### The Matanuska-Susitna Borough Community Survey, 2008

A Sourcebook of Community Attitudes

Sharon Chamard University of Alaska Anchorage

In Partnership with Matanuska-Susitna Borough Justice Center University of Alaska Anchorage Anchorage, Alaska 99508

All rights reserved. Published by the Justice Center in 2008 (JC 0711.02)

© 2008 Justice Center, University of Alaska Anchorage

Printed in the United States

### Contents

Introduction	i
Executive Summary	iii
<ul><li>Detailed Borough-wide Results</li><li>Evaluation of Current Borough Services</li></ul>	
<ul> <li>Use of Borough Facilities</li> </ul>	8
<ul> <li>Life in Matanuska-Susitna Borough Neighborhoods</li> <li>Local Government: Access, Policies and Practices</li> </ul>	22
<ul> <li>Respondent Background Information</li> </ul>	
Appendix A: How Averages Were Calculated and How to Interpret Them	40
Appendix B: Questionnaire	42

#### Introduction

The *Matanuska-Susitna Borough Community Survey* (Mat-Su Survey) is a cooperative effort on the part of the University of Alaska-Anchorage (UAA) and the Matanuska-Susitna Borough. Distributed to 1,993 residents of the Mat-Su Borough selected in a stratified random sample in the summer of 2008,<sup>1</sup> the *Mat-Su Survey* asks residents to evaluate the quality of Borough services, provide opinions about Borough decision-making, and sum up their perceptions about a range of issues relevant to the present and future of the Mat-Su community.

This sourcebook presents the results of the *Mat-Su Survey* in a tabular format with accompanying graphics. These findings will help the Borough prioritize projects, improve services, and better plan for community growth. Further, they will provide important information to UAA so that it may advance community research. Finally, they will serve as a useful reference for Mat-Su residents curious about how their neighbors view issues of local interest.

#### **Data Collection, Entry, Analysis**

In 2006, the Borough worked with the UAA Justice Center to develop the survey questionnaire. It was modified somewhat for the subsequent survey in 2007. That survey instrument was used in its entirety, and two new questions on race and ethnicity were added. In its final form, the new questionnaire comprised 12 pages and 115 questions (see Appendix B). A sample was generated by InfoUSA, a mailing list company. In order to avoid the problem of inadvertent sampling of children that occurred in earlier administrations of the *Mat-Su Survey*, a multi-step sampling protocol was developed. First, half the population of females listed as head of household were sampled, followed by households with male heads. Finally, undetermined gender individuals were sampled.

Guided by the Tailored Design Method (Dillman 2007) the UAA Justice Center mailed pre-notice letters to every individual selected for inclusion in the random sample approximately two weeks before the questionnaire was delivered. Over the next eight weeks, the UAA Justice Center mailed the *Mat-Su Survey*, a follow-up postcard, and a replacement questionnaire to residents in the sample. Surveys could be completed by filling out the paper questionnaires provided. All completed surveys were delivered by mail to the UAA Justice Center.

Survey collection, data entry and database management occurred on-site at the UAA Justice Center. Sharon Chamard, Ph.D.—an Assistant Professor at the UAA Justice Center—supervised the construction of the database. Three research technicians<sup>2</sup> entered data from completed questionnaires into a statistical software package (SPSS) and transcribed respondent comments into a word processing program. Data entry began on July 21, 2008 and was finished October 17, 2008. A total of 1,045 completed or partially-completed surveys were received and entered into

<sup>&</sup>lt;sup>1</sup> The original drawn sample included 2,300 subjects, however, 307 addresses proved invalid as means of contacting the individuals in the sample. Additionally, nine questionnaires were received after data collection had been closed and are consequently not included in the reported response rate or the pages that follow.

<sup>&</sup>lt;sup>2</sup> Khristy Parker, Thomas Strapko and Zack Kemplen worked on this survey. Their assistance is acknowledged and much appreciated.

the electronic database.<sup>3</sup> This represents a 52.4% response rate. Dr. Chamard and UAA Justice Center research staff analyzed the data and documented the results in this sourcebook.

#### **Organization of the Sourcebook**

The sourcebook follows the organization of the survey questionnaire itself (see Appendix B), which is made up of five major parts: I) Evaluation of Current Borough Services, II) Use of Borough Facilities, III) Life in Mat-Su Neighborhoods, IV) Local Government: Access, Policies and Practices, V) Respondent Background Information. Each of these parts has a corresponding battery of survey questions (numbered 1-46). The aggregate responses to these questions are presented in tabular format with accompanying graphics and the summary tables are numbered according to the five major categories outlined above.

The data analyses proceeded in a fashion that is reflected in the organization of the sourcebook. The first prong involved extracting and presenting highly detailed information for all 1,045 households that responded to the survey. The front section of the sourcebook provides these detailed Borough-wide results. Most of the survey questions give the respondent a range of options for expressing how strongly they feel about a certain issue. For example, rather than asking simply whether respondents are satisfied with Ambulance Services (Part I; Question 1b), the survey asks them to rate the service on an ascending 4-part scale ranging from "very poor" to "very good," with a fifth option for reporting no opinion in either direction. The sourcebook summary tables and graphs present the proportions of all respondents who rated the service according to each component of this 5-part scale. Additionally, each response was assigned a numerical score (very poor=1; poor=2; no opinion=2.5; good=3; very good=4) and an average rating (ranging from 1 to 4) was computed for each Borough service. Higher average scores indicate higher overall satisfaction and lower scores indicate lower overall satisfaction.<sup>4</sup> The summary tables provide proportions only (no average scores) for questions requiring just a "yes" or "no" answer.

The *Mat-Su Survey 2008* provides useful information on how Borough citizens rate and use current Borough services. In addition, the survey will assist UAA as the data are used to advance community research. Two previous *Mat-Su Surveys* conducted in 2006 and 2007 provide a baseline for tracking any changes that might come in future Borough community surveys. The *Mat-Su Survey 2008* continues this longitudinal effort and provides a response rate high enough to reduce the risks of nonresponse bias, while allowing the Borough to better allocate resources to improve efficiency and effectiveness.

<sup>&</sup>lt;sup>3</sup> All surveys are anonymous—none the researchers or staff at the Borough or UAA know the identities of survey respondents because the returned surveys do not include specific identifying information such as name or address and the mailing list is never connected to respondents' answers.

<sup>&</sup>lt;sup>4</sup> This same logic applies to other questions in which potential responses range from "strongly disagree" to "strongly agree."

# MAT-SU COMMUNITY SURVEY 2008:

### Executive Summary of Results

The findings discussed below are based on analysis of the 1,045 questionnaires that were returned during the fourteen-week data collection period. This survey achieved a 52.4% response rate.<sup>5</sup>

#### **Borough Services (Parts 1 and 2)**

Overall, the analyses reveal that Borough residents rate Borough services as good, with most mean scores above 2.5. Those services that are below the 2.5 "average" mark are Code/Zoning Enforcement Services (2.46), and Dissemination of news and information by Borough government (2.49). A sizable minority voice complaints about Road Maintenance Services and Recycling Services.

For every item except Road Maintenance and Sanitation items, a notable portion of respondents indicated they had No Opinion (ranging from 18% to 52%). Comments written on some of the surveys and in the letters and phone calls that accompanied them suggested that residents outside of Palmer and Wasilla believed that the Borough did not provide those services in their communities. Some respondents said that, in fact, none of the Borough services were relevant to their remote communities. In these instances, it may be that "No Opinion" carries a non-neutral weight if respondents are dissatisfied with the Borough's apparent inattention to their area's needs.<sup>6</sup>

Eighty percent of these respondents have indicated that they do use the Borough Libraries, and even libraries in areas with few respondents show that they are being used. Similarly, 80 percent of respondents state that they use Borough recreational areas, with the Wasilla Pool and assorted Borough trails being the most popular. Only 9% of respondents indicate that they use MASCOT Public Transportation at all.

#### Life in the Borough Neighborhoods (Part 3)

Borough residents report being generally happy with their neighborhoods and their feeling of community with neighbors. Most respondents rate their neighborhoods highly and generally report that their neighbors are trustworthy, get along, and are willing to help one another, but only 42% are willing to go so far as to say the neighborhood is close-knit. Respondents mostly see their neighbors as willing to intervene in cases of juvenile delinquency (though truancy seems less likely to produce that intervention than other forms of delinquency) and if their local fire station were threatened. Most visit with their neighbors, know a good number of their neighbors, and report that they have friends and relatives in the neighborhood.

Forms of physical neighborhood disorder (conditions of buildings, cars, lots, etc.) seem to be fairly common in respondents' neighborhoods. However, forms of social neighborhood disorder (public drinking/drug use, prostitution, graffiti, homeless sleeping in the neighborhood, etc.) are quite uncommon, reported by between 1% and 15% of respondents.

Respondents report little or no fear of crime in their neighborhoods, and fear of crime rarely—if ever prevents their normal activities in the neighborhood. Fewer than 6% of respondents report being victimized in their neighborhoods. Just about all of the respondents report taking some kind of precaution against crime in

<sup>&</sup>lt;sup>5</sup> The response rate given here is the "maximum response rate," as defined by the American Association for Public Opinion Research. This rate divides the total number of surveys that have been returned with answers on any items by the total number of deliverable addresses. Any addresses that were invalid (i.e., returned as "No such address," or "Not deliverable as addressed" or "Moved – no forwarding address on file") are not included in the calculated response rate.

<sup>&</sup>lt;sup>6</sup> This sentiment was expressed more than once in the comments respondents provided on the last page of their questionnaire. However, others hoped the Borough would continue to "ignore" their areas, believing that any government service would represent an unwanted government intrusion.

their home; the most common precaution was locking doors at night or when not at home (90.3%). Almost 70% of respondents said they keep a firearm in the home for self-protection.

#### Local Government: Access, Policies, and Practices (Part 4)

Nearly half of all respondents stated that they were satisfied with their opportunities to provide input on Borough decisions while 31% were dissatisfied. Most respondents had no opinion about the website's ease of use or content, but agreed that when they phoned the Borough, they received the information they needed in a timely manner and from polite, professional staff on the phone.

Despite the positive tenor of so much of the rest of the survey to this point, 53% of respondents do not believe that they are getting their money's worth for their tax dollars generally, and another 53% believe that current road maintenance is not as good as it should be for the tax dollars invested. Fifty-two percent report that they would like to see Borough funds spent to preserve open spaces.

It comes as no surprise that taxation issues are particularly contentious. The strongest reactions were against the local gasoline tax (94% opposed) and the increased property tax (91% opposed). The sales tax— seasonal or year-round—had the next largest opposition (62% and 68% respectively), with everything else being acceptable to just about as many people as it was unacceptable to.

Sixty-nine percent of respondents labeled traffic congestion a serious problem, while 47 percent are concerned about water quality in the Borough. Seventy-five percent believe the Borough needs to improve its growth management.

#### **Respondent Background Information (Part 5)**

Significantly more women than men returned questionnaires (58% female, 40% male, with 29 declining to answer the gender question). The majority of respondents are white (85%), with Alaska Natives and American Indians comprising 5 percent of the sample. Only 4 percent self-identified as being of Hispanic or Latino/a background or origin. The average age of respondents is 46 years of age.

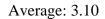
Most respondents are married (70%), and the typical household includes between two and three people, but less than one child. Most respondents have a high school diploma or some college credits as their highest level of education (20% and 35% respectively), with a household income of \$50,000 or more. Most are employed full time (43%) or retired (16%), and of those who answered the question, 72 percent commute within the Mat-Su Borough.

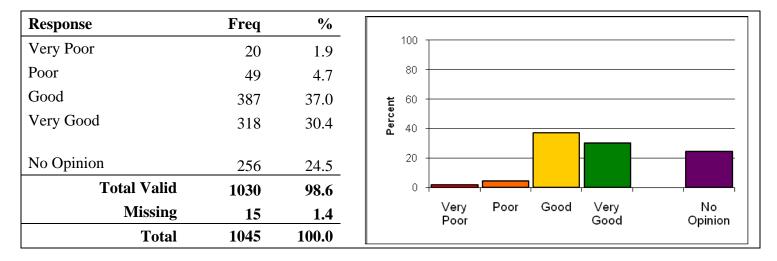
Eighty-seven percent own their own home, which is valued at \$200,000 or more, and only 12% have a second home outside the Borough. The average respondent has lived in the Borough for 16 years and in their current home for 9 years. Seventy percent state that their address is posted for emergency responders. The overwhelming majority of respondents see themselves staying in the Borough for the long term (82%).

