

# 2019 Town of Queen Creek Citizen Survey

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[www.westgroupresearch.com](http://www.westgroupresearch.com)

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## I. Executive Summary

The Town of Queen Creek (TOQC) commissioned WestGroup Research of Phoenix, Arizona to conduct its 2019 Citizen Survey in an effort to collect feedback 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, 2016 and 2017 Citizen Surveys. In 2019/2020, the methodology was changed from outbound telephone only to a multi-mode approach that included outbound and inbound telephone, online, and in-person intercepts. The following highlights the key findings of the current research.

### **Residents continue to express enthusiasm for the quality of life in Queen Creek and most intend to continue enjoying it.**

- Of the six quality of life attributes measured, five are rated as “Excellent” or “Good” by a vast majority of residents (86% to 97%). 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.*
- When asked to evaluate six characteristics of 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.
- Approximately 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.

### **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. The only notable shift occurred for Town information services, which dropped to 88% from 93% in 2017.
- Town of Queen Creek employees continue to earn high ratings from residents who interact with them for their courtesy, responsiveness, knowledge, and overall impression (91% to 95% awarded ratings of “excellent” or “good”).
- Queen Creek’s governance received very positive ratings (77% to 89% excellent + good), but overall ratings were slightly lower than prior years. 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).



**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. While more than one-half (55%) enjoyed a Town park six or more times, 38% used public library services at that frequency over the prior 12 months.
- Special event attendance remains strong with two-thirds (65%) of residents reporting participation in Town-sponsored community special events in the past year. Volunteerism remained stable (38%) as did participation in local sports leagues (29%) and recreation programs (28%).

**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 inserts (mentioned by more than one-half of residents - 56%, 55% and 51%, respectively).
- When asked about the frequency of engagement with the various communication methods, nearly all residents (97%) had engaged with at least one of the five forms of communications evaluated in the prior year. The website continues to be the most popular communications tool with 86% reporting they visited the TOQC website in the past year including 38% who visited at least six times. A 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.
- The small proportion of highly engaged citizens continues to grow -- 30% of residents reported attending a public meeting in the past year (up from 20% to 24% in prior years) and 10% watched a Town Council meeting online (compared to 4% to 9% previously).

**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 (55%) 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 after spiking in 2017, 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%).



- Approximately one in ten residents (11%) reported that a household member was a victim of a crime in the past 12 months. This is statistically consistent with the prior three waves of research which ranged from 6% to 12%.
- Fewer residents gave the Town a high rating for “the overall direction that Queen Creek is taking” (80% excellent/very good down from 87%), however 2019 ratings were the same as 2016 and 2014.
- While a majority of residents (56% to 85%) indicate support for tax increases to fund the five issues evaluated, the greatest support was for road improvements and public safety (85% and 81% somewhat + strongly support).
- When residents were asked what they would like to see happen in the next few years to benefit Queen Creek, 35% mentioned road improvements/more roads and 9% specifically mentioned alleviating or improving traffic congestion. In addition, 12% suggested that building be slowed down or stopped (6%), that growth be controlled (3%) and that the small town feel be maintained (3%). 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%).



## II. Introduction

### A. Background and Methodology

The Town of Queen Creek (TOQC) commissioned WestGroup Research of Phoenix, Arizona to conduct its 2019 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, 2016 and 2017 Citizen Surveys.

This year the methodology was changed from outbound telephone only to a multi-mode approach. In 2019-2020, data was collected by WestGroup Research via outbound and in-bound telephone, web, and in-person interviews between November 20, 2019 and January 18, 2020. Some residents were initially contacted via a postcard inviting them to participate in the study. A total of 5,300 postcards were mailed to a random sample of Queen Creek households. The postcard provided a brief description of the project and an invitation to participate in the project. It included a web link for the respondent to complete the survey online and a local phone number if the resident preferred to complete the survey by phone. A unique code was also provided to ensure the survey was only completed once per address.

After the postcards were mailed, WGR interviewers began outbound telephone contact with sampled households using Random Digit Dial and cell phone sample purchased from a national sampling company. Approximately three weeks after data collection had started, the demographic distribution of respondents was evaluated for representativeness of the overall population. It was determined that there were under-represented populations within the sample, particularly from residents under the age of 35. The decision was made to initiate additional strategies to reach these target populations. A team of WGR interviewers conducted forty-five (45) in-person interviews with residents at the recreation center and library on January 14<sup>th</sup>, 15<sup>th</sup> and 18<sup>th</sup> in an attempt to survey parents of small children. In addition, the Town of Queen Creek posted invitations to the survey on social media which included a phone number to call to complete the survey as well an email address and phone number to text to request a link to the web survey.

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 and 85140 – Ironwood Crossing only - was also accepted, but the standing criteria for participation is that they must receive trash services from the Town of Queen Creek).

Ultimately, 210 surveys were completed by telephone, 177 were completed online, and 45 were conducted in-person in Queen Creek. 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.



## B. Weighting Percentages

While every effort was made to target a representative sample of TOQC residents, the demographic attributes did not completely mirror the overall population profile based on Census data. Therefore, the total data has been weighted by gender, age, and white/non-white to represent the demographic composition of TOQC. Of note, the response from the Hispanic residents was very low in 2019, despite efforts to reach these residents. As a result, the decision was made to only weight the data to balance white/non-white census percentages rather than weighting for all ethnicities as had been done in the past.

Table 1 demonstrates the weights applied. All data presented in the demographic tables and throughout the report represents the weighted percentages.

**Table 1: Weighting Percentages**

Characteristic	Non-weighted n=432	Weighted n=432
<b>Gender</b>		
Male	45%	49%
Female	54%	49%
Declined to Answer	1%	2%
<b>Ethnicity</b>		
Caucasian	84%	82%
African American	3%	3%
Latino/Hispanic	7%	8%
Asian	2%	3%
Other	1%	1%
Declined to Answer	3%	3%
<b>Age</b>		
18 to 24 years	3%	4%
25 to 34 years	15%	20%
35 to 44 years	26%	28%
45 to 54 years	20%	21%
55 to 64 years	17%	14%
65 to 74 years	14%	9%
75+	4%	3%
Declined to Answer	1%	1%



### C. Respondent Demographics and Characteristics

This year there was a significantly larger proportion of registered voters in the sample than in 2017 (91% vs. 82%). After a spike in newer residents participating in the 2017 survey, this year there was a higher proportion of residents who have lived in Queen Creek for ten years or longer (32% vs. 23%, compared to 46% who have lived in QC for five years or less vs. 53% in 2017).

**Table 2a: Demographics**

Characteristic	2019 n=432	2017 n=404	2016 n=401	2014 n=403	Characteristic	2019 n=432	2017 n=404	2016 n=401	2014 n=403
<b>Gender</b>					<b>Own or rent primary residence</b>				
Male	49%	51%	50%	53%	Own	91%	88%	86%	85%
Female	49%	49%	50%	47%	Rent	6%	9%	11%	15%
Declined	2%	-	-	-	Don't know/declined	3%	3%	3%	3%
<b>Ethnicity</b>					<b>Marital Status</b>				
Caucasian	<b>82%*</b>	63%	62%	62%	Married	78%	80%	75%	71%
African American	3%	4%	4%	4%	Divorced/widowed	7%	8%	9%	7%
Latino/Hispanic	<b>8%*</b>	20%	19%	19%	Single, never married	<b>9%*</b>	3%	11%	14%
Asian	3%	4%	3%	3%	Living with sig. other/ partner	3%	6%	3%	4%
Other	1%	2%	4%	6%	Other	<1%	<1%	--	1%
Declined to answer	3%	6%	5%	4%	Declined to answer	4%	3%	2%	3%
<b>Age</b>					<b>Annual household income</b>				
18 to 24 years	<b>4%*</b>	7%	7%	14%	Less than \$24,999	2%	3%	2%	2%
25 to 34 years	20%	17%	17%	19%	\$25,000 to \$49,999	6%	4%	10%	17%
35 to 44 years	28%	28%	28%	25%	\$50,000 to \$99,999	<b>24%</b>	33%	33%	39%
45 to 54 years	21%	21%	21%	19%	\$100,000 to \$149,999	27%	28%	20%	18%
55 to 64 years	14%	14%	14%	13%	\$150,000 or more	27%	21%	21%	13%
65 to 74 years	9%	9%	9%	7%	Don't know/no answer	14%	11%	13%	10%
75+	3%	4%	4%	3%					
Declined to answer	1%	--	<1%	<1%					
<b># in household</b>					<b># children under 18 in HH</b>				
1	4%	4%	5%	3%	0	35%	33%	35%	35%
2-3	41%	39%	37%	42%	1-2	39%	39%	38%	41%
4-5	36%	38%	43%	40%	3-4	20%	19%	20%	19%
6+	17%	17%	13%	14%	5+	3%	4%	4%	2%
Declined to answer	2%	3%	2%	1%	Declined to answer	3%	3%	3%	3%

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





**Table 2b: Demographics**

<b>Characteristic</b>	<b>2019 n=432</b>	<b>2017 n=404</b>	<b>2016 n=401</b>	<b>2014 N=403</b>
<b>Employment status</b>				
Employed full-time	59%	61%	54%	58%
Employed part-time	11%	9%	12%	12%
Unemployed and looking for work	1%	2%	3%	6%
Unemployed/not looking for work	8%	6%	10%	9%
Retired	16%	17%	18%	13%
Declined to answer	5%	4%	3%	2%
<b>Education level</b>				
High school or less	9%	12%	13%	21%
Some college	26%	26%	31%	29%
Vocational or technical training	<b>7%*</b>	3%	8%	4%
College graduate	38%	37%	30%	32%
Post graduate degree or more	18%	19%	15%	13%
Don't know/declined to answer	2%	3%	3%	2%
<b>Years lived in TOQC</b>				
Less than 2 years	<b>12%*</b>	24%	1%	4%
2 to 5 years	34%	29%	20%	33%
6 to 10 years	22%	22%	36%	36%
11 to 20 years	<b>26%*</b>	20%	35%	19%
More than 20	6%	3%	8%	6%
Don't know/declined	<b>&lt;1%*</b>	2%	<1%	1%
<b>Eligible to vote</b>				
Yes	97%	96%	96%	95%
No	2%	3%	2%	4%
Don't know/declined to answer	1%	1%	2%	1%
<b>Registered to vote in TOQC (based to those eligible to vote)</b>				
Yes	<b>91%*</b>	82%	84%	84%
No	<b>6%*</b>	15%	12%	13%
Don't know/declined to answer	3%	3%	4%	3%
<b>Plan to vote in next Town election (based to those eligible to vote)</b>				
Yes	93%	89%	84%	NA
No	4%	8%	11%	NA
Don't know/declined to answer	3%	3%	5%	NA

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



#### D. Explanation of Margin of Error and Significance Testing

There is a certain amount of sampling "error" that occurs with survey research because of the variability that is present whenever a portion of a population is examined to provide insight into the attitudes, opinions, and behaviors of the total population. This "error" does not imply a mistake has been made, but reflects the likelihood that the estimates derived from interviewing a sample of the population differ from the numbers that would be obtained if the entire population were interviewed using the identical questions.

Based on a sample size of 400, **the sampling error** (at the conventional 95% confidence level) is  $\pm 5.0\%$ . This means that in 19 out of 20 cases, the "actual" percentage will fall within  $\pm 5.0\%$  if every qualified member of the population was interviewed. This Citizen Survey has a Total sample size of 432 and the margin of error (or sampling error) is  $\pm 4.7\%$ . If 2019 results differ from the 2017 results by more than this percentage, the difference is said to be "statistically significant."

Throughout this report, asterisks (\*) are used to indicate that a number is statistically significantly different at the 95% confidence interval than the 2017 study results. **Statistical significance** should not be confused with **practical significance**. While a result may be stated to be **significantly** higher or lower (i.e. statistically different) than a previous wave of research, it does not necessarily mean the finding has "practical significance" – i.e. it may not be important or meaningful to the Town of Queen Creek. For example, a change from .5% to 2% may be statistically significant, yet because the numbers are very small, the change will not be considered important or meaning impact.



