

2017 Town of Queen Creek Citizen Survey

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Key Findings

The 2017 Town of Queen Creek Citizen Survey was conducted by WestGroup Research. A total of 404 Queen Creek residents participated in the survey via telephone between September 23 and October 12, 2017. The purpose of the survey was to gather residents' perspectives, attitudes and approval levels on a number of issues and topics related to life in Queen Creek. The tracking study also serves to identify changes since the 2016 and 2014 Citizen Surveys. The following highlights the key findings of the current research.

- **Residents enjoy life in Queen Creek.** Residents overwhelmingly agree that the Town of Queen Creek is a desirable place to live. Of the six quality of life attributes measured, five are rated as Excellent or Good by a vast majority of 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. They also appreciate the sense of community Queen Creek offers. These four qualities were identified most frequently as the best things about living in the community.

- **The perception of Queen Creek as a place to work with employment opportunities continues to improve.** Although, Queen Creek receives relatively lower quality of life and opportunity ratings for “a place to work” and for “offering employment opportunities”, excellent/good ratings on these measures have trended upward and are significantly higher than in 2014.
- **Rapid growth improves local offerings, but brings pain of traffic and road congestion.** With increased shopping, dining, entertainment and employment opportunities comes increased traffic and road congestion. This surfaced as the most commonly cited *worst thing* about living in Queen Creek in 2016 and was again on top in 2017. *Road improvements/more roads* is also again the most desired benefit (mentioned by 25%), followed by *better lighting of streets and roads* (13%). Residents also continue to give relatively low ratings to Queen Creek for *traffic flow on major streets* (9% excellent + 42% good).
 - **Support for taxes to fund roadway improvements demonstrates residents are serious about the need.** More than four in five (83%) residents report “somewhat” or “strongly” supporting a tax increase for road improvements. This continues the upward trend and is somewhat higher than the 76% measured last year and is significantly higher than the 58% level of support measured in 2014. Strong support is up significantly over 2014, but is virtually the same as last year (43% in 2017 vs. 44% in 2016 and 21% in 2014).



- In a counterpoint to pro-growth attitudes, some residents voice concern that Queen Creek is losing the small town feel that attracted them to Queen Creek in the first place. This sentiment is summed up well by a resident who shared the following comment: *It used to be a nice quiet town that no longer exists. It's over populated, noisy and has too much traffic.*
- **High marks for TOQC services, employees and governance are even higher this year:**
 - Queen Creek again received extremely high ratings for the services provided to residents (78% to 97% awarded ratings of good or excellent). 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 (93% to 95%) awarded ratings of “excellent” or “good” for courtesy, knowledge, responsiveness and overall impression. The percentage of “excellent” ratings increased significantly for all four attributes this year.
 - Queen Creek also received very positive ratings on five governance measures (80% to 92% excellent + good). All areas of governance received a significantly higher percentage of “excellent” ratings in 2017 than in 2016 and 2014.
- **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). Additionally, 62% reported participating in Town-sponsored community special events in the past year, 37% participated in community volunteerism, 29% in sports leagues and 23% in recreation programs.
- **Residents prefer to get relevant Town information from social media and the TOQC website.** As might be expected, communication preferences continue to shift. This year 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). When asked about the frequency of engagement with various Town communication methods, Queen Creek’s website was by far the most used tool with 89% visiting it in the last year. A majority also reported reading the newsletter insert (71%) and seeing a social media post made by the Town (63%) in the past 12 months.
- **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.



Conclusions

- 1. Quality of life** – As has been the challenge reported since WestGroup began conducting this project in 2012, there is a delicate balance between maintaining the rural, small town feel of Queen Creek, yet providing highly desired shopping, dining, and entertainment opportunities while finding solutions for the traffic and congestion that comes with this growth. The many changes made by the Town to address these concerns the past 5 years have been noticed and appreciated by residents and satisfaction levels are at record-high levels in many instances. Yet, residents continue to look for more resolution to the road congestion and traffic issues that continue to interrupt and deter from the general happiness that occurs in living in the Town of Queen Creek.
- 2. Increased engagement** – The Town of Queen Creek offers residents numerous opportunities to engage in the community via communication channels and activities. There was a slight drop in participation in all events in 2017 compared to 2016, however, there also was an increased percentage of the sample who have recently moved to the town. It is likely that these new households simply have not had the time to experience or fully understand all the options available to them. This reinforces the need for the Town to continuously inform residents about all of the different activities so that both new and old residents are aware and engaged. The use of social media to track Town activities increased again this year and is the overall preferred method of communication among residents.
- 3. Communication channels** – Digital communications now dominate the preferred and most frequently used methods for hearing about activities and events in Queen Creek. While it is important to provide an integrated communications strategy using multiple channels to meet the needs of the diverse population, Queen Creek's social media platforms are critical to maintain and increase resident engagement.
- 4. Residents' concerns** – Although the Town is making significant strides in improvements to local roads, residents continue to list traffic flow/congestion as their biggest source of frustration in living in Queen Creek. It is a little soon to see a significant change in perceptions since many changes/improvements are still underway in the Town. Residents continue to be willing to support the Town with increased taxes to help address this challenge. In addition, residents have observed and appreciate improved employment opportunities, yet continue to see this as an important need to be filled. It is important that the Town utilize its various outreach platforms to keep residents updated on current and planned changes that will positively impact these two key areas.



Background & Methodology

The Town of Queen Creek (TOQC) commissioned WestGroup Research of Phoenix, Arizona to conduct its 2017 Citizen Survey in an effort to collect data from residents regarding attitudes and approval levels on a variety of topics and issues ranging from functionality and governance to engagement and satisfaction with life in Queen Creek. 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=401 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, but the standing criteria for participation is that they must receive trash services from the Town of Queen Creek). The base sample interviewers dialed from was comprised of a combination of random digit dialing (RDD), cell-phone, and TOQC housing data.



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. Below represents the weighted percentages.

This year we have a significantly larger proportion of newer Queen Creek residents than in 2016 (53% have lived in QC for five years or less vs. 21% in 2016).

Table 1a: Demographics

Characteristic	2017 n=404	2016 n=401	2014 n=403	Characteristic	2017 n=404	2016 n=401	2014 n=403
Gender				Own or rent primary residence			
Male	51%	50%	53%	Own	88%	86%	85%
Female	49%	50%	47%	Rent	9%	11%	15%
				Don't know/declined	3%	3%	3%
Ethnicity				Marital Status			
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%
Age				Annual household income			
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	4%	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%				
# in household				# children under 18 in HH			
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.



Table 1b: Demographics

Characteristic	2017 n=404	2016 n=401	2014 N=403
Employment status			
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%
Education level			
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%
Years lived in TOQC			
Less than 2 years	24%	1%	4%
2 to 5 years	29%	20%	33%
6 to 10 years	22%	36%	36%
11 to 20 years	20%	35%	19%
More than 20	3%	8%	6%
Don't know/declined	2%	<1%	1%
Eligible to vote			
Yes	96%	96%	95%
No	3%	2%	4%
Don't know/declined to answer	1%	2%	1%
Registered to vote in TOQC (based to those eligible to vote)			
Yes	82%	84%	84%
No	15%	12%	13%
Don't know/declined to answer	3%	4%	3%
Plan to vote in next Town election (based to those eligible to vote)			
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.



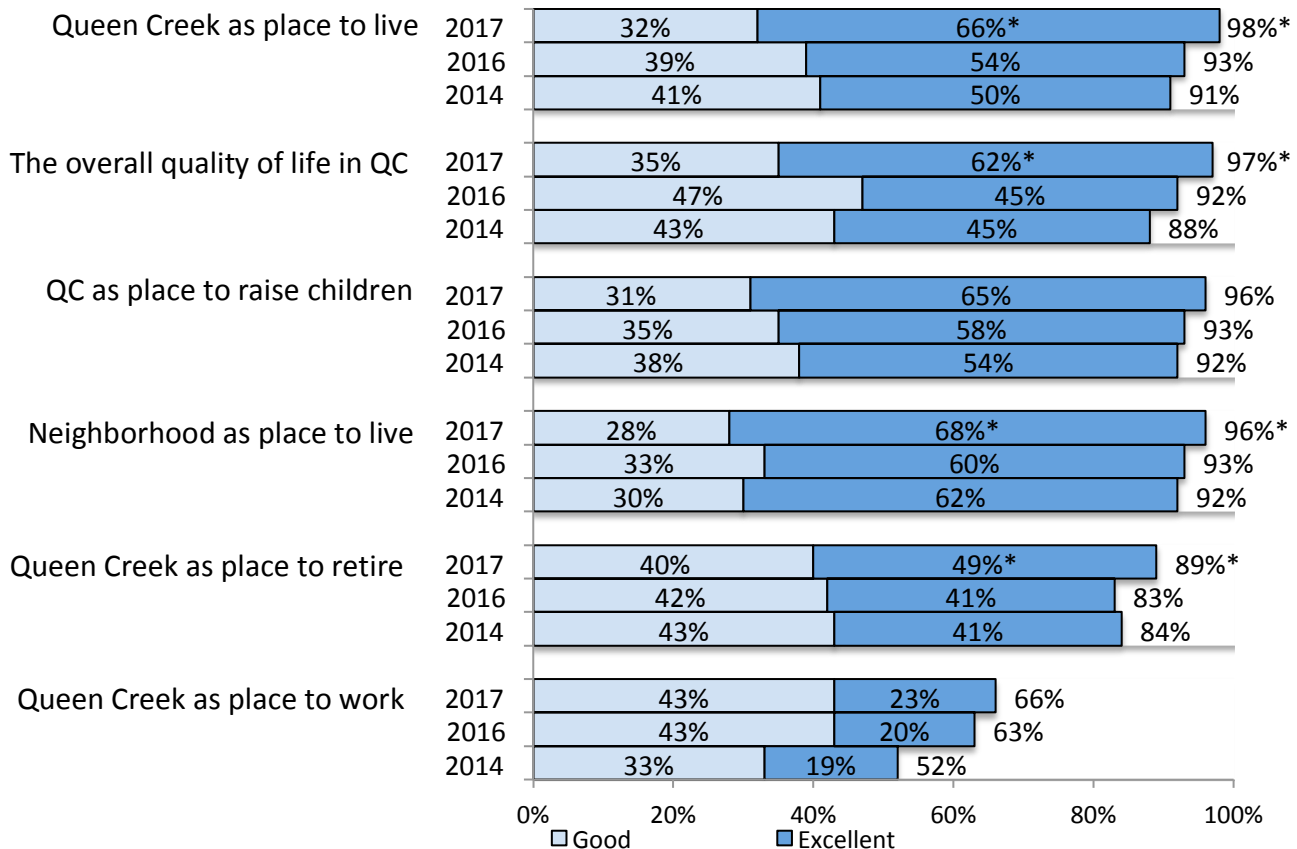
I. Overall Opinions

A. Quality of Life in Queen Creek

Overall, residents enjoy life in Queen Creek and give even higher ratings than last year. A vast majority of residents rate five of the six quality of life attributes as “good” or “excellent” (89% to 98%). The highest marks continue to be for: *Queen Creek as a place to live, Overall quality of life in Queen Creek, Queen Creek as a place to raise children, and for neighborhood as a place to live*, 62% to 68% “excellent” and 96% to 98% good or excellent.

