

Town of Queen Creek Citizen Survey

Prepared for:

Spring 2016



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Key Findings

The 2016 Town of Queen Creek Citizen Survey was conducted by WestGroup Research March 28, 2016 through May 10, 2016. The purpose of the survey was to receive residents' perspectives on a number of issues/topics ranging from traffic to governance, and to identify areas in which there have been improvements since the 2014 Citizen Survey. A total of 401 Queen Creek residents were interviewed by telephone. The following are key findings that surfaced.

- **Great place to live** – Residents enthusiastically agree that the Town of Queen Creek is a desirable place to live. Of the six quality of life attributes measured, five are rated as Excellent or Good by at least eight in 10 residents. These scores are similar to those the Town received in 2014.

Residents continue to be drawn to Queen Creek for the rural, small town feel and the peaceful, quiet environment. Those two qualities were identified most frequently as the best things about living in the community. In addition, some of the Town attributes that residents mentioned as needing to be improved in the 2014 research, have been addressed. For example, while 20% of those participating in the 2014 study said they wanted more shopping, this decreased to 12% in 2016. More restaurants decreased as a desired benefit as well, dropping from 14% in the previous study to 8% this year, as did more recreation opportunities (12% in 2014 and 7% in 2016).

- **Place to work/Employment opportunities** – The only “shortcoming” among the list of quality of life attributes is the way residents view the town as a place to work, and even that has improved over the past two years. In 2014, 48% gave a Fair/Poor/Very Poor rating to Queen Creek as a place to work. That number decreased to 36% in the most recent study, a statistically significant decrease. As further evidence, the portion who rated the town Very Poor or Poor for employment opportunities dropped from 24% in 2014 to 15% in 2016.

It's important to note that residents between 18 and 35 gave Queen Creek the highest ratings for employment opportunities - 68% rate Excellent/Good compared to 40% of those between 35 and 54 and 45% of residents 55 or older.

- **Growing pains** – With the increase in shopping, dining, and entertainment opportunities, come increased traffic and road congestion. This surfaced as the most commonly cited *worst thing* about living in Queen Creek in 2016, while road improvements/lanes/ highways became the top desired benefit, it was mentioned in just three in ten residents. Very Poor/Poor ratings increased from 19% in 2014 to 28% this year, when residents were asked to rate a list of Queen Creek characteristics. Finally, trends point to residents' willingness to put their money where their mouth is,



as three quarters strongly or somewhat support tax increases for road improvements – 44% strongly and 32% somewhat support. Strong support is up significantly over 2014.

Contrasting this, some residents are concerned that the rural, small town feel that attracted them to Queen Creek in the first place will be lost as the town continues to boom. As one resident put it, *I want the growth to calm down.*

- **New development** – As mentioned previously, at least two of the opportunities identified in the 2014 study – shopping and employment – have seen improvement. And, residents give the town high marks in this area, with 84% giving Excellent or Good ratings for overall quality of new development. Excellent ratings increased significantly between 2014 (34%) and 2016 (43%).
- **Sustaining high marks for services** – Queen Creek received extremely high ratings for the services provided to residents.
- **Communicating with residents** – As might be expected, communication preferences are changing. While the website remains in the top position, social media increased significantly and now holds the #2 spot. In 2014, water bill inserts and website were each identified by 30% of respondents, with social media being the preferred source among 22%.
- **Bottom line** – For all of the reasons mentioned, and a key finding, residents are highly likely to stay in and importantly, recommend Queen Creek to others.



Conclusions

- 1. Quality of life** – There is a delicate balance between maintaining the rural, small town feel of Queen Creek, yet providing highly desired shopping, dining, and entertainment opportunities . . . without the traffic and congestion that comes with it. This will continue to be a challenge as the community continues to flourish. The good news is residents understand the challenge, and may be amenable to a tax increase to address the issue.
- 2. Increased engagement** – The Town of Queen Creek offers residents numerous opportunities to engage in the community via communication channels and activities. While some of these are frequented by residents (e.g., town parks, the library, the website and newsletter), many are not. Creative ways to engage more residents in such activities as Town-sponsored special events, recreation programs, sports leagues, and volunteer organizations would help foster the sense of community that residents so enjoy about Queen Creek. The use of social media to track Town activities increased significantly this year and it represents a strong communication avenue for the Town.
- 3. Communication channels** – Queen Creek must continue to provide an integrated communications strategy using multiple channels to meet the needs of the diverse population. Residents use several different sources of information to learn about what’s going on in their community.
- 4. Residents’ concerns** – As mentioned several times, traffic flow/congestion is becoming a bigger problem as the Queen Creek area continues to grow. Residents appreciate the improved shopping, dining, and entertainment options, but don’t want the congestion that inevitably comes with it. They have also observed improved employment opportunities, which may also be contributing to additional traffic. Continued education and information on road improvements and traffic calming initiatives should be implemented and communicated so residents feel like they are being heard.



Background & Methodology

The Town of Queen Creek (TOQC) commissioned WestGroup Research of Phoenix, Arizona to conduct its 2016 Citizen Survey in an effort to collect data from residents regarding attitudes and approval levels of the Town's functionality, and to measure changes in these attitudes from the 2014 Survey.

All data were collected from the WestGroup Research central phone center. Interviews began March 28, 2016 and lasted through May 10, 2016. The average interview length was 18 minutes. The total sample size of n=401 has a margin of error of $\pm 5.0\%$ at the 95% confidence level.

All residents were screened to ensure they receive trash services from the Town of Queen Creek, and to ensure they resided in the 85142 zip code (85242 was also accepted, as a few residents are unaware it has been changed). The base sample interviewers dialed from was comprised of a combination of random digit dialing (RDD), cell-phone, and TOQC housing data.



While every effort was made to target a representative sample of TOQC residents, the nature of telephone data collection combined with a relatively small population to sample required post-stratification data weighting. Therefore, the total data has been weighted to represent the demographic composition of TOQC. Below represents the weighted percentages.

Characteristic	2016 n=401	2014 n=403	Characteristic	2016 n=401	2014 n=403
Gender			Own or rent primary residence		
Male	50%	53%	Own	86%	85%
Female	50%	47%	Rent	11%	15%
			Don't know/declined	3%	3%
Ethnicity			Marital Status		
Caucasian	62%	62%	Married	75%	71%
African American	4%	4%	Divorced/widowed	9%	7%
Latino/Hispanic	19%	19%	Single, never married	11%	14%
Asian	3%	3%	Living with significant other/ partner	3%	4%
Other	8%*	11%	Other	--	1%
Declined to answer	4%	1%	Declined to answer	2%	3%
Age			Annual household income		
18 to 24 years	7%*	14%	Less than \$24,999	2%	2%
25 to 34 years	17%	19%	\$25,000 to \$49,999	10%	17%
35 to 44 years	28%	25%	\$50,000 to \$99,999	33%	39%
45 to 54 years	21%	19%	\$100,000 to \$149,999	20%	18%
55 to 64 years	14%	13%	\$150,000 or more	21%	13%
65 to 74 years	9%	7%	Don't know/no answer	4%	11%
75+	4%	3%			
Declined to Answer	<1%	<1%			
# in household			# children under 18 in HH¹		
1	5%	3%	0	35%	35%
2-3	37%	42%	1-2	38%	41%
4-5	43%	40%	3-4	20%	19%
6+	13%	14%	5+	4%	2%
Declined to answer	2%	1%	Declined to answer	3%	3%

* Significantly different from 2014



Characteristic	2016 n=401	2014 N=403
Employment status		
Employed full-time	54%	58%
Employed part-time	12%	12%
Unemployed and looking for work	3%	6%
Unemployed/not looking for work	10%	9%
Retired	18%	13%
Declined to answer	3%	2%
Education level		
High school or less	13%*	21%
Some college	31%	29%
Vocational or technical training	8%*	4%
College graduate	30%	32%
Post graduate degree or more	15%	13%
Don't know/declined to answer	3%	2%
Years lived in TOQC		
Less than 2 years	1%	4%
2 to 5 years	20%*	33%
6 to 10 years	36%	36%
11 to 20 years	35%*	19%
More than 20	8%	6%
Don't know/declined	<1%	1%
Eligible to vote		
Yes	96%	95%
No	2%	4%
Don't know/declined to answer	2%	1%
Registered to vote in TOQC (based to those eligible to vote)		
Yes	84%	84%
No	12%	13%
Don't know/declined to answer	4%	3%
Plan to vote in next Town election (based to those eligible to vote)		
Yes	84%	NA
No	11%	NA
Don't know/declined to answer	5%	NA

