



THE NCSTM
The National Citizen SurveyTM

Apache Junction, AZ

Trends over Time

2018



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2018 ratings for the City of Apache Junction to its previous survey results in 2015. Additional reports and technical appendices are available under separate cover.

Trend data for Apache Junction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than seven percentage points between the 2015 and 2018 surveys, otherwise the comparisons between 2015 and 2018 are noted as being "similar." It should be noted that the 2015 and 2018 surveys were administered at different times of year; the 2015 survey was administered in August and the 2018 survey was administered in January. Therefore, differences in ratings between the two survey iterations could be at least partially attributable to the seasonality difference and likely increase in part-time residents in January. Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Apache Junction for 2018 generally remained stable. Of the 121 items for which comparisons were available, 92 items were rated similarly in 2015 and 2018, 14 items showed a decrease in ratings and 15 showed an increase in ratings. Notable trends over time included the following:

- The aspects for which ratings increased from 2015 to 2018 were spread across several different facets of community livability. Overall quality of new development in the city saw the biggest ratings increase (by 21%) from 2015 to 2018; other items that increased over time included recreational opportunities, overall opportunities for education and enrichment, overall quality of business and service establishments and several aspects of Community Engagement. Residents were also more likely in 2018 than in 2015 to have participated in physical activity, attended a City-sponsored event and to recommend living in Apache Junction to someone who asked.
- Ratings for several Mobility-related items declined over time. These included traffic flow, ease of travel by car and by bicycle, public parking and street repair. However, the proportion of residents who reporting walking or biking instead of driving increased since 2015.
- Residents in 2018 tended to give less positive ratings to K-12 education and the availability of affordable quality child care than in 2015. Respondents also were less likely in 2018 to have visited public libraries.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2018 rating compared to 2015	Comparison to benchmark	
	2015	2018		2015	2018
Overall quality of life	64%	70%	Similar	Lower	Similar
Overall image	28%	32%	Similar	Much lower	Much lower
Place to live	65%	72%	Higher	Lower	Lower
Neighborhood	71%	72%	Similar	Lower	Similar
Place to raise children	44%	45%	Similar	Much lower	Much lower
Place to retire	75%	81%	Similar	Similar	Higher
Overall appearance	46%	45%	Similar	Lower	Lower

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2018 rating compared to 2015	Comparison to benchmark	
		2015	2018		2015	2018
Safety	Overall feeling of safety	62%	61%	Similar	Lower	Lower
	Safe in neighborhood	92%	87%	Similar	Similar	Similar
	Safe downtown/commercial area	85%	80%	Similar	Similar	Similar
Mobility	Overall ease of travel	78%	74%	Similar	Similar	Similar
	Paths and walking trails	51%	46%	Similar	Similar	Lower
	Ease of walking	60%	50%	Lower	Similar	Similar
	Travel by bicycle	62%	40%	Lower	Similar	Similar
	Travel by car	83%	73%	Lower	Similar	Similar
	Public parking	75%	67%	Lower	Higher	Similar
	Traffic flow	72%	60%	Lower	Higher	Similar
Natural Environment	Overall natural environment	74%	75%	Similar	Similar	Similar
	Cleanliness	48%	46%	Similar	Lower	Lower
	Air quality	64%	59%	Similar	Similar	Lower
Built Environment	Overall built environment	38%	40%	Similar	Lower	Lower
	New development in Apache Junction	29%	49%	Higher	Lower	Similar
	Affordable quality housing	47%	47%	Similar	Similar	Similar
	Housing options	45%	44%	Similar	Similar	Similar
	Public places	40%	46%	Similar	Lower	Lower
Economy	Overall economic health	31%	36%	Similar	Lower	Lower
	Vibrant downtown/commercial area	23%	27%	Similar	Lower	Lower
	Business and services	42%	49%	Higher	Lower	Similar
	Cost of living	47%	51%	Similar	Similar	Similar
	Shopping opportunities	38%	40%	Similar	Lower	Similar
	Employment opportunities	23%	23%	Similar	Lower	Lower
	Place to visit	59%	63%	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2018 rating compared to 2015	Comparison to benchmark	
		2015	2018		2015	2018
	Place to work	29%	36%	Similar	Much lower	Lower
Recreation and Wellness	Health and wellness	48%	57%	Higher	Lower	Lower
	Mental health care	44%	35%	Lower	Similar	Similar
	Preventive health services	53%	47%	Similar	Similar	Similar
	Health care	48%	50%	Similar	Similar	Similar
	Food	59%	62%	Similar	Similar	Similar
	Recreational opportunities	53%	63%	Higher	Similar	Similar
	Fitness opportunities	57%	60%	Similar	Similar	Similar
Education and Enrichment	Education and enrichment opportunities	35%	46%	Higher	Much lower	Lower
	Cultural/arts/music activities	36%	40%	Similar	Lower	Lower
	Adult education	51%	51%	Similar	Similar	Similar
	K-12 education	38%	30%	Lower	Much lower	Much lower
Community Engagement	Child care/preschool	45%	34%	Lower	Similar	Lower
	Social events and activities	42%	52%	Higher	Lower	Similar
	Neighborliness	44%	52%	Higher	Lower	Similar
	Openness and acceptance	48%	48%	Similar	Similar	Lower
	Opportunities to participate in community matters	50%	53%	Similar	Similar	Similar
	Opportunities to volunteer	57%	64%	Higher	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2018 rating compared to 2015	Comparison to benchmark	
	2015	2018		2015	2018
Services provided by Apache Junction	65%	58%	Similar	Similar	Similar
Customer service	66%	61%	Similar	Similar	Similar
Value of services for taxes paid	44%	40%	Similar	Similar	Similar
Overall direction	51%	51%	Similar	Similar	Similar
Welcoming citizen involvement	48%	48%	Similar	Similar	Similar
Confidence in City government	41%	43%	Similar	Similar	Similar
Acting in the best interest of Apache Junction	46%	44%	Similar	Similar	Similar
Being honest	47%	47%	Similar	Similar	Similar
Treating all residents fairly	51%	45%	Similar	Similar	Similar
Services provided by the Federal Government	29%	30%	Similar	Similar	Similar

