



2009 Community Attitude Survey

City of Tempe

An annual survey of Tempe residents to guide policy in coming years

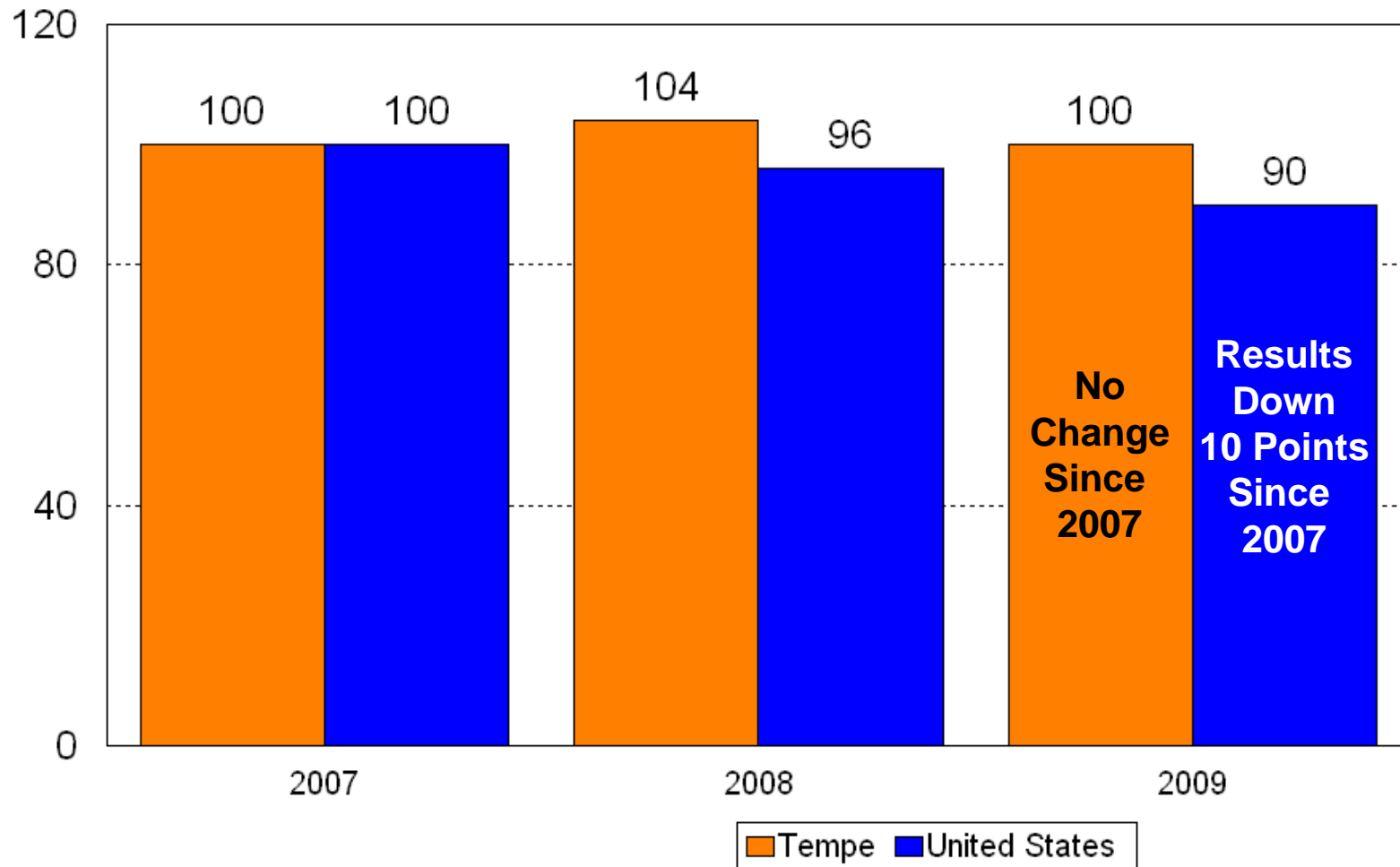
Purpose

- **Objectively assess satisfaction with the quality of city services**
- **Identify priorities for improvement**
- **Evaluate trends**
- **Assess Tempe's performance compared to other communities**

Composite Satisfaction Index: Tempe vs. U.S.

