

Sedona, AZ

The National Community Survey

Report of Results
2022

Report by:



Visit us online!
www.polco.us

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Sedona. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 652 residents of the City of Sedona collected from September 5, 2022 to November 3, 2022. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2022 survey was 25%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Sedona.

How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). 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 the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Sedona’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Sedona residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Sedona’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Sedona’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2022 ratings compare to other communities’ ratings from the past five years.



Trends over time

Trend data for Sedona represent important comparison data and should be examined for improvements or declines*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than six percentage points between the 2020 and 2022 surveys, the change is statistically significant.

* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting survey recipients

All households within the City of Sedona were eligible to participate in the survey. A list of all households within the zip codes serving Sedona was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Sedona households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Sedona boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

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 introduction of the survey.

Conducting the survey

The 2,800 randomly selected households received mailings beginning on September 15, 2022 and the survey remained open for seven weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

About 8% of the 2,800 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,568 households that received the invitations to participate, 652 completed the survey, providing an overall response rate of 25%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

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 margin of error for the City of Sedona survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (652 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of Sedona. The open participation survey was identical to the probability sample survey with two small updates; it included a question to confirm that the respondent was a Sedona resident and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on October 20. The survey remained open for two weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2020 American Community Survey estimates for adults in the City of Sedona. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	2%	10%	11%
	35-54	10%	23%	22%
	55+	88%	68%	67%
Hispanic origin	No, not Spanish, Hispanic, or Latino	98%	88%	86%
	Spanish, Hispanic, or Latino	2%	12%	14%
Housing tenure	Own	90%	76%	76%
	Rent	10%	24%	24%
Housing type	Attached	13%	29%	29%
	Detached	87%	71%	71%
Race & Hispanic origin	Not white alone	9%	16%	17%
	White alone, not Hispanic or Latino	91%	84%	83%
Sex	Man	46%	48%	48%
	Woman	54%	52%	52%
Sex/age	Man 18-34	1%	5%	7%
	Man 35-54	3%	11%	11%
	Man 55+	42%	32%	31%
	Woman 18-34	1%	4%	5%
	Woman 35-54	6%	11%	11%
	Woman 55+	47%	36%	36%

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

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

Contact

The City of Sedona funded this research. Please contact Kegn Moorcroft of the City of Sedona at kmoorcroft@sedonaaz.gov if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2020 American Community Survey

Key Findings

While there have been small gains in the local economy, it remains an area of opportunity.

Ratings for the economy in Sedona have made some progress since the survey in 2020, with the vibrancy of uptown/commercial areas (66%) and shopping opportunities (35%) both increasing by 9% since the previous survey. While Sedona as a place to work remained stable from 2020, with about one-third of residents offering positive, employment opportunities rose from 22% positive ratings to 35% this year. Roughly 4 in 10 residents offered high marks for the variety of business and service establishments, and about 6 in 10 gave similar ratings for the overall quality of business and service establishments, a 9% decline from 2020. Cost of living remains an area of focus, with just one in 10 residents offering positive ratings, scoring lower than national benchmarks. The majority of residents provided positive ratings of Sedona as a place to visit. However, in a question unique to Sedona's survey, residents were asked how much of a role they would like to see tourism have in Sedona's economy, with about 6 in 10 reporting they would like to see less of a role in the future, and about one-third reporting that it should stay about the same.

Ratings for mobility reflect both successes and challenges.

While a few aspects of mobility remained below the national averages, ratings for some aspects of mobility have improved. About one third of residents offered high marks for overall quality of the transportation system, lower than national comparison group, but rose 10% from the survey in 2020. Ease of travel by public transportation (24%) and ease of travel by bicycle (46%) both saw similar gains from the previous survey. Sedona's transportation services were generally on par with the national averages, with about 7 in 10 residents giving positive ratings for street cleaning and lighting, and sidewalk maintenance. Around 4 in 10 residents gave high marks to traffic enforcement and signal timing, as well as bus or transit services. In another question unique to Sedona, residents were asked if they would support the expansion of bicycle and pedestrian paths to create city wide connectivity, with more than 8 in 10 residents reporting that they would strongly or somewhat support the expansion.

Residents raise concerns about community design and housing.

Ratings for community design in Sedona were generally rated below national averages, indicating that this facet may be an area of opportunity. The majority of residents offered high marks for their neighborhood as a place to live (88%) and overall appearance (73%), on par with national comparison groups. About 4 in 10 residents gave positive ratings for the overall design or layout of residential and commercial areas, well-designed neighborhoods, and public places where people want to spend time, scoring lower than national averages. Well-planned residential growth and overall quality of new development were given positive ratings by just 2 in 10 residents, scoring much lower than national benchmarks. Residents ratings for the variety of housing options and availability of affordable quality housing indicate that these may be the biggest areas of opportunity, with less than 1 in 10 residents providing positive ratings, scoring much lower than the national benchmarks.

While the City's safety services receive positive ratings, residents show concerns about natural disasters.

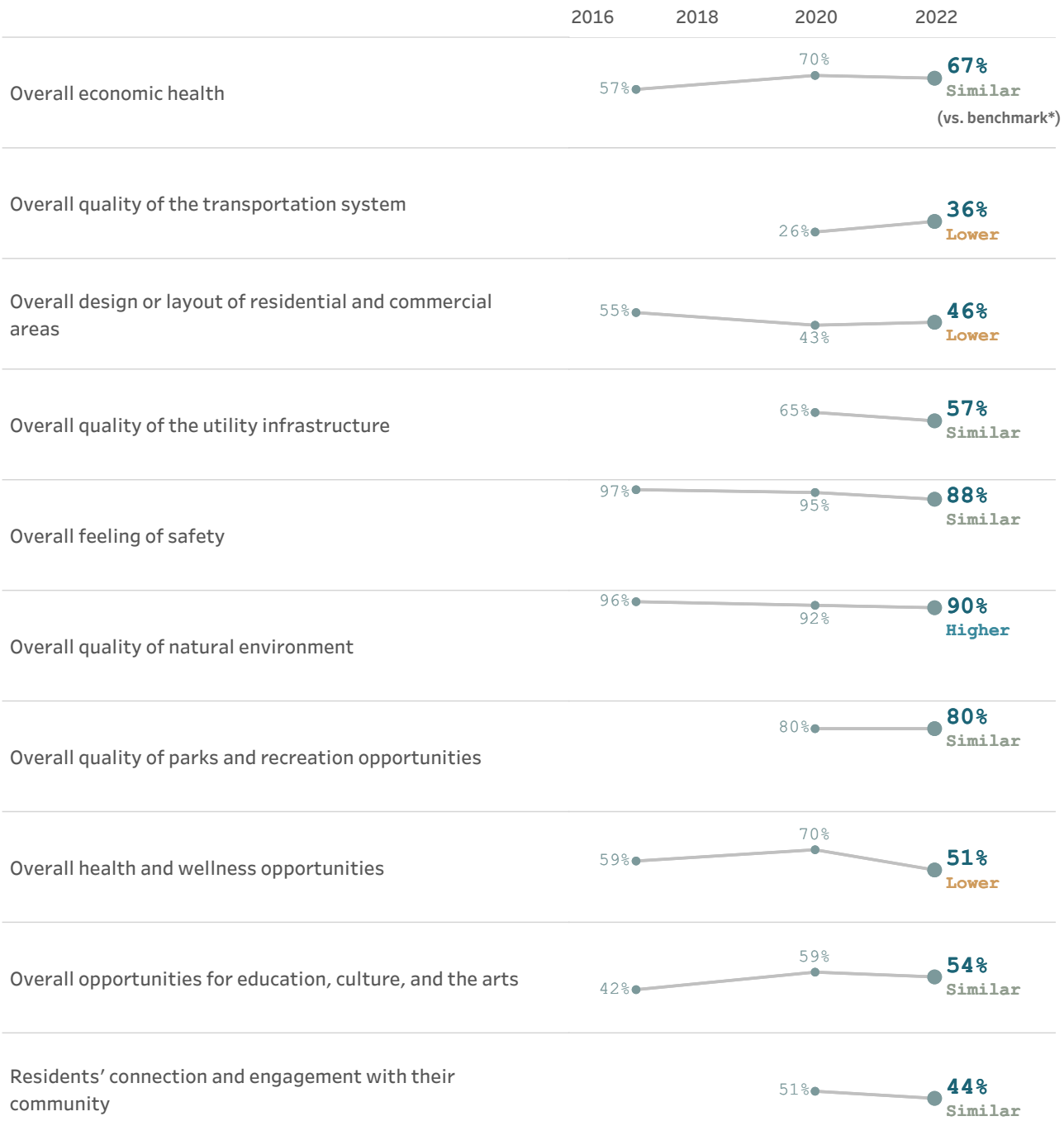
Sedona's safety ratings tended to be positive overall, and continue to be a strength in the community. About 9 in 10 residents offered high marks for the overall feeling of safety, and feeling safe in their neighborhood and uptown/commercial areas during the day. A similar proportion reported feeling safe from property crime and violent crime, both scoring higher than national averages. Ratings for Sedona's safety services were positive and on par with national averages. Around three-quarters of residents gave positive reviews of the Police services, crime prevention, and ambulance or emergency medical services. Fire services were given high marks from 9 in 10 residents, but just 6 in 10 reported feeling safe from fire, flood, or other natural disaster. In another question unique to Sedona's survey, residents were asked if they had prepared for a natural disaster emergency. Roughly 7 in 10 residents reported that they had signed up for emergency alerts. About half of respondents reported that they had reviewed the City's Emergency Preparedness Guide and strengthened their home. A similar proportion reported that they had made a plan for their pets, created a home inventory, or created a "Go Bag".

Facets of livability

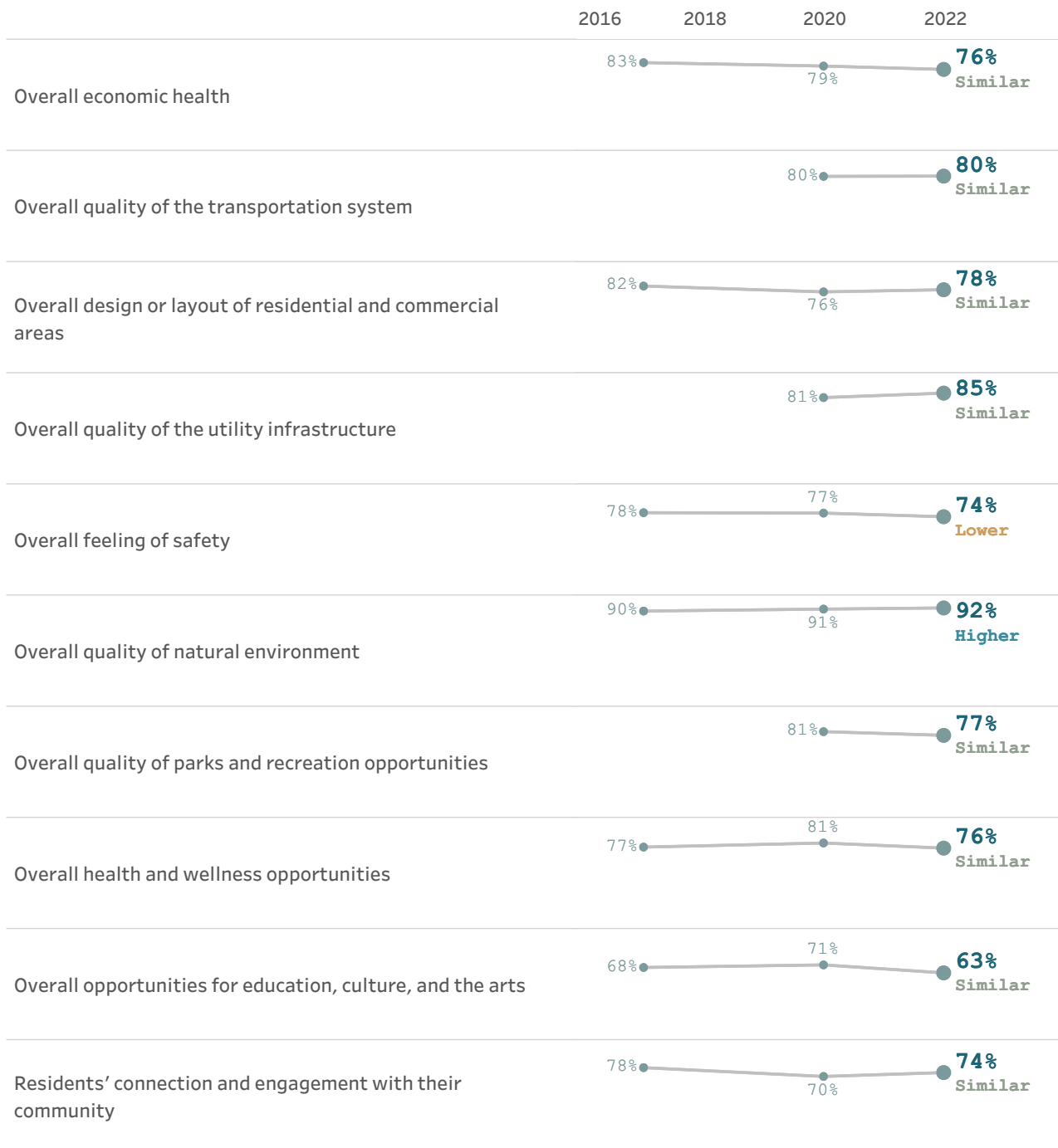
Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Sedona as a whole.
(% excellent or good)



Please rate how important, if at all, you think it is for the Sedona community to focus on each of the following in the coming two years.
 (% essential or very important)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

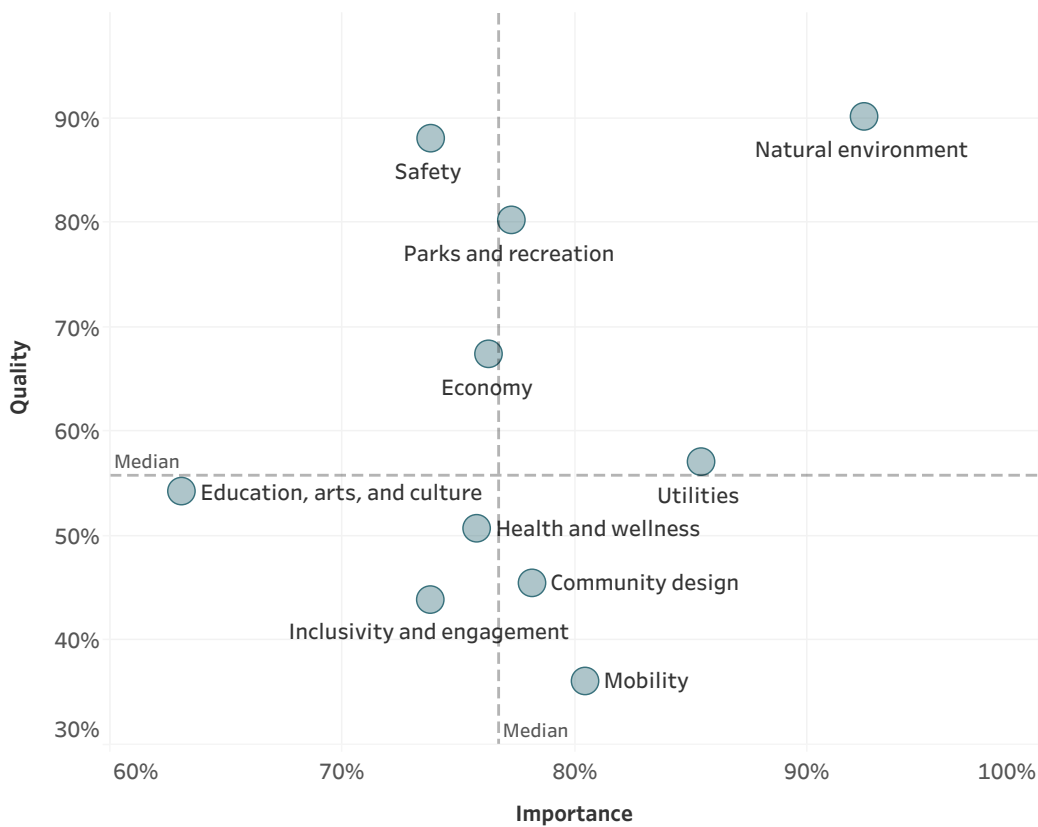
Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 56% or more of respondents were considered of “higher quality” and those with ratings lower than 56% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 77% or more of respondents. Services were rated as “less important” if they received a rating of less than 77%. This classification uses the median ratings for quality and importance to divide the services in half.

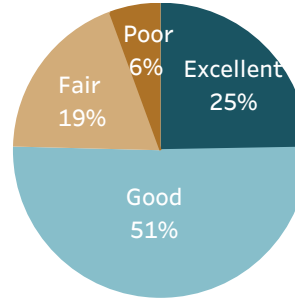
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



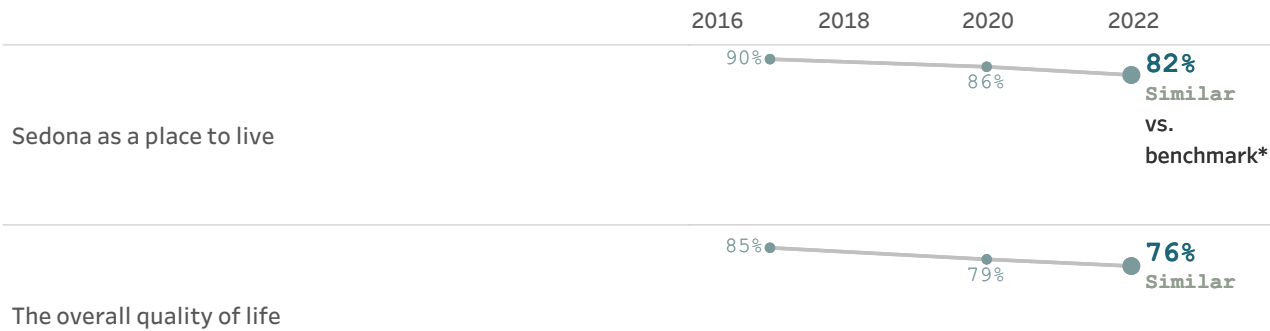
Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

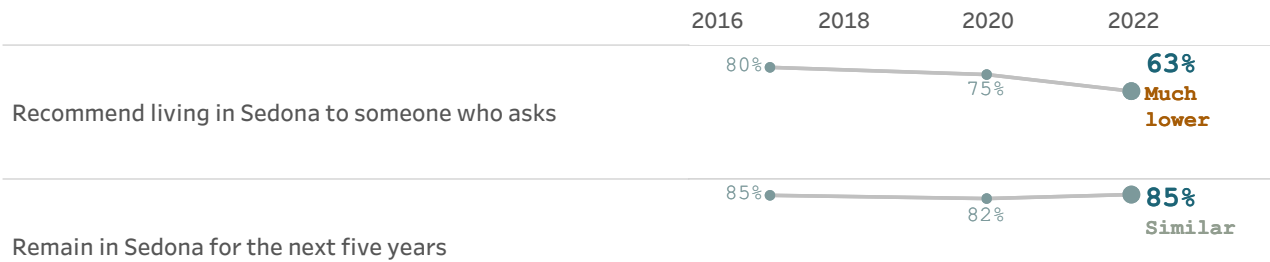
The overall quality of life in Sedona, 2022



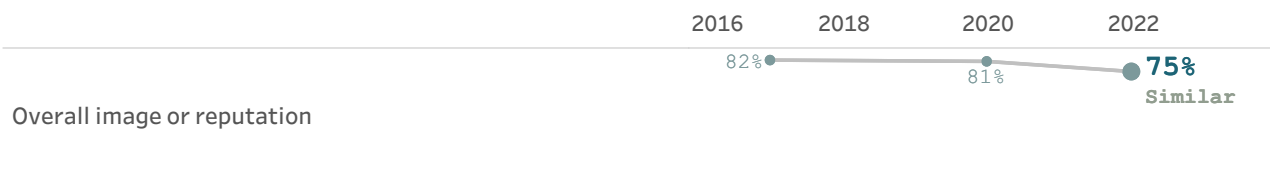
Please rate each of the following aspects of quality of life in Sedona.
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)



Please rate each of the following in the Sedona community.
(% excellent or good)

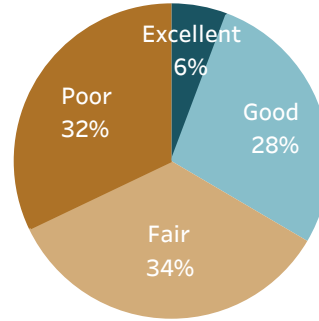


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

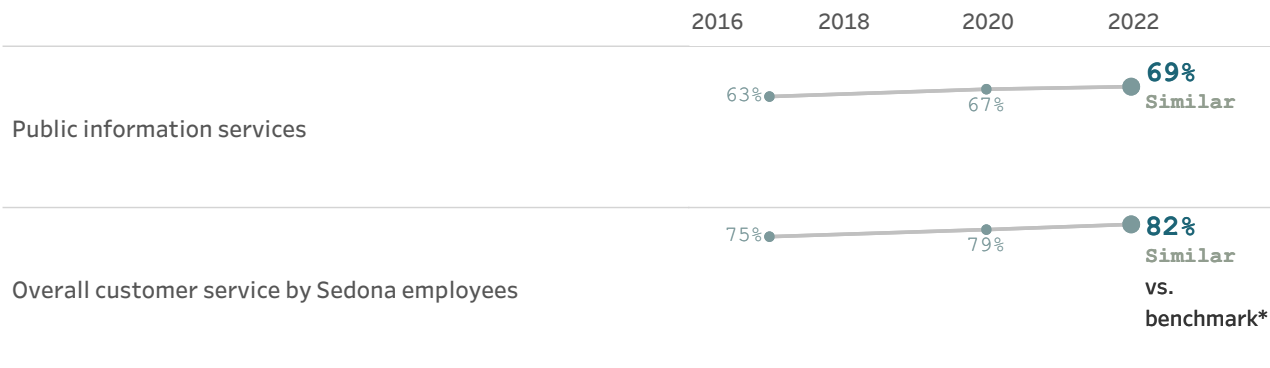
Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

