The National Citizen Survey™

GUNNISON COUNTY, CO
2011

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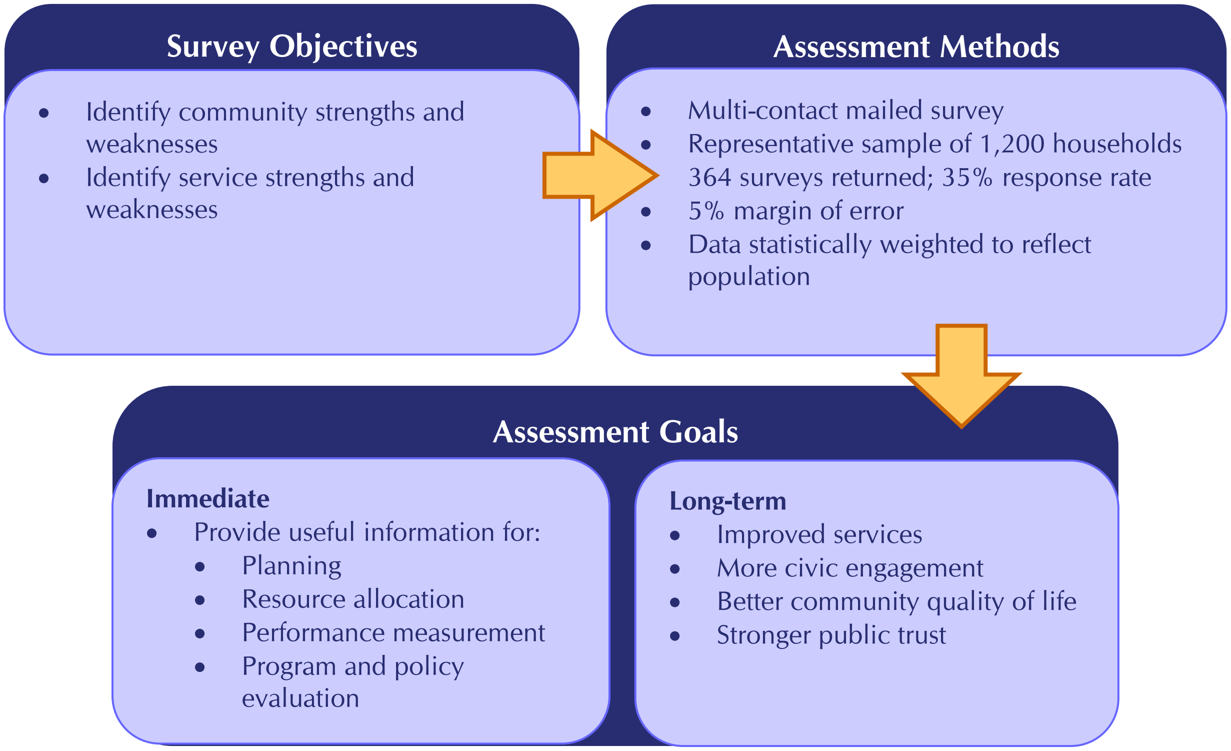
SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



Survey Objectives

- Identify community strengths and weaknesses
- Identify service strengths and weaknesses

Assessment Methods

- Multi-contact mailed survey
- Representative sample of 1,200 households
- 364 surveys returned; 35% response rate
- 5% margin of error
- Data statistically weighted to reflect population

Assessment Goals

Immediate

- Provide useful information for:
    - Planning
    - Resource allocation
    - Performance measurement
    - Program and policy evaluation

Long-term

- Improved services
- More civic engagement
- Better community quality of life
- Stronger public trust

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

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS

COMMUNITY QUALITY

Quality of life
Quality of neighborhood
County as a place to live

COMMUNITY DESIGN

Transportation
Ease of travel, transit services, street maintenance

Housing
Housing options, cost, affordability

Land Use and Zoning
New development, growth, code enforcement

Economic Sustainability
Employment, shopping and retail, County as a place to work

PUBLIC SAFETY

Safety in neighborhood and downtown
Crime victimization
Police, fire, EMS services
Emergency preparedness

ENVIRONMENTAL SUSTAINABILITY

Cleanliness
Air quality
Preservation of natural areas
Garbage and recycling services

RECREATION AND WELLNESS

Parks and Recreation
Recreation opportunities, use of parks and facilities, programs and classes

Culture, Arts and Education
Cultural and educational opportunities, libraries, schools

Health and Wellness
Availability of food, health services, social services

COMMUNITY INCLUSIVENESS

Sense of community
Racial and cultural acceptance
Senior, youth and low-income services

CIVIC ENGAGEMENT

Civic Activity
Volunteerism
Civic attentiveness
Voting behavior

Social Engagement
Neighborliness, social and religious events

Information and Awareness
Public information, publications, Web site

PUBLIC TRUST

Cooperation in community
Value of services
Direction of community
Citizen involvement
Employees

The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 364 completed surveys were obtained, providing an overall response rate of 35%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

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

UNDERSTANDING THE RESULTS

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

Margin of Error

The margin of error around results for the Gunnison County Survey (364 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

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

Interpreting Comparisons to Previous Years

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

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

Gunnison County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (jurisdictions with populations under 40,000 in the Western region). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Gunnison County survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

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

“Don’t Know” Responses and Rounding

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

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

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

EXECUTIVE SUMMARY

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

Most residents experienced a good quality of life in Gunnison County and believed the county was a good place to live. The overall quality of life in Gunnison County was rated as "excellent" or "good" by 81% of respondents. A majority reported they plan on staying in Gunnison County for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were recreational opportunities, air quality, and the quality of the overall natural environment in Gunnison County. The three characteristics receiving the least positive ratings were employment opportunities, the availability of affordable quality child care, and shopping opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, 18 were above the national benchmark comparison, three were similar to the national benchmark comparison and ten were below.

Residents in Gunnison County were very civically engaged. While about half had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 100% had provided help to a friend or neighbor. About three-quarters of respondents had volunteered their time to some group or activity in Gunnison County, which was much higher than the benchmarks.

In general, survey respondents demonstrated trust in local government. About 42% rated the overall direction being taken by Gunnison County as "good" or "excellent." This was lower than the benchmark. Those residents who had interacted with an employee of Gunnison County in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as "excellent" or "good."

On average, residents gave favorable ratings to a majority of local government services. County services rated were able to be compared to the benchmark database. Of the 39 services for which comparisons were available, 20 were above the benchmark comparison, nine were similar to the benchmark comparison and ten were below.

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

- Traffic enforcement
- Land use, planning and zoning
- Preservation of natural areas
- Storm drainage
- Recycling

Of these services, those deserving the most attention may be those that were below the benchmark comparison: land use, planning and zoning and recycling. For preservation of natural areas and storm drainage, Gunnison County was above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

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

Most of Gunnison County's residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

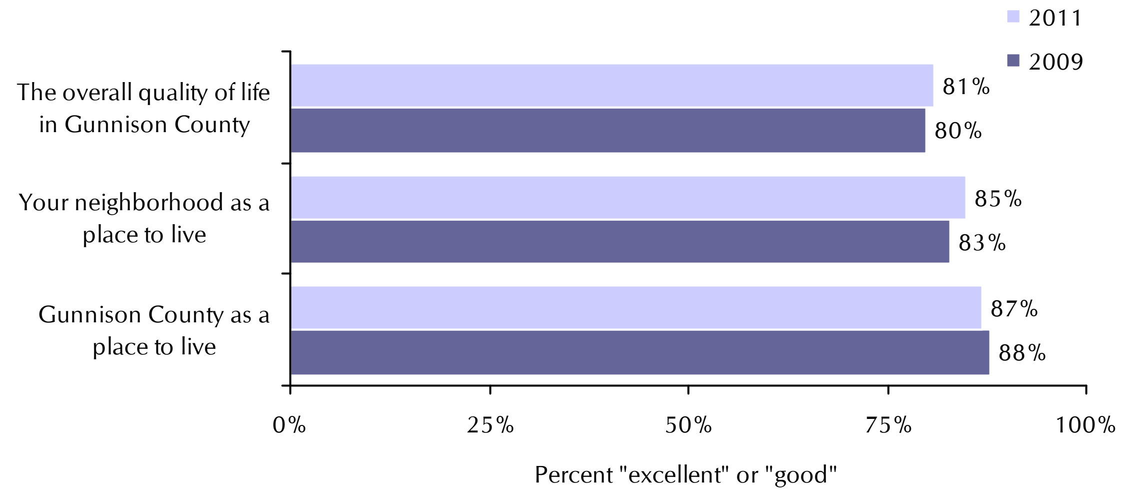


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

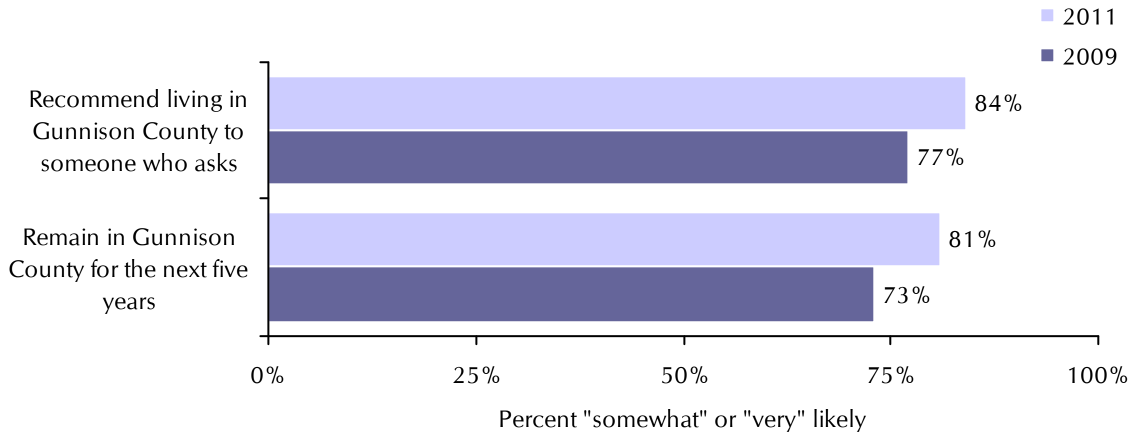


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
The overall quality of life in Gunnison County	Similar	Similar
Your neighborhood as a place to live	Much above	Above
Gunnison County as a place to live	Much above	Above
Remain in Gunnison County for the next five years	Similar	Below
Recommend living in Gunnison County to someone who asks	Similar	Similar

COMMUNITY DESIGN

Transportation

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

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of bicycle travel and ease of walking in Gunnison County were given the most positive ratings, followed by ease of car travel. These ratings tended to be much higher than the benchmarks. The ratings for ease of bicycle travel and traffic flow on major streets had improved over time.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

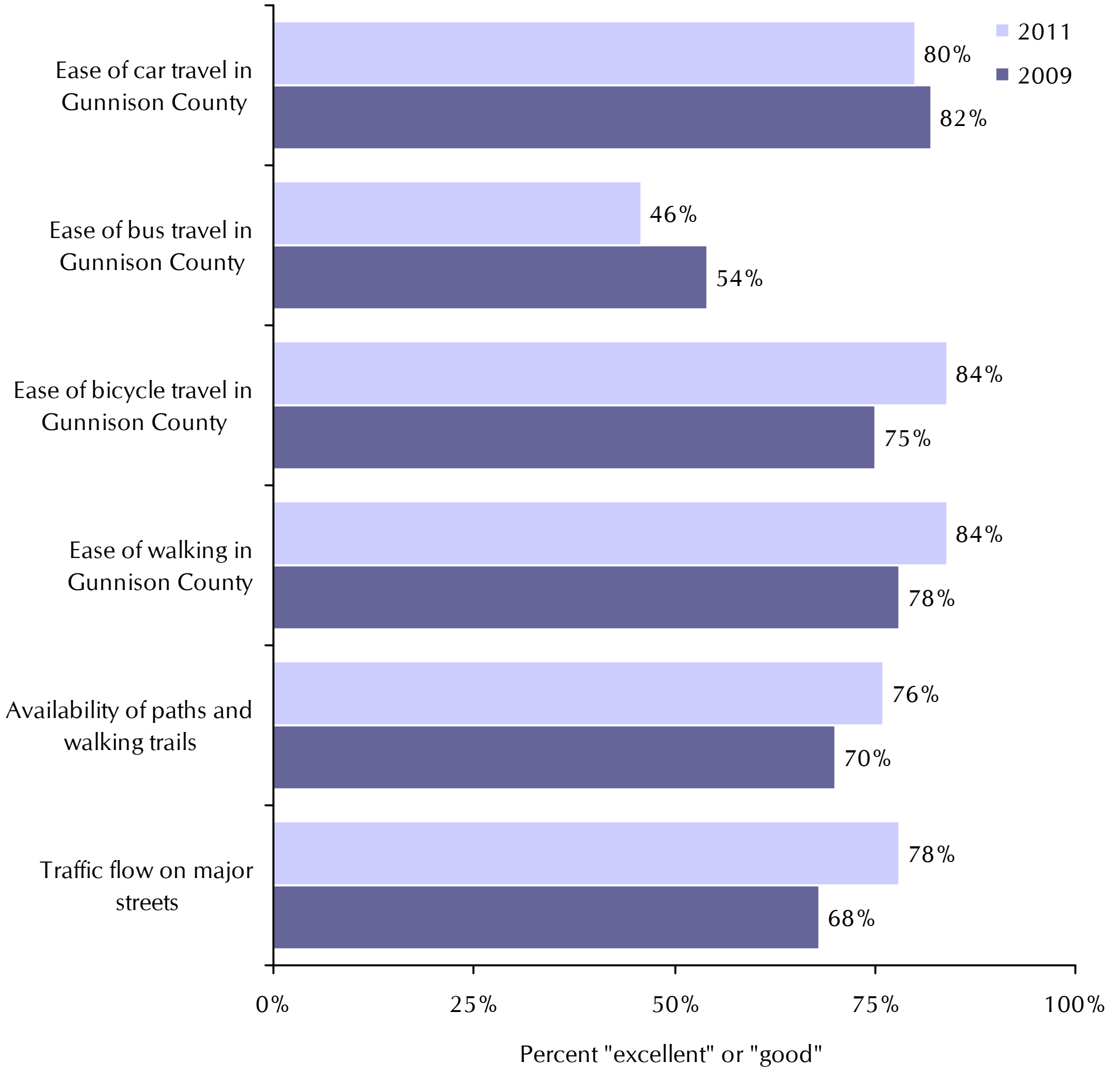


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS BY YEAR

	National comparison	Populations under 40,000 in the Western region comparison
Ease of bus travel in Gunnison County	Above	Similar
Ease of car travel in Gunnison County	Much above	Much above
Ease of walking in Gunnison County	Much above	Much above
Ease of bicycle travel in Gunnison County	Much above	Much above
Availability of paths and walking trails	Much above	Much above
Traffic flow on County roads	Much above	Much above

Four transportation services were rated in Gunnison County. Compared to most communities across America, ratings tended to be favorable.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

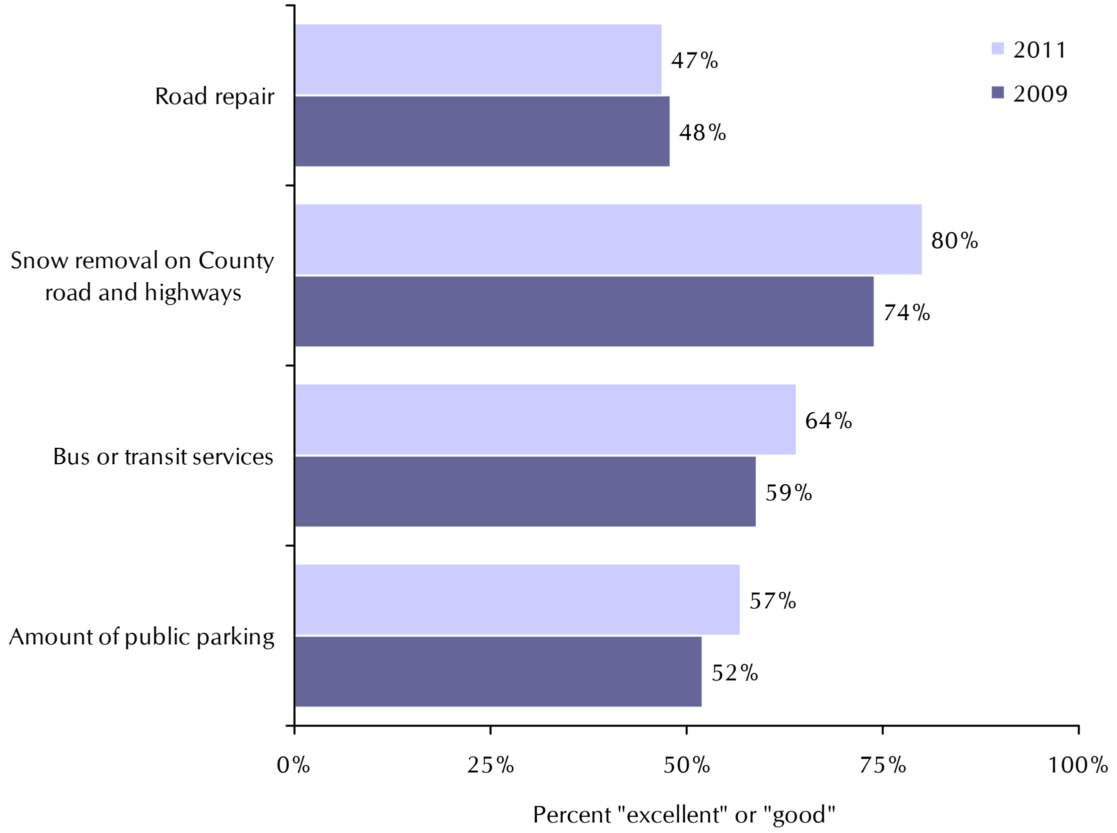


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Road repair	Similar	Above
Snow removal on County roads and highways	Much above	Much above
Bus or transit services	Much above	Above
Amount of public parking	Much above	Above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the main mode of use. However, 15% of work commute trips were made with at least one other person, 12% by bicycle and 7% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

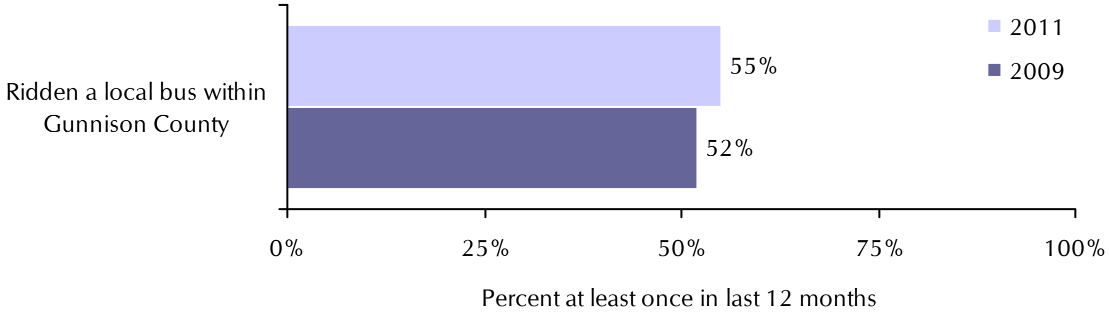


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Ridden a local bus within Gunnison County	Much more	Much more

Figure 12: Mode of Travel used for Work Commute by Year

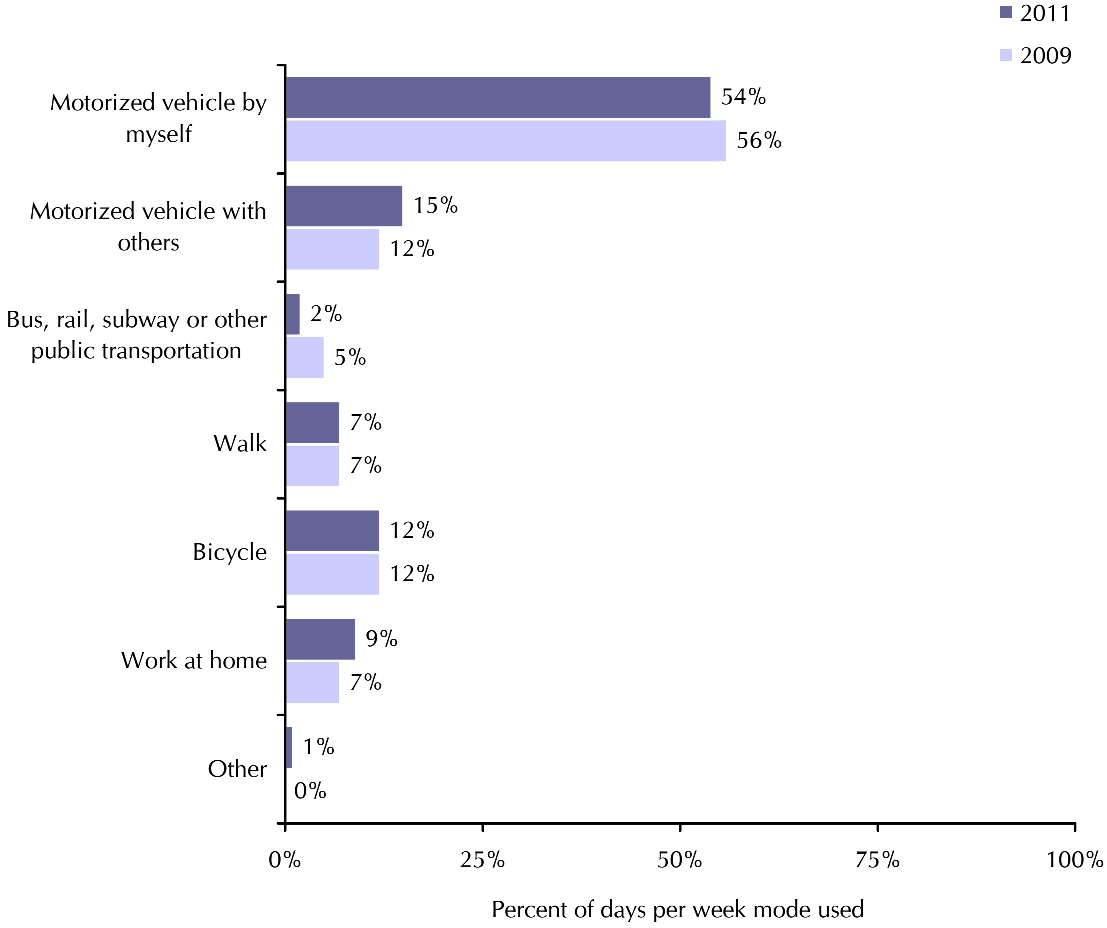


Figure 13: Drive Alone Benchmarks

	National comparison	Populations under 40,000 in the Western region comparison
Average percent of work commute trips made by driving alone	Much less	Much less

