

Prescott, AZ

The National Community Survey

Report of Results
2023

Report by:



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Prescott. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The NCS was developed by the experts from National Research Center at Polco in partnership with the International City/County Management Association (ICMA) and has been administered in hundreds of communities across the United States.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS focuses on the livability of Prescott by categorizing survey questions into the ten main “facets” of community livability shown below, which have been identified through years of extensive survey research as those that are most impactful to residents’ quality of life.

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement



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The report provides the opinions of a representative sample of 770 residents of the City of Prescott collected from October 10, 2023 to November 21, 2023. The margin of error around any reported percentage is 3.5% for all respondents and the response rate for the 2023 survey was 27%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Prescott.



How the results are reported

For the most part, the percentages presented in this report represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey, respondents may answer “don’t know.” The proportion of respondents giving a “don’t know” response is shown in the full set of responses included in the “complete data” section; however, these responses have been removed from the analyses presented in the main body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

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 Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five 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. In each tab, Prescott’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 Prescott residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Prescott’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Prescott’s average rating was more than 20 points different when compared to the benchmark.

This survey was administered after the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to the national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2023 ratings compare to other communities’ ratings from the past five years.

Methods

Selecting survey recipients

All households within the City of Prescott were eligible to participate in the survey. A list of all households within the zip codes serving Prescott was purchased from NRC's mailing vendor, Go-Dog Direct, based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Prescott 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. Addresses located outside of Prescott boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was randomly selected using the birthday method. The birthday method selects a person within the household by asking the “person who most recently had a birthday” 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 introduction of the survey.

Conducting the survey

The 3,000 randomly selected households received mailings beginning on October 10, 2023 and data collection for the survey remained open for six weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing was a reminder postcard inviting the household one final time to participate in the survey. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so, and those who had already done so to refrain from completing the survey again.

About 4% of the 3,000 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,877 households that received the invitations to participate, 770 completed the survey, providing an overall response rate of 27%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.¹

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. The margin of error for the City of Prescott survey is no greater than plus or minus 3.5 percentage points around any given percent reported for all respondents (770 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open-participation survey was publicized by the City of Prescott. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Prescott and also a question about where they heard about the survey. The open-participation survey was open to all city residents and became available on November 7, 2023. The survey remained open for two weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open-participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2022 American Community Survey estimates for adults in the City of Prescott. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.² The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target ⁴
Age	18-34	3%	14%	17%
	35-54	8%	18%	17%
	55+	89%	68%	65%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	95%	92%	92%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	5%	8%	8%
Housing tenure	Own	85%	70%	70%
	Rent	15%	30%	30%
Housing type	Attached	19%	32%	32%
	Detached	81%	68%	68%
Race & Hispanic ori..	Not white alone	10%	12%	13%
	White alone, not Hispanic or Latino	90%	88%	87%
Sex	Man	48%	47%	48%
	Woman	52%	53%	52%
Sex/age	Man 18-34	1%	6%	9%
	Man 35-54	3%	9%	8%
	Man 55+	44%	32%	31%
	Woman 18-34	2%	9%	8%
	Woman 35-54	5%	9%	9%
	Woman 55+	45%	35%	34%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau. 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/good, very safe/somewhat safe, essential/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 the “complete data” section. 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.

Contact

The City of Prescott funded this research. Please contact Tyler Goodman of the City of Prescott at tyler.goodman@prescott-az.gov if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged, and can include non-response error, coverage error, recall bias and social desirability bias. Non-response error arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a coverage error, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events, for example), and for some survey items, they may answer in ways they think cast their responses in a more favorable light (recall bias and social desirability bias).

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

1. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
2. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
3. Targets come from the 2020 Census and 2022 American Community Survey

The city's natural environment is valued by residents.

About 9 in 10 survey respondents identified the natural environment as an essential or very important area of focus for the community in the next two years, placing it among residents' top priorities for Prescott. In addition to being immensely important, all evaluations of the quality of the city's natural environment were above or similar to the national average. With a rating of 91% excellent or good, the overall quality of natural environment in Prescott ranked higher than the national benchmarks. Roughly 8 in 10 residents positively reviewed Prescott's air quality and cleanliness, in line with comparison communities. Survey respondents offered water resources a similar rating, which was higher than the benchmark. Prescott open space and recycling services garnered positive marks by two-thirds of participants, while about 6 in 10 said the same for the preservation of natural areas and yard waste pick-up. In a question unique to this survey, 65% of respondents supported a potential increase in sales tax as a funding source for the acquisition of open space.

Prescott residents feel safe and indicate support for additional investment in public safety.

Nearly all survey respondents indicated that they felt very or somewhat safe in both their neighborhood (96% very or somewhat safe) and Prescott's downtown/commercial area during the day (94%). About 9 in 10 survey participants favorably rated their feeling of safety from property crime, higher than the national benchmarks. A similar percentage reportedly felt safe from violent crime, but this score was on par with comparison communities. Resident perception of safety from fire, flood, or other natural disaster also met the national average, with about three-quarters of evaluations being positive.

All safety-related services garnered ratings similar to national averages. Fire services were given excellent or good marks by approximately 9 in 10 residents; about 8 in 10 offered positive evaluations for fire prevention and education, police services, and crime prevention. Approximately three-quarters of reviewers favorably rated animal control and ambulance or emergency medical services, while two-thirds of respondents similarly rated emergency preparedness in Prescott.

The City chose to include additional, unique questions on this survey. When asked for their preferred approach to balancing public safety times with the associated cost, 73% of respondents strongly or somewhat supported shortening public safety response times, even at an additional cost. A similarly high percentage (78%) favored maintaining current response times and costs, while only 15% encouraged the City to accept longer public safety response times at a lower cost. Additionally, 76% of reviewers supported an increase in local sales tax to fund public safety facilities and services.

Some aspects of mobility could present opportunities for growth for the City.

The facet of mobility measures the ease with which residents can move around their communities for leisure or business and is a key driver of resident satisfaction. Scores provided by Prescott residents largely place the city on par with comparison communities, but below-average marks for some aspects of mobility may suggest an opportunity for additional focus on alternative forms of transportation such as bicycling and public transit. When evaluating general aspects of mobility in the community, one-third of respondents gave excellent or good marks to the overall quality of the transportation system in Prescott, below the national benchmark. The ease of walking in the city earned a positive rating from 64%; about 6 in 10 were pleased with the ease of travel by car. The ease of public parking and traffic flow on major streets gained favorable reviews from 4 in 10 participants. One-third of respondents were pleased with the ease of travel by bicycle, falling below the national average. Finally, only 7% of participants positively rated the ease of travel by public transportation, much lower than other communities across the nation. Bus or transit services also received below-average reviews, with 12% of residents assessing it as excellent or good.

In evaluations for mobility-related street services, two-thirds of respondents rated snow removal as excellent or good. About 6 in 10 residents were similarly pleased with street cleaning and street lighting. Sidewalk maintenance and traffic enforcement earned favorable ratings from half of survey participants, while one-third offered a positive score for street repair. Each of these were on par with national benchmark comparisons.

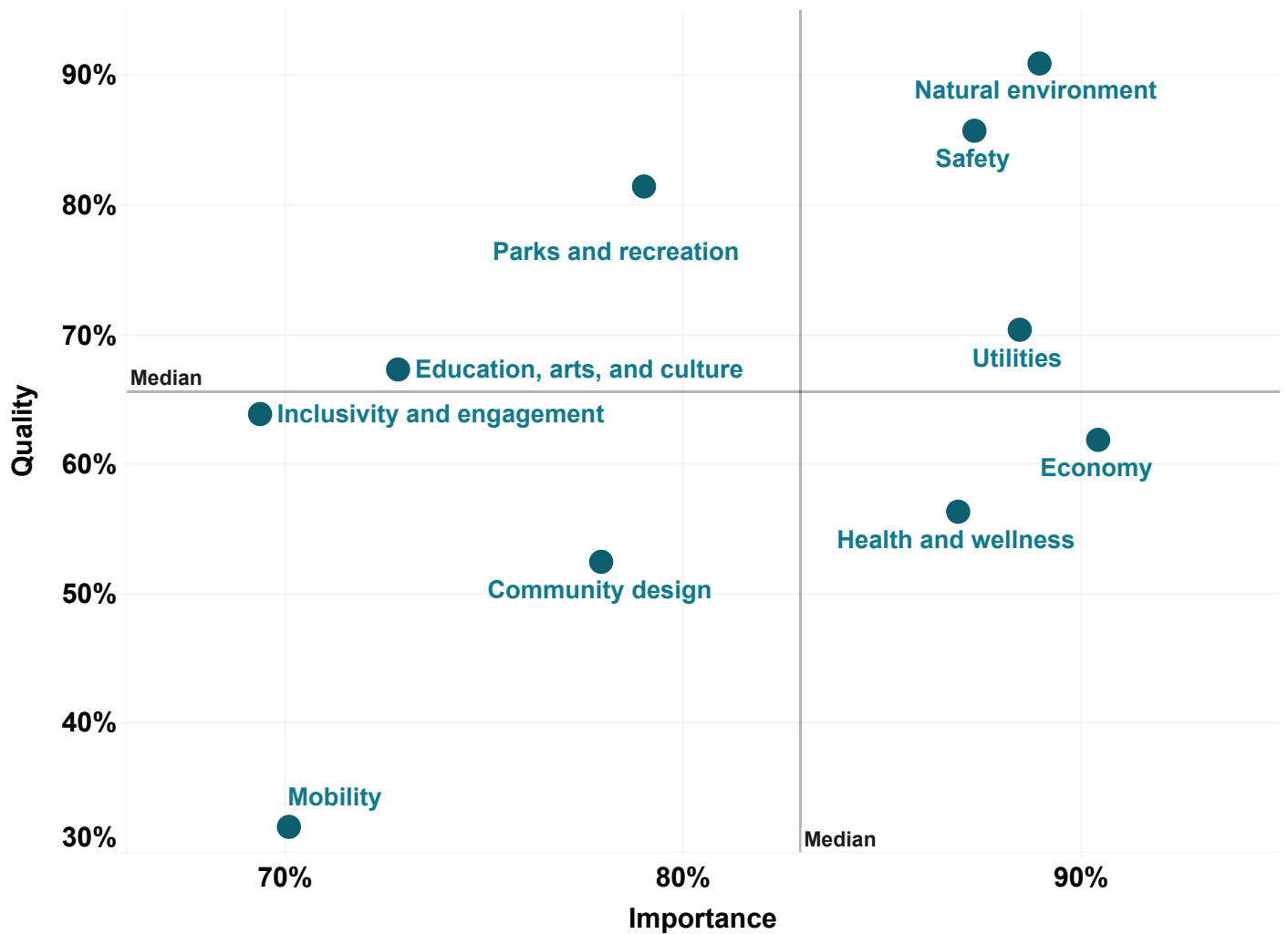
Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

Quality-Importance Matrix

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the *importance* of each facet of community livability were compared to their ratings of the *quality* of these facet. To identify the facets perceived by residents to have relatively lower quality at the same time as relatively higher importance, all facets were ranked from highest-perceived quality to lowest-perceived quality, and from highest-perceived importance to lowest-perceived importance. Some facets were in the top half of both lists (higher quality and higher importance); some were in the top half of one list, but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some facets were in the bottom half of both lists.

Facets receiving quality ratings of excellent or good from 66% or more of respondents were considered of “higher quality” and those with ratings lower than 66% were considered to be of “lower quality.” Facets were classified as “more important” if they were rated as essential or very important by 83% or more of respondents. Facets were rated as “less important” if they received a rating of less than 83%. This classification uses the median ratings for quality and importance to divide the services in half, and thus are comparative ratings rather than absolute (e.g., a lower quality rating does not necessarily signal a “bad” rating, only that this facet was rated lower than the median across all facets).

The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right-hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes in these areas are necessary to improve performance. This is the key part of this chart on which to focus. Conversely, facets falling into the upper right-hand quadrant (high in both quality and importance) may be considered areas that are resident priorities, and also where the City is doing well. Finally, facets falling in the top left-hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



Quality and Importance by the Numbers

The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Prescott as a whole. (% excellent or good)

		vs. benchmark ⁵
Overall economic health of Prescott	62%	Similar
Overall quality of the transportation system (auto, bicycle, foot, bus) in Prescott	32%	Lower
Overall design or layout of Prescott's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	53%	Similar
Overall quality of the utility infrastructure in Prescott (water, sewer, storm water, electric/gas, broadband)	70%	Similar
Overall feeling of safety in Prescott	86%	Similar
Overall quality of natural environment in Prescott	91%	Higher

Overall quality of parks and recreation opportunities	81%	Similar
Overall health and wellness opportunities in Prescott	56%	Similar
Overall opportunities for education, culture, and the arts	67%	Similar
Residents' connection and engagement with their community	64%	Similar

**Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the coming two years.
(% essential or very important)**

Overall economic health of Prescott	90%	Similar
Overall quality of the transportation system (auto, bicycle, foot, bus) in Prescott	70%	Similar
Overall design or layout of Prescott's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	78%	Similar
Overall quality of the utility infrastructure in Prescott (water, sewer, storm water, electric/gas, broadband)	88%	Similar
Overall feeling of safety in Prescott	87%	Similar
Overall quality of natural environment in Prescott	89%	Similar
Overall quality of parks and recreation opportunities	79%	Similar
Overall health and wellness opportunities in Prescott	87%	Similar
Overall opportunities for education, culture, and the arts	73%	Similar
Residents' connection and engagement with their community	69%	Similar

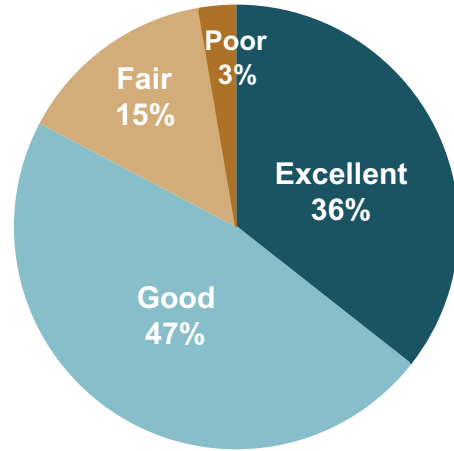
5. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Prescott, 2023



Please rate each of the following aspects of quality of life in Prescott.
(% excellent or good)

		vs. benchmark ⁶
Prescott as a place to live	89%	Similar
The overall quality of life in Prescott	83%	Similar

Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)

Remain in Prescott for the next five years	86%	Similar
Recommend living in Prescott to someone who asks	82%	Similar

Please rate each of the following in the Prescott community.
(% excellent or good)

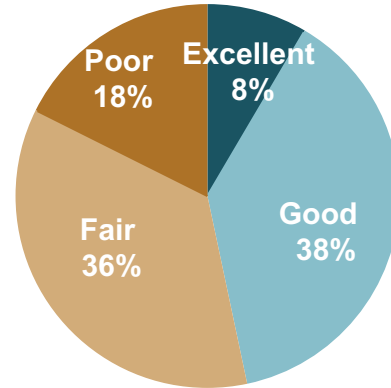
Overall image or reputation of Prescott	83%	Higher
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6. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall confidence in Prescott government, 2023

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.



Please rate the quality of each of the following services in Prescott. (% excellent or good)

		vs. benchmark ⁷
Overall customer service by Prescott employees (police, receptionists, planners, etc.)	82%	Similar
Public information services	64%	Similar

Please rate the following categories of Prescott government performance. (% excellent or good)

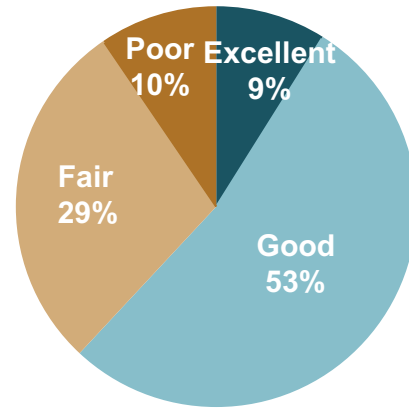
Treating residents with respect	65%	Similar
The value of services for the taxes paid to Prescott	63%	Similar
Treating all residents fairly	57%	Similar
The job Prescott government does at welcoming resident involvement	52%	Similar
Being honest	51%	Similar
Generally acting in the best interest of the community	51%	Similar
Informing residents about issues facing the community	47%	Similar
The overall direction that Prescott is taking	47%	Similar
Overall confidence in Prescott government	47%	Similar
Being open and transparent to the public	44%	Similar

Overall, how would you rate the quality of the services provided by each of the following? (% excellent or good)

The City of Prescott	71%	Similar
The Federal Government	34%	Similar

Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.



Please rate each of the following aspects of quality of life in Prescott.
(% excellent or good)

		vs. benchmark ⁸
Prescott as a place to visit	92%	Much higher
Prescott as a place to work	48%	Similar

Please rate each of the following characteristics as they relate to Prescott as a whole.
(% excellent or good)

Overall economic health of Prescott	62%	Similar

Please rate each of the following in the Prescott community.
(% excellent or good)

Vibrancy of downtown/commercial area	83%	Much higher
Overall quality of business and service establishment..	73%	Similar
Variety of business and service establishments in Pre..	61%	Similar
Shopping opportunities	46%	Similar
Cost of living in Prescott	31%	Similar
Employment opportunities	28%	Lower

Please rate the quality of each of the following services in Prescott.
(% excellent or good)

Economic development	46%	Similar

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 or somewhat positive)

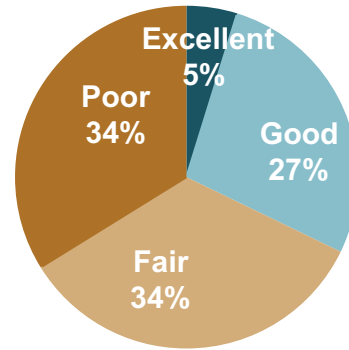
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	11%	Lower

8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the transportation system in Prescott, 2023

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.



Please rate each of the following characteristics as they relate to Prescott as a whole.
(% excellent or good)

		vs. benchmark ⁹
Overall quality of the transportation system (auto, bicycle, foot, bus) in Prescott	32%	Lower

Please also rate each of the following in the Prescott community.
(% excellent or good)

Ease of walking in Prescott	64%	Similar
Ease of travel by car in Prescott	61%	Similar
Ease of public parking	42%	Similar
Traffic flow on major streets	40%	Similar
Ease of travel by bicycle in Prescott	35%	Lower
Ease of travel by public transportation in Prescott	7%	Much lower

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

Walked or biked instead of driving	57%	Similar
Carpooled with other adults or children instead of driving alone	48%	Similar
Used bus, rail, subway, or other public transportation instead of driving	6%	Lower

Please rate the quality of each of the following services in Prescott.
(% excellent or good)

Snow removal	67%	Similar
Street cleaning	60%	Similar
Street lighting	59%	Similar
Sidewalk maintenance	51%	Similar
Traffic enforcement	48%	Similar
Traffic signal timing	45%	Similar
Street repair	35%	Similar
Bus or transit services	12%	Much lower

Overall design or layout of Prescott's residential and commercial areas, 2023

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following aspects of quality of life in Prescott.
(% excellent or good)

vs.
benchmark¹⁰

Your neighborhood as a place to live

87%

Similar

Please rate each of the following characteristics as they relate to Prescott as a whole.
(% excellent or good)

Overall design or layout of Prescott's residential and commercial areas
(e.g., homes, buildings, streets, parks, etc.)

53%

Similar

Please also rate each of the following in the Prescott community.
(% excellent or good)

Overall appearance of Prescott

80%

Similar

Preservation of the historical or cultural character of the community

78%

Higher

Public places where people want to spend time

74%

Higher

Well-designed neighborhoods

47%

Similar

Overall quality of new development in Prescott

36%

Similar

Variety of housing options

32%

Lower

Well-planned commercial growth

27%

Similar

Well-planned residential growth

25%

Lower

Availability of affordable quality housing

12%

Lower

Please rate the quality of each of the following services in Prescott.
(% excellent or good)

Code enforcement (weeds, abandoned buildings, etc.)