## MAT-SU COMMUNITY SURVEY 2008:

### Detailed Borough-wide Results

#### **Fire Department Services**

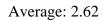


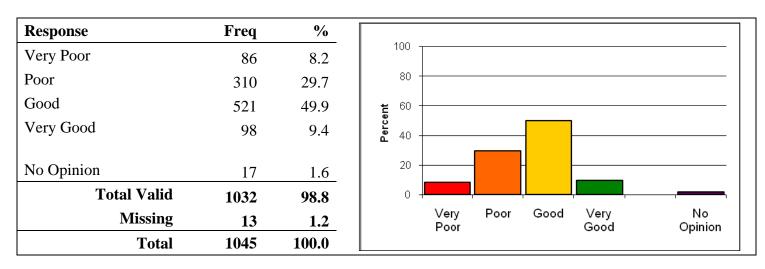


#### **Ambulance Services**

% Response Freq 100 Very Poor 8 0.8 80 Poor 44 4.2 Good 36.3 379 60 Percent Very Good 319 30.5 40 20 No Opinion 263 25.2 **Total Valid** 1013 97.0 0 Very Poor Good Very No Missing 32 3.0 Poor Good Opinion Total 1045 100.0

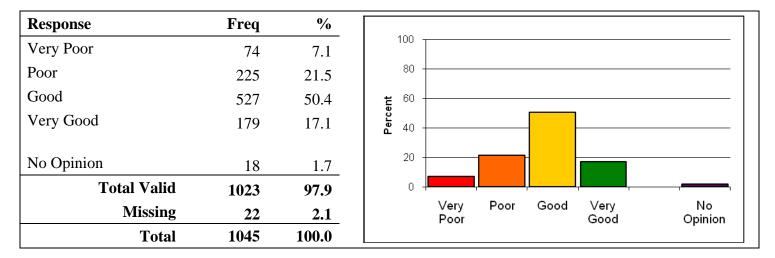
#### **Roadway Maintenance Services**





#### **Snowplow Services**

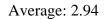
Average: 2.80

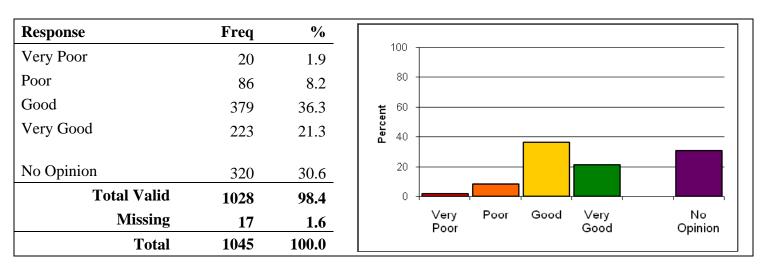


#### **Library Services**

Response Freq % 100 Very Poor 18 1.7 80 Poor 92 8.8 Good 39.3 411 60 Percent Very Good 307 29.4 40 20 No Opinion 206 19.7 **Total Valid** 0 1034 98.9 Poor Very Good Very No Missing 11 1.1 Poor Good Opinion Total 1045 100.0

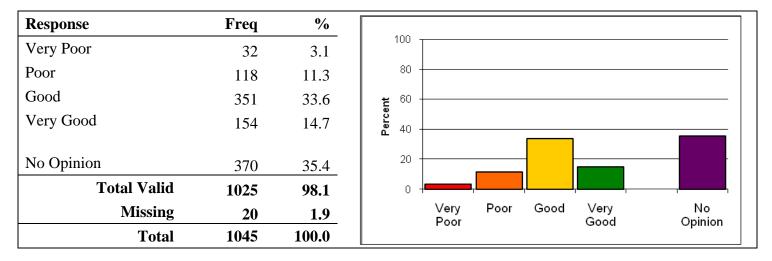
#### **Elementary Schools**





#### **Middle Schools**

Average: 2.79

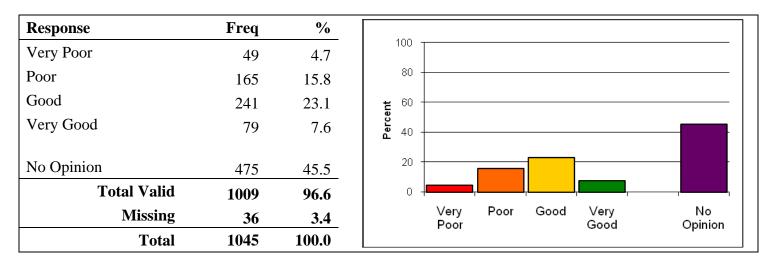


#### **High Schools**

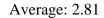
% Response Freq 100 Very Poor 42 4.0 80 Poor 142 13.6 Good 335 32.1 60 Percent Very Good 144 13.8 40 20 No Opinion 361 34.5 **Total Valid** 1024 98.0 0 Very Poor Good Very No Missing 21 2.0 Good Opinion Poor Total 1045 100.0

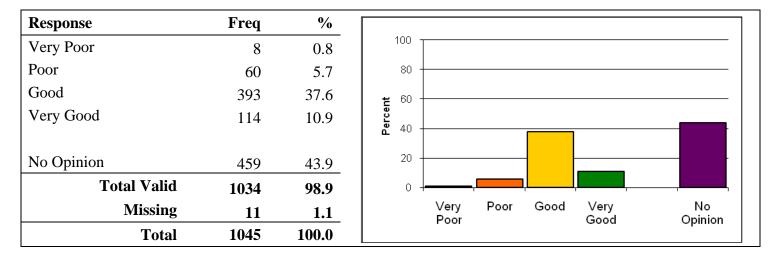
#### **Community Enhancement Programs**

Average: 2.58



#### Wasilla Swimming Pool

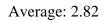


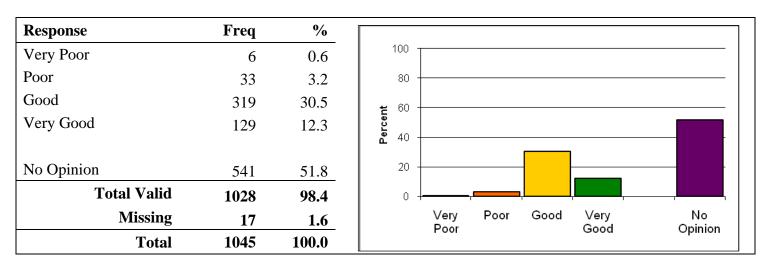


#### **Palmer Swimming Pool**

Response % Freq 100 Very Poor 7 0.7 Poor 41 3.9 80 Good 335 32.1 60 Percent Very Good 117 11.2 40 20 No Opinion 536 51.3 **Total Valid** 1036 99.1 0 Poor Very Good Very No Missing 9 0.9 Poor Good Opinion Total 1045 100.0

#### **Brett Memorial Ice Arena**



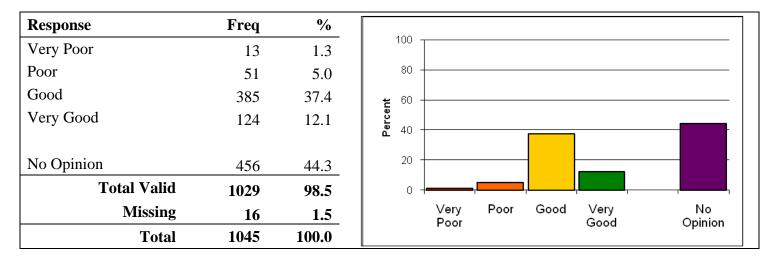


4

2008 Matanuska-Susitna Borough Community Survey

#### **Athletic Fields**

Average: 2.82

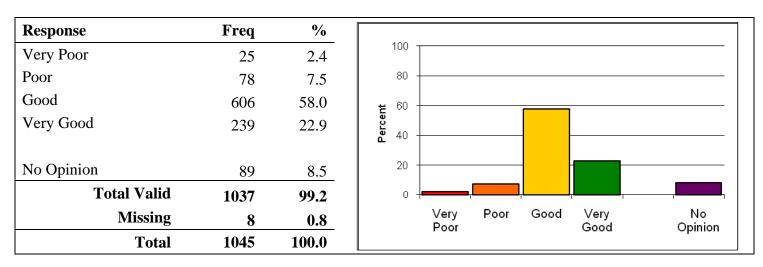


#### **Recycling Services**

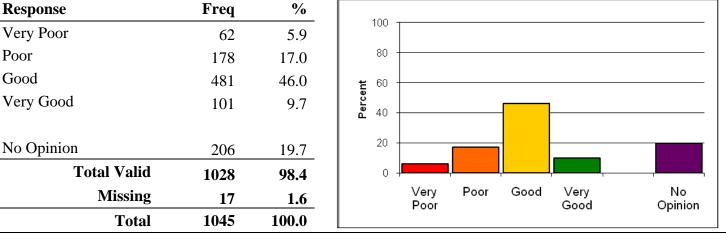
Response % Freq 100 Very Poor 157 15.0 80 Poor 314 30.0 Good 261 25.0 60 Percent Very Good 91 8.7 40 20 No Opinion 211 20.2 **Total Valid** 0 1034 98.9 Very Poor Very Good No Missing 11 1.1 Poor Good Opinion Total 1045 100.0

#### **Central Landfill Services**

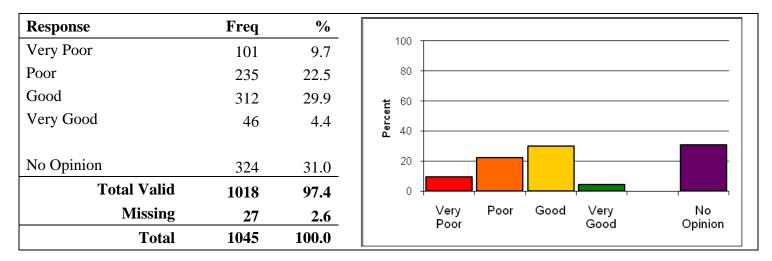
Average: 3.06



**Animal Care and Regulation Services** 

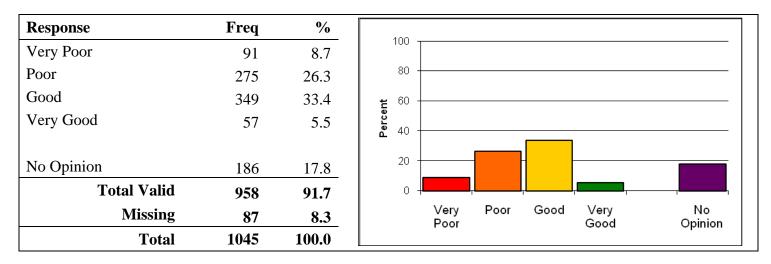


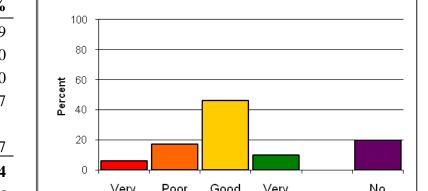
#### **Code/Zoning Enforcement Services**



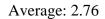
#### Dissemination of News and Information by the Borough Government

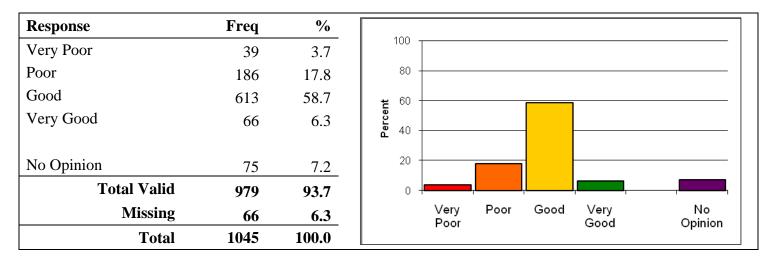






#### **Overall Rating of Borough Services**

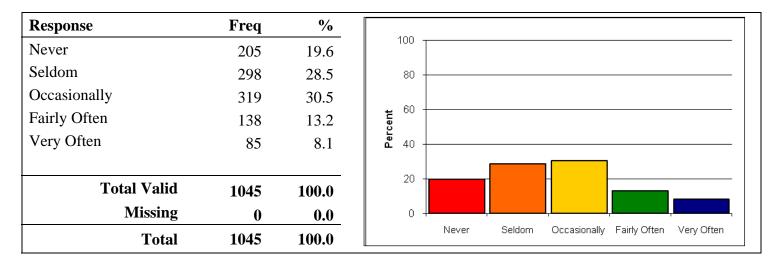




#### Part II: Use of Borough Facilities

#### **Library Use Frequency**

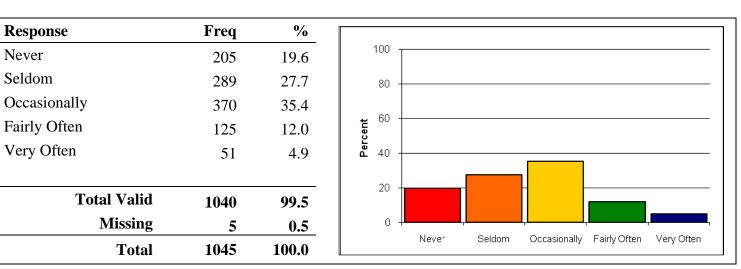
#### Average: 2.62



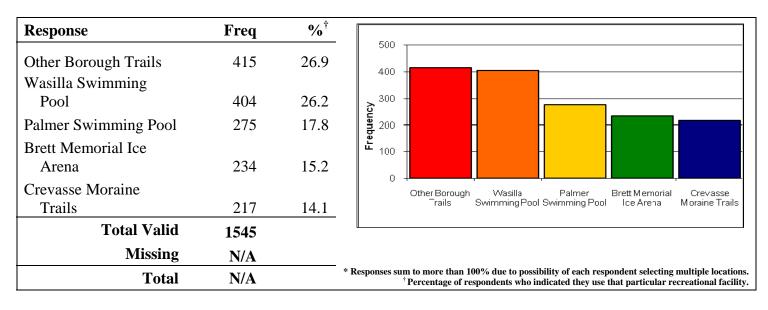
#### **Public Library Use Locations\***

Response	Freq	<b>%</b> †	
Wasilla	541	51.7	600
Palmer	396	37.9	500 -
Big Lake	103	1.0	400
Willow	55	5.3	Sco
Talkeetna	43	4.1	ខ្មី 200 –
Sutton	23	2.2	
Trapper Creek	15	4.3	
<b>Total Valid</b>	1176		Wasilla Palmer BigLake Willow Talkeetna Sutton Trapper Creek
Missing	N/A		
Total	N/A		* Responses sum to more than 100% due to possibility of each respondent selecting multiple locati <sup>†</sup> Percentage of respondents who indicated they use that particular libr