* Significantly different from 2014



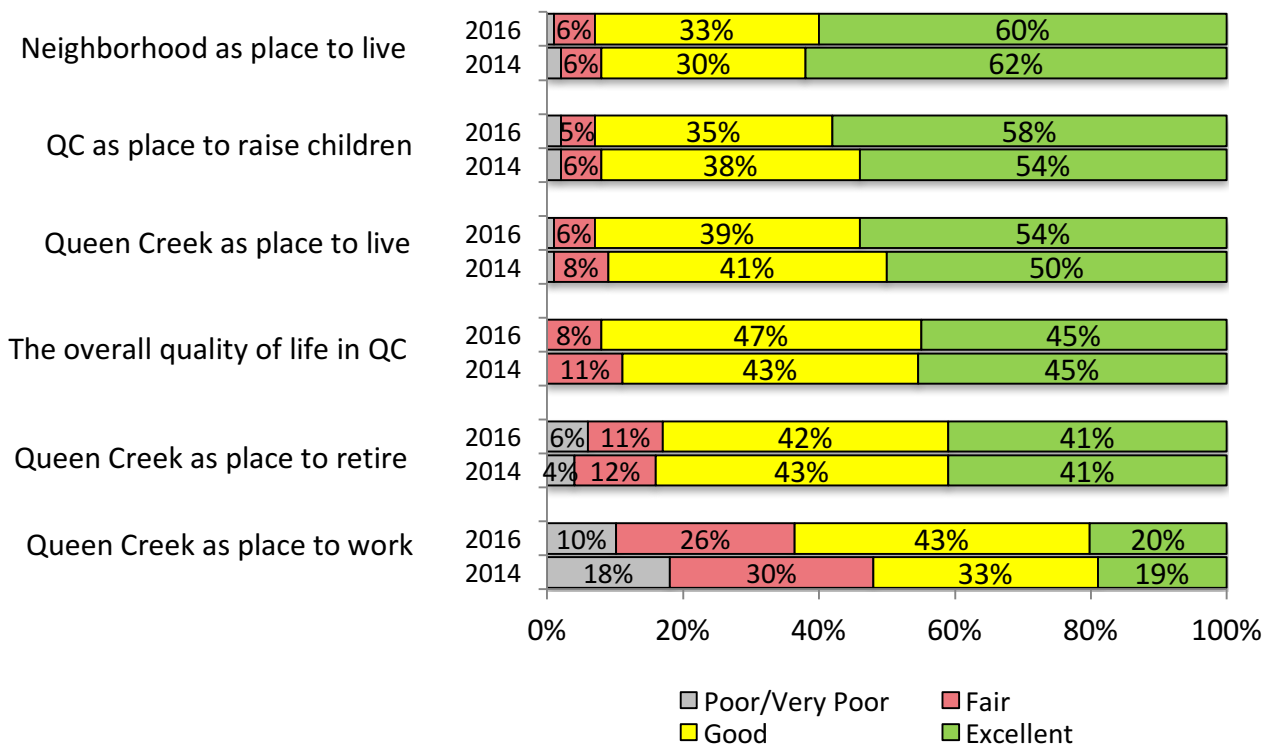
I. Overall Opinions

A. Quality of Life in Queen Creek

- Residents like where they live** - Residents continue to give high ratings to Queen Creek for most quality of life attributes (five out of six attributes received 83% or higher Excellent/Good marks). The highest marks were given for neighborhood as a place to live, Queen Creek as a place to raise children and a place to live, and the overall quality of life.
- Focus point** – While still lower than other attributes, Excellent/Good ratings for Queen Creek as a place to work increased significantly from 2014 to 2016 - 52% and 63% Excellent/ Good ratings, respectively.

Quality of Life in Queen Creek

Among Those with an Opinion



Q1: Next, I would like to get your opinions on a few aspects regarding the quality of life in Queen Creek. First, how would you rate... [Randomized List]
 2016 n=401; 2014 n=403



Key differences/highlights

- **Families of all sizes** – Queen Creek has managed to successfully address the needs of a variety of family compositions. For example, the same proportion of households with and without children in the home rated the Town Excellent/Good as a place to live – 92%. Similarly, those with and without children gave comparable ratings to the overall quality of life – 93% and 91% rated Excellent/Good, respectively.
- **55+ and homeowners** - While the Town has broad familial appeal, the community has even stronger appeal among those 55+ and homeowners. For example, residents 55+ were significantly more likely than those between 35 and 54 to rate overall quality of life Excellent/Good, 96% compared to 90%, and their neighborhood as a place to live Excellent/Good, 99% and 89%, respectively. In addition, 94% of those who own their home rated their neighborhood as a place to live Excellent/Good compared to 80% of renters.
- **Upper middle income households** – Those with incomes above \$50K generally gave higher quality of life ratings to Queen Creek than did those with incomes under \$50K. For example, 94% of households with incomes over \$50K rated the overall quality of life in Queen Creek Excellent/Good, compared to 81% of those with incomes <\$50K.

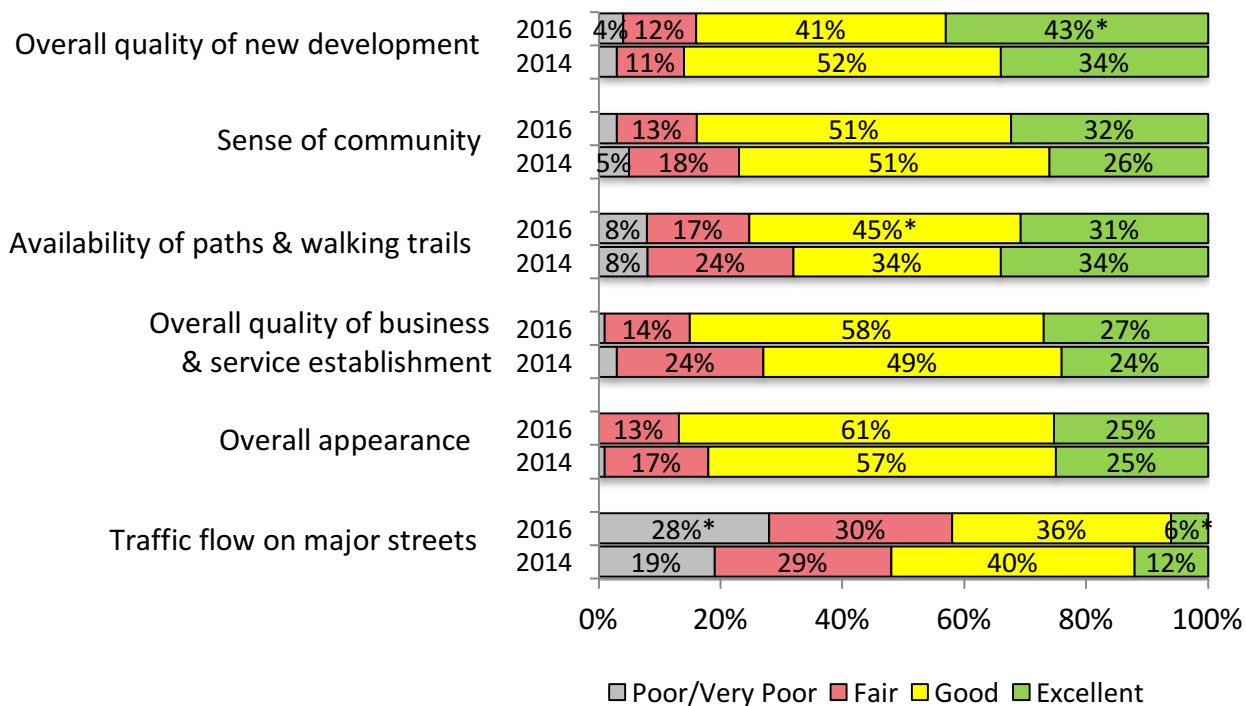


B. Other Queen Creek Characteristics

- Growth, community, and walking trails** – Among an additional list of Queen Creek characteristics, the Town received high ratings for quality of new development, sense of community, and availability of paths and walking trails. It is important to note that there was a significant increase in those rating the overall quality of new development Excellent, which improved from 34% in 2014 to 43% this year. In addition, there was an increase in the proportion rating the availability of paths and walking trails Good, up from 34% in 2014 to 45% in 2016.
- Focus point** - Traffic flow on major streets received the lowest marks among the characteristics measured again this year. Poor ratings increased significantly from 19% to 28%, while Excellent ratings decreased from 12% in 2014 to 6% this year.