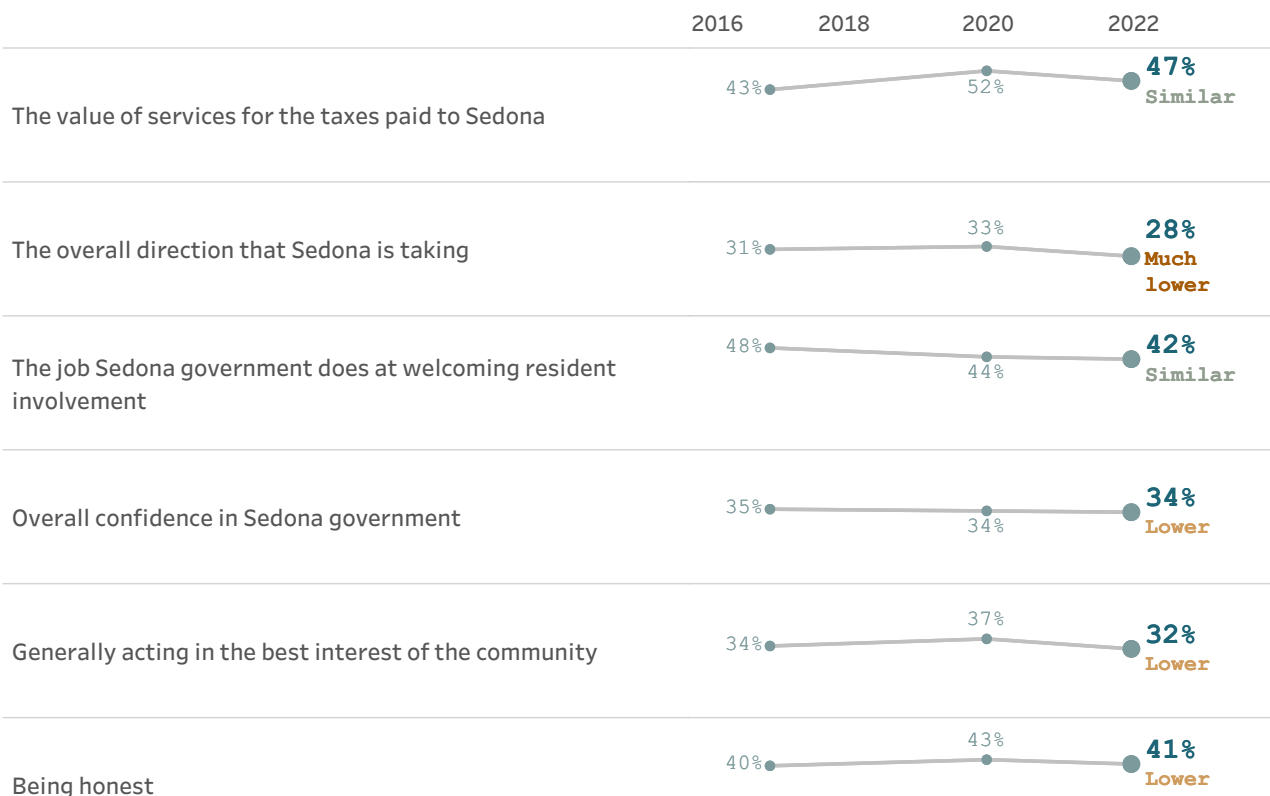
Overall confidence in Sedona government, 2022

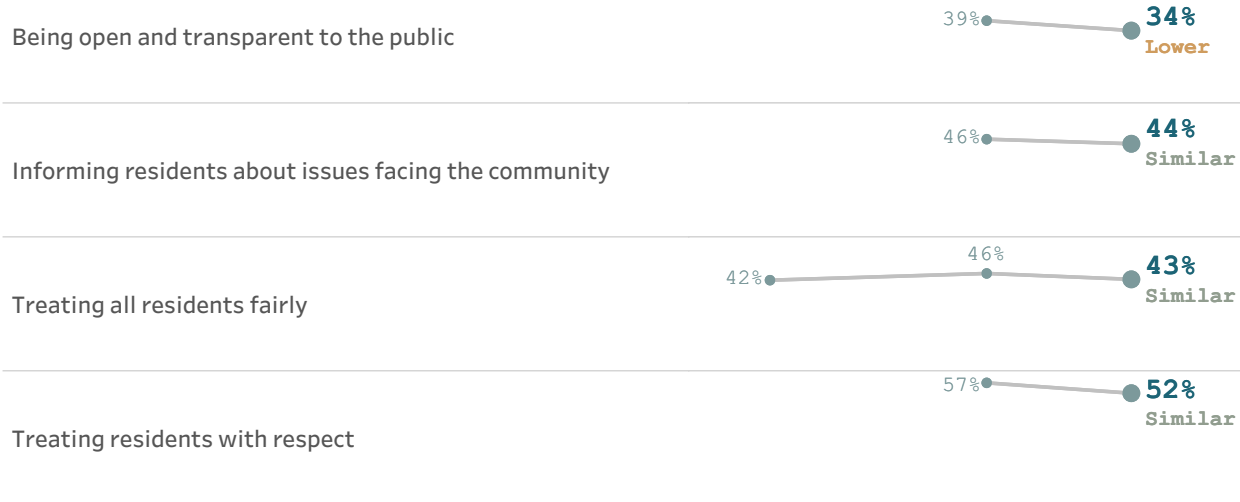


Please rate the quality of each of the following services in Sedona. (% excellent or good)

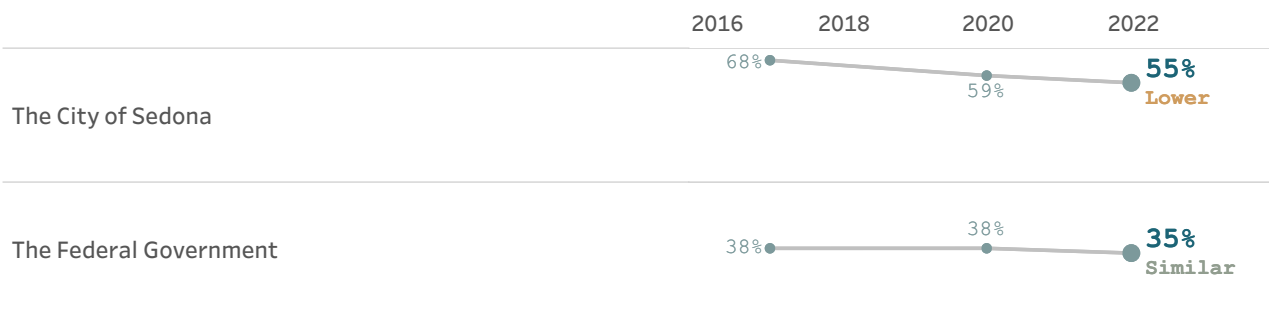


Please rate the following categories of Sedona government performance. (% excellent or good)





**Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)**

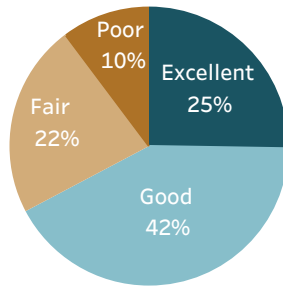


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

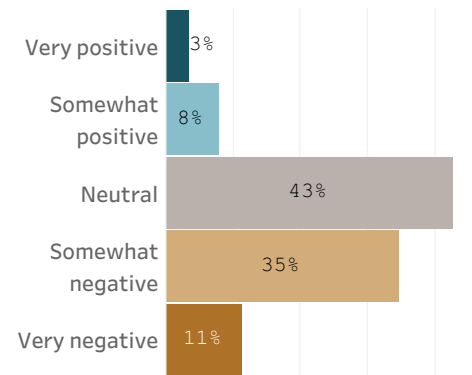
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

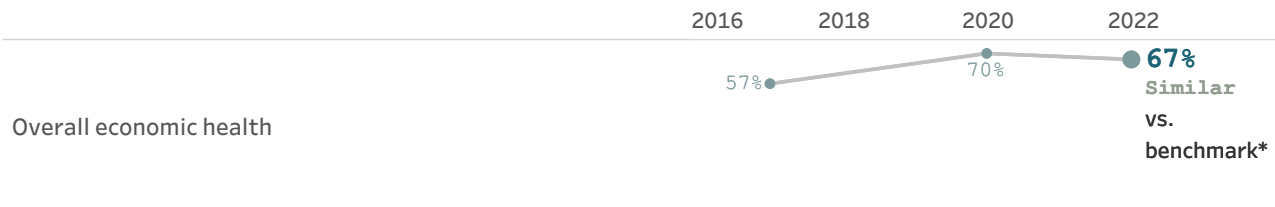
Overall economic health of Sedona, 2022



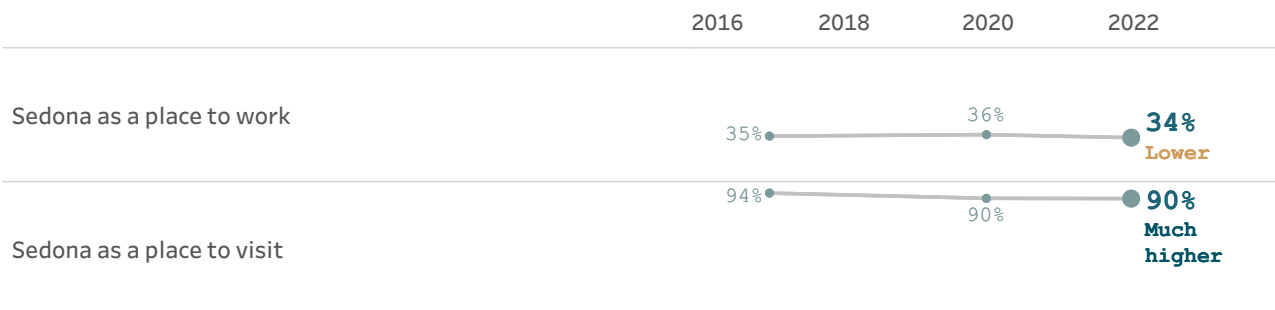
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



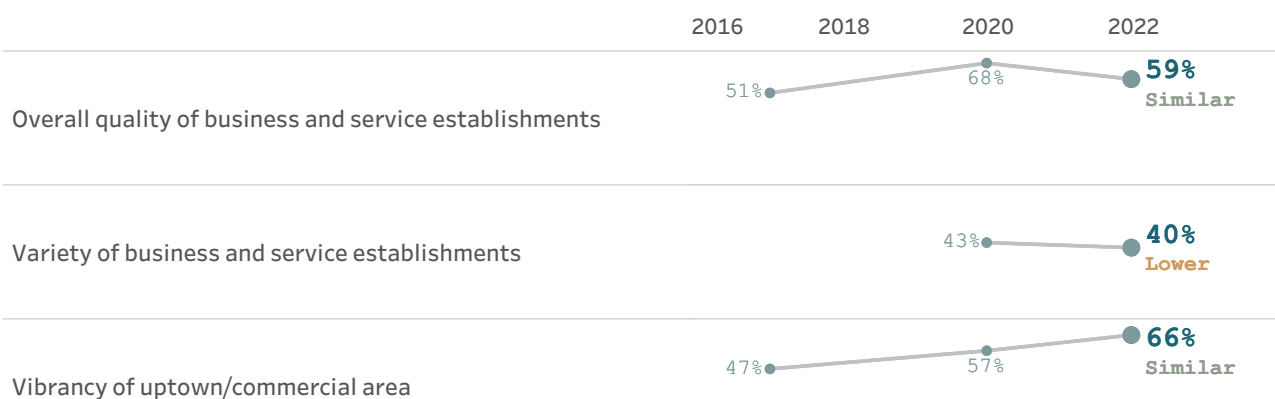
Please rate each of the following characteristics as they relate to Sedona as a whole. (% excellent or good)



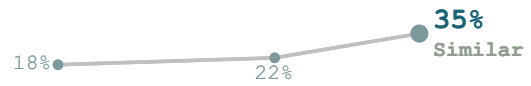
Please rate each of the following aspects of quality of life in Sedona. (% excellent or good)



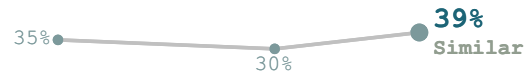
Please rate each of the following in the Sedona community. (% excellent or good)



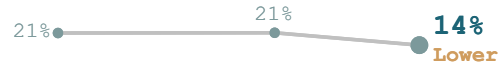
Employment opportunities



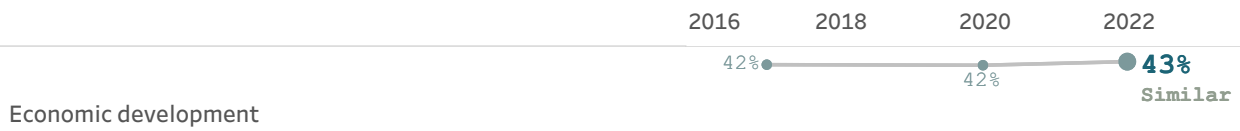
Shopping opportunities



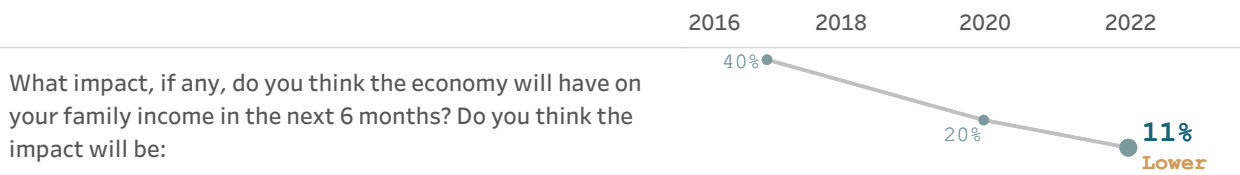
Cost of living



Please rate the quality of each of the following services in Sedona.
(% excellent or good)



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 or somewhat positive)

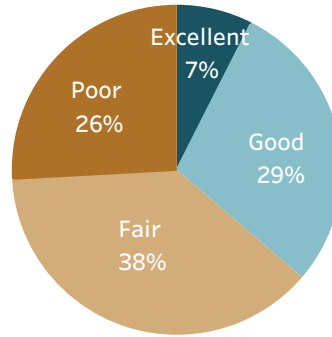


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

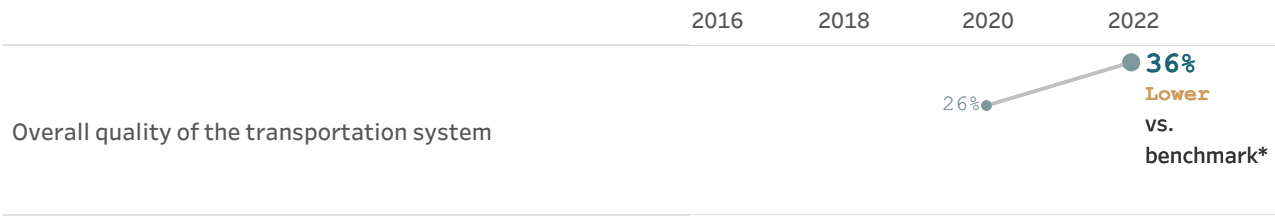
Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

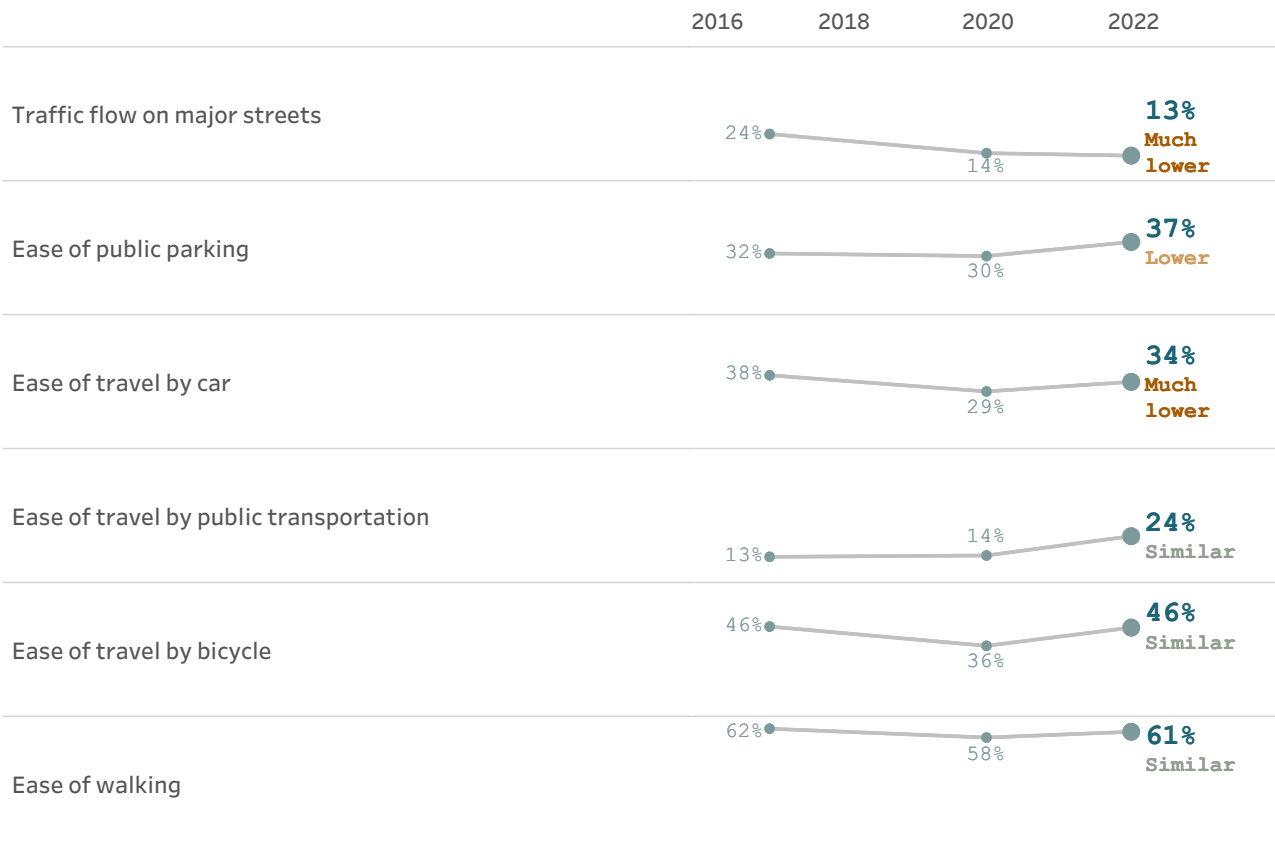
Overall quality of the transportation system in Sedona, 2022



Please rate each of the following characteristics as they relate to Sedona as a whole. (% excellent or good)

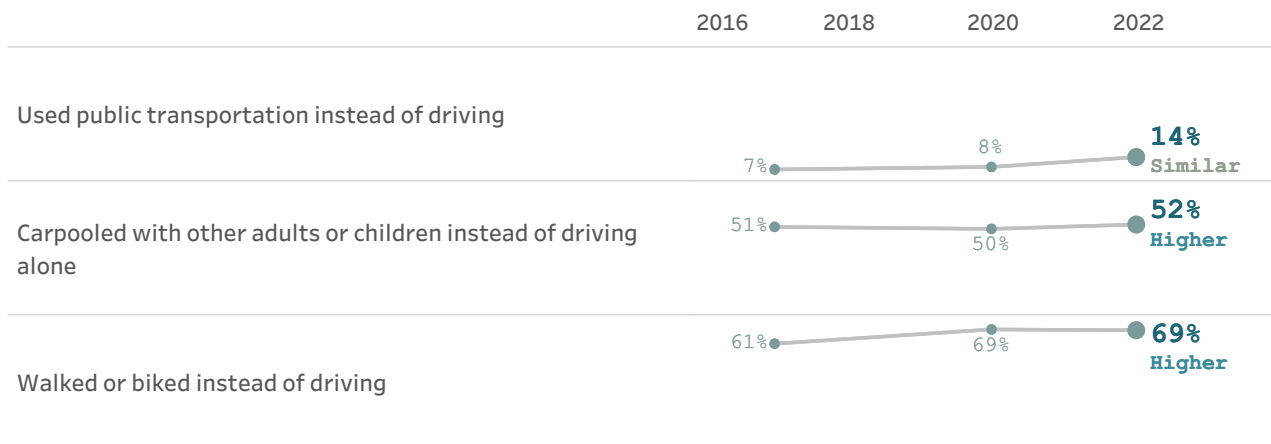


Please also rate each of the following in the Sedona community. (% excellent or good)



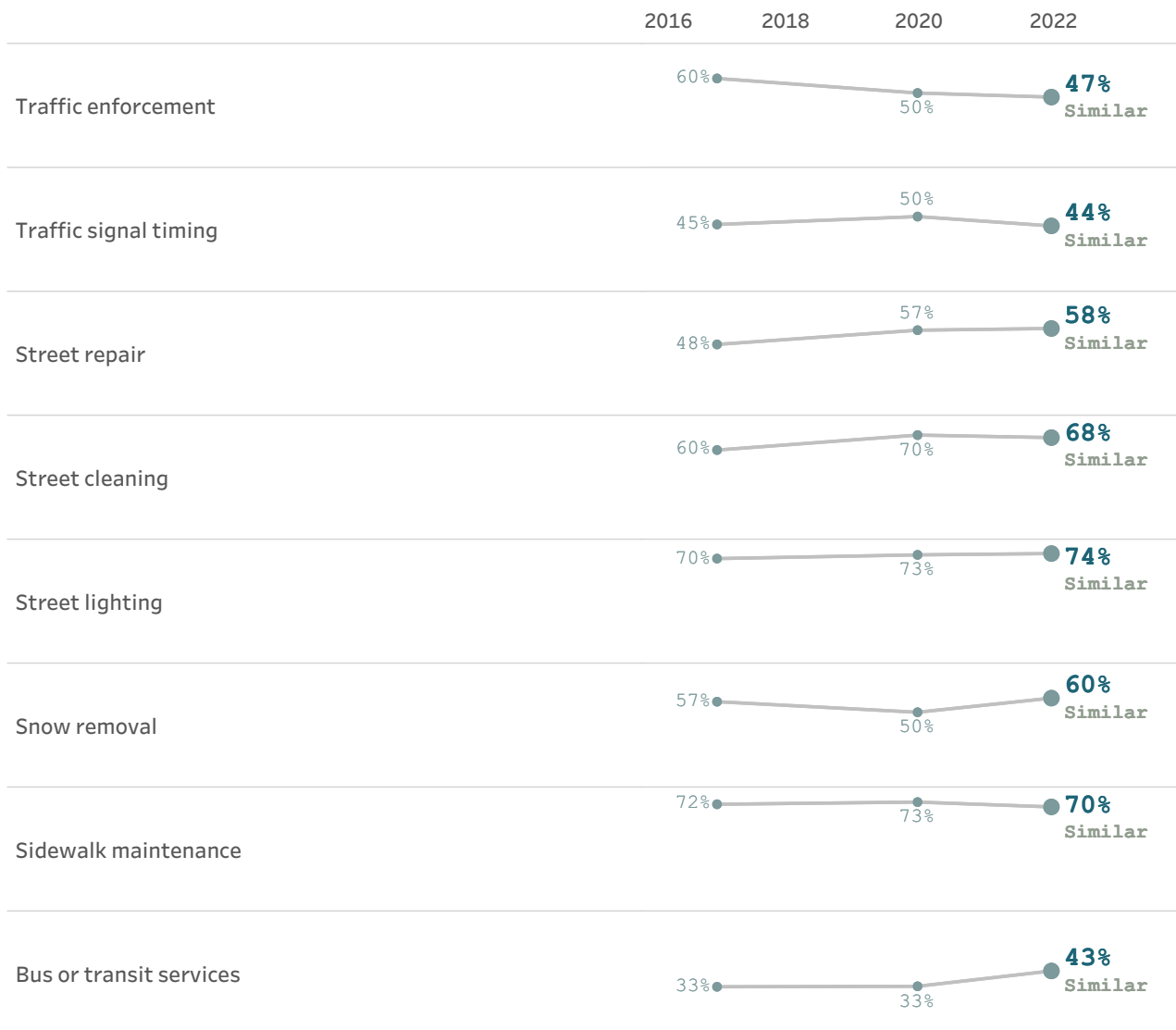
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



Please rate the quality of each of the following services in Sedona.

