



# Town of Queen Creek Citizen Survey

WestGroup Research  
November, 2014

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# Key Findings and Conclusions

# Key Findings

The 2014 Town of Queen Creek Citizen Survey was conducted by WestGroup Research during October 2014. The purpose of the survey was to receive residents' perspective on a number of issues/topics ranging from traffic to governance and to identify improvement opportunities in the coming year. A total of 403 Queen Creek residents were interviewed by telephone over a two-week period. The following are key findings that surfaced.

- **Great place to live** – Queen Creek received high ratings from residents on a wide range of topics, including quality of life, opportunities, activities, town services, town governance, and safety. Residents like to live here and plan to stay a long time – 91% gave an Excellent/Good rating to Queen Creek as a place to live. They like the small town/rural feel and the direction the town is going.
- **Place to work/Employment opportunities** – One area that Queen Creek received lower ratings related to job opportunities and as a place to work - 66% rated Queen Creek Fair/Poor/Very Poor for employment opportunities; 48% gave a Fair/Poor/Very Poor rating for being a place to work.

While entry level stage of life/lower income (and even retirees/unemployed) residents gave high marks to the town for the job opportunities, it was the employed and higher income residents that drove down these ratings. The key appears to be not in job creation alone, but in quality job growth opportunities. These residents seem to be looking for the next levels in their careers and are hoping Queen Creek can draw these employers to the community.

# Key Findings (continued)

- **Quiet Rural vs. Convenient Metro** – Residents want it both ways. They are drawn to Queen Creek for the rural, small town feel (i.e., most often mentioned “best thing about living in Queen Creek”), but do not like the downside of being farther way from metropolitan conveniences such as shopping and restaurants (i.e., most often mentioned “worst thing about living in Queen Creek”). They moved to the country along with everyone else to “get away,” but complain about the traffic because of all the growth. The key is to create a community that can sustain both the “escape to the country” with the conveniences of the city as the town continues to grow.
- **Traffic/Road improvements** – The highest priority among residents is improving traffic – 48% gave Queen Creek traffic flow a Fair/Poor/Very Poor rating. Most of the negative ratings/comments throughout the interviews had some connection to this issue. In addition to voicing concerns about traffic, at least some (58%) were open to participating in the solution via higher taxes.
- **Future development** – Part of the solution to reducing the long commutes and keeping revenue within the town is to add quality new developments, which most support - 86% gave Excellent/Good marks to Queen Creek for this. The challenge is to grow housing and commercial developments within small town parameters.
- **Sustaining high marks** – Queen Creek received extremely high ratings in the areas of customer service and safety – 94% gave Queen Creek an Excellent/Good rating for overall service impression; 98% felt their neighborhood is safe during the day. The challenge will be sustaining these high marks going into the future as the town continues to grow.

# Conclusions

1. **Communication messages** - While Queen Creek received high ratings on a wide range of issues, the study highlighted a number of topics/issues that should continue to be communicated to residents:
  - **Quality of life** – This is clearly a strength of Queen Creek and the top opinion driver. Queen Creek needs to reinforce this strength in communications to prospective residents and regular contact with current residents. In addition, when setting priorities and the town agenda, factors affecting quality of life (i.e., rural/small town, quiet, family, lifestyle after work) will have the most impact on residents’ attitudes about living in Queen Creek.
  - **Educating/Informing** – Opinions on a number of topics could be improved by increasing residents’ awareness and understanding of available services/existing solutions including:
    - Traffic/driving options (ways to travel around the town and avoid congestion/slower routes)
    - Trails/walking paths availability
    - Town-sponsored events
    - Volunteer opportunities
    - Recreational/sports options
    - Town meetings
    - Future direction/town planning

# Conclusions (continued)

2. **Communication channels** – Queen Creek needs to provide multiple communication channels to meet the needs of the diverse population. Hard copy newsletter bill inserts are just as important as the website and social media.
  
3. **Residents' concerns** - The following list represents the residents' lower rated issues that surfaced throughout the research. The top priorities were bolded.
  - **Improving traffic flow on major streets.**
  - **Adding shopping/services/restaurants/recreation.**
  - **Providing high quality employment opportunities.**
  - **Addressing concerns about drinking water/street lighting.**
  - Increasing engagement with volunteer opportunities and existing recreational/sports programs.
  - Drawing more residents to participate in public meetings/Town Council.
  - Increasing availability of paths/walking trails.

# Background and Methodology

The Town of Queen Creek (TOQC) commissioned WestGroup Research of Phoenix, Arizona to conduct its 2014 Citizen Survey in an effort to collect data from residents regarding attitudes and approval levels of the Town's functionality.

All data were collected from the WestGroup Research central phone center. Interviews began October 13<sup>th</sup> and lasted through October 27<sup>th</sup>. The average interview length was 17 minutes. The total sample size of n=403 has a margin of error of  $\pm 5.0\%$  at the 95% confidence level.

All residents were screened to ensure they receive trash services from the Town of Queen Creek, and to ensure they resided in the 85142 zip code (85242 was also accepted, as some residents are unaware it has been changed). The base sample interviewers dialed from was comprised of a combination of random digit dialing (RDD), cell-phone, and TOQC housing data.



# Background and Methodology (continued)

While every effort was made to target a representative sample of TOQC residents, the nature of telephone data collection combined with a relatively small population to sample required post-stratification data weighting. Therefore, the total data has been weighted to represent the demographic composition of TOQC.

Characteristic	Weighted n=403
<b>Ethnicity</b>	
Caucasian	62%
African American	4%
Latino/Hispanic	19%
Asian	3%
Other	11%
Declined to Answer	1%
<b>Age</b>	
18 to 24 years	14%
25 to 34 years	19%
35 to 44 years	25%
45 to 54 years	19%
55 to 64 years	13%
65 to 74 years	7%
75+	3%
Declined to Answer	<1%

# Demographics

The questionnaire captured several demographic components as shown in the following tables.

Characteristic	Total n=403
<b>Gender</b>	
Male	53%
Female	47%
<b>Ethnicity</b>	
Caucasian	62%
African American	4%
Latino/Hispanic	19%
Asian	3%
Other	11%
Declined to answer	1%
<b>Age</b>	
18 to 24 years	14%
25 to 34 years	19%
35 to 44 years	25%
45 to 54 years	19%
55 to 64 years	13%
65 to 74 years	7%
75+	3%
Declined to answer	<1%

Characteristic	Total n=403
<b>Years lived in TOQC</b>	
Less than 2 years	4%
2 to 5 years	33%
6 to 10 years	36%
11 to 20 years	19%
20+ years	6%
Don't know/declined	1%
<b># in household</b>	
1	3%
2-3	42%
4-5	40%
6+	14%
Declined to answer	1%
<b># children under 18 household (based to more than one in household)</b>	n=390
0	35%
1-2	41%
3-4	19%
5+	2%
Declined to answer	3%

Characteristic	Total n=403
<b>Eligible to vote</b>	
Yes	95%
No	4%
Don't know/declined	1%
<b>Registered to vote in TOQC (based to those eligible to vote)</b>	n=384
Yes	84%
No	13%
Don't know/declined	3%
<b>Voted in last election (August 26<sup>th</sup>) (based to those eligible to vote)</b>	n=384
Yes	57%
No	42%
Don't know/declined	1%
<b>Own or rent primary residence</b>	
Own	82%
Rent	15%
Don't know/declined	3%

