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The City of Gainesville, Florida

Report of Results 2008



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TABLE OF CONTENTS

Survey Background.....1
 About The National Citizen Survey™ 1

Understanding the Results2
 Survey Administration 2
 Survey Validity..... 2
 Use of the “Excellent, Good, Fair, Poor” Response Scale..... 4
 “Don’t Know” Responses..... 4
 Putting Evaluations Onto a 100-Point Scale..... 5

Community Life6
 Quality of Life..... 6
 Ratings of Community Characteristics in Gainesville 8
 Perceptions of Safety 15
 Community Participation..... 17

Local Government 19
 Public Trust 19
 Service Provided by Gainesville..... 21
 The City of Gainesville Employees..... 29

Additional Questions 31

Appendix A: Frequency of Responses to All Survey Question 33

Appendix B: Survey Methodology..... 51
 Sampling 51
 Survey Administration 51
 Response Rate and Confidence Intervals..... 52
 Weighting and Analyzing the Data 52

Appendix C: Survey Materials..... 55

SURVEY BACKGROUND

About The National Citizen Survey™

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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Gainesville staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Gainesville staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 67 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 264 residents, for a response rate of 23%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 264 residents is generally no greater than plus or minus 6 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Gainesville. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey 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, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
4. Selecting the respondent within the household using an unbiased sampling procedure¹.

¹ The birthday method requests 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.

5. 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.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by City officials.
9. Using the most recent available information about the characteristics of jurisdiction residents to weight the data 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 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 a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that 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 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 tend to be ambiguous, 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 fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen “objectively” in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

Use of the “Excellent, Good, Fair, Poor” 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 jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss 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, we have found that ratings of almost every local government service in almost every jurisdiction 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. EGFP is more neutral because it requires 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).

“Don’t Know” Responses

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 body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 4 points based on all respondents.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Gainesville. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Gainesville. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Gainesville.

Quality of Life

When asked to rate the overall quality of life in Gainesville, 17% of respondents thought it was “excellent.” Only 2% rated overall quality of life as “poor.” All of the responses of residents who had an opinion about the overall quality of life in Gainesville are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

Figure 1: Overall Quality of Life in Gainesville

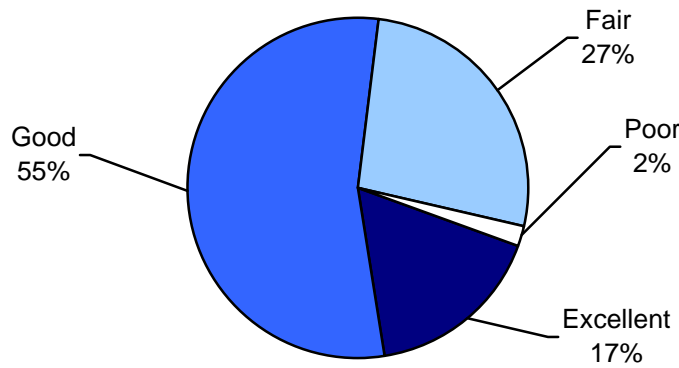
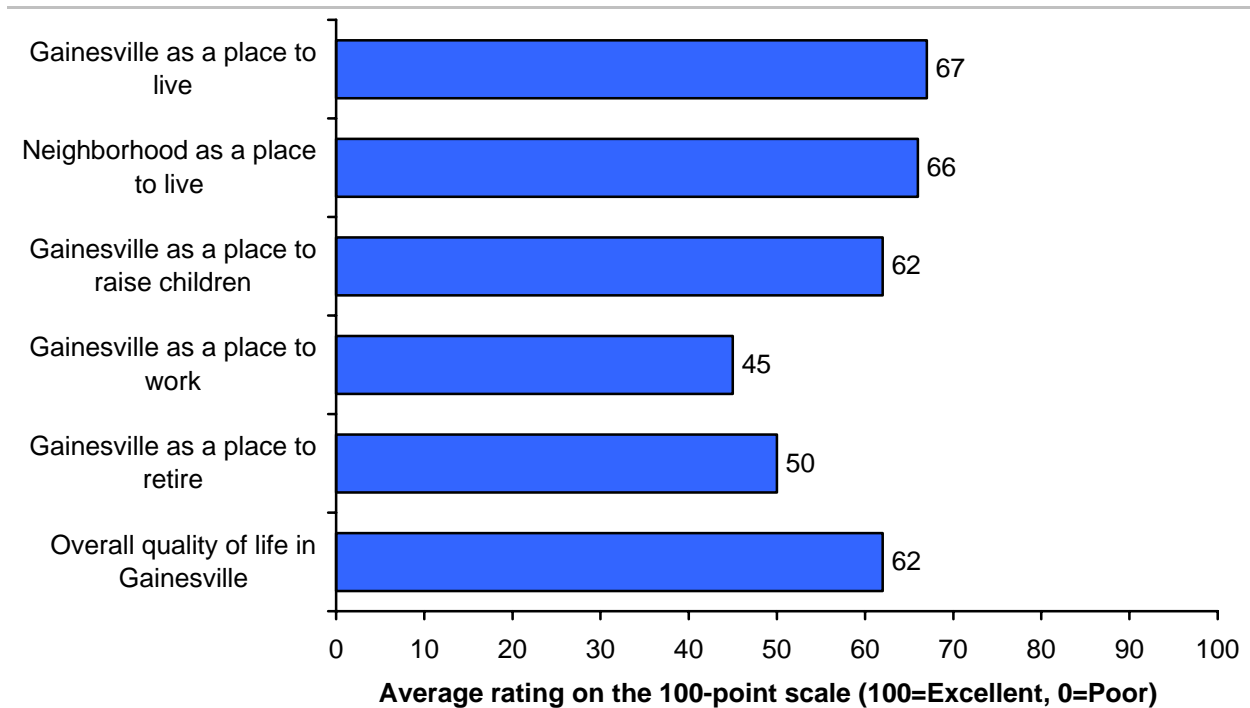


Figure 2: Quality of Life Ratings



Quality of Life Ratings

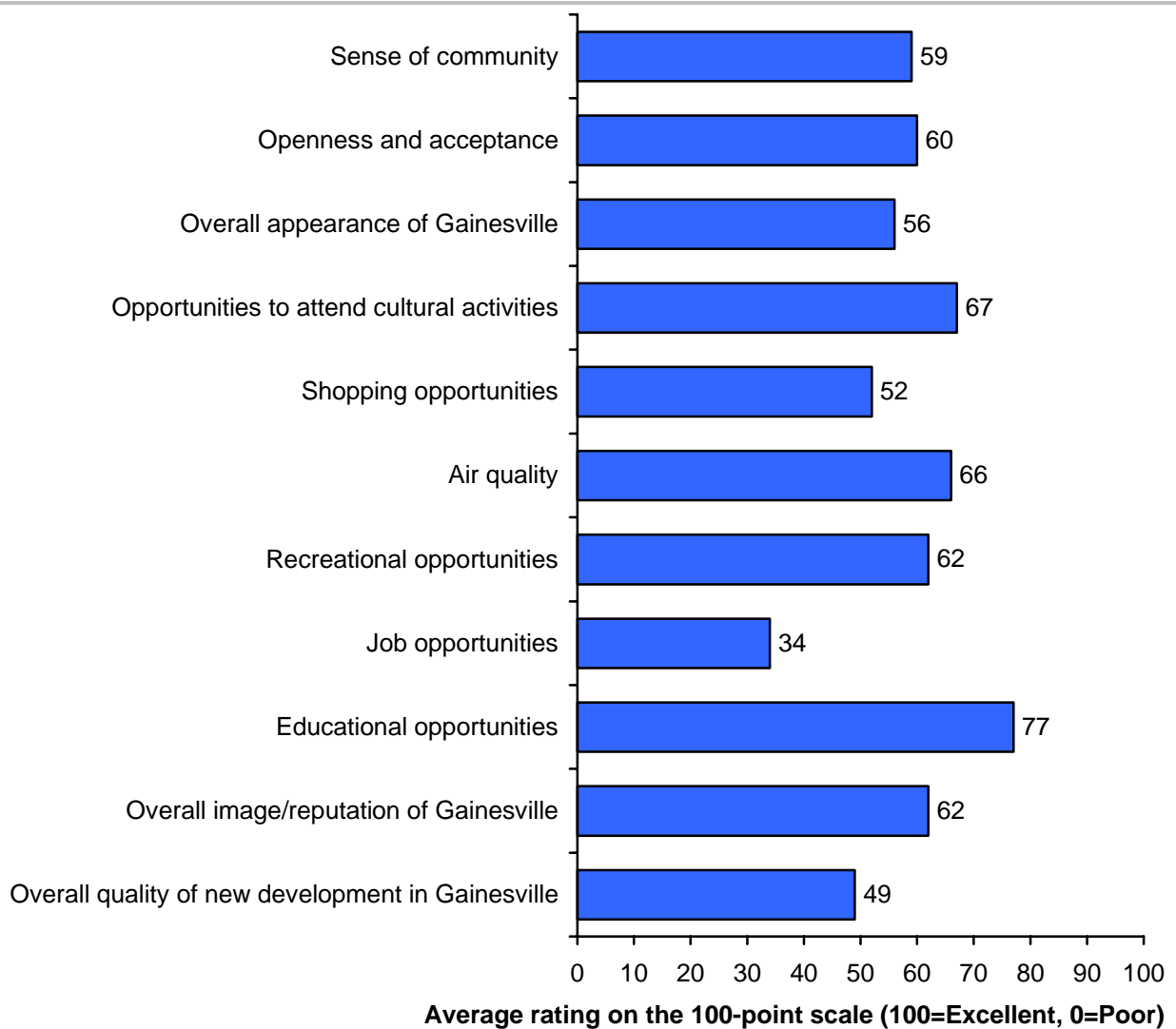
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Gainesville as a place to live?	24%	54%	19%	2%	100%	67
How do you rate your neighborhood as a place to live?	29%	44%	22%	5%	100%	66
How do you rate Gainesville as a place to raise children?	19%	53%	24%	5%	100%	62
How do you rate Gainesville as a place to work?	10%	38%	29%	23%	100%	45
How do you rate Gainesville as a place to retire?	16%	39%	25%	20%	100%	50
How do you rate the overall quality of life in Gainesville?	17%	55%	27%	2%	100%	62

Note: "don't know" responses have been removed.

