



Town of Queen Creek Citizen Survey

Conducted by: Issues & Answers Network, Inc.
November 7, 2012



Background & Methodology

- **Beginning on September 25, 2012 and ending on October 3, 2012, a citizen survey was conducted with 400 residents of Queen Creek. All interviews were conducted via telephone and lasted approximately 21 minutes each. All respondents were given the option of completing the survey in Spanish. Of the 400 interviews conducted:**
 - 320 (80%) were conducted with residents on landline telephones; 80 (20%) were conducted with residents on cellular telephones.
 - 396 were conducted in English; 4 in Spanish.
- **Every effort was made to survey respondents residing only within the Queen Creek Incorporated Limits. Several measures were taken to minimize the risk of interviewing residents outside the desired area:**
 - All participants were asked whether they receive trash services from the Town of Queen Creek; and,
 - Only residents in zip code 85142 were interviewed.
- **A previous wave of this survey was conducted in March 2010. The 2012 questionnaire remained relatively unchanged to allow for comparisons between waves.**
- **Issues & Answers collaborated with the Town on all aspects of the project, including the methodology selection, questionnaire development and analytical approach.**



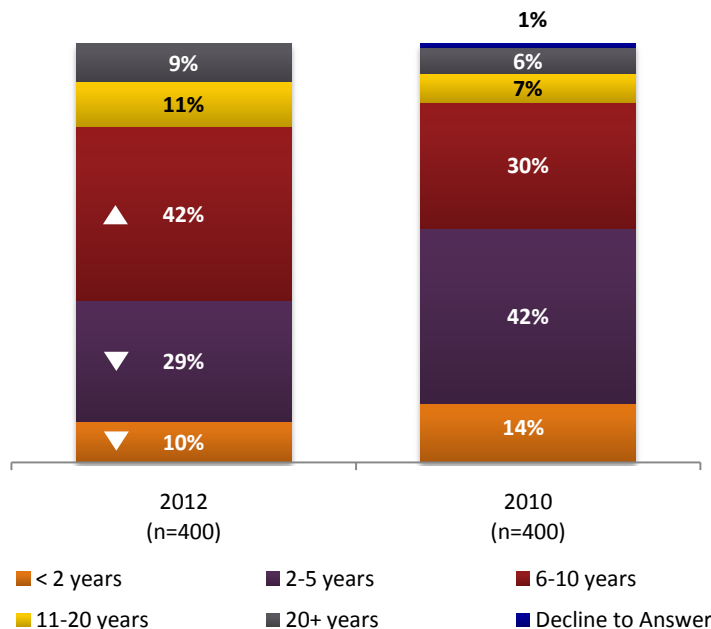
Detailed Findings

Citizen Profile

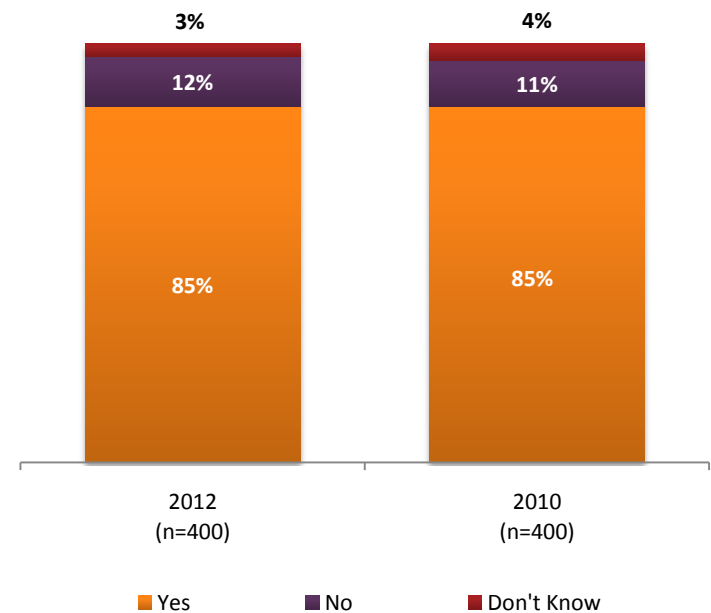
Length of Residency & Future Intentions

- **A larger percentage of long term residents were interviewed this wave.**
 - Most (62%) respondents have lived in Queen Creek for six or more years, compared to only 43% in the 2010 survey.
- **However, future intentions remain unchanged with the vast majority (85%) planning to remain in the Town for at least another five years.**

Length of Residency



Intention to Live in Queen Creek in Five Years



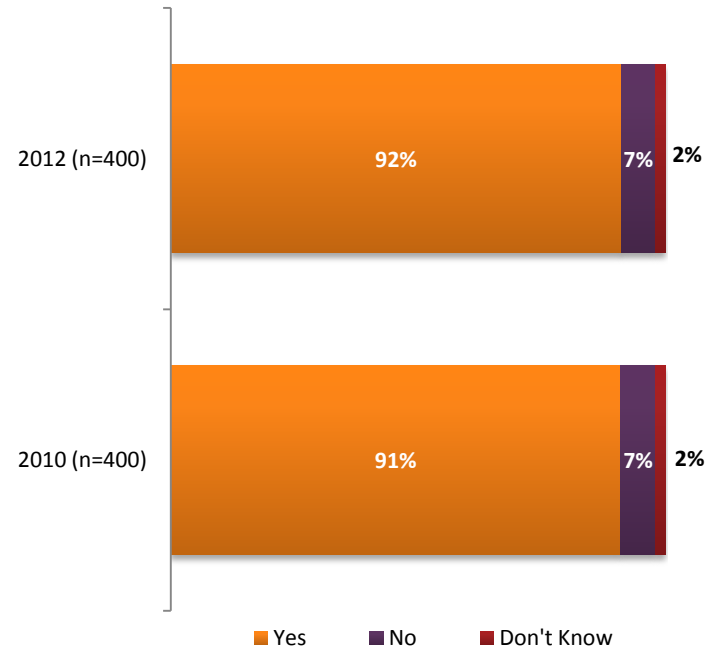
D1. How many years have you lived in Queen Creek?

Q4. Are you likely to be living in Queen Creek five years from now? (Base: Total Respondents)

▲ ▼ Arrows denote significant difference between waves

Likelihood to Recommend

- **Consistent with 2010 results, the vast majority (92%) of residents would recommend living in Queen Creek to others.**
 - However, this metric also varies by ethnicity with Caucasian respondents being much more likely to recommend Queen Creek than those of other races (98% vs. 83%, respectively).



Level of Community Engagement

- **Residents stay informed via a number of channels with monthly utility bill inserts being the most popular (82%).**
 - Far fewer have read the Town’s monthly electronic newsletter (36%) or registered online to receive e-mail notifications from the Town (24%).
 - Although only 19% of residents report visiting one of the Town’s social media sites, 65% have visited the Queen Creek website in the past year.
- **While 37% of respondents have volunteered time to a community group/activity, direct involvement in Town Government is fairly uncommon.**

Activity	Ever Participated		1-5 times		6-10 times		11+ times		Every day		Never	
	2012 (n=400)	2010 (n=400)	2012	2010	2012	2010	2012	2010	2012	2010	2012	2010
Read newsletter included with monthly utility bills	82%	79%	26%	27%	11%	10%	38%	39%	7% ▲	2%	17%	20%
Visited Town of Queen Creek website	65%	70%	38%	41%	10%	10%	15%	17%	1%	2%	35% ▲	28%
Volunteered time to community group/activity	37%	36%	21%	17%	4%	4%	10%	13%	2%	2%	63%	63%
Read Town monthly electronic newsletter	36% ▲	30%	16%	13%	4%	4%	15%	11%	2%	2%	62%	68%
Attended meeting of local elected officials / local public meeting	28%	30%	23%	25%	1%	2%	4%	3%	1%	0%	72%	69%
Registered online to receive automatic e-mail notifications from town	24%	23%	20%	19%	0%	1%	3%	2%	1%	1%	74%	74%
Visited one of the Town’s social media sites on Facebook or Twitter*	19%	-	11%	-	2%	-	5%	-	1%	-	80%	-
Watched Town Council meeting online	8% ▼	14%	6% ▼	12%	0%	0%	1%	1%	0%	1%	92% ▲	84%

*Not asked in 2010 survey.

NOTE: Don't know responses are excluded.

▲ ▼ Arrows denote significant difference between waves

Q5. In the last 12 months, about how many times, if any, have you or other household members participated in the following activities in Queen Creek? (Base: Total Respondents)

Usage of Town Services/Programs

- **When asked how often they, or any member of their household, engaged in specific activities, residents are most likely to report having visited a Town park in the past year (77%).**
 - Almost as many (75%) have frequented a public library.
- **Participation in community activities, arts and sports/recreation programs is relatively low.**
 - However, households with children and those making more than \$50K annually are significantly more likely to have engaged in nearly every activity. The only exception to this is the attendance of cultural events at the Performing Arts Center, which is consistently low across all demographic segments.
 - Additionally, respondents under 55 years old report participation in a local sports league or recreational program more than twice as often as their older counterparts.



