



RESULTS

Citizen Survey 2019

This survey has been sent to a random sample of Florence residents. Please have the registered voter who is listed on the front of the envelope complete this survey. Your answers will be used to help evaluate and set priorities for the Town of Florence government. Your answers are completely anonymous and will only be reported in aggregate form. Thank you for taking the time to respond.

1. Please rate the following, as they apply to living in Florence:

	<u>Respondents</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Florence as a place to live	n=300	28.0%	49.7%	19.0%	3.4%	
Your neighborhood as a place to live	n=300	55.0%	32.8%	10.2%	2.0%	
Florence as a place to raise children	n=186	26.0%	46.6%	20.8%	6.6%	
Florence as a place to retire	n=294	43.0%	39.6%	13.3%	4.1%	
Florence as a place to work	n=160	14.8%	31.0%	30.4%	23.7%	
Your overall quality of life in Florence	n=296	29.5%	56.6%	11.9%	2.0%	

2. Please rate each of the following characteristics as they relate to the Florence community as a whole:

	<u>Respondents</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community	n=285	16.4%	55.8%	22.6%	5.2%	
Small town feel	n=291	30.4%	47.8%	19.3%	2.6%	
Overall appearance of Florence	n=297	10.2%	31.7%	40.1%	18.0%	
Cleanliness of Florence	n=297	10.3%	44.7%	30.4%	15.5%	
Overall quality of new development in Florence	n=274	13.0%	35.9%	25.7%	25.4%	
Overall image or reputation of Florence	n=282	8.1%	38.0%	41.5%	12.4%	
Overall feeling of safety in Florence	n=294	34.1%	52.2%	12.1%	1.6%	
Variety of housing options	n=260	10.0%	40.5%	33.2%	16.3%	
Quiet	n=292	34.4%	53.4%	10.7%	1.5%	
Historical character	n=291	28.3%	49.8%	17.7%	4.3%	
Opportunities to attend cultural activities	n=268	9.4%	45.5%	34.9%	10.2%	
Recreational opportunities	n=253	15.2%	48.9%	28.8%	7.1%	
Employment opportunities	n=177	5.4%	24.5%	34.6%	35.5%	
Educational opportunities	n=183	2.6%	33.1%	40.1%	24.3%	
Opportunities to participate in community events and activities	n=274	13.3%	57.3%	24.7%	4.7%	
Opportunities to volunteer	n=245	14.8%	53.3%	27.9%	4.1%	
Opportunities to participate in community matters	n=243	11.2%	50.3%	32.4%	6.2%	
Ease of car travel in Florence	n=296	26.1%	46.6%	21.6%	5.7%	
Amount of crime	n=248	33.4%	43.2%	19.6%	3.8%	
Shopping opportunities	n=294	0.3%	7.3%	26.0%	66.4%	
Ease of walking in Florence	n=281	15.2%	40.8%	31.6%	12.4%	
Traffic flow on major streets	n=297	13.2%	55.8%	24.4%	6.7%	
Fitness opportunities (including fitness center, exercise classes, trails, etc.)	n=240	17.1%	48.4%	24.2%	10.4%	

3. Which single characteristic do you like most about living in Florence? (Please check *only one*.) n=297

<input type="checkbox"/> Sense of community/hometown feel	17.3%	<input type="checkbox"/> Parks and recreation	1.7%	<input type="checkbox"/> Arts and cultural opportunities	0.0%
<input type="checkbox"/> Location	11.7%	<input type="checkbox"/> Friends and family	16.5%	<input type="checkbox"/> Safety of community	17.8%
<input type="checkbox"/> Scenery	3.2%	<input type="checkbox"/> Cost of living	19.6%	<input type="checkbox"/> Schools	0.0%
<input type="checkbox"/> Overall image/reputation of Florence	1.6%	<input type="checkbox"/> Town history/heritage	3.5%	<input type="checkbox"/> Other (please specify): _____	7.1%

4. Please indicate your impression of the rate of growth in the following categories in Florence over the past 2 years:

	<u>Respondents</u>	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth	n=254	53.8%	35.0%	11.2%	0.0%	0.0%	
Retail growth (stores, restaurants, etc.)	n=284	6.8%	35.3%	57.9%	0.0%	0.0%	
Job growth	n=161	21.8%	48.7%	29.4%	0.0%	0.0%	
Housing (new construction) growth	n=269	51.1%	30.5%	18.4%	0.0%	0.0%	

