



CITY OF SURPRISE, AZ 2012

DRAFT Report of Geographic Subgroup Comparisons



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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Surprise staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Surprise staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to 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 felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups 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 are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (359 completed surveys). For each of the three geographic areas (Retiree communities, Residential area 1 and Residential area 2), the margin of error rises to approximately + or - 10% since sample sizes were approximately 154 for Retiree communities, 95 for Residential area 1, and 106 for Residential area 2.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")				
Please rate each of the following aspects of quality of life in Surprise:	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Surprise as a place to live	93%	90%	89%	91%
Your neighborhood as a place to live	98%	75%	93%	88%
Surprise as a place to raise children	67%	86%	83%	82%
Surprise as a place to work	52%	46%	66%	56%
Surprise as a place to retire	95%	78%	85%	86%
The overall quality of life in Surprise	91%	80%	89%	86%

Question 2: Community Characteristics (Percent "excellent" or "good")				
Please rate each of the following characteristics as they relate to Surprise as a whole:	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Sense of community	70%	78%	73%	74%
Openness and acceptance of the community toward people of diverse backgrounds	71%	74%	69%	72%
Overall appearance of Surprise	80%	85%	93%	87%
Cleanliness of Surprise	88%	92%	95%	92%
Overall quality of new development in Surprise	63%	65%	73%	67%
Variety of housing options	81%	79%	73%	77%
Overall quality of business and service establishments in Surprise	61%	43%	69%	57%
Shopping opportunities	46%	38%	62%	49%
Opportunities to attend cultural activities	45%	33%	49%	42%
Recreational opportunities	72%	65%	60%	65%
Employment opportunities	21%	13%	37%	24%
Educational opportunities	35%	50%	50%	47%
Opportunities to participate in social events and activities	81%	53%	59%	63%
Opportunities to participate in religious or spiritual events and activities	85%	72%	80%	79%
Opportunities to volunteer	88%	71%	84%	81%

Question 2: Community Characteristics (Percent "excellent" or "good")

Please rate each of the following characteristics as they relate to Surprise as a whole:	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Opportunities to participate in community matters	76%	69%	79%	75%
Ease of car travel in Surprise	43%	50%	59%	52%
Ease of bus travel in Surprise	7%	15%	23%	16%
Ease of bicycle travel in Surprise	28%	45%	55%	44%
Ease of walking in Surprise	62%	70%	72%	69%
Availability of paths and walking trails	62%	66%	49%	59%
Traffic flow on major streets	31%	40%	36%	36%
Amount of public parking	61%	66%	71%	66%
Availability of affordable quality housing	70%	72%	68%	70%
Availability of affordable quality child care	36%	38%	46%	42%
Availability of affordable quality health care	65%	47%	52%	55%
Availability of affordable quality food	75%	62%	69%	68%
Availability of preventive health services	67%	51%	64%	61%
Air quality	53%	66%	51%	57%
Quality of overall natural environment in Surprise	69%	71%	58%	66%
Overall image or reputation of Surprise	70%	68%	74%	71%

Question 3: Growth (Percent of respondents)

Please rate the speed of growth in the following categories in Surprise over the past 2 years:	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Population growth too fast	34%	26%	35%	31%
Retail growth too slow	58%	67%	55%	60%
Job growth too slow	88%	98%	92%	94%

Question 4: Code Enforcement (Percent a "major" problem)

	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Run down buildings, weed lots or junk vehicle a major problem in Surprise	4%	2%	1%	2%

Question 5: Community Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel from the following in Surprise:	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Violent crime (e.g., rape, assault, robbery)	85%	78%	88%	84%
Property crimes (e.g., burglary, theft)	83%	58%	77%	71%
Environmental hazards, including toxic waste	82%	85%	90%	86%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel:	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
In your neighborhood during the day	99%	86%	95%	93%
In your neighborhood after dark	95%	76%	83%	84%
In Surprise's downtown area during the day	86%	90%	87%	88%
In Surprise's downtown area after dark	66%	77%	70%	72%

Question 7: Contact with Police Department (Percent "yes")				
	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Have you had any in-person or phone contact with an employee of the City of Surprise Police Department within the last 12 months?	9%	42%	36%	31%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")				
	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
What was your overall impression of your most recent contact with the City of Surprise Police Department?	82%	61%	79%	71%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")

	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	2%	10%	6%	7%
If yes, was this crime (these crimes) reported to the police?	72%	100%	100%	98%

Question 11: Resident Behaviors (Percent at least once in past 12 months)

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Surprise?	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Used Surprise public libraries or their services	66%	77%	78%	75%
Used Surprise recreation centers	47%	63%	65%	59%
Participated in a recreation program or activity	37%	54%	53%	49%
Visited a neighborhood park or City park	60%	92%	89%	83%
Ridden a local bus within Surprise	7%	2%	10%	6%
Attended a meeting of local elected officials or other local public meeting	25%	14%	21%	20%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	43%	33%	48%	41%
Read Surprise Newsletter (Progress Magazine)	90%	91%	90%	90%
Visited the City of Surprise Web site (at www.surpriseaz.com)	55%	83%	69%	70%
Recycled used paper, cans or bottles from your home	94%	99%	97%	97%
Volunteered your time to some group or activity in Surprise	38%	43%	33%	38%
Participated in religious or spiritual activities in Surprise	65%	53%	55%	57%
Participated in a club or civic group in Surprise	40%	10%	19%	21%
Provided help to a friend or neighbor	96%	88%	96%	93%

