



# Town of Queen Creek Citizen Survey

WestGroup Research  
December 2017

# Background and Methodology

- Purpose: Measure residents regarding attitudes and approval levels of the Town's functionality. The tracking study also measures changes in these perceptions since the 2014 and 2016 Citizen Surveys.
- All data were collected from the WestGroup Research central phone center between September 23 and October 12, 2017. The average interview length was 18 minutes.
- The total sample size of n=404 has a margin of error of  $\pm 5.0\%$  at the 95% confidence level.
- The base sample interviewers dialed from was comprised of a combination of random digit dialing (RDD), cell-phone, and TOQC housing data.

# Demographics

Characteristic	2017 n=404	2016 n=401	2014 n=403	Characteristic	2017 n=404	2016 n=401	2014 n=403
<b>Gender</b>				<b>Own or rent primary residence</b>			
Male	51%	50%	53%	Own	88%	86%	85%
Female	49%	50%	47%	Rent	9%	11%	15%
				Don't know/declined	3%	3%	3%
<b>Ethnicity</b>				<b>Marital Status</b>			
Caucasian	63%	62%	62%	Married	80%	75%	71%
African American	4%	4%	4%	Divorced/widowed	8%	9%	7%
Latino/Hispanic	20%	19%	19%	Single, never married	3%	11%	14%
Asian	4%	3%	3%	Living with sig. other/ partner	6%	3%	4%
Other	2%	4%	6%	Other	<1%	--	1%
Declined to answer	6%	5%	4%	Declined to answer	3%	2%	3%
<b>Age</b>				<b>Annual household income</b>			
18 to 24 years	7%	7%	14%	Less than \$24,999	3%	2%	2%
25 to 34 years	17%	17%	19%	\$25,000 to \$49,999	<b>4%</b>	10%	17%
35 to 44 years	28%	28%	25%	\$50,000 to \$99,999	33%	33%	39%
45 to 54 years	21%	21%	19%	\$100,000 to \$149,999	28%	20%	18%
55 to 64 years	14%	14%	13%	\$150,000 or more	21%	21%	13%
65 to 74 years	9%	9%	7%	Don't know/no answer	11%	13%	10%
75+	4%	4%	3%				
Declined to Answer	--	<1%	<1%				
<b># in household</b>				<b># children under 18 in HH</b>			
1	4%	5%	3%	0	33%	35%	35%
2-3	39%	37%	42%	1-2	39%	38%	41%
4-5	38%	43%	40%	3-4	19%	20%	19%
6+	17%	13%	14%	5+	4%	4%	2%
Declined to answer	3%	2%	1%	Declined to answer	3%	3%	3%

**Bold** indicates a significantly different percentage than 2016 at a 95% confidence level.

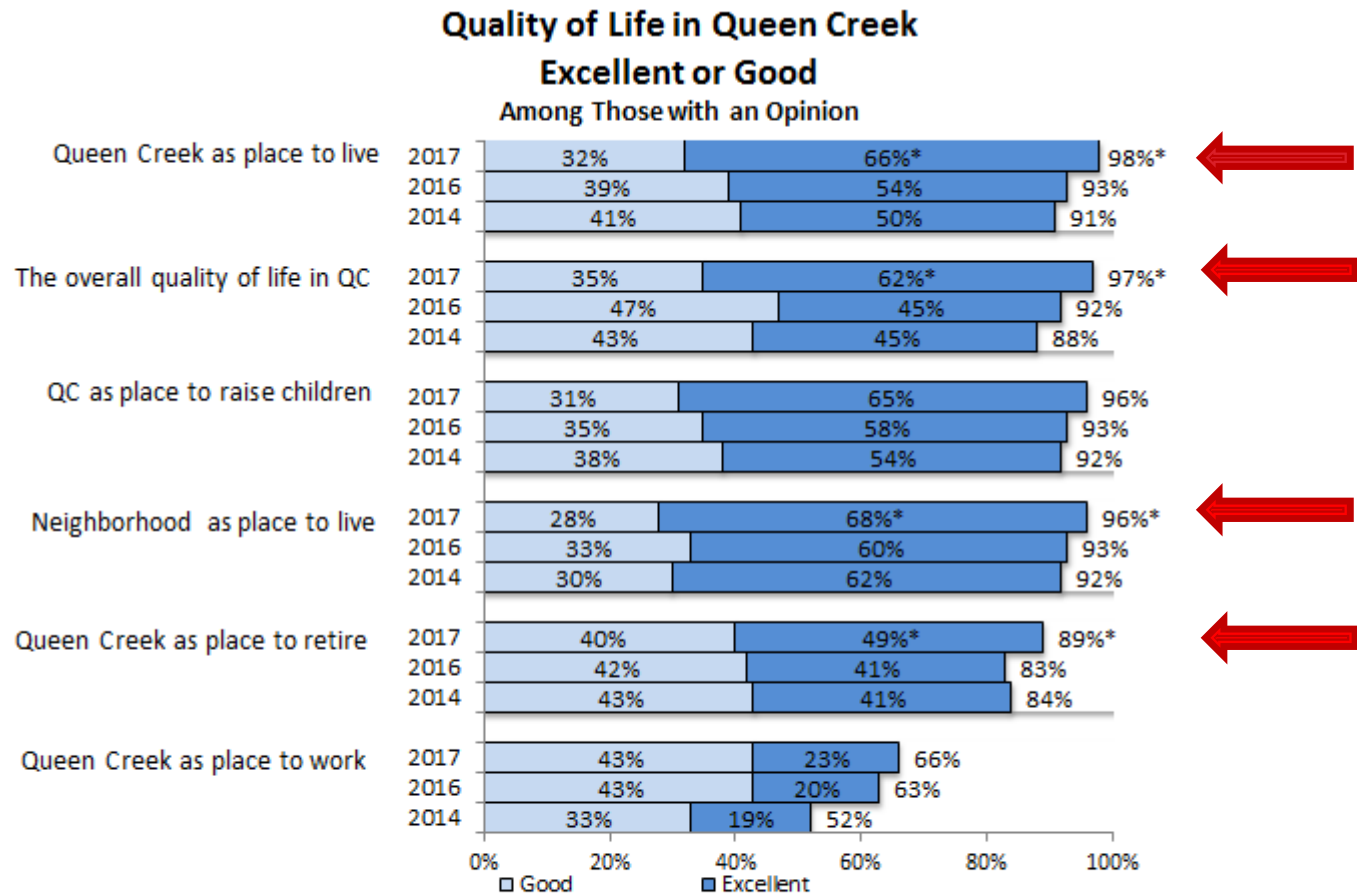
# Demographics (continued)

Characteristic	2017 n=404	2016 n=401	2014 N=403
<b>Employment status</b>			
Employed full-time	61%	54%	58%
Employed part-time	9%	12%	12%
Unemployed and looking for work	2%	3%	6%
Unemployed/not looking for work	6%	10%	9%
Retired	17%	18%	13%
Declined to answer	4%	3%	2%
<b>Education level</b>			
High school or less	12%	13%	21%
Some college	26%	31%	29%
Vocational or technical training	3%	8%	4%
College graduate	37%	30%	32%
Post graduate degree or more	19%	15%	13%
Don't know/declined to answer	3%	3%	2%
<b>Years lived in TOQC</b>			
Less than 2 years	<b>24%</b>	1%	4%
2 to 5 years	<b>29%</b>	20%	33%
6 to 10 years	<b>22%</b>	36%	36%
11 to 20 years	<b>20%</b>	35%	19%
More than 20	<b>3%</b>	8%	6%
Don't know/declined	<b>2%</b>	<1%	1%
<b>Eligible to vote</b>			
Yes	96%	96%	95%
No	3%	2%	4%
Don't know/declined to answer	1%	2%	1%
<b>Registered to vote in TOQC (based to those eligible to vote)</b>			
Yes	82%	84%	84%
No	15%	12%	13%
Don't know/declined to answer	3%	4%	3%
<b>Plan to vote in next Town election (based to those eligible to vote)</b>			
Yes	89%	84%	NA
No	8%	11%	NA
Don't know/declined to answer	3%	5%	NA