Activity	Ever Participated		1-5 times		6-10 times		11+ times		Every day		Never	
	2012 (n=400)	2010 (n=400)	2012	2010	2012	2010	2012	2010	2012	2010	2012	2010
Visited town park	77%	82%	36%	31%	9%	8%	29% ▼	40%	4%	3%	23%	17%
Used public library	75%	73%	30%	25%	12%	10%	29% ▼	36%	3%	2%	25%	27%
Attended town-sponsored community event	43%	45%	40%	38%	1% ▼	4%	2%	3%	0%	1%	57%	53%
Attended cultural event at Performing Arts Center	33%	38%	28%	32%	2%	3%	2%	3%	0%	0%	67%	61%
Participated in local sports league	25%	28%	15%	16%	1%	3%	7%	8%	2%	1%	74%	71%
Participated in recreation program	18%	23%	11%	16%	3%	1%	4%	4%	0%	1%	81%	76%

NOTE: Don't know responses are excluded.

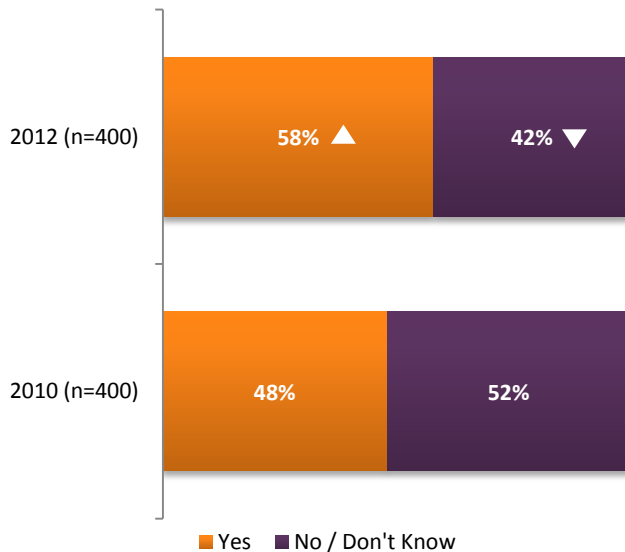
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Q5. In the last 12 months, about how many times, if any, have you or other household members participated in the following activities in Queen Creek? (Base: Total Respondents)

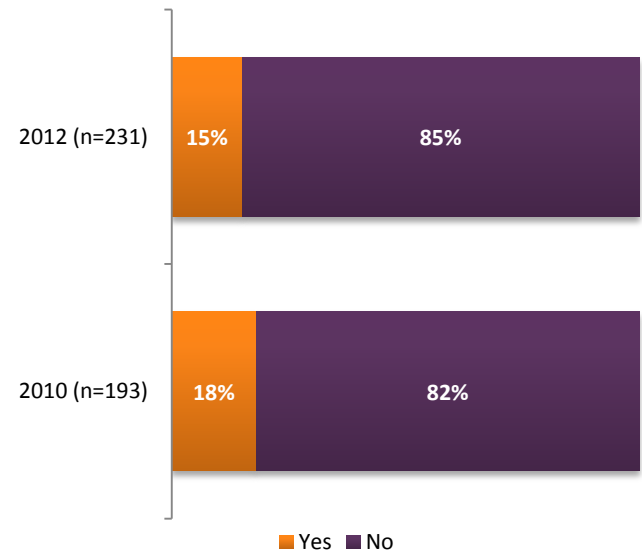
Town Operating Hours

- **Nearly six in ten (58%) respondents are aware of the Town’s operating hours, a significant increase over 2010.**
 - Residents living in Queen Creek six or more years continue to exhibit significantly higher levels of awareness than their less-tenured counterparts (62% vs. 52%, respectively).
- **Of those who are aware, the vast majority (85%) say the Town’s hours have never caused a problem when trying to conduct business or access services.**

Awareness of Operating Hours



Whether Operating Hours Have Caused Issues

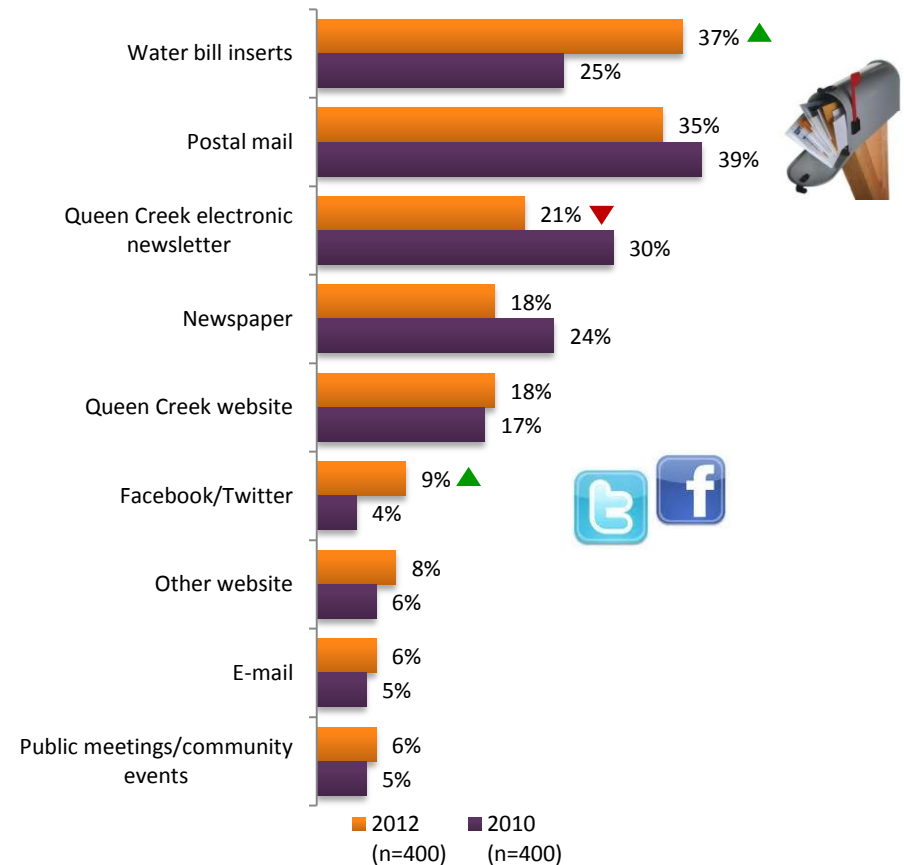


Q16. Are you aware that the Town of Queen Creek’s operating hours are 7 a.m. to 6 p.m. Monday through Thursday? (Base: Total Respondents)

Q17. Has this ever caused a problem for you when trying to conduct business or access services? (Base: Respondents who are aware of Town hours of operation)

Preferred Information Sources

- **The largest percentage (37%) of residents prefer to receive information about Town issues, programs and events via water bill inserts.**
 - Postal mail is mentioned nearly as often by 35% of respondents.
- **Compared to 2010, far fewer residents say they prefer to get information from the Queen Creek electronic newsletter (21% vs. 30% in 2010).**
 - Conversely, the popularity of social media sites as an information source has more than doubled from 4% last wave to 9% currently.
- **Although newspapers are only preferred by 18% of respondents overall, one-quarter (25%) of those over 55 would like to receive information via this source.**



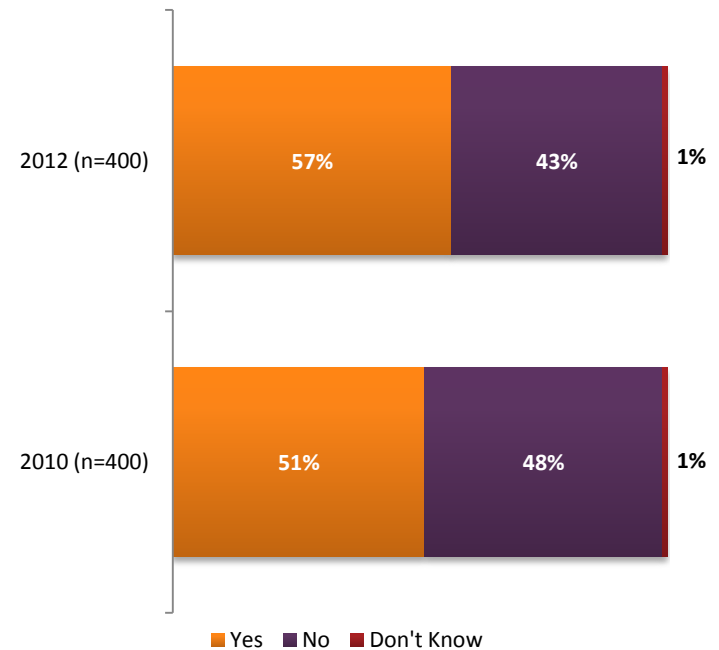
NOTE: Responses mentioned by less than three residents are not shown. Percentages do not add up to 100% because multiple responses were permitted.