39%

Similar

Land use, planning, and zoning

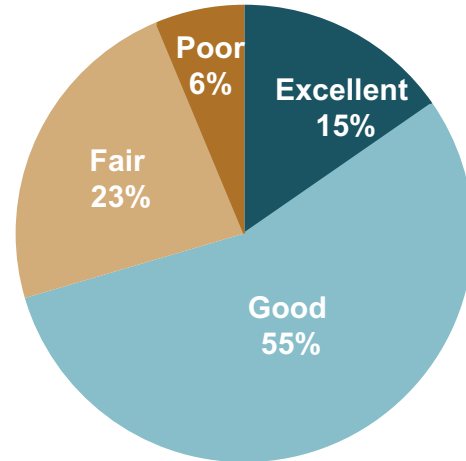
29%

Lower

10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Overall quality of the utility infrastructure in Prescott, 2023



Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Please rate the quality of each of the following services in Prescott.
(% excellent or good)

		vs. benchmark ¹¹
Garbage collection	89%	Similar
Sewer services	86%	Similar
Power (electric and/or gas) utility	81%	Similar
Utility billing	77%	Similar
Drinking water	71%	Similar
Storm water management (storm drainage, dams, levees, etc.)	71%	Similar
Affordable high-speed internet access	47%	Similar

Please rate each of the following characteristics as they relate to Prescott as a whole.
(% excellent or good)

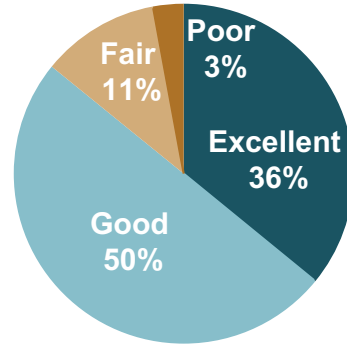
Overall quality of the utility infrastructure in Prescott (water, sewer, storm water, electric/gas, broadband)	70%	Similar
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11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in Prescott, 2023



Please rate each of the following characteristics as they relate to Prescott as a whole.
(% excellent or good)

		vs. benchmark ¹²
Overall feeling of safety in Prescott	86%	Similar

Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In your neighborhood during the day	96%	Similar
In Prescott's downtown/commercial area during the day	94%	Similar
From property crime	89%	Higher
From violent crime	89%	Similar
From fire, flood, or other natural disaster	74%	Similar

Please rate the quality of each of the following services in Prescott.
(% excellent or good)

Fire services	90%	Similar
Fire prevention and education	82%	Similar
Police services	82%	Similar
Crime prevention	78%	Similar
Animal control	76%	Similar
Ambulance or emergency medical services	75%	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66%	Similar

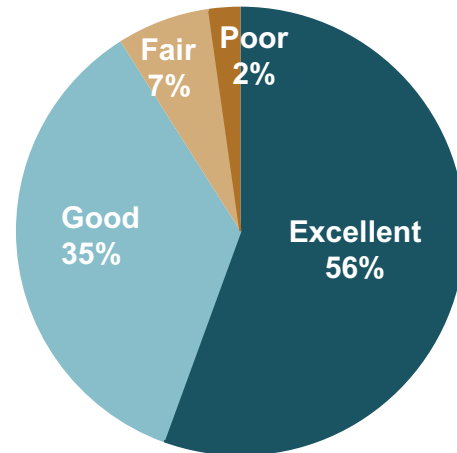
12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Overall quality of natural environment in Prescott, 2023

Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



Please rate each of the following characteristics as they relate to Prescott as a whole.
(% excellent or good)

		vs. benchmark ¹³
Overall quality of natural environment in Prescott	91%	Higher

Please also rate each of the following in the Prescott community.
(% excellent or good)

Air quality	84%	Similar
Cleanliness of Prescott	82%	Similar
Water resources (lakes, ponds, rivers, creeks, etc.)	78%	Higher

Please rate the quality of each of the following services in Prescott.
(% excellent or good)

Prescott open space	65%	Similar
Recycling	64%	Similar
Preservation of natural areas (open space, farmlands, and greenbelts)	62%	Similar
Yard waste pick-up	59%	Similar

13. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

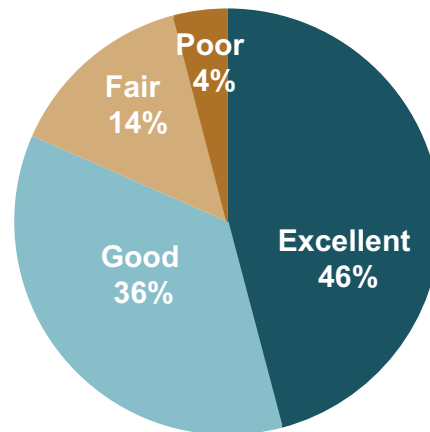


Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

Overall quality of the parks and recreation opportunities, 2023



Please rate each of the following characteristics as they relate to Prescott as a whole.
(% excellent or good)

		vs. benchmark ¹⁴
Overall quality of parks and recreation opportunities	81%	Similar

Please also rate each of the following in the Prescott community.
(% excellent or good)

Availability of paths and walking trails	86%	Higher
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	Higher
Recreational opportunities	86%	Higher

Please rate the quality of each of the following services in Prescott.
(% excellent or good)

City parks	74%	Similar
Recreation programs or classes	68%	Similar
Recreation centers or facilities	66%	Similar

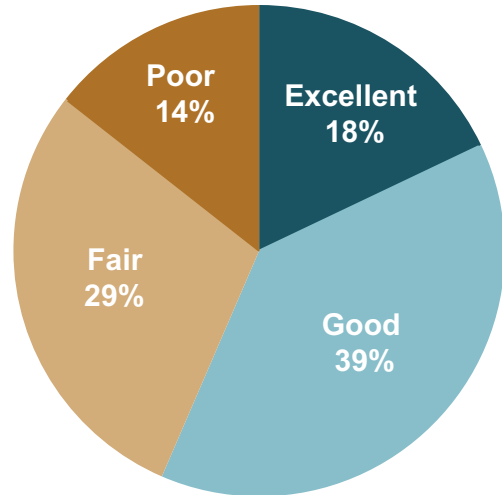
14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Overall health and wellness opportunities in Prescott, 2023

Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



Please rate each of the following characteristics as they relate to Prescott as a whole.
(% excellent or good)

vs.
benchmark¹⁵

Overall health and wellness opportunities in Prescott	56%	Similar
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Please also rate each of the following in the Prescott community.
(% excellent or good)

Availability of affordable quality food	57%	Similar
Availability of preventive health services	32%	Lower
Availability of affordable quality health care	27%	Much lower
Availability of affordable quality mental health care	24%	Lower

Please rate the quality of each of the following services in Prescott.
(% excellent or good)

Health services	40%	Lower
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Please rate your overall health.
(% excellent or very good)

Please rate your overall health.	73%	Similar
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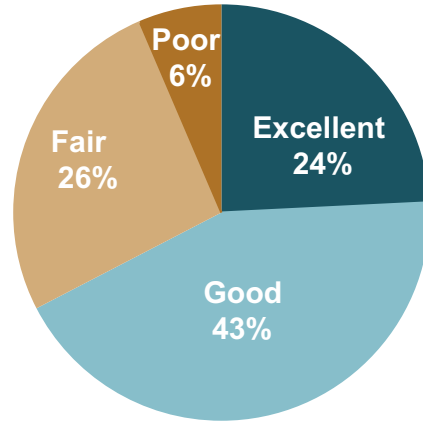
15. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Overall opportunities for education, culture and the arts, 2023



Please rate each of the following characteristics as they relate to Prescott as a whole.
(% excellent or good)

		vs. benchmark ¹⁶
Overall opportunities for education, culture, and the arts	67%	Similar

Please also rate each of the following in the Prescott community.
(% excellent or good)

Opportunities to attend special events and festivals	84%	Higher
Community support for the arts	79%	Higher
Opportunities to attend cultural/arts/music activities	79%	Higher
Adult educational opportunities	72%	Higher
K-12 education	41%	Lower
Availability of affordable quality childcare/preschool	27%	Lower

Please rate the quality of each of the following services in Prescott.
(% excellent or good)

Public library services	89%	Similar
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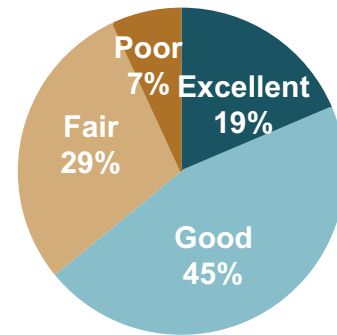
16. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Residents' connection and engagement with their community, 2023



Please rate each of the following aspects of quality of life in Prescott.
(% excellent or good)

		vs. benchmark ¹⁷
Prescott as a place to retire	84%	Higher
Sense of community	71%	Similar
Prescott as a place to raise children	67%	Similar

Please rate each of the following characteristics as they relate to Prescott as a whole.
(% excellent or good)

Residents' connection and engagement with their community	64%	Similar
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Please rate the job you feel the Prescott community does at each of the following.
(% excellent or good)

Making all residents feel welcome	69%	Similar
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	52%	Similar
Valuing/respecting residents from diverse backgrounds	51%	Similar
Attracting people from diverse backgrounds	45%	Similar

Please also rate each of the following in the Prescott community.
(% excellent or good)

Opportunities to volunteer	84%	Higher
Opportunities to participate in social events and activities	77%	Higher
Sense of civic/community pride	73%	Similar
Opportunities to participate in community matters	72%	Similar
Neighborliness of residents in Prescott	70%	Similar
Openness and acceptance of the community toward people of diverse backgrounds	47%	Similar

17. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' Participation Levels



Please indicate whether or not you have done each of the following in the last 12 months.
 (% yes) vs. benchmark¹⁸

Voted in your most recent local election	82%	Similar
Volunteered your time to some group/activity in Prescott	52%	Higher
Contacted the City of Prescott (in-person, phone, email, or web) for help or information	47%	Similar
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	29%	Similar
Watched (online or on television) a local public meeting	27%	Similar
Campaigned or advocated for a local issue, cause, or candidate	24%	Similar
Contacted Prescott elected officials (in-person, phone, email, or web) to express your opinion	18%	Similar


























In general, how many times do you:
 (% a few times a week or more)
























Use or check email	95%	Similar
Access the internet from your home using a computer, laptop, or tablet computer	95%	Similar
Access the internet from your cell phone	89%	Similar
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	66%	Lower
Shop online	47%	Similar
Share your opinions online	21%	Similar

17. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom Questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

<p>Approximate response times for Prescott first responders for Priority 1 calls (6 minutes for police, and 11 minutes for fire and emergency medical) are higher than the national standards (5 minutes for police, and 6.5 minutes for fire and emergency medical). Please indicate to what degree you would support or oppose each of the following approaches to balancing public safety response times with the associated costs?</p>	The City should maintain current public safety response times and costs	Strongly support		48%	
		Somewhat support		30%	
		Somewhat oppose		14%	
		Strongly oppose		9%	
		The City should accept longer public safety response times at lower cost	Strongly support		5%
			Somewhat support		10%
			Somewhat oppose		24%
			Strongly oppose		62%
		The City should strive to shorten public safety response times, even if that requires additional taxes or fees	Strongly support		36%
			Somewhat support		37%
			Somewhat oppose		16%
			Strongly oppose		11%
<p>The City of Prescott may consider raising the sales tax rate, with voter approval, in order to generate revenue to cover increasing costs and service level expectations. How much would you support or oppose an increase in sales tax as a funding source for the following City purposes?</p>	Public safety facilities and services (e.g., fire, police)	Strongly support		40%	
		Somewhat support		36%	
		Somewhat oppose		11%	
		Strongly oppose		13%	
	Prescott Regional Airport and Commercial Air Service	Strongly support		17%	
		Somewhat support		39%	
		Somewhat oppose		27%	
		Strongly oppose		17%	
	Parks and Recreation (e.g., parks, trails, facilities)	Strongly support		26%	
		Somewhat support		44%	
		Somewhat oppose		21%	
		Strongly oppose		9%	
Open space acquisition	Strongly support		30%		

Open space acquisition	Somewhat support		35%	
	Somewhat oppose		19%	
	Strongly oppose		16%	
Public library facilities and services	Strongly support		29%	
	Somewhat support		39%	
	Somewhat oppose		20%	
	Strongly oppose		12%	
The City of Prescott, like other communities across the country, is grappling with rising costs of goods and services. If the gap between costs and revenues widens, how much would you support or oppose the City taking each of the following actions?	Borrow by issuing General Obligation Bonds	Strongly support		14%
		Somewhat support		39%
		Somewhat oppose		27%
		Strongly oppose		20%
	Increase sales tax	Strongly support		11%
		Somewhat support		36%
		Somewhat oppose		25%
		Strongly oppose		29%
Raise fees for services	Strongly support		9%	
	Somewhat support		46%	
	Somewhat oppose		27%	
	Strongly oppose		18%	
Cut or decrease services	Strongly support		4%	
	Somewhat support		18%	
	Somewhat oppose		33%	
	Strongly oppose		45%	

National Benchmark Tables

This table contains the comparisons of Prescott's results to those from other communities. The first column shows the comparison of Prescott's rating to the benchmark. Prescott's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by Prescott residents is statistically similar to or different than the benchmark. The second column is Prescott's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Prescott's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Prescott's result -- that is what percent of surveyed communities had a lower rating than Prescott.

			% positive	Rank	Number of communities	Percentile	
Quality of Life	Please rate each of the following aspects of quality of life in Prescott.	Prescott as a place to live	Similar	89%	147	373	59%
		The overall quality of life in Prescott	Similar	83%	157	389	58%
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Prescott to someone who asks	Similar	82%	192	321	39%
		Remain in Prescott for the next five years	Similar	86%	104	319	67%
	Please rate each of the following in the Prescott community.	Overall image or reputation of Prescott	Higher	83%	79	367	77%
Governance	Please rate the quality of each of the following services in Prescott.	Public information services	Similar	64%	176	321	44%
		Overall customer service by Prescott employees (police, receptionists, planners, etc.)	Similar	82%	166	369	53%
	Please rate the following categories of Prescott government performance.	The value of services for the taxes paid to Prescott	Similar	63%	97	374	73%
		The overall direction that Prescott is taking	Similar	47%	246	349	28%
		The job Prescott government does at welcoming resident involvement	Similar	52%	155	341	54%

Governance	Please rate the following categories of Prescott government performance.	Overall confidence in Prescott government	Similar	47%	192	313	38%	
		Generally acting in the best interest of the community	Similar	51%	204	317	35%	
		Being honest	Similar	51%	193	308	37%	
		Being open and transparent to the public	Similar	44%	173	262	34%	
		Informing residents about issues facing the community	Similar	47%	148	266	44%	
		Treating all residents fairly	Similar	57%	181	314	42%	
		Treating residents with respect	Similar	65%	146	259	44%	
		Overall, how would you rate the quality of the services provided by each of the following?	The City of Prescott	Similar	71%	187	368	47%
			The Federal Government	Similar	34%	246	301	18%
		Economy	Please rate each of the following aspects of quality of life in Prescott.	Prescott as a place to work	Similar	48%	280	367
Prescott as a place to visit	Much higher			92%	17	326	95%	
Please rate each of the following characteristics as they relate to Prescott as a whole.	Overall economic health of Prescott		Similar	62%	203	320	36%	
	Please rate each of the following in the Prescott community.		Overall quality of business and service establishments in Prescott	Similar	73%	169	320	47%
Variety of business and service establishments in Prescott			Similar	61%	134	257	48%	

Economy	Please rate each of the following in the Prescott community.	Vibrancy of downtown/commercial area	Much higher	83%	18	299	94%
		Employment opportunities	Lower	28%	277	333	16%
		Shopping opportunities	Similar	46%	192	323	40%
		Cost of living in Prescott	Similar	31%	234	310	24%
	Please rate the quality of each of the following services in Prescott.	Economic development	Similar	46%	218	315	30%
		Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the next two years.	Overall economic health of Prescott	Similar	90%	103	294
		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:	Lower	11%	289	303	4%
	Mobility	Please rate each of the following characteristics as they relate to Prescott as a whole.	Overall quality of the transportation system (auto, bicycle, foot, bus) in Prescott	Lower	32%	233	265
Please also rate each of the following in the Prescott community.			Traffic flow on major streets	Similar	40%	246	341
		Ease of public parking	Similar	42%	223	299	25%
		Ease of travel by car in Prescott	Similar	61%	236	331	28%
		Ease of travel by public transportation in Prescott	Much lower	7%	292	303	3%
		Ease of travel by bicycle in Prescott	Lower	35%	262	331	19%
		Ease of walking in Prescott	Similar	64%	181	335	45%

Mobility

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

Used bus, rail, subway, or other public transportation instead of driving	Lower	6%	245	285	14%
Carpooled with other adults or children instead of driving alone	Similar	48%	98	302	67%
Walked or biked instead of driving	Similar	57%	162	304	47%

Please rate the quality of each of the following services in Prescott.

Traffic enforcement	Similar	48%	274	362	22%
Traffic signal timing	Similar	45%	249	313	20%
Street repair	Similar	35%	249	354	29%
Street cleaning	Similar	60%	196	324	39%
Street lighting	Similar	59%	205	352	39%
Snow removal	Similar	67%	135	276	50%
Sidewalk maintenance	Similar	51%	212	324	34%
Bus or transit services	Much lower	12%	278	292	4%

Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the next two years.

Overall quality of the transportation system (auto, bicycle, foot, bus) in Prescott	Similar	70%	147	255	42%
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Community Design

Please rate each of the following aspects of quality of life in Prescott.

Your neighborhood as a place to live	Similar	87%	105	327	67%
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Please rate each of the following characteristics as they relate to Prescott as a whole.

Overall design or layout of Prescott's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Similar	53%	217	311	30%
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Community Design

Please also rate each of the following in the Prescott community.

Well-planned residential growth	Lower	25%	232	259	10%
Well-planned commercial growth	Similar	27%	208	258	19%
Well-designed neighborhoods	Similar	47%	178	259	30%
Preservation of the historical or cultural character of the community	Higher	78%	15	255	94%
Public places where people want to spend time	Higher	74%	55	305	82%
Variety of housing options	Lower	32%	261	318	17%
Availability of affordable quality housing	Lower	12%	289	340	14%
Overall quality of new development in Prescott	Similar	36%	263	329	19%
Overall appearance of Prescott	Similar	80%	105	343	68%

Please rate the quality of each of the following services in Prescott.

Land use, planning, and zoning	Lower	29%	278	324	13%
Code enforcement (weeds, abandoned buildings, etc.)	Similar	39%	211	354	38%

Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the next two years.

Overall design or layout of Prescott's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Similar	78%	112	294	62%
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Utilities

Please rate each of the following characteristics as they relate to Prescott as a whole.

Overall quality of the utility infrastructure in Prescott (water, sewer, storm water, electric/gas, broadband)	Similar	70%	117	256	54%
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Please rate the quality of each of the following services in Prescott.

Affordable high-speed internet access	Similar	47%	157	253	38%
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Utilities	Please rate the quality of each of the following services in Prescott.	Garbage collection	Similar	89%	70	334	78%	
		Drinking water	Similar	71%	186	322	41%	
		Sewer services	Similar	86%	101	319	68%	
		Storm water management (storm drainage, dams, levees, etc.)	Similar	71%	175	334	46%	
		Power (electric and/or gas) utility	Similar	81%	82	277	70%	
		Utility billing	Similar	77%	55	298	81%	
		Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the next two years.	Overall quality of the utility infrastructure in Prescott (water, sewer, storm water, electric/gas, broadband)	Similar	88%	127	255	50%
Safety	Please rate each of the following characteristics as they relate to Prescott as a whole.	Overall feeling of safety in Prescott	Similar	86%	132	359	62%	
	Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	96%	92	338	72%	
		In Prescott's downtown/commercial area during the day	Similar	94%	127	326	61%	
		From property crime	Higher	89%	33	267	87%	
		From violent crime	Similar	89%	104	267	61%	
		From fire, flood, or other natural disaster	Similar	74%	205	257	20%	
	Please rate the quality of each of the following services in Prescott.	Police services	Similar	82%	183	386	51%	

Safety	Please rate the quality of each of the following services in Prescott.	Crime prevention	Similar	78%	123	363	65%
		Animal control	Similar	76%	133	335	59%
		Ambulance or emergency medical services	Similar	75%	287	331	10%
		Fire services	Similar	90%	224	350	34%
		Fire prevention and education	Similar	82%	115	319	63%
		Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar	66%	161	320	49%
		Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the next two years.	Overall feeling of safety in Prescott	Similar	87%	213	294
Natural environment	Please rate each of the following characteristics as they relate to Prescott as a whole.	Overall quality of natural environment in Prescott	Higher	91%	28	320	91%
		Please also rate each of the following in the Prescott community.	Cleanliness of Prescott	Similar	82%	106	334
		Water resources (lakes, ponds, rivers, creeks, etc.)	Higher	78%	61	238	74%
		Air quality	Similar	84%	96	307	69%
Please rate the quality of each of the following services in Prescott.	Preservation of natural areas (open space, farmlands, and greenbelts)	Similar	62%	144	305	52%	
	Prescott open space	Similar	65%	134	303	56%	
	Recycling	Similar	64%	231	338	30%	

Natural environment	Please rate the quality of each of the following services in Prescott.	Yard waste pick-up	Similar	59%	220	300	26%
	Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the next two years.	Overall quality of natural environment in Prescott	Similar	89%	30	294	90%
Parks and Recreation	Please rate each of the following characteristics as they relate to Prescott as a whole.	Overall quality of parks and recreation opportunities	Similar	81%	89	262	66%
	Please also rate each of the following in the Prescott community.	Availability of paths and walking trails	Higher	86%	38	335	88%
		Fitness opportunities (including exercise classes and paths or trails, etc.)	Higher	86%	44	307	85%
		Recreational opportunities	Higher	86%	39	325	88%
	Please rate the quality of each of the following services in Prescott.	City parks	Similar	74%	220	331	33%
		Recreation programs or classes	Similar	68%	183	328	43%
		Recreation centers or facilities	Similar	66%	199	315	36%
Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the next two years.	Overall quality of parks and recreation opportunities	Similar	79%	140	256	45%	
Health and wellness	Please rate each of the following characteristics as they relate to Prescott as a whole.	Overall health and wellness opportunities in Prescott	Similar	56%	244	313	22%
	Please also rate each of the following in the Prescott community.	Availability of affordable quality food	Similar	57%	175	305	42%
		Availability of affordable quality health care	Much lower	27%	300	312	4%
		Availability of preventive health services	Lower	32%	282	299	6%





















Health and wellness	Please also rate each of the following in the Prescott community.	Availability of affordable quality mental health care	Lower	24%	246	303	19%
	Please rate the quality of each of the following services in Prescott.	Health services	Lower	40%	268	295	8%
	Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the next two years.	Overall health and wellness opportunities in Prescott	Similar	87%	5	294	98%
		Please rate your overall health.	Similar	73%	100	300	67%
Education, Arts and Culture	Please rate each of the following characteristics as they relate to Prescott as a whole.	Overall opportunities for education, culture, and the arts	Similar	67%	126	316	60%
	Please also rate each of the following in the Prescott community.	Opportunities to attend cultural/arts/music activities	Higher	79%	22	321	93%
		Community support for the arts	Higher	79%	23	255	91%
		Availability of affordable quality childcare/preschool	Lower	27%	261	313	16%
		K-12 education	Lower	41%	269	316	14%
		Adult educational opportunities	Higher	72%	46	306	85%
		Opportunities to attend special events and festivals	Higher	84%	14	311	95%
	Please rate the quality of each of the following services in Prescott.	Public library services	Similar	89%	84	330	74%
	Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the next two years.	Overall opportunities for education, culture, and the arts	Similar	73%	178	294	39%
Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Prescott.	Prescott as a place to raise children	Similar	67%	273	377	25%

Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Prescott.	Prescott as a place to retire	Higher	84%	21	372	94%
		Sense of community	Similar	71%	61	338	81%
	Please rate each of the following characteristics as they relate to Prescott as a whole.	Residents' connection and engagement with their community	Similar	64%	68	259	74%
	Please rate the job you feel the Prescott community does at each of the following.	Making all residents feel welcome	Similar	69%	142	261	45%
		Attracting people from diverse backgrounds	Similar	45%	208	258	19%
		Valuing/respecting residents from diverse backgrounds	Similar	51%	223	259	14%
		Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Similar	52%	134	255	47%
	Please also rate each of the following in the Prescott community.	Sense of civic/community pride	Similar	73%	40	255	84%
		Neighborliness of residents in Prescott	Similar	70%	71	306	77%
		Opportunities to participate in social events and activities	Higher	77%	33	316	89%
		Opportunities to volunteer	Higher	84%	16	311	95%
		Opportunities to participate in community matters	Similar	72%	42	311	86%
		Openness and acceptance of the community toward people of diverse backgrounds	Similar	47%	290	329	11%
	Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the next two years.	Residents' connection and engagement with their community	Similar	69%	179	294	39%



Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Prescott (in-person, phone, email, or web) for help or information	Similar	47%	158	333	52%
		Contacted Prescott elected officials (in-person, phone, email, or web) to express your opinion	Similar	18%	100	304	67%
		Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	Similar	29%	31	307	90%
		Watched (online or on television) a local public meeting	Similar	27%	101	296	66%
		Volunteered your time to some group/activity in Prescott	Higher	52%	19	310	94%
		Campaigned or advocated for a local issue, cause, or candidate	Similar	24%	49	300	84%
		Voted in your most recent local election	Similar	82%	61	255	76%
In general, how many times do you:	Access the internet from your home using a computer, laptop, or tablet computer	Similar	95%	122	254	52%	
	Access the internet from your cell phone	Similar	89%	219	256	14%	
	Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	Lower	66%	253	256	1%	
	Use or check email	Similar	95%	186	257	28%	
	Share your opinions online	Similar	21%	231	255	9%	
	Shop online	Similar	47%	210	254	17%	

Complete Set of Frequencies













This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Please rate each of the following aspects of quality of life in Prescott.				43% N=331
	Prescott as a place to live	Excellent		45% N=347
	Good		9% N=71	
	Fair		2% N=15	
	Poor	Your neighborhood as a place to live	Excellent	
		Good		36% N=277
	Fair		9% N=69	
	Poor		4% N=28	
	Prescott as a place to raise children	Excellent		27% N=149
		Good		40% N=219
	Fair		23% N=124	
	Poor		10% N=57	
	Prescott as a place to work	Excellent		13% N=73
		Good		35% N=203
	Fair		35% N=201	
	Poor		17% N=98	
	Prescott as a place to visit	Excellent		60% N=444
		Good		33% N=244
	Fair		6% N=47	
	Poor		1% N=10	

























Please rate each of the following aspects of quality of life in Prescott.

