Other Queen Creek Characteristics

Among Those with an Opinion



Q2: Using the same scale, please rate each of the following characteristics as they relate to Queen Creek as a whole. First, how would you rate...[Randomized List]

2016 n=401; 2014 n=403

* Significantly different from 2014



Key differences/highlights

- **Traffic**– Concern about Queen Creek traffic is a universal issue across all demographic groups. While some groups rate traffic flow on major streets slightly higher than others, virtually all of the ratings were lower than the other characteristics measured.
 - A review of other questions throughout the survey highlights traffic as the top issue among residents. Slow traffic/commute times/ability to reach shopping/restaurants are consistently mentioned as issues of concern. In addition, a majority are willing to support tax increases for road improvements.
- **New development most appealing to the younger age group** - Those under age 35 gave higher Excellent/Good ratings (95%) for the overall quality of new development than did those over 55 years of age (80%).

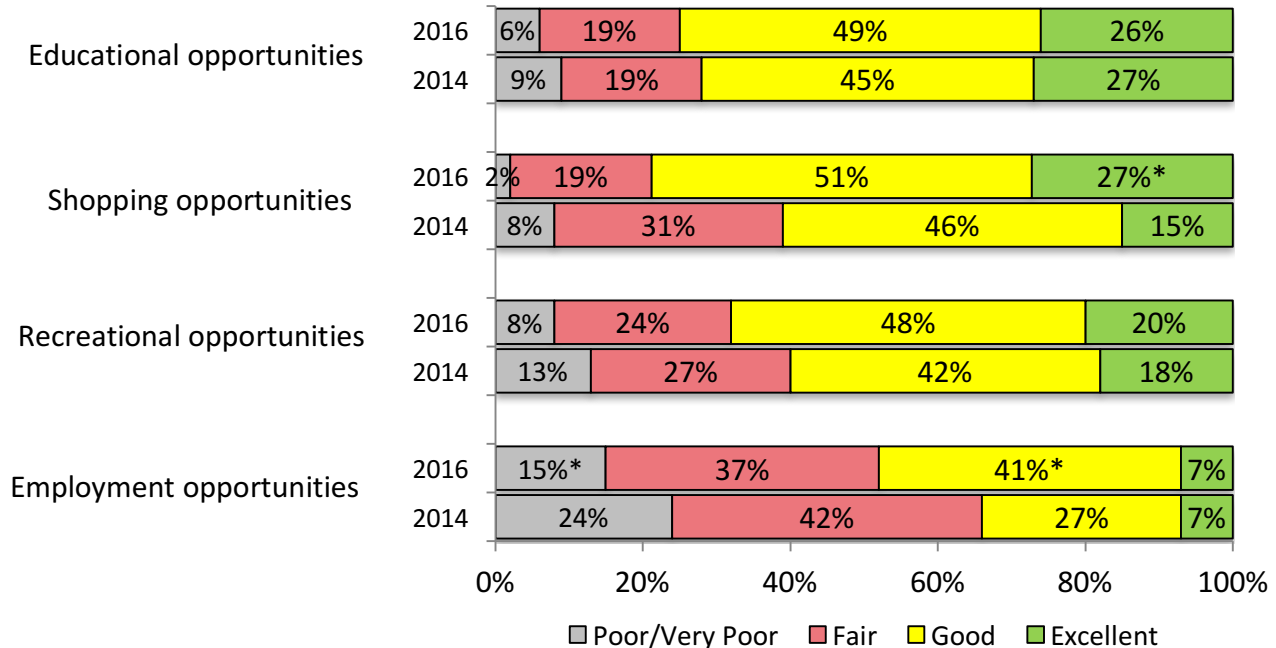


C. Opportunities within Queen Creek

- **Improved shopping opportunities in Queen Creek** – The past two years has brought improved shopping opportunities according to Queen Creek residents, as Excellent/Good ratings for this attribute increased significantly from 61% in 2014 to 78% this year.
- **Continued great opportunities in education and recreation** – Excellent/Good ratings for these two remained high - 75% for educational opportunities (the question did not differentiate between the type of educational opportunity needed: K-12 or higher ed) and 68% for recreational opportunities. Both of these are up directionally, though not significantly.
- **Focus point** – though still low relative to the other opportunities evaluated, there was an increase in those rating employment opportunities Excellent/Good – 48% this year compared to 34% in 2014. Interestingly, those under 35 and those with a high school education or less gave significantly higher ratings for employment opportunities compared to their counterparts.

Opportunities within Queen Creek

Among Those with an Opinion



Q2b: Using the same scale, please rate each the following opportunities within Queen Creek as a whole. First, how would you rate the...Randomized List]

2016 n=401; 2014 n=403

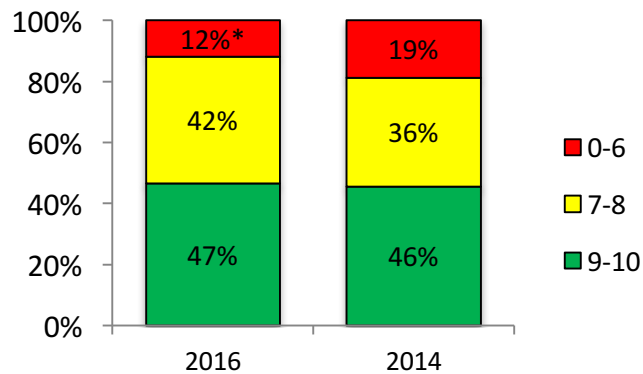
* Significantly different from 2014



D. Likelihood to Recommend / Stay

- **Residents would recommend Queen Creek as a place to live.** Almost half (47%) gave the highest ratings (9/10) regarding their likelihood to recommend Queen Creek and only 12% gave below a 7 rating. The decrease in the portion giving 0-6 ratings is statistically significant.

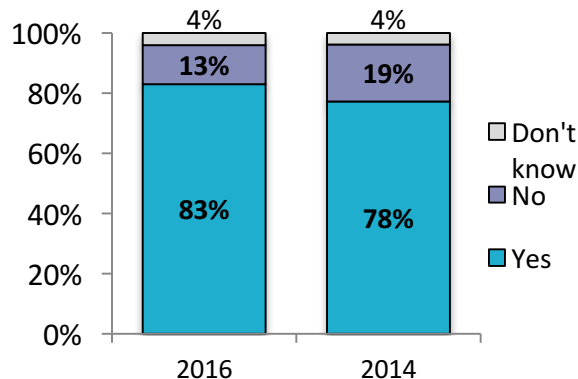
Likelihood to Recommend Queen Creek
Among Those with an Opinion



Q3: How likely would you be to recommend living in Queen Creek to someone who asks? [10 = very likely; 0 – not at all likely]; 2016 n=401; 2014 n=403
* Significantly different from 2014

- **Residents are well settled in Queen Creek** – 13% of residents plan on moving from Queen Creek in the next five years, consistent with national data on movers.