▲ ▼ Arrows denote significant difference between waves

Q10. How do you prefer to receive information about Town issues, programs, and events? (Base: Total Respondents)

Interaction with Town Employees

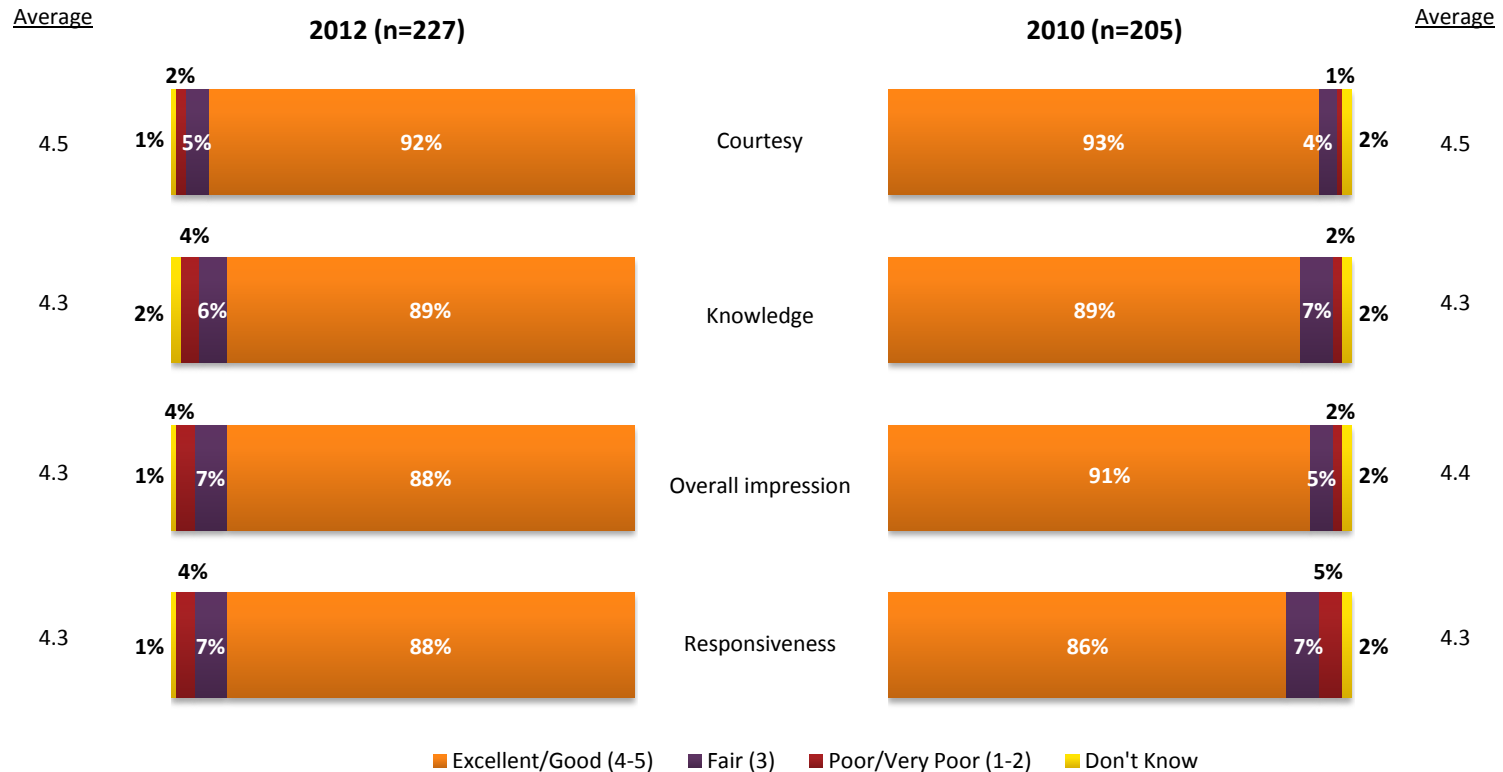
- **Within the past 12 months, 57% of residents have had contact with a Town employee.**
 - Those interacting with Town employees tend to be Caucasian (63%), 35-54 years old (64%) and earn \$50K or more annually (63%).



Q6. Have you had any in-person or phone contact with an employee of the Town of Queen Creek within the last 12 months? This would include trash and recycling employees, water department employees, receptionists, planners, building inspectors, firefighters or any other town employees. (Base: Total Respondents)

Satisfaction with Town Employees

- **Overall, residents who have been in contact with Town employees give positive feedback.**
 - Employees garner the highest score for courtesy with 92% of respondents giving a rating of “excellent” or “good” on this metric.
- **Approximately nine in ten (89%) give favorable scores for knowledge, while nearly as many (88%) say the same regarding their overall impression and responsiveness.**



Q7. Based on your recent contact(s), how would you rate the Town of Queen Creek employee(s) on (INSERT FIRST ITEM)? (Base: Had Contact with Queen Creek Employees)

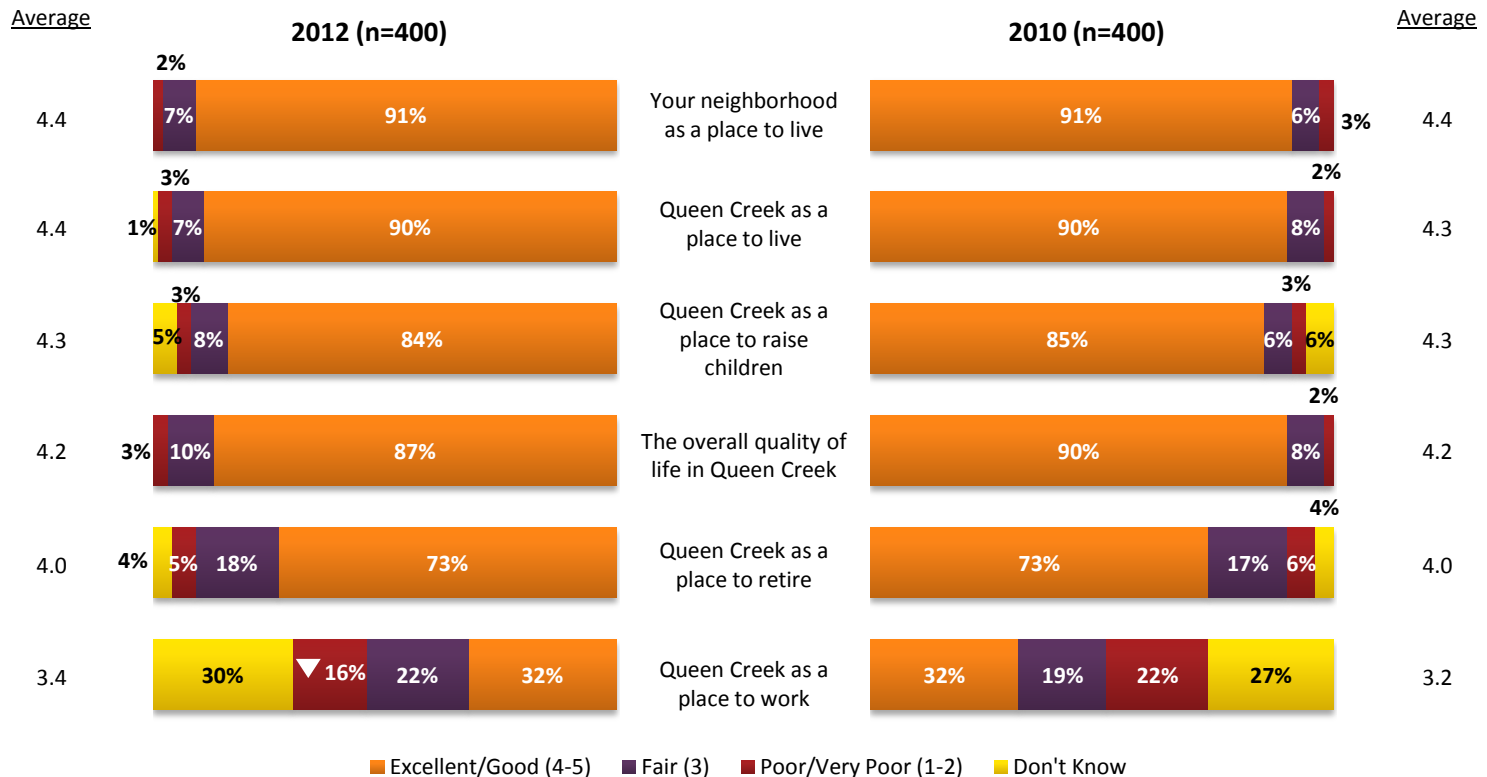


Detailed Findings

Living in Queen Creek

Quality of Life

- **Residents' perceptions of the quality of life in Queen Creek remains relatively unchanged since 2010.**
 - The vast majority (91%) of respondents rate their neighborhood as an “excellent” or “good” place to live and almost as many (90%) feel the same about Queen Creek in general.
 - Queen Creek as a place to work continues to elicit the most negative responses with 16% of residents giving a “poor” or “very poor” rating on this metric.



