



THE NCSTM
The National Citizen SurveyTM

Paradise Valley, AZ

Technical Appendices

2016



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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

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

Table 1: Question 1

Please rate each of the following aspects of quality of life in Paradise Valley:	Excellent		Good		Fair		Poor		Total	
Paradise Valley as a place to live	74%	N=387	23%	N=119	3%	N=13	0%	N=1	100%	N=520
Your neighborhood as a place to live	71%	N=368	24%	N=126	4%	N=20	1%	N=3	100%	N=516
Paradise Valley as a place to raise children	52%	N=227	31%	N=136	15%	N=66	3%	N=11	100%	N=441
Paradise Valley as a place to work	40%	N=118	31%	N=94	18%	N=55	11%	N=31	100%	N=298
Paradise Valley as a place to visit	68%	N=331	25%	N=122	6%	N=31	0%	N=1	100%	N=485
Paradise Valley as a place to retire	68%	N=324	23%	N=109	6%	N=30	2%	N=11	100%	N=475
The overall quality of life in Paradise Valley	69%	N=355	28%	N=146	2%	N=12	0%	N=1	100%	N=513

Table 2: Question 2

Please rate each of the following characteristics as they relate to Paradise Valley as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Paradise Valley	52%	N=270	40%	N=206	8%	N=40	1%	N=3	100%	N=519
Overall ease of getting to the places you usually have to visit	58%	N=301	37%	N=191	4%	N=20	1%	N=3	100%	N=515
Quality of overall natural environment in Paradise Valley	64%	N=326	29%	N=149	6%	N=33	1%	N=5	100%	N=513
Overall "built environment" of Paradise Valley (including overall design, buildings, parks and transportation systems)	34%	N=174	42%	N=215	18%	N=92	5%	N=26	100%	N=507
Health and wellness opportunities in Paradise Valley	32%	N=135	42%	N=176	20%	N=83	6%	N=26	100%	N=421
Overall opportunities for education and enrichment	26%	N=107	37%	N=151	27%	N=109	10%	N=40	100%	N=407
Overall economic health of Paradise Valley	43%	N=200	47%	N=218	9%	N=43	1%	N=2	100%	N=464
Sense of community	21%	N=108	33%	N=166	33%	N=168	12%	N=63	100%	N=505
Overall image or reputation of Paradise Valley	65%	N=332	29%	N=150	6%	N=29	0%	N=0	100%	N=511

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 Paradise Valley to someone who asks	79%	N=403	19%	N=96	2%	N=8	1%	N=4	100%	N=510
Remain in Paradise Valley for the next five years	78%	N=407	16%	N=85	3%	N=16	2%	N=10	100%	N=519

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	78%	N=403	20%	N=102	2%	N=8	1%	N=7	0%	N=0	100%	N=520
In your neighborhood after dark	54%	N=279	36%	N=187	5%	N=27	4%	N=18	1%	N=4	100%	N=515

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Paradise Valley as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	26%	N=133	53%	N=272	18%	N=91	4%	N=20	100%	N=516
Ease of travel by car in Paradise Valley	37%	N=191	54%	N=278	8%	N=43	1%	N=7	100%	N=518
Ease of travel by public transportation in Paradise Valley	10%	N=19	12%	N=23	27%	N=52	52%	N=100	100%	N=193
Ease of travel by bicycle in Paradise Valley	25%	N=101	35%	N=141	30%	N=121	10%	N=42	100%	N=405
Ease of walking in Paradise Valley	37%	N=183	33%	N=166	20%	N=99	10%	N=51	100%	N=499
Availability of paths and walking trails	22%	N=108	32%	N=152	28%	N=133	18%	N=87	100%	N=480
Air quality	25%	N=128	47%	N=234	24%	N=120	4%	N=21	100%	N=503
Cleanliness of Paradise Valley	57%	N=296	40%	N=208	2%	N=13	0%	N=3	100%	N=520
Overall appearance of Paradise Valley	55%	N=284	41%	N=213	4%	N=19	1%	N=3	100%	N=519
Public places where people want to spend time	20%	N=89	35%	N=156	26%	N=114	18%	N=80	100%	N=439
Variety of housing options	16%	N=77	32%	N=150	33%	N=157	19%	N=89	100%	N=472
Recreational opportunities	18%	N=83	34%	N=158	35%	N=165	14%	N=65	100%	N=471
Availability of affordable quality food	26%	N=127	36%	N=175	26%	N=129	12%	N=57	100%	N=488
Availability of affordable quality health care	24%	N=95	34%	N=134	26%	N=103	16%	N=62	100%	N=394
Availability of preventive health services	23%	N=83	31%	N=110	25%	N=90	20%	N=71	100%	N=354
Availability of affordable quality mental health care	16%	N=39	22%	N=53	26%	N=63	36%	N=89	100%	N=244

Table 6: Question 6

Please rate each of the following characteristics as they relate to Paradise Valley as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	27%	N=62	42%	N=96	21%	N=48	9%	N=21	100%	N=227
K-12 education	33%	N=116	44%	N=154	15%	N=51	8%	N=28	100%	N=349
Opportunities to attend cultural/arts/music activities	19%	N=86	40%	N=178	28%	N=123	13%	N=58	100%	N=446
Opportunities to participate in religious or spiritual events and activities	36%	N=144	48%	N=194	13%	N=51	4%	N=16	100%	N=406
Employment opportunities	8%	N=20	27%	N=65	39%	N=96	27%	N=66	100%	N=247
Shopping opportunities	27%	N=130	33%	N=156	23%	N=108	17%	N=80	100%	N=474
Cost of living in Paradise Valley	8%	N=41	37%	N=186	41%	N=205	13%	N=64	100%	N=496
Overall quality of business and service establishments in Paradise Valley	20%	N=90	50%	N=224	23%	N=104	7%	N=33	100%	N=449
Overall quality of new development in Paradise Valley	20%	N=92	48%	N=219	24%	N=110	8%	N=37	100%	N=458
Opportunities to participate in social events and activities	18%	N=76	37%	N=152	31%	N=130	14%	N=58	100%	N=416
Opportunities to volunteer	25%	N=86	39%	N=136	28%	N=98	8%	N=28	100%	N=349
Opportunities to participate in community matters	25%	N=101	40%	N=165	28%	N=113	7%	N=29	100%	N=408
Openness and acceptance of the community toward people of diverse backgrounds	26%	N=102	41%	N=161	21%	N=83	12%	N=46	100%	N=393
Neighborliness of residents in Paradise Valley	20%	N=102	28%	N=138	38%	N=190	14%	N=69	100%	N=499

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	9%	N=47	91%	N=469	100%	N=516
Made efforts to make your home more energy efficient	24%	N=122	76%	N=396	100%	N=517
Observed a code violation or other hazard in Paradise Valley	60%	N=306	40%	N=207	100%	N=514
Household member was a victim of a crime in Paradise Valley	91%	N=470	9%	N=46	100%	N=516
Reported a crime to the police in Paradise Valley	85%	N=437	15%	N=78	100%	N=515

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Stocked supplies in preparation for an emergency	80%	N=416	20%	N=101	100%	N=516
Campaigned or advocated for an issue, cause or candidate	71%	N=365	29%	N=150	100%	N=515
Contacted the Town of Paradise Valley (in-person, phone, email or web) for help or information	46%	N=239	54%	N=277	100%	N=516
Contacted Paradise Valley elected officials (in-person, phone, email or web) to express your opinion	75%	N=388	25%	N=129	100%	N=517

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 Paradise Valley?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Participated in religious or spiritual activities in Paradise Valley	8%	N=42	18%	N=92	23%	N=118	50%	N=256	100%	N=508
Attended a Town-sponsored event	0%	N=3	2%	N=8	30%	N=153	68%	N=350	100%	N=513
Used bus or other public transportation instead of driving	0%	N=0	1%	N=4	5%	N=25	94%	N=484	100%	N=513
Carpooled with other adults or children instead of driving alone	9%	N=46	15%	N=77	19%	N=99	57%	N=289	100%	N=511
Walked or biked instead of driving	10%	N=51	22%	N=111	22%	N=112	47%	N=239	100%	N=513
Volunteered your time to some group/activity in Paradise Valley	6%	N=29	8%	N=43	15%	N=79	70%	N=359	100%	N=511
Participated in a club	9%	N=45	10%	N=50	12%	N=62	69%	N=349	100%	N=506
Talked to or visited with your immediate neighbors	26%	N=135	36%	N=183	25%	N=130	13%	N=65	100%	N=513
Done a favor for a neighbor	12%	N=59	24%	N=123	39%	N=198	26%	N=134	100%	N=514
Used Paradise Valley resorts or their services	8%	N=39	22%	N=116	41%	N=212	29%	N=148	100%	N=516

Table 9: Question 9

Thinking about local public meetings (of local elected officials like Town Council or Town Planning Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=2	2%	N=11	26%	N=131	72%	N=364	100%	N=509
Watched (online or on television) a local public meeting	0%	N=0	1%	N=6	9%	N=48	89%	N=458	100%	N=512

Table 10: Question 10

Please rate the quality of each of the following services in Paradise Valley:	Excellent		Good		Fair		Poor		Total	
Police services	59%	N=290	34%	N=168	5%	N=24	2%	N=7	100%	N=489
Fire services	61%	N=225	34%	N=125	5%	N=18	1%	N=2	100%	N=371
Ambulance or emergency medical services	61%	N=190	31%	N=97	7%	N=23	0%	N=1	100%	N=310
Crime prevention	39%	N=165	47%	N=201	10%	N=43	4%	N=16	100%	N=425
Fire prevention and education	34%	N=104	45%	N=137	17%	N=50	4%	N=11	100%	N=302
Traffic enforcement	34%	N=162	44%	N=210	16%	N=77	5%	N=23	100%	N=474
Street repair	29%	N=147	44%	N=221	21%	N=106	5%	N=25	100%	N=499
Street cleaning	30%	N=144	47%	N=222	17%	N=82	6%	N=27	100%	N=476
Street lighting	22%	N=107	31%	N=147	24%	N=113	23%	N=110	100%	N=476
Sidewalk maintenance	27%	N=118	40%	N=173	22%	N=97	11%	N=46	100%	N=435
Traffic signal timing	18%	N=86	46%	N=221	24%	N=116	11%	N=54	100%	N=477
Bus or transit services	19%	N=28	22%	N=33	23%	N=35	36%	N=53	100%	N=149
Garbage collection	40%	N=191	39%	N=186	13%	N=63	9%	N=42	100%	N=482
Recycling	29%	N=124	42%	N=180	14%	N=60	16%	N=69	100%	N=432

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Please rate the quality of each of the following services in Paradise Valley:	Excellent		Good		Fair		Poor		Total	
Yard waste pick-up	20%	N=60	28%	N=84	11%	N=34	40%	N=118	100%	N=296
Storm drainage	15%	N=64	39%	N=171	26%	N=111	21%	N=90	100%	N=436
Drinking water	20%	N=94	40%	N=188	27%	N=126	13%	N=61	100%	N=469
Sewer services	25%	N=88	43%	N=151	18%	N=64	15%	N=53	100%	N=356
Power (electric and/or gas) utility	29%	N=140	52%	N=253	18%	N=87	2%	N=8	100%	N=488
Utility billing	24%	N=117	46%	N=221	25%	N=121	4%	N=21	100%	N=481
Land use, planning and zoning	20%	N=85	40%	N=171	27%	N=115	13%	N=56	100%	N=427
Code enforcement (weeds, abandoned buildings, etc.)	20%	N=78	43%	N=168	22%	N=85	15%	N=57	100%	N=387
Animal control	24%	N=77	47%	N=148	19%	N=59	10%	N=31	100%	N=314
Health services	24%	N=56	42%	N=97	19%	N=43	15%	N=34	100%	N=231
Public information services	25%	N=83	45%	N=154	25%	N=85	5%	N=16	100%	N=339
Cable television	18%	N=75	40%	N=168	25%	N=106	17%	N=73	100%	N=423
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	N=45	42%	N=96	27%	N=63	11%	N=25	100%	N=230
Preservation of natural areas such as open space, mountains and greenbelts	27%	N=124	42%	N=192	23%	N=107	9%	N=40	100%	N=463
Paradise Valley open space	27%	N=123	37%	N=167	25%	N=110	11%	N=48	100%	N=447
Town-sponsored special events	17%	N=45	38%	N=97	32%	N=83	12%	N=32	100%	N=256
Overall customer service by Paradise Valley employees (police, receptionists, planners, post office, etc.)	38%	N=174	50%	N=228	11%	N=52	1%	N=6	100%	N=460
Paradise Valley website (www.paradisevalleyaz.gov)	24%	N=69	53%	N=151	20%	N=58	3%	N=7	100%	N=285
Median landscaping	28%	N=136	52%	N=251	16%	N=77	5%	N=23	100%	N=487
Post Office	32%	N=135	43%	N=182	17%	N=72	9%	N=39	100%	N=428
Municipal Courts	31%	N=63	51%	N=103	14%	N=29	4%	N=8	100%	N=202
Building inspection and plan review services	20%	N=57	40%	N=111	28%	N=77	12%	N=35	100%	N=279