Likelihood to Be Living in Queen Creek Five Years from Now

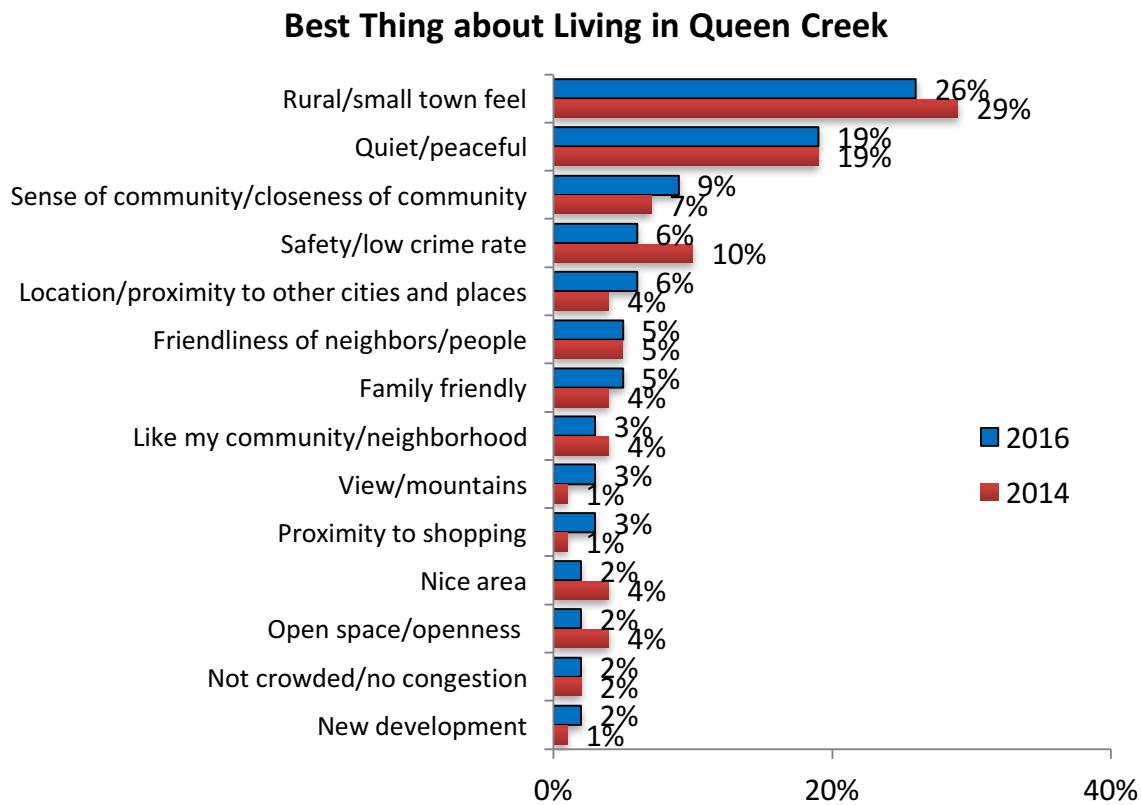


Q4: Are you likely to be living in Queen Creek five years from now? 2016 n=401; 2014 n=403



E. Best Thing about Living in Queen Creek

- Rural/small town feel** - Residents most like Queen Creek’s small town feel and attributes associated with this – quiet, peaceful, and closeness of the community. Although the top two responses were consistent across all demographic groups, the order in which they placed varied slightly. For example, 32% of those with children in the home said rural/small town feel was the attribute they like most, followed by 17% who said quiet/peaceful. In contrast, 19% of those without children in the household said they like the rural/small town feel, while 22% said quiet/peaceful. In another example, 31% of Caucasians said they like the rural/small town feel of Queen Creek most, followed by 16% who said quite/peaceful. Among minority groups, 18% said rural/small town feel, compared to 25% who said quiet/peaceful.



Q15: What do you like best about living in Queen Creek? [OPEN-ENDED; SINGLE RESPONSE]
 2016 n=401; 2014 n=403

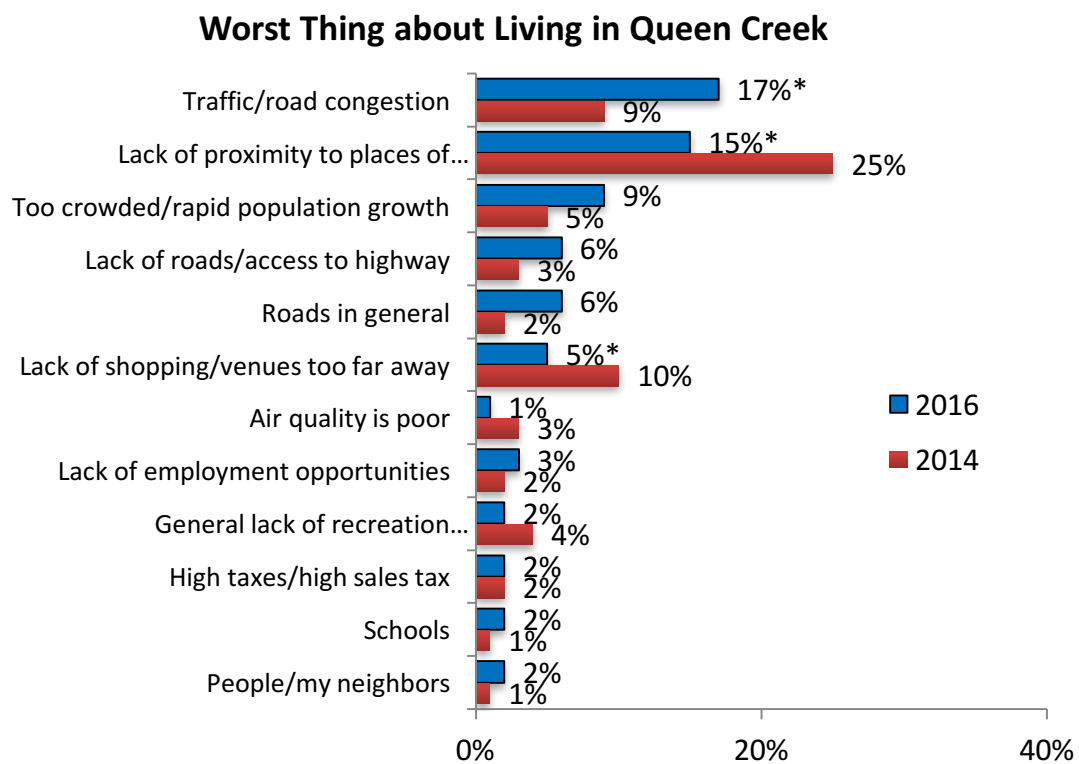


F. Worst Thing about Living in Queen Creek

- **Traffic and driving distance are the top concerns** – While these were the top two concerns in the 2014 study, the order and intensity has reversed. It appears that the growth within the community that brought in more opportunities for shopping, decreasing those mentions, not surprisingly brought with it increased traffic congestion.

That is, traffic and road congestion, which was mentioned by 17% of residents, rose to the top of the “worst things” list in 2016. Lack of proximity to places of interest decreased from 25% in 2014 to 15% this year, and fell to second place. In addition, other factors characteristic of a growing community increased directionally though not significantly (e.g., too crowded, lack of roads, roads in general).

- Residents are pleased that the accessibility and proximity of places of interest and shopping are improving, but not necessarily with the traffic and feeling of crowdedness that comes with it.

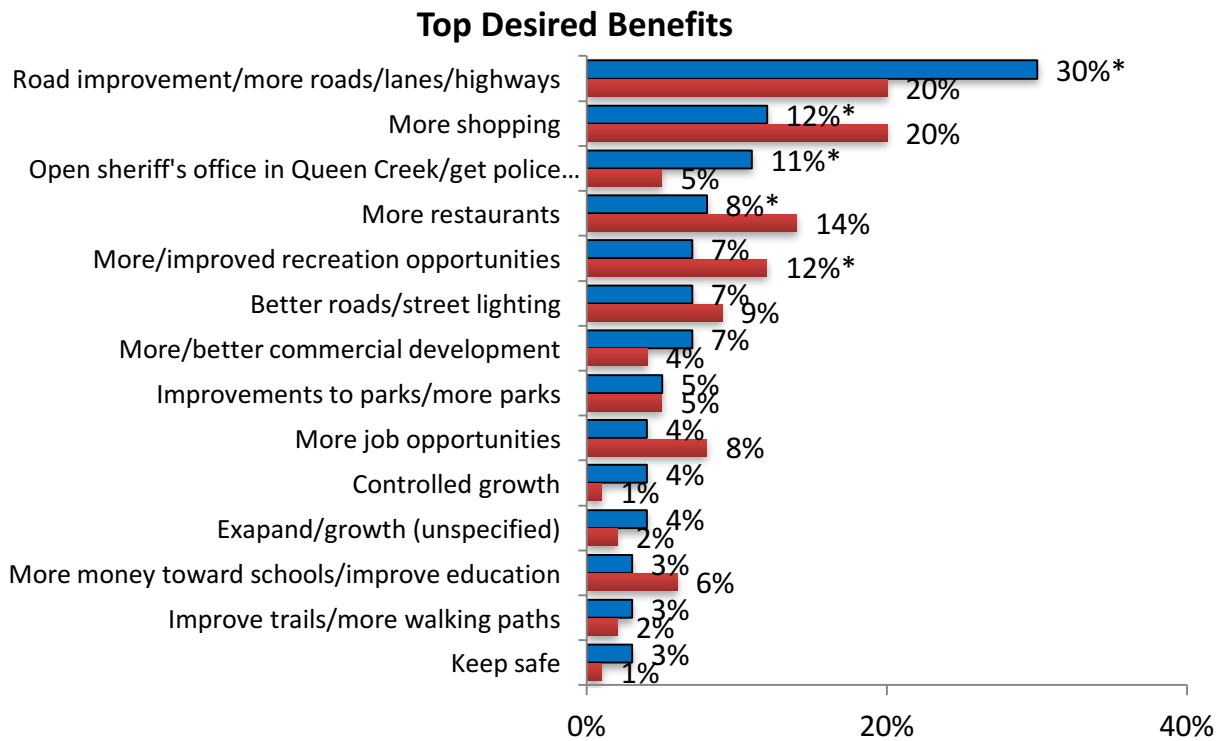


Q16: What do you like least about living in Queen Creek? [OPEN-ENDED; SINGLE RESPONSE]
 2016 n=401; 2014 n=403; * significantly different from 2014



G. Residents’ Desired Future Benefits for Town

- **Emphasis on roads/road improvements** – The need for road improvement/more roads surfaced again, this time as the most desired benefit. In further support of previously noted findings, access to shopping and other places of interest has improved over the past two years. These findings were consistent across all demographic groups.



