



# CITY OF GAITHERSBURG, MD 2011



3005 30th Street  
Boulder, CO 80301  
[www.n-r-c.com](http://www.n-r-c.com) • 303-444-7863



777 North Capitol Street NE, Suite 500  
Washington, DC 20002  
[www.icma.org](http://www.icma.org) • 202-289-ICMA

**C O N T E N T S**

Survey Background..... 1  
     About The National Citizen Survey™ ..... 1  
     Understanding the Results ..... 3

Executive Summary ..... 5

Community Ratings ..... 7  
     Overall Community Quality ..... 7  
     Community Design ..... 9  
         Transportation ..... 9  
         Housing ..... 13  
         Land Use and Zoning ..... 15  
     Economic Sustainability..... 18  
     Public Safety ..... 21  
     Environmental Sustainability..... 26  
     Recreation and Wellness ..... 29  
         Parks and Recreation ..... 29  
         Culture, Arts and Education ..... 32  
         Health and Wellness ..... 34  
     Community Inclusiveness..... 35  
     Civic Engagement..... 38  
         Civic Activity..... 38  
         Information and Awareness ..... 41  
         Social Engagement ..... 42  
     Public Trust..... 43  
         City of Gaithersburg Employees ..... 46

From Data to Action ..... 48  
     Resident Priorities ..... 48  
     City of Gaithersburg Action Chart..... 49

Custom Questions ..... 53

Appendix A: Complete Survey Frequencies ..... 55  
     Frequencies Excluding “Don’t Know” Responses ..... 55  
     Frequencies Including “Don’t Know” Responses..... 67

Appendix B: Survey Methodology ..... 83

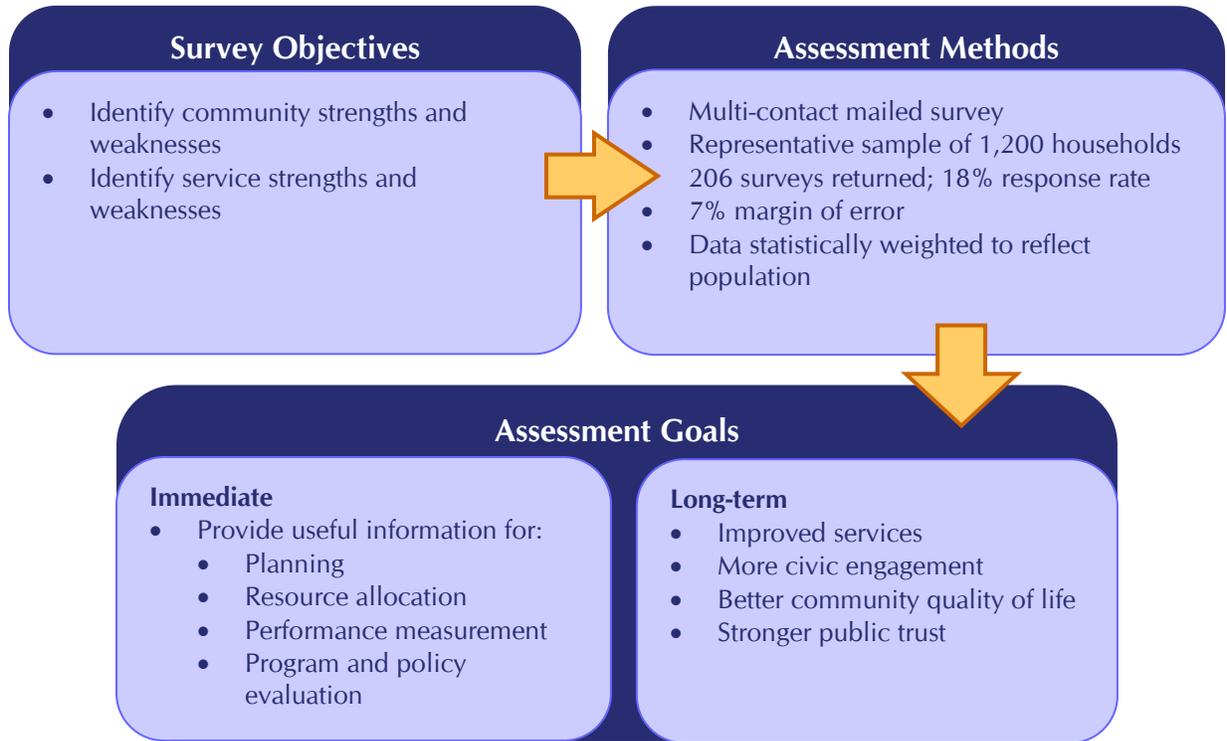
Appendix C: Survey Materials..... 93

# SURVEY BACKGROUND

## ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 206 completed surveys were obtained, providing an overall response rate of 18%. Typically, response rates obtained on citizen surveys range from 20% to 40%.

The National Citizen Survey™ customized for the City of Gaithersburg was developed in close cooperation with local jurisdiction staff. Gaithersburg staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Gaithersburg staff also augmented The National Citizen Survey™ basic service through a variety of options including several custom questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the City of Gaithersburg Survey (206 completed surveys) is plus or minus seven percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 53-67% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Gaithersburg, but from City of Gaithersburg services to services like them provided by other jurisdictions.

### Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than nine percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; 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 City of Gaithersburg chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Gaithersburg survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Gaithersburg results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Gaithersburg's rating to the benchmark.

### **“Don’t Know” Responses and Rounding**

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

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of the City of Gaithersburg survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Gaithersburg and believed the City was a good place to live. The overall quality of life in the City of Gaithersburg was rated as “excellent” or “good” by 80% of respondents. Almost all reported they plan on staying in the City of Gaithersburg for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were air quality, opportunities to volunteer, and the overall appearance of Gaithersburg. The three characteristics receiving the least positive ratings were the availability of affordable quality child care, traffic flow on major streets and the availability of affordable quality housing.

Ratings of community characteristics were compared to the benchmark database. Of the 30 characteristics for which comparisons were available, 25 were above the national benchmark comparison and five were similar to the national benchmark comparison.

Residents in the City of Gaithersburg were moderately civically engaged. While only 14% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 87% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Gaithersburg, which was lower than the benchmark.

In general, survey respondents demonstrated trust in local government. A majority rated the overall direction being taken by the City of Gaithersburg as “good” or “excellent.” This was higher than the benchmark. Those residents who had interacted with an employee of the City of Gaithersburg in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to most local government services. City services rated were able to be compared to the benchmark database. Of the 25 services for which comparisons were available, 22 were above the benchmark comparison and three were similar to the benchmark comparison.

A Key Driver Analysis was conducted for the City of Gaithersburg which examined the relationships between ratings of each service and ratings of the City of Gaithersburg's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Gaithersburg can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Police services
- Sidewalk maintenance
- Street cleaning

For all key services, the City of Gaithersburg was above the benchmark and should continue to ensure high quality performance.

## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Gaithersburg – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Gaithersburg. Residents were asked whether they planned to move soon or if they would recommend the City of Gaithersburg to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Gaithersburg offers services and amenities that work.

Most of the City of Gaithersburg’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, most respondents reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

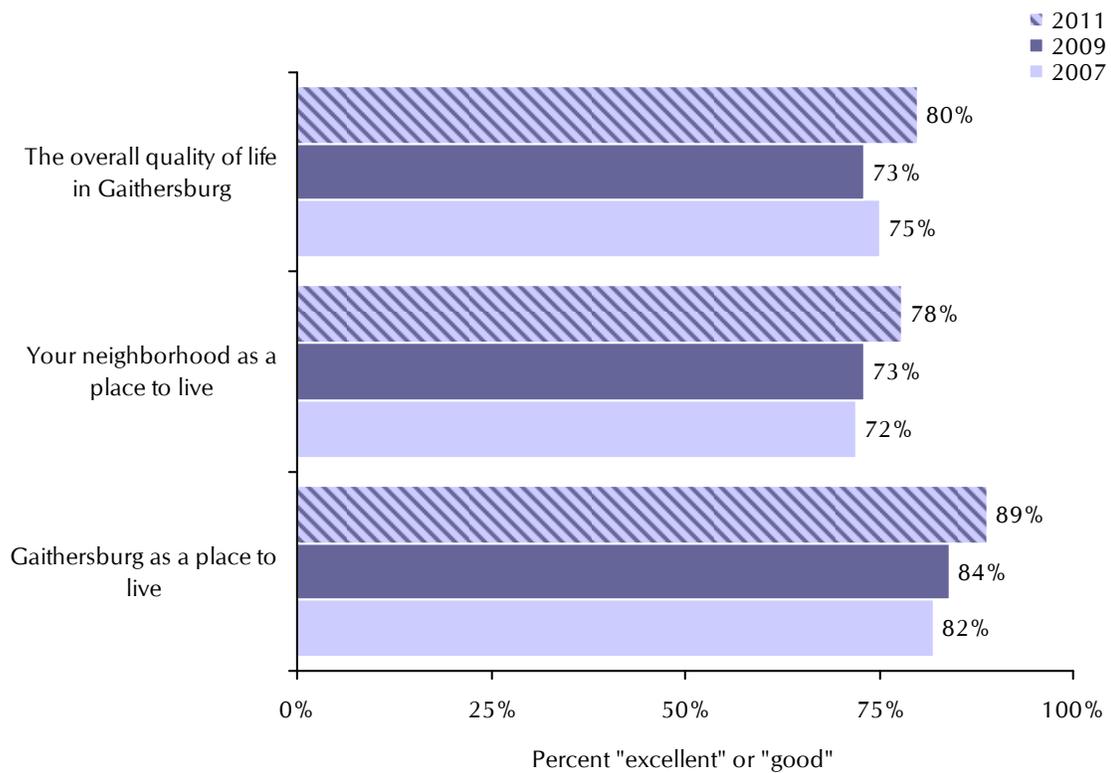


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

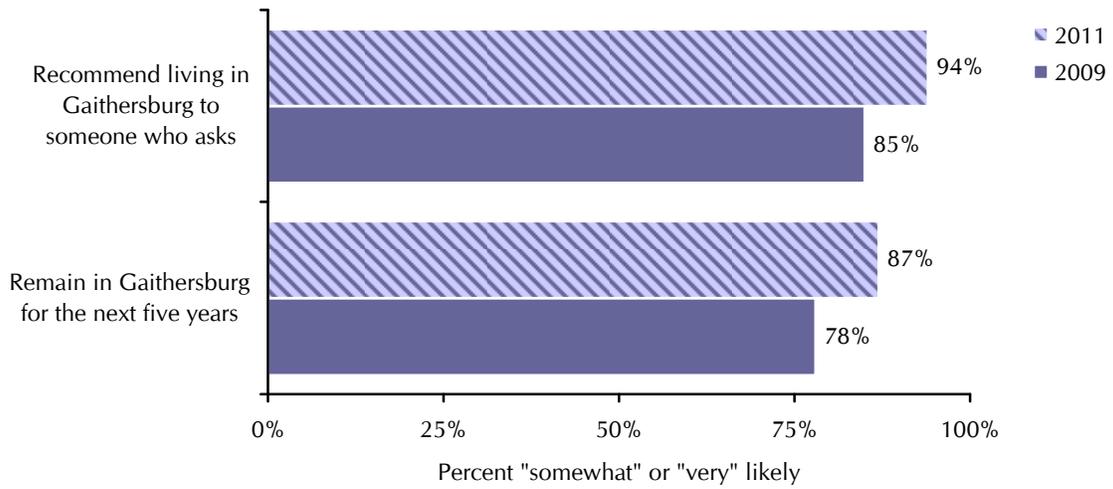


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Gaithersburg	Similar
Your neighborhood as place to live	Similar
Gaithersburg as a place to live	Similar
Recommend living in Gaithersburg to someone who asks	Above
Remain in Gaithersburg for the next five years	Similar

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of bus travel was given the most positive rating, followed by ease of walking. These ratings tended to be higher than the benchmark and higher than in years past.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

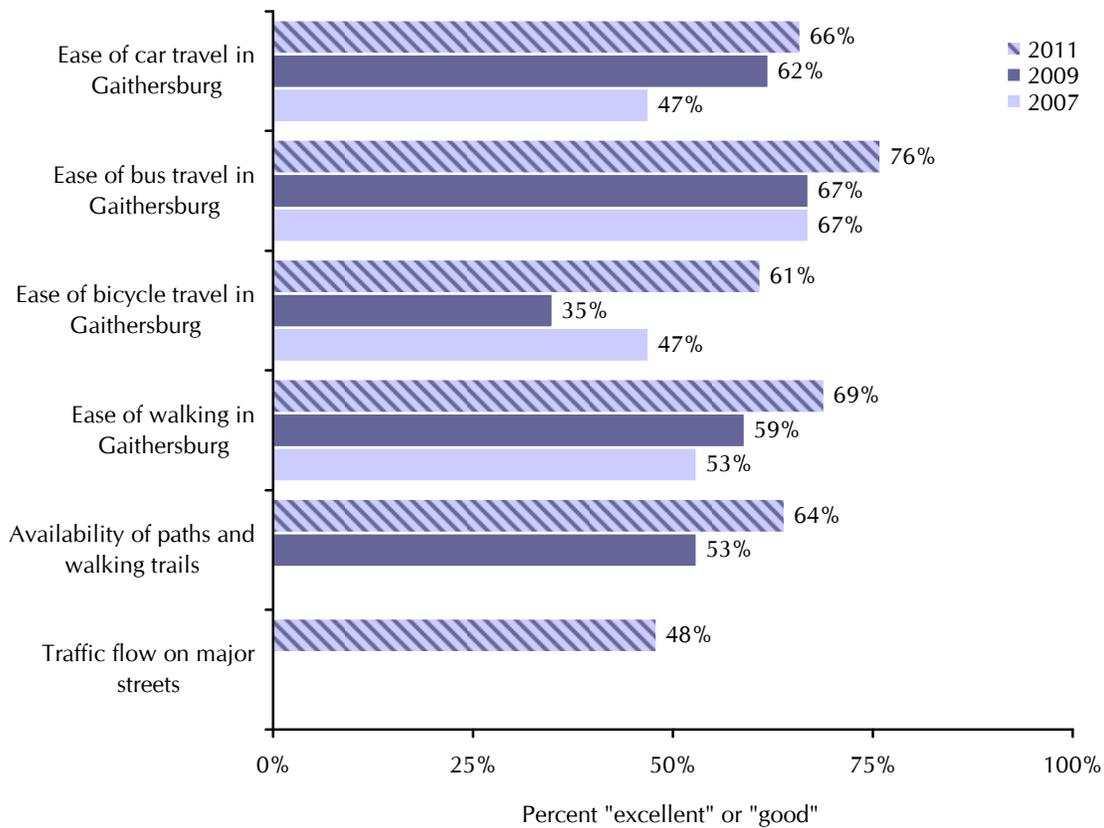


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Gaithersburg	Above
Ease of bus travel in Gaithersburg	Much above
Ease of bicycle travel in Gaithersburg	Much above
Ease of walking in Gaithersburg	Above
Availability of paths and walking trails	Similar
Traffic flow on major streets	Similar

Six transportation services were rated in Gaithersburg. As compared to most communities across America, ratings tended to be favorable, with all services above the benchmark. Ratings for these services had mostly remained stable over time.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

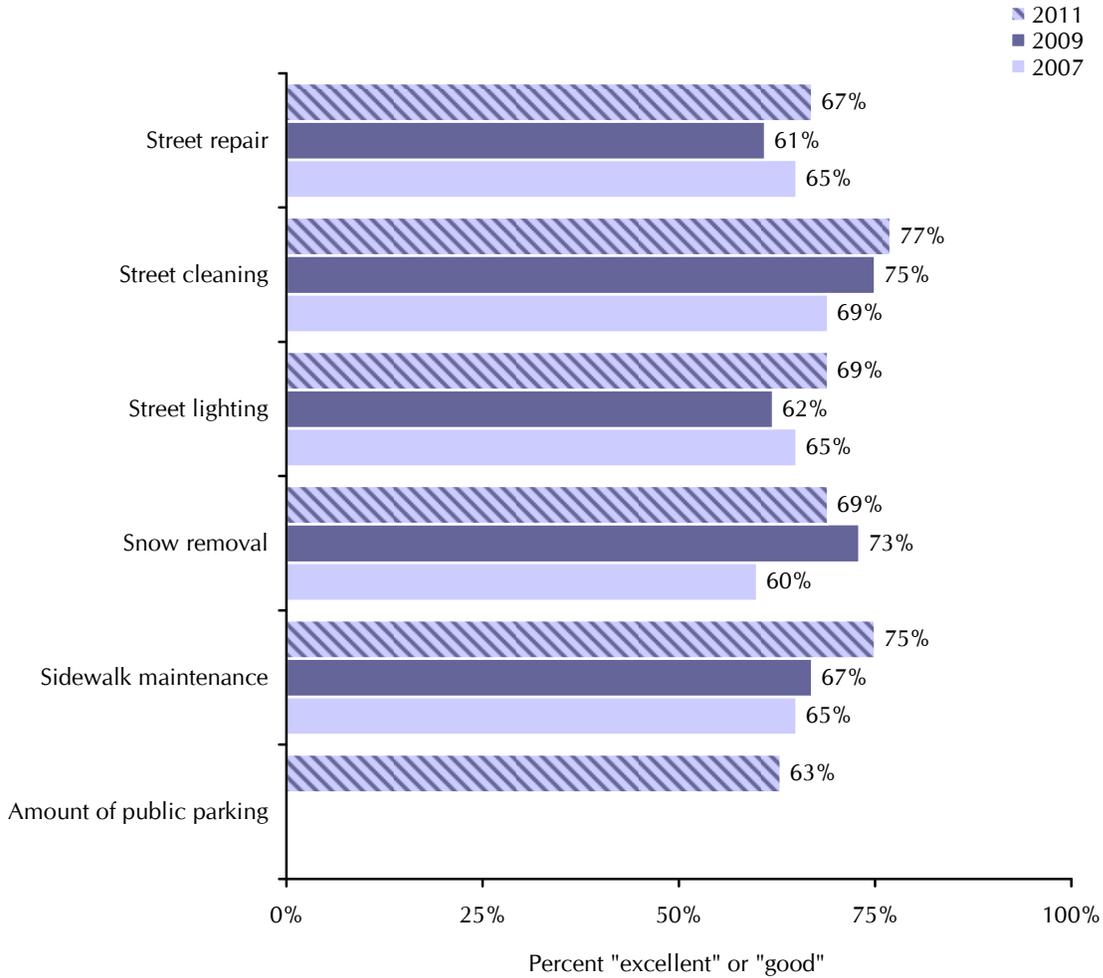


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much above
Street cleaning	Much above
Street lighting	Above
Snow removal	Above
Sidewalk maintenance	Much above
Amount of public parking	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 12% of work commute trips were made by transit, and the number of respondents reporting having ridden a local bus in the past year was much higher than the benchmark.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

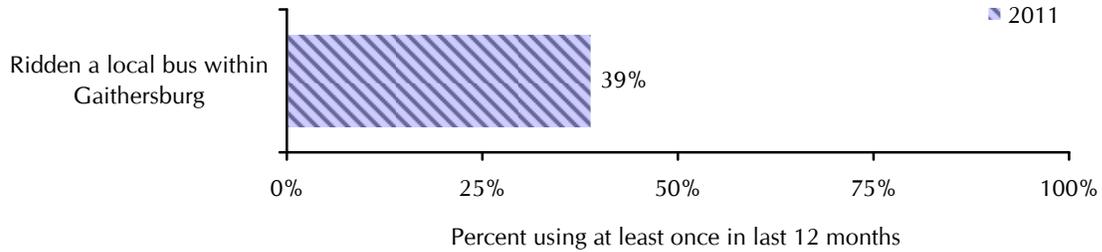


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Gaithersburg	Much more

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

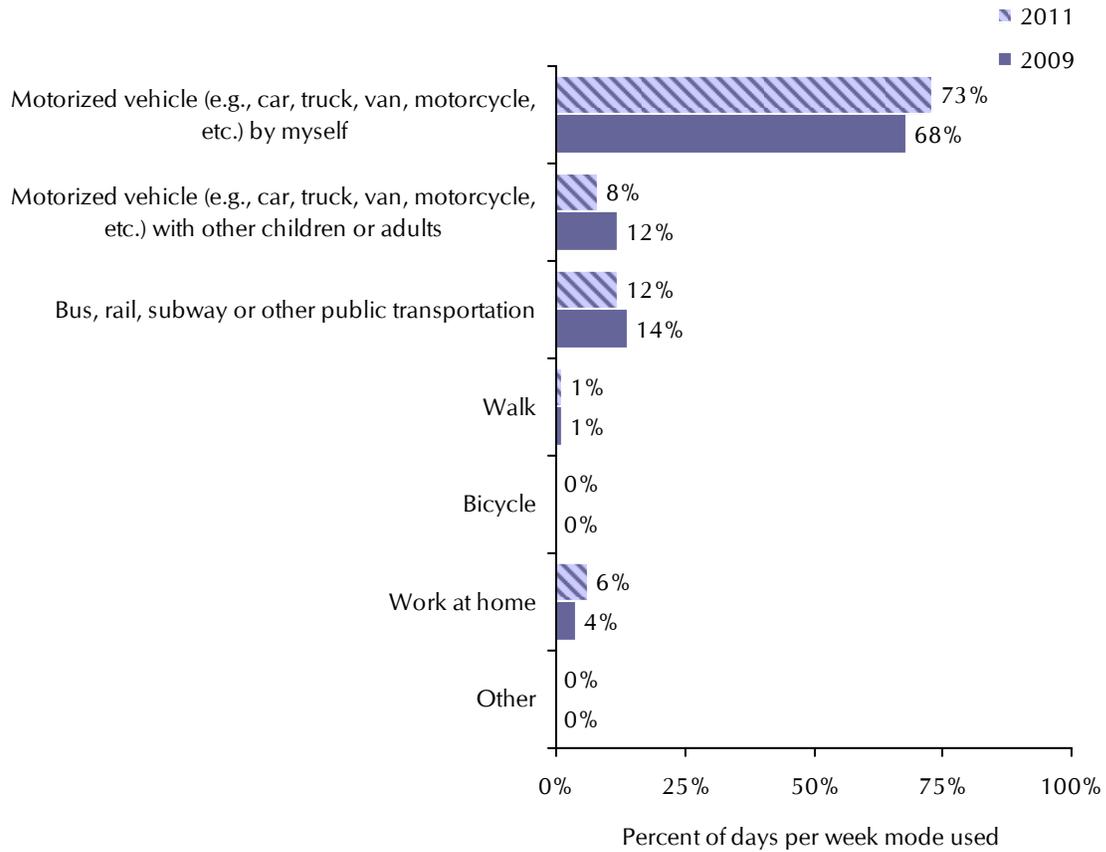


FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Similar

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Gaithersburg residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 44% of respondents, while the variety of housing options was rated as “excellent” or “good” by 60% of respondents. The rating of perceived affordable housing availability was better in the City of Gaithersburg than the ratings, on average, in comparison jurisdictions, and the availability of affordable housing was rated higher than in years past.

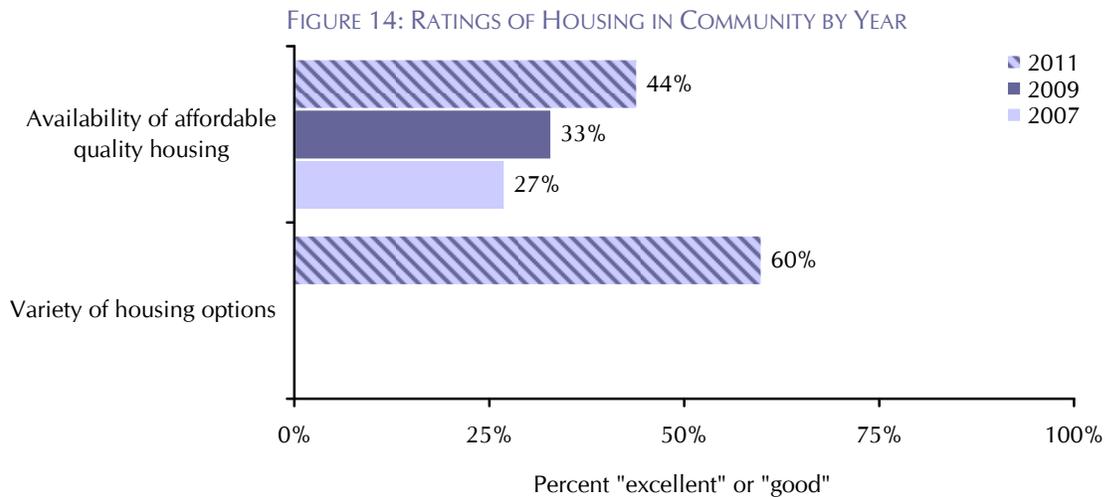


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Above
Variety of housing options	Above

To augment the perceptions of affordable housing in Gaithersburg, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Gaithersburg experiencing housing cost stress. More than 40% of survey participants were found to pay housing costs of more than 30% of their monthly household income, about the same as in 2009.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

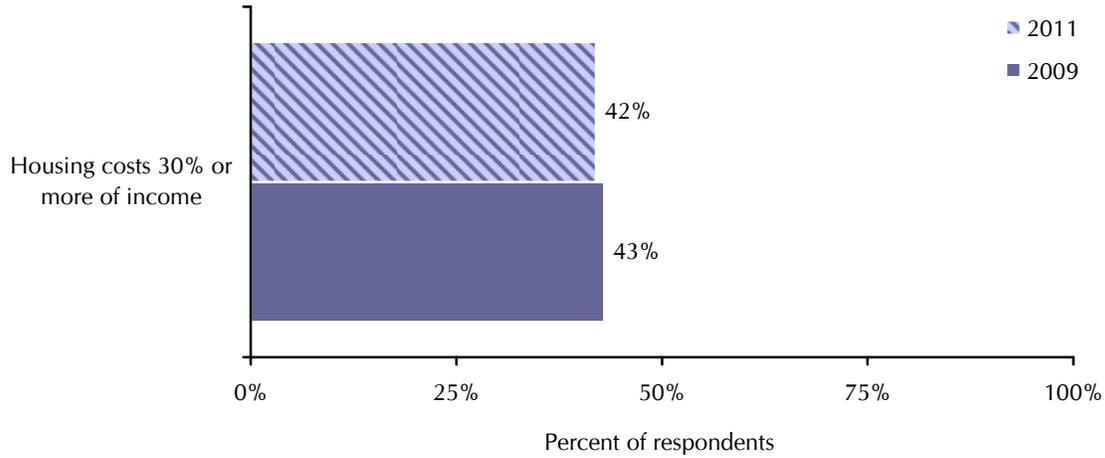


FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	More

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Gaithersburg and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Gaithersburg was rated as "excellent" or "good" by 79% of respondents and the overall appearance of Gaithersburg was rated as "excellent" or "good" by 82% of respondents. Both were much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Gaithersburg, 3% thought they were a "major" problem. All land use and zoning services were rated much higher than the benchmark. Ratings showed an upward pattern when compared to past years.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

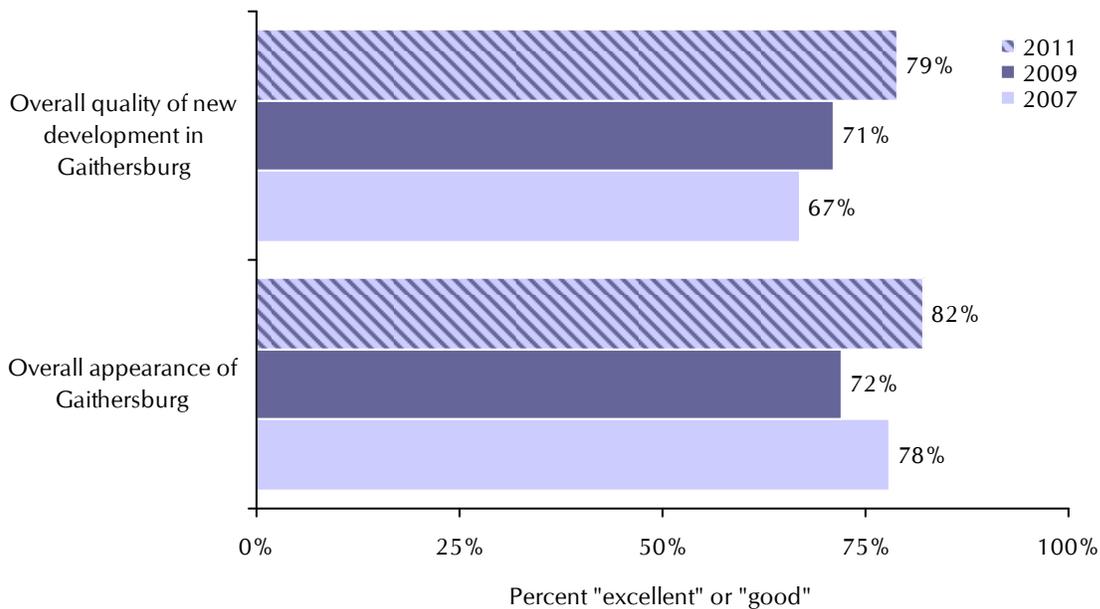


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Gaithersburg	Much above
Overall appearance of Gaithersburg	Much above

