

The National Citizen Survey™

Park City, UT

Technical Appendices

2013

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Appendix A: Complete Survey Responses

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

Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in Park City:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Park City as a place to live	69%	N=202	25%	N=74	5%	N=14	1%	N=3	100%	N=293
Your neighborhood as a place to live	53%	N=154	39%	N=115	7%	N=22	1%	N=2	100%	N=293
Park City as a place to raise children	55%	N=125	30%	N=70	13%	N=30	2%	N=4	100%	N=229
Park City as a place to work	38%	N=92	37%	N=89	20%	N=48	5%	N=12	100%	N=241
Park City as a place to visit	75%	N=215	21%	N=61	3%	N=10	0%	N=0	100%	N=286
Park City as a place to retire	47%	N=113	30%	N=74	16%	N=39	7%	N=18	100%	N=243
The overall quality of life in Park City	59%	N=173	37%	N=108	3%	N=9	0%	N=1	100%	N=292

Table 2: Question 2

Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Park City	67%	N=197	29%	N=85	3%	N=10	1%	N=2	100%	N=293
Overall ease of getting to the places you usually have to visit	46%	N=134	40%	N=116	12%	N=34	3%	N=9	100%	N=293
Quality of overall natural environment in Park City	59%	N=173	34%	N=98	5%	N=14	2%	N=7	100%	N=293
Overall "built environment" of Park City (including buildings, parks and transportation systems)	29%	N=86	48%	N=140	16%	N=47	7%	N=20	100%	N=293
Health and wellness opportunities in Park City	49%	N=140	45%	N=129	5%	N=13	1%	N=3	100%	N=285
Overall opportunities for education and enrichment	30%	N=82	48%	N=131	18%	N=48	3%	N=9	100%	N=271
Overall economic health of Park City	27%	N=73	54%	N=148	18%	N=48	2%	N=4	100%	N=273

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Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Sense of community	38%	N=109	36%	N=103	21%	N=61	5%	N=16	100%	N=288
Overall image or reputation of Park City	47%	N=137	46%	N=134	7%	N=21	1%	N=1	100%	N=293

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Park City to someone who asks	66%	N=190	28%	N=80	4%	N=12	2%	N=6	100%	N=288
Remain in Park City for the next five years	68%	N=197	19%	N=55	8%	N=22	5%	N=15	100%	N=289

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	88%	N=258	9%	N=26	3%	N=8	0%	N=0	0%	N=1	100%	N=293
In Park City's downtown area during the day	89%	N=260	7%	N=21	3%	N=10	0%	N=0	0%	N=0	100%	N=291

Table 5: Question 5

Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	11%	N=33	49%	N=145	27%	N=80	12%	N=36	100%	N=294
Ease of public parking	11%	N=33	39%	N=111	32%	N=93	18%	N=52	100%	N=289
Ease of travel by car in Park City	19%	N=56	47%	N=136	28%	N=82	5%	N=16	100%	N=289
Ease of travel by public transportation in Park City	51%	N=135	38%	N=99	7%	N=19	4%	N=10	100%	N=263
Ease of travel by bicycle in Park City	49%	N=131	35%	N=94	12%	N=31	4%	N=11	100%	N=267
Ease of walking in Park City	54%	N=156	34%	N=96	10%	N=30	2%	N=5	100%	N=285
Availability of paths and walking trails	63%	N=183	28%	N=83	7%	N=21	2%	N=5	100%	N=293
Air quality	50%	N=146	40%	N=117	10%	N=28	1%	N=3	100%	N=293
Cleanliness of Park City	48%	N=140	43%	N=125	8%	N=25	1%	N=3	100%	N=293
Overall appearance of Park City	50%	N=144	41%	N=120	8%	N=22	2%	N=5	100%	N=291
Public places where people want to spend time	38%	N=111	53%	N=154	8%	N=24	1%	N=3	100%	N=291

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Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Variety of housing options	11%	N=31	31%	N=89	32%	N=89	26%	N=74	100%	N=283
Availability of affordable quality housing	6%	N=15	17%	N=42	37%	N=92	40%	N=99	100%	N=248
Fitness opportunities (including exercise classes and paths or trails, etc.)	69%	N=197	26%	N=75	5%	N=15	0%	N=0	100%	N=288
Recreational opportunities	76%	N=218	19%	N=56	4%	N=12	0%	N=0	100%	N=285
Availability of affordable quality health care	27%	N=66	41%	N=101	25%	N=62	8%	N=20	100%	N=249
Availability of preventive health services	27%	N=62	45%	N=105	21%	N=48	8%	N=17	100%	N=232

Table 6: Question 6

Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	20%	N=21	31%	N=33	26%	N=28	22%	N=24	100%	N=105
K-12 education	27%	N=43	51%	N=81	18%	N=29	4%	N=6	100%	N=158
Adult educational opportunities	17%	N=35	46%	N=96	34%	N=72	3%	N=7	100%	N=210
Opportunities to attend cultural/arts/music activities	44%	N=128	49%	N=141	6%	N=18	1%	N=2	100%	N=289
Opportunities to participate in religious or spiritual events and activities	34%	N=64	54%	N=101	10%	N=19	2%	N=4	100%	N=187
Employment opportunities	9%	N=21	32%	N=73	47%	N=108	12%	N=29	100%	N=231
Shopping opportunities	23%	N=67	49%	N=143	23%	N=66	5%	N=15	100%	N=292
Cost of living in Park City	2%	N=6	24%	N=69	43%	N=126	31%	N=90	100%	N=291
Overall quality of business and service establishments in Park City	15%	N=44	56%	N=161	24%	N=70	5%	N=14	100%	N=289
Vibrant downtown/commercial area	23%	N=67	54%	N=156	17%	N=48	6%	N=18	100%	N=289
Overall quality of new development in Park City	13%	N=35	49%	N=133	25%	N=67	14%	N=37	100%	N=273
Opportunities to participate in social events and activities	43%	N=121	48%	N=136	9%	N=25	1%	N=2	100%	N=284
Opportunities to volunteer	47%	N=116	44%	N=109	9%	N=21	0%	N=0	100%	N=247
Opportunities to participate in community matters	37%	N=95	47%	N=121	15%	N=39	1%	N=4	100%	N=259

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Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Openness and acceptance of the community toward people of diverse backgrounds	25%	N=68	43%	N=118	21%	N=58	11%	N=29	100%	N=273
Neighborliness of residents in Park City	29%	N=84	40%	N=116	23%	N=66	8%	N=23	100%	N=289

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	13%	N=39	87%	N=255	100%	N=294
Made efforts to make your home more energy efficient	26%	N=78	74%	N=215	100%	N=293
Observed a code violation or other hazard in Park City	57%	N=166	43%	N=126	100%	N=292
Household member was a victim of a crime	87%	N=256	13%	N=38	100%	N=294
Reported a crime to the police	83%	N=243	17%	N=49	100%	N=292
Stocked supplies in preparation for an emergency	80%	N=234	20%	N=60	100%	N=293
Campaigned or advocated for an issue, cause or candidate	69%	N=202	31%	N=92	100%	N=294
Contacted Park City (in-person, phone, email or web) for help or information	53%	N=156	47%	N=138	100%	N=293
Contacted Park City elected officials (in-person, phone, email or web) to express your opinion	72%	N=212	28%	N=81	100%	N=293

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Park City?	A few times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Park City recreation centers or their services	35%	N=101	21%	N=61	22%	N=64	23%	N=66	100%	N=292
Visited a neighborhood park or City park	40%	N=118	25%	N=72	27%	N=80	8%	N=23	100%	N=293
Used Park City public libraries or their services	19%	N=54	26%	N=77	35%	N=103	20%	N=57	100%	N=290
Participated in religious or spiritual activities in Park City	9%	N=25	11%	N=32	17%	N=48	64%	N=183	100%	N=287
Attended a City-sponsored event	6%	N=18	30%	N=85	49%	N=143	15%	N=42	100%	N=288
Used bus, rail, subway or other public transportation instead of driving	26%	N=78	15%	N=43	33%	N=98	26%	N=75	100%	N=293
Carpooled with other adults or children instead of driving alone	17%	N=48	19%	N=55	25%	N=73	39%	N=113	100%	N=289
Walked or biked instead of driving	46%	N=135	29%	N=85	12%	N=34	13%	N=37	100%	N=291
Volunteered your time to some group/activity in Park City	9%	N=26	19%	N=56	24%	N=70	48%	N=139	100%	N=291
Participated in a club	10%	N=28	8%	N=22	19%	N=53	64%	N=182	100%	N=284

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In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Park City?	A few times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Talked to or visited with your immediate neighbors	45%	N=130	29%	N=85	19%	N=56	7%	N=21	100%	N=291
Done a favor for a neighbor	22%	N=65	25%	N=73	36%	N=106	17%	N=49	100%	N=293

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	A few times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=3	5%	N=16	31%	N=90	63%	N=183	100%	N=291
Watched (online or on television) a local public meeting	4%	N=11	1%	N=4	8%	N=23	87%	N=251	100%	N=289

Table 10: Question 10

Please rate the quality of each of the following services in Park City:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	34%	N=91	43%	N=115	16%	N=44	7%	N=18	100%	N=268
Fire services	62%	N=143	33%	N=74	3%	N=7	2%	N=5	100%	N=228
Ambulance or emergency medical services	59%	N=119	35%	N=71	3%	N=7	2%	N=4	100%	N=200
Crime prevention	42%	N=92	40%	N=87	13%	N=28	6%	N=12	100%	N=219
Fire prevention and education	38%	N=75	43%	N=86	13%	N=26	5%	N=11	100%	N=198
Traffic enforcement	21%	N=57	52%	N=140	15%	N=41	11%	N=30	100%	N=268
Street repair	9%	N=27	38%	N=110	36%	N=105	17%	N=49	100%	N=291
Street cleaning	20%	N=57	54%	N=156	20%	N=59	5%	N=15	100%	N=287
Street lighting	22%	N=65	56%	N=163	19%	N=55	3%	N=7	100%	N=290
Snow removal	35%	N=102	48%	N=137	12%	N=35	5%	N=13	100%	N=287
Sidewalk maintenance	23%	N=62	45%	N=126	23%	N=65	9%	N=24	100%	N=277
Traffic signal timing	19%	N=52	44%	N=121	22%	N=60	16%	N=45	100%	N=277
Bus or transit services	65%	N=166	29%	N=73	5%	N=14	1%	N=2	100%	N=254
Garbage collection	40%	N=111	41%	N=115	11%	N=31	7%	N=20	100%	N=278
Recycling	31%	N=88	37%	N=105	17%	N=47	15%	N=42	100%	N=282