Queen Creek as a place to work is still rated significantly lower than other attributes, but this perception is improving. Two-thirds of residents gave high ratings to Queen Creek as a place to work in 2017 which continues an upward trend and indicates the significant improvement noted in 2016 was not a fluke.

**Quality of Life in Queen Creek
Excellent or Good
Among Those with an Opinion**



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



Residents were significantly more likely than last year to award Queen Creek a rating of 'excellent' for four of the six quality of life measures: *Queen Creek as a place to live* (66% vs. 54%), *overall quality of life* (62% vs. 45%), *neighborhood as a place to live* (68% vs. 59%), and *as a place to retire* (49% vs. 40%).

Of note there were no meaningful significant differences in quality of life ratings by key demographic variables such as age, income, family composition, length of residence, etc. Last year there were some differences noticed by age and income, but those did not hold true this year.

**Table 2: Quality of Life in Queen Creek
Detailed Ratings (excludes don't know)**

Quality of Life Attributes	Excellent	Good	Fair	Poor	Very Poor
Place to live (Queen Creek)					
2017	66%	32%	3%	-	-
2016	54%	39%	5%	1%	<1%
2014	50%	41%	8%	1%	<1%
Overall quality of life					
2017	62%	35%	3%	-	-
2016	45%	47%	8%	1%	-
2014	45%	43%	11%	<1%	<1%
Place to raise children					
2017	65%	31%	2%	1%	1%
2016	58%	35%	5%	1%	1%
2014	54%	38%	6%	2%	<1%
Place to live (Neighborhood)					
2017	68%	28%	4%	<1%	-
2016	59%	33%	6%	1%	1%
2014	62%	31%	6%	1%	1%
Place to retire					
2017	49%	40%	8%	2%	<1%
2016	40%	42%	11%	5%	1%
2014	41%	43%	12%	1%	2%
Place to work					
2017	23%	43%	25%	9%	1%
2016	20%	43%	27%	9%	2%
2014	19%	33%	30%	17%	1%

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]

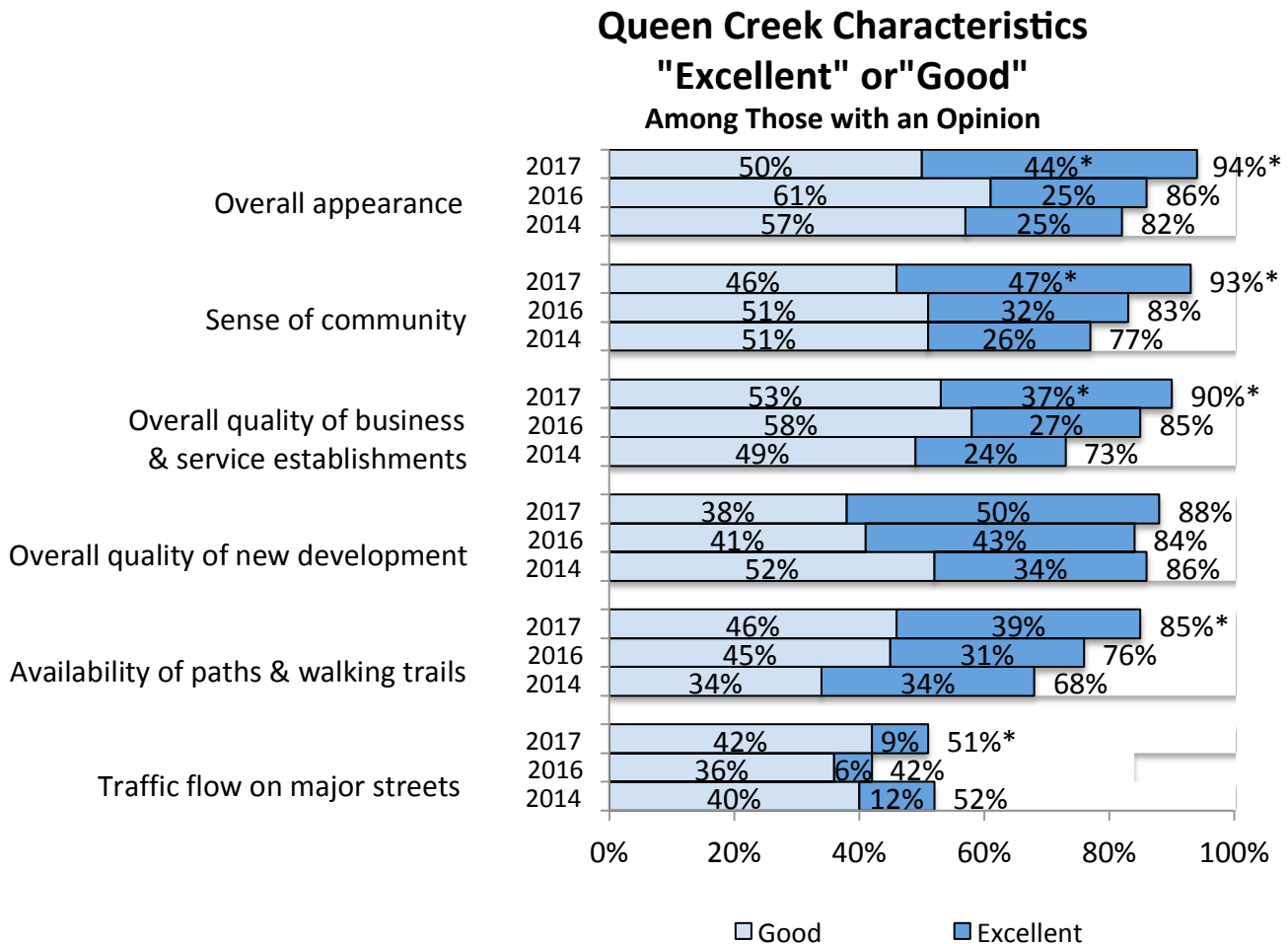
Bold indicates a significantly different percentage than 2016 at a 95% confidence level.



B. Queen Creek Characteristics

Residents gave Queen Creek the highest ratings for *overall appearance, sense of community, and quality of business and service establishments (94%, 93% and 90% rated excellent or good)*. All three characteristics experienced a significant increase in excellent ratings over 2016 which served to push the proportion of excellent + good ratings up significantly as well. Residents also gave significantly higher ratings for the availability of paths and walking trails this year (85% up from 76% in 2016).

Traffic flow on major streets received the lowest marks again this year, however ratings improved significantly compared to 2016 and are similar to 2014 ratings. Just over one-half gave a rating of “excellent” or “good” (51% up significantly from 42%) and ratings of “very poor” or “poor” declined significantly (21% down from 28% in 2016).



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



**Table 3: Queen Creek Characteristics
Detailed Ratings (Excludes don't know)**

Characteristics	Excellent	Good	Fair	Poor	Very Poor
Overall Appearance					
2017	44%	50%	6%	-	<1%
2016	25%	61%	13%	<1%	-
2014	25%	57%	17%	1%	<1%
Sense of Community					
2017	47%	46%	7%	<1%	<1%
2016	33%	51%	13%	2%	1%
2014	27%	51%	18%	5%	-
Overall quality of business & service establishments					
2017	37%	53%	9%	1%	-
2016	27%	58%	14%	1%	-
2014	24%	49%	24%	3%	-
Overall quality of new development					
2017	50%	38%	9%	2%	2%
2016	43%	41%	12%	3%	1%
2014	34%	52%	11%	3%	1%
Availability of paths & walking trails					
2017	39%	46%	13%	2%	-
2016	31%	45%	17%	7%	1%
2014	34%	34%	24%	7%	1%
Traffic flow on major streets					
2017	9%	42%	28%	18%	3%
2016	6%	36%	30%	19%	9%
2014	12%	40%	29%	16%	3%

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]

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

The quality of new development was most appealing to residents under 55, married and newer to Queen Creek. Those ages 18 to 54 gave significantly higher Excellent/Good ratings for the overall quality of new development than did those over 55 years of age (91% vs. 78%). Married residents rated the quality higher than did unmarried residents (90% vs. 77% excellent + good). Newer residents held a more favorable view of new development than residents who have lived in Queen Creek for more than five years (93% vs. 81%).



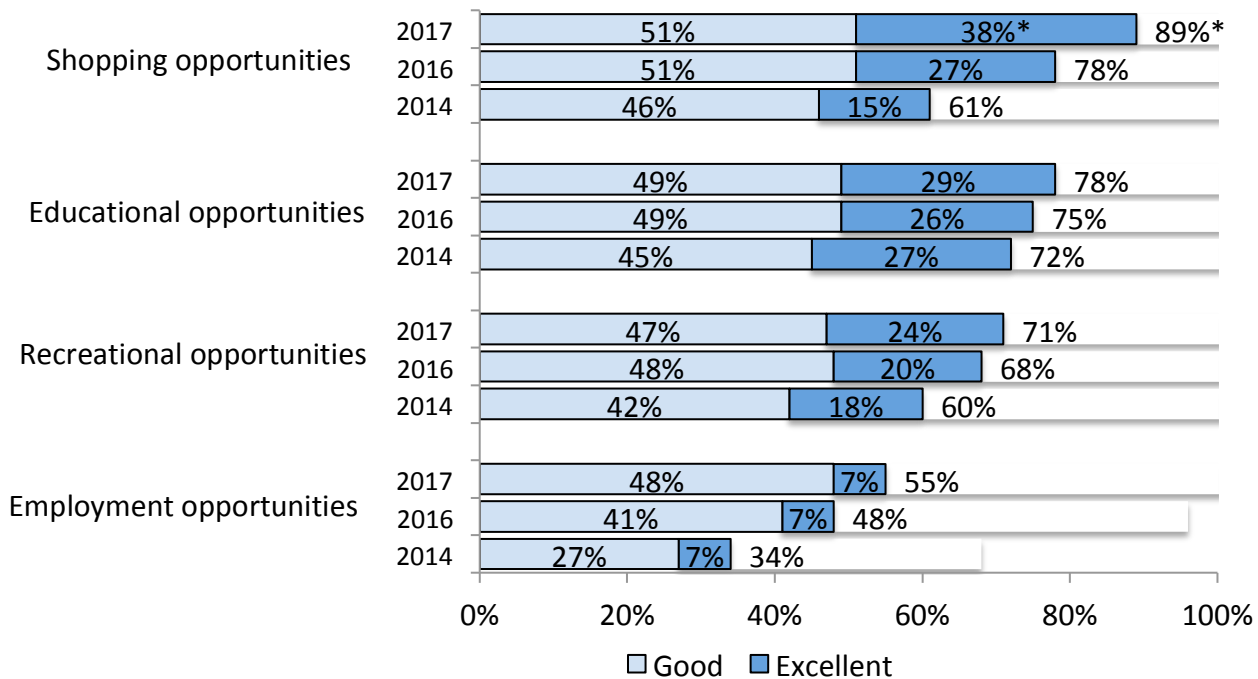
C. Opportunities within Queen Creek

A vast majority of residents (89%) rated Queen Creek’s shopping opportunities as “excellent” or “good;” continuing a strong upward trend. The percentage of residents rating shopping opportunities as “excellent” increased significantly again this year to 38% (vs. 27% last year and 15% in 2014) which also resulted in a significant increase in the top two ratings – 89% excellent + good up from 78% last year and 61% in 2014.