Ratings of Community Characteristics in Gainesville

The highest rated characteristics of Gainesville were educational opportunities, opportunities to attend cultural activities, and air quality. When asked about potential problems in Gainesville, the three concerns rated by the highest proportion of respondents as a “major problem” were traffic congestion, homelessness, and taxes. The rate of population growth in Gainesville was viewed as “too fast” by 45% of respondents, while 6% thought it was “too slow.”

Figure 3: Characteristics of the Community: General and Opportunities

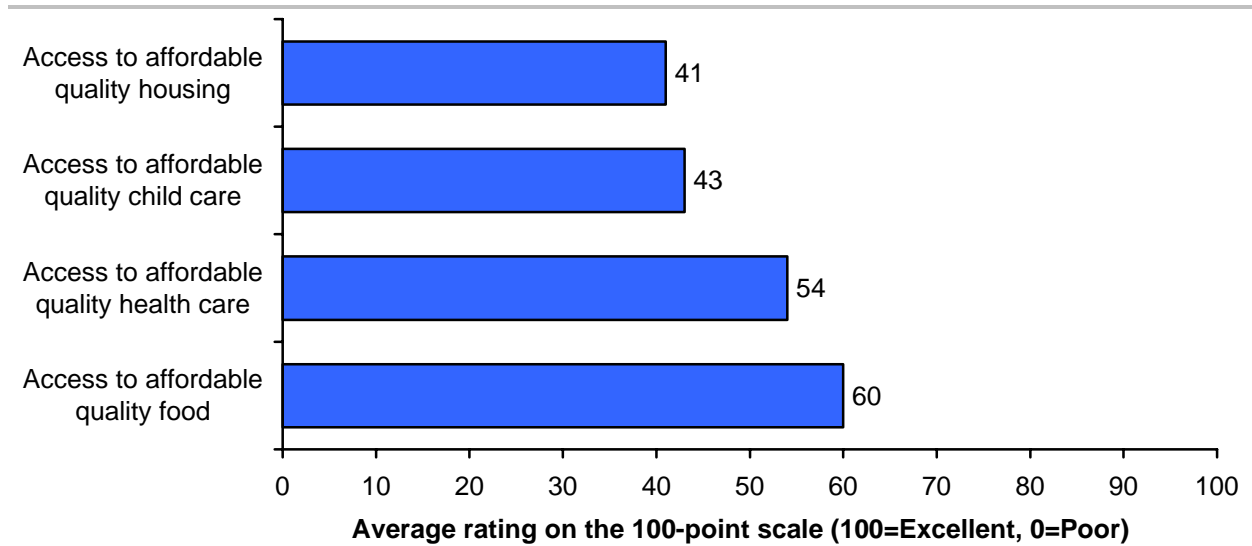


Characteristics of the Community: General and Opportunities

Please rate each of the following characteristics as they relate to Gainesville as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Sense of community	22%	40%	32%	6%	100%	59
Openness and acceptance of the community towards people of diverse backgrounds	24%	40%	27%	9%	100%	60
Overall appearance of Gainesville	10%	57%	24%	9%	100%	56
Opportunities to attend cultural activities	34%	41%	18%	8%	100%	67
Shopping opportunities	17%	36%	33%	13%	100%	52
Air quality	25%	52%	20%	3%	100%	66
Recreational opportunities	26%	43%	20%	10%	100%	62
Job opportunities	6%	25%	35%	34%	100%	34
Educational opportunities	49%	36%	11%	4%	100%	77
Overall image/reputation of Gainesville	21%	49%	27%	3%	100%	62
Overall quality of new development in Gainesville	12%	38%	32%	17%	100%	49

Note: "don't know" responses have been removed.

Figure 4: Characteristics of the Community: Access

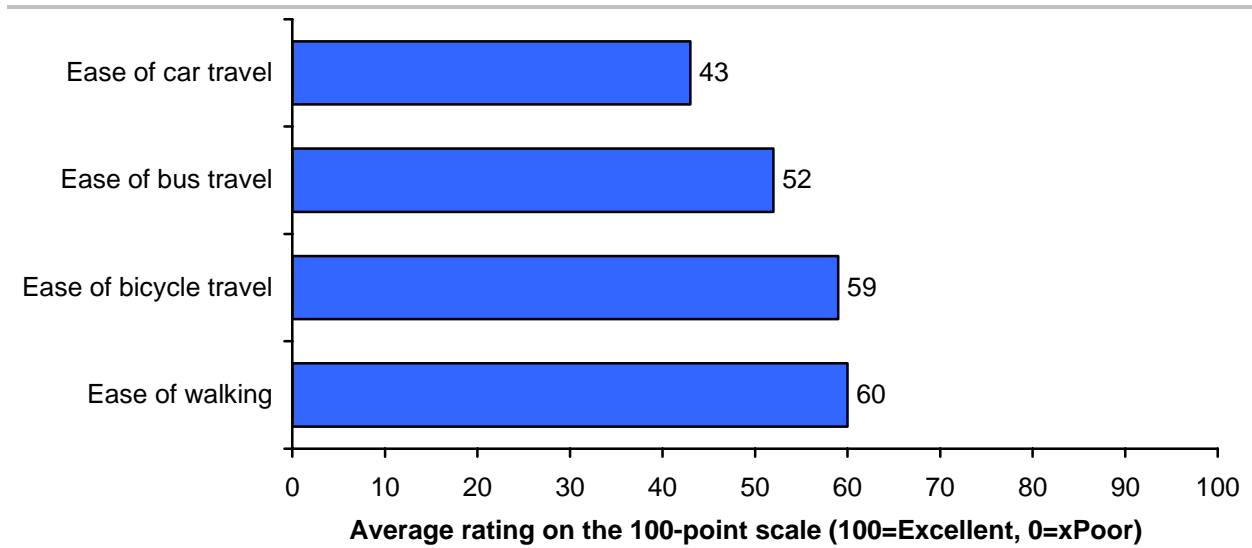


Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Gainesville as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality housing	9%	26%	42%	23%	100%	41
Access to affordable quality child care	6%	34%	41%	19%	100%	43
Access to affordable quality health care	19%	34%	36%	11%	100%	54
Access to affordable quality food	22%	41%	31%	6%	100%	60

Note: "don't know" responses have been removed.

Figure 5: Characteristics of the Community: Mobility



Characteristics of the Community: Mobility

Please rate each of the following characteristics as they relate to Gainesville as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Gainesville	13%	28%	35%	24%	100%	43
Ease of bus travel in Gainesville	20%	35%	26%	18%	100%	52
Ease of bicycle travel in Gainesville	24%	42%	21%	14%	100%	59
Ease of walking in Gainesville	26%	38%	26%	10%	100%	60

Note: "don't know" responses have been removed.

Figure 6: Ratings of Potential Problems in Gainesville

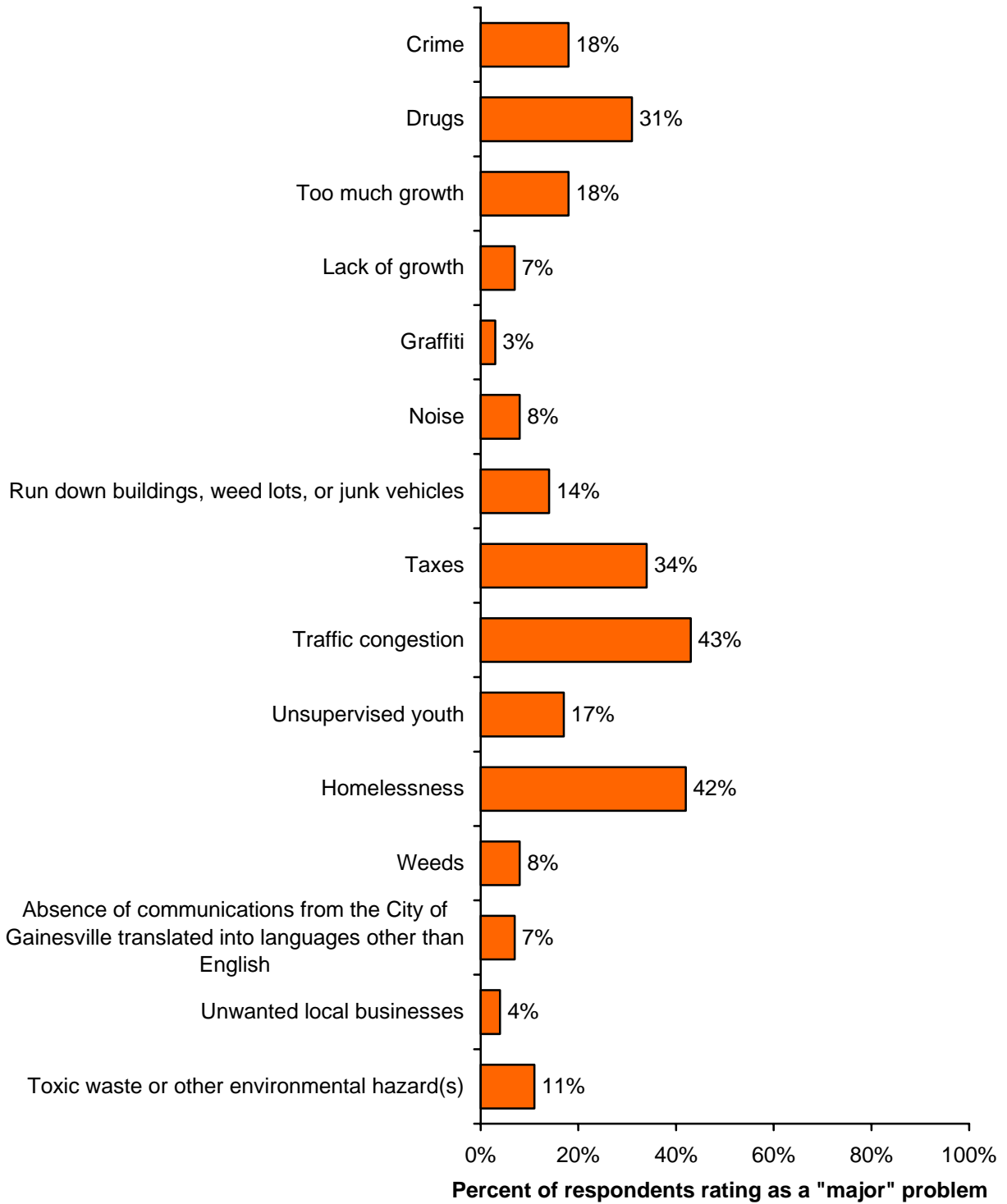
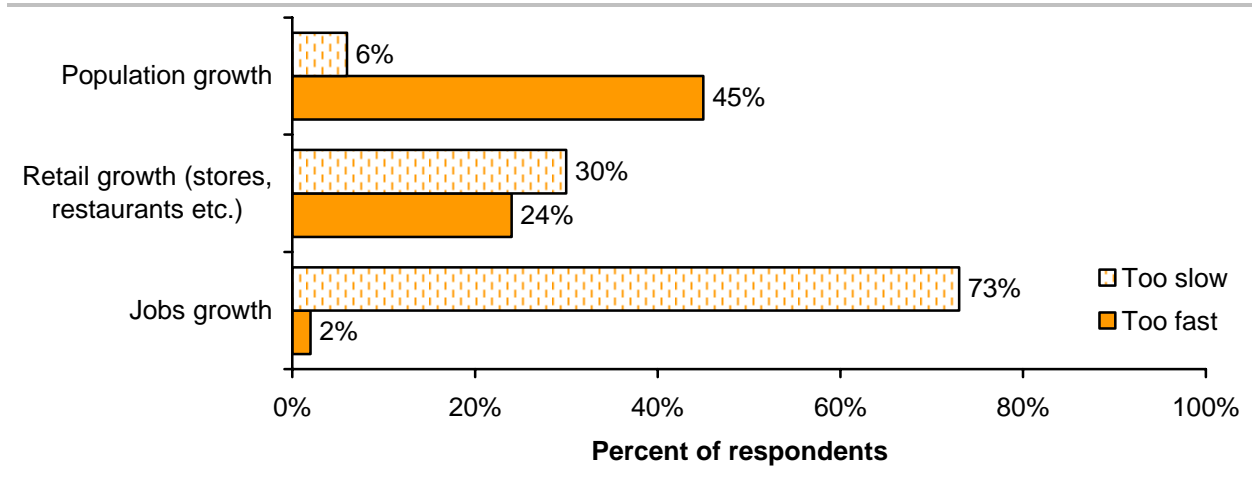