Prescott as a place to retire	Excellent		48% N=343
	Good		36% N=252
	Fair		10% N=73
	Poor		6% N=41
The overall quality of life in Prescott	Excellent		36% N=269
	Good		47% N=355
	Fair		15% N=110
	Poor		3% N=20
Sense of community	Excellent		33% N=243
	Good		39% N=290
	Fair		20% N=149
	Poor		8% N=63

























Please rate each of the following characteristics as they relate to Prescott as a whole.

























Overall economic health of Prescott	Excellent		9% N=63
	Good		53% N=372
	Fair		29% N=200
	Poor		10% N=67
Overall quality of the transportation system (auto, bicycle, foot, bus) in Prescott	Excellent		5% N=35
	Good		27% N=200
	Fair		34% N=249
	Poor		34% N=247
Overall design or layout of Prescott's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Excellent		7% N=56
	Good		45% N=343
	Fair		35% N=265
	Poor		12% N=94

Please rate each of the following characteristics as they relate to Prescott as a whole.










Overall quality of the utility infrastructure in Prescott (water, sewer, storm water, electric/gas, broadband)	Excellent		15% N=111
	Good		55% N=399
	Fair		23% N=169
	Poor		6% N=45
Overall feeling of safety in Prescott	Excellent		36% N=274
	Good		50% N=382
	Fair		11% N=86
	Poor		3% N=22
Overall quality of natural environment in Prescott	Excellent		56% N=423
	Good		35% N=270
	Fair		7% N=51
	Poor		2% N=17
Overall quality of parks and recreation opportunities	Excellent		46% N=341
	Good		36% N=265
	Fair		14% N=107
	Poor		4% N=30
Overall health and wellness opportunities in Prescott	Excellent		18% N=134
	Good		39% N=287
	Fair		29% N=217
	Poor		14% N=107
Overall opportunities for education, culture, and the arts	Excellent		24% N=177
	Good		43% N=316
	Fair		26% N=191
	Poor		6% N=47

Please rate each of the following characteristics as they relate to Prescott as a whole.	Residents' connection and engagement with their community	Excellent		19% N=133
		Good		45% N=325
		Fair		29% N=208
		Poor		7% N=49
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Prescott to someone who asks	Very likely		48% N=360
		Somewhat likely		35% N=260
		Somewhat unlikely		10% N=76
		Very unlikely		7% N=56
	Remain in Prescott for the next five years	Very likely		69% N=520
		Somewhat likely		17% N=129
		Somewhat unlikely		9% N=65
		Very unlikely		5% N=38
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		82% N=627
		Somewhat safe		14% N=108
		Neither safe nor unsafe		2% N=17
		Somewhat unsafe		1% N=10
		Very unsafe		1% N=4
	In Prescott's downtown/commercial area during the day	Very safe		65% N=490
		Somewhat safe		30% N=227
		Neither safe nor unsafe		4% N=31
		Somewhat unsafe		1% N=7
		Very unsafe		1% N=4
From property crime	Very safe		47% N=352	
	Somewhat safe		43% N=323	
















Please rate how safe or unsafe you feel:	From property crime	Neither safe nor unsafe		6% N=44	
		Somewhat unsafe		4% N=27	
		Very unsafe		1% N=9	
	From violent crime	Very safe		57% N=432	
		Somewhat safe		31% N=235	
		Neither safe nor unsafe		6% N=41	
		Somewhat unsafe		5% N=36	
		Very unsafe		1% N=7	
	From fire, flood, or other natural disaster	Very safe		27% N=203	
		Somewhat safe		47% N=357	
		Neither safe nor unsafe		13% N=98	
		Somewhat unsafe		9% N=71	
		Very unsafe		3% N=24	
	Please rate the job you feel the Prescott community does at each of the following.	Making all residents feel welcome	Excellent		24% N=171
			Good		45% N=328
Fair				20% N=142	
Poor				11% N=81	
Attracting people from diverse backgrounds		Excellent		16% N=101	
		Good		30% N=190	
		Fair		29% N=187	
		Poor		26% N=166	
Valuing/respecting residents from diverse backgrounds		Excellent		17% N=111	
		Good		34% N=228	
		Fair		26% N=170	

Please rate the job you feel the Prescott community does at each of the following.	Valuing/respecting residents from diverse backgrounds	Poor		23% N=151
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Excellent		17% N=112
		Good		36% N=236
		Fair		31% N=206
		Poor		16% N=109
Please rate each of the following in the Prescott community.	Overall quality of business and service establishments in Prescott	Excellent		14% N=104
		Good		59% N=454
		Fair		21% N=157
		Poor		7% N=50
	Variety of business and service establishments in Prescott	Excellent		14% N=104
		Good		47% N=357
		Fair		28% N=214
		Poor		11% N=83
	Vibrancy of downtown/commercial area	Excellent		35% N=262
		Good		48% N=362
		Fair		15% N=114
		Poor		2% N=13
Employment opportunities	Excellent		6% N=32	
	Good		23% N=128	
	Fair		38% N=215	
	Poor		34% N=190	
Shopping opportunities	Excellent		9% N=69	
	Good		37% N=281	
	Fair		39% N=295	

























Please rate each of the following in the Prescott community.

Shopping opportunities	Poor		15% N=112
Cost of living in Prescott	Excellent		5% N=40
	Good		26% N=199
	Fair		32% N=243
	Poor		37% N=278
Overall image or reputation of Prescott	Excellent		35% N=260
	Good		49% N=365
	Fair		15% N=115
	Poor		1% N=10

























Please also rate each of the following in the Prescott community.

Traffic flow on major streets	Excellent		6% N=49
	Good		33% N=255
	Fair		34% N=260
	Poor		26% N=199
Ease of public parking	Excellent		11% N=86
	Good		31% N=233
	Fair		39% N=299
	Poor		19% N=142
Ease of travel by car in Prescott	Excellent		14% N=110
	Good		46% N=352
	Fair		32% N=239
	Poor		8% N=59
Ease of travel by public transportation in Prescott	Excellent		2% N=7
	Good		5% N=22
	Fair		18% N=83

























Please also rate each of the following in the Prescott community.

Ease of travel by public transportation in Prescott	Poor		75% N=338
Ease of travel by bicycle in Prescott	Excellent		6% N=31
	Good		29% N=145
	Fair		36% N=183
	Poor		28% N=143
Ease of walking in Prescott	Excellent		16% N=113
	Good		49% N=353
	Fair		26% N=187
	Poor		10% N=75
Well-planned residential growth	Excellent		4% N=30
	Good		21% N=143
	Fair		34% N=235
	Poor		41% N=281
Well-planned commercial growth	Excellent		3% N=21
	Good		24% N=147
	Fair		44% N=273
	Poor		29% N=183
Well-designed neighborhoods	Excellent		7% N=50
	Good		40% N=283
	Fair		39% N=270
	Poor		14% N=97
Preservation of the historical or cultural character of the community	Excellent		34% N=254
	Good		44% N=324
	Fair		18% N=133

























Please also rate each of the following in the Prescott community.

Preservation of the historical or cultural character of the community	Poor		4% N=32
Public places where people want to spend time	Excellent		28% N=212
	Good		45% N=338
	Fair		21% N=153
	Poor		6% N=41
Variety of housing options	Excellent		4% N=30
	Good		28% N=193
	Fair		34% N=238
	Poor		34% N=238
Availability of affordable quality housing	Excellent		2% N=13
	Good		10% N=67
	Fair		30% N=209
	Poor		58% N=398
Overall quality of new development in Prescott	Excellent		5% N=29
	Good		31% N=199
	Fair		43% N=271
	Poor		21% N=136
Overall appearance of Prescott	Excellent		27% N=208
	Good		53% N=404
	Fair		17% N=126
	Poor		3% N=23
Cleanliness of Prescott	Excellent		35% N=267
	Good		47% N=354
	Fair		16% N=120

























Please also rate each of the following in the Prescott community.

Cleanliness of Prescott	Poor		2% N=18
Water resources (lakes, ponds, rivers, creeks, etc.)	Excellent		33% N=248
	Good		45% N=341
	Fair		18% N=135
	Poor		4% N=30
Air quality	Excellent		39% N=296
	Good		45% N=340
	Fair		13% N=99
	Poor		3% N=19
Availability of paths and walking trails	Excellent		53% N=394
	Good		33% N=250
	Fair		10% N=73
	Poor		4% N=29
Fitness opportunities (including exercise classes and paths or trails, etc.)	Excellent		44% N=318
	Good		42% N=300
	Fair		9% N=68
	Poor		5% N=35
Recreational opportunities	Excellent		42% N=305
	Good		44% N=323
	Fair		11% N=78
	Poor		4% N=28
Availability of affordable quality food	Excellent		15% N=113
	Good		42% N=320
	Fair		31% N=236














Please also rate each of the following in the Prescott community.

Availability of affordable quality food	Poor		11% N=87
Availability of affordable quality health care	Excellent		6% N=41
	Good		21% N=155
	Fair		37% N=271
	Poor		36% N=257
Availability of preventive health services	Excellent		5% N=36
	Good		27% N=176
	Fair		39% N=256
	Poor		29% N=189
Availability of affordable quality mental health care	Excellent		7% N=34
	Good		17% N=79
	Fair		36% N=168
	Poor		40% N=184
Opportunities to attend cultural/arts/music activities	Excellent		35% N=255
	Good		44% N=328
	Fair		18% N=132
	Poor		3% N=24
Community support for the arts	Excellent		35% N=244
	Good		45% N=314
	Fair		16% N=111
	Poor		5% N=33
Availability of affordable quality childcare/preschool	Excellent		8% N=22
	Good		20% N=55
	Fair		37% N=106












Please also rate each of the following in the Prescott community.

























Availability of affordable quality childcare/preschool	Poor		35% N=101
K-12 education	Excellent		12% N=45
	Good		30% N=115
	Fair		42% N=161
	Poor		17% N=65
Adult educational opportunities	Excellent		22% N=135
	Good		50% N=305
	Fair		22% N=137
	Poor		6% N=37
Sense of civic/community pride	Excellent		27% N=191
	Good		47% N=336
	Fair		22% N=159
	Poor		4% N=31
Neighborliness of residents in Prescott	Excellent		25% N=183
	Good		45% N=327
	Fair		22% N=158
	Poor		8% N=54
Opportunities to participate in social events and activities	Excellent		26% N=192
	Good		51% N=371
	Fair		21% N=150
	Poor		2% N=18
Opportunities to attend special events and festivals	Excellent		39% N=291
	Good		45% N=338
	Fair		14% N=103

Please also rate each of the following in the Prescott community.

























Opportunities to attend special events and festivals	Poor		2% N=13
Opportunities to volunteer	Excellent		39% N=263
	Good		45% N=301
	Fair		13% N=86
	Poor		2% N=17
Opportunities to participate in community matters	Excellent		24% N=153
	Good		48% N=310
	Fair		23% N=149
	Poor		5% N=31
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		13% N=79
	Good		34% N=214
	Fair		28% N=176
	Poor		25% N=156

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
























Contacted the City of Prescott (in-person, phone, email, or web) for help or information	No		53% N=404
	Yes		47% N=360
Contacted Prescott elected officials (in-person, phone, email, or web) to express your opinion	No		82% N=625
	Yes		18% N=139
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	No		71% N=545
	Yes		29% N=217
Watched (online or on television) a local public meeting	No		73% N=557
	Yes		27% N=207
Volunteered your time to some group/activity in Prescott	No		49% N=371
	Yes		51% N=394
Campaigned or advocated for a local issue, cause, or candidate	No		76% N=583

Please indicate whether or not you have done each of the following in the last 12 months.	Campaigned or advocated for a local issue, cause, or candidate	Yes		24% N=181
	Voted in your most recent local election	No		18% N=136
		Yes		82% N=625
	Used bus, rail, subway, or other public transportation instead of driving	No		94% N=722
		Yes		6% N=42
	Carpooled with other adults or children instead of driving alone	No		52% N=397
		Yes		48% N=362
	Walked or biked instead of driving	No		43% N=332
		Yes		57% N=432
	Please rate the quality of each of the following services in Prescott.	Public information services	Excellent	
Good				51% N=333
Fair				31% N=201
Poor				5% N=35
Economic development		Excellent		6% N=37
		Good		40% N=231
		Fair		41% N=240
		Poor		13% N=76
Traffic enforcement		Excellent		11% N=80
		Good		37% N=257
		Fair		34% N=236
		Poor		18% N=127
Traffic signal timing		Excellent		7% N=50
	Good		38% N=278	
	Fair		35% N=257	

























Please rate the quality of each of the following services in Prescott.

Traffic signal timing	Poor		20% N=151
Street repair	Excellent		5% N=35
	Good		30% N=223
	Fair		37% N=271
	Poor		29% N=213
Street cleaning	Excellent		13% N=94
	Good		47% N=344
	Fair		29% N=214
	Poor		10% N=73
Street lighting	Excellent		13% N=92
	Good		46% N=337
	Fair		30% N=222
	Poor		11% N=82
Snow removal	Excellent		21% N=147
	Good		46% N=329
	Fair		23% N=163
	Poor		10% N=71
Sidewalk maintenance	Excellent		9% N=62
	Good		42% N=288
	Fair		31% N=216
	Poor		18% N=124
Bus or transit services	Excellent		3% N=10
	Good		10% N=39
	Fair		13% N=52

























Please rate the quality of each of the following services in Prescott.

Bus or transit services	Poor		74% N=292
	Excellent		5% N=25
	Good		24% N=133
	Fair		38% N=203
Land use, planning, and zoning	Poor		33% N=181
	Excellent		6% N=34
	Good		33% N=181
	Fair		38% N=211
Code enforcement (weeds, abandoned buildings, etc.)	Poor		23% N=125
	Excellent		11% N=80
	Good		36% N=255
	Fair		35% N=250
Affordable high-speed internet access	Poor		18% N=124
	Excellent		40% N=302
	Good		49% N=365
	Fair		9% N=69
Garbage collection	Poor		1% N=11
	Excellent		26% N=190
	Good		46% N=338
	Fair		18% N=133
Drinking water	Poor		11% N=78
	Excellent		32% N=224
	Good		54% N=382
	Fair		11% N=76
Sewer services			

























Please rate the quality of each of the following services in Prescott.

Sewer services	Poor		3% N=19
Storm water management (storm drainage, dams, levees, etc.)	Excellent		21% N=144
	Good		50% N=335
	Fair		19% N=128
	Poor		9% N=63
Power (electric and/or gas) utility	Excellent		30% N=222
	Good		51% N=378
	Fair		17% N=122
	Poor		2% N=14
Utility billing	Excellent		28% N=205
	Good		49% N=352
	Fair		20% N=143
	Poor		3% N=23
Police services	Excellent		33% N=222
	Good		49% N=334
	Fair		14% N=96
	Poor		4% N=27
Crime prevention	Excellent		26% N=163
	Good		52% N=333
	Fair		18% N=114
	Poor		4% N=26
Animal control	Excellent		20% N=123
	Good		56% N=338
	Fair		17% N=104










Please rate the quality of each of the following services in Prescott.

Animal control	Poor		6% N=37
Ambulance or emergency medical services	Excellent		23% N=133
	Good		53% N=310
	Fair		19% N=112
	Poor		5% N=32
Fire services	Excellent		39% N=243
	Good		51% N=318
	Fair		9% N=59
	Poor		1% N=4
Fire prevention and education	Excellent		32% N=196
	Good		51% N=313
	Fair		14% N=90
	Poor		3% N=21
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Excellent		22% N=114
	Good		45% N=236
	Fair		23% N=124
	Poor		10% N=55
Preservation of natural areas (open space, farmlands, and greenbelts)	Excellent		20% N=136
	Good		43% N=292
	Fair		26% N=179
	Poor		11% N=78
Prescott open space	Excellent		20% N=140
	Good		45% N=305
	Fair		26% N=181
















Please rate the quality of each of the following services in Prescott.

Prescott open space	Poor		8% N=57
	Excellent		18% N=119
	Good		46% N=314
	Fair		22% N=148
	Poor		15% N=99
Yard waste pick-up	Excellent		19% N=111
	Good		41% N=242
	Fair		28% N=165
	Poor		13% N=76
City parks	Excellent		26% N=185
	Good		48% N=336
	Fair		20% N=138
	Poor		6% N=44
Recreation programs or classes	Excellent		21% N=107
	Good		47% N=243
	Fair		24% N=126
	Poor		8% N=40
Recreation centers or facilities	Excellent		17% N=98
	Good		49% N=273
	Fair		22% N=121
	Poor		12% N=69
Health services	Excellent		7% N=48
	Good		33% N=218
	Fair		38% N=251

























Please rate the quality of each of the following services in Prescott.

























Health services	Poor		22% N=147
Public library services	Excellent		52% N=339
	Good		37% N=240
	Fair		10% N=63
	Poor		1% N=7
Overall customer service by Prescott employees (police, receptionists, planners, etc.)	Excellent		28% N=192
	Good		54% N=367
	Fair		15% N=100
	Poor		4% N=25

Please rate the following categories of Prescott government performance.

























The value of services for the taxes paid to Prescott	Excellent		14% N=96
	Good		49% N=333
	Fair		25% N=172
	Poor		12% N=79
The overall direction that Prescott is taking	Excellent		8% N=51
	Good		39% N=264
	Fair		33% N=221
	Poor		20% N=138
The job Prescott government does at welcoming resident involvement	Excellent		13% N=70
	Good		39% N=219
	Fair		34% N=186
	Poor		14% N=80
Overall confidence in Prescott government	Excellent		8% N=60
	Good		38% N=269
	Fair		36% N=251

Please rate the following categories of Prescott government performance.


















Overall confidence in Prescott government	Poor		18% N=124
	Excellent		11% N=73
Generally acting in the best interest of the community	Good		41% N=281
	Fair		30% N=210
	Poor		18% N=127
	Excellent		12% N=69
Being honest	Good		40% N=234
	Fair		31% N=185
	Poor		17% N=102
	Excellent		10% N=62
Being open and transparent to the public	Good		34% N=217
	Fair		36% N=225
	Poor		20% N=126
	Excellent		11% N=72
Informing residents about issues facing the community	Good		37% N=244
	Fair		34% N=224
	Poor		19% N=127
	Excellent		15% N=81
Treating all residents fairly	Good		43% N=240
	Fair		22% N=125
	Poor		20% N=113
	Excellent		18% N=108
Treating residents with respect	Good		47% N=293
	Fair		22% N=134
	Excellent		18% N=108

Please rate the following categories of Prescott government performance.	Treating residents with respect	Poor		13% N=82
	Overall, how would you rate the quality of the services provided by each of the following?	The City of Prescott	Excellent	
Good			55% N=403	
Fair			25% N=184	
Poor			4% N=30	
The Federal Government		Excellent		4% N=27
Good		30% N=212		
Fair		30% N=211		
Poor		35% N=246		
Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the coming two years.	Overall economic health of Prescott	Essential		49% N=368
		Very important		42% N=312
		Somewhat important		9% N=68
		Not at all important		0% N=3
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Prescott	Essential		31% N=238
Very important			39% N=296	
Somewhat important			26% N=196	
Not at all important			4% N=32	
Overall design or layout of Prescott's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		35% N=266	
	Very important		43% N=327	
	Somewhat important		20% N=154	
	Not at all important		2% N=15	
Overall quality of the utility infrastructure in Prescott (water, sewer, storm water, electric/gas, broadband)	Essential		50% N=378	
	Very important		39% N=297	
	Somewhat important		11% N=82	

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

Overall quality of the utility infrastructure in Prescott (water, sewer, storm water, electric/gas, broadband)	Not at all important		1% N=6
Overall feeling of safety in Prescott	Essential		51% N=385
	Very important		37% N=280
	Somewhat important		11% N=84
	Not at all important		2% N=13
Overall quality of natural environment in Prescott	Essential		49% N=369
	Very important		40% N=302
	Somewhat important		9% N=70
	Not at all important		2% N=13
Overall quality of parks and recreation opportunities	Essential		33% N=253
	Very important		46% N=351
	Somewhat important		19% N=146
	Not at all important		2% N=14
Overall health and wellness opportunities in Prescott	Essential		47% N=356
	Very important		40% N=309
	Somewhat important		11% N=88
	Not at all important		2% N=12
Overall opportunities for education, culture, and the arts	Essential		29% N=219
	Very important		44% N=332
	Somewhat important		23% N=176
	Not at all important		4% N=30
Residents' connection and engagement with their community	Essential		22% N=168
	Very important		47% N=360
	Somewhat important		26% N=198

Prescott community to focus on each of the following in the coming two years.	Residents' connection and engagement with their community	Not at all important	4% N=33
In general, how many times do you:	Access the internet from your home using a computer, laptop, or tablet computer	Several times a day	77% N=585
		Once a day	10% N=75
		A few times a week	8% N=58
		Every few weeks	2% N=12
		Less often or never	4% N=28
	Access the internet from your cell phone	Several times a day	78% N=587
		Once a day	6% N=48
		A few times a week	5% N=38
		Every few weeks	1% N=8
		Less often or never	10% N=72
	Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	Several times a day	41% N=311
		Once a day	15% N=111
		A few times a week	10% N=75
		Every few weeks	3% N=24
		Less often or never	31% N=235
Use or check email		Several times a day	70% N=527
		Once a day	20% N=148
		A few times a week	6% N=46
		Every few weeks	2% N=15
		Less often or never	3% N=20
Share your opinions online		Several times a day	8% N=57
		Once a day	3% N=21
		A few times a week	10% N=75

In general, how many times do you:	Share your opinions online	Every few weeks		16% N=121
		Less often or never		63% N=466
Shop online		Several times a day		13% N=93
		Once a day		6% N=41
		A few times a week		29% N=218
		Every few weeks		36% N=270
		Less often or never		17% N=124
	Please rate your overall health.		Excellent	
		Very good		43% N=328
		Good		22% N=167
		Fair		4% N=32
		Poor		1% N=10
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		3% N=21
		Somewhat positive		8% N=62
		Neutral		41% N=307
		Somewhat negative		37% N=278
		Very negative		12% N=91

Methods (Open Participation)



As part of its participation in The National Community Survey™ (The NCS™), the City of Prescott conducted a survey of 770 residents. Survey invitations were mailed to randomly selected households and data were collected from October 10, 2023 to November 21, 2023. The results from this main survey effort represent the most robust estimate of your residents’ opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Prescott. The open participation survey was identical to the probability sample survey with two small updates; it asked the respondent to confirm they lived in Prescott and also a question about where they heard about the survey. The open participation survey was open to all city residents and became available on November 7, 2023. The survey remained open for two weeks and there were 270 responses.

