



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Yakima, WA

Technical Appendices  
2014



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# Appendix A: Complete Survey Responses

## Responses excluding “don’t know”

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

Table 1: Question 1

Please rate each of the following aspects of quality of life in Yakima:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Yakima as a place to live	9%	N=66	43%	N=316	33%	N=243	14%	N=106	100%	N=731
Your neighborhood as a place to live	17%	N=126	44%	N=320	27%	N=196	12%	N=91	100%	N=733
Yakima as a place to raise children	9%	N=62	35%	N=244	34%	N=241	22%	N=152	100%	N=700
Yakima as a place to work	9%	N=60	35%	N=250	40%	N=283	16%	N=112	100%	N=704
Yakima as a place to visit	10%	N=68	27%	N=190	36%	N=253	28%	N=194	100%	N=704
Yakima as a place to retire	12%	N=82	31%	N=205	29%	N=188	28%	N=184	100%	N=659
The overall quality of life in Yakima	6%	N=45	40%	N=289	38%	N=279	16%	N=113	100%	N=726

Table 2: Question 2

Please rate each of the following characteristics as they relate to Yakima as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Yakima	3%	N=21	26%	N=190	40%	N=292	31%	N=230	100%	N=734
Overall ease of getting to the places you usually have to visit	17%	N=126	52%	N=378	28%	N=202	4%	N=28	100%	N=734
Quality of overall natural environment in Yakima	11%	N=81	43%	N=307	35%	N=250	11%	N=76	100%	N=715
Overall "built environment" of Yakima (including overall design, buildings, parks and transportation systems)	5%	N=34	35%	N=251	42%	N=305	18%	N=132	100%	N=721
Health and wellness opportunities in Yakima	9%	N=65	39%	N=281	37%	N=265	15%	N=109	100%	N=720
Overall opportunities for education and enrichment	7%	N=51	38%	N=269	37%	N=266	18%	N=125	100%	N=712
Overall economic health of Yakima	3%	N=19	23%	N=159	50%	N=346	25%	N=174	100%	N=698
Sense of community	4%	N=26	25%	N=172	46%	N=318	26%	N=184	100%	N=700
Overall image or reputation of Yakima	2%	N=17	18%	N=129	36%	N=253	43%	N=305	100%	N=704

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	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Yakima to someone who asks	17%	N=124	36%	N=262	21%	N=155	25%	N=180	100%	N=721
Remain in Yakima for the next five years	45%	N=317	28%	N=192	14%	N=97	13%	N=91	100%	N=697

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	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	41%	N=300	35%	N=255	11%	N=79	9%	N=65	4%	N=27	100%	N=726
In Yakima's downtown/commercial area during the day	22%	N=154	38%	N=272	20%	N=142	13%	N=95	7%	N=49	100%	N=713

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Yakima as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	7%	N=51	47%	N=344	36%	N=260	10%	N=73	100%	N=728
Ease of public parking	8%	N=58	35%	N=253	36%	N=258	21%	N=151	100%	N=721
Ease of travel by car in Yakima	17%	N=123	50%	N=362	28%	N=202	4%	N=32	100%	N=719
Ease of travel by public transportation in Yakima	9%	N=38	43%	N=179	32%	N=132	17%	N=70	100%	N=420
Ease of travel by bicycle in Yakima	7%	N=34	29%	N=129	33%	N=148	31%	N=140	100%	N=450
Ease of walking in Yakima	10%	N=65	38%	N=251	34%	N=224	18%	N=118	100%	N=657
Availability of paths and walking trails	13%	N=84	39%	N=256	31%	N=199	17%	N=111	100%	N=649
Cleanliness of Yakima	5%	N=36	26%	N=190	40%	N=287	29%	N=213	100%	N=724
Overall appearance of Yakima	4%	N=29	26%	N=185	44%	N=315	27%	N=193	100%	N=723
Public places where people want to spend time	4%	N=25	27%	N=185	49%	N=340	20%	N=139	100%	N=689
Variety of housing options	6%	N=38	30%	N=196	42%	N=276	23%	N=148	100%	N=658
Availability of affordable quality housing	7%	N=43	27%	N=168	37%	N=235	29%	N=186	100%	N=632
Fitness opportunities (including exercise classes and paths or trails, etc.)	13%	N=91	44%	N=302	32%	N=220	11%	N=73	100%	N=686
Recreational opportunities	10%	N=71	36%	N=247	34%	N=236	20%	N=139	100%	N=694
Availability of affordable quality food	12%	N=84	38%	N=277	35%	N=257	15%	N=111	100%	N=729
Availability of affordable quality health care	9%	N=61	36%	N=254	39%	N=275	15%	N=107	100%	N=696
Availability of preventive health services	8%	N=57	38%	N=253	40%	N=272	14%	N=92	100%	N=673
Availability of affordable quality mental health care	8%	N=38	32%	N=156	33%	N=163	27%	N=131	100%	N=487

Table 6: Question 6

Please rate each of the following characteristics as they relate to Yakima as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	9%	N=40	34%	N=149	33%	N=147	24%	N=106	100%	N=442
K-12 education	10%	N=58	39%	N=214	37%	N=203	14%	N=77	100%	N=552
Adult educational opportunities	8%	N=48	35%	N=208	42%	N=249	14%	N=85	100%	N=589
Opportunities to attend cultural/arts/music activities	8%	N=52	36%	N=230	40%	N=258	16%	N=105	100%	N=646
Opportunities to participate in religious or spiritual events and activities	20%	N=123	45%	N=277	29%	N=175	6%	N=34	100%	N=609
Employment opportunities	3%	N=22	24%	N=157	41%	N=270	32%	N=211	100%	N=659
Shopping opportunities	5%	N=37	27%	N=193	40%	N=279	28%	N=195	100%	N=704
Cost of living in Yakima	9%	N=61	30%	N=216	41%	N=292	20%	N=144	100%	N=713
Overall quality of business and service establishments in Yakima	3%	N=21	37%	N=259	45%	N=309	15%	N=104	100%	N=692
Vibrant downtown/commercial area	2%	N=16	20%	N=135	41%	N=280	36%	N=244	100%	N=675
Overall quality of new development in Yakima	4%	N=28	33%	N=209	40%	N=251	23%	N=143	100%	N=632
Opportunities to participate in social events and activities	5%	N=36	36%	N=232	40%	N=262	18%	N=120	100%	N=650
Opportunities to volunteer	14%	N=86	45%	N=270	33%	N=196	8%	N=48	100%	N=600
Opportunities to participate in community matters	9%	N=52	38%	N=225	35%	N=204	18%	N=103	100%	N=584
Openness and acceptance of the community toward people of diverse backgrounds	8%	N=49	30%	N=191	33%	N=212	30%	N=194	100%	N=647
Neighborliness of residents in Yakima	7%	N=49	33%	N=225	37%	N=254	23%	N=154	100%	N=682

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Observed a code violation or other hazard in Yakima	34%	N=246	66%	N=479	100%	N=725
Household member was a victim of a crime in Yakima	75%	N=546	25%	N=180	100%	N=726
Reported a crime to the police in Yakima	65%	N=470	35%	N=254	100%	N=724
Stocked supplies in preparation for an emergency	67%	N=483	33%	N=241	100%	N=724
Contacted the City of Yakima (in-person, phone, email or web) for help or information	65%	N=470	35%	N=255	100%	N=726
Contacted Yakima elected officials (in-person, phone, email or web) to express your opinion	86%	N=623	14%	N=100	100%	N=724

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 Yakima?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Yakima recreation centers or their services	9%	N=65	16%	N=113	34%	N=240	42%	N=296	100%	N=714
Visited a neighborhood park or City park	18%	N=132	23%	N=168	38%	N=276	20%	N=144	100%	N=721
Used Yakima public libraries or their services	6%	N=43	21%	N=151	29%	N=208	44%	N=319	100%	N=720
Attended a City-sponsored event	1%	N=9	7%	N=53	36%	N=260	55%	N=391	100%	N=714
Used bus, rail, subway or other public transportation instead of driving	7%	N=47	5%	N=38	10%	N=71	78%	N=557	100%	N=714
Carpooled with other adults or children instead of driving alone	17%	N=119	15%	N=106	17%	N=125	51%	N=367	100%	N=718
Walked or biked instead of driving	15%	N=104	18%	N=125	20%	N=142	48%	N=342	100%	N=713
Volunteered your time to some group/activity in Yakima	10%	N=69	15%	N=106	23%	N=163	53%	N=375	100%	N=713
Participated in a club	6%	N=45	11%	N=82	17%	N=124	65%	N=466	100%	N=716
Talked to or visited with your immediate neighbors	37%	N=263	29%	N=205	24%	N=169	11%	N=76	100%	N=713
Done a favor for a neighbor	24%	N=169	23%	N=169	36%	N=262	17%	N=120	100%	N=720

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=10	4%	N=25	12%	N=86	83%	N=593	100%	N=714
Watched (online or on television) a local public meeting	5%	N=34	9%	N=62	22%	N=155	65%	N=468	100%	N=719

Table 10: Question 10

Please rate the quality of each of the following services in Yakima:	Excellent		Good		Fair		Poor		Total	
Police services	15%	N=96	38%	N=250	32%	N=206	15%	N=99	100%	N=651
Fire services	30%	N=181	52%	N=316	16%	N=99	2%	N=13	100%	N=608
Ambulance or emergency medical services	30%	N=177	49%	N=288	18%	N=106	3%	N=19	100%	N=590
Crime prevention	6%	N=34	22%	N=134	38%	N=225	34%	N=203	100%	N=596
Fire prevention and education	13%	N=66	39%	N=203	34%	N=175	14%	N=70	100%	N=514
Traffic enforcement	9%	N=59	34%	N=216	41%	N=259	16%	N=105	100%	N=639
Street repair	13%	N=92	33%	N=229	30%	N=204	23%	N=160	100%	N=686
Street cleaning	9%	N=62	40%	N=269	35%	N=239	16%	N=108	100%	N=677
Street lighting	11%	N=72	36%	N=248	33%	N=228	20%	N=135	100%	N=684
Snow removal	7%	N=46	36%	N=241	31%	N=212	26%	N=173	100%	N=672

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Please rate the quality of each of the following services in Yakima:	Excellent		Good		Fair		Poor		Total	
Sidewalk maintenance	6%	N=41	22%	N=139	40%	N=254	33%	N=209	100%	N=642
Traffic signal timing	9%	N=59	34%	N=232	38%	N=260	19%	N=132	100%	N=683
Bus or transit services	15%	N=62	46%	N=190	30%	N=124	8%	N=35	100%	N=411
Garbage collection	30%	N=203	51%	N=345	16%	N=106	4%	N=25	100%	N=679
Recycling	13%	N=72	29%	N=159	30%	N=164	28%	N=152	100%	N=547
Yard waste pick-up	23%	N=119	40%	N=209	24%	N=127	12%	N=65	100%	N=520
Storm drainage	8%	N=49	33%	N=195	36%	N=212	22%	N=127	100%	N=583
Drinking water	17%	N=117	41%	N=279	30%	N=203	12%	N=84	100%	N=684
Sewer services	18%	N=107	50%	N=305	29%	N=176	3%	N=21	100%	N=609
Utility billing	15%	N=97	37%	N=244	37%	N=242	12%	N=78	100%	N=660
City parks	14%	N=88	41%	N=265	36%	N=231	10%	N=65	100%	N=649
Recreation programs or classes	7%	N=34	38%	N=176	40%	N=186	15%	N=71	100%	N=467
Recreation centers or facilities	7%	N=34	34%	N=158	41%	N=191	17%	N=81	100%	N=465
Land use, planning and zoning	6%	N=26	22%	N=101	43%	N=193	29%	N=134	100%	N=453
Code enforcement (weeds, abandoned buildings, etc.)	4%	N=25	12%	N=68	35%	N=201	48%	N=275	100%	N=570
Animal control	5%	N=31	26%	N=146	34%	N=195	35%	N=198	100%	N=570
Economic development	7%	N=38	18%	N=103	47%	N=263	28%	N=159	100%	N=562
Health services	9%	N=57	41%	N=253	39%	N=244	11%	N=67	100%	N=621
Public library services	21%	N=126	47%	N=280	26%	N=154	5%	N=30	100%	N=590
Public information services	10%	N=52	36%	N=191	42%	N=222	13%	N=69	100%	N=533
Cable television	8%	N=46	35%	N=196	34%	N=192	23%	N=129	100%	N=562
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	N=34	25%	N=109	39%	N=169	28%	N=120	100%	N=433
Preservation of natural areas such as open space, farmlands and greenbelts	8%	N=40	26%	N=122	48%	N=230	18%	N=86	100%	N=478
Yakima open space	7%	N=31	24%	N=111	51%	N=239	19%	N=89	100%	N=471
City-sponsored special events	7%	N=36	31%	N=160	46%	N=233	16%	N=81	100%	N=510
Overall customer service by Yakima employees (police, receptionists, planners, etc.)	9%	N=57	34%	N=214	41%	N=256	16%	N=99	100%	N=627

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Yakima	7%	N=46	39%	N=263	37%	N=246	17%	N=112	100%	N=666
The Federal Government	5%	N=31	25%	N=154	43%	N=262	27%	N=165	100%	N=611
The State Government	3%	N=17	28%	N=154	47%	N=259	22%	N=125	100%	N=555
Yakima County Government	4%	N=24	30%	N=160	47%	N=252	19%	N=104	100%	N=540

