



Social Research Laboratory, PO Box 15301, Flagstaff, AZ 86011 (928) 523-1515

Monday, March 31, 2003

For More Information:
Fred Solop, Director
Social Research Laboratory
(928) 607-0488 – cell phone

FLAGSTAFF REPORT CARD:
**COMMUNITY COLLEGE AND NAU RECEIVE TOP RATINGS;
FUSD RATING DIPS**

For the second year in a row, Coconino County Community College and Northern Arizona University (NAU) receive the highest ratings from Flagstaff-area residents for the work they do. The *Flagstaff Report Card* asked people living in the Flagstaff area to rate the quality of six local institutions and the health of the local economy. Ratings were given according to a standard school report card format with A being “Excellent,” B “Good,” C “Average,” D “Below Average,” and F “Failure.” Grades given this year range from a ‘B’ for Coconino County Community College and NAU to a ‘C’ for the economic health of the area. All of the grades are shown below:

	Grade
Coconino Community College	B
Northern Arizona University	B
Local Media	C+
County Government	C+
Flagstaff Public Schools	C
Flagstaff City Council	C
Economic Health	C

The 2003 ratings are quite consistent with those given by Flagstaff-area residents in 2001 and 2002, with some exceptions. The Flagstaff public schools increased from a 'C+' rating in 2001 to a 'B-' rating in 2002. In 2003, the public school rating declined to a 'C' rating. Ratings given by people living within the Flagstaff city boundaries tend to be slightly higher than ratings given by people living in surrounding areas.

Fred Solop, director of the *Flagstaff Report Card Survey*, commented: "The largest change in this year's *Report Card* is the lower rating given to the Flagstaff Unified School District. This reflects community concern with budget problems that have plagued the public schools over the past year. Policy makers should also take note of the rating given to the economic health of the area. While the overall rating for the economy is 'C,' people living in areas surrounding Flagstaff give a 'C-' to the local economy."

The *Flagstaff Report Card* was conducted by the Social Research Laboratory at Northern Arizona University from March 11 through March 20, 2003. A random sample of 604 Flagstaff-area residents was asked to grade the quality of seven city and county institutions. A sample of this size is associated with a margin of error of +/- 4.1 percent at a 95 percent confidence level. Smaller samples of people living inside and outside the Flagstaff city boundaries are associated with a larger margin of error.



