

# *2007 Resident Satisfaction Survey*

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Submitted to

*The City of  
Casa Grande,  
Arizona*



by

**ETC**  
*Institute*

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Sunrise in Casa Grande, AZ

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# *2007 Casa Grande Resident Satisfaction Survey*

## Executive Summary Report

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### *Overview and Methodology*

During December of 2007, ETC Institute administered a resident satisfaction survey for the City of Casa Grande, Arizona. The purpose of the survey was to measure resident opinions, perceptions, and expectations regarding City services and issues for policy development, program improvement, and resource allocation. All of this information will be used by the City to continue its ongoing effort to identify ways to improve the overall quality of City services.

The seven-page survey was administered by phone to a randomly selected sample of Casa Grande residents. A total of 664 households completed the survey. The results for the random sample of 664 households have a 95% level of confidence with a precision of at least +/- 3.8%.

This summary report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- importance-satisfaction analysis
- GIS maps that show the results of selected questions on the survey
- a copy of the survey instrument.

***Interpretation of “Don’t Know” Responses.*** The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphing purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is provided in the Tabular Data Section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

## ***Major Findings***

- **Residents were generally satisfied with the quality of life in Casa Grande.** Sixty-eight percent (68%) of residents, *who had an opinion*, were either “very satisfied” or “satisfied” with the quality of life in the City, 26% were “neutral” and only 7% were “dissatisfied.” In addition, seventy-one percent (71%) of residents were “satisfied” with the overall quality of services provided by the City, 22% were “neutral” and 8% were “dissatisfied.”
- **City services residents were most satisfied with in Casa Grande.** The highest levels of satisfaction with City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were:
  - fire protection (90%)
  - fire department’s emergency medical response (86%)
  - garbage collection (82%)
  - library services (79%)
  - police protection (76%)
  - appearance and maintenance of City buildings and facilities (73%)
- **Services that residents thought should receive the most emphasis from the City.** The City services that residents thought were the most important for the City to emphasize over the next two years were: (1) the repair and maintenance of City streets, (2) police protection, (3) efforts to counter gang activities, and (4) the construction of new streets.
- **Neighborhood Issues.** When asked to identify which issues they felt were the biggest problems in their neighborhood, sixty-nine percent (69%) of residents *who had an opinion*, felt speeding was a “major” or “minor problem,” 51% of residents felt traffic congestion was a problem and half (50%) of residents felt juvenile crime was a problem.
- **City Customer Service.** Residents were asked to identify how often City employees displayed various behaviors that would influence their perception of the quality of customer service they received. The behaviors that residents felt City employees displayed “always” or “usually” were that employees were courteous and polite (82%), that City employees gave prompt, accurate and complete answers (74%) and that the City did what they said they would do in a timely manner (70%).
- **Perception of Safety in Casa Grande.** Based upon the combined percentage of residents who felt “very safe” or “safe,” those residents *who had an opinion* felt most safe in their neighborhood during the day (93%) and in their neighborhood at night (74%). In addition, 74% of residents indicated they felt an overall feeling of safety in the City.

- **Level of Concern with Various Attributes Of the City.** Based upon the combined percentage of “very concerned” and “concerned,” the issues that residents were most concerned with were the appearance of older areas in Casa Grande (71%) and the number of higher paying jobs available in the City (64%). When asked to indicate which of these issues should receive the most emphasis in the City’s long range plan, residents felt the same issues (the number of higher paying jobs in the City and the appearance of older areas in Casa Grande) should receive the highest priority in the City’s long range plan.

## ***Trends***

### **Significant Increases**

- The percentage of residents who rated the quality of life in Casa Grande as “excellent” or “good” increased significantly from 74% in 2005 to 85% in 2007.
- There was a significant increase in satisfaction levels with 12 of the City services that were assessed in both 2005 and 2007. Statistically significant improvements involved an increase of 0.5 or more in the mean rating from 2005 to 2007. The mean rating reflects the average rating for all respondents based on a 10-point rating scale, where 10 meant “excellent”. The significant improvements from 2005 to 2007 are listed below.
  - City efforts to counter gang activities (7.5 in 2007 vs. 5.6 in 2005)
  - Efforts to attract new employers to the City (7.5 in 2007 vs. 6.4 in 2005)
  - Crime prevention programs (7.2 in 2007 vs. 6.2 in 2005)
  - Providing programs for youth (7.2 in 2007 vs. 6.2 in 2005)
  - Providing arts and cultural events and programs (7.3 in 2007 vs. 6.4 in 2005)
  - Recycling programs (7.5 in 2007 vs. 6.8 in 2005)
  - Construction of new streets (7.4 in 2007 vs. 6.7 in 2005)
  - Code enforcement (7.2 in 2007 vs. 6.5 in 2005)
  - Preventing illegal dumping (6.3 in 2007 vs. 5.7 in 2005)
  - Providing parks and recreation (7.9 in 2007 vs. 7.3 in 2005)
  - City services for the elderly (7.8 in 2007 vs. 7.3 in 2005)
  - Garbage collection (8.5 in 2007 vs. 8.0 in 2005)

### **Significant Decreases**

- There was a *significant decrease* in the percentage of residents who felt they had an opportunity to participate in discussions that affected their lives and their neighborhoods (77% in 2005 vs. 72% in 2007).

### *Other Findings*

- Eighty-two percent (82%) of residents rated Casa Grande as an “excellent” or “good” place to retire. When compared to other cities in the United States, Casa Grande scored significantly higher than the national average (65%).
- Three-fourths (75%) of the residents surveyed indicated they felt Casa Grande was an “excellent” or “good” place to live.
- Sixty-four percent (64%) of the residents surveyed indicated they had seen or read the *City Page*, 34% had not and 2% were not sure. Of the residents who had seen or read the *City Page*, 89% felt it was “very informative” or “informative.”
- Sixty-one percent (61%) of residents surveyed had seen or read *City Beat*, 34% had not and 5% were not sure. Of the residents who had seen or read the *City Beat*, 92% felt it was “very informative” or “informative.” When asked how they would prefer to receive this publication, nearly half (47%) of residents indicated they would prefer to continue to receive *City Beat* in *Grande Living Magazine*.
- Sixty percent (60%) of residents indicated they *had not* accessed the City’s website, 35% *had* accessed the website and 5% were not sure or did not remember.

# *Charts and Graphs*

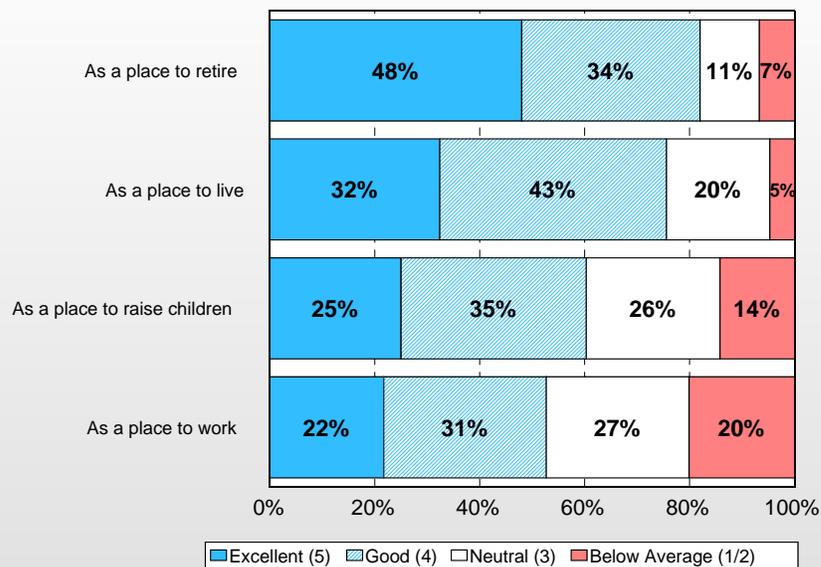
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# 2007 Casa Grande Resident Satisfaction Survey

Submitted By *ETC Institute*  
2008

## Q1. Ratings of the City of Casa Grande

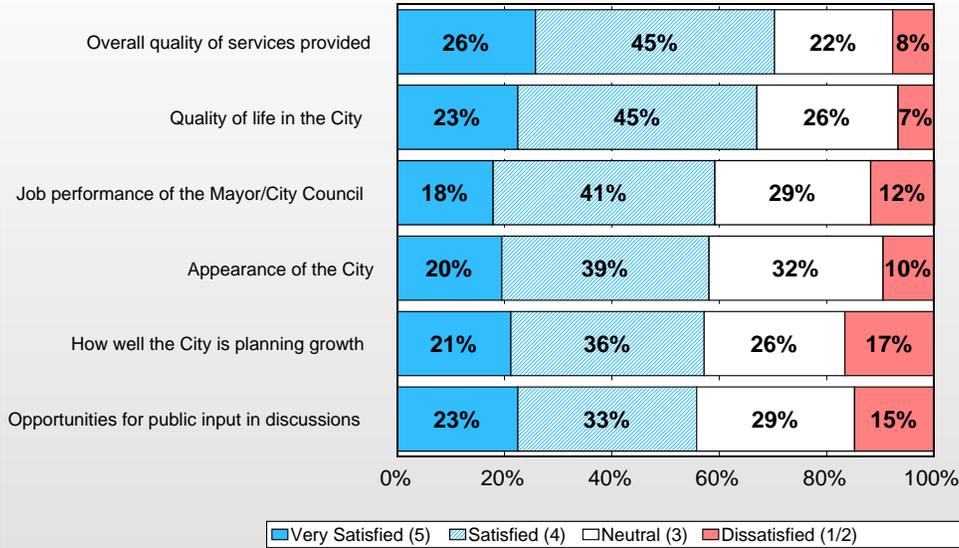
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q2. Level of Satisfaction With Various Issues that Influence Perceptions of the City of Casa Grande

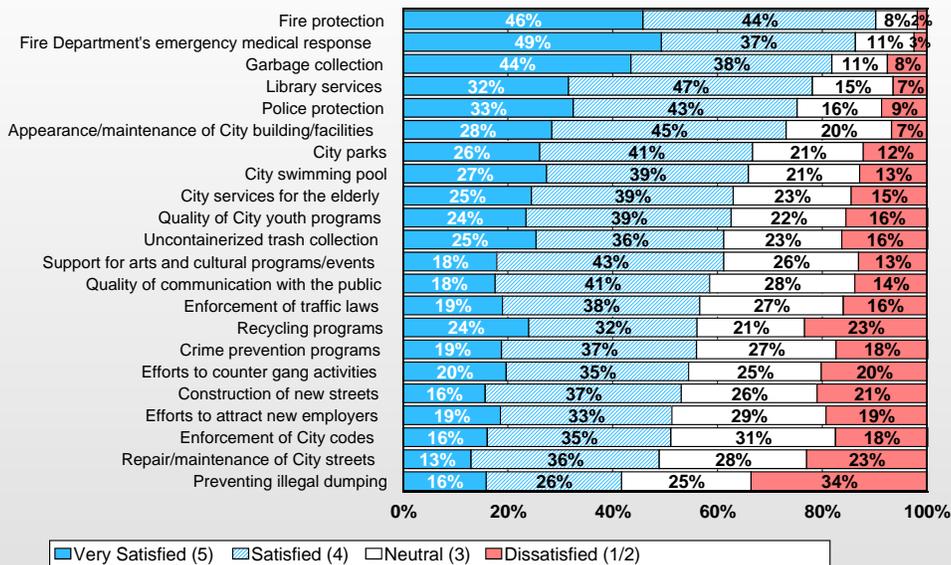
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q3. Overall Satisfaction With Various Services Provided By the City of Casa Grande

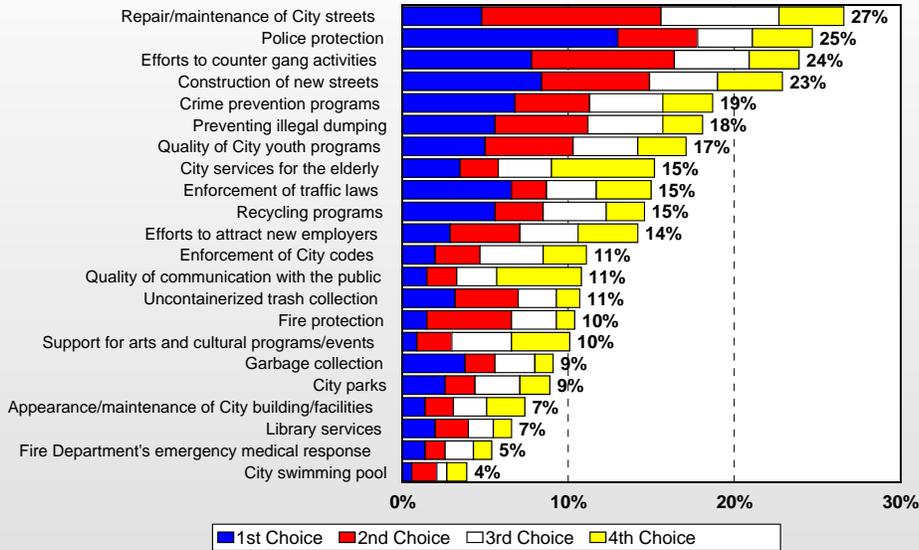
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q4. Various City Services That Should Receive the Most Emphasis Over the Next Two Years

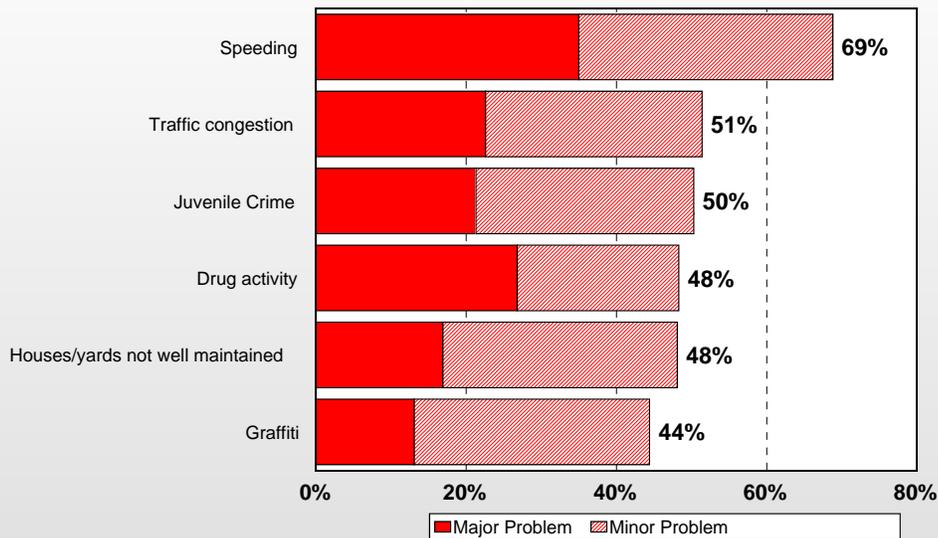
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q5. Percentage of Residents Who Thought Various Issues Were a Problem in Their Neighborhood

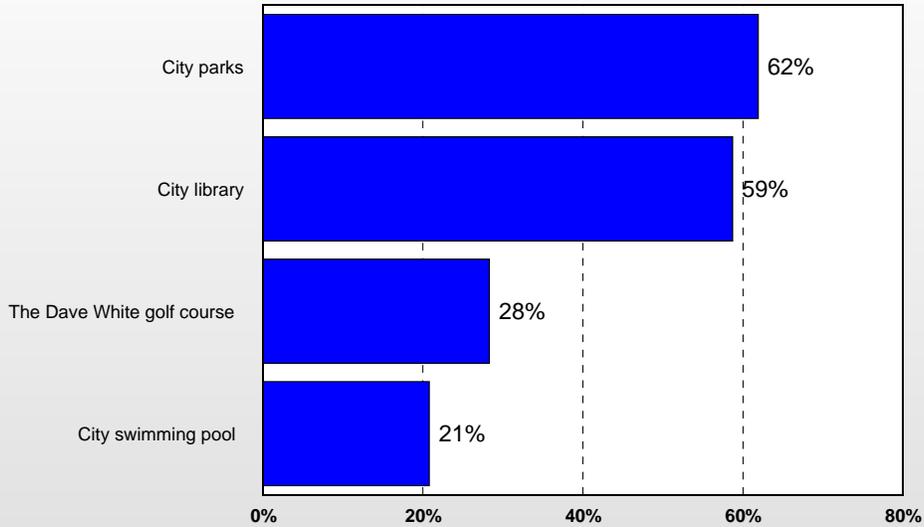
by percentage of respondents who rated the item as a 3 or 2 on a 3-point scale (excluding don't knows)



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q6. City Services and Facilities Residents Have Used During the Past Year

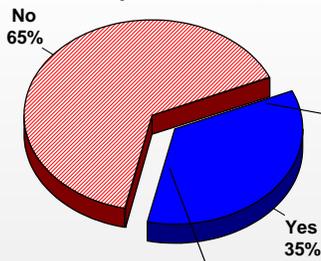
by percentage of respondents (multiple choices could be made)



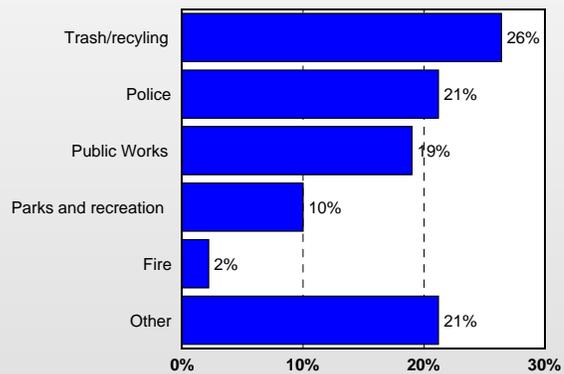
Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q7. Have you contacted the City with a question, problem, or complaint during the past year?

by percentage of respondents



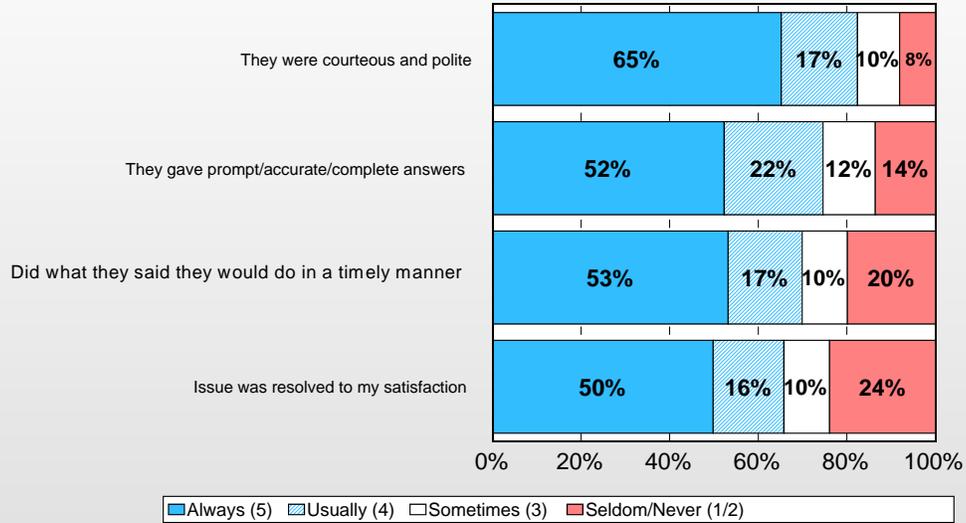
#### Q7a. Which department did you most recently contact?



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q7b. Ratings of How Often City Employees Displayed Various Behaviors Pertaining to Quality Customer Service

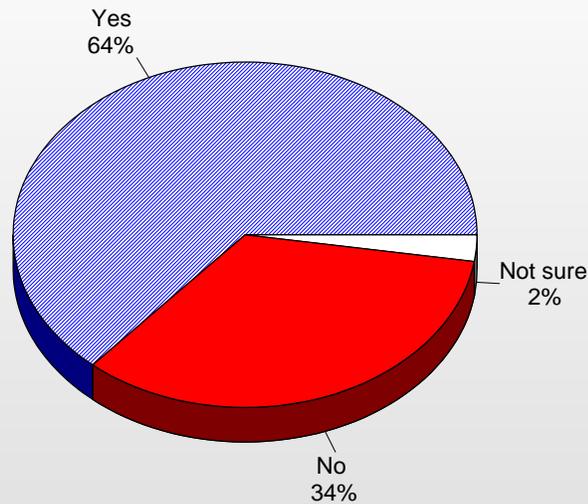
by percentage of respondents who had contacted the City during the past year (excluding don't knows)



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q8. Do you see or read the *City Page* which is published in the local paper?

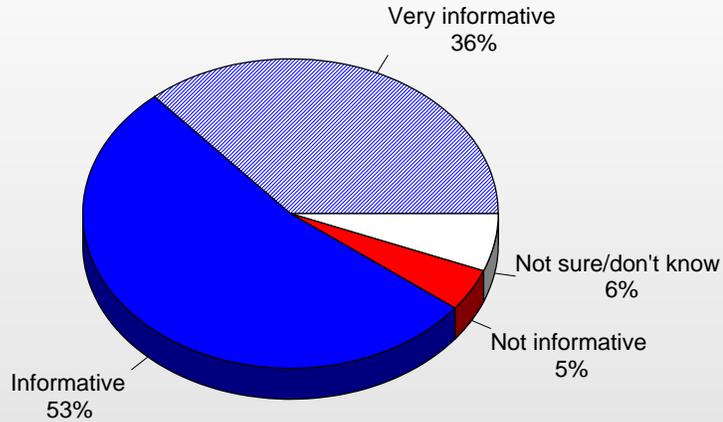
by percentage of respondents



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q8a. How informative do you find the *City Page*?

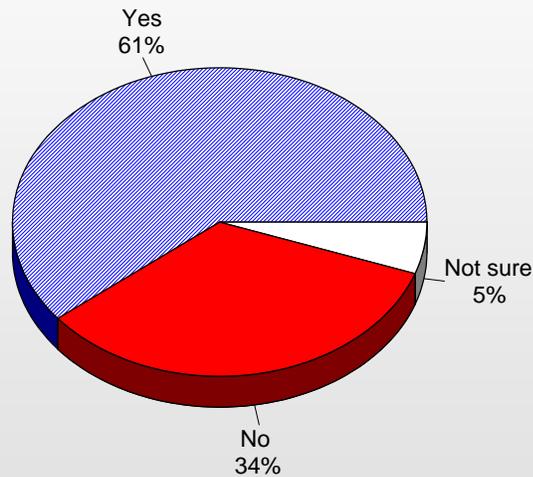
by percentage of respondents who indicated they have seen or read the *City Page*



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q9. Do you see or read the City of Casa Grande's quarterly newsletter, *City Beat*, that appears in the Grande Living Magazine?

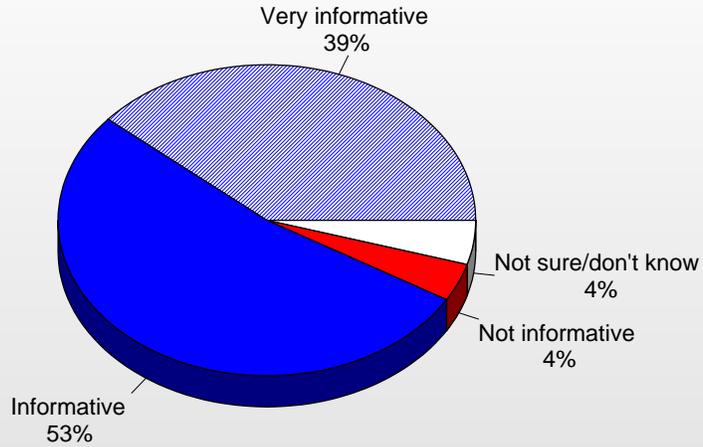
by percentage of respondents



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q9a. How informative do you find the *City Beat*?

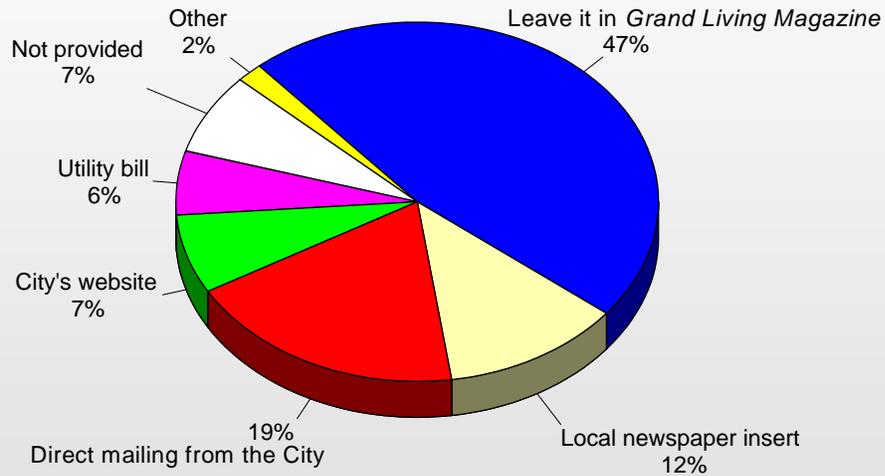
by percentage of respondents who indicated they have seen or read the *City Beat*



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q10. How would you prefer to receive the *City Beat*?

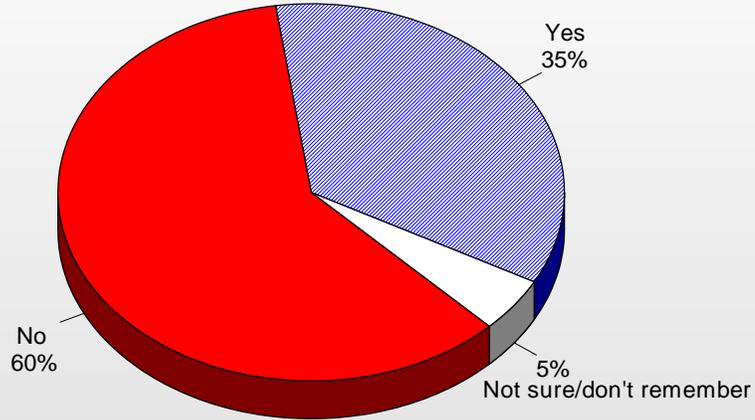
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q11. Have you ever accessed the City's website?

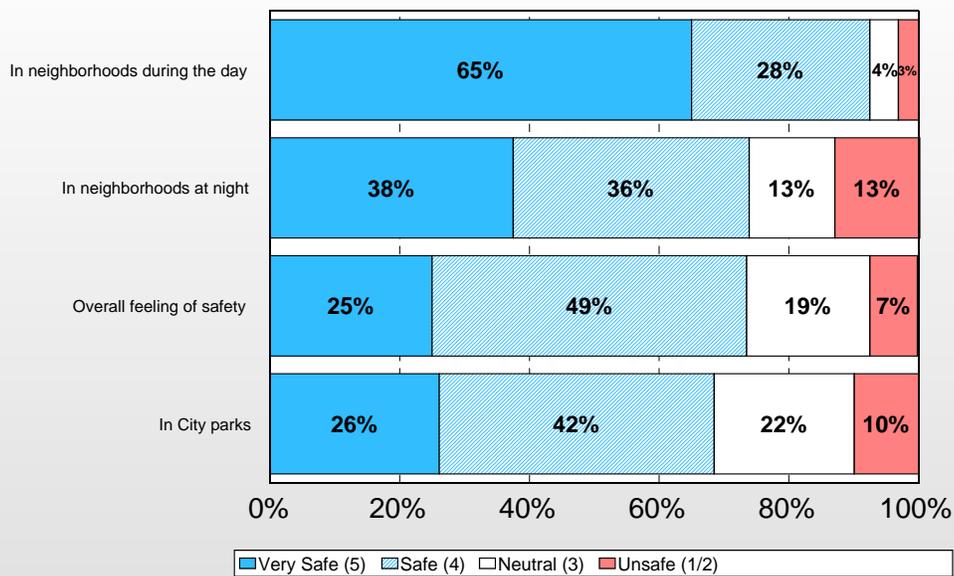
by percentage of respondents



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q12. How safe do you feel?

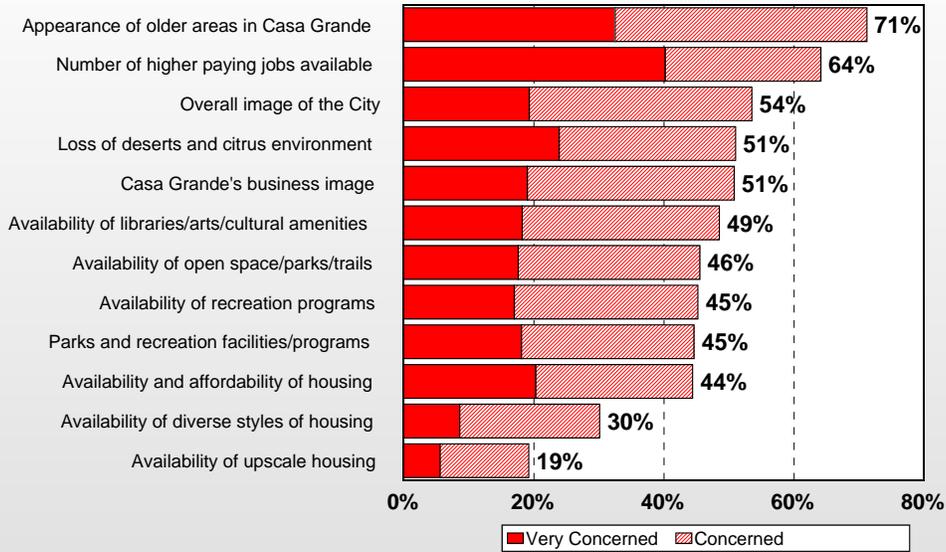
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q18. Level of Concern Residents Have With Various Attributes of Casa Grande

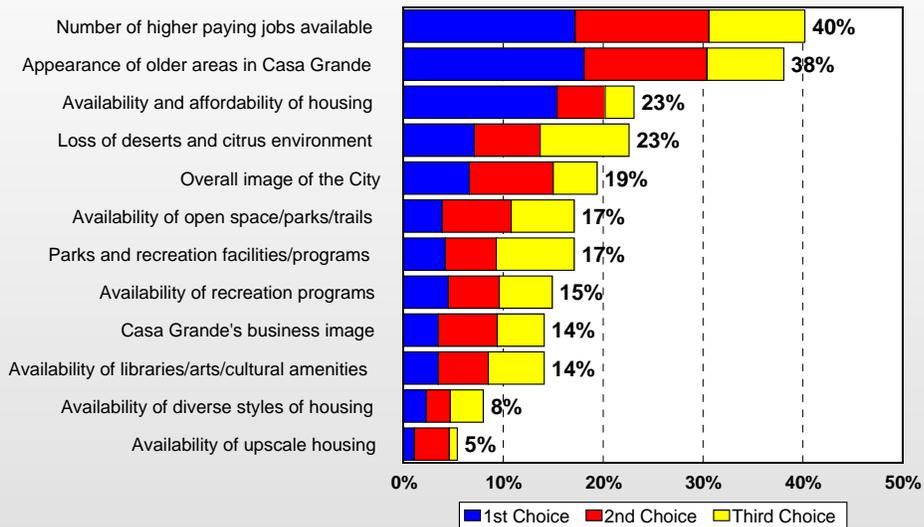
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q19. Various Issues Residents Feel Should Be the A High Priority In the City's Long Range Plan

by percentage of respondents who selected the item as one of their top three choices

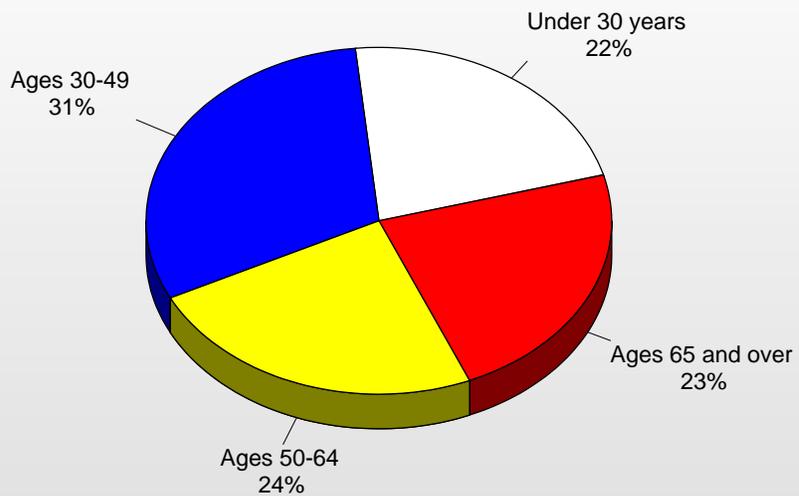


Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

# *Demographics*

## Q20. Age of Respondents

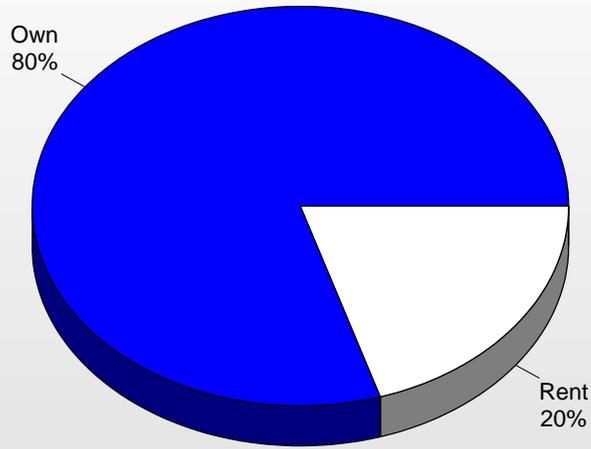
by percentage of respondents



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

Q21. Do you own or rent your primary residence in Casa Grande?

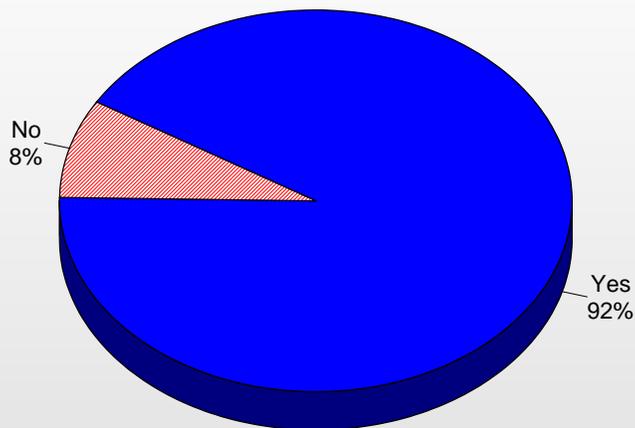
by percentage of respondents



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

Q22. Are you a permanent resident of Casa Grande?

