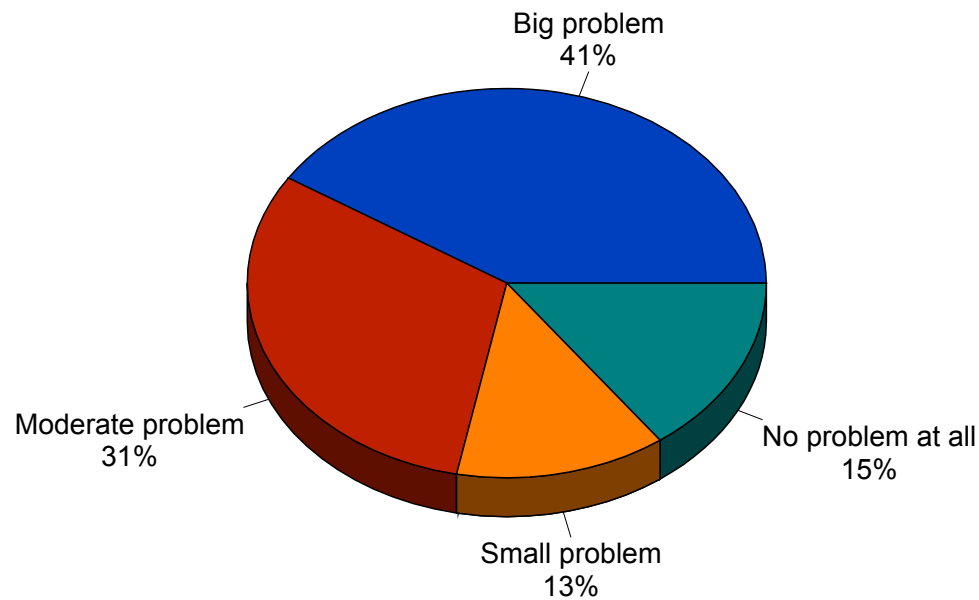


**The majority of Valley residents feel that urban sprawl in Maricopa County is a “big” (41%) or “moderate” problem (31%). Once again, older residents are most likely to see urban sprawl as a “big” problem (42% of those age 50 and older vs. 17% of those under the age of 30).**

### Perception of Urban Sprawl in Maricopa County

Do you consider urban sprawl in Maricopa County to be a big problem, moderate problem, small problem, or no problem at all?

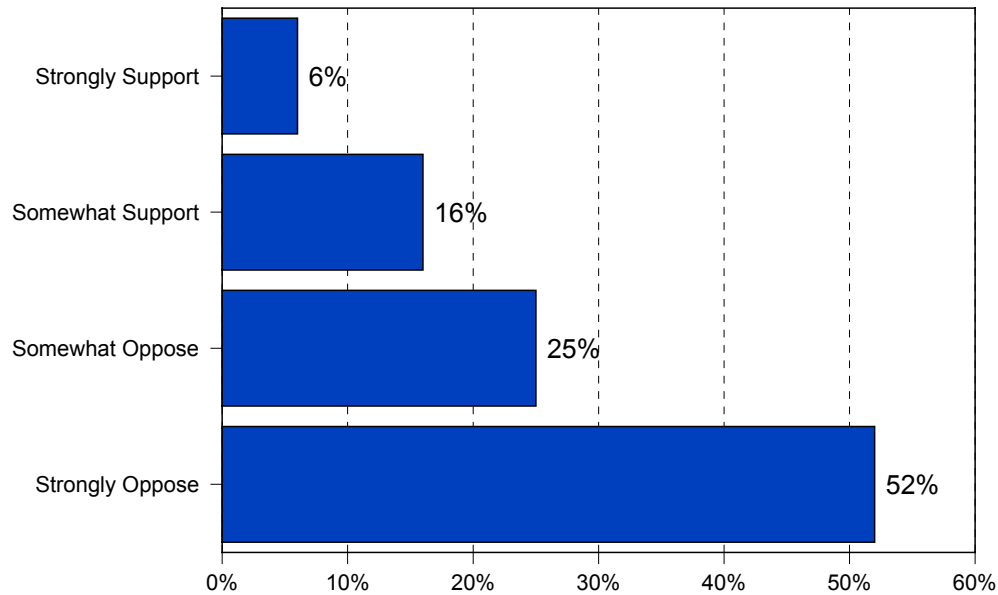


n=386 (Among those with an opinion; dont know = 5%) Conducted by WestGroup Research April 2006

Approximately three-fourths of Valley residents (77%) indicated they would oppose the introduction of high-density development in their own neighborhood (such as smaller lot sizes, apartments or condos) in their neighborhood (52% strongly oppose and 25% somewhat oppose). Opposition for high-density development increases as the age of the Valley resident increases (70% of those under age 30; 74% of those ages 30 to 49; 80% of those age 50 and older).

