....	55,889
Brownsburg town, IN.....	21,285
Bryan city, TX.....	76,201
Burleson city, TX.....	36,690
Cabarrus County, NC.....	178,011
Cambridge city, MA.....	105,162
Canton city, SD.....	3,057
Cape Coral city, FL.....	154,305
Cape Girardeau city, MO.....	37,941
Carlisle borough, PA.....	18,682
Carlsbad city, CA.....	105,328
Cartersville city, GA.....	19,731
Cary town, NC.....	135,234
Casa Grande city, AZ.....	48,571
Casper city, WY.....	55,316
Castle Pines North city, CO.....	10,360
Castle Rock town, CO.....	48,231

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Cedar Falls city, IA.....	39,260	Englewood city, CO.....	30,255
Cedar Rapids city, IA.....	126,326	Erie town, CO.....	18,135
Centennial city, CO.....	100,377	Escambia County, FL.....	297,619
Centralia city, IL.....	13,032	Estes Park town, CO.....	5,858
Chambersburg borough, PA.....	20,268	Farmington Hills city, MI.....	79,740
Chandler city, AZ.....	236,123	Fayetteville city, NC.....	200,564
Chanhassen city, MN.....	22,952	Fishers town, IN.....	76,794
Chapel Hill town, NC.....	57,233	Flagstaff city, AZ.....	65,870
Charlotte city, NC.....	731,424	Flower Mound town, TX.....	64,669
Charlotte County, FL.....	159,978	Flushing city, MI.....	8,389
Charlottesville city, VA.....	43,475	Forest Grove city, OR.....	21,083
Chesterfield County, VA.....	316,236	Fort Collins city, CO.....	143,986
Chippewa Falls city, WI.....	13,661	Fort Smith city, AR.....	86,209
Citrus Heights city, CA.....	83,301	Fort Worth city, TX.....	741,206
Clayton city, MO.....	15,939	Fountain Hills town, AZ.....	22,489
Clive city, IA.....	15,447	Franklin city, TN.....	62,487
Clovis city, CA.....	95,631	Fredericksburg city, VA.....	24,286
College Park city, MD.....	30,413	Freeport CDP, ME.....	1,485
College Station city, TX.....	93,857	Freeport city, IL.....	25,638
Colleyville city, TX.....	22,807	Fremont city, CA.....	214,089
Collinsville city, IL.....	25,579	Friendswood city, TX.....	35,805
Columbia city, MO.....	108,500	Fruita city, CO.....	12,646
Columbus city, WI.....	4,991	Gainesville city, FL.....	124,354
Commerce City city, CO.....	45,913	Gaithersburg city, MD.....	59,933
Concord city, CA.....	122,067	Galveston city, TX.....	47,743
Concord town, MA.....	17,668	Garden City city, KS.....	26,658
Conyers city, GA.....	15,195	Gardner city, KS.....	19,123
Cookeville city, TN.....	30,435	Geneva city, NY.....	13,261
Coon Rapids city, MN.....	61,476	Georgetown city, TX.....	47,400
Cooper City city, FL.....	28,547	Gilbert town, AZ.....	208,453
Coronado city, CA.....	18,912	Gillette city, WY.....	29,087
Corvallis city, OR.....	54,462	Globe city, AZ.....	7,532
Cross Roads town, TX.....	1,563	Goodyear city, AZ.....	65,275
Crystal Lake city, IL.....	40,743	Grafton village, WI.....	11,459
Dade City city, FL.....	6,437	Grand Island city, NE.....	48,520
Dakota County, MN.....	398,552	Greeley city, CO.....	92,889
Dallas city, OR.....	14,583	Green Valley CDP, AZ.....	21,391
Dallas city, TX.....	1,197,816	Greenwood Village city, CO.....	13,925
Davenport city, IA.....	99,685	Greer city, SC.....	25,515
Davidson town, NC.....	10,944	Gunnison County, CO.....	15,324
Decatur city, GA.....	19,335	Hailey city, ID.....	7,960
Delray Beach city, FL.....	60,522	Haines Borough, AK.....	2,508
Denison city, TX.....	22,682	Hallandale Beach city, FL.....	37,113
Denver city, CO.....	600,158	Hamilton city, OH.....	62,477
Derby city, KS.....	22,158	Hampton city, VA.....	137,436
Des Moines city, IA.....	203,433	Hanover County, VA.....	99,863
Destin city, FL.....	12,305	Harrisonburg city, VA.....	48,914
Dewey-Humboldt town, AZ.....	3,894	Harrisonville city, MO.....	10,019
Dorchester County, MD.....	32,618	Hayward city, CA.....	144,186
Dothan city, AL.....	65,496	Henderson city, NV.....	257,729
Douglas County, CO.....	285,465	Hermiston city, OR.....	16,745
Dover city, NH.....	29,987	High Point city, NC.....	104,371
Dublin city, OH.....	41,751	Highland Park city, IL.....	29,763
Duluth city, MN.....	86,265	Highlands Ranch CDP, CO.....	96,713
Duncanville city, TX.....	38,524	Hillsborough town, NC.....	6,087
Durham city, NC.....	228,330	Holden town, MA.....	17,346
East Grand Forks city, MN.....	8,601	Holland city, MI.....	33,051
East Lansing city, MI.....	48,579	Honolulu County, HI.....	953,207
Eau Claire city, WI.....	65,883	Hooksett town, NH.....	13,451
Eden Prairie city, MN.....	60,797	Hopkins city, MN.....	17,591
Edgerton city, KS.....	1,671	Hopkinton town, MA.....	14,925
Edina city, MN.....	47,941	Hoquiam city, WA.....	8,726
Edmonds city, WA.....	39,709	Houston city, TX.....	2,099,451
El Cerrito city, CA.....	23,549	Hudson city, OH.....	22,262
El Paso city, TX.....	649,121	Hudson town, CO.....	2,356
Elk Grove city, CA.....	153,015	Hudsonville city, MI.....	7,116
Elk River city, MN.....	22,974	Huntersville town, NC.....	46,773
Elko New Market city, MN.....	4,110	Hurst city, TX.....	37,337
Elmhurst city, IL.....	44,121	Hutchinson city, MN.....	14,178
Encinitas city, CA.....	59,518	Hutto city, TX.....	14,698

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Hyattsville city, MD	17,557	Minneapolis city, MN	382,578
Indian Trail town, NC	33,518	Mission Viejo city, CA	93,305
Indianola city, IA	14,782	Modesto city, CA	201,165
Iowa City city, IA	67,862	Monterey city, CA	27,810
Jackson County, MI	160,248	Montgomery County, MD	971,777
Jefferson City city, MO	43,079	Montgomery County, VA	94,392
Jefferson County, CO	534,543	Montpelier city, VT	7,855
Jerome city, ID	10,890	Mooresville town, NC	32,711
Johnson City city, TN	63,152	Morristown city, TN	29,137
Johnson County, KS	544,179	Moscow city, ID	23,800
Jupiter town, FL	55,156	Mountlake Terrace city, WA	19,909
Kalamazoo city, MI	74,262	Munster town, IN	23,603
Kansas City city, MO	459,787	Muscataine city, IA	22,886
Kenmore city, WA	20,460	Naperville city, IL	141,853
Kennett Square borough, PA	6,072	Needham CDP, MA	28,886
Kirkland city, WA	48,787	New Braunfels city, TX	57,740
La Mesa city, CA	57,065	New Brighton city, MN	21,456
La Plata town, MD	8,753	New Orleans city, LA	343,829
La Porte city, TX	33,800	Newport Beach city, CA	85,186
La Vista city, NE	15,758	Newport city, RI	24,672
Lafayette city, CO	24,453	Newport News city, VA	180,719
Laguna Beach city, CA	22,723	Newton city, IA	15,254
Laguna Hills city, CA	30,344	Noblesville city, IN	51,969
Lake Oswego city, OR	36,619	Nogales city, AZ	20,837
Lake Zurich village, IL	19,631	Norfolk city, VA	242,803
Lakeville city, MN	55,954	Norman city, OK	110,925
Lakewood city, CO	142,980	North Las Vegas city, NV	216,961
Lane County, OR	351,715	Northglenn city, CO	35,789
Larimer County, CO	299,630	Novato city, CA	51,904
Las Cruces city, NM	97,618	Novi city, MI	55,224
Las Vegas city, NV	583,756	O'Fallon city, IL	28,281
Lawrence city, KS	87,643	Oak Park village, IL	51,878
League City city, TX	83,560	Oakland Park city, FL	41,363
Lee County, FL	618,754	Ogdensburg city, NY	11,128
Lewiston city, ME	36,592	Oklahoma City city, OK	579,999
Lincoln city, NE	258,379	Olathe city, KS	125,872
Lindsborg city, KS	3,458	Olmsted County, MN	144,248
Littleton city, CO	41,737	Orland Park village, IL	56,767
Livermore city, CA	80,968	Oshkosh city, WI	66,083
Lone Tree city, CO	10,218	Otsego County, MI	24,164
Longmont city, CO	86,270	Oviedo city, FL	33,342
Los Alamos County, NM	17,950	Paducah city, KY	25,024
Louisville city, CO	18,376	Palm Coast city, FL	75,180
Lynchburg city, VA	75,568	Palm Springs city, CA	44,552
Lynnwood city, WA	35,836	Palo Alto city, CA	64,403
Madison city, WI	233,209	Panama City city, FL	36,484
Mankato city, MN	39,309	Papillion city, NE	18,894
Maple Grove city, MN	61,567	Park City city, UT	7,558
Maple Valley city, WA	22,684	Parker town, CO	45,297
Maricopa County, AZ	3,817,117	Pasadena city, CA	137,122
Marin County, CA	252,409	Pasco city, WA	59,781
Maryland Heights city, MO	27,472	Pasco County, FL	464,697
McAllen city, TX	129,877	Peachtree City city, GA	34,364
McDonough city, GA	22,084	Pearland city, TX	91,252
McKinney city, TX	131,117	Peoria city, AZ	154,065
McMinnville city, OR	32,187	Peoria city, IL	115,007
Mecklenburg County, NC	919,628	Peoria County, IL	186,494
Medford city, OR	74,907	Peters township, PA	21,213
Menlo Park city, CA	32,026	Petoskey city, MI	5,670
Meridian charter township, MI	39,688	Pflugerville city, TX	46,936
Meridian city, ID	75,092	Phoenix city, AZ	1,445,632
Merriam city, KS	11,003	Pinal County, AZ	375,770
Merrill city, WI	9,661	Pinehurst village, NC	13,124
Mesa city, AZ	439,041	Piqua city, OH	20,522
Mesa County, CO	146,723	Platte City city, MO	4,691
Miami Beach city, FL	87,779	Plymouth city, MN	70,576
Miami city, FL	399,457	Pocatello city, ID	54,255
Midland city, MI	41,863	Polk County, IA	430,640
Milford city, DE	9,559	Port Huron city, MI	30,184
Milton city, GA	32,661	Port Orange city, FL	56,048

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Port St. Lucie city, FL	164,603	Sparks city, NV	90,264
Portland city, OR	583,776	Spokane Valley city, WA	89,755
Post Falls city, ID	27,574	Springboro city, OH	17,409
Prince William County, VA	402,002	Springfield city, OR	59,403
Provo city, UT	112,488	Springville city, UT	29,466
Pueblo city, CO	106,595	St. Charles city, IL	32,974
Purcellville town, VA	7,727	St. Cloud city, MN	65,842
Queen Creek town, AZ	26,361	St. Joseph city, MO	76,780
Radford city, VA	16,408	St. Louis County, MN	200,226
Radnor township, PA	31,531	St. Louis Park city, MN	45,250
Rapid City city, SD	67,956	Stallings town, NC	13,831
Raymore city, MO	19,206	State College borough, PA	42,034
Redmond city, WA	54,144	Sterling Heights city, MI	129,699
Rehoboth Beach city, DE	1,327	Sugar Grove village, IL	8,997
Reno city, NV	225,221	Sugar Land city, TX	78,817
Reston CDP, VA	58,404	Summit city, NJ	21,457
Richmond city, CA	103,701	Sunnyvale city, CA	140,081
Richmond Heights city, MO	8,603	Surprise city, AZ	117,517
Rifle city, CO	9,172	Suwanee city, GA	15,355
River Falls city, WI	15,000	Tacoma city, WA	198,397
Riverdale city, UT	8,426	Takoma Park city, MD	16,715
Riverside city, CA	303,871	Temecula city, CA	100,097
Riverside city, MO	2,937	Tempe city, AZ	161,719
Rochester city, MI	12,711	Temple city, TX	66,102
Rochester Hills city, MI	70,995	The Woodlands CDP, TX	93,847
Rock Hill city, SC	66,154	Thornton city, CO	118,772
Rockford city, IL	152,871	Thousand Oaks city, CA	126,683
Rockville city, MD	61,209	Tualatin city, OR	26,054
Rolla city, MO	19,559	Tulsa city, OK	391,906
Roswell city, GA	88,346	Twin Falls city, ID	44,125
Round Rock city, TX	99,887	Tyler city, TX	96,900
Royal Oak city, MI	57,236	Umatilla city, OR	6,906
Saco city, ME	18,482	Upper Arlington city, OH	33,771
Sahuarita town, AZ	25,259	Urbandale city, IA	39,463
Salida city, CO	5,236	Vail town, CO	5,305
Salt Lake City city, UT	186,440	Vancouver city, WA	161,791
Sammamish city, WA	45,780	Ventura CCD, CA	111,889
San Antonio city, TX	1,327,407	Vestavia Hills city, AL	34,033
San Carlos city, CA	28,406	Virginia Beach city, VA	437,994
San Diego city, CA	1,307,402	Wake Forest town, NC	30,117
San Francisco city, CA	805,235	Walnut Creek city, CA	64,173
San Jose city, CA	945,942	Washington County, MN	238,136
San Juan County, NM	130,044	Washoe County, NV	421,407
San Marcos city, TX	44,894	Watauga city, TX	23,497
San Rafael city, CA	57,713	Wauwatosa city, WI	46,396
Sandy Springs city, GA	93,853	Waverly city, IA	9,874
Sanford city, FL	53,570	Weddington town, NC	9,459
Sangamon County, IL	197,465	Wentzville city, MO	29,070
Santa Clarita city, CA	176,320	West Carrollton city, OH	13,143
Santa Fe County, NM	144,170	West Chester borough, PA	18,461
Santa Monica city, CA	89,736	West Des Moines city, IA	56,609
Sarasota County, FL	379,448	West Richland city, WA	11,811
Savage city, MN	26,911	Westerville city, OH	36,120
Savannah city, GA	136,286	Westlake town, TX	992
Scarborough CDP, ME	4,403	Westminster city, CO	106,114
Scott County, MN	129,928	Weston town, MA	11,261
Scottsdale city, AZ	217,385	Wheat Ridge city, CO	30,166
Seaside city, CA	33,025	White House city, TN	10,255
SeaTac city, WA	26,909	Whitewater township, MI	2,597
Sevierville city, TN	14,807	Wichita city, KS	382,368
Shawnee city, KS	62,209	Williamsburg city, VA	14,068
Sheboygan city, WI	49,288	Wilmington city, NC	106,476
Shorewood city, MN	7,307	Wilsonville city, OR	19,509
Sioux Falls city, SD	153,888	Winchester city, VA	26,203
Skokie village, IL	64,784	Windsor town, CO	18,644
Snellville city, GA	18,242	Windsor town, CT	29,044
South Lake Tahoe city, CA	21,403	Winston-Salem city, NC	229,617
South Portland city, ME	25,002	Winter Garden city, FL	34,568
Southborough town, MA	9,767	Woodland city, CA	55,468
Southlake city, TX	26,575	Woodland city, WA	5,509