5. What is the single biggest thing (program, service, or type of business) the Town of Florence could do or offer to improve your quality of life in Florence? Please provide your response on the line below. *n=228*

Bring new retail/shopping, Restaurants, Another grocery store, and Revitalize Historic Downtown

6. In the last 12 months, about how many times, if ever, have you or other household members done the following things?

	<u>Respondents</u>	<u>Never</u>	<u>Once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>More than 26 times</u>
Attended a Town Council meeting	<i>n=293</i>	75.2%	20.4%	4.5%	0.0%	0.0%
Attended a public meeting about Town matters	<i>n=294</i>	73.1%	22.3%	4.6%	0.0%	0.0%
Contacted Town Council	<i>n=293</i>	81.3%	14.4%	2.6%	1.3%	0.3%
Volunteered your time to an organization or activity in Florence	<i>n=289</i>	61.2%	14.4%	12.2%	5.1%	7.1%
Participated in a Town of Florence recreation program	<i>n=291</i>	66.2%	17.6%	12.3%	1.7%	2.2%
Visited a Town of Florence recreation facility	<i>n=294</i>	44.1%	26.4%	18.3%	6.6%	4.5%
Attended a Town event	<i>n=290</i>	24.4%	39.6%	30.7%	2.9%	2.5%
Visited Downtown Florence	<i>n=293</i>	2.4%	9.4%	32.6%	25.4%	30.2%
Participated in a Town of Florence cultural/arts program	<i>n=288</i>	60.6%	26.5%	9.9%	0.6%	2.4%
Utilized the free dumping privileges (for Florence residents with active trash accounts) at the Ironwood Landfill on Highway 287	<i>n=284</i>	63.6%	26.3%	6.5%	2.0%	1.5%

7. Please rate the quality of each of the following services provided by the Town of Florence.

	<u>Respondents</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Garbage collection and bulk pick-up (Right Away Disposal – RAD)	<i>n=287</i>	56.6%	31.5%	8.7%	3.1%	
Street repair/maintenance	<i>n=283</i>	14.7%	48.9%	25.8%	10.7%	
Water taste (quality)	<i>n=268</i>	5.5%	22.7%	28.3%	43.6%	
Storm water drainage	<i>n=261</i>	13.8%	48.2%	26.4%	11.6%	
Water pressure	<i>n=281</i>	12.1%	41.0%	33.4%	13.5%	
Cost of water and sewer service	<i>n=269</i>	3.8%	24.9%	36.9%	34.4%	
Fitness Center (overall)	<i>n=101</i>	22.9%	41.4%	28.8%	6.9%	
Fitness Center (hours)	<i>n=99</i>	19.8%	41.0%	30.2%	9.1%	
Parks/trails maintenance	<i>n=158</i>	12.2%	52.2%	29.2%	6.4%	
Recreation programs/classes/events	<i>n=144</i>	13.0%	52.7%	27.6%	6.6%	
Recreation facilities	<i>n=153</i>	19.7%	47.6%	23.1%	9.7%	
Parks maintenance	<i>n=182</i>	14.8%	56.6%	20.0%	8.5%	
Amount of parks and recreation programming	<i>n=168</i>	12.1%	46.0%	35.2%	6.7%	
Building permits and inspections	<i>n=136</i>	5.3%	30.8%	32.4%	31.5%	
Public information	<i>n=231</i>	7.0%	48.7%	31.6%	12.7%	
Code enforcement	<i>n=160</i>	7.7%	30.6%	43.8%	17.9%	
Handling citizen complaints	<i>n=99</i>	6.0%	33.4%	44.7%	15.9%	
Senior Center	<i>n=119</i>	20.6%	59.1%	18.9%	1.4%	
Senior Center facility (overall)	<i>n=121</i>	24.6%	54.7%	19.4%	1.4%	
Maintenance of downtown Florence	<i>n=271</i>	7.4%	43.9%	34.5%	14.3%	
Attitude and behavior of firefighters	<i>n=195</i>	62.0%	31.6%	5.2%	1.2%	
Use of education to prevent fires	<i>n=115</i>	21.4%	51.1%	20.5%	7.1%	
Professionalism of Florence Fire Department	<i>n=202</i>	60.2%	31.6%	7.2%	1.0%	
Crime prevention (efforts to keep the community safe)	<i>n=234</i>	31.0%	51.8%	14.8%	2.4%	
Municipal Court	<i>n=87</i>	19.5%	54.8%	22.1%	3.6%	
Operating hours of Town Hall	<i>n=161</i>	12.6%	67.9%	17.0%	2.5%	
Overall quality of services provided in the Town of Florence	<i>n=262</i>	7.3%	60.0%	30.8%	1.9%	