**Bold** indicates a significantly different percentage than 2016 at a 95% confidence level.

# Overall Opinions

# Quality of Life in Queen Creek

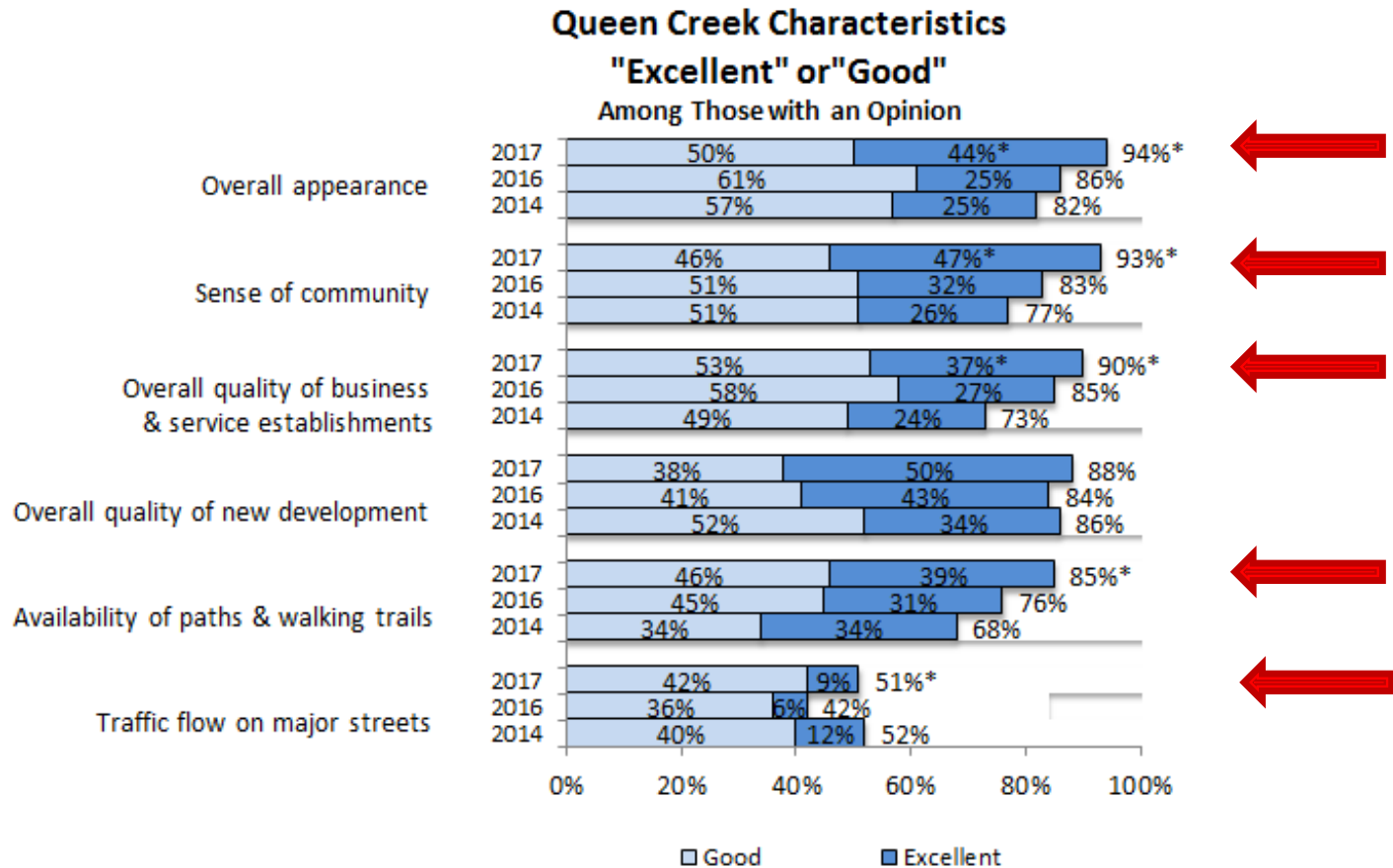


Q1: Next, I would like to get your opinions on a few aspects regarding the quality of life in Queen Creek. First, how would you rate... [Randomized List]

2017 n=404; 2016 n=401; 2014 n=403

\* Significantly different from 2016

# Queen Creek Characteristics

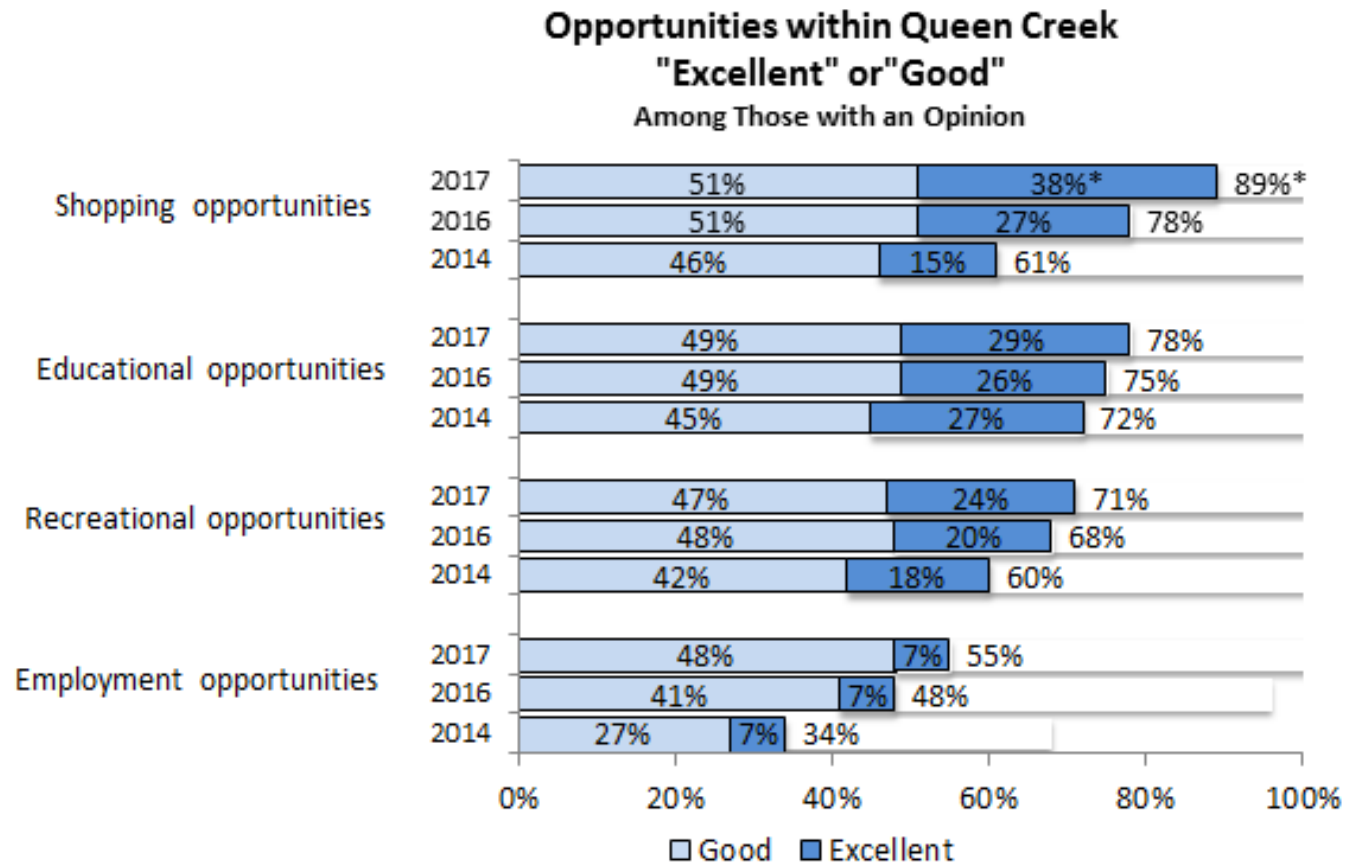


Q2: Using the same scale, please rate each of the following characteristics as they relate to Queen Creek as a whole. First, how would you rate...[Randomized List]

