



# Town of Queen Creek Citizen Survey

WestGroup Research  
March 2020

# 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, 2016 and 2017 Citizen Surveys.
- The 2019/2020 methodology was changed from outbound telephone only to a multi-mode approach that included outbound and inbound telephone, online, and in-person intercepts.
- 210 surveys were completed by telephone, 177 were completed online, and 45 were conducted in-person in Queen Creek between November 20, 2019 and January 18, 2020.
- The average interview length was 18.5 minutes.
- The total sample size of n=432 has a margin of error of  $\pm 4.7\%$  at the 95% confidence level.

# Demographics

Characteristic	2019 n=432	Characteristic	2019 n=432
<b>Gender</b>		<b>Own or rent primary residence</b>	
Male	49%	Own	91%
Female	49%	Rent	6%
Declined	2%	Don't know/declined	3%
<b>Ethnicity</b>		<b>Marital Status</b>	
Caucasian	82%	Married	78%
African American	3%	Divorced/widowed	7%
Latino/Hispanic	8%	Single, never married	9%
Asian	3%	Living with sig. other/ partner	3%
Other	1%	Other	<1%
Declined to answer	3%	Declined to answer	4%
<b>Age</b>		<b>Annual household income</b>	
18 to 24 years	4%	Less than \$24,999	2%
25 to 34 years	20%	\$25,000 to \$49,999	6%
35 to 44 years	28%	\$50,000 to \$99,999	24%
45 to 54 years	21%	\$100,000 to \$149,999	27%
55 to 64 years	14%	\$150,000 or more	27%
65 to 74 years	9%	Don't know/Declined	14%
75+	3%		
Declined to Answer	1%		
<b># in household</b>		<b># children under 18 in HH</b>	
1	4%	0	35%
2-3	41%	1-2	39%
4-5	36%	3-4	20%
6+	17%	5+	3%
Declined to answer	2%	Declined to answer	3%

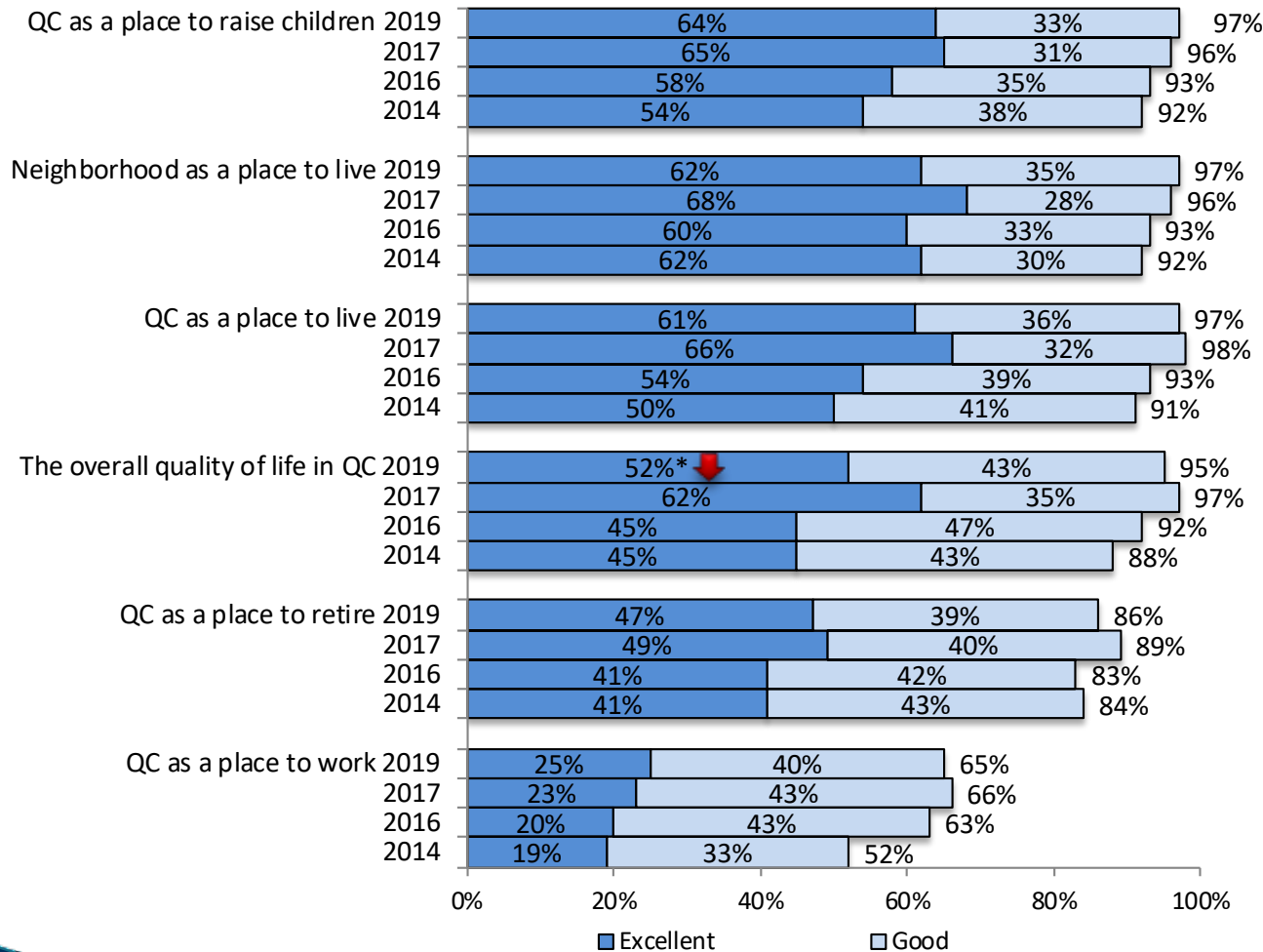
# Demographics (continued)

Characteristic	2019 n=432
<b>Employment status</b>	
Employed full-time	59%
Employed part-time	11%
Unemployed and looking for work	1%
Unemployed/not looking for work	8%
Retired	16%
Declined to answer	5%
<b>Education level</b>	
High school or less	9%
Some college	26%
Vocational or technical training	7%
College graduate	38%
Post graduate degree or more	18%
Don't know/declined to answer	2%
<b>Years lived in TOQC</b>	
Less than 2 years	12%
2 to 5 years	34%
6 to 10 years	22%
11 to 20 years	26%
More than 20	6%
Don't know/declined	<1%
<b>Eligible to vote</b>	96%
<b>Registered to vote in TOQC (among eligible)</b>	82%
<b>Plan to vote in next Town election (among eligible)</b>	89%

