

**City of Surprise Youth Master Plan Initiative
Preliminary Research: High School Student Survey
Quantitative Data Collection**

SURVEY SUMMARY

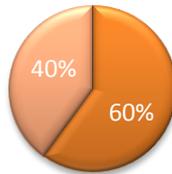
Beginning in March 2014, representatives from City of Surprise Communications Office visited three high schools in the Dysart Unified School District to survey students groups selected by school principals and counseling departments. The 9-questions topical questions, along with demographic queries, provide an insight into the experiences of teens growing up in Surprise, Arizona. The topics will include challenges, positives about Surprise-living, and ideas for growth and development in the city.

RESPONDENT DEMOGRAPHICS

The demographic makeup of the students who participated in the youth survey were largely female, Caucasian, and 16-17 years old. The largest portion of respondents attends Valley Vista High School. The majority of students have lived in Surprise for most of their lives.

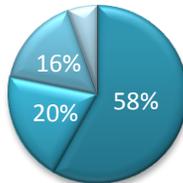
Gender

■ Female Students ■ Male Students



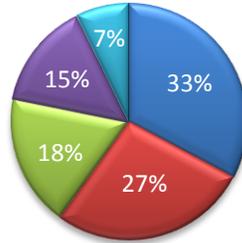
Racial Background

■ White ■ Hispanic ■ Black ■ Asian



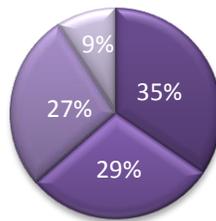
Ages

■ Age 16 ■ Age 17 ■ Age 15 ■ Age 14 ■ Age 18



Schools

■ Valley Vista ■ Willow Canyon
■ Shadow Ridge ■ No school identified



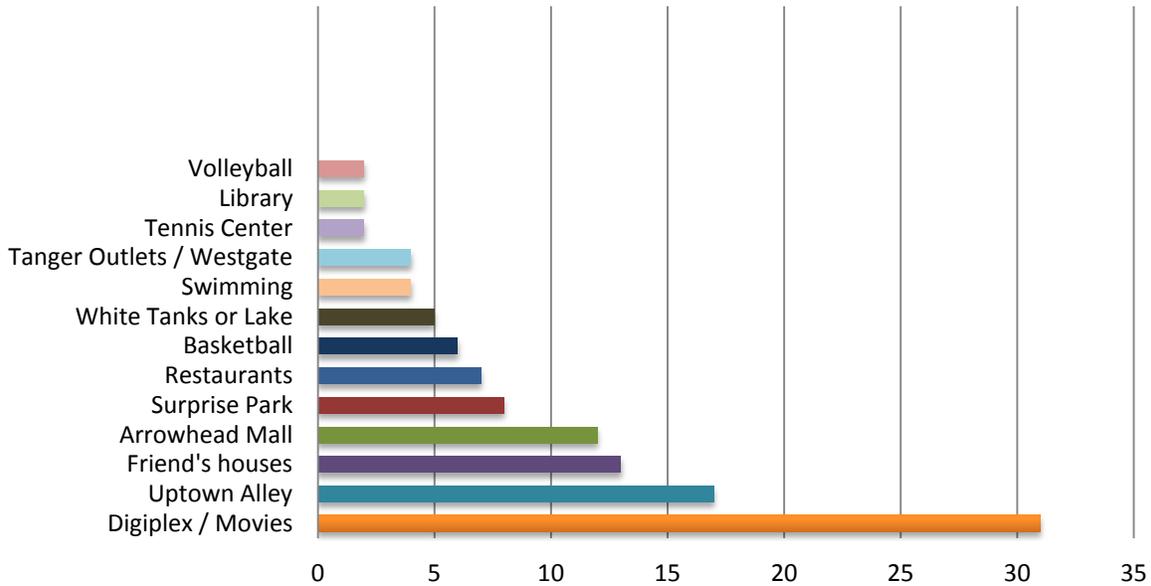
TOPICAL QUESTIONS

The following represents the top responses to each of the topical questions. Only responses that represent the outlook of three or more students have been provided, unless otherwise indicated. Question 9, which asked for “additional ideas,” reflected suggestions that match those raised in the topical questions below. For details, see the qualitative report.