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Table 12: Question 12

Please rate the following categories of Yakima government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Yakima	5%	N=28	27%	N=168	41%	N=253	27%	N=169	100%	N=617
The overall direction that Yakima is taking	6%	N=40	32%	N=200	34%	N=215	28%	N=175	100%	N=629
The job Yakima government does at welcoming citizen involvement	5%	N=31	27%	N=155	39%	N=216	29%	N=160	100%	N=562
Overall confidence in Yakima government	4%	N=28	25%	N=155	37%	N=231	34%	N=214	100%	N=629
Generally acting in the best interest of the community	7%	N=42	26%	N=159	36%	N=219	32%	N=194	100%	N=614
Being honest	8%	N=49	25%	N=144	37%	N=217	30%	N=174	100%	N=584
Treating all residents fairly	9%	N=53	23%	N=137	33%	N=197	36%	N=214	100%	N=601

Table 13: Question 13

Please rate how important, if at all, you think it is for the Yakima 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 Yakima	53%	N=383	39%	N=282	7%	N=53	0%	N=3	100%	N=721
Overall ease of getting to the places you usually have to visit	17%	N=125	53%	N=385	27%	N=191	3%	N=20	100%	N=721
Quality of overall natural environment in Yakima	24%	N=171	47%	N=336	26%	N=185	3%	N=24	100%	N=715
Overall "built environment" of Yakima (including overall design, buildings, parks and transportation systems)	21%	N=149	50%	N=358	26%	N=185	4%	N=26	100%	N=717
Health and wellness opportunities in Yakima	31%	N=220	50%	N=360	17%	N=119	3%	N=18	100%	N=718
Overall opportunities for education and enrichment	38%	N=270	46%	N=328	16%	N=111	1%	N=6	100%	N=715
Overall economic health of Yakima	43%	N=309	48%	N=344	8%	N=56	1%	N=9	100%	N=718
Sense of community	32%	N=226	47%	N=337	20%	N=145	1%	N=8	100%	N=716

Table 14: Question 14

Which of the following types of shows would you like to attend at the Capitol Theatre?	No		Yes		Total	
Ballet and dance	56%	N=385	44%	N=297	100%	N=682
Children's/family events	32%	N=225	68%	N=475	100%	N=700
Circus and physical theatre	45%	N=308	55%	N=375	100%	N=683
Comedy	23%	N=160	77%	N=530	100%	N=690
Festivals	37%	N=251	63%	N=428	100%	N=680
Broadway/cabaret musicals	40%	N=276	60%	N=413	100%	N=689
Concert - Pop	43%	N=293	57%	N=391	100%	N=684
Concert - Rock	48%	N=326	52%	N=351	100%	N=677
Concert - Classical	48%	N=324	52%	N=356	100%	N=680
Concert - R&B	56%	N=375	44%	N=299	100%	N=674
Concert - Jazz and Blues	52%	N=352	48%	N=322	100%	N=674
Concert - Country	41%	N=282	59%	N=401	100%	N=683
Concert - Folk	54%	N=374	46%	N=313	100%	N=687
Opera	67%	N=454	33%	N=220	100%	N=673

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Table 15: Question 15

Please indicate how much you would support or oppose the City of Yakima taking the following actions regarding aquatic facilities:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Funding the construction of a new aquatics facility with public and private sector and no tax increase	54%	N=361	33%	N=221	6%	N=41	6%	N=43	100%	N=667
Funding the construction of a new aquatics facility with a tax increase	16%	N=101	26%	N=169	21%	N=136	37%	N=240	100%	N=646
Funding the repairs of existing aquatics facilities with no tax increase	45%	N=295	35%	N=228	11%	N=72	10%	N=63	100%	N=718
Funding the repairs of existing aquatics facilities with a tax increase	12%	N=75	24%	N=153	23%	N=149	42%	N=269	100%	N=646

Table 16: Question 16

Please indicate how important, if at all, it is for the City to invest in each of the following issues in the next 12 months	Essential		Very important		Somewhat important		Not at all important		Total	
Code and sign enforcement	23%	N=163	37%	N=264	34%	N=244	7%	N=49	100%	N=721
Job creation/economic development	54%	N=390	37%	N=270	7%	N=54	2%	N=13	100%	N=728
Road improvements	35%	N=253	42%	N=310	21%	N=150	2%	N=17	100%	N=729
Parks and recreation improvements	27%	N=196	40%	N=292	29%	N=211	3%	N=23	100%	N=722
Community events/activities	22%	N=161	38%	N=275	33%	N=242	7%	N=49	100%	N=728
Public safety/police services	63%	N=463	28%	N=203	6%	N=47	3%	N=20	100%	N=732

Table 17: Question 17

The City is considering amending the City Charter to establish a dedicated parks and recreation capital construction and rehabilitation fund of not less than \$750,000 annually, which would come from existing revenue, with no tax increase. The reallocation	Percent	Number
Strongly support	20%	N=116
Somewhat support	44%	N=255
Somewhat oppose	19%	N=112
Strongly oppose	17%	N=101
Total	100%	N=584

Table 18: 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	19%	N=136	8%	N=61	24%	N=174	22%	N=156	27%	N=198	100%	N=725
Purchase goods or services from a business located in Yakima	5%	N=34	2%	N=17	14%	N=97	49%	N=347	31%	N=220	100%	N=715
Eat at least 5 portions of fruits and vegetables a day	2%	N=16	19%	N=138	32%	N=228	34%	N=243	13%	N=96	100%	N=721
Participate in moderate or vigorous physical activity	6%	N=43	15%	N=109	34%	N=240	30%	N=213	15%	N=109	100%	N=714
Read or watch local news (via television, paper, computer, etc.)	3%	N=18	12%	N=85	17%	N=118	26%	N=184	43%	N=309	100%	N=714
Vote in local elections	15%	N=108	6%	N=45	10%	N=75	20%	N=139	49%	N=346	100%	N=713



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Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	16%	N=117
Very good	34%	N=249
Good	34%	N=248
Fair	12%	N=86
Poor	4%	N=31
Total	100%	N=730

Table 20: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be	Percent	Number
Very positive	5%	N=36
Somewhat positive	17%	N=122
Neutral	55%	N=399
Somewhat negative	19%	N=136
Very negative	4%	N=31
Total	100%	N=725

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	54%	N=388
Working part time for pay	10%	N=74
Unemployed, looking for paid work	6%	N=45
Unemployed, not looking for paid work	5%	N=37
Fully retired	25%	N=176
Total	100%	N=720

Table 22: Question D5

Do you work inside the boundaries of Yakima?	Percent	Number
Yes, outside the home	58%	N=393
Yes, from home	5%	N=34
No	37%	N=256
Total	100%	N=683

Table 23: Question D6

How many years have you lived in Yakima?	Percent	Number
Less than 2 years	7%	N=54
2 to 5 years	12%	N=87
6 to 10 years	10%	N=71
11 to 20 years	14%	N=106
More than 20 years	57%	N=414
Total	100%	N=732

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Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	62%	N=452
Building with two or more homes (duplex, townhome, apartment or condominium)	32%	N=235
Mobile home	3%	N=21
Other	3%	N=19
Total	100%	N=727

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	46%	N=333
Owned	54%	N=395
Total	100%	N=728

Table 26: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	7%	N=51
\$300 to \$599 per month	24%	N=170
\$600 to \$999 per month	35%	N=251
\$1,000 to \$1,499 per month	22%	N=157
\$1,500 to \$2,499 per month	9%	N=65
\$2,500 or more per month	3%	N=19
Total	100%	N=713

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	61%	N=444
Yes	39%	N=284
Total	100%	N=728

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	74%	N=540
Yes	26%	N=188
Total	100%	N=728

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Table 29: 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	30%	N=212
\$25,000 to \$49,999	32%	N=226
\$50,000 to \$99,999	25%	N=177
\$100,000 to \$149,999	8%	N=60
\$150,000 or more	5%	N=35
Total	100%	N=710

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	73%	N=523
Yes, I consider myself to be Spanish, Hispanic or Latino	27%	N=192
Total	100%	N=715

Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=18
Asian, Asian Indian or Pacific Islander	3%	N=19
Black or African American	3%	N=18
White	74%	N=527
Other	22%	N=156

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

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=35
25 to 34 years	26%	N=190
35 to 44 years	14%	N=106
45 to 54 years	21%	N=150
55 to 64 years	13%	N=93
65 to 74 years	13%	N=94
75 years or older	8%	N=62
Total	100%	N=729

Table 33: Question D16

What is your sex?	Percent	Number
Female	53%	N=384
Male	47%	N=335
Total	100%	N=719

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Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	61%	N=446
Land line	21%	N=150
Both	18%	N=130
Total	100%	N=726

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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 35: Question 1

Please rate each of the following aspects of quality of life in Yakima:	Excellent		Good		Fair		Poor		Don't know		Total	
Yakima as a place to live	9%	N=66	43%	N=316	33%	N=243	14%	N=106	0%	N=0	100%	N=731
Your neighborhood as a place to live	17%	N=126	44%	N=320	27%	N=196	12%	N=91	0%	N=0	100%	N=733
Yakima as a place to raise children	9%	N=62	34%	N=244	33%	N=241	21%	N=152	4%	N=30	100%	N=729
Yakima as a place to work	8%	N=60	34%	N=250	39%	N=283	15%	N=112	3%	N=24	100%	N=728
Yakima as a place to visit	9%	N=68	26%	N=190	35%	N=253	27%	N=194	3%	N=25	100%	N=729
Yakima as a place to retire	11%	N=82	29%	N=205	26%	N=188	26%	N=184	8%	N=59	100%	N=719
The overall quality of life in Yakima	6%	N=45	40%	N=289	38%	N=279	15%	N=113	1%	N=6	100%	N=732

Table 36: Question 2

Please rate each of the following characteristics as they relate to Yakima as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Yakima	3%	N=21	26%	N=190	40%	N=292	31%	N=230	0%	N=2	100%	N=736
Overall ease of getting to the places you usually have to visit	17%	N=126	51%	N=378	27%	N=202	4%	N=28	0%	N=1	100%	N=735
Quality of overall natural environment in Yakima	11%	N=81	42%	N=307	34%	N=250	10%	N=76	2%	N=15	100%	N=730
Overall "built environment" of Yakima (including overall design, buildings, parks and transportation systems)	5%	N=34	34%	N=251	42%	N=305	18%	N=132	2%	N=13	100%	N=734
Health and wellness opportunities in Yakima	9%	N=65	38%	N=281	36%	N=265	15%	N=109	1%	N=10	100%	N=730
Overall opportunities for education and enrichment	7%	N=51	37%	N=269	36%	N=266	17%	N=125	3%	N=21	100%	N=733
Overall economic health of Yakima	3%	N=19	22%	N=159	47%	N=346	24%	N=174	5%	N=34	100%	N=732
Sense of community	4%	N=26	24%	N=172	44%	N=318	25%	N=184	4%	N=26	100%	N=726
Overall image or reputation of Yakima	2%	N=17	18%	N=129	35%	N=253	42%	N=305	3%	N=25	100%	N=729

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Yakima to someone who asks	17%	N=124	36%	N=262	21%	N=155	25%	N=180	1%	N=8	100%	N=728
Remain in Yakima for the next five years	44%	N=317	26%	N=192	13%	N=97	13%	N=91	4%	N=29	100%	N=726

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	41%	N=300	35%	N=255	11%	N=79	9%	N=65	4%	N=27	1%	N=6	100%	N=732
In Yakima's downtown/commercial area during the day	21%	N=154	37%	N=272	20%	N=142	13%	N=95	7%	N=49	2%	N=16	100%	N=729

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Table 39: Question 5

Please rate each of the following characteristics as they relate to Yakima as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	7%	N=51	47%	N=344	35%	N=260	10%	N=73	1%	N=5	100%	N=734
Ease of public parking	8%	N=58	35%	N=253	35%	N=258	21%	N=151	2%	N=13	100%	N=734
Ease of travel by car in Yakima	17%	N=123	50%	N=362	28%	N=202	4%	N=32	1%	N=8	100%	N=727
Ease of travel by public transportation in Yakima	5%	N=38	25%	N=179	18%	N=132	10%	N=70	42%	N=307	100%	N=727
Ease of travel by bicycle in Yakima	5%	N=34	18%	N=129	20%	N=148	19%	N=140	38%	N=277	100%	N=727
Ease of walking in Yakima	9%	N=65	34%	N=251	31%	N=224	16%	N=118	10%	N=71	100%	N=728
Availability of paths and walking trails	11%	N=84	35%	N=256	27%	N=199	15%	N=111	11%	N=78	100%	N=727
Cleanliness of Yakima	5%	N=36	26%	N=190	39%	N=287	29%	N=213	1%	N=4	100%	N=729
Overall appearance of Yakima	4%	N=29	25%	N=185	43%	N=315	27%	N=193	1%	N=5	100%	N=727
Public places where people want to spend time	3%	N=25	25%	N=185	46%	N=340	19%	N=139	6%	N=44	100%	N=733
Variety of housing options	5%	N=38	27%	N=196	38%	N=276	20%	N=148	10%	N=73	100%	N=731
Availability of affordable quality housing	6%	N=43	23%	N=168	32%	N=235	26%	N=186	13%	N=94	100%	N=726
Fitness opportunities (including exercise classes and paths or trails, etc.)	12%	N=91	41%	N=302	30%	N=220	10%	N=73	6%	N=44	100%	N=730
Recreational opportunities	10%	N=71	34%	N=247	32%	N=236	19%	N=139	5%	N=38	100%	N=731
Availability of affordable quality food	12%	N=84	38%	N=277	35%	N=257	15%	N=111	1%	N=5	100%	N=734
Availability of affordable quality health care	8%	N=61	34%	N=254	37%	N=275	15%	N=107	5%	N=39	100%	N=736
Availability of preventive health services	8%	N=57	35%	N=253	37%	N=272	13%	N=92	8%	N=59	100%	N=732
Availability of affordable quality mental health care	5%	N=38	21%	N=156	22%	N=163	18%	N=131	33%	N=241	100%	N=728