▲ ▼ Arrows denote significant difference between waves

Q1. Next, I would like to get your opinions on a few aspects regarding the quality of life in Queen Creek. First, how would you rate (ITEM)? Would you say it is Excellent, Good, Fair, Poor, or Very Poor? (Base: Total Respondents)

Quality of Life, cont'd.

- **As was the case in 2010, demographics play a role in respondents' attitudes toward the quality of life in Queen Creek.**
 - Consistent with what was reported last wave, only 13% of those living in Queen Creek for less than two years give positive marks on the Town being a good place to work compared to 34% of longer-term residents.
 - Those with kids continue to give “excellent” or “good” ratings for Queen Creek as a place to raise children (93% vs. 76%, respectively) and as a place to live in general (94% vs. 86%, respectively) much more often than their childless counterparts.
- **As illustrated in the table below, Caucasian residents are significantly more likely to give positive ratings on all six quality of life aspects than those of other races. This represents a shift from 2010 when perceptions were similar across all ethnicities.**
 - This result is being driven by the increase in positive ratings by Caucasians contrasted with the declines observed among those of other ethnicities.

% Good/Excellent Ratings	Caucasian		Other Races	
	2012 (n=236)	2010 (n=241)	2012 (n=155)	2010 (n=158)
Queen Creek as a place to live	99% ▲	91%	76% ▼	87%
The overall quality of life in Queen Creek	98% ▲	93%	72% ▼	85%
Your neighborhood as a place to live	96%	93%	84%	89%
Queen Creek as a place to raise children	91% ▲	84%	73% ▼	85%
Queen Creek as a place to retire	81% ▲	71%	63% ▼	76%
Queen Creek as a place to work	39%	31%	22% ▼	35%

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Q1. Next, I would like to get your opinions on a few aspects regarding the quality of life in Queen Creek. First, how would you rate (ITEM)? Would you say it is Excellent, Good, Fair, Poor, or Very Poor? (Base: Total Respondents)

What Residents Like Best About Living in Queen Creek

- **The rural, small-town feel is again the most favored aspect of living in Queen Creek, as mentioned by 34% of residents.**
 - As was the case in 2010, residents over 35 years old are more likely than their younger counterparts to say they like the rural, small town feel best (35% vs. 25% of 18-34 year olds).
- *“I like the rural atmosphere, the people that live here are very friendly and government is very caring. [It’s] just a very quaint clean little town.”*
~ Female resident of 6-10 years
 - Similarly, a little more than two in ten (22%) say they like the quiet/peaceful atmosphere best.
- **Compared to 2010, residents are much more apt to mention the Town’s proximity to other cities/amenities (9% vs. 4% respectively).**
 - However, the open space/land and family friendliness of the Town is cited significantly less often this year.

	2012 (n=400)	2010 (n=400)
Rural/Small-town feel	34%	33%
Quiet/Peaceful	22%	23%
Friendliness of people/neighbors	12%	9%
Safety/Low crime rate	9%	6%
Location/proximity to other cities/places/amenities	9% ▲	4%
Not crowded/No congestion	7%	5%
Nice area	6%	4%
Open spaces/openness/land availability	5% ▼	12%
Family friendly/Family oriented	5% ▼	10%
Sense of community/Closeness of community/residents	5%	7%
Like my community/neighborhood	5%	5%
Proximity to shopping venues	5%	4%
Nothing	4% ▲	1%
Don't Know/Decline to Answer	1%	2%

NOTE: Responses mentioned by less than 4% of residents are grouped into “other” mentions. Percentages do not add up to 100% because multiple responses were permitted.

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What Residents Like Least About Living in Queen Creek

- **Approximately two in ten (21%) residents are unable to name anything they like least about living in Queen Creek.**
- **Although mentioned less often this wave, Queen Creek’s proximity to places of interest and employment is still the most frequent complaint among residents being cited by 20% of respondents.**
 - This figure increases to 26% among those with annual household incomes of \$100K or more, compared to only 16% of lower income households.
 - A dearth of shopping venues comes in a distant second being mentioned by 9% of residents—significantly higher than was reported in 2010.
 - Insufficient recreation/entertainment and employment opportunities are cited by 6% and 5% of respondents, respectively.
- **Compared to 2010, residents are less likely to complain about the roads and traffic congestion, but more apt to be dissatisfied with the population growth and the air quality.**
 - Discontent with the population growth (9%) and air quality (7%) is far more common among those over 55 years old.

	2012 (n=400)	2010 (n=400)
Proximity to places of interest/Long commutes/Travel to work	20% ▼	27%
Lack of shopping venues/Stores too far away	9% ▲	5%
General lack of recreational opportunities/Entertainment	6%	6%
Lack of jobs/Employment opportunities	5%	2%
Too crowded/Rapid population growth	5% ▲	2%
Infrastructure not caught up with population growth	4%	2%
Air quality is poor/Needs improvement	4% ▲	1%
Roads in general	3% ▼	6%
Lack of roads/Access to highway	3%	4%
Traffic/Road Congestion	3% ▼	8%
High taxes/High sales taxes	3%	3%
Don't Know/Decline to Answer	2%	5%
Nothing	21% ▲	10%

NOTE: Responses mentioned by less than 3% of residents are grouped into “other” mentions. Percentages do not add up to 100% because multiple responses were permitted.

“I moved here to get away from the city, but now there’s too many people here.”

~ Male resident of more than 20 years

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Characteristics of Queen Creek

- Residents give mostly positive ratings when asked their opinions regarding various characteristics of Queen Creek.
- **More than three-quarters (77%) say the availability of affordable quality housing and the overall appearance of Queen Creek is “good” or “excellent”.**
 - Almost as many give positive marks for air quality (74%) and sense of community (73%).
- **Although traffic flow on major streets (61% positive) and employment opportunities (23% positive) continue to be the lowest rated characteristics, the Town performed much better on these metrics this wave.**
- **Following the trend observed in 2010, females are significantly more likely to give positive ratings than males.**
 - The sense of community, overall appearance of Queen Creek, quality of new development, quality of business/service establishments, shopping, opportunities to attend cultural programs at the Performing Arts Center and employment opportunities are all areas in which females exhibit notably higher satisfaction levels.
- **In line with the variations in quality of life perceptions, Caucasian residents are significantly more likely to give positive ratings on all 13 Town characteristics than those of other races. This again represents a shift from 2010 when perceptions were similar across all ethnicities.**
 - This result is being driven by the increase in positive ratings by Caucasians contrasted with the declines observed among those of other ethnicities.



Characteristics of Queen Creek, cont'd.






	Average		Excellent/Good (4-5)		Fair (3)		Poor/Very Poor (1-2)		Don't Know	
	2012 (n=400)	2010 (n=400)	2012	2010	2012	2010	2012	2010	2012	2010
Availability of affordable quality housing	4.0	4.0	77%	79%	15%	13%	3%	2%	6%	6%
Sense of community	4.0	4.0	73%	78%	19%	17%	6%	4%	3%	1%
Overall appearance of Queen Creek	4.0	3.9	77%	73%	20%	24%	3%	3%	0%	0%
Air quality	3.9	3.9	74%	79%	21%	16%	4%	3%	1%	2%
Availability of paths and walking trails	3.9	3.8	69%	69%	18%	19%	9%	7%	5%	5%
Opportunities to attend cultural programs at Performing Arts Center	3.9	3.8	56%	62%	20%	18%	6%	4%	19%	16%
Overall quality of business/service establishments	3.8	3.8	69%	70%	26%	24%	5%	6%	1%	0%
Shopping opportunities	3.8	3.8	68%	66%	24%	30%	8%	4%	1%	0%
Overall quality of new development	3.8	3.7	64%	64%	25%	24%	6%	9%	5%	3%
Recreational opportunities	3.7	3.7	59%	60%	26%	29%	11%	7%	5%	4%
Educational opportunities	3.7	3.6	55%	50%	24%	26%	9%	10%	13%	14%
Traffic flow on major streets	3.6 ▲	3.4	61%	55%	26%	27%	13%	17%	1%	1%
Employment opportunities	3.0 ▲	2.8	23% ▲	13%	34%	38%	21%	26%	23%	23%

Q2. Using the same scale, please rate each of the following characteristics as they relate to Queen Creek as a whole. First, how would you rate the (ITEM)?
(Base: Total Respondents)

Satisfaction with Town Services

- **Consistent with 2010 results, residents report being most satisfied with the quality of the Town’s public library services. Approximately eight in ten (81%) give a rating of “excellent” or “good” on this metric with an average score of 4.4 on a 5-point scale.**
 - A higher percentage (83%) rate trash and recycling services as “good” or “excellent;” however, the average score is somewhat lower at 4.1.
- **Three-quarters (75%) rate the quality of the Town’s parks and recreation programs and facilities positively— less than was reported in 2010 when 81% gave a favorable rating on this metric.**
- **The majority of residents are satisfied with the utility services.**
 - Most give “excellent” or “good” ratings to the quality of sewer services (69%), broadband Internet connectivity (56%) and cable television (52%).
- **Respondents continue to give the lowest ratings to street lighting and drinking water (3.5 on average).**
- **In line with the findings noted throughout this report, residents of other ethnicities are more likely than their Caucasian counterparts to give unfavorable ratings on almost all metrics.**

Satisfaction with Town Services, cont'd.