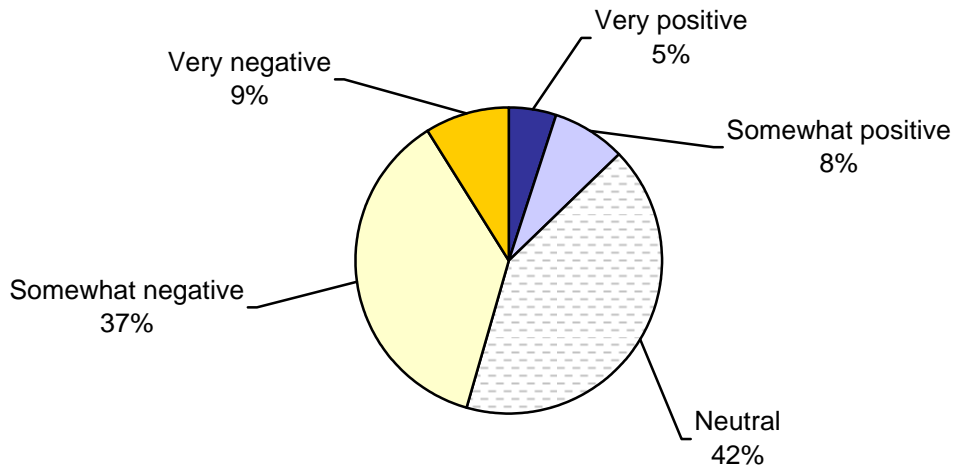
Figure 7: Ratings of Rates of Growth in Gainesville



Thirteen percent of Gainesville residents expected that the coming six months would have a somewhat or very positive impact on their family, while 46% felt that the economic future would be somewhat or very negative.

Figure 8: Perceptions of Economy

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...



Perceptions of Safety

When evaluating safety in the community, 57% of respondents felt “somewhat” or “very safe” from violent crimes in Gainesville. In their neighborhood after dark, 68% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 13% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 58% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Gainesville

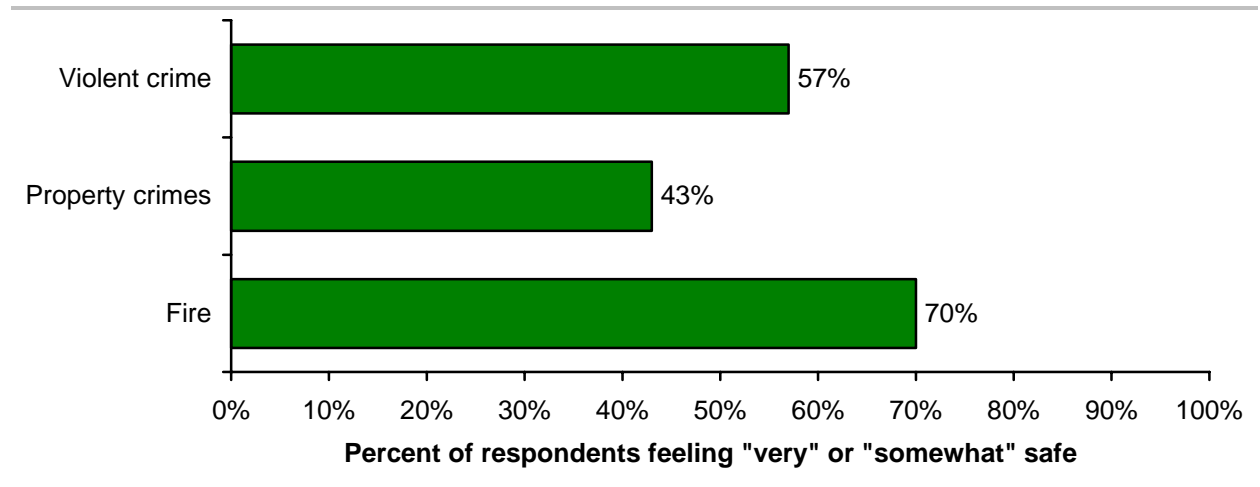


Figure 10: Ratings of Safety in Various Areas in Gainesville

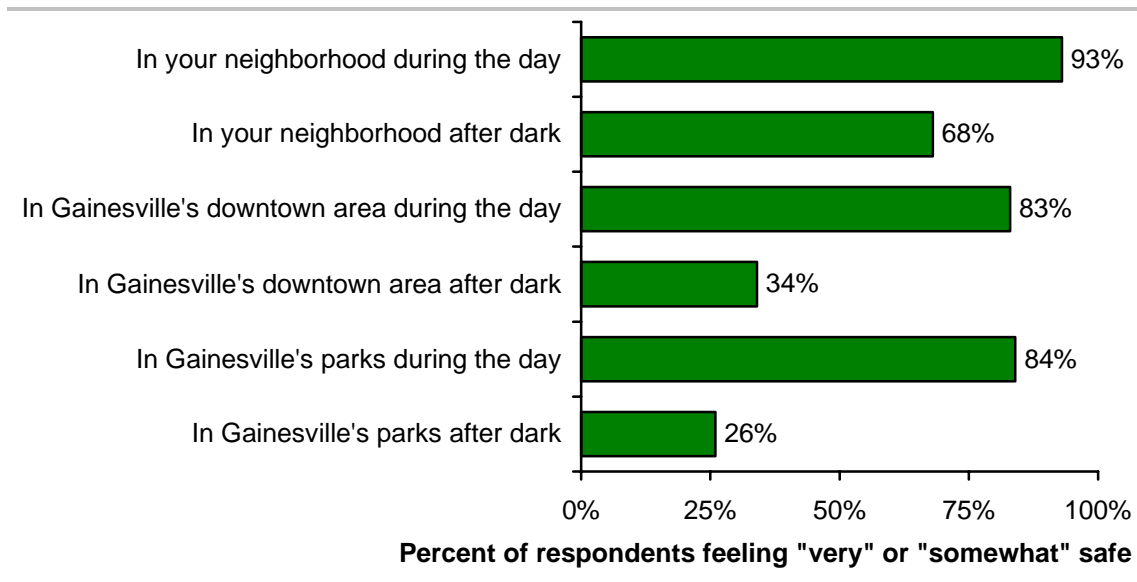


Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

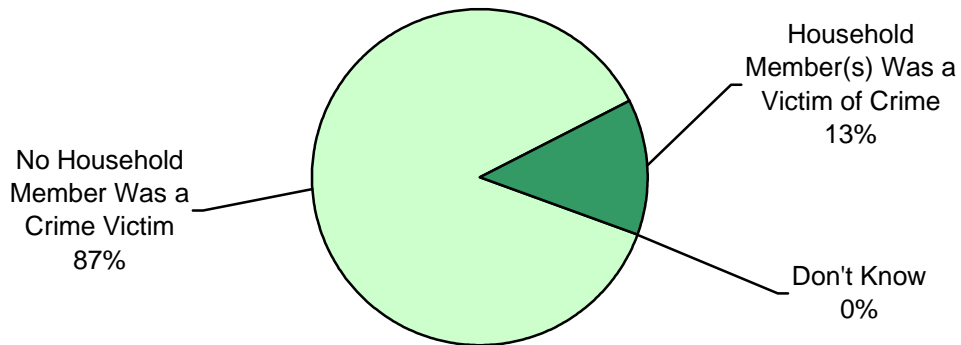
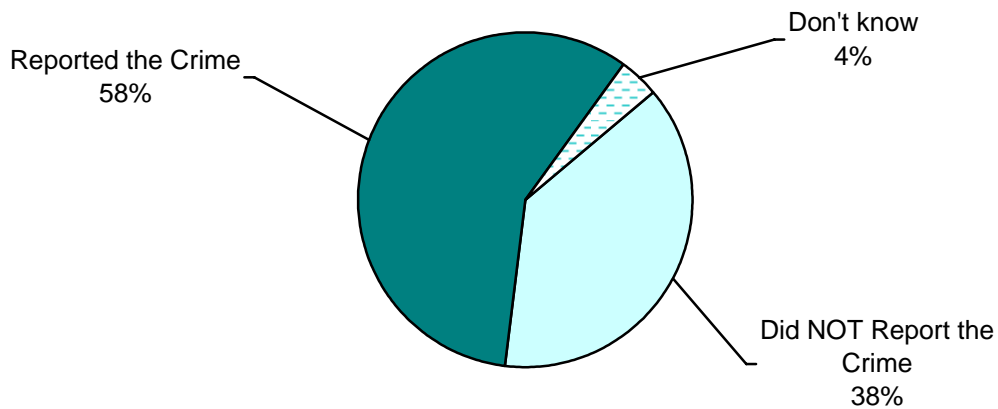


