



TOWN OF QUEEN CREEK, AZ 2008



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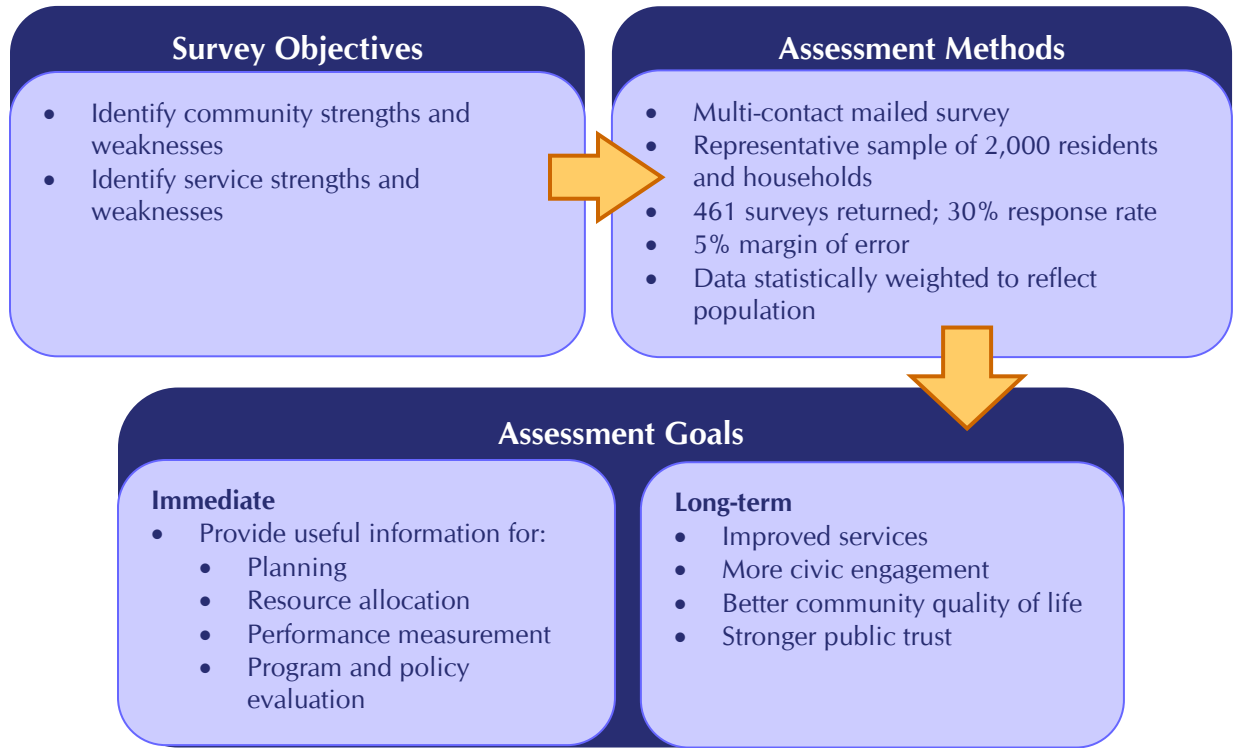
Survey Background..... 1
 About The National Citizen Survey™ 1
 Understanding the Results 3
 Executive Summary 4
 Community Ratings 5
 Overall Community Quality 5
 Community Design 6
 Transportation 6
 Housing 9
 Land Use and Zoning 11
 Economic Sustainability..... 13
 Public Safety 16
 Environmental Sustainability..... 19
 Recreation and Wellness 21
 Parks and Recreation 21
 Culture, Arts and Education 23
 Health and Wellness 25
 Community Inclusiveness..... 26
 Civic Engagement..... 28
 Civic Activity..... 28
 Information and Awareness 31
 Social Engagement 32
 Public Trust..... 33
 Town of Queen Creek Employees..... 35
 Policy Questions 36
 Appendix A: Complete Survey Frequencies 37
 Frequencies Excluding “Don’t Know” Responses 37
 Frequencies Including “Don’t Know” Responses..... 49
 Appendix B: Survey Methodology 64
 Appendix C: Survey Materials..... 70