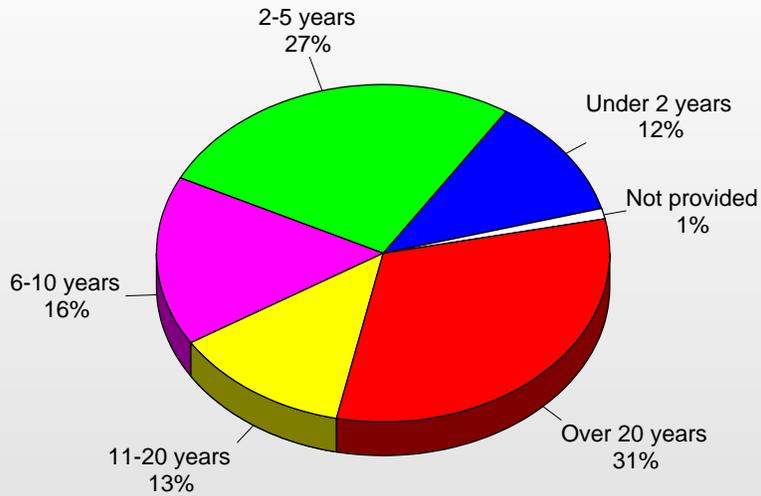
by percentage of respondents



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q22a. How long have you lived in Casa Grande?

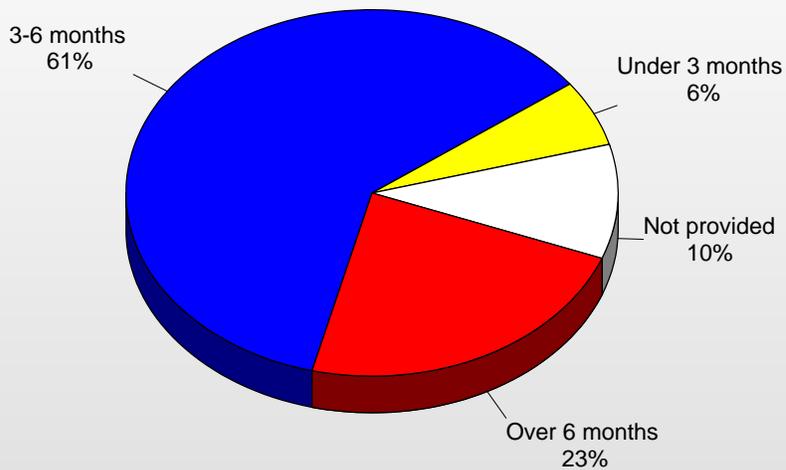
by percentage of respondents who indicated they were a permanent resident of the City



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q22b. How many months per year do you live in the City?

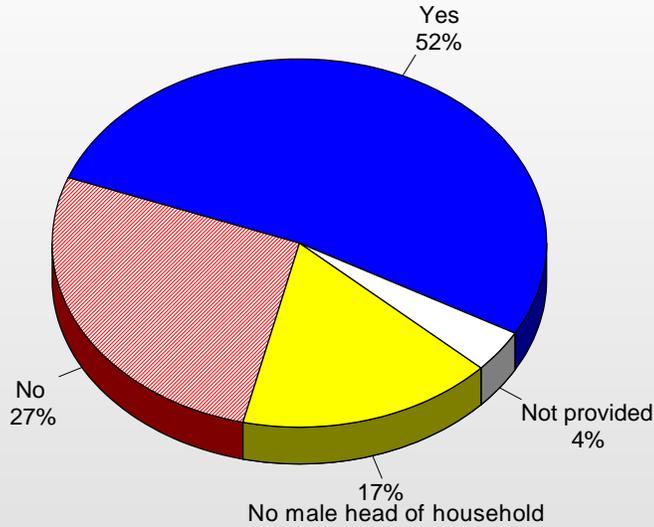
by percentage of respondents who indicated they were not a permanent resident of the City



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q23. Is the male head of the household currently employed?

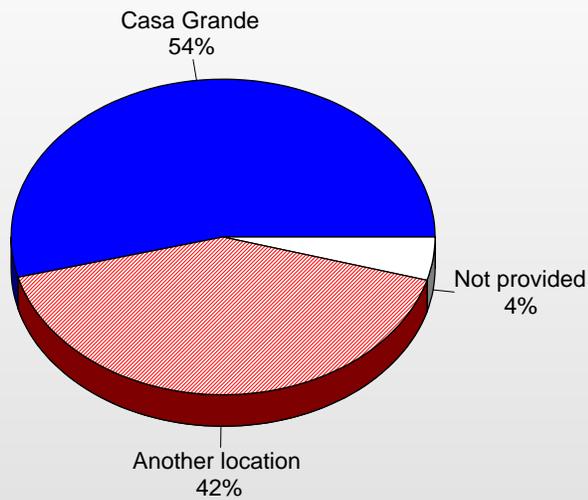
by percentage of respondents



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q23a. Does this person work in Casa Grande or another location?

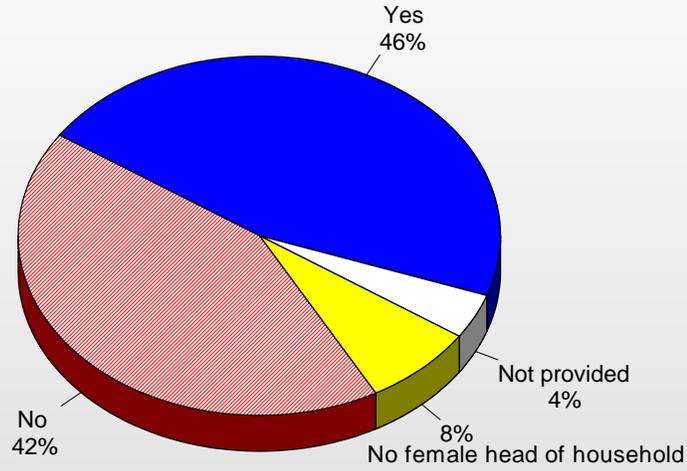
by percentage of respondents who indicated the male head of household is employed



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

**Q24. Is the female head of the household currently employed?**

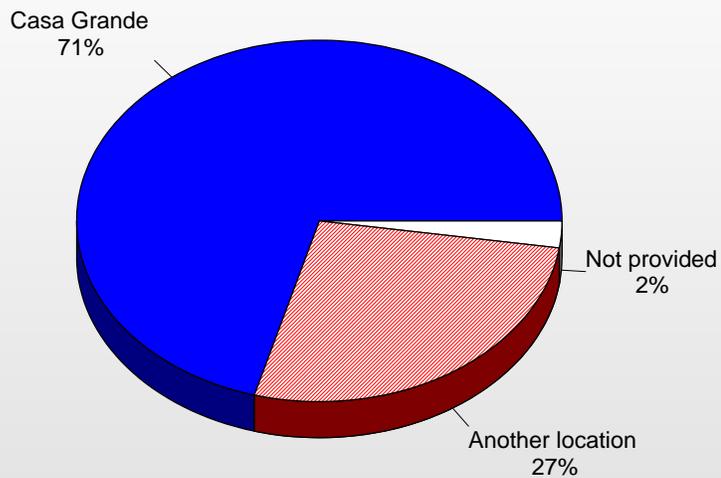
by percentage of respondents



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

**Q24a. Does this person work in Casa Grande or another location?**

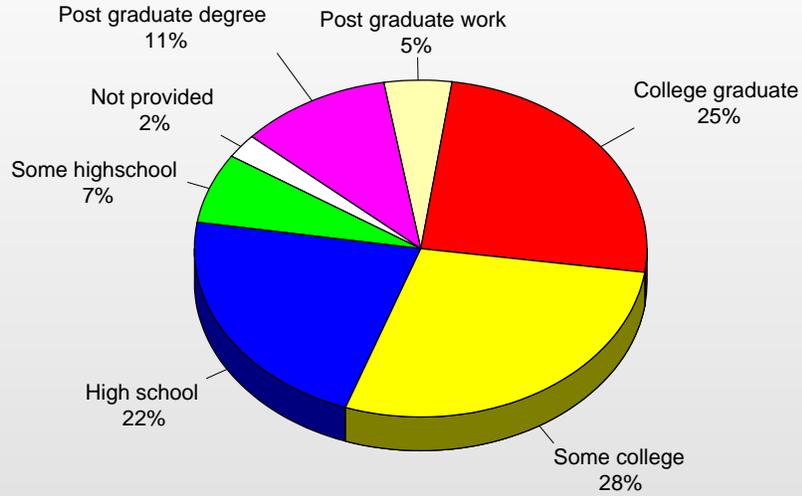
by percentage of respondents who indicated the female head of household is employed



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q25. Highest Level of Education Completed

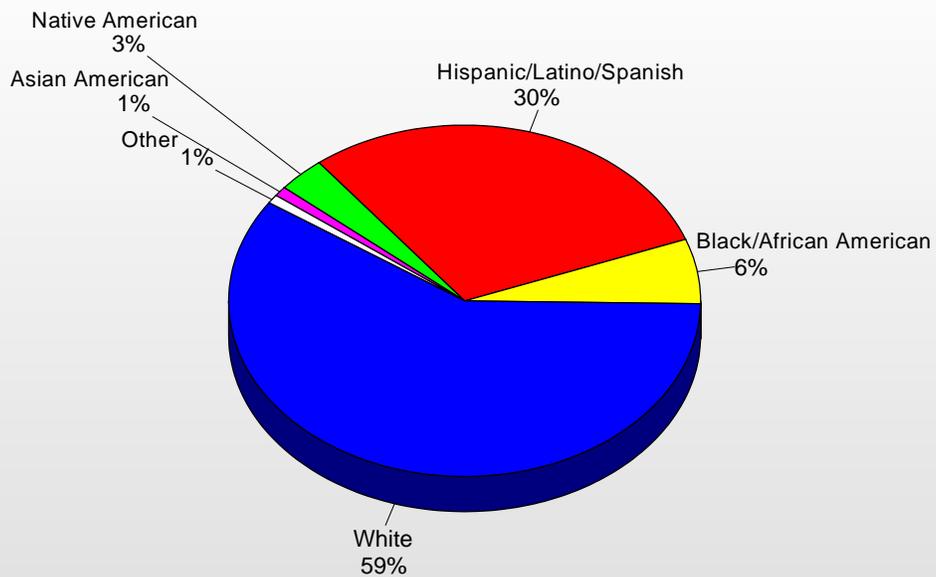
by percentage of respondents



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q26. Race/Ethnicity

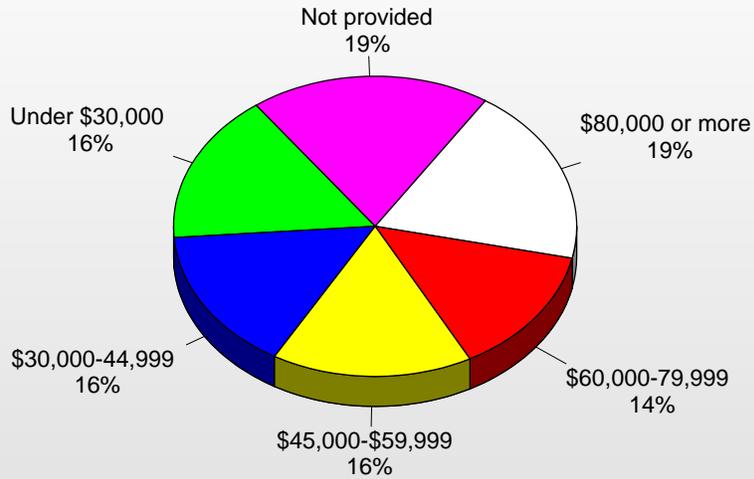
by percentage of respondents



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q29. Total Annual Household Income Before Taxes

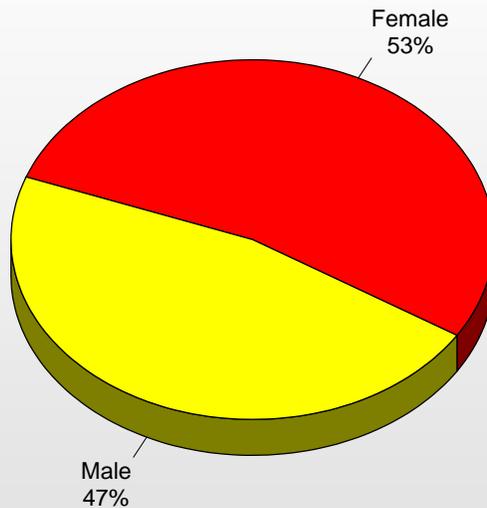
by percentage of respondents



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Q23. Gender of the Respondents

by percentage of respondents



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

## *Trend Data*

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# Casa Grande Resident Satisfaction Survey

## Analysis of Trends

ETC Institute's DirectionFinder® survey uses a 5-point rating scale for most questions to provide a standardized basis for comparing satisfaction with city services and for preparing GIS maps. Since the City of Casa Grande had used a variety of rating scales on previous community surveys (including a 4-point, 5-point, and 10-point scale), ETC Institute administered selected questions to a subsample of 100 households using the same scale and wording that the City had used in previous years. This methodology allowed ETC Institute to provide the City with statistically valid comparisons between the results of the 2007 survey and the results from previous survey. It also allowed ETC Institute to prepare GIS maps for many questions on the survey using a mapping system that is based on a 5-point scale. The charts on the following pages show trends in several areas that were assessed in 2007 and in previous years. The tabular data for the subsample of 100 households is also provided.

### Significant Improvements

- The percentage of residents who rated the quality of life in Casa Grande as “excellent” or “good” increased significantly from 74% in 2005 to 85% in 2007.
- There was a significant increase in satisfaction levels with 12 of the City services that were assessed on the 2007 resident satisfaction survey. Statistically significant improvements involved an increase of 0.5 or more in the mean rating from 2005 to 2007. The mean rating reflects the average rating for all respondents based on a 10-point rating scale, where 10 meant “excellent”. The 10-point scale was utilized for this question in the 2000, 2001, 2003 and 2005 community surveys. Significant improvements found in the 2007 survey results are listed below:
  - City efforts to counter gang activities (7.5 in 2007 vs. 5.6 in 2005)
  - Efforts to attract new employers to the City (7.5 in 2007 vs. 6.4 in 2005)
  - Crime prevention programs (7.2 in 2007 vs. 6.2 in 2005)
  - Providing programs for youth (7.2 in 2007 vs. 6.2 in 2005)
  - Providing arts and cultural events and programs (7.3 in 2007 vs. 6.4 in 2005)
  - Recycling programs (7.5 in 2007 vs. 6.8 in 2005)
  - Construction of new streets (7.4 in 2007 vs. 6.7 in 2005)
  - Code enforcement (7.2 in 2007 vs. 6.5 in 2005)
  - Preventing illegal dumping (6.3 in 2007 vs. 5.7 in 2005)
  - Providing parks and recreation (7.9 in 2007 vs. 7.3 in 2005)
  - City services for the elderly (7.8 in 2007 vs. 7.3 in 2005)
  - Garbage collection (8.5 in 2007 vs. 8.0 in 2005)

### Significant Decreases

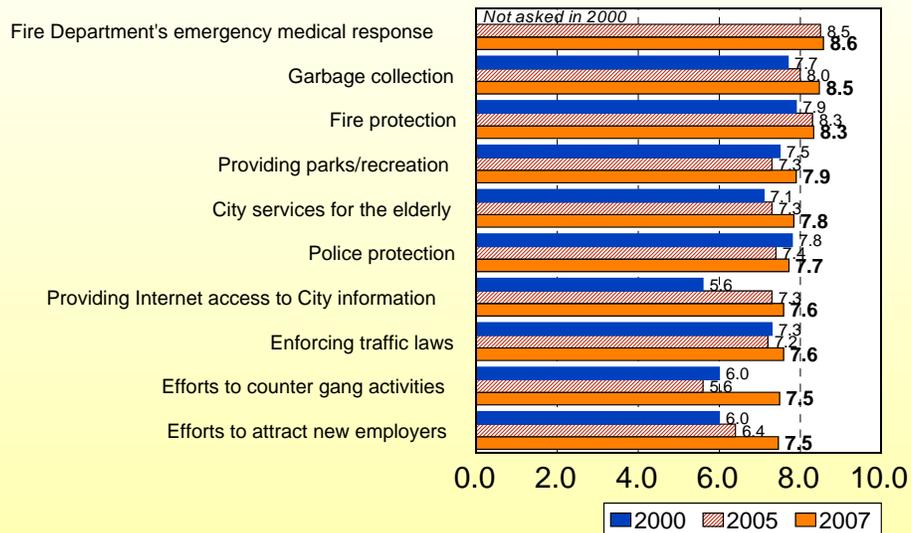
- There was a *significant decrease* in the percentage of residents who felt they had an opportunity to participate in discussions that affected their lives and their neighborhoods (77% in 2005 vs. 72% in 2007).

# *2007 Casa Grande Resident Satisfaction Survey Trend Data*

**Submitted By *ETC Institute***

## Trends in the Ratings of the Job Performance of the City of Casa Grande in Providing Various City Services (2000, 2005 and 2007)

mean rating based on a 10-point rating scale (excluding don't knows)



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Trends in the Ratings of the Job Performance of the City of Casa Grande in Providing Various City Services (2000, 2005 and 2007)

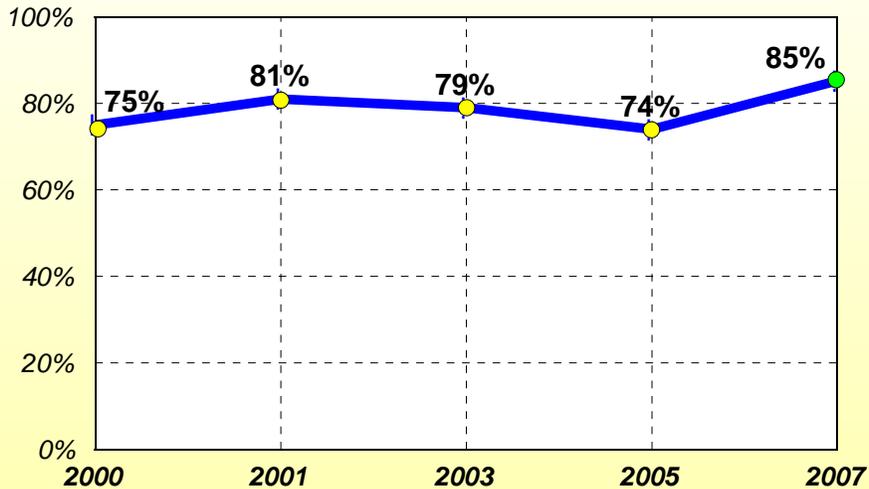
mean rating based on a 10-point rating scale (excluding don't knows)



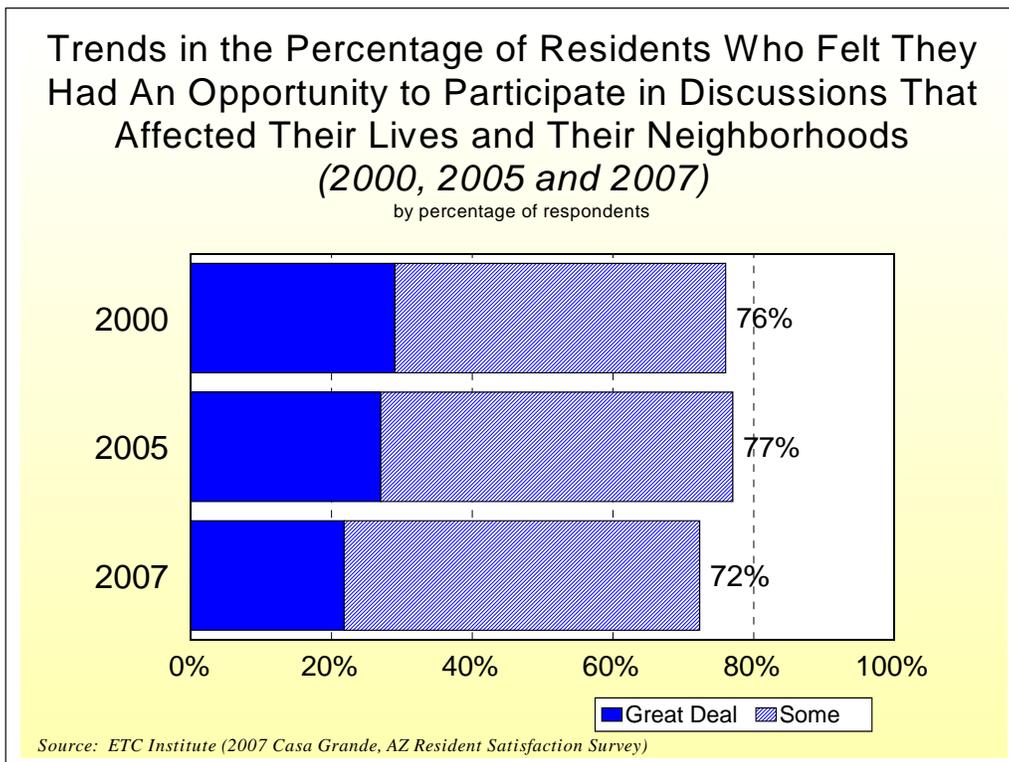
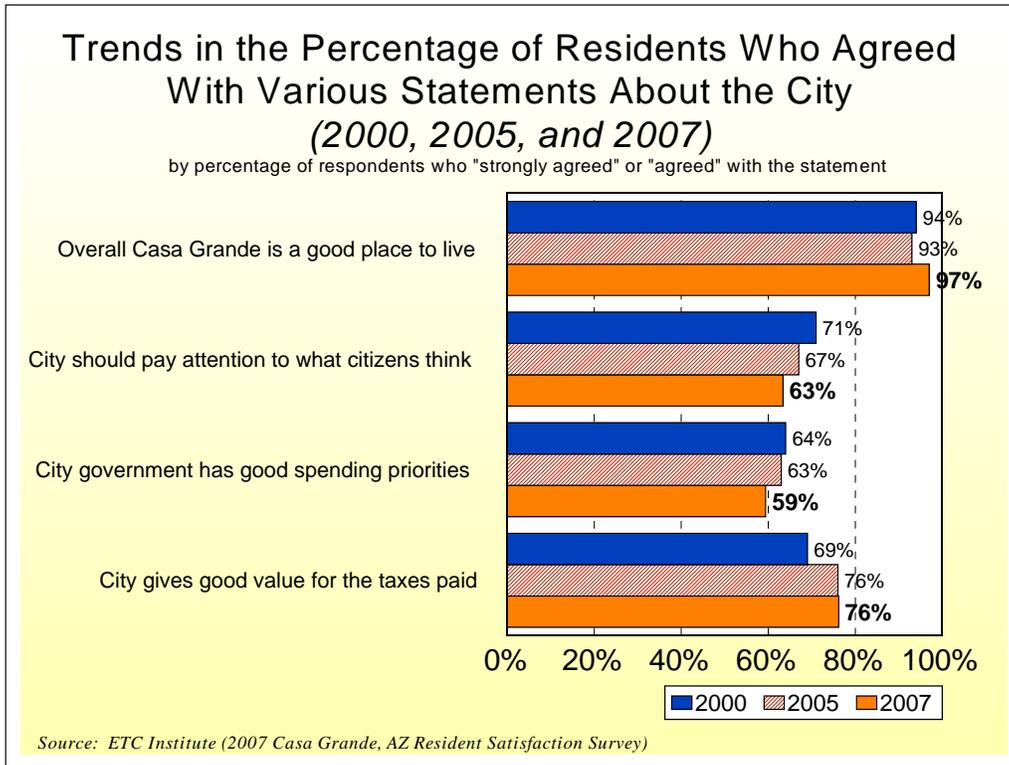
Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)

### Trends in the Percentage of Residents Who Felt the Quality of Life in Casa Grande was Excellent or Good (2000, 2001, 2003, 2005 and 2007)

by percentage of respondents who felt the quality of life in the City was "excellent" or "good"



Source: ETC Institute (2007 Casa Grande, AZ Resident Satisfaction Survey)



## 2007 Casa Grande Resident Satisfaction Trend Data

**Q1. I'd like to begin by asking you to rate you level of agreement with some statements about Casa Grande. Please indicate if you strongly agree, agree, disagree, or strongly disagree with each of the following statement:**

	Strongly Disagree 1	Disagree 2	Agree 3	Strongly Agree 4	Don't Know 9
Q1a Casa Grande is a good place to live	1.0%	2.0%	45.5	51.5	0.0%
Q1b City should pay attention to what citizens think before making decisions	5.0%	16.8%	42.6	20.8	14.9%
Q1c City has good spending priorities	4.0%	16.8%	46.5	12.9	19.8%
Q1d City gives good value for taxes you pay	5.0%	12.9%	60.4	15.8	5.9%

**Q2. On the whole, would you say that the quality of life in Casa Grande is excellent, good, average, or fair, poor, or very poor?**

Q2 Quality of Life	Number	Percent
1=Very Poor	0	0.0 %
2=Poor	3	3.0 %
3=Fair	10	9.9 %
4=Good	63	62.4 %
5=Excellent	23	22.8 %
9=Not sure	2	2.0 %
Total	101	100.0 %

**Q3. Do you believe you have a great deal, some, or no opportunity to participate in discussions that effect you and your neighborhood?**

Q3 Participate in Discussions	Number	Percent
1=Great deal	22	21.8 %
2=Some	51	50.5 %
3=None	16	15.8 %
9=Not sure	12	11.9 %
Total	101	100.0 %

2007 Casa Grande Resident Satisfaction Survey

**Q6. Using a scale of 1 to 10 where 10 means "excellent" and 1 means "poor," please rate the job the City of Casa Grande is doing providing the following services:**

	Poor										Don't Excellent Know	
	01	02	03	04	05	06	07	08	09	10	99	
Q6a Police protection	3.0%	1.0%	0.0%	1.0%	6.9%	8.9%	8.9%	33.7%	15.8%	17.8%	3.0%	
Q6b Fire protection	1.0%	1.0%	1.0%	1.0%	3.0%	1.0%	8.9%	29.7%	17.8%	26.7%	8.9%	
Q6c Emergency medical response	0.0%	0.0%	1.0%	0.0%	2.0%	3.0%	9.9%	19.8%	16.8%	27.7%	19.8%	
Q6d Enforcement of traffic laws	1.0%	0.0%	3.0%	4.0%	7.9%	5.0%	13.9%	23.8%	12.9%	17.8%	10.9%	
Q6e Crime prevention programs	2.0%	1.0%	3.0%	4.0%	6.9%	10.9%	13.9%	18.8%	13.9%	10.9%	14.9%	
Q6f Counter gang activities	1.0%	1.0%	2.0%	4.0%	6.9%	8.9%	8.9%	22.8%	13.9%	14.9%	15.8%	
Q6g Garbage collection	0.0%	1.0%	1.0%	1.0%	3.0%	4.0%	10.9%	23.8%	14.9%	36.6%	4.0%	
Q6h Uncontainerized trash collection	3.0%	2.0%	3.0%	3.0%	7.9%	8.9%	10.9%	22.8%	11.9%	15.8%	10.9%	
Q6i Preventing Illegal dumping	8.9%	3.0%	3.0%	2.0%	11.9%	10.9%	9.9%	10.9%	6.9%	12.9%	19.8%	
Q6j Recycling programs	2.0%	2.0%	3.0%	5.0%	9.9%	6.9%	4.0%	20.8%	19.8%	18.8%	7.9%	
Q6k New street construction	1.0%	1.0%	4.0%	3.0%	11.9%	7.9%	11.9%	16.8%	19.8%	15.8%	6.9%	
Q6l Street repair/maintenance	1.0%	3.0%	8.9%	3.0%	7.9%	6.9%	16.8%	17.8%	15.8%	12.9%	5.9%	
Q6m Code enforcement	2.0%	0.0%	3.0%	4.0%	6.9%	3.0%	14.9%	18.8%	8.9%	10.9%	27.7%	
Q6n Providing parks/recreation	0.0%	1.0%	2.0%	1.0%	4.0%	9.9%	9.9%	23.8%	20.8%	15.8%	11.9%	
Q6o Programs for youth	3.0%	1.0%	3.0%	2.0%	6.9%	5.9%	16.8%	18.8%	10.9%	10.9%	20.8%	
Q6p Attracting new employers	2.0%	1.0%	1.0%	3.0%	8.9%	5.0%	14.9%	12.9%	15.8%	14.9%	20.8%	
Q6q Provide art/cultural events	0.0%	2.0%	2.0%	6.9%	8.9%	5.0%	13.9%	22.8%	7.9%	15.8%	14.9%	
Q6r Services for the elderly	0.0%	0.0%	1.0%	4.0%	6.9%	6.9%	9.9%	18.8%	10.9%	20.8%	20.8%	
Q6s Internet access to City info	0.0%	1.0%	0.0%	4.0%	4.0%	5.0%	12.9%	13.9%	7.9%	11.9%	39.6%	

2007 Casa Grande Resident Satisfaction Survey

**EXCLUDING DON'T KNOWS**

**Q6. Using a scale of 1 to 10 where 10 means "excellent" and 1 means "poor," please rate the job the City of Casa Grande is doing providing the following services: (EXCLUDING DON'T KNOWS)**

	Poor									Excellent	
	01	02	03	04	05	06	07	08	09	10	
Q6a Police protection	3.1%	1.0%	0.0%	1.0%	7.1%	9.2%	9.2%	34.7%	16.3%	18.4%	
Q6b Fire protection	1.1%	1.1%	1.1%	1.1%	3.3%	1.1%	9.8%	32.6%	19.6%	29.3%	
Q6c Emergency medical response	0.0%	0.0%	1.2%	0.0%	2.5%	3.7%	12.3%	24.7%	21.0%	34.6%	
Q6d Enforcement of traffic laws	1.1%	0.0%	3.3%	4.4%	8.9%	5.6%	15.6%	26.7%	14.4%	20.0%	
Q6e Crime prevention programs	2.3%	1.2%	3.5%	4.7%	8.1%	12.8%	16.3%	22.1%	16.3%	12.8%	
Q6f Counter gang activities	1.2%	1.2%	2.4%	4.7%	8.2%	10.6%	10.6%	27.1%	16.5%	17.6%	
Q6g Garbage collection	0.0%	1.0%	1.0%	1.0%	3.1%	4.1%	11.3%	24.7%	15.5%	38.1%	
Q6h Uncontainerized trash collection	3.3%	2.2%	3.3%	3.3%	8.9%	10.0%	12.2%	25.6%	13.3%	17.8%	
Q6i Preventing illegal dumping	11.1%	3.7%	3.7%	2.5%	14.8%	13.6%	12.3%	13.6%	8.6%	16.0%	
Q6j Recycling programs	2.2%	2.2%	3.2%	5.4%	10.8%	7.5%	4.3%	22.6%	21.5%	20.4%	
Q6k New street construction	1.1%	1.1%	4.3%	3.2%	12.8%	8.5%	12.8%	18.1%	21.3%	17.0%	
Q6l Street repair/maintenance	1.1%	3.2%	9.5%	3.2%	8.4%	7.4%	17.9%	18.9%	16.8%	13.7%	
Q6m Code enforcement	2.7%	0.0%	4.1%	5.5%	9.6%	4.1%	20.5%	26.0%	12.3%	15.1%	
Q6n Providing parks/recreation	0.0%	1.1%	2.2%	1.1%	4.5%	11.2%	11.2%	27.0%	23.6%	18.0%	
Q6o Programs for youth	3.8%	1.3%	3.8%	2.5%	8.8%	7.5%	21.3%	23.8%	13.8%	13.8%	
Q6p Attract new employers	2.5%	1.3%	1.3%	3.8%	11.3%	6.3%	18.8%	16.3%	20.0%	18.8%	
Q6q Provide art/cultural events	0.0%	2.3%	2.3%	8.1%	10.5%	5.8%	16.3%	26.7%	9.3%	18.6%	
Q6r Services for the elderly	0.0%	0.0%	1.3%	5.0%	8.8%	8.8%	12.5%	23.8%	13.8%	26.3%	
Q6s Internet access to City info	0.0%	1.6%	0.0%	6.6%	6.6%	8.2%	21.3%	23.0%	13.1%	19.7%	

**EXCLUDING DON'T KNOWS**

**Q6. Using a scale of 1 to 10 where 10 means "excellent" and 1 means "poor," please rate the job the City of Casa Grande is doing providing the following services: (EXCLUDING DON'T KNOWS)**

	Mean	Total	Sum
Q6a Police protection	7.72	98	757
Q6b Fire protection	8.33	92	766
Q6c Emergency medical response	8.57	81	694
Q6d Enforcement of traffic laws	7.59	90	683
Q6e Crime prevention programs	7.16	86	616
Q6f Counter gang activities	7.49	85	637
Q6g Garbage collection	8.47	97	822
Q6h Uncontainerized trash collection	7.23	90	651
Q6i Preventing illegal dumping	6.28	81	509
Q6j Recycling programs	7.45	93	693
Q6k New street construction	7.39	94	695
Q6l Street repair/maintenance	7.0	95	665
Q6m Code enforcement	7.23	73	528
Q6n Providing parks/recreation	7.9	89	703
Q6o Programs for youth	7.16	80	573
Q6p Attract new employers	7.46	80	597
Q6q Provide art/cultural events	7.29	86	627
Q6r Services for the elderly	7.84	80	627
Q6s Internet access to City info	7.59	61	463

