

City of Boise
a
CityMARKS™

Final Report

June 2005

CONTACT:

Michele Coleman
225 North 9th Street, Suite 200
Boise, Idaho 83702
P. (208) 364-0171
F. (208) 364-0181
mcoleman@nwrgr.com

SUBMITTED BY:



Executive Summary

Background / Overview

Cities today are competing with one another to successfully provide the essential services each city needs for their rapidly changing communities. In order to help cities think smart and grow strategically for these changes, cities need to provide the quality of services residents expect and require, be able to deliver the quality of life to attract and retain businesses and residents, allocate city's increasingly scarce resources to support important projects, and attract and retain the human and economic resources necessary to support long-term economic growth. By providing and knowing what your community needs, residents within the community will be more satisfied with their city.

Citizen satisfaction surveys have become increasingly more common as many jurisdictions attempt to gauge citizen expectations and satisfaction with government services. They have become important tools for identifying citizen preferences, detecting citizen satisfaction, measuring government performance, and involving citizens in the administrative process.

In 2005, as part of its strategic planning effort, the City of Boise conducted its first comprehensive citizen survey. City of Boise contracted with Northwest Research Group, Inc. to gain a greater understanding of the:

- ~ Perceptions of the quality of life in Boise,
- ~ Perceptions of the quality of city services,
- ~ Key city issues,
- ~ Code enforcement,
- ~ Personal safety,
- ~ Downtown Boise,
- ~ Budget priorities (overall priorities and specific departments),
- ~ Other key issues, and
- ~ Respondent demographics.

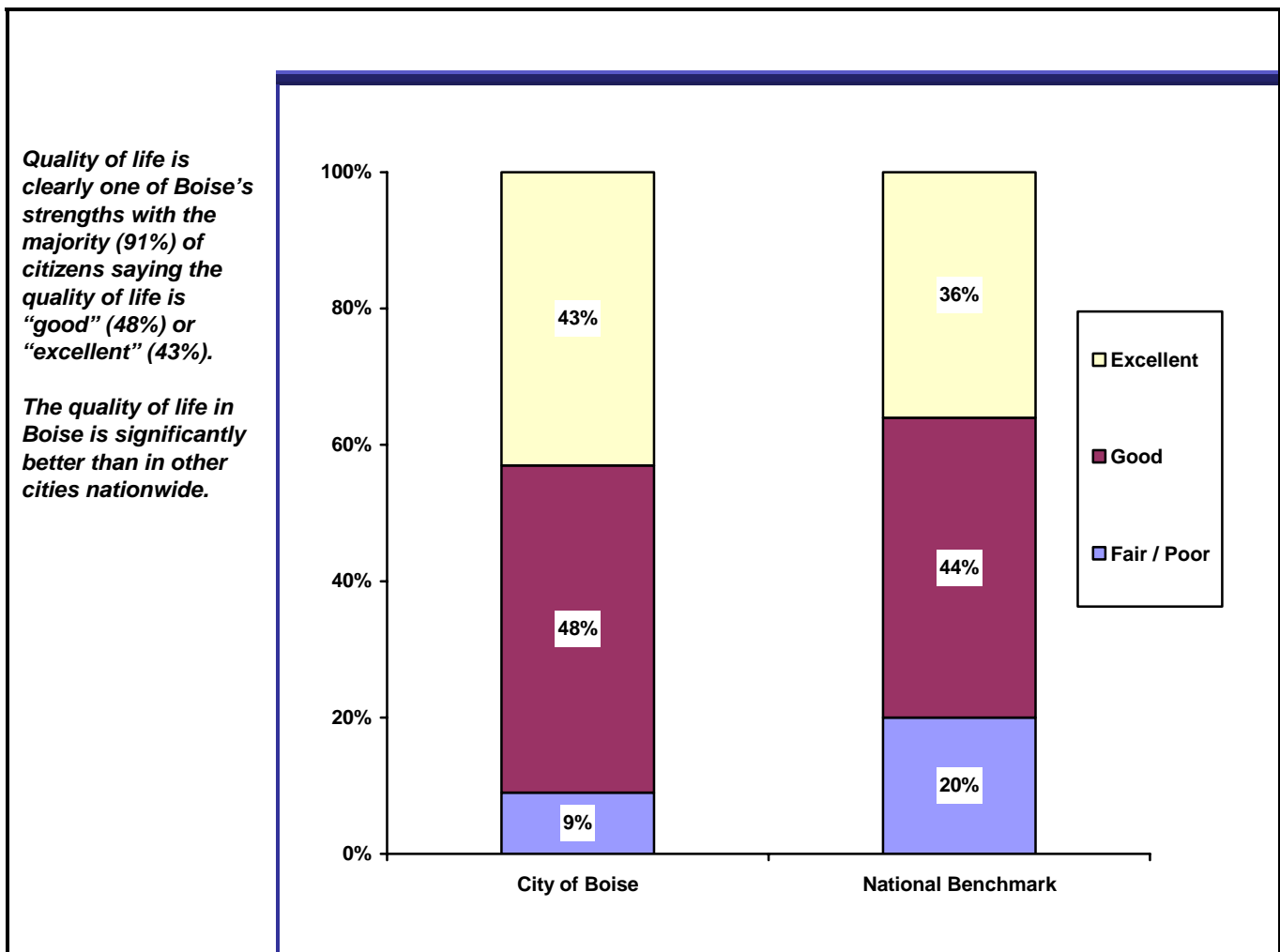
This study used NWRG's CityMARKS™ research program which was initiated in 2002. The CityMARKS™ benchmark survey is updated each spring based on a random sample of more than 2,000 individuals in participating cities across the United States. An approximately equal number of interviews are completed in each of the major census areas of the country, allowing for reliable analysis within each key area. Participating clients may add additional questions specific to their community and/or as use the

national questions conducted every spring to enhance the usefulness of the research to meet the specific needs of their community.

Key Findings

Overall Quality of Life

- ~ The quality of life in Boise is clearly a strength. Overall, the majority of Boise residents rate the quality of life as being “good” to “excellent” – 43 percent rate the quality of life in Boise as “excellent” and 48 percent give a rating of “good.”
- ~ This is significantly higher than noted in the 2004 National CityMARKS™ Survey where only 36 percent of people rate their community’s quality of life as “excellent” and 44 percent rate it as “good.”
- ~ The City of Boise needs to work hard to maintain these high marks in the upcoming years as the city continues its rapid growth and development.

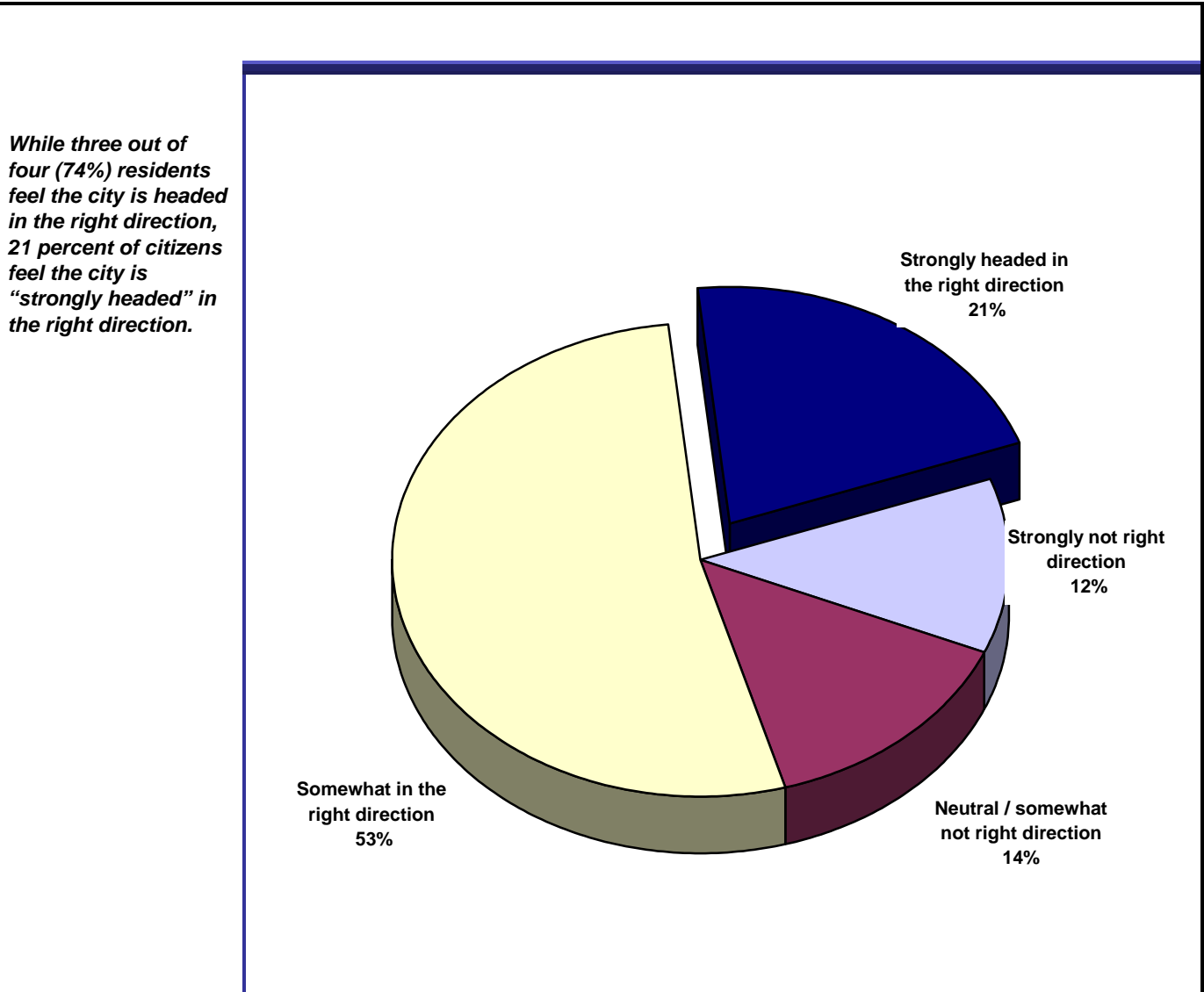


- ~ City of Boise residents in each region feel very positive about the quality of life within their region. In fact, most residents rate the quality of life in the City of Boise as being “good” to “excellent.” However, there are some differences in ratings between the different communities.
- ~ North / Northeast Boise and Southeast Boise residents give the city the highest ratings for overall quality of life. This is notable in terms of the above-average percentage (53%) of “excellent” ratings among those living in North / Northeast Boise.
- ~ Southwest Boise residents give the city an average rating (mean of 3.32) with an above-average percentage (58%) of “good” ratings.

<i>City of Boise residents in each region feel very positive about the quality of life within their region.</i>	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Excellent	53%	39%	50%	45%	37%
Good	39	53	42	42	58
Fair / Poor	8	9	8	14	5
Mean*	3.44	3.28	3.39	3.28	3.32
<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>					

City Direction

- ~ While three out of four (74%) City of Boise residents feel the city is headed in the right direction, 21 percent of citizens feel the City is “strongly headed” in the right direction. This is a key baseline measure and efforts should be targeted at identifying areas for improvement that could increase the percentage of citizens who strongly believe the city is heading in the right direction.
- ~ It is critical to note that a significant segment (26%) of the population feels that the City of Boise may be headed in the wrong direction.



- ~ Those living in Southeast Boise and, to a lesser extent, North / Northeast Boise are the most likely to feel strongly that the City of Boise is moving in the right direction.
- ~ More residents (28%) in Southeast Boise “strongly feel” the city is headed in the right direction. On the other hand, 30 percent of Southwest Boise residents feel the City of Boise is headed in the wrong direction.
- ~ Clearly there are aspects of the city in Southeast Boise that could serve as a model for future growth and planning.

<i>Those living in Southeast Boise and, to a lesser extent, North / Northeast Boise are the most likely to feel strongly that the City of Boise is moving in the right direction.</i>		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Strongly headed in the right direction	18%	19%	28%	28%	15%	
Somewhat headed in the right direction	63	54	50	46	48	
Neutral	3	2	4	6	7	
Headed in the wrong direction	16	24	18	21	30	
Mean*	3.74	3.55	3.80	3.69	3.33	
<i>*Mean based on a 5-point scale where “1” means “strongly not headed in the right direction” and “5” means “strongly headed in the right direction.”</i>						

Key City Issues

- ~ By far, City of Boise residents feel that there are three major issues facing the city:
 - ~ The extent to which the community is planning for growth – nearly three out of five (59%) say this is a “major issue” facing the city. This is significantly higher than noted in the National CityMARKS™ Survey where just 18 percent say this is a major issue and most likely reflects the high awareness of current planning efforts as well as concerns about how these plans may affect the future of the city and its long-term quality of life.
 - ~ Problems with traffic congestion – 53 percent say this is a “major issue.” This is somewhat surprising and is significantly higher than noted in the National CityMARKS™ Survey. Again, this may reflect the high awareness of current transportation planning efforts and how these plans may affect long-term congestion.
 - ~ Availability of jobs that pay reasonable wages – 52 percent say this is a “major issue.” The availability of jobs that pay reasonable wages is seen as a greater issue than the number of jobs and economic opportunities available – 52 percent compared with 41 percent, respectively.
- ~ Other potential issues include:
 - ~ Quality of public schools – 48 percent say this is a “major issue.” While the City of Boise itself has little impact on the quality of schools, the residents feel that this is a major issue.
 - ~ Amount of crime – 39 percent say this is a “major issue.” This is somewhat higher than noted in the National CityMARKS™ Survey where only 20 percent say crime is a “major issue.”
 - ~ Air pollution – 42 percent say this is a “major issue.” This is significantly higher than noted in the National CityMARKS™ Survey where only 29 percent say that air pollution is a major issue. This would be as expected given the inversions the city experiences.
 - ~ Alcohol and/or drug abuse – 40 percent say this is a “major issue.” This is significantly higher than noted in the National CityMARKS™ Survey where only 10 percent say this is a major issue. This may be linked to the concerns on the amount of crime.
 - ~ Cost of living – 36 percent say this is a “major issue.” While this is lower than the most of Northwest, it is rapidly increasing.
 - ~ Adequacy of public transportation – 37 percent say this is a “major issue.” This is nearly the same as noted in the National CityMARKS™ Survey where 30 percent say the adequacy of public transportation is a major issue.

City of Boise residents feel that there are three major issues facing the city: the extent to which the community is planning for growth, problems with traffic congestion, and availability of jobs that pay reasonable wages.

	City of Boise		CityMARKS™	
	% Major Issue	*Mean	% Major Issue	*Mean
Planning for growth	59%	3.38	18%	2.24
Traffic congestion	53	3.33	24	2.44
Availability of jobs that pay reasonable wages	52	3.31	n.a.	n.a.
Quality of public schools	48	3.15	n.a.	n.a.
Amount of crime	39	3.12	20	2.53
Air pollution	42	3.12	29	2.69
Adequate number of jobs & economic opportunities	41	3.11	n.a.	n.a.
Alcohol & drug abuse	40	3.09	10	2.05
Cost of living	36	3.05	n.a.	n.a.
Adequacy of public transportation	37	3.04	30	2.61
Availability / preservation of open space	37	2.97	27	2.57
Availability of affordable housing	31	2.95	19	2.29
Availability of programs / services for children	36	2.95	n.a.	n.a.
Gangs	35	2.93	39	2.95
Ability to get around by car	35	2.92	n.a.	n.a.
Extent to which community promotes economic development	31	2.89	18	2.38
Availability of support services for seniors	26	2.83	n.a.	n.a.
Water quality / pollution	31	2.76	26	2.56
Quality of existing neighborhoods	24	2.67	27	2.56
Quality of services provided by city employees	18	2.57	n.a.	n.a.
Availability of city recreational programs	15	2.52	28	2.63
Availability of branch libraries	14	2.47	n.a.	n.a.
Ability to get around by bicycle	14	2.47	n.a.	n.a.
Ability to get around by foot	14	2.43	n.a.	n.a.
Availability of arts and cultural activities	14	2.40	25	2.62
Availability of city parks close to home	16	2.37	n.a.	n.a.

**Mean based on 4-point scale where "1" means "not an issue at all" and "4" means a "major issue."*

- ~ Those living in Southwest Boise are most distinguished from those living in other parts of the city by the extent to which they feel the following are issues facing the City of Boise (listed in order of differentiation):
 - ~ Availability of city parks within walking distance from home,
 - ~ Availability of arts and cultural opportunities,
 - ~ Ability to get around by foot,
 - ~ Cost of living, and
 - ~ Amount of crime.

- ~ Those living in North / Northeast Boise are more likely than those in other areas of the city to feel that the availability and preservation of open space and the availability of branch libraries are major issues facing the City of Boise.

Residents in Southwest Boise feel the following issues are more of a concern for the City of Boise: availability of parks close to home, availability of art and cultural opportunities, ability to get around by foot, cost of living, and amount of crime.

	North / Northeast	Northwest / West	Southeast	The Bench	Southwest
Overall Mean	2.93	2.86	2.81	2.85	2.96
Quality of public schools	3.22	3.15	2.95	3.24	3.29
Mean	52	45	44	53	50
% Major Issue					
Amount of crime					
Mean	2.99	3.17	3.01	3.08	3.30
% Major Issue	33	42	32	36	46
Preservation of open space					
Mean	3.24	2.89	2.98	2.86	2.98
% Major Issue	53	33	38	37	33
Youth programs / services					
Mean	3.04	2.94	2.75	3.00	3.07
% Major Issue	39	36	28	39	39
Gangs					
Mean	2.75	2.97	2.83	2.95	3.09
% Major Issue	27	37	33	36	39
Economic development					
Mean	2.89	2.93	2.65	2.92	3.07
% Major Issue	36	30	22	35	35
Quality of services from city employees					
Mean	2.59	2.57	2.66	2.29	2.63
% Major Issue	17	18	25	14	12
Branch libraries					
Mean	2.61	2.51	2.46	2.28	2.43
% Major Issue	17	14	12	11	14
Getting around by foot					
Mean	2.54	2.35	2.40	2.22	2.69
% Major Issue	21	10	12	10	20
City parks close to home					
Mean	2.32	2.28	2.30	2.19	2.80
% Major Issue	18	14	11	7	28

**Mean based on 4-point scale where "1" means "not an issue at all" and "4" means a "major issue."*

City's Strengths

- ~ The City of Boise has a number of strengths in terms of providing services to the community. Efforts should focus on maintaining current service levels for these services. The City of Boise's top strengths include:
 - ~ **A good place to raise children.** By far, this is Boise's greatest strength with two out of five (40%) Boiseans saying the city is an "excellent" place to raise children. Moreover, while the percent of "excellent" is the same as in the National CityMARKS™ Survey, the overall mean for Boise is higher due to the high number also giving the city a "good" rating. In total, 86 percent of Boise citizens rate the city as a "good" to "excellent" place to raise children.
 - ~ **Availability of art and cultural opportunities.** Despite its relatively small size, Boise is seen as comparable to cities nationwide in terms of the availability of art and cultural opportunities.
 - ~ **Availability of city recreation programs.** Relative to other factors, Boise receives a relatively high percentage (19%) of "excellent" ratings for the availability of city recreation programs. However, compared to cities nationwide, this could be perceived as a potential weakness.
 - ~ **Quality of existing neighborhoods.** Note this was not asked in the national benchmark survey. This question was specifically requested by the Mayor and members of the Boise City Council.
 - ~ **Ability to find housing close to work.** This should be considered a potentially unique aspect of Boise relative to other cities. While the percentage of "excellent" ratings is the same, Boise receives a significantly higher percentage of "good" to "excellent" ratings than nationwide – 74 percent compared with only 56 percent, respectively.
 - ~ **Quality of water.** While receiving an above-average percentage of "excellent" ratings, this may become a future problem. Ratings may reflect residents' current concerns about availability of water after continued drought years.
 - ~ **Availability of parks closes to home.** While seen as a relative strength, the mean suggests some variability in responses. Nearly one out of five (19%) Boise citizens give this factor a "poor" rating and 14 percent say "fair."

The City of Boise has a number of strengths in terms of providing services to the community.

	City of Boise		CityMARKS™	
	% Excellent	Mean*	% Excellent	Mean*
Place to raise children	40%	3.25	39%	3.08
Availability of art and cultural opportunities	20	2.94	19	2.56
Availability of city recreation programs	19	2.91	35	2.97
Quality of existing neighborhoods	13	2.87	n.a.	n.a.
Ability to find housing close to work	16	2.83	17	2.53
Quality of water	16	2.81	26	2.90
Availability of city parks close to home	31	2.78	34	3.06
Ability to get around by bicycle	23	2.76	23	2.73
Availability / preservation of open spaces	17	2.74	19	2.64
Quality of service from city employees	11	2.74	16	2.74
Ability to get around by car	17	2.72	32	3.08
Quality of public schools	15	2.74	23	2.80

**Mean based on a 4-point scale where "1" means "poor" and "4" means "excellent."*

Present Potential Weaknesses

- ~ The City of Boise has a few critical areas that citizens rated as poor. These include:
 - ~ **Amount and/or extent of congestion.** Somewhat surprisingly, the City of Boise receives the lowest rating for the amount and/or extent of traffic congestion. Note this is also listed as one of the key issues facing the city. Boise receives significantly lower ratings for this factor than do other cities nationwide.
 - ~ **Ability to get around by public transportation.** Given the current service levels, it is not surprising that the City of Boise receives relatively low ratings for the adequacy of its public transportation. Moreover, Boise receives significantly lower ratings for this factor than noted in other cities nationwide.
 - ~ **Availability of alcohol and drug treatment programs.** Only 3 percent give the city an “excellent” rating.
 - ~ **Planning for future growth.** Consistent with the ratings given for congestion and public transportation, the city receives one of its lowest ratings for the extent to which it is planning for growth. As with congestion, this is rated as a key issue facing the city. Boise achieves significantly lower ratings for this factor than other cities nationwide.
 - ~ **City communications with the public and level of public involvement in decision-making.** These may also be weaknesses. While Boise is seen as being less effective than other cities nationwide, Boise does a better job of public involvement than with city communications.

<i>The City of Boise has a few critical areas that citizens rated as poor. Those include: amount / extent of congestion, availability of alcohol and drug treatment programs, ability to get around by public transportation, planning for future growth, and city communications with the public.</i>	City of Boise		CityMARKS™	
	% Excellent	Mean*	% Excellent	Mean*
Amount / extent of congestion	4%	1.80	13%	2.28
Availability of alcohol and drug treatment programs	3	2.01	n.a.	n.a.
Ability to get around by public transportation	5	2.01	13	2.29
Planning for future growth	4	2.09	18	2.63
City communications with the public	5	2.29	13	2.56
Level of public involvement in decision-making	4	2.31	13	2.55

**Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”*

Target Improvement Opportunities

One way to identify target improvement opportunities is to classify the perceived importance of different factors (as measured by the extent to which they are seen as issues) and the quality ratings into four quadrants that provide indicators of potential problems and opportunities. They can be used to set priorities for areas that may require attention, as illustrated below:

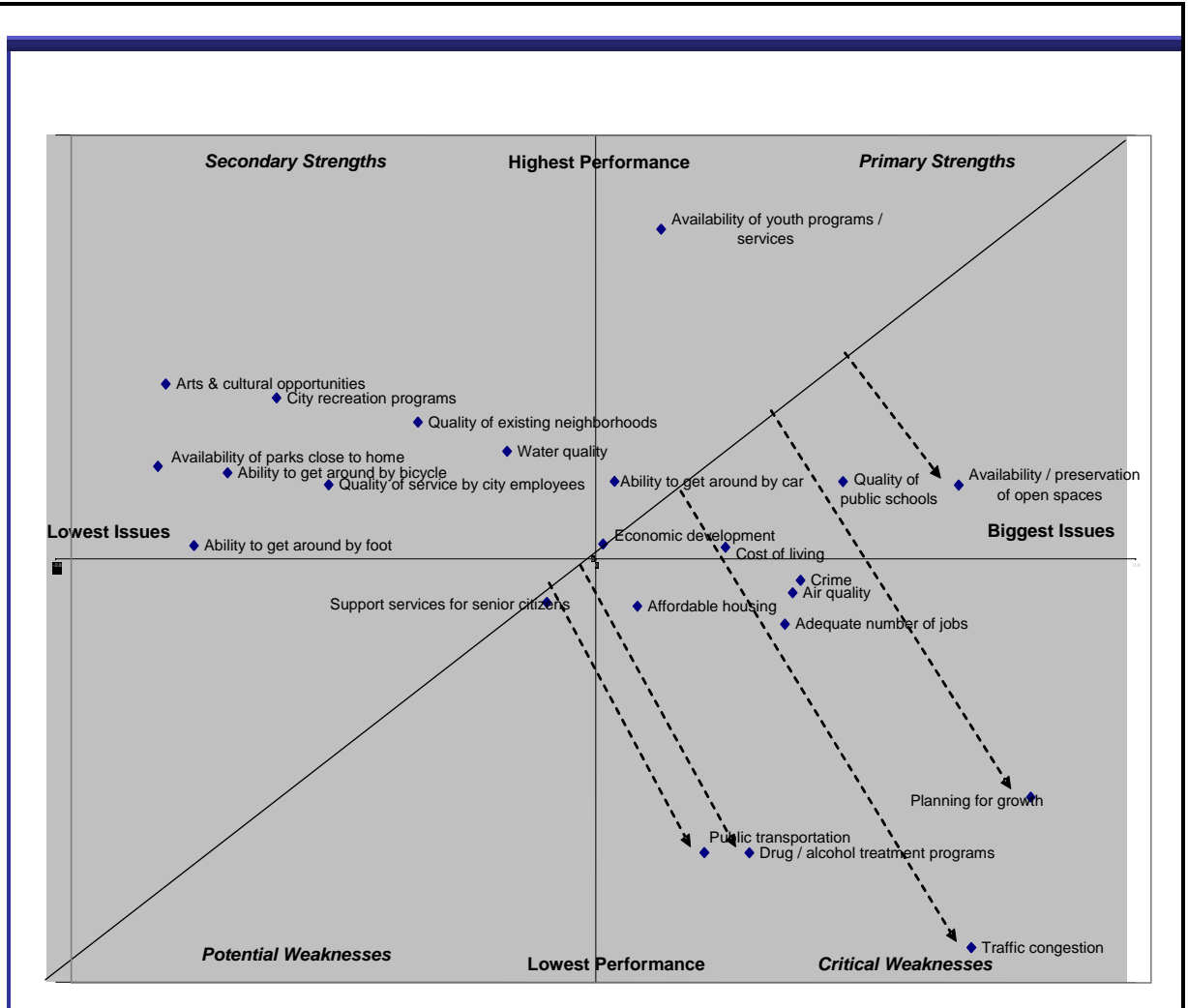
		Issues	
		Low	High
Performance	High	<p>Priority 4: <i>Secondary Strengths:</i> Maintain Current Level of Service</p>	<p>Priority 1: <i>Primary Strengths:</i> Maintain / Continue to Improve Current Level of Service</p>
	Low	<p>Priority 3: <i>Potential Weaknesses:</i> Improve if Resources are Available</p>	<p>Priority 2: <i>Critical Weaknesses:</i> Target Improvement Efforts Here</p>

In addition, a diagonal line can be drawn through the quadrant from low importance / low performance to high importance / high performance. This line represents the “ideal” match between resident requirements and system performance. The further the distance from a point to the line suggests the greater mismatch between resident’s requirements and perceived performance.

- ~ **Primary Strengths:** This quadrant contains those attributes that are seen as the greatest issues and that receive the highest performance ratings. Efforts should be focused on continuing to maintain current service levels in these areas. These strengths can also be used to leverage support for other improvement areas. Boise’s strengths include:
 - ~ Availability of youth services and programs making Boise a good place to raise children.
 - ~ The availability and preservation of open spaces. It should be noted, however, that there are opportunities for improvements in this area with continued acquisitions as indicated by the distance from the diagonal line.
 - ~ Quality of public schools.
 - ~ Ability to get around by car.
 - ~ Cost of living.
 - ~ Economic development activities.
- ~ **Critical Weaknesses:** This quadrant contains those services that are seen as the greatest issues facing the city and are given the lowest performance ratings. Efforts should be focused on improvements in this area by targeting resources here:
 - ~ **Planning for growth and the amount / extent of traffic congestion.** These are the city’s biggest weaknesses – as measured by its distance from the diagonal line – and are likely related. That is, it is likely that the low ratings for the amount / extent of traffic congestion may be suggesting concerns about the extent to which this is being planned for in the future rather than current conditions and levels of congestion.
 - ~ **Adequacy of public transportation.** This is also potentially related to concerns for the future and the need for adequate public transportation services to serve a rapidly growing city such as Boise.

~ **Availability of Drug and Alcohol Treatment Programs:** Boise citizens see this as a major issue and where services may not be adequate to serve the need. Improvements in this area will definitely have a positive impact on crime rates, which is also seen as a weakness, although less so than the availability of drug and alcohol treatment programs.

The City of Boise's strengths include: availability of youth services and programs, the availability and preservation of open space, quality of public schools, ability to get around by car, cost of living, and economic development activities.



Quality of City Services

- ~ Overall, Boise residents rate the services in Boise as being “fair” to “good” – overall mean rating of 2.65 (*Responses were recorded on a 4-point scale where “1” means “poor” and “4” means “excellent”*).
- ~ Residents are most satisfied with the fire department services in Boise where 35 percent of residents rated the service as “excellent.” Ratings for fire department services are comparable to those noted nationwide.
- ~ Boise residents are also generally satisfied with garbage services, but gave lower ratings for recycling services. Ratings for recycling services are lower than noted nationwide, perhaps reflecting the more ambitious programs in other areas.
- ~ Boise’s parks and recreation services are also rated as “good” and are seen as comparable to other cities nationwide.
- ~ Potential weaknesses are Boise’s planning and building services. These ratings may reflect residents’ lack of awareness of these services or direct experience with these services. They may also be linked to concerns about planning noted in the previous section.
- ~ Boise’s police department also receives somewhat below-average ratings, relative to other departments. This may reflect the concerns raised overall about the level of crime in Boise, noted as a weakness in the previous section.

Overall, Boise residents rate the services in Boise as being “fair” to “good” – overall mean rating of 2.95.

	City of Boise		CityMARKS™	
	% Excellent	Mean*	% Excellent	Mean*
Overall		2.95		
Fire department services	35%	3.27	39%	3.29
Garbage services	27	3.18	30	3.06
Airport services	27	3.12	18	2.65
Parks and recreation services	30	3.09	35	3.05
Library services	24	3.00	33	3.02
Sewer services	18	3.00	23	2.97
Police services	18	2.88	28	3.01
Animal control	11	2.75	n.a.	n.a.
Recycling services	17	2.72	30	3.06
Planning and building services	5	2.38	n.a.	n.a.

**Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”*

- ~ Overall, residents living on the Bench are more likely to rate the city services as being “good,” compared to the other regions of the city.
- ~ Also, residents living on the Bench are more likely to rate the city as being “good” to “excellent” with their sewer services – overall mean rating of 3.23.
- ~ Boise residents who live in Southeast Boise, the Bench, and Southwest Boise are more likely to rate library services in their region as being “good” to “excellent” compared to those who live in Northwest / West Boise.
- ~ Residents in Northwest / West Boise are least satisfied with the city’s services – overall mean rating of 2.89. Particularly parks and recreation services, library services, sewer services, and animal control were rated the lowest.

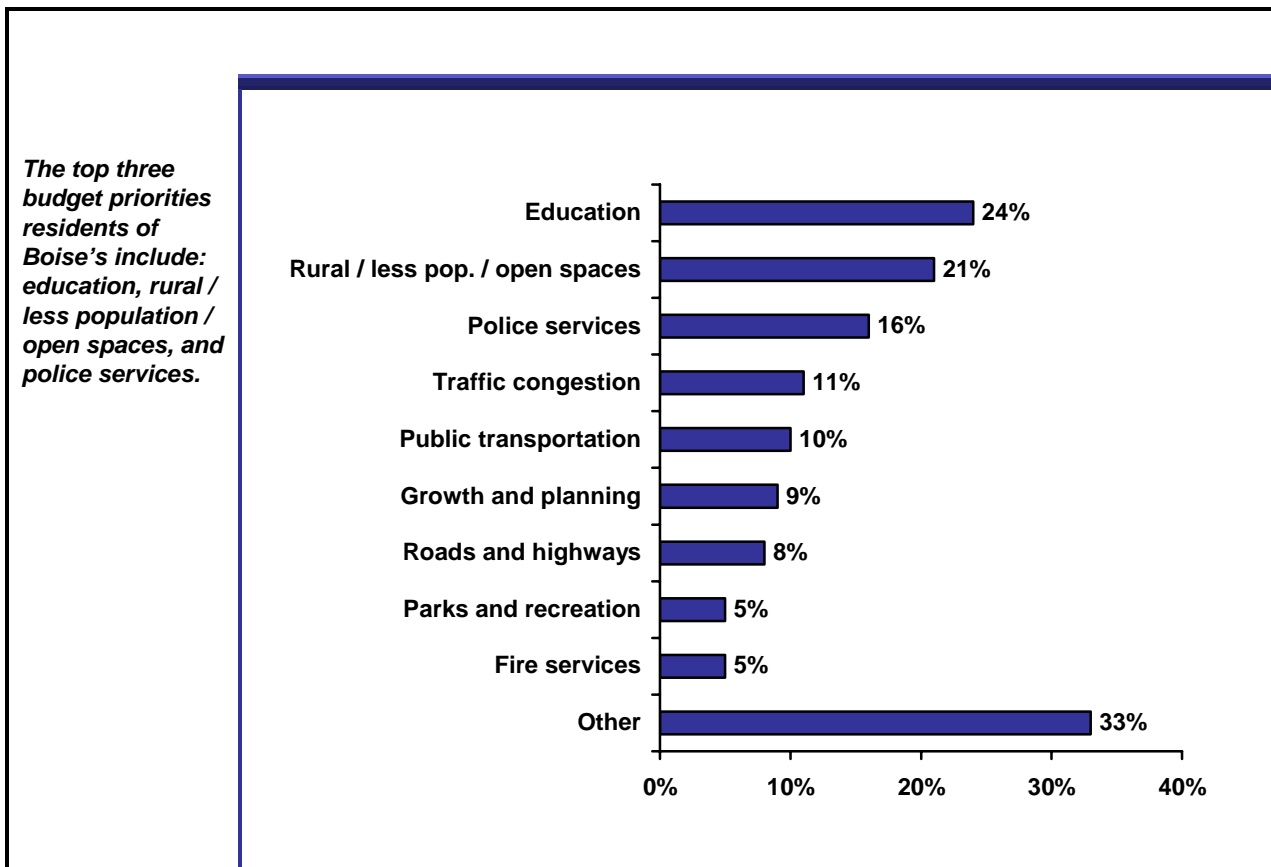
Overall, residents living on the Bench are more likely to rate the city services as being “good” compared to the other regions of the city.		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	Overall	2.92	2.89	2.99	3.10	2.93
	Fire department services	3.25	3.26	3.27	3.43	3.21
	Garbage services	3.11	3.17	3.18	3.27	3.20
	Airport services	3.13	3.04	3.15	3.23	3.19
	Parks and recreation services	3.25	2.94	3.24	3.22	3.01
	Library services	3.01	2.79	3.16	3.18	3.12
	Sewer services	2.95	2.96	3.04	3.23	2.91
	Police services	2.90	2.86	2.84	3.11	2.81
	Animal control	2.79	2.61	2.83	2.96	2.76
	Recycling services	2.56	2.72	2.72	2.77	2.81
	Planning and building services	2.27	2.46	2.41	2.50	2.18
	<i>*Mean based on 4-point scale where “1” means “poor” and “4” means “excellent.”</i>					

Budget Priorities

Unaided: Budget Priorities

Respondents were asked to indicate what they think the city should make its highest budget priorities when allocating funding to programs and services for the community. *Note “unaided” means respondents were not given a list to choose from, they provided programs and services without being prompted.* Respondents listed the following priorities:

- ~ Improvement of education (24%),
- ~ Maintain rural / less population / open spaces (21%),
- ~ Improvement of police services (16%),
- ~ Cut down on traffic congestion (11%),
- ~ Availability of public transportation (10%), and
- ~ Growth and planning (9%).



Aided: Budget Priorities

After defining the top budget priorities for Boise, residents were then given a list of budget priorities (“*aided*”) that they were asked to order in terms of importance for the city for the next two years. The list included: public safety, environmental protection, economic development, public transportation, libraries, parks and recreation, and visual and performing arts.

- ~ The majority (76%) of Boise residents feel that public safety is the most important budget priority for the next two years.
- ~ Environmental protection and economic development are the second and third most important budget priorities – 60 percent for environmental protection and 51 percent for economic development.

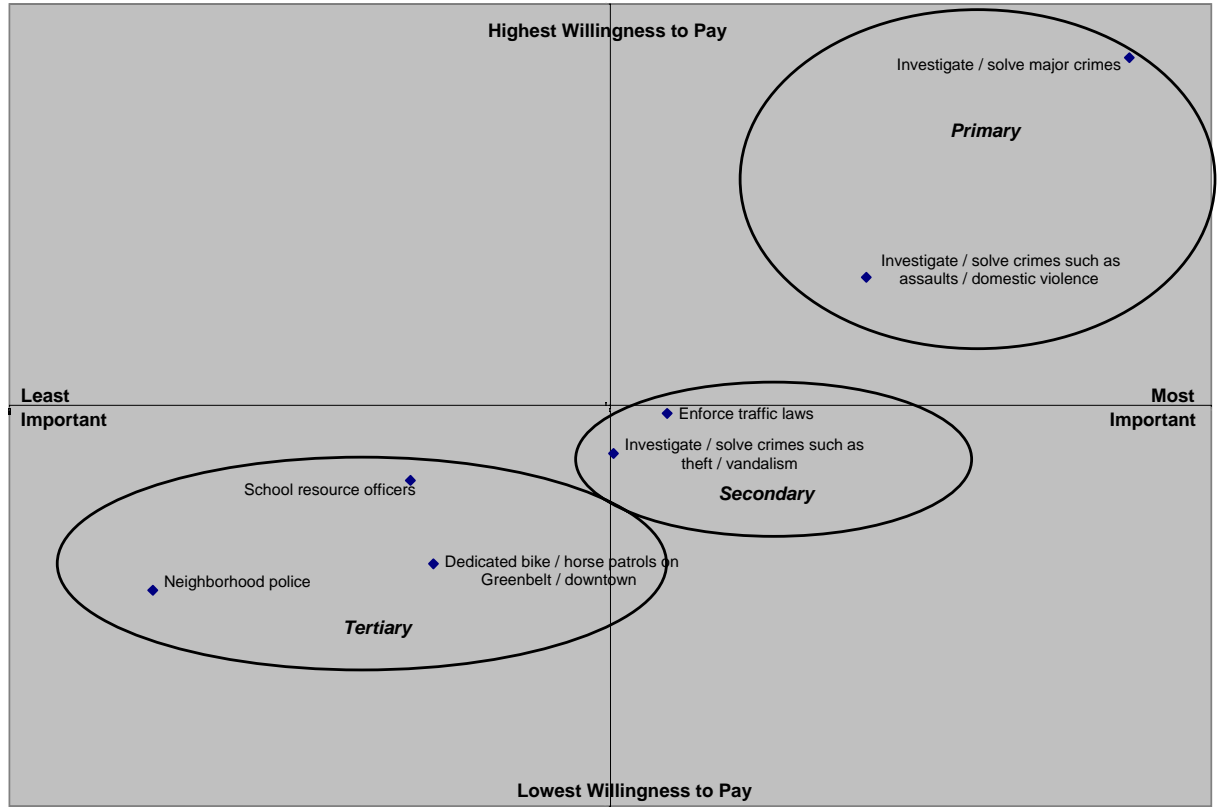
<i>The majority (76%) of Boise residents feel that public safety is the most important budget priority for the next two years.</i>		1 st	2 nd	3 rd	Total
	Public safety	39%	24%	13%	76%
Environmental protection	19	22	19	60	
Economic development	18	16	17	51	
Public transportation	15	17	18	50	
Libraries	4	5	9	18	
Parks and recreation	3	13	16	32	
Visual and performing arts	2	3	8	13	

Key City Services

Priorities for City of Boise Police Department

- ~ Boise residents feel the following are the most important and are willing to pay to maintain these services:
 - ~ Investigate / solve major crimes, and
 - ~ Investigate / solve crimes such as assaults / domestic violence.
- ~ The second most important services that residents are willing to pay for are the following:
 - ~ Enforce traffic laws, and
 - ~ Investigate / solve crimes such as theft / vandalism.
- ~ The following services rank low in terms of importance and willingness to pay:
 - ~ School resource officers,
 - ~ Dedicated bike / horse patrols on Greenbelt / downtown, and
 - ~ Neighborhood police officers (Note: Residents are not willing to pay for these services compared to the other services that the police department provides for the city. Also, for the next question, investigating / solving major crimes and investigating / solving crimes (e.g.; assaults / domestic crimes) were not included in the list of services.).

Boise residents feel the following services are the most important and are willing to pay to maintain them: investigating / solving major crimes and investing / solving crimes.



- ~ Nearly half (49%) of Boise citizens listed neighborhood officers as the one thing they could not live without compared to the other services listed below. However, as mentioned above, they are not willing to pay for these services compared to the other services that the police department provides for the city. Note that investigating / solving major crimes and investigating / solving crimes (e.g.; assaults / domestic crimes) were not included in the list of services.

- ~ Additionally, 48 percent of Boise residents say they could not live without traffic enforcement teams.

