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Visit Stockton SPSS Report
BUSI 141: Marketing Research
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Resident Sentiment Survey Link

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Independent Sample T-Test

Question 25: Stockton has arts and cultural activities for me to enjoy [Interval]

Question 31: Age (18-24 vs 55-64) [Nominal]

T-Test

Group Statistics

	What is your age group?	N	Mean	Std. Deviation	Std. Error Mean
Stockton has arts and cultural activities for me to enjoy.	18-24	83	2.8193	1.02582	.11260
	55-64	216	3.2222	.89789	.06109

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p			Lower	Upper
Stockton has arts and cultural activities for me to enjoy.	Equal variances assumed	3.059	.081	-3.337	297	<.001	<.001	-.40295	.12074	-.64057	-.16532
	Equal variances not assumed			-3.145	132.991	.001	.002	-.40295	.12810	-.65633	-.14956

According to the Levine's Test, standard deviations are statistically equal, hence we consider equal variances are assumed (p>.05). There is a difference in means between those aged 18-24 (2.8193) and 55-64 (3.2222) because p<.05. Those aged 55-64 agreed more that Stockton has arts and cultural activities for them to enjoy.

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
Stockton has arts and cultural activities for me to enjoy.	Cohen's d	.93496	-.431	-.686	-.175
	Hedges' correction	.93733	-.430	-.684	-.175
	Glass's delta	.89789	-.449	-.705	-.192

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control group.

Question 31: Relationship status (married compared to single, never married) [Nominal]
Question 26: Stockton is my place of residency for the next 10 years [Interval]
T-Test

Group Statistics

	Which of the following best describes your current relationship status?	N	Mean	Std. Deviation	Std. Error Mean
Stockton is my place of residency for the next 10 years.	Married	524	3.5363	1.20888	.05281
	Single, never married	222	3.2523	1.17260	.07870

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Stockton is my place of residency for the next 10 years.	Equal variances assumed	.133	.715	2.960	744	.002	.003	.28401	.09595	.09563	.47238
	Equal variances not assumed			2.997	428.153	.001	.003	.28401	.09478	.09772	.47029

According to the Levine's Test, standard deviations are statistically equal, hence we consider equal variances are assumed ($p>.05$). There is a difference in means between those who are married (3.5363) and those who were single, never married (3.2523) because $p<.05$. Married individuals agreed more that Stockton is their place of residency for the next 10 years compared to single individuals.

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
Stockton is my place of residency for the next 10 years.	Cohen's d	1.19822	.237	.080	.394
	Hedges' correction	1.19943	.237	.079	.394
	Glass's delta	1.17260	.242	.083	.401

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control group.

Question 43: Do you have any children under 18 (yes or no) [Nominal]
Question 25: Stockton is a good place to raise a family[Interval]
T-Test

Group Statistics

	Do you have any children under 18?	N	Mean	Std. Deviation	Std. Error Mean
Stockton is a good place to raise a family.	Yes	314	2.5223	1.17800	.06648
	No	735	2.7224	1.13249	.04177

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Stockton is a good place to raise a family.	Equal variances assumed	3.988	.046	-2.590	1047	.005	.010	-.20016	.07728	-.35180	-.04851
	Equal variances not assumed			-2.549	571.006	.006	.011	-.20016	.07851	-.35437	-.04595

According to the Levine's Test, standard deviations are not statistically equal, hence we consider equal variances are not assumed ($p<.05$). There is a difference in means between those with children under 18 (2.5223) and those who do not (2.7224), because $p<.05$. Individuals without children under 18 agreed more that Stockton is a good place to raise a family.

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
Stockton is a good place to raise a family.	Cohen's d	1.14628	-.175	-.307	-.042
	Hedges' correction	1.14711	-.174	-.307	-.042
	Glass's delta	1.13249	-.177	-.309	-.044

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control group.

Question 30: Zip code (95202 (poorer) vs 95219 (richer) [Nominal]
Question 27: How satisfied are you with your neighborhood's appearance and physical upkeep? (Interval)

T-Test

Group Statistics

	Please check your current residence Zip Code	N	Mean	Std. Deviation	Std. Error Mean
How satisfied are you with your neighborhood's appearance and physical upkeep?	95202	32	1.9688	1.17732	.20812
	95219	126	4.0317	1.07284	.09558

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
How satisfied are you with your neighborhood's appearance and physical upkeep?	Equal variances assumed	2.083	.151	-9.523	156	<.001	<.001	-2.06300	.21664	-2.49093	-1.63507
	Equal variances not assumed			-9.008	44.958	<.001	<.001	-2.06300	.22902	-2.52428	-1.60171

According to the Levine's Test, standard deviations are statistically equal, hence we consider equal variances are assumed (p>.05). There is a difference in means between those who lived in the zip code 95202 (1.9688) and 95219 (4.0317) because p<.05. The zip code 95202 is associated with poorer neighborhoods in Stockton, while the zip code 95219 deals with more affluent neighborhoods. Individuals who lived in the 95219 zip code were more satisfied with their neighborhood's appearance and physical upkeep compared to individuals who lived in the 95202 area.

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
How satisfied are you with your neighborhood's appearance and physical upkeep?	Cohen's d	1.09440	-1.885	-2.323	-1.442
	Hedges' correction	1.09969	-1.876	-2.312	-1.435
	Glass's delta	1.07284	-1.923	-2.375	-1.465

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control group.

Question 27: How satisfied are you with living in your neighborhood in Stockton [Interval]
Question 30: Zipcode (95202 vs 95219) [Nominal]
T-Test

Group Statistics

	Please check your current residence Zip Code	N	Mean	Std. Deviation	Std. Error Mean
How satisfied are you with living in your neighborhood in Stockton?	95202	32	2.2188	1.33765	.23647
	95219	126	4.1905	.85524	.07619

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
How satisfied are you with living in your neighborhood in Stockton?	Equal variances assumed	21.487	<.001	-10.264	156	<.001	<.001	-1.97173	.19209	-2.35117	-1.59229
	Equal variances not assumed			-7.937	37.670	<.001	<.001	-1.97173	.24844	-2.47481	-1.46865

According to the Levine's Test, standard deviations are not statistically equal, hence we consider equal variances are not assumed ($p<.05$). The zip code 95202 is associated with poorer neighborhoods in Stockton, while the zip code 95219 deals with more affluent neighborhoods. There is a difference in means between those who lived in the 95219 (4.1905) area and the 95202 (2.2188) area, because $p<.05$. Individuals who lived in the 95219 area were more satisfied with living in their neighborhood compared to those living in the 95202 area.

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
How satisfied are you with living in your neighborhood in Stockton?	Cohen's d	.97039	-2.032	-2.478	-1.581
	Hedges' correction	.97508	-2.022	-2.466	-1.573
	Glass's delta	.85524	-2.305	-2.784	-1.821

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control group.

