



THE NCSTM
The National Citizen SurveyTM

DeLand, FL

Technical Appendices

2019



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Appendix A: Complete Survey Responses

Responses excluding “don’t know”

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

Table 1: Question 1

Please rate each of the following aspects of quality of life in DeLand:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
DeLand as a place to live	40%	N=204	49%	N=254	9%	N=46	2%	N=10	100%	N=514
Your neighborhood as a place to live	38%	N=186	44%	N=217	15%	N=75	3%	N=16	100%	N=494
DeLand as a place to raise children	31%	N=127	51%	N=208	13%	N=53	4%	N=17	100%	N=406
DeLand as a place to work	20%	N=78	40%	N=155	31%	N=120	8%	N=31	100%	N=384
DeLand as a place to visit	38%	N=184	47%	N=227	12%	N=56	4%	N=21	100%	N=488
DeLand as a place to retire	39%	N=175	45%	N=201	13%	N=60	3%	N=12	100%	N=448
The overall quality of life in DeLand	29%	N=144	57%	N=277	12%	N=59	2%	N=9	100%	N=489
DeLand as a place to recreate	25%	N=112	45%	N=202	23%	N=101	7%	N=33	100%	N=448

Table 2: Question 2

Please rate each of the following characteristics as they relate to DeLand as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in DeLand	14%	N=70	57%	N=288	23%	N=114	7%	N=34	100%	N=506
Overall ease of getting to the places you usually have to visit	31%	N=149	48%	N=235	14%	N=70	6%	N=32	100%	N=485
Quality of overall natural environment in DeLand	27%	N=133	53%	N=255	18%	N=85	2%	N=12	100%	N=485
Overall "built environment" of DeLand (including overall design, buildings, parks and transportation systems)	18%	N=85	51%	N=250	24%	N=115	7%	N=36	100%	N=486
Health and wellness opportunities in DeLand	19%	N=87	48%	N=223	23%	N=108	9%	N=44	100%	N=461
Overall opportunities for education and enrichment	21%	N=92	43%	N=190	28%	N=124	9%	N=40	100%	N=446
Overall economic health of DeLand	13%	N=57	51%	N=224	30%	N=131	7%	N=30	100%	N=442
Sense of community	35%	N=165	39%	N=186	19%	N=90	7%	N=33	100%	N=474
Overall image or reputation of DeLand	34%	N=163	46%	N=220	17%	N=81	4%	N=18	100%	N=482

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in DeLand to someone who asks	50%	N=246	38%	N=183	6%	N=28	6%	N=30	100%	N=487
Remain in DeLand for the next five years	62%	N=293	23%	N=109	9%	N=42	5%	N=25	100%	N=469

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Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	63%	N=309	27%	N=133	2%	N=10	6%	N=31	1%	N=4	100%	N=487
In DeLand's downtown/commercial area during the day	63%	N=298	32%	N=152	3%	N=16	2%	N=8	1%	N=3	100%	N=477
In your neighborhood at night	38%	N=182	39%	N=189	9%	N=43	10%	N=48	4%	N=21	100%	N=483
In DeLand's downtown/commercial area at night	23%	N=100	49%	N=215	14%	N=59	12%	N=50	3%	N=13	100%	N=438

Table 5: Question 5

Please rate each of the following characteristics as they relate to DeLand as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	7%	N=35	48%	N=239	28%	N=141	16%	N=81	100%	N=496
Ease of public parking	10%	N=46	43%	N=202	33%	N=156	15%	N=70	100%	N=474
Ease of travel by car in DeLand	19%	N=92	54%	N=258	22%	N=105	5%	N=23	100%	N=479
Ease of travel by public transportation in DeLand	10%	N=21	30%	N=65	29%	N=63	31%	N=68	100%	N=217
Ease of travel by bicycle in DeLand	9%	N=27	39%	N=120	33%	N=102	19%	N=59	100%	N=308
Ease of walking in DeLand	20%	N=91	50%	N=226	25%	N=112	5%	N=23	100%	N=453
Availability of paths and walking trails	17%	N=70	34%	N=142	37%	N=151	12%	N=49	100%	N=413
Air quality	25%	N=115	60%	N=278	11%	N=52	4%	N=18	100%	N=463
Cleanliness of DeLand	22%	N=107	52%	N=253	18%	N=87	8%	N=39	100%	N=485
Overall appearance of DeLand	29%	N=139	50%	N=245	17%	N=85	4%	N=17	100%	N=486
Public places where people want to spend time	26%	N=121	52%	N=244	15%	N=72	7%	N=32	100%	N=469
Variety of housing options	12%	N=53	46%	N=197	28%	N=119	14%	N=59	100%	N=428
Availability of affordable quality housing	7%	N=29	39%	N=156	35%	N=140	19%	N=76	100%	N=401
Fitness opportunities (including exercise classes and paths or trails, etc.)	18%	N=81	45%	N=199	33%	N=144	4%	N=15	100%	N=440
Recreational opportunities	17%	N=75	43%	N=193	31%	N=140	9%	N=40	100%	N=447
Availability of affordable quality food	23%	N=111	47%	N=224	26%	N=127	4%	N=18	100%	N=480
Availability of affordable quality health care	19%	N=84	40%	N=173	29%	N=127	11%	N=46	100%	N=430
Availability of preventive health services	20%	N=76	42%	N=164	28%	N=109	10%	N=41	100%	N=390
Availability of affordable quality mental health care	13%	N=34	27%	N=72	37%	N=98	23%	N=60	100%	N=264

Table 6: Question 6

Please rate each of the following characteristics as they relate to DeLand as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	15%	N=29	40%	N=78	32%	N=63	14%	N=27	100%	N=197
K-12 education	13%	N=35	46%	N=126	30%	N=83	11%	N=29	100%	N=273
Adult educational opportunities	13%	N=36	33%	N=92	36%	N=101	19%	N=53	100%	N=281
Opportunities to attend cultural/arts/music activities	33%	N=149	42%	N=187	20%	N=90	5%	N=20	100%	N=446
Opportunities to participate in religious or spiritual events and activities	39%	N=148	42%	N=161	17%	N=65	2%	N=6	100%	N=380
Employment opportunities	8%	N=28	34%	N=118	41%	N=142	17%	N=57	100%	N=346
Shopping opportunities	14%	N=67	48%	N=226	28%	N=135	10%	N=47	100%	N=475
Cost of living in DeLand	9%	N=42	46%	N=215	34%	N=158	11%	N=51	100%	N=467
Overall quality of business and service establishments in DeLand	21%	N=97	46%	N=213	28%	N=128	5%	N=23	100%	N=460

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Please rate each of the following characteristics as they relate to DeLand as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Vibrant downtown/commercial area	44%	N=204	39%	N=181	15%	N=68	3%	N=12	100%	N=465
Overall quality of new development in DeLand	15%	N=63	46%	N=200	29%	N=127	10%	N=42	100%	N=433
Opportunities to participate in social events and activities	33%	N=142	46%	N=196	17%	N=72	5%	N=21	100%	N=431
Opportunities to volunteer	33%	N=111	45%	N=150	17%	N=57	5%	N=18	100%	N=336
Opportunities to participate in community matters	29%	N=106	43%	N=154	21%	N=75	7%	N=27	100%	N=362
Openness and acceptance of the community toward people of diverse backgrounds	24%	N=103	39%	N=164	24%	N=101	13%	N=57	100%	N=424
Neighborliness of residents in DeLand	20%	N=91	45%	N=206	26%	N=118	9%	N=39	100%	N=454
Dining opportunities	29%	N=139	41%	N=193	22%	N=105	7%	N=35	100%	N=473

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	12%	N=59	88%	N=418	100%	N=477
Made efforts to make your home more energy efficient	32%	N=151	68%	N=327	100%	N=479
Observed a code violation or other hazard in DeLand (weeds, abandoned buildings, etc.)	46%	N=215	54%	N=257	100%	N=471
Household member was a victim of a crime in DeLand	85%	N=406	15%	N=70	100%	N=476
Reported a crime to the police in DeLand	76%	N=365	24%	N=113	100%	N=478
Stocked supplies in preparation for an emergency	33%	N=159	67%	N=317	100%	N=477
Campaigned or advocated for an issue, cause or candidate	71%	N=340	29%	N=137	100%	N=478
Contacted the City of DeLand (in-person, phone, email or web) for help or information	56%	N=266	44%	N=212	100%	N=477
Contacted DeLand elected officials (in-person, phone, email or web) to express your opinion	83%	N=391	17%	N=81	100%	N=473

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in DeLand?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used DeLand recreation centers or their services	8%	N=40	13%	N=62	29%	N=137	49%	N=233	100%	N=472
Visited a neighborhood park or City park	15%	N=69	23%	N=109	41%	N=196	21%	N=100	100%	N=474
Used DeLand public libraries or their services	9%	N=42	12%	N=57	35%	N=162	44%	N=205	100%	N=467
Participated in religious or spiritual activities in DeLand	9%	N=42	19%	N=91	22%	N=104	49%	N=232	100%	N=469
Attended a City-sponsored event	5%	N=25	15%	N=71	51%	N=240	29%	N=138	100%	N=474
Used bus, rail or other public transportation instead of driving	1%	N=6	2%	N=10	7%	N=33	90%	N=426	100%	N=475
Carpooled with other adults or children instead of driving alone	12%	N=56	14%	N=67	15%	N=71	59%	N=280	100%	N=473
Walked or biked instead of driving	17%	N=79	15%	N=71	21%	N=97	48%	N=225	100%	N=472
Volunteered your time to some group/activity in DeLand	7%	N=34	9%	N=43	19%	N=92	64%	N=303	100%	N=471
Participated in a club	7%	N=31	9%	N=43	8%	N=40	76%	N=357	100%	N=471
Talked to or visited with your immediate neighbors	39%	N=183	35%	N=167	15%	N=73	11%	N=51	100%	N=474
Done a favor for a neighbor	20%	N=95	27%	N=128	33%	N=154	20%	N=96	100%	N=473

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Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	1%	N=5	2%	N=9	21%	N=100	76%	N=362	100%	N=476
Attended a local public meeting	1%	N=5	2%	N=9	21%	N=100	76%	N=362	100%	N=476
Listened (online or on television) to a local public meeting	1%	N=2	3%	N=12	17%	N=72	79%	N=332	100%	N=419

Table 10: Question 10

Please rate the quality of each of the following services in DeLand:	Excellent		Good		Fair		Poor		Total	
Police services	32%	N=126	41%	N=161	16%	N=62	11%	N=43	100%	N=392
Fire services	45%	N=148	47%	N=155	6%	N=19	1%	N=4	100%	N=326
Ambulance or emergency medical services	41%	N=135	45%	N=149	11%	N=38	3%	N=9	100%	N=330
Crime prevention in the city overall	14%	N=50	46%	N=168	23%	N=86	18%	N=65	100%	N=369
Fire prevention and education	22%	N=65	52%	N=155	20%	N=60	6%	N=19	100%	N=299
Traffic enforcement	16%	N=61	40%	N=156	27%	N=107	17%	N=67	100%	N=391
Street repair	11%	N=48	39%	N=165	27%	N=115	23%	N=98	100%	N=426
Street cleaning	21%	N=88	44%	N=186	19%	N=82	16%	N=66	100%	N=422
Street lighting	18%	N=81	45%	N=203	24%	N=108	13%	N=57	100%	N=448
Sidewalk maintenance	19%	N=82	42%	N=184	23%	N=99	16%	N=71	100%	N=437
Traffic signal timing	14%	N=63	40%	N=179	28%	N=125	18%	N=79	100%	N=445
Garbage collection	36%	N=161	46%	N=203	14%	N=64	4%	N=17	100%	N=445
Recycling	30%	N=130	44%	N=192	16%	N=70	9%	N=40	100%	N=432
Yard waste pick-up	29%	N=116	44%	N=177	17%	N=71	10%	N=41	100%	N=405
Storm drainage	18%	N=70	53%	N=208	19%	N=73	11%	N=42	100%	N=392
Drinking water	19%	N=80	38%	N=161	27%	N=114	17%	N=72	100%	N=427
Sewer services	21%	N=79	55%	N=206	18%	N=69	6%	N=22	100%	N=376
Power (electric and/or gas) utility	24%	N=103	47%	N=203	20%	N=88	10%	N=42	100%	N=436
Utility billing	19%	N=83	45%	N=195	25%	N=108	10%	N=44	100%	N=430
City parks	33%	N=131	46%	N=186	16%	N=64	5%	N=20	100%	N=400
Recreation programs or classes	18%	N=46	49%	N=125	23%	N=57	10%	N=25	100%	N=252
Recreation centers or facilities	22%	N=61	46%	N=128	24%	N=66	8%	N=21	100%	N=277
Land use, planning and zoning	12%	N=37	32%	N=97	35%	N=104	21%	N=62	100%	N=299
Code enforcement (weeds, abandoned buildings, etc.)	9%	N=31	29%	N=97	36%	N=123	26%	N=88	100%	N=339
Animal control	14%	N=45	47%	N=152	25%	N=80	14%	N=46	100%	N=322
Economic development	13%	N=44	47%	N=155	25%	N=84	15%	N=49	100%	N=332
Public information services	16%	N=51	44%	N=142	27%	N=87	13%	N=40	100%	N=321
Cable television	9%	N=32	37%	N=131	25%	N=87	29%	N=101	100%	N=351
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	25%	N=90	47%	N=169	22%	N=78	7%	N=24	100%	N=361
Preservation of natural areas such as open space, farmlands and greenbelts	16%	N=59	43%	N=154	24%	N=88	16%	N=59	100%	N=359

