

LIVING IN PEORIA: 2004

Conducted for:

THE CITY OF PEORIA

Conducted by:

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METHODOLOGY

The information in this report is based on telephone with a random sample of 507 adult heads of households living in the city limits of Peoria, Arizona. The interviews were conducted by professional interviewers during the last week of September, 2004.

The sampling error for the survey when the proportion of the sample answering a question is 50% is plus or minus 4.3%.

The study was designed, pre-tested and conducted by Dr. Bruce D. Merrill. Dr. Merrill is a Professor of Mass Communication and Director of the Media Research Program in the Walter Cronkite School at Arizona State University. Dr. Merrill has conducted citizen satisfaction surveys for cities throughout Arizona over the past 30 years. Dr. Merrill conducted the survey as a private consultant.

1. How satisfied are you living in the City of Peoria.

Would you say you are	<u>00</u>	<u>02</u>	<u>04</u>
1.very satisfied	51%	59%	53%
2.generally satisfied	41	35	39
3.somewhat dissatisfied or	5	5	6
4.very dissatisfied	3	<u>1</u>	<u>2</u>
	100%	100%	100%

2. Now, please complete this sentence for me. The thing I like most about living in Peoria is --- (ASK OPEN-ENDED)

	<u>00</u>	<u>02</u>	<u>04</u>
1. Small town feel, kind of rural but not in Phoenix,	26%	20%	15%
2. Good shopping, close to stores, services, malls	9	10	9
3. Location, close to everything	8	18	16
4. Schools, good schools	6	8	8
5. Nice place to live, planned community I live in	5	16	15
6. Beautiful city, attractive, nice neighborhoods	5	3	3
7. Friendly people, good neighbors	4	6	9
8. City is well run, progressive	4	2	3
9. City is safe, well policed	4	1	3
10. Less traffic, can get around quickly	2	4	4
11. Clean, well kept	2	2	2
12. Good weather	2	3	2
13. Close to where I work	1	*	2
14. Cleaner air	*	*	*
15. Near sports center	*	*	*
16. other: (specify)	7	3	2
17. no response	<u>11</u>	<u>5</u>	<u>5</u>
	100%	100%	100%
(number of responses)	(442)	(490)	(553)
(*) indicates less than one percent			

3. We would also like to know what you feel is the single most important problem or issue facing the City of Peoria that the Mayor and City Council should be trying to do something about? ASK OPEN-ENDED/CODE BELOW WHERE APPROPRIATE

	<u>00</u>	<u>02</u>	<u>04</u>
1. Problems with GROWTH, need better planing zoning	33%	20%	18%
2. Traffic congestion, traffic control, roads under repair	14	24	24
3. Better schools/pay for teachers, need for financing	13	9	7
4. Crime, violence, theft, drugs, gangs	11	8	8
5. Need for mass or public transportation	6	5	4
6. Environmental related – air, water, noise, drainage	5	8	4
7. High taxes	3	6	1
8. Over spending, not being efficient, spending wisely	1	1	1
9. Blighted areas/downtown area	*	*	3
10. More for youth to do	*	*	1
11. Need more industry, jobs	*	*	3
12. Other mentions	5	5	6
13. No response	<u>7</u>	<u>12</u>	<u>20</u>
	100%	100%	100%

Overall, tell me if you are (1)very satisfied, (2)generally satisfied, (3) somewhat dissatisfied or (4)very dissatisfied with these services the City provides. Let's start with:

	<u>00</u>	<u>02</u>	<u>04</u>
4. PARKS AND RECREATION			
1. very satisfied	29%	33%	33%
2. generally satisfied	46	42	49
3. somewhat dissatisfied	2	7	3
4. very dissatisfied	2	1	*
5. no opinion	<u>21</u>	<u>17</u>	<u>14</u>
	100%	100%	100%
(% of those with an opinion who are satisfied)	(90)	(91)	(95)

5. IF DISSATISFIED: Why are you dissatisfied? (number of mentions in 2004)

1. Not enough parks/promised but not built (5)
2. Parks are not well maintained (1)
3. Parks are too small (1)
4. Not enough for kids to do (4)
5. Too many parks (1)
6. Need equine park (1)
7. Need a senior tennis program (1)
8. Need bike trails (1)
9. Need more supervision/unsavory people around (2)

6. POLICE AND FIRE PROTECTION

	<u>00</u>	<u>02</u>	<u>04</u>
1.very satisfied	46%	51%	55%
2.generally satisfied	43	39	42
3.somewhat dissatisfied or	4	5	2
4.very dissatisfied?	1	1	*
5.no answer/no opinion	<u>6</u>	<u>4</u>	<u>1</u>
	100%	100%	100%
(% of those with an opinion who are satisfied)	(95)	(94)	(98)

7. IF DISSATISFIED: Why are you dissatisfied?

1. Not enough, don't see enough of them (4)
2. Just dissatisfied with job they do/don't feel protected (5)
3. Need more stations (1)
4. Do more to prevent speeding (1)
5. Failed to come out when bees attacked my child (1)