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 Town of Paradise Valley	32%	N=151	56%	N=266	11%	N=54	1%	N=5	100%	N=477
The Federal Government	8%	N=34	25%	N=106	38%	N=161	28%	N=119	100%	N=420

Table 12: Question 12

Please rate the following categories of Paradise Valley government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Paradise Valley	23%	N=106	46%	N=210	22%	N=99	9%	N=40	100%	N=454
The overall direction that Paradise Valley is taking	21%	N=99	50%	N=232	23%	N=108	6%	N=29	100%	N=468
The job Paradise Valley government does at welcoming citizen involvement	23%	N=89	40%	N=152	26%	N=99	10%	N=38	100%	N=379
Overall confidence in Paradise Valley government	20%	N=95	47%	N=220	27%	N=127	6%	N=28	100%	N=469
Generally acting in the best interest of the community	23%	N=103	48%	N=219	23%	N=104	7%	N=33	100%	N=460
Being honest	26%	N=106	50%	N=200	18%	N=71	7%	N=26	100%	N=404
Treating all residents fairly	27%	N=102	47%	N=181	19%	N=74	7%	N=27	100%	N=384
Transparency of decision making	24%	N=89	40%	N=146	27%	N=98	9%	N=32	100%	N=365

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Table 13: Question 13

Please rate how important, if at all, you think it is for the Paradise Valley community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Paradise Valley	75%	N=382	20%	N=104	4%	N=22	1%	N=4	100%	N=512
Overall ease of getting to the places you usually have to visit	30%	N=150	45%	N=230	22%	N=111	3%	N=17	100%	N=508
Quality of overall natural environment in Paradise Valley	45%	N=226	45%	N=224	9%	N=47	1%	N=6	100%	N=504
Overall "built environment" of Paradise Valley (including overall design, buildings, parks and transportation systems)	45%	N=226	41%	N=207	13%	N=66	2%	N=8	100%	N=507
Health and wellness opportunities in Paradise Valley	18%	N=89	31%	N=158	34%	N=171	17%	N=87	100%	N=505
Overall opportunities for education and enrichment	25%	N=126	30%	N=150	32%	N=161	13%	N=66	100%	N=503
Overall economic health of Paradise Valley	48%	N=243	40%	N=202	11%	N=55	2%	N=9	100%	N=508
Sense of community	35%	N=178	43%	N=219	19%	N=96	3%	N=14	100%	N=506

Table 14: Question 14

Please rate each of the following types of customer service provided by the Town of Paradise Valley:	Excellent		Good		Fair		Poor		Total	
Customer service on the phone	44%	N=144	41%	N=137	12%	N=40	3%	N=10	100%	N=331
Customer service in-person	47%	N=141	39%	N=119	9%	N=28	5%	N=15	100%	N=304
Customer service online	33%	N=72	48%	N=102	14%	N=30	5%	N=11	100%	N=214

Table 15: 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	9%	N=44	6%	N=32	7%	N=36	14%	N=71	63%	N=316	100%	N=500
Purchase goods or services from a business located in Paradise Valley	6%	N=31	19%	N=95	39%	N=191	24%	N=120	11%	N=56	100%	N=493
Eat at least 5 portions of fruits and vegetables a day	3%	N=13	9%	N=42	28%	N=140	37%	N=184	23%	N=115	100%	N=494
Participate in moderate or vigorous physical activity	1%	N=5	6%	N=30	17%	N=84	40%	N=197	36%	N=179	100%	N=494
Read or watch local news (via television, paper, computer, etc.)	2%	N=11	8%	N=39	16%	N=81	23%	N=117	50%	N=250	100%	N=498
Vote in local elections	5%	N=26	3%	N=17	9%	N=42	17%	N=84	66%	N=329	100%	N=498

Table 16: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	45%	N=224
Very good	40%	N=201
Good	11%	N=56
Fair	3%	N=16
Poor	0%	N=2
Total	100%	N=500

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Table 17: 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=28
Somewhat positive	24%	N=121
Neutral	56%	N=276
Somewhat negative	13%	N=63
Very negative	1%	N=6
Total	100%	N=494

Table 18: Question D4

What is your employment status?	Percent	Number
Working full time for pay	47%	N=226
Working part time for pay	13%	N=61
Unemployed, looking for paid work	1%	N=5
Unemployed, not looking for paid work	10%	N=47
Fully retired	30%	N=143
Total	100%	N=482

Table 19: Question D5

Do you work inside the boundaries of Paradise Valley?	Percent	Number
Yes, outside the home	8%	N=40
Yes, from home	20%	N=98
No	71%	N=342
Total	100%	N=479

Table 20: Question D6

How many years have you lived in Paradise Valley?	Percent	Number
Less than 2 years	8%	N=40
2 to 5 years	17%	N=87
6 to 10 years	14%	N=71
11 to 20 years	24%	N=121
More than 20 years	36%	N=183
Total	100%	N=502

Table 21: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	99%	N=496
Building with two or more homes (duplex, townhome, apartment or condominium)	1%	N=3
Other	0%	N=1
Total	100%	N=500

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Table 22: Question D8

Is this house or apartment	Percent	Number
Rented	4%	N=20
Owned	96%	N=480
Total	100%	N=500

Table 23: 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	2%	N=7
\$300 to \$599 per month	6%	N=27
\$600 to \$999 per month	6%	N=26
\$1,000 to \$1,499 per month	6%	N=25
\$1,500 to \$2,499 per month	13%	N=60
\$2,500 or more per month	68%	N=310
Total	100%	N=455

Table 24: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	70%	N=347
Yes	30%	N=151
Total	100%	N=498

Table 25: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	56%	N=279
Yes	44%	N=219
Total	100%	N=498

Table 26: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	2%	N=9
\$25,000 to \$49,999	2%	N=7
\$50,000 to \$99,999	8%	N=34
\$100,000 to \$149,999	7%	N=30
\$150,000 or more	82%	N=357
Total	100%	N=437

Table 27: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=472
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=17
Total	100%	N=489

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Table 28: 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	1%	N=4
Asian, Asian Indian or Pacific Islander	4%	N=20
Black or African American	0%	N=1
White	93%	N=453
Other	4%	N=20

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

Table 29: Question D15

In which category is your age?	Percent	Number
18 to 24 years	0%	N=0
25 to 34 years	7%	N=32
35 to 44 years	8%	N=39
45 to 54 years	27%	N=132
55 to 64 years	23%	N=115
65 to 74 years	21%	N=101
75 years or older	15%	N=72
Total	100%	N=490

Table 30: Question D16

What is your sex?	Percent	Number
Female	49%	N=237
Male	51%	N=251
Total	100%	N=488

Table 31: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	56%	N=276
Land line	20%	N=99
Both	25%	N=122
Total	100%	N=497

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Responses including “don’t know”

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

Table 32: Question 1

Please rate each of the following aspects of quality of life in Paradise Valley:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Paradise Valley as a place to live	74%	N=387	23%	N=119	3%	N=13	0%	N=1	0%	N=0	100%	N=520
Your neighborhood as a place to live	71%	N=368	24%	N=126	4%	N=20	1%	N=3	0%	N=0	100%	N=516
Paradise Valley as a place to raise children	44%	N=227	27%	N=136	13%	N=66	2%	N=11	14%	N=70	100%	N=511
Paradise Valley as a place to work	23%	N=118	19%	N=94	11%	N=55	6%	N=31	41%	N=208	100%	N=506
Paradise Valley as a place to visit	65%	N=331	24%	N=122	6%	N=31	0%	N=1	4%	N=23	100%	N=508
Paradise Valley as a place to retire	63%	N=324	21%	N=109	6%	N=30	2%	N=11	7%	N=37	100%	N=512
The overall quality of life in Paradise Valley	69%	N=355	28%	N=146	2%	N=12	0%	N=1	0%	N=0	100%	N=513

Table 33: Question 2

Please rate each of the following characteristics as they relate to Paradise Valley as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Paradise Valley	52%	N=270	40%	N=206	8%	N=40	1%	N=3	0%	N=0	100%	N=519
Overall ease of getting to the places you usually have to visit	58%	N=301	37%	N=191	4%	N=20	1%	N=3	0%	N=0	100%	N=515
Quality of overall natural environment in Paradise Valley	64%	N=326	29%	N=149	6%	N=33	1%	N=5	0%	N=0	100%	N=513
Overall "built environment" of Paradise Valley (including overall design, buildings, parks and transportation systems)	34%	N=174	42%	N=215	18%	N=92	5%	N=26	0%	N=2	100%	N=510
Health and wellness opportunities in Paradise Valley	27%	N=135	35%	N=176	16%	N=83	5%	N=26	17%	N=88	100%	N=509
Overall opportunities for education and enrichment	21%	N=107	30%	N=151	21%	N=109	8%	N=40	20%	N=103	100%	N=510
Overall economic health of Paradise Valley	39%	N=200	43%	N=218	8%	N=43	0%	N=2	9%	N=49	100%	N=512
Sense of community	21%	N=108	33%	N=166	33%	N=168	12%	N=63	1%	N=4	100%	N=508
Overall image or reputation of Paradise Valley	65%	N=332	29%	N=150	6%	N=29	0%	N=0	1%	N=3	100%	N=514

Table 34: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Paradise Valley to someone who asks	78%	N=403	18%	N=96	2%	N=8	1%	N=4	2%	N=9	100%	N=519
Remain in Paradise Valley for the next five years	78%	N=407	16%	N=85	3%	N=16	2%	N=10	0%	N=1	100%	N=520

Table 35: 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	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	78%	N=403	20%	N=102	2%	N=8	1%	N=7	0%	N=0	0%	N=0	100%	N=520
In your neighborhood after dark	54%	N=279	36%	N=187	5%	N=27	4%	N=18	1%	N=4	0%	N=0	100%	N=515

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Table 36: Question 5

Please rate each of the following characteristics as they relate to Paradise Valley as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	26%	N=133	53%	N=272	17%	N=91	4%	N=20	0%	N=2	100%	N=518
Ease of travel by car in Paradise Valley	37%	N=191	54%	N=278	8%	N=43	1%	N=7	0%	N=0	100%	N=518
Ease of travel by public transportation in Paradise Valley	4%	N=19	5%	N=23	10%	N=52	20%	N=100	62%	N=314	100%	N=508
Ease of travel by bicycle in Paradise Valley	20%	N=101	27%	N=141	24%	N=121	8%	N=42	21%	N=110	100%	N=514
Ease of walking in Paradise Valley	35%	N=183	32%	N=166	19%	N=99	10%	N=51	4%	N=19	100%	N=519
Availability of paths and walking trails	21%	N=108	29%	N=152	26%	N=133	17%	N=87	7%	N=37	100%	N=517
Air quality	25%	N=128	45%	N=234	23%	N=120	4%	N=21	3%	N=16	100%	N=519
Cleanliness of Paradise Valley	57%	N=296	40%	N=208	2%	N=13	0%	N=3	0%	N=0	100%	N=520
Overall appearance of Paradise Valley	55%	N=284	41%	N=213	4%	N=19	1%	N=3	0%	N=1	100%	N=521
Public places where people want to spend time	17%	N=89	30%	N=156	22%	N=114	16%	N=80	14%	N=71	100%	N=510
Variety of housing options	15%	N=77	29%	N=150	30%	N=157	17%	N=89	9%	N=45	100%	N=517
Recreational opportunities	16%	N=83	31%	N=158	32%	N=165	13%	N=65	8%	N=43	100%	N=514
Availability of affordable quality food	25%	N=127	34%	N=175	25%	N=129	11%	N=57	5%	N=24	100%	N=512
Availability of affordable quality health care	18%	N=95	26%	N=134	20%	N=103	12%	N=62	24%	N=122	100%	N=516
Availability of preventive health services	16%	N=83	22%	N=110	17%	N=90	14%	N=71	31%	N=159	100%	N=513
Availability of affordable quality mental health care	8%	N=39	10%	N=53	12%	N=63	17%	N=89	52%	N=267	100%	N=511