The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2020 Census and 2022 American Community Survey estimates for adults in the City of Prescott. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.¹⁸ The results of the weighting scheme for the..












		Unweighted	Weighted	Target ¹⁹
Age	18-34	4%	17%	17%
	35-54	19%	17%	17%
	55+	77%	66%	65%
Hispanic	No, not of Hispanic, Latino/a/x, or Spanish origin	95%	92%	92%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	5%	8%	8%
Housing type	Attached	9%	32%	32%
	Detached	91%	68%	68%
Race/ethnicity	Not white alone	11%	14%	13%
	White alone, not Hispanic or Latino	89%	86%	87%
Sex	Man	38%	48%	48%
	Woman	62%	52%	52%
Sex/age	Man 18-34	2%	9%	9%
	Man 35-54	7%	8%	8%
	Man 55+	29%	31%	31%
	Woman 18-34	3%	8%	8%
	Woman 35-54	12%	9%	9%
	Woman 55+	47%	34%	34%

Tenure	Own	90%	70%	70%
	Rent	10%	30%	30%

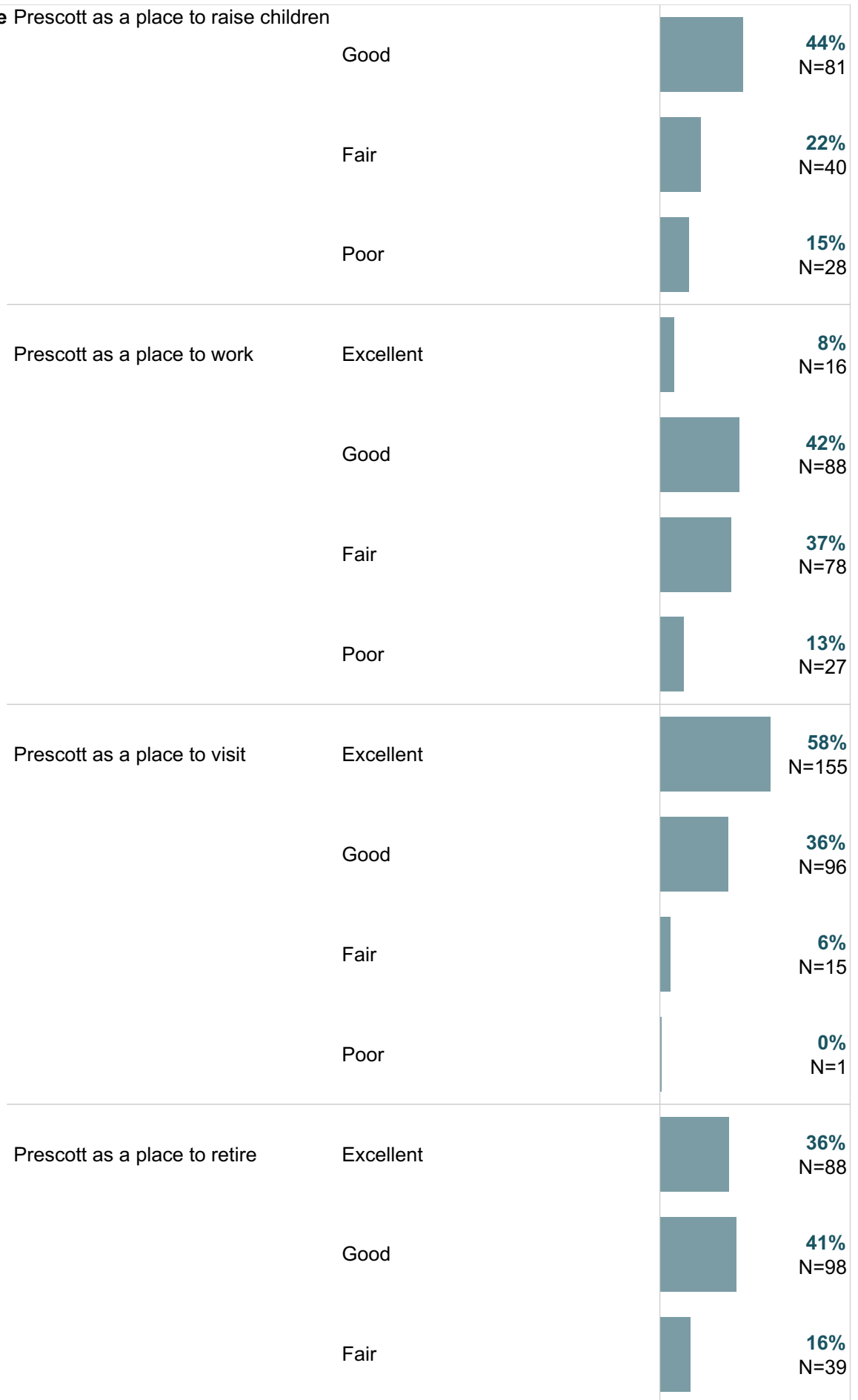
18. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf...>















Open Participation Survey Results

This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

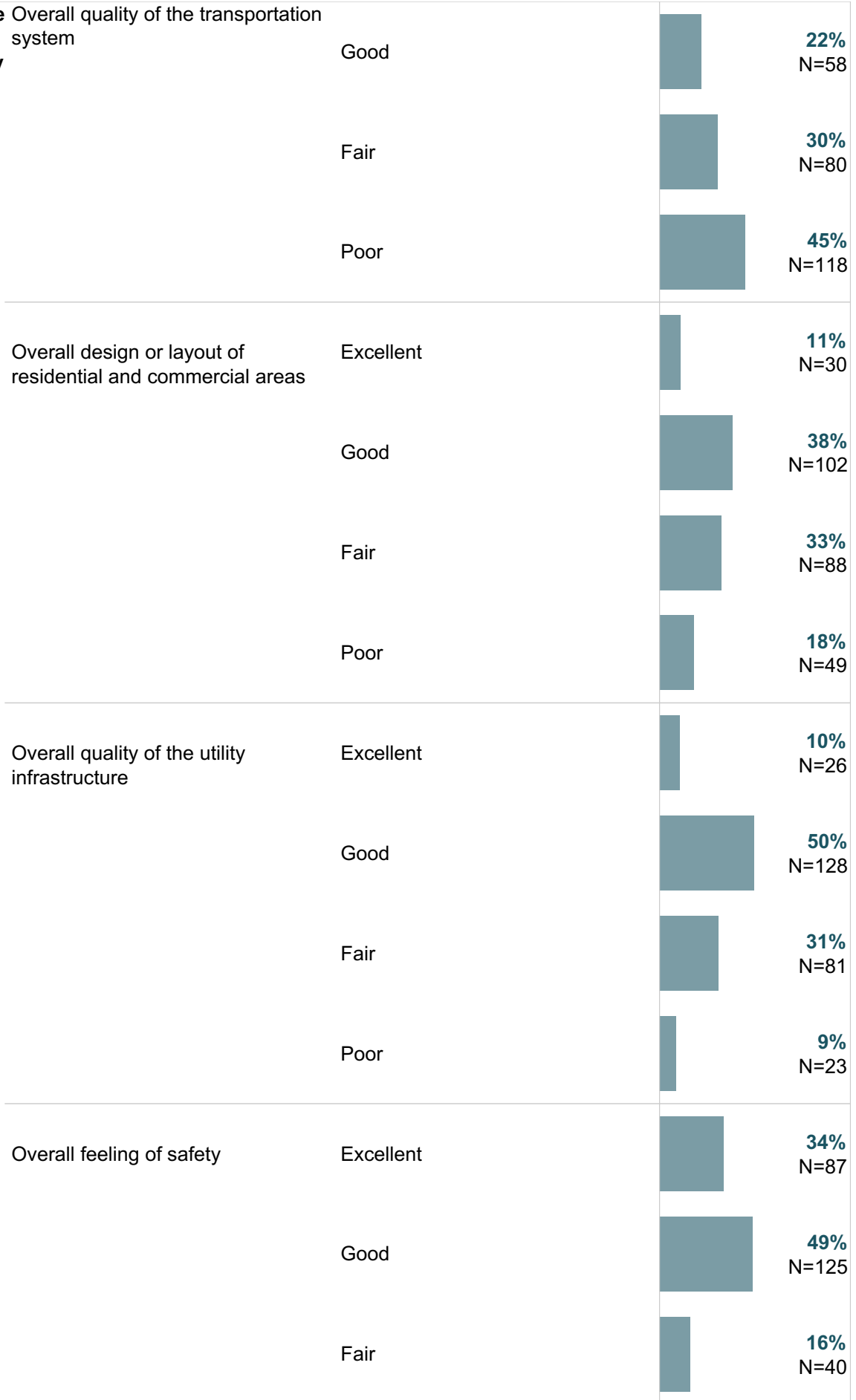
Do you live within the city limits of Prescott?	Yes	 89% N=235
	No	 11% N=30
Please rate each of the following aspects of quality of life in Prescott.	Excellent	 39% N=104
	Good	 51% N=137
	Fair	 10% N=26
	Poor	 1% N=2
Your neighborhood as a place to live	Excellent	 50% N=131
	Good	 34% N=91
	Fair	 14% N=36
	Poor	 2% N=6
Prescott as a place to raise children	Excellent	 19% N=36















Please rate each of the following aspects of quality of life in Prescott.

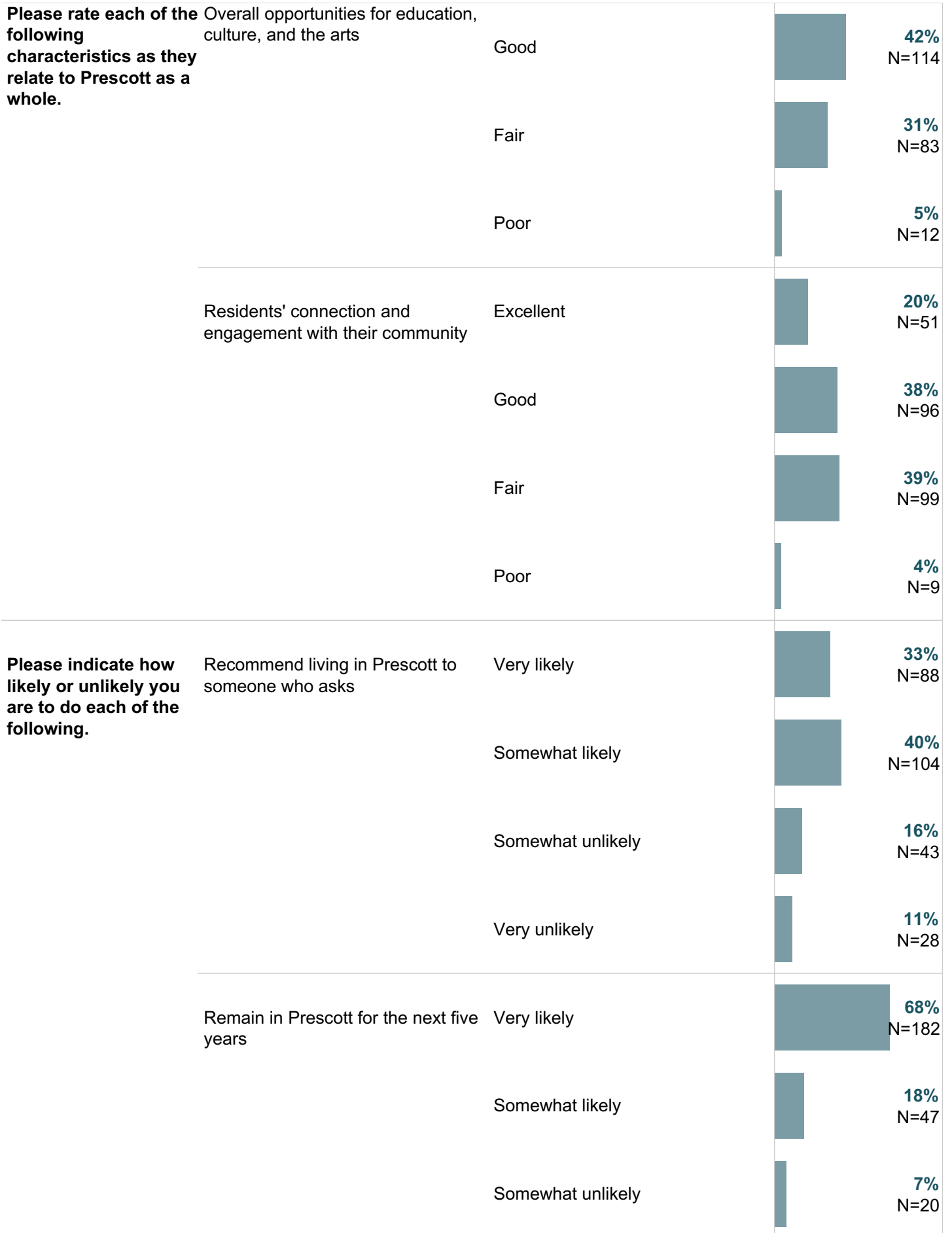
















Please rate each of the following aspects of quality of life in Prescott.	Prescott as a place to retire	Poor		7% N=17
	The overall quality of life	Excellent		35% N=94
		Good		46% N=124
		Fair		18% N=49
		Poor		1% N=3
Sense of community	Excellent		28% N=74	
	Good		41% N=108	
	Fair		24% N=63	
	Poor		8% N=21	
Please rate each of the following characteristics as they relate to Prescott as a whole.	Overall economic health	Excellent		8% N=19
		Good		58% N=146
		Fair		26% N=64
		Poor		9% N=22
Overall quality of the transportation system	Excellent		3% N=9	

Please rate each of the following characteristics as they relate to Prescott as a whole.

















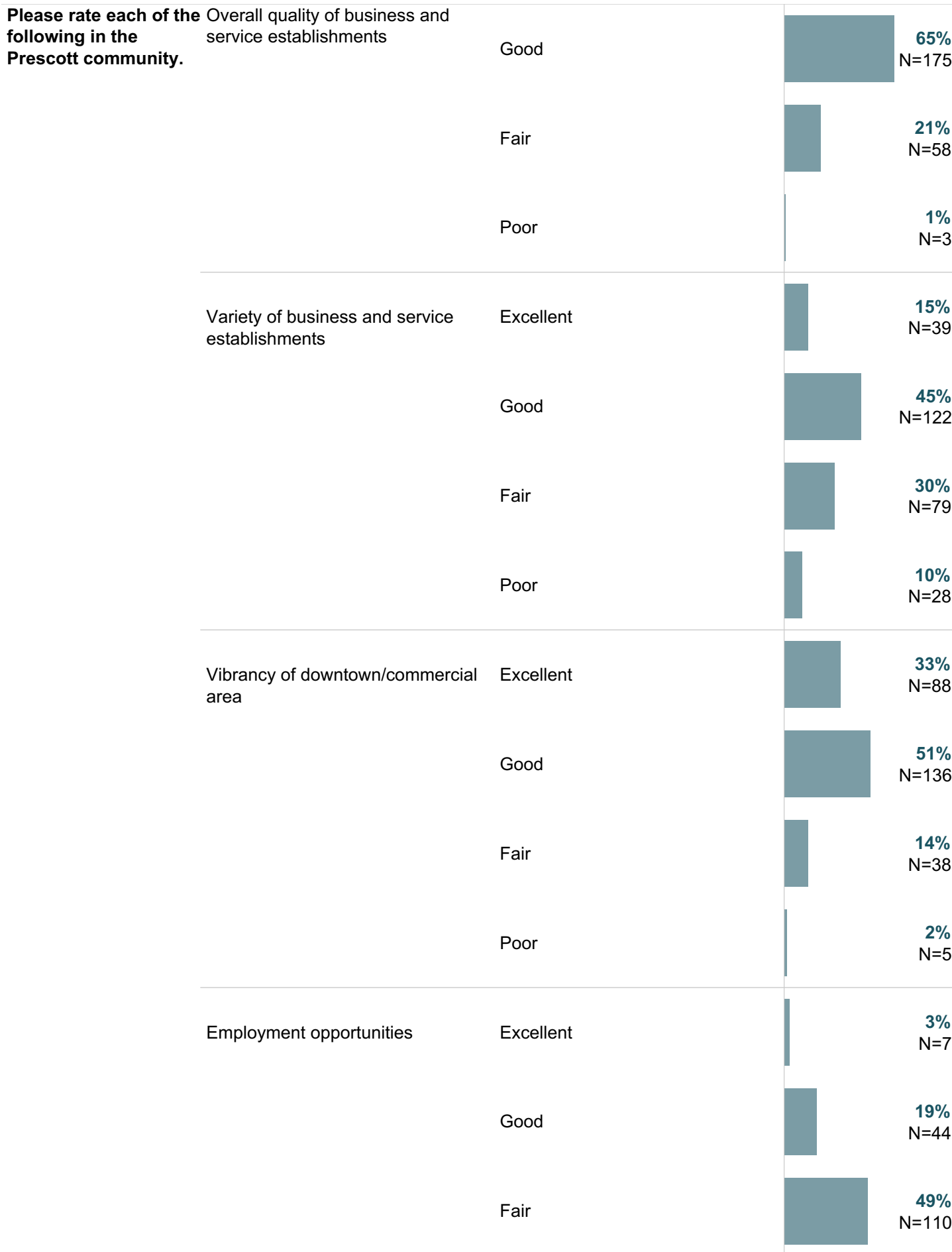
Please rate each of the following characteristics as they relate to Prescott as a whole.			
Overall feeling of safety	Poor		2% N=5
Overall quality of natural environment	Excellent		55% N=148
	Good		34% N=92
	Fair		9% N=25
	Poor		1% N=3
Overall quality of parks and recreation opportunities	Excellent		38% N=101
	Good		43% N=113
	Fair		14% N=36
	Poor		5% N=14
Overall health and wellness opportunities	Excellent		13% N=35
	Good		38% N=99
	Fair		34% N=89
	Poor		15% N=39
Overall opportunities for education, culture, and the arts	Excellent		22% N=58

















Please indicate how likely or unlikely you are to do each of the following.	Remain in Prescott for the next five years	Very unlikely		6% N=17
	Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe	
Somewhat safe				16% N=41
Neither safe nor unsafe				4% N=10
Somewhat unsafe				1% N=3
In Prescott's downtown/commercial area during the day	Very safe		66% N=178	
	Somewhat safe		24% N=64	
	Neither safe nor unsafe		5% N=13	
	Somewhat unsafe		3% N=9	
	Very unsafe		2% N=5	
From property crime	Very safe		49% N=129	
	Somewhat safe		37% N=99	
	Neither safe nor unsafe		7% N=19	
	Somewhat unsafe		7% N=18	

