

# **The National Citizen Survey™**

## **Elk Grove, CA**

Technical Appendices

2013

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## Appendix A: 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 Elk Grove:	Excellent		Good		Fair		Poor		Total	
Elk Grove as a place to live	35%	N=93	53%	N=141	12%	N=31	0%	N=1	100%	N=267
Your neighborhood as a place to live	37%	N=98	45%	N=118	15%	N=40	3%	N=7	100%	N=263
Elk Grove as a place to raise children	36%	N=88	50%	N=120	13%	N=31	1%	N=3	100%	N=242
Elk Grove as a place to work	17%	N=31	42%	N=77	20%	N=37	21%	N=39	100%	N=184
Elk Grove as a place to visit	19%	N=46	27%	N=66	33%	N=82	22%	N=54	100%	N=248
Elk Grove as a place to retire	24%	N=55	45%	N=102	22%	N=49	9%	N=21	100%	N=227
The overall quality of life in Elk Grove	26%	N=69	55%	N=143	18%	N=47	1%	N=3	100%	N=262

Table 2: Question 2

Please rate each of the following characteristics as they relate to Elk Grove as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Elk Grove	22%	N=58	57%	N=152	16%	N=43	5%	N=14	100%	N=267
Overall ease of getting to the places you usually have to visit	23%	N=62	52%	N=137	18%	N=48	7%	N=18	100%	N=265
Quality of overall natural environment in Elk Grove	26%	N=68	51%	N=134	20%	N=52	4%	N=9	100%	N=263
Overall "built environment" of Elk Grove (including overall design, buildings, parks and transportation systems)	19%	N=51	45%	N=117	29%	N=77	6%	N=16	100%	N=261
Health and wellness opportunities in Elk Grove	25%	N=63	49%	N=124	22%	N=54	4%	N=10	100%	N=251
Overall opportunities for education and enrichment	20%	N=51	46%	N=117	27%	N=69	6%	N=15	100%	N=251
Overall economic health of Elk Grove	17%	N=40	45%	N=105	31%	N=71	6%	N=15	100%	N=231
Sense of community	21%	N=55	45%	N=116	24%	N=62	10%	N=26	100%	N=259
Overall image or reputation of Elk Grove	21%	N=56	52%	N=137	22%	N=58	4%	N=12	100%	N=262

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 Elk Grove to someone who asks	52%	N=137	36%	N=96	6%	N=16	6%	N=15	100%	N=264
Remain in Elk Grove for the next five years	59%	N=151	28%	N=72	6%	N=16	7%	N=18	100%	N=258

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	58%	N=154	35%	N=93	3%	N=9	3%	N=7	1%	N=4	100%	N=267
In Elk Grove's downtown/commercial area during the day	47%	N=114	36%	N=88	13%	N=31	3%	N=7	1%	N=3	100%	N=242

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Elk Grove as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	6%	N=16	42%	N=112	35%	N=93	18%	N=48	100%	N=268
Ease of travel by car in Elk Grove	14%	N=37	44%	N=115	31%	N=82	12%	N=30	100%	N=263
Ease of travel by public transportation in Elk Grove	9%	N=11	32%	N=43	26%	N=35	33%	N=43	100%	N=133
Ease of travel by bicycle in Elk Grove	18%	N=35	39%	N=75	31%	N=58	12%	N=23	100%	N=191
Ease of walking in Elk Grove	26%	N=65	45%	N=113	20%	N=50	9%	N=23	100%	N=251
Availability of paths and walking trails	32%	N=78	40%	N=98	19%	N=46	8%	N=19	100%	N=242
Air quality	15%	N=38	58%	N=153	25%	N=65	2%	N=6	100%	N=263
Cleanliness of Elk Grove	22%	N=59	58%	N=154	16%	N=41	4%	N=11	100%	N=265
Overall appearance of Elk Grove	23%	N=61	56%	N=151	18%	N=49	3%	N=7	100%	N=268
Public places where people want to spend time	17%	N=44	41%	N=104	29%	N=74	13%	N=33	100%	N=255
Variety of housing options	17%	N=43	45%	N=114	32%	N=80	6%	N=14	100%	N=252
Availability of affordable quality housing	14%	N=30	36%	N=77	40%	N=87	10%	N=21	100%	N=216
Fitness opportunities (including exercise classes and paths or trails, etc.)	30%	N=78	46%	N=120	18%	N=46	6%	N=15	100%	N=259
Recreational opportunities	27%	N=68	42%	N=108	22%	N=56	9%	N=23	100%	N=254
Availability of affordable quality food	29%	N=76	37%	N=98	30%	N=80	4%	N=11	100%	N=266
Availability of affordable quality health care	27%	N=65	46%	N=111	21%	N=51	7%	N=16	100%	N=242
Availability of preventive health services	29%	N=62	42%	N=92	24%	N=52	6%	N=12	100%	N=218
Availability of affordable quality mental health care	25%	N=32	32%	N=40	28%	N=35	15%	N=19	100%	N=126

Table 6: Question 6

Please rate each of the following characteristics as they relate to Elk Grove as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	20%	N=24	40%	N=48	30%	N=36	10%	N=12	100%	N=120
K-12 education	24%	N=48	54%	N=107	17%	N=34	5%	N=10	100%	N=199
Adult educational opportunities	14%	N=26	44%	N=82	29%	N=53	12%	N=23	100%	N=184
Opportunities to attend cultural/arts/music activities	12%	N=27	32%	N=71	41%	N=91	16%	N=35	100%	N=224
Opportunities to participate in religious or spiritual events and activities	27%	N=49	38%	N=69	28%	N=51	6%	N=12	100%	N=181
Employment opportunities	6%	N=11	26%	N=50	34%	N=65	34%	N=64	100%	N=191
Shopping opportunities	17%	N=43	34%	N=88	32%	N=84	17%	N=45	100%	N=259
Cost of living in Elk Grove	9%	N=23	33%	N=85	48%	N=121	9%	N=24	100%	N=253
Overall quality of business and service establishments in Elk Grove	13%	N=32	47%	N=118	33%	N=82	8%	N=20	100%	N=253
Vibrant downtown/commercial area	8%	N=18	22%	N=52	40%	N=93	30%	N=71	100%	N=235
Overall quality of new development in Elk Grove	12%	N=28	40%	N=96	36%	N=85	12%	N=28	100%	N=237
Opportunities to participate in social events and activities	12%	N=26	40%	N=87	35%	N=76	13%	N=28	100%	N=216
Opportunities to volunteer	22%	N=40	40%	N=74	26%	N=47	12%	N=22	100%	N=184
Opportunities to participate in community matters	15%	N=31	39%	N=82	32%	N=66	14%	N=28	100%	N=207
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=37	45%	N=94	30%	N=62	8%	N=16	100%	N=208
Neighborliness of Elk Grove	16%	N=40	43%	N=105	30%	N=75	11%	N=26	100%	N=246

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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	
	%	N	%	N	%	N
Made efforts to conserve water	11%	N=28	89%	N=235	100%	N=263
Made efforts to make your home more energy efficient	21%	N=55	79%	N=207	100%	N=263
Observed a code violation or other hazard in Elk Grove	60%	N=156	40%	N=105	100%	N=261
Household member was a victim of a crime in Elk Grove	86%	N=227	14%	N=36	100%	N=263
Reported a crime to the police in Elk Grove	74%	N=194	26%	N=68	100%	N=262
Stocked supplies in preparation for an emergency	69%	N=181	31%	N=80	100%	N=262
Campaigned or advocated for an issue, cause or candidate	80%	N=210	20%	N=53	100%	N=262
Contacted Elk Grove (in-person, phone, email or web) for help or information	61%	N=160	39%	N=101	100%	N=262
Contacted Elk Grove elected officials (in-person, phone, email or web) to express your opinion	87%	N=228	13%	N=34	100%	N=262

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 Elk Grove?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Elk Grove public libraries or their services	5%	N=14	19%	N=51	31%	N=82	44%	N=116	100%	N=263
Participated in religious or spiritual activities in Elk Grove	11%	N=27	23%	N=58	12%	N=32	55%	N=141	100%	N=259
Attended a City-sponsored event	1%	N=3	3%	N=9	42%	N=107	53%	N=137	100%	N=256
Used bus, rail, subway or other public transportation instead of driving	7%	N=17	3%	N=7	8%	N=20	83%	N=212	100%	N=256
Carpooled with other adults or children instead of driving alone	19%	N=48	16%	N=42	14%	N=36	51%	N=132	100%	N=258
Walked or biked instead of driving	14%	N=35	18%	N=46	26%	N=66	43%	N=109	100%	N=255
Volunteered your time to some group/activity in Elk Grove	7%	N=17	8%	N=22	17%	N=42	68%	N=174	100%	N=255
Participated in a club	7%	N=18	6%	N=14	9%	N=22	79%	N=203	100%	N=257
Talked to or visited with your immediate neighbors	42%	N=109	27%	N=68	24%	N=62	7%	N=19	100%	N=258
Done a favor for a neighbor	25%	N=64	23%	N=59	34%	N=88	18%	N=48	100%	N=258

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	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	2%	N=5	16%	N=43	81%	N=211	100%	N=260
Watched (online or on television) a local public meeting	1%	N=1	2%	N=6	15%	N=39	82%	N=214	100%	N=260

Table 10: Question 10

Please rate the quality of each of the following services in Elk Grove:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	25%	N=58	46%	N=105	25%	N=57	4%	N=10	100%	N=230
Crime prevention	18%	N=39	44%	N=93	28%	N=59	10%	N=20	100%	N=212
Traffic enforcement	18%	N=41	45%	N=106	24%	N=56	14%	N=33	100%	N=236
Street repair	20%	N=49	43%	N=105	26%	N=64	12%	N=28	100%	N=246
Street cleaning	19%	N=48	47%	N=115	23%	N=58	10%	N=26	100%	N=246