(% excellent or good)

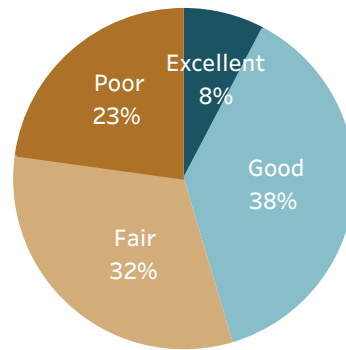


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

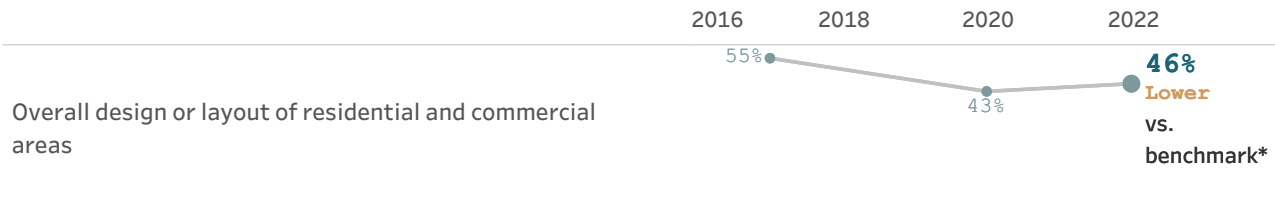
Overall design or layout of Sedona's residential and commercial areas, 2022

Community design

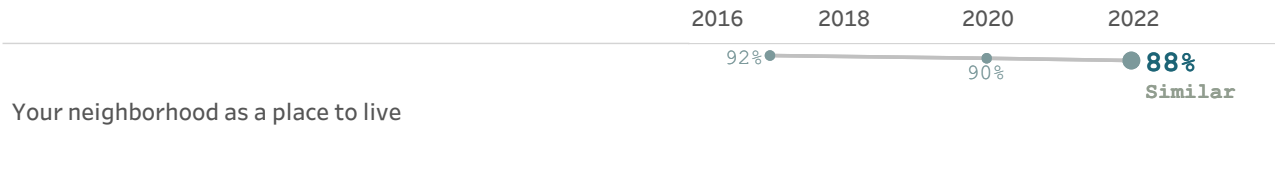
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following characteristics as they relate to Sedona as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Sedona.
(% excellent or good)

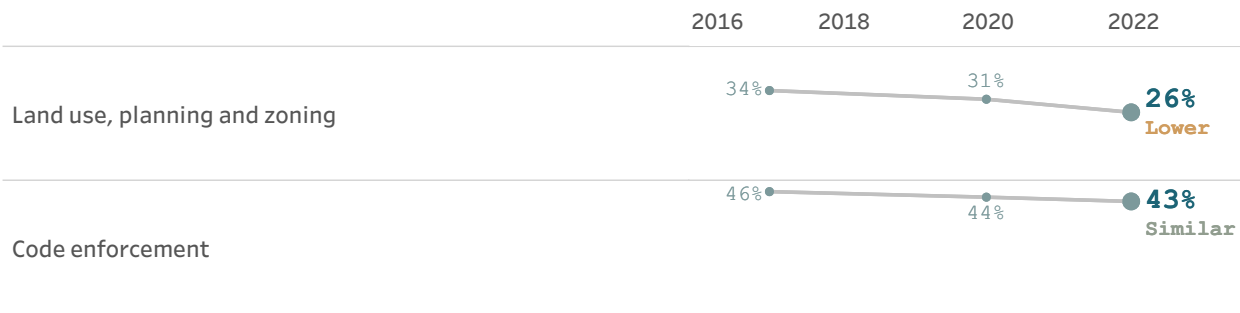


Please also rate each of the following in the Sedona community.
(% excellent or good)



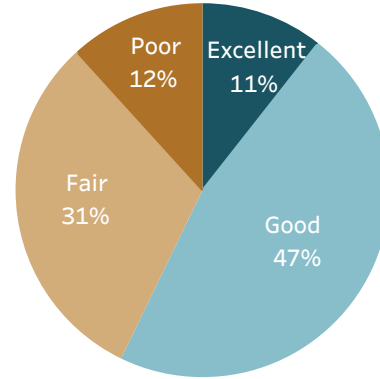


**Please rate the quality of each of the following services in Sedona.
(% excellent or good)**



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

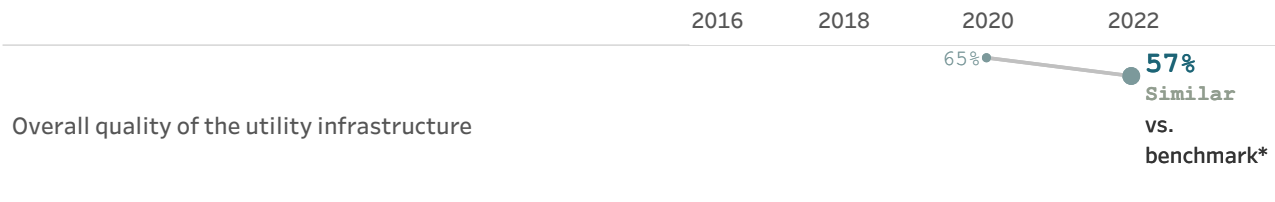
Overall quality of the utility infrastructure in Sedona, 2022



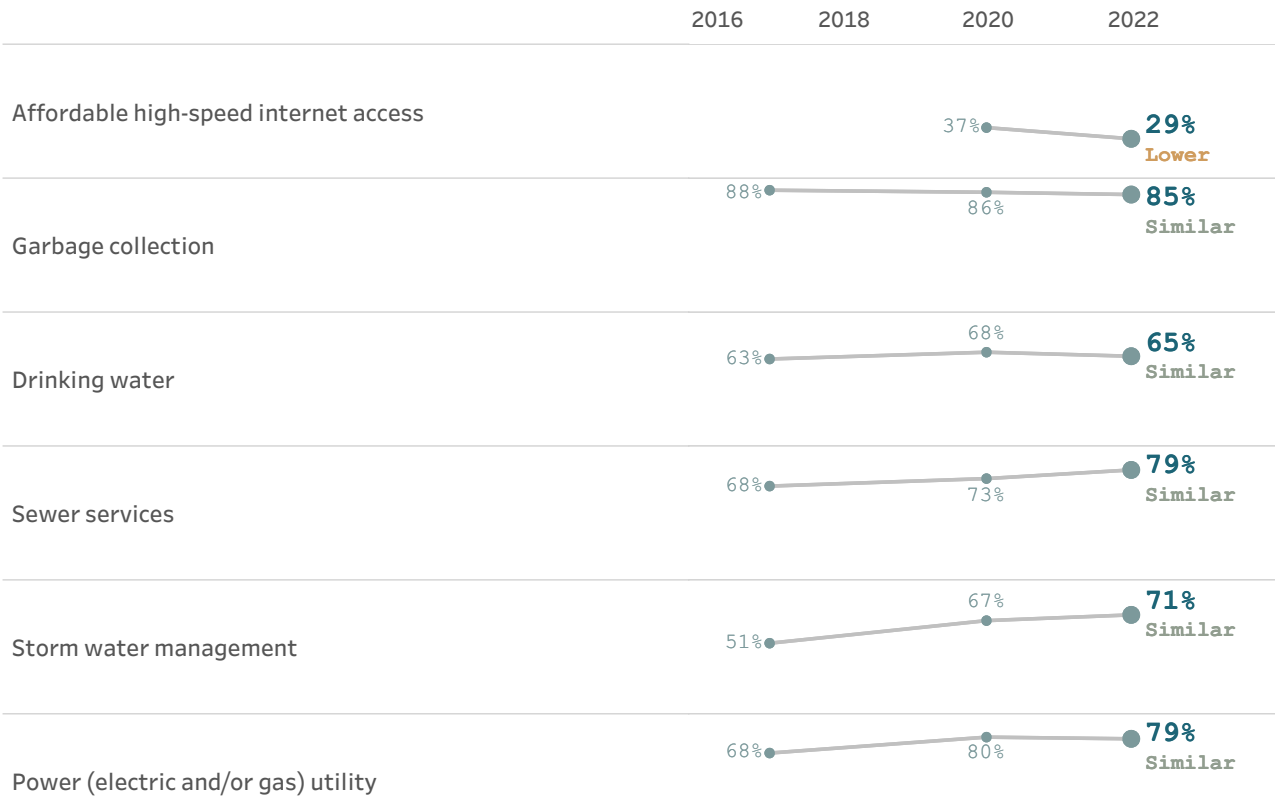
Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Please rate each of the following characteristics as they relate to Sedona as a whole. (% excellent or good)



Please rate the quality of each of the following services in Sedona. (% excellent or good)



Utility billing

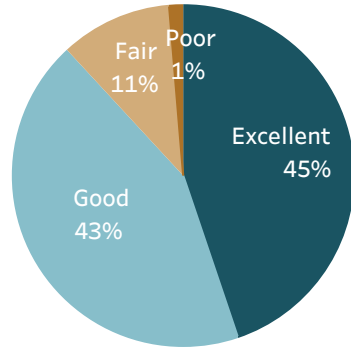


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

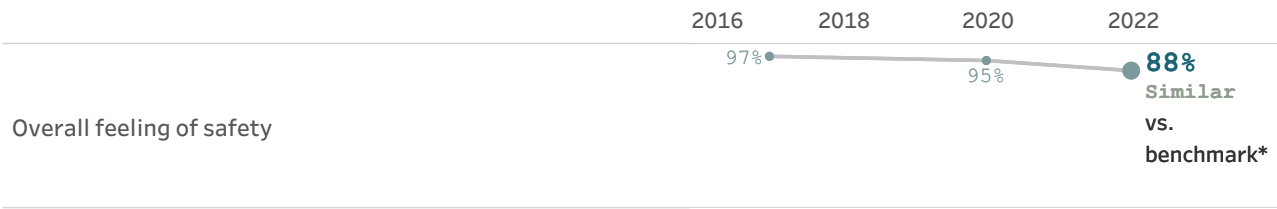
Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

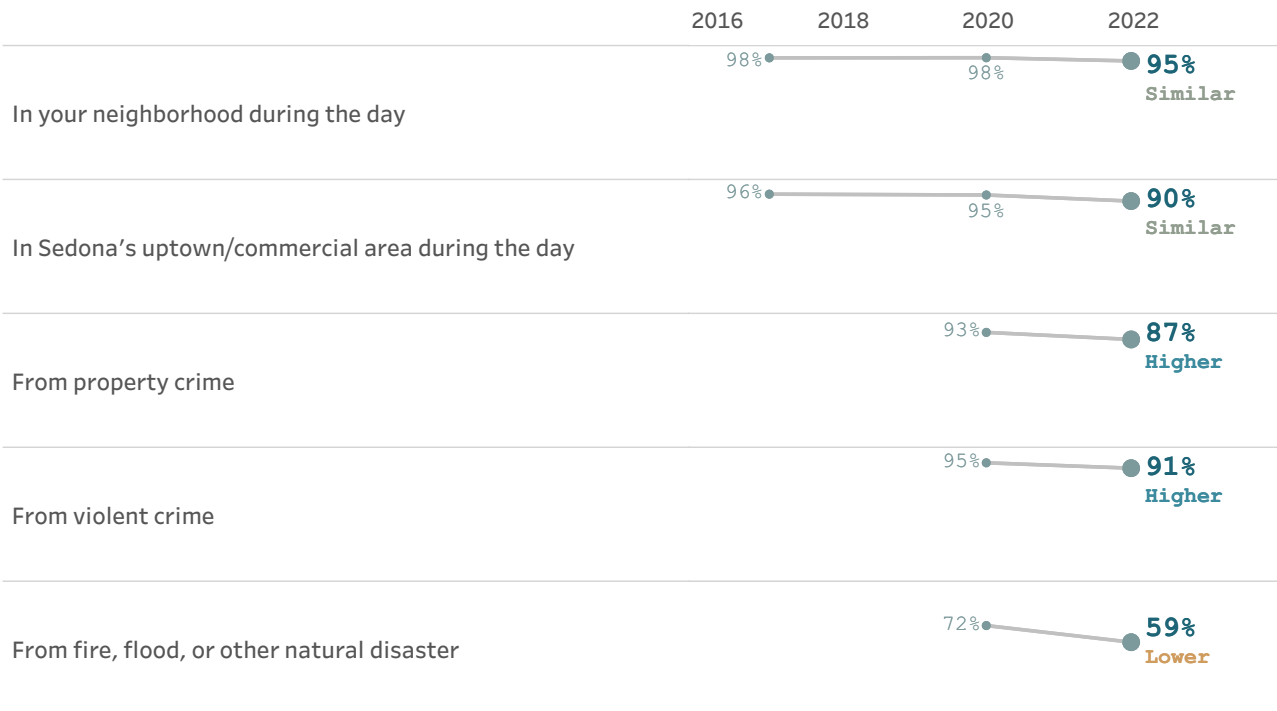
Overall feeling of safety in Sedona, 2022



Please rate each of the following characteristics as they relate to Sedona as a whole. (% excellent or good)



Please rate how safe or unsafe you feel: (% very or somewhat safe)

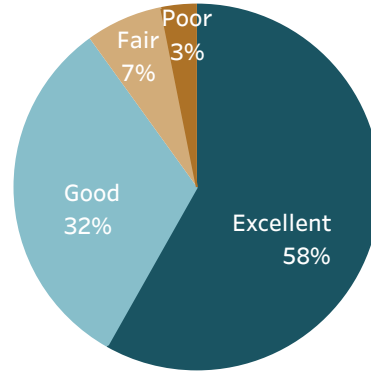


Please rate the quality of each of the following services in Sedona.
 (% excellent or good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

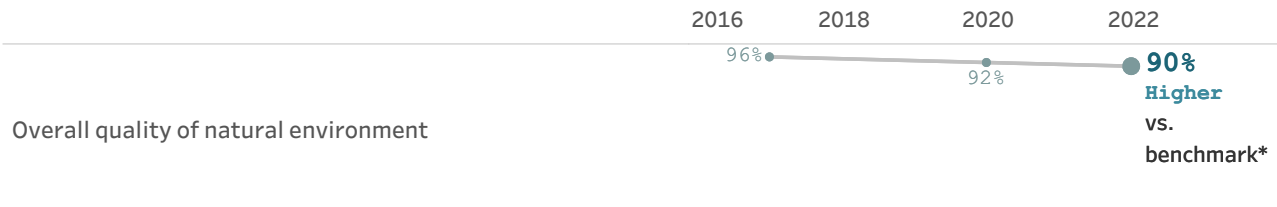
Overall quality of natural environment in Sedona, 2022



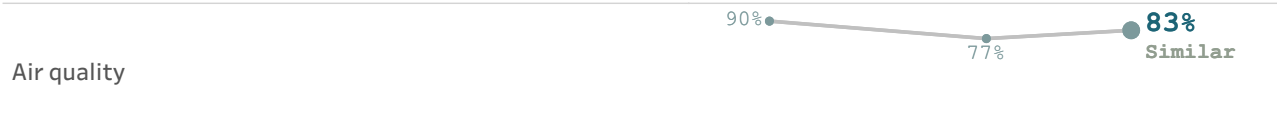
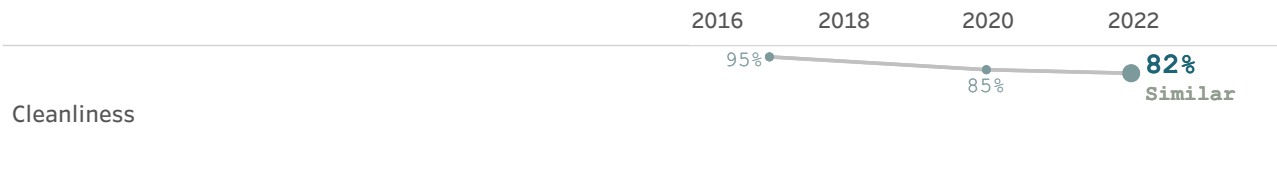
Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

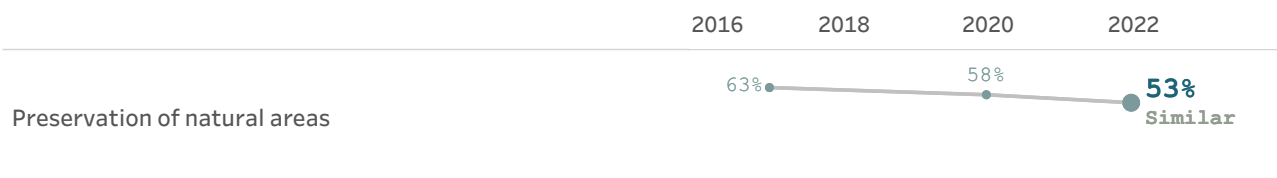
Please rate each of the following characteristics as they relate to Sedona as a whole.
(% excellent or good)



Please also rate each of the following in the Sedona community.
(% excellent or good)



Please rate the quality of each of the following services in Sedona.
(% excellent or good)





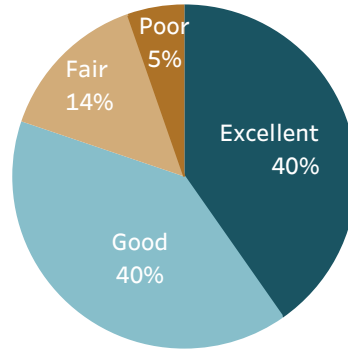
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2022

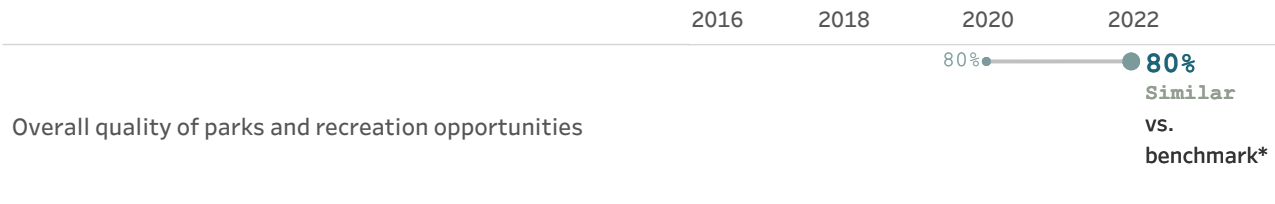
Parks and recreation

“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

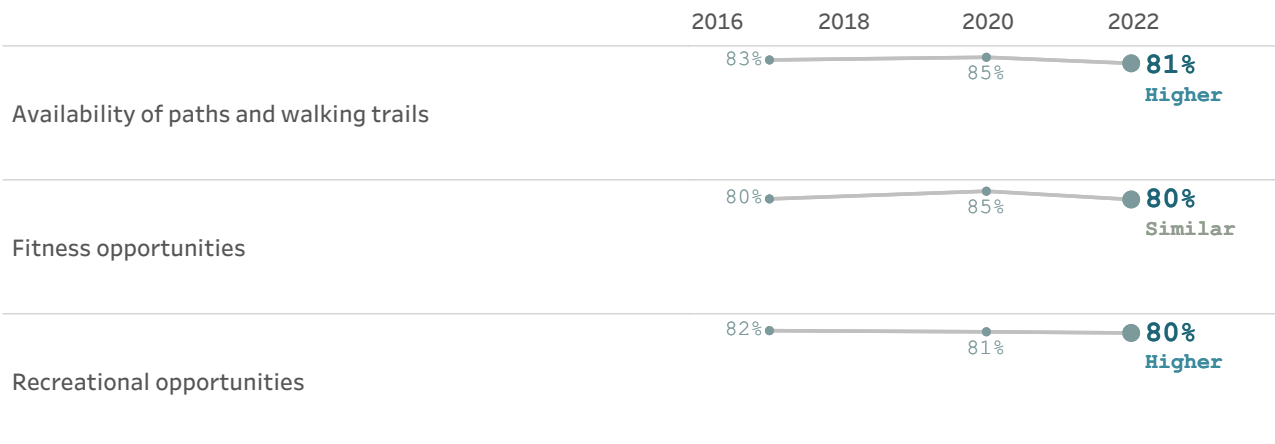
- National Recreation and Park Association