Table 37: Question 6

Please rate each of the following characteristics as they relate to Paradise Valley as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	12%	N=62	19%	N=96	9%	N=48	4%	N=21	55%	N=283	100%	N=510
K-12 education	23%	N=116	30%	N=154	10%	N=51	6%	N=28	31%	N=158	100%	N=507
Opportunities to attend cultural/arts/music activities	17%	N=86	35%	N=178	24%	N=123	12%	N=58	11%	N=58	100%	N=503
Opportunities to participate in religious or spiritual events and activities	29%	N=144	38%	N=194	10%	N=51	3%	N=16	20%	N=99	100%	N=506
Employment opportunities	4%	N=20	13%	N=65	19%	N=96	13%	N=66	51%	N=259	100%	N=506
Shopping opportunities	26%	N=130	31%	N=156	22%	N=108	16%	N=80	5%	N=26	100%	N=500
Cost of living in Paradise Valley	8%	N=41	37%	N=186	41%	N=205	13%	N=64	2%	N=10	100%	N=506
Overall quality of business and service establishments in Paradise Valley	18%	N=90	45%	N=224	21%	N=104	7%	N=33	10%	N=51	100%	N=501
Overall quality of new development in Paradise Valley	18%	N=92	44%	N=219	22%	N=110	7%	N=37	9%	N=45	100%	N=503
Opportunities to participate in social events and activities	15%	N=76	30%	N=152	26%	N=130	12%	N=58	17%	N=84	100%	N=500
Opportunities to volunteer	17%	N=86	27%	N=136	19%	N=98	5%	N=28	32%	N=161	100%	N=509
Opportunities to participate in community matters	20%	N=101	33%	N=165	22%	N=113	6%	N=29	19%	N=97	100%	N=505
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=102	32%	N=161	17%	N=83	9%	N=46	21%	N=106	100%	N=499
Neighborliness of residents in Paradise Valley	20%	N=102	27%	N=138	37%	N=190	14%	N=69	2%	N=9	100%	N=508

Table 38: 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	9%	N=47	91%	N=469	100%	N=516
Made efforts to make your home more energy efficient	24%	N=122	76%	N=396	100%	N=517
Observed a code violation or other hazard in Paradise Valley	60%	N=306	40%	N=207	100%	N=514
Household member was a victim of a crime in Paradise Valley	91%	N=470	9%	N=46	100%	N=516

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Reported a crime to the police in Paradise Valley	85%	N=437	15%	N=78	100%	N=515
Stocked supplies in preparation for an emergency	80%	N=416	20%	N=101	100%	N=516
Campaigned or advocated for an issue, cause or candidate	71%	N=365	29%	N=150	100%	N=515
Contacted the Town of Paradise Valley (in-person, phone, email or web) for help or information	46%	N=239	54%	N=277	100%	N=516
Contacted Paradise Valley elected officials (in-person, phone, email or web) to express your opinion	75%	N=388	25%	N=129	100%	N=517

Table 39: 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 Paradise Valley?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Participated in religious or spiritual activities in Paradise Valley	8%	N=42	18%	N=92	23%	N=118	50%	N=256	100%	N=508
Attended a Town-sponsored event	0%	N=3	2%	N=8	30%	N=153	68%	N=350	100%	N=513
Used bus or other public transportation instead of driving	0%	N=0	1%	N=4	5%	N=25	94%	N=484	100%	N=513
Carpooled with other adults or children instead of driving alone	9%	N=46	15%	N=77	19%	N=99	57%	N=289	100%	N=511
Walked or biked instead of driving	10%	N=51	22%	N=111	22%	N=112	47%	N=239	100%	N=513
Volunteered your time to some group/activity in Paradise Valley	6%	N=29	8%	N=43	15%	N=79	70%	N=359	100%	N=511
Participated in a club	9%	N=45	10%	N=50	12%	N=62	69%	N=349	100%	N=506
Talked to or visited with your immediate neighbors	26%	N=135	36%	N=183	25%	N=130	13%	N=65	100%	N=513
Done a favor for a neighbor	12%	N=59	24%	N=123	39%	N=198	26%	N=134	100%	N=514
Used Paradise Valley resorts or their services	8%	N=39	22%	N=116	41%	N=212	29%	N=148	100%	N=516

Table 40: Question 9

Thinking about local public meetings (of local elected officials like Town Council or Town Planning Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=2	2%	N=11	26%	N=131	72%	N=364	100%	N=509
Watched (online or on television) a local public meeting	0%	N=0	1%	N=6	9%	N=48	89%	N=458	100%	N=512

Table 41: Question 10

Please rate the quality of each of the following services in Paradise Valley:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	57%	N=290	33%	N=168	5%	N=24	1%	N=7	3%	N=16	100%	N=505
Fire services	44%	N=225	25%	N=125	3%	N=18	0%	N=2	27%	N=136	100%	N=507
Ambulance or emergency medical services	38%	N=190	19%	N=97	5%	N=23	0%	N=1	38%	N=192	100%	N=502
Crime prevention	33%	N=165	40%	N=201	9%	N=43	3%	N=16	15%	N=73	100%	N=498
Fire prevention and education	21%	N=104	27%	N=137	10%	N=50	2%	N=11	40%	N=198	100%	N=500
Traffic enforcement	32%	N=162	42%	N=210	15%	N=77	5%	N=23	5%	N=26	100%	N=500
Street repair	29%	N=147	44%	N=221	21%	N=106	5%	N=25	1%	N=6	100%	N=505
Street cleaning	29%	N=144	44%	N=222	16%	N=82	5%	N=27	5%	N=24	100%	N=500
Street lighting	21%	N=107	30%	N=147	23%	N=113	22%	N=110	4%	N=21	100%	N=498
Sidewalk maintenance	24%	N=118	35%	N=173	20%	N=97	9%	N=46	12%	N=61	100%	N=496
Traffic signal timing	17%	N=86	44%	N=221	23%	N=116	11%	N=54	5%	N=23	100%	N=500
Bus or transit services	6%	N=28	7%	N=33	7%	N=35	11%	N=53	70%	N=349	100%	N=498
Garbage collection	38%	N=191	37%	N=186	13%	N=63	8%	N=42	4%	N=22	100%	N=504

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Please rate the quality of each of the following services in Paradise Valley:	Excellent		Good		Fair		Poor		Don't know		Total	
Recycling	25%	N=124	36%	N=180	12%	N=60	14%	N=69	14%	N=71	100%	N=503
Yard waste pick-up	12%	N=60	17%	N=84	7%	N=34	24%	N=118	40%	N=194	100%	N=490
Storm drainage	13%	N=64	34%	N=171	22%	N=111	18%	N=90	12%	N=62	100%	N=498
Drinking water	19%	N=94	37%	N=188	25%	N=126	12%	N=61	7%	N=36	100%	N=504
Sewer services	18%	N=88	30%	N=151	13%	N=64	11%	N=53	29%	N=144	100%	N=500
Power (electric and/or gas) utility	28%	N=140	50%	N=253	17%	N=87	2%	N=8	3%	N=13	100%	N=501
Utility billing	24%	N=117	44%	N=221	24%	N=121	4%	N=21	3%	N=17	100%	N=498
Land use, planning and zoning	17%	N=85	34%	N=171	23%	N=115	11%	N=56	15%	N=76	100%	N=503
Code enforcement (weeds, abandoned buildings, etc.)	16%	N=78	33%	N=168	17%	N=85	11%	N=57	23%	N=115	100%	N=502
Animal control	15%	N=77	29%	N=148	12%	N=59	6%	N=31	38%	N=189	100%	N=503
Health services	11%	N=56	20%	N=97	9%	N=43	7%	N=34	54%	N=268	100%	N=499
Public information services	17%	N=83	31%	N=154	17%	N=85	3%	N=16	32%	N=163	100%	N=502
Cable television	15%	N=75	34%	N=168	22%	N=106	15%	N=73	14%	N=70	100%	N=493
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	N=45	19%	N=96	13%	N=63	5%	N=25	54%	N=271	100%	N=501
Preservation of natural areas such as open space, mountains and greenbelts	25%	N=124	38%	N=192	21%	N=107	8%	N=40	8%	N=38	100%	N=501
Paradise Valley open space	25%	N=123	33%	N=167	22%	N=110	10%	N=48	10%	N=52	100%	N=499
Town-sponsored special events	9%	N=45	20%	N=97	17%	N=83	6%	N=32	48%	N=239	100%	N=495
Overall customer service by Paradise Valley employees (police, receptionists, planners, post office, etc.)	35%	N=174	45%	N=228	10%	N=52	1%	N=6	8%	N=41	100%	N=502
Paradise Valley website (www.paradisevalleyaz.gov)	14%	N=69	30%	N=151	12%	N=58	1%	N=7	43%	N=212	100%	N=498
Median landscaping	27%	N=136	50%	N=251	15%	N=77	5%	N=23	3%	N=14	100%	N=501
Post Office	27%	N=135	36%	N=182	14%	N=72	8%	N=39	15%	N=73	100%	N=500
Municipal Courts	13%	N=63	21%	N=103	6%	N=29	2%	N=8	60%	N=298	100%	N=500
Building inspection and plan review services	11%	N=57	22%	N=111	15%	N=77	7%	N=35	44%	N=219	100%	N=498

Table 42: 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 Town of Paradise Valley	30%	N=151	53%	N=266	11%	N=54	1%	N=5	5%	N=23	100%	N=500
The Federal Government	7%	N=34	21%	N=106	32%	N=161	24%	N=119	16%	N=79	100%	N=499

Table 43: Question 12

Please rate the following categories of Paradise Valley government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Paradise Valley	21%	N=106	42%	N=210	20%	N=99	8%	N=40	10%	N=51	100%	N=505
The overall direction that Paradise Valley is taking	19%	N=99	45%	N=232	21%	N=108	6%	N=29	8%	N=43	100%	N=511
The job Paradise Valley government does at welcoming citizen involvement	17%	N=89	30%	N=152	20%	N=99	8%	N=38	25%	N=128	100%	N=506
Overall confidence in Paradise Valley government	19%	N=95	43%	N=220	25%	N=127	5%	N=28	8%	N=40	100%	N=509
Generally acting in the best interest of the community	20%	N=103	43%	N=219	21%	N=104	6%	N=33	9%	N=48	100%	N=508
Being honest	21%	N=106	39%	N=200	14%	N=71	5%	N=26	20%	N=103	100%	N=507
Treating all residents fairly	20%	N=102	36%	N=181	15%	N=74	5%	N=27	25%	N=125	100%	N=509
Transparency of decision making	18%	N=89	29%	N=146	19%	N=98	6%	N=32	28%	N=140	100%	N=505

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Table 44: Question 13

Please rate how important, if at all, you think it is for the Paradise Valley community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Paradise Valley	75%	N=382	20%	N=104	4%	N=22	1%	N=4	100%	N=512
Overall ease of getting to the places you usually have to visit	30%	N=150	45%	N=230	22%	N=111	3%	N=17	100%	N=508
Quality of overall natural environment in Paradise Valley	45%	N=226	45%	N=224	9%	N=47	1%	N=6	100%	N=504
Overall "built environment" of Paradise Valley (including overall design, buildings, parks and transportation systems)	45%	N=226	41%	N=207	13%	N=66	2%	N=8	100%	N=507
Health and wellness opportunities in Paradise Valley	18%	N=89	31%	N=158	34%	N=171	17%	N=87	100%	N=505
Overall opportunities for education and enrichment	25%	N=126	30%	N=150	32%	N=161	13%	N=66	100%	N=503
Overall economic health of Paradise Valley	48%	N=243	40%	N=202	11%	N=55	2%	N=9	100%	N=508
Sense of community	35%	N=178	43%	N=219	19%	N=96	3%	N=14	100%	N=506

Table 45: Question 14

Please rate each of the following types of customer service provided by the Town of Paradise Valley:	Excellent		Good		Fair		Poor		Don't know		Total	
Customer service on the phone	28%	N=144	27%	N=137	8%	N=40	2%	N=10	35%	N=180	100%	N=511
Customer service in-person	28%	N=141	23%	N=119	6%	N=28	3%	N=15	40%	N=206	100%	N=509
Customer service online	14%	N=72	20%	N=102	6%	N=30	2%	N=11	58%	N=291	100%	N=505