Table 40: Question 6

Please rate each of the following characteristics as they relate to Yakima as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	6%	N=40	21%	N=149	20%	N=147	15%	N=106	38%	N=277	100%	N=719
K-12 education	8%	N=58	30%	N=214	29%	N=203	11%	N=77	22%	N=160	100%	N=712
Adult educational opportunities	7%	N=48	29%	N=208	35%	N=249	12%	N=85	17%	N=124	100%	N=714
Opportunities to attend cultural/arts/music activities	7%	N=52	32%	N=230	36%	N=258	15%	N=105	10%	N=68	100%	N=713
Opportunities to participate in religious or spiritual events and activities	17%	N=123	38%	N=277	24%	N=175	5%	N=34	15%	N=111	100%	N=720
Employment opportunities	3%	N=22	22%	N=157	38%	N=270	30%	N=211	7%	N=49	100%	N=708
Shopping opportunities	5%	N=37	27%	N=193	39%	N=279	27%	N=195	2%	N=12	100%	N=716
Cost of living in Yakima	8%	N=61	30%	N=216	41%	N=292	20%	N=144	1%	N=7	100%	N=720
Overall quality of business and service establishments in Yakima	3%	N=21	36%	N=259	43%	N=309	15%	N=104	4%	N=26	100%	N=718
Vibrant downtown/commercial area	2%	N=16	19%	N=135	39%	N=280	34%	N=244	7%	N=47	100%	N=722
Overall quality of new development in Yakima	4%	N=28	29%	N=209	35%	N=251	20%	N=143	12%	N=84	100%	N=717
Opportunities to participate in social events and activities	5%	N=36	32%	N=232	37%	N=262	17%	N=120	9%	N=68	100%	N=718
Opportunities to volunteer	12%	N=86	37%	N=270	27%	N=196	7%	N=48	17%	N=121	100%	N=721
Opportunities to participate in community matters	7%	N=52	32%	N=225	29%	N=204	15%	N=103	17%	N=116	100%	N=700
Openness and acceptance of the community toward people of diverse backgrounds	7%	N=49	27%	N=191	30%	N=212	27%	N=194	9%	N=65	100%	N=712
Neighborliness of residents in Yakima	7%	N=49	31%	N=225	36%	N=254	21%	N=154	5%	N=34	100%	N=716

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Table 41: 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
Observed a code violation or other hazard in Yakima	34%	N=246	66%	N=479	100%	N=725
Household member was a victim of a crime in Yakima	75%	N=546	25%	N=180	100%	N=726
Reported a crime to the police in Yakima	65%	N=470	35%	N=254	100%	N=724
Stocked supplies in preparation for an emergency	67%	N=483	33%	N=241	100%	N=724
Contacted the City of Yakima (in-person, phone, email or web) for help or information	65%	N=470	35%	N=255	100%	N=726
Contacted Yakima elected officials (in-person, phone, email or web) to express your opinion	86%	N=623	14%	N=100	100%	N=724

Table 42: 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 Yakima?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Yakima recreation centers or their services	9%	N=65	16%	N=113	34%	N=240	42%	N=296	100%	N=714
Visited a neighborhood park or City park	18%	N=132	23%	N=168	38%	N=276	20%	N=144	100%	N=721
Used Yakima public libraries or their services	6%	N=43	21%	N=151	29%	N=208	44%	N=319	100%	N=720
Attended a City-sponsored event	1%	N=9	7%	N=53	36%	N=260	55%	N=391	100%	N=714
Used bus, rail, subway or other public transportation instead of driving	7%	N=47	5%	N=38	10%	N=71	78%	N=557	100%	N=714
Carpooled with other adults or children instead of driving alone	17%	N=119	15%	N=106	17%	N=125	51%	N=367	100%	N=718
Walked or biked instead of driving	15%	N=104	18%	N=125	20%	N=142	48%	N=342	100%	N=713
Volunteered your time to some group/activity in Yakima	10%	N=69	15%	N=106	23%	N=163	53%	N=375	100%	N=713
Participated in a club	6%	N=45	11%	N=82	17%	N=124	65%	N=466	100%	N=716
Talked to or visited with your immediate neighbors	37%	N=263	29%	N=205	24%	N=169	11%	N=76	100%	N=713
Done a favor for a neighbor	24%	N=169	23%	N=169	36%	N=262	17%	N=120	100%	N=720

Table 43: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=10	4%	N=25	12%	N=86	83%	N=593	100%	N=714
Watched (online or on television) a local public meeting	5%	N=34	9%	N=62	22%	N=155	65%	N=468	100%	N=719

Table 44: Question 10

Please rate the quality of each of the following services in Yakima:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	14%	N=96	35%	N=250	29%	N=206	14%	N=99	8%	N=55	100%	N=706
Fire services	25%	N=181	44%	N=316	14%	N=99	2%	N=13	14%	N=103	100%	N=711
Ambulance or emergency medical services	25%	N=177	40%	N=288	15%	N=106	3%	N=19	17%	N=121	100%	N=711
Crime prevention	5%	N=34	19%	N=134	32%	N=225	29%	N=203	15%	N=106	100%	N=703
Fire prevention and education	9%	N=66	29%	N=203	25%	N=175	10%	N=70	27%	N=186	100%	N=701
Traffic enforcement	8%	N=59	31%	N=216	37%	N=259	15%	N=105	8%	N=59	100%	N=698
Street repair	13%	N=92	33%	N=229	29%	N=204	23%	N=160	3%	N=20	100%	N=706
Street cleaning	9%	N=62	38%	N=269	34%	N=239	15%	N=108	4%	N=29	100%	N=705
Street lighting	10%	N=72	35%	N=248	32%	N=228	19%	N=135	3%	N=24	100%	N=708
Snow removal	7%	N=46	34%	N=241	30%	N=212	25%	N=173	5%	N=33	100%	N=706

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Please rate the quality of each of the following services in Yakima:	Excellent		Good		Fair		Poor		Don't know		Total	
Sidewalk maintenance	6%	N=41	20%	N=139	36%	N=254	30%	N=209	9%	N=63	100%	N=705
Traffic signal timing	8%	N=59	33%	N=232	37%	N=260	19%	N=132	3%	N=24	100%	N=706
Bus or transit services	9%	N=62	27%	N=190	18%	N=124	5%	N=35	41%	N=287	100%	N=698
Garbage collection	29%	N=203	49%	N=345	15%	N=106	4%	N=25	3%	N=23	100%	N=702
Recycling	10%	N=72	23%	N=159	23%	N=164	22%	N=152	22%	N=158	100%	N=705
Yard waste pick-up	17%	N=119	30%	N=209	18%	N=127	9%	N=65	25%	N=177	100%	N=697
Storm drainage	7%	N=49	28%	N=195	31%	N=212	18%	N=127	16%	N=113	100%	N=695
Drinking water	17%	N=117	40%	N=279	29%	N=203	12%	N=84	3%	N=23	100%	N=706
Sewer services	15%	N=107	44%	N=305	25%	N=176	3%	N=21	13%	N=87	100%	N=696
Utility billing	14%	N=97	35%	N=244	35%	N=242	11%	N=78	6%	N=40	100%	N=700
City parks	13%	N=88	38%	N=265	33%	N=231	9%	N=65	8%	N=55	100%	N=704
Recreation programs or classes	5%	N=34	25%	N=176	26%	N=186	10%	N=71	34%	N=238	100%	N=705
Recreation centers or facilities	5%	N=34	23%	N=158	27%	N=191	12%	N=81	33%	N=234	100%	N=700
Land use, planning and zoning	4%	N=26	14%	N=101	28%	N=193	19%	N=134	35%	N=247	100%	N=700
Code enforcement (weeds, abandoned buildings, etc.)	4%	N=25	10%	N=68	29%	N=201	39%	N=275	19%	N=130	100%	N=700
Animal control	4%	N=31	21%	N=146	28%	N=195	28%	N=198	18%	N=127	100%	N=697
Economic development	5%	N=38	15%	N=103	37%	N=263	23%	N=159	20%	N=141	100%	N=703
Health services	8%	N=57	36%	N=253	35%	N=244	9%	N=67	12%	N=84	100%	N=704
Public library services	18%	N=126	40%	N=280	22%	N=154	4%	N=30	17%	N=118	100%	N=708
Public information services	7%	N=52	27%	N=191	31%	N=222	10%	N=69	24%	N=171	100%	N=704
Cable television	6%	N=46	28%	N=196	27%	N=192	18%	N=129	20%	N=144	100%	N=706
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	N=34	16%	N=109	24%	N=169	17%	N=120	38%	N=270	100%	N=703
Preservation of natural areas such as open space, farmlands and greenbelts	6%	N=40	18%	N=122	33%	N=230	12%	N=86	31%	N=211	100%	N=689
Yakima open space	5%	N=31	16%	N=111	35%	N=239	13%	N=89	32%	N=221	100%	N=692
City-sponsored special events	5%	N=36	23%	N=160	34%	N=233	12%	N=81	26%	N=175	100%	N=685
Overall customer service by Yakima employees (police, receptionists, planners, etc.)	8%	N=57	31%	N=214	36%	N=256	14%	N=99	11%	N=75	100%	N=702

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Yakima	7%	N=46	37%	N=263	35%	N=246	16%	N=112	5%	N=38	100%	N=704
The Federal Government	4%	N=31	22%	N=154	37%	N=262	23%	N=165	13%	N=93	100%	N=704
The State Government	3%	N=17	25%	N=154	42%	N=259	20%	N=125	11%	N=65	100%	N=621
Yakima County Government	4%	N=24	26%	N=160	41%	N=252	17%	N=104	13%	N=80	100%	N=620

Table 46: Question 12

Please rate the following categories of Yakima government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Yakima	4%	N=28	24%	N=168	36%	N=253	24%	N=169	13%	N=90	100%	N=707
The overall direction that Yakima is taking	6%	N=40	28%	N=200	30%	N=215	25%	N=175	11%	N=77	100%	N=706
The job Yakima government does at welcoming citizen involvement	4%	N=31	22%	N=155	31%	N=216	23%	N=160	21%	N=145	100%	N=707
Overall confidence in Yakima government	4%	N=28	22%	N=155	33%	N=231	30%	N=214	11%	N=77	100%	N=706



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Please rate the following categories of Yakima government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Generally acting in the best interest of the community	6%	N=42	23%	N=159	31%	N=219	28%	N=194	13%	N=91	100%	N=706
Being honest	7%	N=49	20%	N=144	31%	N=217	25%	N=174	17%	N=122	100%	N=706
Treating all residents fairly	7%	N=53	19%	N=137	28%	N=197	30%	N=214	15%	N=108	100%	N=709

Table 47: Question 13

Please rate how important, if at all, you think it is for the Yakima 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 Yakima	53%	N=383	39%	N=282	7%	N=53	0%	N=3	100%	N=721
Overall ease of getting to the places you usually have to visit	17%	N=125	53%	N=385	27%	N=191	3%	N=20	100%	N=721
Quality of overall natural environment in Yakima	24%	N=171	47%	N=336	26%	N=185	3%	N=24	100%	N=715
Overall "built environment" of Yakima (including overall design, buildings, parks and transportation systems)	21%	N=149	50%	N=358	26%	N=185	4%	N=26	100%	N=717
Health and wellness opportunities in Yakima	31%	N=220	50%	N=360	17%	N=119	3%	N=18	100%	N=718
Overall opportunities for education and enrichment	38%	N=270	46%	N=328	16%	N=111	1%	N=6	100%	N=715
Overall economic health of Yakima	43%	N=309	48%	N=344	8%	N=56	1%	N=9	100%	N=718
Sense of community	32%	N=226	47%	N=337	20%	N=145	1%	N=8	100%	N=716

Table 48: Question 14

Which of the following types of shows would you like to attend at the Capitol Theatre?	No		Yes		Total	
Ballet and dance	56%	N=385	44%	N=297	100%	N=682
Children's/family events	32%	N=225	68%	N=475	100%	N=700
Circus and physical theatre	45%	N=308	55%	N=375	100%	N=683
Comedy	23%	N=160	77%	N=530	100%	N=690
Festivals	37%	N=251	63%	N=428	100%	N=680
Broadway/cabaret musicals	40%	N=276	60%	N=413	100%	N=689
Concert - Pop	43%	N=293	57%	N=391	100%	N=684
Concert - Rock	48%	N=326	52%	N=351	100%	N=677
Concert - Classical	48%	N=324	52%	N=356	100%	N=680
Concert - R&B	56%	N=375	44%	N=299	100%	N=674
Concert - Jazz and Blues	52%	N=352	48%	N=322	100%	N=674
Concert - Country	41%	N=282	59%	N=401	100%	N=683
Concert - Folk	54%	N=374	46%	N=313	100%	N=687
Opera	67%	N=454	33%	N=220	100%	N=673

Table 49: Question 15

Please indicate how much you would support or oppose the City of Yakima taking the following actions regarding aquatic facilities:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Funding the construction of a new aquatics facility with public and private sector and no tax increase	50%	N=361	31%	N=221	6%	N=41	6%	N=43	8%	N=56	100%	N=722
Funding the construction of a new aquatics facility with a tax increase	14%	N=101	24%	N=169	19%	N=136	34%	N=240	9%	N=67	100%	N=712
Funding the repairs of existing aquatics facilities with no tax increase	41%	N=295	32%	N=228	10%	N=72	9%	N=63	8%	N=61	100%	N=718
Funding the repairs of existing aquatics facilities with a tax increase	11%	N=75	21%	N=153	21%	N=149	38%	N=269	10%	N=69	100%	N=715