Question 12: Neighborliness (Percent at least several times a week)

	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Visit with neighbors at least several times a week	66%	35%	39%	45%

Question 13: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Surprise:	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Police services	90%	70%	89%	82%
Fire services	93%	82%	90%	88%
Ambulance or emergency medical services	95%	77%	86%	85%
Crime prevention	83%	64%	65%	69%
Fire prevention and education	88%	66%	68%	72%
Municipal courts	79%	63%	79%	72%
Traffic enforcement	78%	71%	69%	72%
Street repair	68%	65%	59%	63%
Street cleaning	82%	76%	77%	78%
Street lighting	88%	73%	68%	75%
Sidewalk maintenance	81%	69%	78%	76%
Traffic signal timing	44%	61%	53%	53%
Bus or transit services	17%	26%	7%	17%
Garbage collection	97%	90%	87%	91%
Recycling	94%	92%	86%	90%
Yard waste pick-up	83%	68%	66%	71%
Storm drainage	88%	86%	78%	83%
Drinking water	56%	54%	53%	54%
Sewer services	89%	85%	85%	86%
Power (electric and/or gas) utility	86%	76%	76%	78%
City parks	93%	79%	68%	78%
Recreation programs or classes	85%	76%	68%	75%
Recreation centers or facilities	85%	89%	70%	81%
Land use, planning and zoning	51%	48%	41%	46%
Code enforcement (weeds, abandoned buildings, etc.)	58%	52%	52%	53%
Animal control	70%	70%	73%	71%
Economic development	38%	49%	56%	49%
Health services	77%	76%	64%	72%
Services to seniors	90%	77%	73%	80%

Question 13: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Surprise:	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Services to youth	70%	60%	48%	57%
Services to low-income people	61%	46%	50%	50%
Public library services	89%	80%	74%	80%
Public information services	74%	77%	78%	77%
Public schools	67%	48%	49%	52%
Cable television	68%	53%	61%	60%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	58%	26%	46%	41%
Preservation of natural areas such as open space, farmlands and greenbelts	56%	60%	45%	53%

Question 14: Government Services Overall (Percent "excellent" or "good")				
Overall, how would you rate the quality of the services provided by each of the following?	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
The City of Surprise	77%	84%	82%	82%
The Federal Government	41%	33%	41%	38%
The State Government	36%	42%	44%	41%
Maricopa County Government	44%	47%	42%	44%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)				
Please indicate how likely or unlikely you are to do each of the following:	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Recommend living in Surprise to someone who asks	96%	89%	94%	93%
Remain in Surprise for the next five years	97%	91%	94%	94%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)				
	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	25%	33%	23%	27%

Question 17: Contact with Fire Department (Percent "yes")				
	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Have you had any in-person or phone contact with an employee of the City of Surprise Fire Department within the last 12 months?	16%	17%	19%	18%

Question 18: Ratings of Contact with Fire Department (Percent "excellent" or "good")				
	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
What was your overall impression of your most recent contact with the City of Surprise Fire Department?	100%	95%	85%	92%

Question 19: Contact with City Employees (Percent "yes")				
	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Have you had any in-person, phone or email with an employee of the City of Surprise within the last 12 months (including police, receptionists, planners or any others)?	16%	54%	44%	40%

Question 20: City Employees (Percent "excellent" or "good")				
What was your impression of the employee(s) of the City of Surprise in your most recent contact?	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Knowledge	86%	77%	96%	86%
Responsiveness	93%	78%	96%	87%
Courtesy	90%	82%	98%	90%
Overall impression	90%	82%	94%	88%

Question 21: Government Performance (Percent "excellent" or "good")				
Please rate the following categories of Surprise government performance:	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
The value of services for the taxes paid to Surprise	60%	56%	47%	54%
The overall direction that Surprise is taking	57%	64%	57%	60%
The job Surprise government does at welcoming citizen involvement	49%	57%	59%	56%

Question 22a: Custom Question 1 (Percent "essential" or "very important")				
Please indicate how important, if at all, each of the following potential transportation improvements are to you:	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
Road conditions within Surprise	85%	87%	90%	88%
Bus service within Surprise	40%	38%	39%	39%
East/West corridor travel within Surprise	78%	87%	86%	84%
Commuter rail between Surprise and the Valley	57%	64%	54%	58%
Freeways between Surprise and the Valley	82%	89%	83%	85%
Regional bus service between Surprise and the Valley	53%	52%	49%	51%

Question 22b: Custom Question 2 (Percent "strongly support" or "somewhat support")				
	Area			
	Retiree communities	Residential area 1	Residential area 2	Overall
To what degree would you support or oppose the City recruiting a four-year college to locate in Surprise?	82%	95%	90%	90%