



THE NCSTM
The National Citizen SurveyTM

Canandaigua, NY

Technical Appendices

2018



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

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

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

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

Table 1: Question 1

Please rate each of the following aspects of quality of life in Canandaigua:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Canandaigua as a place to live	37%	N=169	54%	N=245	9%	N=39	0%	N=1	100%	N=454
Your neighborhood as a place to live	34%	N=156	45%	N=209	15%	N=67	6%	N=28	100%	N=462
Canandaigua as a place to raise children	41%	N=162	46%	N=182	12%	N=48	1%	N=4	100%	N=396
Canandaigua as a place to work	21%	N=77	43%	N=159	28%	N=103	8%	N=31	100%	N=370
Canandaigua as a place to visit	41%	N=182	45%	N=202	13%	N=56	1%	N=5	100%	N=445
Canandaigua as a place to retire	30%	N=113	41%	N=154	21%	N=78	9%	N=33	100%	N=378
The overall quality of life in Canandaigua	28%	N=125	60%	N=270	13%	N=57	0%	N=1	100%	N=453

Table 2: Question 2

Please rate each of the following characteristics as they relate to Canandaigua as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Canandaigua	31%	N=145	58%	N=267	10%	N=48	1%	N=3	100%	N=463
Overall ease of getting to the places you usually have to visit	34%	N=158	52%	N=242	11%	N=51	3%	N=12	100%	N=463
Quality of overall natural environment in Canandaigua	33%	N=153	52%	N=237	13%	N=58	2%	N=11	100%	N=459
Overall "built environment" of Canandaigua (including overall design, buildings, parks and transportation systems)	14%	N=63	42%	N=191	34%	N=156	10%	N=46	100%	N=457
Health and wellness opportunities in Canandaigua	32%	N=142	46%	N=203	20%	N=89	2%	N=9	100%	N=444
Overall opportunities for education and enrichment	31%	N=135	49%	N=216	17%	N=76	2%	N=9	100%	N=436
Overall economic health of Canandaigua	14%	N=61	52%	N=224	28%	N=121	7%	N=29	100%	N=434
Sense of community	19%	N=85	52%	N=235	21%	N=96	8%	N=37	100%	N=454
Overall image or reputation of Canandaigua	23%	N=104	57%	N=261	19%	N=87	1%	N=4	100%	N=455

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 Canandaigua to someone who asks	48%	N=220	44%	N=202	5%	N=23	3%	N=14	100%	N=458
Remain in Canandaigua for the next five years	57%	N=259	31%	N=142	5%	N=23	6%	N=29	100%	N=453

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	75%	N=350	20%	N=92	3%	N=12	1%	N=5	1%	N=4	100%	N=463
In Canandaigua's downtown/commercial area during the day	64%	N=295	31%	N=142	4%	N=16	1%	N=3	1%	N=3	100%	N=459

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Canandaigua as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	5%	N=24	50%	N=229	34%	N=154	11%	N=51	100%	N=459
Ease of public parking	13%	N=58	42%	N=189	37%	N=169	8%	N=36	100%	N=451
Ease of travel by car in Canandaigua	18%	N=83	60%	N=272	19%	N=86	3%	N=15	100%	N=457
Ease of travel by public transportation in Canandaigua	10%	N=25	31%	N=74	36%	N=87	22%	N=54	100%	N=239
Ease of travel by bicycle in Canandaigua	12%	N=44	45%	N=159	29%	N=102	14%	N=50	100%	N=354
Ease of walking in Canandaigua	37%	N=169	47%	N=214	15%	N=67	1%	N=5	100%	N=455
Availability of paths and walking trails	24%	N=102	45%	N=189	26%	N=110	4%	N=18	100%	N=418
Air quality	38%	N=169	51%	N=229	9%	N=42	2%	N=8	100%	N=448
Cleanliness of Canandaigua	18%	N=82	58%	N=270	21%	N=97	3%	N=14	100%	N=463
Overall appearance of Canandaigua	22%	N=102	53%	N=244	23%	N=104	1%	N=7	100%	N=457
Public places where people want to spend time	17%	N=75	51%	N=232	27%	N=124	5%	N=24	100%	N=455
Variety of housing options	13%	N=55	42%	N=185	31%	N=137	13%	N=58	100%	N=436
Availability of affordable quality housing	6%	N=26	28%	N=115	42%	N=170	23%	N=93	100%	N=404
Fitness opportunities (including exercise classes and paths or trails, etc.)	24%	N=104	49%	N=213	24%	N=104	4%	N=16	100%	N=436
Recreational opportunities	24%	N=106	48%	N=215	23%	N=104	4%	N=19	100%	N=445
Availability of affordable quality food	27%	N=126	45%	N=207	21%	N=98	6%	N=29	100%	N=460
Availability of affordable quality health care	26%	N=114	47%	N=209	22%	N=95	5%	N=22	100%	N=439
Availability of preventive health services	25%	N=102	52%	N=210	19%	N=75	4%	N=17	100%	N=404
Availability of affordable quality mental health care	19%	N=55	35%	N=103	30%	N=89	16%	N=46	100%	N=293

Table 6: Question 6

Please rate each of the following characteristics as they relate to Canandaigua as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	12%	N=25	48%	N=99	31%	N=63	10%	N=20	100%	N=207
K-12 education	36%	N=112	50%	N=153	12%	N=37	2%	N=7	100%	N=308
Adult educational opportunities	19%	N=62	53%	N=171	19%	N=62	8%	N=26	100%	N=320
Opportunities to attend cultural/arts/music activities	21%	N=89	48%	N=206	25%	N=106	6%	N=26	100%	N=426
Opportunities to participate in religious or spiritual events and activities	33%	N=117	54%	N=191	11%	N=39	3%	N=9	100%	N=356
Employment opportunities	9%	N=31	35%	N=120	39%	N=133	17%	N=60	100%	N=344
Shopping opportunities	17%	N=74	48%	N=217	29%	N=128	6%	N=29	100%	N=448
Cost of living in Canandaigua	5%	N=24	34%	N=151	43%	N=194	18%	N=80	100%	N=449
Overall quality of business and service establishments in Canandaigua	12%	N=53	53%	N=228	30%	N=130	5%	N=20	100%	N=431
Vibrant downtown/commercial area	16%	N=72	33%	N=147	38%	N=165	13%	N=56	100%	N=439
Overall quality of new development in Canandaigua	9%	N=36	35%	N=148	33%	N=140	23%	N=96	100%	N=420
Opportunities to participate in social events and activities	13%	N=53	47%	N=195	33%	N=136	7%	N=27	100%	N=412
Opportunities to volunteer	24%	N=89	48%	N=181	23%	N=87	5%	N=20	100%	N=376
Opportunities to participate in community matters	14%	N=50	47%	N=166	32%	N=112	7%	N=25	100%	N=353
Openness and acceptance of the community toward people of diverse backgrounds	11%	N=40	40%	N=150	35%	N=131	15%	N=57	100%	N=377
Neighborliness of residents in Canandaigua	10%	N=41	52%	N=221	33%	N=140	5%	N=21	100%	N=423

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	Percentage	N	Percentage	N	Percentage	N
Made efforts to conserve water	26%	N=117	74%	N=341	100%	N=458
Made efforts to make your home more energy efficient	23%	N=105	77%	N=351	100%	N=456
Observed a code violation or other hazard in Canandaigua (weeds, abandoned buildings, etc.)	48%	N=214	52%	N=235	100%	N=449
Household member was a victim of a crime in Canandaigua	91%	N=411	9%	N=43	100%	N=455
Reported a crime to the police in Canandaigua	81%	N=369	19%	N=84	100%	N=453
Stocked supplies in preparation for an emergency	69%	N=313	31%	N=143	100%	N=456
Campaigned or advocated for an issue, cause or candidate	75%	N=340	25%	N=113	100%	N=454
Contacted the City of Canandaigua (in-person, phone, email or web) for help or information	63%	N=285	37%	N=170	100%	N=455
Contacted Canandaigua elected officials (in-person, phone, email or web) to express your opinion	79%	N=358	21%	N=97	100%	N=455

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 Canandaigua?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Used Canandaigua recreation centers or their services	13%	N=58	14%	N=65	35%	N=160	37%	N=170	100%	N=453
Visited a neighborhood park or City park	22%	N=101	30%	N=137	33%	N=150	16%	N=72	100%	N=459
Used Canandaigua public libraries or their services	10%	N=48	31%	N=140	26%	N=119	33%	N=152	100%	N=459
Participated in religious or spiritual activities in Canandaigua	12%	N=55	16%	N=75	17%	N=77	55%	N=253	100%	N=460
Attended a City-sponsored event	2%	N=11	5%	N=21	46%	N=209	47%	N=217	100%	N=458
Used bus, rail, subway or other public transportation instead of driving	4%	N=20	2%	N=10	8%	N=36	86%	N=394	100%	N=459
Carpooled with other adults or children instead of driving alone	9%	N=42	13%	N=58	23%	N=107	55%	N=251	100%	N=458
Walked or biked instead of driving	24%	N=108	20%	N=91	30%	N=139	26%	N=118	100%	N=455
Volunteered your time to some group/activity in Canandaigua	9%	N=42	15%	N=70	21%	N=97	54%	N=249	100%	N=459
Participated in a club	5%	N=21	9%	N=43	12%	N=55	74%	N=337	100%	N=457
Talked to or visited with your immediate neighbors	39%	N=178	32%	N=148	18%	N=81	11%	N=51	100%	N=458
Done a favor for a neighbor	20%	N=90	31%	N=144	31%	N=140	18%	N=84	100%	N=458

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Attended a local public meeting	2%	N=10	2%	N=11	15%	N=69	80%	N=364	100%	N=454
Watched (online or on television) a local public meeting	1%	N=3	6%	N=26	21%	N=95	73%	N=330	100%	N=453

