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FLAGSTAFF REPORT CARD: HOW ARE WE DOING?

According to a recent survey, Northern Arizona University and Coconino County Community College receive the highest ratings from Flagstaff-area residents for the work they do. The *Flagstaff Report Card* survey asked people living in the Flagstaff area to rate the quality of six local institutions and the local economy. Ratings were given according to a standard report card format with A being 'Excellent', B 'Good', C 'Average', D 'Below Average' and F 'Failure.' Grades given range from a 'B' for both NAU and Coconino County Community College to a 'C' for the economic health of the area. Other grades given are as follows:

	<u>Letter Grade</u>
Northern Arizona University	B
Coconino Community College	B
Flagstaff Public Schools	C+
Local Media	C+
County Government	C+
Flagstaff City Government	C+
Economic Health	C

The *Flagstaff Report Card* was conducted by the Social Research Laboratory at Northern Arizona University, from February 23 to March 9, 2001. A random sample of 603 Flagstaff-area

residents were 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 percent at a 95 percent confidence level.

According to Fred Solop, director of the *Flagstaff Report Card*, “This information allows us to look at ourselves and ask ‘How are we doing?’ By tracking this information across time, we’ll know if our local institutions are improving or getting worse. Last year, according to our yearly tracking poll, area residents tended to express a negative view of the job the Flagstaff City Council was doing. It wasn’t surprising then that all the incumbent candidates were replaced in the next election.”



Social Research Laboratory, Northern Arizona University

March 27, 2001

FLAGSTAFF REPORT CARD
BACKGROUND MEMO

Spring 2001

The *Flagstaff Report Card* was conducted between March 16 and March 25, 2001. A random sample of 603 Flagstaff-area residents were asked questions about the local community. Survey questions addressed to Arizona residents are subject to a sampling error of +/-4 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?

	Total Respondents	Letter Grade
Northern Arizona University	85.30	B
Coconino Community College	84.78	B
Flagstaff Public Schools	79.88	C+
		[B- for City residents]
County Government	78.66	C+
Local Media	78.54	C+
Flagstaff City Government	78.28	C+
Economic Health	77.22	C

	Inside City Limits	Outside City Limits
Northern Arizona University	85.02	86.39
Coconino Community College	84.55	85.68
Flagstaff Public Schools	80.14	78.92
County Government	79.06	77.21
Local Media	78.77	77.50
Flagstaff City Government	78.44	77.69
Economic Health	77.41	76.18

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-