

## City of Surprise Youth Master Plan Initiative

### Preliminary Research Part 2: Young Adult and Teen Survey

#### Quantitative/Qualitative Data Collection

##### Survey Summary

Beginning in June 2014, a representative from the City of Surprise Communications Office visited recreation centers which are common “hang out” places in the City of Surprise. Here teenagers and young adults were asked to fill out a survey. The 9- topical questions, along with demographic queries, provide an insight into the experiences of teens and young adults growing up in Surprise, Arizona. The topics will include:

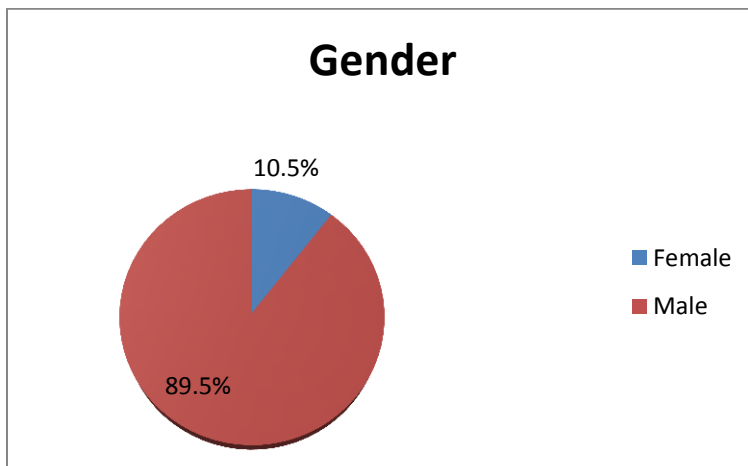
1. challenges
2. positive aspects about Surprise-living
3. ideas for growth and development in the city

This is the second part of the surveying and information gathering for the study. This time the age demographic has been expanded and the survey is no longer limited to just high school students.

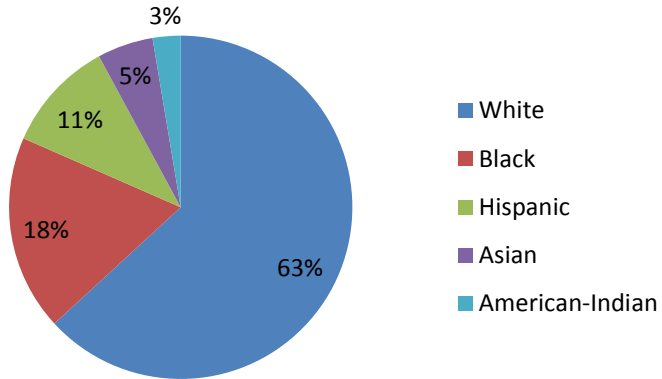
##### Demographics

The demographics of this study are separated into four categories.

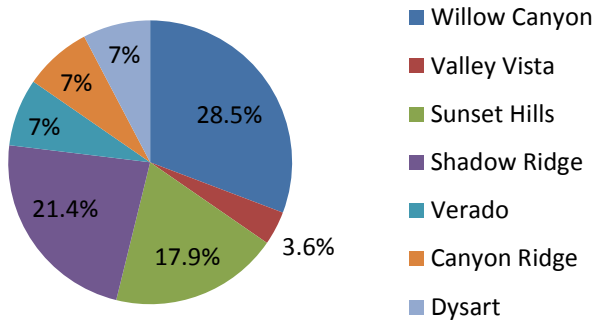
1. The first, gender, displays a male- dominant sample.
2. The second, racial background is diverse but does depict a heavily Caucasian sample.
3. The third section on schools is even more diverse. High schools and elementary schools are represented about equally. This is partially due to the expanded age demographic, which is the fourth and final category.
4. This category is also very diverse. The two most represented ages (13-14) were not included in the first version of this study and add an important age-group to the table.