Q14: What would you like to see happen in the next few years to benefit the Town of Queen Creek? What else? [OPEN-ENDED; MULTIPLE RESPONSES ALLOWED]
 2016 n=401; 2014 n=403; * significantly different from 2014



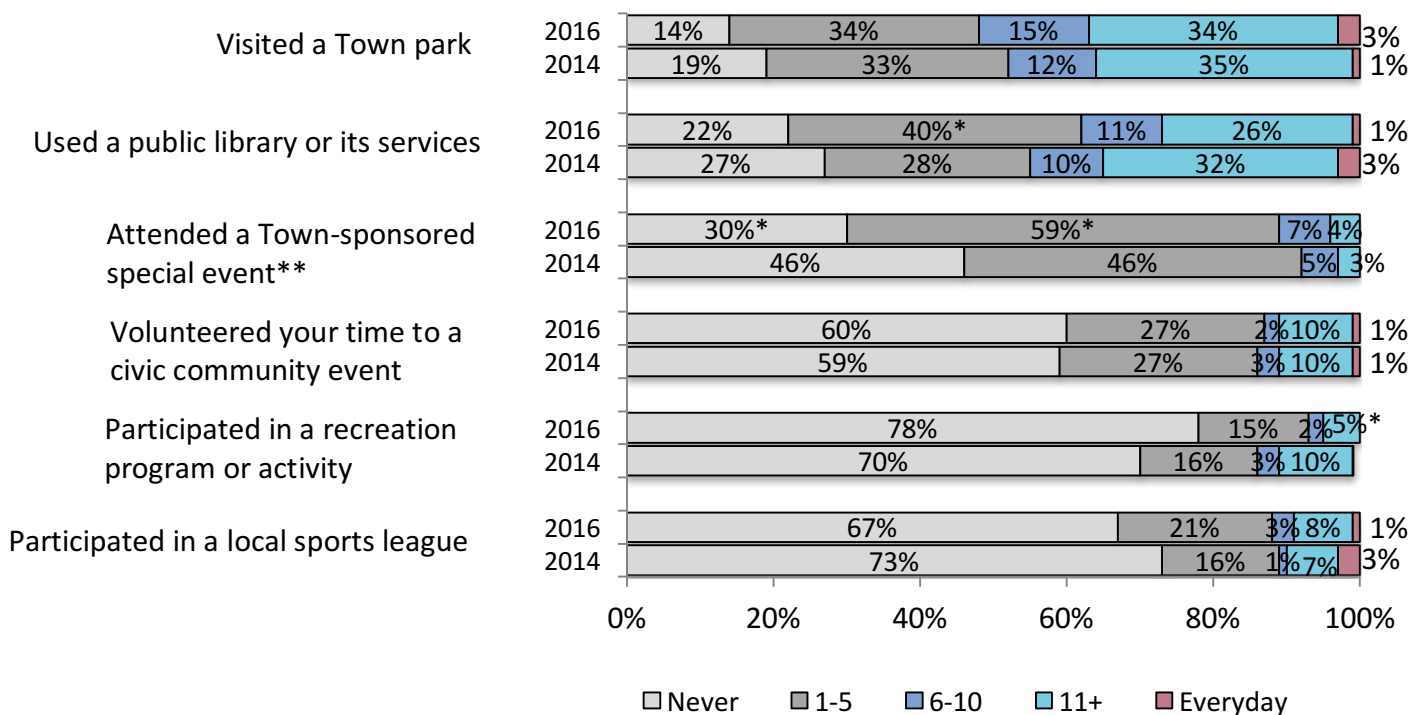
II. Resident Engagement

A. Engagement with Queen Creek Activities

- **Parks and libraries received the most usage** – Nearly four in ten (38%) Queen Creek residents maintain they have visited the library six or more times over the past 12 months, with a similar portion (40%) saying they’ve been there one to five times.
- **Well attended special events** – Seven in ten residents (70%) participated in Town-sponsored community special events, up significantly from 2014 (54%).
- **Specific niche activities had limited audiences, but well attended programs/games** – In each of these cases, while fewer residents participated, they did so with some frequency.
- **Family participation** - Younger residents and those with children in the household are more likely than their counterparts to participate in community activities.

Frequency of Activity Participation in Past 12 Months

“Don’t know” excluded



Q5: In the last 12 months, about how many times, if any, have you or other household members participated in the following activities in Queen Creek? [Randomized List]
 2016 n=401; 2014 n=403; * significantly different from 2014 **slight wording change

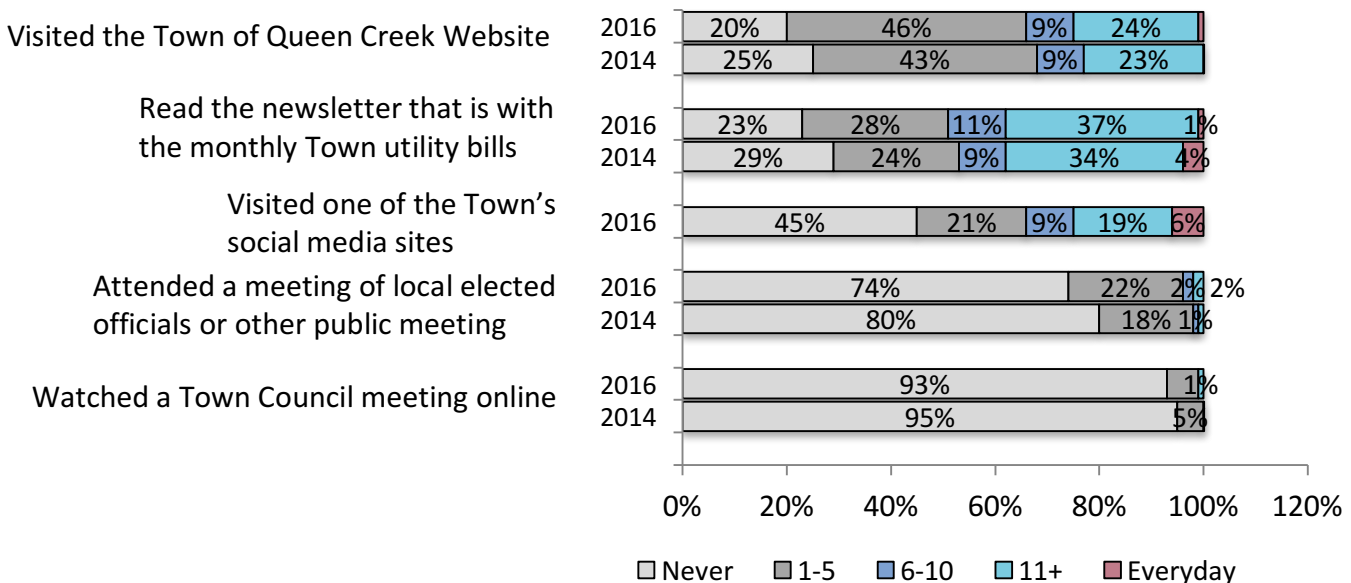


B. Engagement with Queen Creek Communication Efforts

- Website and newsletter are top communication tools** – The most often used communication tools were the Town website and newsletter insert. As might be expected, those over 55 are more likely than their younger counterparts to read the monthly newsletter – 88% and 72%, respectively.
- Over half visit Town’s social media sites** – In a new question this year, 55% of Queen Creek residents reported visiting one of the Town’s social media sites, with younger residents twice as likely to do so – 64% of those under 55 compared to 31% of residents 55+.
- Focus Point** – Similar to the 2014 Survey, few residents have attended public meetings and/or Town Council meetings.