### III. Overall Opinions

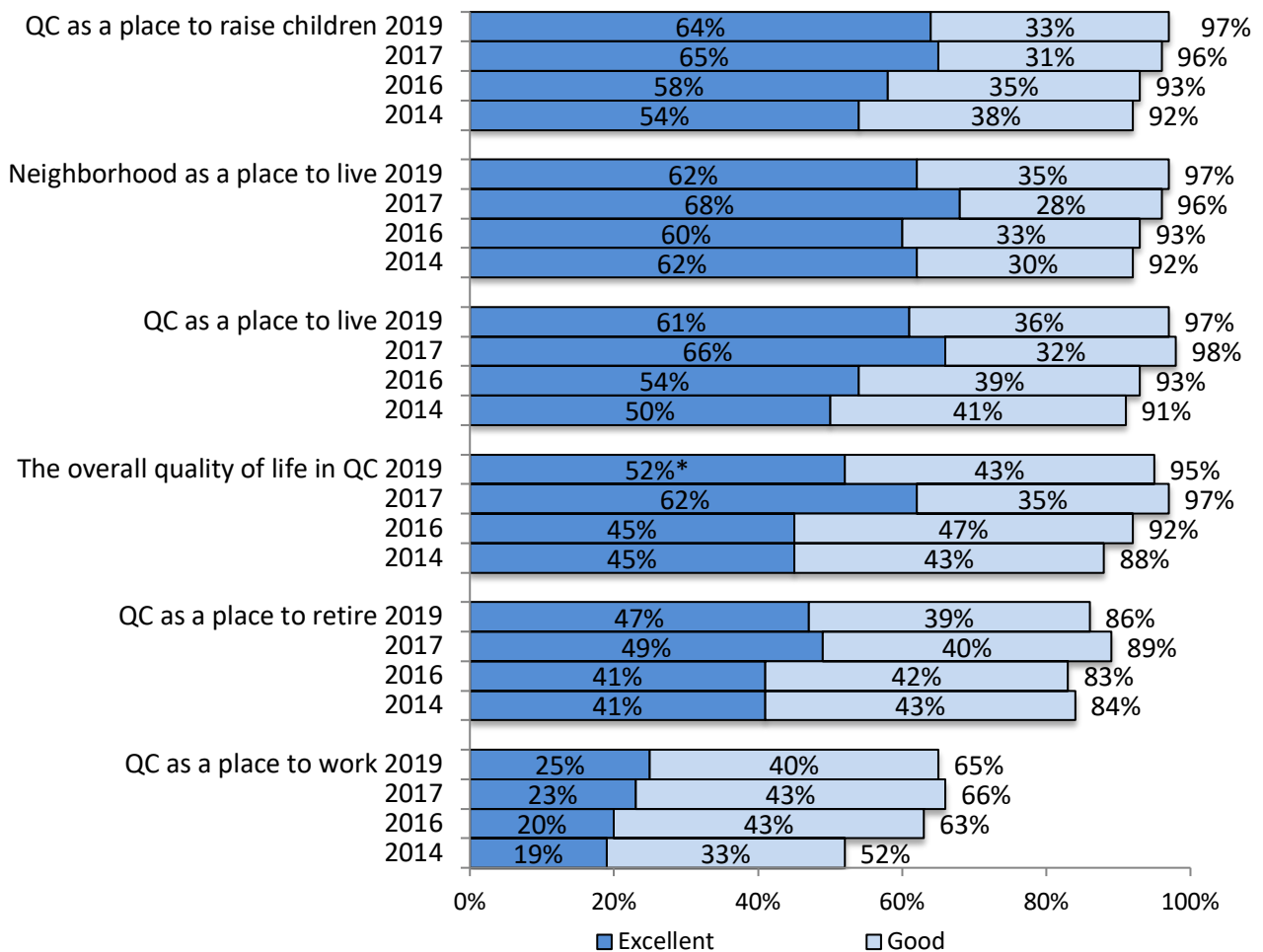
#### A. Quality of Life in Queen Creek

Nearly all residents award Queen Creek a rating of “excellent” or “good” for the quality of life it provides residents overall (95%). While most top two ratings were equally as strong as in 2017, the percentage rating the Town as “excellent” trended downward for all attributes except for “place to work.” Notably, however, all “excellent” ratings remained higher than in 2016 and 2014. The highest satisfaction continue 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 *overall quality of life in Queen Creek* (95% to 97% excellent or good). **Queen Creek as a place to work continues to rate notably lower than other attributes, but this perception remains significantly more positive than first measured in 2014 and the percentage of “excellent” ratings rises each year.**

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

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



The only statistically significant shift this year was the 10-percentage point drop in “excellent” ratings for the overall quality of life (52% down from 62%). However, the 2019 rating for remained elevated over the 45% “excellent” rating measured in prior years.

**Table 3: Quality of Life in Queen Creek  
Detailed Ratings (excludes don't know)**

Quality of Life Attributes	Excellent	Good	Fair	Poor	Very Poor
<b>Place to live (Queen Creek)</b>					
2019	61%	36%	3%	<1%	-
2017	66%	32%	3%	-	-
2016	54%	39%	5%	1%	<1%
2014	50%	41%	8%	1%	<1%
<b>Place to raise children</b>					
2019	64%	33%	3%	<1%	%
2017	65%	31%	2%	1%	1%
2016	58%	35%	5%	1%	1%
2014	54%	38%	6%	2%	<1%
<b>Place to live (Neighborhood)</b>					
2019	62%	35%	3%	<1%	%
2017	68%	28%	4%	<1%	-
2016	59%	33%	6%	1%	1%
2014	62%	31%	6%	1%	1%
<b>Overall quality of life</b>					
2019	<b>52%*</b>	43%	5%	<1%	-
2017	62%	35%	3%	-	-
2016	45%	47%	8%	1%	-
2014	45%	43%	11%	<1%	<1%
<b>Place to retire</b>					
2019	47%	39%	10%	4%	-
2017	49%	40%	8%	2%	<1%
2016	40%	42%	11%	5%	1%
2014	41%	43%	12%	1%	2%
<b>Place to work</b>					
2019	25%	40%	24%	11%	<1%
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 statistically significant different percentage than 2017 at a 95% confidence level.

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



## B. Queen Creek Characteristics

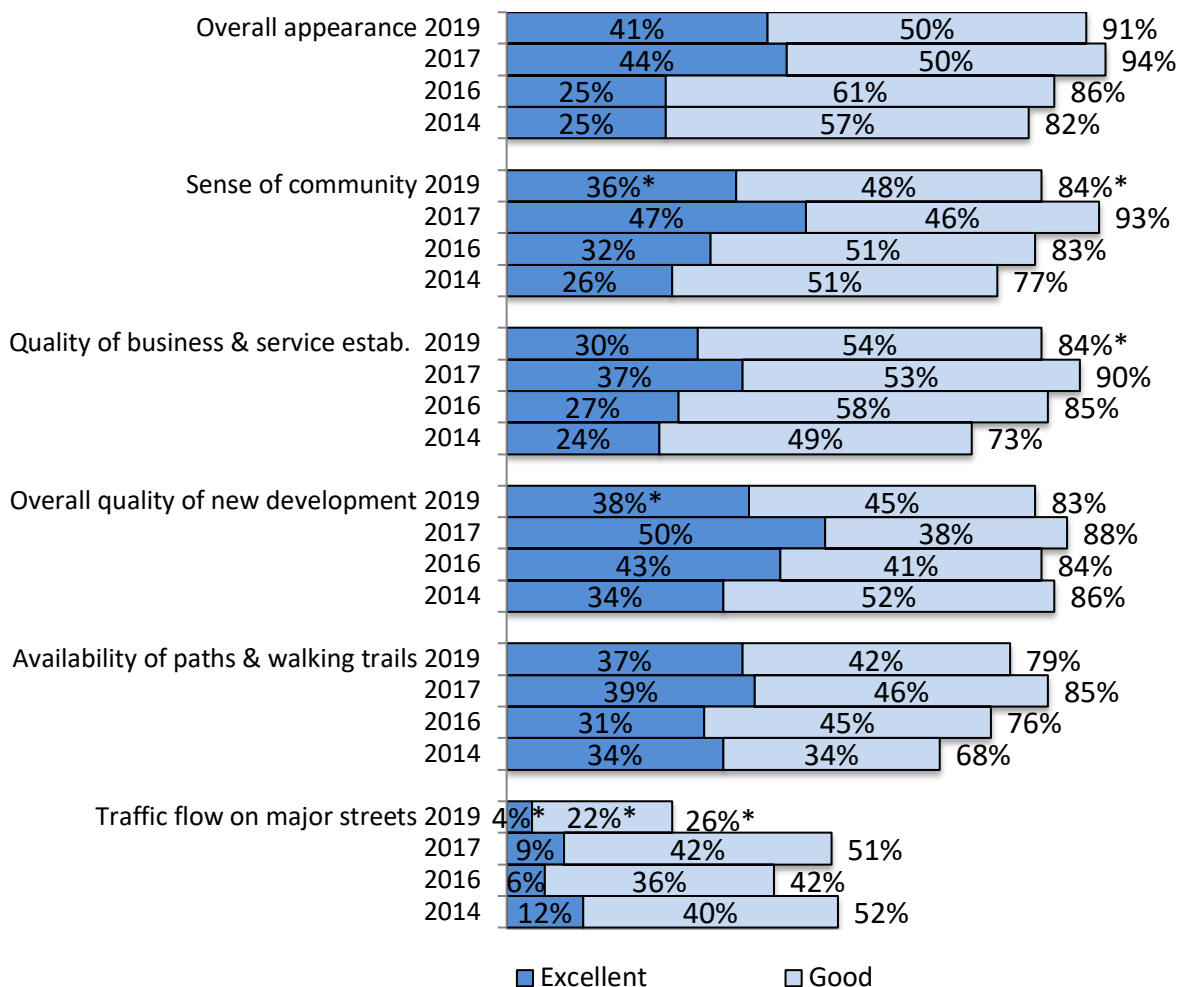
Residents expressed the most appreciation for Queen Creek’s **overall appearance (91% excellent + good rating)**, followed by *sense of community, quality of business and service establishments, and overall quality of new development (84%, 84% and 83% top two ratings)*.

Generally, 2019 ratings are more in-line with 2016 ratings with the exception of **traffic flow on major streets, which is significantly lower compared to both 2016 and 2017 (26% vs. 51% in 2017 and 42% in 2016)**. Overall, the percentage of top two ratings declined for all attributes and significantly so for *sense of community, quality of business and service establishments, and traffic flow on major streets*. Additionally, significantly fewer rated *the quality of new developments* as “excellent” in 2019. Of note, those who have lived in Queen Creek for less than 20 years and parents with children at home generally award higher ratings.

### 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... [Randomized List]

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

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



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

Characteristics	Excellent	Good	Fair	Poor	Very Poor
<b>Overall Appearance</b>					
2019	41%	50%	8%	1%	-
2017	44%	50%	6%	-	<1%
2016	25%	61%	13%	<1%	-
2014	25%	57%	17%	1%	<1%
<b>Sense of Community</b>					
2019	<b>36%*</b>	48%	<b>13%*</b>	2%	1%
2017	47%	46%	7%	<1%	<1%
2016	33%	51%	13%	2%	1%
2014	27%	51%	18%	5%	-
<b>Overall quality of business &amp; service establishments</b>					
2019	30%	54%	<b>15%*</b>	1%	<1%
2017	37%	53%	9%	1%	-
2016	27%	58%	14%	1%	-
2014	24%	49%	24%	3%	-
<b>Overall quality of new development</b>					
2019	<b>38%*</b>	45%	12%	3%	2%
2017	50%	38%	9%	2%	2%
2016	43%	41%	12%	3%	1%
2014	34%	52%	11%	3%	1%
<b>Availability of paths &amp; walking trails</b>					
2019	37%	42%	17%	3%	1%
2017	39%	46%	13%	2%	-
2016	31%	45%	17%	7%	1%
2014	34%	34%	24%	7%	1%
<b>Traffic flow on major streets</b>					
2019	<b>4%*</b>	<b>22%*</b>	<b>37%*</b>	<b>26%*</b>	<b>11%*</b>
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]

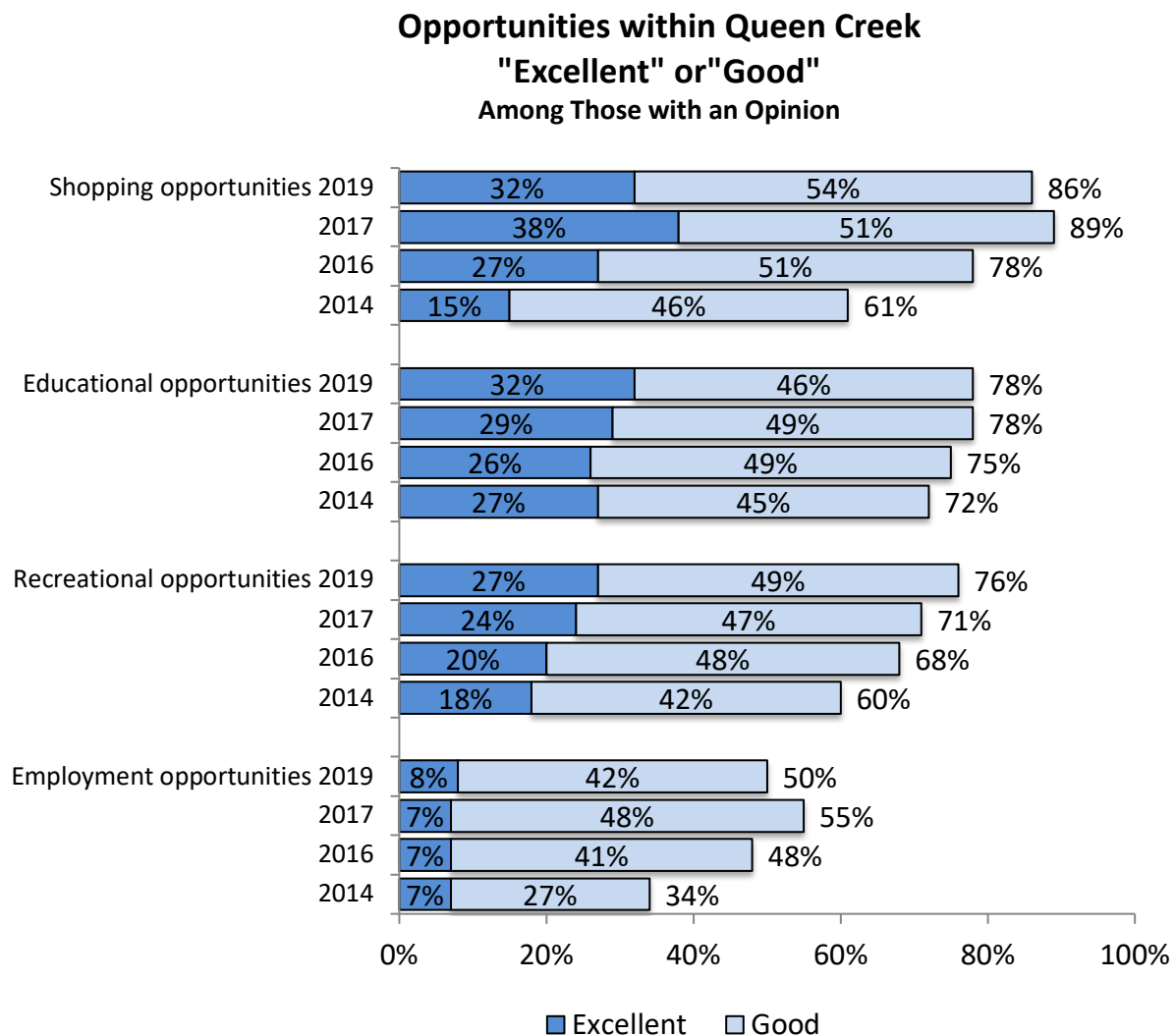
\*Indicates a significantly different percentage than 2017 at a 95% confidence level.