Housing

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

The survey of Gunnison County residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as "excellent" or "good" by 23% of respondents, while the variety of housing options was rated as "excellent" or "good" by 28% of respondents. The rating of perceived affordable housing availability was much worse in Gunnison County than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

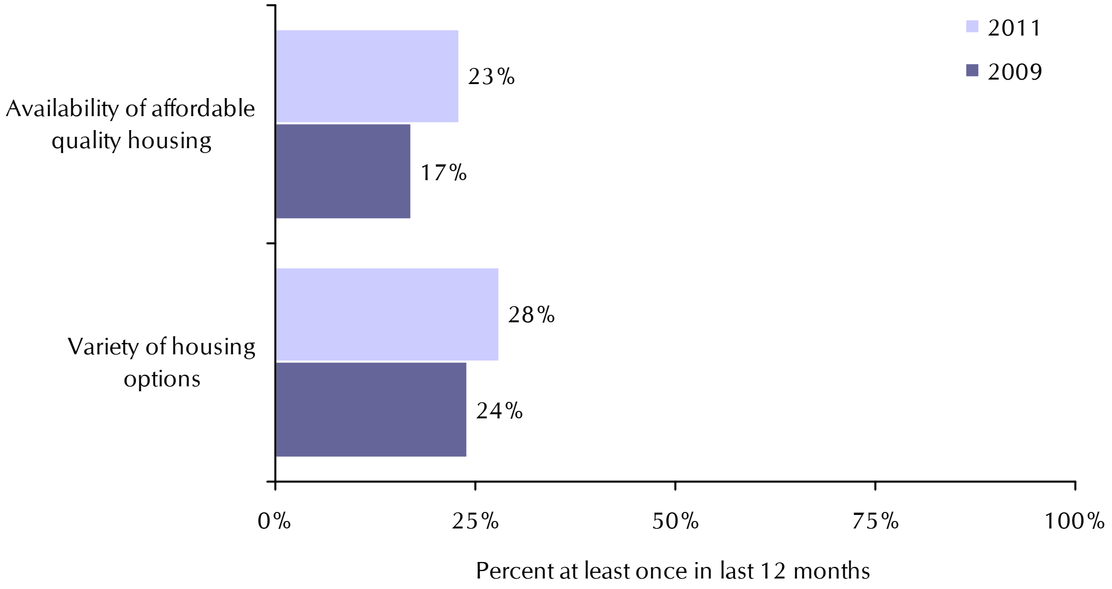


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Availability of affordable quality housing	Much below	Much below
Variety of housing options	Much below	Much below

To augment the perceptions of affordable housing in Gunnison County, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of Gunnison County experiencing housing cost stress. About four in ten survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE" BY YEAR

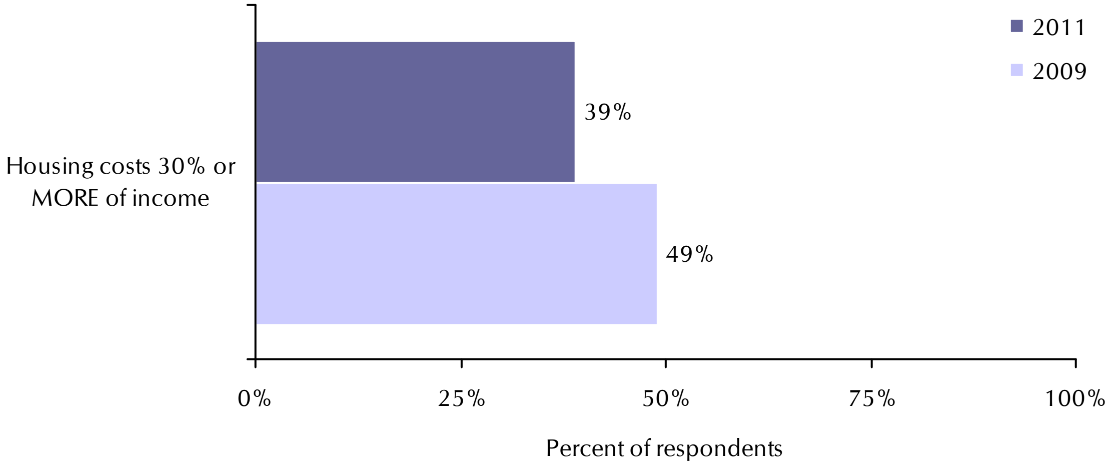


FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Similar	Similar

Land Use and Zoning

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

The overall quality of new development in Gunnison County was rated as excellent by 9% of respondents and as good by an additional 37%. The overall appearance of Gunnison County was rated as "excellent" or "good" by 78% of respondents and was much higher than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Gunnison County, 13% thought they were a "major" problem. The rating for code enforcement was below the benchmarks and had declined over time.

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

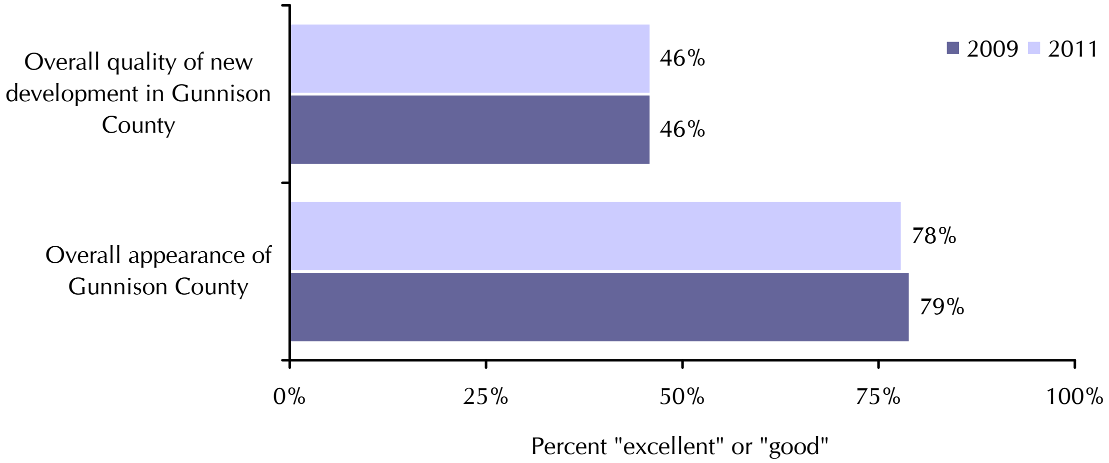


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Overall quality of new development in Gunnison County	Much below	Much below
Overall appearance of Gunnison County	Much above	Much above

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

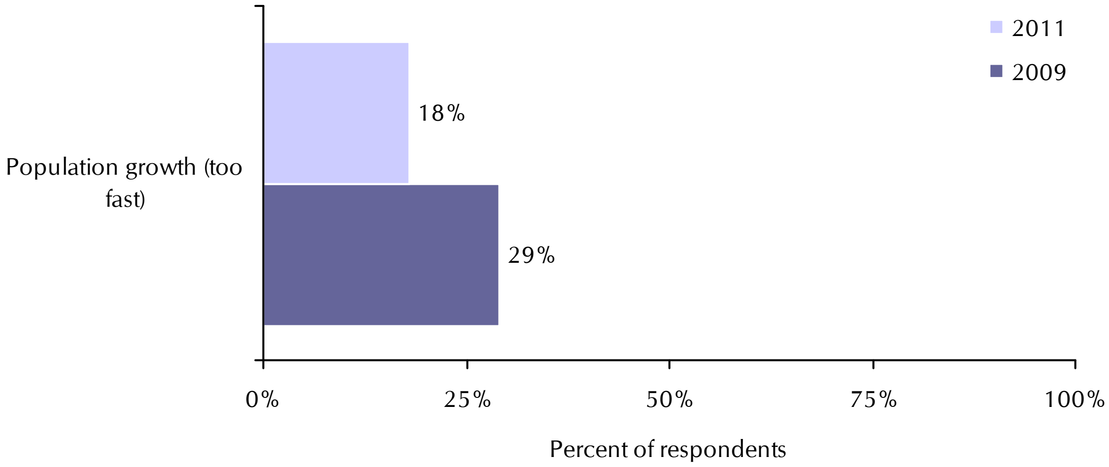


FIGURE 21: POPULATION GROWTH BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Population growth seen as too fast	Much less	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

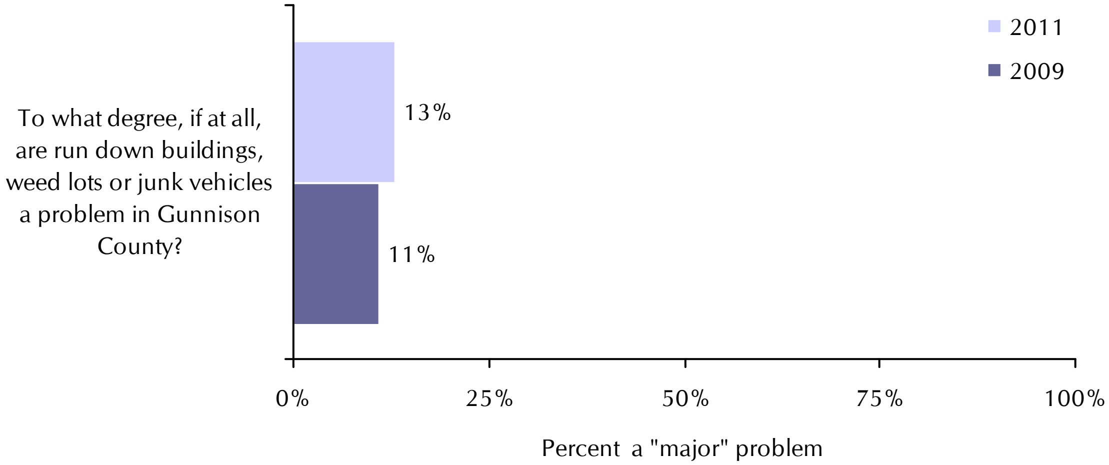


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gunnison County?	Similar	Similar

Figure 24: Ratings of Planning and Community Code Enforcement Services by Year

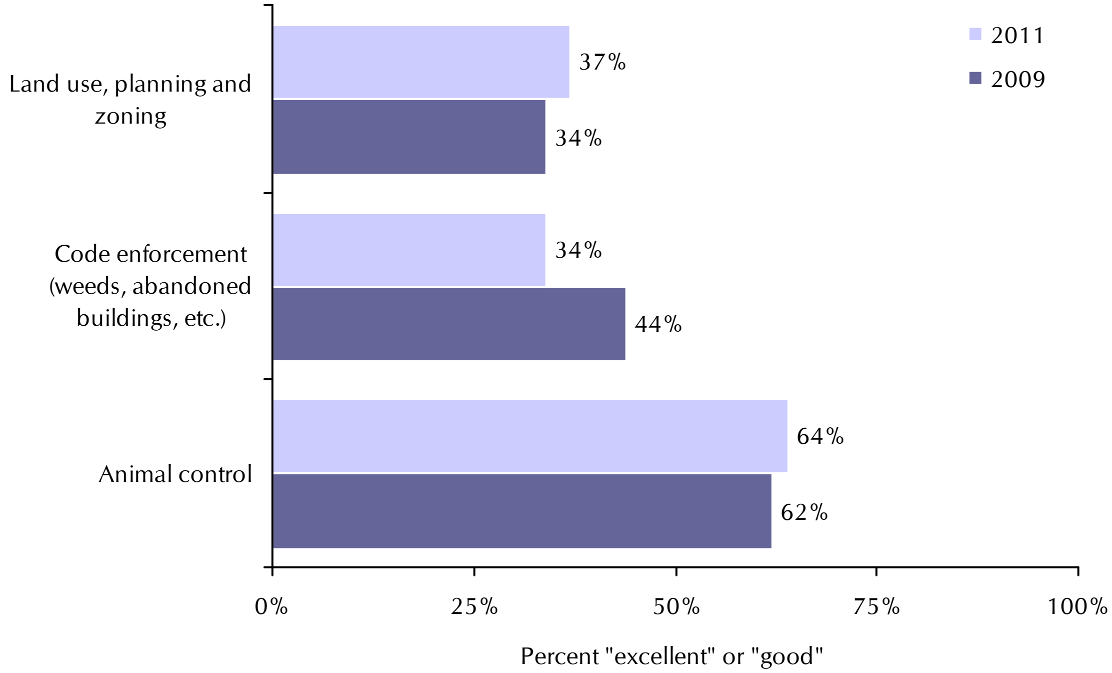


Figure 25: Planning and Community Code Enforcement Services Benchmarks

	National comparison	Populations under 40,000 in the Western region comparison
Land use, planning and zoning	Below	Similar
Code enforcement (weeds, abandoned buildings, etc)	Much below	Below
Animal control	Similar	Similar

ECONOMIC SUSTAINABILITY

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

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments and Gunnison County as a place to work. Receiving the lowest rating was employment opportunities. Ratings remained stable over time.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

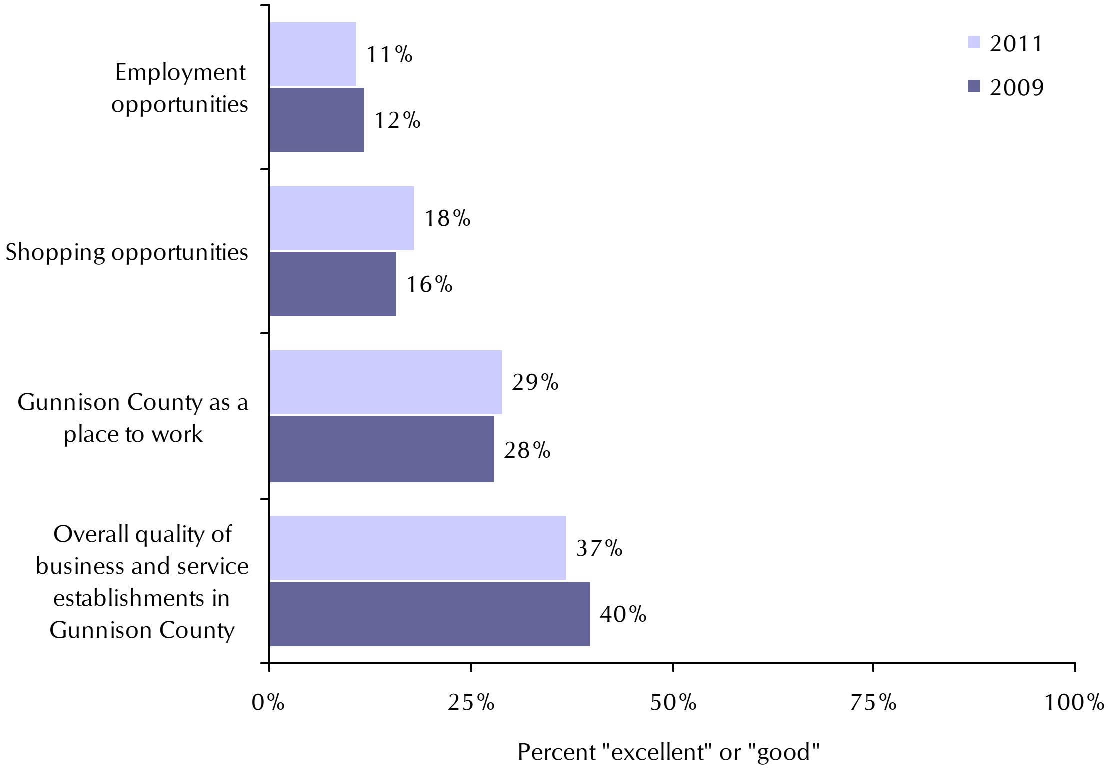


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Employment opportunities	Much below	Much below
Shopping opportunities	Much below	Much below
Gunnison County as a place to work	Much below	Much below
Overall quality of business and service establishments in Gunnison County	Much below	Much below

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Gunnison County, 92% responded that it was "too slow," while 61% reported retail growth as "too slow." Many more residents in Gunnison County compared to other jurisdictions believed that retail growth was too slow and many more residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

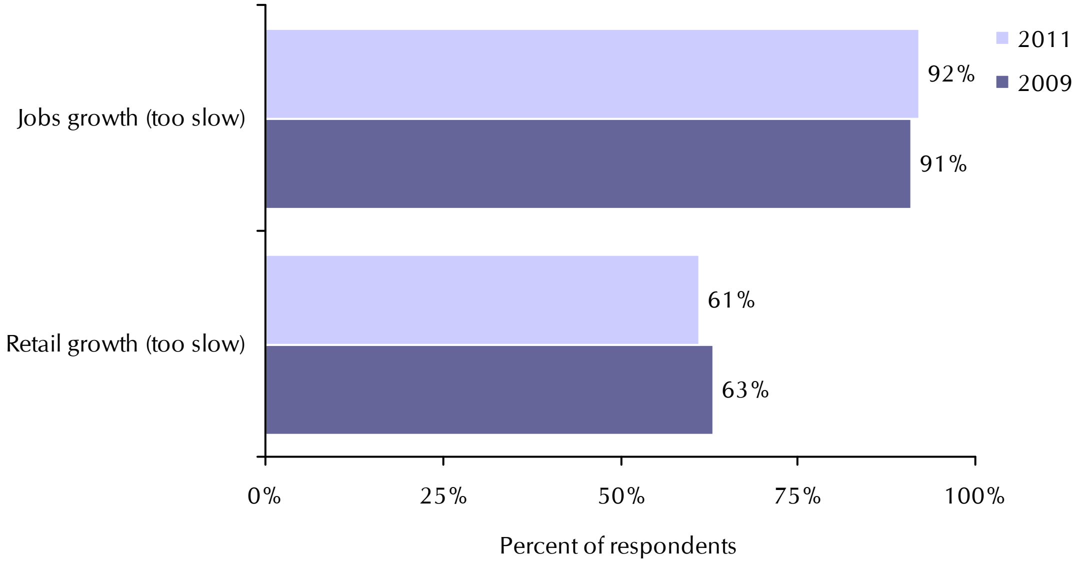


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Retail growth seen as too slow	Much more	Much more
Jobs growth seen as too slow	Much more	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

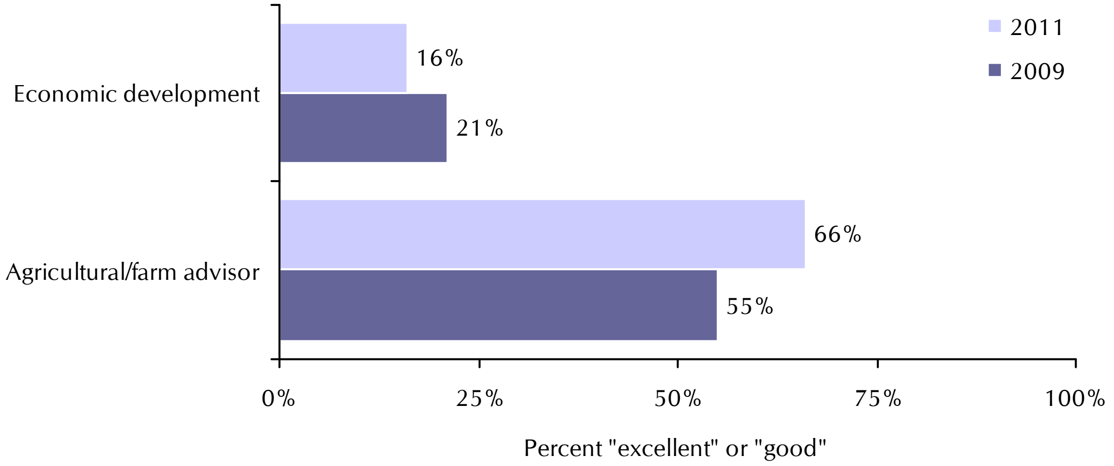


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Economic development	Much below	Much below
Agricultural/farm advisor	Much above	Not available

Residents were asked to reflect on their economic prospects in the near term. Nine percent of Gunnison County residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was less than in comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

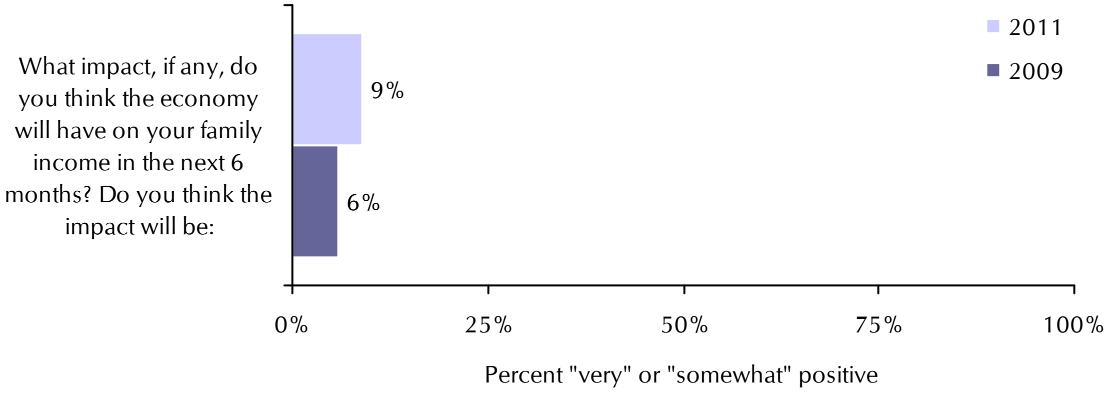


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Positive impact of economy on household income	Much below	Much below

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Almost all gave positive ratings of safety in Gunnison County. About 95% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 85% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety. Safety ratings remained stable over time.