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Please rate the quality of each of the following services in DeLand:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
DeLand open space	17%	N=60	39%	N=142	29%	N=105	15%	N=55	100%	N=363
City-sponsored special events	38%	N=144	41%	N=153	16%	N=61	5%	N=17	100%	N=375
Overall customer service by DeLand employees (police, receptionists, planners, etc.)	24%	N=91	49%	N=188	17%	N=64	10%	N=37	100%	N=380
Crime prevention in your neighborhood	19%	N=78	40%	N=159	25%	N=99	16%	N=65	100%	N=402
Police patrol in the city overall	17%	N=66	42%	N=164	27%	N=108	14%	N=56	100%	N=394
Police patrol in your neighborhood	15%	N=61	30%	N=123	29%	N=119	26%	N=106	100%	N=410
Police visibility	16%	N=69	33%	N=138	33%	N=138	19%	N=79	100%	N=424
Overall confidence in the DeLand Police Department	22%	N=86	42%	N=164	22%	N=85	15%	N=59	100%	N=394

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City of DeLand	24%	N=104	51%	N=215	21%	N=87	4%	N=18	100%	N=424
The Federal Government	7%	N=27	37%	N=143	34%	N=132	21%	N=82	100%	N=384
Volusia County	15%	N=59	47%	N=186	27%	N=107	11%	N=45	100%	N=398
The State of Florida	13%	N=53	40%	N=158	31%	N=122	15%	N=61	100%	N=395

Table 12: Question 12

Please rate the following categories of DeLand government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to DeLand	13%	N=49	41%	N=152	31%	N=117	14%	N=54	100%	N=372
The overall direction that DeLand is taking	18%	N=71	48%	N=190	21%	N=83	14%	N=55	100%	N=399
The job DeLand government does at welcoming citizen involvement	18%	N=58	43%	N=141	25%	N=81	14%	N=47	100%	N=327
Overall confidence in DeLand government	16%	N=61	42%	N=158	28%	N=106	13%	N=50	100%	N=375
Generally acting in the best interest of the community	19%	N=73	46%	N=177	21%	N=78	14%	N=54	100%	N=382
Being honest	20%	N=67	43%	N=141	21%	N=69	16%	N=54	100%	N=331
Treating all residents fairly	22%	N=77	39%	N=133	24%	N=82	16%	N=53	100%	N=344

Table 13: Question 13

Please rate how important, if at all, you think it is for the DeLand community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in DeLand	62%	N=281	33%	N=151	4%	N=19	0%	N=2	100%	N=453
Overall ease of getting to the places you usually have to visit	32%	N=145	49%	N=222	17%	N=78	1%	N=4	100%	N=450
Quality of overall natural environment in DeLand	43%	N=194	45%	N=203	11%	N=49	1%	N=4	100%	N=449
Overall "built environment" of DeLand (including overall design, buildings, parks and transportation systems)	35%	N=157	48%	N=215	16%	N=71	2%	N=7	100%	N=451
Health and wellness opportunities in DeLand	37%	N=165	42%	N=190	19%	N=86	2%	N=8	100%	N=448
Overall opportunities for education and enrichment	38%	N=173	42%	N=191	16%	N=70	4%	N=16	100%	N=450
Overall economic health of DeLand	49%	N=220	45%	N=201	6%	N=25	1%	N=3	100%	N=449
Sense of community	41%	N=183	46%	N=207	13%	N=57	0%	N=1	100%	N=448

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Table 14: Question 14

Please rate how safe or unsafe you feel from the following in DeLand:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Violent crime (e.g. rape, assault, robbery)	25%	N=112	46%	N=202	14%	N=61	11%	N=50	4%	N=16	100%	N=442
Property crimes (e.g. burglary, theft)	11%	N=48	49%	N=215	18%	N=80	15%	N=66	8%	N=34	100%	N=443
Illegal drug activity (e.g. manufacture, sale or use of drugs)	15%	N=62	33%	N=141	23%	N=98	17%	N=73	12%	N=51	100%	N=425
Intoxicated or impaired drivers	8%	N=33	35%	N=149	26%	N=111	22%	N=93	9%	N=40	100%	N=426
Distracted drivers	4%	N=18	23%	N=101	21%	N=93	27%	N=118	24%	N=107	100%	N=438

Table 15: Question 15

Please rate the job the DeLand Police Department does at each of the following in your community:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Communicating regularly with community members (e.g., in websites, emails or public meetings)	17%	N=53	44%	N=136	19%	N=59	20%	N=64	100%	N=311
Inviting community members to provide input (e.g., comments, suggestions and concerns)	18%	N=50	38%	N=108	19%	N=54	25%	N=69	100%	N=282
Responding quickly to emergency calls for assistance	32%	N=98	40%	N=125	16%	N=49	12%	N=38	100%	N=310
Ease of contacting the Police Department	36%	N=122	38%	N=131	17%	N=60	9%	N=30	100%	N=343
Working with people in your neighborhood to solve neighborhood problems	20%	N=55	37%	N=103	23%	N=64	20%	N=56	100%	N=278
Being trustworthy	28%	N=93	43%	N=143	15%	N=49	15%	N=50	100%	N=335
Treating all residents fairly	28%	N=88	37%	N=115	18%	N=55	18%	N=55	100%	N=313
Being a positive influence in the community	27%	N=96	45%	N=164	17%	N=62	11%	N=39	100%	N=361
Caring about the well-being of the people they deal with	29%	N=96	42%	N=137	15%	N=49	14%	N=46	100%	N=327
Holding police officers accountable for their actions	23%	N=73	42%	N=132	15%	N=48	19%	N=61	100%	N=315

Table 16: Question 16

Based on your most recent contact with a member of the DeLand Police Department, please rate each of the following aspects of the last employee with whom you had contact.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Fairness	41%	N=112	33%	N=91	12%	N=33	13%	N=36	100%	N=272
Responsiveness to requests and/or needs	41%	N=112	33%	N=89	11%	N=31	15%	N=41	100%	N=273
Treating all people involved in a respectful manner	44%	N=122	32%	N=90	9%	N=26	15%	N=42	100%	N=281
Knowledge	40%	N=108	34%	N=92	11%	N=29	15%	N=42	100%	N=272
Resolution of concerns	39%	N=107	26%	N=70	19%	N=53	16%	N=43	100%	N=274

Table 17: Question 17

Please indicate your level of agreement about the following statement: I feel safer from crime now than I did five years ago.	Percent	Number
	Strongly agree	12%
Somewhat agree	23%	N=102
Neither agree nor disagree	39%	N=174
Somewhat disagree	17%	N=74
Strongly disagree	9%	N=40
Total	100%	N=442

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Table 18: Question 18

Please indicate which method you use to pay your water bill: (Please select all that apply.)	Percent	Number
Online	54%	N=234
By phone	8%	N=35
By mail	13%	N=55
In person	7%	N=31
Not applicable/I personally don't pay the water bill	22%	N=96

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

Table 19: Question 19

Have you had any in-person, phone or email contact with an employee of the City's Utility Billing service within the last 12 months?	Percent	Number
No	66%	N=290
Yes	34%	N=149
Total	100%	N=439

Table 20: Question 20a

For which reason(s) did you contact the City's Utility Billing service in your most recent contact?	Percent	Number
Billing question	41%	N=61
Water quality	5%	N=7
To request repairs/report a leak	8%	N=12
Issues with water service	4%	N=6
To pay a bill	30%	N=45
To start or end service	30%	N=44
Other	8%	N=12

Total may exceed 100% as respondents could select more than one option. Asked only of respondents who had contact with the City's Utility Billing service within the last 12 months.

Table 21: Question 20b

What was your impression of the employee of the City's Utility Billing service in your most recent contact?	Excellent		Good		Fair		Poor		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Responsiveness to request or issue	49%	N=70	30%	N=43	17%	N=24	4%	N=6	100%	N=143
Courtesy	55%	N=78	23%	N=33	14%	N=19	8%	N=12	100%	N=141
Overall impression	48%	N=67	30%	N=42	12%	N=16	10%	N=13	100%	N=138

Asked only of respondents who had contact with the City's Utility Billing service within the last 12 months.

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Table 22: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	13%	N=59	5%	N=23	7%	N=32	20%	N=88	54%	N=241	100%	N=442
Purchase goods or services from a business located in DeLand	1%	N=4	2%	N=8	12%	N=52	52%	N=228	34%	N=150	100%	N=442
Eat at least 5 portions of fruits and vegetables a day	3%	N=11	13%	N=59	37%	N=163	31%	N=137	17%	N=73	100%	N=444
Participate in moderate or vigorous physical activity	5%	N=22	13%	N=57	30%	N=129	32%	N=141	20%	N=88	100%	N=437
Read or watch local news (via television, paper, computer, etc.)	8%	N=35	10%	N=46	12%	N=55	32%	N=141	38%	N=167	100%	N=444
Vote in local elections	10%	N=42	6%	N=26	9%	N=39	13%	N=57	63%	N=280	100%	N=444

Table 23: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	16%	N=72
Very good	43%	N=191
Good	31%	N=139
Fair	9%	N=41
Poor	1%	N=4
Total	100%	N=447

Table 24: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	10%	N=43
Somewhat positive	27%	N=116
Neutral	51%	N=220
Somewhat negative	12%	N=51
Very negative	1%	N=6
Total	100%	N=435

Table 25: Question D4

What is your employment status?	Percent	Number
Working full time for pay	53%	N=233
Working part time for pay	8%	N=37
Unemployed, looking for paid work	2%	N=10
Unemployed, not looking for paid work	4%	N=19
Fully retired	32%	N=142
Total	100%	N=442

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Table 26: Question D5

Do you work inside the boundaries of DeLand?	Percent	Number
Yes, outside the home	34%	N=143
Yes, from home	6%	N=24
No	61%	N=259
Total	100%	N=427

Table 27: Question D6

How many years have you lived in DeLand?	Percent	Number
Less than 2 years	15%	N=68
2 to 5 years	25%	N=112
6 to 10 years	15%	N=65
11 to 20 years	16%	N=71
More than 20 years	29%	N=128
Total	100%	N=443

Table 28: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	69%	N=291
Building with two or more homes (duplex, townhome, apartment or condominium)	26%	N=111
Mobile home	2%	N=8
Other	3%	N=12
Total	100%	N=423

Table 29: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	38%	N=161
Owned	62%	N=261
Total	100%	N=422

Table 30: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	6%	N=26
\$300 to \$599 per month	19%	N=81
\$600 to \$999 per month	29%	N=121
\$1,000 to \$1,499 per month	20%	N=85
\$1,500 to \$2,499 per month	20%	N=83
\$2,500 or more per month	6%	N=27
Total	100%	N=424