2017 n=404; 2016 n=401; 2014 n=403

\* Significantly different from 2016

# Opportunities within Queen Creek

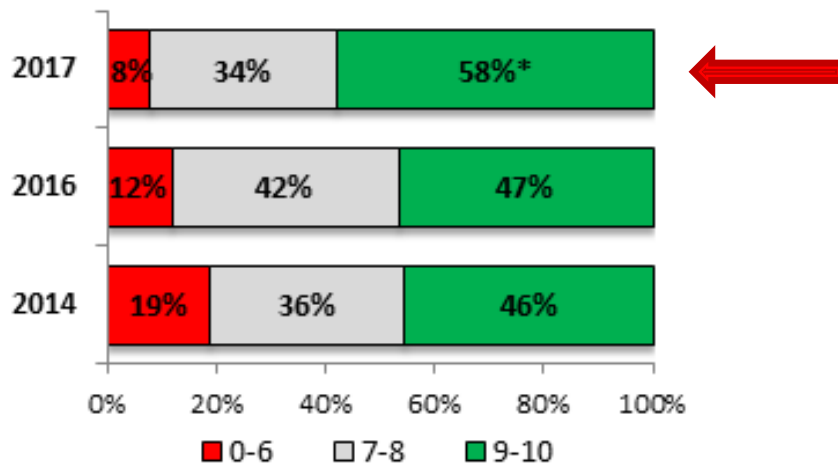


Q2b: Using the same scale, please rate each the following opportunities within Queen Creek as a whole. First, how would you rate the...Randomized List] 2017 n=404; 2016 n=401; 2014 n=403 \* Significantly different from 2016



# Likelihood to Recommend and Likelihood to Stay

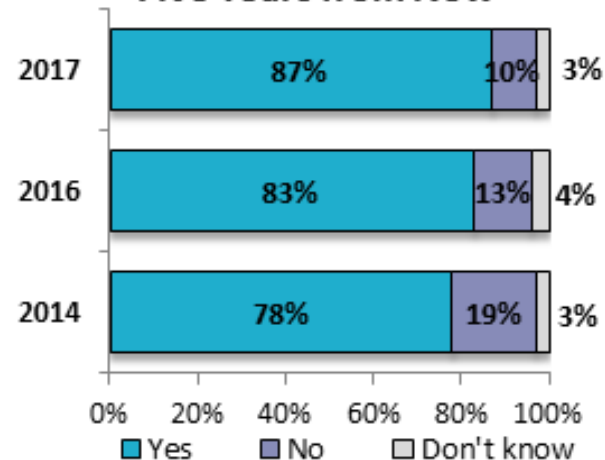
**Likelihood to Recommend Queen Creek**  
Among Those with an Opinion



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

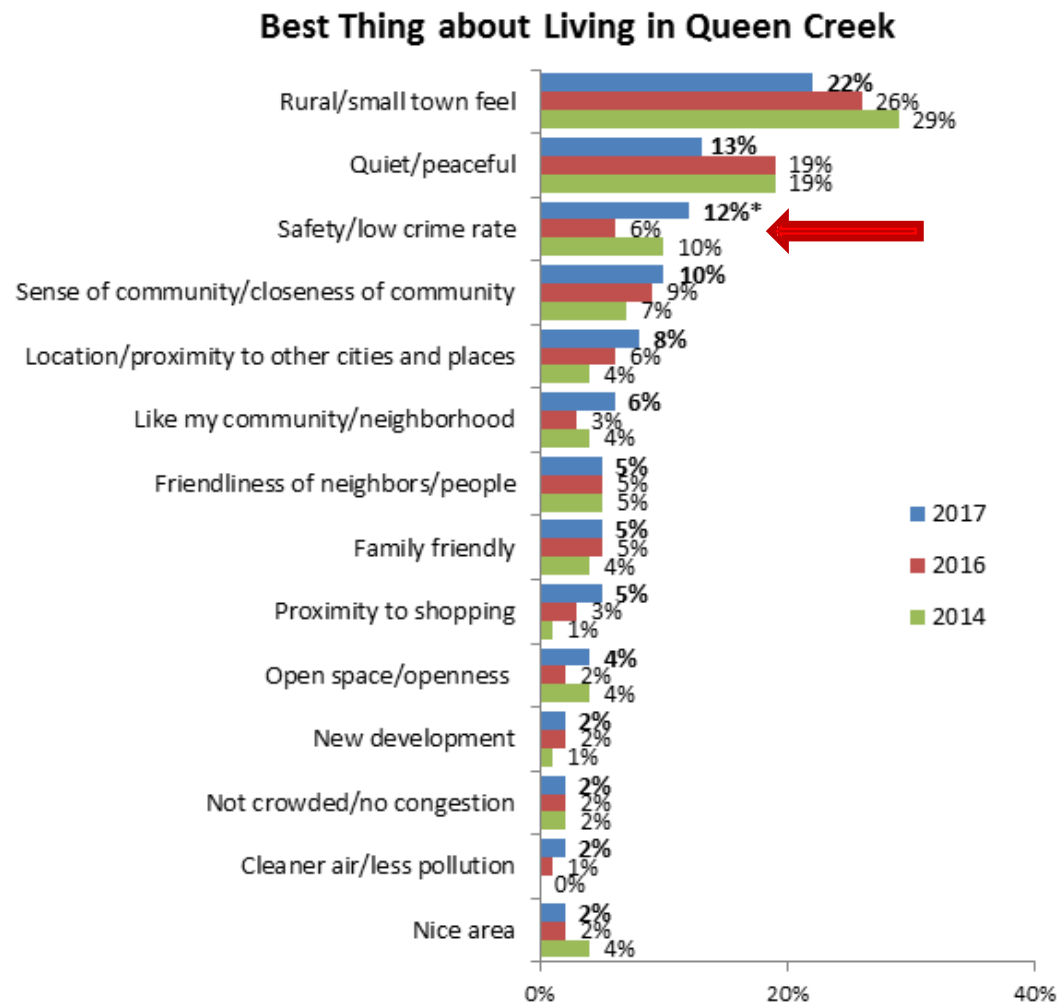
2017 n=404; 2016 n=401; 2014 n=403 \* Significantly different from 2016

**Likely to Live in Queen Creek**  
Five Years from Now



Q4: Are you likely to be living in Queen Creek five years from now? 2017 n=404; 2016 n=401; 2014 n=403

# Best Thing about Living in Queen Creek



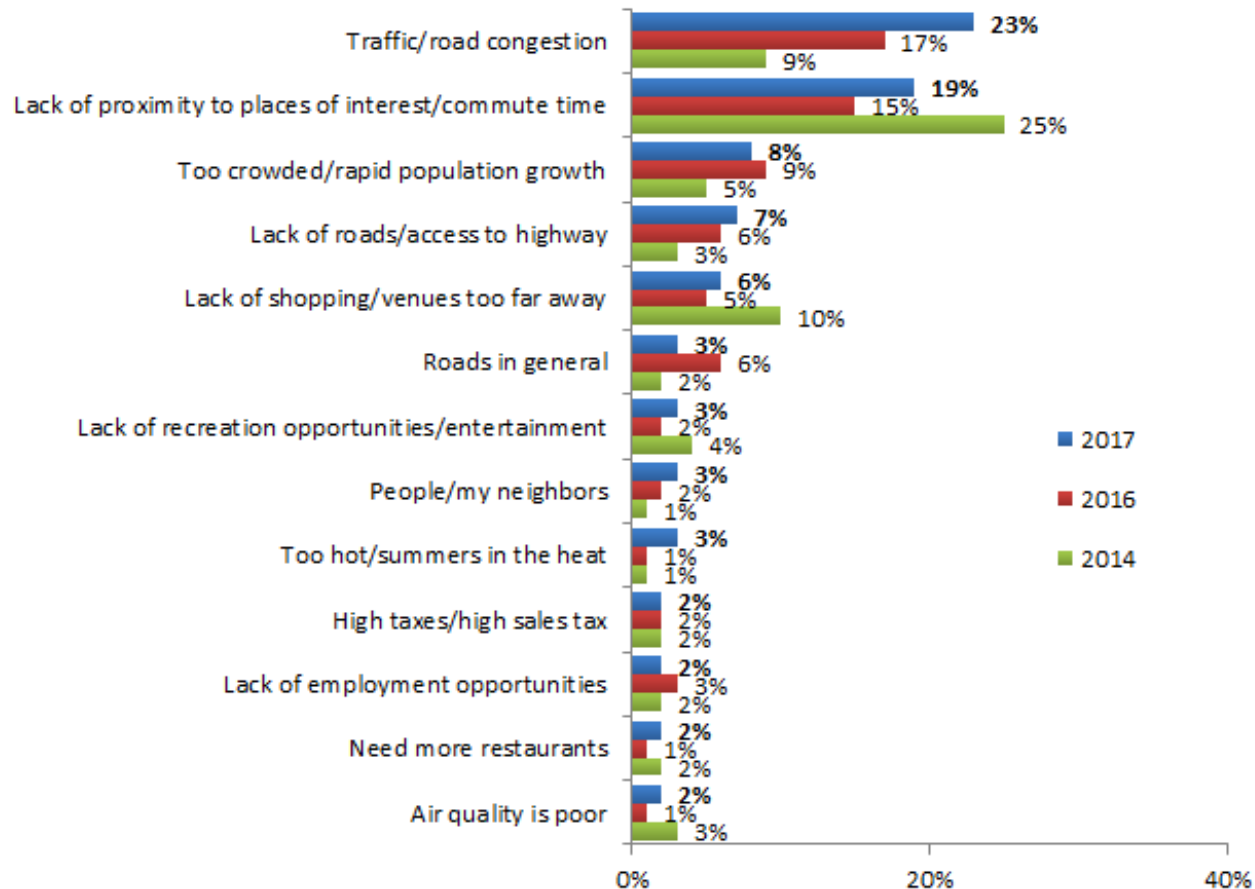
Q15: What do you like best about living in Queen Creek? [OPEN-ENDED; SINGLE RESPONSE]

