

Wickenburg, AZ

The National Community Survey

Report of Results
2023

Report by:



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Wickenburg. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The NCS was developed by the experts from National Research Center at Polco in partnership with the International City/County Management Association (ICMA) and has been administered in hundreds of communities across the United States.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS focuses on the livability of Wickenburg by categorizing survey questions into the ten main “facets” of community livability shown below, which have been identified through years of extensive survey research as those that are most impactful to residents’ quality of life.

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement



The report provides the opinions of a representative sample of 738 residents of the City of Wickenburg collected from October 18th, 2023 to November 29th, 2023. The margin of error around any reported percentage is 3.6% for all respondents and the response rate for the 2023 survey was 27%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Wickenburg.



How the results are reported

For the most part, the percentages presented in this report represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey, respondents may answer “don’t know.” The proportion of respondents giving a “don’t know” response is shown in the full set of responses included in the “complete data” section; however, these responses have been removed from the analyses presented in the main body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Wickenburg’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Wickenburg residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Wickenburg’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Wickenburg’s average rating was more than 20 points different when compared to the benchmark.

This survey was administered after the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to the national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your city’s 2023 ratings compare to other communities’ ratings from the past five years.

Trends over time

Trend data for Wickenburg represent important comparison data and should be examined for improvements or declines.¹ Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents’ opinions. If the difference is greater than six percentage points between the 2016 and 2023 surveys, the change is statistically significant. Scores from both iterations of the survey are included side-by-side in the “Full Trends” section of the report.

Selecting survey recipients

All households within the City of Wickenburg were eligible to participate in the survey. A list of all households within the zip codes serving Wickenburg was purchased from NRC's mailing vendor, Go-Dog Direct, based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Wickenburg households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of Wickenburg boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was randomly selected using the birthday method. The birthday method selects a person within the household by asking the "person who most recently had a birthday" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 3,000 randomly selected households received mailings beginning on October 18th, 2023 and data collection for the survey remained open for 6 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation. All follow-up mailings asked those who had not completed the survey to do so, and those who had already done so to refrain from completing the survey again.

About 8% of the 3,000 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,766 households that received the invitations to participate, 738 completed the survey, providing an overall response rate of 27%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.¹

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the City of Wickenburg survey is no greater than plus or minus 3.6 percentage points around any given percent reported for all respondents (738 completed surveys).

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the City of Wickenburg. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Wickenburg and also a question about where they heard about the survey. The open-participation survey was open to all city residents and became available on November 15th, 2023. The survey remained open for 2 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open-participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2022 American Community Survey estimates for adults in the City of Wickenburg. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.² The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target ⁴
Age	18-34	3%	12%	14%
	35-54	9%	14%	14%
	55+	88%	75%	73%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	96%	92%	92%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	4%	8%	8%
Housing tenure	Own	88%	78%	78%
	Rent	12%	22%	22%
Housing type	Attached	18%	22%	22%
	Detached	82%	78%	78%
Race & Hispanic ori..	Not white alone	9%	11%	12%
	White alone, not Hispanic or Latino	91%	89%	88%
Sex	Man	42%	46%	47%
	Woman	58%	54%	53%
Sex/age	Man 18-34	1%	4%	5%
	Man 35-54	3%	6%	6%
	Man 55+	39%	36%	35%
	Woman 18-34	2%	8%	8%
	Woman 35-54	7%	8%	8%
	Woman 55+	49%	38%	38%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

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

Contact

The City of Wickenburg funded this research. Please contact Tonya Forbrook of the City of Wickenburg at tforbrook@wickenburgaz.gov if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged, and can include non-response error, coverage error, recall bias and social desirability bias. Non-response error arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a coverage error, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events, for example), and for some survey items, they may answer in ways they think cast their responses in a more favorable light (recall bias and social desirability bias).

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

1. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
2. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
3. Targets come from the 2020 Census and 2022 American Community Survey

Key Findings

Wickenburg residents feel safe and experience a high quality of life.

Overall, residents gave positive ratings to many measures of the quality of life in Wickenburg. Over 8 in 10 favorably evaluated Wickenburg as a place to live, their neighborhood as a place to live, and their overall quality of life. A similar percentage provided excellent or good scores to Wickenburg as a place to retire, scoring higher than national benchmarks. Additionally, three-quarters of residents positively evaluated Wickenburg's overall image and reputation and the sense of community within the town. Finally, most respondents reported that they planned to remain in Wickenburg for the next five years (88%) and said they would recommend living in Wickenburg to others (84%).

These relatively strong results for quality-of-life measures are likely correlated with the positive ratings provided for safety topics within Wickenburg. Over 9 in 10 residents reported feeling very or somewhat safe in their neighborhood during the day and in the town's downtown/commercial areas during the day. A similar number reported feeling safe from violent crime, and 86% said the same about property crime. Many safety-related services also received favorable marks, including fire services (95% excellent or good), ambulance or emergency medical services (85%), police services (81%), and crime prevention (77%). While results in this facet were largely positive and on par with national averages, 92% of residents considered safety an essential or very important issue for the Wickenburg community to focus on in the coming two years, indicating a need for continued attention in this area.

Results indicate a growing concern about affordability and Wickenburg's local economy.

Residents offered high ratings of importance (90% essential or very important) to Wickenburg's overall economic health when asked to assess priorities for the coming two years. About half of residents positively rated the quality of the town's overall economic health, in line with benchmark comparisons. Around 6 in 10 respondents praised the overall quality of business and service establishments, as well as the vibrancy of Wickenburg's downtown/commercial area. Survey participants offered higher-than-average scores for the town as a place to visit, marking a bright spot for the community.

While most evaluations related to Wickenburg's economy were similar to the national benchmarks, a few areas of opportunity emerged. Wickenburg as a place to work (44% excellent or good), the variety of business and service establishments in the town (40%), and shopping opportunities (25%) all ranked below comparison communities. In addition, results indicated that residents were less optimistic about their own personal economic outlook and the affordability of resources within the town. When asked what impact the economy would likely have on their family income in the next six months, only 13% anticipated that it would be very or somewhat positive. The cost of living in Wickenburg received favorable marks from around just one-third of respondents. Other measures of affordability also show signs of resident concern, with around 4 in 10 residents positively evaluating the availability of affordable quality food, the availability of affordable quality health care, and the availability of affordable quality mental health care. Additionally, just 16% of respondents felt favorably about the availability of affordable quality housing in Wickenburg, lower than results in other communities. Together, the high rankings for importance and low rankings for affordability and other forward-looking indicators suggest that this is an area warranting the Town's continued focus.

Residents applaud the Town's support for the arts, but educational opportunities may be an area of concern.

The overall opportunities for education, culture, and the arts were given excellent or good reviews by 6 in 10 Wickenburg residents, scoring in line with comparison communities across the nation. Many items related to the arts portion of this facet received evaluations higher than comparison communities, including community support for the arts (78%) and opportunities to attend cultural/arts/music activities (75%). Opportunities to attend special events and festivals also earned positive evaluations from 8 in 10 respondents, on par with benchmarks. However, education-related topics did not score as highly as other aspects of this facet. K-12 education received excellent or good marks from around 4 in 10 residents, scoring lower than the national average. Adult educational opportunities and the availability of affordable quality childcare/preschool also fell below national benchmarks, with around one-quarter of residents providing positive evaluations for each.

Facets of Livability

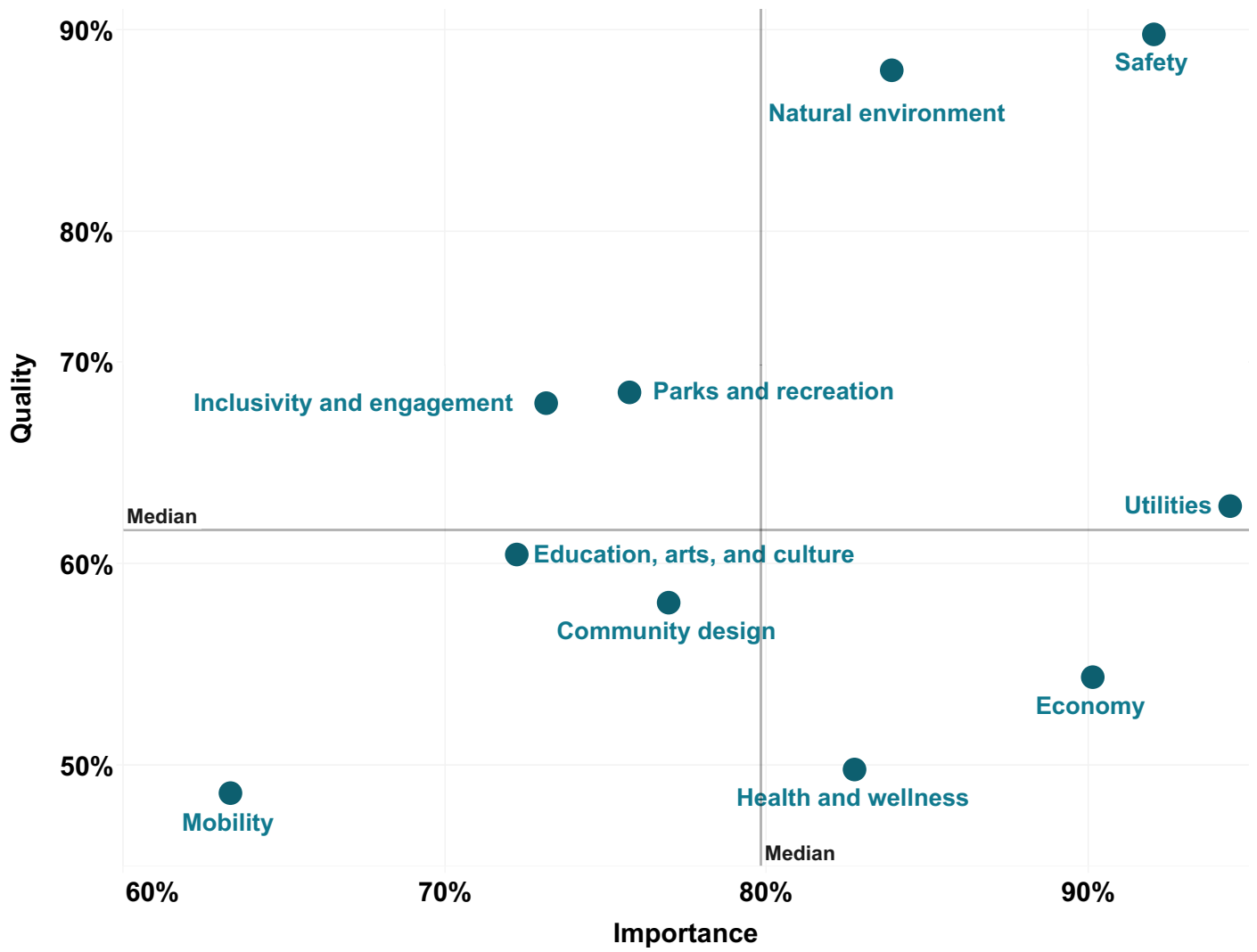
Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

Quality-Importance Matrix

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the *importance* of each facet of community livability were compared to their ratings of the *quality* of these facet. To identify the facets perceived by residents to have relatively lower quality at the same time as relatively higher importance, all facets were ranked from highest-perceived quality to lowest-perceived quality, and from highest-perceived importance to lowest-perceived importance. Some facets were in the top half of both lists (higher quality and higher importance); some were in the top half of one list, but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some facets were in the bottom half of both lists.

Facets receiving quality ratings of excellent or good from 62% or more of respondents were considered of “higher quality” and those with ratings lower than 62% were considered to be of “lower quality.” Facets were classified as “more important” if they were rated as essential or very important by 80% or more of respondents. Facets were rated as “less important” if they received a rating of less than 80%. This classification uses the median ratings for quality and importance to divide the services in half, and thus are comparative ratings rather than absolute (e.g., a lower quality rating does not necessarily signal a “bad” rating, only that this facet was rated lower than the median across all facets).

The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right-hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes in these areas are necessary to improve performance. This is the key part of this chart on which to focus. Conversely, facets falling into the upper right-hand quadrant (high in both quality and importance) may be considered areas that are resident priorities, and also where the City is doing well. Finally, facets falling in the top left-hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



Quality and Importance by the Numbers

The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Wickenburg as a whole.
(% excellent or good)

		vs. benchmark ⁵
Overall economic health of Wickenburg	54%	Similar
Overall quality of the transportation system (auto, bicycle, foot) in Wickenburg	49%	Similar
Overall design or layout of Wickenburg's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	58%	Similar
Overall quality of the utility infrastructure in Wickenburg (water, sewer, storm water, electric/gas, broadband)	63%	Similar
Overall feeling of safety in Wickenburg	90%	Similar
Overall quality of natural environment in Wickenburg	88%	Similar
Overall quality of parks and recreation opportunities	69%	Similar
Overall health and wellness opportunities in Wickenburg	50%	Lower
Overall opportunities for education, culture, and the arts	60%	Similar
Residents' connection and engagement with their community	68%	Similar

Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.

(% essential or very important)

		vs. benchmark ⁵
Overall economic health of Wickenburg	90%	Similar
Overall quality of the transportation system (auto, bicycle, foot) in Wickenburg	63%	Similar
Overall design or layout of Wickenburg's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	77%	Similar
Overall quality of the utility infrastructure in Wickenburg (water, sewer, storm water, electric/gas, broadband)	94%	Similar
Overall feeling of safety in Wickenburg	92%	Similar
Overall quality of natural environment in Wickenburg	84%	Similar
Overall quality of parks and recreation opportunities	76%	Similar
Overall health and wellness opportunities in Wickenburg	83%	Similar
Overall opportunities for education, culture, and the arts	72%	Similar
Residents' connection and engagement with their community	73%	Similar

5. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

The overall quality of life in Wickenburg, 2023



Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

Please rate each of the following aspects of quality of life in Wickenburg.
(% excellent or good)

		vs. benchmark ⁶
Wickenburg as a place to live	87%	Similar
The overall quality of life in Wickenburg	84%	Similar

Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)

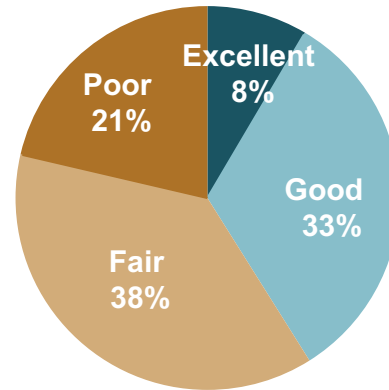
Remain in Wickenburg for the next five years	88%	Similar
Recommend living in Wickenburg to someone who asks	84%	Similar

Please rate each of the following in the Wickenburg community.
(% excellent or good)

Overall image or reputation of Wickenburg	77%	Similar
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6. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall confidence in Wickenburg government, 2023



Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Please rate the quality of each of the following services in Wickenburg.
(% excellent or good)

		vs. benchmark ⁷
Overall customer service by Wickenburg employees (police, receptionists, planners, etc.)	81%	Similar
Public information services	67%	Similar

Please rate the following categories of Wickenburg government performance.
(% excellent or good)

Treating residents with respect	67%	Similar
The value of services for the taxes paid to Wickenburg	61%	Similar
Treating all residents fairly	53%	Similar
The job Wickenburg government does at welcoming resident involvement	53%	Similar
Being honest	52%	Similar
Informing residents about issues facing the community	49%	Similar
Generally acting in the best interest of the community	47%	Similar
Being open and transparent to the public	45%	Similar
The overall direction that Wickenburg is taking	43%	Similar
Overall confidence in Wickenburg government	41%	Similar

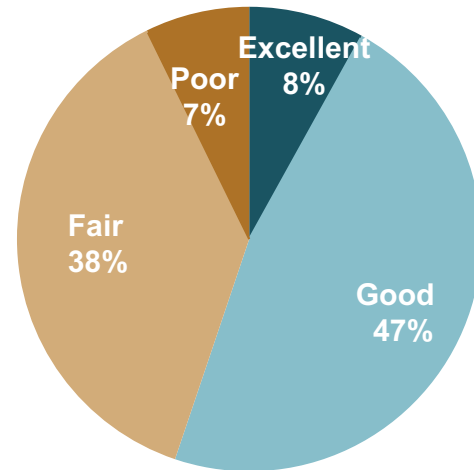
Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)

The Town of Wickenburg	69%	Similar
The Federal Government	24%	Lower

7. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.



Please rate each of the following aspects of quality of life in Wickenburg.
(% excellent or good)

		vs. benchmark ^a
Wickenburg as a place to visit	85%	Higher
Wickenburg as a place to work	44%	Lower

Please rate each of the following characteristics as they relate to Wickenburg as a whole.
(% excellent or good)

Overall economic health of Wickenburg	54%	Similar
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Please rate each of the following in the Wickenburg community.
(% excellent or good)

Overall quality of business and service establishments in Wickenburg	61%	Similar
Vibrancy of downtown/commercial area	57%	Similar
Variety of business and service establishments in Wickenburg	40%	Lower
Cost of living in Wickenburg	32%	Similar
Employment opportunities	32%	Similar
Shopping opportunities	25%	Lower

Please rate the quality of each of the following services in Wickenburg.
(% excellent or good)

Economic development	40%	Similar
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What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
(% very or somewhat positive)

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	13%	Similar
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8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the transportation system in Wickenburg, 2023

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.



Please rate each of the following characteristics as they relate to Wickenburg as a whole.
(% excellent or good)

		vs. benchmark ⁹
Overall quality of the transportation system (auto, bicycle, foot) in Wickenburg	49%	Similar

Please also rate each of the following in the Wickenburg community.
(% excellent or good)

Ease of travel by car in Wickenburg	81%	Similar
Ease of walking in Wickenburg	74%	Similar
Traffic flow on major streets	66%	Similar
Ease of public parking	62%	Similar
Ease of travel by bicycle in Wickenburg	49%	Similar
Ease of travel by public transportation in Wickenburg	14%	Lower

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

Walked or biked instead of driving	47%	Lower
Carpooled with other adults or children instead of driving alone	43%	Similar
Used bus, rail, subway, or other public transportation instead of driving	6%	Lower

Please rate the quality of each of the following services in Wickenburg.
 (% excellent or good)

Snow removal	88%	Much higher
Traffic signal timing	73%	Higher
Street lighting	63%	Similar
Traffic enforcement	57%	Similar
Street cleaning	57%	Similar
Sidewalk maintenance	54%	Similar
Street repair	35%	Similar
Transit services	20%	Lower

9. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following aspects of quality of life in Wickenburg.
(% excellent or good)

vs.
benchmark¹⁰

Your neighborhood as a place to live	88%	Similar
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Please rate each of the following characteristics as they relate to Wickenburg as a whole.
(% excellent or good)

Overall design or layout of Wickenburg's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	58%	Similar
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Please also rate each of the following in the Wickenburg community.
(% excellent or good)

Preservation of the historical or cultural character of the community	77%	Higher
Overall appearance of Wickenburg	72%	Similar
Public places where people want to spend time	56%	Similar
Well-designed neighborhoods	49%	Similar
Overall quality of new development in Wickenburg	43%	Similar
Well-planned residential growth	38%	Similar
Well-planned commercial growth	28%	Similar
Variety of housing options	25%	Lower
Availability of affordable quality housing	16%	Lower

Please rate the quality of each of the following services in Wickenburg.
(% excellent or good)

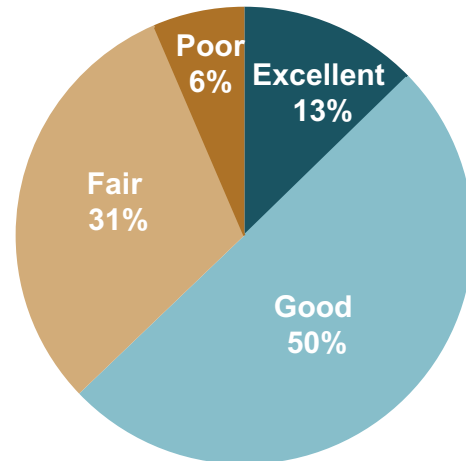
Code enforcement (weeds, abandoned buildings, etc.)	31%	Similar
Land use, planning, and zoning	29%	Similar

10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the utility infrastructure in Wickenburg, 2023

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.