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

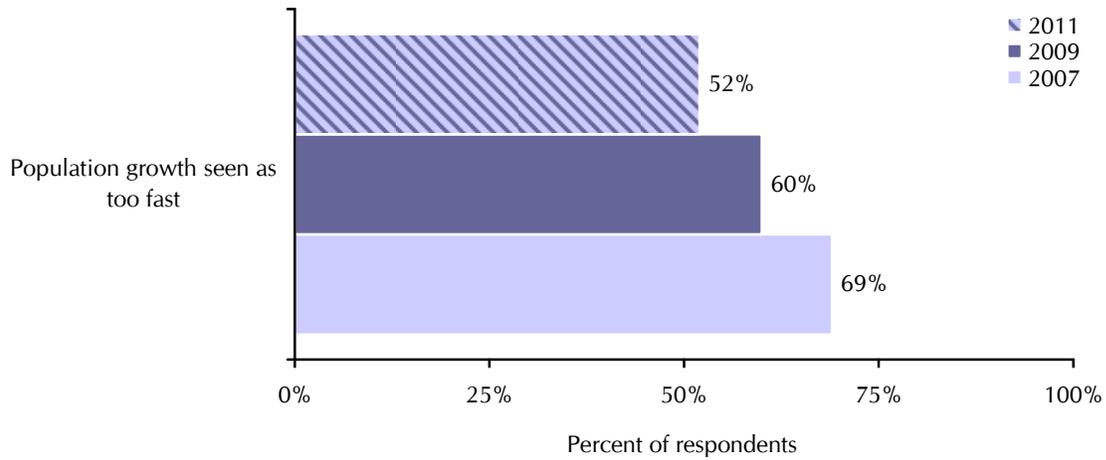


FIGURE 21: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Much more

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

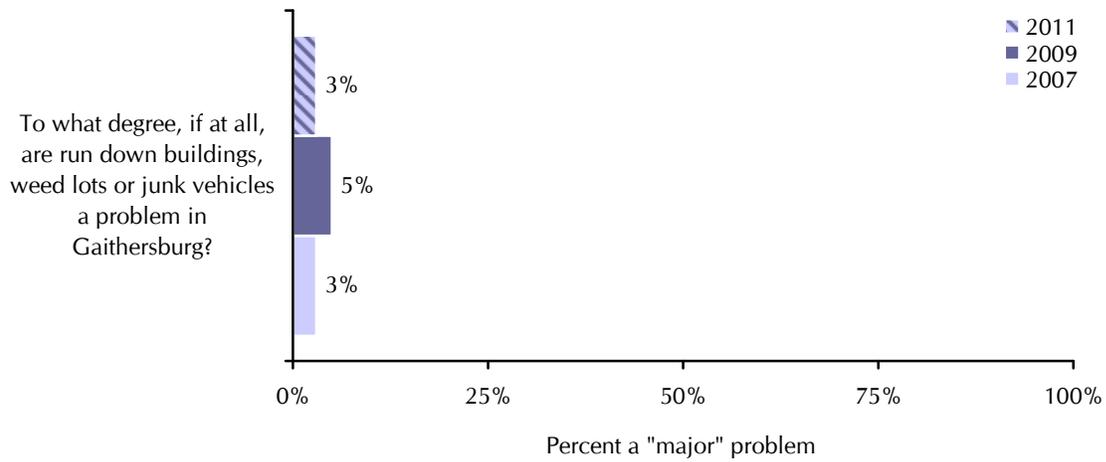


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

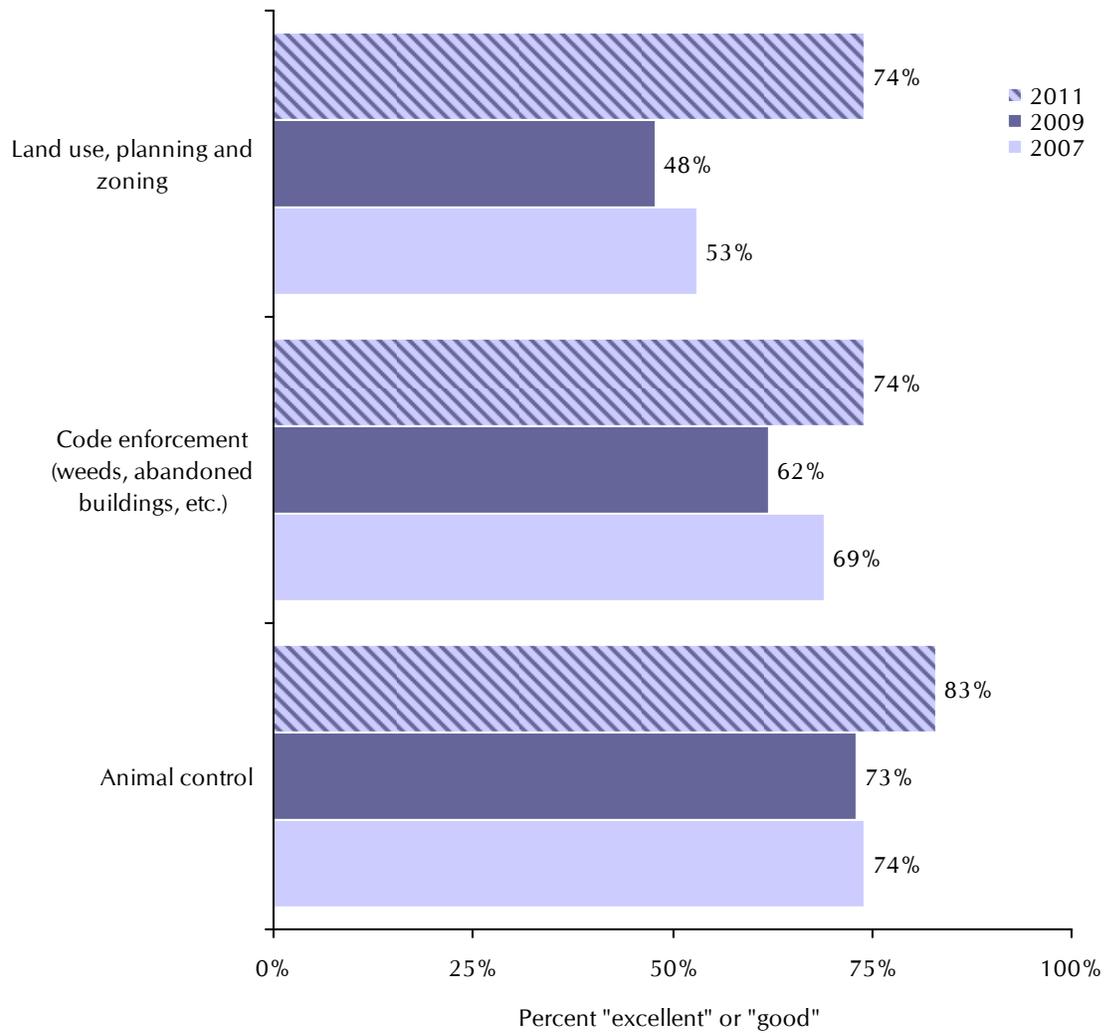


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above
Animal control	Much above

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were shopping opportunities and the overall quality of business and service establishments in the Gaithersburg. Receiving the lowest rating was employment opportunities. Ratings of these community features were much above the benchmark and had remained stable over time.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

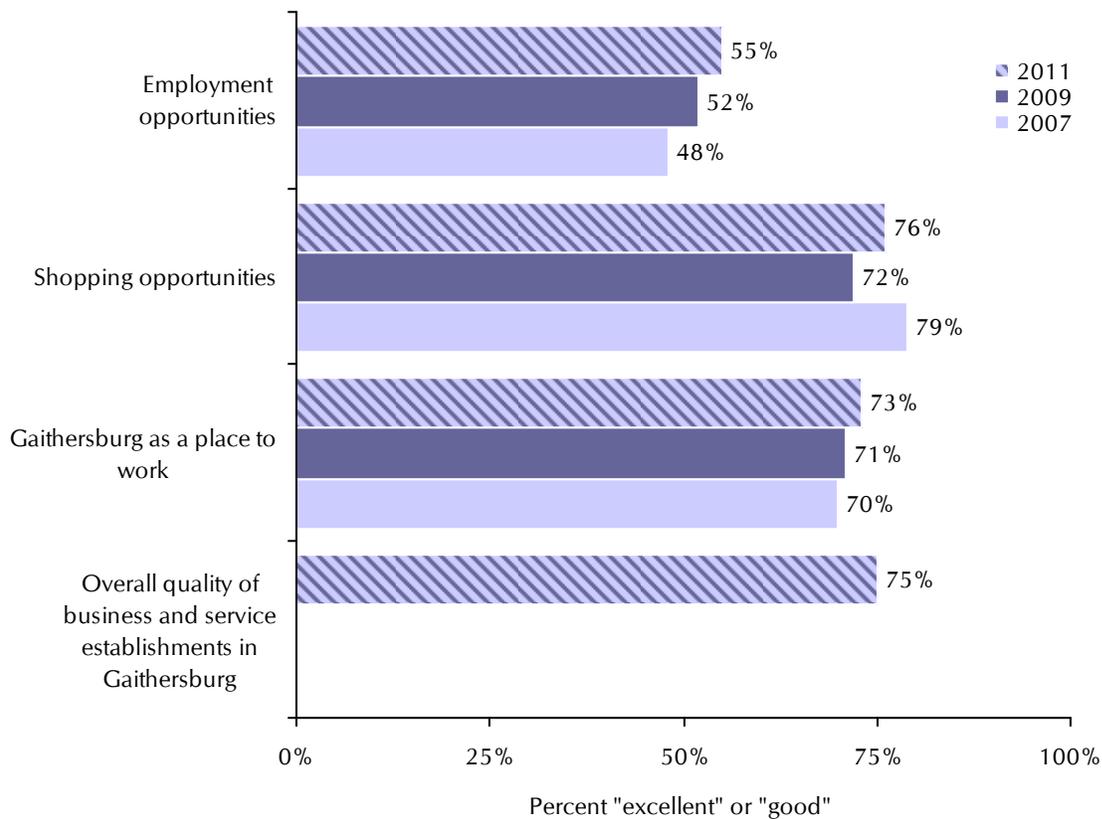


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much above
Shopping opportunities	Much above
Gaithersburg as a place to work	Much above
Overall quality of business and service establishments in Gaithersburg	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Gaithersburg, 69% responded that it was “too slow,” while 27% reported retail growth as “too slow.” Fewer residents in Gaithersburg compared to other jurisdictions believed that retail and jobs growth were too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

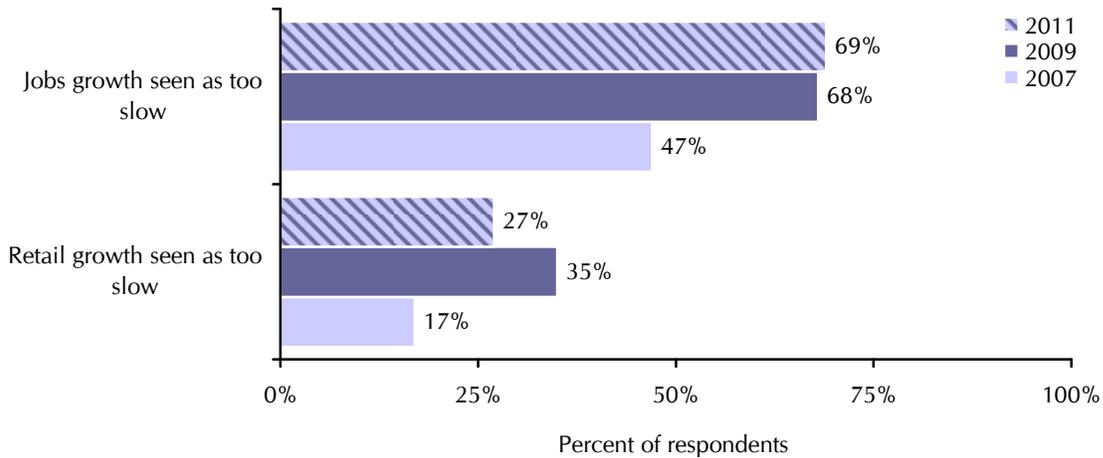


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much less
Jobs growth seen as too slow	Less

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

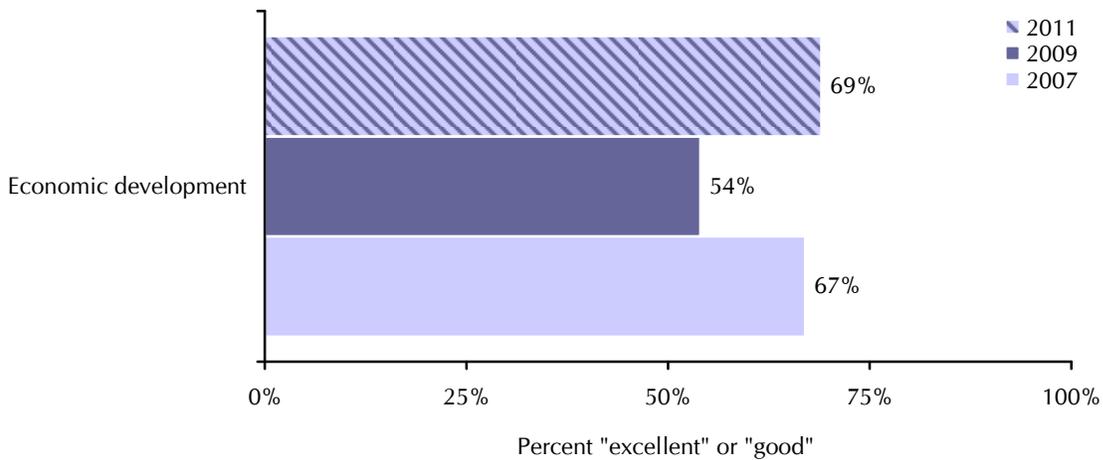


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much above

Residents were asked to reflect on their economic prospects in the near term. Thirty percent of the City of Gaithersburg residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was much more than comparison jurisdictions, and showed an increase from the previous survey administration.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

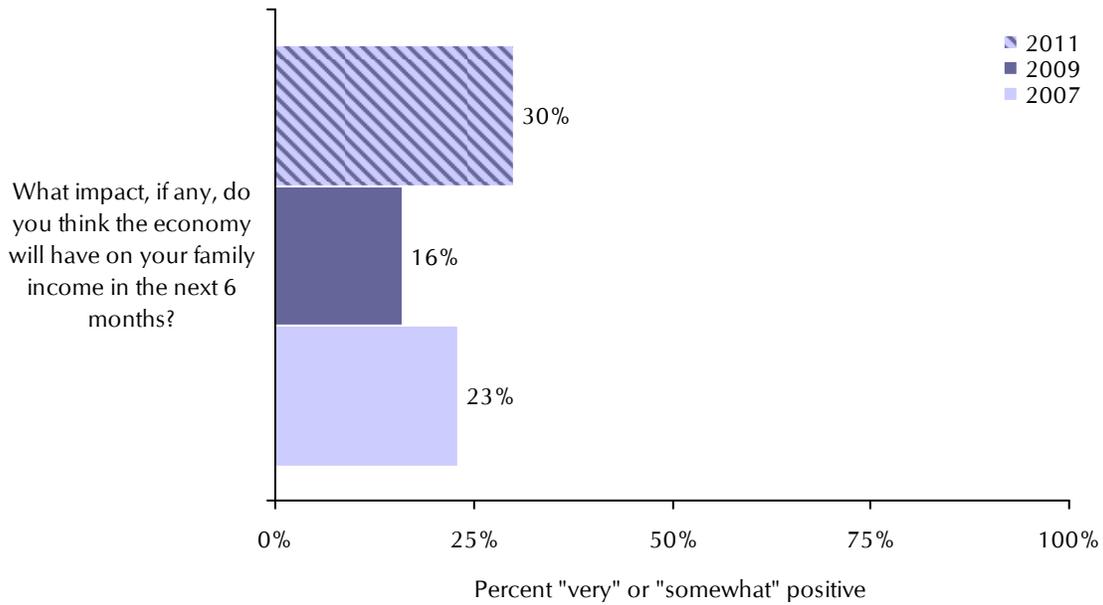


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Much above

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Gaithersburg. Almost 70% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 81% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. Many year-to-year comparisons showed an upward trend.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

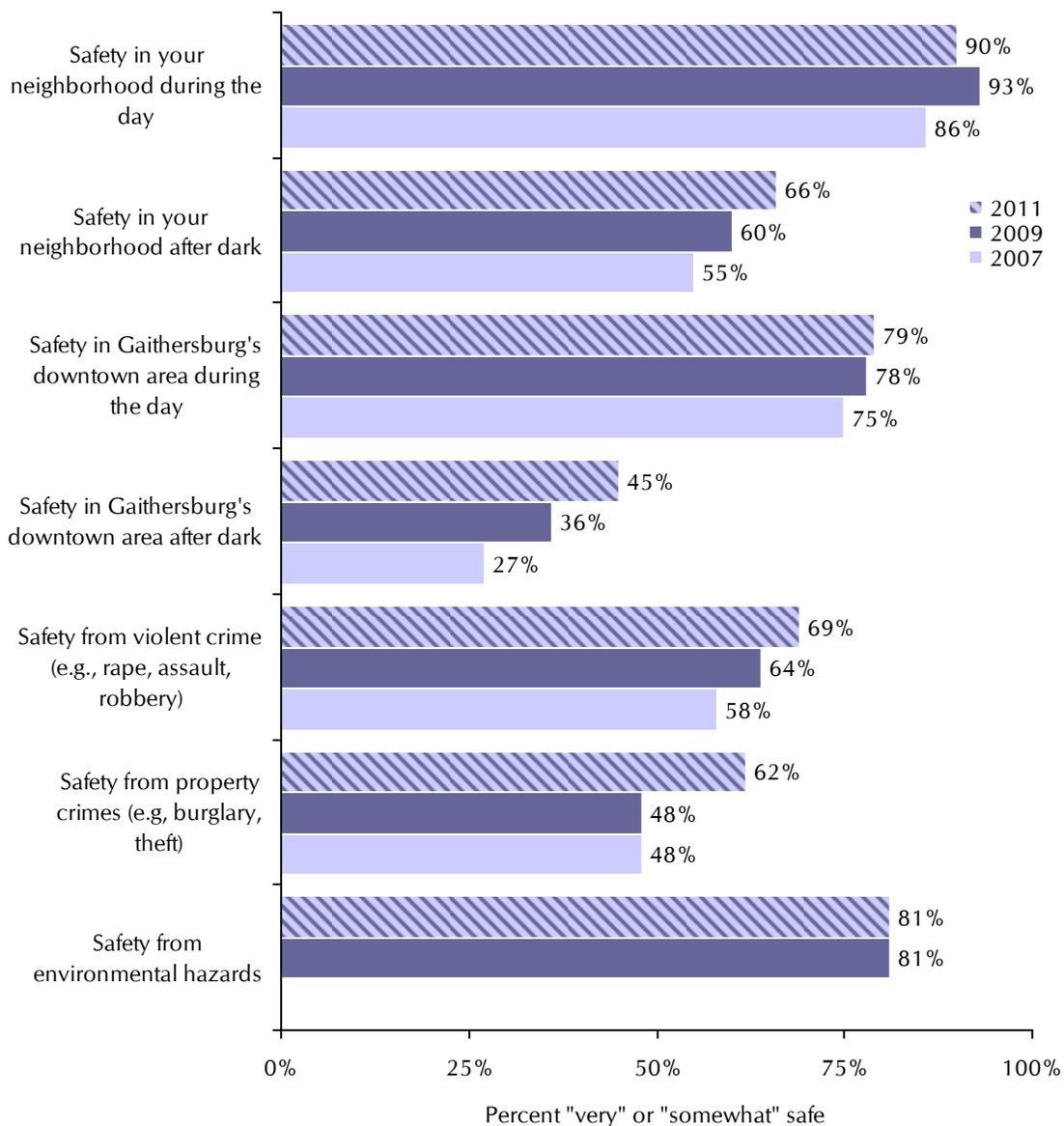


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Similar
In your neighborhood after dark	Below
In Gaithersburg's downtown area during the day	Below
In Gaithersburg's downtown area after dark	Much below
Violent crime (e.g., rape, assault, robbery)	Similar
Property crimes (e.g., burglary, theft)	Similar
Environmental hazards, including toxic waste	Above

As assessed by the survey, 12% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 73% had reported it to police. Compared to other jurisdictions about the same percent of Gaithersburg residents had been victims of crime in the 12 months preceding the survey and fewer Gaithersburg residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

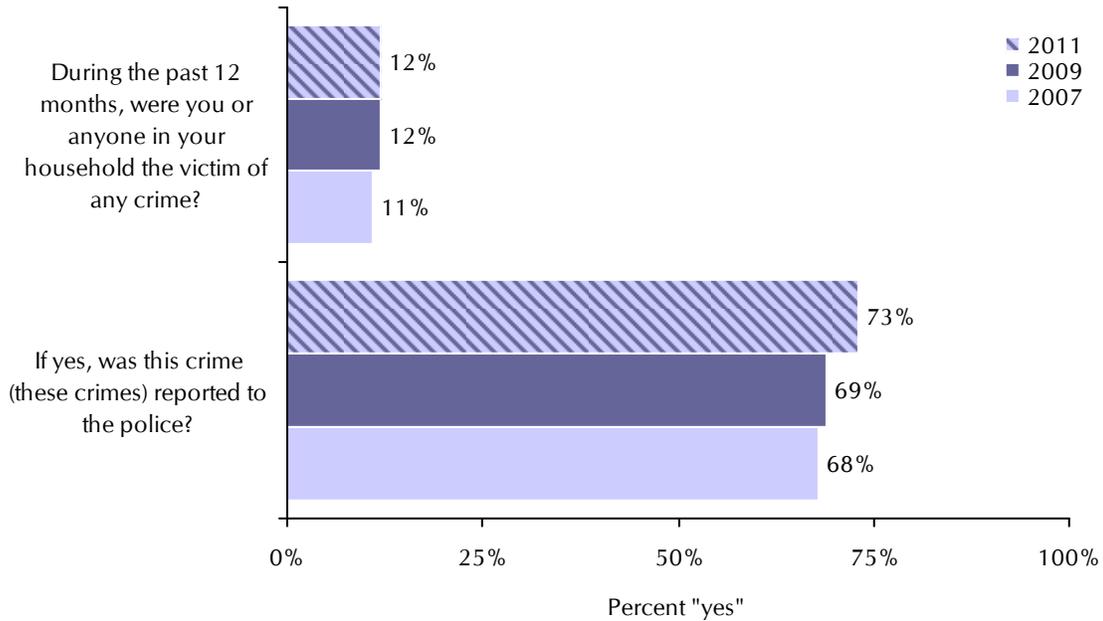


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	Less

Residents rated four City public safety services; of these, three were rated above the benchmark comparison and one was rated similar to the benchmark comparison. Police services and traffic enforcement received the highest ratings, while crime prevention received the lowest ratings. Most were rated similarly to previous years.

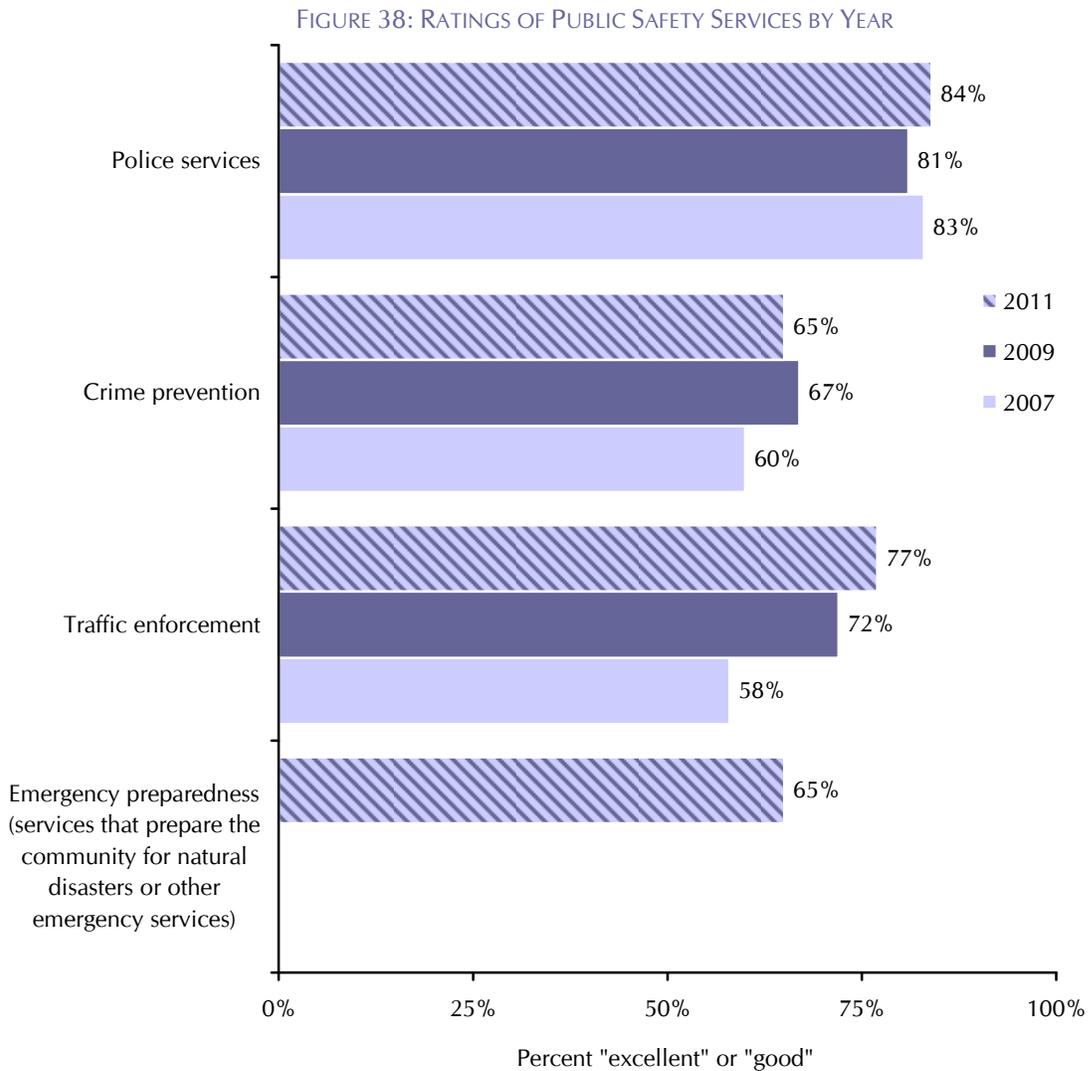


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Above
Crime prevention	Similar
Traffic enforcement	Above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Above

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

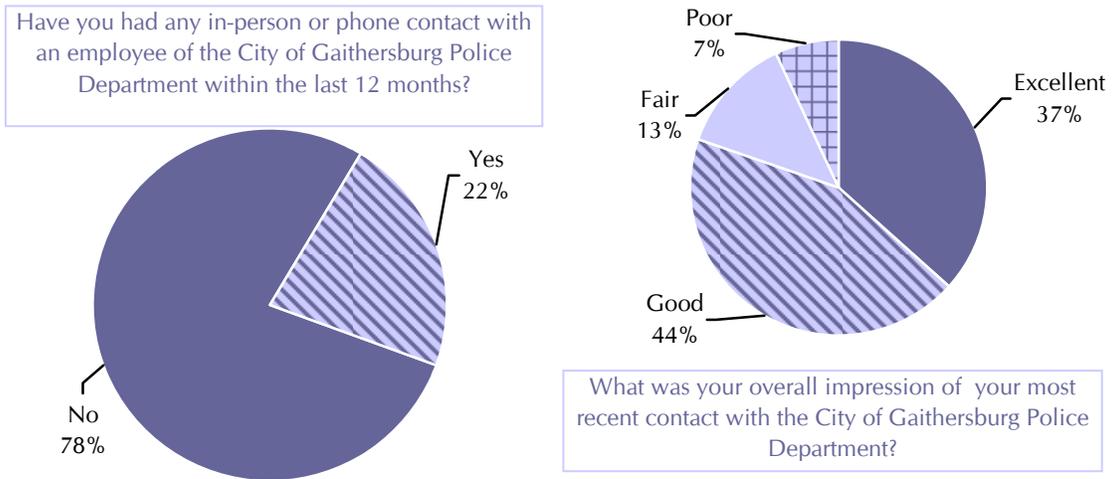


FIGURE 41: CONTACT WITH POLICE DEPARTMENT BENCHMARKS

	Comparison to benchmark
Had contact with the City of Gaithersburg Police Department	Much less
Overall impression of most recent contact with the City of Gaithersburg Police Department	Similar

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Gaithersburg were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 81% of survey respondents. Air quality received the highest rating, and it was above the benchmark. Air quality and the quality of the overall natural environment showed improvement over the previous survey administration.

FIGURE 42: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

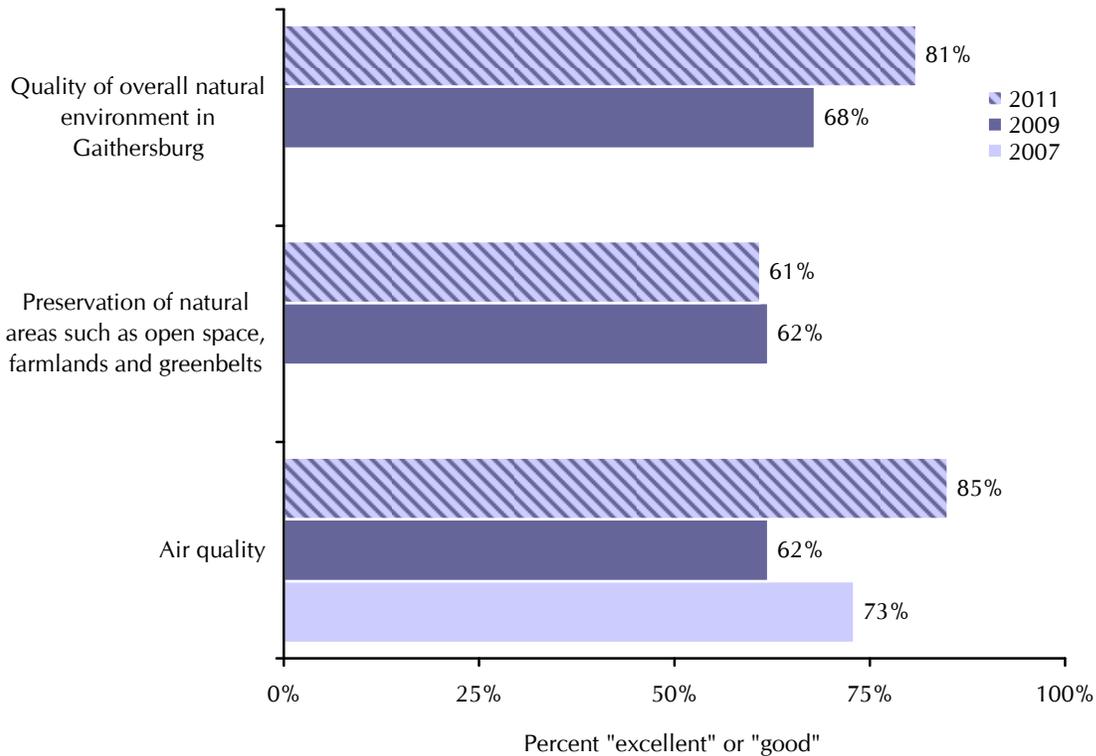


FIGURE 43: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of overall natural environment in Gaithersburg	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Above
Air quality	Above

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 44: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

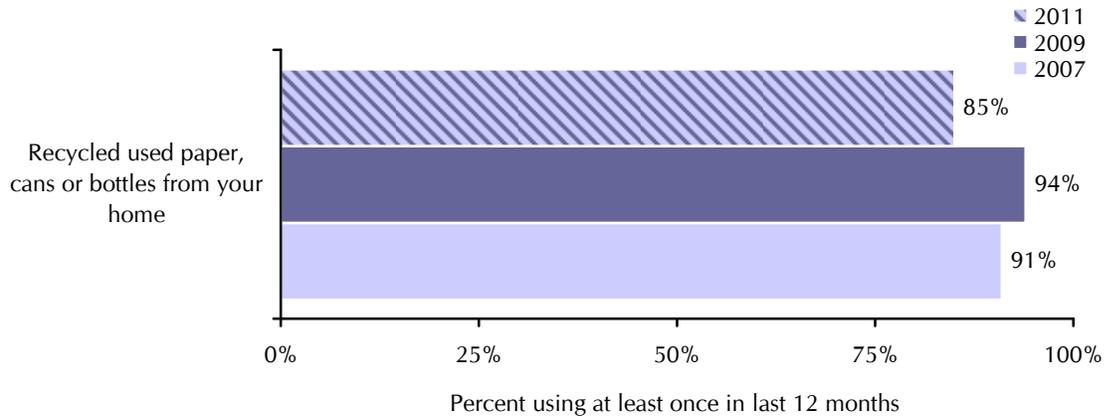


FIGURE 45: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	More

Of the three utility services rated by those completing the questionnaire, all were much higher than the benchmark comparison. These service ratings trends were stable when compared to past surveys.