**C. Opportunities within Queen Creek**

**A majority of residents (86%) rated Queen Creek’s shopping opportunities as “excellent” or “good,” which is similar to 2017.** One-third (32%) of residents rated shopping opportunities as “excellent,” which leveled out this year after significant growth in 2017 and 2016.

**Top two ratings for opportunities in education (78%) and recreation (76%) remain strong with a notable, but statistically insignificant, uptick for recreation.** *Employment opportunities lag behind with one-half of the residents rating this as “excellent” or “good.”* This is statistically consistent with 2017 and 2016 measures, but significantly higher than the 34% earned in 2014.



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

\*No significant differences between 2019 and 2017



**Table 5: Opportunities within Queen Creek  
Detailed Ratings (Excludes don't know)**

Opportunities		Excellent	Good	Fair	Poor	Very Poor
<b>Shopping opportunities</b>						
	2019	32%	54%	12%	1%	1%
	2017	38%	51%	11%	<1%	--
	2016	27%	51%	19%	2%	--
	2014	15%	46%	31%	7%	2%
<b>Educational opportunities</b>						
	2019	32%	46%	19%	3%	<1%
	2017	29%	49%	17%	4%	1%
	2016	26%	49%	19%	5%	1%
	2014	27%	45%	19%	6%	3%
<b>Recreational opportunities</b>						
	2019	27%	49%	20%	3%	1%
	2017	24%	47%	24%	5%	<1%
	2016	20%	48%	24%	7%	1%
	2014	18%	42%	27%	11%	2%
<b>Employment opportunities</b>						
	2019	8%	42%	36%	12%	2%
	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 of the following opportunities within Queen Creek as a whole. First, how would you rate the...Randomized List

\*No significant differences between 2019 and 2017

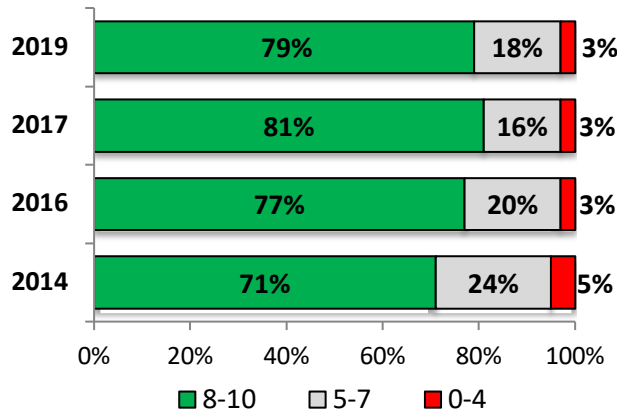




**D. Likelihood to Recommend / Stay**

Likelihood to recommend the Town as a place to live was stable with nearly eight in ten being *highly likely* to recommend living in Queen Creek (79% rated 8-10, 10 = very likely). This is statistically consistent with 2017 and 2016 and significantly higher than in 2014. Only 3% indicated being highly unlikely to recommend Queen Creek (rated 0-4) which is similar to prior years.

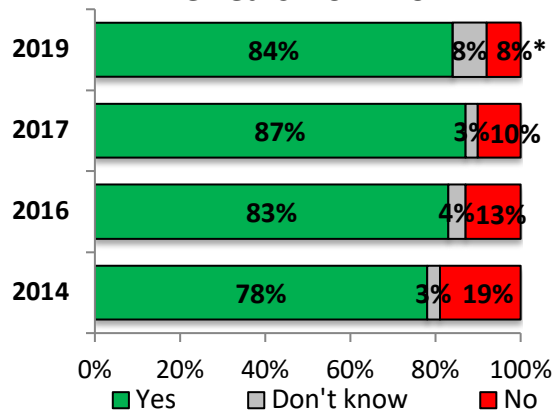
**Likelihood to Recommend Queen Creek  
Among All**



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

Similarly, a majority of residents (84%) remain committed to living in Queen Creek. Only 8% reported being unlikely to live in Queen Creek five years from now, which continues the downward trend and is significantly lower than 19% in 2014. Of note, the “don’t know” response increased this year, but may be a function of offering the survey online with an easy option to select “don’t know.”

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



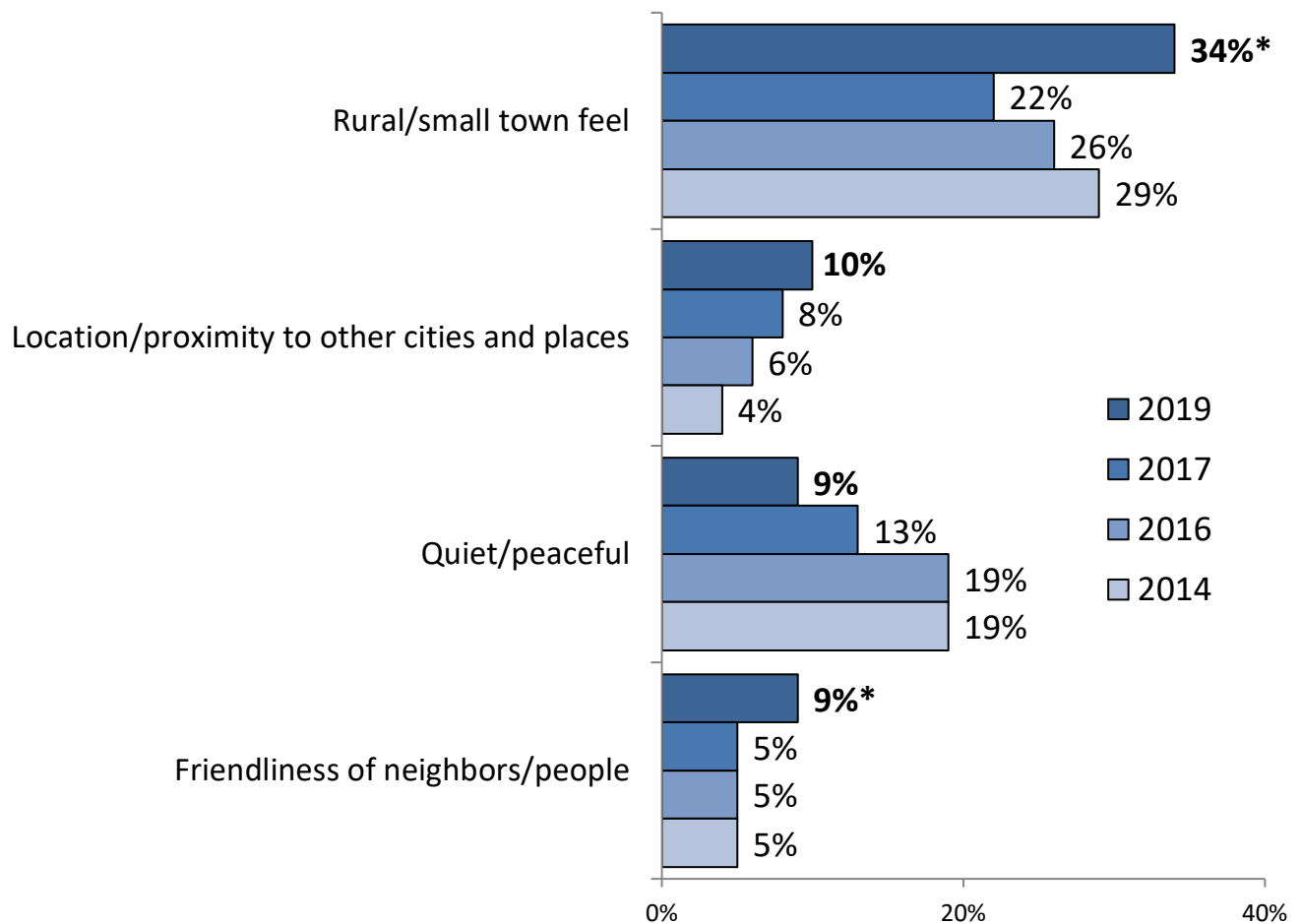
Q4: Are you likely to be living in Queen Creek five years from now?  
 2019 n=432; 2017 n=404; 2016 n=401; 2014 n=403  
 \* Significantly higher than in 2017



**E. Best Thing about Living in Queen Creek**

Residents appreciate many things about Queen Creek, but it’s the Town’s *rural or small town feel* that again ranks as the number one thing residents “like best” about living in the Town. One-third of residents (34%) shared this sentiment, which is up significantly over 22% in 2017 and 26% in 2016, but is in-line with the 29% measured in 2014. While *quiet/peaceful* remains in the top four “best things” (9%), mentions of this attribute continue to decline among residents (down from 13% in 2017 and 19% in 2016). The *friendliness of neighbors/residents* as well as *location*, on the other have increased in mentions in the past two years.

**Best Thing about Living in Queen Creek  
Top Mentions**



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

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

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



**Table 6: Best Thing about Living in Queen Creek**

Characteristic	2019 n=432	2017 n=404	2016 n=401	2014 N=403
Rural/small town feel	<b>34%*</b>	22%	26%	29%
Location/proximity to other cities and places	10%	8%	6%	4%
Quiet/peaceful	9%	13%	19%	19%
Friendliness of neighbors/people	<b>9%*</b>	5%	5%	5%
Safety/low crime rate	8%	12%	6%	10%
Proximity to shopping	8%	5%	3%	1%
Sense of community/closeness of community	7%	10%	9%	7%
Family friendly	6%	5%	5%	4%
Like my community/neighborhood	5%	6%	3%	4%
Parks/walking paths/trails	<b>5%*</b>	1%	1%	-
Open space/openness	5%	4%	2%	4%
Affordable/cost of living	4%	3%	2%	3%
Not crowded/no congestion	3%	2%	2%	2%
New development	3%	2%	2%	1%

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

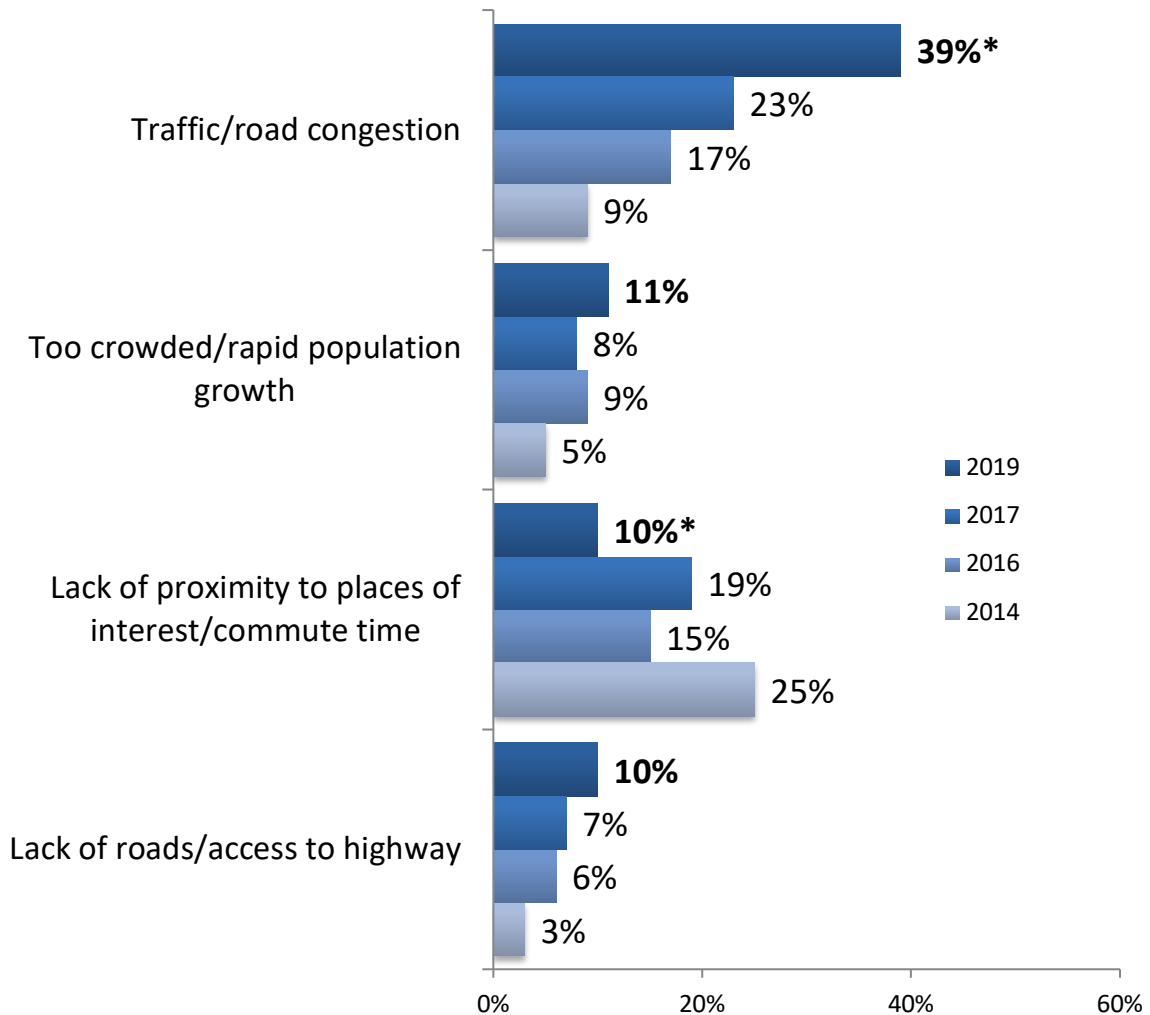
\*Indicates a significantly different percentage than 2017 at a 95% confidence level.