# Overall Opinions

# Quality of Life in Queen Creek

## Excellent or Good Among Those with an Opinion

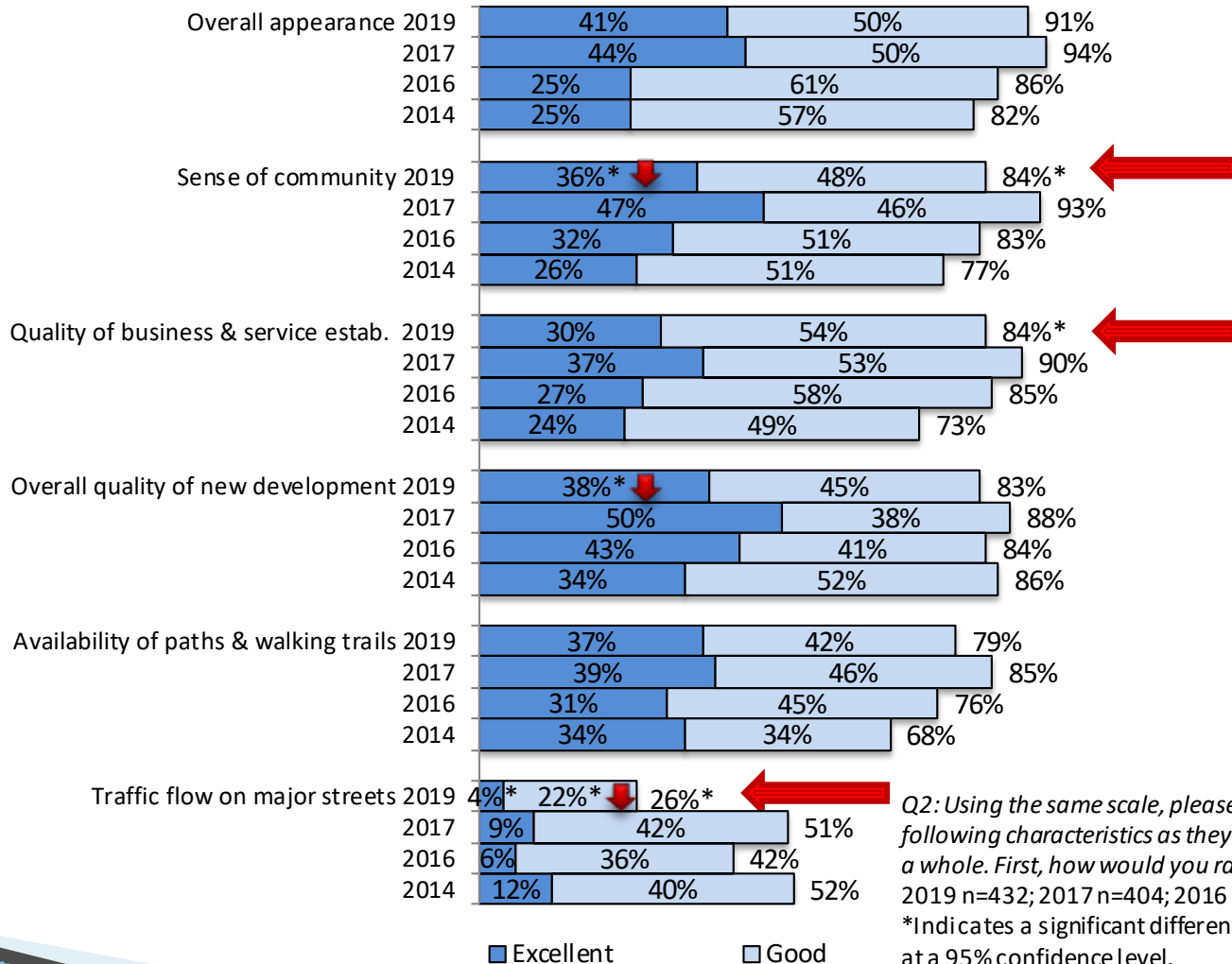


Q1: Next, I would like to get your opinions on a few aspects regarding the quality of life in Queen Creek. First, how would you rate...? 2019 n=432; 2017 n=404; 2016 n=401; 2014 n=403

\*Indicates a significantly different percentage than 2017 at a 95% confidence level.

# Queen Creek Characteristics

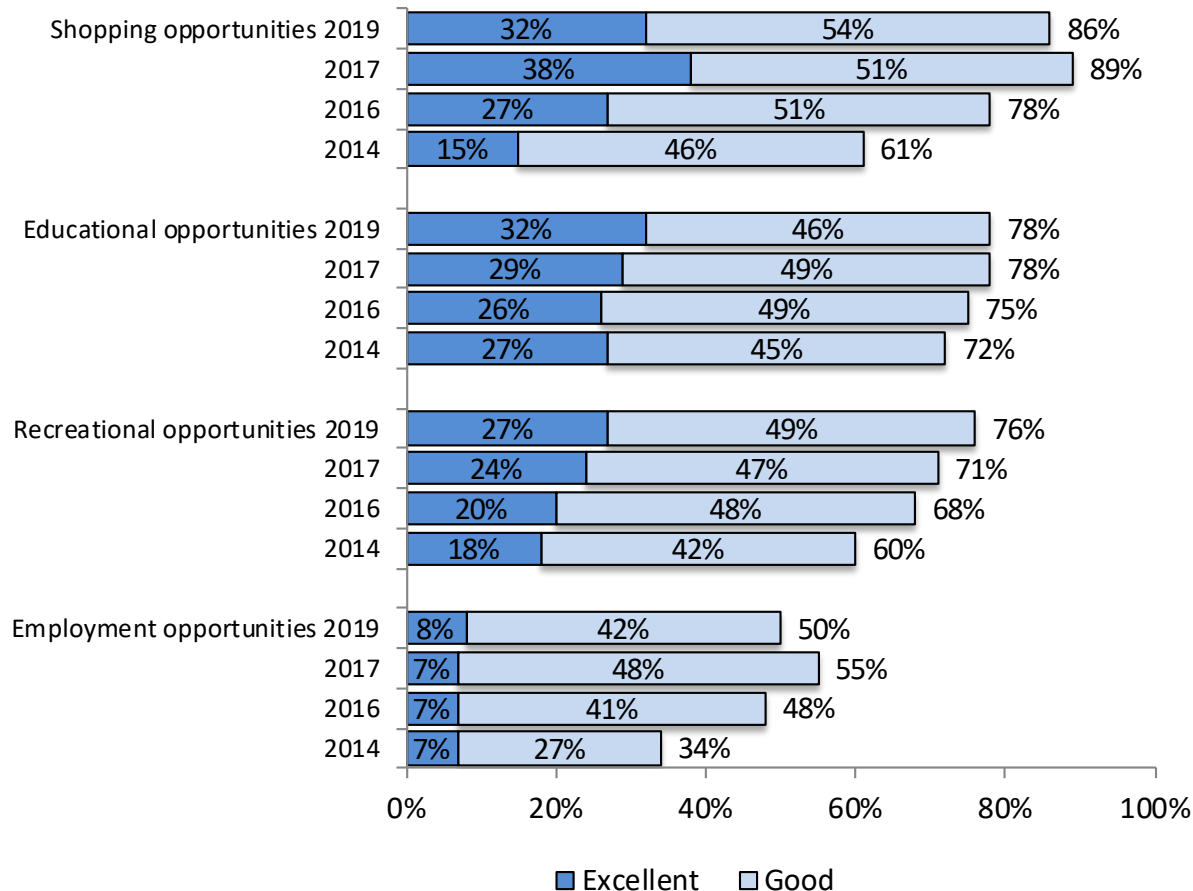
"Excellent" or "Good"  
Among Those with an Opinion



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...  
 2019 n=432; 2017 n=404; 2016 n=401; 2014 n=403  
 \*Indicates a significant different percentage than 2017 at a 95% confidence level.

# Opportunities within Queen Creek

"Excellent" or "Good"  
Among Those with an Opinion



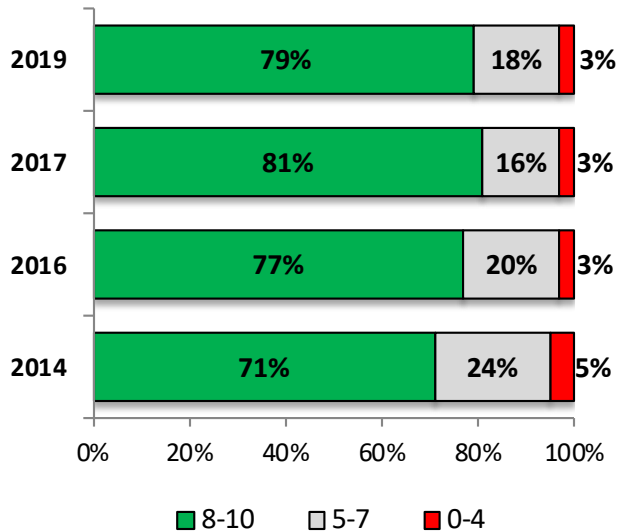
Q2b: Using the same scale, please rate each of the following opportunities within Queen Creek as a whole. First, how would you rate the...Randomized List]

2019 n=432; 2017 n=404; 2016 n=401; 2014 n=403 (Note: No significant shifts in 2019)



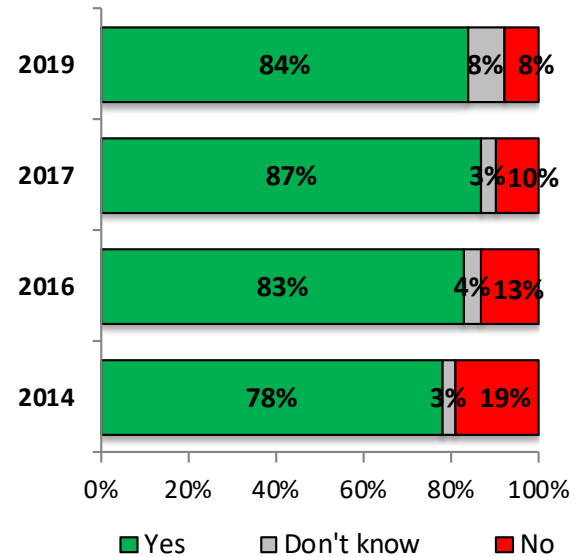
# Likelihood to Recommend and Likelihood to Stay