Table 46: 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	9%	N=44	6%	N=32	7%	N=36	14%	N=71	63%	N=316	100%	N=500
Purchase goods or services from a business located in Paradise Valley	6%	N=31	19%	N=95	39%	N=191	24%	N=120	11%	N=56	100%	N=493
Eat at least 5 portions of fruits and vegetables a day	3%	N=13	9%	N=42	28%	N=140	37%	N=184	23%	N=115	100%	N=494
Participate in moderate or vigorous physical activity	1%	N=5	6%	N=30	17%	N=84	40%	N=197	36%	N=179	100%	N=494
Read or watch local news (via television, paper, computer, etc.)	2%	N=11	8%	N=39	16%	N=81	23%	N=117	50%	N=250	100%	N=498
Vote in local elections	5%	N=26	3%	N=17	9%	N=42	17%	N=84	66%	N=329	100%	N=498

Table 47: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	45%	N=224
Very good	40%	N=201
Good	11%	N=56
Fair	3%	N=16
Poor	0%	N=2
Total	100%	N=500

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Table 48: 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=28
Somewhat positive	24%	N=121
Neutral	56%	N=276
Somewhat negative	13%	N=63
Very negative	1%	N=6
Total	100%	N=494

Table 49: Question D4

What is your employment status?	Percent	Number
Working full time for pay	47%	N=226
Working part time for pay	13%	N=61
Unemployed, looking for paid work	1%	N=5
Unemployed, not looking for paid work	10%	N=47
Fully retired	30%	N=143
Total	100%	N=482

Table 50: Question D5

Do you work inside the boundaries of Paradise Valley?	Percent	Number
Yes, outside the home	8%	N=40
Yes, from home	20%	N=98
No	71%	N=342
Total	100%	N=479

Table 51: Question D6

How many years have you lived in Paradise Valley?	Percent	Number
Less than 2 years	8%	N=40
2 to 5 years	17%	N=87
6 to 10 years	14%	N=71
11 to 20 years	24%	N=121
More than 20 years	36%	N=183
Total	100%	N=502

Table 52: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	99%	N=496
Building with two or more homes (duplex, townhome, apartment or condominium)	1%	N=3
Other	0%	N=1
Total	100%	N=500

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Table 53: Question D8

Is this house or apartment	Percent	Number
Rented	4%	N=20
Owned	96%	N=480
Total	100%	N=500

Table 54: 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	2%	N=7
\$300 to \$599 per month	6%	N=27
\$600 to \$999 per month	6%	N=26
\$1,000 to \$1,499 per month	6%	N=25
\$1,500 to \$2,499 per month	13%	N=60
\$2,500 or more per month	68%	N=310
Total	100%	N=455

Table 55: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	70%	N=347
Yes	30%	N=151
Total	100%	N=498

Table 56: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	56%	N=279
Yes	44%	N=219
Total	100%	N=498

Table 57: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	2%	N=9
\$25,000 to \$49,999	2%	N=7
\$50,000 to \$99,999	8%	N=34
\$100,000 to \$149,999	7%	N=30
\$150,000 or more	82%	N=357
Total	100%	N=437

Table 58: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=472
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=17
Total	100%	N=489

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Table 59: 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	1%	N=4
Asian, Asian Indian or Pacific Islander	4%	N=20
Black or African American	0%	N=1
White	93%	N=453
Other	4%	N=20

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

Table 60: Question D15

In which category is your age?	Percent	Number
18 to 24 years	0%	N=0
25 to 34 years	7%	N=32
35 to 44 years	8%	N=39
45 to 54 years	27%	N=132
55 to 64 years	23%	N=115
65 to 74 years	21%	N=101
75 years or older	15%	N=72
Total	100%	N=490

Table 61: Question D16

What is your sex?	Percent	Number
Female	49%	N=237
Male	51%	N=251
Total	100%	N=488

Table 62: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	56%	N=276
Land line	20%	N=99
Both	25%	N=122
Total	100%	N=497

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The Town of Paradise Valley chose to have three sets of comparisons. The first set of comparisons is made to the entire database (National benchmarks), the second set is to all other jurisdictions in Arizona in NRC’s database, and the third set of comparisons is to all jurisdictions in NRC’s database with annual household incomes over \$120,000.

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 Paradise Valley’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 Paradise Valley’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 Paradise Valley’s rating to the benchmark.

In that final column, Paradise Valley’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 Paradise Valley residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

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

National Benchmark Comparisons

Table 63: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Paradise Valley	98%	2	428	Higher
Overall image or reputation of Paradise Valley	94%	4	321	Much higher
Paradise Valley as a place to live	97%	7	370	Higher
Your neighborhood as a place to live	96%	2	286	Higher
Paradise Valley as a place to raise children	82%	127	362	Similar
Paradise Valley as a place to retire	91%	2	343	Much higher
Overall appearance of Paradise Valley	96%	11	335	Much higher

Table 64: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Paradise Valley	92%	52	259	Higher
	In your neighborhood during the day	97%	82	330	Similar
Mobility	Overall ease of getting to the places you usually have to visit	96%	3	170	Higher
	Availability of paths and walking trails	54%	184	284	Similar
	Ease of walking in Paradise Valley	70%	87	267	Similar
	Ease of travel by bicycle in Paradise Valley	60%	80	271	Similar
	Ease of travel by public transportation in Paradise Valley	22%	128	147	Lower
	Ease of travel by car in Paradise Valley	90%	7	276	Higher
	Traffic flow on major streets	79%	5	326	Higher
Natural Environment	Quality of overall natural environment in Paradise Valley	93%	7	253	Higher
	Cleanliness of Paradise Valley	97%	10	249	Much higher
	Air quality	72%	124	229	Similar
Built Environment	Overall "built environment" of Paradise Valley (including overall design, buildings, parks and transportation systems)	77%	20	161	Higher
	Overall quality of new development in Paradise Valley	68%	58	261	Similar
	Variety of housing options	48%	175	254	Similar
	Public places where people want to spend time	56%	110	155	Similar
Economy	Overall economic health of Paradise Valley	90%	7	166	Much higher
	Overall quality of business and service establishments in Paradise Valley	70%	83	247	Similar
	Cost of living in Paradise Valley	46%	79	163	Similar
	Shopping opportunities	60%	117	272	Similar
	Employment opportunities	35%	154	287	Similar
	Paradise Valley as a place to visit	93%	5	177	Much higher
	Paradise Valley as a place to work	71%	84	335	Similar
	Health and wellness opportunities in Paradise Valley	74%	60	163	Similar
Recreation and Wellness	Availability of affordable quality mental health care	38%	104	140	Similar
	Availability of preventive health services	55%	140	210	Similar
	Availability of affordable quality health care	58%	117	236	Similar
	Availability of affordable quality food	62%	110	210	Similar
	Recreational opportunities	51%	208	278	Similar
Education and Enrichment	Overall opportunities for education and enrichment	63%	92	162	Similar
	Opportunities to participate in religious or spiritual events and activities	83%	53	184	Similar
	Opportunities to attend cultural/arts/music activities	59%	124	272	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Community Engagement	K-12 education	77%	101	241	Similar
	Availability of affordable quality child care/preschool	70%	22	232	Higher
	Opportunities to participate in social events and activities	55%	142	235	Similar
	Neighborhoodness of Paradise Valley	48%	113	156	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	67%	76	265	Similar
	Opportunities to participate in community matters	65%	79	250	Similar
	Opportunities to volunteer	64%	148	241	Similar

Table 65: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the Town of Paradise Valley	88%	41	417	Higher
Overall customer service by Paradise Valley employees (police, receptionists, planners, post office etc.)	87%	44	345	Similar
Value of services for the taxes paid to Paradise Valley	69%	38	372	Higher
Overall direction that Paradise Valley is taking	71%	46	301	Similar
Job Paradise Valley government does at welcoming citizen involvement	64%	43	292	Similar
Overall confidence in Paradise Valley government	67%	18	163	Higher
Generally acting in the best interest of the community	70%	20	163	Higher
Being honest	76%	10	157	Higher
Treating all residents fairly	74%	9	162	Higher
Services provided by the Federal Government	33%	173	226	Similar

Table 66: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	94%	6	426	Higher
	Fire services	95%	40	342	Similar
	Ambulance or emergency medical services	92%	33	324	Similar
	Crime prevention	86%	36	332	Higher
	Fire prevention and education	80%	106	265	Similar
	Animal control	72%	96	318	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	137	260	Similar
Mobility	Traffic enforcement	79%	20	351	Higher
	Street repair	74%	18	396	Higher
	Street cleaning	77%	46	299	Higher
	Street lighting	53%	203	298	Similar
	Sidewalk maintenance	67%	45	297	Higher
	Traffic signal timing	64%	26	236	Similar
	Bus or transit services	41%	155	200	Similar
Natural Environment	Garbage collection	78%	226	331	Similar
	Recycling	70%	270	339	Similar
	Yard waste pick-up	49%	242	248	Much lower
	Drinking water	60%	241	315	Similar
Built Environment	Preservation of natural areas such as open space, mountains and greenbelts	68%	64	239	Similar
	Paradise Valley open space	65%	51	148	Similar
Built Environment	Storm drainage	54%	272	339	Similar
	Sewer services	67%	250	299	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Power (electric and/or gas) utility	80%	50	153	Similar
	Utility billing	70%	56	143	Similar
	Land use, planning and zoning	60%	50	276	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	63%	91	342	Similar
	Cable television	58%	69	178	Similar
Recreation and Wellness	Health services	67%	103	185	Similar
Education and Enrichment	Town-sponsored special events	55%	133	176	Similar
Community Engagement	Public information services	70%	99	268	Similar

Table 67: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	54%	186	283	Similar
Recommend living in Paradise Valley to someone who asks	98%	7	259	Higher
Remain in Paradise Valley for the next five years	95%	5	252	Higher
Contacted Paradise Valley (in-person, phone, email or web) for help or information	54%	59	291	Similar

Table 68: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	20%	136	143	Lower
Safety	Did NOT report a crime to the police	85%	38	159	Similar
	Household member was NOT a victim of a crime	91%	83	250	Similar
	Used bus or other public transportation instead of driving	6%	116	130	Much lower
Mobility	Carpooled with other adults or children instead of driving alone	43%	66	151	Similar
	Walked or biked instead of driving	53%	87	156	Similar
	Made efforts to conserve water	91%	26	145	Similar
Natural Environment	Made efforts to make your home more energy efficient	76%	79	146	Similar
	Recycle at home	85%	141	234	Similar
	Did NOT observe a code violation or other hazard in Paradise Valley	60%	48	150	Similar
Built Environment	NOT experiencing housing costs stress	91%	1	230	Much higher
	Purchase goods or services from a business located in Paradise Valley	74%	152	153	Much lower
Economy	Economy will have positive impact on income	30%	72	232	Similar
	Work inside boundaries of Paradise Valley	29%	119	153	Lower
	Eat at least 5 portions of fruits and vegetables a day	89%	17	149	Similar
Recreation and Wellness	Participate in moderate or vigorous physical activity	93%	8	152	Similar
	In very good to excellent health	85%	2	152	Higher
	Participated in religious or spiritual activities in Paradise Valley	50%	84	182	Similar
Education and Enrichment	Attended Town-sponsored event	32%	148	156	Much lower

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	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Community Engagement	Campaigned or advocated for an issue, cause or candidate	29%	20	142	Similar
	Contacted Paradise Valley elected officials (in-person, phone, email or web) to express your opinion	25%	12	152	Similar
	Volunteered your time to some group/activity in Paradise Valley	30%	189	240	Lower
	Participated in a club	31%	76	216	Similar
	Talked to or visited with your immediate neighbors	87%	122	153	Similar
	Done a favor for a neighbor	74%	131	147	Similar
	Attended a local public meeting	28%	37	240	Similar
	Watched (online or on television) a local public meeting	11%	199	203	Lower
	Read or watch local news (via television, paper, computer, etc.)	90%	31	153	Similar
	Vote in local elections	91%	11	232	Higher