Please rate the quality of each of the following services in Wickenburg.
(% excellent or good)

		vs. benchmark ¹¹
Sewer services	86%	Similar
Garbage collection	85%	Similar
Power (electric and/or gas) utility	83%	Similar
Drinking water	76%	Similar
Utility billing	75%	Similar
Storm water management (storm drainage, dams, levees, etc.)	71%	Similar
Affordable high-speed internet access	54%	Similar

Please rate each of the following characteristics as they relate to Wickenburg as a whole.
(% excellent or good)

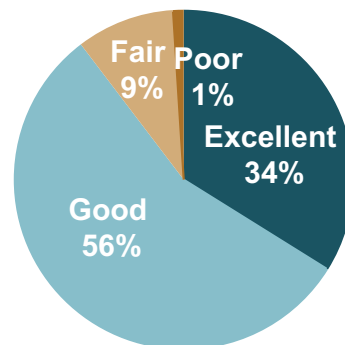
Overall quality of the utility infrastructure in Wickenburg (water, sewer, storm water, electric/gas, broadband)	63%	Similar
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11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in Wickenburg, 2023



Please rate each of the following characteristics as they relate to Wickenburg as a whole.
(% excellent or good)

vs.
benchmark¹²

Overall feeling of safety in Wickenburg	90%	Similar
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Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In Wickenburg's downtown/commercial area during the day	95%	Similar
In your neighborhood during the day	95%	Similar
From violent crime	93%	Similar
From fire, flood, or other natural disaster	88%	Similar
From property crime	86%	Similar

Please rate the quality of each of the following services in Wickenburg.
(% excellent or good)

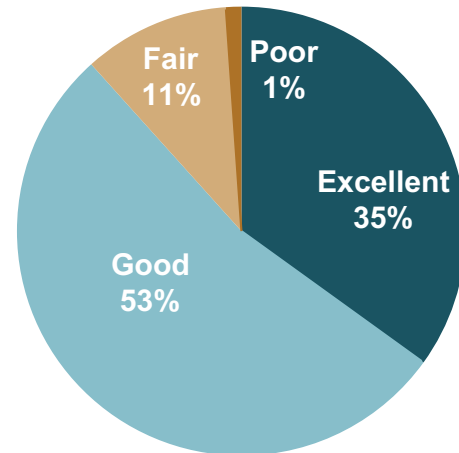
Fire services	95%	Similar
Ambulance or emergency medical services	85%	Similar
Police/Sheriff services	81%	Similar
Fire prevention and education	78%	Similar
Crime prevention	77%	Similar
Animal control	72%	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	62%	Similar

12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of natural environment in Wickenburg, 2023

Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



Please rate each of the following characteristics as they relate to Wickenburg as a whole.
(% excellent or good)

		vs. benchmark ¹³
Overall quality of natural environment in Wickenburg	88%	Similar

Please also rate each of the following in the Wickenburg community.
(% excellent or good)

Air quality	85%	Similar
Cleanliness of Wickenburg	80%	Similar
Water resources (lakes, ponds, riverways, etc.)	34%	Lower

Please rate the quality of each of the following services in Wickenburg.
(% excellent or good)

Wickenburg open space	64%	Similar
Preservation of natural areas (open space, greenbelts)	60%	Similar
Recycling	52%	Lower
Yard waste pick-up	49%	Lower

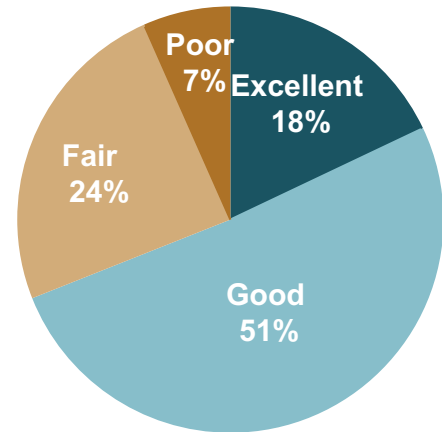
13. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the parks and recreation opportunities, 2023

Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association



Please rate each of the following characteristics as they relate to Wickenburg as a whole.

(% excellent or good)

vs.
benchmark¹⁴

Overall quality of parks and recreation opportunities	69%	Similar
-------------------------------------------------------	-----	---------

Please also rate each of the following in the Wickenburg community.

(% excellent or good)

Availability of paths and walking trails	64%	Similar
Recreational opportunities	60%	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	58%	Similar

Please rate the quality of each of the following services in Wickenburg.

(% excellent or good)

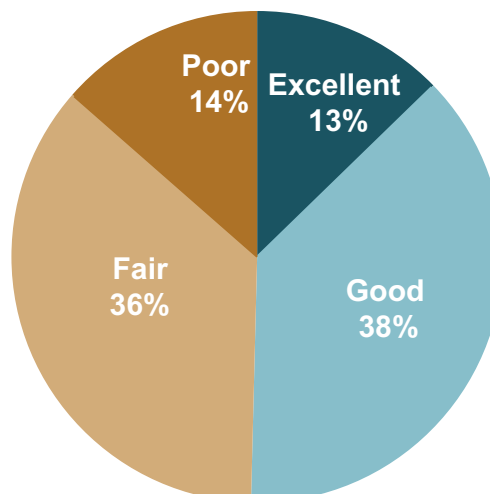
Town parks	65%	Similar
Recreation programs or classes	56%	Similar
Recreation centers or facilities	54%	Similar

14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall health and wellness opportunities in Wickenburg, 2023

Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



Please rate each of the following characteristics as they relate to Wickenburg as a whole.
(% excellent or good)

		vs. benchmark ¹⁵
Overall health and wellness opportunities in Wickenburg	50%	Lower

Please also rate each of the following in the Wickenburg community.
(% excellent or good)

Availability of affordable quality food	48%	Similar
Availability of preventive health services	44%	Lower
Availability of affordable quality health care	41%	Lower
Availability of affordable quality mental health care	34%	Similar

Please rate the quality of each of the following services in Wickenburg.
(% excellent or good)

Health services	48%	Lower
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Please rate your overall health.
(% excellent or very good)

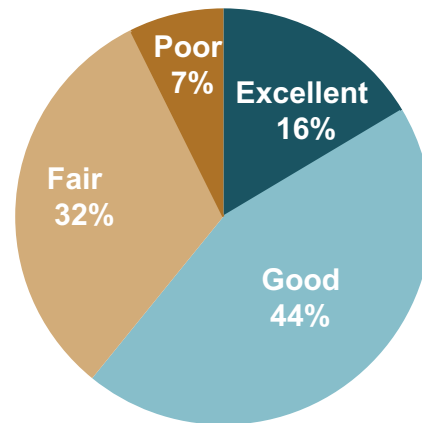
Please rate your overall health.	71%	Similar
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15. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall opportunities for education, culture and the arts, 2023

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.



Please rate each of the following characteristics as they relate to Wickenburg as a whole.
(% excellent or good)

		vs. benchmark ¹⁶
Overall opportunities for education, culture, and the arts	60%	Similar

Please also rate each of the following in the Wickenburg community.
(% excellent or good)

Opportunities to attend special events and festivals	80%	Similar
Community support for the arts	78%	Higher
Opportunities to attend cultural/arts/music activities	75%	Higher
K-12 education	43%	Lower
Adult educational opportunities	24%	Much lower
Availability of affordable quality childcare/preschool	24%	Lower

Please rate the quality of each of the following services in Wickenburg.
(% excellent or good)

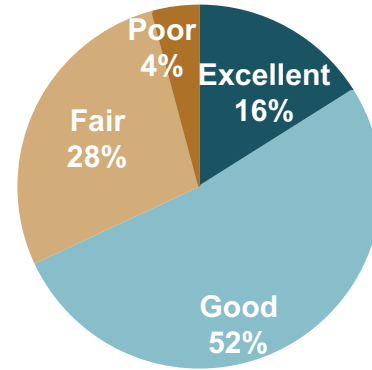
Public library services	79%	Similar
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16. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' connection and engagement with their community, 2023

Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



Please rate each of the following aspects of quality of life in Wickenburg.
(% excellent or good)

		vs. benchmark ¹⁷
Wickenburg as a place to retire	87%	Higher
Sense of community	77%	Higher
Wickenburg as a place to raise children	65%	Similar

Please rate each of the following characteristics as they relate to Wickenburg as a whole.
(% excellent or good)

Residents' connection and engagement with their community	68%	Similar
-----------------------------------------------------------	-----	---------

Please rate the job you feel the Wickenburg community does at each of the following.
(% excellent or good)

Making all residents feel welcome	74%	Similar
Valuing/respecting residents from diverse backgrounds	62%	Similar
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	59%	Similar
Attracting people from diverse backgrounds	54%	Similar

Please also rate each of the following in the Wickenburg community.
(% excellent or good)

Opportunities to volunteer	83%	Higher
Neighborliness of residents in Wickenburg	73%	Similar
Opportunities to participate in social events and activities	72%	Similar
Opportunities to participate in community matters	71%	Similar
Sense of civic/community pride	70%	Similar
Openness and acceptance of the community toward people of diverse backgrounds	57%	Similar

17. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' Participation Levels



Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

vs.
benchmark¹⁸

Voted in your most recent local election	73%	Similar
Contacted the Town of Wickenburg (in-person, phone, email, or web) for help or information	52%	Similar
Volunteered your time to some group/activity in Wickenburg	44%	Higher
Attended a local public meeting (of local elected officials like Town Council or County Commissioners, advisory boards, town hall..	24%	Similar
Watched (online or on television) a local public meeting	21%	Similar
Campaigned or advocated for a local issue, cause, or candidate	19%	Similar
Contacted Wickenburg elected officials (in-person, phone, email, or web) to express your opinion	18%	Similar

In general, how many times do you:
(% a few times a week or more)

Use or check email	97%	Similar
Access the internet from your cell phone	91%	Similar
Access the internet from your home using a computer, laptop, or tablet computer	90%	Similar
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	72%	Similar
Shop online	55%	Similar
Share your opinions online	26%	Similar

17. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

National Benchmark Tables

This table contains the comparisons of Wickenburg's results to those from other communities. The first column shows the comparison of Wickenburg's rating to the benchmark. Wickenburg's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by Wickenburg residents is statistically similar to or different than the benchmark. The second column is Wickenburg's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Wickenburg's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Wickenburg's result -- that is what percent of surveyed communities had a lower rating than Wickenburg.

				% positive	Rank	Number of communities	Percentile
Quality of Life	Please rate each of the following aspects of quality of life in Wickenburg.	Wickenburg as a place to live	Similar	87%	179	375	50%
		The overall quality of life in Wickenburg	Similar	84%	147	391	61%
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Wickenburg to someone who asks	Similar	84%	171	323	46%
		Remain in Wickenburg for the next five years	Similar	88%	72	321	77%
	Please rate each of the following in the Wickenburg community.	Overall image or reputation of Wickenburg	Similar	77%	138	369	61%
Governance	Please rate the quality of each of the following services in Wickenburg.	Public information services	Similar	67%	121	323	62%
		Overall customer service by Wickenburg employees (police, receptionists, planners, etc.)	Similar	81%	159	371	55%
	Please rate the following categories of Wickenburg government performance.	The value of services for the taxes paid to Wickenburg	Similar	61%	96	376	73%
		The overall direction that Wickenburg is taking	Similar	43%	270	351	22%
		The job Wickenburg government does at welcoming resident involvement	Similar	53%	153	343	55%
		Overall confidence in Wickenburg government	Similar	41%	228	315	27%

Governance	Please rate the following categories of Wickenburg government performance.	Generally acting in the best interest of the community	Similar	47%	215	319	32%
		Being honest	Similar	52%	182	310	41%
		Being open and transparent to the public	Similar	45%	165	264	37%
		Informing residents about issues facing the community	Similar	49%	146	268	45%
		Treating all residents fairly	Similar	53%	195	316	38%
		Treating residents with respect	Similar	67%	126	261	52%
	Overall, how would you rate the quality of the services provided by each of the following?	The Town of Wickenburg	Similar	69%	206	370	42%
		The Federal Government	Lower	24%	299	303	1%
Economy	Please rate each of the following aspects of quality of life in Wickenburg.	Wickenburg as a place to work	Lower	44%	300	369	16%
		Wickenburg as a place to visit	Higher	85%	58	328	82%
	Please rate each of the following characteristics as they relate to Wickenburg as a whole.	Overall economic health of Wickenburg	Similar	54%	219	322	31%
		Overall quality of business and service establishments in Wickenburg	Similar	61%	229	322	28%
	Please rate each of the following in the Wickenburg community.	Variety of business and service establishments in Wickenburg	Lower	40%	209	259	19%
		Vibrancy of downtown/commercial area	Similar	57%	121	301	60%
		Employment opportunities	Similar	32%	259	335	22%

Economy	Please rate each of the following in the Wickenburg community.	Shopping opportunities	Lower	25%	271	325	16%
		Cost of living in Wickenburg	Similar	32%	216	312	30%
	Please rate the quality of each of the following services in Wickenburg.	Economic development	Similar	40%	248	317	21%
	Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.	Overall economic health of Wickenburg	Similar	90%	168	296	43%
		What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Similar	13%	273	305	10%
Mobility	Please rate each of the following characteristics as they relate to Wickenburg as a whole.	Overall quality of the transportation system (auto, bicycle, foot) in Wickenburg	Similar	49%	140	267	47%
	Please also rate each of the following in the Wickenburg community.	Traffic flow on major streets	Similar	66%	88	343	73%
		Ease of public parking	Similar	62%	143	301	52%
		Ease of travel by car in Wickenburg	Similar	81%	91	333	72%
		Ease of travel by public transportation in Wickenburg	Lower	14%	262	305	13%
		Ease of travel by bicycle in Wickenburg	Similar	49%	183	333	44%
		Ease of walking in Wickenburg	Similar	74%	91	337	72%
	Please indicate whether or not you have done each of the following in the last 12 months.	Used bus, rail, subway, or other public transportation instead of driving	Lower	6%	238	287	17%
		Carpooled with other adults or children instead of driving alone	Similar	43%	155	304	49%
		Walked or biked instead of driving	Lower	47%	232	306	24%

Mobility	Please rate the quality of each of the following services in Wickenburg.	Traffic enforcement	Similar	57%	225	364	36%
		Traffic signal timing	Higher	73%	21	315	93%
		Street repair	Similar	35%	251	356	29%
		Street cleaning	Similar	57%	238	326	26%
		Street lighting	Similar	63%	174	354	49%
		Snow removal	Much higher	88%	2	278	99%
		Sidewalk maintenance	Similar	54%	183	326	43%
		Transit services	Lower	20%	248	294	15%
		Overall quality of the transportation system (auto, bicycle, foot) in Wickenburg	Similar	63%	241	257	6%
	Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.						
Community Design	Please rate each of the following aspects of quality of life in Wickenburg.	Your neighborhood as a place to live	Similar	88%	96	329	70%
	Please rate each of the following characteristics as they relate to Wickenburg as a whole.	Overall design or layout of Wickenburg's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Similar	58%	180	313	42%
	Please also rate each of the following in the Wickenburg community.	Well-planned residential growth	Similar	38%	173	261	33%
		Well-planned commercial growth	Similar	28%	215	260	17%
		Well-designed neighborhoods	Similar	49%	156	261	39%
		Preservation of the historical or cultural character of the community	Higher	77%	28	257	89%

Community Design	Please also rate each of the following in the Wickenburg community.	Public places where people want to spend time	Similar	56%	191	307	38%
		Variety of housing options	Lower	25%	276	320	13%
		Availability of affordable quality housing	Lower	16%	284	342	16%
		Overall quality of new development in Wickenburg	Similar	43%	221	331	33%
		Overall appearance of Wickenburg	Similar	72%	184	345	45%
	Please rate the quality of each of the following services in Wickenburg.	Land use, planning, and zoning	Similar	29%	259	326	20%
		Code enforcement (weeds, abandoned buildings, etc.)	Similar	31%	276	356	19%
	Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.	Overall design or layout of Wickenburg's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Similar	77%	147	296	50%
Utilities	Please rate each of the following characteristics as they relate to Wickenburg as a whole.	Overall quality of the utility infrastructure in Wickenburg (water, sewer, storm water, electric/gas, broadband)	Similar	63%	152	258	41%
	Please rate the quality of each of the following services in Wickenburg.	Affordable high-speed internet access	Similar	54%	141	255	45%
		Garbage collection	Similar	85%	115	336	65%
		Drinking water	Similar	76%	158	324	50%
		Sewer services	Similar	86%	123	321	61%
		Storm water management (storm drainage, dams, levees, etc.)	Similar	71%	174	336	47%
		Power (electric and/or gas) utility	Similar	83%	110	279	60%

Utilities	Please rate the quality of each of the following services in Wickenburg.	Utility billing	Similar	75%	86	300	71%
	Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.	Overall quality of the utility infrastructure in Wickenburg (water, sewer, storm water, electric/gas, broadband)	Similar	94%	56	257	78%
Safety	Please rate each of the following characteristics as they relate to Wickenburg as a whole.	Overall feeling of safety in Wickenburg	Similar	90%	124	361	65%
	Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	95%	103	340	69%
		In Wickenburg's downtown/commercial area during the day	Similar	95%	77	328	76%
		From property crime	Similar	86%	55	269	79%
		From violent crime	Similar	93%	55	269	79%
		From fire, flood, or other natural disaster	Similar	88%	82	259	68%
	Please rate the quality of each of the following services in Wickenburg.	Police/Sheriff services	Similar	81%	188	388	50%
		Crime prevention	Similar	77%	163	365	53%
		Animal control	Similar	72%	168	337	49%
		Ambulance or emergency medical services	Similar	85%	222	333	31%
		Fire services	Similar	95%	145	352	57%
		Fire prevention and education	Similar	78%	159	321	50%
		Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar	62%	202	322	36%

Safety	Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.	Overall feeling of safety in Wickenburg	Similar	92%	152	296	48%
Natural environment	Please rate each of the following characteristics as they relate to Wickenburg as a whole.	Overall quality of natural environment in Wickenburg	Similar	88%	99	322	69%
	Please also rate each of the following in the Wickenburg community.	Cleanliness of Wickenburg	Similar	80%	157	336	53%
		Water resources (lakes, ponds, riverways, etc.)	Lower	34%	211	240	12%
		Air quality	Similar	85%	126	309	59%
	Please rate the quality of each of the following services in Wickenburg.	Preservation of natural areas (open space, greenbelts)	Similar	60%	160	307	48%
		Wickenburg open space	Similar	64%	142	305	53%
		Recycling	Lower	52%	297	340	11%
		Yard waste pick-up	Lower	49%	265	302	11%
	Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.	Overall quality of natural environment in Wickenburg	Similar	84%	124	296	58%
Parks and Recreation	Please rate each of the following characteristics as they relate to Wickenburg as a whole.	Overall quality of parks and recreation opportunities	Similar	69%	209	264	21%
	Please also rate each of the following in the Wickenburg community.	Availability of paths and walking trails	Similar	64%	205	337	38%
		Fitness opportunities (including exercise classes and paths or trails, etc.)	Similar	58%	242	309	21%
		Recreational opportunities	Similar	60%	227	327	30%
	Please rate the quality of each of the following services in Wickenburg.	Town parks	Similar	65%	287	333	14%