2017 n=404; 2016 n=401; 2014 n=403

\* Significantly different from 2016

# Worst thing about Living in Queen Creek

## Worst Thing about Living in Queen Creek



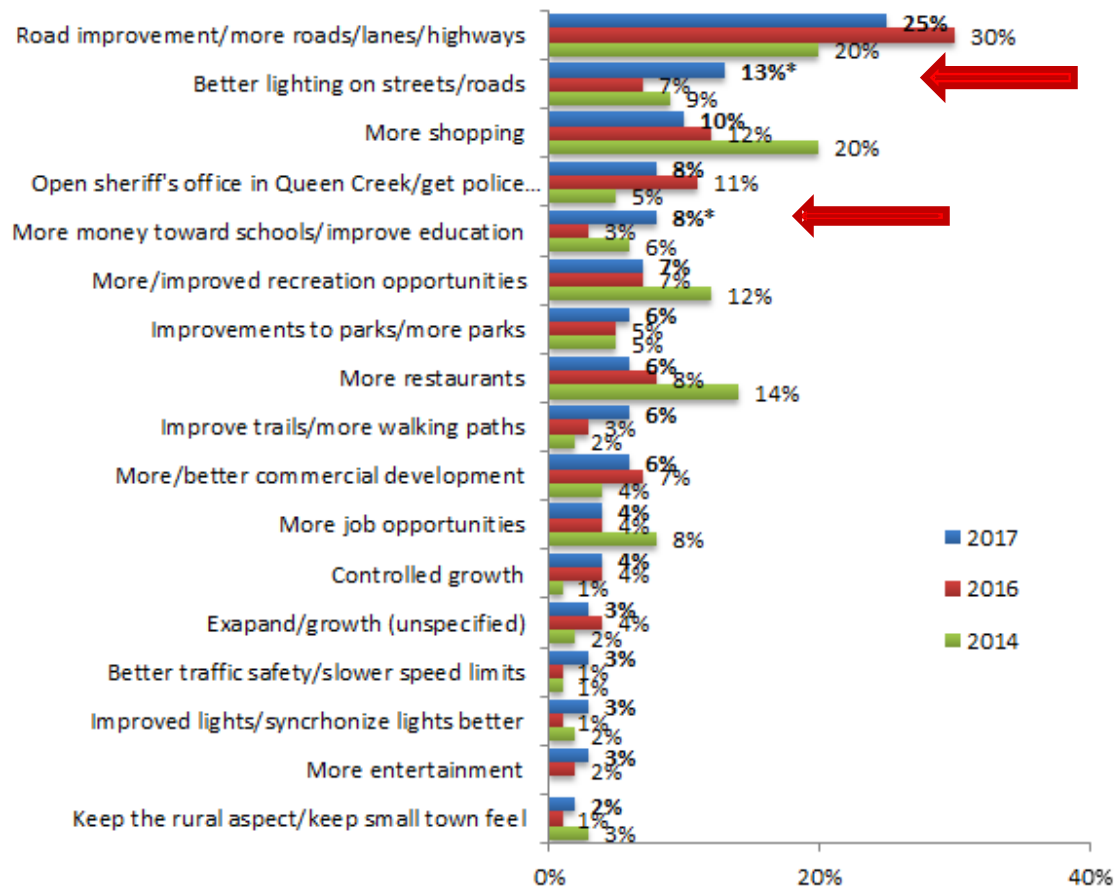
Q16: What do you like least about living in Queen Creek? [OPEN-ENDED; SINGLE RESPONSE]

2017 n=404; 2016 n=401; 2014 n=403;

No significant differences from 2016

# Residents' Desired Future Benefits for Town

## 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]

2017 n=404; 2016 n=401; 2014 n=403;

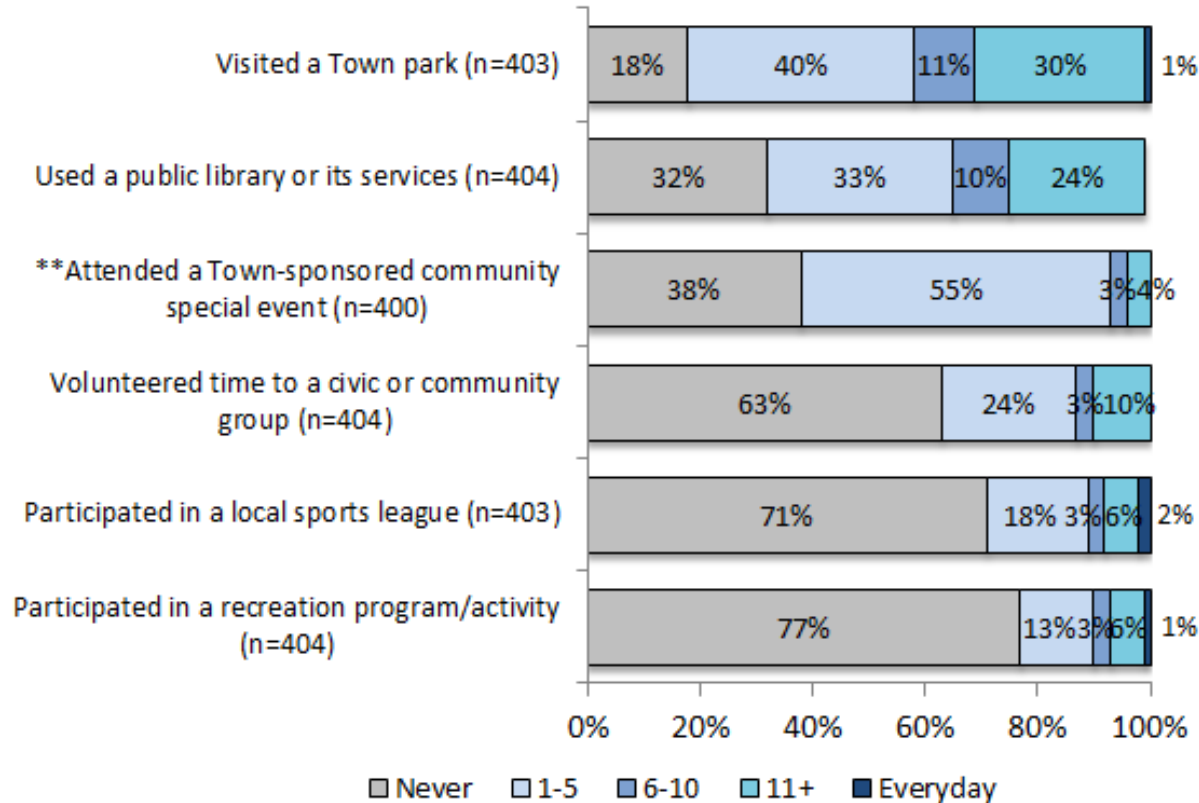
\* significantly different from 2016

# Resident Engagement

# Engagement with Queen Creek Activities

## Frequency of Past 12 Month Participation

Among those Answering (excludes Don't know)