Paired Sample T-Test

1. **Question 18**
    - **Interval: Minor league sports**
    - **Interval: College sports**
2. **Question 18**
    - **Interval:Adult recreation sports**
    - **Interval: Youth sports**
3. **Question 15**
    - **Interval: City beautification**
    - **Interval: Trash and litter clean up**
4. **Question 15**
    - **Interval: Pastime activities**
    - **Interval: Sports and recreation facilities**
5. **Question 25**
    - **Interval: Stockton has many events and activities for me to enjoy**
    - **Interval: Stockton has arts and cultural activities for me to enjoy**

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Minor League Sports (Ports, Heat, Kings)	3.8080	1224	1.08806	.03110
	College Sports (Pacific Tigers, Delta Mustangs)	3.4379	1224	1.12042	.03203
Pair 2	Adult Recreational Sports (Softball, Baseball)	3.2958	1224	1.07865	.03083
	Youth Sports	3.5645	1224	1.14768	.03280
Pair 3	City Beautification (Public Art, Streetscapes, Holiday Decor)	4.2974	1224	.87097	.02489
	Trash and Litter Clean Up	4.7851	1224	.50223	.01436
Pair 4	Pastime Activities (Shopping, movies, amusement parks, etc.)	4.0972	1224	.84798	.02424
	Sports and Recreation Facilities	4.1070	1224	.82628	.02362
Pair 5	Stockton has many events and activities for me to enjoy.	2.7958	1102	1.08372	.03265
	Stockton has arts and cultural activities for me to enjoy.	3.0581	1102	1.03186	.03108

Paired Samples Correlations

		N	Correlation	Significance One-Sided p	Significance Two-Sided p
Pair 1	Minor League Sports (Ports, Heat, Kings) & College Sports (Pacific Tigers, Delta Mustangs)	1224	.611	<.001	<.001
Pair 2	Adult Recreational Sports (Softball, Baseball) & Youth Sports	1224	.560	<.001	<.001
Pair 3	City Beautification (Public Art, Streetscapes, Holiday Decor) & Trash and Litter Clean Up	1224	.240	<.001	<.001
Pair 4	Pastime Activities (Shopping, movies, amusement parks, etc.) & Sports and Recreation Facilities	1224	.280	<.001	<.001
Pair 5	Stockton has many events and activities for me to enjoy. & Stockton has arts and cultural activities for me to enjoy.	1102	.687	<.001	<.001

Paired Samples Test

		Paired Differences					t	df	Significance One-Sided p	Significance Two-Sided p
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper				
Pair 1	Minor League Sports (Ports, Heat, Kings) - College Sports (Pacific Tigers, Delta Mustangs)	.37010	.97447	.02785	.31545	.42474	13.287	1223	<.001	<.001
Pair 2	Adult Recreational Sports (Softball, Baseball) - Youth Sports	-.26879	1.04618	.02990	-.32746	-.21012	-8.989	1223	<.001	<.001
Pair 3	City Beautification (Public Art, Streetscapes, Holiday Decor) - Trash and Litter Clean Up	-.48775	.89507	.02558	-.53794	-.43755	-19.064	1223	<.001	<.001
Pair 4	Pastime Activities (Shopping, movies, amusement parks, etc.) - Sports and Recreation Facilities	-.00980	1.00444	.02871	-.06613	.04652	-.341	1223	.366	.733
Pair 5	Stockton has many events and activities for me to enjoy. - Stockton has arts and cultural activities for me to enjoy.	-.26225	.83802	.02524	-.31178	-.21272	-10.388	1101	<.001	<.001

Pair 1: Individuals expressed more interest in minor league sports compared to college sports, $p<.05$ (statistically significant)
Pair 2: Individuals expressed more interest in youth sports compared to adult recreational sports, $p<.05$ (statistically significant)
Pair 3: Individuals agreed more that trash and litter clean up was more important than city beautification, $p<.05$ (statistically significant)
Pair 4: Individuals had similar responses between the importance of pastime activities and sports and recreation facilities, $p>.05$ (not statistically significant)
Pair 5: Individuals agreed more with the statement that Stockton has arts and cultural activities for me to enjoy compared to the statement Stockton has many events and activities for me to enjoy, $p<.05$ (significantly significant)

ANOVA

Question 31: Age group [Nominal]

Question 25: Stockton has many events and activities for me to enjoy [Interval]

Oneway

Descriptives

Stockton has many events and activities for me to enjoy.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-24	83	2.5301	1.05157	.11542	2.3005	2.7597	1.00	5.00
25-34	174	2.5460	1.09948	.08335	2.3815	2.7105	1.00	5.00
35-44	231	2.6407	1.09778	.07223	2.4984	2.7830	1.00	5.00
45-54	189	2.7884	1.00407	.07304	2.6443	2.9324	1.00	5.00
55-64	216	2.8796	1.03175	.07020	2.7413	3.0180	1.00	5.00
65+	158	3.2468	1.03251	.08214	3.0846	3.4091	1.00	5.00
Total	1051	2.7831	1.07727	.03323	2.7179	2.8483	1.00	5.00

ANOVA

Stockton has many events and activities for me to enjoy.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	55.776	5	11.155	10.025	<.001
Within Groups	1162.763	1045	1.113		
Total	1218.539	1050			

ANOVA test shows that there is a difference in opinions on whether Stockton has many eve nts and activities for individuals to enjoy based on age group. $p<.05$.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Stockton has many events and activities for me to enjoy.

	(I) What is your age group?	(J) What is your age group?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	18-24	25-34	-.01586	.14071	1.000	-.4176	.3859
		35-44	-.11057	.13499	.964	-.4960	.2748
		45-54	-.25824	.13890	.428	-.6548	.1383
		55-64	-.34951	.13623	.107	-.7384	.0394
		65+	-.71671*	.14300	<.001	-1.1250	-.3085
	25-34	18-24	.01586	.14071	1.000	-.3859	.4176
		35-44	-.09472	.10588	.948	-.3970	.2076
		45-54	-.24238	.11082	.245	-.5588	.0740
		55-64	-.33365*	.10745	.024	-.6404	-.0269
		65+	-.70086*	.11592	<.001	-1.0318	-.3699
	35-44	18-24	.11057	.13499	.964	-.2748	.4960
		25-34	.09472	.10588	.948	-.2076	.3970
		45-54	-.14767	.10346	.710	-.4430	.1477
		55-64	-.23894	.09984	.159	-.5240	.0461
		65+	-.60614*	.10890	<.001	-.9171	-.2952
	45-54	18-24	.25824	.13890	.428	-.1383	.6548
		25-34	.24238	.11082	.245	-.0740	.5588
		35-44	.14767	.10346	.710	-.1477	.4430
		55-64	-.09127	.10506	.954	-.3912	.2087
		65+	-.45848*	.11371	<.001	-.7831	-.1338
	55-64	18-24	.34951	.13623	.107	-.0394	.7384
		25-34	.33365*	.10745	.024	.0269	.6404
		35-44	.23894	.09984	.159	-.0461	.5240
		45-54	.09127	.10506	.954	-.2087	.3912
		65+	-.36721*	.11043	.012	-.6825	-.0519
	65+	18-24	.71671*	.14300	<.001	.3085	1.1250
		25-34	.70086*	.11592	<.001	.3699	1.0318
		35-44	.60614*	.10890	<.001	.2952	.9171
		45-54	.45848*	.11371	<.001	.1338	.7831
		55-64	.36721*	.11043	.012	.0519	.6825

*. The mean difference is significant at the 0.05 level.