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Table 50: Question 16

Please indicate how important, if at all, it is for the City to invest in each of the following issues in the next 12 months	Essential		Very important		Somewhat important		Not at all important		Total	
Code and sign enforcement	23%	N=163	37%	N=264	34%	N=244	7%	N=49	100%	N=721
Job creation/economic development	54%	N=390	37%	N=270	7%	N=54	2%	N=13	100%	N=728
Road improvements	35%	N=253	42%	N=310	21%	N=150	2%	N=17	100%	N=729
Parks and recreation improvements	27%	N=196	40%	N=292	29%	N=211	3%	N=23	100%	N=722
Community events/activities	22%	N=161	38%	N=275	33%	N=242	7%	N=49	100%	N=728
Public safety/police services	63%	N=463	28%	N=203	6%	N=47	3%	N=20	100%	N=732

Table 51: Question 17

The City is considering amending the City Charter to establish a dedicated parks and recreation capital construction and rehabilitation fund of not less than \$750,000 annually, which would come from existing revenue, with no tax increase. The reallocation	Percent	Number
Strongly support	16%	N=116
Somewhat support	36%	N=255
Somewhat oppose	16%	N=112
Strongly oppose	14%	N=101
Don't know	18%	N=131
Total	100%	N=716

Table 52: 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	19%	N=136	8%	N=61	24%	N=174	22%	N=156	27%	N=198	100%	N=725
Purchase goods or services from a business located in Yakima	5%	N=34	2%	N=17	14%	N=97	49%	N=347	31%	N=220	100%	N=715
Eat at least 5 portions of fruits and vegetables a day	2%	N=16	19%	N=138	32%	N=228	34%	N=243	13%	N=96	100%	N=721
Participate in moderate or vigorous physical activity	6%	N=43	15%	N=109	34%	N=240	30%	N=213	15%	N=109	100%	N=714
Read or watch local news (via television, paper, computer, etc.)	3%	N=18	12%	N=85	17%	N=118	26%	N=184	43%	N=309	100%	N=714
Vote in local elections	15%	N=108	6%	N=45	10%	N=75	20%	N=139	49%	N=346	100%	N=713

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	16%	N=117
Very good	34%	N=249
Good	34%	N=248
Fair	12%	N=86
Poor	4%	N=31
Total	100%	N=730

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Table 54: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be	Percent	Number
Very positive	5%	N=36
Somewhat positive	17%	N=122
Neutral	55%	N=399
Somewhat negative	19%	N=136
Very negative	4%	N=31
Total	100%	N=725

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	54%	N=388
Working part time for pay	10%	N=74
Unemployed, looking for paid work	6%	N=45
Unemployed, not looking for paid work	5%	N=37
Fully retired	25%	N=176
Total	100%	N=720

Table 56: Question D5

Do you work inside the boundaries of Yakima?	Percent	Number
Yes, outside the home	58%	N=393
Yes, from home	5%	N=34
No	37%	N=256
Total	100%	N=683

Table 57: Question D6

How many years have you lived in Yakima?	Percent	Number
Less than 2 years	7%	N=54
2 to 5 years	12%	N=87
6 to 10 years	10%	N=71
11 to 20 years	14%	N=106
More than 20 years	57%	N=414
Total	100%	N=732

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	62%	N=452
Building with two or more homes (duplex, townhome, apartment or condominium)	32%	N=235
Mobile home	3%	N=21
Other	3%	N=19
Total	100%	N=727

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Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	46%	N=333
Owned	54%	N=395
Total	100%	N=728

Table 60: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	7%	N=51
\$300 to \$599 per month	24%	N=170
\$600 to \$999 per month	35%	N=251
\$1,000 to \$1,499 per month	22%	N=157
\$1,500 to \$2,499 per month	9%	N=65
\$2,500 or more per month	3%	N=19
Total	100%	N=713

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	61%	N=444
Yes	39%	N=284
Total	100%	N=728

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	74%	N=540
Yes	26%	N=188
Total	100%	N=728

Table 63: 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	30%	N=212
\$25,000 to \$49,999	32%	N=226
\$50,000 to \$99,999	25%	N=177
\$100,000 to \$149,999	8%	N=60
\$150,000 or more	5%	N=35
Total	100%	N=710

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	73%	N=523
Yes, I consider myself to be Spanish, Hispanic or Latino	27%	N=192
Total	100%	N=715

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Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=18
Asian, Asian Indian or Pacific Islander	3%	N=19
Black or African American	3%	N=18
White	74%	N=527
Other	22%	N=156

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

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=35
25 to 34 years	26%	N=190
35 to 44 years	14%	N=106
45 to 54 years	21%	N=150
55 to 64 years	13%	N=93
65 to 74 years	13%	N=94
75 years or older	8%	N=62
Total	100%	N=729

Table 67: Question D16

What is your sex?	Percent	Number
Female	53%	N=384
Male	47%	N=335
Total	100%	N=719

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	61%	N=446
Land line	21%	N=150
Both	18%	N=130
Total	100%	N=726

## Appendix B: Benchmark Comparisons

### Comparison Data

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

### 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 Yakima’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 Yakima’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 Yakima’s rating to the benchmark.

In that final column, Yakima’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 Yakima 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 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Yakima	46%	378	384	Much lower
Overall image or reputation of Yakima	21%	285	286	Much lower
Yakima as a place to live	52%	321	325	Much lower
Your neighborhood as a place to live	61%	246	253	Lower
Yakima as a place to raise children	44%	307	317	Much lower
Yakima as a place to retire	44%	281	301	Lower
Overall appearance of Yakima	30%	298	301	Much lower

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Yakima	29%	161	161	Much lower	
	In your neighborhood during the day	76%	281	291	Lower	
	In Yakima's downtown/commercial area during the day	60%	242	247	Much lower	
Mobility	Overall ease of getting to the places you usually have to visit	69%	52	71	Similar	
	Availability of paths and walking trails	52%	170	244	Similar	
	Ease of walking in Yakima	48%	199	241	Lower	
	Ease of travel by bicycle in Yakima	36%	213	249	Lower	
	Ease of travel by public transportation in Yakima	52%	35	83	Similar	
	Ease of travel by car in Yakima	67%	102	244	Similar	
	Ease of public parking	43%	37	54	Similar	
	Traffic flow on major streets	54%	119	285	Similar	
Natural Environment	Quality of overall natural environment in Yakima	54%	206	230	Lower	
	Cleanliness of Yakima	31%	218	221	Much lower	
Built Environment	Overall "built environment" of Yakima (including overall design, buildings, parks and transportation systems)	39%	62	67	Lower	
	Overall quality of new development in Yakima	38%	215	234	Lower	
	Availability of affordable quality housing	33%	210	250	Similar	
	Variety of housing options	36%	203	222	Lower	
	Public places where people want to spend time	30%	63	65	Much lower	
Economy	Overall economic health of Yakima	26%	66	71	Much lower	
	Vibrant downtown/commercial area	22%	56	64	Lower	
	Overall quality of business and service establishments in Yakima	40%	198	218	Lower	
	Cost of living in Yakima	39%	49	69	Similar	
	Shopping opportunities	33%	208	241	Lower	
	Employment opportunities	27%	177	260	Similar	
	Yakima as a place to visit	37%	70	78	Much lower	
	Yakima as a place to work	44%	235	294	Lower	
	Recreation and Wellness	Health and wellness opportunities in Yakima	48%	64	67	Lower
		Availability of affordable quality mental health care	40%	46	61	Similar
Availability of preventive health services		46%	148	180	Similar	
Availability of affordable quality health care		45%	158	213	Similar	
Availability of affordable quality food		50%	156	179	Similar	
Recreational opportunities		46%	224	253	Lower	
Education and	Fitness opportunities (including exercise classes and paths or trails, etc.)	57%	54	68	Similar	
	Overall opportunities for education and enrichment	45%	59	67	Lower	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	66%	147	172	Similar
	Opportunities to attend cultural/arts/music activities	44%	175	245	Similar
	Adult educational opportunities	43%	55	63	Lower
	K-12 education	49%	176	212	Lower
	Availability of affordable quality child care/preschool	43%	155	213	Similar
Community Engagement	Opportunities to participate in social events and activities	41%	192	206	Lower
	Neighborliness of Yakima	40%	61	65	Lower
	Openness and acceptance of the community toward people of diverse backgrounds	37%	236	238	Lower
	Opportunities to participate in community matters	47%	202	221	Lower
	Opportunities to volunteer	59%	182	218	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Yakima	46%	351	367	Lower
Overall customer service by Yakima employees (police, receptionists, planners, etc.)	43%	299	302	Much lower
Value of services for the taxes paid to Yakima	32%	327	344	Lower
Overall direction that Yakima is taking	38%	247	267	Lower
Job Yakima government does at welcoming citizen involvement	33%	236	256	Lower
Overall confidence in Yakima government	29%	66	70	Lower
Generally acting in the best interest of the community	33%	62	67	Lower
Being honest	33%	58	67	Lower
Treating all residents fairly	32%	62	67	Lower
Services provided by the Federal Government	30%	176	205	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	53%	353	361	Lower
	Fire services	82%	279	299	Similar
	Ambulance or emergency medical services	79%	261	286	Similar
	Crime prevention	28%	289	291	Much lower
	Fire prevention and education	52%	236	240	Lower
	Animal control	31%	272	273	Much lower
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	33%	226	232	Lower
Mobility	Traffic enforcement	43%	301	313	Lower
	Street repair	47%	218	364	Similar
	Street cleaning	49%	204	251	Similar
	Street lighting	47%	221	259	Similar
	Snow removal	43%	231	246	Lower
	Sidewalk maintenance	28%	240	254	Lower
	Traffic signal timing	43%	150	206	Similar
Natural Environment	Bus or transit services	61%	61	181	Similar
	Garbage collection	81%	218	290	Similar
	Recycling	42%	290	300	Much lower
	Yard waste pick-up	63%	177	219	Similar
	Drinking water	58%	208	277	Similar



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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	34%	205	214	Lower
	Yakima open space	30%	75	77	Lower
Built Environment	Storm drainage	42%	278	299	Lower
	Sewer services	68%	198	263	Similar
	Utility billing	52%	60	66	Similar
	Land use, planning and zoning	28%	229	245	Lower
	Code enforcement (weeds, abandoned buildings, etc.)	16%	294	298	Much lower
	Cable television	43%	146	163	Similar
Economy	Economic development	25%	204	235	Lower
Recreation and Wellness	City parks	54%	259	268	Lower
	Recreation programs or classes	45%	269	272	Lower
	Recreation centers or facilities	41%	222	228	Lower
	Health services	50%	138	161	Similar
Education and Enrichment	City-sponsored special events	38%	75	80	Lower
	Public library services	69%	261	283	Lower
Community Engagement	Public information services	46%	212	230	Lower

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	28%	252	255	Much lower
Recommend living in Yakima to someone who asks	54%	225	227	Much lower
Remain in Yakima for the next five years	73%	204	225	Lower
Contacted Yakima (in-person, phone, email or web) for help or information	35%	233	261	Lower

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	33%	40	61	Similar
	Did NOT report a crime to the police	65%	63	69	Lower
	Household member was NOT a victim of a crime	75%	222	227	Lower
Mobility	Used bus, rail, subway or other public transportation instead of driving	22%	34	57	Similar
	Carpooled with other adults or children instead of driving alone	49%	18	65	Similar
	Walked or biked instead of driving	52%	41	66	Similar
Natural Environment	Recycle at home	73%	172	213	Lower
Built Environment	Did NOT observe a code violation or other hazard in Yakima	34%	60	64	Much lower
	NOT experiencing housing costs stress	64%	129	209	Similar
Economy	Purchase goods or services from a business located in Yakima	93%	59	65	Similar
	Economy will have positive impact on income	22%	108	211	Similar
	Work inside boundaries of Yakima	63%	10	65	Higher
Recreation and Wellness	Used Yakima recreation centers or their services	58%	86	189	Similar
	Visited a neighborhood park or City park	80%	175	222	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Eat at least 5 portions of fruits and vegetables a day	79%	55	64	Similar
	Participate in moderate or vigorous physical activity	79%	56	64	Similar
	In very good to excellent health	50%	62	65	Similar
Education and Enrichment	Used Yakima public libraries or their services	56%	176	194	Lower
	Attended City-sponsored event	45%	46	64	Similar
	Contacted Yakima elected officials (in-person, phone, email or web) to express your opinion	14%	46	65	Similar
	Volunteered your time to some group/activity in Yakima	47%	85	218	Similar
	Participated in a club	35%	58	191	Similar
	Talked to or visited with your immediate neighbors	89%	39	64	Similar
	Done a favor for a neighbor	83%	27	62	Similar
	Attended a local public meeting	17%	180	219	Similar
	Watched (online or on television) a local public meeting	35%	77	177	Similar
Community Engagement	Read or watch local news (via television, paper, computer, etc.)	86%	45	64	Similar
	Vote in local elections	79%	104	211	Similar