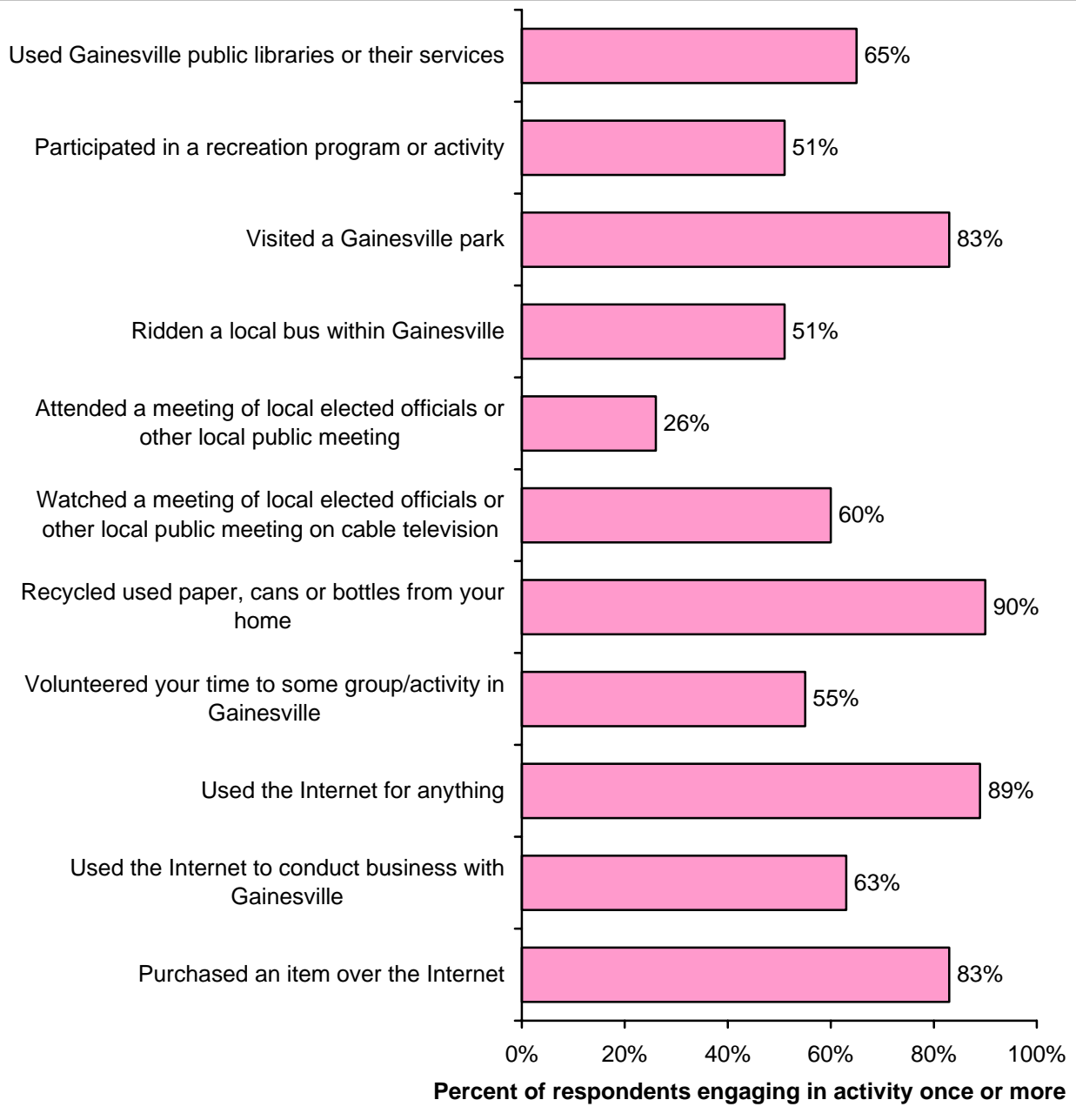
Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime



Community Participation

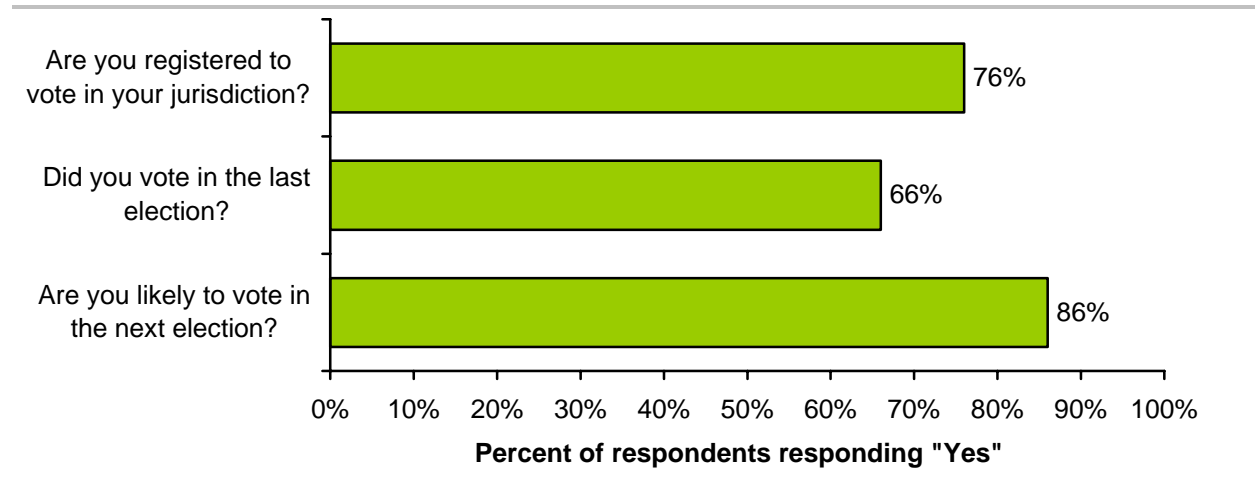
Participation in the civic, social and economic life of Gainesville during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 83% reported visiting a park in Gainesville in the past year and 26% had attended a meeting of elected officials or other local public meeting.

Figure 13: Percent of Respondents Engaging in Various Activities in Gainesville in the Past Year



Voter status was also estimated,² with 66% saying that they had voted in the last election.

Figure 14: Voter Status and Activity



Voter Status and Activity

	No	Yes	Total
Are you registered to vote in your jurisdiction?	24%	76%	100%
Did you vote in the last election?	34%	66%	100%
Are you likely to vote in the next election?	14%	86%	100%

² In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

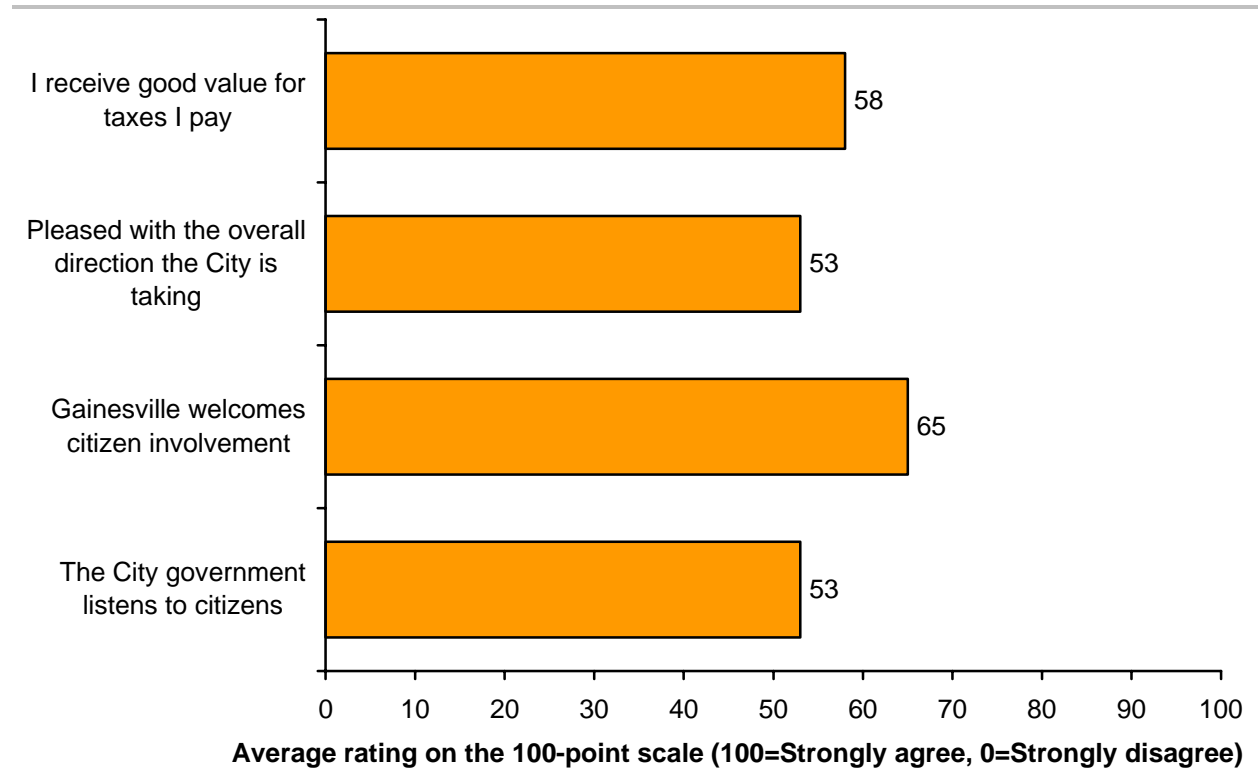
LOCAL GOVERNMENT

Several aspects of the government of the City of Gainesville were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Gainesville. Those who had any contact with a City of Gainesville employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 58 on a 100-point scale.