The multiple comparisons table shows that individuals aged 18-24 had differing opinions from those aged 65+, $p<.05$. Also, those aged 25-34 had differing opinions from those aged 55-64 and 65+. Moreover, those aged 45-54 had differing opinions from those aged 65+. Those aged 55-64 had differing opinions from those aged 25-35 and 65+. Lastly, those aged 65+ had differing opinions from all groups.

Homogeneous Subsets

Stockton has many events and activities for me to enjoy.

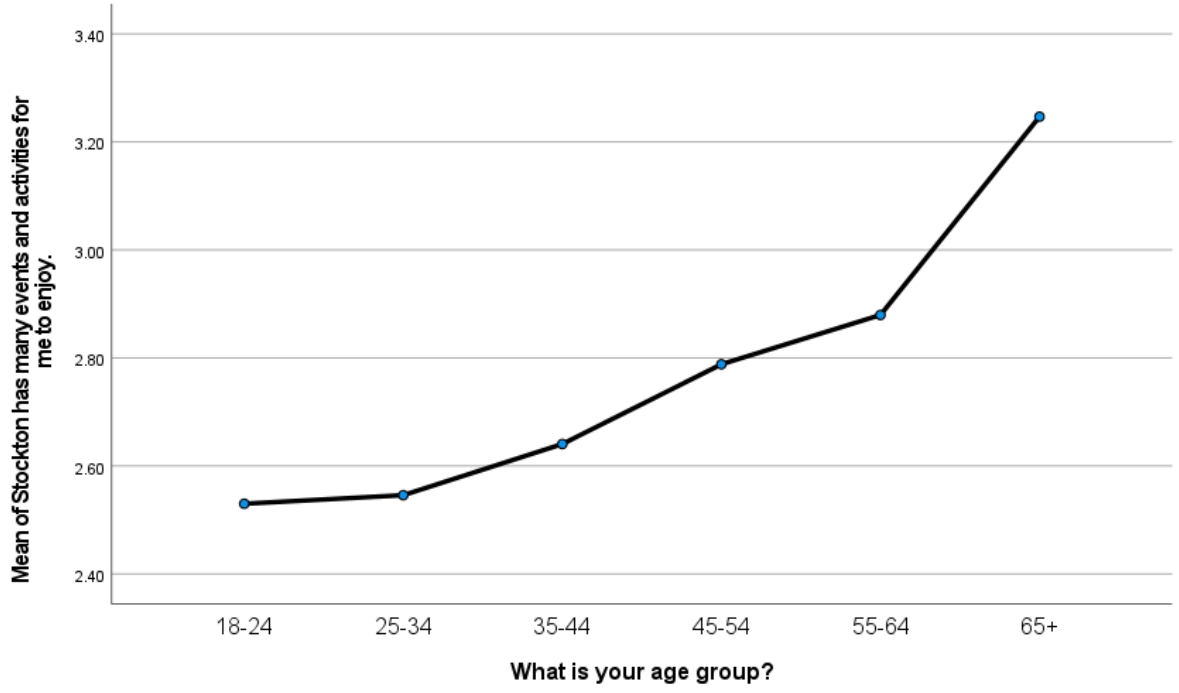
	What is your age group?	N	Subset for alpha = 0.05			
			1	2	3	4
Tukey HSD[a,b]	18-24	83	2.5301			
	25-34	174	2.5460	2.5460		
	35-44	231	2.6407	2.6407		
	45-54	189	2.7884	2.7884		
	55-64	216		2.8796		
	65+	158			3.2468	
	Sig.		.255	.059	1.000	
Duncan[a,b]	18-24	83	2.5301			
	25-34	174	2.5460	2.5460		
	35-44	231	2.6407	2.6407	2.6407	
	45-54	189		2.7884	2.7884	
	55-64	216			2.8796	
	65+	158				3.2468
	Sig.		.386	.054	.058	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 156.356.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Means Plot



Question 31: Age group [Nominal]
Question 26: Stockton is my place of residency for the next 10 years [Interval]
Oneway

Descriptives

Stockton is my place of residency for the next 10 years.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-24	83	2.8072	1.02954	.11301	2.5824	3.0320	1.00	5.00
25-34	174	3.1667	1.29509	.09818	2.9729	3.3605	1.00	5.00
35-44	231	3.4632	1.15615	.07607	3.3133	3.6131	1.00	5.00
45-54	189	3.6138	1.18682	.08633	3.4435	3.7841	1.00	5.00
55-64	216	3.5000	1.14932	.07820	3.3459	3.6541	1.00	5.00
65+	158	3.7658	1.15195	.09164	3.5848	3.9468	1.00	5.00
Total	1051	3.4424	1.19971	.03701	3.3698	3.5151	1.00	5.00

ANOVA

Stockton is my place of residency for the next 10 years.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	69.608	5	13.922	10.091	<.001
Within Groups	1441.659	1045	1.380		
Total	1511.267	1050			

ANOVA test shows that there is a difference in opinions on whether Stockton is an individual's place of residency for the next ten years based on age group, $p<.05$.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Stockton is my place of residency for the next 10 years.

	(I) What is your age group?	(J) What is your age group?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	18-24	25-34	-.35944	.15668	.197	-.8068	.0879
		35-44	-.65597*	.15031	<.001	-1.0851	-.2268
		45-54	-.80653*	.15466	<.001	-1.2481	-.3650
		55-64	-.69277*	.15169	<.001	-1.1258	-.2597
		65+	-.95859*	.15923	<.001	-1.4132	-.5040
	25-34	18-24	.35944	.15668	.197	-.0879	.8068
		35-44	-.29654	.11790	.121	-.6331	.0401
		45-54	-.44709*	.12340	.004	-.7994	-.0948
		55-64	-.33333	.11965	.060	-.6749	.0083
		65+	-.59916*	.12907	<.001	-.9677	-.2306
	35-44	18-24	.65597*	.15031	<.001	.2268	1.0851
		25-34	.29654	.11790	.121	-.0401	.6331
		45-54	-.15055	.11520	.781	-.4795	.1784
		55-64	-.03680	.11117	.999	-.3542	.2806
		65+	-.30262	.12126	.126	-.6488	.0436
	45-54	18-24	.80653*	.15466	<.001	.3650	1.2481
		25-34	.44709*	.12340	.004	.0948	.7994
		35-44	.15055	.11520	.781	-.1784	.4795
		55-64	.11376	.11699	.927	-.2202	.4478
		65+	-.15207	.12661	.836	-.5135	.2094
	55-64	18-24	.69277*	.15169	<.001	.2597	1.1258
		25-34	.33333	.11965	.060	-.0083	.6749
		35-44	.03680	.11117	.999	-.2806	.3542
		45-54	-.11376	.11699	.927	-.4478	.2202
		65+	-.26582	.12296	.257	-.6169	.0852
	65+	18-24	.95859*	.15923	<.001	.5040	1.4132
		25-34	.59916*	.12907	<.001	.2306	.9677
		35-44	.30262	.12126	.126	-.0436	.6488
		45-54	.15207	.12661	.836	-.2094	.5135
		55-64	.26582	.12296	.257	-.0852	.6169

*. The mean difference is significant at the 0.05 level.