Communities included in national comparisons

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

Abilene city, KS.....	6,844	Bellevue city, WA.....	122,363
Adams County, CO.....	441,603	Bellingham city, WA.....	80,885
Airway Heights city, WA.....	6,114	Beltrami County, MN.....	44,442
Albany city, OR.....	50,158	Benbrook city, TX.....	21,234
Albemarle County, VA.....	98,970	Bend city, OR.....	76,639
Albert Lea city, MN.....	18,016	Benicia city, CA.....	26,997
Algonquin village, IL.....	30,046	Bettendorf city, IA.....	33,217
Aliso Viejo city, CA.....	47,823	Billings city, MT.....	104,170
Altoona city, IA.....	14,541	Blaine city, MN.....	57,186
Ames city, IA.....	58,965	Bloomfield Hills city, MI.....	3,869
Andover CDP, MA.....	8,762	Bloomington city, IL.....	76,610
Ankeny city, IA.....	45,582	Bloomington city, MN.....	82,893
Ann Arbor city, MI.....	113,934	Blue Springs city, MO.....	52,575
Annapolis city, MD.....	38,394	Boise City city, ID.....	205,671
Apple Valley town, CA.....	69,135	Boonville city, MO.....	8,319
Arkansas City city, AR.....	366	Boulder city, CO.....	97,385
Arlington city, TX.....	365,438	Boulder County, CO.....	294,567
Arlington County, VA.....	207,627	Bowling Green city, KY.....	58,067
Arvada city, CO.....	106,433	Brentwood city, TN.....	37,060
Ashland city, OR.....	20,078	Bristol city, TN.....	26,702
Ashland town, VA.....	7,225	Broken Arrow city, OK.....	98,850
Aspen city, CO.....	6,658	Brookfield city, WI.....	37,920
Auburn city, AL.....	53,380	Brookline CDP, MA.....	58,732
Auburn city, WA.....	70,180	Brookline town, NH.....	4,991
Aurora city, CO.....	325,078	Broomfield city, CO.....	55,889
Austin city, TX.....	790,390	Brownsburg town, IN.....	21,285
Bainbridge Island city, WA.....	23,025	Bryan city, TX.....	76,201
Baltimore city, MD.....	620,961	Burien city, WA.....	33,313
Baltimore County, MD.....	805,029	Burleson city, TX.....	36,690
Battle Creek city, MI.....	52,347	Cabarrus County, NC.....	178,011
Bay City city, MI.....	34,932	Cambridge city, MA.....	105,162
Baytown city, TX.....	71,802	Canton city, SD.....	3,057
Bedford city, TX.....	46,979	Cape Coral city, FL.....	154,305
Bedford town, MA.....	13,320	Cape Girardeau city, MO.....	37,941

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Carlisle borough, PA.....	18,682	East Grand Forks city, MN .....	8,601
Carlsbad city, CA.....	105,328	East Lansing city, MI .....	48,579
Cartersville city, GA.....	19,731	Eau Claire city, WI .....	65,883
Cary town, NC .....	135,234	Eden Prairie city, MN.....	60,797
Casa Grande city, AZ.....	48,571	Edgerton city, KS .....	1,671
Casper city, WY .....	55,316	Edina city, MN .....	47,941
Castine town, ME .....	1,366	Edmonds city, WA.....	39,709
Castle Pines North city, CO .....	10,360	El Cerrito city, CA.....	23,549
Castle Rock town, CO.....	48,231	El Dorado County, CA.....	181,058
Cedar Falls city, IA.....	39,260	El Paso city, TX.....	649,121
Cedar Rapids city, IA.....	126,326	Elk Grove city, CA .....	153,015
Centennial city, CO.....	100,377	Elk River city, MN.....	22,974
Centralia city, IL .....	13,032	Elko New Market city, MN.....	4,110
Chambersburg borough, PA.....	20,268	Elmhurst city, IL.....	44,121
Chandler city, AZ .....	236,123	Encinitas city, CA .....	59,518
Chanhassen city, MN.....	22,952	Englewood city, CO.....	30,255
Chapel Hill town, NC .....	57,233	Erie town, CO .....	18,135
Charlotte city, NC.....	731,424	Escambia County, FL.....	297,619
Charlotte County, FL .....	159,978	Estes Park town, CO.....	5,858
Charlottesville city, VA.....	43,475	Fairview town, TX .....	7,248
Chesterfield County, VA.....	316,236	Farmington Hills city, MI.....	79,740
Chippewa Falls city, WI.....	13,661	Fayetteville city, NC.....	200,564
Citrus Heights city, CA.....	83,301	Fishers town, IN .....	76,794
Clackamas County, OR .....	375,992	Flagstaff city, AZ.....	65,870
Clayton city, MO .....	15,939	Flower Mound town, TX.....	64,669
Clearwater city, FL .....	107,685	Flushing city, MI .....	8,389
Clive city, IA .....	15,447	Forest Grove city, OR .....	21,083
Clovis city, CA.....	95,631	Fort Collins city, CO.....	143,986
College Park city, MD .....	30,413	Fort Smith city, AR.....	86,209
College Station city, TX .....	93,857	Fort Worth city, TX.....	741,206
Colleyville city, TX.....	22,807	Fountain Hills town, AZ .....	22,489
Collinsville city, IL .....	25,579	Franklin city, TN.....	62,487
Columbia city, MO.....	108,500	Fredericksburg city, VA.....	24,286
Columbus city, WI.....	4,991	Freeport CDP, ME .....	1,485
Commerce City city, CO.....	45,913	Freeport city, IL .....	25,638
Concord city, CA.....	122,067	Fremont city, CA .....	214,089
Concord town, MA.....	17,668	Friswood city, TX.....	35,805
Conyers city, GA .....	15,195	Fruita city, CO.....	12,646
Cookeville city, TN .....	30,435	Gahanna city, OH.....	33,248
Coon Rapids city, MN .....	61,476	Gainesville city, FL .....	124,354
Cooper City city, FL.....	28,547	Gaithersburg city, MD.....	59,933
Coronado city, CA .....	18,912	Galveston city, TX.....	47,743
Corvallis city, OR.....	54,462	Garden City city, KS .....	26,658
Cross Roads town, TX .....	1,563	Gardner city, KS.....	19,123
Crystal Lake city, IL.....	40,743	Geneva city, NY .....	13,261
Dade City city, FL.....	6,437	Georgetown city, TX.....	47,400
Dakota County, MN.....	398,552	Gilbert town, AZ.....	208,453
Dallas city, OR.....	14,583	Gillette city, WY .....	29,087
Dallas city, TX.....	1,197,816	Globe city, AZ .....	7,532
Dardenne Prairie city, MO .....	11,494	Golden Valley city, MN.....	20,371
Davenport city, IA.....	99,685	Goodyear city, AZ .....	65,275
Davidson town, NC.....	10,944	Grafton village, WI.....	11,459
Decatur city, GA.....	19,335	Grand Blanc city, MI.....	8,276
Delray Beach city, FL.....	60,522	Grand Island city, NE .....	48,520
Denison city, TX.....	22,682	Grass Valley city, CA .....	12,860
Denver city, CO.....	600,158	Greeley city, CO .....	92,889
Derby city, KS.....	22,158	Green Valley CDP, AZ.....	21,391
Des Moines city, IA .....	203,433	Greenwood Village city, CO.....	13,925
Des Peres city, MO.....	8,373	Greer city, SC .....	25,515
Destin city, FL.....	12,305	Guilford County, NC .....	488,406
Dewey-Humboldt town, AZ .....	3,894	Gunnison County, CO .....	15,324
Dorchester County, MD .....	32,618	Gurnee village, IL.....	31,295
Dothan city, AL.....	65,496	Hailey city, ID .....	7,960
Douglas County, CO .....	285,465	Haines Borough, AK .....	2,508
Dover city, NH .....	29,987	Hallandale Beach city, FL.....	37,113
Dublin city, OH .....	41,751	Hamilton city, OH.....	62,477
Duluth city, MN.....	86,265	Hampton city, VA.....	137,436
Duncanville city, TX.....	38,524	Hanover County, VA.....	99,863
Durham city, NC .....	228,330	Harrisonburg city, VA .....	48,914
East Baton Rouge Parish, LA.....	440,171	Harrisonville city, MO .....	10,019

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Hayward city, CA .....	144,186	Lone Tree city, CO .....	10,218
Henderson city, NV .....	257,729	Longmont city, CO .....	86,270
Hermiston city, OR .....	16,745	Longview city, TX.....	80,455
High Point city, NC .....	104,371	Los Alamos County, NM.....	17,950
Highland Park city, IL .....	29,763	Louisville city, CO.....	18,376
Highlands Ranch CDP, CO .....	96,713	Lynchburg city, VA.....	75,568
Hillsborough town, NC.....	6,087	Lynnwood city, WA .....	35,836
Holden town, MA .....	17,346	Madison city, WI.....	233,209
Holland city, MI.....	33,051	Mankato city, MN .....	39,309
Honolulu County, HI.....	953,207	Maple Grove city, MN .....	61,567
Hooksett town, NH.....	13,451	Maple Valley city, WA.....	22,684
Hopkins city, MN.....	17,591	Maricopa County, AZ.....	3,817,117
Hopkinton town, MA.....	14,925	Marin County, CA.....	252,409
Hoquiam city, WA .....	8,726	Maryland Heights city, MO.....	27,472
Houston city, TX .....	2,099,451	Matthews town, NC.....	27,198
Hudson city, OH.....	22,262	McAllen city, TX .....	129,877
Hudson town, CO.....	2,356	McDonough city, GA.....	22,084
Hudsonville city, MI.....	7,116	McKinney city, TX.....	131,117
Huntersville town, NC.....	46,773	McMinnville city, OR .....	32,187
Hurst city, TX.....	37,337	Mecklenburg County, NC .....	919,628
Hutchinson city, MN .....	14,178	Medford city, OR.....	74,907
Hutto city, TX .....	14,698	Menlo Park city, CA.....	32,026
Hyattsville city, MD .....	17,557	Mercer Island city, WA .....	22,699
Indian Trail town, NC .....	33,518	Meridian charter township, MI .....	39,688
Indianola city, IA .....	14,782	Meridian city, ID .....	75,092
Iowa City city, IA .....	67,862	Merriam city, KS.....	11,003
Jackson County, MI.....	160,248	Merrill city, WI .....	9,661
James City County, VA .....	67,009	Mesa city, AZ .....	439,041
Jefferson City city, MO .....	43,079	Mesa County, CO .....	146,723
Jefferson County, CO .....	534,543	Miami Beach city, FL .....	87,779
Jefferson County, NY.....	116,229	Miami city, FL .....	399,457
Jerome city, ID .....	10,890	Midland city, MI .....	41,863
Johnson City city, TN.....	63,152	Milford city, DE .....	9,559
Johnson County, KS .....	544,179	Milton city, GA .....	32,661
Johnston city, IA.....	17,278	Minneapolis city, MN .....	382,578
Jupiter town, FL.....	55,156	Mission Viejo city, CA .....	93,305
Kalamazoo city, MI.....	74,262	Modesto city, CA.....	201,165
Kansas City city, KS.....	145,786	Monterey city, CA.....	27,810
Kansas City city, MO.....	459,787	Montgomery County, MD.....	971,777
Keizer city, OR.....	36,478	Montgomery County, VA.....	94,392
Kenmore city, WA .....	20,460	Montpelier city, VT .....	7,855
Kennedale city, TX.....	6,763	Monument town, CO .....	5,530
Kennett Square borough, PA.....	6,072	Moorestville town, NC.....	32,711
Kirkland city, WA.....	48,787	Morristown city, TN.....	29,137
La Mesa city, CA .....	57,065	Moscow city, ID .....	23,800
La Plata town, MD.....	8,753	Mountain Village town, CO.....	1,320
La Porte city, TX .....	33,800	Mountlake Terrace city, WA .....	19,909
La Vista city, NE.....	15,758	Munster town, IN .....	23,603
Lafayette city, CO .....	24,453	Muscataine city, IA .....	22,886
Laguna Beach city, CA.....	22,723	Naperville city, IL .....	141,853
Laguna Hills city, CA.....	30,344	Needham CDP, MA.....	28,886
Laguna Niguel city, CA .....	62,979	New Braunfels city, TX .....	57,740
Lake Oswego city, OR .....	36,619	New Brighton city, MN.....	21,456
Lake Zurich village, IL .....	19,631	New Hanover County, NC .....	202,667
Lakeville city, MN.....	55,954	New Orleans city, LA.....	343,829
Lakewood city, CO .....	142,980	Newberg city, OR.....	22,068
Lane County, OR.....	351,715	Newport Beach city, CA.....	85,186
Larimer County, CO.....	299,630	Newport city, RI.....	24,672
Las Cruces city, NM.....	97,618	Newport News city, VA.....	180,719
Las Vegas city, NV .....	583,756	Newton city, IA.....	15,254
Lawrence city, KS.....	87,643	Noblesville city, IN .....	51,969
League City city, TX .....	83,560	Nogales city, AZ.....	20,837
Lee County, FL.....	618,754	Norfolk city, VA.....	242,803
Lee's Summit city, MO.....	91,364	Norman city, OK .....	110,925
Lewis County, NY.....	27,087	North Las Vegas city, NV .....	216,961
Lewiston city, ME.....	36,592	Northglenn city, CO.....	35,789
Lincoln city, NE .....	258,379	Novato city, CA.....	51,904
Lindsborg city, KS .....	3,458	Novi city, MI.....	55,224
Littleton city, CO .....	41,737	O'Fallon city, IL.....	28,281
Livermore city, CA.....	80,968	O'Fallon city, MO.....	79,329