8. During the last 12 months, did you have any phone, email, or in-person contact with a Town of Florence employee? *n=291*

- Yes **57.2%**
- No (skip to Question 12) **42.8%**

9. If yes, what was your impression of the employee(s) of the Town of Florence in your most recent contact? (Rate each characteristic below.)

	<u>Respondents</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge	<i>n=159</i>	47.6%	37.5%	11.1%	3.8%	
Responsiveness	<i>n=159</i>	49.3%	33.5%	9.5%	7.8%	
Courteous	<i>n=160</i>	54.8%	34.7%	6.2%	4.3%	
Professionalism	<i>n=161</i>	52.9%	31.3%	11.7%	4.0%	
Ability to address the reason for your contact	<i>n=160</i>	52.2%	32.0%	8.7%	7.1%	
Overall impression	<i>n=158</i>	52.7%	32.1%	10.8%	4.4%	

10. Was your contact with the Town of Florence Police Department? *n=146*

- Yes **23.1%**
- No (skip to Question 12) **76.9%**

11. If yes, what was your impression of the Town of Florence Police Department in your most recent contact? (Rate each characteristic below.)

	<u>Respondents</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall Police Department performance	<i>n=77</i>	43.3%	47.4%	8.3%	1.0%	
Overall competence of Police Department employees	<i>n=80</i>	47.2%	47.2%	5.6%	0.0%	
Attitudes and behavior of officers	<i>n=66</i>	50.0%	44.3%	4.8%	0.9%	
Community outreach and education	<i>n=57</i>	48.7%	34.2%	10.2%	7.0%	
Response time	<i>n=55</i>	49.0%	39.8%	11.2%	0.0%	
Service provided by dispatchers	<i>n=40</i>	56.8%	35.5%	5.1%	2.6%	
Service provided by police records staff	<i>n=69</i>	56.0%	41.5%	2.5%	0.0%	

12. Please rate the following categories of Florence government performance.

	<u>Respondents</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall direction the Town is taking	<i>n=216</i>	4.4%	45.8%	33.2%	16.6%	
Overall performance of general administration and management	<i>n=187</i>	6.4%	45.5%	35.7%	12.4%	
Decisions made by the Town Council	<i>n=189</i>	4.1%	37.2%	41.3%	17.4%	
Direction the Town is taking with respect to recreation facilities		<i>(question removed from Survey)</i>				
Direction the Town is taking with respect to cultural programming/classes (e.g., library classes, Florence Youth Council)	<i>n=163</i>	12.7%	50.7%	32.0%	4.6%	
The job Florence does at running local government for the benefit of all the people	<i>n=200</i>	8.2%	44.4%	35.8%	11.6%	
The value of services for the taxes paid to Florence	<i>n=227</i>	9.3%	39.5%	37.2%	14.0%	
Florence Town government as an example of how to provide local government services	<i>n=191</i>	8.8%	37.4%	41.8%	12.1%	
Being responsive to residents	<i>n=190</i>	9.6%	39.2%	39.6%	11.6%	
Management of growth and development	<i>n=213</i>	3.5%	29.1%	40.8%	26.6%	
Effectively planning for the future	<i>n=187</i>	5.6%	26.1%	37.5%	30.8%	
Being ethical and honest	<i>n=172</i>	10.4%	50.3%	28.0%	11.2%	
Supporting the economic health of Florence	<i>n=194</i>	4.8%	31.3%	41.7%	22.2%	
Making decisions that support the quality of life in Florence	<i>n=195</i>	5.3%	36.8%	36.7%	21.1%	
Maintaining public infrastructure (such as roads, bridges, public buildings, etc.)	<i>n=252</i>	7.4%	42.3%	34.0%	16.3%	
Providing access to elected officials	<i>n=144</i>	7.9%	40.9%	42.4%	8.8%	
Being open and transparent to the public	<i>n=167</i>	8.4%	34.8%	37.4%	19.4%	