## Likelihood to Recommend Queen Creek



Q3: How likely would you be to recommend living in Queen Creek to someone who asks? [10 = very likely; 0 – not at all likely]  
 2019 n=432; 2017 n=404; 2016 n=401; 2014 n=403  
 No significant differences between 2019 and 2017

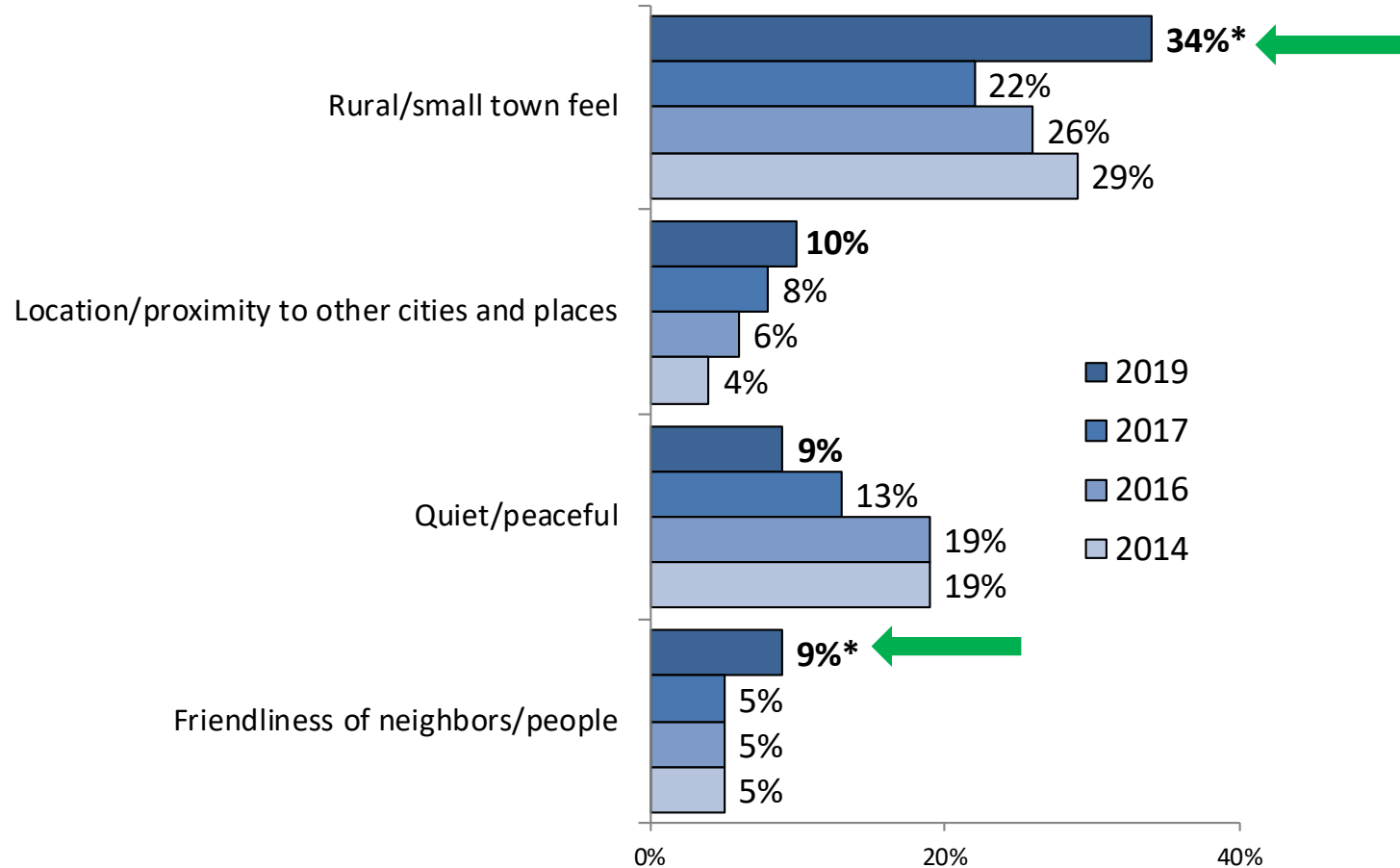
## Likely to Live in Queen Creek Five Years from Now



Q4: Are you likely to be living in Queen Creek five years from now?  
 2019 n=432; 2017 n=404; 2016 n=401; 2014 n=403  
 \* Significantly higher than in 2017

# Best Thing about Living in Queen Creek

## Top Mentions



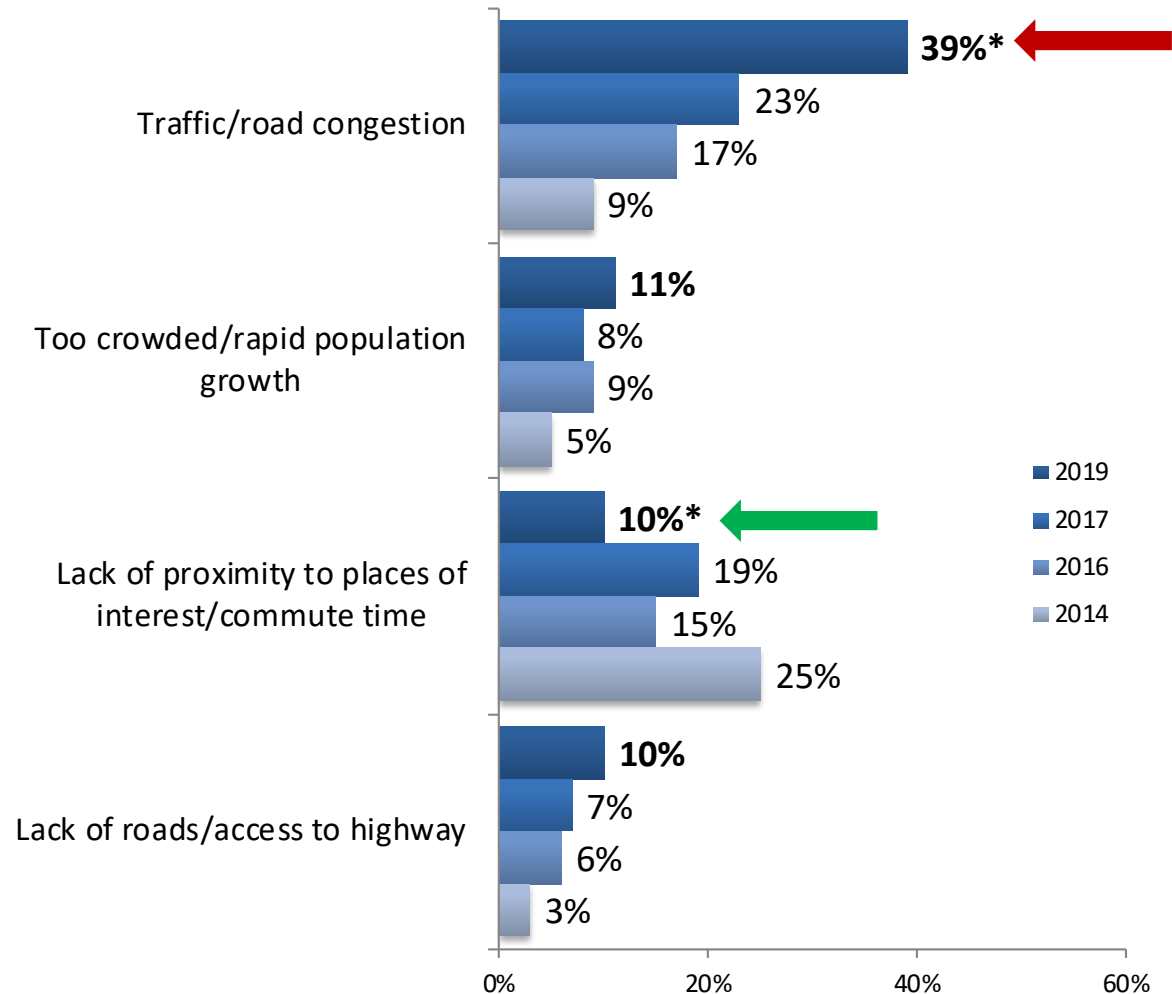
Q15: What do you like best about living in Queen Creek? [OPEN-END; SINGLE RESPONSE]