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Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2018 rating compared to 2015	Comparison to benchmark	
		2015	2018		2015	2018
Safety	Police	71%	71%	Similar	Similar	Similar
	Crime prevention	61%	59%	Similar	Similar	Similar
	Animal control	55%	57%	Similar	Similar	Similar
	Emergency preparedness	46%	37%	Lower	Lower	Lower
	Traffic enforcement	61%	59%	Similar	Similar	Similar
Mobility	Street repair	45%	37%	Lower	Similar	Similar
	Street cleaning	47%	46%	Similar	Similar	Lower
	Street lighting	44%	42%	Similar	Lower	Lower
	Sidewalk maintenance	44%	44%	Similar	Similar	Similar
	Traffic signal timing	54%	40%	Lower	Similar	Similar
	Garbage collection	75%	76%	Similar	Similar	Similar
	Recycling	69%	68%	Similar	Similar	Similar
Natural Environment	Drinking water	36%	36%	Similar	Much lower	Much lower
	Open space	56%	59%	Similar	Similar	Similar
	Storm drainage	43%	40%	Similar	Lower	Lower
Built Environment	Sewer services	61%	64%	Similar	Similar	Similar
	Land use, planning and zoning	39%	38%	Similar	Similar	Similar
	Code enforcement	35%	30%	Similar	Lower	Lower
	Cable television	39%	30%	Lower	Lower	Lower
	Economic development	33%	35%	Similar	Lower	Lower
Recreation and Wellness	City parks	69%	72%	Similar	Similar	Similar
	Recreation programs	62%	67%	Similar	Similar	Similar
	Recreation centers	69%	70%	Similar	Similar	Similar
	Health services	46%	49%	Similar	Similar	Lower
Education and Enrichment	Special events	59%	54%	Similar	Similar	Similar
	Public libraries	79%	79%	Similar	Similar	Similar
Community Engagement	Public information	58%	59%	Similar	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2018 rating compared to 2015	Comparison to benchmark	
	2015	2018		2015	2018
Sense of community	40%	51%	Higher	Lower	Similar
Recommend Apache Junction	71%	78%	Higher	Lower	Similar
Remain in Apache Junction	80%	83%	Similar	Similar	Similar
Contacted Apache Junction employees	32%	32%	Similar	Lower	Lower

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Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2018 rating compared to 2015	Comparison to benchmark	
		2015	2018		2015	2018
Safety	Stocked supplies for an emergency	35%	27%	Lower	Similar	Similar
	Did NOT report a crime	73%	73%	Similar	Similar	Similar
	Was NOT the victim of a crime	83%	84%	Similar	Similar	Similar
Mobility	Carpooled instead of driving alone	41%	43%	Similar	Similar	Similar
	Walked or biked instead of driving	35%	42%	Higher	Much lower	Lower
Natural Environment	Conserved water	86%	88%	Similar	Similar	Similar
	Made home more energy efficient	77%	81%	Similar	Similar	Similar
	Recycled at home	83%	88%	Similar	Similar	Similar
Built Environment	Did NOT observe a code violation	33%	38%	Similar	Much lower	Lower
	NOT under housing cost stress	68%	72%	Similar	Similar	Similar
Economy	Purchased goods or services in Apache Junction	92%	97%	Similar	Similar	Similar
	Economy will have positive impact on income	25%	35%	Higher	Similar	Similar
	Work in Apache Junction	26%	23%	Similar	Lower	Lower
Recreation and Wellness	Used Apache Junction recreation centers	55%	51%	Similar	Similar	Similar
	Visited a City park	65%	67%	Similar	Lower	Lower
	Ate 5 portions of fruits and vegetables	78%	73%	Similar	Similar	Lower
	Participated in moderate or vigorous physical activity	69%	82%	Higher	Lower	Similar
	In very good to excellent health	46%	46%	Similar	Similar	Similar
	Used Apache Junction public libraries	70%	59%	Lower	Similar	Similar
Education and Enrichment	Attended a City-sponsored event	36%	44%	Higher	Lower	Lower
	Campaigned for an issue, cause or candidate	18%	20%	Similar	Similar	Similar
Community Engagement	Contacted Apache Junction elected officials	14%	15%	Similar	Similar	Similar
	Volunteered	25%	28%	Similar	Lower	Lower
	Participated in a club	23%	22%	Similar	Similar	Similar
	Talked to or visited with neighbors	91%	93%	Similar	Similar	Similar
	Done a favor for a neighbor	81%	86%	Similar	Similar	Similar
	Attended a local public meeting	15%	16%	Similar	Similar	Similar
	Watched a local public meeting	21%	17%	Similar	Similar	Similar
	Read or watched local news	83%	83%	Similar	Similar	Similar
	Voted in local elections	78%	72%	Similar	Similar	Similar