**F. Worst Thing about Living in Queen Creek**

Traffic was again the top concern and by far the most frequently mentioned “worst thing” about living in Queen Creek with 39% of respondents mentioning it. This is up a statistically significant 16 percentage points over 2017 and continues the upward trend. While significantly fewer residents are complaining about its proximity to places of interest and commute time (10% down from 19% in 2017), concerns related to growth are increasing. Complaints of crowding, new developments, lack of roads, and crime are all on the upswing.

**Worst Thing about Living in Queen Creek**



Q16: What do you like least about living in Queen Creek? [OPEN-ENDED; SINGLE RESPONSE]  
 2019 n=432; 2017 n=404; 2016 n=401; 2014 n=403

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



**Table 7: Worst Thing about Living in Queen Creek**

Characteristic	2019 n=432	2017 n=404	2016 n=401	2014 N=403
Traffic/road congestion	<b>39%*</b>	23%	17%	9%
Too crowded/rapid population growth	11%	8%	9%	5%
Lack of proximity to places of interest/commute time	<b>10%*</b>	19%	15%	25%
Lack of roads/access to highway	10%	7%	6%	3%
Constructions/new developments	<b>5%*</b>	1%	-	-
Lack of shopping/venues too far away	5%	6%	5%	10%
Roads in general	3%	3%	6%	2%
Need more restaurants	3%	2%	1%	2%
High taxes/high sales tax	2%	2%	2%	2%
Crime/it's no longer safe	<b>2%*</b>	<1%	1%	1%
Too many fast food restaurants	2%	-	-	-
Lack of recreation opportunities/entertainment	2%	3%	2%	4%
Lack of employment opportunities	2%	2%	3%	2%

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

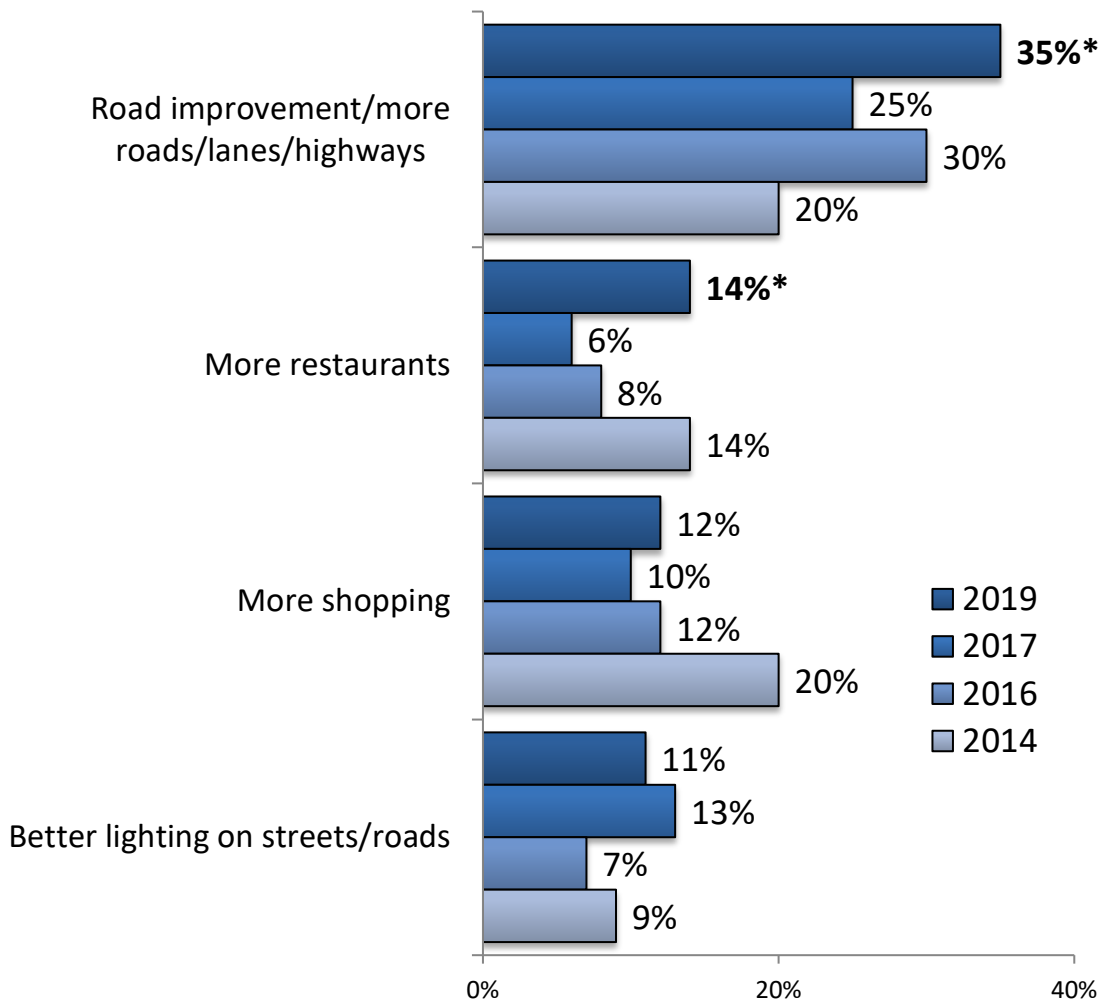
\*Indicates a significantly different percentage than 2017 at a 95% confidence level.



**G. Residents’ Desired Changes for Future Benefit of Town**

Road improvements and more roadways remains the most requested benefit for the fourth year (35% mentioned), and the percent of residents mentioning this element is the highest level measured to date; significantly higher than in 2017 (25%). Requests for more restaurants (14%), more shopping (12%), and better street lighting (11%) complete the top four desired changes to benefit the Town of Queen Creek. In addition to the significant increase in requests for more restaurants, requests to alleviate/improve traffic congestion (9%), reduce or stop building new homes (6%) and for the Town to bring in more local or small businesses (4%) also increased significantly this year compared to 2017.

**Top 4 Desired Changes to Benefit 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;

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



**Table 8: Desired Changes in Next Few Years to Benefit Queen Creek**

<b>*Desired Changes to Benefit Town</b>	<b>2019 n=432</b>	<b>2017 n=404</b>	<b>2016 n=401</b>	<b>2014 N=403</b>
Road improvement/more roads/lanes/highways	<b>35%*</b>	25%	30%	20%
More restaurants	<b>14%*</b>	6%	8%	14%
More shopping	12%	10%	12%	20%
Better lighting on streets/roads	11%	13%	7%	9%
**Alleviate/improve traffic congestion	<b>9%*</b>	--	--	--
Improvements to parks/more parks	9%	6%	5%	5%
Open sheriff's office in QC/get police department	8%	8%	11%	5%
More/improved recreation opportunities	8%	7%	7%	12%
Don't build too many houses/stop building	<b>6%*</b>	2%	1%	0%
Improve trails/more walking paths	6%	6%	3%	2%
More money toward schools/improve education	4%	8%	3%	6%
Bring in more local/small business	<b>4%*</b>	2%	1%	-
More/better commercial development	4%	5%	11%	-
More job opportunities	4%	4%	4%	8%
Better traffic safety/slower speed limits	3%	3%	1%	1%
More entertainment	3%	3%	2%	-
Keep the rural aspect/keep small town feel	3%	2%	1%	3%
Controlled growth	3%	4%	4%	1%
Expand/grow (unspecified)	3%	3%	4%	2%
Less fast food restaurants/chains	3%	<1%	<1%	-
Improved traffic lights/synchronize lights	3%	3%	1%	2%
Reduce taxes/lower taxes	2%	2%	1%	1%
Build a public swimming pool/community pool	2%	1%	2%	1%
Improve downtown/make downtown like Gilbert	2%	1%	2%	-
Keep Town safe/safety	2%	2%	3%	1%

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]

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

Table includes all mentions 2% or higher for 2019.

\*\*Added to the code list in 2019, previously mentions were <2% and were coded as "other".



## IV. Resident Engagement

### A. Engagement with Queen Creek Activities

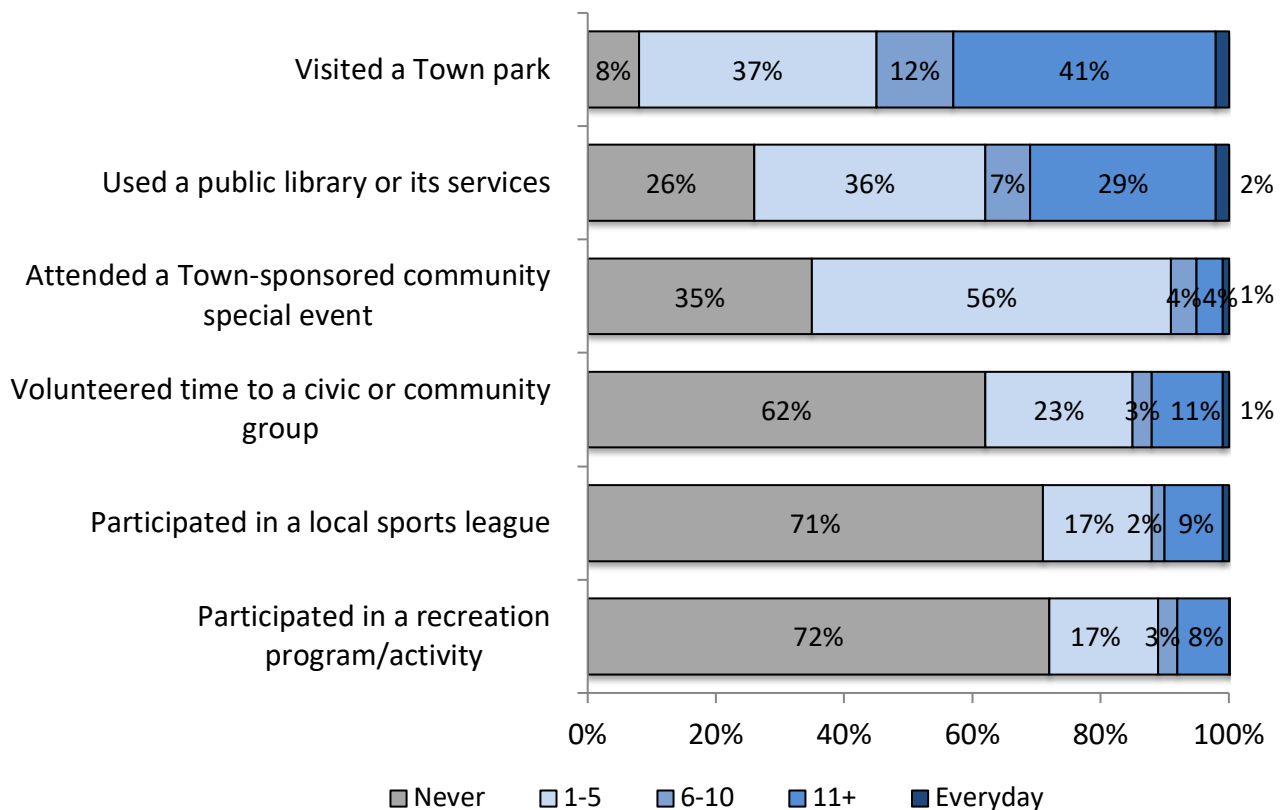
Nearly all residents (97%) engaged in at least one of the activities listed. **A strong majority reported visiting a Town park (92%) and/or going to a public library (74%) within the past year.** More than one-half of residents (55%) reported visiting a town park six or more times over the past 12 months compared to 38% who have used a public library six or more times in the past year. Notably, the proportion of residents visiting parks at least once a month increased significantly this year and those reporting they “never” visit a local park dropped significantly. (See details on Table 9 on the following page.)

