

THE NCSTM
The National Citizen SurveyTM

Surprise, AZ

Comparisons by Geographic Subgroups

2018



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by Council District.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between District are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for all respondents (335) is generally no greater than plus or minus five percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points. Six geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 1: Geographic Areas

Council District	Number of Completed Surveys
District 1	30
District 2	139
District 3	47
District 4	32
District 5	50
District 6	37

Notable differences between Council Districts included the following:

- Differences in resident opinion tended to vary by Council District within the pillar of Community Characteristics. For example, in the facet of Education and Enrichment, residents who lived in District 4 tended to give higher ratings than their counterparts to K-12 education, adult educational opportunities and opportunities to attend cultural/arts/music activities, while residents of Districts 1 and 2 were more likely than others to positively rate opportunities to participate in religious or spiritual events and activities.
- Residents of District 4 were less likely than other residents to favorably rate Safety-related services such as fire and ambulance/EMS services and crime prevention.
- Rates of Participation also tended to vary by Council District of residence, making it difficult to discern distinct patterns; however, respondents from District 1 reported higher rates of using City recreation centers or their services, but were less likely to participate in healthy behaviors such as eating healthy and engaging in physical activity regularly.
- Thinking about sources of City information, survey participants who lived in District 1 were more likely than other residents to rate Surprise TV, City Council meetings and City Notify Me emails as a major or minor source of City information, while residents of District 6 were least likely to do so.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
The overall quality of life in Surprise	82%	94%	84%	96%	77%	79%	84%
Overall image or reputation of Surprise	76%	80%	76%	79%	56%	79%	73%
Surprise as a place to live	85%	91%	96%	98%	84%	89%	89%
Your neighborhood as a place to live	58%	95%	90%	80%	78%	68%	80%
Surprise as a place to raise children	65%	79%	91%	97%	81%	72%	78%
Surprise as a place to retire	86%	97%	95%	87%	86%	80%	89%
Overall appearance of Surprise	88%	74%	90%	81%	80%	94%	84%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall feeling of safety in Surprise	73%	90%	99%	80%	87%	83%	86%
In your neighborhood during the day	95%	96%	99%	92%	94%	89%	95%
In Surprise's commercial areas during the day	95%	91%	94%	93%	92%	93%	93%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall ease of getting to the places you usually have to visit	53%	71%	67%	74%	71%	73%	68%
Traffic flow on major streets	56%	48%	46%	43%	44%	48%	48%
Ease of public parking	70%	68%	65%	68%	66%	72%	68%
Ease of travel by car in Surprise	65%	53%	60%	65%	54%	64%	59%
Ease of travel by public transportation in Surprise	6%	6%	9%	20%	15%	24%	13%
Ease of travel by bicycle in Surprise	41%	38%	30%	38%	57%	52%	44%
Ease of walking in Surprise	64%	67%	56%	58%	63%	63%	62%
Availability of paths and walking trails	73%	62%	43%	38%	60%	51%	57%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Quality of overall natural environment in Surprise	72%	67%	66%	69%	66%	80%	69%
Air quality	77%	59%	55%	66%	75%	84%	69%
Cleanliness of Surprise	89%	79%	91%	81%	82%	90%	85%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall "built environment" of Surprise (including overall design, buildings and parks)	67%	69%	69%	88%	62%	79%	70%
Public places where people want to spend time	69%	58%	53%	69%	64%	72%	63%
Variety of housing options	66%	84%	62%	67%	73%	73%	72%
Availability of affordable quality housing	43%	80%	69%	58%	64%	73%	66%
Overall quality of new development in Surprise	60%	56%	79%	78%	58%	54%	62%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall economic health of Surprise	68%	68%	78%	76%	63%	39%	65%
Surprise as a place to work	56%	63%	44%	62%	48%	30%	48%
Surprise as a place to visit	64%	74%	64%	75%	56%	49%	63%