The ratings for opportunities in education and recreation remain strong and continue to trend upward. Excellent/Good ratings for both elements remained high - 78% for educational opportunities and 71% for recreational opportunities. Although neither increase represents a significant increase over 2016, the percentage rating recreational activities as *excellent* or *good* is up significantly over 2014 (60%).

Although employment opportunities rank the lowest relative to other opportunities evaluated, the positive perception continues to grow and there was an increase in Excellent/Good ratings – 55% this year vs. 48% last year and up significantly from 34% in 2014. Interestingly, those with the lowest level of education and lowest incomes (under \$50K) gave significantly higher ratings for employment opportunities than did their counterparts.

**Opportunities within Queen Creek
"Excellent" or "Good"
Among Those with an Opinion**



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



**Table 4: Opportunities within Queen Creek
Detailed Ratings (Excludes don't know)**

Opportunities		Excellent	Good	Fair	Poor	Very Poor
Shopping opportunities						
	2017	38%	51%	11%	<1%	--
	2016	27%	51%	19%	2%	--
	2014	15%	46%	31%	7%	2%
Educational opportunities						
	2017	29%	49%	17%	4%	1%
	2016	26%	49%	19%	5%	1%
	2014	27%	45%	19%	6%	3%
Recreational opportunities						
	2017	24%	47%	24%	5%	<1%
	2016	20%	48%	24%	7%	1%
	2014	18%	42%	27%	11%	2%
Employment opportunities						
	2017	7%	48%	35%	9%	2%
	2016	7%	41%	37%	14%	1%
	2014	7%	27%	42%	21%	3%

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]

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

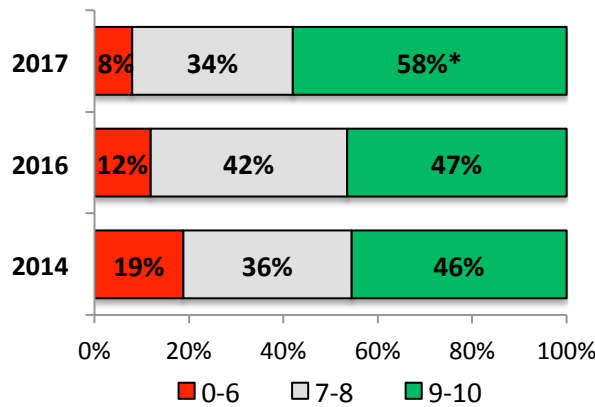


D. Likelihood to Recommend / Stay

More residents reported being highly likely to recommend Queen Creek as a place to live this year than in previous years. Nearly six in ten gave the highest likely to recommend ratings (58% rated 9 or 10, up significantly from 47% last year). Only 8% gave a rating lower than a 7, down from 12% last year and significantly lower than 19% in 2014.

Those highly likely (rate 9 or 10) to recommend living in Queen Creek are married (63% vs. 46% not married), have children in the home (64% vs. 50% without children), have household incomes between \$50 and \$100K (71% vs. 39% earning less and 57% earning more), and plan to vote in the next election (62% vs. 40%).

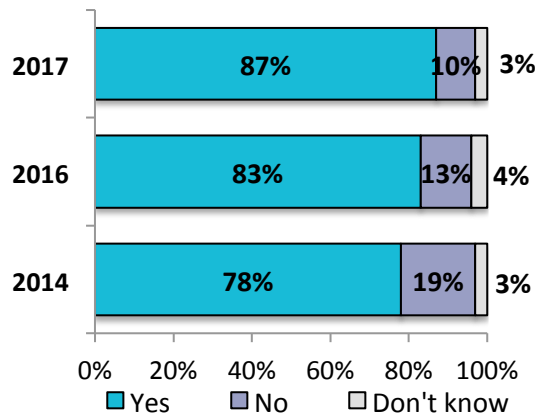
**Likelihood to Recommend Queen Creek
Among Those with an Opinion**



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

Residents remain committed to living in Queen Creek. Only 10% of residents report being unlikely to live in Queen Creek five years from now, which is down from 13% last year and significantly lower than 19% in 2014.

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

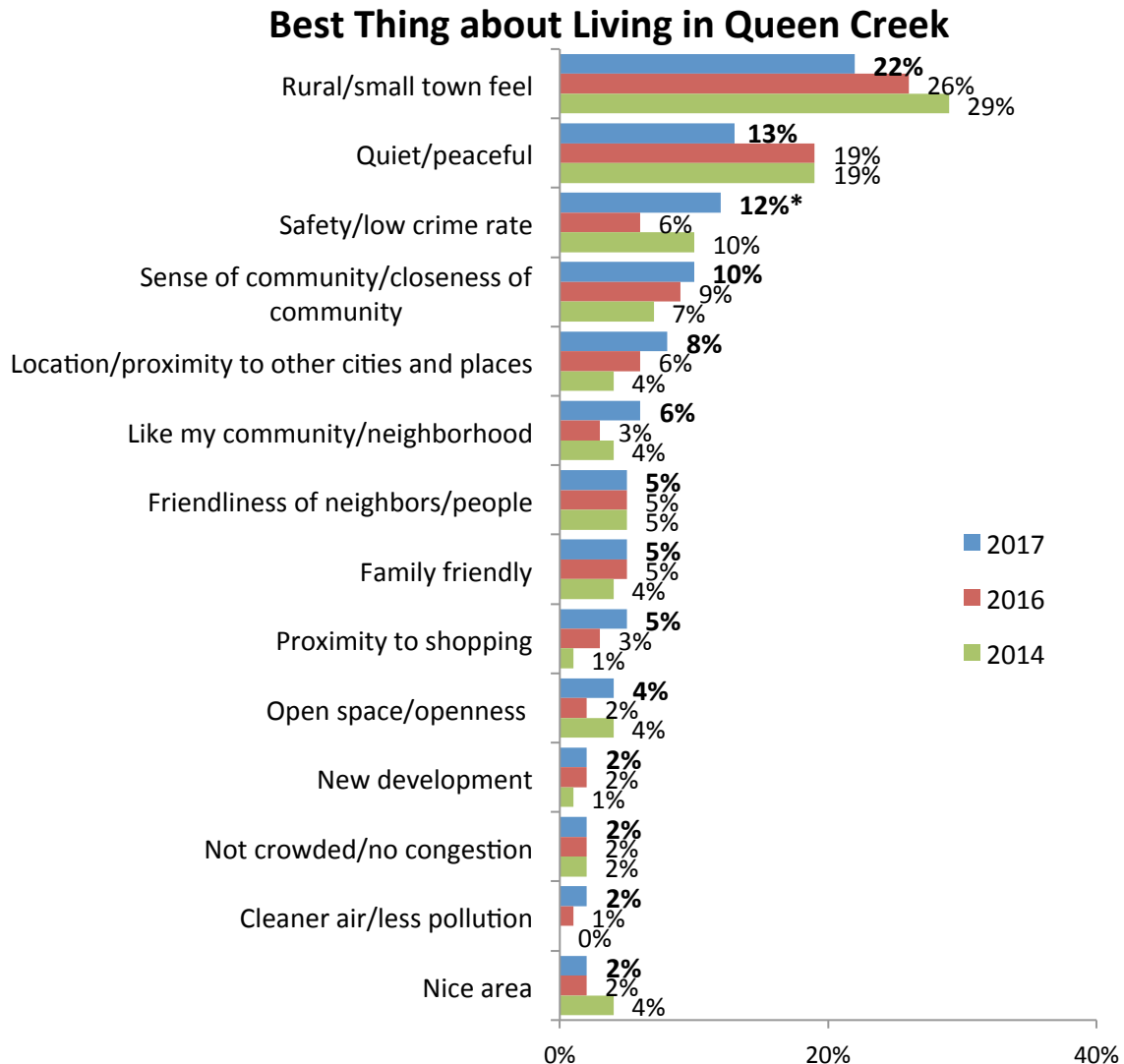


Q4: Are you likely to be living in Queen Creek five years from now? 2017 n=404; 2016 n=401; 2014 n=403



E. Best Thing about Living in Queen Creek

Residents name many things they “like best” about living in Queen Creek, but the *rural or small town* feel continues to rank number one (22% of residents say it’s “the best thing”). The characteristics that round out the top four “best things” are also typically associated with a small town – quiet and peaceful (13%), safe (12%), and a sense of community (10%). Of note, mentions of “safety/low crime rate” were up significantly this year.