**Special event attendance remains strong with two-thirds (65%) of residents reporting participation in Town-sponsored community special events in the past year.** As expected, residents are most likely to report attending events a few times a year (56% 1-5 in past year).

**Volunteerism remained stable (38%) as did participation in local sports leagues (29%) and recreation programs (28%).**

### 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





**Table 9: 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					
2019 (n=431)	<b>8%*</b>	37%	12%	<b>41%*</b>	2%
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					
2019 (n=432)	26%	36%	7%	29%	2%
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**					
2019 (n=431)	35%	56%	4%	4%	1%
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					
2019 (n=429)	62%	23%	3%	11%	1%
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					
2019 (n=431)	71%	17%	2%	9%	1%
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					
2019 (n=431)	72%	17%	3%	8%	-
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 statistically significant change compared to 2017 at a 95% confidence level.

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



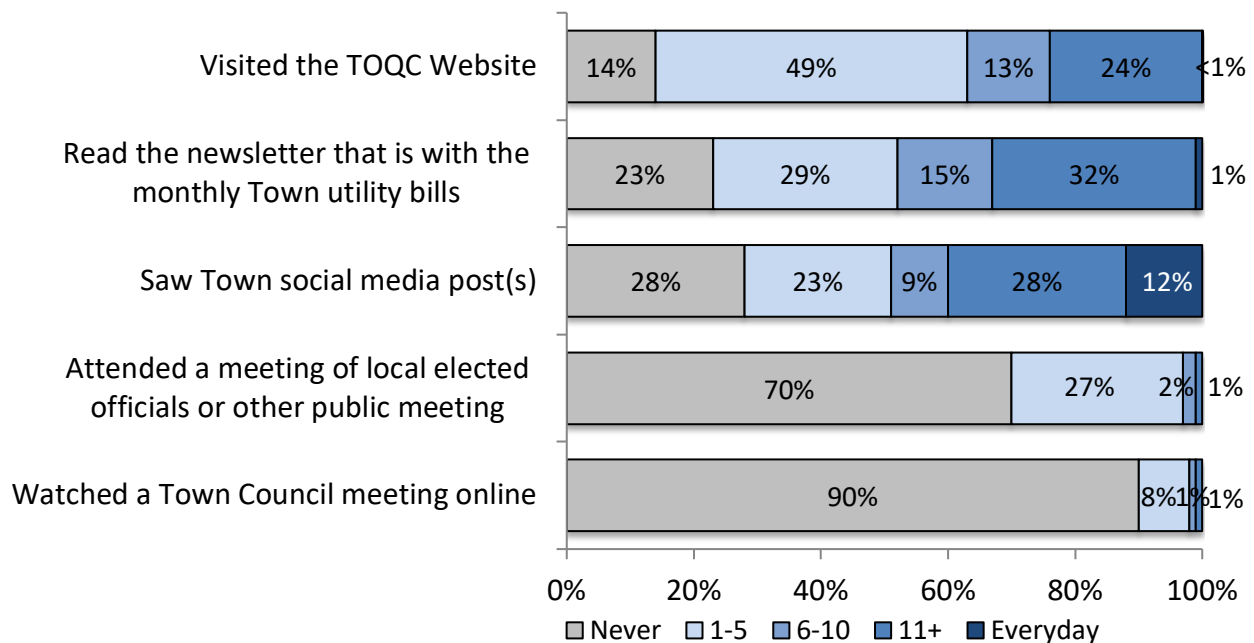
**B. Engagement with Queen Creek Communication Efforts**

Nearly all residents (97%) engaged with at least one of the types of communications listed. **The Town of Queen Creek’s website continues to be the most popular communications tool for residents with 86% reporting they visited the TOQC website in the past year.** This remains significantly elevated over 2016 and 2014 measures. Nearly four in ten (38%) visited it at least six times in the prior 12 months.

**Approximately three in four residents have read the newsletter insert in the utility bill (77%) and/or have seen a social media post made by the Town (72% up significantly from 63% in 2017).** Nearly one-half reported reading the newsletter (48%) or seeing a social media post (49%) at least six times in the past year. Of note, more than one in ten (12%) reported daily viewing of social media posts and 28% reported monthly viewing.

Residents age 55 and older were significantly more likely than younger residents to read the newsletter (91% vs.73%) and conversely social media posts were more popular among those under 55 (80% vs. 52%). Website usage was consistent across age groups.

**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*

2019 n=427-432



The proportion of highly engaged citizens continues to grow -- 30% of residents reported attending a public meeting in the past year (up from 20% to 24% in prior years) and 10% watched a Town Council meeting online (compared to 4% to 9% previously).

**Table 10: 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					
2019 (n=431)	14%	49%	13%	24%	<1%
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					
2019 (n=427)	23%	29%	<b>15%*</b>	32%	1%
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 Town's social media posts					
2019 (n=428)	<b>28%*</b>	23%	9%	28%	12%
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					
2019 (n=431)	70%	<b>27%*</b>	2%	1%	-
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					
2019 (n=432)	90%	8%	1%	1%	-
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]*

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

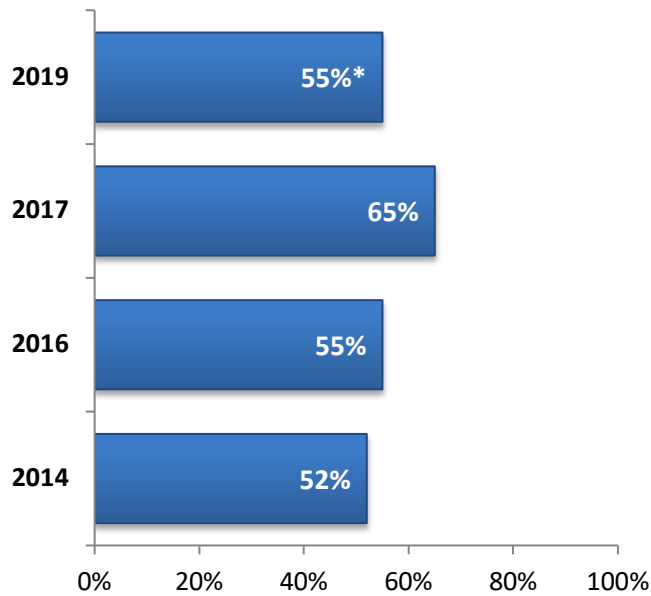
\*\*slight wording change from 2016



**C. In-person and Telephone Contact with TOQC Staff**

**After spiking in 2017, in-person or telephone contact with Town of Queen Creek employees dropped significantly this year to return to the level measured in 2016 and 2014.** Just over one-half (55%) of residents had contact with an employee in the last 12 months which is significantly fewer than in 2017 and likely due to a shift to business services being available online along with communication tools on the website and social media.

**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?*

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

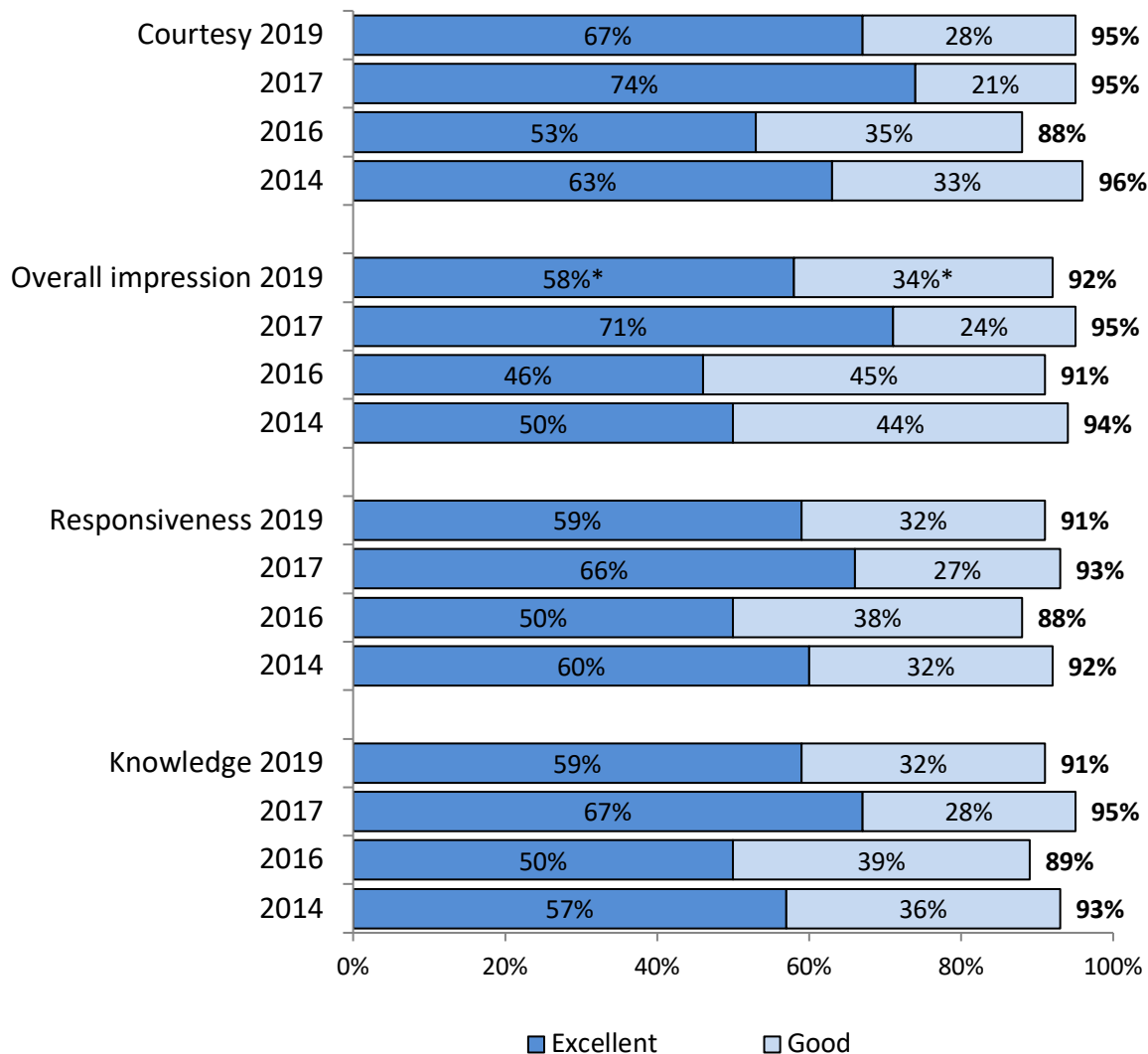
\*Indicates a significantly different percentage than 2017 at a 95% confidence level.



Town of Queen Creek employees continue to earn high ratings from residents who interact with them for their courtesy, responsiveness, knowledge, and overall impression (91% to 95% awarded ratings of “excellent” or “good”). However, after significant increases in the percentage of “excellent” ratings for all four attributes in 2017, this year “excellent” ratings fell for all four attributes, but only the decline from 71% to 58% for *overall impression* was statistically significant. Current ratings are all higher than in 2016.