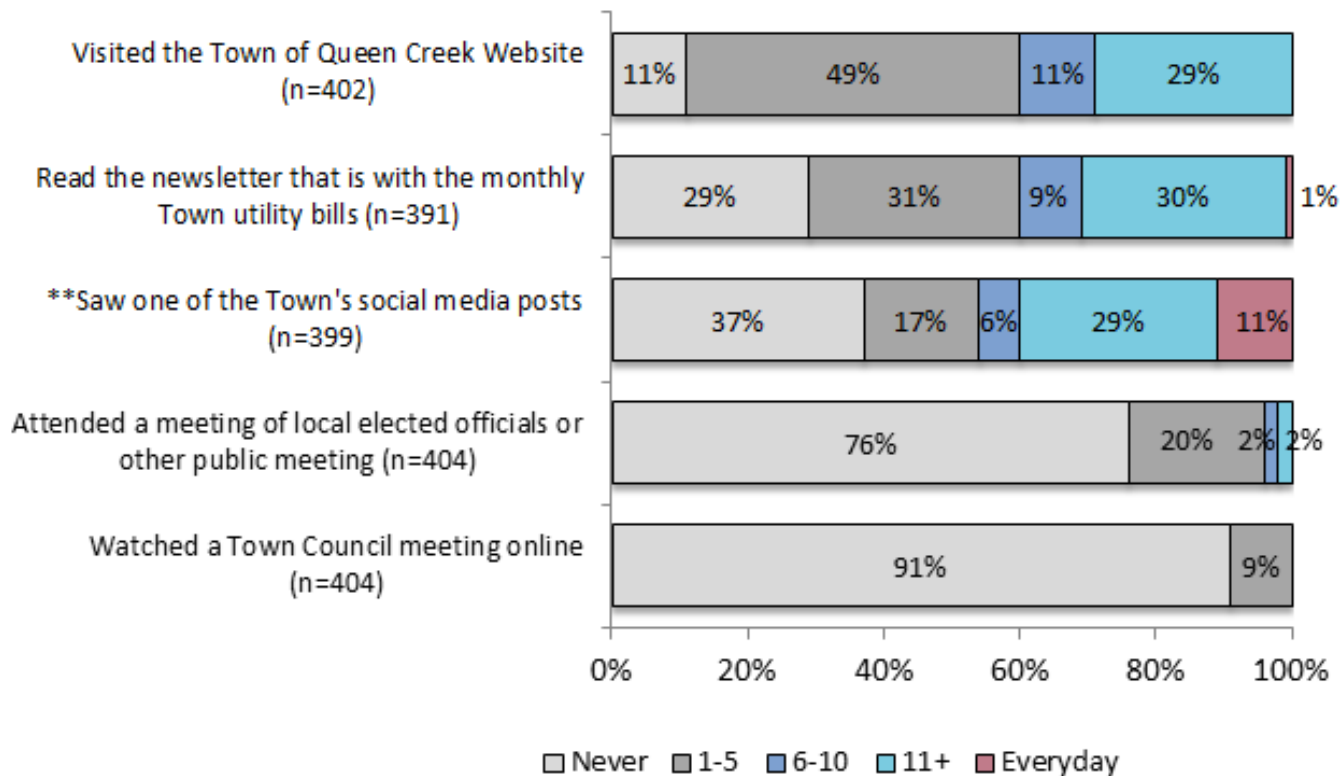


Q5: In the last 12 months, about how many times, if any, have you or other household members participated in the following activities in Queen Creek? [Randomized List]

\*\*Slight wording change from 2014 to specifically highlight key Town events.

# Engagement with Queen Creek Communication Efforts

Frequency of Communication Activities in Past 12 Months  
 "Don't know" excluded

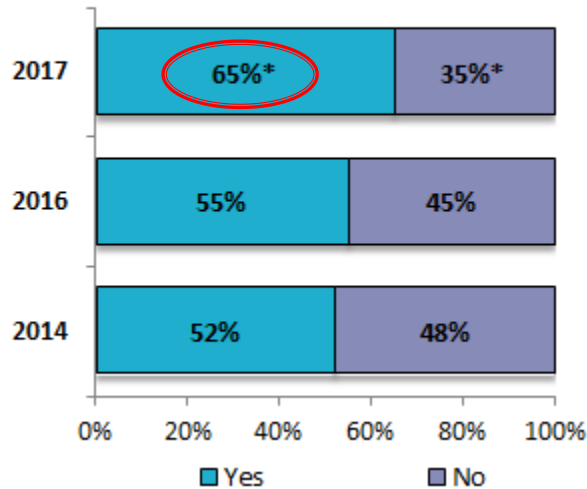


Q5b: Thinking about events or communications from the Town of Queen Creek, in the last 12 months, about how many times, if any, have you or other household members participated in the following activities in Queen Creek?

