



City of Maricopa Preliminary Community Profile

Historical Analysis and Branding Outlook
Prepared August 2007

Data Analysis: Three-Year Comparisons of Resident Polling

	2007	2006	2005
Households Surveyed	13,988	7,883	4,030
Response Rate	26.00%	13.21%	16.00%
Ages 24 to 44	52.37%	54.29%	54.82%
Bachelor's Degree or Higher	46.15%	60.79%	52.98%
Post High School Education	85.73%	85.00%	
Income of \$75,000+	39.36%	44.48%	
Management Occupation	45.78%	49.00%	44.00%

Compared to only a select number of residences being surveyed in 2005 and 2006, the 2007 resident questionnaire was administered to all residences within the 85239 zip code and the City of Maricopa. Though the response rate dropped from 16% to 13.21% from 2005 to 2006, it rose dramatically to 26% with the 2007 questionnaire. The percentage of people in the main age group of 24 to 44 dropped slightly from 54% to around 52%. While the percentage of residents with Bachelor's degrees or higher increased in 2006 and then dropped slightly in 2007, the post high school education level percentage remained almost constant. Income of \$75,000 or more and the number of residents in management positions both dropped by about 5% from 2006.

Key Data Collected from 2007 Resident Questionnaire

The following results are key findings that will be utilized in future economic development and the branding process in addition to those noted elsewhere.

More than one-half of the population that completed the questionnaire fell within the age range of twenty-five to forty-four years old. This is important to keep in mind when considering elements of economic development and public services. It is vital to consider the lifestyle perspectives of a relatively younger populace and provide entertainment, employment and activities that will appeal to this group.

Most respondents commute a distance falling between sixteen and fifty miles one-way. Residents are commuting to cities such as Phoenix, Scottsdale, Mesa, Casa Grande, Chandler, and Tempe. About 25% of respondents work either within city limits or do not commute at all. The majority of respondents had a minimum of a high school diploma or its equivalent with more than three-fourths having some college completed or a degree. This should be taken into consideration when making employment and economic development decisions.

Income levels were relatively high with more than 46% falling within a range of \$50,000 and \$100,000 per year. Percentages of 26.7% and 27.1% fell below \$50,000 and over \$100,000, respectively. Only 7.4% of respondents declined to share their income level. It is vital to provide jobs that can support these income levels if the city desires to keep more residents working within city limits.

The top five leisure activities of residents, in ranking order, were eating out, film watching, sports and other physical activities, music, and reading. It is important to keep, or start providing, city services that key into residents' interests and provide retail outlets that can provide employment opportunities that will appeal to these personal interests. The top five preferred restaurant types, in ranking order, included Mexican, Italian, American, Chinese, and Southwestern. Recruiting restaurants that meet these needs is imperative. However, if there are current dining establishments in the City that can satisfy these needs, it may be more crucial to focus on those that are not as readily available, particularly those restaurant types subsequent to the top five.



The top issues residents would like the City to address include road improvements (11.44%), shopping/retail development/more stores/businesses (10.01%), traffic control (8.15%), crime control (5.49%), and school improvements (4.32%). In fact, most residents are somewhat satisfied with Maricopa as a place to live. A respectable 66.44% of respondents identified that they were in some way satisfied with the city.

Proposed Next Steps / Long-Term Impact

With more than 3,500 tabulated responses collected from the questionnaire, the City of Maricopa now has a strong foundation of data to begin the analysis stage, and ultimately, the branding phase. Going forward, the immediate next step includes conducting six Advisory Committee sessions consisting of representatives from all major community groups. During these sessions, comments, concerns and visions for Maricopa's future will be gathered. After the conclusion of these Advisory Committee sessions, a detailed report incorporating all data and recommendations will be developed and released. It is this report that will guide the development of Maricopa's ultimate brand statement.

What is Branding?

A brand is much more than a slogan or a logo - it is a trustmark and a promise. It is what people think about when they see your logo or hear your name. Branding Maricopa requires identifying the qualities that the community desires from the City and the needs they expect it to fulfill. The next step requires the development of strategies and substantive services to close any gaps and deliver on the promise. When all is said and done, Maricopa's brand statement will identify who and what Maricopa stands for, and will distinguish it from other cities in a unique way.

Why is the City of Maricopa Branding Itself?

A successful branding campaign for the City of Maricopa will help to serve the community by guiding, planning, and decision-making in response to community needs and desires. Branding will also assist in economic growth by inspiring individuals and businesses to invest in our community. Having an effective brand will reinforce the reasons why people have decided to call Maricopa their home. Creating loyalty through the communication of a strong brand will allow Maricopa to hold onto its historic roots while evolving into a thriving competitor in the global economy.

Achieving success in branding requires the participation of all stakeholders, including media, businesses, elected officials, employees, and most importantly, Maricopa residents. Over the course of the next few months, the final Community Profile will be made available to all residents and options for Maricopa's brand statement and logo designs will be developed for more community feedback.

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