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Wrentham town, MA 10,955
 Yakima city, WA..... 91,067
 York County, VA..... 65,464

Yuma city, AZ 93,064

Populations 100,000-300,000 with Similar Demographics Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Tacoma	59%	19	23	Lower
Overall image or reputation of Tacoma	27%	14	15	Much lower
Tacoma as a place to live	72%	13	16	Similar
Your neighborhood as a place to live	64%	11	12	Similar
Tacoma as a place to raise children	50%	12	14	Lower
Tacoma as a place to retire	47%	13	15	Lower
Overall appearance of Tacoma	45%	13	16	Lower

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Tacoma	40%	9	10	Much lower
	In your neighborhood during the day	81%	14	16	Similar
	In Tacoma's downtown/commercial area during the day	64%	12	13	Lower
Mobility	Overall ease of getting to the places you usually have to visit	67%	NA	NA	NA
	Availability of paths and walking trails	50%	8	11	Similar
	Ease of walking in Tacoma	54%	7	11	Similar
	Ease of travel by bicycle in Tacoma	45%	8	13	Similar
	Ease of travel by public transportation in Tacoma	42%	3	7	Similar
	Ease of travel by car in Tacoma	63%	7	14	Similar
	Ease of public parking	42%	NA	NA	NA
	Traffic flow on major streets	49%	6	16	Similar
Natural Environment	Quality of overall natural environment in Tacoma	62%	7	11	Similar
	Cleanliness of Tacoma	37%	9	11	Lower
	Air quality	48%	11	12	Lower
Built Environment	Overall "built environment" of Tacoma (including overall design, buildings, parks and transportation systems)	51%	NA	NA	NA
	Overall quality of new development in Tacoma	42%	9	12	Similar
	Availability of affordable quality housing	40%	8	14	Similar
	Variety of housing options	55%	6	11	Similar
	Public places where people want to spend time	57%	NA	NA	NA
	Overall economic health of Tacoma	33%	2	5	Similar
	Vibrant downtown/commercial area	33%	NA	NA	NA
Economy	Overall quality of business and service establishments in Tacoma	53%	7	10	Similar
	Cost of living in Tacoma	39%	NA	NA	NA
	Shopping opportunities	61%	8	13	Similar
	Employment opportunities	27%	8	14	Similar
	Tacoma as a place to visit	53%	4	5	Lower
	Tacoma as a place to work	52%	8	13	Similar
	Health and wellness opportunities in Tacoma	59%	NA	NA	NA
	Availability of affordable quality mental health care	38%	NA	NA	NA
	Availability of preventive health services	59%	4	9	Similar
	Availability of affordable quality health care	59%	3	10	Similar
Recreation and Wellness	Availability of affordable quality food	59%	5	9	Similar
	Recreational opportunities	61%	8	12	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	62%	NA	NA	NA

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	74%	5	8	Similar
	Opportunities to attend cultural/arts/music activities	62%	8	14	Similar
	Adult educational opportunities	58%	NA	NA	NA
	K-12 education	48%	6	11	Similar
	Availability of affordable quality child care/preschool	47%	4	9	Similar
Community Engagement	Opportunities to participate in social events and activities	50%	7	9	Similar
	Neighborliness of Tacoma	42%	NA	NA	NA
	Openness and acceptance of the community toward people of diverse backgrounds	59%	7	11	Similar
	Opportunities to participate in community matters	57%	8	11	Similar
	Opportunities to volunteer	67%	8	11	Similar

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Tacoma	54%	15	21	Similar
Overall customer service by Tacoma employees (police, receptionists, planners, etc.)	54%	12	14	Lower
Value of services for the taxes paid to Tacoma	31%	11	16	Lower
Overall direction that Tacoma is taking	49%	8	13	Similar
Job Tacoma government does at welcoming citizen involvement	39%	7	11	Similar
Overall confidence in Tacoma government	32%	NA	NA	NA
Generally acting in the best interest of the community	36%	NA	NA	NA
Being honest	35%	NA	NA	NA
Treating all residents fairly	32%	NA	NA	NA
Services provided by the Federal Government	32%	7	11	Similar

Table 76: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	59%	17	20	Similar
	Fire services	86%	9	15	Similar
	Ambulance or emergency medical services	82%	12	14	Similar
	Crime prevention	38%	15	18	Lower
	Fire prevention and education	58%	11	12	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	41%	13	15	Lower
Mobility	Traffic enforcement	45%	15	18	Similar
	Street repair	11%	22	22	Much lower
	Street cleaning	32%	10	12	Lower
	Street lighting	42%	9	12	Similar
	Snow removal	45%	9	10	Lower
	Traffic signal timing	36%	9	10	Similar
Natural Environment	Bus or transit services	42%	10	13	Similar
	Garbage collection	68%	16	16	Lower
	Recycling	74%	14	18	Similar
	Yard waste pick-up	73%	5	12	Similar
	Drinking water	67%	6	17	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Tacoma open space	45%	4	5	Similar
	Storm drainage	56%	9	16	Similar
	Sewer services	67%	8	13	Similar
	Power (electric and/or gas) utility	68%	6	10	Similar
	Utility billing	58%	NA	NA	NA
	Land use, planning and zoning	41%	7	12	Similar
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	27%	12	15	Lower
Economy	Economic development	34%	10	14	Similar
	City parks	79%	9	14	Similar
Recreation and Wellness	Recreation programs or classes	66%	10	16	Similar
	Recreation centers or facilities	62%	11	15	Similar
Education and Enrichment	City-sponsored special events	44%	NA	NA	NA
	Public library services	66%	16	18	Lower
Community Engagement	Public information services	49%	13	15	Similar

Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	40%	9	12	Similar
Recommend living in Tacoma to someone who asks	75%	8	11	Similar
Remain in Tacoma for the next five years	81%	5	11	Similar
Contacted Tacoma (in-person, phone, email or web) for help or information	45%	6	11	Similar

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Did NOT report a crime to the police	62%	NA	NA	NA
Safety	Household member was NOT a victim of a crime	77%	11	11	Lower
	Used bus, rail, subway or other public transportation instead of driving	47%	NA	NA	NA
	Carpooled with other adults or children instead of driving alone	57%	NA	NA	NA
Mobility	Walked or biked instead of driving	62%	NA	NA	NA
	Made efforts to conserve water	86%	NA	NA	NA
	Made efforts to make your home more energy efficient	79%	NA	NA	NA
Natural Environment	Recycle at home	95%	3	11	Higher
	Did NOT observe a code violation or other hazard in Tacoma	32%	NA	NA	NA
Built Environment	NOT experiencing housing costs stress	62%	7	11	Similar
	Purchase goods or services from a business located in Tacoma	98%	NA	NA	NA
Economy	Economy will have positive impact on income	28%	1	11	Higher
	Work inside boundaries of Tacoma	47%	NA	NA	NA
	Used Tacoma recreation centers or their services	58%	6	10	Similar
Recreation and Wellness	Visited a neighborhood park or City park	91%	2	11	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	NA	NA	NA

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Participate in moderate or vigorous physical activity	87%	NA	NA	NA
	In very good to excellent health	60%	NA	NA	NA
Education and Enrichment	Used Tacoma public libraries or their services	59%	9	10	Similar
	Participated in religious or spiritual activities in Tacoma	44%	8	8	Similar
	Attended City-sponsored event	46%	NA	NA	NA
	Campaigned or advocated for an issue, cause or candidate	23%	NA	NA	NA
Community Engagement	Contacted Tacoma elected officials (in-person, phone, email or web) to express your opinion	20%	NA	NA	NA
	Volunteered your time to some group/activity in Tacoma	44%	6	11	Similar
	Participated in a club	32%	4	8	Similar
	Talked to or visited with your immediate neighbors	91%	NA	NA	NA
	Done a favor for a neighbor	81%	NA	NA	NA
	Attended a local public meeting	16%	10	11	Similar
	Watched (online or on television) a local public meeting	33%	8	11	Similar
	Read or watch local news (via television, paper, computer, etc.)	85%	NA	NA	NA
	Vote in local elections	82%	4	10	Similar

Communities included in populations 100,000-300,000 with similar demographics comparisons

The communities included in Tacoma's custom comparisons are listed below along with their population according to the 2010 Census.

Ann Arbor city, MI113,934
Arlington County, VA207,627
Bellevue city, WA122,363
Cabarrus County, NC178,011
Cambridge city, MA105,162
Cary town, NC135,234
Chandler city, AZ236,123
Concord city, CA122,067
Escambia County, FL297,619
Gainesville city, FL124,354
Henderson city, NV257,729
McKinney city, TX131,117
Modesto city, CA201,165
Naperville city, IL141,853
Peoria city, IL115,007

Peoria County, IL186,494
Port St. Lucie city, FL164,603
Pueblo city, CO106,595
Reno city, NV225,221
Rockford city, IL152,871
Salt Lake City city, UT186,440
Santa Clarita city, CA176,320
Santa Fe County, NM144,170
Tacoma city, WA198,397
Temecula city, CA100,097
Tempe city, AZ161,719
Thornton city, CO118,772
Ventura CCD, CA111,889
Wilmington city, NC106,476

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™) was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a

The National Citizen Survey™

body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

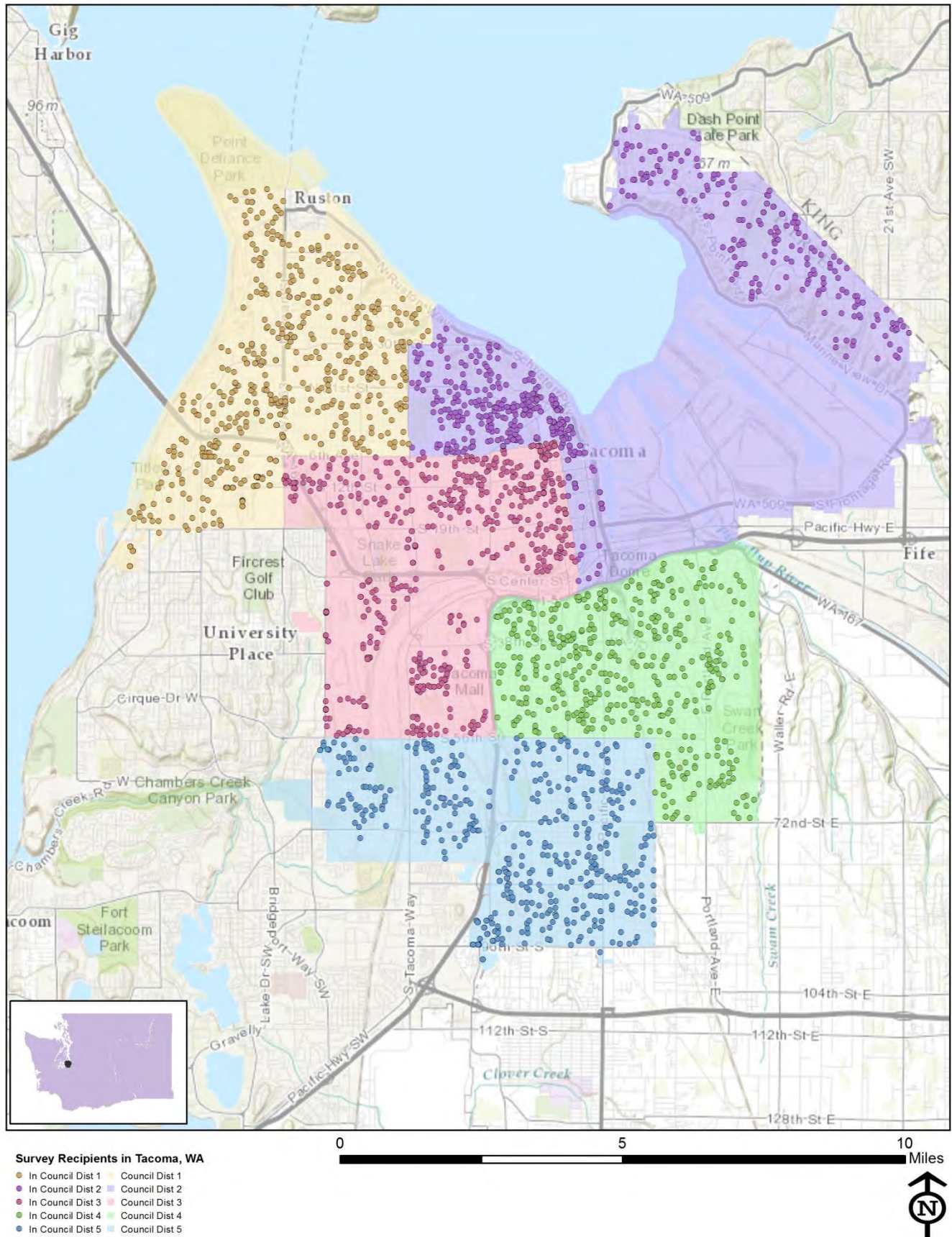
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Tacoma were eligible to participate in the survey. A list of all households was represented by a United States Postal Service listing of housing units within the zip codes serving Tacoma. Since some of the zip codes that serve the City of Tacoma households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Tacoma boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the five Council Districts.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every *Nth* one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a **person within the household by asking the "person whose birthday has most recently passed"** to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning in May 2014. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Respondents could opt to take the survey online as well in their language of preference. Completed surveys were collected over the following six weeks.

About 5% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,840 households that received the survey, 717 completed the survey, providing an overall response rate of 25%; average response rates for a mailed resident survey range from 25% to 40%. Of the 717 completed surveys, 57 were completed online and all 57 online surveys were completed in English. Additionally, responses were tracked by Council District; response rates by Council District ranged from 22% to 30%.

Table 79: Survey Response Rates by Council District

	Number mailed	Undeliverable	Eligible	Returned	Response rate
Council District 1	690	41	649	184	28%
Council District 2	685	36	649	195	30%
Council District 3	694	50	644	128	20%
Council District 4	434	12	422	106	25%
Council District 5	497	21	476	104	22%
Overall	3,000	160	2,840	717	25%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.¹

The margin of error for the City of Tacoma survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (717 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Tacoma. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

used for weighting were housing tenure, housing unit type, race, sex and age and Council District. The results of the weighting scheme are presented in the following table.

Table 80: Tacoma, WA 2014 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	46%	33%	44%
Own home	54%	67%	56%
Detached unit	64%	65%	65%
Attached unit	36%	35%	35%
Race and Ethnicity			
White	69%	78%	69%
Not white	31%	22%	31%
Not Hispanic	91%	95%	93%
Hispanic	9%	5%	7%
Sex and Age			
Female	52%	59%	52%
Male	48%	41%	48%
18-34 years of age	34%	11%	32%
35-54 years of age	36%	30%	36%
55+ years of age	29%	59%	32%
Females 18-34	17%	8%	16%
Females 35-54	18%	16%	18%
Females 55+	16%	35%	17%
Males 18-34	17%	4%	16%
Males 35-54	18%	14%	18%
Males 55+	13%	23%	14%
Council District			
Council District 1	23%	26%	23%
Council District 2	22%	27%	22%
Council District 3	21%	18%	21%
Council District 4	16%	15%	21%
Council District 5	18%	15%	14%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Tacoma Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,

A handwritten signature in black ink, appearing to read "Marilyn Strickland". The signature is fluid and cursive, with a large initial "M" and a stylized "S".