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Please rate the quality of each of the following services in Park City:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Storm drainage	23%	N=55	54%	N=132	18%	N=43	6%	N=14	100%	N=244
Drinking water	16%	N=44	33%	N=93	28%	N=78	23%	N=64	100%	N=279
Sewer services	24%	N=60	60%	N=151	14%	N=36	1%	N=2	100%	N=249
Power (electric and/or gas) utility	32%	N=90	49%	N=138	17%	N=46	2%	N=5	100%	N=279
Utility billing	26%	N=67	52%	N=134	20%	N=51	2%	N=5	100%	N=257
City parks	63%	N=176	35%	N=98	3%	N=7	0%	N=0	100%	N=281
Recreation programs or classes	51%	N=122	42%	N=100	7%	N=17	1%	N=1	100%	N=240
Recreation centers or facilities	60%	N=156	36%	N=94	4%	N=11	0%	N=0	100%	N=262
Land use, planning and zoning	17%	N=44	39%	N=97	30%	N=74	14%	N=34	100%	N=249
Code enforcement (weeds, abandoned buildings, etc.)	17%	N=38	44%	N=98	25%	N=55	14%	N=31	100%	N=222
Animal control	16%	N=38	42%	N=100	25%	N=59	17%	N=39	100%	N=236
Economic development	16%	N=35	41%	N=92	33%	N=74	10%	N=21	100%	N=223
Health services	27%	N=63	55%	N=129	16%	N=38	2%	N=5	100%	N=235
Public library services	45%	N=116	51%	N=131	5%	N=12	0%	N=0	100%	N=258
Public information services	25%	N=57	57%	N=128	15%	N=34	3%	N=6	100%	N=225
Cable television	16%	N=34	48%	N=104	24%	N=51	13%	N=27	100%	N=216
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=26	44%	N=64	25%	N=37	13%	N=19	100%	N=147
Preservation of natural areas such as open space, farmlands and greenbelts	34%	N=90	45%	N=117	16%	N=43	5%	N=12	100%	N=261
Park City open space	39%	N=109	43%	N=122	14%	N=39	4%	N=13	100%	N=284
City-sponsored special events	34%	N=82	52%	N=125	14%	N=33	1%	N=2	100%	N=241
Overall customer service by Park City employees (police, receptionists, planners, etc.)	29%	N=71	54%	N=133	13%	N=33	4%	N=10	100%	N=247

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Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Park City Municipal Government	24%	N=65	56%	N=147	15%	N=40	5%	N=13	100%	N=264
The Federal Government	8%	N=19	35%	N=88	27%	N=67	30%	N=74	100%	N=249

Table 12: Question 12

Please rate the following categories of Park City government performance:	Excellent		Good		Fair		Poor		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
The value of services for the taxes paid to Park City	20%	N=53	46%	N=119	24%	N=62	10%	N=27	100%	N=261
The overall direction that Park City is taking	14%	N=38	50%	N=141	25%	N=69	12%	N=32	100%	N=281
The job Park City government does at welcoming citizen involvement	21%	N=54	52%	N=130	20%	N=50	7%	N=19	100%	N=253
Overall confidence in Park City government	16%	N=45	50%	N=137	24%	N=67	9%	N=26	100%	N=275
Generally acting in the best interest of the community	17%	N=45	49%	N=131	25%	N=66	9%	N=25	100%	N=266
Being honest	19%	N=46	48%	N=116	24%	N=59	10%	N=23	100%	N=245
Treating all residents fairly	20%	N=48	36%	N=88	29%	N=72	15%	N=37	100%	N=245

Table 13: Question 13a

If you have Internet access at home, who is your current service provider?	Percent	Number
Not applicable/no Internet access at home	5%	N=14
CenturyLink	24%	N=70
Comcast	57%	N=165
Other Internet service provider	15%	N=43
Total	100%	N=292

Table 14: Question 13b

Please rate the following aspects of your Internet access at home.	Excellent		Good		Fair		Poor		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Speed	16%	N=43	56%	N=155	20%	N=56	8%	N=22	100%	N=276
Reliability	19%	N=53	45%	N=122	26%	N=70	10%	N=28	100%	N=272
Cost	8%	N=23	27%	N=74	39%	N=107	26%	N=71	100%	N=275

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Table 15: Question 13c

How important, if at all, is high speed Internet access to your overall quality of life in Park City?	Percent	Number
Essential	53%	N=155
Very important	32%	N=93
Somewhat important	12%	N=34
Not at all important	3%	N=8
Total	100%	N=290

Table 16: Question 13d

To what extent do you agree or disagree with each of the following:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
I am willing to pay more each month for faster Internet service	11%	N=31	34%	N=94	30%	N=83	25%	N=70	100%	N=279
The City should invest revenues to help improve Internet speeds	36%	N=96	30%	N=81	18%	N=48	15%	N=41	100%	N=266

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Always		Total	
Recycle at home	9%	N=24	2%	N=7	10%	N=27	79%	N=222	100%	N=280
Purchase goods or services from a business located in Park City	0%	N=1	2%	N=6	54%	N=149	44%	N=123	100%	N=278
Eat at least 5 portions of fruits and vegetables a day	1%	N=4	8%	N=23	46%	N=133	44%	N=125	100%	N=285
Participate in moderate or vigorous physical activity	2%	N=4	5%	N=15	32%	N=92	61%	N=175	100%	N=285
Read or watch local news (via television, paper, computer, etc.)	3%	N=10	14%	N=40	33%	N=96	49%	N=140	100%	N=286
Vote in local elections	16%	N=44	5%	N=15	18%	N=51	61%	N=174	100%	N=284

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Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	39%	N=110
Very good	49%	N=138
Good	12%	N=33
Fair	1%	N=3
Poor	0%	N=0
Total	100%	N=284

Table 19: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be	Percent	Number
Very positive	5%	N=14
Somewhat positive	29%	N=84
Neutral	56%	N=159
Somewhat negative	8%	N=22
Very negative	2%	N=6
Total	100%	N=284

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	63%	N=180
Working part time for pay	16%	N=45
Unemployed, looking for paid work	4%	N=11
Unemployed, not looking for paid work	3%	N=8
Fully retired	14%	N=41
Total	100%	N=285

Table 21: Question D5

Do you work inside the boundaries of Park City?	Percent	Number
Yes, outside the home	47%	N=133
Yes, from home	16%	N=45
No	37%	N=103
Total	100%	N=281

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Table 22: Question D6

How many years have you lived in Park City?	Percent	Number
Less than 2 years	10%	N=28
2 to 5 years	17%	N=49
6 to 10 years	18%	N=51
11 to 20 years	24%	N=69
More than 20 years	31%	N=90
Total	100%	N=286

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	59%	N=169
Building with two or more homes (duplex, townhome, apartment or condominium)	39%	N=111
Mobile home	0%	N=1
Other	2%	N=5
Total	100%	N=285

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	36%	N=101
Owned	64%	N=180
Total	100%	N=281

Table 25: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	1%	N=2
\$300 to \$599 per month	7%	N=19
\$600 to \$999 per month	23%	N=66
\$1,000 to \$1,499 per month	15%	N=43
\$1,500 to \$2,499 per month	26%	N=72
\$2,500 or more per month	28%	N=78
Total	100%	N=280

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	74%	N=212
Yes	26%	N=75
Total	100%	N=287

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Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	82%	N=234
Yes	18%	N=52
Total	100%	N=286

Table 28: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$24,999	2%	N=7
\$25,000 to \$49,999	22%	N=59
\$50,000 to \$99,999	21%	N=56
\$100,000 to \$149,999	22%	N=59
\$150,000 or more	33%	N=87
Total	100%	N=266

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=275
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=11
Total	100%	N=286

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=3
Asian, Asian Indian or Pacific Islander	1%	N=4
Black or African American	4%	N=10
White	89%	N=251
Other	7%	N=20

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

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Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	6%	N=18
25 to 34 years	24%	N=68
35 to 44 years	18%	N=50
45 to 54 years	21%	N=61
55 to 64 years	16%	N=46
65 to 74 years	12%	N=34
75 years or older	3%	N=8
Total	100%	N=285

Table 32: Question D16

What is your sex?	Percent	Number
Female	47%	N=134
Male	53%	N=150
Total	100%	N=283

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	80%	N=230
Land line	10%	N=29
Both	10%	N=27
Total	100%	N=287

Responses including “don’t know”

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

Table 34: Question 1

Please rate each of the following aspects of quality of life in Park City:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Park City as a place to live	69%	N=202	25%	N=74	5%	N=14	1%	N=3	0%	N=0	100%	N=293
Your neighborhood as a place to live	53%	N=154	39%	N=115	7%	N=22	1%	N=2	0%	N=0	100%	N=293
Park City as a place to raise children	44%	N=125	24%	N=70	10%	N=30	1%	N=4	20%	N=56	100%	N=285
Park City as a place to work	32%	N=92	31%	N=89	17%	N=48	4%	N=12	15%	N=43	100%	N=285
Park City as a place to visit	73%	N=215	21%	N=61	3%	N=10	0%	N=0	2%	N=7	100%	N=292
Park City as a place to retire	40%	N=113	26%	N=74	14%	N=39	6%	N=18	14%	N=39	100%	N=282
The overall quality of life in Park City	59%	N=173	37%	N=108	3%	N=9	0%	N=1	0%	N=0	100%	N=292