	Average		Excellent/Good (4-5)		Fair (3)		Poor/Very Poor (1-2)		Don't Know/Not Applicable	
	2012 (n=400)	2010 (n=400)	2012	2010	2012	2010	2012	2010	2012	2010
Public library services	4.4	4.5	81%	83%	5%	3%	3% ▲	1%	11%	13%
Trash and recycling services*	4.1	-	83%	-	11%	-	4%	-	3%	-
 Parks & recreation programs and facilities	4.1	4.2	75% ▼	81%	11%	9%	3%	2%	12% ▲	8%
Public information services	4.0	3.9	70%	72%	16%	16%	4%	2%	11%	10%
Sewer services	4.0	4.0	69%	65%	11%	9%	3%	3%	18%	23%
Street and sidewalk maintenance/ repair	3.8	3.8	72%	67%	16% ▼	22%	8%	7%	4%	4%
Zoning	3.8	3.7	65%	62%	19%	22%	8%	8%	8%	8%
Broadband Internet Connectivity	3.8	3.7	56%	55%	19%	20%	7%	7%	19%	18%
 Cable television	3.8	3.8	52%	51%	12%	13%	6%	5%	31%	31%
Traffic signal timing	3.6	3.7	66%	71%	20%	20%	12%	8%	2%	1%
Storm drainage	3.6	3.6	59%	62%	21%	20%	12%	13%	8%	5%
Code enforcement	3.6	3.6	55%	56%	25%	25%	9%	10%	11%	9%
Street lighting	3.5	3.4	57%	54%	23%	23%	16%	19%	5%	4%
 Drinking water	3.5	3.5	53%	52%	24%	25%	13%	16%	10%	7%

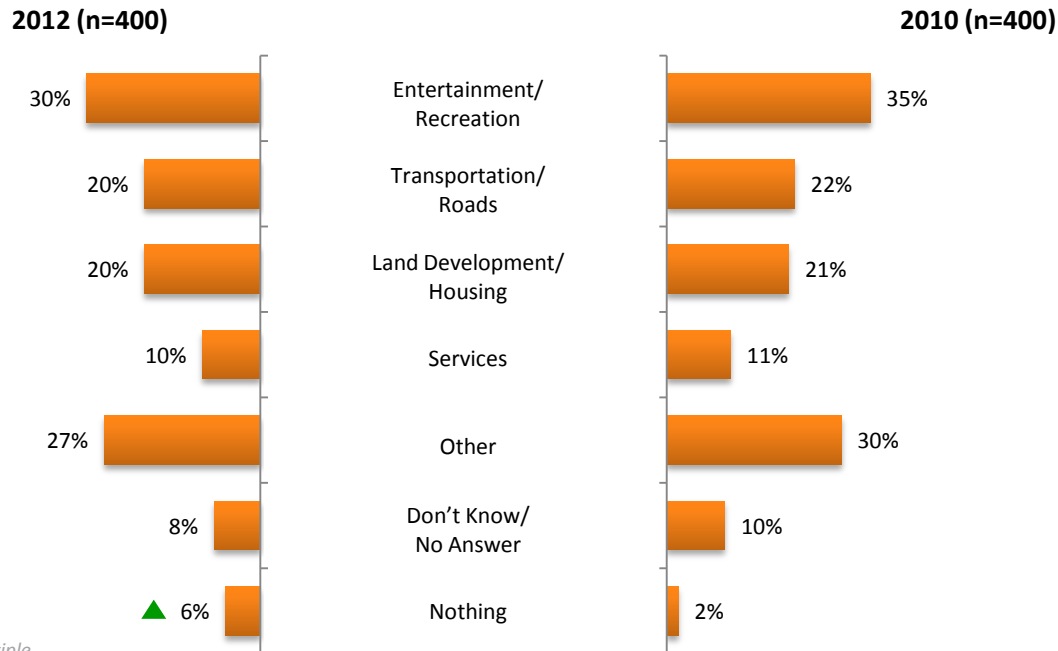
*Not asked in 2010 survey.

▲ ▼ Arrows denote significant difference between waves

Q8. Using the same scale, please rate the overall quality of each of the following services in Queen Creek. How would you rate (ITEM)? (Base: Total Respondents)

Resident Wish List

- **When asked what they would like to see happen in the next few years to benefit the Town, residents give suggestions similar to those offered in 2010.**
 - Additional opportunities for entertainment and recreation remains the most commonly mentioned item at 30%.
 - Two in ten (20%) cite local transportation/roads and land development/housing as areas in which they would like to see changes/additions.
- **A detailed analysis of responses can be found on the following pages.**



Percentages do not add up to 100% because multiple responses were permitted.

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Q18. What would you like to see happen in the next few years to benefit the Town of Queen Creek? (Base: Total Respondents)

Resident Wish List: Entertainment & Recreation

- **Additional shopping venues and restaurants are mentioned most often by 12% and 9% of respondents, respectively.**
 - The desire for more restaurants is particularly pronounced among females (12% vs. 5% of males).
- **More/improved parks and recreation programs are cited by 5% of respondents each.**
 - Females are more likely than their male counterparts to want additional parks (7% vs. 3%, respectively).
 - Meanwhile, younger residents are much more interested in recreational opportunities (7% vs. 2% of those 55+).

	2012 (n=400)	2010 (n=400)
More shopping	12%	10%
More restaurants	9%	11%
Improvements to parks/ More parks/ Finish parks	5%	6%
More/ improved recreational opportunities/programs in general	5%	6%
Theater	5%	4%
More activities for children/teens in general	3%	3%
More walking trails	3%	3%
More sidewalks/bike paths	2%	3%
Better/more facilities for horseback riding	1% ▼	3%
Keep Senior Center open	1%	1%
Bowling alley	1%	<1%
More sports fields	1%	<1%

NOTE: Responses mentioned by less than 1% of residents are excluded.
Percentages do not add up to 100% because multiple responses were permitted.



“I don’t feel like we’re on the map, which is fine because we are like our own little clique, but it would be nice if we had bigger parks and more recreation services. We don’t have ice rinks, bowling alleys or soccer fields.”
~ Female resident of 2-5 years

▲ ▼ Arrows denote significant difference between waves

Q18. What would you like to see happen in the next few years to benefit the Town of Queen Creek? (Base: Total Respondents, n=400)

Resident Wish List: Transportation & Roads

- Only 10% of residents want to see improvements and/or additions made to the roads and highways—a seven percentage point decline from 2010.
 - However, this figure climbs to 14% among younger respondents (under 55) and 13% of those who are currently employed.
- A handful (7%) of respondents would like better road/street lighting.

	2012 (n=400)	2010 (n=400)
Road improvements/More roads, lanes, highways	10% ▼	17%
Better road/street lighting	7%	4%
Add more traffic lights	2%	1%
Improve transportation in general	1%	1%
Better access to the highway	1%	1%
Finish streets	1%	1%

NOTE: Responses mentioned by less than 1% of residents are excluded.
Percentages do not add up to 100% because multiple responses were permitted.



“Well the one thing that I think is really weird out here is that there are not enough street lights. Our street is pitch black after the sun goes down and it’s really creepy. I think they need more street lights. The roads also need a lot of work, [they] need to be widened.”