Parks and Recreation	Please rate the quality of each of the following services in Wickenburg.	Recreation programs or classes	Similar	56%	248	330	24%
		Recreation centers or facilities	Similar	54%	248	317	21%
	Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	Similar	76%	215	258	17%
Health and wellness	Please rate each of the following characteristics as they relate to Wickenburg as a whole.	Overall health and wellness opportunities in Wickenburg	Lower	50%	268	315	14%
	Please also rate each of the following in the Wickenburg community.	Availability of affordable quality food	Similar	48%	260	307	15%
		Availability of affordable quality health care	Lower	41%	263	314	16%
		Availability of preventive health services	Lower	44%	243	301	19%
		Availability of affordable quality mental health care	Similar	34%	206	305	32%
	Please rate the quality of each of the following services in Wickenburg.	Health services	Lower	48%	251	297	15%
	Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.	Overall health and wellness opportunities in Wickenburg	Similar	83%	27	296	91%
		Please rate your overall health.	Similar	71%	139	302	54%
Education, Arts and Culture	Please rate each of the following characteristics as they relate to Wickenburg as a whole.	Overall opportunities for education, culture, and the arts	Similar	60%	177	318	44%
	Please also rate each of the following in the Wickenburg community.	Opportunities to attend cultural/arts/music activities	Higher	75%	56	323	82%
		Community support for the arts	Higher	78%	44	257	83%
		Availability of affordable quality childcare/preschool	Lower	24%	281	315	11%




















Education, Arts and Culture	Please also rate each of the following in the Wickenburg community.	K-12 education	Lower	43%	286	318	10%
		Adult educational opportunities	Much lower	24%	294	308	4%
		Opportunities to attend special events and festivals	Similar	80%	47	313	85%
	Please rate the quality of each of the following services in Wickenburg.	Public library services	Similar	79%	252	332	23%
	Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.	Overall opportunities for education, culture, and the arts	Similar	72%	207	296	30%
Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Wickenburg.	Wickenburg as a place to raise children	Similar	65%	279	379	23%
		Wickenburg as a place to retire	Higher	87%	13	374	96%
		Sense of community	Higher	77%	32	340	90%
	Please rate each of the following characteristics as they relate to Wickenburg as a whole.	Residents' connection and engagement with their community	Similar	68%	57	261	78%
	Please rate the job you feel the Wickenburg community does at each of the following.	Making all residents feel welcome	Similar	74%	86	263	67%
		Attracting people from diverse backgrounds	Similar	54%	162	260	38%
		Valuing/respecting residents from diverse backgrounds	Similar	62%	153	261	41%
		Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Similar	59%	99	257	61%
	Please also rate each of the following in the Wickenburg community.	Sense of civic/community pride	Similar	70%	72	257	72%
		Neighborliness of residents in Wickenburg	Similar	73%	60	308	80%

Inclusivity and Engagement	Please also rate each of the following in the Wickenburg community.	Opportunities to participate in social events and activities	Similar	72%	57	318	82%
		Opportunities to volunteer	Higher	83%	24	313	92%
		Opportunities to participate in community matters	Similar	71%	59	313	81%
		Openness and acceptance of the community toward people of diverse backgrounds	Similar	57%	207	331	37%
		Residents' connection and engagement with their community	Similar	73%	100	296	66%
Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Wickenburg (in-person, phone, email, or web) for help or information	Similar	52%	93	335	72%
		Contacted Wickenburg elected officials (in-person, phone, email, or web) to express your opinion	Similar	18%	98	306	68%
		Attended a local public meeting (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	Similar	24%	66	309	78%
		Watched (online or on television) a local public meeting	Similar	21%	181	298	39%
		Volunteered your time to some group/activity in Wickenburg	Higher	44%	45	312	85%
		Campaigned or advocated for a local issue, cause, or candidate	Similar	19%	119	302	60%
		Voted in your most recent local election	Similar	73%	162	257	37%
		Access the internet from your home using a computer, laptop, or tablet computer	Similar	90%	211	256	17%
		Access the internet from your cell phone	Similar	91%	210	258	18%
		Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	Similar	72%	236	258	8%

Participation		In general, how many times do you:			
	Use or check email	Similar	97%	121	259 53%
	Share your opinions online	Similar	26%	154	257 40%
	Shop online	Similar	55%	126	256 51%

Complete Set of Frequencies

This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Please rate each of the following aspects of quality of life in Wickenburg.	Wickenburg as a place to live	Excellent		39% N=285
		Good		48% N=349
		Fair		11% N=81
		Poor		2% N=14
	Your neighborhood as a place to live	Excellent		51% N=368
		Good		38% N=276
		Fair		10% N=71
		Poor		2% N=12
	Wickenburg as a place to raise children	Excellent		27% N=134
		Good		38% N=187
		Fair		23% N=113
		Poor		11% N=56
	Wickenburg as a place to work	Excellent		14% N=73
		Good		30% N=152
		Fair		35% N=177
		Poor		20% N=101
	Wickenburg as a place to visit	Excellent		44% N=302
		Good		42% N=289
		Fair		13% N=89
		Poor		2% N=14

Please rate each of the following aspects of quality of life in Wickenburg.

Wickenburg as a place to retire

Excellent



50%
N=357

Good



37%
N=258

Fair



11%
N=80

Poor



2%
N=12

The overall quality of life in Wickenburg

Excellent



34%
N=244

Good



51%
N=370

Fair



15%
N=109

Poor



1%
N=4

Sense of community

Excellent



31%
N=219

Good



47%
N=332

Fair



19%
N=136

Poor



3%
N=24

Please rate each of the following characteristics as they relate to Wickenburg as a whole.

Overall economic health of Wickenburg

Excellent



8%
N=53

Good



47%
N=310

Fair



38%
N=247

Poor



7%
N=48

Overall quality of the transportation system (auto, bicycle, foot) in Wickenburg

Excellent



7%
N=47

Good



42%
N=293

Fair



38%
N=266

Poor



13%
N=90

Overall design or layout of Wickenburg's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)

Excellent



7%
N=53

Good



51%
N=367

Fair



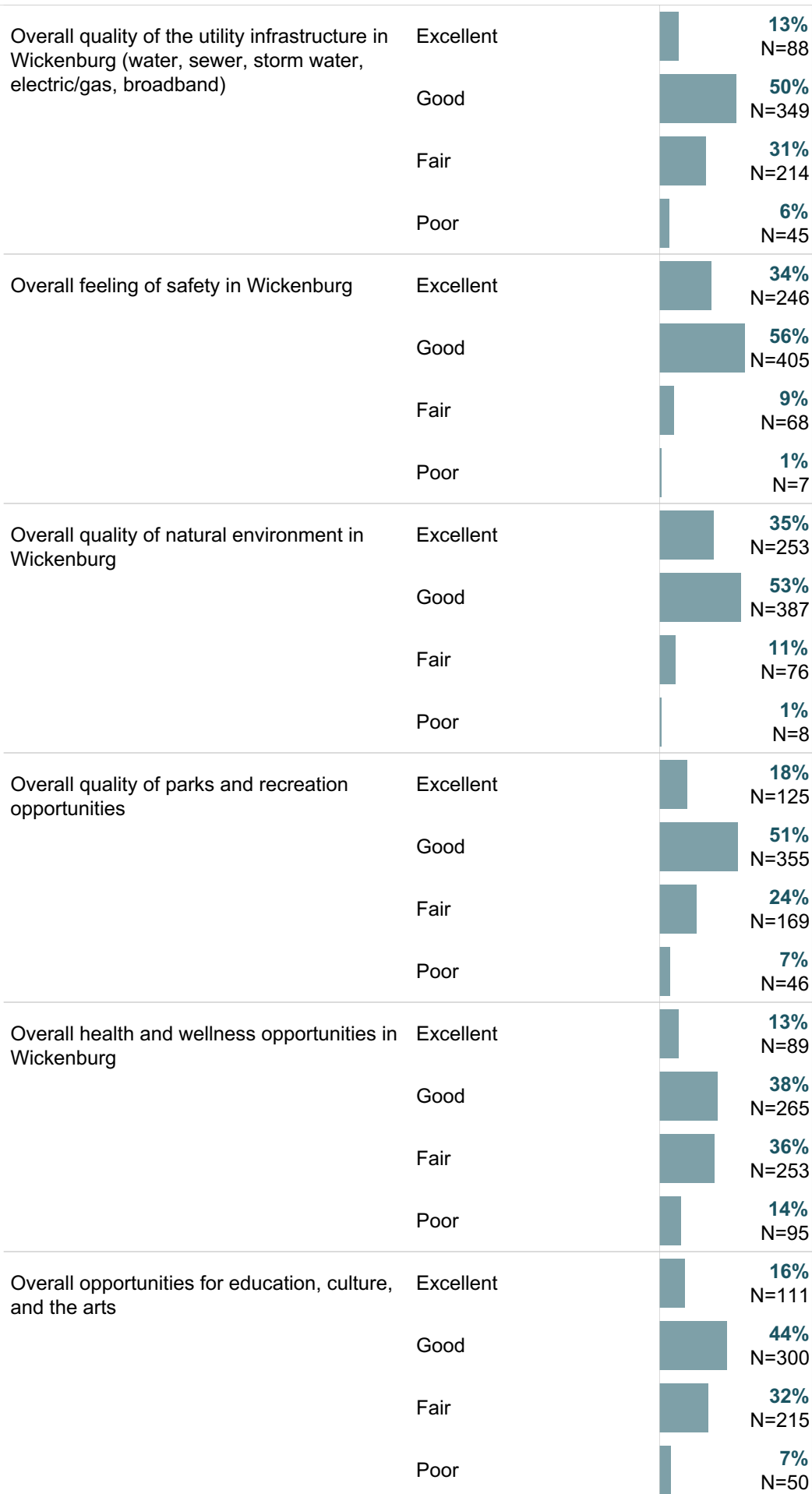
34%
N=246

























Poor

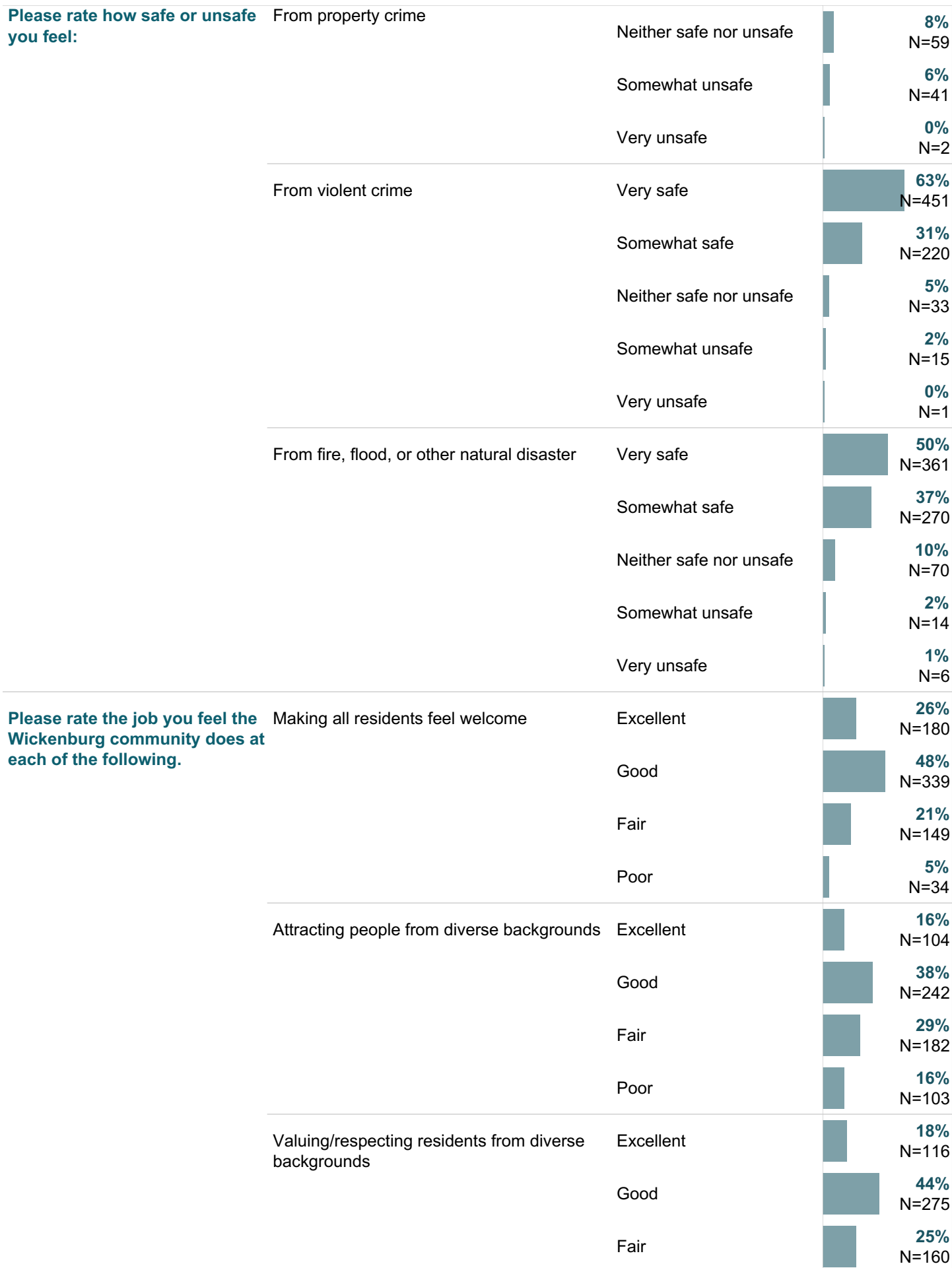

























7%
N=53

Please rate each of the following characteristics as they relate to Wickenburg as a whole.












Please rate each of the following characteristics as they relate to Wickenburg as a whole.	Residents' connection and engagement with their community	Excellent		16% N=109
		Good		52% N=352
		Fair		28% N=188
		Poor		4% N=28
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Wickenburg to someone who asks	Very likely		46% N=327
		Somewhat likely		39% N=278
		Somewhat unlikely		10% N=74
		Very unlikely		5% N=38
	Remain in Wickenburg for the next five years	Very likely		67% N=478
		Somewhat likely		21% N=148
		Somewhat unlikely		7% N=53
		Very unlikely		4% N=31
	In your neighborhood during the day	Very safe		83% N=607
		Somewhat safe		13% N=94
		Neither safe nor unsafe		2% N=14
		Somewhat unsafe		2% N=15
		Very unsafe		1% N=5
Please rate how safe or unsafe you feel:	In Wickenburg's downtown/commercial area during the day	Very safe		75% N=549
		Somewhat safe		20% N=147
		Neither safe nor unsafe		3% N=21
		Somewhat unsafe		1% N=6
		Very unsafe		1% N=6
	From property crime	Very safe		44% N=312
		Somewhat safe		42% N=301


















Please rate the job you feel the Wickenburg community does at each of the following.	Valuing/respecting residents from diverse backgrounds	Poor		13% N=79
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Excellent		18% N=108
		Good		41% N=249
		Fair		31% N=188
		Poor		10% N=60
Please rate each of the following in the Wickenburg community.	Overall quality of business and service establishments in Wickenburg	Excellent		14% N=100
		Good		48% N=349
		Fair		30% N=218
		Poor		8% N=62
	Variety of business and service establishments in Wickenburg	Excellent		9% N=68
		Good		31% N=229
		Fair		39% N=290
		Poor		20% N=147
	Vibrancy of downtown/commercial area	Excellent		15% N=111
		Good		42% N=303
		Fair		35% N=256
		Poor		8% N=55
	Employment opportunities	Excellent		6% N=34
		Good		26% N=135
		Fair		38% N=197
		Poor		29% N=153
	Shopping opportunities	Excellent		5% N=37
		Good		20% N=146
		Fair		43% N=311

























Please rate each of the following in the Wickenburg community.

Shopping opportunities	Poor		32% N=231
Cost of living in Wickenburg	Excellent		5% N=38
	Good		27% N=198
	Fair		37% N=267
	Poor		31% N=222
Overall image or reputation of Wickenburg	Excellent		26% N=189
	Good		52% N=377
	Fair		20% N=144
	Poor		2% N=18











Please also rate each of the following in the Wickenburg community.

Traffic flow on major streets	Excellent		14% N=104
	Good		52% N=382
	Fair		21% N=154
	Poor		13% N=94
Ease of public parking	Excellent		16% N=117
	Good		45% N=328
	Fair		27% N=193
	Poor		12% N=83
Ease of travel by car in Wickenburg	Excellent		26% N=188
	Good		55% N=397
	Fair		17% N=126
	Poor		2% N=13
Ease of travel by public transportation in Wickenburg	Excellent		4% N=17
	Good		10% N=40
	Fair		25% N=98











Please also rate each of the following in the Wickenburg community.

Ease of travel by public transportation in Wickenburg	Poor		60% N=234
Ease of travel by bicycle in Wickenburg	Excellent		11% N=55
	Good		38% N=189
	Fair		32% N=162
	Poor		19% N=93
Ease of walking in Wickenburg	Excellent		24% N=165
	Good		51% N=354
	Fair		22% N=153
	Poor		4% N=26
Well-planned residential growth	Excellent		6% N=36
	Good		32% N=191
	Fair		35% N=208
	Poor		27% N=164
Well-planned commercial growth	Excellent		5% N=29
	Good		23% N=136
	Fair		39% N=227
	Poor		33% N=189
Well-designed neighborhoods	Excellent		8% N=53
	Good		41% N=268
	Fair		41% N=262
	Poor		10% N=64
Preservation of the historical or cultural character of the community	Excellent		28% N=195
	Good		50% N=343
	Fair		18% N=122

























Please also rate each of the following in the Wickenburg community.

Preservation of the historical or cultural character of the community	Poor		5% N=32
Public places where people want to spend time	Excellent		13% N=88
	Good		43% N=295
	Fair		32% N=216
	Poor		13% N=86
Variety of housing options	Excellent		5% N=32
	Good		20% N=134
	Fair		36% N=236
	Poor		39% N=255
Availability of affordable quality housing	Excellent		4% N=27
	Good		12% N=79
	Fair		24% N=155
	Poor		59% N=373
Overall quality of new development in Wickenburg	Excellent		9% N=56
	Good		35% N=227
	Fair		39% N=257
	Poor		17% N=114
Overall appearance of Wickenburg	Excellent		18% N=127
	Good		55% N=401
	Fair		23% N=166
	Poor		4% N=30
Cleanliness of Wickenburg	Excellent		25% N=181
	Good		56% N=410
	Fair		16% N=115

























Please also rate each of the following in the Wickenburg community.

Cleanliness of Wickenburg	Poor		4% N=27
Water resources (lakes, ponds, riverways, etc.)	Excellent		7% N=45
	Good		28% N=175
	Fair		36% N=224
	Poor		29% N=184
Air quality	Excellent		30% N=212
	Good		55% N=397
	Fair		14% N=103
	Poor		1% N=7
Availability of paths and walking trails	Excellent		18% N=122
	Good		46% N=311
	Fair		28% N=191
	Poor		7% N=48
Fitness opportunities (including exercise classes and paths or trails, etc.)	Excellent		14% N=97
	Good		44% N=293
	Fair		33% N=221
	Poor		9% N=63
Recreational opportunities	Excellent		17% N=114
	Good		44% N=303
	Fair		29% N=199
	Poor		11% N=73
Availability of affordable quality food	Excellent		9% N=69
	Good		38% N=275
	Fair		33% N=236














Please also rate each of the following in the Wickenburg community.

Availability of affordable quality food	Poor		20% N=145
Availability of affordable quality health care	Excellent		8% N=54
	Good		33% N=230
	Fair		36% N=246
	Poor		23% N=158
Availability of preventive health services	Excellent		7% N=48
	Good		37% N=239
	Fair		37% N=241
	Poor		19% N=121
Availability of affordable quality mental health care	Excellent		8% N=30
	Good		27% N=103
	Fair		29% N=110
	Poor		37% N=141
Opportunities to attend cultural/arts/music activities	Excellent		27% N=189
	Good		48% N=335
	Fair		21% N=144
	Poor		4% N=26
Community support for the arts	Excellent		27% N=174
	Good		51% N=332
	Fair		20% N=128
	Poor		2% N=14
Availability of affordable quality childcare/preschool	Excellent		6% N=16
	Good		18% N=48
	Fair		36% N=93












Please also rate each of the following in the Wickenburg community.
