According to the multiple comparisons table, those aged 18-24 differed in opinions from individuals 35+. Those aged 25-34 differed in opinions from individuals 45+. Individuals 35-44 differed in opinions from individuals 18-24. Individuals aged 45-54 differed in opinions from individuals from 18-35. Individuals aged 55-64 differed in opinions from individuals aged 18-24. Lastly, individuals aged 65+ differed in opinions from individuals aged 19-34.

Stockton is my place of residency for the next 10 years.

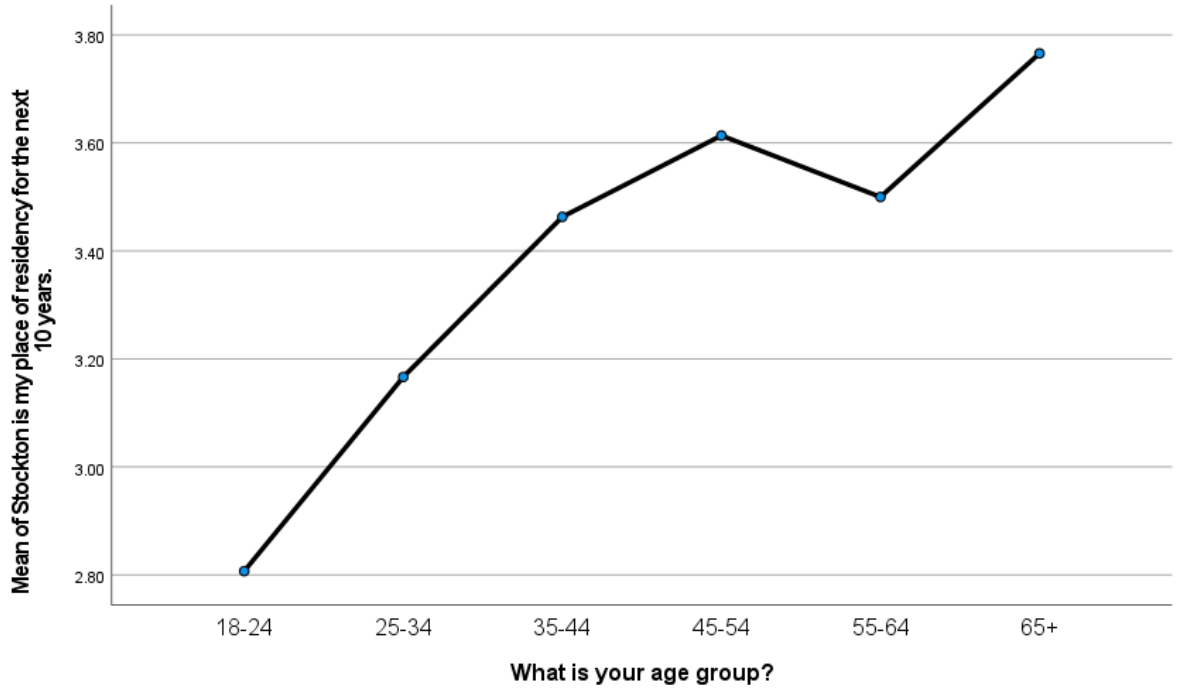
	What is your age group?	N	Subset for alpha = 0.05			
			1	2	3	4
Tukey HSD[a,b]	18-24	83	2.8072			
	25-34	174	3.1667	3.1667		
	35-44	231		3.4632	3.4632	
	55-64	216		3.5000	3.5000	
	45-54	189			3.6138	
	65+	158			3.7658	
	Sig.		.075	.122	.204	
Duncan[a,b]	18-24	83	2.8072			
	25-34	174		3.1667		
	35-44	231			3.4632	
	55-64	216			3.5000	3.5000
	45-54	189			3.6138	3.6138
	65+	158				3.7658
	Sig.		1.000	1.000	.288	.058

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 156.356.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Means Plot



Question 40: How many years have you lived in Stockton [Nominal]
Question 26: Stockton is my place of residency for the next 10 years [Interval]
Oneway

Descriptives

Stockton is my place of residency for the next 10 years.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1-5 years	135	3.0963	1.33201	.11464	2.8696	3.3230	1.00	5.00
6-10 years	95	3.1895	1.14199	.11717	2.9568	3.4221	1.00	5.00
11-15 years	85	3.1176	1.13821	.12346	2.8721	3.3632	1.00	5.00
16 years or more	735	3.5755	1.16579	.04300	3.4911	3.6599	1.00	5.00
Total	1050	3.4419	1.20016	.03704	3.3692	3.5146	1.00	5.00

ANOVA

Stockton is my place of residency for the next 10 years.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.236	3	14.745	10.516	<.001
Within Groups	1466.720	1046	1.402		
Total	1510.956	1049			

ANOVA test shows that there is a difference in opinions on whether Stockton is an individual's place of residence for the next 10 years based on how many years individuals lived in Stockton, p>.05.

Multiple Comparisons

Dependent Variable: Stockton is my place of residency for the next 10 years.

	(I) How many years have you lived in Stockton?	(J) How many years have you lived in Stockton?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	1-5 years	6-10 years	-.09318	.15858	.936	-.5012	.3149
		11-15 years	-.02135	.16396	.999	-.4433	.4006
		16 years or more	-.47921*	.11088	<.001	-.7645	-.1939
	6-10 years	1-5 years	.09318	.15858	.936	-.3149	.5012
		11-15 years	.07183	.17680	.977	-.3831	.5268
		16 years or more	-.38604*	.12910	.015	-.7182	-.0538
	11-15 years	1-5 years	.02135	.16396	.999	-.4006	.4433
		6-10 years	-.07183	.17680	.977	-.5268	.3831
		16 years or more	-.45786*	.13566	.004	-.8069	-.1088
	16 years or more	1-5 years	.47921*	.11088	<.001	.1939	.7645
		6-10 years	.38604*	.12910	.015	.0538	.7182
		11-15 years	.45786*	.13566	.004	.1088	.8069

*. The mean difference is significant at the 0.05 level.

According to the multiple comparisons table, individuals who lived in Stockton for 1-5 years differed in opinions from those who lived in Stockton for 16 years or more. Also, individuals who lived in Stockton for 6-10 years differed in opinions from those who lived in Stockton for 16 years or more. Individuals who lived in Stockton for 11-15 years differed in opinions from those who lived in Stockton for 16 or more years. Lastly, those who lived in Stockton for 16 years or more differed from individuals who lived in Stockton for 15 years or less.

Homogeneous Subsets

Stockton is my place of residency for the next 10 years.