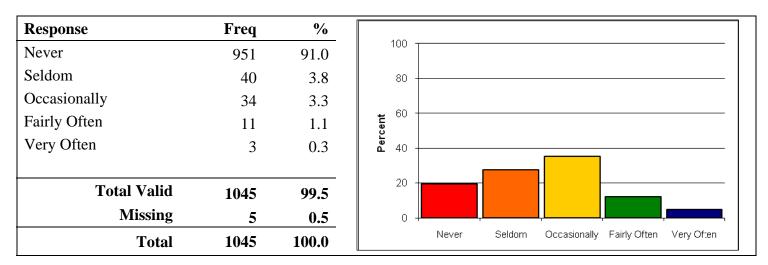
#### **Borough Recreational Facility Use Frequency**



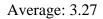
#### Part II: Use of Borough Facilities

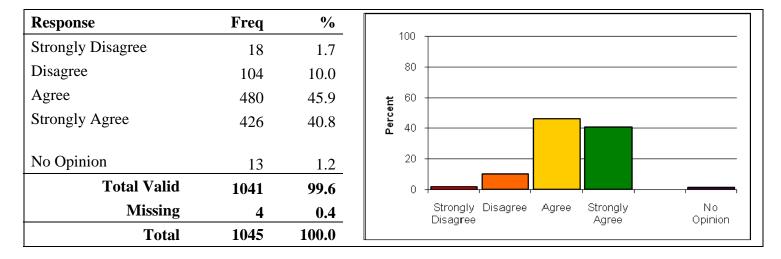


### **MASCOT Use Frequency**

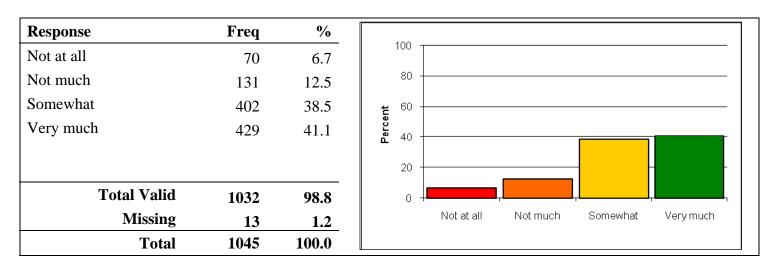


Personally, I would rate my neighborhood as an excellent place to live.

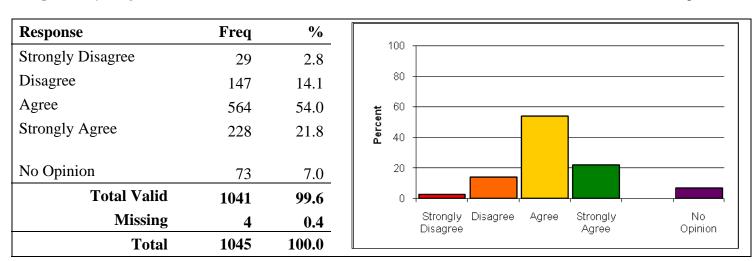




If you had to move away, would you miss the neighborhood very much, somewhat, not much or not at all? Average: 3.15

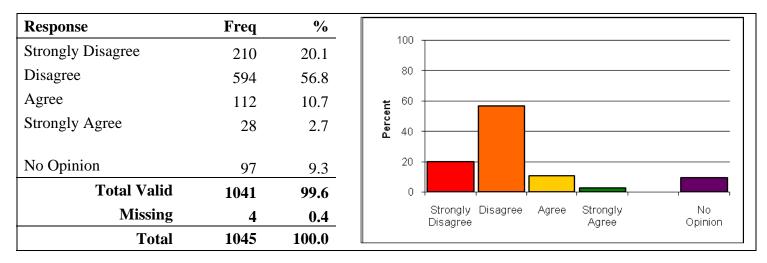


People in my neighborhood can be trusted.

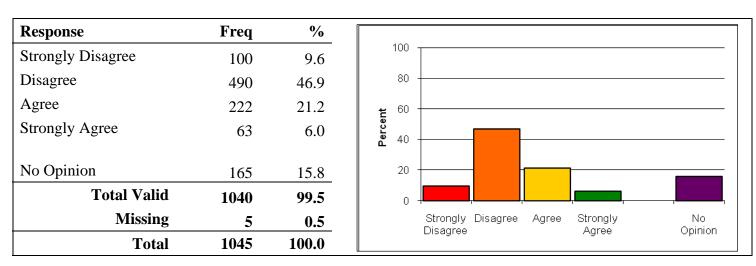


Average: 2.99

People in my neighborhood generally <u>do not</u> get along with each other.

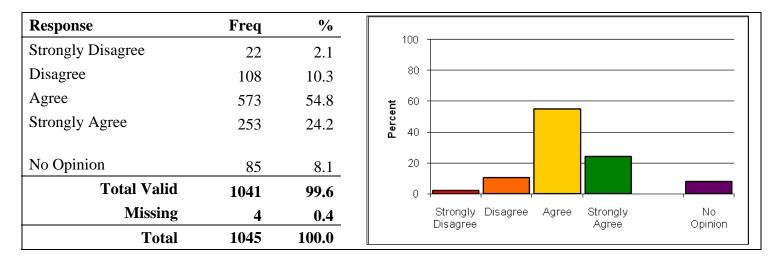


People in my neighborhood do not share the same values.



#### People in my neighborhood are willing to help their neighbors.

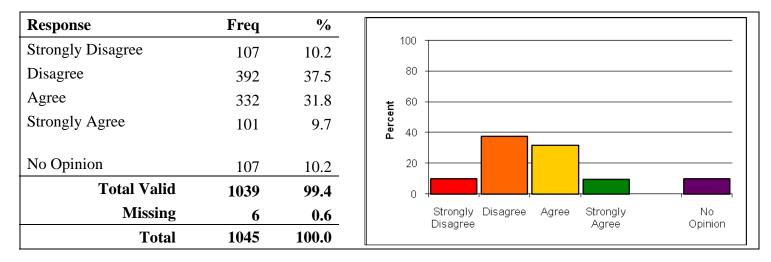




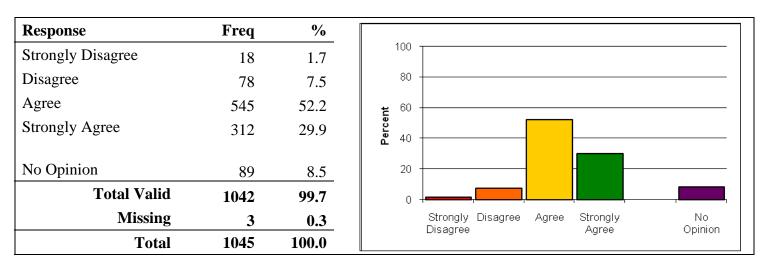
Average: 2.32

Mine is a close-knit neighborhood.

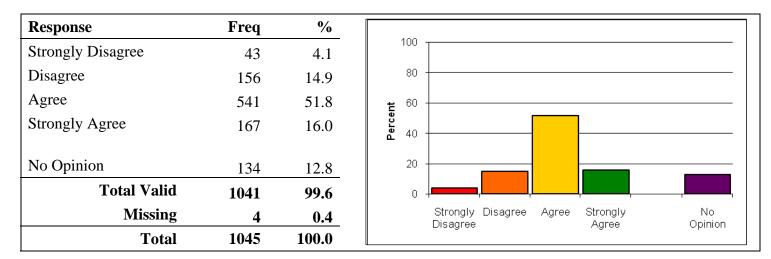




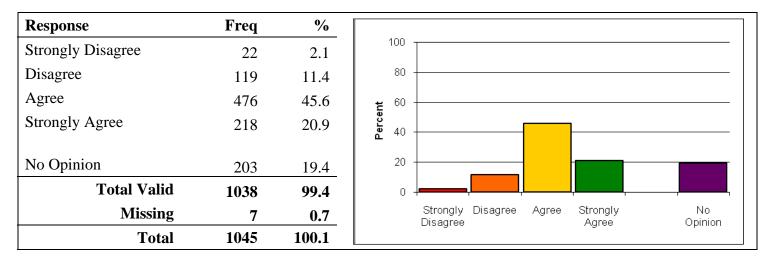
One or more of my neighbors could be counted on to intervene if children were spray-painting graffiti on a local building. Average: 3.15



At least one of my neighbors would intervene if children were showing disrespect toward an adult.

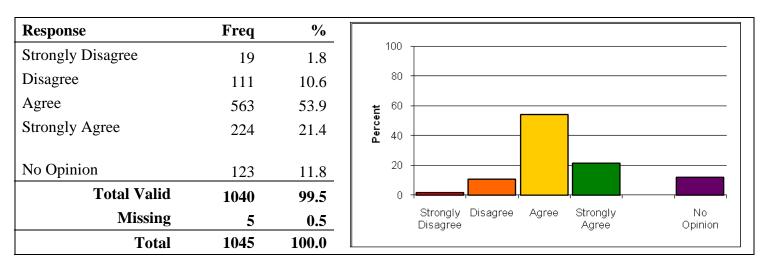


At least one of my neighbors would intervene if the fire station closest to their home was threatened with budget cuts. Average: 2.96

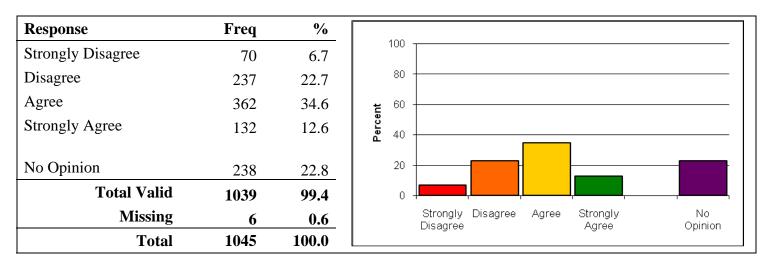


At least one of my neighbors would intervene if a fight broke out in front of their home.

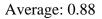
Average: 3.01

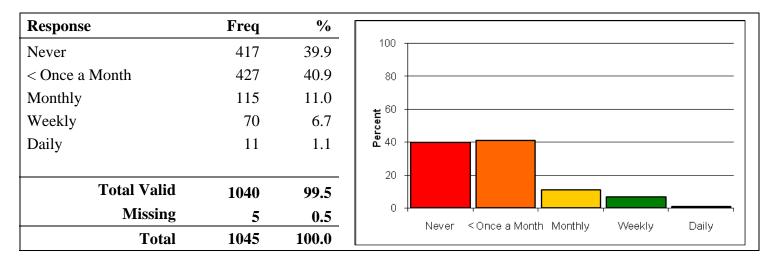


At least one of my neighbors would intervene if children were showing skipping school and hanging out on a neighborhood street corner. Average: 2.65

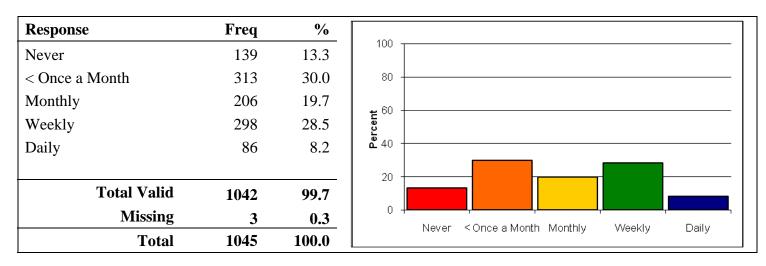


How often do you borrow something from or loan something to a neighbor?