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

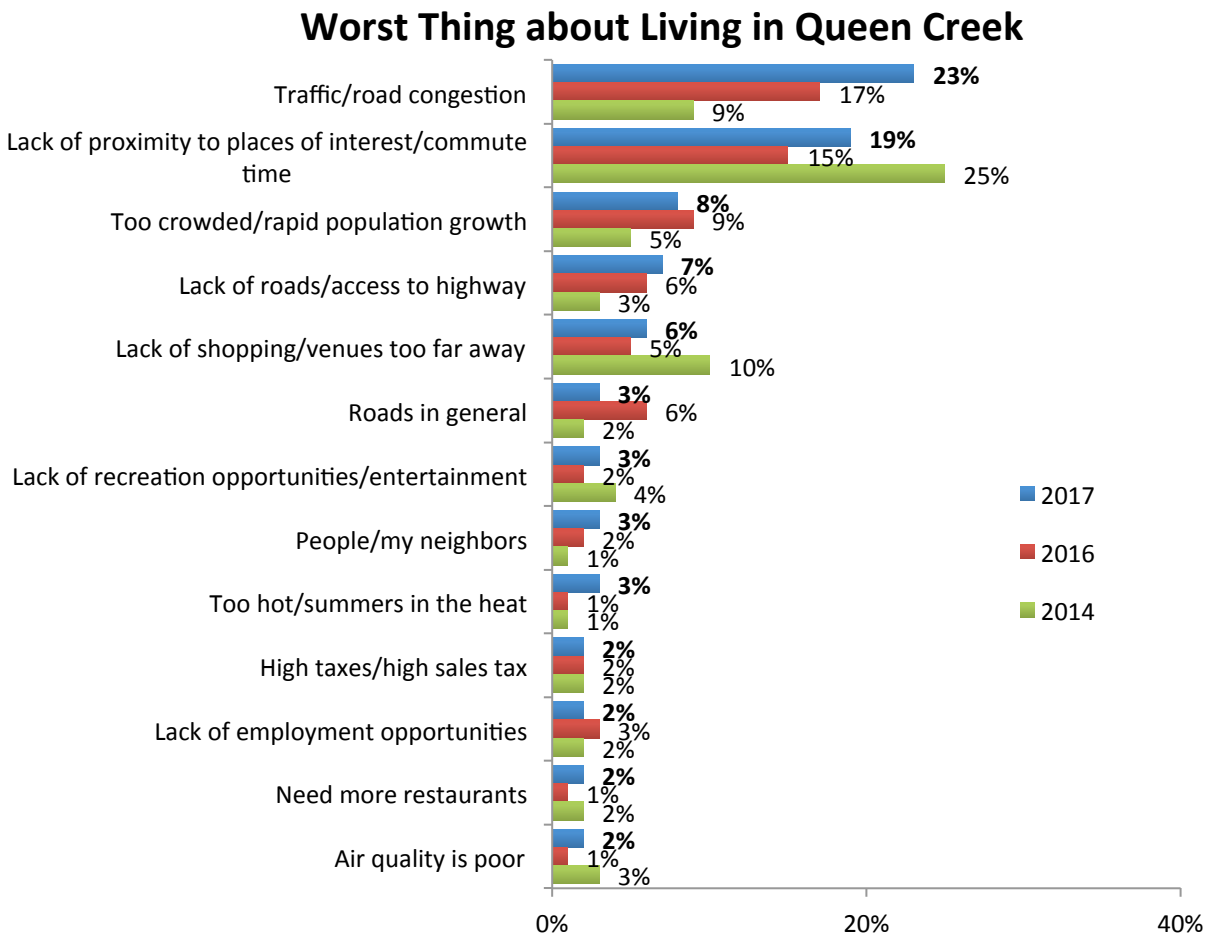
2017 n=404; 2016 n=401; 2014 n=403

* Significantly different from 2016



F. Worst Thing about Living in Queen Creek

Traffic and driving distance remain the top two concerns for Queen Creek residents again this year (mentioned by 23% and 19%). The percentage of residents naming *traffic* and *road congestion* as the thing they like least about living in Queen Creek has increased significantly since 2014 when only 9% named it as the worst thing. Complaints about a lack of shopping are down but concern over growth and a lack of roads are up slightly. These shifts and concerns are not surprising for a growing community.



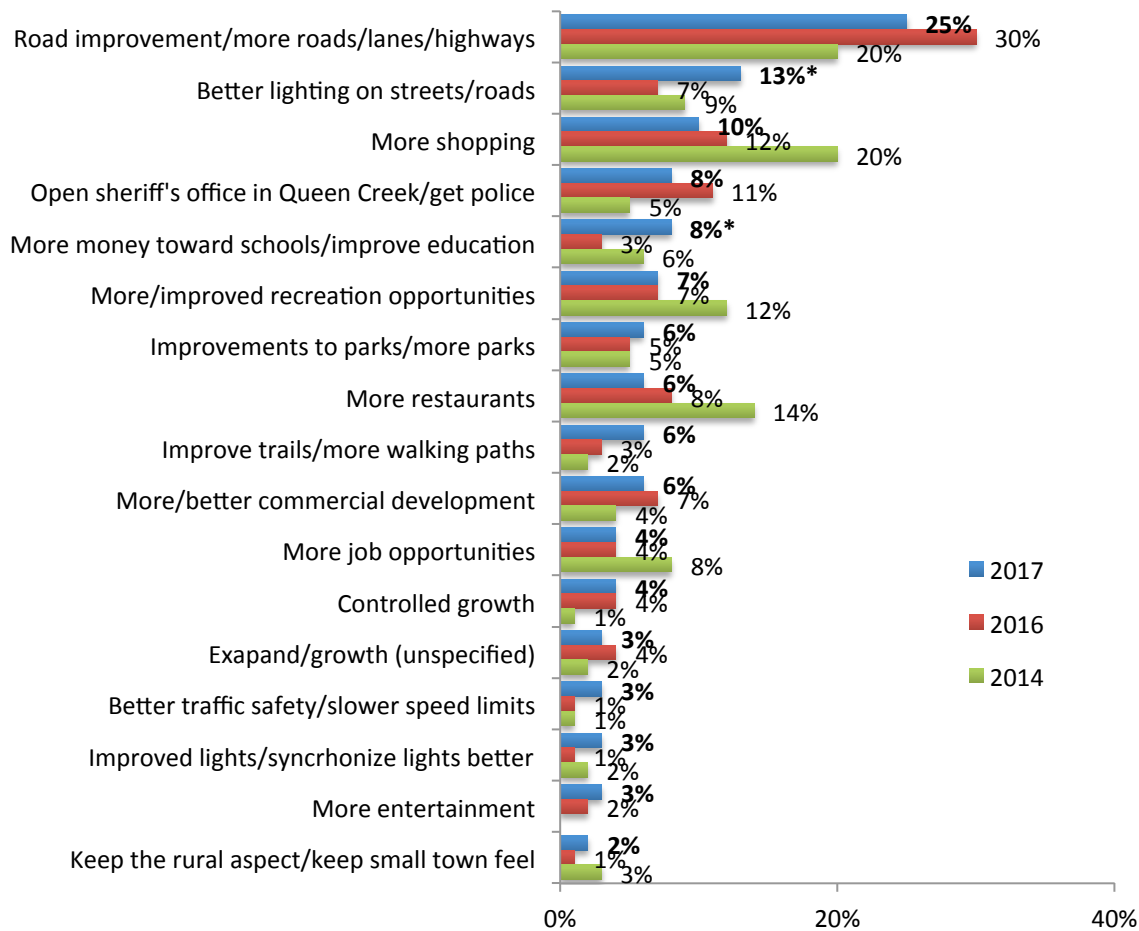
Q16: What do you like least about living in Queen Creek? [OPEN-ENDED; SINGLE RESPONSE]
 2017 n=404; 2016 n=401; 2014 n=403;
 No significant differences from 2016



G. Residents’ Desired Future Benefits for Town

Road improvements and more roadways remain the most requested benefit for the second year in a row (25% mentioned), although the percentage of mentions was down slightly from last year. Requests for better street lighting increased significantly this year and moved into second position (13% mentioned up from 7% in 2016). In further support of previously noted findings that access to shopping and other places of interest has improved over the past few years, requests for more shopping, more recreation and more restaurants have declined. Of interest, 8% of residents requested more money for schools to improve education (up significantly from 3% last year).

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



II. Resident Engagement

A. Engagement with Queen Creek Activities

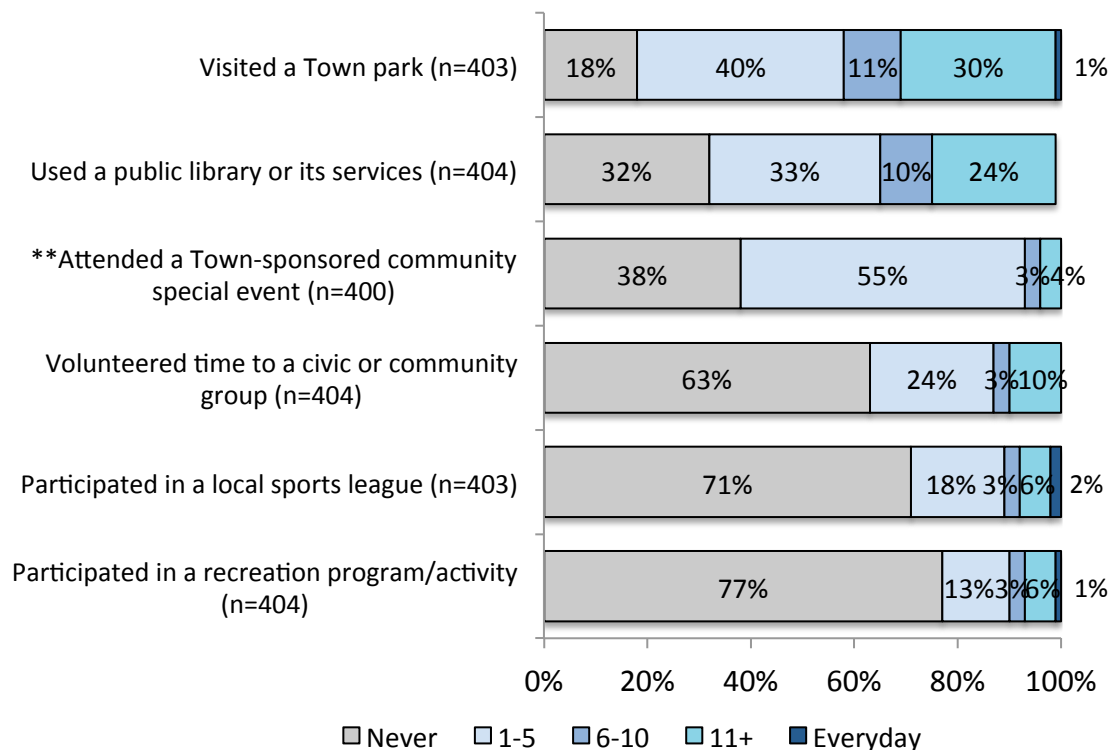
Going to local parks and/or libraries remain the most popular activities among residents, however, overall library usage is down from 2016. More than four in ten (42%) residents reported visiting a town park six or more times over the past 12 months, with a similar portion (40%) saying they have been to a park one to five times. Two-thirds of Queen Creek residents reported using the public library or its services in the past year (34% used 6+ times and 33% used 1 to 5 times), however the percentage of residents reporting they have not used library services at all increased significantly (32% “never” vs. 22% in 2016).

Special event attendance remains strong with 62% of residents reporting participation in Town-sponsored community special events in the past year. This is down slightly from 70% in 2016.

Volunteerism remained stable (37%) as did participation in local sports leagues (29%) and recreation programs (23%).

Younger residents and those with children in the household are more likely than their counterparts to participate in all community 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.