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Table 10: Question 10

Please rate the quality of each of the following services in Canandaigua:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	32%	N=129	48%	N=191	18%	N=72	2%	N=7	100%	N=398
Fire services	40%	N=143	48%	N=169	9%	N=33	3%	N=9	100%	N=353
Ambulance or emergency medical services	45%	N=156	46%	N=158	7%	N=25	1%	N=5	100%	N=343
Crime prevention	18%	N=65	56%	N=196	21%	N=74	5%	N=17	100%	N=350
Fire prevention and education	22%	N=71	54%	N=173	19%	N=62	5%	N=15	100%	N=320
Traffic enforcement	21%	N=79	48%	N=185	21%	N=82	10%	N=36	100%	N=383
Street repair	9%	N=38	37%	N=156	36%	N=152	18%	N=78	100%	N=423
Street cleaning	18%	N=77	43%	N=185	30%	N=129	9%	N=40	100%	N=431
Street lighting	22%	N=93	51%	N=220	26%	N=112	1%	N=6	100%	N=431
Snow removal	21%	N=92	41%	N=180	28%	N=122	9%	N=41	100%	N=434
Sidewalk maintenance	13%	N=55	35%	N=148	36%	N=149	16%	N=67	100%	N=419
Traffic signal timing	14%	N=58	46%	N=198	31%	N=134	10%	N=42	100%	N=432
Bus or transit services	22%	N=45	31%	N=64	34%	N=71	13%	N=26	100%	N=206
Garbage collection	39%	N=162	49%	N=202	9%	N=35	4%	N=15	100%	N=414
Recycling	38%	N=161	46%	N=194	12%	N=51	4%	N=19	100%	N=425
Yard waste pick-up	28%	N=102	44%	N=160	23%	N=84	5%	N=19	100%	N=366
Storm drainage	21%	N=80	44%	N=166	28%	N=105	8%	N=29	100%	N=380
Drinking water	39%	N=170	44%	N=193	14%	N=60	4%	N=18	100%	N=441
Sewer services	31%	N=116	56%	N=211	10%	N=38	3%	N=10	100%	N=375
Power (electric and/or gas) utility	27%	N=114	52%	N=223	17%	N=74	3%	N=14	100%	N=425
Utility billing	21%	N=88	47%	N=192	23%	N=94	9%	N=35	100%	N=409
City parks	29%	N=121	52%	N=217	16%	N=67	2%	N=9	100%	N=415
Recreation programs or classes	20%	N=55	48%	N=135	27%	N=75	5%	N=13	100%	N=279
Recreation centers or facilities	19%	N=59	41%	N=126	34%	N=103	6%	N=18	100%	N=305
Land use, planning and zoning	11%	N=35	29%	N=95	40%	N=128	21%	N=67	100%	N=324
Code enforcement (weeds, abandoned buildings, etc.)	7%	N=26	36%	N=123	34%	N=117	23%	N=78	100%	N=344
Animal control	15%	N=49	51%	N=163	24%	N=75	9%	N=30	100%	N=317
Economic development	13%	N=45	35%	N=127	32%	N=115	20%	N=72	100%	N=359
Health services	25%	N=99	57%	N=223	15%	N=58	3%	N=12	100%	N=391
Public library services	49%	N=185	39%	N=149	12%	N=44	1%	N=3	100%	N=381
Public information services	20%	N=62	54%	N=165	21%	N=65	5%	N=15	100%	N=307
Cable television	8%	N=29	33%	N=116	31%	N=111	28%	N=99	100%	N=354
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	N=30	44%	N=102	33%	N=77	10%	N=23	100%	N=232
Preservation of natural areas such as open space, farmlands and greenbelts	11%	N=37	41%	N=137	31%	N=105	16%	N=55	100%	N=334
Canandaigua open space	12%	N=44	40%	N=145	33%	N=120	15%	N=54	100%	N=363
City-sponsored special events	17%	N=58	44%	N=152	32%	N=111	7%	N=24	100%	N=344
Overall customer service by Canandaigua employees (police, receptionists, planners, etc.)	25%	N=94	56%	N=209	16%	N=60	3%	N=12	100%	N=375

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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	
The City of Canandaigua	17%	N=74	51%	N=222	26%	N=112	6%	N=24	100%	N=432
The Federal Government	3%	N=12	31%	N=118	41%	N=152	25%	N=93	100%	N=375

Table 12: Question 12

Please rate the following categories of Canandaigua government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Canandaigua	9%	N=34	39%	N=145	36%	N=135	15%	N=56	100%	N=371
The overall direction that Canandaigua is taking	6%	N=25	39%	N=157	34%	N=135	21%	N=85	100%	N=401
The job Canandaigua government does at welcoming citizen involvement	8%	N=26	34%	N=109	39%	N=126	19%	N=61	100%	N=320
Overall confidence in Canandaigua government	8%	N=33	36%	N=144	31%	N=124	24%	N=97	100%	N=398
Generally acting in the best interest of the community	10%	N=41	36%	N=146	33%	N=134	20%	N=81	100%	N=403
Being honest	12%	N=41	34%	N=122	34%	N=123	20%	N=72	100%	N=358
Treating all residents fairly	10%	N=34	36%	N=125	31%	N=109	23%	N=80	100%	N=348

Table 13: Question 13

Please rate how important, if at all, you think it is for the Canandaigua community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Canandaigua	45%	N=206	38%	N=175	16%	N=71	1%	N=6	100%	N=457
Overall ease of getting to the places you usually have to visit	27%	N=121	47%	N=214	23%	N=103	4%	N=18	100%	N=456
Quality of overall natural environment in Canandaigua	41%	N=184	45%	N=202	14%	N=62	0%	N=2	100%	N=450
Overall "built environment" of Canandaigua (including overall design, buildings, parks and transportation systems)	35%	N=157	45%	N=203	18%	N=82	2%	N=9	100%	N=451
Health and wellness opportunities in Canandaigua	34%	N=157	43%	N=196	20%	N=92	2%	N=11	100%	N=456
Overall opportunities for education and enrichment	32%	N=144	44%	N=202	21%	N=96	3%	N=14	100%	N=456
Overall economic health of Canandaigua	47%	N=215	43%	N=193	10%	N=44	1%	N=3	100%	N=454
Sense of community	35%	N=160	51%	N=231	13%	N=60	1%	N=6	100%	N=457

Table 14: Question 14

Please indicate the extent to which you support or oppose each of the following potential actions the City of Canandaigua could take to encourage development (including redevelopment):	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Provide property tax incentives to encourage property development	19%	N=75	44%	N=174	17%	N=67	20%	N=77	100%	N=392
City acquisition of buildings and/or property for redevelopment	27%	N=104	43%	N=163	19%	N=71	12%	N=45	100%	N=382
Provide public funds and/or tax exemptions to private companies to encourage projects that would contribute to economic development	16%	N=63	35%	N=137	21%	N=82	28%	N=107	100%	N=389

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Table 15: Question 15

Please rate each of the following aspects of Canandaigua’s Police Department.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Responsiveness to calls	43%	N=139	49%	N=158	7%	N=24	1%	N=2	100%	N=323
Compassion of the police officers	36%	N=130	38%	N=137	16%	N=56	9%	N=33	100%	N=356
Professionalism of the police officers	38%	N=146	47%	N=178	11%	N=40	4%	N=15	100%	N=379
Ease of contacting the Police Department	48%	N=168	43%	N=151	8%	N=30	1%	N=4	100%	N=353

Table 16: Question 16

Please rate each of the following aspects of Canandaigua’s Fire Department.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Responsiveness to calls	56%	N=157	39%	N=111	4%	N=11	1%	N=3	100%	N=282
Compassion of the firefighters	51%	N=147	43%	N=122	5%	N=15	1%	N=1	100%	N=286
Professionalism of the firefighters	52%	N=156	40%	N=120	5%	N=14	3%	N=8	100%	N=298
Ease of contacting the Fire Department	54%	N=158	40%	N=116	5%	N=15	1%	N=3	100%	N=292

Table 17: Question 17

The City is considering hiring additional firefighters to increase staffing levels. How much would you support or oppose a substantial property tax levy increase to fund increased staffing levels for the fire department	Percent	Number
	Strongly support	34%
Somewhat support	43%	N=167
Somewhat oppose	10%	N=41
Strongly oppose	13%	N=50
Total	100%	N=392

Table 18: Question 18

Please indicate the extent to which you agree or disagree with each of the following:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
	%	N	%	N	%	N	%	N	%	N
Current City policy, which states that property owners are responsible for snow and ice removal of sidewalks, should remain	42%	N=189	30%	N=136	14%	N=61	14%	N=61	100%	N=448
The City does a good job enforcing property owner responsibility for snow and ice removal of sidewalks	13%	N=41	28%	N=93	28%	N=91	31%	N=102	100%	N=328
City Code Enforcement is effective in ensuring that properties are well-maintained in Canandaigua	20%	N=74	40%	N=148	28%	N=104	12%	N=46	100%	N=372

Table 19: Question 19

City parks have a “Carry in – Carry out” policy, which means that all trash brought into the park should be taken with visitors when they leave. How much do you support or oppose the continuation of this policy in Canandaigua Parks?	Percent	Number
	Strongly support	70%
Somewhat support	17%	N=77
Somewhat oppose	8%	N=36
Strongly oppose	5%	N=20
Total	100%	N=448

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Table 20: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	1%	N=3	3%	N=16	4%	N=20	23%	N=105	69%	N=315	100%	N=457
Purchase goods or services from a business located in Canandaigua	2%	N=8	1%	N=6	14%	N=65	54%	N=246	29%	N=134	100%	N=459
Eat at least 5 portions of fruits and vegetables a day	4%	N=17	12%	N=52	30%	N=136	31%	N=141	24%	N=107	100%	N=454
Participate in moderate or vigorous physical activity	5%	N=25	7%	N=32	32%	N=144	33%	N=150	23%	N=105	100%	N=456
Read or watch local news (via television, paper, computer, etc.)	2%	N=9	15%	N=68	19%	N=87	28%	N=128	36%	N=165	100%	N=457
Vote in local elections	12%	N=54	5%	N=23	15%	N=67	20%	N=90	49%	N=221	100%	N=454

Table 21: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	18%	N=83
Very good	42%	N=190
Good	30%	N=138
Fair	9%	N=41
Poor	1%	N=4
Total	100%	N=456

Table 22: 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	7%	N=31
Somewhat positive	20%	N=92
Neutral	58%	N=262
Somewhat negative	13%	N=60
Very negative	2%	N=8
Total	100%	N=453

Table 23: Question D4

What is your employment status?	Percent	Number
Working full time for pay	53%	N=240
Working part time for pay	12%	N=54
Unemployed, looking for paid work	3%	N=12
Unemployed, not looking for paid work	5%	N=21
Fully retired	28%	N=127
Total	100%	N=454

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Table 24: Question D5

Do you work inside the boundaries of Canandaigua?	Percent	Number
Yes, outside the home	36%	N=154
Yes, from home	7%	N=30
No	57%	N=246
Total	100%	N=430

Table 25: Question D6

How many years have you lived in Canandaigua?	Percent	Number
Less than 2 years	12%	N=54
2 to 5 years	21%	N=97
6 to 10 years	13%	N=58
11 to 20 years	16%	N=73
More than 20 years	38%	N=175
Total	100%	N=458

Table 26: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	47%	N=213
Building with two or more homes (duplex, townhome, apartment or condominium)	49%	N=225
Mobile home	1%	N=5
Other	3%	N=14
Total	100%	N=456

Table 27: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	47%	N=212
Owned	53%	N=242
Total	100%	N=454

Table 28: 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	5%	N=22
\$300 to \$599 per month	15%	N=66
\$600 to \$999 per month	40%	N=177
\$1,000 to \$1,499 per month	24%	N=109
\$1,500 to \$2,499 per month	12%	N=55
\$2,500 or more per month	4%	N=18
Total	100%	N=447

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Table 29: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	73%	N=332
Yes	27%	N=125
Total	100%	N=457

Table 30: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	67%	N=309
Yes	33%	N=149
Total	100%	N=458