Frequency of Communication Activities

“Don’t know” excluded



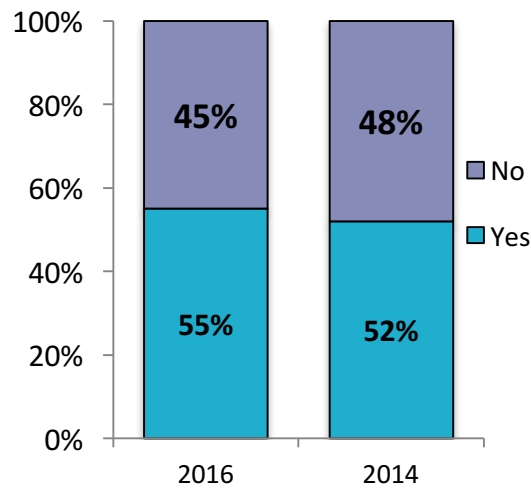
Q5b: Thinking about events or communications from the Town of Queen Creek, in the last 12 months, about how many times, if any, have you or other household members participated in the following activities in Queen Creek? 2016 n=401; 2014 n=403



C. Personal Contact with TOQC

- Great customer service** – Just over half of residents (55%) had contact with town employees in the past 12 months and the service they received was very good. Residents gave high marks to Town of Queen Creek employees for all four attributes – courtesy, knowledge, responsiveness and overall impression. However, while the ratings this year continued to be very high, there has been a decrease in Excellent/Good ratings in the area of courtesy (88%, down from 96% in 2014), presenting an opportunity to restore the level of service previously experienced by residents.

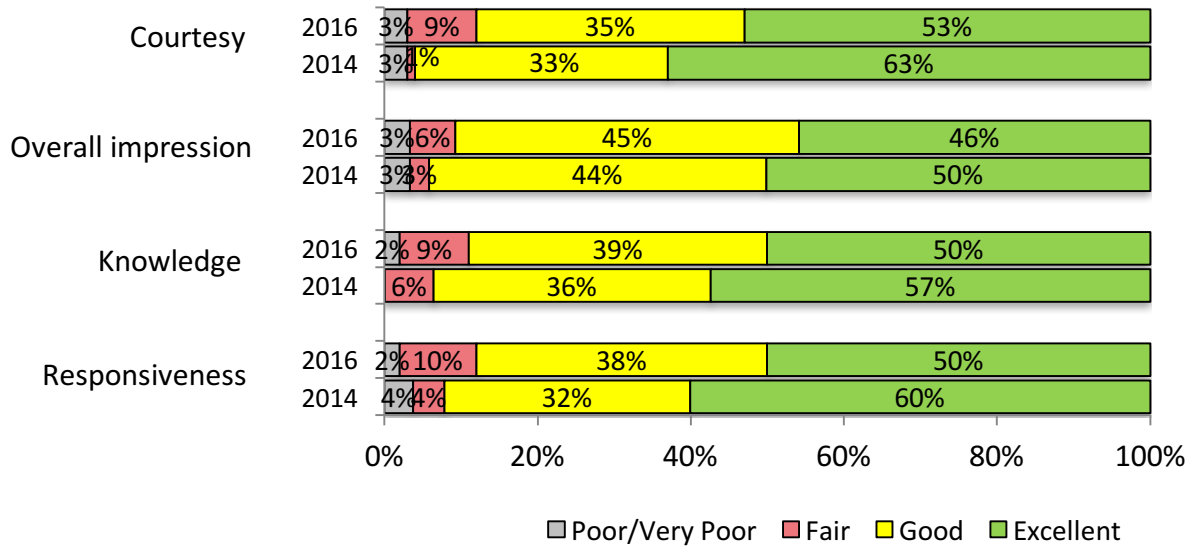
Personal Contact with a Town Employee in Last 12 Months



Q6: Have you had any in-person or phone contact with an employee of the Town of Queen Creek within the last 12 months?
 2016 n=401; 2014 n=403



Employee Attributes Among Those with an Opinion



Q7: Based on your recent contact(s), how would you rate the Town of Queen Creek’s employee(s) on... [Randomized List]
2016 n=220; 2014 n=208

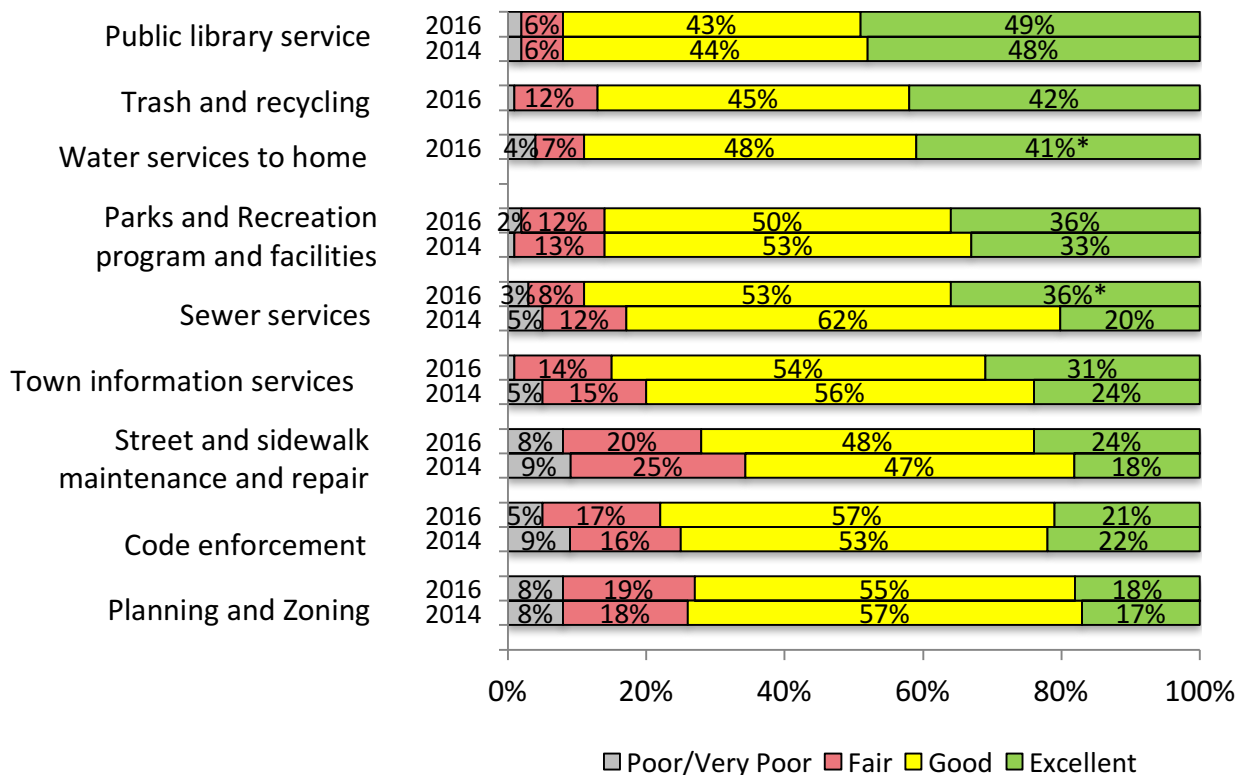


D. Perception of Queen Creek Services

- Library, trash and recycling (added in 2016), drinking water, parks/rec, and sewer, received the highest marks among town services.** Consistent with the 2014 Survey, public library service received the highest proportion of Excellent/Good ratings (92%). Trash and recycling, a new attribute this year, also received very high scores, with 87% of Queen Creek residents giving those services an Excellent or Good rating.
- Drinking water improves significantly** – Water services to the home was the lowest rated service in the 2014 study, with just 16% giving an Excellent rating and 39% rating it Good. This year, four in ten (41%) Queen Creek residents rated the drinking water Excellent, with an additional 48% rating it Good.