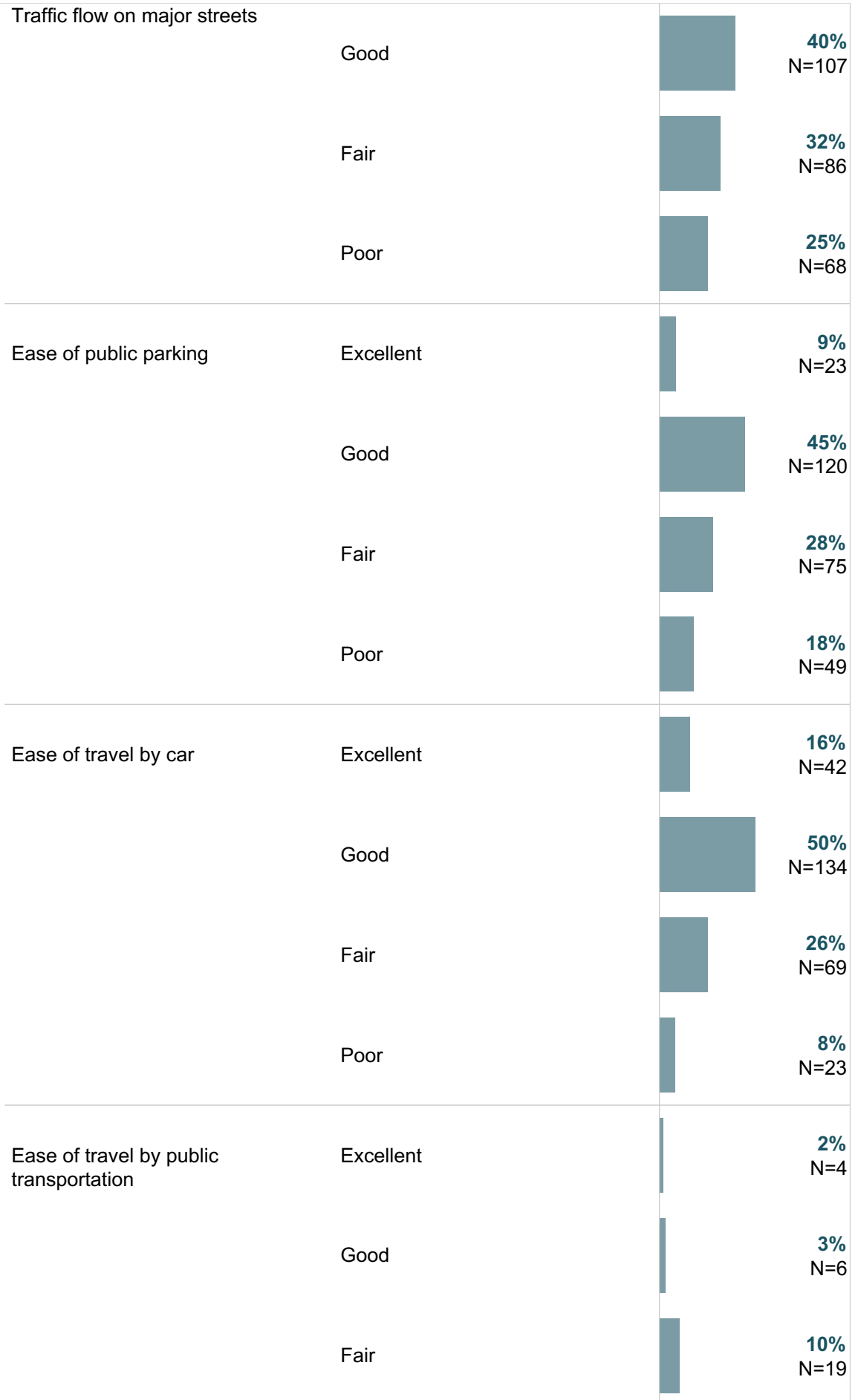
Please rate how safe or unsafe you feel:	From property crime	Very unsafe	0% N=1
	From violent crime	Very safe	58% N=154
Somewhat safe		30% N=78	
Neither safe nor unsafe		7% N=18	
Somewhat unsafe		5% N=13	
Very unsafe		0% N=1	
From fire, flood, or other natural disaster		Very safe	29% N=79
	Somewhat safe	39% N=104	
	Neither safe nor unsafe	15% N=39	
	Somewhat unsafe	15% N=39	
	Very unsafe	2% N=7	
Please rate the job you feel the Prescott community does at each of the following.	Making all residents feel welcome	Excellent	20% N=53
		Good	42% N=110
		Fair	27% N=71

Please rate the job you feel the Prescott community does at each of the following.	Making all residents feel welcome	Poor		11% N=29
	Attracting people from diverse backgrounds	Excellent		12% N=31
		Good		26% N=64
		Fair		25% N=62
		Poor		38% N=95
Valuing/respecting residents from diverse backgrounds	Excellent		15% N=37	
	Good		28% N=69	
	Fair		25% N=63	
	Poor		32% N=79	
Taking care of vulnerable residents	Excellent		11% N=28	
	Good		35% N=85	
	Fair		29% N=71	
	Poor		25% N=63	
Please rate each of the following in the Prescott community	Overall quality of business and service establishments	Excellent		13% N=34
















Please rate each of the following in the Prescott community.	Employment opportunities	Poor		28% N=63
	Shopping opportunities	Excellent		8% N=22
Good			46% N=125	
Fair			32% N=86	
Poor			13% N=36	
Cost of living	Excellent		1% N=2	
	Good		22% N=59	
	Fair		34% N=90	
	Poor		44% N=117	
Overall image or reputation	Excellent		32% N=86	
	Good		45% N=121	
	Fair		15% N=40	
	Poor		8% N=21	
Please also rate each of the following in the Prescott community.	Traffic flow on major streets	Excellent		3% N=9

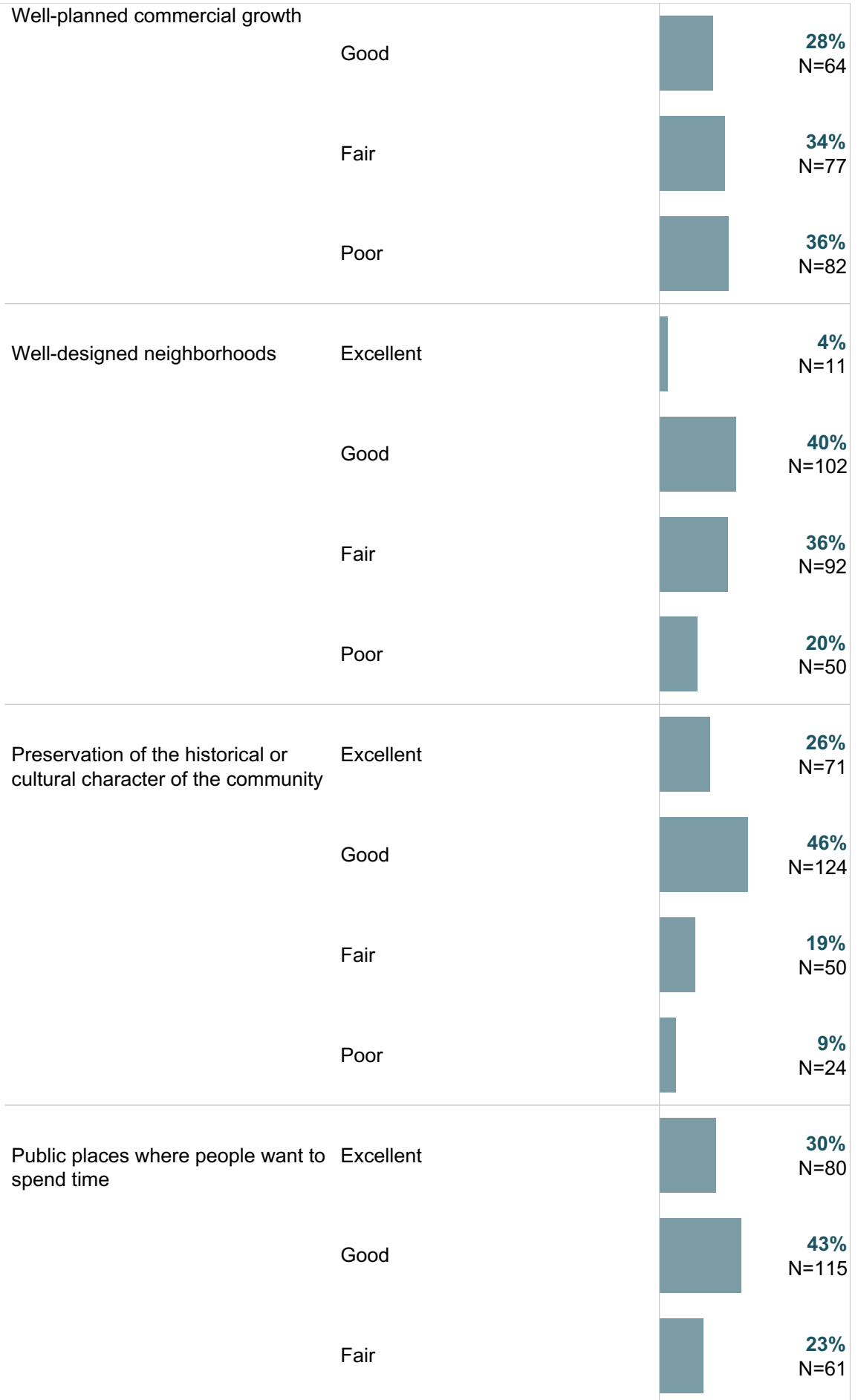
Please also rate each of the following in the Prescott community.



Please also rate each of the following in the Prescott community.

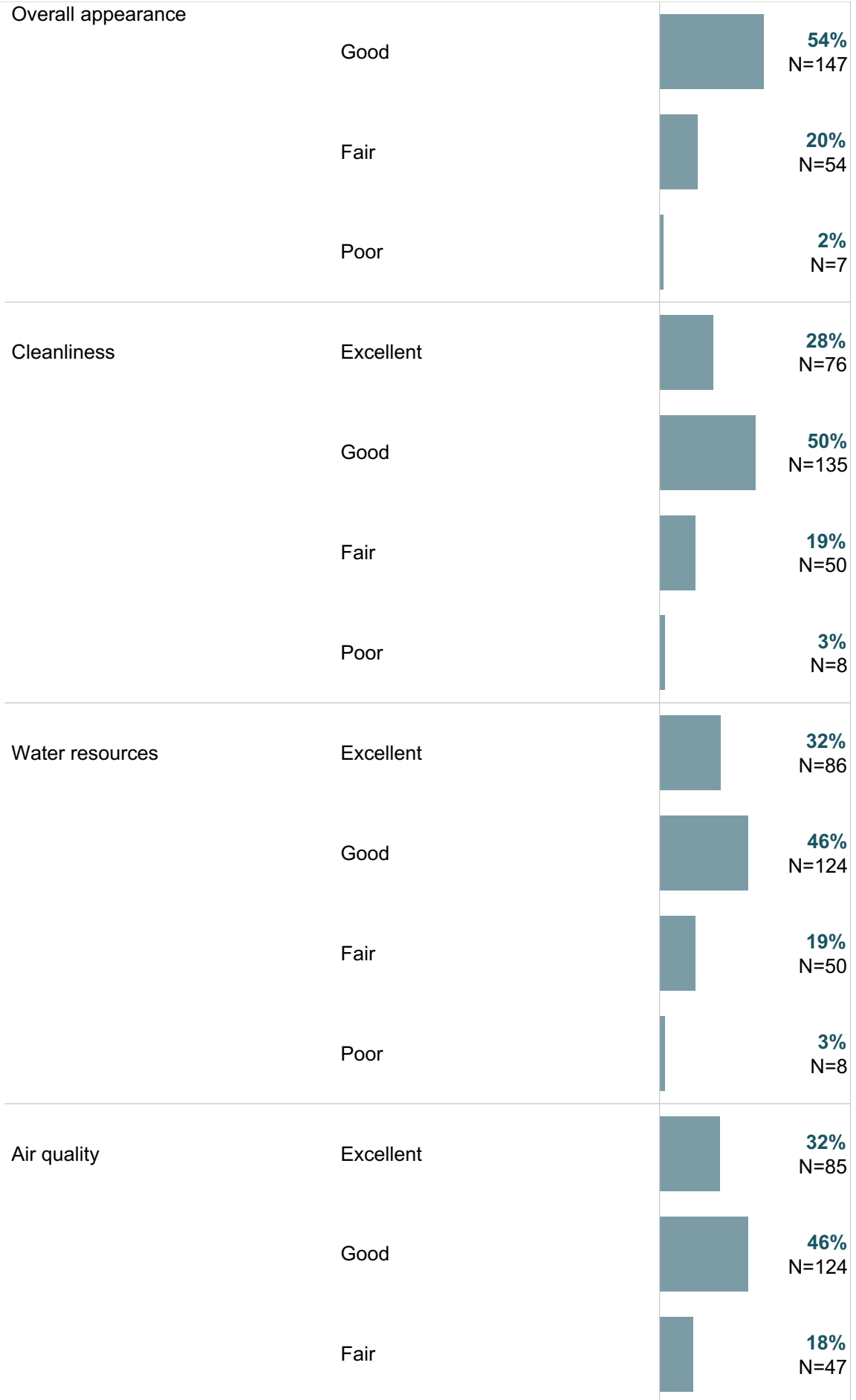
Ease of travel by public transportation	Poor		84% N=156
Ease of travel by bicycle	Excellent		6% N=11
	Good		21% N=37
	Fair		33% N=60
	Poor		40% N=72
Ease of walking	Excellent		16% N=43
	Good		45% N=120
	Fair		24% N=64
	Poor		14% N=36
Well-planned residential growth	Excellent		6% N=13
	Good		17% N=39
	Fair		25% N=59
	Poor		53% N=124
Well-planned commercial growth	Excellent		1% N=3















Please also rate each of the following in the Prescott community.



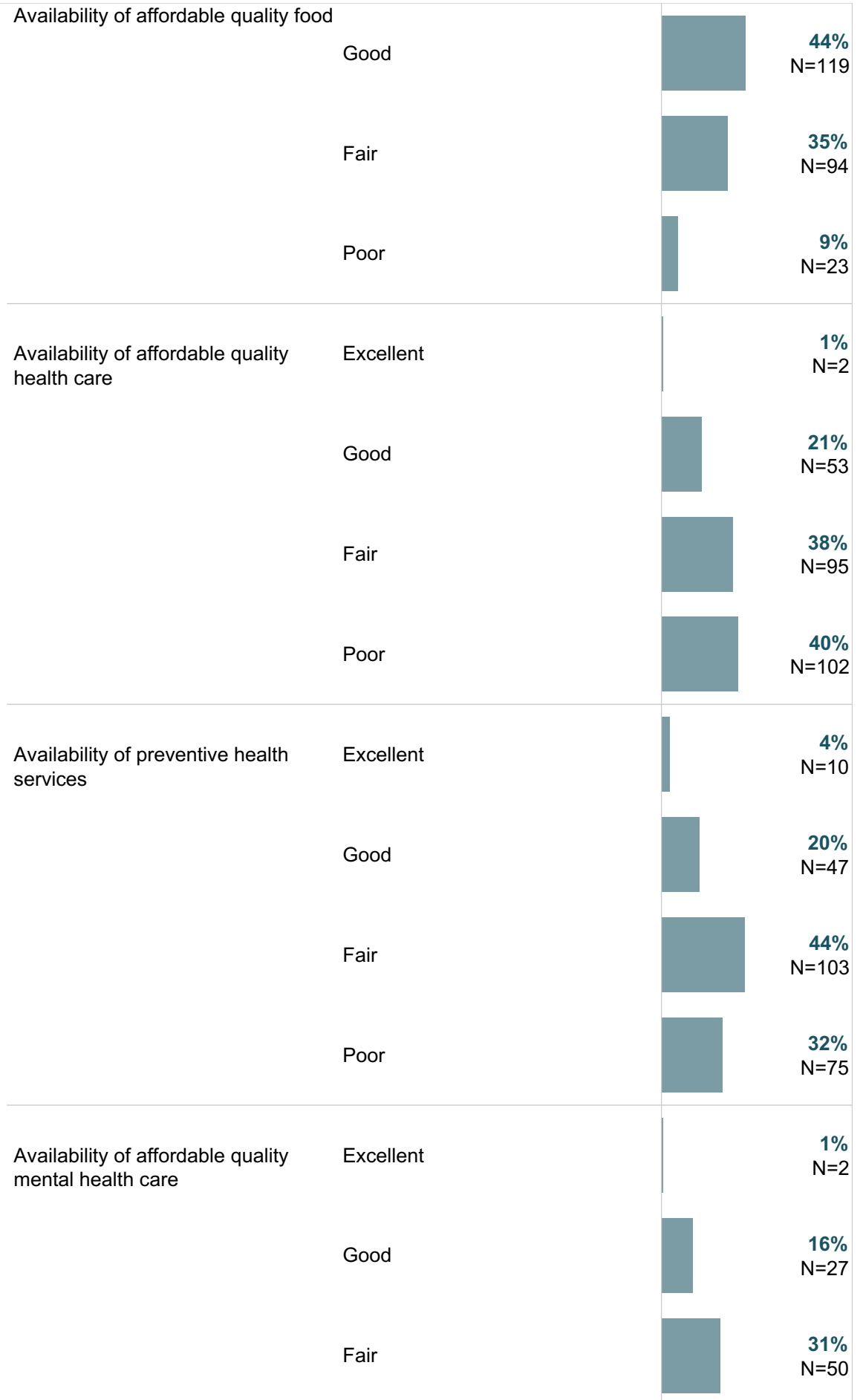
Please also rate each of the following in the Prescott community.			
	Public places where people want to spend time	Poor	4% N=11
Variety of housing options		Excellent	5% N=13
		Good	24% N=59
		Fair	25% N=63
		Poor	46% N=116
Availability of affordable quality housing		Excellent	3% N=8
		Good	8% N=20
		Fair	19% N=46
		Poor	69% N=169
Overall quality of new development		Excellent	2% N=4
		Good	26% N=63
		Fair	42% N=100
		Poor	31% N=74
Overall appearance		Excellent	23% N=62

Please also rate each of the following in the Prescott community.

















Please also rate each of the following in the Prescott community.			
Air quality	Poor		5% N=13
Availability of paths and walking trails	Excellent		44% N=116
	Good		38% N=99
	Fair		12% N=30
	Poor		6% N=17
Fitness opportunities	Excellent		40% N=106
	Good		45% N=118
	Fair		12% N=33
	Poor		2% N=5
Recreational opportunities	Excellent		49% N=130
	Good		40% N=106
	Fair		11% N=31
	Poor		0% N=1
Availability of affordable quality food	Excellent		12% N=32















Please also rate each of the following in the Prescott community.

















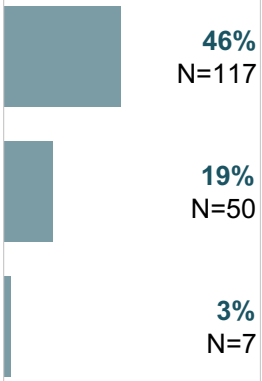
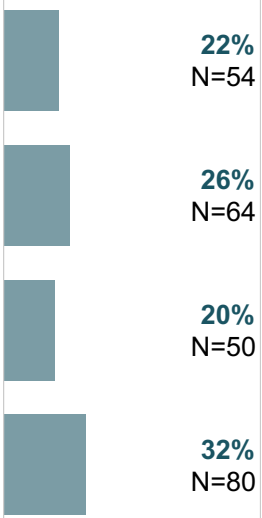
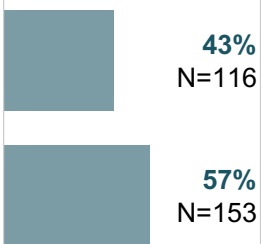
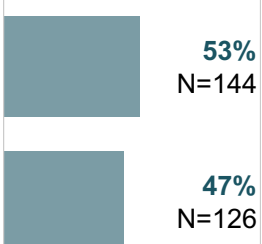
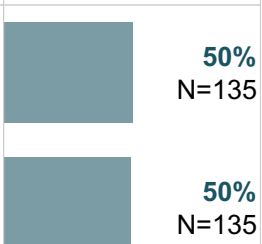
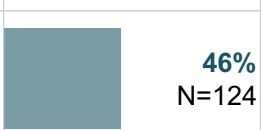
Please also rate each of the following in the Prescott community.











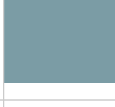



Availability of affordable quality mental health care	Poor		52% N=84
Opportunities to attend cultural/arts/music activities	Excellent		35% N=92
	Good		41% N=107
	Fair		22% N=57
	Poor		3% N=7
Community support for the arts	Excellent		32% N=80
	Good		47% N=116
	Fair		21% N=52
	Poor		0% N=1
Availability of affordable quality childcare/preschool	Excellent		1% N=1
	Good		22% N=24
	Fair		24% N=26
	Poor		53% N=59
K-12 education	Excellent		8% N=12

Please also rate each of the following in the Prescott community.