Table 31: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	24%	N=106
\$25,000 to \$49,999	18%	N=81
\$50,000 to \$99,999	29%	N=130
\$100,000 to \$149,999	17%	N=75
\$150,000 or more	11%	N=48
Total	100%	N=441

Table 32: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=440
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=9
Total	100%	N=449

Table 33: 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	2%	N=9
Asian, Asian Indian or Pacific Islander	2%	N=9
Black or African American	1%	N=2
White	95%	N=428
Other	3%	N=13

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

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Table 34: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=15
25 to 34 years	21%	N=95
35 to 44 years	15%	N=69
45 to 54 years	19%	N=88
55 to 64 years	13%	N=57
65 to 74 years	18%	N=80
75 years or older	11%	N=51
Total	100%	N=456

Table 35: Question D16

What is your sex?	Percent	Number
Female	56%	N=252
Male	44%	N=199
Total	100%	N=451

Table 36: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	72%	N=329
Land line	17%	N=78
Both	11%	N=50
Total	100%	N=458

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Responses including “don’t know”

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

Table 37: Question 1

Please rate each of the following aspects of quality of life in Canandaigua:	Excellent		Good		Fair		Poor		Don't know		Total	
Canandaigua as a place to live	36%	N=169	53%	N=245	8%	N=39	0%	N=1	2%	N=8	100%	N=462
Your neighborhood as a place to live	34%	N=156	45%	N=209	15%	N=67	6%	N=28	0%	N=0	100%	N=462
Canandaigua as a place to raise children	35%	N=162	39%	N=182	10%	N=48	1%	N=4	14%	N=66	100%	N=462
Canandaigua as a place to work	17%	N=77	35%	N=159	23%	N=103	7%	N=31	18%	N=81	100%	N=450
Canandaigua as a place to visit	40%	N=182	44%	N=202	12%	N=56	1%	N=5	3%	N=15	100%	N=460
Canandaigua as a place to retire	25%	N=113	34%	N=154	17%	N=78	7%	N=33	17%	N=79	100%	N=457
The overall quality of life in Canandaigua	27%	N=125	59%	N=270	13%	N=57	0%	N=1	1%	N=3	100%	N=457

Table 38: Question 2

Please rate each of the following characteristics as they relate to Canandaigua as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Canandaigua	31%	N=145	58%	N=267	10%	N=48	1%	N=3	0%	N=0	100%	N=463
Overall ease of getting to the places you usually have to visit	34%	N=158	52%	N=242	11%	N=51	3%	N=12	0%	N=1	100%	N=463
Quality of overall natural environment in Canandaigua	33%	N=153	51%	N=237	13%	N=58	2%	N=11	0%	N=1	100%	N=460
Overall "built environment" of Canandaigua (including overall design, buildings, parks and transportation systems)	14%	N=63	41%	N=191	34%	N=156	10%	N=46	1%	N=6	100%	N=463
Health and wellness opportunities in Canandaigua	31%	N=142	44%	N=203	19%	N=89	2%	N=9	4%	N=20	100%	N=463
Overall opportunities for education and enrichment	30%	N=135	47%	N=216	17%	N=76	2%	N=9	4%	N=21	100%	N=457
Overall economic health of Canandaigua	13%	N=61	48%	N=224	26%	N=121	6%	N=29	6%	N=28	100%	N=462
Sense of community	18%	N=85	51%	N=235	21%	N=96	8%	N=37	2%	N=9	100%	N=463
Overall image or reputation of Canandaigua	22%	N=104	56%	N=261	19%	N=87	1%	N=4	2%	N=8	100%	N=463

Table 39: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Canandaigua to someone who asks	47%	N=220	44%	N=202	5%	N=23	3%	N=14	1%	N=5	100%	N=463
Remain in Canandaigua for the next five years	56%	N=259	31%	N=142	5%	N=23	6%	N=29	2%	N=7	100%	N=461

Table 40: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	75%	N=350	20%	N=92	3%	N=12	1%	N=5	1%	N=4	0%	N=1	100%	N=464
In Canandaigua's downtown/commercial area during the day	64%	N=295	31%	N=142	4%	N=16	1%	N=3	1%	N=3	1%	N=5	100%	N=464

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Table 41: Question 5

Please rate each of the following characteristics as they relate to Canandaigua as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	5%	N=24	50%	N=229	34%	N=154	11%	N=51	0%	N=2	100%	N=461
Ease of public parking	13%	N=58	41%	N=189	37%	N=169	8%	N=36	2%	N=9	100%	N=460
Ease of travel by car in Canandaigua	18%	N=83	59%	N=272	19%	N=86	3%	N=15	2%	N=8	100%	N=464
Ease of travel by public transportation in Canandaigua	5%	N=25	16%	N=74	19%	N=87	12%	N=54	47%	N=213	100%	N=452
Ease of travel by bicycle in Canandaigua	9%	N=44	34%	N=159	22%	N=102	11%	N=50	24%	N=109	100%	N=463
Ease of walking in Canandaigua	37%	N=169	46%	N=214	15%	N=67	1%	N=5	1%	N=6	100%	N=461
Availability of paths and walking trails	22%	N=102	41%	N=189	24%	N=110	4%	N=18	9%	N=41	100%	N=459
Air quality	37%	N=169	50%	N=229	9%	N=42	2%	N=8	3%	N=13	100%	N=461
Cleanliness of Canandaigua	18%	N=82	58%	N=270	21%	N=97	3%	N=14	0%	N=1	100%	N=464
Overall appearance of Canandaigua	22%	N=102	53%	N=244	23%	N=104	1%	N=7	1%	N=4	100%	N=461
Public places where people want to spend time	16%	N=75	50%	N=232	27%	N=124	5%	N=24	2%	N=8	100%	N=463
Variety of housing options	12%	N=55	40%	N=185	30%	N=137	13%	N=58	5%	N=24	100%	N=460
Availability of affordable quality housing	6%	N=26	25%	N=115	37%	N=170	20%	N=93	13%	N=58	100%	N=461
Fitness opportunities (including exercise classes and paths or trails, etc.)	22%	N=104	46%	N=213	22%	N=104	3%	N=16	6%	N=28	100%	N=464
Recreational opportunities	23%	N=106	47%	N=215	22%	N=104	4%	N=19	4%	N=17	100%	N=462
Availability of affordable quality food	27%	N=126	45%	N=207	21%	N=98	6%	N=29	1%	N=4	100%	N=464
Availability of affordable quality health care	25%	N=114	45%	N=209	20%	N=95	5%	N=22	5%	N=25	100%	N=464
Availability of preventive health services	22%	N=102	46%	N=210	16%	N=75	4%	N=17	12%	N=57	100%	N=461
Availability of affordable quality mental health care	12%	N=55	22%	N=103	19%	N=89	10%	N=46	37%	N=171	100%	N=464

Table 42: Question 6

Please rate each of the following characteristics as they relate to Canandaigua as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	5%	N=25	22%	N=99	14%	N=63	4%	N=20	54%	N=247	100%	N=454
K-12 education	25%	N=112	34%	N=153	8%	N=37	1%	N=7	32%	N=143	100%	N=452
Adult educational opportunities	14%	N=62	38%	N=171	14%	N=62	6%	N=26	29%	N=129	100%	N=450
Opportunities to attend cultural/arts/music activities	20%	N=89	45%	N=206	23%	N=106	6%	N=26	6%	N=29	100%	N=455
Opportunities to participate in religious or spiritual events and activities	26%	N=117	43%	N=191	9%	N=39	2%	N=9	21%	N=93	100%	N=449
Employment opportunities	7%	N=31	27%	N=120	30%	N=133	14%	N=60	22%	N=98	100%	N=442
Shopping opportunities	16%	N=74	48%	N=217	28%	N=128	6%	N=29	1%	N=4	100%	N=452
Cost of living in Canandaigua	5%	N=24	33%	N=151	43%	N=194	18%	N=80	1%	N=5	100%	N=454
Overall quality of business and service establishments in Canandaigua	12%	N=53	51%	N=228	29%	N=130	4%	N=20	4%	N=19	100%	N=451
Vibrant downtown/commercial area	16%	N=72	33%	N=147	37%	N=165	12%	N=56	2%	N=9	100%	N=448
Overall quality of new development in Canandaigua	8%	N=36	33%	N=148	31%	N=140	21%	N=96	7%	N=31	100%	N=451
Opportunities to participate in social events and activities	12%	N=53	43%	N=195	30%	N=136	6%	N=27	9%	N=40	100%	N=451
Opportunities to volunteer	19%	N=89	40%	N=181	19%	N=87	4%	N=20	17%	N=80	100%	N=456
Opportunities to participate in community matters	11%	N=50	37%	N=166	25%	N=112	6%	N=25	21%	N=95	100%	N=448
Openness and acceptance of the community toward people of diverse backgrounds	9%	N=40	33%	N=150	29%	N=131	13%	N=57	17%	N=75	100%	N=452
Neighborhoodliness of residents in Canandaigua	9%	N=41	49%	N=221	31%	N=140	5%	N=21	7%	N=30	100%	N=453

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Table 43: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	Percentage	N	Percentage	N	Percentage	N
Made efforts to conserve water	26%	N=117	74%	N=341	100%	N=458
Made efforts to make your home more energy efficient	23%	N=105	77%	N=351	100%	N=456
Observed a code violation or other hazard in Canandaigua (weeds, abandoned buildings, etc.)	48%	N=214	52%	N=235	100%	N=449
Household member was a victim of a crime in Canandaigua	91%	N=411	9%	N=43	100%	N=455
Reported a crime to the police in Canandaigua	81%	N=369	19%	N=84	100%	N=453
Stocked supplies in preparation for an emergency	69%	N=313	31%	N=143	100%	N=456
Campaigned or advocated for an issue, cause or candidate	75%	N=340	25%	N=113	100%	N=454
Contacted the City of Canandaigua (in-person, phone, email or web) for help or information	63%	N=285	37%	N=170	100%	N=455
Contacted Canandaigua elected officials (in-person, phone, email or web) to express your opinion	79%	N=358	21%	N=97	100%	N=455

Table 44: 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 Canandaigua?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Used Canandaigua recreation centers or their services	13%	N=58	14%	N=65	35%	N=160	37%	N=170	100%	N=453
Visited a neighborhood park or City park	22%	N=101	30%	N=137	33%	N=150	16%	N=72	100%	N=459
Used Canandaigua public libraries or their services	10%	N=48	31%	N=140	26%	N=119	33%	N=152	100%	N=459
Participated in religious or spiritual activities in Canandaigua	12%	N=55	16%	N=75	17%	N=77	55%	N=253	100%	N=460
Attended a City-sponsored event	2%	N=11	5%	N=21	46%	N=209	47%	N=217	100%	N=458
Used bus, rail, subway or other public transportation instead of driving	4%	N=20	2%	N=10	8%	N=36	86%	N=394	100%	N=459
Carpooled with other adults or children instead of driving alone	9%	N=42	13%	N=58	23%	N=107	55%	N=251	100%	N=458
Walked or biked instead of driving	24%	N=108	20%	N=91	30%	N=139	26%	N=118	100%	N=455
Volunteered your time to some group/activity in Canandaigua	9%	N=42	15%	N=70	21%	N=97	54%	N=249	100%	N=459
Participated in a club	5%	N=21	9%	N=43	12%	N=55	74%	N=337	100%	N=457
Talked to or visited with your immediate neighbors	39%	N=178	32%	N=148	18%	N=81	11%	N=51	100%	N=458
Done a favor for a neighbor	20%	N=90	31%	N=144	31%	N=140	18%	N=84	100%	N=458