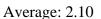


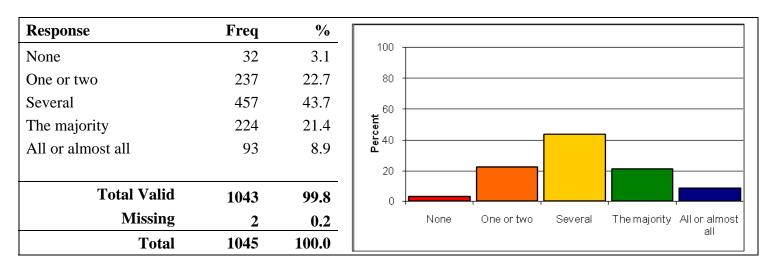


How often do you visit with a neighbor, out in the neighborhood or in one of your homes? Average: 1.88

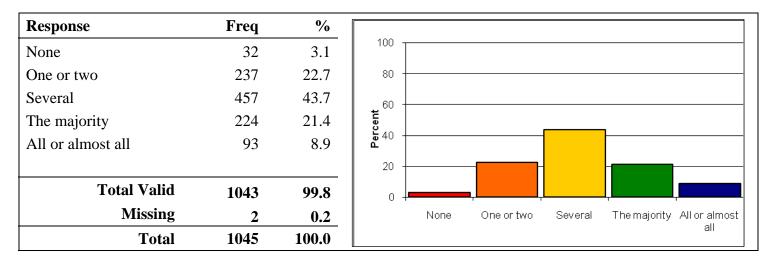


How many of your neighbors would you say that you know by sight or by name?

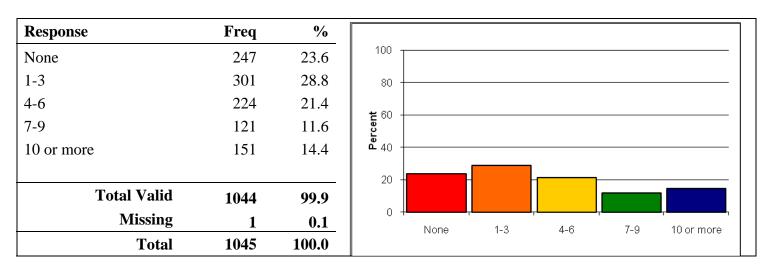




How many of your neighbors would you say that you know by sight or by name?



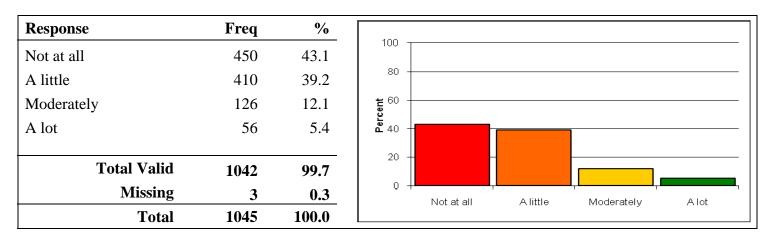
Not counting those who live with you, how many friends and relatives do you have in your neighborhood? Average: 1.64



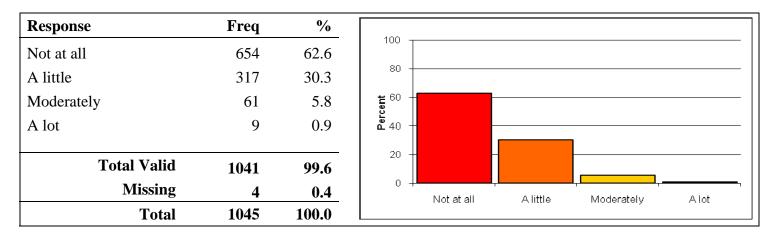
#### **Neighborhood Conditions\***

Response	Freq	% <sup>†</sup>	
Poor lighting	591	56.6	Poor lighting Empty lots
Empty lots	537	51.4	Overgrown shrubs or trees
Overgrown shrubs or trees	505	48.3	Abandoned cars and/or buildings Rundown or neglected buildings
Abandoned cars and/ or buildings	375	35.9	Trash in the streets Vandalism or graffiti Loitering/hanging out
Rundown or neglected buildings	369	35.3	Public drinking/drug sales Truancy/skipping school
Trash in the streets	182	17.4	Public drug sales Transients/homeless sleeping
Vandalism or graffiti	161	15.4	Panhandling/begging
Loitering/hanging out	129	12.3	Prostitution
Public drinking/drug sales	121	11.6	0 10 20 30 40 50 60
Truancy/skipping school	116	11.1	Percent
Public drug sales	80	7.7	
Panhandling/begging	28	2.7	
Transients/homeless sleeping on streets	28	2.7	
Prostitution	13	1.2	
Total Valid	3235		* Responses sum to more than 100% due to possibility of each respondent selecting multiple neighborhood conditions.
Missing	N/A		<sup>†</sup> Percentage of respondents who indicated that particular condition exists in
Total	N/A		their neighborhood.

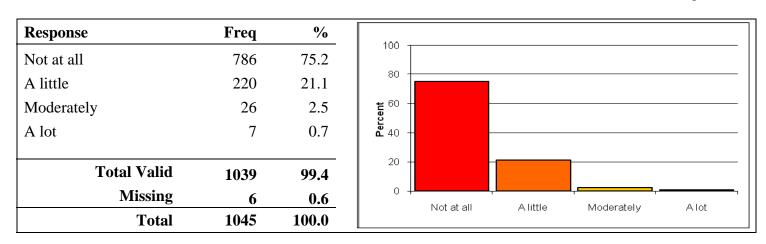
To what extent are you fearful that you or members of your household will be the victim of b	urglary (while
you or your loved ones are at home)?	Average: 0.80



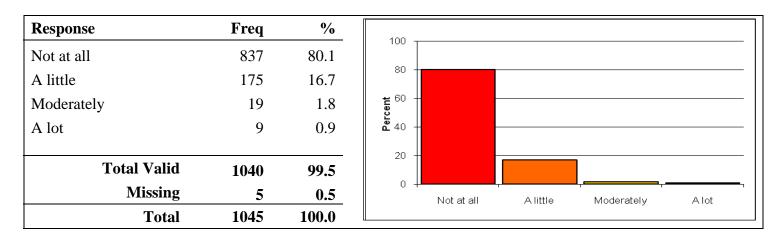
To what extent are you fearful that you or members of your household will be the victim of a sexual assault? Average: 0.45



To what extent are you fearful that you or members of your household will be the victim of a murder? Average: 0.28

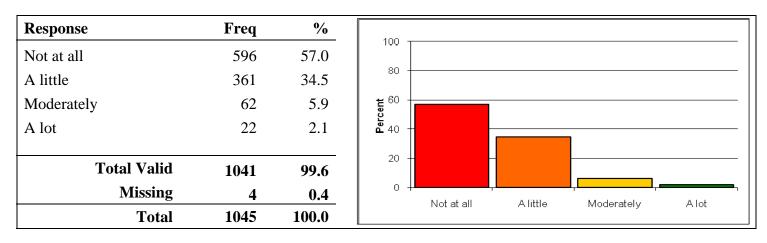


To what extent are you fearful that you or members of your household will be the victim of a kidnapping? Average: 0.23

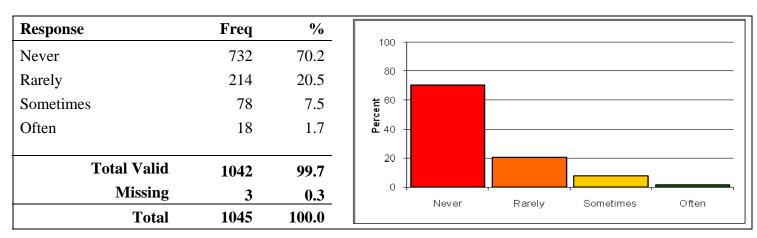


To what extent are you fearful that you or members of your household will be attacked with a weapon?

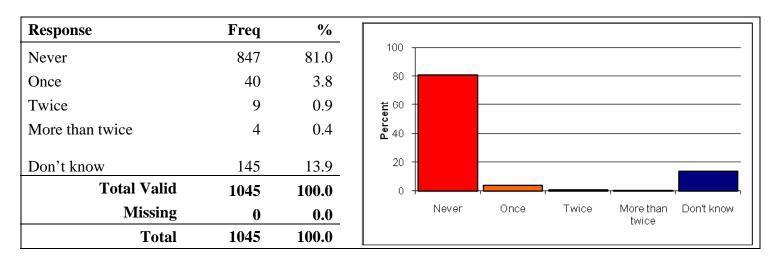




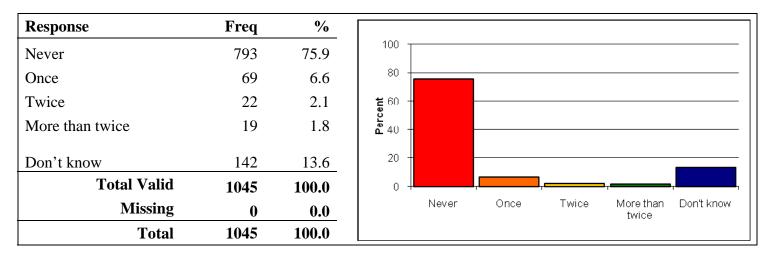
How often does worry about crime prevent you from doing things you would like to do in your neighborhood? Average: 0.41



In the past six months in your neighborhood, how often has there been a fight in which a weapon was used? Average: 0.07

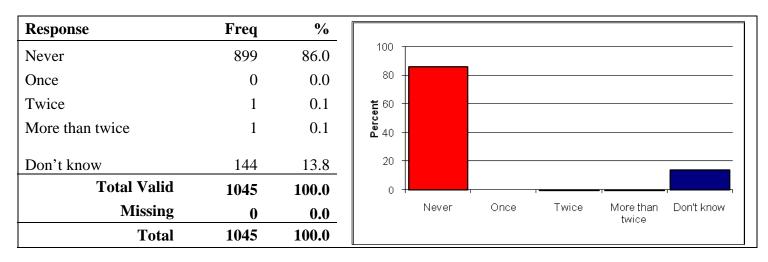


In the past six months in your neighborhood, how often has there been a violent argument between neighbors? Average: 0.16



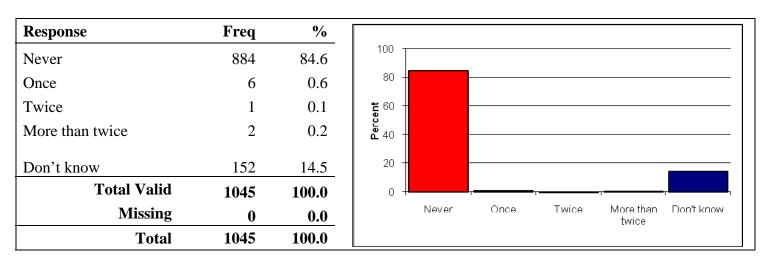
In the past six months in your neighborhood, how often has there been a gang fight?

Average: 0.00

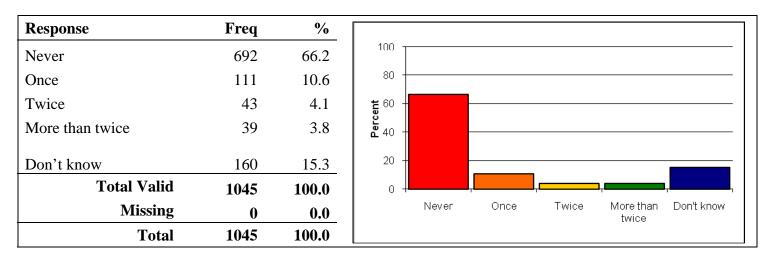


In the past six months in your neighborhood, how often has there been a sexual assault or rape?

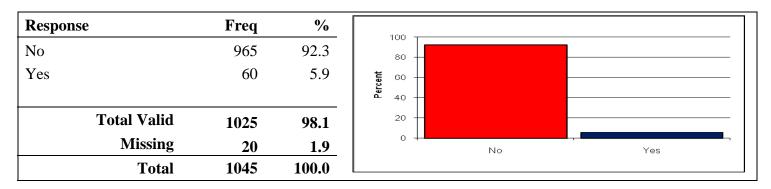
Average: 0.01



In the past six months in your neighborhood, how often has there been a robbery, burglary, or mugging? Average: 0.30



While you have lived in this neighborhood, has anyone ever used violence, such as a mugging, fight, or sexual assault, against you or any member of your household anywhere in your neighborhood?