**Table 5: Annual Tracking of Frequency of Past 12-month Activity Participation
(Among those Answering – Excludes Don't know)**

Activities	Number of Times Participated in Past Year				
	Never	1-5	6-10	11+	Every day
Visited a Town Park					
2017 (n=403)	18%	40%	11%	30%	1%
2016 (n=401)	15%	34%	15%	34%	3%
2014 (n=403)	19%	33%	12%	35%	1%
Used a public library or its services					
2017 (n=404)	32%	33%	10%	24%	-
2016 (n=401)	22%	40%	11%	26%	1%
2014 (n=400)	27%	29%	10%	32%	3%
Attended a Town-sponsored community special event**					
2017 (n=400)	38%	55%	3%	4%	-
2016 (n=399)	30%	59%	7%	4%	<1%
2014 (n=401)	46%	46%	5%	3%	-
Volunteered time to a civic or community group					
2017 (n=404)	63%	24%	3%	10%	-
2016 (n=399)	60%	27%	2%	10%	1%
2014 (n=400)	60%	27%	3%	10%	1%
Participated in a local sports league					
2017 (n=403)	71%	18%	3%	6%	2%
2016 (n=397)	67%	21%	3%	8%	1%
2014 (n=401)	73%	16%	2%	7%	3%
Participated in a recreation program/ activity					
2017 (n=404)	77%	13%	3%	6%	1%
2016 (n=399)	78%	15%	2%	5%	<1%
2014 (n=399)	70%	16%	3%	10%	<1%

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]

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

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



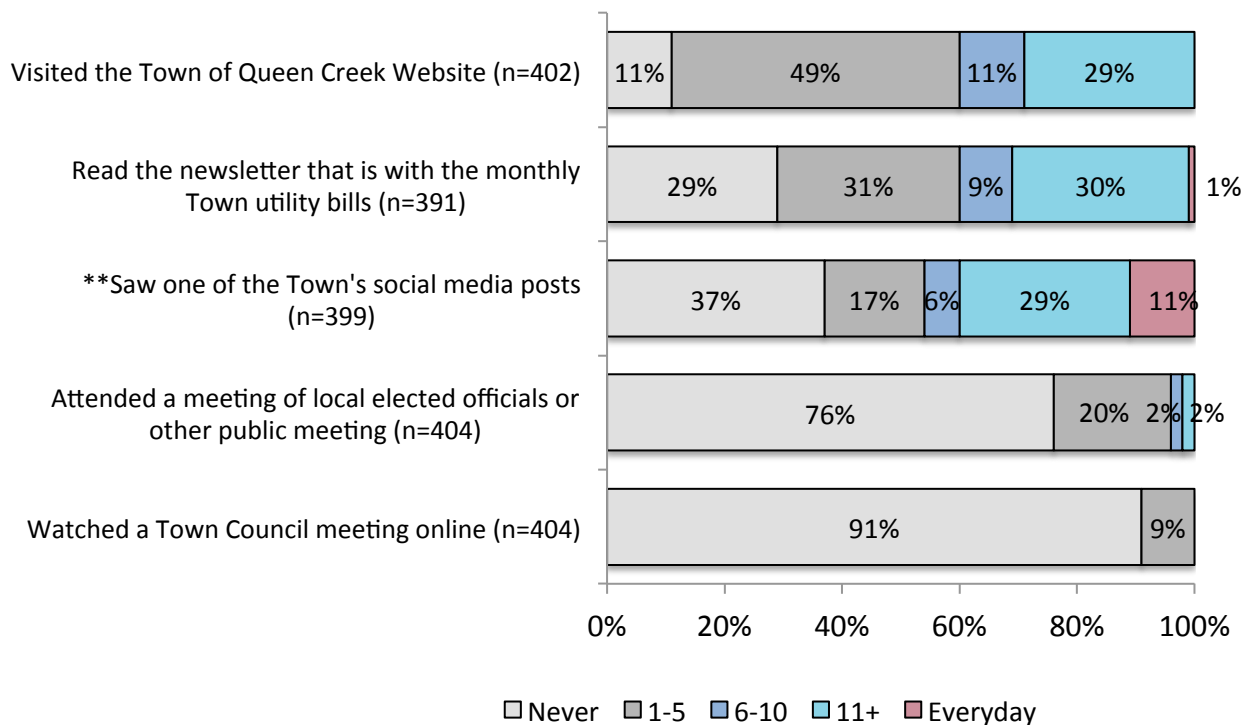
B. Engagement with Queen Creek Communication Efforts

The Town of Queen Creek’s website is by far the most popular communications tool for residents and its usage is up significantly from last year. Nearly nine in ten residents (89%) reported visiting it in the last year with 40% visiting it at least six times in the prior 12 months.

A majority has also read the newsletter insert (71%) or has seen a social media post made by the Town (63%). While 40% reported reading the newsletter at least six times in the past year, closer to one-half (46%) have seen social media posts six or more times. Of note, one in ten (11%) reported daily viewing of social media posts and 29% reported monthly viewing (both up significantly from 6% and 19% in 2016). Residents under 55 were more likely than older residents to visit the website (94% vs. 75%) and see social media posts (71% vs. 44%). While the likelihood to read the newsletter at all was the same across age groups, those 55 and older reported reading it more frequently.

Few residents have attended a public meeting in person or watched a Town Council meeting online (24% and 9%).

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



**Table 6: Annual Tracking of Frequency of Past 12-month Communication Activities
(Among those Answering – Excludes don't know)**

Activities	Number of Times Participated in Past Year				
	Never	1-5	6-10	11+	Every day
Visited the Town of Queen Creek Website					
2017 (n=402)	11%	49%	12%	29%	-
2016 (n=400)	20%	46%	8%	24%	1%
2014 (n=402)	25%	43%	9%	23%	<1%
Read the newsletter that is with the monthly Town utility bills					
2017 (n=391)	29%	31%	9%	30%	1%
2016 (n=399)	23%	28%	11%	36%	1%
2014 (n=395)	29%	24%	9%	34%	4%
**Saw one of the Town's social media posts					
2017 (n=399)	37%	17%	6%	29%	11%
2016 (n=393)	45%	20%	9%	19%	6%
Attended a meeting of local elected officials or other public meeting					
2017 (n=404)	76%	20%	2%	3%	-
2016 (n=398)	75%	22%	2%	2%	<1%
2014 (n=401)	80%	18%	1%	1%	-
Watched a Town Council meeting online					
2017 (n=404)	91%	9%	<1%	<1%	-
2016 (n=400)	93%	6%	<1%	1%	<1%
2014 (n=403)	95%	5%	-	<1%	-

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? [Randomized List]

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

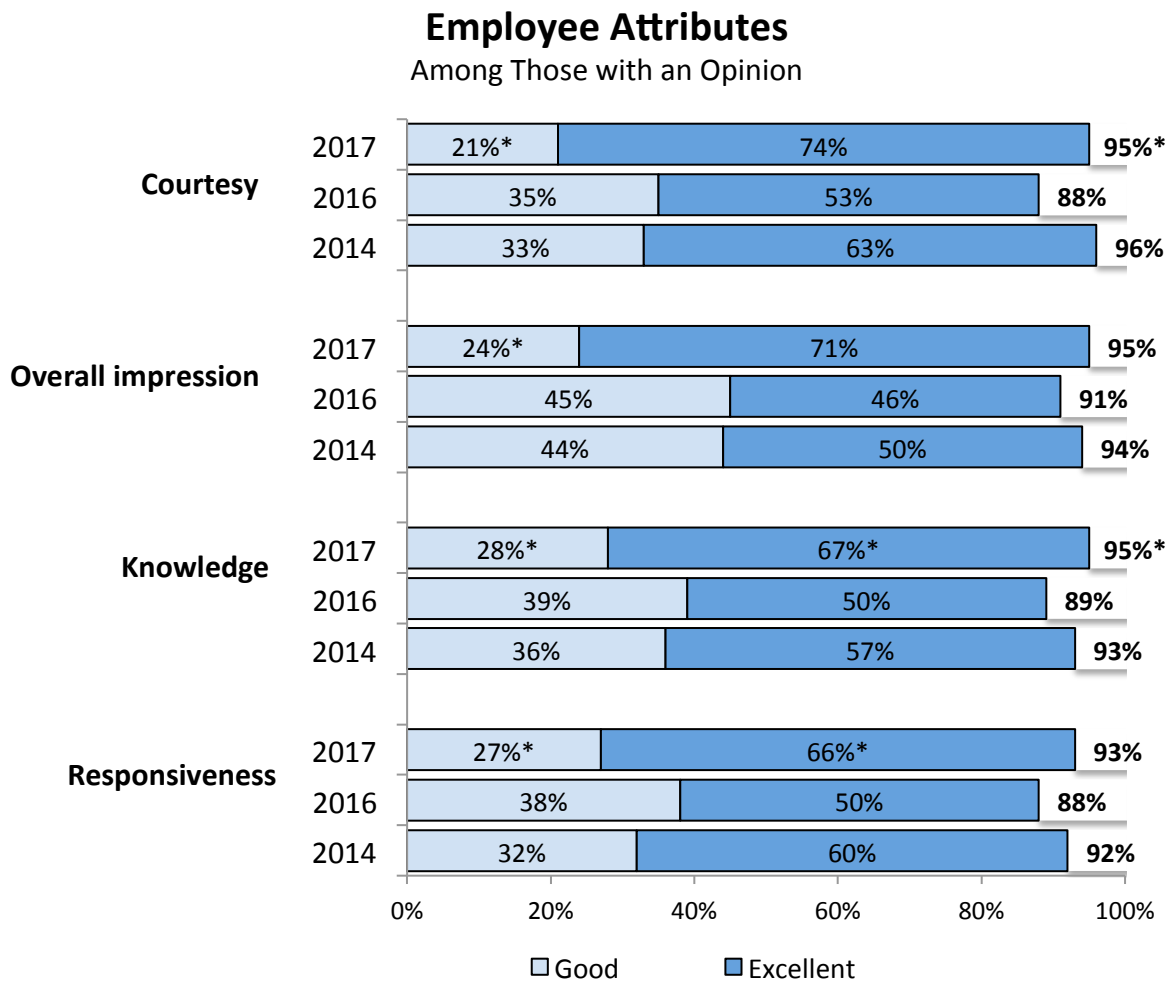
**slight wording change from 2016



C. Contact with TOQC

Contact with Town of Queen Creek employees is up significantly this year. Two-thirds (65%) of residents had contact with an employee in the last 12 months which is significantly more than last year (55%) and in 2014 (52%).

Nearly all residents who interacted with Queen Creek employees (93% to 95%) gave them ratings of “excellent” or “good” for courtesy, knowledge, responsiveness and overall impression. The percentage of “excellent” ratings increased significantly for all four attributes and “excellent + good” ratings are significantly higher for courtesy and knowledge. This represented a recovery for “courtesy” which had experienced a significant drop in high ratings in 2016.