Table 35: Question 2

Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Park City	67%	N=197	29%	N=85	3%	N=10	1%	N=2	0%	N=0	100%	N=293
Overall ease of getting to the places you usually have to visit	46%	N=134	40%	N=116	12%	N=34	3%	N=9	0%	N=0	100%	N=293
Quality of overall natural environment in Park City	59%	N=173	34%	N=98	5%	N=14	2%	N=7	0%	N=0	100%	N=293
Overall "built environment" of Park City (including buildings, parks and transportation systems)	29%	N=86	48%	N=140	16%	N=47	7%	N=20	0%	N=0	100%	N=293
Health and wellness opportunities in Park City	48%	N=140	44%	N=129	4%	N=13	1%	N=3	3%	N=8	100%	N=293

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Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall opportunities for education and enrichment	29%	N=82	46%	N=131	17%	N=48	3%	N=9	6%	N=17	100%	N=287
Overall economic health of Park City	25%	N=73	50%	N=148	16%	N=48	1%	N=4	7%	N=20	100%	N=293
Sense of community	38%	N=109	36%	N=103	21%	N=61	5%	N=16	0%	N=1	100%	N=289
Overall image or reputation of Park City	46%	N=137	46%	N=134	7%	N=21	1%	N=1	0%	N=0	100%	N=294

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Park City to someone who asks	65%	N=190	27%	N=80	4%	N=12	2%	N=6	2%	N=5	100%	N=292
Remain in Park City for the next five years	67%	N=197	19%	N=55	8%	N=22	5%	N=15	1%	N=3	100%	N=292

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	88%	N=258	9%	N=26	3%	N=8	0%	N=0	0%	N=1	0%	N=0	100%	N=293
In Park City's downtown area during the day	89%	N=260	7%	N=21	3%	N=10	0%	N=0	0%	N=0	0%	N=1	100%	N=292

Table 38: Question 5

Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	11%	N=33	49%	N=145	27%	N=80	12%	N=36	0%	N=0	100%	N=294
Ease of public parking	11%	N=33	38%	N=111	32%	N=93	18%	N=52	1%	N=2	100%	N=291
Ease of travel by car in Park City	19%	N=56	47%	N=136	28%	N=82	5%	N=16	0%	N=1	100%	N=290

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Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of travel by public transportation in Park City	47%	N=135	34%	N=99	7%	N=19	3%	N=10	9%	N=26	100%	N=290
Ease of travel by bicycle in Park City	45%	N=131	32%	N=94	11%	N=31	4%	N=11	8%	N=23	100%	N=290
Ease of walking in Park City	54%	N=156	33%	N=96	10%	N=30	2%	N=5	1%	N=2	100%	N=287
Availability of paths and walking trails	62%	N=183	28%	N=83	7%	N=21	2%	N=5	0%	N=1	100%	N=294
Air quality	50%	N=146	40%	N=117	10%	N=28	1%	N=3	0%	N=0	100%	N=294
Cleanliness of Park City	48%	N=140	43%	N=125	8%	N=25	1%	N=3	0%	N=0	100%	N=293
Overall appearance of Park City	50%	N=144	41%	N=120	8%	N=22	2%	N=5	0%	N=0	100%	N=291
Public places where people want to spend time	38%	N=111	53%	N=154	8%	N=24	1%	N=3	0%	N=1	100%	N=292
Variety of housing options	11%	N=31	30%	N=89	30%	N=89	25%	N=74	3%	N=10	100%	N=292
Availability of affordable quality housing	5%	N=15	14%	N=42	32%	N=92	34%	N=99	15%	N=42	100%	N=290
Fitness opportunities (including exercise classes and paths or trails, etc.)	67%	N=197	26%	N=75	5%	N=15	0%	N=0	2%	N=6	100%	N=293
Recreational opportunities	75%	N=218	19%	N=56	4%	N=12	0%	N=0	2%	N=5	100%	N=290
Availability of affordable quality health care	23%	N=66	35%	N=101	21%	N=62	7%	N=20	13%	N=39	100%	N=288
Availability of preventive health services	21%	N=62	36%	N=105	17%	N=48	6%	N=17	19%	N=56	100%	N=288

Table 39: Question 6

Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	7%	N=21	12%	N=33	10%	N=28	8%	N=24	63%	N=175	100%	N=280
K-12 education	15%	N=43	29%	N=81	10%	N=29	2%	N=6	44%	N=123	100%	N=281
Adult educational opportunities	12%	N=35	33%	N=96	25%	N=72	2%	N=7	28%	N=80	100%	N=290

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Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to attend cultural/arts/music activities	44%	N=128	48%	N=141	6%	N=18	1%	N=2	1%	N=3	100%	N=291
Opportunities to participate in religious or spiritual events and activities	22%	N=64	35%	N=101	7%	N=19	1%	N=4	34%	N=98	100%	N=285
Employment opportunities	8%	N=21	26%	N=73	38%	N=108	10%	N=29	18%	N=51	100%	N=282
Shopping opportunities	23%	N=67	49%	N=143	23%	N=66	5%	N=15	1%	N=1	100%	N=293
Cost of living in Park City	2%	N=6	24%	N=69	43%	N=126	31%	N=90	0%	N=1	100%	N=292
Overall quality of business and service establishments in Park City	15%	N=44	55%	N=161	24%	N=70	5%	N=14	0%	N=1	100%	N=291
Vibrant downtown/commercial area	23%	N=67	54%	N=156	17%	N=48	6%	N=18	0%	N=1	100%	N=290
Overall quality of new development in Park City	12%	N=35	46%	N=133	23%	N=67	13%	N=37	7%	N=19	100%	N=292
Opportunities to participate in social events and activities	42%	N=121	47%	N=136	9%	N=25	1%	N=2	2%	N=5	100%	N=289
Opportunities to volunteer	40%	N=116	38%	N=109	7%	N=21	0%	N=0	14%	N=40	100%	N=287
Opportunities to participate in community matters	33%	N=95	42%	N=121	14%	N=39	1%	N=4	11%	N=30	100%	N=290
Openness and acceptance of the community toward people of diverse backgrounds	23%	N=68	40%	N=118	20%	N=58	10%	N=29	7%	N=19	100%	N=292
Neighborliness of residents in Park City	29%	N=84	40%	N=116	23%	N=66	8%	N=23	1%	N=3	100%	N=292

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Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	13%	N=39	87%	N=255	100%	N=294
Made efforts to make your home more energy efficient	26%	N=78	74%	N=215	100%	N=293
Observed a code violation or other hazard in Park City	57%	N=166	43%	N=126	100%	N=292
Household member was a victim of a crime	87%	N=256	13%	N=38	100%	N=294
Reported a crime to the police	83%	N=243	17%	N=49	100%	N=292
Stocked supplies in preparation for an emergency	80%	N=234	20%	N=60	100%	N=293
Campaigned or advocated for an issue, cause or candidate	69%	N=202	31%	N=92	100%	N=294
Contacted Park City (in-person, phone, email or web) for help or information	53%	N=156	47%	N=138	100%	N=293
Contacted Park City elected officials (in-person, phone, email or web) to express your opinion	72%	N=212	28%	N=81	100%	N=293

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Park City?	A few times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Park City recreation centers or their services	35%	N=101	21%	N=61	22%	N=64	23%	N=66	100%	N=292
Visited a neighborhood park or City park	40%	N=118	25%	N=72	27%	N=80	8%	N=23	100%	N=293
Used Park City public libraries or their services	19%	N=54	26%	N=77	35%	N=103	20%	N=57	100%	N=290
Participated in religious or spiritual activities in Park City	9%	N=25	11%	N=32	17%	N=48	64%	N=183	100%	N=287
Attended a City-sponsored event	6%	N=18	30%	N=85	49%	N=143	15%	N=42	100%	N=288
Used bus, rail, subway or other public transportation instead of driving	26%	N=78	15%	N=43	33%	N=98	26%	N=75	100%	N=293
Carpooled with other adults or children instead of driving alone	17%	N=48	19%	N=55	25%	N=73	39%	N=113	100%	N=289

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In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Park City?	A few times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	Walked or biked instead of driving	46%	N=135	29%	N=85	12%	N=34	13%	N=37	100%
Volunteered your time to some group/activity in Park City	9%	N=26	19%	N=56	24%	N=70	48%	N=139	100%	N=291
Participated in a club	10%	N=28	8%	N=22	19%	N=53	64%	N=182	100%	N=284
Talked to or visited with your immediate neighbors	45%	N=130	29%	N=85	19%	N=56	7%	N=21	100%	N=291
Done a favor for a neighbor	22%	N=65	25%	N=73	36%	N=106	17%	N=49	100%	N=293

Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	A few times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	Attended a local public meeting	1%	N=3	5%	N=16	31%	N=90	63%	N=183	100%
Watched (online or on television) a local public meeting	4%	N=11	1%	N=4	8%	N=23	87%	N=251	100%	N=289

Table 43: Question 10

Please rate the quality of each of the following services in Park City:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police/Sheriff services	32%	N=91	40%	N=115	15%	N=44	6%	N=18	7%	N=21	100%
Fire services	49%	N=143	26%	N=74	2%	N=7	2%	N=5	21%	N=61	100%	N=290
Ambulance or emergency medical services	41%	N=119	24%	N=71	2%	N=7	1%	N=4	31%	N=91	100%	N=291
Crime prevention	32%	N=92	30%	N=87	10%	N=28	4%	N=12	24%	N=70	100%	N=289