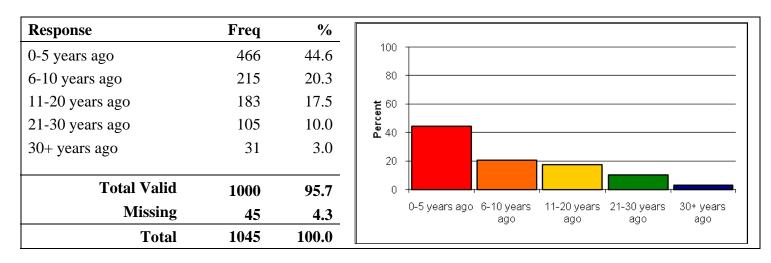


#### **Self-protection Activities\***

Response	Freq	% <sup>†</sup>	
Lock doors at night/			Lock doors at night/when away from home
when away from home	944	90.3	Keep a firearm
Keep a firearm	727	69.6	Keep a phone in the bedroom
Keep a phone in the bedroom	713	68.2	Have a dog
Have a dog	654	62.6	Have outside/automatic lights
Have outside/automatic	0.0-4	02.0	Lock doors during the day/when at home
lights	624	61.4	Vehicle security system
	021	0111	Home security system
Lock doors during the day/ when at home	523	50.0	Take self-defense lessons
when at nome	525		Attend neighborhood watch meetings
Vehicle security system	283	27.1	Develop a signal for "danger"
Home security system	151	14.4	0 10 20 30 40 50 60 70 80 90 100
Take self-defense lessons	77	7.4	Percent
Attend neighborhood watch			
meetings	74	7.1	
Develop a signal for "danger"	39	3.7	
Total Valid	4809		* Responses sum to more than 100% due to possibility of each respondent selecting multiple self-protection activities.
Missing	N/A		<sup>†</sup> Percentage of respondents who indicated they engage in the particular self-
Total	N/A		protection activity.

#### When did you move to your <u>current</u> home?

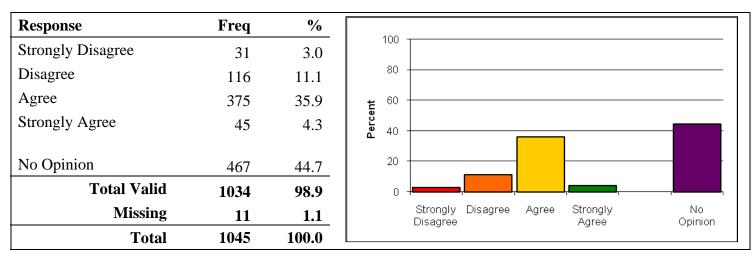
Average: 9 Years Ago



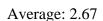
Response	Freq	%	
Strongly Disagree	76	7.3	100
Disagree	245	23.4	80
Agree	436	41.7	t 60
Strongly Agree	41	3.9	
No Opinion	240	23.0	
Total Valid	1038	<b>99.3</b>	
Missing	7	0.7	Strongly Disagree Agree Strongly No Disagree Agree Opinion
Total	1045	100.0	

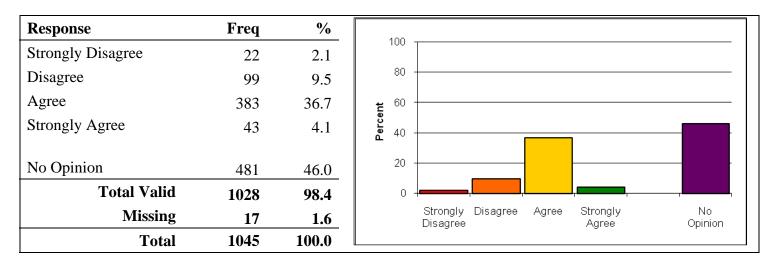
Overall, I am satisfied with the opportunities the Borough provides to give input on decisions. Average: 2.54

I find the Borough's website easy to use.



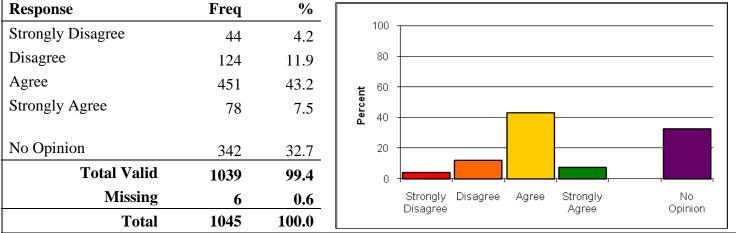
I would describe the Borough's website as "informative."





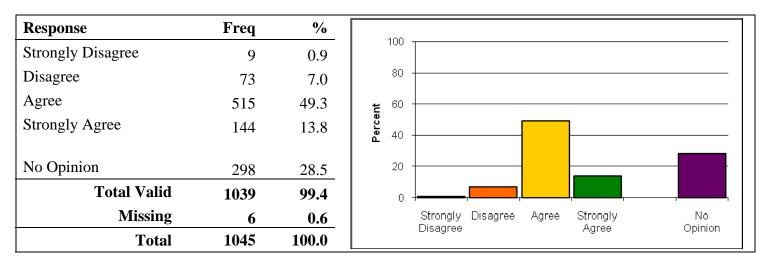
When I call the Borough, I usually get the information I need in a timely manner.





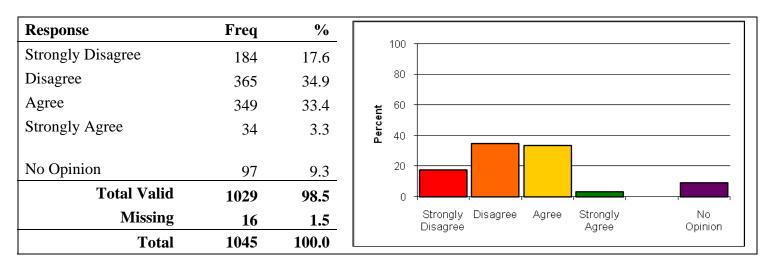
When I call the Borough, the person I speak with is usually polite and professional.

Average: 2.91

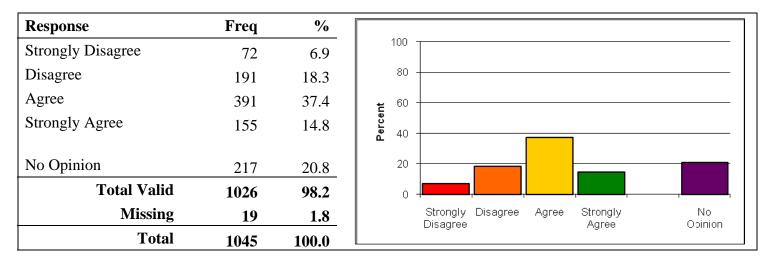


I feel I am getting my money's worth for the taxes I pay to the Mat-Su Borough.

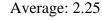
Average: 2.27

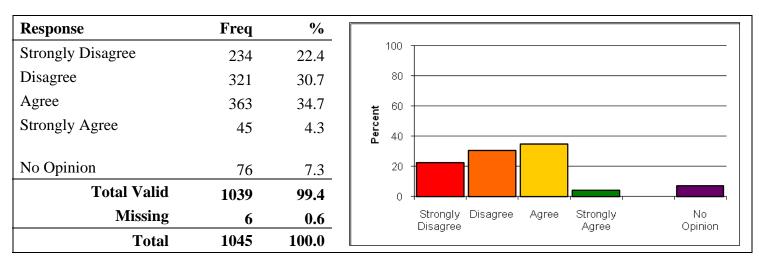


Funds should be spent to preserve open spaces in the Borough.

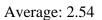


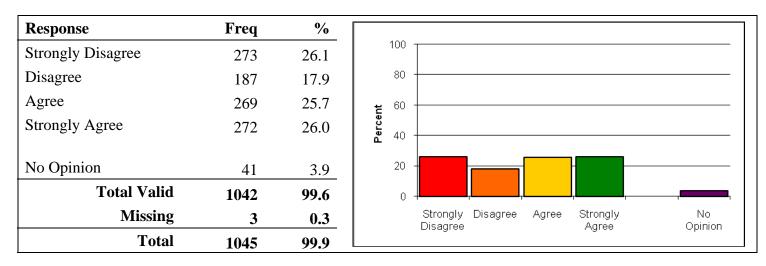
The current level of road maintenance in my area is worth what I pay in road service area taxes.



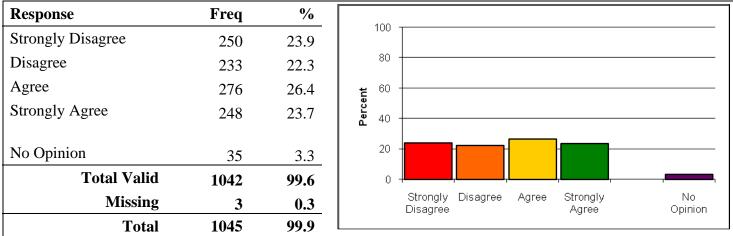


I would support an increase in the tobacco tax to raise money to pay for services.



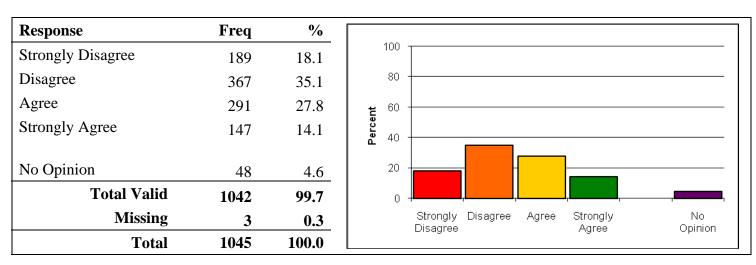


I would support a local tax on alcoholic beverages to raise money to pay for services.

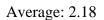


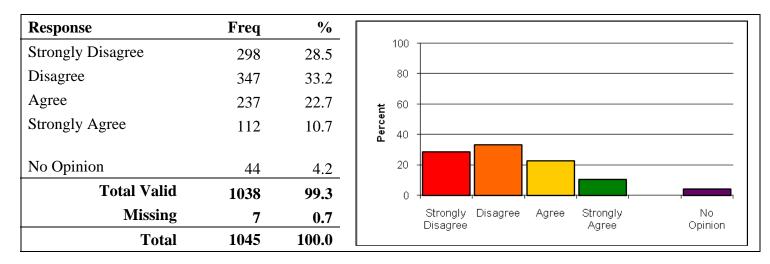
I would support an increase in the bed tax (charged at hotels) to raise money to pay for services.

Average: 2.40



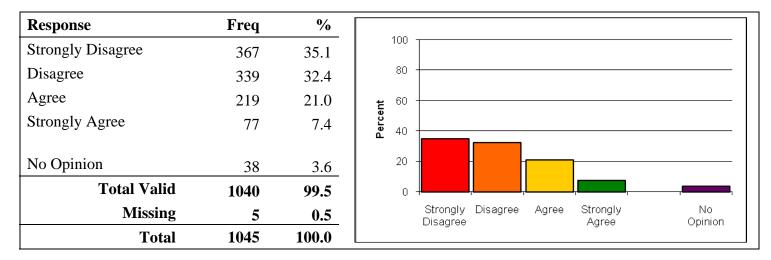
#### I would support a <u>seasonal</u> sales tax to raise money to pay for services.



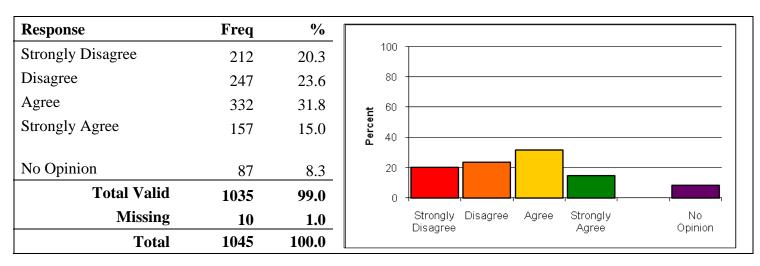


I would support a <u>year-round</u> sales tax to raise money to pay for services.

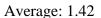


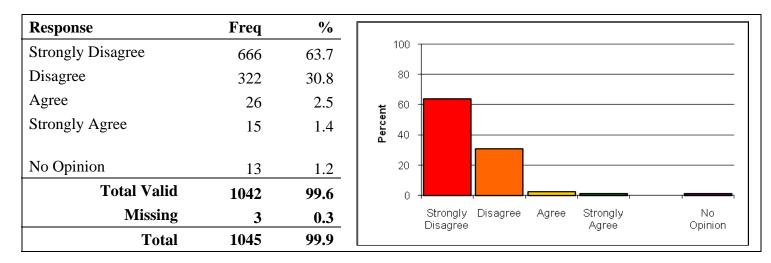


I would support imposing an impact fee on developers for residential and commercial properties to raise money to pay for services. Average: 2.46

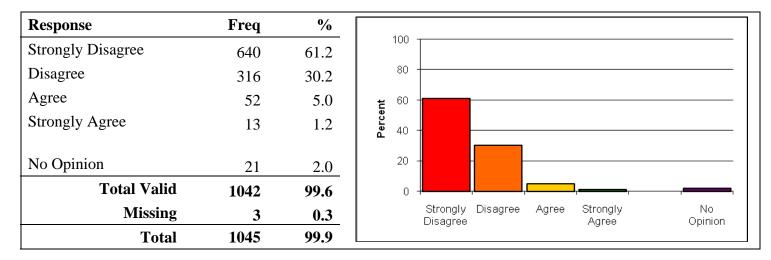


I would support a local tax on gasoline to raise money to pay for services.