Table 45: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Attended a local public meeting	2%	N=10	2%	N=11	15%	N=69	80%	N=364	100%	N=454
Watched (online or on television) a local public meeting	1%	N=3	6%	N=26	21%	N=95	73%	N=330	100%	N=453

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Table 46: Question 10

Please rate the quality of each of the following services in Canandaigua:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	29%	N=129	43%	N=191	16%	N=72	1%	N=7	11%	N=47	100%	N=446
Fire services	32%	N=143	38%	N=169	7%	N=33	2%	N=9	21%	N=93	100%	N=446
Ambulance or emergency medical services	35%	N=156	36%	N=158	6%	N=25	1%	N=5	22%	N=97	100%	N=441
Crime prevention	15%	N=65	44%	N=196	17%	N=74	4%	N=17	21%	N=92	100%	N=443
Fire prevention and education	16%	N=71	39%	N=173	14%	N=62	3%	N=15	28%	N=126	100%	N=446
Traffic enforcement	18%	N=79	42%	N=185	19%	N=82	8%	N=36	13%	N=55	100%	N=438
Street repair	9%	N=38	36%	N=156	35%	N=152	18%	N=78	3%	N=15	100%	N=438
Street cleaning	17%	N=77	42%	N=185	29%	N=129	9%	N=40	3%	N=14	100%	N=445
Street lighting	21%	N=93	50%	N=220	25%	N=112	1%	N=6	3%	N=12	100%	N=443
Snow removal	21%	N=92	40%	N=180	27%	N=122	9%	N=41	3%	N=13	100%	N=447
Sidewalk maintenance	12%	N=55	33%	N=148	34%	N=149	15%	N=67	6%	N=25	100%	N=444
Traffic signal timing	13%	N=58	44%	N=198	30%	N=134	9%	N=42	4%	N=16	100%	N=447
Bus or transit services	10%	N=45	15%	N=64	16%	N=71	6%	N=26	53%	N=236	100%	N=442
Garbage collection	36%	N=162	45%	N=202	8%	N=35	3%	N=15	7%	N=33	100%	N=448
Recycling	36%	N=161	43%	N=194	11%	N=51	4%	N=19	5%	N=24	100%	N=450
Yard waste pick-up	23%	N=102	36%	N=160	19%	N=84	4%	N=19	19%	N=84	100%	N=449
Storm drainage	18%	N=80	37%	N=166	24%	N=105	7%	N=29	15%	N=66	100%	N=446
Drinking water	38%	N=170	43%	N=193	13%	N=60	4%	N=18	2%	N=7	100%	N=448
Sewer services	26%	N=116	47%	N=211	8%	N=38	2%	N=10	16%	N=72	100%	N=446
Power (electric and/or gas) utility	26%	N=114	50%	N=223	17%	N=74	3%	N=14	4%	N=20	100%	N=445
Utility billing	20%	N=88	43%	N=192	21%	N=94	8%	N=35	9%	N=38	100%	N=447
City parks	27%	N=121	49%	N=217	15%	N=67	2%	N=9	7%	N=33	100%	N=448
Recreation programs or classes	12%	N=55	30%	N=135	17%	N=75	3%	N=13	37%	N=166	100%	N=444
Recreation centers or facilities	13%	N=59	28%	N=126	23%	N=103	4%	N=18	31%	N=137	100%	N=443
Land use, planning and zoning	8%	N=35	21%	N=95	29%	N=128	15%	N=67	27%	N=119	100%	N=444
Code enforcement (weeds, abandoned buildings, etc.)	6%	N=26	28%	N=123	26%	N=117	18%	N=78	22%	N=99	100%	N=443
Animal control	11%	N=49	37%	N=163	17%	N=75	7%	N=30	29%	N=129	100%	N=446
Economic development	10%	N=45	29%	N=127	26%	N=115	16%	N=72	19%	N=83	100%	N=442
Health services	22%	N=99	50%	N=223	13%	N=58	3%	N=12	12%	N=54	100%	N=445
Public library services	41%	N=185	33%	N=149	10%	N=44	1%	N=3	15%	N=66	100%	N=447
Public information services	14%	N=62	37%	N=165	15%	N=65	3%	N=15	31%	N=135	100%	N=441
Cable television	7%	N=29	26%	N=116	25%	N=111	22%	N=99	20%	N=89	100%	N=443
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	N=30	23%	N=102	18%	N=77	5%	N=23	47%	N=207	100%	N=439
Preservation of natural areas such as open space, farmlands and greenbelts	8%	N=37	31%	N=137	24%	N=105	12%	N=55	24%	N=108	100%	N=441
Canandaigua open space	10%	N=44	33%	N=145	27%	N=120	12%	N=54	18%	N=82	100%	N=445
City-sponsored special events	13%	N=58	35%	N=152	25%	N=111	5%	N=24	22%	N=96	100%	N=440
Overall customer service by Canandaigua employees (police, receptionists, planners, etc.)	22%	N=94	49%	N=209	14%	N=60	3%	N=12	12%	N=50	100%	N=426

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Table 47: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Canandaigua	16%	N=74	50%	N=222	25%	N=112	5%	N=24	3%	N=15	100%	N=448
The Federal Government	3%	N=12	26%	N=118	34%	N=152	21%	N=93	16%	N=70	100%	N=445

Table 48: Question 12

Please rate the following categories of Canandaigua government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Canandaigua	8%	N=34	32%	N=145	30%	N=135	13%	N=56	17%	N=77	100%	N=448
The overall direction that Canandaigua is taking	6%	N=25	35%	N=157	30%	N=135	19%	N=85	10%	N=46	100%	N=447
The job Canandaigua government does at welcoming citizen involvement	6%	N=26	25%	N=109	28%	N=126	14%	N=61	28%	N=122	100%	N=443
Overall confidence in Canandaigua government	7%	N=33	32%	N=144	28%	N=124	22%	N=97	11%	N=48	100%	N=446
Generally acting in the best interest of the community	9%	N=41	33%	N=146	30%	N=134	18%	N=81	9%	N=41	100%	N=444
Being honest	9%	N=41	27%	N=122	28%	N=123	16%	N=72	20%	N=88	100%	N=447
Treating all residents fairly	8%	N=34	28%	N=125	24%	N=109	18%	N=80	22%	N=99	100%	N=447

Table 49: Question 13

Please rate how important, if at all, you think it is for the Canandaigua community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Canandaigua	45%	N=206	38%	N=175	16%	N=71	1%	N=6	100%	N=457
Overall ease of getting to the places you usually have to visit	27%	N=121	47%	N=214	23%	N=103	4%	N=18	100%	N=456
Quality of overall natural environment in Canandaigua	41%	N=184	45%	N=202	14%	N=62	0%	N=2	100%	N=450
Overall "built environment" of Canandaigua (including overall design, buildings, parks and transportation systems)	35%	N=157	45%	N=203	18%	N=82	2%	N=9	100%	N=451
Health and wellness opportunities in Canandaigua	34%	N=157	43%	N=196	20%	N=92	2%	N=11	100%	N=456
Overall opportunities for education and enrichment	32%	N=144	44%	N=202	21%	N=96	3%	N=14	100%	N=456
Overall economic health of Canandaigua	47%	N=215	43%	N=193	10%	N=44	1%	N=3	100%	N=454
Sense of community	35%	N=160	51%	N=231	13%	N=60	1%	N=6	100%	N=457

Table 50: Question 14

Please indicate the extent to which you support or oppose each of the following potential actions the City of Canandaigua could take to encourage development (including redevelopment):	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Provide property tax incentives to encourage property development	17%	N=75	38%	N=174	15%	N=67	17%	N=77	13%	N=61	100%	N=453
City acquisition of buildings and/or property for redevelopment	23%	N=104	36%	N=163	16%	N=71	10%	N=45	15%	N=67	100%	N=450
Provide public funds and/or tax exemptions to private companies to encourage projects that would contribute to economic development	14%	N=63	31%	N=137	18%	N=82	24%	N=107	12%	N=53	100%	N=441

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Table 51: Question 15

Please rate each of the following aspects of Canandaigua’s Police Department.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Responsiveness to calls	30%	N=139	34%	N=158	5%	N=24	0%	N=2	30%	N=138	100%	N=461
Compassion of the police officers	28%	N=130	30%	N=137	12%	N=56	7%	N=33	23%	N=104	100%	N=461
Professionalism of the police officers	32%	N=146	39%	N=178	9%	N=40	3%	N=15	18%	N=81	100%	N=461
Ease of contacting the Police Department	36%	N=168	33%	N=151	6%	N=30	1%	N=4	23%	N=108	100%	N=461

Table 52: Question 16

Please rate each of the following aspects of Canandaigua’s Fire Department.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Responsiveness to calls	34%	N=157	24%	N=111	2%	N=11	1%	N=3	39%	N=177	100%	N=459
Compassion of the firefighters	32%	N=147	27%	N=122	3%	N=15	0%	N=1	38%	N=173	100%	N=459
Professionalism of the firefighters	34%	N=156	26%	N=120	3%	N=14	2%	N=8	35%	N=161	100%	N=459
Ease of contacting the Fire Department	34%	N=158	25%	N=116	3%	N=15	1%	N=3	36%	N=166	100%	N=458

Table 53: Question 17

The City is considering hiring additional firefighters to increase staffing levels. How much would you support or oppose a substantial property tax levy increase to fund increased staffing levels for the fire department	Percent	Number
Strongly support	31%	N=135
Somewhat support	38%	N=167
Somewhat oppose	9%	N=41
Strongly oppose	11%	N=50
Don't know	11%	N=50
Total	100%	N=443

Table 54: Question 18

Please indicate the extent to which you agree or disagree with each of the following:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Current City policy, which states that property owners are responsible for snow and ice removal of sidewalks, should remain	41%	N=189	30%	N=136	13%	N=61	13%	N=61	2%	N=10	100%	N=458
The City does a good job enforcing property owner responsibility for snow and ice removal of sidewalks	9%	N=41	20%	N=93	20%	N=91	22%	N=102	28%	N=128	100%	N=456
City Code Enforcement is effective in ensuring that properties are well-maintained in Canandaigua	16%	N=74	33%	N=148	23%	N=104	10%	N=46	18%	N=81	100%	N=453

Table 55: Question 19

City parks have a “Carry in – Carry out” policy, which means that all trash brought into the park should be taken with visitors when they leave. How much do you support or oppose the continuation of this policy in Canandaigua Parks?	Percent	Number
Strongly support	69%	N=315
Somewhat support	17%	N=77
Somewhat oppose	8%	N=36
Strongly oppose	4%	N=20
Don't know	2%	N=9
Total	100%	N=457