Communities included in national comparisons

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

Adams County, CO.....	441,603	Bay City city, MI.....	34,932
Airway Heights city, WA.....	6,114	Baytown city, TX.....	71,802
Albany city, OR.....	50,158	Bedford city, TX.....	46,979
Albemarle County, VA.....	98,970	Bedford town, MA.....	13,320
Albert Lea city, MN.....	18,016	Bellevue city, WA.....	122,363
Alexandria city, VA.....	139,966	Bellingham city, WA.....	80,885
Algonquin village, IL.....	30,046	Beltrami County, MN.....	44,442
Aliso Viejo city, CA.....	47,823	Benbrook city, TX.....	21,234
Altoona city, IA.....	14,541	Bend city, OR.....	76,639
American Canyon city, CA.....	19,454	Benicia city, CA.....	26,997
Ames city, IA.....	58,965	Bettendorf city, IA.....	33,217
Andover CDP, MA.....	8,762	Billings city, MT.....	104,170
Ankeny city, IA.....	45,582	Blaine city, MN.....	57,186
Ann Arbor city, MI.....	113,934	Bloomfield Hills city, MI.....	3,869
Annapolis city, MD.....	38,394	Bloomington city, MN.....	82,893
Apache Junction city, AZ.....	35,840	Blue Springs city, MO.....	52,575
Apple Valley town, CA.....	69,135	Boise City city, ID.....	205,671
Arapahoe County, CO.....	572,003	Boone County, KY.....	118,811
Arkansas City city, AR.....	366	Boulder city, CO.....	97,385
Arlington city, TX.....	365,438	Bowling Green city, KY.....	58,067
Arlington County, VA.....	207,627	Bozeman city, MT.....	37,280
Arvada city, CO.....	106,433	Brentwood city, MO.....	8,055
Asheville city, NC.....	83,393	Brentwood city, TN.....	37,060
Ashland city, OR.....	20,078	Brighton city, CO.....	33,352
Ashland town, VA.....	7,225	Brighton city, MI.....	7,444
Aspen city, CO.....	6,658	Bristol city, TN.....	26,702
Athens-Clarke County,.....	115,452	Broken Arrow city, OK.....	98,850
Auburn city, AL.....	53,380	Brookfield city, WI.....	37,920
Auburn city, WA.....	70,180	Brookline CDP, MA.....	58,732
Augusta CCD, GA.....	134,777	Broomfield city, CO.....	55,889
Aurora city, CO.....	325,078	Brownsville town, IN.....	21,285
Austin city, TX.....	790,390	Bryan city, TX.....	76,201
Bainbridge Island city, WA.....	23,025	Burien city, WA.....	33,313
Baltimore city, MD.....	620,961	Burleson city, TX.....	36,690
Bartonville town, TX.....	1,469	Cabarrus County, NC.....	178,011
Battle Creek city, MI.....	52,347	Cambridge city, MA.....	105,162

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Cannon Beach city, OR.....	1,690	Denison city, TX.....	22,682
Canton city, SD.....	3,057	Denton city, TX.....	113,383
Cape Coral city, FL.....	154,305	Denver city, CO.....	600,158
Cape Girardeau city, MO.....	37,941	Derby city, KS.....	22,158
Carlisle borough, PA.....	18,682	Des Peres city, MO.....	8,373
Carlsbad city, CA.....	105,328	Destin city, FL.....	12,305
Carroll city, IA.....	10,103	Dorchester County, MD.....	32,618
Cartersville city, GA.....	19,731	Dothan city, AL.....	65,496
Cary town, NC.....	135,234	Douglas County, CO.....	285,465
Casa Grande city, AZ.....	48,571	Dover city, NH.....	29,987
Casper city, WY.....	55,316	Dublin city, CA.....	46,036
Castine town, ME.....	1,366	Dublin city, OH.....	41,751
Castle Pines North city, CO.....	10,360	Duluth city, MN.....	86,265
Castle Rock town, CO.....	48,231	Duncanville city, TX.....	38,524
Cedar Hill city, TX.....	45,028	Durham city, NC.....	228,330
Cedar Rapids city, IA.....	126,326	Durham County, NC.....	267,587
Centennial city, CO.....	100,377	Eagle town, CO.....	6,508
Centralia city, IL.....	13,032	East Baton Rouge Parish, LA.....	440,171
Chambersburg borough, PA.....	20,268	East Grand Forks city, MN.....	8,601
Chandler city, AZ.....	236,123	East Lansing city, MI.....	48,579
Chanhassen city, MN.....	22,952	Eau Claire city, WI.....	65,883
Chapel Hill town, NC.....	57,233	Eden Prairie city, MN.....	60,797
Charlotte city, NC.....	731,424	Edgerton city, KS.....	1,671
Charlotte County, FL.....	159,978	Edgewater city, CO.....	5,170
Charlottesville city, VA.....	43,475	Edina city, MN.....	47,941
Chattanooga city, TN.....	167,674	Edmond city, OK.....	81,405
Chesterfield County, VA.....	316,236	Edmonds city, WA.....	39,709
Chippewa Falls city, WI.....	13,661	El Cerrito city, CA.....	23,549
Citrus Heights city, CA.....	83,301	El Dorado County, CA.....	181,058
Clackamas County, OR.....	375,992	El Paso city, TX.....	649,121
Clarendon Hills village, IL.....	8,427	Elk Grove city, CA.....	153,015
Clayton city, MO.....	15,939	Elk River city, MN.....	22,974
Clearwater city, FL.....	107,685	Elko New Market city, MN.....	4,110
Cleveland Heights city, OH.....	46,121	Elmhurst city, IL.....	44,121
Clinton city, SC.....	8,490	Encinitas city, CA.....	59,518
Clive city, IA.....	15,447	Englewood city, CO.....	30,255
Clovis city, CA.....	95,631	Erie city, CO.....	18,135
College Park city, MD.....	30,413	Escambia County, FL.....	297,619
College Station city, TX.....	93,857	Estes Park town, CO.....	5,858
Colleyville city, TX.....	22,807	Fairview town, TX.....	7,248
Collinsville city, IL.....	25,579	Farmington Hills city, MI.....	79,740
Columbia city, MO.....	108,500	Fayetteville city, NC.....	200,564
Columbia city, SC.....	129,272	Fishers town, IN.....	76,794
Columbia Falls city, MT.....	4,688	Flower Mound town, TX.....	64,669
Columbus city, WI.....	4,991	Forest Grove city, OR.....	21,083
Commerce City city, CO.....	45,913	Fort Collins city, CO.....	143,986
Concord city, CA.....	122,067	Fort Smith city, AR.....	86,209
Concord town, MA.....	17,668	Fort Worth city, TX.....	741,206
Cookeville city, TN.....	30,435	Fountain Hills town, AZ.....	22,489
Coon Rapids city, MN.....	61,476	Franklin city, TN.....	62,487
Copperas Cove city, TX.....	32,032	Fredericksburg city, VA.....	24,286
Coronado city, CA.....	18,912	Fremont city, CA.....	214,089
Corvallis city, OR.....	54,462	Friendswood city, TX.....	35,805
Creve Coeur city, MO.....	17,833	Fruita city, CO.....	12,646
Cross Roads town, TX.....	1,563	Gahanna city, OH.....	33,248
Crystal Lake city, IL.....	40,743	Gaithersburg city, MD.....	59,933
Dacono city, CO.....	4,152	Galveston city, TX.....	47,743
Dade City city, FL.....	6,437	Gardner city, KS.....	19,123
Dakota County, MN.....	398,552	Geneva city, NY.....	13,261
Dallas city, OR.....	14,583	Georgetown city, TX.....	47,400
Dallas city, TX.....	1,197,816	Gilbert town, AZ.....	208,453
Danville city, KY.....	16,218	Gillette city, WY.....	29,087
Dardenne Prairie city, MO.....	11,494	Glendora city, CA.....	50,073
Davenport city, IA.....	99,685	Glenview village, IL.....	44,692
Davidson town, NC.....	10,944	Globe city, AZ.....	7,532
Dayton city, OH.....	141,527	Golden city, CO.....	18,867
Decatur city, GA.....	19,335	Golden Valley city, MN.....	20,371
Del Mar city, CA.....	4,161	Goodyear city, AZ.....	65,275
Delaware city, OH.....	34,753	Grafton village, WI.....	11,459
Delray Beach city, FL.....	60,522	Grand Blanc city, MI.....	8,276

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Grand Island city, NE	48,520	La Plata town, MD.....	8,753
Grants Pass city, OR.....	34,533	La Porte city, TX	33,800
Grass Valley city, CA	12,860	La Vista city, NE.....	15,758
Greeley city, CO.....	92,889	Lafayette city, CO	24,453
Green Valley CDP, AZ.....	21,391	Laguna Beach city, CA.....	22,723
Greenville city, NC.....	84,554	Laguna Hills city, CA.....	30,344
Greenwich town, CT.....	61,171	Laguna Niguel city, CA	62,979
Greenwood Village city, CO.....	13,925	Lake Oswego city, OR	36,619
Greer city, SC	25,515	Lake Stevens city, WA	28,069
Guilford County, NC.....	488,406	Lake Worth city, FL	34,910
Gunnison County, CO.....	15,324	Lake Zurich village, IL	19,631
Gurnee village, IL.....	31,295	Lakeville city, MN.....	55,954
Hailey city, ID.....	7,960	Lakewood city, CO	142,980
Haines Borough, AK.....	2,508	Lakewood city, WA.....	58,163
Hallandale Beach city, FL.....	37,113	Lane County, OR.....	351,715
Hamilton city, OH.....	62,477	Larimer County, CO.....	299,630
Hanover County, VA.....	99,863	Las Cruces city, NM.....	97,618
Harrisonburg city, VA	48,914	Las Vegas city, NV	583,756
Harrisonville city, MO	10,019	Lawrence city, KS.....	87,643
Hayward city, CA	144,186	League City city, TX	83,560
Henderson city, NV	257,729	Lee's Summit city, MO.....	91,364
Herndon town, VA.....	23,292	Lehi city, UT	47,407
High Point city, NC.....	104,371	Lenexa city, KS	48,190
Highland Park city, IL	29,763	Lewis County, NY.....	27,087
Highlands Ranch CDP, CO	96,713	Lewiston city, ID.....	31,894
Hillsborough town, NC.....	6,087	Lewisville city, TX.....	95,290
Holland city, MI.....	33,051	Libertyville village, IL.....	20,315
Honolulu County, HI.....	953,207	Lincoln city, NE	258,379
Hooksett town, NH.....	13,451	Lindsborg city, KS	3,458
Hopkins city, MN.....	17,591	Littleton city, CO	41,737
Hopkinton town, MA.....	14,925	Livermore city, CA.....	80,968
Hoquiam city, WA	8,726	Lombard village, IL	43,165
Horry County, SC	269,291	Lone Tree city, CO	10,218
Hudson city, OH.....	22,262	Long Grove village, IL	8,043
Hudson town, CO.....	2,356	Longmont city, CO	86,270
Hudsonville city, MI.....	7,116	Longview city, TX.....	80,455
Huntersville town, NC.....	46,773	Los Alamos County, NM.....	17,950
Hurst city, TX.....	37,337	Louisville city, CO.....	18,376
Hutchinson city, MN	14,178	Lynchburg city, VA	75,568
Hutto city, TX	14,698	Lynnwood city, WA	35,836
Hyattsville city, MD	17,557	Macomb County, MI.....	840,978
Independence city, MO.....	116,830	Madison city, WI	233,209
Indian Trail town, NC.....	33,518	Manhattan Beach city, CA.....	35,135
Indianola city, IA	14,782	Mankato city, MN	39,309
Iowa City city, IA	67,862	Maple Grove city, MN	61,567
Irving city, TX.....	216,290	Maple Valley city, WA	22,684
Issaquah city, WA.....	30,434	Maricopa County, AZ.....	3,817,117
Jackson County, MI.....	160,248	Martinez city, CA.....	35,824
James City County, VA	67,009	Maryland Heights city, MO.....	27,472
Jefferson City city, MO	43,079	Matthews town, NC.....	27,198
Jefferson County, CO	534,543	McAllen city, TX	129,877
Jefferson County, NY.....	116,229	McDonough city, GA.....	22,084
Jerome city, ID	10,890	McKinney city, TX.....	131,117
Johnson City city, TN.....	63,152	McMinnville city, OR	32,187
Johnston city, IA.....	17,278	Medford city, OR.....	74,907
Jupiter town, FL.....	55,156	Menlo Park city, CA	32,026
Kalamazoo city, MI.....	74,262	Mercer Island city, WA	22,699
Kansas City city, KS.....	145,786	Meridian charter township, MI	39,688
Kansas City city, MO.....	459,787	Meridian city, ID	75,092
Keizer city, OR.....	36,478	Merriam city, KS.....	11,003
Kenmore city, WA	20,460	Mesa County, CO	146,723
Kennedale city, TX.....	6,763	Miami Beach city, FL	87,779
Kennett Square borough, PA.....	6,072	Miami city, FL	399,457
Kettering city, OH	56,163	Middleton city, WI.....	17,442
Key West city, FL	24,649	Midland city, MI	41,863
King County, WA.....	1,931,249	Milford city, DE	9,559
Kirkland city, WA.....	48,787	Milton city, GA	32,661
Kirkwood city, MO.....	27,540	Minneapolis city, MN	382,578
Knoxville city, IA	7,313	Mission Viejo city, CA	93,305
La Mesa city, CA	57,065	Modesto city, CA.....	201,165