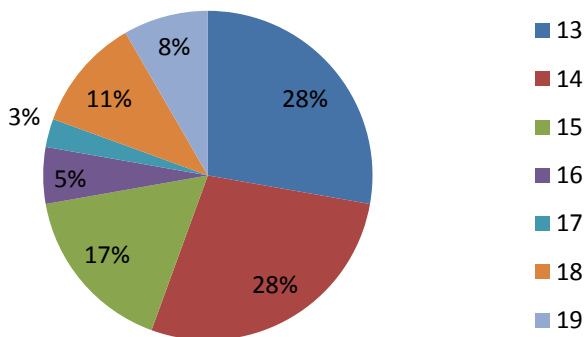
## Racial Background



## School



## Age



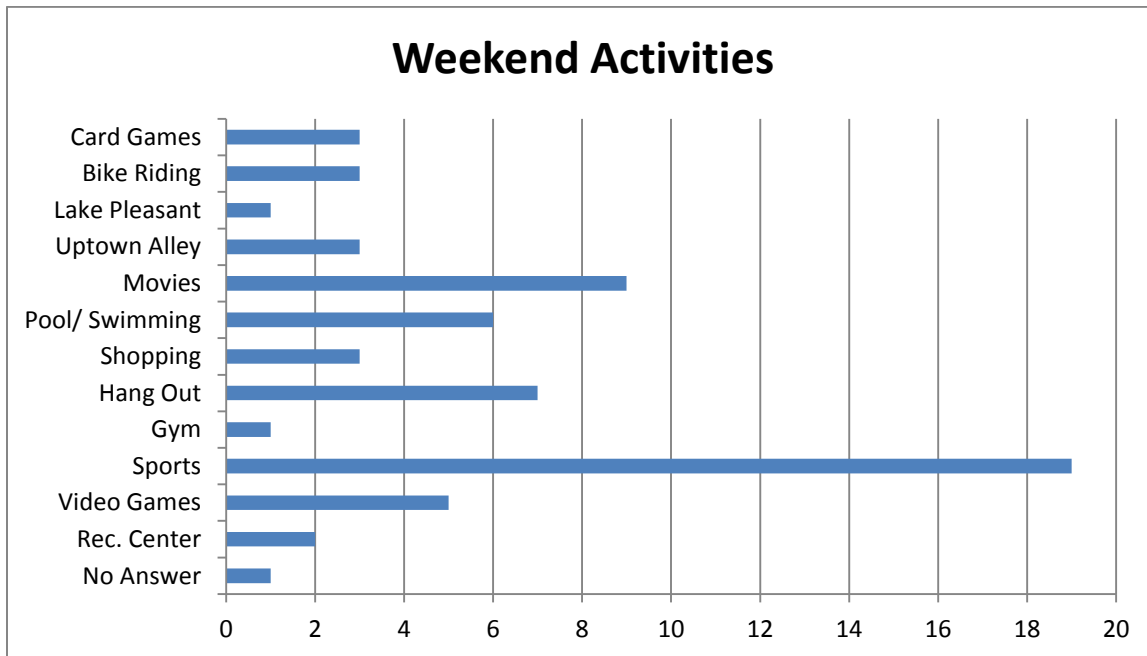
The following are the nine questions asked on the survey along with observations and processed data.

**Question 1: Did you recently move to Surprise or did you grow up here?**

1. This question produced 36 useable responses from the participants.
2. 58% of the participants moved to Surprise from somewhere else.
3. 42% of the participants grew up in Surprise.
4. The way the question is worded may have caused some confusion.

**Question 2A: On the weekends, what activities do you and your friends like to do?**

1. This question produced 62 useable responses.
2. "Hanging out at a friend's house" was mentioned the third most, accounting for 11.3% of the answers.
3. "Going to the Movies" came in second at 14.5%.
4. The most common answer included some sort of athletic activity or sport. This category was the leader by a huge margin. It accounted for about 30.6% percent of the answers.
5. A majority of these surveys were filled out at the Sierra Montana Recreation Center on open gym night. This may have skewed the answers slightly in favor of sport-related answers.



**Question 2B: How did you get there? (Refers to the location of the activities listed above)**

1. This sub-question only produced 23 answers
2. Of the participants who answered, 43% carpooled with friends. This was the most common answer.