Nearly half (49%) of Boise citizens listed neighborhood officers as the one thing they could not live without.	Service	% Could not live without
	Officers assigned to neighborhoods	49%
Traffic enforcement teams	48	
School resource officers	43	
Horse and bike patrol	34	
Officer response to non-emergency calls	21	

Priorities for Fire Services

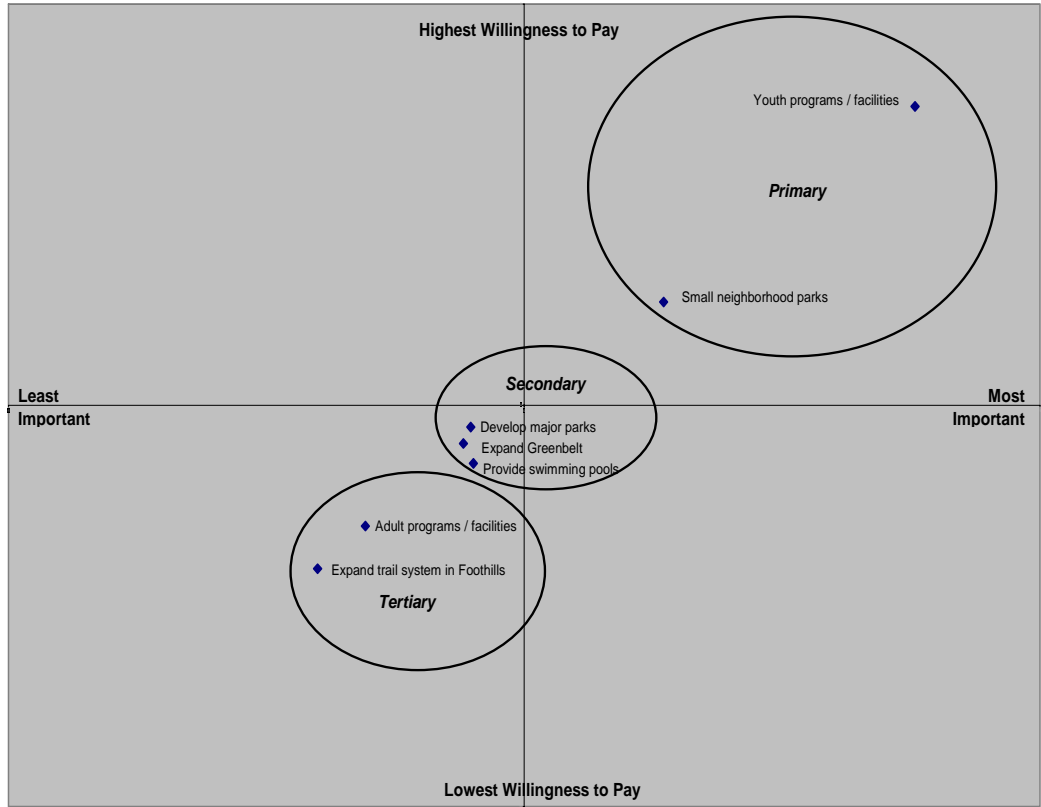
- ~ Boise citizens are more likely to pay more taxes to maintain the current four minute response time than to get advanced paramedic services – 55 percent of residents are willing to pay to maintain the current four minute response time compared to 47 percent who are willing to pay to maintain advanced paramedic services.

<i>Boise citizens are more likely to pay more taxes to maintain the current four minute response time.</i>		Advanced Paramedic	Maintain Response Times
		% Extremely willing (10)	17%
	% Willing to pay (7-9)	30	36
	% Willing to pay (Net)	47	55
	% In the middle (4-6)	30	30
	% Not willing to pay (1-3)	10	5
	% Not at all willing to pay (0)	13	9
	Mean*	5.80	6.47
	<i>*Mean based on an 11-point scale where "0" means "not at all willing to pay an additional fee" and "10" means "extremely willing to pay an additional fee."</i>		

Priorities for Parks and Recreation Department

- ~ Boise residents feel the following services provided by the Parks and Recreation Department are most important and are willing to pay to maintain them:
 - ~ Youth programs and facilities, and
 - ~ Small neighborhood parks.
- ~ The second most important services that residents are willing to pay for include:
 - ~ Developing major parks,
 - ~ Expanding the Greenbelt, and
 - ~ Providing public swimming pools.
- ~ The following services rank low in terms of importance and willingness to pay:
 - ~ Adult programs and facilities, and
 - ~ Expanding the trail system in the foothills.

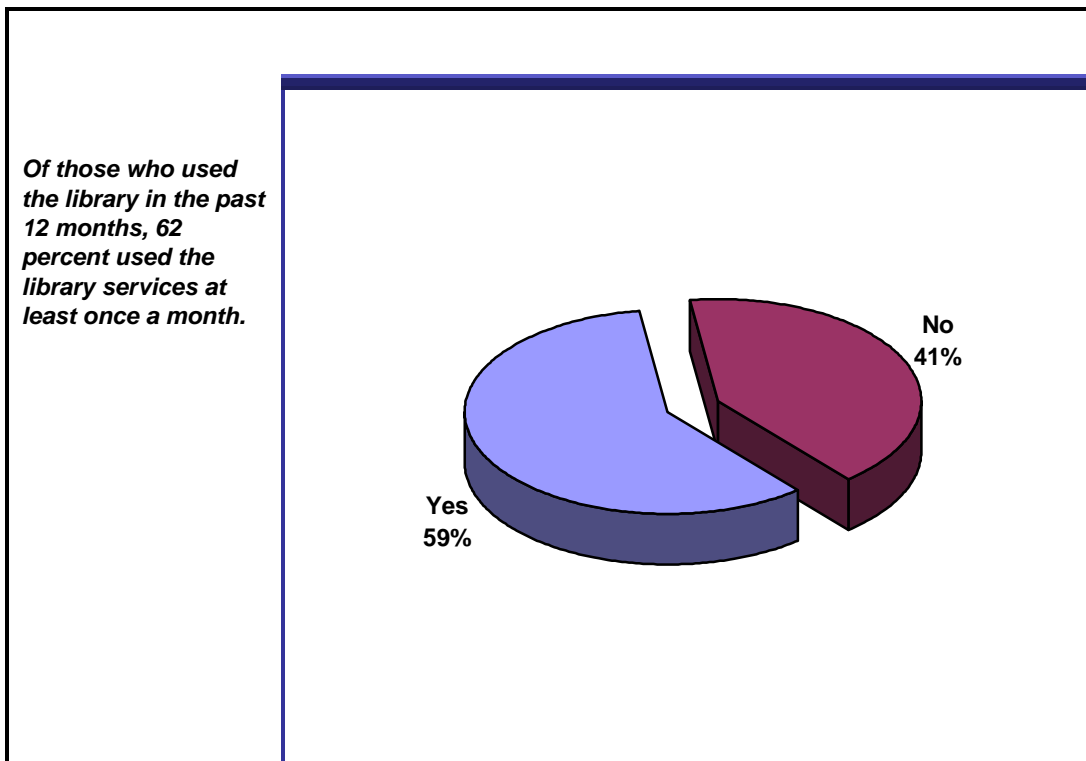
Boise residents feel the following services are most important and are willing to pay to maintain them: youth programs / facilities and small neighborhood parks.



Priorities for Library Services

Usage

- ~ Of those who used the library in the past 12 months, 62 percent use the library services at least once a month.
- ~ Residents who live in Southeast Boise are more likely to have visited the Boise Public Library in the past 12 months compared to those who live in Southwest Boise – 66 percent versus 50 percent.
- ~ In addition, younger residents (those who are 18 to 64 years of age) are more likely to use the library than are older residents (those who are 65 years of age or older) – average of 62 percent versus 36 percent, respectively.
- ~ Of those who have not used the library in the past 12 months (n=220), seventy-eight percent (78%) have used the Boise Public Library sometime in their life.



Willingness to Pay for Library Services

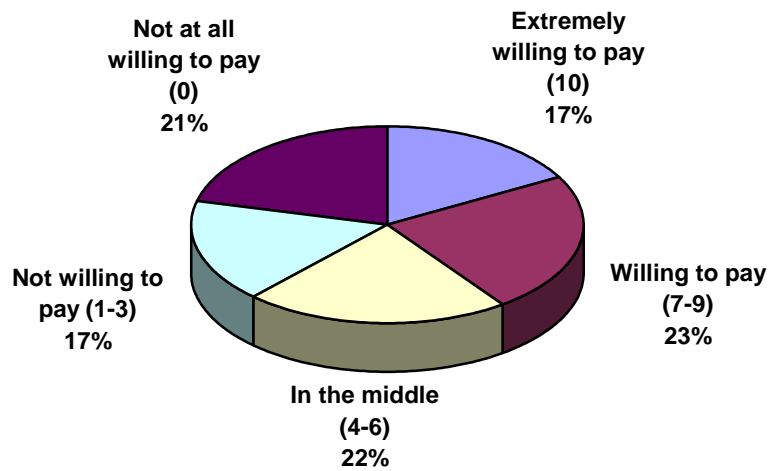
- ~ Residents in Boise are more willing to pay an additional fee for youth programs compared to any other services – overall mean rating of 6.31.
- ~ Residents are least likely to pay for adult programs where only 6 percent say they are “extremely willing to pay an additional fee.”

Residents in Boise are more willing to pay an additional fee for youth programs compared to any other services – overall mean rating of 6.31.	% Extremely Willing (10)	Mean*
Overall		4.93
Youth programs	16%	6.31
Bookmobile service	12	5.09
Hours of operation	12	4.95
Reference services through the Internet	11	4.85
Internet access on public computers	10	4.56
Adult programs	6	3.83
<p><i>*Mean based on an 11-point scale where “0” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”</i></p>		

Support for Branch Libraries

- ~ Overall, Boise residents are mixed on whether they would pay additional taxes to support branch libraries within the city – overall mean rating of 4.94.
- ~ Two out five (40%) Boise residents are willing to pay additional taxes to support branch libraries. An additional 22 percent are “in the middle” in supporting a tax increase to fund branch libraries.
- ~ Twenty-one percent (21%) of residents are “not at all willing to pay” additional taxes to support branch libraries.

Overall, Boise residents are mixed on whether they would pay additional taxes to support branch libraries within the city.



Downtown Boise

- ~ Virtually everyone (90%) visits downtown Boise. The primary reasons why they come downtown are to do the following:
 - ~ Dine (48%);
 - ~ Shop (38%);
 - ~ Attend events (22%); and for
 - ~ Entertainment (16%)

- ~ There is a strong support for a vital and vibrant downtown Boise where 35 percent of Boise residents think it is “extremely” important and 48 percent feel it is important.

<i>There is a strong support for a vital and vibrant downtown Boise.</i>	Total	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
% Extremely important (10)	35%	47%	30%	36%	35%	33%
% Important (7-9)	48	46	48	53	44	49
% Important Net	83	93	78	89	79	82
% In the middle (4-6)	13	4	17	8	15	15
% Not important (0-3)	4	3	4	3	6	4
Mean*	8.04	8.63	7.77	8.34	7.89	7.86
<i>*Mean based on an 11-point scale where “0” means “not at all important” and “10” means “extremely important.”</i>						

Overall Rating of Youth Programs for Children 0 to 12 years of Age

- ~ Overall, Boise residents only rate the City of Boise as doing a “fair” to “good” job in providing youth services for children 0 to 12 years of age.
- ~ The City of Boise receives the highest rating for the availability of quality pre-school programs – 8 percent say “excellent” and 38 percent say “good.”
- ~ Residents are least satisfied with the affordability of childcare in the City of Boise – overall mean of 1.99.
- ~ There are, however, very few residents that give the City of Boise an “excellent” rating for services provided for children 0 to 12 years of age.

Overall, Boise residents only rate the City of Boise as doing a “fair” to “good” job in providing youth services for children 0 to 12 years of age.	% Excellent	% Good	Mean*
Availability of quality pre-school programs	8%	38%	2.42
Availability of quality childcare	8	38	2.37
Availability of quality before and after school programs	7	39	2.35
Affordability of childcare	2	30	1.99
<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>			

Overall Rating for Youth Programs for Children 12 to 18 Years of Age

- ~ Boise residents rate each of the services for children 12 to 18 years of age as being “fair” to “good” in the City of Boise. Drug and alcohol prevention and awareness programs are rated the highest in the city – overall mean rating of 2.27.
- ~ The availability of mentoring programs receives the lowest rating – overall mean rating of 2.05.
- ~ There are no significant differences in residents’ ratings of youth programs for children 12 to 18 years of age by region.

<i>Boise residents rate each of these services as being “fair” to “good” in the City of Boise. Drug and alcohol prevention and awareness programs are rated the highest in the city – overall mean rating of 2.27.</i>	Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Drug and alcohol prevention	2.27	2.20	2.13	2.38	2.56	2.40
Availability of volunteer service programs	2.26	2.51	2.02	2.37	2.50	2.36
Availability and quality of supervised after school activities	2.20	2.37	2.05	2.09	2.46	2.34
Availability of youth mentoring programs	2.05	2.16	1.95	2.17	2.26	1.93
<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>						

Support to Fund Transportation Projects

Support for Paying Additional Taxes to Expand the Current Bus System

- ~ While Boise residents feel the availability of public transportation is an issue / concern (15% of residents suggest this is a budget priority), there is minimal / low support of paying additional taxes to expand the current bus system – overall mean rating of 4.98. Note more than one out of three (36%) residents are “in the middle” with this additional service.

- ~ Residents who live in North / Northeast Boise are significantly more likely to support paying additional taxes to expand the bus system compared to those residing in Southwest Boise – overall mean rating of 5.53 versus 4.47.

<i>There is minimal / low support of paying additional taxes to expand the current bus system – overall mean rating of 4.98.</i>		Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	% Extremely likely (10)	10%	10%	8%	15%	10%	5%
	% Likely (7-9)	25	34	25	25	21	23
	% Likely (Net)	35	44	33	40	31	28
	% In the middle (4-6)	36	34	38	30	43	37
	% Not likely (1-3)	11	5	9	15	12	16
	% Not at all likely (0)	18	17	20	15	15	20
	Mean*	4.98	5.53	4.84	5.28	5.03	4.47
	<i>*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”</i>						

Support for Paying Additional Taxes to Build a Light Rail System

- ~ As with paying additional taxes to expand the current bus system, residents do not support paying additional taxes to build a light rail system. However, they are more supportive of having a light rail system than buses – overall mean rating of 5.07 versus 4.98.
- ~ Residents who live in North / Northeast Boise are more likely to support paying additional taxes to build a light rail system compared to those who live in Southwest Boise – 24 percent say “extremely likely” versus only 10 percent in Southwest Boise.

<i>Residents do not support paying additional taxes to build a light rail system. However, they are more supportive of light rail system than having a bus system.</i>		Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	% Extremely likely (10)	17%	24%	17%	16%	17%	10%
	% Likely (7-9)	26	32	23	26	28	24
	% Likely (Net)	43	56	40	42	45	34
	% In the middle (4-6)	23	18	23	22	28	23
	% Not likely (1-3)	12	7	11	15	9	17
	% Not at all likely (0)	23	20	27	21	18	26
	Mean*	5.07	5.82	4.88	5.19	5.59	4.35
*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”							

Growth and Development in the City of Boise

- ~ Overall, Boise residents prefer compact development within existing neighborhoods (76%) over new residential development on large scale lots outside city limits (22%).
- ~ Over two out of five (44%) residents in Boise “strongly prefer” compact development within existing neighborhoods. An additional 32 percent of residents “somewhat prefer” compact development.
- ~ Residents who live in Southeast Boise are significantly more likely to “strongly prefer” compact development compared to both Northwest / West Boise and Southwest Boise – 55 percent “strongly prefer” in Southeast Boise while only an average of 38 percent say they “strongly prefer” compact development in Northwest / West Boise and Southwest Boise.

<i>Over two out of five (44%) residents in Boise “strongly prefer” compact development within existing neighborhoods. An additional 32 percent of residents “somewhat prefer” compact development.</i>	Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southeast Boise
Strongly prefer compact development	44%	48%	39%	55%	41%	37%
Somewhat prefer compact development	32	30	34	27	29	39
Compact development (Total)	76	78	73	82	70	76
Strongly prefer large lots outside the city limits	12	12	12	9	10	13
Somewhat prefer large lots outside of the city limits	10	9	10	6	19	9
Large lots outside of the city limits (Total)	22	21	22	15	29	22

Willingness to Pay Additional Taxes for City Services

- ~ Overall, 45 percent of residents in Boise “strongly prefer” to keep taxes and services in Boise where they are rather than increasing or decreasing services and taxes.
- ~ Residents who live on the Bench are significantly more likely to agree with keeping taxes and services where they are compared to the other regions – 60 percent say “strongly keep taxes and services where they are.”
- ~ There are a very low percentage of residents who want to decrease services and taxes in the City of Boise – only 8 percent.

<i>Overall, 45 percent of residents in Boise “strongly prefer” to keep taxes and services in Boise where they are rather than increasing or decreasing services and taxes.</i>	Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Strongly keep taxes and services where they are	45%	44%	41%	42%	60%	47%
Somewhat keep taxes and services where they are	27	28	27	27	23	30
Keep taxes and services where they are (Total)	72	72	68	69	83	77
Somewhat increase services and raise taxes	13	12	16	14	10	9
Strongly increase services and raise taxes	7	11	6	10	4	4
Increase services and raise taxes (Total)	20	23	22	24	14	13
Strongly decrease services and taxes	6	4	6	6	2	8
Somewhat decrease services and taxes	2	2	3	1	2	1
Decrease services and taxes (Total)	8	6	9	7	4	9

Conclusions

Overall, the majority of residents in the City of Boise gives the city's quality of life high marks and also feels the city is headed in the right direction. In order to keep these high marks, the City of Boise will need to work hard in the upcoming years as the city continues to rapidly grow and develop.

In addition to receiving high satisfaction rating for quality of life, there are also some critical areas that were perceived very well by the residents of the City of Boise. The City of Boise should continue to devote resources to maintain current levels of quality in these areas. Moreover, the City of Boise can leverage these strengths to support other areas. The primary strengths include:

- ~ Availability of youth services and programs making Boise a good place to raise children,
- ~ Quality of public schools,
- ~ Ability to get around by car,
- ~ Cost of living, and
- ~ Economic development activities.

While the availability and preservation of open spaces is a strength for the City of Boise, there are opportunities for improvement in this area with continued acquisitions.

However, there are some critical areas that are not as well perceived by city residents. The City of Boise should consider focusing on addressing the following improvement opportunities to provide high quality of services that residents expect and require:

- ~ Planning for growth,
- ~ The amount / extent of traffic congestion,
- ~ Adequacy of public transportation, and
- ~ Availability of drug and alcohol treatment programs.

Residents in the City of Boise are also aware of the city's growth and would like the city to communicate to its residents that compact development within existing neighborhoods is preferred over new residential development on large scale lots outside the city limits. Residents also understand the current drought issues and are supportive of water conservation efforts in the city. On the whole, residents are supportive of keeping taxes and services where they are currently and are less willing to pay additional taxes to support programs and services.

It is also necessary for the City of Boise to communicate its efforts to the public emphasizing Boise's strengths and focusing on the steps that are being taken to increase support in areas where Boise residents are not particularly satisfied. Therefore, the City of Boise should continue to focus on improving the system's performance and communicate these efforts to the public as this will have an impact on how citizens feel about the City of Boise and will encourage support for future projects.

Table of Contents

Contents

Executive Summary	iii
Background / Overview.....	iii
Key Findings.....	iv
Overall Quality of Life.....	iv
City Direction.....	vi
Key City Issues	viii
City’s Strengths.....	xii
Present Potential Weaknesses	xiv
Target Improvement Opportunities	xv
Quality of City Services.....	xvii
Budget Priorities.....	xx
Unaided: Budget Priorities	xx
Aided: Budget Priorities	xxi
Key City Services	xxii
Priorities for City of Boise Police Department.....	xxii
Priorities for Fire Services.....	xxv
Priorities for Parks and Recreation Department	xxvi
Priorities for Library Services	xxviii
Usage.....	xxviii
Willingness to Pay for Library Services	xxix
Support for Branch Libraries	xxx
Downtown Boise	xxxi
Overall Rating of Youth Programs for Children 0 to 12 years of Age..	xxxii
Overall Rating for Youth Programs for Children 12 to 18 Years of Age	xxxiii
Support to Fund Transportation Projects.....	xxxiv
Support for Paying Additional Taxes to Expand the Current Bus System	xxxiv

Support for Paying Additional Taxes to Build a Light Rail System	xxxv
Growth and Development in the City of Boise	xxxvi
Willingness to Pay Additional Taxes for City Services	xxxvii
Conclusions.....	xxxviii
Contents.....	xxxix
Project Overview	1
Background & Objectives.....	1
Methodology and Sampling	2
Research Design	2
Statistical Weighting.....	3
Final Interviewing Outcomes.....	4
Questionnaire Design	5
Respondent Characteristics	6
How to Use This Report.....	8
Report Format.....	8
Statistical Significance	9
Key Findings.....	10
Quality of Life in Boise.....	10
Overall.....	10
Quality of Life by Region.....	11
Quality of Life by Age.....	12
Quality of Life by Length of Residence	12
Quality of Life by Income	13
Quality of Life by Employment Status.....	13
City Direction.....	14
Overall.....	14
City Direction by Region	15
City Direction by Age	16
City Direction by Length of Residency.....	17
Key City Issues	18
City Issues.....	18

Key Issues by Region	20
Key Issues by Length of Residency.....	22
Overall City's Strengths	24
Overall City's Strengths by Region	26
Present Potential Weaknesses	28
Present Potential Weaknesses by Region.....	29
Future Potential Weaknesses	30
Target Improvement Opportunities	32
Quality of City Services.....	34
Overall.....	34
Quality of City Services by Region	36
Quality of City Services by Age.....	37
Quality of City Services by Length of Residency.....	38
Code Enforcement.....	39
Overall.....	39
Code Enforcement by Region.....	40
Code Enforcement by Length of Residency	41
Code Enforcement by Age.....	42
Neighborhood Safety	43
Overall.....	43
Neighborhood Safety During the Day by Region.....	44
Neighborhood Safety During the Day by Age within Gender	45
Neighborhood Safety During the Night by Region.....	46
Neighborhood Safety During the Night by Age within Gender	47
Downtown Boise.....	48
Support for a Vital and Downtown Boise	49
Support for a Vibrant Downtown by Length of Residency	50
Overall Safety Downtown after Dark.....	51
Overall Safety Downtown after Dark by Age within Gender	52
Budget Priorities	53
Unaided: Budget Priorities	53

Aided: Budget Priorities	54
Budget Priorities by Region	55
Public Works – Street Lighting	58
Overall Street Lighting	58
Street Lighting in Residential Neighborhoods by Region	59
Street Lighting in Residential Neighborhoods by Age within Gender	60
Street Lighting in Residential Neighborhoods by Residency	61
Street Lighting on Major City Streets by Region	62
Street Lighting on Major City Streets by Age within Gender	63
Priorities for Public Works	64
Overall Priorities	64
Willingness to Pay Additional Funds for Street Lighting by Region	65
Willingness to Pay Additional Funds for Neighborhood Improvements by Region	66
Willingness to Pay Additional Funds for Neighborhood Improvement by Age	67
Willingness to Pay Additional Funds for Neighborhood Improvement by Income	68
Willingness to Pay Additional Funds for Neighborhood Improvement by Household Type	69
Willingness to Pay Additional Funds for Neighborhood Improvement by Employment Status	70
Support for Water Conservation Efforts	71
Overall	71
Support for Water Conservation Efforts by Region	72
Support for Water Conservation by Residency	73
Support for Water Conservation Efforts by Age	74
Support for Water Conservation by Income	75
Police Services	76
Police Services – Importance versus Willingness to Pay	76
Police Budget Priorities	78
Alternative Police Services	79
Alternative Reporting Methods	79
Alternative Reporting Methods by Age Segments	80
Alternative Report Methods by Income	81
Alternative Police Services – Centralized versus Decentralized	82

Centralized versus Decentralized by Region.....	83
Centralized versus Decentralized by Age.....	84
Centralized versus Decentralized by Income	85
Preference of School Resource Officers in Elementary, Junior High, or High School	85
Overall.....	86
Preference of School Resource Officers by Region	87
Preference of School Resource Officers by Length of Residency.....	89
Preference of School Resource Officers by Age	90
Drug Abuse in Schools	91
Fire Services.....	92
Overall.....	92
Willingness to Pay for Advanced Paramedic Services by Region.....	93
Willingness to Pay to Maintain the Current Response Time by Region .	94
Parks and Recreation.....	95
Park Usage	95
Parks and Recreation Services – Importance versus Willingness to Pay	95
Park Budget Priorities	97
Parks and Recreation Budget Priorities by Region	98
Support for Alternative Landscaping.....	99
Overall.....	99
Support for Alternative Landscaping by Region	100
Transportation.....	101
Support for Paying Additional Taxes to Expand the Current Bus System	101
Support for Paying Additional Taxes to Expand the Current Bus System by Age	102
Support for Paying Additional Taxes to Build a Light Rail System	103
Support for Paying Additional Taxes to Build a Light Rail System by Age	104
Support for Paying Additional Taxes to Build a Light Rail System by Gender	105
Support for Paying Additional Taxes to Build a Light Rail System by Length of Residency	106
Youth Programs and Services.....	106
Youth Programs and Services for Children Ages 0 to 12 Years.....	106
Overall.....	107

Youth Programs for Children Ages 0 to 12 Years by Region	108
Youth Programs for Children 0 to 12 Years by Income	109
Top Two Children’s Programs Residents Could Not Live Without	110
Top Two Children’s Services by Region.....	111
Top Two Children’s Services by Income	111
Youth Programs for Children Ages 12 to 18 Years	112
Overall.....	112
Youth Programs for Children Ages 12 to 18 Years by Age Segments.	114
Top Two Youth Programs Residents Could Not Live Without.....	115
Top Two Youth Programs Residents Could Not Live Without by Region	116
Library Services	117
Usage of the Library.....	117
Willingness to Pay to Increase Library Services.....	118
Overall.....	118
Willingness to Pay Additional Fee for Library Services by Region.....	120
Top Two Library Services Residents Could Not Live Without	121
Top Two Library Services Residents Could Not Live Without by Region	122
Top Two Library Services Residents Could Not Live Without by Age..	123
Top Two Library Services Residents Could Not Live Without by Household Type	123
Top Two Library Services Residents Could Not Live Without by Length of Residency	124
Support for Branch Libraries	125
Overall.....	125
Support for Branch Libraries by Region.....	126
Support for Branch Libraries by Age Segments	127
Support for Branch Libraries by Length of Residency	128
Planning and Building Services	129
Growth and Development.....	130
Overall Preference for Growth and Development.....	130
Preference of Growth and Development by Income.....	131
Preference of Growth and Development by Length of Residency.....	132
Taxes	133

Services and Taxes	133
Services and Taxes by Age Segments.....	135
Support to Increase Property Taxes	136
Information Technology.....	137
Access to the Internet	137
Access to High Speed Internet at Home.....	138
Support for Online Payment for City Services	139
Support for Online Payment for City Services by Age Segment	140
Support for Online Payment for City Services by Income	141
Public Access Channel	142
City Council Meetings on the Public Access Channel	143
Questionnaire.....	144
Sample Banner Pages.....	1

I. Project Overview

Background & Objectives

Cities today are competing with one another to successfully provide the essential services each city needs for their rapidly changing communities. In order to help cities think smart and grow strategically for these changes, cities need to provide the quality of services residents expect and require, delivering the quality of life to attract and retain businesses and residents, allocating your city's increasingly scarce resources to support important projects, and attract and retain the human and economic resources necessary to support long-term economic growth. By providing and knowing what your community needs, residents within the community will be more satisfied with their city.

Citizen satisfaction surveys have become increasingly more common as many jurisdictions attempt to gauge citizen expectations and satisfaction with government services. They become important tools for identifying citizen preferences, detecting citizen satisfaction, measuring government performance, and involving citizens in the administrative process.

In 2005, as part of its strategic planning effort, the City of Boise conducted its first comprehensive citizen survey. City of Boise contracted with Northwest Research Group, Inc. to gain a greater understanding of the:

- ~ Perceptions of the quality of life in Boise,
- ~ Perceptions of the quality of city services,
- ~ Key city issues,
- ~ Code enforcement,
- ~ Personal safety,
- ~ Downtown Boise,
- ~ Budget priorities (overall priorities and specific departments),
- ~ Other key issues, and
- ~ Respondent demographics.

This study used NWRG's CityMARKS™ research program which was initiated in 2002. The CityMARKS™ benchmark survey is updated each spring based on a random sample of more than 2,000 individuals in participating cities across the United States. An approximately equal number of interviews are completed in each of the major census areas of the country, allowing for reliable analysis within each key area. Participating clients may add additional questions specific to their community and/or as use the national questions conducted every spring to enhance the usefulness of the research to meet the specific needs of their community.

Methodology and Sampling

Research Design

To satisfy the study’s objectives, a telephone survey of City of Boise residents was completed. Qualified respondents were defined as:

Residents within City of Boise who are the head of the household and are 18 years of age and older.

Telephone data collection using random digit dial (RDD) sampling continues to be the best sampling and data collection methodology for conducting research that represents the general population. Telephone surveys, notably those using computer-assisted telephone interviewing (CATI) technology, also continue to be the best methodology for completing long and complex surveys, particularly those using a large number of rating scales where it is important to randomize the order of delivery to minimize response order bias and ensure more valid responses. Finally, professional interviewers probe for complete answers to all questions, limiting the number of unanswered questions and gaining in-depth information for open-ended questions. Note for all questions, respondents are given the option to provide a response of “don’t know” or “no opinion.”

The telephone survey consisted of 507 interviews with residents within Boise city limits. The sample was drawn and administered using strict random digit dialing (RDD) sampling procedures, reaching both listed and unlisted telephone numbers. Cell phone numbers are not included in the sampling frame. A random sample, screened for disconnected numbers, was ordered proportionately by region (North / Northeast Boise, Northwest / West Boise, the Bench, Southeast Boise, and Southwest Boise) from Survey Sampling International to ensure a minimum of 500 completed interviews.

Figure 1: City of Boise’s Regions

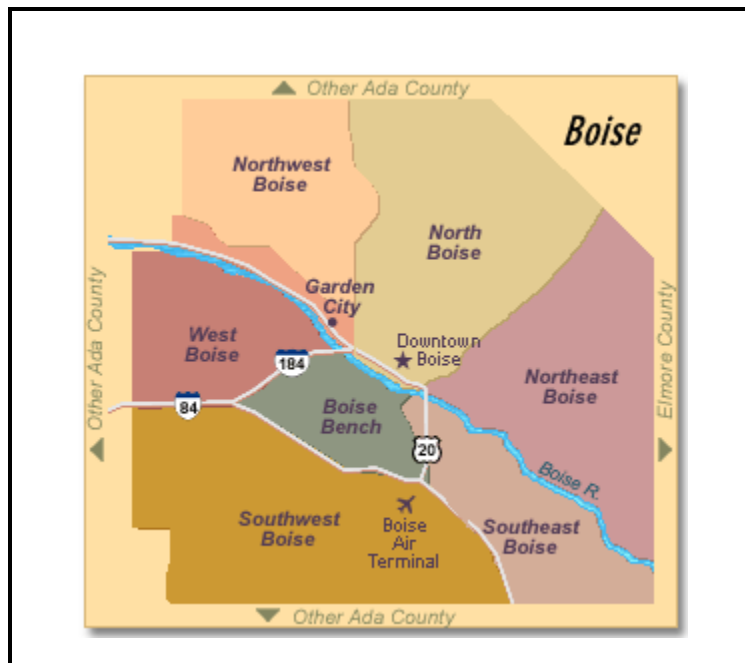


Table 1: Sampling Plan: City of Boise

<i>The City of Boise's Citizen Survey is based on telephone interviews with a sample of more than 500 adults, yielding a margin of about plus or minus 4 percentage points.</i>	Region	# of Households	% of Households	Population 18 plus	% of Population	Unweighted n	Precision
	North / Northeast	10,466	14%	19,503	14%	106	+ or - 9.5%
Northwest / West	26,495	36	49,376	36	110	+ or - 9.3%	
Southeast	15,007	20	27,966	20	108	+ or - 9.4%	
Bench	9,188	12	17,122	12	106	+ or - 9.5%	
Southwest	13,283	18	24,754	18	77	+ or - 11.2%	
Total	74,438	100	138,721	100	507	+ or - 4.4%	

Interviews were completed with a randomly selected male or female head of the household, 18 years of age or older. As women are more likely to complete telephone surveys than men, quotas were established to ensure that an equal number of males and females were interviewed.

Interviews were conducted between March 29 and April 19, 2005. Northwest Research Group conducted interviews daily until 9:00 p.m. and during the afternoon and early evening hours on weekends. Each sample element was attempted up to five times to maximize the extent to which the sample represents the population. This method ensures that each household has a known probability of being selected for an interview.

Statistical Weighting

The basic premise behind probability sampling is that each household has a known and non-zero probability of selection. In telephone surveys today, all households do not have an equal probability of selection. For example, households with multiple telephone lines have a higher probability of selection than those with a single line. In addition, multi-person households have a greater probability of selection than those with a single person as it is more likely that a person will be at home when calls are attempted. The first stage of weighting, therefore, adjusts for the probability of being selected resulting from:

- ~ Phone numbers dialed and the universe of phones within the sampling frame,
- ~ Multiple telephone lines in the household,
- ~ Households without telephones, and
- ~ Number of adults in the household.

In addition, post-stratification weighting was used to adjust the sample to match the target population estimates in each Census region and to adjust for any non-response. Given that telephone sampling often leads to age distributions that do not match the known population estimates, estimates (from the 2000 census data) for the age groups 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, and 65 and older were used both for males and females to adjust for varying levels of non-response within each age group. The number

of interviews obtained and the number resulting from the weighting process are shown in the following table.

Table 2: Sampling: Weighting

Post-stratification weighting was used to adjust the sample to match the target population.	Age	Male		Female	
		Obtained	Weighted	Obtained	Weighted
		18 to 24	11	19	12
25 to 34	27	31	41	48	
35 to 44	47	58	49	66	
45 to 54	64	84	59	73	
55 to 64	44	30	40	26	
65 +	44	26	68	33	
Total	237	248	269	259	

**Note: The obtained total will not be 507 due to one respondent refusing to give their age.*

In addition, disproportionate sampling was used to ensure minimum sample sizes within each major region of the city. Post-stratification weights were developed using 2000 Census data to allow the sample to adequately represent the study area’s population as a whole.

Table 3: Disproportionate Sampling

The sample was weighted to reflect the sampling plan and to adjust for any over- or under-sampling of the different age and gender subgroups	Region	Disproportionate Sample Stratification	Proportionate Sample After Weighting to Population Counts	Proportionate Sample After Weighting Scaled to Sample Size
		North / Northeast	106	19,503
Northwest / West	110	49,376	180	
Southeast	108	27,966	102	
Bench	106	17,122	63	
Southwest	77	24,754	90	
Total	507	138,721	507	

All results in this report are based on the weighted sample data. Weighted cell sizes are shown. Unweighted cell sizes, however, are used when inferring statistical reliability.

Final Interviewing Outcomes

Declining response rates resulting from the inability to reach households with targeted respondents at home and increasing refusal rates are of significant concern in telephone survey research. Strict calling procedures are used to maximize response rates including:

- ~ Drawing and loading sample in replicates, a replica subset of the entire sample. In other words, the sample that is randomly drawn from the sampling frame is systematically divided into smaller groups that are each representative of the population. Each replicate, or sub-sample, is dialed in

sequential order to maintain the integrity of the parent sample. This prevents any selection bias that could occur should sampling quotas fill before the entire sample is dialed.

- ~ Scheduling call-back interviews as required to complete surveys at a convenient time.
- ~ Re-contacting individuals who initially refused to complete the survey at an alternative time. The majority of initial refusals to surveys occur prior to hearing the introduction. Moreover, the person answering the phone may not be the individual in the household scheduled to be interviewed.
- ~ Calling back households who do not answer or have busy numbers up to five times to maximize contact rates.

The response rate for the City of Boise Citizen Survey based on 2004 AAPOR (American Association for Public Opinion Research) formula is 26 percent. Of those reached, only 34 percent refused to complete the survey. This is lower than the national average for RDD samples where the refusal rate is as high as 40 percent.*

Questionnaire Design

As this is the first time the City of Boise has conducted such a comprehensive citizen survey, particular attention was paid to questionnaire design to establish reliable baseline measures that can be replicated over time. The City of Boise Citizen Survey is based in part on Northwest Research Group's CityMARKS™ survey.

Northwest Research Group consulted with the City of Boise in designing customized research questions to be included in the survey instrument. The customized questions included in the CityMARKS™ survey instrument addressed the key areas identified above. In addition, the questionnaire consisted of national questions that the City of Boise can use to benchmark themselves to comparative cities within the United States.

The questionnaire used a variety of question formats, including closed single- and multiple-response questions for all categorical data. In situations where not all potential responses could be anticipated, an "other" category was included. These results were then reviewed and, where appropriate, post-coded into the database. All attitude and evaluation questions used scaled response formats. Scales were typically five points in length. One open-ended question was included to obtain detailed descriptions of residents' budget priorities. Based on a review of these responses, a code list was developed to capture the range of responses. Results from the open-ended question were then coded and entered into the respondent database.

The survey was administered using computer-assisted telephone interviewing technology. The computer program automatically handled all skip and branching patterns. The questionnaire averaged 35 minutes in length. A copy of the City of Boise's customized questionnaire is included in the Appendix.

* Council for Marketing and Opinion Research (CMOR) , 2003 Respondent Cooperation & Industry Image Study

Respondent Characteristics

To further analyze the data, several key demographic questions were asked. This information aids in determining the representativeness of the final sample by comparing this information with current census figures. Moreover, these questions provide additional opportunity for analysis or sub-segment analysis.

- ~ Age and gender distributions match current Census data within each region as a result of the weighting process.
- ~ More than half (56%) of Boise households do not have children under 18 living at home.
- ~ Over half (70%) are employed either part-time or full-time in the City of Boise.
- ~ Over half (52%) of the residents interviewed have lived in Boise for more than 15 years.
- ~ The median income of respondents is \$55,237, with about half (46%) reporting incomes in the \$35,000 to \$75,000 range. This is higher than the median household income reported in the 2000 Census (\$42,432). The majority of this difference may simply be growth in income since the Census data was reported. It may also reflect the nature of job growth and change in the city. Finally, homeowners may be somewhat over-represented in the sample relative to their actual incidence in the population, causing a slight income bias. Analysis by income allows for better understanding as to what, if any, impact income has on attitudes and perceptions.

Table 4: Respondent Characteristics

<i>The sample is representative of the population in the City of Boise within its five regions.</i>	Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Age						
18 to 24	6%	7%	7%	9%	6%	2%
25 to 34	16	23	11	16	18	16
35 to 54	55	46	59	53	53	60
55 to 64	11	12	14	12	8	6
65 or older	12	11	9	11	15	17
Median	46	46	46	46	45	47
Gender						
Male	49%	49%	49%	49%	49%	49%
Female	51	51	51	51	51	51
Income						
Less than \$25K	15%	26%	12%	13%	14%	16%
\$25K to \$35K	13	10	15	9	14	15
\$35K to \$45K	10	4	9	13	16	7
\$45K to \$55K	12	9	14	8	14	12
\$55K to \$75K	24	16	19	23	29	36
\$75K or more	27	35	30	34	13	14
Median	\$55,237	\$55,867	\$54,612	\$60,935	\$49,076	\$55,073
Employment Status						
Employed	70%	62%	68%	71%	75%	74%
Not Employed	30	38	32	29	25	26
Household Type						
With children	44%	47%	46%	33%	42%	49%
Without children	56	53	54	67	58	51
Years in Boise						
Newest residents (1999 to present)	28%	35%	22%	36%	20%	30%
New residents (1990 – 1998)	20	26	21	15	21	17
Long-time residents (pre-1990)	52	39	56	49	59	5
Mean	16.8	16.8	21.2	17.3	23..4	20.6

How to Use This Report

Report Format

Extensive analysis of the data was completed. This report summarizes the major findings for each of the topics as a whole, and for key subgroups.

The following notes describe the reporting conventions used in the report:

- ~ The report is organized by major topic area. Tables and charts provide supporting data.
- ~ Information about the overall results for each topic area is presented first, followed by relevant, statistically and practically significant differences between key subgroups. The probability level for determining statistical significance is $<.05$ (unless otherwise noted). When significant differences (assuming a 95 percent confidence level) are observed among important subgroups (e.g., geography, age, gender, etc.), they are noted in the written text of the report and notated in the accompanying tables.
- ~ In most charts and tables, unless otherwise noted, column percents are used. Percents are rounded to the nearest whole number. Note that some percentages in this report may add up to more or less than 100 percent because of rounding, the permissibility of multiple responses for specific questions, or the presentation of abbreviated data.
- ~ Except where noted, tables and charts provide information from respondents who offered opinions to a question. “Don’t know” and “refusals” are counted as missing values unless “don’t know” is a valid or meaningful response. The “no answer” category is not included in the analysis generating the graphics.
- ~ Complete documentation of the data analysis (in the form of banners) is kept separately. These banners are useful in providing easy-to-use documentation of the results of all questions broken out for important subgroups of the sample. The NWRG Project Team worked with the City of Boise Project Team to determine the best segments for this analysis. One set of banner tabulations are available that include the following banner points:
 - ~ **Area of Residence:** North / Northeast Boise, Northwest / West Boise, Southeast Boise, the Bench, and Southwest Boise.
 - ~ **Age:** 18 to 29, 30 to 44, 45 to 64, and 65 and older.
 - ~ **Gender:** Male and female.
 - ~ **Income:** Less than \$35,000, \$35,000 to \$54,999, \$55,000 to \$74,999, and \$75,000 and greater.
 - ~ **Length of Residence in Boise:** Newest residents (defined as having lived in Boise for six years or less), new residents (defined as having lived in Boise 7 to 15 years), and long-time residents (defined as having lived in Boise for 16 years or more).
 - ~ **Employment Status:** Employed and not employed.
- ~ A sample of the banner output is included in the Appendix.

Statistical Significance

While interpreting survey results, readers should keep in mind that all surveys are subject to sampling error. Sampling error is the extent to which the results may differ from what would be obtained if the whole population were surveyed. The size of such sampling error depends on the number of interviews completed. As the sample size increases, the sampling error decreases.

The overall margin of sampling error for this survey for questions asked of all respondents is plus or minus 4.4 percent. For example, if we asked a question of all adolescents (n=507) and 10 percent gave a specific response, the error associated with that 10 percent is plus or minus 2.6 percent. That is, if you repeated the survey, you could expect this same response to be from 7.4 percent to 12.6 percent. The following table illustrates the error associated with different proportions at different sample sizes and can be used to determine sampling error for subgroups.

Results from some questions can be compared to the 2004 National CityMARKS™ survey, which is based on a sample size of 2,000. The error associated with this sample size is plus or minus 2.2 percent.