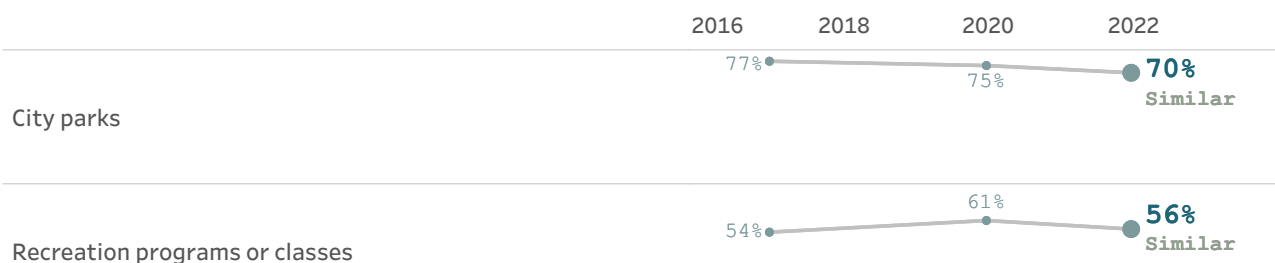
Please rate each of the following characteristics as they relate to Sedona as a whole.
(% excellent or good)



Please also rate each of the following in the Sedona community.
(% excellent or good)



Please rate the quality of each of the following services in Sedona.
(% excellent or good)

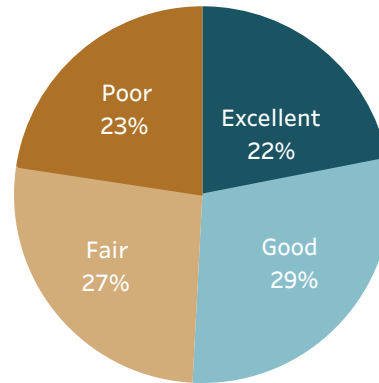


Recreation centers or facilities



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

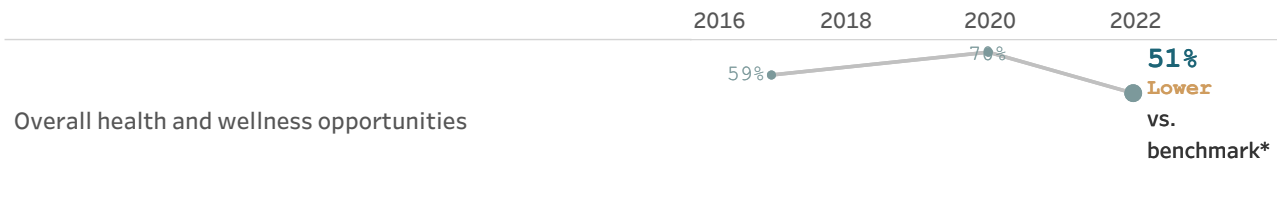
Overall health and wellness opportunities in Sedona, 2022



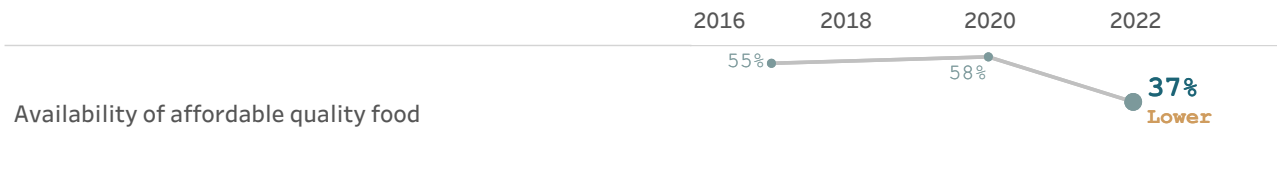
Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

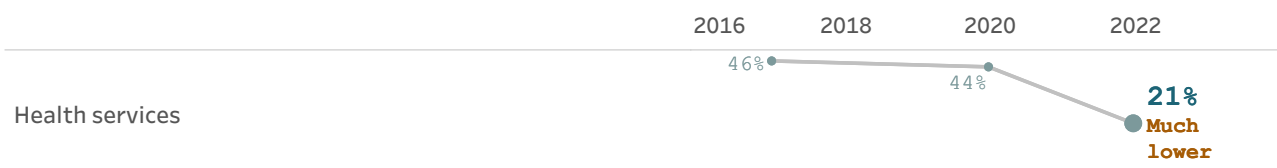
Please rate each of the following characteristics as they relate to Sedona as a whole.
(% excellent or good)



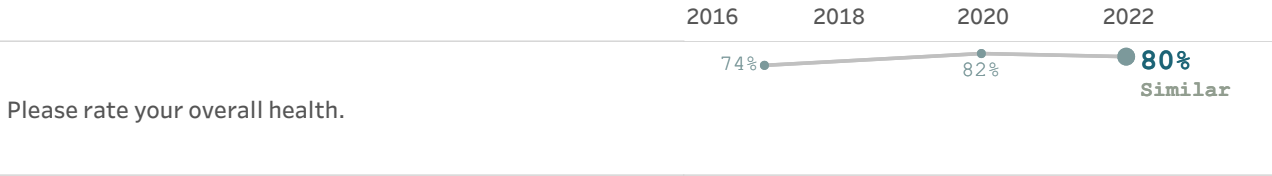
Please also rate each of the following in the Sedona community.
(% excellent or good)



Please rate the quality of each of the following services in Sedona.
(% excellent or good)



Please rate your overall health.
(% excellent or very good)

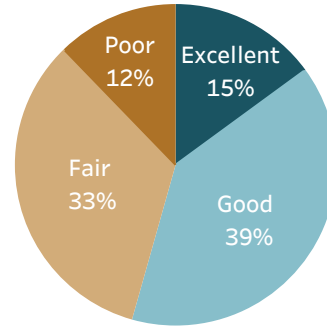


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

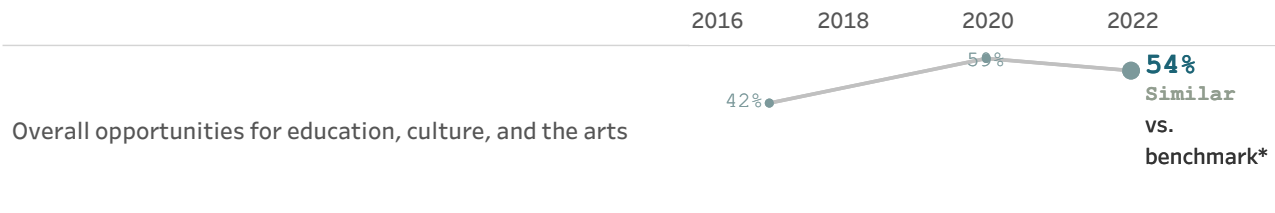
Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

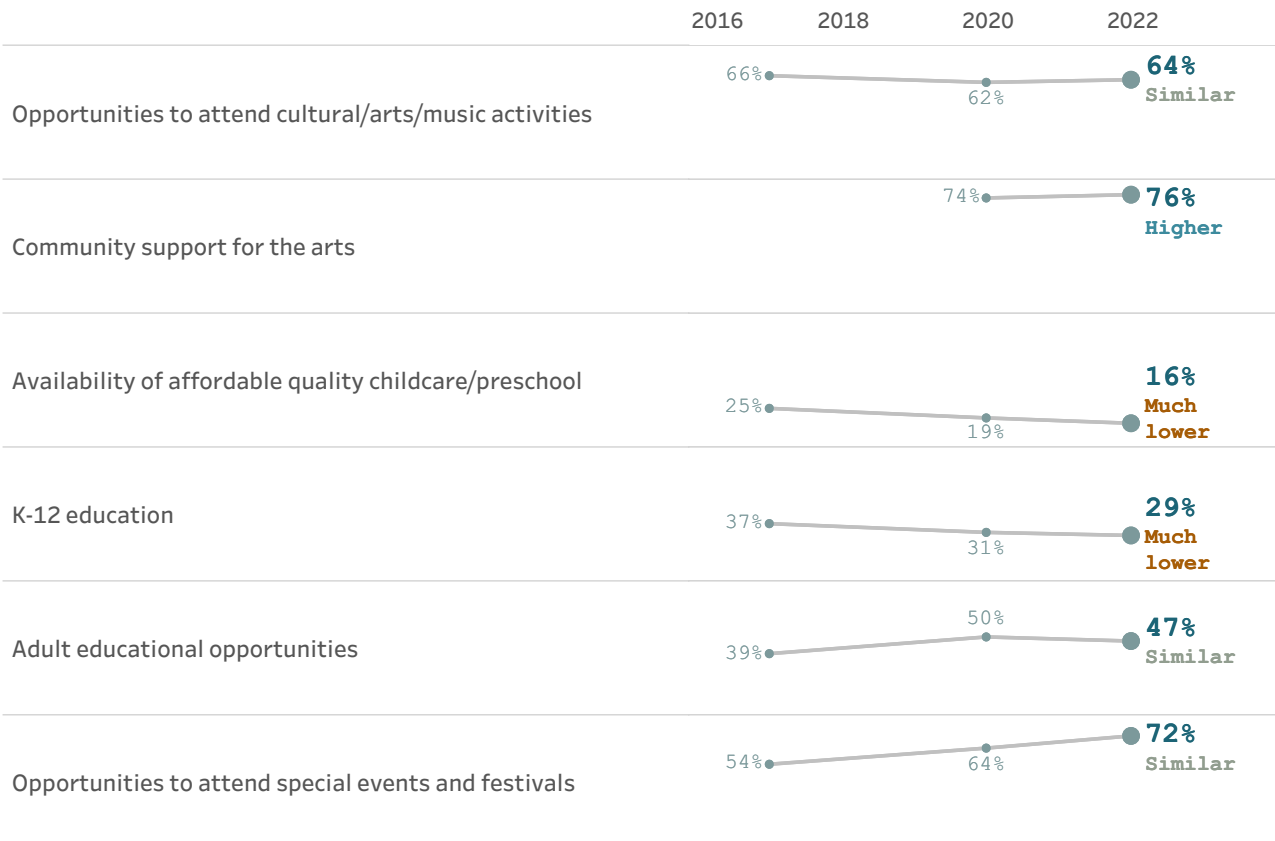
Overall opportunities for education, culture and the arts, 2022



Please rate each of the following characteristics as they relate to Sedona as a whole.
(% excellent or good)

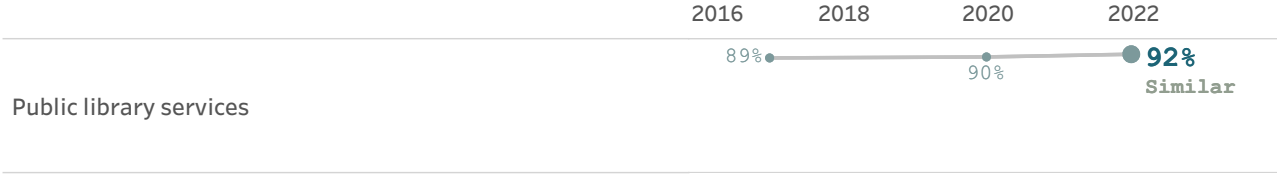


Please also rate each of the following in the Sedona community.
(% excellent or good)



Please rate the quality of each of the following services in Sedona.

(% excellent or good)

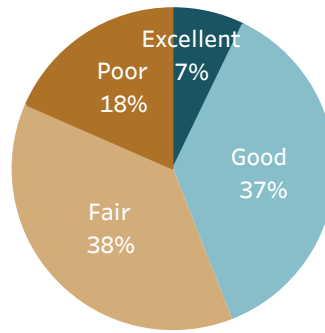


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

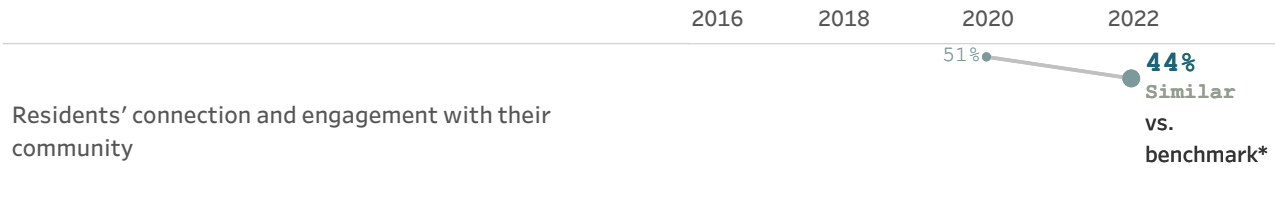
Residents' connection and engagement with their community, 2022

Inclusivity and engagement

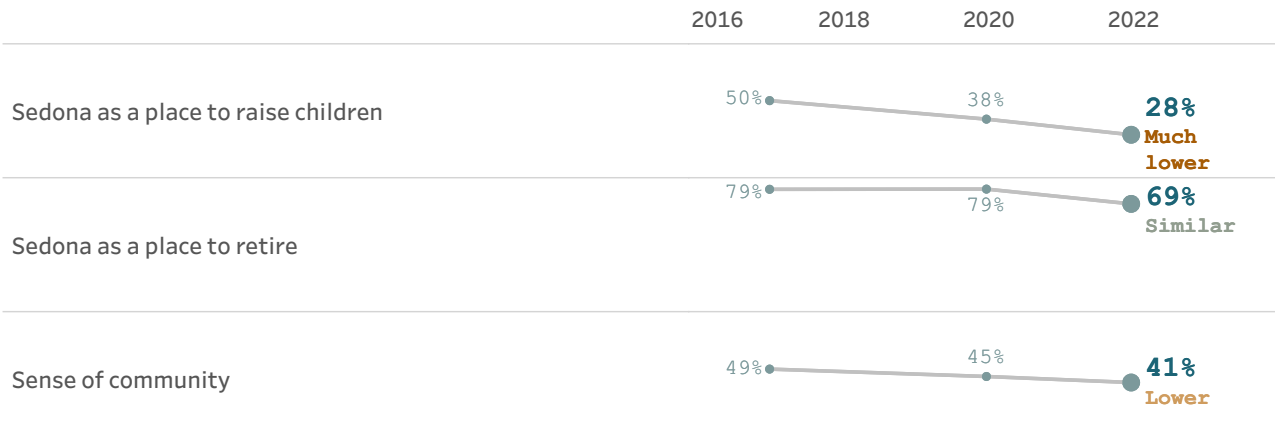
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



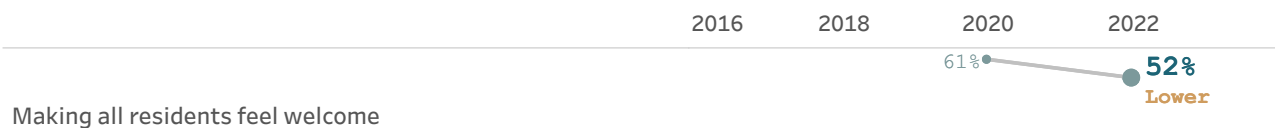
Please rate each of the following characteristics as they relate to Sedona as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Sedona.
(% excellent or good)



Please rate the job you feel the Sedona community does at each of the following.
(% excellent or good)



Attracting people from diverse backgrounds



Valuing/respecting residents from diverse backgrounds



Taking care of vulnerable residents



Please also rate each of the following in the Sedona community.
(% excellent or good)

2016 2018 2020 2022

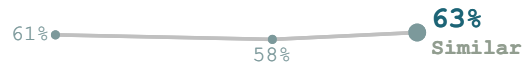
Sense of civic/community pride



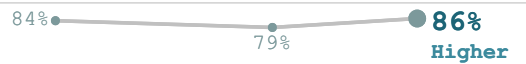
Neighborliness of residents



Opportunities to participate in social events and activities



Opportunities to volunteer



Opportunities to participate in community matters



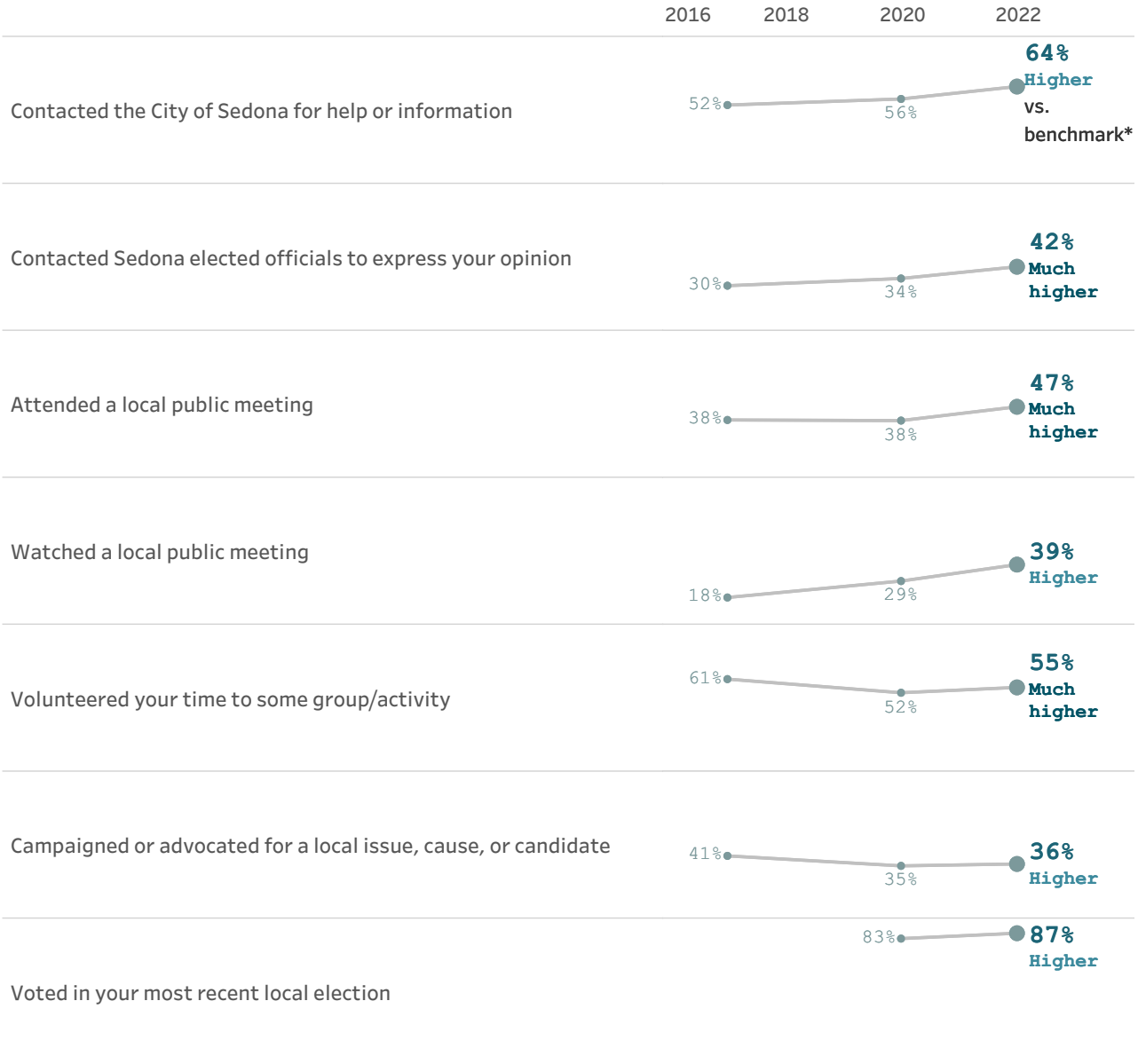
Openness and acceptance of the community toward people of diverse backgrounds



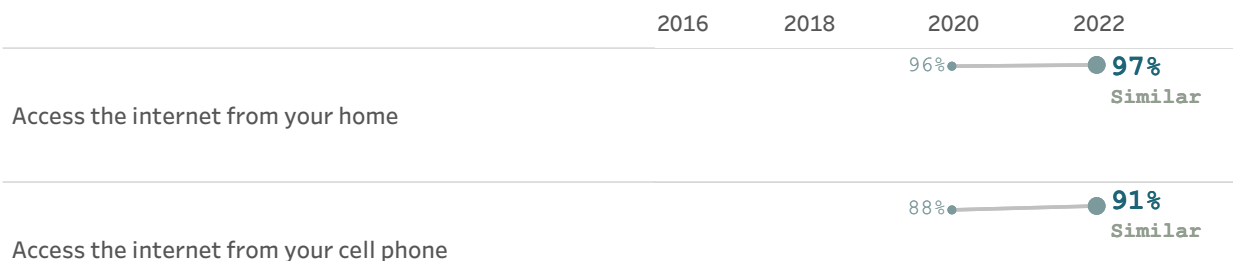
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

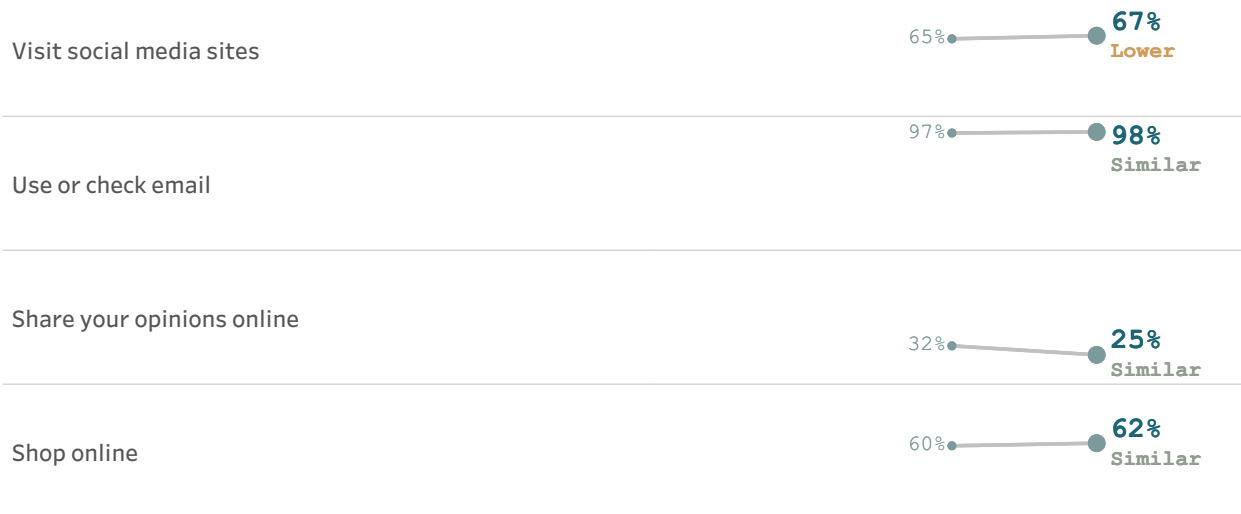
Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