Perception of Queen Creek Services

Among Those with an Opinion

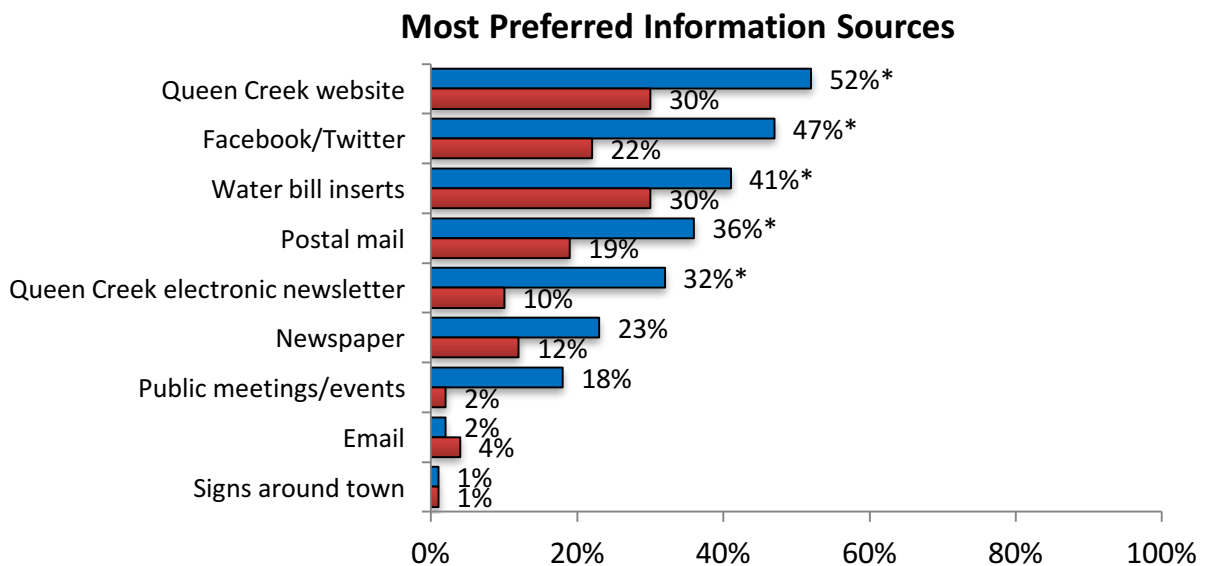


Q8: Using the same scale, please rate the overall quality of each of the following services in Queen Creek. How would you rate... [Randomized List]
 2016 n=401; 2014 n=403
 * significantly different from 2014



E. Preferred Information Sources about Town

- Preferred sources** – There was an increase in those mentioning all sources except email and signs around town. The Queen Creek website and social media (e.g., Facebook/Twitter) are the most preferred information sources, according to 2016 study participants. Water bill inserts and postal mail follow.
- As might be expected, preferred sources vary significantly by age, with the exception of the website, which appeals to residents across a variety of ages.
- Preference for social media was stronger among younger residents (72% of those 18 to 34, 51% of those 35 to 54, and 18% of those 55+).
- Preference for traditional communication channels (bill inserts/mail/newspaper) tended to follow expected demographic groups – i.e., 57% of those 55+ and 62% of retirees prefer water bill inserts compared to just 18% of residents 18 to 34 who prefer this communication method. In another example, 37% of residents 55+ prefer newspaper, while 21% of those 35 to 54 prefer this source and just 13% of those under 35 prefer newspaper.



Q10: Which of the following sources do you prefer to use to receive information about Town issues, programs, and events? [READ LIST; MULTIPLE RESPONSE]
 2016 n=401; 2014 n=403; * statistically different from 2014



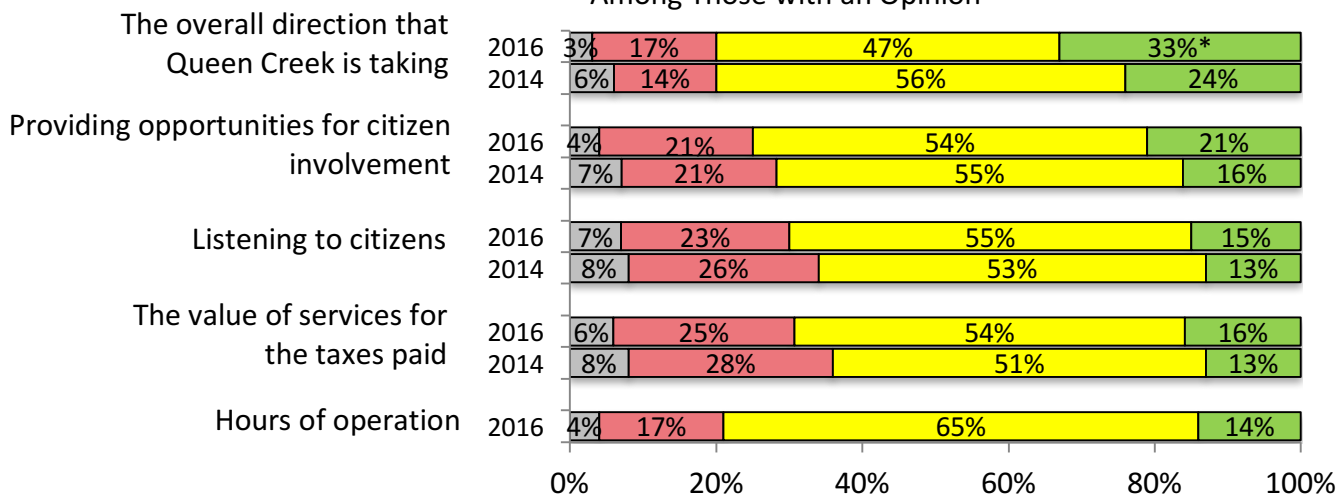
III. Governance

A. Perception of Town Governance

- **Queen Creek’s governance received very positive ratings.** There was an increase in the proportion of residents rating the overall direction the town is taking as Excellent - up significantly from 24% in 2014 to 33% this year.
- Minorities were more likely to give lower ratings on several town governance topics. For example, 79% of Caucasians gave the government’s performance in listening and responding to community needs Excellent/Good ratings compared to 60% of minority residents.
- In a new question this year, 79% gave the Town government a good/excellent rating for its hours of operation (65% Good and 14% Excellent).

Perception of Town Governance

Among Those with an Opinion



Q9: How would you rate the Town government’s performance when it comes to...[Randomized List]

2016 n=403; 2014 n=403; * significantly different from 2014

- Poor/Very Poor
- Fair
- Good
- Excellent



The following are comments provided by residents regarding why they gave Poor/Very Poor ratings.

Characteristic	n	Examples of top response comments
The value of services for the taxes paid to Queen Creek	n=20	
Roads are bad/improve the roads*	30%	<i>* I don't know how they are going to get on the roads. Traffic is already bumper to bumper. You cannot get on roads and you are there forever anywhere from 2:30 - 6.</i>
Taxes are too high (general)/Property Taxes are too high	25%	
School system is poor	12%	
Need to bring in more business	11%	
They don't do anything/don't do enough/I don't see any involvement	8%	
Wasteful spending	7%	
The overall direction that Queen Creek is taking	n=13	
Losing small town feel*	46%	<i>* They are building it up like it's going to be a downtown Phoenix and I've been living out here for years and we don't like that. We don't need a Walmart at every corner.</i>
Lack of communication/don't listen	15%	
Do what they want/have own agenda	14%	
The job Queen Creek government does at providing opportunities for citizen involvement	n=13	
Lack of communication/they don't listen/don't hear anything from Town*	49%	<i>* Queen Creek keeps blowing off the ordinances and doing whatever they want to do. They don't listen to the masses.</i>
We need to bring in more business/employment opportunities	22%	
Do what they want/have own agenda	17%	
The job Queen Creek government does at listening to citizens	n=23	
Lack of communication/they don't listen/don't hear anything from Town *	18%	<i>* The town council does not listen to the citizens of the town and it has been that way for a long time. The Town has growth that has been unwelcomed by most of the prior citizens and rules are being bent by big corporations and big builders.</i>
Need more sidewalks/trails	12%	