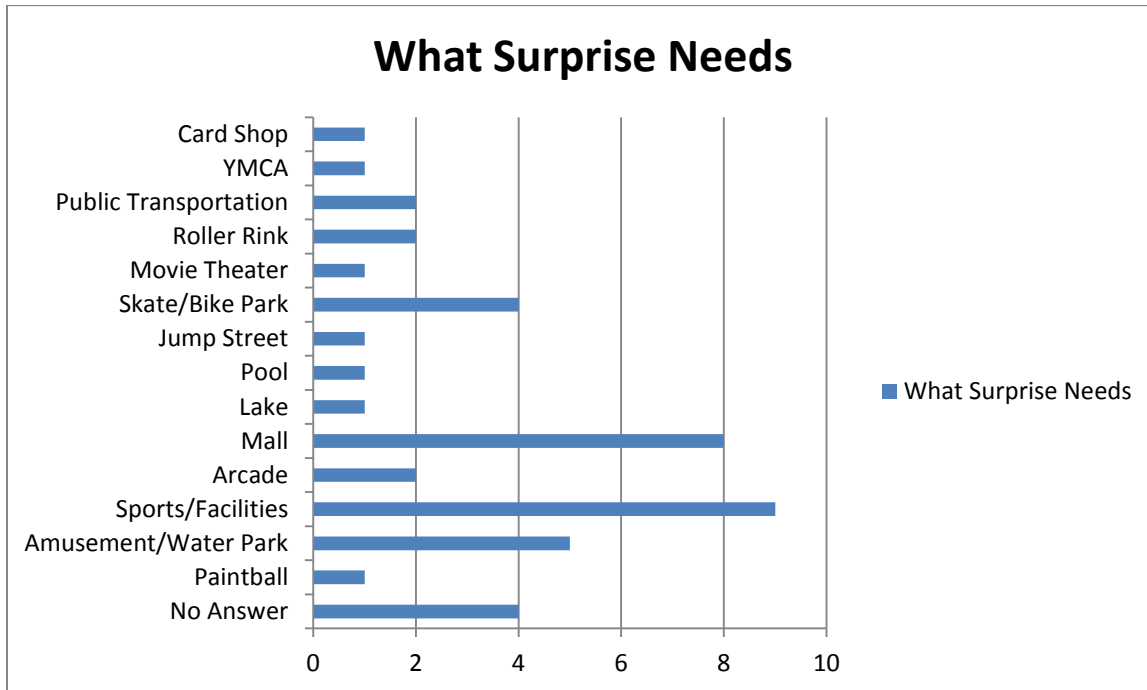
3. Bike riding and walking were the next two most common responses.

**Question 3: Name 1-3 things you like about living in Surprise**

1. This question produced 58 useable responses.
2. The third highest number of answers was related to the athletic programs of Surprise, which made up about 12% of the responses.
3. Only one of the participants didn't answer the question.
4. About 15.5% of the responses were related to the size and locality of Surprise and the convenience the city offered.
5. The highest percentage of answers (24%) came from community and people related responses.

**Question 4: What are some things that you want in Surprise that the city doesn't have?**

1. This question produced 39 useable responses
2. The third highest response was the request for an amusement park at about 12.8%.
3. The second highest response was the request for a mall. This request accounted for about 20.5% of the answers
4. The highest number of responses was related to athletics and requests for more athletic facilities. These responses accounted for about 23% of the answers



**Question 5: What challenges do you face that the city might be able to address?**

1. This question produced 38 useable responses.
2. Eleven of the participants left the question blank.
3. About 18% of the participants responded with "nothing" or "none"

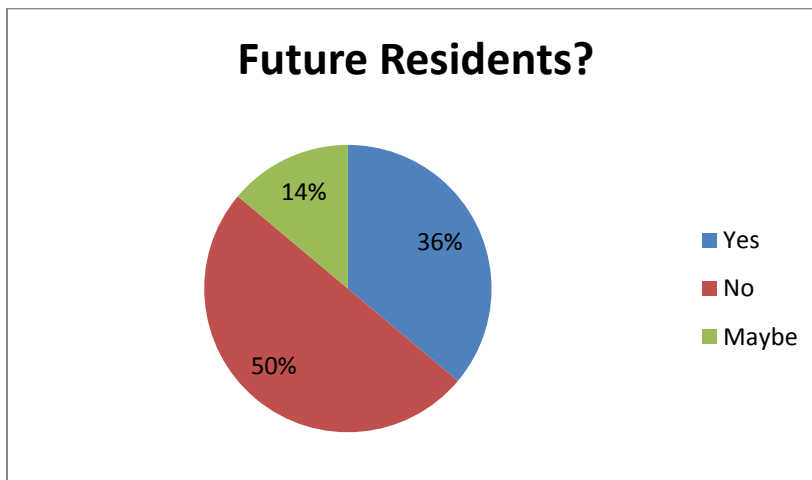
4. The highest percentage of answers was related to transportation needs. This category contained about 26% of the responses.

**Question 6: Use 5-6 words to describe the city of Surprise.**

1. This question produced 74 useable responses.
2. This question produced the most individual responses from the
3. Over 25 different words were used to describe the city.
4. Tying for third highest number of responses were “safe” and “nice” at 8%
5. The second highest word was “fun” and it represented about 10.8% of the responses
6. The most commonly used word was “Hot”
7. “Hot” was one of the most commonly seen words from the previous study and takes up 12% of the responses.