Availability of affordable quality childcare/preschool	Poor		40% N=103
K-12 education	Excellent		8% N=32
	Good		35% N=131
	Fair		32% N=120
	Poor		25% N=95
Adult educational opportunities	Excellent		3% N=11
	Good		22% N=84
	Fair		32% N=125
	Poor		43% N=166
Sense of civic/community pride	Excellent		21% N=145
	Good		48% N=324
	Fair		27% N=181
	Poor		3% N=23
Neighborliness of residents in Wickenburg	Excellent		24% N=170
	Good		48% N=337
	Fair		21% N=147
	Poor		6% N=42
Opportunities to participate in social events and activities	Excellent		23% N=161
	Good		50% N=345
	Fair		26% N=179
	Poor		2% N=12
Opportunities to attend special events and festivals	Excellent		27% N=195
	Good		54% N=387
	Fair		17% N=125

Please also rate each of the following in the Wickenburg community.

























Opportunities to attend special events and festivals	Poor		2% N=15
Opportunities to volunteer	Excellent		34% N=218
	Good		49% N=315
	Fair		15% N=98
	Poor		1% N=9
Opportunities to participate in community matters	Excellent		20% N=125
	Good		52% N=331
	Fair		25% N=160
	Poor		4% N=23
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		15% N=86
	Good		43% N=245
	Fair		27% N=155
	Poor		16% N=90

Please indicate whether or not you have done each of the following in the last 12 months.

























Contacted the Town of Wickenburg (in-person, phone, email, or web) for help or information	No		48% N=353
	Yes		52% N=380
Contacted Wickenburg elected officials (in-person, phone, email, or web) to express your opinion	No		82% N=597
	Yes		18% N=135
Attended a local public meeting (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	No		76% N=556
	Yes		24% N=179
Watched (online or on television) a local public meeting	No		79% N=580
	Yes		21% N=154
Volunteered your time to some group/activity in Wickenburg	No		56% N=411
	Yes		44% N=322
Campaigned or advocated for a local issue, cause, or candidate	No		81% N=595

Please indicate whether or not you have done each of the following in the last 12 months.	Campaigned or advocated for a local issue, cause, or candidate	Yes		19% N=139
	Voted in your most recent local election	No		27% N=199
		Yes		73% N=534
	Used bus, rail, subway, or other public transportation instead of driving	No		94% N=685
		Yes		6% N=45
	Carpooled with other adults or children instead of driving alone	No		57% N=413
		Yes		43% N=317
	Walked or biked instead of driving	No		53% N=387
Please rate the quality of each of the following services in Wickenburg.	Public information services	Excellent		18% N=115
		Good		50% N=322
		Fair		30% N=193
		Poor		2% N=16
	Economic development	Excellent		7% N=38
		Good		33% N=194
		Fair		44% N=255
		Poor		16% N=92
	Traffic enforcement	Excellent		11% N=77
		Good		46% N=308
		Fair		28% N=185
		Poor		15% N=101
	Traffic signal timing	Excellent		13% N=90
		Good		59% N=408
		Fair		21% N=147

























Please rate the quality of each of the following services in Wickenburg.

Traffic signal timing	Poor		6% N=42
Street repair	Excellent		5% N=38
	Good		30% N=214
	Fair		34% N=246
	Poor		30% N=218
Street cleaning	Excellent		9% N=61
	Good		47% N=314
	Fair		28% N=187
	Poor		15% N=103
Street lighting	Excellent		10% N=74
	Good		53% N=378
	Fair		29% N=203
	Poor		8% N=57
Snow removal	Excellent		62% N=77
	Good		24% N=30
	Fair		9% N=12
	Poor		4% N=5
Sidewalk maintenance	Excellent		8% N=52
	Good		46% N=280
	Fair		34% N=207
	Poor		12% N=74
Transit services	Excellent		5% N=15
	Good		16% N=53
	Fair		27% N=87

























Please rate the quality of each of the following services in Wickenburg.

Transit services	Poor		52% N=165
Land use, planning, and zoning	Excellent		5% N=25
	Good		24% N=122
	Fair		43% N=220
	Poor		28% N=145
Code enforcement (weeds, abandoned buildings, etc.)	Excellent		6% N=32
	Good		25% N=135
	Fair		36% N=190
	Poor		33% N=174
Affordable high-speed internet access	Excellent		13% N=87
	Good		41% N=266
	Fair		25% N=166
	Poor		21% N=137
Garbage collection	Excellent		37% N=267
	Good		48% N=345
	Fair		11% N=82
	Poor		3% N=24
Drinking water	Excellent		26% N=177
	Good		49% N=333
	Fair		16% N=110
	Poor		8% N=56
Sewer services	Excellent		28% N=171
	Good		58% N=350
	Fair		11% N=69

























Please rate the quality of each of the following services in Wickenburg.

Sewer services	Poor		2% N=13
Storm water management (storm drainage, dams, levees, etc.)	Excellent		18% N=110
	Good		52% N=311
	Fair		24% N=145
	Poor		5% N=31
Power (electric and/or gas) utility	Excellent		26% N=178
	Good		57% N=393
	Fair		14% N=95
	Poor		4% N=25
Utility billing	Excellent		24% N=161
	Good		52% N=351
	Fair		19% N=130
	Poor		5% N=36
Police/Sheriff services	Excellent		33% N=218
	Good		48% N=317
	Fair		12% N=82
	Poor		6% N=42
Crime prevention	Excellent		22% N=131
	Good		56% N=336
	Fair		17% N=105
	Poor		5% N=33
Animal control	Excellent		20% N=112
	Good		51% N=280
	Fair		20% N=107










Please rate the quality of each of the following services in Wickenburg.

Animal control	Poor		9% N=49
Ambulance or emergency medical services	Excellent		31% N=185
	Good		54% N=315
	Fair		13% N=75
	Poor		2% N=13
Fire services	Excellent		45% N=267
	Good		49% N=292
	Fair		5% N=27
	Poor		1% N=6
Fire prevention and education	Excellent		28% N=122
	Good		50% N=220
	Fair		19% N=83
	Poor		3% N=13
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Excellent		18% N=71
	Good		44% N=169
	Fair		25% N=98
	Poor		13% N=49
Preservation of natural areas (open space, greenbelts)	Excellent		19% N=115
	Good		41% N=252
	Fair		27% N=163
	Poor		13% N=77
Wickenburg open space	Excellent		17% N=106
	Good		47% N=289
	Fair		29% N=178
















Please rate the quality of each of the following services in Wickenburg.

Wickenburg open space	Poor		7% N=46
Recycling	Excellent		14% N=96
	Good		38% N=250
	Fair		23% N=152
	Poor		25% N=167
Yard waste pick-up	Excellent		13% N=61
	Good		36% N=169
	Fair		25% N=117
	Poor		26% N=120
Town parks	Excellent		16% N=109
	Good		49% N=334
	Fair		28% N=191
	Poor		6% N=42
Recreation programs or classes	Excellent		14% N=67
	Good		42% N=200
	Fair		33% N=157
	Poor		11% N=50
Recreation centers or facilities	Excellent		11% N=61
	Good		42% N=226
	Fair		34% N=183
	Poor		12% N=66
Health services	Excellent		9% N=59
	Good		39% N=255
	Fair		34% N=223

























Please rate the quality of each of the following services in Wickenburg.

Health services	Poor		17% N=112
Public library services	Excellent		29% N=165
	Good		50% N=286
	Fair		19% N=109
	Poor		2% N=9
Overall customer service by Wickenburg employees (police, receptionists, planners, etc.)	Excellent		31% N=206
	Good		50% N=335
	Fair		15% N=100
	Poor		4% N=29

Please rate the following categories of Wickenburg government performance.

























The value of services for the taxes paid to Wickenburg	Excellent		13% N=78
	Good		48% N=299
	Fair		32% N=197
	Poor		7% N=45
The overall direction that Wickenburg is taking	Excellent		6% N=40
	Good		37% N=233
	Fair		35% N=224
	Poor		21% N=133
The job Wickenburg government does at welcoming resident involvement	Excellent		13% N=69
	Good		41% N=225
	Fair		33% N=180
	Poor		14% N=80
Overall confidence in Wickenburg government	Excellent		8% N=54
	Good		33% N=207
	Fair		38% N=238

Please rate the following categories of Wickenburg government performance.

























Overall confidence in Wickenburg government	Poor		21% N=135
Generally acting in the best interest of the community	Excellent		10% N=64
	Good		37% N=231
	Fair		34% N=209
	Poor		19% N=115
Being honest	Excellent		14% N=75
	Good		38% N=199
	Fair		31% N=163
	Poor		17% N=87
Being open and transparent to the public	Excellent		13% N=70
	Good		32% N=179
	Fair		34% N=188
	Poor		21% N=115
Informing residents about issues facing the community	Excellent		11% N=71
	Good		37% N=230
	Fair		32% N=198
	Poor		20% N=121
Treating all residents fairly	Excellent		14% N=71
	Good		39% N=203
	Fair		28% N=143
	Poor		19% N=99
Treating residents with respect	Excellent		19% N=110
	Good		48% N=275
	Fair		24% N=137

Please rate the following categories of Wickenburg government performance.

Overall, how would you rate the quality of the services provided by each of the following?

























Treating residents with respect	Poor		9% N=54
The Town of Wickenburg	Excellent		17% N=117
	Good		51% N=355
	Fair		26% N=180
	Poor		6% N=38
The Federal Government	Excellent		3% N=19
	Good		20% N=124
	Fair		34% N=208
	Poor		42% N=256
Overall economic health of Wickenburg	Essential		44% N=313
	Very important		47% N=335
	Somewhat important		10% N=69
	Not at all important		0% N=2
Overall quality of the transportation system (auto, bicycle, foot) in Wickenburg	Essential		20% N=148
	Very important		43% N=311
	Somewhat important		30% N=216
	Not at all important		7% N=49
Overall design or layout of Wickenburg's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		31% N=224
	Very important		46% N=338
	Somewhat important		21% N=153
	Not at all important		2% N=14
Overall quality of the utility infrastructure in Wickenburg (water, sewer, storm water, electric/gas, broadband)	Essential		52% N=371
	Very important		43% N=306
	Somewhat important		5% N=39








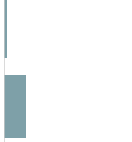






Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.

























Overall quality of the utility infrastructure in Wickenburg (water, sewer, storm water, electric/gas, broadband)	Not at all important		0% N=2
Overall feeling of safety in Wickenburg	Essential		54% N=394
	Very important		38% N=275
	Somewhat important		6% N=45
	Not at all important		2% N=12
Overall quality of natural environment in Wickenburg	Essential		42% N=304
	Very important		42% N=308
	Somewhat important		13% N=94
	Not at all important		3% N=23
Overall quality of parks and recreation opportunities	Essential		26% N=190
	Very important		50% N=360
	Somewhat important		23% N=170
	Not at all important		1% N=7
Overall health and wellness opportunities in Wickenburg	Essential		42% N=302
	Very important		41% N=300
	Somewhat important		15% N=110
	Not at all important		2% N=14
Overall opportunities for education, culture, and the arts	Essential		26% N=186
	Very important		46% N=336
	Somewhat important		24% N=171
	Not at all important		4% N=31
Residents' connection and engagement with their community	Essential		26% N=188
	Very important		47% N=346
	Somewhat important		23% N=169




















Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.

In general, how many times do you:

Residents' connection and engagement with their community	Not at all important		3% N=25
Access the internet from your home using a computer, laptop, or tablet computer	Several times a day		74% N=518
	Once a day		11% N=74
	A few times a week		6% N=41
	Every few weeks		1% N=8
	Less often or never		9% N=63
Access the internet from your cell phone	Several times a day		78% N=546
	Once a day		7% N=51
	A few times a week		6% N=39
	Every few weeks		2% N=13
	Less often or never		8% N=53
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	Several times a day		45% N=319
	Once a day		16% N=114
	A few times a week		10% N=74
	Every few weeks		3% N=22
	Less often or never		25% N=177
Use or check email	Several times a day		66% N=469
	Once a day		25% N=175
	A few times a week		6% N=41
	Every few weeks		1% N=7
	Less often or never		2% N=14
Share your opinions online	Several times a day		8% N=55
	Once a day		4% N=26
	A few times a week		15% N=103

In general, how many times do you:	Share your opinions online	Every few weeks		13% N=93
		Less often or never		60% N=423
Shop online		Several times a day		11% N=79
		Once a day		11% N=80
		A few times a week		33% N=229
		Every few weeks		33% N=231
		Less often or never		12% N=81
Please rate your overall health.		Excellent		27% N=193
		Very good		44% N=315
		Good		20% N=146
		Fair		6% N=44
		Poor		2% N=14
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:		Very positive		2% N=11
		Somewhat positive		11% N=80
		Neutral		40% N=288
		Somewhat negative		33% N=237
		Very negative		13% N=96
How many years have you lived in Wickenburg?		Less than 2 years		16% N=117
		2-5 years		28% N=200
		6-10 years		18% N=127
		11-20 years		13% N=96
		More than 20 years		25% N=175
Which best describes the building you live in?		Single-family detached home		75% N=539
		Townhouse or duplex (may share walls but no units a..		8% N=57

Which best describes the building you live in?	Condominium or apartment (have units ab..		7% N=50
	Mobile home		6% N=43
	Other		3% N=25
Do you rent or own your home?	Rent		22% N=155
	Own		78% N=556
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$300		7% N=50
	\$300 to \$599		15% N=100
	\$600 to \$999		20% N=135
	\$1,000 to \$1,499		21% N=147
	\$1,500 to \$2,499		20% N=140
	\$2,500 to \$3,999		12% N=83
	\$4,000 to \$6,999		3% N=21
	\$7,000 to \$9,999		2% N=11
	\$10,000 or more		0% N=1
Do any children 17 or under live in your household?	No		86% N=616
	Yes		14% N=97
Are you or any other members of your household aged 65 or older?	No		39% N=279
	Yes		61% N=434
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		12% N=77
	\$25,000 to \$49,999		16% N=103
	\$50,000 to \$74,999		24% N=156
	\$75,000 to \$99,999		15% N=98
	\$100,000 to \$149,999		17% N=112
	\$150,000 to \$199,999		9% N=59

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	\$200,000 to \$299,999	 3% N=22
	\$300,000 or more	 4% N=28
Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish ori..	 92% N=637
	Yes, I consider myself to be of Hispanic, Latino/a/x,..	 8% N=58
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaska Native	 1% N=9
	Asian	 0% N=2
	Black or African American	 1% N=7
	Native Hawaiian or Other Pacific Islander	 0% N=
	White	 97% N=674
	A race not listed	 3% N=24
In which category is your age?	18-24 years	 4% N=25
	25-34 years	 8% N=59
	35-44 years	 5% N=37
	45-54 years	 9% N=61
	55-64 years	 18% N=127
	65-74 years	 34% N=238
	75 years or older	 23% N=159
What is your gender?	Woman	 54% N=384
	Man	 46% N=322

Methods (Open Participation)



As part of its participation in The National Community Survey™ (The NCS™), the City of Wickenburg conducted a survey of 738 residents. Survey invitations were mailed to randomly selected households and data were collected from October 18th, 2023 to November 29th, 2023. The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Wickenburg. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all city residents and became available on November 15th, 2023. The survey remained open for 2 weeks and there were 67 responses.












The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. Due to limited response, the results were not statistically weighted.

18. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>















19. Targets come from the 2020 Census and 2022 American Community Survey.








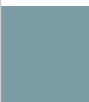






Open Participation Survey Results

This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

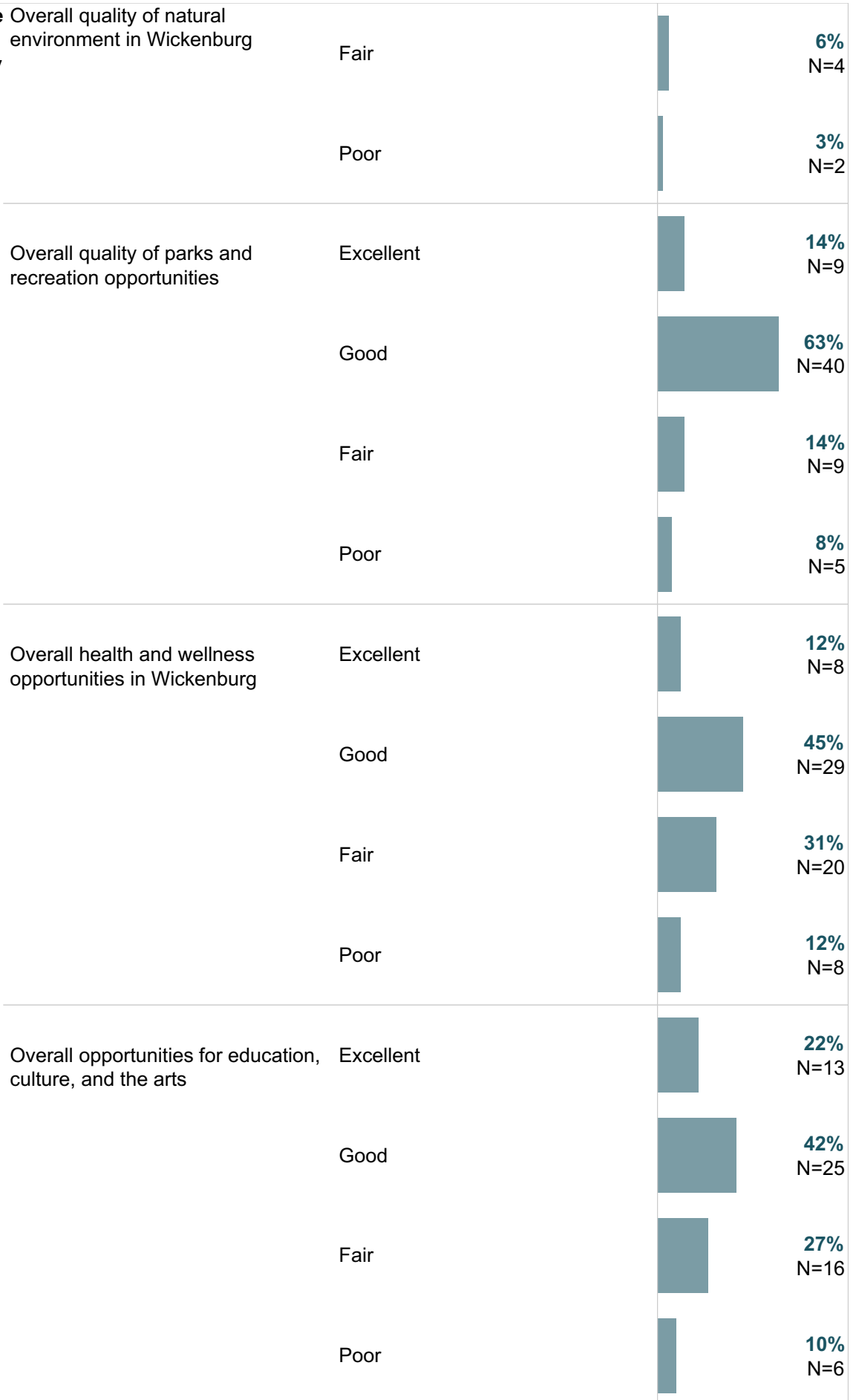
Please rate each of the following aspects of quality of life in Wickenburg.	Wickenburg as a place to live	Excellent		42% N=28
		Good		46% N=31
		Fair		9% N=6
		Poor		3% N=2
Your neighborhood as a place to live		Excellent		60% N=39
		Good		32% N=21
		Fair		5% N=3
		Poor		3% N=2
Wickenburg as a place to raise children		Excellent		36% N=15
		Good		31% N=13
		Fair		24% N=10