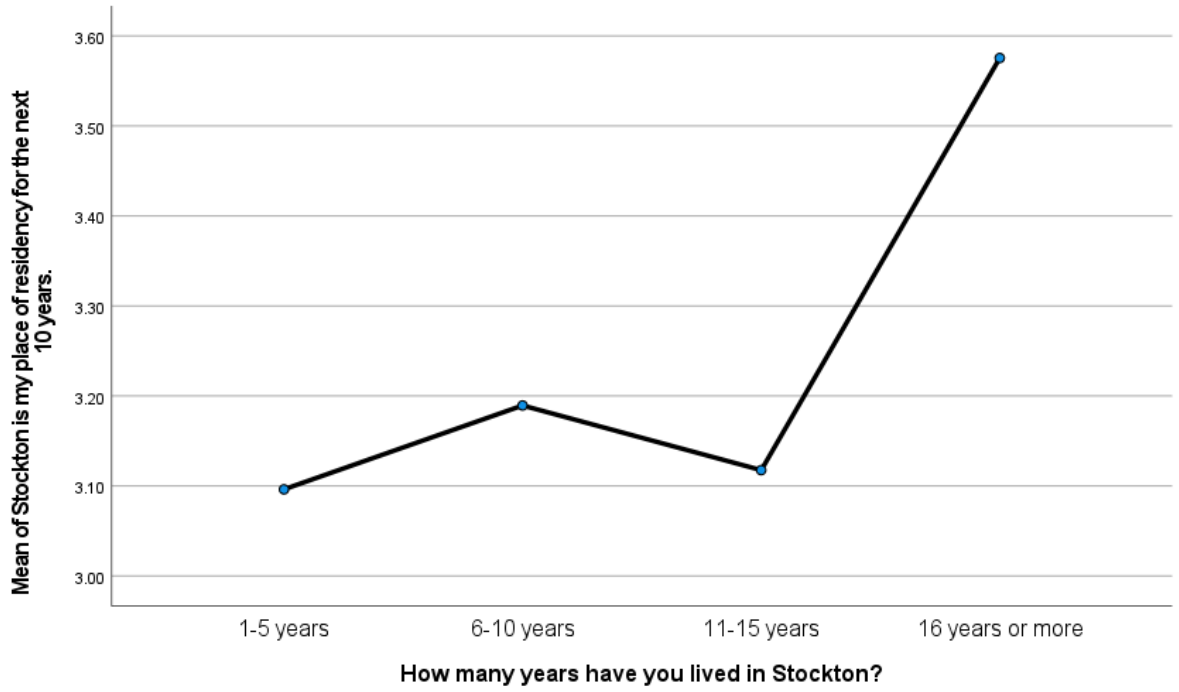
	How many years have you lived in Stockton?	N	Subset for alpha = 0.05	
			1	2
Tukey HSD[a,b]	1-5 years	135	3.0963	
	11-15 years	85	3.1176	
	6-10 years	95	3.1895	
	16 years or more	735		3.5755
	Sig.		.922	1.000
Duncan[a,b]	1-5 years	135	3.0963	
	11-15 years	85	3.1176	
	6-10 years	95	3.1895	
	16 years or more	735		3.5755
	Sig.		.556	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 128.787.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Means Plot


Mean of Stockton is my place of residency for the next 10 years.
3.60
3.50
3.40
3.30
3.20
3.10
3.00
1-5 years
6-10 years
11-15 years
16 years or more
How many years have you lived in Stockton?

Question 31: Age group [Nominal]
Question 15: Importance of pastime activities [Interval]
Oneway

Descriptives

Pastime Activities (Shopping, movies, amusement parks, etc.)

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-24	83	4.3133	.69717	.07652	4.1610	4.4655	2.00	5.00
25-34	174	4.1322	.90586	.06867	3.9966	4.2677	1.00	5.00
35-44	231	4.1948	.81889	.05388	4.0886	4.3010	1.00	5.00
45-54	189	4.0529	.84259	.06129	3.9320	4.1738	1.00	5.00
55-64	216	4.0278	.81792	.05565	3.9181	4.1375	1.00	5.00
65+	158	3.9304	.90376	.07190	3.7884	4.0724	1.00	5.00
Total	1051	4.0942	.84722	.02613	4.0429	4.1455	1.00	5.00

ANOVA

Pastime Activities (Shopping, movies, amusement parks, etc.)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.087	5	2.417	3.407	.005
Within Groups	741.587	1045	.710		
Total	753.675	1050			

ANOVA test shows that there is a difference in opinions on the importance of pastime activities (shopping, movies, amusement parks, etc.) based on age group, $p<.05$.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Pastime Activities (Shopping, movies, amusement parks, etc.)

	(I) What is your age group?	(J) What is your age group?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	18-24	25-34	.18107	.11238	.591	-.1398	.5019
		35-44	.11845	.10781	.882	-.1893	.4262
		45-54	.26034	.11093	.176	-.0564	.5770
		55-64	.28548	.10879	.092	-.0251	.5961
		65+	.38287*	.11420	.011	.0568	.7089
	25-34	18-24	-.18107	.11238	.591	-.5019	.1398
		35-44	-.06262	.08456	.977	-.3040	.1788
		45-54	.07927	.08851	.948	-.1734	.3320
		55-64	.10441	.08581	.829	-.1406	.3494
		65+	.20180	.09257	.248	-.0625	.4661
	35-44	18-24	-.11845	.10781	.882	-.4262	.1893
		25-34	.06262	.08456	.977	-.1788	.3040
		45-54	.14190	.08262	.521	-.0940	.3778
		55-64	.16703	.07973	.291	-.0606	.3947
		65+	.26443*	.08697	.029	.0161	.5127
	45-54	18-24	-.26034	.11093	.176	-.5770	.0564
		25-34	-.07927	.08851	.948	-.3320	.1734
		35-44	-.14190	.08262	.521	-.3778	.0940
		55-64	.02513	.08391	1.000	-.2144	.2647
		65+	.12253	.09081	.757	-.1367	.3818
	55-64	18-24	-.28548	.10879	.092	-.5961	.0251
		25-34	-.10441	.08581	.829	-.3494	.1406
		35-44	-.16703	.07973	.291	-.3947	.0606
		45-54	-.02513	.08391	1.000	-.2647	.2144
		65+	.09740	.08819	.880	-.1544	.3492
	65+	18-24	-.38287*	.11420	.011	-.7089	-.0568
		25-34	-.20180	.09257	.248	-.4661	.0625
		35-44	-.26443*	.08697	.029	-.5127	-.0161
		45-54	-.12253	.09081	.757	-.3818	.1367
		55-64	-.09740	.08819	.880	-.3492	.1544

*. The mean difference is significant at the 0.05 level.

Individuals aged 18-24 differed in opinions from those aged 65+ and Individuals aged 35-44 differed in opinions from those 65+.

Homogeneous Subsets

Pastime Activities (Shopping, movies, amusement parks, etc.)