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Please rate the quality of each of the following services in Park City:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Fire prevention and education	27%	N=75	30%	N=86	9%	N=26	4%	N=11	30%	N=84	100%	N=282
Traffic enforcement	20%	N=57	49%	N=140	14%	N=41	11%	N=30	6%	N=18	100%	N=286
Street repair	9%	N=27	38%	N=110	36%	N=105	17%	N=49	0%	N=0	100%	N=292
Street cleaning	19%	N=57	53%	N=156	20%	N=59	5%	N=15	2%	N=5	100%	N=293
Street lighting	22%	N=65	56%	N=163	19%	N=55	2%	N=7	1%	N=2	100%	N=292
Snow removal	35%	N=102	47%	N=137	12%	N=35	5%	N=13	0%	N=1	100%	N=288
Sidewalk maintenance	22%	N=62	44%	N=126	23%	N=65	8%	N=24	3%	N=10	100%	N=287
Traffic signal timing	18%	N=52	42%	N=121	21%	N=60	15%	N=45	4%	N=12	100%	N=290
Bus or transit services	58%	N=166	25%	N=73	5%	N=14	1%	N=2	12%	N=34	100%	N=288
Garbage collection	39%	N=111	40%	N=115	11%	N=31	7%	N=20	3%	N=10	100%	N=287
Recycling	31%	N=88	37%	N=105	16%	N=47	15%	N=42	2%	N=5	100%	N=287
Storm drainage	19%	N=55	46%	N=132	15%	N=43	5%	N=14	14%	N=41	100%	N=285
Drinking water	15%	N=44	32%	N=93	27%	N=78	22%	N=64	3%	N=8	100%	N=287
Sewer services	21%	N=60	53%	N=151	13%	N=36	1%	N=2	12%	N=34	100%	N=283
Power (electric and/or gas) utility	31%	N=90	48%	N=138	16%	N=46	2%	N=5	2%	N=7	100%	N=286
Utility billing	23%	N=67	47%	N=134	18%	N=51	2%	N=5	10%	N=27	100%	N=284
City parks	61%	N=176	34%	N=98	2%	N=7	0%	N=0	2%	N=6	100%	N=287
Recreation programs or classes	43%	N=122	35%	N=100	6%	N=17	1%	N=1	15%	N=43	100%	N=283
Recreation centers or facilities	55%	N=156	33%	N=94	4%	N=11	0%	N=0	9%	N=24	100%	N=286
Land use, planning and zoning	15%	N=44	34%	N=97	26%	N=74	12%	N=34	12%	N=34	100%	N=282
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=38	35%	N=98	19%	N=55	11%	N=31	22%	N=62	100%	N=284
Animal control	13%	N=38	35%	N=100	21%	N=59	14%	N=39	16%	N=46	100%	N=282
Economic development	12%	N=35	32%	N=92	26%	N=74	8%	N=21	22%	N=61	100%	N=284
Health services	22%	N=63	46%	N=129	13%	N=38	2%	N=5	17%	N=48	100%	N=283
Public library services	40%	N=116	45%	N=131	4%	N=12	0%	N=0	10%	N=29	100%	N=287
Public information services	20%	N=57	45%	N=128	12%	N=34	2%	N=6	21%	N=61	100%	N=286
Cable television	12%	N=34	36%	N=104	18%	N=51	9%	N=27	24%	N=69	100%	N=285
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	N=26	23%	N=64	13%	N=37	7%	N=19	48%	N=136	100%	N=283

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Please rate the quality of each of the following services in Park City:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Preservation of natural areas such as open space, farmlands and greenbelts	32%	N=90	41%	N=117	15%	N=43	4%	N=12	8%	N=24	100%	N=285
Park City open space	38%	N=109	42%	N=122	13%	N=39	4%	N=13	2%	N=7	100%	N=290
City-sponsored special events	30%	N=82	45%	N=125	12%	N=33	1%	N=2	12%	N=33	100%	N=275
Overall customer service by Park City employees (police, receptionists, planners, etc.)	25%	N=71	47%	N=133	12%	N=33	3%	N=10	12%	N=35	100%	N=281

Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Park City Municipal Government	22%	N=65	51%	N=147	14%	N=40	4%	N=13	9%	N=26	100%	N=290
The Federal Government	7%	N=19	30%	N=88	23%	N=67	26%	N=74	14%	N=41	100%	N=290

Table 45: Question 12

Please rate the following categories of Park City government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Park City	19%	N=53	42%	N=119	22%	N=62	9%	N=27	8%	N=24	100%	N=285
The overall direction that Park City is taking	13%	N=38	49%	N=141	24%	N=69	11%	N=32	3%	N=8	100%	N=288
The job Park City government does at welcoming citizen involvement	19%	N=54	45%	N=130	17%	N=50	7%	N=19	12%	N=35	100%	N=288
Overall confidence in Park City government	16%	N=45	48%	N=137	23%	N=67	9%	N=26	4%	N=12	100%	N=287
Generally acting in the best interest of the community	16%	N=45	45%	N=131	23%	N=66	9%	N=25	8%	N=22	100%	N=288
Being honest	16%	N=46	41%	N=116	21%	N=59	8%	N=23	14%	N=40	100%	N=285
Treating all residents fairly	17%	N=48	31%	N=88	25%	N=72	13%	N=37	15%	N=42	100%	N=287

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Table 46: Question 13a

If you have Internet access at home, who is your current service provider?	Percent	Number
Not applicable/no Internet access at home	5%	N=14
CenturyLink	24%	N=70
Comcast	57%	N=165
Other Internet service provider	15%	N=43
Total	100%	N=292

Table 47: Question 13b

Please rate each of the following aspects of your Internet access at home.	Excellent		Good		Fair		Poor		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Speed	16%	N=43	56%	N=155	20%	N=56	8%	N=22	100%	N=276
Reliability	19%	N=53	45%	N=122	26%	N=70	10%	N=28	100%	N=272
Cost	8%	N=23	27%	N=74	39%	N=107	26%	N=71	100%	N=275

Table 48: Question 13c

How important, if at all, is high speed Internet access to your overall quality of life in Park City?	Percent	Number
Essential	53%	N=155
Very important	32%	N=93
Somewhat important	12%	N=34
Not at all important	3%	N=8
Total	100%	N=290

Table 49: Question 13d

To what extent do you agree or disagree with each of the following:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
I am willing to pay more each month for faster Internet service	11%	N=31	33%	N=94	29%	N=83	24%	N=70	3%	N=7	100%	N=286
The City should invest revenues to help improve Internet speeds	33%	N=96	28%	N=81	17%	N=48	14%	N=41	8%	N=24	100%	N=290

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Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Always		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Recycle at home	9%	N=24	2%	N=7	10%	N=27	79%	N=222	100%	N=280
Purchase goods or services from a business located in Park City	0%	N=1	2%	N=6	54%	N=149	44%	N=123	100%	N=278
Eat at least 5 portions of fruits and vegetables a day	1%	N=4	8%	N=23	46%	N=133	44%	N=125	100%	N=285
Participate in moderate or vigorous physical activity	2%	N=4	5%	N=15	32%	N=92	61%	N=175	100%	N=285
Read or watch local news (via television, paper, computer, etc.)	3%	N=10	14%	N=40	33%	N=96	49%	N=140	100%	N=286
Vote in local elections	16%	N=44	5%	N=15	18%	N=51	61%	N=174	100%	N=284

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	39%	N=110
Very good	49%	N=138
Good	12%	N=33
Fair	1%	N=3
Poor	0%	N=0
Total	100%	N=284

Table 52: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be	Percent	Number
Very positive	5%	N=14
Somewhat positive	29%	N=84
Neutral	56%	N=159
Somewhat negative	8%	N=22
Very negative	2%	N=6
Total	100%	N=284

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Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	63%	N=180
Working part time for pay	16%	N=45
Unemployed, looking for paid work	4%	N=11
Unemployed, not looking for paid work	3%	N=8
Fully retired	14%	N=41
Total	100%	N=285

Table 54: Question D5

Do you work inside the boundaries of Park City?	Percent	Number
Yes, outside the home	47%	N=133
Yes, from home	16%	N=45
No	37%	N=103
Total	100%	N=281

Table 55: Question D6

How many years have you lived in Park City?	Percent	Number
Less than 2 years	10%	N=28
2 to 5 years	17%	N=49
6 to 10 years	18%	N=51
11 to 20 years	24%	N=69
More than 20 years	31%	N=90
Total	100%	N=286

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	59%	N=169
Building with two or more homes (duplex, townhome, apartment or condominium)	39%	N=111
Mobile home	0%	N=1
Other	2%	N=5
Total	100%	N=285

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Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	36%	N=101
Owned	64%	N=180
Total	100%	N=281

Table 58: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	1%	N=2
\$300 to \$599 per month	7%	N=19
\$600 to \$999 per month	23%	N=66
\$1,000 to \$1,499 per month	15%	N=43
\$1,500 to \$2,499 per month	26%	N=72
\$2,500 or more per month	28%	N=78
Total	100%	N=280

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	74%	N=212
Yes	26%	N=75
Total	100%	N=287

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	82%	N=234
Yes	18%	N=52
Total	100%	N=286

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Table 61: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$24,999	2%	N=7
\$25,000 to \$49,999	22%	N=59
\$50,000 to \$99,999	21%	N=56
\$100,000 to \$149,999	22%	N=59
\$150,000 or more	33%	N=87
Total	100%	N=266

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=275
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=11
Total	100%	N=286

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=3
Asian, Asian Indian or Pacific Islander	1%	N=4
Black or African American	4%	N=10
White	89%	N=251
Other	7%	N=20

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

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	6%	N=18
25 to 34 years	24%	N=68
35 to 44 years	18%	N=50
45 to 54 years	21%	N=61
55 to 64 years	16%	N=46
65 to 74 years	12%	N=34
75 years or older	3%	N=8
Total	100%	N=285

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Table 65: Question D16

What is your sex?	Percent	Number
Female	47%	N=134
Male	53%	N=150
Total	100%	N=283

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	80%	N=230
Land line	10%	N=29
Both	10%	N=27
Total	100%	N=287

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from approximately 500 communities whose residents evaluated the same kinds of topics on The NCS. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Park City chose to have comparisons made to the entire database and to subset of similar jurisdictions from the database (i.e., resort communities with populations below 100,000).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, three numbers are provided in the table. The first column is Park City’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Park City’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Park City’s rating to the benchmark.