8. WATER PROVIDED BY THE CITY

	<u>00</u>	<u>02</u>	<u>04</u>
1.very satisfied	29%	25%	30%
2.generally satisfied	40	42	51
3.somewhat dissatisfied or	17	19	13
4.very dissatisfied?	8	7	3
5.no answer/no opinion	<u>6</u>	<u>7</u>	<u>4</u>
	100%	100%	100%
(% of those with an opinion who are satisfied)	(73)	(72)	(84)

9.IF DISSATISFIED: Why are you dissatisfied

1. Quality, taste, can't drink/smell	(40)
2. Price too high	(29)
3. Chlorine taste, too much chlorine	(4)
4. Possibly contaminated	(1)
5. Calcium buildup	(1)

10. SEWERS IN THE CITY

	<u>00</u>	<u>02</u>	<u>04</u>
1.very satisfied	34%	30%	29%
2.generally satisfied	48	54	53
3.somewhat dissatisfied or	8	8	4
4.very dissatisfied?	5	1	1
5.no answer/no opinion	<u>5</u>	<u>7</u>	<u>13</u>
	100%	100%	100%
(% of those with an opinion who are satisfied)	(73)	(72)	(84)

11. IF DISSATISFIED: Why are you dissatisfied?

1. Expensive, cost	(7)
2. Need more, don't take care of run-off, flooding	(6)
3. Roaches, insects, rodents	(3)
4. Poor planning	(1)
5. Smell/odor	(2)
6. Sewers back-up	(3)
7. Should reclaim the sewer water	(1)

12. GARBAGE AND REFUSE COLLECTION

	<u>00</u>	<u>02</u>	<u>04</u>
1.very satisfied	46%	44%	40%
2.generally satisfied	42	39	51
3.somewhat dissatisfied or	6	11	7
4.very dissatisfied?	2	1	1
5.no answer/no opinion	<u>4</u>	<u>5</u>	<u>1</u>
	100%	100%	100%
(% of those with an opinion who are satisfied)	(91)	(88)	(92)

13. IF DISSATISFIED: Why are you dissatisfied?

- | | |
|--|------|
| 1. Need more recycling | (14) |
| 2. Price too high | (1) |
| 3. More frequent pick-up | (9) |
| 4. Crews need to clean up after they pick-up | (7) |
| 5. Missed me a couple of times, called the mayor | (1) |
| 6. Truck "peeled out" in my driveway | (1) |
| 7. People in office are hard to deal with | (1) |
| 8. Driver comes too late | |

14. Overall, how satisfied are you with the recycling program in Peoria? Are you:

04

- | | |
|----------------------------|-----------|
| 1.very satisfied | 7% (11) |
| 2.generally satisfied | 24 (39) |
| 3.somewhat dissatisfied or | 20 (33) |
| 4.very dissatisfied? | 10 (17) |
| 5.no answer/no opinion | <u>39</u> |
| | 100% |

*numbers in parentheses are for those with an opinion

**not asked in 2000 or 2002

15. IF SOMEWHAT OR VERY DISSATISFIED ASK: Why are you dissatisfied?

- | | |
|------------------------------------|------|
| 1. Don't have curbside pickup | (59) |
| 2. There isn't any in my area | (26) |
| 3. Need more and better recycling | (23) |
| 4. Have to haul it to pickup areas | (9) |
| 5. Need to pickup more often | (5) |
| 6. Can only recycle newspapers | (3) |
| 7. Should advertise the program | (2) |
| 8. Getting costly | (2) |
| 9. Not convenient | (1) |

16. Overall, how satisfied are you with the way the City spends your tax dollars. Are you:

	<u>00</u>	<u>02</u>	<u>04</u>
1.very satisfied	14%	16%	10%
2.generally satisfied	60	59	65
3.somewhat dissatisfied or	13	12	10
4.very dissatisfied?	5	2	3
5.no answer/no opinion	<u>8</u>	<u>11</u>	<u>12</u>
	100%	100%	100%
(% of those with an opinion who are satisfied)	(81)	(84)	(85)

17. IF SOMEWHAT OR VERY DISSATISFIED, ASK: Why are you dissatisfied?

- | | |
|--|------|
| 1. Spending too much, wasteful spending | (15) |
| 2. Taxes too high | (7) |
| 3. Spending too much on schools | (1) |
| 4. No planning for spending | (4) |
| 5. Spend more on police, fire | (5) |
| 6. Wasteful spending on roads, dug up all the time | (4) |
| 7. Helping developers too much | (3) |
| 8. Growing too fast | (2) |
| 9. Can't see where spending has gone | (5) |
| 10. Spend more on roads | (2) |
| 11. Downtown needs revitalization | (3) |
| 12. Spend more on schools, education | (8) |
| 13. Using expensive motorcycles to patrol | (1) |
| 14. Spending more on north than south part of city | (1) |
| 15. Need mass transit | (1) |
| 16. Don't spend to advertise propositions | (1) |