# Demographics (continued)

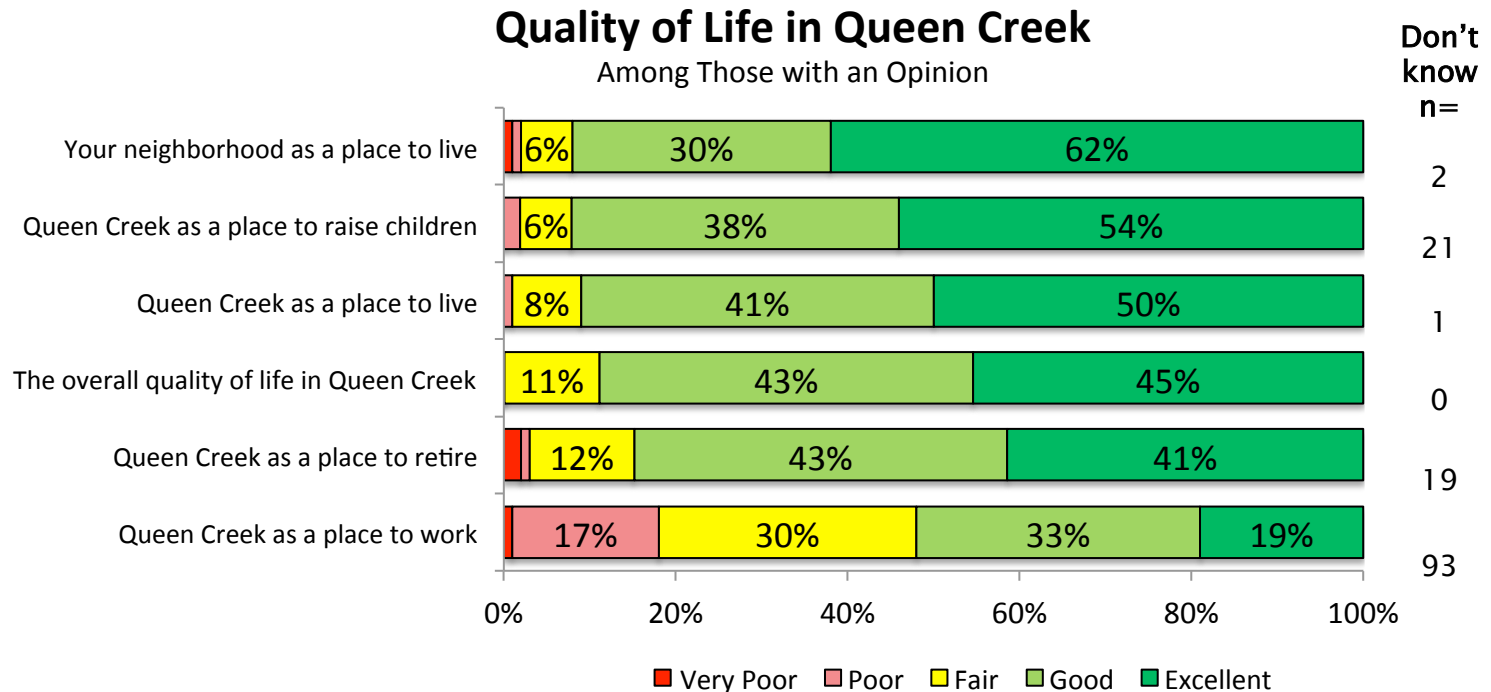
Characteristic	Total n=403
<b>Marital Status</b>	
Married	71%
Divorced/widowed	7%
Single, never married	14%
Living with significant other/partner	4%
Other	1%
Declined to answer	3%
<b>Employment status</b>	
Employed full-time	58%
Employed part-time	12%
Unemployed and looking for work	6%
Unemployed and not looking for work	9%
Retired	13%
Declined to answer	2%

Characteristic	Total n=403
<b>Education level</b>	
High school or less	21%
Some college	29%
Vocational or technical training	4%
College graduate	32%
Post graduate degree or more	13%
Don't know/declined to answer	2%
<b>Annual household income</b>	
Less than \$24,999	2%
\$25,000 to \$49,999	17%
\$50,000 to \$99,999	39%
\$100,000 to \$149,999	18%
\$150,000 or more	13%
Don't know/declined to answer	11%

# Detailed Findings – Overall Opinions

# Quality of Life in Queen Creek

- **Residents like where they live** - Residents gave high ratings to Queen Creek for most quality of life attributes (five out of six attributes received 84% or higher Excellent/Good marks). Highest marks were given for neighborhood as a place to live and Queen Creek as a place to raise children and a place to live.
- **Focus point** - Only ratings of Queen Creek as a place to work received lower marks compared to other attributes (52% Excellent/Good).



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... [Randomized List] n=403

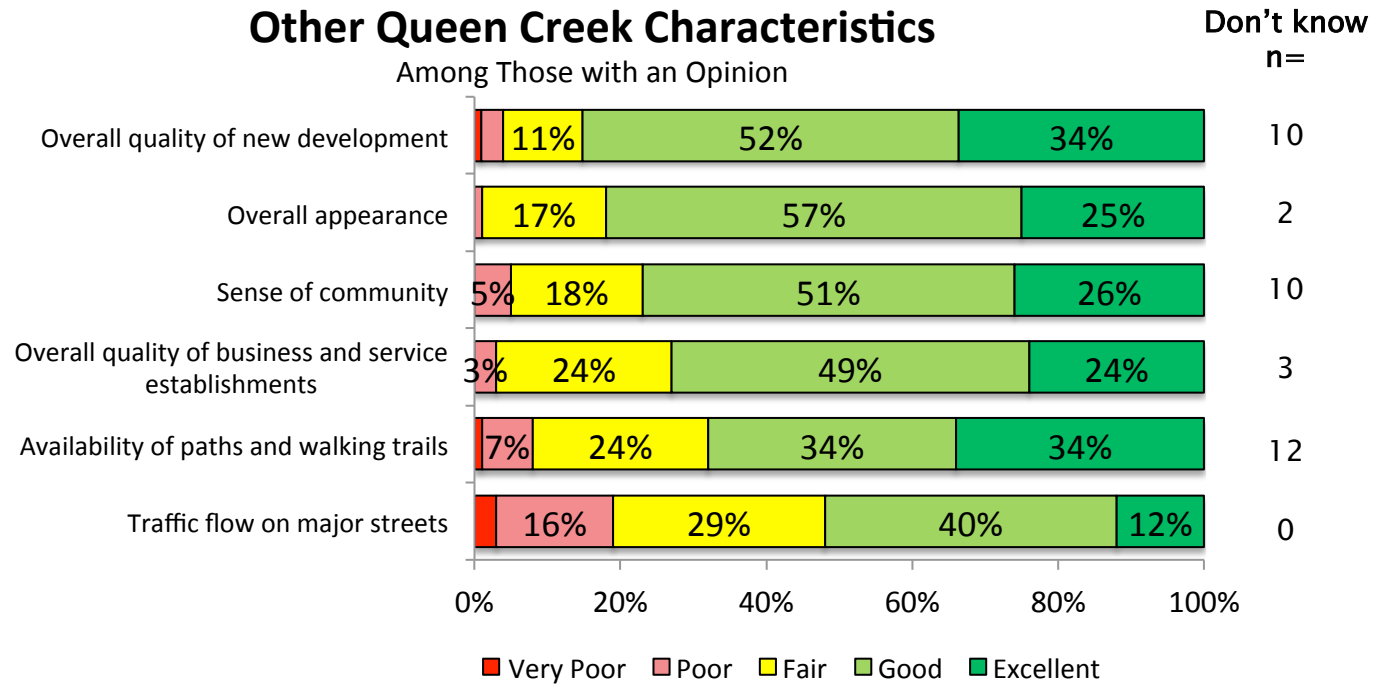
# Quality of Life in Queen Creek (continued)

## Key differences/highlights

- **Family focus** – Queen Creek has successfully addressed the needs of families. Those married and those who have children generally gave higher quality of life ratings to Queen Creek than singles and households without children. For example, in rating Queen Creek as a place to live, married households gave higher Excellent ratings (57%) than those not married (33%).
- **Lower socio-economic appeal** – Those with a high school education or less and those unemployed gave higher ratings to some of the quality of life issues than their respective counterparts. For example, unemployed residents gave higher Excellent ratings (71%) for overall quality of life compared to those employed (40%).
- **Work environment** – The main concern about Queen Creek as a place to work appears to be with job growth opportunities. Those currently employed do not see opportunities to move from their current level to higher end jobs in Queen Creek. For example, employed residents gave lower Excellent/Good ratings to Queen Creek as a place to work (47%) than non-retired unemployed (68%) Higher income households (\$100K+) gave lower Excellent/Good ratings (45%) for work environment than those with incomes under \$100K (56%).

# Other Queen Creek Characteristics

- **Growth, Appearance, Community, and Commerce** – Among an additional list of Queen Creek characteristics, Queen Creek received high ratings for new development, overall appearance, sense of community, and available businesses/service establishments.
- **Split opinions** - Residents were split on availability of paths and walking trails – 34% gave excellent mark (tied for the highest Excellent mark), while 32% gave a fair, poor or very poor rating.
- **Focus point** - Traffic flow on major streets received the lowest mark among these characteristics.