Marilyn Strickland
Mayor

Dear Tacoma Resident,

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Marilyn Strickland
Mayor



City of Tacoma
747 Market St. Room 444
Tacoma, WA 98402-3768

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Tacoma
747 Market St. Room 444
Tacoma, WA 98402-3768

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
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City of Tacoma
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Tacoma, WA 98402-3768

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Tacoma
www.cityoftacoma.org

May 2014

Dear City of Tacoma Resident:

The City of Tacoma wants to know what you think about your community and local government. You have been selected at random to participate in the 2014 Tacoma Community Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Tacoma make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/tacoma2014.htm

- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español.** Para la versión en español haga clic en “Español” en la esquina superior a mano derecha.

If you have any questions about the survey please call 253-591-5152.

Thank you for your time and participation!

Sincerely,

Marilyn Strickland
Mayor



City of Tacoma
www.cityoftacoma.org

June 2014

Dear City of Tacoma Resident:

Here's a second chance if you haven't already responded to the 2014 Tacoma Community Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

The City of Tacoma wants to know what you think about your community and local government. You have been selected at random to participate in the 2014 Tacoma Community Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Tacoma make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/tacoma2014.htm

- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español.** Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

If you have any questions about the survey please call 253-591-5152.

Thank you for your time and participation!

Sincerely,

Marilyn Strickland
Mayor

The City of Tacoma 2014 Community Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Tacoma:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Tacoma as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Tacoma as a place to raise children.....	1	2	3	4	5
Tacoma as a place to work	1	2	3	4	5
Tacoma as a place to visit.....	1	2	3	4	5
Tacoma as a place to retire.....	1	2	3	4	5
The overall quality of life in Tacoma.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Tacoma as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Tacoma	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Tacoma.....	1	2	3	4	5
Overall "built environment" of Tacoma (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Tacoma.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Tacoma	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Tacoma	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Tacoma to someone who asks	1	2	3	4	5
Remain in Tacoma for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Tacoma's downtown/commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Tacoma as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Tacoma	1	2	3	4	5
Ease of travel by public transportation in Tacoma.....	1	2	3	4	5
Ease of travel by bicycle in Tacoma	1	2	3	4	5
Ease of walking in Tacoma	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Tacoma.....	1	2	3	4	5
Overall appearance of Tacoma	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Tacoma as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Tacoma.....	1	2	3	4	5
Overall quality of business and service establishments in Tacoma	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Tacoma.....	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Tacoma	1	2	3	4	5
Quality of neighborhood business districts	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Tacoma (abandoned buildings, debris, overgrown vegetation, etc.)	1	2
Household member was a victim of a crime in Tacoma	1	2
Reported a crime to the police in Tacoma	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Tacoma (in-person, phone, email or web) for help or information	1	2
Contacted Tacoma elected officials (in-person, phone, email or web) to express your opinion	1	2
Requested social service assistance (housing, employment, basic needs, youth services)	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Tacoma?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Tacoma recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Tacoma public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Tacoma	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Tacoma	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

The City of Tacoma 2014 Community Survey

10. Please rate the quality of each of the following services in Tacoma:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)..	1	2	3	4	5
Economic development	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Tacoma open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Tacoma employees (police, receptionists, planners, etc.).....	1	2	3	4	5
Permitting services	1	2	3	4	5
Walking and biking infrastructure	1	2	3	4	5
Social services (housing, employment, basic needs, youth services)	1	2	3	4	5
Senior Centers	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Tacoma	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Tacoma government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Tacoma	1	2	3	4	5
The overall direction that Tacoma is taking.....	1	2	3	4	5
The job Tacoma government does at welcoming community involvement.....	1	2	3	4	5
Overall confidence in Tacoma government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Tacoma community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Tacoma	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Tacoma	1	2	3	4
Overall “built environment” of Tacoma (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Tacoma	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Tacoma	1	2	3	4
Sense of community	1	2	3	4
Equitable access to community facilities, services and infrastructure for residents of diverse income levels, race, ethnicity and abilities	1	2	3	4

14. The City of Tacoma is seeking to understand where the community would like money spent. Please indicate whether you would like the City to spend more, the same, or less on the following services?

	<i>Spend more</i>	<i>Spend the same</i>	<i>Spend less</i>	<i>Don't know</i>
Police services	1	2	3	4
Ambulance or emergency medical services	1	2	3	4
Fire prevention and education	1	2	3	4
Street repair	1	2	3	4
Street lighting	1	2	3	4
Sidewalk maintenance	1	2	3	4
Bus or transit services	1	2	3	4
Land use, planning and zoning	1	2	3	4
Tacoma open space	1	2	3	4
Fire services	1	2	3	4
Crime prevention	1	2	3	4
Traffic enforcement	1	2	3	4
Traffic signal timing	1	2	3	4
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)	1	2	3	4
Large project economic development	1	2	3	4
Small business support	1	2	3	4
Public library services	1	2	3	4
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4
City-sponsored special events	1	2	3	4
Pedestrian and bike infrastructure	1	2	3	4
Housing services	1	2	3	4
Social services (housing, employment, basic needs, youth services)	1	2	3	4
Senior Centers	1	2	3	4

15. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City website (www.cityoftacoma.org)	1	2	3
Local media outlets (newspapers, radio, local television stations)	1	2	3
The local government cable channel TV Tacoma (TV 12)	1	2	3
City newsletter in the water bill	1	2	3
City Council meetings and other public meetings	1	2	3
Talking with City officials	1	2	3
City communications via social media (i.e. Facebook, Twitter or YouTube)	1	2	3
Word-of-mouth	1	2	3

16. Do you think the quality of life in Tacoma is going to improve, stay the same or decline in the next 10 years?

☐ Improve a lot
 ☐ Improve slightly
 ☐ Stay the same
 ☐ Decline slightly
 ☐ Decline a lot

The City of Tacoma 2014 Community Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Tacoma	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- ☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- ☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

D4. What is your employment status?

- ☐ Working full time for pay
☐ Working part time for pay
☐ Unemployed, looking for paid work
☐ Unemployed, not looking for paid work
☐ Fully retired

D5. Do you work inside the boundaries of Tacoma?

- ☐ Yes, outside the home
☐ Yes, from home
☐ No

D6. How many years have you lived in Tacoma?

- ☐ Less than 2 years ☐ 11-20 years
☐ 2-5 years ☐ More than 20 years
☐ 6-10 years

D7. Which best describes the building you live in?

- ☐ One family house detached from any other houses
☐ Building with two or more homes (duplex, townhome, apartment or condominium)
☐ Mobile home
☐ Other

D8. Is this house, apartment or mobile home...

- ☐ Rented
☐ Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- ☐ Less than \$300 per month
☐ \$300 to \$599 per month
☐ \$600 to \$999 per month
☐ \$1,000 to \$1,499 per month
☐ \$1,500 to \$2,499 per month
☐ \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- ☐ No ☐ Yes

D11. Are you or any other members of your household aged 65 or older?

- ☐ No ☐ Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$25,000
☐ \$25,000 to \$49,999
☐ \$50,000 to \$99,999
☐ \$100,000 to \$149,999
☐ \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- ☐ No, not Spanish, Hispanic or Latino
☐ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
☐ Asian, Asian Indian or Pacific Islander
☐ Black or African American
☐ White
☐ Other

D15. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

D16. What is your sex?

- ☐ Female ☐ Male

D17. Do you consider a cell phone or land line your primary telephone number?

- ☐ Cell ☐ Land line ☐ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



Tacoma

City of Tacoma

747 Market St. Room 444

Tacoma, WA 98402-3768

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Dear Tacoma Resident,

Just a reminder – if you have not yet completed Tacoma’s 2014 Community Survey, please do so.

Your participation in this survey is very important – your answers will help the City of Tacoma make decisions that affect your community.

Please complete the survey online at:
www.n-r-c.com/survey/xx.htm

Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español. Para la versión en español haga clic en “Español” en la esquina superior a mano derecha.

Thank you very much!



Marilyn Strickland
Mayor

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The National Citizen Survey™

Tacoma, WA

Supplemental Online Survey
Results

2014

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About this Report

As part of its participation in The National Citizen Survey™, the City of Tacoma conducted a mailed survey of 3,000 residents. Surveys were mailed to randomly selected households in May 2014 and data were collected through June 2014. After the official data collection period was over and the data were reported (see the report, *The National Citizen Survey: Community Livability Report, Tacoma, WA, 2014*), the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey during July 2014 and 149 surveys were received.

This report contains the results of this administration of the web-based survey and has not been weighted to current population estimates of Tacoma.

Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in Tacoma:	Excellent		Good		Fair		Poor		Total	
Tacoma as a place to live	27%	N=34	49%	N=63	20%	N=26	4%	N=5	100%	N=128
Your neighborhood as a place to live	35%	N=45	44%	N=56	10%	N=13	10%	N=13	100%	N=127
Tacoma as a place to raise children	15%	N=16	49%	N=52	22%	N=23	14%	N=15	100%	N=106
Tacoma as a place to work	16%	N=18	41%	N=46	30%	N=34	13%	N=15	100%	N=113
Tacoma as a place to visit	18%	N=23	49%	N=61	24%	N=30	9%	N=11	100%	N=125
Tacoma as a place to retire	18%	N=20	36%	N=39	23%	N=25	23%	N=25	100%	N=109
The overall quality of life in Tacoma	16%	N=21	58%	N=74	21%	N=27	5%	N=6	100%	N=128

Table 2: Question 2

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Tacoma	4%	N=5	47%	N=58	34%	N=42	15%	N=18	100%	N=123
Overall ease of getting to the places you usually have to visit	19%	N=23	49%	N=60	26%	N=32	6%	N=7	100%	N=122
Quality of overall natural environment in Tacoma	27%	N=33	46%	N=57	20%	N=24	7%	N=9	100%	N=123
Overall “built environment” of Tacoma (including overall design, buildings, parks and transportation systems)	7%	N=9	39%	N=47	35%	N=43	19%	N=23	100%	N=122
Health and wellness opportunities in Tacoma	13%	N=15	61%	N=73	22%	N=26	5%	N=6	100%	N=120
Overall opportunities for education and enrichment	19%	N=22	51%	N=59	22%	N=25	8%	N=9	100%	N=115
Overall economic health of Tacoma	4%	N=5	23%	N=27	52%	N=62	21%	N=25	100%	N=119
Sense of community	22%	N=27	40%	N=48	23%	N=28	15%	N=18	100%	N=121
Overall image or reputation of Tacoma	4%	N=5	20%	N=25	46%	N=56	30%	N=37	100%	N=123

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Tacoma to someone who asks	50%	N=61	30%	N=36	12%	N=15	8%	N=10	100%	N=122
Remain in Tacoma for the next five years	65%	N=78	20%	N=24	9%	N=11	6%	N=7	100%	N=120

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	59%	N=71	26%	N=32	7%	N=8	6%	N=7	2%	N=3	100%	N=121
In Tacoma’s downtown/commercial area during the day	45%	N=55	35%	N=42	9%	N=11	8%	N=10	2%	N=3	100%	N=121

The National Citizen Survey™

Table 5: Question 5

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	9%	N=11	53%	N=63	28%	N=33	10%	N=12	100%	N=119
Ease of public parking	19%	N=22	45%	N=52	25%	N=29	10%	N=12	100%	N=115
Ease of travel by car in Tacoma	17%	N=20	56%	N=67	23%	N=27	4%	N=5	100%	N=119
Ease of travel by public transportation in Tacoma	5%	N=5	15%	N=15	44%	N=45	36%	N=37	100%	N=102
Ease of travel by bicycle in Tacoma	3%	N=3	26%	N=23	48%	N=43	23%	N=21	100%	N=90
Ease of walking in Tacoma	13%	N=16	41%	N=49	32%	N=38	13%	N=16	100%	N=119
Availability of paths and walking trails	12%	N=14	35%	N=39	32%	N=36	21%	N=24	100%	N=113
Air quality	7%	N=8	44%	N=51	34%	N=39	16%	N=18	100%	N=116
Cleanliness of Tacoma	4%	N=5	36%	N=43	42%	N=50	18%	N=21	100%	N=119
Overall appearance of Tacoma	4%	N=5	41%	N=49	41%	N=49	14%	N=17	100%	N=120
Public places where people want to spend time	16%	N=19	55%	N=65	20%	N=24	9%	N=11	100%	N=119
Variety of housing options	8%	N=9	62%	N=69	20%	N=22	10%	N=11	100%	N=111
Availability of affordable quality housing	10%	N=10	46%	N=46	32%	N=32	12%	N=12	100%	N=100
Fitness opportunities (including exercise classes and paths or trails, etc.)	21%	N=25	48%	N=56	23%	N=27	8%	N=9	100%	N=117
Recreational opportunities	35%	N=41	45%	N=52	13%	N=15	7%	N=8	100%	N=116
Availability of affordable quality food	25%	N=30	47%	N=56	22%	N=26	5%	N=6	100%	N=118
Availability of affordable quality health care	19%	N=21	57%	N=63	17%	N=19	7%	N=8	100%	N=111
Availability of preventive health services	21%	N=22	55%	N=58	17%	N=18	8%	N=8	100%	N=106
Availability of affordable quality mental health care	11%	N=8	24%	N=18	30%	N=22	35%	N=26	100%	N=74

Table 6: Question 6

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	17%	N=9	40%	N=21	27%	N=14	15%	N=8	100%	N=52
K-12 education	10%	N=8	39%	N=31	34%	N=27	18%	N=14	100%	N=80
Adult educational opportunities	19%	N=18	46%	N=43	31%	N=29	4%	N=4	100%	N=94
Opportunities to attend cultural/arts/music activities	21%	N=22	46%	N=49	29%	N=31	5%	N=5	100%	N=107
Opportunities to participate in religious or spiritual events and activities	26%	N=20	61%	N=46	11%	N=8	3%	N=2	100%	N=76
Employment opportunities	4%	N=4	23%	N=24	44%	N=46	30%	N=31	100%	N=105
Shopping opportunities	11%	N=12	45%	N=50	34%	N=38	11%	N=12	100%	N=112
Cost of living in Tacoma	12%	N=13	53%	N=60	29%	N=33	6%	N=7	100%	N=113
Overall quality of business and service establishments in Tacoma	7%	N=8	60%	N=68	25%	N=29	8%	N=9	100%	N=114
Vibrant downtown/commercial area	2%	N=2	34%	N=39	40%	N=46	24%	N=27	100%	N=114
Overall quality of new development in Tacoma	6%	N=6	50%	N=54	31%	N=34	13%	N=14	100%	N=108
Opportunities to participate in social events and activities	16%	N=17	55%	N=60	20%	N=22	9%	N=10	100%	N=109
Opportunities to volunteer	30%	N=31	51%	N=52	12%	N=12	7%	N=7	100%	N=102
Opportunities to participate in community matters	29%	N=30	45%	N=47	17%	N=18	10%	N=10	100%	N=105
Openness and acceptance of the community toward people of diverse backgrounds	28%	N=30	44%	N=48	19%	N=20	9%	N=10	100%	N=108
Neighborliness of residents in Tacoma	16%	N=18	48%	N=53	23%	N=26	13%	N=14	100%	N=111
Quality of neighborhood business districts	11%	N=12	48%	N=53	32%	N=36	9%	N=10	100%	N=111