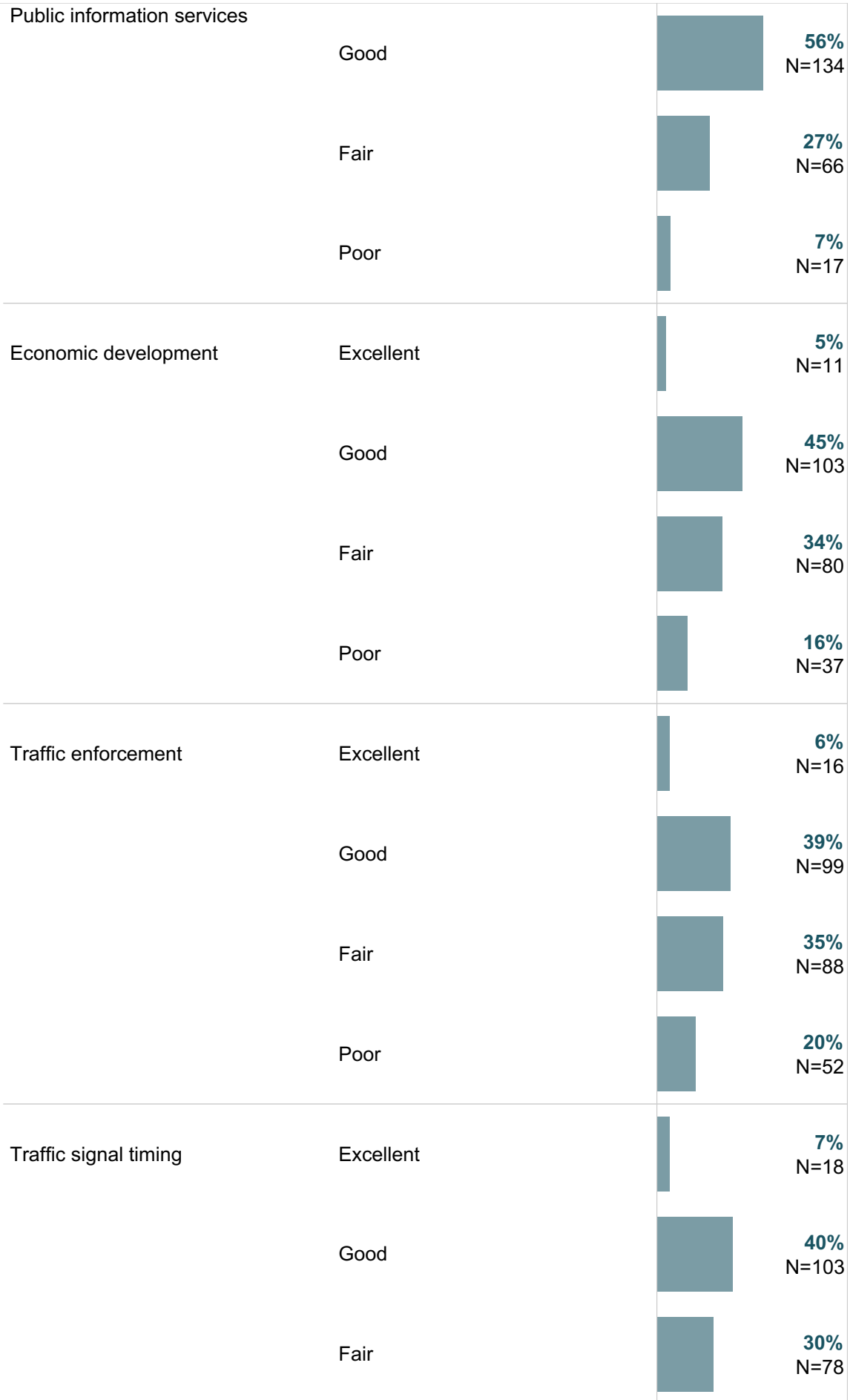
K-12 education	Good		36% N=57
	Fair		37% N=58
	Poor		19% N=30
Adult educational opportunities	Excellent		17% N=42
	Good		57% N=138
	Fair		20% N=48
	Poor		6% N=15
Sense of civic/community pride	Excellent		27% N=70
	Good		46% N=123
	Fair		21% N=54
	Poor		6% N=17
Neighborliness of residents	Excellent		24% N=64
	Good		42% N=112
	Fair		27% N=71

Please also rate each of the following in the Prescott community.	Neighborhoodliness of residents	Poor		8% N=21
	Opportunities to participate in social events and activities	Excellent		33% N=89
		Good		47% N=125
		Fair		18% N=47
		Poor		2% N=5
	Opportunities to attend special events and festivals	Excellent		43% N=115
Good			45% N=120	
Fair			11% N=30	
Poor			0% N=1	
Opportunities to volunteer	Excellent		42% N=105	
	Good		44% N=110	
	Fair		11% N=28	
	Poor		2% N=5	
Opportunities to participate in community matters	Excellent		32% N=81	















Please also rate each of the following in the Prescott community.	Opportunities to participate in community matters	Good		46% N=117
		Fair		19% N=50
		Poor		3% N=7
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		22% N=54
		Good		26% N=64
		Fair		20% N=50
		Poor		32% N=80
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Prescott for help or information	No		43% N=116
		Yes		57% N=153
	Contacted Prescott elected officials to express your opinion	No		53% N=144
		Yes		47% N=126
	Attended a local public meeting	No		50% N=135
		Yes		50% N=135
	Watched a local public meeting	No		46% N=124

Please indicate whether or not you have done each of the following in the last 12 months.	Watched a local public meeting	Yes		54% N=146
	Volunteered your time to some group/activity	No		35% N=95
Yes			65% N=173	
Campaigned or advocated for a local issue, cause, or candidate	No		52% N=140	
	Yes		48% N=130	
Voted in your most recent local election	No		9% N=25	
	Yes		91% N=244	
Used public transportation instead of driving	No		96% N=258	
	Yes		4% N=10	
Carpooled with other adults or children instead of driving alone	No		56% N=150	
	Yes		44% N=119	
Walked or biked instead of driving	No		45% N=121	
	Yes		55% N=147	
Please rate the quality of each of the following services in	Public information services	Excellent		10% N=24

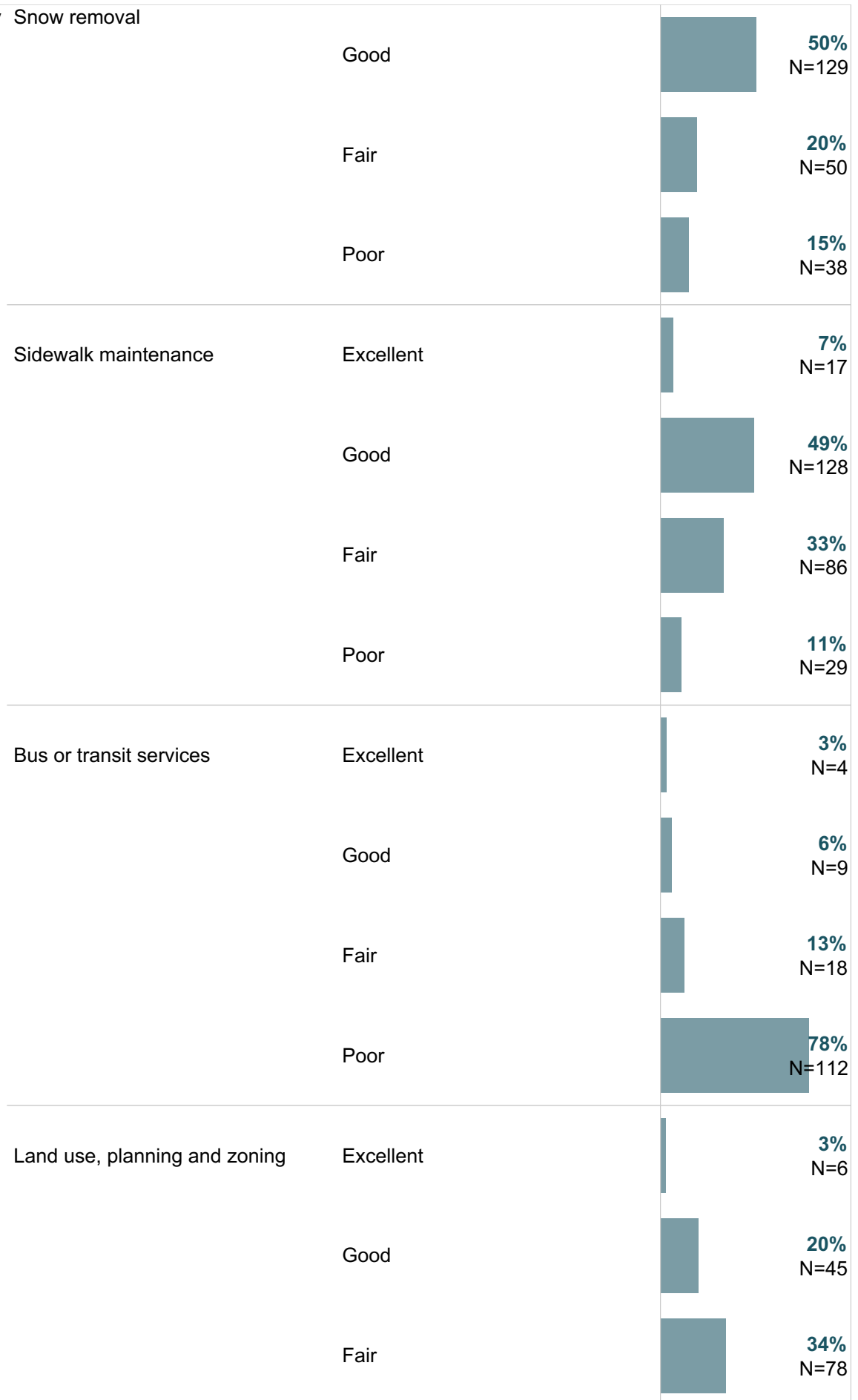
Please rate the quality of each of the following services in Prescott.
















Please rate the quality of each of the following services in Prescott.

Traffic signal timing	Poor		24% N=62
Street repair	Excellent		5% N=14
	Good		28% N=76
	Fair		36% N=98
	Poor		30% N=82
Street cleaning	Excellent		11% N=28
	Good		52% N=137
	Fair		29% N=76
	Poor		8% N=22
Street lighting	Excellent		16% N=41
	Good		54% N=141
	Fair		23% N=60
	Poor		7% N=19
Snow removal	Excellent		15% N=39

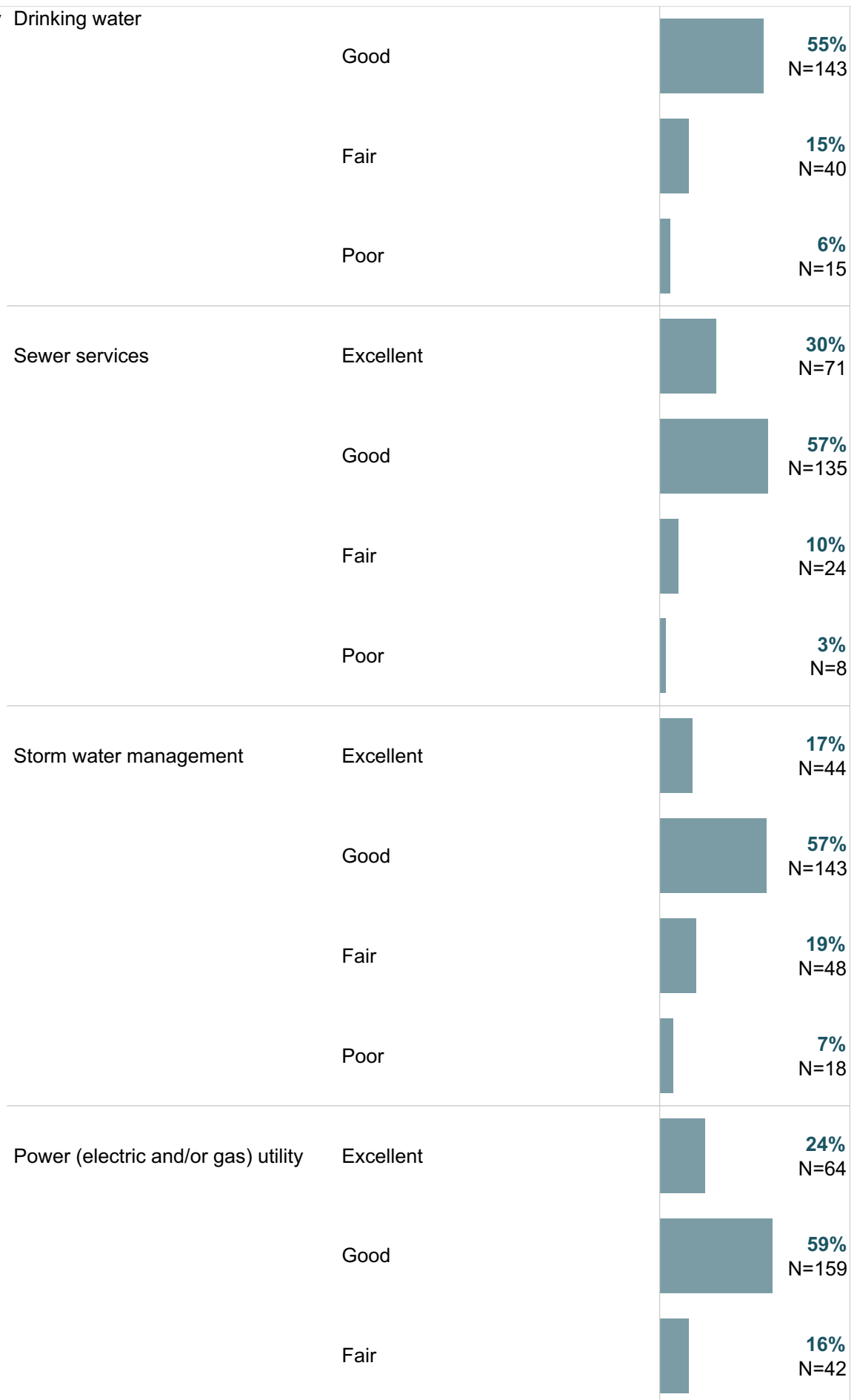
Please rate the quality of each of the following services in Prescott.












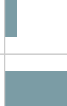




Please rate the quality of each of the following services in Prescott.

Land use, planning and zoning	Poor		43% N=97
Code enforcement	Excellent		6% N=12
	Good		23% N=47
	Fair		39% N=81
	Poor		32% N=67
Affordable high-speed internet access	Excellent		10% N=26
	Good		36% N=90
	Fair		35% N=89
	Poor		19% N=49
Garbage collection	Excellent		36% N=94
	Good		56% N=146
	Fair		6% N=16
	Poor		1% N=3
Drinking water	Excellent		24% N=64

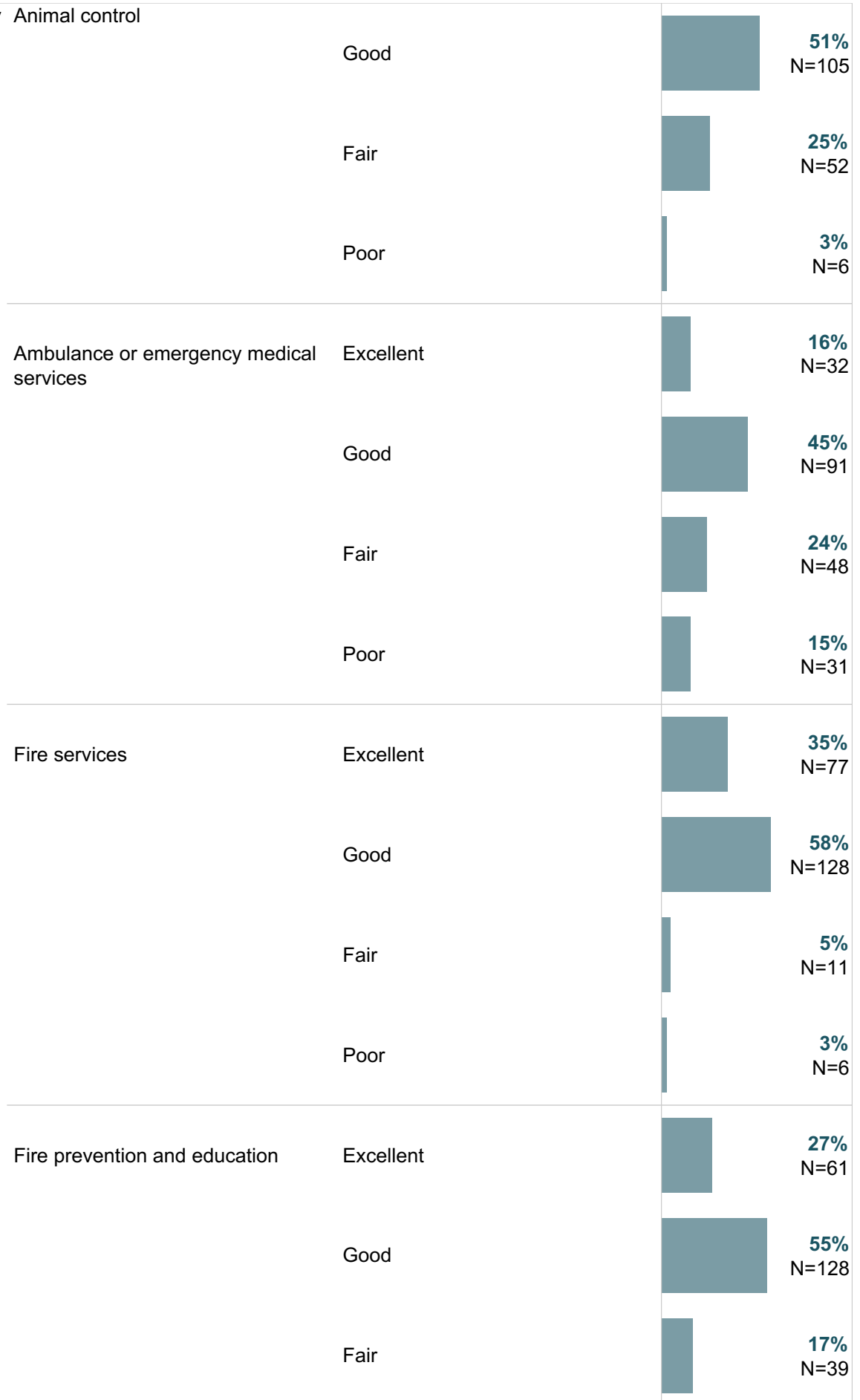
Please rate the quality of each of the following services in Prescott.

















Please rate the quality of each of the following services in Prescott.

Power (electric and/or gas) utility	Poor		1% N=4
Utility billing	Excellent		21% N=53
	Good		59% N=149
	Fair		17% N=42
	Poor		3% N=8
Police/Sheriff services	Excellent		32% N=81
	Good		51% N=129
	Fair		11% N=29
	Poor		5% N=12
Crime prevention	Excellent		26% N=62
	Good		55% N=131
	Fair		14% N=35
	Poor		5% N=12
Animal control	Excellent		20% N=42

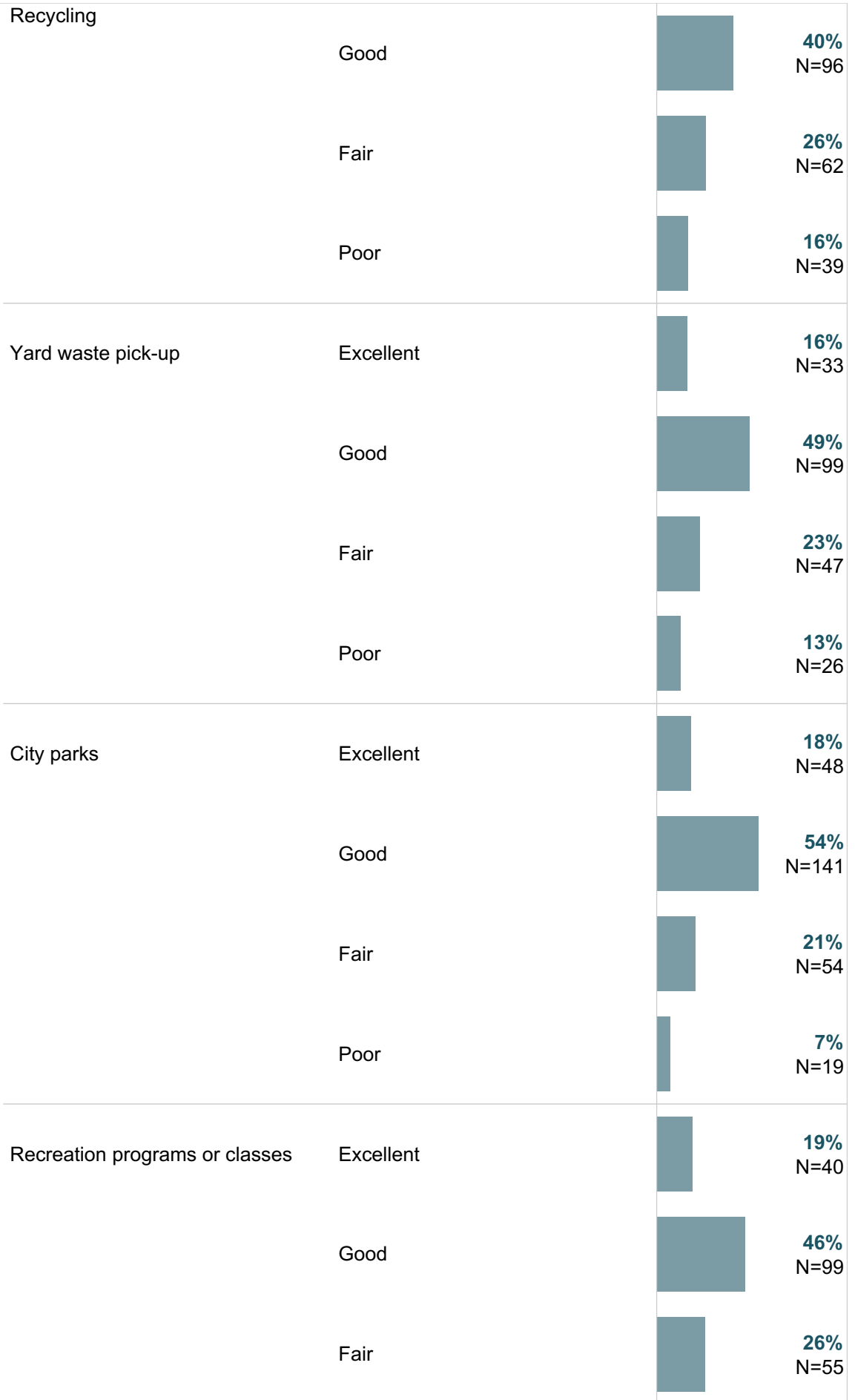
Please rate the quality of each of the following services in Prescott.

















Please rate the quality of each of the following services in Prescott.















Fire prevention and education	Poor		1% N=3
Emergency preparedness	Excellent		15% N=33
	Good		50% N=107
	Fair		24% N=53
	Poor		11% N=23
Preservation of natural areas	Excellent		22% N=58
	Good		37% N=97
	Fair		23% N=59
	Poor		18% N=46
Prescott open space	Excellent		25% N=65
	Good		40% N=104
	Fair		23% N=59
	Poor		12% N=31
Recycling	Excellent		17% N=41















Please rate the quality of each of the following services in Prescott.































Please rate the quality of each of the following services in Prescott.