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...[Randomized List] n=403

# Other Queen Creek Characteristics (continued)

## Key differences/highlights

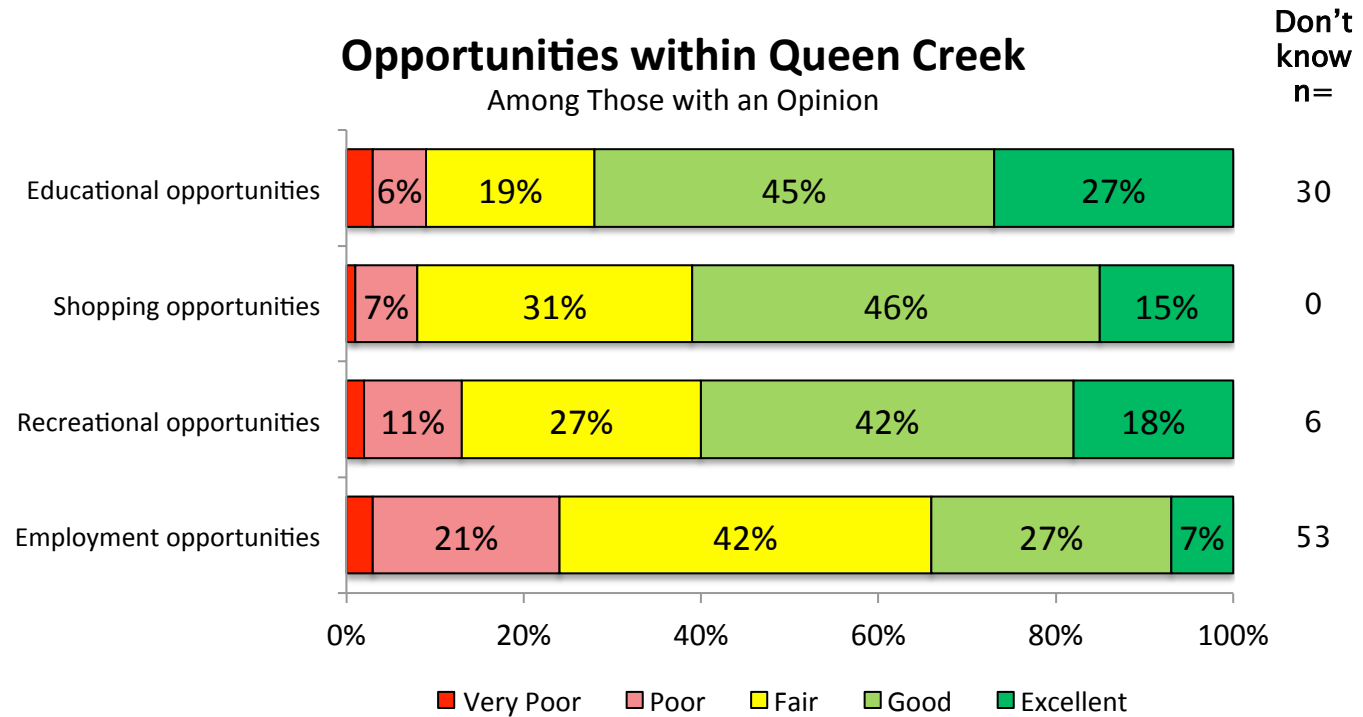
- **Traffic issues** – Queen Creek traffic is a universal issue across all demographic groups. While some demographic groups rate traffic flow on major streets higher than others, virtually all of the ratings were still lower than the other characteristics mentioned.
  - A review of other questions throughout the survey highlights traffic is the top issue among residents. Slow traffic/commute times/ability to reach shopping/restaurants are consistently mentioned as an issue of concern. In addition, a majority are willing to support tax increases for road improvements.
- **Paths and walking trails most available to the younger and older** – The middle age group gave significantly lower marks for paths/trail availability. Those under 35 or 55+ gave higher Excellent ratings (44% and 39%) for the availability of walking trails than those in the 35 – 54 age group (25%).



# Opportunities within Queen Creek

- **Great opportunities in Queen Creek** – Residents gave relatively high marks to Queen Creek for education, shopping and recreation (all 60% or higher Excellent/Good ratings).
- **Focus point** – Residents had mixed opinions about employment opportunities in Queen Creek with only one-third giving Excellent/Good ratings on these opportunities.

**Residents with entry level jobs appear to have the best employment opportunities** – Those under 35, those with high school education or less, and those with incomes under \$50K gave significantly higher ratings for employment opportunities compared to their counterparts.



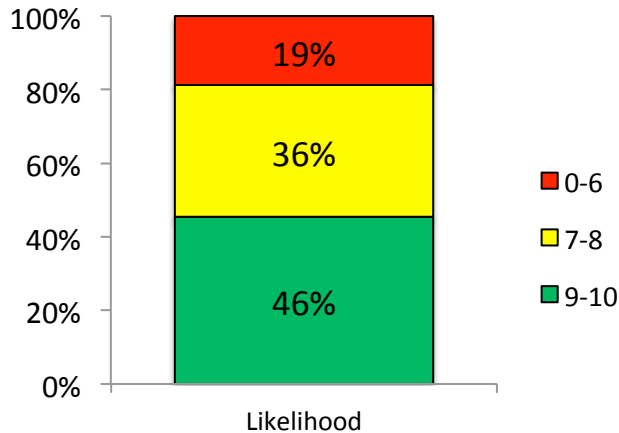
Q2b: Using the same scale, please rate each the following opportunities within Queen Creek as a whole. First, how would you rate the...Randomized List] n=403

# Likelihood to Recommend and Likelihood to Stay

- **Residents would recommend Queen Creek as a place to live.** Almost half gave the highest ratings (9/10) regarding their likelihood to recommend Queen Creek and only 19% gave below a 7 rating.
- **Residents are well settled in Queen Creek** – Almost 20% of residents plan on moving from Queen Creek in the next five years which is significantly lower than national averages (U.S. Census Geographic Mobility for 2013). From 2012 to 2013, 12% of the U.S. population moved to a different residence during this one year period. However, this percentage is up from 12% in 2012.

**Likelihood to Recommend Queen Creek**

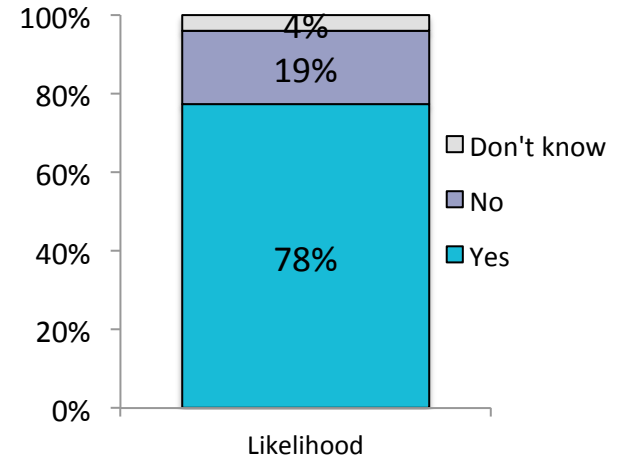
Among Those with an Opinion



Q3: How likely would you be to recommend living in Queen Creek to someone who asks? [10 = very likely; 0 – not at all likely]

Note: don't know n=1, excluded from figures above n=403

**Likelihood to Be Living in Queen Creek Five Years from Now**



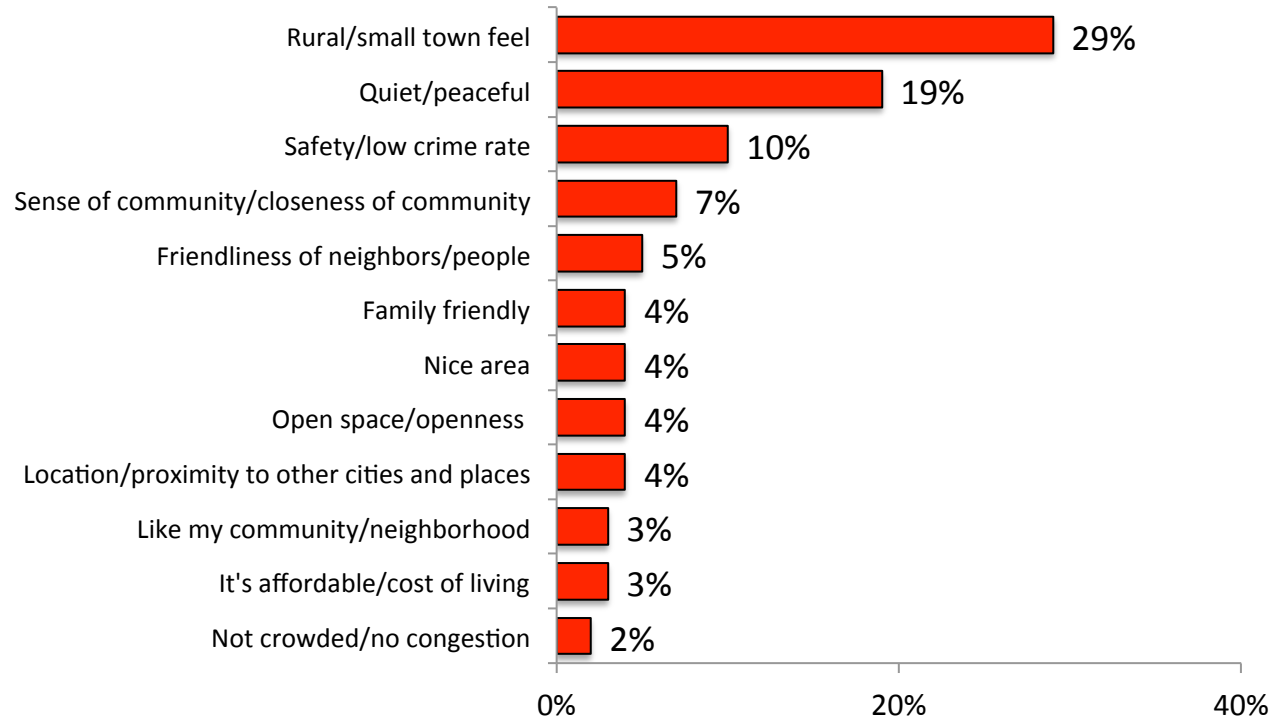
Q4: Are you likely to be living in Queen Creek five years from now?