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

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

National Benchmark Comparisons

Table 67: Community Quality Overall

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Park City	96%	12	382	Higher
Overall image or reputation of Park City	92%	19	286	Higher
Park City as a place to live	94%	20	315	Higher
Your neighborhood as a place to live	92%	25	255	Higher
Park City as a place to raise children	85%	73	312	Higher
Park City as a place to retire	77%	43	298	Higher
Overall appearance of Park City	91%	14	291	Higher

Table 68: Community Quality by Domain

Safety	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Park City	96%	2	90	Higher
In your neighborhood during the day	97%	14	290	Similar
In Park City's downtown area during the day	97%	9	250	Higher

Mobility	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall ease of getting to the places you usually have to visit	85%	NA	NA	NA
Availability of paths and walking trails	91%	2	221	Much higher
Ease of walking in Park City	88%	6	244	Much higher
Ease of travel by bicycle in Park City	84%	5	250	Much higher
Ease of travel by public transportation in Park City	89%	4	50	Much higher
Ease of travel by car in Park City	66%	92	251	Similar
Ease of public parking	50%	NA	NA	NA
Traffic flow on major streets	61%	79	280	Similar

Natural Environment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Quality of overall natural environment in Park City	93%	4	224	Much higher
Cleanliness of Park City	91%	20	224	Higher
Air quality	90%	5	206	Higher

Built Environment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall "built environment" of Park City (including overall design, buildings, parks and transportation systems)	77%	NA	NA	NA
Overall quality of new development in Park City	62%	131	237	Similar
Availability of affordable quality housing	23%	238	258	Lower
Variety of housing options	42%	188	213	Lower
Public places where people want to spend time	91%	NA	NA	NA

Economy	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Park City	81%	NA	NA	NA
Vibrant downtown/commercial area	77%	NA	NA	NA

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Economy	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of business and service establishments in Park City	71%	77	213	Similar
Cost of living in Park City	26%	NA	NA	NA
Shopping opportunities	72%	58	244	Higher
Employment opportunities	41%	58	260	Similar
Park City as a place to visit	96%	1	10	Much higher
Park City as a place to work	75%	38	284	Higher

Recreation and Wellness	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Health and wellness opportunities in Park City	94%	NA	NA	NA
Availability of preventive health services	72%	33	166	Similar
Availability of affordable quality health care	67%	32	208	Higher
Recreational opportunities	96%	1	257	Much higher
Fitness opportunities (including exercise classes and paths or trails, etc.)	95%	NA	NA	NA

Education and Enrichment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education and enrichment	79%	NA	NA	NA
Opportunities to participate in religious or spiritual events and activities	88%	23	169	Similar
Opportunities to attend cultural/arts/music activities	93%	2	255	Much higher
Adult educational opportunities	62%	NA	NA	NA
K-12 education	78%	81	209	Similar
Availability of affordable quality child care/preschool	51%	70	212	Similar

Community Engagement	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Opportunities to participate in social events and activities	91%	2	204	Much higher
Neighborhoodliness of residents in Park City	69%	NA	NA	NA
Openness and acceptance of the community toward people of diverse backgrounds	68%	84	239	Similar
Opportunities to participate in community matters	84%	3	212	Higher
Opportunities to volunteer	91%	5	215	Higher

Table 69: Governance Overall

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by Park City Municipal Government	80%	130	353	Similar
Overall customer service by Park City employees (police, receptionists, planners, etc.)	83%	144	309	Similar
The value of services for the taxes paid to Park City	66%	62	335	Similar
The overall direction that Park City is taking	64%	110	277	Similar
The job Park City government does at welcoming citizen involvement	73%	12	260	Higher
Overall confidence in Park City government	66%	NA	NA	NA
Generally acting in the best interest of the community	66%	NA	NA	NA
Being honest	66%	NA	NA	NA
Treating all residents fairly	56%	NA	NA	NA
Services provided by the Federal Government	43%	136	213	Similar

Table 70: Governance by Domain

Safety	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Police/Sheriff services	77%	182	360	Similar
Fire services	95%	26	304	Similar
Ambulance or emergency medical services	95%	24	280	Similar
Crime prevention	82%	29	292	Higher
Fire prevention and education	81%	72	240	Similar
Animal control	58%	185	273	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	134	236	Similar

Mobility	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Traffic enforcement	73%	108	315	Similar
Street repair	47%	206	365	Similar
Street cleaning	74%	69	243	Similar
Street lighting	79%	19	271	Higher
Snow removal	83%	16	249	Higher
Sidewalk maintenance	68%	46	249	Similar
Traffic signal timing	62%	42	211	Similar
Bus or transit services	94%	1	186	Much higher

Natural Environment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Garbage collection	82%	172	298	Similar
Recycling	68%	234	303	Similar
Drinking water	49%	243	271	Lower
Preservation of natural areas such as open space, farmlands and greenbelts	79%	18	219	Higher
Park City open space	82%	5	21	Similar

Built Environment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Storm drainage	77%	49	307	Similar
Sewer services	85%	68	258	Similar
Power (electric and/or gas) utility	82%	15	119	Similar
Utility billing	78%	7	17	Similar
Land use, planning and zoning	56%	61	246	Similar
Code enforcement (weeds, abandoned buildings, etc.)	61%	84	304	Similar

Economy	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Economic development	57%	55	241	Similar

Recreation and Wellness	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
City parks	97%	5	270	Higher
Recreation programs or classes	92%	4	274	Higher
Recreation centers or facilities	96%	2	234	Much higher
Health services	82%	21	162	Higher

Education and Enrichment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
City-sponsored special events	86%	1	9	Higher
Public library services	95%	40	290	Similar

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Community Engagement	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Public information services	82%	32	233	Similar

Table 71: Engagement and Participation Overall

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	74%	35	258	Higher
Recommend living in Park City to someone who asks	94%	52	217	Similar
Remain in Park City for the next five years	87%	76	216	Similar
Contacted Park City (in-person, phone, email or web) for help or information	47%	149	247	Similar

Table 72: Engagement and Participation by Domain

Safety	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Stocked supplies in preparation for an emergency	20%	NA	NA	NA
Reported a crime to the police	17%	NA	NA	NA
Household member was a victim of a crime	13%	72	219	Similar

Mobility	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Used bus, rail, subway or other public transportation instead of driving	74%	NA	NA	NA
Carpooled with other adults or children instead of driving alone	61%	NA	NA	NA
Walked or biked instead of driving	87%	NA	NA	NA

Natural Environment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Made efforts to conserve water	87%	NA	NA	NA
Made efforts to make your home more energy efficient	74%	NA	NA	NA
Recycled at home	89%	90	209	Similar

Built Environment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Observed a code violation or other hazard in Park City	43%	NA	NA	NA
Experiencing housing cost stress (housing costs 30% or MORE of income)	21%	189	206	Lower

Economy	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Purchased goods or services from a business located in Park City	98%	NA	NA	NA
Economy will have positive impact on income	34%	2	204	Higher
Work inside boundaries of Park City	63%	NA	NA	NA

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Recreation and Wellness	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Used Park City recreation centers or their services	77%	4	179	Much higher
Visited a neighborhood park or City park	92%	30	212	Similar
Ate at least 5 portions of fruits and vegetables a day	90%	NA	NA	NA
Participated in moderate or vigorous physical activity	93%	NA	NA	NA
In excellent or very good health	99%	NA	NA	NA

Education and Enrichment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Used Park City public libraries or their services	80%	29	189	Similar
Participated in religious or spiritual activities in Park City	36%	137	154	Lower
Attended a City-sponsored event	85%	NA	NA	NA

Community Engagement	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Campaigned or advocated for an issue, cause or candidate	31%	NA	NA	NA
Contacted Park City elected officials (in-person, phone, email or web) to express your opinion	28%	NA	NA	NA
Volunteered your time to some group/activity in Park City	52%	59	210	Similar
Participated in a club	36%	52	181	Similar
Talked to or visited with your immediate neighbors	45%	145	197	Similar
Done a favor for a neighbor	83%	179	180	Lower
Attended a local public meeting	37%	15	214	Higher
Watched (online or on television) a local public meeting	13%	175	175	Much lower
Read or watched local news (via television, paper, computer, etc.)	83%	NA	NA	NA
Voted in local elections	79%	82	213	Similar