### Support or Oppose High Density Development

Would you support or opposed high-density development, such as smaller lot sizes, apartments or condos, in your neighborhood?

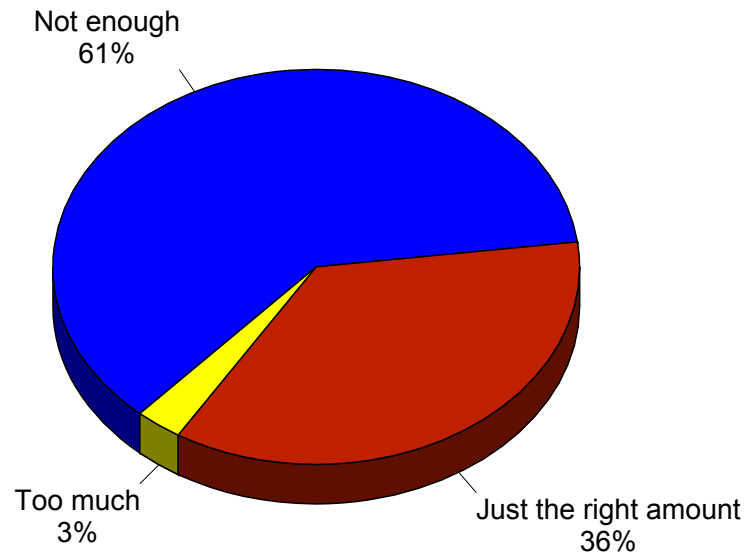


(n=384; Among those with an opinion; don't know = 5%) Conducted by WestGroup Research April 2006

**Three in five residents (61%) feel that there is not enough land dedicated to open space and recreation in Maricopa County.**  
There were no differences between demographic subgroups in response to this question.

### Perception of Amount of Land Set Aside for Open Space and Recreation

Would you say there is too much, just the right amount or not enough land dedicated to open space and recreation in Maricopa County?

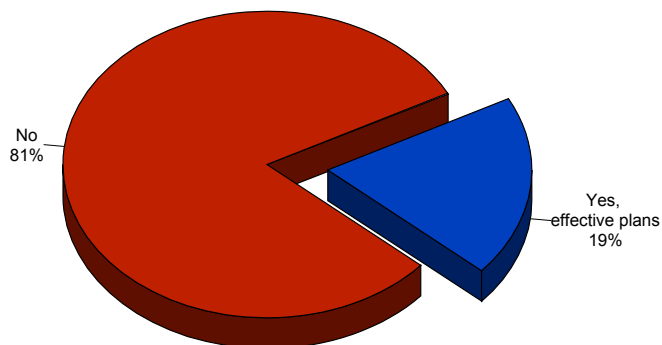


n=372 (Among those with an opinion; dont know = 8%) Conducted by WestGroup Research April 2006

**Only one in five Valley residents (19%) believe that local communities have plans in place to effectively handle the continued rapid growth expected for the County. Additionally, only one-third (33%) of residents agree that they are able to influence the planning that happens in their community.** Younger residents are more optimistic than older residents in their ability to influence the planning that occurs in their community (40% of those under age 50 agree they can influence planning vs. 28% of those age 50 and older).

### Perception of Effective Planning for Continued Growth

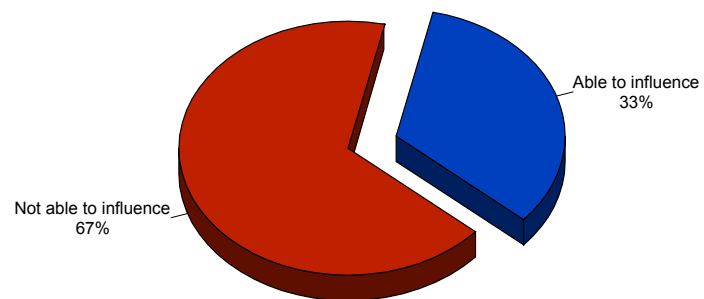
Do you think Valley communities have effective plans in place to handle the continued rapid growth expected for Maricopa County?