How the Results in Tempe and the Nation Have Changed Since 2007

derived from the change in the mean rating for all benchmarkable questions
(Base Year 2007=100)

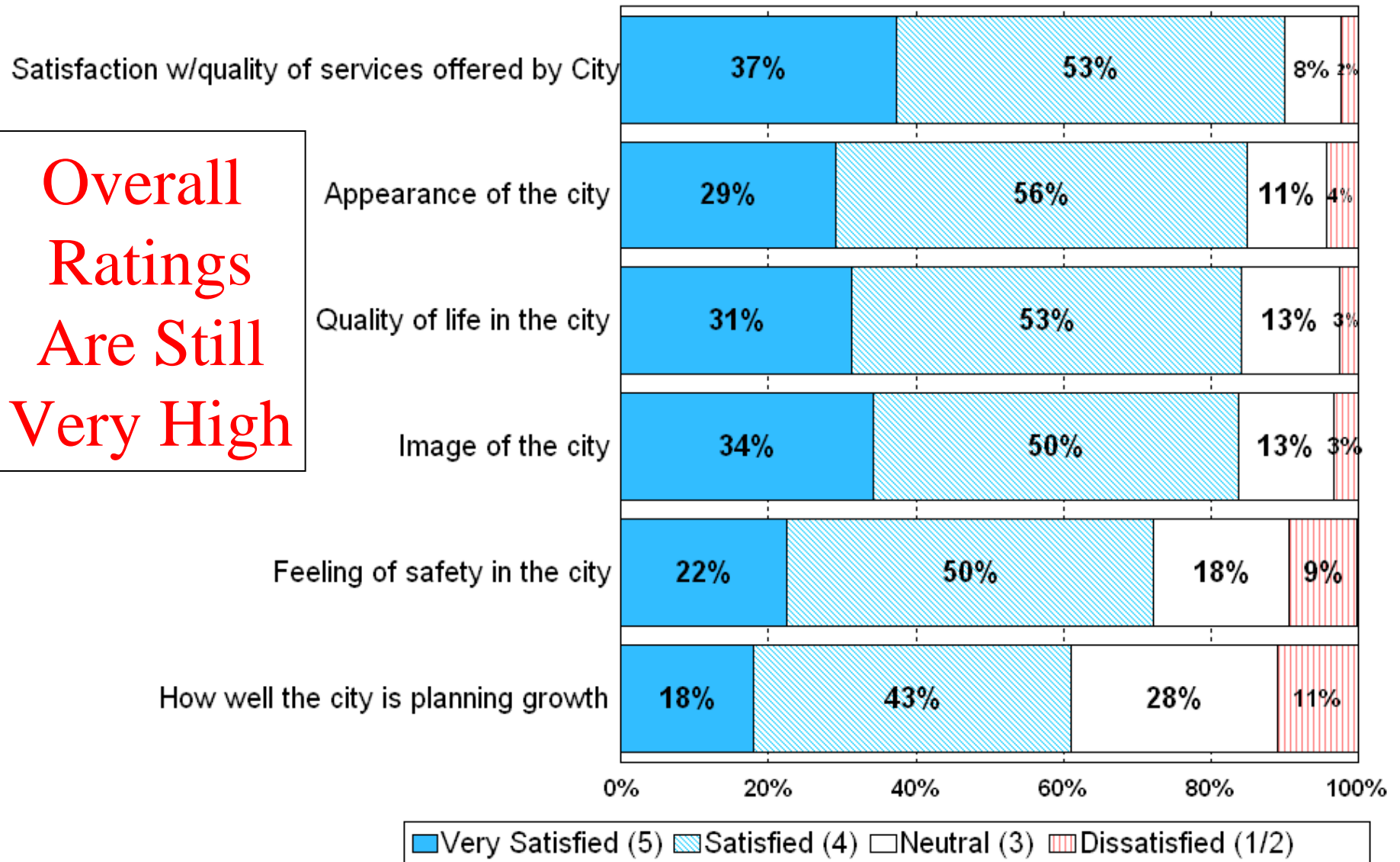


Source: ETC Institute DirectionFinder (Tempe, AZ 2010)