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Please rate the quality of each of the following services in Elk Grove:	Excellent		Good		Fair		Poor		Total	
Street lighting	15%	N=39	56%	N=144	20%	N=50	8%	N=21	100%	N=254
Sidewalk maintenance	19%	N=46	48%	N=117	24%	N=58	9%	N=22	100%	N=244
Traffic signal timing	14%	N=34	37%	N=94	32%	N=80	18%	N=46	100%	N=254
Bus or transit services	9%	N=11	47%	N=59	25%	N=31	20%	N=25	100%	N=126
Garbage collection	31%	N=80	52%	N=134	16%	N=40	1%	N=2	100%	N=257
Recycling	31%	N=81	53%	N=136	14%	N=36	2%	N=5	100%	N=259
Yard waste pick-up	31%	N=74	49%	N=118	17%	N=41	4%	N=9	100%	N=242
Storm drainage	22%	N=54	46%	N=110	24%	N=59	8%	N=18	100%	N=241
Utility billing	17%	N=41	42%	N=104	29%	N=71	12%	N=30	100%	N=246
Land use, planning and zoning	12%	N=24	41%	N=79	29%	N=56	18%	N=35	100%	N=194
Code enforcement (weeds, abandoned buildings, etc.)	11%	N=21	36%	N=70	33%	N=65	20%	N=39	100%	N=196
Animal control	12%	N=22	45%	N=82	30%	N=54	12%	N=22	100%	N=181
Economic development	9%	N=16	38%	N=73	38%	N=72	15%	N=29	100%	N=190
Public library services	30%	N=64	48%	N=103	17%	N=36	4%	N=9	100%	N=212
Public information services	17%	N=31	47%	N=85	28%	N=52	8%	N=14	100%	N=183
Cable television	15%	N=34	41%	N=93	28%	N=63	16%	N=35	100%	N=224
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	N=27	36%	N=48	30%	N=40	13%	N=18	100%	N=134
Preservation of natural areas such as open space, farmlands and greenbelts	18%	N=38	43%	N=94	27%	N=59	12%	N=27	100%	N=219
Elk Grove open space	16%	N=34	43%	N=92	28%	N=61	13%	N=28	100%	N=214
City-sponsored special events	15%	N=29	44%	N=82	31%	N=58	10%	N=19	100%	N=189
Overall customer service by Elk Grove employees (police, receptionists, planners, etc.)	23%	N=47	44%	N=90	29%	N=60	4%	N=9	100%	N=207

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 Elk Grove	21%	N=47	49%	N=111	27%	N=61	4%	N=8	100%	N=226
The Federal Government	11%	N=22	28%	N=55	37%	N=73	25%	N=49	100%	N=198

Table 12: Question 12

Please rate the following categories of Elk Grove government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Elk Grove	11%	N=25	38%	N=86	39%	N=89	13%	N=30	100%	N=229
The overall direction that Elk Grove is taking	12%	N=27	40%	N=91	31%	N=69	17%	N=38	100%	N=224
The job Elk Grove government does at welcoming citizen involvement	13%	N=24	39%	N=71	25%	N=45	23%	N=41	100%	N=182
Overall confidence in Elk Grove government	12%	N=26	37%	N=80	32%	N=69	19%	N=40	100%	N=216
Generally acting in the best interest of the community	13%	N=29	42%	N=90	28%	N=61	17%	N=37	100%	N=217
Being honest	14%	N=26	39%	N=72	33%	N=61	14%	N=27	100%	N=186
Treating all residents fairly	14%	N=28	41%	N=80	31%	N=60	14%	N=27	100%	N=195

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Table 13: Question 13

How often do you visit Old Town Elk Grove?	Percent	Number
A few times a week or more	8%	N=21
2-4 times a month	14%	N=36
Once a month or less	58%	N=154
Not at all	20%	N=53
Total	100%	N=263

Table 14: Question 14

How often, if at all, do you visit Old Town Elk Grove for each of the following?	Never		Rarely		Sometimes		Frequently		Not applicable		Total	
Dining/nightlife/entertainment	27%	N=70	29%	N=75	26%	N=66	8%	N=21	10%	N=25	100%	N=258
Nails/hair/spa services	46%	N=119	16%	N=40	16%	N=40	10%	N=27	12%	N=31	100%	N=258
Boutique shopping	43%	N=112	24%	N=61	15%	N=38	8%	N=20	10%	N=27	100%	N=258
General shopping	39%	N=102	20%	N=52	20%	N=51	14%	N=36	7%	N=18	100%	N=260
Special events	30%	N=76	26%	N=66	25%	N=64	10%	N=26	9%	N=22	100%	N=253
Art gallery/art purchase	57%	N=146	17%	N=45	10%	N=26	5%	N=12	10%	N=27	100%	N=255
Real estate/accounting/banking/tax/legal services	61%	N=156	11%	N=29	10%	N=25	9%	N=23	9%	N=22	100%	N=255
Auto/home improvement services	52%	N=133	17%	N=45	13%	N=32	8%	N=20	10%	N=25	100%	N=255
Places of worship	66%	N=168	8%	N=21	6%	N=16	8%	N=20	12%	N=30	100%	N=257
Education or lessons (dancing, martial arts, etc.)	68%	N=174	11%	N=28	4%	N=11	4%	N=10	13%	N=32	100%	N=256
Business services	55%	N=142	16%	N=41	16%	N=41	3%	N=8	10%	N=26	100%	N=259
Other	41%	N=91	15%	N=33	13%	N=28	5%	N=11	26%	N=58	100%	N=220

Table 15: Question 15

What type of new development, if any, would you like to see in Old Town Elk Grove? (Please check all that apply.)	Percent	Number
Performing arts theater	35%	N=80
Outdoor concert/special event venue	47%	N=109
Activities or destinations for children and families	46%	N=105
Movie theater	33%	N=77
Seasonal ice rink	43%	N=99
Plaza setting (benches, landscapes and promenade)	40%	N=92
Community park	27%	N=63
History center/displays	27%	N=62
Museum	30%	N=68
Boutique shopping	24%	N=56
General shopping	34%	N=77
Fine dining	43%	N=100
Casual dining	44%	N=101
Office space	6%	N=15
Other	8%	N=17
None	4%	N=9

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

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Table 16: 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=6	2%	N=5	4%	N=9	22%	N=57	70%	N=177	100%	N=255
Purchase goods or services from a business located in Elk Grove	0%	N=1	3%	N=7	12%	N=29	53%	N=135	32%	N=80	100%	N=252
Eat at least 5 portions of fruits and vegetables a day	3%	N=8	9%	N=23	34%	N=87	33%	N=83	20%	N=51	100%	N=251
Participate in moderate or vigorous physical activity	3%	N=9	18%	N=45	25%	N=63	34%	N=86	19%	N=49	100%	N=252
Read or watch local news (via television, paper, computer, etc.)	2%	N=5	6%	N=16	24%	N=62	27%	N=70	40%	N=104	100%	N=257
Vote in local elections	15%	N=37	4%	N=11	11%	N=28	14%	N=36	56%	N=142	100%	N=253

Table 17: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	17%	N=45
Very good	41%	N=106
Good	31%	N=81
Fair	8%	N=21
Poor	3%	N=7
Total	100%	N=260

Table 18: 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	6%	N=15
Somewhat positive	24%	N=62
Neutral	46%	N=119
Somewhat negative	20%	N=53
Very negative	4%	N=9
Total	100%	N=258



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Table 19: Question D4

What is your employment status?	Percent	Number
Working full time for pay	54%	N=139
Working part time for pay	14%	N=37
Unemployed, looking for paid work	7%	N=18
Unemployed, not looking for paid work	5%	N=14
Fully retired	19%	N=49
Total	100%	N=257

Table 20: Question D5

Do you work inside the boundaries of Elk Grove?	Percent	Number
Yes, outside the home	21%	N=52
Yes, from home	8%	N=19
No	72%	N=179
Total	100%	N=249

Table 21: Question D6

How many years have you lived in Elk Grove?	Percent	Number
Less than 2 years	11%	N=28
2 to 5 years	19%	N=49
6 to 10 years	25%	N=65
11 to 20 years	24%	N=63
More than 20 years	21%	N=53
Total	100%	N=258

Table 22: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	86%	N=222
Building with two or more homes (duplex, townhome, apartment or condominium)	13%	N=34
Mobile home	0%	N=1
Other	1%	N=2
Total	100%	N=259

Table 23: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	27%	N=68
Owned	73%	N=189
Total	100%	N=257

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Table 24: 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	7%	N=19
\$300 to \$599 per month	3%	N=7
\$600 to \$999 per month	14%	N=34
\$1,000 to \$1,499 per month	28%	N=71
\$1,500 to \$2,499 per month	36%	N=91
\$2,500 or more per month	12%	N=30
Total	100%	N=251

Table 25: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	57%	N=146
Yes	43%	N=112
Total	100%	N=257

Table 26: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	77%	N=198
Yes	23%	N=59
Total	100%	N=256

Table 27: 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	17%	N=44
\$25,000 to \$49,999	17%	N=43
\$50,000 to \$99,999	29%	N=73
\$100,000 to \$149,999	24%	N=60
\$150,000 or more	12%	N=30
Total	100%	N=249

Table 28: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=225
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=30
Total	100%	N=254

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Table 29: 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	3%	N=9
Asian, Asian Indian or Pacific Islander	30%	N=75
Black or African American	11%	N=28
White	52%	N=131
Other	10%	N=25

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

Table 30: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=12
25 to 34 years	24%	N=62
35 to 44 years	17%	N=43
45 to 54 years	25%	N=65
55 to 64 years	14%	N=36
65 to 74 years	11%	N=27
75 years or older	3%	N=9
Total	100%	N=253

Table 31: Question D16

What is your sex?	Percent	Number
Female	53%	N=136
Male	47%	N=121
Total	100%	N=257

Table 32: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	49%	N=124
Land line	22%	N=56
Both	30%	N=75
Total	100%	N=255

## 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 33: Question 1

Please rate each of the following aspects of quality of life in Elk Grove:	Excellent		Good		Fair		Poor		Don't know		Total	
Elk Grove as a place to live	35%	N=93	53%	N=141	12%	N=31	0%	N=1	0%	N=0	100%	N=267
Your neighborhood as a place to live	37%	N=98	45%	N=118	15%	N=40	3%	N=7	0%	N=1	100%	N=264
Elk Grove as a place to raise children	33%	N=88	45%	N=120	12%	N=31	1%	N=3	9%	N=23	100%	N=265
Elk Grove as a place to work	12%	N=31	29%	N=77	14%	N=37	15%	N=39	30%	N=77	100%	N=261
Elk Grove as a place to visit	17%	N=46	25%	N=66	31%	N=82	20%	N=54	6%	N=16	100%	N=263
Elk Grove as a place to retire	21%	N=55	40%	N=102	19%	N=49	8%	N=21	12%	N=31	100%	N=258
The overall quality of life in Elk Grove	26%	N=69	54%	N=143	18%	N=47	1%	N=3	1%	N=1	100%	N=264