Figure 15: Ratings of Public Trust



Ratings of Public Trust

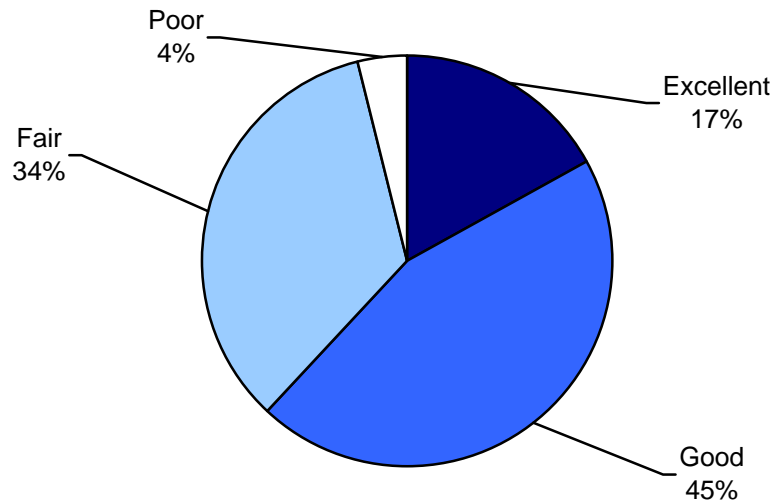
Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I receive good value for the City of Gainesville taxes I pay	15%	38%	24%	9%	14%	100%	58
I am pleased with the overall direction that the City of Gainesville is taking	12%	35%	20%	19%	13%	100%	53
The City of Gainesville government welcomes citizen involvement	23%	37%	23%	10%	6%	100%	65
The City of Gainesville government listens to citizens	12%	32%	24%	21%	11%	100%	53

Note: "don't know" responses have been removed.

Service Provided by Gainesville

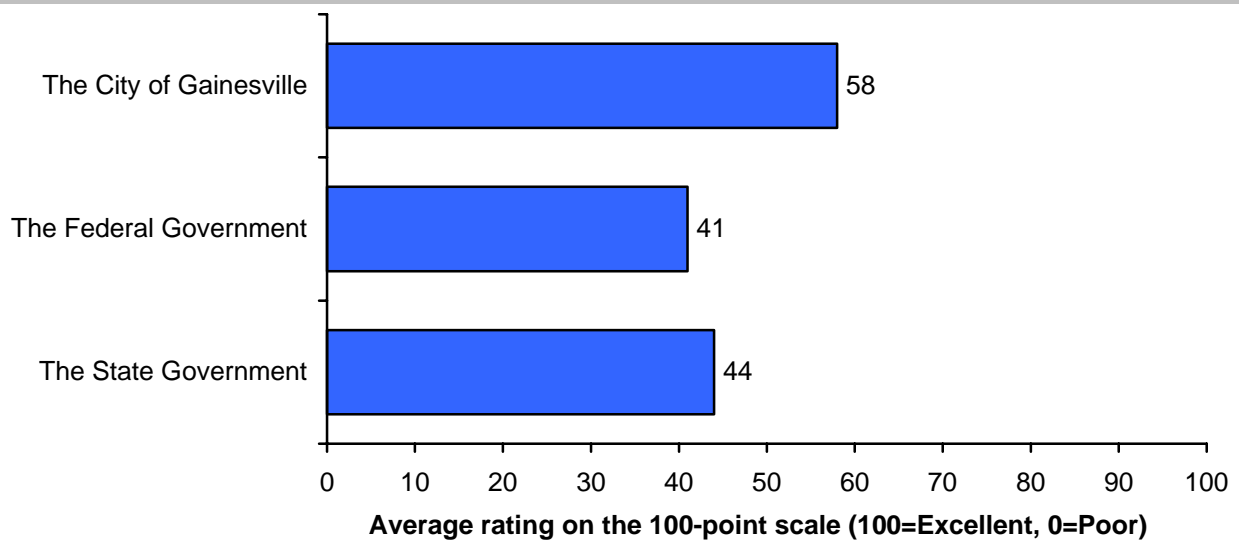
The responses of residents with an opinion about the overall quality of services provided by Gainesville are shown in Figure 16 below. These responses result in an average rating of 58 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by the City of Gainesville



On average, residents of Gainesville gave the highest evaluations to their own local government and the lowest average rating to the federal government.

Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government

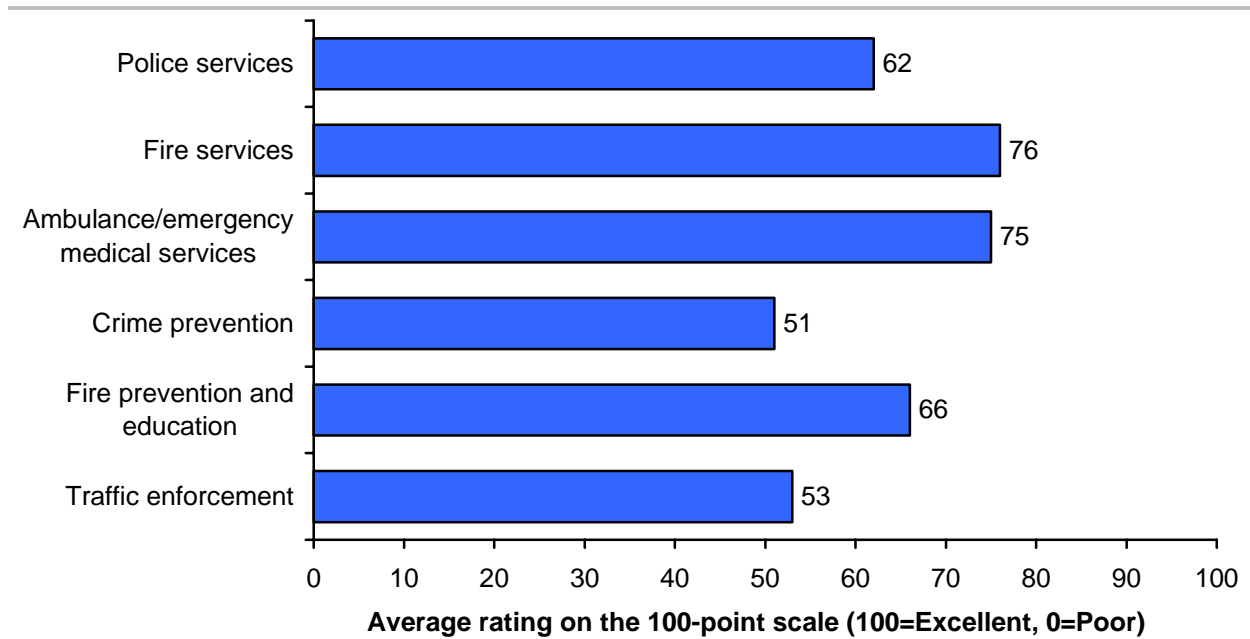


Overall Quality of Services: City of Gainesville, Federal Government and State Government

Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
The City of Gainesville	17%	45%	34%	4%	100%	58
The Federal Government	7%	31%	42%	21%	100%	41
The State Government	7%	34%	44%	16%	100%	44

Note: "don't know" responses have been removed.

Figure 18: Quality of Public Safety Services

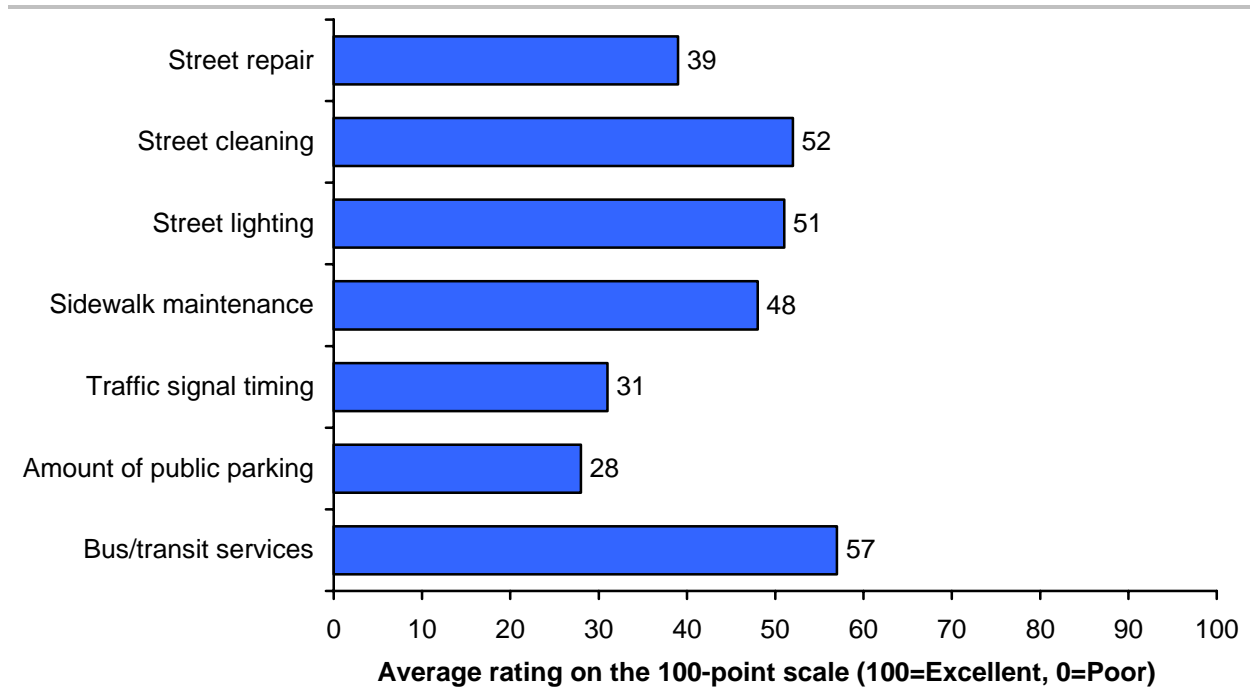


Quality of Public Safety Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total		
Police services	22%	46%	28%	4%	100%	62	
Fire services	39%	51%	11%	0%	100%	76	
Ambulance/emergency medical services	41%	44%	13%	1%	100%	75	
Crime prevention	15%	38%	33%	13%	100%	51	
Fire prevention and education	26%	49%	19%	5%	100%	66	
Traffic enforcement	15%	42%	28%	15%	100%	53	

Note: "don't know" responses have been removed.