Perceptions of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

Overall Ratings Are Still Very High



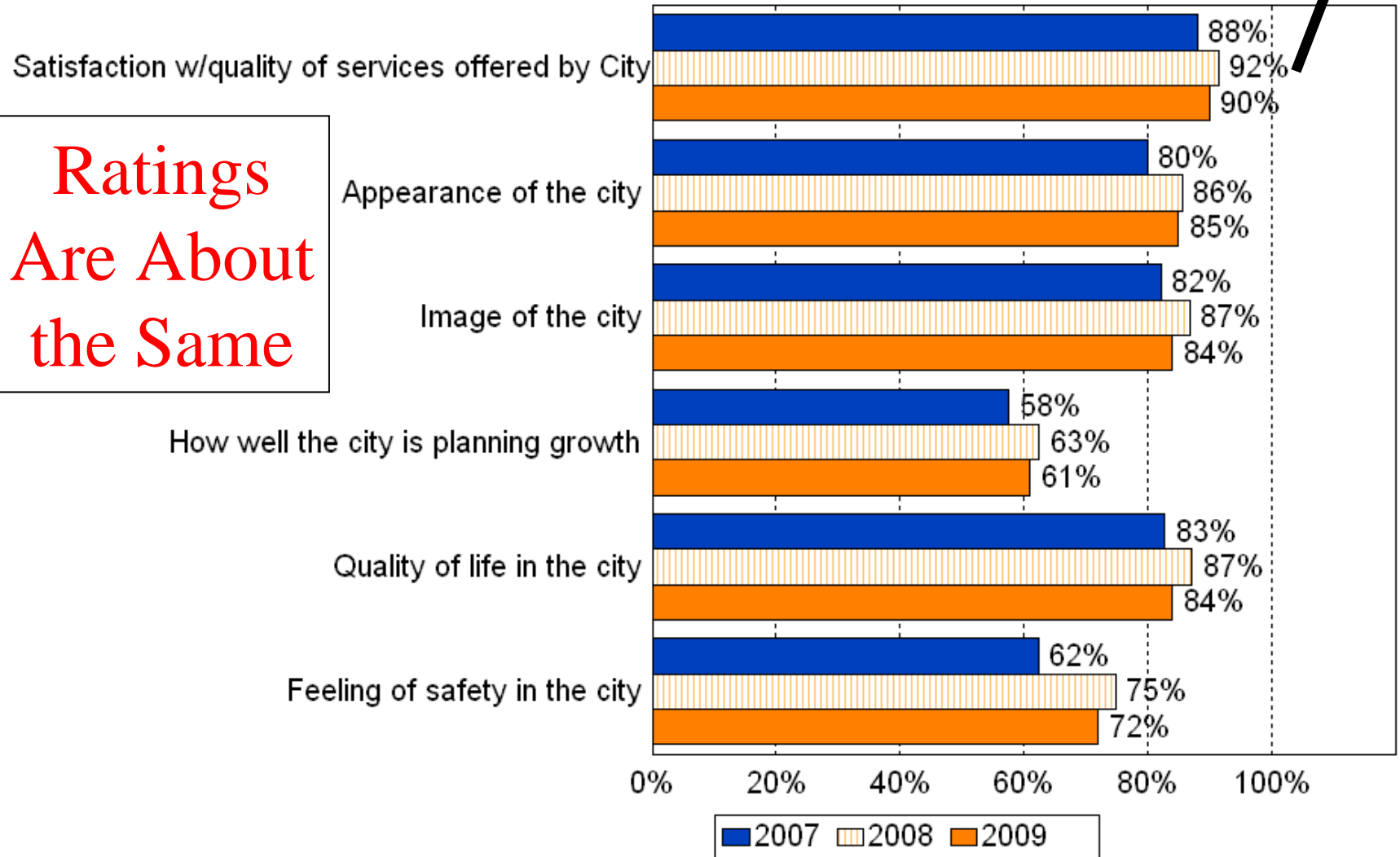
Source: ETC Institute (2009)