# *GIS Mapping*

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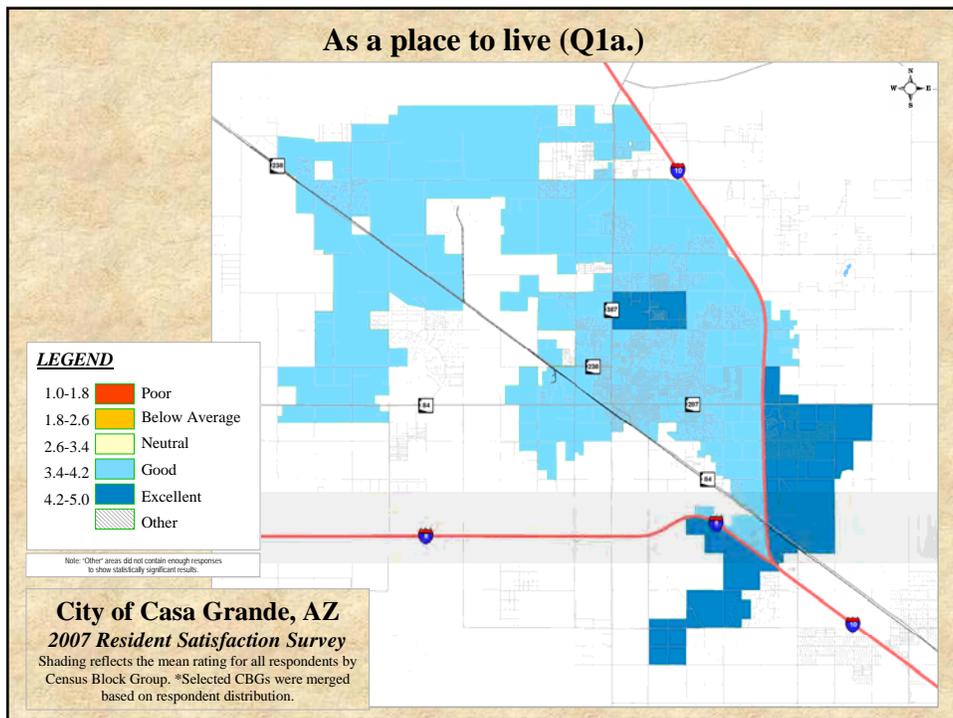
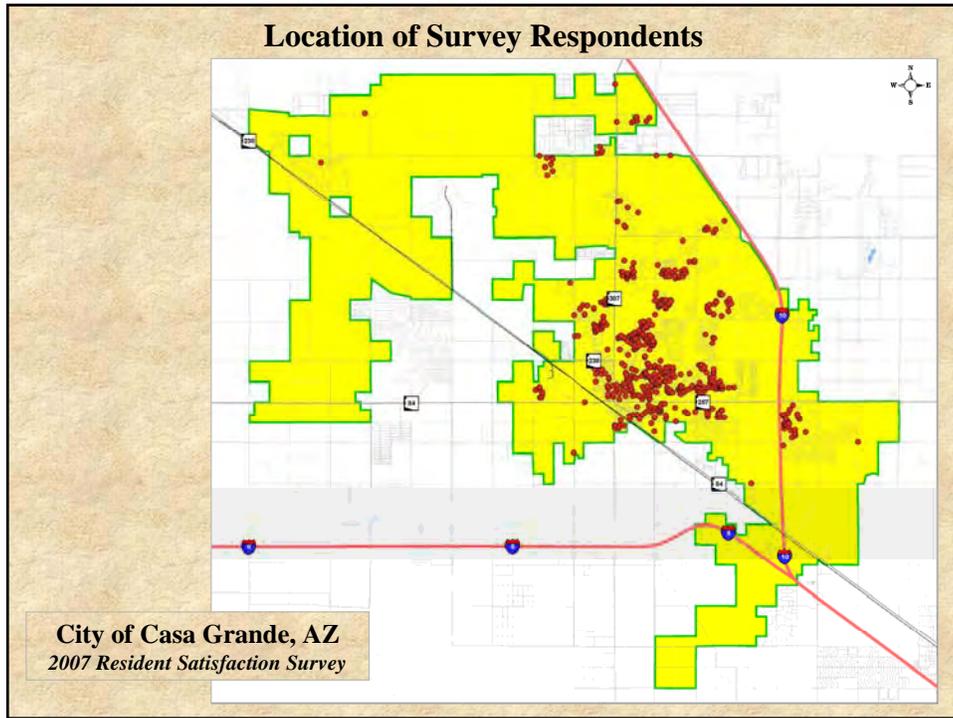
## Interpreting the Maps

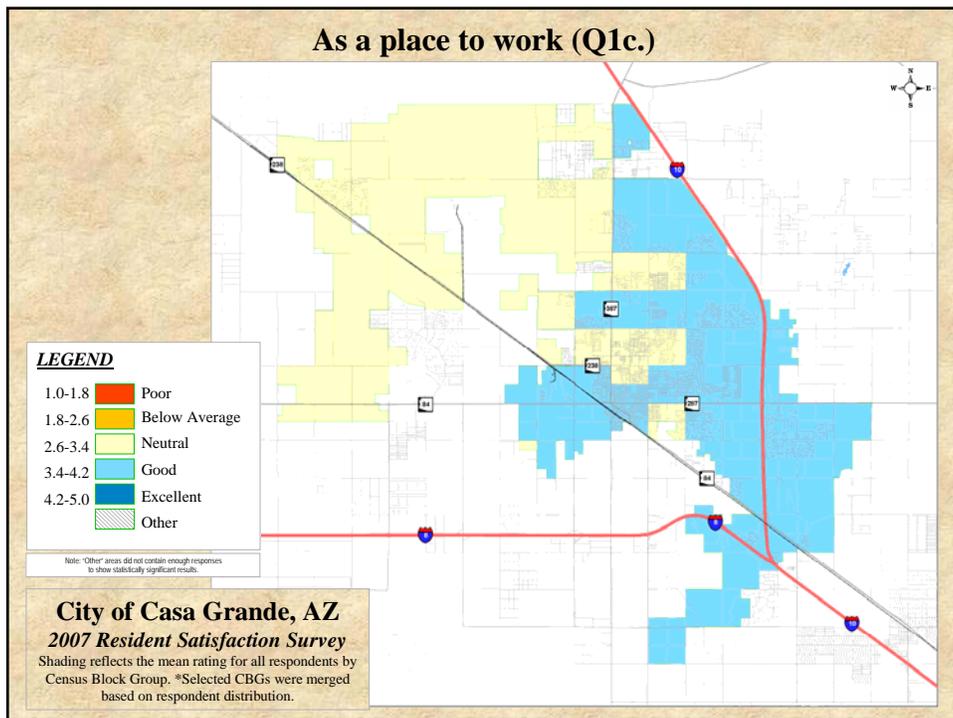
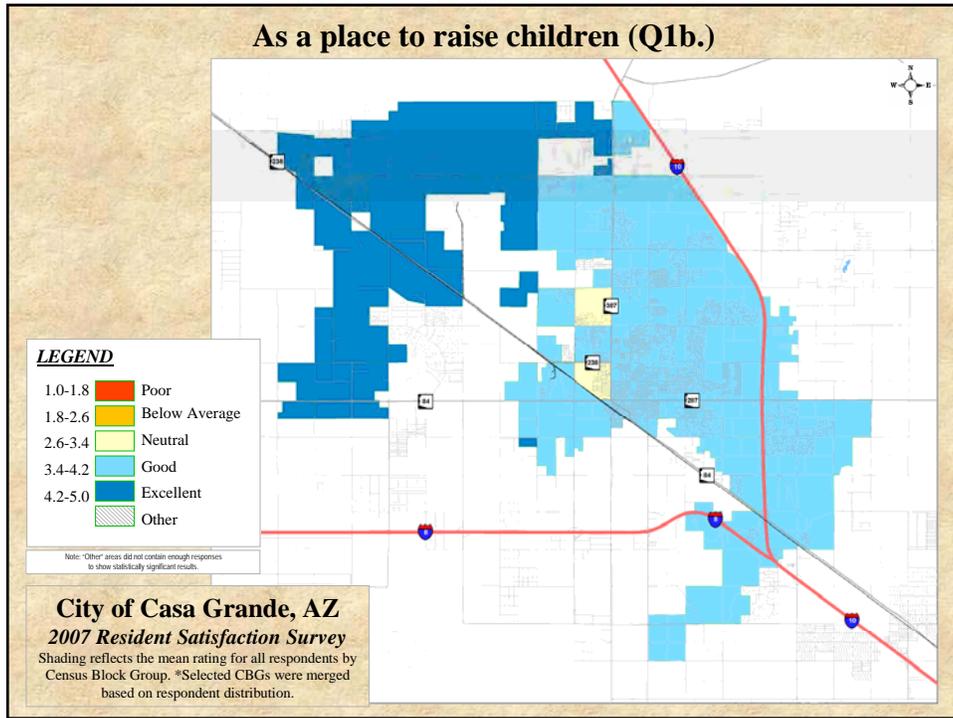
The maps on the following pages show the mean ratings for several questions by Census Block Group within the city limits of Casa Grande.

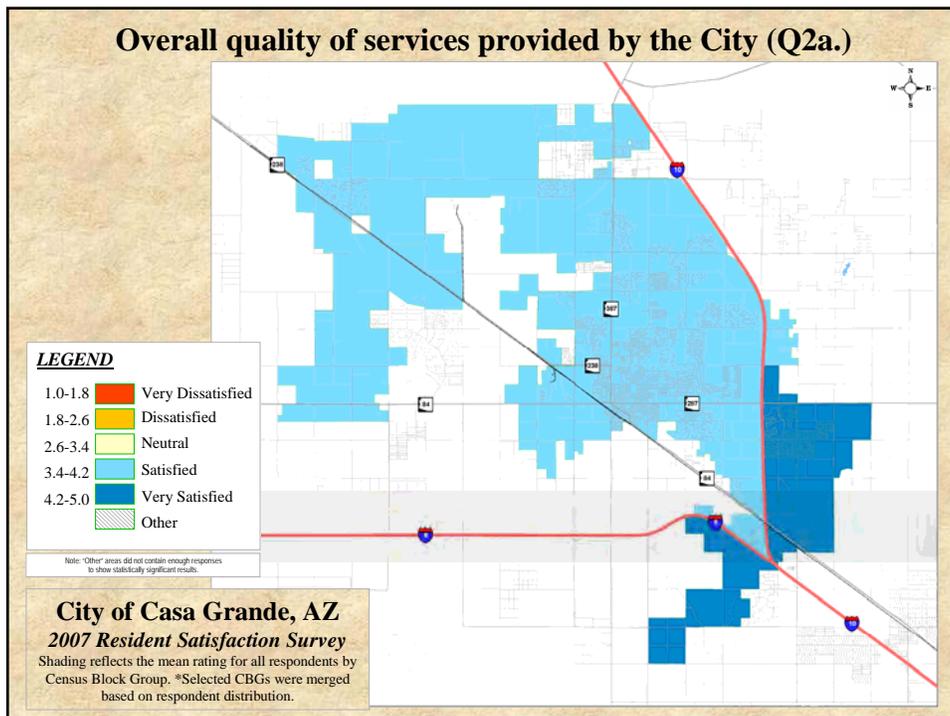
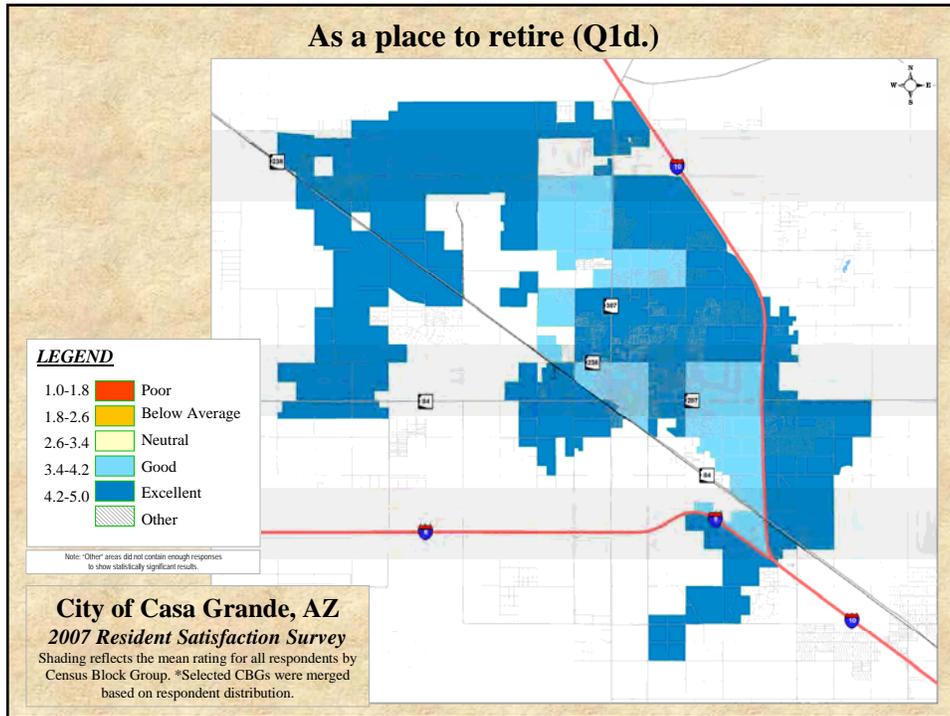
If all Census Block Groups on a map are the same color, then most residents in the community generally feel the same about that issue.

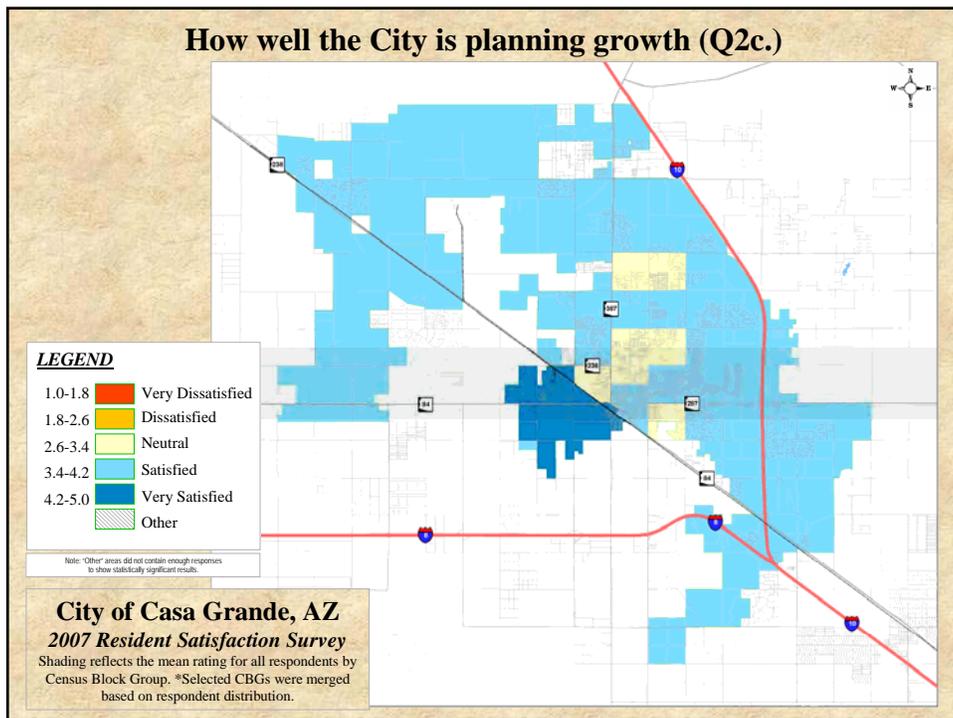
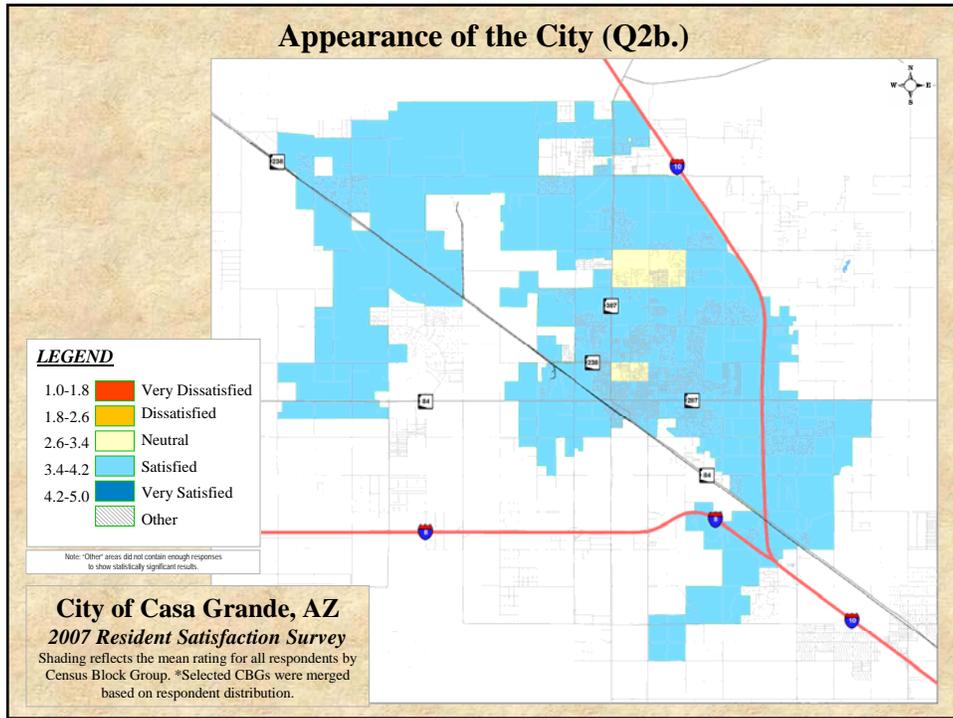
When reading the maps, please use the following color scheme as a guide:

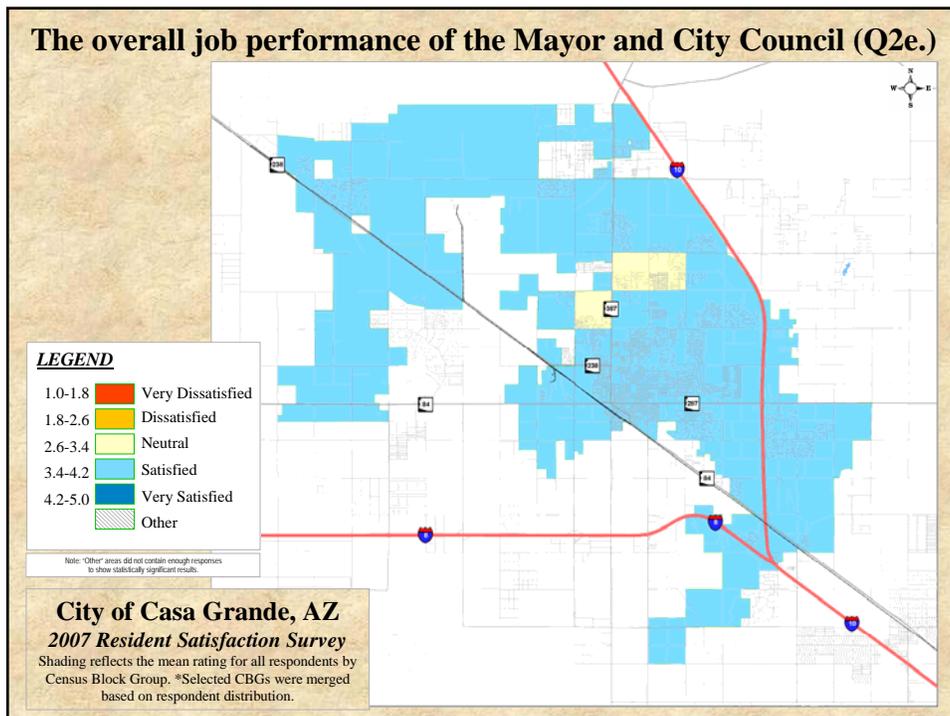
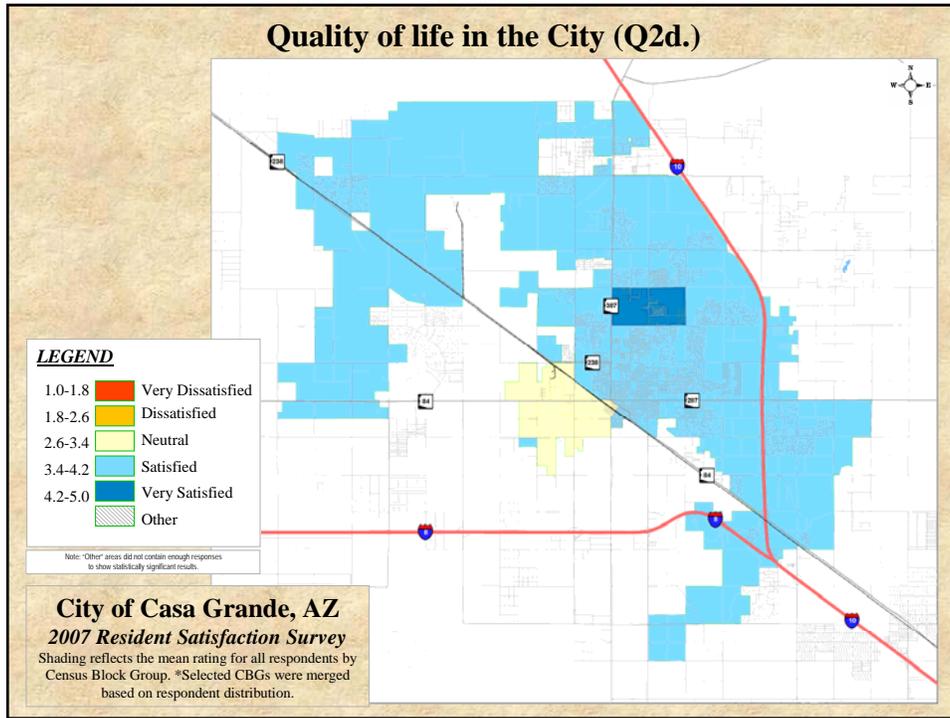
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.

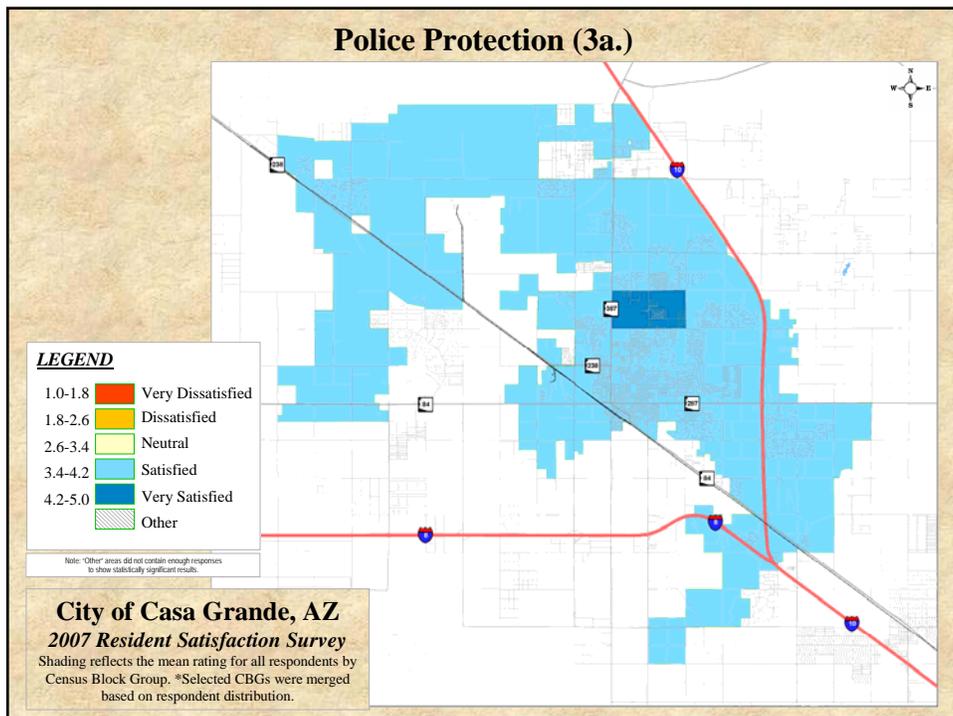
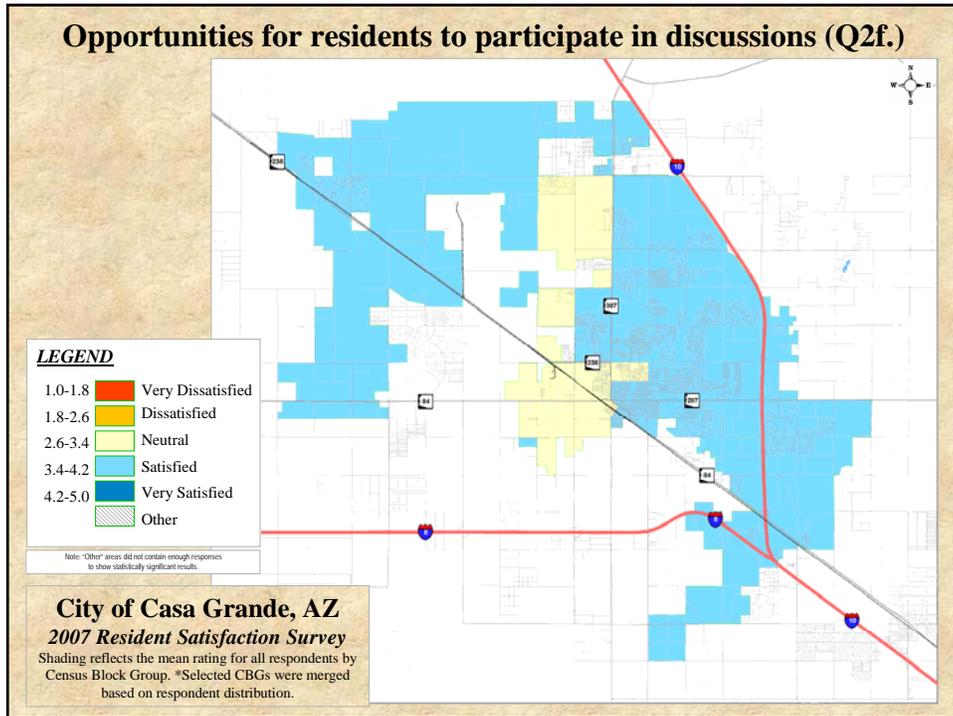


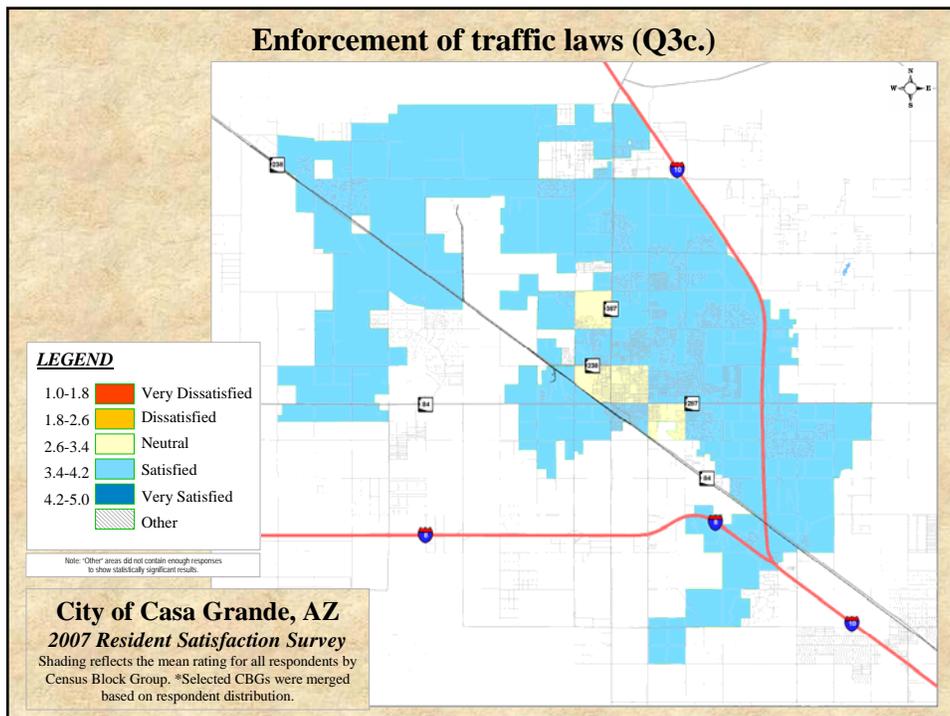
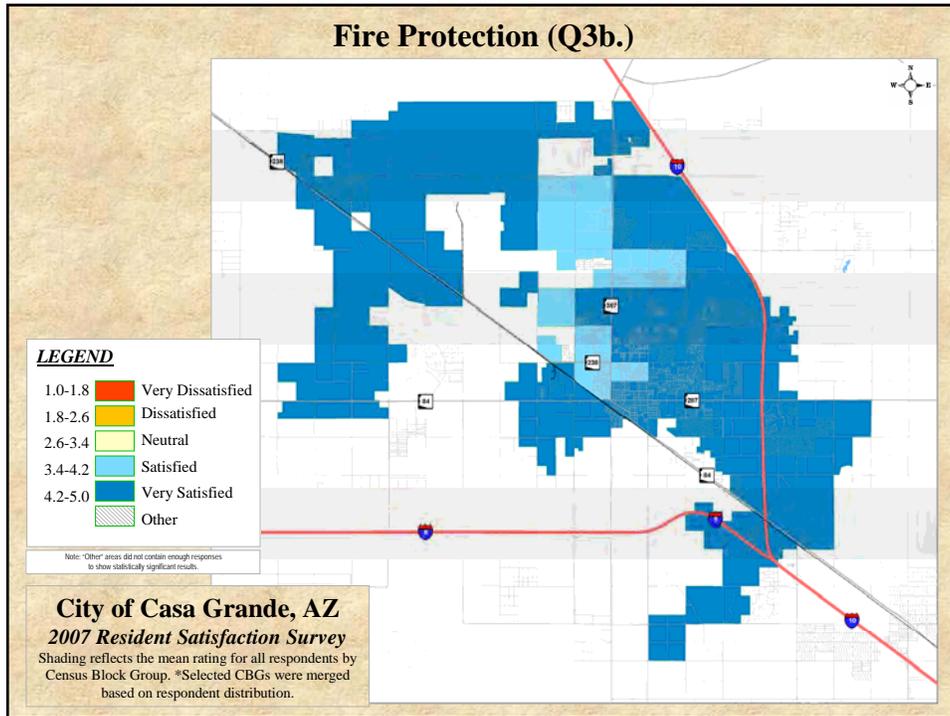


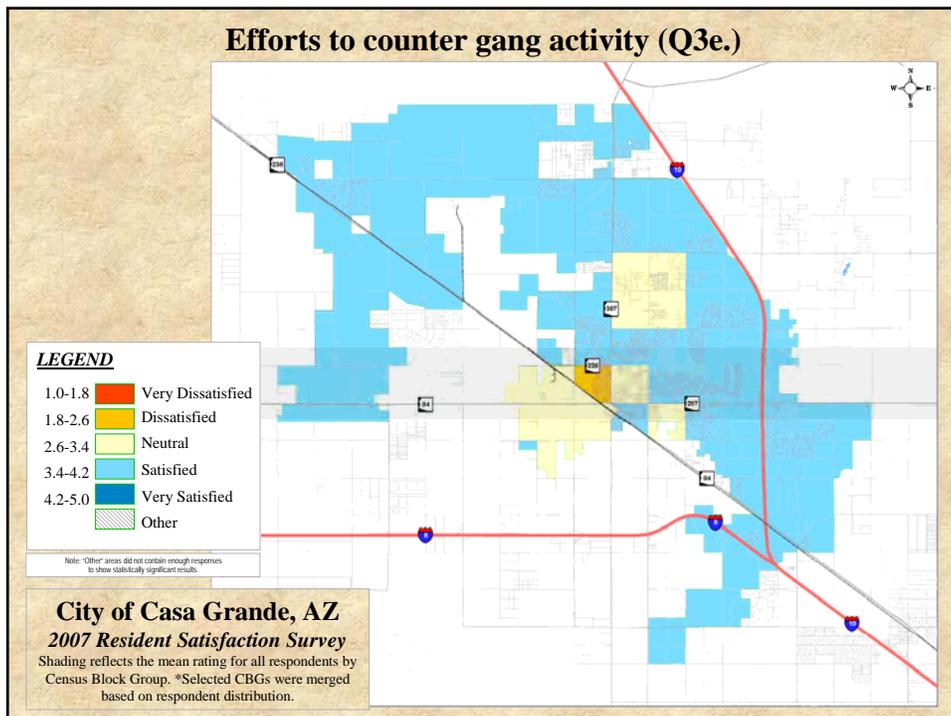
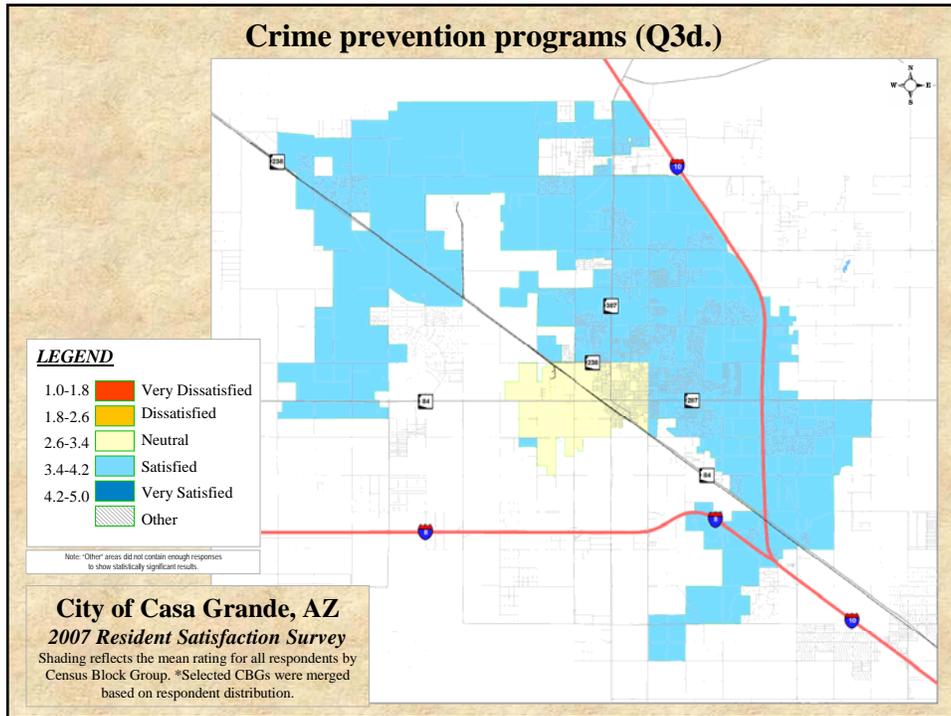