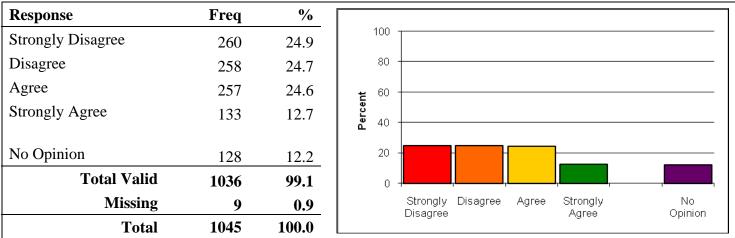




I would support increased property taxes to raise money to pay for services.

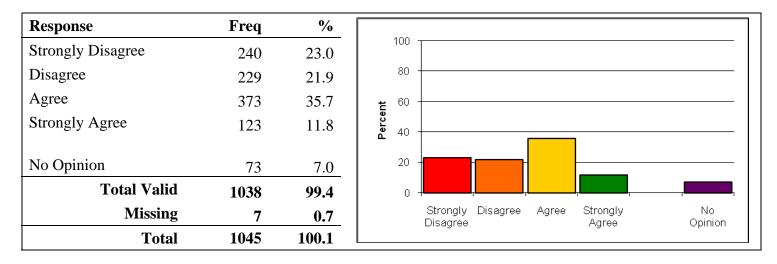


I would support a gravel extraction tax to raise money to pay for services.



I would support a real estate transfer fee of \$25 to raise money to pay for services.

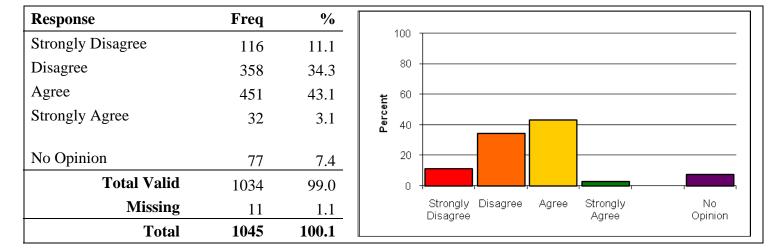




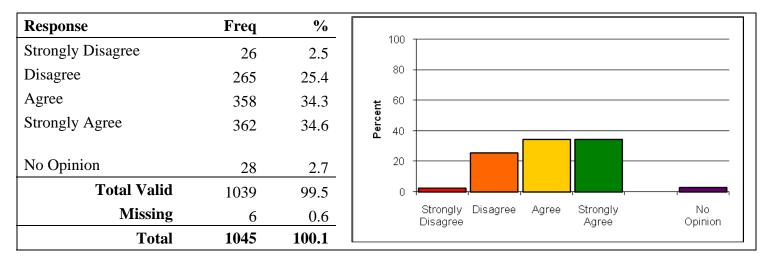
Average: 2.32

2008 Matanuska-Susitna Borough Community Survey

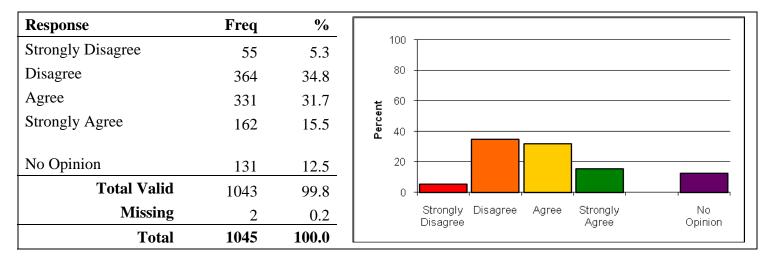
As of today, I am satisfied with the way the Mat-Su Borough has been developed.



Traffic congestion is a serious problem in the Mat-Su Borough.



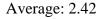
I am very concerned about water quality in the Borough.



Average: 3.03

Average: 2.64

28



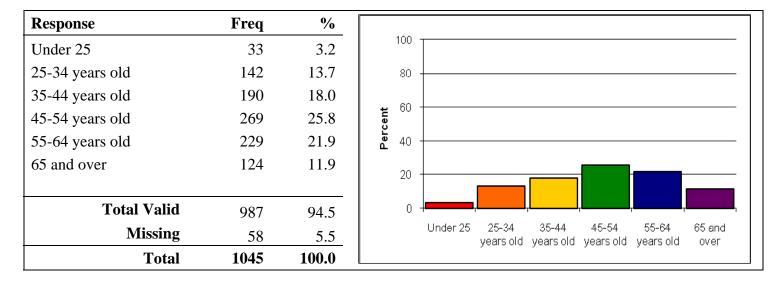
Part IV: Local Government: Access, Policies, and Practices

Response	Freq	%	400
Strongly Disagree	40	3.8	100
Disagree	123	11.8	80
Agree	440	42.1	ŧ <sup>60</sup>
Strongly Agree	346	33.1	
No Opinion	90	8.6	20
Total Valid	1039	99.4	
Missing	6	0.6	Strongly Disagree Agree Strongly No Disagree Agree Opinion
Total	1045	100.0	

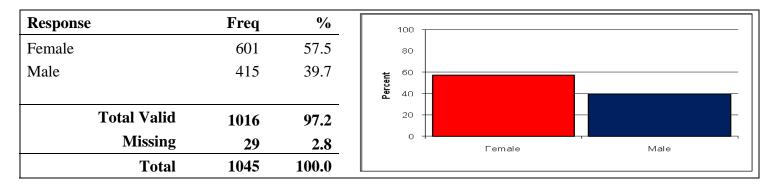
In the future, the Mat-Su Borough must do a better job of managing growth and development. Average: 3.09

# How old were you on your last birthday?

# Average: 46.21



# What is your gender?



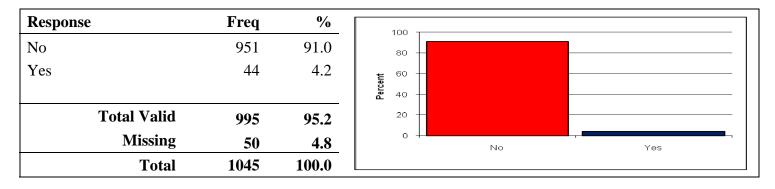
# What is your current marital status?

Response	Freq	%	
Married	735	70.3	100
Divorced	134	12.8	80
Single – Never Married Widowed Separated	90 42 19	8.6 4.0 1.8	<b>t</b> 60 - <b>1</b>
Total Valid	1020	97.5	
Missing	25	2.4	Married Divorced Single - Never Widowed Separated Married
Total	1045	99.9	

Response	Freq	%	
Less than High School Diploma	25	2.4	
High School Diploma or Equivalent	212	20.3	
Some College, no Degree	366	35.0	
Associate's or Other 2-yr Degree	131	12.5	O H.S. H.S. Diploma Some AA or other Bachelor's Graduate Diploma or Equ. College, no 2-yr degree Degree Degree
Bachelor's Degree	172	16.5	degree
Graduate Degree	112	10.7	
Total Valid	1018	97.4	
Missing	27	2.6	
Total	1045	100.0	

# What is your highest level of formal education?

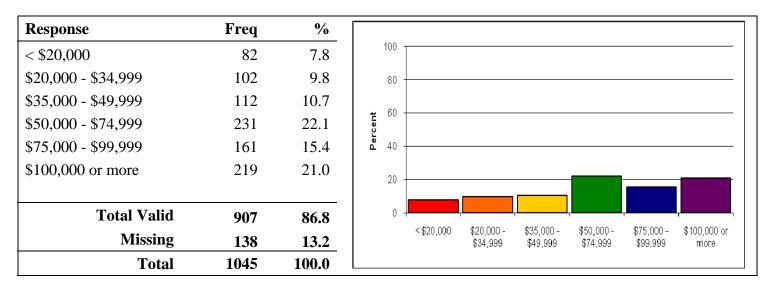
Are you of Hispanic or Latino/a background or origin?

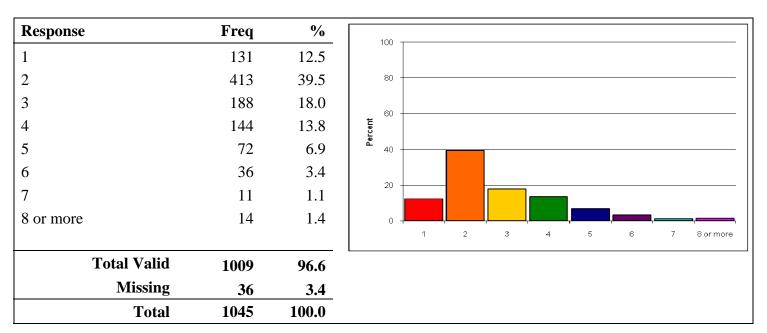


Response	Freq	%
White or Caucasian	890	85.2
Alaska Native or American Indian	51	4.9
Asian	9	0.9
Black or African American	5	0.5
Native Hawaiian, Samoan, or Other		
Pacific Islander	4	0.4
Other	33	3.2
Total Valid	992	94.9
Missing	53	5.1
Total	1045	100.0

# What race or ethnicity would you say <u>best</u> describes you?

What is your best estimate of your total household income from last year?



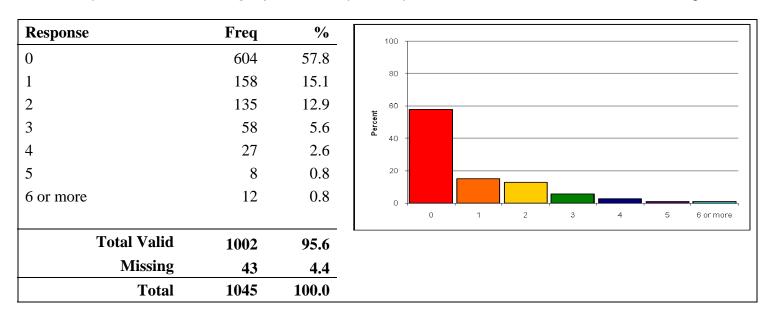


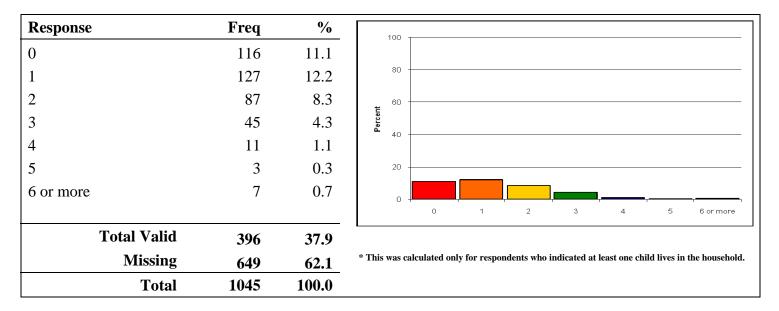
How many people currently live in your household, including yourself?



How many children under the age of 18 currently live in your home?

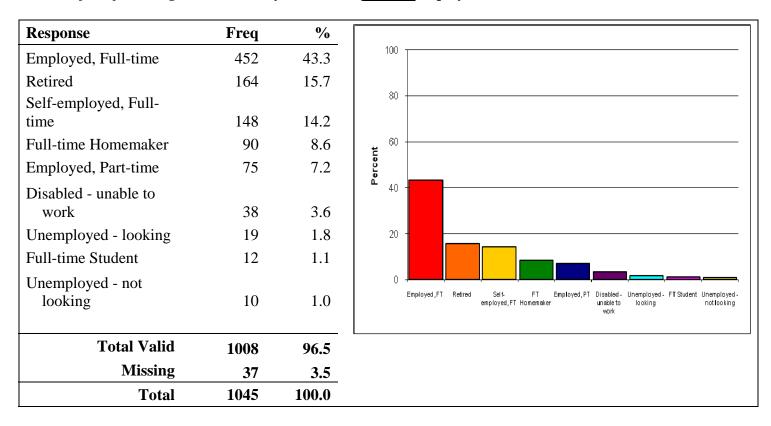
Average: 0.82





# How many of your children currently attend Mat-Su Borough School District schools?\* Average: 1.36

Which of the following best describes your current primary employment status?