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

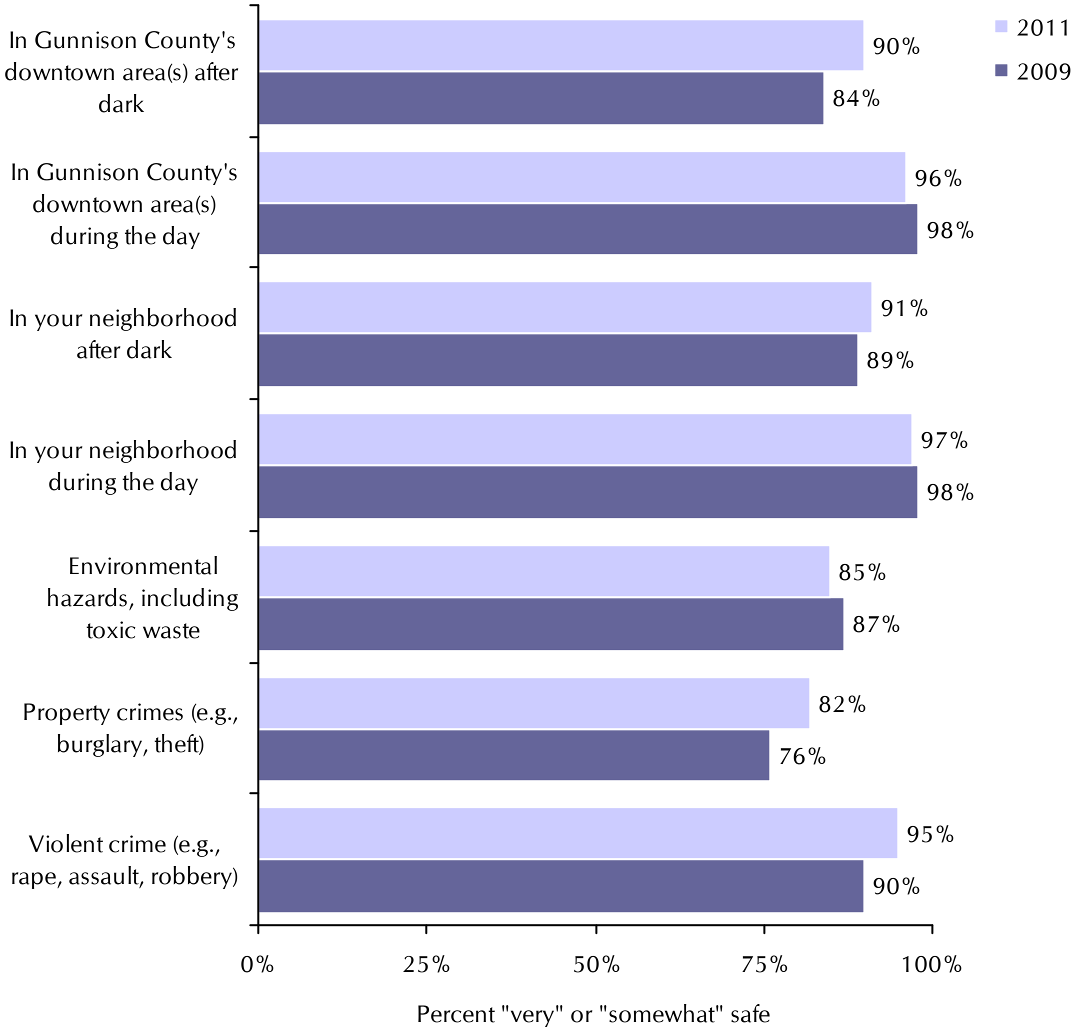


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Safety in your neighborhood during the day	Much above	Much above
Safety in your neighborhood after dark	Much above	Much above
Safety in Gunnison County's downtown area during the day	Much above	Much above
Safety in Gunnison County's downtown area after dark	Much above	Much above
Safety from violent crime (e.g., rape, assault, robbery)	Much above	Much above
Safety from property crimes (e.g., burglary, theft)	Much above	Much above
Environmental hazards, including toxic waste	Much above	Above

As assessed by the survey, 16% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 78% had reported it to police. The rate of crime reporting increased from 2009 to 2011.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

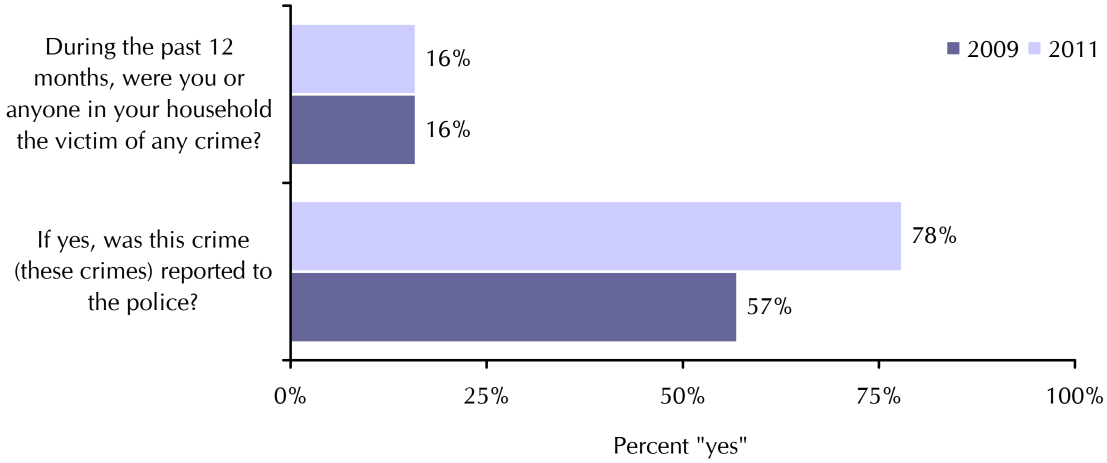


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Victim of crime	More	Similar
Reported crimes	Similar	Similar

Residents rated eight County public safety services; of these, two were rated above the national benchmark comparison, four were rated similar to the benchmark comparison and two were rated below the national benchmark comparison. Ambulance or emergency medical services and fire services received the highest ratings, while traffic enforcement received the lowest ratings. The ratings for sheriff services and emergency preparedness improved over time.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

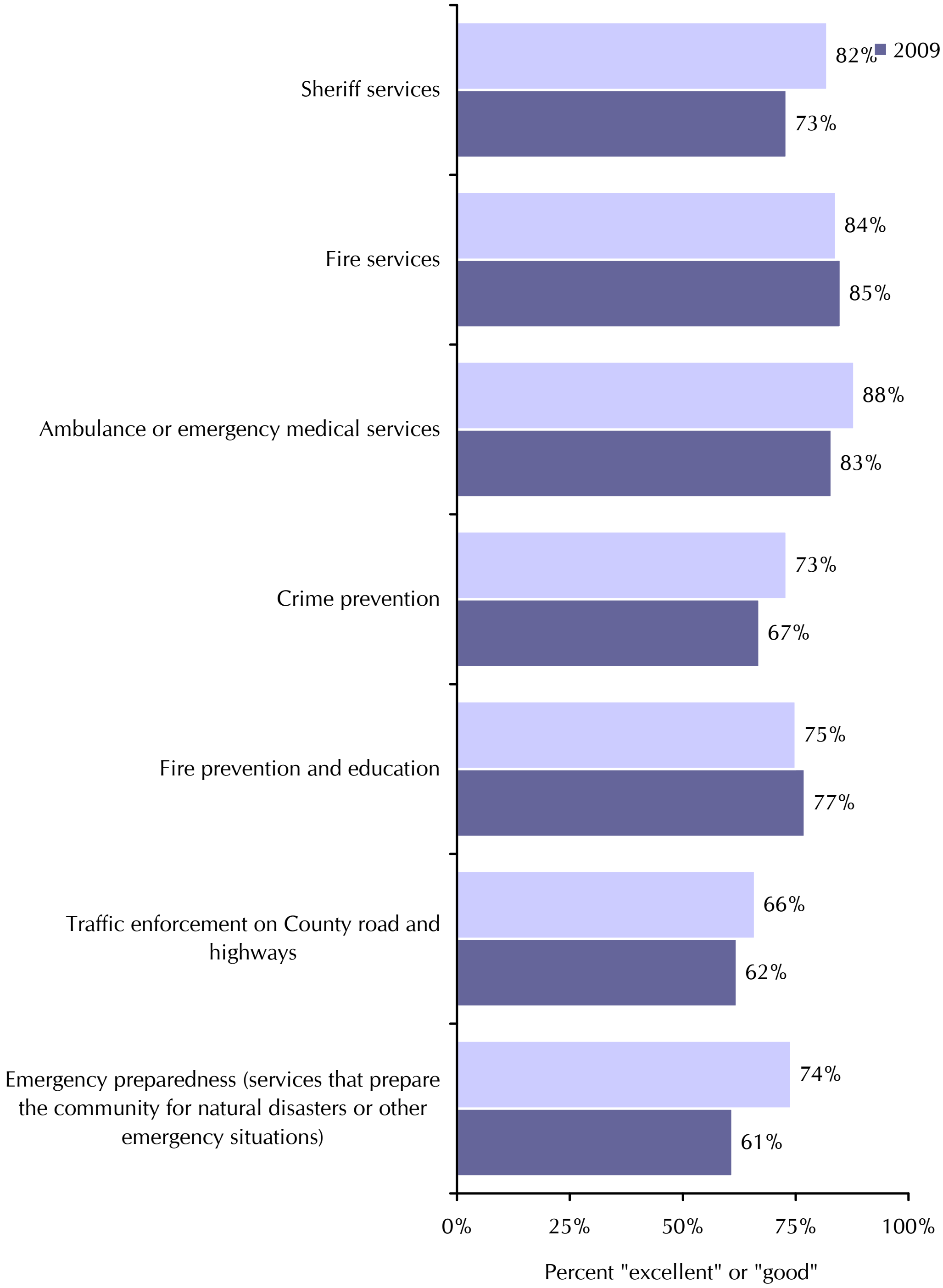
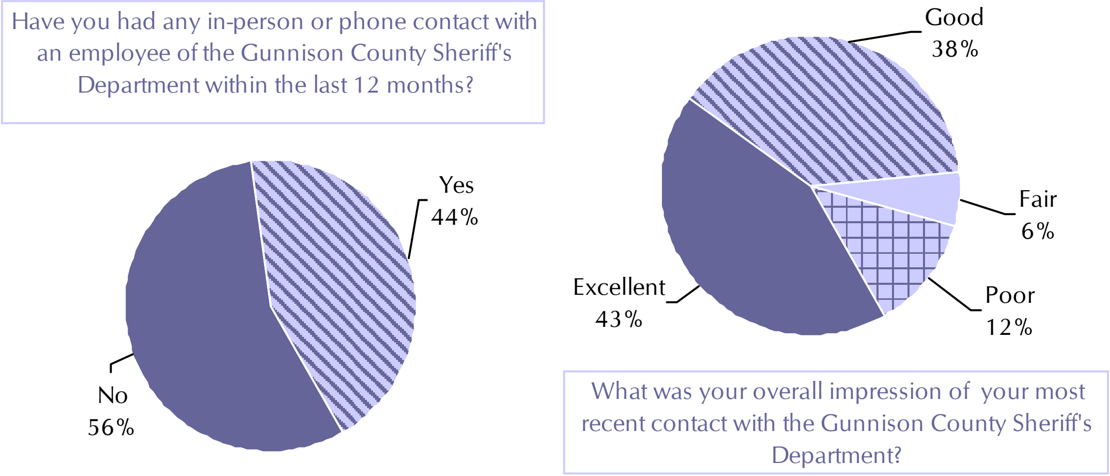


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Sheriff services	Similar	Similar
Fire services	Below	Below
Ambulance or emergency medical services	Similar	Similar
Crime prevention	Above	Above
Fire prevention and education	Similar	Similar
Traffic enforcement on County roads and highways	Similar	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much above	Much above

FIGURE 40: CONTACT WITH SHERIFF DEPARTMENT


Have you had any in-person or phone contact with an employee of the Gunnison County Sheriff's Department within the last 12 months?

What was your overall impression of your most recent contact with the Gunnison County Sheriff's Department?

FIGURE 41: CONTACT WITH SHERIFF AND FIRE DEPARTMENTS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Had contact with the Gunnison County Sheriff's Department	Much more	Similar
Overall impression of most recent contact with the Gunnison County Sheriff's Department	Above	Above

ENVIRONMENTAL SUSTAINABILITY

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

Residents of Gunnison County were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as "excellent" or "good" by 95% of survey respondents. The rating for preservation of natural areas increased from 2009 to 2011.

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

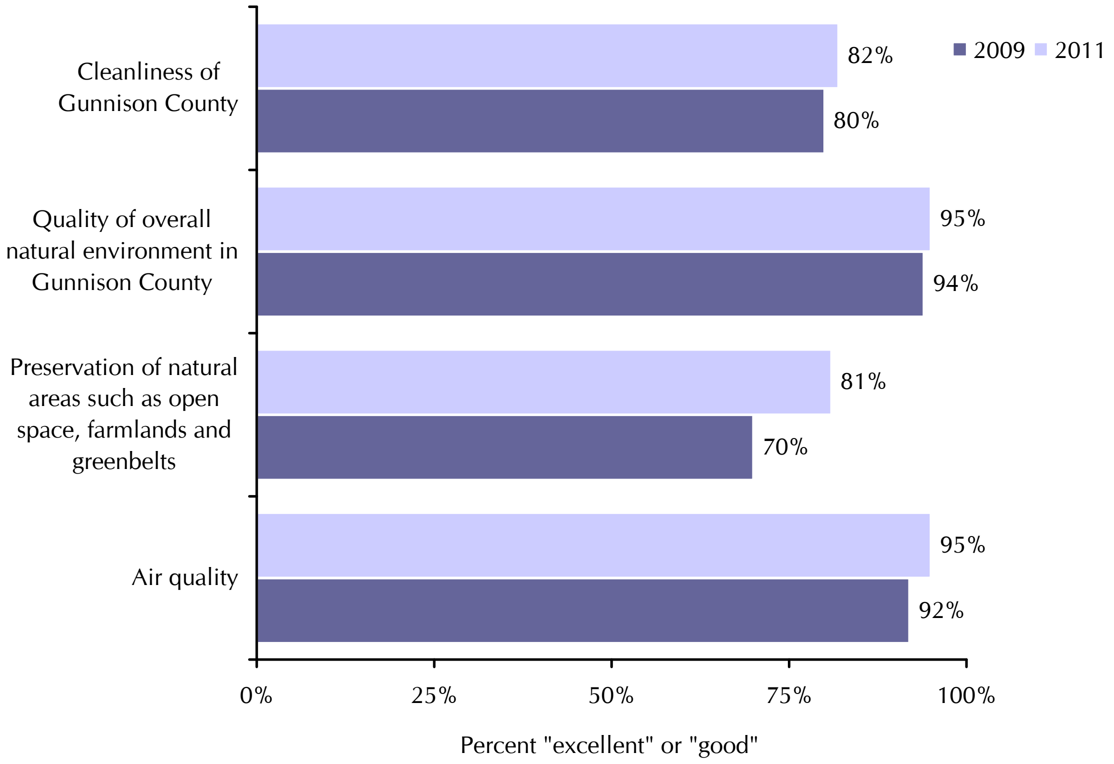


FIGURE 43: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Cleanliness of Gunnison County	Above	Above
Quality of overall natural environment in Gunnison County	Much above	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above	Much above
Air quality	Much above	Much above

Resident recycling was much greater than recycling reported in comparison communities. This rate remained stable over time.

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

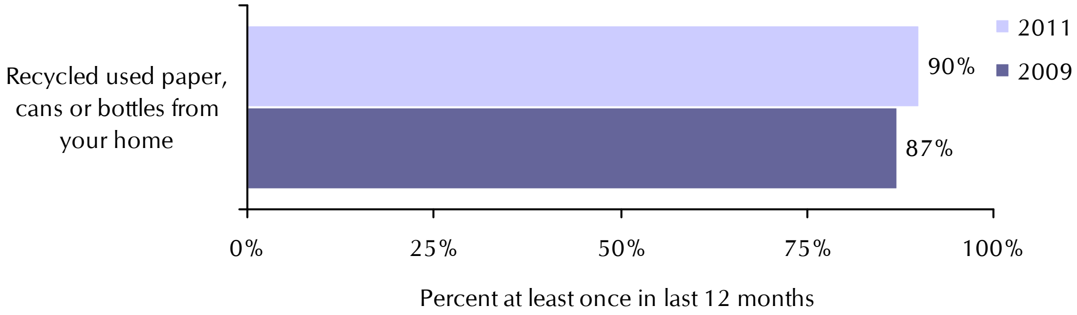


FIGURE 45: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Recycled used paper, cans or bottles from your home	Much more	Much more

Of the five utility services rated by those completing the questionnaire, four were higher than the national benchmark comparison and one was below. The rating for power utility improved since the last survey.

FIGURE 46: RATINGS OF UTILITY SERVICES BY YEAR

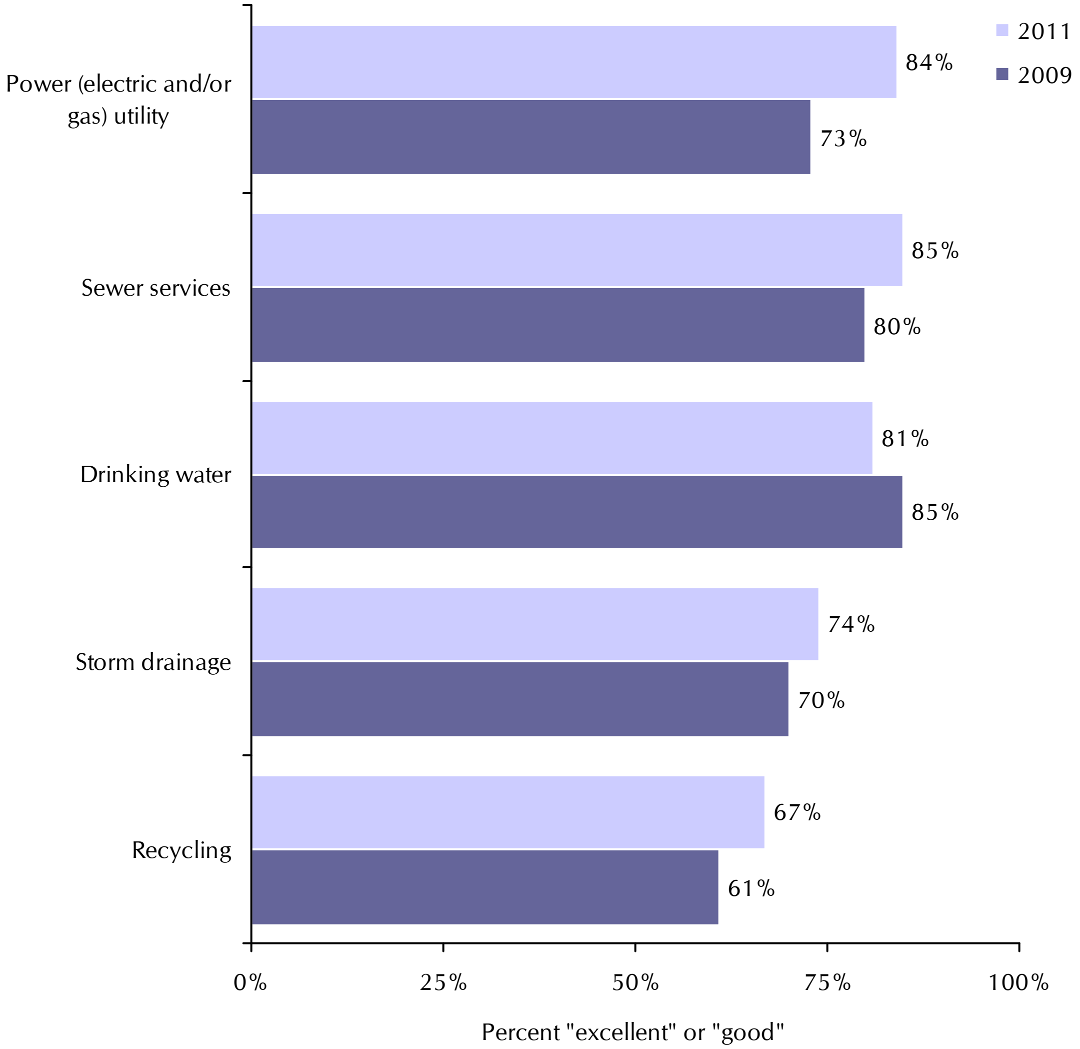


FIGURE 47: UTILITY SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Power (electric and/or gas) utility	Above	Similar
Sewer services	Above	Above
Drinking water	Much above	Much above
Storm drainage	Much above	Much above
Recycling	Below	Similar

RECREATION AND WELLNESS

Parks and Recreation

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

Recreation opportunities in Gunnison County were rated positively as were services related to parks and recreation. Recreational opportunities were rated much higher than the benchmarks. Parks and recreation ratings have mostly stayed constant over time.