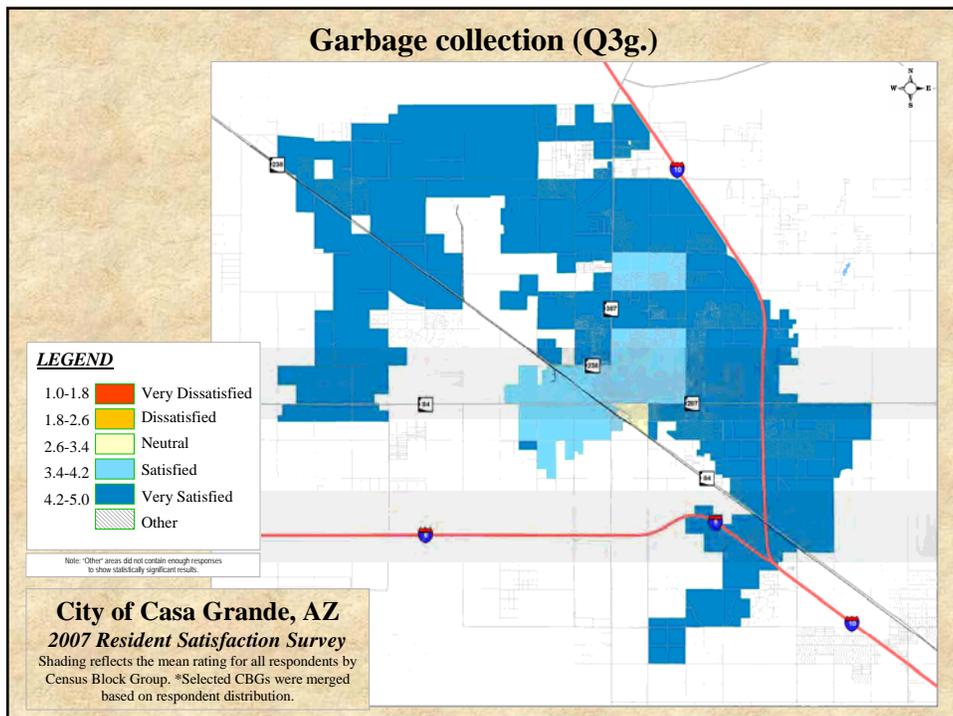
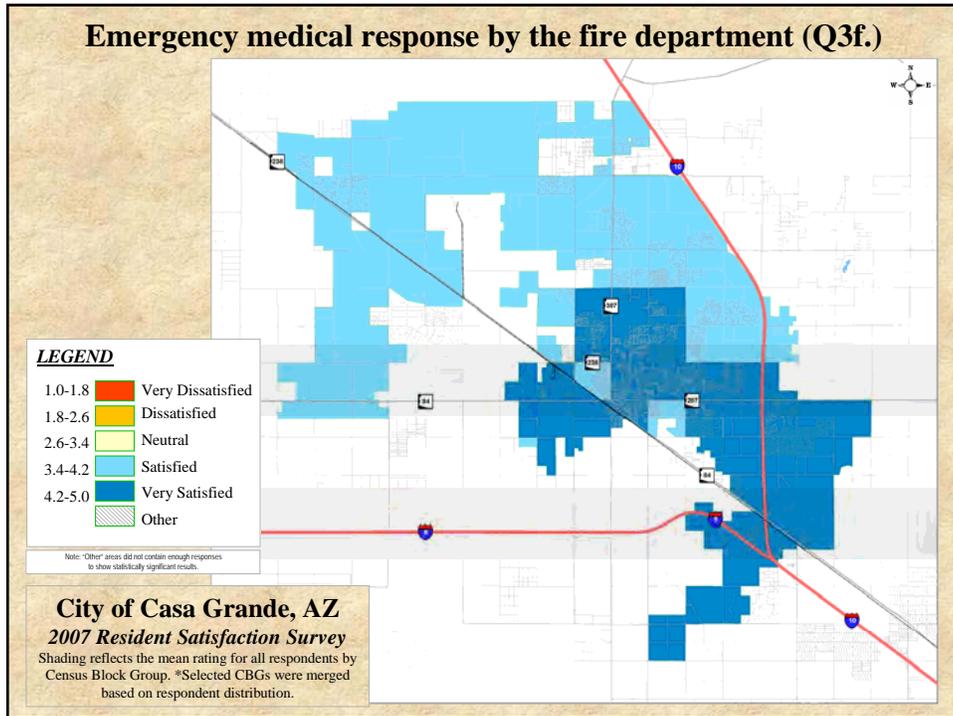


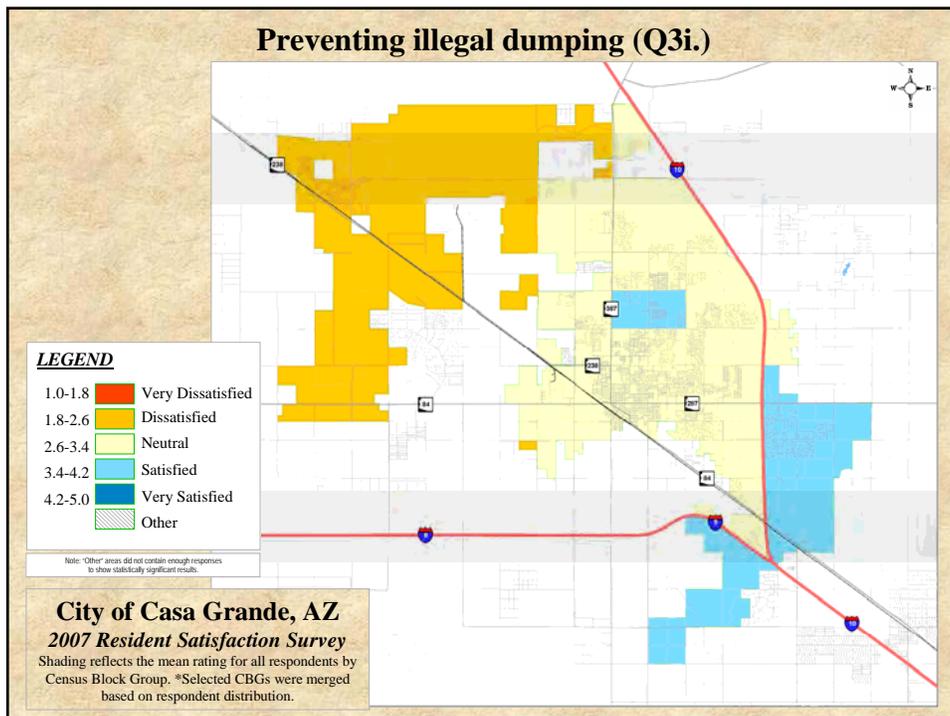
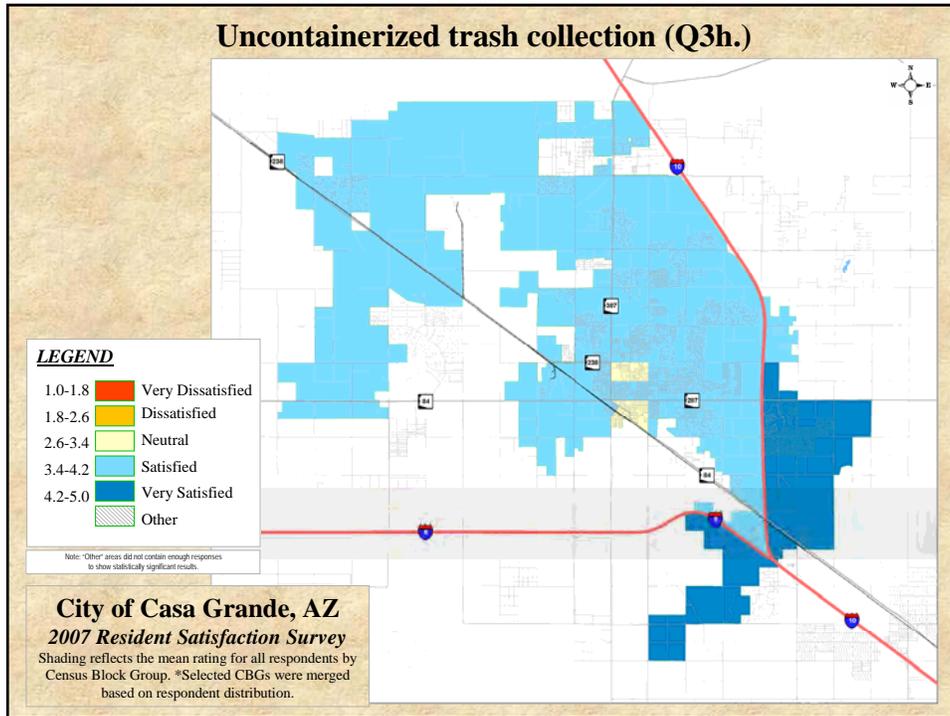


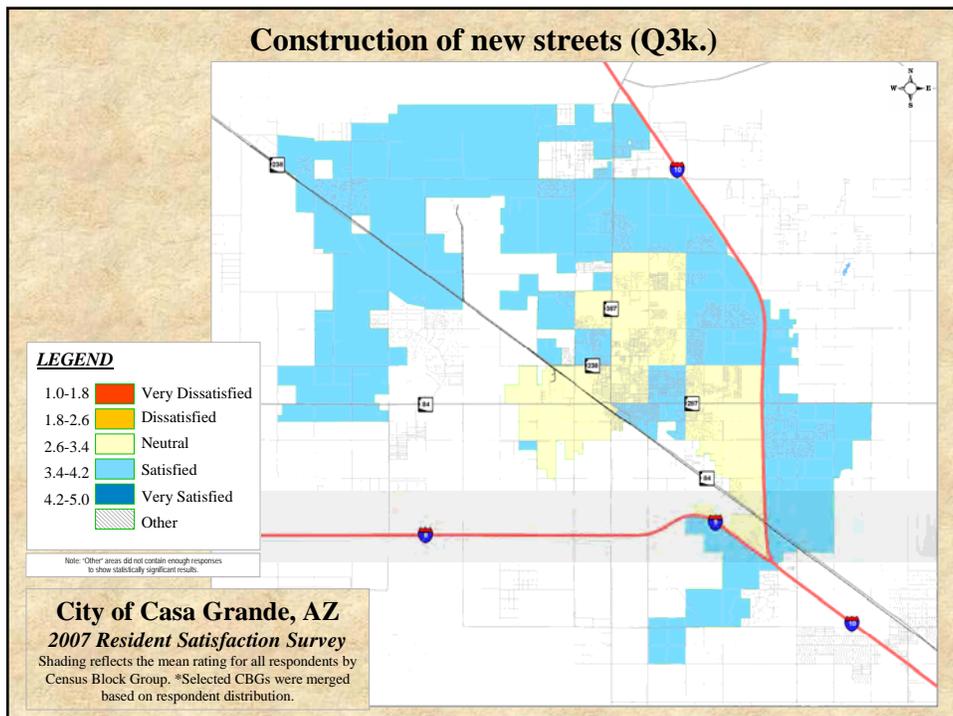
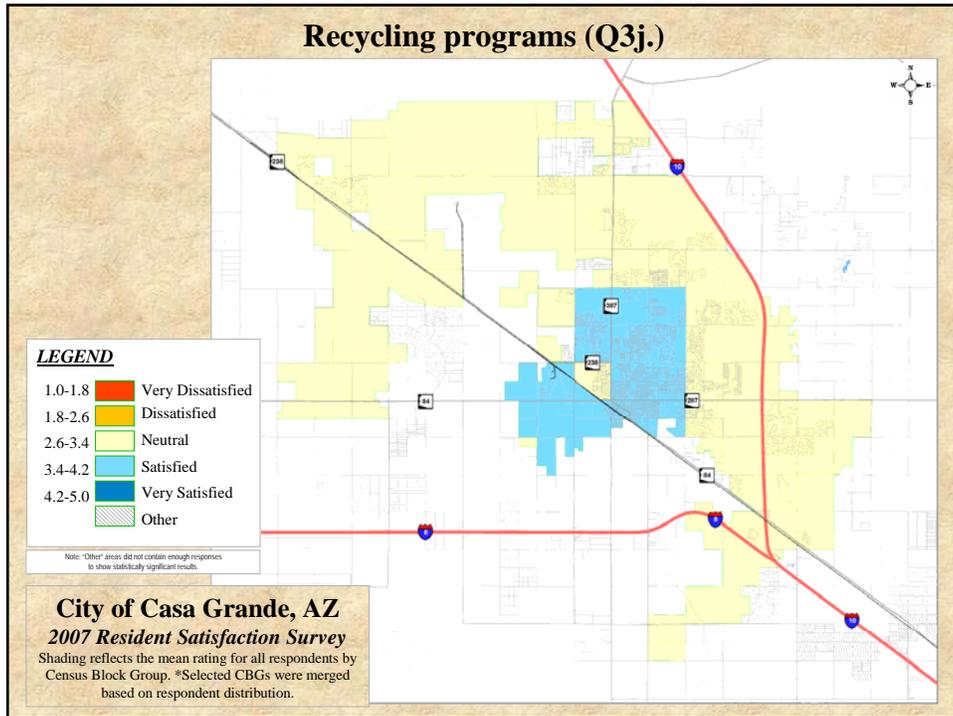


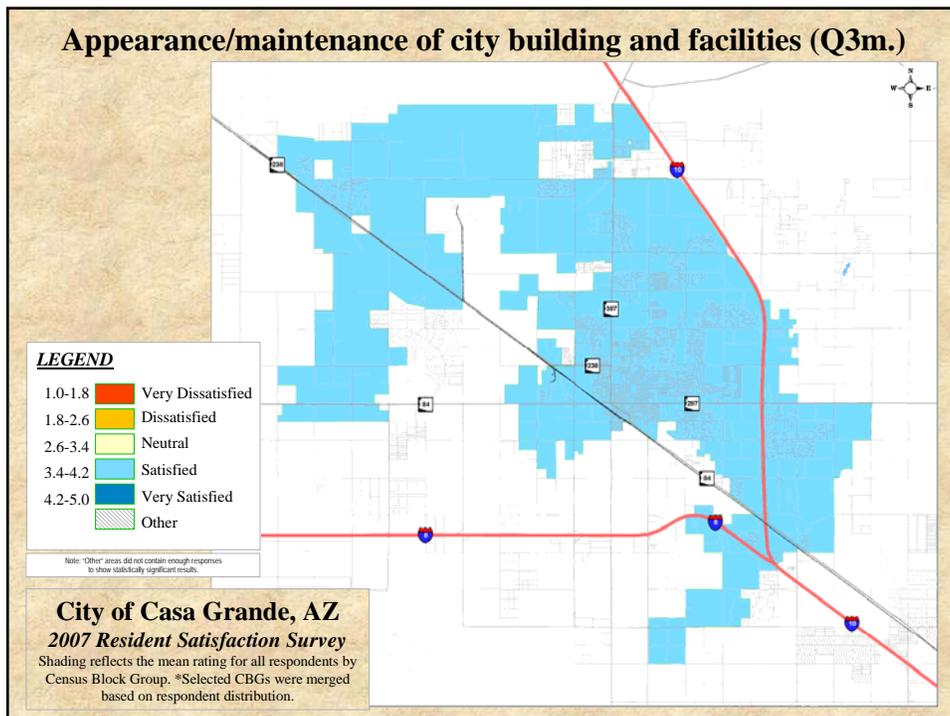
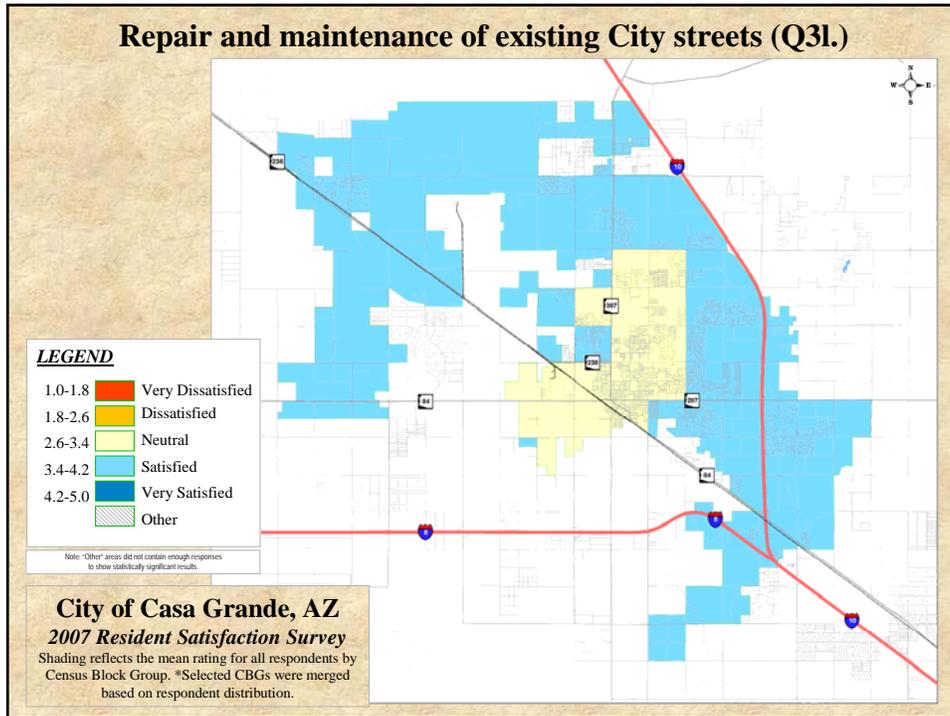


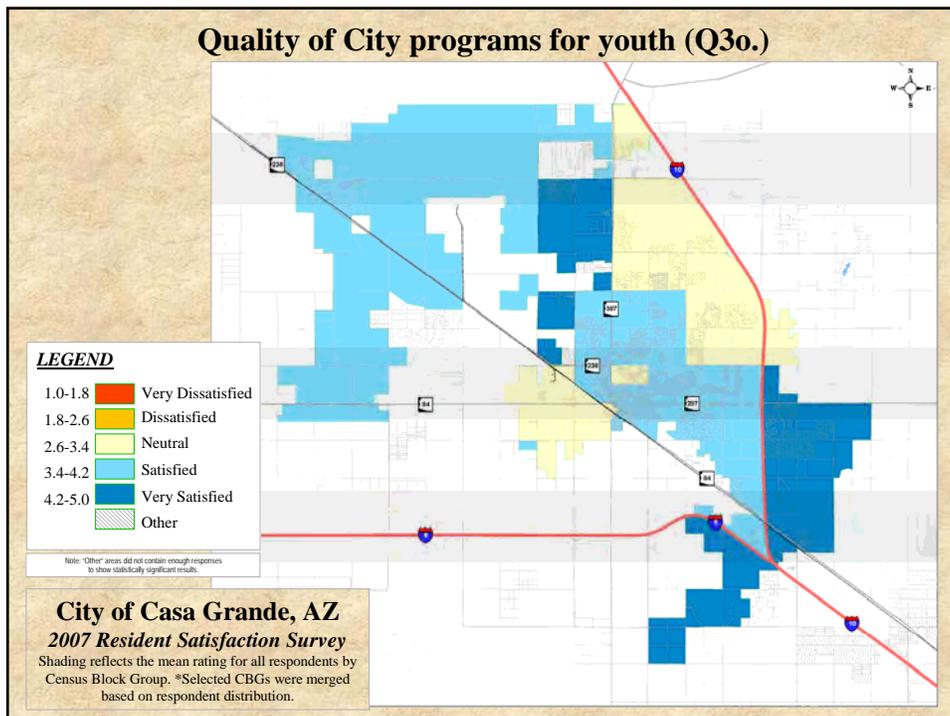
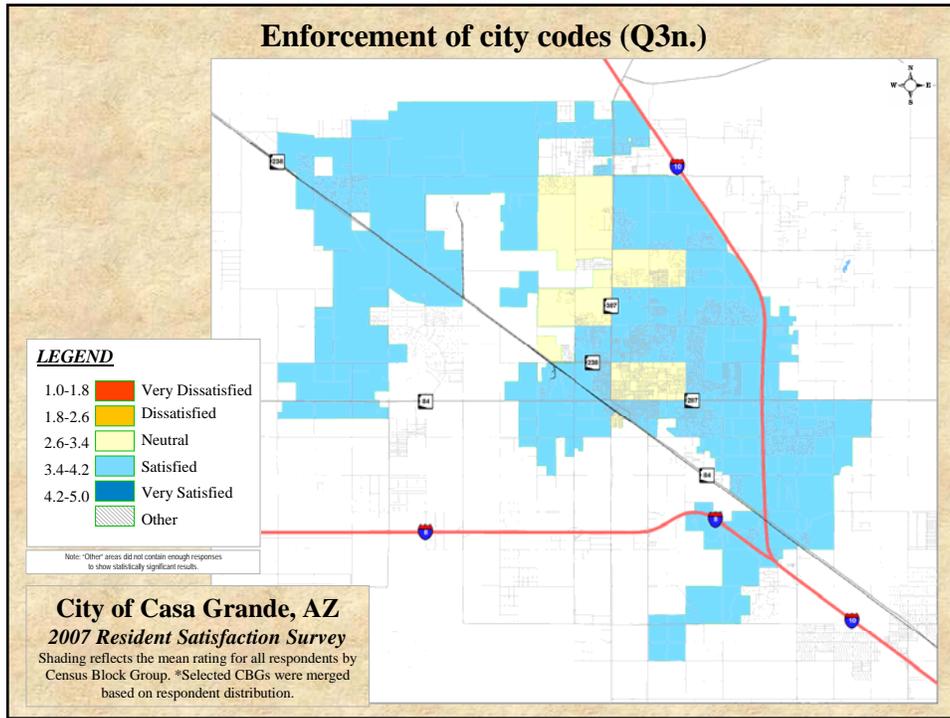


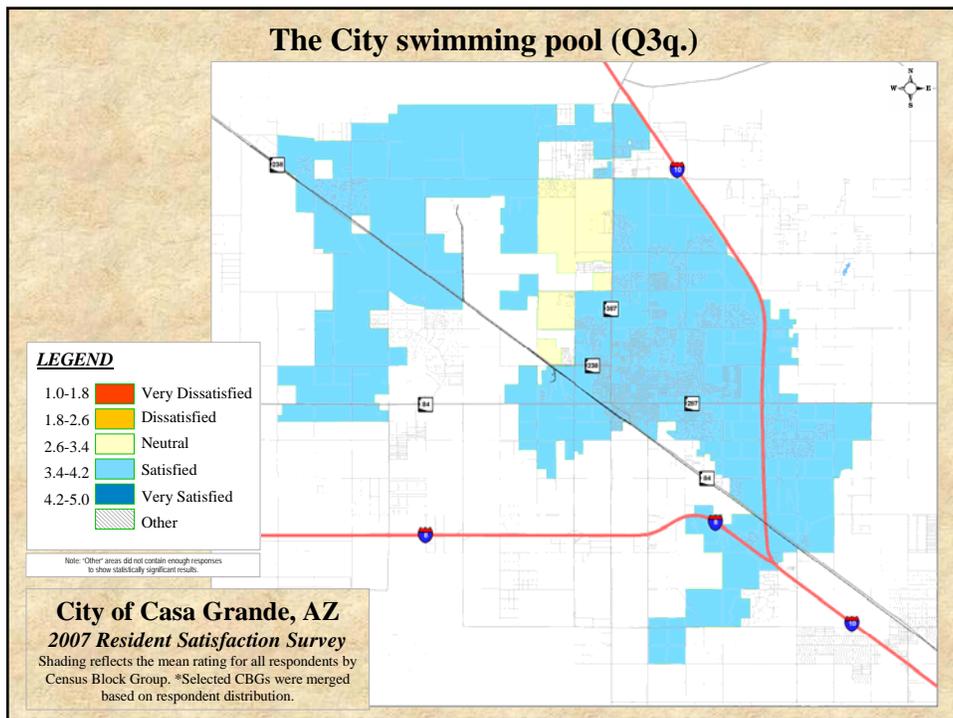
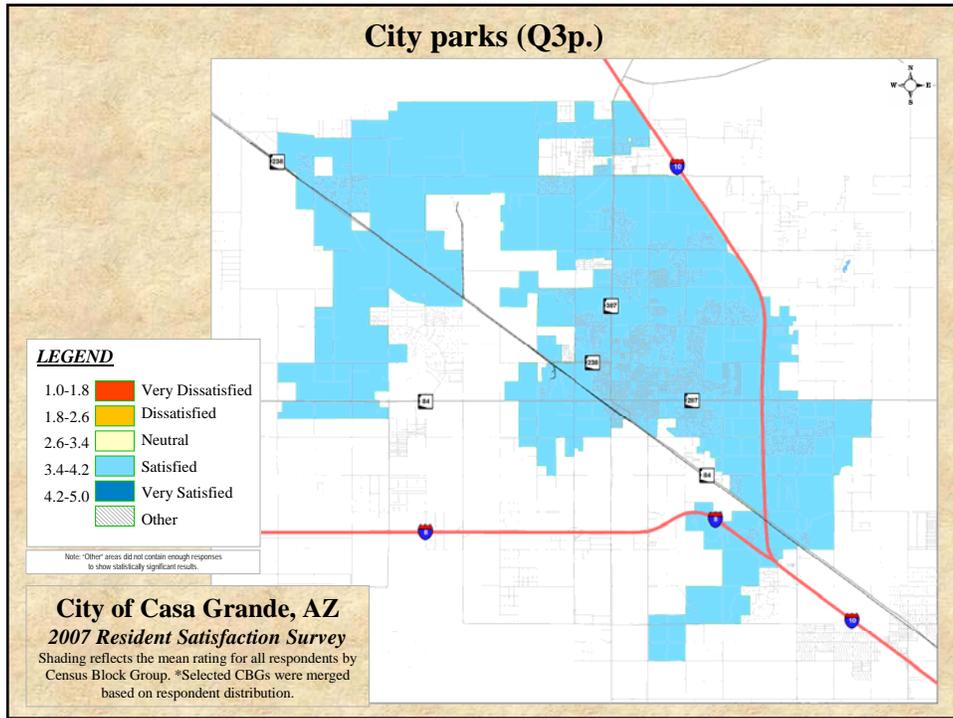


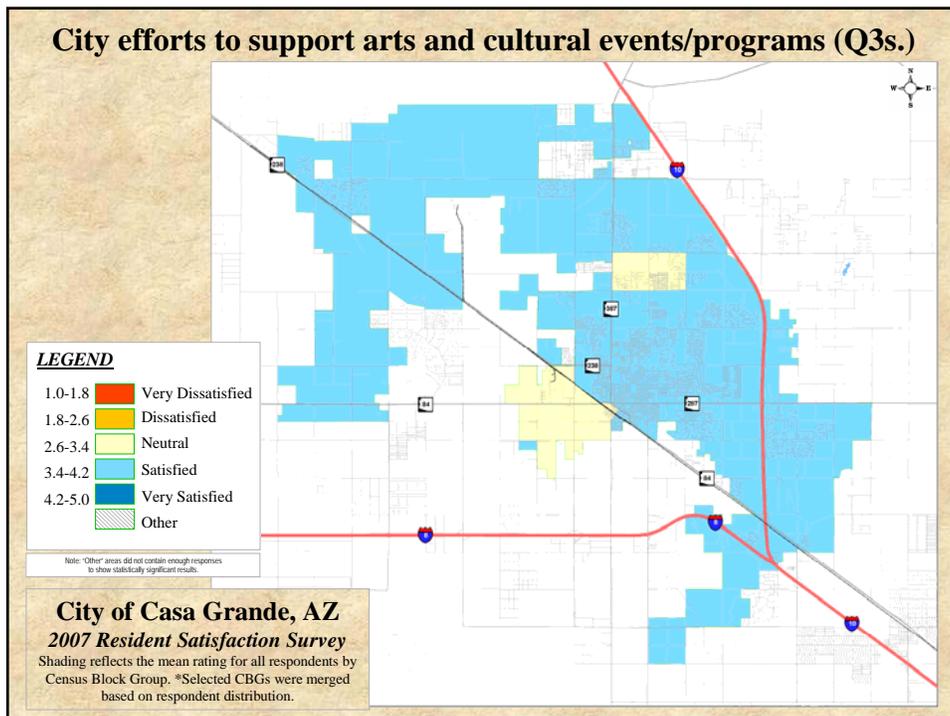
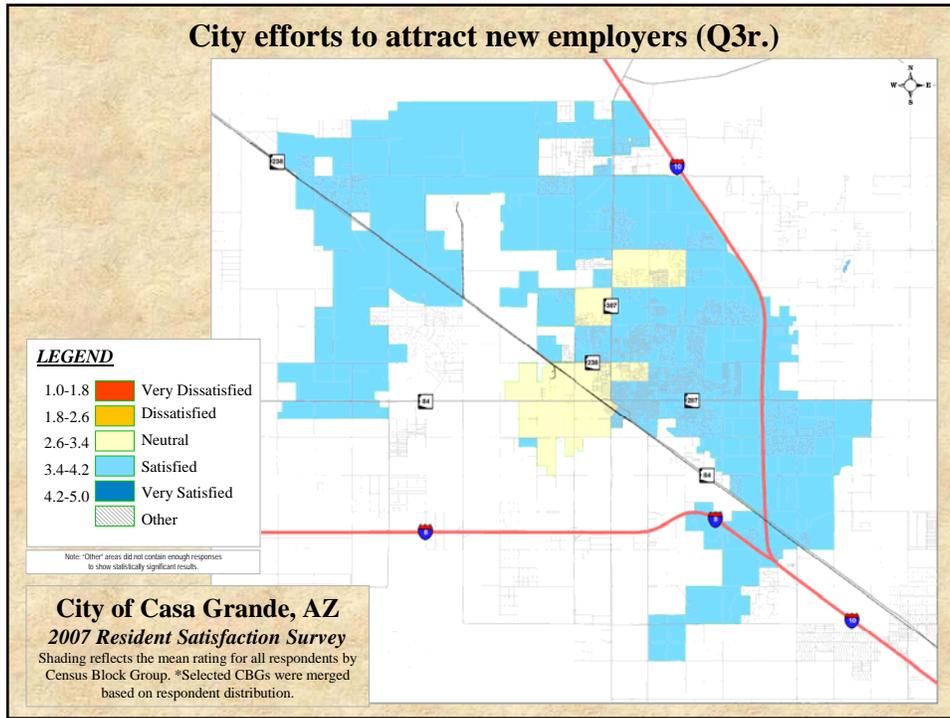


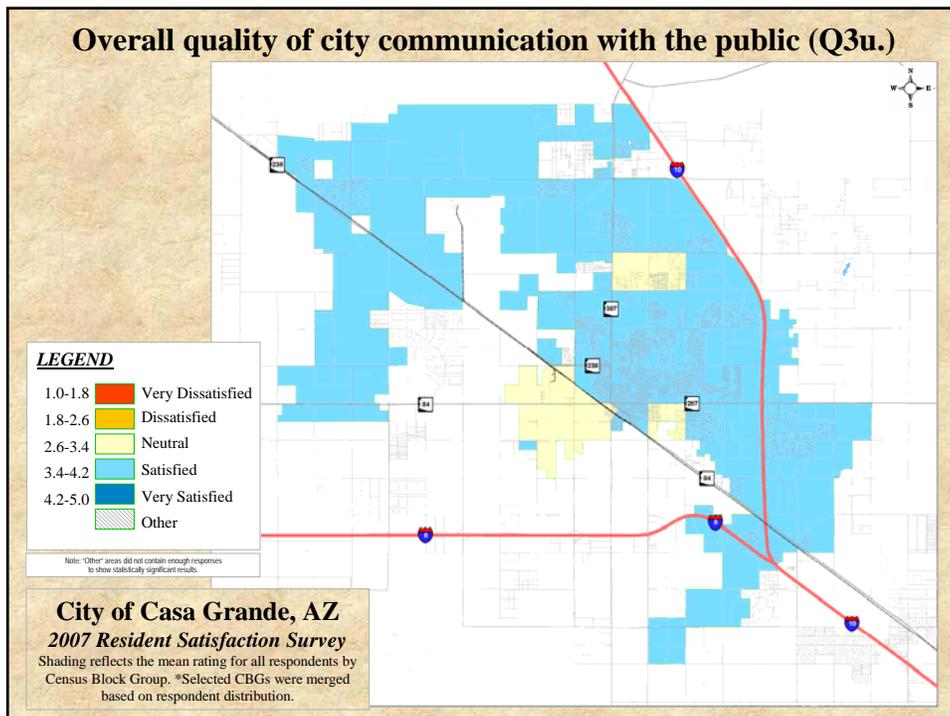
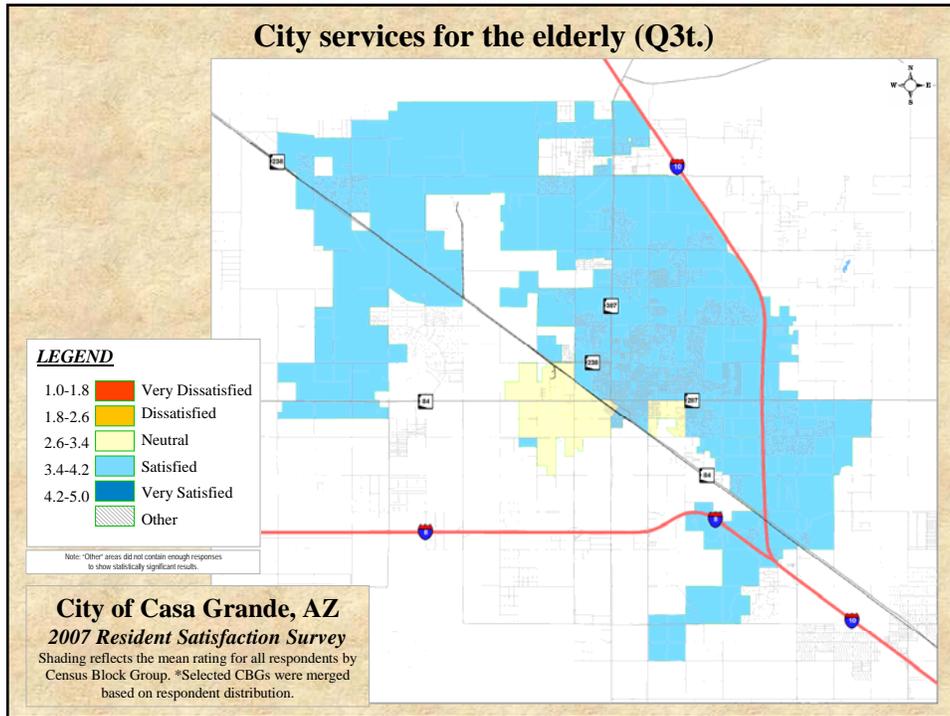