Table 34: Question 2

Please rate each of the following characteristics as they relate to Elk Grove as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Elk Grove	22%	N=58	57%	N=152	16%	N=43	5%	N=14	0%	N=0	100%	N=267
Overall ease of getting to the places you usually have to visit	23%	N=62	52%	N=137	18%	N=48	7%	N=18	0%	N=0	100%	N=265
Quality of overall natural environment in Elk Grove	26%	N=68	50%	N=134	19%	N=52	4%	N=9	1%	N=3	100%	N=266
Overall "built environment" of Elk Grove (including overall design, buildings, parks and transportation systems)	19%	N=51	44%	N=117	29%	N=77	6%	N=16	2%	N=4	100%	N=265
Health and wellness opportunities in Elk Grove	24%	N=63	47%	N=124	20%	N=54	4%	N=10	5%	N=14	100%	N=266
Overall opportunities for education and enrichment	19%	N=51	44%	N=117	26%	N=69	6%	N=15	5%	N=13	100%	N=264
Overall economic health of Elk Grove	15%	N=40	39%	N=105	27%	N=71	6%	N=15	13%	N=34	100%	N=265
Sense of community	21%	N=55	44%	N=116	23%	N=62	10%	N=26	2%	N=5	100%	N=263
Overall image or reputation of Elk Grove	21%	N=56	51%	N=137	22%	N=58	4%	N=12	2%	N=5	100%	N=267

Table 35: 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 Elk Grove to someone who asks	52%	N=137	36%	N=96	6%	N=16	6%	N=15	1%	N=2	100%	N=265
Remain in Elk Grove for the next five years	57%	N=151	27%	N=72	6%	N=16	7%	N=18	3%	N=8	100%	N=266

Table 36: 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	58%	N=154	35%	N=93	3%	N=9	3%	N=7	1%	N=4	0%	N=0	100%	N=267
In Elk Grove's downtown/commercial area during the day	43%	N=114	33%	N=88	12%	N=31	3%	N=7	1%	N=3	8%	N=22	100%	N=264

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Table 37: Question 5

Please rate each of the following characteristics as they relate to Elk Grove as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	6%	N=16	42%	N=112	35%	N=93	18%	N=48	0%	N=0	100%	N=268
Ease of travel by car in Elk Grove	14%	N=37	43%	N=115	31%	N=82	11%	N=30	1%	N=3	100%	N=266
Ease of travel by public transportation in Elk Grove	4%	N=11	16%	N=43	13%	N=35	17%	N=43	49%	N=129	100%	N=262
Ease of travel by bicycle in Elk Grove	13%	N=35	28%	N=75	22%	N=58	9%	N=23	27%	N=71	100%	N=262
Ease of walking in Elk Grove	24%	N=65	43%	N=113	19%	N=50	8%	N=23	6%	N=15	100%	N=266
Availability of paths and walking trails	30%	N=78	37%	N=98	18%	N=46	7%	N=19	9%	N=23	100%	N=265
Air quality	14%	N=38	57%	N=153	24%	N=65	2%	N=6	2%	N=5	100%	N=268
Cleanliness of Elk Grove	22%	N=59	58%	N=154	15%	N=41	4%	N=11	0%	N=1	100%	N=266
Overall appearance of Elk Grove	23%	N=61	56%	N=151	18%	N=49	3%	N=7	0%	N=1	100%	N=268
Public places where people want to spend time	17%	N=44	39%	N=104	28%	N=74	12%	N=33	4%	N=11	100%	N=267
Variety of housing options	16%	N=43	43%	N=114	30%	N=80	5%	N=14	5%	N=14	100%	N=266
Availability of affordable quality housing	11%	N=30	29%	N=77	33%	N=87	8%	N=21	19%	N=49	100%	N=266
Fitness opportunities (including exercise classes and paths or trails, etc.)	29%	N=78	45%	N=120	17%	N=46	5%	N=15	4%	N=10	100%	N=268
Recreational opportunities	25%	N=68	40%	N=108	21%	N=56	8%	N=23	5%	N=13	100%	N=267
Availability of affordable quality food	29%	N=76	37%	N=98	30%	N=80	4%	N=11	1%	N=2	100%	N=268
Availability of affordable quality health care	24%	N=65	41%	N=111	19%	N=51	6%	N=16	10%	N=26	100%	N=267
Availability of preventive health services	23%	N=62	34%	N=92	20%	N=52	5%	N=12	18%	N=48	100%	N=266
Availability of affordable quality mental health care	12%	N=32	15%	N=40	13%	N=35	7%	N=19	53%	N=141	100%	N=267

Table 38: Question 6

Please rate each of the following characteristics as they relate to Elk Grove as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	9%	N=24	18%	N=48	14%	N=36	5%	N=12	54%	N=142	100%	N=262
K-12 education	19%	N=48	41%	N=107	13%	N=34	4%	N=10	23%	N=60	100%	N=258
Adult educational opportunities	10%	N=26	32%	N=82	21%	N=53	9%	N=23	29%	N=75	100%	N=259
Opportunities to attend cultural/arts/music activities	10%	N=27	27%	N=71	35%	N=91	14%	N=35	14%	N=36	100%	N=260
Opportunities to participate in religious or spiritual events and activities	19%	N=49	26%	N=69	19%	N=51	4%	N=12	31%	N=82	100%	N=263
Employment opportunities	4%	N=11	19%	N=50	25%	N=65	25%	N=64	26%	N=68	100%	N=259
Shopping opportunities	17%	N=43	34%	N=88	32%	N=84	17%	N=45	0%	N=1	100%	N=260
Cost of living in Elk Grove	9%	N=23	33%	N=85	47%	N=121	9%	N=24	1%	N=3	100%	N=256
Overall quality of business and service establishments in Elk Grove	12%	N=32	45%	N=118	31%	N=82	8%	N=20	4%	N=10	100%	N=262
Vibrant downtown/commercial area	7%	N=18	20%	N=52	36%	N=93	27%	N=71	9%	N=25	100%	N=259
Overall quality of new development in Elk Grove	11%	N=28	37%	N=96	33%	N=85	11%	N=28	8%	N=22	100%	N=259
Opportunities to participate in social events and activities	10%	N=26	33%	N=87	29%	N=76	11%	N=28	17%	N=45	100%	N=261
Opportunities to volunteer	15%	N=40	28%	N=74	18%	N=47	8%	N=22	29%	N=77	100%	N=261
Opportunities to participate in community matters	12%	N=31	31%	N=82	25%	N=66	11%	N=28	21%	N=54	100%	N=262
Openness and acceptance of the community toward people of diverse backgrounds	14%	N=37	36%	N=94	24%	N=62	6%	N=16	20%	N=53	100%	N=261
Neighborliness of Elk Grove	16%	N=40	41%	N=105	29%	N=75	10%	N=26	5%	N=12	100%	N=258

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Table 39: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	11%	N=28	89%	N=235	100%	N=263
Made efforts to make your home more energy efficient	21%	N=55	79%	N=207	100%	N=263
Observed a code violation or other hazard in Elk Grove	60%	N=156	40%	N=105	100%	N=261
Household member was a victim of a crime in Elk Grove	86%	N=227	14%	N=36	100%	N=263
Reported a crime to the police in Elk Grove	74%	N=194	26%	N=68	100%	N=262
Stocked supplies in preparation for an emergency	69%	N=181	31%	N=80	100%	N=262
Campaigned or advocated for an issue, cause or candidate	80%	N=210	20%	N=53	100%	N=262
Contacted Elk Grove (in-person, phone, email or web) for help or information	61%	N=160	39%	N=101	100%	N=262
Contacted Elk Grove elected officials (in-person, phone, email or web) to express your opinion	87%	N=228	13%	N=34	100%	N=262

Table 40: 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 Elk Grove?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Elk Grove public libraries or their services	5%	N=14	19%	N=51	31%	N=82	44%	N=116	100%	N=263
Participated in religious or spiritual activities in Elk Grove	11%	N=27	23%	N=58	12%	N=32	55%	N=141	100%	N=259
Attended a City-sponsored event	1%	N=3	3%	N=9	42%	N=107	53%	N=137	100%	N=256
Used bus, rail, subway or other public transportation instead of driving	7%	N=17	3%	N=7	8%	N=20	83%	N=212	100%	N=256
Carpooled with other adults or children instead of driving alone	19%	N=48	16%	N=42	14%	N=36	51%	N=132	100%	N=258
Walked or biked instead of driving	14%	N=35	18%	N=46	26%	N=66	43%	N=109	100%	N=255
Volunteered your time to some group/activity in Elk Grove	7%	N=17	8%	N=22	17%	N=42	68%	N=174	100%	N=255
Participated in a club	7%	N=18	6%	N=14	9%	N=22	79%	N=203	100%	N=257
Talked to or visited with your immediate neighbors	42%	N=109	27%	N=68	24%	N=62	7%	N=19	100%	N=258
Done a favor for a neighbor	25%	N=64	23%	N=59	34%	N=88	18%	N=48	100%	N=258

Table 41: 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	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	2%	N=5	16%	N=43	81%	N=211	100%	N=260
Watched (online or on television) a local public meeting	1%	N=1	2%	N=6	15%	N=39	82%	N=214	100%	N=260

Table 42: Question 10

Please rate the quality of each of the following services in Elk Grove:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	22%	N=58	40%	N=105	22%	N=57	4%	N=10	12%	N=32	100%	N=263
Crime prevention	15%	N=39	36%	N=93	23%	N=59	8%	N=20	18%	N=47	100%	N=259
Traffic enforcement	16%	N=41	41%	N=106	22%	N=56	13%	N=33	9%	N=23	100%	N=260

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Please rate the quality of each of the following services in Elk Grove:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	19%	N=49	40%	N=105	24%	N=64	11%	N=28	6%	N=16	100%	N=261
Street cleaning	18%	N=48	44%	N=115	22%	N=58	10%	N=26	6%	N=16	100%	N=262
Street lighting	15%	N=39	55%	N=144	19%	N=50	8%	N=21	3%	N=7	100%	N=261
Sidewalk maintenance	17%	N=46	45%	N=117	22%	N=58	9%	N=22	7%	N=18	100%	N=261
Traffic signal timing	13%	N=34	36%	N=94	31%	N=80	18%	N=46	2%	N=5	100%	N=260
Bus or transit services	4%	N=11	23%	N=59	12%	N=31	9%	N=25	52%	N=134	100%	N=259
Garbage collection	31%	N=80	52%	N=134	16%	N=40	1%	N=2	1%	N=2	100%	N=258
Recycling	31%	N=81	52%	N=136	14%	N=36	2%	N=5	1%	N=3	100%	N=262
Yard waste pick-up	29%	N=74	46%	N=118	16%	N=41	3%	N=9	7%	N=17	100%	N=260
Storm drainage	21%	N=54	42%	N=110	23%	N=59	7%	N=18	7%	N=19	100%	N=260
Utility billing	16%	N=41	40%	N=104	27%	N=71	11%	N=30	5%	N=14	100%	N=260
Land use, planning and zoning	9%	N=24	30%	N=79	22%	N=56	13%	N=35	26%	N=67	100%	N=260
Code enforcement (weeds, abandoned buildings, etc.)	8%	N=21	27%	N=70	25%	N=65	15%	N=39	24%	N=63	100%	N=258
Animal control	9%	N=22	32%	N=82	21%	N=54	9%	N=22	30%	N=77	100%	N=258
Economic development	6%	N=16	28%	N=73	28%	N=72	11%	N=29	26%	N=66	100%	N=256
Public library services	25%	N=64	39%	N=103	14%	N=36	3%	N=9	19%	N=48	100%	N=261
Public information services	12%	N=31	34%	N=85	20%	N=52	6%	N=14	28%	N=72	100%	N=255
Cable television	13%	N=34	36%	N=93	24%	N=63	14%	N=35	14%	N=36	100%	N=260
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	N=27	19%	N=48	15%	N=40	7%	N=18	48%	N=126	100%	N=259
Preservation of natural areas such as open space, farmlands and greenbelts	15%	N=38	37%	N=94	23%	N=59	10%	N=27	15%	N=39	100%	N=258
Elk Grove open space	13%	N=34	36%	N=92	24%	N=61	11%	N=28	16%	N=40	100%	N=254
City-sponsored special events	12%	N=29	32%	N=82	23%	N=58	7%	N=19	25%	N=65	100%	N=253
Overall customer service by Elk Grove employees (police, receptionists, planners, etc.)	18%	N=47	35%	N=90	24%	N=60	4%	N=9	19%	N=49	100%	N=256