Trends: Perceptions of the City 2007 - 2009

**34% above
US avg.**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

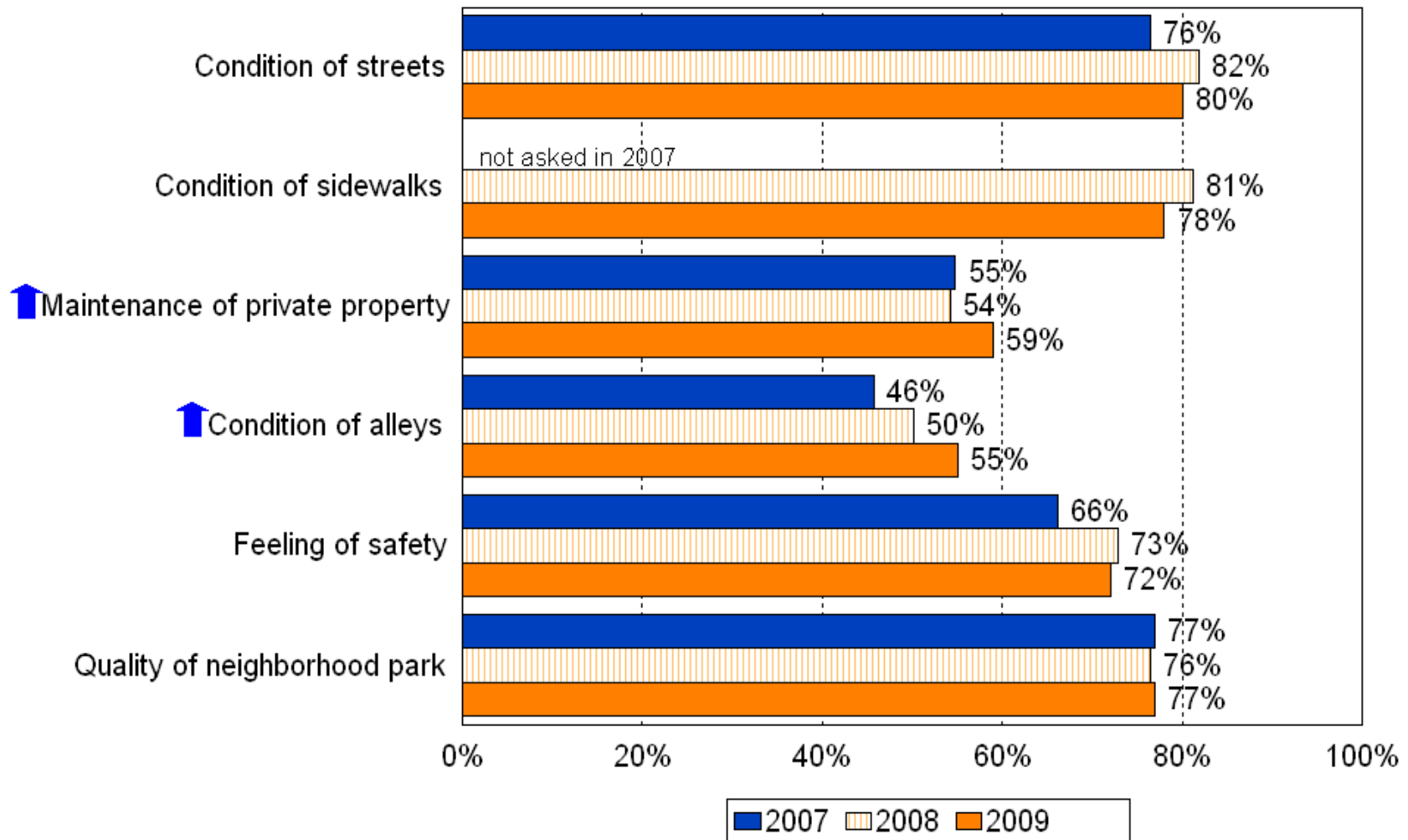
**Ratings
Are About
the Same**



Source: ETC Institute (2009)

Trends: Level of Satisfaction with Various Aspects of Your Neighborhood 2007 - 2009

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Poor Economic Conditions May Have Contributed to Decreased Ratings in Some Areas

- **Ratings of the City as a place to work**
- **Ratings of the City as a place to retire**
- **Direction of the City**
- **New commercial development**
- **Accuracy of utility bills**

How Satisfaction with City Services in Tempe Compares to the National Average