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Oak Park village, IL.....	51,878	Rock Hill city, SC.....	66,154
Oakland Park city, FL.....	41,363	Rockford city, IL.....	152,871
Oakley city, CA.....	35,432	Rockville city, MD.....	61,209
Ogdensburg city, NY.....	11,128	Rogers city, MN.....	8,597
Oklahoma City city, OK.....	579,999	Rolla city, MO.....	19,559
Olathe city, KS.....	125,872	Roswell city, GA.....	88,346
Old Town city, ME.....	7,840	Round Rock city, TX.....	99,887
Olmsted County, MN.....	144,248	Royal Oak city, MI.....	57,236
Orland Park village, IL.....	56,767	Saco city, ME.....	18,482
Oshkosh city, WI.....	66,083	Sahuarita town, AZ.....	25,259
Otsego County, MI.....	24,164	Salida city, CO.....	5,236
Oviedo city, FL.....	33,342	Salt Lake City city, UT.....	186,440
Paducah city, KY.....	25,024	Sammamish city, WA.....	45,780
Palm Coast city, FL.....	75,180	San Anselmo town, CA.....	12,336
Palm Springs city, CA.....	44,552	San Antonio city, TX.....	1,327,407
Palo Alto city, CA.....	64,403	San Carlos city, CA.....	28,406
Panama City city, FL.....	36,484	San Diego city, CA.....	1,307,402
Papillion city, NE.....	18,894	San Francisco city, CA.....	805,235
Park City city, UT.....	7,558	San Jose city, CA.....	945,942
Parker town, CO.....	45,297	San Juan County, NM.....	130,044
Parkland city, FL.....	23,962	San Marcos city, TX.....	44,894
Pasadena city, CA.....	137,122	San Rafael city, CA.....	57,713
Pasco city, WA.....	59,781	Sandy Springs city, GA.....	93,853
Pasco County, FL.....	464,697	Sanford city, FL.....	53,570
Peachtree City city, GA.....	34,364	Sangamon County, IL.....	197,465
Pearland city, TX.....	91,252	Santa Clarita city, CA.....	176,320
Peoria city, AZ.....	154,065	Santa Fe County, NM.....	144,170
Peoria city, IL.....	115,007	Santa Monica city, CA.....	89,736
Peoria County, IL.....	186,494	Sarasota County, FL.....	379,448
Peters township, PA.....	21,213	Savage city, MN.....	26,911
Petoskey city, MI.....	5,670	Savannah city, GA.....	136,286
Pflugerville city, TX.....	46,936	Scarborough CDP, ME.....	4,403
Phoenix city, AZ.....	1,445,632	Schaumburg village, IL.....	74,227
Pinal County, AZ.....	375,770	Scott County, MN.....	129,928
Pinehurst village, NC.....	13,124	Scottsdale city, AZ.....	217,385
Piqua city, OH.....	20,522	Seaside city, CA.....	33,025
Pitkin County, CO.....	17,148	SeaTac city, WA.....	26,909
Platte City city, MO.....	4,691	Sevierville city, TN.....	14,807
Plymouth city, MN.....	70,576	Sheboygan city, WI.....	49,288
Pocatello city, ID.....	54,255	Shoreview city, MN.....	25,043
Polk County, IA.....	430,640	Shorewood city, MN.....	7,307
Port Huron city, MI.....	30,184	Shorewood village, WI.....	13,162
Port Orange city, FL.....	56,048	Sioux Falls city, SD.....	153,888
Port St. Lucie city, FL.....	164,603	Skokie village, IL.....	64,784
Portland city, OR.....	583,776	Snellville city, GA.....	18,242
Post Falls city, ID.....	27,574	South Kingstown town, RI.....	30,639
Prince William County, VA.....	402,002	South Lake Tahoe city, CA.....	21,403
Prior Lake city, MN.....	22,796	South Portland city, ME.....	25,002
Provo city, UT.....	112,488	Southborough town, MA.....	9,767
Pueblo city, CO.....	106,595	Southlake city, TX.....	26,575
Purcellville town, VA.....	7,727	Sparks city, NV.....	90,264
Queen Creek town, AZ.....	26,361	Spokane Valley city, WA.....	89,755
Radford city, VA.....	16,408	Spring Hill city, KS.....	5,437
Radnor township, PA.....	31,531	Springboro city, OH.....	17,409
Ramsey city, MN.....	23,668	Springfield city, MO.....	159,498
Rapid City city, SD.....	67,956	Springfield city, OR.....	59,403
Raymore city, MO.....	19,206	Springville city, UT.....	29,466
Redmond city, WA.....	54,144	St. Charles city, IL.....	32,974
Rehoboth Beach city, DE.....	1,327	St. Cloud city, FL.....	35,183
Reno city, NV.....	225,221	St. Cloud city, MN.....	65,842
Reston CDP, VA.....	58,404	St. Joseph city, MO.....	76,780
Richmond city, CA.....	103,701	St. Louis County, MN.....	200,226
Richmond Heights city, MO.....	8,603	St. Louis Park city, MN.....	45,250
Rifle city, CO.....	9,172	Stallings town, NC.....	13,831
River Falls city, WI.....	15,000	State College borough, PA.....	42,034
Riverdale city, UT.....	8,426	Sterling Heights city, MI.....	129,699
Riverside city, CA.....	303,871	Sugar Grove village, IL.....	8,997
Riverside city, MO.....	2,937	Sugar Land city, TX.....	78,817
Rochester city, MI.....	12,711	Summit city, NJ.....	21,457
Rochester Hills city, MI.....	70,995	Summit County, UT.....	36,324

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Sunnyvale city, CA .....	140,081	Weddington town, NC .....	9,459
Surprise city, AZ.....	117,517	Wentzville city, MO.....	29,070
Suwanee city, GA.....	15,355	West Carrollton city, OH .....	13,143
Tacoma city, WA.....	198,397	West Chester borough, PA.....	18,461
Takoma Park city, MD .....	16,715	West Des Moines city, IA.....	56,609
Tamarac city, FL .....	60,427	West Richland city, WA.....	11,811
Temecula city, CA .....	100,097	Westerville city, OH.....	36,120
Temple city, TX.....	66,102	Westlake town, TX .....	992
The Woodlands CDP, TX.....	93,847	Westminster city, CO.....	106,114
Thornton city, CO.....	118,772	Weston town, MA.....	11,261
Thousand Oaks city, CA.....	126,683	Wheat Ridge city, CO .....	30,166
Tualatin city, OR .....	26,054	White House city, TN .....	10,255
Tulsa city, OK .....	391,906	Whitewater township, MI.....	2,597
Twin Falls city, ID .....	44,125	Wichita city, KS.....	382,368
Tyler city, TX .....	96,900	Williamsburg city, VA.....	14,068
Umatilla city, OR .....	6,906	Wilmington city, NC.....	106,476
Upper Arlington city, OH.....	33,771	Wilsonville city, OR.....	19,509
Urbandale city, IA .....	39,463	Winchester city, VA .....	26,203
Vail town, CO.....	5,305	Windsor town, CO .....	18,644
Vancouver city, WA.....	161,791	Windsor town, CT .....	29,044
Ventura CCD, CA.....	111,889	Winston-Salem city, NC .....	229,617
Vestavia Hills city, AL .....	34,033	Winter Garden city, FL.....	34,568
Virginia Beach city, VA.....	437,994	Woodland city, CA.....	55,468
Wake Forest town, NC.....	30,117	Woodland city, WA.....	5,509
Walnut Creek city, CA.....	64,173	Wrentham town, MA .....	10,955
Washington County, MN .....	238,136	Wyandotte city, MI.....	25,883
Washoe County, NV .....	421,407	Yakima city, WA.....	91,067
Watauga city, TX .....	23,497	York County, VA.....	65,464
Wauwatosa city, WI .....	46,396	Yuma city, AZ .....	93,064
Waverly city, IA .....	9,874		

## Appendix C: Detailed Survey Methods

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

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

### Survey Validity

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

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

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

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

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

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

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

## Survey Sampling

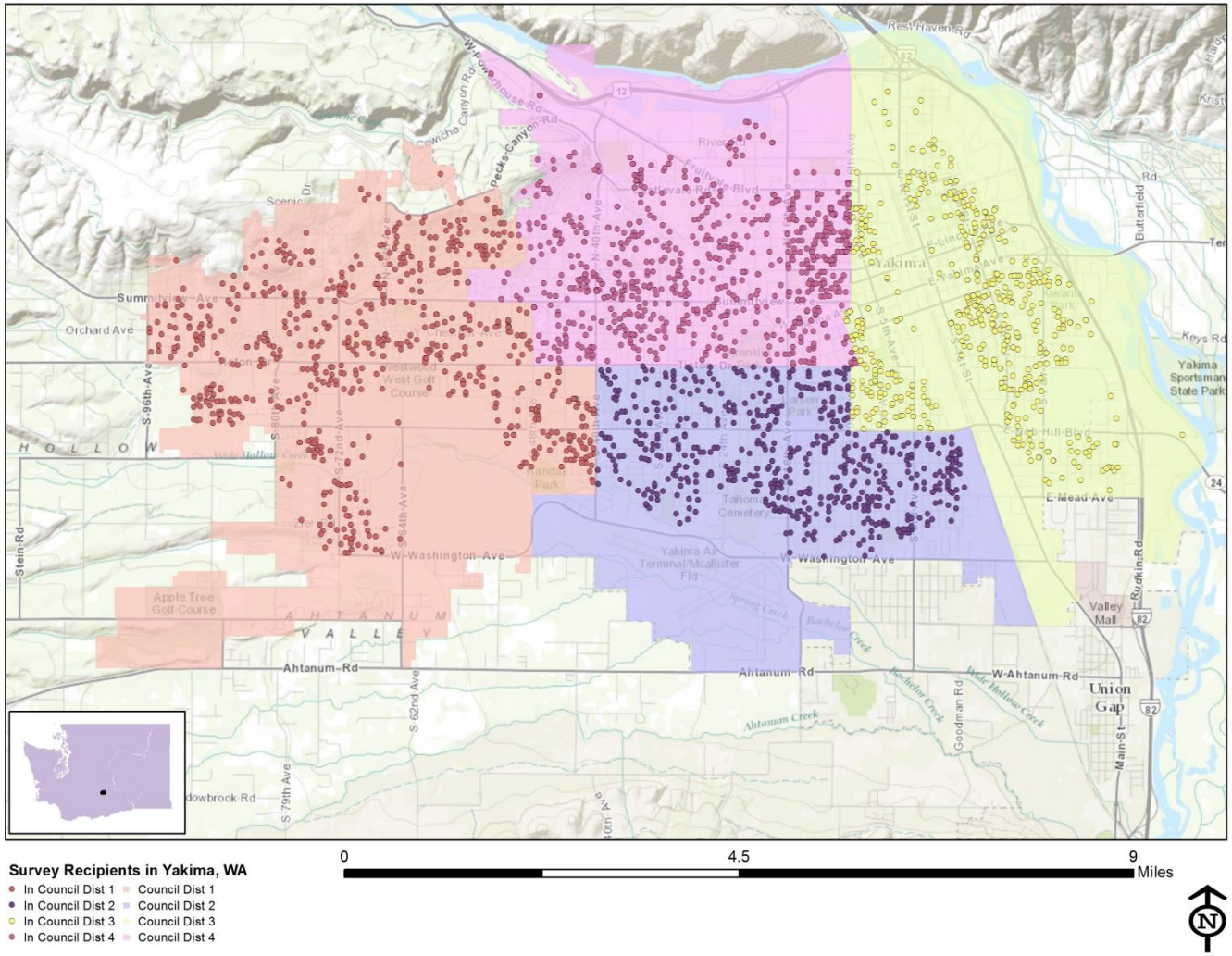
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Yakima were eligible to participate in the survey. A list of all households was represented by a United States Postal Service listing of housing units within the zip codes serving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

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

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



Figure 1: Location of Survey Recipients



## Survey Administration and Response

Selected households received three mailings, one week apart, beginning in August 2014. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. All households received the mailing materials and survey packets in both English and Spanish. Completed surveys were collected over the following seven weeks.

About 5% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,858 households that received the survey, 743 completed the survey, providing an overall response rate of 26%; average response rates for a mailed resident survey range from 25% to 40%. Of the 743 completed surveys, 54 were completed in Spanish and 16 were completed online. Additionally, responses were tracked by Council District; response rates by Council District ranged from 16% to 31%.

Table 75: Survey Response Rates by District

	Number mailed	Undeliverable	Eligible	Returned	Response rate
District 1	819	28	791	246	31%
District 2	605	21	584	141	24%
District 3	648	46	602	96	16%
District 4	928	47	881	260	30%
Overall	3,000	142	2,858	743	26%

## Confidence Intervals

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

The margin of error for the City of Yakima survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (743 completed surveys).

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

## Survey Processing (Data Entry)

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

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

## Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Yakima. The primary objective of weighting

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

## The National Citizen Survey™

survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, race and ethnicity and sex and age. The results of the weighting scheme are presented in the following table.

Table 76: Yakima, WA 2014 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	46%	33%	46%
Own home	54%	67%	54%
Detached unit	65%	65%	65%
Attached unit	35%	35%	35%
<b>Race and Ethnicity</b>			
White	72%	83%	70%
Not white	28%	17%	30%
Not Hispanic	66%	86%	73%
Hispanic	34%	14%	27%
<b>Sex and Age</b>			
Female	52%	59%	53%
Male	48%	41%	47%
18-34 years of age	34%	11%	31%
35-54 years of age	33%	24%	35%
55+ years of age	32%	65%	34%
Females 18-34	17%	8%	17%
Females 35-54	17%	15%	18%
Females 55+	18%	36%	19%
Males 18-34	17%	3%	14%
Males 35-54	17%	9%	17%
Males 55+	14%	29%	15%
<b>District</b>			
District 1	27%	33%	31%
District 2	22%	19%	20%
District 3	21%	13%	17%
District 4	29%	35%	32%

### 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**

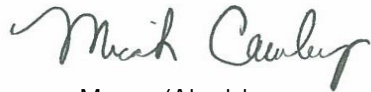
Dear Yakima Resident,

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

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

Thank you for helping create a better City!

Sincerely,



Mayor/Alcalde  
City of Yakima

Estimado Residente de Yakima,

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

¡Gracias por ayudar a crear una Yakima mejor!