Resident use of County parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that participated in a recreation program or activity in Gunnison County was much greater than the percent of users in comparison jurisdictions. The rating for the availability of historic sites increased from 2009 to 2011.

FIGURE 48: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

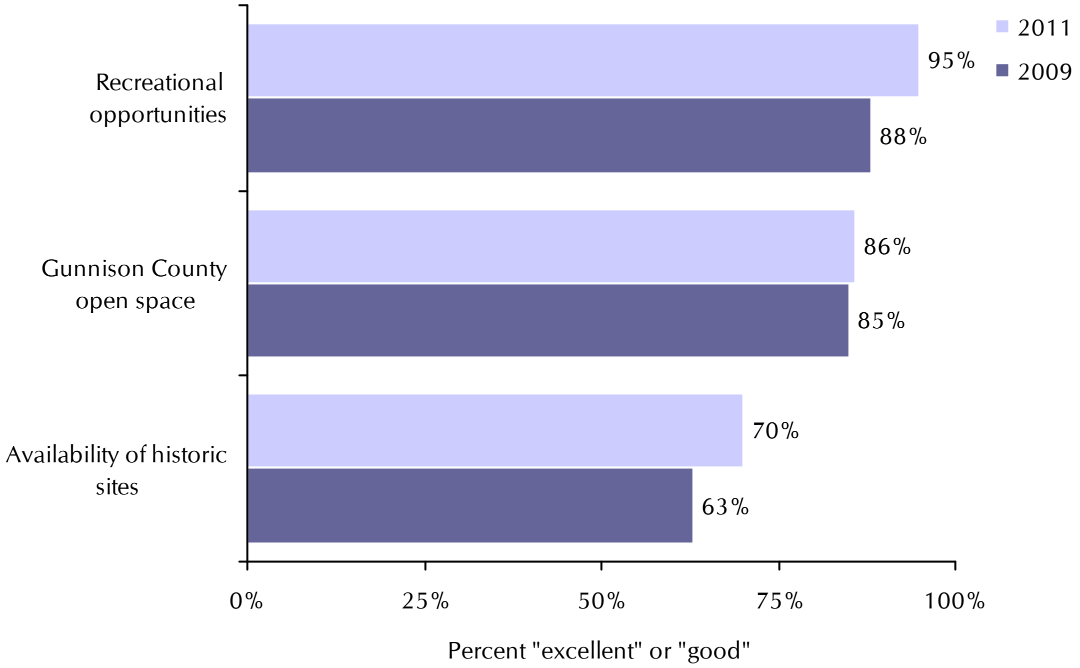


FIGURE 49: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Recreational opportunities	Much above	Much above
Gunnison County open space	Much above	Much above
Availability of historic sites	Above	Not available

Figure 50: Participation in Parks and Recreation Opportunities by Year

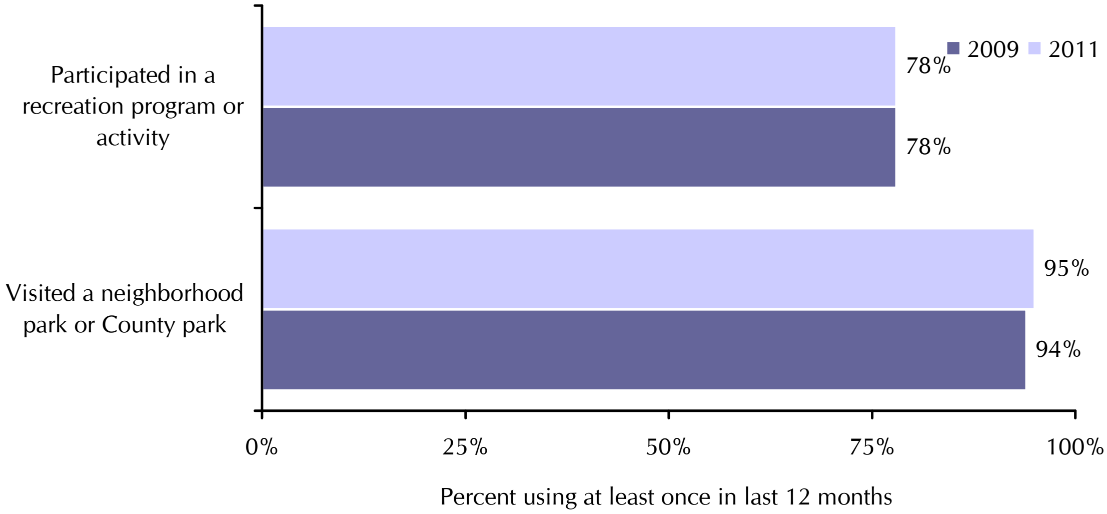


Figure 51: Participation in Parks and Recreation Opportunities Benchmarks

	National comparison	Populations under 40,000 in the Western region comparison
Participated in a recreation program or activity	Much more	Much more
Visited a neighborhood park or County park	Much more	More

Figure 52: Ratings of Parks and Recreation Services by Year

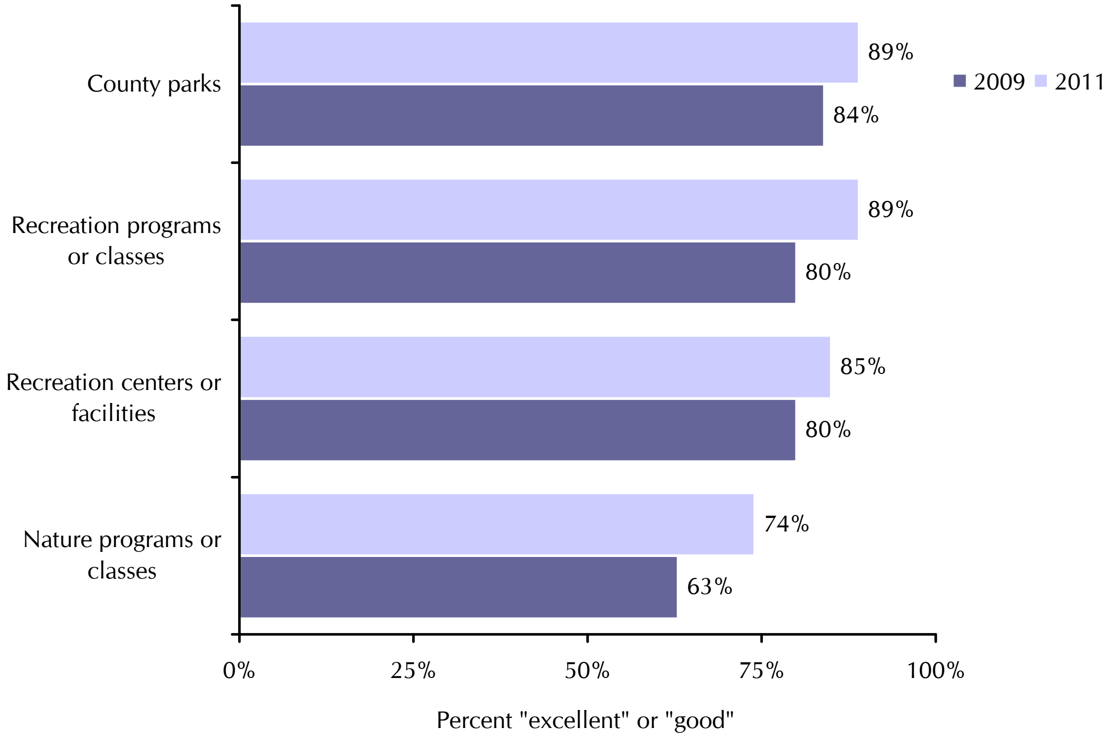


Figure 53: Parks and Recreation Services Benchmarks

	National comparison	Populations under 40,000 in the Western region comparison
County parks	Above	Above
Recreation programs or classes	Much above	Much above
Recreation centers or facilities	Much above	Much above
Nature programs or classes	Much above	Not available

Culture, Arts and Education

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

Opportunities to attend cultural activities were rated as "excellent" or "good" by 49% of respondents. Educational opportunities were rated as "excellent" or "good" by 68% of respondents. Compared to the benchmark data, educational opportunities were above the average of comparison jurisdictions, while cultural activity opportunities were rated similar to the benchmark comparison.

About 67% of Gunnison residents used a County library at least once in the 12 months preceding the survey. This participation rate for library use was less than comparison jurisdictions. Most ratings remained stable over time; however the rating for public libraries improved.

FIGURE 54: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

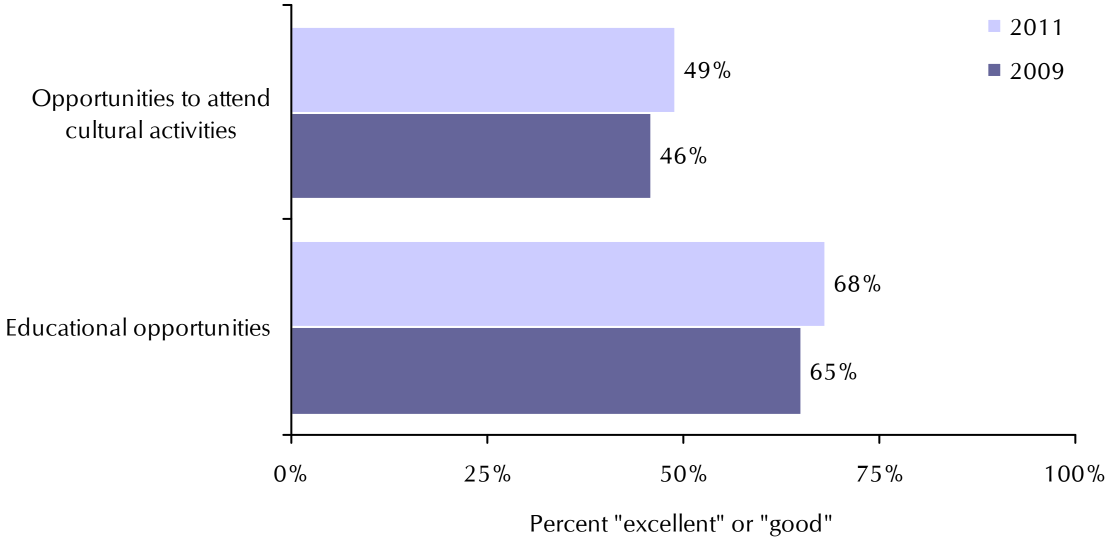


FIGURE 55: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Opportunities to attend cultural activities	Similar	Similar
Educational opportunities	Above	Much above

FIGURE 56: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

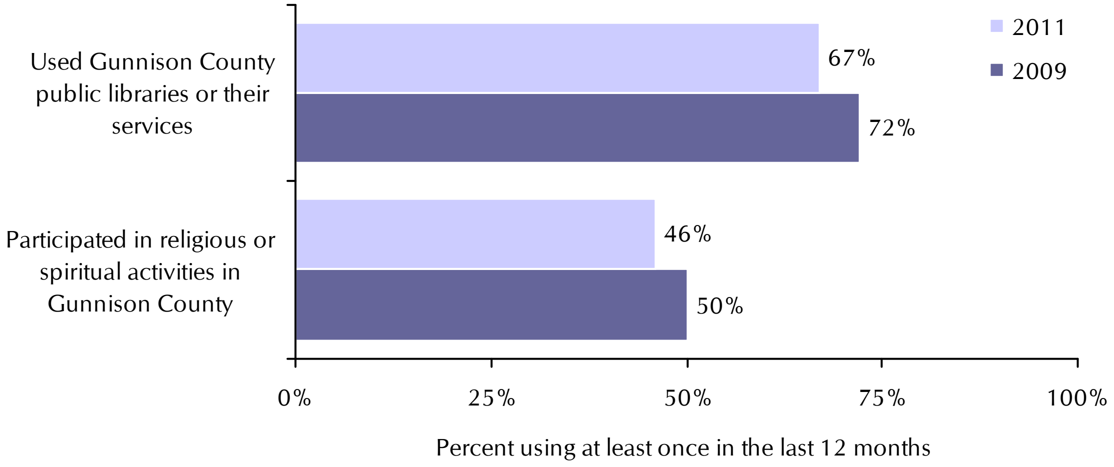


FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Used Gunnison County public libraries or their services	Less	Less
Participated in religious or spiritual activities in Gunnison County	Much less	Similar

FIGURE 58: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

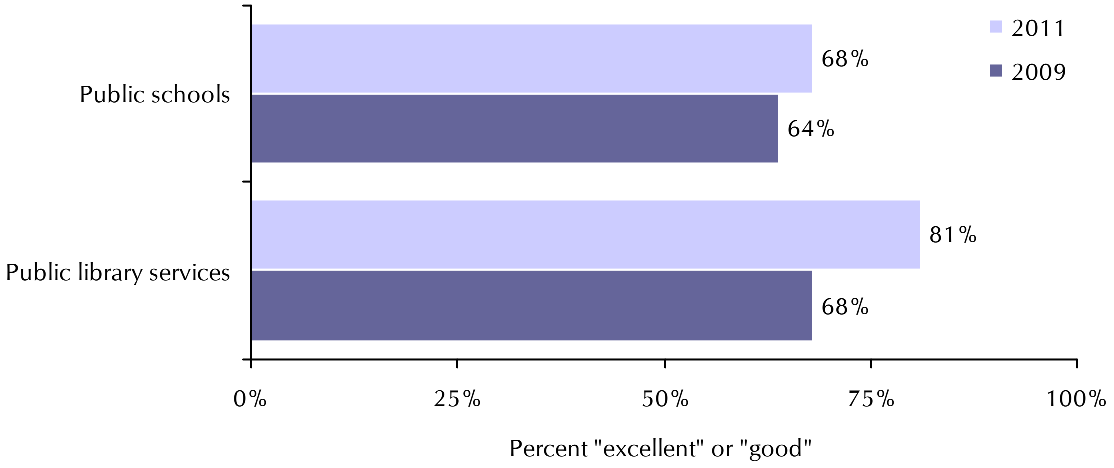


FIGURE 59: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Public schools	Similar	Similar
Public library services	Below	Similar

Health and Wellness

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

Residents of Gunnison County were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of preventive health services was rated most positively for Gunnison County, while the availability for affordable quality health care was rated less favorably by residents.

Among Gunnison County residents, 25% rated affordable quality health care as "excellent" or "good." Those ratings were much below the ratings of comparison communities.

FIGURE 60: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

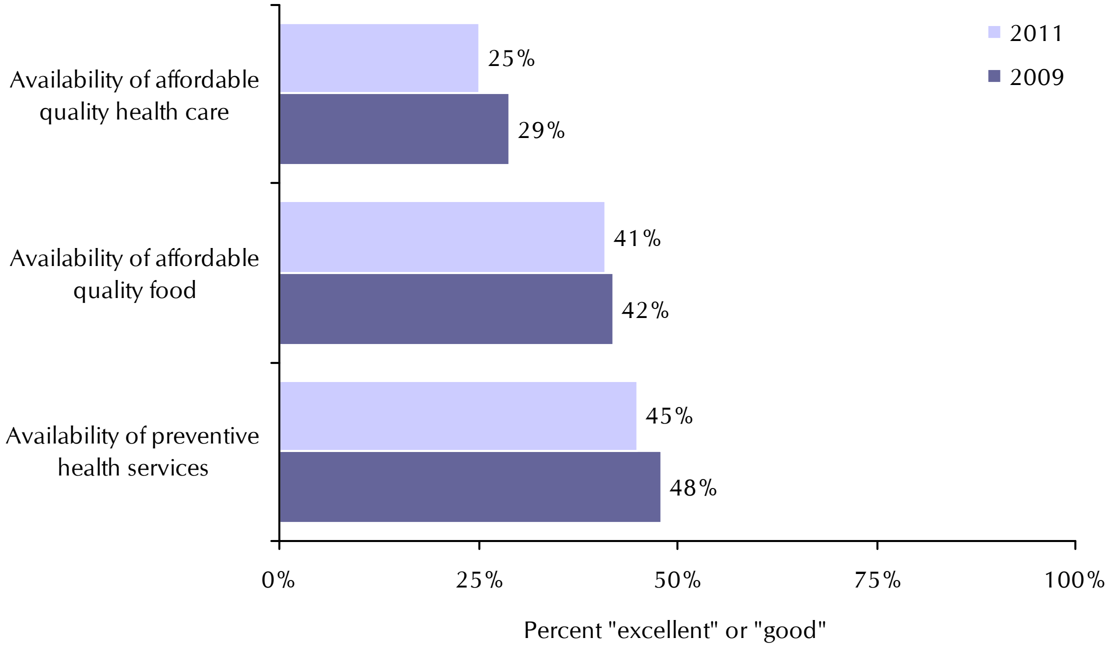


FIGURE 61: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Availability of affordable quality health care	Much below	Much below
Availability of affordable quality food	Much below	Much below
Availability of preventive health services	Much below	Below

Of the four health related services offered in Gunnison County, three were above the national benchmark, and one was below. The ratings for mental health services and adult protective services increased over time.

FIGURE 62: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

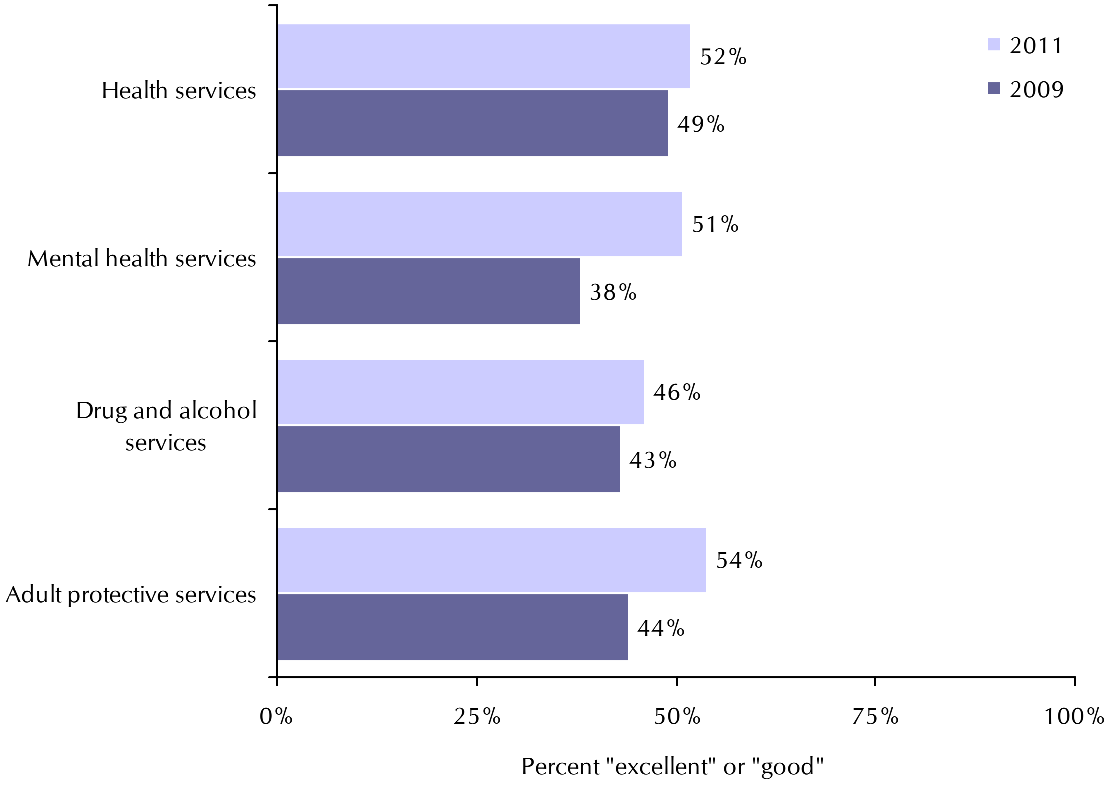


FIGURE 63: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Health services	Below	Similar
Mental health services	Much above	Not available
Drug and alcohol services	Much above	Not available
Adult protective services	Much above	Not available

COMMUNITY INCLUSIVENESS

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

A high percentage of residents rated Gunnison County as an excellent or good place to raise kids and a majority rated it as an "excellent" or "good" place to retire. Most residents felt that the local sense of community was "excellent" or "good." Fewer survey respondents felt Gunnison County was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents and was lower than the benchmarks. Ratings remained stable over time.