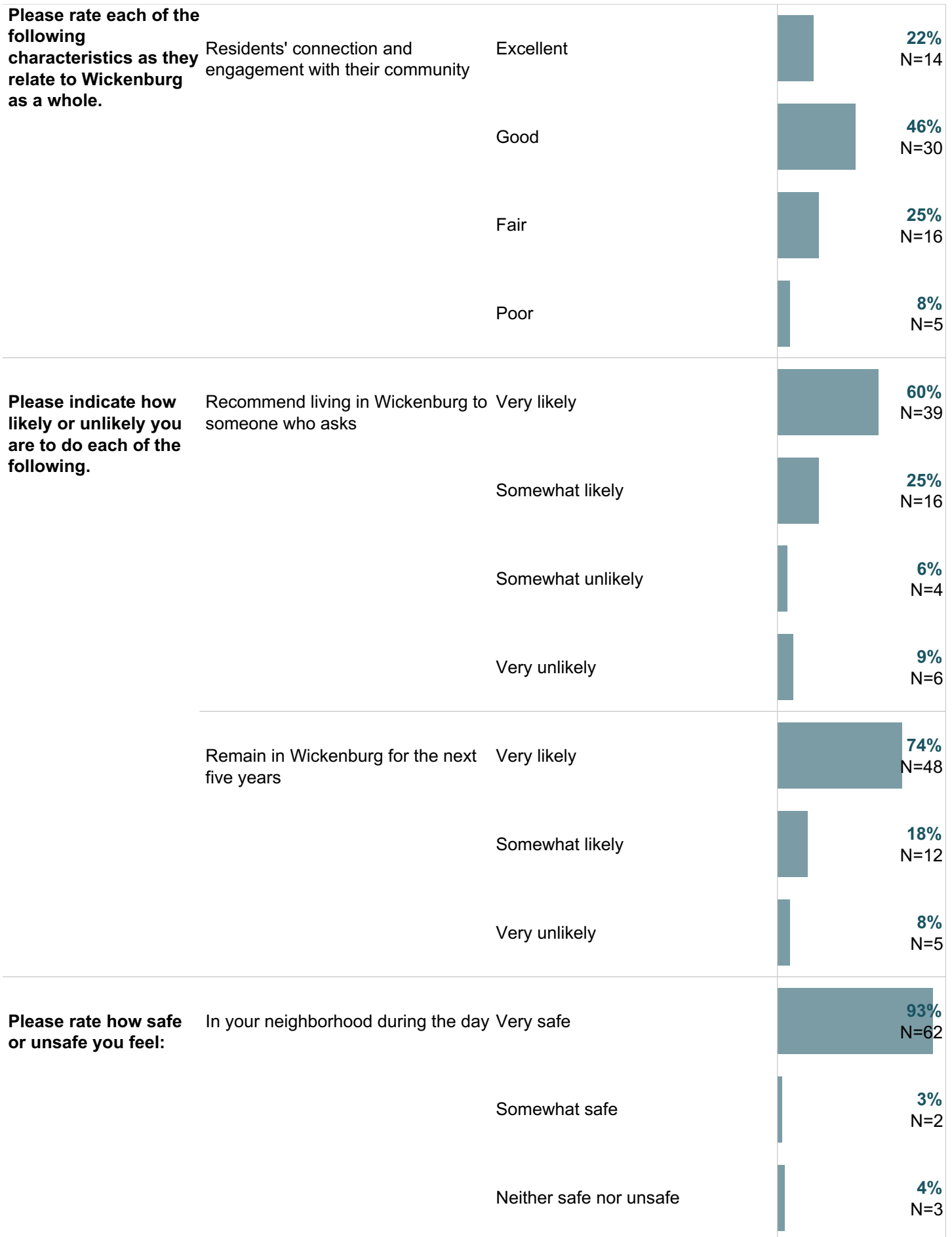
Please rate each of the following aspects of quality of life in Wickenburg.	Wickenburg as a place to raise children	Poor		10% N=4
	Wickenburg as a place to work	Excellent		12% N=5
		Good		43% N=18
		Fair		24% N=10
		Poor		21% N=9
	Wickenburg as a place to visit	Excellent		52% N=32
		Good		40% N=25
		Fair		6% N=4
		Poor		2% N=1
	Wickenburg as a place to retire	Excellent		46% N=27
		Good		44% N=26
		Fair		7% N=4
		Poor		3% N=2
	The overall quality of life in Wickenburg	Excellent		33% N=22

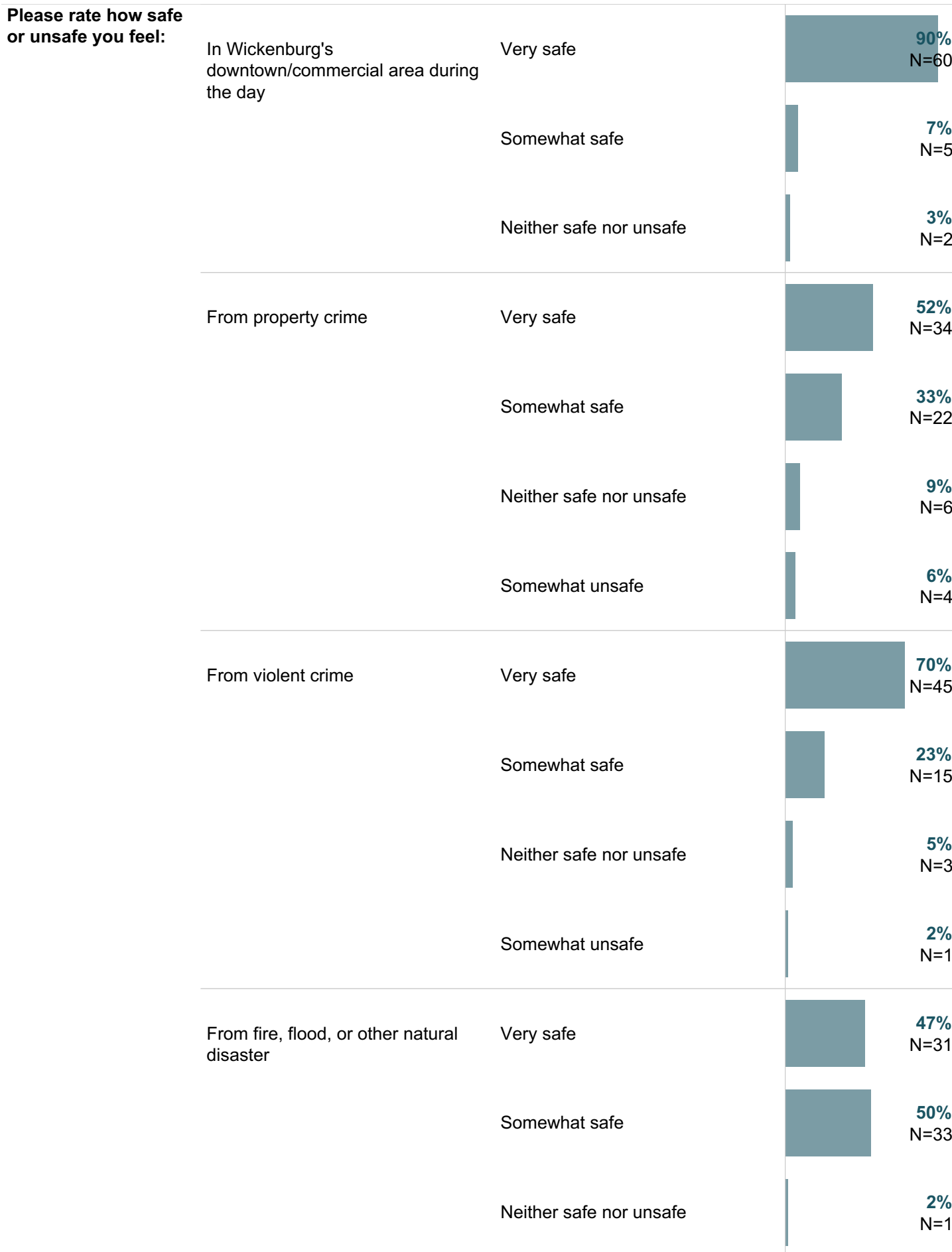
Please rate each of the following aspects of quality of life in Wickenburg.	The overall quality of life in Wickenburg	Good		49% N=33
		Fair		15% N=10
		Poor		3% N=2
Sense of community	Sense of community	Excellent		34% N=22
		Good		45% N=29
		Fair		12% N=8
		Poor		9% N=6
Please rate each of the following characteristics as they relate to Wickenburg as a whole.	Overall economic health of Wickenburg	Excellent		5% N=3
		Good		48% N=28
		Fair		34% N=20
		Poor		12% N=7
Overall quality of the transportation system (auto, bicycle, foot) in Wickenburg	Overall quality of the transportation system (auto, bicycle, foot) in Wickenburg	Excellent		5% N=3
		Good		32% N=20
		Fair		40% N=25















Please rate each of the following characteristics as they relate to Wickenburg as a whole.	Overall quality of the transportation system (auto, bicycle, foot) in Wickenburg	Poor		24% N=15
	Overall design or layout of Wickenburg's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Excellent		6% N=4
		Good		47% N=31
		Fair		39% N=26
		Poor		8% N=5
	Overall quality of the utility infrastructure in Wickenburg (water, sewer, storm water, electric/gas, broadband)	Excellent		5% N=3
		Good		37% N=22
		Fair		35% N=21
		Poor		23% N=14
	Overall feeling of safety in Wickenburg	Excellent		36% N=24
		Good		55% N=36
		Fair		9% N=6
	Overall quality of natural environment in Wickenburg	Excellent		50% N=33
		Good		41% N=27















Please rate each of the following characteristics as they relate to Wickenburg as a whole.















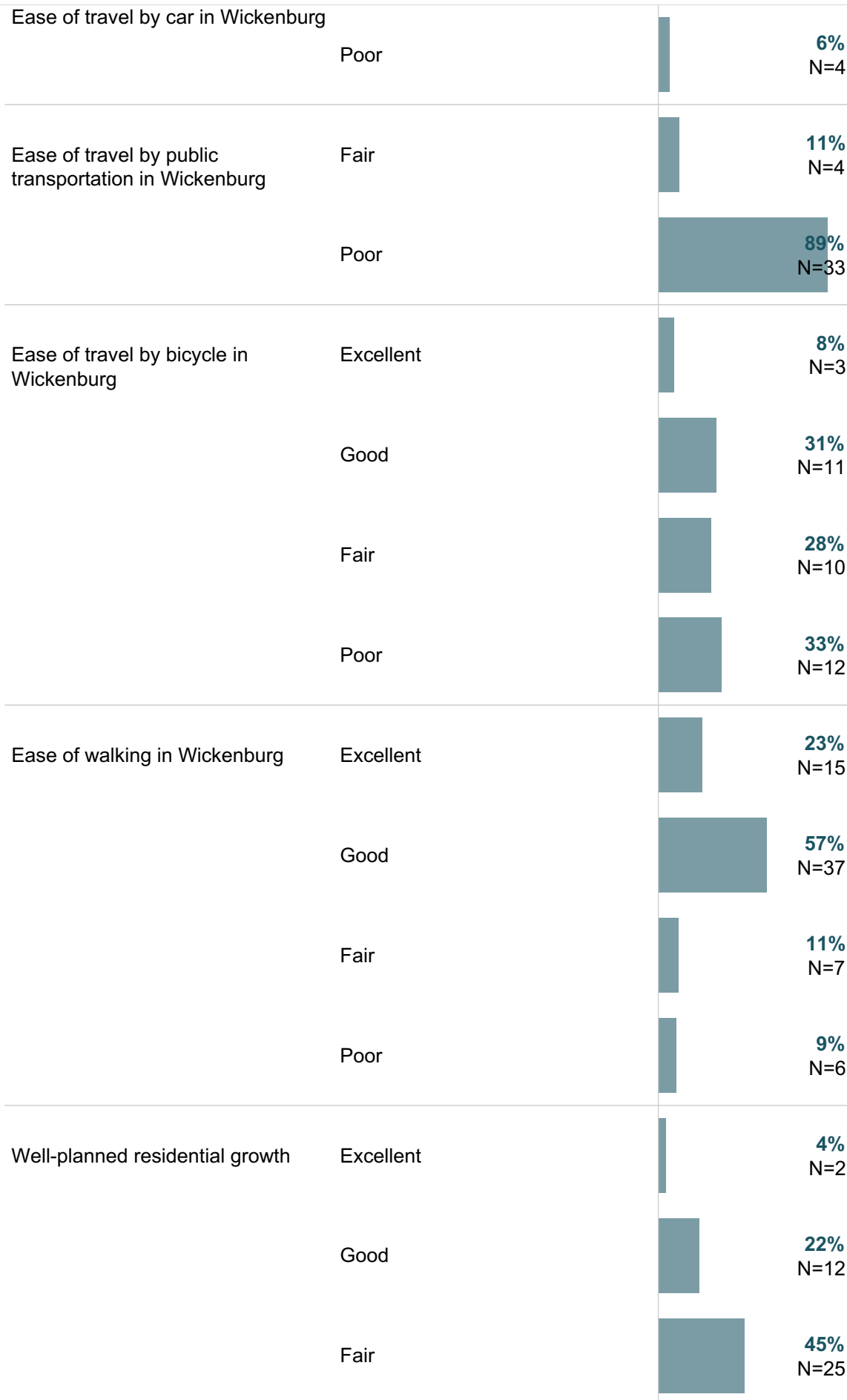
Please rate how safe or unsafe you feel:	From fire, flood, or other natural disaster	Somewhat unsafe		2% N=1
Please rate the job you feel the Wickenburg community does at each of the following.	Making all residents feel welcome	Excellent		20% N=13
		Good		50% N=32
		Fair		20% N=13
		Poor		9% N=6
	Attracting people from diverse backgrounds	Excellent		4% N=2
		Good		43% N=24
		Fair		27% N=15
		Poor		27% N=15
	Valuing/respecting residents from diverse backgrounds	Excellent		10% N=6
		Good		39% N=23
		Fair		29% N=17
		Poor		22% N=13
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Excellent		10% N=6

Please rate the job you feel the Wickenburg community does at each of the following.	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Good		32% N=19
		Fair		32% N=19
		Poor		25% N=15
Please rate each of the following in the Wickenburg community.	Overall quality of business and service establishments in Wickenburg	Excellent		12% N=8
		Good		57% N=38
		Fair		21% N=14
		Poor		10% N=7
	Variety of business and service establishments in Wickenburg	Excellent		3% N=2
		Good		43% N=29
		Fair		31% N=21
		Poor		22% N=15
	Vibrancy of downtown/commercial area	Excellent		18% N=12
		Good		51% N=34
		Fair		22% N=15















Please rate each of the following in the Wickenburg community.	Vibrancy of downtown/commercial area	Poor		9% N=6
	Employment opportunities	Excellent		9% N=4
		Good		22% N=10
		Fair		33% N=15
		Poor		36% N=16
Shopping opportunities	Shopping opportunities	Excellent		2% N=1
		Good		34% N=22
		Fair		34% N=22
		Poor		31% N=20
Cost of living in Wickenburg	Cost of living in Wickenburg	Excellent		3% N=2
		Good		46% N=30
		Fair		26% N=17
		Poor		25% N=16
Overall image or reputation of Wickenburg	Overall image or reputation of Wickenburg	Excellent		30% N=20

Please rate each of the following in the Wickenburg community.	Overall image or reputation of Wickenburg	Good		51% N=34
		Fair		15% N=10
		Poor		4% N=3
Please also rate each of the following in the Wickenburg community.	Traffic flow on major streets	Excellent		14% N=9
		Good		45% N=30
		Fair		33% N=22
		Poor		8% N=5
	Ease of public parking	Excellent		24% N=16
		Good		42% N=28
		Fair		25% N=17
		Poor		9% N=6
	Ease of travel by car in Wickenburg	Excellent		36% N=24
		Good		46% N=31
		Fair		12% N=8

Please also rate each of the following in the Wickenburg community.



Please also rate each of the following in the Wickenburg community.

Well-planned residential growth	Poor		29% N=16
Well-planned commercial growth	Excellent		9% N=5
	Good		18% N=10
	Fair		31% N=17
	Poor		42% N=23
Well-designed neighborhoods	Excellent		10% N=6
	Good		36% N=21
	Fair		47% N=28
	Poor		7% N=4
Preservation of the historical or cultural character of the community	Excellent		26% N=17
	Good		41% N=27
	Fair		17% N=11
	Poor		17% N=11
Public places where people want to spend time	Excellent		16% N=10

Please also rate each of the following in the Wickenburg community.

Public places where people want to spend time

Good



50%
N=32

Fair



14%
N=9

Poor



20%
N=13

Variety of housing options

Excellent



5%
N=3

Good



13%
N=8

Fair



31%
N=19

Poor



52%
N=32

Availability of affordable quality housing

Excellent



4%
N=2

Good



9%
N=5

Fair



19%
N=11

Poor



68%
N=39

Overall quality of new development in Wickenburg

Excellent



11%
N=7

Good

















33%
N=20

Fair

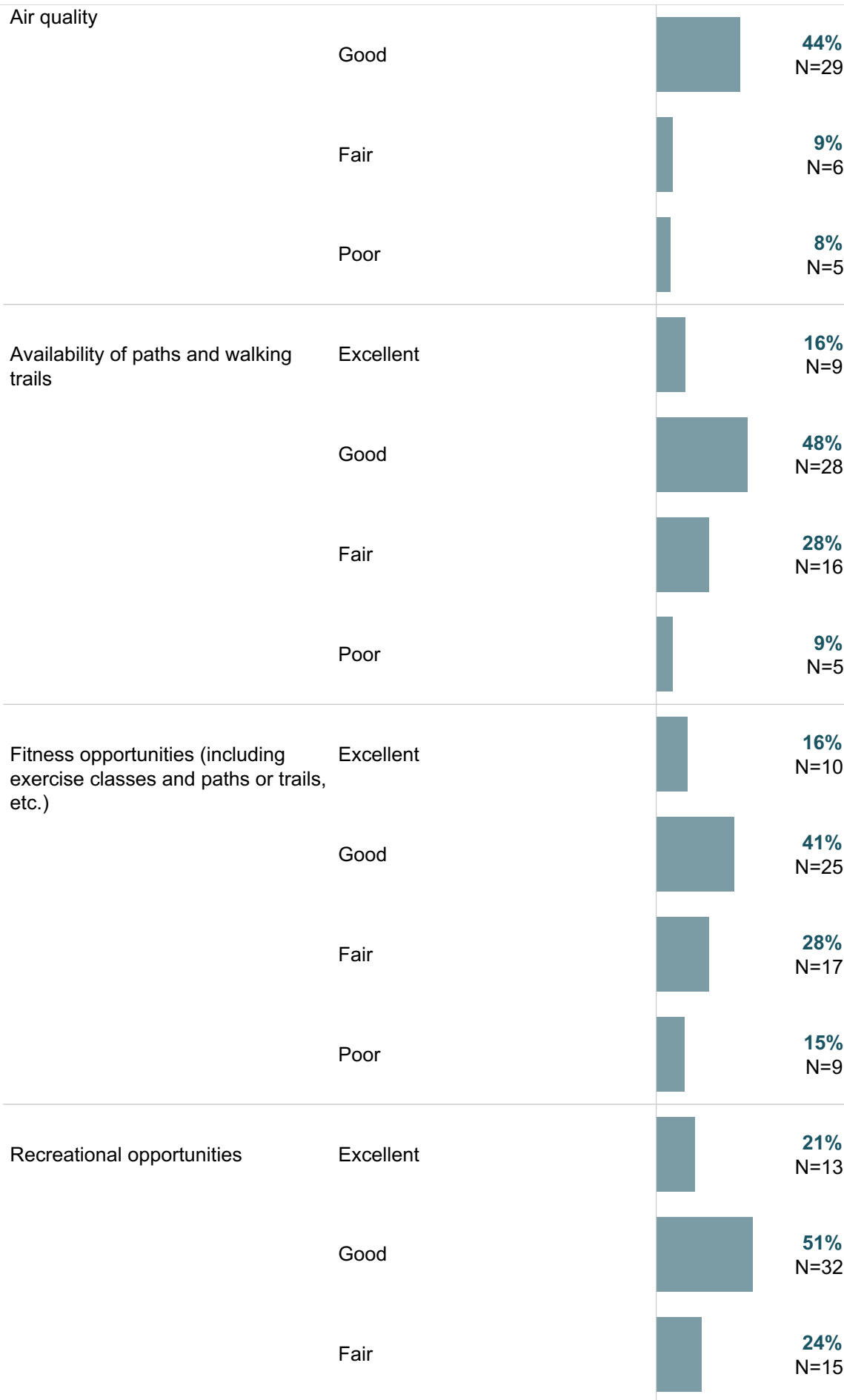


36%
N=22

Please also rate each of the following in the Wickenburg community.