~ Female resident of 6-10 years

▲ ▼ Arrows denote significant difference between waves

Q18. What would you like to see happen in the next few years to benefit the Town of Queen Creek? (Base: Total Respondents, n=400)

Resident Wish List: Land Development & Housing

- **In total, 15% of residents would like to see more or better located commercial development.**
 - This desire for more commercial development is significantly more pronounced when compared to 2010.
- **Only 2% of respondents want less commercial development while the same number would like to see the downtown area developed.**

	2012 (n=400)	2010 (n=400)
More/better located commercial development	15% ▲	7%
Less commercial development	2%	1%
Develop downtown area	2%	2%
Do more to maintain property values	1% ▼	3%
Finish construction in a timely manner	1%	2%
Less residential development	1%	1%
Make housing more affordable	1%	1%
More residential development	1%	1%

NOTE: Responses mentioned by less than 1% of residents are excluded.
Percentages do not add up to 100% because multiple responses were permitted.

“Cleaning up the downtown area would help inspire small businesses. An infusion of government funds and Queen Creek funds would help out a lot.”

~ Male resident of 6-10 years

“Don’t be so concerned with building houses as getting more businesses and having more affordable housing.”

~ Female resident of more than 20 years



▲ ▼ Arrows denote significant difference between waves

Q18. What would you like to see happen in the next few years to benefit the Town of Queen Creek? (Base: Total Respondents, n=400)

Resident Wish List: Services

- When it comes to services, most responses pertain to public safety and/or the desire for a general increase in public safety.**

 - Opening a Sherriff’s Office in Queen Creek is a higher priority this wave (5% vs. 1% in 2010).

“Have our own police force and get rid of the Maricopa County Sheriff’s Office.”
~Female resident of 6-10 years
- Keeping the Town’s property clean and well-maintained is mentioned almost as often by 3% of respondents.**



	2012 (n=400)	2010 (n=400)
Open Sherriff's Office in Queen Creek/no contracting	5% ▲	1%
Keep town/property clean/well-maintained	3%	4%
Control water run-off	2%	1%
Increase law enforcement personnel/police officers	1%	2%
Increase public safety	1%	1%
Open Fire Department/EMS in Queen Creek/ no contracting	1%	1%

NOTE: Responses mentioned by less than 1% of residents are excluded. Percentages do not add up to 100% because multiple responses were permitted.

▲ ▼ Arrows denote significant difference between waves

Q18. What would you like to see happen in the next few years to benefit the Town of Queen Creek? (Base: Total Respondents, n=400)

Resident Wish List: Other Suggestions

- **More job opportunities is the number one want of those who gave other suggestions (6%).**
 - This finding is hardly surprising given the lower than average ratings given to the Town on this metric.
- **Lower taxes is mentioned by 3% of respondents.**
 - Nearly as many (2% each) cite the need to limit government spending, control population growth and elect more progressive local government officials.

“I would like to see them cut the cost of government and try to be more efficient.”
 ~ Male resident of 11-20 years

“I’d like to see the population stabilized. It’s grown too fast and needs to slow down.”
 ~ Female resident of 11-20 years

	2012 (n=400)	2010 (n=400)
More job opportunities	6%	9%
Lower taxes	3%	2%
Limit spending/Budget control/Balance budget	2%	3%
Control population growth	2%	1%
New/More progressive local government officials/board members	2%	1%
More communication between officials and citizens/ More transparency	1%	1%
Control the water supply/ Cost of water	1%	1%

*NOTE: Responses mentioned by less than 1% of residents are excluded.
 Percentages do not add up to 100% because multiple responses were permitted.*

“I would like to see the elected officials have a futuristic vision to move forward. This is 2012 [and] we need to catch up with the times.”
 ~ Female resident of 2-5 years

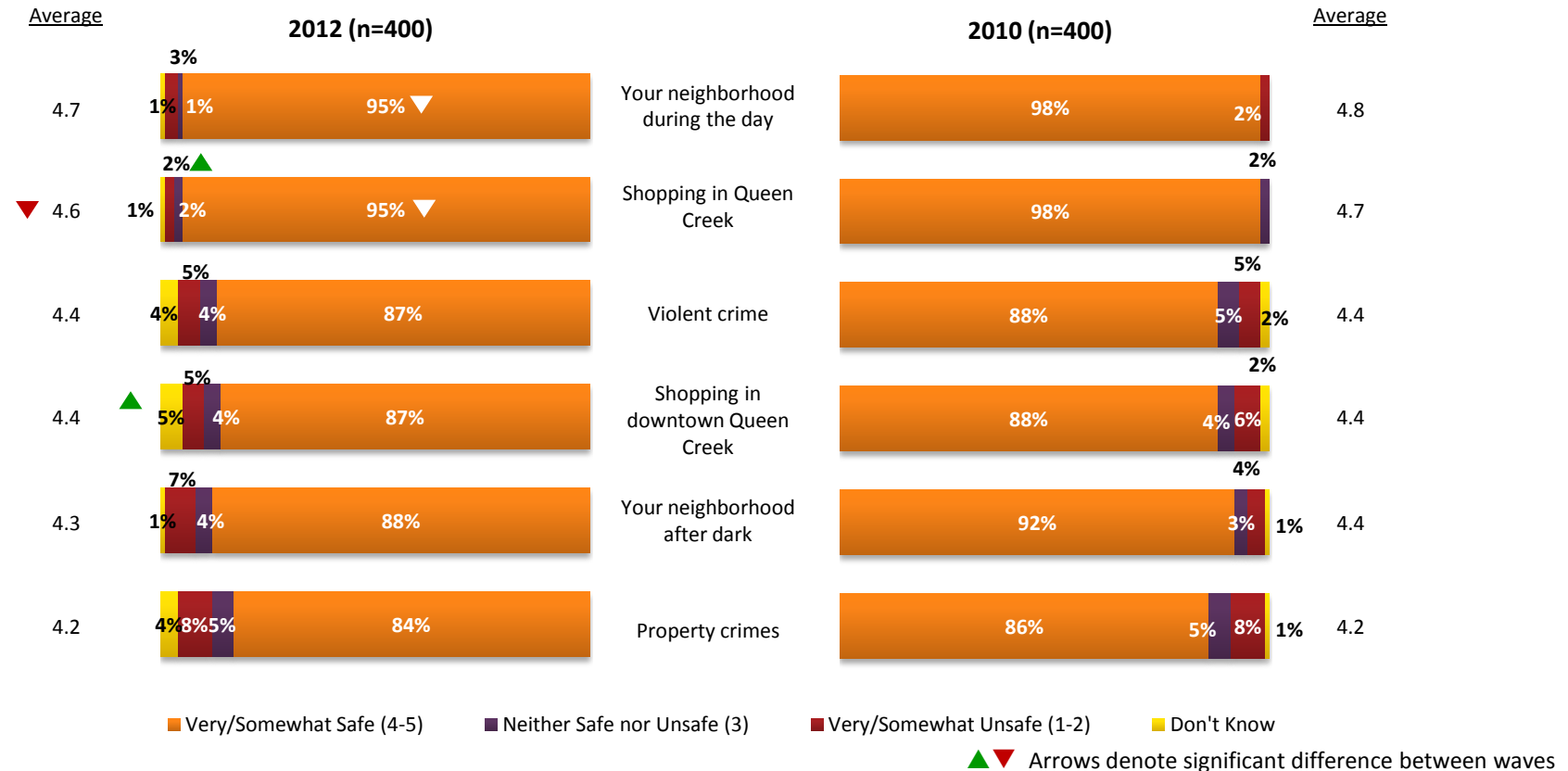


Detailed Findings

Public Safety

Perceptions of Safety

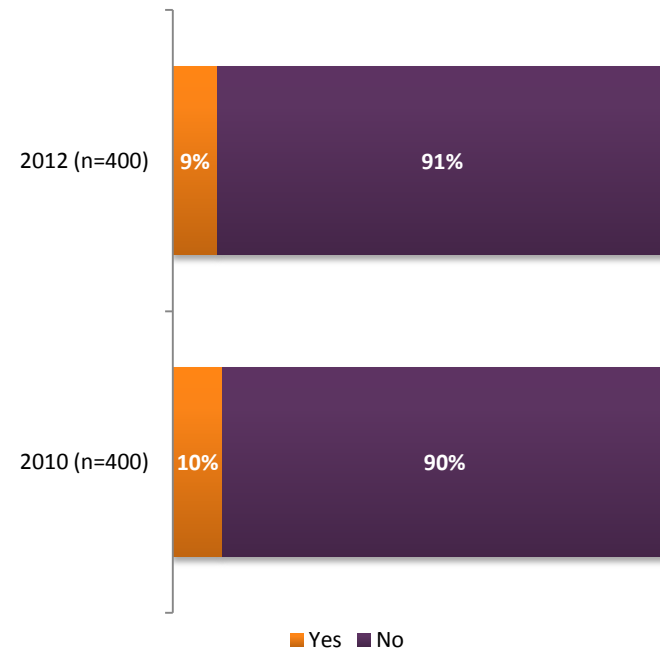
- Generally, residents perceive Queen Creek as a safe community. However, the percentage who give a rating of safe to their neighborhood during the day and to shopping in Queen Creek has dropped significantly since 2010 to 95% each.
 - Caucasians again differ substantially from those of other races, giving a rating of “somewhat safe” or “very safe” much more often.