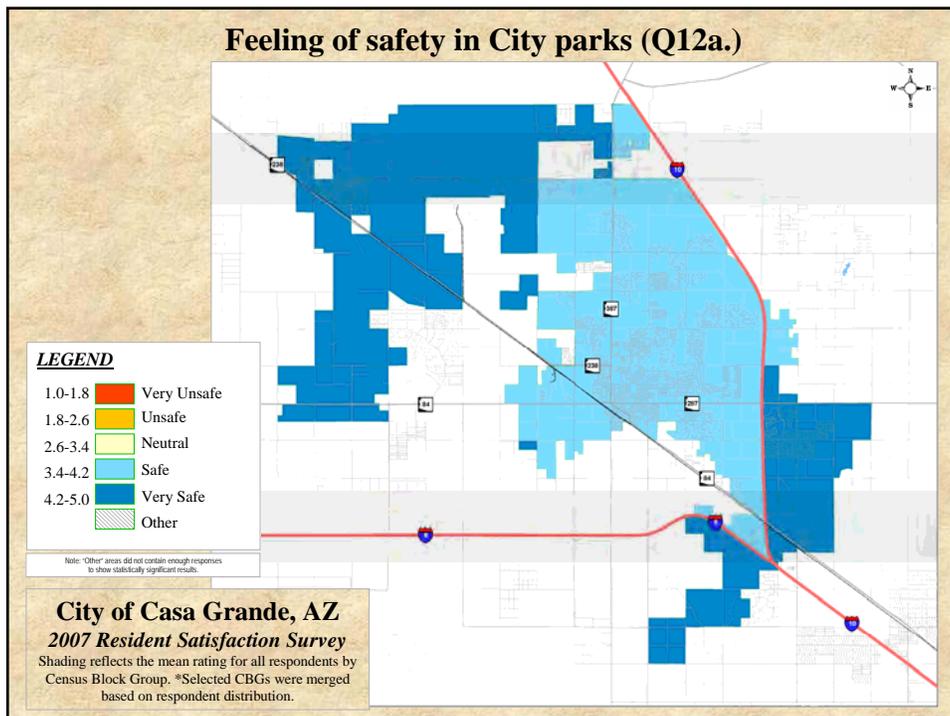
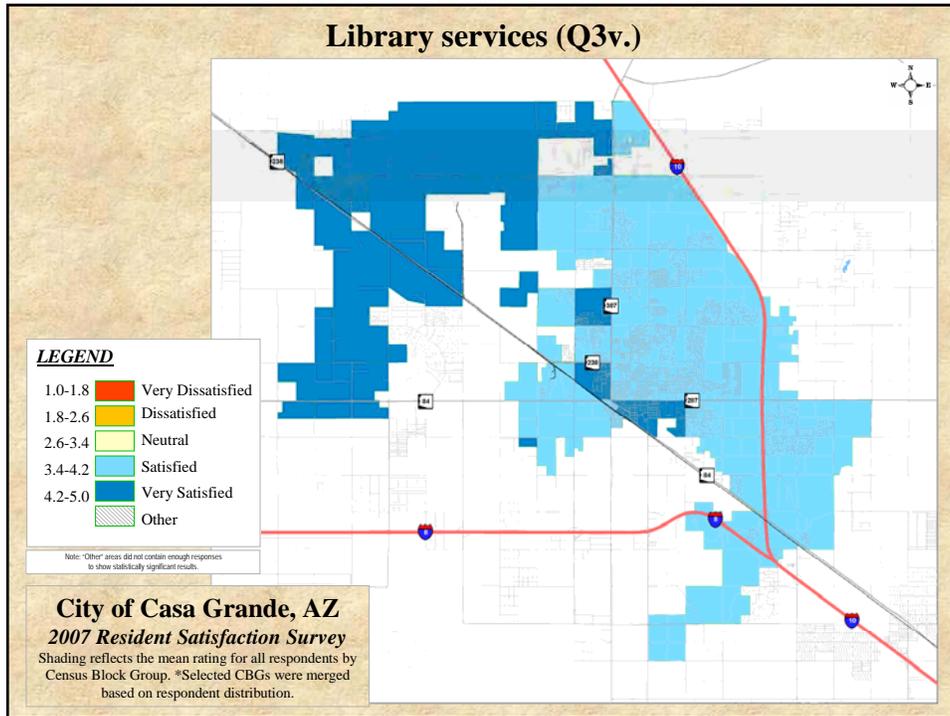


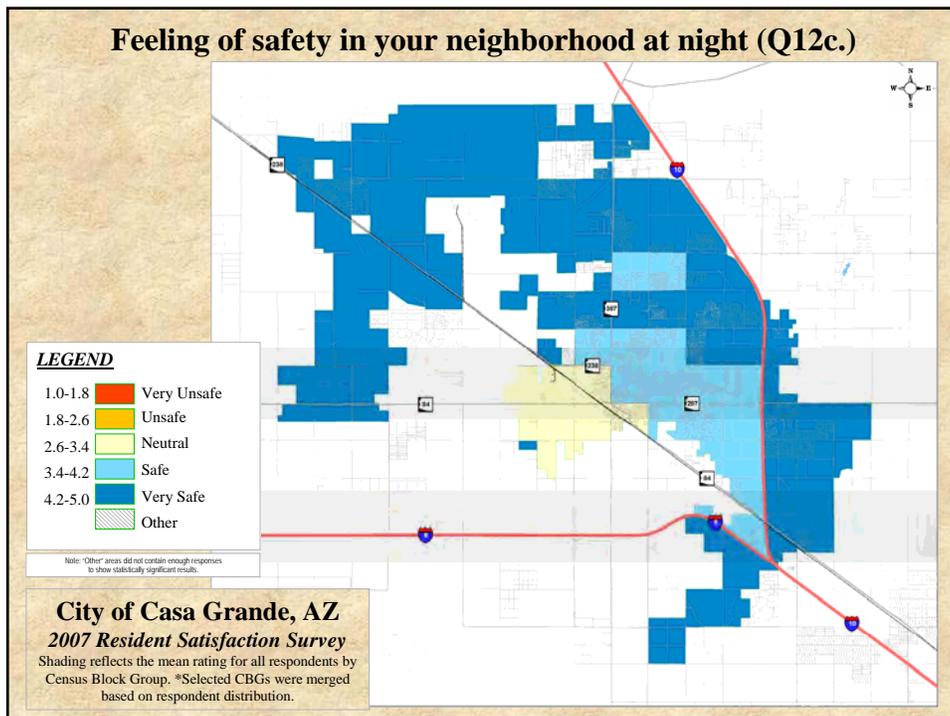
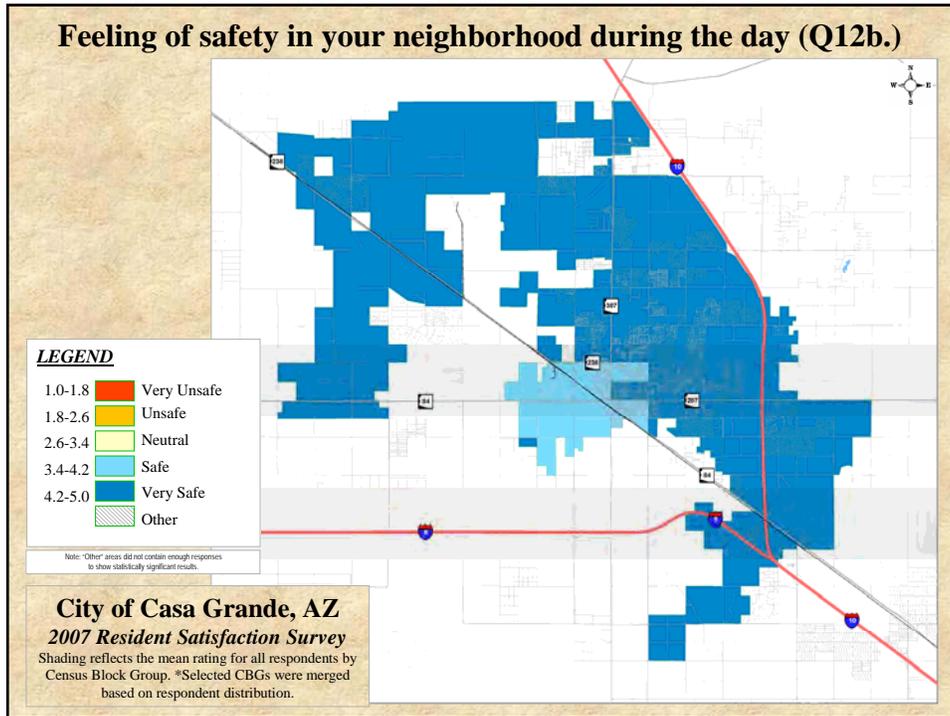


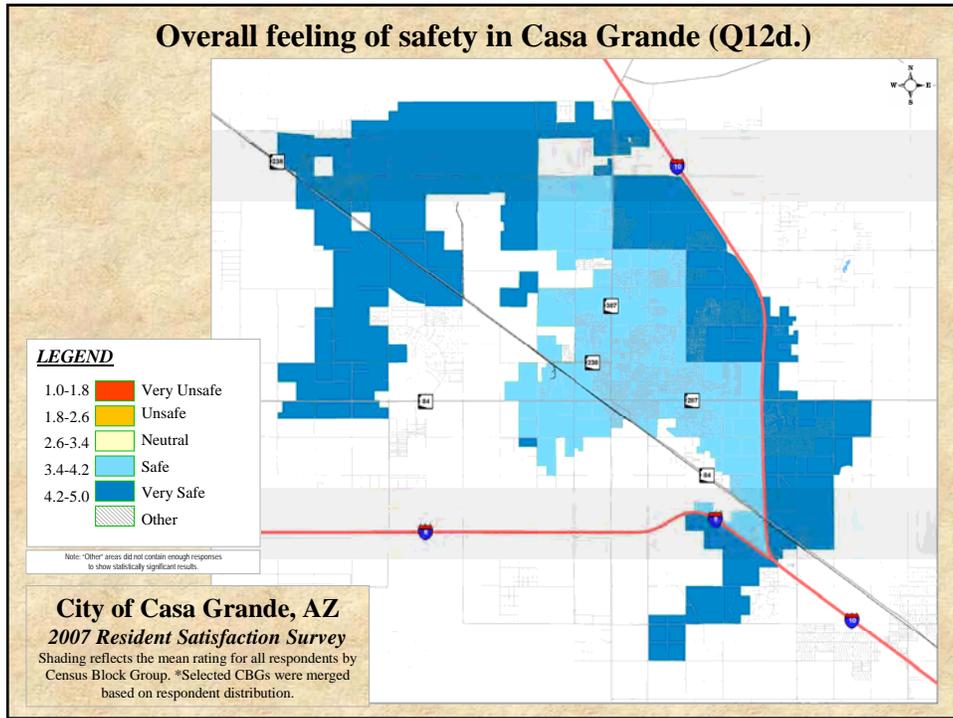












# *Importance-Satisfaction Analysis*

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# Importance-Satisfaction Analysis

## Casa Grande, Arizona

### Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding >"don't knows"=). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [I-S=Importance x (1-Satisfaction)].

**Example of the Calculation.** Respondents were asked to identify City services they thought should receive the most emphasis over the next two years. Nineteen percent (19%) ranked *crime prevention programs* as the most important service to emphasize over the next two years.

With regard to satisfaction, *crime prevention programs* was ranked sixteenth overall with 56% rating *crime prevention programs* as a "A4" or a "A5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *crime prevention programs* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 19% was multiplied by 44% (1-0.56). This calculation yielded an I-S rating of 0.0836, which was ranked fifth out of 22 City services assessed.

**Importance-Satisfaction Matrix Analysis.**

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of City services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for the City of Casa Grande are provided on the following pages.

# Importance-Satisfaction Rating

## City of Casa Grande

### City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Repair/maintenance of City streets	27%	1	49%	21	0.1377	1
Construction of new streets	23%	4	53%	18	0.1081	2
Efforts to counter gang activities	24%	3	55%	17	0.1080	3
Preventing illegal dumping	18%	6	42%	22	0.1044	4
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Crime prevention programs	19%	5	56%	16	0.0836	5
Efforts to attract new employers	14%	11	52%	19	0.0672	6
Recycling programs	15%	10	56%	15	0.0660	7
Enforcement of traffic laws	15%	9	57%	14	0.0645	8
Quality of City youth programs	17%	7	63%	10	0.0629	9
Police protection	25%	2	76%	5	0.0600	10
City services for the elderly	15%	8	64%	9	0.0540	11
Enforcement of City codes	11%	12	51%	20	0.0539	12
Quality of communication with the public	11%	13	59%	13	0.0451	13
Uncontainerized trash collection	11%	14	61%	11	0.0429	14
Support for arts and cultural programs/events	10%	16	61%	12	0.0390	15
City parks	9%	18	67%	7	0.0297	16
Appearance/maintenance of City building/facilities	7%	19	73%	6	0.0189	17
Garbage collection	9%	17	82%	3	0.0162	18
Library services	7%	20	79%	4	0.0147	19
City swimming pool	4%	22	66%	8	0.0136	20
Fire protection	10%	15	90%	1	0.0100	21
Fire Department's emergency medical response	5%	21	86%	2	0.0070	22

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices to emphasize over the next three years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

## **Interpreting the Ratings**

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

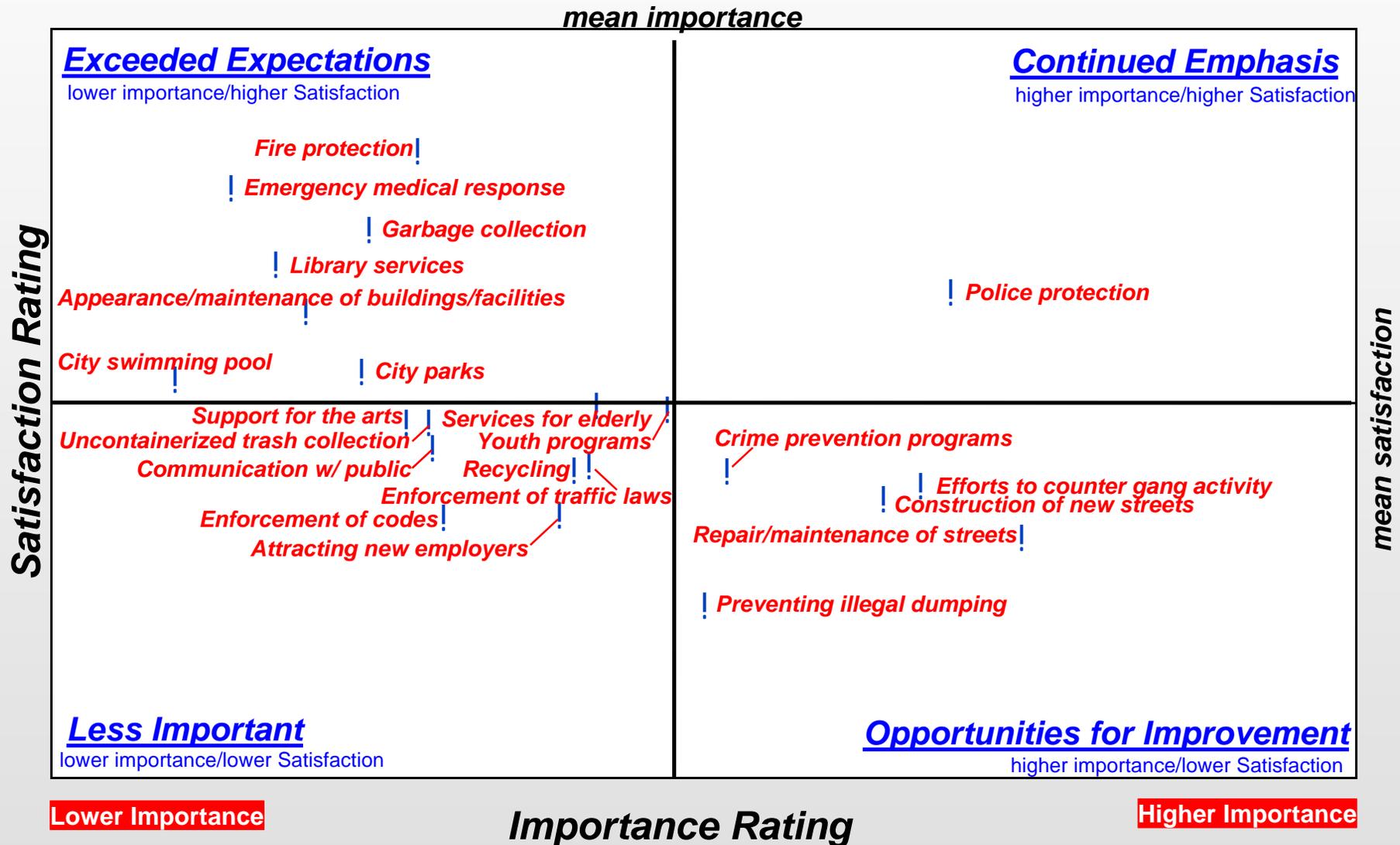
- *Definitely Increase Emphasis ( $IS \geq 0.20$ )*
- *Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )*
- *Maintain Current Emphasis ( $IS < 0.10$ )*

The results for Casa Grande are provided on the following page.

# 2007 Casa Grande Resident Satisfaction Survey Importance-Satisfaction Assessment Matrix

## -Overall City Services-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2008)

# *Tabular Data*

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**Q1. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Casa Grande with regard to the following:**

(N=664)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5	Don't Know 9
Q1a As a place to live	1.4%	3.3%	19.7%	43.2%	32.4%	0.0%
Q1b As a place to raise children	3.8%	7.4%	20.0%	27.7%	19.6%	21.5%
Q1c As a place to work	5.6%	9.6%	20.6%	23.5%	16.4%	24.2%
Q1d As a place to retire	2.3%	4.1%	10.8%	32.5%	45.9%	4.4%

**EXCLUDING DON'T KNOWS**

**Q1. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Casa Grande with regard to the following: (Excluding Don't Know)**

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5
Q1a As a place to live	1.4%	3.3%	19.7%	43.2%	32.4%
Q1b As a place to raise children	4.8%	9.4%	25.5%	35.3%	25.0%
Q1c As a place to work	7.4%	12.7%	27.2%	31.0%	21.7%
Q1d As a place to retire	2.4%	4.3%	11.3%	34.0%	48.0%

**Q2. Next, I am going to read you a list of items that may influence your perception of the City of Casa Grande. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=664)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q2a Overall quality of services provided by the City of Casa Grande	2.7%	4.8%	21.8%	44.1%	25.6%	0.9%
Q2b Appearance of the City	1.5%	8.0%	32.4%	38.6%	19.4%	0.2%
Q2c How well the City is planning growth	6.0%	9.3%	24.2%	33.3%	19.6%	7.5%
Q2d Quality of life in the City	1.4%	5.1%	25.8%	43.5%	22.0%	2.3%
Q2e The overall job performance of the Mayor and City Council of Casa Grande	2.4%	7.2%	23.6%	33.7%	14.6%	18.4%
Q2f Opportunities for residents to participate in discussions that affect them	3.2%	9.0%	24.2%	27.4%	18.5%	17.6%

**EXCLUDING DON'T KNOWS**

**Q2. Next, I am going to read you a list of items that may influence your perception of the City of Casa Grande. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Excluding Don't Know)**

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q2a Overall quality of services provided by the City of Casa Grande	2.7%	4.9%	22.0%	44.5%	25.8%
Q2b Appearance of the City	1.5%	8.0%	32.4%	38.6%	19.5%
Q2c How well the City is planning growth	6.5%	10.1%	26.2%	36.0%	21.2%
Q2d Quality of life in the City	1.4%	5.2%	26.3%	44.5%	22.5%
Q2e The overall job performance of the Mayor and City Council of Casa Grande	3.0%	8.9%	29.0%	41.3%	17.9%
Q2f Opportunities for residents to participate in discussions that affect them	3.8%	11.0%	29.4%	33.3%	22.5%

2007 Casa Grande Resident Satisfaction Survey

**Q3. Next, I am going to ask you to rate your satisfaction with various services provided by the City of Casa Grande. Please rate each item I read on a scale of 1 to 5 where 1 means "very dissatisfied" and 5 means "very satisfied".**

(N=664)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q3a Police Protection	2.7%	5.6%	15.4%	40.8%	31.0%	4.5%
Q3b Fire Protection	0.6%	1.1%	7.1%	39.8%	41.0%	10.5%
Q3c Enforcement of traffic laws	4.2%	10.4%	25.2%	34.5%	17.5%	8.3%
Q3d Crime prevention programs	5.1%	8.7%	21.1%	29.5%	14.9%	20.6%
Q3e Efforts to counter gang activities	5.7%	10.4%	20.2%	27.7%	15.7%	20.3%
Q3f Emergency medical response by the fire department	0.6%	1.5%	9.2%	30.4%	40.5%	17.8%
Q3g Garbage collection	3.8%	3.5%	10.1%	36.6%	41.6%	4.5%
Q3h Uncontainerized trash collection	6.0%	7.5%	18.7%	29.7%	21.1%	17.0%
Q3i Preventing illegal dumping	11.4%	14.0%	18.7%	19.6%	12.0%	24.2%
Q3j Recycling programs	8.4%	13.4%	19.1%	30.0%	22.4%	6.6%
Q3k Construction of new streets	7.7%	11.7%	24.1%	34.8%	14.6%	7.1%
Q3l Repair and maintenance of existing city streets	6.9%	15.1%	27.0%	34.5%	12.5%	4.1%
Q3m Appearance/ Maintenance of City buildings & facilities	1.8%	4.7%	19.1%	42.6%	27.1%	4.7%
Q3n Enforcement of city codes	4.2%	8.3%	22.3%	24.8%	11.4%	28.9%
Q3o Quality of City youth programs	4.1%	6.3%	14.6%	26.1%	15.7%	33.3%
Q3p City parks	3.2%	7.5%	18.4%	35.4%	22.7%	12.8%
Q3q The City swimming pool	2.4%	5.1%	12.3%	22.4%	16.0%	41.7%
Q3r City efforts to attract new employers	4.8%	9.2%	21.4%	23.8%	13.6%	27.3%
Q3s City efforts to support arts & cultural events/programs	3.0%	7.7%	20.9%	35.2%	14.6%	18.5%
Q3t City services for the elderly	3.0%	8.0%	17.2%	29.4%	18.7%	23.8%
Q3u Overall quality of city communication with the public	2.7%	9.5%	24.7%	36.4%	15.7%	11.0%
Q3v Library services	1.8%	3.6%	12.8%	38.7%	26.4%	16.7%

**EXCLUDING DON'T KNOWS**

**Q3. Next, I am going to ask you to rate your satisfaction with various services provided by the City of Casa Grande. Please rate each item I read on a scale of 1 to 5 where 1 means "very dissatisfied" and 5 means "very satisfied". (Excluding Don't Know)**

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q3a Police Protection	2.8%	5.8%	16.1%	42.7%	32.5%
Q3b Fire Protection	0.7%	1.2%	7.9%	44.4%	45.8%
Q3c Enforcement of traffic laws	4.6%	11.3%	27.4%	37.6%	19.0%
Q3d Crime prevention programs	6.5%	11.0%	26.6%	37.2%	18.8%
Q3e Efforts to counter gang activities	7.2%	13.0%	25.3%	34.8%	19.7%
Q3f Emergency medical response by the fire department	0.7%	1.8%	11.2%	37.0%	49.3%
Q3g Garbage collection	3.9%	3.6%	10.6%	38.3%	43.5%
Q3h Uncontainerized trash collection	7.3%	9.1%	22.5%	35.8%	25.4%
Q3i Preventing illegal dumping	15.1%	18.5%	24.7%	25.8%	15.9%
Q3j Recycling programs	9.0%	14.4%	20.5%	32.1%	24.0%
Q3k Construction of new streets	8.3%	12.6%	25.9%	37.4%	15.7%
Q3l Repair and maintenance of existing city streets	7.2%	15.7%	28.1%	35.9%	13.0%
Q3m Appearance/ Maintenance of city buildings & facilities	1.9%	4.9%	20.1%	44.7%	28.4%
Q3n Enforcement of city codes	5.9%	11.7%	31.4%	35.0%	16.1%
Q3o Quality of City youth programs	6.1%	9.5%	21.9%	39.1%	23.5%
Q3p City parks	3.6%	8.6%	21.1%	40.6%	26.1%
Q3q The City swimming pool	4.1%	8.8%	21.2%	38.5%	27.4%
Q3r City efforts to attract new employers	6.6%	12.6%	29.4%	32.7%	18.6%
Q3s City efforts to support arts & cultural events/programs	3.7%	9.4%	25.7%	43.3%	17.9%
Q3t City services for the elderly	4.0%	10.5%	22.5%	38.5%	24.5%
Q3u Overall quality of city communication with the public	3.0%	10.7%	27.7%	40.9%	17.6%
Q3v Library services	2.2%	4.3%	15.4%	46.5%	31.6%

**Q3. Next, I am going to ask you to rate your satisfaction with various services provided by the City of Casa Grande. Tell me whether or not you would be willing to pay more in order to improve this service.**

(N=664)

	Would Pay More 1	Would Not Pay More 2	Don't Know 9
Q3a-Police Protection	47.0%	32.2%	20.8%
Q3b-Fire Protection	45.6%	29.2%	25.2%
Q3c-Enforcement of traffic laws	40.8%	35.5%	23.6%
Q3d-Crime prevention programs	47.7%	23.6%	28.6%
Q3e-Efforts to counter gang activities	48.8%	23.2%	28.0%
Q3f-Emergency medical response by the fire	44.1%	27.0%	28.9%
Q3g-Garbage collection	30.7%	48.8%	20.5%
Q3h-Uncontainerized trash collection	29.1%	42.5%	28.5%
Q3i-Preventing illegal dumping	35.8%	30.9%	33.3%
Q3j-Recycling programs	39.6%	39.8%	20.6%
Q3k-Construction of new streets	41.4%	38.0%	20.6%
Q3l-Repair/maintenance of existing City streets	45.5%	35.1%	19.4%
Q3m-Appearance/ Maintenance of city buildings & facilities	30.1%	48.5%	21.4%
Q3n-Enforcement of city codes	25.0%	37.5%	37.5%
Q3o-Quality of City youth programs	37.0%	25.3%	37.7%
Q3p-City parks	39.9%	35.8%	24.2%
Q3q-The City swimming pool	26.1%	29.8%	44.1%
Q3r-City efforts to attract new employers	30.0%	34.8%	35.2%
Q3s-City efforts to support arts & culture	31.5%	37.7%	30.9%
Q3t-City services for the elderly	34.6%	31.2%	34.2%
Q3u-Overall quality of city communication	31.2%	42.0%	26.8%
Q3v-Library services	36.0%	34.8%	29.2%

**Q4. Of the services I just read, which FOUR do you think should receive the most emphasis over the next two years?**

Q4 1 <sup>st</sup> choice	Number	Percent
A=Police Protection	86	13.0 %
B=Fire Protection	10	1.5 %
C=Enforcement of traffic laws	44	6.6 %
D=Crime prevention programs	45	6.8 %
E=Efforts to counter gang activities	52	7.8 %
F=Emergency medical response by the fire department	9	1.4 %
G=Garbage collection	25	3.8 %
H=Uncontainerized trash collection	21	3.2 %
I=Preventing illegal dumping	37	5.6 %
J=Recycling programs	37	5.6 %
K=Construction of new streets	56	8.4 %
L=Repair and maintenance of existing city streets	32	4.8 %
M=Appearance/ Maintenance of city buildings/facilities	9	1.4 %
N=Enforcement of city codes	13	2.0 %
O=Quality of City youth programs	33	5.0 %
P=City parks	17	2.6 %
Q=The City swimming pool	4	0.6 %
R=City efforts to attract new employers	19	2.9 %
S=Efforts to support arts & cultural events/programs	6	0.9 %
T=City services for the elderly	23	3.5 %
U=Overall quality of city communication with public	10	1.5 %
V=Library services	13	2.0 %
Z=None Chosen	63	9.5 %
Total	664	100.0 %

**Q4. Of the services I just read, which FOUR do you think should receive the most emphasis over the next two years?**

<u>Q4 2<sup>nd</sup> choice</u>	<u>Number</u>	<u>Percent</u>
A=Police Protection	32	4.8 %
B=Fire Protection	34	5.1 %
C=Enforcement of traffic laws	14	2.1 %
D=Crime prevention programs	30	4.5 %
E=Efforts to counter gang activities	57	8.6 %
F=Emergency medical response by the fire department	8	1.2 %
G=Garbage collection	12	1.8 %
H=Uncontainerized trash collection	25	3.8 %
I=Preventing illegal dumping	37	5.6 %
J=Recycling programs	19	2.9 %
K=Construction of new streets	43	6.5 %
L=Repair and maintenance of existing city streets	72	10.8 %
M=Appearance/ Maintenance of City buildings/facilities	11	1.7 %
N=Enforcement of city codes	18	2.7 %
O=Quality of City youth programs	35	5.3 %
P=City parks	12	1.8 %
Q=The City swimming pool	10	1.5 %
R=City efforts to attract new employers	28	4.2 %
S=Efforts to support arts & cultural events/programs	14	2.1 %
T=City services for the elderly	15	2.3 %
U=Overall quality of city communication with public	12	1.8 %
V=Library services	13	2.0 %
Z=No 2 <sup>nd</sup> choice	113	17.0 %
Total	664	100.0 %

**Q4. Of the services I just read, which FOUR do you think should receive the most emphasis over the next two years?**

<u>Q4 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Police Protection	22	3.3 %
B=Fire Protection	18	2.7 %
C=Enforcement of traffic laws	20	3.0 %
D=Crime prevention programs	29	4.4 %
E=Efforts to counter gang activities	30	4.5 %
F=Emergency medical response by the fire department	11	1.7 %
G=Garbage collection	16	2.4 %
H=Uncontainerized trash collection	15	2.3 %
I=Preventing illegal dumping	30	4.5 %
J=Recycling programs	25	3.8 %
K=Construction of new streets	27	4.1 %
L=Repair and maintenance of existing City streets	47	7.1 %
M=Appearance/ Maintenance of City buildings/facilities	13	2.0 %
N=Enforcement of city codes	25	3.8 %
O=Quality of City youth programs	26	3.9 %
P=City parks	18	2.7 %
Q=The City swimming pool	4	0.6 %
R=City efforts to attract new employers	23	3.5 %
S=Efforts to support arts & cultural events/programs	24	3.6 %
T=City services for the elderly	21	3.2 %
U=Overall quality of city communication with public	16	2.4 %
V=Library services	10	1.5 %
Z=No 3 <sup>rd</sup> choice	194	29.2 %
Total	664	100.0 %

**Q4. Of the services I just read, which FOUR do you think should receive the most emphasis over the next two years?**

Q4 4 <sup>th</sup> Choice	Number	Percent
A=Police Protection	24	3.6 %
B=Fire Protection	7	1.1 %
C=Enforcement of traffic laws	22	3.3 %
D=Crime prevention programs	20	3.0 %
E=Efforts to counter gang activities	20	3.0 %
F=Emergency medical response by the fire department	7	1.1 %
G=Garbage collection	7	1.1 %
H=Uncontainerized trash collection	9	1.4 %
I=Preventing illegal dumping	16	2.4 %
J=Recycling programs	15	2.3 %
K=Construction of new streets	26	3.9 %
L=Repair and maintenance of existing City streets	26	3.9 %
M=Appearance/ Maintenance of City buildings	15	2.3 %
N=Enforcement of City codes	17	2.6 %
O=Quality of City youth programs	19	2.9 %
P=City parks	12	1.8 %
Q=The City swimming pool	8	1.2 %
R=City efforts to attract new employers	24	3.6 %
S=Efforts to support arts & cultural events/programs	23	3.5 %
T=City services for the elderly	41	6.2 %
U=Overall quality of city communication with public	34	5.1 %
V=Library services	7	1.1 %
Z=No 4 <sup>th</sup> choice	265	39.9 %
Total	664	100.0 %

**Q4. Of the services I just read, which FOUR do you think should receive the most emphasis over the next two years?**

<u>Q4 Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
A = Police Protection	164	24.7 %
B = Fire Protection	69	10.4 %
C = Enforcement of traffic laws	100	15.1 %
D = Crime prevention programs	124	18.7 %
E = Efforts to counter gang activities	159	23.9 %
F = Emergency medical response by the fire department	35	5.3 %
G = Garbage collection	60	9.0 %
H = Uncontainerized trash collection	70	10.5 %
I = Preventing illegal dumping	120	18.1 %
J = Recycling programs	96	14.5 %
K = Construction of new streets	152	22.9 %
L = Repair and maintenance of existing city streets	177	26.7 %
M = Appearance/ Maintenance of buildings & facilities	48	7.2 %
N = Enforcement of city codes	73	11.0 %
O = Quality of City programs	113	17.0 %
P = City parks	59	8.9 %
Q = The City swimming pool	26	3.9 %
R = City efforts to attract new employers	94	14.2 %
S = Efforts to support arts & cultural events/programs	67	10.1 %
T = City services for the elderly	100	15.1 %
U = Overall quality of city communication with public	72	10.8 %
V = Library services	43	6.5 %
Z = None Chosen	63	9.5 %
Total	2084	

**Q5. Next, please indicate if the following issues are a major problem, minor problem or not a problem in the neighborhood where you live.**

(N=664)

	Not a Problem 1	Minor Problem 2	Major Problem 3	Don't Know 9
Q5a Graffiti	54.4%	30.6%	12.8%	2.3%
Q5b Juvenile Crime	46.5%	27.1%	19.9%	6.5%
Q5c Speeding	30.4%	33.0%	34.2%	2.4%
Q5d Houses and yards not well maintained	50.8%	30.6%	16.6%	2.1%
Q5e Traffic congestion	47.6%	28.2%	22.1%	2.1%
Q5f Drug Activity	41.6%	17.3%	21.5%	19.6%

**EXCLUDING DON'T KNOWS**

**Q5. Next, please indicate if the following issues are a major problem, minor problem or not a problem in the neighborhood where you live. (Excluding Don't Know)**

	Not a Problem 1	Minor Problem 2	Major Problem 3
Q5a Graffiti	55.6%	31.3%	13.1%
Q5b Juvenile Crime	49.8%	29.0%	21.3%
Q5c Speeding	31.2%	33.8%	35.0%
Q5d Houses and yards not well maintained	51.8%	31.2%	16.9%
Q5e Traffic congestion	48.6%	28.8%	22.6%
Q5f Drug Activity	51.7%	21.5%	26.8%

**Q6. Have you used the following city services or facilities during the past year?**

(MULTIPLE RESPONSES ALLOWED)

Q6 Have you used the following city services or facilities	Number	Percent
1 = City Parks	411	61.9 %
2 = The City swimming pool	138	20.8 %
3 = City Library	390	58.7 %
4 = The Dave White Golf Course	188	28.3 %
9 = None selected	121	18.2 %
Total	1248	