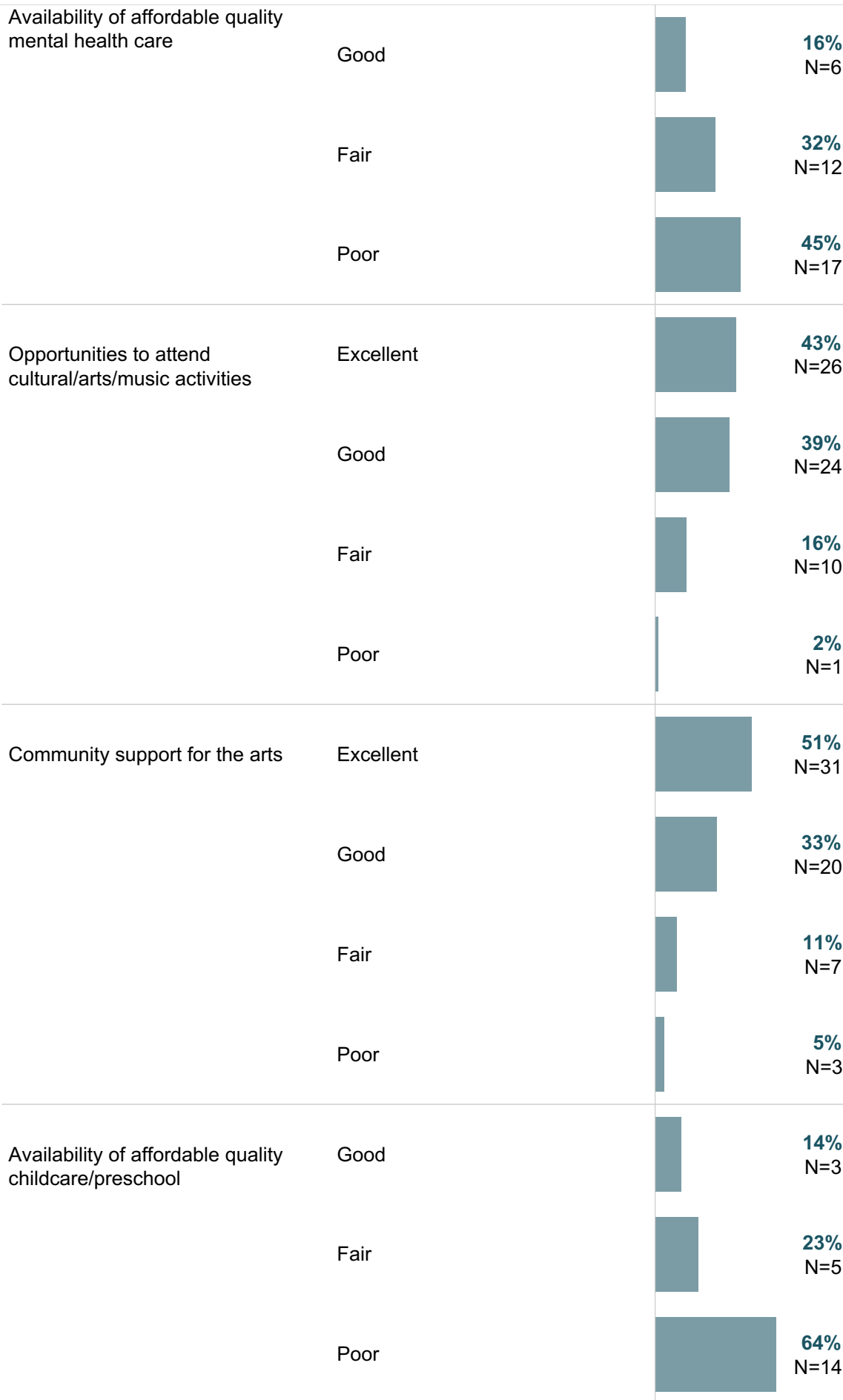
Overall quality of new development in Wickenburg	Poor		20% N=12
Overall appearance of Wickenburg	Excellent		21% N=14
	Good		56% N=37
	Fair		15% N=10
	Poor		8% N=5
Cleanliness of Wickenburg	Excellent		27% N=18
	Good		54% N=36
	Fair		12% N=8
	Poor		7% N=5
Water resources (lakes, ponds, riverways, etc.)	Excellent		2% N=1
	Good		42% N=23
	Fair		25% N=14
	Poor		31% N=17
Air quality	Excellent		39% N=26

Please also rate each of the following in the Wickenburg community.

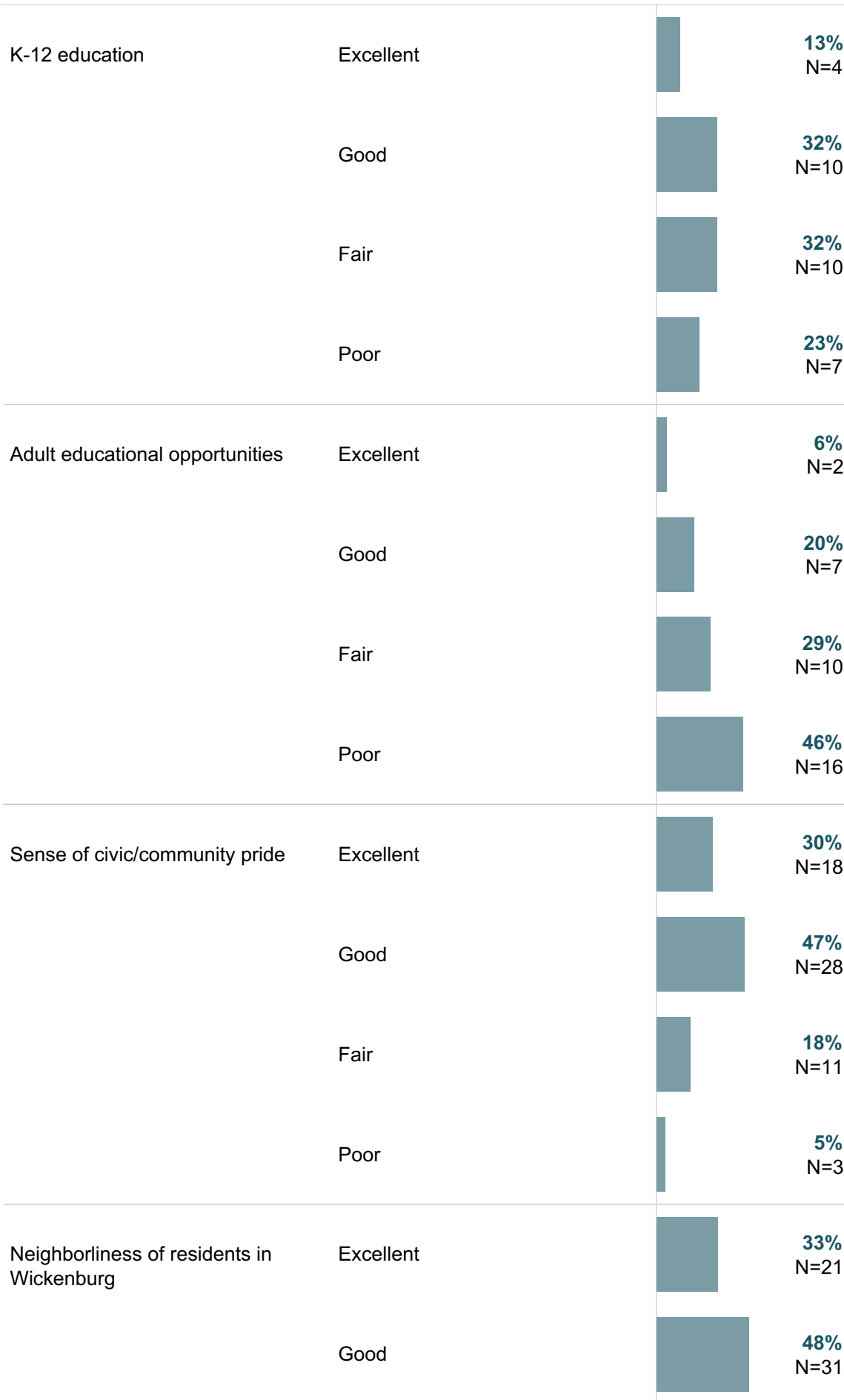
















Please also rate each of the following in the Wickenburg community.	Recreational opportunities			
		Poor		5% N=3
	Availability of affordable quality food			
		Excellent		15% N=10
		Good		27% N=18
		Fair		30% N=20
		Poor		27% N=18
	Availability of affordable quality health care			
		Excellent		13% N=8
		Good		23% N=15
		Fair		34% N=22
		Poor		30% N=19
	Availability of preventive health services			
		Excellent		11% N=7
		Good		29% N=18
		Fair		35% N=22
		Poor		24% N=15
	Availability of affordable quality mental health care			
		Excellent		8% N=3















Please also rate each of the following in the Wickenburg community.

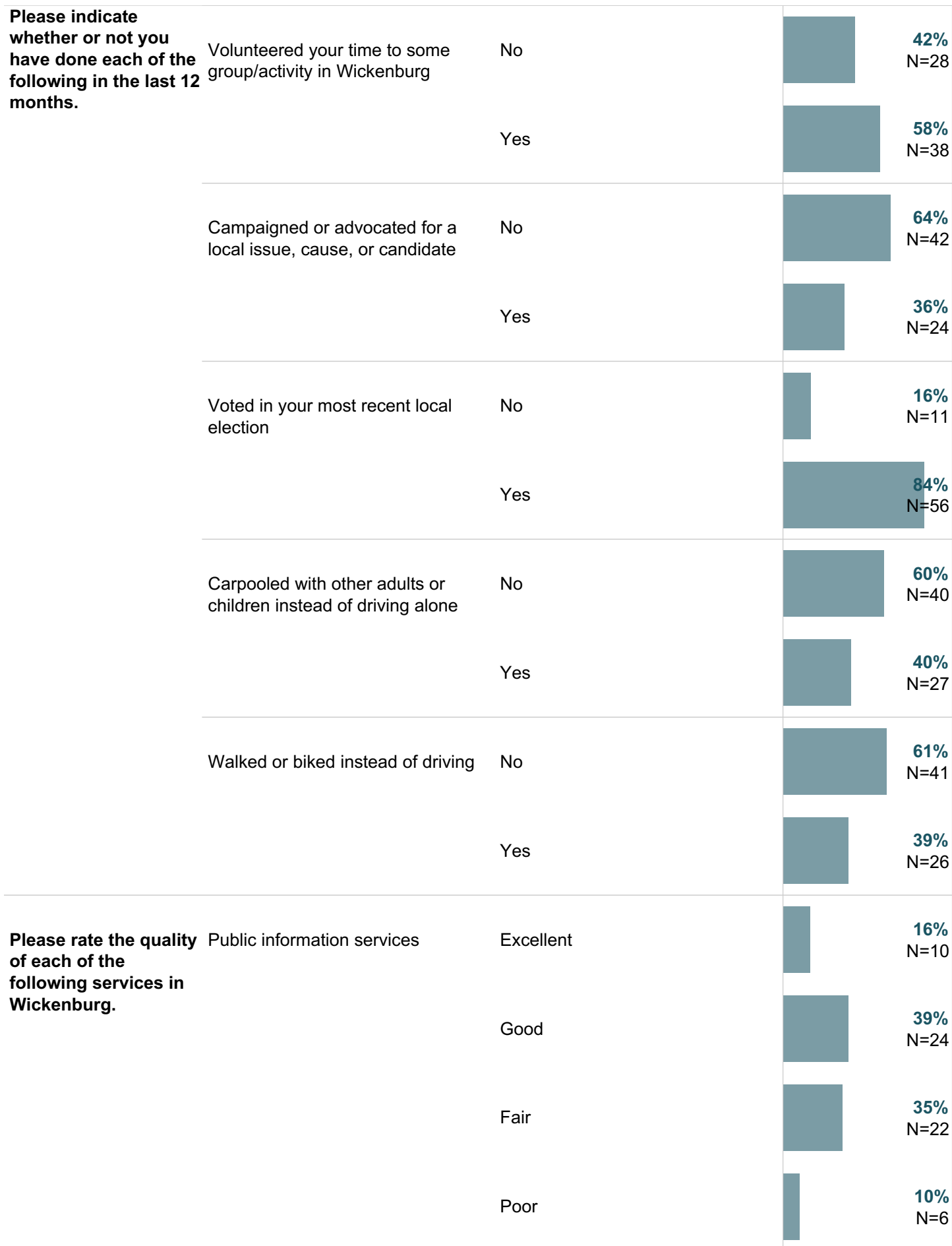


Please also rate each of the following in the Wickenburg community.

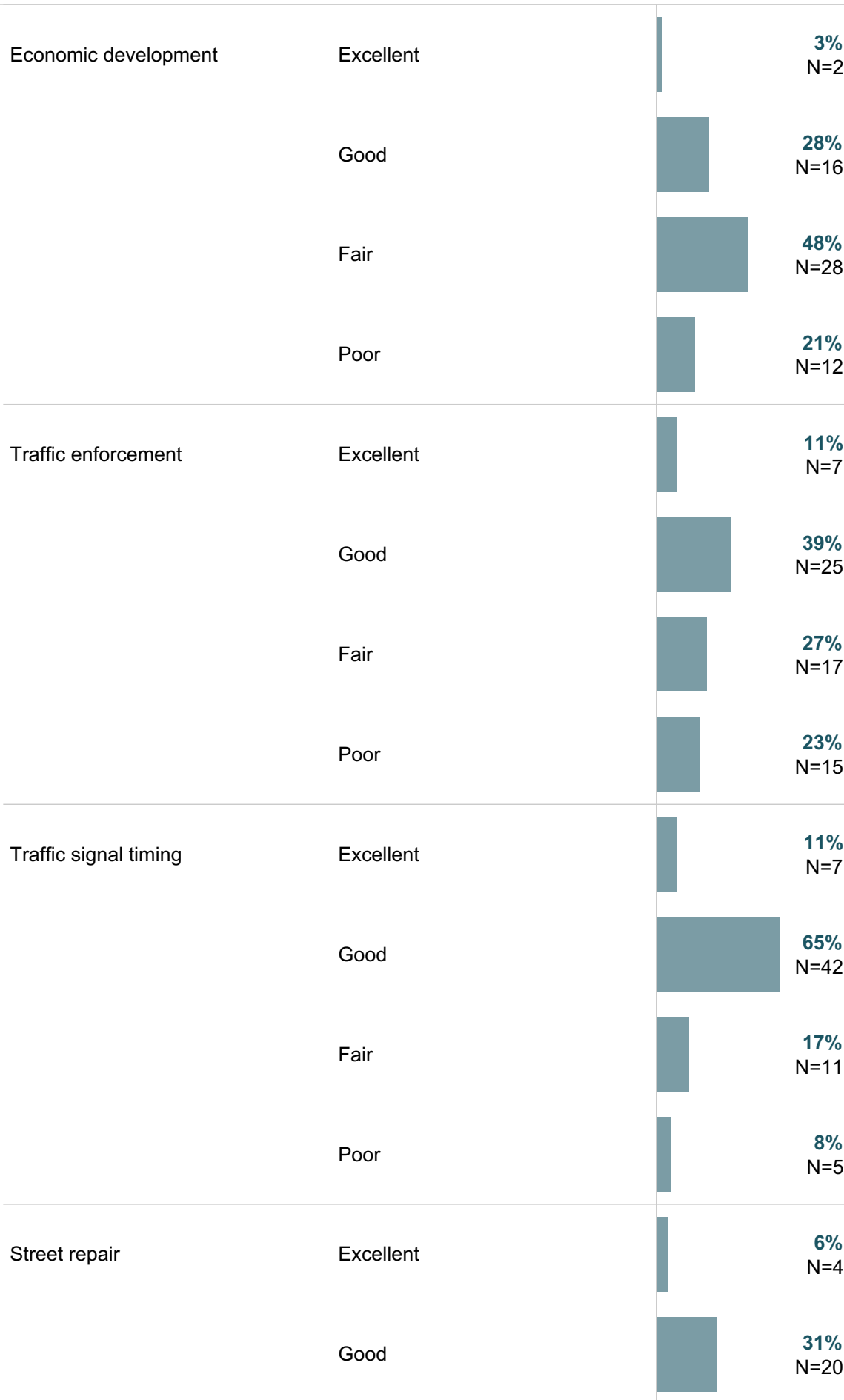


Please also rate each of the following in the Wickenburg community.	Neighborliness of residents in Wickenburg	Fair		14% N=9
		Poor		5% N=3
Opportunities to participate in social events and activities		Excellent		34% N=22
		Good		47% N=30
		Fair		19% N=12
Opportunities to attend special events and festivals		Excellent		50% N=31
		Good		39% N=24
		Fair		10% N=6
		Poor		2% N=1
Opportunities to volunteer		Excellent		58% N=36
		Good		31% N=19
		Fair		11% N=7
Opportunities to participate in community matters		Excellent		27% N=16
		Good		45% N=27

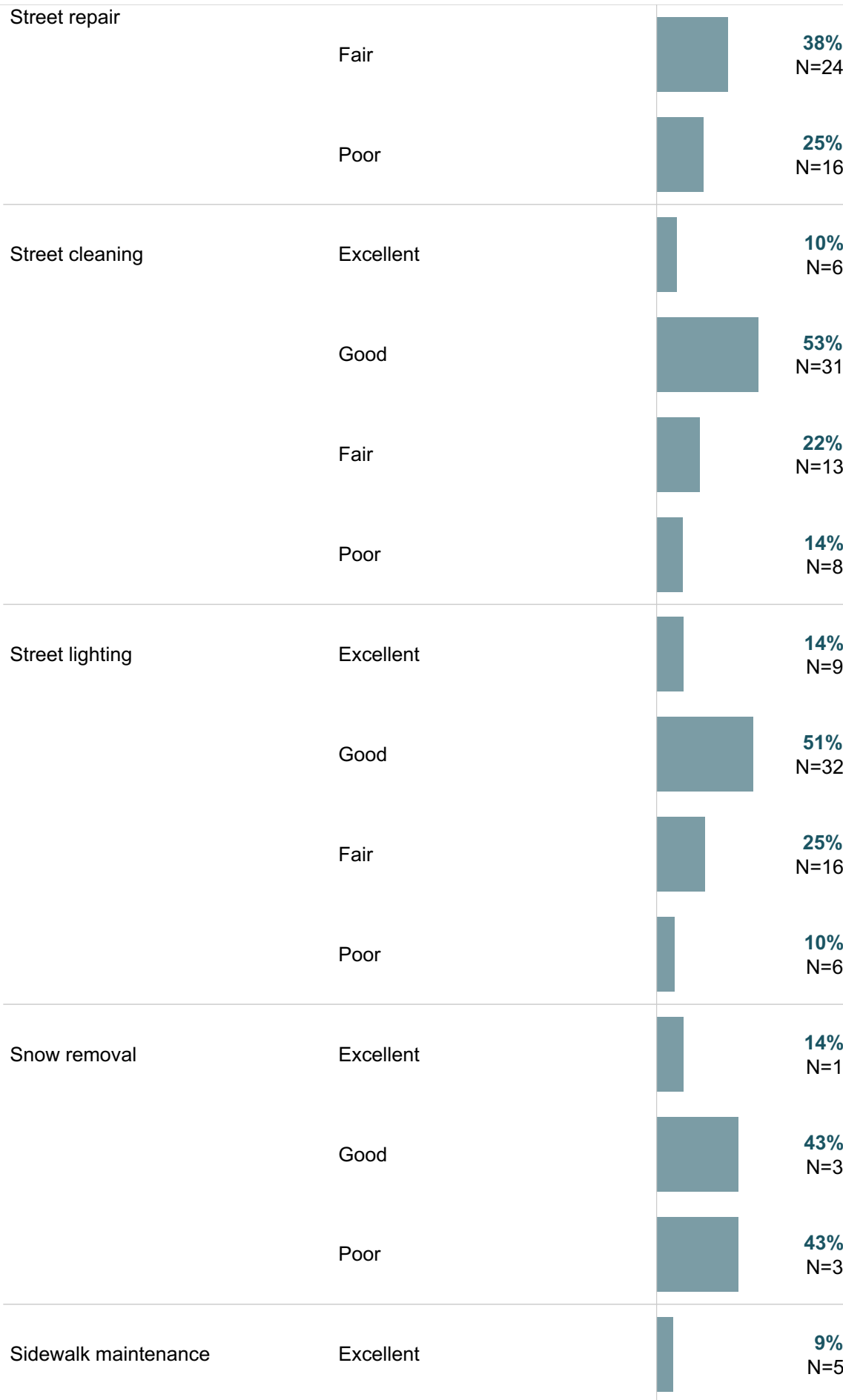
Please also rate each of the following in the Wickenburg community.	Opportunities to participate in community matters	Fair		25% N=15
		Poor		3% N=2
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		17% N=10
		Good		31% N=18
		Fair		29% N=17
		Poor		24% N=14
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Wickenburg (in-person, phone, email, or web) for help or information	No		42% N=28
		Yes		58% N=39
	Contacted Wickenburg elected officials (in-person, phone, email, or web) to express your opinion	No		54% N=36
		Yes		46% N=31
	Attended a local public meeting (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	No		51% N=34
		Yes		49% N=33
	Watched (online or on television) a local public meeting	No		58% N=38
		Yes		42% N=28