Recreation programs or classes	Poor		9% N=20
Recreation centers or facilities	Excellent		19% N=44
	Good		41% N=94
	Fair		29% N=67
	Poor		10% N=24
Health services	Excellent		5% N=13
	Good		27% N=65
	Fair		34% N=81
	Poor		34% N=83
Public library services	Excellent		52% N=116
	Good		39% N=86
	Fair		7% N=16
	Poor		2% N=3
Overall customer service by Prescott employees	Excellent		35% N=86

<p>Please rate the quality of each of the following services in Prescott.</p>	Overall customer service by Prescott employees	Good		<p>46% N=111</p>
		Fair		<p>13% N=30</p>
		Poor		<p>6% N=15</p>
<p>Please rate the following categories of Prescott government performance.</p>	The value of services for the taxes paid to Prescott	Excellent		<p>16% N=41</p>
		Good		<p>48% N=123</p>
		Fair		<p>25% N=63</p>
		Poor		<p>11% N=29</p>
	The overall direction that Prescott is taking	Excellent		<p>5% N=13</p>
		Good		<p>33% N=85</p>
		Fair		<p>39% N=98</p>
		Poor		<p>23% N=59</p>
	The job Prescott government does at welcoming resident involvement	Excellent		<p>16% N=37</p>
		Good		<p>36% N=81</p>
		Fair		<p>35% N=80</p>

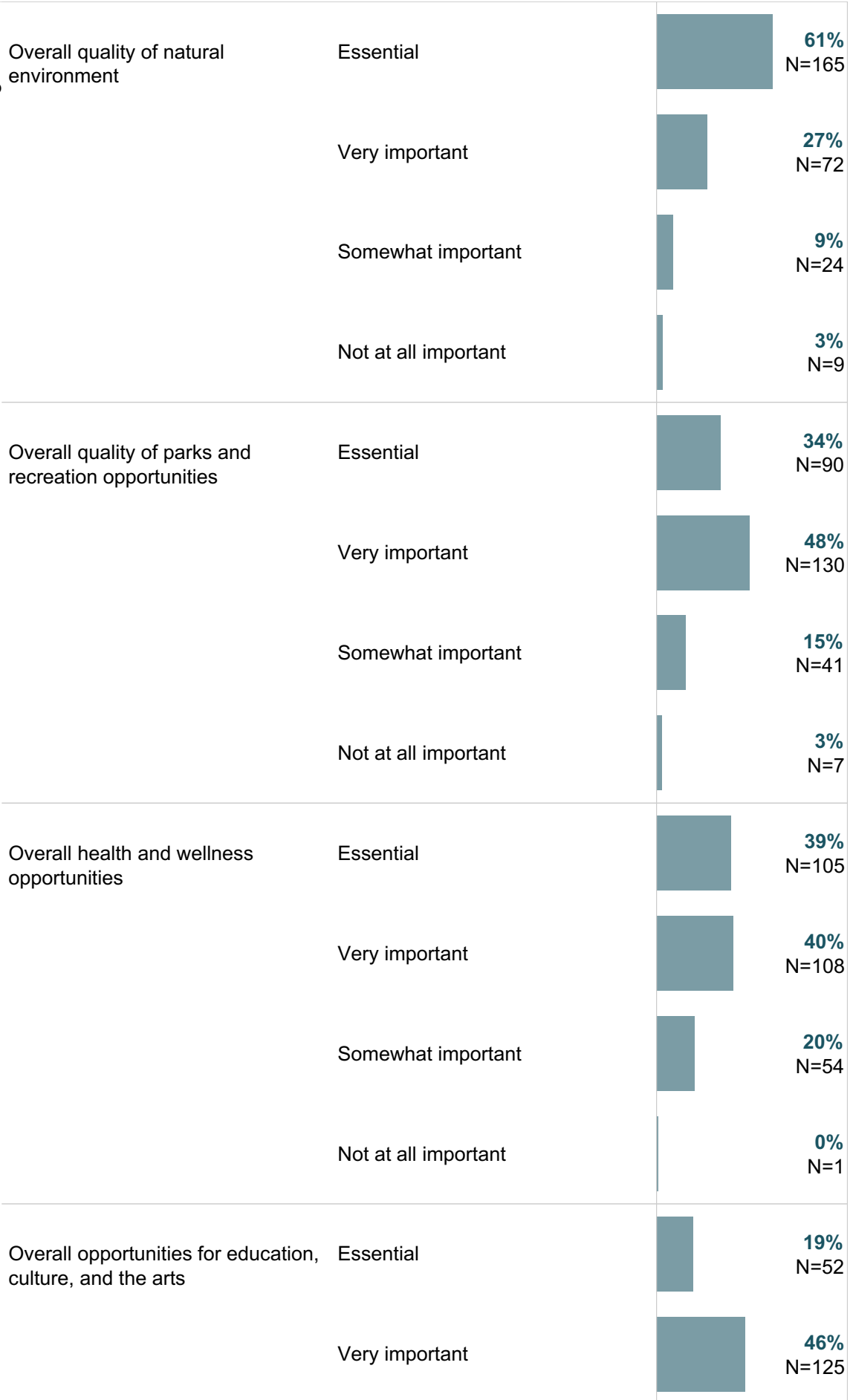
Please rate the following categories of Prescott government performance.	The job Prescott government does at welcoming resident involvement	Poor		14% N=31
	Overall confidence in Prescott government	Excellent		6% N=15
		Good		32% N=84
		Fair		40% N=105
		Poor		23% N=60
	Generally acting in the best interest of the community	Excellent		12% N=30
Good			26% N=68	
Fair			38% N=99	
Poor			24% N=64	
Being honest	Excellent		10% N=24	
	Good		29% N=70	
	Fair		41% N=98	
	Poor		20% N=49	
Being open and transparent to the public	Excellent		11% N=27	

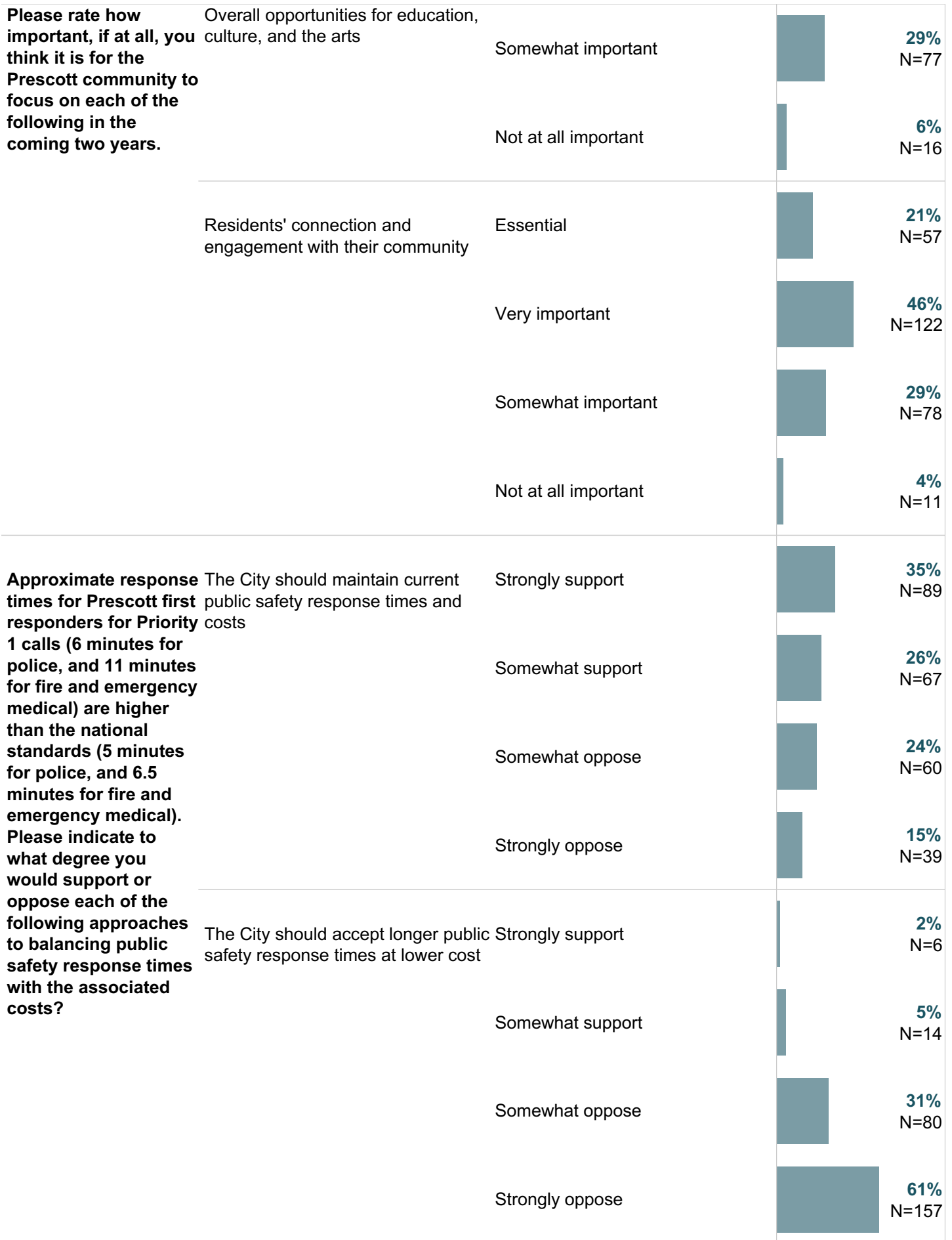
Please rate the following categories of Prescott government performance.	Being open and transparent to the public		
	Good		28% N=69
	Fair		39% N=97
	Poor		23% N=58
	Informing residents about issues facing the community		
Excellent		12% N=31	
Good		34% N=89	
Fair		37% N=96	
Poor		17% N=45	
Treating all residents fairly			
Excellent		18% N=40	
Good		34% N=77	
Fair		24% N=55	
Poor		24% N=56	
Treating residents with respect			
Excellent		17% N=39	
Good		42% N=98	
Fair		28% N=66	















following categories of Prescott government performance.	Treating residents with respect	Poor		12% N=29
	Overall, how would you rate the quality of the services provided by each of the following?	The City of Prescott	Excellent	
The City of Prescott		Good		52% N=136
The City of Prescott		Fair		27% N=71
The City of Prescott		Poor		6% N=14
The Federal Government		Excellent		3% N=8
	The Federal Government	Good		28% N=71
	The Federal Government	Fair		32% N=82
	The Federal Government	Poor		37% N=93
	Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the coming two years.	Overall economic health	Essential	
Overall economic health		Very important		38% N=100
Overall economic health		Somewhat important		17% N=45
	Overall quality of the transportation system	Essential		33% N=90
	Overall quality of the transportation system	Very important		33% N=88















Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the coming two years.	Overall quality of the transportation system	
		Somewhat important
	Not at all important	8% N=22
Overall design or layout of residential and commercial areas		
	Essential	35% N=94
	Very important	34% N=93
	Somewhat important	27% N=73
	Not at all important	4% N=11
Overall quality of the utility infrastructure		
	Essential	52% N=140
	Very important	37% N=101
	Somewhat important	8% N=21
	Not at all important	3% N=7
Overall feeling of safety		
	Essential	45% N=118
	Very important	38% N=101
	Somewhat important	15% N=39
	Not at all important	3% N=7

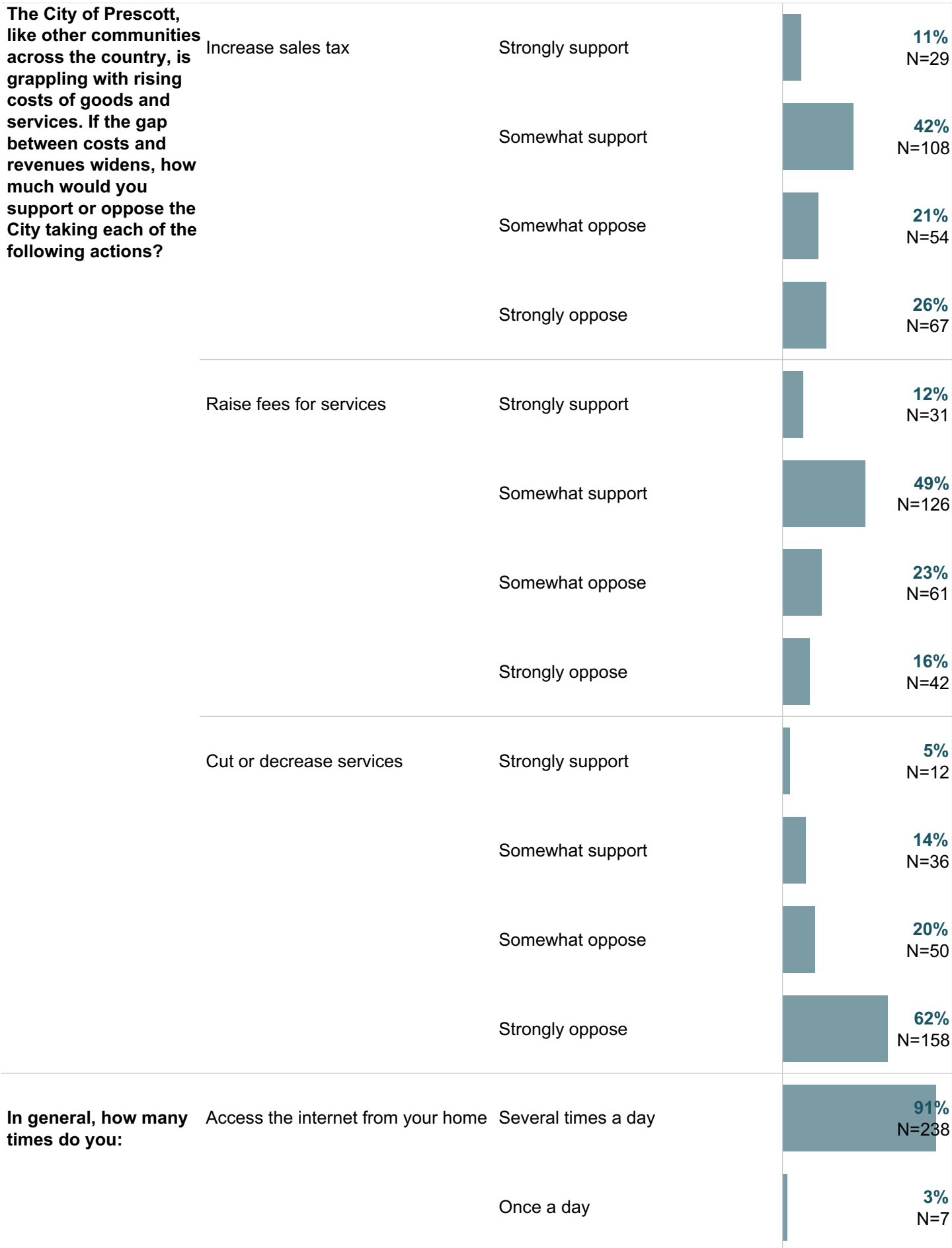
Please rate how important, if at all, you think it is for the Prescott community to focus on each of the following in the coming two years.