Social Research Laboratory, Northern Arizona University

March 28, 2003

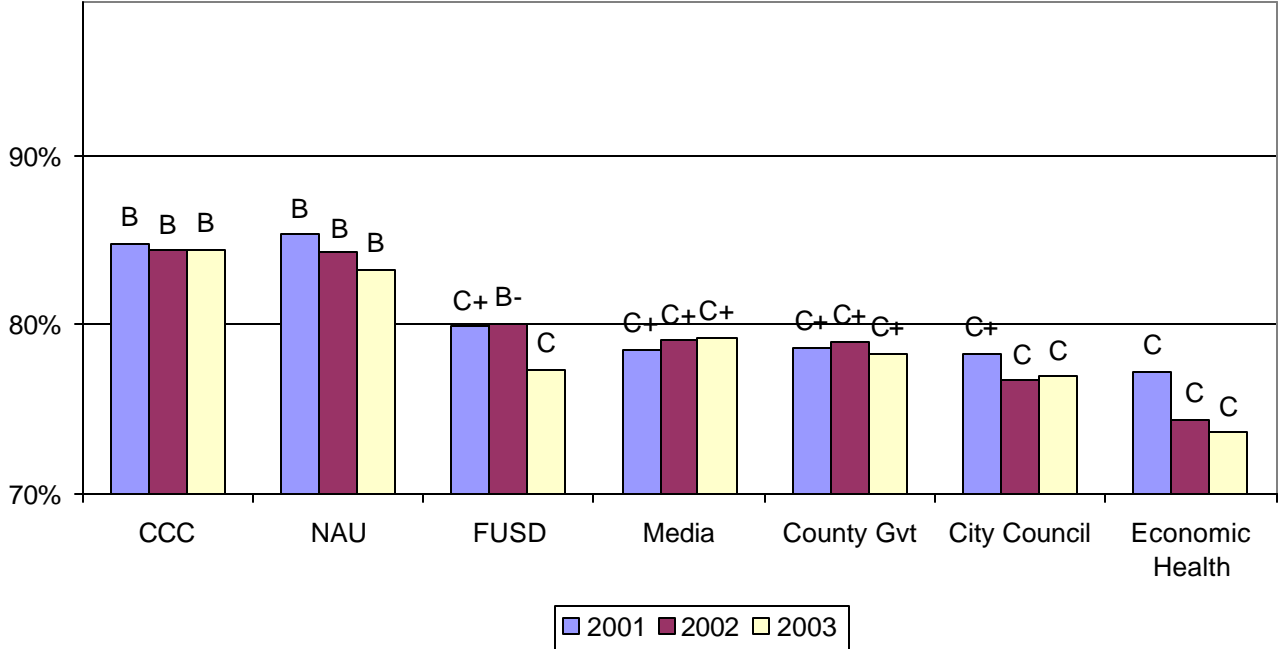
FLAGSTAFF REPORT CARD
BACKGROUND MEMO

The *Flagstaff Report Card* was conducted from March 11 through March 20, 2003. A random sample of 604 Flagstaff-area residents was asked questions about the local community. Survey questions addressed to Flagstaff-area residents are subject to a sampling error of +/- 4.1 percent at a 95 percent confidence level. Survey results broken out for respondents living within the Flagstaff city boundaries are subject to a sampling error of +/- 4.6 percent at a 95 percent confidence level and results for respondents living outside Flagstaff city boundaries are subject to a sampling error of +/- 8.7 percent at a 95 percent confidence level. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from the population. Sampling error does not take into account additional sources of error inherent in any study of public opinion. The data referred to in this release are presented below.

Students are often given the grades A, B, C, D, and F to rate the quality of their work. Now, thinking of a report card from school, with “A” being the highest grade and “F” a failing grade...

- a) Now suppose the Flagstaff Public Schools were graded in the same way. What grade would you give the public schools in Flagstaff...an A, B, C, D, or F?
- b) What grade would you give to the overall performance of the Flagstaff City Council...an A, B, C, D, or F?
- c) If you were to grade the overall performance of the Coconino County government, what grade would you give it...an A, B, C, D, or F?
- d) What grade would you give the Flagstaff media for their coverage of local and state issues...an A, B, C, D, or F?
- e) How would you grade the health of the economy in Flagstaff...an A, B, C, D, or F?
- f) What about Coconino Community College? What grade would you give them...an A, B, C, D, or F?
- g) What about Northern Arizona University? What grade would you give them...an A, B, C, D, or F?

	Grades		
	2001	2002	2003
Coconino Community College	B (84.78)	B (84.36)	B (84.43)
Northern Arizona University	B (85.30)	B (84.32)	B (83.29)
Flagstaff Public Schools	C+ (79.88)	B- (80.06)	C (77.29)
Local Media	C+ (78.54)	C+ (79.07)	C+ (79.23)
County Government	C+ (78.66)	C+ (78.98)	C+ (78.29)
Flagstaff City Council	C+ (78.28)	C (76.69)	C (76.93)
Economic Health	C (77.22)	C (74.35)	C (73.61)



	Inside City Limits			Outside City Limits		
	2001	2002	2003	2001	2002	2003
Coconino Community College	84.55	84.75	84.90	85.68	83.00	82.51
Northern Arizona University	85.02	84.72	83.45	86.39	82.75	82.51
Flagstaff Public Schools	80.14	80.74	78.11	78.92	77.93	74.09
Local Media	78.77	79.68	79.46	77.50	77.27	78.31
County Government	79.06	79.73	78.86	77.21	76.87	76.45
Flagstaff City Council	78.44	77.17	77.30	77.69	75.04	75.53
Economic Health	77.41	74.65	74.01	76.18	73.43	72.10

Grade Assignments	92.50 – 97.49	A
	90.00 – 92.49	A-
	87.50 - 89.99	B+
	82.50 – 87.49	B
	80.00 – 82.49	B-
	77.50 – 79.99	C+
	72.50 – 77.49	C
	70.00 – 72.49	C-