Table 5: Error Associated With Different Proportions at Different Sample Sizes at the 95% Confidence Level

The error associated with the estimates in this survey varies by the estimate itself and the sample size.	Sample Size	ESTIMATE				
		10% / 90%	20% / 80%	30% / 70%	40% / 60%	50% / 50%
	50	8.3%	11.1%	12.7%	13.6%	13.9%
	100	5.9%	7.8%	9.0%	9.6%	9.8%
	200	4.2%	5.5%	6.4%	6.8%	6.9%
The overall margin of sampling error associated with the City of Boise Citizen Survey is about plus or minus 4 percentage points.	300	3.4%	4.5%	5.2%	5.5%	5.7%
	400	2.9%	3.9%	4.5%	4.8%	4.9%
	500	2.6%	3.5%	4.0%	4.3%	4.4%
		CityMARKS™ Benchmark				
	Sample Size	10% / 90%	20% / 80%	30% / 70%	40% / 60%	50% / 50%
	2000	1.3%	1.8%	2.0%	2.1%	2.2%

Throughout this report, differences between key groups will be reported. If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, then the difference is *statistically* significant. If results or numbers are different to the extent that the difference would matter from a managerial perspective, the difference is *practically* significant. To be *practically* significant, the difference must be *statistically* significant. However, a *statistically* significant difference may not be *practically* significant.

II. Key Findings

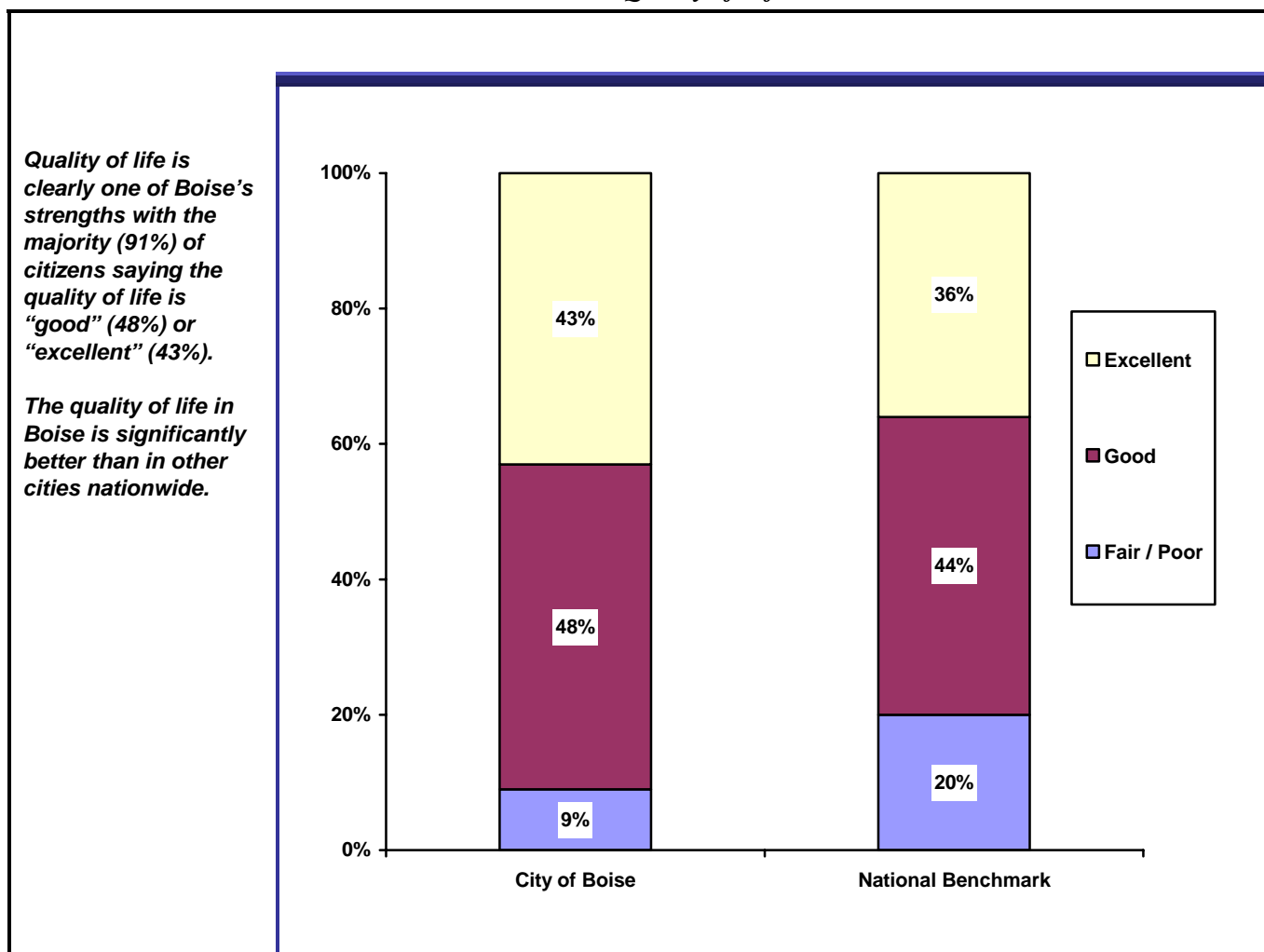
Quality of Life in Boise

Overall

Respondents were asked to rate the overall quality of life in the City of Boise. Responses were recorded on a 4-point scale where “1” means “poor” and “4” means “excellent.”

- ~ The quality of life in Boise is clearly a strength. Overall, the majority of Boise residents rate the quality of life as being “good” to “excellent” – 43 percent rate the quality of life in Boise as “excellent” and 48 percent give a rating of “good.”
- ~ This is significantly higher than noted in the 2004 National CityMARKS™ Survey where only 36 percent of people rate their community’s quality of life as “excellent” and 44 percent rate it as “good.”
- ~ The City of Boise needs to work hard to maintain these high marks in the upcoming years as the city continues its rapid growth and development.

Table 6: Overall Quality of Life in Boise



Quality of Life by Region

- ~ City of Boise residents in each region feel very positive about the quality of life within their region. In fact, most residents rate the quality of life in the City of Boise as being “good” to “excellent.” However, there are some differences in ratings between the different communities.
- ~ North / Northeast Boise and Southeast Boise residents give the city the highest ratings for overall quality of life. This is notable in terms of the above-average percentage (53%) of “excellent” ratings among those living in North / Northeast Boise
- ~ Southwest Boise residents give the city an average rating (mean of 3.32) with an above-average percentage (58%) of “good” ratings.
- ~ While not statistically significant, residents of the Bench area give the city the lowest ratings for overall quality of life with the highest percentage (14%) of “fair” and “poor” ratings.

Table 7: Quality of Life by Region

City of Boise residents in each region feel very positive about the quality of life within their region.	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Excellent	53%	39%	50%	45%	37%
Good	39	53	42	42	58
Fair / Poor	8	9	8	14	5
Mean*	3.44	3.28	3.39	3.28	3.32
<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>					

Quality of Life by Age

- ~ Boise citizens between the ages of 30 and 44 give the city the highest ratings for its quality of life – 52 percent rate the quality of life in Boise as “excellent.”
- ~ Almost all (96%) residents between the ages of 18 and 29 say the quality of life in Boise is “good” to “excellent.” However, significantly more residents say it is just “good” (63%) compared to those who rate the quality of life as “excellent” (33%).

Table 8: Quality of Life by Age

Boise citizens between the ages of 30 and 44 give the city the highest ratings for its quality of life.	18 – 29	30 – 44	45 – 64	65 plus
Excellent	33%	52%	41%	36%
Good	63	41	50	52
Fair / Poor	4	8	9	12
Mean*	3.29	3.42	3.29	3.24
<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>				

Quality of Life by Length of Residence

- ~ Despite the differences in perceptions of quality of life by age, there are no significant differences in ratings of quality of life based on length of residence.

Table 9: Quality of Life by Length of Residence

There are no significant differences in ratings of quality of life based on length of residence.	Newest Residents (since 1999)	New Residents (1990 – 1998)	Long-Time Residents (pre-1990)
Excellent	47%	47%	40%
Good	44	48	51
Fair / Poor	9	5	10
Mean*	3.35	3.43	3.28
<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>			

Quality of Life by Income

- ~ Economics is clearly a factor in the extent to how residents rate the quality of life in Boise. Residents who make \$75,000 per year or more are significantly more likely to rate the quality of life as being “excellent” compared to other income levels – overall mean rating of 3.56.
- ~ While the majority of those in the other income segments also rate the quality of life as “good” or “excellent,” they are more likely to say that it is simply “good” rather than “excellent.”

Table 10: Quality of Life by Income

Economics is clearly a factor in the extent to how residents rate the quality of life in Boise.				
	Less than \$35K	\$35K to \$55K	\$55K to \$75K	\$75K or more
Excellent	35%	42%	37%	63%
Good	54	50	55	31
Fair / Poor	11	8	8	5
Mean*	3.23	3.34	3.28	3.56
*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”				

Quality of Life by Employment Status

- ~ Similarly, those that are employed are more likely to say the quality of life in Boise is “excellent” while those who are not employed are more likely to say it is just “good.”

Table 11: Quality of Life by Employment Status

Residents that are employed are more likely to say the quality of life in Boise is “excellent” compared to those who are not employed.		
	Employed	Not Employed
Excellent	47%	34%
Good	44	59
Fair / Poor	9	7
Mean*	3.36	3.26
*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”		

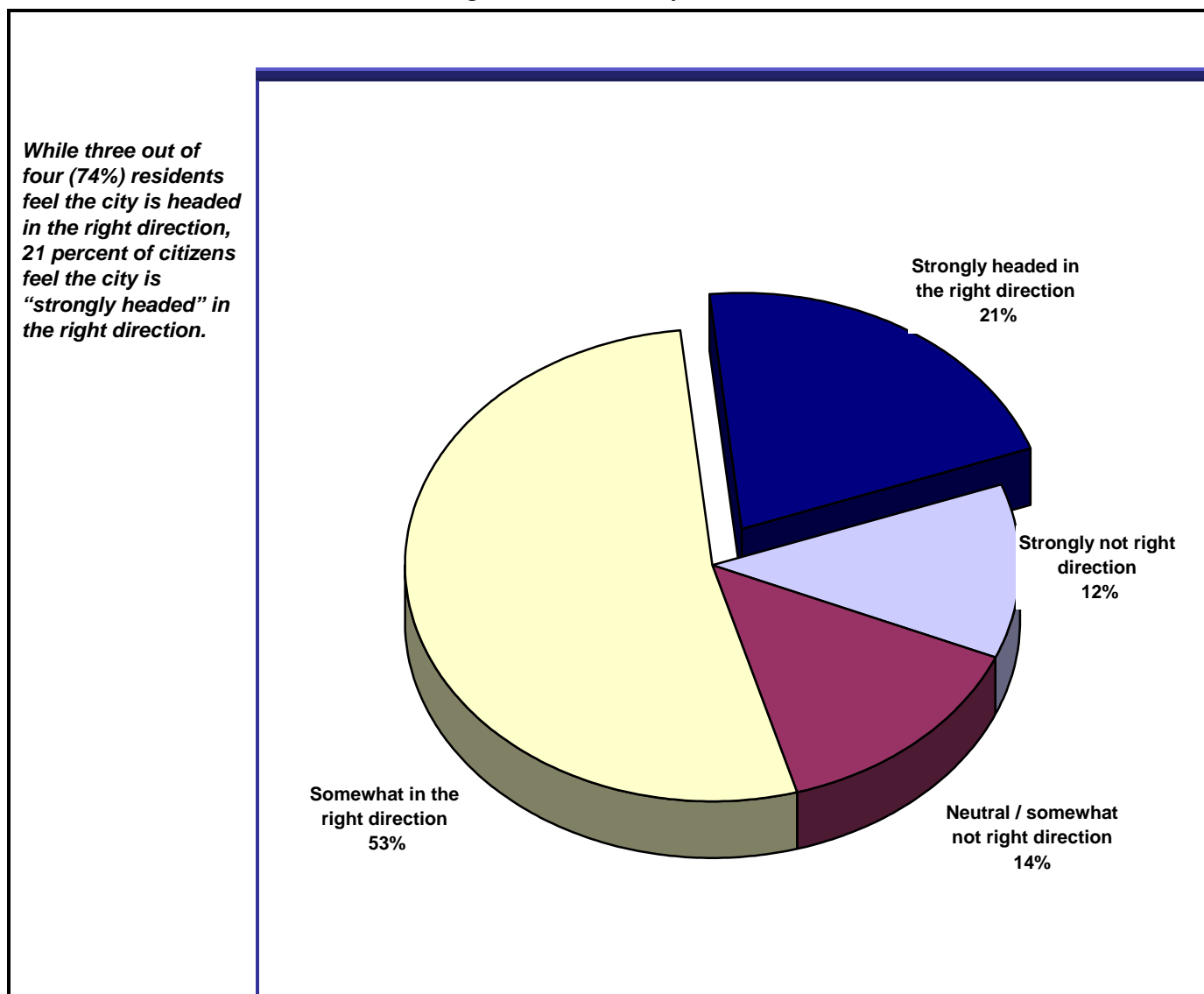
City Direction

Overall

Respondents were asked if they thought the City of Boise is headed in the right direction. Responses were recorded on a 5-point scale where “1” means “strongly not headed in the right direction” and “5” means “strongly headed in the right direction.”

- ~ While three out of four (74%) City of Boise residents feel the city is headed in the right direction, 21 percent of citizens feel the City is “strongly headed” in the right direction. This is a key baseline measure and efforts should be targeted at identifying areas for improvement that could increase the percentage of citizens who strongly believe the city is heading in the right direction.
- ~ It is critical to note that a significant segment (26%) of the population feels that the City of Boise may be headed in the wrong direction. It is important to understand through subsequent analysis who this segment is and what key issues drive these opinions.

Figure 2: Overall City Direction



City Direction by Region

- ~ Those living in Southeast Boise and, to a lesser extent, North / Northeast Boise are the most likely to feel strongly that the City of Boise is moving in the right direction.
- ~ More residents (28%) in Southeast Boise “strongly feel” the city is headed in the right direction. On the other hand, 30 percent of Southwest Boise residents feel the City of Boise is headed in the wrong direction.
- ~ Clearly there are aspects of the city in Southeast Boise that could serve as a model for future growth and planning.

Table 12: City Direction within Region

<i>Those living in Southeast Boise and, to a lesser extent, North / Northeast Boise are the most likely to feel strongly that the City of Boise is moving in the right direction.</i>		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	Strongly headed in the right direction	18%	19%	28%	28%	15%
	Somewhat headed in the right direction	63	54	50	46	48
	Neutral	3	2	4	6	7
	Headed in the wrong direction	16	24	18	21	30
	Mean*	3.74	3.55	3.80	3.69	3.33
	<i>*Mean based on a 5-point scale where “1” means “strongly not headed in the right direction” and “5” means “strongly headed in the right direction.”</i>					

City Direction by Age

- ~ By far, those citizens between the ages of 18 and 29 are most likely to feel that the City of Boise is headed in the right direction compared to all other age segments – 95 percent agree the City of Boise is headed in the right direction.

Table 13: City Direction by Age Segments

Citizens between the ages of 18 and 29 are most likely to feel that the City of Boise is headed in the right direction compared to all other age segments.		18 to 29 years	30 to 44 years	45 to 64 years	65 years plus
	Strongly headed in the right direction	25%	24%	19%	20%
Somewhat headed in the right direction	70	51	48	55	
Neutral	0	3	5	4	
Headed in the wrong direction	6	23	27	23	
Mean*	4.13	3.63	3.44	3.62	
*Mean based on a 5-point scale where “1” means “strongly not headed in the right direction” and “5” means “strongly headed in the right direction.”					

City Direction by Length of Residency

- ~ Those citizens who have moved to Boise within the last 6 years (between 1999 and 2005) are the most likely to feel that the City of Boise is headed in the right direction – 27 percent strongly feel the city is headed in the right direction.
- ~ Those that have moved to Boise within the last 6 to 15 years (between 1990 and 1998) are significantly less likely than the newest residents (since 1999) to express some concerns about the direction the city is heading – only 12 percent strongly feel the city is headed in the right direction and 29 percent feel the city is heading in the wrong direction.
- ~ This may suggest that individuals moving to Boise prior to its current growth spurt came to the region with certain expectations and that that the current direction the city is taking may be contrary to these expectations.

Table 14: City Direction by Length of Residency

Citizens who have moved to Boise within the last 6 years are the most likely to feel that the City of Boise is headed in the right direction.	Newest Residents (since 1999)	New Residents (1990 – 1998)	Long-Time Residents (pre-1990)
Strongly headed in the right direction	27%	12%	22%
Somewhat headed In the right direction	52	54	52
Neutral	2	5	4
Headed in the wrong direction	19	29	22
Mean*	3.77	3.33	3.63
*Mean based on a 5-point scale where “1” means “strongly not headed in the right direction” and “5” means “strongly headed in the right direction.”			

Key City Issues

City Issues

Respondents were read a list of issues facing cities today and asked to indicate the extent to which these items are issues facing the City of Boise today. Allowable responses were: a “major issue,” a “moderate issue,” a “minor issue,” or “not an issue at all.”

- ~ By far, City of Boise residents feel that there are three major issues facing the city:
 - ~ The extent to which the community is planning for growth – nearly three out of five (59%) say this is a “major issue” facing the city. This is significantly higher than noted in the National CityMARKS™ Survey where just 18 percent say this is a major issue and most likely reflects the high awareness of current planning efforts as well as concerns about how these plans may affect the future of the city and its long-term quality of life.
 - ~ Problems with traffic congestion – 53 percent say this is a “major issue.” This is somewhat surprising and is significantly higher than noted in the National CityMARKS™ Survey. Again, this may reflect the high awareness of current transportation planning efforts and how these plans may affect long-term congestion.
 - ~ Availability of jobs that pay reasonable wages – 52 percent say this is a “major issue.” The availability of jobs that pay reasonable wages is seen as a greater issue than the number of jobs and economic opportunities available – 52 percent compared with 41 percent, respectively.
- ~ Other potential issues include:
 - ~ Quality of public schools – 48 percent say this is a “major issue.” While the City of Boise itself has little impact on the quality of schools, the residents feel that this is a major issue.
 - ~ Amount of crime – 39 percent say this is a “major issue.” This is somewhat higher than noted in the National CityMARKS™ Survey where only 20 percent say crime is a “major issue.”
 - ~ Air pollution – 42 percent say this is a “major issue.” This is significantly higher than noted in the National CityMARKS™ Survey where only 29 percent say that air pollution is a major issue. This would be as expected given the inversions the city experiences.
 - ~ Alcohol and/or drug abuse – 40 percent say this is a “major issue.” This is significantly higher than noted in the National CityMARKS™ Survey where only 10 percent say this is a major issue. This may be linked to the concerns on the amount of crime.
 - ~ Cost of living – 36 percent say this is a “major issue.” While this is lower than the most of Northwest, it is rapidly increasing.
 - ~ Adequacy of public transportation – 37 percent say this is a “major issue.” This is nearly the same as noted in the National CityMARKS™ Survey where 30 percent say the adequacy of public transportation is a major issue.

Table 15: City Issues

City of Boise residents feel that there are three major issues facing the city: the extent to which the community is planning for growth, problems with traffic congestion, and availability of jobs that pay reasonable wages.	City of Boise		CityMARKS™	
	% Major Issue	*Mean	% Major Issue	*Mean
Planning for growth	59%	3.38	18%	2.24
Traffic congestion	53	3.33	24	2.44
Availability of jobs that pay reasonable wages	52	3.31	n.a.	n.a.
Quality of public schools	48	3.15	n.a.	n.a.
Amount of crime	39	3.12	20	2.53
Air pollution	42	3.12	29	2.69
Adequate number of jobs & economic opportunities	41	3.11	n.a.	n.a.
Alcohol & drug abuse	40	3.09	10	2.05
Cost of living	36	3.05	n.a.	n.a.
Adequacy of public transportation	37	3.04	30	2.61
Availability / preservation of open space	37	2.97	27	2.57
Availability of affordable housing	31	2.95	19	2.29
Availability of programs / services for children	36	2.95	n.a.	n.a.
Gangs	35	2.93	39	2.95
Ability to get around by car	35	2.92	n.a.	n.a.
Extent to which community promotes economic development	31	2.89	18	2.38
Availability of support services for seniors	26	2.83	n.a.	n.a.
Water quality / pollution	31	2.76	26	2.56
Quality of existing neighborhoods	24	2.67	27	2.56
Quality of services provided by city employees	18	2.57	n.a.	n.a.
Availability of city recreational programs	15	2.52	28	2.63
Availability of branch libraries	14	2.47	n.a.	n.a.
Ability to get around by bicycle	14	2.47	n.a.	n.a.
Ability to get around by foot	14	2.43	n.a.	n.a.
Availability of arts and cultural activities	14	2.40	25	2.62
Availability of city parks close to home	16	2.37	n.a.	n.a.

**Mean based on 4-point scale where "1" means "not an issue at all" and "4" means a "major issue."*

Key Issues by Region

- ~ There are some differences in the extent to which residents of different areas of the city perceive these issues affect the City of Boise.
- ~ Those living in Southwest Boise are most distinguished from those living in other parts of the city by the extent to which they feel the following are issues facing the City of Boise (listed in order of differentiation):
 - ~ Availability of city parks within walking distance from home,
 - ~ Availability of arts and cultural opportunities,
 - ~ Ability to get around by foot,
 - ~ Cost of living, and
 - ~ Amount of crime.
- ~ Those living in North / Northeast Boise are more likely than those in other areas of the city to feel that the availability and preservation of open space and the availability of branch libraries are major issues facing the City of Boise.

Table 16: Key Issues by Region

Residents in Southwest Boise feel the following issues are more of a concern for the City of Boise: availability of parks close to home, availability of art and cultural opportunities, ability to get around by foot, cost of living, and amount of crime.	North / Northeast	Northwest / West	Southeast	The Bench	Southwest
Overall Mean	2.93	2.86	2.81	2.85	2.96
Quality of public schools	3.22	3.15	2.95	3.24	3.29
Mean	52	45	44	53	50
% Major Issue					
Amount of crime					
Mean	2.99	3.17	3.01	3.08	3.30
% Major Issue	33	42	32	36	46
Preservation of open space					
Mean	3.24	2.89	2.98	2.86	2.98
% Major Issue	53	33	38	37	33
Youth programs / services					
Mean	3.04	2.94	2.75	3.00	3.07
% Major Issue	39	36	28	39	39
Gangs					
Mean	2.75	2.97	2.83	2.95	3.09
% Major Issue	27	37	33	36	39
Economic development					
Mean	2.89	2.93	2.65	2.92	3.07
% Major Issue	36	30	22	35	35
Quality of services from city employees					
Mean	2.59	2.57	2.66	2.29	2.63
% Major Issue	17	18	25	14	12
Branch libraries					
Mean	2.61	2.51	2.46	2.28	2.43
% Major Issue	17	14	12	11	14
Getting around by foot					
Mean	2.54	2.35	2.40	2.22	2.69
% Major Issue	21	10	12	10	20
City parks close to home					
Mean	2.32	2.28	2.30	2.19	2.80
% Major Issue	18	14	11	7	28

**Mean based on 4-point scale where "1" means "not an issue at all" and "4" means a "major issue."*

Key Issues by Length of Residency

- ~ Consistent with the lower ratings given for the direction the city is heading, those individuals who moved to Boise between 1990 and 1998 feel the city is facing greater issues than newer residents (those who moved here since 1999). In addition, those who have lived in the city for more than 15 years express greater concerns of where the city is heading. Moreover, each of these two groups has very different concerns.

- ~ Those that moved to Boise within the last 6 to 15 years are more likely to say the following are major issues:
 - ~ Planning for growth,
 - ~ Quality of existing neighborhoods, and
 - ~ Availability of branch libraries.

- ~ Those that have lived in Boise for more than 15 years are more likely to say the following are major issues:
 - ~ Problems with traffic congestion,
 - ~ Cost of living, and
 - ~ Gangs.

- ~ Residents who have lived in Boise 6 years or more are more likely to feel that being able to get around by bicycle is a major issue for the City of Boise.

Table 17: Key Issues by Length of Residency

Residents report different concerns / issues across length of residency. New residents – those who moved to Boise between 1990 and 1998 – feel more strongly than do the newest residents that the key issues are: planning for growth, quality of existing neighborhoods, and availability of branch libraries.	Newest Residents (since 1999)	New Residents (1990 – 1998)	Long-Time Residents (pre-1990)
	Overall Mean	2.76	2.93
Planning for growth			
Mean	3.25	3.57	3.38
% Major Issue	53	66	59
Problems with traffic congestion			
Mean	3.14	3.37	3.42
% Major Issue	42	58	57
Cost of living			
Mean	2.90	2.96	3.15
% Major Issue	35	27	40
Gangs			
Mean	2.79	2.87	3.04
% Major Issue	31	30	40
Quality of existing neighborhoods			
Mean	2.48	2.84	2.71
% Major Issue	23	29	22
Availability of branch libraries			
Mean	2.27	2.70	2.49
% Major Issue	14	16	13
Ability to get around by bicycle			
Mean	2.24	2.61	2.53
% Major Issue	11	20	14
<i>*Mean based on 4-point scale where “1” means “not an issue at all” and “4” means a “major issue.”</i>			

Overall City's Strengths

Respondents were also read a list of statements that could describe the City of Boise. This list paralleled the list of potential issues facing the city. For each item, respondents rated the city using a four-point scale where “1” means “poor” and “4” means “excellent.”

- ~ The City of Boise has a number of strengths in terms of providing services to the community. Efforts should focus on maintaining current service levels for these services. The City of Boise's top strengths include:
 - ~ **A good place to raise children.** By far, this is Boise's greatest strength with two out of five (40%) Boiseans saying the city is an “excellent” place to raise children. Moreover, while the percent of “excellent” is the same as in the National CityMARKS™ Survey, the overall mean for Boise is higher due to the high number also giving the city a “good” rating. In total, 86 percent of Boise citizens rate the city as a “good” to “excellent” place to raise children.
 - ~ **Availability of art and cultural opportunities.** Despite its relatively small size, Boise is seen as comparable to cities nationwide in terms of the availability of art and cultural opportunities.
 - ~ **Availability of city recreation programs.** Relative to other factors, Boise receives a relatively high percentage (19%) of “excellent” ratings for the availability of city recreation programs. However, compared to cities nationwide, this could be perceived as a potential weakness.
 - ~ **Quality of existing neighborhoods.** Note this was not asked in the national benchmark survey. This question was specifically requested by the Mayor and members of the Boise City Council.
 - ~ **Ability to find housing close to work.** This should be considered a potentially unique aspect of Boise relative to other cities. While the percentage of “excellent” ratings is the same, Boise receives a significantly higher percentage of “good” to “excellent” ratings than nationwide – 74 percent compared with only 56 percent, respectively.
 - ~ **Quality of water.** While receiving an above-average percentage of “excellent” ratings, this may become a future problem. Ratings may reflect residents' current concerns about availability of water after continued drought years.
 - ~ **Availability of parks closes to home.** While seen as a relative strength, the mean suggests some variability in responses. Nearly one out of five (19%) Boise citizens give this factor a “poor” rating and 14 percent say “fair.”

Table 18: Overall City's Strengths

The City of Boise has a number of strengths in terms of providing services to the community.	City of Boise		CityMARKS™	
	% Excellent	Mean*	% Excellent	Mean*
Place to raise children	40%	3.25	39%	3.08
Availability of art and cultural opportunities	20	2.94	19	2.56
Availability of city recreation programs	19	2.91	35	2.97
Quality of existing neighborhoods	13	2.87	n.a.	n.a.
Ability to find housing close to work	16	2.83	17	2.53
Quality of water	16	2.81	26	2.90
Availability of city parks close to home	31	2.78	34	3.06
Ability to get around by bicycle	23	2.76	23	2.73
Availability / preservation of open spaces	17	2.74	19	2.64
Quality of service from city employees	11	2.74	16	2.74
Ability to get around by car	17	2.72	32	3.08
Quality of public schools	15	2.74	23	2.80

**Mean based on a 4-point scale where "1" means "poor" and "4" means "excellent."*

Overall City's Strengths by Region

- ~ Overall, residents who live in Southeast Boise give the city the highest ratings for all services characteristics compared to the other regions in Boise.
 - ~ Residents in Southeast Boise feel that the top strengths in their region include:
 - ~ Being a good place to raise children,
 - ~ The availability of city recreational programs,
 - ~ The ability to find housing close to where you work,
 - ~ The availability of city parks within walking distance from home,
 - ~ The ability to get around by bicycle,
 - ~ Preservation of open spaces,
 - ~ Quality of schools, and
 - ~ The ability to get around by car.
- ~ Residents in North / Northeast Boise give the city an above-average overall rating.
 - ~ The strengths of North / Northeast include: the availability of city parks within walking distance from home and the ability to get around by bicycle.
- ~ Residents who live in Northwest / West and Southwest Boise give the city the lowest ratings overall.
 - ~ A potential issue in Northwest / West Boise is the availability of city recreation programs.
 - ~ A potential issue in Southwest Boise is the availability of city parks within walking distance.

Table 19: Overall City's Strengths by Region

Overall, residents who live in Southeast Boise give the city the highest ratings compared to the other regions in Boise.	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	Overall	2.62	2.52	2.73	2.56
Place to raise children	3.28	3.15	3.42	3.30	3.19
Art and cultural opportunities	2.90	2.88	3.00	3.04	2.95
City recreation programs	3.04	2.78	3.12	2.84	2.90
Quality of existing neighborhoods	2.93	2.82	2.94	2.83	2.84
Ability to find housing close to work	2.75	2.80	3.01	2.79	2.79
Quality of water	2.70	2.84	2.89	2.72	2.80
Ability to get around by bicycle	2.88	2.69	3.05	2.76	2.50
City parks close to home	3.30	2.76	3.15	2.77	1.99
Availability / preservation of open spaces	2.89	2.63	2.92	2.72	2.63
Quality of service from city employees	2.75	2.65	2.86	2.75	2.78
Ability to get around by car	2.70	2.51	3.04	2.87	2.69
Quality of public schools	2.75	2.68	2.98	2.75	2.57
*Mean based on a 4-point scale where "1" means "poor" and "4" means "excellent."					

Present Potential Weaknesses

- ~ The City of Boise has a few critical areas that citizens rated as poor. These include:
 - ~ **Amount and/or extent of congestion.** Somewhat surprisingly, the City of Boise receives the lowest rating for the amount and/or extent of traffic congestion. Note this is also listed as one of the key issues facing the city. Boise receives significantly lower ratings for this factor than do other cities nationwide.
 - ~ **Ability to get around by public transportation.** Given the current service levels, it is not surprising that the City of Boise receives relatively low ratings for the adequacy of its public transportation. Moreover, Boise receives significantly lower ratings for this factor than noted in other cities nationwide.
 - ~ **Availability of alcohol and drug treatment programs.** Only 3 percent give the city an “excellent” rating.
 - ~ **Planning for future growth.** Consistent with the ratings given for congestion and public transportation, the city receives one of its lowest ratings for the extent to which it is planning for growth. As with congestion, this is rated as a key issue facing the city. Boise achieves significantly lower ratings for this factor than other cities nationwide.
 - ~ **City communications with the public and level of public involvement in decision-making.** These may also be weaknesses. While Boise is seen as being less effective than other cities nationwide, Boise does a better job of public involvement than with city communications.

Table 20: Present Potential Weaknesses

<i>The City of Boise has a few critical areas that citizens rated as poor. Those include: amount / extent of congestion, availability of alcohol and drug treatment programs, ability to get around by public transportation, planning for future growth, and city communications with the public.</i>	City of Boise		CityMARKS™	
	% Excellent	Mean*	% Excellent	Mean*
Amount / extent of congestion	4%	1.80	13%	2.28
Availability of alcohol and drug treatment programs	3	2.01	n.a.	n.a.
Ability to get around by public transportation	5	2.01	13	2.29
Planning for future growth	4	2.09	18	2.63
City communications with the public	5	2.29	13	2.56
Level of public involvement in decision-making	4	2.31	13	2.55

**Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”*

Present Potential Weaknesses by Region

- ~ Efforts should be focused on improving services across all of the regions in the City of Boise; however, Northwest / West Boise and Southwest Boise are the two regions where residents give the city the lowest ratings. The following may be critical areas the city should focus its efforts on:
 - ~ Primarily, residents in Northwest / West Boise are more concerned with the amount and/or extent of congestion, level of public involvement in decision-making and city communication with the public compared to the other regions.
 - ~ In Southwest Boise, residents are concerned with efforts on reducing the amount and/or extent of congestion and planning for future growth compared to the other regions.
 - ~ Residents in North / Northeast Boise are more concerned with the ability to get around by public transportation in there area compared to the other regions.
 - ~ Residents on the Bench are more concerned with the availability of alcohol and drug treatment programs compared to the other regions.

Table 21: Present Potential Weaknesses by Region

<i>Northwest / West Boise and Southwest Boise are the two regions where residents give the lowest ratings.</i>	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Amount / extent of congestion	1.97	1.58	2.21	1.82	1.65
Availability of alcohol and drug treatment programs	1.87	2.01	1.98	1.83	2.27
Ability to get around by public transportation	1.86	2.01	2.01	2.08	2.07
Planning for future growth	2.08	2.08	2.19	2.17	1.97
Level of public involvement in decision-making	2.39	2.17	2.42	2.36	2.35
City communications with the public	2.34	2.20	2.43	2.27	2.27
<i>*Mean based on a 4-point scale where "1" means "poor" and "4" means "excellent."</i>					

Future Potential Weaknesses

- ~ The City of Boise should attend to the following areas – rated as “fair” – that could become critical weaknesses in the future:
 - ~ **The extent to which people are homeless.**
 - ~ **Having an adequate number of jobs and/or economic opportunity.** Note while seen as a potential weakness, Boise does significantly better than cities nationwide, attesting to the strength of the local economy.
 - ~ **Providing adequate support services for seniors.** Boise is less effective than other cities nationwide in this area.
 - ~ **Affordability of housing and cost of living.** Once a key point of differentiation for Boise, housing affordability and cost of living are seen as comparable to other cities nationwide. If housing prices and other costs continue to increase at current rates, this could become a significant issue in the future.
 - ~ **Quality of air.** Boise citizens give the city significantly lower ratings for this factor compared to other cities nationwide, attesting to concerns about the impact of the inversions and increased traffic on air quality.
 - ~ **The amount of crime.** Boise citizens give the city lower ratings for crime levels than noted in cities nationwide.
 - ~ **Extent of economic development.** Boise is seen as on par with other cities in this effort.
 - ~ **Ability to get around by foot.** This is a potential weakness of Boise relative to other cities as well as within the city itself.
 - ~ **Reasonable cost of living.** This is a potential weakness, but Boise is slightly doing better compared to other cities.

Table 22: Future Potential Weaknesses

Citizens in the City of Boise rated these services as being “fair” compared to the other services.	City of Boise		CityMARKS™		
	% Excellent	Mean*	% Excellent	Mean*	
The city should keep careful eye on these services so that they do not become critical weaknesses in the future.	Low number of homeless people	10%	2.47	n.a.	n.a.
	Adequate number of jobs / economic opportunities	8	2.47	7	2.14
	Affordability of housing	10	2.49	13	2.46
	Adequacy of support services for seniors	8	2.50	20	2.78
	Quality of air	7	2.50	24	2.92
	Amount of crime	12	2.57	24	2.67
	Economic development	8	2.61	14	2.63
	Ability to get around by foot	15	2.61	23	2.72
	Reasonable cost of living	10	2.62	11	2.51
<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>					

Target Improvement Opportunities

One way to identify target improvement opportunities is to classify the perceived importance of different factors (as measured by the extent to which they are seen as issues) and the quality ratings into four quadrants that provide indicators of potential problems and opportunities. They can be used to set priorities for areas that may require attention, as illustrated below:

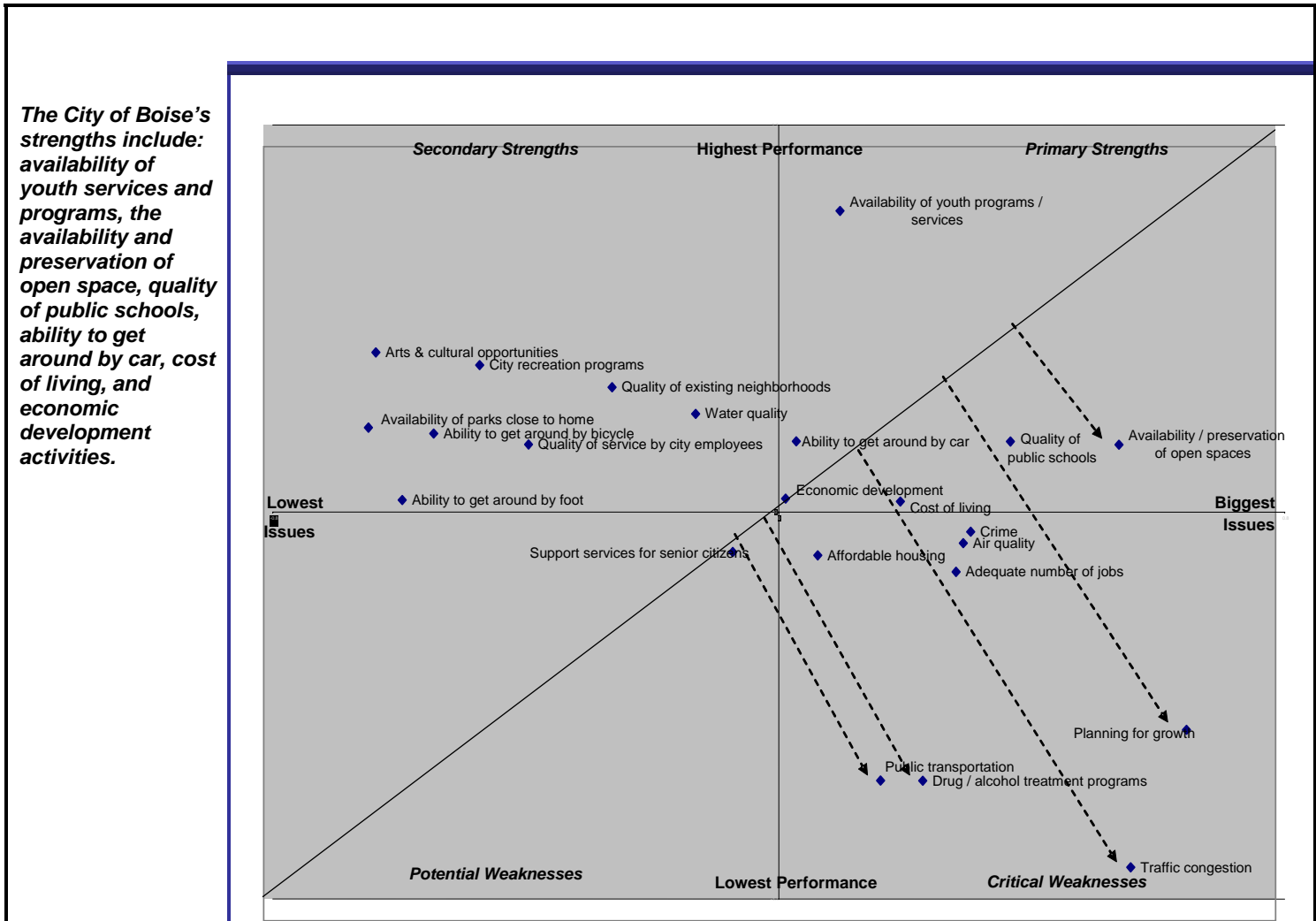
		Issues	
		Low	High
Performance	High	Priority 4: <i>Secondary Strengths: Maintain Current Level of Service</i>	Priority 1: <i>Primary Strengths: Maintain / Continue to Improve Current Level of Service</i>
	Low	Priority 3: <i>Potential Weaknesses: Improve if Resources are Available</i>	Priority 2: <i>Critical Weaknesses: Target Improvement Efforts Here</i>

In addition, a diagonal line can be drawn through the quadrant from low importance / low performance to high importance / high performance. This line represents the “ideal” match between resident requirements and system performance. The further the distance from a point to the line suggests the greater mismatch between resident’s requirements and perceived performance.

- ~ **Primary Strengths:** This quadrant contains those attributes that are seen as the greatest issues and that receive the highest performance ratings. Efforts should be focused on continuing to maintain current service levels in these areas. These strengths can also be used to leverage support for other improvement areas. Boise’s strengths include:
 - ~ Availability of youth services and programs making Boise a good place to raise children.
 - ~ The availability and preservation of open spaces. It should be noted, however, that there are opportunities for improvements in this area with continued acquisitions as indicated by the distance from the diagonal line.
 - ~ Quality of public schools.
 - ~ Ability to get around by car.
 - ~ Cost of living.
 - ~ Economic development activities.
- ~ **Critical Weaknesses:** This quadrant contains those services that are seen as the greatest issues facing the city and are given the lowest performance ratings. Efforts should be focused on improvements in this area by targeting resources here:
 - ~ **Planning for growth and the amount / extent of traffic congestion.** These are the city’s biggest weaknesses – as measured by its distance from the diagonal line – and are likely related. That is, it is likely that the low ratings for the amount / extent of traffic congestion may be suggesting concerns about the extent to which this is being planned for in the future rather than current conditions and levels of congestion.
 - ~ **Adequacy of public transportation.** This is also potentially related to concerns for the future and the need for adequate public transportation services to serve a rapidly growing city such as Boise.

~ **Availability of Drug and Alcohol Treatment Programs:** Boise citizens see this as a major issue and where services may not be adequate to serve the need. Improvements in this area will definitely have a positive impact on crime rates, which is also seen as a weakness, although less so than the availability of drug and alcohol treatment programs.

Figure 3: Target Improvement Opportunities



Quality of City Services

Overall

Residents of the City of Boise were read a list of items that are part of the broad range of services offered by the city. Residents were asked to rate the city on how well they provide these services. Responses were recorded on a 4-point scale where “1” means “poor” and “4” means “excellent.”

- ~ Overall, Boise residents rate the services in Boise as being “fair” to “good” – overall mean rating of 2.65.
- ~ Residents are most satisfied with the fire department services in Boise where 35 percent of residents rated the service as “excellent.” Ratings for fire department services are comparable to those noted nationwide.
- ~ Boise residents are also generally satisfied with garbage services, but gave lower ratings for recycling services. Ratings for recycling services are lower than noted nationwide, perhaps reflecting the more ambitious programs in other areas.
- ~ Boise’s parks and recreation services are also rated as “good” and are seen as comparable to other cities nationwide.
- ~ Potential weaknesses are Boise’s planning and building services. These ratings may reflect residents’ lack of awareness of these services or direct experience with these services. They may also be linked to concerns about planning noted in the previous section.
- ~ Boise’s police department also receives somewhat below-average ratings, relative to other departments. This may reflect the concerns raised overall about the level of crime in Boise, noted as a weakness in the previous section.