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Table 31: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	72%	N=316
Yes	28%	N=124
Total	100%	N=440

Table 32: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	66%	N=289
Yes	34%	N=149
Total	100%	N=439

Table 33: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	19%	N=78
\$25,000 to \$49,999	25%	N=105
\$50,000 to \$99,999	29%	N=121
\$100,000 to \$149,999	17%	N=73
\$150,000 or more	10%	N=41
Total	100%	N=418

Table 34: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=384
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=51
Total	100%	N=435

Table 35: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=10
Asian, Asian Indian or Pacific Islander	2%	N=10
Black or African American	7%	N=31
White	84%	N=367
Other	8%	N=34

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

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Table 36: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=19
25 to 34 years	17%	N=88
35 to 44 years	16%	N=79
45 to 54 years	19%	N=97
55 to 64 years	18%	N=88
65 to 74 years	16%	N=82
75 years or older	10%	N=50
Total	100%	N=504

Table 37: Question D16

What is your sex?	Percent	Number
Female	55%	N=232
Male	45%	N=187
Total	100%	N=419

Table 38: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	76%	N=335
Land line	9%	N=40
Both	15%	N=65
Total	100%	N=441

Responses including “don’t know”

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

Table 39: Question 1

Please rate each of the following aspects of quality of life in DeLand:	Excellent		Good		Fair		Poor		Don't know		Total	
DeLand as a place to live	40%	N=204	49%	N=254	9%	N=46	2%	N=10	0%	N=0	100%	N=514
Your neighborhood as a place to live	37%	N=186	44%	N=217	15%	N=75	3%	N=16	0%	N=1	100%	N=495
DeLand as a place to raise children	26%	N=127	43%	N=208	11%	N=53	4%	N=17	16%	N=79	100%	N=485
DeLand as a place to work	16%	N=78	32%	N=155	25%	N=120	6%	N=31	21%	N=105	100%	N=489
DeLand as a place to visit	37%	N=184	46%	N=227	11%	N=56	4%	N=21	1%	N=5	100%	N=493
DeLand as a place to retire	36%	N=175	41%	N=201	12%	N=60	3%	N=12	9%	N=42	100%	N=490
The overall quality of life in DeLand	29%	N=144	56%	N=277	12%	N=59	2%	N=9	0%	N=2	100%	N=491
DeLand as a place to recreate	23%	N=112	41%	N=202	21%	N=101	7%	N=33	8%	N=39	100%	N=486

Table 40: Question 2

Please rate each of the following characteristics as they relate to DeLand as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in DeLand	14%	N=70	57%	N=288	22%	N=114	7%	N=34	0%	N=2	100%	N=508
Overall ease of getting to the places you usually have to visit	31%	N=149	48%	N=235	14%	N=70	6%	N=32	0%	N=2	100%	N=487
Quality of overall natural environment in DeLand	27%	N=133	52%	N=255	17%	N=85	2%	N=12	0%	N=1	100%	N=486
Overall "built environment" of DeLand (including overall design, buildings, parks and transportation systems)	17%	N=85	51%	N=250	23%	N=115	7%	N=36	1%	N=4	100%	N=490
Health and wellness opportunities in DeLand	18%	N=87	46%	N=223	22%	N=108	9%	N=44	5%	N=25	100%	N=486
Overall opportunities for education and enrichment	19%	N=92	39%	N=190	26%	N=124	8%	N=40	8%	N=40	100%	N=485
Overall economic health of DeLand	12%	N=57	46%	N=224	27%	N=131	6%	N=30	9%	N=44	100%	N=485
Sense of community	34%	N=165	38%	N=186	18%	N=90	7%	N=33	3%	N=14	100%	N=488
Overall image or reputation of DeLand	33%	N=163	45%	N=220	16%	N=81	4%	N=18	2%	N=8	100%	N=490

Table 41: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in DeLand to someone who asks	50%	N=246	38%	N=183	6%	N=28	6%	N=30	0%	N=2	100%	N=489
Remain in DeLand for the next five years	61%	N=293	23%	N=109	9%	N=42	5%	N=25	1%	N=7	100%	N=476

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Table 42: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	63%	N=309	27%	N=133	2%	N=10	6%	N=31	1%	N=4	0%	N=1	100%	N=488
In DeLand's downtown/commercial area during the day	62%	N=298	31%	N=152	3%	N=16	2%	N=8	1%	N=3	2%	N=8	100%	N=485
In your neighborhood at night	37%	N=182	39%	N=189	9%	N=43	10%	N=48	4%	N=21	1%	N=4	100%	N=488
In DeLand's downtown/commercial area at night	21%	N=100	44%	N=215	12%	N=59	10%	N=50	3%	N=13	10%	N=49	100%	N=487

Table 43: Question 5

Please rate each of the following characteristics as they relate to DeLand as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	7%	N=35	48%	N=239	28%	N=141	16%	N=81	1%	N=3	100%	N=499
Ease of public parking	9%	N=46	42%	N=202	32%	N=156	14%	N=70	2%	N=12	100%	N=486
Ease of travel by car in DeLand	19%	N=92	53%	N=258	22%	N=105	5%	N=23	1%	N=5	100%	N=484
Ease of travel by public transportation in DeLand	4%	N=21	14%	N=65	13%	N=63	14%	N=68	55%	N=263	100%	N=480
Ease of travel by bicycle in DeLand	6%	N=27	25%	N=120	21%	N=102	12%	N=59	36%	N=172	100%	N=480
Ease of walking in DeLand	19%	N=91	47%	N=226	23%	N=112	5%	N=23	6%	N=29	100%	N=482
Availability of paths and walking trails	14%	N=70	29%	N=142	31%	N=151	10%	N=49	15%	N=73	100%	N=486
Air quality	24%	N=115	57%	N=278	11%	N=52	4%	N=18	4%	N=21	100%	N=484
Cleanliness of DeLand	22%	N=107	52%	N=253	18%	N=87	8%	N=39	0%	N=2	100%	N=487
Overall appearance of DeLand	28%	N=139	50%	N=245	17%	N=85	4%	N=17	0%	N=1	100%	N=487
Public places where people want to spend time	25%	N=121	50%	N=244	15%	N=72	6%	N=32	4%	N=17	100%	N=486
Variety of housing options	11%	N=53	41%	N=197	25%	N=119	12%	N=59	11%	N=55	100%	N=483
Availability of affordable quality housing	6%	N=29	32%	N=156	29%	N=140	16%	N=76	18%	N=85	100%	N=487
Fitness opportunities (including exercise classes and paths or trails, etc.)	17%	N=81	41%	N=199	30%	N=144	3%	N=15	9%	N=46	100%	N=485
Recreational opportunities	15%	N=75	40%	N=193	29%	N=140	8%	N=40	8%	N=38	100%	N=485
Availability of affordable quality food	23%	N=111	46%	N=224	26%	N=127	4%	N=18	2%	N=7	100%	N=487
Availability of affordable quality health care	17%	N=84	35%	N=173	26%	N=127	9%	N=46	12%	N=59	100%	N=489
Availability of preventive health services	16%	N=76	34%	N=164	23%	N=109	8%	N=41	19%	N=94	100%	N=484
Availability of affordable quality mental health care	7%	N=34	15%	N=72	20%	N=98	12%	N=60	46%	N=222	100%	N=487

Table 44: Question 6

Please rate each of the following characteristics as they relate to DeLand as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	6%	N=29	16%	N=78	13%	N=63	6%	N=27	59%	N=280	100%	N=477
K-12 education	7%	N=35	27%	N=126	17%	N=83	6%	N=29	43%	N=203	100%	N=476
Adult educational opportunities	8%	N=36	19%	N=92	21%	N=101	11%	N=53	41%	N=193	100%	N=475
Opportunities to attend cultural/arts/music activities	31%	N=149	40%	N=187	19%	N=90	4%	N=20	6%	N=27	100%	N=473
Opportunities to participate in religious or spiritual events and activities	31%	N=148	34%	N=161	14%	N=65	1%	N=6	20%	N=97	100%	N=477
Employment opportunities	6%	N=28	25%	N=118	30%	N=142	12%	N=57	27%	N=130	100%	N=476

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Please rate each of the following characteristics as they relate to DeLand as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Shopping opportunities	14%	N=67	47%	N=226	28%	N=135	10%	N=47	1%	N=4	100%	N=479
Cost of living in DeLand	9%	N=42	45%	N=215	33%	N=158	11%	N=51	2%	N=11	100%	N=478
Overall quality of business and service establishments in DeLand	20%	N=97	44%	N=213	27%	N=128	5%	N=23	4%	N=21	100%	N=481
Vibrant downtown/commercial area	43%	N=204	38%	N=181	14%	N=68	2%	N=12	3%	N=13	100%	N=478
Overall quality of new development in DeLand	13%	N=63	42%	N=200	27%	N=127	9%	N=42	9%	N=43	100%	N=476
Opportunities to participate in social events and activities	30%	N=142	41%	N=196	15%	N=72	4%	N=21	9%	N=44	100%	N=475
Opportunities to volunteer	23%	N=111	31%	N=150	12%	N=57	4%	N=18	30%	N=143	100%	N=479
Opportunities to participate in community matters	22%	N=106	32%	N=154	16%	N=75	6%	N=27	24%	N=112	100%	N=474
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=103	34%	N=164	21%	N=101	12%	N=57	12%	N=56	100%	N=480
Neighborliness of residents in DeLand	19%	N=91	43%	N=206	25%	N=118	8%	N=39	4%	N=21	100%	N=475
Dining opportunities	29%	N=139	40%	N=193	22%	N=105	7%	N=35	1%	N=7	100%	N=479

Table 45: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	12%	N=59	88%	N=418	100%	N=477
Made efforts to make your home more energy efficient	32%	N=151	68%	N=327	100%	N=479
Observed a code violation or other hazard in DeLand (weeds, abandoned buildings, etc.)	46%	N=215	54%	N=257	100%	N=471
Household member was a victim of a crime in DeLand	85%	N=406	15%	N=70	100%	N=476
Reported a crime to the police in DeLand	76%	N=365	24%	N=113	100%	N=478
Stocked supplies in preparation for an emergency	33%	N=159	67%	N=317	100%	N=477
Campaigned or advocated for an issue, cause or candidate	71%	N=340	29%	N=137	100%	N=478
Contacted the City of DeLand (in-person, phone, email or web) for help or information	56%	N=266	44%	N=212	100%	N=477
Contacted DeLand elected officials (in-person, phone, email or web) to express your opinion	83%	N=391	17%	N=81	100%	N=473

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Table 46: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in DeLand?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used DeLand recreation centers or their services	8%	N=40	13%	N=62	29%	N=137	49%	N=233	100%	N=472
Visited a neighborhood park or City park	15%	N=69	23%	N=109	41%	N=196	21%	N=100	100%	N=474
Used DeLand public libraries or their services	9%	N=42	12%	N=57	35%	N=162	44%	N=205	100%	N=467
Participated in religious or spiritual activities in DeLand	9%	N=42	19%	N=91	22%	N=104	49%	N=232	100%	N=469
Attended a City-sponsored event	5%	N=25	15%	N=71	51%	N=240	29%	N=138	100%	N=474
Used bus, rail or other public transportation instead of driving	1%	N=6	2%	N=10	7%	N=33	90%	N=426	100%	N=475
Carpooled with other adults or children instead of driving alone	12%	N=56	14%	N=67	15%	N=71	59%	N=280	100%	N=473
Walked or biked instead of driving	17%	N=79	15%	N=71	21%	N=97	48%	N=225	100%	N=472
Volunteered your time to some group/activity in DeLand	7%	N=34	9%	N=43	19%	N=92	64%	N=303	100%	N=471
Participated in a club	7%	N=31	9%	N=43	8%	N=40	76%	N=357	100%	N=471
Talked to or visited with your immediate neighbors	39%	N=183	35%	N=167	15%	N=73	11%	N=51	100%	N=474
Done a favor for a neighbor	20%	N=95	27%	N=128	33%	N=154	20%	N=96	100%	N=473