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Table 56: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	1%	N=3	3%	N=16	4%	N=20	23%	N=105	69%	N=315	100%	N=457
Purchase goods or services from a business located in Canandaigua	2%	N=8	1%	N=6	14%	N=65	54%	N=246	29%	N=134	100%	N=459
Eat at least 5 portions of fruits and vegetables a day	4%	N=17	12%	N=52	30%	N=136	31%	N=141	24%	N=107	100%	N=454
Participate in moderate or vigorous physical activity	5%	N=25	7%	N=32	32%	N=144	33%	N=150	23%	N=105	100%	N=456
Read or watch local news (via television, paper, computer, etc.)	2%	N=9	15%	N=68	19%	N=87	28%	N=128	36%	N=165	100%	N=457
Vote in local elections	12%	N=54	5%	N=23	15%	N=67	20%	N=90	49%	N=221	100%	N=454

Table 57: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	18%	N=83
Very good	42%	N=190
Good	30%	N=138
Fair	9%	N=41
Poor	1%	N=4
Total	100%	N=456

Table 58: 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	7%	N=31
Somewhat positive	20%	N=92
Neutral	58%	N=262
Somewhat negative	13%	N=60
Very negative	2%	N=8
Total	100%	N=453

Table 59: Question D4

What is your employment status?	Percent	Number
Working full time for pay	53%	N=240
Working part time for pay	12%	N=54
Unemployed, looking for paid work	3%	N=12
Unemployed, not looking for paid work	5%	N=21
Fully retired	28%	N=127
Total	100%	N=454

Table 60: Question D5

Do you work inside the boundaries of Canandaigua?	Percent	Number
Yes, outside the home	36%	N=154
Yes, from home	7%	N=30
No	57%	N=246
Total	100%	N=430

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Table 61: Question D6

How many years have you lived in Canandaigua?	Percent	Number
Less than 2 years	12%	N=54
2 to 5 years	21%	N=97
6 to 10 years	13%	N=58
11 to 20 years	16%	N=73
More than 20 years	38%	N=175
Total	100%	N=458

Table 62: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	47%	N=213
Building with two or more homes (duplex, townhome, apartment or condominium)	49%	N=225
Mobile home	1%	N=5
Other	3%	N=14
Total	100%	N=456

Table 63: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	47%	N=212
Owned	53%	N=242
Total	100%	N=454

Table 64: 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	5%	N=22
\$300 to \$599 per month	15%	N=66
\$600 to \$999 per month	40%	N=177
\$1,000 to \$1,499 per month	24%	N=109
\$1,500 to \$2,499 per month	12%	N=55
\$2,500 or more per month	4%	N=18
Total	100%	N=447

Table 65: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	73%	N=332
Yes	27%	N=125
Total	100%	N=457

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Table 66: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	67%	N=309
Yes	33%	N=149
Total	100%	N=458

Table 67: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	24%	N=106
\$25,000 to \$49,999	18%	N=81
\$50,000 to \$99,999	29%	N=130
\$100,000 to \$149,999	17%	N=75
\$150,000 or more	11%	N=48
Total	100%	N=441

Table 68: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=440
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=9
Total	100%	N=449

Table 69: 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	2%	N=9
Asian, Asian Indian or Pacific Islander	2%	N=9
Black or African American	1%	N=2
White	95%	N=428
Other	3%	N=13

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

Table 70: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=15
25 to 34 years	21%	N=95
35 to 44 years	15%	N=69
45 to 54 years	19%	N=88
55 to 64 years	13%	N=57
65 to 74 years	18%	N=80
75 years or older	11%	N=51
Total	100%	N=456

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Table 71: Question D16

What is your sex?	Percent	Number
Female	56%	N=252
Male	44%	N=199
Total	100%	N=451

Table 72: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	72%	N=329
Land line	17%	N=78
Both	11%	N=50
Total	100%	N=458

Appendix B: Benchmark Comparisons

Comparison Data

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

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Canandaigua’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,” 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 Canandaigua’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 Canandaigua’s rating to the benchmark.

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

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

National Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Canandaigua	87%	198	479	Similar
Overall image or reputation of Canandaigua	80%	150	366	Similar
Canandaigua as a place to live	91%	189	411	Similar
Your neighborhood as a place to live	79%	206	327	Similar
Canandaigua as a place to raise children	87%	154	400	Similar
Canandaigua as a place to retire	71%	124	374	Similar
Overall appearance of Canandaigua	76%	168	375	Similar

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Canandaigua	89%	148	350	Similar	
	In your neighborhood during the day	95%	139	372	Similar	
	In Canandaigua's downtown/commercial area during the day	95%	120	326	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	86%	51	253	Similar	
	Availability of paths and walking trails	69%	114	327	Similar	
	Ease of walking in Canandaigua	84%	36	315	Higher	
	Ease of travel by bicycle in Canandaigua	57%	143	317	Similar	
	Ease of travel by public transportation in Canandaigua	41%	82	214	Similar	
	Ease of travel by car in Canandaigua	78%	84	316	Similar	
	Ease of public parking	55%	100	212	Similar	
	Traffic flow on major streets	55%	137	360	Similar	
	Natural Environment	Quality of overall natural environment in Canandaigua	85%	101	288	Similar
Cleanliness of Canandaigua		76%	173	295	Similar	
Air quality		89%	55	254	Similar	
Built Environment	Overall "built environment" of Canandaigua (including overall design, buildings, parks and transportation systems)	56%	159	242	Similar	
	Overall quality of new development in Canandaigua	44%	246	300	Similar	
	Availability of affordable quality housing	35%	181	313	Similar	
	Variety of housing options	55%	141	291	Similar	
	Public places where people want to spend time	67%	123	235	Similar	
	Overall economic health of Canandaigua	66%	132	248	Similar	
	Vibrant downtown/commercial area	50%	95	226	Similar	
	Overall quality of business and service establishments in Canandaigua	65%	141	282	Similar	
	Cost of living in Canandaigua	39%	154	245	Similar	
Economy	Shopping opportunities	65%	117	306	Similar	
	Employment opportunities	44%	137	322	Similar	
	Canandaigua as a place to visit	86%	45	264	Higher	
	Canandaigua as a place to work	64%	174	377	Similar	
	Recreation and Wellness	Health and wellness opportunities in Canandaigua	78%	65	243	Similar
		Availability of affordable quality mental health care	54%	59	214	Similar
Availability of preventive health services		77%	48	243	Similar	
Availability of affordable quality health care		73%	59	270	Similar	
	Availability of affordable quality food	72%	73	248	Similar	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Recreational opportunities	72%	116	310	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	73%	105	233	Similar
Education and Enrichment	Overall opportunities for education and enrichment	80%	72	245	Similar
	Opportunities to participate in religious or spiritual events and activities	87%	61	210	Similar
	Opportunities to attend cultural/arts/music activities	69%	104	308	Similar
	Adult educational opportunities	73%	63	222	Similar
	K-12 education	86%	80	282	Similar
	Availability of affordable quality child care/preschool	60%	97	261	Similar
Community Engagement	Opportunities to participate in social events and activities	60%	149	271	Similar
	Neighborliness of Canandaigua	62%	141	237	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	50%	253	304	Similar
	Opportunities to participate in community matters	61%	163	283	Similar
	Opportunities to volunteer	72%	128	275	Similar

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Canandaigua	68%	289	452	Similar
Overall customer service by Canandaigua employees (police, receptionists, planners, etc.)	81%	143	395	Similar
Value of services for the taxes paid to Canandaigua	48%	251	421	Similar
Overall direction that Canandaigua is taking	45%	272	332	Similar
Job Canandaigua government does at welcoming citizen involvement	42%	256	331	Similar
Overall confidence in Canandaigua government	44%	194	248	Similar
Generally acting in the best interest of the community	47%	182	248	Similar
Being honest	46%	180	240	Similar
Treating all residents fairly	46%	186	245	Similar
Services provided by the Federal Government	35%	204	257	Similar

Table 76: Governance by Facet

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Police/Sheriff services	80%	219	490	Similar
	Fire services	88%	272	410	Similar
	Ambulance or emergency medical services	92%	163	370	Similar
	Crime prevention	74%	173	379	Similar
	Fire prevention and education	76%	207	299	Similar
	Animal control	67%	165	360	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	57%	197	288	Similar
	Traffic enforcement	69%	140	392	Similar
	Street repair	46%	230	416	Similar
	Street cleaning	61%	181	336	Similar
Mobility	Street lighting	73%	34	347	Higher
	Snow removal	63%	148	307	Similar
	Sidewalk maintenance	48%	192	338	Similar
	Traffic signal timing	59%	54	273	Similar
	Bus or transit services	53%	87	237	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Natural Environment	Garbage collection	88%	121	376	Similar
	Recycling	83%	118	377	Similar
	Yard waste pick-up	72%	160	285	Similar
	Drinking water	82%	51	335	Higher
	Preservation of natural areas such as open space, farmlands and greenbelts	52%	211	266	Similar
	Canandaigua open space	52%	172	223	Similar
Built Environment	Storm drainage	65%	160	373	Similar
	Sewer services	87%	67	339	Similar
	Power (electric and/or gas) utility	79%	82	183	Similar
	Utility billing	68%	121	218	Similar
	Land use, planning and zoning	40%	206	318	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	43%	277	407	Similar
	Cable television	41%	178	209	Similar
Economy	Economic development	48%	188	298	Similar
Recreation and Wellness	City parks	82%	176	343	Similar
	Recreation programs or classes	68%	198	343	Similar
	Recreation centers or facilities	61%	189	288	Similar
	Health services	82%	44	223	Similar
Education and Enrichment	City-sponsored special events	61%	168	268	Similar
	Public library services	88%	82	361	Similar
Community Engagement	Public information services	74%	107	297	Similar

Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	71%	131	324	Similar
Recommend living in Canandaigua to someone who asks	92%	94	296	Similar
Remain in Canandaigua for the next five years	89%	69	287	Similar
Contacted Canandaigua (in-person, phone, email or web) for help or information	37%	273	334	Similar