Table 43: 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 Elk Grove	18%	N=47	43%	N=111	24%	N=61	3%	N=8	11%	N=29	100%	N=255
The Federal Government	9%	N=22	22%	N=55	29%	N=73	19%	N=49	22%	N=56	100%	N=254

Table 44: Question 12

Please rate the following categories of Elk Grove government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Elk Grove	9%	N=25	33%	N=86	34%	N=89	11%	N=30	12%	N=32	100%	N=261
The overall direction that Elk Grove is taking	10%	N=27	35%	N=91	27%	N=69	15%	N=38	12%	N=32	100%	N=256
The job Elk Grove government does at welcoming citizen involvement	9%	N=24	27%	N=71	17%	N=45	16%	N=41	30%	N=77	100%	N=259
Overall confidence in Elk Grove government	10%	N=26	31%	N=80	27%	N=69	15%	N=40	17%	N=43	100%	N=259
Generally acting in the best interest of the community	11%	N=29	35%	N=90	23%	N=61	14%	N=37	17%	N=44	100%	N=261
Being honest	10%	N=26	28%	N=72	24%	N=61	10%	N=27	28%	N=73	100%	N=259
Treating all residents fairly	11%	N=28	31%	N=80	23%	N=60	10%	N=27	25%	N=65	100%	N=260

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Table 45: Question 13

How often do you visit Old Town Elk Grove?	Percent	Number
A few times a week or more	8%	N=21
2-4 times a month	14%	N=36
Once a month or less	58%	N=154
Not at all	20%	N=53
Don't know	1%	N=3
Total	100%	N=267

Table 46: Question 14

How often, if at all, do you visit Old Town Elk Grove for each of the following?	Never		Rarely		Sometimes		Frequently		Not applicable		Total	
Dining/nightlife/entertainment	27%	N=70	29%	N=75	26%	N=66	8%	N=21	10%	N=25	100%	N=258
Nails/hair/spa services	46%	N=119	16%	N=40	16%	N=40	10%	N=27	12%	N=31	100%	N=258
Boutique shopping	43%	N=112	24%	N=61	15%	N=38	8%	N=20	10%	N=27	100%	N=258
General shopping	39%	N=102	20%	N=52	20%	N=51	14%	N=36	7%	N=18	100%	N=260
Special events	30%	N=76	26%	N=66	25%	N=64	10%	N=26	9%	N=22	100%	N=253
Art gallery/art purchase	57%	N=146	17%	N=45	10%	N=26	5%	N=12	10%	N=27	100%	N=255
Real estate/accounting/banking/tax/legal services	61%	N=156	11%	N=29	10%	N=25	9%	N=23	9%	N=22	100%	N=255
Auto/home improvement services	52%	N=133	17%	N=45	13%	N=32	8%	N=20	10%	N=25	100%	N=255
Places of worship	66%	N=168	8%	N=21	6%	N=16	8%	N=20	12%	N=30	100%	N=257
Education or lessons (dancing, martial arts, etc.)	68%	N=174	11%	N=28	4%	N=11	4%	N=10	13%	N=32	100%	N=256
Business services	55%	N=142	16%	N=41	16%	N=41	3%	N=8	10%	N=26	100%	N=259
Other	41%	N=91	15%	N=33	13%	N=28	5%	N=11	26%	N=58	100%	N=220



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Table 47: Question 15

What type of new development, if any, would you like to see in Old Town Elk Grove? (Please check all that apply.)	Percent	Number
Performing arts theater	31%	N=80
Outdoor concert/special event venue	42%	N=109
Activities or destinations for children and families	41%	N=105
Movie theater	30%	N=77
Seasonal ice rink	39%	N=99
Plaza setting (benches, landscapes and promenade)	36%	N=92
Community park	25%	N=63
History center/displays	24%	N=62
Museum	27%	N=68
Boutique shopping	22%	N=56
General shopping	30%	N=77
Fine dining	39%	N=100
Casual dining	39%	N=101
Office space	6%	N=15
Other	7%	N=17
None	4%	N=9
Don't know	12%	N=31

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

Table 48: 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=6	2%	N=5	4%	N=9	22%	N=57	70%	N=177	100%	N=255
Purchase goods or services from a business located in Elk Grove	0%	N=1	3%	N=7	12%	N=29	53%	N=135	32%	N=80	100%	N=252
Eat at least 5 portions of fruits and vegetables a day	3%	N=8	9%	N=23	34%	N=87	33%	N=83	20%	N=51	100%	N=251
Participate in moderate or vigorous physical activity	3%	N=9	18%	N=45	25%	N=63	34%	N=86	19%	N=49	100%	N=252
Read or watch local news (via television, paper, computer, etc.)	2%	N=5	6%	N=16	24%	N=62	27%	N=70	40%	N=104	100%	N=257
Vote in local elections	15%	N=37	4%	N=11	11%	N=28	14%	N=36	56%	N=142	100%	N=253

Table 49: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	17%	N=45
Very good	41%	N=106
Good	31%	N=81
Fair	8%	N=21
Poor	3%	N=7
Total	100%	N=260

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Table 50: 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	6%	N=15
Somewhat positive	24%	N=62
Neutral	46%	N=119
Somewhat negative	20%	N=53
Very negative	4%	N=9
Total	100%	N=258

Table 51: Question D4

What is your employment status?	Percent	Number
Working full time for pay	54%	N=139
Working part time for pay	14%	N=37
Unemployed, looking for paid work	7%	N=18
Unemployed, not looking for paid work	5%	N=14
Fully retired	19%	N=49
Total	100%	N=257

Table 52: Question D5

Do you work inside the boundaries of Elk Grove?	Percent	Number
Yes, outside the home	21%	N=52
Yes, from home	8%	N=19
No	72%	N=179
Total	100%	N=249

Table 53: Question D6

How many years have you lived in Elk Grove?	Percent	Number
Less than 2 years	11%	N=28
2 to 5 years	19%	N=49
6 to 10 years	25%	N=65
11 to 20 years	24%	N=63
More than 20 years	21%	N=53
Total	100%	N=258

Table 54: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	86%	N=222
Building with two or more homes (duplex, townhome, apartment or condominium)	13%	N=34
Mobile home	0%	N=1
Other	1%	N=2
Total	100%	N=259

Table 55: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	27%	N=68
Owned	73%	N=189
Total	100%	N=257

Table 56: 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	7%	N=19
\$300 to \$599 per month	3%	N=7
\$600 to \$999 per month	14%	N=34
\$1,000 to \$1,499 per month	28%	N=71
\$1,500 to \$2,499 per month	36%	N=91
\$2,500 or more per month	12%	N=30
Total	100%	N=251

Table 57: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	57%	N=146
Yes	43%	N=112
Total	100%	N=257

Table 58: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	77%	N=198
Yes	23%	N=59
Total	100%	N=256

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Table 59: 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	17%	N=44
\$25,000 to \$49,999	17%	N=43
\$50,000 to \$99,999	29%	N=73
\$100,000 to \$149,999	24%	N=60
\$150,000 or more	12%	N=30
Total	100%	N=249

Table 60: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=225
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=30
Total	100%	N=254

Table 61: 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	3%	N=9
Asian, Asian Indian or Pacific Islander	30%	N=75
Black or African American	11%	N=28
White	52%	N=131
Other	10%	N=25

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

Table 62: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=12
25 to 34 years	24%	N=62
35 to 44 years	17%	N=43
45 to 54 years	25%	N=65
55 to 64 years	14%	N=36
65 to 74 years	11%	N=27
75 years or older	3%	N=9
Total	100%	N=253

Table 63: Question D16

What is your sex?	Percent	Number
Female	53%	N=136
Male	47%	N=121
Total	100%	N=257

Table 64: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	49%	N=124
Land line	22%	N=56
Both	30%	N=75
Total	100%	N=255

## Appendix B: Benchmark Comparisons

### Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from approximately 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 communities in the database represent a wide geographic and population range. The City of Elk Grove chose to have comparisons made to the entire database a subset of similar jurisdictions from the database (select California cities).

### 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 Elk Grove’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 Elk Grove’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 Elk Grove’s rating to the benchmark.