(n=345; Among those with an opinion; don't know = 15%) Conducted by WestGroup Research April 2006

### Perception of Ability to Influence Planning in Community

Do you agree or disagree that you are able to influence the planning that happens in your community as it grows?

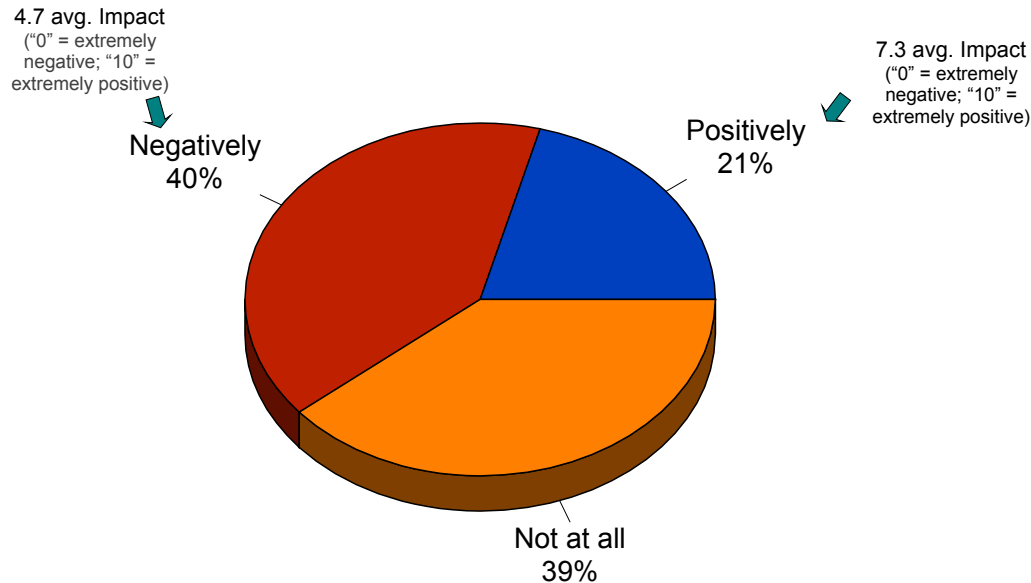


(n=390; Among those with an opinion; don't know = 4%) Conducted by WestGroup Research April 2006

**Three in five Valley residents indicated that they feel their quality of life has been positively impacted by the rapid growth in the County (21%) or that the rapid growth has not affected their quality of life (39%).** Older Valley residents (i.e., age 50 and older) are most likely to report that the rapid growth has had a negative impact on their quality of life (47% negative). In contrast, residents between the ages of 30 and 49 are more likely than those younger or older to indicate that the growth has positively impacted the quality of their life (31% vs. 14% of those age 50 and older). The youngest group of residents (i.e., under age 30) was most likely to indicate that the rapid growth in the county has not had any impact on the quality of their life.

### Impact of Growth on Quality of Life

Has the rapid growth in Maricopa county impacted your quality of life negatively, positively, or not at all?



n=386 (Among those with an opinion; don't know = 5%) Conducted by WestGroup Research April 2006



### **About the Survey:**

**Questions were included on the April 2006 version of WestGroup's monthly omnibus study – WestTrack Market Monitor. A total of 406 interviews were completed with Valley residents. The study has a margin of error of  $\pm 5\%$ .** WestGroup Research, Arizona's premier market research firm was established in 1959. WestGroup provides "answers" to clients through telephone interviewing, focus groups, Internet research, mystery shoppers, data services and expert analysis. WestGroup is home to WestTrack, Arizona's oldest and largest ongoing omnibus study. Monthly studies are conducted with random samples of 400 adult household heads both in metropolitan Phoenix and statewide. In addition to paid WestTrack subscribers, WestGroup frequently includes public interest questions in WestTrack studies as a service to the press and the residents of Arizona.