Question 2A: When you hang out with friends on weekends, what do you like to do, where do you like to go?

Question 2B: How do you get there?

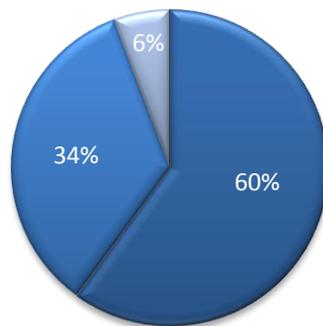
QUESTION 2A: WEEKENDS IN SURPRISE



Observations: An overwhelming number of respondents (26%) spend their time at the movies. More than 31 individual respondents listed movies at Digiplex as their most common weekend activity. In 2013, Atlantic Monthly reported that a 2013 Piper Jaffray found American teens on average spend 7% of their income on movies, indicating that the rate of leisure time spent at the movies in Surprise is not consistent with the national average.

QUESTION 2B: GETTING AROUND

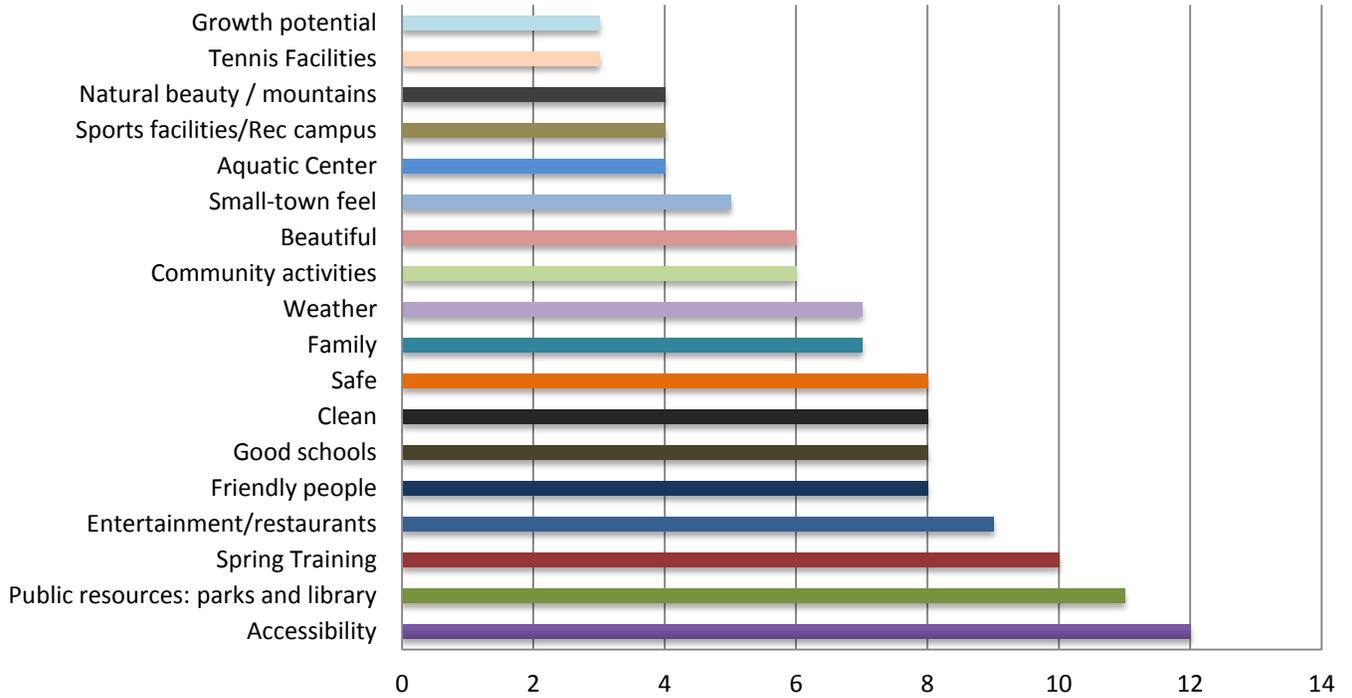
■ Driving - Parents/Others ■ Driving - Self ■ Walk



Observations: An overwhelming majority of respondents rely on parents, friends or family members to get around the city, including those who are old enough to drive. Not one respondent indicated they use public transportation in any form.