In that final column, Elk Grove’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 Elk Grove 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%
25,000to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

## National Benchmark Comparisons

Table 65: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Elk Grove	81%	222	401	Similar
Overall image or reputation of Elk Grove	74%	144	296	Similar
Elk Grove as a place to live	88%	173	330	Similar
Your neighborhood as a place to live	82%	116	262	Similar
Elk Grove as a place to raise children	86%	139	327	Similar
Elk Grove as a place to retire	69%	141	310	Similar
Overall appearance of Elk Grove	79%	115	302	Similar

Table 66: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Elk Grove	79%	66	101	Similar
	In your neighborhood during the day	93%	209	299	Similar
	In Elk Grove's downtown/commercial area during the day	83%	185	256	Similar
Mobility	Overall ease of getting to the places you usually have to visit	75%	5	6	Similar
	Availability of paths and walking trails	73%	59	229	Similar
	Ease of walking in Elk Grove	71%	92	251	Similar
	Ease of travel by bicycle in Elk Grove	57%	97	257	Similar
	Ease of travel by public transportation in Elk Grove	41%	39	52	Lower
	Ease of travel by car in Elk Grove	58%	162	258	Similar
	Traffic flow on major streets	48%	172	290	Similar
Natural Environment	Quality of overall natural environment in Elk Grove	77%	94	230	Similar
	Cleanliness of Elk Grove	80%	102	231	Similar
	Air quality	73%	108	212	Similar
Built Environment	Overall "built environment" of Elk Grove (including overall design, buildings, parks and transportation systems)	65%	NA	NA	NA
	Overall quality of new development in Elk Grove	52%	176	244	Similar
	Availability of affordable quality housing	50%	81	266	Similar
	Variety of housing options	63%	70	219	Similar
	Public places where people want to spend time	58%	NA	NA	NA
Economy	Overall economic health of Elk Grove	63%	5	7	Similar
	Vibrant downtown/commercial area	30%	NA	NA	NA
	Overall quality of business and service establishments in Elk Grove	59%	127	219	Similar
	Cost of living in Elk Grove	43%	3	5	Similar
	Shopping opportunities	50%	154	251	Similar
	Employment opportunities	32%	160	268	Similar
	Elk Grove as a place to visit	45%	13	15	Lower
	Elk Grove as a place to work	59%	191	297	Similar
Recreation and Wellness	Health and wellness opportunities in Elk Grove	74%	NA	NA	NA
	Availability of affordable quality mental health care	57%	NA	NA	NA

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Availability of preventive health services	70%	29	171	Higher
	Availability of affordable quality health care	73%	24	215	Higher
	Availability of affordable quality food	66%	42	176	Similar
	Recreational opportunities	69%	111	263	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	77%	4	5	Similar
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	65%	131	174	Similar
	Opportunities to attend cultural/arts/music activities	44%	173	263	Similar
	Adult educational opportunities	59%	NA	NA	NA
	K-12 education	78%	99	218	Similar
	Availability of affordable quality child care/preschool	60%	26	217	Higher
Community Engagement	Opportunities to participate in social events and activities	52%	155	210	Similar
	Neighborhoodness of Elk Grove	59%	4	5	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	63%	130	247	Similar
	Opportunities to participate in community matters	54%	165	218	Similar
	Opportunities to volunteer	62%	181	221	Similar

Table 67: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Elk Grove	70%	203	374	Similar
Overall customer service by Elk Grove employees (police, receptionists, planners, etc.)	66%	267	320	Similar
Value of services for the taxes paid to Elk Grove	48%	214	352	Similar
Overall direction that Elk Grove is taking	52%	179	287	Similar
Job Elk Grove government does at welcoming citizen involvement	52%	153	267	Similar
Overall confidence in Elk Grove government	49%	4	5	Similar
Generally acting in the best interest of the community	55%	NA	NA	NA
Being honest	53%	NA	NA	NA
Treating all residents fairly	56%	NA	NA	NA
Services provided by the Federal Government	39%	110	219	Similar



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Table 68: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	71%	269	373	Similar
	Crime prevention	62%	194	304	Similar
	Animal control	58%	194	286	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	57%	147	242	Similar
Mobility	Traffic enforcement	62%	209	326	Similar
	Street repair	62%	75	383	Similar
	Street cleaning	66%	119	252	Similar
	Street lighting	72%	78	283	Similar
	Sidewalk maintenance	67%	60	258	Similar
	Traffic signal timing	50%	111	218	Similar
	Bus or transit services	56%	120	191	Similar
Natural Environment	Garbage collection	83%	184	314	Similar
	Recycling	84%	137	316	Similar
	Yard waste pick-up	79%	86	224	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	61%	115	225	Similar
	Elk Grove open space	59%	20	23	Lower
Built Environment	Storm drainage	68%	106	316	Similar
	Utility billing	59%	20	21	Lower
	Land use, planning and zoning	53%	112	253	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	47%	181	315	Similar
Economy	Economic development	47%	124	249	Similar
Education and Enrichment	City-sponsored special events	59%	10	11	Similar
	Public library services	79%	222	301	Similar
Community Engagement	Public information services	64%	151	239	Similar

Table 69: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	66%	129	266	Similar
Recommend living in Elk Grove to someone who asks	88%	116	223	Similar
Remain in Elk Grove for the next five years	87%	88	222	Similar
Contacted Elk Grove (in-person, phone, email or web) for help or information	39%	224	254	Lower

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Table 70: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	31%	NA	NA	NA
	Did NOT report a crime to the police	74%	NA	NA	NA
	Household member was NOT a victim of a crime	86%	164	225	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	91%	NA	NA	NA
	Carpooled with other adults or children instead of driving alone	49%	NA	NA	NA
	Walked or biked instead of driving	57%	NA	NA	NA
Natural Environment	Made efforts to conserve water	89%	NA	NA	NA
	Made efforts to make your home more energy efficient	79%	NA	NA	NA
	Recycle at home	96%	30	214	Higher
Built Environment	Observed a code violation or other hazard in Elk Grove	60%	NA	NA	NA
	NOT experiencing housing costs stress	57%	175	212	Similar
Economy	Purchase goods or services from a business located in Elk Grove	97%	NA	NA	NA
	Economy will have positive impact on income	30%	13	210	Higher
	Work inside boundaries of Elk Grove	28%	NA	NA	NA
Recreation and Wellness	Eat at least 5 portions of fruits and vegetables a day	88%	NA	NA	NA
	Participate in moderate or vigorous physical activity	79%	NA	NA	NA
	In very good to excellent health	58%	NA	NA	NA
Education and Enrichment	Used Elk Grove public libraries or their services	56%	187	195	Lower
	Participated in religious or spiritual activities in Elk Grove	45%	114	159	Similar
	Attended City-sponsored event	47%	NA	NA	NA
Community Engagement	Campaigned or advocated for an issue, cause or candidate	20%	NA	NA	NA
	Contacted Elk Grove elected officials (in-person, phone, email or web) to express your opinion	13%	NA	NA	NA
	Volunteered your time to some group/activity in Elk Grove	32%	177	216	Lower
	Participated in a club	21%	153	187	Similar
	Talked to or visited with your immediate neighbors	42%	173	203	Similar
	Done a favor for a neighbor	82%	185	185	Lower
	Attended a local public meeting	19%	182	220	Similar
	Watched (online or on television) a local public meeting	18%	167	179	Lower
	Read or watch local news (via television, paper, computer, etc.)	92%	NA	NA	NA
	Vote in local elections	81%	65	219	Similar

Communities included in national comparisons

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

Abilene city, KS.....	6,844	Burleson city, TX.....	36,690
Adams County, CO.....	441,603	Cabarrus County, NC.....	178,011
Airway Heights city, WA.....	6,114	Cambridge city, MA.....	105,162
Albany city, GA.....	77,434	Cape Coral city, FL.....	154,305
Albany city, OR.....	50,158	Cape Girardeau city, MO.....	37,941
Albemarle County, VA.....	98,970	Carlisle borough, PA.....	18,682
Albert Lea city, MN.....	18,016	Carlsbad city, CA.....	105,328
Altoona city, IA.....	14,541	Cartersville city, GA.....	19,731
Ames city, IA.....	58,965	Carver County, MN.....	91,042
Andover CDP, MA.....	8,762	Cary town, NC.....	135,234
Ankeny city, IA.....	45,582	Casa Grande city, AZ.....	48,571
Ann Arbor city, MI.....	113,934	Casper city, WY.....	55,316
Annapolis city, MD.....	38,394	Castle Pines North city, CO.....	10,360
Apple Valley town, CA.....	69,135	Castle Rock town, CO.....	48,231
Arapahoe County, CO.....	572,003	Cedar Falls city, IA.....	39,260
Arlington city, TX.....	365,438	Cedar Rapids city, IA.....	126,326
Arlington County, VA.....	207,627	Centennial city, CO.....	100,377
Arvada city, CO.....	106,433	Centralia city, IL.....	13,032
Asheville city, NC.....	83,393	Chambersburg borough, PA.....	20,268
Ashland city, OR.....	20,078	Chandler city, AZ.....	236,123
Ashland town, VA.....	7,225	Chanhassen city, MN.....	22,952
Aspen city, CO.....	6,658	Chapel Hill town, NC.....	57,233
Auburn city, AL.....	53,380	Charlotte city, NC.....	731,424
Auburn city, WA.....	70,180	Charlotte County, FL.....	159,978
Aurora city, CO.....	325,078	Charlottesville city, VA.....	43,475
Austin city, TX.....	790,390	Chesapeake city, VA.....	222,209
Bainbridge Island city, WA.....	23,025	Chesterfield County, VA.....	316,236
Baltimore city, MD.....	620,961	Chippewa Falls city, WI.....	13,661
Baltimore County, MD.....	805,029	Citrus Heights city, CA.....	83,301
Barnstable Town city, MA.....	45,193	Clayton city, MO.....	15,939
Battle Creek city, MI.....	52,347	Clearwater city, FL.....	107,685
Bay City city, MI.....	34,932	Clive city, IA.....	15,447
Baytown city, TX.....	71,802	Clovis city, CA.....	95,631
Bedford town, MA.....	13,320	College Park city, MD.....	30,413
Bellevue city, WA.....	122,363	College Station city, TX.....	93,857
Beltrami County, MN.....	44,442	Colleyville city, TX.....	22,807
Benbrook city, TX.....	21,234	Collinsville city, IL.....	25,579
Benicia city, CA.....	26,997	Columbia city, MO.....	108,500
Bettendorf city, IA.....	33,217	Columbus city, WI.....	4,991
Billings city, MT.....	104,170	Commerce City city, CO.....	45,913
Blaine city, MN.....	57,186	Concord city, CA.....	122,067
Bloomfield Hills city, MI.....	3,869	Concord town, MA.....	17,668
Bloomington city, IL.....	76,610	Conyers city, GA.....	15,195
Bloomington city, MN.....	82,893	Cookeville city, TN.....	30,435
Blue Ash city, OH.....	12,114	Coon Rapids city, MN.....	61,476
Blue Springs city, MO.....	52,575	Cooper City city, FL.....	28,547
Boise City city, ID.....	205,671	Coronado city, CA.....	18,912
Boonville city, MO.....	8,319	Corpus Christi city, TX.....	305,215
Botetourt County, VA.....	33,148	Corvallis city, OR.....	54,462
Boulder city, CO.....	97,385	Covestry Lake CDP, CT.....	2,990
Boulder County, CO.....	294,567	Cranberry township, PA.....	28,098
Bowling Green city, KY.....	58,067	Crested Butte town, CO.....	1,487
Branson city, MO.....	10,520	Cross Roads town, TX.....	1,563
Brea city, CA.....	39,282	Crystal Lake city, IL.....	40,743
Brevard County, FL.....	543,376	Cupertino city, CA.....	58,302
Bristol city, TN.....	26,702	Dade City city, FL.....	6,437
Broken Arrow city, OK.....	98,850	Dakota County, MN.....	398,552
Brookfield city, WI.....	37,920	Dallas city, OR.....	14,583
Brookline town, NH.....	4,991	Dallas city, TX.....	1,197,816
Broomfield city, CO.....	55,889	Dania Beach city, FL.....	29,639
Brownsburg town, IN.....	21,285	Davenport city, IA.....	99,685
Bryan city, TX.....	76,201	Davidson town, NC.....	10,944