Figure 19: Quality of Transportation Services

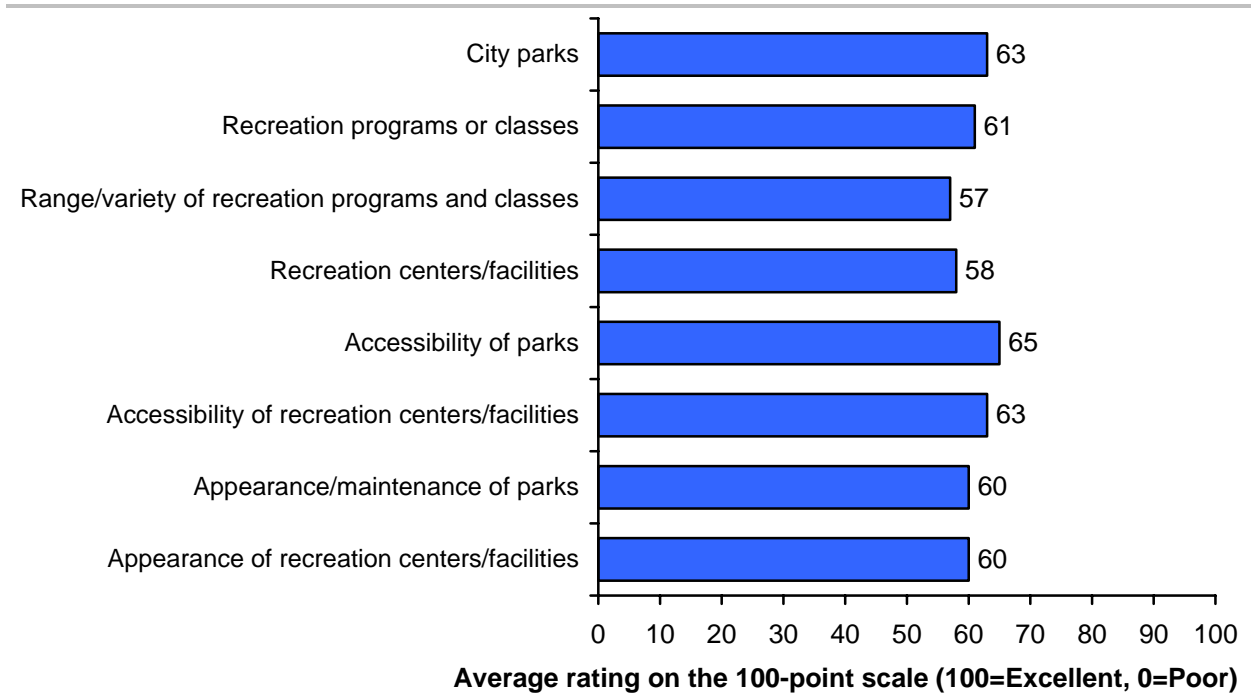


Quality of Transportation Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Street repair	7%	28%	39%	26%	100%	39
Street cleaning	13%	40%	37%	10%	100%	52
Street lighting	11%	45%	33%	12%	100%	51
Sidewalk maintenance	10%	38%	41%	12%	100%	48
Traffic signal timing	7%	24%	25%	44%	100%	31
Amount of public parking	3%	18%	38%	41%	100%	28
Bus/transit services	23%	38%	26%	13%	100%	57

Note: "don't know" responses have been removed.

Figure 20: Quality of Leisure Services

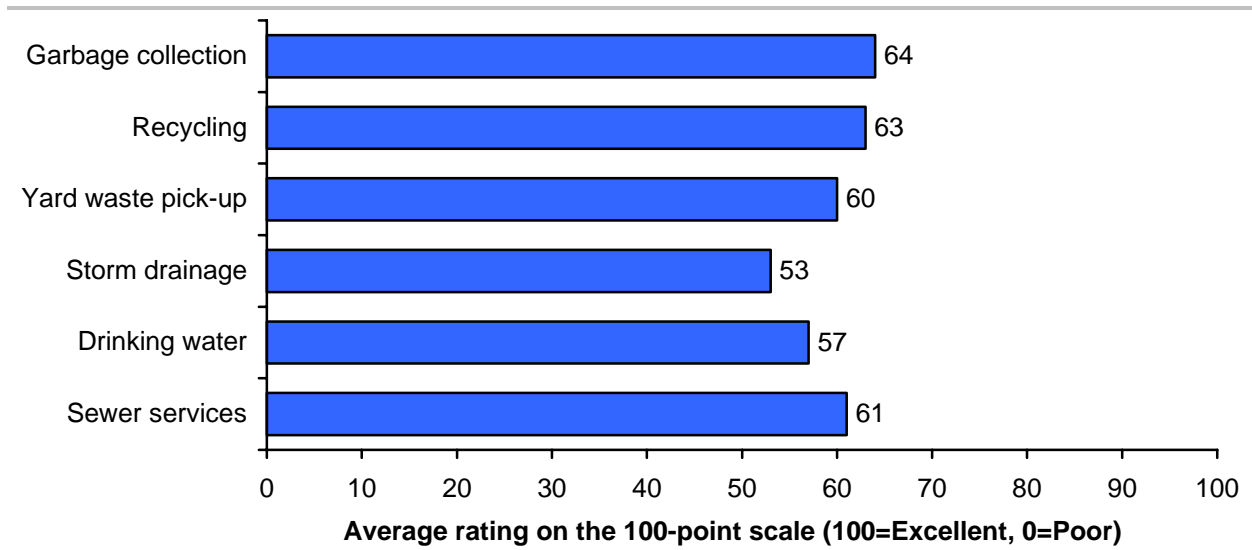


Quality of Leisure Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
City parks	21%	51%	23%	5%	100%	63
Recreation programs or classes	21%	50%	19%	10%	100%	61
Range/variety of recreation programs and classes	19%	44%	27%	10%	100%	57
Recreation centers/facilities	21%	44%	23%	12%	100%	58
Accessibility of parks	24%	51%	22%	4%	100%	65
Accessibility of recreation centers/facilities	22%	50%	24%	4%	100%	63
Appearance/maintenance of parks	17%	52%	27%	4%	100%	60
Appearance of recreation centers/facilities	15%	53%	27%	5%	100%	60

Note: "don't know" responses have been removed.

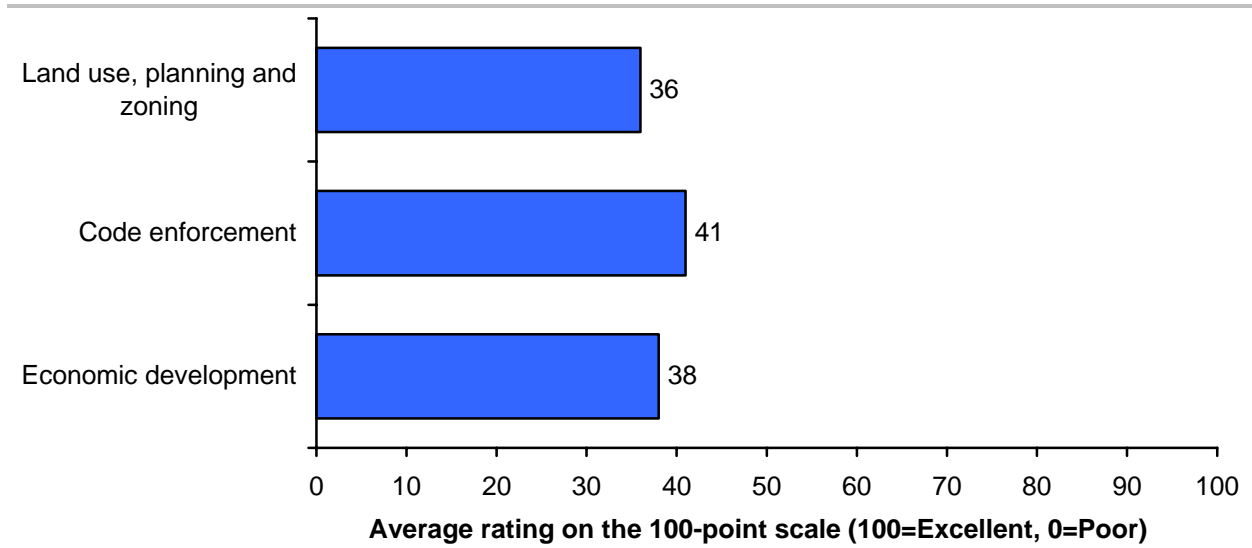
Figure 21: Quality of Utility Services



Quality of Utility Services						
How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Garbage collection	23%	51%	20%	6%	100%	64
Recycling	25%	48%	16%	10%	100%	63
Yard waste pick-up	25%	40%	24%	11%	100%	60
Storm drainage	9%	51%	30%	10%	100%	53
Drinking water	20%	41%	28%	11%	100%	57
Sewer services	14%	57%	26%	3%	100%	61

Note: "don't know" responses have been removed.

Figure 22: Quality of Planning and Code Enforcement Services

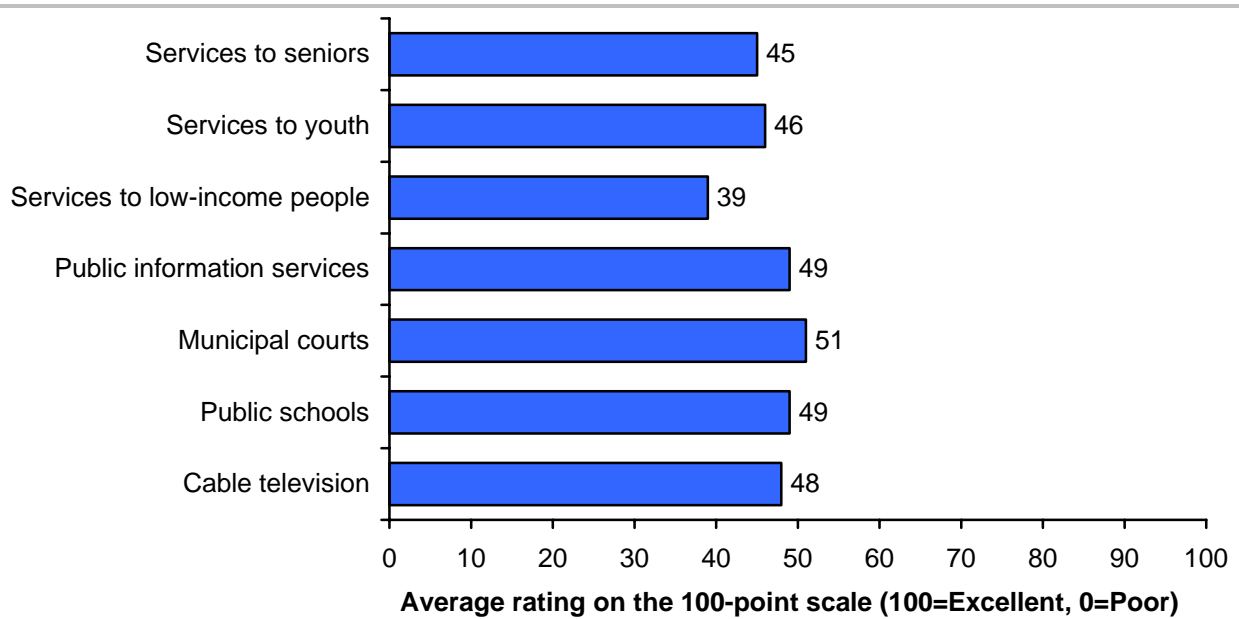


Quality of Planning and Code Enforcement Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Land use, planning and zoning	6%	24%	43%	27%	100%	36
Code enforcement (weeds, abandoned buildings, etc)	6%	32%	41%	21%	100%	41
Economic development	4%	30%	40%	25%	100%	38

Note: "don't know" responses have been removed.