FIGURE 46: RATINGS OF UTILITY SERVICES BY YEAR

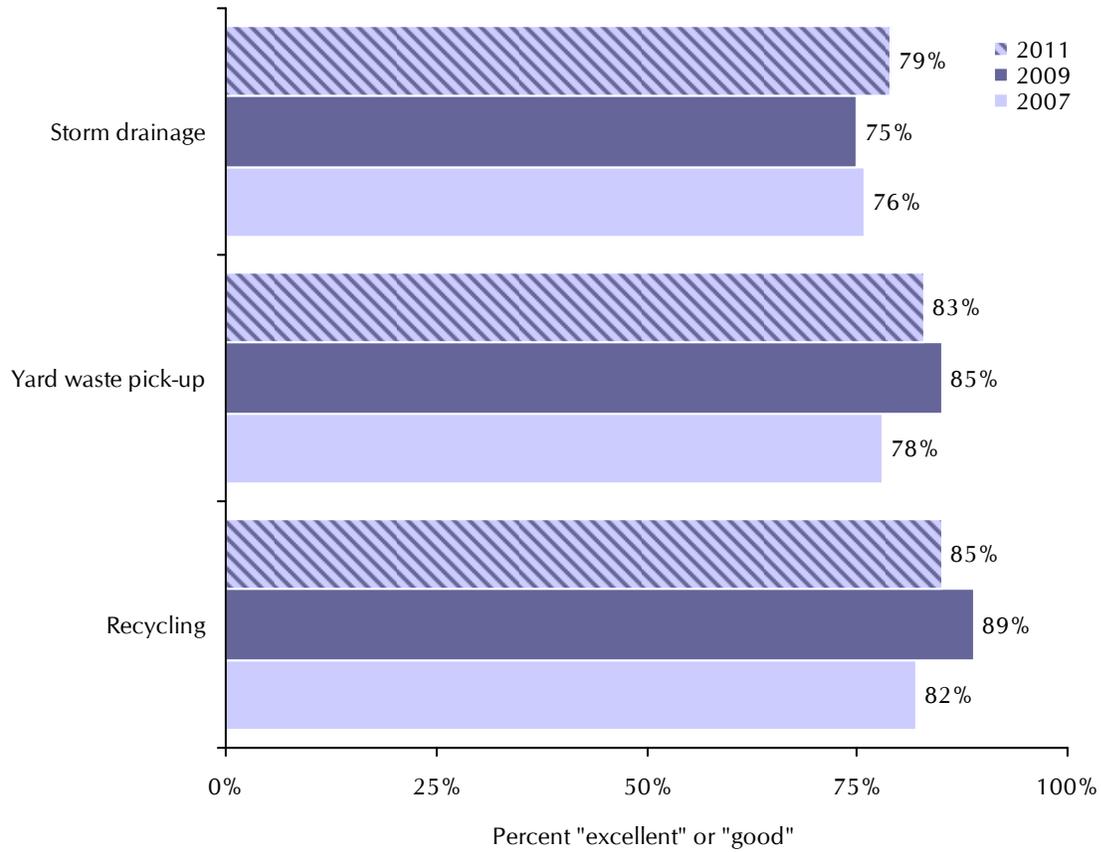


FIGURE 47: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Storm drainage	Much above
Yard waste pick-up	Much above
Recycling	Much above

## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Gaithersburg were rated positively as were services related to parks and recreation. City parks were rated similar to the benchmark while recreation centers and recreation programs were higher than the benchmark. Parks and recreation ratings have stayed constant over time.

Resident use of Gaithersburg parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Gaithersburg recreation centers was smaller than the percent of users in comparison jurisdictions, while recreation program use in Gaithersburg was about the same as use in comparison jurisdictions. Resident use of parks and recreation facilities has decreased over time.

FIGURE 48: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

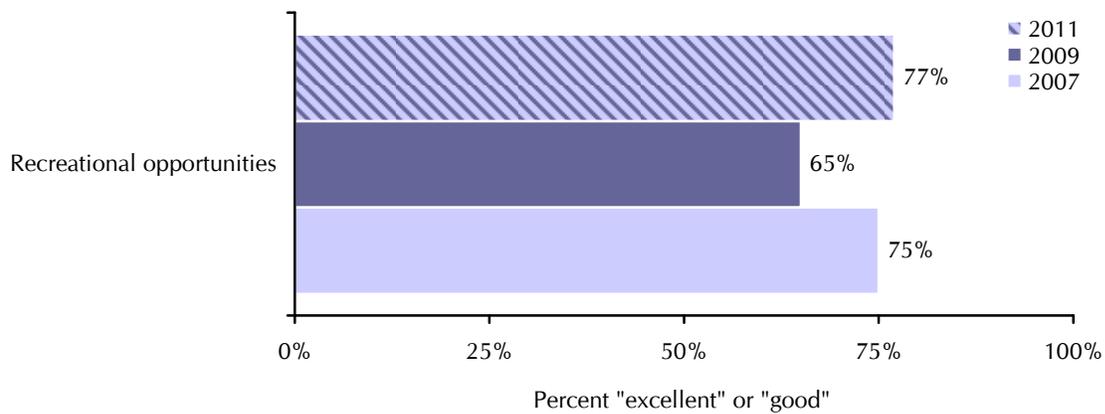


FIGURE 49: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Above

FIGURE 50: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

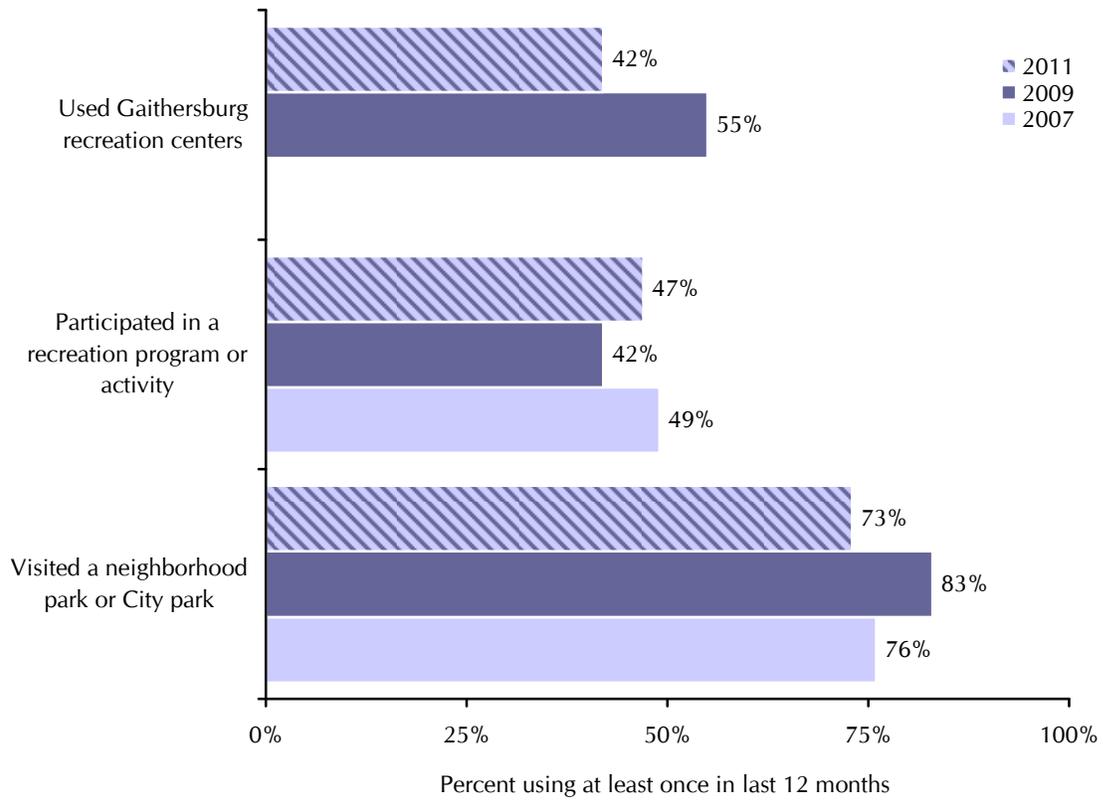


FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Gaithersburg recreation centers	Much less
Participated in a recreation program or activity	Similar
Visited a neighborhood park or City park	Much less

FIGURE 52: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

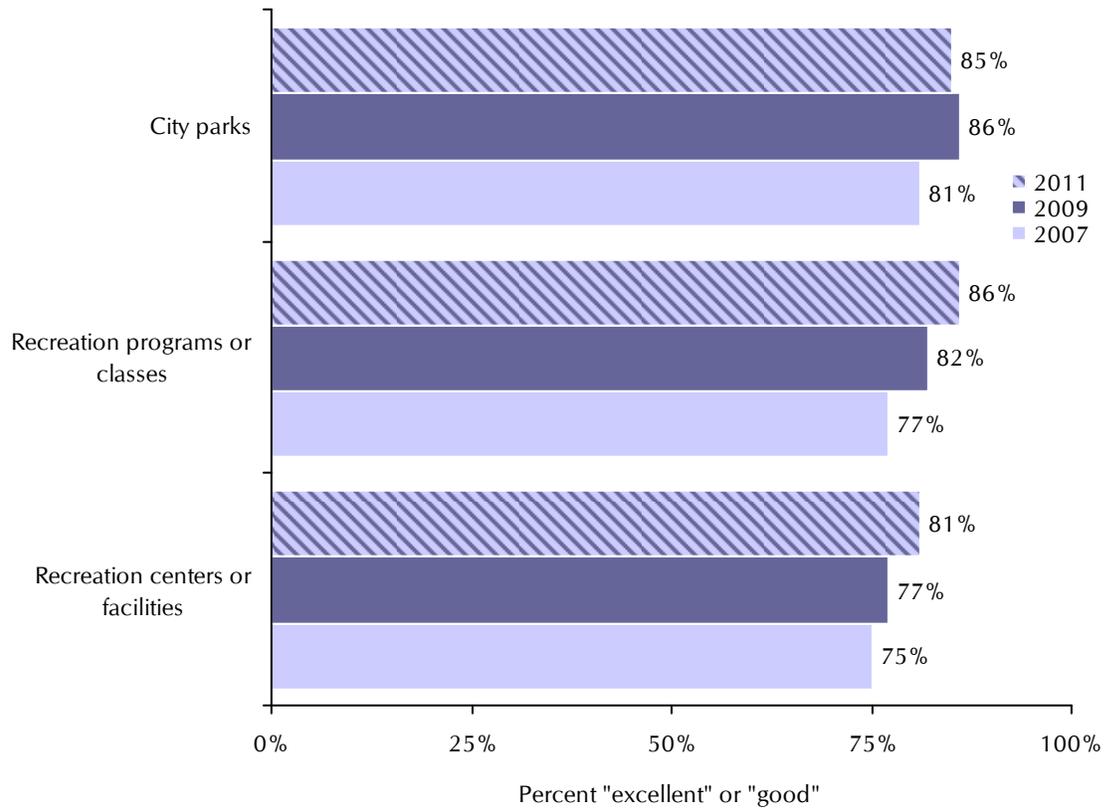


FIGURE 53: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Similar
Recreation programs or classes	Much above
Recreation centers or facilities	Above

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 71% of respondents. Educational opportunities were rated as “excellent” or “good” by 72% of respondents. Compared to the benchmark data, educational opportunities were above the average of comparison jurisdictions, as were cultural activity opportunities.

Sixty-three percent of Gaithersburg residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was below that of comparison jurisdictions.

FIGURE 54: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

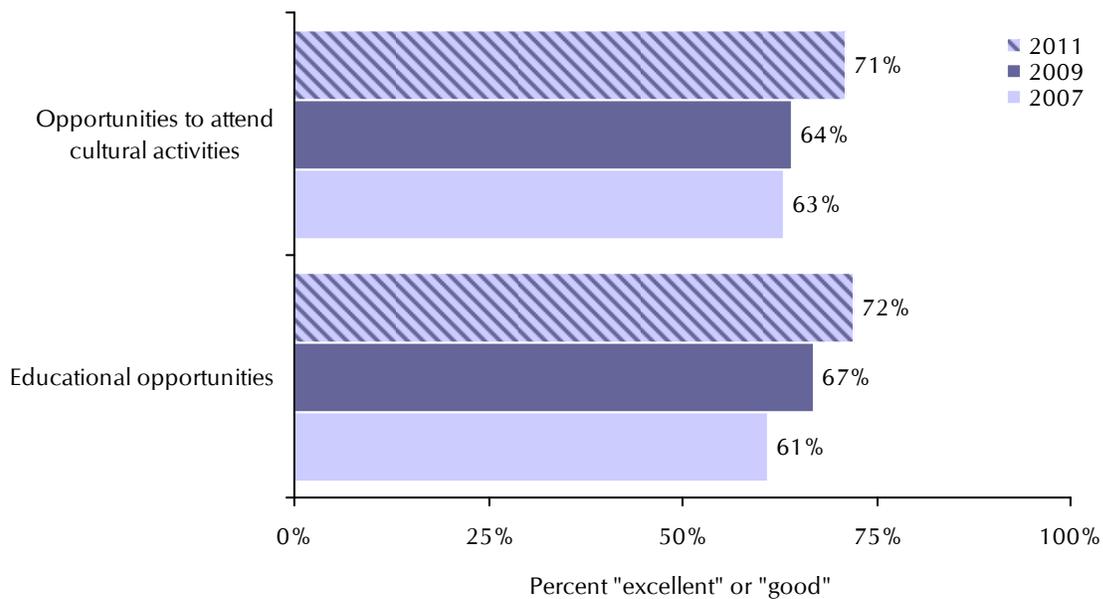


FIGURE 55: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much above
Educational opportunities	Above

FIGURE 56: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

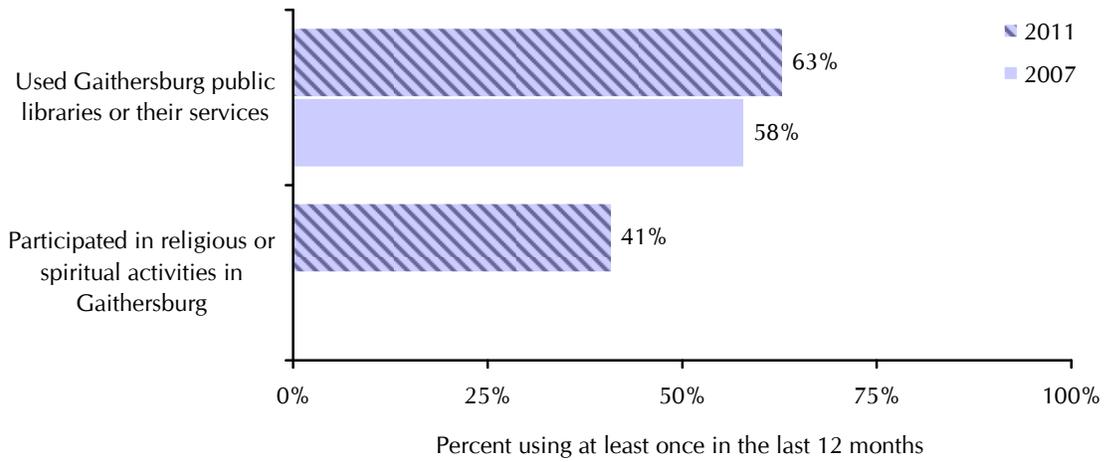


FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Gaithersburg public libraries or their services	Much less
Participated in religious or spiritual activities in Gaithersburg	Much less

## Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Gaithersburg were asked to rate the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the City of Gaithersburg, while the availability of affordable quality health care was rated less favorably by residents. However, this rating showed improvement over previous years, and is much higher than the benchmark.

FIGURE 58: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

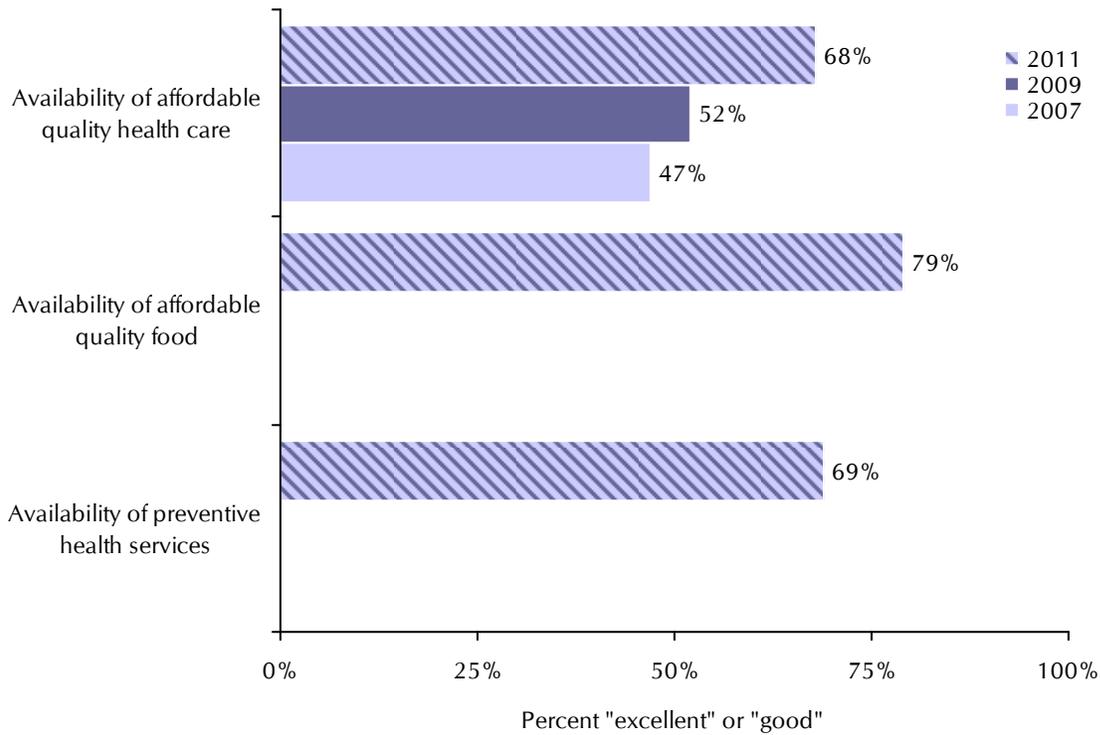


FIGURE 59: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much above
Availability of affordable quality food	Much above
Availability of preventive health services	Above

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Gaithersburg as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of Gaithersburg as an “excellent” or “good” place to raise kids while a moderate percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good,” and even more survey respondents felt the City of Gaithersburg was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was higher than the benchmark. Ratings of community quality and inclusiveness had shown an upward trend.

FIGURE 60: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

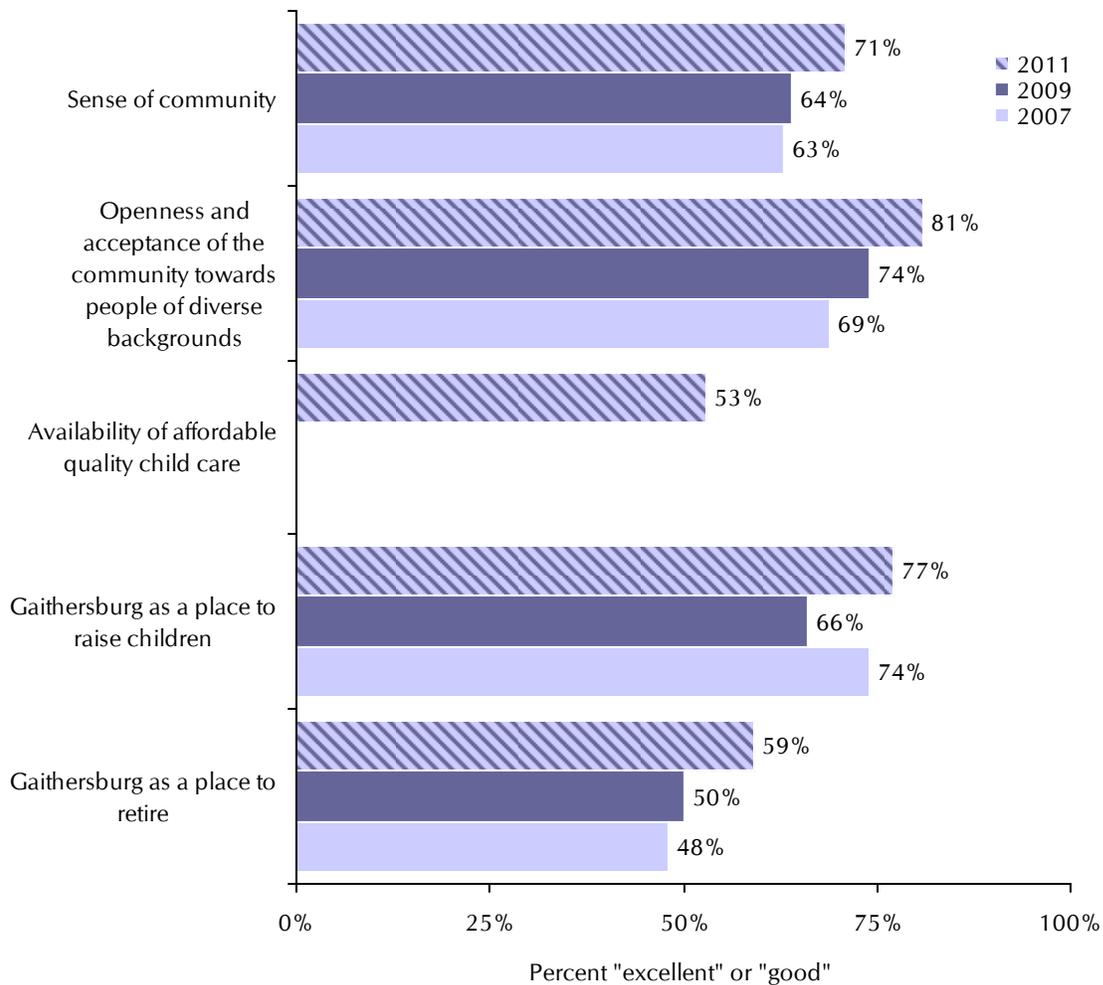


FIGURE 61: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Much above
Availability of affordable quality child care	Above
Gaithersburg as a place to raise kids	Similar
Gaithersburg as a place to retire	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 63% to 75% with ratings of “excellent” or “good,” and all were much higher than the benchmark

FIGURE 62: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

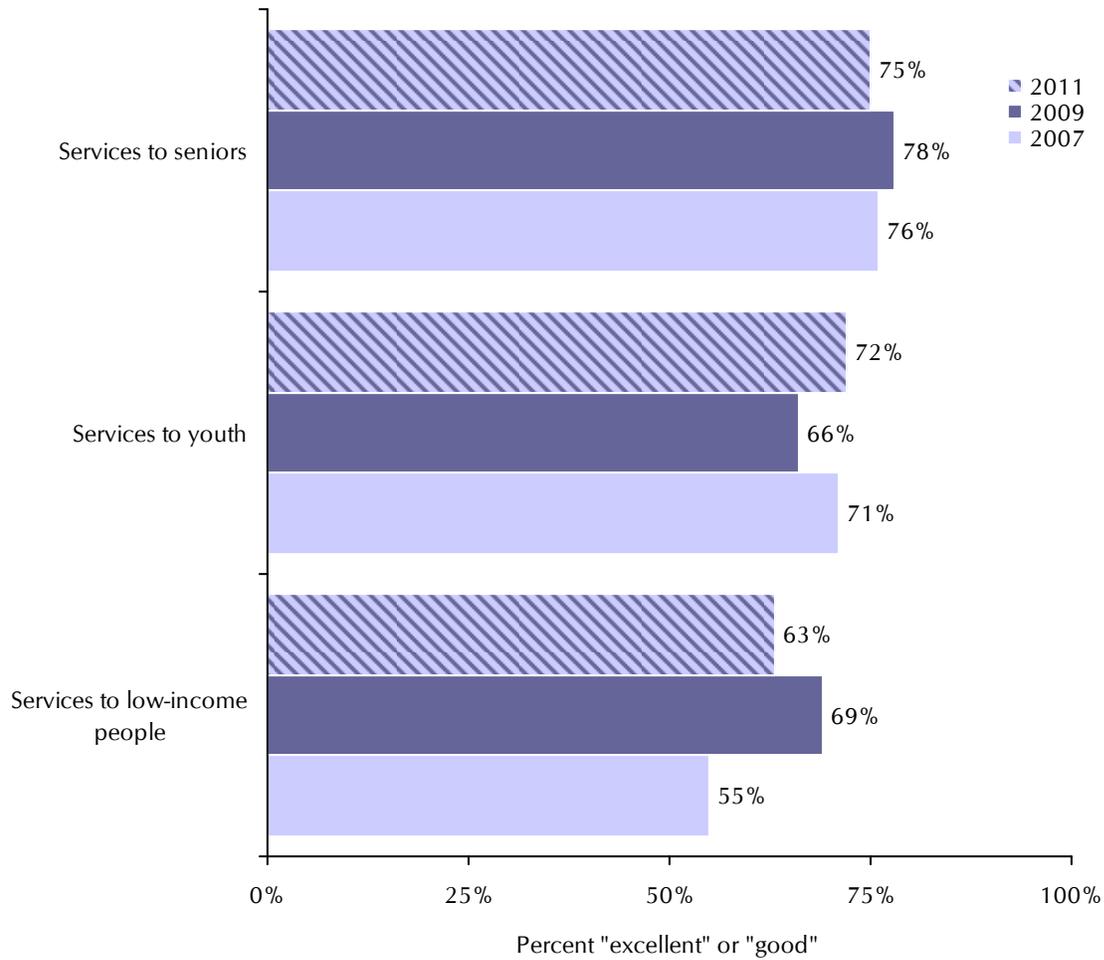


FIGURE 63: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much above
Services to youth	Much above
Services to low income people	Much above

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Gaithersburg. Survey participants rated the volunteer opportunities in the City of Gaithersburg favorably. Opportunities to attend or participate in community matters were rated similarly.

The rating for opportunities to participate in community matters was above the benchmark while the rating for opportunities to volunteer was similar to the national benchmark comparison.

FIGURE 64: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

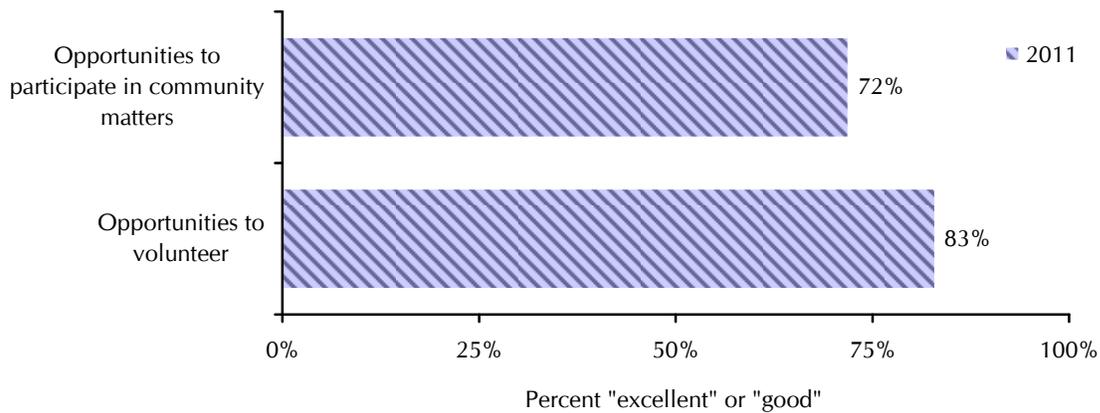


FIGURE 65: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Above
Opportunities to volunteer	Similar

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. All behaviors showed lower rates of community engagement than in comparison jurisdictions.