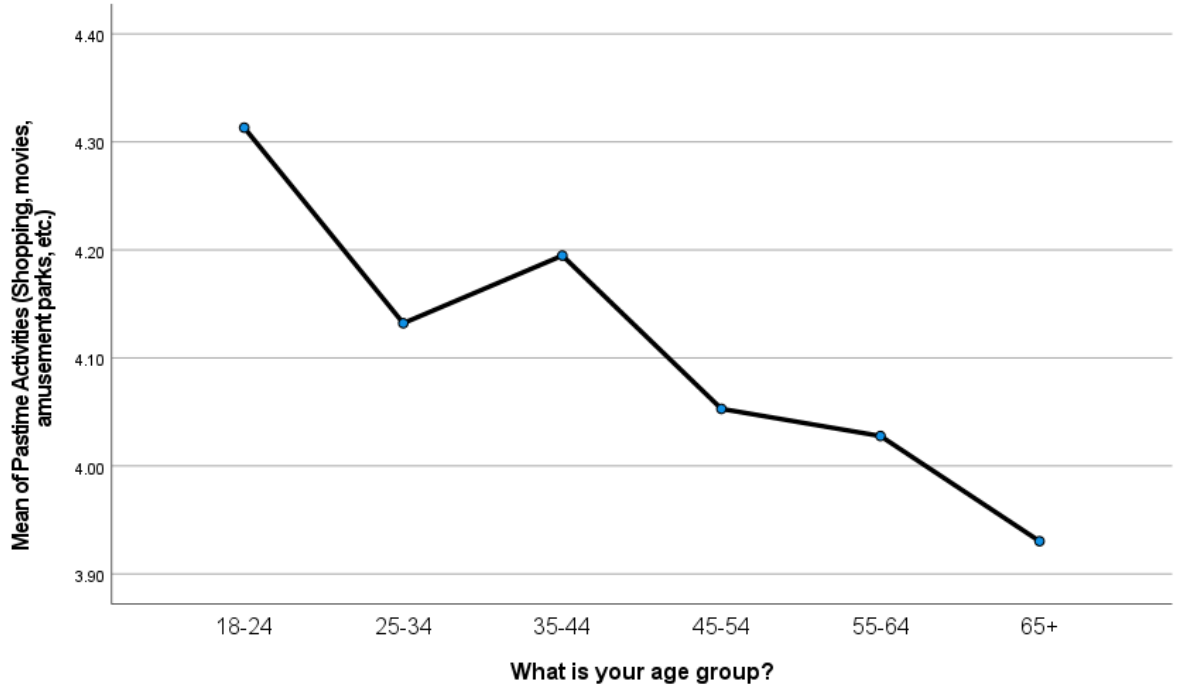
	What is your age group?	N	Subset for alpha = 0.05		
			1	2	3
Tukey HSD[a,b]	65+	158	3.9304		
	55-64	216	4.0278		
	45-54	189	4.0529	4.0529	
	25-34	174	4.1322	4.1322	
	35-44	231	4.1948	4.1948	
	18-24	83		4.3133	
	Sig.		.062	.070	
Duncan[a,b]	65+	158	3.9304		
	55-64	216	4.0278	4.0278	
	45-54	189	4.0529	4.0529	
	25-34	174	4.1322	4.1322	4.1322
	35-44	231		4.1948	4.1948
	18-24	83			4.3133
	Sig.		.052	.111	.072

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 156.356.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Means Plots



Question 42: How many people do you have in your household [Nominal]
Question 25: Stockton is a good place to raise a family [Interval]

Oneway

Descriptives

Stockton is a good place to raise a family.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
2 or less	502	2.7291	1.15915	.05174	2.6274	2.8307	1.00	5.00
3-5	465	2.6516	1.11954	.05192	2.5496	2.7536	1.00	5.00
6 or more	75	2.3867	1.21803	.14065	2.1064	2.6669	1.00	5.00
Total	1042	2.6699	1.14821	.03557	2.6001	2.7397	1.00	5.00

ANOVA

Stockton is a good place to raise a family.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.930	2	3.965	3.019	.049
Within Groups	1364.503	1039	1.313		
Total	1372.434	1041			

ANOVA test shows that there is a difference in opinions on whether Stockton is a good place to raise a family based on how many individuals they have in their household, $p<.05$.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Stockton is a good place to raise a family.

	(I) How many people are in your household?	(J) How many people are in your household?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	2 or less	3-5	.07747	.07376	.545	-.0956	.2506
		6 or more	.34242*	.14187	.042	.0094	.6754
	3-5	2 or less	-.07747	.07376	.545	-.2506	.0956
		6 or more	.26495	.14260	.152	-.0697	.5996
	6 or more	2 or less	-.34242*	.14187	.042	-.6754	-.0094
		3-5	-.26495	.14260	.152	-.5996	.0697

*. The mean difference is significant at the 0.05 level.

Individuals with 2 or less individuals in their household differed in opinions from those with 6 or more individuals.

Homogeneous Subsets

Stockton is a good place to raise a family.

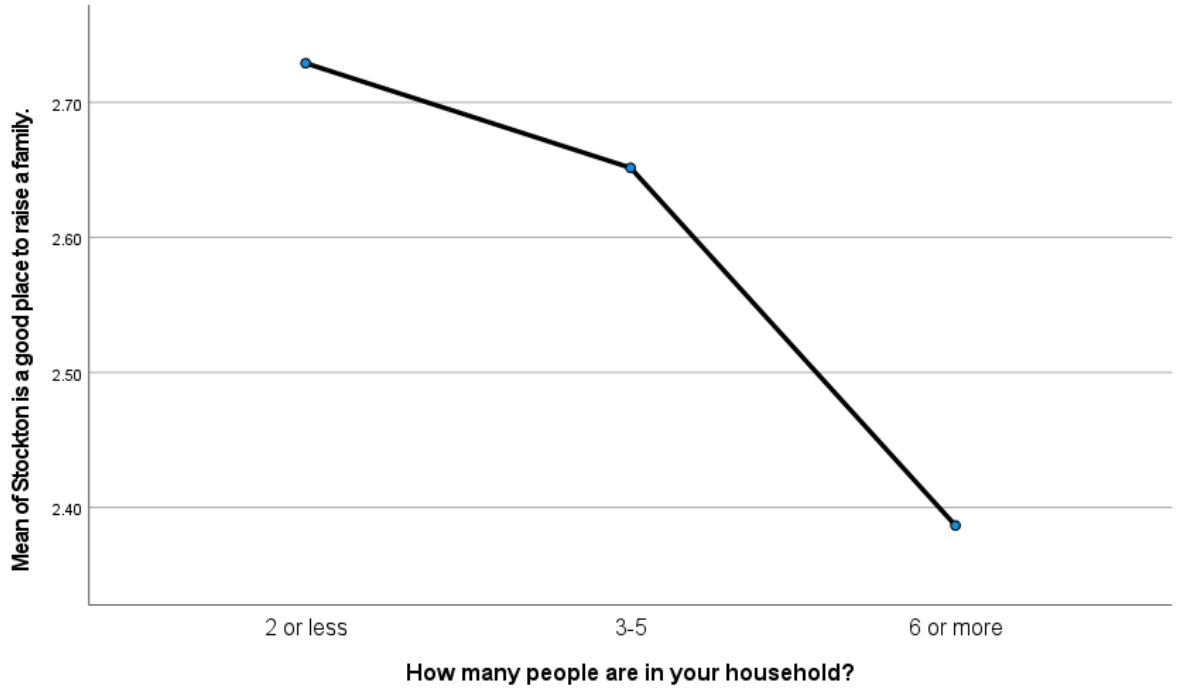
	How many people are in your household?	N	Subset for alpha = 0.05	
			1	2
Tukey HSD[a,b]	6 or more	75	2.3867	
	3-5	465	2.6516	2.6516
	2 or less	502		2.7291
	Sig.		.082	.806
Duncan[a,b]	6 or more	75	2.3867	
	3-5	465		2.6516
	2 or less	502		2.7291
	Sig.		1.000	.531

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 171.665.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Means Plots



Cross-Tabulations

Question 12: What type of events would you like to see more of in Stockton? (Choose 5) (Nominal)
Question 31: Age group (Nominal)