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

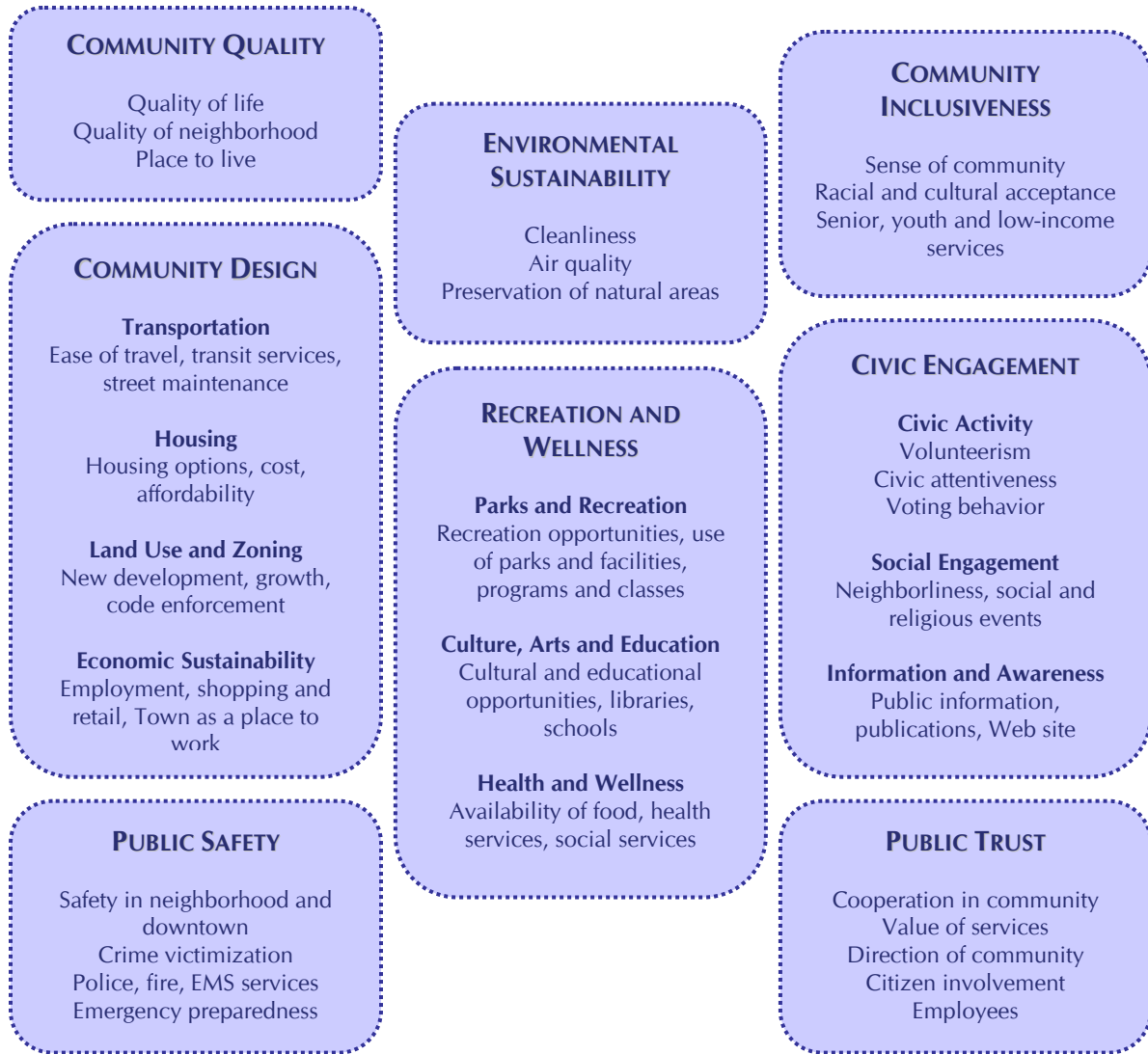
The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 461 completed surveys were obtained, providing an overall response rate of 30%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the Town of Queen Creek was developed in close cooperation with local jurisdiction staff. Queen Creek staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. Town of Queen Creek staff also augmented The National Citizen Survey™ basic service through a variety of options including a report of demographic crosstabulations.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95% confidence interval quantifies the sampling error or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any question and indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. The 95% confidence level for the Town of Queen Creek survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (461 completed surveys).