The National Citizen Survey™

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	17%	N=19	83%	N=94	100%	N=113
Made efforts to make your home more energy efficient	17%	N=19	83%	N=93	100%	N=112
Observed a code violation or other hazard in Tacoma (abandoned buildings, debris, overgrown vegetation, etc.)	23%	N=26	77%	N=87	100%	N=113
Household member was a victim of a crime in Tacoma	69%	N=78	31%	N=35	100%	N=113
Reported a crime to the police in Tacoma	56%	N=63	44%	N=50	100%	N=113
Campaigned or advocated for an issue, cause or candidate	50%	N=56	50%	N=57	100%	N=113
Contacted the City of Tacoma (in-person, phone, email or web) for help or information	25%	N=28	75%	N=84	100%	N=112
Contacted Tacoma elected officials (in-person, phone, email or web) to express your opinion	58%	N=65	42%	N=48	100%	N=113
Requested social service assistance (housing, employment, basic needs, youth services)	90%	N=102	10%	N=11	100%	N=113

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Tacoma?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Tacoma recreation centers or their services	17%	N=19	17%	N=19	27%	N=30	38%	N=42	100%	N=110
Visited a neighborhood park or City park	32%	N=35	42%	N=46	20%	N=22	6%	N=6	100%	N=109
Used Tacoma public libraries or their services	11%	N=12	29%	N=30	32%	N=34	28%	N=29	100%	N=105
Participated in religious or spiritual activities in Tacoma	5%	N=6	13%	N=14	12%	N=13	70%	N=77	100%	N=110
Attended a City-sponsored event	2%	N=2	14%	N=15	66%	N=72	18%	N=20	100%	N=109
Used bus, rail, subway or other public transportation instead of driving	19%	N=21	19%	N=21	27%	N=30	35%	N=38	100%	N=110
Carpooled with other adults or children instead of driving alone	17%	N=19	23%	N=25	19%	N=21	41%	N=45	100%	N=110
Walked or biked instead of driving	38%	N=42	27%	N=30	18%	N=20	16%	N=18	100%	N=110
Volunteered your time to some group/activity in Tacoma	17%	N=19	23%	N=25	34%	N=37	26%	N=29	100%	N=110
Participated in a club	10%	N=11	15%	N=16	27%	N=29	49%	N=53	100%	N=109
Talked to or visited with your immediate neighbors	48%	N=53	32%	N=35	16%	N=18	4%	N=4	100%	N=110
Done a favor for a neighbor	24%	N=26	21%	N=23	48%	N=53	7%	N=8	100%	N=110

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	3%	N=3	15%	N=15	35%	N=36	48%	N=49	100%	N=103
Watched (online or on television) a local public meeting	5%	N=5	15%	N=16	39%	N=43	42%	N=46	100%	N=110

Table 10: Question 10

Please rate the quality of each of the following services in Tacoma:	Excellent		Good		Fair		Poor		Total	
Police services	15%	N=15	49%	N=48	26%	N=25	9%	N=9	100%	N=97
Fire services	32%	N=27	59%	N=50	7%	N=6	2%	N=2	100%	N=85
Ambulance or emergency medical services	30%	N=21	59%	N=41	10%	N=7	1%	N=1	100%	N=70
Crime prevention	7%	N=6	29%	N=26	46%	N=42	19%	N=17	100%	N=91
Fire prevention and education	14%	N=10	52%	N=37	27%	N=19	7%	N=5	100%	N=71
Traffic enforcement	6%	N=6	39%	N=37	40%	N=38	16%	N=15	100%	N=96

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Please rate the quality of each of the following services in Tacoma:	Excellent		Good		Fair		Poor		Total	
Street repair	2%	N=2	6%	N=7	14%	N=15	78%	N=84	100%	N=108
Street cleaning	4%	N=4	27%	N=29	42%	N=45	27%	N=29	100%	N=107
Street lighting	6%	N=6	38%	N=41	37%	N=40	20%	N=22	100%	N=109
Snow removal	10%	N=8	51%	N=43	25%	N=21	14%	N=12	100%	N=84
Traffic signal timing	2%	N=2	25%	N=27	30%	N=32	42%	N=45	100%	N=106
Bus or transit services	4%	N=4	20%	N=18	40%	N=36	36%	N=32	100%	N=90
Garbage collection	40%	N=43	39%	N=42	15%	N=16	6%	N=6	100%	N=107
Recycling	45%	N=49	37%	N=40	15%	N=16	4%	N=4	100%	N=109
Yard waste pick-up	50%	N=50	35%	N=35	7%	N=7	8%	N=8	100%	N=100
Storm drainage	18%	N=18	46%	N=45	30%	N=29	6%	N=6	100%	N=98
Drinking water	50%	N=54	31%	N=34	15%	N=16	4%	N=4	100%	N=108
Sewer services	32%	N=30	57%	N=54	9%	N=8	2%	N=2	100%	N=94
Power (electric and/or gas) utility	35%	N=37	53%	N=56	10%	N=11	1%	N=1	100%	N=105
Utility billing	32%	N=34	43%	N=45	19%	N=20	6%	N=6	100%	N=105
City parks	48%	N=50	41%	N=43	8%	N=8	4%	N=4	100%	N=105
Recreation programs or classes	24%	N=19	56%	N=44	13%	N=10	8%	N=6	100%	N=79
Recreation centers or facilities	20%	N=17	58%	N=48	14%	N=12	7%	N=6	100%	N=83
Land use, planning and zoning	6%	N=5	44%	N=37	35%	N=30	15%	N=13	100%	N=85
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)	3%	N=3	28%	N=26	37%	N=34	32%	N=30	100%	N=93
Economic development	3%	N=3	27%	N=26	37%	N=36	34%	N=33	100%	N=98
Public library services	21%	N=19	56%	N=50	16%	N=14	7%	N=6	100%	N=89
Public information services	8%	N=7	56%	N=48	26%	N=22	10%	N=9	100%	N=86
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	12%	N=8	42%	N=27	32%	N=21	14%	N=9	100%	N=65
Tacoma open space	11%	N=10	55%	N=48	21%	N=18	13%	N=11	100%	N=87
City-sponsored special events	11%	N=10	58%	N=52	21%	N=19	10%	N=9	100%	N=90
Overall customer service by Tacoma employees (police, receptionists, planners, etc.)	20%	N=20	51%	N=52	22%	N=22	8%	N=8	100%	N=102
Permitting services	7%	N=3	43%	N=19	34%	N=15	16%	N=7	100%	N=44
Walking and biking infrastructure	1%	N=1	35%	N=35	41%	N=41	23%	N=23	100%	N=100
Social services (housing, employment, basic needs, youth services)	4%	N=2	47%	N=26	33%	N=18	16%	N=9	100%	N=55
Senior Centers	0%	N=0	43%	N=12	36%	N=10	21%	N=6	100%	N=28

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Tacoma	10%	N=11	55%	N=59	26%	N=28	9%	N=10	100%	N=108
The Federal Government	3%	N=3	43%	N=42	40%	N=39	14%	N=14	100%	N=98

Table 12: Question 12

Please rate the following categories of Tacoma government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Tacoma	9%	N=9	44%	N=45	31%	N=32	16%	N=16	100%	N=102
The overall direction that Tacoma is taking	14%	N=14	47%	N=47	23%	N=23	15%	N=15	100%	N=99
The job Tacoma government does at welcoming community involvement	12%	N=12	42%	N=42	25%	N=25	20%	N=20	100%	N=99

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Please rate the following categories of Tacoma government performance:	Excellent		Good		Fair		Poor		Total	
Overall confidence in Tacoma government	9%	N=9	34%	N=35	38%	N=39	20%	N=21	100%	N=104
Generally acting in the best interest of the community	9%	N=9	44%	N=45	29%	N=30	18%	N=19	100%	N=103
Being honest	7%	N=6	38%	N=35	33%	N=30	23%	N=21	100%	N=92
Treating all residents fairly	9%	N=8	37%	N=33	32%	N=29	22%	N=20	100%	N=90

Table 13: Question 13

Please rate how important, if at all, you think it is for the Tacoma community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Tacoma	43%	N=45	42%	N=44	13%	N=14	2%	N=2	100%	N=105
Overall ease of getting to the places you usually have to visit	23%	N=24	52%	N=55	22%	N=23	3%	N=3	100%	N=105
Quality of overall natural environment in Tacoma	32%	N=34	51%	N=54	15%	N=16	2%	N=2	100%	N=106
Overall "built environment" of Tacoma (including overall design, buildings, parks and transportation systems)	40%	N=42	48%	N=51	11%	N=12	1%	N=1	100%	N=106
Health and wellness opportunities in Tacoma	22%	N=23	40%	N=42	34%	N=36	5%	N=5	100%	N=106
Overall opportunities for education and enrichment	36%	N=38	40%	N=42	20%	N=21	4%	N=4	100%	N=105
Overall economic health of Tacoma	56%	N=59	39%	N=41	5%	N=5	0%	N=0	100%	N=105
Sense of community	32%	N=34	45%	N=47	21%	N=22	2%	N=2	100%	N=105
Equitable access to community facilities, services and infrastructure for residents of diverse income levels, race, ethnicity and abilities	33%	N=35	37%	N=39	24%	N=25	7%	N=7	100%	N=106

Table 14: Question 14

The City of Tacoma is seeking to understand where the community would like money spent. Please indicate whether you would like the City to spend more, the same, or less on the following services?	Spend more		Spend the same		Spend less		Total	
Police services	30%	N=29	61%	N=60	9%	N=9	100%	N=98
Ambulance or emergency medical services	8%	N=7	85%	N=78	8%	N=7	100%	N=92
Fire prevention and education	6%	N=6	71%	N=66	23%	N=21	100%	N=93
Street repair	85%	N=88	13%	N=14	2%	N=2	100%	N=104
Street lighting	40%	N=41	56%	N=57	4%	N=4	100%	N=102
Sidewalk maintenance	63%	N=64	32%	N=33	5%	N=5	100%	N=102
Bus or transit services	60%	N=59	31%	N=31	9%	N=9	100%	N=99
Land use, planning and zoning	18%	N=16	66%	N=59	17%	N=15	100%	N=90
Tacoma open space	31%	N=28	47%	N=42	22%	N=20	100%	N=90
Fire services	9%	N=8	78%	N=69	13%	N=12	100%	N=89
Crime prevention	48%	N=47	48%	N=47	4%	N=4	100%	N=98
Traffic enforcement	21%	N=21	62%	N=62	17%	N=17	100%	N=100
Traffic signal timing	39%	N=39	50%	N=50	11%	N=11	100%	N=100
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)	50%	N=51	40%	N=40	10%	N=10	100%	N=101
Large project economic development	35%	N=34	39%	N=38	26%	N=25	100%	N=97
Small business support	49%	N=49	39%	N=39	12%	N=12	100%	N=100
Public library services	36%	N=36	52%	N=51	12%	N=12	100%	N=99
Preservation of natural areas such as open space, farmlands and greenbelts	39%	N=39	48%	N=48	13%	N=13	100%	N=100
City-sponsored special events	11%	N=11	51%	N=50	38%	N=37	100%	N=98
Pedestrian and bike infrastructure	57%	N=57	30%	N=30	13%	N=13	100%	N=100

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The City of Tacoma is seeking to understand where the community would like money spent. Please indicate whether you would like the City to spend more, the same, or less on the following services?	Spend more		Spend the same		Spend less		Total	
Housing services	22%	N=20	51%	N=47	27%	N=25	100%	N=92
Social services (housing, employment, basic needs, youth services)	27%	N=25	56%	N=53	17%	N=16	100%	N=94
Senior Centers	27%	N=23	55%	N=47	18%	N=15	100%	N=85

Table 15: Question 15

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
City website (www.cityoftacoma.org)	63%	N=66	32%	N=34	5%	N=5	100%	N=105
Local media outlets (newspapers, radio, local television stations)	58%	N=60	37%	N=38	6%	N=6	100%	N=104
The local government cable channel TV Tacoma (TV 12)	15%	N=16	49%	N=51	36%	N=37	100%	N=104
City newsletter in the water bill	20%	N=21	50%	N=53	30%	N=31	100%	N=105
City Council meetings and other public meetings	22%	N=23	51%	N=54	27%	N=28	100%	N=105
Talking with City officials	23%	N=24	47%	N=49	30%	N=32	100%	N=105
City communications via social media (i.e. Facebook, Twitter or YouTube)	22%	N=23	38%	N=39	40%	N=41	100%	N=103
Word-of-mouth	41%	N=43	47%	N=49	12%	N=12	100%	N=104

Table 16: Question 16

Do you think the quality of life in Tacoma is going to improve, stay the same or decline in the next 10 years?	Percent	Number
Improve a lot	34%	N=36
Improve slightly	46%	N=48
Stay the same	7%	N=7
Decline slightly	5%	N=5
Decline a lot	9%	N=9
Total	100%	N=105

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	1%	N=1	1%	N=1	3%	N=3	13%	N=14	82%	N=86	100%	N=105
Purchase goods or services from a business located in Tacoma	0%	N=0	1%	N=1	6%	N=6	59%	N=62	34%	N=36	100%	N=105
Eat at least 5 portions of fruits and vegetables a day	4%	N=4	9%	N=9	17%	N=18	40%	N=42	30%	N=31	100%	N=104
Participate in moderate or vigorous physical activity	5%	N=5	6%	N=6	30%	N=31	29%	N=30	31%	N=32	100%	N=104
Read or watch local news (via television, paper, computer, etc.)	2%	N=2	5%	N=5	17%	N=18	30%	N=31	47%	N=49	100%	N=105
Vote in local elections	2%	N=2	0%	N=0	2%	N=2	25%	N=26	71%	N=75	100%	N=105

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	28%	N=29
Very good	48%	N=50
Good	22%	N=23
Fair	2%	N=2
Poor	0%	N=0
Total	100%	N=104

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Table 19: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be	Percent	Number
Very positive	7%	N=7
Somewhat positive	37%	N=39
Neutral	47%	N=49
Somewhat negative	7%	N=7
Very negative	3%	N=3
Total	100%	N=105

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	69%	N=71
Working part time for pay	10%	N=10
Unemployed, looking for paid work	5%	N=5
Unemployed, not looking for paid work	1%	N=1
Fully retired	16%	N=16
Total	100%	N=103

Table 21: Question D5

Do you work inside the boundaries of Tacoma?	Percent	Number
Yes, outside the home	44%	N=44
Yes, from home	15%	N=15
No	42%	N=42
Total	100%	N=101

Table 22: Question D6

How many years have you lived in Tacoma?	Percent	Number
Less than 2 years	11%	N=12
2 to 5 years	9%	N=9
6 to 10 years	23%	N=24
11 to 20 years	27%	N=28
More than 20 years	30%	N=32
Total	100%	N=105

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	80%	N=84
Building with two or more homes (duplex, townhome, apartment or condominium)	18%	N=19
Mobile home	0%	N=0
Other	2%	N=2
Total	100%	N=105

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Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	20%	N=21
Owned	80%	N=84
Total	100%	N=105

Table 25: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	3%	N=3
\$300 to \$599 per month	5%	N=5
\$600 to \$999 per month	16%	N=16
\$1,000 to \$1,499 per month	33%	N=34
\$1,500 to \$2,499 per month	33%	N=34
\$2,500 or more per month	10%	N=10
Total	100%	N=102

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	69%	N=72
Yes	31%	N=33
Total	100%	N=105

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	81%	N=85
Yes	19%	N=20
Total	100%	N=105

Table 28: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	2%	N=2
\$25,000 to \$49,999	13%	N=13
\$50,000 to \$99,999	43%	N=43
\$100,000 to \$149,999	20%	N=20
\$150,000 or more	21%	N=21
Total	100%	N=99

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=99
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=5
Total	100%	N=104

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Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	6%	N=6
Asian, Asian Indian or Pacific Islander	7%	N=7
Black or African American	4%	N=4
White	92%	N=95
Other	6%	N=6

Total may exceed 100% as respondents could select more than one option.