Table 47: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=5	2%	N=9	21%	N=100	76%	N=362	100%	N=476
Listened (online or on television) to a local public meeting	1%	N=2	3%	N=12	17%	N=72	79%	N=332	100%	N=419

Table 48: Question 10

Please rate the quality of each of the following services in DeLand:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	27%	N=126	35%	N=161	13%	N=62	9%	N=43	15%	N=68	100%	N=460
Fire services	33%	N=148	34%	N=155	4%	N=19	1%	N=4	28%	N=128	100%	N=454
Ambulance or emergency medical services	30%	N=135	33%	N=149	8%	N=38	2%	N=9	28%	N=126	100%	N=457
Crime prevention in the city overall	11%	N=50	37%	N=168	19%	N=86	14%	N=65	18%	N=83	100%	N=452
Fire prevention and education	14%	N=65	34%	N=155	13%	N=60	4%	N=19	34%	N=156	100%	N=455
Traffic enforcement	13%	N=61	35%	N=156	24%	N=107	15%	N=67	14%	N=62	100%	N=453
Street repair	10%	N=48	36%	N=165	25%	N=115	21%	N=98	7%	N=33	100%	N=459
Street cleaning	19%	N=88	41%	N=186	18%	N=82	15%	N=66	7%	N=34	100%	N=456
Street lighting	18%	N=81	44%	N=203	24%	N=108	12%	N=57	2%	N=8	100%	N=457
Sidewalk maintenance	18%	N=82	41%	N=184	22%	N=99	16%	N=71	3%	N=16	100%	N=452
Traffic signal timing	14%	N=63	39%	N=179	27%	N=125	17%	N=79	2%	N=9	100%	N=454
Garbage collection	36%	N=161	45%	N=203	14%	N=64	4%	N=17	2%	N=8	100%	N=452
Recycling	28%	N=130	42%	N=192	15%	N=70	9%	N=40	5%	N=25	100%	N=456
Yard waste pick-up	26%	N=116	39%	N=177	16%	N=71	9%	N=41	10%	N=46	100%	N=451
Storm drainage	16%	N=70	46%	N=208	16%	N=73	9%	N=42	13%	N=59	100%	N=452

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Please rate the quality of each of the following services in DeLand:	Excellent		Good		Fair		Poor		Don't know		Total	
Drinking water	18%	N=80	36%	N=161	25%	N=114	16%	N=72	5%	N=23	100%	N=450
Sewer services	18%	N=79	46%	N=206	15%	N=69	5%	N=22	16%	N=74	100%	N=450
Power (electric and/or gas) utility	23%	N=103	45%	N=203	20%	N=88	9%	N=42	3%	N=11	100%	N=447
Utility billing	18%	N=83	43%	N=195	24%	N=108	10%	N=44	5%	N=23	100%	N=453
City parks	29%	N=131	41%	N=186	14%	N=64	5%	N=20	11%	N=51	100%	N=451
Recreation programs or classes	10%	N=46	28%	N=125	13%	N=57	6%	N=25	44%	N=195	100%	N=448
Recreation centers or facilities	14%	N=61	29%	N=128	15%	N=66	5%	N=21	38%	N=169	100%	N=447
Land use, planning and zoning	8%	N=37	22%	N=97	23%	N=104	14%	N=62	32%	N=144	100%	N=443
Code enforcement (weeds, abandoned buildings, etc.)	7%	N=31	22%	N=97	27%	N=123	20%	N=88	24%	N=109	100%	N=448
Animal control	10%	N=45	34%	N=152	18%	N=80	10%	N=46	28%	N=125	100%	N=448
Economic development	10%	N=44	35%	N=155	19%	N=84	11%	N=49	26%	N=117	100%	N=449
Public information services	11%	N=51	32%	N=142	20%	N=87	9%	N=40	28%	N=125	100%	N=446
Cable television	7%	N=32	29%	N=131	19%	N=87	22%	N=101	22%	N=98	100%	N=449
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	N=90	38%	N=169	17%	N=78	5%	N=24	20%	N=90	100%	N=451
Preservation of natural areas such as open space, farmlands and greenbelts	13%	N=59	34%	N=154	20%	N=88	13%	N=59	20%	N=89	100%	N=449
DeLand open space	13%	N=60	32%	N=142	24%	N=105	12%	N=55	18%	N=81	100%	N=444
City-sponsored special events	32%	N=144	34%	N=153	14%	N=61	4%	N=17	16%	N=69	100%	N=445
Overall customer service by DeLand employees (police, receptionists, planners, etc.)	20%	N=91	42%	N=188	14%	N=64	8%	N=37	15%	N=68	100%	N=448
Crime prevention in your neighborhood	17%	N=78	35%	N=159	22%	N=99	14%	N=65	11%	N=51	100%	N=453
Police patrol in the city overall	15%	N=66	37%	N=164	24%	N=108	12%	N=56	12%	N=56	100%	N=450
Police patrol in your neighborhood	13%	N=61	27%	N=123	26%	N=119	23%	N=106	10%	N=43	100%	N=453
Police visibility	15%	N=69	31%	N=138	31%	N=138	18%	N=79	6%	N=27	100%	N=451
Overall confidence in the DeLand Police Department	19%	N=86	36%	N=164	19%	N=85	13%	N=59	13%	N=58	100%	N=452

Table 49: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of DeLand	23%	N=104	48%	N=215	20%	N=87	4%	N=18	5%	N=21	100%	N=445
The Federal Government	6%	N=27	32%	N=143	30%	N=132	18%	N=82	13%	N=60	100%	N=444
Volusia County	13%	N=59	42%	N=186	24%	N=107	10%	N=45	10%	N=44	100%	N=442
The State of Florida	12%	N=53	36%	N=158	28%	N=122	14%	N=61	11%	N=49	100%	N=444

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Table 50: Question 12

Please rate the following categories of DeLand government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to DeLand	11%	N=49	34%	N=152	26%	N=117	12%	N=54	17%	N=74	100%	N=446
The overall direction that DeLand is taking	16%	N=71	43%	N=190	19%	N=83	12%	N=55	11%	N=48	100%	N=446
The job DeLand government does at welcoming citizen involvement	13%	N=58	32%	N=141	18%	N=81	11%	N=47	27%	N=118	100%	N=445
Overall confidence in DeLand government	14%	N=61	36%	N=158	24%	N=106	11%	N=50	16%	N=69	100%	N=444
Generally acting in the best interest of the community	16%	N=73	40%	N=177	18%	N=78	12%	N=54	14%	N=63	100%	N=445
Being honest	15%	N=67	32%	N=141	16%	N=69	12%	N=54	25%	N=113	100%	N=444
Treating all residents fairly	17%	N=77	30%	N=133	18%	N=82	12%	N=53	22%	N=99	100%	N=444

Table 51: Question 13

Please rate how important, if at all, you think it is for the DeLand community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in DeLand	62%	N=281	33%	N=151	4%	N=19	0%	N=2	100%	N=453
Overall ease of getting to the places you usually have to visit	32%	N=145	49%	N=222	17%	N=78	1%	N=4	100%	N=450
Quality of overall natural environment in DeLand	43%	N=194	45%	N=203	11%	N=49	1%	N=4	100%	N=449
Overall "built environment" of DeLand (including overall design, buildings, parks and transportation systems)	35%	N=157	48%	N=215	16%	N=71	2%	N=7	100%	N=451
Health and wellness opportunities in DeLand	37%	N=165	42%	N=190	19%	N=86	2%	N=8	100%	N=448
Overall opportunities for education and enrichment	38%	N=173	42%	N=191	16%	N=70	4%	N=16	100%	N=450
Overall economic health of DeLand	49%	N=220	45%	N=201	6%	N=25	1%	N=3	100%	N=449
Sense of community	41%	N=183	46%	N=207	13%	N=57	0%	N=1	100%	N=448

Table 52: Question 14

Please rate how safe or unsafe you feel from the following in DeLand:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g. rape, assault, robbery)	25%	N=112	45%	N=202	14%	N=61	11%	N=50	4%	N=16	2%	N=7	100%	N=449
Property crimes (e.g. burglary, theft)	11%	N=48	48%	N=215	18%	N=80	15%	N=66	8%	N=34	2%	N=8	100%	N=451
Illegal drug activity (e.g. manufacture, sale or use of drugs)	14%	N=62	31%	N=141	22%	N=98	16%	N=73	11%	N=51	6%	N=27	100%	N=452
Intoxicated or impaired drivers	7%	N=33	33%	N=149	25%	N=111	21%	N=93	9%	N=40	6%	N=25	100%	N=451
Distracted drivers	4%	N=18	22%	N=101	21%	N=93	26%	N=118	24%	N=107	3%	N=15	100%	N=452

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Table 53: Question 15

Please rate the job the DeLand Police Department does at each of the following in your community:	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Communicating regularly with community members (e.g., in websites, emails or public meetings)	12%	N=53	30%	N=136	13%	N=59	14%	N=64	30%	N=136	100%	N=447
Inviting community members to provide input (e.g., comments, suggestions and concerns)	11%	N=50	24%	N=108	12%	N=54	16%	N=69	36%	N=160	100%	N=442
Responding quickly to emergency calls for assistance	22%	N=98	28%	N=125	11%	N=49	9%	N=38	30%	N=134	100%	N=444
Ease of contacting the Police Department	28%	N=122	30%	N=131	13%	N=60	7%	N=30	23%	N=101	100%	N=445
Working with people in your neighborhood to solve neighborhood problems	12%	N=55	23%	N=103	15%	N=64	13%	N=56	37%	N=163	100%	N=441
Being trustworthy	21%	N=93	33%	N=143	11%	N=49	11%	N=50	24%	N=105	100%	N=440
Treating all residents fairly	20%	N=88	26%	N=115	12%	N=55	12%	N=55	30%	N=132	100%	N=445
Being a positive influence in the community	22%	N=96	37%	N=164	14%	N=62	9%	N=39	19%	N=83	100%	N=444
Caring about the well-being of the people they deal with	21%	N=96	31%	N=137	11%	N=49	10%	N=46	26%	N=117	100%	N=444
Holding police officers accountable for their actions	17%	N=73	30%	N=132	11%	N=48	14%	N=61	29%	N=126	100%	N=440

Table 54: Question 16

Based on your most recent contact with a member of the DeLand Police Department, please rate each of the following aspects of the last employee with whom you had contact.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Fairness	25%	N=112	20%	N=91	8%	N=33	8%	N=36	39%	N=171	100%	N=443
Responsiveness to requests and/or needs	25%	N=112	20%	N=89	7%	N=31	9%	N=41	38%	N=168	100%	N=441
Treating all people involved in a respectful manner	28%	N=122	20%	N=90	6%	N=26	9%	N=42	37%	N=162	100%	N=443
Knowledge	25%	N=108	21%	N=92	7%	N=29	10%	N=42	38%	N=167	100%	N=439
Resolution of concerns	24%	N=107	16%	N=70	12%	N=53	10%	N=43	38%	N=166	100%	N=439

Table 55: Question 17

Please indicate your level of agreement about the following statement: I feel safer from crime now than I did five years ago.	Percent	Number
Strongly agree	12%	N=52
Somewhat agree	23%	N=102
Neither agree nor disagree	39%	N=174
Somewhat disagree	17%	N=74
Strongly disagree	9%	N=40
Total	100%	N=442

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Table 56: Question 18

Please indicate which method you use to pay your water bill: (Please select all that apply.)	Percent	Number
Online	54%	N=234
By phone	8%	N=35
By mail	13%	N=55
In person	7%	N=31
Not applicable/I personally don't pay the water bill	22%	N=96

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

Table 57: Question 19

Have you had any in-person, phone or email contact with an employee of the City's Utility Billing service within the last 12 months?	Percent	Number
No	66%	N=290
Yes	34%	N=149
Total	100%	N=439

Table 58: Question 20a

For which reason(s) did you contact the City's Utility Billing service in your most recent contact?	Percent	Number
Billing question	41%	N=61
Water quality	5%	N=7
To request repairs/report a leak	8%	N=12
Issues with water service	4%	N=6
To pay a bill	30%	N=45
To start or end service	30%	N=44
Other	8%	N=12

Total may exceed 100% as respondents could select more than one option. Asked only of respondents who had contact with the City's Utility Billing service within the last 12 months.