Table 23: Overall Quality of City Services

Overall, Boise residents rate the services in Boise as being “fair” to “good” – overall mean rating of 2.95.	City of Boise		CityMARKS™	
	% Excellent	Mean*	% Excellent	Mean*
Overall		2.95		
Fire department services	35%	3.27	39%	3.29
Garbage services	27	3.18	30	3.06
Airport services	27	3.12	18	2.65
Parks and recreation services	30	3.09	35	3.05
Library services	24	3.00	33	3.02
Sewer services	18	3.00	23	2.97
Police services	18	2.88	28	3.01
Animal control	11	2.75	n.a.	n.a.
Recycling services	17	2.72	30	3.06
Planning and building services	5	2.38	n.a.	n.a.

**Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”*

Quality of City Services by Region

- ~ Overall, residents living on the Bench are more likely to rate the city services as being “good,” compared to the other regions of the city.
- ~ Also, residents living on the Bench are more likely to rate the city as being “good” to “excellent” with their sewer services – overall mean rating of 3.23.
- ~ Boise residents who live in Southeast Boise, the Bench, and Southwest Boise are more likely to rate library services in their region as being “good” to “excellent” compared to those who live in Northwest / West Boise.
- ~ Residents in Northwest / West Boise are least satisfied with the city’s services – overall mean rating of 2.89. Particularly parks and recreation services, library services, sewer services, and animal control were rated the lowest.

Table 24: Quality of City Services by Region

Overall, residents living on the Bench are more likely to rate the city services as being “good” compared to the other regions of the city.		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	Overall	2.92	2.89	2.99	3.10	2.93
	Fire department services	3.25	3.26	3.27	3.43	3.21
	Garbage services	3.11	3.17	3.18	3.27	3.20
	Airport services	3.13	3.04	3.15	3.23	3.19
	Parks and recreation services	3.25	2.94	3.24	3.22	3.01
	Library services	3.01	2.79	3.16	3.18	3.12
	Sewer services	2.95	2.96	3.04	3.23	2.91
	Police services	2.90	2.86	2.84	3.11	2.81
	Animal control	2.79	2.61	2.83	2.96	2.76
	Recycling services	2.56	2.72	2.72	2.77	2.81
	Planning and building services	2.27	2.46	2.41	2.50	2.18
	<i>*Mean based on 4-point scale where “1” means “poor” and “4” means “excellent.”</i>					

Quality of City Services by Age

- ~ Interestingly, younger residents (those 18 to 29 years of age) are more likely to rate the city’s services as being “good” compared to other age segments.
- ~ Younger residents are more likely to rate planning and building services, parks and recreation, recycling services, and library services as being “good” compared to older residents in the City of Boise.

Table 25: Quality of City Services by Age

<i>Interestingly, younger residents (those 18 to 29 years of age) are more likely to rate the city’s services as “good” compared to the other age segments.</i>	18 to 29 years	30 to 44 years	45 to 64 years	65 plus years
Overall	3.09	2.98	2.87	3.00
Fire department services	3.33	3.32	3.20	3.30
Garbage services	3.29	3.21	3.12	3.22
Airport services	3.13	3.19	3.09	3.06
Parks and recreation services	3.35	3.14	3.01	2.99
Library services	3.21	3.07	2.91	2.93
Sewer services	3.12	3.02	2.95	3.00
Police services	2.77	2.88	2.85	3.12
Animal control	2.94	2.73	2.69	2.79
Recycling services	2.98	2.64	2.62	3.04
Planning and building services	2.80	2.46	2.18	2.47
	<i>*Mean based on 4-point scale where “1” means “poor” and “4” means “excellent.”</i>			

Quality of City Services by Length of Residency

- ~ Overall, Boise residents who have lived in the city for less than 6 years rate the quality of city services higher than those who have lived in the city for more than 6 years.
- ~ Boise residents who have lived in the city for less than 6 years rate garbage services, airport services, parks and recreation services, and library services higher than those who are have lived in Boise for more than 6 years.

Table 26: Quality of City Services by Length of Residency

Overall, Boise residents who have lived in the city for less than 6 years rate the city services higher than those who have lived in the city for more than 6 years.	Newest Residents (since 1999)	New Residents (1990 – 1998)	Long-Time Residents (pre-1990)
Overall	2.99	2.91	2.93
Fire department services	3.28	3.21	3.29
Garbage services	3.22	3.19	3.16
Airport services	3.25	3.18	3.03
Parks and recreation services	3.26	3.08	3.01
Library services	3.19	2.91	2.94
Sewer services	3.01	3.03	2.98
Police services	2.82	2.89	2.92
Animal control	2.80	2.70	2.74
Recycling services	2.56	2.54	2.87
Planning and building services	2.46	2.35	2.36
<i>*Mean based on 4-point scale where “1” means “poor” and “4” means “excellent.”</i>			

Code Enforcement

Respondents were asked to rate how well the City of Boise is doing in enforcing the city codes for the following: illegal housing additions, junk vehicles, litter or trash, noise complaints, vandalism such as graffiti on public property, vandalism such as graffiti on private property, and overgrown weeds in yards. Responses were recorded on a 4-point scale where “1” means “poor” and “4” means “excellent.”

Overall

- ~ Overall, residents in Boise feel that the city is doing a “good” job of enforcing the city codes – overall mean rating of 2.60. However, this is lower than noted in other cities nationwide where the overall mean for code enforcement is 2.78, suggesting potential opportunities for improvement.
- ~ However, residents feel the city should encourage its residents to reduce overgrown weeds in their yards.

Table 27: Overall Code Enforcement

	% Excellent	Mean*
Overall, residents in Boise feel that the city is doing a “good” job of enforcing the city codes.		
Overall		2.60
Vandalism on public property	18%	2.81
However, residents feel the city should encourage its residents to reduce overgrown weeds in their yards.		
Vandalism on private property	13	2.71
Animal control	11	2.69
Litter or trash	11	2.69
Noise complaints	10	2.62
Illegal housing additions	9	2.52
Junk vehicles	9	2.40
Overgrown weeds in yards	5	2.30
		<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>

Code Enforcement by Region

- ~ Residents who live in Northwest / West Boise are more likely to rate the code enforcement as only being “fair” to “good” in their regions compared to the other regions in Boise – overall mean rating of 2.50 compared to 2.62 in North / Northeast Boise, 2.72 in Southeast Boise, 2.63 on the Bench, and 2.62 in Southwest Boise.
- ~ They are less satisfied with animal control and noise complaints than other parts of the city. Sixteen percent (16%) of Northwest / West Boise residents rate the enforcement of noise complaints as being “poor” compared to 10 percent who live in North / Northeast Boise.
- ~ Residents who live in Southwest Boise rate the code enforcement of overgrown weeds as being “poor” to “fair” compared to those living on the Bench – overall mean rating of 2.12 versus 2.52. Nearly one out of three (30%) Southwest residents rate the enforcement of overgrown weeds as being “poor.”

Table 28: Code Enforcement by Region

<i>Residents who live in Northwest / West Boise are more likely to rate the code enforcement as only being “fair” to “good” in their regions compared to the other regions in Boise.</i>	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Overall	2.62	2.50	2.72	2.63	2.62
Vandalism on public property	2.78	2.74	2.95	2.76	2.89
Vandalism on private property	2.66	2.61	2.81	2.70	2.86
Animal control	2.71	2.54	2.83	2.83	2.76
Litter or trash	2.76	2.58	2.78	2.69	2.76
Noise complaints	2.79	2.44	2.82	2.61	2.63
Illegal housing additions	2.56	2.42	2.64	2.55	2.53
Junk vehicles	2.43	2.34	2.51	2.35	2.40
Overgrown weeds in yards	2.29	2.28	2.36	2.52	2.12
<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>					

Code Enforcement by Length of Residency

- ~ Despite differences in residents’ perceptions of code enforcement by region, there are no significant differences in ratings of code enforcement between length of residency in Boise. For the most part, each segment rates the city as doing a “fair” to “good” job of enforcing codes in the City of Boise.

Table 29: Code Enforcement by Length of Residency

<i>There are no significant differences in ratings of code enforcement between length of residency in Boise.</i>		Newest Residents (since 1999)	New Residents (1990 – 1998)	Long-Time Residents (pre-1990)
		Overall	2.65	2.62
	Vandalism on public property	2.89	2.80	2.78
	Vandalism on private property	2.85	2.68	2.66
	Animal control	2.75	2.64	2.69
	Litter or trash	2.75	2.70	2.65
	Noise complaints	2.74	2.72	2.52
	Illegal housing additions	2.45	2.61	2.52
	Junk vehicles	2.38	2.35	2.42
	Overgrown weeds in yards	2.31	2.41	2.25
	<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>			

Code Enforcement by Age

- ~ City residents who are between the ages of 30 and 44 years give the City of Boise the highest rating overall with enforcing the codes compared to the other age segments.
- ~ Twenty-seven (27%) percent of residents between the ages of 30 and 44 years are more likely to rate the city as doing an “excellent” job of enforcing codes for vandalism on public property compared to the other age segments – 15 percent for residents 18 to 29 years, 15 percent for residents 45 to 64 years, and 6 percent for residents 65 years or older.

Table 30: Code Enforcement by Age

City of Boise residents who are between the ages of 30 and 44 years give the City of Boise the highest rating overall with enforcing the codes compared to the other age segments.	18 to 29 years	30 to 44 years	45 to 64 years	65 years plus
Overall	2.61	2.64	2.57	2.52
Vandalism on public property	2.65	2.97	2.80	2.54
Vandalism on private property	2.52	2.87	2.67	2.61
Animal control	2.84	2.68	2.67	2.67
Litter or trash	2.82	2.65	2.68	2.73
Noise complaints	2.88	2.68	2.51	2.57
Illegal housing additions	2.57	2.56	2.50	2.43
Junk vehicles	2.27	2.40	2.44	2.33
Overgrown weeds in yards	2.35	2.29	2.29	2.25
<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>				

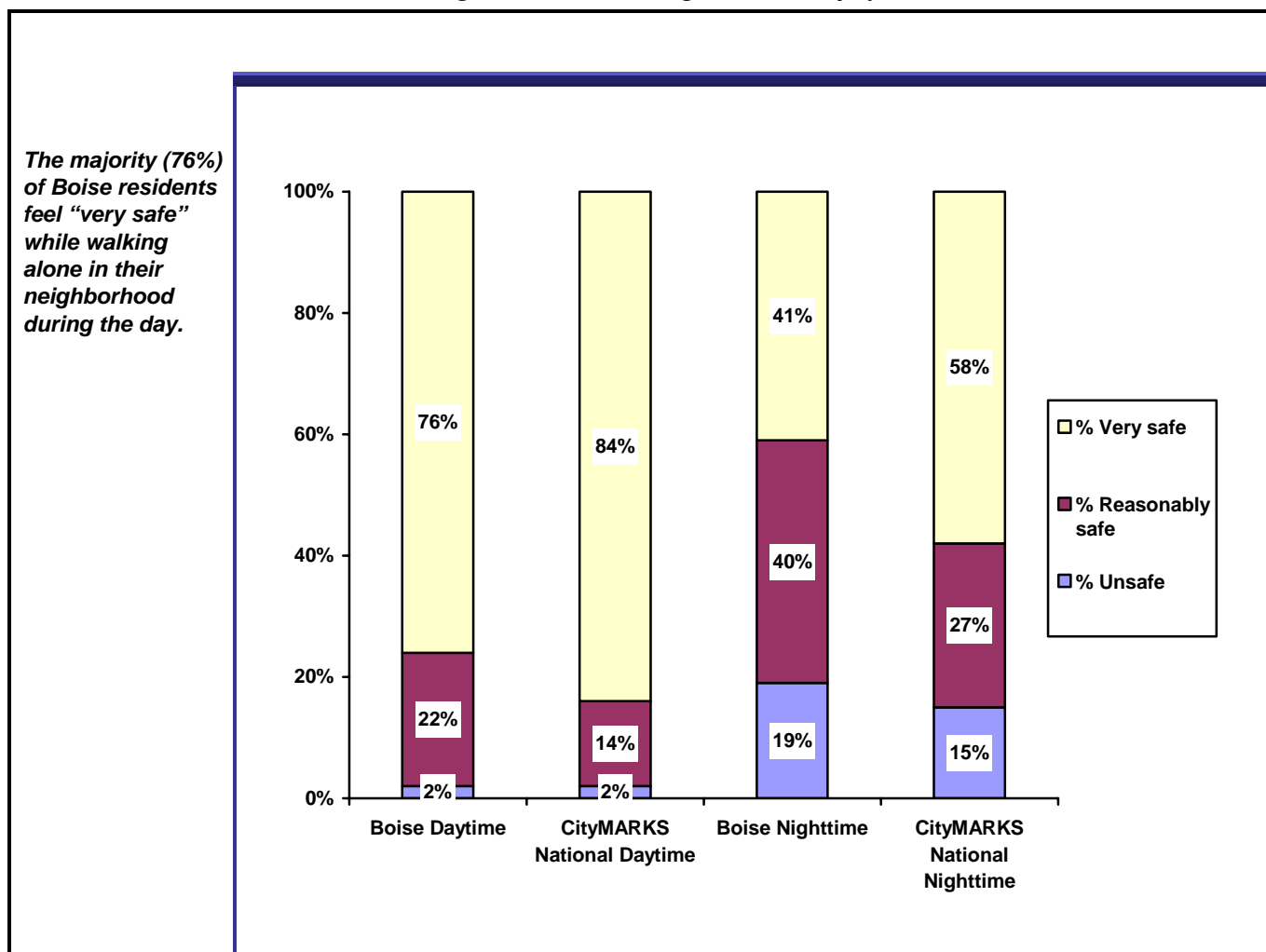
Neighborhood Safety

Residents in the City of Boise were asked if they feel safe or unsafe while walking alone in their neighborhood during the day and during the night. Responses were recorded on a 4-point scale where “1” means “very unsafe” and “4” means “very safe.”

Overall

- ~ The majority (76%) of Boise residents feel “very safe” while walking alone in their neighborhood during the day. However, they do not feel as safe while walking alone at night – 19 percent feel unsafe at night compared to only 2 percent who feel unsafe during the day.
- ~ Despite these relative feelings of safety, Boise residents feel less safe walking in their neighborhood during the day and at night than noted in other cities nationwide. This is consistent with Boise residents concerns noted earlier about crime rates, drug and alcohol abuse, the number of homeless persons, etc.

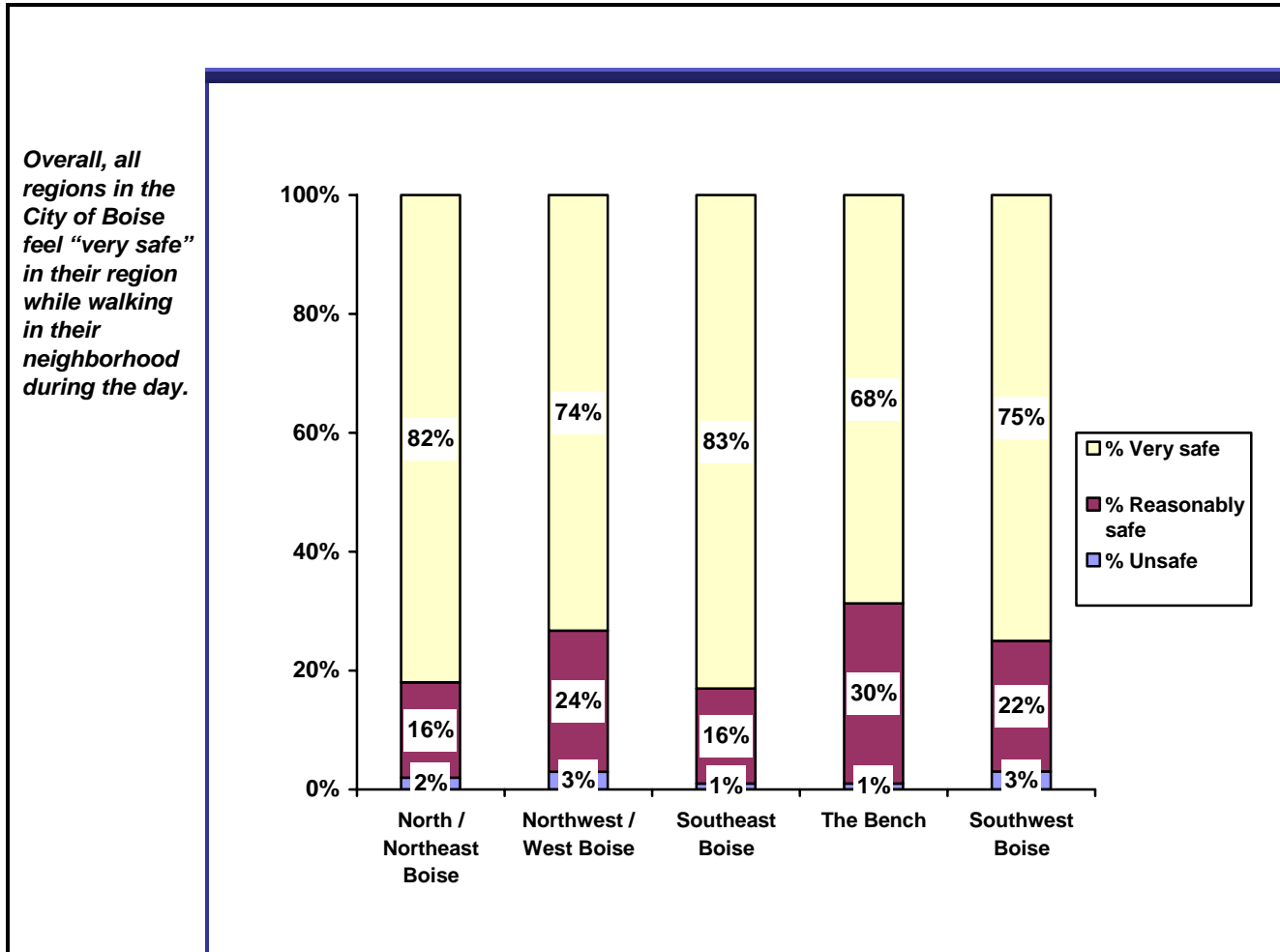
Figure 4: Overall Neighborhood Safety



Neighborhood Safety During the Day by Region

- ~ Overall, all regions in the City of Boise feel “very safe” in their region while walking in their neighborhood during the day.
- ~ Significantly more residents in North / Northeast Boise and Southeast Boise feel “very safe” as compared to those who live on the Bench (82% and 83%, respectively compared to 68%).

Figure 5: Neighborhood Safety During the Day by Region



Neighborhood Safety During the Day by Age within Gender

- ~ Overall, both genders and all age segments feel that their neighborhoods are safe during the day.
- ~ Among men, those 35 to 44 years of age are more likely to feel safe compared to those who are 25 to 34 years of age – 93 percent “very safe” for 35 to 44 years versus 68 percent “very safe” for residents 25 to 34 years of age.
- ~ Among women, those 55 to 64 years of age are more likely to feel “very safe” during the day compared to those who are 65 years or older – 83 percent versus 60 percent, respectively.

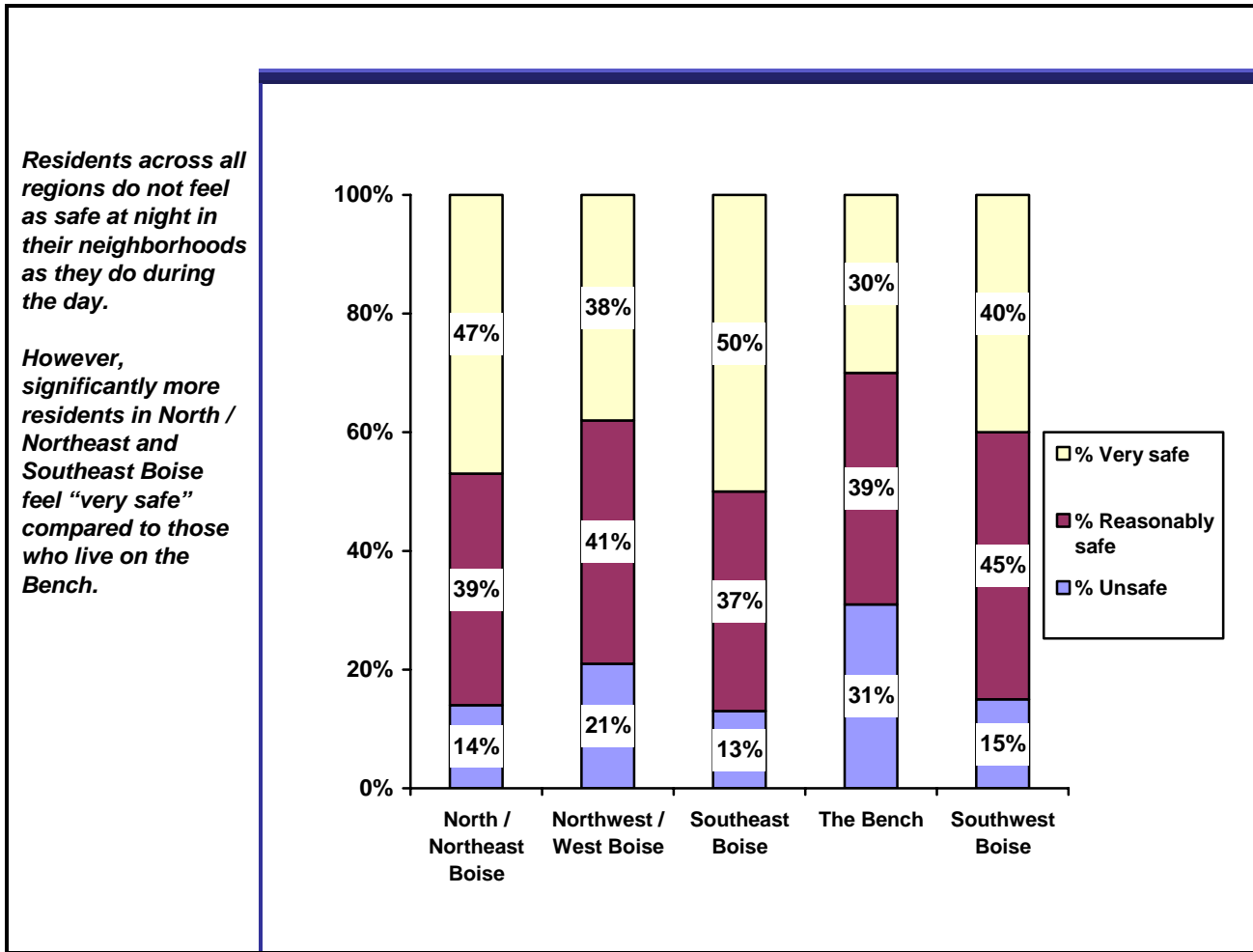
Table 31: Neighborhood Safety During the Day by Age within Gender

Overall, both genders and all age segments feel that their neighborhoods are safe during the day.	Men					
	18-24	25-34	35-44	45-54	55-64	65+
	Very safe	84%	68%	93%	82%	81%
Reasonably safe	10	32	5	16	15	25
Unsafe	5	--	2	2	4	--
Mean*	3.79	3.68	3.90	3.80	3.72	3.75
	Women					
	18-24	25-34	35-44	45-54	55-64	65+
Very safe	61%	65%	77%	71%	83%	60%
Reasonably safe	36	28	23	29	13	38
Unsafe	3	6	--	--	3	2
Mean*	3.54	3.53	3.77	3.71	3.80	3.58
<i>*Mean based on a 4-point scale where “1” means “very unsafe” and “4” means “very safe.”</i>						

Neighborhood Safety During the Night by Region

- ~ Residents across all regions do not feel as safe at night in their neighborhoods as they do during the day. However, significantly more residents in North / Northeast and Southeast Boise feel “very safe” compared to those who live on the Bench – 47 percent feel “very safe” in North / Northeast Boise and 50 percent in Southeast Boise compared to only 30 percent who feel “very safe” in the Bench area.

Figure 6: Neighborhood Safety During the Night by Region



Neighborhood Safety During the Night by Age within Gender

- ~ Men generally feel safer than women while walking alone in their neighborhoods at night.
- ~ Although women feel less safe, there are a significant number of women who feel reasonably safe at night; especially women between the ages of 35 and 44 years where 50 percent of them feel “very safe” compared to the other age segments – 8 percent feel “very safe” who are 18 to 24 years, 23 percent who are 25 to 34 years, 18 percent who are 45 to 54 years, 19 percent who are 55 to 64 years, and 16 percent who are 65 years or older.
- ~ Women who are 65 years or older are more likely to feel unsafe while walking alone in their neighborhoods at night.

Table 32: Neighborhood Safety During the Night by Age within Gender

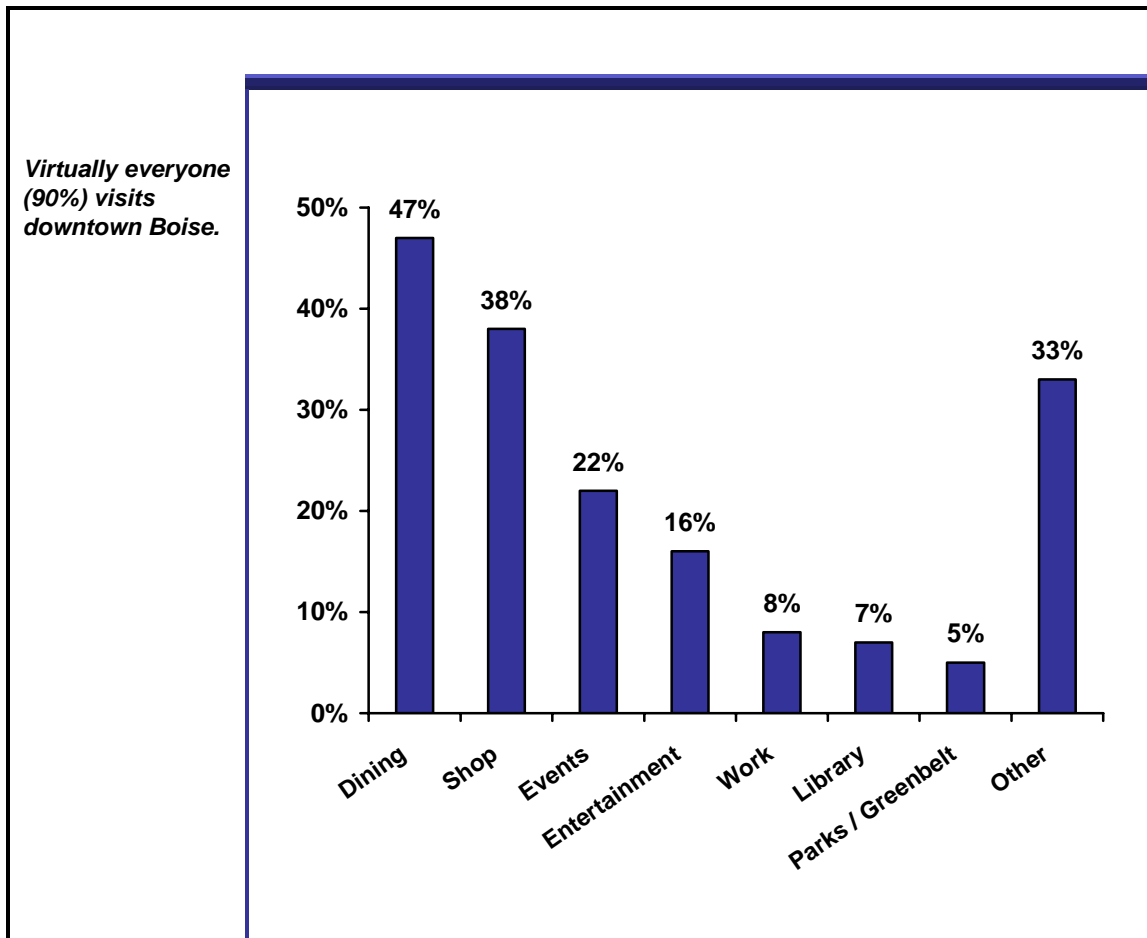
Men generally feel safer than women while walking alone in their neighborhoods at night.	Men					
	18-24	25-34	35-44	45-54	55-64	65+
Unsafe	11%	14%	--	8%	4%	7%
Reasonably safe	17	36	41	39	28	44
Very safe	71	50	59	53	67	49
Mean*	3.60	3.36	3.59	3.43	3.58	3.39
	Women					
	18-24	25-34	35-44	45-54	55-64	65+
Unsafe	46%	30%	26%	29%	22%	40%
Reasonably safe	46	47	25	53	59	44
Very safe	8	23	50	18	19	16
Mean*	2.62	2.78	3.16	2.84	2.91	2.65
*Mean based on a 4-point scale where “1” means “very unsafe” and “4” means “very safe.”						

Downtown Boise

Respondents were asked to indicate how often and why they visit downtown Boise.

- ~ Virtually everyone (90%) visits downtown Boise. The primary reasons why they come downtown are to do the following:
 - ~ Dine (48%);
 - ~ Shop (38%);
 - ~ Attend events (22%); and for
 - ~ Entertainment (16%)

Figure 7: Downtown Boise



Support for a Vital and Downtown Boise

Respondents were asked how important it is for Boise to have a vital and vibrant downtown Boise. Responses were recorded on an 11-point scale where “0” means “not at all important” and “10” means “extremely important.”

- ~ There is a strong support for a vital and vibrant downtown Boise where 35 percent of Boise residents think it is “extremely” important and 48 percent feel it is important.
- ~ Residents who live in North / Northeast Boise are more likely to feel that it’s important to have a vital and vibrant downtown compared to those who live in Northwest / West Boise, the Bench, and Southwest Boise – overall mean rating of 8.63 versus 7.77 for Northwest / West Boise, 7.89 for the Bench, and 7.86 for Southwest Boise. Note those living in these three areas may give it a lower ratings due to their distance from downtown Boise.

Table 33: Support for a Vital and Downtown Boise

There is a strong support for a vital and vibrant downtown Boise.	Total	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
% Extremely important (10)	35%	47%	30%	36%	35%	33%
% Important (7-9)	48	46	48	53	44	49
% Important Net	83	93	78	89	79	82
% In the middle (4-6)	13	4	17	8	15	15
% Not important (0-3)	4	3	4	3	6	4
Mean*	8.04	8.63	7.77	8.34	7.89	7.86
<i>*Mean based on an 11-point scale where “0” means “not at all important” and “10” means “extremely important.”</i>						

Support for a Vibrant Downtown by Length of Residency

- ~ Residents who have lived in the area for less than 6 years are more likely to feel it's important to have a strong and vibrant downtown compared to those who have lived in the city for more than 15 years – overall mean rating of 8.59 for newest residents, 8.18 for new residents, and 7.68 for long-time residents.

Table 34: Support for Vibrant Downtown by Length of Residency

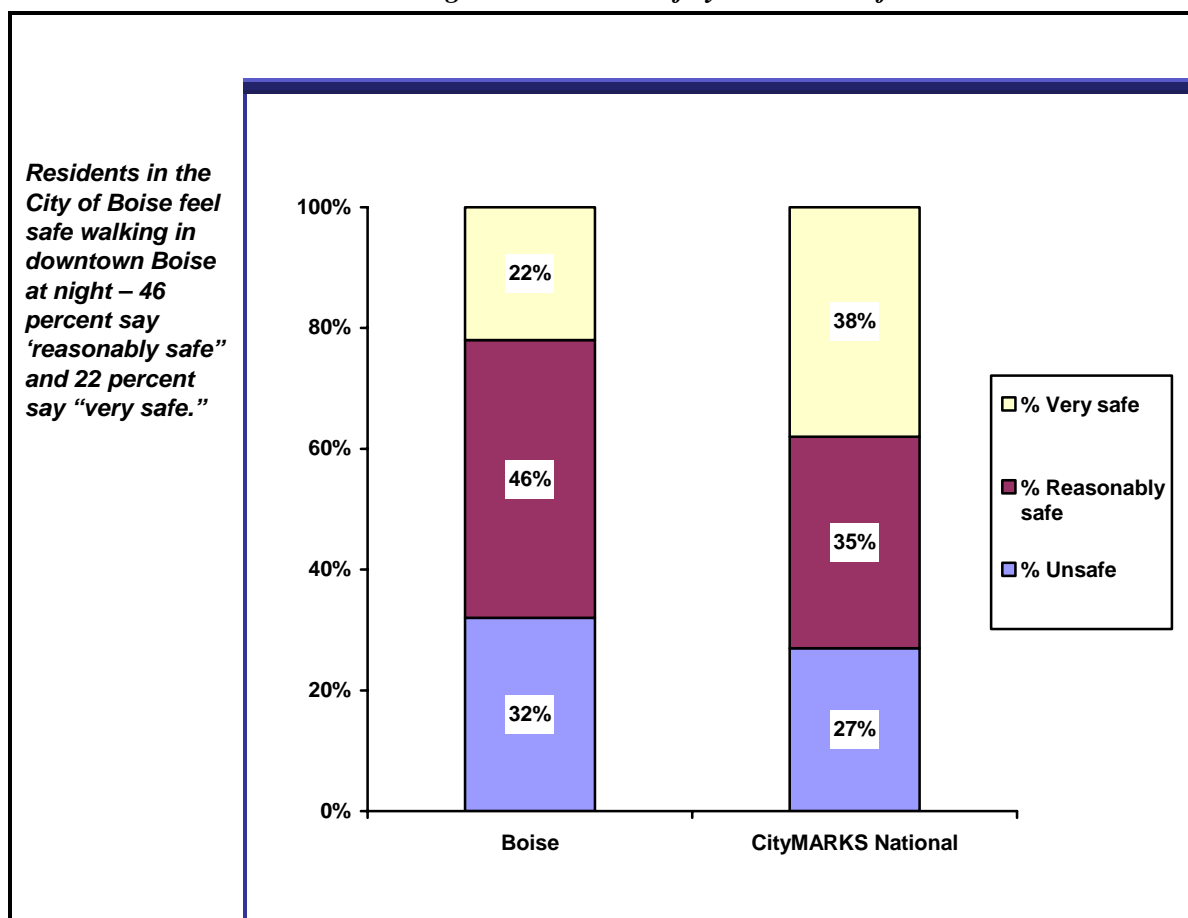
Residents who have lived in the area for less than 6 years are more likely to feel it's important to have a strong and vibrant downtown.	Newest Residents (since 1999)	New Residents (1990 – 1998)	Long-Time Residents (pre-1990)
% Extremely important (10)	43%	37%	30%
% Important (7-9)	50	48	48
% Important Net	83	85	78
% In the middle (4-6)	3	13	17
% Not important (0-3)	3	--	3
Mean*	8.59	8.18	7.68
<i>*Mean based on an 11-point scale where "0" means "not at all important" and "10" means "extremely important."</i>			

Overall Safety Downtown after Dark

Respondents were asked if they feel safe or unsafe while walking alone in the downtown area after dark. Responses were recorded on a 4-point scale where “1” means “very unsafe” and “4” means “very safe.”

- ~ For the most part, residents in the City of Boise feel safe walking in downtown Boise at night – 46 percent say “reasonably safe” and 22 percent say “very safe.” However, there are a significant number of residents who feel unsafe walking downtown at night – 22 percent feel “somewhat unsafe” and 10 percent feel “very unsafe.”
- ~ Consistent with feelings of safety in the neighborhoods, Boise residents feel less safe in the downtown area after dark than noted in other cities nationwide. This could be an issue for growth and the continued vibrancy of Boise’s downtown.

Figure 8: Overall Safety Downtown after Dark



Overall Safety Downtown after Dark by Age within Gender

- ~ Men generally feel safer than women while walking alone in Downtown Boise at night. Men who are between the ages of 25 and 54 years of age are more likely to feel safe downtown compared to those who are 65 years or older – overall average mean of 3.22 for those who are 25 to 54 years compared to 2.75 for those 65 years or older.
- ~ Women who are 65 years or older are more likely to feel unsafe while walking around downtown at night compared to those who are younger – overall mean rating of 2.05.

Table 35: Overall Safety Downtown after Dark by Age within Gender

Men generally feel safer than women while walking alone in Downtown Boise at night.	Men					
	18-24	25-34	35-44	45-54	55-64	65+
	Very safe	45	45	37	38	23
Reasonably safe	50	40	52	42	58	60
Unsafe	5%	15%	11%	20%	19%	27%
Mean*	3.40	3.30	3.25	3.18	2.93	2.75
	Women					
	18-24	25-34	35-44	45-54	55-64	65+
Very safe	26	5	11	5	24	5
Reasonably safe	33	49	57	43	30	26
Unsafe	42%	46%	32%	51%	46%	69%
Mean*	2.50	2.46	2.60	2.44	2.65	2.05
<i>*Mean based on a 4-point scale where "1" means "very unsafe" and "4" means "very safe."</i>						

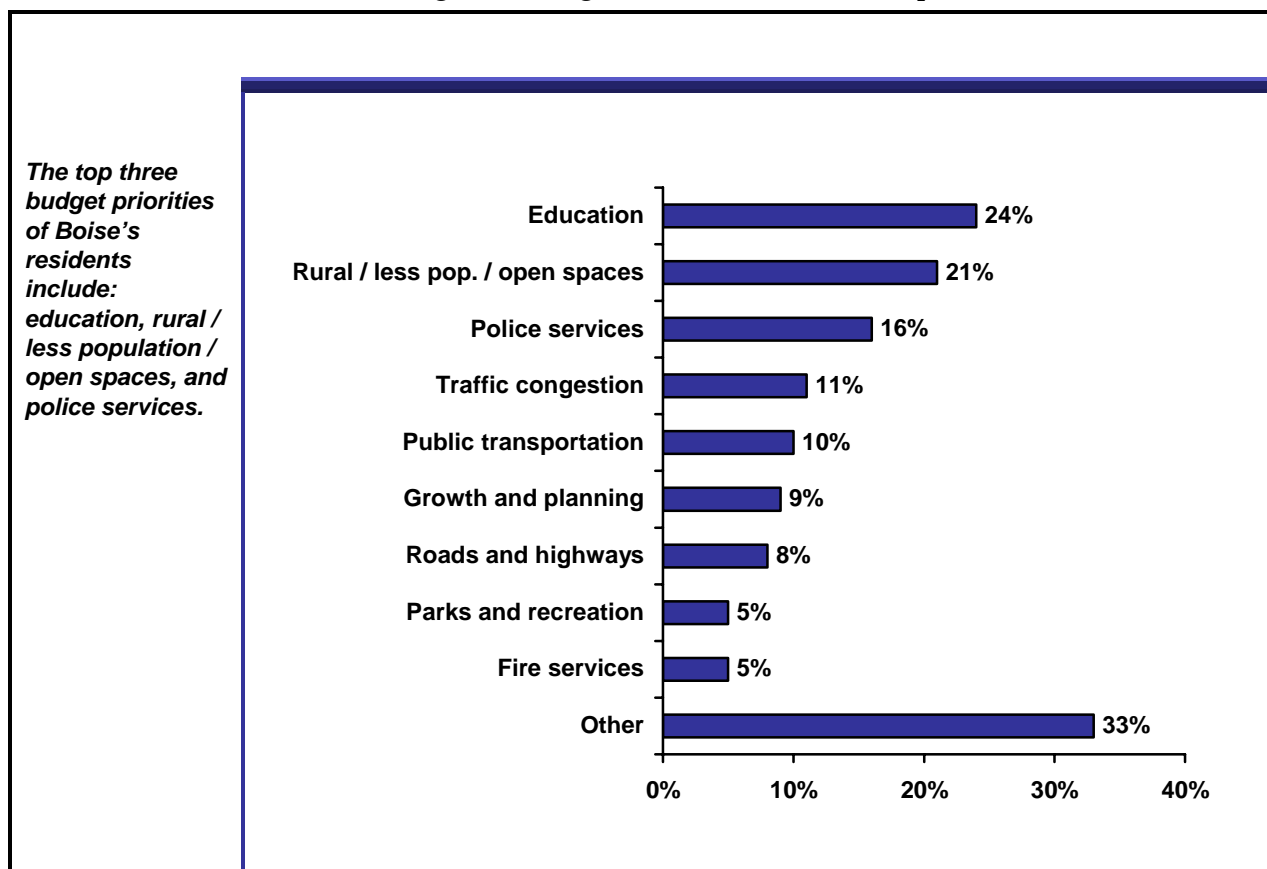
Budget Priorities

Unaided: Budget Priorities

Respondents were asked to indicate what they think the city should make its highest budget priorities when allocating funding to programs and services for the community. *Note “unaided” means respondents were not given a list to choose from, they provided programs and services without being prompted.* Respondents listed the following priorities:

- ~ Improvement of education (24%),
- ~ Maintain rural / less population / open spaces (21%),
- ~ Improvement of police services (16%),
- ~ Cut down on traffic congestion (11%),
- ~ Availability of public transportation (10%), and
- ~ Growth and planning (9%).

Figure 9: Budget Priorities – Unaided Responses



Aided: Budget Priorities

After defining the top budget priorities for Boise, residents were then given a list of budget priorities (“*aided*”) that they were asked to order in terms of importance for the city for the next two years. The list included: public safety, environmental protection, economic development, public transportation, libraries, parks and recreation, and visual and performing arts.

- ~ The majority (76%) of Boise residents feel that public safety is the most important budget priority for the next two years.
- ~ Environmental protection and economic development are the second and third most important budget priorities – 60 percent for environmental protection and 51 percent for economic development.

Table 36: Aided Budget Priorities

<i>The majority (76%) of Boise residents feel that public safety is the most important budget priority for the next two years.</i>	1st	2nd	3rd	Total
Public safety	39%	24%	13%	76%
Environmental protection	19	22	19	60
Economic development	18	16	17	51
Public transportation	15	17	18	50
Libraries	4	5	9	18
Parks and recreation	3	13	16	32
Visual and performing arts	2	3	8	13

Budget Priorities by Region

- ~ All regions except for North / Northeast Boise feel that public safety should be the most important budget priority for the city for the next two years. Residents, who live in Southwest Boise, especially, feel that public safety should be the city’s first budget priority – 53 percent.
- ~ North / Northeast Boise feel that environmental protection is the most important budget priority. Residents who live in this area also feel that public transportation should be the city’s number one budget priority.

Table 37: Most Important Budget Priority by Region

<i>All regions except for North / Northeast Boise feel that public safety should be the most important budget priority for the city for the next two years.</i>	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Public safety	21%	39%	36%	43%	53%
Environmental protection	29	17	25	22	10
Economic development	20	22	12	18	14
Public transportation	22	13	20	11	13
Libraries	2	6	3	1	3
Parks and recreation	1	2	3	2	8
Visual and performing arts	6	1	<1	3	--

- ~ Nearly one out of three (30%) residents in North / Northeast Boise feel that environment protection should be the second most important budget priority as well as the most important budget priority.
- ~ The Bench and Southwest Boise feel that economic development should be the second most important budget priority compared to the other regions of the city – 26% for Southwest and 23% for the Bench.