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=2
25 to 34 years	22%	N=23
35 to 44 years	24%	N=25
45 to 54 years	21%	N=22
55 to 64 years	17%	N=18
65 to 74 years	13%	N=13
75 years or older	1%	N=1
Total	100%	N=104

Table 32: Question D16

What is your sex?	Percent	Number
Female	52%	N=54
Male	48%	N=49
Total	100%	N=103

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	69%	N=72
Land line	13%	N=13
Both	18%	N=19
Total	100%	N=104

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Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 34: Question 1

Please rate each of the following aspects of quality of life in Tacoma:	Excellent		Good		Fair		Poor		Don't know		Total	
Tacoma as a place to live	27%	N=34	49%	N=63	20%	N=26	4%	N=5	0%	N=0	100%	N=128
Your neighborhood as a place to live	35%	N=45	44%	N=56	10%	N=13	10%	N=13	0%	N=0	100%	N=127
Tacoma as a place to raise children	13%	N=16	41%	N=52	18%	N=23	12%	N=15	17%	N=22	100%	N=128
Tacoma as a place to work	14%	N=18	36%	N=46	27%	N=34	12%	N=15	12%	N=15	100%	N=128
Tacoma as a place to visit	18%	N=23	48%	N=61	24%	N=30	9%	N=11	2%	N=2	100%	N=127
Tacoma as a place to retire	16%	N=20	30%	N=39	20%	N=25	20%	N=25	15%	N=19	100%	N=128
The overall quality of life in Tacoma	16%	N=21	58%	N=74	21%	N=27	5%	N=6	0%	N=0	100%	N=128

Table 35: Question 2

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Tacoma	4%	N=5	47%	N=58	34%	N=42	15%	N=18	0%	N=0	100%	N=123
Overall ease of getting to the places you usually have to visit	19%	N=23	49%	N=60	26%	N=32	6%	N=7	0%	N=0	100%	N=122
Quality of overall natural environment in Tacoma	27%	N=33	46%	N=57	20%	N=24	7%	N=9	0%	N=0	100%	N=123
Overall “built environment” of Tacoma (including overall design, buildings, parks and transportation systems)	7%	N=9	38%	N=47	35%	N=43	19%	N=23	1%	N=1	100%	N=123
Health and wellness opportunities in Tacoma	12%	N=15	59%	N=73	21%	N=26	5%	N=6	2%	N=3	100%	N=123
Overall opportunities for education and enrichment	18%	N=22	48%	N=59	20%	N=25	7%	N=9	6%	N=7	100%	N=122
Overall economic health of Tacoma	4%	N=5	22%	N=27	51%	N=62	20%	N=25	2%	N=3	100%	N=122
Sense of community	22%	N=27	39%	N=48	23%	N=28	15%	N=18	2%	N=2	100%	N=123
Overall image or reputation of Tacoma	4%	N=5	20%	N=25	46%	N=56	30%	N=37	0%	N=0	100%	N=123

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Tacoma to someone who asks	50%	N=61	30%	N=36	12%	N=15	8%	N=10	0%	N=0	100%	N=122
Remain in Tacoma for the next five years	64%	N=78	20%	N=24	9%	N=11	6%	N=7	2%	N=2	100%	N=122

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	59%	N=71	26%	N=32	7%	N=8	6%	N=7	2%	N=3	0%	N=0	100%	N=121
In Tacoma’s downtown/commercial area during the day	45%	N=55	34%	N=42	9%	N=11	8%	N=10	2%	N=3	2%	N=2	100%	N=123

Table 38: Question 5

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	9%	N=11	53%	N=63	28%	N=33	10%	N=12	0%	N=0	100%	N=119
Ease of public parking	19%	N=22	45%	N=52	25%	N=29	10%	N=12	0%	N=0	100%	N=115
Ease of travel by car in Tacoma	17%	N=20	56%	N=67	23%	N=27	4%	N=5	1%	N=1	100%	N=120

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Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of travel by public transportation in Tacoma	4%	N=5	13%	N=15	38%	N=45	31%	N=37	15%	N=18	100%	N=120
Ease of travel by bicycle in Tacoma	3%	N=3	19%	N=23	36%	N=43	18%	N=21	25%	N=30	100%	N=120
Ease of walking in Tacoma	13%	N=16	41%	N=49	32%	N=38	13%	N=16	1%	N=1	100%	N=120
Availability of paths and walking trails	12%	N=14	33%	N=39	30%	N=36	20%	N=24	5%	N=6	100%	N=119
Air quality	7%	N=8	43%	N=51	33%	N=39	15%	N=18	3%	N=4	100%	N=120
Cleanliness of Tacoma	4%	N=5	36%	N=43	42%	N=50	18%	N=21	1%	N=1	100%	N=120
Overall appearance of Tacoma	4%	N=5	41%	N=49	41%	N=49	14%	N=17	0%	N=0	100%	N=120
Public places where people want to spend time	16%	N=19	54%	N=65	20%	N=24	9%	N=11	1%	N=1	100%	N=120
Variety of housing options	8%	N=9	58%	N=69	18%	N=22	9%	N=11	7%	N=8	100%	N=119
Availability of affordable quality housing	8%	N=10	38%	N=46	27%	N=32	10%	N=12	17%	N=20	100%	N=120
Fitness opportunities (including exercise classes and paths or trails, etc.)	21%	N=25	47%	N=56	23%	N=27	8%	N=9	3%	N=3	100%	N=120
Recreational opportunities	34%	N=41	44%	N=52	13%	N=15	7%	N=8	3%	N=3	100%	N=119
Availability of affordable quality food	25%	N=30	47%	N=56	22%	N=26	5%	N=6	0%	N=0	100%	N=118
Availability of affordable quality health care	18%	N=21	53%	N=63	16%	N=19	7%	N=8	6%	N=7	100%	N=118
Availability of preventive health services	18%	N=22	49%	N=58	15%	N=18	7%	N=8	11%	N=13	100%	N=119
Availability of affordable quality mental health care	7%	N=8	15%	N=18	18%	N=22	22%	N=26	38%	N=45	100%	N=119

Table 39: Question 6

Please rate each of the following characteristics as they relate to Tacoma as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	8%	N=9	18%	N=21	12%	N=14	7%	N=8	54%	N=62	100%	N=114
K-12 education	7%	N=8	28%	N=31	24%	N=27	13%	N=14	29%	N=32	100%	N=112
Adult educational opportunities	16%	N=18	38%	N=43	26%	N=29	4%	N=4	16%	N=18	100%	N=112
Opportunities to attend cultural/arts/music activities	19%	N=22	43%	N=49	27%	N=31	4%	N=5	6%	N=7	100%	N=114
Opportunities to participate in religious or spiritual events and activities	18%	N=20	41%	N=46	7%	N=8	2%	N=2	33%	N=37	100%	N=113
Employment opportunities	4%	N=4	21%	N=24	40%	N=46	27%	N=31	8%	N=9	100%	N=114
Shopping opportunities	11%	N=12	45%	N=50	34%	N=38	11%	N=12	0%	N=0	100%	N=112
Cost of living in Tacoma	12%	N=13	53%	N=60	29%	N=33	6%	N=7	0%	N=0	100%	N=113
Overall quality of business and service establishments in Tacoma	7%	N=8	60%	N=68	25%	N=29	8%	N=9	0%	N=0	100%	N=114
Vibrant downtown/commercial area	2%	N=2	34%	N=39	40%	N=46	24%	N=27	0%	N=0	100%	N=114
Overall quality of new development in Tacoma	5%	N=6	47%	N=54	30%	N=34	12%	N=14	5%	N=6	100%	N=114
Opportunities to participate in social events and activities	15%	N=17	53%	N=60	19%	N=22	9%	N=10	4%	N=5	100%	N=114
Opportunities to volunteer	27%	N=31	46%	N=52	11%	N=12	6%	N=7	11%	N=12	100%	N=114
Opportunities to participate in community matters	26%	N=30	41%	N=47	16%	N=18	9%	N=10	8%	N=9	100%	N=114
Openness and acceptance of the community toward people of diverse backgrounds	26%	N=30	42%	N=48	18%	N=20	9%	N=10	5%	N=6	100%	N=114
Neighborliness of residents in Tacoma	16%	N=18	46%	N=53	23%	N=26	12%	N=14	3%	N=3	100%	N=114
Quality of neighborhood business districts	11%	N=12	46%	N=53	32%	N=36	9%	N=10	3%	N=3	100%	N=114

Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	17%	N=19	83%	N=94	100%	N=113
Made efforts to make your home more energy efficient	17%	N=19	83%	N=93	100%	N=112
Observed a code violation or other hazard in Tacoma (abandoned buildings, debris, overgrown vegetation, etc.)	23%	N=26	77%	N=87	100%	N=113

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Household member was a victim of a crime in Tacoma	69%	N=78	31%	N=35	100%	N=113
Reported a crime to the police in Tacoma	56%	N=63	44%	N=50	100%	N=113
Campaigned or advocated for an issue, cause or candidate	50%	N=56	50%	N=57	100%	N=113
Contacted the City of Tacoma (in-person, phone, email or web) for help or information	25%	N=28	75%	N=84	100%	N=112
Contacted Tacoma elected officials (in-person, phone, email or web) to express your opinion	58%	N=65	42%	N=48	100%	N=113
Requested social service assistance (housing, employment, basic needs, youth services)	90%	N=102	10%	N=11	100%	N=113

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Tacoma?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Tacoma recreation centers or their services	17%	N=19	17%	N=19	27%	N=30	38%	N=42	100%	N=110
Visited a neighborhood park or City park	32%	N=35	42%	N=46	20%	N=22	6%	N=6	100%	N=109
Used Tacoma public libraries or their services	11%	N=12	29%	N=30	32%	N=34	28%	N=29	100%	N=105
Participated in religious or spiritual activities in Tacoma	5%	N=6	13%	N=14	12%	N=13	70%	N=77	100%	N=110
Attended a City-sponsored event	2%	N=2	14%	N=15	66%	N=72	18%	N=20	100%	N=109
Used bus, rail, subway or other public transportation instead of driving	19%	N=21	19%	N=21	27%	N=30	35%	N=38	100%	N=110
Carpooled with other adults or children instead of driving alone	17%	N=19	23%	N=25	19%	N=21	41%	N=45	100%	N=110
Walked or biked instead of driving	38%	N=42	27%	N=30	18%	N=20	16%	N=18	100%	N=110
Volunteered your time to some group/activity in Tacoma	17%	N=19	23%	N=25	34%	N=37	26%	N=29	100%	N=110
Participated in a club	10%	N=11	15%	N=16	27%	N=29	49%	N=53	100%	N=109
Talked to or visited with your immediate neighbors	48%	N=53	32%	N=35	16%	N=18	4%	N=4	100%	N=110
Done a favor for a neighbor	24%	N=26	21%	N=23	48%	N=53	7%	N=8	100%	N=110

Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	3%	N=3	15%	N=15	35%	N=36	48%	N=49	100%	N=103
Watched (online or on television) a local public meeting	5%	N=5	15%	N=16	39%	N=43	42%	N=46	100%	N=110

Table 43: Question 10

Please rate the quality of each of the following services in Tacoma:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	14%	N=15	44%	N=48	23%	N=25	8%	N=9	11%	N=12	100%	N=109
Fire services	25%	N=27	45%	N=50	5%	N=6	2%	N=2	23%	N=25	100%	N=110
Ambulance or emergency medical services	19%	N=21	37%	N=41	6%	N=7	1%	N=1	36%	N=40	100%	N=110
Crime prevention	5%	N=6	24%	N=26	38%	N=42	15%	N=17	17%	N=19	100%	N=110
Fire prevention and education	9%	N=10	34%	N=37	17%	N=19	5%	N=5	35%	N=38	100%	N=109
Traffic enforcement	5%	N=6	34%	N=37	35%	N=38	14%	N=15	13%	N=14	100%	N=110
Street repair	2%	N=2	6%	N=7	14%	N=15	76%	N=84	2%	N=2	100%	N=110
Street cleaning	4%	N=4	26%	N=29	41%	N=45	26%	N=29	3%	N=3	100%	N=110
Street lighting	5%	N=6	37%	N=41	36%	N=40	20%	N=22	1%	N=1	100%	N=110
Snow removal	7%	N=8	39%	N=43	19%	N=21	11%	N=12	24%	N=26	100%	N=110

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Please rate the quality of each of the following services in Tacoma:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic signal timing	2%	N=2	25%	N=27	30%	N=32	42%	N=45	2%	N=2	100%	N=108
Bus or transit services	4%	N=4	16%	N=18	33%	N=36	29%	N=32	18%	N=20	100%	N=110
Garbage collection	39%	N=43	39%	N=42	15%	N=16	6%	N=6	2%	N=2	100%	N=109
Recycling	45%	N=49	36%	N=40	15%	N=16	4%	N=4	1%	N=1	100%	N=110
Yard waste pick-up	45%	N=50	32%	N=35	6%	N=7	7%	N=8	9%	N=10	100%	N=110
Storm drainage	17%	N=18	41%	N=45	27%	N=29	6%	N=6	10%	N=11	100%	N=109
Drinking water	49%	N=54	31%	N=34	15%	N=16	4%	N=4	2%	N=2	100%	N=110
Sewer services	27%	N=30	49%	N=54	7%	N=8	2%	N=2	15%	N=16	100%	N=110
Power (electric and/or gas) utility	34%	N=37	51%	N=56	10%	N=11	1%	N=1	5%	N=5	100%	N=110
Utility billing	31%	N=34	41%	N=45	18%	N=20	6%	N=6	4%	N=4	100%	N=109
City parks	47%	N=50	40%	N=43	7%	N=8	4%	N=4	2%	N=2	100%	N=107
Recreation programs or classes	17%	N=19	40%	N=44	9%	N=10	6%	N=6	28%	N=30	100%	N=109
Recreation centers or facilities	16%	N=17	44%	N=48	11%	N=12	6%	N=6	24%	N=26	100%	N=109
Land use, planning and zoning	5%	N=5	34%	N=37	28%	N=30	12%	N=13	22%	N=24	100%	N=109
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)	3%	N=3	24%	N=26	31%	N=34	28%	N=30	15%	N=16	100%	N=109
Economic development	3%	N=3	24%	N=26	33%	N=36	30%	N=33	11%	N=12	100%	N=110
Public library services	17%	N=19	45%	N=50	13%	N=14	5%	N=6	19%	N=21	100%	N=110
Public information services	6%	N=7	44%	N=48	20%	N=22	8%	N=9	22%	N=24	100%	N=110
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	N=8	25%	N=27	19%	N=21	8%	N=9	40%	N=44	100%	N=109
Tacoma open space	9%	N=10	44%	N=48	16%	N=18	10%	N=11	21%	N=23	100%	N=110
City-sponsored special events	9%	N=10	48%	N=52	17%	N=19	8%	N=9	17%	N=19	100%	N=109
Overall customer service by Tacoma employees (police, receptionists, planners, etc.)	18%	N=20	48%	N=52	20%	N=22	7%	N=8	6%	N=7	100%	N=109
Permitting services	3%	N=3	18%	N=19	14%	N=15	6%	N=7	59%	N=64	100%	N=108
Walking and biking infrastructure	1%	N=1	32%	N=35	37%	N=41	21%	N=23	9%	N=10	100%	N=110
Social services (housing, employment, basic needs, youth services)	2%	N=2	24%	N=26	17%	N=18	8%	N=9	50%	N=54	100%	N=109
Senior Centers	0%	N=0	12%	N=12	10%	N=10	6%	N=6	73%	N=76	100%	N=104

Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Tacoma	10%	N=11	54%	N=59	26%	N=28	9%	N=10	1%	N=1	100%	N=109
The Federal Government	3%	N=3	39%	N=42	36%	N=39	13%	N=14	10%	N=11	100%	N=109

Table 45: Question 12

Please rate the following categories of Tacoma government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Tacoma	8%	N=9	42%	N=45	30%	N=32	15%	N=16	4%	N=4	100%	N=106
The overall direction that Tacoma is taking	13%	N=14	45%	N=47	22%	N=23	14%	N=15	6%	N=6	100%	N=105
The job Tacoma government does at welcoming community involvement	11%	N=12	40%	N=42	24%	N=25	19%	N=20	7%	N=7	100%	N=106
Overall confidence in Tacoma government	8%	N=9	33%	N=35	37%	N=39	20%	N=21	2%	N=2	100%	N=106
Generally acting in the best interest of the community	8%	N=9	42%	N=45	28%	N=30	18%	N=19	3%	N=3	100%	N=106
Being honest	6%	N=6	33%	N=35	29%	N=30	20%	N=21	12%	N=13	100%	N=105
Treating all residents fairly	8%	N=8	31%	N=33	27%	N=29	19%	N=20	15%	N=16	100%	N=106

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Table 46: Question 13

Please rate how important, if at all, you think it is for the Tacoma community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Tacoma	43%	N=45	42%	N=44	13%	N=14	2%	N=2	100%	N=105
Overall ease of getting to the places you usually have to visit	23%	N=24	52%	N=55	22%	N=23	3%	N=3	100%	N=105
Quality of overall natural environment in Tacoma	32%	N=34	51%	N=54	15%	N=16	2%	N=2	100%	N=106
Overall "built environment" of Tacoma (including overall design, buildings, parks and transportation systems)	40%	N=42	48%	N=51	11%	N=12	1%	N=1	100%	N=106
Health and wellness opportunities in Tacoma	22%	N=23	40%	N=42	34%	N=36	5%	N=5	100%	N=106
Overall opportunities for education and enrichment	36%	N=38	40%	N=42	20%	N=21	4%	N=4	100%	N=105
Overall economic health of Tacoma	56%	N=59	39%	N=41	5%	N=5	0%	N=0	100%	N=105
Sense of community	32%	N=34	45%	N=47	21%	N=22	2%	N=2	100%	N=105
Equitable access to community facilities, services and infrastructure for residents of diverse income levels, race, ethnicity and abilities	33%	N=35	37%	N=39	24%	N=25	7%	N=7	100%	N=106

Table 47: Question 14

The City of Tacoma is seeking to understand where the community would like money spent. Please indicate whether you would like the City to spend more, the same, or less on the following services?	Spend more		Spend the same		Spend less		Don't know		Total	
Police services	28%	N=29	57%	N=60	9%	N=9	7%	N=7	100%	N=105
Ambulance or emergency medical services	7%	N=7	74%	N=78	7%	N=7	12%	N=13	100%	N=105
Fire prevention and education	6%	N=6	63%	N=66	20%	N=21	11%	N=12	100%	N=105
Street repair	85%	N=88	13%	N=14	2%	N=2	0%	N=0	100%	N=104
Street lighting	39%	N=41	54%	N=57	4%	N=4	3%	N=3	100%	N=105
Sidewalk maintenance	61%	N=64	31%	N=33	5%	N=5	3%	N=3	100%	N=105
Bus or transit services	57%	N=59	30%	N=31	9%	N=9	5%	N=5	100%	N=104
Land use, planning and zoning	15%	N=16	56%	N=59	14%	N=15	14%	N=15	100%	N=105
Tacoma open space	27%	N=28	40%	N=42	19%	N=20	13%	N=14	100%	N=104
Fire services	8%	N=8	66%	N=69	12%	N=12	14%	N=15	100%	N=104
Crime prevention	45%	N=47	45%	N=47	4%	N=4	7%	N=7	100%	N=105
Traffic enforcement	20%	N=21	60%	N=62	16%	N=17	4%	N=4	100%	N=104
Traffic signal timing	37%	N=39	48%	N=50	10%	N=11	5%	N=5	100%	N=105
Code enforcement (abandoned buildings, debris, overgrown vegetation, etc.)	49%	N=51	38%	N=40	10%	N=10	4%	N=4	100%	N=105
Large project economic development	33%	N=34	37%	N=38	24%	N=25	7%	N=7	100%	N=104
Small business support	47%	N=49	38%	N=39	12%	N=12	4%	N=4	100%	N=104
Public library services	34%	N=36	49%	N=51	11%	N=12	6%	N=6	100%	N=105
Preservation of natural areas such as open space, farmlands and greenbelts	38%	N=39	46%	N=48	13%	N=13	4%	N=4	100%	N=104
City-sponsored special events	11%	N=11	49%	N=50	36%	N=37	5%	N=5	100%	N=103
Pedestrian and bike infrastructure	54%	N=57	29%	N=30	12%	N=13	5%	N=5	100%	N=105
Housing services	19%	N=20	45%	N=47	24%	N=25	12%	N=12	100%	N=104
Social services (housing, employment, basic needs, youth services)	24%	N=25	50%	N=53	15%	N=16	10%	N=11	100%	N=105
Senior Centers	22%	N=23	45%	N=47	14%	N=15	19%	N=20	100%	N=105

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Table 48: Question 15

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
City website (www.cityoftacoma.org)	63%	N=66	32%	N=34	5%	N=5	100%	N=105
Local media outlets (newspapers, radio, local television stations)	58%	N=60	37%	N=38	6%	N=6	100%	N=104
The local government cable channel TV Tacoma (TV 12)	15%	N=16	49%	N=51	36%	N=37	100%	N=104
City newsletter in the water bill	20%	N=21	50%	N=53	30%	N=31	100%	N=105
City Council meetings and other public meetings	22%	N=23	51%	N=54	27%	N=28	100%	N=105
Talking with City officials	23%	N=24	47%	N=49	30%	N=32	100%	N=105
City communications via social media (i.e. Facebook, Twitter or YouTube)	22%	N=23	38%	N=39	40%	N=41	100%	N=103
Word-of-mouth	41%	N=43	47%	N=49	12%	N=12	100%	N=104

Table 49: Question 16

Do you think the quality of life in Tacoma is going to improve, stay the same or decline in the next 10 years?	Percent	Number
Improve a lot	34%	N=36
Improve slightly	46%	N=48
Stay the same	7%	N=7
Decline slightly	5%	N=5
Decline a lot	9%	N=9
Total	100%	N=105

Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	1%	N=1	1%	N=1	3%	N=3	13%	N=14	82%	N=86	100%	N=105
Purchase goods or services from a business located in Tacoma	0%	N=0	1%	N=1	6%	N=6	59%	N=62	34%	N=36	100%	N=105
Eat at least 5 portions of fruits and vegetables a day	4%	N=4	9%	N=9	17%	N=18	40%	N=42	30%	N=31	100%	N=104
Participate in moderate or vigorous physical activity	5%	N=5	6%	N=6	30%	N=31	29%	N=30	31%	N=32	100%	N=104
Read or watch local news (via television, paper, computer, etc.)	2%	N=2	5%	N=5	17%	N=18	30%	N=31	47%	N=49	100%	N=105
Vote in local elections	2%	N=2	0%	N=0	2%	N=2	25%	N=26	71%	N=75	100%	N=105

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	28%	N=29
Very good	48%	N=50
Good	22%	N=23
Fair	2%	N=2
Poor	0%	N=0
Total	100%	N=104

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Table 52: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be	Percent	Number
Very positive	7%	N=7
Somewhat positive	37%	N=39
Neutral	47%	N=49
Somewhat negative	7%	N=7
Very negative	3%	N=3
Total	100%	N=105

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	69%	N=71
Working part time for pay	10%	N=10
Unemployed, looking for paid work	5%	N=5
Unemployed, not looking for paid work	1%	N=1
Fully retired	16%	N=16
Total	100%	N=103

Table 54: Question D5

Do you work inside the boundaries of Tacoma?	Percent	Number
Yes, outside the home	44%	N=44
Yes, from home	15%	N=15
No	42%	N=42
Total	100%	N=101

Table 55: Question D6

How many years have you lived in Tacoma?	Percent	Number
Less than 2 years	11%	N=12
2 to 5 years	9%	N=9
6 to 10 years	23%	N=24
11 to 20 years	27%	N=28
More than 20 years	30%	N=32
Total	100%	N=105

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	80%	N=84
Building with two or more homes (duplex, townhome, apartment or condominium)	18%	N=19
Mobile home	0%	N=0
Other	2%	N=2
Total	100%	N=105

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Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	20%	N=21
Owned	80%	N=84
Total	100%	N=105

Table 58: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	3%	N=3
\$300 to \$599 per month	5%	N=5
\$600 to \$999 per month	16%	N=16
\$1,000 to \$1,499 per month	33%	N=34
\$1,500 to \$2,499 per month	33%	N=34
\$2,500 or more per month	10%	N=10
Total	100%	N=102

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	69%	N=72
Yes	31%	N=33
Total	100%	N=105

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	81%	N=85
Yes	19%	N=20
Total	100%	N=105

Table 61: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	2%	N=2
\$25,000 to \$49,999	13%	N=13
\$50,000 to \$99,999	43%	N=43
\$100,000 to \$149,999	20%	N=20
\$150,000 or more	21%	N=21
Total	100%	N=99

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=99
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=5
Total	100%	N=104

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Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	6%	N=6
Asian, Asian Indian or Pacific Islander	7%	N=7
Black or African American	4%	N=4
White	92%	N=95
Other	6%	N=6

Total may exceed 100% as respondents could select more than one option.

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=2
25 to 34 years	22%	N=23
35 to 44 years	24%	N=25
45 to 54 years	21%	N=22
55 to 64 years	17%	N=18
65 to 74 years	13%	N=13
75 years or older	1%	N=1
Total	100%	N=104

Table 65: Question D16

What is your sex?	Percent	Number
Female	52%	N=54
Male	48%	N=49
Total	100%	N=103

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	69%	N=72
Land line	13%	N=13
Both	18%	N=19
Total	100%	N=104

The National Citizen Survey™

Guide to Understanding and Using Your Reports

2014

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The National Citizen Survey™

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Purpose of the User Guide

As a participant in **The National Citizen Survey™** (The NCS™), you are among an elite group of communities that conduct resident surveys. Communities often use the results of The NCS to:

- **Envision** Make strategic plans and set goals
- **Engage** Partner with residents, other governments, private sector and community-based organizations
- **Earmark** Alter budgets, personnel or services
- **Educate** Communicate and reach out to residents to inform, educate and advocate
- **Enact** Create, alter and remove policies to promote community strengths
- **Evaluate** Track strengths and problems, dig more deeply and evaluate progress

The purpose of this User Guide is to provide you with an overview of the various products you have received related to your survey results, and to describe how to dive in and understand the data that are provided in these products.

Your community, including the elected officials and government staff, should dig into data relevant to their missions, discuss the findings and create action plans. Residents expect their leaders to act on the survey results they receive. By acting on survey results, community leaders build credibility with residents. This credibility leads to heightened public trust which, in turn, makes it more likely that residents will support expenditures and resource allocations recommended by their councils, commissions or staff. Proper expenditure of resources leads to better communities.

The NCS Background

National Research Center, Inc. (NRC) developed The NCS as a low-cost, comprehensive, statistically valid survey solution for local governments eager to find out what their residents think about their communities. The NCS is not just a survey; it is a service that encompasses the entire survey research process - scheduling, questionnaire development, sample selection, data collection, analysis and reporting. In partnership with the International City/County Management Association (ICMA), The NCS has been administered hundreds of times in numerous U.S. cities, counties, towns, villages and boroughs.

The NCS assesses aspects of community life, local government service quality and resident participation in community activities. The results, based on resident perceptions, describe the areas where community members themselves believe things are going well and shed light on the areas that could benefit from improvement.

What Does The NCS Measure?

Broadly, The NCS measures your community's **"livability."** A great many definitions have been made for community livability,¹ including one from the Partners for Livable Communities, calling it "the sum of the factors that add up to a community's quality of life."² Staff at NRC examined the extensive research that has been done about community livability and many of the models that have been developed to describe the components of livable communities.³ Eight facets of community livability were distilled from our synthesis of this research: Safety, Mobility, the Natural Environment, the Built Environment, the Economy, Recreation and Wellness, Education and Enrichment and Community Engagement. The NCS questionnaire includes individual items that act as indicators of community quality within each of the eight facets – **and, split in a different way, they form three "pillars" of community quality:** Community Characteristics, Governance and Participation.

The Eight Facets of Livable Communities



The Three Pillars of Livable Communities



¹ Many examples are shown at http://www.camsys.com/kb_experts_livability.htm

² Source: Partners for Livable Communities, <http://www.livable.org/about-us/what-is-livability>

³ See, for example: http://livable.nonprofitsoapbox.com/storage/documents/board_resources/BOT_Meetings/2010/4ExecCommNov5/Grand_Alliance_doc_for_EC.pdf; http://www.sustainable.org/images/stories/pdf/Placemaking_v1.pdf; http://www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf

Other sectors that influence community quality include the businesses, non-profit agencies, fraternal or service organizations (e.g., Kiwanis, Rotary, Lions and more) and other community groups (such as homeowners or neighborhood associations, etc.) as well as other nearby local governments or other levels of government. They are important target audiences for receiving and acting on The NCS results.