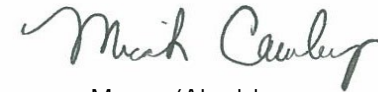
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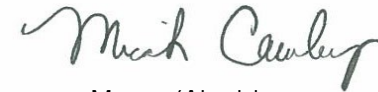
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OFFICE OF THE CITY COUNCIL  
129 North Second Street  
Yakima, WA 98901

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*OFFICE OF THE CITY COUNCIL  
129 North Second Street  
City Hall, Yakima, Washington 98901  
Phone (509) 575-6050 Fax (509) 576-6335*

*Micah Cawley, Mayor  
Kathy Coffey, Assistant Mayor  
Maureen Adkison  
Tom Dittmar  
Rick Ensey  
Dave Ettl  
Bill Lover*

September 2014

Dear City of Yakima Resident:

Please help us shape the future of Yakima! You have been selected at random to participate in the 2014 Yakima 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 Yakima make decisions that affect our City.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**  
**[www.n-r-c.com/survey/yakima.htm](http://www.n-r-c.com/survey/yakima.htm)**

If you have any questions about the survey please call (509) 575-6050.

Thank you for your time and participation!

Sincerely,

Micah Cawley  
Mayor



*OFFICE OF THE CITY COUNCIL  
129 North Second Street  
City Hall, Yakima, Washington 98901  
Phone (509) 575-6050 Fax (509) 576-6335*

*Micah Cawley, Mayor  
Kathy Coffey, Assistant Mayor  
Maureen Adkison  
Tom Dittmar  
Rick Ensey  
Dave Ettl  
Bill Lover*

September 2014

Dear City of Yakima Resident:

Here's a second chance if you haven't already responded to the 2014 Yakima 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 Yakima! You have been selected at random to participate in the 2014 Yakima 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 Yakima make decisions that affect our City.

**A few things to remember:**

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

**[www.n-r-c.com/survey/yakimawa.htm](http://www.n-r-c.com/survey/yakimawa.htm)**

If you have any questions about the survey please call (509) 575-6050.

Thank you for your time and participation!

Sincerely,

Micah Cawley  
Mayor



# The City of Yakima 2014 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 Yakima:**

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

**2. Please rate each of the following characteristics as they relate to Yakima 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 Yakima .....	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 Yakima .....	1	2	3	4	5
Overall "built environment" of Yakima (including overall design, buildings, parks and transportation systems) .....	1	2	3	4	5
Health and wellness opportunities in Yakima.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Yakima .....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Yakima .....	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 Yakima to someone who asks .....	1	2	3	4	5
Remain in Yakima 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 Yakima's downtown/commercial area during the day .....	1	2	3	4	5	6

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

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool .....	1	2	3	4	5
K-12 education .....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Yakima.....	1	2	3	4	5
Overall quality of business and service establishments in Yakima.....	1	2	3	4	5
Vibrant downtown/commercial area .....	1	2	3	4	5
Overall quality of new development in Yakima.....	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 Yakima .....	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>
Observed a code violation or other hazard in Yakima (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Yakima .....	1	2
Reported a crime to the police in Yakima .....	1	2
Stocked supplies in preparation for an emergency .....	1	2
Contacted the City of Yakima (in-person, phone, email or web) for help or information .....	1	2
Contacted Yakima 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 Yakima?**

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

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

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

# The City of Yakima 2014 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services .....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement .....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal .....	1	2	3	4	5
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
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities .....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Public library 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, farmlands and greenbelts.....	1	2	3	4	5
Yakima open space .....	1	2	3	4	5
City-sponsored special events .....	1	2	3	4	5
Overall customer service by Yakima employees (police, receptionists, planners, etc.).....	1	2	3	4	5

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

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

## 12. Please rate the following categories of Yakima 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 Yakima .....	1	2	3	4	5
The overall direction that Yakima is taking.....	1	2	3	4	5
The job Yakima government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Yakima government .....	1	2	3	4	5
Generally acting in the best interest of the community .....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly .....	1	2	3	4	5

**13. Please rate how important, if at all, you think it is for the Yakima 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 Yakima .....	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 Yakima .....	1	2	3	4
Overall “built environment” of Yakima (including overall design, buildings, parks and transportation systems) .....	1	2	3	4
Health and wellness opportunities in Yakima .....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Yakima .....	1	2	3	4
Sense of community.....	1	2	3	4

**14. Which of the following types of shows would you like to attend at the Capitol Theatre?**

	<i>No</i>	<i>Yes</i>
Ballet and dance.....	1	2
Children’s/family events.....	1	2
Circus and physical theatre.....	1	2
Comedy .....	1	2
Festivals.....	1	2
Broadway/cabaret musicals.....	1	2
Concert - Pop.....	1	2
Concert - Rock .....	1	2
Concert - Classical .....	1	2
Concert - R&B.....	1	2
Concert - Jazz and Blues.....	1	2
Concert - Country .....	1	2
Concert - Folk.....	1	2
Opera.....	1	2

**15. Please indicate how much you would support or oppose the City of Yakima taking the following actions regarding aquatics facilities:**

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don’t know</i>
Funding the construction of a new aquatics facility with public and private sector partners and no tax increase .....	1	2	3	4	5
Funding the construction of a new aquatics facility with a tax increase .....	1	2	3	4	5
Funding the repairs of existing aquatics facilities with no tax increase .....	1	2	3	4	5
Funding the repairs of existing aquatics facilities with a tax increase .....	1	2	3	4	5

**16. Please indicate how important, if at all, it is for the City to invest in each of the following issues in the next 12 months:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Code and sign enforcement .....	1	2	3	4
Job creation/economic development.....	1	2	3	4
Road improvements .....	1	2	3	4
Parks and recreation improvements .....	1	2	3	4
Community events/activities .....	1	2	3	4
Public safety/police services.....	1	2	3	4

**17. The City is considering amending the City Charter to establish a dedicated parks and recreation capital construction and rehabilitation fund of not less than \$750,000 annually, which would come from existing revenue, with no tax increase. The reallocation will require cuts to other service areas, impacting some jobs and/or service levels. To what extent do you support or oppose this action?**

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don’t know

# The City of Yakima 2014 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 Yakima .....	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 Yakima?**

- Yes, outside the home  
 Yes, from home  
 No

**D6. How many years have you lived in Yakima?**

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

**D7. Which best describes the building you live in?**

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

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

- Rented  
 Owned

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

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

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

- No     
  Yes

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

- No     
  Yes

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

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

**Please respond to both questions D13 and D14:**

**D13. Are you Spanish, Hispanic or Latino?**

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

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

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

**D15. In which category is your age?**

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

**D16. What is your sex?**

- Female     
  Male

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

- Cell     
  Land line     
  Both

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



OFFICE OF THE CITY COUNCIL  
129 North Second Street  
City Hall, Yakima, Washington 98901  
Phone (509) 575-6050 Fax (509) 576-6335

Micah Cawley, Mayor  
Kathy Coffey, Assistant Mayor  
Maureen Adkison  
Tom Dittmar  
Rick Ensey  
Dave Ettl  
Bill Lover

Septiembre 2014

Estimado Residente de la Ciudad de Yakima:

¡Por favor ayúdenos a moldear el futuro de Yakima! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Yakima del 2014.

Por favor tome unos pocos minutos para llenar la encuesta incluida. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Yakima tomar decisiones que afectarán a nuestra Ciudad.

**Algunas cosas para recordar:**

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en:**

**[www.n-r-c.com/survey/yakima.htm](http://www.n-r-c.com/survey/yakima.htm)**

Si tiene alguna pregunta sobre la encuesta por favor llame al 509-575-6050.

¡Gracias por su tiempo y participación!

Atentamente,

Micah Cawley  
Alcalde



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Septiembre 2014

Estimado Residente de la Ciudad de Yakima:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Yakima del 2014! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Yakima! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Yakima del 2014.

Por favor tome unos pocos minutos para llenar la encuesta incluida. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Yakima tomar decisiones que afectarán a nuestra Ciudad.

**Algunas cosas para recordar:**

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- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en:**

**[www.n-r-c.com/survey/yakimawa.htm](http://www.n-r-c.com/survey/yakimawa.htm)**

Si tiene alguna pregunta sobre la encuesta por favor llame al 509-575-6050.

¡Gracias por su tiempo y participación!

Atentamente,

Micah Cawley  
Alcalde

# La Encuesta 2014 de Ciudadanos de la Ciudad de Yakima

Por favor complete este cuestionario si usted es el adulto (de 18 años o mayor) del hogar que recientemente cumplió años. La fecha de nacimiento del adulto no importa. Por favor seleccione la respuesta (circulando el número o marcando la caja) que más represente su opinión para cada pregunta. Sus respuestas son anónimas y serán reportadas únicamente en forma de grupo.

## 1. Por favor clasifique cada uno de los siguientes aspectos sobre la calidad de vida en Yakima:

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
Yakima como un lugar para vivir .....	1	2	3	4	5
Su vecindario como un lugar para vivir .....	1	2	3	4	5
Yakima como un lugar para criar hijos .....	1	2	3	4	5
Yakima como un lugar para trabajar.....	1	2	3	4	5
Yakima como un lugar para visitar.....	1	2	3	4	5
Yakima como un lugar para jubilarse/retirarse.....	1	2	3	4	5
La calidad de vida en general en Yakima .....	1	2	3	4	5

## 2. Por favor clasifique cada una de las siguientes características relacionadas con Yakima en su totalidad:

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
Sentimiento en general de seguridad en Yakima .....	1	2	3	4	5
Facilidad en general de llegar a los lugares que usted usualmente tiene que visitar .....	1	2	3	4	5
Calidad del ambiente natural de Yakima en general.....	1	2	3	4	5
“Ambiente construido” en general de Yakima (incluyendo diseño, edificios, parques y sistemas de transporte en general).....	1	2	3	4	5
Oportunidades de salud y bienestar en Yakima .....	1	2	3	4	5
Oportunidades en general para educación y enriquecimiento .....	1	2	3	4	5
Salud económica en general de Yakima .....	1	2	3	4	5
Sentido de comunidad .....	1	2	3	4	5
Imagen o reputación en general de Yakima .....	1	2	3	4	5

## 3. Por favor indique qué tan probable o improbable es usted de hacer cada uno de los siguientes:

	<i>Muy probable</i>	<i>Algo probable</i>	<i>Algo improbable</i>	<i>Muy improbable</i>	<i>No sé</i>
Recomendarle a vivir en Yakima a alguien que pregunte .....	1	2	3	4	5
Permanecer en Yakima por los próximos cinco años .....	1	2	3	4	5

## 4. Por favor clasifique qué tan seguro o inseguro se siente usted:

	<i>Muy seguro</i>	<i>Algo seguro</i>	<i>Ni seguro ni inseguro</i>	<i>Algo inseguro</i>	<i>Muy inseguro</i>	<i>No sé</i>
En su vecindario durante el día .....	1	2	3	4	5	6
En el área del centro/comercial de Yakima durante el día ..	1	2	3	4	5	6

## 5. Por favor clasifique cada una de las siguientes características relacionadas con Yakima en su totalidad:

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
Flujo de tráfico sobre calles principales.....	1	2	3	4	5
Facilidad de estacionamiento público .....	1	2	3	4	5
Facilidad para viajar en carro en Yakima.....	1	2	3	4	5
Facilidad para viajar en transporte público en Yakima .....	1	2	3	4	5
Facilidad para viajar en bicicleta en Yakima .....	1	2	3	4	5
Facilidad de caminar en Yakima .....	1	2	3	4	5
Disponibilidad de caminos y senderos para caminar .....	1	2	3	4	5
Limpieza de Yakima .....	1	2	3	4	5
Apariencia general de Yakima .....	1	2	3	4	5
Lugares públicos donde las personas quieran pasar el tiempo.....	1	2	3	4	5
Variedad en opciones de vivienda .....	1	2	3	4	5
Disponibilidad en viviendas de calidad a precios accesibles .....	1	2	3	4	5
Oportunidades para mejoras físicas (incluyendo clases de ejercicio y caminos o senderos, etc.) .....	1	2	3	4	5
Oportunidades de recreación .....	1	2	3	4	5
Disponibilidad de comida de calidad a precios accesibles .....	1	2	3	4	5
Disponibilidad en cuidados de calidad de salud a precios accesibles.....	1	2	3	4	5
Disponibilidad de servicios preventivos de salud .....	1	2	3	4	5
Disponibilidad de cuidados de calidad de salud mental a precios accesibles.....	1	2	3	4	5



**6. Por favor clasifique cada una de las siguientes características relacionadas con Yakima en su totalidad:**

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
Disponibilidad de cuidados de niños/escuelas preescolares de calidad y a precios accesibles .....	1	2	3	4	5
Educación K-12.....	1	2	3	4	5
Oportunidades educativas para adultos.....	1	2	3	4	5
Oportunidades para asistir a actividades culturales/artísticas/musicales.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades religiosas o espirituales .....	1	2	3	4	5
Oportunidades de empleo.....	1	2	3	4	5
Oportunidades para compras .....	1	2	3	4	5
El costo de vida en Yakima.....	1	2	3	4	5
Calidad general de establecimientos de negocio y de servicio en Yakima.....	1	2	3	4	5
Área central/comercial de gran actividad .....	1	2	3	4	5
Calidad general de desarrollo nuevo en Yakima .....	1	2	3	4	5
Oportunidades para participar en eventos y actividades sociales .....	1	2	3	4	5
Oportunidades para trabajo voluntario .....	1	2	3	4	5
Oportunidades para participar en asuntos comunitarios.....	1	2	3	4	5
Receptividad y aceptación de la comunidad hacia personas con orígenes diversos.....	1	2	3	4	5
Amabilidad de vecino de residentes en Yakima.....	1	2	3	4	5