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Monterey city, CA.....	27,810	Pinehurst village, NC.....	13,124
Montgomery County, VA.....	94,392	Piqua city, OH.....	20,522
Monticello city, UT.....	1,972	Pitkin County, CO.....	17,148
Monument town, CO.....	5,530	Plano city, TX.....	259,841
Mooreville town, NC.....	32,711	Platte City city, MO.....	4,691
Morristown city, TN.....	29,137	Plymouth city, MN.....	70,576
Morrisville town, NC.....	18,576	Pocatello city, ID.....	54,255
Moscow city, ID.....	23,800	Polk County, IA.....	430,640
Mountain Village town, CO.....	1,320	Pompano Beach city, FL.....	99,845
Mountlake Terrace city, WA.....	19,909	Port Huron city, MI.....	30,184
Muscatine city, IA.....	22,886	Port Orange city, FL.....	56,048
Naperville city, IL.....	141,853	Portland city, OR.....	583,776
Needham CDP, MA.....	28,886	Post Falls city, ID.....	27,574
New Braunfels city, TX.....	57,740	Prince William County, VA.....	402,002
New Brighton city, MN.....	21,456	Prior Lake city, MN.....	22,796
New Hanover County, NC.....	202,667	Provo city, UT.....	112,488
New Orleans city, LA.....	343,829	Pueblo city, CO.....	106,595
New Smyrna Beach city, FL.....	22,464	Purcellville town, VA.....	7,727
Newberg city, OR.....	22,068	Queen Creek town, AZ.....	26,361
Newport Beach city, CA.....	85,186	Radnor township, PA.....	31,531
Newport city, RI.....	24,672	Ramsey city, MN.....	23,668
Newport News city, VA.....	180,719	Rapid City city, SD.....	67,956
Newton city, IA.....	15,254	Raymond town, ME.....	4,436
Noblesville city, IN.....	51,969	Raymore city, MO.....	19,206
Nogales city, AZ.....	20,837	Redmond city, WA.....	54,144
Norfolk city, VA.....	242,803	Rehoboth Beach city, DE.....	1,327
North Port city, FL.....	57,357	Reno city, NV.....	225,221
North Richland Hills city, TX.....	63,343	Reston CDP, VA.....	58,404
Northglenn city, CO.....	35,789	Richmond city, CA.....	103,701
Novato city, CA.....	51,904	Richmond Heights city, MO.....	8,603
Novi city, MI.....	55,224	Rifle city, CO.....	9,172
O'Fallon city, IL.....	28,281	Rio Rancho city, NM.....	87,521
O'Fallon city, MO.....	79,329	River Falls city, WI.....	15,000
Oak Park village, IL.....	51,878	Riverdale city, UT.....	8,426
Oakland city, CA.....	390,724	Riverside city, CA.....	303,871
Oakland Park city, FL.....	41,363	Riverside city, MO.....	2,937
Oakley city, CA.....	35,432	Rochester Hills city, MI.....	70,995
Ogdensburg city, NY.....	11,128	Rock Hill city, SC.....	66,154
Oklahoma City city, OK.....	579,999	Rockford city, IL.....	152,871
Olathe city, KS.....	125,872	Rockville city, MD.....	61,209
Old Town city, ME.....	7,840	Rogers city, MN.....	8,597
Olmsted County, MN.....	144,248	Rolla city, MO.....	19,559
Olympia city, WA.....	46,478	Roselle village, IL.....	22,763
Oregon town, WI.....	3,184	Rosemount city, MN.....	21,874
Orland Park village, IL.....	56,767	Rosenberg city, TX.....	30,618
Oshkosh city, WI.....	66,083	Roseville city, MN.....	33,660
Oshtemo charter township, MI.....	21,705	Roswell city, GA.....	88,346
Otsego County, MI.....	24,164	Round Rock city, TX.....	99,887
Overland Park city, KS.....	173,372	Royal Oak city, MI.....	57,236
Oviedo city, FL.....	33,342	Saco city, ME.....	18,482
Paducah city, KY.....	25,024	Sahuarita town, AZ.....	25,259
Palm Beach Gardens city, FL.....	48,452	Sammamish city, WA.....	45,780
Palm Coast city, FL.....	75,180	San Anselmo town, CA.....	12,336
Palo Alto city, CA.....	64,403	San Antonio city, TX.....	1,327,407
Papillion city, NE.....	18,894	San Carlos city, CA.....	28,406
Paradise Valley town, AZ.....	12,820	San Diego city, CA.....	1,307,402
Park City city, UT.....	7,558	San Francisco city, CA.....	805,235
Parker town, CO.....	45,297	San Jose city, CA.....	945,942
Parkland city, FL.....	23,962	San Juan County, NM.....	130,044
Pasadena city, CA.....	137,122	San Marcos city, CA.....	83,781
Pasco city, WA.....	59,781	San Marcos city, TX.....	44,894
Pasco County, FL.....	464,697	San Rafael city, CA.....	57,713
Pearland city, TX.....	91,252	Sandy Springs city, GA.....	93,853
Peoria city, AZ.....	154,065	Sanford city, FL.....	53,570
Peoria city, IL.....	115,007	Sangamon County, IL.....	197,465
Peoria County, IL.....	186,494	Santa Clarita city, CA.....	176,320
Petoskey city, MI.....	5,670	Santa Fe County, NM.....	144,170
Pflugerville city, TX.....	46,936	Santa Monica city, CA.....	89,736
Phoenix city, AZ.....	1,445,632	Sarasota County, FL.....	379,448
Pinal County, AZ.....	375,770	Savage city, MN.....	26,911

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Scarborough CDP, ME	4,403	Thousand Oaks city, CA.....	126,683
Schaumburg village, IL.....	74,227	Tigard city, OR.....	48,035
Scott County, MN.....	129,928	Tracy city, CA	82,922
Scottsdale city, AZ	217,385	Trinidad CCD, CO.....	12,017
Seaside city, CA.....	33,025	Tualatin city, OR.....	26,054
SeaTac city, WA.....	26,909	Tulsa city, OK	391,906
Sevierville city, TN	14,807	Twin Falls city, ID	44,125
Shawnee city, KS	62,209	Tyler city, TX	96,900
Sheboygan city, WI.....	49,288	Umatilla city, OR	6,906
Shoreview city, MN	25,043	Upper Arlington city, OH.....	33,771
Shorewood city, MN.....	7,307	Urbandale city, IA	39,463
Shorewood village, IL.....	15,615	Vail town, CO.....	5,305
Shorewood village, WI	13,162	Vancouver city, WA.....	161,791
Sierra Vista city, AZ.....	43,888	Vernon Hills village, IL.....	25,113
Sioux Center city, IA	7,048	Vestavia Hills city, AL	34,033
Sioux Falls city, SD.....	153,888	Victoria city, MN.....	7,345
Skokie village, IL.....	64,784	Vienna town, VA	15,687
Snellville city, GA	18,242	Virginia Beach city, VA.....	437,994
Snowmass Village town, CO.....	2,826	Wake Forest town, NC.....	30,117
South Kingstown town, RI.....	30,639	Walnut Creek city, CA.....	64,173
South Lake Tahoe city, CA.....	21,403	Washington County, MN.....	238,136
South Portland city, ME.....	25,002	Washington town, NH	1,123
Southborough town, MA.....	9,767	Washoe County, NV	421,407
Southlake city, TX.....	26,575	Watauga city, TX	23,497
Sparks city, NV	90,264	Wauwatosa city, WI	46,396
Spokane Valley city, WA	89,755	Waverly city, IA	9,874
Spring Hill city, KS.....	5,437	Weddington town, NC	9,459
Springboro city, OH.....	17,409	Wentzville city, MO.....	29,070
Springfield city, MO.....	159,498	West Carrollton city, OH	13,143
Springfield city, OR	59,403	West Chester borough, PA.....	18,461
Springville city, UT	29,466	West Des Moines city, IA.....	56,609
St. Augustine city, FL	12,975	West Richland city, WA.....	11,811
St. Charles city, IL.....	32,974	Western Springs village, IL	12,975
St. Cloud city, FL.....	35,183	Westerville city, OH.....	36,120
St. Cloud city, MN	65,842	Westlake town, TX.....	992
St. Joseph city, MO.....	76,780	Westminster city, CO.....	106,114
St. Louis County, MN.....	200,226	Weston town, MA.....	11,261
St. Louis Park city, MN	45,250	Wheat Ridge city, CO	30,166
Stallings town, NC.....	13,831	White House city, TN	10,255
State College borough, PA.....	42,034	Wichita city, KS.....	382,368
Steamboat Springs city, CO	12,088	Williamsburg city, VA.....	14,068
Sterling Heights city, MI	129,699	Willowbrook village, IL	8,540
Sugar Grove village, IL	8,997	Wilmington city, NC.....	106,476
Sugar Land city, TX.....	78,817	Wilsonville city, OR.....	19,509
Summit city, NJ.....	21,457	Winchester city, VA	26,203
Summit County, UT.....	36,324	Windsor town, CO.....	18,644
Sunnyvale city, CA	140,081	Windsor town, CT	29,044
Surprise city, AZ.....	117,517	Winnetka village, IL	12,187
Suwanee city, GA.....	15,355	Winston-Salem city, NC.....	229,617
Tacoma city, WA.....	198,397	Winter Garden city, FL.....	34,568
Takoma Park city, MD	16,715	Woodbury city, MN.....	61,961
Tamarac city, FL.....	60,427	Woodland city, CA.....	55,468
Temecula city, CA	100,097	Woodland city, WA.....	5,509
Tempe city, AZ	161,719	Wrentham town, MA	10,955
Temple city, TX.....	66,102	Yakima city, WA.....	91,067
Texarkana city, TX	36,411	York County, VA.....	65,464
The Woodlands CDP, TX.....	93,847	Yorktown town, IN.....	9,405
Thornton city, CO.....	118,772	Yountville city, CA	2,933

Arizona Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Paradise Valley	98%	1	15	Higher
Overall image or reputation of Paradise Valley	94%	1	13	Much higher
Paradise Valley as a place to live	97%	1	14	Higher
Your neighborhood as a place to live	96%	1	13	Higher
Paradise Valley as a place to raise children	82%	5	13	Similar
Paradise Valley as a place to retire	91%	1	14	Higher
Overall appearance of Paradise Valley	96%	1	14	Higher