Because much of what The NCS measures is quality – quality of community life, services and connection – it is common for community leaders to conclude that their locale must excel in every facet of livability. While leaders may feel compelled to strive to be equally strong in all areas of community life, such a strategy is rarely feasible or even desirable. Different communities have different strengths and identities. These strengths and definitions of the community should be noted by all those reviewing the results. Less desirable ratings for some indicators should not automatically be seen as negative for a community, but instead a reflection of the community's resources and priorities which wisely may be spent on areas that matter more. Not all indicators that show less achievement are a call to action, just as not all indicators that are strong should become a gateway to complacency. Those viewing The NCS results, and in particular those charged with creating plans based on the results, should consider their community's essence and priorities, and should choose to make improvements or maintain excellence in areas that support the identity they desire. Meeting your definition of success in the areas deemed most important is the ultimate goal – and one that The NCS helps measure – even if all levels of success are not equal.

Using Your Reports

Report Documents

Instead of a single, heavy document that can be difficult to navigate and share, The NCS results are reported in multiple formats and lengths, each with varying levels of detail to ensure that your different stakeholder groups get the right information to meet their needs. The Basic Service of The NCS includes each of the following documents:

- Community Livability Report
- Dashboard Summary of Findings
- Technical Appendices
- Trends over Time (if you have administered The NCS before)
- At **project end**, a **“Next Steps” overview webinar for staff and elected officials**

Depending on the additional services you chose as part of your research project, you may also receive additional reports, such as:

- Demographic Subgroup Comparisons
- Geographic Subgroup Comparisons
- Report of Open-ended Questions
- Presentation slideshow (shown at in-person presentation of results and provided to you for your own uses)

This User Guide describes these reports, how to interpret the data and how to dig deeper to ensure everyone – you, government staff leadership, line staff, elected officials, residents, business owners and community organizations – get the most out of The NCS results.

Report Types

When assembled together, these reports build on and reinforce each other, while separately, they provide the flexibility for targeted reporting to specific audiences.

Community Livability Report • This report is the most universal and summarizes all the results and key findings. The Community Livability Report is brief, attractive and accessible, making it a central public document.

Dashboard Summary of Findings • This report offers a **simplified (“rolled up”)** quantitative view of the data, as well as comparison details for each question (the relationship to the benchmark and over time, if this is not the first iteration of the survey).

Technical Appendices • The appendices include the details about survey methods, individual response options selected for each question – **with and without the “don’t know” option** – and detailed benchmark results. This document speaks to the credibility of data and the most granular detail of results.

Trends over Time • This report reveals how resident perspectives and behaviors have changed across two or more administrations of The NCS. The report offers a high level view of how rankings have changed as well as relative position to the benchmark including all administrations of The NCS.

Next Steps Webinar • At the end of your project, this webinar (scheduled at your convenience for staff and elected officials) summarizes the methods and select findings and helps you identify potential actions – and provides an opportunity to ask questions of NRC researchers.

Guide to Understanding and Using Your Reports • The Guide to Understanding and Using Your Reports (this document) is written simply so that the survey sponsors receive guidance about how to understand all aspects of the reports, and also so that sponsors can explain to others how the reports are organized and what they mean.

Presentation • An in-person presentation by NRC’s independent researchers will offer an engaging overview of the findings – revealing important patterns without getting lost in the detail – at a Council meeting (either formal or work session). The PowerPoint slideshow can be reused for other audiences, including civic clubs, business and non-profit organizations and the press. Presentation by the unbiased survey research team offers the neutrality that is hard to garner when staff themselves present survey findings.

Subgroup Comparisons • Both demographic and geographic comparison options are available. Such information can be especially useful as programs are considered for different parts of a community or outreach is planned to educate different community groups.

Open-ended Questions • Residents’ own words add flavor to the survey results and a quantitative grouping of similarly themed comments gives a sense of common ideas.

Report Dissemination

Distributing the results and communicating the key findings engages audiences.

Audiences and Stakeholders

Residents • Make the reports available to the public via your website. Share the results at a public meeting, being sure to advertise the event. A full presentation of the results (either by NRC or your own staff) with discussion of results among elected officials highlights the transparency of findings. If independence of the findings is particularly important in your community, working with NRC to make the presentation of results will be particularly effective.

Department Managers and Line Staff • Managers and staff will examine ratings most closely aligned to their work. Make a plan to disseminate results to line staff (e.g., through a series of small group meetings). Staff should be encouraged to identify specific areas where action is suggested – including further research as well as service enhancements or partnerships outside of the organization. These suggestions could be sent to the department heads who will meet to discuss action options with the chief administrative officer.

Elected officials • Elected officials benefit most from advance distribution of survey reports prior to public presentation and discussion. Ask elected officials to read the survey documents and funnel questions to staff who then can get assistance with answers from NRC professionals, when needed. Staff should develop an approach to action that can be presented to council. This way staff will be prepared **when the inevitable council question is asked of the manager, “What do you plan to do with these results so that they don’t just sit on a shelf?”**

Non-profits and Businesses • While local governments sponsor The NCS, it is not just for staff and elected officials. It is a document to engage the entire community. Many of the findings of the survey will be relevant to the non-profit and business sectors and many community improvements will rest on

the shoulders of these sectors as much as on government. Convene a meeting of business and non-profit leaders to release results and begin a discussion of actions to improve resident attitudes and behaviors. This could be a town hall-style meeting or a special invitation lunch with elected officials.

Press/Media • Getting in front of your results means controlling how and when results are shared with the press. Whether your relationship with the local news media is cooperative or contentious, you should declare your intentions for the results even before the survey is conducted – then reinforce those intentions once you have the results. Let the press know that there are no bad results and that your community conducts The NCS because it intends to learn and improve like the best businesses. Certainly social media outlets also permit you to express your intentions for results and to interpret the findings for any of your followers. (And do not forget to link subsequent decisions to what you learned from the survey.)

Choosing a Report Audience

You can follow or adapt to your needs NRC’s recommendations for sharing The NCS reports with different stakeholder groups in your community. There is no reason to withhold any report from any individual or stakeholder group, but if targeting the right information to the right audience is seen to be of value, we believe that these distinctions among audiences will make the first pass at distributing results most effective.

Sharing The NCS Reports with Different Sectors

Report	Residents	Elected officials	Department managers and line staff	Non-profits and businesses	Press/ Media
Community Livability Report	●	●	●	●	●
Dashboard Summary of Findings			●		
Technical Appendices			●		
Trends over Time	●	●	●	○	●
Next Steps Webinar			●		
Presentation of key findings	●	●	●		●
Subgroup comparisons (demographic and/or geographic)		○	●	○	
Open-ended Question Responses		○	○	○	
Guide to Understanding and Using Your Reports			●		

●=Recommended

○=Optional

These stakeholder groups may wish to “drill down” into the results most meaningful or pertinent to their missions. Those wishing to drill down should review the questionnaire first and decide which survey items are relevant to their mission – choosing from not only specific municipality-provided services, but also those “community outcomes” that they wish to impact. The Dashboard Summary of Findings and Community Livability Report provide an overview, while the Technical Appendices provide the detailed survey responses and benchmark results. The Trends over Time can show how stakeholders’ efforts have impacted the community over the years. Demographic and Geographic Subgroup Comparisons reports can help to point out on whom and where impacts have been felt to lesser and greater degrees.

Community Livability Report

Using the model of the eight facets of community livability within the three pillars of community, The NCS Community Livability report is divided into seven sections:

- About
- Quality of Life
- Community Characteristics
- Governance
- Participation
- Special Topics
- Conclusions

About • This section provides background on The NCS and community livability with brief descriptions of the survey methods.

Quality of Life • This section of the report highlights areas of community strength and challenge, as well as identifying community characteristics most important to your residents' assessments of their quality of life. A summary of benchmark comparisons is presented by the eight community livability facets helping communities to focus on areas that may provide “bigger bang for your buck.”

Community Characteristics • This section of the report describes residents' ratings of the characteristics that make a community livable, attractive and a place where people want to be.

Governance • This section of the report evaluates how well the local government delivers services and meets the needs and expectations of its residents.

Participation • This section of the report looks at how connected residents are to the community and each other.

Special Topics • This section includes the custom or special questions you may have included on your survey.

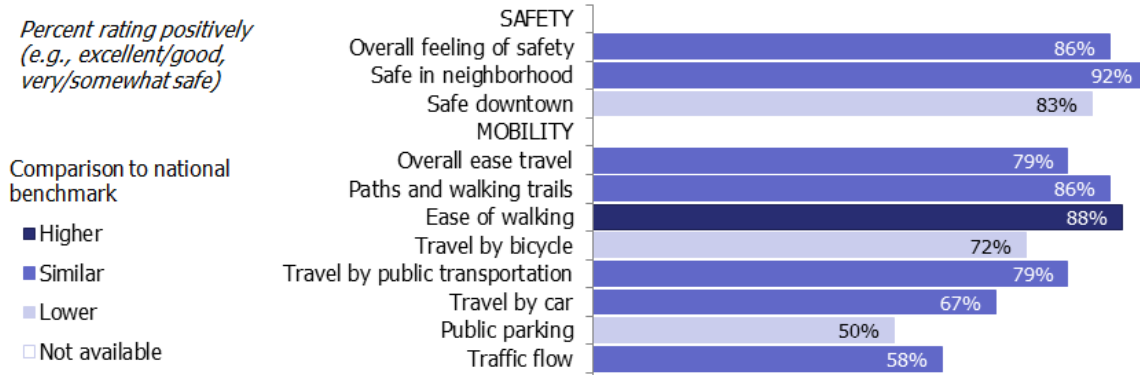
Conclusions • Your report ends with a summary of key findings.

For the most part, the “percent positive” is reported in the report’s charts. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe”). For question that ask about behavior (e.g., asked on a yes/no scale or frequency scale like “never,” “rarely,” “sometimes,” “usually,” or “always”) we show a combination of responses that reflects at least some behavior (e.g., percent “yes” or “always” and “usually”).

On many of the questions in the survey, respondents could answer “don’t know,” but these “don’t know” responses have been excluded from the analyses shown in the report. In other words, the tables and charts display the responses from respondents who had an opinion about a specific item. Appendix A of the Technical Appendices provides the complete set of survey frequencies, with and without “don’t know” responses. The User Guide section, *Understanding Survey Research* (starting on page 17) describes how and why we remove the “don’t know” responses from our analyses.

Most of the charts in your Community Livability report have been color-coded to indicate how your results compare to national benchmarks, with individual survey items grouped within the eight facets of Community Livability. At a glance, you can see how your results compare to not only each other, but to




national benchmark communities, as well. Detailed benchmark results are provided in Appendix B of the Technical Appendices and include such additional information as your rank among the comparison communities. If you chose to have custom benchmark comparisons made, the results appear in this appendix as well.



Dashboard Summary of Findings

The Dashboard Summary of Findings summarizes resident ratings across the eight facets and three pillars of a livable community. The Dashboard Summary chart displays your overall performance in each facet based on each survey item's comparison to the benchmark. When most ratings were higher than the benchmark, the color is dark purple; when most ratings were lower than the benchmark, the color is the lightest purple. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	20	25	7	28	12	6	5	14	14
General	2	5	0	2	1	0	1	1	1
Safety	0	1	2	6	1	0	1	1	0
Mobility	4	2	2	2	4	2	1	1	0
Natural Environment	3	0	0	5	1	0	0	1	2
Built Environment	0	4	1	3	3	1	0	2	0
Economy	2	5	1	0	0	1	1	2	0
Recreation and Wellness	3	4	0	4	0	0	1	2	2
Education and Enrichment	3	2	0	1	0	1	0	1	2
Community Engagement	3	2	1	5	2	1	0	3	7

Legend	
	Higher
	Similar
	Lower

The Detailed Dashboard displays for each item on the survey, its comparison to the benchmark and the percent positive for the current year, and if applicable, how the current year's rating compares to the previous year's rating (higher, similar or lower). Examination of how areas are trending over time and how they compare to the benchmark can be helpful in identifying the areas that merit more attention.

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↓	↑	74%	Customer service	↔	↑	81%	Sense of community	↔	↔	78%
	Overall quality of life	↓	↔	82%	Services provided by ABC	↔	↑	79%	Recommend ABC	↓	↔	75%
	Place to retire	↔	↔	65%	Services provided by the Federal Government	↑	↔	45%	Remain in ABC	↔	↑	83%
	Place to raise children	↓	↔	77%					Contacted ABC employees	↑	↓	51%
	Place to live	↓	↔	84%								
	Neighborhood	↓	↔	78%								
	Overall image	↔	↑ ↑	87%								
Safety	Overall feeling of safety	*	*	89%	Police	↔	↑ ↑	82%	Was NOT the victim of a crime	↔	↑	89%
	Safe in neighborhood	↓	↔	92%	Crime prevention	↔	↑	70%	Did NOT report a crime to police	*	*	82%
	Safe downtown/commercial area	↔	↔	87%	Fire	↔	↑ ↑	94%	Stocked supplies for an emergency	*	*	42%
					Fire prevention	↔	↑	80%				
					Ambulance/EMS	↔	↑	91%				
					Emergency preparedness	↑	↑ ↑	66%				
					Animal control	↓	↔	62%				
Mobility	Overall ease of travel	↔	↔	75%	Traffic enforcement	↔	↔	66%	Walked or biked instead of driving	*	*	35%
	Traffic flow	↔	↔	49%	Street repair	↓	↓↓	43%	Carpooled instead of driving alone	*	*	42%
	Travel by car	↔	↑ ↑	64%	Street cleaning	↔	↑ ↑	66%	Used public transportation instead of driving	*	*	19%
	Travel by bicycle	↓	↑	55%	Street lighting	↔	↔	60%				
	Ease of walking	↓	↑ ↑	66%	Snow removal	↓	↓	60%				
	Travel by public transportation	↑	↓ ↓	45%	Sidewalk maintenance	↔	↔	55%				
	Paths and walking trails	↓	↑ ↑	62%	Traffic signal timing	↔	↔	52%				
					Bus or transit services	↔	↑ ↑	60%				

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Technical Appendices

Appendix A: Complete Survey Responses

The first appendix in this document shows the responses to each question on the survey in two ways. Included first are **the responses excluding any “don’t know” responses and second** are the responses **including the “don’t know” responses. We show both the percent of respondents giving a particular response followed by the number of respondents (denoted with “N=”).** Every table in the appendix is numbered, to ease its reference in additional documentation or reports you may develop. The complete question wording that was used on the survey is also displayed in every table. This permits readers to review the results in their entirety without having to cross-reference the survey instrument.