In general, how many times do you:
(% a few times a week or more)































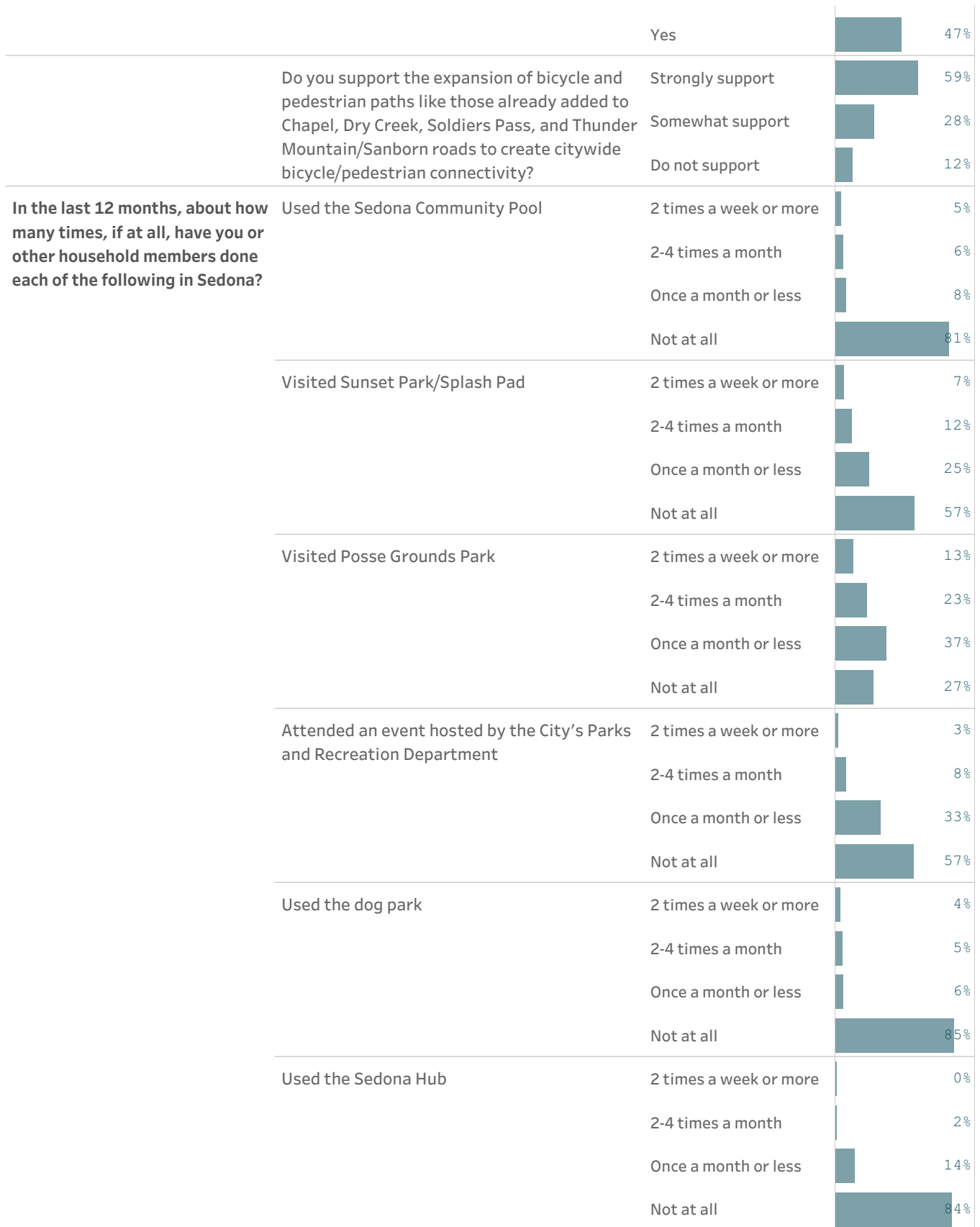
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

Below are the complete set of responses to each custom question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter below.

Include "don't know"
No

		% positive		
Please rate how well Sedona is doing as a place invested in protecting its natural environment:	Excellent		21%	
	Good		38%	
	Fair		25%	
	Poor		17%	
In the future, how much of a role would you like to see tourism have in Sedona's economy?	More of a role		3%	
	About the same		35%	
	Less of a role		62%	
How much do you support or oppose the City's implementation of a robust transit system for locals and visitors?	Strongly support		43%	
	Somewhat support		36%	
	Somewhat oppose		11%	
	Strongly oppose		9%	
How concerned, if at all, are you about natural disasters, such as flood or wildfire, near your home?	Very concerned		31%	
	Somewhat concerned		36%	
	Slightly concerned		24%	
	Not at all concerned		9%	
Please indicate if you, or someone in your household, has done each of the following in preparation for a natural disaster emergency:	Reviewed the City's Community Emergency Preparedness Guide	No		48%
		Yes		52%
	Strengthened your home (examples include: created a fire-resistant zone, identified an outdoor water source, designated a room tha..	No		47%
		Yes		53%
	Signed up for emergency alerts	No		30%
		Yes		70%
	Have a plan for your pets (examples include: microchip, developed a buddy system with neighbors, have an evacuation plan)	No		46%
		Yes		54%
	Created a home inventory	No		61%
		Yes		39%
	Created a "Go Bag"	No		53%



National benchmark tables

This table contains the comparisons of Sedona’s results to those from other communities. The first column shows the comparison of Sedona’s rating to the benchmark. Sedona’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Sedona residents is statistically similar to or different than the benchmark. The second column is Sedona’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Sedona’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Sedona’s result -- that is what percent of surveyed communities had a lower rating than Sedona.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Sedona.	Sedona as a place to live	Similar	82%	232	359	35
	Your neighborhood as a place to live	Similar	88%	98	311	68
	Sedona as a place to raise children	Much lower	28%	362	363	0
	Sedona as a place to work	Lower	34%	327	354	7
	Sedona as a place to visit	Much higher	90%	25	312	92
	Sedona as a place to retire	Similar	69%	157	359	56
	The overall quality of life	Similar	76%	260	384	32
	Sense of community	Lower	41%	298	311	4
Please rate each of the following characteristics as they relate to Sedona as a whole.	Overall economic health	Similar	67%	139	299	53
	Overall quality of the transportation system	Lower	36%	160	193	17
	Overall design or layout of residential and commercial areas	Lower	46%	268	292	8
	Overall quality of the utility infrastructure	Similar	57%	147	188	22
	Overall feeling of safety	Similar	88%	90	349	74
	Overall quality of natural environment	Higher	90%	27	301	91
	Overall quality of parks and recreation opportunities	Similar	80%	84	193	56
	Overall health and wellness opportunities	Lower	51%	259	294	12
	Overall opportunities for education, culture, and the arts	Similar	54%	207	296	30
	Residents’ connection and engagement with their community	Similar	44%	155	190	18
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Sedona to someone who asks	Much lower	63%	287	303	5

Please indicate how likely or unlikely you are to do each of the following.	Remain in Sedona for the next five years	Similar	85%	128	300	57
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	95%	72	330	78
	In Sedona's uptown/commercial area during the day	Similar	90%	127	314	59
	From property crime	Higher	87%	23	198	88
	From violent crime	Higher	91%	25	198	87
	From fire, flood, or other natural disaster	Lower	59%	182	188	3
Please rate the job you feel the Sedona community does at each of the following.	Making all residents feel welcome	Lower	52%	182	196	7
	Attracting people from diverse backgrounds	Lower	39%	172	193	11
	Valuing/respecting residents from diverse backgrounds	Similar	51%	161	194	17
	Taking care of vulnerable residents	Lower	33%	174	190	8
Please rate each of the following in the Sedona community.	Overall quality of business and service establishments	Similar	59%	209	300	30
	Variety of business and service establishments	Lower	40%	160	190	16
	Vibrancy of uptown/commercial area	Similar	66%	86	280	69
	Employment opportunities	Similar	35%	236	315	25
	Shopping opportunities	Similar	39%	220	306	28
	Cost of living	Lower	14%	273	293	7
	Overall image or reputation	Similar	75%	178	354	50
Please also rate each of the following in the Sedona community.	Traffic flow on major streets	Much lower	13%	324	326	0
	Ease of public parking	Lower	37%	239	275	13
	Ease of travel by car	Much lower	34%	311	314	1
	Ease of travel by public transportation	Similar	24%	204	275	26
	Ease of travel by bicycle	Similar	46%	208	316	34
	Ease of walking	Similar	61%	199	317	37
	Well-planned residential growth	Much lower	21%	187	192	3
	Well-planned commercial growth	Lower	20%	188	192	2
	Well-designed neighborhoods	Lower	42%	170	189	10

Please also rate each of the following in the Sedona community.

Preservation of the historical or cultural character of the community	Similar	51%	153	188	19
Public places where people want to spend time	Lower	44%	241	287	16
Variety of housing options	Much lower	9%	296	299	1
Availability of affordable quality housing	Much lower	6%	317	321	1
Overall quality of new development	Much lower	27%	302	311	3
Overall appearance	Similar	73%	179	333	46
Cleanliness	Similar	82%	101	322	68
Water resources	Similar	68%	71	173	59
Air quality	Similar	83%	120	287	58
Availability of paths and walking trails	Higher	81%	63	317	80
Fitness opportunities	Similar	80%	57	287	80
Recreational opportunities	Higher	80%	53	308	83
Availability of affordable quality food	Lower	37%	273	282	3
Availability of affordable quality health care	Much lower	14%	291	291	0
Availability of preventive health services	Much lower	20%	276	277	0
Availability of affordable quality mental health care	Much lower	12%	276	278	1
Opportunities to attend cultural/arts/music activities	Similar	64%	89	304	71
Community support for the arts	Higher	76%	28	189	85
Availability of affordable quality childcare/preschool	Much lower	16%	284	289	2
K-12 education	Much lower	29%	283	291	3
Adult educational opportunities	Similar	47%	210	284	26
Sense of civic/community pride	Similar	51%	150	189	21
Neighborliness of residents	Similar	62%	169	289	41
Opportunities to participate in social events and activities	Similar	63%	142	296	52
Opportunities to attend special events and festivals	Similar	72%	103	293	65
Opportunities to volunteer	Higher	86%	20	292	93

Please also rate each of the following in the Sedona community.	Opportunities to participate in community matters	Similar	61%	153	294	48
	Openness and acceptance of the community toward people of diverse backgrounds	Similar	55%	189	311	39
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Sedona for help or information	Higher	64%	14	329	96
	Contacted Sedona elected officials to express your opinion	Much higher	42%	3	287	99
	Attended a local public meeting	Much higher	47%	3	290	99
	Watched a local public meeting	Higher	39%	19	271	93
	Volunteered your time to some group/activity	Much higher	55%	14	293	95
	Campaigned or advocated for a local issue, cause, or candidate	Higher	36%	13	282	95
	Voted in your most recent local election	Higher	87%	24	191	87
	Used public transportation instead of driving	Similar	14%	132	262	50
	Carpooled with other adults or children instead of driving alone	Higher	52%	32	284	89
	Walked or biked instead of driving	Higher	69%	64	288	78
Please rate the quality of each of the following services in Sedona.	Public information services	Similar	69%	154	306	49
	Economic development	Similar	43%	252	300	16
	Traffic enforcement	Similar	47%	295	348	15
	Traffic signal timing	Similar	44%	229	292	21
	Street repair	Similar	58%	100	342	71
	Street cleaning	Similar	68%	155	306	49
	Street lighting	Similar	74%	89	335	73
	Snow removal	Similar	60%	171	255	33
	Sidewalk maintenance	Similar	70%	65	303	78
	Bus or transit services	Similar	43%	168	272	38
	Land use, planning and zoning	Lower	26%	298	308	3
	Code enforcement	Similar	43%	220	341	35
	Affordable high-speed internet access	Lower	29%	178	186	4
Garbage collection	Similar	85%	177	325	45	

Please rate the quality of each of the following services in Sedona.

Drinking water	Similar	65%	220	304	27
Sewer services	Similar	79%	208	307	32
Storm water management	Similar	71%	176	319	45
Power (electric and/or gas) utility	Similar	79%	162	248	35
Utility billing	Similar	73%	144	273	47
Police services	Similar	86%	127	375	66
Crime prevention	Similar	83%	82	347	76
Animal control	Similar	79%	72	318	77
Ambulance or emergency medical services	Similar	77%	251	313	20
Fire services	Similar	92%	140	338	58
Fire prevention and education	Similar	77%	178	303	41
Emergency preparedness	Similar	54%	228	302	24
Preservation of natural areas	Similar	53%	226	285	21
Sedona open space	Similar	56%	205	277	26
Recycling	Similar	62%	238	327	27
Yard waste pick-up	Much lower	43%	271	283	4
City parks	Similar	70%	252	320	21
Recreation programs or classes	Similar	56%	246	313	21
Recreation centers or facilities	Lower	49%	260	296	12
Health services	Much lower	21%	271	272	0
Public library services	Similar	92%	32	317	90
Overall customer service by Sedona employees	Similar	82%	165	363	54

Please rate the following categories of Sedona government performance.
































The value of services for the taxes paid to Sedona	Similar	47%	240	367	34
The overall direction that Sedona is taking	Much lower	28%	327	332	1
The job Sedona government does at welcoming resident involvement	Similar	42%	249	330	24
Overall confidence in Sedona government	Lower	34%	273	297	8
































Please rate the following categories of Sedona government performance.	Generally acting in the best interest of the community	Lower	32%	290	301	3
	Being honest	Lower	41%	262	292	10
	Being open and transparent to the public	Lower	34%	176	195	10
	Informing residents about issues facing the community	Similar	44%	160	200	20
	Treating all residents fairly	Similar	43%	252	298	15
	Treating residents with respect	Similar	52%	164	192	15
Overall, how would you rate the quality of the services provided by each of the following?	The City of Sedona	Lower	55%	321	359	10
	The Federal Government	Similar	35%	202	281	28
Please rate how important, if at all, you think it is for the Sedona community to focus on each of the following in the coming two years.	Overall economic health	Similar	76%	268	275	2
	Overall quality of the transportation system	Similar	80%	16	188	92
	Overall design or layout of residential and commercial areas	Similar	78%	86	275	68
	Overall quality of the utility infrastructure	Similar	85%	112	187	40
	Overall feeling of safety	Lower	74%	266	275	3
	Overall quality of natural environment	Higher	92%	1	275	100
	Overall quality of parks and recreation opportunities	Similar	77%	115	188	39
	Overall health and wellness opportunities	Similar	76%	40	275	85
	Overall opportunities for education, culture, and the arts	Similar	63%	250	275	9
	Residents' connection and engagement with their community	Similar	74%	68	275	75
In general, how many times do you:	Access the internet from your home	Similar	97%	48	188	75
	Access the internet from your cell phone	Similar	91%	135	188	28
	Visit social media sites	Lower	67%	183	187	2
	Use or check email	Similar	98%	56	188	70
	Share your opinions online	Similar	25%	154	188	18
	Shop online	Similar	62%	50	188	73
	Please rate your overall health.	Similar	80%	17	283	94
	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:	Lower	11%	271	285	5
































Complete set of frequencies
































This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Please rate each of the following aspects of quality of life in Sedona.	Question	Rating	Frequency	
			Percentage	Count (N)
Sedona as a place to live	Sedona as a place to live	Excellent	36%	N=138
		Good	46%	N=175
		Fair	13%	N=52
		Poor	5%	N=19
Your neighborhood as a place to live	Your neighborhood as a place to live	Excellent	50%	N=319
		Good	38%	N=244
		Fair	9%	N=57
		Poor	3%	N=18
Sedona as a place to raise children	Sedona as a place to raise children	Excellent	9%	N=39
		Good	19%	N=86
		Fair	35%	N=156
		Poor	37%	N=168
Sedona as a place to work	Sedona as a place to work	Excellent	13%	N=64
		Good	22%	N=111
		Fair	42%	N=216
		Poor	24%	N=121
Sedona as a place to visit	Sedona as a place to visit	Excellent	57%	N=353
		Good	32%	N=198
		Fair	8%	N=52
		Poor	2%	N=12
Sedona as a place to retire	Sedona as a place to retire	Excellent	29%	N=169
		Good	40%	N=229
		Fair	20%	N=116
		Poor	11%	N=61
The overall quality of life	The overall quality of life	Excellent	25%	N=158
		Good	51%	N=325
		Fair	19%	N=122
		Poor	6%	N=36




























Please rate each of the following aspects of quality of life in Sedona.	Sense of community	Excellent		12% N=76
		Good		29% N=183
		Fair		32% N=205
		Poor		27% N=171
Please rate each of the following characteristics as they relate to Sedona as a whole.	Overall economic health	Excellent		25% N=148
		Good		42% N=246
		Fair		22% N=131
		Poor		10% N=60
	Overall quality of the transportation system	Excellent		7% N=46
		Good		29% N=177
		Fair		38% N=232
		Poor		26% N=159
	Overall design or layout of residential and commercial areas	Excellent		8% N=48
		Good		38% N=238
		Fair		32% N=200
		Poor		23% N=144
Overall quality of the utility infrastructure	Excellent		11% N=66	
	Good		47% N=288	
	Fair		31% N=192	
	Poor		12% N=73	
Overall feeling of safety	Excellent		45% N=286	
	Good		43% N=277	
	Fair		11% N=67	
	Poor		1% N=8	
Overall quality of natural environment	Excellent		58% N=374	
	Good		32% N=205	
	Fair		7% N=44	
	Poor		3% N=20	
Overall quality of parks and recreation opportunities	Excellent		40% N=255	
	Good		40% N=252	
	Fair		14% N=92	

Please rate each of the following characteristics as they relate to Sedona as a whole.	Overall quality of parks and recreation opportunities	Poor		5% N=34	
	Overall health and wellness opportunities	Excellent		22% N=136	
		Good		29% N=180	
		Fair		27% N=165	
		Poor		23% N=141	
		Overall opportunities for education, culture, and the arts	Excellent		15% N=94
		Good		39% N=248	
		Fair		33% N=210	
		Poor		12% N=77	
	Residents' connection and engagement with their community	Excellent		7% N=45	
		Good		37% N=231	
		Fair		38% N=235	
		Poor		18% N=115	
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Sedona to someone who asks you	Very likely		23% N=147
			Somewhat likely		40% N=257
			Somewhat unlikely		19% N=118
Very unlikely				18% N=116	
Remain in Sedona for the next five years		Very likely		59% N=359	
		Somewhat likely		25% N=154	
		Somewhat unlikely		8% N=51	
		Very unlikely		7% N=40	
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		85% N=542	
		Somewhat safe		11% N=69	
		Neither safe nor unsafe		2% N=13	
		Somewhat unsafe		3% N=16	
	In Sedona's uptown/commercial area during the day	Very safe		71% N=424	
		Somewhat safe		20% N=119	
		Neither safe nor unsafe		8% N=49	
		Somewhat unsafe		1% N=7	
		Very unsafe		0% N=1	
	From property crime	Very safe		50% N=313	


























Please rate how safe or unsafe you feel:	From property crime	Somewhat safe		37% N=234
		Neither safe nor unsafe		8% N=48
		Somewhat unsafe		5% N=34
		Very unsafe		0% N=1
	From violent crime	Very safe		72% N=451
		Somewhat safe		19% N=121
		Neither safe nor unsafe		6% N=40
		Somewhat unsafe		2% N=15
		Very unsafe		0% N=2
	From fire, flood, or other natural disaster	Very safe		19% N=120
		Somewhat safe		40% N=255
		Neither safe nor unsafe		21% N=132
Somewhat unsafe			16% N=99	
Very unsafe			5% N=32	
Please rate the job you feel the Sedona community does at each of the following.	Making all residents feel welcome	Excellent		15% N=89
		Good		37% N=226
		Fair		28% N=167
		Poor		20% N=121
	Attracting people from diverse backgrounds	Excellent		17% N=93
		Good		22% N=123
		Fair		27% N=151
		Poor		34% N=187
	Valuing/respecting residents from diverse backgrounds	Excellent		20% N=108
		Good		31% N=167
		Fair		27% N=147
		Poor		22% N=121
	Taking care of vulnerable residents	Excellent		9% N=43
		Good		24% N=122
		Fair		33% N=165
		Poor		35% N=174
Please rate each of the following in the Sedona community.	Overall quality of business and service establishments	Excellent		16% N=100

Please rate each of the following in the Sedona community.	Overall quality of business and service establishments	Good		43% N=277
		Fair		35% N=225
		Poor		6% N=39
Variety of business and service establishments	Excellent		7% N=47	
	Good		32% N=207	
	Fair		41% N=262	
	Poor		19% N=123	
Vibrancy of uptown/commercial area	Excellent		17% N=100	
	Good		48% N=286	
	Fair		28% N=165	
	Poor		7% N=40	
Employment opportunities	Excellent		9% N=48	
	Good		26% N=134	
	Fair		38% N=195	
	Poor		28% N=144	
Shopping opportunities	Excellent		11% N=72	
	Good		28% N=180	
	Fair		37% N=236	
	Poor		24% N=152	
Cost of living	Excellent		1% N=8	
	Good		13% N=82	
	Fair		38% N=244	
	Poor		48% N=304	
Overall image or reputation	Excellent		25% N=163	
	Good		49% N=313	
	Fair		19% N=123	
	Poor		6% N=41	
Please also rate each of the following in the Sedona community.	Traffic flow on major streets	Excellent		1% N=6
		Good		12% N=77
		Fair		34% N=217
		Poor		52% N=331
































Please also rate each of the following in the Sedona community.