FIGURE 64: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

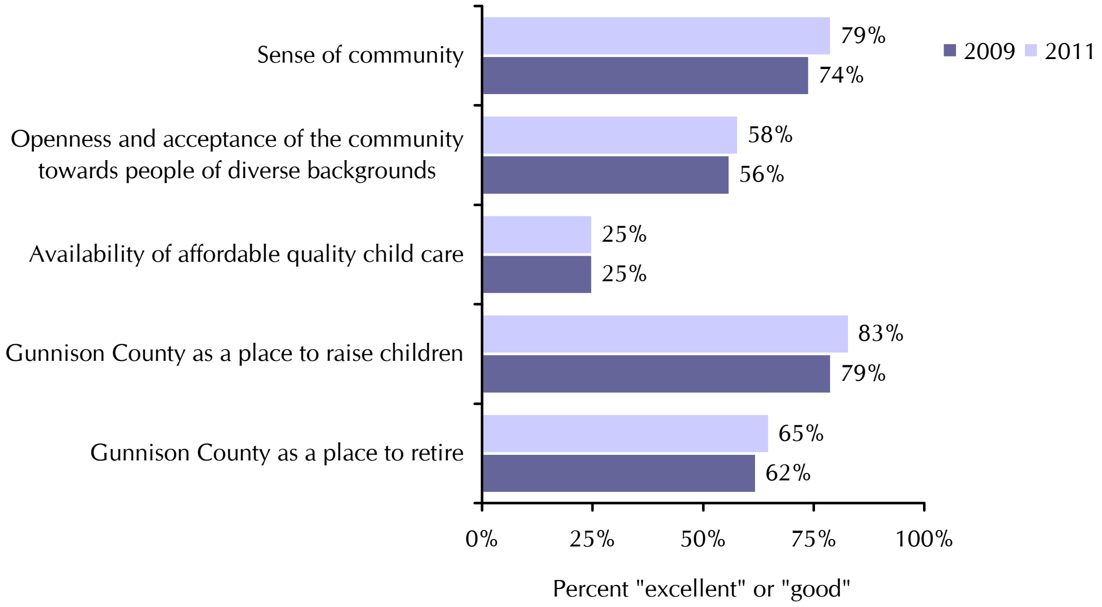


FIGURE 65: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Sense of community	Much above	Much above
Openness and acceptance of the community towards people of diverse backgrounds	Similar	Similar
Availability of affordable quality child care	Much below	Below
Gunnison County as a place to raise children	Much above	Much above
Gunnison County as a place to retire	Similar	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 39% to 61% with ratings of "excellent" or "good." The ratings for services to youth had increased over time.

FIGURE 66: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

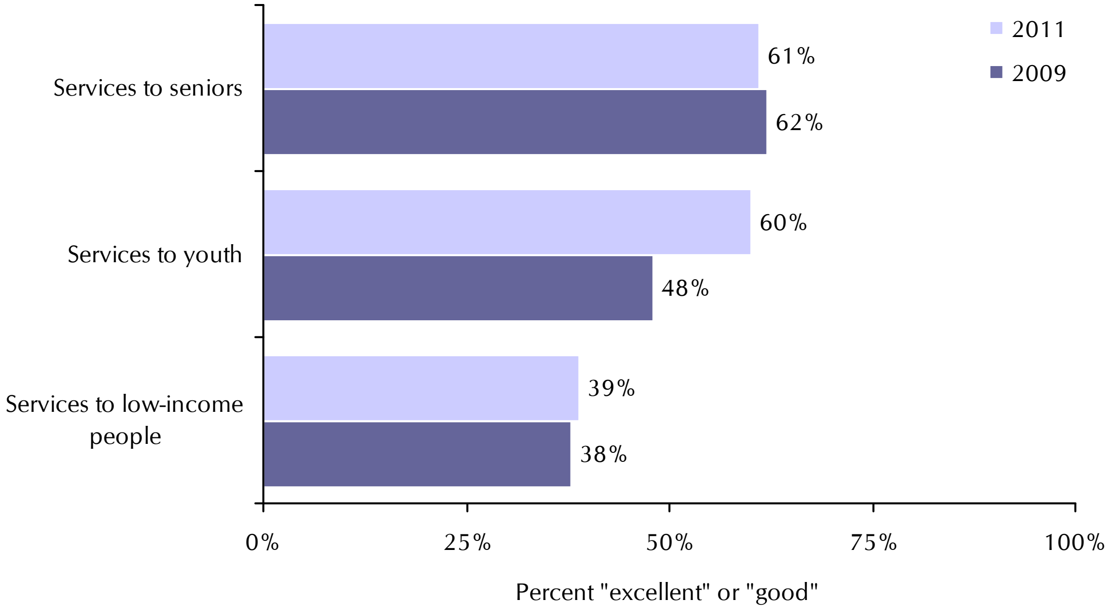


FIGURE 67: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Services to seniors	Below	Similar
Services to youth	Similar	Similar
Services to low-income people	Similar	Similar

CIVIC ENGAGEMENT

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

Civic Activity

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

Ratings of civic engagement opportunities were above ratings from comparison jurisdictions where these questions were asked.

FIGURE 68: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

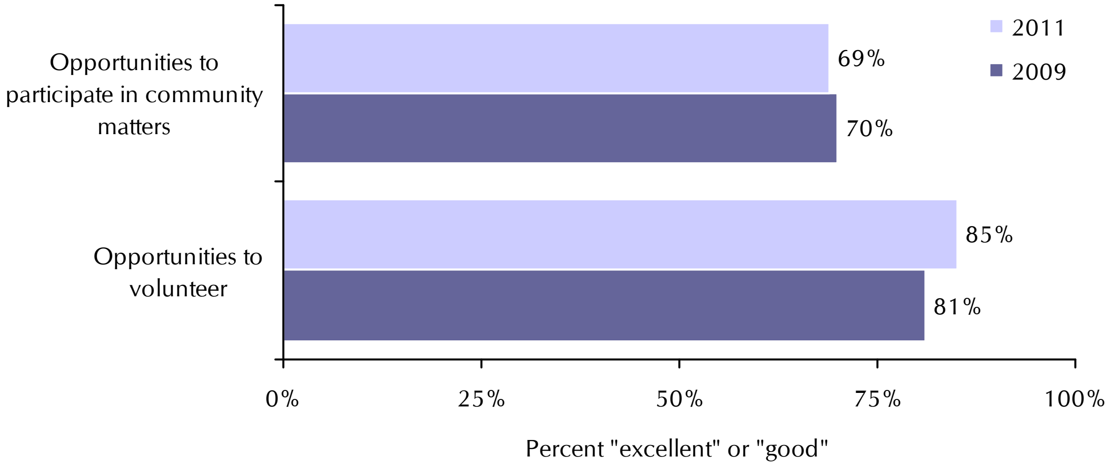


FIGURE 69: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Opportunities to participate in community matters	Above	Above
Opportunities to volunteer	Much above	Much above

About half of the survey respondents reported attending a meeting of local elected officials, and all had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. When compared to the benchmarks, Gunnison County residents demonstrated higher rates of civic engagement than comparison communities.

FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

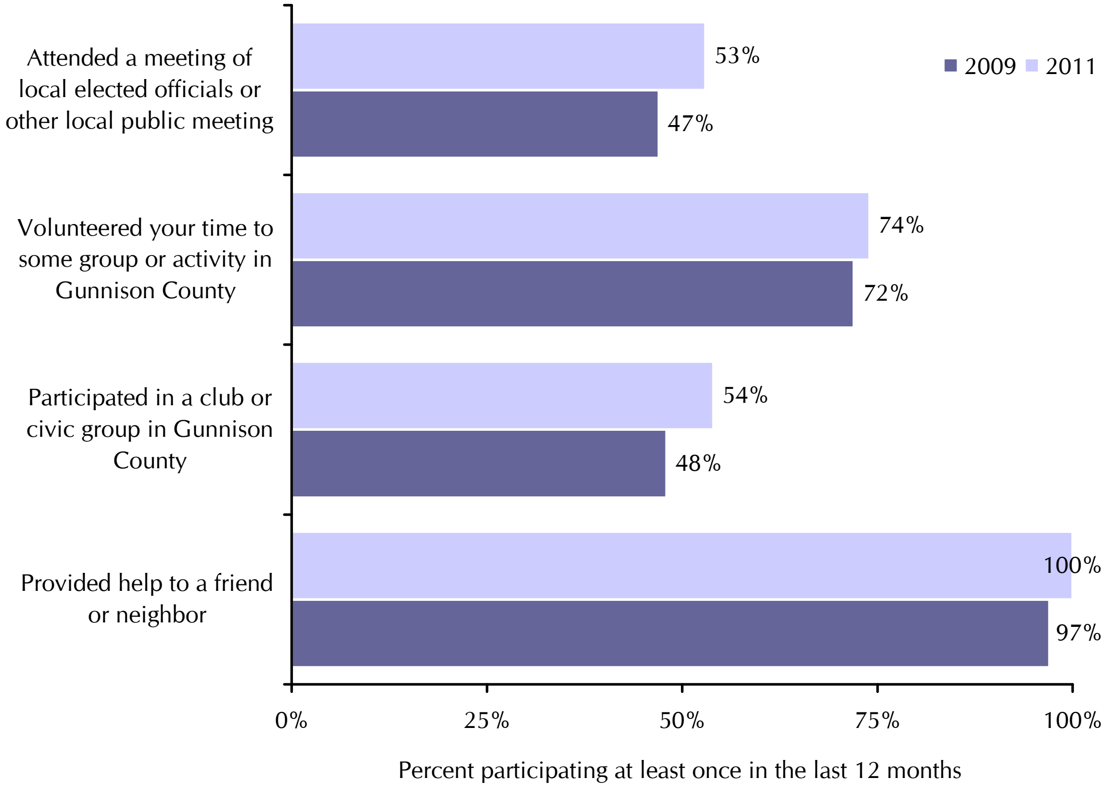
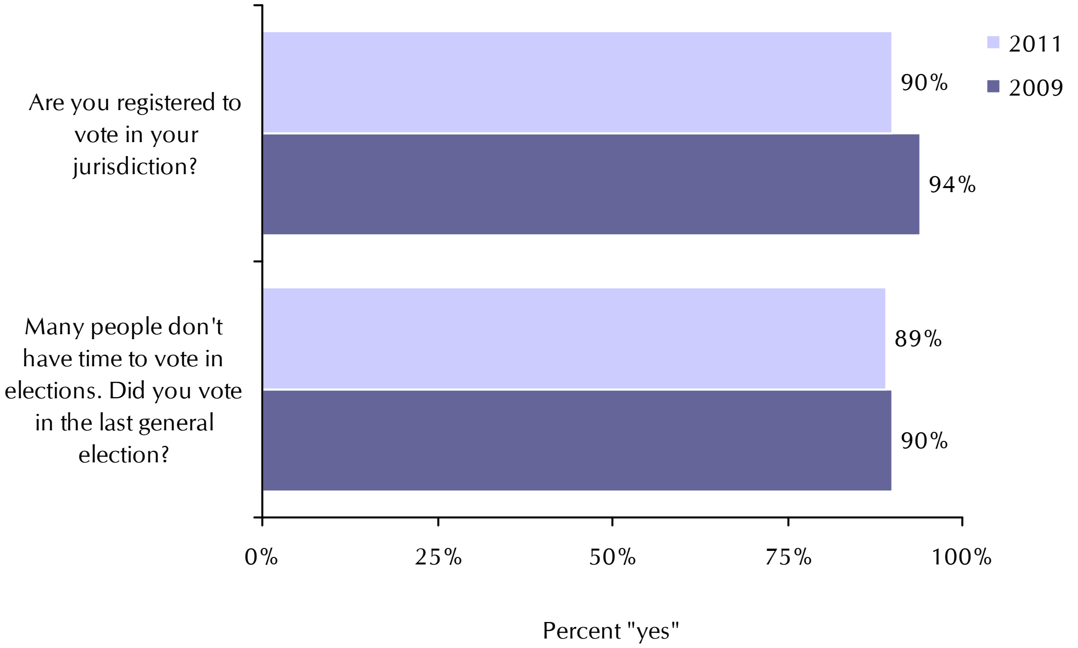


FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Attended a meeting of local elected officials or other local public meeting	Much more	Much more
Volunteered your time to some group or activity in Gunnison County	Much more	Much more
Participated in a club or civic group in Gunnison County	Much more	Much more
Provided help to a friend or neighbor	More	More

Gunnison County residents showed a large amount of civic engagement in the area of electoral participation. Ninety percent reported they were registered to vote and 89% indicated they had voted in the last general election. This rate of self-reported voting was higher than comparison communities.

FIGURE 72: REPORTED VOTING BEHAVIOR BY YEAR



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

FIGURE 73: VOTING BEHAVIOR BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Registered to vote	More	Much more
Voted in last general election	Much more	Much more

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Gunnison County Web site in the previous 12 months, 58% reported they had done so at least once. Public information services were rated similarly compared to benchmark data.

FIGURE 74: USE OF INFORMATION SOURCES BY YEAR

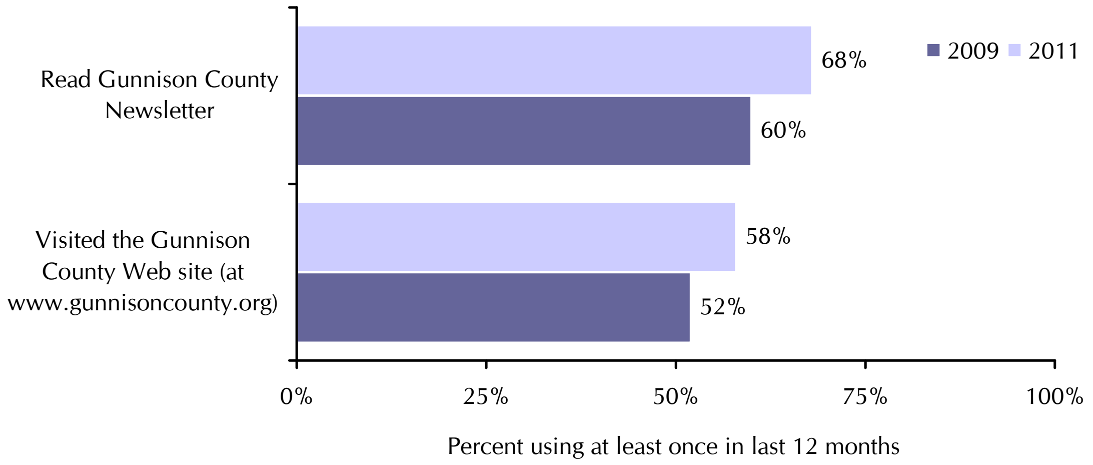


FIGURE 75: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Read Gunnison County Newsletter	Much less	Much less
Visited the Gunnison County Web site	Similar	Similar

FIGURE 76: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

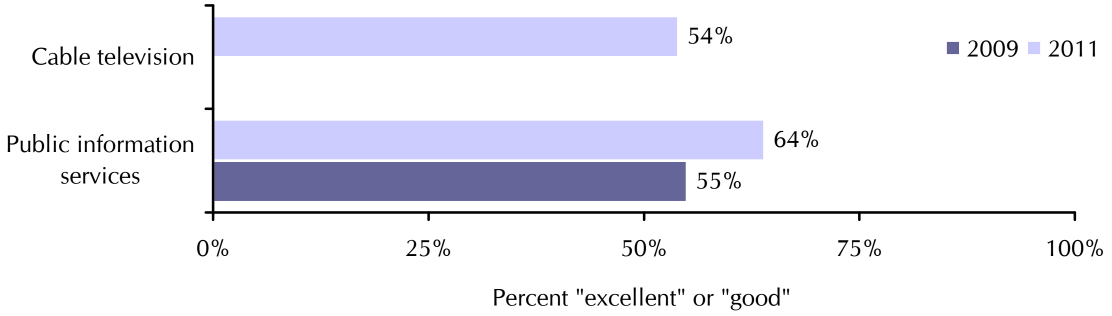


FIGURE 77: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Cable television	Below	Below
Public information services	Similar	Similar

Social Engagement

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 77% of respondents, and a similar percentage rated opportunities to participate in religious or spiritual events and activities as "excellent" or "good." Both ratings showed improvement over time.

FIGURE 78: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

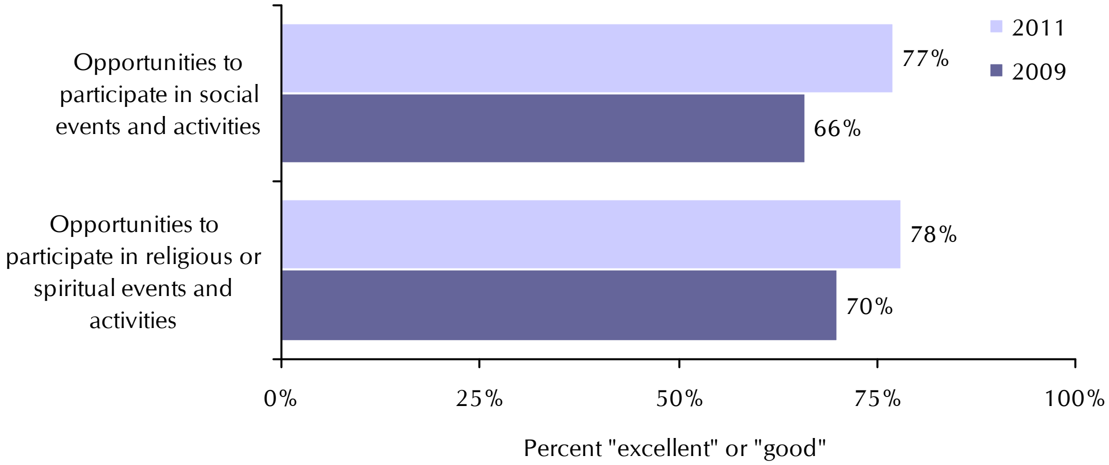


FIGURE 79: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Opportunities to participate in social events and activities	Much above	Much above
Opportunities to participate in religious or spiritual events and activities	Similar	Similar

Residents in Gunnison County reported a strong amount of neighborliness. About 63% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much more than the amount of contact reported in comparison communities.

FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

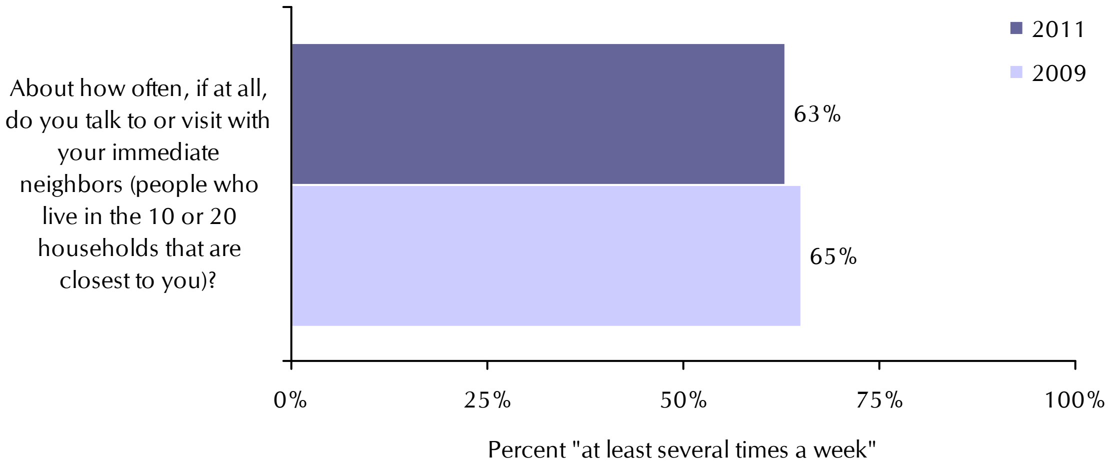


FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Has contact with neighbors at least several times per week	Much more	Much more

PUBLIC TRUST

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

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Gunnison County does at welcoming citizen involvement, 46% rated it as "excellent" or "good." Of these four ratings, one was much above the benchmarks, two were similar to the benchmark and one was below the benchmarks.