Employment opportunities	50%	39%	27%	58%	33%	32%	38%
Shopping opportunities	62%	56%	74%	77%	51%	53%	60%
Cost of living in Surprise	45%	67%	68%	73%	59%	72%	63%
Overall quality of business and service establishments in Surprise	57%	67%	70%	81%	63%	50%	64%
Vibrant commercial areas	50%	53%	56%	83%	53%	51%	55%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Health and wellness opportunities in Surprise	80%	81%	71%	95%	70%	49%	73%
Fitness opportunities (including exercise classes and paths or trails, etc.)	76%	73%	51%	50%	70%	48%	64%
Recreational opportunities	48%	75%	58%	60%	67%	42%	60%
Availability of affordable quality food	46%	65%	73%	82%	78%	72%	69%
Availability of affordable quality health care	73%	77%	59%	67%	64%	72%	69%
Availability of preventive health services	80%	74%	65%	74%	64%	70%	70%
Availability of affordable quality mental health care	33%	56%	44%	57%	60%	45%	50%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall opportunities for education and enrichment	74%	60%	66%	64%	51%	36%	57%
Availability of affordable quality child care/preschool	69%	21%	48%	52%	55%	27%	48%
K-12 education	60%	44%	52%	87%	38%	34%	48%
Adult educational opportunities	54%	59%	31%	81%	31%	28%	45%
Opportunities to attend cultural/arts/music activities	48%	45%	26%	70%	44%	38%	43%
Opportunities to participate in religious or spiritual events and activities	88%	85%	61%	78%	68%	67%	75%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Opportunities to participate in social events and activities	67%	60%	53%	64%	56%	38%	56%
Opportunities to volunteer	76%	73%	55%	76%	61%	56%	66%
Opportunities to participate in community matters	70%	59%	56%	73%	56%	42%	59%
Openness and acceptance of the community toward people of diverse backgrounds	68%	73%	64%	88%	62%	82%	71%
Neighborliness of residents in Surprise	57%	72%	65%	62%	46%	54%	59%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
The City of Surprise	82%	81%	78%	79%	69%	77%	77%
The value of services for the taxes paid to Surprise	62%	54%	53%	44%	45%	55%	52%
The overall direction that Surprise is taking	62%	59%	67%	57%	62%	58%	61%
The job Surprise government does at welcoming citizen involvement	76%	59%	50%	51%	60%	56%	59%
Overall confidence in Surprise government	69%	55%	50%	51%	43%	53%	53%
Generally acting in the best interest of the community	70%	56%	50%	44%	55%	48%	55%
Being honest	68%	54%	57%	46%	54%	61%	57%
Treating all residents fairly	72%	60%	58%	46%	75%	72%	65%
Overall customer service by Surprise employees (police, receptionists, planners, etc.)	70%	76%	76%	61%	77%	83%	75%
The Federal Government	53%	36%	42%	43%	52%	66%	48%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Police services	93%	93%	80%	74%	76%	90%	85%
Fire services	98%	95%	100%	82%	88%	100%	94%
Ambulance or emergency medical services	98%	94%	94%	61%	86%	100%	91%
Crime prevention	89%	85%	74%	50%	74%	64%	76%
Fire prevention and education	87%	82%	75%	63%	71%	79%	77%
Animal control	85%	66%	60%	50%	64%	87%	71%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	83%	45%	50%	37%	47%	90%	58%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Traffic enforcement	72%	63%	69%	69%	70%	63%	67%
Street repair	68%	61%	56%	52%	65%	63%	62%
Street cleaning	75%	84%	70%	58%	83%	87%	79%
Street lighting	86%	86%	62%	67%	77%	77%	77%
Sidewalk maintenance	86%	81%	61%	79%	89%	80%	80%
Traffic signal timing	62%	41%	40%	63%	49%	55%	50%
Bus or transit services	21%	17%	16%	32%	15%	24%	20%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Garbage collection	98%	92%	76%	89%	95%	97%	92%
Recycling	93%	89%	77%	88%	88%	100%	89%
Yard waste pick-up	78%	91%	78%	79%	65%	73%	78%
Drinking water	55%	60%	54%	72%	60%	84%	63%
Preservation of natural areas such as open space, farmlands and greenbelts	68%	58%	71%	47%	56%	69%	63%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Storm water drainage	58%	87%	66%	78%	63%	74%	71%
Sewer services	84%	93%	81%	79%	67%	94%	83%
Power (electric and/or gas) utility	75%	85%	61%	84%	51%	59%	68%
Utility billing	54%	71%	61%	89%	66%	57%	65%
Land use, planning and zoning	49%	38%	53%	46%	34%	58%	46%
Code enforcement (weeds, abandoned buildings, etc.)	68%	62%	61%	52%	53%	77%	63%
Cable television	56%	58%	74%	56%	59%	65%	60%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Economic development	60%	50%	62%	52%	60%	53%	57%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