Table 59: Question 20b

What was your impression of the employee of the City's Utility Billing service in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Responsiveness to request or issue	48%	N=70	29%	N=43	16%	N=24	4%	N=6	2%	N=4	100%	N=146
Courtesy	55%	N=78	23%	N=33	13%	N=19	8%	N=12	1%	N=1	100%	N=142
Overall impression	47%	N=67	30%	N=42	11%	N=16	9%	N=13	3%	N=4	100%	N=142

Asked only of respondents who had contact with the City's Utility Billing service within the last 12 months.

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Table 60: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	13%	N=59	5%	N=23	7%	N=32	20%	N=88	54%	N=241	100%	N=442
Purchase goods or services from a business located in DeLand	1%	N=4	2%	N=8	12%	N=52	52%	N=228	34%	N=150	100%	N=442
Eat at least 5 portions of fruits and vegetables a day	3%	N=11	13%	N=59	37%	N=163	31%	N=137	17%	N=73	100%	N=444
Participate in moderate or vigorous physical activity	5%	N=22	13%	N=57	30%	N=129	32%	N=141	20%	N=88	100%	N=437
Read or watch local news (via television, paper, computer, etc.)	8%	N=35	10%	N=46	12%	N=55	32%	N=141	38%	N=167	100%	N=444
Vote in local elections	10%	N=42	6%	N=26	9%	N=39	13%	N=57	63%	N=280	100%	N=444

Table 61: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	16%	N=72
Very good	43%	N=191
Good	31%	N=139
Fair	9%	N=41
Poor	1%	N=4
Total	100%	N=447

Table 62: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	10%	N=43
Somewhat positive	27%	N=116
Neutral	51%	N=220
Somewhat negative	12%	N=51
Very negative	1%	N=6
Total	100%	N=435

Table 63: Question D4

What is your employment status?	Percent	Number
Working full time for pay	53%	N=233
Working part time for pay	8%	N=37
Unemployed, looking for paid work	2%	N=10
Unemployed, not looking for paid work	4%	N=19
Fully retired	32%	N=142
Total	100%	N=442

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Table 64: Question D5

Do you work inside the boundaries of DeLand?	Percent	Number
Yes, outside the home	34%	N=143
Yes, from home	6%	N=24
No	61%	N=259
Total	100%	N=427

Table 65: Question D6

How many years have you lived in DeLand?	Percent	Number
Less than 2 years	15%	N=68
2 to 5 years	25%	N=112
6 to 10 years	15%	N=65
11 to 20 years	16%	N=71
More than 20 years	29%	N=128
Total	100%	N=443

Table 66: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	69%	N=291
Building with two or more homes (duplex, townhome, apartment or condominium)	26%	N=111
Mobile home	2%	N=8
Other	3%	N=12
Total	100%	N=423

Table 67: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	38%	N=161
Owned	62%	N=261
Total	100%	N=422

Table 68: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	6%	N=26
\$300 to \$599 per month	19%	N=81
\$600 to \$999 per month	29%	N=121
\$1,000 to \$1,499 per month	20%	N=85
\$1,500 to \$2,499 per month	20%	N=83
\$2,500 or more per month	6%	N=27
Total	100%	N=424

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Table 69: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	72%	N=316
Yes	28%	N=124
Total	100%	N=440

Table 70: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	66%	N=289
Yes	34%	N=149
Total	100%	N=439

Table 71: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	19%	N=78
\$25,000 to \$49,999	25%	N=105
\$50,000 to \$99,999	29%	N=121
\$100,000 to \$149,999	17%	N=73
\$150,000 or more	10%	N=41
Total	100%	N=418

Table 72: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=384
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=51
Total	100%	N=435

Table 73: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=10
Asian, Asian Indian or Pacific Islander	2%	N=10
Black or African American	7%	N=31
White	84%	N=367
Other	8%	N=34

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

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Table 74: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=19
25 to 34 years	17%	N=88
35 to 44 years	16%	N=79
45 to 54 years	19%	N=97
55 to 64 years	18%	N=88
65 to 74 years	16%	N=82
75 years or older	10%	N=50
Total	100%	N=504

Table 75: Question D16

What is your sex?	Percent	Number
Female	55%	N=232
Male	45%	N=187
Total	100%	N=419

Table 76: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	76%	N=335
Land line	9%	N=40
Both	15%	N=65
Total	100%	N=441

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of DeLand chose to have comparisons made to the entire database.

Interpreting the Results

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

In that final column, DeLand’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by DeLand residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that DeLand’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then DeLand’s average rating was more than 20 points different when compared to the benchmark.

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

National Benchmark Comparisons

Table 77: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in DeLand	86%	189	456	Similar
Overall image or reputation of DeLand	80%	108	351	Similar
DeLand as a place to live	89%	179	393	Similar
Your neighborhood as a place to live	82%	171	316	Similar
DeLand as a place to raise children	83%	213	382	Similar
DeLand as a place to retire	84%	31	357	Higher
Overall appearance of DeLand	79%	132	359	Similar

Table 78: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in DeLand	71%	275	351	Similar
	In your neighborhood during the day	91%	257	358	Similar
	In DeLand's downtown/commercial area during the day	94%	136	319	Similar
Mobility	Overall ease of getting to the places you usually have to visit	79%	108	267	Similar
	Availability of paths and walking trails	51%	228	320	Similar
	Ease of walking in DeLand	70%	122	308	Similar
	Ease of travel by bicycle in DeLand	48%	191	308	Similar
	Ease of travel by public transportation in DeLand	40%	114	227	Similar
	Ease of travel by car in DeLand	73%	108	307	Similar
	Ease of public parking	52%	136	226	Similar
Natural Environment	Traffic flow on major streets	55%	138	343	Similar
	Quality of overall natural environment in DeLand	80%	142	280	Similar
	Cleanliness of DeLand	74%	172	287	Similar
Built Environment	Air quality	85%	120	249	Similar
	Overall "built environment" of DeLand (including overall design, buildings, parks and transportation systems)	69%	85	257	Similar
	Overall quality of new development in DeLand	61%	98	295	Similar
	Availability of affordable quality housing	46%	123	305	Similar
	Variety of housing options	58%	123	282	Similar
	Public places where people want to spend time	78%	75	250	Similar
	Overall economic health of DeLand	63%	147	264	Similar
	Vibrant downtown/commercial area	83%	9	239	Much higher
	Overall quality of business and service establishments in DeLand	67%	92	276	Similar
	Cost of living in DeLand	55%	68	260	Similar
Economy	Shopping opportunities	62%	135	299	Similar
	Employment opportunities	42%	148	313	Similar
	DeLand as a place to visit	84%	56	277	Higher
	DeLand as a place to work	61%	181	363	Similar
	Health and wellness opportunities in DeLand	67%	165	258	Similar
	Availability of affordable quality mental health care	40%	132	227	Similar
	Availability of preventive health services	62%	129	241	Similar
	Availability of affordable quality health care	60%	140	262	Similar
	Availability of affordable quality food	70%	81	247	Similar
	Recreational opportunities	60%	199	300	Similar
Recreation and Wellness	Fitness opportunities (including exercise classes and paths or trails, etc.)	64%	153	248	Similar
	Overall opportunities for education and enrichment	63%	159	260	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	81%	53	209	Similar
	Opportunities to attend cultural/arts/music activities	75%	43	298	Higher
	Adult educational opportunities	46%	175	237	Similar
	K-12 education	59%	209	276	Similar
	Availability of affordable quality child care/preschool	54%	114	260	Similar
Community Engagement	Opportunities to participate in social events and activities	78%	28	267	Higher
	Neighborliness of DeLand	65%	109	252	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	63%	117	296	Similar
	Opportunities to participate in community matters	72%	47	278	Similar
	Opportunities to volunteer	78%	58	268	Similar

Table 79: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of DeLand	75%	181	431	Similar
Overall customer service by DeLand employees (police, receptionists, planners, etc.)	73%	237	382	Similar
Value of services for the taxes paid to DeLand	54%	184	406	Similar
Overall direction that DeLand is taking	65%	115	320	Similar
Job DeLand government does at welcoming citizen involvement	61%	85	325	Similar
Overall confidence in DeLand government	58%	100	264	Similar
Generally acting in the best interest of the community	65%	76	263	Similar
Being honest	63%	101	255	Similar
Treating all residents fairly	61%	101	261	Similar
Services provided by the Federal Government	44%	91	254	Similar

Table 80: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	73%	331	464	Similar
	Fire services	93%	183	390	Similar
	Ambulance or emergency medical services	86%	224	350	Similar
	Crime prevention	59%	287	365	Similar
	Fire prevention and education	74%	216	287	Similar
	Animal control	61%	215	344	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	72%	63	281	Similar
Mobility	Traffic enforcement	56%	287	373	Similar
	Street repair	50%	208	390	Similar
	Street cleaning	65%	170	325	Similar
	Street lighting	63%	143	329	Similar
	Sidewalk maintenance	61%	124	325	Similar
	Traffic signal timing	54%	122	267	Similar
Natural Environment	Garbage collection	82%	185	358	Similar
	Recycling	75%	241	362	Similar
	Yard waste pick-up	72%	168	272	Similar
	Drinking water	56%	250	317	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	59%	162	260	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Built Environment	DeLand open space	56%	156	237	Similar
	Storm drainage	71%	154	355	Similar
	Sewer services	76%	190	323	Similar
	Power (electric and/or gas) utility	70%	147	183	Similar
	Utility billing	65%	156	229	Similar
	Land use, planning and zoning	45%	166	304	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	38%	293	393	Similar
Economy	Economic development	60%	127	288	Similar
Recreation and Wellness	City parks	79%	178	328	Similar
	Recreation programs or classes	68%	212	329	Similar
	Recreation centers or facilities	68%	153	281	Similar
Education and Enrichment	City-sponsored special events	79%	25	280	Higher
Community Engagement	Public information services	60%	220	290	Similar

Table 81: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	74%	44	314	Higher
Recommend living in DeLand to someone who asks	88%	142	290	Similar
Remain in DeLand for the next five years	86%	125	283	Similar
Contacted DeLand (in-person, phone, email or web) for help or information	44%	170	326	Similar

Table 82: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	67%	11	229	Much higher
	Did NOT report a crime to the police	76%	169	255	Similar
	Household member was NOT a victim of a crime	85%	212	276	Similar
Mobility	Used bus, rail or other public transportation instead of driving	10%	143	207	Lower
	Carpooled with other adults or children instead of driving alone	41%	144	242	Similar
	Walked or biked instead of driving	52%	156	251	Similar
Natural Environment	Made efforts to conserve water	88%	61	236	Similar
	Made efforts to make your home more energy efficient	68%	222	238	Similar
	Recycle at home	82%	202	262	Similar
Built Environment	Did NOT observe a code violation or other hazard in DeLand	46%	179	245	Similar
	NOT experiencing housing costs stress	68%	147	261	Similar
Economy	Purchase goods or services from a business located in DeLand	97%	110	248	Similar
	Economy will have positive impact on income	36%	73	262	Similar
	Work inside boundaries of DeLand	39%	115	249	Similar
Recreation and Wellness	Used DeLand recreation centers or their services	51%	185	240	Similar
	Visited a neighborhood park or City park	79%	211	272	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Eat at least 5 portions of fruits and vegetables a day	84%	108	240	Similar
	Participate in moderate or vigorous physical activity	82%	182	244	Similar
	In very good to excellent health	59%	174	244	Similar
Education and Enrichment	Used DeLand public libraries or their services	56%	190	251	Similar
	Participated in religious or spiritual activities in DeLand	51%	72	207	Similar
	Attended City-sponsored event	71%	29	250	Higher
Community Engagement	Campaigned or advocated for an issue, cause or candidate	29%	60	232	Similar
	Contacted DeLand elected officials (in-person, phone, email or web) to express your opinion	17%	124	246	Similar
	Volunteered your time to some group/activity in DeLand	36%	154	268	Similar
	Participated in a club	24%	141	247	Similar
	Talked to or visited with your immediate neighbors	89%	164	246	Similar
	Done a favor for a neighbor	80%	149	241	Similar
	Attended a local public meeting	24%	86	266	Similar
	Read or watch local news (via television, paper, computer, etc.)	82%	183	249	Similar
	Vote in local elections	85%	129	262	Similar