2019 n=432; 2017 n=404; 2016 n=401; 2014 n=403

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# Worst thing about Living in Queen Creek

## Top Mentions

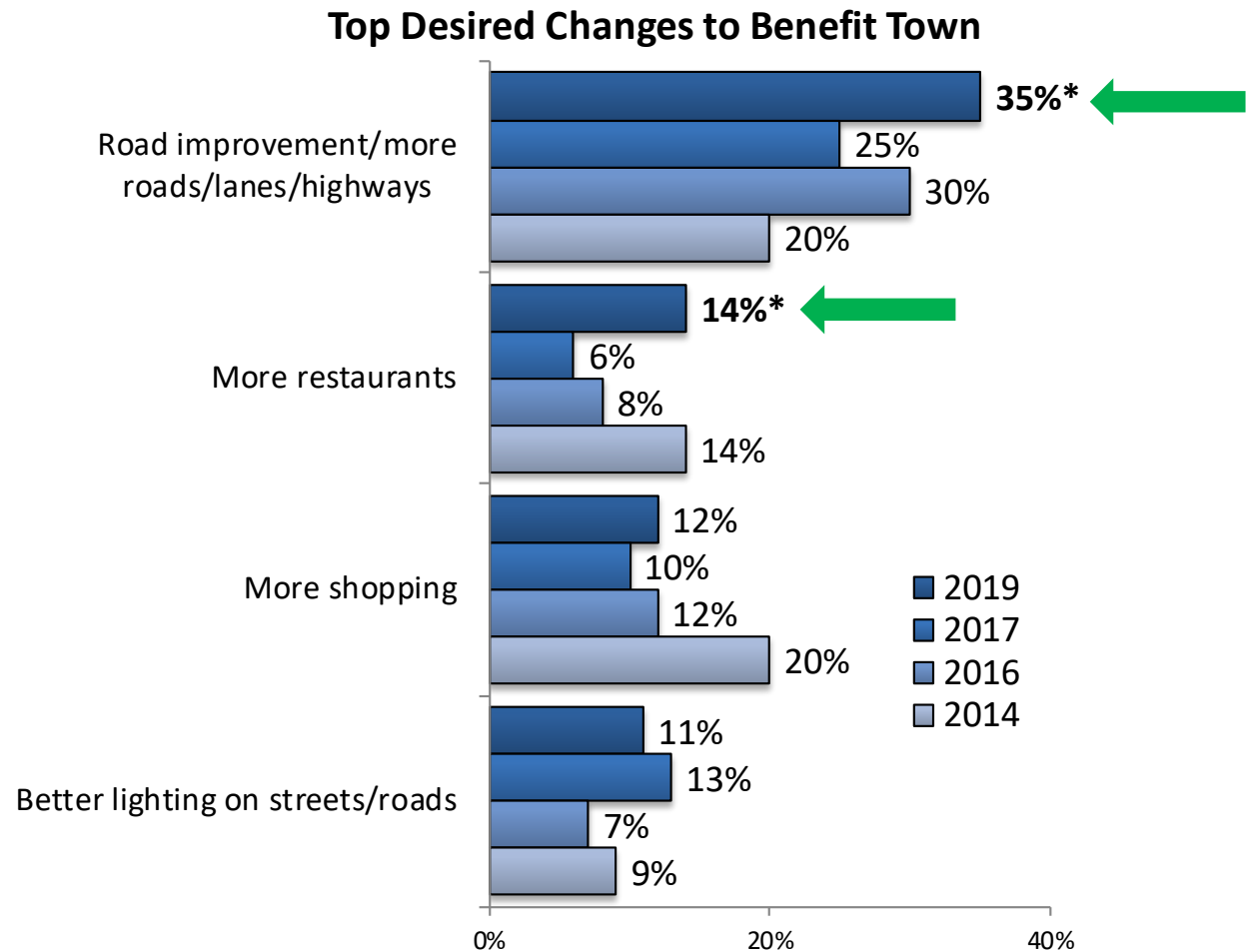


Q16: What do you like least about living in Queen Creek? [OPEN-END; SINGLE RESPONSE]

2019 n=432; 2017 n=404; 2016 n=401; 2014 n=403

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# Residents' Desired Future Benefits for Town



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]

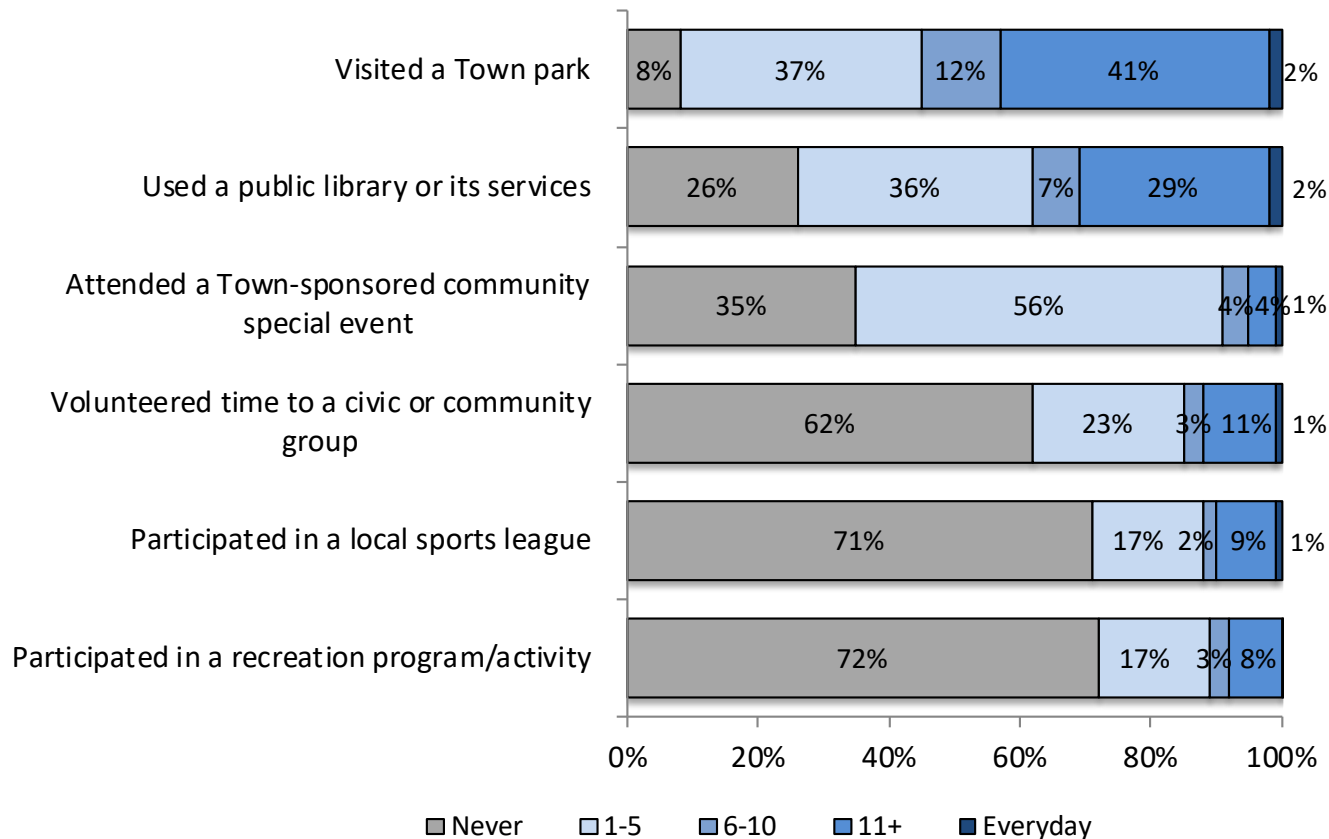
2019 n=432; 2017 n=404; 2016 n=401; 2014 n=403;