Communities Included in National Comparisons

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

Abilene city, KS.....	6,844	Cabarrus County, NC.....	178,011
Adams County, CO.....	441,603	Cambridge city, MA.....	105,162
Airway Heights city, WA.....	6,114	Cape Coral city, FL.....	154,305
Albany city, GA.....	77,434	Cape Girardeau city, MO.....	37,941
Albany city, OR.....	50,158	Carlsbad city, CA.....	105,328
Albemarle County, VA.....	98,970	Cartersville city, GA.....	19,731
Albert Lea city, MN.....	18,016	Carver County, MN.....	91,042
Altoona city, IA.....	14,541	Cary town, NC.....	135,234
Ames city, IA.....	58,965	Casa Grande city, AZ.....	48,571
Andover CDP, MA.....	8,762	Casper city, WY.....	55,316
Ankeny city, IA.....	45,582	Castle Pines North city, CO.....	10,360
Ann Arbor city, MI.....	113,934	Castle Rock town, CO.....	48,231
Annapolis city, MD.....	38,394	Cedar Falls city, IA.....	39,260
Apple Valley town, CA.....	69,135	Cedar Rapids city, IA.....	126,326
Arapahoe County, CO.....	572,003	Centennial city, CO.....	100,377
Arlington city, TX.....	365,438	Centralia city, IL.....	13,032
Arlington County, VA.....	207,627	Chambersburg borough, PA.....	20,268
Arvada city, CO.....	106,433	Chandler city, AZ.....	236,123
Asheville city, NC.....	83,393	Chanhassen city, MN.....	22,952
Ashland city, OR.....	20,078	Chapel Hill town, NC.....	57,233
Ashland town, VA.....	7,225	Charlotte city, NC.....	731,424
Aspen city, CO.....	6,658	Charlotte County, FL.....	159,978
Auburn city, AL.....	53,380	Charlottesville city, VA.....	43,475
Auburn city, WA.....	70,180	Chesapeake city, VA.....	222,209
Aurora city, CO.....	325,078	Chesterfield County, VA.....	316,236
Austin city, TX.....	790,390	Chippewa Falls city, WI.....	13,661
Baltimore city, MD.....	620,961	Citrus Heights city, CA.....	83,301
Baltimore County, MD.....	805,029	Clayton city, MO.....	15,939
Barnstable Town city, MA.....	45,193	Clearwater city, FL.....	107,685
Battle Creek city, MI.....	52,347	Clive city, IA.....	15,447
Baytown city, TX.....	71,802	College Station city, TX.....	93,857
Bedford town, MA.....	13,320	Colleyville city, TX.....	22,807
Bellevue city, WA.....	122,363	Collinsville city, IL.....	25,579
Beltrami County, MN.....	44,442	Columbia city, MO.....	108,500
Benbrook city, TX.....	21,234	Columbus city, WI.....	4,991
Benicia city, CA.....	26,997	Commerce City city, CO.....	45,913
Bettendorf city, IA.....	33,217	Concord city, CA.....	122,067
Billings city, MT.....	104,170	Concord town, MA.....	17,668
Blaine city, MN.....	57,186	Conyers city, GA.....	15,195
Bloomfield Hills city, MI.....	3,869	Cookeville city, TN.....	30,435
Bloomington city, IL.....	76,610	Coon Rapids city, MN.....	61,476
Bloomington city, MN.....	82,893	Cooper City city, FL.....	28,547
Blue Ash city, OH.....	12,114	Coronado city, CA.....	18,912
Blue Springs city, MO.....	52,575	Corpus Christi city, TX.....	305,215
Boise City city, ID.....	205,671	Corvallis city, OR.....	54,462
Boonville city, MO.....	8,319	Coventry Lake CDP, CT.....	2,990
Botetourt County, VA.....	33,148	Cranberry township, PA.....	28,098
Boulder city, CO.....	97,385	Crested Butte town, CO.....	1,487
Boulder County, CO.....	294,567	Cross Roads town, TX.....	1,563
Bowling Green city, KY.....	58,067	Crystal Lake city, IL.....	40,743
Branson city, MO.....	10,520	Cupertino city, CA.....	58,302
Brea city, CA.....	39,282	Dade City city, FL.....	6,437
Brevard County, FL.....	543,376	Dakota County, MN.....	398,552
Bristol city, TN.....	26,702	Dallas city, TX.....	1,197,816
Broken Arrow city, OK.....	98,850	Dania Beach city, FL.....	29,639
Brookline town, NH.....	4,991	Davenport city, IA.....	99,685
Broomfield city, CO.....	55,889	Davidson town, NC.....	10,944
Brownsburg town, IN.....	21,285	De Pere city, WI.....	23,800
Bryan city, TX.....	76,201	Decatur city, GA.....	19,335
Burleson city, TX.....	36,690	Delray Beach city, FL.....	60,522

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Denton city, TX	113,383	Gulf Shores city, AL	9,741
Denver city, CO	600,158	Gunnison County, CO	15,324
Derby city, KS	22,158	Hailey city, ID	7,960
Des Moines city, IA	203,433	Hallandale Beach city, FL	37,113
Destin city, FL	12,305	Hamilton city, OH	62,477
Dewey-Humboldt town, AZ	3,894	Hampton city, VA	137,436
Dorchester County, MD	32,618	Hanover County, VA	99,863
Dothan city, AL	65,496	Harrisonville city, MO	10,019
Douglas County, CO	285,465	Hartford city, CT	124,775
Dover city, DE	36,047	Hayward city, CA	144,186
Dover city, NH	29,987	Henderson city, NV	257,729
Dublin city, OH	41,751	Hermiston city, OR	16,745
Duluth city, MN	86,265	Herndon town, VA	23,292
Duncanville city, TX	38,524	High Point city, NC	104,371
Durham city, NC	228,330	Highland Park city, IL	29,763
East Grand Forks city, MN	8,601	Highlands Ranch CDP, CO	96,713
East Lansing city, MI	48,579	Hillsborough town, NC	6,087
East Providence city, RI	47,037	Holden town, MA	17,346
Eau Claire city, WI	65,883	Holland city, MI	33,051
Eden Prairie city, MN	60,797	Honolulu County, HI	953,207
Edgerton city, KS	1,671	Hopkinton town, MA	14,925
Edina city, MN	47,941	Hoquiam city, WA	8,726
Edmond city, OK	81,405	Houston city, TX	2,099,451
Edmonds city, WA	39,709	Howell city, MI	9,489
El Cerrito city, CA	23,549	Hudson city, OH	22,262
El Paso city, TX	649,121	Hudson town, CO	2,356
Elk Grove city, CA	153,015	Hudsonville city, MI	7,116
Elk River city, MN	22,974	Huntersville town, NC	46,773
Elmhurst city, IL	44,121	Hurst city, TX	37,337
Encinitas city, CA	59,518	Hutchinson city, MN	14,178
Englewood city, CO	30,255	Hutto city, TX	14,698
Erie town, CO	18,135	Indian Trail town, NC	33,518
Escambia County, FL	297,619	Indianola city, IA	14,782
Escanaba city, MI	12,616	Jackson County, MI	160,248
Estes Park town, CO	5,858	Jefferson City city, MO	43,079
Farmington Hills city, MI	79,740	Jefferson County, CO	534,543
Federal Way city, WA	89,306	Jerome city, ID	10,890
Fishers town, IN	76,794	Johnson City city, TN	63,152
Flagstaff city, AZ	65,870	Johnson County, KS	544,179
Flower Mound town, TX	64,669	Jupiter town, FL	55,156
Flushing city, MI	8,389	Kalamazoo city, MI	74,262
Forest Grove city, OR	21,083	Kansas City city, MO	459,787
Fort Collins city, CO	143,986	Kenmore city, WA	20,460
Fort Smith city, AR	86,209	Kennett Square borough, PA	6,072
Fort Worth city, TX	741,206	Kirkland city, WA	48,787
Fountain Hills town, AZ	22,489	Kutztown borough, PA	5,012
Franklin city, TN	62,487	La Mesa city, CA	57,065
Fredericksburg city, VA	24,286	La Plata town, MD	8,753
Freeport CDP, ME	1,485	La Porte city, TX	33,800
Freeport city, IL	25,638	La Vista city, NE	15,758
Fremont city, CA	214,089	Lafayette city, CO	24,453
Fruita city, CO	12,646	Laguna Beach city, CA	22,723
Gainesville city, FL	124,354	Laguna Hills city, CA	30,344
Gaithersburg city, MD	59,933	Lake Oswego city, OR	36,619
Galveston city, TX	47,743	Lake Zurich village, IL	19,631
Garden City city, KS	26,658	Lakeville city, MN	55,954
Gardner city, KS	19,123	Lakewood city, CO	142,980
Geneva city, NY	13,261	Lane County, OR	351,715
Georgetown city, TX	47,400	Larimer County, CO	299,630
Georgetown town, CO	1,034	Las Cruces city, NM	97,618
Gig Harbor city, WA	7,126	Las Vegas city, NV	583,756
Gilbert town, AZ	208,453	Lawrence city, KS	87,643
Gillette city, WY	29,087	League City city, TX	83,560
Globe city, AZ	7,532	Lebanon city, NH	13,151
Goodyear city, AZ	65,275	Lee County, FL	618,754
Grafton village, WI	11,459	Lee's Summit city, MO	91,364
Grand Island city, NE	48,520	Lewiston city, ME	36,592
Greeley city, CO	92,889	Lexington city, VA	7,042
Green Valley CDP, AZ	21,391	Lincoln city, NE	258,379
Greer city, SC	25,515	Littleton city, CO	41,737