FIGURE 66: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR<sup>1</sup>

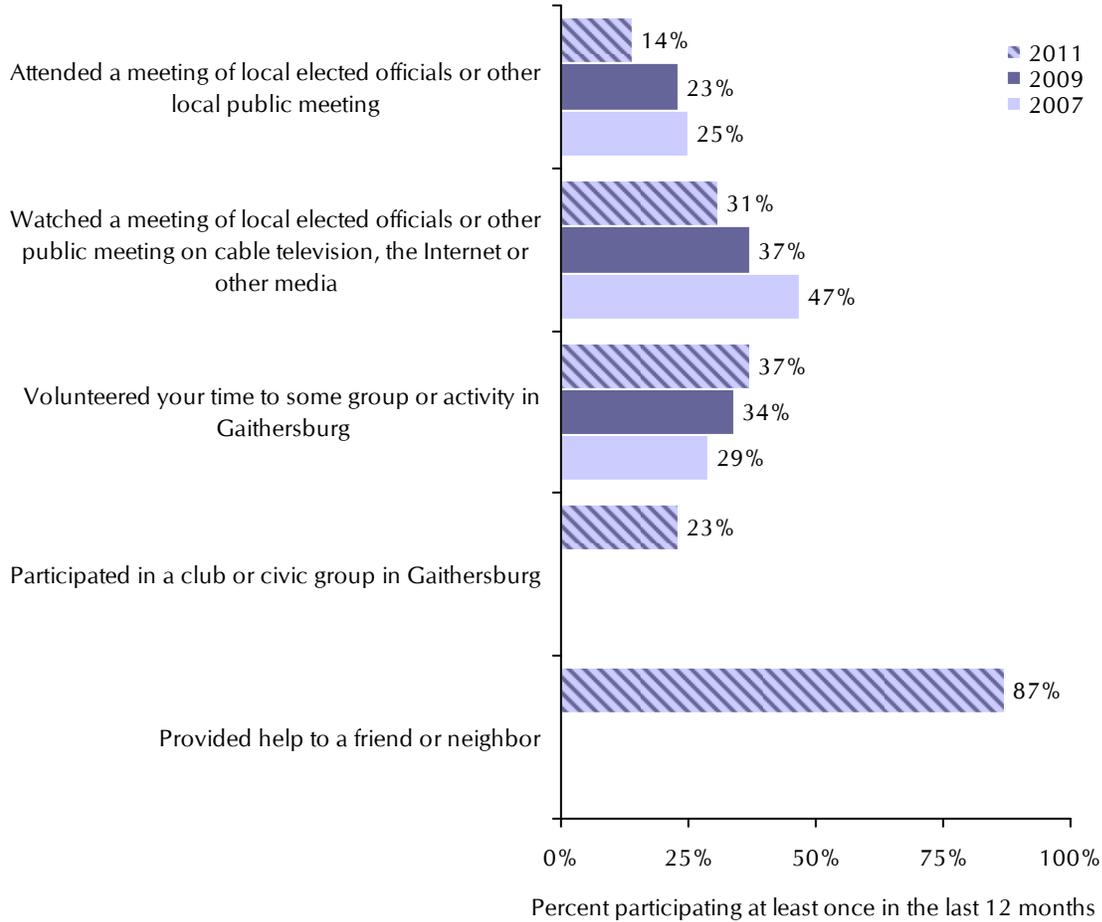
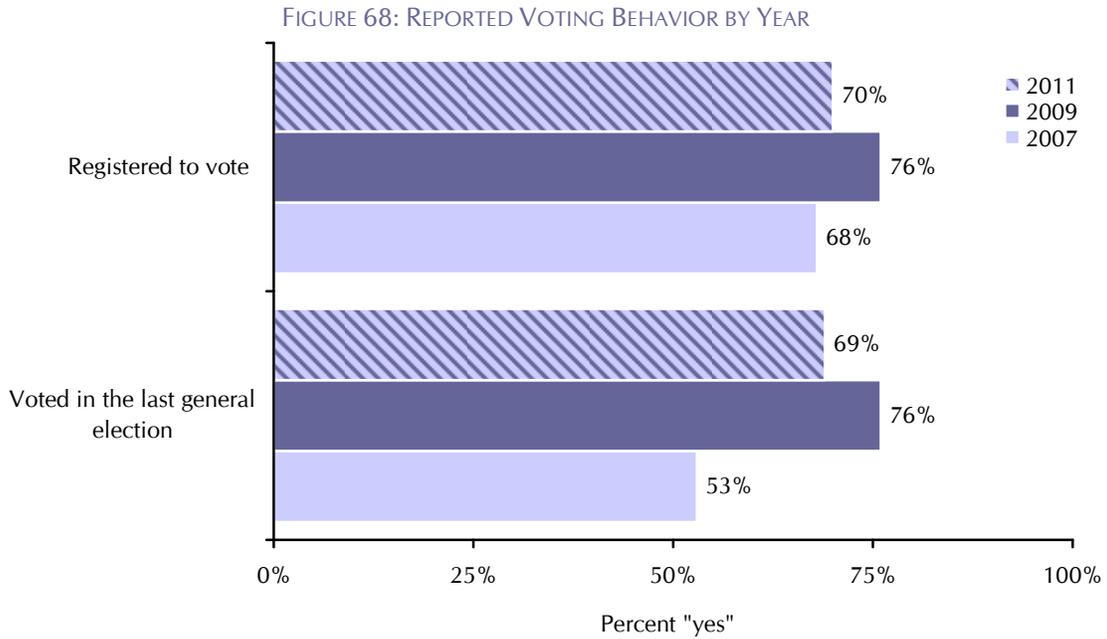


FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less
Volunteered your time to some group or activity in Gaithersburg	Less
Participated in a club or civic group in Gaithersburg	Less
Provided help to a friend or neighbor	Less

<sup>1</sup> Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, “Watched a meeting of local elected officials or other local public meeting on cable television” was revised to include “the Internet or other media” to better reflect this trend.

Seventy percent of Gaithersburg residents reported they were registered to vote and 69% indicated they had voted in the last general election. This rate of self-reported voting was lower than that of comparison communities.



Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 69: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Much less
Voted in last general election	Much less

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Gaithersburg Web site in the previous 12 months, 62% reported they had done so at least once. Public information services were rated similarly compared to benchmark data. These ratings had remained stable over time.

FIGURE 70: USE OF INFORMATION SOURCES BY YEAR

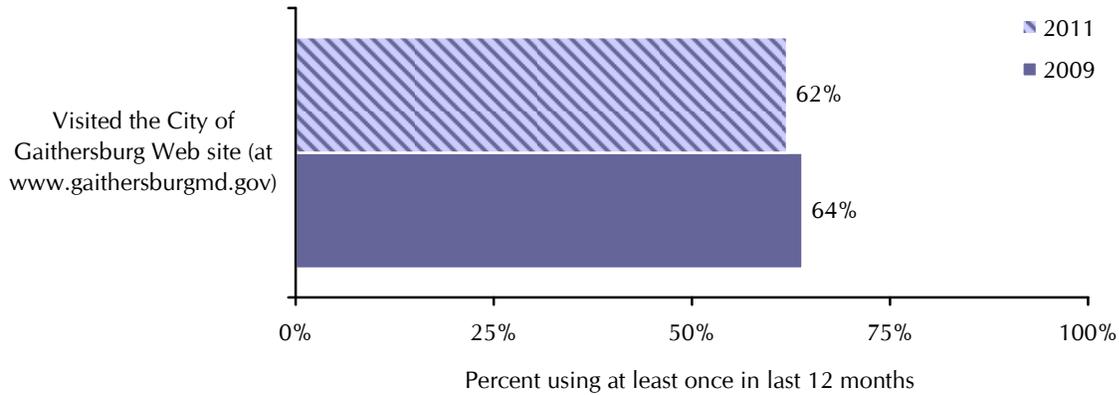


FIGURE 71: USE OF INFORMATION SOURCES BENCHMARKS

Comparison to benchmark	
Visited the City of Gaithersburg Web site	Similar

FIGURE 72: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

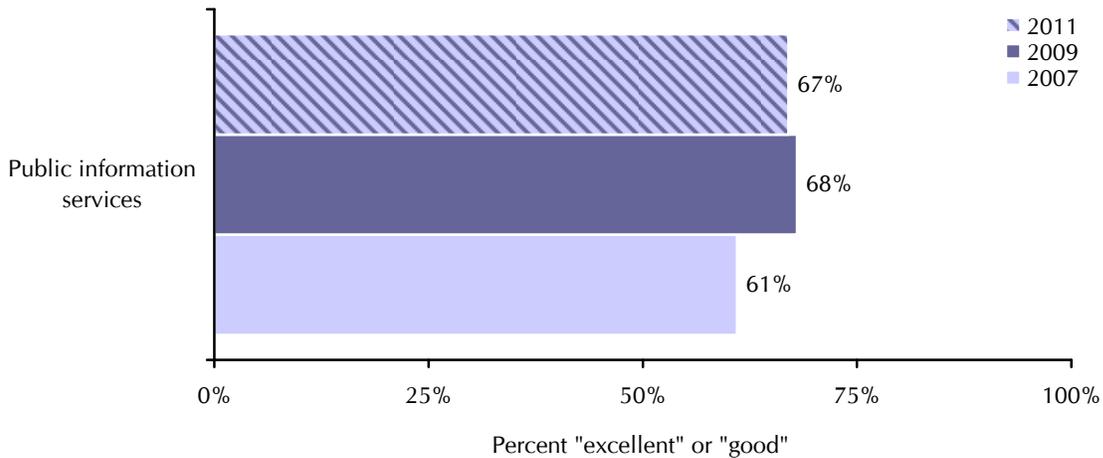


FIGURE 73: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

Comparison to benchmark	
Public information services	Similar

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 71% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 74: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

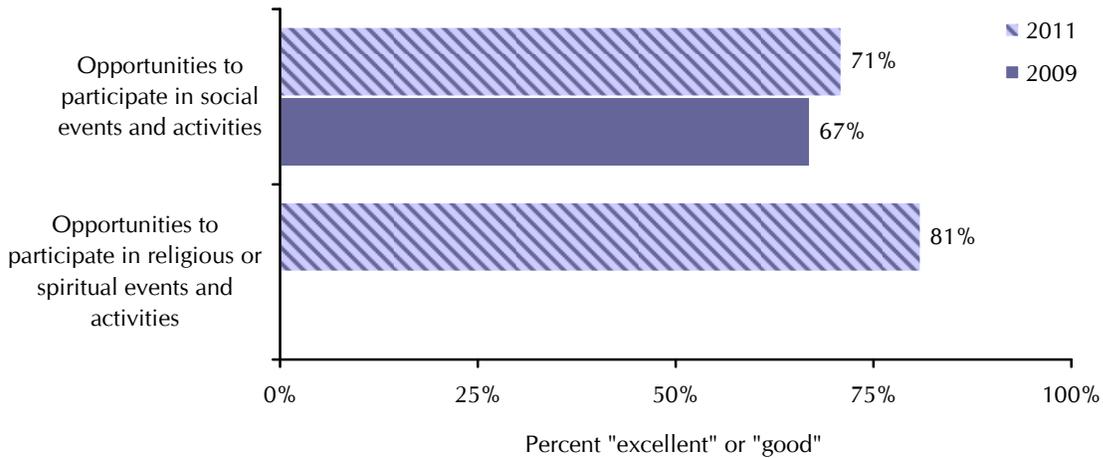


FIGURE 75: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Above
Opportunities to participate in religious or spiritual events and activities	Above

Residents in Gaithersburg reported a fair amount of neighborliness. About 45% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 76: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

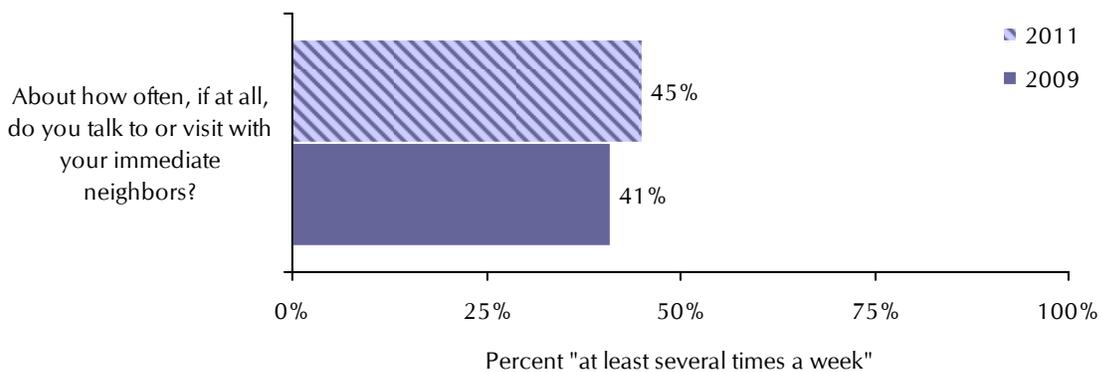


FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

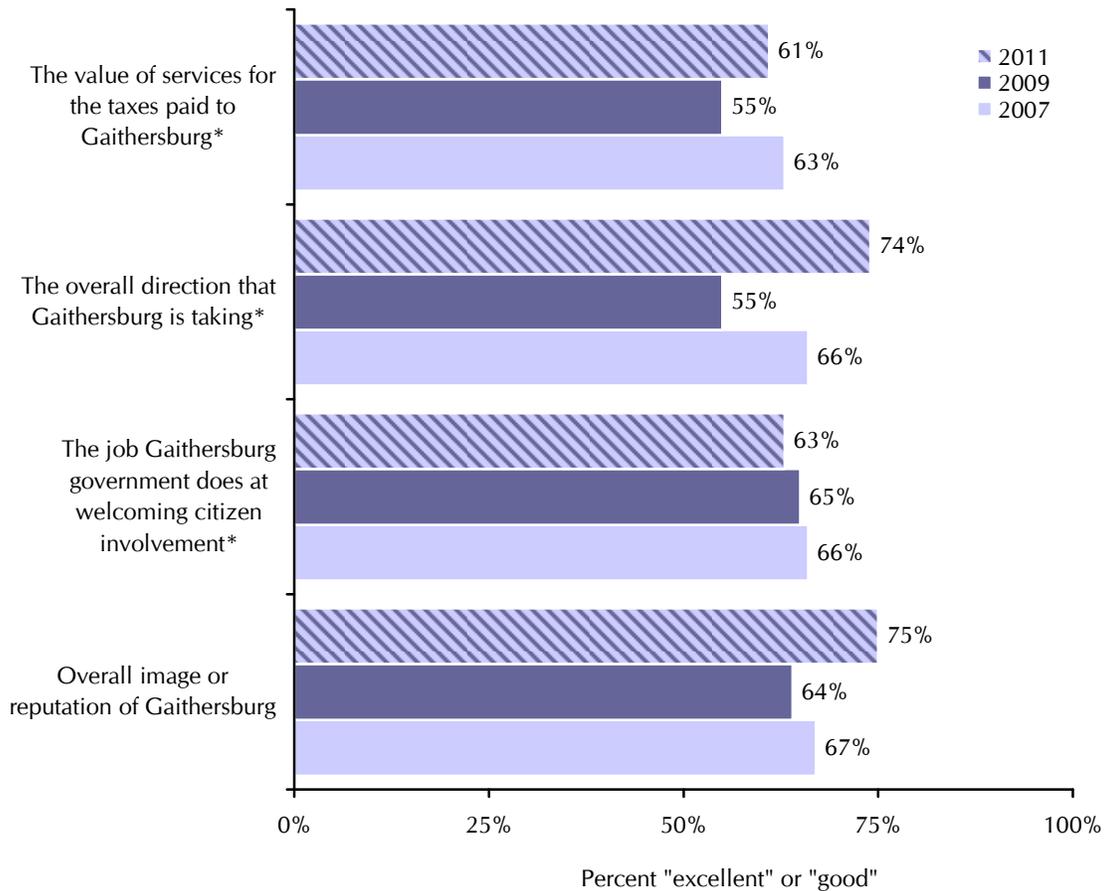
	Comparison to benchmark
Has contact with neighbors at least several times per week	Similar

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Gaithersburg is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Gaithersburg could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Gaithersburg may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Gaithersburg does at welcoming citizen involvement, 63% rated it as "excellent" or "good." Of these four ratings, three were much above the benchmark and one was similar to the benchmark.

FIGURE 78: PUBLIC TRUST RATINGS BY YEAR



\* For jurisdictions that have conducted The NCS prior to 2008, a change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 79: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Gaithersburg	Much above
The overall direction that Gaithersburg is taking	Much above
Job Gaithersburg government does at welcoming citizen involvement	Much above
Overall image or reputation of Gaithersburg	Similar

On average, residents of the City of Gaithersburg gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by the City of Gaithersburg was rated as “excellent” or “good” by 88% of survey participants. The City of Gaithersburg’s rating was above the benchmark when compared to other communities across the nation. Ratings of overall City services had increased over time.

FIGURE 80: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

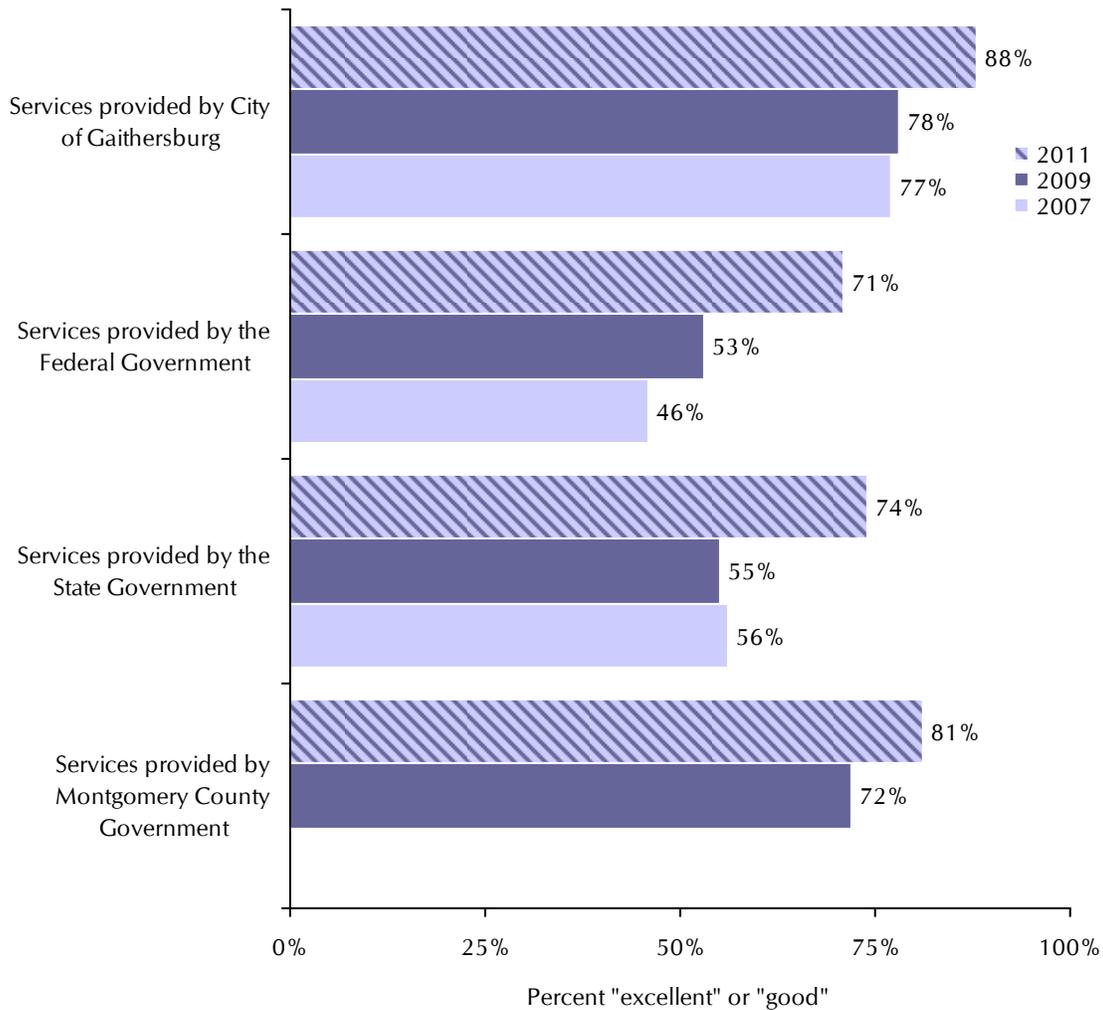


FIGURE 81: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Gaithersburg	Much above
Services provided by the Federal Government	Much above
Services provided by the State Government	Much above
Services provided by Montgomery County Government	Much above

## City of Gaithersburg Employees

The employees of the City of Gaithersburg who interact with the public create the first impression that most residents have of the City of Gaithersburg. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Gaithersburg. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Gaithersburg staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 30% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 88% of respondents rated their overall impression as "excellent" or "good." Employees' ratings were much higher than the benchmark and were higher than past survey years.

FIGURE 82: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

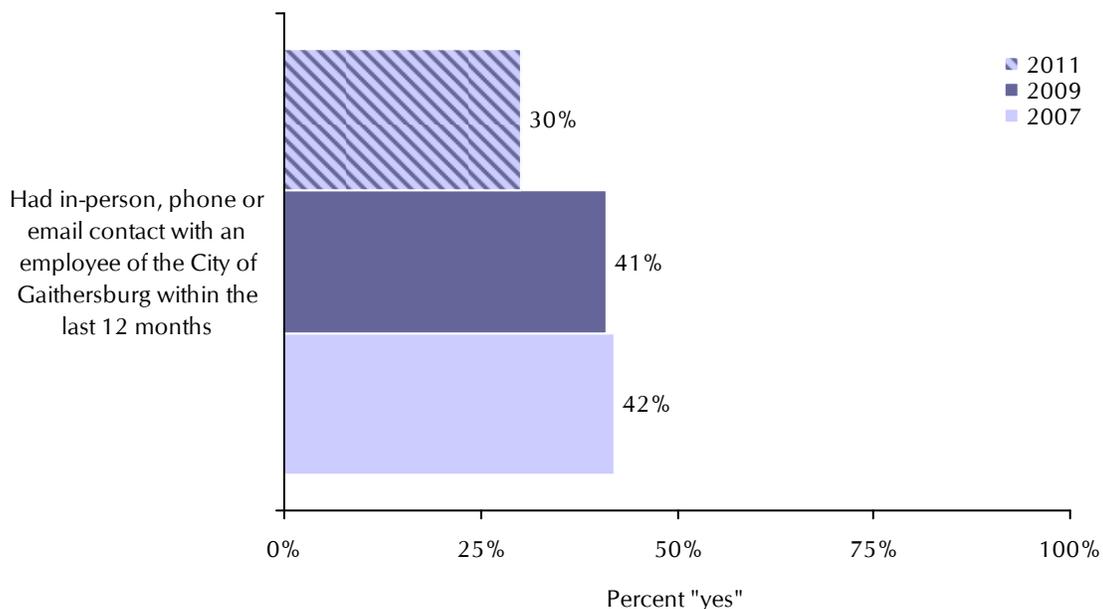


FIGURE 83: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Much less

FIGURE 84: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

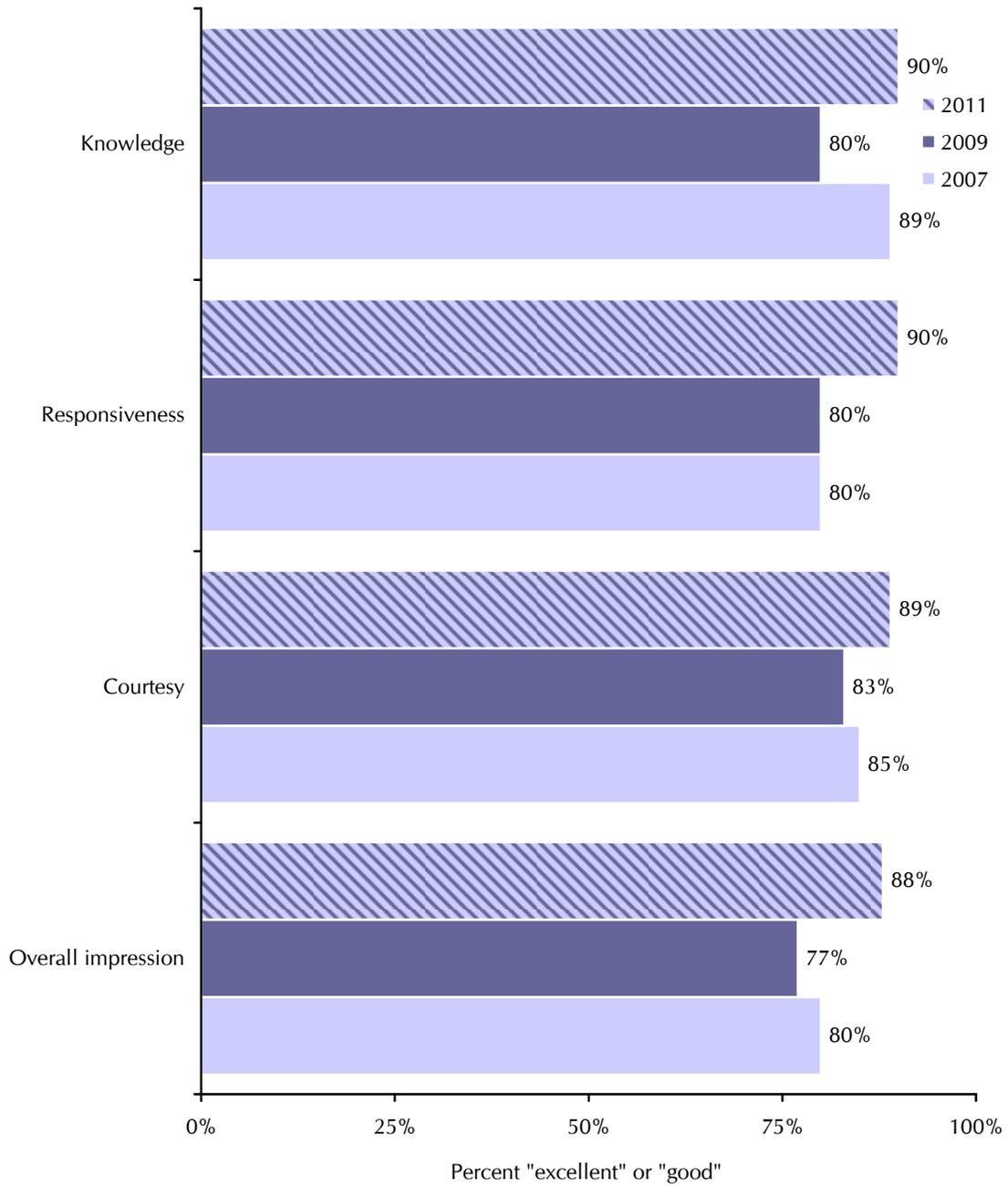


FIGURE 85: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much above
Responsiveness	Much above
Courteousness	Much above
Overall impression	Much above

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Gaithersburg by examining the relationships between ratings of each service and ratings of the City of Gaithersburg's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Gaithersburg can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Gaithersburg Key Driver Analysis were:

- Police services
- Sidewalk maintenance
- Street cleaning

## CITY OF GAITHERSBURG ACTION CHART

The 2011 City of Gaithersburg Action Chart™ on the following page combines three dimensions of performance:

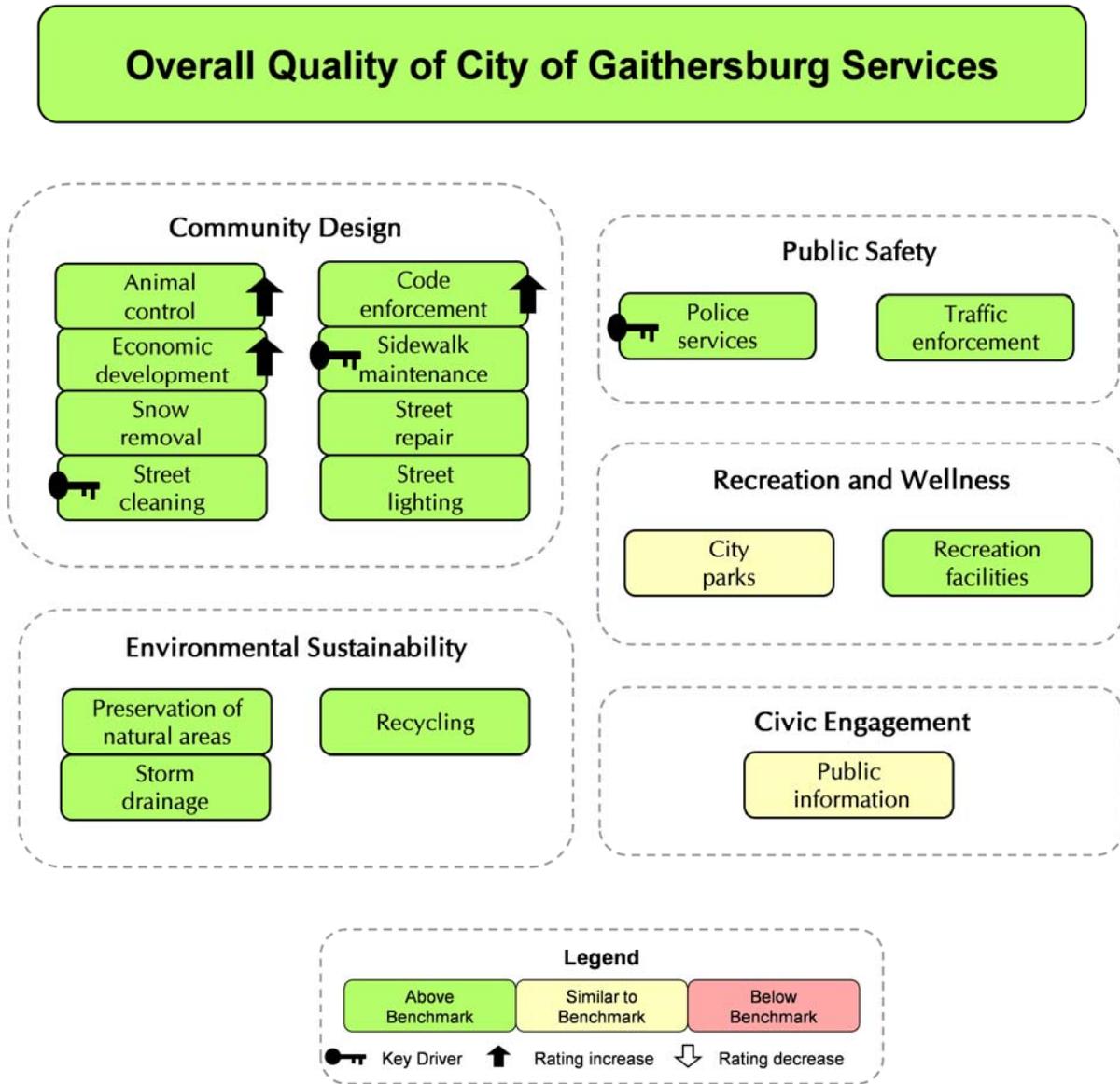
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Sixteen services were included in the KDA for the City of Gaithersburg. Of these, 14 were above the benchmark and two were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Gaithersburg, all key drivers were above the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 86: CITY OF GAITHERSBURG ACTION CHART™



## Using Your Action Chart™

The key drivers derived for the City of Gaithersburg provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Gaithersburg, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Gaithersburg, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Gaithersburg residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Gaithersburg key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 87: KEY DRIVERS COMPARED

Service	City of Gaithersburg Key Drivers	National Key Drivers	Core Services
•Police services	✓	✓	✓
◦ Traffic enforcement			
Street repair			✓
Street cleaning	✓		
◦ Street lighting			
◦ Snow removal			
Sidewalk maintenance	✓		
◦ Recycling			
◦ City parks			
◦ Recreation centers or facilities			
Land use planning and zoning		✓	
Code enforcement			✓
◦ Animal control			
Economic development		✓	
Public information services		✓	
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

**CUSTOM QUESTIONS**

“Don’t know” responses have been removed from the following questions, when applicable.