### 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]

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

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



**Table 11: Annual Tracking of Employee Attributes  
(Among those with an opinion – excludes don't know)**

Attributes	Excellent	Good	Fair	Poor	Very Poor
<b>Courtesy</b>					
2019	67%	28%	4%	1%	-
2017	74%	21%	2%	2%	1%
2016	53%	35%	9%	-	2%
2014	63%	33%	1%	3%	-
<b>Overall impression</b>					
2019	<b>58%</b>	<b>34%</b>	<b>7%</b>	1%	-
2017	71%	24%	2%	2%	1%
2016	46%	45%	6%	2%	1%
2014	50%	44%	3%	3%	<1%
<b>Responsiveness</b>					
2019	59%	32%	7%	1%	1%
2017	66%	27%	4%	2%	1%
2016	49%	38%	10%	1%	1%
2014	60%	32%	4%	4%	<1%
<b>Knowledge</b>					
2019	59%	32%	7%	2%	<1%
2017	67%	28%	3%	2%	1%
2016	50%	39%	9%	-	2%
2014	57%	36%	6%	<1%	-

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

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

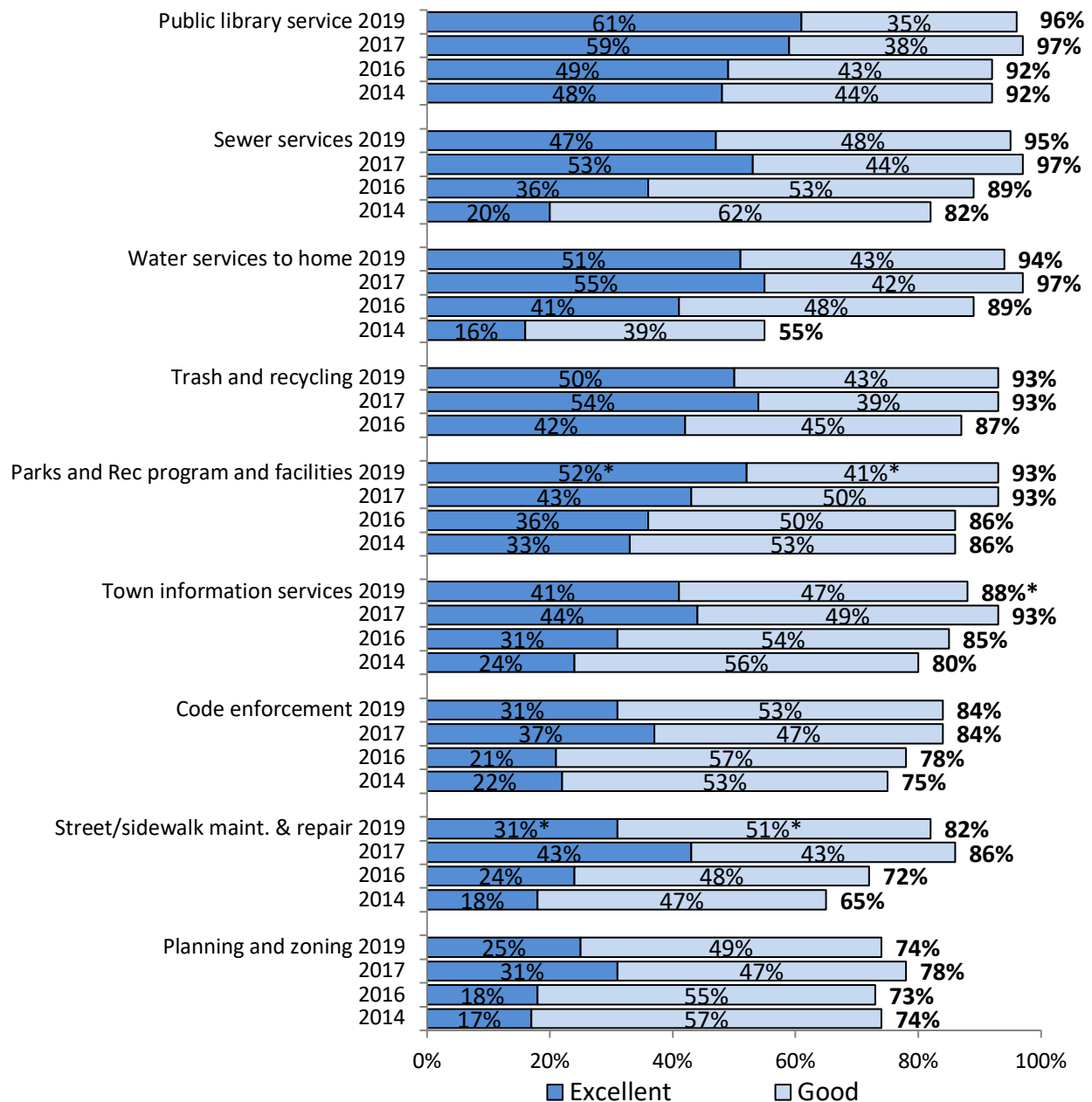
\*Indicates a significantly different percentage than 2017 at a 95% confidence level.



### D. Perception of Queen Creek Services

Services provided by the Town that were evaluated received high ratings from 74% to 96% of residents. Public library services, sewer services, water services to residents’ homes, trash and recycling, and parks and rec programs and facilities received the highest marks among the nine Town services evaluated (96% to 93% excellent + good ratings). The only statistically significant shifts occurred for *Town information services*, which dropped to 88% from 93% in 2017.

**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]

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

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



**Table 12: Perception of Queen Creek Services  
Detailed Ratings (Excludes don't know)**

Services		Excellent	Good	Fair	Poor	Very Poor
<b>Public Library service</b>						
	2019	61%	35%	3%	1%	-
	2017	59%	38%	3%	<1%	-
	2016	49%	43%	6%	1%	1%
	2014	48%	44%	6%	2%	1%
<b>Sewer services</b>						
	2019	47%	48%	4%	<1%	<1%
	2017	53%	44%	3%	1%	-
	2016	36%	53%	8%	3%	<1%
	2014	20%	62%	12%	4%	1%
<b>Water services to home</b>						
	2019	51%	43%	4%	1%	1%
	2017	55%	42%	3%	<1%	-
	2016	41%	48%	7%	3%	1%
	2014	16%	39%	25%	12%	8%
<b>Trash and Recycling</b>						
	2019	50%	43%	5%	1%	1%
	2017	54%	39%	5%	3%	-
	2016	43%	45%	12%	1%	<1%
<b>Parks and Recreation program/facilities</b>						
	2019	<b>52%*</b>	<b>41%*</b>	6%	1%	<1%
	2017	43%	50%	7%	1%	-
	2016	36%	50%	12%	2%	1%
	2014	33%	53%	13%	1%	<1%
<b>Town information services</b>						
	2019	41%	47%	<b>12%*</b>	<1%	-
	2017	44%	49%	6%	1%	-
	2016	31%	54%	14%	<1%	<1%
	2014	24%	56%	16%	3%	2%
<b>Code enforcement</b>						
	2019	31%	53%	12%	3%	1%
	2017	37%	47%	12%	3%	1%
	2016	21%	57%	17%	4%	2%
	2014	22%	53%	16%	6%	3%

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=432

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





**Table 13: Perception of Queen Creek Services - Continued  
Detailed Ratings (Excludes don't know)**

Services	Excellent	Good	Fair	Poor	Very Poor
<b>Street and sidewalk maintenance/repair</b>					
2019	<b>31%</b>	<b>51%</b>	14%	4%	<1%
2017	43%	43%	11%	2%	1%
2016	24%	48%	20%	7%	1%
2014	18%	47%	25%	7%	2%
<b>Planning and Zoning</b>					
2019	25%	49%	17%	7%	2%
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=432*

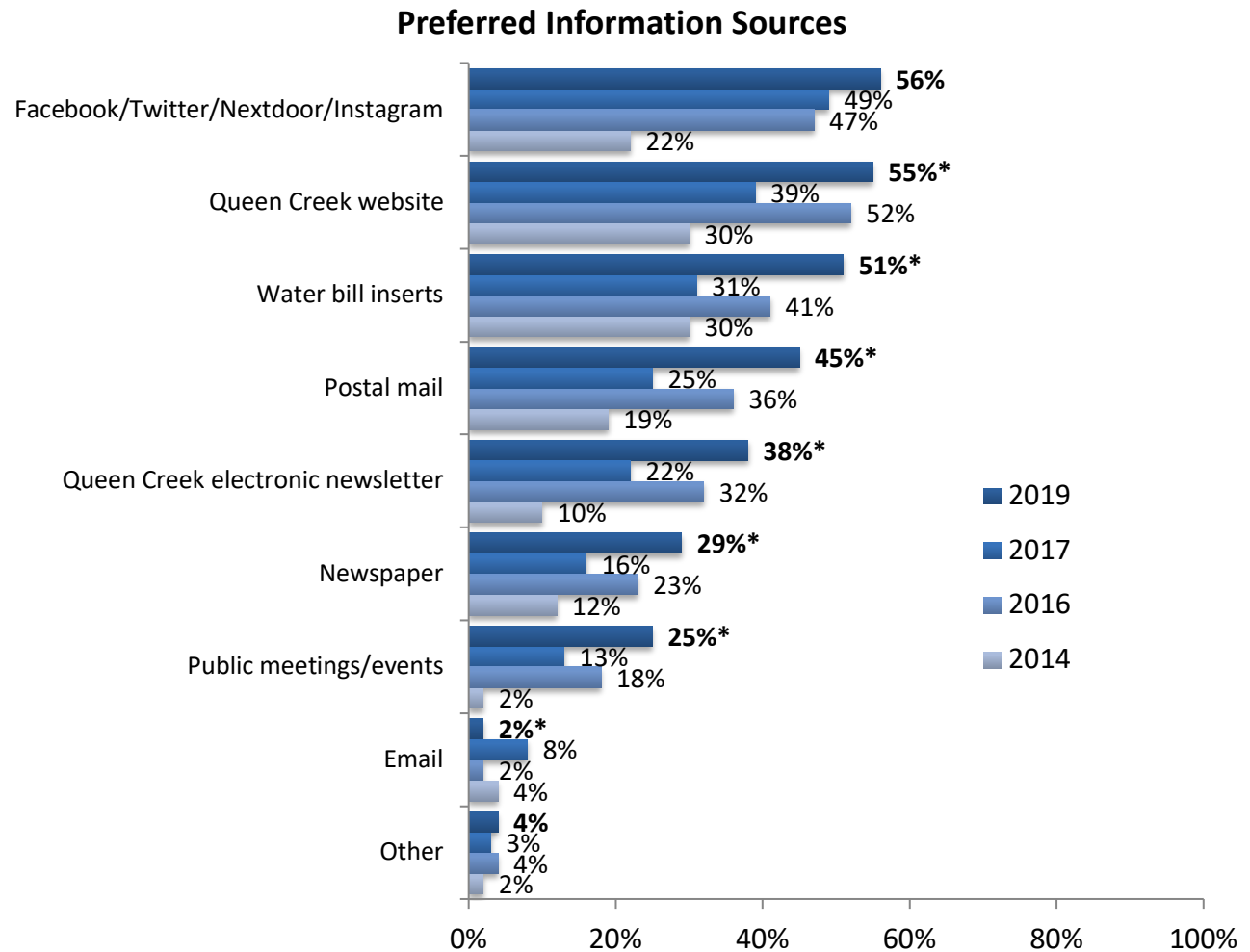
**Bold** indicates a statistically significant change from 2017 at a 95% confidence level.



**E. Preferred Information Sources about Town**

**Residents prefer to receive information about Town issues, programs and events via social media platforms, the Town of Queen Creek website, and water bill inserts (all mentioned by more than one-half of residents - 56%, 55% and 51%, respectively).** Following a significant decrease in mentions of nearly all information sources last year, this year mentions increased for all of the major categories except for email. Preference for email communications actually declined significantly to 2% (down from 8% in 2017 but is consistent with prior years).

As might be expected, preferred sources varied by age to some degree. Preference for social media was stronger among younger residents (66% vs. 30% of those 55+). Residents ages 55 and older had a stronger preference than younger residents for bill inserts (66% vs. 45%), physical mail (53% vs. 42%) and newspapers (46% vs. 23%).



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

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

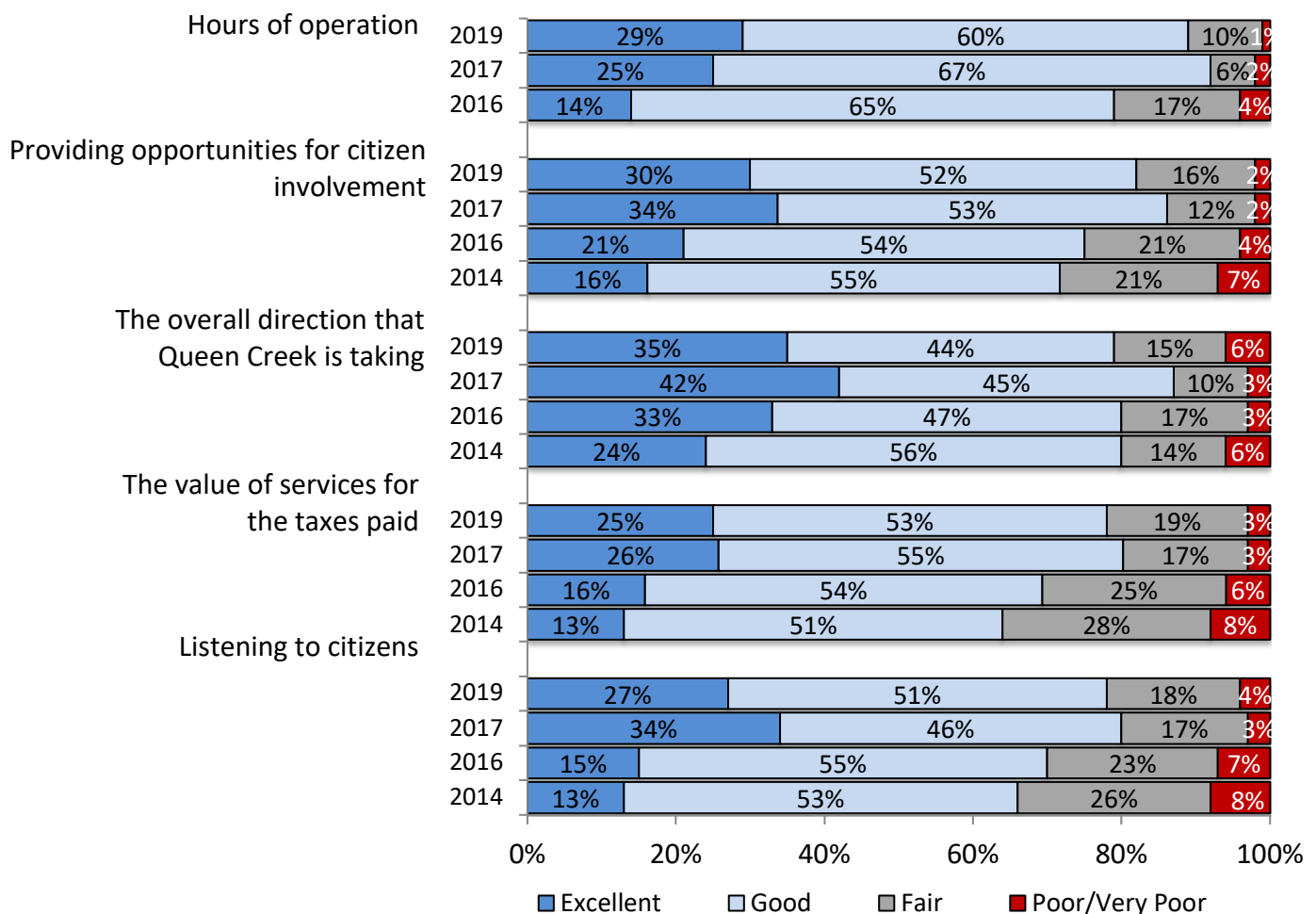


## V. Governance

### A. Perception of Town Governance

Queen Creek’s governance received very positive ratings (77% to 89% excellent + good), but overall ratings were slightly lower than prior years. In 2019, there were both slight decreases in “excellent” ratings as well as in the combined percentage of excellent + good ratings. The only statistically notable decline in top two ratings was for “the overall direction that Queen Creek is taking,” however it was the same as measured previously (80% for 2019, 2016 and 2014 vs. 87% in 2017).