FIGURE 82: PUBLIC TRUST RATINGS BY YEAR

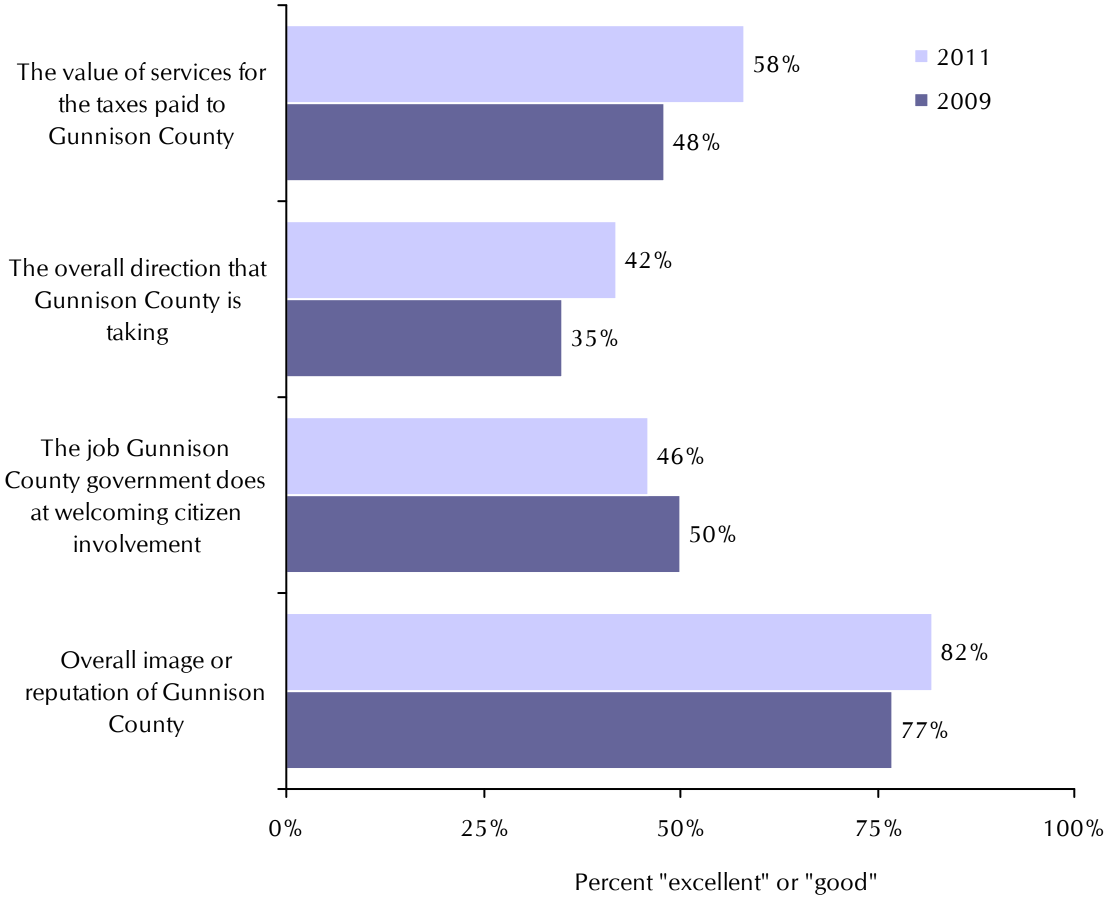


FIGURE 83: PUBLIC TRUST BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
The value of services for the taxes paid to Gunnison County	Similar	Similar
The overall direction that Gunnison County is taking	Much below	Much below
The job Gunnison County government does at welcoming citizen involvement	Similar	Similar
Overall image or reputation of Gunnison County	Much above	Much above

On average, residents of Gunnison County gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by Gunnison County was rated as "excellent" or "good" by 69% of survey participants. Gunnison County's rating was similar to the benchmark when compared to other communities. Ratings of overall County services have remained stable over the last two years.

FIGURE 84: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

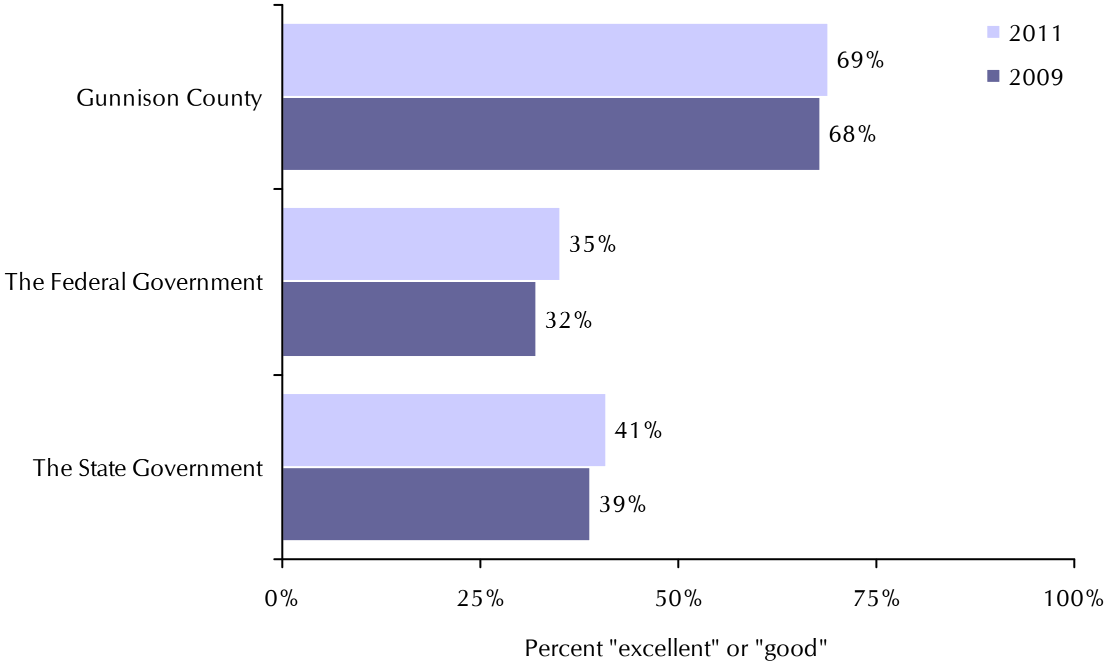


FIGURE 85: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Services provided by Gunnison County	Similar	Similar
Services provided by the Federal Government	Similar	Similar
Services provided by the State Government	Similar	Similar

Gunnison County Employees

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

Those completing the survey were asked if they had been in contact with a County employee either in person, over the phone or via email in the last 12 months; the 67% who reported that they had been in contact (a percent that is much higher than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. County employees were rated highly; 75% of respondents rated their overall impression as "excellent" or "good." Employees ratings were similar to the benchmarks and were similar to the past survey year.

FIGURE 86: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH COUNTY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

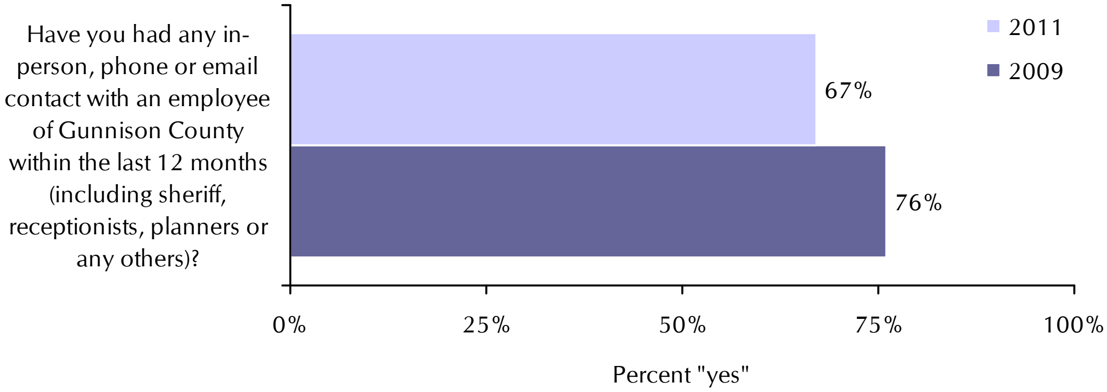


FIGURE 87: CONTACT WITH COUNTY EMPLOYEES BENCHMARKS

	National comparison	Populations under 40,000 in the Western region comparison
Had contact with county employee(s) in last 12 months	Much more	Much more

Figure 88: Ratings of County Employees (Among Those Who Had Contact) by Year

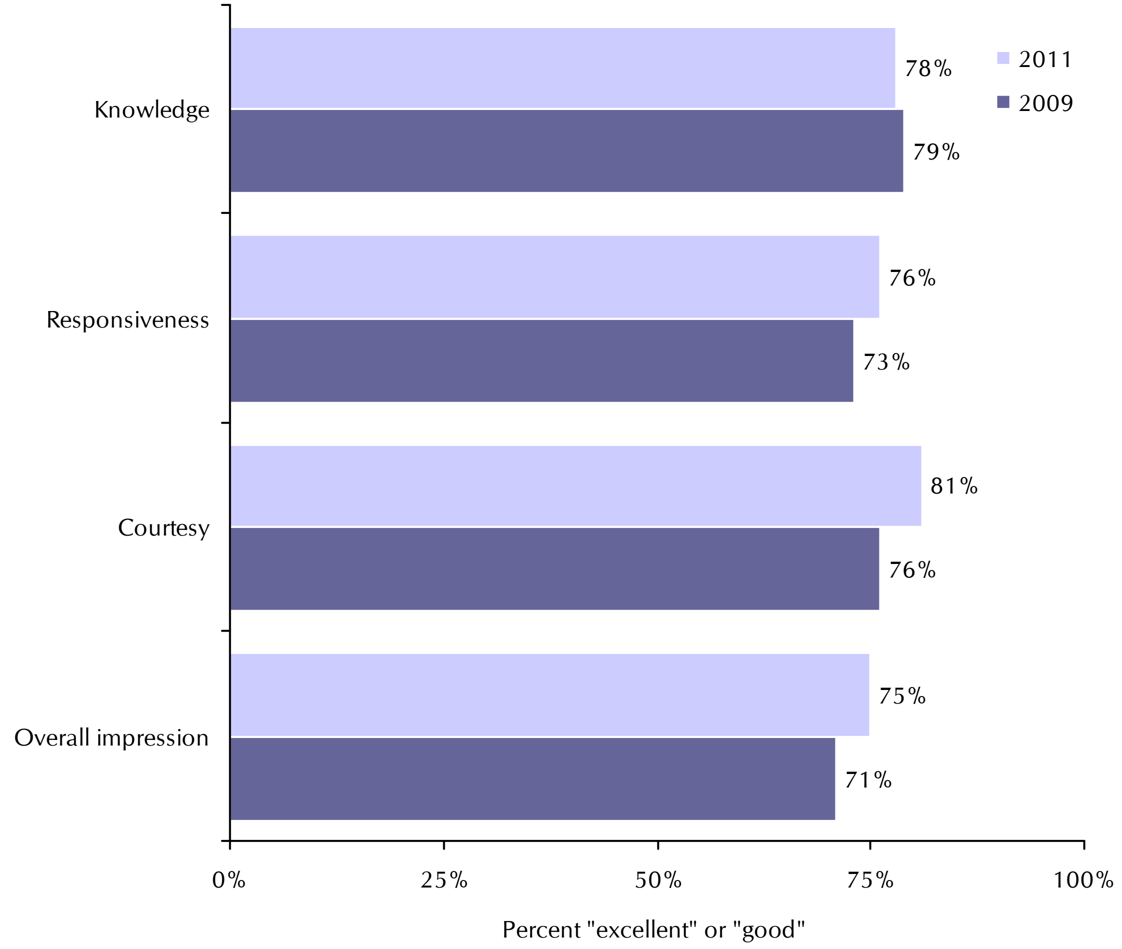


Figure 89: Ratings of County Employees (Among Those Who Had Contact) Benchmarks

	National comparison	Populations under 40,000 in the Western region comparison
Knowledge	Similar	Similar
Responsiveness	Similar	Similar
Courtesy	Similar	Similar
Overall impression	Similar	Similar

FROM DATA TO ACTION

RESIDENT PRIORITIES

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

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

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

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

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

- Traffic enforcement
- Land use, planning and zoning
- Preservation of natural areas
- Storm drainage
- Recycling

GUNNISON COUNTY ACTION CHART

The 2011 Gunnison County Action Chart™ on the following page combines three dimensions of performance:

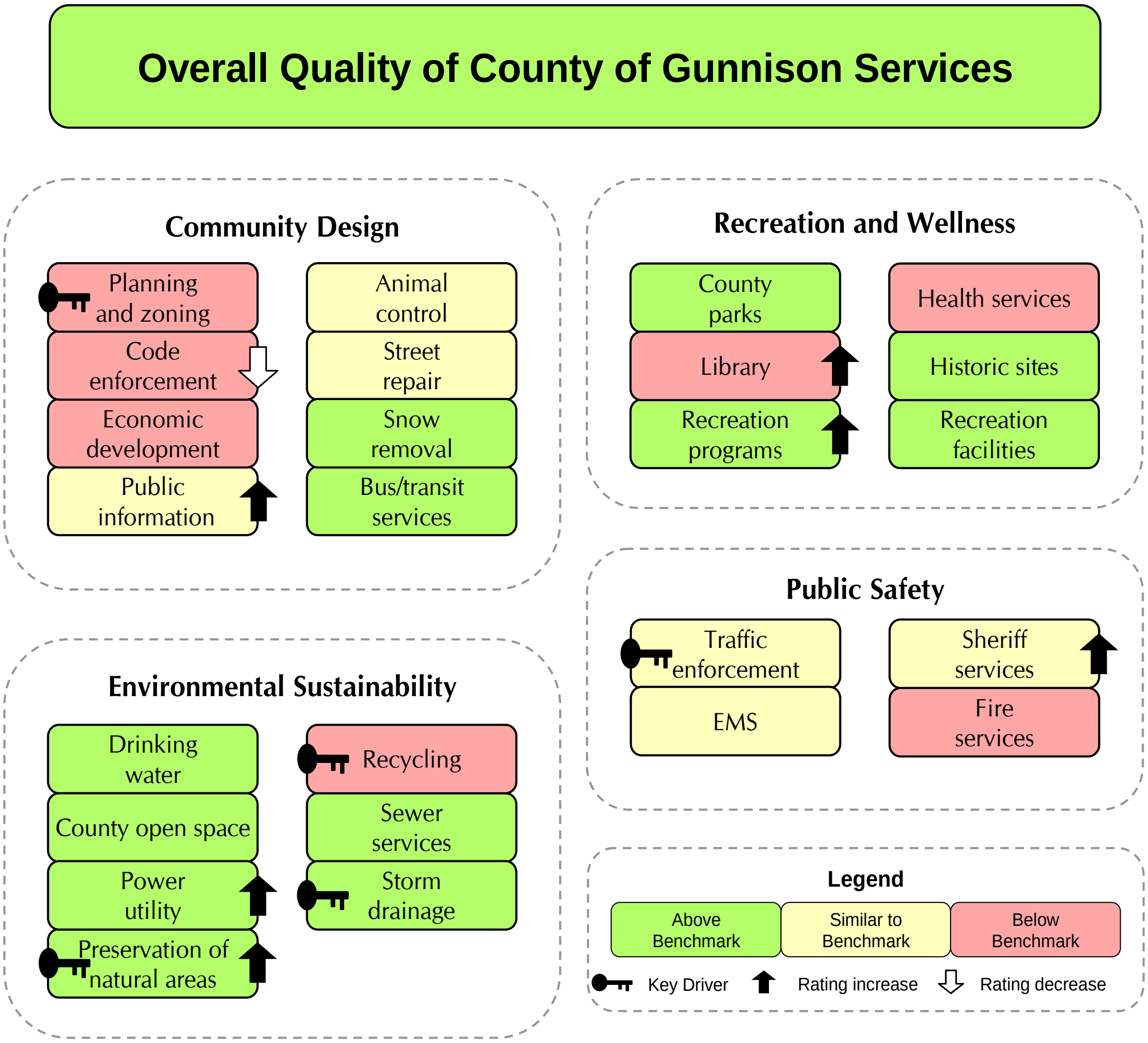
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services.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

Twenty-five services were included in the KDA for Gunnison County. Of these, 12 were above the benchmark, seven were below the benchmark and six were similar to the benchmark. Ratings for six services were trending up and one was trending down, while 18 remained similar to the previous survey.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Gunnison County, land use, planning and zoning and recycling were below the benchmark and traffic enforcement was similar to the benchmark. More detail about interpreting results can be found in the next section.

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

FIGURE 90: GUNNISON COUNTY ACTION CHART™


Overall Quality of County of Gunnison Services
Community Design
Planning and zoning
Code enforcement
Economic development
Public information
Animal control
Street repair
Snow removal
Bus/transit services
Recreation and Wellness
County parks
Library
Recreation programs
Health services
Historic sites
Recreation facilities
Public Safety
Traffic enforcement
EMS
Sheriff services
Fire services
Environmental Sustainability
Drinking water
County open space
Power utility
Preservation of natural areas
Recycling
Sewer services
Storm drainage
Legend
Above Benchmark
Similar to Benchmark
Below Benchmark
Key Driver
Rating increase
Rating decrease

Using Your Action Chart™

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

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

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

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

FIGURE 91: KEY DRIVERS COMPARED

Service	Gunnison County Key Driver	National Key Driver	Core Service
Sheriff services		✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
Traffic enforcement	✓		
Road repair			✓
° Snow removal			
° Bus or transit services			
Recycling	✓		
• Storm drainage	✓		✓
Drinking water			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
° County parks			
° Recreation programs or classes			
° Recreation centers or facilities			
° Gunnison County open space			
° Availability of historic sites			
• Land use planning and zoning	✓	✓	
Code enforcement			✓
° Animal control			
° Economic development		✓	
Health services			✓
° Public library			
Public information services		✓	
Preservation of natural areas	✓		

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

CUSTOM QUESTIONS

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

Custom Question 1

Please indicate how important, if at all, each of the following are in maintaining Gunnison County's rural character:	Essential	Very important	Somewhat important	Not at all important	Total
Low crime rates	61%	31%	6%	2%	100%
Farm/agricultural land	55%	34%	8%	3%	100%
Open space	60%	28%	11%	1%	100%
Passive and active park spaces	41%	42%	11%	6%	100%
Trails and paths	51%	30%	12%	7%	100%
Small-town retail	42%	35%	16%	7%	100%
Quiet; less noise pollution	45%	31%	18%	6%	100%
Slower-paced lifestyle	44%	31%	19%	5%	100%
Land use policies	36%	37%	22%	5%	100%
Opportunities for neighborhood involvement	28%	44%	23%	4%	100%
Gravel/dirt roads	35%	32%	25%	9%	100%
Large spaces between houses	26%	34%	32%	8%	100%

Custom Question 2

Please indicate how important, if at all, each of the following components should be to Gunnison County's land use policy:	Essential	Very important	Somewhat important	Not at all important	Total
Wildlife habitat protection	55%	25%	15%	5%	100%
Agricultural production protection	47%	38%	12%	3%	100%
Industrial use area designation	27%	44%	21%	8%	100%
Commercial use area designation	30%	43%	19%	8%	100%
Residential use area designation	31%	43%	18%	7%	100%

Custom Question 3						
Please indicate how easy or difficult it is for you to obtain information from Gunnison County's Web site (www.gunnisoncounty.org) about each of the following:	Very easy	Somewhat easy	Somewhat difficult	Very difficult	Have not accessed	Total
Assessor's office	14%	22%	5%	1%	58%	100%
County administration	13%	22%	4%	1%	61%	100%
Clerk and Recorder or Elections	9%	20%	5%	3%	65%	100%
GIS/maps	7%	20%	4%	4%	65%	100%
Public Works	6%	20%	5%	2%	67%	100%
Sheriff	9%	16%	3%	1%	71%	100%
Commissioners	7%	17%	5%	2%	68%	100%
CSU Cooperative Extension	8%	16%	3%	2%	71%	100%
Emergency Management	7%	16%	4%	1%	73%	100%
Treasurer	5%	16%	3%	3%	74%	100%
Housing	3%	18%	4%	3%	72%	100%
Community Development	5%	15%	5%	2%	72%	100%
Airport information	5%	14%	11%	4%	66%	100%
Health and Human Services	4%	15%	5%	1%	74%	100%
Human Resources or Finance	4%	14%	3%	3%	76%	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life Please rate each of the following aspects of quality of life in Gunnison County:	Excellent	Good	Fair	Poor	Total
Gunnison County as a place to live	49%	38%	12%	1%	100%
Your neighborhood as a place to live	47%	38%	11%	5%	100%
Gunnison County as a place to raise children	45%	38%	14%	3%	100%
Gunnison County as a place to work	10%	19%	38%	33%	100%
Gunnison County as a place to retire	26%	39%	20%	15%	100%
The overall quality of life in Gunnison County	30%	50%	18%	2%	100%

Question 2: Community Characteristics Please rate each of the following characteristics as they relate to Gunnison County as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	27%	52%	17%	4%	100%
Openness and acceptance of the community towards people of diverse backgrounds	14%	44%	30%	12%	100%
Overall appearance of Gunnison County	25%	53%	17%	4%	100%
Cleanliness of Gunnison County	26%	56%	14%	4%	100%
Overall quality of new development in Gunnison County	9%	37%	30%	24%	100%
Variety of housing options	2%	26%	42%	30%	100%
Overall quality of business and service establishments in Gunnison County	5%	33%	46%	17%	100%
Shopping opportunities	2%	17%	47%	35%	100%
Opportunities to attend cultural activities	12%	37%	41%	10%	100%
Recreational opportunities	72%	23%	3%	1%	100%
Employment opportunities	1%	10%	36%	52%	100%
Educational opportunities	18%	50%	25%	7%	100%
Opportunities to participate in social events and activities	25%	52%	21%	2%	100%
Opportunities to participate in religious or spiritual events and activities	20%	58%	19%	4%	100%
Opportunities to volunteer	37%	49%	11%	4%	100%
Opportunities to participate in community matters	26%	43%	23%	8%	100%
Ease of car travel in Gunnison County	35%	45%	16%	4%	100%
Ease of bus travel in Gunnison County	12%	34%	38%	16%	100%
Ease of bicycle travel in Gunnison County	41%	43%	12%	4%	100%
Ease of walking in Gunnison County	42%	42%	12%	4%	100%
Availability of paths and walking trails	33%	43%	20%	3%	100%
Traffic flow on major streets	15%	64%	16%	6%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Gunnison County as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	10%	47%	32%	11%	100%
Availability of affordable quality housing	5%	18%	35%	42%	100%
Availability of affordable quality child care	3%	22%	53%	22%	100%
Availability of affordable quality health care	4%	21%	46%	29%	100%
Availability of affordable quality food	9%	33%	43%	15%	100%
Availability of preventive health services	8%	37%	39%	16%	100%
Air quality	69%	26%	3%	2%	100%
Quality of overall natural environment in Gunnison County	69%	26%	4%	2%	100%
Overall image or reputation of Gunnison County	28%	54%	14%	4%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Gunnison County over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	9%	20%	53%	13%	5%	100%
Retail growth (stores, restaurants, etc.)	24%	36%	33%	6%	1%	100%
Jobs growth	52%	40%	5%	2%	2%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gunnison County?	Percent of respondents
Not a problem	16%
Minor problem	41%
Moderate problem	30%
Major problem	13%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Gunnison County:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	71%	24%	3%	1%	1%	100%
Property crimes (e.g., burglary, theft)	32%	49%	8%	9%	1%	100%
Environmental hazards, including toxic waste	52%	33%	8%	6%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	90%	8%	2%	0%	0%	100%
In your neighborhood after dark	71%	20%	3%	2%	3%	100%
In Gunnison County's downtown area(s) during the day	88%	8%	3%	0%	2%	100%
In Gunnison County's downtown area(s) after dark	59%	31%	7%	1%	2%	100%