Table 38: Second Most Important Budget Priority by Region

<i>Nearly one out of three (30%) residents in North / Northeast Boise feel that environmental protection should be the second most important budget priority.</i>		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	Public safety	23%	28%	24%	22%	17%
Environmental protection	30	18	20	19	28	
Economic development	12	10	17	23	26	
Public transportation	16	19	21	19	11	
Libraries	4	7	3	1	8	
Parks and recreation	14	15	12	12	8	
Visual and performing arts	1	3	3	4	2	

~ Residents across the five regions in the City of Boise have mixed views as to what should be the third most important budget priority. There are a high percentage of residents who feel that environmental protection should be considered third priority.

Table 39: Third Most Important Budget Priority by Region

<i>Residents across the five regions in the City of Boise have mixed views as to what should be the third most important budget priority.</i>		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	Public safety	17%	13%	13%	12%	11%
	Environmental protection	12	17	22	20	25
	Economic development	20	20	14	20	9
	Public transportation	18	22	15	17	17
	Libraries	7	7	11	8	11
	Parks and recreation	15	13	20	17	21
	Visual and performing arts	10	9	6	6	7

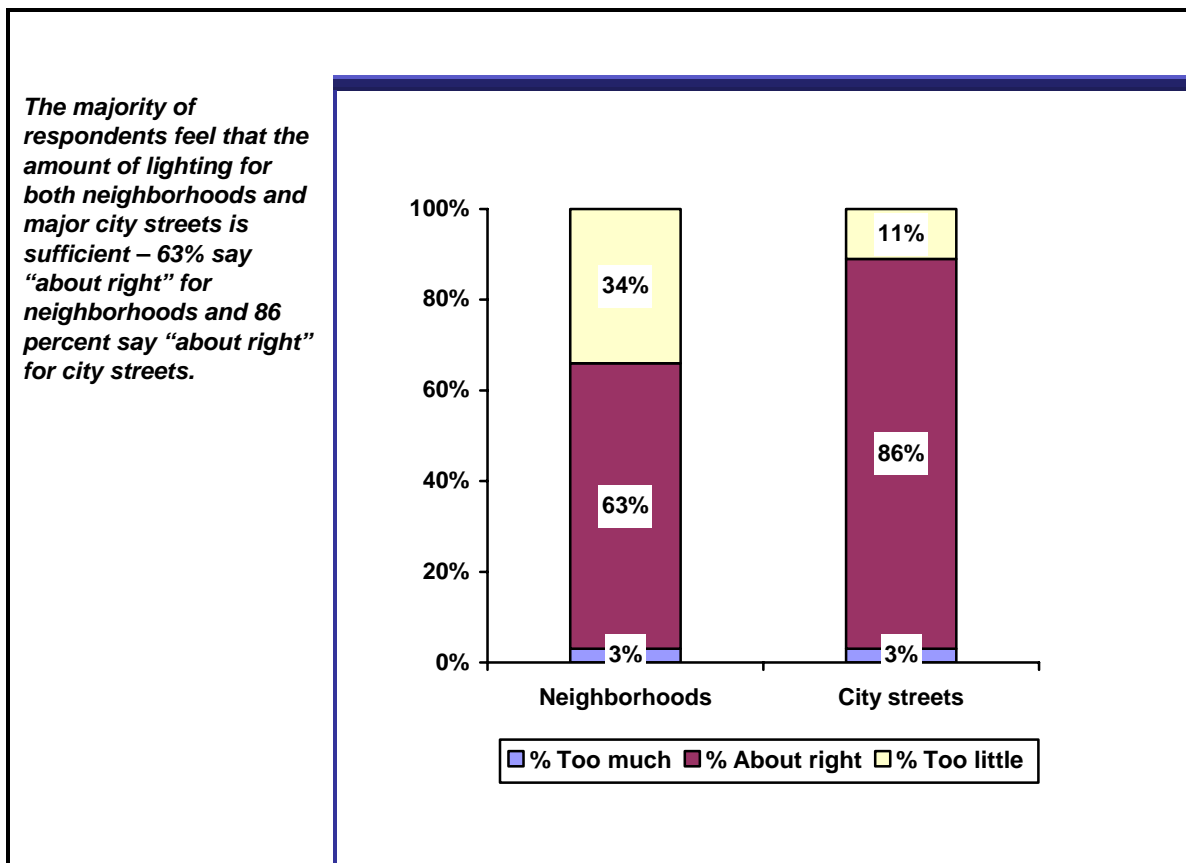
Public Works – Street Lighting

Overall Street Lighting

Respondents were asked if they feel that the amount of street lighting in residential neighborhoods and major city streets is “too much,” “about right,” or “too little.”

- ~ The majority of respondents feel that the amount of lighting for both neighborhoods and major city streets is sufficient – 63 percent say “about right” for neighborhoods and 86 percent say “about right” for city streets.
- ~ Over one out of three (34%) residents feel there is not enough lighting in residential neighborhoods.

Figure 10: Overall Street Lighting



Street Lighting in Residential Neighborhoods by Region

- ~ Significantly more residents living in the Bench and in Southwest Boise feel there is “too little” street lighting in residential neighborhoods compared to residents in the other regions (43% and 41% compared to an average of 30 percent).

Table 40: Street Lighting in Residential Neighborhoods by Region

Significantly more residents living in the Bench and Southwest Boise feel there is “too little” lighting in neighborhoods.		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	Too much	8%	2%	1%	2%	6%
	About right	64	66	70	55	53
	Too little	28	32	29	43	41

Street Lighting in Residential Neighborhoods by Age within Gender

- ~ Overall, men are more likely than women to feel that the amount of lighting in residential neighborhoods is “about right.”
- ~ Among men, men 65 years of age or older are most likely to feel that there is “too little” lighting in residential neighborhoods.
- ~ Among women, women 55 to 64 years of age are most likely to feel that there is “too little” lighting in residential neighborhoods compared to other age segments – 56 percents say there is “too little” lighting in neighborhoods.

Table 41: Street Lighting in Residential Neighborhoods by Age within Gender

Overall, men are more likely than women to feel that the amount of lighting for residential neighborhoods is “about right.”	Men					
	18 to 24 yrs	25 to 34 yrs	35 to 44 yrs	45 to 54 yrs	55 to 64 yrs	65 plus
	Too much	11%	--	7%	3%	6%
About right	83	77	72	73	63	56
Too little	6	23	21	24	31	44
	Women					
	18 to 24 yrs	25 to 34 yrs	35 to 44 yrs	45 to 54 yrs	55 to 64 yrs	65 plus
Too much	7%	2%	3%	2%	1%	1%
About right	67	54	52	61	43	53
Too little	27	43	45	37	56	46

Street Lighting in Residential Neighborhoods by Residency

- ~ Residents who have lived in Boise for more than 15 years (pre-1990) are most likely to say there is not enough lighting in neighborhoods in Boise.
- ~ However, the majority (72%) of new residents are more likely to say that the street lighting in residential neighborhoods is “about right” as well as those who have lived in the area for less than 6 years – 70 percent say “about right.”

Table 42: Street Lighting in Residential Neighborhoods by Residency

Residents who have lived in Boise for more than 15 years (pre-1990) are most likely to say there is not enough lighting in neighborhoods.	Newest Residents (since 1999)	New Residents (1990 – 1998)	Long-Time Residents (pre-1990)
Too much	3%	4%	3%
About right	70	72	56
Too little	20	24	41

Street Lighting on Major City Streets by Region

- ~ Overall, residents of every region feel that there is enough lighting on major streets. Southeast residents are more likely to feel that there is “too little” lighting in their area of the city – 20 percent compared to an average of 9 percent in the other regions of the city.

Table 43: Street Lighting on Major City Streets by Region

Overall, residents of every region feel that there is enough lighting on major streets.	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Too much	4%	3%	5%	3%	1%
About right	90	88	75	91	88
Too little	7	9	20	6	11

Street Lighting on Major City Streets by Age within Gender

- ~ Overall, men and women in all age groups feel that there is an adequate amount of lighting on major city streets in Boise.
- ~ Among men, there are no significant differences between age groups; all feel that the amount of lighting is “about right” on major streets.
- ~ Among women, those between the ages of 18 and 24 years and 55 and 64 years are more likely to feel that there is enough lighting on major streets compared to the other age groups – average of 90 percent versus an average of 85 percent.

Table 44: Street Lighting on Major Streets by Age within Gender

Overall, men and women in all age groups feel that there is an adequate amount of lighting on major streets in Boise.	Men						
	18 to 24 yrs	25 to 34 yrs	35 to 44 yrs	45 to 54 yrs	55 to 64 yrs	65 plus	
	Too much	--	11%	7%	6%	--	--
	About right	77	83	84	85	87	85
Too little	23	7	9	9	13	15	
	Women						
	18 to 24 yrs	25 to 34 yrs	35 to 44 yrs	45 to 54 yrs	55 to 64 yrs	65 plus	
Too much	--	2%	2%	3%	--	1%	
About right	100	86	84	86	98	87	
Too little	--	12	14	11	2	12	

Priorities for Public Works

Respondents were asked if they are willing to pay an additional five to ten dollar fee on their monthly utility bill to fund street lighting and neighborhood improvements. Responses were recorded on an 11-point scale where “1” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”

Overall Priorities

- ~ Boise citizens are not willing, overall, to pay an additional fee of five to ten dollars on their monthly utility bill to fund neighborhood improvements or street lighting – 45 percent are unwilling to pay to fund neighborhood improvements and 43 percent are unwilling to pay to fund street lighting. In order to have support to increase funds for neighborhood improvements or street lighting, the city will need to convince Boise citizens the benefits of increasing these funds.

Table 45: Overall Priorities for Public Works

Boise citizens are not willing, overall, to pay an additional fee of five to ten dollars on their monthly utility bill to fund neighborhood improvements or street lighting.		
	Neighborhood improvements	Street lighting
% Extremely willing to pay an additional fee (10)	6%	6%
% Willing to pay (7-9)	18	15
% Willing to pay (Net)	24	21
% In the middle (4-6)	31	36
% Unwilling to pay (1-3)	20	20
% Not at all willing to pay (0)	25	23
Mean*	3.95	4.02
*Mean based on an 11-point scale where “0” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”		

Willingness to Pay Additional Funds for Street Lighting by Region

- ~ Overall, residents are similar in their unwillingness to pay a five to ten dollar fee on their monthly utility bill to fund street lighting.
- ~ Residents living in the Bench area, however, are most willing to pay an additional fee compared to residents of other Boise city regions.
- ~ Residents in Southwest Boise are the least willing – overall rating of 3.54.

Table 46: Willingness to Pay Additional Funds for Street Lighting by Region

Overall, residents are similar in their willingness to pay a five to ten dollar fee on their monthly utility bill to fund street lighting.	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
% Extremely willing to pay an additional fee (10)	7%	5%	6%	10%	6%
% Willing to pay (7-9)	19	10	24	17	11
% Willing to pay (Net)	26	15	30	27	17
% In the middle (4-6)	27	41	31	38	35
% Unwilling to pay (1-3)	15	24	19	21	18
% Not at all willing to pay (0)	33	20	20	15	30
Mean*	3.76	3.92	4.47	4.57	3.54
*Mean based on an 11-point scale where “0” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”					

Willingness to Pay Additional Funds for Neighborhood Improvements by Region

- ~ Overall, residents are similar across the five regions in their unwillingness to pay a five to ten dollar fee on their monthly utility bill to fund neighborhood improvements.
- ~ Residents living in Southwest Boise are the least willing to pay additional funds – overall rating of 2.65.

Table 47: Willingness to Pay Additional Funds for Neighborhood Improvements by Region

Residents are similar across the five regions in their unwillingness to pay a five to ten dollar fee on their monthly utility bill to fund neighborhood improvements.		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	% Extremely willing to pay an additional fee (10)	12%	3%	8%	9%	2%
% Willing to pay (7-9)	16	18	22	25	13	
% Willing to pay (Net)	28	21	30	34	15	
% In the middle (4-6)	36	34	34	31	18	
% Unwilling to pay (1-3)	15	21	17	20	28	
% Not at all willing to pay (0)	21	25	19	16	40	
Mean*	4.57	3.71	4.53	4.82	2.65	
*Mean based on an 11-point scale where “0” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”						

Willingness to Pay Additional Funds for Neighborhood Improvement by Age

- ~ Somewhat surprisingly, residents 18 to 29 years of age are most willing to pay an additional fee to fund neighborhood improvements compared to the other age segments (18 percent say they are “extremely willing” compared to an average of 26 percent).
- ~ Residents who are 65 years of age or older are the least willing to pay – overall mean of 2.92.
- ~ Residents who are 45 years of age or older are more likely to say that they are “not at all willing to pay an additional fee” compared to the other age groups – average of 32 percent.

Table 48: Willingness to Pay Additional Funds for Neighborhood Improvements by Age

	18 to 29 years	30 to 44 years	45 to 64 years	65 plus years	
Somewhat surprisingly, residents 18 to 29 years of age are most willing to pay compared to other age segments.	% Extremely willing to pay an additional fee (10)	18%	6%	4%	4%
	% Willing to pay (7-9)	23	19	18	12
	% Willing to pay (Net)	41	25	22	16
	% In the middle (4-6)	32	35	29	26
	% Unwilling to pay (1-3)	17	23	20	17
	% Not at all willing to pay (0)	10	18	30	41
	Mean*	5.35	4.23	3.60	2.92
<i>*Mean based on an 11-point scale where “0” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”</i>					

Willingness to Pay Additional Funds for Neighborhood Improvement by Income

- ~ Economics is not a factor when it comes to the willingness to pay additional fees for neighborhood improvements. Residents in each income category are not willing to pay additional funds for neighborhood improvements.
- ~ In fact, those who make between \$35,000 to \$75,000 per year are more likely to say that they are “not at all willing to pay an additional fee” compared to those who make less than \$35,000 and those who make more than \$75,000 per year – average of 26 percent versus an average of 21 percent.

Table 49: Willingness to Pay Additional Funds for Neighborhood Improvements by Income

Economics is not a factor when it comes to the willingness to pay additional fees for neighborhood improvements.	<\$35K	\$35K to \$55K	\$55K to \$75K	\$75K plus
% Extremely willing to pay an additional fee (10)	9%	4%	4%	7%
% Willing to pay (7-9)	18	17	19	20
% Willing to pay (Net)	27	21	23	27
% In the middle (4-6)	32	29	31	31
% Unwilling to pay (1-3)	13	20	23	28
% Not at all willing to pay (0)	28	30	23	15
Mean*	4.13	3.55	3.90	4.29
*Mean based on an 11-point scale where “0” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”				

Willingness to Pay Additional Funds for Neighborhood Improvement by Household Type

- ~ Residents who currently do not have children are significantly more likely to say that they are “not at all willing to pay an additional fee” compared to those who do have children – 30 percent versus 18 percent.

Table 50: Willingness to Pay Additional Funds for Neighborhood Improvements by Household Type

		With children	Without children
Residents who currently do not have children are significantly more likely to say that they are “not at all willing to pay an additional fee” compared to those who have children.	% Extremely willing to pay an additional fee (10)	8%	5%
	% Willing to pay (7-9)	17	19
	% Willing to pay (Net)	25	24
	% In the middle (4-6)	33	30
	% Unwilling to pay (1-3)	24	17
	% Not at all willing to pay (0)	18	30
	Mean*	4.26	3.69
	*Mean based on an 11-point scale where “0” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”		

Willingness to Pay Additional Funds for Neighborhood Improvement by Employment Status

- ~ Although not surprising, Boise citizens who are not currently employed are significantly more likely to say they are “not at all willing to pay an additional fee” compared to those who are currently employed – 32 percent versus 21 percent.
- ~ Nearly one-third of Boise City residents are neutral – 31 percent for those who are employed and 30 percent for those who are not employed.

Table 51: Willingness to Pay Additional Funds for Neighborhood Improvements by Employment Status

	Employed	Not employed	
<p>Although not surprising, Boise citizens who not currently employed are significantly more likely to say they are “not at all willing to pay an additional fee” compared to those who are currently employed – 32 percent versus 21 percent.</p>	% Extremely willing to pay an additional fee (10)	5%	
	% Willing to pay (7-9)	20	
	% Willing to pay (Net)	25	23
	% In the middle (4-6)	31	30
	% Unwilling to pay (1-3)	22	15
	% Not at all willing to pay (0)	21	32
	Mean*	4.05	3.71
<p><i>*Mean based on an 11-point scale where “0” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”</i></p>			

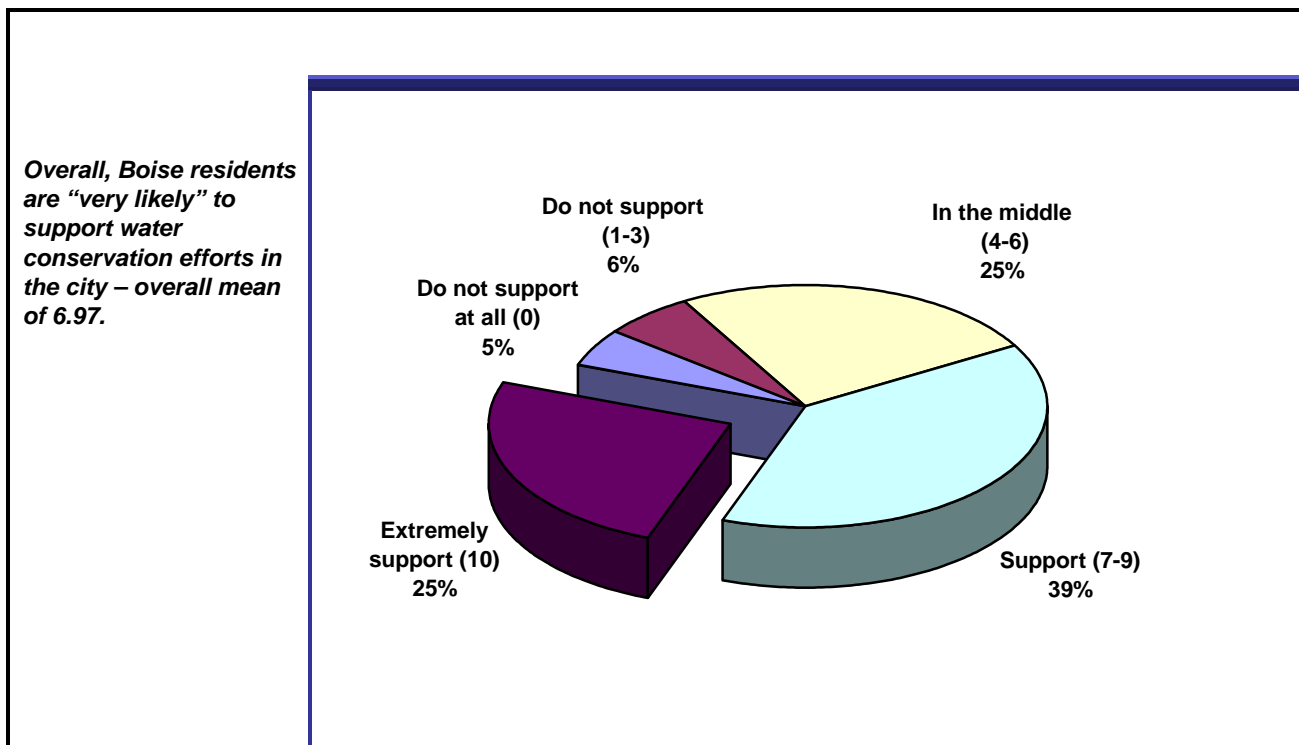
Support for Water Conservation Efforts

Respondents were asked to indicate to what extent they support water conservation efforts (e.g. limiting the number of days you can water your lawn). Responses were recorded on an 11-point scale where “0” means “do not support at all” and “10” means “extremely support.”

Overall

- ~ Overall, Boise citizens are “very likely” to support water conservation efforts in the city – overall mean of 6.97.
- ~ One out of four (25%) residents “extremely support” water conservation efforts in the city. An additional 39 percent “support” such efforts.

Figure 11: Overall Support for Water Conservation Efforts



Support for Water Conservation Efforts by Region

- ~ Residents in all regions of Boise are supportive of water conservation efforts in the City of Boise. Although not a significant difference, residents who live in the Southwest are the least likely to support water conservation efforts compared to the other regions – overall mean rating of 6.30.

Table 52: Support for Water Conservation Efforts by Region

Residents in all regions of Boise are supportive of water conservation efforts in the City of Boise.	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
% Extremely support (10)	30%	23%	30%	28%	20%
% Support (7-9)	37	42	39	38	36
% Support (Net)	67	65	69	66	56
% In the middle (4-6)	22	25	20	30	29
% Do not support (1-3)	4	9	6	2	2
% Do not support at all (0)	6	1	6	2	13
Mean*	7.18	7.02	7.17	7.25	6.30
<i>*Mean based on an 11-point scale where "0" means "do not support at all" and "10" means "extremely support."</i>					

Support for Water Conservation by Residency

- ~ Newest residents (since 1999) to the Boise area are the most supportive of water conservation efforts compared to those who have lived in Boise for more than 15 years (pre-1990) – overall mean rating of 7.30 versus 6.67.

Table 53: Support for Water Conservation by Residency

<i>Newest residents are more likely to support water conservation efforts compared to those who have lived in Boise for more than 15 years.</i>	Newest Residents (since 1999)	New Residents (1990 – 1998)	Long-Time Residents (pre-1990)
% Extremely support (10)	32%	21%	24%
% Support (7-9)	37	51	36
% Support (Net)	69	72	60
% In the middle (4-6)	23	24	26
% Do not support (1-3)	3	3	8
% Do not support at all (0)	5	1	6
Mean*	7.30	7.29	6.67
*Mean based on an 11-point scale where “0” means “do not support at all” and “10” means “extremely support.”			

Support for Water Conservation Efforts by Age

- ~ Although all age groups are supportive of water conservation efforts, residents who are 30 to 64 years of age are most likely to support such efforts compared to those who are 65 years of age or older – average net support of 67 percent compared to 54 percent.

Table 54: Support for Water Conservation Efforts by Age

Residents who are 30 to 64 years of age are significantly more likely to support such efforts compared to those who are 65 years of age or older.	18 to 29 years	30 to 44 years	45 to 64 years	65 plus years
% Extremely support (10)	18%	29%	24%	31%
% Support (7-9)	41	38	45	23
% Support (Net)	59	67	69	54
% In the middle (4-6)	36	27	20	26
% Do not support (1-3)	4	4	7	9
% Do not support at all (0)	1	3	5	11
Mean*	6.83	7.19	6.98	6.49
*Mean based on an 11-point scale where "0" means "do not support at all" and "10" means "extremely support."				

Support for Water Conservation by Income

- ~ In addition, Boise citizens who make \$55,000 to \$75,000 per year are more likely to support water conservation efforts in Boise compared to those who make less than \$35,000 per year – overall net support of 77 percent versus 55 percent for individuals who make less than \$35,000 per year.

Table 55: Support for Water Conservation by Income

Boise citizens who make \$35,000 to \$75,000 per year are more likely to support conservation efforts in Boise compared to those who make less than \$35,000 per year.	<\$35K	\$35K to \$55K	\$55K to \$75K	\$75K plus
% Extremely support (10)	20%	27%	32%	26%
% Support (7-9)	35	38	45	37
% Support (Net)	55	65	77	63
% In the middle (4-6)	29	31	18	23
% Do not support (1-3)	7	3	3	10
% Do not support at all (0)	9	1	3	3
Mean*	6.27	7.36	7.62	6.94
*Mean based on an 11-point scale where “0” means “do not support at all” and “10” means “extremely support.”				

Police Services

Police Services – Importance versus Willingness to Pay

Respondents were asked to rate how important it is for the City of Boise police department to have the following services:

- ~ Neighborhood police officers,
- ~ Enforcing traffic laws / accidents,
- ~ Investigate and solve major crimes,
- ~ Investigate and solve crimes such as assaults / domestic violence,
- ~ Dedicated bike / horse patrol on Greenbelt / downtown, and
- ~ School resource officers.

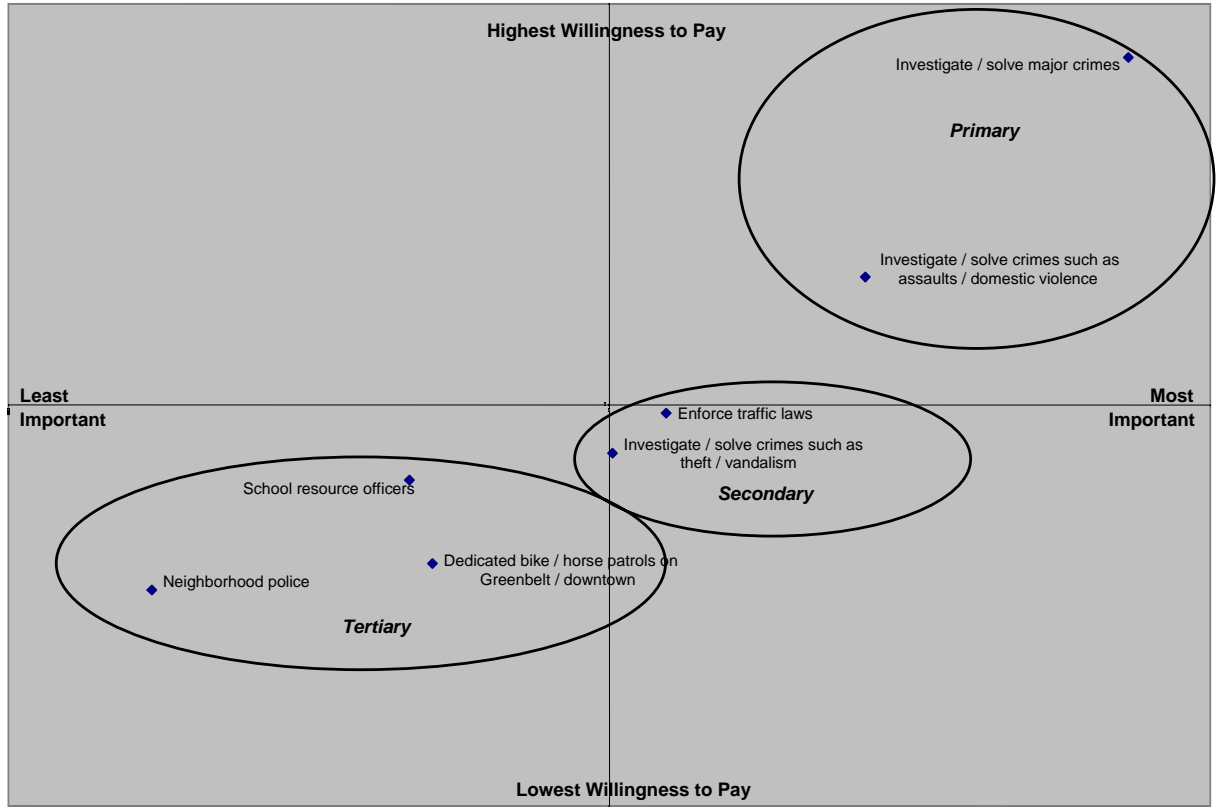
Responses were recorded on an 11-point scale where “0” means “not at all important” and “10” means “extremely important.”

After rating the importance of each of these services, respondents were asked how willing they were to pay to maintain or increase each of the police services mentioned above. Responses were recorded on an 11-point scale where “0” means “not at all willing” and “10” means “extremely willing.”

- ~ Boise residents feel the following services are the most important and are willing to pay to maintain them:
 - ~ Investigate / solve major crimes, and
 - ~ Investigate / solve crimes such as assaults / domestic violence.
- ~ The second most important services that residents are willing to pay for are the following:
 - ~ Enforce traffic laws, and
 - ~ Investigate / solve crimes such as theft / vandalism.
- ~ The following services rank low in terms of importance and willingness to pay:
 - ~ School resource officers,
 - ~ Dedicated bike / horse patrols on Greenbelt / downtown, and
 - ~ Neighborhood police officers (Note: Residents are not willing to pay for these services compared to the other services that the police department provides for the city. Also, for the next question, investigating / solving major crimes and investigating / solving crimes (e.g.; assaults / domestic crimes) were not included in the list of services.).

Figure 12: Police Services: Importance versus Willingness to Pay

Boise residents feel the following services are the most important and are willing to pay to maintain them: investigating / solving major crimes and investing / solving crimes.



Police Budget Priorities

Respondents were read a list of police services. The police services included the following: school resource officers, traffic enforcement teams, horse and bike patrol, officer response to non-emergency calls, and officers assigned to neighborhoods. From the list of services, respondents were asked to pick the two services that they could absolutely not live without.

- ~ Nearly half (49%) of Boise citizens listed neighborhood officers as the one thing they could not live without. However, as mentioned above, they are not willing to pay for these services compared to the other services that the police department provides for the city. Note that investigating / solving major crimes and investigating / solving crimes (e.g.; assaults / domestic crimes) were not included in the list of services.

- ~ In addition, 48 percent of Boise residents say they could not live without traffic enforcement teams in the city.

Table 56: Top Two Police Services Residents Can Not Live Without

<p>Nearly half (49%) of Boise citizens listed neighborhood officers as the one thing they could not live without.</p>	Service	% Could not live without
	Officers assigned to neighborhoods	49%
	Traffic enforcement teams	48
	School resource officers	43
	Horse and bike patrol	34
	Officer response to non-emergency calls	21

Alternative Police Services

Alternative Reporting Methods

Respondents were asked how likely they are to use alternative reporting methods (e.g., telephone or Internet based reporting) for minor crimes. Responses were recorded on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”

- ~ Overall, residents in the City of Boise are likely to use alternative reporting methods if they were made available – overall mean rating of 6.61.
- ~ Those residing in Southeast Boise are significantly more likely to say “extremely likely” compared to those living in Northwest / West Boise and Southwest Boise – 33 percent who say “extremely likely” compared to an average of 18 percent for Northwest / West and Southwest Boise.
- ~ Less than half (48%) of residents living in the Bench are “likely” to use alternative reporting methods.

Table 57: Alternative Reporting Methods

Overall, residents in the City of Boise are likely to support alternative reporting methods if they were made available.	Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
% Extremely likely (10)	23%	25%	17%	33%	22%	19%
% Likely (7-9)	38	37	45	35	26	35
% Likely (Net)	61	62	62	68	48	54
% In the middle (4-6)	24	21	26	15	39	25
% Not likely (1-3)	6	6	5	7	3	7
% Not at all likely (0)	9	10	7	10	9	14
Mean*	6.61	6.79	6.66	6.97	6.34	6.14
*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”						

Alternative Reporting Methods by Age Segments

- ~ Overall, residents 30 to 64 years of age are most likely to use alternative reporting methods (6.76) compared to residents 18 to 29 years of age (6.44) and residents 65 years or older (5.82).
- ~ Residents in the City of Boise who are 18 to 64 years of age are significantly more likely (giving a rating of 7 to 9 on the 11-point scale) to use alternative methods compared to those who are 65 years of age or older – average of 42 percent versus 20 percent.

Table 58: Alternative Reporting Methods by Age Segments

	18 to 29 years	30 to 44 years	45 to 64 years	65 plus years	
Twenty-eight percent (28%) of residents who are 30 to 44 years of age are “extremely likely” to use alternative methods compared to the other age segments.	% Extremely likely (10)	13%	28%	21%	19%
	% Likely (7-9)	47	36	42	20
	% Likely (Net)	60	64	63	39
	% In the middle (4-6)	29	17	24	41
	% Not likely (1-3)	3	7	5	8
	% Not at all likely (0)	8	12	7	12
	Mean*	6.44	6.76	6.76	5.82
<i>*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”</i>					

Alternative Report Methods by Income

- ~ Boise citizens who make \$35,000 to \$55,000 per year and, to a lesser degree, those who make more than \$75,000 per year are most likely to use alternative reporting methods compared to the other income levels – average of 67 percent who say “likely” versus 49 percent for residents who make less than \$35,000 per year and 64 percent for those who make \$55,000 to \$75,000 per year.

Table 59: Alternative Report Methods by Income

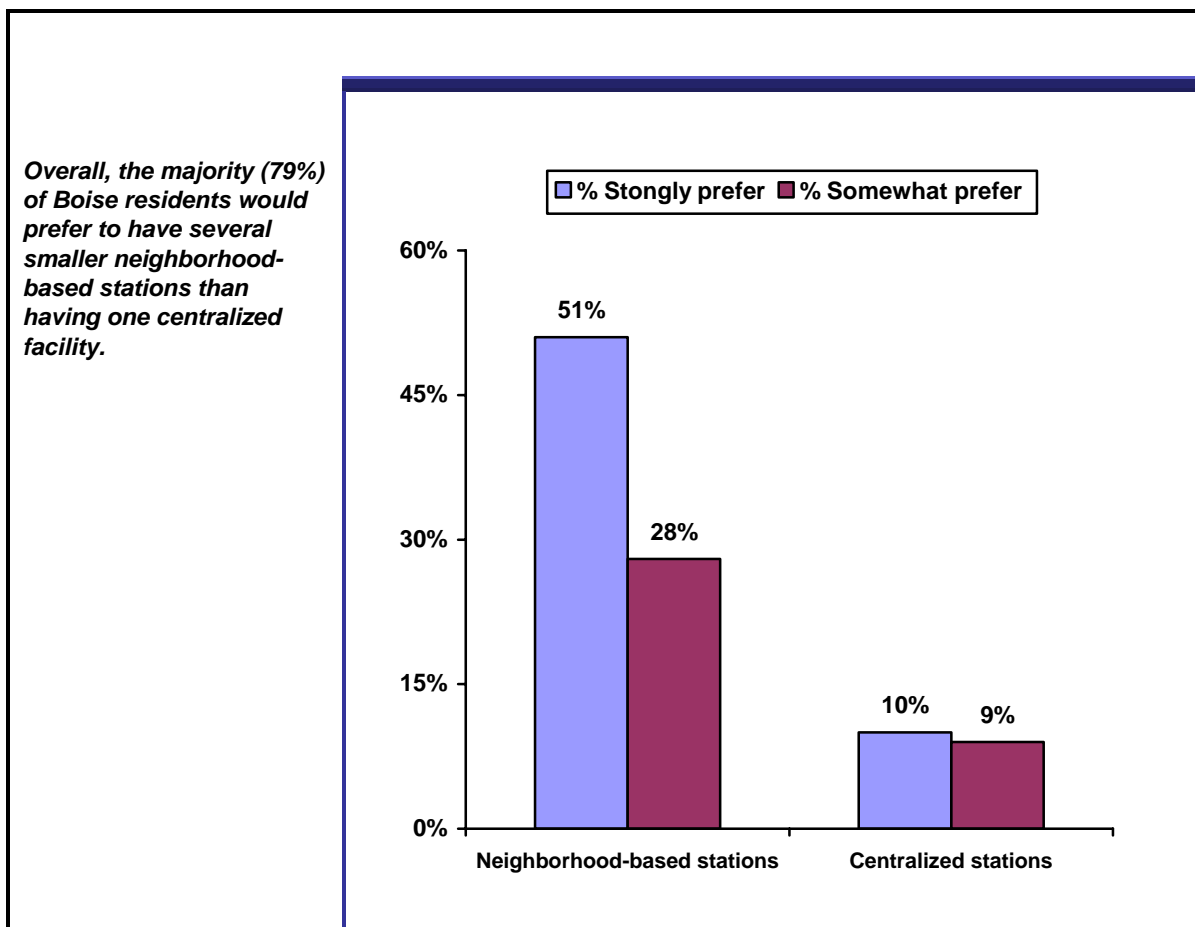
Boise citizens who make \$35,000 to \$55,000 per year and, to a lesser degree those who make more than \$75,000 per year are more likely to use alternative reporting methods.	<\$35K	\$35K to \$55K	\$55K to \$75K	\$75K plus
% Extremely likely (10)	21%	23%	23%	23%
% Likely (7-9)	28	44	41	44
% Likely (Net)	49	67	64	67
% In the middle (4-6)	33	22	23	19
% Not likely (1-3)	2	3	6	12
% Not at all likely (0)	16	8	8	2
Mean*	5.97	7.06	6.66	6.97
<i>*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”</i>				

Alternative Police Services – Centralized versus Decentralized

Respondents were asked if they would rather have one centralized police facility or have several smaller neighborhood-based police stations. Following this, respondents were asked to indicate the degree of their preferences – “strongly” or “somewhat prefer.”

- ~ Overall, the majority (79%) of Boise residents would prefer to have several smaller neighborhood-based police stations than have one centralized facility.
- ~ Of those citizens that prefer to have several smaller neighborhood-based police stations, more than half (51%) “strongly prefer” this option. Twenty-eight percent (28%) “somewhat prefer” having several smaller neighborhood-based police stations.

Figure 13: Alternative Police Services – Centralized versus Decentralized



Centralized versus Decentralized by Region

- ~ Across the five regions of Boise, residents prefer having several smaller neighborhood-based stations over a centralized facility.
- ~ Nearly one half (59%) of the residents who live in the Northwest / West region “strongly prefer” several smaller neighborhood-based stations while the other regions only “somewhat prefer” smaller neighborhood-based stations – average of 34 percent.

Table 60: Centralized versus Decentralized by Region

<i>Nearly one half (59%) of the residents who live in the Northwest / West region “strongly prefer” several smaller neighborhood-based stations while the other regions only “somewhat prefer” smaller neighborhood-based stations.</i>		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	Strongly prefer neighborhood-based stations	44%	59%	54%	47%	43%
	Somewhat prefer neighborhood-based stations	36	18	30	38	33
	Neighborhood-based stations (total)	80	77	84	85	76
	Strongly prefer centralized facility	11	10	8	9	14
	Somewhat prefer centralized facility	9	12	7	5	8
	Centralized facility (total)	20	22	15	14	22

Centralized versus Decentralized by Age

- ~ Overall, residents of all ages are more likely to prefer having a neighborhood-based station.
- ~ Boise citizens who are between the ages of 30 and 44 years of age are more likely to “strongly prefer” having several smaller neighborhood-based stations compared to those who are 65 years or older – 57 percent versus 41 percent.

Table 61: Centralized versus Decentralized by Age

<i>Boise citizens who are between the ages of 30 and 44 years of age are more likely to “strongly prefer” several smaller neighborhood-based stations compared to those who are 65 years or older.</i>	18 to 29 years	30 to 44 years	45 to 64 years	65 years plus
Strongly prefer neighborhood-based stations	41%	57%	52%	41%
Somewhat prefer neighborhood-based stations	36	24	28	32
Neighborhood-based stations (total)	65	85	84	69
Strongly prefer centralized facility	14	9	9	15
Somewhat prefer centralized facility	8	9	9	10
Centralized facility (total)	22	18	18	25

Centralized versus Decentralized by Income

- ~ Even though the majority of residents would prefer neighborhood-based facilities, individuals whose annual income is less than \$35,000 per year are significantly more likely to “strongly prefer” a centralized facility compared to those who make more than \$35,000 annually.

Table 62: Centralized versus Decentralized by Income

<i>Individuals whose annual income is less than \$35,000 per year are significantly more likely to “strongly prefer” a centralized facility.</i>	<\$35K	\$35K to \$55K	\$55K to \$75K	\$75K plus
Strongly prefer neighborhood-based stations	43%	57%	58%	53%
Somewhat prefer neighborhood-based stations	28	28	25	32
Neighborhood-based stations (total)	71	85	83	85
Strongly prefer centralized facility	19	5	11	4
Somewhat prefer centralized facility	9	8	5	11
Centralized facility (total)	28	13	14	15

Preference of School Resource Officers in Elementary, Junior High, or High School

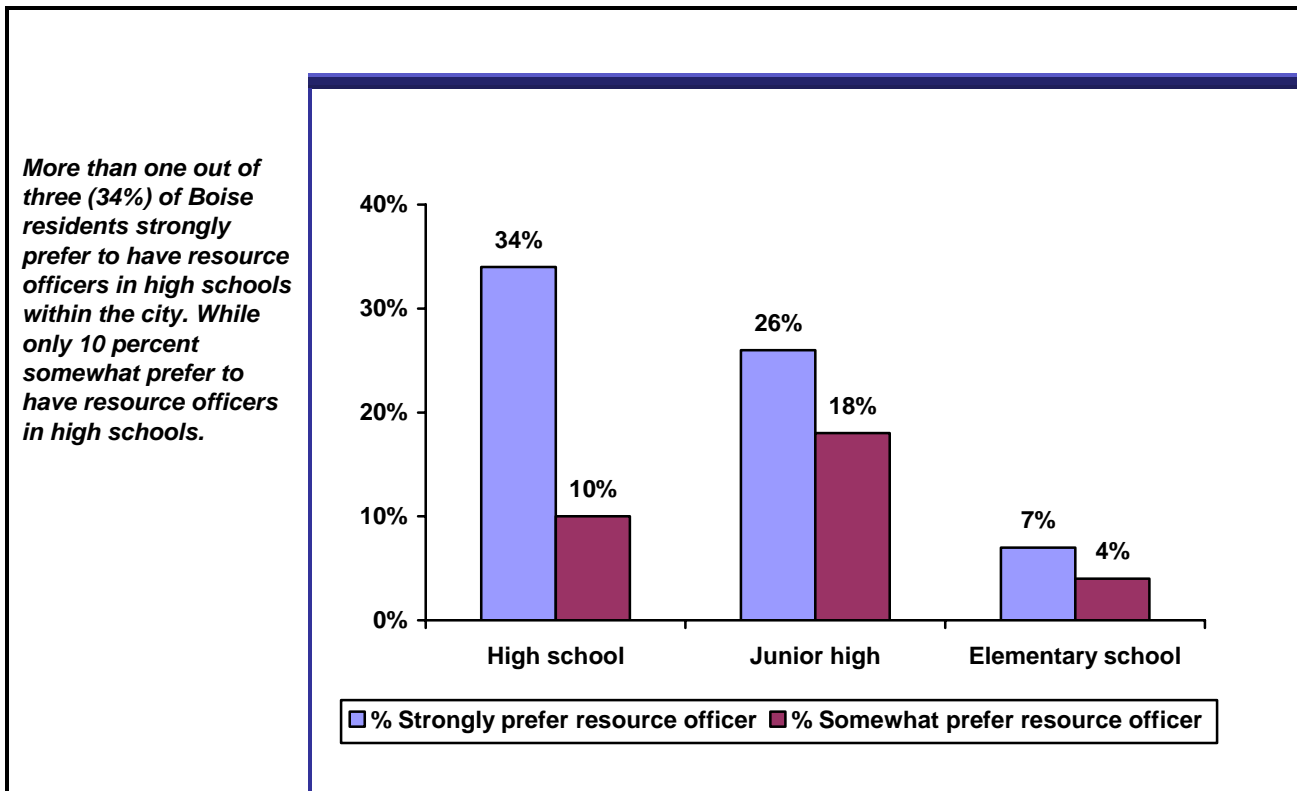
Residents in the City of Boise were asked to indicate where they would most prefer having school resource officers.