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	31%	127	214	Similar
	Did NOT report a crime to the police	81%	100	240	Similar
	Household member was NOT a victim of a crime	91%	114	284	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	14%	120	195	Lower
	Carpooled with other adults or children instead of driving alone	45%	83	227	Similar
	Walked or biked instead of driving	74%	37	236	Higher
Natural Environment	Made efforts to conserve water	74%	191	222	Similar
	Made efforts to make your home more energy efficient	77%	88	223	Similar
	Recycle at home	96%	68	267	Similar
Built Environment	Did NOT observe a code violation or other hazard in Canandaigua	48%	150	229	Similar
	NOT experiencing housing costs stress	71%	116	264	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Economy	Purchase goods or services from a business located in Canandaigua	97%	111	233	Similar
	Economy will have positive impact on income	27%	182	265	Similar
	Work inside boundaries of Canandaigua	43%	94	234	Similar
Recreation and Wellness	Used Canandaigua recreation centers or their services	63%	66	245	Similar
	Visited a neighborhood park or City park	84%	155	279	Similar
	Eat at least 5 portions of fruits and vegetables a day	85%	92	225	Similar
	Participate in moderate or vigorous physical activity	88%	85	229	Similar
	In very good to excellent health	60%	147	229	Similar
Education and Enrichment	Used Canandaigua public libraries or their services	67%	93	252	Similar
	Participated in religious or spiritual activities in Canandaigua	45%	104	206	Similar
	Attended City-sponsored event	53%	138	236	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	25%	93	217	Similar
	Contacted Canandaigua elected officials (in-person, phone, email or web) to express your opinion	21%	60	232	Similar
	Volunteered your time to some group/activity in Canandaigua	46%	87	273	Similar
	Participated in a club	26%	130	248	Similar
	Talked to or visited with your immediate neighbors	89%	165	230	Similar
	Done a favor for a neighbor	82%	123	226	Similar
	Attended a local public meeting	20%	160	273	Similar
	Watched (online or on television) a local public meeting	27%	77	234	Similar
	Read or watch local news (via television, paper, computer, etc.)	83%	170	234	Similar
	Vote in local elections	83%	144	267	Similar

Communities included in national comparisons

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

Adams County, CO	441,603	Arlington city, TX	365,438
Airway Heights city, WA	6,114	Arvada city, CO	106,433
Albany city, OR	50,158	Asheville city, NC	83,393
Albemarle County, VA.....	98,970	Ashland city, OR	20,078
Albert Lea city, MN.....	18,016	Ashland town, MA	16,593
Alexandria city, VA	139,966	Ashland town, VA.....	7,225
Algonquin village, IL.....	30,046	Aspen city, CO	6,658
Aliso Viejo city, CA	47,823	Athens-Clarke County,GA.....	115,452
Altoona city, IA	14,541	Auburn city, AL	53,380
American Canyon city, CA.....	19,454	Augusta CCD, GA	134,777
Ames city, IA	58,965	Aurora city, CO	325,078
Andover CDP, MA.....	8,762	Austin city, TX	790,390
Ankeny city, IA	45,582	Avon town, CO	6,447
Ann Arbor city, MI.....	113,934	Avon town, IN	12,446
Annapolis city, MD	38,394	Avondale city, AZ	76,238
Apache Junction city, AZ.....	35,840	Azusa city, CA.....	46,361
Arapahoe County, CO	572,003	Bainbridge Island city, WA.....	23,025
Arkansas City city, AR.....	366	Baltimore city, MD.....	620,961

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Bartonville town, TX.....	1,469	Chattanooga city, TN.....	167,674
Battle Creek city, MI.....	52,347	Chautauqua town, NY.....	4,464
Bay City city, MI.....	34,932	Chesterfield County, VA.....	316,236
Bay Village city, OH.....	15,651	Citrus Heights city, CA.....	83,301
Baytown city, TX.....	71,802	Clackamas County, OR.....	375,992
Bedford city, TX.....	46,979	Clarendon Hills village, IL.....	8,427
Bedford town, MA.....	13,320	Clayton city, MO.....	15,939
Bellevue city, WA.....	122,363	Clearwater city, FL.....	107,685
Bellingham city, WA.....	80,885	Cleveland Heights city, OH.....	46,121
Benbrook city, TX.....	21,234	Clinton city, SC.....	8,490
Bend city, OR.....	76,639	Clive city, IA.....	15,447
Bethlehem township, PA.....	23,730	Clovis city, CA.....	95,631
Bettendorf city, IA.....	33,217	College Park city, MD.....	30,413
Billings city, MT.....	104,170	College Station city, TX.....	93,857
Blaine city, MN.....	57,186	Colleyville city, TX.....	22,807
Bloomfield Hills city, MI.....	3,869	Columbia city, MO.....	108,500
Bloomington city, IN.....	80,405	Columbia city, SC.....	129,272
Bloomington city, MN.....	82,893	Columbia Falls city, MT.....	4,688
Blue Springs city, MO.....	52,575	Commerce City city, CO.....	45,913
Boise City city, ID.....	205,671	Concord city, CA.....	122,067
Bonner Springs city, KS.....	7,314	Concord town, MA.....	17,668
Boone County, KY.....	118,811	Conshohocken borough, PA.....	7,833
Boulder city, CO.....	97,385	Coolidge city, AZ.....	11,825
Bowling Green city, KY.....	58,067	Coon Rapids city, MN.....	61,476
Bozeman city, MT.....	37,280	Copperas Cove city, TX.....	32,032
Brentwood city, MO.....	8,055	Coral Springs city, FL.....	121,096
Brentwood city, TN.....	37,060	Coronado city, CA.....	18,912
Brighton city, CO.....	33,352	Corvallis city, OR.....	54,462
Brighton city, MI.....	7,444	Cottonwood Heights city, UT.....	33,433
Bristol city, TN.....	26,702	Creve Coeur city, MO.....	17,833
Broken Arrow city, OK.....	98,850	Cross Roads town, TX.....	1,563
Brookfield city, WI.....	37,920	Cupertino city, CA.....	58,302
Brookline CDP, MA.....	58,732	Dacono city, CO.....	4,152
Brooklyn Center city, MN.....	30,104	Dade City city, FL.....	6,437
Brooklyn city, OH.....	11,169	Dakota County, MN.....	398,552
Broomfield city, CO.....	55,889	Dallas city, OR.....	14,583
Brownsburg town, IN.....	21,285	Dallas city, TX.....	1,197,816
Buffalo Grove village, IL.....	41,496	Danville city, KY.....	16,218
Burien city, WA.....	33,313	Dardenne Prairie city, MO.....	11,494
Burleson city, TX.....	36,690	Darien city, IL.....	22,086
Burlingame city, CA.....	28,806	Davenport city, FL.....	2,888
Cabarrus County, NC.....	178,011	Davenport city, IA.....	99,685
Cambridge city, MA.....	105,162	Davidson town, NC.....	10,944
Canandaigua city, NY.....	10,545	Dayton city, OH.....	141,527
Cannon Beach city, OR.....	1,690	Dayton town, WY.....	757
Cañon City city, CO.....	16,400	Dearborn city, MI.....	98,153
Canton city, SD.....	3,057	Decatur city, GA.....	19,335
Cape Coral city, FL.....	154,305	Del Mar city, CA.....	4,161
Cape Girardeau city, MO.....	37,941	DeLand city, FL.....	27,031
Carlisle borough, PA.....	18,682	Delaware city, OH.....	34,753
Carlsbad city, CA.....	105,328	Delray Beach city, FL.....	60,522
Carroll city, IA.....	10,103	Denison city, TX.....	22,682
Cartersville city, GA.....	19,731	Denton city, TX.....	113,383
Cary town, NC.....	135,234	Denver city, CO.....	600,158
Castine town, ME.....	1,366	Derby city, KS.....	22,158
Castle Pines North city, CO.....	10,360	Des Moines city, IA.....	203,433
Castle Rock town, CO.....	48,231	Des Peres city, MO.....	8,373
Cedar Hill city, TX.....	45,028	Destin city, FL.....	12,305
Cedar Rapids city, IA.....	126,326	Dothan city, AL.....	65,496
Celina city, TX.....	6,028	Douglas County, CO.....	285,465
Centennial city, CO.....	100,377	Dover city, NH.....	29,987
Chandler city, AZ.....	236,123	Dublin city, CA.....	46,036
Chandler city, TX.....	2,734	Dublin city, OH.....	41,751
Chanhassen city, MN.....	22,952	Duluth city, MN.....	86,265
Chapel Hill town, NC.....	57,233	Durham city, NC.....	228,330
Chardon city, OH.....	5,148	Durham County, NC.....	267,587
Charles County, MD.....	146,551	Dyer town, IN.....	16,390
Charlotte city, NC.....	731,424	Eagan city, MN.....	64,206
Charlotte County, FL.....	159,978	Eagle Mountain city, UT.....	21,415
Charlottesville city, VA.....	43,475	Eagle town, CO.....	6,508

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East Grand Forks city, MN	8,601	Hampton city, VA.....	137,436
East Lansing city, MI	48,579	Hanover County, VA.....	99,863
Eau Claire city, WI	65,883	Harrisburg city, SD.....	4,089
Eden Prairie city, MN.....	60,797	Harrisonburg city, VA	48,914
Eden town, VT.....	1,323	Harrisonville city, MO	10,019
Edgerton city, KS	1,671	Hastings city, MN.....	22,172
Edgewater city, CO	5,170	Hayward city, CA	144,186
Edina city, MN	47,941	Henderson city, NV	257,729
Edmond city, OK.....	81,405	Herndon town, VA.....	23,292
Edmonds city, WA.....	39,709	High Point city, NC.....	104,371
El Cerrito city, CA.....	23,549	Highland Park city, IL	29,763
El Dorado County, CA.....	181,058	Highlands Ranch CDP, CO	96,713
El Paso de Robles (Paso Robles) city, CA	29,793	Holland city, MI.....	33,051
Elk Grove city, CA	153,015	Homer Glen village, IL.....	24,220
Elko New Market city, MN.....	4,110	Honolulu County, HI.....	953,207
Elmhurst city, IL.....	44,121	Hooksett town, NH.....	13,451
Encinitas city, CA	59,518	Hopkins city, MN.....	17,591
Englewood city, CO.....	30,255	Hopkinton town, MA.....	14,925
Erie town, CO	18,135	Hoquiam city, WA	8,726
Escambia County, FL.....	297,619	Horry County, SC	269,291
Estes Park town, CO.....	5,858	Howard village, WI.....	17,399
Euclid city, OH.....	48,920	Hudson city, OH.....	22,262
Fairview town, TX	7,248	Hudson town, CO.....	2,356
Farmers Branch city, TX	28,616	Huntley village, IL	24,291
Farmersville city, TX.....	3,301	Hurst city, TX.....	37,337
Farmington Hills city, MI.....	79,740	Hutchinson city, MN	14,178
Farmington town, CT	25,340	Hutto city, TX	14,698
Fayetteville city, NC.....	200,564	Independence city, MO.....	116,830
Fernandina Beach city, FL.....	11,487	Indianola city, IA	14,782
Fishers town, IN	76,794	Indio city, CA.....	76,036
Flagstaff city, AZ	65,870	Iowa City city, IA	67,862
Flower Mound town, TX.....	64,669	Irving city, TX.....	216,290
Forest Grove city, OR.....	21,083	Issaquah city, WA	30,434
Fort Collins city, CO.....	143,986	Jackson city, MO	13,758
Fort Lauderdale city, FL.....	165,521	Jackson County, MI.....	160,248
Fort Smith city, AR.....	86,209	James City County, VA	67,009
Franklin city, TN.....	62,487	Jefferson County, NY.....	116,229
Fremont city, CA.....	214,089	Jefferson Parish, LA	432,552
Friendswood city, TX.....	35,805	Johnson City city, TN.....	63,152
Fruita city, CO.....	12,646	Johnston city, IA	17,278
Gahanna city, OH.....	33,248	Jupiter town, FL	55,156
Gaithersburg city, MD.....	59,933	Kalamazoo city, MI.....	74,262
Galveston city, TX.....	47,743	Kansas City city, KS.....	145,786
Gardner city, KS.....	19,123	Kansas City city, MO.....	459,787
Georgetown city, TX.....	47,400	Keizer city, OR.....	36,478
Germantown city, TN	38,844	Kenmore city, WA	20,460
Gilbert town, AZ.....	208,453	Kennedale city, TX	6,763
Gillette city, WY	29,087	Kennett Square borough, PA.....	6,072
Glen Ellyn village, IL.....	27,450	Kent city, WA.....	92,411
Glendora city, CA	50,073	Kerrville city, TX.....	22,347
Glenview village, IL	44,692	Kettering city, OH	56,163
Globe city, AZ	7,532	Key West city, FL	24,649
Golden city, CO.....	18,867	King City city, CA	12,874
Golden Valley city, MN.....	20,371	King County, WA.....	1,931,249
Goodyear city, AZ	65,275	Kirkland city, WA.....	48,787
Grafton village, WI.....	11,459	Kirkwood city, MO	27,540
Grand Blanc city, MI.....	8,276	Knoxville city, IA	7,313
Grants Pass city, OR.....	34,533	La Plata town, MD.....	8,753
Grass Valley city, CA	12,860	La Porte city, TX	33,800
Greeley city, CO.....	92,889	La Vista city, NE.....	15,758
Greenville city, NC.....	84,554	Lafayette city, CO	24,453
Greenwich town, CT.....	61,171	Laguna Beach city, CA.....	22,723
Greenwood Village city, CO.....	13,925	Laguna Niguel city, CA	62,979
Greer city, SC	25,515	Lake Forest city, IL	19,375
Gunnison County, CO	15,324	Lake in the Hills village, IL	28,965
Hailey city, ID	7,960	Lake Stevens city, WA	28,069
Haines Borough, AK	2,508	Lake Worth city, FL	34,910
Haltom City city, TX	42,409	Lake Zurich village, IL	19,631
Hamilton city, OH.....	62,477	Lakeville city, MN	55,954
Hamilton town, MA	7,764	Lakewood city, CO	142,980