Response	Freq	%	
Mat-Su Borough	391	37.4	Wasilla
Wasilla	221	21.1	Palmer
Palmer	125	12.0	5 Talkeetna
Talkeetna	17	1.6	
Willow	11	1.1	
Big Lake	9	0.9	Elsewhere in MSB
Elsewhere in MSB	3	0.3	Sutton
Sutton	3	0.3	Skwentna
Skwentna	2	0.2	
Anchorage	128	12.2	Anchorage
Elsewhere in Alaska	19	1.8	Elsewhere in Alaska
Total Valid	538	51.5	0 5 10 15 20 25
Missing	507	48.5	Percent
Total	1045	100.0	

# What is the zip code where you work?

# If you are currently employed, what type of work do you do?

Response	Freq	%	Resp	onse	Freq	%
Education	60	5.7	Trans	sport	19	1.8
Construction	55	5.3	Real	Estate	14	1.3
Healthcare	55	5.3	Autor	motive	12	1.1
Clerical	48	4.6	Repai	ir	12	1.1
Sales	47	4.5	Aviat	tion	10	1.0
Service	38	3.6	Milita	ary	9	0.9
Management	30	2.9	Engir	neering	8	0.8
Finance	23	2.2	Food	Service	8	0.8
Communications	21	2.0	Child	care	7	0.7
Social Services	20	1.9	Law		6	0.6
Civic	19	1.8	Other		43	4.1
Oil and Gas	19	1.8				
	Total V	alid	583	55.8		
	Mis	sing	462	44.2		
	Т	otal	1045	100.0		

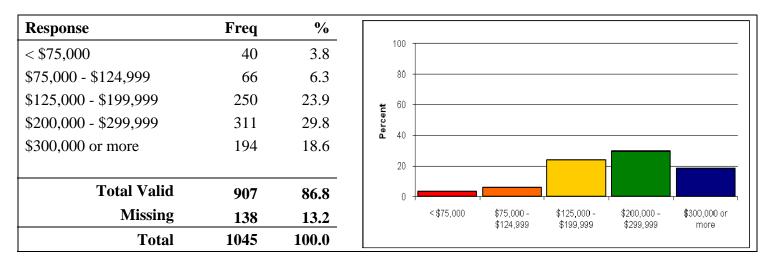
Response	Freq	%	100
No	238	22.8	80
Yes	139	13.3	
Total Valid	377	36.1	
Missing	668	63.9	
Total	1045	100.0	No Yes

If you are currently self-employed, do you own a business in the Mat-Su Borough?

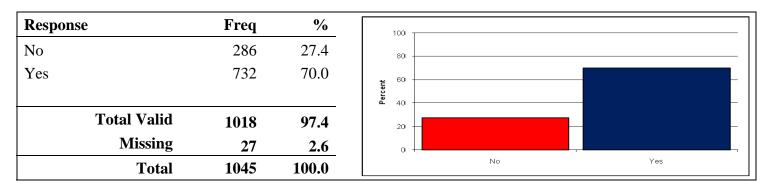
Do you own your home or do you rent?

Response	Freq	%
Own	909	87.0
Rent	105	10.0
<b>Total Valid</b>	1014	97.0
Missing	31	3.0
Total	1045	100.0

If you do own your home, what is your best estimate of its current market value?



Whether you own or rent your home, is your address number posted where it can be seen by first responders in case of an emergency?



Do you live in a condominium?

Response	Freq	%	100
No	1013	96.9	80
Yes	13	1.2	<b>t</b> 60 −
Total Valid	1026	<b>98.1</b>	20 -
Missing	19	1.9	
Total	1045	100.0	No Yes

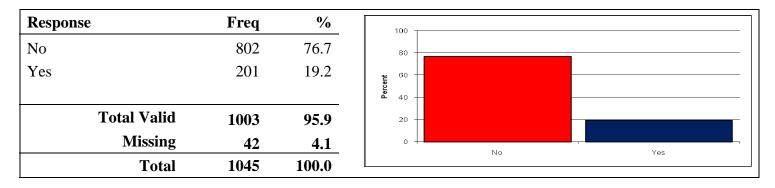
Do you currently have a second home outside the Mat-Su Borough?

Response	Freq	%
No	899	86.0
Yes	121	11.6
<b>Total Valid</b>	1020	97.6
Missing	25	2.4
Total	1045	100.0

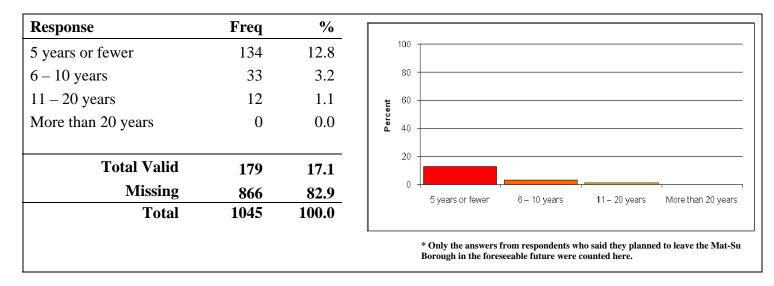
Response	Freq	%	100
No	152	14.5	80
Yes	858	82.1	te 60 40
Total Valid	1010	96.6	20
Missing	35	3.3	o +
Total	1045	100.0	No Yes

# Do you see yourself staying in the Mat-Su Borough for the long term?

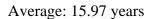
Do you see yourself leaving the Mat-Su Borough to live somewhere else in the foreseeable future?

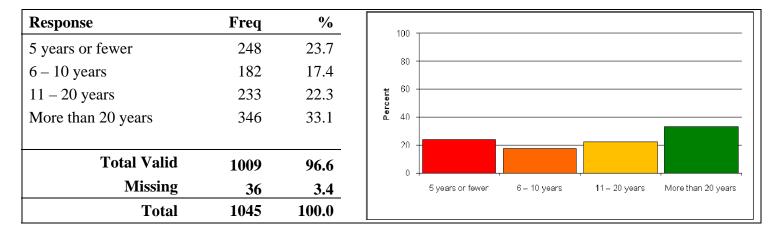


If you do see yourself leaving, how many more years do you expect to live in the Mat-Su Borough before you leave?\* Average: 4.91 years



# How many years have you lived in the Mat-Su Borough?





# Appendix A: How Averages Were Calculated and How to Interpret Them

# Part I: Evaluation of Current Borough Services

• All the questions in this part had five possible responses: *very poor, poor, good, very good,* and *no opinion*. The values given to these responses for calculating the average are as follows:

Very Poor Poor Good Very Good	1.0 2.0 3.0 4.0	The higher the average, the more positive opinion respondents had, in the aggregate, on the borough service.
No Opinion	2.5	

# Part II: Use of Borough Services

• Questions in this part with the responses *never*, *seldom*, *occasionally*, *fairly often*, and *very often*, used these values for calculating the average:

Never Seldom Occasionally Fairly Often	0.0 1.0 2.0 3.0	The higher the average, the more often respondents, in the aggregate, had used the borough facility.
Very Often	4.0	

# Part III: Life in the Matanuska-Susitna Borough Neighborhoods

• Questions in this part with the responses *strongly disagree, disagree, agree, strongly agree,* and *no opinion*, used these values for calculating the average:

Strongly Disagree	1.0
Disagree	2.0
Agree	3.0
Strongly Agree	4.0
No Opinion	2.5

The higher the average, the more likely respondents, in the aggregate, were to agree with the statement.

• The question asking how much people would miss their neighborhood used these responses:

• The questions concerning fear of crime used these values for calculating the average:

Not at All A Little Moderately A Lot	0.0 1.0 2.0 3.0	The higher the average, the more fearful respondents, in the aggregate, were of the crime mentioned in the question.
Never	0.0	The higher the average, the more
Rarely	1.0	respondents, in the aggregate, were
Sometimes	2.0	prevented from doing things they like to do
Often	3.0	because of fear of crime.

# Appendix A: How Averages Were Calculated and How to Interpret Them

• Averages for the questions asking respondents how often certain crimes had happened in their neighborhood in the past 6 months were calculated used these values:

Never	0.0
Once	1.0
Twice	2.0
More than Twice	3.0

The higher the average, the more crimes of that type were reported by respondents.

• Questions about social ties used scales assessing *how often* something is done.

Never Less than Once a Month Monthly Weekly	0.0 1.0 2.0 3.0	The higher the average, the more often respondents, in the aggregate, interacted with their neighbors in the manner described.
Daily	4.0	

• How interconnected people are with their neighbors was measured with these scales:

None One or Two Several The Majority All or Almost All	0.0 1.0 2.0 3.0 4.0	The higher the average, the more respondents, in the aggregate, were familiar with their neighbors.
None 1-3 4-6 7-9 10 or more	0.0 1.0 2.0 3.0 4.0	The higher the average, the greater the friends or relative respondents, in the aggregate, knew in the neighborhood. Readers are cautioned not to interpret the average as the <i>actual</i> number of friends or relatives in the neighborhood.

## Part IV: Local Government: Access, Policies, and Practices

• All the questions in this part used the responses *strongly disagree, disagree, agree, strongly agree,* and *no opinion*. Below are the values used for calculating the average:

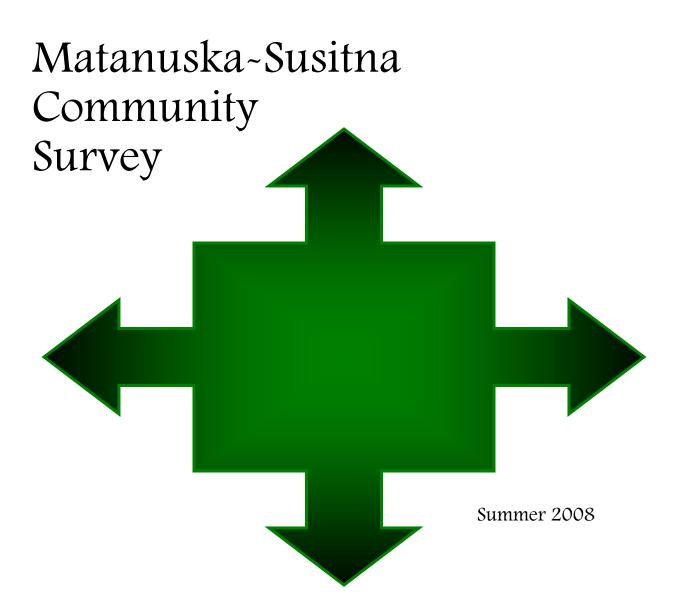
Strongly Disagree	1.0
Disagree	2.0
Agree	3.0
Strongly Agree	4.0
No Opinion	2.5

The higher the average, the more likely
respondents, in the aggregate, were to agree
with the statement.

## Part V: Respondent Background Information

• Averages were calculated using actual numerical responses to the questions concerning age, the numbers of adults and children in the household, the number of children attending Mat-Su Borough School District schools, how long the respondent planned to live in the Borough, and how long he or she had already lived there.

# **Appendix B: Questionnaire**



Please return your completed questionnaire in the enclosed pre-stamped envelope to:

# The Justice Center, University of Alaska Anchorage

3211 Providence Drive ~ Anchorage, AK 99508

Your answers are completely confidential. When you submit your completed questionnaire, your name will be deleted from the mailing list and never connected to your answers in any way. When the data is made public, no names, addresses, or pin numbers will be connected to your answers, and no answers to essay questions will be included in the public data file. This survey is voluntary. However, you can help us very much by taking a few minutes to share your experiences and opinions about the Borough. Returning your completed questionnaire grants your consent for the information you provide to be used for this research.

Thank you very much for helping with this important study.

# Part I: Evaluation of Current Borough Services

1.	How would you rate these Emergency Serv					service) No Opinion
	Fire Department Services	0	0	0	0	0
	Ambulance Services	0	0	0	0	0
2.	How would you rate these Road Maintenan			Good	Very Good	No Opinion
	Roadway Maintenance Services	0	0	0	0	0
	Snowplow Services	0	0	0	0	0
3.	How would you rate these Educational Ser			Good	Very Good	No Opinion
	Library Services	0	0	0	0	0
	Elementary Schools	0	0	0	0	0
	Middle Schools	0	0	0	0	0
	High Schools	0	0	0	0	0
	Community Enhancement Programs	0	0	0	0	0
4.	How would you rate these Recreational ser		Poor	Good	Very Good	No Opinion
	Wasilla Swimming Pool	0	0	0	0	0
	Palmer Swimming Pool	0	0	0	0	0
	Brett Memorial Ice Arena	0	0	0	0	0
	Athletic Fields	0	0	0	0	0

5.	How would you rate these Public Sanitation		Poor	Good	Very Good	No Opinion
	Recycling Services	0	0	0	0	0
	Central Landfill Services	0	0	0	0	0
6.	How would you rate these General/Miscell			Good	Very Good	d No Opinion
	Animal Care & Regulation Services	0	0	0	0	0
	Code/Zoning Enforcement Services	0	0	0	0	0
	Dissemination of news and information by the Borough government	0	0	0	0	0
	Your Overall rating of Borough Services	0	0	0	0	0

# Part II: Use of Borough Facilities

- 7. How often do you use Borough Public Libraries?
  - O Never
  - O Seldom
  - O Occasionally
  - Fairly Often
  - O Very Often
- 8. Which (if any) of these Borough libraries do you use? (Please check all that apply.)
  - □ Big Lake Public Library
  - □ Palmer Public Library
  - □ Sutton Public Library
  - □ Talkeetna Public Library
  - □ Trapper Creek Public Library
  - □ Wasilla Public Library
  - □ Willow Public Library
- 9. How often do you use any of the Borough's Recreational Facilities?
  - O Never
  - O Seldom
  - O Occasionally
  - O Fairly Often
  - O Very Often