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Livermore city, CA.....	80,968	Ogdensburg city, NY.....	11,128
Lone Tree city, CO.....	10,218	Oklahoma City city, OK.....	579,999
Longmont city, CO.....	86,270	Olathe city, KS.....	125,872
Los Alamos County, NM.....	17,950	Olmsted County, MN.....	144,248
Louisville city, CO.....	18,376	Orland Park village, IL.....	56,767
Lower Providence township, PA.....	25,436	Oshkosh city, WI.....	66,083
Lynchburg city, VA.....	75,568	Otsego County, MI.....	24,164
Lynnwood city, WA.....	35,836	Oviedo city, FL.....	33,342
Lyons village, IL.....	10,729	Paducah city, KY.....	25,024
Madison city, WI.....	233,209	Palm Beach County, FL.....	1,320,134
Mankato city, MN.....	39,309	Palm Coast city, FL.....	75,180
Maple Grove city, MN.....	61,567	Palm Springs city, CA.....	44,552
Maple Valley city, WA.....	22,684	Palo Alto city, CA.....	64,403
Maricopa County, AZ.....	3,817,117	Panama City city, FL.....	36,484
Marin County, CA.....	252,409	Papillion city, NE.....	18,894
Marion County, IA.....	33,309	Park City city, UT.....	7,558
Maryland Heights city, MO.....	27,472	Park Ridge city, IL.....	37,480
Mayer city, MN.....	1,749	Parker town, CO.....	45,297
McAllen city, TX.....	129,877	Pasadena city, CA.....	137,122
McDonough city, GA.....	22,084	Pasco city, WA.....	59,781
McKinney city, TX.....	131,117	Pasco County, FL.....	464,697
McMinnville city, OR.....	32,187	Peachtree City city, GA.....	34,364
Mecklenburg County, NC.....	919,628	Pearland city, TX.....	91,252
Medford city, OR.....	74,907	Peoria city, AZ.....	154,065
Menlo Park city, CA.....	32,026	Peoria County, IL.....	186,494
Meridian charter township, MI.....	39,688	Peters township, PA.....	21,213
Meridian city, ID.....	75,092	Petoskey city, MI.....	5,670
Merriam city, KS.....	11,003	Phoenix city, AZ.....	1,445,632
Merrill city, WI.....	9,661	Pinal County, AZ.....	375,770
Mesa city, AZ.....	439,041	Pinehurst village, NC.....	13,124
Miami Beach city, FL.....	87,779	Piqua city, OH.....	20,522
Midland city, MI.....	41,863	Plano city, TX.....	259,841
Milford city, DE.....	9,559	Platte City city, MO.....	4,691
Minneapolis city, MN.....	382,578	Plymouth city, MN.....	70,576
Mission Viejo city, CA.....	93,305	Pocatello city, ID.....	54,255
Missoula city, MT.....	66,788	Polk County, FL.....	602,095
Monterey city, CA.....	27,810	Port Huron city, MI.....	30,184
Montgomery County, MD.....	971,777	Port Orange city, FL.....	56,048
Montgomery County, VA.....	94,392	Port St. Lucie city, FL.....	164,603
Montpelier city, VT.....	7,855	Portland city, OR.....	583,776
Montrose city, CO.....	19,132	Post Falls city, ID.....	27,574
Mooresville town, NC.....	32,711	Prince William County, VA.....	402,002
Morristown city, TN.....	29,137	Provo city, UT.....	112,488
Moscow city, ID.....	23,800	Pueblo city, CO.....	106,595
Mountlake Terrace city, WA.....	19,909	Purcellville town, VA.....	7,727
Munster town, IN.....	23,603	Queen Creek town, AZ.....	26,361
Muscataine city, IA.....	22,886	Radford city, VA.....	16,408
Naperville city, IL.....	141,853	Radnor township, PA.....	31,531
Needham CDP, MA.....	28,886	Rapid City city, SD.....	67,956
New Braunfels city, TX.....	57,740	Raymore city, MO.....	19,206
New Brighton city, MN.....	21,456	Redmond city, WA.....	54,144
New Orleans city, LA.....	343,829	Rehoboth Beach city, DE.....	1,327
New York city, NY.....	8,175,133	Renton city, WA.....	90,927
Newport Beach city, CA.....	85,186	Reston CDP, VA.....	58,404
Newport city, RI.....	24,672	Richmond city, CA.....	103,701
Newport News city, VA.....	180,719	Richmond Heights city, MO.....	8,603
Noblesville city, IN.....	51,969	Rifle city, CO.....	9,172
Nogales city, AZ.....	20,837	Rio Rancho city, NM.....	87,521
Norfolk city, VA.....	242,803	Riverdale city, UT.....	8,426
Norman city, OK.....	110,925	Riverside city, MO.....	2,937
North Las Vegas city, NV.....	216,961	Riverside village, IL.....	8,875
North Palm Beach village, FL.....	12,015	Rochester city, MI.....	12,711
Northglenn city, CO.....	35,789	Rock Hill city, SC.....	66,154
Novato city, CA.....	51,904	Rockford city, IL.....	152,871
Novi city, MI.....	55,224	Rockville city, MD.....	61,209
O'Fallon city, IL.....	28,281	Roeland Park city, KS.....	6,731
Oak Park village, IL.....	51,878	Rolla city, MO.....	19,559
Oakland charter township, MI.....	16,779	Roswell city, GA.....	88,346
Oakland Park city, FL.....	41,363	Round Rock city, TX.....	99,887
Ocala city, FL.....	56,315	Rowlett city, TX.....	56,199

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Royal Oak city, MI.....	57,236	Temecula city, CA.....	100,097
Saco city, ME.....	18,482	Tempe city, AZ.....	161,719
Sahuarita town, AZ.....	25,259	Temple city, TX.....	66,102
Salida city, CO.....	5,236	The Woodlands CDP, TX.....	93,847
Salt Lake City city, UT.....	186,440	Thornton city, CO.....	118,772
Sammamish city, WA.....	45,780	Thousand Oaks city, CA.....	126,683
San Antonio city, TX.....	1,327,407	Tomball city, TX.....	10,753
San Carlos city, CA.....	28,406	Tualatin city, OR.....	26,054
San Diego city, CA.....	1,307,402	Tulsa city, OK.....	391,906
San Jose city, CA.....	945,942	Twin Falls city, ID.....	44,125
San Juan County, NM.....	130,044	Tyler city, TX.....	96,900
San Marcos city, TX.....	44,894	Umatilla city, OR.....	6,906
San Rafael city, CA.....	57,713	Upper Arlington city, OH.....	33,771
Sandy city, UT.....	87,461	Urbandale city, IA.....	39,463
Sandy Springs city, GA.....	93,853	Vail town, CO.....	5,305
Sanford city, FL.....	53,570	Vancouver city, WA.....	161,791
Santa Clarita city, CA.....	176,320	Ventura CCD, CA.....	111,889
Santa Monica city, CA.....	89,736	Vestavia Hills city, AL.....	34,033
Sarasota city, FL.....	51,917	Virginia Beach city, VA.....	437,994
Sarasota County, FL.....	379,448	Visalia city, CA.....	124,442
Savage city, MN.....	26,911	Wahpeton city, ND.....	7,766
Savannah city, GA.....	136,286	Wake Forest town, NC.....	30,117
Scarborough CDP, ME.....	4,403	Walnut Creek city, CA.....	64,173
Scott County, MN.....	129,928	Washington County, MN.....	238,136
Scottsdale city, AZ.....	217,385	Washoe County, NV.....	421,407
Seaside city, CA.....	33,025	Watauga city, TX.....	23,497
SeaTac city, WA.....	26,909	Wauwatosa city, WI.....	46,396
Sevierville city, TN.....	14,807	Weddington town, NC.....	9,459
Shawnee city, KS.....	62,209	Wentzville city, MO.....	29,070
Sheboygan city, WI.....	49,288	West Carrollton city, OH.....	13,143
Sherman village, IL.....	4,148	West Chester borough, PA.....	18,461
Shorewood city, MN.....	7,307	West Des Moines city, IA.....	56,609
Sioux Falls city, SD.....	153,888	West Richland city, WA.....	11,811
Skokie village, IL.....	64,784	Westerville city, OH.....	36,120
Smyrna city, GA.....	51,271	Westlake town, TX.....	992
Snellville city, GA.....	18,242	Westminster city, CO.....	106,114
South Lake Tahoe city, CA.....	21,403	Wheat Ridge city, CO.....	30,166
South Portland city, ME.....	25,002	White House city, TN.....	10,255
Southborough town, MA.....	9,767	Whitewater township, MI.....	2,597
Southlake city, TX.....	26,575	Wichita city, KS.....	382,368
Sparks city, NV.....	90,264	Williamsburg city, VA.....	14,068
Spokane Valley city, WA.....	89,755	Wilmington city, IL.....	5,724
Springboro city, OH.....	17,409	Wilmington city, NC.....	106,476
Springfield city, OR.....	59,403	Wilsonville city, OR.....	19,509
Springville city, UT.....	29,466	Winchester city, VA.....	26,203
St. Cloud city, MN.....	65,842	Wind Point village, WI.....	1,723
St. Louis County, MN.....	200,226	Windsor town, CO.....	18,644
St. Louis Park city, MN.....	45,250	Windsor town, CT.....	29,044
Stallings town, NC.....	13,831	Winston-Salem city, NC.....	229,617
State College borough, PA.....	42,034	Winter Garden city, FL.....	34,568
Sterling Heights city, MI.....	129,699	Woodland city, WA.....	5,509
Sugar Land city, TX.....	78,817	Wrentham town, MA.....	10,955
Summit city, NJ.....	21,457	Yakima city, WA.....	91,067
Sunnyvale city, CA.....	140,081	York County, VA.....	65,464
Surprise city, AZ.....	117,517	Yuma city, AZ.....	93,064
Suwanee city, GA.....	15,355		
Tacoma city, WA.....	198,397		
Takoma Park city, MD.....	16,715		

Resort Communities with Populations below 100,000 Benchmark Comparisons

Table 73: Community Quality Overall

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Park City	96%	3	19	Higher
Overall image or reputation of Park City	92%	3	16	Higher
Park City as a place to live	94%	5	20	Higher
Your neighborhood as a place to live	92%	3	16	Similar
Park City as a place to raise children	85%	4	18	Higher
Park City as a place to retire	77%	12	18	Similar
Overall appearance of Park City	91%	3	17	Higher

Table 74: Community Quality by Domain

Safety	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Park City	96%	1	5	Higher
In your neighborhood during the day	97%	4	19	Similar
In Park City's downtown area during the day	97%	2	17	Similar

Mobility	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall ease of getting to the places you usually have to visit	85%	NA	NA	NA
Availability of paths and walking trails	91%	1	13	Much higher
Ease of walking in Park City	88%	2	16	Higher
Ease of travel by bicycle in Park City	84%	1	16	Much higher
Ease of travel by public transportation in Park City	89%	NA	NA	NA
Ease of travel by car in Park City	66%	4	16	Similar
Ease of public parking	50%	NA	NA	NA
Traffic flow on major streets	61%	2	19	Higher

Natural Environment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Quality of overall natural environment in Park City	93%	2	15	Higher
Cleanliness of Park City	91%	3	15	Higher
Air quality	90%	3	14	Similar

Built Environment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall "built environment" of Park City (including overall design, buildings, parks and transportation systems)	77%	NA	NA	NA
Overall quality of new development in Park City	62%	8	16	Similar
Availability of affordable quality housing	23%	10	16	Similar
Variety of housing options	42%	10	15	Similar
Public places where people want to spend time	91%	NA	NA	NA

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Economy	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Park City	81%	NA	NA	NA
Vibrant downtown/commercial area	77%	NA	NA	NA
Overall quality of business and service establishments in Park City	71%	7	15	Similar
Cost of living in Park City	26%	NA	NA	NA
Shopping opportunities	72%	4	16	Higher
Employment opportunities	41%	3	14	Higher
Park City as a place to visit	96%	NA	NA	NA
Park City as a place to work	75%	2	18	Higher

Recreation and Wellness	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Health and wellness opportunities in Park City	94%	NA	NA	NA
Availability of preventive health services	72%	2	13	Similar
Availability of affordable quality health care	67%	1	14	Higher
Recreational opportunities	96%	1	16	Much higher
Fitness opportunities (including exercise classes and paths or trails, etc.)	95%	NA	NA	NA