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De Pere city, WI.....	23,800	Goodyear city, AZ .....	65,275
Decatur city, GA.....	19,335	Grafton village, WI.....	11,459
Delray Beach city, FL.....	60,522	Grand Island city, NE .....	48,520
Denton city, TX.....	113,383	Greeley city, CO.....	92,889
Denver city, CO.....	600,158	Green Valley CDP, AZ.....	21,391
Derby city, KS.....	22,158	Greenwood Village city, CO.....	13,925
Des Moines city, IA .....	203,433	Greer city, SC .....	25,515
Destin city, FL.....	12,305	Gulf Shores city, AL.....	9,741
Dewey-Humboldt town, AZ.....	3,894	Gunnison County, CO .....	15,324
Dorchester County, MD .....	32,618	Hailey city, ID .....	7,960
Dothan city, AL.....	65,496	Haines Borough, AK .....	2,508
Douglas County, CO .....	285,465	Hallandale Beach city, FL.....	37,113
Dover city, DE.....	36,047	Hamilton city, OH.....	62,477
Dover city, NH .....	29,987	Hampton city, VA.....	137,436
Dublin city, OH .....	41,751	Hanover County, VA.....	99,863
Duluth city, MN.....	86,265	Harrisonville city, MO .....	10,019
Duncanville city, TX.....	38,524	Hartford city, CT .....	124,775
Durham city, NC .....	228,330	Hayward city, CA .....	144,186
East Grand Forks city, MN .....	8,601	Henderson city, NV .....	257,729
East Lansing city, MI .....	48,579	Hermiston city, OR.....	16,745
East Providence city, RI.....	47,037	Herndon town, VA.....	23,292
Eau Claire city, WI .....	65,883	High Point city, NC .....	104,371
Eden Prairie city, MN.....	60,797	Highland Park city, IL .....	29,763
Edgerton city, KS .....	1,671	Highlands Ranch CDP, CO .....	96,713
Edina city, MN .....	47,941	Hillsborough town, NC.....	6,087
Edmond city, OK.....	81,405	Holden town, MA .....	17,346
Edmonds city, WA.....	39,709	Holland city, MI.....	33,051
El Cerrito city, CA.....	23,549	Honolulu County, HI.....	953,207
El Paso city, TX.....	649,121	Hooksett town, NH.....	13,451
Elk Grove city, CA .....	153,015	Hopkins city, MN.....	17,591
Elk River city, MN.....	22,974	Hopkinton town, MA.....	14,925
Elko New Market city, MN.....	4,110	Hoquiam city, WA .....	8,726
Elmhurst city, IL.....	44,121	Houston city, TX .....	2,099,451
Encinitas city, CA .....	59,518	Howell city, MI.....	9,489
Englewood city, CO.....	30,255	Hudson city, OH.....	22,262
Erie town, CO .....	18,135	Hudson town, CO.....	2,356
Escambia County, FL.....	297,619	Hudsonville city, MI.....	7,116
Escanaba city, MI.....	12,616	Huntersville town, NC.....	46,773
Estes Park town, CO.....	5,858	Hurst city, TX.....	37,337
Farmington Hills city, MI.....	79,740	Hutchinson city, MN .....	14,178
Fayetteville city, NC.....	200,564	Hutto city, TX .....	14,698
Federal Way city, WA.....	89,306	Hyattsville city, MD .....	17,557
Fishers town, IN .....	76,794	Indian Trail town, NC .....	33,518
Flagstaff city, AZ.....	65,870	Indianola city, IA .....	14,782
Flower Mound town, TX.....	64,669	Iowa City city, IA .....	67,862
Flushing city, MI .....	8,389	Jackson County, MI.....	160,248
Forest Grove city, OR.....	21,083	Jefferson City city, MO .....	43,079
Fort Collins city, CO.....	143,986	Jefferson County, CO .....	534,543
Fort Smith city, AR.....	86,209	Jerome city, ID .....	10,890
Fort Worth city, TX.....	741,206	Johnson City city, TN.....	63,152
Fountain Hills town, AZ .....	22,489	Johnson County, KS .....	544,179
Franklin city, TN.....	62,487	Jupiter town, FL.....	55,156
Fredericksburg city, VA.....	24,286	Kalamazoo city, MI.....	74,262
Freeport CDP, ME .....	1,485	Kansas City city, MO.....	459,787
Freeport city, IL .....	25,638	Kenmore city, WA .....	20,460
Fremont city, CA .....	214,089	Kennett Square borough, PA.....	6,072
Friendswood city, TX.....	35,805	Kirkland city, WA.....	48,787
Fruita city, CO.....	12,646	Kutztown borough, PA.....	5,012
Gainesville city, FL .....	124,354	La Mesa city, CA .....	57,065
Gaithersburg city, MD.....	59,933	La Plata town, MD.....	8,753
Galveston city, TX .....	47,743	La Porte city, TX .....	33,800
Garden City city, KS .....	26,658	La Vista city, NE.....	15,758
Gardner city, KS.....	19,123	Lafayette city, CO .....	24,453
Geneva city, NY .....	13,261	Laguna Beach city, CA.....	22,723
Georgetown city, TX.....	47,400	Laguna Hills city, CA.....	30,344
Georgetown town, CO .....	1,034	Lake Oswego city, OR .....	36,619
Gig Harbor city, WA .....	7,126	Lake Zurich village, IL .....	19,631
Gilbert town, AZ.....	208,453	Lakeville city, MN .....	55,954
Gillette city, WY .....	29,087	Lakewood city, CO .....	142,980
Globe city, AZ .....	7,532	Lane County, OR.....	351,715

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Larimer County, CO.....	299,630	Newport News city, VA.....	180,719
Las Cruces city, NM.....	97,618	Noblesville city, IN.....	51,969
Las Vegas city, NV.....	583,756	Nogales city, AZ.....	20,837
Lawrence city, KS.....	87,643	Norfolk city, VA.....	242,803
League City city, TX.....	83,560	Norman city, OK.....	110,925
Lebanon city, NH.....	13,151	North Las Vegas city, NV.....	216,961
Lee County, FL.....	618,754	North Palm Beach village, FL.....	12,015
Lee's Summit city, MO.....	91,364	Northglenn city, CO.....	35,789
Lewiston city, ME.....	36,592	Novato city, CA.....	51,904
Lexington city, VA.....	7,042	Novi city, MI.....	55,224
Lincoln city, NE.....	258,379	O'Fallon city, IL.....	28,281
Littleton city, CO.....	41,737	Oak Park village, IL.....	51,878
Livermore city, CA.....	80,968	Oakland charter township, MI.....	16,779
Lone Tree city, CO.....	10,218	Oakland Park city, FL.....	41,363
Longmont city, CO.....	86,270	Ocala city, FL.....	56,315
Los Alamos County, NM.....	17,950	Ogdensburg city, NY.....	11,128
Louisville city, CO.....	18,376	Oklahoma City city, OK.....	579,999
Lower Providence township, PA.....	25,436	Olathe city, KS.....	125,872
Lynchburg city, VA.....	75,568	Olmsted County, MN.....	144,248
Lynnwood city, WA.....	35,836	Orland Park village, IL.....	56,767
Lyons village, IL.....	10,729	Oshkosh city, WI.....	66,083
Madison city, WI.....	233,209	Otsego County, MI.....	24,164
Mankato city, MN.....	39,309	Oviedo city, FL.....	33,342
Maple Grove city, MN.....	61,567	Paducah city, KY.....	25,024
Maple Valley city, WA.....	22,684	Palm Beach County, FL.....	1,320,134
Maricopa County, AZ.....	3,817,117	Palm Coast city, FL.....	75,180
Marin County, CA.....	252,409	Palm Springs city, CA.....	44,552
Marion County, IA.....	33,309	Palo Alto city, CA.....	64,403
Maryland Heights city, MO.....	27,472	Panama City city, FL.....	36,484
Mayer city, MN.....	1,749	Papillion city, NE.....	18,894
McAllen city, TX.....	129,877	Park City city, UT.....	7,558
McDonough city, GA.....	22,084	Park Ridge city, IL.....	37,480
McKinney city, TX.....	131,117	Parker town, CO.....	45,297
McMinnville city, OR.....	32,187	Pasadena city, CA.....	137,122
Mecklenburg County, NC.....	919,628	Pasco city, WA.....	59,781
Medford city, OR.....	74,907	Pasco County, FL.....	464,697
Menlo Park city, CA.....	32,026	Peachtree City city, GA.....	34,364
Meridian charter township, MI.....	39,688	Pearland city, TX.....	91,252
Meridian city, ID.....	75,092	Peoria city, AZ.....	154,065
Merriam city, KS.....	11,003	Peoria County, IL.....	186,494
Merrill city, WI.....	9,661	Peters township, PA.....	21,213
Mesa city, AZ.....	439,041	Petoskey city, MI.....	5,670
Mesa County, CO.....	146,723	Pflugerville city, TX.....	46,936
Miami Beach city, FL.....	87,779	Phoenix city, AZ.....	1,445,632
Midland city, MI.....	41,863	Pinal County, AZ.....	375,770
Milford city, DE.....	9,559	Pinehurst village, NC.....	13,124
Minneapolis city, MN.....	382,578	Piqua city, OH.....	20,522
Mission Viejo city, CA.....	93,305	Plano city, TX.....	259,841
Missoula city, MT.....	66,788	Platte City city, MO.....	4,691
Modesto city, CA.....	201,165	Plymouth city, MN.....	70,576
Monterey city, CA.....	27,810	Pocatello city, ID.....	54,255
Montgomery County, MD.....	971,777	Polk County, FL.....	602,095
Montgomery County, VA.....	94,392	Port Huron city, MI.....	30,184
Montpelier city, VT.....	7,855	Port Orange city, FL.....	56,048
Montrose city, CO.....	19,132	Port St. Lucie city, FL.....	164,603
Mooreville town, NC.....	32,711	Portland city, OR.....	583,776
Morristown city, TN.....	29,137	Post Falls city, ID.....	27,574
Morrisville town, NC.....	18,576	Prince William County, VA.....	402,002
Moscow city, ID.....	23,800	Provo city, UT.....	112,488
Mountlake Terrace city, WA.....	19,909	Pueblo city, CO.....	106,595
Munster town, IN.....	23,603	Purcellville town, VA.....	7,727
Muscataine city, IA.....	22,886	Queen Creek town, AZ.....	26,361
Naperville city, IL.....	141,853	Radford city, VA.....	16,408
Needham CDP, MA.....	28,886	Radnor township, PA.....	31,531
New Braunfels city, TX.....	57,740	Rapid City city, SD.....	67,956
New Brighton city, MN.....	21,456	Raymore city, MO.....	19,206
New Orleans city, LA.....	343,829	Redmond city, WA.....	54,144
New York city, NY.....	8,175,133	Rehoboth Beach city, DE.....	1,327
Newport Beach city, CA.....	85,186	Reno city, NV.....	225,221
Newport city, RI.....	24,672	Renton city, WA.....	90,927