High “don’t know” (typically 20% or greater) responses can suggest a need for additional communication or outreach in the community, **especially if the high “don’t know” responses are related to underused services.**

Responses excluding don't know

Table 1: Question 1

Please rate each of the following aspects of quality of life in ABC:	Excellent		Good		Fair		Poor		Total	
ABC as a place to live	47%	N=162	36%	N=125	12%	N=42	4%	N=15	100%	N=344
Your neighborhood as a place to live	45%	N=152	39%	N=132	12%	N=42	3%	N=11	100%	N=337
ABC as a place to raise children	54%	N=152	24%	N=69	18%	N=50	4%	N=12	100%	N=283
ABC as a place to work	34%	N=98	36%	N=102	22%	N=62	8%	N=23	100%	N=285
ABC as a place to visit	72%	N=214	22%	N=66	2%	N=5	4%	N=12	100%	N=297
ABC as a place to retire	40%	N=97	30%	N=72	18%	N=44	13%	N=31	100%	N=244
The overall quality of life in ABC	55%	N=187	35%	N=117	5%	N=18	4%	N=15	100%	N=337

Responses including don't know

Table 30: Question 1

Please rate each of the following aspects of quality of life in ABC:	Excellent		Good		Fair		Poor		Don't know		Total	
ABC as a place to live	47%	N=162	36%	N=125	12%	N=42	4%	N=15	1%	N=4	100%	N=348
Your neighborhood as a place to live	45%	N=152	39%	N=132	12%	N=42	3%	N=11	1%	N=3	100%	N=340
ABC as a place to raise children	46%	N=152	21%	N=69	15%	N=50	4%	N=12	13%	N=44	100%	N=327
ABC as a place to work	29%	N=98	30%	N=102	18%	N=62	7%	N=23	15%	N=52	100%	N=337
ABC as a place to visit	71%	N=214	22%	N=66	2%	N=5	4%	N=12	2%	N=5	100%	N=302
ABC as a place to retire	31%	N=97	23%	N=72	14%	N=44	10%	N=31	21%	N=64	100%	N=308
The overall quality of life in ABC	54%	N=187	34%	N=117	5%	N=18	4%	N=15	2%	N=7	100%	N=344

For some questions, respondents are permitted to select more than one response. When some respondents are counted in multiple categories, the total will likely exceed 100%. In these cases, those multiple response questions will have the appropriate notation below the table.

Table 55: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	4%	N=15
Asian, Asian Indian or Pacific Islander	6%	N=20
Black or African American	10%	N=35
White	86%	N=298
Other	15%	N=52

Total may exceed 100% as respondents could select more than one option.

Appendix B: Benchmark Comparisons

What Benchmarks Are

Benchmarks are comparison data that provide context for your ratings. In Appendix B, your detailed benchmark results are displayed in a table of five columns. The first column is the survey item for which the comparisons have been provided. The second column is your community's percent positive. The third column is the rank assigned to your rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth and final column shows how your rating compares to the other communities in the benchmarking database. In that final column, your **results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by residents of your community is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”**

National Benchmark Comparisons

Table 1: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in ABC	83%	98	286	Similar
Overall image or reputation of ABC	84%	67	315	Much higher
ABC as a place to live	78%	118	255	Similar
Your neighborhood as a place to live	89%	80	374	Higher
ABC as a place to raise children	75%	135	325	Lower
ABC as a place to retire	72%	129	298	Much lower
Overall appearance of ABC	70%	168	354	Similar

We also provide a list of the communities included in your comparison with their population according to the U.S. Census Bureau. The communities in the national database represent a wide geographic and population range; many communities find a custom comparison that targets specific geographies or populations to be useful.

Communities included in national comparisons

The communities included in ABC's comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS.....	6,844	Cambridge city, MA.....	105,162
Adams County, CO.....	441,603	Cape Coral city, FL.....	154,305
Airway Heights city, WA.....	6,114	Cape Girardeau city, MO.....	37,941
Albany city, GA.....	77,434	Cartersville city, GA.....	19,731
Albany city, OR.....	50,158	Carver County, MN.....	91,042
Albemarle County, VA.....	98,970	Cary town, NC.....	135,234
Albert Lea city, MN.....	18,016	Casa Grande city, AZ.....	48,571
Altoona city, IA.....	14,541	Casper city, WY.....	55,316
Ambridge borough, PA.....	7,050	Castle Pines North city, CO.....	10,360
Ames city, IA.....	58,965	Castle Rock town, CO.....	48,231
Andover CDP, MA.....	8,762	Cedar Falls city, IA.....	39,260
Ankeny city, IA.....	45,582	Cedar Rapids city, IA.....	126,326

What Benchmarks Are Not

Benchmarks do not tell you what you need to fix. In this way, benchmarks are not like blood tests that carry a range, often narrow, within which you are considered to be healthy and outside of which you could be sick. A local score that is lower than scores typically seen in other places may indicate nothing more than community sentiment that resonates. For example, a suburb located near a large metropolitan center may not be seen to have as strong an economy as other places. This residential suburb's commercial areas are not seen to be as vibrant as other places, may have a higher cost of living, fewer jobs and may have ceded downtown activities to a nearby metro area that has much higher density and more entertainment opportunities. **A lower benchmark rating for “economy” simply offers specifics to the community identity which residents and leaders may feel no need to ameliorate. Instead**

this hypothetical community may want to focus its resources on sustaining or strengthening its image as a safe place with many recreation opportunities and ease of travel by car and light rail.

How to Use Benchmarks

Many of the charts and tables in The NCS reports have been color-coded to indicate how your results compare to national benchmarks.

Benchmark comparisons often are used for performance measurement. Communities use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what **pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, jurisdictions need to know how others rate their services to understand if “good” is good** enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents’ ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the perception of residents in the community it intends to protect is not so strong. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The NCS. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The Basic Service includes national benchmark comparisons. If you chose a custom benchmarks comparison as an additional service to the basic NCS, these comparison will appear in this appendix, as well.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Data come from tens of thousands of individual evaluations of community quality, service delivery and engagement. Despite the differences in jurisdiction characteristics, all are in the business of facilitating a high quality of life for residents, typically by providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective virtually everywhere is to help create and sustain highly livable communities.

Where Benchmarks Come From

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In ***Citizen Surveys: how to do them, how to use them, what they mean***, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called **“In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”**

Surveys in the benchmarks are conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the ***Citizen Surveys*** book, but also in ***Public Administration Review*** and the ***Journal of Policy Analysis and Management***. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work.⁴ The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

⁴ See, for example: Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288 and Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341.

Trends over Time Report

If you have conducted The NCS before, you will automatically receive the Trends over Time report. In this report we show your percent positive ratings by year, how your most current results compare to your previous year's results and how you have compared to the national benchmark for each survey year.

The Trends over Time Report provides insight on the aspects of your community that may be improving or perhaps starting to decline. While trends for your national benchmark comparisons are provided for reference, the benchmark is constantly changing as communities conduct newer surveys or new communities conduct surveys and resident perspectives change. Overall, your trends represent, perhaps, the most powerful benchmark you have – a comparison of you to yourself in prior years. These trends can be a window into the impact of new policies, capital projects or programs in your community.

Table 1: Community Quality Overall

	Percent rating positively (e.g., excellent/good)			2013 compared to 2011	Comparison to benchmark		
	2009	2011	2013		2009	2011	2013
Overall quality of life	68%	74%	79%	Similar	Much lower	Similar	Similar
Overall image	76%	80%	78%	Similar	Similar	Higher	Similar
Place to live	72%	71%	82%	Higher	Similar	Similar	Much higher
Neighborhood	79%	84%	91%	Similar	Higher	Higher	Higher
Place to raise children	65%	69%	78%	Similar	Lower	Much higher	Higher
Place to retire	NA	NA	60%	NA	NA	NA	Much lower
Overall appearance	88%	87%	90%	Similar	Similar	Similar	Similar

Demographic and Geographic Subgroup Comparison Reports

An additional service many participants in The NCS choose is comparison of results by respondent characteristics. In the Demographic Subgroup Comparison Report, each survey question is cross-classified by responses from different demographic groups in your community. We typically show five demographic groupings (housing unit type, housing tenure, age, gender and race/ethnicity) so that you can see if results differ depending on the demographic category of respondent. The Geographic Subgroup Comparison Report is another optional service that compares survey responses by subgroups, in this case, based on respondents' location (e.g., district, neighborhood, ward, etc.). In order to create a report of geographic comparisons, the geographic subareas will need to be determined well before the survey mailing.

In these subgroup comparison reports, we show the percent positive rating and shade “statistically significant” differences grey. The shading is based on analysis of variance and chi-square tests of statistical **significance where a “p-value” of 0.05 or less indicates that there is less than a 5% probability** that differences observed among subgroups are due to chance; or in other words, a greater than 95% probability that there are differences that exist in the subgroups being compared.

Table 1: Community Characteristics General

Percent rating positively (e.g., excellent/good)	Housing unit type		Housing tenure		Age			Gender		Race/Ethnicity		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
The overall quality of life in ABC	58%	55%	53%	58%	55%	56%	59%	60%	54%	43%	56%	57%
Overall image or reputation of ABC	62%	55%	56%	59%	59%	56%	60%	56%	61%	58%	55%	58%
ABC as a place to live	68%	67%	64%	69%	64%	69%	69%	68%	68%	68%	67%	68%
Your neighborhood as a place to live	50%	49%	46%	51%	53%	49%	47%	50%	49%	49%	47%	50%
ABC as a place to raise children	63%	62%	62%	63%	62%	62%	65%	64%	62%	62%	55%	63%
ABC as a place to retire	60%	59%	57%	60%	60%	58%	61%	60%	58%	60%	60%	60%
Overall appearance of ABC	55%	50%	43%	56%	50%	52%	57%	52%	53%	52%	57%	53%

Table 1: Community Characteristics General

Percent rating positively (e.g., excellent/good)	District 1	District 2	District 3	District 4	Overall
The overall quality of life in ABC	53%	59%	58%	59%	57%
Overall image or reputation of ABC	50%	61%	60%	60%	58%
ABC as a place to live	60%	72%	72%	74%	68%
Your neighborhood as a place to live	45%	58%	50%	48%	50%
ABC as a place to raise children	57%	66%	65%	67%	63%
ABC as a place to retire	55%	65%	60%	65%	60%
Overall appearance of ABC	50%	52%	53%	59%	53%

Demographic subgroup comparisons can help with creating targeted communication and service campaigns to address the concerns of each group.

Geographic subgroup comparisons can help demonstrate the sense of equity felt across the community since residents in some parts of every community tend to feel better than do those in other areas about the services they receive or the livability of their neighborhood. Results from geographic subgroup comparisons will permit targeting of services, capital improvements and programs so that residents in all areas can feel that they are receiving their fair share of resources.

Open-ended Question Responses

The NCS standard questions are close-ended. A closed-ended question is one where a set of response options is listed as fixed choices on the survey and those taking the survey respond to each option listed. Open-ended questions have no answer choices from which respondents select their response. Instead, **respondents must “create” their own answers and state them in their own words.** The inclusion of an open-ended question is available as an additional service for The NCS that results in a separate Report of Open-ended Questions.

On the survey, respondents write, in their own words, their answer to the posed open-ended questions. In this report, the verbatim responses are categorized by topic area using qualitative coding techniques. Often, an “other” category is used for responses falling outside these coded categories. In general, a code is assigned when the number of related responses reaches a critical mass.

We will provide a table showing the frequency of each code to give a general overview of the responses.

Table 1: Question 13

What one thing do you like most about living in ABC?	2013
Location	38%
My neighborhood	16%
Quality of life in general	10%
Parks and open space	14%
Rural character	8%
Small town feel	7%
Other	7%
Total	100%

We also provide every verbatim response with its assigned code. This type of report gives you and others a chance to “hear” the voice of respondents in their own words.

Verbatim Responses

The following pages contain the respondents’ verbatim responses as written on the survey and have not been edited for spelling or grammar. Responses have been organized by coded topic areas.

What one thing do you like most about living in ABC?

Location

- Access to everything
- Actual location
- Close to city
- Close to metro
- Close to my office
- Close to town
- Close to work
- Close to work and everything is handy
- Convenience
- Convenience
- Convenience
- Everything is handy and close
- I like living south of the river
- It's convenient to everything meaning shopping and the airport
- Location
- Location
- Proximity to downtown

My neighborhood

- Appearance of the neighborhoods
- Friendly people next door
- Good neighborhood
- Great neighborhood
- I love my neighborhood!
- Just happy with the neighborhood I live in
- Lots of kids in the neighborhood
- Neighbors
- My neighborhood

Understanding Survey Research

Survey Sampling

We systematically select households from a geocoded United States Postal Service (USPS) address list to ensure that only households located within the boundaries of a community are surveyed. Systematic sampling is a procedure whereby a complete list of all eligible addresses is culled, selecting every Nth one (a number that changes depending on the size of the population and the sample size to be selected) until the appropriate number of addresses is sampled. Not only does NRC scientifically and randomly sample households to participate in The NCS, but we also select, without bias, the household member to participate. This methodology helps ensure that the attitudes expressed by our respondent sample closely approximate the attitudes of all adult residents living in the community. Without controlling who in the household participates, it is likely that results would be biased towards those who are more sedentary and those without jobs (who may have different opinions about some services).

The Basic Service of The NCS includes mailing to randomly selected households. Though response rates across the US have dipped in recent years, the response rate for most administrations of The NCS ranges between 20% and 40%, which yields between 300 and 480 completed surveys.

Margin of Error and Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used for The NCS, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because **some residents’** opinions are used to estimate **all residents’** opinions. The relationship between sample size and precision of estimates or margin of error (at the 95% confidence level) is shown in the adjacent table. With a typical sample size for The NCS, this means an estimated margin of error at the 95% confidence level of plus or minus four to six percentage points.

Number of completed surveys	Margin of error
100	±9.8%
300	±5.7%
400	±4.9%
500	±4.4%
750	±3.6%

A 95% confidence interval indicates that for every 100 random samples of the same number of residents, 95 of the confidence intervals created **will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey.** For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Non-response Bias

Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the community a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers).

Weighting

The first step in preparing the data for analysis is to weight the data to reflect the demographic profile of the residents of the community being surveyed. Weighting is the approach used by quality survey consultancies to ensure that the demographic characteristics of the sample mirror the overall population. It is an important method to adjust for potential non-response bias. NRC uses a special software program of mathematical algorithms to calculate the appropriate weights. Several different weighting “schemes” may be tested to ensure the best fit for the data.

“Don’t know” Responses

Generally, a small portion of respondents select “don’t know” for most survey items and inevitably some items have a larger “don’t know” percentage. Comparing responses to a set of items on the same scale can be misleading when the “don’t know” responses have been included. If two items have disparate “don’t know” percentages (2% versus 17%, for example), any apparent similarities or differences across the remaining response options may disappear once the “don’t know” responses are removed. Such an example is shown below.

When comparing the community as a place to live to the community as a place to work, it would appear that 76% of respondents rated the community as a place to live as “excellent” or “good” compared to just 63% for the community as a place to work. However, the community as a place to work has a much higher proportion of respondents answering “don’t know” (17% compared to 2%).

	Place to live		Place to work	
	Number	Percent	Number	Percent
Excellent	48	25%	38	20%
Good	97	51%	81	43%
Fair	23	12%	22	12%
Poor	19	10%	17	9%
Don’t know	3	2%	32	17%
Total	190	100%	190	100%

If we remove the three “don’t know” responses from the community as a place to live and the 32 “don’t know” responses from the community as a place to work, the two items are actually much more similar in their evaluations: 78% “excellent” or “good” place to live compared to 75% “excellent” or “good” place to work.

	Place to live		Place to work	
	Number	Percent	Number	Percent
Excellent	48	26%	38	24%
Good	97	52%	81	51%
Fair	23	12%	22	14%
Poor	19	10%	17	11%
Total	187	100%	158	100%

Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is **“excellent,” “good,” “fair” or “poor” (EGFP)**. **This scale has important advantages over other scale possibilities** (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of communities conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The NCS questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every community tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. With questions worded for EGFP, responses are more neutral because they require no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).