13. Please rate the extent to which you agree or disagree with each of the following statements.

	<u>Respondents</u>	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
The Town keeps me informed about community issues and initiatives	n=244	11.9%	59.6%	19.8%	8.7%	
I am pleased with the overall direction of the Town	n=233	7.6%	58.8%	22.9%	10.7%	
The Town government welcomes citizen involvement and offers ways for residents to get involved	n=181	15.6%	66.5%	13.2%	4.7%	
The Town gathers feedback from residents on new policies or projects/conducts public processes	n=195	17.2%	48.1%	25.2%	9.5%	
The Town listens to its citizens	n=183	12.1%	48.8%	24.1%	15.0%	
I consider myself informed about Town of Florence issues and operations	n=236	8.6%	39.1%	32.6%	19.6%	
The Historic Downtown has improved in appearance over the last few years	n=246	15.0%	48.5%	20.2%	16.3%	

14. How often, if ever, do you get information about the Town of Florence from each of the following sources?

	<u>Respondents</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Never</u>
Arizona Republic	n=267	4.6%	21.9%	73.5%
Florence Reminder Blade-Tribune (Pinal Central)	n=275	27.8%	27.1%	45.0%
Town utility bill flyers	n=269	17.8%	48.8%	33.3%
Town website (www.FlorenceAZ.gov)	n=273	16.0%	37.1%	46.9%
Florence Channel 11 (on Cox Cable or YouTube)	n=267	2.2%	12.4%	85.3%
Nextdoor.com	n=273	16.4%	17.6%	66.0%
Town of Florence on Facebook	n=270	12.0%	19.0%	69.0%
Town of Florence on Twitter	n=270	0.3%	3.5%	96.2%
Town of Florence on Instagram	n=269	1.2%	4.9%	93.9%
Town of Florence on YouTube	n=271	0.3%	5.4%	94.3%
Event banners (or roadside signs)	n=274	23.3%	63.0%	13.7%
Attending government meetings (Town Council, commission meetings, etc.)	n=271	2.2%	26.3%	71.5%
Neighborhood organizations (e.g., HOAs)	n=274	19.6%	41.2%	39.1%
Word of mouth	n=278	29.2%	59.0%	11.7%
Other television channels/news/radio	n=268	4.7%	28.9%	66.4%

15. Do you support or oppose the following ideas and/or initiatives?

	<u>Respondents</u>	<u>Support</u>	<u>Oppose</u>	<u>Don't know</u>
Future annexation efforts to expand the current Town limits	n=274	43.8%	27.9%	28.3%
Incorporation efforts of those in the San Tan Valley	n=268	34.1%	32.1%	33.8%
Creating geographical districts (or wards) for the seats on Town Council	n=267	45.2%	15.9%	38.8%
Creating term limits for the Mayor and Town Council	n=273	75.5%	8.2%	16.3%
A private company currently provides ambulance service to residents in Florence. Would you support the Florence Fire Department providing this service and collecting a user fee (which may be paid by insurance)?	n=276	59.8%	19.8%	20.4%

16. What is your level of support or disapproval for each of the following projects or proposals?

	<u>Respondents</u>	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know</u>
Florence Copper	n=208	33.5%	29.2%	12.7%	24.6%	
A monthly farmer's market in the historic downtown	n=264	77.0%	22.7%	0.3%	0.0%	
A daily shuttle between Merrill Ranch and the historic downtown	n=226	40.1%	47.1%	7.4%	5.3%	
Public art	n=231	45.7%	43.8%	5.1%	5.4%	
Purchasing and taking over for adjacent utility providers	n=214	52.0%	29.3%	8.0%	10.7%	