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Reston CDP, VA .....	58,404	St. Louis Park city, MN .....	45,250
Richmond city, CA .....	103,701	Stallings town, NC .....	13,831
Richmond Heights city, MO .....	8,603	State College borough, PA .....	42,034
Rifle city, CO .....	9,172	Sterling Heights city, MI .....	129,699
Rio Rancho city, NM .....	87,521	Sugar Grove village, IL .....	8,997
River Falls city, WI .....	15,000	Sugar Land city, TX .....	78,817
Riverdale city, UT .....	8,426	Summit city, NJ .....	21,457
Riverside city, CA .....	303,871	Sunnyvale city, CA .....	140,081
Riverside city, MO .....	2,937	Surprise city, AZ .....	117,517
Riverside village, IL .....	8,875	Suwanee city, GA .....	15,355
Rochester city, MI .....	12,711	Tacoma city, WA .....	198,397
Rochester Hills city, MI .....	70,995	Takoma Park city, MD .....	16,715
Rock Hill city, SC .....	66,154	Temecula city, CA .....	100,097
Rockford city, IL .....	152,871	Tempe city, AZ .....	161,719
Rockville city, MD .....	61,209	Temple city, TX .....	66,102
Roeland Park city, KS .....	6,731	The Woodlands CDP, TX .....	93,847
Rolla city, MO .....	19,559	Thornton city, CO .....	118,772
Roswell city, GA .....	88,346	Thousand Oaks city, CA .....	126,683
Round Rock city, TX .....	99,887	Tomball city, TX .....	10,753
Rowlett city, TX .....	56,199	Tualatin city, OR .....	26,054
Royal Oak city, MI .....	57,236	Tulsa city, OK .....	391,906
Saco city, ME .....	18,482	Twin Falls city, ID .....	44,125
Sahuarita town, AZ .....	25,259	Tyler city, TX .....	96,900
Salida city, CO .....	5,236	Umatilla city, OR .....	6,906
Salt Lake City city, UT .....	186,440	Upper Arlington city, OH .....	33,771
Sammamish city, WA .....	45,780	Urbandale city, IA .....	39,463
San Antonio city, TX .....	1,327,407	Vail town, CO .....	5,305
San Carlos city, CA .....	28,406	Vancouver city, WA .....	161,791
San Diego city, CA .....	1,307,402	Ventura CCD, CA .....	111,889
San Francisco city, CA .....	805,235	Vestavia Hills city, AL .....	34,033
San Jose city, CA .....	945,942	Virginia Beach city, VA .....	437,994
San Juan County, NM .....	130,044	Visalia city, CA .....	124,442
San Marcos city, TX .....	44,894	Wahpeton city, ND .....	7,766
San Rafael city, CA .....	57,713	Wake Forest town, NC .....	30,117
Sandy city, UT .....	87,461	Walnut Creek city, CA .....	64,173
Sandy Springs city, GA .....	93,853	Washington County, MN .....	238,136
Sanford city, FL .....	53,570	Washoe County, NV .....	421,407
Sangamon County, IL .....	197,465	Watauga city, TX .....	23,497
Santa Clarita city, CA .....	176,320	Wauwatosa city, WI .....	46,396
Santa Monica city, CA .....	89,736	Waverly city, IA .....	9,874
Sarasota city, FL .....	51,917	Weddington town, NC .....	9,459
Sarasota County, FL .....	379,448	Wentzville city, MO .....	29,070
Savage city, MN .....	26,911	West Carrollton city, OH .....	13,143
Savannah city, GA .....	136,286	West Chester borough, PA .....	18,461
Scarborough CDP, ME .....	4,403	West Des Moines city, IA .....	56,609
Scott County, MN .....	129,928	West Richland city, WA .....	11,811
Scottsdale city, AZ .....	217,385	Westerville city, OH .....	36,120
Seaside city, CA .....	33,025	Westlake town, TX .....	992
SeaTac city, WA .....	26,909	Westminster city, CO .....	106,114
Sevierville city, TN .....	14,807	Wheat Ridge city, CO .....	30,166
Shawnee city, KS .....	62,209	White House city, TN .....	10,255
Sheboygan city, WI .....	49,288	Whitewater township, MI .....	2,597
Sherman village, IL .....	4,148	Wichita city, KS .....	382,368
Shorewood city, MN .....	7,307	Williamsburg city, VA .....	14,068
Sioux Falls city, SD .....	153,888	Wilmington city, IL .....	5,724
Skokie village, IL .....	64,784	Wilmington city, NC .....	106,476
Smyrna city, GA .....	51,271	Wilsonville city, OR .....	19,509
Snellville city, GA .....	18,242	Winchester city, VA .....	26,203
South Lake Tahoe city, CA .....	21,403	Wind Point village, WI .....	1,723
South Portland city, ME .....	25,002	Windsor town, CO .....	18,644
Southborough town, MA .....	9,767	Windsor town, CT .....	29,044
Southlake city, TX .....	26,575	Winston-Salem city, NC .....	229,617
Sparks city, NV .....	90,264	Winter Garden city, FL .....	34,568
Spokane Valley city, WA .....	89,755	Woodland city, CA .....	55,468
Springboro city, OH .....	17,409	Woodland city, WA .....	5,509
Springfield city, OR .....	59,403	Wrentham town, MA .....	10,955
Springville city, UT .....	29,466	Yakima city, WA .....	91,067
St. Cloud city, MN .....	65,842	York County, VA .....	65,464
St. Joseph city, MO .....	76,780	Yuma city, AZ .....	93,064
St. Louis County, MN .....	200,226		

## Select California Cities

Table 71: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Elk Grove	81%	26	34	Similar
Overall image or reputation of Elk Grove	74%	12	18	Similar
Elk Grove as a place to live	88%	17	21	Similar
Your neighborhood as a place to live	82%	11	18	Similar
Elk Grove as a place to raise children	86%	11	19	Similar
Elk Grove as a place to retire	69%	12	19	Similar
Overall appearance of Elk Grove	79%	10	18	Similar

Table 72: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Elk Grove	79%	NA	NA	NA
	In your neighborhood during the day	93%	18	22	Similar
	In Elk Grove's downtown/commercial area during the day	83%	20	22	Similar
Mobility	Overall ease of getting to the places you usually have to visit	75%	NA	NA	NA
	Availability of paths and walking trails	73%	7	15	Similar
	Ease of walking in Elk Grove	71%	14	18	Similar
	Ease of travel by bicycle in Elk Grove	57%	13	18	Similar
	Ease of travel by public transportation in Elk Grove	41%	7	8	Lower
	Ease of travel by car in Elk Grove	58%	10	18	Similar
Natural Environment	Traffic flow on major streets	48%	16	25	Similar
	Quality of overall natural environment in Elk Grove	77%	12	18	Similar
	Cleanliness of Elk Grove	80%	11	18	Similar
Built Environment	Air quality	73%	11	16	Similar
	Overall "built environment" of Elk Grove (including overall design, buildings, parks and transportation systems)	65%	NA	NA	NA
	Overall quality of new development in Elk Grove	52%	10	16	Similar
	Availability of affordable quality housing	50%	2	18	Higher
	Variety of housing options	63%	3	16	Higher
Economy	Public places where people want to spend time	58%	NA	NA	NA
	Overall economic health of Elk Grove	63%	NA	NA	NA
	Vibrant downtown/commercial area	30%	NA	NA	NA
	Overall quality of business and service establishments in Elk Grove	59%	12	18	Similar
	Cost of living in Elk Grove	43%	NA	NA	NA
	Shopping opportunities	50%	10	18	Similar
	Employment opportunities	32%	9	16	Similar
	Elk Grove as a place to visit	45%	NA	NA	NA
Elk Grove as a place to work	59%	14	19	Similar	
Recreation and Wellness	Health and wellness opportunities in Elk Grove	74%	NA	NA	NA
	Availability of affordable quality mental health	57%	NA	NA	NA

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	care				
	Availability of preventive health services	70%	3	14	Higher
	Availability of affordable quality health care	73%	1	17	Higher
	Availability of affordable quality food	66%	2	14	Similar
	Recreational opportunities	69%	10	18	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	77%	NA	NA	NA
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	65%	8	12	Similar
	Opportunities to attend cultural/arts/music activities	44%	15	21	Similar
	Adult educational opportunities	59%	NA	NA	NA
	K-12 education	78%	8	17	Similar
	Availability of affordable quality child care/preschool	60%	1	17	Higher
Community Engagement	Opportunities to participate in social events and activities	52%	14	17	Similar
	Neighborliness of Elk Grove	59%	NA	NA	NA
	Openness and acceptance of the community toward people of diverse backgrounds	63%	11	17	Similar
	Opportunities to participate in community matters	54%	14	17	Similar
	Opportunities to volunteer	62%	15	18	Similar

Table 73: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Elk Grove	70%	22	34	Similar
Overall customer service by Elk Grove employees (police, receptionists, planners, etc.)	66%	17	20	Similar
Value of services for the taxes paid to Elk Grove	48%	14	19	Similar
Overall direction that Elk Grove is taking	52%	14	20	Similar
Job Elk Grove government does at welcoming citizen involvement	52%	11	19	Similar
Overall confidence in Elk Grove government	49%	NA	NA	NA
Generally acting in the best interest of the community	55%	NA	NA	NA
Being honest	53%	NA	NA	NA
Treating all residents fairly	56%	NA	NA	NA
Services provided by the Federal Government	39%	8	18	Similar

Table 74: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	71%	20	26	Similar
	Crime prevention	62%	15	22	Similar
	Animal control	58%	20	22	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	57%	11	23	Similar
Mobility	Traffic enforcement	62%	17	23	Similar
	Street repair	62%	9	29	Similar
	Street cleaning	66%	17	23	Similar