**Question 7: When you are older, do you want to live in Surprise?**

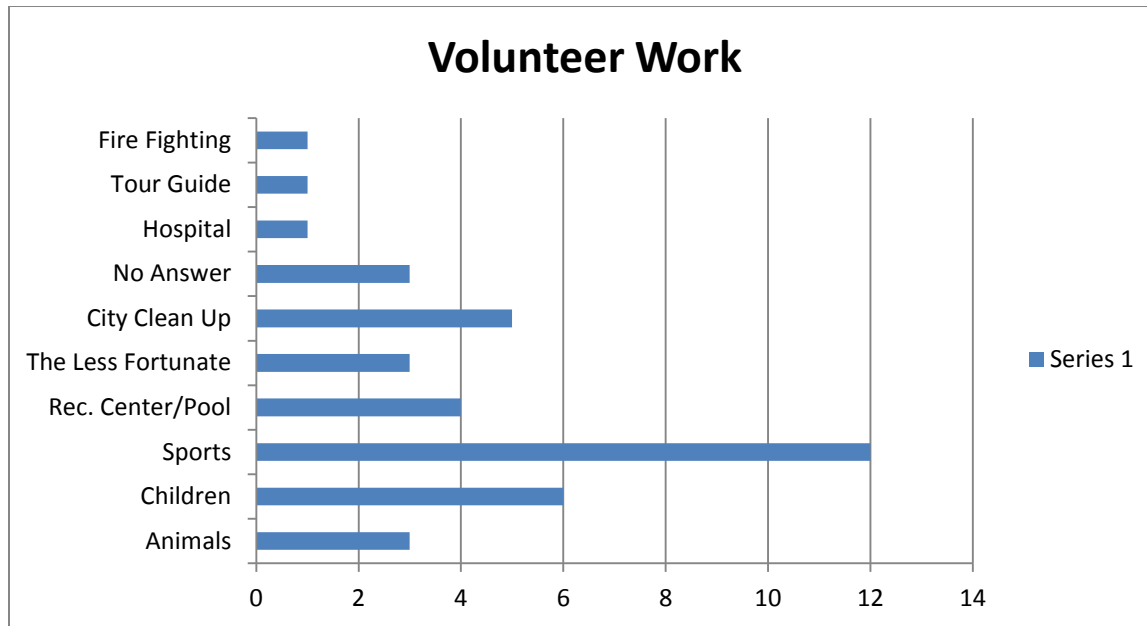
1. This question produced 36 useable responses.
2. “Maybe” had the lowest number of answers coming in at 14%.
3. “Yes” had the second most at 36%.
4. “No” had the most at around 50%.
5. Two participants did not answer.



**Question 8: What volunteer opportunities would you like to participate in in Surprise?**

1. This question produced 36 useable responses.
2. This question had the lowest number of no answers in the survey.
3. The “city clean up and improvement” category contained about 14% of the responses.
4. About 16.7% of the responses were related to volunteering with children.
5. The most commonly answered category was, again, sports related. This category made up about 33%.

6. Helping/feeding the less fortunate and helping with animals were also well represented in the responses.



#### Question 9: What else should the Youth Commission know about your responses?

1. This question produced 32 useable responses
2. There was a total of 10 participants who did not answer the question
3. Sports related responses dominated at about 29%
4. About 38% of the participants claimed there was nothing else that the youth commission should know
5. A majority of the participants didn't know what the youth commission was

#### Conclusion

The city can take away many things from these surveys. These things include:

1. Sports are very important to teens and young adults in Surprise, and they want more athletic facilities to enjoy their favorite sports
2. Teens in Surprise are willing to volunteer their time. They just need the information on how to get started.
3. The people surveyed at the recreation centers really enjoyed the open gym nights. They want more of them and at Sierra Montana too
4. Public transportation would allow a lot more young teens and young adults in Surprise to go out and enjoy themselves.
5. Better shopping and the need for a mall were mentioned throughout the surveys. Teens and young adults don't like having to commute to Glendale to shop.

6. Teens and young adults seem to be more positive of their city during summer break. While the teens surveyed in the first study (during the school year) were a bit more negative.

There are some things that can be improved on for future surveying. These things include:

1. Re-word some of the vaguely written questions
2. Don't limit the sample to high school students
3. Make sure participants are below the age of 21
4. Try to balance out the number of males and females taking the surveys
5. Find participants who are more likely to be enthusiastic about the survey. People who will take the survey more seriously and will produce quality answers will be better for the study.