Difference in the percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"

Setting the Standard (More than 15% Above)

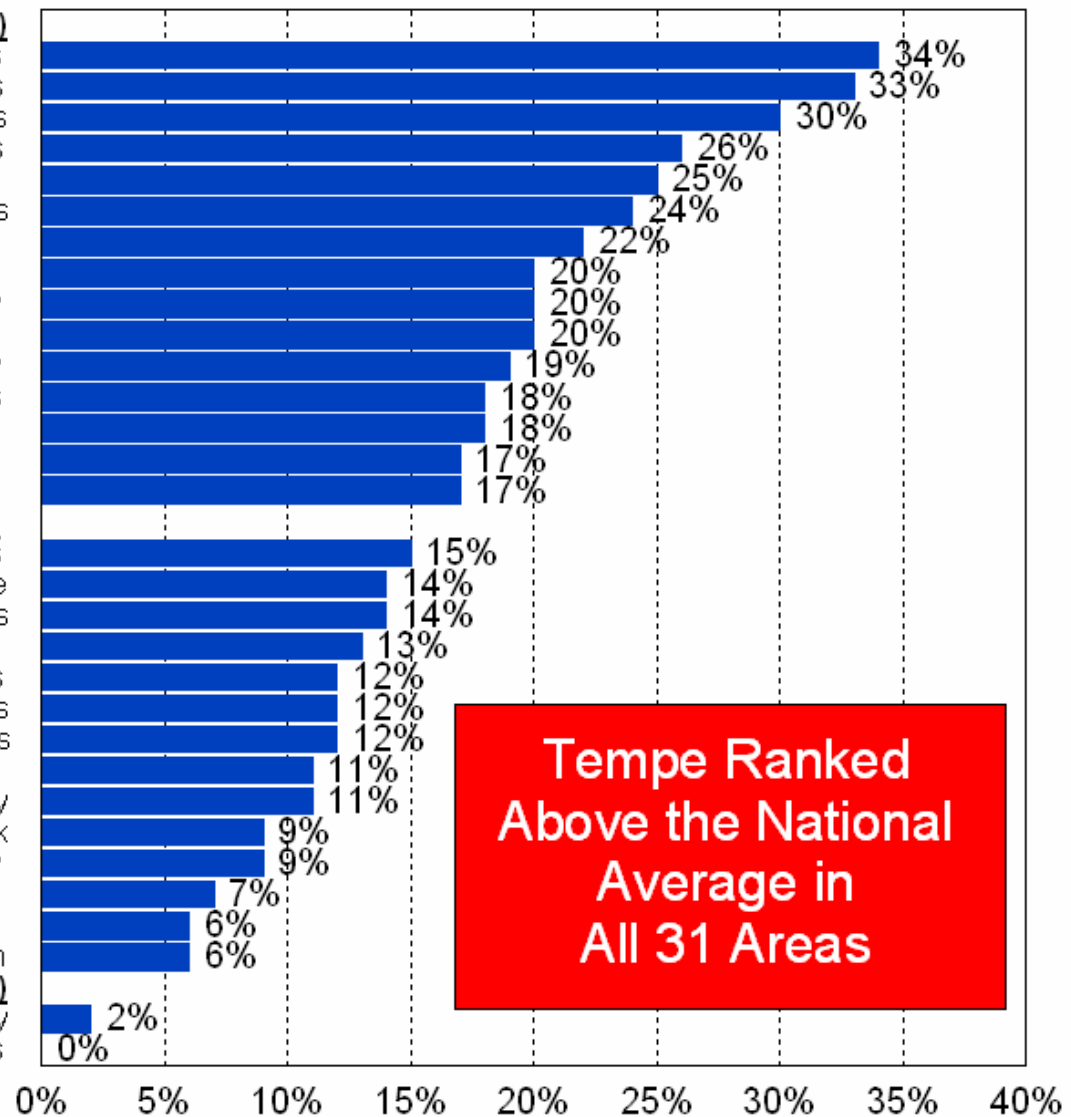
- Overall quality of City services
- Condition of sidewalks
- Quality of City recreation centers
- Condition of major city streets
- Information available on city programs/services
- Quality of city golf courses
- How quickly city staff responds to requests
- Bulky item pick up/removal services
- Overall appearance of the City
- Condition of streets in neighborhoods
- Overall image of the City
- Quality of city recreation programs for adults
- Quality of city swimming pools & programs
- Enforcement of local traffic laws
- How well City employees handle issues