Ease of public parking	Excellent		10% N=58
	Good		28% N=169
	Fair		35% N=211
	Poor		28% N=172
Ease of travel by car	Excellent		4% N=27
	Good		30% N=188
	Fair		36% N=227
	Poor		30% N=186
Ease of travel by public transportation	Excellent		3% N=12
	Good		21% N=78
	Fair		32% N=121
	Poor		43% N=161
Ease of travel by bicycle	Excellent		9% N=45
	Good		36% N=173
	Fair		32% N=152
	Poor		23% N=107
Ease of walking	Excellent		18% N=110
	Good		43% N=267
	Fair		25% N=153
	Poor		15% N=90
Well-planned residential growth	Excellent		3% N=15
	Good		19% N=101
	Fair		30% N=162
	Poor		49% N=267
Well-planned commercial growth	Excellent		3% N=14
	Good		18% N=89
	Fair		30% N=150
	Poor		50% N=254
Well-designed neighborhoods	Excellent		4% N=25
	Good		38% N=228
	Fair		36% N=216

Please also rate each of the following in the Sedona community.
































Well-designed neighborhoods	Poor		23% N=139
	Excellent		17% N=100
Preservation of the historical or cultural character of the community	Good		34% N=199
	Fair		30% N=176
	Poor		19% N=114
Public places where people want to spend time	Excellent		15% N=92
	Good		29% N=177
	Fair		35% N=217
	Poor		21% N=127
Variety of housing options	Excellent		3% N=17
	Good		6% N=37
	Fair		23% N=137
	Poor		68% N=403
Availability of affordable quality housing	Excellent		2% N=11
	Good		4% N=23
	Fair		12% N=70
	Poor		82% N=484
Overall quality of new development	Excellent		3% N=15
	Good		24% N=127
	Fair		34% N=182
	Poor		39% N=209
Overall appearance	Excellent		22% N=138
	Good		51% N=327
	Fair		23% N=147
	Poor		4% N=24
Cleanliness	Excellent		35% N=222
	Good		47% N=302
	Fair		17% N=106
	Poor		1% N=6
Water resources	Excellent		21% N=125
	Good		47% N=284
































Please also rate each of the following in the Sedona community.
































Water resources	Fair		26% N=155
	Poor		6% N=35
Air quality	Excellent		37% N=229
	Good		46% N=290
	Fair		13% N=79
	Poor		4% N=27
Availability of paths and walking trails	Excellent		48% N=297
	Good		33% N=207
	Fair		12% N=74
	Poor		7% N=43
Fitness opportunities	Excellent		41% N=248
	Good		39% N=237
	Fair		16% N=99
	Poor		4% N=26
Recreational opportunities	Excellent		41% N=251
	Good		39% N=243
	Fair		15% N=96
	Poor		5% N=29
Availability of affordable quality food	Excellent		8% N=48
	Good		29% N=187
	Fair		37% N=234
	Poor		26% N=169
Availability of affordable quality health care	Excellent		3% N=16
	Good		11% N=66
	Fair		25% N=146
	Poor		61% N=362
Availability of preventive health services	Excellent		6% N=33
	Good		14% N=76
	Fair		27% N=152
	Poor		53% N=293
Availability of affordable quality mental health care	Excellent		4% N=17

Please also rate each of the following in the Sedona community.				
Availability of affordable quality mental health care	Good		8%	N=30
	Fair		26%	N=100
	Poor		62%	N=243
Opportunities to attend cultural/arts/music activities	Excellent		26%	N=162
	Good		38%	N=239
	Fair		29%	N=186
	Poor		7%	N=44
Community support for the arts	Excellent		30%	N=179
	Good		46%	N=271
	Fair		18%	N=106
	Poor		7%	N=39
Availability of affordable quality childcare/preschool	Excellent		6%	N=14
	Good		9%	N=22
	Fair		28%	N=65
	Poor		56%	N=130
K-12 education	Excellent		9%	N=27
	Good		21%	N=65
	Fair		33%	N=104
	Poor		38%	N=120
Adult educational opportunities	Excellent		9%	N=43
	Good		38%	N=181
	Fair		31%	N=149
	Poor		21%	N=101
Sense of civic/community pride	Excellent		10%	N=58
	Good		41%	N=246
	Fair		33%	N=201
	Poor		16%	N=97
Neighborliness of residents	Excellent		19%	N=118
	Good		43%	N=270
	Fair		27%	N=166
	Poor		11%	N=72

Please also rate each of the following in the Sedona community.

Opportunities to participate in social events and activities	Excellent		16% N=97	
	Good		46% N=273	
	Fair		30% N=178	
	Poor		7% N=43	
Opportunities to attend special events and festivals	Excellent		23% N=138	
	Good		49% N=302	
	Fair		22% N=133	
	Poor		6% N=37	
Opportunities to volunteer	Excellent		35% N=190	
	Good		51% N=281	
	Fair		13% N=72	
	Poor		1% N=8	
Opportunities to participate in community matters	Excellent		17% N=94	
	Good		44% N=241	
	Fair		29% N=159	
	Poor		10% N=55	
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		19% N=98	
	Good		36% N=184	
	Fair		30% N=152	
	Poor		15% N=76	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Sedona for help or information	No		36% N=231
		Yes		64% N=409
Contacted Sedona elected officials to express your opinion	No		58% N=369	
	Yes		42% N=268	
Attended a local public meeting	No		53% N=340	
	Yes		47% N=296	
Watched a local public meeting	No		61% N=386	
	Yes		39% N=250	
Volunteered your time to some group/activity	No		45% N=285	
	Yes		55% N=354	
Campaigned or advocated for a local issue, cause, or candidate	No		64% N=408	
































Please indicate whether or not you have done each of the following in the last 12 months.	Campaigned or advocated for a local issue, cause, or candidate	Yes		36% N=227
	Voted in your most recent local election	No		13% N=84
		Yes		87% N=554
	Used public transportation instead of driving	No		86% N=542
		Yes		14% N=90
	Carpooled with other adults or children instead of driving alone	No		48% N=300
		Yes		52% N=331
	Walked or biked instead of driving	No		31% N=198
Yes			69% N=436	
Please rate the quality of each of the following services in Sedona.	Public information services	Excellent		15% N=85
		Good		53% N=292
		Fair		25% N=139
		Poor		6% N=35
	Economic development	Excellent		8% N=42
		Good		34% N=172
		Fair		34% N=169
		Poor		23% N=116
	Traffic enforcement	Excellent		11% N=63
		Good		36% N=211
		Fair		34% N=199
		Poor		19% N=108
	Traffic signal timing	Excellent		7% N=43
		Good		37% N=223
		Fair		38% N=227
		Poor		18% N=111
	Street repair	Excellent		12% N=72
		Good		46% N=281
		Fair		30% N=185
		Poor		11% N=69
Street cleaning	Excellent		18% N=99	
	Good		50% N=286	
































Please rate the quality of each of the following services in Sedona.			
Street cleaning	Fair		21% N=121
	Poor		11% N=60
Street lighting	Excellent		17% N=100
	Good		57% N=343
	Fair		21% N=129
	Poor		5% N=31
Snow removal	Excellent		10% N=48
	Good		49% N=234
	Fair		32% N=150
	Poor		9% N=42
Sidewalk maintenance	Excellent		16% N=86
	Good		54% N=289
	Fair		23% N=127
	Poor		7% N=37
Bus or transit services	Excellent		7% N=26
	Good		36% N=137
	Fair		33% N=124
	Poor		24% N=91
Land use, planning and zoning	Excellent		3% N=15
	Good		23% N=115
	Fair		34% N=169
	Poor		40% N=203
Code enforcement	Excellent		10% N=48
	Good		32% N=155
	Fair		32% N=154
	Poor		25% N=122
Affordable high-speed internet access	Excellent		5% N=32
	Good		23% N=140
	Fair		31% N=185
	Poor		41% N=244
Garbage collection	Excellent		30% N=188

Please rate the quality of each of the following services in Sedona.
































Garbage collection	Good		55% N=342
	Fair		11% N=71
	Poor		4% N=24
Drinking water	Excellent		18% N=115
	Good		46% N=289
	Fair		22% N=138
	Poor		13% N=81
Sewer services	Excellent		19% N=112
	Good		60% N=347
	Fair		16% N=94
	Poor		5% N=26
Storm water management	Excellent		15% N=86
	Good		56% N=318
	Fair		22% N=124
	Poor		7% N=37
Power (electric and/or gas) utility	Excellent		20% N=124
	Good		59% N=363
	Fair		19% N=115
	Poor		3% N=17
Utility billing	Excellent		17% N=105
	Good		56% N=340
	Fair		21% N=129
	Poor		6% N=34
Police services	Excellent		37% N=207
	Good		49% N=276
	Fair		11% N=62
	Poor		2% N=14
Crime prevention	Excellent		28% N=146
	Good		54% N=278
	Fair		16% N=80
	Poor		2% N=9

Please rate the quality of each of the following services in Sedona.


























Animal control	Excellent		26% N=124
	Good		53% N=250
	Fair		17% N=78
	Poor		5% N=22
Ambulance or emergency medical services	Excellent		37% N=166
	Good		40% N=181
	Fair		18% N=83
	Poor		5% N=20
Fire services	Excellent		49% N=251
	Good		43% N=222
	Fair		7% N=35
	Poor		1% N=6
Fire prevention and education	Excellent		32% N=151
	Good		45% N=216
	Fair		16% N=76
	Poor		7% N=33
Emergency preparedness	Excellent		18% N=89
	Good		36% N=173
	Fair		31% N=150
	Poor		15% N=73
Preservation of natural areas	Excellent		15% N=84
	Good		37% N=203
	Fair		26% N=144
	Poor		21% N=113
Sedona open space	Excellent		20% N=107
	Good		36% N=195
	Fair		25% N=137
	Poor		19% N=104
Recycling	Excellent		22% N=135
	Good		40% N=247
	Fair		26% N=162
































Please rate the quality of each of the following services in Sedona.	Recycling	Poor		12% N=75
	Yard waste pick-up	Excellent		9% N=40
		Good		33% N=141
		Fair		28% N=117
		Poor		29% N=124
	City parks	Excellent		22% N=129
		Good		48% N=276
		Fair		26% N=148
		Poor		5% N=26
	Recreation programs or classes	Excellent		16% N=75
		Good		39% N=180
		Fair		35% N=161
		Poor		9% N=41
	Recreation centers or facilities	Excellent		11% N=55
		Good		38% N=187
		Fair		35% N=172
		Poor		16% N=78
	Health services	Excellent		3% N=17
		Good		18% N=100
Fair			32% N=172	
Poor			47% N=255	
Public library services	Excellent		59% N=341	
	Good		33% N=192	
	Fair		7% N=40	
	Poor		1% N=5	
Overall customer service by Sedona employees	Excellent		29% N=163	
	Good		53% N=305	
	Fair		13% N=77	
	Poor		5% N=27	
Please rate the following categories of Sedona government performance.	The value of services for the taxes paid to Sedona	Excellent		12% N=68
		Good		36% N=209

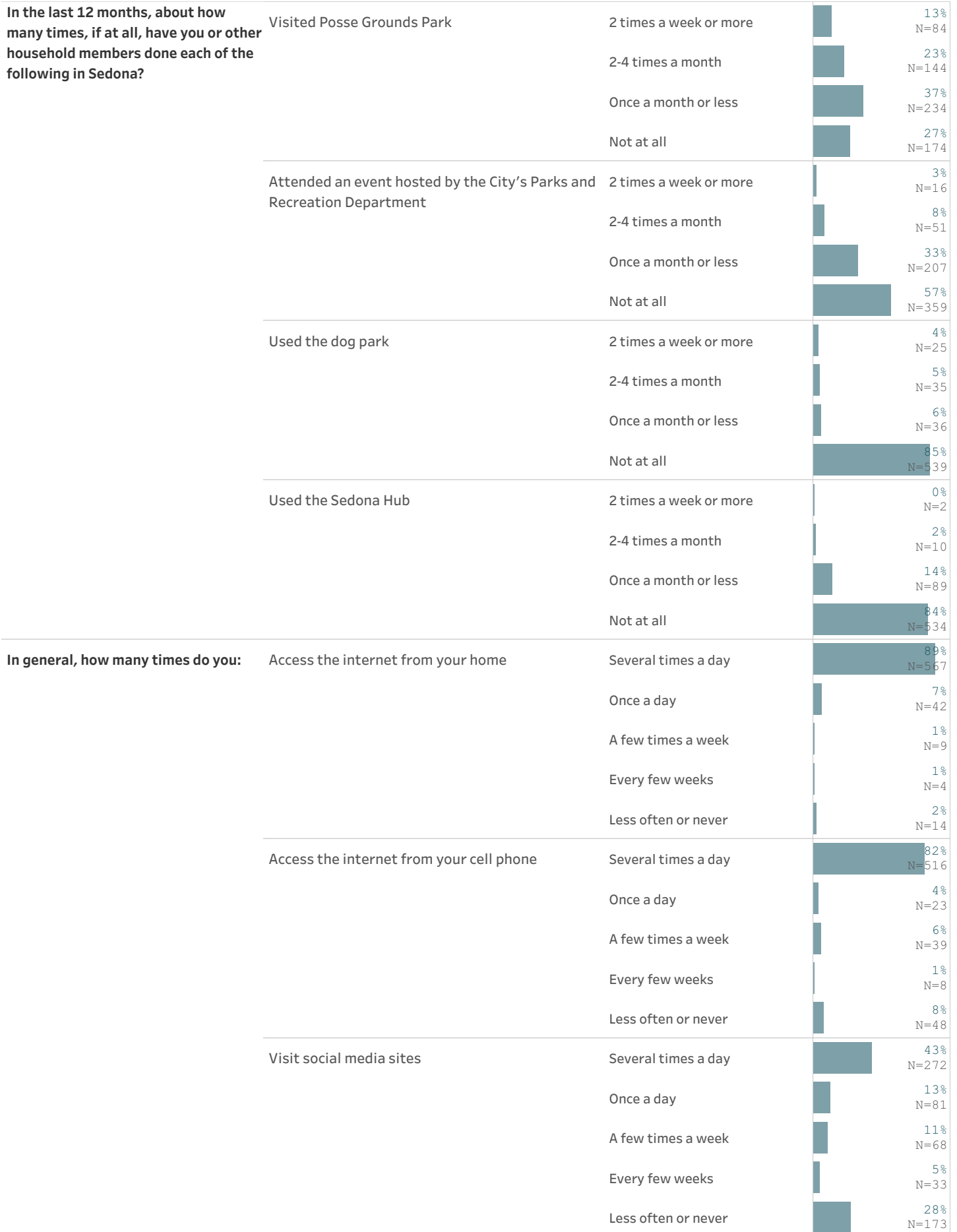
Please rate the following categories of Sedona government performance.			
The value of services for the taxes paid to Sedona	Fair		33% N=194
	Poor		20% N=114
The overall direction that Sedona is taking	Excellent		5% N=29
	Good		23% N=137
	Fair		30% N=179
	Poor		42% N=250
The job Sedona government does at welcoming resident involvement	Excellent		9% N=49
	Good		33% N=171
	Fair		37% N=194
	Poor		21% N=107
Overall confidence in Sedona government	Excellent		6% N=34
	Good		28% N=166
	Fair		34% N=206
	Poor		32% N=192
Generally acting in the best interest of the community	Excellent		8% N=50
	Good		24% N=147
	Fair		31% N=187
	Poor		37% N=226
Being honest	Excellent		10% N=51
	Good		31% N=167
	Fair		29% N=152
	Poor		30% N=160
Being open and transparent to the public	Excellent		8% N=44
	Good		26% N=143
	Fair		31% N=172
	Poor		35% N=191
Informing residents about issues facing the community	Excellent		8% N=45
	Good		36% N=214
	Fair		31% N=186
	Poor		25% N=149
Treating all residents fairly	Excellent		14% N=74

Please rate the following categories of Sedona government performance.	Treating all residents fairly	Good		29% N=151
		Fair		28% N=149
		Poor		29% N=151
	Treating residents with respect	Excellent		17% N=93
		Good		36% N=198
		Fair		25% N=141
Poor			23% N=126	
Overall, how would you rate the quality of the services provided by each of the following?	The City of Sedona	Excellent		10% N=61
		Good		45% N=270
		Fair		31% N=189
		Poor		13% N=80
	The Federal Government	Excellent		4% N=24
		Good		31% N=176
		Fair		39% N=221
		Poor		26% N=149
Please rate how important, if at all, you think it is for the Sedona community to focus on each of the following in the coming two years.	Overall economic health	Essential		40% N=243
		Very important		37% N=223
		Somewhat important		19% N=118
		Not at all important		4% N=26
	Overall quality of the transportation system	Essential		43% N=274
		Very important		37% N=235
		Somewhat important		19% N=117
		Not at all important		1% N=6
	Overall design or layout of residential and commercial areas	Essential		37% N=234
		Very important		41% N=264
		Somewhat important		19% N=123
		Not at all important		3% N=16
	Overall quality of the utility infrastructure	Essential		47% N=299
		Very important		38% N=244
		Somewhat important		14% N=90
		Not at all important		0% N=3
































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












Overall feeling of safety	Essential		41% N=258
	Very important		33% N=211
	Somewhat important		22% N=140
	Not at all important		4% N=26
Overall quality of natural environment	Essential		65% N=413
	Very important		27% N=174
	Somewhat important		7% N=47
	Not at all important		0% N=1
Overall quality of parks and recreation opportunities	Essential		32% N=204
	Very important		45% N=286
	Somewhat important		21% N=131
	Not at all important		2% N=14
Overall health and wellness opportunities	Essential		46% N=293
	Very important		29% N=186
	Somewhat important		21% N=135
	Not at all important		3% N=18
Overall opportunities for education, culture, and the arts	Essential		25% N=162
	Very important		37% N=238
	Somewhat important		35% N=222
	Not at all important		2% N=14
Residents' connection and engagement with their community	Essential		33% N=211
	Very important		41% N=259
	Somewhat important		25% N=157
	Not at all important		1% N=9
Please rate how well Sedona is doing as a place invested in protecting its natural environment:	Excellent		21% N=131
	Good		38% N=239
	Fair		25% N=156
	Poor		17% N=105
In the future, how much of a role would you like to see tourism have in Sedona's economy?	More of a role		3% N=17
	About the same		35% N=225
	Less of a role		62% N=399

	How much do you support or oppose the City's implementation of a robust transit system for locals and visitors?	Strongly support		43% N=266
		Somewhat support		36% N=222
		Somewhat oppose		11% N=69
		Strongly oppose		9% N=55
	How concerned, if at all, are you about natural disasters, such as flood or wildfire, near your home?	Very concerned		31% N=196
		Somewhat concerned		36% N=232
		Slightly concerned		24% N=153
		Not at all concerned		9% N=61
Please indicate if you, or someone in your household, has done each of the following in preparation for a natural disaster emergency:	Reviewed the City's Community Emergency Preparedness Guide	No		48% N=305
		Yes		52% N=329
	Strengthened your home (examples include: created a fire-resistant zone, identified an outdoor water source, designated a room that ca..	No		47% N=292
		Yes		53% N=334
	Signed up for emergency alerts	No		30% N=188
		Yes		70% N=440
	Have a plan for your pets (examples include: microchip, developed a buddy system with neighbors, have an evacuation plan)	No		46% N=276
		Yes		54% N=321
	Created a home inventory	No		61% N=379
		Yes		39% N=245
	Created a "Go Bag"	No		53% N=334
		Yes		47% N=297
	Do you support the expansion of bicycle and pedestrian paths like those already added to Chapel, Dry Creek, Soldiers Pass, and Thunder Mountain/Sanborn roads to create citywide bicycle/pedestrian connectivity?	Strongly support		59% N=364
		Somewhat support		28% N=176
		Do not support		12% N=77
In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Sedona?	Used the Sedona Community Pool	2 times a week or more		5% N=30
		2-4 times a month		6% N=38
		Once a month or less		8% N=51
		Not at all		81% N=516
	Visited Sunset Park/Splash Pad	2 times a week or more		7% N=43
		2-4 times a month		12% N=73
		Once a month or less		25% N=156
		Not at all		57% N=358



In general, how many times do you:	Use or check email	Several times a day	82% N=521
		Once a day	15% N=98
		A few times a week	1% N=8
		Every few weeks	0% N=3
		Less often or never	1% N=8
Share your opinions online		Several times a day	9% N=59
		Once a day	1% N=9
		A few times a week	14% N=87
		Every few weeks	16% N=98
		Less often or never	60% N=373
Shop online		Several times a day	15% N=92
		Once a day	8% N=48
		A few times a week	40% N=254
		Every few weeks	30% N=187
		Less often or never	8% N=51
Please rate your overall health.		Excellent	41% N=265
		Very good	38% N=245
		Good	17% N=109
		Fair	2% N=16
		Poor	1% N=4
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	3% N=22
		Somewhat positive	8% N=51
		Neutral	43% N=272
		Somewhat negative	35% N=221
		Very negative	11% N=72
How many years have you lived in Sedona?		Less than 2 years	10% N=63
		2-5 years	21% N=133
		6-10 years	21% N=132
		11-20 years	23% N=149
		More than 20 years	26% N=165
Which best describes the building you live in?	One family house detached from any other houses	67% N=429	