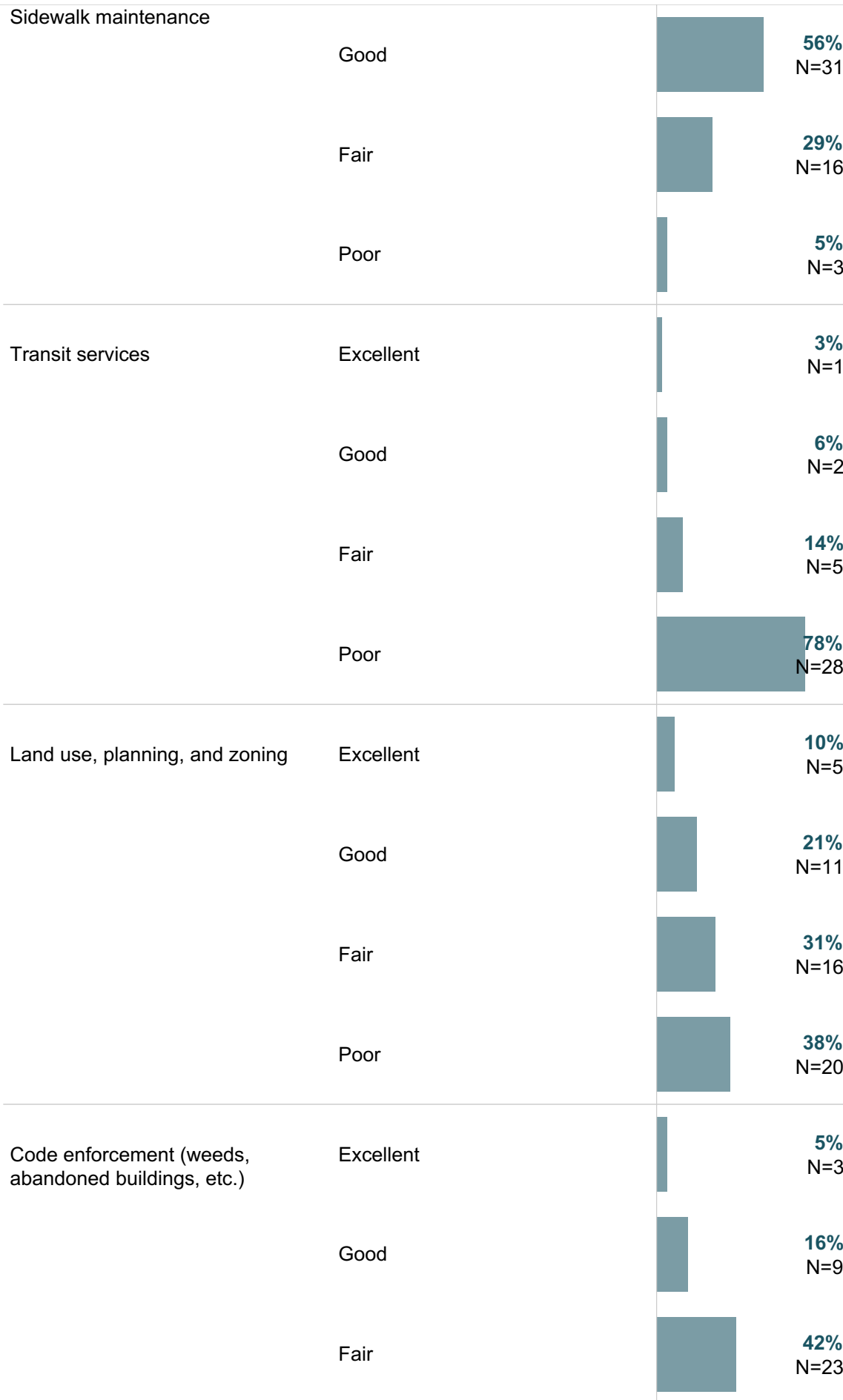
Please rate the quality of each of the following services in Wickenburg.





























Please rate the quality of each of the following services in Wickenburg.



Please rate the quality of each of the following services in Wickenburg.































Please rate the quality of each of the following services in Wickenburg.	Code enforcement (weeds, abandoned buildings, etc.)	Poor		36% N=20
	Affordable high-speed internet access	Excellent		13% N=8
		Good		45% N=28
		Fair		24% N=15
		Poor		18% N=11
	Garbage collection	Excellent		30% N=20
		Good		59% N=39
		Fair		9% N=6
		Poor		2% N=1
	Drinking water	Excellent		28% N=17
		Good		51% N=31
		Fair		18% N=11
		Poor		3% N=2
	Sewer services	Excellent		32% N=18

Please rate the quality of each of the following services in Wickenburg.	Sewer services	Good		54% N=31
		Fair		9% N=5
		Poor		5% N=3
	Storm water management (storm drainage, dams, levees, etc.)	Excellent		19% N=10
		Good		48% N=25
		Fair		23% N=12
		Poor		10% N=5
	Power (electric and/or gas) utility	Excellent		32% N=19
		Good		58% N=34
		Fair		7% N=4
		Poor		3% N=2
	Utility billing	Excellent		21% N=12
		Good		53% N=31
		Fair		19% N=11

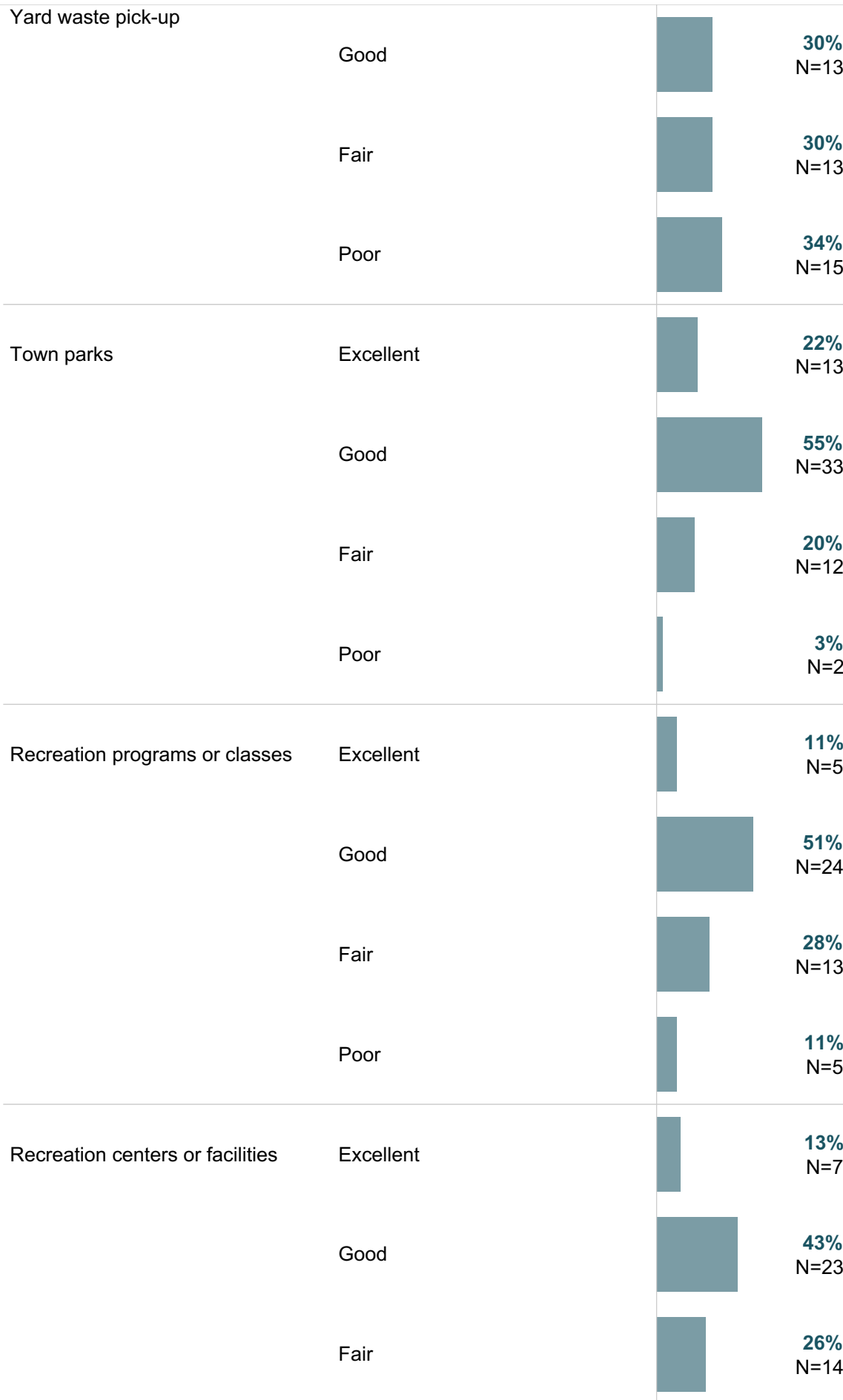
Please rate the quality of each of the following services in Wickenburg.	Utility billing	Poor		7% N=4
	Police/Sheriff services	Excellent		44% N=27
		Good		41% N=25
		Fair		8% N=5
		Poor		7% N=4
	Crime prevention	Excellent		26% N=14
		Good		54% N=29
		Fair		13% N=7
		Poor		7% N=4
	Animal control	Excellent		28% N=13
		Good		47% N=22
		Fair		15% N=7
		Poor		11% N=5
	Ambulance or emergency medical services	Excellent		36% N=16















Please rate the quality of each of the following services in Wickenburg.















Ambulance or emergency medical services	Good		47% N=21
	Fair		16% N=7
	Poor		2% N=1
Fire services	Excellent		55% N=30
	Good		40% N=22
	Fair		2% N=1
	Poor		4% N=2
Fire prevention and education	Excellent		23% N=11
	Good		57% N=27
	Fair		15% N=7
	Poor		4% N=2
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Excellent		18% N=7
	Good		43% N=17
	Fair		28% N=11













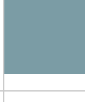

Please rate the quality of each of the following services in Wickenburg.	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Poor		13% N=5
	Preservation of natural areas (open space, greenbelts)	Excellent		22% N=12
		Good		46% N=25
		Fair		20% N=11
		Poor		11% N=6
	Wickenburg open space	Excellent		17% N=10
		Good		52% N=31
		Fair		22% N=13
		Poor		10% N=6
	Recycling	Excellent		5% N=3
		Good		26% N=16
		Fair		34% N=21
		Poor		34% N=21
	Yard waste pick-up	Excellent		7% N=3















Please rate the quality of each of the following services in Wickenburg.































Please rate the quality of each of the following services in Wickenburg.	Recreation centers or facilities	Poor		19% N=10
	Health services	Excellent		10% N=6
		Good		32% N=20
		Fair		40% N=25
		Poor		18% N=11
	Public library services	Excellent		36% N=20
		Good		45% N=25
		Fair		13% N=7
		Poor		5% N=3
	Overall customer service by Wickenburg employees (police, receptionists, planners, etc.)	Excellent		31% N=20
		Good		47% N=30
		Fair		16% N=10
		Poor		6% N=4
Please rate the following categories of Wickenburg government performance.	The value of services for the taxes paid to Wickenburg	Excellent		9% N=6















Please rate the following categories of Wickenburg government performance.	The value of services for the taxes paid to Wickenburg	Good		49% N=32
		Fair		28% N=18
		Poor		14% N=9
	The overall direction that Wickenburg is taking	Excellent		10% N=6
		Good		24% N=15
		Fair		38% N=24
		Poor		29% N=18
	The job Wickenburg government does at welcoming resident involvement	Excellent		15% N=9
		Good		34% N=21
		Fair		26% N=16
		Poor		25% N=15
	Overall confidence in Wickenburg government	Excellent		14% N=9
		Good		23% N=15
		Fair		34% N=22

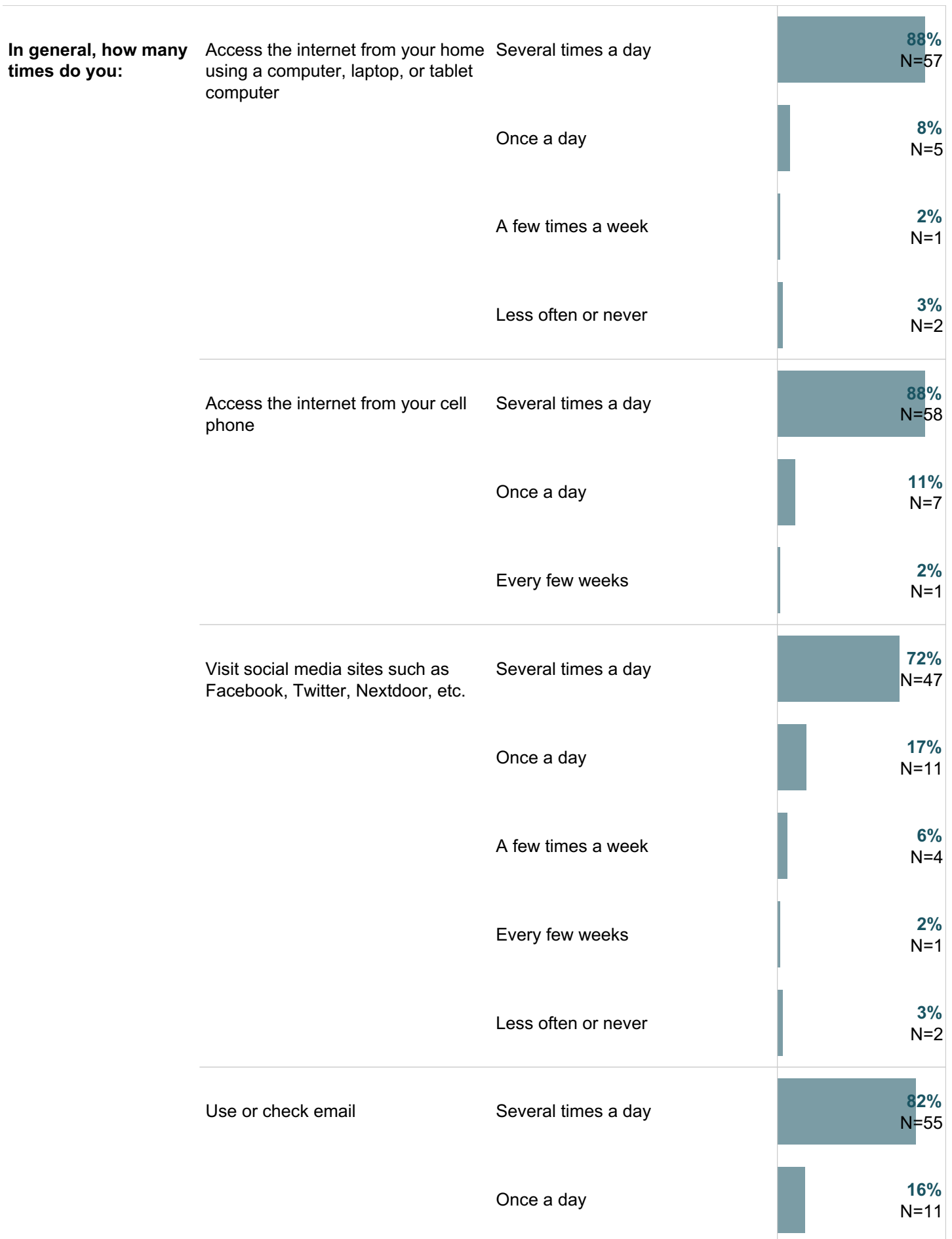
Please rate the following categories of Wickenburg government performance.	Overall confidence in Wickenburg government			
		Poor		28% N=18
	Generally acting in the best interest of the community			
		Excellent		15% N=9
		Good		29% N=18
		Fair		32% N=20
		Poor		24% N=15
	Being honest			
		Excellent		13% N=7
		Good		29% N=16
		Fair		34% N=19
		Poor		25% N=14
	Being open and transparent to the public			
		Excellent		12% N=7
		Good		22% N=13
		Fair		32% N=19
		Poor		34% N=20
	Informing residents about issues facing the community			
		Excellent		16% N=10

Please rate the following categories of Wickenburg government performance.	Informing residents about issues facing the community	Good		22% N=14
		Fair		25% N=16
		Poor		37% N=23
	Treating all residents fairly	Excellent		17% N=9
		Good		26% N=14
		Fair		28% N=15
		Poor		30% N=16
	Treating residents with respect	Excellent		21% N=12
		Good		33% N=19
		Fair		26% N=15
		Poor		19% N=11
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Wickenburg	Excellent		18% N=12
		Good		45% N=30
		Fair		26% N=17