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



**Table 7: Annual Tracking of Employee Attributes
(Among those with an opinion – excludes don't know)**

Attributes	Excellent	Good	Fair	Poor	Very Poor
Courtesy					
2017	74%	21%	2%	2%	1%
2016	53%	35%	9%	-	2%
2014	63%	33%	1%	3%	-
Overall impression					
2017	71%	24%	2%	2%	1%
2016	46%	45%	6%	2%	1%
2014	50%	44%	3%	3%	<1%
Knowledge					
2017	67%	28%	3%	2%	1%
2016	50%	39%	9%	-	2%
2014	57%	36%	6%	<1%	-
Responsiveness					
2017	66%	27%	4%	2%	1%
2016	49%	38%	10%	1%	1%
2014	60%	32%	4%	4%	<1%

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

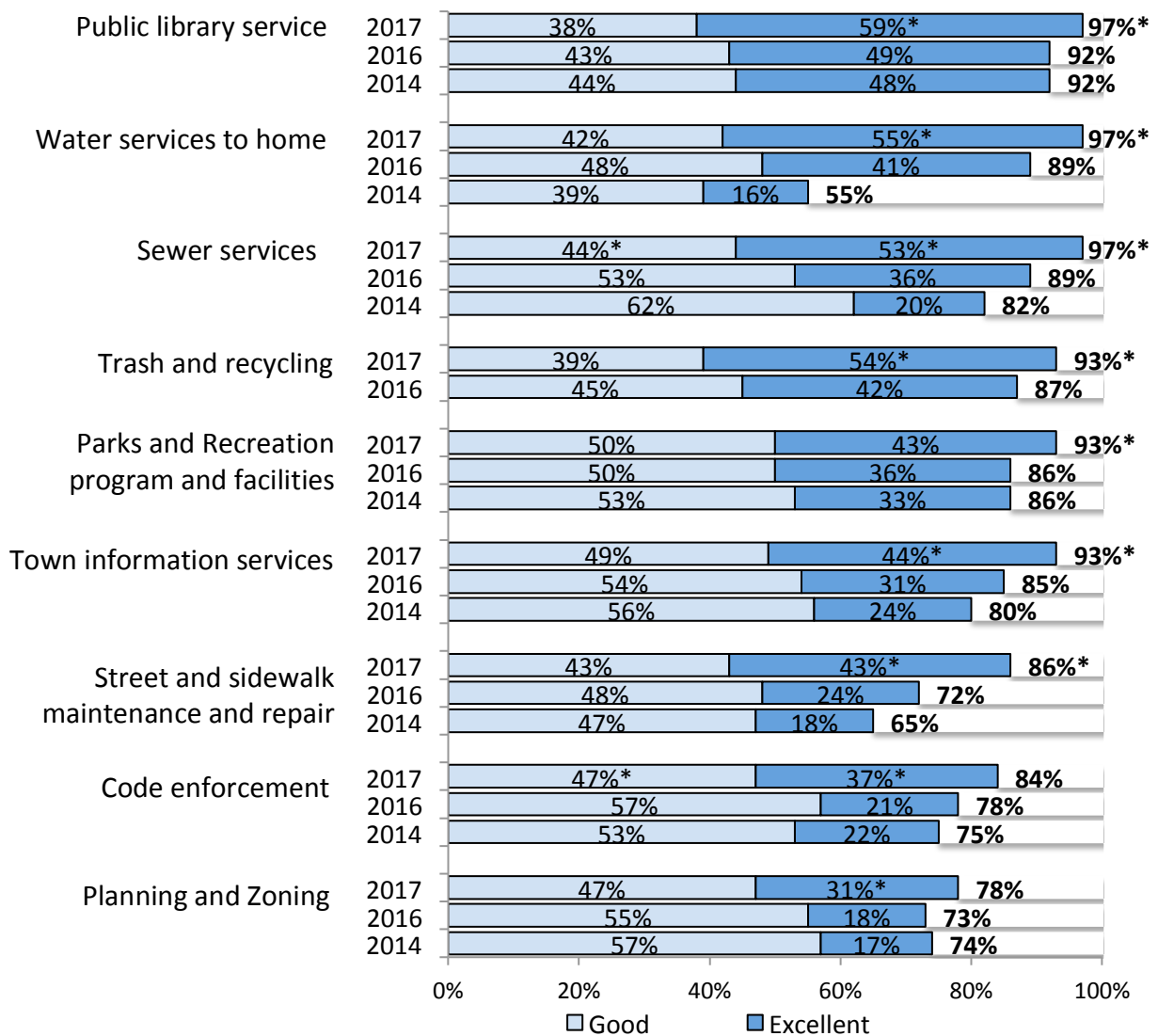
Bold indicates a significant difference compared to 2016 at 95% confidence level.



D. Perception of Queen Creek Services

All services received high ratings from 78% to 97% of residents. Public library services, water services to residents’ homes, and sewer services received the highest marks among the nine Town services evaluated (97% excellent + good ratings). Following closely were Town information services, trash and recycling, and parks and recreation (each with 93% excellent + very good ratings).

**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



**Table 8: Perception of Queen Creek Services
Detailed Ratings (Excludes don't know)**

Services		Excellent	Good	Fair	Poor	Very Poor
Public Library service						
	2017	59%	38%	3%	<1%	-
	2016	49%	43%	6%	1%	1%
	2014	48%	44%	6%	2%	1%
Water services to home						
	2017	55%	42%	3%	<1%	-
	2016	41%	48%	7%	3%	1%
	2014	16%	39%	25%	12%	8%
Sewer services						
	2017	53%	44%	3%	1%	-
	2016	36%	53%	8%	3%	<1%
	2014	20%	62%	12%	4%	1%
Trash and Recycling						
	2017	54%	39%	5%	3%	-
	2016	43%	45%	12%	1%	<1%
Parks and Recreation program/facilities						
	2017	43%	50%	7%	1%	-
	2016	36%	50%	12%	2%	1%
	2014	33%	53%	13%	1%	<1%
Town information services						
	2017	44%	49%	6%	1%	-
	2016	31%	54%	14%	<1%	<1%
	2014	24%	56%	16%	3%	2%
Street and sidewalk maintenance/repair						
	2017	43%	43%	11%	2%	1%
	2016	24%	48%	20%	7%	1%
	2014	18%	47%	25%	7%	2%
Code enforcement						
	2017	37%	47%	12%	3%	1%
	2016	21%	57%	17%	4%	2%
	2014	22%	53%	16%	6%	3%
Planning and Zoning						
	2017	31%	51%	17%	3%	2%
	2016	19%	55%	19%	7%	1%
	2014	17%	57%	18%	6%	2%

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=404

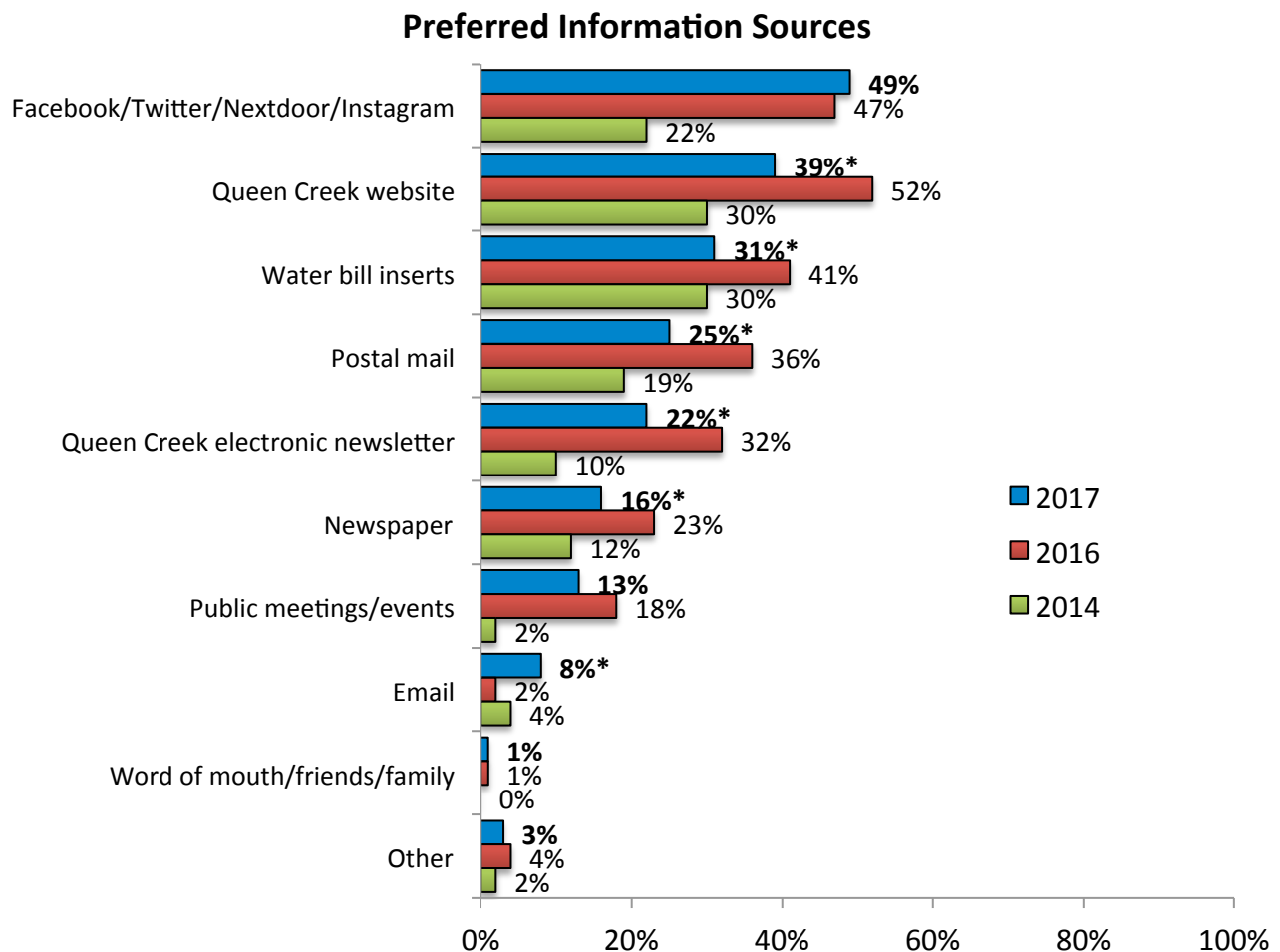
Bold indicates a significantly different percentage than 2016 at 95% confidence level.



E. Preferred Information Sources about Town

Residents prefer to receive information about Town issues, programs and events via social media platforms such as Facebook, Twitter and Nextdoor, the Town of Queen Creek website, and water bill inserts (mentioned by 49%, 39% and 31%, respectively). Following the significant increase in mentions of nearly all information sources last year, this year mentions dropped significantly for all sources except social media, email and signs around town.