\*\*slight wording change from 2016

# Contact with TOQC

**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=404

\* Significantly different from 2016



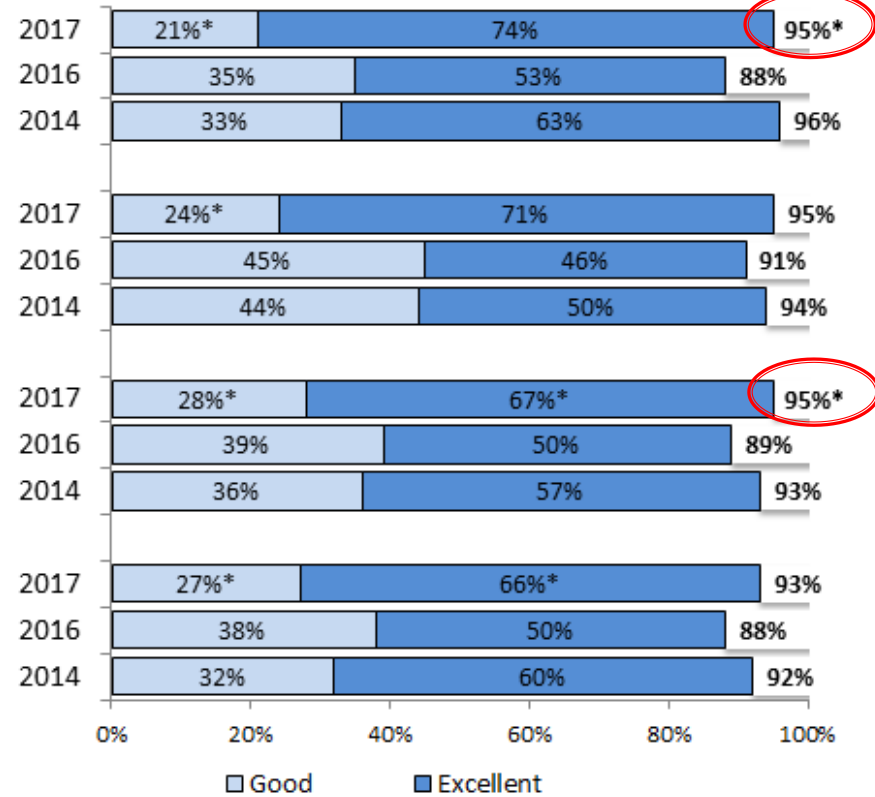
Overall impression

Knowledge

Responsiveness

## Employee Attributes

Among Those with an Opinion



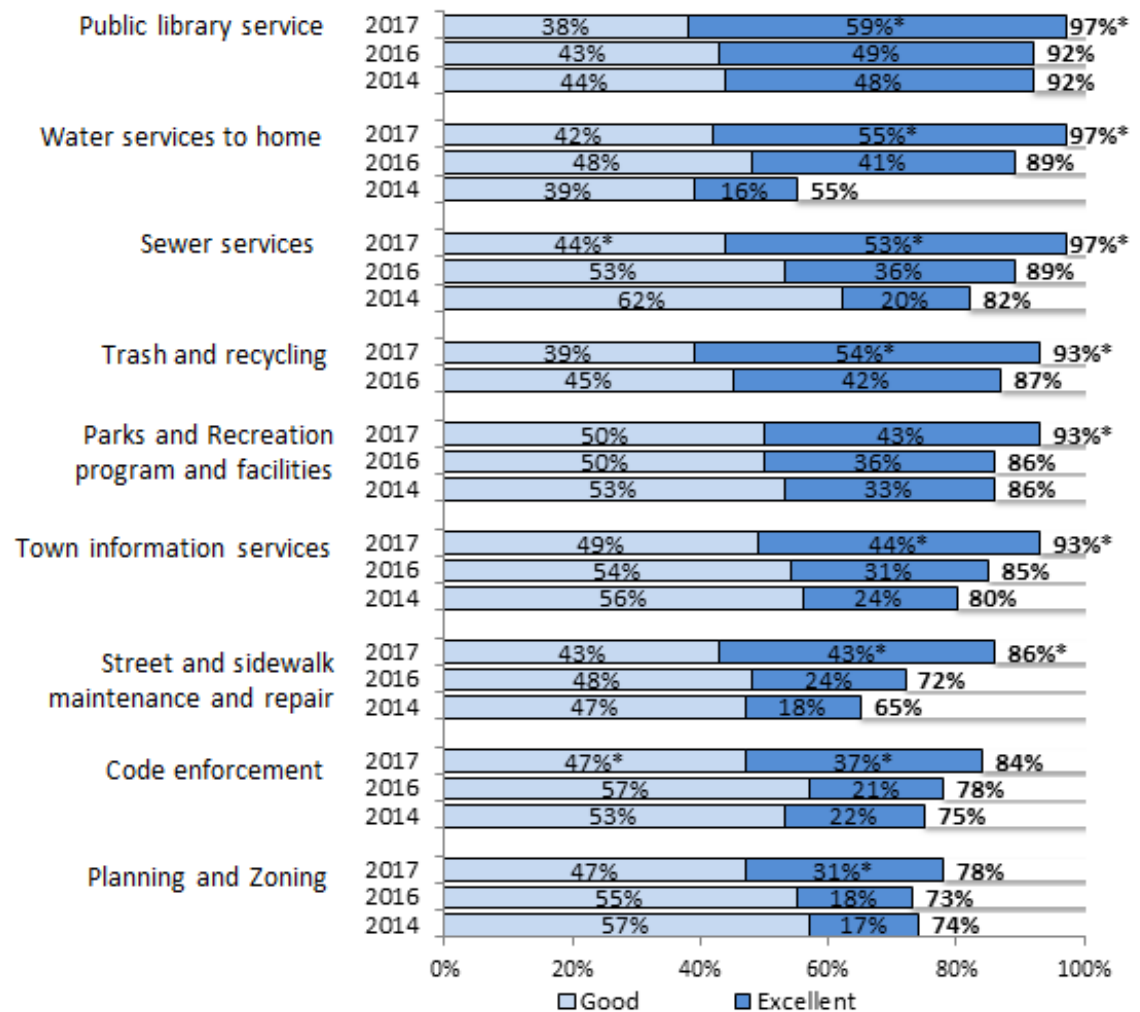
Q7: Based on your recent contact(s), how would you rate the Town of Queen Creek's employee(s) on... [Randomized List]

2017 n=267; 2016 n=220; 2014 n=208



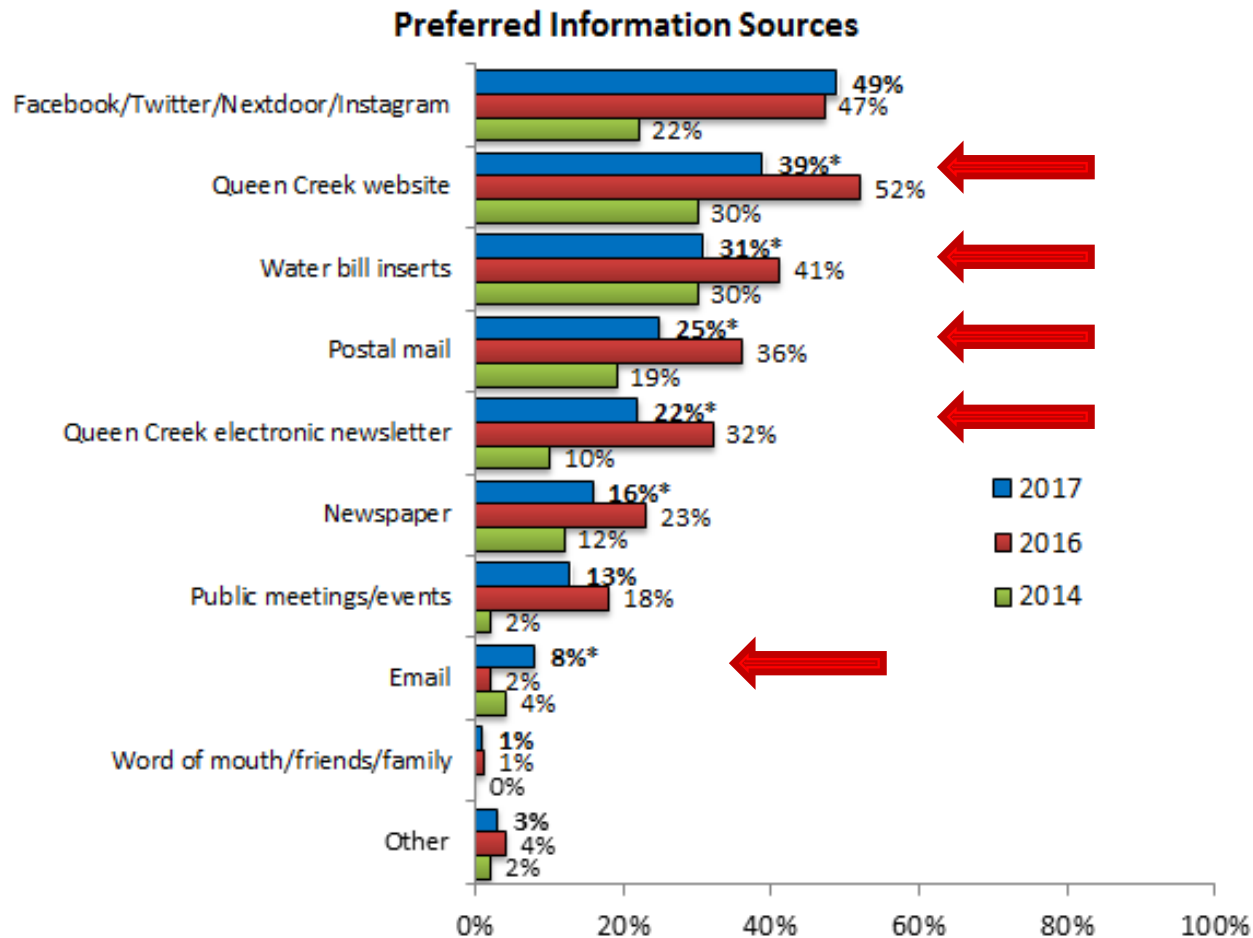
# Perception of Queen Creek Services

**Perception of Queen Creek Services**  
**"Excellent" and "Good" Ratings**  
 Among Those with an Opinion



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]  
 2017 n=404; 2016 n=401; 2014 n=403 \* significantly different from 2016