Custom Question 1	
Does your household have Internet access?	Percent of respondents
No	20%
Yes	80%
Total	100%

Custom Question 2	
Do you read a local newspaper (in print or online) on a regular basis?	Percent of respondents
No	43%
Yes	57%
Total	100%

Custom Question 3				
Please indicate whether you use each of the following as a major source; a minor source; or not a source of information to find out about news and events in Gaithersburg:	Major source	Minor source	Not a source	Total
Direct e-mails	27%	21%	51%	100%
Direct mailings	32%	48%	20%	100%
Local newspaper (print version)	41%	37%	22%	100%
Online news and event sources	42%	24%	34%	100%
City cable TV (Channel 13 for Comcast and RCN, Channel 25 for FiOS)	17%	33%	51%	100%
City Web site (www.gaithersburgmd.gov)	29%	32%	39%	100%
Mobile applications (e.g., Facebook, Twitter)	19%	16%	65%	100%

Custom Question 4					
To assist the City with prioritization of initiatives, please indicate how important, if at all, each of the following local issues is to you:	Essential	Very important	Somewhat important	Not at all important	Total
Decreased traffic congestion	31%	39%	24%	7%	100%
Noise abatement	16%	27%	37%	20%	100%
Reduced crowding in schools	25%	46%	19%	10%	100%
Green space preservation	33%	44%	20%	3%	100%
Energy conservation	37%	46%	15%	3%	100%
Increased police presence	35%	35%	25%	4%	100%
Increased recreational and cultural opportunities	23%	36%	34%	7%	100%
Increased retail options	26%	30%	29%	15%	100%
Improved public transportation	26%	40%	24%	10%	100%
Improved bicycle/pedestrian access	24%	37%	27%	12%	100%
Affordable housing options	45%	24%	22%	9%	100%
Increased employment opportunities	42%	36%	17%	5%	100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Gaithersburg:	Excellent	Good	Fair	Poor	Total
Gaithersburg as a place to live	32%	57%	11%	0%	100%
Your neighborhood as a place to live	37%	41%	17%	5%	100%
Gaithersburg as a place to raise children	28%	49%	20%	3%	100%
Gaithersburg as a place to work	26%	47%	25%	2%	100%
Gaithersburg as a place to retire	24%	35%	27%	14%	100%
The overall quality of life in Gaithersburg	21%	59%	19%	1%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Gaithersburg as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	16%	55%	23%	7%	100%
Openness and acceptance of the community towards people of diverse backgrounds	26%	55%	13%	6%	100%
Overall appearance of Gaithersburg	29%	53%	18%	0%	100%
Overall quality of new development in Gaithersburg	27%	52%	18%	3%	100%
Variety of housing options	19%	41%	33%	6%	100%
Overall quality of business and service establishments in Gaithersburg	18%	57%	24%	1%	100%
Shopping opportunities	26%	50%	18%	6%	100%
Opportunities to attend cultural activities	17%	54%	27%	3%	100%
Recreational opportunities	19%	58%	20%	3%	100%
Employment opportunities	14%	41%	36%	9%	100%
Educational opportunities	20%	52%	23%	6%	100%
Opportunities to participate in social events and activities	21%	50%	25%	5%	100%
Opportunities to participate in religious or spiritual events and activities	34%	48%	17%	2%	100%
Opportunities to volunteer	22%	60%	15%	2%	100%
Opportunities to participate in community matters	23%	48%	24%	4%	100%
Ease of car travel in Gaithersburg	19%	47%	26%	8%	100%
Ease of bus travel in Gaithersburg	21%	55%	18%	5%	100%
Ease of bicycle travel in Gaithersburg	22%	40%	26%	13%	100%
Ease of walking in Gaithersburg	21%	48%	24%	7%	100%
Availability of paths and walking trails	17%	47%	28%	7%	100%
Traffic flow on major streets	11%	37%	37%	16%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Gaithersburg as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	19%	44%	32%	5%	100%
Availability of affordable quality housing	8%	36%	42%	14%	100%
Availability of affordable quality child care	9%	43%	36%	11%	100%
Availability of affordable quality health care	16%	52%	26%	5%	100%
Availability of affordable quality food	25%	54%	17%	5%	100%
Availability of preventive health services	17%	52%	27%	4%	100%
Air quality	15%	70%	13%	2%	100%
Quality of overall natural environment in Gaithersburg	20%	61%	19%	1%	100%
Overall image or reputation of Gaithersburg	18%	57%	22%	3%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Gaithersburg over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	5%	4%	39%	38%	14%	100%
Retail growth (stores, restaurants, etc.)	9%	18%	64%	9%	0%	100%
Jobs growth	24%	45%	27%	2%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gaithersburg?	Percent of respondents
Not a problem	36%
Minor problem	45%
Moderate problem	17%
Major problem	3%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Gaithersburg:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	29%	40%	14%	15%	1%	100%
Property crimes (e.g., burglary, theft)	21%	41%	12%	23%	3%	100%
Environmental hazards, including toxic waste	44%	37%	17%	1%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	65%	26%	6%	4%	0%	100%
In your neighborhood after dark	30%	36%	11%	18%	4%	100%
In Gaithersburg's downtown area during the day	43%	36%	12%	9%	0%	100%
In Gaithersburg's downtown area after dark	14%	30%	17%	23%	15%	100%

Question 7: Contact with Police Department		
Have you had any in-person or phone contact with an employee of the City of Gaithersburg Police Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the City of Gaithersburg Police Department within the last 12 months?	78%	22%

Question 8: Ratings of Contact with Police Department				
What was your overall impression of your most recent contact with the City of Gaithersburg Police Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the City of Gaithersburg Police Department?	37%	44%	13%	7%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	88%
Yes	12%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	27%
Yes	73%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Gaithersburg?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Gaithersburg public libraries or their services	37%	31%	21%	6%	5%	100%
Used Gaithersburg recreation centers	58%	24%	8%	7%	4%	100%
Participated in a recreation program or activity	53%	27%	12%	5%	3%	100%
Visited a neighborhood park or City park	27%	30%	22%	10%	11%	100%
Ridden a local bus within Gaithersburg	61%	16%	12%	5%	6%	100%
Attended a meeting of local elected officials or other local public meeting	86%	11%	3%	1%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	69%	19%	11%	1%	0%	100%
Visited the City of Gaithersburg Web site (at www.gaithersburgmd.gov)	38%	27%	21%	8%	6%	100%
Recycled used paper, cans or bottles from your home	15%	6%	6%	6%	67%	100%
Volunteered your time to some group or activity in Gaithersburg	63%	21%	7%	3%	6%	100%
Participated in religious or spiritual activities in Gaithersburg	59%	12%	9%	4%	17%	100%
Participated in a club or civic group in Gaithersburg	77%	11%	4%	4%	4%	100%
Provided help to a friend or neighbor	13%	26%	40%	9%	11%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	23%
Several times a week	22%
Several times a month	12%
Less than several times a month	43%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Gaithersburg:	Excellent	Good	Fair	Poor	Total
Police services	31%	53%	13%	2%	100%
Crime prevention	19%	46%	30%	4%	100%
Traffic enforcement	22%	55%	16%	7%	100%
Street repair	23%	43%	29%	4%	100%
Street cleaning	25%	52%	20%	3%	100%
Street lighting	21%	47%	23%	8%	100%
Snow removal	26%	43%	23%	8%	100%
Sidewalk maintenance	24%	52%	21%	3%	100%
Recycling	43%	42%	14%	2%	100%
Yard waste pick-up	35%	48%	16%	2%	100%
Storm drainage	28%	51%	17%	4%	100%
City parks	29%	56%	14%	1%	100%
Recreation programs or classes	34%	51%	10%	5%	100%
Recreation centers or facilities	29%	52%	14%	5%	100%
Land use, planning and zoning	23%	50%	20%	6%	100%
Code enforcement (weeds, abandoned buildings, etc.)	24%	50%	22%	4%	100%
Animal control	32%	51%	13%	4%	100%
Economic development	19%	50%	25%	6%	100%
Services to seniors	30%	45%	20%	5%	100%
Services to youth	26%	46%	19%	8%	100%
Services to low-income people	25%	38%	25%	12%	100%
Public information services	22%	46%	26%	7%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	27%	38%	25%	9%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	24%	37%	31%	8%	100%
City cable TV (Channel 13 for Comcast and RCN, Channel 25 for FiOS)	22%	50%	25%	3%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Gaithersburg	26%	62%	10%	2%	100%
The Federal Government	16%	55%	18%	11%	100%
The State Government	15%	58%	20%	6%	100%
Montgomery County Government	21%	61%	13%	5%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Gaithersburg to someone who asks	52%	42%	4%	2%	100%
Remain in Gaithersburg for the next five years	52%	35%	10%	4%	100%

Question 16: Impact of the Economy	
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 of respondents
Very positive	9%
Somewhat positive	19%
Neutral	43%
Somewhat negative	23%
Very negative	5%
Total	100%

Question 17: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Gaithersburg within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	70%
Yes	30%
Total	100%

Question 18: City Employees					
What was your impression of the employee(s) of the City of Gaithersburg in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	49%	41%	9%	0%	100%
Responsiveness	50%	40%	10%	0%	100%
Courtesy	52%	37%	7%	4%	100%
Overall impression	49%	39%	9%	4%	100%

Question 19: Government Performance					
Please rate the following categories of Gaithersburg government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Gaithersburg	21%	40%	33%	6%	100%
The overall direction that Gaithersburg is taking	26%	48%	21%	5%	100%
The job Gaithersburg government does at welcoming citizen involvement	23%	40%	26%	11%	100%

Question 20a: Custom Question 1	
Does your household have Internet access?	Percent of respondents
No	20%
Yes	80%
Total	100%

Question 20b: Custom Question 2	
Do you read a local newspaper (in print or online) on a regular basis?	Percent of respondents
No	43%
Yes	57%
Total	100%

Question 20c: Custom Question 3				
Please indicate whether you use each of the following as a major source; a minor source; or not a source of information to find out about news and events in Gaithersburg:	Major source	Minor source	Not a source	Total
Direct e-mails	27%	21%	51%	100%
Direct mailings	32%	48%	20%	100%
Local newspaper (print version)	41%	37%	22%	100%
Online news and event sources	42%	24%	34%	100%
City cable TV (Channel 13 for Comcast and RCN, Channel 25 for FiOS)	17%	33%	51%	100%
City Web site (www.gaithersburgmd.gov)	29%	32%	39%	100%
Mobile applications (e.g., Facebook, Twitter)	19%	16%	65%	100%

Question 20d: Custom Question 4					
To assist the City with prioritization of initiatives, please indicate how important, if at all, each of the following local issues is to you:	Essential	Very important	Somewhat important	Not at all important	Total
Decreased traffic congestion	31%	39%	24%	7%	100%
Noise abatement	16%	27%	37%	20%	100%
Reduced crowding in schools	25%	46%	19%	10%	100%
Green space preservation	33%	44%	20%	3%	100%
Energy conservation	37%	46%	15%	3%	100%
Increased police presence	35%	35%	25%	4%	100%
Increased recreational and cultural opportunities	23%	36%	34%	7%	100%
Increased retail options	26%	30%	29%	15%	100%
Improved public transportation	26%	40%	24%	10%	100%
Improved bicycle/pedestrian access	24%	37%	27%	12%	100%

Question 20d: Custom Question 4					
To assist the City with prioritization of initiatives, please indicate how important, if at all, each of the following local issues is to you:	Essential	Very important	Somewhat important	Not at all important	Total
	Affordable housing options	45%	24%	22%	9%
Increased employment opportunities	42%	36%	17%	5%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	25%
Yes, full-time	70%
Yes, part-time	5%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	73%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	12%
Walk	1%
Bicycle	0%
Work at home	6%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Gaithersburg?	Percent of respondents
Less than 2 years	23%
2 to 5 years	25%
6 to 10 years	20%
11 to 20 years	15%
More than 20 years	17%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	19%
House attached to one or more houses (e.g., a duplex or townhome)	12%
Building with two or more apartments or condominiums	67%
Mobile home	0%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	47%
Owned by you or someone in this house with a mortgage or free and clear	53%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	6%
\$300 to \$599 per month	3%
\$600 to \$999 per month	12%
\$1,000 to \$1,499 per month	41%
\$1,500 to \$2,499 per month	29%
\$2,500 or more per month	9%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	68%
Yes	32%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	81%
Yes	19%
Total	100%

Question D9: Household Income	
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 of respondents
Less than \$24,999	20%
\$25,000 to \$49,999	19%
\$50,000 to \$99,999	34%
\$100,000 to \$149,000	12%
\$150,000 or more	15%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	80%
Yes, I consider myself to be Spanish, Hispanic or Latino	20%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	20%
Black or African American	19%
White	53%
Other	8%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	1%
25 to 34 years	32%
35 to 44 years	14%
45 to 54 years	23%
55 to 64 years	15%
65 to 74 years	7%
75 years or older	8%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	54%
Male	46%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	28%
Yes	65%
Ineligible to vote	7%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	29%
Yes	64%
Ineligible to vote	7%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	12%
Yes	88%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	41%
Yes	59%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	40%
Land line	37%
Both	23%
Total	100%

### FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Gaithersburg:	Excellent		Good		Fair		Poor		Don't know		Total	
	Gaithersburg as a place to live	32%	63	57%	113	11%	23	0%	0	0%	0	100%
Your neighborhood as a place to live	37%	74	41%	82	17%	34	5%	9	0%	0	100%	199
Gaithersburg as a place to raise children	24%	47	41%	82	17%	34	3%	6	15%	30	100%	198
Gaithersburg as a place to work	20%	39	37%	73	19%	39	2%	3	22%	45	100%	198
Gaithersburg as a place to retire	19%	37	27%	53	21%	41	11%	21	22%	42	100%	193
The overall quality of life in Gaithersburg	20%	41	58%	115	18%	37	1%	2	3%	5	100%	200

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Gaithersburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	15%	29	52%	100	21%	41	6%	12	6%	11	100%
Openness and acceptance of the community towards people of diverse backgrounds	26%	50	53%	105	12%	24	6%	12	3%	6	100%	198
Overall appearance of Gaithersburg	29%	58	53%	105	18%	35	0%	0	0%	0	100%	199
Overall quality of new development in Gaithersburg	24%	47	46%	91	16%	31	2%	5	12%	23	100%	198
Variety of housing options	19%	36	39%	76	32%	62	6%	12	4%	8	100%	194
Overall quality of business and service establishments in Gaithersburg	17%	34	55%	108	23%	45	1%	1	4%	8	100%	197
Shopping opportunities	26%	52	49%	98	17%	35	6%	13	1%	2	100%	200
Opportunities to attend cultural activities	15%	29	47%	94	24%	47	2%	5	12%	23	100%	198
Recreational opportunities	18%	35	55%	110	19%	38	3%	5	5%	10	100%	198
Employment opportunities	10%	19	28%	56	25%	49	6%	12	31%	62	100%	198
Educational opportunities	17%	32	44%	85	19%	37	5%	9	16%	31	100%	194

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Gaithersburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	18%	36	43%	85	22%	42	4%	8	13%	25	100%
Opportunities to participate in religious or spiritual events and activities	26%	51	36%	71	13%	25	1%	3	23%	45	100%	195
Opportunities to volunteer	17%	33	46%	89	11%	22	2%	3	24%	48	100%	196
Opportunities to participate in community matters	19%	36	38%	75	19%	37	3%	7	21%	41	100%	195
Ease of car travel in Gaithersburg	19%	37	47%	92	25%	50	8%	16	2%	3	100%	198
Ease of bus travel in Gaithersburg	15%	30	40%	78	13%	26	4%	7	28%	55	100%	197
Ease of bicycle travel in Gaithersburg	16%	30	29%	56	19%	37	9%	18	28%	54	100%	195
Ease of walking in Gaithersburg	20%	39	45%	89	23%	45	6%	13	6%	12	100%	198
Availability of paths and walking trails	16%	31	43%	84	26%	50	7%	13	8%	16	100%	194
Traffic flow on major streets	11%	21	36%	70	35%	69	15%	29	3%	7	100%	196
Amount of public parking	18%	35	40%	79	29%	58	5%	10	8%	16	100%	197
Availability of affordable quality housing	7%	13	29%	57	34%	67	12%	23	19%	38	100%	198
Availability of affordable quality child care	5%	9	21%	41	17%	34	5%	10	52%	102	100%	195
Availability of affordable quality health care	13%	25	41%	81	21%	41	4%	8	21%	41	100%	197
Availability of affordable quality food	24%	47	53%	104	16%	32	5%	9	2%	4	100%	197
Availability of preventive health services	12%	24	38%	75	20%	39	3%	6	26%	52	100%	197
Air quality	13%	26	64%	127	12%	24	2%	3	8%	17	100%	198
Quality of overall natural environment in Gaithersburg	20%	39	59%	116	18%	35	1%	1	4%	7	100%	198
Overall image or reputation of Gaithersburg	17%	35	55%	109	21%	41	3%	6	4%	8	100%	198

Question 3: Growth														
Please rate the speed of growth in the following categories in Gaithersburg over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	3%	7	3%	6	26%	51	25%	51	10%	19	33%	65	100%
Retail growth (stores, restaurants, etc.)	7%	14	15%	30	54%	105	8%	15	0%	0	16%	31	100%	195
Jobs growth	13%	26	24%	47	15%	29	1%	3	1%	1	46%	92	100%	197

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gaithersburg?	Percent of respondents	Count
Not a problem	28%	54
Minor problem	35%	66
Moderate problem	13%	25
Major problem	2%	4
Don't know	21%	40
Total	100%	189

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Gaithersburg:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	27%	54	38%	75	14%	27	14%	28	1%	2	6%	11	100%
Property crimes (e.g., burglary, theft)	20%	39	39%	76	11%	22	22%	42	3%	5	6%	12	100%	195
Environmental hazards, including toxic waste	37%	72	31%	60	14%	28	1%	2	1%	1	16%	31	100%	196

Question 6: Personal Safety														
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	64%	125	25%	49	6%	12	4%	7	0%	0	1%	3	100%
In your neighborhood after dark	30%	59	35%	69	11%	22	18%	35	4%	8	2%	3	100%	196
In Gaithersburg's downtown area during the day	32%	63	27%	53	9%	18	7%	13	0%	1	25%	49	100%	196
In Gaithersburg's downtown area after dark	10%	20	21%	42	12%	23	17%	33	11%	21	29%	57	100%	197

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Gaithersburg Police Department within the last 12 months?	No		Yes		Don't know		Total	
	Have you had any in-person or phone contact with an employee of the City of Gaithersburg Police Department within the last 12 months?	77%	149	21%	41	2%	3	100%

Question 8: Ratings of Contact with Police Department													
What was your overall impression of your most recent contact with the City of Gaithersburg Police Department?	Excellent		Good		Fair		Poor		Don't know		Total		
	What was your overall impression of your most recent contact with the City of Gaithersburg Police Department?	37%	15	44%	18	13%	5	7%	3	0%	0	100%	41

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	88%	169
Yes	11%	22
Don't know	1%	2
Total	100%	194

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	27%	6
Yes	73%	16
Don't know	0%	0
Total	100%	22

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Gaithersburg?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Gaithersburg public libraries or their services	37%	73	31%	60	21%	41	6%	12	5%	9	100%	196
Used Gaithersburg recreation centers	58%	113	24%	47	8%	16	7%	13	4%	8	100%	197
Participated in a recreation program or activity	53%	104	27%	54	12%	23	5%	10	3%	5	100%	196
Visited a neighborhood park or City park	27%	53	30%	58	22%	42	10%	19	11%	22	100%	194
Ridden a local bus within Gaithersburg	61%	120	16%	30	12%	23	5%	10	6%	12	100%	195
Attended a meeting of local elected officials or other local public meeting	86%	168	11%	21	3%	6	1%	1	0%	0	100%	196
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	69%	134	19%	38	11%	22	1%	1	0%	1	100%	196
Visited the City of Gaithersburg Web site (at www.gaithersburgmd.gov)	38%	70	27%	51	21%	39	8%	15	6%	12	100%	187
Recycled used paper, cans or bottles from your home	15%	27	6%	12	6%	11	6%	12	67%	127	100%	189
Volunteered your time to some group or activity in Gaithersburg	63%	120	21%	39	7%	14	3%	6	6%	11	100%	190
Participated in religious or spiritual activities in Gaithersburg	59%	113	12%	22	9%	17	4%	7	17%	32	100%	191
Participated in a club or civic group in Gaithersburg	77%	148	11%	20	4%	8	4%	7	4%	8	100%	192
Provided help to a friend or neighbor	13%	26	26%	50	40%	78	9%	18	11%	21	100%	193

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	23%	44
Several times a week	22%	41
Several times a month	12%	23
Less than several times a month	43%	81
Total	100%	189

Question 13: Service Quality												
Please rate the quality of each of the following services in Gaithersburg:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	27%	53	46%	89	12%	23	2%	4	14%	26	100%
Crime prevention	16%	31	37%	73	25%	48	4%	7	19%	36	100%	195
Traffic enforcement	19%	37	48%	95	14%	28	6%	12	12%	25	100%	197
Street repair	22%	44	41%	81	28%	55	4%	8	4%	8	100%	195
Street cleaning	24%	46	49%	96	19%	37	2%	5	6%	11	100%	195
Street lighting	21%	40	46%	89	23%	43	8%	15	2%	5	100%	193
Snow removal	24%	46	39%	77	21%	41	7%	14	9%	17	100%	195
Sidewalk maintenance	22%	43	48%	94	20%	39	3%	6	7%	14	100%	195
Recycling	40%	78	39%	76	13%	25	1%	3	6%	12	100%	195
Yard waste pick-up	23%	44	32%	61	10%	20	1%	2	33%	64	100%	191
Storm drainage	23%	42	42%	77	13%	25	4%	7	19%	35	100%	185
City parks	25%	48	47%	92	11%	22	1%	2	16%	31	100%	195
Recreation programs or classes	21%	41	32%	62	6%	12	3%	6	38%	73	100%	194
Recreation centers or facilities	20%	38	35%	67	10%	19	3%	6	32%	61	100%	190
Land use, planning and zoning	15%	29	32%	62	13%	24	4%	8	36%	70	100%	192
Code enforcement (weeds, abandoned buildings, etc.)	16%	30	32%	61	15%	28	2%	5	35%	67	100%	190

Question 13: Service Quality												
Please rate the quality of each of the following services in Gaithersburg:	Excellent		Good		Fair		Poor		Don't know		Total	
	Animal control	21%	40	33%	63	8%	16	3%	5	35%	67	100%
Economic development	13%	25	35%	67	17%	33	4%	8	30%	58	100%	192
Services to seniors	16%	30	24%	45	10%	19	3%	5	47%	88	100%	188
Services to youth	14%	26	24%	47	10%	20	4%	9	47%	91	100%	193
Services to low-income people	12%	23	18%	35	12%	23	6%	11	52%	101	100%	192
Public information services	16%	30	33%	63	19%	36	5%	9	28%	54	100%	192
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	32	24%	45	16%	30	6%	11	39%	75	100%	193
Preservation of natural areas such as open space, farmlands and greenbelts	17%	33	28%	52	23%	44	6%	11	26%	49	100%	189
City cable TV (Channel 13 for Comcast and RCN, Channel 25 for FiOS)	12%	23	27%	50	14%	26	1%	3	46%	88	100%	189

Question 14: Government Services Overall												
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 Gaithersburg	24%	47	58%	112	9%	18	2%	4	6%	12	100%
The Federal Government	14%	27	48%	92	16%	30	9%	18	13%	25	100%	192
The State Government	13%	26	52%	99	18%	34	6%	11	11%	21	100%	191
Montgomery County Government	20%	38	57%	110	12%	24	5%	10	6%	11	100%	193

Question 15: Recommendation and Longevity												
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 Gaithersburg to someone who asks	51%	98	42%	80	4%	8	2%	4	0%	0	100%
Remain in Gaithersburg for the next five years	50%	95	34%	64	9%	18	3%	7	4%	7	100%	191

Question 16: Impact of the Economy		
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 of respondents	Count
Very positive	9%	18
Somewhat positive	19%	36
Neutral	43%	84
Somewhat negative	23%	45
Very negative	5%	11
Total	100%	194

Question 17: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Gaithersburg within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	70%	134
Yes	30%	58
Total	100%	191

Question 18: City Employees												
What was your impression of the employee(s) of the City of Gaithersburg in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	48%	27	41%	23	9%	5	0%	0	2%	1	100%
Responsiveness	50%	29	40%	23	10%	5	0%	0	0%	0	100%	57
Courtesy	52%	30	37%	21	7%	4	4%	2	0%	0	100%	57
Overall impression	49%	28	39%	22	9%	5	4%	2	0%	0	100%	57

Question 19: Government Performance												
Please rate the following categories of Gaithersburg government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Gaithersburg	16%	32	31%	61	26%	51	5%	9	22%	43	100%
The overall direction that Gaithersburg is taking	20%	39	37%	73	17%	33	4%	8	22%	42	100%	195
The job Gaithersburg government does at welcoming citizen involvement	16%	31	27%	53	18%	35	7%	14	33%	65	100%	197

Question 20a: Custom Question 1		
Does your household have Internet access?	Percent of respondents	Count
No	20%	40
Yes	79%	157
Don't know	1%	1
Total	100%	199

Question 20b: Custom Question 2		
Do you read a local newspaper (in print or online) on a regular basis?	Percent of respondents	Count
No	43%	85
Yes	57%	113
Total	100%	199

Question 20c: Custom Question 3									
Please indicate whether you use each of the following as a major source; a minor source; or not a source of information to find out about news and events in Gaithersburg:	Major source		Minor source		Not a source		Total		
	Direct e-mails	27%	51	21%	40	51%	96	100%	186
Direct mailings	32%	59	48%	88	20%	36	100%	183	
Local newspaper (print version)	41%	78	37%	70	22%	41	100%	190	
Online news and event sources	42%	79	24%	44	34%	62	100%	185	
City cable TV (Channel 13 for Comcast and RCN, Channel 25 for FiOS)	17%	31	33%	60	51%	94	100%	186	
City Web site (www.gaithersburgmd.gov)	29%	55	32%	59	39%	74	100%	187	
Mobile applications (e.g., Facebook, Twitter)	19%	36	16%	30	65%	124	100%	190	

Question 20d: Custom Question 4										
To assist the City with prioritization of initiatives, please indicate how important, if at all, each of the following local issues is to you:	Essential		Very important		Somewhat important		Not at all important		Total	
	Decreased traffic congestion	31%	61	39%	77	24%	47	7%	13	100%
Noise abatement	16%	31	27%	54	37%	72	20%	39	100%	196
Reduced crowding in schools	25%	49	46%	89	19%	37	10%	19	100%	194
Green space preservation	33%	66	44%	86	20%	40	3%	5	100%	198
Energy conservation	37%	73	46%	90	15%	29	3%	5	100%	197
Increased police presence	35%	69	35%	70	25%	50	4%	8	100%	197
Increased recreational and cultural opportunities	23%	46	36%	70	34%	68	7%	14	100%	197
Increased retail options	26%	51	30%	59	29%	57	15%	30	100%	196
Improved public transportation	26%	51	40%	79	24%	47	10%	20	100%	197
Improved bicycle/pedestrian access	24%	48	37%	74	27%	53	12%	23	100%	198
Affordable housing options	45%	88	24%	47	22%	44	9%	17	100%	196
Increased employment opportunities	42%	83	36%	70	17%	33	5%	10	100%	196

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	25%	49
Yes, full-time	70%	138
Yes, part-time	5%	11
Total	100%	197

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	73%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	12%
Walk	1%
Bicycle	0%
Work at home	6%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Gaithersburg?	Percent of respondents	Count
Less than 2 years	23%	45
2 to 5 years	25%	50
6 to 10 years	20%	40
11 to 20 years	15%	29
More than 20 years	17%	34
Total	100%	199

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	19%	38
House attached to one or more houses (e.g., a duplex or townhome)	12%	24
Building with two or more apartments or condominiums	67%	134
Mobile home	0%	0
Other	2%	3
Total	100%	199

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	47%	88
Owned by you or someone in this house with a mortgage or free and clear	53%	99
Total	100%	187

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	6%	11
\$300 to \$599 per month	3%	6
\$600 to \$999 per month	12%	22
\$1,000 to \$1,499 per month	41%	80
\$1,500 to \$2,499 per month	29%	57
\$2,500 or more per month	9%	17
Total	100%	193

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	68%	133
Yes	32%	64
Total	100%	197

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	81%	161
Yes	19%	37
Total	100%	198

Question D9: Household Income		
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 of respondents	Count
Less than \$24,999	20%	38
\$25,000 to \$49,999	19%	35
\$50,000 to \$99,999	34%	65
\$100,000 to \$149,000	12%	23
\$150,000 or more	15%	29
Total	100%	190

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	80%	152
Yes, I consider myself to be Spanish, Hispanic or Latino	20%	38
Total	100%	190

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	3%	6
Asian, Asian Indian or Pacific Islander	20%	38
Black or African American	19%	36
White	53%	105
Other	8%	16
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	1%	1
25 to 34 years	32%	63
35 to 44 years	14%	28
45 to 54 years	23%	46
55 to 64 years	15%	30
65 to 74 years	7%	14
75 years or older	8%	15
Total	100%	197

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	54%	106
Male	46%	91
Total	100%	197

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	25%	51
Yes	60%	119
Ineligible to vote	7%	13
Don't know	8%	16
Total	100%	199

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	28%	56
Yes	62%	123
Ineligible to vote	6%	13
Don't know	3%	6
Total	100%	197

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	12%	25
Yes	88%	174
Total	100%	199

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	41%	81
Yes	59%	116
Total	100%	198

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	40%	41
Land line	37%	38
Both	23%	24
Total	100%	103

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction 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 jurisdiction. 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 jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- 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.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data 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 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 tend to be ambiguous, 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). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Gaithersburg were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Gaithersburg boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Gaithersburg households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Gaithersburg boundaries were removed from consideration.