Communities included in national comparisons

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

Adams County, CO	441,603	Bainbridge Island city, WA	23,025
Airway Heights city, WA	6,114	Baltimore city, MD	620,961
Albany city, OR	50,158	Baltimore County, MD	805,029
Albemarle County, VA	98,970	Bartonville town, TX	1,469
Albert Lea city, MN	18,016	Battle Creek city, MI	52,347
Alexandria city, VA	139,966	Bay City city, MI	34,932
Algonquin village, IL	30,046	Bay Village city, OH	15,651
Aliso Viejo city, CA	47,823	Baytown city, TX	71,802
American Canyon city, CA	19,454	Bedford city, TX	46,979
Ames city, IA	58,965	Bedford town, MA	13,320
Ankeny city, IA	45,582	Bellevue city, WA	122,363
Ann Arbor city, MI	113,934	Bellingham city, WA	80,885
Apache Junction city, AZ	35,840	Benbrook city, TX	21,234
Arapahoe County, CO	572,003	Bend city, OR	76,639
Arkansas City city, AR	366	Bethlehem township, PA	23,730
Arlington city, TX	365,438	Bettendorf city, IA	33,217
Arvada city, CO	106,433	Billings city, MT	104,170
Asheville city, NC	83,393	Bloomington city, IN	80,405
Ashland city, OR	20,078	Bloomington city, MN	82,893
Ashland town, MA	16,593	Blue Springs city, MO	52,575
Ashland town, VA	7,225	Boise City city, ID	205,671
Aspen city, CO	6,658	Bonner Springs city, KS	7,314
Athens-Clarke County, GA	115,452	Boone County, KY	118,811
Auburn city, AL	53,380	Boulder city, CO	97,385
Augusta CCD, GA	134,777	Bowling Green city, KY	58,067
Aurora city, CO	325,078	Bozeman city, MT	37,280
Austin city, TX	790,390	Brentwood city, MO	8,055
Avon town, CO	6,447	Brentwood city, TN	37,060
Avon town, IN	12,446	Brighton city, CO	33,352
Avondale city, AZ	76,238	Brighton city, MI	7,444
Azusa city, CA	46,361	Bristol city, TN	26,702

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Broken Arrow city, OK	98,850	Dallas city, TX	1,197,816
Brookline CDP, MA	58,732	Danville city, KY	16,218
Brooklyn Center city, MN	30,104	Dardenne Prairie city, MO	11,494
Brooklyn city, OH	11,169	Darien city, IL	22,086
Broomfield city, CO	55,889	Davenport city, FL	2,888
Brownsburg town, IN	21,285	Davidson town, NC	10,944
Buffalo Grove village, IL	41,496	Dayton city, OH	141,527
Burlingame city, CA	28,806	Dayton town, WY	757
Cabarrus County, NC	178,011	Dearborn city, MI	98,153
Cambridge city, MA	105,162	Decatur city, GA	19,335
Canandaigua city, NY	10,545	Del Mar city, CA	4,161
Cannon Beach city, OR	1,690	DeLand city, FL	27,031
Cañon City city, CO	16,400	Delaware city, OH	34,753
Canton city, SD	3,057	Denison city, TX	22,682
Cape Coral city, FL	154,305	Denton city, TX	113,383
Carlisle borough, PA	18,682	Denver city, CO	600,158
Carlsbad city, CA	105,328	Des Moines city, IA	203,433
Carroll city, IA	10,103	Des Peres city, MO	8,373
Cartersville city, GA	19,731	Destin city, FL	12,305
Cary town, NC	135,234	Dover city, NH	29,987
Castine town, ME	1,366	Dublin city, CA	46,036
Castle Rock town, CO	48,231	Dublin city, OH	41,751
Cedar Hill city, TX	45,028	Duluth city, MN	86,265
Cedar Rapids city, IA	126,326	Durham city, NC	228,330
Celina city, TX	6,028	Durham County, NC	267,587
Centennial city, CO	100,377	Dyer town, IN	16,390
Chandler city, AZ	236,123	Eagan city, MN	64,206
Chandler city, TX	2,734	Eagle Mountain city, UT	21,415
Chanhassen city, MN	22,952	Eagle town, CO	6,508
Chapel Hill town, NC	57,233	Eau Claire city, WI	65,883
Chardon city, OH	5,148	Eden Prairie city, MN	60,797
Charles County, MD	146,551	Eden town, VT	1,323
Charlotte city, NC	731,424	Edgerton city, KS	1,671
Charlotte County, FL	159,978	Edgewater city, CO	5,170
Charlottesville city, VA	43,475	Edina city, MN	47,941
Chattanooga city, TN	167,674	Edmond city, OK	81,405
Chautauqua town, NY	4,464	Edmonds city, WA	39,709
Chesterfield County, VA	316,236	El Cerrito city, CA	23,549
Clackamas County, OR	375,992	El Dorado County, CA	181,058
Clarendon Hills village, IL	8,427	El Paso de Robles (Paso Robles) city, CA	29,793
Clayton city, MO	15,939	Elk Grove city, CA	153,015
Clearwater city, FL	107,685	Elko New Market city, MN	4,110
Cleveland Heights city, OH	46,121	Elmhurst city, IL	44,121
Clinton city, SC	8,490	Englewood city, CO	30,255
Clive city, IA	15,447	Erie town, CO	18,135
Clovis city, CA	95,631	Escambia County, FL	297,619
College Park city, MD	30,413	Estes Park town, CO	5,858
College Station city, TX	93,857	Euclid city, OH	48,920
Colleyville city, TX	22,807	Fairview town, TX	7,248
Collinsville city, IL	25,579	Farmers Branch city, TX	28,616
Columbia city, MO	108,500	Farmersville city, TX	3,301
Columbia city, SC	129,272	Farmington Hills city, MI	79,740
Columbia Falls city, MT	4,688	Farmington town, CT	25,340
Commerce City city, CO	45,913	Fayetteville city, GA	15,945
Concord city, CA	122,067	Fayetteville city, NC	200,564
Concord town, MA	17,668	Fernandina Beach city, FL	11,487
Conshohocken borough, PA	7,833	Flagstaff city, AZ	65,870
Coolidge city, AZ	11,825	Flower Mound town, TX	64,669
Coon Rapids city, MN	61,476	Forest Grove city, OR	21,083
Copperas Cove city, TX	32,032	Fort Collins city, CO	143,986
Coral Springs city, FL	121,096	Franklin city, TN	62,487
Coronado city, CA	18,912	Frederick town, CO	8,679
Corvallis city, OR	54,462	Fremont city, CA	214,089
Cottonwood Heights city, UT	33,433	Friendswood city, TX	35,805
Coventry Lake CDP, CT	2,990	Fruita city, CO	12,646
Creve Coeur city, MO	17,833	Gahanna city, OH	33,248
Cupertino city, CA	58,302	Gaithersburg city, MD	59,933
Dacono city, CO	4,152	Galveston city, TX	47,743
Dakota County, MN	398,552	Gardner city, KS	19,123
Dallas city, OR	14,583	Georgetown city, TX	47,400

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Germantown city, TN	38,844	Kettering city, OH	56,163
Gilbert town, AZ	208,453	Key West city, FL	24,649
Gillette city, WY	29,087	King City city, CA	12,874
Glen Ellyn village, IL	27,450	Kingman city, AZ	28,068
Glendora city, CA	50,073	Kirkland city, WA	48,787
Glenview village, IL	44,692	Kirkwood city, MO	27,540
Golden city, CO	18,867	Knoxville city, IA	7,313
Golden Valley city, MN	20,371	La Plata town, MD	8,753
Goodyear city, AZ	65,275	La Vista city, NE	15,758
Grafton village, WI	11,459	Laguna Niguel city, CA	62,979
Grand Blanc city, MI	8,276	Lake Forest city, IL	19,375
Grants Pass city, OR	34,533	Lake in the Hills village, IL	28,965
Grass Valley city, CA	12,860	Lake Stevens city, WA	28,069
Greeley city, CO	92,889	Lake Worth city, FL	34,910
Greenville city, NC	84,554	Lake Zurich village, IL	19,631
Greenwich town, CT	61,171	Lakeville city, MN	55,954
Greenwood Village city, CO	13,925	Lakewood city, CO	142,980
Greer city, SC	25,515	Lakewood city, WA	58,163
Gunnison County, CO	15,324	Lancaster County, SC	76,652
Haltom City city, TX	42,409	Lane County, OR	351,715
Hamilton city, OH	62,477	Lansing city, MI	114,297
Hamilton town, MA	7,764	Laramie city, WY	30,816
Hampton city, VA	137,436	Larimer County, CO	299,630
Hanover County, VA	99,863	Las Cruces city, NM	97,618
Harrisburg city, SD	4,089	Las Vegas city, NM	13,753
Harrisonburg city, VA	48,914	Lawrence city, KS	87,643
Harrisonville city, MO	10,019	Lawrenceville city, GA	28,546
Hastings city, MN	22,172	Lee's Summit city, MO	91,364
Hayward city, CA	144,186	Lehi city, UT	47,407
Henderson city, NV	257,729	Lenexa city, KS	48,190
Herndon town, VA	23,292	Lewisville city, TX	95,290
High Point city, NC	104,371	Lewisville town, NC	12,639
Highland Park city, IL	29,763	Libertyville village, IL	20,315
Highlands Ranch CDP, CO	96,713	Lincolnwood village, IL	12,590
Homer Glen village, IL	24,220	Lindsborg city, KS	3,458
Honolulu County, HI	953,207	Little Chute village, WI	10,449
Hooksett town, NH	13,451	Littleton city, CO	41,737
Hopkins city, MN	17,591	Livermore city, CA	80,968
Hopkinton town, MA	14,925	Lombard village, IL	43,165
Hoquiam city, WA	8,726	Lone Tree city, CO	10,218
Horry County, SC	269,291	Long Grove village, IL	8,043
Howard village, WI	17,399	Longmont city, CO	86,270
Hudson town, CO	2,356	Longview city, TX	80,455
Huntley village, IL	24,291	Lonsdale city, MN	3,674
Huntsville city, TX	38,548	Los Alamos County, NM	17,950
Hurst city, TX	37,337	Los Altos Hills town, CA	7,922
Hutchinson city, MN	14,178	Loudoun County, VA	312,311
Hutto city, TX	14,698	Louisville city, CO	18,376
Independence city, MO	116,830	Lower Merion township, PA	57,825
Indianola city, IA	14,782	Lynchburg city, VA	75,568
Indio city, CA	76,036	Lynnwood city, WA	35,836
Iowa City city, IA	67,862	Macomb County, MI	840,978
Irving city, TX	216,290	Manassas city, VA	37,821
Issaquah city, WA	30,434	Manhattan Beach city, CA	35,135
Jackson city, MO	13,758	Manhattan city, KS	52,281
Jackson County, MI	160,248	Mankato city, MN	39,309
James City County, VA	67,009	Maple Grove city, MN	61,567
Jefferson County, NY	116,229	Maplewood city, MN	38,018
Jefferson Parish, LA	432,552	Maricopa County, AZ	3,817,117
Johnson City city, TN	63,152	Marin County, CA	252,409
Johnston city, IA	17,278	Marion city, IA	34,768
Jupiter town, FL	55,156	Mariposa County, CA	18,251
Kalamazoo city, MI	74,262	Marshfield city, WI	19,118
Kansas City city, KS	145,786	Martinez city, CA	35,824
Kansas City city, MO	459,787	Marysville city, WA	60,020
Keizer city, OR	36,478	Matthews town, NC	27,198
Kenmore city, WA	20,460	Maui County, HI	154,834
Kennedale city, TX	6,763	McAllen city, TX	129,877
Kent city, WA	92,411	McKinney city, TX	131,117
Kerrville city, TX	22,347	McMinnville city, OR	32,187

