

Yakima Citizen Survey Key Findings 2012 compared to 2014

Policy Questions ("essential" or "very important" responses)

How important is it that the City invest in the following areas in the next 12 months?

	2013 S/O		2014 S O	
Public Safety	90%	91%	91%	90%
Economic Development	90%	92%	91%	87%
Infrastructure/Roads	75%	85%	77%	73%
Codes & Sign regulations	76%	85%	77%	73%
Community Events	56%	59%	60%	53%

Quality of Life and Government Performance Questions ("excellent" or "good" responses)

	2012 S/O		2013 S/O		2014 S O	
Your neighborhood as a place to live	61%	68%	74%	72%	61%	73%
Yakima as a place to live	50%	45%	50%	51%	52%	54%
Services provided by the City of Yakima	45%	40%	47%	51%	46%	46%
The overall direction that Yakima is taking	28%	18%	31%	39%	38%	38%
Value of services for the taxes paid	27%	37%	26%	31%	32%	37%
Overall feeling of safety	NA		23%	28%	29%	33%
Customer service	NA		48%	54%	43%	58%
Feeling of safety in the downtown	62%	58%	60%	64%	60%	64%

Rating of Government Services ("excellent" or "good" responses)

	2012 S/O		2013 S/O		2014 S O	
Fire Services	84%	84%	83%	87%	82%	88%
Ambulance Services	83%	75%	79%	85%	79%	84%
Garbage Collection	80%	85%	81%	84%	81%	85%
Drinking Water	64%	72%	61%	75%	58%	74%
City Parks	56%	56%	57%	62%	55%	67%
Police Services	54%	52%	54%	61%	53%	58%
Public Information Services	48%	44%	47%	51%	46%	49%
Storm Drainage	46%	50%	37%	54%	41%	48%
Recreation Programs	43%	48%	40%	54%	45%	52%
Public Parking	37%	40%	40%	51%	43%	47%
Street Repairs	22%	11%	19%	18%	46%	59%
Crime Prevention	23%	19%	22%	23%	28%	30%
Code Enforcement	15%	12%	15%	13%	16%	18%

Legend
S=scientific results
O=online, non-scientific results