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Lakewood city, WA.....	58,163	Missouri City city, TX.....	67,358
Lancaster County, SC.....	76,652	Modesto city, CA.....	201,165
Lane County, OR.....	351,715	Monterey city, CA.....	27,810
Lansing city, MI.....	114,297	Montgomery city, MN.....	2,956
Laramie city, WY.....	30,816	Montgomery County, MD.....	971,777
Larimer County, CO.....	299,630	Monticello city, UT.....	1,972
Las Cruces city, NM.....	97,618	Montrose city, CO.....	19,132
Las Vegas city, NM.....	13,753	Monument town, CO.....	5,530
Las Vegas city, NV.....	583,756	Mooreville town, NC.....	32,711
Lawrence city, KS.....	87,643	Moraga town, CA.....	16,016
Lawrenceville city, GA.....	28,546	Morristown city, TN.....	29,137
Lee's Summit city, MO.....	91,364	Morrisville town, NC.....	18,576
Lehi city, UT.....	47,407	Morro Bay city, CA.....	10,234
Lenexa city, KS.....	48,190	Mountain Village town, CO.....	1,320
Lewis County, NY.....	27,087	Mountlake Terrace city, WA.....	19,909
Lewiston city, ID.....	31,894	Murphy city, TX.....	17,708
Lewisville city, TX.....	95,290	Naperville city, IL.....	141,853
Lewisville town, NC.....	12,639	Napoleon city, OH.....	8,749
Libertyville village, IL.....	20,315	Nederland city, TX.....	17,547
Lincoln city, NE.....	258,379	Needham CDP, MA.....	28,886
Lincolnwood village, IL.....	12,590	Nevada City city, CA.....	3,068
Lindsborg city, KS.....	3,458	Nevada County, CA.....	98,764
Little Chute village, WI.....	10,449	New Braunfels city, TX.....	57,740
Littleton city, CO.....	41,737	New Brighton city, MN.....	21,456
Livermore city, CA.....	80,968	New Hanover County, NC.....	202,667
Lombard village, IL.....	43,165	New Hope city, MN.....	20,339
Lone Tree city, CO.....	10,218	New Orleans city, LA.....	343,829
Long Grove village, IL.....	8,043	New Port Richey city, FL.....	14,911
Longmont city, CO.....	86,270	New Smyrna Beach city, FL.....	22,464
Longview city, TX.....	80,455	New Ulm city, MN.....	13,522
Lonsdale city, MN.....	3,674	Newberg city, OR.....	22,068
Los Alamos County, NM.....	17,950	Newport city, RI.....	24,672
Los Altos Hills town, CA.....	7,922	Newport News city, VA.....	180,719
Louisville city, CO.....	18,376	Newton city, IA.....	15,254
Lower Merion township, PA.....	57,825	Noblesville city, IN.....	51,969
Lynchburg city, VA.....	75,568	Nogales city, AZ.....	20,837
Lynnwood city, WA.....	35,836	Norcross city, GA.....	9,116
Macomb County, MI.....	840,978	Norfolk city, NE.....	24,210
Manassas city, VA.....	37,821	Norfolk city, VA.....	242,803
Manhattan Beach city, CA.....	35,135	North Mankato city, MN.....	13,394
Manhattan city, KS.....	52,281	North Port city, FL.....	57,357
Mankato city, MN.....	39,309	North Richland Hills city, TX.....	63,343
Maple Grove city, MN.....	61,567	North Yarmouth town, ME.....	3,565
Maplewood city, MN.....	38,018	Novato city, CA.....	51,904
Maricopa County, AZ.....	3,817,117	Novi city, MI.....	55,224
Marion city, IA.....	34,768	O'Fallon city, IL.....	28,281
Mariposa County, CA.....	18,251	O'Fallon city, MO.....	79,329
Marshfield city, WI.....	19,118	Oak Park village, IL.....	51,878
Martinez city, CA.....	35,824	Oakland city, CA.....	390,724
Marysville city, WA.....	60,020	Oakley city, CA.....	35,432
Matthews town, NC.....	27,198	Oklahoma City city, OK.....	579,999
McAllen city, TX.....	129,877	Olathe city, KS.....	125,872
McKinney city, TX.....	131,117	Old Town city, ME.....	7,840
McMinnville city, OR.....	32,187	Olmsted County, MN.....	144,248
Menlo Park city, CA.....	32,026	Olympia city, WA.....	46,478
Menomonee Falls village, WI.....	35,626	Orange village, OH.....	3,323
Mercer Island city, WA.....	22,699	Orland Park village, IL.....	56,767
Meridian charter township, MI.....	39,688	Orleans Parish, LA.....	343,829
Meridian city, ID.....	75,092	Oshkosh city, WI.....	66,083
Merriam city, KS.....	11,003	Oshtemo charter township, MI.....	21,705
Mesa city, AZ.....	439,041	Oswego village, IL.....	30,355
Mesa County, CO.....	146,723	Otsego County, MI.....	24,164
Miami Beach city, FL.....	87,779	Ottawa County, MI.....	263,801
Miami city, FL.....	399,457	Overland Park city, KS.....	173,372
Middleton city, WI.....	17,442	Paducah city, KY.....	25,024
Midland city, MI.....	41,863	Palm Beach Gardens city, FL.....	48,452
Milford city, DE.....	9,559	Palm Coast city, FL.....	75,180
Milton city, GA.....	32,661	Palo Alto city, CA.....	64,403
Minneapolis city, MN.....	382,578	Palos Verdes Estates city, CA.....	13,438
Minnetrista city, MN.....	6,384	Papillion city, NE.....	18,894

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Paradise Valley town, AZ	12,820	San Diego city, CA	1,307,402
Park City city, UT	7,558	San Francisco city, CA	805,235
Parker town, CO	45,297	San Jose city, CA	945,942
Parkland city, FL	23,962	San Juan County, NM	130,044
Pasco city, WA	59,781	San Marcos city, CA	83,781
Pasco County, FL	464,697	San Marcos city, TX	44,894
Payette city, ID	7,433	San Rafael city, CA	57,713
Pearland city, TX	91,252	Sanford city, FL	53,570
Peoria city, AZ	154,065	Sangamon County, IL	197,465
Peoria city, IL	115,007	Santa Clarita city, CA	176,320
Pflugerville city, TX	46,936	Santa Fe city, NM	67,947
Phoenix city, AZ	1,445,632	Santa Fe County, NM	144,170
Pinehurst village, NC	13,124	Santa Monica city, CA	89,736
Piqua city, OH	20,522	Sarasota County, FL	379,448
Pitkin County, CO	17,148	Savage city, MN	26,911
Plano city, TX	259,841	Schaumburg village, IL	74,227
Platte City city, MO	4,691	Schertz city, TX	31,465
Pleasant Hill city, IA	8,785	Scott County, MN	129,928
Pleasanton city, CA	70,285	Scottsdale city, AZ	217,385
Plymouth city, MN	70,576	Seaside city, CA	33,025
Polk County, IA	430,640	Sedona city, AZ	10,031
Pompano Beach city, FL	99,845	Sevierville city, TN	14,807
Port Orange city, FL	56,048	Shakopee city, MN	37,076
Port St. Lucie city, FL	164,603	Sharonville city, OH	13,560
Portland city, OR	583,776	Shawnee city, KS	62,209
Post Falls city, ID	27,574	Shawnee city, OK	29,857
Powell city, OH	11,500	Sherborn town, MA	4,119
Prince William County, VA	402,002	Shoreline city, WA	53,007
Prior Lake city, MN	22,796	Shoreview city, MN	25,043
Pueblo city, CO	106,595	Shorewood village, IL	15,615
Purcellville town, VA	7,727	Shorewood village, WI	13,162
Queen Creek town, AZ	26,361	Sierra Vista city, AZ	43,888
Raleigh city, NC	403,892	Silverton city, OR	9,222
Ramsey city, MN	23,668	Sioux Center city, IA	7,048
Raymond town, ME	4,436	Sioux Falls city, SD	153,888
Raymore city, MO	19,206	Skokie village, IL	64,784
Redmond city, OR	26,215	Snellville city, GA	18,242
Redmond city, WA	54,144	Snoqualmie city, WA	10,670
Redwood City city, CA	76,815	Snowmass Village town, CO	2,826
Reno city, NV	225,221	Somerset town, MA	18,165
Reston CDP, VA	58,404	South Jordan city, UT	50,418
Richland city, WA	48,058	South Lake Tahoe city, CA	21,403
Richmond city, CA	103,701	Southlake city, TX	26,575
Richmond Heights city, MO	8,603	Spearfish city, SD	10,494
Rio Rancho city, NM	87,521	Spring Hill city, KS	5,437
River Falls city, WI	15,000	Springboro city, OH	17,409
Riverside city, CA	303,871	Springfield city, MO	159,498
Riverside city, MO	2,937	Springville city, UT	29,466
Roanoke city, VA	97,032	St. Augustine city, FL	12,975
Roanoke County, VA	92,376	St. Charles city, IL	32,974
Rochester Hills city, MI	70,995	St. Cloud city, FL	35,183
Rock Hill city, SC	66,154	St. Cloud city, MN	65,842
Rockville city, MD	61,209	St. Joseph city, MO	76,780
Roeland Park city, KS	6,731	St. Joseph town, WI	3,842
Rogers city, MN	8,597	St. Louis County, MN	200,226
Rohnert Park city, CA	40,971	State College borough, PA	42,034
Rolla city, MO	19,559	Steamboat Springs city, CO	12,088
Roselle village, IL	22,763	Sterling Heights city, MI	129,699
Rosemount city, MN	21,874	Sugar Grove village, IL	8,997
Rosenberg city, TX	30,618	Sugar Land city, TX	78,817
Roseville city, MN	33,660	Suisun City city, CA	28,111
Round Rock city, TX	99,887	Summit city, NJ	21,457
Royal Oak city, MI	57,236	Summit County, UT	36,324
Royal Palm Beach village, FL	34,140	Summit village, IL	11,054
Saco city, ME	18,482	Sunnyvale city, CA	140,081
Sacramento city, CA	466,488	Surprise city, AZ	117,517
Sahuarita town, AZ	25,259	Suwanee city, GA	15,355
Salida city, CO	5,236	Tacoma city, WA	198,397
Sammamish city, WA	45,780	Takoma Park city, MD	16,715
San Anselmo town, CA	12,336	Tamarac city, FL	60,427