Question 7: Contact with Sheriff's Department		
Have you had any in-person or phone contact with an employee of the Gunnison County Sheriff's Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the Gunnison County Sheriff's Department within the last 12 months?	56%	44%

Question 8: Ratings of Contact with Sheriff's Department				
What was your overall impression of your most recent contact with the Gunnison County Sheriff's Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the Gunnison County Sheriff's Department?	43%	38%	6%	12%

Question 9: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	84%
Yes	16%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	22%
Yes	78%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Gunnison County?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Gunnison County public libraries or their services	33%	20%	24%	12%	12%	100%
Participated in a recreation program or activity	22%	26%	20%	12%	20%	100%
Visited a neighborhood park or County park	5%	16%	37%	16%	26%	100%
Ridden a local bus within Gunnison County	45%	18%	15%	9%	13%	100%
Attended a meeting of local elected officials or other local public meeting	47%	29%	20%	3%	1%	100%
Read Gunnison County Newsletter	32%	32%	21%	4%	11%	100%
Visited the Gunnison County Web site (at gunnisoncounty.org)	42%	22%	22%	9%	4%	100%
Recycled used paper, cans or bottles from your home	10%	5%	14%	16%	55%	100%
Volunteered your time to some group or activity in Gunnison County	26%	27%	23%	9%	16%	100%
Participated in religious or spiritual activities in Gunnison County	54%	16%	10%	7%	13%	100%
Participated in a club or civic group in Gunnison County	46%	22%	17%	7%	8%	100%
Provided help to a friend or neighbor	0%	11%	39%	25%	25%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	33%
Several times a week	29%
Several times a month	21%
Less than several times a month	16%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Gunnison County:	Excellent	Good	Fair	Poor	Total
Sheriff services	25%	57%	16%	3%	100%
Fire services	41%	43%	9%	7%	100%
Ambulance or emergency medical services	44%	44%	10%	2%	100%
Crime prevention	23%	50%	19%	7%	100%
Fire prevention and education	24%	51%	20%	5%	100%
Traffic enforcement on County road and highways	15%	51%	24%	10%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Gunnison County:	Excellent	Good	Fair	Poor	Total
Road repair	8%	39%	40%	13%	100%
Snow removal on County road and highways	35%	45%	15%	5%	100%
Bus or transit services	16%	48%	26%	9%	100%
Recycling	20%	47%	26%	7%	100%
Storm drainage	12%	62%	22%	4%	100%
Drinking water	33%	48%	15%	4%	100%
Sewer services	22%	63%	9%	5%	100%
Power (electric and/or gas) utility	28%	56%	15%	1%	100%
County parks	36%	53%	10%	1%	100%
Recreation programs or classes	35%	54%	10%	1%	100%
Recreation centers or facilities	32%	53%	13%	2%	100%
Gunnison County open space	40%	47%	12%	2%	100%
Nature programs or classes	22%	51%	23%	4%	100%
Availability of historic sites	21%	49%	24%	6%	100%
Land use, planning and zoning	4%	33%	38%	25%	100%
Code enforcement (weeds, abandoned buildings, etc.)	7%	27%	41%	25%	100%
Animal control	12%	52%	24%	12%	100%
Economic development	1%	15%	39%	45%	100%
Health services	9%	42%	40%	8%	100%
Services to seniors	11%	50%	30%	9%	100%
Services to youth	11%	49%	27%	13%	100%
Services to low-income people	8%	32%	42%	18%	100%
Public library services	24%	57%	16%	2%	100%
Public information services	11%	53%	31%	6%	100%
Public schools	18%	50%	22%	10%	100%
Cable television	10%	43%	20%	27%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	23%	51%	18%	8%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	31%	49%	16%	4%	100%
Mental health services	11%	41%	24%	24%	100%
Drug and alcohol services	8%	38%	28%	26%	100%
Adult protective services	9%	44%	38%	8%	100%
Agricultural/farm advisor	15%	51%	29%	5%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
Gunnison County	12%	57%	23%	7%	100%
The Federal Government	7%	28%	39%	26%	100%
The State Government	7%	34%	41%	18%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Gunnison County to someone who asks	47%	37%	8%	8%	100%
Remain in Gunnison County for the next five years	52%	29%	7%	12%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	4%
Somewhat positive	5%
Neutral	35%
Somewhat negative	41%
Very negative	16%
Total	100%

Question 17: Contact with County Employees	
Have you had any in-person, phone or email contact with an employee of Gunnison County within the last 12 months (including sheriff, receptionists, planners or any others)?	Percent of respondents
No	33%
Yes	67%
Total	100%

Question 18: County Employees					
What was your impression of the employee(s) of Gunnison County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	29%	49%	18%	5%	100%
Responsiveness	27%	50%	16%	7%	100%
Courtesy	40%	40%	15%	5%	100%
Overall impression	30%	45%	18%	7%	100%

Question 19: Government Performance					
Please rate the following categories of Gunnison County government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Gunnison County	9%	48%	26%	16%	100%
The overall direction that Gunnison County is taking	5%	37%	36%	22%	100%
The job Gunnison County government does at welcoming citizen involvement	8%	38%	38%	16%	100%

Question 20: Custom Question 1					
Please indicate how important, if at all, each of the following are in maintaining Gunnison County's rural character:	Essential	Very important	Somewhat important	Not at all important	Total
Open space	60%	28%	11%	1%	100%
Farm/agricultural land	55%	34%	8%	3%	100%
Gravel/dirt roads	35%	32%	25%	9%	100%
Large spaces between houses	26%	34%	32%	8%	100%
Passive and active park spaces	41%	42%	11%	6%	100%
Trails and paths	51%	30%	12%	7%	100%
Quiet; less noise pollution	45%	31%	18%	6%	100%
Low crime rates	61%	31%	6%	2%	100%
Slower-paced lifestyle	44%	31%	19%	5%	100%
Small-town retail	42%	35%	16%	7%	100%
Opportunities for neighborhood involvement	28%	44%	23%	4%	100%
Land use policies	36%	37%	22%	5%	100%

Question 21: Custom Question 2					
Please indicate how important, if at all, each of the following components should be to Gunnison County's land use policy:	Essential	Very important	Somewhat important	Not at all important	Total
Wildlife habitat protection	55%	25%	15%	5%	100%
Agricultural production protection	47%	38%	12%	3%	100%
Industrial use area designation	27%	44%	21%	8%	100%
Commercial use area designation	30%	43%	19%	8%	100%
Residential use area designation	31%	43%	18%	7%	100%

Question 22: Custom Question 3						
Please indicate how easy or difficult it is for you to obtain information from Gunnison County's Web site (www.gunnisoncounty.org) about each of the following:	Very easy	Somewhat easy	Somewhat difficult	Very difficult	Have not accessed	Total
County administration	13%	22%	4%	1%	61%	100%
Assessor's office	14%	22%	5%	1%	58%	100%
Airport information	5%	14%	11%	4%	66%	100%
Clerk and Recorder or Elections	9%	20%	5%	3%	65%	100%
Commissioners	7%	17%	5%	2%	68%	100%
Community Development	5%	15%	5%	2%	72%	100%
CSU Cooperative Extension	8%	16%	3%	2%	71%	100%
Emergency Management	7%	16%	4%	1%	73%	100%
GIS/maps	7%	20%	4%	4%	65%	100%
Health and Human Services	4%	15%	5%	1%	74%	100%
Housing	3%	18%	4%	3%	72%	100%
Human Resources or Finance	4%	14%	3%	3%	76%	100%
Public Works	6%	20%	5%	2%	67%	100%
Sheriff	9%	16%	3%	1%	71%	100%
Treasurer	5%	16%	3%	3%	74%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	19%
Yes, full-time	67%
Yes, part-time	14%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	54%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	15%
Bus, rail, subway or other public transportation	2%
Walk	7%
Bicycle	12%
Work at home	9%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Gunnison County?	Percent of respondents
Less than 2 years	9%
2 to 5 years	22%
6 to 10 years	16%
11 to 20 years	19%
More than 20 years	34%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	67%
House attached to one or more houses (e.g., a duplex or townhome)	10%
Building with two or more apartments or condominiums	14%
Mobile home	6%
Other	3%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	38%
Owned by you or someone in this house with a mortgage or free and clear	62%
Total	100%

Question D6: Monthly Housing Cost	
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 of respondents
Less than $300 per month	7%
$300 to $599 per month	17%
$600 to $999 per month	32%
$1,000 to $1,499 per month	21%
$1,500 to $2,499 per month	15%
$2,500 or more per month	8%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	75%
Yes	25%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	86%
Yes	14%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than $24,999	18%
$25,000 to $49,999	34%
$50,000 to $99,999	31%
$100,000 to $149,000	10%
$150,000 or more	7%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	99%
Yes, I consider myself to be Spanish, Hispanic or Latino	1%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	4%
Asian, Asian Indian or Pacific Islander	0%
Black or African American	1%
White	97%
Other	3%

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

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	10%
25 to 34 years	35%
35 to 44 years	14%
45 to 54 years	19%
55 to 64 years	12%
65 to 74 years	8%
75 years or older	3%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	47%
Male	53%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	10%
Yes	89%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	11%
Yes	87%
Ineligible to vote	2%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	6%
Yes	94%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	47%
Yes	53%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	26%
Land line	48%
Both	26%
Total	100%

FREQUENCIES INCLUDING "DON'T KNOW" RESPONSES

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

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Gunnison County:	Excellent		Good		Fair		Poor		Don't know		Total	
Gunnison County as a place to live	48%	175	37%	134	12%	44	1%	4	2%	6	100%	363
Your neighborhood as a place to live	47%	170	38%	136	11%	39	5%	16	0%	0	100%	362
Gunnison County as a place to raise children	38%	136	31%	113	11%	41	3%	10	17%	60	100%	360
Gunnison County as a place to work	10%	34	18%	65	37%	132	32%	115	3%	11	100%	357
Gunnison County as a place to retire	21%	76	31%	112	16%	58	12%	42	20%	71	100%	360
The overall quality of life in Gunnison County	30%	107	50%	180	17%	62	2%	7	1%	5	100%	361

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Gunnison County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	27%	96	51%	182	17%	61	4%	13	1%	5	100%	356
Openness and acceptance of the community towards people of diverse backgrounds	14%	49	43%	152	29%	103	12%	41	3%	10	100%	356
Overall appearance of Gunnison County	25%	91	53%	190	17%	63	4%	16	0%	0	100%	360
Cleanliness of Gunnison County	26%	94	56%	200	14%	49	4%	16	0%	0	100%	358
Overall quality of new development in Gunnison County	9%	31	35%	127	28%	101	23%	82	5%	18	100%	359
Variety of housing options	2%	7	25%	91	40%	145	29%	105	4%	13	100%	360
Overall quality of business and service establishments in Gunnison County	5%	17	32%	116	46%	163	17%	61	0%	1	100%	357
Shopping opportunities	2%	6	16%	58	46%	165	34%	122	1%	4	100%	355
Opportunities to attend cultural activities	11%	41	35%	127	39%	140	10%	35	4%	16	100%	359
Recreational opportunities	71%	254	23%	81	3%	12	1%	5	1%	5	100%	357
Employment opportunities	1%	4	9%	34	34%	124	49%	177	6%	22	100%	361
Educational opportunities	18%	65	49%	178	25%	88	7%	23	1%	4	100%	359

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Gunnison County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to participate in social events and activities	24%	85	50%	181	20%	73	2%	6	4%	16	100%	361
Opportunities to participate in religious or spiritual events and activities	14%	51	41%	147	13%	48	2%	9	29%	104	100%	358
Opportunities to volunteer	34%	124	46%	164	11%	38	3%	12	6%	22	100%	359
Opportunities to participate in community matters	24%	88	41%	146	21%	77	8%	27	5%	19	100%	357
Ease of car travel in Gunnison County	35%	126	44%	159	15%	56	4%	15	2%	5	100%	362
Ease of bus travel in Gunnison County	10%	37	30%	107	33%	118	14%	49	14%	49	100%	360
Ease of bicycle travel in Gunnison County	38%	137	41%	147	11%	40	4%	14	6%	23	100%	361
Ease of walking in Gunnison County	41%	147	42%	149	12%	44	4%	13	1%	5	100%	359
Availability of paths and walking trails	33%	119	42%	152	20%	72	3%	12	2%	6	100%	361
Traffic flow on major streets	15%	53	63%	227	16%	58	6%	20	1%	3	100%	360
Amount of public parking	10%	37	46%	164	31%	112	11%	40	2%	8	100%	360
Availability of affordable quality housing	4%	16	16%	59	32%	118	39%	140	8%	29	100%	362
Availability of affordable quality child care	1%	5	10%	37	25%	89	10%	37	53%	189	100%	356
Availability of affordable quality health care	3%	12	19%	68	41%	148	27%	95	9%	34	100%	357
Availability of affordable quality food	9%	31	32%	117	43%	155	15%	55	1%	3	100%	361
Availability of preventive health services	7%	25	32%	112	34%	121	14%	48	13%	44	100%	351
Air quality	69%	244	26%	92	3%	10	2%	7	0%	2	100%	354
Quality of overall natural environment in Gunnison County	69%	250	26%	93	4%	13	2%	7	0%	0	100%	363
Overall image or reputation of Gunnison County	28%	101	53%	193	14%	50	4%	14	1%	5	100%	362

Question 3: Growth														
Please rate the speed of growth in the following categories in Gunnison County over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	8%	30	18%	66	49%	174	12%	42	4%	16	8%	29	100%	358
Retail growth (stores, restaurants, etc.)	23%	84	34%	124	31%	113	6%	21	0%	2	5%	17	100%	360
Jobs growth	48%	172	37%	132	4%	16	2%	6	1%	5	8%	28	100%	359

Question 4: Code Enforcement

To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gunnison County?	Percent of respondents	Count
Not a problem	16%	57
Minor problem	40%	143
Moderate problem	29%	103
Major problem	13%	46
Don't know	3%	12
Total	100%	361

Question 5: Community Safety

Please rate how safe or unsafe you feel from the following in Gunnison County:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	70%	252	24%	86	3%	12	1%	4	1%	2	0%	2	100%	358
Property crimes (e.g., burglary, theft)	32%	117	49%	178	8%	30	9%	34	1%	3	0%	2	100%	363
Environmental hazards, including toxic waste	52%	187	32%	117	8%	28	6%	22	1%	3	1%	5	100%	362

Question 6: Personal Safety

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	88%	321	7%	27	2%	9	0%	0	0%	1	1%	5	100%	363
In your neighborhood after dark	71%	257	20%	74	3%	13	2%	8	3%	11	0%	0	100%	363
In Gunnison County's downtown area(s) during the day	87%	317	8%	29	3%	9	0%	0	2%	6	1%	3	100%	363
In Gunnison County's downtown area(s) after dark	57%	208	30%	108	7%	24	1%	4	2%	7	3%	11	100%	363

Question 7: Contact with Sheriff's Department								
Have you had any in-person or phone contact with an employee of the Gunnison County Sheriff's Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the Gunnison County Sheriff's Department within the last 12 months?	56%	203	44%	159	0%	0	100%	361

Question 8: Ratings of Contact with Sheriff's Department												
What was your overall impression of your most recent contact with the Gunnison County Sheriff's Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the Gunnison County Sheriff's Department?	43%	68	38%	59	6%	10	12%	19	0%	0	100%	156

Question 8: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	83%	297
Yes	16%	59
Don't know	0%	1
Total	100%	357

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	22%	13
Yes	78%	46
Don't know	0%	0
Total	100%	59

Question 11: Resident Behavior												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Gunnison County?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Gunnison County public libraries or their services	33%	118	20%	72	24%	87	12%	43	12%	42	100%	363
Participated in a recreation program or activity	22%	80	26%	93	20%	71	12%	44	20%	71	100%	360
Visited a neighborhood park or County park	5%	19	16%	57	37%	134	16%	57	26%	92	100%	359
Ridden a local bus within Gunnison County	45%	161	18%	62	15%	54	9%	33	13%	46	100%	356
Attended a meeting of local elected officials or other local public meeting	47%	170	29%	105	20%	72	3%	12	1%	3	100%	361
Read Gunnison County Newsletter	32%	111	32%	110	21%	73	4%	16	11%	40	100%	350
Visited the Gunnison County Web site (at gunnisoncounty.org)	42%	152	22%	80	22%	80	9%	32	4%	15	100%	360
Recycled used paper, cans or bottles from your home	10%	34	5%	18	14%	51	16%	56	55%	198	100%	357
Volunteered your time to some group or activity in Gunnison County	26%	95	27%	96	23%	82	9%	31	16%	58	100%	361
Participated in religious or spiritual activities in Gunnison County	54%	196	16%	59	10%	37	7%	24	13%	46	100%	361
Participated in a club or civic group in Gunnison County	46%	165	22%	80	17%	60	7%	24	8%	30	100%	360
Provided help to a friend or neighbor	0%	0	11%	39	39%	143	25%	90	25%	91	100%	363

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	33%	121
Several times a week	29%	107
Several times a month	21%	78
Less than several times a month	16%	58
Total	100%	363

Question 13: Service Quality												
Please rate the quality of each of the following services in Gunnison County:	Excellent		Good		Fair		Poor		Don't know		Total	
Sheriff services	21%	78	50%	179	14%	49	2%	9	13%	46	100%	361
Fire services	34%	123	36%	131	8%	27	6%	20	17%	60	100%	361
Ambulance or emergency medical services	37%	132	37%	132	8%	30	2%	6	17%	61	100%	361
Crime prevention	19%	70	43%	153	16%	59	6%	22	15%	55	100%	359
Fire prevention and education	18%	66	38%	136	15%	53	4%	14	25%	89	100%	358
Traffic enforcement on County road and highways	14%	51	48%	171	22%	80	9%	32	7%	25	100%	360
Road repair	8%	27	38%	136	39%	139	13%	45	2%	7	100%	353
Snow removal on County road and highways	33%	121	43%	156	15%	53	5%	17	4%	15	100%	362
Bus or transit services	13%	45	37%	132	21%	73	7%	26	22%	78	100%	354
Recycling	19%	69	45%	164	25%	90	6%	23	4%	16	100%	361
Storm drainage	10%	34	50%	177	18%	64	3%	11	20%	71	100%	356
Drinking water	32%	113	46%	166	14%	51	4%	14	4%	14	100%	357
Sewer services	19%	67	53%	189	8%	28	4%	15	15%	55	100%	354
Power (electric and/or gas) utility	27%	98	55%	199	14%	52	1%	5	2%	7	100%	359
County parks	33%	120	49%	178	9%	33	1%	5	7%	25	100%	362
Recreation programs or classes	27%	95	42%	148	7%	27	1%	2	24%	84	100%	355
Recreation centers or facilities	26%	92	42%	150	10%	37	1%	5	21%	74	100%	358
Gunnison County open space	36%	129	42%	151	10%	38	2%	6	10%	37	100%	361

Question 13: Service Quality												
Please rate the quality of each of the following services in Gunnison County:	Excellent		Good		Fair		Poor		Don't know		Total	
Nature programs or classes	12%	44	28%	102	12%	45	2%	8	45%	160	100%	359
Availability of historic sites	17%	61	40%	144	20%	71	5%	17	18%	66	100%	360
Land use, planning and zoning	3%	11	25%	90	29%	103	19%	67	25%	90	100%	361
Code enforcement (weeds, abandoned buildings, etc.)	5%	18	21%	73	31%	111	19%	67	24%	86	100%	355
Animal control	10%	36	44%	158	20%	72	10%	36	16%	58	100%	361
Economic development	1%	4	12%	45	32%	114	37%	132	18%	66	100%	360
Health services	8%	30	37%	135	36%	128	7%	26	12%	42	100%	360
Services to seniors	6%	21	27%	97	16%	58	5%	18	46%	167	100%	361
Services to youth	8%	28	33%	120	18%	66	9%	32	32%	115	100%	360
Services to low-income people	4%	15	17%	59	22%	79	10%	34	48%	170	100%	358
Public library services	19%	70	46%	167	13%	47	2%	7	19%	69	100%	361
Public information services	8%	29	40%	144	23%	84	4%	15	25%	90	100%	361
Public schools	12%	44	34%	123	15%	53	7%	25	32%	114	100%	358
Cable television	5%	19	22%	77	10%	35	13%	47	50%	174	100%	352
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	52	32%	113	11%	40	5%	18	37%	133	100%	357
Preservation of natural areas such as open space, farmlands and greenbelts	29%	103	46%	164	14%	52	4%	13	7%	24	100%	356
Mental health services	4%	14	16%	56	9%	33	9%	33	61%	218	100%	354
Drug and alcohol services	3%	11	15%	54	11%	40	10%	37	60%	215	100%	357
Adult protective services	3%	9	12%	43	10%	37	2%	8	73%	260	100%	357
Agricultural/farm advisor	4%	14	14%	51	8%	28	2%	5	72%	254	100%	353