**Q7. Have you contacted the City with a question, problem, or complaint during the past year?**

Q7 Have you contacted the City with a question	Number	Percent
1=Yes	231	34.8 %
2=No	433	65.3 %
Total	664	100.0 %

***IF YES to #7***

**Q7a. Which Department did you contact most recently?**

Q7a Which department did you contact most recently	Number	Percent
1=Trash/Recycling	61	26.4 %
2=Police	49	21.2 %
3=Fire	5	2.2 %
4=Parks and Recreation	23	10.0 %
5=Public Works	44	19.0 %
6=Other	49	21.2 %
Total	231	100.0 %

*IF YES to #7*

**Q7b. Several factors that may influence your perception of the quality of customer service you receive from City employees. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never."**

(N=231)

	Never 1	Seldom 2	Sometimes 3	Usually 4	Always 5	Don't Know 9
Q7b-1 They were courteous and polite	5.6%	2.2%	9.1%	16.5%	62.3%	4.3%
Q7b-2 They gave prompt accurate and complete answers to questions	10.0%	3.0%	11.3%	21.2%	49.8%	4.8%
Q7b-3 They did what they said they would do in a timely manner	13.9%	4.8%	9.5%	15.6%	49.8%	6.5%
Q7b-4 They helped you resolve an issue to your satisfaction	16.0%	6.1%	9.5%	14.7%	45.9%	7.8%

**EXCLUDING DON'T KNOWS**

**Q7b. Several factors that may influence your perception of the quality of customer service you receive from City employees. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (Excluding Don't Know)**

(N=231)

	Never 1	Seldom 2	Sometimes 3	Usually 4	Always 5
Q7b-1 They were courteous and polite	5.9%	2.3%	9.5%	17.2%	65.2%
Q7b-2 They gave prompt accurate and complete answers to questions	10.5%	3.2%	11.8%	22.3%	52.3%
Q7b-3 They did what they said they would do in a timely manner	14.8%	5.1%	10.2%	16.7%	53.2%
Q7b-4 They helped you resolve an issue to your satisfaction	17.4%	6.6%	10.3%	16.0%	49.8%

IF YES to #11

**Q11a. How have you used the City's website? – OPEN ENDED**

<u>Q11a How have you used the City's website</u>	<u>Number</u>	<u>Percent</u>
LOOK AT EMPLOYMENT	1	0.4 %
LOOK FOR BUSINESS	1	0.4 %
LOOK FOR HOURS & SERVICES AVAI	1	0.4 %
LOOK FOR JOB	1	0.4 %
LOOK FOR JOBS	2	0.9 %
LOOK FOR NEW ACTIVITIES	1	0.4 %
LOOK FOR REC ACTIVITIES	1	0.4 %
LOOK FOR UPCOMING EVENTS	1	0.4 %
LOOK OF INFORMATION-MOVE	1	0.4 %
LOOK UP ADDRESSES	1	0.4 %
LOOK UP INFO	1	0.4 %
LOOK UP INFO ABOUT PEOPLE	1	0.4 %
LOOK UP INFO ACTIVITIES-MTGS	1	0.4 %
LOOK UP INFORMATION	2	0.9 %
LOOK UP PARKS	1	0.4 %
LOOK UP POLICE DEPT INFO	1	0.4 %
LOOK UP THE NEW DOG PARK	1	0.4 %
LOOK FOR ACTIVITIES FOR KIDS	1	0.4 %
LOOKED UP EVENTS	1	0.4 %
LOOKED UP RULES & REGULATIONS	1	0.4 %
LOOKED UP THE LIBRARY	1	0.4 %
LOOKED UP YOUTH PROGRAMS	1	0.4 %
LOOKING	1	0.4 %
LOOKING AROUND GENERAL INFO	1	0.4 %
LOOKING FOR A JOB	1	0.4 %
LOOKING FOR A JOB	1	0.4 %
LOOKING FOR ACTIVITIES	1	0.4 %
LOOKING FOR CITY COURTS	1	0.4 %
LOOKING FOR EMPLOYMENT	2	0.9 %
LOOKING FOR HOME HERE	1	0.4 %
LOOKING FOR INFORMATION	1	0.4 %
LOOKING FOR JOB	1	0.4 %
LOOKING FOR JOBS	2	0.9 %
LOOKING FOR LOCATIONS	1	0.4 %
LOOKING FOR OTHER CITY INFO	1	0.4 %
LOOKING FOR OWNER OF GATE COM...	1	0.4 %
LOOKING FOR SEVICES & PHONE #	1	0.4 %
LOOKING SCHEDUL OF EVENTS	1	0.4 %
LOOKING UP BUSINESS	1	0.4 %
LOOKING UP COUNCIL MEMBER EMAI	1	0.4 %
LOOKING UP EVENTS	1	0.4 %

**Q8. Do you see or read the City Page published in the local paper?**

Q8 Do you see or read the City Page published in the local paper	Number	Percent
1=Yes	421	63.4 %
2=No	227	34.2 %
9=Don't know	16	2.4 %
Total	664	100.0 %

*IF YES to #8*

**Q8a. How informative do you find the City Page?**

Q8a How informative do you find the City Page	Number	Percent
1=Not Informative	19	4.5 %
2=Informative	224	53.2 %
3=Very Informative	153	36.3 %
9=Not Sure/Don't Know	25	5.9 %
Total	421	100.0 %

**Q9. Do you see or read the City of Casa Grande quarterly newsletter, City Beat, that appears in Grande Living magazine?**

Q9 Do you see or read the City of Casa Grande quarterly newsletter City Beat that appears in Grande Living magazine	Number	Percent
1=Yes	403	60.7 %
2=No	226	34.0 %
3=Don't Know	35	5.3 %
Total	664	100.0 %

*IF YES to #9*

**Q9a. How informative do you find City Beat?**

Q9a How informative do you find City Beat	Number	Percent
1=Not informative at all	14	3.5 %
2=Informative	214	53.1 %
3=Very Informative	157	39.0 %
9=Not Sure/Don't Know	18	4.5 %
Total	403	100.0 %

**Q10. How would you prefer to receive the City Beat?**

Q10 How would you prefer to receive the City Beat	Number	Percent
1=Utility Bill	37	5.6 %
2=On-line at the City's Website	47	7.1 %
3=Direct mailing from the City	126	19.0 %
4=Insert in local newspaper	81	12.2 %
5=Leave it in Grande Living Magazine	312	47.0 %
6=Other	12	1.8 %
9=Not Provided	49	7.4 %
Total	664	100.0 %

**Q11. Have you ever accessed the City of Casa Grande's website?**

Q11 Have you ever accessed the City of Casa Grande's website	Number	Percent
1=Yes	232	34.9 %
2=No	400	60.2 %
3=Not Sure/Don't Remember	32	4.8 %
Total	664	100.0 %

IF YES to #11

**Q11a. How have you used the City's website? – OPEN ENDED**

Q11a How have you used the City's website	Number	Percent
ALL EVENTS JOB OPP	1	0.4 %
ANIMAL CONTROL	1	0.4 %
APPLIED FOR JOB	1	0.4 %
APPLYING FOR A JOB	1	0.4 %
AROUND TOWN	1	0.4 %
AT WORK	1	0.4 %
BEFORE MOVING TO CASA GRANDE	1	0.4 %
BROWSING	2	0.9 %
BUSINESS	1	0.4 %
CAN'T REMEMBER	1	0.4 %
CHECK DOCTORS AND HOSPITALS	1	0.4 %
CHECK EVENTS, PARKS & REC	1	0.4 %
CHECK VOTES DURING ELECTION	1	0.4 %
CITY CODES	1	0.4 %

IF YES to #11

**Q11a. How have you used the City's website? – OPEN ENDED**

<u>Q11a How have you used the City's website</u>	<u>Number</u>	<u>Percent</u>
CITY COUNCIL INFO	1	0.4 %
CITY COUNCIL MEETINGS	1	0.4 %
CITY EVENT	1	0.4 %
CITY NEWS, JOBS, CITY CODES	1	0.4 %
CITY OPTIONS	1	0.4 %
CITY SERVICES	1	0.4 %
CODES	1	0.4 %
COMMUNITY RESEARCH BEFORE MO...	1	0.4 %
CONFUSING	1	0.4 %
CONTACT INFO-CITY MASTER PLAN	1	0.4 %
CURIOSITY	1	0.4 %
DON'T REMEMBER	2	0.9 %
DONT REMEMBER	1	0.4 %
DOWNLOAD PLANNING & ZONING MAP	1	0.4 %
E-MAILES THEM ABOUT ST SIGN	1	0.4 %
ELECTRIC	1	0.4 %
EMPLOYER, LIBRARY	1	0.4 %
EMPLOYMENT	3	1.3 %
EMPLOYMENT JOB OPPORTUNITIES	1	0.4 %
EMPLOYMENT OP	1	0.4 %
EMPLOYMENT OPPORTUNITIES	1	0.4 %
EMPLOYMENT OPPT, EVENTS, CHAMB	1	0.4 %
EMPLOYMENT, PARKS	1	0.4 %
FIGURE OUT NEIGHBORHOOD	1	0.4 %
FIND LOCATIONS OF FACILITIES	1	0.4 %
FIND NEW BUSINESSES	1	0.4 %
FIND OUT WHATS GOING ON IN TOW	1	0.4 %
FIND OUT WHERE POOL WAS	1	0.4 %
FINDING CITY INFO	1	0.4 %
FOR DATES OF FESTIVALS	1	0.4 %
FOR DIRECTORIES	1	0.4 %
FOR EMPLOYMENT OPPORTUNITIES	1	0.4 %
FOR INFO	1	0.4 %
FOR INFORMATION	1	0.4 %
FOR JOB OPPORTUNITITES	1	0.4 %
FOR ORDERING PASSPORT	1	0.4 %
FOR PARKS & REC INFO	1	0.4 %
FOR THE CHILDR	1	0.4 %
FOR THE NEWSPAPER ARTICLE	1	0.4 %
FOR WORK	1	0.4 %
GAIN INFORMATION	1	0.4 %

IF YES to #11

**Q11a. How have you used the City's website? – OPEN ENDED**

<u>Q11a How have you used the City's website</u>	<u>Number</u>	<u>Percent</u>
GENERAL INFORMATION	3	1.3 %
GET INFO ABOUT FUNCTIONS-HOLID	1	0.4 %
GETTING INFO-PHONE NUMBERS	1	0.4 %
HGOUSES	1	0.4 %
HOURS FOR LIBRARY	1	0.4 %
I AM A TEACHER-INFORMATION	1	0.4 %
INFO	5	2.2 %
INFO FOR YOUR WEBSIT	1	0.4 %
INFO ON CITY SERVICES & PRGMS	1	0.4 %
INFORMATION	3	1.3 %
JOB	1	0.4 %
JOB APPLICATIONS	1	0.4 %
JOB INFO	1	0.4 %
JOB INFORMATION	1	0.4 %
JOB LISTINGS	2	0.9 %
JOB OPP	1	0.4 %
JOB OPPORTUNITIES	3	1.3 %
JOB OPPORTUNTIES	1	0.4 %
JOB PLACEMENT	1	0.4 %
JOB SEARCH	8	3.5 %
JOB SHOPPING	1	0.4 %
JOBS & RELCATION	1	0.4 %
JUST BROWSE	1	0.4 %
JUST CURIOUS	1	0.4 %
JUST LOOKED AROUND	1	0.4 %
JUST TO LOOK AROUND	1	0.4 %
JUST TO LOOK AT IT	1	0.4 %
JUST TO LOOK UP INFO	1	0.4 %
JUST TO SEE	1	0.4 %
JUST TO SEE WHAT IT'S ABOUT	1	0.4 %
LEARN DEMOGRAPHICS ABOUT CITY	1	0.4 %
LIBRARY	2	0.9 %
LIBRARY INFO	1	0.4 %
LIBRARY INFO, ADDRESS OF PARKS	1	0.4 %
LIBRARY, BIOGRAPHICS ON MAYOR	1	0.4 %
LOCAL NUMBER-SEARCH	1	0.4 %
LOCAL RESOURCES	1	0.4 %
LOCATE CITY BUILDING	1	0.4 %
LOCATIONS OF PLACES	1	0.4 %
LOOK	1	0.4 %
LOOK AT CITY ITSELF TO MOVE	1	0.4 %

IF YES to #11

**Q11a. How have you used the City's website? – OPEN ENDED**

<u>Q11a How have you used the City's website</u>	<u>Number</u>	<u>Percent</u>
LOOKING UP HOLIDAY EVENT DATES	1	0.4 %
LOOKING UP INFO	1	0.4 %
LOOKING UP JOB INFO	1	0.4 %
LOOKING UP JOBS	1	0.4 %
MAPS	1	0.4 %
MEETINGS & COMMITTEE MEMBERS	1	0.4 %
NEW BUSINESSES	1	0.4 %
NEWS	3	1.3 %
NEWSPAPER	2	0.9 %
NO RESPONSE	5	2.2 %
PAPER	1	0.4 %
PARK & RECREATION INFORMATION	1	0.4 %
PARKS & REC	1	0.4 %
PARKS, LIBRARY, JOBS EVERTHING	1	0.4 %
PHONE NUMBERS	1	0.4 %
PHONE NUMBERS & HRS OF OPERATI	1	0.4 %
PHONE NUMBERS FOR CITY OFFICES	1	0.4 %
PHONE NUMBERS, JUST FOR FUN	1	0.4 %
RECREATION PROGRAMS	1	0.4 %
RECYCLING	1	0.4 %
REFERENCE	1	0.4 %
RESEARCH	2	0.9 %
RESEARCH INFORMATION/JOBS	1	0.4 %
RESEARCHED NEWS ARTICLES	1	0.4 %
RESULTS TO AN ELECTION	1	0.4 %
RULES & REGULATIONS	1	0.4 %
SCHOOLS WEBSITE	1	0.4 %
SEE HOW ITS UPDATED-LOCAL NEW	1	0.4 %
SEE WHAT'S ABEING BUILT	1	0.4 %
SERVICES	1	0.4 %
SERVICES, JOB	1	0.4 %
SON WAS LOOKING	1	0.4 %
SPORTS EVENTS-HIGH SCHOOL	1	0.4 %
SURF IT	1	0.4 %
TO CHECK ON SAME THING	1	0.4 %
TO FIND EVENTS AND CHURCH INFO	1	0.4 %
TO FIND OUT HOURS OPEN	1	0.4 %
TO FIND PHONE NUMBERS	1	0.4 %
TO GET GENERAL INFO ON CITY	1	0.4 %
TO LOOK FOR EMPLOYMENT	1	0.4 %
TO LOOK UP PAKRS	1	0.4 %

IF YES to #11

**Q11a. How have you used the City's website? – OPEN ENDED**

<u>Q11a How have you used the City's website</u>	<u>Number</u>	<u>Percent</u>
TO OBTAIN BUSINESS LICENSE	1	0.4 %
TO REPORT GRAFFITI	1	0.4 %
TO SEARCH FOR JUDICIAL INFO	1	0.4 %
TO SEE WHAT IT OFFERED	1	0.4 %
TRASH PICK UP FOR HOLIDAYS	1	0.4 %
TRASH SERVICE, RECYCLING, ART	1	0.4 %
TRIED BUT COULD NOT USE IT	1	0.4 %
UPDATES ON CITY COUNCIL MEETIN	1	0.4 %
VARIOUS INFORMATION	1	0.4 %
WHEN MOVING	1	0.4 %
WHO TO CALL FOR SOMETHING	1	0.4 %
YES	3	1.3 %
ZONING LAWS	1	0.4 %
Total	228	100.0 %

No purpose provided = 4

IF YES to #11

**Q11b. What type of information would you like to see most on the City's website? OPEN-ENDED**

<u>Q11b What type of information would you like to see most on the City's website</u>	<u>Number</u>	<u>Percent</u>
ABOUT BUSINESS	1	0.6 %
ACTIVITIES FOR 55+	1	0.6 %
ALOT OF STUFF	1	0.6 %
ANY TYPE OF PUBLIC HEARINGS	1	0.6 %
ANYTHING INFORMATIONAL	1	0.6 %
BUILDING, CONSTRUCTION, JOBS	1	0.6 %
BUSINESS INF LINK W/DEBIT CARD	1	0.6 %
CALENDAR EVENTS	1	0.6 %
CALENDAR NOT KEPT UP CURRENT	1	0.6 %
CALENDAR OF EVENTS	1	0.6 %
CALENDARS	1	0.6 %
CELEBRATION IF TAXES GO DOWN	1	0.6 %
CHECK OUT CITY BEFORE MOVED	1	0.6 %
CHILDREN	1	0.6 %
CHILDREN PRGMS, CPR, NEW DEVEL	1	0.6 %
CITY ACTIVITIES	1	0.6 %

IF YES to #11

**Q11b. What type of information would you like to see most on the City's website?****OPEN-ENDED**

Q11b What type of information would you like to see most on the City's website	Number	Percent
CITY COUNCIL MEETINGS	1	0.6 %
CITY EVENT	1	0.6 %
CITY INFORMATION	2	1.3 %
CITY PLANNING & DEVELOPMENT	1	0.6 %
CITY PLNG, COUNTIL MTGS, DEVEL	1	0.6 %
CITY SERVICES & CONTACTS	1	0.6 %
CLASSES	2	1.3 %
COMMUNITY CALENDAR	1	0.6 %
COMMUNITY EVENTS	1	0.6 %
COMMUNITY MEETINGS & TIMES	1	0.6 %
CONSTRUCTION UPDATES	1	0.6 %
COUNCIL MEETINGS/POLICE REPORT	1	0.6 %
CURRENT ACTIVITIES 2 WEEKS PRI	1	0.6 %
CURRENT COUNCIL MEETINGS	1	0.6 %
CURRENT ELECTION RESULTS	1	0.6 %
CURRENT EVENTS	1	0.6 %
CURRENT EVENTS IN THE CITY	1	0.6 %
DEMOGRAPHICS & POPULATION GROW	1	0.6 %
DESCRIPTION OF SERVICES AVAIL	1	0.6 %
DEVELOPMENT EXHIBITS	1	0.6 %
DIFFERENT PEOPLE INPUT	1	0.6 %
DIRECTIONS	1	0.6 %
DON'T MATTER	1	0.6 %
EASIER TO REACH CITY DEPTS	1	0.6 %
EMPLOYMENT	1	0.6 %
EVENTS	4	2.6 %
EVENTS AND HAPPENINS	1	0.6 %
EVERYTHING COULD HELP OUR CITY	1	0.6 %
EVERYTHING FINE THE WAY IT IS	1	0.6 %
EXPAND BUSINESS	1	0.6 %
EXPECTED DATES OF NEW BUSINESS	1	0.6 %
FINE THE WAY IT IS	1	0.6 %
FINE WAY IT IS	2	1.3 %
FISCAL INFORMATION	1	0.6 %
FRUSTRATING TO FIND JOB	1	0.6 %
FUTURE EVENTS	1	0.6 %
FUTURE PLANNING	1	0.6 %
FUTURE PLANS	2	1.3 %
FUTURE PLANS-PUBLIC TRANSP	1	0.6 %

IF YES to #11

**Q11b. What type of information would you like to see most on the City's website?****OPEN-ENDED**

Q11b What type of information would you like to see most on the City's website	Number	Percent
GENERAL	1	0.6 %
GENERAL CITY INFO	1	0.6 %
GENERAL INFO	1	0.6 %
GENERAL INFO OF CURRENT EVENTS	1	0.6 %
GENERAL INFO ON CITY MEETINGS	1	0.6 %
GENERAL NEWS	1	0.6 %
GOOD AS IS	1	0.6 %
GOOD HOW IT IS	1	0.6 %
GROWTH PLANS	1	0.6 %
HAVE WHAT I NEED	1	0.6 %
HAVING EASIER TO ACCESS INFO	1	0.6 %
INFO ABOUT COMMERCIAL DEVELOP	1	0.6 %
INFO ABOUT JOBS	1	0.6 %
INFO ON DEVELOPMENT PLANS	1	0.6 %
INFO ON RV AVAILABIITY	1	0.6 %
INFORMATION	1	0.6 %
IT IS GOOD	1	0.6 %
IT IS VERY COMPLETE	1	0.6 %
JOB INFORMATION	1	0.6 %
JOB OPPORTUNITIES	1	0.6 %
JOB OPPORTUNITIES/CITY BEAT	1	0.6 %
JOB SEARCH/POOL INFO	1	0.6 %
JOBS	2	1.3 %
JUST FINE THE WAY IT IS	1	0.6 %
KEEP SAME	1	0.6 %
LIBRARY INFO/SEWER BILL ACCESS	1	0.6 %
LOCAL EVENTS & INFORMATION	1	0.6 %
LOCAL HAPPENINGS	1	0.6 %
LOCAL NEWS	1	0.6 %
LOOKING AT	1	0.6 %
MAKE IT MORE USER FRIENDLY'955	1	0.6 %
MAPS OF NEW HOUSING AREAS	1	0.6 %
MEETINGS & INFO ABOUT CITY	1	0.6 %
MORE BUSINESS	1	0.6 %
MORE CITY COUNCIL INFORMATION	1	0.6 %
MORE COMMUNICATION ABOUT EVE...	1	0.6 %
MORE CUURENT HOUSING AVAIL	1	0.6 %
MORE DEPTH ON JOB APPLICANTS	1	0.6 %

IF YES to #11

**Q11b. What type of information would you like to see most on the City's website?****OPEN-ENDED**

Q11b What type of information would you like to see most on the City's website	Number	Percent
MORE DONATING OPPORTUNTIES	1	0.6 %
MORE FORMS AVAILABLE	1	0.6 %
MORE IN POLICE, PUBLIC SAFETY	1	0.6 %
MORE INFO OF WHAT CITY WILL DO	1	0.6 %
MORE INFO ON ACTIVITIES	1	0.6 %
MORE INFO WHAT CITY PLAN IMPRO	1	0.6 %
MORE INFORMATION TEENAGE PRGMS	1	0.6 %
MORE ON-LINE APPLICATIONS	1	0.6 %
MORE PUBLIC EVENTS	1	0.6 %
MORE UPDATES	1	0.6 %
MORE UPDATES ON WHATS COMING I	1	0.6 %
NATIONAL INFO	1	0.6 %
NEED MORE INFORMATION	1	0.6 %
NEEDS MORE DETAILED INFO	1	0.6 %
NEW BUSINESSES	1	0.6 %
NEW NEIGHBORHOOD DEVELOPMENTS	1	0.6 %
NEW THINGS GOING ON	1	0.6 %
NEWSPAPER	1	0.6 %
NO RESPONSE	2	1.3 %
NONE, MORE COMMUNITY STUFF	1	0.6 %
NOT SPECIFIC	1	0.6 %
NOTHING ADDED	1	0.6 %
NOTHING NEW	1	0.6 %
ON-LINE UTILITY BILL PAYING	1	0.6 %
ONLY USE JUST FOR ACTIVITIES	1	0.6 %
PARKS & REC	1	0.6 %
PARKS/JOBS LISTING	1	0.6 %
PHONE & CONTACT INFO-CITY OFFI	1	0.6 %
PLANS FOR TOWN	1	0.6 %
PLENTY OF THINGS	1	0.6 %
POPULATION	1	0.6 %
POST CODES & CITY CURRENT INFO	1	0.6 %
PROPERTY & SALES TAXES	1	0.6 %
PUBLIC COMMENTS	1	0.6 %
QUALITY OF LIFE	1	0.6 %
REAL ESTATE DEVELOPMENT	1	0.6 %
REDUCTION IN CITY GOLF PRICES	1	0.6 %
SERVICES PROVIDED	1	0.6 %

IF YES to #11

**Q11b. What type of information would you like to see most on the City's website?**

**OPEN-ENDED**

Q11b What type of information would you like to see most on the City's website	Number	Percent
SPECIFIC INFO ON CITY SERVICES	1	0.6 %
STATISTICAL DATE ON BLDG PERMI SUBDIVISION	1	0.6 %
TEMPERATURE RANGE FOR MONTHS	1	0.6 %
THE TIMES THAT STORES ARE OPEN	1	0.6 %
TRAFFIC, CLASSIFIED	1	0.6 %
TRAFFIC, STREETS, CONSTRUCTION	1	0.6 %
TRASH	1	0.6 %
UPCOMING EVENT	1	0.6 %
VARIOUS CITY INFO	1	0.6 %
WEEKLY REPORT WHAT CITY DOING	1	0.6 %
WHAT CITY IS CONCERNED ABOUT	1	0.6 %
WHEN MEETINGS ARE	1	0.6 %
WHEN NEW BUSINESS ARE OPENING	1	0.6 %
YOUTH	1	0.6 %
YOUTH ACTIVITIES & PROGRAMS	1	0.6 %
Total	156	100.0 %

None provided = 76

**Q12. Using a scale of 1 to 5 where 5 means very safe and 1 means very unsafe, please rate how safe you feel in the following situations:**

(N=664)

	Very Safe 1	Unsafe 2	Neutral 3	Safe 4	Very Safe 5	Don't Know 9
Q12a In City parks	2.4%	5.4%	17.0%	33.5%	20.7%	21.0%
Q12b In your neighborhood during the day	1.4%	1.7%	4.4%	27.3%	64.3%	1.1%
Q12c In your neighborhood at night	4.7%	7.8%	12.7%	34.9%	36.0%	3.9%
Q12d Overall feeling of safety in Casa Grande	1.5%	5.7%	18.7%	47.6%	24.5%	2.0%

**EXCLUDING DON'T KNOWS**

**Q12. Using a scale of 1 to 5 where 5 means very safe and 1 means very unsafe, please rate how safe you feel in the following situations: (Excluding Don't Know)**

	Very Safe 1	Unsafe 2	Neutral 3	Safe 4	Very Safe 5
Q12a In City parks	3.1%	6.9%	21.6%	42.4%	26.1%
Q12b In your neighborhood during the day	1.4%	1.7%	4.4%	27.5%	65.0%
Q12c In your neighborhood at night	4.9%	8.2%	13.2%	36.4%	37.5%
Q12d Overall feeling of safety in Casa Grande	1.5%	5.8%	19.0%	48.5%	25.0%

**Q13. What do you think is the single most important problem the City should be working to solve in Casa Grande? – OPEN ENDED**

Q13 What is the most important problem in the City	Number	Percent
ACTIVITIES FOR TEENS	1	0.2 %
ACTIVITIES FOR YOUNG PEOPLE	1	0.2 %
ADDING STREETS	1	0.2 %
AFFORDABLE HOUSING FOR RESIDEN	1	0.2 %
ALLOCATING FUNDS	1	0.2 %
APPEARANCE	1	0.2 %
APPEARANCE OF CASA GRANDE	1	0.2 %
ATTRACT BETTER HIGHER PAY JOBS	1	0.2 %
ATTRACT NEW EMPLOYERS	1	0.2 %
ATTRACTING BUSINESS	1	0.2 %
ATTRACTING GOOD PAYING JOBS	1	0.2 %
BETTER EDUCATION	1	0.2 %
BETTER HOSPITALS	1	0.2 %
BETTER JOBS	1	0.2 %
BETTER JOBS BETTER INCOME HOME	1	0.2 %
BETTER PAYING JOBS	1	0.2 %
BETTER STREETS	1	0.2 %
BIG GROWTH AND STREETS	1	0.2 %
BRING BUS TO C.G.	1	0.2 %
BRING IN MORE JOBS	1	0.2 %
BRING IN NEW INDUSTRY	1	0.2 %
BRINGING IN BUSINESS	1	0.2 %
BUILDING CODES	1	0.2 %
BUILDING OF SCHOOL TO KEEP UP	1	0.2 %
BUS SERVICE-PUBLIC TRANS	1	0.2 %
CAR THEFT, BREAKING & ENTERING	1	0.2 %
CHILDREN NOT GOING TO SCHOOL	1	0.2 %
CITY AIRPORT	1	0.2 %
CITY GROWTH	2	0.3 %
CITY IS REBUILDING & MAINT RDS	1	0.2 %
CITY MGR HAS DIFFERENT AGENDA	1	0.2 %
CITY PLANNING REGARDING GROWTH	1	0.2 %
CITY STREETS	1	0.2 %
CITY TRAFFIC	1	0.2 %
CITY TRANSPORTATION NEEDED	1	0.2 %
CLEAN UP	1	0.2 %
CLEAN UP NEIGHBORHOODS BUS/RES	1	0.2 %
CLEANING AFTER CONSTRUCTION	1	0.2 %

**Q13. What do you think is the single most important problem the City should be working to solve in Casa Grande? – OPEN ENDED**

Q13 What is the most important problem in the City	Number	Percent
CLEANING PARKING LOTS	1	0.2 %
CLEANING UP	1	0.2 %
CLEANLINESS, POLICE, TRAFFIC	1	0.2 %
CODE ENFORCEMENT/GARBAGE	1	0.2 %
COMMUNICATION	1	0.2 %
COMPLETE INFRASTRUCUTURE	1	0.2 %
CONDITION OF NEIGHBORHOODS	1	0.2 %
CONDITION OF OLDER NEIGHBORHO	1	0.2 %
CONDUCTING BUSINESS	1	0.2 %
CONSTRUCITON	1	0.2 %
CONSTRUCTION	3	0.5 %
CONTROL GANG ACTIVITY	2	0.3 %
CONTROL OF DRUGS	1	0.2 %
CONTROLLING GROWTH	1	0.2 %
CONTROLLING GROWTH/PROVIDE JOB	1	0.2 %
COPS AND ILLEGAL DRUGS	1	0.2 %
CORRUPT POLICE	1	0.2 %
CRIME	29	5.0 %
CRIME & DRUG ACTIVITY	1	0.2 %
CRIME & POLICE PROTECTION	1	0.2 %
CRIME AND DRUGS	1	0.2 %
CRIME IN THE COMMUNITY	1	0.2 %
CRIME PREVENTION	6	1.0 %
CRIME PREVENTIONS	1	0.2 %
CRIME, DRUGS	1	0.2 %
CRIME/DRUG ACTIVITY	1	0.2 %
CRIME/HOMELESS PEOPLE	1	0.2 %
CURRENT REAL ESTATE ISSUES	1	0.2 %
DEAL W/LACK OF POPULATION GROW	1	0.2 %
DEMOLITION OF ABANDONED HOMES	1	0.2 %
DEVELOPMENT	1	0.2 %
DEVELOPMENT TAKING OPEN SPACE	1	0.2 %
DOG PARK SHOULD HAVE A LAKE	1	0.2 %
DOG PROBLEM	1	0.2 %
DROP OUT RATE	1	0.2 %
DRUG	1	0.2 %
DRUG & CRIME ACTIVITY	1	0.2 %
DRUG & GANG	1	0.2 %

**Q13. What do you think is the single most important problem the City should be working to solve in Casa Grande? – OPEN ENDED**

Q13 What is the most important problem in the City	Number	Percent
DRUG ABUSE BY KIDS	1	0.2 %
DRUG ACTIVITY	6	1.0 %
DRUG ACTIVITY & ILLEGAL PEOPLE	1	0.2 %
DRUG ENFORCEMENT	3	0.5 %
DRUG PROBELM	1	0.2 %
DRUG PROBLEM	3	0.5 %
DRUG PROBLEM, TRANSPORTATION	1	0.2 %
DRUG PROBLEMS	1	0.2 %
DRUG RELATED CRIME	1	0.2 %
DRUG TRAFFIC	1	0.2 %
DRUGS	17	2.9 %
DRUGS & CODE ENFORCEMENT	1	0.2 %
DRUGS & GANGS	3	0.5 %
DRUGS & IMMIGRATION	1	0.2 %
DRUGS & YOUTH	1	0.2 %
DRUGS AND GANGS	1	0.2 %
DRUGS, GROWTH	1	0.2 %
DRUGS/CRIME	1	0.2 %
DRUGS/GANGS	1	0.2 %
DUST STORMS FROM UNDEVELOPED L	1	0.2 %
ECONOMY	1	0.2 %
EDUCATION	2	0.3 %
EMPLOLYMENT	1	0.2 %
EMPLOYMENT	2	0.3 %
EMPLOYMENT OPPORTUNITIES	2	0.3 %
ENCOURAGING NEW EMPLOYMENT ...	1	0.2 %
ENFORCING BUILDING CODES	1	0.2 %
ENGLISH SPEAKING	1	0.2 %
ESTABLISHING MORE & BETTER PAY	1	0.2 %
EVERYTHING IS OK NOW	1	0.2 %
EXPANDING BUSINESS	1	0.2 %
EXPANSION	2	0.3 %
FILLING EMPTY BUILDINGS	1	0.2 %
FINDING SUFFICIENT POLICE	1	0.2 %
FUTURE EXPANSION, WATER & SEWE	1	0.2 %
GANG	2	0.3 %
GANG & DRUG ACTIVITY	1	0.2 %
GANG ACTIVITES	1	0.2 %

**Q13. What do you think is the single most important problem the City should be working to solve in Casa Grande? – OPEN ENDED**

Q13 What is the most important problem in the City	Number	Percent
GANG ACTIVITIES	5	0.9 %
GANG ACTIVITIES/PREVENT CRIME	1	0.2 %
GANG ACTIVITY	7	1.2 %
GANG ACTIVITY AND DRUGS	1	0.2 %
GANG PREVENTION	1	0.2 %
GANG PROBLEM	1	0.2 %
GANG RELATED PROBLEMS	1	0.2 %
GANG VIOLENCE	3	0.5 %
GANG YOUTH PROBLEMS & DRUGS	1	0.2 %
GANGS	14	2.4 %
GANGS & CRIMES	1	0.2 %
GANGS & DRUG ACTIVITY	1	0.2 %
GANGS & DRUGS	3	0.5 %
GANGS & DRUGS WITH KIDS	1	0.2 %
GANGS & JUVINILE CRIME	1	0.2 %
GANGS AND ALLEYS	1	0.2 %
GANGS AND DRIVE-BY SHOOTINGS	1	0.2 %
GANGS AND DRUG ACTIVITY	1	0.2 %
GANGS AND DRUGS	2	0.3 %
GANGS-NEIGHBORHOOD VADALISM	1	0.2 %
GET PARENTS INVOLVED WITH KIDS	1	0.2 %
GET RIDE OF DOLLAR STORS	1	0.2 %
GETTING GANG MEMBERS OFF STREE	1	0.2 %
GETTING MORE JOBS	1	0.2 %
GETTING MORE YOUTH PROGRAMS	1	0.2 %
GETTING RID OF METH LABS	1	0.2 %
GOLF COURSE	1	0.2 %
GRAFFITI, DRUG ACTIVITY	1	0.2 %
GRAFFITTI	2	0.3 %
GROWING TOO FAST	1	0.2 %
GROWING TOO FAST & LITTLE POLI	1	0.2 %
GROWTH	14	2.4 %
GROWTH & EXPANSION	1	0.2 %
GROWTH AND TRAFFIC	1	0.2 %
GROWTH ISSUES	1	0.2 %
GROWTH MAYBE TOO OVER CROWDED	1	0.2 %
GROWTH OF POPULATION AND CITY	1	0.2 %
GROWTH PLANNING	1	0.2 %