# Preferred Information Sources about Town

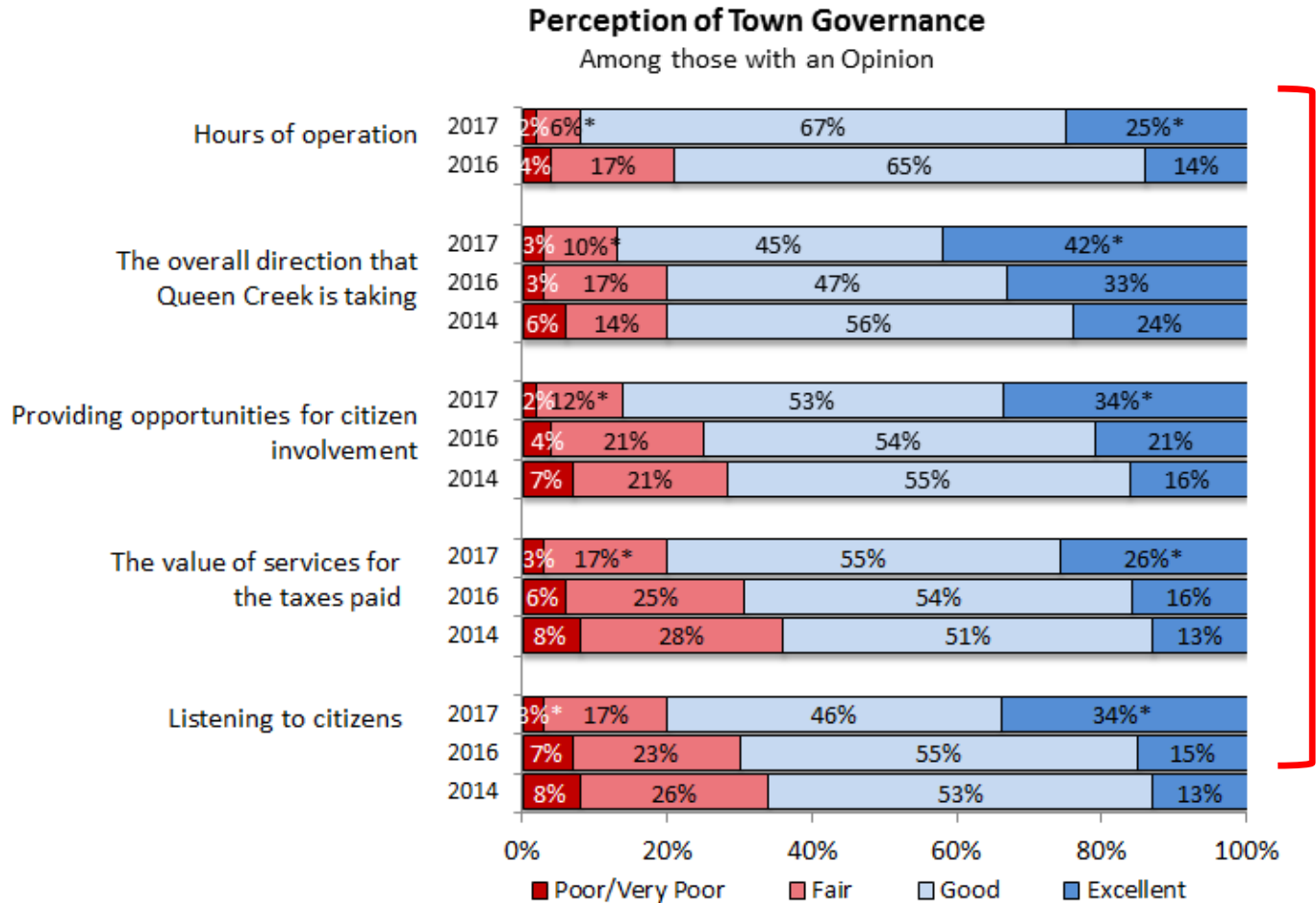


Q10: Which of the following sources do you prefer to use to receive information about Town issues, programs, and events? [READ LIST; MULTIPLE RESPONSE]

2017 n=404; 2016 n=401; 2014 n=403; \* statistically different from 2016

# Governance

# Perception of Town Governance

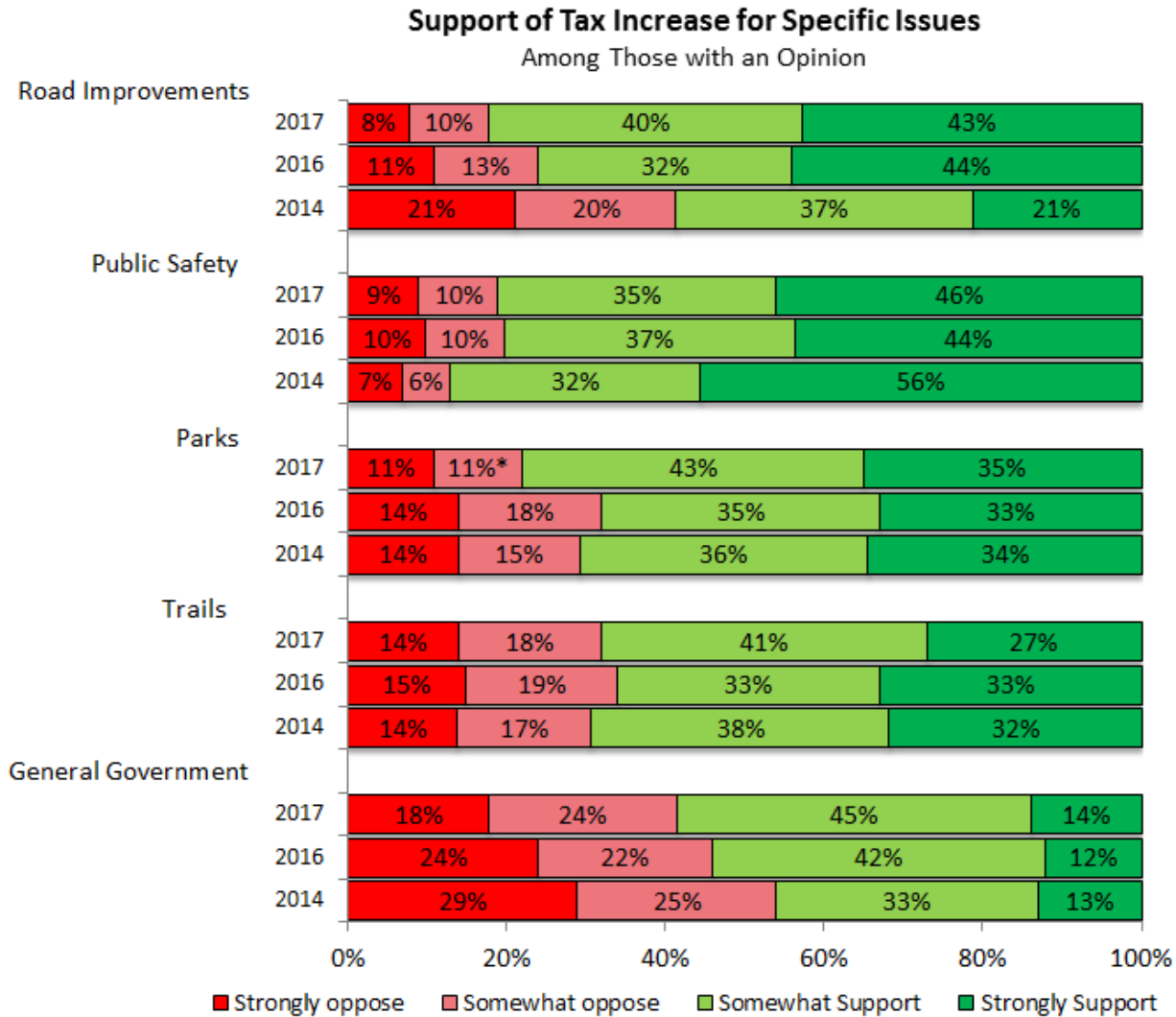


Q9: How would you rate the Town government's performance when it comes to...[Randomized List]