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Paradise Valley	92%	3	10	Similar
	In your neighborhood during the day	97%	3	12	Similar
Mobility	Overall ease of getting to the places you usually have to visit	96%	1	7	Higher
	Availability of paths and walking trails	54%	10	13	Similar
	Ease of walking in Paradise Valley	70%	5	10	Similar
	Ease of travel by bicycle in Paradise Valley	60%	4	11	Similar
	Ease of travel by public transportation in Paradise Valley	22%	5	6	Lower
	Ease of travel by car in Paradise Valley	90%	3	11	Higher
	Traffic flow on major streets	79%	1	12	Higher
Natural Environment	Quality of overall natural environment in Paradise Valley	93%	1	11	Higher
	Cleanliness of Paradise Valley	97%	1	11	Higher
	Air quality	72%	4	10	Similar
Built Environment	Overall "built environment" of Paradise Valley (including overall design, buildings, parks and transportation systems)	77%	3	7	Similar
	Overall quality of new development in Paradise Valley	68%	6	11	Similar
	Variety of housing options	48%	10	11	Lower
	Public places where people want to spend time	56%	6	7	Similar
Economy	Overall economic health of Paradise Valley	90%	1	7	Much higher
	Overall quality of business and service establishments in Paradise Valley	70%	5	11	Similar
	Cost of living in Paradise Valley	46%	7	7	Similar
	Shopping opportunities	60%	6	12	Similar
	Employment opportunities	35%	4	13	Similar
	Paradise Valley as a place to visit	93%	1	7	Much higher
	Paradise Valley as a place to work	71%	4	13	Higher
	Health and wellness opportunities in Paradise Valley	74%	4	7	Similar
Recreation and Wellness	Availability of affordable quality mental health care	38%	6	7	Lower
	Availability of preventive health services	55%	5	9	Similar
	Availability of affordable quality health care	58%	5	10	Similar
	Availability of affordable quality food	62%	5	9	Similar
	Recreational opportunities	51%	10	14	Similar
Education and Enrichment	Overall opportunities for education and enrichment	63%	3	7	Similar
	Opportunities to participate in religious or spiritual events and activities	83%	4	10	Similar
	Opportunities to attend cultural/arts/music activities	59%	4	13	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Community Engagement	K-12 education	77%	2	11	Higher
	Availability of affordable quality child care/preschool	70%	1	11	Higher
	Opportunities to participate in social events and activities	55%	7	11	Similar
	Neighborliness of Paradise Valley	48%	6	7	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	67%	4	11	Similar
	Opportunities to participate in community matters	65%	5	11	Similar
	Opportunities to volunteer	64%	8	13	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the Town of Paradise Valley	88%	2	12	Similar
Overall customer service by Paradise Valley employees (police, receptionists, planners, post office etc.)	87%	2	11	Similar
Value of services for the taxes paid to Paradise Valley	69%	3	12	Similar
Overall direction that Paradise Valley is taking	71%	3	15	Similar
Job Paradise Valley government does at welcoming citizen involvement	64%	2	11	Similar
Overall confidence in Paradise Valley government	67%	2	8	Similar
Generally acting in the best interest of the community	70%	1	7	Similar
Being honest	76%	1	7	Higher
Treating all residents fairly	74%	2	8	Similar
Services provided by the Federal Government	33%	8	10	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	94%	1	13	Higher
	Fire services	95%	4	12	Similar
	Ambulance or emergency medical services	92%	3	12	Similar
	Crime prevention	86%	3	13	Similar
	Fire prevention and education	80%	6	9	Similar
	Animal control	72%	5	11	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	5	11	Similar
Mobility	Traffic enforcement	79%	3	15	Similar
	Street repair	74%	1	14	Higher
	Street cleaning	77%	4	12	Similar
	Street lighting	53%	9	13	Similar
	Sidewalk maintenance	67%	8	12	Similar
	Traffic signal timing	64%	2	11	Similar
	Bus or transit services	41%	6	10	Similar
Natural Environment	Garbage collection	78%	9	13	Similar
	Recycling	70%	9	14	Similar
	Yard waste pick-up	49%	8	8	Much lower
	Drinking water	60%	7	14	Similar
Built Environment	Preservation of natural areas such as open space, mountains and greenbelts	68%	3	10	Similar
	Paradise Valley open space	65%	3	6	Similar
Built Environment	Storm drainage	54%	9	12	Similar
	Sewer services	67%	10	13	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Power (electric and/or gas) utility	80%	3	5	Similar
	Utility billing	70%	3	6	Similar
	Land use, planning and zoning	60%	4	13	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	63%	4	14	Similar
	Cable television	58%	7	11	Similar
Recreation and Wellness	Health services	67%	5	10	Similar
Education and Enrichment	Town-sponsored special events	55%	7	7	Similar
Community Engagement	Public information services	70%	6	12	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	54%	7	12	Similar
Recommend living in Paradise Valley to someone who asks	98%	1	11	Higher
Remain in Paradise Valley for the next five years	95%	1	11	Similar
Contacted Paradise Valley (in-person, phone, email or web) for help or information	54%	2	12	Higher

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	20%	6	7	Similar
	Did NOT report a crime to the police	85%	5	7	Similar
Safety	Household member was NOT a victim of a crime	91%	4	12	Similar
	Used bus or other public transportation instead of driving	6%	5	6	Similar
	Carpooled with other adults or children instead of driving alone	43%	5	7	Similar
Mobility	Walked or biked instead of driving	53%	3	7	Similar
	Made efforts to conserve water	91%	2	7	Similar
	Made efforts to make your home more energy efficient	76%	6	7	Similar
Natural Environment	Recycle at home	85%	7	11	Similar
	Did NOT observe a code violation or other hazard in Paradise Valley	60%	1	7	Similar
Built Environment	NOT experiencing housing costs stress	91%	1	11	Higher
	Purchase goods or services from a business located in Paradise Valley	74%	7	7	Much lower
	Economy will have positive impact on income	30%	4	11	Similar
Economy	Work inside boundaries of Paradise Valley	29%	5	7	Similar
	Eat at least 5 portions of fruits and vegetables a day	89%	1	7	Similar
	Participate in moderate or vigorous physical activity	93%	1	7	Higher
Recreation and Wellness	In very good to excellent health	85%	1	7	Higher
	Participated in religious or spiritual activities in Paradise Valley	50%	4	9	Similar
Education and Enrichment	Attended Town-sponsored event	32%	7	7	Lower
Community	Campaigned or advocated for an issue, cause or	29%	1	7	Higher

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Engagement	candidate				
	Contacted Paradise Valley elected officials (in-person, phone, email or web) to express your opinion	25%	1	7	Higher
	Volunteered your time to some group/activity in Paradise Valley	30%	8	11	Similar
	Participated in a club	31%	3	10	Similar
	Talked to or visited with your immediate neighbors	87%	7	7	Similar
	Done a favor for a neighbor	74%	7	7	Similar
	Attended a local public meeting	28%	2	11	Similar
	Watched (online or on television) a local public meeting	11%	8	9	Lower
	Read or watch local news (via television, paper, computer, etc.)	90%	2	7	Similar
	Vote in local elections	91%	1	11	Higher

Communities included in Arizona comparisons

The communities included in Paradise Valley’s Arizona only comparisons are listed below along with their population according to the 2010 Census.

Apache Junction city, AZ.....	35,840	Peoria city, AZ	154,065
Casa Grande city, AZ.....	48,571	Phoenix city, AZ	1,445,632
Chandler city, AZ	236,123	Pinal County, AZ	375,770
Fountain Hills town, AZ	22,489	Queen Creek town, AZ	26,361
Gilbert town, AZ.....	208,453	Sahuarita town, AZ	25,259
Globe city, AZ	7,532	Scottsdale city, AZ	217,385
Goodyear city, AZ	65,275	Sierra Vista city, AZ.....	43,888
Green Valley CDP, AZ.....	21,391	Surprise city, AZ.....	117,517
Maricopa County, AZ	3,817,117	Tempe city, AZ	161,719
Nogales city, AZ.....	20,837		
Paradise Valley town, AZ	12,820		

High Income Benchmark Comparisons

Table 75: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Paradise Valley	98%	1	14	Higher
Overall image or reputation of Paradise Valley	94%	1	12	Much higher
Paradise Valley as a place to live	97%	1	14	Higher
Your neighborhood as a place to live	96%	1	12	Higher
Paradise Valley as a place to raise children	82%	5	13	Similar
Paradise Valley as a place to retire	91%	1	13	Higher
Overall appearance of Paradise Valley	96%	1	13	Much higher

Table 76: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Paradise Valley	92%	3	10	Similar
	In your neighborhood during the day	97%	3	11	Similar
Mobility	Overall ease of getting to the places you usually have to visit	96%	1	7	Higher
	Availability of paths and walking trails	54%	9	12	Similar
	Ease of walking in Paradise Valley	70%	5	10	Similar
	Ease of travel by bicycle in Paradise Valley	60%	4	11	Similar
	Ease of travel by public transportation in Paradise Valley	22%	5	6	Lower
	Ease of travel by car in Paradise Valley	90%	3	11	Higher
	Traffic flow on major streets	79%	1	11	Higher
Natural Environment	Quality of overall natural environment in Paradise Valley	93%	1	10	Higher
	Cleanliness of Paradise Valley	97%	1	9	Higher
	Air quality	72%	3	9	Similar
Built Environment	Overall "built environment" of Paradise Valley (including overall design, buildings, parks and transportation systems)	77%	3	7	Similar
	Overall quality of new development in Paradise Valley	68%	5	10	Similar
	Variety of housing options	48%	9	10	Lower
	Public places where people want to spend time	56%	6	7	Similar
Economy	Overall economic health of Paradise Valley	90%	1	7	Much higher
	Overall quality of business and service establishments in Paradise Valley	70%	5	10	Similar
	Cost of living in Paradise Valley	46%	7	7	Similar
	Shopping opportunities	60%	6	11	Similar
	Employment opportunities	35%	4	12	Similar
	Paradise Valley as a place to visit	93%	1	7	Much higher
	Paradise Valley as a place to work	71%	4	13	Higher
	Health and wellness opportunities in Paradise Valley	74%	4	7	Similar
Recreation and Wellness	Availability of affordable quality mental health care	38%	6	7	Lower
	Availability of preventive health services	55%	5	8	Similar
	Availability of affordable quality health care	58%	5	9	Similar
	Availability of affordable quality food	62%	5	8	Similar
	Recreational opportunities	51%	10	14	Similar
Education and Enrichment	Overall opportunities for education and enrichment	63%	3	7	Similar
	Opportunities to participate in religious or spiritual events and activities	83%	4	9	Similar
	Opportunities to attend cultural/arts/music activities	59%	4	12	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Community Engagement	K-12 education	77%	2	10	Higher
	Availability of affordable quality child care/preschool	70%	1	11	Higher
	Opportunities to participate in social events and activities	55%	6	10	Similar
	Neighborliness of Paradise Valley	48%	6	7	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	67%	3	10	Similar
	Opportunities to participate in community matters	65%	5	11	Similar
	Opportunities to volunteer	64%	8	13	Similar

Table 77: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the Town of Paradise Valley	88%	2	11	Similar
Overall customer service by Paradise Valley employees (police, receptionists, planners, post office etc.)	87%	2	10	Similar
Value of services for the taxes paid to Paradise Valley	69%	3	12	Similar
Overall direction that Paradise Valley is taking	71%	3	14	Similar
Job Paradise Valley government does at welcoming citizen involvement	64%	1	9	Similar
Overall confidence in Paradise Valley government	67%	2	8	Similar
Generally acting in the best interest of the community	70%	1	7	Similar
Being honest	76%	1	7	Higher
Treating all residents fairly	74%	2	8	Similar
Services provided by the Federal Government	33%	7	9	Similar

Table 78: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	94%	1	13	Higher
	Fire services	95%	4	10	Similar
	Ambulance or emergency medical services	92%	3	11	Similar
	Crime prevention	86%	3	11	Similar
	Fire prevention and education	80%	6	8	Similar
	Animal control	72%	5	10	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	5	10	Similar
Mobility	Traffic enforcement	79%	3	13	Similar
	Street repair	74%	1	13	Higher
	Street cleaning	77%	4	11	Similar
	Street lighting	53%	7	10	Similar
	Sidewalk maintenance	67%	7	11	Similar
	Traffic signal timing	64%	2	9	Similar
	Bus or transit services	41%	6	9	Similar
Natural Environment	Garbage collection	78%	8	12	Similar
	Recycling	70%	8	13	Similar
	Yard waste pick-up	49%	7	7	Much lower
	Drinking water	60%	7	12	Similar
Built Environment	Preservation of natural areas such as open space, mountains and greenbelts	68%	3	9	Similar
	Paradise Valley open space	65%	3	6	Similar
Built Environment	Storm drainage	54%	7	10	Similar
	Sewer services	67%	9	12	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Power (electric and/or gas) utility	80%	NA	NA	NA
	Utility billing	70%	3	6	Similar
	Land use, planning and zoning	60%	4	12	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	63%	4	13	Higher
	Cable television	58%	5	9	Similar
Recreation and Wellness	Health services	67%	5	9	Similar
Education and Enrichment	Town-sponsored special events	55%	7	7	Similar
Community Engagement	Public information services	70%	6	11	Similar

Table 79: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	54%	6	11	Similar
Recommend living in Paradise Valley to someone who asks	98%	1	10	Higher
Remain in Paradise Valley for the next five years	95%	1	10	Similar
Contacted Paradise Valley (in-person, phone, email or web) for help or information	54%	2	11	Similar

Table 80: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	20%	6	7	Similar
	Did NOT report a crime to the police	85%	5	7	Similar
Safety	Household member was NOT a victim of a crime	91%	4	12	Similar
	Used bus or other public transportation instead of driving	6%	5	6	Similar
	Carpooled with other adults or children instead of driving alone	43%	5	7	Similar
Mobility	Walked or biked instead of driving	53%	3	7	Similar
	Made efforts to conserve water	91%	2	7	Similar
	Made efforts to make your home more energy efficient	76%	6	7	Similar
Natural Environment	Recycle at home	85%	6	10	Similar
	Did NOT observe a code violation or other hazard in Paradise Valley	60%	1	7	Similar
Built Environment	NOT experiencing housing costs stress	91%	1	10	Higher
	Purchase goods or services from a business located in Paradise Valley	74%	7	7	Much lower
	Economy will have positive impact on income	30%	4	10	Similar
Economy	Work inside boundaries of Paradise Valley	29%	5	7	Similar
	Eat at least 5 portions of fruits and vegetables a day	89%	1	7	Similar
	Participate in moderate or vigorous physical activity	93%	1	7	Higher
Recreation and Wellness	In very good to excellent health	85%	1	7	Higher
	Participated in religious or spiritual activities in Paradise Valley	50%	4	8	Similar
Education and Enrichment	Attended Town-sponsored event	32%	7	7	Lower
Community	Campaigned or advocated for an issue, cause or	29%	1	7	Higher

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Engagement	candidate				
	Contacted Paradise Valley elected officials (in-person, phone, email or web) to express your opinion	25%	1	7	Higher
	Volunteered your time to some group/activity in Paradise Valley	30%	7	10	Similar
	Participated in a club	31%	3	9	Similar
	Talked to or visited with your immediate neighbors	87%	7	7	Similar
	Done a favor for a neighbor	74%	7	7	Similar
	Attended a local public meeting	28%	2	10	Similar
	Watched (online or on television) a local public meeting	11%	8	9	Lower
	Read or watch local news (via television, paper, computer, etc.)	90%	2	7	Similar
	Vote in local elections	91%	1	10	Higher

Communities included in high income comparisons

The communities included in Paradise Valley’s comparisons to other communities with annual household incomes higher than \$120,000 are listed below along with their population according to the 2010 Census.