Education and Enrichment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education and enrichment	79%	NA	NA	NA
Opportunities to participate in religious or spiritual events and activities	88%	5	11	Similar
Opportunities to attend cultural/arts/music activities	93%	1	17	Much higher
Adult educational opportunities	62%	NA	NA	NA
K-12 education	78%	7	15	Similar
Availability of affordable quality child care/preschool	51%	2	14	Similar

Community Engagement	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Opportunities to participate in social events and activities	91%	1	15	Higher
Neighborliness of residents in Park City	69%	NA	NA	NA
Openness and acceptance of the community toward people of diverse backgrounds	68%	6	16	Similar
Opportunities to participate in community matters	84%	1	16	Higher
Opportunities to volunteer	91%	2	17	Higher

Table 75: Governance Overall

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by Park City Municipal Government	80%	8	19	Similar
Overall customer service by Park City employees (police, receptionists, planners, etc.)	83%	9	18	Similar
The value of services for the taxes paid to Park City	66%	5	19	Similar
The overall direction that Park City is taking	64%	7	17	Similar
The job Park City government does at welcoming citizen involvement	73%	2	17	Higher
Overall confidence in Park City government	66%	NA	NA	NA
Generally acting in the best interest of the community	66%	NA	NA	NA
Being honest	66%	NA	NA	NA

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	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Treating all residents fairly	56%	NA	NA	NA
Services provided by the Federal Government	43%	11	16	Similar

Table 76: Governance by Domain

Safety	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Police/Sheriff services	77%	9	20	Similar
Fire services	95%	3	16	Similar
Ambulance or emergency medical services	95%	2	16	Similar
Crime prevention	82%	2	18	Higher
Fire prevention and education	81%	6	16	Similar
Animal control	58%	10	14	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	10	16	Similar

Mobility	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Traffic enforcement	73%	4	18	Similar
Street repair	47%	10	19	Similar
Street cleaning	74%	9	17	Similar
Street lighting	79%	3	18	Higher
Snow removal	83%	3	8	Similar
Sidewalk maintenance	68%	5	16	Similar
Traffic signal timing	62%	3	16	Similar
Bus or transit services	94%	1	16	Much higher

Natural Environment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Garbage collection	82%	10	18	Similar
Recycling	68%	14	15	Similar
Drinking water	49%	13	18	Lower
Preservation of natural areas such as open space, farmlands and greenbelts	79%	3	14	Higher
Park City open space	82%	NA	NA	NA

Built Environment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Storm drainage	77%	2	18	Higher
Sewer services	85%	7	15	Similar
Power (electric and/or gas) utility	82%	3	11	Similar
Utility billing	78%	NA	NA	NA
Land use, planning and zoning	56%	4	16	Similar
Code enforcement (weeds, abandoned buildings, etc.)	61%	6	18	Similar

Economy	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Economic development	57%	2	15	Higher

Recreation and Wellness	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
City parks	97%	3	17	Higher
Recreation programs or classes	92%	2	18	Higher
Recreation centers or facilities	96%	2	15	Higher
Health services	82%	1	11	Higher

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Education and Enrichment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
City-sponsored special events	86%	NA	NA	NA
Public library services	95%	4	16	Similar

Community Engagement	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Public information services	82%	4	16	Similar

Table 77: Engagement and Participation Overall

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	74%	4	16	Similar
Recommend living in Park City to someone who asks	94%	4	16	Similar
Remain in Park City for the next five years	87%	4	16	Similar
Contacted Park City (in-person, phone, email or web) for help or information	47%	9	16	Similar

Table 78: Engagement and Participation by Domain

Safety	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Stocked supplies in preparation for an emergency	20%	NA	NA	NA
Reported a crime to the police	17%	NA	NA	NA
Household member was a victim of a crime	13%	6	16	Similar

Mobility	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Used bus, rail, subway or other public transportation instead of driving	74%	NA	NA	NA
Carpooled with other adults or children instead of driving alone	61%	NA	NA	NA
Walked or biked instead of driving	87%	NA	NA	NA

Natural Environment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Made efforts to conserve water	87%	NA	NA	NA
Made efforts to make your home more energy efficient	74%	NA	NA	NA
Recycled at home	89%	8	16	Similar

Built Environment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Observed a code violation or other hazard in Park City	43%	NA	NA	NA
Experiencing housing cost stress (housing costs 30% or MORE of income)	21%	16	16	Lower

Economy	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Purchased goods or services from a business located in Park City	98%	NA	NA	NA
Economy will have positive impact on income	34%	1	16	Higher
Work inside boundaries of Park City	63%	NA	NA	NA

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Recreation and Wellness	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Used Park City recreation centers or their services	77%	1	15	Much higher
Visited a neighborhood park or City park	92%	6	16	Similar
Ate at least 5 portions of fruits and vegetables a day	90%	NA	NA	NA
Participated in moderate or vigorous physical activity	93%	NA	NA	NA
In excellent or very good health	99%	NA	NA	NA

Education and Enrichment	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Used Park City public libraries or their services	80%	3	14	Higher
Participated in religious or spiritual activities in Park City	36%	11	11	Lower
Attended a City-sponsored event	85%	NA	NA	NA

Community Engagement	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Campaigned or advocated for an issue, cause or candidate	31%	NA	NA	NA
Contacted Park City elected officials (in-person, phone, email or web) to express your opinion	28%	NA	NA	NA
Volunteered your time to some group/activity in Park City	52%	9	16	Similar
Participated in a club	36%	9	15	Similar
Talked to or visited with your immediate neighbors	45%	15	16	Similar
Done a favor for a neighbor	83%	15	15	Lower
Attended a local public meeting	37%	3	16	Similar
Watched (online or on television) a local public meeting	13%	16	16	Much lower
Read or watched local news (via television, paper, computer, etc.)	83%	NA	NA	NA
Voted in local elections	79%	11	16	Similar

Communities Included in Resort Communities with Populations below 100,000 Comparisons
The communities included in Park City’s custom comparisons are listed below along with their population according to the 2010 Census.

Annapolis city, MD	38,394
Ashland city, OR	20,078
Aspen city, CO	6,658
Coronado city, CA	18,912
Delray Beach city, FL	60,522
Destin city, FL	12,305
Estes Park town, CO	5,858
Freeport CDP, ME	1,485
Galveston city, TX	47,743
Jupiter town, FL	55,156
Laguna Beach city, CA	22,723
Miami Beach city, FL	87,779
Monterey city, CA	27,810
Newport Beach city, CA	85,186
Newport city, RI	24,672
Palm Springs city, CA	44,552
Panama City city, FL	36,484
Park City city, UT	7,558
Petoskey city, MI	5,670
Rehoboth Beach city, DE	1,327
Santa Monica city, CA	89,736
Seaside city, CA	33,025
South Lake Tahoe city, CA	21,403
Vail town, CO	5,305
Williamsburg city, VA	14,068

Appendix C: Detailed Survey Methods

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

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

Survey Validity

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

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

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

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her

confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

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

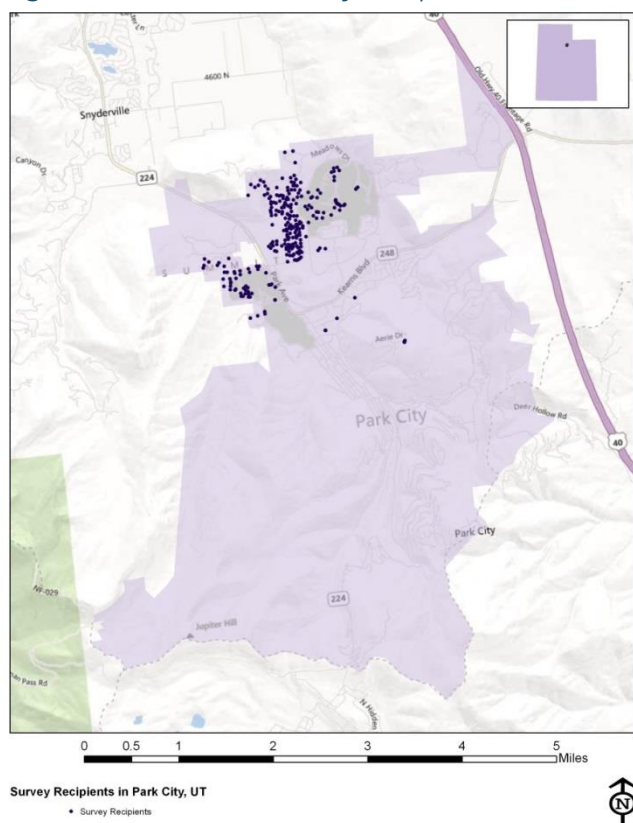
Survey Sampling

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

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every *N*th one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be a different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

Figure 1: Location of Survey Recipients



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

Survey Administration and Response

Selected households received three mailings, one week apart, beginning in June 2013. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Completed surveys were collected over the following seven weeks.

About 10% of the 1,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,073 eligible households, 295 completed the survey, providing an overall response rate of 28%; average response rates for a mailed resident survey range from 25% to 40%.

Confidence Intervals

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

The margin of error for the Park City survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (295 completed surveys).

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

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

Survey Processing (Data Entry)

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

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

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in Park City. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, race, and gender and age. The results of the weighting scheme are presented in the following table.

Table 79: Park City, UT 2013 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	38%	16%	36%
Own home	62%	84%	64%
Detached unit	57%	77%	59%
Attached unit	43%	23%	41%
Race and Ethnicity			
White	83%	96%	87%
Not white	17%	4%	13%
Not Hispanic	80%	99%	96%
Hispanic	20%	1%	4%
White alone, not Hispanic	76%	96%	86%
Hispanic and/or other race	24%	4%	14%
Sex and Age			
Female	47%	51%	47%
Male	53%	49%	53%
18-34 years of age	32%	10%	30%
35-54 years of age	38%	33%	39%
55+ years of age	29%	57%	31%
Females 18-34	15%	5%	13%
Females 35-54	18%	18%	19%
Females 55+	14%	28%	15%
Males 18-34	18%	5%	17%
Males 35-54	20%	15%	20%
Males 55+	15%	29%	15%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Percentages in selected categories are presented in the body of the report.

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

Appendix D: Survey Materials