Significantly Above Average (5%-15% Above)

- Accuracy of information provided by employees
- As a place to live
- Quality of larger city parks
- Quality of outdoor athletic fields
- Cleanliness of city streets
- Quality of library services
- Recycling services
- Overall quality of local police services
- Quality of life in the city
- As a place to work
- Maintenance of private property
- How well the city is planning growth
- Residential trash collection services
- Quality of city recreation programs for youth

Keeping Pace (-4% Below to 4% Above)

- Feeling of safety in the city
- Overall quality of fire services



Tempe Ranked Above the National Average in All 31 Areas

Summary

- **Overall satisfaction with city services is 34% above the national average**
- **Areas with the most improvement included:**
 - Quality of local transit service (+13%)
 - Quality of golf course (+7%)
 - Management of traffic flow (+6%)
 - Maintenance of private property (+5%)
 - Condition of alleys (+5%)
 - Quality of larger parks (+5%)
 - Quality of swimming pools and programs (+5%)
 - Quality of outdoor athletic fields (+4%)
 - Quality of walking/biking paths (+4%)
- **There were significant decreases in only 9 areas**
 - Most of the decreases involved issues related to the economy

Summary (continued)

- **Residents continue to think Tempe is a great place to live**
 - 93% gave positive ratings; only 2% gave negative ratings; the remaining 6% thought overall quality of services was okay
- **Tempe rated above the national average in all 31 areas that were benchmarked against other communities**
 - The City is setting the standard (15% above the national average) in 15 areas
- **Top three overall priorities for improvement**
 - Police Services
 - Neighborhood Services
 - Economic/Business Development

Methodology

- **Administered by mail/phone during the fall of 2009**
- **Random sample of 808 households**
- **Demographics similar to the recent Census estimates:**
 - **White: 80% Survey vs. 80% Census**
 - **Asian: 6% Survey vs. 6% Census**
 - **Black: 5% Survey vs. 5% Census**
 - **Gender: 48% Male and 52% Female**
 - **Age: Approximately 1/5th of respondents from each of age groups (18-34, 35-44, 45-54, 55-64 & 65+)**
- **Precision of +/-3.4% at the 95% level of confidence**
- **Benchmarking Data and GIS Mapping**

Location of Survey Respondents

City of Tempe 2009
Community Survey