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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Street lighting	72%	8	21	Similar
	Sidewalk maintenance	67%	5	23	Similar
	Traffic signal timing	50%	11	18	Similar
	Bus or transit services	56%	15	19	Similar
Natural Environment	Garbage collection	83%	17	21	Similar
	Recycling	84%	14	19	Similar
	Yard waste pick-up	79%	11	14	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	61%	15	21	Similar
Built Environment	Elk Grove open space	59%	NA	NA	NA
	Storm drainage	68%	10	18	Similar
	Utility billing	59%	NA	NA	NA
	Land use, planning and zoning	53%	9	19	Similar
Economy	Code enforcement (weeds, abandoned buildings, etc.)	47%	11	19	Similar
Economy	Economic development	47%	9	20	Similar
Education and Enrichment	City-sponsored special events	59%	NA	NA	NA
	Public library services	79%	21	28	Similar
Community Engagement	Public information services	64%	12	16	Similar

Table 75: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	66%	9	18	Similar
Recommend living in Elk Grove to someone who asks	88%	12	18	Similar
Remain in Elk Grove for the next five years	87%	9	18	Similar
Contacted Elk Grove (in-person, phone, email or web) for help or information	39%	15	18	Similar

Table 76: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	31%	NA	NA	NA
	Did NOT report a crime to the police	74%	NA	NA	NA
	Household member was NOT a victim of a crime	86%	13	18	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	91%	NA	NA	NA
	Carpooled with other adults or children instead of driving alone	49%	NA	NA	NA
	Walked or biked instead of driving	57%	NA	NA	NA
Natural Environment	Made efforts to conserve water	89%	NA	NA	NA
	Made efforts to make your home more energy efficient	79%	NA	NA	NA
Built Environment	Recycle at home	96%	7	17	Similar
	Observed a code violation or other hazard in Elk Grove	60%	NA	NA	NA
Economy	NOT experiencing housing costs stress	57%	10	18	Similar
	Purchase goods or services from a business located in Elk Grove	97%	NA	NA	NA

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Economy will have positive impact on income	30%	4	18	Similar
	Work inside boundaries of Elk Grove	28%	NA	NA	NA
Recreation and Wellness	Eat at least 5 portions of fruits and vegetables a day	88%	NA	NA	NA
	Participate in moderate or vigorous physical activity	79%	NA	NA	NA
	In very good to excellent health	58%	NA	NA	NA
	Used Elk Grove public libraries or their services	56%	15	18	Lower
Education and Enrichment	Participated in religious or spiritual activities in Elk Grove	45%	7	14	Similar
	Attended City-sponsored event	47%	NA	NA	NA
	Campaigned or advocated for an issue, cause or candidate	20%	NA	NA	NA
Community Engagement	Contacted Elk Grove elected officials (in-person, phone, email or web) to express your opinion	13%	NA	NA	NA
	Volunteered your time to some group/activity in Elk Grove	32%	14	18	Lower
	Participated in a club	21%	15	17	Lower
	Talked to or visited with your immediate neighbors	42%	16	18	Similar
	Done a favor for a neighbor	82%	17	17	Lower
	Attended a local public meeting	19%	17	18	Similar
	Watched (online or on television) a local public meeting	18%	15	16	Lower
	Read or watch local news (via television, paper, computer, etc.)	92%	NA	NA	NA
	Vote in local elections	81%	7	18	Similar

Communities included in select California cities comparisons

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

Apple Valley town, CA .....	69,135	Monterey city, CA.....	27,810
Benicia city, CA .....	26,997	Newport Beach city, CA .....	85,186
Brea city, CA.....	39,282	Novato city, CA .....	51,904
Carlsbad city, CA.....	105,328	Palm Springs city, CA .....	44,552
Citrus Heights city, CA.....	83,301	Palo Alto city, CA .....	64,403
Clovis city, CA.....	95,631	Pasadena city, CA .....	137,122
Concord city, CA .....	122,067	Richmond city, CA.....	103,701
Coronado city, CA .....	18,912	San Carlos city, CA.....	28,406
Cupertino city, CA .....	58,302	San Rafael city, CA.....	57,713
El Cerrito city, CA.....	23,549	Santa Clarita city, CA.....	176,320
Elk Grove city, CA .....	153,015	Santa Monica city, CA.....	89,736
Encinitas city, CA .....	59,518	Seaside city, CA .....	33,025
Fremont city, CA .....	214,089	South Lake Tahoe city, CA.....	21,403
Hayward city, CA .....	144,186	Sunnyvale city, CA .....	140,081
La Mesa city, CA .....	57,065	Temecula city, CA .....	100,097
Laguna Beach city, CA.....	22,723	Thousand Oaks city, CA.....	126,683
Laguna Hills city, CA.....	30,344	Ventura CCD, CA.....	111,889
Livermore city, CA.....	80,968	Visalia city, CA .....	124,442
Menlo Park city, CA .....	32,026	Walnut Creek city, CA.....	64,173
Mission Viejo city, CA .....	93,305	Woodland city, CA.....	55,468
Modesto city, CA.....	201,165		

## 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 the 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

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.

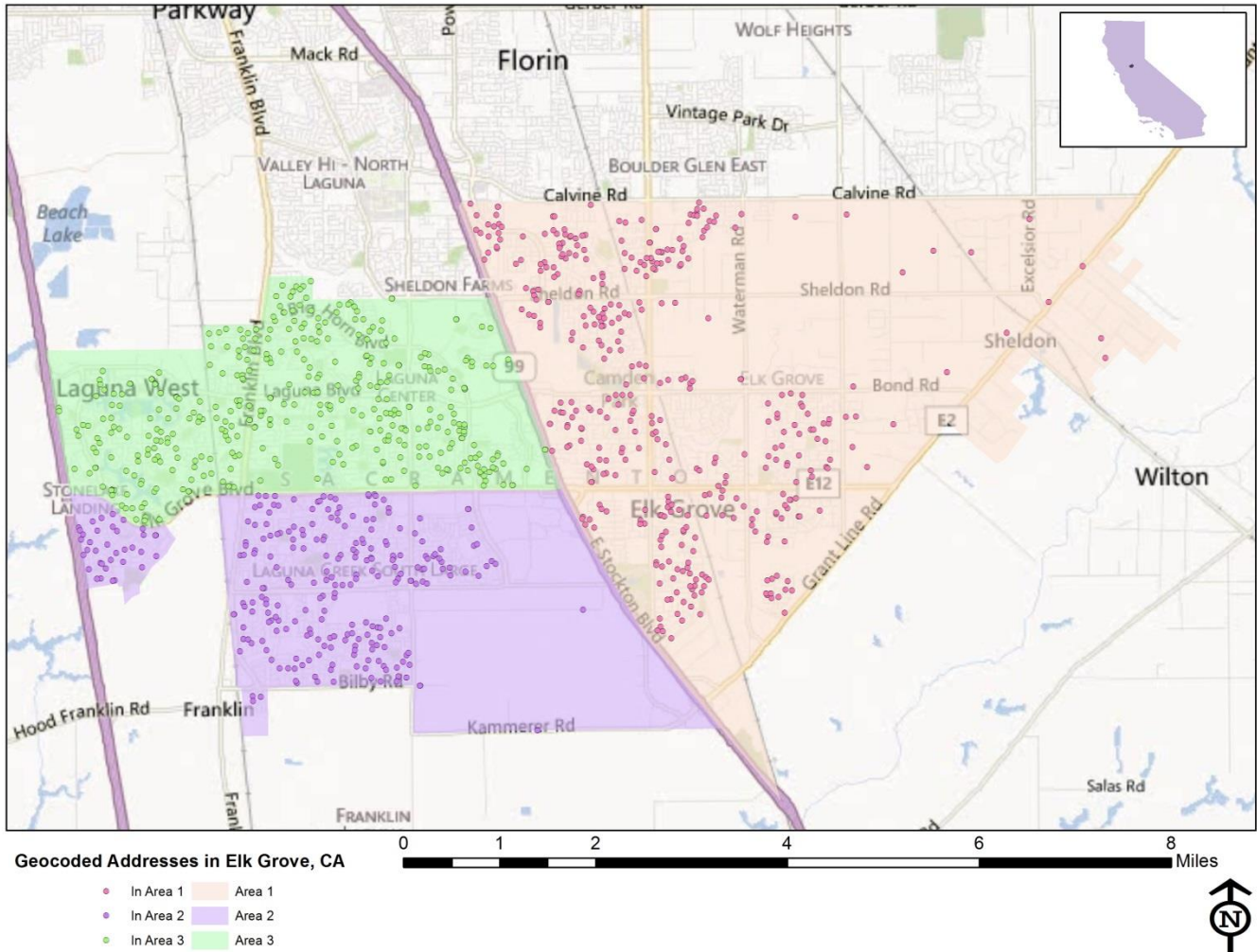
Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively 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 importance 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 Elk Grove 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 Elk Grove. Since some of the zip codes that serve the City of Elk Grove 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 Elk Grove boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the three zip codes.

To choose the 1,200 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 a 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).

Figure 1: Location of Survey Recipients



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.

### Survey Administration and Response

Selected households received three mailings, one week apart, beginning in September 5, 2013. 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. Completed surveys were collected over the following seven weeks.

About 1% of the 1,200 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 1,182 households that received a survey, 269 completed the survey, providing an overall response rate of 23%; average response rates for a mailed resident survey range from 20% to 40%. Additionally, responses were tracked by zip code; response rates by zip code ranged from 22% to 24%.

Table 77: Survey Response Rates by Zip Code Paste table from Survey Tracking Spreadsheet

	Number mailed	Undeliverable	Eligible	Returned	Response rate
95624	420	5	415	92	22%
95757	319	4	314	69	22%
95758	461	9	452	108	24%
Overall	1,200	18	1,182	269	23%

## 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.<sup>1</sup>

The margin of error for the City of Elk Grove survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (269 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 Elk Grove. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, race, gender and age. The results of the weighting scheme are presented in the table on the following page.

<sup>1</sup> 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.

Table 78: Elk Grove, CA 2013 Weighting Table

Characteristic	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	25%	21%	27%
Own home	75%	79%	73%
Detached unit	88%	85%	86%
Attached unit	12%	15%	14%
<b>Race and Ethnicity</b>			
White	49%	58%	49%
Not white	51%	42%	51%
Not Hispanic	84%	89%	88%
Hispanic	16%	11%	12%
<b>Sex and Age</b>			
Female	53%	64%	53%
Male	47%	36%	47%
18-34 years of age	30%	13%	29%
35-54 years of age	44%	43%	43%
55+ years of age	26%	44%	28%
Females 18-34	15%	10%	15%
Females 35-54	23%	29%	22%
Females 55+	14%	25%	15%
Males 18-34	15%	4%	15%
Males 35-54	21%	14%	20%
Males 55+	12%	19%	13%

<sup>1</sup> Source: 2010 Census/2011 ACS

## 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**