# Resident Engagement

# Engagement with Queen Creek Activities

## Frequency of Past 12 Month Participation

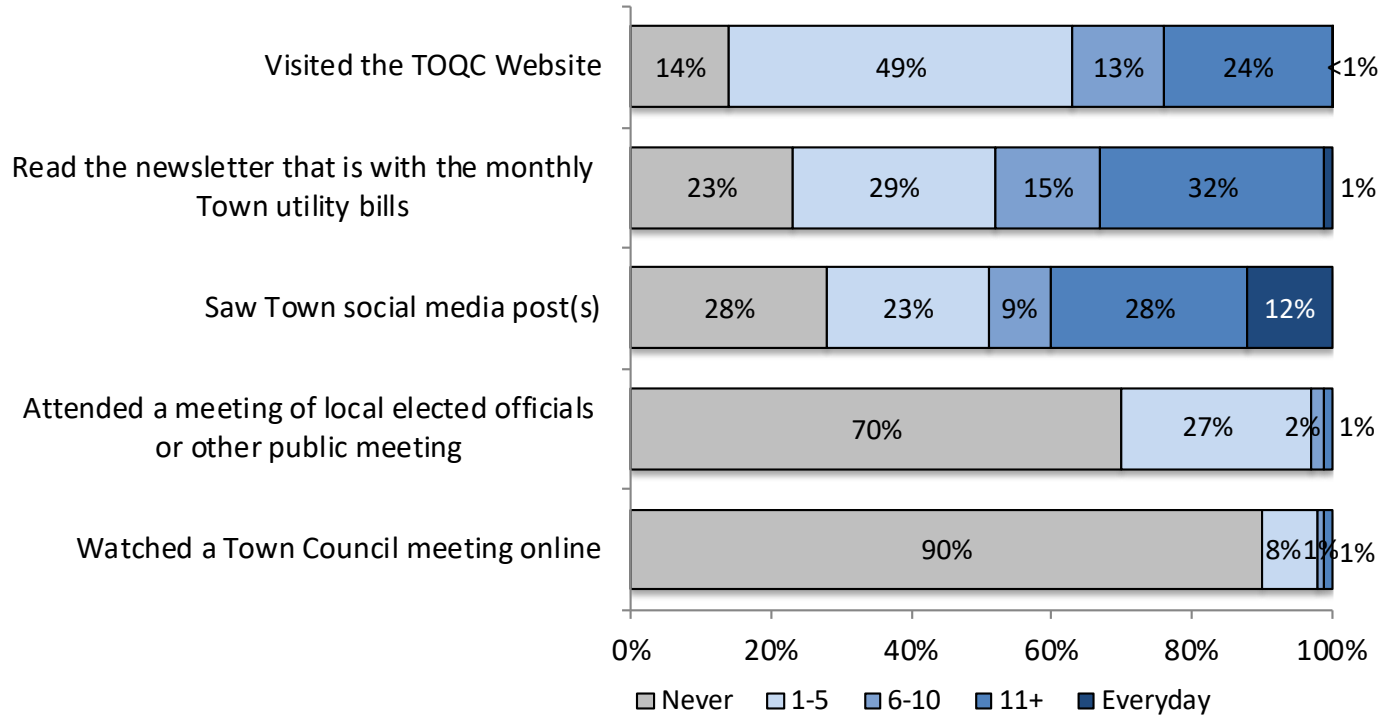
Among those Answering (excludes Don't know)



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]  
 2019 n=429-432

# Engagement with Queen Creek Communication Efforts

**Frequency of Communication Activities in Past 12 Months**  
 “Don’t know” excluded

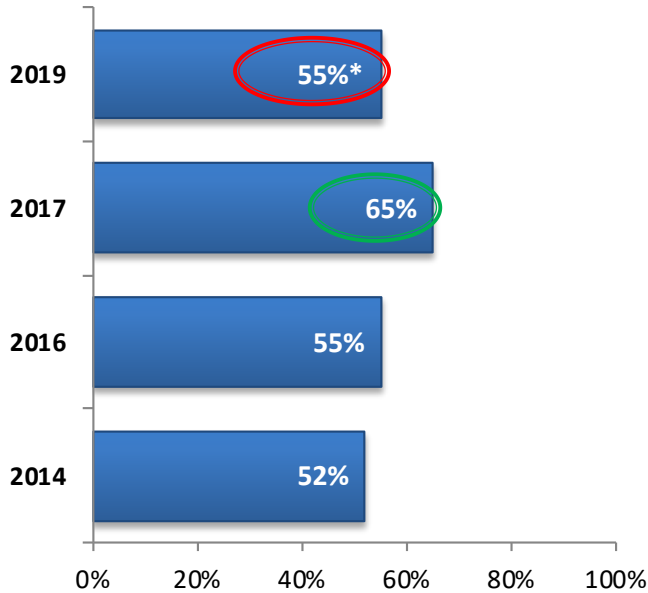


*Q5b: Thinking about events or communications from the Town of Queen Creek, in the last 12 months, about how many times, if any, have you or other household members participated in the following activities in Queen Creek?*

2019 n=427-432

# Contact with TOQC

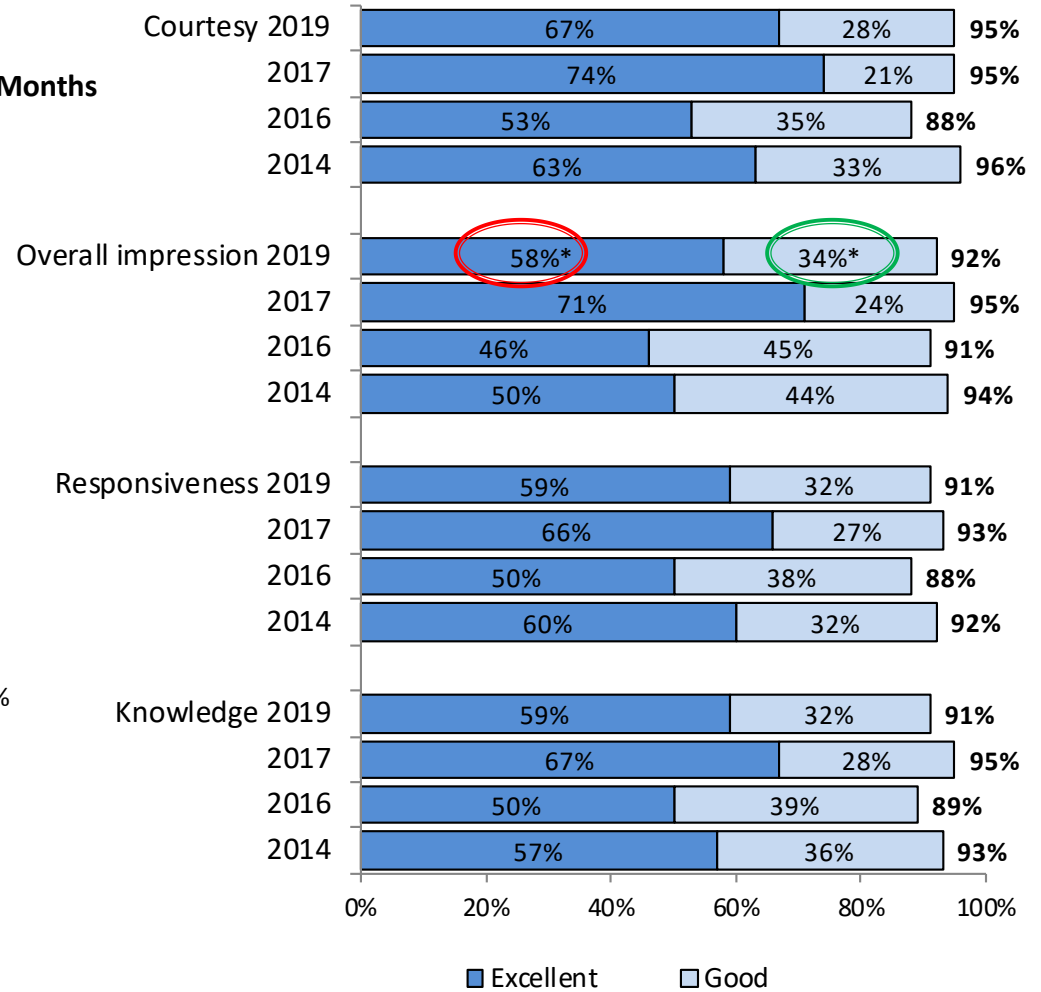
Personal Contact with a Town Employee in Last 12 Months



\*Indicates a significantly different percentage than 2017 at a 95% confidence level.