n=403

# Best Thing about Living in Queen Creek

- **Rural/small town feel** - Residents most like Queen Creek's small town feel and attributes associated with this – quiet, peaceful, safe, and closeness of the community. This response was the top answer across all the demographic categories. This also highlights the conflict that residents feel as Queen Creek continues grow, but also tries to maintain the rural atmosphere.

## Best Thing about Living in Queen Creek



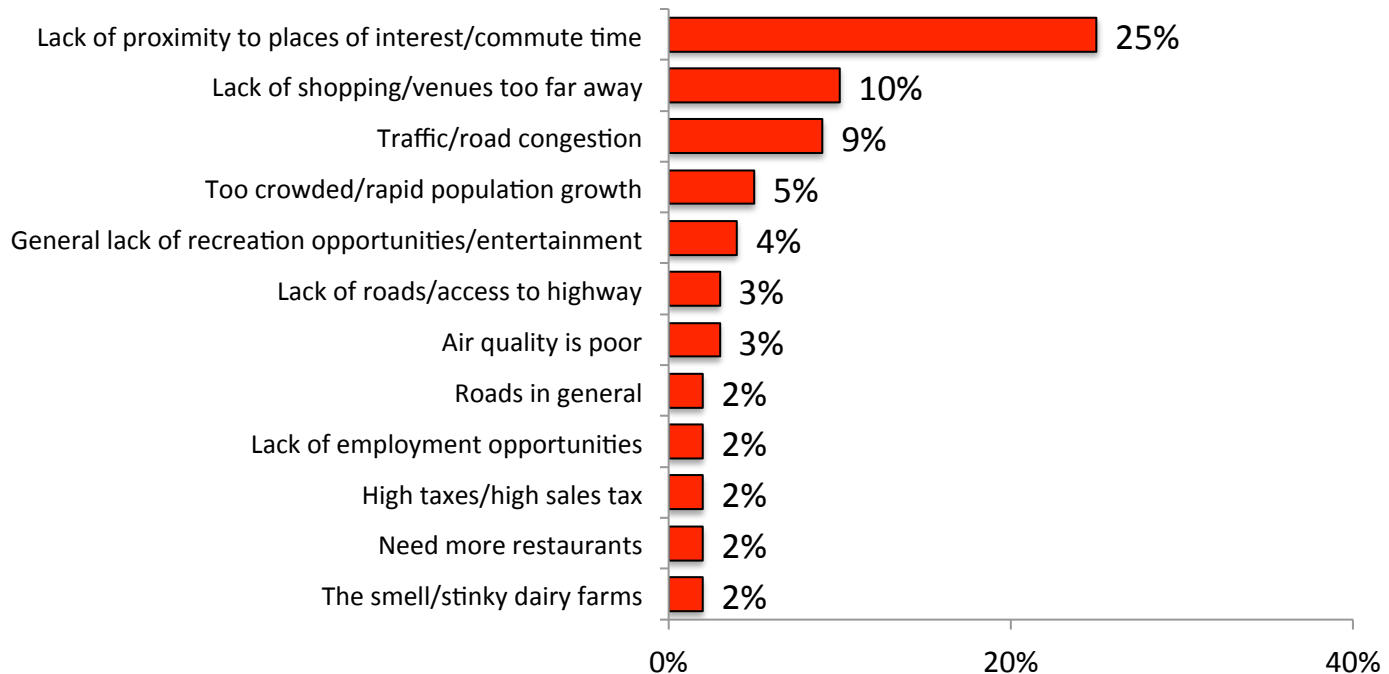
Q15: What do you like best about living in Queen Creek? [OPEN-ENDED; SINGLE RESPONSE]

N=403

# Worst thing about Living in Queen Creek

- **Driving distance and traffic are the top concerns** – Even though residents like the rural/small town feel, they do not like some of the downsides of living away from “the city” – i.e., having long drives to the services/shopping and the traffic that accompanies these trips. Residents want both the rural feel and easy access to city conveniences. Those most likely to voice concerns about the driving distance were younger householder (under 35) and newer residents to Queen Creek.

## Worst Thing about Living in Queen Creek



Q16: What do you like least about living in Queen Creek? [OPEN-ENDED; SINGLE RESPONSE]

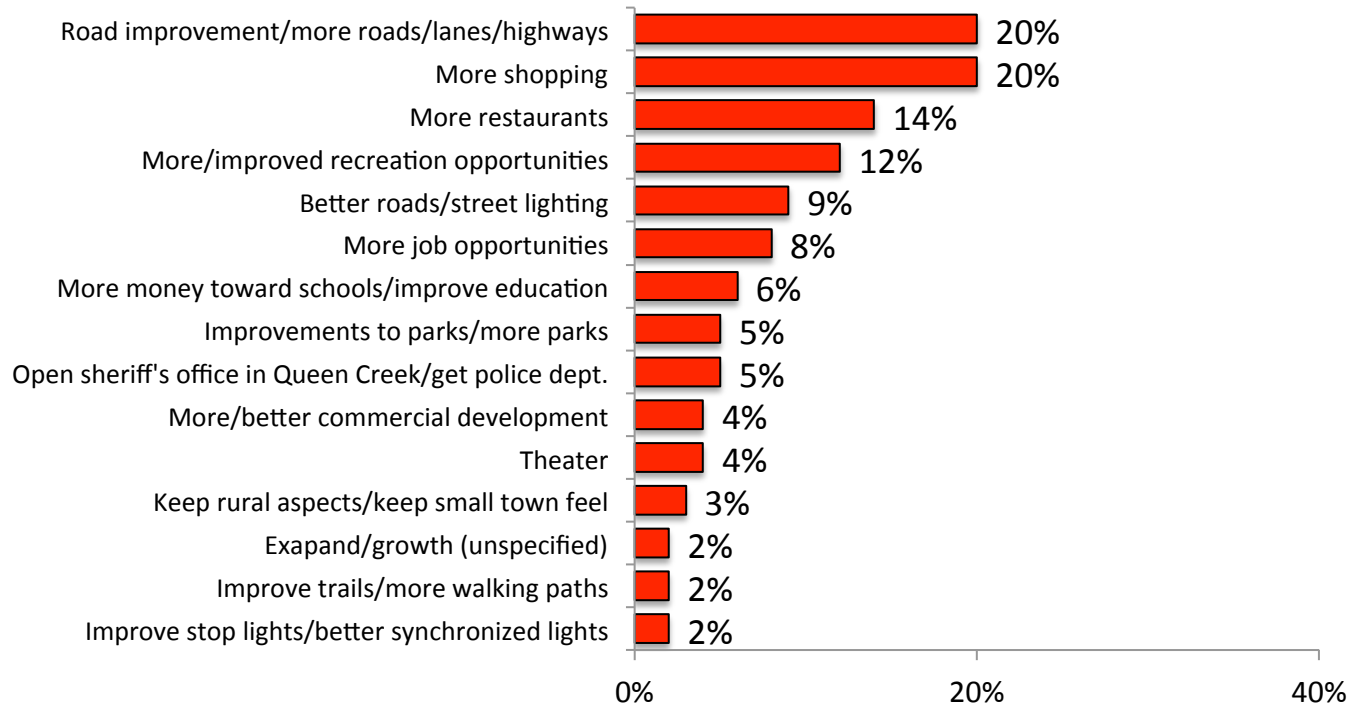
n=403

# Residents' Desired Future Benefits for Town

**Roads and shopping/restaurants** - The top desired future benefits repeated the previous themes of road improvement and closer access to shopping and restaurants.