**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]

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

No significant differences between 2019 and 2017 for individual ratings.



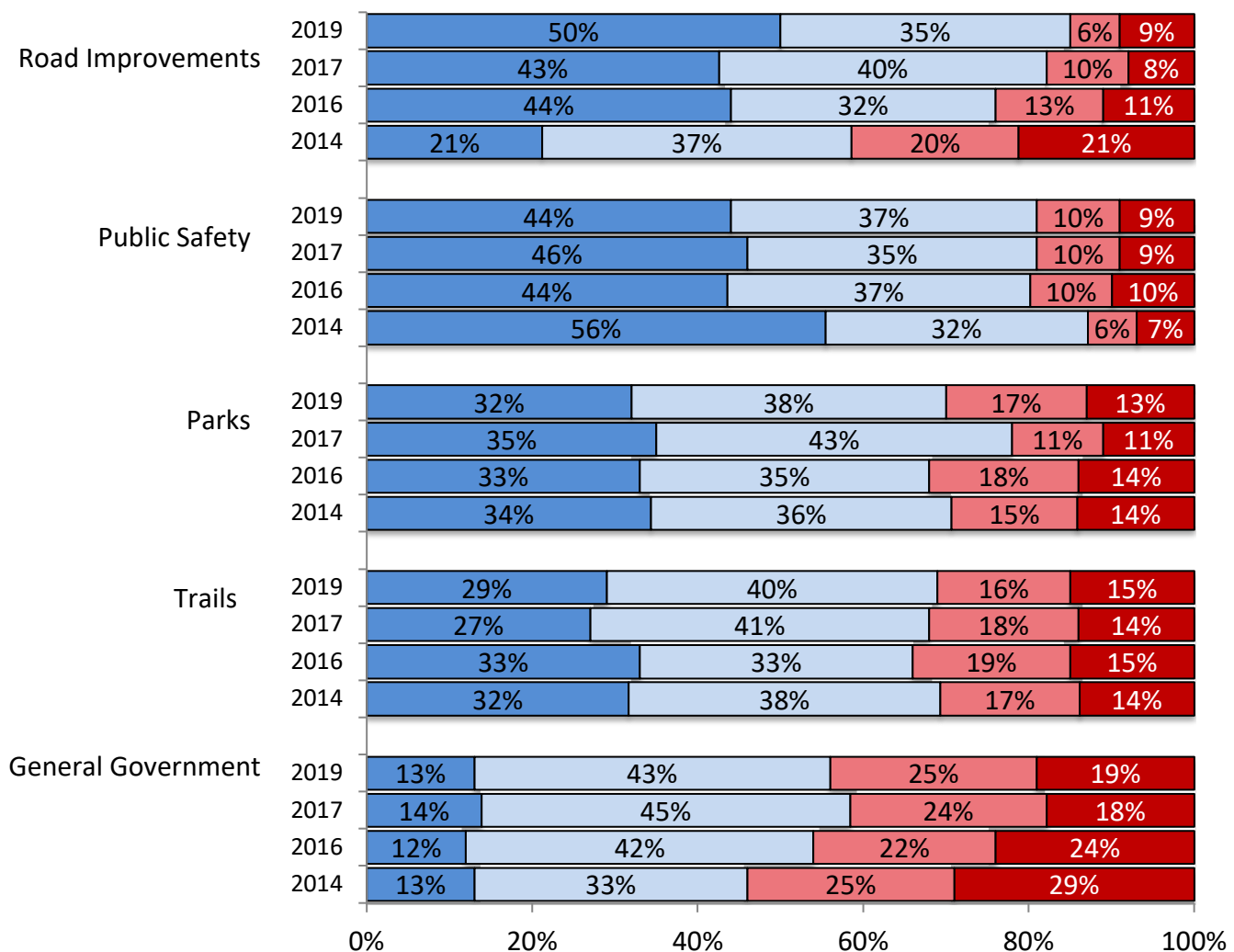
### B. Support of Tax Increase for Specific Issues

A majority of residents (56% to 85%) indicated it “strongly” or “somewhat” supports tax increases for the issues evaluated. Support is by far the strongest for *road improvements* and *public safety* (85% and 81% somewhat + strongly support).

After a significant increase in 2017 to 78%, support for taxes to fund *new or improved parks* declined to 70% which is consistent with 2016 (68%). Of note, the percentage supportive of tax increases for *general government services* remained significantly higher than initially measured in 2014, though it dropped slightly to 56% from the high of 59% reached in 2017. Support for taxes to fund *new or improved trails* held steady with 69% supportive.

#### Support of Tax Increase for Specific Issues

Among Those with an Opinion



■ Strongly Support    □ Somewhat Support    ■ Somewhat oppose    ■ Strongly oppose

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

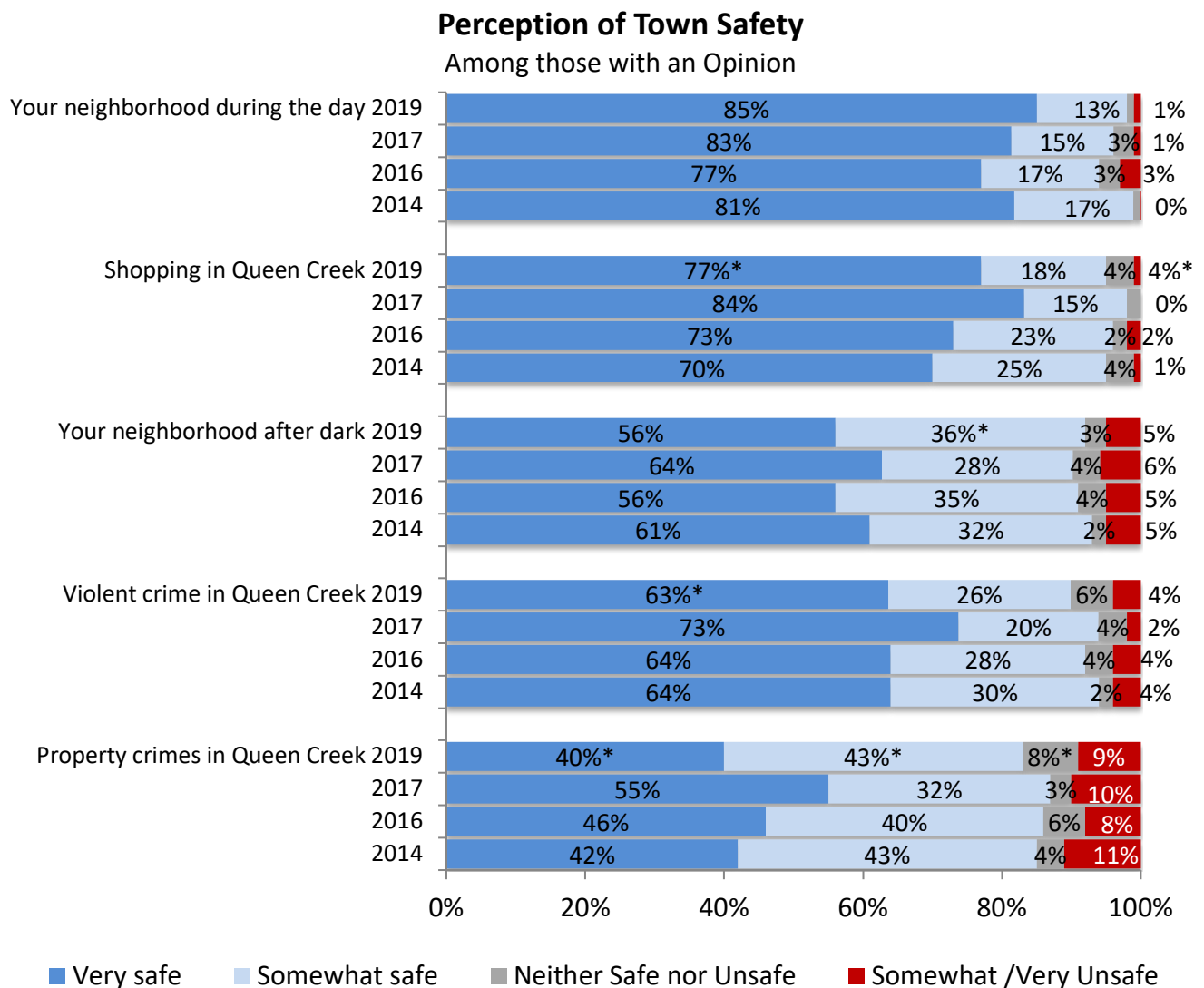
2019 n=432; 2017 n=404; 2016 n=403; 2014 n=403;

\*No significant differences between 2019 and 2017



**C. Safety in Queen Creek**

**A majority of residents feel “very” or “somewhat” safe in Queen Creek (83% to 98%).** Virtually all residents feel *safe in their neighborhood during the day* (98%) and while *shopping* (95%). Approximately nine in ten report feeling at least somewhat *safe in their neighborhood after dark* (92%) and *safe from violent crimes* (89%). The most notable finding was that after spiking in 2017, the proportion of residents who reported feeling “very safe” declined significantly to return to 2016/2014 levels for *shopping* (77%), *violent crime* (63%), and *property crime* (40%) compared to 2017 (which stood at 84%, 73% and 55%, respectively).



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...

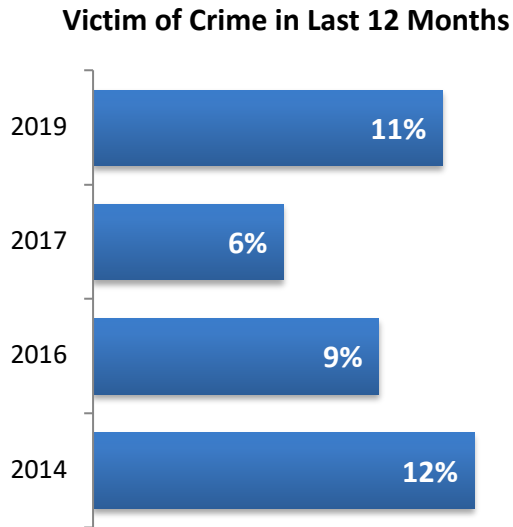
2019 n=432; 2017 n=404; 2016 n=401; 2014 n=403

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



**D. Crime Victimization**

**Approximately one in ten residents (11%) reported that a household member was a victim of a crime in the past 12 months.** This is statistically consistent with the prior three waves of research which ranged from 6% to 12%.