- 10. Which (if any) of these Borough Recreational Facilities do you use? (Please check all that apply.)
  - □ Palmer Swimming Pool
  - □ Wasilla Swimming Pool
  - □ Brett Memorial Ice Arena
  - □ Crevasse Moraine Trails
  - □ Other Borough Trails
- 11. How often do you use the Borough's MASCOT Public Transportation?
  - O Never
  - O Seldom
  - O Occasionally
  - O Fairly Often
  - O Very Often

# Part III: Life in the Matanuska-Susitna Borough Neighborhoods

12.	The Mat-Su Borough as a Place to Li	ve				
		Strongly			Strongly	No
		Disagree	Disagree	Agree	Agree	Opinion
	Personally, I would rate <u>my</u>	0	0	0	0	0
	<u>neighborhood</u> as an excellent place to live.	0	0	0	0	0
	On the whole, do you like or dislike	Ο	0	0	0	0
	this neighborhood as a place to live?		-			-
		Not at all	Not much	Somewhat	Very muc	ch
	Suppose that for some reason you HAD to move away from this					
	neighborhood. Would you miss the	0	0	0	0	
	neighborhood very much, somewhat, not much, or not at all?					
	somewhat, not much, of not at an?					
	lings of Community					
13.	Please indicate the extent to which you	agree or dis Strongly	agree with ea		-	ments.
		0.			Strongly	No
		Disagree	Disagree		Strongly Agree	No Opinion
	People in my neighborhood can be	Disagree	Disagree	Agree	Agree	Opinion
	People in my neighborhood can be trusted.	O	Disagree O		0.	
		U	C	Agree	Agree	Opinion
	trusted. People in my neighborhood generally <i>do not</i> get along with	U	C	Agree	Agree	Opinion
	trusted. People in my neighborhood	0	0	Agree O	Agree O	Opinion O
	trusted. People in my neighborhood generally <i>do not</i> get along with	0	0	Agree O	Agree O	Opinion O
	trusted. People in my neighborhood generally <i>do not</i> get along with each other. People in my neighborhood <i>do not</i> share the same values. People in my neighborhood are	0	0	Agree O O	Agree O O	Opinion O
	trusted. People in my neighborhood generally <i>do not</i> get along with each other. People in my neighborhood <i>do not</i> share the same values.	0 0 0	0 0 0	Agree O O	Agree O O O	Opinion O O

Neighborhood Informal Social Control 14. Please indicate the extent to which you agree or disagree with each of the following statements.

14.	Please indicate the extent to which you agree or disagree with each of the following statements. Strongly Strongly No							
		Disag		Disagree	Agree	Agree	•	
	One or more of my neighbors could be counted on to intervene if childred were spray-painting graffiti on a local building.		)	0	0	0	0	
	At least one of my neighbors would intervene if children were showing disrespect toward an adult.	C	)	0	0	0	0	
	One or more of my neighbors would intervene if the fire station closest to their home was threatened with budget cuts.		)	0	0	0	0	
	One or more of my neighbors could be counted on to intervene if a fight broke out in front of their home.		)	0	0	0	0	
	At least one of my neighbors would intervene if children were skipping school and hanging out on a neighborhood street corner.	C	)	0	0	0	0	
15.	Social Ties	Ties						
			*** 11	<b>D</b> 11				
	How often do you borrow	Never	once	a month	Monthly	Weekly	Daily	
	something from or loan something to a neighbor?	0		0	0	0	0	
	How often do you visit with a neighbor, out in the neighborhood or in one of your homes?	0		0	0	0	0	
		None	One	e or two	Several	The majority	All or almost all	
	How many of your neighbors		UII					
	would you say that you know by sight or by name?	0		0	0	0	0	
		None		1-3	4-6	7-9	10 or more	
	Not counting those who live with you, how many friends and relatives do you have in your neighborhood?	0		0	0	0	0	

Neighborhood Conditions 16. Do any of the following conditions exist in your neighborhood?							
			No	Ye	S		
	Abandoned cars and/or buildings		0	0			
	Rundown or neglected buildings		0	0			
	Poor lighting		0	0			
	Overgrown shrubs or trees		0	0			
	Trash in the streets		0	0			
	Empty lots		0	0			
	Public drinking/public drug use		0	0			
	Public drug sales		0	0			
	Vandalism or graffiti		0	0	0		
	Prostitution		0	0			
	Panhandling/begging		0	0	0		
	Loitering/hanging out		0	0	0		
	Truancy/youth skipping school		0	0			
	Transients/homeless sleeping on streets			0	0		
17.	Crime in the Community						
		Not at all	A little	Moderately	A lot		
	To what extent are you fearful that you or members of your household will be the victim of burglary (while you or your loved ones are at home)?	0	0	0	0		
	To what extent are you fearful that you or a member of your household will be the victim of a sexual assault?	0	0	0	0		
	To what extent are you fearful that you or a member of your household will be the victim of a murder?	0	0	0	0		
	To what extent are you fearful that you or a member of your household will be the victim of a kidnapping?	0	0	0	0		
	To what extent are you fearful that you or a member of your household will be attacked with a weapon?	0	0	0	0		
	How often does worry about crime prevent you	Never	Rarely	Sometimes	Often		
	from doing things you would like to do in your neighborhood?	0	0	0	0		

18. How often has each of the following things happened in your neighborhood during the past 6 months?

a fight in which a weapon was used	
a violent argument between neighbors	
a gang fight	
a sexual assault or rape	
a robbery, burglary, or mugging	

- 19. While you have lived in this neighborhood, has anyone ever used violence, such as in a mugging, fight, or sexual assault, against you O No O Yes or any member of your household anywhere in your neighborhood?
- 20. Below is a list of things people may do for self-protection or to feel more secure in their homes and neighborhoods. Which of these things do you do? Please check all that apply.
  - □ Lock doors at night and when you are away from home
  - □ Lock doors during the day and when you are at home
  - $\Box$  Use a home security system
  - $\Box$  Use a security system on vehicle(s)
  - $\Box$  Have a dog
  - □ Take self-defense lessons
  - □ Keep a firearm
  - □ Develop a signal for "danger" with neighbors
  - $\Box$  Keep a phone in the bedroom to call for help
  - □ Have outside/automatic lights to deter prowlers
  - □ Attend neighborhood watch meetings
  - □ Other (please specify):
- 21. When did you move to your <u>current</u> home? (Please provide year and month, if known)

# Part IV: Local Government: Access, Policies, and Practices

## Public Access to Borough Government

22. Please indicate how much you agree or disagree with each of the following statements:

	Strongly Disagree	Disagree	Agree	Strongly Agree	No Opinion
Overall, I am satisfied with the opportunities the Borough provides to give input on decisions.	0	0	0	0	0
I find the Borough's website easy to use.	0	0	0	0	0
I would describe the Borough's website as "informative."	0	0	0	0	0
When I call the Borough, I usually get the information I need in a timely manner.	0	0	0	0	0

	When I call the Borough, the person I speak with is usually polite and professional.	Strongly Disagree O	Disagree O	Agree O	Strongly Agree O	No Opinion O
Bore 23.	ough Spending Efficiency and Priorities Please indicate how much you agree or disag	ree with eac Strongly Disagree	ch of the fol Disagree	llowing s Agree	statements: Strongly Agree	No Opinion
	I feel I am getting my money's worth for the taxes I pay to the Mat-Su Borough.	0	0	0	0	0
	Funds should be spent to preserve open spaces in the Borough.	0	0	0	0	0
	The current level of road maintenance in my area is worth what I pay in road service area taxes.	0	0	0	0	0
Revenue and Taxation24. Please indicate how much you agree or disagree with each of the following statements: StronglyStronglyStrongly						No
		Disagree	Disagree	Agree	Agree	Opinion
	I would support an increase in the tobacco tax to raise money to pay for services.	0	0	0	0	0
	I would support a local tax on alcoholic beverages to raise money to pay for services.	0	0	0	0	0
	I would support an increase in the bed tax (charged at hotels) to pay for services.	0	0	0	0	0
	I would support a <i>seasonal</i> sales tax to raise money to pay for services.	0	0	0	0	0
	I would support a <i>year-round</i> sales tax to raise money to pay for services.	0	0	0	0	0
	I would support imposing an impact fee on developers for residential and commercial properties to raise money to pay for services.	0	0	0	0	0
	I would support a local tax on gasoline to raise money to pay for services.	0	0	0	0	0
	I would support increased property taxes to raise money to pay for services.	0	0	0	0	0
	I would support a gravel extraction tax to raise money to pay for services.	0	0	0	0	0
	I would support a real estate transfer fee of \$25 to raise money to pay for services.	0	0	0	0	0

Zoning and Land Use Issues

25. Please indicate how much you agree or disagree with each of the following statements:

	Strongly Disagree	Disagree	Agree	Strongly Agree	No Opinion
As of today, I am satisfied with the way the Mat-Su Borough has been developed.	0	0	0	0	0
Traffic congestion is a <i>serious</i> problem in the Mat-Su Borough.	0	0	0	0	0
I am very concerned about water quality in the Borough.	0	0	0	0	0
In the future, the Mat-Su Borough must do a better job of managing growth and development.	0	0	0	0	0

# Part V: Respondent Background Information

This demographic information helps researchers at the university to better understand features of community and civic attitudes as they relate to individual characteristics. These responses will be kept confidential, and your answers to these and all of the questions in this survey will not be traceable to you.

Nonetheless, if there are any questions that you do not wish to answer, please simply skip those items and move onto the next question in the survey. Your answers remain valuable whether you choose to answer every question or not.

26. How old were you on your last birthday?

- 27. What is your gender? O Female O Male
- 28. What is your current marital status?
  - O Single, Never Married
  - O Married
  - O Separated
  - O Divorced
  - O Widowed
- 29. What is your highest level of formal education?
  - O Less than a High School Diploma
  - O High School Diploma or Equivalent
  - O Some College, No Degree
  - O Associates or Other 2-year Degree
  - O Bachelor's Degree
  - O Graduate Degree

30. Are you of Hispanic or Latino/a background or origin?

# O No O Yes

- 31. What race or ethnicity would you say <u>best</u> describes you?
  - O Alaska Native or American Indian
  - O Asian
  - O Black or African American
  - O Native Hawaiian, Samoan, or Other Pacific Islander
  - O White or Caucasian
  - O Other (specify)
- 32. What is your best estimate of your total household income from last year?
  - O Less than \$20,000
  - \$20,000 to \$34,999
  - O \$35,000 to \$49,999
  - \$50,000 to \$74,999
  - \$75,000 to \$99,999
  - O \$100,000 or more
- 33. How many people currently live in your household, including yourself?
- 34. How many children under the age of 18 currently live in your home? (Please enter "0" if no children live with you, and skip to question 36.) \_\_\_\_\_
- 35. How many of your children currently attend Mat-Su Borough School District Schools?
- 36. Which of the following best describes your current **primary** employment status? (Please select one.)
  - O Self-employed, Full-time
  - O Employed, Full-time
  - Full-time Homemaker  $\Rightarrow$  Please fill bubble then skip to question 39.
  - Full-time Student  $\Rightarrow$  Please fill bubble then skip to question 39.
  - O Employed, Part-time
  - Disabled, Unable to Work  $\Rightarrow$  Please fill bubble then skip to question 39.
  - Unemployed, Looking for Work  $\Rightarrow$  Please fill bubble then skip to question 39.
  - Unemployed, Not Looking for Work  $\Rightarrow$  Please fill bubble then skip to question 39.
  - Retired  $\Rightarrow$  Please fill bubble then skip to question 39.

37.	If you are currently Employed: What type of work do you do?		
	What is the zip code where you work?		
38.	If you are currently Self-employed, do you own a business <u>in the</u> <u>Mat-Su Borough?</u>	O No	O Yes
39.	Do you own your home or do you rent? (If you rent, please fill the "rent" bubble, then <b>skip to question 39</b> .)	Own	O Rent
40.	If you do own your home, what is your best estimate of its current man	rket value?	
	O Less than \$75,000		
	O \$75,000 to \$124,999		
	• \$125,000 to \$199,999		
	• \$200,000 to \$299,999		
	• \$300,000 or more		
41.	Whether you own or rent your home, is your address number posted where it can be seen by first responders in case of an emergency?	O No	O Yes
42.	Do you live in a condominium?	O No	O Yes
43.	Do you currently have a second home outside the Mat-Su Borough?	O No	O Yes
44.	Do you see yourself staying in the Mat-Su Borough for the long term?	O No	O Yes
45.	Do you see yourself leaving the Mat-Su Borough to live somewhere else in the foreseeable future?	O No	O Yes
46.	If you do see yourself leaving, how many more years do you expect to live in the Mat-Su Borough before you leave?		
47.	How many years have you lived in the Mat-Su Borough?		

48. Is there anything else that you would like to tell us about life in the Mat-Su Borough, your preferences for future growth and planning, or your opinions about Borough services? Please write your comments below.

\_