- ~ Residents could choose from the following:
 - ~ Elementary school,
 - ~ Junior high school, or
 - ~ High school.

Overall

- ~ Overall, forty-four percent (44%) of Boise residents prefer to have resource officers in high schools, 44 percent in junior highs schools, and only 11 percent of residents prefer to have resource officers in elementary schools.
- ~ More than one out of three (34%) of Boise residents “strongly prefer” to have resource officers in high schools. While only 10 percent “somewhat prefer” to have resource officers in high schools.
- ~ There is a significant amount of residents who feel it is necessary to have resource officers in junior highs as well as in high schools – 26 percent “strongly prefer” and 18 percent “somewhat prefer.”
- ~ Residents are least likely to prefer resource officers in elementary schools – 7 percent “strongly prefer” and 4 percent “somewhat prefer.”

Figure 14: Overall Preference of School Resource Officers in Schools



Preference of School Resource Officers by Region

The majority of residents in each region of the city prefer to have resource officers in high schools. However, there are a few distinct differences in degree of preference where school resource officers should be placed within each region.

- ~ Thirty-five percent (35%) of residents who live on the Bench significantly say they “strongly prefer” resource officers in junior high. This is compared to only 16 percent in North / Northeast Boise.
- ~ In addition, North / Northeast and Southwest Boise are significantly more likely to “somewhat prefer” resource officers in high school compared to those residing on the Bench – average percent of 24 percent versus 11 percent.

Table 63: Preference of School Resource Officers by Region

<p>Thirty-five percent (35%) of residents who live on the Bench significantly say they “strongly prefer” resource officers in junior high compared to those who live in North / Northeast Boise (16%).</p>		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	Strongly prefer resource officer in high schools	35%	34%	33%	31%	35%
	Somewhat prefer resource officer in high schools	24	15	18	11	24
	High school (total)	59	49	51	42	59
	Strongly prefer resource officer in junior high	16	29	25	35	24
	Somewhat prefer resource officer in junior high	13	7	11	12	11
	Junior high (total)	29	36	36	47	35
	Strongly prefer resource officer in elementary school	2	11	5	5	6
	Somewhat prefer resource officer in elementary school	8	1	6	6	--
Elementary school (total)	10	12	11	11	6	

Preference of School Resource Officers by Length of Residency

- ~ Overall, Boise residents are similar when looking at their length of residency in their preference of where to locate school resource officers. Residents do differ somewhat in their degree of preference.
- ~ Residents who have lived in Boise for more than 15 years and those who have lived in the city for less than 6 years are most likely to “strongly prefer” resource officers in junior high compared to individuals who moved to Boise between 1990 and 1998 – average percent of 28 percent versus 18 percent.

Table 64: Preference of School Resource Officers by Length of Residency

Residents who have lived in Boise for more than 15 years and those who have lived in the city for less than 6 years are more likely to “strongly prefer” resource officers in junior high compared to individuals who moved to Boise between 1990 and 1998.	Newest Residents (since 1999)	New Residents (1990 – 1998)	Long-Time Residents (pre-1990)
Strongly prefer resource officer in high schools	28%	39%	34%
Somewhat prefer resource officer in high schools	25	21	13
High school (total)	53	60	47
Strongly prefer resource officer in junior high	24	18	30
Somewhat prefer resource officer in junior high	12	10	9
Junior high (total)	36	28	39
Strongly prefer resource officer in elementary school	3	10	8
Somewhat prefer resource officer in elementary school	8	<1	2
Elementary school (total)	11	11	10

Preference of School Resource Officers by Age

- ~ The majority of Boise residents across all age segments prefer to have resource officers in high schools.
- ~ In addition, those who are between the ages of 30 and 44 years of age are more likely to “strongly prefer” resource officers in junior high schools compared to those who are 18 to 24 years of age – 29 percent versus 15 percent.

Table 65: Preference of School Resource Officers by Age

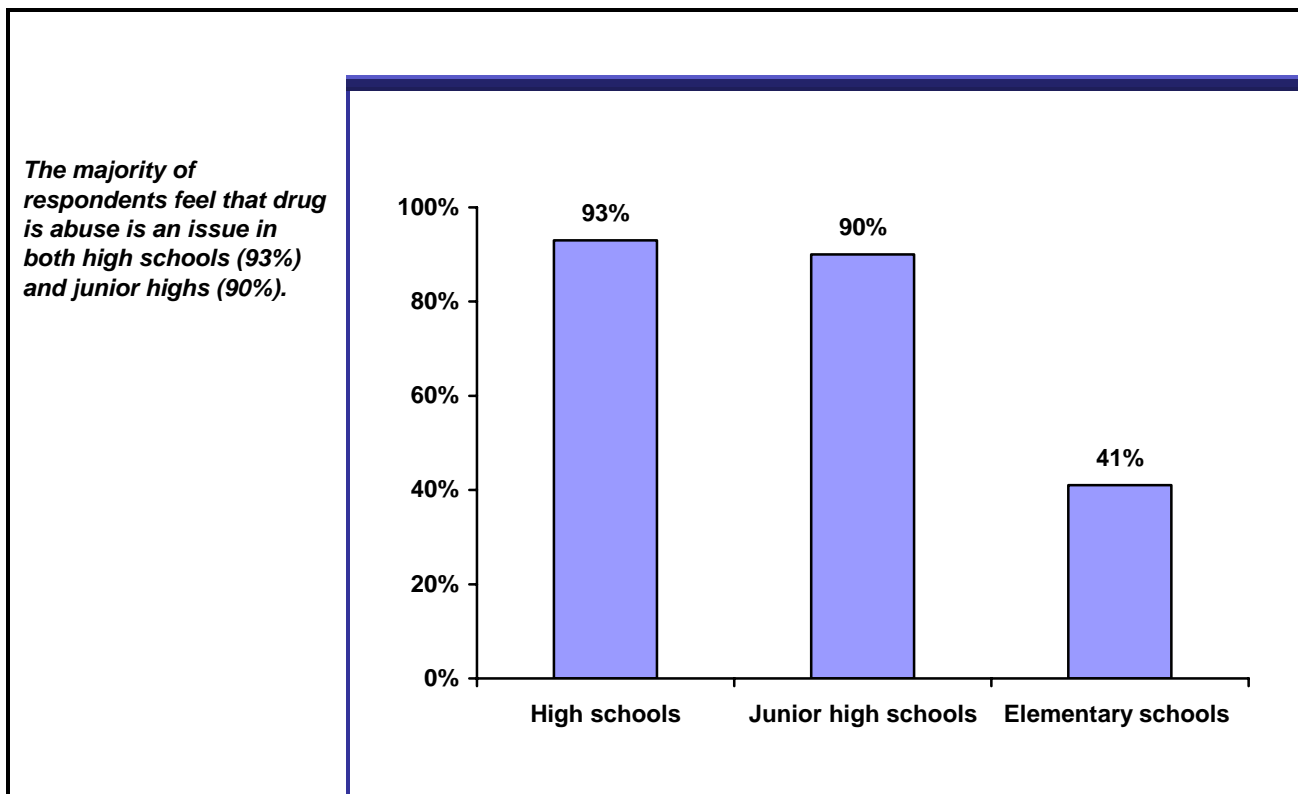
	18 to 29 years	30 to 44 years	45 to 64 years	65 years plus
Those who are between the ages of 30 and 44 years of age are more likely to “strongly prefer” resource officers in junior high schools compared to those who are 18 to 24 years of age.				
Strongly prefer resource officer in high schools	42%	29%	35%	35%
Somewhat prefer resource officer in high schools	27	21	14	12
High school (net)	69	50	49	47
Strongly prefer resource officer in junior high	15	29	28	23
Somewhat prefer resource officer in junior high	10	8	10	17
Junior high (net)	25	37	38	40
Strongly prefer resource officer in elementary school	6	9	6	4
Somewhat prefer resource officer in elementary school	--	2	6	4
Elementary school (total)	6	11	12	8

Drug Abuse in Schools

Respondents were asked whether or not drug abuse is an issue in high schools, junior high schools, and/or elementary schools.

- ~ The majority of respondents feel that drug is abuse is an issue in both high schools (93%) and junior highs (90%).
- ~ Somewhat surprisingly, 41 percent of Boise residents feel that drug abuse is an issue in elementary schools.

Figure 15: Drug Abuse in Schools



Fire Services

Respondents were asked to indicate how willing they are to pay additional taxes to place paramedics on Boise fire trucks and to maintain a four minute response time. Responses were recorded on an 11-point scale where “0” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”

Overall

- ~ Boise citizens are more likely to pay additional taxes to maintain the current four minute response time than to get advanced paramedic services – 55 percent of residents are willing to pay to maintain the current four minute response time compared to 47 percent who willing to pay to maintain advanced paramedic services.

Table 66: Overall Willingness to Pay for Advanced Paramedic Services and to Maintain Response Time

Boise citizens are more likely to pay additional taxes to maintain the current four minute response time.	Advanced Paramedic	Maintain Response Times
	% Extremely willing (10)	17%
% Willing to pay (7-9)	30	36
% Willing to pay (Net)	47	55
% In the middle (4-6)	30	30
% Not willing to pay (1-3)	10	5
% Not at all willing to pay (0)	13	9
Mean*	5.80	6.47
*Mean based on an 11-point scale where “0” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”		

Willingness to Pay for Advanced Paramedic Services by Region

- ~ There are no significant differences in residents' willingness to pay for advanced paramedic services by region. Overall, residents by regions are "in the middle" when it comes to paying additional taxes for advanced paramedics services on fire trucks.

Table 67: Willingness to Pay for Advanced Paramedic by Region

Overall, residents by region are "in the middle" when it comes to paying additional taxes for advanced paramedics.		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	% Extremely willing (10)	16%	17%	21%	21%	10%
% Willing to pay (7-9)	30	33	26	23	31	
% Willing to pay (Net)	46	50	47	44	41	
% In the middle (4-6)	29	26	28	33	40	
% Not willing to pay (1-3)	8	12	11	13	6	
% Not at all willing to pay (0)	17	12	14	10	13	
Mean*	5.56	5.94	5.84	5.84	5.63	
*Mean based on an 11-point scale where "0" means "not at willing to pay an additional fee" and "10" means "extremely willing to pay an additional fee."						

Willingness to Pay to Maintain the Current Response Time by Region

- ~ All regions within the City of Boise are somewhat willing to pay additional taxes to maintain the four minute current response time.
- ~ Residents who live in Northwest / West Boise and Southeast Boise are more willing to pay additional taxes to maintain the current response time compared to the other regions – 6.77 in Northwest / West Boise and 6.76 in Southeast Boise versus 6.43 North / Northeast Boise, 6.52 on the Bench, and 5.57 in Southwest Boise.

Table 68: Willingness to Pay to Maintain the Current Response Time by Region

All regions within the City of Boise are willing to pay additional taxes to maintain the four minute current response time.		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
% Extremely willing (10)	19%	19%	19%	28%	22%	9%
% Willing to pay (7-9)	39	39	39	31	38	35
% Willing to pay (Net)	58	58	58	59	60	44
% In the middle (4-6)	24	35	35	26	25	34
% Not willing to pay (1-3)	7	3	3	5	6	8
% Not at all willing to pay (0)	11	4	4	9	10	15
Mean*	6.43	6.77	6.77	6.76	6.52	5.57
*Mean based on an 11-point scale where “0” means “not at willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”						

Parks and Recreation

Park Usage

- ~ Boise parks (such as Ann Morrison and the Greenbelt) are valuable resources in this city – 94 percent use the parks at least occasionally, while two thirds (67%) of residents use the parks at least once a month.
- ~ Boise residents do not visit the Boise foothills as frequently as they visit parks; however, 73 percent of residents have visited the foothills at least occasionally. Nearly two out five (39%) use the foothills once a month or more.

Parks and Recreation Services – Importance versus Willingness to Pay

Respondents were asked to rate how important it is for the City of Boise Parks and Recreation Department to provide and/or expand the following services:

- ~ Recreational facilities and programs for youth,
- ~ Small parks that primarily serve neighborhoods,
- ~ Public swimming pools,
- ~ Further develop major parks serving all areas of the city,
- ~ Expand the Greenbelt,
- ~ Provide recreational facilities and programs for adults, and
- ~ Continue to expand the trail systems in the foothills.

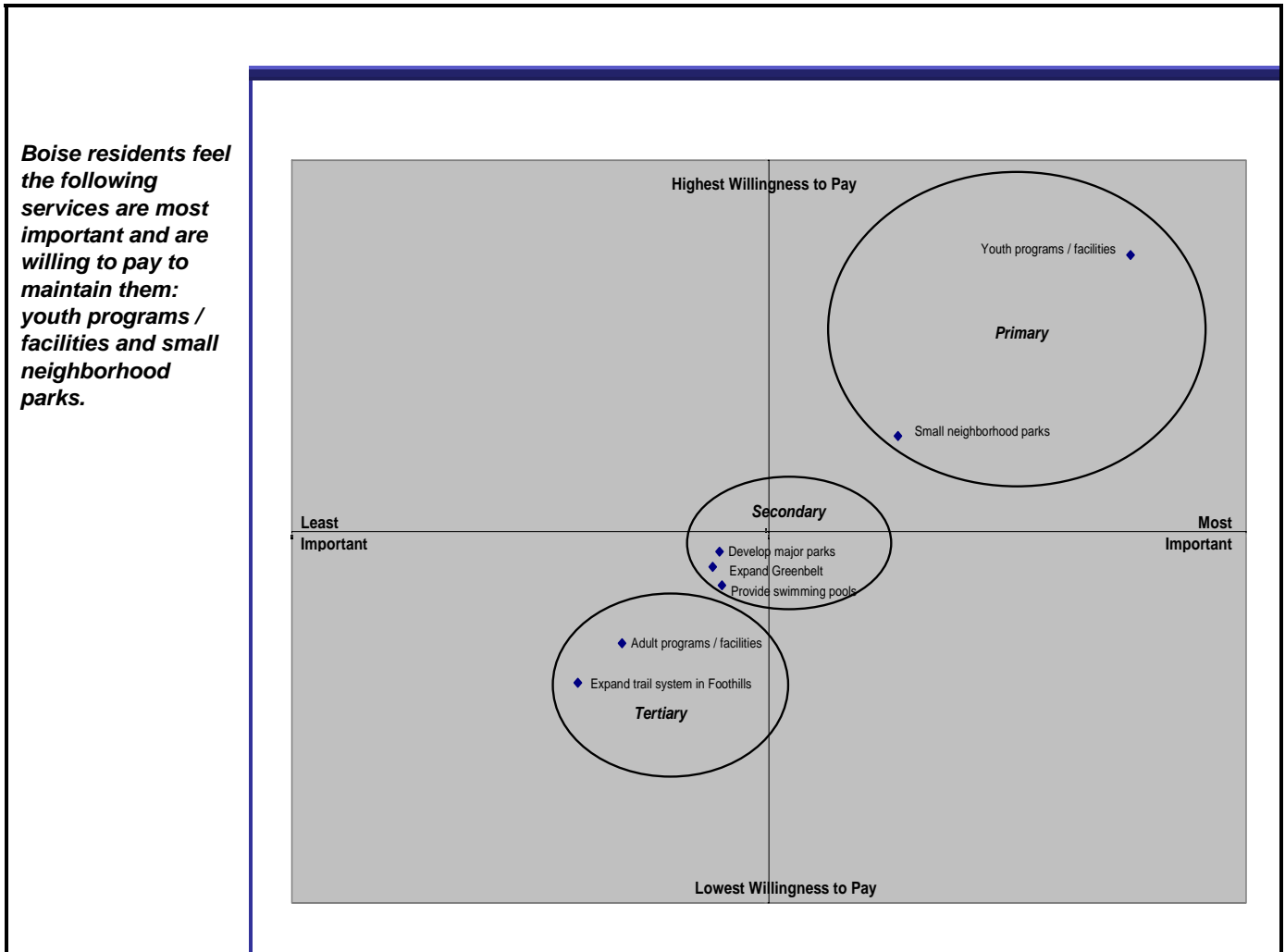
Responses were recorded on an 11-point scale where “0” means “not at all important” and “10” means “extremely important.”

After rating the importance of each of these services, respondents were asked to indicate their willingness to pay to maintain or increase each of the parks and recreational services mentioned above. Responses were recorded on an 11-point scale where “0” means “not at all willing” and “10” means “extremely willing.”

- ~ Boise residents feel the following services provided by the Parks and Recreation Department are most important and are willing to pay to maintain them:
 - ~ Youth programs and facilities, and
 - ~ Small neighborhood parks.
- ~ The second most important services that residents are willing to pay include:
 - ~ Developing major parks,

- ~ Expanding the Greenbelt, and
- ~ Providing public swimming pools.
- ~ The following services rank low in terms of importance and willingness to pay:
 - ~ Adult programs and facilities, and
 - ~ Expanding the trail system in the foothills.

Figure 16: Parks and Recreation Services: Importance versus Willingness to Pay



Park Budget Priorities

Respondents were read a list of park and recreational services. The parks and recreational services included the following: youth recreational programs, Greenbelt, Boise City Zoo, foothill trails, swimming pools, street landscaping, and adult recreational programs. From the list of services, respondents were asked to pick the two services that they could absolutely not live without.

- ~ Nearly one half (48%) of Boise citizens listed youth recreational programs (e.g., sports and arts) as the one thing they could not live without. However, as mentioned above, this service is ranked the highest importance and highest in willingness to pay among Boise residents.
- ~ In addition, forty-six percent (46%) of Boise residents say they could not live without the Greenbelt.

Table 69: Top Two Parks and Recreation Services Residents Can Not Live Without

<p>Nearly one half (48%) of Boise citizens listed youth recreational programs (e.g., sports and arts) as the one thing they could not live without.</p>	Service	% Could not live without
	Youth recreational programs	48%
	Greenbelt	46
	Boise City Zoo	34
	Foothills trails	22
	Swimming pools	18
	Street landscaping	15
	Adult recreational programs	14

Parks and Recreation Budget Priorities by Region

- ~ The top two priorities vary between the regions in the City of Boise.
- ~ Residents who live in Northwest / West Boise, Southeast Boise, and Southwest Boise indicate that they could not live without youth recreational programs and the Greenbelt.
- ~ One out of two (50%) residents in North / Northeast Boise could not live without the Greenbelt. In addition, 45 percent of residents in this region could not live without the foothill trails.
- ~ Residents on the Bench could not live without youth recreational programs and the Boise City Zoo – 56 percent and 44 percent.

Table 70: Parks and Recreation Budget Priorities by Region

Residents who live in Northwest / West Boise, Southeast Boise, and Southwest Boise could not live without youth recreational programs and the Greenbelt.	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Youth recreational programs	41%	50%	40%	56%	55%
Greenbelt	50	44	53	32	47
Boise City Zoo	17	39	31	44	33
Foothills trails	45	17	26	12	15
Swimming pools	18	13	18	29	20
Street landscaping	5	16	20	12	18
Adult recreational programs	16	18	11	14	10

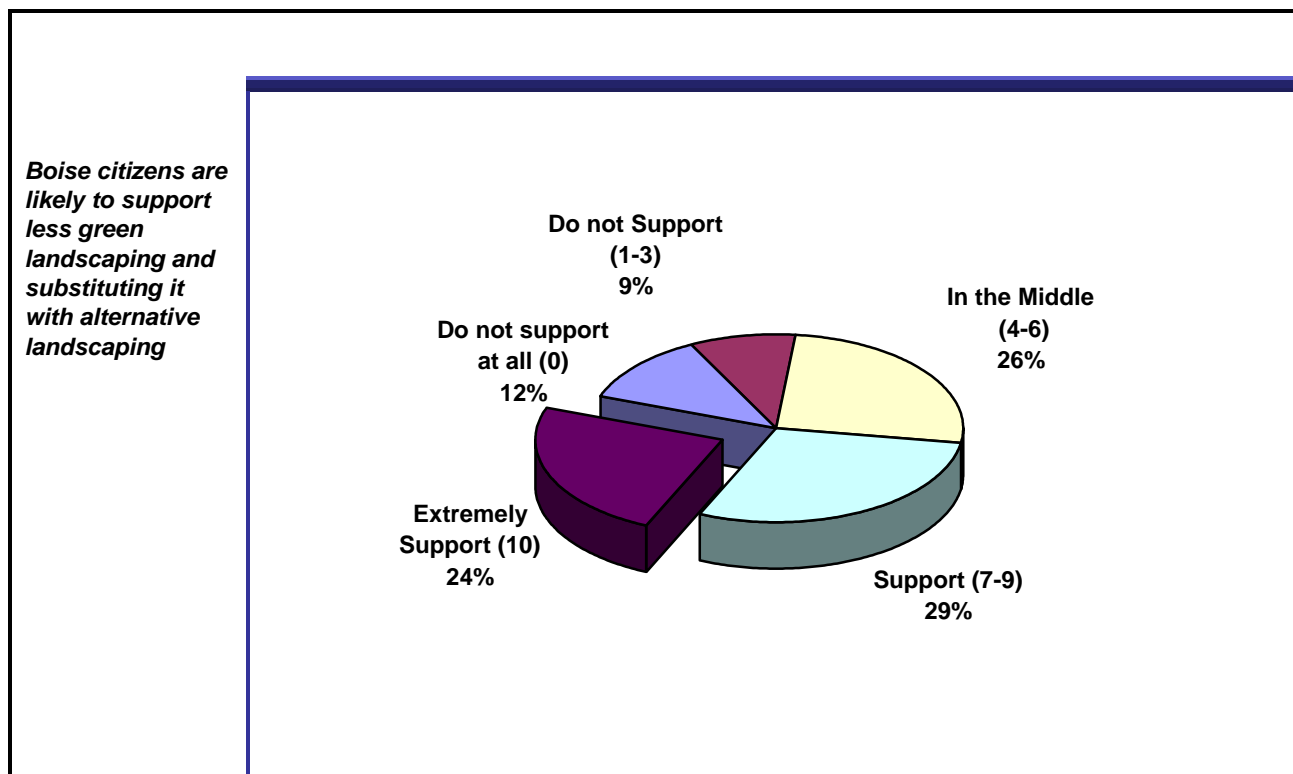
Support for Alternative Landscaping

Respondents were asked to indicate to what extent they support replacing green landscaping with alternative landscaping (e.g., decorative rock and minimal trees) to reduce maintenance costs. Responses were recorded on an 11-point scale where “0” means “do not support at all” and “10” means “extremely support.”

Overall

- ~ Boise citizens are somewhat likely to support less green landscaping and substituting it with alternative landscaping – overall mean rating of 6.22. However, the City of Boise will need to emphasize to city residents the importance of this alternative.

Figure 17: Overall Support for Alternative Landscaping



Support for Alternative Landscaping by Region

- ~ There are no significant differences between the regions. Although not a significant difference, residents of Southeast Boise most strongly support alternative landscaping.
- ~ Residents in North / Northeast residents are the least supportive of this option.

Table 71: Support for Alternative Landscaping by Region

<i>There are no significant differences between the regions. All of the regions in the City of Boise comparably support alternative landscaping.</i>		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	% Extremely support (10)	25%	23%	25%	24%	25%
	% Support (7-9)	26	29	31	31	29
	% Support (Net)	51	52	56	55	54
	% In the middle (4-6)	24	28	23	19	30
	% Do not support (1-3)	10	10	8	13	6
	% Do not support at all (0)	15	10	13	12	10
	Mean*	5.92	6.18	6.29	6.19	6.45
	<i>*Mean based on an 11-point scale where "0" means "do not support at all" and "10" means "extremely support."</i>					

Transportation

Support for Paying Additional Taxes to Expand the Current Bus System

Respondents were asked to indicate how likely they are to support paying additional taxes to expand the current bus system. Responses were recorded on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”

- ~ While Boise residents feel the availability of public transportation is an issue / concern (15% of residents suggest this is a budget priority), there is minimal / low support of paying additional taxes to expand the current bus system – overall mean rating of 4.98. Note, more than one out of three (36%) residents are “in the middle” with this additional service.
- ~ Residents who live in North / Northeast Boise are significantly more likely to support paying additional taxes to expand the bus system compared to those residing in Southwest Boise – overall mean rating of 5.53 versus 4.47.

Table 72: Support for Paying Additional Taxes to Expand the Current Bus System

There is minimal / low support of paying additional taxes to expand the current bus system – overall mean rating of 4.98.	Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
% Extremely likely (10)	10%	10%	8%	15%	10%	5%
% Likely (7-9)	25	34	25	25	21	23
% Likely (Net)	35	44	33	40	31	28
% In the middle (4-6)	36	34	38	30	43	37
% Not likely (1-3)	11	5	9	15	12	16
% Not at all likely (0)	18	17	20	15	15	20
Mean*	4.98	5.53	4.84	5.28	5.03	4.47
<i>*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”</i>						

Support for Paying Additional Taxes to Expand the Current Bus System by Age

- ~ Although most of the age segments are “in the middle” when it comes to supporting additional taxes to expand the current bus system, those who are 30 to 64 years of age are more likely to support paying additional taxes (giving a 7 to 9 on an 11-point scale) than to those 65 years of age or older – average of 28 percent versus 12 percent.

Table 73: Support for Paying Additional Taxes to Expand the Current Bus System by Age

Those who are 30 to 64 years of age are more likely to support paying additional taxes than those 65 years of age or older.	18 to 29 years	30 to 44 years	45 to 64 years	65 years plus
% Extremely likely (10)	19%	9%	7%	12%
% Likely (7-9)	19	27	30	12
% Likely (Net)	38	36	37	34
% In the middle (4-6)	38	39	35	31
% Not likely (1-3)	19	8	10	17
% Not at all likely (0)	5	17	19	28
Mean*	5.64	5.12	4.94	4.06
*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”				

Support for Paying Additional Taxes to Build a Light Rail System

- ~ As with paying additional taxes to expand the current bus system, residents do not support paying additional taxes to build a light rail system. However, they are more supportive of having a light rail system than buses – overall mean rating of 5.07 versus 4.98.
- ~ Residents who live in North / Northeast Boise are more likely to support paying additional taxes to build a light rail system compared to those who live in Southwest Boise – 24 percent say “extremely likely” versus only 10 percent in Southwest Boise.

Table 74: Support for Paying Additional Taxes to Build a Light Rail System

Residents do not support paying additional taxes to build a light rail system. However, they are more supportive of light rail system than having a bus system.		Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
% Extremely likely (10)	17%	24%	17%	16%	17%	10%	
% Likely (7-9)	26	32	23	26	28	24	
% Likely (Net)	43	56	40	42	45	34	
% In the middle (4-6)	23	18	23	22	28	23	
% Not likely (1-3)	12	7	11	15	9	17	
% Not at all likely (0)	23	20	27	21	18	26	
Mean*	5.07	5.82	4.88	5.19	5.59	4.35	
<i>*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”</i>							

Support for Paying Additional Taxes to Build a Light Rail System by Age

- ~ Boise citizens who are 65 years of age or older are significantly less likely to support paying additional taxes to build a light rail system compared to other age segments – overall mean rating of 3.33 compared to 5.58 for 18 to 29 years of age, 5.30 for 30 to 44 years of age, and 5.20 for 45 to 64 years of age.

Table 75: Support for Paying Additional Taxes to Build a Light Rail System by Age

Boise citizens who are 65 years of age or older are significantly less likely to support paying additional taxes to build a light rail system compared to other age segments.	18 to 29 years	30 to 44 years	45 to 64 years	65 years plus
% Extremely likely (10)	15%	21%	16%	6%
% Likely (7-9)	30	24	29	14
% Likely (Net)	45	45	45	20
% In the middle (4-6)	29	20	23	26
% Not likely (1-3)	18	11	10	15
% Not at all likely (0)	9	23	23	39
Mean*	5.58	5.30	5.20	3.33
<i>*Mean based on an 11-point scale where "0" means "not at all likely" and "10" means "extremely likely."</i>				

Support for Paying Additional Taxes to Build a Light Rail System by Gender

- ~ Women are more likely to support paying additional taxes to build a light rail system than men – 21 percent say “extremely likely” support compared to only 12 percent for men.

Table 76: Support for Paying Additional Taxes to Build a Light Rail System by Gender

	Male	Female
Women are significantly more likely to support paying additional taxes to build a light rail system than men.		
% Extremely likely (10)	12%	21%
% Likely (7-9)	29	22
% Likely (Net)	41	43
% In the middle (4-6)	20	25
% Not likely (1-3)	14	10
% Not at all likely (0)	25	22
Mean*	4.81	5.32
*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”		

Support for Paying Additional Taxes to Build a Light Rail System by Length of Residency

- ~ Newest residents (since 1999) of the City of Boise are significantly more likely to give a 7 to 9 on an 11-point scale compared to new residents (1990-1998) in Boise – 32 percent say “likely” versus only 16 percent.

Table 77: Support for Paying Additional Taxes to Build a Light Rail System by Length of Residency

Newest residents (since 1999) in the City of Boise are significantly more likely to give a 7 to 9 on an 11-point scale compared to new residents (1990-1998) in Boise.	Newest Residents (since 1999)	New Residents (1990 – 1998)	Long-Time Residents (pre-1990)
% Extremely likely (10)	17%	23%	14%
% Likely (7-9)	32	16	26
% Likely (Net)	49	39	40
% In the middle (4-6)	20	26	23
% Not likely (1-3)	14	14	10
% Not at all likely (0)	18	20	27
Mean*	5.42	5.27	4.81
<i>*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”</i>			

Youth Programs and Services

Those respondents in the City of Boise who have children under the age of 18 years (n=168) were asked a series of questions regarding youth program services for children 0 to 12 years and services for children 12 to 18 years of age.

Youth Programs and Services for Children Ages 0 to 12 Years

Respondents were asked to rate the following services in Boise for children 0 to 12 years of age:

- ~ Availability of quality of pre-school programs,
- ~ Availability of quality childcare,
- ~ Availability of quality before and after school programs, and
- ~ Affordability of childcare.

Reponses were recorded on a 4-point scale where “1” means “poor” and “4” means “excellent.”

Overall

- ~ Overall, Boise residents only rate the City of Boise as doing a “fair” to “good” job in providing youth services for children 0 to 12 years of age.
- ~ The City of Boise receives the highest rating for the availability of quality pre-school programs – 8 percent say “excellent” and 38 percent say “good.”
- ~ Residents are least satisfied with the affordability of childcare in the City of Boise – overall mean of 1.99.
- ~ There are, however, very few residents that give the City of Boise an “excellent” rating for services provided for children 0 to 12 years of age.

Table 78: Overall Youth Programs and Services for Children 0 to 12 Years

Overall, Boise residents only rate the City of Boise as doing a “fair” to “good” job in providing youth services for children 0 to 12 years of age.	% Excellent	% Good	Mean*
Availability of quality pre-school programs	8%	38%	2.42
Availability of quality childcare	8	38	2.37
Availability of quality before and after school programs	7	39	2.35
Affordability of childcare	2	30	1.99
<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>			

Youth Programs for Children Ages 0 to 12 Years by Region

- ~ Residents are similar across the five Boise City regions in their ratings of youth programs for children 0 to 12 years of age.

Table 79: Youth Programs for Children Ages 0 to 12 Years by Region

Residents are similar across the five Boise City regions in their ratings of youth programs for children 0 to 12 years of age.		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
		Overall	2.34	2.17	2.27	2.38
	Availability of quality pre-school programs	2.41	2.30	2.58	2.48	2.51
	Availability of quality childcare	2.40	2.16	2.42	2.59	2.59
	Availability of quality before and after school programs	2.51	2.38	2.08	2.51	2.30
	Affordability of childcare	2.07	1.84	1.99	1.94	2.25
	<i>*Mean based on a 4-point scale where "1" means "poor" and "4" means "excellent."</i>					

Youth Programs for Children 0 to 12 Years by Income

- ~ Not surprisingly, Boise residents whose annual income is \$75,000 or more are significantly more likely to rate affordability of childcare as being “fair” to “good” compared those who make less than \$35,000 per year – overall mean rating of 2.28 versus 1.68.

Table 80: Youth Programs for Children 0 to 12 Years by Income

Boise residents whose annual income is \$75,000 or more are significantly more likely to rate affordability of childcare as being “fair” to “good” compared those who make less than \$35,000 per year.	<\$35K	\$35K to \$55K	\$55 to \$75K	\$75K plus
Overall	2.15	2.25	2.28	2.41
Availability of quality pre-school programs	2.31	2.32	2.57	2.47
Availability of quality childcare	2.32	2.39	2.27	2.49
Availability of quality before and after school programs	2.33	2.20	2.44	2.41
Affordability of childcare	1.68	2.09	1.87	2.28
<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>				

Top Two Children’s Programs Residents Could Not Live Without

Respondents were read a list of youth programs and services for children 0 to 12 years of age. These services included the following: quality of before and after school programs, affordable childcare, quality childcare, and pre-school programs. From this list, respondents were asked to pick the two services they could not live without.

- ~ Boise citizens indicate that they could not live without the quality of before and after school programs and affordable childcare – 66 percent and 52 percent.

Table 81: Top Two Children’s Programs Residents Could Not Live Without

Boise citizens could not live without the quality of before and after school programs and affordable childcare – 66 percent and 52 percent.	Service	% Could Not Live Without
	Quality of before and after school programs	66%
	Affordable childcare	52
	Quality childcare	41
	Pre-school programs	39

Top Two Children’s Services by Region

- ~ Residents who live in North / Northeast Boise, Northwest / West Boise, and the Bench are significantly more likely to pick quality before and after school programs as the primary service they could not live without compared to those residing in Southwest Boise – average of 74 percent versus 41 percent.

Table 82: Top Two Children’s Services by Region

Residents who live in North / Northeast Boise, Northwest / West Boise, and the Bench are significantly more likely to pick quality before and after school programs as the primary service they could not live without compared to those residing in Southwest Boise	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Quality of before and after school programs	76%	74%	63%	74%	41%
Affordable childcare	44	56	50	43	56
Quality childcare	38	34	32	54	56
Pre-school programs	38	36	54	27	43

Top Two Children’s Services by Income

- ~ In addition, those whose annual income is between \$55,000 to \$75,000 are not as likely as respondents in the other income segments to choose quality before and after school programs as their primary service – 44 percent versus 78 percent for less than \$35,000 per year, 74 percent for \$35,000 to \$55,000, and 69 percent for \$75,000 or more.

Table 83: Top Two Children’s Services by Income

Those whose annual income is between \$55,000 to \$75,000 are not as likely as respondents in the other income segments to choose quality of before and after school programs as their primary service.	<\$35K	\$35K to \$55K	\$55K to \$75K	\$75K plus
Quality of before and after school programs	78%	74%	44%	69%
Affordable childcare	56	60	56	43
Quality childcare	37	19	49	53
Pre-school programs	29	43	50	36

Youth Programs for Children Ages 12 to 18 Years

Respondents were asked to rate the following services in Boise for children ages 12 to 18 years:

- ~ Drug and alcohol prevention and awareness programs,
- ~ Availability of volunteer service programs,
- ~ Availability and quality of supervised after school activities, and
- ~ Availability of youth mentoring programs.

Responses were recorded on a 4-point scale where “1” means “poor” and “4” means “excellent.”

Overall

- ~ Boise residents rate each of the services for children 12 to 18 years of age as being “fair” to “good” in the City of Boise. Drug and alcohol prevention and awareness programs are rated the highest in the city – overall mean rating of 2.27.
- ~ The availability of mentoring programs receives the lowest rating – overall mean rating of 2.05.
- ~ There are no significant differences in residents’ ratings of youth programs for children 12 to 18 years of age.

Table 84: Overall Ratings for Youth Programs for Children Ages 12 to 18 Years

Boise residents rate each of these services as being “fair” to “good” in the City of Boise. Drug and alcohol prevention and awareness programs are rated the highest in the city – overall mean rating of 2.27.	Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Drug and alcohol prevention	2.27	2.20	2.13	2.38	2.56	2.40
Availability of volunteer service programs	2.26	2.51	2.02	2.37	2.50	2.36
Availability and quality of supervised after school activities	2.20	2.37	2.05	2.09	2.46	2.34
Availability of youth mentoring programs	2.05	2.16	1.95	2.17	2.26	1.93
<i>*Mean based on a 4-point scale where “1” means “poor” and “4” means “excellent.”</i>						

Youth Programs for Children Ages 12 to 18 Years by Age Segments

- ~ Overall, younger residents (those 18 to 29 years) give the City of Boise the highest rating for the youth programs / services provided to children 12 to 18 years of age – overall mean of 2.52.
- ~ Residents who are 18 to 29 years are more likely to rate availability of youth mentoring programs higher than those who are older – overall mean rating of 2.58 versus 1.97 for 30 to 44 years and 1.99 for 45 to 64 years.

Table 85: Youth Programs for Children Ages 12 to 18 Years by Age Segments

	18 to 29 years	30 to 44 years	45 to 64 years	65 years plus
Overall, younger residents (those 18 to 29 years) give the City of Boise the highest rating for the youth programs / services provided to children 12 to 18 years of age – overall mean of 2.52.				
Overall	2.52	2.13	2.19	--
Drug and alcohol prevention	2.39	2.26	2.25	--
Availability of volunteer service programs	2.58	2.15	2.36	--
Availability and quality of supervised after school activities	2.53	2.15	2.15	--
Availability of youth mentoring programs	2.59	1.97	1.99	--
<i>*Mean based on a 4-point scale where "1" means "poor" and "4" means "excellent."</i>				

Top Two Youth Programs Residents Could Not Live Without

Respondents were read a list of youth programs and services for children 12 to 18 years of age. These services included the following:

- ~ Drug and alcohol prevention and awareness programs,
- ~ Availability and quality of supervised after school activities,
- ~ Youth mentoring program, and
- ~ Volunteer service programs.

From this list, respondents were asked to pick the two services they could not live without.

- ~ Sixty-nine percent (69%) of Boise residents list drug and alcohol prevention and awareness programs as the primary service they could not live without. Note, residents ranked this service as the highest compared to the other services.
- ~ Similarly, sixty-eight percent (68%) of residents could not live without the availability and quality of supervised after school activities.

Table 86: Top Two Youth Programs Residents Could Not Live Without

Sixty-nine percent (69%) of Boise residents list drug and alcohol prevention and awareness programs as their primary service they could not live without.	Service	% Could Not Live Without
	Drug and alcohol prevention and awareness programs	69%
	Availability and quality of supervised after school activities	68
	Youth mentoring program	37
	Volunteer service programs	22

Top Two Youth Programs Residents Could Not Live Without by Region

- ~ For each region, residents indicate they could not live without drug and alcohol prevention and awareness programs and availability and quality of supervised after school activities.
- ~ The majority (80%) of residents who live in North / Northeast Boise are more likely to choose availability and quality of supervised after school activities compared to other regions in the city.

Table 87: Top Two Programs Residents Could Not Live Without by Region

<i>The majority (80%) of residents who live in North / Northeast Boise are more likely to pick availability and quality of supervised after school activities compared to other regions in the city.</i>		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	Drug and alcohol prevention and awareness programs	58%	73%	69%	77%	66%
	Availability and quality of supervised after school activities	80	72	63	76	50
	Youth mentoring program	31	39	37	27	42
	Volunteer service programs	24	14	23	15	36

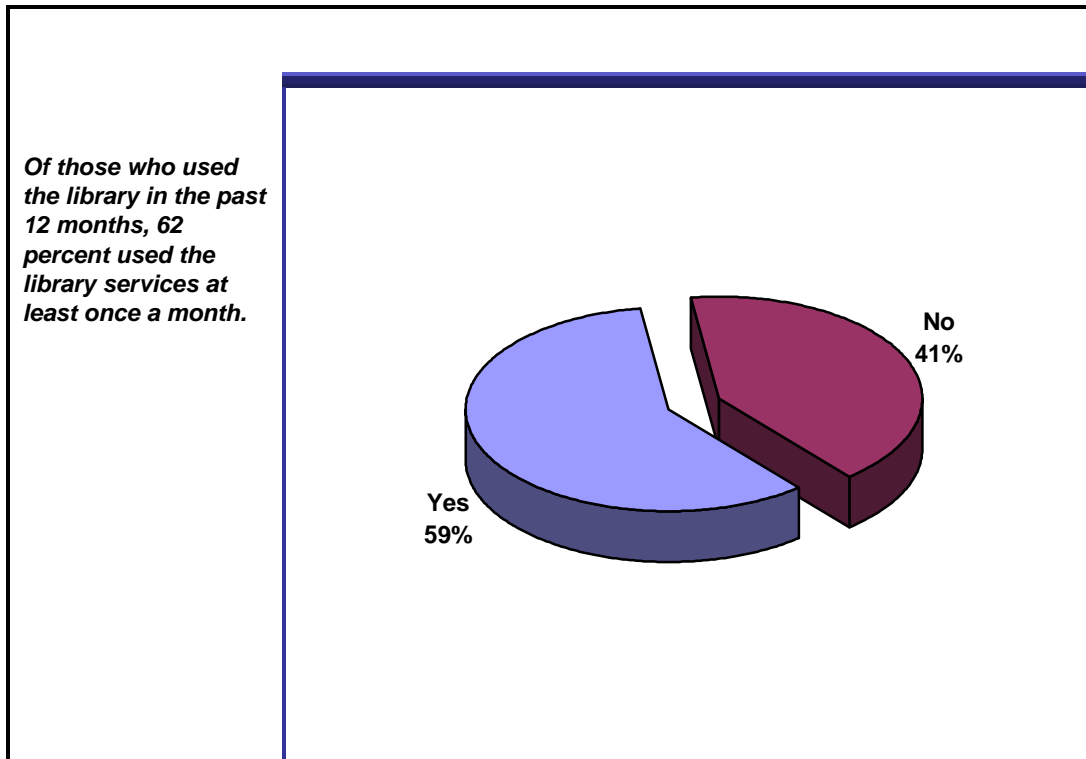
Library Services

Usage of the Library

Respondents were asked if they used the Boise Public Library in the past 12 months. More than one out of two (59%) citizens visited the library.

- ~ Of those who used the library in the past 12 months, 62 percent use the library services at least once a month.
- ~ Residents who live in Southeast Boise are more likely to have visited the Boise Public Library in the past 12 months compared to those who live in Southwest Boise – 66 percent versus 50 percent.
- ~ In addition, younger residents (those who are 18 to 64 years of age) are more likely to use the library than are older residents (those who are 65 years of age or older) – average of 62 percent versus 36 percent, respectively.
- ~ Of those who have not used the library in the past 12 months (n=220), seventy-eight percent (78%) have used the Boise Public Library sometime in their life.