City parks	83%	85%	69%	84%	83%	89%	82%
Recreation programs or classes	79%	79%	70%	53%	59%	79%	71%
Recreation centers or facilities	83%	81%	84%	57%	75%	72%	77%
Health services	83%	84%	57%	55%	75%	86%	76%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Public library services	86%	89%	95%	55%	85%	95%	87%
City-sponsored special events	62%	65%	54%	38%	64%	76%	62%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Public information services	89%	79%	96%	72%	64%	62%	77%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Sense of community	57%	72%	64%	64%	44%	38%	56%
Recommend living in Surprise to someone who asks	95%	94%	91%	98%	77%	89%	89%
Remain in Surprise for the next five years	89%	96%	83%	88%	88%	79%	88%
Contacted the City of Surprise (in-person, phone, email or web) for help or information	34%	32%	50%	21%	55%	46%	42%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Was NOT the victim of a crime	84%	94%	85%	80%	92%	84%	88%
Did NOT report a crime	69%	86%	75%	74%	84%	93%	81%
Stocked supplies in preparation for an emergency	27%	22%	29%	33%	12%	29%	24%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Walked or biked instead of driving	38%	49%	45%	32%	47%	52%	45%
Carpooled with other adults or children instead of driving alone	45%	55%	46%	48%	45%	57%	49%
Used bus or other public transportation instead of driving	0%	4%	9%	0%	5%	10%	5%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Recycle at home	97%	96%	100%	96%	92%	98%	96%
Made efforts to make your home more energy efficient	65%	85%	77%	74%	66%	69%	73%
Made efforts to conserve water	88%	94%	92%	98%	92%	79%	90%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
NOT under housing cost stress	71%	79%	69%	68%	88%	64%	75%
Did NOT observe a code violation	69%	63%	42%	44%	55%	55%	56%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Purchase goods or services from a business located in Surprise	97%	100%	100%	100%	98%	95%	98%
Economy will have positive impact on income	33%	32%	40%	38%	47%	38%	38%
Work in Surprise	22%	11%	49%	18%	43%	35%	31%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Used Surprise recreation centers or their services	81%	57%	64%	43%	62%	69%	63%
Visited a neighborhood park or City park	88%	63%	86%	64%	89%	95%	81%
Eat at least 5 portions of fruits and vegetables a day	66%	90%	84%	83%	74%	85%	81%
Participate in moderate or vigorous physical activity	70%	82%	83%	87%	97%	93%	86%
Reported being in "very good" or "excellent" health	66%	64%	68%	38%	73%	62%	65%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Used Surprise public libraries or their services	71%	61%	51%	34%	67%	66%	61%
Participated in religious or spiritual activities in Surprise	53%	47%	39%	41%	41%	57%	46%
Attended a City-sponsored event	41%	37%	47%	52%	58%	58%	48%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Campaigned or advocated for an issue, cause or candidate	10%	12%	25%	8%	17%	7%	14%
Contacted Surprise elected officials (in-person, phone, email or web) to express your opinion	21%	11%	17%	10%	17%	14%	15%
Volunteered your time to some group/activity in Surprise	39%	37%	16%	25%	37%	23%	31%
Participated in a club	17%	60%	13%	25%	17%	23%	28%
Talked to or visited with your immediate neighbors	90%	99%	92%	92%	82%	90%	91%
Done a favor for a neighbor	82%	87%	70%	86%	74%	75%	79%
Attended a local public meeting	19%	33%	16%	25%	9%	15%	19%
Watched (online or on television) a local public meeting	19%	33%	12%	17%	15%	31%	22%
Read or watch local news (via television, paper, computer, etc.)	90%	92%	67%	96%	66%	78%	80%
Vote in local elections	84%	80%	75%	87%	87%	85%	83%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall feeling of safety in Surprise	84%	96%	89%	92%	91%	85%	90%
Overall ease of getting to the places you usually have to visit	78%	84%	92%	95%	76%	81%	83%
Quality of overall natural environment in Surprise	72%	76%	84%	85%	72%	62%	74%
Overall "built environment" of Surprise (including overall design, buildings, parks and transportation systems)	86%	80%	60%	74%	82%	82%	78%
Health and wellness opportunities in Surprise	63%	84%	81%	76%	66%	76%	74%
Overall opportunities for education and enrichment	87%	74%	77%	71%	84%	85%	80%
Overall economic health of Surprise	90%	87%	88%	77%	86%	91%	87%
Sense of community	76%	72%	76%	77%	79%	85%	77%