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Mecklenburg County, NC	919,628	Olympia city, WA	46,478
Menlo Park city, CA	32,026	Orange village, OH	3,323
Menomonee Falls village, WI	35,626	Orland Park village, IL	56,767
Mercer Island city, WA	22,699	Orleans Parish, LA	343,829
Meridian charter township, MI	39,688	Oshkosh city, WI	66,083
Meridian city, ID	75,092	Oshtemo charter township, MI	21,705
Merriam city, KS	11,003	Oswego village, IL	30,355
Mesa city, AZ	439,041	Ottawa County, MI	263,801
Mesa County, CO	146,723	Overland Park city, KS	173,372
Miami Beach city, FL	87,779	Paducah city, KY	25,024
Miami city, FL	399,457	Palm Beach Gardens city, FL	48,452
Middleton city, WI	17,442	Palm Coast city, FL	75,180
Midland city, MI	41,863	Palo Alto city, CA	64,403
Milford city, DE	9,559	Palos Verdes Estates city, CA	13,438
Milton city, GA	32,661	Papillion city, NE	18,894
Minneapolis city, MN	382,578	Paradise Valley town, AZ	12,820
Minnetrista city, MN	6,384	Park City city, UT	7,558
Missouri City city, TX	67,358	Parker town, CO	45,297
Modesto city, CA	201,165	Parkland city, FL	23,962
Moline city, IL	43,483	Pasco city, WA	59,781
Monroe city, MI	20,733	Pasco County, FL	464,697
Monterey city, CA	27,810	Payette city, ID	7,433
Montgomery city, MN	2,956	Pearland city, TX	91,252
Montgomery County, MD	971,777	Peoria city, AZ	154,065
Monticello city, UT	1,972	Peoria city, IL	115,007
Montrose city, CO	19,132	Pflugerville city, TX	46,936
Monument town, CO	5,530	Pinehurst village, NC	13,124
Moraga town, CA	16,016	Piqua city, OH	20,522
Morristown city, TN	29,137	Pitkin County, CO	17,148
Morrisville town, NC	18,576	Plano city, TX	259,841
Morro Bay city, CA	10,234	Platte City city, MO	4,691
Mountain Village town, CO	1,320	Pleasant Hill city, IA	8,785
Mountlake Terrace city, WA	19,909	Pleasanton city, CA	70,285
Murphy city, TX	17,708	Polk County, IA	430,640
Naperville city, IL	141,853	Pompano Beach city, FL	99,845
Napoleon city, OH	8,749	Port Orange city, FL	56,048
Nederland city, TX	17,547	Port St. Lucie city, FL	164,603
Needham CDP, MA	28,886	Portland city, OR	583,776
Nevada City city, CA	3,068	Powell city, OH	11,500
Nevada County, CA	98,764	Powhatan County, VA	28,046
New Braunfels city, TX	57,740	Prince William County, VA	402,002
New Brighton city, MN	21,456	Prior Lake city, MN	22,796
New Concord village, OH	2,491	Pueblo city, CO	106,595
New Hope city, MN	20,339	Purcellville town, VA	7,727
New Orleans city, LA	343,829	Queen Creek town, AZ	26,361
New Smyrna Beach city, FL	22,464	Raleigh city, NC	403,892
New Ulm city, MN	13,522	Ramsey city, MN	23,668
Newberg city, OR	22,068	Raymond town, ME	4,436
Newport city, RI	24,672	Raymore city, MO	19,206
Newport News city, VA	180,719	Redmond city, OR	26,215
Newton city, IA	15,254	Redmond city, WA	54,144
Noblesville city, IN	51,969	Redwood City city, CA	76,815
Norcross city, GA	9,116	Reno city, NV	225,221
Norfolk city, NE	24,210	Reston CDP, VA	58,404
Norfolk city, VA	242,803	Richland city, WA	48,058
North Mankato city, MN	13,394	Richmond city, CA	103,701
North Port city, FL	57,357	Richmond Heights city, MO	8,603
North Richland Hills city, TX	63,343	Rio Rancho city, NM	87,521
North Yarmouth town, ME	3,565	River Falls city, WI	15,000
Novato city, CA	51,904	Riverside city, CA	303,871
Novi city, MI	55,224	Roanoke city, VA	97,032
O'Fallon city, IL	28,281	Roanoke County, VA	92,376
O'Fallon city, MO	79,329	Rochester city, NY	210,565
Oak Park village, IL	51,878	Rochester Hills city, MI	70,995
Oakland city, CA	390,724	Rock Hill city, SC	66,154
Oakley city, CA	35,432	Rockville city, MD	61,209
Oklahoma City city, OK	579,999	Roeland Park city, KS	6,731
Olathe city, KS	125,872	Rogers city, MN	8,597
Old Town city, ME	7,840	Rohnert Park city, CA	40,971
Olmsted County, MN	144,248	Rolla city, MO	19,559

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Roselle village, IL.....	22,763	Surprise city, AZ.....	117,517
Rosemount city, MN.....	21,874	Suwanee city, GA.....	15,355
Rosenberg city, TX.....	30,618	Tacoma city, WA.....	198,397
Roseville city, MN.....	33,660	Takoma Park city, MD.....	16,715
Round Rock city, TX.....	99,887	Tamarac city, FL.....	60,427
Royal Oak city, MI.....	57,236	Temecula city, CA.....	100,097
Royal Palm Beach village, FL.....	34,140	Tempe city, AZ.....	161,719
Sacramento city, CA.....	466,488	Temple city, TX.....	66,102
Sahuarita town, AZ.....	25,259	Texarkana city, TX.....	36,411
Sammamish city, WA.....	45,780	The Woodlands CDP, TX.....	93,847
San Anselmo town, CA.....	12,336	Thousand Oaks city, CA.....	126,683
San Diego city, CA.....	1,307,402	Tigard city, OR.....	48,035
San Francisco city, CA.....	805,235	Tracy city, CA.....	82,922
San Jose city, CA.....	945,942	Trinidad CCD, CO.....	12,017
San Marcos city, CA.....	83,781	Tualatin city, OR.....	26,054
San Marcos city, TX.....	44,894	Tulsa city, OK.....	391,906
San Rafael city, CA.....	57,713	Tustin city, CA.....	75,540
Sangamon County, IL.....	197,465	Twin Falls city, ID.....	44,125
Santa Fe city, NM.....	67,947	Unalaska city, AK.....	4,376
Santa Fe County, NM.....	144,170	University Heights city, OH.....	13,539
Santa Monica city, CA.....	89,736	University Park city, TX.....	23,068
Sarasota County, FL.....	379,448	Upper Arlington city, OH.....	33,771
Savage city, MN.....	26,911	Urbandale city, IA.....	39,463
Schaumburg village, IL.....	74,227	Vail town, CO.....	5,305
Schertz city, TX.....	31,465	Ventura CCD, CA.....	111,889
Scott County, MN.....	129,928	Vernon Hills village, IL.....	25,113
Scottsdale city, AZ.....	217,385	Vestavia Hills city, AL.....	34,033
Sedona city, AZ.....	10,031	Victoria city, MN.....	7,345
Sevierville city, TN.....	14,807	Vienna town, VA.....	15,687
Shakopee city, MN.....	37,076	Virginia Beach city, VA.....	437,994
Sharonville city, OH.....	13,560	Walnut Creek city, CA.....	64,173
Shawnee city, KS.....	62,209	Warrensburg city, MO.....	18,838
Shawnee city, OK.....	29,857	Washington County, MN.....	238,136
Sherborn town, MA.....	4,119	Washington town, NH.....	1,123
Shoreline city, WA.....	53,007	Washoe County, NV.....	421,407
Shoreview city, MN.....	25,043	Washougal city, WA.....	14,095
Shorewood village, IL.....	15,615	Wauwatosa city, WI.....	46,396
Shorewood village, WI.....	13,162	Waverly city, IA.....	9,874
Sierra Vista city, AZ.....	43,888	Wentzville city, MO.....	29,070
Silverton city, OR.....	9,222	West Carrollton city, OH.....	13,143
Sioux Center city, IA.....	7,048	Western Springs village, IL.....	12,975
Sioux Falls city, SD.....	153,888	Westerville city, OH.....	36,120
Skokie village, IL.....	64,784	Westlake town, TX.....	992
Snoqualmie city, WA.....	10,670	Westminster city, CO.....	106,114
Snowmass Village town, CO.....	2,826	Weston town, MA.....	11,261
Somerset town, MA.....	18,165	Wheat Ridge city, CO.....	30,166
South Jordan city, UT.....	50,418	White House city, TN.....	10,255
South Lake Tahoe city, CA.....	21,403	Wichita city, KS.....	382,368
Southlake city, TX.....	26,575	Williamsburg city, VA.....	14,068
Spearfish city, SD.....	10,494	Willowbrook village, IL.....	8,540
Spring Hill city, KS.....	5,437	Wilmington city, NC.....	106,476
Springfield city, MO.....	159,498	Wilsonville city, OR.....	19,509
Springville city, UT.....	29,466	Windsor town, CO.....	18,644
St. Augustine city, FL.....	12,975	Windsor town, CT.....	29,044
St. Charles city, IL.....	32,974	Winnetka village, IL.....	12,187
St. Cloud city, FL.....	35,183	Winter Garden city, FL.....	34,568
St. Joseph city, MO.....	76,780	Woodbury city, MN.....	61,961
St. Joseph town, WI.....	3,842	Woodinville city, WA.....	10,938
St. Louis County, MN.....	200,226	Woodland city, CA.....	55,468
State College borough, PA.....	42,034	Wyandotte County, KS.....	157,505
Steamboat Springs city, CO.....	12,088	Yakima city, WA.....	91,067
Sugar Grove village, IL.....	8,997	York County, VA.....	65,464
Sugar Land city, TX.....	78,817	Yorktown town, IN.....	9,405
Suisun City city, CA.....	28,111	Yorkville city, IL.....	16,921
Summit County, UT.....	36,324	Yountville city, CA.....	2,933
Summit village, IL.....	11,054		
Sunnyvale city, CA.....	140,081		

Appendix C: Detailed Survey Methods

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

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

Survey Validity

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

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

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

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

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

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

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

Selecting Survey Recipients

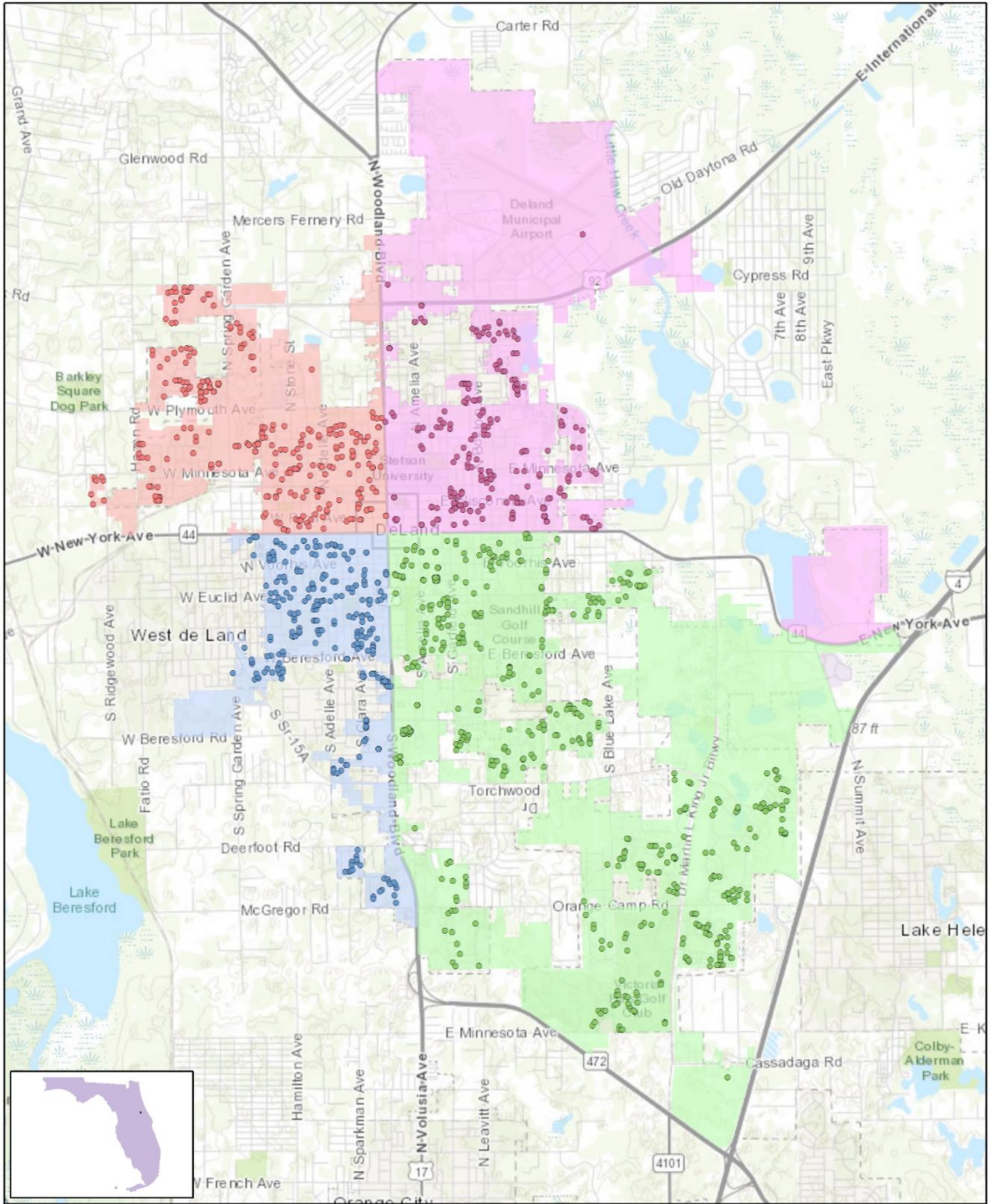
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of DeLand were eligible to participate in the survey. A list of all households within the zip codes serving DeLand was purchased from Go-Dog Direct based on updated listings from the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