17. Who provides your water and sewer service? *n=283*

- | | | | | | |
|--|--------------|---|--------------|--|-------------|
| <input type="checkbox"/> Johnson Utilities | 57.2% | <input type="checkbox"/> Town of Florence | 41.3% | <input type="checkbox"/> None (Well, Septic) | 0.4% |
| <input type="checkbox"/> Don't know | 1.1% | <input type="checkbox"/> Other | _____ | | |

18. Of the Town's \$14.5 million general fund budget, how much should the Town spend each year for the restoration of historic buildings in the historic downtown? (Note: The general fund also pays for police, fire, parks, administration (including legal, IT, Finance, HR, etc.), engineering, senior center, planning, library, and the aquatic center). *n=260*

- | | | | | | |
|--|--------------|---|--------------|--|--------------|
| <input type="checkbox"/> \$0 | 6.7% | <input type="checkbox"/> \$1 – \$99,999 | 24.7% | <input type="checkbox"/> \$100,000 - \$249,999 | 31.5% |
| <input type="checkbox"/> \$250,000 - \$499,999 | 23.5% | <input type="checkbox"/> Over \$500,000 each year | 13.6% | | |

A STATISTICAL NOTE: The number of respondents for each question ultimately impacts the margin of error for each question. As shown below, with the population of 6,243 registered voters and using a confidence interval of 95%, the number of respondents equal to X yields a margin of error approximately equal to Y.

<u>X</u>	<u>Y</u>
300 Respondents	5.5%
250 Respondents	6.1%
200 Respondents	6.8%
150 Respondents	7.9%
100 Respondents	9.7%

In other words, while we can still be confident that our results provide a good estimate for how the group of registered voters actually feels, fewer responses result in a larger margin of error. For a question receiving 300 responses (like Q1), we are 95% confident that the true percentage of people that feel "Florence is an "Excellent" place to live" (Q1) is between 22.5% and 33.5% (i.e., 28.0% +/- 5.5%). But, for a question with only 100 responses, the range is much larger. For example, an interpretation for Q7(g) about how respondents "rate the quality of the Fitness Center (overall)," we are 95% confident that the true percentage of people that feel the Fitness Center (overall) is excellent is between 13.2% and 32.6% (i.e., 22.9% +/- 9.7%).

Although the ranges are larger when fewer people respond, this does not mean the results reported are without merit. The margin of error is "normally distributed around the mean," which means it is much more likely for the actual proportion of registered voters to be equal to the result reported than to be at either end of the margin of error range. In the first example above (for Q1), this would mean the true percentage is much more likely to be 28% than it is to be either 22.5% or 33.5%.

The final questions are about you and your household. Accurate answers will help the Town to better analyze survey responses. Again, your answers to this survey are completely anonymous and will be reported in aggregate only.

D1. In which area of Florence do you live? *n=302*
59.3% Anthem Downtown **17.9%**
22.8% Florence Gardens/Five Parks Other

D2. Which best describes your employment status? *n=257*
17.2% I work for pay outside of my home
4.7% I work for pay from home (*skip to D6*)
64.6% I do not work (student, homemaker, retired, etc.) (*skip to D6*)

D3. In which city is your primary workplace? (Please check only one.) *n=50*

1.7% <input type="checkbox"/> Apache Junction	<input type="checkbox"/> Avondale	
<input type="checkbox"/> Buckeye	<input type="checkbox"/> Casa Grande	1.2%
<input type="checkbox"/> Chandler	<input type="checkbox"/> Coolidge	
1.9% <input type="checkbox"/> Eloy	<input type="checkbox"/> Florence	78.0%
<input type="checkbox"/> Fountain Hills	<input type="checkbox"/> Gilbert	5.4%
<input type="checkbox"/> Glendale	<input type="checkbox"/> Globe/Miami	
1.3% <input type="checkbox"/> Gold Canyon	<input type="checkbox"/> Goodyear	
<input type="checkbox"/> Maricopa	<input type="checkbox"/> Mesa	
<input type="checkbox"/> Paradise Valley	<input type="checkbox"/> Peoria	
3.9% <input type="checkbox"/> Phoenix	<input type="checkbox"/> Queen Creek	3.1%
1.7% <input type="checkbox"/> San Tan Valley	<input type="checkbox"/> Scottsdale	
<input type="checkbox"/> Superior	<input type="checkbox"/> Surprise	
<input type="checkbox"/> Tempe	<input type="checkbox"/> Tucson area	1.7%
<input type="checkbox"/> Various (all over)	<input type="checkbox"/> Other _____	