## Employee Attributes

Among Those with an Opinion



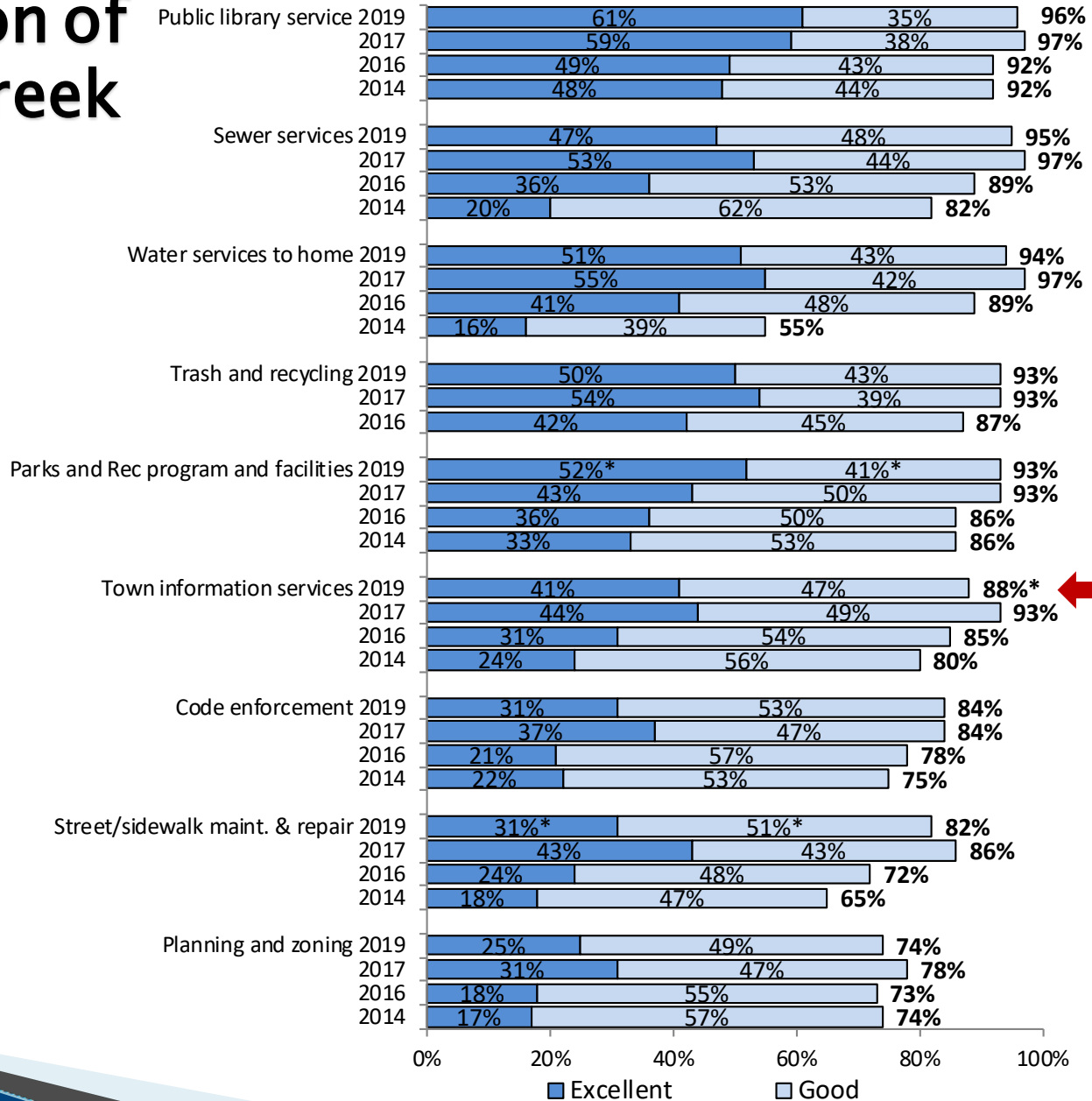
2019 n=237; 2017 n=267; 2016 n=220; 2014 n=208

\*Indicates a significantly different percentage than 2017 at a 95% confidence level.