Figure 23: Quality of Services to Special Populations and Other Services



Quality of Services to Special Populations and Other Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Services to seniors	12%	33%	33%	22%	100%	45
Services to youth	14%	33%	31%	23%	100%	46
Services to low-income people	11%	26%	33%	31%	100%	39
Public information services	9%	42%	39%	11%	100%	49
Municipal courts	9%	47%	32%	12%	100%	51
Public schools	7%	47%	31%	14%	100%	49
Cable television	12%	40%	29%	19%	100%	48

Note: "don't know" responses have been removed.

The City of Gainesville Employees

Impressions of the City of Gainesville employees were assessed on the questionnaire. Those who had been in contact with a City of Gainesville employee in the past year (48%) rated their overall impression as 66 on a 100-point scale.

Figure 24: Percent of Respondents Who Had Contact with a City of Gainesville Employee

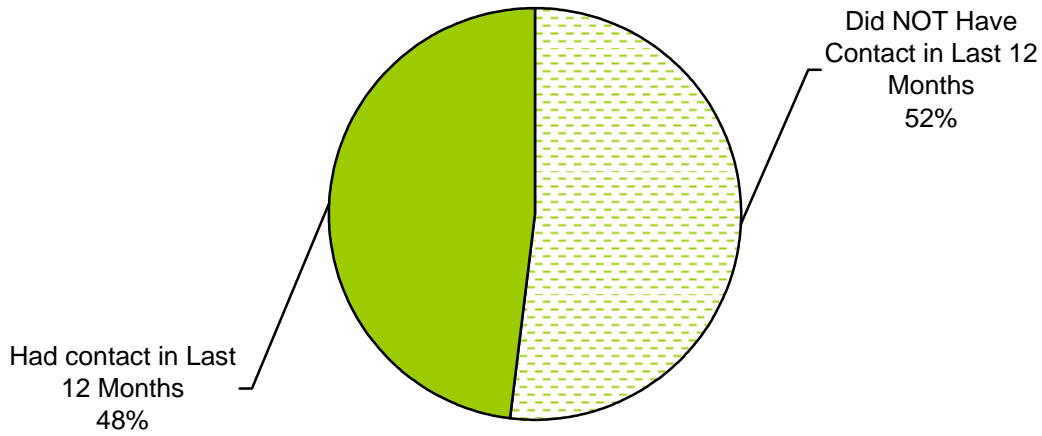
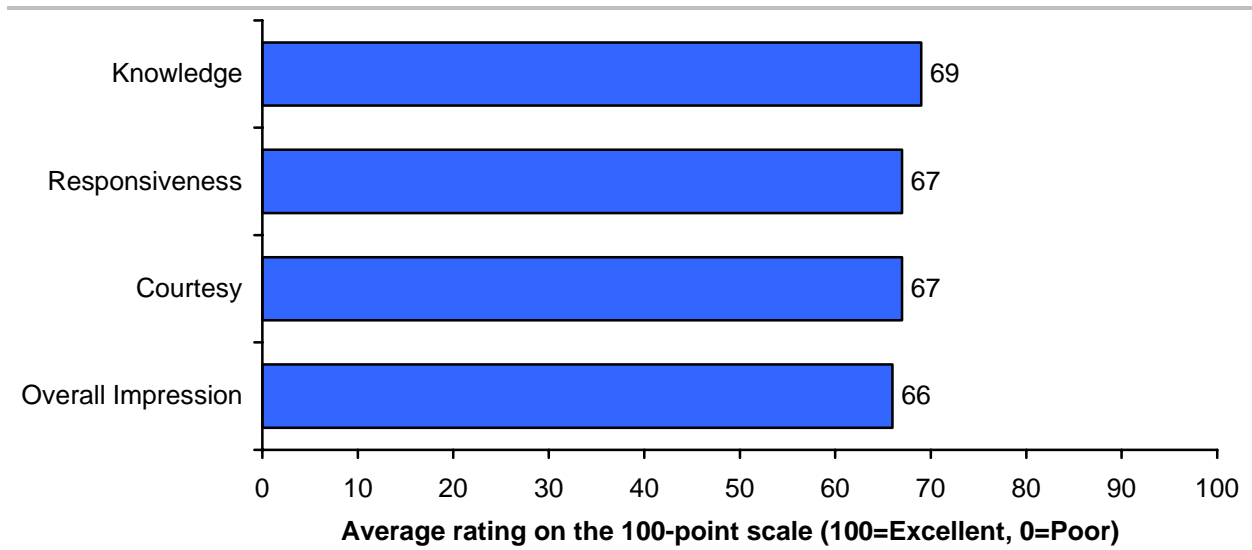


Figure 25: Ratings of Contact with the City of Gainesville Employees



Ratings of Contact with City of Gainesville Employees

What was your impression of employees of the City of Gainesville in your most recent contact?						Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor			
Knowledge	33%	44%	19%	4%	100%	69	
Responsiveness	39%	33%	20%	8%	100%	67	
Courtesy	39%	32%	20%	9%	100%	67	
Overall Impression	35%	35%	22%	8%	100%	66	

Note: "don't know" responses have been removed.

ADDITIONAL QUESTIONS

Three additional questions were asked by the City of Gainesville. The results for these questions are displayed below.

Policy Question #1					
Please rate how important each of the following is to you:	Essential	Very important	Somewhat important	Not at all important	Total
Purchase of land for conservation	24%	31%	34%	11%	100%
More recreational facilities (ball fields, swimming pools, etc.)	11%	28%	42%	19%	100%
Public safety enhancements	20%	44%	26%	10%	100%
New road construction	16%	26%	41%	17%	100%
Road reconstruction	22%	39%	31%	8%	100%
Traffic reduction measures	31%	38%	23%	8%	100%
Economic development	24%	44%	25%	7%	100%
Improving mass transit	20%	34%	34%	12%	100%
Investment in computer and technological infrastructure	13%	34%	38%	15%	100%

Note: "don't know" responses have been removed.

Question 16b: Policy Question 2					
Due to current economic conditions, the City will need to increase revenues or reduce services. Please indicate to what extent you would support or oppose the following types of revenue increases to fund improvements:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Increased sales tax	10%	29%	21%	41%	100%
Increased impact fees on new home construction	27%	30%	17%	26%	100%
Increased property tax	8%	17%	25%	50%	100%

Policy Question 3

If the City were to have to reduce services, in which City services are you willing to make changes? Please check all that apply:	Percent of Respondents
Increase the response time to citizens' complaints on code enforcement	42%
Reduce art and cultural programs	38%
Eliminate the purchase of land for conservation	35%
Reduce traffic mitigation measures	26%
Reduce recreation programs and opportunities	24%
Reduce the level of street and roadway maintenance	22%
Eliminate fire safety education programs	22%
Eliminate social service programs	21%
Eliminate economic development activities	20%
Eliminate neighborhood improvement programs	16%
Reduce park maintenance	15%
Eliminate crime prevention programs	9%
Total may exceed 100% as respondents could select more than one category.	

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTION

Question 1: Quality of Life Ratings

	Excellent		Good		Fair		Poor		Don't know		Total	
How do you rate Gainesville as a place to live?	24%	N=65	54%	N=142	19%	N=51	2%	N=5	0%	N=0	100%	N=264
How do you rate your neighborhood as a place to live?	29%	N=76	44%	N=116	22%	N=58	5%	N=12	0%	N=0	100%	N=262
How do you rate Gainesville as a place to raise children?	15%	N=39	42%	N=110	19%	N=49	4%	N=10	20%	N=54	100%	N=261
How do you rate Gainesville as a place to work?	10%	N=25	36%	N=94	28%	N=73	22%	N=57	5%	N=13	100%	N=262
How do you rate Gainesville as a place to retire?	13%	N=35	33%	N=86	21%	N=54	17%	N=44	16%	N=43	100%	N=261
How do you rate the overall quality of life in Gainesville?	17%	N=43	55%	N=142	27%	N=70	2%	N=6	0%	N=0	100%	N=260

The City of Gainesville Citizen Survey

Appendix A: Survey Frequencies

Question 2: Please rate each of the following characteristics as they relate to Gainesville as a whole