2017 n=404; 2016 n=403; 2014 n=403

\* significantly different from 2016

# Support of Tax Increase for Specific Issues

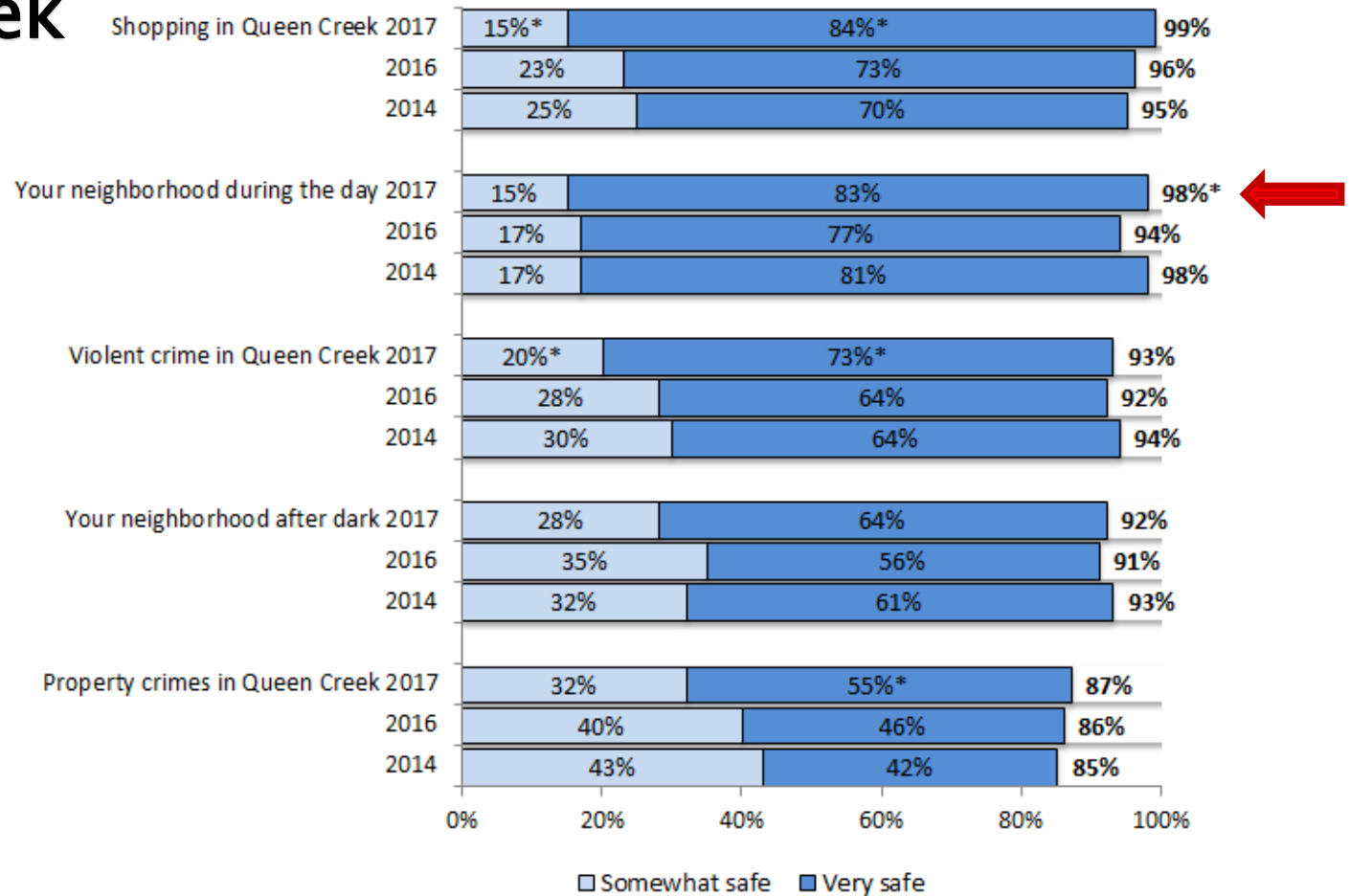


Q11: To what extent would you support or oppose a tax increase for...[Randomized]

# Safety

# Safety in Queen Creek

**Perception of Town Safety: Somewhat or Very Safe**  
Among Those with an Opinion

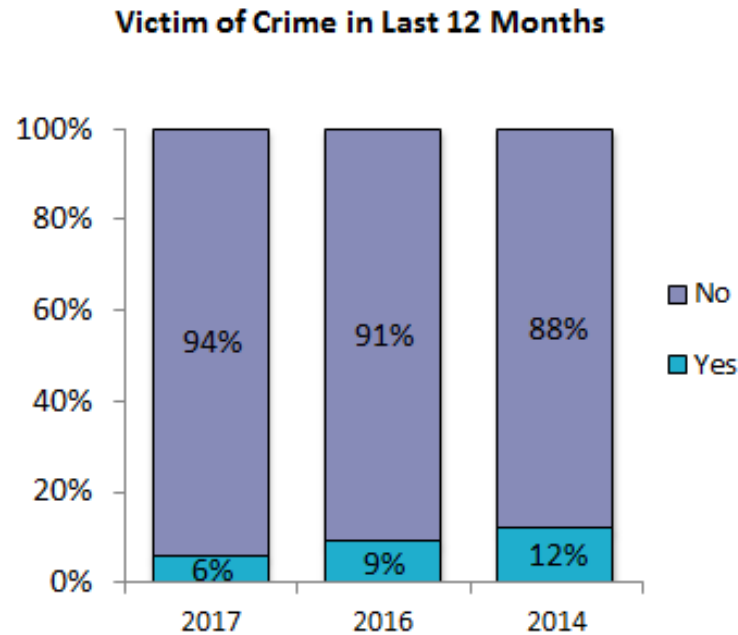


Q12: Next I want to ask you a few questions about the safety of Queen Creek. When it comes to [Randomized Attribute] would you say you feel...

2017 n=404; 2016 n=401; 2014 n=403

\*significantly different from 2016

# Crime Victimization



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

2017 n=404; 2016 n=401; 2014 n=403



# Key Findings

# Key Findings

- ✓ **Residents enjoy life in Queen Creek.**
  - Residents overwhelmingly agree that the Town of Queen Creek is a desirable place to live.
  - Five of the six quality of life attributes measured are rated as Excellent or Good by most residents (89% to 98%).
  - Ratings of “excellent” and “good + excellent” increased significantly for four of the six attributes compared to 2016.
  - Residents continue to be drawn to Queen Creek for the rural, small town feel and its peaceful, quiet and safe environment.
  
- ✓ **The perception of Queen Creek as a place to work with employment opportunities continues to improve.**
  - Excellent/good ratings on “a place to work” and for “offering employment opportunities” have trended upward and are significantly higher than in 2014.

# Key Findings (continued)

- ✓ **Rapid growth improves local offerings, but brings pain of traffic and road congestion.**
  - Increased traffic and road congestion surfaced as the most commonly cited *worst thing* about living in Queen Creek in 2016 and was again on top in 2017.
  
- ✓ **Support for taxes to fund roadway improvements demonstrates residents are serious about the need.**
  - More than four in five (83%) residents support a tax increase for road improvements.
  - Some residents voice concern that Queen Creek is losing the small town feel that attracted them to Queen Creek in the first place.

# Key Findings (continued)

- ✓ **High marks for TOQC services, employees and governance are even higher this year:**
  - Seven of the nine services evaluated had significantly higher excellent + good ratings in 2017 than in 2016.
  - Nearly all residents who interacted with Queen Creek employees awarded ratings of “excellent” or “good” for courtesy, knowledge, responsiveness and overall impression(93% to 95%).
  - All areas of governance received a significantly higher percentage of “excellent” ratings in 2017 than in 2016 and 2014.

# Key Findings (continued)

- ✓ **Resident engagement in various Town activities remained fairly strong and stable with the exception of a drop in occasional library usage.**
  - Visits to Parks and libraries remain the most popular activities for residents (82% visited parks in past year and 67% used library services in past year vs. 78% in 2016).
  
- ✓ **Residents prefer to get relevant Town information from social media and the TOQC website.**
  - Social media took over the top position (49% prefer vs. 47% in 2016), pushing the TOQC website to the second most preferred information source (39% down significantly from 52% last year).
  - Queen Creek’s website was by far the most used communication tool with 89% visiting it in the last year.
  
- ✓ **Queen Creek is “home” and residents love it**
  - For all of the reasons mentioned, and a key finding, residents are highly likely to remain living in Queen Creek and to recommend living in Queen Creek to others.

# Contact:

Kathryn DeBoer

[kathy@westgroupresearch.com](mailto:kathy@westgroupresearch.com)

602.707.0056