Figure 18: Usage of the Boise Public Library



Willingness to Pay to Increase Library Services

Respondents were asked how willing they are to pay to increase the following library services:

- ~ Youth programs,
- ~ Bookmobile services,
- ~ Hours of operation,
- ~ Reference services through the Internet,
- ~ Internet access on public computers, and
- ~ Adult programs.

Responses were recorded on an 11-point scale where “0” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”

Overall

- ~ Residents in Boise are more willing to pay an additional fee for youth programs compared to any other services – overall mean rating of 6.31.
- ~ Residents are least likely to pay for adult programs where only 6 percent say they are “extremely willing to pay an additional fee.”

Table 88: Overall Willingness to Pay to Increase Library Services

Residents in Boise are more willing to pay an additional fee for youth programs compared to any other services – overall mean rating of 6.31.	% Extremely Willing (10)	Mean*
	Overall	
Youth programs	16%	6.31
Bookmobile service	12	5.09
Hours of operation	12	4.95
Reference services through the Internet	11	4.85
Internet access on public computers	10	4.56
Adult programs	6	3.83
*Mean based on an 11-point scale where “0” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”		

Willingness to Pay Additional Fee for Library Services by Region

- ~ Residents in Boise who live in North / Northeast Boise and Southeast Boise are significantly more willing to pay additional fees overall for these services compared to those who live in the other regions – 5.40 for North / Northeast Boise and 5.34 for Southeast Boise versus 4.75 in Northwest / West Boise, 4.61 for the Bench, and 4.57 for Southwest Boise.
- ~ Residents who live in North / Northeast Boise gave the City of Boise the highest ratings for youth programs, bookmobile services, Internet access on public computers, and adult programs.
- ~ Residents who live in Southeast Boise gave the City of Boise the highest ratings for hours of operation and reference services through the Internet.

Table 89: Willingness to Pay Additional Fee for Library Services by Region

<i>Residents in Boise who live in North / Northeast Boise and Southeast Boise are significantly more willing to pay additional fees overall for these services compared to those who live in the other regions</i>	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Overall	5.40	4.75	5.34	4.61	4.57
Youth programs	6.72	6.32	6.59	6.04	5.72
Bookmobile services	5.68	5.29	5.11	4.95	4.18
Hours of operation	4.99	4.89	5.68	4.11	4.67
Reference services through the Internet	5.27	4.14	5.53	4.83	5.05
Internet access on public computers	5.23	4.14	5.20	4.17	4.23
Adult programs	4.48	3.71	3.94	3.57	3.56
<i>*Mean based on an 11-point scale where “0” means “not at all willing to pay an additional fee” and “10” means “extremely willing to pay an additional fee.”</i>					

Top Two Library Services Residents Could Not Live Without

Respondents were asked to choose which two library services they could absolutely not live without.

- ~ In addition to the high percentage of people willing to pay for youth programs, the majority (66%) of residents in Boise also indicate that they could absolutely not live without youth programs in the city.
- ~ One out of two (50%) residents could also not live without the current hours of operation and the Boise Public Library.
- ~ Residents in Boise could potentially live without adult programs compared to the other services the library provides.

Table 90: Top Two Library Services Residents Could Not Live Without

<p><i>The majority (66%) of residents in Boise also could absolutely not live without youth programs in the city.</i></p>	Service	% Could Not Live Without
	Youth programs	66%
	Hours of operation	50
	Reference services through the Internet	39
	Bookmobile	29
	Adult Programs	12

Top Two Library Services Residents Could Not Live Without by Region

- ~ Residents who live in Northwest / West Boise and the Bench are significantly more likely to indicate that they can not live without youth programs as the primary library service compared to those who live in Southeast Boise – average of 73 percent versus 52 percent.
- ~ Residents who live in Southeast Boise could not live without hours of operation (59%) and reference services through the Internet (50%) compared to the other regions in the city.
- ~ Residents in Northwest / West Boise could not live without the Bookmobile service (40%) compared to the other regions.
- ~ North / Northeast Boise could not live without adult programs (20%) compared to the other regions.

Table 91: Top Two Library Services by Region

<i>Residents who live in Northwest / West Boise and the Bench are significantly more likely pick youth programs as the primary library service that they could not live without compared to those who live in Southeast Boise.</i>		North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	Youth programs	67%	73%	52%	72%	69%
	Hours of operation	50	43	59	46	54
	Reference services through the Internet	33	34	50	37	45
	Bookmobile	26	40	25	31	12
	Adult programs	20	8	15	7	14

Top Two Library Services Residents Could Not Live Without by Age

~ Fifty-eight percent (58%) of residents who are 18 to 29 years of age are likely to say that they could not live without reference services through the Internet compared to those who are 30 years of age or older – 32 percent for those 30 to 44 years of age, 43 percent for those 45 to 64 years of age and 27 percent for those 65 years or older, respectively.

Table 92: Top Two Library Services Residents Could Not Live Without by Age

<i>Fifty-eight percent (58%) of residents who are 18 to 29 years of age are significantly more likely to say that they could not live without reference services through the Internet compared to those who are 30 years of age or older.</i>				
	18 to 29 years	30 to 44 years	45 to 64 years	65 years plus
Youth programs	55%	76%	62	59
Hours of operation	37	52	51	51
Reference services through the Internet	58	32	43	27
Bookmobile	29	29	28	41
Adult programs	20	8	12	22

Top Two Library Services Residents Could Not Live Without by Household Type

~ Not surprisingly, residents in the city of Boise who have children under the age of 18 are significantly more likely to say that they could not live without the youth programs provided compared to those who do not have children – 75 percent versus 56 percent.

Table 93: Top Two Library Services Residents Could Not Live Without by Household Type

<i>Residents in the city of Boise who have children under the age of 18 are significantly more likely to say that they could not live without youth programs provided compared to those who do not have children.</i>		
	With Children	Without Children
Youth programs	75%	56%
Hours of operation	49	51
Reference services through the Internet	35	45
Bookmobile	28	31
Adult programs	10	15

Top Two Library Services Residents Could Not Live Without by Length of Residency

- ~ Although the majority of newest residents (since 1999) could not live without youth programs, they are significantly more likely to say they could not live without the Bookmobile service compared to new residents (1990-1998) in the city of Boise – 38 percent versus 17 percent.

Table 94: Top Two Library Services Residents Could Not Live Without by Length of Residency

<i>Although the majority of newest residents (since 1999) could not live without youth programs, they are significantly more likely to say they could not live without the Bookmobile service compared to new residents.</i>		Newest Residents (since 1999)	New Residents (1990 – 1998)	Long-Time Residents (pre-1990)
	Youth programs	59%	73%	72%
Hours of operation	47	58	46	
Reference services through the Internet	39	39	41	
Bookmobile	38	17	25	
Adult programs	15	6	13	

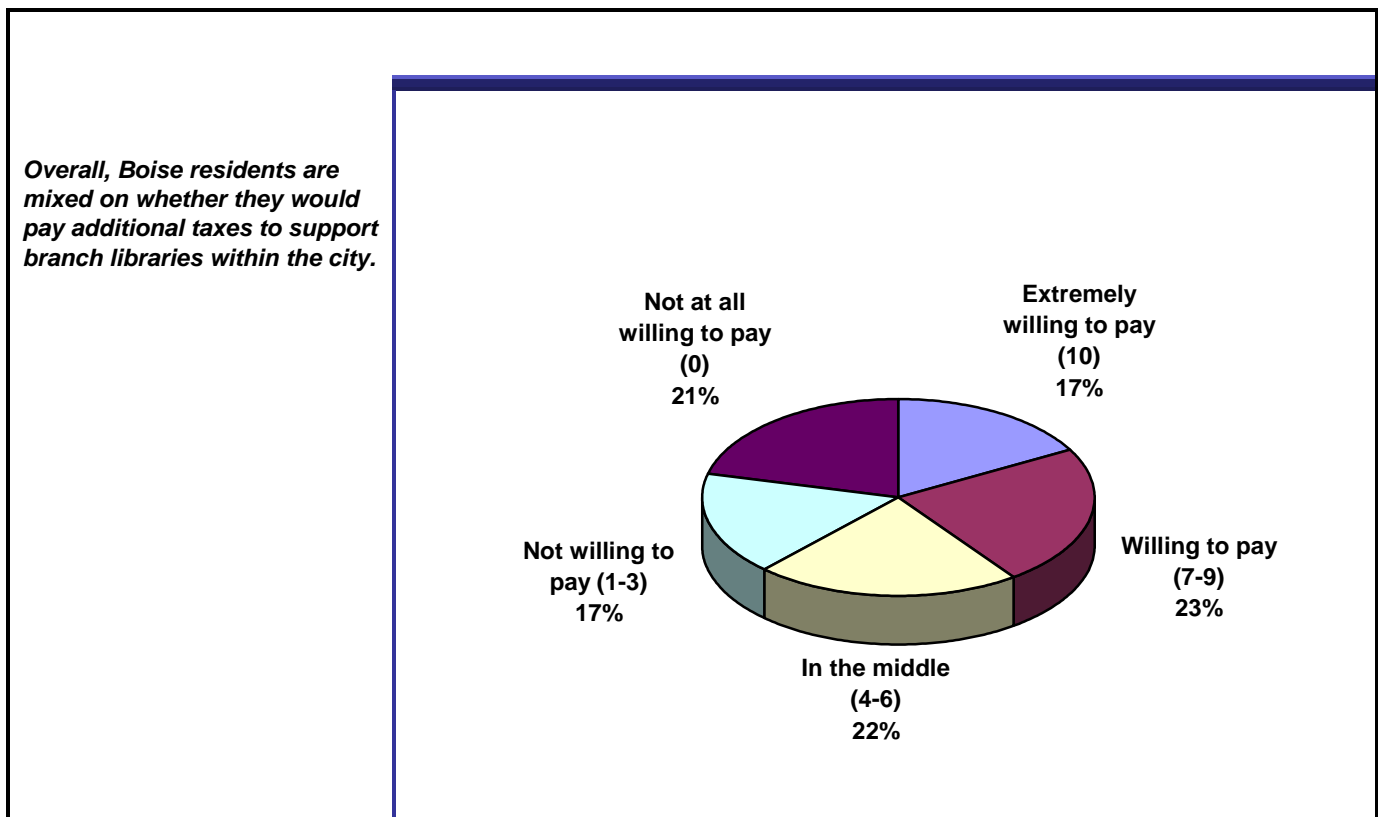
Support for Branch Libraries

Respondents were asked to indicate how likely they are to support a bond issue to raise taxes \$15 to \$20 per household yearly to pay for branch and/or neighborhood libraries within the City of Boise. Responses were recorded on an 11-point scale where “0” means “not at all willing to pay” and “10” means “extremely willing to pay.”

Overall

- ~ Overall, Boise residents are mixed on whether they would pay additional taxes to support branch libraries within the city – overall mean rating of 4.94.
- ~ Two out five (40%) Boise residents are willing to pay additional taxes to support branch libraries. An additional 22 percent are “in the middle” in supporting a tax increase to fund branch libraries.
- ~ Twenty-one percent (21%) of residents are “not at all willing to pay” additional taxes to support branch libraries.

Figure 19: Overall Support for Branch Libraries



Support for Branch Libraries by Region

- ~ Overall, residents in Southeast Boise are more likely to say that they are “willing to pay” additional taxes to support branch libraries within the City of Boise compared to the other regions – overall mean rating of 5.80.
- ~ Boise residents who live in North / Northeast Boise, Northwest / West Boise, and Southeast Boise are more likely to say they are only “willing to pay an additional fee” compared to those residing on the Bench – average of 27 percent versus 10 percent on the Bench.

Table 95: Support for Branch Libraries by Region

	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Overall, residents in Southeast Boise are more likely to say that they are “willing to pay” additional taxes to support branch libraries within the City of Boise compared to the other regions – overall mean rating of 5.80.					
% Extremely willing to pay (10)	20%	15%	21%	14%	15%
% Willing to pay (7-9)	24	23	33	10	19
% Willing to pay (Net)	44	38	54	24	34
% In the middle (4-6)	21	23	16	30	23
% Not willing to pay (1-3)	15	17	15	26	16
% Not at all willing to pay (0)	19	22	15	19	28
Mean*	5.25	4.78	5.80	4.35	4.42
*Mean based on an 11-point scale where “0” means “not at all willing to pay additional fee” and “10” means “extremely willing to pay additional fee.”					

Support for Branch Libraries by Age Segments

- ~ Younger residents (those 18 to 29 years of age) are most willing to pay to support branch libraries – overall 56 percent of younger residents are willing to pay an additional fee.
- ~ Older residents (those 65 years of age or older) are not as willing to pay to support branch libraries compared to other age segments – 41 percent say they are “not at all willing to pay an additional fee.”

Table 96: Support for Branch Libraries by Age Segments

Older residents (those 65 years of age or older) are not as willing to pay to support branch libraries compared to other age segments.	18 to 29 years	30 to 44 years	45 to 64 years	65 years plus
% Extremely willing to pay (10)	27%	20%	12%	11%
% Willing to pay (7-9)	29	22	26	7
% Willing to pay (Net)	56	42	38	18
% In the middle (4-6)	15	20	25	25
% Not willing to pay (1-3)	20	20	14	16
% Not at all willing to pay (0)	9	18	21	41
Mean*	6.08	5.24	4.85	3.20
*Mean based on an 11-point scale where “0” means “not at all willing to pay additional fee” and “10” means “extremely willing to pay additional fee.”				

Support for Branch Libraries by Length of Residency

- ~ Residents who have lived in the Boise area for more than 15 years are more likely to say they are “willing to pay for an additional fee” compared to other residents – 31 percent versus 21 percent for new residents and 20 percent for newest residents, respectively. Overall; however, there is still not a strong support for branch libraries from any of these groups.

Table 97: Support for Branch Libraries by Length of Residency

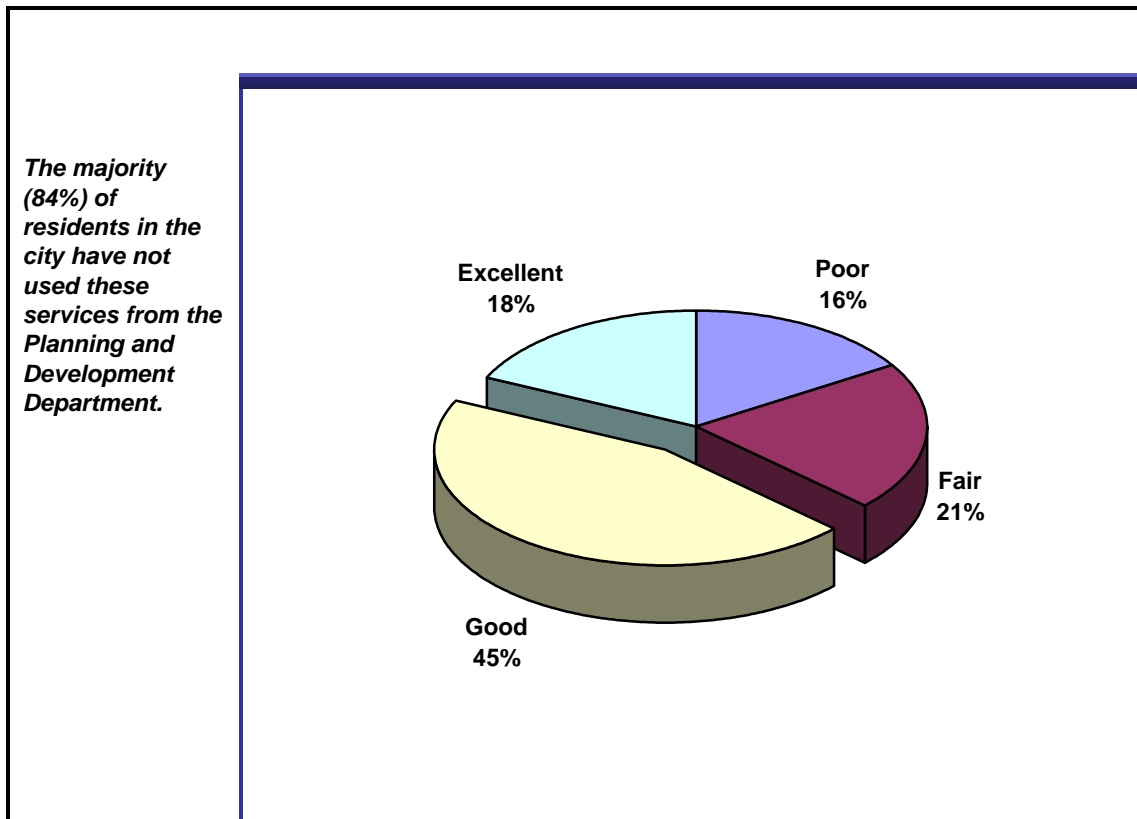
Residents who have lived in the Boise area for more than 15 years are more likely to say they are “willing to pay for an additional fee” compared to other residents.	Newest Residents (since 1999)	New Residents (1990 – 1998)	Long-Time Residents (pre-1990)
% Extremely willing to pay (10)	16%	20%	14%
% Willing to pay (7-9)	20	21	31
% Willing to pay (Net)	36	41	45
% In the middle (4-6)	25	22	15
% Not willing to pay (1-3)	16	18	19
% Not at all willing to pay (0)	23	18	20
Mean*	4.76	5.19	5.09
<i>*Mean based on an 11-point scale where “0” means “not at all willing to pay additional fee” and “10” means “extremely willing to pay additional fee.”</i>			

Planning and Building Services

Respondents were asked if they used the City of Boise’s Planning and Development Department in the last two years for services (e.g., securing a building permit, having an inspection performed, or a design plan reviewed).

- ~ The majority (84%) of residents in the city have not used these services from the Planning and Development Department.
- ~ Residents who have used these services (n=86), rated the department as doing a “good” job with customer service – overall mean rating of 2.64.

Figure 20: Overall Rating of Planning and Development Department’s Customer Service



Growth and Development

Respondents were asked to indicate whether they prefer new residential development on large scale lots outside the city limits or if they prefer more compact development within existing neighborhoods. Respondents were asked if they “strongly” or “somewhat prefer” these two options.

Overall Preference for Growth and Development

- ~ Overall, Boise residents prefer compact development within existing neighborhoods (76%) over new residential development on large scale lots outside city limits (22%).
- ~ Over two out of five (44%) residents in Boise “strongly prefer” compact development within existing neighborhoods. An additional 32 percent of residents “somewhat prefer” compact development.
- ~ Residents who live in Southeast Boise are significantly more likely to “strongly prefer” compact development compared to both Northwest / West Boise and Southwest Boise – 55 percent “strongly prefer” in Southeast Boise while only an average of 38 percent say they “strongly prefer” compact development in Northwest / West Boise and Southwest Boise.

Table 98: Overall Preference for Growth and Development

<p>Over two out of five (44%) residents in Boise “strongly prefer” compact development within existing neighborhoods. An additional 32 percent of residents “somewhat prefer” compact development.</p>		Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southeast Boise
	Strongly prefer compact development	44%	48%	39%	55%	41%	37%
Somewhat prefer compact development	32	30	34	27	29	39	
Compact development (Total)	76	78	73	82	70	76	
Strongly prefer large lots outside the city limits	12	12	12	9	10	13	
Somewhat prefer large lots outside of the city limits	10	9	10	6	19	9	
Large lots outside of the city limits (Total)	22	21	22	15	29	22	

Preference of Growth and Development by Income

- ~ Overall, residents in each income segment prefer to have more compact development within existing neighborhoods versus large lots outside the city limits. However, those whose annual income of more than \$55,000 are significantly more likely to “strongly prefer” compact development than those who make less than \$55,000 per year.

Table 99: Preference of Growth and Development by Income

Overall, most residents in each income segment would prefer to have more compact development within existing neighborhoods versus large lots outside of the city limits.				
	<\$35K	\$35K to \$55K	\$55K to \$75K	\$75K plus
Strongly prefer compact development	32%	39%	47%	53%
Somewhat prefer compact development	46	31	32	25
Compact development (Total)	78	70	79	78
Strongly prefer large lots outside the city limits	11	12	10	14
Somewhat prefer large lots outside of the city limits	8	17	12	4
Large lots outside of the city limits (Total)	19	29	22	18

Preference of Growth and Development by Length of Residency

- ~ Residents who have lived in Boise for more than 15 years are significantly more likely to say that they “strongly prefer” large lots outside the city limits compared to other residents, especially those who are new residents (moved here between 1990-1998) – 6 percent for long-time residents versus 5 percent for new residents.

Table 100: Preference of Growth and Development by Length of Residency

<i>Residents who have lived in Boise for more than 15 years are significantly more likely to say that they “strongly prefer” large lots outside the city limits compared to other residents.</i>	Newest Residents (since 1999)	New Residents (1990 – 1998)	Long-Time Residents (pre-1990)
Strongly prefer compact development	42%	54%	39%
Somewhat prefer compact development	33	28	34
Compact development (Total)	75	82	73
Strongly prefer large lots outside the city limits	12	5	16
Somewhat prefer large lots outside of the city limits	9	13	10
Large lots outside of the city limits (Total)	21	18	26

Taxes

Services and Taxes

Respondents were asked to choose which statement best describes their point of view regarding services and taxes from the city. The statements including the following: decrease services and taxes, keep taxes and services about where they are, or increase services and raise taxes.

- ~ Overall, 45 percent of residents in Boise “strongly prefer” to keep taxes and services in Boise where they are rather than increasing or decreasing services and taxes.

- ~ Residents who live on the Bench are significantly more likely to agree with keeping taxes and services where they are compared to the other regions – 60 percent say “strongly keep taxes and services where they are.”

- ~ There are a very low percentage of residents who want to decrease services and taxes in the City of Boise – only 8 percent.

Table 101: Services and Taxes

<p>Overall, 45 percent of residents in Boise “strongly prefer” to keep taxes and services in Boise where they are rather than increasing or decreasing services and taxes.</p>	Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise	
	Strongly keep taxes and services where they are	45%	44%	41%	42%	60%	47%
	Somewhat keep taxes and services where they are	27	28	27	27	23	30
	Keep taxes and services where they are (Total)	72	72	68	69	83	77
	Somewhat increase services and raise taxes	13	12	16	14	10	9
	Strongly increase services and raise taxes	7	11	6	10	4	4
	Increase services and raise taxes (Total)	20	23	22	24	14	13
	Strongly decrease services and taxes	6	4	6	6	2	8
	Somewhat decrease services and taxes	2	2	3	1	2	1
Decrease services and taxes (Total)	8	6	9	7	4	9	

Services and Taxes by Age Segments

- ~ Overall, all age groups prefer keeping taxes and services where they are over increasing or decreasing services and taxes.
- ~ Older residents (those 65 years or older) are most likely to “strongly prefer” keeping taxes and services where they are compared to the other age segments.
- ~ Residents who are 30 to 64 years of age are likely to agree with somewhat increasing taxes and services in the City of Boise compared to the other age segments.

Table 102: Services and Taxes by Age Segments

Older residents (those 65 years or older) are most likely to agree to keep taxes and services where they are compared to the other age segments – 60 percent.	18 to 29 years	30 to 44 years	45 to 64 years	65 years plus
Strongly keep taxes and services where they are	37%	38%	49%	60%
Somewhat keep taxes and services where they are	37	27	25	23
Keep taxes and services where they are (Total)	74	65	74	83
Somewhat increase services and raise taxes	7	21	11	4
Strongly increase services and raise taxes	14	6	6	3
Increase services and raise taxes (Total)	21	27	17	7
Strongly decrease services and taxes	2	7	5	8
Somewhat decrease services and taxes	2	2	3	--
Decrease services and taxes (Total)	4	9	8	8

Support to Increase Property Taxes

Respondents were asked to indicate to what extent they would support an initiative to limit annual increases in property taxes even if it could potentially result in a decrease in government services. Responses were recorded on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”

- ~ Boise residents are “in the middle” when it comes to supporting an initiative to limit annual increases in property taxes in Boise. Potentially, this means residents realize there could be repercussions if services or taxes were limited (e.g., decrease in government services).
- ~ There are no key significant differences between the regions. Generally, they are all very much “in the middle” with this issue.

Table 103: Support to Increase Property Taxes

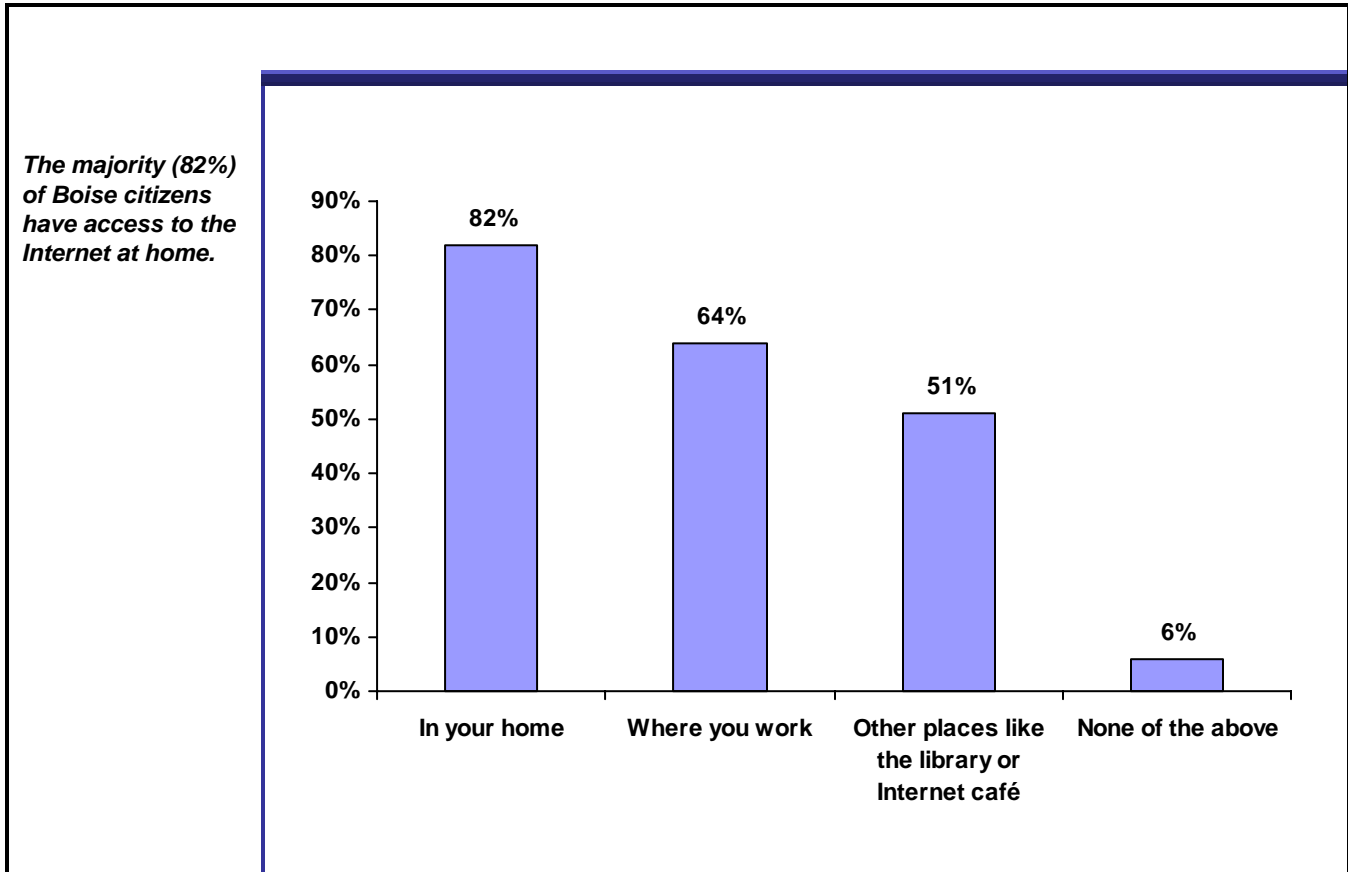
Boise residents are “in the middle” when it comes to supporting an initiative to limit annual increases in property taxes in Boise.	Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
% Extremely likely (10)	13%	9%	14%	15%	12%	10%
% Likely (7-9)	20	20	20	18	17	25
% Likely (Net)	33	29	34	33	29	35
% In the middle (4-6)	40	29	42	40	46	43
% Not likely (1-3)	10	20	10	6	6	11
% Not at all likely (0)	17	21	14	20	19	12
Mean*	5.09	4.39	5.37	5.04	4.95	5.24
<i>*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”</i>						

Information Technology

Access to the Internet

- ~ The majority (82%) of Boise citizens have access to the Internet at home.
- ~ Boise citizens also have access to the Internet at work (64%) and other places such as the library or an Internet café (51%).

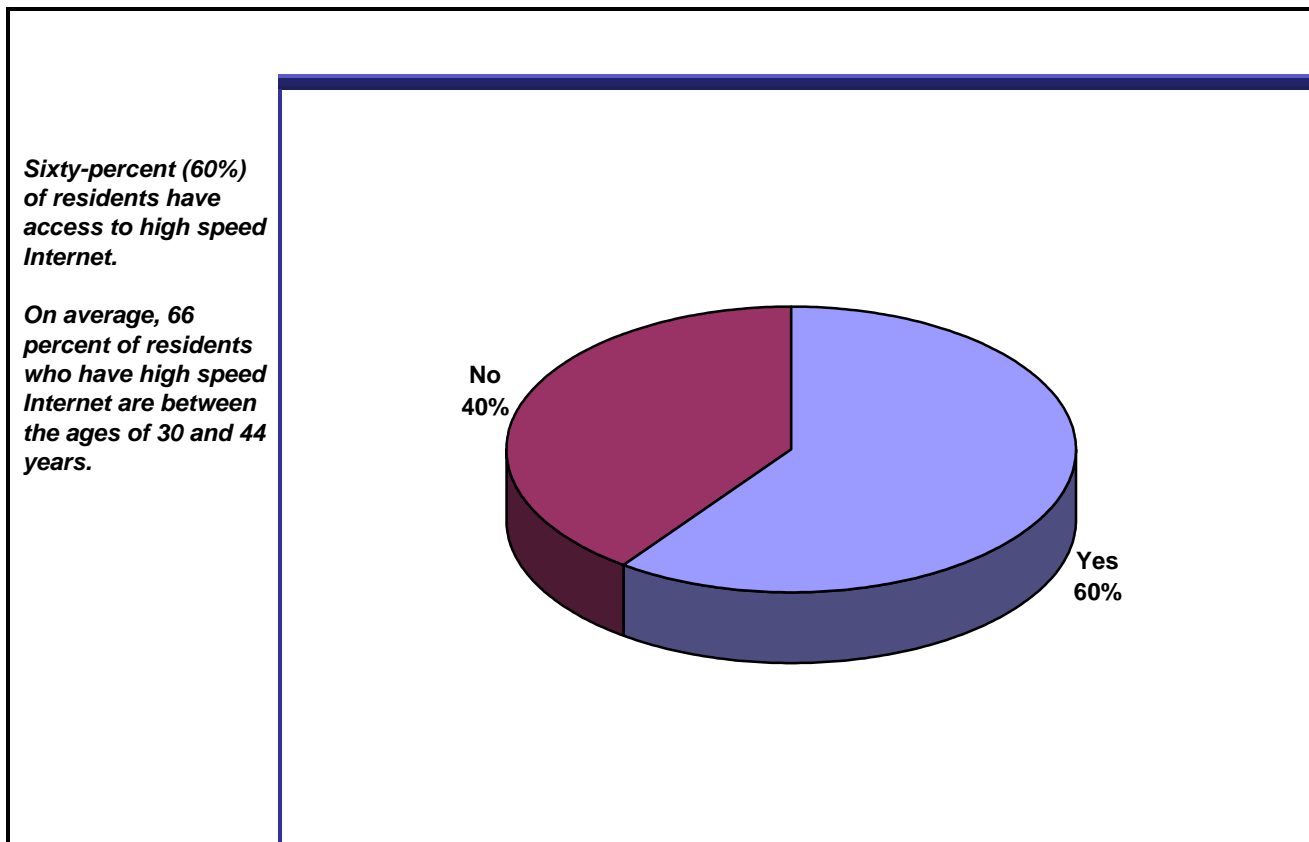
Figure 21: Access to the Internet



Access to High Speed Internet at Home

- ~ Of those respondents who have access to the Internet at home (n=398), 60 percent of them have access to high speed Internet.
- ~ On average, 66 percent of residents who have high speed Internet are between the ages of 30 and 44 years.
- ~ The majority (80%) of those who have high speed Internet are those who make \$75,000 per year or more.

Figure 22: Access to High Speed Internet at Home



Support for Online Payment for City Services

Respondents were asked to indicate how likely they would be to use the Internet to pay for city services (e.g., utility / sewer bills, parking tickets, etc.). Responses were recorded on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”

- ~ Overall, the majority of residents in Boise are likely to pay for city services via the Internet – 34 percent “extremely likely” and 19 percent “likely” (those who gave a 7 to 9 on an 11-point scale).
- ~ Boise residents who live in North / Northeast and Southwest Boise are most likely to support online payments for city services – 56 percent of residents in North /Northeast region say they would likely support and 58 percent in Southwest Boise.

Table 104: Support for Online Payment for City Services

Overall, the majority of residents in Boise are likely to pay for city services via the Internet – 34 percent “extremely likely” and 19 percent “likely.”		Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
	% Extremely likely (10)	34%	40%	30%	38%	31%	32%
	% Likely (7-9)	19	16	19	17	17	26
	% Likely (Net)	53	56	49	55	48	58
	% In the middle (4-6)	11	11	13	7	14	10
	% Not likely (1-3)	11	11	13	7	14	10
	% Not at all likely (0)	28	25	31	32	24	21
	Mean*	5.61	5.98	5.31	5.71	5.44	5.93
	<i>*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”</i>						

Support for Online Payment for City Services by Age Segment

- ~ Older residents (those 65 years of age) are the least likely to use the Internet to pay for city services (68% say they are “not at all likely”). Note this group has the lowest incidence of Internet in their home.
- ~ Boise residents 30 to 44 years of age are most likely to pay city services online (49% say “extremely likely”), and to a lesser extent, 36 percent of those 18 to 29 years of age say are “extremely likely” to support paying city services online.

Table 105: Support for Online Payment for City Services by Age Segment

	18 to 29 years	30 to 44 years	45 to 64 years	65 years plus
Sixty-eight percent (68%) of Boise citizens who are 65 years of age or older are more likely to say they are “not at all likely” to use the Internet to pay for city services compared to the other age segments.				
% Extremely likely (10)	36%	49%	28%	5%
% Likely (7-9)	29	19	19	7
% Likely (Net)	65	68	47	12
% In the middle (4-6)	6	11	13	8
% Not likely (1-3)	10	3	11	13
% Not at all likely (0)	18	17	29	68
Mean*	6.54	7.05	5.26	1.71
*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”				

Support for Online Payment for City Services by Income

- ~ Economics is clearly a factor for those who are likely to support online payment for city services. Those who make \$75,000 or more a year are significantly more likely to support such efforts versus the other income segments – overall mean rating of 7.01.

Table 106: Support for Online Payment for City Services by Income

<i>Economics is clearly a factor for those who are likely to support online payment for city services.</i>				
	<\$35K	\$35K to \$55K	\$55K to \$75K	\$75K plus
% Extremely likely (10)	22%	39%	31%	48%
% Likely (7-9)	20	15	20	22
% Likely (Net)	42	54	51	70
% In the middle (4-6)	12	13	16	7
% Not likely (1-3)	10	2	10	7
% Not at all likely (0)	37	31	23	17
Mean*	4.62	5.73	5.71	7.01
<i>*Mean based on an 11-point scale where "0" means "not at all likely" and "10" means "extremely likely."</i>				

Public Access Channel

- ~ Residents in Boise were asked if they have watched the Public Access Channel in the past month. Only 19 percent of residents have watched the Public Access Channel in the past month.
- ~ In addition to watching the Public Access Channel, residents were asked how important it is to have Public Access Television Service.
- ~ Only 10 percent of Boise residents feel that it is “extremely important” to have Public Access Television Service.

Table 107: Importance the Public Access Channel

	Overall	North / Northeast Boise	Northwest / West Boise	Southeast Boise	The Bench	Southwest Boise
Only 19 percent of residents have watched the Public Access Channel in the past month.						
% Extremely important (10)	10%	11%	7%	7%	6%	8%
Only 10 percent of Boise residents feel that it is “extremely important” to have Public Access Television Service.						
% Important (7-9)	16	21	13	17	20	11
% Important (Net)*	26	43	20	24	26	19
% In the middle (4-6)	21	15	22	17	20	31
% Not important (1-3)	18	27	17	12	18	18
% Not at all important (0)	36	26	41	36	36	32
Mean*	3.59	4.04	3.19	4.08	3.63	3.47
<i>*Mean based on an 11-point scale where “0” means “not at all likely” and “10” means “extremely likely.”</i>						

City Council Meetings on the Public Access Channel

- ~ Respondents were asked if they have watched the City Council Meetings on the Public Access Channel in the past month. Only 38 percent have watched the City Council Meetings in the past month.
- ~ More residents who live in Northwest / West Boise and Southeast Boise have watched the City Council meetings in the past month than residents of the other regions in the city – 58 percent in Northwest / West Boise and 44 percent in Southeast Boise.

Table 108: City Council Meetings on the Public Access Channel

Only 38 percent have watched the City Council Meetings in the past month.	Overall	North / Northeast Boise	North / Northwest Boise	Southeast Boise	The Bench	Southwest Boise
	Yes	38%	20%	58%	44%	39%
No	62	80	42	56	61	88

III. Appendix

Questionnaire

INTRODUCTION

INTRO Hello. This is _____ with Northwest Research Group. We are conducting a survey for the City of Boise about citizen satisfaction with local services. [READ IF NECESSARY: The results of this survey may help guide policy decisions that affect residents in your area and could be used to improve services and facilities.] This study is being conducted for research purposes only and may be monitored and/or recorded for quality purposes.

[PROGRAMMING NOTE: RANDOMLY ASK FOR MALES 2 TIMES OUT OF 3 IN INTRO]

[MALE] To ensure that this survey is representative of the City of Boise's population, I need to speak with the male head of the household who is 18 years of age or older. Would that be you?

[FOR ADULT] For this survey, I need to speak to the person who is the head of the household and is 18 years of age or older. Would that be you?

[IF YOU ASK FOR MALE AND HH IS FEMALE ONLY, THEN ASK FOR FEMALE HEAD OF THE HOUSEHOLD. IF MORE THAN ONE MALE, THEN ASK FOR MALE HEAD OF THE HOUSEHOLD]

- 1 RESPONDENT AVAILABLE2 RESPONDENT NOT AVAILABLE [CTRL-END, SCHEDULE CALLBACK]
- 3 NO ONE IN HOUSEHOLD IS 18 OR OLDER [SKIP TO THANK2, DISPOS=22]
- 7 LANGUAGE BARRIER [SKIP TO LANG2]
- 9 DON'T KNOW/REFUSED [SKIPTO THANK8; DISPOS=8]

LANG2 May I speak to another adult household member who would be most comfortable speaking English?

- 1 YES [SKIP TO INTRO]
- 2 NO / NO ONE AVAILABLE [THANKLB; DISPOS=10 OR 14]

SCREENING

SCR1 What is your home zip code?

- 1 87301
- 2 83702
- 3 83703
- 4 83704 [SKIPTO SCR4]
- 5 83705
- 6 83706 [SKIPTO SCR4]
- 7 83707
- 8 83709
- 9 83711
- 10 83712
- 11 83713
- 12 83716
- 13 83719
- 14 OTHER [SPECIFY]
- 99999 DON'T KNOW / REFUSED [THANK4; DIPOS=23]

SCR2A Some parts of your zip code are not within the Boise city limits. For this survey it is important that we only interview residents of the city of Boise. To the best of your knowledge, do you live within the city limits of Boise?

- 1 YES
- 2 NO [THANK4; DIPOS=23]
- 9 DON'T KNOW / REFUSE [THANK4; DIPOS=23]

SCR2B [IF SCR1 = 14] Thinking about where you live, what are the nearest major cross streets?

[LIST MAJOR CROSS STREETS][PROBE FOR CORRECT SPELLING]

[AS NEEDED: FOR EXAMPLE, I LIVE CLOSE TO FIVE MILE AND OVERLAND]

[NOTE TO PROGRAMMER: SCHEDULE A CALLBACK SO THAT WE CAN FIGURE OUT IF THEY LIVE WITHIN THE CITY LIMITS] [SKIP TO THANK9]

SCR3 [ALL] What area of town do you live in?

READ LIST

- 1 North / Northeast Boise,
- 2 Northwest / West Boise,
- 3 Southeast Boise,
- 4 The Bench, or
- 5 Southwest Boise
- 9 DON'T KNOW [READ THE DEFINITIONS OF THE REGIONS] [IF STILL DON'T KNOW THEN INPUT SAMPLE]

[NOTE TO PROGRAMMER: THERE ARE A TOTAL OF FIVE QUOTA REGIONS (100 completes in each region) – North / Northeast Boise, Northwest Boise, Southeast Boise, the Bench, and Southwest Boise].

SCR4 [ENTER RESPONDENT'S GENDER]

- 1 MALE
- 2 FEMALE

[QAL STATEMENT HERE]

QUALITY OF LIFE IN BOISE

A1A What is the best thing about living in Boise?

[DO NOT READ LIST - SELECT ALL THAT APPLY]

- 1 SAFE TO RAISE CHILDREN
- 2 SMALL TOWN ATMOSPHERE
- 3 GOOD QUALITY OF LIFE
- 4 GOOD WEATHER
- 5 AVAILABILITY OF JOBS
- 6 QUALITY OF JOBS
- 7 FAMILY-ORIENTED COMMUNITY
- 8 OTHER [SPECIFY]
- 9 OTHER [SPECIFY]
- 10 OTHER [SPECIFY]
- 88 DON'T KNOW
- 99 REFUSED
- 13 *Low crime*
- 14 *Availability of activities / recreation (i.e., sports, water sports, etc.)*
- 15 *Availability of outdoor activities (i.e., hiking, camping, fishing, etc.)*
- 17 *Climate (all four seasons, etc.)*
- 18 *I like everything*
- 19 *Convenience / ability to get to where you need to go (i.e. work, school, etc.)*
- 20 *The people*
- 21 *The river*

A1B What is the worst thing about living in Boise?