Which best describes the building you live in?	Building with two or more homes (duplex, townhome, apa..		28% N=179
	Mobile home		4% N=28
	Other		0% N=3
Do you rent or own your home?	Rent		24% N=150
	Own		76% N=488
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 \$500		9% N=56
	\$500 to \$999		16% N=94
	\$1,000 to \$1,499		18% N=105
	\$1,500 to \$1,999		17% N=102
	\$2,000 to \$2,499		15% N=90
	\$2,500 to \$2,999		9% N=53
	\$3,000 to \$3,499		5% N=30
	\$3,500 or more		11% N=67
Do any children 17 or under live in your household?	No		89% N=567
	Yes		11% N=70
Are you or any other members of your household aged 65 or older?	No		43% N=275
	Yes		57% N=363
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		8% N=46
	\$25,000 to \$49,999		21% N=116
	\$50,000 to \$74,999		18% N=99
	\$75,000 to \$99,999		14% N=80
	\$100,000 to \$149,999		16% N=88
	\$150,000 or more		24% N=135
Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		88% N=538
	Yes, I consider myself to be Spanish, Hispanic, or Latino		12% N=75
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		1% N=6
	Asian, Asian Indian, or Pacific Islander		2% N=10
	Black or African American		0% N=
	White		91% N=550
	Other		9% N=54
In which category is your age?	18-24 years		2% N=10

In which category is your age?	25-34 years		8% N=52
	35-44 years		9% N=57
	45-54 years		14% N=88
	55-64 years		17% N=109
	65-74 years		30% N=190
	75 years or older		19% N=121
What is your gender?	Woman		52% N=321
	Man		47% N=293
	Identify in another way		2% N=10
If you identify in another way, how would you describe your gender?	Agender/I don't identify with any gender		35% N=3
	Non-binary		65% N=5

Full trends

This table contains the trends over time for the City of Sedona. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2020 and 2022 surveys is greater than 6 percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		2017	2020	2022
Please rate each of the following aspects of quality of life in Sedona.	Sedona as a place to live	90%	86%	82%
	Your neighborhood as a place to live	92%	90%	88%
	Sedona as a place to raise children	50%	38%	28%
	Sedona as a place to work	35%	36%	34%
	Sedona as a place to visit	94%	90%	90%
	Sedona as a place to retire	79%	79%	69%
	The overall quality of life	85%	79%	76%
	Sense of community	49%	45%	41%
Please rate each of the following characteristics as they relate to Sedona as a whole.	Overall economic health	57%	70%	67%
	Overall quality of the transportation system		26%	36%
	Overall design or layout of residential and commercial areas	55%	43%	46%
	Overall quality of the utility infrastructure		65%	57%
	Overall feeling of safety	97%	95%	88%
	Overall quality of natural environment	96%	92%	90%
	Overall quality of parks and recreation opportunities		80%	80%
	Overall health and wellness opportunities	59%	70%	51%
	Overall opportunities for education, culture, and the arts	42%	59%	54%
	Residents' connection and engagement with their community		51%	44%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Sedona to someone who asks	80%	75%	63%

Please indicate how likely or unlikely you are to do each of the following.	Remain in Sedona for the next five years	85%	82%	85%
	<hr/>			
Please rate how safe or unsafe you feel:	In your neighborhood during the day	98%	98%	95%
	In Sedona's uptown/commercial area during the day	96%	95%	90%
	From property crime	93%	87%	
	From violent crime	95%	91%	
	From fire, flood, or other natural disaster	72%	59%	
<hr/>				
Please rate the job you feel the Sedona community does at each of the following.	Making all residents feel welcome	61%	52%	
	Attracting people from diverse backgrounds	42%	39%	
	Valuing/respecting residents from diverse backgrounds	57%	51%	
	Taking care of vulnerable residents	49%	33%	
<hr/>				
Please rate each of the following in the Sedona community.	Overall quality of business and service establishments	51%	68%	59%
	Variety of business and service establishments	43%	40%	
	Vibrancy of uptown/commercial area	47%	57%	66%
	Employment opportunities	18%	22%	35%
	Shopping opportunities	35%	30%	39%
	Cost of living	21%	21%	14%
	Overall image or reputation	82%	81%	75%
<hr/>				
Please also rate each of the following in the Sedona community.	Traffic flow on major streets	24%	14%	13%
	Ease of public parking	32%	30%	37%
	Ease of travel by car	38%	29%	34%
	Ease of travel by public transportation	13%	14%	24%
	Ease of travel by bicycle	46%	36%	46%
	Ease of walking	62%	58%	61%
	Well-planned residential growth	32%	21%	
	Well-planned commercial growth	26%	20%	
	Well-designed neighborhoods	48%	42%	

Please also rate each of the following in the Sedona community.

Preservation of the historical or cultural character of the community	60%	51%
Public places where people want to spend time	67%	45% 44%
Variety of housing options	24%	20% 9%
Availability of affordable quality housing	15%	12% 6%
Overall quality of new development	39%	41% 27%
Overall appearance	90%	75% 73%
Cleanliness	95%	85% 82%
Water resources	43%	68%
Air quality	90%	77% 83%
Availability of paths and walking trails	83%	85% 81%
Fitness opportunities	80%	85% 80%
Recreational opportunities	82%	81% 80%
Availability of affordable quality food	55%	58% 37%
Availability of affordable quality health care	36%	38% 14%
Availability of preventive health services	42%	43% 20%
Availability of affordable quality mental health care	27%	26% 12%
Opportunities to attend cultural/arts/music activities	66%	62% 64%
Community support for the arts	74%	76%
Availability of affordable quality childcare/preschool	25%	19% 16%
K-12 education	37%	31% 29%
Adult educational opportunities	39%	50% 47%
Sense of civic/community pride	56%	51%
Neighborliness of residents	63%	64% 62%
Opportunities to participate in social events and activities	61%	58% 63%
Opportunities to attend special events and festivals	54%	64% 72%
Opportunities to volunteer	84%	79% 86%

Please also rate each of the following in the Sedona community.	Opportunities to participate in community matters	69%	67%	61%
	Openness and acceptance of the community toward people of diver..	62%	58%	55%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Sedona for help or information	52%	56%	64%
	Contacted Sedona elected officials to express your opinion	30%	34%	42%
	Attended a local public meeting	38%	38%	47%
	Watched a local public meeting	18%	29%	39%
	Volunteered your time to some group/activity	61%	52%	55%
	Campaigned or advocated for a local issue, cause, or candidate	41%	35%	36%
	Voted in your most recent local election		83%	87%
	Used public transportation instead of driving	7%	8%	14%
	Carpooled with other adults or children instead of driving alone	51%	50%	52%
	Walked or biked instead of driving	61%	69%	69%
	Please rate the quality of each of the following services in Sedona.	Public information services	63%	67%
Economic development		42%	42%	43%
Traffic enforcement		60%	50%	47%
Traffic signal timing		45%	50%	44%
Street repair		48%	57%	58%
Street cleaning		60%	70%	68%
Street lighting		70%	73%	74%
Snow removal		57%	50%	60%
Sidewalk maintenance		72%	73%	70%
Bus or transit services		33%	33%	43%
Land use, planning and zoning		34%	31%	26%
Code enforcement		46%	44%	43%
Affordable high-speed internet access			37%	29%
Garbage collection		88%	86%	85%

Please rate the quality of each of the following services in Sedona.	Drinking water	63%	68%	65%
	Sewer services	68%	73%	79%
	Storm water management	51%	67%	71%
	Power (electric and/or gas) utility	68%	80%	79%
	Utility billing	63%	71%	73%
	Police services	83%	86%	86%
	Crime prevention	85%	85%	83%
	Animal control	70%	84%	79%
	Ambulance or emergency medical services	90%	89%	77%
	Fire services	94%	95%	92%
	Fire prevention and education	81%	77%	77%
	Emergency preparedness	47%	53%	54%
	Preservation of natural areas	63%	58%	53%
	Sedona open space	59%	58%	56%
	Recycling	80%	71%	62%
	Yard waste pick-up	44%	48%	43%
	City parks	77%	75%	70%
	Recreation programs or classes	54%	61%	56%
	Recreation centers or facilities	62%	51%	49%
	Health services	46%	44%	21%
Public library services	89%	90%	92%	
Overall customer service by Sedona employees	75%	79%	82%	
Please rate the following categories of Sedona government performance.	The value of services for the taxes paid to Sedona	43%	52%	47%
	The overall direction that Sedona is taking	31%	33%	28%
	The job Sedona government does at welcoming resident involveme..	48%	44%	42%
	Overall confidence in Sedona government	35%	34%	34%

Please rate the following categories of Sedona government performance.	Generally acting in the best interest of the community	34%	37%	32%
	Being honest	40%	43%	41%
	Being open and transparent to the public	39%	34%	
	Informing residents about issues facing the community	46%	44%	
	Treating all residents fairly	42%	46%	43%
	Treating residents with respect	57%	52%	
Overall, how would you rate the quality of the services provided by each of the following?	The City of Sedona	68%	59%	55%
	The Federal Government	38%	38%	35%
Please rate how important, if at all, you think it is for the Sedona community to focus on each of the following in the coming two years.	Overall economic health	83%	79%	76%
	Overall quality of the transportation system	80%	80%	
	Overall design or layout of residential and commercial areas	82%	76%	78%
	Overall quality of the utility infrastructure	81%	85%	
	Overall feeling of safety	78%	77%	74%
	Overall quality of natural environment	90%	91%	92%
	Overall quality of parks and recreation opportunities	81%	77%	
	Overall health and wellness opportunities	77%	81%	76%
	Overall opportunities for education, culture, and the arts	68%	71%	63%
	Residents' connection and engagement with their community	78%	70%	74%
In general, how many times do you:	Access the internet from your home	96%	97%	
	Access the internet from your cell phone	88%	91%	
	Visit social media sites	65%	67%	
	Use or check email	97%	98%	
	Share your opinions online	32%	25%	
	Shop online	60%	62%	
	Please rate your overall health.	74%	82%	80%
	What impact, if any, do you think the economy will have on your fa..	40%	20%	11%

Methods (open participation)

As part of its participation in The National Community Survey™ (The NCST™), the City of Sedona conducted a survey of 646 residents. Survey invitations were mailed to randomly selected households and data were collected from September 15, 2022 to November 3, 2022. The results from this main survey effort represent the most robust estimate of your residents’ opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Sedona. The open participation survey was identical to the probability sample survey with two small updates; it asked a question to confirm that the respondent was a Sedona resident and also a question about where they heard about the survey. The open participation survey was open to all city residents and became available on October 20, 2022. The survey remained open for two weeks and there were 286 responses.





























The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2010 Census and 2020 American Community Survey estimates for adults in the City of Sedona. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the open participation survey are presented in the following table.

































* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

		Unweighted	Weighted	Target*
Age	18-34	6%	11%	11%
	35-54	19%	20%	22%
	55+	76%	69%	67%
Hispanic origin	No, not Spanish, Hispanic, or Latino	97%	87%	86%
	Yes, I consider myself to be Spanish, Hispa..	3%	13%	14%
Housing tenure	Own	87%	77%	76%
	Rent	13%	23%	24%
Housing type	Attached	10%	29%	29%
	Detached	90%	71%	71%
Race & Hispanic origin	Not white alone	16%	16%	17%
	White alone, not Hispanic or Latino	84%	84%	83%
Sex	Man	36%	49%	48%
	Woman	64%	51%	52%
Sex/age	Man 18-34	3%	7%	7%
	Man 35-54	7%	11%	11%
	Man 55+	25%	31%	31%
	Woman 18-34	3%	5%	5%
	Woman 35-54	12%	11%	11%
	Woman 55+	49%	36%	36%

































Open participation survey results































This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

	Do you live in the City of Sedona	No		8% N=23
		Yes		92% N=263
Please rate each of the following aspects of quality of life in Sedona.	Sedona as a place to live	Excellent		28% N=81
		Good		43% N=122
		Fair		20% N=57
		Poor		9% N=26
	Your neighborhood as a place to live	Excellent		44% N=126
		Good		41% N=116
		Fair		11% N=30
		Poor		4% N=11
	Sedona as a place to raise children	Excellent		9% N=19
		Good		21% N=44
		Fair		27% N=57
		Poor		42% N=88
	Sedona as a place to work	Excellent		10% N=22
		Good		19% N=43
		Fair		37% N=80
		Poor		34% N=75
Sedona as a place to visit	Excellent		53% N=139	
	Good		34% N=89	
	Fair		7% N=19	
	Poor		7% N=17	
Sedona as a place to retire	Excellent		29% N=74	
	Good		35% N=90	
	Fair		24% N=62	
	Poor		13% N=33	
The overall quality of life	Excellent		23% N=63	
	Good		43% N=120	

































Please rate each of the following aspects of quality of life in Sedona.	The overall quality of life	Fair		23% N=63
		Poor		11% N=29
	Sense of community	Excellent		8% N=22
		Good		34% N=94
		Fair		30% N=83
		Poor		28% N=77
Please rate each of the following characteristics as they relate to Sedona as a whole.	Overall economic health	Excellent		15% N=39
		Good		53% N=137
		Fair		21% N=54
		Poor		11% N=27
	Overall quality of the transportation system	Excellent		4% N=10
		Good		28% N=76
		Fair		34% N=93
		Poor		35% N=96
	Overall design or layout of residential and commercial areas	Excellent		1% N=2
		Good		33% N=89
		Fair		44% N=118
		Poor		22% N=58
Overall quality of the utility infrastructure	Excellent		9% N=23	
	Good		49% N=131	
	Fair		31% N=83	
	Poor		12% N=31	
Overall feeling of safety	Excellent		45% N=125	
	Good		42% N=118	
	Fair		7% N=19	
	Poor		6% N=16	
Overall quality of natural environment	Excellent		54% N=152	
	Good		31% N=88	
	Fair		10% N=29	
	Poor		4% N=11	
Overall quality of parks and recreation opportunities	Excellent		36% N=99	
	Good		39% N=105	

Please rate each of the following characteristics as they relate to Sedona as a whole.	Overall quality of parks and recreation opportunities	Fair		19% N=51
		Poor		6% N=16
	Overall health and wellness opportunities	Excellent		17% N=46
		Good		26% N=71
		Fair		24% N=64
Poor			33% N=89	
Overall opportunities for education, culture, and the arts	Excellent		14% N=38	
	Good		37% N=97	
	Fair		37% N=97	
	Poor		12% N=31	
Residents' connection and engagement with their community	Excellent		10% N=26	
	Good		28% N=76	
	Fair		39% N=105	
	Poor		23% N=63	
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Sedona to someone who asks	Very likely		20% N=56
		Somewhat likely		40% N=110
		Somewhat unlikely		17% N=45
		Very unlikely		24% N=65
	Remain in Sedona for the next five years	Very likely		56% N=143
		Somewhat likely		22% N=56
		Somewhat unlikely		4% N=11
		Very unlikely		18% N=47
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		81% N=223
		Somewhat safe		12% N=33
		Neither safe nor unsafe		2% N=7
		Somewhat unsafe		4% N=11
		Very unsafe		1% N=2
	In Sedona's uptown/commercial area during the day	Very safe		68% N=184
		Somewhat safe		23% N=63
		Neither safe nor unsafe		3% N=8
		Somewhat unsafe		5% N=14
		Very unsafe		2% N=4

































Please rate how safe or unsafe you feel:	From property crime	Very safe		54% N=148
		Somewhat safe		35% N=96
		Neither safe nor unsafe		7% N=20
		Somewhat unsafe		3% N=8
		Very unsafe		2% N=5
	From violent crime	Very safe		69% N=189
		Somewhat safe		22% N=61
		Neither safe nor unsafe		7% N=19
		Somewhat unsafe		1% N=3
		Very unsafe		1% N=4
	From fire, flood, or other natural disaster	Very safe		26% N=71
		Somewhat safe		37% N=102
		Neither safe nor unsafe		18% N=49
		Somewhat unsafe		14% N=39
		Very unsafe		6% N=16
Please rate the job you feel the Sedona community does at each of the following.	Making all residents feel welcome	Excellent		12% N=32
		Good		31% N=81
		Fair		32% N=83
		Poor		24% N=61
	Attracting people from diverse backgrounds	Excellent		15% N=32
		Good		16% N=36
		Fair		35% N=77
		Poor		34% N=74
	Valuing/respecting residents from diverse backgrounds	Excellent		17% N=39
		Good		35% N=80
		Fair		25% N=56
		Poor		23% N=51
	Taking care of vulnerable residents	Excellent		4% N=10
		Good		18% N=40
		Fair		36% N=78
Poor			41% N=89	
Please rate each of the following in the Sedona community.	Overall quality of business and service establishments	Excellent		13% N=36

Please rate each of the following in the Sedona community.	Overall quality of business and service establishments	Good		48% N=135
		Fair		25% N=71
		Poor		13% N=37
	Variety of business and service establishments	Excellent		9% N=24
		Good		34% N=94
		Fair		34% N=94
		Poor		23% N=63
	Vibrancy of uptown/commercial area	Excellent		12% N=32
		Good		49% N=128
		Fair		26% N=68
		Poor		13% N=36
	Employment opportunities	Excellent		6% N=12
Good			20% N=45	
Fair			36% N=79	
Poor			39% N=86	
Shopping opportunities	Excellent		12% N=34	
	Good		26% N=74	
	Fair		33% N=93	
	Poor		28% N=78	
Cost of living	Excellent		1% N=2	
	Good		14% N=39	
	Fair		31% N=85	
	Poor		55% N=151	
Overall image or reputation	Excellent		23% N=64	
	Good		51% N=139	
	Fair		18% N=50	
	Poor		8% N=22	
Please also rate each of the following in the Sedona community.	Traffic flow on major streets	Excellent		0% N=1
		Good		13% N=36
		Fair		22% N=63
		Poor		65% N=185
	Ease of public parking	Excellent		4% N=10

Please also rate each of the following in the Sedona community.

Ease of public parking	Good		24% N=66
	Fair		41% N=110
	Poor		32% N=86
Ease of travel by car	Excellent		3% N=7
	Good		18% N=52
	Fair		34% N=97
	Poor		45% N=129
Ease of travel by public transportation	Excellent		1% N=2
	Good		6% N=10
	Fair		43% N=69
	Poor		50% N=79
Ease of travel by bicycle	Excellent		7% N=15
	Good		38% N=86
	Fair		31% N=71
	Poor		24% N=53
Ease of walking	Excellent		17% N=47
	Good		40% N=110
	Fair		30% N=81
	Poor		13% N=35
Well-planned residential growth	Excellent		3% N=7
	Good		14% N=34
	Fair		27% N=66
	Poor		56% N=139
Well-planned commercial growth	Excellent		3% N=7
	Good		18% N=42
	Fair		37% N=87
	Poor		43% N=101
Well-designed neighborhoods	Excellent		6% N=14
	Good		35% N=91
	Fair		40% N=104
	Poor		20% N=51
Preservation of the historical or cultural character of the community	Excellent		6% N=17































Please also rate each of the following in the Sedona community.

































Preservation of the historical or cultural character of the community	Good		32% N=87
	Fair		36% N=96
	Poor		26% N=69
Public places where people want to spend time	Excellent		12% N=32
	Good		38% N=100
	Fair		31% N=81
	Poor		19% N=50
Variety of housing options	Excellent		3% N=8
	Good		7% N=19
	Fair		21% N=58
	Poor		69% N=188
Availability of affordable quality housing	Excellent		1% N=4
	Good		4% N=11
	Fair		13% N=34
	Poor		81% N=214
Overall quality of new development	Excellent		5% N=11
	Good		19% N=45
	Fair		34% N=80
	Poor		43% N=102
Overall appearance	Excellent		27% N=76
	Good		51% N=145
	Fair		18% N=51
	Poor		5% N=13
Cleanliness	Excellent		33% N=95
	Good		49% N=140
	Fair		16% N=45
	Poor		2% N=5
Water resources	Excellent		8% N=19
	Good		28% N=69
	Fair		42% N=103
	Poor		22% N=54
Air quality	Excellent		34% N=93

































Please also rate each of the following in the Sedona community.

Air quality	Good		46% N=129
	Fair		15% N=42
	Poor		5% N=13
Availability of paths and walking trails	Excellent		48% N=135
	Good		35% N=98
	Fair		13% N=36
	Poor		4% N=12
Fitness opportunities	Excellent		41% N=112
	Good		44% N=122
	Fair		12% N=32
	Poor		3% N=9
Recreational opportunities	Excellent		44% N=126
	Good		35% N=100
	Fair		18% N=51
	Poor		2% N=7
Availability of affordable quality food	Excellent		7% N=19
	Good		30% N=85
	Fair		38% N=108
	Poor		26% N=73
Availability of affordable quality health care	Excellent		2% N=6
	Good		9% N=25
	Fair		28% N=77
	Poor		61% N=171
Availability of preventive health services	Excellent		5% N=14
	Good		13% N=34
	Fair		30% N=81
	Poor		52% N=137
Availability of affordable quality mental health care	Excellent		0% N=1
	Good		12% N=18
	Fair		14% N=22
	Poor		73% N=112
Opportunities to attend cultural/arts/music activities	Excellent		19% N=53

Please also rate each of the following in the Sedona community.