**Q13. What do you think is the single most important problem the City should be working to solve in Casa Grande? – OPEN ENDED**

Q13 What is the most important problem in the City	Number	Percent
GROWTH, EMPTY STORE FRONTS	1	0.2 %
GROWTH-TRAFFIC	1	0.2 %
GROWTH/INFRASTRUCTURE MAINTAIN	1	0.2 %
HAVE MORE RESTAURANTS	1	0.2 %
HAVING SOMETHING FOR TEENAGERS	1	0.2 %
HEALTH CLUB	1	0.2 %
HELP MAKE CENTRAL AZ 4 YR COLL	1	0.2 %
HIGH GANG PROBLEMS	1	0.2 %
HIGHER PAYING EMPLOYES, JOBS	1	0.2 %
HIGHER PAYING JOBS	1	0.2 %
HOME LOAN FORCLOSURES	1	0.2 %
HOMELESS PEOPLE	1	0.2 %
HOMELESS SHELTERS	1	0.2 %
HOUSING	1	0.2 %
HOUSING BEING BUILT	1	0.2 %
HOUSING MARKET	1	0.2 %
ILLEGAL ALIENS	1	0.2 %
ILLEGAL DUMPING ALLEY	1	0.2 %
ILLEGAL IMMIGRANTS	1	0.2 %
ILLEGAL IMMIGRATION	1	0.2 %
ILLEGALS	1	0.2 %
ILLGAL IMMIGRANTS	1	0.2 %
IMMIGRATION PROBLEM	1	0.2 %
IMPROVE POLICE RESPONSE TIME	1	0.2 %
IMPROVE STREETS	1	0.2 %
IMPROVEMENT OF SCHOOLS	1	0.2 %
INDIAN GANGS	1	0.2 %
INFRASTRUCTURE	1	0.2 %
INFRASTRUCTURE & DEVELOPMENT	1	0.2 %
JOBS	2	0.3 %
JOBS-HIGHER PAYING JOBS	1	0.2 %
JUST TRAFFIC	1	0.2 %
JUVENILE	1	0.2 %
JUVENILE CRIME	2	0.3 %
JUVENILE CRIMES	1	0.2 %
JUVENILE DROP OUT & PREGNANCY	1	0.2 %
JUVENILE GANG PROBLEMS	1	0.2 %
JUVINILLE CRIME	1	0.2 %

**Q13. What do you think is the single most important problem the City should be working to solve in Casa Grande? – OPEN ENDED**

Q13 What is the most important problem in the City	Number	Percent
JUVY CRIME	1	0.2 %
KEEP GANGS UNDER CONTROL	1	0.2 %
KEEP HANDLE ON GROWTH INCREASE	1	0.2 %
KEEP KIDS OUT OF TROUBLE	1	0.2 %
KEEP THE STREETS UP	1	0.2 %
KEEP UP POLICE AND FIRE GROWTH	1	0.2 %
KEEP UP WITH DEVELOPMENT	1	0.2 %
KEEP YOUTH OUT OF VIOLENCE	1	0.2 %
KEEPING DEVELOPMENT SERVICES	1	0.2 %
KEEPING KIDS OUT OF TROUBLE	1	0.2 %
KEEPING UP WITH CITY BUILDINGS	1	0.2 %
KIDS GETTING INTO TROUBLE	1	0.2 %
LACK OF NURSERY	1	0.2 %
LACK OF YOUTH ACTIVITIES	1	0.2 %
LAW ENFORCEMENT	1	0.2 %
LOWERING TAXES	1	0.2 %
MAIN STREETS	1	0.2 %
MAJOR STREETS & CONGESTION MGT	1	0.2 %
MAKE IMPROVEMENTS IN HOSPITAL	1	0.2 %
MAKE LAW INFORCEMENT	1	0.2 %
MANAGE GROWTH	1	0.2 %
MANAGING GROWTH	3	0.5 %
MANAGING THE GROWTH	1	0.2 %
MORE ACTIVITIES FOR TEENAGERS	1	0.2 %
MORE ACTIVITIES FOR YOUNG PEOP	2	0.3 %
MORE BUSINESS	2	0.3 %
MORE BUSINESS & EMPLOYMENT	1	0.2 %
MORE BUSINESS INDUSTRIES	1	0.2 %
MORE BUSINESSES	1	0.2 %
MORE COPS SHOOTING RADAR	1	0.2 %
MORE EMPLOYMENT	1	0.2 %
MORE ENTERTAINMENT	1	0.2 %
MORE FACILITIES FOR YOUTH	1	0.2 %
MORE INDUSTRY FOR EMP & JOBS	1	0.2 %
MORE JOBS	3	0.5 %
MORE MANUFACTURING & JOB AVAIL	1	0.2 %
MORE MANUFACTURING EMPLOYME...	1	0.2 %
MORE ON DRUGS	1	0.2 %

**Q13. What do you think is the single most important problem the City should be working to solve in Casa Grande? – OPEN ENDED**

Q13 What is the most important problem in the City	Number	Percent
MORE PARKS, REC PARKS, ELDERLY	1	0.2 %
MORE POLICE	1	0.2 %
MORE POLICE OFFICERS	1	0.2 %
MORE RECREATION FAC	1	0.2 %
MORE SHOPPING	1	0.2 %
MORE SHOPPING CENTERS & REST	1	0.2 %
MORE TRAFFIC LIGHTS	1	0.2 %
MORE YOUTH PROBLEMS	1	0.2 %
MORE YOUTH PROGRAMS	1	0.2 %
MOVEMENT OF TRAFFIC	1	0.2 %
NEED MASTER PLAN	1	0.2 %
NEED MORE OUTREACH PROGRAMS	1	0.2 %
NEED MORE POLICEMAN	1	0.2 %
NEED MORE RECYCLING BINS	1	0.2 %
NEEDS TO BE MORE JOBS IN CITY	1	0.2 %
NEEDS TO BE MORE STORES	1	0.2 %
NEPOTISM IN CITY JOBS	1	0.2 %
NEW BUILDINGS	1	0.2 %
NEW TRAFFIC SIGNALS	1	0.2 %
NO MAJOR PROBLEMS SEEN	1	0.2 %
NO NEED FOR BIG BASEBALL FAC	1	0.2 %
NO TRANSPORTATION FOR ELDERLY	1	0.2 %
NOTHING AT THE MOMENT	1	0.2 %
NOTHING BUT DRUGS AND CRIMS	1	0.2 %
OLDER PARTS LOOK BETTER	1	0.2 %
OLDER SECTIONS REPAIR	1	0.2 %
OVERALL APPEARANCE OF CITY	1	0.2 %
PARK-MORE TRAILS	1	0.2 %
PATROL (LUNCH, MORNINGS)	1	0.2 %
PAYING TEACHERS MORE	1	0.2 %
PEOPLE DRIVING	1	0.2 %
PLANNING	2	0.3 %
PLANNING & SMART LAND USE	1	0.2 %
PLANNING AND TRAFFIC	1	0.2 %
POLICE DEPT (MORE POLICE)	1	0.2 %
POLICE PATROL IN NEIGHBORHOODS	1	0.2 %
POPULATION	1	0.2 %
PREVENTING CRIME, GOOD PLANNIN	1	0.2 %

**Q13. What do you think is the single most important problem the City should be working to solve in Casa Grande? – OPEN ENDED**

Q13 What is the most important problem in the City	Number	Percent
PRICES, JOBS	1	0.2 %
PROGRAMS FOR ELDERLY	1	0.2 %
PROGRAMS FOR KIDS	1	0.2 %
PROJECTING GROWTH, PLNG HWYS	1	0.2 %
PROMOTE MORE YOUTH ACTIVITIES	1	0.2 %
PROPER GROWTH MANAGEMENT	1	0.2 %
PROVIDING CENTER FOR YOUTH	1	0.2 %
PUBLIC SAFETY	1	0.2 %
PUBLIC TRANSPORTATION	8	1.4 %
QUALITY OF GROWTH	1	0.2 %
RATE OF PAY COMPARED TO COL	1	0.2 %
RECYCLING	2	0.3 %
RED LIGHTS, NOT ENOUGH	1	0.2 %
REDUCING TRAFFIC CONGESTION	1	0.2 %
REFUSE	1	0.2 %
RESIDENTIAL GROWTH	1	0.2 %
ROAD CONGESTION	1	0.2 %
ROADS	4	0.7 %
ROADS & GROWTH	1	0.2 %
ROADS & IMPROVEMENT	1	0.2 %
ROADS & NEIGHBORHOOD CRIME	1	0.2 %
ROADS NEED TO BE DONE FASTER	1	0.2 %
SAFE STREETS, GANG, CRIME	1	0.2 %
SAFETY	1	0.2 %
SAFETY AT NIGH	1	0.2 %
SAFETY OF CITY STREETS	1	0.2 %
SCHOOL SYSTEM	1	0.2 %
SCHOOL-JUNIOR HIGH	1	0.2 %
SCHOOLS	4	0.7 %
SCHOOLS ARE HORRIBLE	1	0.2 %
SCHOOLS/PARENT COMMUNICATION	1	0.2 %
SLOW HOUSING GROWTH	1	0.2 %
SMELL OF SEWER	1	0.2 %
SOMETHING FOR KIDS TO DO	1	0.2 %
SOUTH SIDE GANG	1	0.2 %
SPEEDING	1	0.2 %
SPEEDING IN SUBDIVISIONS	1	0.2 %
STOP GRAFFITTI	1	0.2 %

**Q13. What do you think is the single most important problem the City should be working to solve in Casa Grande? – OPEN ENDED**

Q13 What is the most important problem in the City	Number	Percent
STOPPING BUILDING	1	0.2 %
STREET	1	0.2 %
STREET CONGESTION/NEW GROWTH	1	0.2 %
STREET FLOODING	1	0.2 %
STREET IMPROVEMENT/CHILDREN	1	0.2 %
STREET IMPROVEMENTS	1	0.2 %
STREET MAINTENANCE	1	0.2 %
STREET PAVING, STOP LIGHT	1	0.2 %
STREET REPAIR	1	0.2 %
STREET REPAIRS	1	0.2 %
STREETS	6	1.0 %
STREETS & TRAFFIC FLOW	1	0.2 %
STREETS NEED REPAIR	1	0.2 %
STREETS NEED WORK	1	0.2 %
STREETS REDONE	1	0.2 %
STREETS SHOULD BE SOME WIDTH	1	0.2 %
TAXES TOO HIGH, CRIME	1	0.2 %
TEENAGE PREGNANCY	2	0.3 %
TEENAGERS, YOUTH, MORE ACTIVIT	1	0.2 %
TEENAGES HAVE SOMETHING TO DO	1	0.2 %
TEENS AND DRUGS	1	0.2 %
THE CLEANLINESS OF THE CITY	1	0.2 %
THE DRUGS AND GANGS	1	0.2 %
THE GANGS	1	0.2 %
THE GROWTH OF THE CITY	1	0.2 %
THE POLICE DEPARTMENT	1	0.2 %
THE POLLUTION	1	0.2 %
THE ROADS	1	0.2 %
THE SMELL LIKE A PIG FARM	1	0.2 %
THE STREETS	1	0.2 %
THE TRAFFIC	2	0.3 %
THINGS FOR TWEENS THRU TEENS	1	0.2 %
TRAFFIC	37	6.4 %
TRAFFIC & IMPROVEMENT OF STRS	1	0.2 %
TRAFFIC & LINES IN STORES	1	0.2 %
TRAFFIC & MORE STR LIGHTS	1	0.2 %
TRAFFIC & STREET CONSTRUCTION	1	0.2 %
TRAFFIC AND SPEEDING	1	0.2 %

**Q13. What do you think is the single most important problem the City should be working to solve in Casa Grande? – OPEN ENDED**

Q13 What is the most important problem in the City	Number	Percent
TRAFFIC AT HIGH SCHOOLS	1	0.2 %
TRAFFIC CONGESTION	16	2.8 %
TRAFFIC CONGESTION ON FLORENCE	2	0.3 %
TRAFFIC CONGESTION, ANIMAL CON	1	0.2 %
TRAFFIC CONGESTION-COTTONWOOD	1	0.2 %
TRAFFIC CONTROL	1	0.2 %
TRAFFIC FLOW	1	0.2 %
TRAFFIC IN THE WINTER SEASON	1	0.2 %
TRAFFIC ON FLORANCE	1	0.2 %
TRAFFIC ON FLORENCE	1	0.2 %
TRAFFIC ON HWY 10	1	0.2 %
TRAFFIC PROBLEMS	2	0.3 %
TRAFFIC SIGNALS	1	0.2 %
TRAFFIC SIGNALS ON PERT STREET	1	0.2 %
TRAFFIC VIOLATIONS	1	0.2 %
TRANSPORTATION	4	0.7 %
TRANSPORTATION & TRAFFIC	1	0.2 %
TRANSPORTATION CONGESTION	1	0.2 %
TRANSPORTATION, NEW ROADWAYS	1	0.2 %
TRASH COLLECTION	1	0.2 %
UNCHECKED GROWTH	1	0.2 %
URBAN GROWTH	1	0.2 %
VERY AWARD OF GROWTH MGMT ISSU	1	0.2 %
WALKING AREA	1	0.2 %
WATER	2	0.3 %
WATER AND SEWAGE	1	0.2 %
WATER DEPT	1	0.2 %
WATER DISTRIBUTION	1	0.2 %
WATER IS THE MAIN CONCERN	1	0.2 %
WATER PROBLEMS, QUANTITY	1	0.2 %
WATER RE-USE	1	0.2 %
WATER SUPPLY	1	0.2 %
WELFARE ROLLS, INCREASE EMPL	1	0.2 %
WINTER VS SUMMER TRAFFIC	1	0.2 %
YOUTH ACTIVITIES	1	0.2 %
YOUTH ACTIVITIES, AFTER SCHOOL	1	0.2 %
YOUTH USE OF DRUGS	1	0.2 %
ZONING	1	0.2 %
Total	578	100.0 %

**Q14. What do you feel is the single most important problem the City should be working to solve in your neighborhood? – OPEN ENDED**

Q14 What is the most important problem in your neighborhood	Number	Percent
ADD LANES TO ROADS	1	0.3 %
ALLEY WAY CLEAN UP	1	0.3 %
ALLEY WAYS	1	0.3 %
ALLEYS	1	0.3 %
ANIMAL CONTROL	1	0.3 %
APPEARANCE	2	0.5 %
AVERAGE	1	0.3 %
BETTER STREET LIGHTS	1	0.3 %
BETTER WALKING CROSSWALKS	1	0.3 %
BONE	1	0.3 %
BUILDING ELEMENTRY SCHOOL	1	0.3 %
BURGLARIES	1	0.3 %
CHILD SAFETY	1	0.3 %
CITY CODES	1	0.3 %
CITY SERACH NOT BE INVOLVED	1	0.3 %
CITY SEWER SERVICES	1	0.3 %
CITY STREETS NEW PAVING	1	0.3 %
CLEAN UP	1	0.3 %
CLEAN UP - CODE ENFORCEMENT	1	0.3 %
CLEAN UP THEIR PROPERTY	1	0.3 %
CLEANING & STREETS	1	0.3 %
CLEANING OF THE CITY	1	0.3 %
CODE ENFORCEMENT	3	0.8 %
CODE ENFORCEMENTS	1	0.3 %
CODE ENFORCEMNET	1	0.3 %
COLLECTING TRASH	1	0.3 %
COMPLETING CONSTRUCTION	1	0.3 %
CONSTRUCT A PARK	1	0.3 %
CONTROL ANIMALS ESPECIALLY DOG	1	0.3 %
CRIME	13	3.4 %
CRIME & GANGS	1	0.3 %
CRIME ACTIVITIES	1	0.3 %
CRIME PREVENTION	3	0.8 %
CRIME PREVENTIONS	2	0.5 %
CRIME PROBLEM	1	0.3 %
CRIME, DRUGS	1	0.3 %
CURFEW ENFORCEMENT	1	0.3 %
CURFEWS ENFORCED	1	0.3 %

**Q14. What do you feel is the single most important problem the City should be working to solve in your neighborhood?**

Q14 What is the most important problem in your neighborhood	Number	Percent
DEVELOPERS	1	0.3 %
DOG BARKING AT NIGHT	1	0.3 %
DOOR TO DOOR SOLICITATION	1	0.3 %
DRUG ABUSE BY KIDS	1	0.3 %
DRUG ACTIVITIES	2	0.5 %
DRUG ACTIVITY	6	1.6 %
DRUG ACTIVITY DAVE WHITE PARK	1	0.3 %
DRUG AVTIVITY	1	0.3 %
DRUG ISSUES	1	0.3 %
DRUG PROABLEMS	1	0.3 %
DRUG TRAFFIC	1	0.3 %
DRUGS	16	4.2 %
DRUGS & GANG ACTIVITIES	1	0.3 %
DRUGS & GANGS	2	0.5 %
DRUGS AND GANGS	1	0.3 %
DRUGS/YOUTH PROGRAMS	1	0.3 %
DRUNK DRIVERS	1	0.3 %
DUST	1	0.3 %
DUST FROM BUILDING ACTIVITY	1	0.3 %
DUST STORMS AND SPEEDING	1	0.3 %
EDUCATE KIDS ABOUT DRUGS-VIOLE	1	0.3 %
EDUCATION	1	0.3 %
EMPTY HOUSE	1	0.3 %
ENFORCEMENT OF CITY CODES	1	0.3 %
EVERYTHING FINE THE WAY IT IS	1	0.3 %
EVERYTHING IS FINE	1	0.3 %
EVERYTHING IS FINE NOW	1	0.3 %
FAST	1	0.3 %
FIXING AND CLEANING ALLEYS	1	0.3 %
FIXING THE ROADS/BUS SERVICES	1	0.3 %
GANG ACTIVITY	1	0.3 %
GANG RELATED ISSUES & DRUGS	1	0.3 %
GANG RELATED THINGS	1	0.3 %
GANGS	1	0.3 %
GANGS AND DRUGS	1	0.3 %
GANGS BUT NOT IN MY NEIGHBORHO	1	0.3 %
GARAGE	1	0.3 %
GARBAGE CANS	1	0.3 %

**Q14. What do you feel is the single most important problem the City should be working to solve in your neighborhood? – OPEN ENDED**

Q14 What is the most important problem in your neighborhood	Number	Percent
GATE COMMUNITY	1	0.3 %
GIVE TEENS SOMETHING TO DO	1	0.3 %
GRAFFITI	1	0.3 %
GRAFFITI AND DRUGS	1	0.3 %
GRAFFITT	1	0.3 %
GRAFFITTE	1	0.3 %
GRAFFITTI	2	0.5 %
GRAFFITTI & AFTER DARK ACTIVIT	1	0.3 %
GRAFITTI	1	0.3 %
HMO COST	1	0.3 %
HOME MAINTENANCE	1	0.3 %
HOMELESS	1	0.3 %
HOMELESS PEOPLE	1	0.3 %
HOMEOWNERS ASSOCIATION FIXES	1	0.3 %
HOMES FORCLOSURE & HOME DETERI	1	0.3 %
HOMES THAT NEED CLEANED UP	1	0.3 %
HOUSE MAINTENANCE	1	0.3 %
ILLEGAL DRUGES	1	0.3 %
ILLEGAL DUMPING	2	0.5 %
ILLEGAL PARKING	1	0.3 %
IMRPOVE RECYCLING	1	0.3 %
INTERSECTION DIVIDING LINES	1	0.3 %
JOB OPPORTUNITIES FOR TEENS	1	0.3 %
JUVENILE CRIME	2	0.5 %
JUVENILE DELINQUENCY	1	0.3 %
JUVINILE CRIME	1	0.3 %
KEEP IT UP	1	0.3 %
KEEP THE STREETS UP	1	0.3 %
KIDS PARTYING	1	0.3 %
LACK OF POLICE	1	0.3 %
LAWNS	1	0.3 %
LIGHTING	1	0.3 %
LIGHTING OF STREETS	1	0.3 %
LIGHTS IN NEIGHBORHOOD	1	0.3 %
LOUD MUSIC	1	0.3 %
LOWER FEES AT DAVE WHIE GC	1	0.3 %
MAJOR STREETS NEED REMODELED	1	0.3 %
MANAGING THE TRAFFIC	1	0.3 %

**Q14. What do you feel is the single most important problem the City should be working to solve in your neighborhood? – OPEN ENDED**

Q14 What is the most important problem in your neighborhood	Number	Percent
METRO GAS ON MY STREET	1	0.3 %
MORE DEVELOPMENT IS NEEDED	1	0.3 %
MORE DOG CATRCHERS	1	0.3 %
MORE EMPLOYMENT	1	0.3 %
MORE PEOPLE CONTROL SPEEDING	1	0.3 %
MORE PLACE FOR KIDS HANG OUT	1	0.3 %
MORE POLICE PATROL	2	0.5 %
MORE YOUTH ACTIVITIES	1	0.3 %
NEED MORE SPEED LIMIT SIGNS	1	0.3 %
NEIGHBORHOOD PRIDE	1	0.3 %
NEW ROADS	1	0.3 %
NO HOMEOWNERS ASSOCIATION	1	0.3 %
NO PROBLEM IN NEIGHBORHOOD	1	0.3 %
NO PROBLEMS AT THIS POINT	1	0.3 %
NO PROBLEMS IN MY AREA	1	0.3 %
NOISE FROM LOUD VEHICLES	1	0.3 %
NOISE POLLUTION	1	0.3 %
NOTHING AT THE MOMENT	1	0.3 %
NOTHING WRONG-OLDER NEIGHBOR	1	0.3 %
OLD HOMES SHOULD BE TORN DOWN	1	0.3 %
OVER BUILDING	1	0.3 %
PARK MAINTENANCE	1	0.3 %
PARKING ON SIDEWALKS	1	0.3 %
PARKING SITUATION-CARS EVERYWH	1	0.3 %
PARKS	2	0.5 %
PARKS & REC	1	0.3 %
PARKS & RECREATION	1	0.3 %
PATROL ALL PARKS IN CITY	1	0.3 %
PATROL MORE IN AREAS	1	0.3 %
PATROLLING	1	0.3 %
PAVE COUNTY ROADS	1	0.3 %
PAVE SIDEWALKS	1	0.3 %
PEOPLE DRIVING FAST	1	0.3 %
PEOPLE IN NEIGHBORHOOD	1	0.3 %
PICKING UP TRASH	1	0.3 %
POLICE PATROLS	1	0.3 %
POLLUTION	1	0.3 %
PROFESSIONALISM/LAW ENFORCEM...	1	0.3 %

**Q14. What do you feel is the single most important problem the City should be working to solve in your neighborhood? – OPEN ENDED**

Q14 What is the most important problem in your neighborhood	Number	Percent
PROMOTE NEW RESIDENTS	1	0.3 %
PROPERTY MAINTENANCE	1	0.3 %
PROPERTY VALUES DROPPING	1	0.3 %
PUBLIC PATROLS	1	0.3 %
PUBLIC TRANSPORTATION	3	0.8 %
QUALITY OF WATER/FLOOD CONTROL	1	0.3 %
RECREATION PROGRAMS FOR TEENS	1	0.3 %
RECYCLING	2	0.5 %
REDUCE SPEED, MORE COPS	1	0.3 %
REDUCE SPEEDING	1	0.3 %
REFUSE	1	0.3 %
REMOVAL OF CRIME AND DRUGS	1	0.3 %
RENTER MOVING IN AND OUT	1	0.3 %
ROAD CONDITIONS, SIGNALS	1	0.3 %
ROAD MAINTENANCE	1	0.3 %
ROADS	4	1.0 %
SAFETY OF CITIZENS AT NIGHT	1	0.3 %
SAFETY, SPEEDING	1	0.3 %
SCHOOL BUSES SLOW DOWN	1	0.3 %
SIDEWALKS	2	0.5 %
SIGNS GIVING THE SPEED LIMIT	1	0.3 %
SLOW SPEEDERS DOWN	1	0.3 %
SMELL OF COW FARM IN NEIGHBORH	1	0.3 %
SOMETHING TO OCCUPY TEENAGERS	1	0.3 %
SPEED CONTROL	2	0.5 %
SPEEDERS	2	0.5 %
SPEEDING	33	8.6 %
SPEEDING IN SCHOOL ZONE	1	0.3 %
SPEEDING IN SCHOOL ZONES	1	0.3 %
SPEEDING ON CASA GRANDE AVE	1	0.3 %
SPEEDING TRAFFIC	1	0.3 %
SPEEDING UP & DOWN STREETS	1	0.3 %
SPEEDING, LONGER HRS FOR SWIM	1	0.3 %
STAYING UP ON STREET LIGHTS	1	0.3 %
STEALING	1	0.3 %
STOP ALL BUILDING	1	0.3 %
STOP BLDG & THE SEWER SYSTEM	1	0.3 %
STRAIGHTEN OUT CURVE IN ROAD	1	0.3 %

**Q14. What do you feel is the single most important problem the City should be working to solve in your neighborhood? – OPEN ENDED**

Q14 What is the most important problem in your neighborhood	Number	Percent
STREET	1	0.3 %
STREET CLEANING	1	0.3 %
STREET CONDITION, MAINTENANCE	1	0.3 %
STREET LIGHTING	1	0.3 %
STREET LIGHTS	3	0.8 %
STREET MAINT	2	0.5 %
STREET MAINTENANCE	1	0.3 %
STREET MAINTENTANCE	1	0.3 %
STREET REPAIR	1	0.3 %
STREETLIGHTS	2	0.5 %
STREETS	10	2.6 %
STREETS & MORE SIGNAL LIGHTS	1	0.3 %
STREETS AND ALLEYS CLEANED UP	1	0.3 %
STREETS REDONE	1	0.3 %
TAXES AND TRANSPORTATION	1	0.3 %
TEEN CRIME AND PROBLEMS	1	0.3 %
TEENAGE ACTIVITIES	1	0.3 %
TEENAGERS	1	0.3 %
THE SPEEDING	1	0.3 %
THEFT	4	1.0 %
TO PREVENT CRIME	1	0.3 %
TOO MANY CARS ON STREETS	1	0.3 %
TRAFFIC	18	4.7 %
TRAFFIC & KIDS	1	0.3 %
TRAFFIC & SPEED	1	0.3 %
TRAFFIC AROUND SCHOOLS	1	0.3 %
TRAFFIC CONGESTION	4	1.0 %
TRAFFIC CONTROL	3	0.8 %
TRAFFIC CONTROL ON MAIN RD	1	0.3 %
TRAFFIC FLOW ON N TREKELL	1	0.3 %
TRAFFIC FLOW, CONGESTION	1	0.3 %
TRAFFIC ISSUES	2	0.5 %
TRAFFIC ON ARIZOLA RD	1	0.3 %
TRAFFIC SPEED	1	0.3 %
TRANSPORTATION	1	0.3 %
TRANSPORTATION SYSTEM	1	0.3 %
TRANSPORTATION, (BUS)	1	0.3 %
TRASH	5	1.3 %

**Q14. What do you feel is the single most important problem the City should be working to solve in your neighborhood? – OPEN ENDED**

Q14 What is the most important problem in your neighborhood	Number	Percent
TRASH AND SEWER	1	0.3 %
TRASH COLLECTION	2	0.5 %
TRASH IN ALLEYS	2	0.5 %
TRASH PICK UP	2	0.5 %
TRASH PICKUP	1	0.3 %
TRY HARDER AT GOLF COURSE	1	0.3 %
UNCONTAINERED TRASH IN ALLEYS	1	0.3 %
UNSURE	1	0.3 %
UPKEEP	1	0.3 %
VACANCIES IN OLD PART OF TOWN	1	0.3 %
VANDALISM	2	0.5 %
VANDALISM ON BEHALF OF GANGS	1	0.3 %
WASTING WATER MANAGEMENT	1	0.3 %
WATCH MEETINGS	1	0.3 %
WORK ON LESS STOLEN CARS	1	0.3 %
WORKING WITH YOUTH	1	0.3 %
YARDS	1	0.3 %
YOUNG KIDS HANGING OUT	1	0.3 %
YOUTH ACTIVITIES	2	0.5 %
YOUTH DOING GRAFFITTI	1	0.3 %
YOUTH EQUIPMENT	1	0.3 %
YOUTH PROGRAMS	1	0.3 %
Total	384	100.0 %

**Q15. Can you think of any youth programs that should be offered by the City that are not currently provided? – OPEN ENDED**

Q15 Youth programs that should be offered by the City	Number	Percent
AFFORDABLE FAMILY PROGRAMS	1	0.6 %
AFTER SCHOOL CARE	1	0.6 %
AFTER SCHOOL GROUP ACTIVITIES	1	0.6 %
AFTER SCHOOL KINDERGARTEN PGM	1	0.6 %
AFTER SCHOOL PRGMS, TEEN ACTIV	1	0.6 %
AFTER SCHOOL PROGRAM	1	0.6 %
AFTER SCHOOL PROGRAMS	2	1.2 %
AFTER SCHOOL PROGRAMS FOR TEEN	1	0.6 %
AFTER SCHOOL PROGRAMS LOW INCO	1	0.6 %
AFTER SCHOOL PROGRAMS, SUMMER	1	0.6 %
AFTERSCHOOL TUTORING	1	0.6 %
AFTERSCHOOLS PROGRAMS	1	0.6 %
ANTI-DRUG & GANG PROGRAMS	1	0.6 %
ANY KIND OF PRGM FOR YOUTH	1	0.6 %
ANY TYPE, DRUG EDUCATION CLASS	1	0.6 %
ANYTHING	1	0.6 %
ART & CULTURE FOR MIDDLE HS	1	0.6 %
ART PRGS & VOLUNTEER PRGMS	1	0.6 %
ARTS AND CRAFTS	1	0.6 %
ARTS LIKE DANCING, THEATER	1	0.6 %
BETTER SAFETY IN SCHOOL PRGMS	1	0.6 %
BIG BROTHERS AND SISTERS	1	0.6 %
BIG SISTER-BIG BROTHER	1	0.6 %
BOXING	1	0.6 %
BOYS & GIRLS CLUB	1	0.6 %
BOYS AND GIRLS CLUB	1	0.6 %
BUILD A YMCA & MORE AFTER SCHO	1	0.6 %
COMMUNITY CENTER	1	0.6 %
COMMUNITY CENTER FOR YOUTH	1	0.6 %
COMMUNITY OR YMCA	1	0.6 %
COMPUTER CLASSES	1	0.6 %
DARE	2	1.2 %
DARE NEEDS TO COME BACK	1	0.6 %
DARE PROGRAMS	1	0.6 %
DOING A GOOD JOB	1	0.6 %
DRUG AND ALCOHOL COUNSELING	1	0.6 %
DRUG EDUCATION	2	1.2 %
DRUG PROBLEM	1	0.6 %

**Q15. Can you think of any youth programs that should be offered by the City that are not currently provided? – OPEN ENDED**

Q15 Youth programs that should be offered by the City	Number	Percent
EDUCATION PROGRAMS FOR 16-18	1	0.6 %
EXPANE GIRLS/BOY CLUB	1	0.6 %
FACILITIES LIKE SKATING RINKS	1	0.6 %
FIND PEOPLE VOLUNTEER TO TUTOR	1	0.6 %
FLAG FOOTBALL	1	0.6 %
FOOTBALL	1	0.6 %
GETTING KIS INVOLVED IN ART	1	0.6 %
GIRLS AND BOYS CLUB	1	0.6 %
GOOD JOB	1	0.6 %
GOOD PRGMS NEED IMPROVED	1	0.6 %
GYM, TEEN CENTER	1	0.6 %
HAND OUT SPOT FOR TEENS	1	0.6 %
HANG OUT SPOT	1	0.6 %
HAVE NO KNOWLEDGE	1	0.6 %
HEALTH SERVICES	1	0.6 %
JAZZERSIZE	1	0.6 %
JOB-ORIENTED TRAINING	1	0.6 %
JUST PROVIDE MORE ACTIVITIES	1	0.6 %
KEEP KIDS IN SCHOOL	1	0.6 %
KID CENTER CLOSER TO TOWN	1	0.6 %
KIDS OUTSIDE-AREAS OF WILDLIFE	1	0.6 %
KIDS WHO CAN'T AFFORD REC	1	0.6 %
LOCATION OF PROGRAMS	1	0.6 %
LOWER THE COST OF PROGRAMS	1	0.6 %
MAYBE MORE SPORT PROGRAMS	1	0.6 %
MAYBE MORE TEEN PROGRAMS	1	0.6 %
MAYBE SPORTS PRGM TEEN ACTIVI	1	0.6 %
MENTOR PROGRAM	1	0.6 %
MORE ACTIVITIES IN SAFE PLACES	1	0.6 %
MORE AFFORDABLE SWIM LESSONS	1	0.6 %
MORE AFTER SCHOOL PRGM FOR HS	1	0.6 %
MORE AFTER SCHOOL PROGRAMS	2	1.2 %
MORE AFTERSCHOOL PROGRAMS	1	0.6 %
MORE BASEKTBALL COURT	1	0.6 %
MORE BUT OK	1	0.6 %
MORE CITY MAINT PROGRAMS	1	0.6 %
MORE CULTURAL EVENTS	1	0.6 %
MORE DANCE, DRAMA PROGRAMS	1	0.6 %

**Q15. Can you think of any youth programs that should be offered by the City that are not currently provided? – OPEN ENDED**