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
Gunnison County	12%	42	56%	202	23%	82	7%	25	3%	10	100%	361
The Federal Government	7%	24	25%	90	35%	126	23%	85	10%	36	100%	360
The State Government	6%	22	31%	110	37%	134	16%	57	10%	37	100%	360

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Gunnison County to someone who asks	46%	166	36%	130	8%	28	8%	30	2%	9	100%	363
Remain in Gunnison County for the next five years	50%	182	28%	103	7%	25	11%	41	3%	12	100%	363

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	4%	13
Somewhat positive	5%	18
Neutral	35%	125
Somewhat negative	41%	144
Very negative	16%	56
Total	100%	356

Question 17: Contact with County Employees		
Have you had any in-person, phone or email contact with an employee of Gunnison County within the last 12 months (including sheriff, receptionists, planners or any others)?	Percent of respondents	Count
No	33%	119
Yes	67%	239
Total	100%	357

Question 18: County Employees

What was your impression of the employee(s) of Gunnison County in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	29%	69	48%	115	18%	42	5%	11	0%	1	100%	238
Responsiveness	27%	63	50%	119	16%	39	7%	17	0%	0	100%	238
Courtesy	40%	96	40%	96	15%	35	5%	12	0%	0	100%	238
Overall impression	30%	72	44%	106	18%	44	7%	16	1%	1	100%	238

Question 19: Government Performance

Please rate the following categories of Gunnison County government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Gunnison County	9%	31	44%	158	24%	85	15%	53	9%	34	100%	361
The overall direction that Gunnison County is taking	5%	18	34%	122	33%	120	20%	73	8%	29	100%	361
The job Gunnison County government does at welcoming citizen involvement	7%	24	32%	118	32%	116	14%	50	15%	54	100%	362

Question 20: Custom Question 1

Please indicate how important, if at all, each of the following are in maintaining Gunnison County's rural character:	Essential		Very important		Somewhat important		Not at all important		Total	
Open space	60%	219	28%	101	11%	38	1%	4	100%	362
Farm/agricultural land	55%	200	34%	123	8%	28	3%	11	100%	363
Gravel/dirt roads	35%	126	32%	114	25%	89	9%	33	100%	362
Large spaces between houses	26%	94	34%	123	32%	116	8%	29	100%	362
Passive and active park spaces	41%	147	42%	153	11%	39	6%	23	100%	362
Trails and paths	51%	186	30%	108	12%	44	7%	24	100%	362
Quiet; less noise pollution	45%	161	31%	113	18%	66	6%	21	100%	362
Low crime rates	61%	221	31%	112	6%	21	2%	8	100%	361
Slower-paced lifestyle	44%	160	31%	114	19%	70	5%	17	100%	361
Small-town retail	42%	153	35%	125	16%	56	7%	25	100%	359
Opportunities for neighborhood involvement	28%	101	44%	161	23%	85	4%	16	100%	362
Land use policies	36%	131	37%	134	22%	78	5%	20	100%	362

Question 21: Custom Question 2

Please indicate how important, if at all, each of the following components should be to Gunnison County's land use policy:	Essential		Very important		Somewhat important		Not at all important		Total	
Wildlife habitat protection	55%	199	25%	90	15%	55	5%	19	100%	362
Agricultural production protection	47%	169	38%	138	12%	44	3%	12	100%	363
Industrial use area designation	27%	98	44%	158	21%	78	8%	29	100%	363
Commercial use area designation	30%	109	43%	155	19%	68	8%	30	100%	362
Residential use area designation	31%	113	43%	157	18%	66	7%	27	100%	363

Question 22: Custom Question 3

Please indicate how easy or difficult it is for you to obtain information from Gunnison County's Web site (www.gunnisoncounty.org) about each of the following:	Very easy		Somewhat easy		Somewhat difficult		Very difficult		Have not accessed		Total	
County administration	13%	45	22%	76	4%	14	1%	4	61%	214	100%	353
Assessor's office	14%	50	22%	77	5%	16	1%	4	58%	203	100%	351
Airport information	5%	18	14%	48	11%	40	4%	12	66%	232	100%	350
Clerk and Recorder or Elections	9%	30	20%	68	5%	16	3%	9	65%	224	100%	347
Commissioners	7%	24	17%	61	5%	17	2%	8	68%	238	100%	348
Community Development	5%	19	15%	53	5%	19	2%	7	72%	250	100%	348
CSU Cooperative Extension	8%	27	16%	55	3%	10	2%	9	71%	247	100%	348
Emergency Management	7%	23	16%	55	4%	12	1%	5	73%	256	100%	351
GIS/maps	7%	24	20%	71	4%	14	4%	13	65%	229	100%	350
Health and Human Services	4%	16	15%	54	5%	17	1%	4	74%	257	100%	348
Housing	3%	11	18%	61	4%	14	3%	11	72%	251	100%	348
Human Resources or Finance	4%	14	14%	48	3%	9	3%	11	76%	265	100%	348
Public Works	6%	20	20%	70	5%	17	2%	8	67%	233	100%	348
Sheriff	9%	32	16%	55	3%	10	1%	5	71%	247	100%	348
Treasurer	5%	16	16%	55	3%	10	3%	10	74%	253	100%	344

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	19%	70
Yes, full-time	67%	239
Yes, part-time	14%	49
Total	100%	358

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	54%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	15%
Bus, rail, subway or other public transportation	2%
Walk	7%
Bicycle	12%
Work at home	9%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Gunnison County?	Percent of respondents	Count
Less than 2 years	9%	33
2 to 5 years	22%	78
6 to 10 years	16%	56
11 to 20 years	19%	69
More than 20 years	34%	125
Total	100%	361

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	67%	244
House attached to one or more houses (e.g., a duplex or townhome)	10%	38
Building with two or more apartments or condominiums	14%	50
Mobile home	6%	21
Other	3%	11
Total	100%	364

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	38%	135
Owned by you or someone in this house with a mortgage or free and clear	62%	223
Total	100%	358

Question D6: Monthly Housing Cost		
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 of respondents	Count
Less than $300 per month	7%	24
$300 to $599 per month	17%	62
$600 to $999 per month	32%	116
$1,000 to $1,499 per month	21%	75
$1,500 to $2,499 per month	15%	55
$2,500 or more per month	8%	28
Total	100%	359

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	75%	270
Yes	25%	88
Total	100%	358

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	86%	310
Yes	14%	51
Total	100%	362

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than $24,999	18%	63
$25,000 to $49,999	34%	119
$50,000 to $99,999	31%	109
$100,000 to $149,000	10%	37
$150,000 or more	7%	26
Total	100%	353

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	99%	357
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	5
Total	100%	362

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	4%	13
Asian, Asian Indian or Pacific Islander	0%	2
Black or African American	1%	3
White	97%	348
Other	3%	11

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

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	10%	34
25 to 34 years	35%	125
35 to 44 years	14%	50
45 to 54 years	19%	68
55 to 64 years	12%	44
65 to 74 years	8%	28
75 years or older	3%	12
Total	100%	362

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	47%	170
Male	53%	188
Total	100%	358

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	10%	35
Yes	88%	320
Ineligible to vote	1%	4
Don't know	1%	4
Total	100%	363

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	11%	40
Yes	85%	309
Ineligible to vote	2%	8
Don't know	2%	6
Total	100%	363

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	6%	23
Yes	94%	340
Total	100%	363

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	47%	169
Yes	53%	194
Total	100%	363

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	26%	47
Land line	48%	87
Both	26%	46
Total	100%	180

APPENDIX B: SURVEY METHODOLOGY

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

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

SURVEY VALIDITY

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

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

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by County officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

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

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

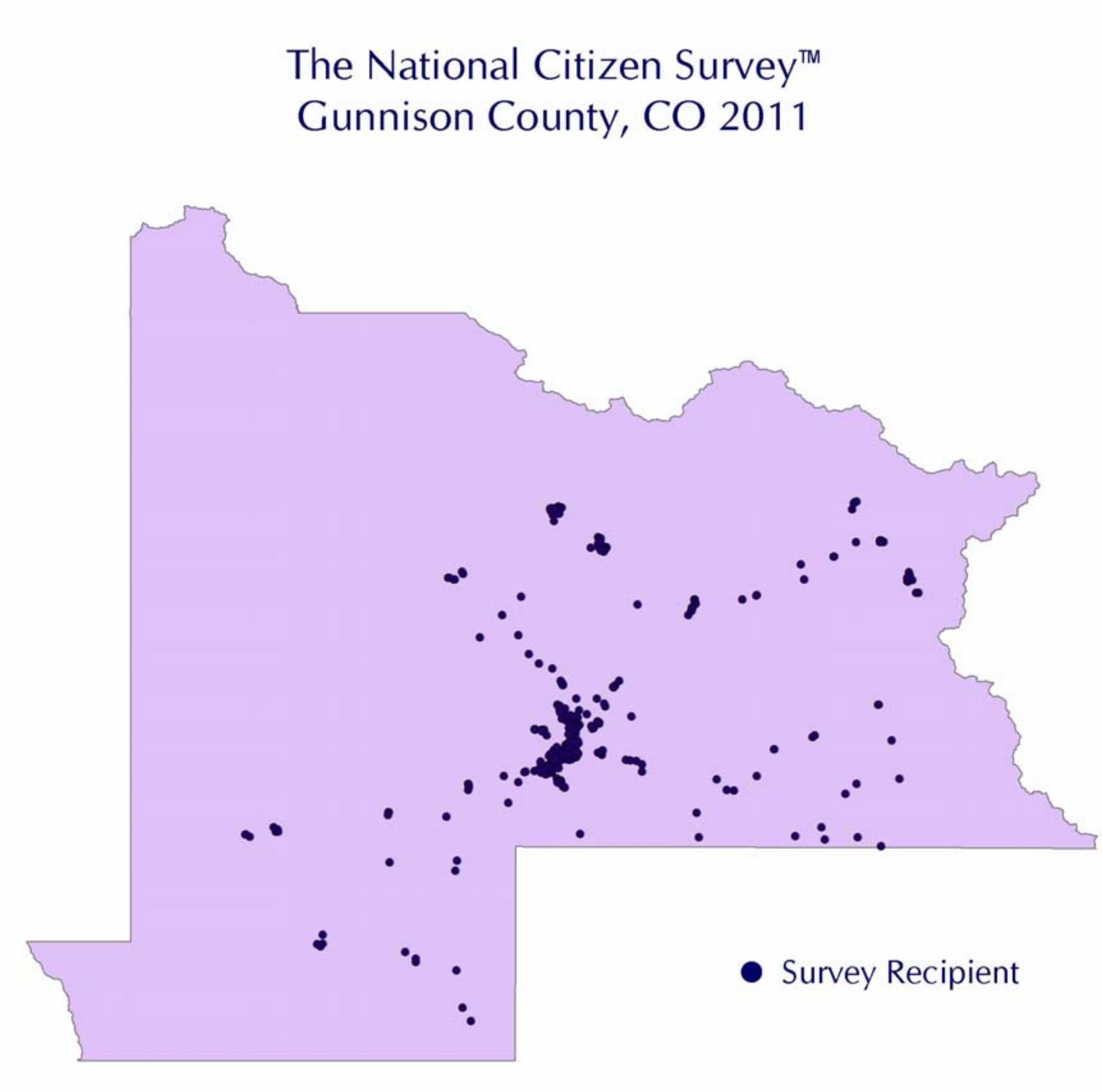
Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen "objectively" in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

SURVEY SAMPLING

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

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

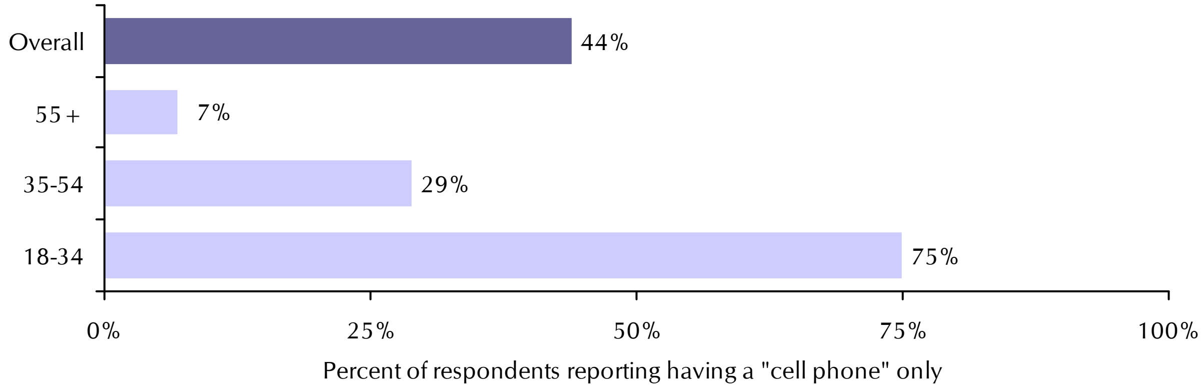
FIGURE 92: LOCATION OF SURVEY RECIPIENTS



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

In response to the growing number of the cell-phone population (so-called "cord cutters"), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.[1] Among younger adults (age 18-34), 53.7% of households were "cell-only." Based on survey results, Gunnison County has a "cord cutter" population greater than the nationwide 2010 estimates.

FIGURE 93: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN GUNNISON COUNTY



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning July 5, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the board of county commissioners chairperson 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 have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for Gunnison County survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (364 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

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[1] http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf

Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

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

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

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

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2005-2009 American Community Survey Census estimates for adults in Gunnison County. Sample results were weighted using the population norms to reflect the appropriate percent of those residents Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure and sex and age. This decision was based on:

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

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

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

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

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

Gunnison County Citizen Survey Weighting Table			
Characteristic	Population Norm[2]	Unweighted Data	Weighted Data
Housing			
Rent home	38%	20%	38%
Own home	62%	80%	62%
Detached unit	69%	80%	73%
Attached unit	31%	20%	27%
Race and Ethnicity			
White	94%	94%	93%
Not white	6%	6%	7%
Not Hispanic	95%	98%	98%
Hispanic	5%	2%	2%
White alone, not Hispanic	93%	95%	93%
Hispanic and/or other race	7%	5%	7%
Sex and Age			
Female	46%	51%	47%
Male	54%	49%	53%
18-34 years of age	45%	14%	44%
35-54 years of age	33%	29%	33%
55+ years of age	22%	57%	23%
Females 18-34	20%	9%	20%
Females 35-54	16%	17%	16%
Females 55+	11%	25%	11%
Males 18-34	25%	6%	25%
Males 35-54	17%	12%	17%
Males 55+	11%	31%	11%

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[2] Source: 2005-2009 American Community Survey

SURVEY DATA ANALYSIS AND REPORTING

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

Use of the "Excellent, Good, Fair, Poor" Response Scale

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

"Don't Know" Responses

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

Benchmark Comparisons

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

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

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

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

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

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

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

Comparison of Gunnison County to the Benchmark Database

Gunnison County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations under 40,000 in the Western region). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Gunnison County Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

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

APPENDIX C: SURVEY MATERIALS

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

Dear Gunnison County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Gunnison County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

Hap Channell
Chairperson, BOCC

Dear Gunnison County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Gunnison County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

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Sincerely,

Hap Channell
Chairperson, BOCC

Gunnison County
COLORADO

**Gunnison County Board
of County Commissioners**
Phone: (970) 641-0248, Fax: (970) 641-3061
Email: bocc@gunnisoncounty.org
Website: www.GunnisonCounty.org

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

Gunnison County
COLORADO

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Gunnison County
COLORADO

GUNNISON COUNTY BOARD OF COUNTY COMMISSIONERS
Phone: (970) 641-0248, Fax: (970) 641-3061
Email: bocc@gunnisoncounty.org
Website: www.GunnisonCounty.org

July 2011

Dear Gunnison County Resident:

Gunnison County wants to know what you think about our community and county government. You have been randomly selected to participate in Gunnison County's 2011 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help Gunnison County Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (970) 641-7622.

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

Sincerely,

Hap Channell

Hap Channell
Chairperson, BOCC

200 E. Virginia Avenue ♦ Gunnison, CO 81230

Gunnison County
COLORADO

GUNNISON COUNTY BOARD OF COUNTY COMMISSIONERS
Phone: (970) 641-0248, Fax: (970) 641-3061
Email: bocc@gunnisoncounty.org
Website: www.GunnisonCounty.org

July 2011

Dear Gunnison County Resident:

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

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help the County Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (970) 641-7622.

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

Sincerely,

Hap Channell
Chairperson, BOCC

200 E. Virginia Avenue ♦ Gunnison, CO 81230

Gunnison County 2011 Citizen Survey

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

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Gunnison County as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Gunnison County as a place to raise children	1	2	3	4	5
Gunnison County as a place to work	1	2	3	4	5
Gunnison County as a place to retire	1	2	3	4	5
The overall quality of life in Gunnison County	1	2	3	4	5

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

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

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

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

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Gunnison County?

○ Not a problem ○ Minor problem ○ Moderate problem ○ Major problem ○ Don't know

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

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

6. Please rate how safe or unsafe you feel:

	Very safe	*Somewhat safe*	*Neither safe nor unsafe*	*Somewhat unsafe*	*Very unsafe*	*Don't know*
In your neighborhood during the day	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Gunnison County's downtown area(s) during the day	1	2	3	4	5	6
In Gunnison County's downtown area(s) after dark	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the Gunnison County Sheriff's Department within the last 12 months?

○ No → Go to Question 9 ○ Yes → Go to Question 8

8. What was your overall impression of your most recent contact with the Gunnison County Sheriff's Department?

○ Excellent ○ Good ○ Fair ○ Poor ○ Don't know

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

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

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

○ No ○ Yes ○ Don't know

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

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

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

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

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13. Please rate the quality of each of the following services in Gunnison County:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Sheriff 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	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement on County roads and highways	1	2	3	4	5
Road repair	1	2	3	4	5
Snow removal on County roads and highways	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Recycling	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
County parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Gunnison County Open Space	1	2	3	4	5
Nature programs or classes	1	2	3	4	5
Availability of historic sites	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
Health services	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools	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
Mental health services	1	2	3	4	5
Drug and alcohol services	1	2	3	4	5
Adult protective services	1	2	3	4	5
Agricultural/farm advisor	1	2	3	4	5

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Gunnison County	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5

15. 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*
Recommend living in Gunnison County to someone who asks	1	2	3	4	5
Remain in Gunnison County for the next five years	1	2	3	4	5

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

○ Very positive ○ Somewhat positive ○ Neutral ○ Somewhat negative ○ Very negative

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

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

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Knowledge	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

19. Please rate the following categories of Gunnison County government performance:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
The value of services for the taxes paid to Gunnison County	1	2	3	4	5
The overall direction that Gunnison County is taking	1	2	3	4	5
The job Gunnison County government does at welcoming citizen involvement	1	2	3	4	5

20. Please indicate how important, if at all, each of the following are in maintaining Gunnison County's rural character:

	Essential	*Very important*	*Somewhat important*	*Not at all important*
Open space	1	2	3	4
Farm/agricultural land	1	2	3	4
Gravel/dirt roads	1	2	3	4
Large spaces between houses	1	2	3	4
Passive and active park spaces	1	2	3	4
Trails and paths	1	2	3	4
Quiet; less noise pollution	1	2	3	4
Low crime rate	1	2	3	4
Slower-paced lifestyle	1	2	3	4
Small-town retail	1	2	3	4
Opportunities for neighborhood involvement	1	2	3	4
Land use policies	1	2	3	4

21. Please indicate how important, if at all, each of the following components should be to Gunnison County's land use policy:

	Essential	*Very important*	*Somewhat important*	*Not at all important*
Wildlife habitat protection	1	2	3	4
Agricultural production protection	1	2	3	4
Industrial use area designation	1	2	3	4
Commercial use area designation	1	2	3	4
Residential use area designation	1	2	3	4

22. Please indicate how easy or difficult it is for you to obtain information from Gunnison County's Web site (www.gunnisoncounty.org) about each of the following:

	Very easy	*Somewhat easy*	*Somewhat difficult*	*Very difficullt*	*Have not accessed*
County administration	1	2	3	4	5
Assessor's office	1	2	3	4	5
Airport information	1	2	3	4	5
Clerk and Recorder or Elections	1	2	3	4	5
Commissioners	1	2	3	4	5
Community Development	1	2	3	4	5
CSU Cooperative Extension	1	2	3	4	5
Emergency Management	1	2	3	4	5
GIS/maps	1	2	3	4	5
Health and Human Services	1	2	3	4	5
Housing	1	2	3	4	5
Human Resources or Finance	1	2	3	4	5
Public Works	1	2	3	4	5
Sheriff	1	2	3	4	5
Treasurer	1	2	3	4	5

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

D1. Are you currently employed for pay?

○ No ➔ Go to Question D3
○ Yes, full time ➔ Go to Question D2
○ Yes, part time ➔ Go to Question D2

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

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

D3. How many years have you lived in Gunnison County?

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

D4. Which best describes the building you live in?

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

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

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

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

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

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

○ No ○ Yes

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

○ No ○ Yes

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

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

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

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

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

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

D12. In which category is your age?

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

D13. What is your sex?

○ Female ○ Male

D14. Are you registered to vote in your jurisdiction?

○ No ○ Ineligible to vote
○ Yes ○ Don't know

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

○ No ○ Ineligible to vote
○ Yes ○ Don't know

D16. Do you have a cell phone?

○ No ○ Yes

D17. Do you have a land line at home?

○ No ○ Yes

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

○ Cell ○ Land line ○ Both

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

Gunnison County
COLORADO

Gunnison County Board of County Commissioners
200 E. Virginia Avenue, Suite #104
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