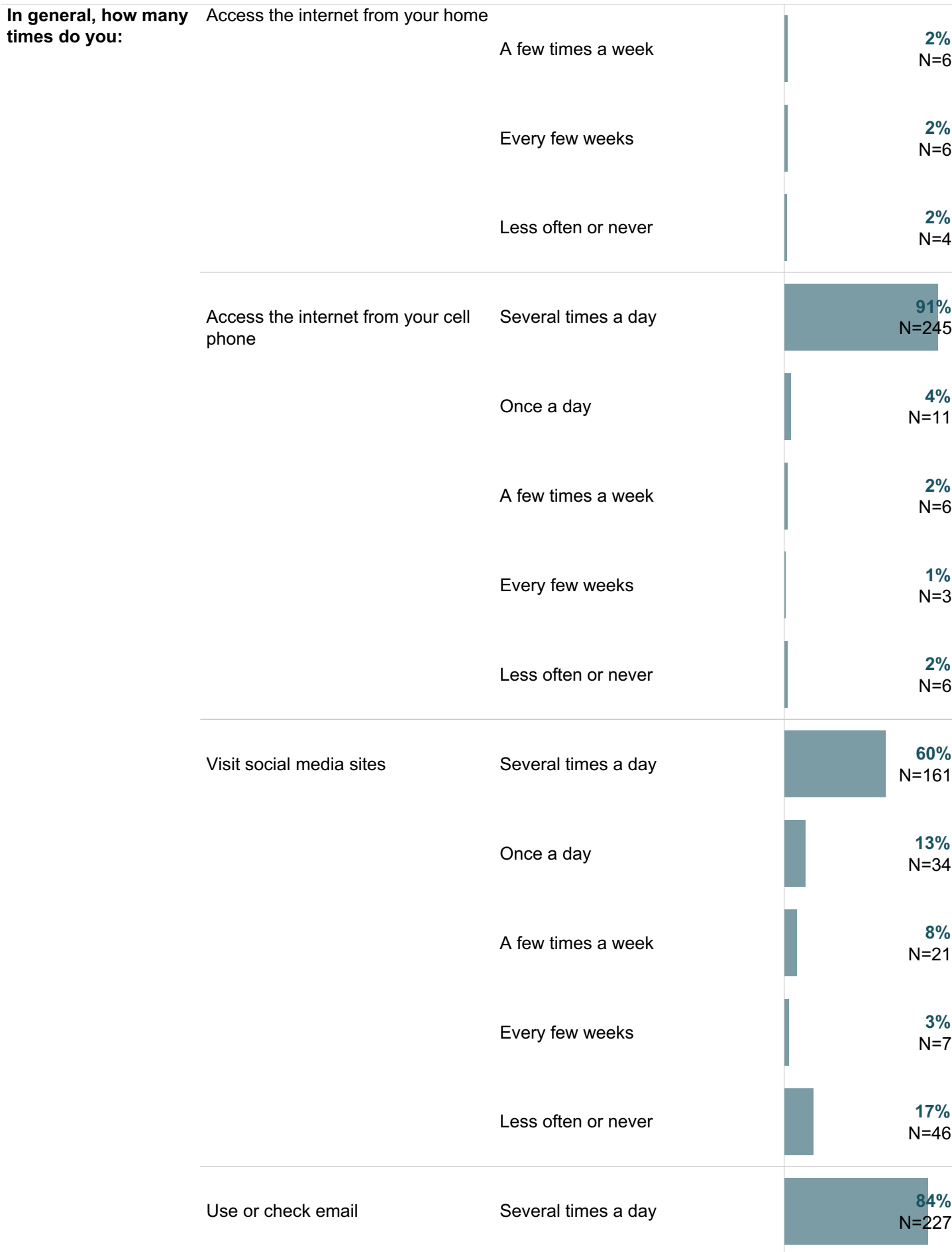


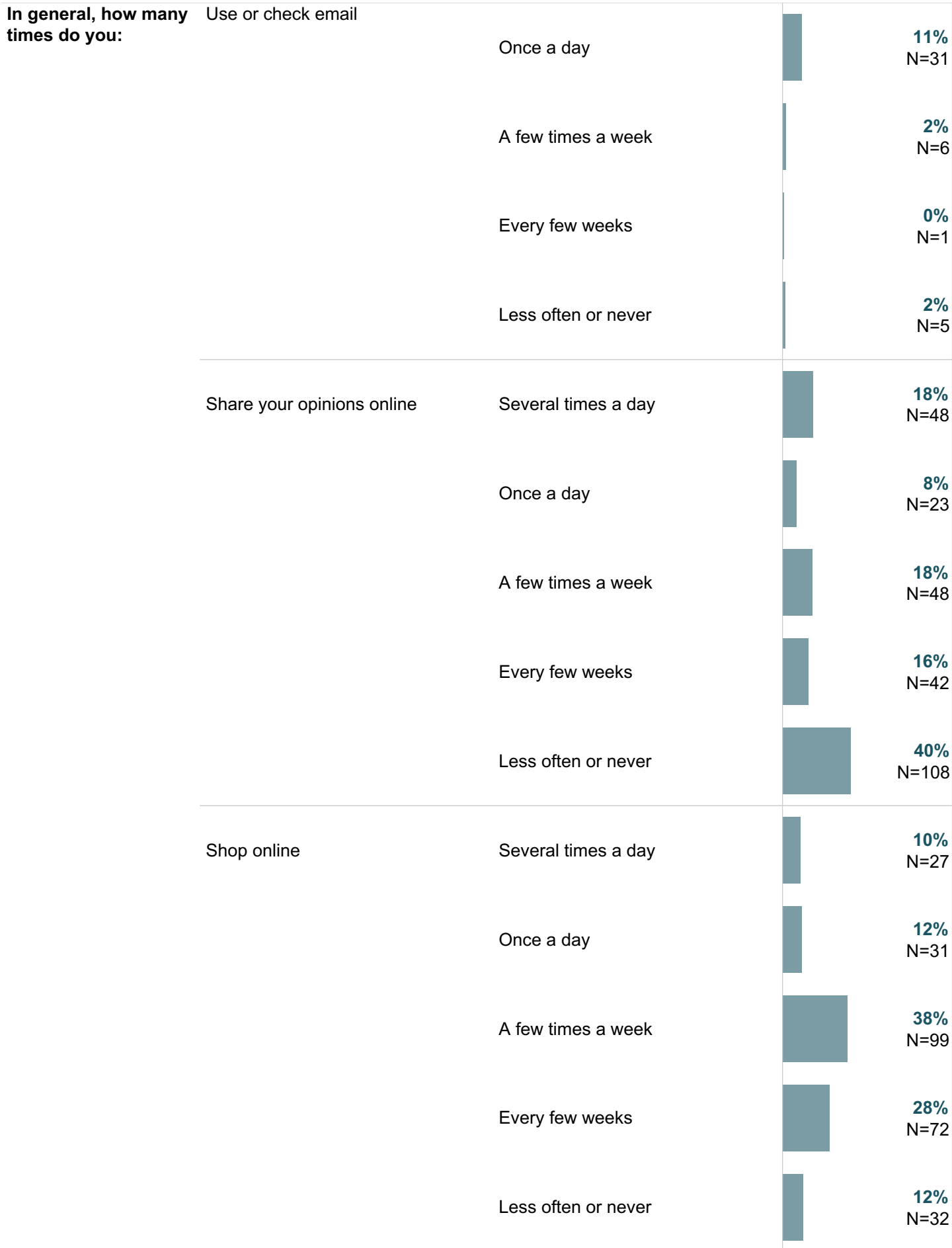


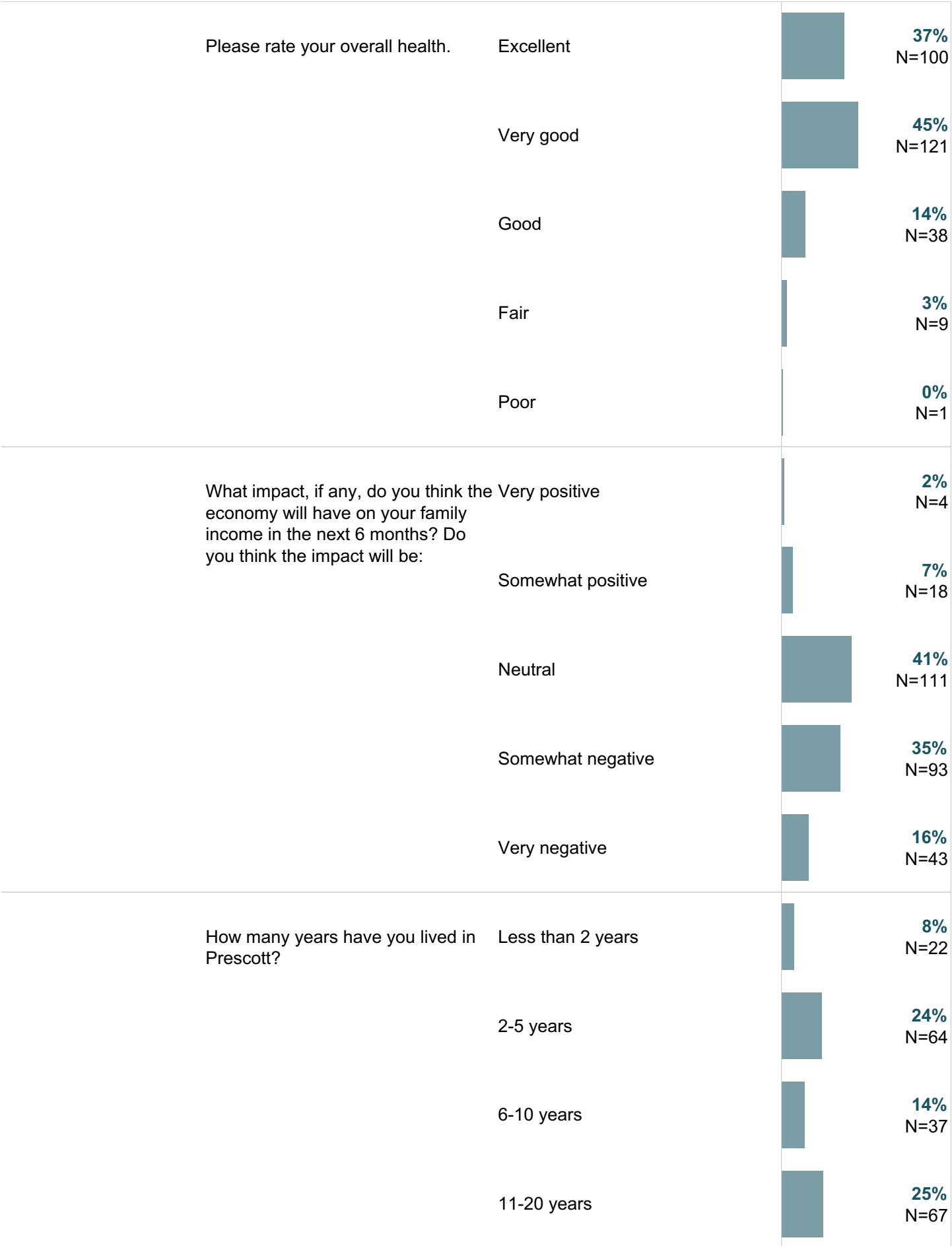
<p>police, and 11 minutes for fire and emergency medical) are higher than the national standards (5 minutes for police, and 6.5 minutes for fire and emergency medical). Please indicate to what degree you would support or oppose each of the following approaches to balancing public safety response times with the associated costs?</p>	<p>The City should strive to shorten public safety response times, even if that requires additional taxes or fees</p>	Strongly support		37% N=97
		Somewhat support		38% N=100
		Somewhat oppose		19% N=49
		Strongly oppose		6% N=17
<p>The City of Prescott may consider raising the sales tax rate, with voter approval, in order to generate revenue to cover increasing costs and service level expectations. How much would you support or oppose an increase in sales tax as a funding source for the following City purposes?</p>	<p>Public safety facilities and services (e.g., fire, police)</p>	Strongly support		39% N=105
		Somewhat support		36% N=97
		Somewhat oppose		14% N=37
		Strongly oppose		11% N=30
	<p>Prescott Regional Airport and Commercial Air Service</p>	Strongly support		16% N=41
		Somewhat support		31% N=80
		Somewhat oppose		25% N=65
		Strongly oppose		28% N=73
	<p>Parks and Recreation (e.g., parks, trails, facilities)</p>	Strongly support		24% N=64
		Somewhat support		51% N=136

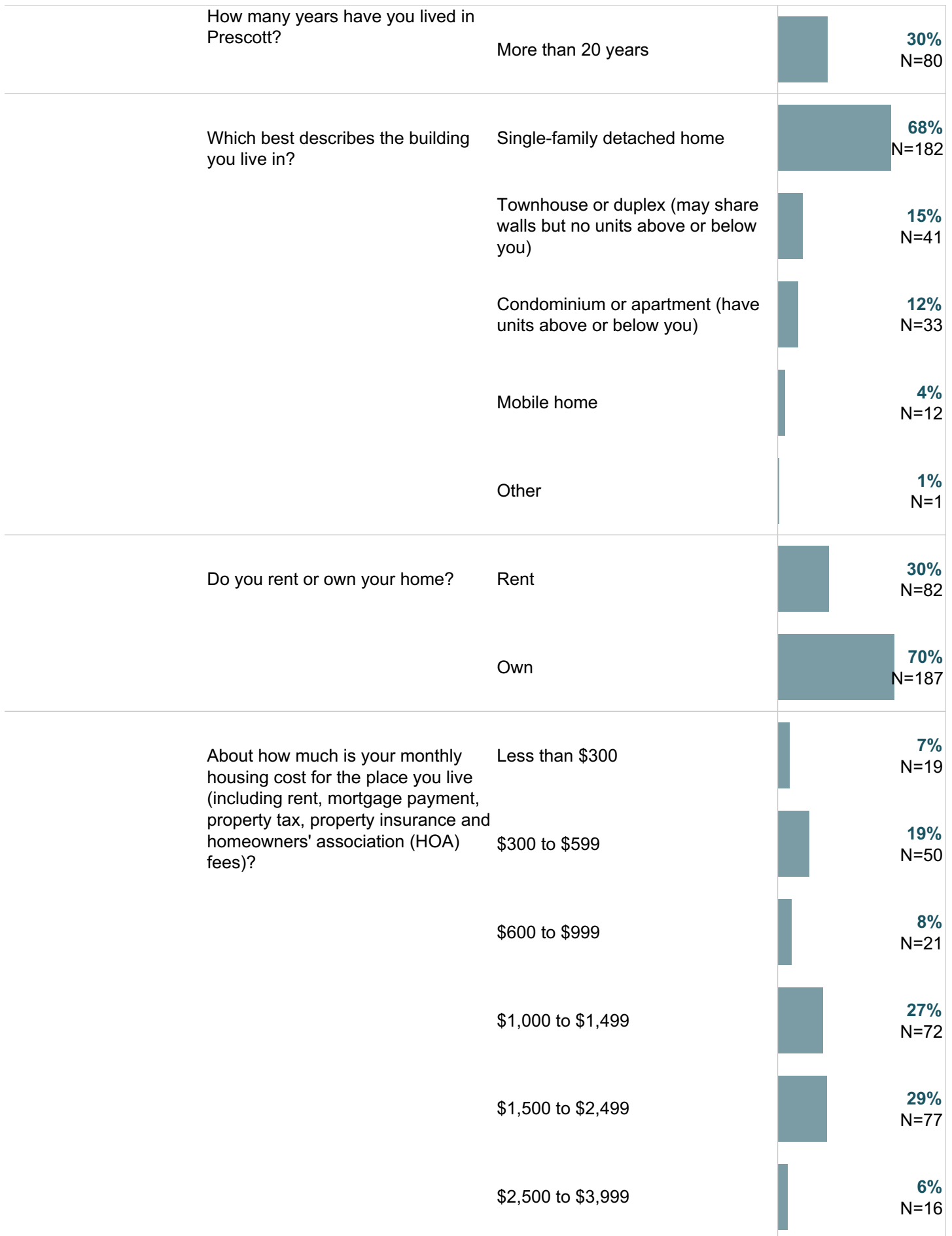
<p>The City of Prescott may consider raising the sales tax rate, with voter approval, in order to generate revenue to cover increasing costs and service level expectations. How much would you support or oppose an increase in sales tax as a funding source for the following City purposes?</p>	Parks and Recreation (e.g., parks, trails, facilities)	Somewhat oppose		16% N=42
		Strongly oppose		9% N=24
	Open space acquisition	Strongly support		36% N=93
		Somewhat support		36% N=92
Somewhat oppose			15% N=38	
Strongly oppose			13% N=35	
	Public library facilities and services	Strongly support		29% N=76
		Somewhat support		42% N=110
		Somewhat oppose		18% N=46
		Strongly oppose		12% N=31
<p>The City of Prescott, like other communities across the country, is grappling with rising costs of goods and services. If the gap between costs and revenues widens, how much would you support or oppose the City taking each of the following actions?</p>	Borrow by issuing General Obligation Bonds	Strongly support		12% N=26
		Somewhat support		45% N=97
		Somewhat oppose		22% N=47
		Strongly oppose		22% N=47

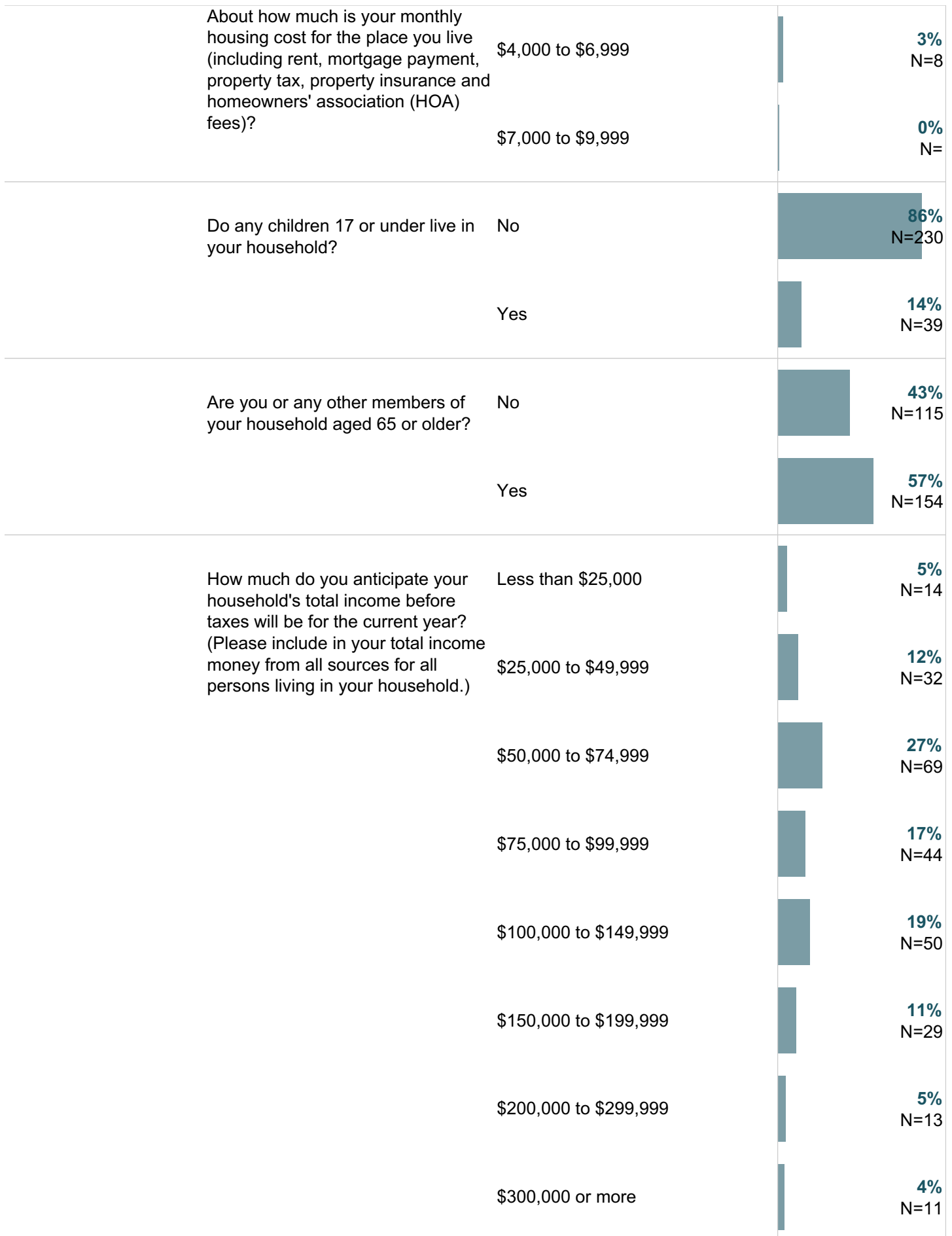


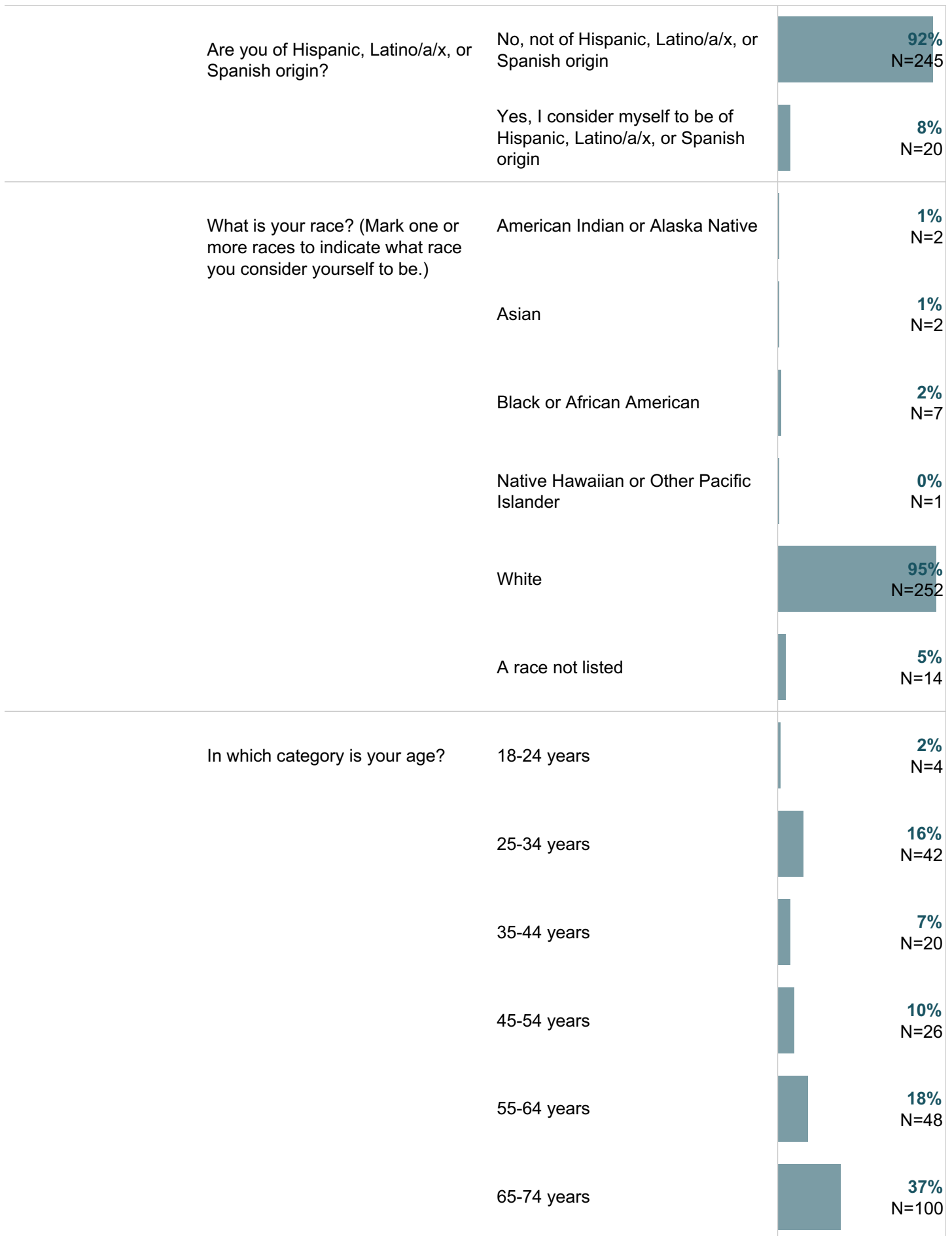












In which category is your age?	75 years or older		10% N=27
	What is your gender?	Woman	 52% N=138
	Man	 48% N=129	
How did you hear about this survey? (Select all that apply.)	The City's website	 16% N=43	
	The City's social media (Facebook, Twitter, Instagram, etc.)	 42% N=113	
	Received an email from the City	 5% N=13	
	In a City newsletter or utility bill	 3% N=8	
	Received a postcard or letter from the City	 0% N=1	
	Nextdoor	 1% N=2	
	In my Facebook feed	 23% N=61	
	Saw it on a video of a public meeting or at a meeting I attended	 6% N=15	
	Saw it in a newspaper article or ad (hard copy or online)	 19% N=50	
	Heard about it from a family member, friend or neighbor	 10% N=28	
	Heard about it from a business or social organization in my community	 5% N=12	

How did you hear about this survey? (Select all that apply.)

Polco's weekly email

0%
N=1

Other

12%
N=33

The City of Prescott 2023 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Prescott.

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

2. Please rate each of the following characteristics as they relate to Prescott as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Prescott.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Prescott.....	1	2	3	4	5
Overall design or layout of Prescott's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Prescott (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Prescott	1	2	3	4	5
Overall quality of natural environment in Prescott.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Prescott	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

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

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

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Prescott's downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Prescott community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Prescott community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Prescott.....	1	2	3	4	5
Variety of business and service establishments in Prescott	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Prescott	1	2	3	4	5
Overall image or reputation of Prescott.....	1	2	3	4	5

7. Please also rate each of the following in the Prescott community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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 Prescott.....	1	2	3	4	5
Ease of travel by public transportation in Prescott.....	1	2	3	4	5
Ease of travel by bicycle in Prescott.....	1	2	3	4	5
Ease of walking in Prescott.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	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
Overall quality of new development in Prescott.....	1	2	3	4	5
Overall appearance of Prescott.....	1	2	3	4	5
Cleanliness of Prescott.....	1	2	3	4	5
Water resources (lakes, ponds, rivers, creeks, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	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
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Prescott.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	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

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

	<u>No</u>	<u>Yes</u>
Contacted the City of Prescott (in-person, phone, email, or web) for help or information.....	1	2
Contacted Prescott elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Prescott.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The City of Prescott 2023 Community Survey

9. Please rate the quality of each of the following services in Prescott.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	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
Bus or transit services.....	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
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	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 (open space, farmlands, and greenbelts).....	1	2	3	4	5
Prescott open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	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
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Prescott employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Prescott government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Prescott.....	1	2	3	4	5
The overall direction that Prescott is taking.....	1	2	3	4	5
The job Prescott government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Prescott 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
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Prescott.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

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

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Prescott.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Prescott.....	1	2	3	4
Overall design or layout of Prescott’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Prescott (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Prescott	1	2	3	4
Overall quality of natural environment in Prescott	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Prescott	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents’ connection and engagement with their community	1	2	3	4

13. Approximate response times for Prescott first responders for Priority 1 calls (6 minutes for police, and 11 minutes for fire and emergency medical) are higher than the national standards (5 minutes for police, and 6.5 minutes for fire and emergency medical). Please indicate to what degree you would support or oppose each of the following approaches to balancing public safety response times with the associated costs?

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don’t know</u>
The City should maintain current public safety response times and costs.....	1	2	3	4	5
The City should accept longer public safety response times at lower cost.....	1	2	3	4	5
The City should strive to shorten public safety response times, even if that requires additional taxes or fees.....	1	2	3	4	5

14. The City of Prescott may consider raising the sales tax rate, with voter approval, in order to generate revenue to cover increasing costs and service level expectations. How much would you support or oppose an increase in sales tax as a funding source for the following City purposes?

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don’t know</u>
Public safety facilities and services (e.g., fire, police)	1	2	3	4	5
Prescott Regional Airport and Commercial Air Service	1	2	3	4	5
Parks and Recreation (e.g., parks, trails, facilities)	1	2	3	4	5
Open space acquisition.....	1	2	3	4	5
Public library facilities and services.....	1	2	3	4	5

15. The City of Prescott, like other communities across the country, is grappling with rising costs of goods and services. If the gap between costs and revenues widens, how much would you support or oppose the City taking each of the following actions?

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don’t know</u>
Borrow by issuing General Obligation Bonds.....	1	2	3	4	5
Increase sales tax.....	1	2	3	4	5
Raise fees for services.....	1	2	3	4	5
Cut or decrease services	1	2	3	4	5

The City of Prescott 2023 Community Survey

Our last questions are about you and your household.
 Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online	1	2	3	4	5	6

D2. Please rate your overall health.
 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. How many years have you lived in Prescott?
 Less than 2 years
 2-5 years
 6-10 years
 11-20 years
 More than 20 years

D5. Which best describes the building you live in?
 Single-family detached home
 Townhouse or duplex (may share walls but no units above or below you)
 Condominium or apartment (have units above or below you)
 Mobile home
 Other

D6. Do you rent or own your home?
 Rent
 Own

D7. 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 \$2,500 to \$3,999
 \$300 to \$599 \$4,000 to \$6,999
 \$600 to \$999 \$7,000 to \$9,999
 \$1,000 to \$1,499 \$10,000 or more
 \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?
 No Yes

D9. Are you or any other members of your household aged 65 or older?
 No Yes

D10. 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 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$150,000 to \$199,999
 \$50,000 to \$74,999 \$200,000 to \$299,999
 \$75,000 to \$99,999 \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?
 No Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)
 American Indian or Alaskan Native
 Asian
 Black or African American
 Native Hawaiian or Other Pacific Islander
 White
 A race not listed

D13. 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

D14. What is your gender?
 Woman
 Man
 Identify in another way

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



October 2023

Dear City of Prescott Resident:

Please help us shape the future of Prescott! You have been selected at random to participate in the 2023 Prescott Community Survey. **If you've already completed the survey online, thank you. Please do not respond twice.**

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 being surveyed. Your feedback will help Prescott make decisions that affect our City.

A few things to remember:

- **Your responses are confidential and no identifying information will be shared.**
- 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:**

<https://polco.us/prescottaz23>

Please do not share your survey link. This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey, please call 928-777-1435.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink that reads "K. Gregory".

Katie Gregory
City Manager