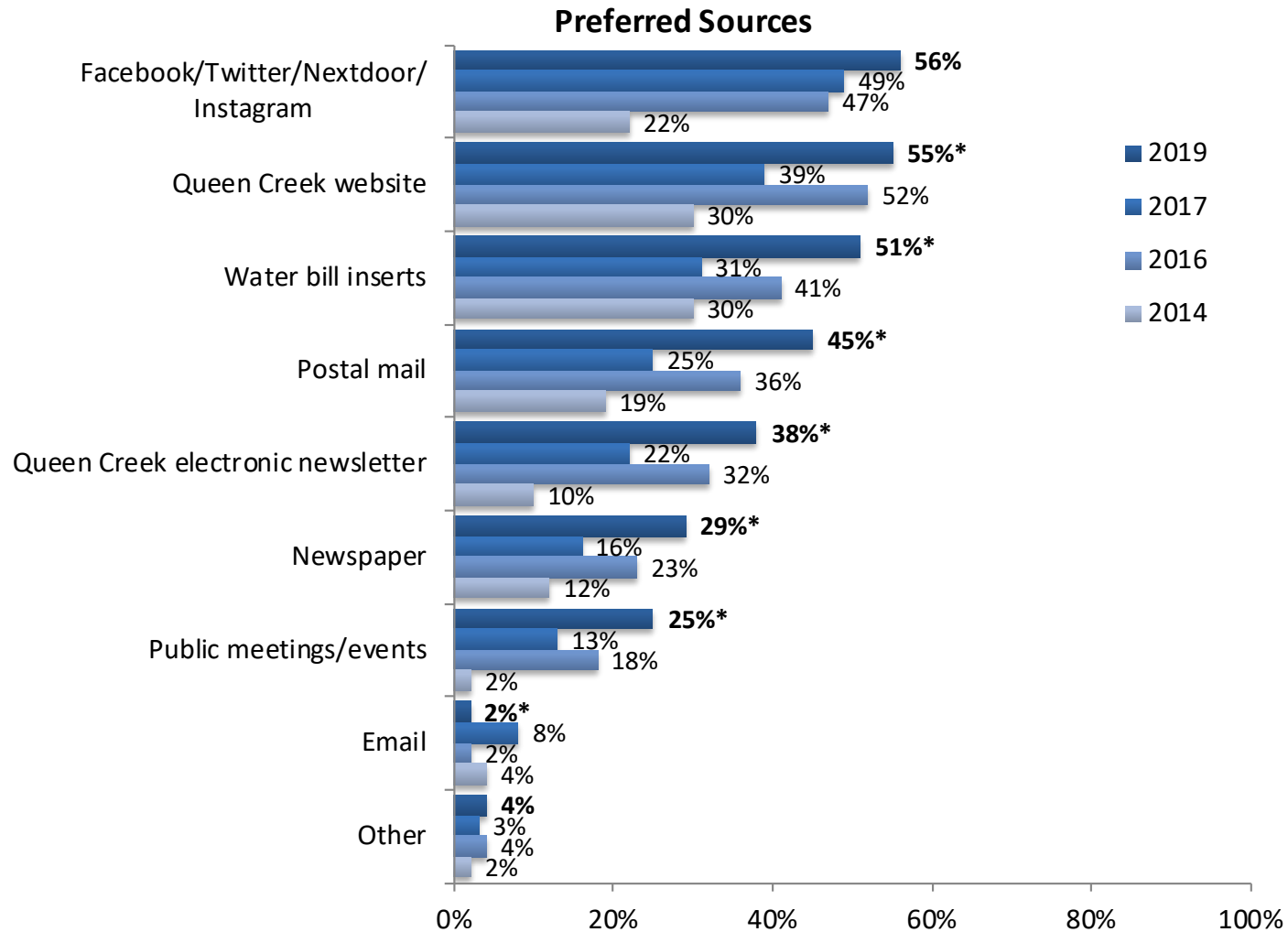


# Perception of Queen Creek Services

## "Excellent" and "Good" Ratings Among Those with an Opinion



# Preferred Information Sources about Town



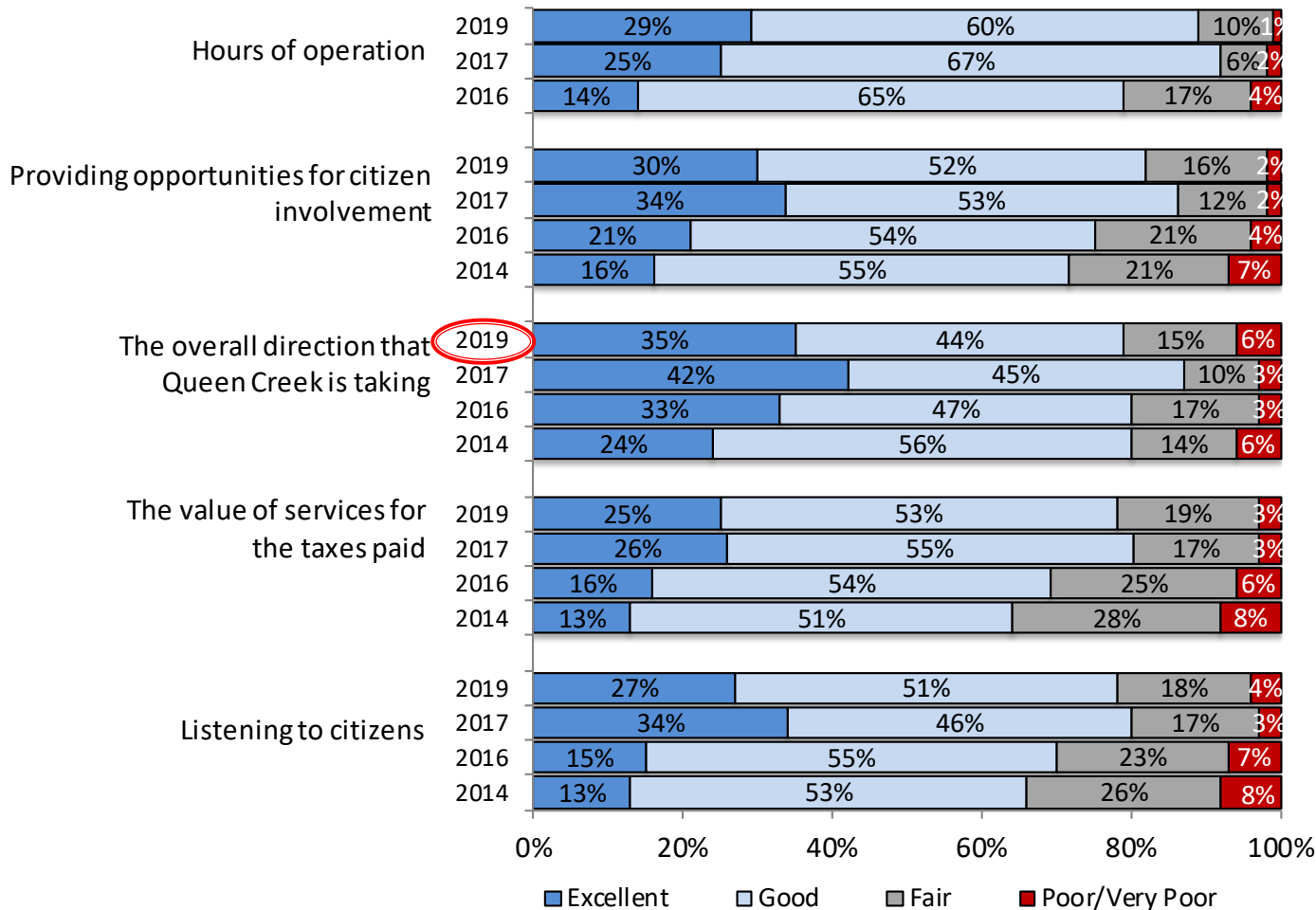
Q10: Which of the following sources do you prefer to use to receive information about Town issues, programs, and events? 2019 n=432; 2017 n=404; 2016 n=401; 2014 n=403

\*Indicates a significantly different percentage than 2017 at a 95% confidence level.

# Governance

# Perception of Town Governance

Among those with an Opinion



Top two rating for “overall direction that Queen Creek is taking” decreased to 80% down from 87% in 2017, but is the same as in 2016 and 2014.

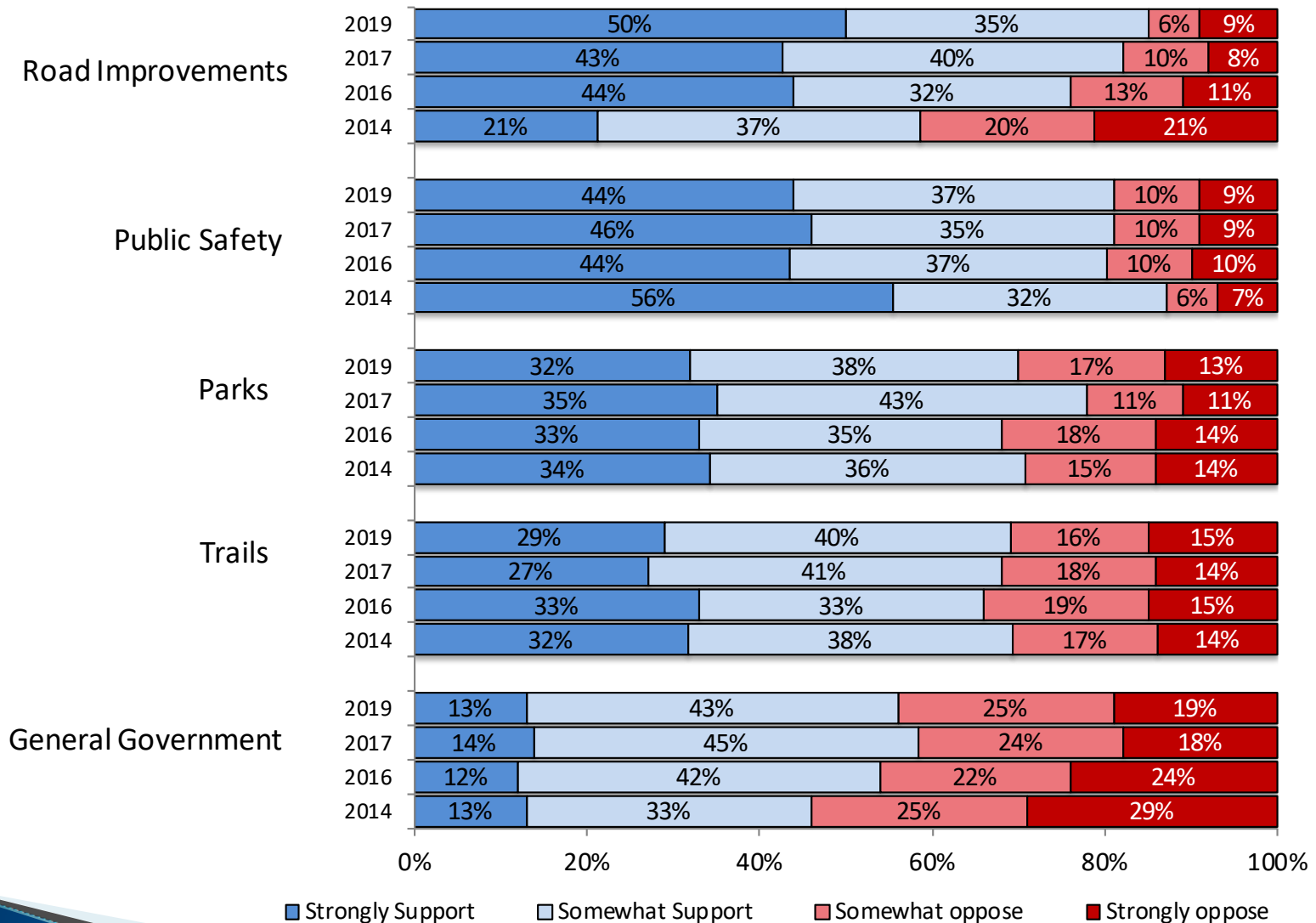
Q9: How would you rate the Town government’s performance when it comes to... [Randomized List]

2019 n=432; 2017 n=404; 2016 n=403; 2014 n=403

No significant differences between 2019 and 2017 for individual ratings.