Q15 Youth programs that should be offered by the City	Number	Percent
MORE FOR PRESCHOOL KIDS	1	0.6 %
MORE INDOOR SPORTS	1	0.6 %
MORE MENTORING PROGRAMS	1	0.6 %
MORE OF THEM	1	0.6 %
MORE PARK, RECREATION THINGS	1	0.6 %
MORE PLACES FOR KIDS CAN HANG	1	0.6 %
MORE PLACES FOR YOUTH	1	0.6 %
MORE POLICE SPEACK W/KIDS	1	0.6 %
MORE PRGMS FOR PEOPLE W/DISABL	1	0.6 %
MORE PROGRAMS FOR 8-10 YR OLD	1	0.6 %
MORE PROGRAMS FOR TEENS	1	0.6 %
MORE PROGRAMS LIKE YMCA, CLUBS	1	0.6 %
MORE PROGRAMS MORE APPEALING	1	0.6 %
MORE REC ACTIVITIES	1	0.6 %
MORE SPORTS, AFTER SCHOOL ACT	1	0.6 %
MORE SUMMER PROGRAMS FOR YOU...	1	0.6 %
MORE SUMMER PROGRAMS, ADVERTIS	1	0.6 %
MORE TEEN ACTIVITES	1	0.6 %
MORE TEEN CENTERS	1	0.6 %
MORE TEEN SPORTS PROGRAMS	1	0.6 %
MORE YOUNGER YOUTH PROGRAMS	1	0.6 %
MORE YOUTH ACTIVITIES	1	0.6 %
NEED QUALIFIED SCHOOLS	1	0.6 %
NEED TO GET KIDS	1	0.6 %
NEED YMCA	1	0.6 %
NOT AWARE	1	0.6 %
OPEN UP YOUTH CENTERS	1	0.6 %
OUTDOOR ACTIVITIES	1	0.6 %
PAL-POLICE ATHLETIC LEAGUE	1	0.6 %
PRGMS FOR TWEENS & TEENS	1	0.6 %
PROGRAM SIMILAR TO DARE	1	0.6 %
PROGRAMS FOR 13-17 YR OLDS	1	0.6 %
PROGRAMS FOR TROUBLED YOUTH	1	0.6 %
PROVIDE A PLACE WITH GAMES	1	0.6 %
PUBLIC TRANSPORTATION	1	0.6 %
RECREATION CENTER	1	0.6 %
RECREATIONAL PROGRAMS	1	0.6 %
REFUSE	1	0.6 %

**Q15. Can you think of any youth programs that should be offered by the City that are not currently provided? – OPEN ENDED**

Q15 Youth programs that should be offered by the City	Number	Percent
REHAB PROGRAMS	1	0.6 %
SKATING RINGS OR BOWLING ALLEY	1	0.6 %
SKATING RINK, BASKETBALL CTS	1	0.6 %
SKATING RINKS, MORE STAFF	1	0.6 %
SOMETHING FOR TEENAGES	1	0.6 %
SOMETHING OTHER PEOPLE NOT YOU	1	0.6 %
SOMETHING TO EXPAND EDUC LEVEL	1	0.6 %
SPORTS	1	0.6 %
SPORTS ACTIVITIES	1	0.6 %
SPORTS PROGRAMS	1	0.6 %
SUMMER PROGRAMS	1	0.6 %
SWIMMING LESSONS	1	0.6 %
SWIMMING POOL OPEN LONGER	1	0.6 %
SWIMMING POOL, MORE KID THINGS	1	0.6 %
TEEN ACTIVITIES	1	0.6 %
TEEN BOWLING	1	0.6 %
TEEN CENTER	4	2.4 %
TEEN PLACE GATHER	1	0.6 %
TEEN REC CENTER	1	0.6 %
TEENC ENTER	1	0.6 %
TENNIS AND GOLF	1	0.6 %
THINK SCHOOLS CONTINUE RECESS	1	0.6 %
TOLERANCE TEACHING	1	0.6 %
TRANSPORTATION	1	0.6 %
TUTORING	1	0.6 %
USE SCHOOLS FOR MORE RECREATIO	1	0.6 %
WATER PARK/AMUSEMENT PARK	1	0.6 %
WORK PROGRAMS FOR YOUTH	1	0.6 %
WORK PROGRAMS IN NEIGHBORHOO...	1	0.6 %
WORK SHOP, POTTERY	1	0.6 %
WORK THRU HIGH SCHOOL	1	0.6 %
YEAR ROUND SWIMMING	1	0.6 %
YES CRIME PREVENTION	1	0.6 %
YMCA	3	1.8 %
YOUTH ACTIVITES	2	1.2 %
YOUTH ADULT REC ACTIVITES	1	0.6 %
YOUTH AFTER SCHOOL FACILITIES	1	0.6 %
YOUTH CENTER	3	1.8 %

**Q15. Can you think of any youth programs that should be offered by the City that are not currently provided? – OPEN ENDED**

Q15 Youth programs that should be offered by the City	Number	Percent
YOUTH CENTER NEEDED	1	0.6 %
YOUTH CENTERS TOO FAR AWAY	1	0.6 %
YOUTH COMMUNITY CENTER	1	0.6 %
YOUTH FOOTBALL	1	0.6 %
YOUTH METNOR PROGRAM, BIG BROT	1	0.6 %
YOUTH RECREATIONAL AREA	1	0.6 %
Total	170	100.0 %

**Q16. Can you think of any youth programs that should be discontinued that the City currently provides? – OPEN ENDED**

Q16 Youth programs that should be discontinued	Number	Percent
AMBULANCE SURVIVE	1	6.3 %
ANGER MANAGEMENT CLASSES	1	6.3 %
BOYS & GIRLS CLUB LOOKED AT	1	6.3 %
CITY DOESN'T PROVIDE NOTHING	1	6.3 %
CITY PLANNER	1	6.3 %
DONT DISCONTINUE ANYTHING	1	6.3 %
EVERYTHING IS FINE	1	6.3 %
HAVE NO KNOWLEDGE	1	6.3 %
KIDS RIDE W/POLICE	1	6.3 %
LOOK AT THE NUMBERS	1	6.3 %
NOT AWARE	1	6.3 %
NOT ENOUGH PROGRAMS	1	6.3 %
REFUSE	1	6.3 %
STOP FUNDING SEEDS OF HOPE	1	6.3 %
SUPLICATE SERVICES	1	6.3 %
THERE ISN'T ANY TO TAKE AWAY	1	6.3 %
Total	16	100.0 %

**Q17. Can you think of any ways the City could do a better job of keeping you informed about city programs and events? – OPEN ENDED**

Q17 Ways the City could do better job of keeping you informed	Number	Percent
A FLYER & LEAVE IT IN STORES	1	0.4 %
ADVERTISE MORE IN ANY WAY	1	0.4 %
ADVERTISE THE WEB PAGE MORE	1	0.4 %
ADVERTISEMENT	1	0.4 %
ADVERTISTEMENT & MAGAZINE ARTI	1	0.4 %
ALLOWING BILL PYMT ON WEBSITE	1	0.4 %
ANOTHER NEWSLETTER	1	0.4 %
BETTER ADERTISING	1	0.4 %
BETTER CONTACT W/SCHOOL	1	0.4 %
BETTER INSTRUCTIONS ON RECYCLI	1	0.4 %
BETTER RELATIONS WITH PAPER	1	0.4 %
BETTER WEBSITE	1	0.4 %
BOOKLET	1	0.4 %
BROCHURES	3	1.3 %
BULLETINE TWICE A MONTH	1	0.4 %
BY MAILINGS	1	0.4 %
CABLE CH-BROADCAST COUNCIL MTG	1	0.4 %
CABLE CHANNEL	1	0.4 %
CALENDAR IN UTILITY BILL	1	0.4 %
CHANNEL 14 ON CABLE	1	0.4 %
CHANNEL ON TV	1	0.4 %
CITY BEAT NEWSLETTER SEND MAIL	1	0.4 %
CITY COUNCIL MTGS SECTION WEBS	1	0.4 %
CITY LETTER	1	0.4 %
CITY PAGE SHOULD BE PAPER	1	0.4 %
CLEAR RADIO STATION	1	0.4 %
CONTACT SCHOOLS MORE	1	0.4 %
CONTACT THROUGH MAIL	1	0.4 %
CONTINUE POSTING & MAGAZINES	1	0.4 %
DAILY NEWSPAPER	1	0.4 %
DIRECT MAIL	4	1.7 %
DIRECT MAIL/UTILITY BILLS	1	0.4 %
DIRECT MAILING	3	1.3 %
DIRECT MAILING NEWSLETTER	1	0.4 %
DIRECT MAILING OF CITY NEWLTR	1	0.4 %
DIRECT MAILINGS	3	1.3 %
DO BETTER JOB ON SPECIAL EVENT	1	0.4 %
DOES OK	1	0.4 %

**Q17. Can you think of any ways the City could do a better job of keeping you informed about city programs and events?**

Q17 Ways the City could do better job of  
keeping you informed

	Number	Percent
DOING AN OK JOB RIGHT NOW	1	0.4 %
DOING GOOD JOB	1	0.4 %
DOING GREAT	1	0.4 %
DON'T HAVE ANYTHING	1	0.4 %
DOOR HANGERS	1	0.4 %
E MAIL LISTS	1	0.4 %
E-MAIL	1	0.4 %
EMAIL ALERTS	1	0.4 %
EMAIL OR MAIL TO HOMES	1	0.4 %
EVERYTHING IS GOOD HERE	1	0.4 %
FLIER, NEWSLETTER	1	0.4 %
FLIERS	1	0.4 %
FLYER BEING MAILED OFF	1	0.4 %
FLYER FOR PEOPLE, NEWSLETTER	1	0.4 %
FLYER INFORMATION	1	0.4 %
FLYERS	2	0.9 %
FLYERS AT GROCERY STORES	1	0.4 %
FLYERS MAILED TO HOME	1	0.4 %
FLYERS, CITY BULLETIN BOARD	1	0.4 %
FLYERS, NEWSLETTER	1	0.4 %
FORM PUT OUT ONCE A MONTH	1	0.4 %
FREE LETTER, FLYER	1	0.4 %
GENERAL STUFF IS OK	1	0.4 %
GET IT RIGHT AWAY	1	0.4 %
GOOD JOB	3	1.3 %
GRANDE LIVING MAGAZINE	1	0.4 %
HAVE MORE	1	0.4 %
HONESTY & PUTTING IN THE PAPER	1	0.4 %
IMPROVE THE WEBSITE	2	0.9 %
IN LOCAL NEWSPAPER	1	0.4 %
IN THE NEWSPAPER	3	1.3 %
INDIVIDUAL MAILING	1	0.4 %
INFORM SOONER	1	0.4 %
INFORMATION IN PAPER	1	0.4 %
INFORMATION IN SPANISH	1	0.4 %
INFORMATION NOT COMPLETE	1	0.4 %
INSERTS IN PAPER, LARGE ARTICL	1	0.4 %
INTERNET	2	0.9 %

**Q17. Can you think of any ways the City could do a better job of keeping you informed about city programs and events? – OPEN ENDED**

JUST FINE THE WAY THEY ARE	1	0.4 %
KEEP BOOKLET ALLOW ONLINE REG	1	0.4 %
KEEP CASA GRANDE LIVING MAGAZ	1	0.4 %
LOCAL PAPERS NEWS BE IMPROVED	1	0.4 %
LOCAL TV CHANNEL	1	0.4 %
MAGAZINE	1	0.4 %
MAGAZINES	1	0.4 %
MAIL	2	0.9 %
MAIL AND NEWSPAPER	1	0.4 %
MAIL IN	1	0.4 %
MAIL NEWSLETTER TO EVERYONE	1	0.4 %
MAIL OR PUT IN NEWSPAPER	1	0.4 %
MAIL OUT INFO	1	0.4 %
MAIL TO HOUSES, NEWSPAPERS	1	0.4 %
MAIL WITH THAT INFORMATION	1	0.4 %
MAIL, FLIERS	1	0.4 %
MAIL-IN	1	0.4 %
MAILED NEWSLETTER	1	0.4 %
MAILING IN CITY LETTER	1	0.4 %
MAILING INFORMATION	2	0.9 %
MAILINGS TO EVERY RESIDENT	1	0.4 %
MAKE WEBSITE BETTER	1	0.4 %
MONTHLY FLYER	1	0.4 %
MONTHLY OR QUARTERLY FLYERS	1	0.4 %
MORE ACTIVITY INFO IN CITY BEA	1	0.4 %
MORE ADVERTISEMENTS	1	0.4 %
MORE ADVERTISING	1	0.4 %
MORE DIRECT MAILING	1	0.4 %
MORE INFO IN MAILERS	1	0.4 %
MORE INFO IN NEWSPAER	1	0.4 %
MORE INFO IN NEWSPAPERS	1	0.4 %
MORE INFO IN PAPER	1	0.4 %
MORE INFORMATION HANDOUTS	1	0.4 %
MORE MAILER	1	0.4 %
MORE MAILERS	1	0.4 %
MORE MAILINGS	2	0.9 %
MORE NEWS PROGRAMS ABOUT CITY	1	0.4 %
MORE NEWSPAPER OPINONS	1	0.4 %

**Q17. Can you think of any ways the City could do a better job of keeping you informed about city programs and events? – OPEN ENDED**

MORE ON TV STATION	1	0.4 %
MORE PAPERS EXPLAINING PRGMS	1	0.4 %
MORE SIGNS	1	0.4 %
MORE VISIBLE BILLBOARDS	1	0.4 %
NEEDS TO HAVE COMMUNITY CHAN...	1	0.4 %
NEW RESIDENCE-CITY INFORMATION	1	0.4 %
NEWSLETTER	13	5.6 %
NEWSLETTER & BROCHURES	1	0.4 %
NEWSLETTER & ON-LINE	1	0.4 %
NEWSLETTER CONSISTENTLY SENT	1	0.4 %
NEWSLETTER IN MAIL	1	0.4 %
NEWSLETTER IN UTILITY BILL	1	0.4 %
NEWSLETTER ON-LINE ON YOUTH OP	1	0.4 %
NEWSLETTERS	2	0.9 %
NEWSLETTERS TO HOMES	1	0.4 %
NEWSPAPER	9	3.8 %
NEWSPAPER OR SCHOOLS	1	0.4 %
NEWSPAPERS	2	0.9 %
NEWSPAPERS OR DIRECT MAIL	1	0.4 %
NO DO GOOD JOB	1	0.4 %
NO FLYER-SEBSITES	1	0.4 %
NO USES WEBSITES	1	0.4 %
NO-PAPER	1	0.4 %
NOT AT THE PRESENT	1	0.4 %
NOT CITY PLACE TO ENTERTAIN	1	0.4 %
OK	1	0.4 %
OK THE WAY IT IS	1	0.4 %
ON-LINE EMAILS	1	0.4 %
ONLINE	1	0.4 %
PAPER	1	0.4 %
PR SPOTS	1	0.4 %
PROVIDING ON-LINE UPDATES	1	0.4 %
PUBLIC NEWSLETTER	1	0.4 %
PUBLISH IT IN NEWSPAPER	1	0.4 %
PUBLISHING	1	0.4 %
PUT IN MONTHLY BILLINGS	1	0.4 %
PUT IN NEWSPAPER	1	0.4 %
PUT IN THE NEWSPAPER	1	0.4 %

**Q17. Can you think of any ways the City could do a better job of keeping you informed about city programs and events? – OPEN ENDED**

PUT IT IN THE PAPER	2	0.9 %
PUT IT INTO NEWSPAPER	1	0.4 %
PUT IT ON TV	1	0.4 %
PUT MORE INFOR ON LINE	1	0.4 %
PUT OUT MORE INFO IN STORES	1	0.4 %
PUT OUT NEWSLETTERS MORE	1	0.4 %
PUT THEY MAYOR'S IN MAGAZINE	1	0.4 %
PUTTING MORE INFO ON THE WEB	1	0.4 %
PUTTING SOMETHING IN PAPER	1	0.4 %
RADIO STATION	1	0.4 %
REFUSE	1	0.4 %
SEND NEWSLETTER TO RESIDENTS	1	0.4 %
SEND OUT FLYERS	1	0.4 %
SEND OUT FLYERS TO RESIDENTS	1	0.4 %
SEND OUT LIST OF PROGRAMS	1	0.4 %
SEND OUT MONTHLY FLIERS	1	0.4 %
SEND SOMETHING IN THE MAIL	1	0.4 %
SENDING INFO BY MAIL-NEWSPAPER	1	0.4 %
SENDING MORE INFO IN CITY BILL	1	0.4 %
SENT OUT OWN FLIERS	1	0.4 %
SENT OUT SOMETHING ONCE A YEAR	1	0.4 %
THE BEST THAT CAN DO	1	0.4 %
THEY ARE GOOD NOW	1	0.4 %
THEY DO A GOOD JOB NOW	1	0.4 %
THROUGH NEWSBEAT	1	0.4 %
THROUGH THE MAIL	1	0.4 %
TV	1	0.4 %
TV (NEWS), RADIO, FLIERS	1	0.4 %
TV COMMERCIALS	1	0.4 %
UP TO CONSUMER TO GET INVOLVED	1	0.4 %
UPDATE CHAMBER OF COMMERCE	1	0.4 %
USE THE NEWSPAPER MORE	1	0.4 %
UTILIIES BILL INSERT	1	0.4 %
UTILITY BILL MAILINGS	1	0.4 %
WEBSITE	1	0.4 %
WEBSITE, INDIVIDUAL MAILINGS	1	0.4 %
WEBSITE, SEND MATERIAL HOME	1	0.4 %
YEARLY NEWSLETTER	1	0.4 %
YOUTH ACTIVITIES COMMITTEE	1	0.4 %
<u>YOUTH CITY PAGE</u>	<u>1</u>	<u>0.4 %</u>
Total	234	100.0 %

**Q18. Please indicate how concerned you are about each of the following.**

(N=664)

	Very Concerned 1	Somewhat Concerned 2	Not Sure 3	Not Concerned 4
Q18a The availability of affordable housing in Casa Grande	20.3%	24.1%	16.6%	39.0%
Q18b The availability of upscale housing in Casa Grande	5.6%	13.6%	16.9%	64.0%
Q18c The availability of diverse styles of housing in Casa Grande	8.6%	21.5%	16.7%	53.2%
Q18d The appearance of older areas in Casa Grande	32.5%	38.7%	11.0%	17.8%
Q18e The overall image of Casa Grande	19.3%	34.2%	11.9%	34.6%
Q18f Casa Grande's business image	19.0%	31.8%	16.4%	32.8%
Q18g The number of higher paying jobs available in Casa Grande	40.2%	23.9%	19.1%	16.7%
Q18h The availability of libraries arts and cultural amenities	18.2%	30.3%	14.5%	37.0%
Q18i The availability of open space parks & trails in Casa Grande	17.6%	27.9%	15.7%	38.9%
Q18j The availability of recreation programs in Casa Grande	17.0%	28.2%	19.9%	34.9%
Q18k The loss of desert & citrus environment	23.9%	27.1%	15.4%	33.6%
Q18l The availability of recreation programs and facilities in Casa Grande	18.1%	26.5%	19.3%	36.1%

**Q19. Which THREE of these issues do you think should receive the highest priority in the City's long range plan?**

<u>Q19 1<sup>st</sup> Choices</u>	<u>Number</u>	<u>Percent</u>
A=The availability of affordable housing in CG	102	15.4 %
B=The availability of upscale housing in CG	7	1.1 %
C=The availability of diverse styles of housing	15	2.3 %
D=The appearance of older areas in Casa Grande	120	18.1 %
E=The overall image of Casa Grande	44	6.6 %
F=Casa Grande's business image	23	3.5 %
G=The number of higher paying jobs available	114	17.2 %
H=The availability of libraries arts and cultural	23	3.5 %
I=The availability of open space parks & trails	26	3.9 %
J=The availability of recreation programs in CG	30	4.5 %
K=The loss of desert & citrus environment	47	7.1 %
L=The availability of recreation programs	28	4.2 %
Z=None Chosen	85	12.8 %
Total	664	100.0 %

**Q19. Which THREE of these issues do you think should receive the highest priority in the City's long range plan?**

<u>Q19 2<sup>nd</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=The availability of affordable housing in CG	32	4.8 %
B=The availability of upscale housing in CG	23	3.5 %
C=The availability of diverse styles of housing	16	2.4 %
D=The appearance of older areas in Casa Grande	82	12.3 %
E=The overall image of Casa Grande	56	8.4 %
F=Casa Grande's business image	39	5.9 %
G=The number of higher paying jobs available	89	13.4 %
H=The availability of libraries arts and cultural	33	5.0 %
I=The availability of open space parks & trails	46	6.9 %
J=The availability of recreation programs in CG	34	5.1 %
K=The loss of desert & citrus environment	44	6.6 %
L=The availability of recreation programs .	34	5.1 %
Z=No 2 <sup>nd</sup> choice	136	20.5 %
Total	664	100.0 %

**Q19. Which THREE of these issues do you think should receive the highest priority in the City's long range plan?**

<u>Q19 3<sup>rd</sup> Choice priority</u>	<u>Number</u>	<u>Percent</u>
A=The availability of affordable housing in CG	19	2.9 %
B=The availability of upscale housing in Casa Grande	5	0.8 %
C=The availability of diverse styles of housing	22	3.3 %
D=The appearance of older areas in Casa Grande	51	7.7 %
E=The overall image of Casa Grande	29	4.4 %
F=Casa Grande's business image	31	4.7 %
G=The number of higher paying jobs available	64	9.6 %
H=The availability of libraries arts and cultural	37	5.6 %
I=The availability of open space parks & trails	42	6.3 %
J=The availability of recreation programs in CG	35	5.3 %
K=The loss of desert & citrus environment	59	8.9 %
L=The availability of recreation programs	52	7.8 %
Z=No 3 <sup>rd</sup> choice	218	32.8 %
Total	664	100.0 %

**Q19. Which THREE of these issues do you think should receive the highest priority in the City's long range plan?**

<u>Q19 Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
A = The availability of affordable housing in CG	153	23.0 %
B = The availability of upscale housing in CG	35	5.3 %
C = The availability of diverse styles of housing	53	8.0 %
D = The appearance of older areas in Casa Grande	253	38.1 %
E = The overall image of Casa Grande	129	19.4 %
F = Casa Grande's business image	93	14.0 %
G = The number of higher paying jobs available	267	40.2 %
H = The availability of libraries arts and cultural	93	14.0 %
I = The availability of open space parks & trails	114	17.2 %
J = The availability of recreation programs in CG	99	14.9 %
K = The loss of desert & citrus environment	150	22.6 %
L = The availability of recreation programs	114	17.2 %
Z = None Chosen	85	12.8 %
Total	1638	

**Q20. Which of the following categories does your age fall between?**

Q20 Which of the following categories does your age fall between	Number	Percent
1=Under 30	149	22.4 %
2=30-49	204	30.7 %
3=50-64	159	24.0 %
4=65 or Over	152	22.9 %
Total	664	100.0 %

**Q21. Do you own or rent your primary residence in Casa Grande?**

Q21 Do you own or rent your primary residence in Casa Grande	Number	Percent
1=Own	529	79.7 %
2=Rent	135	20.3 %
Total	664	100.0 %

**Q22. Are you a permanent resident of the City of Casa Grande?**

Q22 Are you a permanent resident of the City of Casa Grande	Number	Percent
1=Yes	609	91.7 %
2=No	55	8.3 %
Total	664	100.0 %

***IF YES to #22***

**Q22a. How long have you lived in the City of Casa Grande?**

Q22a How long have you lived in the City of Casa Grande	Number	Percent
1=Under 2 years	72	11.8 %
2=2-5 Years	163	26.8 %
3=6-10 Years	98	16.1 %
4=11-20 Years	79	13.0 %
5=Over 20 Years	191	31.4 %
6=Don't remember	6	1.0 %
Total	609	100.0 %

***IF NO to #22***

**Q 22b. How many months per year do you live in the City of Casa Grande?**

Q22b How many months per year do you live in the City of Casa Grande	Number	Percent
1=Under 3 Months	3	5.9 %
2=3-6 Months	31	60.8 %
3=Over 6 Months	12	23.5 %
4=Varies	5	9.8 %
Total	51	100.0 %

**Q23. Is the male head of the household currently employed?**

Q23 Is the male head of household currently employed	Number	Percent
1=Yes	348	52.4 %
2=No	180	27.1 %
3=No Male head of household	111	16.7 %
4=Not Provided	25	3.8 %
Total	664	100.0 %

**Q 23a. Does this person work in Casa Grande or another location?**

Q23a Does this person work in Casa Grande or another location	Number	Percent
1=Casa Grande	188	54.0 %
2=Another Location	145	41.7 %
3=Not Provided	15	4.3 %
Total	348	100.0 %

**Q24. Is the female head of the household currently employed?**

Q24 Is the female head of household currently employed	Number	Percent
1=Yes	305	45.9 %
2=No	281	42.3 %
3=No Female Head of Household	51	7.7 %
4=Not Provided	27	4.1 %
Total	664	100.0 %

**Q24a. Does this person work in Casa Grande or another location?**

Q24a Does this person work in Casa Grande or another location	Number	Percent
1=Casa Grande	216	70.8 %
2=Another Location	82	26.9 %
3=Not Provided	7	2.3 %
Total	305	100.0 %

**Q25. What was your highest level of completed education?**

Q25 What was your highest level of completed education	Number	Percent
1=Some High School	45	6.8 %
2=High School	148	22.3 %
3=Some College	188	28.3 %
4=College Graduate	167	25.2 %
5=Post Graduate Work	31	4.7 %
6=Post Graduate Degree	69	10.4 %
7=Not Provided	16	2.4 %
Total	664	100.0 %

**Q26. Which of the following best describes your race/ethnicity?**

(MULTIPLE RESPONSES ALLOWED)

Q26 Which of the following best describes your race/ethnicity	Number	Percent
1 = White	470	70.8 %
2 = Black/African American	43	6.5 %
3 = Hispanic/Latino/Spanish	239	36.0 %
4 = Native American	25	3.8 %
5 = Asian American	7	1.1 %
6 = Other	6	0.9 %
7 = Not Provided	1	0.2 %
Total	791	

**Q27. Would you say your total annual household income before taxes is:**

Q27 Would you say your total annual household income before taxes is	Number	Percent
1=Under \$30,000	106	16.0 %
2=\$30,000 to \$44,999	103	15.5 %
3=\$45,000 to \$59,999	105	15.8 %
4=\$60,000 to \$79,999	92	13.9 %
5=\$80,000 or More	126	19.0 %
6=Not Provided	132	19.9 %
Total	664	100.0 %

**Q28. Gender of Respondent:**

Q28 Gender of Respondent	Number	Percent
1=Female	354	53.3 %
2=Male	310	46.7 %
Total	664	100.0 %

# *Survey Instrument*

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# 2007 Casa Grande Resident Satisfaction Survey



Phone: \_\_\_\_\_

Interviewer: \_\_\_\_\_

This is \_\_\_\_\_ calling from ETC Institute on behalf of the City of Casa Grande. The reason I am calling is to get your input in order to help the City's on-going effort to identify ways to improve the quality of city services. Can I have just a few minutes of your time to ask you a few questions? (If asked: the survey takes less than 10 minutes)

**Is your residence located within the Casa Grande City Limits? YES NO**

**Are you at least 18 years of age? YES NO**

If YES to both questions, continue

If NO: tell the respondent that this survey is intended only for residents who live within the City limits who are at least 18. If the person is under age 18, ask to speak with someone who is and redo introduction or schedule a call back time.

**I'd like to begin by asking you questions about life in Casa Grande.**

1. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Casa Grande with regard to the following:

<i>How would you rate Casa Grande:</i>	<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A. As a place to live	5	4	3	2	1	9
B. As a place to raise children	5	4	3	2	1	9
C. As a place to work	5	4	3	2	1	9
D. As a place to retire	5	4	3	2	1	9

2. Next, I am going to read you a list of items that may influence your perception of the City of Casa Grande. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Overall quality of services provided by the City of Casa Grande	5	4	3	2	1	9
B. Appearance of the City	5	4	3	2	1	9
C. How well the City is planning growth	5	4	3	2	1	9
D. Quality of life in the City	5	4	3	2	1	9
E. The overall job performance of the Mayor and City Council of Casa Grande	5	4	3	2	1	9
F. Opportunities for residents to participate in discussions that affect them and their neighborhood	5	4	3	2	1	9

3. Next, I am going to ask you to rate your satisfaction with various services provided by the City of Casa Grande. Please rate each item I read on a scale of 1 to 5 where 1 means “very dissatisfied” and 5 means “very satisfied” and then tell me whether or not you would be willing to pay more in order to improve this service.

<u>How satisfied are you with:</u>	Very		Neutral	Very		Don't Know	Would		
	Satisfied	Satisfied		Dissatisfied	Dissatisfied		Pay more	Not Pay more	Not Sure
(A) Police protection .....	5	4	3	2	1	9	1	2	9
(B) Fire protection .....	5	4	3	2	1	9	1	2	9
(C) Enforcement of traffic laws.....	5	4	3	2	1	9	1	2	9
(D) Crime prevention programs ...	5	4	3	2	1	9	1	2	9
(E) Efforts to counter gang activities.....	5	4	3	2	1	9	1	2	9
(F) Emergency medical response by the fire department.....	5	4	3	2	1	9	1	2	9
(G) Garbage collection.....	5	4	3	2	1	9	1	2	9
(H) Uncontainerized trash collection .....	5	4	3	2	1	9	1	2	9
(I) Preventing illegal dumping .....	5	4	3	2	1	9	1	2	9
(J) Recycling programs.....	5	4	3	2	1	9	1	2	9
(K) Construction of new streets ...	5	4	3	2	1	9	1	2	9
(L) Repair and maintenance of existing city streets .....	5	4	3	2	1	9	1	2	9
(M) Appearance/maintenance of city buildings & facilities.....	5	4	3	2	1	9	1	2	9
(N) Enforcement of city codes .....	5	4	3	2	1	9	1	2	9
(O) Quality of City programs for youth .....	5	4	3	2	1	9	1	2	9
(P) City parks.....	5	4	3	2	1	9	1	2	9
(Q) The City swimming pool.....	5	4	3	2	1	9	1	2	9
(R) City efforts to attract new employers.....	5	4	3	2	1	9	1	2	9
(S) City efforts to support arts & cultural events/programs ..	5	4	3	2	1	9	1	2	9
(T) City services for the elderly ...	5	4	3	2	1	9	1	2	9
(U) Overall quality of city communication with the public .....	5	4	3	2	1	9	1	2	9
(V) Library services.....	5	4	3	2	1	9	1	2	9

4. Of the services I just read, which FOUR do you think should receive the most emphasis over the next two years? (enter letters from list in Q#3)

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_



9. Do you see or read the City of Casa Grande quarterly newsletter, *City Beat*, that appears in *Grande Living* magazine?  
 \_\_\_(1) Yes [answer Question 9a]  
 \_\_\_(2) No  
 \_\_\_(3) Not sure

- 9a. If YES - How informative do you find *City Beat*?  
 \_\_\_(3) Very informative                      \_\_\_(1) Not informative at all  
 \_\_\_(2) Informative                              \_\_\_(9) Not sure/Don't know

10. How would you prefer to receive the *City Beat*?  
 \_\_\_(1) Utility bill  
 \_\_\_(2) On-line at the City's website  
 \_\_\_(3) Direct mailing from the City  
 \_\_\_(4) Insert in local newspaper  
 \_\_\_(5) Leave it in *Grande Living Magazine* (this is how it is currently distributed)  
 \_\_\_(6) Other: \_\_\_\_\_

11. Have you ever accessed the City of Casa Grande's website?  
 \_\_\_(1) Yes      \_\_\_(2) No      \_\_\_(3) Not sure/Don't remember

11a. If YES – How have you used the City's website?  
 \_\_\_\_\_

11b. What type of information would you like to see most on the City's website?  
 \_\_\_\_\_

12. Using a scale of 1 to 5 where 5 means very safe and 1 means very unsafe, please rate how safe you feel in the following situations:

<b>How Safe Do You Feel:</b>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	In City parks	5	4	3	2	1	9
B.	In your neighborhood during the day	5	4	3	2	1	9
C.	In your neighborhood at night	5	4	3	2	1	9
D.	Overall feeling of safety in Casa Grande	5	4	3	2	1	9

**The next four questions are open-ended questions. You can give any response you would like and if you don't know we will just move on to the next question.**

13. What do you think is the single most important problem the City should be working to solve in Casa Grande?  
 \_\_\_\_\_

14. What do you feel is the single most important problem the City should be working to solve in your neighborhood?

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15. Can you think of any youth programs that should be offered by the City that are not currently provided?

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16. Can you think of any youth programs that should be discontinued that the City currently provides?

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17. Can you think of any ways the City could do a better job of keeping you informed about city programs and events?

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18. Please indicate how concerned you are about each of the following.

(Circle the corresponding number)

Very Somewhat Not Not  
Concerned Concerned Sure Concerned

- (A) The availability of affordable housing in Casa Grande . 1 ..... 2 ..... 3 ..... 4
- (B) The availability of upscale housing in Casa Grande ..... 1 ..... 2 ..... 3 ..... 4
- (C) The availability of diverse styles of housing in Casa Grande ..... 1 ..... 2 ..... 3 ..... 4
- (D) The appearance of older areas in Casa Grande ..... 1 ..... 2 ..... 3 ..... 4
- (E) The overall image of Casa Grande ..... 1 ..... 2 ..... 3 ..... 4
- (F) Casa Grande's business image ..... 1 ..... 2 ..... 3 ..... 4
- (G) The number of higher paying jobs available in Casa Grande ..... 1 ..... 2 ..... 3 ..... 4
- (H) The availability of libraries, arts and cultural amenities 1 ..... 2 ..... 3 ..... 4
- (I) The availability of open space, parks, & trails in Casa Grande ..... 1 ..... 2 ..... 3 ..... 4
- (J) The availability of recreation programs in Casa Grande ..... 1 ..... 2 ..... 3 ..... 4
- (K) The loss of desert & citrus environment ..... 1 ..... 2 ..... 3 ..... 4
- (L) The availability of recreation programs and facilities in Casa Grande ..... 1 ..... 2 ..... 3 ..... 4

19. Which THREE of these issues do you think should receive the highest priority in the City's long range plan? [write the letters for your top choices below from the list in Q18 above]

\_\_\_\_\_ 1<sup>st</sup> choice

\_\_\_\_\_ 2<sup>nd</sup> choice

\_\_\_\_\_ 3<sup>rd</sup> choice



26. Which of the following best describes your race/ethnicity? (check all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> (1) White                   | <input type="checkbox"/> (5) Asian American |
| <input type="checkbox"/> (2) Black/African American  | <input type="checkbox"/> (6) Other: _____   |
| <input type="checkbox"/> (3) Hispanic/Latino/Spanish | <input type="checkbox"/> (7) Not provided   |
| <input type="checkbox"/> (4) Native American         |   |

27. Would you say your total annual household income before taxes is:

- |   |   |
|---|---|
| <input type="checkbox"/> (1) Under \$30,000       | <input type="checkbox"/> (4) \$60,000 to \$79,999 |
| <input type="checkbox"/> (2) \$30,000 to \$44,999 | <input type="checkbox"/> (5) \$80,000 or more     |
| <input type="checkbox"/> (3) \$45,000 to \$59,999 | <input type="checkbox"/> (6) Not provided         |

28. **DO NOT ASK** Gender of Respondent:  (1) Female  (2) Male

***The City of Casa Grande Thanks You for Your Time.  
This Concludes the Survey.***

**RECORD THE FOLLOWING FROM THE CALL SHEET:**

HOME STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_