Question 3: Name three things you like about living in Surprise.

QUESTION 3: THE BEST OF SURPRISE



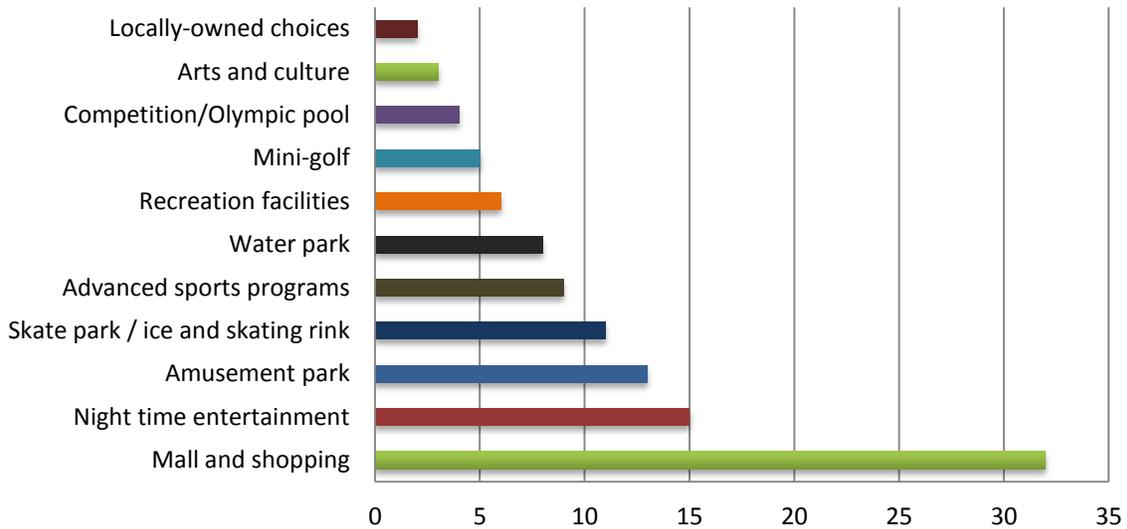
Question 3 Breakdown by Percentage

Accessibility	10%
Public resources: parks and library	9%
Spring training	8%
Entertainment/restaurants	7%
Friendly people	7%
Good schools	7%
Clean	7%
Safe	7%
Family	6%
Weather	6%
Community Activities	5%
Beautiful	5%
Small-town feel	4%
Aquatic Center	3%
Sports facilities and rec campus	3%
Natural beauty and mountains	3%
Tennis facilities	2%
Growth potential	2%

Observations: Accessibility includes both city layout, ease of movement through the city and the city’s proximity to other Valley locations. Family includes both a family-oriented environment, and proximity to family members, including grandparents.

Question 4: What are some things Surprise doesn’t have? What activities do you leave Surprise to do?