- Long time residents (20+ years) were most likely to mention road improvements (52%).

## Top Desired Benefits



Q14: What would you like to see happen in the next few years to benefit the Town of Queen Creek?  
What else? [OPEN-ENDED; MULTIPLE RESPONSES ALLOWED]

n=403

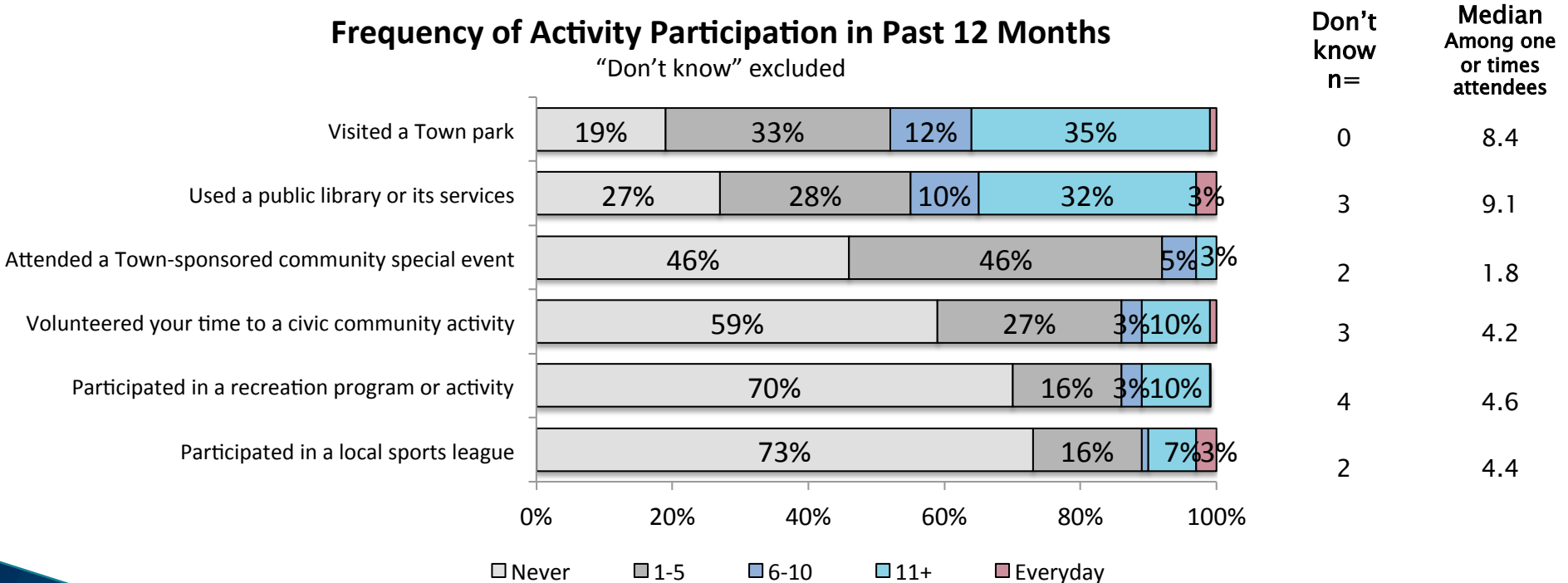
# Detailed Findings – Resident Engagement

# Engagement with Queen Creek Activities

- **Parks and libraries received the most usage and repeat visits** – Those who did attend Queen Creek activities tended to participate often. For example, of the 81% who visited a town park, the median number of visits was 8.4 times in the past 12 months.
- **Well attended special events** - Half of the residents (54%) participated in town-sponsored community special events and attended two of these activities in the past 12 months.
- **Specific niche activities had a limited, but well attended programs/games** -- In these cases, less than half of residents participated in volunteer programs, recreation activities and local sports leagues.

## Frequency of Activity Participation in Past 12 Months

“Don’t know” excluded



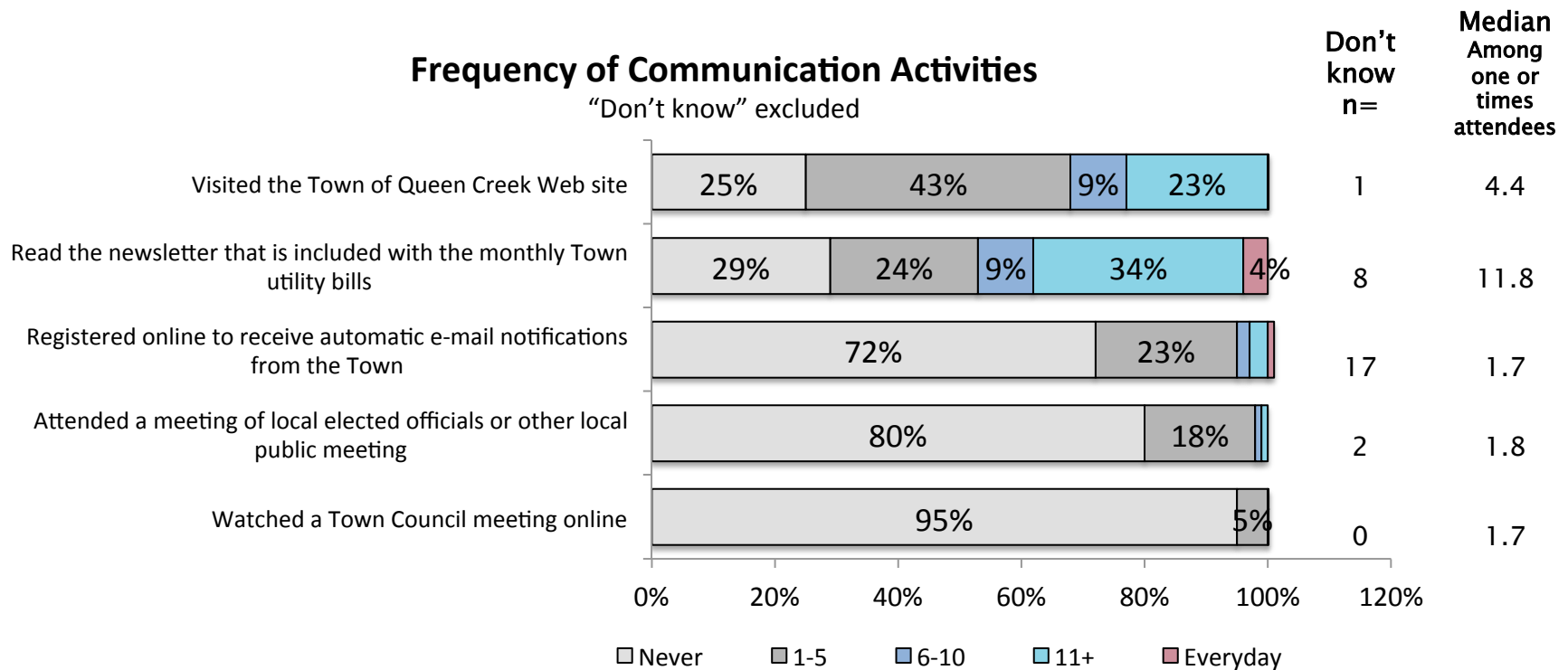
Q5: In the last 12 months, about how many times, if any, have you or other household members participated in the following activities in Queen Creek? [Randomized List]  
n=403

# Engagement with Queen Creek Communication Efforts

- **Website and newsletter are top communication tools** – The most often used communication tools were the town website and newsletter insert.
- **Focus Point** – Residents have had minimal participation in receiving email notifications, or attending public meetings and/or Town Council meetings.

## Frequency of Communication Activities

“Don’t know” excluded



Q5b: Thinking about events or communications from the Town of Queen Creek, 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?  
n=403

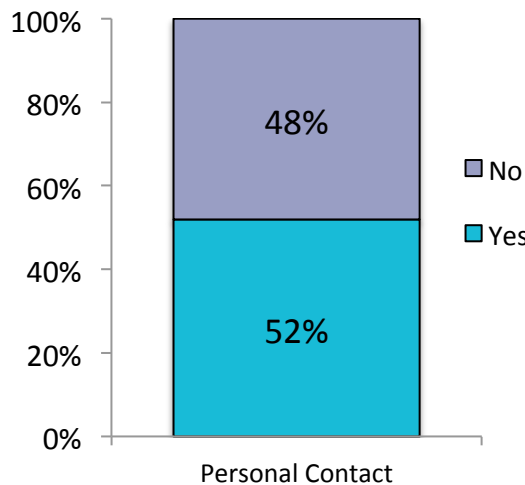


# Personal Contact with TOQC

**Great customer service** - Half of residents (52%) had contact with town employees in the past 12 months and the service they received was extremely good. Residents gave high marks to town employees for all four attributes – Courtesy, knowledge, responsiveness and overall impression.