D4. About how far is the distance between your home and your primary workplace? *n=51*
10.8 miles (average)

D5. Which travel method do you typically use to get to work? *n=50*

81.0% <input type="checkbox"/> Drive alone	<input type="checkbox"/> Carpool/Vanpool	11.9%
<input type="checkbox"/> Bicycle	<input type="checkbox"/> Bus	
4.2% <input type="checkbox"/> Walk	<input type="checkbox"/> Other	2.9%

D6. Do you own or rent your residence? *n=259*
93.4% Own
6.6% Rent

D7. Are you of Hispanic, Latino, or Spanish origin? *n=255*
7.5% Yes
92.5% No

D8. What race do you consider yourself to be? (Mark one or more.) *n=255*

2.0% <input type="checkbox"/> American Indian	
0.4% <input type="checkbox"/> Asian or Pacific Islander	
1.2% <input type="checkbox"/> Black or African American	
90.6% <input type="checkbox"/> White or Caucasian	
5.9% <input type="checkbox"/> Other	

D9. How many people (including yourself) live in your household? *n=252*
2.22 people (average)

D10. What is your current marital status? *n=258*

<input type="checkbox"/> Married (or living with partner)	77.5%
<input type="checkbox"/> Single	13.6%
<input type="checkbox"/> Widowed	8.9%

D11. Are you a permanent (year-round) resident of Florence? *n=259*

<input type="checkbox"/> Yes (<i>skip to D13</i>)	96.9%
<input type="checkbox"/> No	3.1%

D12. If not a year-round resident of Florence, how many months do you spend in Florence each year? *n=8*
7.9 months (average)

D13. What is the highest degree or level of school have you completed? *n=254*

0.4% <input type="checkbox"/> Less than high school	
1.6% <input type="checkbox"/> No high school diploma	
14.6% <input type="checkbox"/> High school graduate	
48.4% <input type="checkbox"/> Some college (or Associate's degree)	
18.1% <input type="checkbox"/> Bachelor's degree	
16.9% <input type="checkbox"/> Graduate or professional degree	

D14. Which of the following best describes your age? *n=265*

1.1% <input type="checkbox"/> 18 - 24	<input type="checkbox"/> 45 - 54	5.7%
0.4% <input type="checkbox"/> 25 - 34	<input type="checkbox"/> 55 - 64	19.6%
4.5% <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 65 years or older	68.7%

D15. About how much was your household's total income before taxes in 2018? (Please include total income from all sources for all persons living in your household.) *n=224*

8.5% <input type="checkbox"/> Less than \$25,000	
21.0% <input type="checkbox"/> \$25,000 to \$49,999	
29.0% <input type="checkbox"/> \$50,000 to \$74,999	
18.3% <input type="checkbox"/> \$75,000 to \$99,999	
15.6% <input type="checkbox"/> \$100,000 to \$124,999	
2.7% <input type="checkbox"/> \$125,000 to \$149,999	
4.9% <input type="checkbox"/> Over \$150,000	

D16. What is your gender? *n=302*

56.0% <input type="checkbox"/> Female	
44.0% <input type="checkbox"/> Male	

D17. Who provides your television services? *n=257*

21.5% <input type="checkbox"/> Cox	<input type="checkbox"/> DirecTV/AT&T	37.5%
14.7% <input type="checkbox"/> Dish Network/CenturyLink	<input type="checkbox"/> Streaming	9.4%
11.0% <input type="checkbox"/> Over-the-Air (Antenna)	<input type="checkbox"/> None	6.0%

Thank you! Please return the survey in the enclosed business reply envelope to: Town of Florence, RE: CITIZEN SURVEY, P.O. Box 2670, Florence, AZ 85132. If you have any questions about this survey, please contact: Town of Florence Public Information Officer at (520) 868-7541 or Benjamin.Bitter@FlorenceAZ.gov