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

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

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of DeLand website. This opt-in survey was identical to the scientific survey and open to all City residents.

Figure 1: Location of Survey Recipients



Survey Recipients in DeLand, FL

- In Northeast DeLand ● In Southeast DeLand ■ Northeast ■ Southeast
- In Northwest DeLand ● In Southwest DeLand ■ Northwest ■ Southwest

0 1.5 3 Miles



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on February 15, 2019. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English. Both cover letters included a URL through which the residents selected for the mail survey could choose respond online rather than by mail. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on March 22, 2019 and remained open for two weeks.

About 4% of the 1,600 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,541 eligible households that received the survey, 350 completed the survey, providing an overall response rate of 23%. Of the 350 completed surveys, 44 were completed online. Additionally, responses were tracked by four areas; response rates by area ranged from 13% to 26%. The response rates were calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons. Additionally, 182 residents completed the online opt-in survey, providing a grand total of 532 completed surveys.

Table 83: Survey Response Rates by Area

	Northeast	Northwest	Southeast	Southwest	Overall
Total sample used	279	386	598	337	1,600
I=Complete Interviews	68	87	146	42	343
P=Partial Interviews	0	2	5	0	7
R=Refusal and break off	0	0	0	1	1
NC=Non Contact	0	0	0	0	0
O=Other	0	0	0	0	0
UH=Unknown household	0	0	0	0	0
UO=Unknown other	199	284	432	275	1,190
NE=Not eligible	12	13	15	19	59
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	25%	24%	26%	13%	23%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.²

The margin of error for the City of DeLand survey is no greater than plus or minus four³ percentage points around any given percent reported for all respondents (532 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

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

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

³ Although this has become the traditional way to describe survey research precision, when opt-in results are blended with scientific results, assumptions about randomness of responses are not the same as when results come only from the random sample. Consequently other terms sometimes are used in place of “confidence interval” or “margin of error,” such as “credibility intervals.” We hew to the traditional way of describing sample-driven uncertainty while we work with the industry to sort out the best ways to describe these new approaches.

Survey Processing (Data Entry)

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

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

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

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

Survey Data Weighting

Upon completion of data collection for both the scientific (probability) and nonscientific open participation online opt-in (non-probability) surveys, data were compared in order to determine whether it was appropriate to combine, or blend, both datasets together. In the case of DeLand, characteristics of respondents to the non-probability survey were similar to the probability survey, in both respondent trait and opinion, indicating that the two datasets could be blended. This decision reflects a growing trend in survey research toward integration of traditional scientific probability survey respondents and non-probability survey respondents (opt-in).

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of DeLand. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. Both survey datasets were weighted independently and then combined into one final dataset. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race, sex and age, and area. No adjustments were made for design effects.

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

The National Citizen Survey™

Table 84: DeLand, FL 2019 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	44%	20%	38%
Own home	56%	80%	62%
Detached unit*	70%	73%	71%
Attached unit*	30%	27%	29%
Race and Ethnicity			
White	77%	89%	81%
Not white	23%	11%	19%
Not Hispanic	89%	92%	88%
Hispanic	11%	8%	12%
Sex and Age			
Female	55%	56%	55%
Male	45%	44%	45%
18-34 years of age	26%	10%	21%
35-54 years of age	32%	24%	35%
55+ years of age	42%	65%	44%
Females 18-34	14%	5%	11%
Females 35-54	17%	11%	18%
Females 55+	25%	39%	26%
Males 18-34	12%	4%	11%
Males 35-54	15%	9%	15%
Males 55+	17%	32%	19%
AREA			
Northeast	17%	24%	20%
Northwest	24%	26%	24%
Southeast	44%	38%	41%
Southwest	15%	12%	15%

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

Survey Data Analysis and Reporting

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

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Appendix D: Survey Materials

Dear DeLand Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Robert F. Apgar
Mayor

Dear DeLand Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

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Sincerely,



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Thank you for helping create a better City!

Sincerely,



Robert F. Apgar
Mayor



City Hall
120 South Florida Avenue
DeLand, FL 32720

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



City Hall
120 South Florida Avenue
DeLand, FL 32720

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Presorted
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PAID
Boulder, CO
Permit NO. 94



City of DeLand

“The Athens of Florida”

www.deland.org

February 2019

Dear City of DeLand Resident:

Please help us shape the future of DeLand! You have been selected at random to participate in the 2019 DeLand Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help DeLand make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/placeholderxx>

If you have any questions about the survey please call 386-626-7117.

Thank you for your time and participation!

Sincerely,

Robert F. Apgar
Mayor



City of DeLand

“The Athens of Florida”

www.deland.org

March 2019

Dear City of DeLand Resident:

Here's a second chance if you haven't already responded to the 2019 DeLand Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of DeLand! You have been selected at random to participate in the 2019 DeLand Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help DeLand make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/placeholderxx>

If you have any questions about the survey please call 386-626-7117.

Thank you for your time and participation!

Sincerely,

Robert F. Apgar
Mayor

The City of DeLand 2019 Citizen Survey

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

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

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in DeLand.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in DeLand.....	1	2	3	4	5
Overall "built environment" of DeLand (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in DeLand.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of DeLand.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of DeLand.....	1	2	3	4	5

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

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

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In DeLand's downtown/commercial area during the day ...	1	2	3	4	5	6
In your neighborhood at night.....	1	2	3	4	5	6
In DeLand's downtown/commercial area at night.....	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to DeLand as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in DeLand.....	1	2	3	4	5
Ease of travel by public transportation in DeLand.....	1	2	3	4	5
Ease of travel by bicycle in DeLand.....	1	2	3	4	5
Ease of walking in DeLand.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Cleanliness of DeLand.....	1	2	3	4	5
Overall appearance of DeLand.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to DeLand as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in DeLand.....	1	2	3	4	5
Overall quality of business and service establishments in DeLand.....	1	2	3	4	5
Vibrant downtown/commercial area.....	1	2	3	4	5
Overall quality of new development in DeLand.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Neighborliness of residents in DeLand.....	1	2	3	4	5
Dining opportunities.....	1	2	3	4	5

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

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water.....	1	2
Made efforts to make your home more energy efficient.....	1	2
Observed a code violation or other hazard in DeLand (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in DeLand.....	1	2
Reported a crime to the police in DeLand.....	1	2
Stocked supplies in preparation for an emergency.....	1	2
Campaigned or advocated for an issue, cause or candidate.....	1	2
Contacted the City of DeLand (in-person, phone, email or web) for help or information.....	1	2
Contacted DeLand elected officials (in-person, phone, email or web) to express your opinion.....	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in DeLand?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used DeLand recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used DeLand public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in DeLand.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving.....	1	2	3	4
Volunteered your time to some group/activity in DeLand.....	1	2	3	4
Participated in a club.....	1	2	3	4
Talked to or visited with your immediate neighbors.....	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or listened to a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting.....	1	2	3	4
<u>Listened</u> to a local public City meeting.....	1	2	3	4

The City of DeLand 2019 Citizen Survey

10. Please rate the quality of each of the following services in DeLand:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention in the city overall	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
DeLand open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by DeLand employees (police, receptionists, planners, etc.)	1	2	3	4	5
Crime prevention in your neighborhood.....	1	2	3	4	5
Police patrol in the city overall.....	1	2	3	4	5
Police patrol in your neighborhood	1	2	3	4	5
Police visibility	1	2	3	4	5
Over confidence in the DeLand Police Department	1	2	3	4	5

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

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

12. Please rate the following categories of City of DeLand government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to DeLand	1	2	3	4	5
The overall direction that DeLand is taking.....	1	2	3	4	5
The job DeLand government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in DeLand government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

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

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in DeLand	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in DeLand	1	2	3	4
Overall “built environment” of DeLand (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in DeLand.....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of DeLand.....	1	2	3	4
Sense of community.....	1	2	3	4

14. Please rate how safe or unsafe you feel from the following in DeLand:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
Violent crime (e.g. rape, assault, robbery).....	1	2	3	4	5	6
Property crimes (e.g. burglary, theft).....	1	2	3	4	5	6
Illegal drug activity (e.g. manufacture, sale or use of drugs)..	1	2	3	4	5	6
Intoxicated or impaired drivers	1	2	3	4	5	6
Distracted drivers.....	1	2	3	4	5	6

15. Please rate the job the DeLand Police Department does at each of the following in your community:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Communicating regularly with community members (e.g., in websites, emails or public meetings).....	1	2	3	4	5
Inviting community members to provide input (e.g., comments, suggestions and concerns)	1	2	3	4	5
Responding quickly to emergency calls for assistance	1	2	3	4	5
Ease of contacting the Police Department	1	2	3	4	5
Working with people in your neighborhood to solve neighborhood problems..	1	2	3	4	5
Being trustworthy.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Being a positive influence in the community	1	2	3	4	5
Caring about the well-being of the people they deal with.....	1	2	3	4	5
Holding police officers accountable for their actions.....	1	2	3	4	5

16. Based on your most recent contact with a member of the DeLand Police Department, please rate each of the following aspects of the last employee with whom you had contact.

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Fairness.....	1	2	3	4	5
Responsiveness to requests and/or needs.....	1	2	3	4	5
Treating all people involved in a respectful manner.....	1	2	3	4	5
Knowledge.....	1	2	3	4	5
Resolution of concerns.....	1	2	3	4	5

17. Please indicate your level of agreement about the following statement: I feel safer from crime now than I did five years ago.

- Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

18. Please indicate which method you use to pay your water bill: (Please select all that apply.)

- Online By phone By mail In person Not applicable/I personally don't pay the water bill

19. Have you had any in-person, phone or email contact with an employee of the City's Utility Billing service within the last 12 months?

- No → Go to Question D1 Yes → Go to Question 20A

20A. For which reason(s) did you contact the City's Utility Billing service in your most recent contact?

- Billing question To request repairs/report a leak To pay a bill Other
 Water quality Issues with water service To start or end service

20B. What was your impression of the employee of the City's Utility Billing service in your most recent contact?

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

The City of DeLand 2019 Citizen Survey

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

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home.....	1	2	3	4	5
Purchase goods or services from a business located in DeLand.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day.....	1	2	3	4	5
Participate in moderate or vigorous physical activity.....	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.).....	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of DeLand?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in DeLand?

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

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

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

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

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

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

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

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

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

D15. In which category is your age?

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

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

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