As might be expected, preferred sources varied by age to some degree. Preference for social media was stronger among younger residents (65% of those 18 to 34, 57% of those 35 to 54 vs. 20% of those 55+). Residents 55 and older had a stronger preference for bill inserts and newspapers (45% and 24% vs. 26% and 12% for those under 55). Of note, women were significantly more likely to name social media as a preferred information source (56% vs. 43% of men).



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



III. Governance

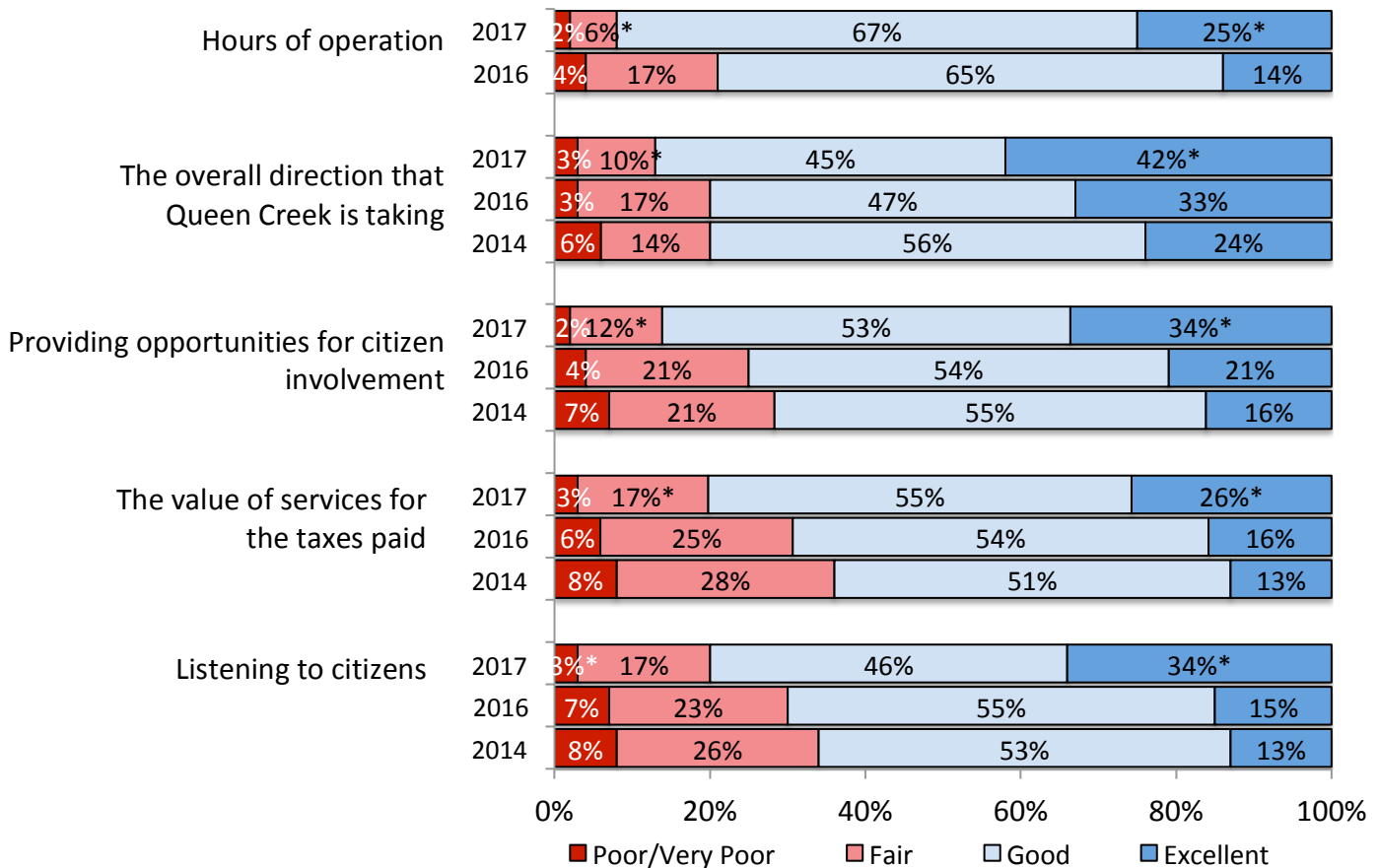
A. Perception of Town Governance

Queen Creek’s governance received very positive ratings (80% to 92% excellent + good). All areas of governance received a significantly higher percentage of “excellent” ratings in 2017 than in 2016 and 2014. The combined percentage of excellent + good ratings was significantly higher this year than last year for all measures (2016 top two ratings ranged from 70% to 80%).

The youngest residents (18 to 34) were more likely than older residents to give high ratings to Queen Creek on all of the town governance topics with their good + excellent ratings ranging from 88% to 97% compared to 74% to 92% for older residents.

Perception of Town Governance

Among those with an Opinion



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



The following are comments provided by residents regarding their reasons for giving ratings of “Poor” or “Very Poor.”

Table 9: Reasons for Poor/Very Poor Ratings

Characteristic	n	Examples of top response comments
The value of services for the taxes paid to Queen Creek	n=9	
Taxes are too high*	61%	<i>* Compared to other towns and cities Queen Creeks taxes are higher.</i>
Do what they want/have own agenda	24%	
Wasteful spending	16%	
Lack of communication/don't listen	11%	
School system is poor	11%	
The overall direction that Queen Creek is taking	n=12	
Losing small town feel*	43%	<i>* It used to be a nice quiet town that no longer exists. [It's] over populated, noisy and [has] too much traffic.</i>
Do what they want/have own agenda	23%	
Building too many houses/subdivisions	13%	
Lack of communication/don't listen	13%	
Wasteful spending	13%	
The job Queen Creek government does at providing opportunities for citizen involvement	n=6	
They don't do anything/ don't do enough/ no involvement	46%	<i>* Poor announcements on what is going on. Only see signs when event is happening soon. Never get notice for events or meetings.</i>
Lack of communication/they don't listen/don't hear anything from Town*	26%	
The job Queen Creek government does at listening to citizens	n=9	
Do what they want/have own agenda*	32%	<i>* They don't have community involvement on community affairs or development input, like doing everything on the fast track instead of what the public wants.</i>
Wasteful Spending	24%	
Lack of communication/they don't listen/don't hear anything from Town	24%	
Taxes are too high	18%	
Town government lied/don't trust them	9%	
The hours of operation of Queen Creek's Town Hall	n=6	
Need to be open on Fridays/Mon-Fri*	74%	<i>* They have a short work week. I think they should be open 5 days a week and have longer hours.</i>
Only open 4 days a week	33%	
Hours need to be longer/open later	19%	



B. Support of Tax Increase for Specific Issues

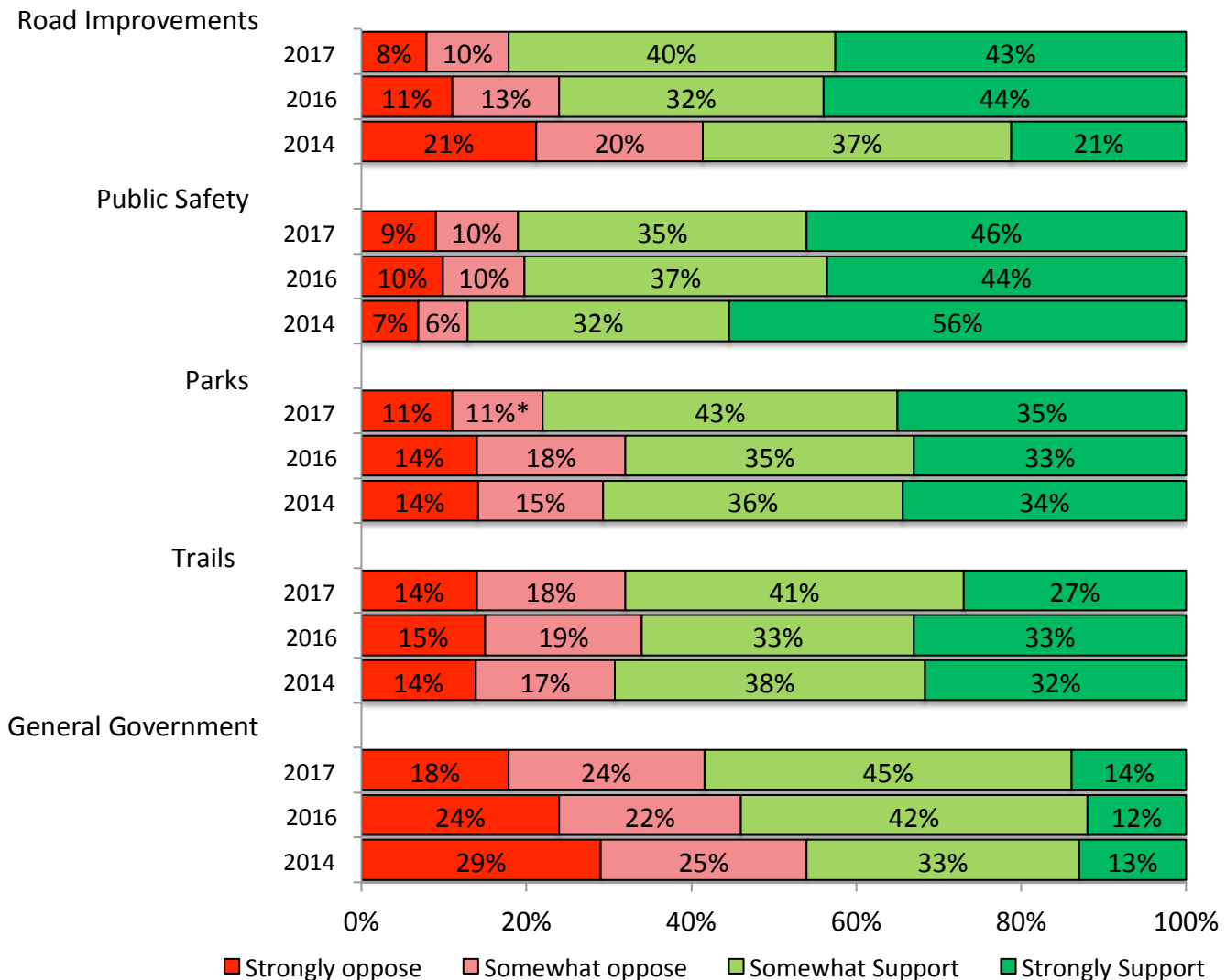
A majority of residents (59% to 83%) indicate they somewhat or strongly support tax increases for all of the issues covered. Support is the strongest for road improvements and public safety (83% and 81% somewhat + strongly support).

Support for taxes to fund new or improved parks increased significantly this year (78% up from 68% last year). Of note, the percentage supportive of tax increases for general government services increased to 59% which continues an upward trend and is significantly higher than the 46% level of support measured in 2014.