18. Overall, how satisfied would you say you are with the way the City is handling growth? Are you:

	00	02	04
1.very satisfied	12%	13%	10%
2.generally satisfied	43	41	49
3.somewhat dissatisfied or	27	31	28
4.very dissatisfied?	12	8	7
5.no answer/no opinion	<u>6</u>	<u>7</u>	<u>6</u>
	100%	100%	100%

(% of those with an opinion who are satisfied) (59) (58) (63)

19. IF DISSATISFIED, Why are you dissatisfied? (BE SPECIFIC)

- | | |
|---|------|
| 1. Growing, building, expanding too fast | (47) |
| 2. No plan for growth, growth not being handled well | (36) |
| 3. Need more schools | (6) |
| 4. Too much high density, apartments | (5) |
| 5. Can't provide infrastructure for growth, water, sewers, etc. | (23) |
| 6. Traffic is getting worse, a problem | (25) |
| 7. Too much sprawl, annexation, Lake Pleasant | (8) |
| 8. Developers running things, too much influence | (8) |
| 9. No open spaces left | (4) |
| 10. Older areas, downtown being neglected | (7) |
| 11. Spend more on police | (1) |
| 12. Need dial-a-ride | (1) |
| 13. Too many empty buildings | (1) |
| 14. Build more exits for new freeway | (1) |
| 15. Do more with the water | (1) |
| 16. Spend too much on bars and restaurants | (1) |

20. Now, to change directions for a minute, how safe do you feel walking around your neighborhood at night. Do you feel:

	<u>00</u>	<u>02</u>	<u>04</u>
1.very safe	54%	47%	39%
2.safe	30	41	50
3.unsafe or	9	5	7
4.very unsafe?	2	2	1
5.no answer/no opinion	<u>5</u>	<u>5</u>	<u>3</u>
	100%	100%	100%
(% of those with an opinion who feel safe)	(89)	(93)	(92)

21. Overall, how satisfied are you with the job the Mayor and City Council are doing?
Would you say you are (read 1-4)

	<u>00</u>	<u>02</u>	<u>04</u>
1.very satisfied	18%	20%	18%
2. satisfied	62	60	66
3. somewhat dissatisfied or	9	8	6
4. very dissatisfied	2	1	3
5. don't know/no answer	<u>8</u>	<u>11</u>	<u>7</u>
	100%	100%	100%

22. Where would you say you get most of your information about what goes on in Peoria

	<u>00</u>	<u>02</u>	<u>04</u>
1. Arizona Republic	34%	37%	29%
2. Peoria Times	19	17	7
3. Family, friends, city workers	9	7	16
4. Peoria Independent	9	10	14
5. Television	9	12	16
6. Radio	1	*	1
7. The Prospector	5	2	1
8. Daily Sun News	3	3	1
9. My home owners association	2	*	3
10. Northwest Valley News	*	*	3
11. The internet	*	*	3
10. Other	3	2	1
11. No answer	<u>4</u>	<u>6</u>	<u>5</u>
	100%	100%	100%

23. In the last 12 months, have you watched Peoria Channel 11, City's government channel that televises information about the City of Peoria?

	<u>00</u>	<u>02</u>	<u>04</u>
Yes	33%	31%	36%

24. In the past 12 months, have you read a city council district newsletter?

	<u>04</u>
Yes	21%

* asked only in 2004

25. In the last 12 months, have you read the **Peoria Focus** newsletter put out by the City of Peoria?

	<u>00</u>	<u>02</u>	<u>04</u>
Yes	58%	63%	58%

26. In the past 12 months have you attended any kind of a City sponsored meeting like a Council meeting or a planning or zoning committee meeting?

	<u>00</u>	<u>02</u>	<u>04</u>
Yes	15%	12%	15%

27. Have you attended any school sponsored meeting besides a local PTO meeting?

	<u>00</u>	<u>02</u>	<u>04</u>
Yes	12%	12%	10%

Now, just a few more questions about you for statistical purposes.

28. Do you own or rent your home?

	<u>00</u>	<u>02</u>	<u>04</u>
Own	91%	92%	90%

29. Do you have children under the age of 18 living at home?

	<u>00</u>	<u>02</u>	<u>04</u>
Yes	31%	39%	38%

30. Have you lived in Peoria less than 10 years?

	<u>00</u>	<u>02</u>	<u>04</u>
Yes	42%	45%	57%

31. Which of these intervals includes your age –

	<u>00</u>	<u>02</u>	<u>04</u>
under 35	10%	12%	14%
35 to 54	35	45	44
55 to 65 or over 65			14 28
over 54)	55	43	42

32. Do you live north or south of Bell Road?

	<u>00</u>	<u>02</u>	<u>04</u>
North	35%	37%	42%

33. Gender:

	<u>00</u>	<u>02</u>	<u>04</u>
Female	55%	50%	48%
Male	45	50	52