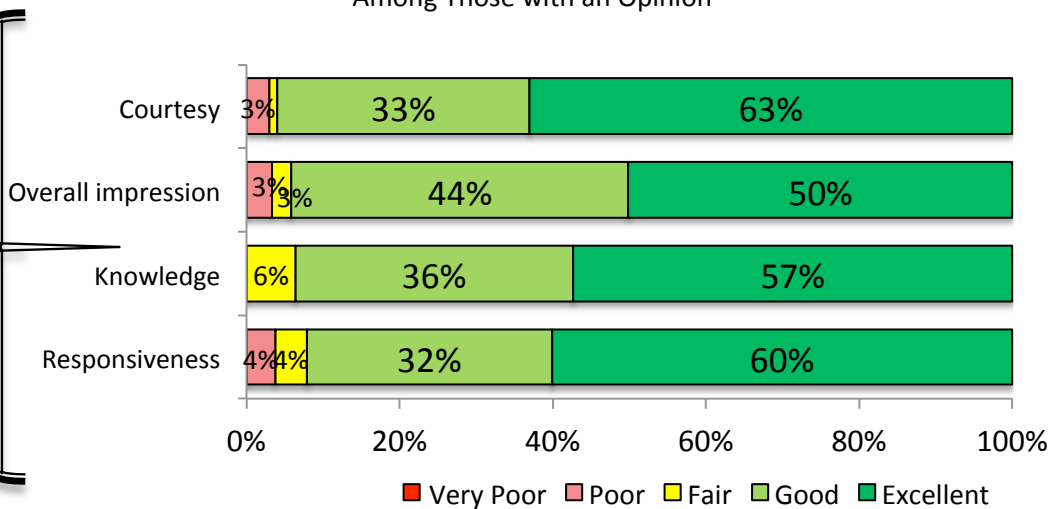
- Demographic groups most likely to have had contact with TOQC were those married (59%) and those who voted in the last election (66%).

**Personal Contact with a Town Employee in Last 12 Months**



Q6: Have you had any in-person or phone contact with an employee of the Town of Queen Creek within the last 12 months?  
n=403

**Employee Attributes**  
Among Those with an Opinion



Q7: based on your recent contact(s), how would you rate the Town of Queen Creek's employee(s) on... [Randomized List]  
N=208

Don't know  
n=

0

1

0

0

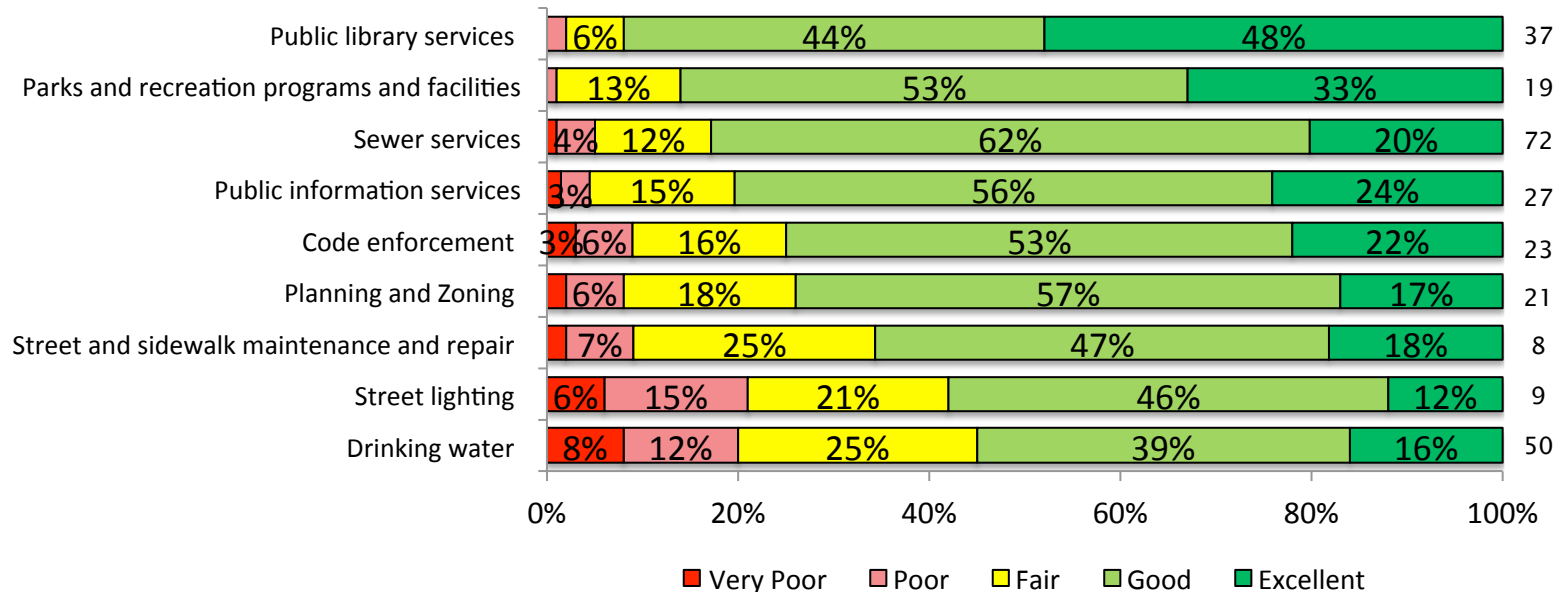
# Perception of Queen Creek Services

- **Library, parks/rec, sewer, and public information received the highest marks among town services.** Code enforcement and planning/zoning tended to receive “middle-tier” ratings.
- **Focus points** – Street/sidewalk repair, street lighting and drinking water received lower marks. Opinions about these topics were generally consistent across all demographic groups.

## Perception of Queen Creek Services

Among Those with an Opinion

Don't know  
n=



Q8: Using the same scale, please rate the overall quality of each of the following services in Queen Creek. How would you rate... [Randomized List]

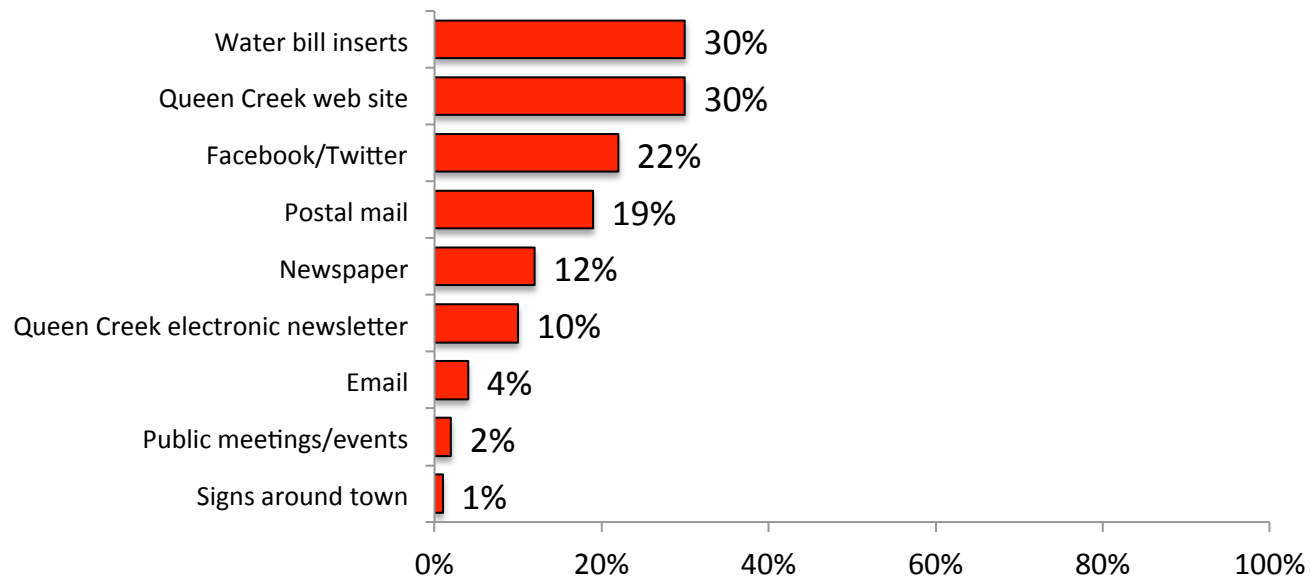
n=403

# Preferred Information Sources about Town

**Preferred sources** - Water bill inserts and Queen Creek website remain the most preferred information sources. Social media was a close third place in preference.