Bloomfield Hills city, MI	3,869	Parkland city, FL	23,962
Brentwood city, TN	37,060	Purcellville town, VA.....	7,727
Castle Pines North city, CO	10,360	Sammamish city, WA	45,780
Colleyville city, TX	22,807	San Carlos city, CA.....	28,406
Concord town, MA.....	17,668	Southborough town, MA.....	9,767
Flower Mound town, TX.....	64,669	Southlake city, TX.....	26,575
Greenwich town, CT.....	61,171	Summit city, NJ.....	21,457
Hopkinton town, MA.....	14,925	University Park city, TX.....	23,068
Hudson city, OH.....	22,262	Victoria city, MN.....	7,345
Long Grove village, IL	8,043	Vienna town, VA	15,687
Manhattan Beach city, CA.....	35,135	Weddington town, NC	9,459
Mercer Island city, WA	22,699	Western Springs village, IL	12,975
Murphy city, TX	17,708	Westlake town, TX	992
Needham CDP, MA.....	28,886	Weston town, MA.....	11,261
Palo Alto city, CA	64,403	Winnetka village, IL	12,187
Paradise Valley town, AZ	12,820		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., 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. The Town of Paradise Valley funded this research. Please contact Jim Shano of the Town of Paradise Valley at Jshano@paradisevalleyaz.gov if you have any questions about the survey.

Survey Validity

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

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

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

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

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

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

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

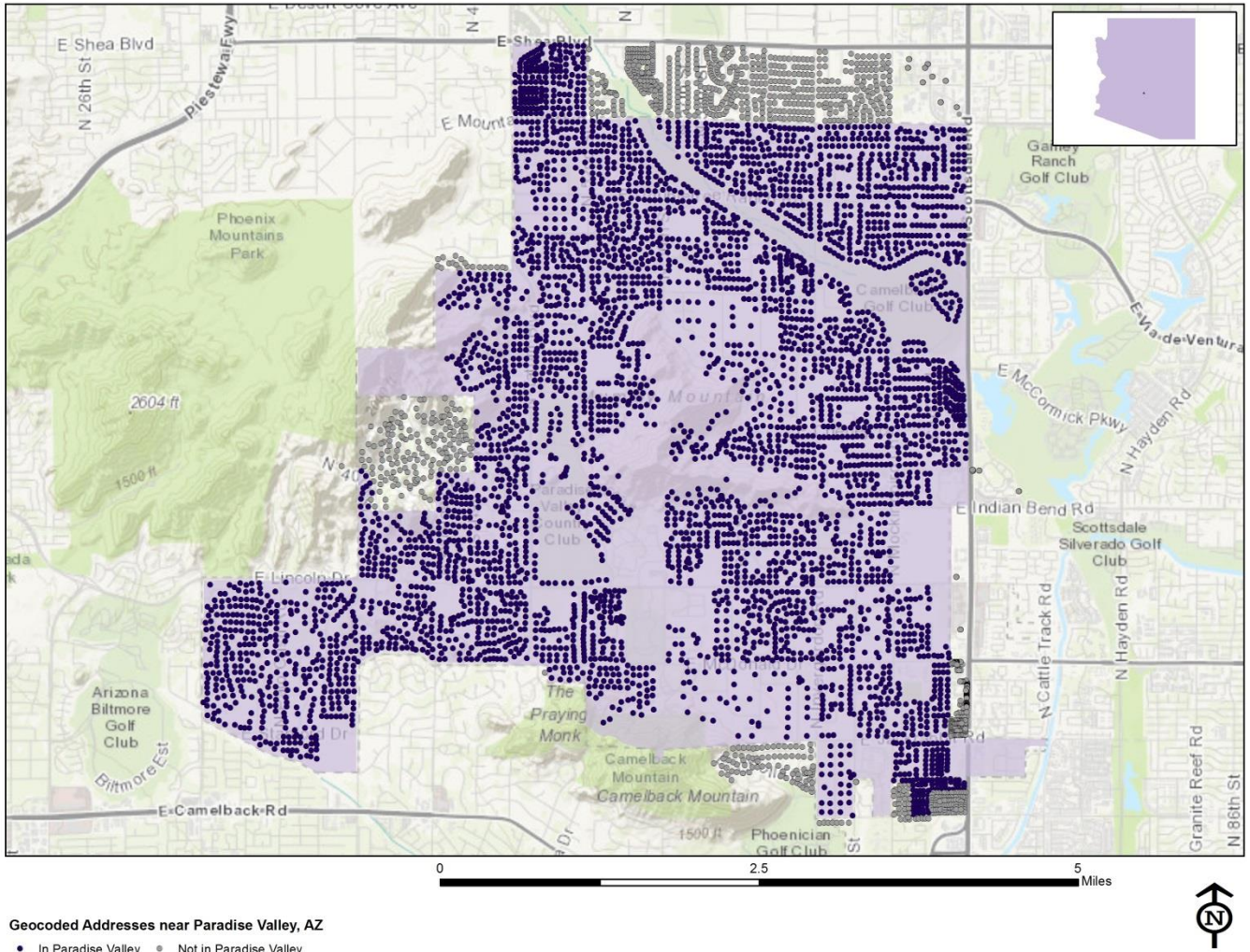
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the Town of Paradise Valley were eligible to participate in the survey. A list of all households within the zip codes serving Paradise Valley was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the Town of Paradise Valley 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 Town of Paradise Valley boundaries were removed from consideration.

To choose the 1,500 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 households is culled, selecting every *N*th one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

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

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on April 22, 2016. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Respondents could opt to take the survey online as well. Completed surveys were collected over the following seven weeks.

About 6% of the 1,500 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 1,410 households that received the survey, 523 completed the survey, providing an overall response rate of 37%. Of the 523 completed surveys, 37 were completed online.

Confidence Intervals

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

The margin of error for the Town of Paradise Valley survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (523 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 Town of Paradise Valley. 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 (rent or own), sex and age. The results of the weighting scheme are presented in table on the following page.

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

The National Citizen Survey™

Table 81: Paradise Valley, AZ 2016 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	6%	1%	4%
Own home	94%	99%	96%
Detached unit	99%	100%	99%
Attached unit	1%	0%	1%
Race and Ethnicity			
White	93%	92%	91%
Not white	7%	8%	9%
Not Hispanic	97%	98%	96%
Hispanic	3%	2%	4%
Sex and Age			
Female	50%	44%	49%
Male	50%	56%	51%
18-34 years of age	11%	1%	7%
35-54 years of age	35%	20%	35%
55+ years of age	54%	79%	59%
Females 18-34	5%	1%	6%
Females 35-54	19%	10%	18%
Females 55+	27%	33%	25%
Males 18-34	6%	0%	1%
Males 35-54	17%	10%	17%
Males 55+	27%	46%	33%

Survey Data Analysis and Reporting

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

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

Appendix D: Survey Materials

Dear Paradise Valley Resident,

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

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

Thank you for helping create a better Town!

Sincerely,

A handwritten signature in black ink, consisting of a stylized 'M' followed by a horizontal line.

Michael Collins
Mayor

Dear Paradise Valley Resident,

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

Thank you for helping create a better Town!

Sincerely,

A handwritten signature in black ink, consisting of a stylized 'M' followed by a horizontal line.

Michael Collins
Mayor

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Sincerely,

A handwritten signature in black ink, consisting of a stylized 'M' followed by a horizontal line.

Michael Collins
Mayor



Town of Paradise Valley
6401 E. Lincoln Drive
Paradise Valley, AZ 85253

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



Town of Paradise Valley
6401 E. Lincoln Drive
Paradise Valley, AZ 85253

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



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Boulder, CO
Permit NO. 94



Town of Paradise Valley
6401 E. Lincoln Drive
Paradise Valley, AZ 85253

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



May 2016

Dear Town of Paradise Valley Resident:

Please help us shape the future of Paradise Valley! You have been selected at random to participate in the 2016 Paradise Valley Citizen Survey.

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

A few things to remember:

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

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

If you have any questions about the survey please call 480-948-7411.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Collins".

Michael Collins
Mayor

6401 East Lincoln Drive
Paradise Valley, Arizona
85253-4328

480-948-7411
480-951-3715 Fax
480-483-1811 TDD



May 2016

Dear Town of Paradise Valley Resident:

Here's a second chance if you haven't already responded to the 2016 Paradise Valley Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Paradise Valley! You have been selected at random to participate in the 2016 Paradise Valley Citizen Survey.

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

A few things to remember:

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

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If you have any questions about the survey please call 480-948-7411.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Collins".

Michael Collins
Mayor

6401 East Lincoln Drive
Paradise Valley, Arizona
85253-4328

480-948-7411
480-951-3715 Fax
480-483-1811 TDD

The Town of Paradise Valley 2016 Citizen Survey

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

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

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

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

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

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

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

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6

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

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

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

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

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

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Paradise Valley (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Paradise Valley	1	2
Reported a crime to the police in Paradise Valley	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the Town of Paradise Valley (in-person, phone, email or web) for help or information	1	2
Contacted Paradise Valley elected officials (in-person, phone, email or web) to express your opinion	1	2

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

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

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

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

The Town of Paradise Valley 2016 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Health services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, mountains and greenbelts....	1	2	3	4	5
Paradise Valley open space.....	1	2	3	4	5
Town-sponsored special events.....	1	2	3	4	5
Overall customer service by Paradise Valley employees (police, receptionists, planners, post office, etc.)	1	2	3	4	5
Paradise Valley website (www.paradisevalleyaz.gov).....	1	2	3	4	5
Median landscaping.....	1	2	3	4	5
Post Office.....	1	2	3	4	5
Municipal courts	1	2	3	4	5
Building inspection and plan review services	1	2	3	4	5

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

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

12. Please rate the following categories of Paradise Valley government performance:

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

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

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Paradise Valley.....	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Paradise Valley.....	1	2	3	4
Overall “built environment” of Paradise Valley (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Paradise Valley	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Paradise Valley.....	1	2	3	4
Sense of community.....	1	2	3	4

14. Please rate each of the following types of customer service provided by the Town of Paradise Valley:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Customer service on the phone.....	1	2	3	4	5
Customer service in-person.....	1	2	3	4	5
Customer service online.....	1	2	3	4	5

The Town of Paradise Valley 2016 Citizen Survey

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

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

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

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

- Excellent
 Very good
 Good
 Fair
 Poor

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

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

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

D5. Do you work inside the boundaries of Paradise Valley?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Paradise Valley?

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

D7. Which best describes the building you live in?

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

D8. Is this house or apartment...

- Rented
 Owned

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

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

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

- No Yes

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

- No Yes

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

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

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

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

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

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

D15. In which category is your age?

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

D16. What is your sex?

- Female Male

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

- Cell Land line Both

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



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