# 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..

2019 n=432; 2017 n=404; 2016 n=403; 2014 n=403;

\*No significant differences between 2019 and 2017

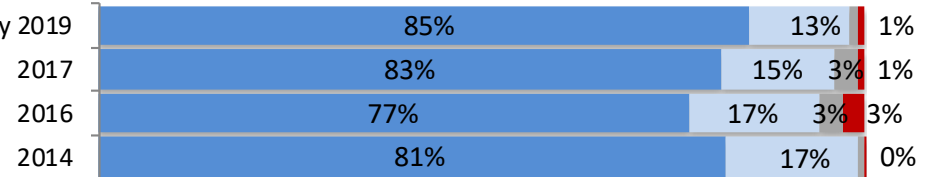
# Safety

# Safety in Queen Creek

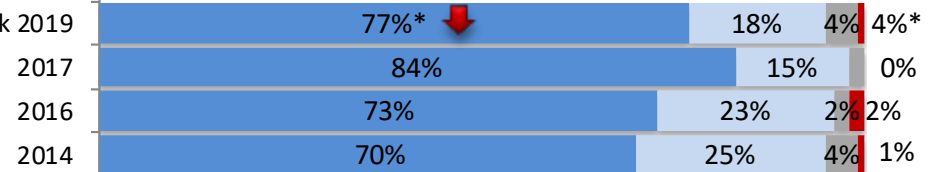
## Perception of Town Safety

Among those with an Opinion

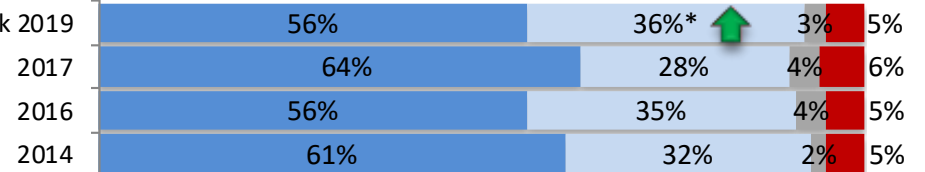
Your neighborhood during the day 2019



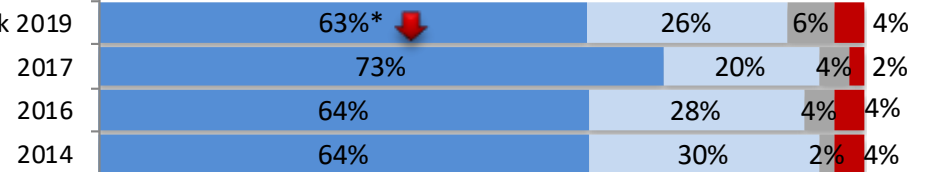
Shopping in Queen Creek 2019



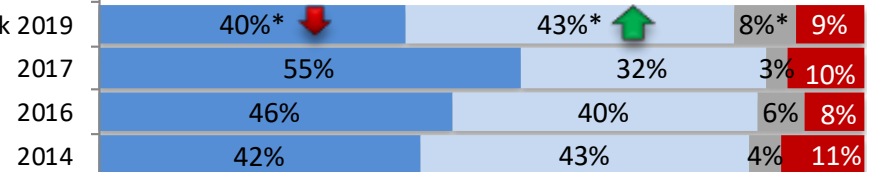
Your neighborhood after dark 2019



Violent crime in Queen Creek 2019



Property crimes in Queen Creek 2019

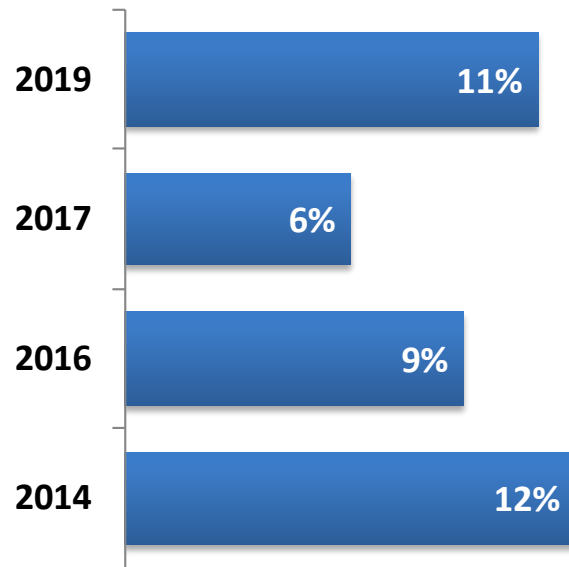


0% 20% 40% 60% 80% 100%

Very safe Somewhat safe Neither Safe nor Unsafe Somewhat /Very Unsafe

# Crime Victimization

Victim of Crime in Last 12 Months



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

2019 n=432; 2017 n=404; 2016 n=401; 2014 n=403

\*No significant differences



# Key Findings

# Key Findings

- ✓ **Residents continue to express enthusiasm for the quality of life in Queen Creek and most intend to continue enjoying it.**
  - The highest satisfaction continues to be with Queen Creek as a place to raise children, for neighborhood as a place to live, Queen Creek as a place to live, and the overall quality of life in Queen Creek.
  - Residents were most likely to be appreciative of the Town's overall appearance and when asked what they "like best" about living there, the Town's rural or small town feel again ranked first.
  - Eight in ten residents (79%) are highly likely to recommend Queen Creek as a hometown to others and 84% intend to remain living in Queen Creek for the next five years.

# Key Findings (continued)

- ✓ **High marks for TOQC services, employees and governance carry on in 2019.**
  - The nine TOQC services evaluated received high ratings from 74% to 96% of residents.
  - Town employees continue to earn high ratings from residents who interact with them for courtesy, responsiveness, knowledge, and overall impression (91% to 95% rated “excellent” or “good”).
  - Queen Creek’s governance received very positive ratings (77% to 89% excellent + good). The only statistically notable drop in top two ratings was for “the overall direction that Queen Creek is taking,” however it was the same as previously measured (80% for 2019, 2016 and 2014 vs. 87% in 2017).

# Key Findings (continued)

- ✓ **Virtually all Queen Creek residents engage in at least some Town activities – 97% participated in at least one of the six activities evaluated within the past year.**
  - Visits to Parks and libraries remain the most popular activities for residents; 92% visited parks in past year and 74% used library services in past year.
  - Special event attendance remains strong with two-thirds (65%) of residents reporting participation in Town-sponsored community special events in the past year.

# Key Findings (continued)

- ✓ **Queen Creek residents increasingly rely on the Town's website, social media posts and water bill inserts for information.**
  - Residents prefer to receive information about Town issues, programs and events via social media platforms, the Town of Queen Creek website, and water bill insert.
  - The website continues to be the most popular communications tool with 86% reporting they visited the TOQC website in the past year. The majority also reported reading the newsletter insert (77%) and seeing a Town social media post in the past year (72%) with nearly half doing so at least six times in the past year.

# Key Findings (continued)

- ✓ **Rapid growth and its companions, congestion and crowding, have caused some residents to be concerned with “the direction the Town is taking” and the safety of the area. It has also resulted in strong support for taxes to fund road improvements and public safety.**
  - When asked what they like least about living in Queen Creek, more than half complained of something related to growth and congestions -- traffic (39%), crowded/growing too fast (11%), and construction/new developments (10%).
  - Residents generally feel safe in Queen Creek, however, the proportion of residents who reported feeling “very safe” decreased 7 to 15 points to return to 2016/2014 levels for shopping (77%), violent crime (63%), and property crime (40%).
  - The greatest support for a tax increase was for road improvements and public safety (85% and 81% somewhat + strongly support).
  - 35% indicated they would like to see more road improvements/more roads and 9% specifically mentioned alleviating or improving traffic congestion. Safety related suggestions included – better lighting on streets (11%), better traffic safety/lower speed limits (3%), and a call to keep the Town safe (2%).

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