

SURVEY

As part of outreach conducted for this Plan, in-person and on-line surveys were conducted. The purpose of the survey was to explore visitor and resident's views about parks and recreation services, facilities, fees and funding. The in-person survey was conducted by students from NAU from December 3 through 5, 2010. An identical survey was released on line December 20, 2010 and available through January 15, 2011. The in-person survey locations included two Bashas' Supermarkets located on South Woodlands Village Boulevard and Humphreys Street, the East Flagstaff and City of Flagstaff Main libraries and around Heritage Square.

A total of 461 surveys were received. In-person surveys constituted 35% (161) of all surveys received. If just in-person surveys were used, they would be 95% accurate with a confidence interval of 8%^{+/-1}. Because there were concerns that the internet survey could be widely distributed among well-organized interest groups and consequently over-represent them, the in-person surveys were initially analyzed separately to obtain a random sample of residents opinions. Because in most instances, the in-person surveys differed from the on-line survey responses by less than 1%, the responses from all surveys are described here. In those cases where the differences are greater than 5% the differences between the in-person and on-line surveys are noted.

The vast majority of survey respondents were City residents (**Table 4: Respondent Residency.**) The survey generally represented the City of Flagstaff's population with regards to income. (**Chart 1: Survey Respondent Income vs. Estimated City Income.**) The income distribution of survey respondents mirrored City residents within 2%, with the exception of those earning more than \$75,000, where the difference between survey respondents and City residents was 6%.

Answer Options	Response Percent
Full-time resident	87.8%
Part-time resident/college student	9.9%
Part-time resident in winter	1.5%
Part-time resident in summer	0.3%
Tourist	0.5%

The survey over-represented adults ages 25 to 65 years old and under-represented those under 25. This is likely due to the fact that many residents are college students, and those under age 18 are not typically engaged in the public process. Over 70% of City residents are between the ages of 18 and 65 years old, and 93% of the survey respondents fell into this age group. (**Chart 2: Survey Respondent Age vs. City of Flagstaff Population Age.**)

1 The confidence interval (also called margin of error) is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 4 and 47% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 43% (47-4) and 51% (47+4) would have picked that answer.

The confidence level tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population is between 43% and 51%. The wider the confidence interval you are willing to accept, the more certain you can be that the whole population answers would be within that range.

For example, if you asked a sample of 1000 people in a city which brand of cola they preferred, and 60% said Brand A, you can be very certain that between 40 and 80% of all the people in the city actually do prefer that brand, but you cannot be so sure that between 59 and 61% of the people in the city prefer the brand.