[DO NOT READ LIST - SELECT ALL THAT APPLY]

- 1 TOO MUCH TRAFFIC AND CONGESTION
- 2 TOO MUCH CRIME (I.E. MURDERS, RAPE, THEFT, ETC.)
- 3 NOT ENOUGH PLANNING AND DEVELOPMENT
- 4 NOT ENOUGH PUBLIC TRANSPORTATION
- 5 POOR QUALITY OF LIFE
- 6 NOT ENOUGH JOBS
- 7 OTHER [SPECIFY]
- 8 OTHER [SPECIFY]
- 9 OTHER [SPECIFY]
- 88 DON'T KNOW
- 99 REFUSED
- 12 *The quality of air (i.e. air pollution, inversion, etc.)***
- 13 *The amount of growth***
- 14 *The climate / weather***
- 15 *The lack of diversity***
- 17 *Taxes***
- 18 *Nothing***
- 19 *The road conditions***

A1C Overall, how do you rate the quality of life in Boise? Would you say...?

- 1 (Poor)
- 2 (Fair)
- 3 (Good)
- 4 (Excellent)
- 8 DON'T KNOW
- 9 REFUSED

A1D Overall, would you say that the City of Boise is headed in the right direction? Would that be strongly or somewhat [headed in the right direction / not headed in the right direction]?

- 1 STRONGLY HEADED IN THE RIGHT DIRECTION
- 2 SOMEWHAT HEADED IN THE RIGHT DIRECTION
- 3 NEUTRAL
- 4 SOMEHWAT NOT HEADED IN THE RIGHT DIRECTION
- 5 STRONGLY NOT HEADED IN THE RIGHT DIRECTION
- 8 DON'T KNOW
- 9 REFUSED

A1E What made you choose to live in the neighborhood where you currently live?

[SELECT ALL THAT APPLY—DO NOT READ]

- 1 GENERAL QUALITY OF THE NEIGHBORHOOD
- 2 PROXIMITY TO SCHOOLS
- 3 QUALITY OF THE NEIGHBORHOOD SCHOOLS
- 4 COST OF HOUSING
- 5 SIZE OF LOTS
- 6 QUALITY OF HOUSING STOCK
- 7 VIEWS
- 8 COST OF PROPERTY TAX
- 9 SAFETY / LOW CRIME RATES
- 10 CLOSE TO WORK
- 11 CLOSE TO PARKS
- 12 CLOSE TO SERVICES (I.E. SHOPPING, ENTERTAINMENT, FOOD, ETC.)
- 13 CLOSE TO PUBLIC TRANSPORTATION
- 14 OTHER [SPECIFY]
- 15 OTHER [SPECIFY]

- 16 OTHER [SPECIFY]
- 98 DON'T KNOW
- 99 REFUSED
- 19 Availability of housing**
- 21 Close to friends / family**
- 22 Close to the Greenbelt and the river**
- 24 Not a lot of traffic problems (i.e. congestion)**

QUALITY OF CITY SERVICES

A2INT Next I am going to read you a list of general statements about the City of Boise. As I read each one, please rate the city of Boise as poor, fair, good, or excellent. (Your opinion does not need to be based on personal experience, you may use anything you have seen, read, or heard.)

[RANDOMIZE]

A2 (How would you rate the City of Boise in terms of (the)...?)

(Would you say it is...?)

- 1 (Poor)
- 2 (Fair)
- 3 (Good)
- 4 (Excellent)
- 7 DON'T HAVE/NOT APPLICABLE
- 8 DON'T KNOW
- 9 REFUSED

- A2A A good place to raise children
- A2B Having an adequate number of jobs and economic opportunities
- A2C Availability of city recreational programs [IF NECESSARY: such as sports, art programs, and after school programs].
- A2D Availability of art and cultural opportunities [IF NECESSARY: such as festivals, concerts, museums, etc.]
- A2E Availability of city parks within walking distance from your home
- A2F Having a reasonable cost of living
- A2G Affordability of housing
- A2H Ability to find housing close to where you work
- A2I Ability to get around by car
- A2J Ability to get around by public transportation
- A2K Ability to get around by bicycle
- A2L Ability to get around by foot
- A2M Quality of public schools (in general)
- A2N Amount / extent of traffic congestion
- A2O Adequacy of support services for senior citizens [IF NECESSARY: such as senior centers, transportation services, etc.]
- A2P Amount of crime
- A2Q Planning for future growth
- A2R Economic development activity
- A2S Quality of air
- A2T Quality of water
- A2U Availability and preservation of open space such as the foothills
- A2V Effectiveness of city communications with the public
- A2W Level of public involvement in local decision-making
- A2X Quality of service provided by city employees

- A2Y Quality of existing neighborhoods
- A2Z Low number of homeless people
- A2BA Availability of alcohol and drug treatment centers

A3 Next I am going to read you a list of items that are part of the broad range of services offered by cities such as yours. As I read each one, please tell me how you would rate the city of Boise. Would you say the city of Boise is poor, fair, good, or excellent?

[RANDOMIZE]

A3A (How well does the city of Boise provide...?)

[RANDOMIZE]

A3A Police department services

(Would you say it is...?)

- 1 Poor
- 2 Fair
- 3 Good
- 4 Excellent
- 8 CITY OR TOWN DOES NOT PROVIDE
- 9 DON'T KNOW / REFUSED

- A3B Fire department services
- A3C Parks and recreation services
- A3D Garbage services
- A3E Recycling services
- A3F Sewer services
- A3G Airport services
- A3H Animal control
- A3I Library services
- A3J Planning and building services

CITY ISSUES

B1 Cities and towns today face many different issues. I am going to read a list of common issues cities and towns face today. As I read each one, please tell me whether you feel it is a major issue, a moderate issue, a minor issue, or not an issue at all—meaning facing / affecting the quality of life the City of Boise. [AS NEEDED: This is a similar list to the one I read you in which you rated the quality of the city.]

[ON-SCREEN PROMPT] Is _____ a major issue, a moderate issue, a minor issue, or not an issue at all for the city of Boise?

- 1 (Major Issue)
- 2 (Moderate Issue)
- 3 (Minor Issue)
- 4 (Not an Issue)
- 8 DON'T KNOW
- 9 REFUSED

[RANDOMIZE]

- B1A Availability of programs and services for children and young people
- B1B Adequate number of jobs and economic opportunities

- B1C Availability of city recreational programs [IF NECESSARY: such as sports, art programs, and after school programs].
- B1D Availability of art and cultural activities [IF NECESSARY: such as festivals, concerts, museums, etc.]
- B1E Availability of city parks within walking distance from your home
- B1F Cost of living
- B1G Availability of affordable housing
- B1H Ability to get around by car
- B1I Adequacy of public transportation
- B1J Ability to get around by bicycle
- B1K Ability to get around by foot
- B1L Quality of public schools
- B1M Availability of branch libraries
- B1N Problems with traffic congestion
- B1O Availability of support services for senior citizens [IF NECESSARY: such as senior centers, transportation services, etc.]
- B1P Air pollution
- B1Q Water pollution
- B1R Amount of crime
- B1S Alcohol and/or drug abuse
- B1T Gangs
- B1U Extent to which the community is planning for growth
- B1V Extent to which the community promotes economic development
- B1W Availability of jobs that pay reasonable wages
- B1X Availability and preservation of open space such as the foothills
- B1Y Quality of service provided by city employees
- B1Z Quality of existing neighborhoods

CODE ENFORCEMENT

CODE2 How would you rate the job the City of Boise is doing in enforcing the city codes for each of the following? **[ON-SCREEN PROMPT]** Would you say they do an excellent, good, fair, or poor job of enforcing city codes for _____?

- 1 (Poor)
- 2 (Fair)
- 3 (Good)
- 4 (Excellent)
- 8 Don't know
- 9 REFUSED

[RANDOMIZE]

- CODE1A Illegal housing additions
- CODE1B Junk vehicles
- CODE1C Litter or trash
- CODE1D Noise complaints
- CODE1E Vandalism such as graffiti on public property
- CODE1F Vandalism such as graffiti on private property
- CODE1G Overgrown weeds in yards
- CODE1H Animal control

PERSONAL SAFETY

INT4 The next series of questions relate to personal safety.

[DO NOT RANDOMIZE]

D5 How safe do you feel walking **alone** in your **neighborhood** during the day? (Would you say...)

- 1 (Very safe,)
- 2 (Reasonably safe,)
- 3 (Somewhat unsafe, or)
- 4 (Very unsafe)
- 5 NOT APPLICABLE/DON'T WALK IN THESE AREAS
- 8 DON'T KNOW
- 9 REFUSED

D6 How safe do you feel walking **alone** in your **neighborhood** after dark? (Would you say...)

- 1 (Very safe,)
- 2 (Reasonably safe,)
- 3 (Somewhat unsafe, or)
- 4 (Very unsafe?)
- 5 NOT APPLICABLE/DON'T WALK IN THESE AREAS
- 8 DON'T KNOW
- 9 REFUSED

DOWNTOWN BOISE

DOWN2 How often do you visit downtown Boise outside of work?

- 1 NEVER
- 2 LESS THAN ONCE A MONTH
- 3 ONCE A MONTH
- 4 TWO TO THREE TIMES A MONTH
- 5 ONCE A WEEK OR MORE OFTEN
- 6 OTHER [SPECIFY]
- 9 DON'T KNOW / REFUSED

DOWN3 **[IF DOWN2 >2]** What do you come downtown for . . . ?

[DO NOT READ LIST AND ENTER ALL THAT APPLY]

- 1 WORK
- 2 SHOPPING
- 3 DINING
- 4 EVENTS [SUCH AS THE SATURDAY MARKET, ALIVE AFTER FIVE, AND FIRST THURSDAYS]
- 6 SPORTS EVENTS
- 7 OTHER [SPECIFY]
- 8 OTHER [SPECIFY]
- 9 OTHER [SPECIFY]
- 99 DON'T KNOW / REFUSED
- 12 Banking / services**
- 16 Library**
- 17 Medical reasons (visit the hospital, doctors, etc.)**
- 19 Entertainment (i.e. movies, concerts)**
- 20 Parks / Greenbelt**

DOWN4 How safe do you feel walking **alone** in **the City of Boise's downtown area** after dark?
(Would you say...)

- 1 (Very safe,)
- 2 (Reasonably safe,)
- 3 (Somewhat unsafe, or)
- 4 (Very unsafe)
- 5 NOT APPLICABLE/DON'T WALK IN THESE AREAS
- 8 DON'T KNOW
- 9 REFUSED

DOWN5 How important do you feel it is for Boise to have a vital and vibrant downtown? Use a scale from "0" to "10" where "0" means "not at all important" and "10" means "extremely important."

Not at All Important									Extremely Important	Don't Know	Refused	
0	1	2	3	4	5	6	7	8	9	10	98	99

BUDGET PRIORITIES

BUD1 The City of Boise is developing its budget for the next two years. What would you like the city to make its highest budget priority when allocating funding to programs and services?

[OPEN-END]

1. *Cut down on pollution (air, water, etc.)*
2. *Cut down on traffic congestions*
3. *Improvement of roads and highways*
4. *Improvement of education (schools, school programs, more teachers etc.)*
5. *Convention Center*
6. *Drug treatment and/or centers*
7. *Foster care*
8. *Reducing the amount of homelessness*
9. *Increase the amount of public safety*
10. *Growth and planning*
11. *Amount of kids / youth programs*
12. *The number of quality jobs available*
13. *The price of gasoline*
14. *Availability of bike lanes and sidewalks*
15. *Availability of parking*
16. *Availability of parks and recreation*
17. *Keeping the city clean*
18. *Availability of medical services*
19. *Improvement of police services*
20. *Improvement of fire services*
21. *Availability of public transportation*
22. *Improving Downtown Boise*
23. *Preservation of open space (foothills, mountains, etc.)*
24. *Availability of recycling services*
25. *Other*
26. *Rural / less population / open spaces*
- 98 *Don't know*
- 99 *Refused*

BUD2 Next is a question to get at budget priorities in a slightly different way. I'm going to read you a list of 7 budget priorities. After I read through the list, please tell me which is the most important for the City to give priority to over the next two years. Which is the second most important? Which is the third most important?

[RANDOMIZE THE LIST]

[READ ALL CHOICES BEFORE ALLOWING RESPONDENT TO ANSWER]

- 1 Parks and recreation
- 2 Economic development
- 3 Public transportation
- 4 Public safety such as fire, police, and prosecution
- 5 Environmental protection such as air and water quality
- 6 Libraries
- 7 Visual and performing arts programs

PUBLIC WORKS

LIGHT1 Thinking about street lighting in residential neighborhoods, do you feel that the level or amount of lighting is too much, about right or too little?

- 1 Too little
- 2 About right
- 3 Too much
- 9 DON'T KNOW / REFUSED

LIGHT2 Thinking about street lighting on major city streets, do you feel that the level or amount of lighting is too much, about right, or too little?

- 1 Too little
- 2 About right
- 3 Too much
- 9 DON'T KNOW / REFUSED

LIGHT3A Rather than turning out some of the City's street lights, how willing would you be to pay an additional \$5 to \$10 on your monthly utility bill to fund street lighting?

Use a scale from "0" to "10" where "0" means "not at all willing to pay an additional fee" and "10" means "extremely likely to pay an additional fee."

Not at All Willing to Pay An Additional Fee										Extremely Willing to Pay an Additional Fee		Don't Know	Refused
0	1	2	3	4	5	6	7	8	9	10	98	99	

LIGHT3A2 How willing would you be to pay an additional \$5 to \$10 on your monthly utility bill to fund additional neighborhood improvements such as sidewalks? Use a scale from 0 to 10 where "0" means "not willing at all" and "10" means "extremely willing."

Use a scale from "0" to "10" where "0" means "not at all willing to pay an additional fee" and "10" means "extremely likely to pay an additional fee."

Not at All Willing to Pay An Additional Fee										Extremely Willing to Pay an Additional Fee		Don't Know	Refused
0	1	2	3	4	5	6	7	8	9	10	98	99	

B2 To what extent do you support water conservation efforts such as limiting the number of days you can water your lawn? Use a scale from 0 to 10 where “0” means “do not support at all” and “10” means “extremely support.”

Do not support at all										Extremely support	Don't Know	Refused
0	1	2	3	4	5	6	7	8	9	10	98	99

POLICE

POL1 How important is it for the City of Boise police department to do the following? Use a scale from 0 to 10 where “0” means “not at all important” and “10” means “extremely important.”

[RANDOMIZE]

- POL1A Have police officers assigned to patrol in your neighborhood
- POL1B Enforce traffic laws / accidents such as drunk driving, speeding
- POL1C Investigate and solve major crimes such as murder and rape
- POL1D Investigate and solve crimes, such as thefts, vandalism
- POL1E Investigate and solve crimes such as assaults and domestic violence
- POL1F Have dedicated horse and bike patrol officers patrolling the Greenbelt and downtown
- POL1G Have school resource officers (AS NEEDED: police officers who are assigned to particular schools, where they provide law enforcement and safety services)

POL2 How willing are you to pay to maintain or increase each of the following police services? Use a scale from 0 to 10 where “0” means “not at all willing” and “10” means “extremely willing.”

[RANDOMIZE]

- POL2A Police officers assigned to patrol in your neighborhood
- POL2B Enforcing traffic laws / accidents such as drunk driving, speeding
- POL2C Investigating and solving major crimes such as murder and rape
- POL2D Investigating and solving crimes, such as thefts, vandalism
- POL2E Investigating and solving crimes such as assault and domestic violence
- POL2F Have dedicated horse and bike patrol officers patrolling the Greenbelt and downtown
- POL2G Having school resource officers (AS NEEDED: police officers who are assigned to particular schools, where they provide law enforcement and safety services)

POL3A How likely would you be to use alternative reporting methods such as telephone or internet based reporting for minor crimes, such as petty theft and vandalism-rather than having a police officer personally respond as a means to save money? Use a scale from “0” to “10” where “0” means “not at all likely to use” and “10” means “extremely likely to use”

Not at All Likely to Use										Extremely Likely to Use		Don't Know	Refused
0	1	2	3	4	5	6	7	8	9	10	98	99	

POL4A If you had to choose, would you rather have one centralized police facility or several smaller neighborhood-based police stations?

- 1 ONE CENTRALIZED POLICE FACILITY
- 2 SEVERAL SMALL NEIGHBORHOOD BASED POLICE STATIONS
- 3 OTHER [SPECIFY]
- 8 DON'T KNOW
- 9 REFUSED

POL4B Would that be strongly / somewhat prefer **[INSERT POL4A RESPONSE]**?

- 1 STRONGLY PREFER
- 2 SOMEWHAT PREFER
- 9 DON'T KNOW / REFUSED

POL5A If you had to choose, where would you most like to see School Resource Officers (police officers assigned to schools) in elementary, junior high, or high schools?

[PROBE: Please choose one]

- 1 SCHOOL RESOURCE OFFICERS IN ELEMENTARY SCHOOLS
- 2 SCHOOL RESOURCE OFFICERS IN JUNIOR HIGH SCHOOLS
- 3 SCHOOL RESOURCE OFFICERS IN HIGH SCHOOLS
- 4 OTHER [SPECIFY]
- 8 DON'T KNOW
- 9 REFUSED

POL5B Would that be strongly / somewhat prefer **[INSERT POL5A RESPONSE]**?

- 1 STRONGLY PREFER
- 2 SOMEWHAT PREFER
- 9 DON'T KNOW / REFUSED

POL6 Do you feel that drug abuse is an issue in...?

[READ--SELECT ALL THAT APPLY]

- 1 Elementary schools
- 2 Junior High schools
- 3 High schools
- 4 NEVER
- 8 DON'T KNOW
- 9 REFUSED

POL7 Cities today are forced to make difficult choices due to current budget limitations. As such, I am going to ask for your help. I am going to read you a list of police services. Please tell me the top **two** services that you could absolutely **not** live without? [AS NEEDED: In other words, of the listed services, which two are most essential to you?]

[LIMIT TO TWO RESPONSES]

[ROTATE 1-4]

- 1 School Resource Officers

- 2 Traffic enforcement teams
- 3 Horse and bike patrol for downtown, parks, and the Greenbelt
- 4 Officer response to non-emergency calls such as petty theft and vandalism
- 5 Officers assigned to Neighborhoods (AS NEEDED: Community-oriented policing area coordinators)
- 6 THEY ARE ALL ESSENTIAL / CAN'T CHOOSE
- 7 OTHER [SPECIFY]
- 8 DON'T KNOW
- 9 REFUSED

FIRE

FIRE1 Currently, the Boise City firefighters provide only basic emergency medical services (such as CPR only) with the advanced paramedic service (such as the use of IVs and fluids) provided by a separate agency. How willing are you to pay additional taxes to place paramedics on Boise fire trucks? Use a scale from 0 to 10 where “0” means “not at all willing” and “10” means “extremely willing.”

Not at All Willing									Extremely Willing	Don't Know	Refused	
0	1	2	3	4	5	6	7	8	9	10	98	99

FIRE2 Currently, city fire trucks can respond to most fires within four minutes. How willing are you to pay additional taxes to maintain a four minute response time? Use a scale from 0 to 10 where “0” means “not at all willing” and “10” means “extremely willing.”

Not at All Willing									Extremely Willing	Don't Know	Refused	
0	1	2	3	4	5	6	7	8	9	10	98	99

PARKS AND RECREATION

PARK1 How often do you visit City of Boise parks, such as Ann Morrison Park, the Greenbelt, etc.?

- 1 NEVER
- 2 LESS THAN ONCE A MONTH
- 3 ONCE A MONTH
- 4 TWO TO THREE TIMES A MONTH
- 5 ONCE A WEEK OR MORE OFTEN
- 6 OTHER [SPECIFY]
- 9 DON'T KNOW / REFUSED

- PARK2 How often do you use the city's recreational facilities and/or programs for youth, such as sports, arts, and after-school and evening activities?
- 1 NEVER
 - 2 LESS THAN ONCE A MONTH
 - 3 ONCE A MONTH
 - 4 TWO TO THREE TIMES A MONTH
 - 5 ONCE A WEEK OR MORE OFTEN
 - 6 OTHER [SPECIFY]
 - 9 DON'T KNOW / REFUSED

PARK3 How often do you visit the Boise foothills?

- 1 NEVER
- 2 LESS THAN ONCE A MONTH
- 3 ONCE A MONTH
- 4 TWO TO THREE TIMES A MONTH
- 5 ONCE A WEEK OR MORE OFTEN
- 6 OTHER [SPECIFY]
- 9 DON'T KNOW / REFUSED

PARK4 How important is it for the city to do each of the following? Use a from 0 to 10 scale where "0" means "not at all important" and "10" means "extremely important."

[RANDOMIZE]

- PARK4A Provide recreational facilities and programs for youth, such as sports, arts, and after-school and evening activities.
- PARK4B Provide recreational facilities and programs for adults.
- PARK4C Provide small parks that primarily serve neighborhoods.
- PARK4D Further develop major parks serving all areas of the City, such as Ann Morrison Park
- PARK4E Expand the Greenbelt path system.
- PARK4F Provide public swimming pools
- PARK4G Continue to expand the trail systems in the foothills

PARK5 How willing are you to pay to maintain or increase each of the following parks and recreation services? Use a scale from 0 to 10 where "0" means "not at all willing" and "10" means "extremely willing."

[RANDOMIZE]

- PARK5A Recreational facilities and programs for youth, such as sports, arts, and after-school and evening activities.
- PARK5B Recreational facilities and programs for adults.
- PARK5C Small parks that primarily serve neighborhoods.
- PARK5D Further development of major parks serving all areas of the City, such as Ann Morrison Park
- PARK5E Expanding the Greenbelt path system.
- PARK5F Public swimming pools
- PARK5G Continuing to expand the trail systems in the foothills

PARK6 I am going to read you a list of park and recreation services. Please tell me the top **two**

services that you could absolutely **not** live without? [AS NEEDED: In other words, of the listed services, which two are most essential to you?]

[LIMIT TO TWO RESPONSES] [[RANDOMIZE]]

- 1 Greenbelt
- 2 Youth Recreational Programs Such As Sports and Arts
- 3 Foothills Trails
- 4 Swimming Pools
- 5 Street Landscaping
- 6 Adult Recreational Programs Such As Sports and Arts
- 7 Boise City Zoo
- 8 THEY ARE ALL ESSENTIAL / CAN'T CHOOSE
- 88 DON'T KNOW
- 99 REFUSED

PARK7 Currently the City of Boise maintains the landscaping along city streets. To what extent would you support replacing green landscaping with alternate landscaping such as decorative rocks and minimal trees to reduce maintenance costs? Use a scale from “0” to “10” where “0” means “not at all likely to support” and “10” means “extremely likely to support.”

Not at All Likely to support										Extremely Likely to support		Don't Know	Refused
0	1	2	3	4	5	6	7	8	9	10	98	99	

TRANSPORTATION

TRAN1 How likely are you to support paying additional taxes to expand the current bus system in the City of Boise? Use a scale from “0” to “10” where “0” means “not at all likely to support” and “10” means “extremely likely to support.”

Not at All Likely										Extremely Likely		Don't Know	Refused
0	1	2	3	4	5	6	7	8	9	10	98	99	

TRAN2 How likely are you to support paying additional taxes to build a light rail system in the City of Boise? Use a scale from “0” to “10” where “0” means “not at all likely to support” and “10” means “extremely likely to support.”

Not at All Likely										Extremely Likely		Don't Know	Refused
0	1	2	3	4	5	6	7	8	9	10	98	99	

YOUTH

AGE1 Do you have children under the age of 18?

- 1 YES
- 2 NO
- 9 DON'T KNOW / REFUSED

YOUTH1INT **[IF AGE1=1]** There are many issues facing children and youth in the City of Boise. Next I am going to read you a list of programs / activities for children. As I read each one please rate them as poor, fair, good, or excellent. (Your opinion does not need to be based on personal experience, you may use anything you have seen, read, or heard.)

YOUTH1 **[IF AGE1=1]** How would you rate (the) [ENTER STATEMENT] for children ages 0-12? Would you say it is...?

- 1 (Poor),
- 2 (Fair),
- 3 (Good), or
- 4 (Excellent)
- 8 DON'T KNOW
- 9 REFUSED

[RANDOMIZE]

YOUTH1A Availability of quality childcare

YOUTH1B Affordability of childcare

YOUTH1C Availability of quality Pre-school programs

YOUTH1D Availability of quality before and after school programs

YOUTH2 **[IF AGE1=1]** Next, I am going to read you a list of children's services or programs. Please tell me the top two programs or services that you could absolutely not live without.

[READ LIST AND ASK RESPONDENT TO CHOOSE TWO]

[AS NEEDED: Please choose two]

[RANDOMIZE]

- 1 Quality childcare
- 2 Affordable childcare
- 3 Pre-school programs
- 4 Quality before and after school programs
- 8 DON'T KNOW
- 9 REFUSED

YOUTH3 [IF AGE1=1] Next, I am going to read you a list of programs / activities for youth. How would you rate the following programs for youth ages 12 to 18? Would you say they are...?

[RANDOMIZE]

- 1 (Poor),
- 2 (Fair),
- 3 (Good), or
- 4 (Excellent)
- 8 DON'T KNOW

- 9 REFUSED

YOUTH3A Availability and quality of supervised after school activities

YOUTH3C Drug and alcohol prevention and awareness programs

YOUTH3D Availability of youth mentoring programs

YOUTH3E Availability of volunteer service programs

YOUTH4 [IF AGE1=1] Next, I am going to read you a list of youth programs or services. Please tell me the top two programs or services that you could absolutely not live without.

[READ LIST AND ASK RESPONDENT TO CHOOSE TWO]

[AS NEEDED: Please choose two]

[RANDOMIZE]

- 1 Availability and quality of supervised after school activities
- 2 Drug and alcohol prevention and awareness programs
- 3 Youth mentoring programs
- 4 Volunteer service programs
- 8 DON'T KNOW

- 9 REFUSED

LIBRARIES

LIB1 Have you used Boise's Public Library in the past 12 months?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED [SKIPTO LIB5]

LIB2 [IF LIB1=2 OR 8] Have you ever used Boise's Public Library?

- 1 YES
- 2 NO [SKIP TO LIB8]

9 DON'T KNOW / REFUSED [SKIP TO LIB8]

LIB3 [IF LIB1 EQ YES] How often do you use Boise's public library?

- 1 NEVER
- 2 LESS THAN ONCE A MONTH
- 3 ONCE A MONTH
- 4 TWO TO THREE TIMES A MONTH
- 5 ONCE A WEEK OR MORE OFTEN
- 6 OTHER [SPECIFY]
- 9 DON'T KNOW / REFUSED

LIB5 **[IF LIB1=1]** How willing are you to pay to increase each of the following library services? Use a from 0 to 10 scale where "0" means "not at all willing" and "10" means "extremely willing."

[RANDOMIZE LIST]

- LIB5A Hours of operation. [AS NEEDED: Monday-Thursday 10am to 9pm; Friday 10am to 6pm; Saturday 10am to 5pm; Sunday 12pm to 5pm]
- LIB5B Adult programs (for example Book Club)
- LIB5C Youth programs (for example, Kids Reading Nights and Book-it).
- LIB5D Internet access on public computers.
- LIB5E Reference services through the Internet.
- LIB5F Bookmobile service

Not at All Willing									Extremely Willing		Don't Know	Refused
0	1	2	3	4	5	6	7	8	9	10	98	99

LIB6 **[LIB1=1]** I am going to read you a list of library services. Please tell me the top **two** services that you could **not** absolutely live without? **[AS NEEDED:** In other words, of the listed services, which two are most essential to you?]

[LIMIT TO TWO RESPONSES]

[RANDOMIZE]

- 1 Hours of operation
- 2 Adult programs
- 3 Youth programs
- 4 Reference services through the Internet
- 5 Bookmobile service
- 8 DON'T KNOW
- 9 REFUSED

LIB8 **[ALL]** The City of Boise currently operates one public library. How likely would you be to support a bond issue that would raise taxes between \$15 to \$20 per household yearly to pay for branch and/or neighborhood libraries within the city of Boise? Use a scale from 0 to 10 where "0" means "not at all willing to support higher taxes" and "10" means "Extremely willing to support higher taxes."

[IF RESPONDENT INDICATES THAT THE CITY OF BOISE ACTUALLY OPERATES MORE THAN ONE PUBLIC LIBRARY – BECAUSE THEY CAN USE THEIR BOISE PUBLIC LIBRARY CARD AT THE OTHER CITY LOCATIONS SAY: The City of Boise only operates the downtown Public Library and the library association in the Boise Town Square Mall. All other locations are actually other city locations – not branches of the Boise Public Library]

Not at all willing to support higher taxes										Extremely willing to support higher taxes		Don't Know	Refused
0	1	2	3	4	5	6	7	8	9	10	98	99	

PLANNING & BUILDING SERVICES

RES9 Have you used the city's planning and development department in the past two years for services such as securing a building permit, having an inspection performed or a design plan reviewed?

1 YES
 2 NO
 9 DON'T KNOW / REFUSED

RES9A **[IF RES9=1]** How would you rate the quality of the customer service you received? Would you say it was poor, fair, good or excellent?

1 (Poor),
 2 (Fair),
 3 (Good), or
 4 (Excellent)
 8 DON'T KNOW
 9 REFUSED

GROWTH AND DEVELOPMENT

DEV2A If you had to choose, would you prefer that most new residential development happen on large lots outside the city limits, even if that meant increased traffic and higher city service costs for everybody? Or would you prefer more compact development within existing neighborhoods inside the city limits, if that meant less traffic and lower city service costs for everyone?

1 LARGE LOTS OUTSIDE CITY LIMITS
 2 COMPACT DEVELOPMENT IN EXISTING NEIGHBORHOODS
 3 OTHER [SPECIFY]
 8 DON'T KNOW **[SKIPTO INTIS]**
 9 REFUSED **[SKIPTO INTIS]**

DEV2B Would that be strongly / somewhat prefer **[INSERT DEV2A RESPONSE]**?

1 STRONGLY PREFER
 2 SOMEWHAT PREFER
 9 DON'T KNOW / REFUSED

INFORMATION TECHNOLOGY – COMPUTER AND INTERNET

INTIS I'd now like to ask you some questions about technology.

E2 Do you have access to the Internet at?

[READ LIST AND CHECK ALL THAT APPLY]

[IF NECESSARY: This Includes Any Non-Computer Based Access Such As WebTV Or An Internet Appliance]

- 1 In your home
- 2 Where you work
- 3 Other places such as the library, an Internet cafe
- 4 NONE OF THE ABOVE
- 9 DK / REF

- E3 **[IF E2 EQ 1]** Do you have high-speed Internet access at home such as DSL or cable modem?
- 1 YES
 - 2 NO
 - 3 DON'T KNOW
 - 9 REFUSED

- E4 How likely would you be to use the Internet to pay for things such as utility / sewer bills, parking tickets, etc? Please use a scale from 0 to 10 where "0" means "not at all likely" and "10" means "extremely likely."

Not at All Likely										Extremely Likely	Don't Know	Refused
0	1	2	3	4	5	6	7	8	9	10	98	99

- E5 In the past month, have you watched the Public Access Channel; Channel 11 also known as TVTV?
- 1 YES
 - 2 NO
 - 3 DON'T KNOW
 - 9 REFUSED

- E6 How important is it to you to have Public Access Television Service? Use a scale from 0 to 10 where "0" means "not at all important" and "10" means "extremely important."

Not at All Important										Extremely Important	Don't Know	Refused
0	1	2	3	4	5	6	7	8	9	10	98	99

- E7 **[IF E5 = 1]** In the past month, have you watched the City Council meetings on the Public Access Channel?
- 1 YES
 - 2 NO
 - 8 DON' KNOW
 - 9 REFUSED

TAXES

TAX1A You pay for City services and facilities through a portion of property, sales, and other taxes. Considering all City services on the one hand and taxes on the other, which of the following statements comes closest to your point of view?

[RANDOMIZE]

- 1 Decrease services and taxes,
- 2 Keep taxes and services about where they are or,
- 3 Increase services and raise taxes
- 4 NO OPINION / DON'T KNOW **[SKIPTO TAX3]**
- 5 IT DEPENDS [SPECIFY] **[SKIPTO TAX3]**
- 9 REFUSED **[SKIPTO TAX3]**

TAX1B Would that be strongly / somewhat prefer **[INSERT TAX1A RESPONSE]**?

- 1 STRONGLY PREFER

- 2 SOMEWHAT PREFER
- 9 DON'T KNOW / REFUSED

TAX3 Please tell me the extent to which you would support an initiative to limit annual increases in property taxes even if it could potentially result in a decrease in government services? Use a scale from 0 to 10 where “0” means “not at all likely to support” and “10” means “extremely likely to support.”

Not at All Likely										Extremely Likely	Don't Know	Refused
0	1	2	3	4	5	6	7	8	9	10	98	99

DEMOGRAPHICS

DEMOINT The following questions are for classification purposes only. Your answers will remain strictly confidential and will only be used to help us group your answers.

- DEMO1 Do you live in . . . ? **[READ LIST AND SELECT ONE]**
- 1 A manufactured, trailer or mobile home
 - 2 An apartment,
 - 3 A condominium, townhouse, or duplex
 - 4 A detached single-family house,
 - 5 Other - specify **[CODE AS APPROPRIATE]**
 - 8 DON'T KNOW **[probe: Which of these best describes the home in which you live?]**
 - 9 REFUSED

- DEMO2 Do you own or rent your home?
- 1 OWN **(EITHER OUTRIGHT OR WITH A MORTGAGE OR LOAN)**
 - 2 RENT **(FOR CASH RENT)**
 - 3 OTHER **[SPECIFY]**
 - 8 DON'T KNOW
 - 9 REFUSED

- DEMO3 How many years have you lived in Boise?
- [IF LESS THAN 6 MONTHS, ENTER “0”]**
- [IF 6 MONTHS TO 1 YEAR, ENTER “1”]**
- ___ ENTER NUMBER OF YEARS
- 998 DON'T KNOW
- 999 REFUSED

- DEMO9 How many people who are living in your household are 18 years of age or older?
- ___ ENTER NUMBER OF PERSONS
- 998 DON'T KNOW
- 999 REFUSED

- DEMO6 What is your age?
- ___ ENTER AGE **[SKIP TO DEMO7]**
- 998 DON'T KNOW
- 999 REFUSED

- DEMO6A **[IF DEMO6 = 998 OR 999] Which of the following categories does your age fall into?**
- [READ OPTIONS]**

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64, or
- 6 65 or over
- 8 DON'T KNOW
- 9 REFUSED

TEL1 **[ALL]** How many telephone numbers are associated with this household? Do not include cellular telephone service.

____ ENTER NUMBER (1 OR MORE)
 99 DON'T KNOW / REFUSED

TEL2 **[IF TEL1 > 1]** How many telephone lines in your household are currently used only for non-voice communications, such as a dedicated fax or modem line?

[READ IF NECESSARY: Do NOT include cellular telephone service.]

____ ENTER NUMBER (1 OR MORE)
 99 DON'T KNOW / REFUSED

WORK Which of the following best describes your current employment status?
[PROMPT: By student we mean attending any type of school, i.e. college, high school, vocational-technical...]
[IF HAS MORE THAN ONE JOB, PROBE FOR PRIMARY JOB (WHERE SPEND MOST TIME).]

- 1 Employed Full-Time;
- 2 Employed Part-Time;
- 3 Self-Employed;
- 4 Non Employed Outside The Home, A Homemaker;
- 5 Retired;
- 6 A Full-Time Student – Not Working;
- 7 Student – Working Full-Time
- 8 Student – Working Part-Time
- 9 Unemployed Due To A Disability;
- 10 Unemployed Looking For Work; Or
- 11 Unemployed Not Looking For Work?
- 12 Other **[SPECIFY]**
- 99 REFUSED

DEMO7 Are you Spanish, Hispanic, or Latino?

[PROBE: Were your ancestors Mexican, Puerto Rican, Cuban, Central or South American, or from Spain?]

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

RACE1 I am going to read a list of race categories. Please choose one or more races you consider yourself to be:

CLARIFY "INDIAN" WITH "Is that American Indian or Asian Indian?"

[ASIAN/PACIFIC ISLANDER INCLUDES GROUPS SUCH AS: CHINESE, FILIPINO, HAWAIIAN, INDIAN (ASIAN), VIETNAMESE, KOREAN, JAPANESE, CAMBODIAN, AND SAMOAN.]

[READ LIST]

- 1 White or Caucasian
- 2 Black or African American
- 3 American Indian or Alaskan Native
- 4 Asian or Pacific Islander
- 5 Some Other Race **[SPECIFY:]**
- 6 Hispanic Race
- 8 Don't know
- 9 Refused

RACE2 **[IF RACE1.2 > 0]** Is there any race you identify with the most? **[IF YES]** Which one?

[SHOW ONLY THOSE SELECTED IN RACE1]

- 1 WHITE OR CAUCASIAN
- 2 BLACK OR AFRICAN AMERICAN
- 3 AMERICAN INDIAN OR ALASKAN NATIVE
- 4 ASIAN OR PACIFIC ISLANDER
- 5 SOME OTHER RACE
- 6 Hispanic Race
- 98 NONE – MULTI- / BI-RACIAL
- 99 DON'T KNOW / REFUSED

INCOME1 **[ALL]** Finally, I am going to read some broad categories of yearly household income. This includes money from all jobs or sources like social security. Please do not tell me how much your household earns exactly. When I come to the category that best represents the total combined income before taxes of all members of this household during 2004, please let me know.

Was your household's 2003 income...?

[READ LIST]

- 1 Below \$30,000 per year or **[SKIP TO INCOME3]**
- 2 Above \$30,000 per year?
- 8 DON'T KNOW **[PROBE FOR BEST ESTIMATE]**
- 9 REFUSED **[PROBE FOR BEST ESTIMATE]**

INCOME2 **[IF INCOME1 = 2]** Would that be above or below \$55,000 per year?

- 1 BELOW \$55,000 PER YEAR **[SKIP TO INCOME5]**
- 2 ABOVE \$55,000 PER YEAR **[SKIP TO INCOME6]**
- 8 DON'T KNOW **[PROBE FOR BEST ESTIMATE]**
- 9 REFUSED **[PROBE FOR BEST ESTIMATE]**

INCOME3 **[IF INCOME1 = 1]** Would that be...?

- 14 Less than \$15,000 **[SKIP TO INCOME4]**
- 15 Between \$15,000 and \$19,999
- 16 Between \$20,000 and \$24,999
- 17 Between \$25,000 and \$29,999
- 98 DON'T KNOW
- 99 REFUSED

INCOME4 **[IF INCOME3 = 10]** Would that be...?

- 10 Less than \$5,000
- 11 Between \$5,000 and \$9,999
- 12 Between \$10,000 and \$12,499

- 13 Between \$12,500 and \$14,999
- 98 DON'T KNOW
- 99 REFUSED

INCOME5 **[IF INCOME2 = 1]** Would that be...?

- 18 Between \$30,000 and \$34,999
- 19 Between \$35,000 and \$44,999
- 20 Between \$45,000 and \$54,999
- 98 DON'T KNOW
- 99 REFUSED

INCOME6 **[IF INCOME2 = 2]** Would that be...?

- 21 Between \$55,000 and \$74,999
- 22 Between \$75,000 and \$99,999
- 23 Between \$100,000 or More
- 98 DON'T KNOW
- 99 REFUSED

DIAL And finally, just to verify, did I reach you by dialing [PHONE NUMBER]?

- 1 YES
- 2 NO
- 9 DON'T KNOW / REFUSED

CORRECT What is your correct phone number?

- ### - ### - #### ENTER PHONE NUMBER
- 999999999 REFUSED

THANK1 Thank you very much for your time. Your opinions are important to us! On behalf of Northwest Research Group, I'd like to thank you for participating in our survey tonight/today. Have a good day/evening.

[DISPOS = 40]

THANK2 I'm sorry, but we are only interviewing people who are 18 or older. Have a good day/evening. **[DISPOS = 22]**

THANK4 I'm sorry, but we are only interviewing households within the limits of an incorporated city today. Have a good day/evening.

THANK8 I'm sorry, but we can not continue without that information. Have a good day/evening.

[DISPOS = 8]

THANK9 The zip code you have given us is not a zip code within city limits according to our list. Based on the cross streets you have given me, I will need to verify that you are within city limits. If in fact you are, we will be giving you a call back to finish the survey.

THANKOQ Those are all the questions we have. Have a good day/evening.

Sample Banner Pages

SCR3-What area of town do you live?

BASE = ALL RESPONDENTS

	Geography						Age				Gender		Income				Household type		Residency in Boise			Employment Status	
	Total	North / N.W. / N.E.	West	S.E.	The Bench	S.W.	18 - 29 yrs	30 - 44 yrs	45 - 64 yrs	65+ yrs	Male	Female	<\$35K	\$35K - \$55K	\$55K - \$75K	\$75K +	With Children	Without resident	Newest resident	New resident	Long-time Employed	employed	Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	507	71	180	102	63	90	60	175	213	59	248	259	133	103	112	127	222	285	142	100	265	353	154
TOTAL RESPONDING	507	71	180	102	63	90	60	175	213	59	248	259	133	103	112	127	222	285	142	100	265	353	154
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	507	106	110	108	106	77	47	140	207	112	237	270	155	96	110	111	176	331	131	94	282	312	195
North / Northeast Boise	71	71	-	-	-	-	11	23	29	8	35	36	24	9	11	23	33	38	25	18	28	44	27
	14%	100%					19%	13%	14%	13%	14%	14%	18%	9%	9%	18%	15%	13%	18%	18%	11%	13%	18%
Northwest / West Boise	180	-	180	-	-	-	19	62	84	16	88	92	46	41	33	52	83	97	40	39	102	122	58
	36%		100%				32%	35%	39%	26%	36%	36%	34%	39%	29%	41%	38%	34%	28%	38%	39%	35%	38%
									J														
Southeast Boise	102	-	-	102	-	-	14	34	43	11	50	52	22	20	22	33	34	68	37	15	50	73	29
	20%			100%			23%	20%	20%	18%	20%	20%	16%	20%	19%	26%	15%	24%	26%	15%	19%	21%	19%
																		Q					
The Bench	63	-	-	-	63	-	9	22	22	9	31	32	17	18	17	8	26	36	13	13	37	47	16
	12%				100%		15%	13%	10%	16%	12%	12%	13%	17%	15%	6%	12%	13%	9%	13%	14%	13%	10%
														P									
Southwest Boise	90	-	-	-	-	90	6	34	35	16	44	46	26	16	30	11	45	46	27	15	48	67	24
	18%					100%	11%	19%	16%	26%	18%	18%	19%	15%	27%	9%	20%	16%	19%	15%	18%	19%	15%
										G				P									

Comparison Groups: BCDEF/GHIJ/KL/MNOP/QR/STU/VW
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Prepared by Northwest Research Group, Inc. April 2005