	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	21%	N=55	39%	N=99	31%	N=79	6%	N=15	3%	N=8	100%	N=255
Openness and acceptance of the community towards people of diverse backgrounds	23%	N=61	39%	N=101	26%	N=68	9%	N=23	3%	N=8	100%	N=261
Overall appearance of Gainesville	10%	N=25	57%	N=144	24%	N=62	8%	N=22	1%	N=2	100%	N=255
Opportunities to attend cultural activities	32%	N=84	39%	N=102	17%	N=44	8%	N=20	4%	N=11	100%	N=261
Shopping opportunities	17%	N=44	36%	N=94	33%	N=86	13%	N=35	1%	N=4	100%	N=262
Air quality	24%	N=62	50%	N=131	19%	N=49	3%	N=8	5%	N=12	100%	N=262
Recreational opportunities	26%	N=66	43%	N=111	20%	N=52	10%	N=26	2%	N=5	100%	N=260
Job opportunities	5%	N=14	24%	N=62	33%	N=85	32%	N=82	6%	N=16	100%	N=258
Access to affordable quality housing	8%	N=22	24%	N=62	39%	N=102	21%	N=54	8%	N=20	100%	N=261
Access to affordable quality child care	3%	N=8	17%	N=43	20%	N=52	9%	N=24	51%	N=130	100%	N=257
Access to affordable quality health care	15%	N=39	27%	N=68	28%	N=73	9%	N=23	21%	N=53	100%	N=257
Access to affordable quality food	22%	N=57	40%	N=104	30%	N=78	6%	N=15	3%	N=7	100%	N=261
Ease of car travel in Gainesville	13%	N=34	27%	N=70	34%	N=89	24%	N=62	1%	N=3	100%	N=258
Ease of bus travel in Gainesville	15%	N=38	26%	N=67	19%	N=49	13%	N=35	27%	N=72	100%	N=261
Ease of bicycle travel in Gainesville	19%	N=50	33%	N=87	17%	N=43	11%	N=28	20%	N=51	100%	N=260
Ease of walking in Gainesville	24%	N=63	35%	N=91	24%	N=63	9%	N=24	7%	N=17	100%	N=258
Educational opportunities	48%	N=125	35%	N=90	10%	N=27	4%	N=10	3%	N=7	100%	N=260
Overall image/reputation of Gainesville	21%	N=53	49%	N=127	27%	N=70	3%	N=8	0%	N=1	100%	N=260
Overall quality of new development in Gainesville	11%	N=28	33%	N=85	27%	N=71	15%	N=39	15%	N=39	100%	N=262

The City of Gainesville Citizen Survey

Appendix A: Survey Frequencies

Question 3: Please rate the speed of growth in the following categories in Gainesville over the past two years

	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	1%	N=3	4%	N=11	40%	N=104	28%	N=72	10%	N=26	17%	N=46	100%	N=261
Retail growth (stores, restaurants etc.)	6%	N=16	20%	N=50	40%	N=103	14%	N=36	7%	N=17	13%	N=34	100%	N=255
Jobs growth	22%	N=58	33%	N=85	19%	N=50	1%	N=2	0%	N=1	24%	N=62	100%	N=259

The City of Gainesville Citizen Survey

Appendix A: Survey Frequencies

Question 4: To what degree are the following problems in Gainesville													
	Not a problem		Minor problem		Moderate problem		Major problem		Don't know		Total		
Crime	8%	N=19	22%	N=54	45%	N=113	17%	N=42	9%	N=22	100%	N=250	
Drugs	12%	N=29	14%	N=34	33%	N=81	26%	N=64	16%	N=41	100%	N=249	
Too much growth	27%	N=67	20%	N=50	25%	N=61	16%	N=40	11%	N=28	100%	N=246	
Lack of growth	49%	N=120	22%	N=53	11%	N=28	6%	N=15	11%	N=27	100%	N=243	
Graffiti	40%	N=101	37%	N=93	15%	N=38	2%	N=6	5%	N=13	100%	N=250	
Noise	32%	N=79	34%	N=85	25%	N=62	8%	N=20	1%	N=3	100%	N=248	
Run down buildings, weed lots, or junk vehicles	18%	N=44	37%	N=92	29%	N=73	14%	N=34	2%	N=5	100%	N=249	
Taxes	14%	N=35	19%	N=47	22%	N=54	28%	N=71	17%	N=44	100%	N=252	
Traffic congestion	5%	N=13	24%	N=60	28%	N=69	43%	N=106	0%	N=1	100%	N=249	
Unsupervised youth	24%	N=59	28%	N=70	17%	N=41	14%	N=34	18%	N=45	100%	N=248	
Homelessness	3%	N=9	21%	N=53	31%	N=78	41%	N=103	3%	N=9	100%	N=252	
Weeds	30%	N=76	29%	N=73	22%	N=56	7%	N=18	11%	N=27	100%	N=249	
Absence of communications from the City of Gainesville translated into languages other than English	36%	N=91	12%	N=31	5%	N=13	4%	N=11	42%	N=104	100%	N=249	
Unwanted local businesses	47%	N=117	20%	N=50	6%	N=16	3%	N=7	23%	N=58	100%	N=248	
Toxic waste or other environmental hazard(s)	23%	N=56	18%	N=46	14%	N=35	7%	N=18	38%	N=95	100%	N=250	

The City of Gainesville Citizen Survey

Appendix A: Survey Frequencies

Question 5: Please rate how safe you feel from the following occurring to you in Gainesville

	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	21%	N=53	35%	N=90	15%	N=38	23%	N=59	5%	N=12	1%	N=3	100%	N=256
Property crimes (e.g., burglary, theft)	13%	N=33	29%	N=75	17%	N=45	31%	N=79	8%	N=20	1%	N=3	100%	N=256
Fire	32%	N=81	36%	N=91	20%	N=51	7%	N=18	1%	N=3	4%	N=11	100%	N=255

Question 6: Please rate how safe you feel:

	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	74%	N=188	20%	N=51	4%	N=9	2%	N=5	1%	N=2	0%	N=0	100%	N=256
In your neighborhood after dark	27%	N=70	41%	N=104	10%	N=26	16%	N=41	5%	N=14	0%	N=0	100%	N=256
In Gainesville's downtown area during the day	40%	N=103	39%	N=100	7%	N=19	8%	N=19	1%	N=3	4%	N=10	100%	N=254
In Gainesville's downtown area after dark	7%	N=18	25%	N=64	16%	N=41	30%	N=75	16%	N=40	6%	N=16	100%	N=254
In Gainesville's parks during the day	38%	N=98	33%	N=83	8%	N=20	5%	N=13	1%	N=2	15%	N=38	100%	N=254
In Gainesville's parks after dark	4%	N=10	15%	N=39	17%	N=42	22%	N=56	17%	N=44	24%	N=62	100%	N=253

Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?

	No		Yes		Total	
During the past twelve months, were you or anyone in your household the victim of any crime?	87%	N=219	13%	N=33	100%	N=252

Question 8: If yes, was this crime (these crimes) reported to the police?

	No		Yes		Don't know		Total	
If yes, was this crime (these crimes) reported to the police?	38%	N=15	58%	N=23	4%	N=2	100%	N=40

The City of Gainesville Citizen Survey

Appendix A: Survey Frequencies

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Gainesville?

	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Gainesville public libraries or their services	35%	N=89	27%	N=68	26%	N=64	9%	N=22	3%	N=7	100%	N=250
Participated in a recreation program or activity	49%	N=120	28%	N=69	18%	N=46	2%	N=6	2%	N=6	100%	N=246
Visited a Gainesville park	17%	N=43	28%	N=70	34%	N=85	14%	N=35	8%	N=20	100%	N=252
Ridden a local bus within Gainesville	49%	N=124	11%	N=27	12%	N=29	9%	N=22	20%	N=51	100%	N=253
Attended a meeting of local elected officials or other local public meeting	74%	N=187	18%	N=46	7%	N=18	1%	N=1	0%	N=0	100%	N=252
Watched a meeting of local elected officials or other local public meeting on cable television	40%	N=102	30%	N=77	19%	N=48	7%	N=19	3%	N=7	100%	N=253
Recycled used paper, cans or bottles from your home	10%	N=24	8%	N=21	13%	N=34	8%	N=21	60%	N=153	100%	N=253
Volunteered your time to some group/activity in Gainesville	45%	N=114	21%	N=52	19%	N=48	6%	N=16	8%	N=21	100%	N=251
Used the Internet for anything	11%	N=28	3%	N=9	3%	N=7	3%	N=8	80%	N=202	100%	N=253
Used the Internet to conduct business with Gainesville	37%	N=93	19%	N=49	14%	N=35	6%	N=14	24%	N=62	100%	N=252
Purchased an item over the Internet	17%	N=42	14%	N=36	25%	N=63	13%	N=34	31%	N=78	100%	N=253

The City of Gainesville Citizen Survey

Appendix A: Survey Frequencies

Question 10: How do you rate the quality of each of the following services in Gainesville?

	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	20%	N=50	42%	N=105	26%	N=63	3%	N=8	8%	N=21	100%	N=248
Fire services	29%	N=71	37%	N=92	8%	N=19	0%	N=0	26%	N=65	100%	N=247
Ambulance/emergency medical services	31%	N=76	33%	N=81	10%	N=24	1%	N=2	26%	N=63	100%	N=246
Crime prevention	12%	N=29	31%	N=76	27%	N=67	11%	N=27	19%	N=46	100%	N=245
Fire prevention and education	17%	N=42	32%	N=78	13%	N=30	3%	N=8	34%	N=81	100%	N=239
Traffic enforcement	14%	N=35	38%	N=94	26%	N=64	13%	N=33	9%	N=21	100%	N=246
Garbage collection	22%	N=55	48%	N=119	19%	N=48	6%	N=14	4%	N=11	100%	N=247
Recycling	23%	N=56	43%	N=107	14%	N=36	9%	N=23	10%	N=25	100%	N=247
Yard waste pick-up	17%	N=42	27%	N=68	16%	N=41	7%	N=18	32%	N=78	100%	N=246
Street repair	7%	N=16	27%	N=65	37%	N=91	24%	N=60	6%	N=14	100%	N=246
Street cleaning	12%	N=30	38%	N=93	34%	N=84	9%	N=22	6%	N=16	100%	N=245
Street lighting	10%	N=26	44%	N=110	33%	N=81	12%	N=29	1%	N=2	100%	N=247
Sidewalk maintenance	9%	N=22	36%	N=87	38%	N=94	11%	N=27	6%	N=15	100%	N=244
Traffic signal timing	7%	N=16	23%	N=57	25%	N=61	44%	N=107	1%	N=3	100%	N=244
Amount of public parking	3%	N=8	17%	N=42	36%	N=90	38%	N=95	5%	N=13	100%	N=248
Bus/transit services	17%	N=42	28%	N=69	19%	N=47	10%	N=24	26%	N=64	100%	N=246
Storm drainage	7%	N=17	42%	N=103	24%	N=60	8%	N=21	18%	N=45	100%	N=245
Drinking water	19%	N=47	39%	N=96	27%	N=66	10%	N=26	4%	N=11	100%	N=246
Sewer services	11%	N=28	45%	N=109	20%	N=50	3%	N=7	21%	N=52	100%	N=245
City parks	18%	N=44	43%	N=104	19%	N=47	4%	N=11	16%	N=39	100%	N=245
Recreation programs or classes	13%	N=33	31%	N=77	12%	N=29	6%	N=15	37%	N=92	100%	N=247