Support for tax increases declines as age goes up with those 55 and older being more likely to oppose all tax increases. Households with children at home were more likely to support tax increases for parks and trails than those who did not have children at home.

Support of Tax Increase for Specific Issues

Among Those with an Opinion



Q11: To what extent would you support or oppose a tax increase for...[Randomized]
 2017 n=404; 2016 n=403; 2014 n=403; *significantly different from 2016

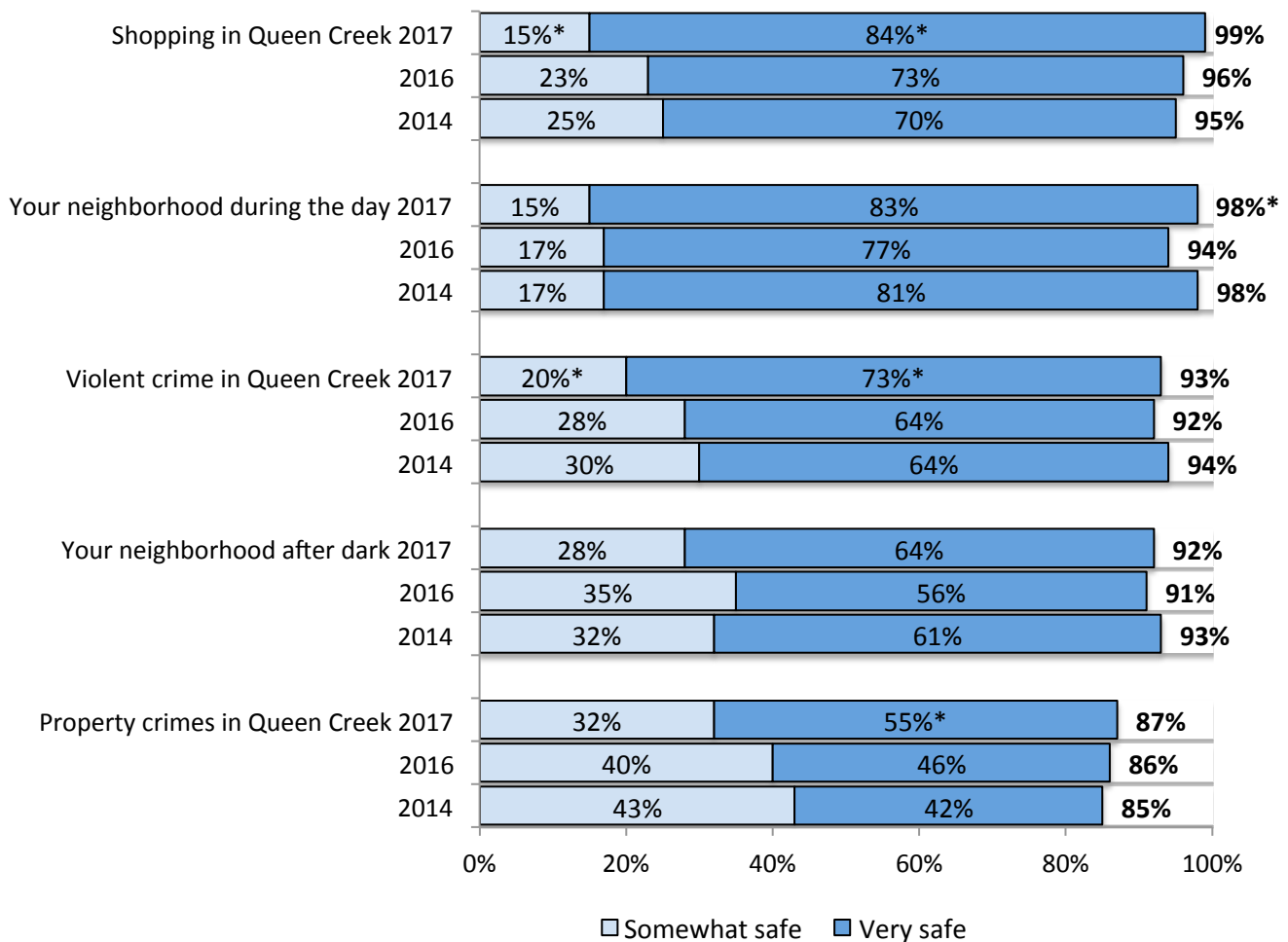


C. Safety in Queen Creek

A vast majority of residents feel “very” or “somewhat” safe in Queen Creek (87% to 99%). Virtually all residents feel safe while shopping (99%) and when they are in their neighborhood during the day (98%). More than nine in ten report feeling safe in their neighborhood after dark (92%) and from violent crimes (93%). The proportion who feels safe from property crimes continues to climb with 87% saying they feel “somewhat” or “very” safe.

This year 55% to 84% reported feeling “very safe” for the five scenarios. A significantly higher percentage of residents reported they feel “very safe” while shopping, from violent crime, and from property crime this year compared to last year.

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



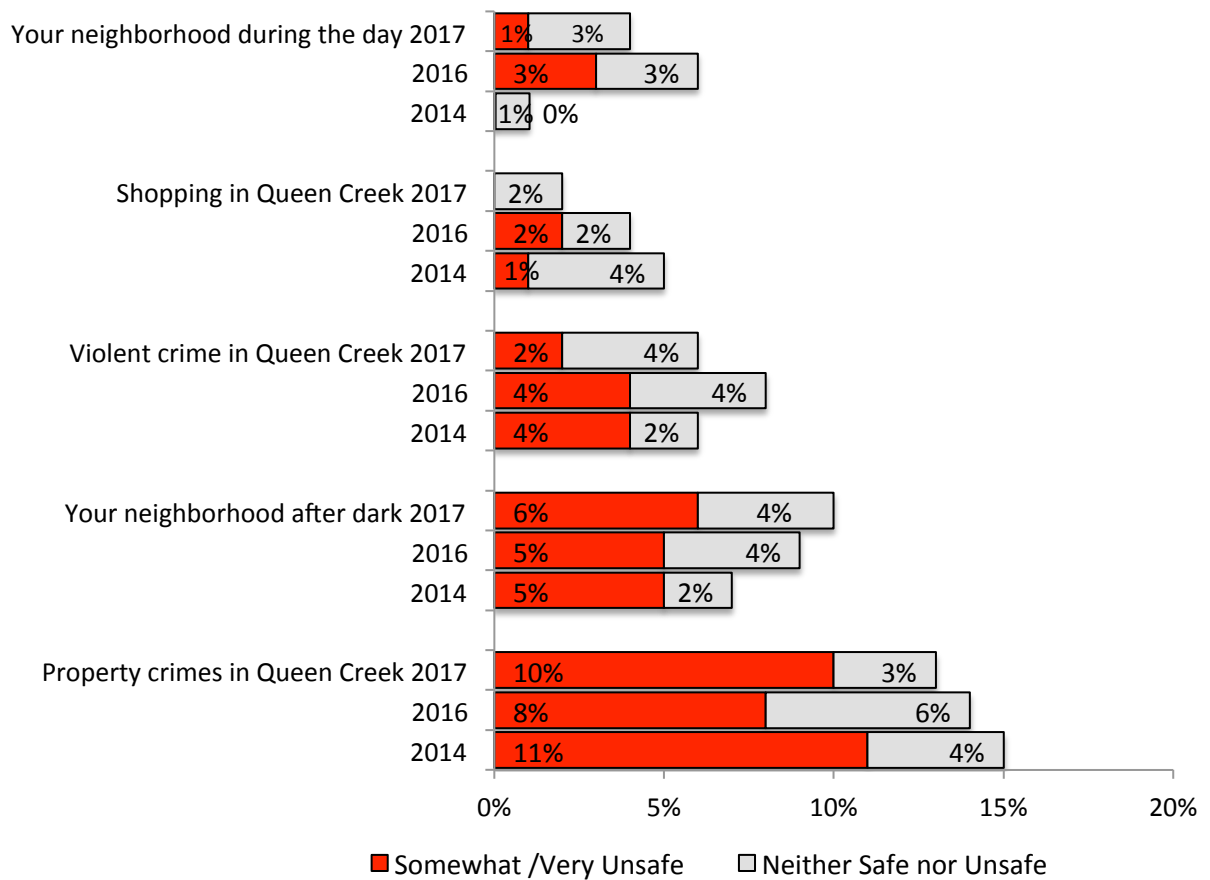
Q12: Next I want to ask you a few questions about the safety of Queen Creek. When it comes to [Randomized Attribute] would you say you feel...

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

*significantly different from 2016



Perception of Town Safety: Unsafe or Neither Safe or Unsafe 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...

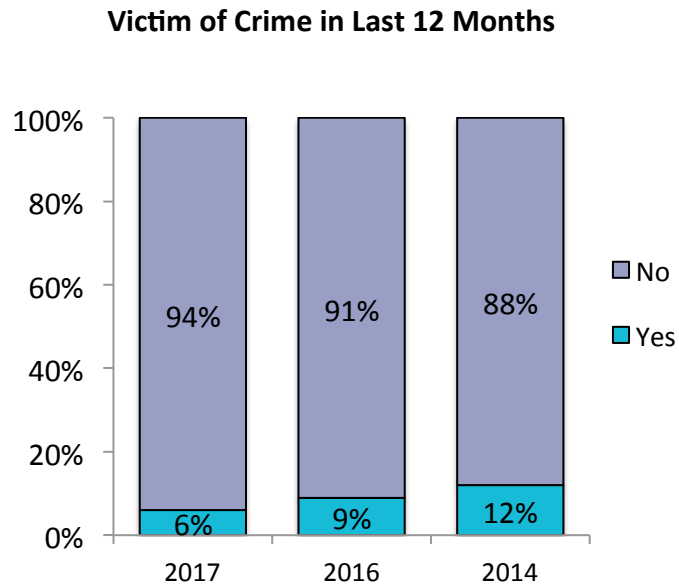
2017 n=404; 2016 n=401; 2014 n=403

*significantly different from 2016



D. Crime Victimization

Only 6% of residents reported that a household member was a victim of a crime in the past 12 months. This continues a downward trend and is significantly lower than in 2014.



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



Appendix A

Table 10: Weighting Percentages

Characteristic	Non-weighted n=404	Weighted n=404
Ethnicity		
Caucasian	83%	63%
African American	3%	4%
Latino/Hispanic	8%	20%
Asian	2%	4%
Other	2%	2%
Declined to Answer	4%	6%
Age		
18 to 24 years	1%	7%
25 to 34 years	19%	17%
35 to 44 years	22%	28%
45 to 54 years	21%	21%
55 to 64 years	21%	14%
65 to 74 years	13%	9%
75+	2%	4%
Declined to Answer	<1%	<1%