Q12. Next I want to ask you a few questions about the safety of Queen Creek. When it comes to (ITEM) would you say you feel Very Safe, Somewhat Safe, Neither Safe nor Unsafe, Somewhat Unsafe, or Very Unsafe? (Base: Total Respondents)

Crime Victimization

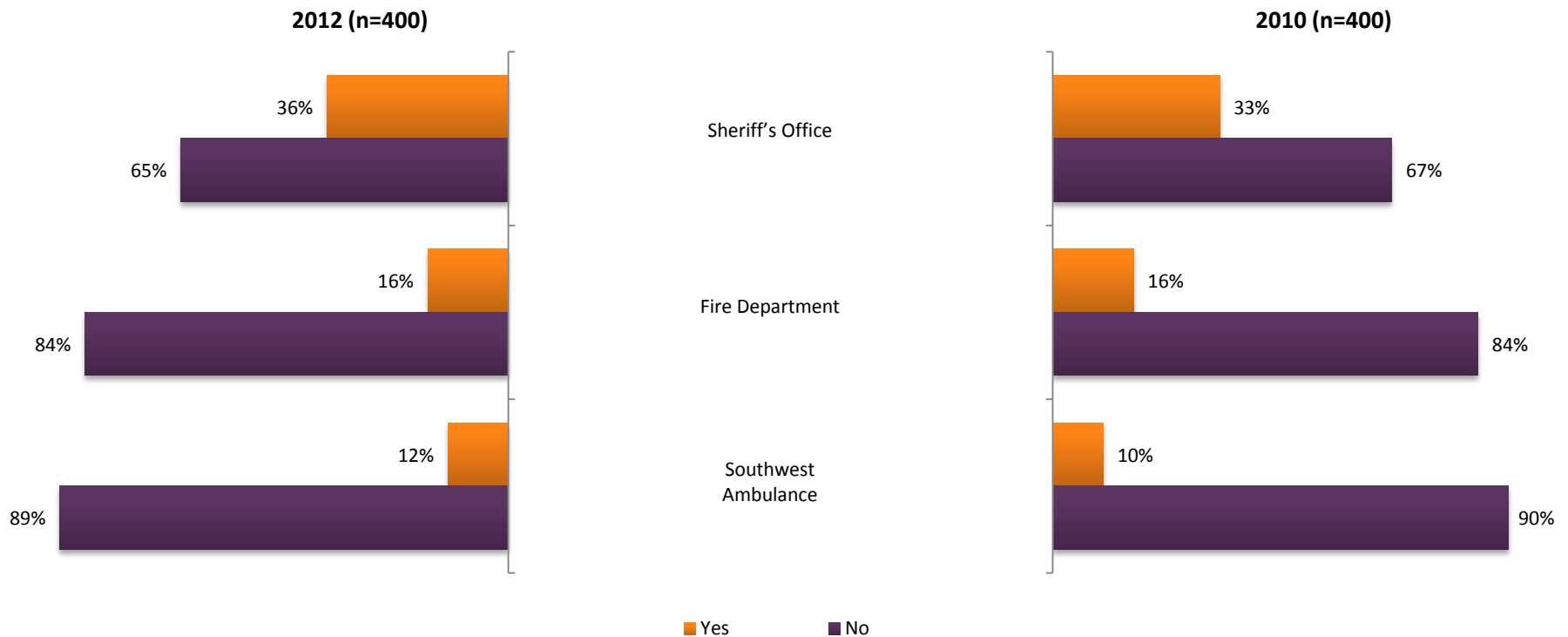
- Incidence of crime victimization within the past 12 months is virtually unchanged from 2010 at 9%.
- As could be expected, being victimized negatively impacts residents' likelihood to stay in Queen Creek or recommend it to others.



Q13. During the past twelve months, were you or anyone in your household the victim of any crime? (Base: Total Respondents)

Contact with Public Safety Personnel

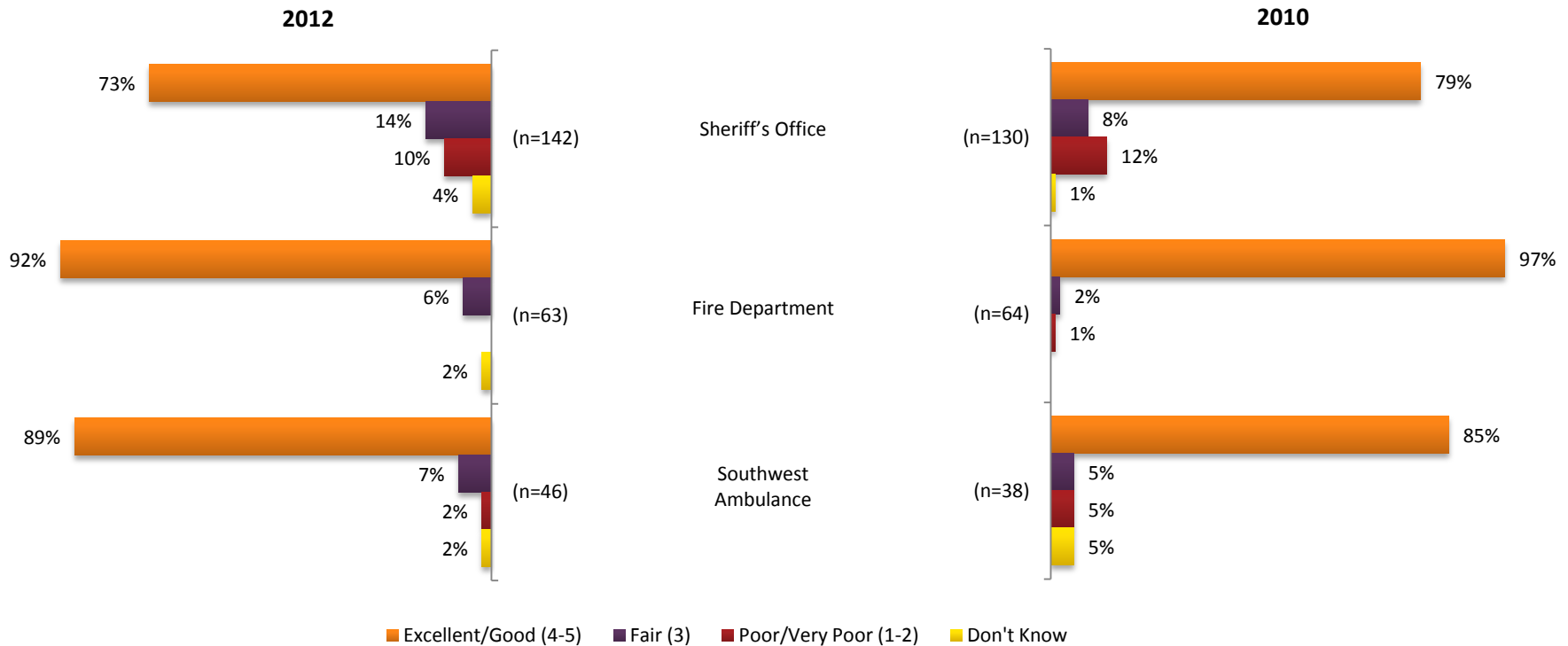
- **Participants are most likely to have contacted the Maricopa County Sheriff’s Office for police services—36% report having done so in the past 12 months.**
 - Only 16% have been in contact with the Town’s Fire Department personnel, while even fewer (12%) have reached out to Southwest Ambulance.



Q14a-c. Have you had any contact with the Maricopa County Sheriff’s Office/ Town of Queen Creek’s Fire Department personnel / Southwest Ambulance during the past 12 months? (Base: Total Respondents)

Satisfaction with Public Safety Personnel

- **The Town’s Fire Department continues to receive the highest ratings from residents as nearly all (92%) feel the personnel was “excellent” or “good”.**
 - Almost as many (89%) say the same regarding Southwest Ambulance.