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

FIGURE 88: LOCATION OF SURVEY RECIPIENTS

## The National Citizen Survey™ Gaithersburg, MD 2011

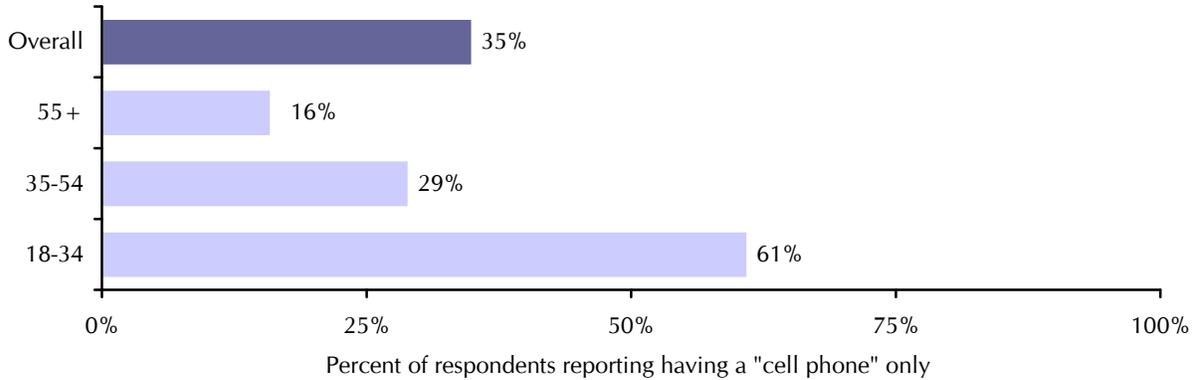


● Survey Recipient

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.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>2</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Gaithersburg has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 89: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN GAITHERSBURG



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning October 11, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The letter included a paragraph written in Spanish, which invited the household to participate and provided instructions for requesting the survey in Spanish. 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 have already done so to refrain from turning in another survey, and also included a paragraph written in Spanish, for those who would like to request the survey in Spanish. Completed surveys were collected over the following seven weeks.

## SURVEY RESPONSE RATE AND 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. The confidence interval for the City of Gaithersburg survey is no greater than plus or minus seven percentage points around any given percent reported for the entire sample (206 completed surveys).

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

<sup>2</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

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 jurisdiction is between 71% and 79%. This source of error 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.

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

### SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC 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; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and other population norms for adults in the City of Gaithersburg. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were home ownership, housing unit type, race, ethnicity and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Gaithersburg, MD Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>3</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	44%	56%	47%
Own home	56%	44%	53%
Detached unit	22%	10%	19%
Attached unit	78%	90%	81%
<b>Race and Ethnicity</b>			
White	53%	64%	52%
Not white	47%	36%	48%
Not Hispanic	78%	91%	80%
Hispanic	22%	9%	20%
White alone, not Hispanic	43%	57%	40%
Hispanic and/or other race	57%	43%	60%
<b>Sex and Age</b>			
Female	52%	61%	54%
Male	48%	39%	46%
18-34 years of age	34%	18%	32%
35-54 years of age	40%	29%	38%
55+ years of age	26%	53%	30%
Females 18-34	17%	12%	16%
Females 35-54	20%	15%	20%
Females 55+	15%	34%	18%
Males 18-34	17%	6%	17%
Males 35-54	20%	14%	18%
Males 55+	11%	19%	11%

<sup>3</sup> Source: 2010 Census (housing unit type is from the 2005-2009 ACS)

## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### “Don’t Know” Responses

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

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; 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 Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of Gaithersburg to the Benchmark Database

The City of Gaithersburg chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

asked) has been provided when a similar question on the City of Gaithersburg Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Gaithersburg results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Gaithersburg's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

## APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Gaithersburg.

Dear City of Gaithersburg  
Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Gaithersburg. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Sidney A. Katz  
Mayor/Alcalde  
The City of Gaithersburg

Estimado residente de la  
ciudad de Gaithersburg,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Gaithersburg. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

Dear City of Gaithersburg  
Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Gaithersburg. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Sidney A. Katz  
Mayor/Alcalde  
The City of Gaithersburg

Estimado residente de la  
ciudad de Gaithersburg,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Gaithersburg. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

Dear City of Gaithersburg  
Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Gaithersburg. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Sidney A. Katz  
Mayor/Alcalde  
The City of Gaithersburg

Estimado residente de la  
ciudad de Gaithersburg,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Gaithersburg. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

Dear City of Gaithersburg  
Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Gaithersburg. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Sidney A. Katz  
Mayor/Alcalde  
The City of Gaithersburg

Estimado residente de la  
ciudad de Gaithersburg,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Gaithersburg. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,



**Gaithersburg**  
A CHARACTER COUNTS! CITY

31 South Summit Avenue  
Gaithersburg, MD 20877-2038

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



**Gaithersburg**  
A CHARACTER COUNTS! CITY

31 South Summit Avenue  
Gaithersburg, MD 20877-2038

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



**Gaithersburg**  
A CHARACTER COUNTS! CITY

31 South Summit Avenue  
Gaithersburg, MD 20877-2038

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



**Gaithersburg**  
A CHARACTER COUNTS! CITY

31 South Summit Avenue  
Gaithersburg, MD 20877-2038

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



October 2011

Dear Gaithersburg Resident:

The City of Gaithersburg wants to know what you think about our community and City government. You have been randomly selected to participate in Gaithersburg's 2011 Citizen Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Gaithersburg. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés por favor llámenos al número 301-258-6310 para pedir una copia de la encuesta en español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Gaithersburg City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Gaithersburg residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend the few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 301-258-6310.

Please help us shape the future of Gaithersburg. Thank you for your time and participation.

Sincerely,

Sidney A. Katz  
Mayor



October 2011

Dear Gaithersburg Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Gaithersburg wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Gaithersburg's 2011 Citizen Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Gaithersburg. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés, por favor llámenos al número 301-258-6310 para pedir una copia de la encuesta en español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Gaithersburg residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend the few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 301-258-6310.

Please help us shape the future of Gaithersburg. Thank you for your time and participation.

Sincerely,

Sidney A. Katz  
Mayor

# The City of Gaithersburg 2011 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of quality of life in Gaithersburg:**

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Gaithersburg.....	1	2	3	4	5
Overall quality of new development in Gaithersburg.....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Gaithersburg.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Gaithersburg.....	1	2	3	4	5
Ease of bus travel in Gaithersburg.....	1	2	3	4	5
Ease of bicycle travel in Gaithersburg.....	1	2	3	4	5
Ease of walking in Gaithersburg.....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking .....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Gaithersburg.....	1	2	3	4	5
Overall image or reputation of Gaithersburg.....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Gaithersburg over the past 2 years:**

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gaithersburg?  
 Not a problem     Minor problem     Moderate problem     Major problem     Don't know

5. Please rate how safe or unsafe you feel from the following in Gaithersburg:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Gaithersburg's downtown area during the day .....	1	2	3	4	5	6
In Gaithersburg's downtown area after dark.....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Gaithersburg Police Department within the last 12 months?

- No → Go to Question 9     Yes → Go to Question 8     Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Gaithersburg Police Department?

- Excellent     Good     Fair     Poor     Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11     Yes → Go to Question 10     Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No     Yes     Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Gaithersburg?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Gaithersburg public libraries or their services .....	1	2	3	4	5
Used Gaithersburg recreation centers .....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Gaithersburg .....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Visited the City of Gaithersburg Web site (at www.gaithersburgmd.gov).....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Gaithersburg.....	1	2	3	4	5
Participated in religious or spiritual activities in Gaithersburg .....	1	2	3	4	5
Participated in a club or civic group in Gaithersburg.....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day  
 Several times a week  
 Several times a month  
 Less than several times a month

# The City of Gaithersburg 2011 Citizen Survey

## 13. Please rate the quality of each of the following services in Gaithersburg:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Traffic enforcement .....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting .....	1	2	3	4	5
Snow removal .....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Recycling .....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage .....	1	2	3	4	5
City parks .....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities .....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Services to seniors .....	1	2	3	4	5
Services to youth .....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts .....	1	2	3	4	5
City cable TV (Channel 13 for Comcast and RCN, Channel 25 for FiOS) .....	1	2	3	4	5

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

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

## 15. Please indicate how likely or unlikely you are to do each of the following:

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

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

- Very positive     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative

## 17. Have you had any in-person, phone or email contact with an employee of the City of Gaithersburg within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 19     
  Yes → Go to Question 18

## 18. What was your impression of the employee(s) of the City of Gaithersburg in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge .....	1	2	3	4	5
Responsiveness .....	1	2	3	4	5
Courtesy .....	1	2	3	4	5
Overall impression .....	1	2	3	4	5

**19. Please rate the following categories of Gaithersburg government performance:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Gaithersburg .....	1	2	3	4	5
The overall direction that Gaithersburg is taking .....	1	2	3	4	5
The job Gaithersburg government does at welcoming citizen involvement .....	1	2	3	4	5

**20. Please check the response that comes closest to your opinion for each of the following questions:**
**a. Does your household have Internet access?**

- No
  Yes
  Don't know

**b. Do you read a local newspaper (in print or online) on a regular basis?**

- No
  Yes

**c. Please indicate whether you use each of the following as a major source; a minor source; or not a source of information to find out about news and events in Gaithersburg:**

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
Direct e-mails .....	1	2	3
Direct mailings .....	1	2	3
Local newspaper (print version) .....	1	2	3
Online news and event sources .....	1	2	3
City cable TV (Channel 13 for Comcast and RCN, Channel 25 for FiOS) .....	1	2	3
City Web site (www.gaithersburgmd.gov) .....	1	2	3
Mobile applications (e.g., Facebook, Twitter) .....	1	2	3

**d. To assist the City with prioritization of initiatives, please indicate how important, if at all, each of the following local issues is to you:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Decreased traffic congestion .....	1	2	3	4
Noise abatement .....	1	2	3	4
Reduced crowding in schools .....	1	2	3	4
Green space preservation .....	1	2	3	4
Energy conservation .....	1	2	3	4
Increased police presence .....	1	2	3	4
Increased recreational and cultural opportunities .....	1	2	3	4
Increased retail options .....	1	2	3	4
Improved public transportation .....	1	2	3	4
Improved bicycle/pedestrian access .....	1	2	3	4
Affordable housing options .....	1	2	3	4
Increased employment opportunities .....	1	2	3	4

# The City of Gaithersburg 2011 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

**D1. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults ..... days
- Bus, rail, subway or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. How many years have you lived in Gaithersburg?**

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

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

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

**D7. Do any children 17 or under live in your household?**

- No                       Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No                       Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

**Please respond to both questions D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

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

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

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

**D12. In which category is your age?**

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

**D13. What is your sex?**

- Female                 Male

**D14. Are you registered to vote in your jurisdiction?**

- No                       Ineligible to vote
- Yes                      Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- No                       Ineligible to vote
- Yes                      Don't know

**D16. Do you have a cell phone?**

- No                       Yes

**D17. Do you have a land line at home?**

- No                       Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- Cell                     Land line             Both

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



Octubre 2011

Estimado residente de Gaithersburg:

La Ciudad de Gaithersburg desea saber qué piensa usted sobre la comunidad y el gobierno municipal. **Su hogar es uno de entre de algunos hogares seleccionados al azar para participar en la Ciudad de Gaithersburg 2011 Encuesta de los Ciudadanos.**

Por favor tome unos pocos minutos para llenar la Encuesta de Ciudadanos adjunta. Sus respuestas ayudarán a que el Concejo de la Ciudad tome decisiones para mejorar la entrega de los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas son útiles. ¡Por favor participe!

**Para obtener una verdadera muestra representativa de los residentes de Gaithersburg, solicitamos que llene la encuesta el adulto que haya tenido su cumpleaños más recientemente. La edad del adulto no importa siempre que tenga 18 años de edad o más. Al seleccionar de ésta forma a la persona que debe llenar la encuesta, se asegura que la encuesta en los hogares de la ciudad mejorara la exactitud de los resultados. Por favor tenga usted la seguridad de que sus respuestas se mantendrán anónimas.**

Por favor, haga que el adecuado miembro del hogar pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el franqueo pagado. Si tiene alguna pregunta acerca de la Encuesta de los Ciudadanos por favor llámenos al 301-258-6310.

Su participación en esta encuesta es muy importante especialmente puesto que su hogar es uno del pequeño número que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Gaithersburg. Gracias por su tiempo y participación.

Sinceramente,

Sidney A. Katz  
Alcalde

# Encuesta Ciudadana del 2011 de la Ciudad de Gaithersburg

Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que más recientemente haya celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

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

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Gaithersburg como lugar en donde vivir .....	1	2	3	4	5
Su vecindario como lugar en donde vivir .....	1	2	3	4	5
Gaithersburg como lugar para criar niños .....	1	2	3	4	5
Gaithersburg como lugar para trabajar .....	1	2	3	4	5
Gaithersburg como lugar para jubilarse/retirarse .....	1	2	3	4	5
La calidad general de vida en Gaithersburg.....	1	2	3	4	5

## 2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con la Ciudad de Gaithersburg:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Sentido de cooperación comunitaria .....	1	2	3	4	5
Aceptación de la comunidad a gente de diferentes antecedentes.....	1	2	3	4	5
Aspecto general de la Ciudad de Gaithersburg.....	1	2	3	4	5
Calidad general de desarrollo nuevo en Gaithersburg .....	1	2	3	4	5
Variedad de opciones de vivienda .....	1	2	3	4	5
Calidad general de empresas y establecimientos de servicio en Gaithersburg .....	1	2	3	4	5
Suficientes lugares de compra .....	1	2	3	4	5
Oportunidades para asistir a actividades culturales .....	1	2	3	4	5
Oportunidades de recreación.....	1	2	3	4	5
Oportunidades para empleo .....	1	2	3	4	5
Oportunidades educativas.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades sociales.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades religiosos o espirituales .....	1	2	3	4	5
Oportunidades para ser voluntario.....	1	2	3	4	5
Oportunidades para participar en asuntos de comunidad.....	1	2	3	4	5
Facilidad para andar en carro.....	1	2	3	4	5
Facilidad para andar en autobús.....	1	2	3	4	5
Facilidad para andar en bicicleta.....	1	2	3	4	5
Facilidad para caminar.....	1	2	3	4	5
Disponibilidad de caminos y senderos para caminar.....	1	2	3	4	5
Flujo de tráfico sobre las calles principales .....	1	2	3	4	5
Disponibilidad de Estacionamiento Público .....	1	2	3	4	5
Disponibilidad de viviendas a precios accesibles .....	1	2	3	4	5
Guarderías infantiles a precios accesibles.....	1	2	3	4	5
Asistencia médica a precios accesibles.....	1	2	3	4	5
Acceso a comida de buena calidad a un costo razonable.....	1	2	3	4	5
Disponibilidad de servicios preventivos de salud .....	1	2	3	4	5
Calidad del medio ambiente (aire) .....	1	2	3	4	5
Calidad del ambiente natural general en Gaithersburg.....	1	2	3	4	5
Imagen/reputación general de Gaithersburg.....	1	2	3	4	5

**3. Por favor evalúe la rapidez de crecimiento durante los últimos 2 años en las siguientes categorías:**

	<i>demasiado lento</i>	<i>un poco lento</i>	<i>cantidad apropiada</i>	<i>un poco rápido</i>	<i>muy rápido</i>	<i>no sé</i>
Crecimiento de la población .....	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.) .....	1	2	3	4	5	6
Aumento de oportunidad de empleo .....	1	2	3	4	5	6

**4. ¿Hasta qué grado son problema los edificios en ruinas, lotes de hierba mala o vehículos chatarra en Gaithersburg?**

No son problema    Problema menor    Problema moderado    Problema mayor    No sé

**5. Por favor clasifique qué tan seguro o inseguro se siente usted de lo siguiente en Gaithersburg:**

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
Crimen violento (Ej. violación, ataque, robo) .....	1	2	3	4	5	6
Crímenes de propiedad (Ej. robo, asalto).....	1	2	3	4	5	6
Peligros ambientales, incluyendo desecho tóxico.....	1	2	3	4	5	6

**6. Por favor clasifique qué tan seguro o inseguro se siente usted:**

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
En su vecindario durante el día .....	1	2	3	4	5	6
En su vecindario durante la noche .....	1	2	3	4	5	6
En el centro de la Ciudad durante el día.....	1	2	3	4	5	6
En el centro de la Ciudad durante la noche.....	1	2	3	4	5	6

**7. ¿Ha tenido algún contacto en persona o por teléfono con un empleado del Ciudad del Departamento de Policía Gaithersburg dentro de los últimos 12 meses?**

No → Vaya a la Pregunta 9    Sí → Vaya a la Pregunta 8    No sé → Vaya a la Pregunta 9

**8. ¿Cuál fue la impresión general de su contacto más reciente con el Ciudad del Departamento de Policía Gaithersburg?**

Excelente    Buena    Regular    Deficiente    No sé

**9. Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen?**

No → Vaya a la pregunta 11    Sí → Vaya a la pregunta 10    No sé → Vaya a la pregunta 11

**10. ¿Si usted marcó sí, denunció esos crímenes a la policía?**

No    Sí    No sé

**11. Durante los últimos 12 meses, ¿cuántas veces (usted o algún miembro de su familia) participó en las siguientes actividades en la Ciudad de Gaithersburg?**

	<i>Nunca</i>	<i>1 ó 2 veces</i>	<i>3 a 12 veces</i>	<i>13 a 26 veces</i>	<i>más de 26 veces</i>
Utilizó las bibliotecas públicas de Gaithersburg y sus servicios .....	1	2	3	4	5
Utilizó los centros de recreación de Gaithersburg.....	1	2	3	4	5
Participó en programas o actividades recreativas.....	1	2	3	4	5
Visitó un parque del vecindario o de la Ciudad.....	1	2	3	4	5
Utilizó un autobús local dentro de la Ciudad .....	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública .....	1	2	3	4	5
Miró una reunión de oficiales locales electos u otra reunión pública patrocinada por la Ciudad en televisión por cable, la Internet u otros medio.....	1	2	3	4	5
Visitó la Ciudad del sitio en red Gaithersburg (en www.gaithersburgmd.gov) .....	1	2	3	4	5
Recicló papel, latas o botellas en su casa .....	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad .....	1	2	3	4	5
Participó en actividades religiosas o espirituales en Gaithersburg.....	1	2	3	4	5
Participó en un club o grupo cívico en Gaithersburg.....	1	2	3	4	5
Proporcionó ayuda a un amigo o vecino.....	1	2	3	4	5

# Encuesta Ciudadana del 2011 de la Ciudad de Gaithersburg

12. ¿Como qué tan a menudo, si lo hace, habla o tiene visita con sus vecinos inmediatos (gente que vive en los 10 o 20 hogares más cercanos a usted)?

- Casi todos los días
- Varias veces por semana
- Varias veces al mes
- Menos de varias veces al mes

13. Por favor clasifique la calidad de cada uno de los siguientes servicios en Gaithersburg:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Servicios de la Policía .....	1	2	3	4	5
Prevención de Crímenes .....	1	2	3	4	5
Imposición de las Leyes de Tránsito .....	1	2	3	4	5
Reparación de Calles .....	1	2	3	4	5
Limpieza de Calles.....	1	2	3	4	5
Iluminación de Calles .....	1	2	3	4	5
Removimiento de Nieve .....	1	2	3	4	5
Mantenimiento de Aceras / Veredas.....	1	2	3	4	5
Reciclaje.....	1	2	3	4	5
Recolección de Desechos del Patio (jardín) .....	1	2	3	4	5
Drenajes .....	1	2	3	4	5
Parques de Ciudad.....	1	2	3	4	5
Clases o Programas Recreativos .....	1	2	3	4	5
Centros de Recreación .....	1	2	3	4	5
Uso, Planificación y Zonificación de Terreno.....	1	2	3	4	5
Imposición de las Ordenanzas (mala hierba, maleza, edificios abandonados, etc.).....	1	2	3	4	5
Control de Animales .....	1	2	3	4	5
Desarrollo Económico .....	1	2	3	4	5
Servicios para Personas Mayores (de la tercera edad, Ciudadanos de oro, "seniors") .....	1	2	3	4	5
Servicios para la juventud .....	1	2	3	4	5
Servicios para Personas de Bajos Recursos .....	1	2	3	4	5
Servicios de Información Pública .....	1	2	3	4	5
Preparación de emergencia (servicios que preparan a la comunidad para desastres u otras situaciones de emergencia).....	1	2	3	4	5
Preservación de áreas naturales tales como espacio abierto, tierra de cultivo y áreas verdes.....	1	2	3	4	5
Televisión por cable de la Ciudad (Canal 13 para Comcast y RCN, Canal 25 para FiOS) .....	1	2	3	4	5

14. En general, ¿cómo evalúa usted los servicios suministrados por...

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
la Ciudad de Gaithersburg .....	1	2	3	4	5
el Gobierno Federal .....	1	2	3	4	5
el Gobierno Estatal.....	1	2	3	4	5
Gobierno del Condado de Montgomery .....	1	2	3	4	5

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

	<i>Muy Probable</i>	<i>Algo probable</i>	<i>Algo improbable</i>	<i>Muy Improbable</i>	<i>No sé</i>
Recomendarle vivir en Gaithersburg a alguien que pregunta.....	1	2	3	4	5
Permanecer en Gaithersburg para los próximos cinco años.....	1	2	3	4	5

16. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:

- Muy positivo
- Más o menos positivo
- Neutral
- Más o menos negativo
- Muy negativo

17. ¿Ha tenido contacto personal, teléfono o por correo electrónico con algún empleado de la Ciudad de Gaithersburg durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?

- No → Vaya a la pregunta 19       Sí → Vaya a la pregunta 18

18. ¿Cuál fue su impresión de los empleados de la Ciudad de Gaithersburg en su más reciente contacto? (Evalúe cada característica abajo.)

	Excelente	Bueno	Pasable	Bajo	No sé
Conocimiento .....	1	2	3	4	5
Simpatía.....	1	2	3	4	5
Cortesía .....	1	2	3	4	5
Impresión General .....	1	2	3	4	5

19. Por favor clasifique las siguientes categorías del desempeño gubernamental en Gaithersburg:

	Excelente	Bueno	Pasable	Bajo	No sé
El valor de servicios para los impuestos pagados a Gaithersburg .....	1	2	3	4	5
La dirección general que está tomando Gaithersburg.....	1	2	3	4	5
La labor del gobierno de Gaithersburg para incluir la participación ciudadana.....	1	2	3	4	5

20. Por favor marque la respuesta que represente mejor su opinión en cada una de las siguientes preguntas:

a. ¿Su hogar tiene acceso a Internet?

- No       Sí       No sé

b. ¿Usted lee un periódico local (impreso o en línea) regularmente?

- No       Sí

c. Por favor indique si usted utiliza cada uno de los siguientes como una fuente principal; una fuente secundaria; o no como fuente de información para enterarse sobre noticias y eventos en Gaithersburg:

	Fuente principal	Fuente secundaria	No como fuente
Correos electrónicos directos.....	1	2	3
Correos postales directos.....	1	2	3
Periódico local (versión impresa).....	1	2	3
Fuentes en línea de noticias y eventos.....	1	2	3
Televisión por cable de la Ciudad (Canal 13 para Comcast y RCN, Canal 25 para FiOS).....	1	2	3
Sitio de Web de la Ciudad (www.gaithersburgmd.gov).....	1	2	3
Aplicaciones móviles (p.ej., Facebook, Twitter).....	1	2	3

d. Para asistirle a la Ciudad a priorizar iniciativas, por favor indique qué tan importante es para usted, si lo es, cada uno de los siguientes asuntos locales:

	Esencial	Muy importante	Algo importante	No importante en lo absoluto
Congestión disminuida de tránsito.....	1	2	3	4
Reducción de ruido .....	1	2	3	4
Aglomeración reducida en las escuelas .....	1	2	3	4
Preservación de zona verde.....	1	2	3	4
Conservación de energía .....	1	2	3	4
Presencia aumentada de policías .....	1	2	3	4
Aumento de oportunidades recreativas y culturales .....	1	2	3	4
Aumento de opciones para venta al por menor .....	1	2	3	4
Transporte público mejorado.....	1	2	3	4
Acceso mejorado para bicicleta/peatones .....	1	2	3	4
Opciones de viviendas asequibles económicamente .....	1	2	3	4
Aumento de oportunidades de empleo.....	1	2	3	4

# Encuesta Ciudadana del 2011 de la Ciudad de Gaithersburg

Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

**D1. ¿Actualmente está empleado con sueldo?**

- No → Vaya a la Pregunta D3
- Sí, tiempo completo → Vaya a la Pregunta D2
- Sí, medio tiempo → Vaya a la Pregunta D2

**D2. Durante una semana típica, ¿cuántos días hace un recorrido hasta el trabajo (para la mayor distancia que recorre) de cada manera en la lista de abajo? (Ponga el número total de días, usando números enteros.)**

- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) solo ..... días
- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) con otros niños o adultos ..... días
- Autobús, vía férrea, metro u otro transporte público ..... días
- Caminar ..... días
- Bicicleta ..... días
- Trabajar en el hogar ..... días
- Otro ..... días

**D3. ¿Cuántos años tiene usted viviendo en Gaithersburg?**

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

**D4. ¿Cuál describe mejor el edificio en el que vive?**

- Casa de una sola familia separada de cualquier otra casa
- Casa adjunta a una o más casas (p.ej., un dúplex o townhome)
- Edificio con dos o más apartamentos o condominios
- Hogar móvil
- Otro

**D5. ¿Es esta casa, apartamento o casa rodante / trailer es...**

- Alquilada o la ocupa sin pago?
- Propia, o alguno de su familia la paga con hipoteca o ya está pagado?

**D6. ¿Como cuánto es su costo mensual de vivienda para el lugar donde vive? (incluyendo renta, pago de hipoteca, impuesto de propiedad, seguro de propiedad y cuotas de asociación de propietarios (HOA))?**

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

**D7. ¿Algún niño de 17 años o menos vive en su hogar?**

- No
- Sí

**D8. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?**

- No
- Sí

**D9. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso total todo ingreso de todas las personas de su casa.)**

- Menos de \$24,999
- \$25,000 a \$49,999
- \$50,000 a \$99,999
- \$100,000 a \$149,999
- \$150,000 o más

**Por favor responda a ambas preguntas D10 y D11:**

**D10. ¿Es usted Español, Hispano o Latino?**

- No, no soy Español, Hispano o Latino
- Sí, me considero Español, Hispano o Latino

**D11. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)**

- Indio Americano o nativo de Alaska
- Asiático o de las Islas del Pacífico
- Negro, Afro-americano
- Blanco / Caucásico
- Otro

**D12. ¿En que categoría está su edad?**

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

**D13. ¿Cuál es su sexo?**

- Femenino
- Masculino

**D14. ¿Está registrado para votar en su jurisdicción?**

- No
- Sí
- No tengo derecho a votar
- No sé

**D15. Muchas personas no tienen tiempo para votar en las elecciones. ¿Recuerda usted haber votado en la última elección general?**

- No
- Sí
- No tengo derecho a votar
- No sé

**D16. ¿Usted tiene un teléfono celular?**

- No
- Sí

**D17. ¿Usted tiene una línea de tierra (conexión a la pared) en el hogar?**

- No
- Sí

**D18. Si usted tiene tanto un teléfono celular como una línea de tierra, ¿a cuál considera como su número primordial de teléfono?**

- Celular
- Línea de tierra
- Ambos

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



*Gaithersburg*

*A CHARACTER COUNTS! CITY*

31 South Summit Avenue  
Gaithersburg, Maryland 20877-2038

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO.94





# CITY OF GAITHERSBURG, MD 2011

## Benchmark Report



3005 30th Street  
Boulder, CO 80301  
[www.n-r-c.com](http://www.n-r-c.com) • 303-444-7863



777 North Capitol Street NE, Suite 500  
Washington, DC 20002  
[www.icma.org](http://www.icma.org) • 202-289-ICMA

## CONTENTS

Understanding the Benchmark Comparisons .....	1
Comparison Data .....	1
Putting Evaluations onto the 100-point Scale .....	2
Interpreting the Results.....	3
National Benchmark Comparisons .....	4
Jurisdictions Included in National Benchmark Comparisons .....	13

# UNDERSTANDING THE BENCHMARK COMPARISONS

## COMPARISON DATA

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; 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 jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
<b>Region</b>	
West Coast <sup>1</sup>	16%
West <sup>2</sup>	21%
North Central West <sup>3</sup>	11%
North Central East <sup>4</sup>	13%
South Central <sup>5</sup>	7%
South <sup>6</sup>	26%
Northeast West <sup>7</sup>	2%
Northeast East <sup>8</sup>	4%
<b>Population</b>	
Less than 40,000	45%
40,000 to 74,999	20%
75,000 to 149,000	17%
150,000 or more	19%

<sup>1</sup> Alaska, Washington, Oregon, California, Hawaii  
<sup>2</sup> Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico  
<sup>3</sup> North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota  
<sup>4</sup> Illinois, Indiana, Ohio, Michigan, Wisconsin  
<sup>5</sup> Oklahoma, Texas, Louisiana, Arkansas  
<sup>6</sup> West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC  
<sup>7</sup> New York, Pennsylvania, New Jersey  
<sup>8</sup> Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

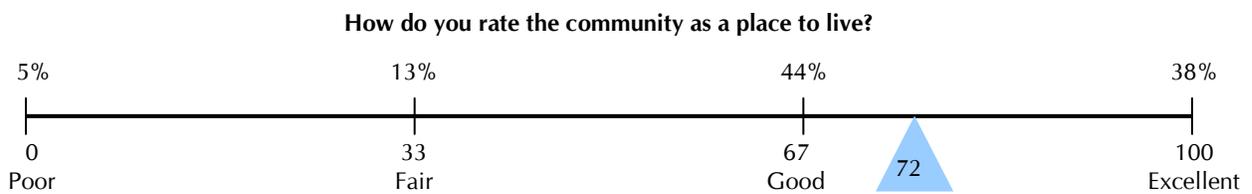
## PUTTING EVALUATIONS ONTO THE 100-POINT SCALE

Although responses to many of the evaluative questions were made on a four point scale with 1 representing the best rating and 4 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus four points based on all respondents.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, “excellent” = 100, “good” = 67, “fair” = 33 and “poor” = 0. If everyone reported “excellent,” then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor,” the result would be 0 on the 100-point scale. If half the respondents gave a score of “excellent” and half gave a score of “poor,” the average would be in the middle of the scale (like the center post of a teeter totter) between “fair” and “good.” An example of how to convert survey frequencies into an average rating appears below.