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Temecula city, CA	100,097	Waverly city, IA	9,874
Tempe city, AZ	161,719	Weddington town, NC	9,459
Temple city, TX.....	66,102	Wentzville city, MO.....	29,070
Texarkana city, TX	36,411	West Carrollton city, OH	13,143
The Woodlands CDP, TX.....	93,847	West Chester borough, PA.....	18,461
Thousand Oaks city, CA.....	126,683	West Des Moines city, IA.....	56,609
Tigard city, OR.....	48,035	Western Springs village, IL	12,975
Tracy city, CA	82,922	Westerville city, OH.....	36,120
Trinidad CCD, CO	12,017	Westlake town, TX	992
Tualatin city, OR	26,054	Westminster city, CO.....	106,114
Tulsa city, OK	391,906	Weston town, MA.....	11,261
Tustin city, CA	75,540	Wheat Ridge city, CO	30,166
Twin Falls city, ID	44,125	White House city, TN	10,255
Tyler city, TX	96,900	Wichita city, KS.....	382,368
Unalaska city, AK	4,376	Williamsburg city, VA.....	14,068
University Heights city, OH	13,539	Willowbrook village, IL	8,540
University Park city, TX.....	23,068	Wilmington city, NC.....	106,476
Upper Arlington city, OH.....	33,771	Wilsonville city, OR.....	19,509
Urbandale city, IA	39,463	Windsor town, CO.....	18,644
Vail town, CO.....	5,305	Windsor town, CT	29,044
Vancouver city, WA.....	161,791	Winnetka village, IL	12,187
Ventura CCD, CA.....	111,889	Winter Garden city, FL.....	34,568
Vernon Hills village, IL.....	25,113	Woodbury city, MN.....	61,961
Vestavia Hills city, AL	34,033	Woodinville city, WA.....	10,938
Victoria city, MN.....	7,345	Woodland city, CA.....	55,468
Vienna town, VA	15,687	Wrentham town, MA	10,955
Virginia Beach city, VA.....	437,994	Wyandotte County, KS	157,505
Walnut Creek city, CA.....	64,173	Yakima city, WA.....	91,067
Warrensburg city, MO	18,838	York County, VA.....	65,464
Washington County, MN	238,136	Yorktown town, IN	9,405
Washington town, NH	1,123	Yorkville city, IL	16,921
Washoe County, NV	421,407	Yountville city, CA	2,933
Washougal city, WA	14,095		
Wauwatosa city, WI	46,396		

Appendix C: Detailed Survey Methods

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

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Canandaigua funded this research. Please contact John D. Goodwin of the City of Canandaigua at John.Goodwin@canandaiguanewyork.gov if you have any questions about the survey.

Survey Validity

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

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

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

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

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

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

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

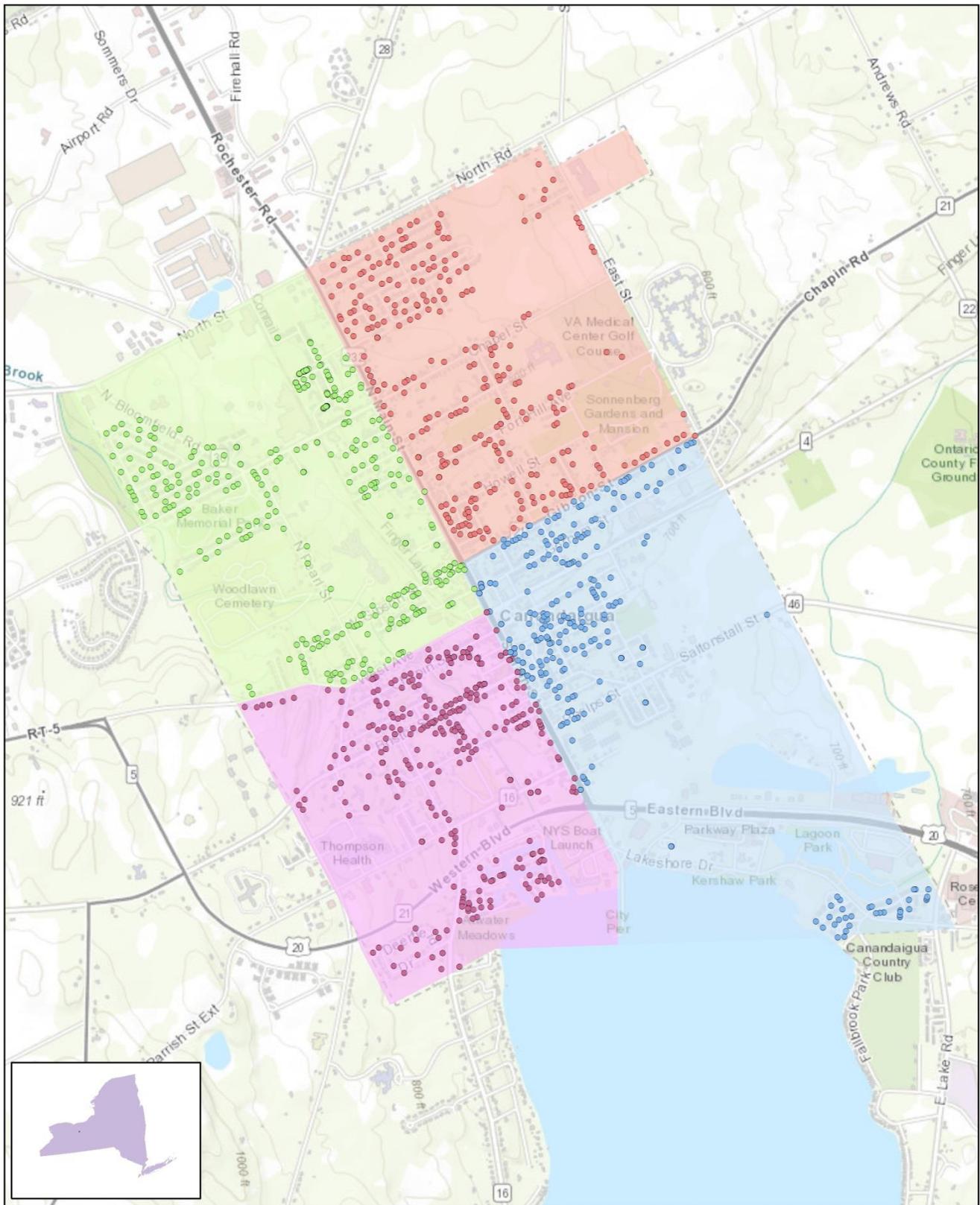
Selecting Survey Recipients

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

To choose the 1,600 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

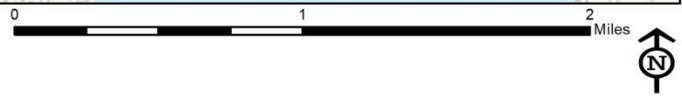
An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship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

Figure 1: Location of Survey Recipients



Survey Recipients in Canandaigua, NY

- In Ward 1 ● In Ward 3 ● Ward 1 ● Ward 3
- In Ward 2 ● In Ward 4 ● Ward 2 ● Ward 4



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on April 20, 2018. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager 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. The survey was available in English. Completed surveys were collected over the following seven weeks.

About 5% of the 1,600 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 1,513 households that received the survey, 465 completed the survey, providing an overall response rate of 31%. Responses were tracked by Ward; response rates by Ward ranged from 23% to 38%. The response rates were calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons.

Table 79: Survey Response Rate by Ward

	Area 1	Area2	Area 3	Area 4	Overall
	Ward 1	Ward 2	Ward 3	Ward 4	Overall
Total sample used					
I=Complete Interviews	319	414	442	425	1,600
P=Partial Interviews	116	88	126	130	460
R=Refusal and break off	1	2	0	2	5
NC=Non Contact	0	0	0	0	0
O=Other	0	0	0	0	0
UH=Unknown household	0	0	0	0	0
UO=Unknown other	0	0	0	0	0
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	190	297	282	279	1,048

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.²

The margin of error for the City of Canandaigua survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (465 completed surveys).

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

Survey Processing (Data Entry)

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

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

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

² A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Canandaigua. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type and sex and age. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 80: Canandaigua, NY 2018 Weighting Table

Characteristic	2010 Census	Unweighted Data	Weighted Data
Housing			
Rent home	49%	28%	47%
Own home	51%	72%	53%
Detached unit*	46%	60%	48%
Attached unit*	54%	40%	52%
Race and Ethnicity			
White	96%	96%	94%
Not white	4%	4%	6%
Not Hispanic	98%	99%	98%
Hispanic	2%	1%	2%
Sex and Age			
Female	54%	61%	56%
Male	46%	39%	44%
18-34 years of age	28%	6%	24%
35-54 years of age	34%	25%	34%
55+ years of age	38%	69%	41%
Females 18-34	14%	4%	14%
Females 35-54	17%	14%	17%
Females 55+	23%	43%	24%
Males 18-34	14%	2%	10%
Males 35-54	17%	11%	17%
Males 55+	16%	26%	17%
Ward			
Ward 1	21%	25%	22%
Ward 2	24%	19%	22%
Ward 3	27%	27%	26%
Ward 4	28%	28%	30%

* U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Survey Data Analysis and Reporting

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

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been

The National Citizen Survey™

removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Appendix D: Survey Materials