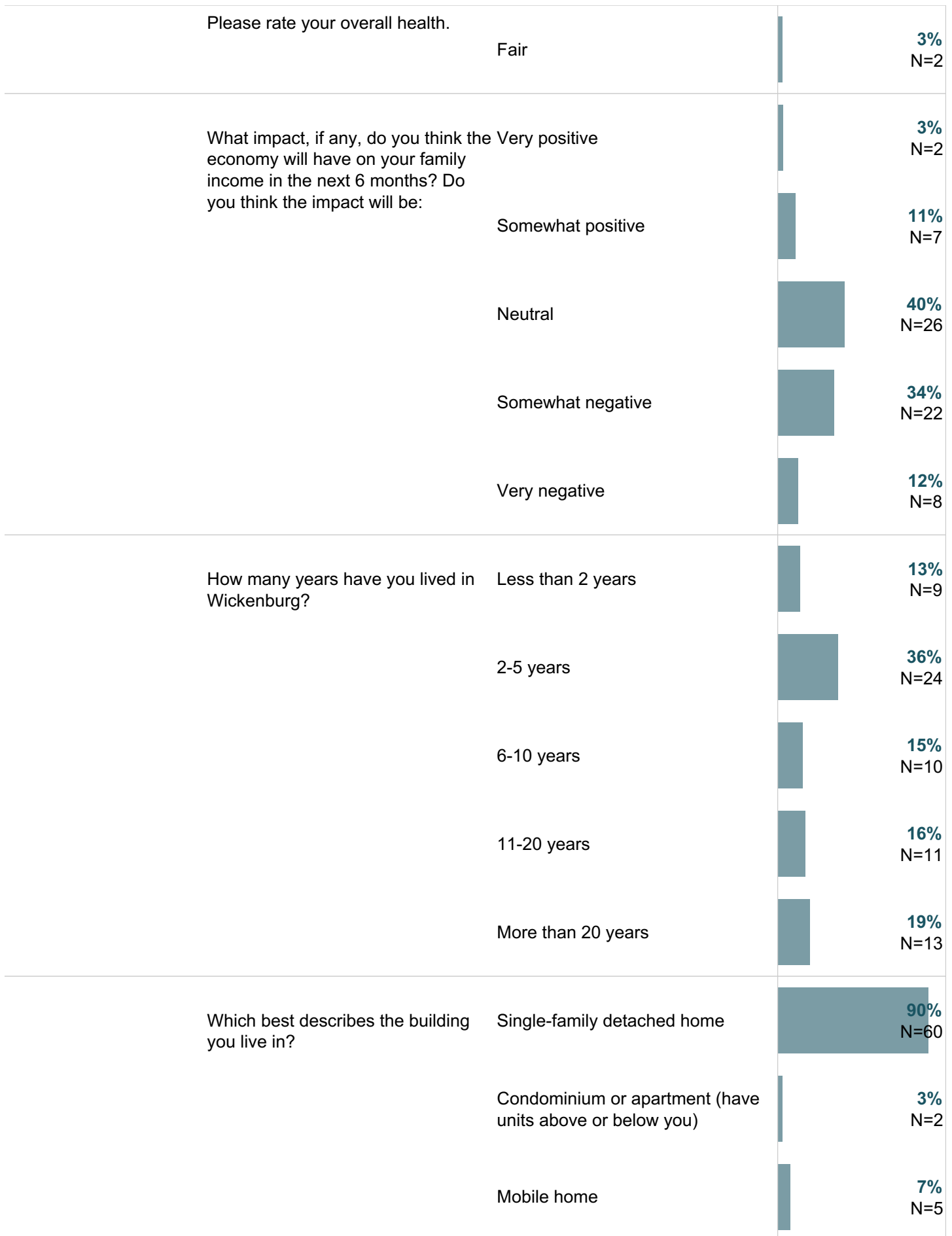
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Wickenburg	Poor		11% N=7
	The Federal Government	Excellent		2% N=1
		Good		21% N=11
		Fair		34% N=18
		Poor		43% N=23
Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.	Overall economic health of Wickenburg	Essential		49% N=32
		Very important		40% N=26
		Somewhat important		11% N=7
	Overall quality of the transportation system (auto, bicycle, foot) in Wickenburg	Essential		14% N=9
		Very important		44% N=28
		Somewhat important		39% N=25
		Not at all important		3% N=2
	Overall design or layout of Wickenburg's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		21% N=14
		Very important		52% N=34

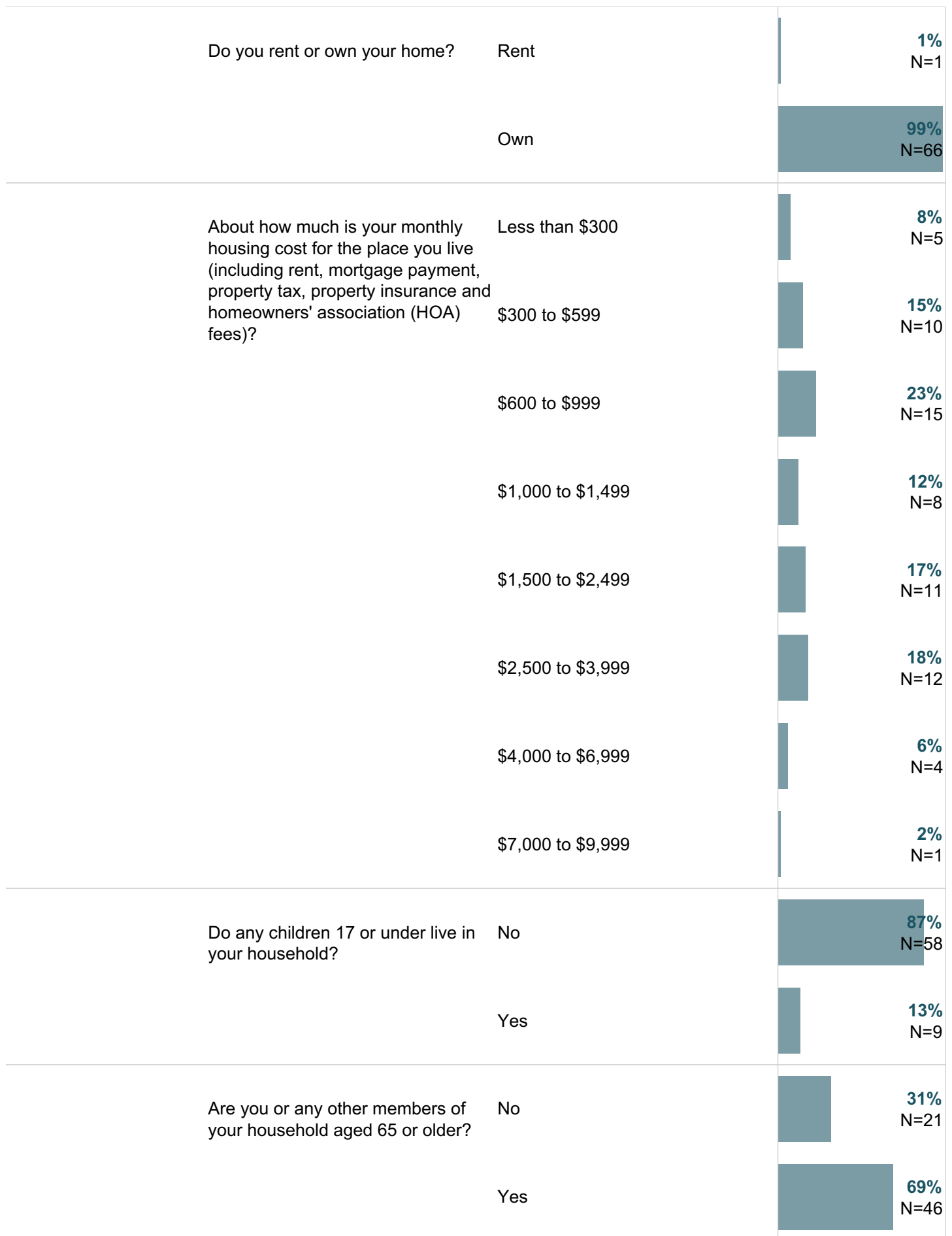
Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.	Overall design or layout of Wickenburg's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Somewhat important		26% N=17
		Not at all important		2% N=1
	Overall quality of the utility infrastructure in Wickenburg (water, sewer, storm water, electric/gas, broadband)	Essential		55% N=36
		Very important		38% N=25
		Somewhat important		6% N=4
	Overall feeling of safety in Wickenburg	Essential		48% N=32
		Very important		35% N=23
		Somewhat important		15% N=10
		Not at all important		2% N=1
	Overall quality of natural environment in Wickenburg	Essential		33% N=22
		Very important		47% N=31
		Somewhat important		20% N=13
	Overall quality of parks and recreation opportunities	Essential		19% N=13
		Very important		49% N=33

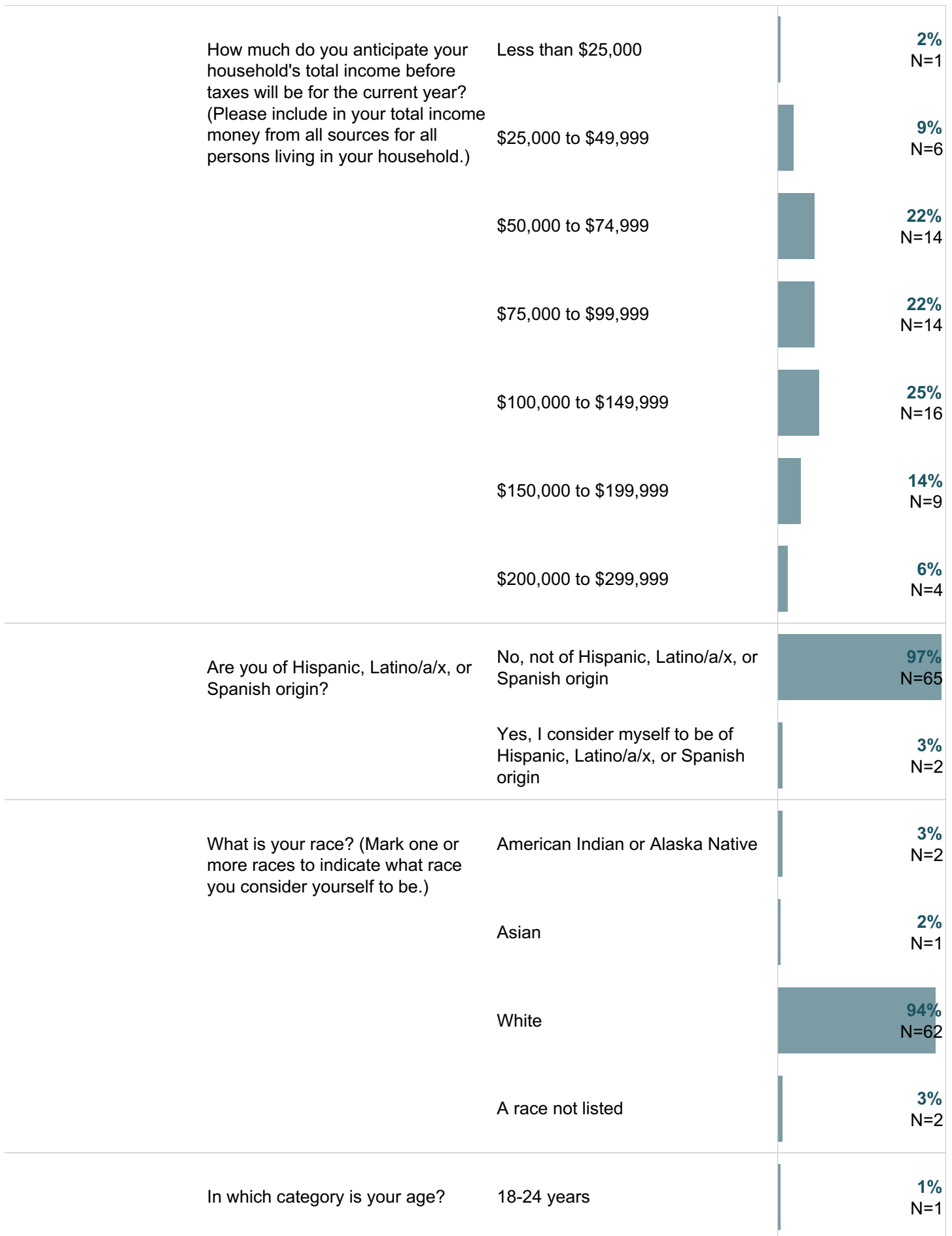
Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	Somewhat important		28% N=19
		Not at all important		3% N=2
Overall health and wellness opportunities in Wickenburg	Essential			41% N=27
	Very important			42% N=28
	Somewhat important			14% N=9
	Not at all important			3% N=2
Overall opportunities for education, culture, and the arts	Essential			19% N=13
	Very important			51% N=34
	Somewhat important			25% N=17
	Not at all important			4% N=3
Residents' connection and engagement with their community	Essential			19% N=13
	Very important			57% N=38
	Somewhat important			19% N=13
	Not at all important			4% N=3

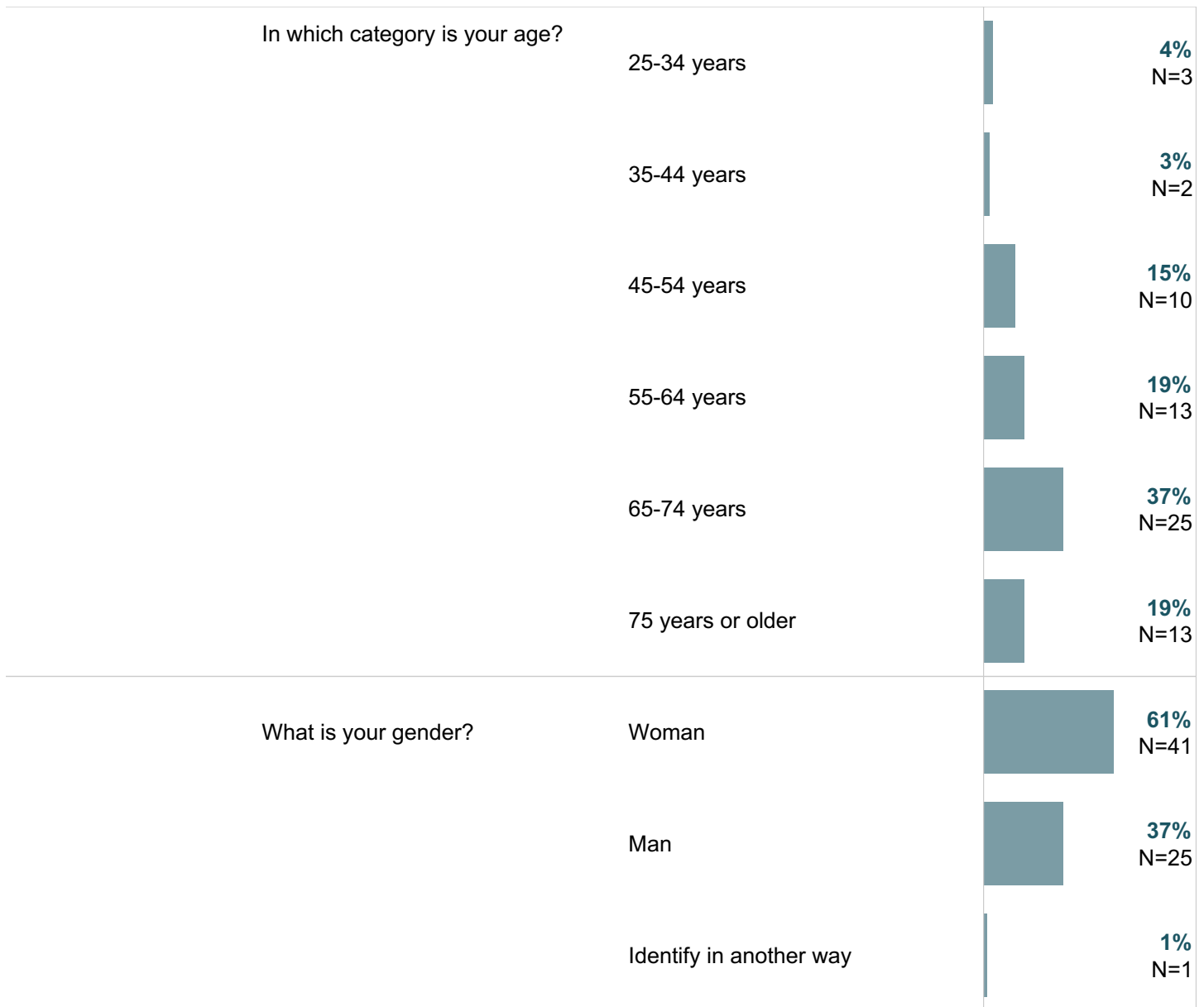












The Town of Wickenburg 2023 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Wickenburg.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Wickenburg as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Wickenburg as a place to raise children	1	2	3	4	5
Wickenburg as a place to work.....	1	2	3	4	5
Wickenburg as a place to visit.....	1	2	3	4	5
Wickenburg as a place to retire	1	2	3	4	5
The overall quality of life in Wickenburg	1	2	3	4	5
Sense of community.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Wickenburg as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Wickenburg.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot) in Wickenburg.....	1	2	3	4	5
Overall design or layout of Wickenburg's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Wickenburg (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Wickenburg	1	2	3	4	5
Overall quality of natural environment in Wickenburg.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Wickenburg	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Wickenburg to someone who asks.....	1	2	3	4	5
Remain in Wickenburg for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Wickenburg's downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Wickenburg community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Wickenburg community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Wickenburg.....	1	2	3	4	5
Variety of business and service establishments in Wickenburg	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Wickenburg	1	2	3	4	5
Overall image or reputation of Wickenburg.....	1	2	3	4	5

7. Please also rate each of the following in the Wickenburg community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Wickenburg.....	1	2	3	4	5
Ease of travel by public transportation in Wickenburg	1	2	3	4	5
Ease of travel by bicycle in Wickenburg	1	2	3	4	5
Ease of walking in Wickenburg.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods	1	2	3	4	5
Preservation of the historical or cultural character of the community	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Wickenburg.....	1	2	3	4	5
Overall appearance of Wickenburg.....	1	2	3	4	5
Cleanliness of Wickenburg.....	1	2	3	4	5
Water resources (lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Wickenburg	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the Town of Wickenburg (in-person, phone, email, or web) for help or information	1	2
Contacted Wickenburg elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Wickenburg	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election	1	2
Used public transportation instead of driving	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving	1	2

The Town of Wickenburg 2023 Community Survey

9. Please rate the quality of each of the following services in Wickenburg.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Affordable high-speed internet access	1	2	3	4	5
Garbage collection	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.)	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas (open space, greenbelts)	1	2	3	4	5
Wickenburg open space	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Town parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services	1	2	3	4	5
Overall customer service by Wickenburg employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Please rate the following categories of Wickenburg government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Wickenburg.....	1	2	3	4	5
The overall direction that Wickenburg is taking.....	1	2	3	4	5
The job Wickenburg government does at welcoming resident involvement ..	1	2	3	4	5
Overall confidence in Wickenburg government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Treating residents with respect	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The Town of Wickenburg.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Wickenburg community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Wickenburg.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot) in Wickenburg.....	1	2	3	4
Overall design or layout of Wickenburg's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Wickenburg (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4
Overall feeling of safety in Wickenburg	1	2	3	4
Overall quality of natural environment in Wickenburg.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Wickenburg	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

The Town of Wickenburg 2023 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email	1	2	3	4	5	6
Share your opinions online	1	2	3	4	5	6
Shop online	1	2	3	4	5	6

D2. Please rate your overall health.

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

D4. How many years have you lived in Wickenburg?

☐ Less than 2 years
☐ 2-5 years
☐ 6-10 years
☐ 11-20 years
☐ More than 20 years

D5. Which best describes the building you live in?

☐ Single-family detached home
☐ Townhouse or duplex (may share walls but no units above or below you)
☐ Condominium or apartment (have units above or below you)
☐ Mobile home
☐ Other

D6. Do you rent or own your home?

☐ Rent
☐ Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

☐ Less than \$300 ☐ \$2,500 to \$3,999
☐ \$300 to \$599 ☐ \$4,000 to \$6,999
☐ \$600 to \$999 ☐ \$7,000 to \$9,999
☐ \$1,000 to \$1,499 ☐ \$10,000 or more
☐ \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?

☐ No ☐ Yes

D9. Are you or any other members of your household aged 65 or older?

☐ No ☐ Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

☐ Less than \$25,000 ☐ \$100,000 to \$149,999
☐ \$25,000 to \$49,999 ☐ \$150,000 to \$199,999
☐ \$50,000 to \$74,999 ☐ \$200,000 to \$299,999
☐ \$75,000 to \$99,999 ☐ \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

☐ No ☐ Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

☐ American Indian or Alaskan Native
☐ Asian
☐ Black or African American
☐ Native Hawaiian or Other Pacific Islander
☐ White
☐ A race not listed

D13. In which category is your age?

☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

D14. What is your gender?

☐ Woman
☐ Man
☐ Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

☐ Agender/I don't identify with any gender
☐ Genderqueer/gender fluid
☐ Non-binary
☐ Transgender man
☐ Transgender woman
☐ Two-spirit
☐ Identify in another way

Thank you!

Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502