Q15a-c. How would you rate the handling of the public safety services contacts by the Maricopa County Sheriff's Office/Fire Department personnel/Ambulance personnel? (Base: Respondents who have had contact with personnel)



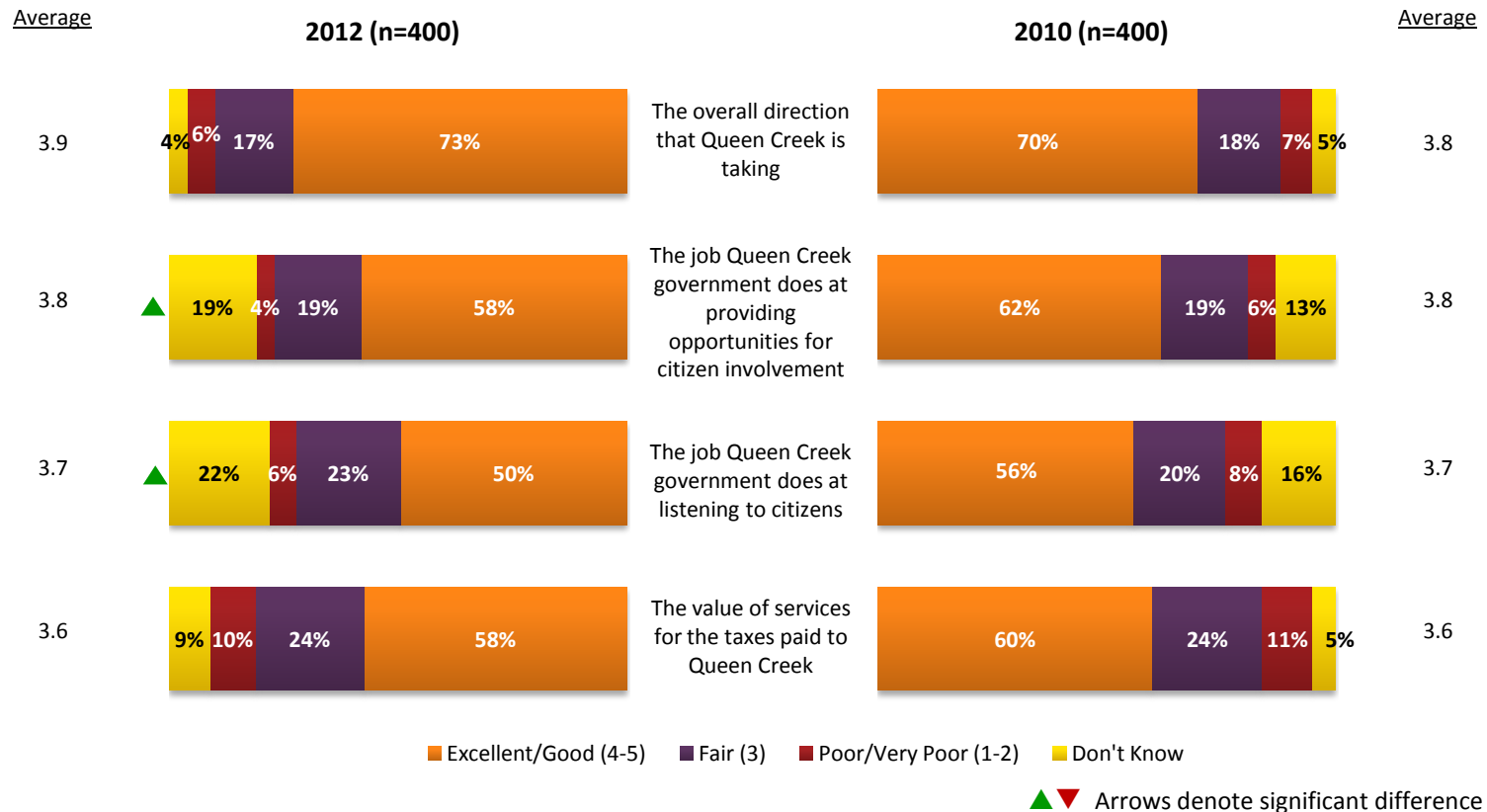
Detailed Findings

Town Government

Town Government's Performance

- **Most residents rate the Town government's performance positively.**

- Almost three-quarters (73%) say the overall direction Queen Creek is taking is "excellent" or "good".
- Although still high, the percentage of respondents who give similarly high marks on the remaining metrics has declined since the last time these figures were reported.



Town Government's Performance, cont'd.

- **As was the case in 2010, the largest predictors of citizens' perceptions regarding the Town's performance are future residency plans and likelihood to recommend.**
 - Those who plan on staying in Queen Creek for at least another five years or who are likely to recommend Queen Creek are more likely than their counterparts to rate the Town's performance as "excellent" or "good" on all four metrics.
- **Demographics also appear to play a role in respondents' perceptions.**
 - Those with children are significantly more likely than their childless counterparts to give favorable ratings to the value of services for the taxes paid (63% vs. 53%, respectively) and the job Queen Creek does at providing opportunities for citizen involvement (64% vs. 53%, respectively).
 - Nearly eight in ten (79%) females are satisfied with the overall direction the Town is taking compared to 68% of males.
 - Overall, 82% of Caucasian residents give positive a rating on this metric while 62% of those of other races say the same.
- **In fact, residents of other races are significantly more likely to give ratings of "poor" or "very poor" on all four metrics compared to Caucasians.**
 - While this does represent a shift from 2010, the result is being driven by improvements in Caucasian residents' perceptions rather than declines in those of other races.

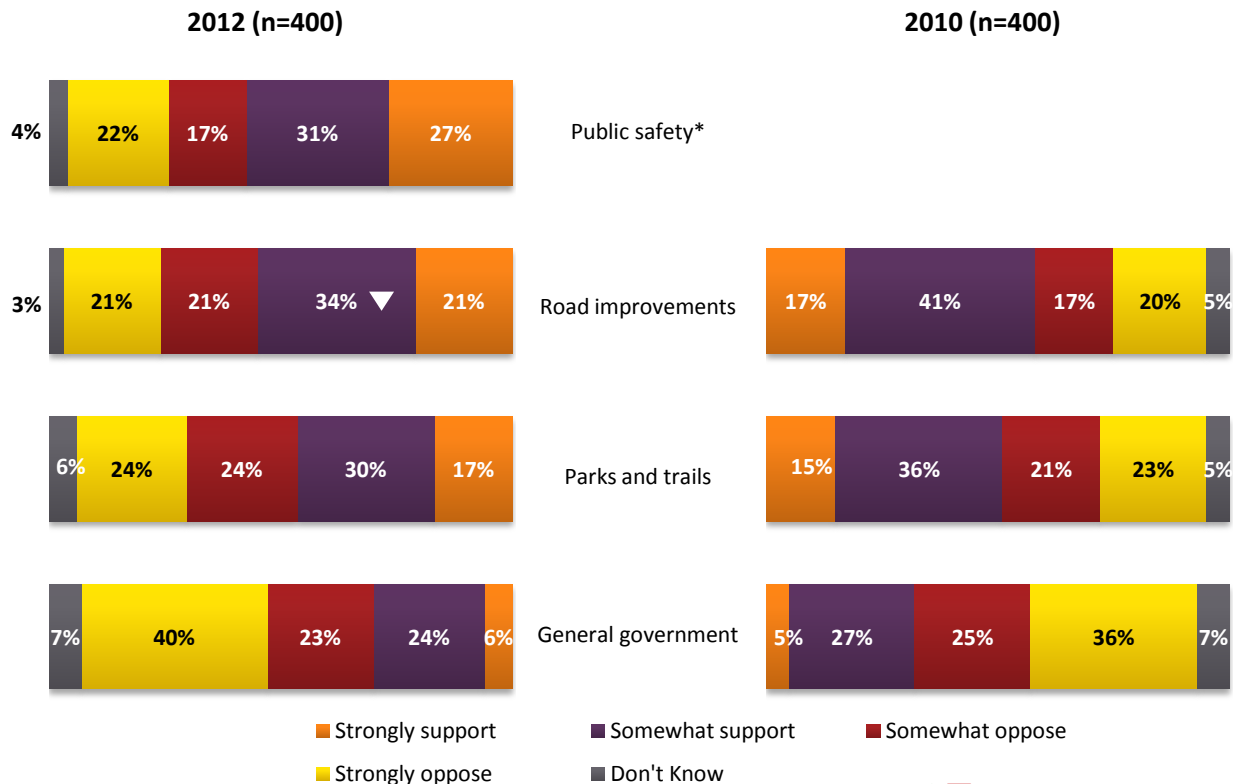
% Poor/Very Poor Ratings	Caucasian		Other Races	
	2012 (n=236)	2010 (n=241)	2012 (n=155)	2010 (n=158)
The value of services for the taxes paid	5% ▼	11%	18%	11%
The overall direction Queen Creek is taking	3% ▼	7%	12%	8%
The job Queen Creek government does at providing opportunities for citizen involvement	1% ▼	6%	9%	6%
The job Queen Creek does at listening to its citizens	3%	7%	10%	9%

▲ ▼ Arrows denote significant difference between waves

Q9. How would you rate the Town government's performance when it comes to (ITEM)? (Base: Total Respondents)

Support for Tax Increase

- Overall, Queen Creek residents are most likely to support a tax increase for public safety with 58% of respondents saying they would support this initiative.
 - Support is particularly strong among females (64%) and residents of less than two years (71%).
- More than one-half (55%) support a tax increase for road improvements.



*Not asked in 2010 survey.

Q11. To what extent would you support or oppose a tax increase for...? (Base: Total Respondents)