QUESTION 4: WHAT'S MISSING IN SURPRISE



Question 4 Breakdown by Percentage

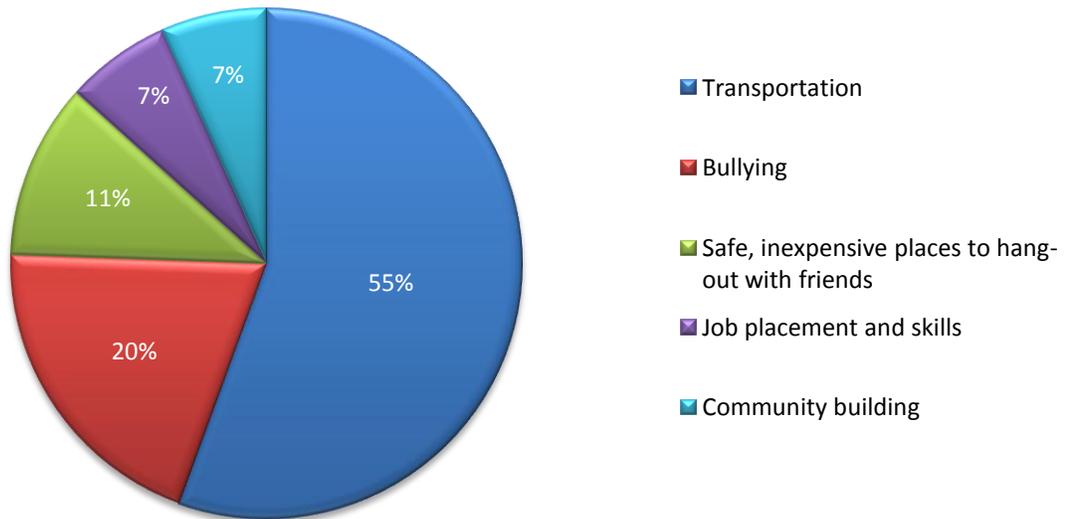
Mall and shopping	30%
Night time entertainment	14%
Amusement park	12%
Skate park / ice and skating rink	10%
Advanced sports programs	8%
Water park	7%
Recreation facilities	6%
Mini-golf	5%
Competition/Olympic pool	4%
Arts and culture	3%
Locally-owned choices	2%

Observations: Nighttime entertainment includes both additional theatres, along with all-ages clubs. Amusement parks specifically refer to local parks such as Castles and Coasters, as well as fairs and carnivals. Numerous respondents who play hockey referred to the need to travel to Peoria for facilities. Recreation facilities refer to Boys and Girls Club and YMCA which offer more than sports programming. Advanced sports programs referred to both enhanced sports facilities such as indoor basketball courts, and higher level sports enrichment and leagues. Nearly all students travel regularly to Arrowhead Mall or

as far away as Scottsdale Fashion Square for expanded shopping choices, believing stores in Surprise were too limited in scope and style.

Question 5: What challenges do you face that the City of Surprise might be able to address?

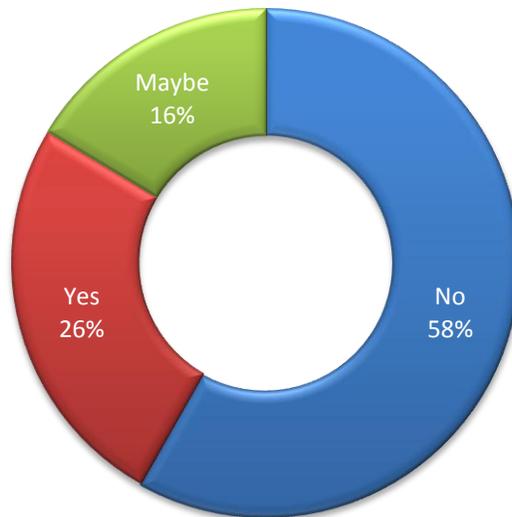
QUESTION 5: THE CHALLENGES WE FACE



Observations: The challenges listed here represent only those listed by 3 or more student respondents. Two or more students identified anti-drug counseling and additional support for educational programming in schools, including arts and reading.