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Check_AgeGroup*$Events_More	1018	43.3%	1335	56.7%	2353	100.0%

Check_AgeGroup*$Events_More Crosstabulation

			$Events_More[a]											
			Concerts	Sporting Competitions	Speaker Events and Educational Opportunities	Parades	Multi-cultural events	Arts and Crafts Festivals	Food Festivals	Beer and Wine Festivals	Farmers' Markets	Car Shows	Live Entertainment	Arts Events	Total
What is your age group?	18-24	Count	44	12	11	21	34	26	53	21	35	23	31	30	80
		% within Check_AgeGroup	55.0%	15.0%	13.8%	26.3%	42.5%	32.5%	66.3%	26.3%	43.8%	28.8%	38.8%	37.5%	
	25-34	Count	92	45	29	24	82	48	105	71	80	33	93	54	172
		% within Check_AgeGroup	53.5%	26.2%	16.9%	14.0%	47.7%	27.9%	61.0%	41.3%	46.5%	19.2%	54.1%	31.4%	
	35-44	Count	125	63	50	42	93	69	123	77	96	32	135	76	223
		% within Check_AgeGroup	56.1%	28.3%	22.4%	18.8%	41.7%	30.9%	55.2%	34.5%	43.0%	14.3%	60.5%	34.1%	
	45-54	Count	101	57	44	29	76	55	105	50	91	32	89	58	183
		% within Check_AgeGroup	55.2%	31.1%	24.0%	15.8%	41.5%	30.1%	57.4%	27.3%	49.7%	17.5%	48.6%	31.7%	
	55-64	Count	116	57	37	31	77	102	100	44	94	33	86	82	210
		% within Check_AgeGroup	55.2%	27.1%	17.6%	14.8%	36.7%	48.6%	47.6%	21.0%	44.8%	15.7%	41.0%	39.0%	
	65+	Count	83	31	31	19	71	74	79	30	72	25	50	74	150
		% within Check_AgeGroup	55.3%	20.7%	20.7%	12.7%	47.3%	49.3%	52.7%	20.0%	48.0%	16.7%	33.3%	49.3%	
Total		Count	561	265	202	166	433	374	565	293	468	178	484	374	1018

Percentages and totals are based on respondents.
a. Dichotomy group tabulated at value 1.

Findings:
Respondents across all age groups agreed that Stockton needs more concert-related events, food festivals, multi-cultural events, and farmers markets.

Respondents in the age group 25-54 agreed that Stockton needs more live entertainment-related events.

Respondents in the age group 55+ agreed that Stockton needs more arts and crafts festivals

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Question 31: Age Group (Nominal)
Question 14: What activities or things to do does Stockton need more of? (Nominal)

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Check_AgeGroup*$Activities_More	1016	43.2%	1337	56.8%	2353	100.0%

Check_AgeGroup*$Activities_More Crosstabulation

			$Activities_More[a]							
			Nightlife	Activities for Children (age 0-12)	Activities for Teens (age 13-17)	Musuems & Cultural Institutions	Shopping	Delta and Water Related Activities	Neighborhood Pop Up Events	Total
What is your age group?	18-24	Count	46	18	45	37	18	26	25	79
		% within Check_AgeGroup	58.2%	22.8%	57.0%	46.8%	22.8%	32.9%	31.6%	
	25-34	Count	81	69	76	67	33	72	60	170
		% within Check_AgeGroup	47.6%	40.6%	44.7%	39.4%	19.4%	42.4%	35.3%	
	35-44	Count	95	102	139	60	37	92	74	227
		% within Check_AgeGroup	41.9%	44.9%	61.2%	26.4%	16.3%	40.5%	32.6%	
	45-54	Count	55	74	112	61	37	73	69	182
		% within Check_AgeGroup	30.2%	40.7%	61.5%	33.5%	20.3%	40.1%	37.9%	
	55-64	Count	57	85	130	69	25	87	80	208
		% within Check_AgeGroup	27.4%	40.9%	62.5%	33.2%	12.0%	41.8%	38.5%	
	65+	Count	31	61	95	64	25	51	61	150
		% within Check_AgeGroup	20.7%	40.7%	63.3%	42.7%	16.7%	34.0%	40.7%	
Total		Count	365	409	597	358	175	401	369	1016

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Findings:
Respondents across all age groups agreed that Stockton needs more activities for teens (age 13-17)

Respondents in the age group 18-44 agreed that Stockton needs more nightlife

Respondents in the age group 25-64 agreed that Stockton needs more delta and water related activities

Respondents in the age group 45+ agreed that Stockton needs more neighborhood pop-up events

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Question 30: Zip Code (Nominal)
Question 13: What projects or initiatives would you like to see in Stockton? (Nominal)

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Check_Residence_ZipCode*$Project_More	1039	44.2%	1314	55.8%	2353	100.0%

Check_Residence_ZipCode*$Project_More Crosstabulation

			$Project_More[a]						
			Citywide Mural Project	Trash and Litter Clean Up	Better Signage and Wayfinding	City Beautification	More Family Entertainment Venues	More Youth Sports and Recreation Facilities	Total
Please check your current residence Zip Code	95202	Count	9	24	4	22	10	12	31
		% within Check_Residence_ZipCode	29.0%	77.4%	12.9%	71.0%	32.3%	38.7%	
	95203	Count	16	73	11	57	36	32	86
		% within Check_Residence_ZipCode	18.6%	84.9%	12.8%	66.3%	41.9%	37.2%	
	95204	Count	37	129	21	106	64	53	154
		% within Check_Residence_ZipCode	24.0%	83.8%	13.6%	68.8%	41.6%	34.4%	
	95205	Count	16	52	4	41	42	28	71
		% within Check_Residence_ZipCode	22.5%	73.2%	5.6%	57.7%	59.2%	39.4%	
	95206	Count	11	97	8	67	65	49	124
		% within Check_Residence_ZipCode	8.9%	78.2%	6.5%	54.0%	52.4%	39.5%	
	95207	Count	22	121	19	86	73	45	142
		% within Check_Residence_ZipCode	15.5%	85.2%	13.4%	60.6%	51.4%	31.7%	
	95209	Count	32	112	14	84	84	62	147
		% within Check_Residence_ZipCode	21.8%	76.2%	9.5%	57.1%	57.1%	42.2%	
	95210	Count	10	57	10	41	39	29	76
		% within Check_Residence_ZipCode	13.2%	75.0%	13.2%	53.9%	51.3%	38.2%	
	95212	Count	8	35	3	27	32	18	49
		% within Check_Residence_ZipCode	16.3%	71.4%	6.1%	55.1%	65.3%	36.7%	
	95215	Count	7	27	1	20	16	11	33
		% within Check_Residence_ZipCode	21.2%	81.8%	3.0%	60.6%	48.5%	33.3%	
	95219	Count	23	95	21	82	56	49	126
		% within Check_Residence_ZipCode	18.3%	75.4%	16.7%	65.1%	44.4%	38.9%	
Total		Count	191	822	116	633	517	388	1039

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Findings:
Respondents across all zip codes agreed that Stockton needs more trash and litter clean up and city beautification projects and initiatives

Respondents across all zip codes emphasized a lack of interest in Citywide mural projects and better signage and wayfinding.