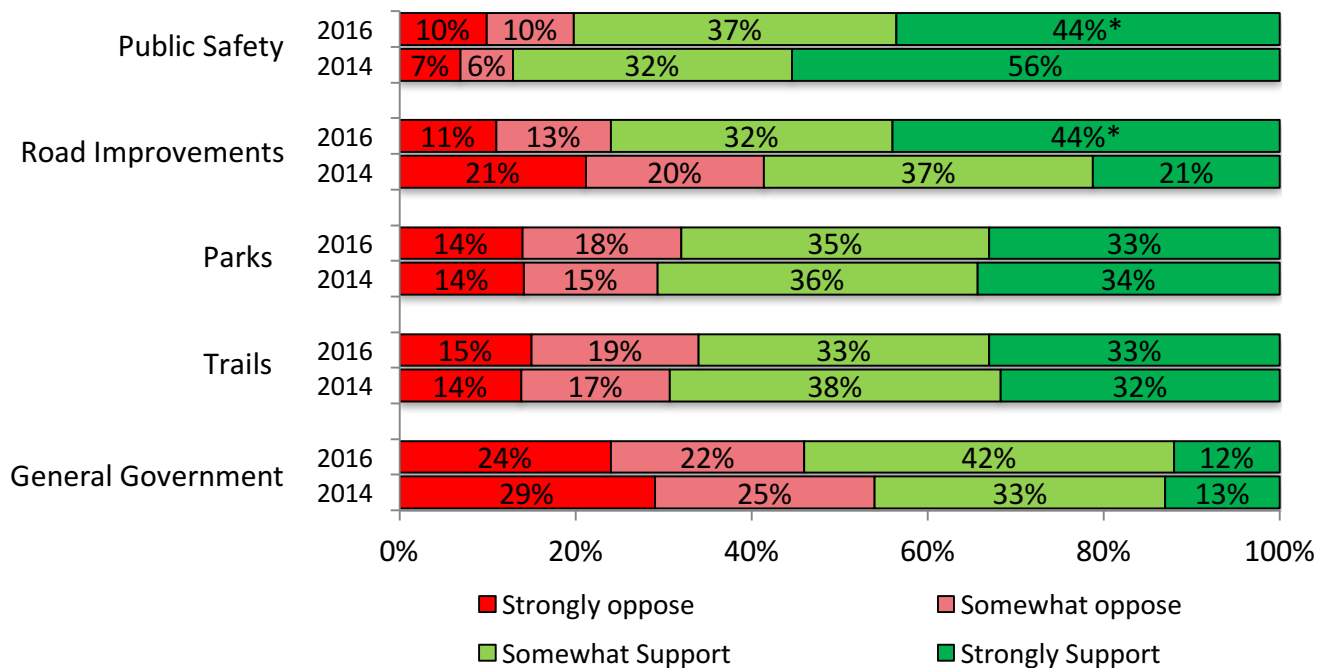


B. Support of Tax Increase for Specific Issues

- Support for tax increases** – A majority of residents gave fairly strong support ratings for tax increases in four of the five issues covered -- public safety, road improvements, parks, and trails. Support for general government was fairly evenly split among those in support of – 54%, and those opposed to – 46%. Though still highest among the issues addressed, strong support for tax increases for public safety decreased from 56% in 2014 to 44% in 2016. In contrast, strong support for a tax increase for road improvements has doubled over the past two years, increasing from 21% in 2014 to 44% in the most recent study.
- Groups most likely to be in support of the tax increases included:
 - Households with children at home supported public safety, road improvements, parks and trails compared to those who did not have children at home.
 - Those over 55 were more likely than younger residents to oppose tax support for any of the issues measured.

Support of Tax Increase for Specific Issues

Among Those with an Opinion

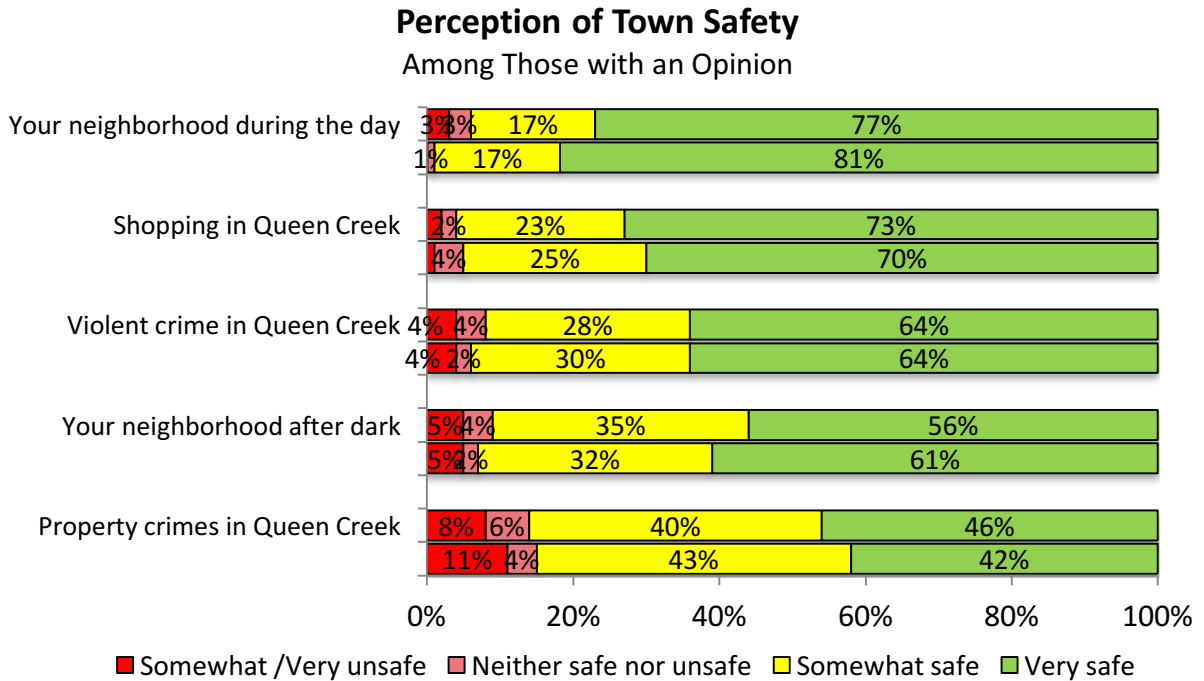


Q11: How would you rate the Town government’s performance when it comes to...[Randomized]
 2016 n=403; 2014 n=403; significantly different from 2014



C. Safety in Queen Creek

- Residents feel safe** – Over 90% rated Queen Creek very/somewhat safe in their neighborhood during the day/night, while shopping, and from violent crimes. Safety from property crimes was also quite high with 86% saying they felt very/somewhat safe.

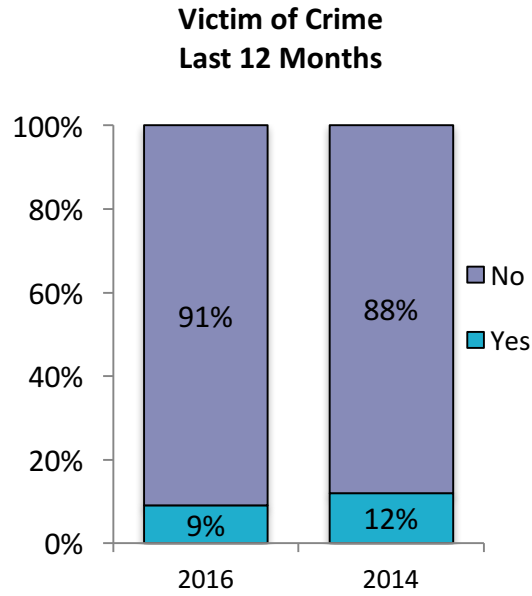


Q12: Next I want to ask you a few questions about the safety of Queen Creek. When it comes to [Randomized Attribute] would you say you feel...
2016 n=401; 2014 n=403



D. Crime Victimization

- **Crime victims** – Nearly one in ten residents had someone in their household become a victim of a crime in the past 12 months.



Q6: During the past 12 months, were you or anyone in your household the victim of any crime?
2016 n=401; 2014 n=403



Appendix A

Weighting Percentages

Characteristic	Non-weighted n=401	Weighted n=401
Ethnicity		
Caucasian	83%	62%
African American	2%	4%
Latino/Hispanic	8%	19%
Asian	2%	3%
Other	3%	8%
Declined to Answer	2%	4%
Age		
18 to 24 years	3%	7%
25 to 34 years	9%	17%
35 to 44 years	24%	28%
45 to 54 years	24%	21%
55 to 64 years	17%	14%
65 to 74 years	16%	9%
75+	6%	4%
Declined to Answer	<1%	<1%