- Preference for traditional communication channels (bill inserts/mail) tended to follow expected demographic groups – i.e., 55+ age (49%), retirees (50%)
- Preference for social media was most preferred by younger residents (38% - under 35), unemployed (45%), and lower income (45% - under \$50K).

## Most Preferred Information Sources



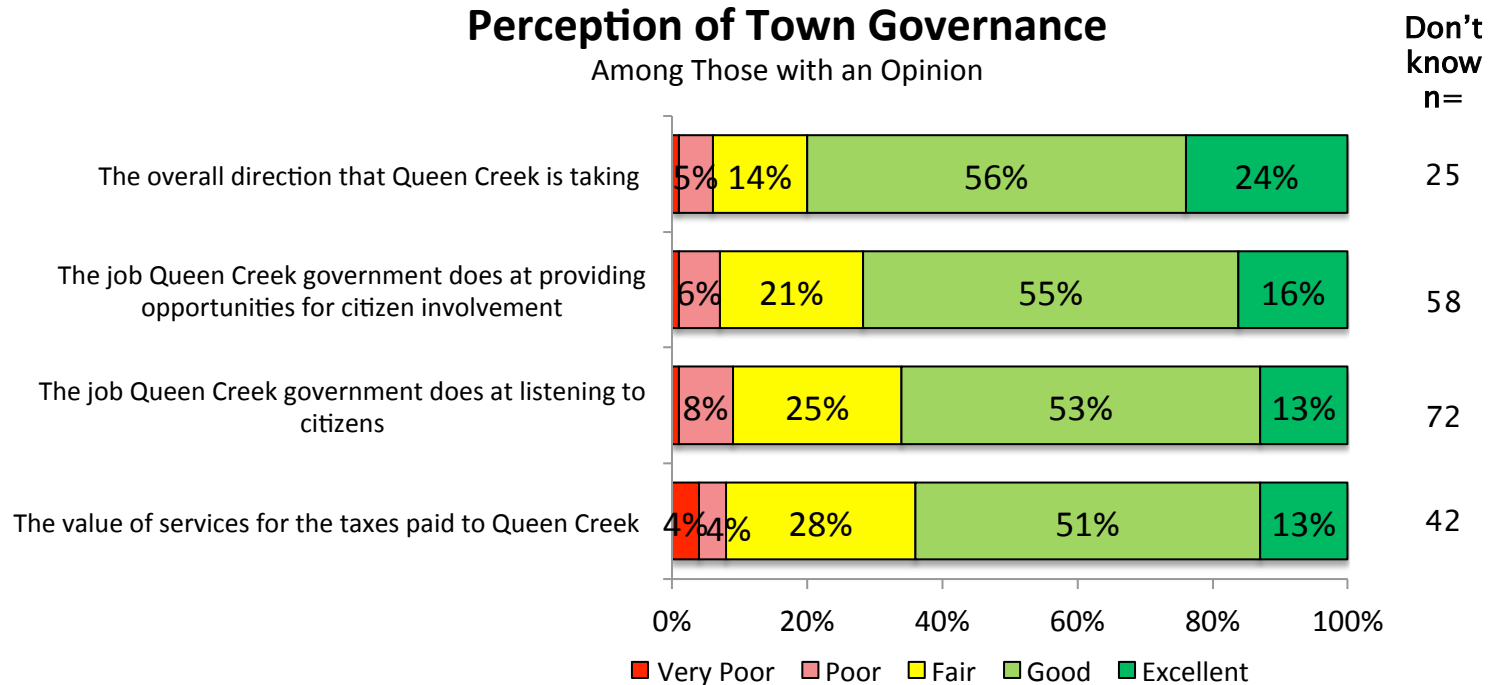
Q10: Which of the following sources do you prefer to use to receive information about Town issues, programs, and events? [READ LIST; MULTIPLE RESPONSE]

Note: response categories with less than 1% not listed

# Detailed Findings – Governance

# Perception of Town Governance

- **Queen Creek's governance received very positive ratings.** Even ratings of the value of services for taxes paid received 64% Excellent/Good ratings.
- Longer time residents (20+ years) and minorities were more likely to give lower ratings for town governance topics. For example, 80% of Caucasians rated citizen involvement excellent/good compared to 59% among minorities; 81% of those living in Queen Creek less than 20 years rated overall direction Excellent/Good compared to 59% among those living in Queen Creek 21+ years.
- The percentage of excellent/good ratings for all attributes increased in comparison to 2012.



Q9: How would you rate the Town government's performance when it comes to...  
[Randomized List]  
n=403

# Perception of Town Governance (continued)

- The following are comments provided by residents regarding why they gave Poor/Very Poor ratings.

Top Response Categories among Those Who Rated an Attribute With "Poor" Or "Very Poor"

Characteristic	n	Examples of top response comments
The value of services for the taxes paid to Queen Creek	n=30	
Taxes are too high (general)/Property Taxes are too high *	41%	* I think about the Gilbert area and think my neighbors next door have better services. Once you cross into Gilbert area, they are more up-to-date. Not that Queen Creek is horrible, but the Gilbert residents' tax dollar does more.
They need street lights/there are no street lights	11%	
Roads are bad/improve the roads	11%	
They don't do anything/don't do enough/I don't see any involvement	10%	
Wasteful spending	8%	
School system is poor	8%	
The overall direction that Queen Creek is taking	n=24	
They don't do anything/don't do enough/I don't see any involvement *	25%	* The changes that have been made are negatives. There is not much community involvement.
We are building too many houses/too much development	18%	
We need to bring in more business/employment opportunities	12%	
The job Queen Creek government does at providing opportunities for citizen involvement	n=26	
We need to bring in more business/employment opportunities *	41%	* Government does not really want citizen involvement.
Lack of communication/they don't listen/don't hear anything from Town	39%	
They don't do anything/don't do enough/I don't see any involvement	11%	
The job Queen Creek government does at listening to citizens	n=27	
Lack of communication/they don't listen/don't hear anything from Town *	42%	* I haven't been to (Town Council) meetings lately, but they don't really listen. They just stick together. When I was going, it was like that. It didn't do any good.

Note: caution is encourage due to small sample sizes

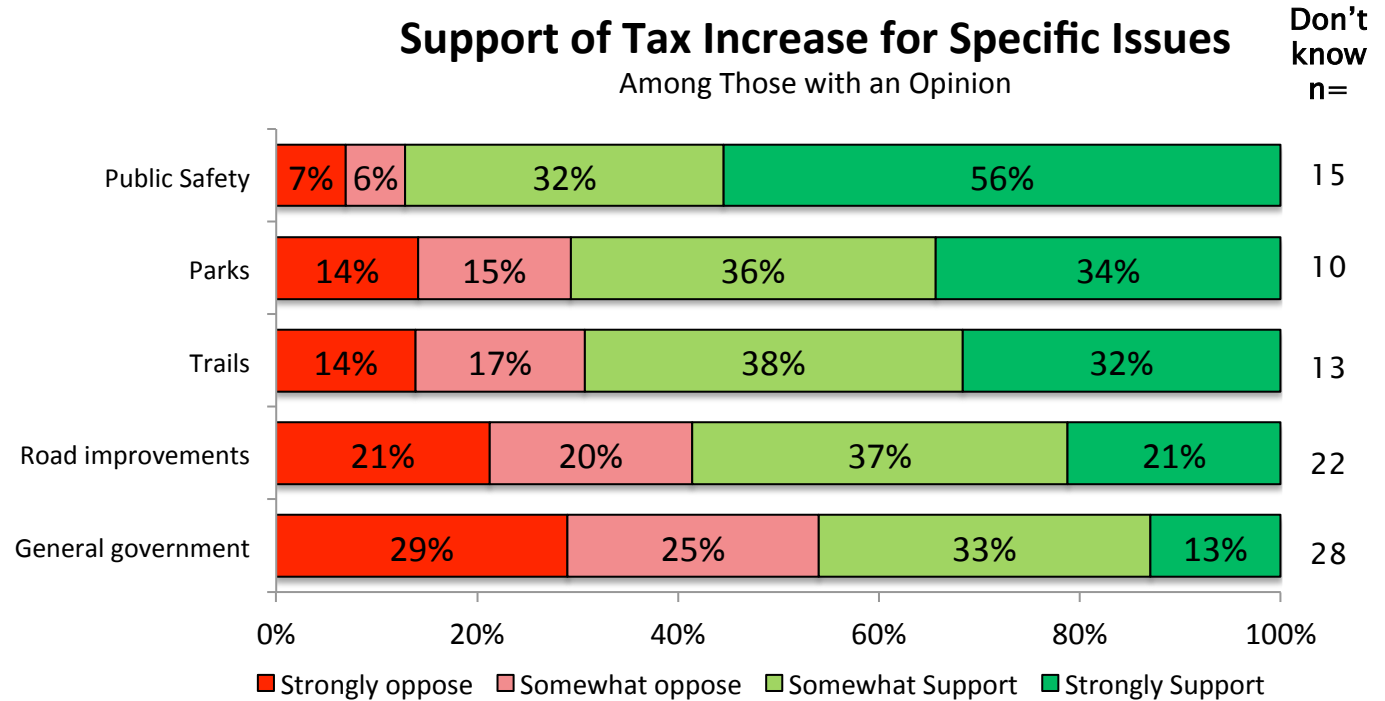
Note: Top coded response categories only. No response categories shown below 8%

Q9\_follow-ups: Why do you give the Town of Queen Creek a poor rating on...