**7. Por favor indique si usted ha realizado o no cada uno de los siguientes durante los últimos 12 meses.**

	<i>No</i>	<i>Sí</i>
Observó una violación de código u otro peligro en Yakima (hierbas, edificios abandonados, etc.).....	1	2
Un miembro del hogar fue víctima de un crimen en Yakima .....	1	2
Reportó un crimen a la policía en Yakima .....	1	2
Almacenó provisiones en preparación para una emergencia .....	1	2
Contactó Yakima (en persona, por teléfono, correo electrónico o red) para ayuda o información .....	1	2
Contactó oficiales electos de Yakima (en persona, por teléfono, correo electrónico o red) para expresar su opinión .....	1	2

**8. Durante los últimos 12 meses, ¿como cuántas veces, si alguna, han realizado usted u otros miembros del hogar cada uno de los siguientes en Yakima?**

	<i>2 veces por semana o más</i>	<i>2-4 veces por mes</i>	<i>Una vez al mes o menos</i>	<i>Nunca</i>
Utilizó centros de recreación o sus servicios en Yakima .....	1	2	3	4
Visitó un parque del vecindario o de la Ciudad .....	1	2	3	4
Utilizó bibliotecas públicas de Yakima o sus servicios .....	1	2	3	4
Asistió a un evento patrocinado por la Ciudad.....	1	2	3	4
Utilizó autobús, vía férrea, metro u otra transportación pública en vez de conducir .....	1	2	3	4
Compartió vehículo con otros adultos o niños en vez de conducir solo.....	1	2	3	4
Caminó o anduvo en bicicleta en vez de conducir .....	1	2	3	4
Ofreció voluntariamente su tiempo a algún grupo/alguna actividad en Yakima.....	1	2	3	4
Participó en un club.....	1	2	3	4
Habló con o visitó a sus vecinos inmediatos .....	1	2	3	4
Le hizo un favor a un vecino .....	1	2	3	4

**9. Pensando sobre reuniones públicas locales (de oficiales electos locales como el Concejo Ciudadano o Comisionados de Condados, juntas consultoras, ayuntamientos, HOA, vigilancia de vecindario, etc.), durante los últimos 12 meses, ¿como cuántas veces, si alguna, han asistido a o visto usted u otros miembros del hogar una reunión pública local?**

	<i>2 veces por semana o más</i>	<i>2-4 veces por mes</i>	<i>Una vez al mes o menos</i>	<i>Nunca</i>
<u>Asistió</u> a una reunión pública local .....	1	2	3	4
<u>Vio</u> (en línea o por televisión) una reunión pública local .....	1	2	3	4

# La Encuesta 2014 de Ciudadanos de la Ciudad de Yakima

## 10. Por favor clasifique la calidad de cada uno de los siguientes servicios en Yakima:

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
Servicios de policía.....	1	2	3	4	5
Servicios por incendio.....	1	2	3	4	5
Servicios de ambulancia o de emergencia médica.....	1	2	3	4	5
Prevención del crimen.....	1	2	3	4	5
Prevención de y educación sobre el incendio.....	1	2	3	4	5
Ejecución de leyes de tráfico.....	1	2	3	4	5
Reparación de calles.....	1	2	3	4	5
Limpieza de calles.....	1	2	3	4	5
Iluminación de calles.....	1	2	3	4	5
Desalojo de nieve.....	1	2	3	4	5
Mantenimiento de aceras.....	1	2	3	4	5
Cronometraje de las señales de tráfico (semáforos).....	1	2	3	4	5
Servicios de autobús o tránsito.....	1	2	3	4	5
Recogida de basura.....	1	2	3	4	5
Reciclaje.....	1	2	3	4	5
Recogida de desechos de patio.....	1	2	3	4	5
Desagüe de tormentas.....	1	2	3	4	5
Agua potable.....	1	2	3	4	5
Servicios de alcantarillado.....	1	2	3	4	5
Cobro de servicios públicos de energía.....	1	2	3	4	5
Parques de la Ciudad.....	1	2	3	4	5
Programas o clases de recreación.....	1	2	3	4	5
Centros o instalaciones públicas de recreación.....	1	2	3	4	5
Uso, planificación y división en zonas del terreno.....	1	2	3	4	5
Ejecución del código (hierbas, edificios abandonados, etc.).....	1	2	3	4	5
Control de animales.....	1	2	3	4	5
Desarrollo económico.....	1	2	3	4	5
Servicios de salud.....	1	2	3	4	5
Servicios de bibliotecas públicas.....	1	2	3	4	5
Servicios de información pública.....	1	2	3	4	5
Televisión por cable.....	1	2	3	4	5
Preparación de emergencias (servicios que preparan a la comunidad para desastres naturales u otras situaciones de emergencia).....	1	2	3	4	5
Preservación de áreas naturales tales como espacio abierto, fincas y zonas verdes.....	1	2	3	4	5
Espacio abierto de Yakima.....	1	2	3	4	5
Eventos especiales patrocinados por la Ciudad.....	1	2	3	4	5
Servicio en general al cliente por empleados de Yakima (policía, recepcionistas, planificadores, etc.).....	1	2	3	4	5

## 11. En general, ¿cómo clasificaría usted la calidad de los servicios proporcionados por cada uno de los siguientes?

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
la Ciudad de Yakima.....	1	2	3	4	5
El Gobierno Federal.....	1	2	3	4	5

## 12. Por favor clasifique las siguientes categorías de desempeño gubernamental de Yakima:

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
El valor de los servicios por los impuestos pagados a Yakima.....	1	2	3	4	5
La dirección en general que está tomando Yakima.....	1	2	3	4	5
El trabajo que realiza el gobierno de Yakima para acoger la participación de los ciudadanos.....	1	2	3	4	5
La confianza general en el gobierno de Yakima.....	1	2	3	4	5
En lo general, actuando por el mejor interés de la comunidad.....	1	2	3	4	5
Ser honesto.....	1	2	3	4	5
Tratar a todos los residentes justamente.....	1	2	3	4	5

**13. Por favor clasifique qué tan importante, si lo es, piensa que sea que la comunidad de Yakima se concentre en cada uno de los siguientes durante los dos años venideros:**

	<i>Esencial</i>	<i>Muy importante</i>	<i>Algo importante</i>	<i>No importante en absoluto</i>
Sentimiento en general de seguridad en Yakima .....	1	2	3	4
Facilidad en general de llegar a los lugares que usted usualmente tiene que visitar .....	1	2	3	4
Calidad del ambiente natural de Yakima en general.....	1	2	3	4
“Ambiente construido” en general de Yakima (incluyendo diseño, edificios, parques y sistemas de transporte en general).....	1	2	3	4
Oportunidades de salud y bienestar en Yakima .....	1	2	3	4
Oportunidades en general para educación y enriquecimiento .....	1	2	3	4
Salud económica en general de Yakima .....	1	2	3	4
Sentido de comunidad .....	1	2	3	4

**14. ¿A cuáles de los siguientes tipos de obras le gustaría asistir en el Teatro Capitol?**

	<i>No</i>	<i>Sí</i>
Ballet y danza.....	1	2
Eventos para niños/familia.....	1	2
Circos y teatro físico.....	1	2
Comedias .....	1	2
Festivales.....	1	2
Musicales de Broadway/cabaret.....	1	2
Concierto - Pop.....	1	2
Concierto - Rock.....	1	2
Concierto - Clásica .....	1	2
Concierto – R&B .....	1	2
Concierto – Jazz y Blues .....	1	2
Concierto - Country .....	1	2
Concierto - Folclórica .....	1	2
Ópera.....	1	2

**15. Por favor indique qué tanto apoyaría o se opondría usted a que la Ciudad de Yakima tomara las siguientes acciones con respecto a instalaciones públicas acuáticas:**

	<i>Fuertemente apoyaría</i>	<i>Algo apoyaría</i>	<i>Algo me opondría</i>	<i>Fuertemente opondría</i>	<i>No sé</i>
Financiar la construcción de una instalación pública acuática nueva con socios de sectores públicos y privados y ningún aumento de impuestos .....	1	2	3	4	5
Financiar la construcción de una instalación acuática nueva con un aumento de impuestos.....	1	2	3	4	5
Financiar las reparaciones de instalaciones públicas acuáticas existentes sin aumento de impuestos .....	1	2	3	4	5
Financiar las reparaciones de instalaciones públicas acuáticas existentes con un aumento de impuestos.....	1	2	3	4	5

**16. Por favor indique qué tan importante es, si lo fuera, que la Ciudad invierta en cada uno de los siguientes asuntos durante los próximos 12 meses:**

	<i>Esencial</i>	<i>Muy importante</i>	<i>Algo importante</i>	<i>No importante en absoluto</i>
Imposición de códigos y señales .....	1	2	3	4
Creación de empleos/desarrollo económico .....	1	2	3	4
Mejorías de carreteras .....	1	2	3	4
Mejorías de parques y recreación .....	1	2	3	4
Eventos/actividades de la comunidad .....	1	2	3	4
Servicios de seguridad pública/policía .....	1	2	3	4

**17. La Ciudad está considerando modificar la Carta Constitutiva de la Ciudad (City Charter) para establecer un fondo de construcción capital y de rehabilitación dedicado para parques y recreación a no menos de \$750,000 anualmente, que vendrían de ingresos existentes, sin aumento de impuestos. La redistribución requerirá cortes en otras áreas de servicio, afectando algunos empleos y/o niveles de servicio. ¿Hasta qué punto apoya o se opone usted a esta acción?**

- Fuertemente apoyo  
  Algo apoyo  
  Algo me opongo  
  Fuertemente me opongo  
  No sé

# La Encuesta 2014 de Ciudadanos de la Ciudad de Yakima

**Nuestras últimas preguntas se tratan de usted y su hogar. De nuevo, todas sus respuestas a esta encuesta son completamente anónimas y serán reportadas únicamente en forma de grupo.**

**D1. ¿Qué tan a menudo, si lo hace, realiza usted cada uno de los siguientes, considerando todas las veces que podría?**

	<i>Nunca</i>	<i>Rara vez</i>	<i>A Veces</i>	<i>Usualmente</i>	<i>Siempre</i>
Reciclar en el hogar .....	1	2	3	4	5
Comprar bienes o servicios de una empresa localizada en Yakima.....	1	2	3	4	5
Comer por lo menos 5 porciones de frutas y vegetales al día .....	1	2	3	4	5
Participar en actividad física moderada o vigorosa.....	1	2	3	4	5
Leer o mirar noticias locales (vía televisión, periódico, computadora, etc.) .....	1	2	3	4	5
Votar en elecciones locales .....	1	2	3	4	5

**D2. Usted diría que en general su salud es:**

- Excelente     
  Muy buena     
  Buena     
  Regular     
  Deficiente

**D3. ¿Qué impacto, si alguno, cree usted que tendrá la economía sobre su ingreso familiar en los próximos 6 meses? Cree usted que el impacto será:**

- Muy positivo     
  Algo positivo     
  Neutro     
  Algo negativo     
  Muy negativo

**D4. ¿Cuál es su estado de empleo?**

- Trabajando tiempo completo para pago  
 Trabajando medio tiempo para pago  
 Sin empleo, buscando trabajo pagado  
 Sin empleo, no buscando trabajo pagado  
 Completamente retirado/jubilado

**D5. ¿Trabaja usted dentro de los límites de Yakima?**

- Sí, fuera del hogar  
 Sí, desde el hogar  
 No

**D6. ¿Cuántos años ha vivido usted en Yakima?**

- Menos de 2 años       11-20 años  
 2-5 años       Más de 20 años  
 6-10 años

**D7. ¿Cuál describe mejor el edificio en que vive?**

- Casa individual de familia separada de cualquier otra casa  
 Edificio con dos o más casas (dúplex, townhome, apartamento o condominio)  
 Hogar móvil  
 Otro

**D8. Esta casa, este apartamento u hogar móvil es...**

- Alquilado  
 Suyo propio

**D9. ¿Como cuánto es su costo mensual de alojamiento para el lugar donde vive usted (incluyendo alquiler, pago de hipoteca, impuesto de propiedad, seguro de propiedad y tarifas de la asociación de dueños de hogar (HOA))?**

- Menos de \$300 por mes  
 De \$300 a \$599 por mes  
 De \$600 a \$999 por mes  
 De \$1,000 a \$1,499 por mes  
 De \$1,500 a \$2,499 por mes  
 \$2,500 o más por mes

**D10. ¿Algún niño de 17 años o menos vive en su hogar?**

- No       Sí

**D11. ¿Usted u otros miembros de su hogar tienen edad de 65 años o mayor?**

- No       Sí

**D12. ¿Cuánto espera que será el ingreso total de su hogar antes de los impuestos para el año actual? (Por favor incluya su ingreso total de dinero de todas las fuentes para todas las personas que viven en su hogar.)**

- Menos de \$25,000  
 De \$25,000 a \$49,999  
 De \$50,000 a \$99,999  
 De \$100,000 a \$149,999  
 \$150,000 o más

**Por favor responda ambas preguntas D13 y D14:**

**D13. ¿Es usted Español, Hispano o Latino?**

- No, ni Español, ni Hispano ni Latino  
 Sí, me considero como Español, Hispano o Latino

**D14. ¿Cuál es su raza? (Marque una o más razas para indicar de cuál raza se considera usted.)**

- Indígena Americana o Nativo de Alaska  
 Asiática, Indígena Asiática o Isleña del Pacífico  
 Negra o Afroamericana  
 Blanca  
 Otra

**D15. ¿Dentro de cuál categoría está su edad?**

- 18-24 años       55-64 años  
 25-34 años       65-74 años  
 35-44 años       75 años o mayor  
 45-54 años

**D16. ¿Cuál es su género?**

- Femenino       Masculino

**D17. ¿Considera usted un teléfono celular o una línea instalada como su número primordial de teléfono?**

- Celular       Línea instalada       Ambos

**Gracias por completar esta encuesta. Por favor devuelva la encuesta completada en el sobre pre-pagado al: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**



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