*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



# **Appendix A**

## **Questionnaire**



## 2019 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)**

### SCREENING

- S4. Do you receive trash services from the Town of Queen Creek? **(IF UNSURE: DO YOU PAY YOUR BILL ON THE TOWN OF QUEEN CREEK UTILITY BILL?)**
- 1 Yes
  - 2 No **[TERMINATE]**
  - 3 Don't Know/Decline to Answer **[TERMINATE]**
- S5. May I please have your zip code? \_\_\_\_\_ **(ENTER 5 DIGIT ZIP CODE)**  
**[IF NOT IN ZIP CODE 85142 OR 85242 or 85140 TERMINATE]**
- S5a. IF 85140: Do you live in Ironwood Crossing? IF YES: CONTINUE, **IF NO THANK AND TERM**





- S6. Gender (INTERVIEWER: RECORD BY OBSERVATION)
- 1 Male
  - 2 Female
- S7. And just to be sure we're getting an accurate representation of your area can you please tell me which of the following ranges includes your age?
- 1 18 to 24 years
  - 2 25 to 34 years
  - 3 35 to 44 years
  - 4 45 to 54 years
  - 5 55 to 64 years
  - 6 65 to 74 years
  - 7 75 years or older
  - 8 Decline to Answer
- S8. Which of the following best describes your race or ethnic background?
- 1 Caucasian/White
  - 2 African American/Black
  - 3 Latino/Hispanic
  - 4 Asian
  - 5 Other
  - 6 Decline to Answer

### **MAIN QUESTIONNAIRE**

- 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 [INSERT FIRST ITEM]? Would you say it is Excellent, Good, Fair, Poor, or Very Poor? (INTERVIEWER: Ask for each item repeating scale as necessary) [RANDOMIZE]
- 5 Excellent
  - 4 Good
  - 3 Fair
  - 2 Poor
  - 1 Very Poor
  - 6 Don't Know (DON'T READ)
- a Queen Creek as a place to live
  - b Your neighborhood as a place to live
  - c Queen Creek as a place to raise children
  - d Queen Creek as a place to work
  - e Queen Creek as a place to retire
  - f The overall quality of life in Queen Creek



Q2. Using the same scale, please rate each of the following characteristics as they relate to Queen Creek as a whole. First, how would you rate the [INSERT FIRST ITEM]? Would you say it is: Excellent, Good, Fair, Poor, or Very Poor? (INTERVIEWER: Ask for each item repeating scale as necessary) [RANDOMIZE]

- 5 Excellent
- 4 Good
- 3 Fair
- 2 Poor
- 1 Very Poor
- 7 Don't Know (DON'T READ)

- a. Sense of community
- b. Overall appearance of Queen Creek
- c. Overall quality of new development in Queen Creek
- d. Overall quality of business and service establishments in Queen Creek
- e. Availability of paths and walking trails
- f. Traffic flow on major streets

Q2B. Using the same scale, please rate each the following opportunities within Queen Creek as a whole. First, how would you rate the [INSERT FIRST ITEM]? IF NECESSARY: Would you say it is: Excellent, Good, Fair, Poor, or Very Poor? (INTERVIEWER: Ask for each item repeating scale as necessary) [RANDOMIZE]

- a. Shopping opportunities
- b. Recreational opportunities
- c. Employment opportunities
- d. Educational opportunities

Q3. How likely would you be to recommend living in Queen Creek to someone who asks? Please use a scale from 0 to 10 where "0" means "not at all likely" and "10" means "extremely likely".  
11=Don't Know/Decline to Answer (DO NOT READ)

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

- 1 Yes
- 2 No
- 3 Don't Know/Decline to Answer (DO NOT READ)

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? (INTERVIEWER: DO NOT READ FREQUENCY SCALE – JUST CODE RESPONSES IN THE APPROPRIATE RANGE) [RANDOMIZE]

- 0 Never
- 1 Once or Twice
- 2 Three to Five Times
- 3 Six to Ten Times
- 4 Ten to Twenty Times
- 5 More than Twenty Times
- 6 Every day
- 7 Don't Know/Can't Remember (DON'T READ)

- a. Used a public library or its services
- b. Attended a Town-sponsored community special event such as the Queen Creek Block Party or Trunk or Treat



- c. Participated in a recreation program or activity (such as Pilates, painting, or horseback riding lessons)
- d. Participated in a local sports league
- e. Visited a Town park (Founder's Park, Desert Mountain Park or Horseshoe Park & Equestrian Centre)
- f. Volunteered your time to a civic or community group or activity in Queen Creek

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? (INTERVIEWER: DO NOT READ FREQUENCY SCALE – JUST CODE RESPONSES IN THE APPROPRIATE RANGE) [RANDOMIZE]

- a. Attended a meeting of local elected officials or other local public meeting
- b. Read the newsletter that is included with the monthly Town utility bills
- c. Saw one of the Town's social media posts (Facebook/Twitter/Nextdoor/Instagram)
- d. Watched a Town Council meeting online
- e. Visited the Town of Queen Creek Web site (at www.queencreek.org)

Q6. Have you had any in-person or phone contact with an employee of the Town of Queen Creek within the last 12 months? This would include parks and recreation employees, utility service employees, receptionists, planners, building inspectors, firefighters or any other town employees.

- 1 Yes
- 2 No
- 3 Don't Know/Can't Remember (DON'T READ)

[IF Q6=1/YES]

Q7. Based on your recent contact(s), how would you rate the Town of Queen Creek employee(s) on [INSERT FIRST ITEM] [RANDOMIZE]

- 5 Excellent
- 4 Good
- 3 Fair
- 2 Poor
- 1 Very Poor
- 6 Don't Know (DON'T READ)
- 7 DON'T READ: No recent contact – SKIP TO Q8.

- a Knowledge
- b Responsiveness
- c Courtesy
- d Overall impression

Q8. Using the same scale, please rate the overall quality of each of the following services in Queen Creek. How would you rate [INSERT FIRST ITEM]? Would you say it is: Excellent, Good, Fair, Poor, or Very Poor? (INTERVIEWER: Ask for each item repeating scale as necessary) [RANDOMIZE]

- 5 Excellent
- 4 Good
- 3 Fair
- 2 Poor
- 1 Very Poor
- 6 Don't Know (DON'T READ)
- 7 Not Applicable (DON'T READ)

- a. Street and sidewalk maintenance and repair



- b. Water services to your home
- c. Sewer services
- d. Parks and recreation programs and facilities
- e. Code enforcement (weeds, abandoned vehicles or buildings, illegal signs, etc)
- f. Public library services
- g. Town-information services such as the website, newsletters, or social media
- h. Planning and Zoning (location, design and placement of buildings)
- i. Trash and recycling services

Q9. How would you rate the Town government's performance when it comes to [INSERT FIRST ITEM]? (INTERVIEWER: Ask for each item repeating scale as necessary) [RANDOMIZE]

- 5 Excellent
- 4 Good
- 3 Fair
- 2 Poor
- 1 Very Poor
- 6 Don't Know (DON'T READ)

- a. The value of services for the taxes paid to the Town, not including taxes paid to schools or the state
- b. The overall direction that Queen Creek is taking
- c. The job Queen Creek government does at providing opportunities for citizen involvement
- d. The job Queen Creek government does at listening and responding to community needs
- e. The hours of operation of Queen Creek's Town Hall

[ASK FOR EACH ITEM RATED 1-2 IN Q9a-Q19d]

Q9a. Why do you give the Town of Queen Creek a poor rating on [INSERT EACH ITEM LOW RATED FROM Q9]?

(RECORD OPEN-ENDED RESPONSE)

Q10. Which of the following sources do you prefer to use to receive information about Town issues, programs, and events? (READ LIST. SELECT ALL THAT APPLY)

- 1 Facebook/Twitter
- 2 Queen Creek electronic newsletter
- 3 Newspaper
- 4 Queen Creek Web site
- 5 Postal mail
- 6 Water bill inserts
- 7 Public meetings/Community events
- 8 Some other Web site
- 9 Is there some other source I didn't mention?



- Q11. To what extent would you support or oppose a tax increase for...? (INTERVIEWER: Read each item and then ask: *is that somewhat or strongly support/oppose*) [RANDOMIZE]
- 4 Strongly support
  - 3 Somewhat support
  - 2 Somewhat oppose
  - 1 Strongly oppose
  - 5 Don't Know (DON'T READ)
- a. Road improvements
  - b. General government services
  - c. New or improved parks
  - d. New or improved trails
  - e. Public Safety services
- Q12. Next I want to ask you a few questions about the safety of Queen Creek. When it comes to [INSERT FIRST ITEM] would you say you feel Very Safe, Somewhat Safe, Neither Safe nor Unsafe, Somewhat Unsafe, or Very Unsafe? (INTERVIEWER: Ask for each item repeating scale as necessary) [RANDOMIZE]
- 5 Very Safe
  - 4 Somewhat Safe
  - 3 Neither Safe nor Unsafe
  - 2 Somewhat Unsafe
  - 1 Very Unsafe
  - 6 Don't Know (DON'T READ)
- a. Violent crime (e.g., rape, assault, robbery) in Queen Creek
  - b. Property crimes (e.g., burglary, theft) in Queen Creek
  - c. Your neighborhood during the day
  - d. Your neighborhood after dark
  - e. Shopping in Queen Creek
- Q13. During the past twelve months, were you or anyone in your household the victim of any crime?
- 1 Yes
  - 2 No
  - 3 Don't Know (DON'T READ)
  - 4 Decline to Answer (DON'T READ)
- Q14. What would you like to see happen in the next few years to benefit the Town of Queen Creek? What else? (INTERVIEWER: IF RESPONDENT MENTIONS PUBLIC SCHOOLS, REMIND THEM THAT THE TOWN HAS NO JURISDICTION OVER THE SCHOOL DISTRICTS) DO NOT READ LIST. MULTIPLE RESPONSES ALLOWED
- a. More shopping
  - b. More restaurants
  - c. Improvements to parks/more parks/finish parks
  - d. More/improved recreation opportunities/programs
  - e. Road improvements/more roads, lanes, highways
  - f. Better roads/street lighting
  - g. More/better located commercial development
  - h. Create Town police department/no contracting with MCSO
  - i. More job opportunities
  - j. More money toward schools/improve education
  - k. More/better commercial development
  - l. Expand/grow
  - m. Improve trails/more walking paths



- n. Improved lights/synchronize lights better
  - o. Other: SPECIFY
  - p. DK/NA
- Q15. What do you like best about living in Queen Creek? (DO NOT READ LIST. SINGLE RESPONSE)
- a. Rural/Small town feel
  - b. Quiet/peaceful
  - c. Friendliness of people/neighbors
  - d. Safety/low crime rate
  - e. Location/proximity to other cities/places/amenities
  - f. Not crowded/no congestion
  - g. Nice area
  - h. Open spaces/openness/land availability
  - i. Family friendly/family oriented
  - j. Sense of community/closeness of community/residents
  - k. Like my community/neighborhood
  - l. Proximity to shopping venues
  - m. Its affordable/cost of living
  - n. Nothing
  - o. Other: Specify
  - p. DK/NA
- Q16. What do you like least about living in Queen Creek? (DO NOT READ LIST. SINGLE RESPONSE)
- a. Proximity to places of interest/long commutes/travel to work
  - b. Lack of shopping venues/stores too far away
  - c. General lack of recreation opportunities/entertainment
  - d. Lack of jobs/employment opportunities
  - e. Too crowded/rapid population growth
  - f. Air quality is poor/needs improvement
  - g. Roads in general
  - h. Lack of roads/access to highway
  - i. Traffic/road congestion
  - j. High taxes/high sales tax
  - k. Need more restaurants
  - l. The smell/stinky dairy farms
  - m. Nothing
  - n. Other: Specify
  - o. DK/NA

**If they answer g. Roads in general : What road segment specifically, do you like least in Queen Creek? (e.g., Ellsworth Road from street X to street Y?)**



**DEMOGRAPHICS**

*We have just a few more questions that we will use to classify survey respondents. IF NECESSARY: Please remember that all of your answers are confidential. These are the same questions your household answered recently for the U. S. Census, and they are not meant to be personal.*

- D1. How many years have you lived in Queen Creek?
- 1 Less than 2 years
  - 2 2 to 5 years
  - 3 6 to 10 years
  - 4 11 to 20 years
  - 5 More than 20 years
  - 6 Don't Know/Can't Remember (DON'T READ)
  - 7 Decline to Answer (DON'T READ)
- D2. Including yourself, how many people reside in your household? \_\_\_\_\_(99=Decline to Answer)
- [IF D2 > 1]
- D3. How many children under the age of 18 are living in your household? \_\_\_\_\_(99=Decline to Answer)
- D4. Are you eligible to vote?
- 1 Yes
  - 2 No [SKIP TO D7]
  - 3 Don't Know/Can't Remember (DON'T KNOW)
  - 4 Decline to Answer (DON'T KNOW)
- D5. Are you registered to vote in the Town of Queen Creek?
- 1 Yes
  - 2 No
  - 3 Don't Know/Can't Remember (DON'T READ)
  - 4 Decline to Answer (DON'T READ)
- D6. Do you plan to vote in the next Town election that will be held in August of this year?
- 1 Yes
  - 2 No
  - 3 Don't Know/Can't Remember (DON'T READ)
  - 4 Decline to Answer (DON'T READ)
- D7. Do you rent or own your primary residence?
- 1 Rent
  - 2 Own
  - 3 Don't Know (DON'T READ)
  - 4 Decline to Answer (DON'T READ)
- D8. Which of the following best describes your current marital status?
- 1 Married
  - 2 Divorced/Widowed
  - 3 Single, never married
  - 4 Living with significant other/partner
  - 5 Other
  - 6 Decline to Answer (DON'T KNOW)
- D9. Are you currently...(READ LIST)
- 1 Employed full-time
  - 2 Employed part-time



- 3 Unemployed and looking for work
- 4 Unemployed and not looking for work
- 5 Retired
- 6 Decline to Answer (DON'T KNOW)

D10. What is the last grade of school or college you completed?

- 1 High school or less
- 2 Some college
- 3 Vocational or technical training
- 4 College graduate
- 5 Post graduate degree or more
- 6 Don't Know (DON'T KNOW)
- 7 Decline to Answer (DON'T KNOW)

D11. Which of the following ranges includes your annual household income from all sources?

- 1 Less than \$24,999
- 2 \$25,000 to \$49,999
- 3 \$50,000 to \$99,999
- 4 \$100,000 to \$149,000
- 5 \$150,000 or more
- 6 Don't Know (DON'T KNOW)
- 7 Decline to Answer (DON'T KNOW)

Thank you very much for your time!