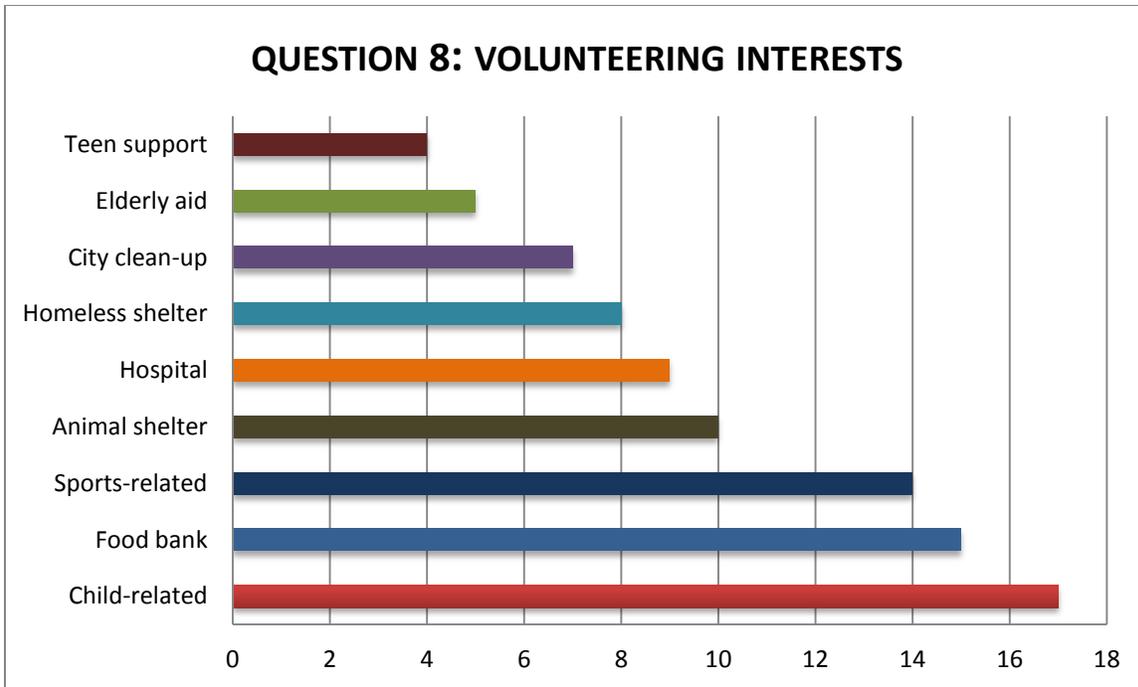
Question 6: What are a few words you would use to describe Surprise to someone your age who doesn't live here?

QUESTION 7: LIVING IN SURPRISE IN THE FUTURE



Observations: An overwhelming majority of the student respondents did not intend to live in Surprise as an adult. Of the 32 students who responded this week, the majority listed limited job options and a feeling that they “had seen it all” as their primary reason for living elsewhere. Of the students who were undecided, they listed future job options and expansion of entertainment and other attractions as determining factors in their decision. The majority of yes respondents listed proximity to family and the safety of the city as factors in their plans.

Question 8: Whether they are available in Surprise now or not, which volunteer activities would you enjoy doing?



Question 8 Breakdown by Percentage

Child-related	19%
Food bank	17%
Sports-related	16%
Animal shelter	11%
Hospital	10%
Homeless shelter	9%
City clean-up	8
Elderly aid	6%
Teen support	4%

Observations: As a whole, all respondents showed excitement and great interest in volunteer activities in Surprise. While the above reflects only those responses provided by 3 or more students, other students also expressed an interest in establishing a community garden at City Hall, as well as working in the library, and pursuing job-related internships. Child-related includes general support for children, as well as working directly with special-needs children. Sports-related refers both to serving as a ball boy/girl at tennis and spring training facilities and coaching children. A few students expressed frustration at not knowing how to volunteer, and wanted more information on volunteer opportunities.

CONCLUSION

In general, each of the students who participated in the survey responded with enthusiasm. Their greatest frustrations, which reflected throughout their comments, included a lack of entertainment that is safe and inexpensive, lack of transportation options, separation from the rest of the Valley, limited job options for teens, and the belief that teens are perceived negatively by the elder community, which they believe the local government is largely-focused on. Asking for their feedback and the establishment of the Youth

Commission were viewed as positives, but they expressed a definite desire to hear back on the results of the survey, and how the information would be used.