Respondents in the following zip codes: 95205, 95206, 95207, 95209, 95210, and 95212 expressed more interest in family entertainment venues compared to other zip codes

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Question 30: Zip Code (Nominal)
Question 12: What type of events would you like to see more of in Stockton? (Nominal)

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Check_Residence_ZipCode*$Events_More	1018	43.3%	1335	56.7%	2353	100.0%

Check_Residence_ZipCode*$Events_More Crosstabulation

			$Events_More[a]											
			Concerts	Sporting Competitions	Speaker Events and Educational Opportunities	Parades	Multi-cultural events	Arts and Crafts Festivals	Food Festivals	Beer and Wine Festivals	Farmers' Markets	Car Shows	Live Entertainment	Arts Events	Total
Please check your current residence Zip Code	95202	Count	15	4	8	3	13	12	16	7	16	3	15	10	29
		% within Check_Residence_ZipCode	51.7%	13.8%	27.6%	10.3%	44.8%	41.4%	55.2%	24.1%	55.2%	10.3%	51.7%	34.5%	
	95203	Count	50	21	19	14	34	28	45	29	41	10	37	42	84
		% within Check_Residence_ZipCode	59.5%	25.0%	22.6%	16.7%	40.5%	33.3%	53.6%	34.5%	48.8%	11.9%	44.0%	50.0%	
	95204	Count	86	44	27	24	68	63	83	47	64	24	65	62	151
		% within Check_Residence_ZipCode	57.0%	29.1%	17.9%	15.9%	45.0%	41.7%	55.0%	31.1%	42.4%	15.9%	43.0%	41.1%	
	95205	Count	43	15	10	21	28	19	41	19	32	18	37	18	69
		% within Check_Residence_ZipCode	62.3%	21.7%	14.5%	30.4%	40.6%	27.5%	59.4%	27.5%	46.4%	26.1%	53.6%	26.1%	
	95206	Count	63	25	19	29	57	42	67	25	56	27	54	23	121
		% within Check_Residence_ZipCode	52.1%	20.7%	15.7%	24.0%	47.1%	34.7%	55.4%	20.7%	46.3%	22.3%	44.6%	19.0%	
	95207	Count	81	34	39	18	62	53	84	45	66	15	62	56	142
		% within Check_Residence_ZipCode	57.0%	23.9%	27.5%	12.7%	43.7%	37.3%	59.2%	31.7%	46.5%	10.6%	43.7%	39.4%	
	95209	Count	83	43	28	15	59	58	80	38	66	26	71	62	143
		% within Check_Residence_ZipCode	58.0%	30.1%	19.6%	10.5%	41.3%	40.6%	55.9%	26.6%	46.2%	18.2%	49.7%	43.4%	
	95210	Count	37	12	13	14	25	26	38	14	35	22	41	15	71
		% within Check_Residence_ZipCode	52.1%	16.9%	18.3%	19.7%	35.2%	36.6%	53.5%	19.7%	49.3%	31.0%	57.7%	21.1%	
	95212	Count	23	14	10	10	21	17	29	18	18	10	26	15	50
		% within Check_Residence_ZipCode	46.0%	28.0%	20.0%	20.0%	42.0%	34.0%	58.0%	36.0%	36.0%	20.0%	52.0%	30.0%	
	95215	Count	12	11	5	10	15	11	12	11	18	7	14	10	32
		% within Check_Residence_ZipCode	37.5%	34.4%	15.6%	31.3%	46.9%	34.4%	37.5%	34.4%	56.3%	21.9%	43.8%	31.3%	
	95219	Count	68	42	24	8	51	45	70	40	56	16	62	61	126
		% within Check_Residence_ZipCode	54.0%	33.3%	19.0%	6.3%	40.5%	35.7%	55.6%	31.7%	44.4%	12.7%	49.2%	48.4%	
Total		Count	561	265	202	166	433	374	565	293	468	178	484	374	1018

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Findings:
Respondents across all zip codes agreed that Stockton needs more concerts, farmer's markets, live entertainment and food-festivals

Respondents across all zip codes expressed a lack of interest in sporting competitions, speaker events and educational opportunities, parades, and car shows

Respondents in the following zip codes: 95203, 95209, 95219, and 95204 expressed more interest in arts events compared to other zip codes

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Question 30: Zip Code (Nominal)
Question 14: What activities or things to do does Stockton need more of? (Nominal)

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Check_Residence_ZipCode*$Activities_More	1016	43.2%	1337	56.8%	2353	100.0%

Check_Residence_ZipCode*$Activities_More Crosstabulation

			$Activities_More[a]							
			Nightlife	Activities for Children (age 0-12)	Activities for Teens (age 13-17)	Musuems & Cultural Institutions	Shopping	Delta and Water Related Activities	Neighborhood Pop Up Events	Total
Please check your current residence Zip Code	95202	Count	8	13	15	12	4	15	11	30
		% within Check_Residence_ZipCode	26.7%	43.3%	50.0%	40.0%	13.3%	50.0%	36.7%	
	95203	Count	35	23	48	37	13	35	35	87
		% within Check_Residence_ZipCode	40.2%	26.4%	55.2%	42.5%	14.9%	40.2%	40.2%	
	95204	Count	54	65	83	51	27	63	59	153
		% within Check_Residence_ZipCode	35.3%	42.5%	54.2%	33.3%	17.6%	41.2%	38.6%	
	95205	Count	24	35	34	20	16	28	29	71
		% within Check_Residence_ZipCode	33.8%	49.3%	47.9%	28.2%	22.5%	39.4%	40.8%	
	95206	Count	50	42	70	43	20	41	47	122
		% within Check_Residence_ZipCode	41.0%	34.4%	57.4%	35.2%	16.4%	33.6%	38.5%	
	95207	Count	46	52	83	49	19	58	59	138
		% within Check_Residence_ZipCode	33.3%	37.7%	60.1%	35.5%	13.8%	42.0%	42.8%	
	95209	Count	41	70	96	50	23	54	47	141
		% within Check_Residence_ZipCode	29.1%	49.6%	68.1%	35.5%	16.3%	38.3%	33.3%	
	95210	Count	24	32	46	23	12	30	22	73
		% within Check_Residence_ZipCode	32.9%	43.8%	63.0%	31.5%	16.4%	41.1%	30.1%	
	95212	Count	18	19	31	19	14	15	14	49
		% within Check_Residence_ZipCode	36.7%	38.8%	63.3%	38.8%	28.6%	30.6%	28.6%	
	95215	Count	16	13	19	9	2	12	10	30
		% within Check_Residence_ZipCode	53.3%	43.3%	63.3%	30.0%	6.7%	40.0%	33.3%	
	95219	Count	49	45	72	45	25	50	36	122
		% within Check_Residence_ZipCode	40.2%	36.9%	59.0%	36.9%	20.5%	41.0%	29.5%	
Total		Count	365	409	597	358	175	401	369	1016

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Findings:

Respondents across all zip codes agreed that Stockton needs more activities for teens.

Respondents in the 95215 zip code agreed most that Stockton needs more nightlife compared to other zip codes

Respondents across all zip codes expressed little interest in shopping-related activities or things to do

Respondents in the 95202 zip code expressed the most interest in delta and water related activities