Example of Converting Responses to the 100-point Scale

How do you rate the community as a place to live?						
Response option	Total with “don’t know”	Step 1: Remove the percent of “don’t know” responses	Total without “don’t know”	Step 2: Assign scale values	Step 3: Multiply the percent by the scale value	Step 4: Sum to calculate the average rating
Excellent	36%	$= 36 \div (100-5) =$	38%	100	$= 38\% \times 100 =$	38
Good	42%	$= 42 \div (100-5) =$	44%	67	$= 44\% \times 67 =$	30
Fair	12%	$= 12 \div (100-5) =$	13%	33	$= 13\% \times 33 =$	4
Poor	5%	$= 5 \div (100-5) =$	5%	0	$= 5\% \times 0 =$	0
Don’t know	5%		--			
<b>Total</b>	<b>100%</b>		<b>100%</b>			<b>72</b>



## INTERPRETING THE RESULTS

Average ratings are compared when similar questions are included in NRC’s database, and there are at least five jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is your jurisdiction’s rating on the 100-point scale. The second column is the rank assigned to your jurisdiction’s rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The final column shows the comparison of your jurisdiction’s average rating to the benchmark.

Where comparisons for quality ratings were available, the City of Gaithersburg’s results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Gaithersburg’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error; “above,” “below,” “more” or “less” if the difference between your jurisdiction’s rating and the benchmark is greater the margin of error; and “much above,” “much below,” “much more” or “much less” if the difference between your jurisdiction’s rating and the benchmark is more than twice the margin of error.

This report contains benchmarks at the national level.

## NATIONAL BENCHMARK COMPARISONS

Overall Community Quality Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Overall quality of life in Gaithersburg	67	216	402	Similar
Your neighborhood as place to live	70	116	264	Similar
Gaithersburg as a place to live	73	147	333	Similar
Recommend living in Gaithersburg to someone who asks	81	57	175	Above
Remain in Gaithersburg for the next five years	78	76	174	Similar

Community Transportation Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ease of car travel in Gaithersburg	59	84	259	Above
Ease of bus travel in Gaithersburg	64	7	183	Much above
Ease of bicycle travel in Gaithersburg	57	67	252	Much above
Ease of walking in Gaithersburg	61	84	254	Above
Availability of paths and walking trails	58	66	170	Similar
Traffic flow on major streets	48	95	236	Similar

Frequency of Bus Use Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ridden a local bus within Gaithersburg	39	33	157	Much more

Drive Alone Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Average percent of work commute trips made by driving alone	73	110	164	Similar

Transportation and Parking Services Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Street repair	62	33	387	Much above
Street cleaning	67	32	267	Much above
Street lighting	61	51	295	Above
Snow removal	62	65	246	Above
Sidewalk maintenance	65	15	249	Much above
Amount of public parking	59	21	197	Much above

Housing Characteristics Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Availability of affordable quality housing	46	101	274	Above
Variety of housing options	58	49	162	Above

Housing Costs Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	42	46	169	More

Built Environment Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Quality of new development in Gaithersburg	68	16	239	Much above
Overall appearance of Gaithersburg	70	58	308	Much above

Population Growth Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Population growth seen as too fast	52	70	222	Much more

Nuisance Problems Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	3	193	223	Much less

Planning and Community Code Enforcement Services Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Land use, planning and zoning	64	6	266	Much above
Code enforcement (weeds, abandoned buildings, etc.)	65	5	328	Much above
Animal control	70	5	292	Much above

Economic Sustainability and Opportunities Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Employment opportunities	53	12	270	Much above
Shopping opportunities	65	38	256	Much above
Gaithersburg as a place to work	65	53	294	Much above
Overall quality of business and service establishments in Gaithersburg	64	28	159	Much above

Economic Development Services Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Economic development	61	16	254	Much above

Job and Retail Growth Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Retail growth seen as too slow	27	149	221	Much less
Jobs growth seen as too slow	69	160	224	Less

Personal Economic Future Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Positive impact of economy on household income	28	15	217	Much above

Community and Personal Public Safety Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
In your neighborhood during the day	88	160	304	Similar
In your neighborhood after dark	67	208	295	Below
In Gaithersburg's downtown area during the day	78	195	258	Below
In Gaithersburg's downtown area after dark	51	201	268	Much below
Violent crime (e.g., rape, assault, robbery)	70	156	258	Similar
Property crimes (e.g., burglary, theft)	64	124	258	Similar
Environmental hazards, including toxic waste	80	55	170	Above

Crime Victimization and Reporting Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Victim of crime	12	124	226	Similar
Reported crimes	73	161	224	Less

Public Safety Services Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Police services	71	110	382	Above
Crime prevention	60	145	309	Similar
Traffic enforcement	64	51	329	Above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61	62	189	Above

Contact with Police Department Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Had contact with the City of Gaithersburg Police Department	21	63	63	Much less
Overall impression of most recent contact with the City of Gaithersburg Police Department	70	27	71	Similar

Community Environment Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Quality of overall natural environment in Gaithersburg	67	63	174	Above
Preservation of natural areas such as open space, farmlands and greenbelts	59	52	174	Above
Air quality	66	77	209	Above

Frequency of Recycling Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Recycled used paper, cans or bottles from your home	85	102	208	More

Utility Services Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Storm drainage	67	11	316	Much above
Yard waste pick-up	72	44	222	Much above
Recycling	75	46	308	Much above

Community Recreational Opportunities Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Recreation opportunities	64	86	265	Above

Participation in Parks and Recreation Opportunities Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used Gaithersburg recreation centers	42	171	180	Much less
Participated in a recreation program or activity	47	105	210	Similar
Visited a neighborhood park or City park	73	213	217	Much less

Parks and Recreation Services Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
City parks	71	117	288	Similar
Recreation programs or classes	72	43	296	Much above
Recreation centers or facilities	68	59	238	Above

Cultural and Educational Opportunities Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to attend cultural activities	62	54	272	Much above
Educational opportunities	62	71	222	Above

Participation in Cultural and Educational Opportunities Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used Gaithersburg public libraries or their services	63	165	190	Much less
Participated in religious or spiritual activities in Gaithersburg	41	98	116	Much less

Community Health and Wellness Access and Opportunities Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Availability of affordable quality health care	60	30	215	Much above
Availability of affordable quality food	66	18	161	Much above
Availability of preventive health services	61	28	131	Above

Community Quality and Inclusiveness Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Sense of community	60	100	273	Similar
Openness and acceptance of the community toward people of diverse backgrounds	67	27	242	Much above
Availability of affordable quality child care	50	44	209	Above
Gaithersburg as a place to raise kids	67	182	332	Similar
Gaithersburg as a place to retire	57	185	317	Similar

Services Provided for Population Subgroups Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services to seniors	67	36	267	Much above
Services to youth	63	49	244	Much above
Services to low income people	59	8	212	Much above

Civic Engagement Opportunities Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in community matters	64	37	164	Above
Opportunities to volunteer	68	57	163	Similar

Participation in Civic Engagement Opportunities Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	14	216	220	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	31	128	177	Much less
Volunteered your time to some group or activity in Gaithersburg	37	154	220	Less
Participated in a club or civic group in Gaithersburg	23	110	138	Less
Provided help to a friend or neighbor	87	135	136	Less

Voter Behavior Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Registered to vote	65	226	227	Much less
Voted in last general election	64	198	226	Much less

Use of Information Sources Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Visited the City of Gaithersburg Web site	62	69	160	Similar

Local Government Media Services and Information Dissemination Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Public information services	61	97	254	Similar

Social Engagement Opportunities Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in social events and activities	62	41	162	Above
Opportunities to participate in religious or spiritual events and activities	71	30	131	Above

Contact with Immediate Neighbors Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Has contact with neighbors at least several times per week	45	105	156	Similar

Public Trust Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Value of services for the taxes paid to Gaithersburg	58	60	354	Much above
The overall direction that Gaithersburg is taking	65	17	289	Much above
Job Gaithersburg government does at welcoming citizen involvement	59	25	293	Much above
Overall image or reputation of Gaithersburg	64	125	283	Similar

Services Provided by Local, State and Federal Governments Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services provided by the City of Gaithersburg	71	44	382	Much above
Services provided by the Federal Government	59	1	231	Much above
Services provided by the State Government	61	2	233	Much above
Services provided by Montgomery County Government	66	2	145	Much above

Contact with City Employees Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Had contact with City employee(s) in last 12 months	30	252	256	Much less

Perceptions of City Employees (Among Those Who Had Contact) Benchmarks				
	Gaithersburg average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Knowledge	80	12	295	Much above
Responsiveness	80	8	290	Much above
Courteousness	79	27	241	Much above
Overall impression	77	18	340	Much above

## JURISDICTIONS INCLUDED IN NATIONAL BENCHMARK COMPARISONS

Valdez, AK .....	3,976	Livermore, CA.....	80,968
Auburn, AL.....	53,380	Lodi, CA .....	62,134
Gulf Shores, AL .....	9,741	Long Beach, CA .....	462,257
Tuskegee, AL.....	9,865	Lynwood, CA.....	69,772
Vestavia Hills, AL .....	34,033	Menlo Park, CA.....	32,026
Fayetteville, AR .....	73,580	Mission Viejo, CA .....	93,305
Little Rock, AR .....	193,524	Mountain View, CA .....	74,066
Avondale, AZ .....	76,238	Newport Beach, CA .....	85,186
Casa Grande, AZ .....	48,571	Palm Springs, CA .....	44,552
Chandler, AZ.....	236,123	Palo Alto, CA .....	64,403
Cococino County, AZ.....	134,421	Poway, CA .....	47,811
Dewey-Humboldt, AZ.....	3,894	Rancho Cordova, CA .....	64,776
Flagstaff, AZ .....	65,870	Richmond, CA .....	103,701
Florence, AZ .....	25,536	San Diego, CA .....	1,307,402
Gilbert, AZ .....	208,453	San Francisco, CA .....	805,235
Goodyear, AZ .....	65,275	San Jose, CA.....	945,942
Green Valley, AZ .....	21,391	San Luis Obispo County, CA.....	269,637
Kingman, AZ .....	28,068	San Mateo, CA .....	97,207
Marana, AZ .....	34,961	San Rafael, CA .....	57,713
Maricopa County, AZ .....	3,817,117	Santa Monica, CA .....	89,736
Mesa, AZ.....	439,041	South Lake Tahoe, CA.....	21,403
Peoria, AZ .....	154,065	Stockton, CA.....	291,707
Phoenix, AZ .....	1,445,632	Sunnyvale, CA .....	140,081
Pinal County, AZ.....	375,770	Temecula, CA .....	100,097
Prescott Valley, AZ.....	38,822	Thousand Oaks, CA .....	126,683
Queen Creek, AZ .....	26,361	Visalia, CA .....	124,442
Scottsdale, AZ .....	217,385	Walnut Creek, CA.....	64,173
Sedona, AZ .....	10,031	Adams County, CO.....	441,603
Surprise, AZ .....	117,517	Arapahoe County, CO.....	572,003
Tempe, AZ .....	161,719	Archuleta County, CO.....	12,084
Yuma, AZ.....	93,064	Arvada, CO.....	106,433
Yuma County, AZ.....	195,751	Aspen, CO .....	6,658
Apple Valley, CA.....	69,135	Aurora, CO .....	325,078
Benicia, CA .....	26,997	Boulder, CO .....	97,385
Brea, CA.....	39,282	Boulder County, CO .....	294,567
Brisbane, CA .....	4,282	Breckenridge, CO .....	4,540
Burlingame, CA.....	28,806	Broomfield, CO .....	55,889
Carlsbad, CA .....	105,328	Centennial, CO .....	100,377
Chula Vista, CA.....	243,916	Clear Creek County, CO .....	9,088
Concord, CA .....	122,067	Colorado Springs, CO .....	416,427
Coronado, CA .....	18,912	Commerce City, CO.....	45,913
Cupertino, CA .....	58,302	Craig, CO.....	9,464
Davis, CA.....	65,622	Crested Butte, CO .....	1,487
Del Mar, CA.....	4,161	Douglas County, CO.....	285,465
Dublin, CA.....	46,036	Durango, CO .....	16,887
El Cerrito, CA .....	23,549	Eagle County, CO .....	52,197
Elk Grove, CA .....	153,015	Edgewater, CO.....	5,170
Galt, CA .....	23,647	El Paso County, CO.....	622,263
La Mesa, CA.....	57,065	Englewood, CO .....	30,255
Laguna Beach, CA .....	22,723	Estes Park, CO.....	5,858

Fort Collins, CO .....	143,986	Escambia County, FL .....	297,619
Frisco, CO .....	2,683	Eustis, FL .....	18,558
Fruita, CO .....	12,646	Gainesville, FL .....	124,354
Georgetown, CO .....	1,034	Hillsborough County, FL .....	1,229,226
Gilpin County, CO .....	5,441	Jupiter, FL .....	55,156
Golden, CO .....	18,867	Kissimmee, FL .....	59,682
Grand County, CO .....	14,843	Lee County, FL .....	618,754
Greenwood Village, CO .....	13,925	Martin County, FL .....	146,318
Gunnison County, CO .....	15,324	Miami Beach, FL .....	87,779
Highlands Ranch, CO .....	96,713	North Palm Beach, FL .....	12,015
Hot Sulphur Springs, CO .....	663	Oakland Park, FL .....	41,363
Hudson, CO .....	2,356	Ocala, FL .....	56,315
Jackson County, CO .....	1,394	Oldsmar, FL .....	13,591
Jefferson County, CO .....	534,543	Oviedo, FL .....	33,342
Lafayette, CO .....	24,453	Palm Bay, FL .....	103,190
Lakewood, CO .....	142,980	Palm Beach County, FL .....	1,320,134
Larimer County, CO .....	299,630	Palm Beach Gardens, FL .....	48,452
Lone Tree, CO .....	10,218	Palm Coast, FL .....	75,180
Longmont, CO .....	86,270	Panama City, FL .....	36,484
Louisville, CO .....	18,376	Pasco County, FL .....	464,697
Loveland, CO .....	66,859	Pinellas County, FL .....	916,542
Mesa County, CO .....	146,723	Pinellas Park, FL .....	49,079
Montrose, CO .....	19,132	Port Orange, FL .....	56,048
Northglenn, CO .....	35,789	Port St. Lucie, FL .....	164,603
Park County, CO .....	16,206	Sanford, FL .....	53,570
Parker, CO .....	45,297	Sarasota, FL .....	51,917
Pitkin County, CO .....	17,148	Seminole, FL .....	17,233
Pueblo, CO .....	106,595	South Daytona, FL .....	12,252
Salida, CO .....	5,236	St. Cloud, FL .....	35,183
Steamboat Springs, CO .....	12,088	Tallahassee, FL .....	181,376
Sterling, CO .....	14,777	Titusville, FL .....	43,761
Summit County, CO .....	27,994	Volusia County, FL .....	494,593
Teller County, CO .....	23,350	Walton County, FL .....	55,043
Thornton, CO .....	118,772	Winter Garden, FL .....	34,568
Westminster, CO .....	106,114	Winter Park, FL .....	27,852
Wheat Ridge, CO .....	30,166	Albany, GA .....	77,434
Windsor, CO .....	18,644	Alpharetta, GA .....	57,551
Coventry, CT .....	2,990	Cartersville, GA .....	19,731
Hartford, CT .....	124,775	Conyers, GA .....	15,195
Dover, DE .....	36,047	Decatur, GA .....	19,335
Rehoboth Beach, DE .....	1,327	McDonough, GA .....	22,084
Belleair Beach, FL .....	1,560	Milton, GA .....	32,661
Brevard County, FL .....	543,376	Peachtree City, GA .....	34,364
Cape Coral, FL .....	154,305	Roswell, GA .....	88,346
Charlotte County, FL .....	159,978	Sandy Springs, GA .....	93,853
Clearwater, FL .....	107,685	Savannah, GA .....	136,286
Collier County, FL .....	321,520	Smyrna, GA .....	51,271
Cooper City, FL .....	28,547	Snellville, GA .....	18,242
Coral Springs, FL .....	121,096	Suwanee, GA .....	15,355
Dania Beach, FL .....	29,369	Valdosta, GA .....	54,518
Daytona Beach, FL .....	61,005	Honolulu, HI .....	953,207
Delray Beach, FL .....	60,522	Ames, IA .....	58,965
Destin, FL .....	12,305	Ankeny, IA .....	45,582

Bettendorf, IA.....	33,217	Lawrence, KS.....	87,643
Cedar Falls, IA.....	39,260	Merriam, KS.....	11,003
Cedar Rapids, IA.....	126,326	Mission, KS.....	9,323
Davenport, IA.....	99,685	Olathe, KS.....	125,872
Des Moines, IA.....	203,433	Overland Park, KS.....	173,372
Indianola, IA.....	14,782	Roeland Park, KS.....	6,731
Muscatine, IA.....	22,886	Salina, KS.....	47,707
Urbandale, IA.....	39,463	Wichita, KS.....	382,368
West Des Moines, IA.....	56,609	Bowling Green, KY.....	58,067
Boise, ID.....	205,671	Daviess County, KY.....	96,656
Jerome, ID.....	10,890	New Orleans, LA.....	343,829
Meridian, ID.....	75,092	Andover, MA.....	8,762
Moscow, ID.....	23,800	Barnstable, MA.....	45,193
Pocatello, ID.....	54,255	Burlington, MA.....	24,498
Post Falls, ID.....	27,574	Cambridge, MA.....	105,162
Twin Falls, ID.....	44,125	Needham, MA.....	28,886
Batavia, IL.....	26,045	Worcester, MA.....	181,045
Bloomington, IL.....	76,610	Baltimore, MD.....	620,961
Centralia, IL.....	13,032	Baltimore County, MD.....	805,029
Collinsville, IL.....	25,579	Dorchester County, MD.....	32,618
Crystal Lake, IL.....	40,743	La Plata, MD.....	8,753
DeKalb, IL.....	43,862	Montgomery County, MD.....	971,777
Elmhurst, IL.....	44,121	Ocean City, MD.....	7,102
Evanston, IL.....	74,486	Prince George's County, MD.....	863,420
Freeport, IL.....	25,638	Rockville, MD.....	61,209
Gurnee, IL.....	31,295	Takoma Park, MD.....	16,715
Highland Park, IL.....	29,763	Saco, ME.....	18,482
Lincolnwood, IL.....	12,590	Scarborough, ME.....	4,403
Lyons, IL.....	10,729	South Portland, ME.....	25,002
Naperville, IL.....	141,853	Ann Arbor, MI.....	113,934
Normal, IL.....	52,497	Battle Creek, MI.....	52,347
Oak Park, IL.....	51,878	Escanaba, MI.....	12,616
O'Fallon, IL.....	28,281	Farmington Hills, MI.....	79,740
Palatine, IL.....	68,557	Flushing, MI.....	8,389
Park Ridge, IL.....	37,480	Gladstone, MI.....	4,973
Peoria County, IL.....	186,494	Howell, MI.....	9,489
Riverside, IL.....	8,875	Jackson County, MI.....	160,248
Sherman, IL.....	4,148	Kalamazoo, MI.....	74,262
Shorewood, IL.....	15,615	Kalamazoo County, MI.....	250,331
Skokie, IL.....	64,784	Midland, MI.....	41,863
Sugar Grove, IL.....	8,997	Novi, MI.....	55,224
Wilmington, IL.....	5,724	Ottawa County, MI.....	263,801
Woodridge, IL.....	32,971	Petoskey, MI.....	5,670
Brownsburg, IN.....	21,285	Port Huron, MI.....	30,184
Fishers, IN.....	76,794	Rochester, MI.....	12,711
Munster, IN.....	23,603	Sault Sainte Marie, MI.....	14,144
Noblesville, IN.....	51,969	South Haven, MI.....	4,403
Abilene, KS.....	6,844	Village of Howard City, MI.....	1,808
Arkansas City, KS.....	12,415	Blue Earth, MN.....	3,353
Fairway, KS.....	3,882	Carver County, MN.....	91,042
Garden City, KS.....	26,658	Chanhassen, MN.....	22,952
Gardner, KS.....	19,123	Dakota County, MN.....	398,552
Johnson County, KS.....	544,179	Duluth, MN.....	86,265

Fridley, MN.....	27,208	Lebanon, NH.....	13,151
Hutchinson, MN.....	14,178	Alamogordo, NM.....	30,403
Maple Grove, MN.....	61,567	Albuquerque, NM.....	545,852
Mayer, MN.....	1,749	Bloomfield, NM.....	8,112
Medina, MN.....	4,892	Farmington, NM.....	45,877
Minneapolis, MN.....	382,578	Los Alamos County, NM.....	17,950
Olmsted County, MN.....	144,248	Rio Rancho, NM.....	87,521
Scott County, MN.....	129,928	San Juan County, NM.....	130,044
St. Louis County, MN.....	200,226	Carson City, NV.....	55,274
Washington County, MN.....	238,136	Henderson, NV.....	257,729
Woodbury, MN.....	61,961	North Las Vegas, NV.....	216,961
Blue Springs, MO.....	52,575	Reno, NV.....	225,221
Branson, MO.....	10,520	Sparks, NV.....	90,264
Clay County, MO.....	221,939	Washoe County, NV.....	421,407
Clayton, MO.....	15,939	Canandaigua, NY.....	10,545
Ellisville, MO.....	9,133	Geneva, NY.....	13,261
Harrisonville, MO.....	10,019	New York City, NY.....	8,175,133
Jefferson City, MO.....	43,079	Ogdensburg, NY.....	11,128
Joplin, MO.....	50,150	Blue Ash, OH.....	12,114
Lee's Summit, MO.....	91,364	Delaware, OH.....	34,753
Liberty, MO.....	29,149	Dublin, OH.....	41,751
Maryland Heights, MO.....	27,472	Kettering, OH.....	56,163
Maryville, MO.....	11,972	Lebanon, OH.....	20,033
Platte City, MO.....	4,691	Orange Village, OH.....	3,323
Raymore, MO.....	19,206	Sandusky, OH.....	25,793
Richmond Heights, MO.....	8,603	Springboro, OH.....	17,409
Riverside, MO.....	2,937	Sylvania Township, OH.....	18,965
Rolla, MO.....	19,559	Upper Arlington, OH.....	33,771
Wentzville, MO.....	29,070	Broken Arrow, OK.....	98,850
Starkville, MS.....	23,888	Edmond, OK.....	81,405
Billings, MT.....	104,170	Norman, OK.....	110,925
Bozeman, MT.....	37,280	Oklahoma City, OK.....	579,999
Missoula, MT.....	66,788	Stillwater, OK.....	45,688
Asheville, NC.....	83,393	Tulsa, OK.....	391,906
Cabarrus County, NC.....	178,011	Albany, OR.....	50,158
Cary, NC.....	135,234	Ashland, OR.....	20,078
Charlotte, NC.....	731,424	Bend, OR.....	76,639
Concord, NC.....	79,066	Corvallis, OR.....	54,462
Davidson, NC.....	10,944	Eugene, OR.....	156,185
High Point, NC.....	104,371	Forest Grove, OR.....	21,083
Hillsborough, NC.....	6,087	Hermiston, OR.....	16,745
Indian Trail, NC.....	33,518	Jackson County, OR.....	203,206
Kannapolis, NC.....	42,625	Keizer, OR.....	36,478
Mecklenburg County, NC.....	919,628	Lane County, OR.....	351,715
Mooresville, NC.....	32,711	McMinnville, OR.....	32,187
Wake Forest, NC.....	30,117	Medford, OR.....	74,907
Wilmington, NC.....	106,476	Multnomah County, OR.....	735,334
Winston-Salem, NC.....	229,617	Portland, OR.....	583,776
Wahpeton, ND.....	7,766	Springfield, OR.....	59,403
Cedar Creek, NE.....	390	Tualatin, OR.....	26,054
Grand Island, NE.....	48,520	Borough of Ebensburg, PA.....	3,351
La Vista, NE.....	15,758	Chambersburg, PA.....	20,268
Dover, NH.....	29,987	Cumberland County, PA.....	235,406

Kutztown Borough, PA.....	5,012	Saratoga Springs, UT.....	17,781
Philadelphia, PA.....	1,526,006	Springville, UT.....	29,466
State College, PA.....	42,034	Washington City, UT.....	18,761
East Providence, RI.....	47,037	Albemarle County, VA.....	98,970
Newport, RI.....	24,672	Arlington County, VA.....	207,627
Greer, SC.....	25,515	Ashland, VA.....	7,225
Rock Hill, SC.....	66,154	Blacksburg, VA.....	42,620
Rapid City, SD.....	67,956	Botetourt County, VA.....	33,148
Sioux Falls, SD.....	153,888	Chesapeake, VA.....	222,209
Cookeville, TN.....	30,435	Chesterfield County, VA.....	316,236
Johnson City, TN.....	63,152	Fredericksburg, VA.....	24,286
Morristown, TN.....	29,137	Hampton, VA.....	137,436
Nashville, TN.....	601,222	Hanover County, VA.....	99,863
Oak Ridge, TN.....	29,330	Herndon, VA.....	23,292
White House, TN.....	10,255	Hopewell, VA.....	22,591
Arlington, TX.....	365,438	James City County, VA.....	67,009
Austin, TX.....	790,390	Lexington, VA.....	7,042
Benbrook, TX.....	21,234	Lynchburg, VA.....	75,568
Bryan, TX.....	76,201	Montgomery County, VA.....	94,392
Colleyville, TX.....	22,807	Newport News, VA.....	180,719
Corpus Christi, TX.....	305,215	Prince William County, VA.....	402,002
Dallas, TX.....	1,197,816	Purcellville, VA.....	7,727
Denton, TX.....	113,383	Radford, VA.....	16,408
Duncanville, TX.....	38,524	Roanoke, VA.....	97,032
El Paso, TX.....	649,121	Spotsylvania County, VA.....	122,397
Flower Mound, TX.....	64,669	Stafford County, VA.....	128,961
Fort Worth, TX.....	741,206	Virginia Beach, VA.....	437,994
Georgetown, TX.....	47,400	Williamsburg, VA.....	14,068
Grand Prairie, TX.....	175,396	York County, VA.....	65,464
Houston, TX.....	2,099,451	Chittenden County, VT.....	156,545
Hurst, TX.....	37,337	Montpelier, VT.....	7,855
Hutto, TX.....	14,698	Airway Heights, WA.....	6,114
Irving, TX.....	216,290	Auburn, WA.....	70,180
League City, TX.....	83,560	Bellevue, WA.....	122,363
McAllen, TX.....	129,877	Bellingham, WA.....	80,885
McKinney, TX.....	131,117	Clark County, WA.....	425,363
Pasadena, TX.....	149,043	Federal Way, WA.....	89,306
Plano, TX.....	259,841	Gig Harbor, WA.....	7,126
Round Rock, TX.....	99,887	Hoquiam, WA.....	8,726
Rowlett, TX.....	56,199	Kirkland, WA.....	48,787
San Marcos, TX.....	44,894	Kitsap County, WA.....	251,133
Shenandoah, TX.....	2,134	Lynnwood, WA.....	35,836
Southlake, TX.....	26,575	Maple Valley, WA.....	22,684
Sugar Land, TX.....	78,817	Mountlake Terrace, WA.....	19,909
Temple, TX.....	66,102	Olympia, WA.....	46,478
Tomball, TX.....	10,753	Pasco, WA.....	59,781
Westlake, TX.....	992	Redmond, WA.....	54,144
Farmington, UT.....	18,275	Renton, WA.....	90,927
Park City, UT.....	7,558	Snoqualmie, WA.....	10,670
Provo, UT.....	112,488	Tacoma, WA.....	198,397
Riverdale, UT.....	8,426	Vancouver, WA.....	161,791
Salt Lake City, UT.....	186,440	West Richland, WA.....	11,811
Sandy, UT.....	87,461	Woodland, WA.....	5,509

Columbus, WI .....	4,991	Wausau, WI .....	39,106
De Pere, WI .....	23,800	Wind Point, WI .....	1,723
Eau Claire, WI .....	65,883	Morgantown, WV .....	29,660
Madison, WI .....	233,209	Cheyenne, WY .....	59,466
Merrill, WI .....	9,661	Gillette, WY .....	29,087
Oshkosh, WI .....	66,083	Laramie, WY .....	30,816
Racine, WI .....	78,860	Teton County, WY .....	21,294



CITY OF GAITHERSBURG, MD  
2011

Supplemental Web Survey Results

## CONTENTS

About This Report.....	1
Complete Survey Frequencies .....	2
Frequencies Excluding “Don’t Know” Responses .....	2
Frequencies Including “Don’t Know” Responses.....	12

## ABOUT THIS REPORT

As part of its participation in The National Citizen Survey™ (The NCS), the City of Gaithersburg conducted a mailed survey of 1,200xx residents. Surveys were mailed to randomly selected households in October 2011 and data was collected through November 29, 2011. After the official data collection period was over and the data were reported (see the report, *The National Citizen Survey: City of Gaithersburg, x2011*), the City made available the Web-based survey to its residents through a link on the City's Web site. Visitors to the site were able to complete the survey during December 2011 and 394 surveys were received.

This report contains the results of this administration of the Web-based survey and have not been weighted to current population estimates of the City.

## COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Gaithersburg:	Excellent	Good	Fair	Poor	Total
Gaithersburg as a place to live	40%	44%	12%	3%	100%
Your neighborhood as a place to live	52%	33%	9%	6%	100%
Gaithersburg as a place to raise children	41%	39%	16%	4%	100%
Gaithersburg as a place to work	32%	40%	19%	9%	100%
Gaithersburg as a place to retire	17%	26%	31%	26%	100%
The overall quality of life in Gaithersburg	31%	52%	13%	3%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Gaithersburg as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	22%	44%	24%	10%	100%
Openness and acceptance of the community towards people of diverse backgrounds	30%	50%	16%	3%	100%
Overall appearance of Gaithersburg	20%	51%	24%	5%	100%
Overall quality of new development in Gaithersburg	17%	49%	24%	9%	100%
Variety of housing options	21%	50%	22%	7%	100%
Overall quality of business and service establishments in Gaithersburg	15%	50%	27%	8%	100%
Shopping opportunities	19%	42%	31%	9%	100%
Opportunities to attend cultural activities	24%	42%	28%	6%	100%
Recreational opportunities	33%	44%	20%	3%	100%
Employment opportunities	8%	42%	33%	17%	100%
Educational opportunities	22%	46%	22%	9%	100%
Opportunities to participate in social events and activities	27%	49%	20%	5%	100%
Opportunities to participate in religious or spiritual events and activities	31%	51%	14%	3%	100%
Opportunities to volunteer	36%	45%	14%	4%	100%
Opportunities to participate in community matters	31%	47%	17%	6%	100%
Ease of car travel in Gaithersburg	12%	42%	33%	13%	100%
Ease of bus travel in Gaithersburg	18%	31%	34%	17%	100%
Ease of bicycle travel in Gaithersburg	9%	22%	35%	34%	100%
Ease of walking in Gaithersburg	15%	37%	33%	15%	100%
Availability of paths and walking trails	16%	34%	30%	20%	100%
Traffic flow on major streets	3%	32%	41%	24%	100%
Amount of public parking	12%	50%	28%	10%	100%
Availability of affordable quality housing	10%	33%	37%	21%	100%
Availability of affordable quality child care	12%	34%	39%	15%	100%
Availability of affordable quality health care	18%	47%	24%	11%	100%
Availability of affordable quality food	22%	50%	22%	6%	100%
Availability of preventive health services	19%	50%	23%	7%	100%
Air quality	16%	55%	26%	3%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Gaithersburg as a whole:	Excellent	Good	Fair	Poor	Total
Quality of overall natural environment in Gaithersburg	20%	51%	23%	7%	100%
Overall image or reputation of Gaithersburg	22%	44%	22%	12%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Gaithersburg over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	3%	40%	35%	22%	100%
Retail growth (stores, restaurants, etc.)	13%	31%	46%	8%	2%	100%
Jobs growth	24%	52%	24%	0%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gaithersburg?	Percent of respondents
Not a problem	19%
Minor problem	50%
Moderate problem	23%
Major problem	8%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Gaithersburg:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	24%	48%	10%	14%	4%	100%
Property crimes (e.g., burglary, theft)	12%	45%	10%	27%	6%	100%
Environmental hazards, including toxic waste	42%	35%	15%	7%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	69%	25%	3%	2%	1%	100%
In your neighborhood after dark	35%	44%	6%	12%	4%	100%
In Gaithersburg's downtown area during the day	36%	40%	10%	12%	2%	100%
In Gaithersburg's downtown area after dark	5%	20%	17%	42%	16%	100%

Question 7: Contact with Police Department		
Have you had any in-person or phone contact with an employee of the City of Gaithersburg Police Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the City of Gaithersburg Police Department within the last 12 months?	60%	40%

**Question 8: Ratings of Contact with Police Department**

What was your overall impression of your most recent contact with the City of Gaithersburg Police Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the City of Gaithersburg Police Department?	52%	26%	14%	8%

**Question 9: Crime Victim**

During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	89%
Yes	11%
Total	100%

**Question 10: Crime Reporting**

If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	19%
Yes	81%
Total	100%

**Question 11: Resident Behaviors**

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Gaithersburg?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Gaithersburg public libraries or their services	28%	26%	28%	9%	10%	100%
Used Gaithersburg recreation centers	28%	27%	25%	10%	10%	100%
Participated in a recreation program or activity	33%	25%	25%	11%	6%	100%
Visited a neighborhood park or City park	10%	19%	35%	17%	19%	100%
Ridden a local bus within Gaithersburg	70%	14%	10%	3%	3%	100%
Attended a meeting of local elected officials or other local public meeting	51%	25%	16%	4%	3%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	49%	28%	17%	3%	3%	100%
Visited the City of Gaithersburg Web site (at www.gaithersburgmd.gov)	8%	17%	40%	19%	16%	100%
Recycled used paper, cans or bottles from your home	1%	2%	2%	6%	90%	100%
Volunteered your time to some group or activity in Gaithersburg	38%	18%	20%	10%	14%	100%
Participated in religious or spiritual activities in Gaithersburg	56%	12%	10%	6%	17%	100%
Participated in a club or civic group in Gaithersburg	57%	12%	15%	6%	9%	100%
Provided help to a friend or neighbor	4%	16%	45%	17%	19%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	28%
Several times a week	30%
Several times a month	25%
Less than several times a month	18%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Gaithersburg:	Excellent	Good	Fair	Poor	Total
Police services	35%	49%	13%	3%	100%
Crime prevention	18%	54%	21%	7%	100%
Traffic enforcement	16%	50%	25%	10%	100%
Street repair	18%	54%	23%	6%	100%
Street cleaning	32%	54%	12%	2%	100%
Street lighting	21%	52%	21%	6%	100%
Snow removal	51%	36%	11%	2%	100%
Sidewalk maintenance	23%	56%	17%	5%	100%
Recycling	64%	32%	4%	1%	100%
Yard waste pick-up	54%	36%	7%	2%	100%
Storm drainage	30%	52%	13%	5%	100%
City parks	39%	50%	10%	1%	100%
Recreation programs or classes	44%	43%	12%	1%	100%
Recreation centers or facilities	44%	44%	11%	1%	100%
Land use, planning and zoning	12%	42%	31%	15%	100%
Code enforcement (weeds, abandoned buildings, etc.)	20%	44%	21%	15%	100%
Animal control	29%	49%	19%	3%	100%
Economic development	10%	38%	34%	18%	100%
Services to seniors	26%	49%	19%	6%	100%
Services to youth	33%	46%	16%	6%	100%
Services to low-income people	28%	41%	22%	10%	100%
Public information services	23%	45%	22%	10%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	25%	43%	23%	10%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	20%	39%	23%	18%	100%
City cable TV (Channel 13 for Comcast and RCN, Channel 25 for FiOS)	20%	45%	26%	9%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Gaithersburg	37%	46%	12%	5%	100%
The Federal Government	7%	42%	36%	15%	100%
The State Government	5%	45%	37%	12%	100%
Montgomery County Government	11%	52%	26%	11%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Gaithersburg to someone who asks	55%	33%	6%	6%	100%
Remain in Gaithersburg for the next five years	63%	20%	9%	8%	100%

Question 16: Impact of the Economy	
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 of respondents
Very positive	2%
Somewhat positive	11%
Neutral	47%
Somewhat negative	30%
Very negative	10%
Total	100%

Question 17: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Gaithersburg within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	31%
Yes	69%
Total	100%

Question 18: City Employees					
What was your impression of the employee(s) of the City of Gaithersburg in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	55%	32%	10%	3%	100%
Responsiveness	55%	31%	10%	4%	100%
Courtesy	61%	31%	6%	3%	100%
Overall impression	54%	32%	10%	4%	100%

Question 19: Government Performance					
Please rate the following categories of Gaithersburg government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Gaithersburg	32%	41%	18%	9%	100%
The overall direction that Gaithersburg is taking	23%	40%	21%	15%	100%
The job Gaithersburg government does at welcoming citizen involvement	29%	35%	24%	13%	100%

Question 20a: Custom Question 1	
Does your household have Internet access?	Percent of respondents
No	0%
Yes	100%
Total	100%

Question 20b: Custom Question 2	
Do you read a local newspaper (in print or online) on a regular basis?	Percent of respondents
No	12%
Yes	88%
Total	100%

Question 20c: Custom Question 3				
Please indicate whether you use each of the following as a major source; a minor source; or not a source of information to find out about news and events in Gaithersburg:	Major source	Minor source	Not a source	Total
Direct e-mails	46%	32%	22%	100%
Direct mailings	32%	48%	21%	100%
Local newspaper (print version)	57%	32%	11%	100%
Online news and event sources	45%	43%	11%	100%
City cable TV (Channel 13 for Comcast and RCN, Channel 25 for FiOS)	4%	30%	66%	100%
City Web site (www.gaithersburgmd.gov)	43%	44%	14%	100%
Mobile applications (e.g., Facebook, Twitter)	18%	23%	59%	100%

Question 20d: Custom Question 4					
To assist the City with prioritization of initiatives, please indicate how important, if at all, each of the following local issues is to you:	Essential	Very important	Somewhat important	Not at all important	Total
Decreased traffic congestion	40%	39%	19%	1%	100%
Noise abatement	13%	27%	40%	21%	100%
Reduced crowding in schools	39%	29%	21%	11%	100%
Green space preservation	37%	42%	17%	4%	100%
Energy conservation	31%	45%	20%	5%	100%
Increased police presence	29%	35%	30%	6%	100%
Increased recreational and cultural opportunities	15%	29%	45%	10%	100%
Increased retail options	19%	33%	35%	13%	100%
Improved public transportation	17%	31%	40%	13%	100%
Improved bicycle/pedestrian access	29%	31%	30%	10%	100%
Affordable housing options	18%	23%	37%	22%	100%
Increased employment opportunities	33%	34%	27%	6%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	16%
Yes, full-time	71%
Yes, part-time	14%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	58%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%
Bus, rail, subway or other public transportation	10%
Walk	2%
Bicycle	0%
Work at home	18%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Gaithersburg?	Percent of respondents
Less than 2 years	3%
2 to 5 years	18%
6 to 10 years	19%
11 to 20 years	28%
More than 20 years	32%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	59%
House attached to one or more houses (e.g., a duplex or townhome)	31%
Building with two or more apartments or condominiums	10%
Mobile home	0%
Other	0%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	4%
Owned by you or someone in this house with a mortgage or free and clear	96%
Total	100%

<b>Question D6: Monthly Housing Cost</b>	
<b>About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?</b>	<b>Percent of respondents</b>
Less than \$300 per month	1%
\$300 to \$599 per month	4%
\$600 to \$999 per month	5%
\$1,000 to \$1,499 per month	11%
\$1,500 to \$2,499 per month	35%
\$2,500 or more per month	44%
Total	100%

<b>Question D7: Presence of Children in Household</b>	
<b>Do any children 17 or under live in your household?</b>	<b>Percent of respondents</b>
No	54%
Yes	46%
Total	100%

<b>Question D8: Presence of Older Adults in Household</b>	
<b>Are you or any other members of your household aged 65 or older?</b>	<b>Percent of respondents</b>
No	85%
Yes	15%
Total	100%

<b>Question D9: Household Income</b>	
<b>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.)</b>	<b>Percent of respondents</b>
Less than \$24,999	1%
\$25,000 to \$49,999	4%
\$50,000 to \$99,999	19%
\$100,000 to \$149,000	33%
\$150,000 or more	42%
Total	100%

<b>Question D10: Ethnicity</b>	
<b>Are you Spanish, Hispanic or Latino?</b>	<b>Percent of respondents</b>
No, not Spanish, Hispanic or Latino	94%
Yes, I consider myself to be Spanish, Hispanic or Latino	6%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	8%
Black or African American	3%
White	86%
Other	4%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	0%
25 to 34 years	10%
35 to 44 years	28%
45 to 54 years	28%
55 to 64 years	24%
65 to 74 years	8%
75 years or older	2%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	59%
Male	41%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	3%
Yes	95%
Ineligible to vote	2%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	15%
Yes	83%
Ineligible to vote	2%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	3%
Yes	97%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	14%
Yes	86%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	30%
Land line	50%
Both	21%
Total	100%

### FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Gaithersburg:	Excellent		Good		Fair		Poor		Don't know		Total	
Gaithersburg as a place to live	40%	156	44%	172	12%	48	3%	13	0%	1	100%	390
Your neighborhood as a place to live	52%	202	33%	128	9%	36	6%	22	1%	4	100%	392
Gaithersburg as a place to raise children	37%	144	35%	137	14%	56	4%	15	10%	38	100%	390
Gaithersburg as a place to work	24%	94	29%	115	14%	56	6%	25	26%	104	100%	394
Gaithersburg as a place to retire	13%	50	19%	75	23%	90	20%	77	26%	100	100%	392
The overall quality of life in Gaithersburg	31%	123	52%	205	13%	51	3%	12	0%	1	100%	392

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Gaithersburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	22%	69	44%	138	23%	74	10%	32	1%	2	100%	315
Openness and acceptance of the community towards people of diverse backgrounds	30%	95	50%	158	16%	51	3%	11	1%	4	100%	319
Overall appearance of Gaithersburg	20%	63	51%	163	24%	76	5%	15	1%	2	100%	319
Overall quality of new development in Gaithersburg	16%	52	46%	147	23%	73	9%	27	6%	18	100%	317
Variety of housing options	20%	65	48%	154	21%	67	7%	23	4%	12	100%	321
Overall quality of business and service establishments in Gaithersburg	15%	48	50%	160	27%	86	8%	24	1%	2	100%	320
Shopping opportunities	19%	59	42%	132	31%	97	9%	30	0%	0	100%	318
Opportunities to attend cultural activities	23%	74	40%	129	27%	85	6%	18	4%	14	100%	320
Recreational opportunities	33%	105	44%	142	20%	63	3%	11	0%	1	100%	322
Employment opportunities	6%	19	31%	98	24%	77	12%	39	27%	87	100%	320
Educational opportunities	19%	62	41%	132	20%	64	8%	27	11%	34	100%	319
Opportunities to participate in social events and activities	25%	81	46%	148	19%	62	4%	14	5%	16	100%	321
Opportunities to participate in religious or spiritual events and activities	25%	81	41%	131	12%	37	3%	9	20%	63	100%	321
Opportunities to volunteer	31%	100	39%	124	12%	39	3%	11	15%	47	100%	321
Opportunities to participate in community matters	29%	93	44%	140	16%	50	5%	17	6%	18	100%	318

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Gaithersburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Ease of car travel in Gaithersburg	12%	38	42%	134	33%	106	13%	42	0%	1	100%
Ease of bus travel in Gaithersburg	10%	31	17%	54	18%	59	9%	30	45%	145	100%	319
Ease of bicycle travel in Gaithersburg	6%	20	15%	49	25%	79	24%	76	30%	95	100%	319
Ease of walking in Gaithersburg	14%	44	36%	113	31%	100	14%	46	5%	15	100%	318
Availability of paths and walking trails	14%	46	31%	99	28%	88	18%	57	9%	28	100%	318
Traffic flow on major streets	3%	11	32%	102	40%	128	24%	75	0%	1	100%	317
Amount of public parking	12%	37	48%	152	27%	86	10%	32	3%	11	100%	318
Availability of affordable quality housing	8%	25	27%	85	30%	95	17%	55	18%	59	100%	319
Availability of affordable quality child care	5%	16	14%	46	17%	53	6%	20	58%	183	100%	318
Availability of affordable quality health care	14%	44	36%	116	19%	60	9%	28	22%	71	100%	319
Availability of affordable quality food	21%	67	48%	153	21%	67	6%	19	3%	11	100%	317
Availability of preventive health services	15%	47	39%	123	18%	57	5%	17	24%	75	100%	319
Air quality	15%	46	51%	159	24%	74	3%	10	8%	25	100%	314
Quality of overall natural environment in Gaithersburg	20%	62	50%	159	23%	71	7%	21	1%	2	100%	315
Overall image or reputation of Gaithersburg	22%	71	44%	141	21%	69	12%	37	1%	3	100%	321

Question 3: Growth														
Please rate the speed of growth in the following categories in Gaithersburg over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	1%	2	2%	7	36%	112	31%	96	20%	61	11%	34	100%
Retail growth (stores, restaurants, etc.)	12%	39	29%	92	43%	137	8%	24	2%	7	6%	18	100%	317
Jobs growth	16%	52	35%	113	16%	52	0%	1	0%	0	32%	101	100%	319

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gaithersburg?	Percent of respondents	Count
Not a problem	17%	55
Minor problem	45%	144
Moderate problem	21%	66
Major problem	7%	22
Don't know	10%	32
Total	100%	319

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Gaithersburg:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	24%	76	47%	148	10%	31	14%	43	4%	13	2%	6	100%
Property crimes (e.g., burglary, theft)	12%	37	44%	140	10%	32	26%	83	6%	20	2%	6	100%	318
Environmental hazards, including toxic waste	36%	116	30%	96	13%	41	6%	20	1%	4	13%	41	100%	318

Question 6: Personal Safety														
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	69%	216	25%	80	3%	9	2%	5	1%	4	0%	0	100%
In your neighborhood after dark	35%	108	44%	137	6%	18	12%	38	4%	11	0%	0	100%	312
In Gaithersburg's downtown area during the day	32%	102	37%	115	9%	29	11%	35	2%	6	9%	27	100%	314
In Gaithersburg's downtown area after dark	4%	13	17%	52	14%	45	36%	112	14%	43	15%	48	100%	313

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Gaithersburg Police Department within the last 12 months?	No		Yes		Don't know		Total	
	Have you had any in-person or phone contact with an employee of the City of Gaithersburg Police Department within the last 12 months?	59%	187	39%	123	2%	5	100%

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Gaithersburg Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Gaithersburg Police Department?	52%	64	26%	32	14%	17	8%	10	0%	0	100%	123

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	88%	278
Yes	11%	36
Don't know	0%	1
Total	100%	315

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	19%	7
Yes	81%	29
Don't know	0%	0
Total	100%	36

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Gaithersburg?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Gaithersburg public libraries or their services	28%	86	26%	80	28%	85	9%	27	10%	30	100%	308
Used Gaithersburg recreation centers	28%	85	27%	82	25%	76	10%	32	10%	31	100%	306
Participated in a recreation program or activity	33%	102	25%	76	25%	77	11%	35	6%	18	100%	308
Visited a neighborhood park or City park	10%	30	19%	59	35%	108	17%	53	19%	59	100%	309
Ridden a local bus within Gaithersburg	70%	215	14%	43	10%	31	3%	8	3%	9	100%	306
Attended a meeting of local elected officials or other local public meeting	51%	158	25%	78	16%	50	4%	12	3%	10	100%	308
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	49%	151	28%	88	17%	53	3%	9	3%	8	100%	309

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Gaithersburg?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Visited the City of Gaithersburg Web site (at www.gaithersburgmd.gov)	8%	24	17%	53	40%	123	19%	59	16%	51	100%
Recycled used paper, cans or bottles from your home	1%	4	2%	5	2%	5	6%	18	90%	274	100%	306
Volunteered your time to some group or activity in Gaithersburg	38%	118	18%	56	20%	62	10%	30	14%	42	100%	308
Participated in religious or spiritual activities in Gaithersburg	56%	173	12%	36	10%	31	6%	18	17%	52	100%	310
Participated in a club or civic group in Gaithersburg	57%	174	12%	38	15%	47	6%	18	9%	29	100%	306
Provided help to a friend or neighbor	4%	11	16%	48	45%	137	17%	53	19%	58	100%	307

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	28%	86
Several times a week	30%	91
Several times a month	25%	77
Less than several times a month	18%	54
Total	100%	308

Question 13: Service Quality												
Please rate the quality of each of the following services in Gaithersburg:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	30%	88	42%	124	12%	34	3%	8	13%	38	100%
Crime prevention	16%	47	48%	141	18%	54	6%	17	12%	35	100%	294
Traffic enforcement	14%	42	46%	133	23%	66	9%	27	8%	22	100%	290
Street repair	18%	52	53%	156	22%	66	5%	16	1%	4	100%	294
Street cleaning	31%	90	52%	154	12%	35	2%	6	3%	9	100%	294
Street lighting	21%	61	52%	152	21%	60	6%	17	1%	2	100%	292
Snow removal	51%	149	35%	104	11%	32	2%	6	1%	4	100%	295
Sidewalk maintenance	22%	63	53%	155	16%	46	5%	14	5%	15	100%	293
Recycling	62%	183	31%	91	4%	11	1%	2	2%	7	100%	294
Yard waste pick-up	49%	144	33%	96	6%	19	2%	6	10%	30	100%	295

Question 13: Service Quality												
Please rate the quality of each of the following services in Gaithersburg:	Excellent		Good		Fair		Poor		Don't know		Total	
	Storm drainage	27%	78	46%	134	12%	34	5%	14	11%	33	100%
City parks	37%	108	47%	138	9%	28	1%	4	6%	17	100%	295
Recreation programs or classes	34%	99	33%	96	9%	26	1%	2	24%	71	100%	294
Recreation centers or facilities	35%	103	35%	103	9%	27	1%	2	19%	56	100%	291
Land use, planning and zoning	10%	29	34%	99	25%	73	12%	36	19%	54	100%	291
Code enforcement (weeds, abandoned buildings, etc.)	15%	43	33%	97	16%	46	12%	34	24%	71	100%	291
Animal control	21%	61	35%	103	14%	40	2%	7	28%	81	100%	292
Economic development	8%	23	30%	89	27%	80	15%	43	20%	57	100%	292
Services to seniors	13%	37	24%	71	9%	28	3%	9	51%	150	100%	295
Services to youth	21%	61	29%	86	10%	29	4%	11	36%	106	100%	293
Services to low-income people	12%	34	17%	50	9%	27	4%	12	58%	169	100%	292
Public information services	19%	55	37%	108	18%	52	8%	23	18%	52	100%	290
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	49	29%	85	15%	45	7%	19	32%	94	100%	292
Preservation of natural areas such as open space, farmlands and greenbelts	17%	51	33%	98	20%	58	15%	44	15%	43	100%	294
City cable TV (Channel 13 for Comcast and RCN, Channel 25 for FiOS)	11%	32	25%	72	14%	41	5%	15	45%	130	100%	290

Question 14: Government Services Overall												
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 Gaithersburg	37%	108	45%	133	12%	35	5%	14	1%	4	100%
The Federal Government	6%	18	38%	113	33%	98	14%	40	9%	25	100%	294
The State Government	5%	15	42%	124	35%	102	11%	33	7%	21	100%	295
Montgomery County Government	11%	31	50%	146	25%	73	11%	32	4%	11	100%	293

Question 15: Recommendation and Longevity												
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 Gaithersburg to someone who asks	54%	161	32%	96	6%	19	6%	18	1%	2	100%
Remain in Gaithersburg for the next five years	62%	184	20%	58	9%	26	7%	22	2%	5	100%	295

Question 16: Impact of the Economy		
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 of respondents	Count
Very positive	2%	6
Somewhat positive	11%	34
Neutral	47%	139
Somewhat negative	30%	88
Very negative	10%	29
Total	100%	296

Question 17: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Gaithersburg within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	31%	92
Yes	69%	204
Total	100%	296

Question 18: City Employees												
What was your impression of the employee(s) of the City of Gaithersburg in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	55%	111	32%	64	10%	20	3%	6	0%	1	100%	202
Responsiveness	55%	110	31%	63	10%	20	4%	8	0%	0	100%	201
Courtesy	61%	122	30%	61	6%	12	2%	5	0%	1	100%	201
Overall impression	54%	109	32%	65	10%	20	4%	9	0%	0	100%	203

Question 19: Government Performance												
Please rate the following categories of Gaithersburg government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Gaithersburg	31%	90	39%	113	17%	51	8%	24	5%	15	100%	293
The overall direction that Gaithersburg is taking	21%	62	37%	109	20%	58	14%	41	7%	21	100%	291
The job Gaithersburg government does at welcoming citizen involvement	24%	70	29%	85	20%	58	11%	32	16%	48	100%	293

Question 20a: Custom Question 1		
Does your household have Internet access?	Percent of respondents	Count
No	0%	1
Yes	100%	291
Don't know	0%	0
Total	100%	292

Question 20b: Custom Question 2		
Do you read a local newspaper (in print or online) on a regular basis?	Percent of respondents	Count
No	12%	35
Yes	88%	257
Total	100%	292

Question 20c: Custom Question 3									
Please indicate whether you use each of the following as a major source; a minor source; or not a source of information to find out about news and events in Gaithersburg:	Major source		Minor source		Not a source		Total		
	Direct e-mails	46%	134	32%	94	22%	63	100%	291
Direct mailings	32%	92	48%	139	21%	60	100%	291	
Local newspaper (print version)	57%	165	32%	92	11%	33	100%	290	
Online news and event sources	45%	131	43%	126	11%	33	100%	290	
City cable TV (Channel 13 for Comcast and RCN, Channel 25 for FiOS)	4%	12	30%	88	66%	190	100%	290	
City Web site (www.gaithersburgmd.gov)	43%	124	44%	127	14%	40	100%	291	
Mobile applications (e.g., Facebook, Twitter)	18%	52	23%	68	59%	170	100%	290	

Question 20d: Custom Question 4										
To assist the City with prioritization of initiatives, please indicate how important, if at all, each of the following local issues is to you:	Essential		Very important		Somewhat important		Not at all important		Total	
	Decreased traffic congestion	40%	116	39%	113	19%	56	1%	3	100%
Noise abatement	13%	36	27%	77	40%	115	21%	60	100%	288
Reduced crowding in schools	39%	112	29%	84	21%	62	11%	32	100%	290
Green space preservation	37%	107	42%	122	17%	48	4%	11	100%	288
Energy conservation	31%	88	45%	128	20%	58	5%	13	100%	287

Question 20d: Custom Question 4										
To assist the City with prioritization of initiatives, please indicate how important, if at all, each of the following local issues is to you:	Essential		Very important		Somewhat important		Not at all important		Total	
	Increased police presence	29%	82	35%	101	30%	85	6%	18	100%
Increased recreational and cultural opportunities	15%	44	29%	84	45%	130	10%	29	100%	287
Increased retail options	19%	55	33%	95	35%	99	13%	37	100%	286
Improved public transportation	17%	48	31%	89	40%	114	13%	36	100%	287
Improved bicycle/pedestrian access	29%	83	31%	88	30%	86	10%	30	100%	287
Affordable housing options	18%	51	23%	67	37%	107	22%	63	100%	288
Increased employment opportunities	33%	94	34%	98	27%	78	6%	18	100%	288

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	16%	45
Yes, full-time	71%	204
Yes, part-time	14%	40
Total	100%	289

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	58%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%
Bus, rail, subway or other public transportation	10%
Walk	2%
Bicycle	0%
Work at home	18%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Gaithersburg?	Percent of respondents	Count
Less than 2 years	3%	9
2 to 5 years	18%	51
6 to 10 years	19%	55
11 to 20 years	28%	82
More than 20 years	32%	91
Total	100%	288

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	59%	169
House attached to one or more houses (e.g., a duplex or townhome)	31%	89
Building with two or more apartments or condominiums	10%	28
Mobile home	0%	0
Other	0%	0
Total	100%	286

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	4%	12
Owned by you or someone in this house with a mortgage or free and clear	96%	272
Total	100%	284

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	1%	2
\$300 to \$599 per month	4%	10
\$600 to \$999 per month	5%	15
\$1,000 to \$1,499 per month	11%	31
\$1,500 to \$2,499 per month	35%	98
\$2,500 or more per month	44%	123
Total	100%	279

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	54%	156
Yes	46%	133
Total	100%	289

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	85%	243
Yes	15%	44
Total	100%	287

Question D9: Household Income		
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 of respondents	Count
Less than \$24,999	1%	4
\$25,000 to \$49,999	4%	11
\$50,000 to \$99,999	19%	51
\$100,000 to \$149,000	33%	89
\$150,000 or more	42%	113
Total	100%	268

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	94%	269
Yes, I consider myself to be Spanish, Hispanic or Latino	6%	16
Total	100%	285

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	3
Asian, Asian Indian or Pacific Islander	8%	23
Black or African American	3%	8
White	86%	244
Other	4%	10
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	0%	1
25 to 34 years	10%	29
35 to 44 years	28%	78
45 to 54 years	28%	78
55 to 64 years	24%	68
65 to 74 years	8%	22
75 years or older	2%	7
Total	100%	283

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	59%	167
Male	41%	114
Total	100%	281

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	3%	8
Yes	95%	271
Ineligible to vote	2%	5
Don't know	1%	2
Total	100%	286

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	15%	43
Yes	83%	237
Ineligible to vote	2%	5
Don't know	1%	2
Total	100%	287

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	3%	10
Yes	97%	277
Total	100%	287

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	14%	40
Yes	86%	247
Total	100%	287

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	30%	71
Land line	50%	119
Both	21%	49
Total	100%	239

## Significant Variances - Web vs. Mail In Survey

(9% point variance or more in excellent/good rating or frequency)

<u>Category</u>	<u>Web</u>	<u>Mail In</u>	<u>Point Variance</u>
Car Travel	54	66	-12
Bus Travel	49	76	-27
Bike Travel	31	61	-30
Walking	52	69	-17
Paths	50	64	-14
Traffic Flow	35	48	-13
Street Cleaning	86	77	9
Snow Removal	87	69	18
Ridden Bus	30	39	-9
Mode of Travel - Vehicle	58	73	-15
Work at Home	18	6	12
Variety of Housing	71	60	11
Quality of New Development	66	79	-13
Overall Appearance	71	82	-11
Zoning, Planning, Land Use	54	74	-20
Code Enforcement	64	74	-10
Shopping Opportunites	61	76	-15
Quality of Businesses/Services	65	75	-10
Retail Growth too Slow	44	27	17
Economic Development	48	69	-21
Positive Impact of Economy	13	30	-17
Safety in Neighborhood after Dark	79	66	13
Safety Downtown after dark	25	45	-20
Traffic Enforcement	66	77	-11
Contact with Police	40	22	18
Overall Natural Environment	71	81	-10
Air Quality	71	85	-14
Recycled in last year	99	85	14
Recycling Services	96	85	11
Used Recreation Center	72	42	30
Participate in Recreation Program	67	47	20
Visited Park	90	73	17
Used Library Services	72	63	9
Gaithersburg as Place to Retire	43	59	-16
Attended Public Meeting	49	14	35
Watched Public Meeting	51	31	20
Volunteered	62	37	25
Participated in Civic Group	43	23	20
Registered to Vote	95	70	25
Voted in Last General Election	83	69	14
Visited City Website	92	62	30
Talked/Visited with Neighbor	30	45	-15
Value of Svcs. For Taxes Paid in Gaithersb	73	61	12
Overall Direction of City	63	74	-11
Overall Image of City	66	75	-9
Services Provided by Federal Gov't	49	71	-22
Services Provided by State Gov't	50	74	-24
Services Provided by County Gov't	63	81	-18
Contact with City Employees	69	30	39