Opportunities to attend cultural/arts/music activities	Good		48% N=132
	Fair		24% N=66
	Poor		10% N=27
Community support for the arts	Excellent		27% N=72
	Good		50% N=134
	Fair		17% N=46
	Poor		6% N=15
Availability of affordable quality childcare/preschool	Excellent		6% N=6
	Good		7% N=6
	Fair		21% N=19
	Poor		66% N=59
K-12 education	Excellent		7% N=9
	Good		13% N=17
	Fair		25% N=33
	Poor		56% N=76
Adult educational opportunities	Excellent		11% N=25
	Good		33% N=74
	Fair		35% N=79
	Poor		20% N=45
Sense of civic/community pride	Excellent		8% N=21
	Good		40% N=103
	Fair		32% N=82
	Poor		20% N=52
Neighborliness of residents	Excellent		10% N=28
	Good		38% N=107
	Fair		36% N=101
	Poor		15% N=43
Opportunities to participate in social events and activities	Excellent		18% N=45
	Good		42% N=110
	Fair		32% N=83
	Poor		8% N=20
Opportunities to attend special events and festivals	Excellent		21% N=56

































Please also rate each of the following in the Sedona community.	Opportunities to attend special events and festivals	Good		46% N=122
		Fair		28% N=75
		Poor		5% N=12
	Opportunities to volunteer	Excellent		36% N=91
		Good		45% N=114
		Fair		13% N=34
		Poor		6% N=15
	Opportunities to participate in community matters	Excellent		17% N=44
		Good		46% N=119
		Fair		25% N=66
		Poor		12% N=32
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		21% N=46
Good			36% N=78	
Fair			25% N=55	
Poor			18% N=40	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Sedona for help or information	No		40% N=112
		Yes		60% N=169
	Contacted Sedona elected officials to express your opinion	No		46% N=128
		Yes		54% N=151
	Attended a local public meeting	No		44% N=124
		Yes		56% N=156
	Watched a local public meeting	No		46% N=128
		Yes		54% N=151
	Volunteered your time to some group/activity	No		42% N=116
		Yes		58% N=163
	Campaigned or advocated for a local issue, cause, or candidate	No		54% N=151
		Yes		46% N=129
	Voted in your most recent local election	No		16% N=45
		Yes		84% N=233
	Used public transportation instead of driving	No		88% N=246
		Yes		12% N=32
	Carpooled with other adults or children instead of driving alone	No		51% N=141

Please indicate whether or not you have done each of the following in the last 12 months.	Carpooled with other adults or children instead of driving alone	Yes		49% N=137
	Walked or biked instead of driving	No		34% N=96
		Yes		66% N=188
Please rate the quality of each of the following services in Sedona.	Public information services	Excellent		8% N=21
		Good		53% N=136
		Fair		29% N=73
		Poor		10% N=25
	Economic development	Excellent		7% N=16
		Good		27% N=62
		Fair		38% N=89
		Poor		28% N=64
	Traffic enforcement	Excellent		7% N=19
		Good		38% N=102
		Fair		28% N=76
		Poor		27% N=72
	Traffic signal timing	Excellent		3% N=7
		Good		40% N=106
		Fair		31% N=83
		Poor		26% N=69
	Street repair	Excellent		7% N=21
		Good		57% N=157
		Fair		23% N=62
		Poor		13% N=36
Street cleaning	Excellent		12% N=29	
	Good		55% N=133	
	Fair		23% N=55	
	Poor		11% N=27	
Street lighting	Excellent		16% N=41	
	Good		52% N=137	
	Fair		23% N=60	
	Poor		10% N=26	
Snow removal	Excellent		12% N=25	

Please rate the quality of each of the following services in Sedona.






















Snow removal	Good		44% N=93
	Fair		32% N=68
	Poor		11% N=24
Sidewalk maintenance	Excellent		14% N=35
	Good		55% N=136
	Fair		25% N=61
	Poor		6% N=14
Bus or transit services	Excellent		5% N=8
	Good		26% N=41
	Fair		43% N=68
	Poor		26% N=41
Land use, planning and zoning	Excellent		3% N=8
	Good		19% N=44
	Fair		30% N=70
	Poor		48% N=114
Code enforcement	Excellent		5% N=12
	Good		40% N=90
	Fair		34% N=76
	Poor		21% N=46
Affordable high-speed internet access	Excellent		5% N=14
	Good		18% N=50
	Fair		31% N=84
	Poor		46% N=125
Garbage collection	Excellent		25% N=70
	Good		57% N=157
	Fair		15% N=42
	Poor		3% N=7
Drinking water	Excellent		19% N=53
	Good		48% N=132
	Fair		24% N=64
	Poor		9% N=24
Sewer services	Excellent		25% N=58

Please rate the quality of each of the following services in Sedona.

































Sewer services	Good		47% N=111
	Fair		21% N=49
	Poor		8% N=18
Storm water management	Excellent		13% N=32
	Good		50% N=124
	Fair		28% N=68
	Poor		9% N=22
Power (electric and/or gas) utility	Excellent		23% N=62
	Good		54% N=147
	Fair		19% N=51
	Poor		4% N=11
Utility billing	Excellent		18% N=48
	Good		55% N=148
	Fair		23% N=61
	Poor		4% N=11
Police services	Excellent		35% N=88
	Good		47% N=118
	Fair		14% N=34
	Poor		5% N=12
Crime prevention	Excellent		26% N=59
	Good		47% N=106
	Fair		21% N=47
	Poor		6% N=15
Animal control	Excellent		20% N=40
	Good		52% N=104
	Fair		20% N=40
	Poor		8% N=16
Ambulance or emergency medical services	Excellent		37% N=73
	Good		46% N=92
	Fair		13% N=26
	Poor		3% N=7
Fire services	Excellent		54% N=117























Please rate the quality of each of the following services in Sedona.

































Fire services	Good		33% N=72
	Fair		9% N=20
	Poor		4% N=9
Fire prevention and education	Excellent		27% N=51
	Good		50% N=95
	Fair		12% N=24
	Poor		11% N=21
Emergency preparedness	Excellent		14% N=28
	Good		34% N=69
	Fair		32% N=64
	Poor		20% N=40
Preservation of natural areas	Excellent		15% N=39
	Good		37% N=93
	Fair		21% N=52
	Poor		28% N=70
Sedona open space	Excellent		22% N=58
	Good		31% N=81
	Fair		25% N=63
	Poor		22% N=56
Recycling	Excellent		23% N=63
	Good		33% N=89
	Fair		23% N=61
	Poor		21% N=57
Yard waste pick-up	Excellent		9% N=17
	Good		34% N=61
	Fair		35% N=63
	Poor		23% N=41
City parks	Excellent		27% N=71
	Good		44% N=116
	Fair		22% N=57
	Poor		7% N=17
Recreation programs or classes	Excellent		11% N=22

Please rate the quality of each of the following services in Sedona.	Recreation programs or classes	Good		42% N=87
		Fair		31% N=64
		Poor		16% N=33
	Recreation centers or facilities	Excellent		8% N=19
		Good		37% N=83
		Fair		33% N=73
		Poor		21% N=47
	Health services	Excellent		1% N=2
		Good		14% N=36
		Fair		28% N=69
		Poor		56% N=139
	Public library services	Excellent		54% N=139
Good			34% N=88	
Fair			10% N=25	
Poor			2% N=5	
Overall customer service by Sedona employees	Excellent		29% N=73	
	Good		43% N=109	
	Fair		17% N=44	
	Poor		11% N=27	
Please rate the following categories of Sedona government performance.	The value of services for the taxes paid to Sedona	Excellent		13% N=34
		Good		29% N=78
		Fair		31% N=81
		Poor		27% N=73
	The overall direction that Sedona is taking	Excellent		5% N=14
		Good		21% N=59
		Fair		23% N=63
		Poor		51% N=141
	The job Sedona government does at welcoming resident involvement	Excellent		13% N=31
		Good		25% N=61
		Fair		30% N=71
		Poor		32% N=77
Overall confidence in Sedona government	Excellent		8% N=21	

































Please rate the following categories of Sedona government performance.				
Overall confidence in Sedona government	Good		20%	N=54
	Fair		25%	N=68
	Poor		47%	N=126
Generally acting in the best interest of the community	Excellent		8%	N=22
	Good		24%	N=65
	Fair		19%	N=51
	Poor		49%	N=133
Being honest	Excellent		9%	N=22
	Good		28%	N=70
	Fair		26%	N=67
	Poor		38%	N=96
Being open and transparent to the public	Excellent		8%	N=20
	Good		26%	N=67
	Fair		23%	N=60
	Poor		43%	N=109
Informing residents about issues facing the community	Excellent		6%	N=15
	Good		27%	N=75
	Fair		35%	N=94
	Poor		32%	N=87
Treating all residents fairly	Excellent		9%	N=22
	Good		28%	N=64
	Fair		29%	N=67
	Poor		34%	N=79
Treating residents with respect	Excellent		13%	N=32
	Good		34%	N=85
	Fair		28%	N=71
	Poor		26%	N=65
Overall, how would you rate the quality of the services provided by each of the following?	The City of Sedona	Excellent	11%	N=28
	The City of Sedona	Good	41%	N=111
	The City of Sedona	Fair	24%	N=64
	The City of Sedona	Poor	24%	N=65
The Federal Government	Excellent	1%	N=4	

































Overall, how would you rate the quality of the services provided by each of the following?	The Federal Government	Good		32% N=81
		Fair		37% N=94
		Poor		30% N=77
Please rate how important, if at all, you think it is for the Sedona community to focus on each of the following in the coming two years.	Overall economic health	Essential		42% N=113
		Very important		36% N=97
		Somewhat important		17% N=47
		Not at all important		5% N=15
	Overall quality of the transportation system	Essential		42% N=119
		Very important		35% N=99
		Somewhat important		21% N=58
		Not at all important		2% N=5
	Overall design or layout of residential and commercial areas	Essential		31% N=84
		Very important		45% N=122
		Somewhat important		21% N=56
		Not at all important		3% N=9
Overall quality of the utility infrastructure	Essential		42% N=116	
	Very important		40% N=109	
	Somewhat important		15% N=42	
	Not at all important		3% N=7	
Overall feeling of safety	Essential		43% N=120	
	Very important		37% N=102	
	Somewhat important		17% N=47	
	Not at all important		3% N=9	
Overall quality of natural environment	Essential		69% N=191	
	Very important		25% N=69	
	Somewhat important		6% N=16	
	Not at all important		0% N=1	
Overall quality of parks and recreation opportunities	Essential		27% N=76	
	Very important		48% N=133	
	Somewhat important		22% N=61	
	Not at all important		2% N=7	
Overall health and wellness opportunities	Essential		45% N=123	

Please rate how important, if at all, you think it is for the Sedona community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	Very important		35% N=98
		Somewhat important		16% N=45
		Not at all important		3% N=9
	Overall opportunities for education, culture, and the arts	Essential		22% N=60
		Very important		38% N=105
		Somewhat important		32% N=87
		Not at all important		8% N=21
	Residents' connection and engagement with their community	Essential		29% N=79
		Very important		47% N=131
Somewhat important			21% N=59	
Not at all important			3% N=8	
Please rate how well Sedona is doing as a place invested in protecting its natural environment:	Excellent		20% N=57	
	Good		35% N=98	
	Fair		23% N=66	
	Poor		21% N=59	
In the future, how much of a role would you like to see tourism have in Sedona's economy?	More of a role		7% N=19	
	About the same		35% N=96	
	Less of a role		58% N=161	
How much do you support or oppose the City's implementation of a robust transit system for locals and visitors?	Strongly support		40% N=111	
	Somewhat support		35% N=99	
	Somewhat oppose		12% N=34	
	Strongly oppose		13% N=36	
How concerned, if at all, are you about natural disasters, such as flood or wildfire, near your home?	Very concerned		28% N=77	
	Somewhat concerned		36% N=101	
	Slightly concerned		20% N=57	
	Not at all concerned		16% N=43	
Please indicate if you, or someone in your household, has done each of the following in preparation for a natural disaster emergency:	Reviewed the City's Community Emergency Preparedness Guide	No		48% N=132
		Yes		52% N=142
	Strengthened your home (examples include: created a fire-resistant zone, identified an outdoor water source, designated a room that can be close..	No		52% N=143
		Yes		48% N=133
	Signed up for emergency alerts	No		20% N=55
		Yes		80% N=221

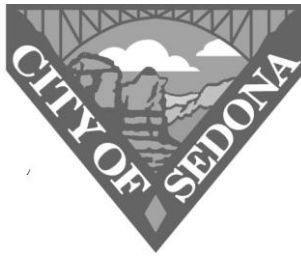
Please indicate if you, or someone in your household, has done each of the following in preparation for a natural disaster emergency:	Have a plan for your pets (examples include: microchip, developed a buddy system with neighbors, have an evacuation plan)	No		45% N=122
		Yes		55% N=149
	Created a home inventory	No		54% N=151
		Yes		46% N=130
	Created a "Go Bag"	No		52% N=146
		Yes		48% N=133
Do you support the expansion of bicycle and pedestrian paths like those already added to Chapel, Dry Creek, Soldiers Pass, and Thunder Mountain/Sanborn roads to create citywide bicycle/pedestrian connectivity?	Strongly support		55% N=152	
	Somewhat support		28% N=78	
	Do not support		17% N=48	
In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Sedona?	Used the Sedona Community Pool	2 times a week or more		4% N=10
		2-4 times a month		4% N=11
		Once a month or less		13% N=36
		Not at all		79% N=221
	Visited Sunset Park/Splash Pad	2 times a week or more		7% N=18
		2-4 times a month		7% N=20
		Once a month or less		29% N=79
		Not at all		57% N=159
	Visited Posse Grounds Park	2 times a week or more		12% N=34
		2-4 times a month		22% N=59
		Once a month or less		38% N=104
		Not at all		27% N=74
	Attended an event hosted by the City's Parks and Recreation Department	2 times a week or more		2% N=4
		2-4 times a month		6% N=18
		Once a month or less		48% N=133
		Not at all		44% N=121
Used the dog park	2 times a week or more		4% N=11	
	2-4 times a month		2% N=6	
	Once a month or less		15% N=40	
	Not at all		79% N=218	
Used the Sedona Hub	2 times a week or more		1% N=2	
	2-4 times a month		1% N=2	
	Once a month or less		15% N=41	

	Used the Sedona Hub	Not at all	64% N=233
In general, how many times do you:	Access the internet from your home	Several times a day	90% N=250
		Once a day	6% N=18
		A few times a week	2% N=5
		Every few weeks	0% N=1
		Less often or never	2% N=5
		Access the internet from your cell phone	Several times a day
		Once a day	2% N=5
		A few times a week	4% N=10
		Every few weeks	0% N=1
		Less often or never	4% N=11
Visit social media sites		Several times a day	64% N=176
		Once a day	16% N=45
		A few times a week	6% N=18
		Every few weeks	2% N=4
		Less often or never	12% N=33
Use or check email		Several times a day	87% N=239
		Once a day	10% N=27
		A few times a week	3% N=7
		Every few weeks	0% N=
Share your opinions online		Several times a day	17% N=47
		Once a day	7% N=19
		A few times a week	16% N=43
		Every few weeks	22% N=59
		Less often or never	38% N=102
Shop online		Several times a day	13% N=35
		Once a day	12% N=33
		A few times a week	31% N=84
		Every few weeks	37% N=100
		Less often or never	7% N=20
Please rate your overall health.		Excellent	42% N=116
		Very good	37% N=103

Please rate your overall health.	Good		19% N=53	
	Fair		2% N=5	
	Poor		0% N=1	
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		2% N=7	
	Somewhat positive		5% N=14	
	Neutral		36% N=101	
	Somewhat negative		40% N=112	
	Very negative		17% N=49	
How many years have you lived in Sedona?	Less than 2 years		11% N=30	
	2-5 years		23% N=63	
	6-10 years		22% N=63	
	11-20 years		21% N=58	
	More than 20 years		24% N=67	
Which best describes the building you live in?	One family house detached from any other houses		65% N=185	
	Building with two or more homes (duplex, townhome, apa..		27% N=77	
	Mobile home		5% N=15	
	Other		2% N=6	
Do you rent or own your home?	Rent		23% N=66	
	Own		77% N=214	
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)?	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 \$500		8% N=20
		\$500 to \$999		17% N=45
		\$1,000 to \$1,499		17% N=43
		\$1,500 to \$1,999		16% N=42
		\$2,000 to \$2,499		17% N=44
		\$2,500 to \$2,999		9% N=24
		\$3,000 to \$3,499		5% N=12
		\$3,500 or more		12% N=32
Do any children 17 or under live in your household?	No		86% N=233	
	Yes		14% N=39	
Are you or any other members of your household aged 65 or older?	No		45% N=126	
	Yes		55% N=152	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		4% N=11	

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.)	\$25,000 to \$49,999		17% N=44
	\$50,000 to \$74,999		16% N=40
	\$75,000 to \$99,999		16% N=41
	\$100,000 to \$149,999		22% N=55
	\$150,000 or more		26% N=66
	Are you Spanish, Hispanic, or Latino? Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino	
Yes, I consider myself to be Spanish, Hispanic, or Latino			13% N=34
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		5% N=13
	Asian, Asian Indian, or Pacific Islander		1% N=3
	Black or African American		0% N=
	White		92% N=247
	Other		10% N=26
In which category is your age?	18-24 years		3% N=7
	25-34 years		9% N=24
	35-44 years		5% N=13
	45-54 years		17% N=46
	55-64 years		23% N=65
	65-74 years		32% N=87
	75 years or older		12% N=34
What is your gender?	Woman		51% N=141
	Man		49% N=134
	Identify in another way		0% N=
If you identify in another way, how would you desc..	Non-binary		100% N=
How did you hear about this survey? (Select all that apply.)	The City's website		7% N=18
	The City's social media (Facebook, Twitter, Instagram,...		33% N=92
	Received an email from the City		32% N=89
	In a City newsletter or utility bill		3% N=7
	Received a postcard or letter from the City		2% N=6
	Nextdoor		5% N=14
	In my Facebook feed		22% N=61
	Saw it on a video of a public meeting or at a meeting I atten..		0% N=1
	Saw it in a newspaper article or ad (hard copy or online)		5% N=14

How did you hear about this survey? (Select all that apply.)	Heard about it from a family member, friend or neighbor	3% N=9
	Heard about it from a business or social organization in my co..	1% N=2
	Polco social media post	0% N=1
	Other	2% N=6



September 2022

Dear City of Sedona Resident:

Please help us shape the future of Sedona! You have been selected at random to participate in the 2022 Sedona Community Survey. **If you've already completed the survey online, thank you. Please do not respond twice.**

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

A few things to remember:

- **Your responses are confidential and no identifying information will be shared.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<https://polco.us/sedona22>

Please do not share your survey link. This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey, please call 928-203-5179.

Thank you for your time and participation!

Sincerely,

A handwritten signature in cursive script that reads "Sandy Moriarty".

Sandy Moriarty
Mayor

The City of Sedona 2022 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

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

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

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Sedona	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Sedona.....	1	2	3	4	5
Overall design or layout of Sedona's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Sedona (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Sedona.....	1	2	3	4	5
Overall quality of natural environment in Sedona	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Sedona.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

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

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

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Sedona's uptown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Sedona community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Sedona community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Sedona	1	2	3	4	5
Variety of business and service establishments in Sedona.....	1	2	3	4	5
Vibrancy of uptown/commercial area.....	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Sedona	1	2	3	4	5
Overall image or reputation of Sedona.....	1	2	3	4	5

7. Please also rate each of the following in the Sedona community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Sedona	1	2	3	4	5
Ease of travel by public transportation in Sedona.....	1	2	3	4	5
Ease of travel by bicycle in Sedona.....	1	2	3	4	5
Ease of walking in Sedona.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Sedona	1	2	3	4	5
Overall appearance of Sedona.....	1	2	3	4	5
Cleanliness of Sedona.....	1	2	3	4	5
Water resources (creeks, streams, ponds, riverways, etc.)	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Sedona	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

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

	<u>No</u>	<u>Yes</u>
Contacted the City of Sedona (in-person, phone, email, or web) for help or information	1	2
Contacted Sedona elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Sedona.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election	1	2
Used public transportation instead of driving	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The City of Sedona 2022 Community Survey

9. Please rate the quality of each of the following services in Sedona.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	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
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	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 (open space, farmlands, and greenbelts).....	1	2	3	4	5
Sedona open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Sedona employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Sedona government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Sedona.....	1	2	3	4	5
The overall direction that Sedona is taking.....	1	2	3	4	5
The job Sedona government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Sedona government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Sedona.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

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

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Sedona	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Sedona.....	1	2	3	4
Overall design or layout of Sedona’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Sedona (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4
Overall feeling of safety in Sedona.....	1	2	3	4
Overall quality of natural environment in Sedona.....	1	2	3	4
Overall quality of parks and recreation opportunities	1	2	3	4
Overall health and wellness opportunities in Sedona.....	1	2	3	4
Overall opportunities for education, culture, and the arts	1	2	3	4
Residents’ connection and engagement with their community	1	2	3	4

13. Please rate how well Sedona is doing as a place invested in protecting its natural environment:

- Excellent Good Fair Poor Don’t know

14. In the future, how much of a role would you like to see tourism have in Sedona’s economy?

- More of a role About the same Less of a role

15. How much do you support or oppose the City’s implementation of a robust transit system for locals and visitors?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don’t know

16. How concerned, if at all, are you about natural disasters, such as flood or wildfire, near your home?

- Very concerned Somewhat concerned Slightly concerned Not at all concerned

17. Please indicate if you, or someone in your household, has done each of the following in preparation for a natural disaster emergency:

	<u>No</u>	<u>Yes</u>
Reviewed the City’s Community Emergency Preparedness Guide	1	2
Strengthened your home (examples include: created a fire-resistant zone, identified an outdoor water source, designated a room that can be closed off from outside air)	1	2
Signed up for emergency alerts	1	2
Have a plan for your pets (examples include: microchip, developed a buddy system with neighbors, have an evacuation plan)	1	2
Created a home inventory	1	2
Created a “Go Bag”	1	2

18. Do you support the expansion of bicycle and pedestrian paths like those already added to Chapel, Dry Creek, Soldiers Pass, and Thunder Mountain/Sanborn roads to create citywide bicycle/pedestrian connectivity?

- Strongly support Somewhat support Do not support Don’t know

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

	<u>2 times a week or more</u>	<u>2-4 times a month</u>	<u>Once a month or less</u>	<u>Not at all</u>
Used the Sedona Community Pool.....	1	2	3	4
Visited Sunset Park/Splash Pad.....	1	2	3	4
Visited Posse Grounds Park.....	1	2	3	4
Attended an event hosted by the City’s Parks and Recreation Department.....	1	2	3	4
Used the dog park.....	1	2	3	4
Used the Sedona Hub.....	1	2	3	4

The City of Sedona 2022 Community Survey

Our last questions are about you and your household.
Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online	1	2	3	4	5	6

D2. Please rate your overall health.

- Excellent
 Very good
 Good
 Fair
 Poor

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

Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. How many years have you lived in Sedona?

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

D5. Which best describes the building you live in?

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

D6. Do you rent or own your home?

- Rent
 Own

D7. 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 \$500 \$2,000 to \$2,499
 \$500 to \$999 \$2,500 to \$2,999
 \$1,000 to \$1,499 \$3,000 to \$3,499
 \$1,500 to \$1,999 \$3,500 or more

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 to \$149,999
 \$50,000 to \$74,999 \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

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

D12. 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

D13. 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

D14. What is your gender?

- Female
 Male
 Identify in another way

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