# Support of Tax Increase for Specific Issues

**Support for tax increases** – A majority of residents gave fairly strong support for tax increases in four of the five issues covered -- public safety, parks, trails and road improvements. Only increases for general government received less than 50% support.

- Overall, residents were more likely in 2014 to indicate they were strongly/somewhat supportive of tax increase for all issues in comparison to 2012
- Groups most likely to be in support of the tax increases included:
  - Households with children at home supported road improvements, parks and trails compared to those who did not have children at home.
  - Those under 55 were more likely to support road improvements, general government, parks, and trails than those 55+.



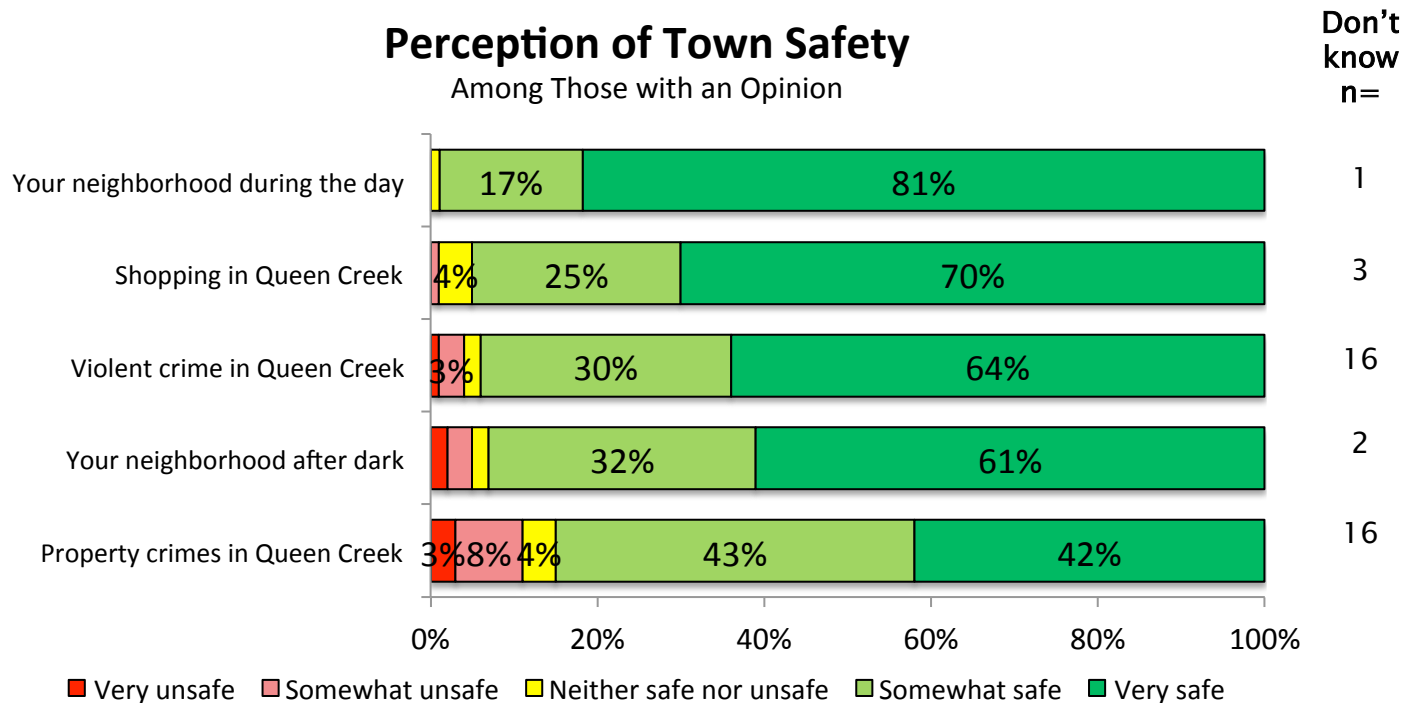
Q11: How would you rate the Town government's performance when it comes to...[Randomized List]

# Detailed Findings – Safety



# Safety in Queen Creek

**Residents feel safe** – Over 90% rated Queen Creek very/somewhat safe in their neighborhood during the day/night, while shopping, and from violent crimes. Safety from property crimes was also relatively high with 85% saying they felt very/somewhat safe.



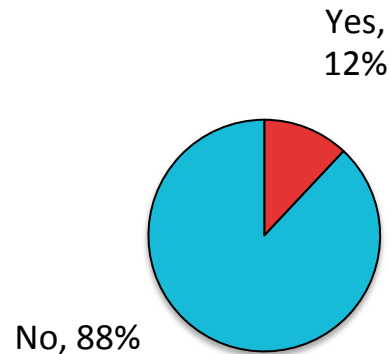
Q12: Next I want to ask you a few questions about the safety of Queen Creek. When it comes to [Randomized Attribute] would you say you feel...  
n=403

# Crime Victimization

**Crime victims** - One out of eight residents had someone in their household become a victim of a crime in the past 12 months.

- Demographic groups most likely to have experienced a crime in their household, included women (17%), voted in the last election (15%), and those under 55 years of age (14%).

**Awareness of Crime Victim within  
Last 12 Months**



Q13: During the past 12 months, were you or anyone in your household the victim of any crime?  
n=403

# Appendix

# Appendix – Questionnaire (double-click to open)

## Town of Queen Creek Citizen Survey

### RDD/LANDLINE INTRODUCTION

Hello, my name is \_\_\_\_\_. I'm calling on behalf of the Town of Queen Creek from WestGroup Research. We're conducting a survey with Town residents on a number of public issues and would like to include your opinions. All of your answers will be completely confidential. This is strictly for research purposes only and not a sales call. Are you 18 years of age or older? (IF ASKED: The survey should take about 12-15 minutes)

### CELL PHONE INTRODUCTION

Hello, my name is \_\_\_\_\_. I'm calling on behalf of the Town of Queen Creek from WestGroup Research. We're conducting a survey with Town residents on a number of public issues and would like to include your opinions. All of your answers will be completely confidential. This is strictly for research purposes only and not a sales call. Are you 18 years of age or older? Is this a safe time to talk with you now or are you driving? (IF ASKED: The survey should take about 12-15 minutes)

(INTERVIEWER: If respondent is driving, schedule a callback)

- S1. Is this a cellular telephone? (IF NEEDED: By cellular telephone we mean a telephone that is mobile and usable outside of your home)
- 1 Yes [SKIP TO S3]
  - 2 No [GO TO S2]
  - 3 Don't Know [GO TO S2]
  - 4 Decline to Answer [TERMINATE]
- S2. Is this a landline telephone?
- 1 Yes [QUALIFY FOR RDD/LANDLINE QUOTA]
  - 2 No [TERMINATE]
  - 3 Don't Know [TERMINATE]
  - 4 Decline to Answer [TERMINATE]
- S3. Do you also have a landline telephone in your home that is used to make and receive calls?
- 1 Yes
  - 2 No
  - 3 Don't Know / Not Sure
  - 4 Decline to Answer

(INTERVIEWER: Offer Spanish speaking respondents the option of completing the survey in Spanish. If no Spanish interviewer is immediately available schedule a callback)

# Weighting percentages

Characteristic	Non-weighted n=403	Weighted n=403
<b>Ethnicity</b>		
Caucasian	83%	62%
African American	4%	4%
Latino/Hispanic	9%	19%
Asian	<1%	3%
Other	2%	11%
Declined to Answer	3%	1%
<b>Age</b>		
18 to 24 years	4%	14%
25 to 34 years	9%	19%
35 to 44 years	19%	25%
45 to 54 years	20%	19%
55 to 64 years	22%	13%
65 to 74 years	17%	7%
75+	8%	3%
Declined to Answer	<1%	<1%

# Contact:

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