Table 29: Line Additions to Question 10

Please rate the quality of each of the following services in Surprise: (Percent rating as "excellent" or "good").	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Services to seniors	76%	80%	65%	72%	87%	77%	77%
Services to youth	63%	57%	55%	68%	74%	44%	60%
Services to low-income people	35%	52%	48%	46%	70%	60%	52%

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Table 30: City Priorities

How much of a priority, if any, should the following projects be for the city to address in the next 3 years? (Percent rating as "high priority" or "medium priority").	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Connected trail system	35%	62%	65%	61%	57%	73%	59%
Completed streets	81%	95%	100%	91%	97%	100%	94%
Internal circulator system (public city-only bus/van service)	74%	76%	65%	72%	76%	44%	69%
Protecting White Tank Mountain Regional Park open space	92%	91%	95%	81%	96%	86%	92%
Investing in water resources	100%	96%	99%	81%	91%	97%	95%
Multi-purpose recreation complex w/ pool	46%	57%	66%	58%	54%	64%	57%
Build more parks	49%	57%	65%	60%	67%	72%	62%

Table 31: Citywide Transit System

Currently, the city pays an outside contractor to manage the Ridechoice/Paratransit transportation service for ADA, senior and income-qualified individuals and contracts with Valley Metro to provide one bus route that travels from the city to Phoenix for all customers. With limited dollars in the General Fund (the city's checking account), to what degree would you support or oppose the following additional funding sources for a citywide transit system which would include a public city-only circulator bus/van service, express bus routes that connect to the greater Phoenix region, and a city-operated Cab Subsidy Program to replace Ridechoice/Paratransit? (Percent rating as "strongly support" or "somewhat support").	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
General Obligation Bonds (secondary property tax) - for vehicles only	38%	27%	39%	33%	24%	16%	29%
Property tax increase	26%	15%	20%	20%	16%	11%	18%
New transit sales tax	42%	31%	41%	34%	15%	29%	31%

Table 32: Sources of City Information

Please indicate how much of a source you consider the following to be for obtaining information about city government, services and events: (Percent rating as "major source" or "minor source").	City Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
City website (www.surpriseaz.gov)	97%	84%	97%	89%	95%	97%	93%
Progress Magazine (mailed quarterly)	84%	78%	96%	89%	83%	94%	86%
Surprise TV (local government TV channel)	66%	54%	41%	57%	47%	37%	49%
City Social Media (Twitter, Facebook, YouTube, Nextdoor, etc.)	66%	52%	74%	57%	61%	87%	65%
City Council meetings	73%	62%	63%	66%	52%	39%	58%
Talking with City officials	66%	47%	54%	57%	51%	41%	52%
Local media (newspaper, radio, TV)	71%	79%	68%	66%	68%	71%	71%
Word-of-mouth	68%	73%	56%	72%	70%	80%	70%
City Notify Me email news releases; council newsletters	84%	62%	67%	65%	57%	35%	61%