"Don't Know" Responses and Rounding

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the Town of Queen Creek survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experience a good quality of life in the Town of Queen Creek and believe the Town is a good place to live. The overall quality of life in the Town of Queen Creek was rated as “excellent” or “good” by 72% of respondents. Almost all report they plan on staying in the Town of Queen Creek for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The four receiving the most favorable ratings were overall quality of new development, variety of housing options, sense of community and openness and acceptance of the community towards people of diverse backgrounds. The four characteristics receiving the least positive ratings were ease of bus travel, employment opportunities, traffic flow on major streets, and ease of car travel in Queen Creek.

Residents in the Town of Queen Creek were somewhat civically engaged. While only 31% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 94% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the Town of Queen Creek.

In general, survey respondents demonstrated trust in local government. A majority rated the overall direction being taken by the Town of Queen Creek as “good” or “excellent.” Those residents who had interacted with an employee of the Town of Queen Creek in the previous 12 months gave high marks to those employees. Most rated their overall impression as excellent or good.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the Town of Queen Creek – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the Town of Queen Creek. Residents were asked whether they planned to move soon or if they would recommend the Town of Queen Creek to others. Intentions to stay and willingness to make recommendations provide evidence that the Town of Queen Creek offers services and amenities that work.

Most of the Town of Queen Creek’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, a majority reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

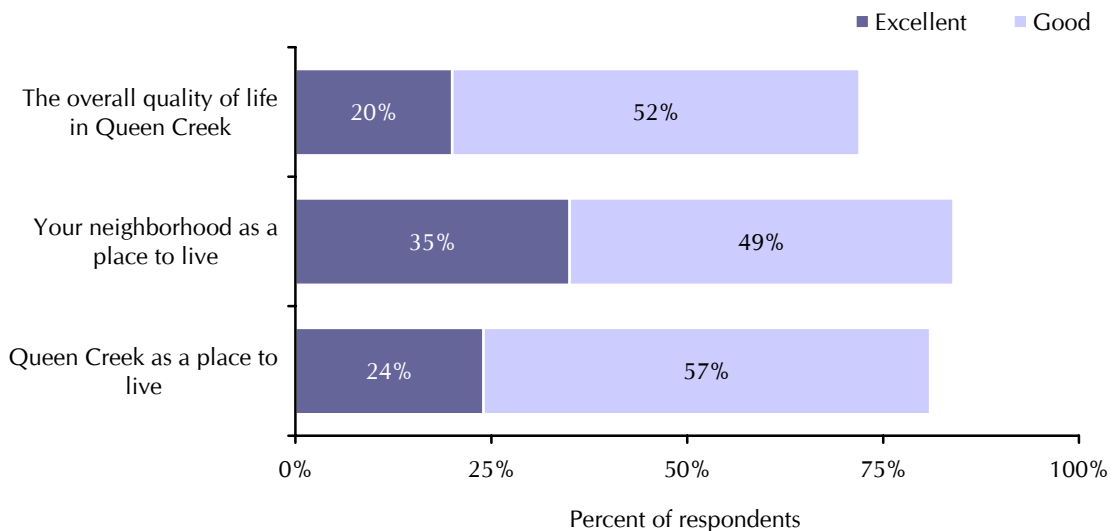
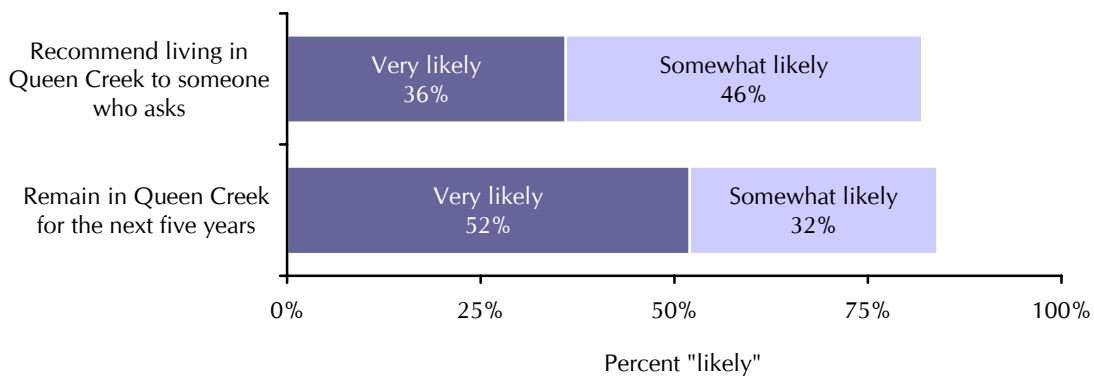


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY



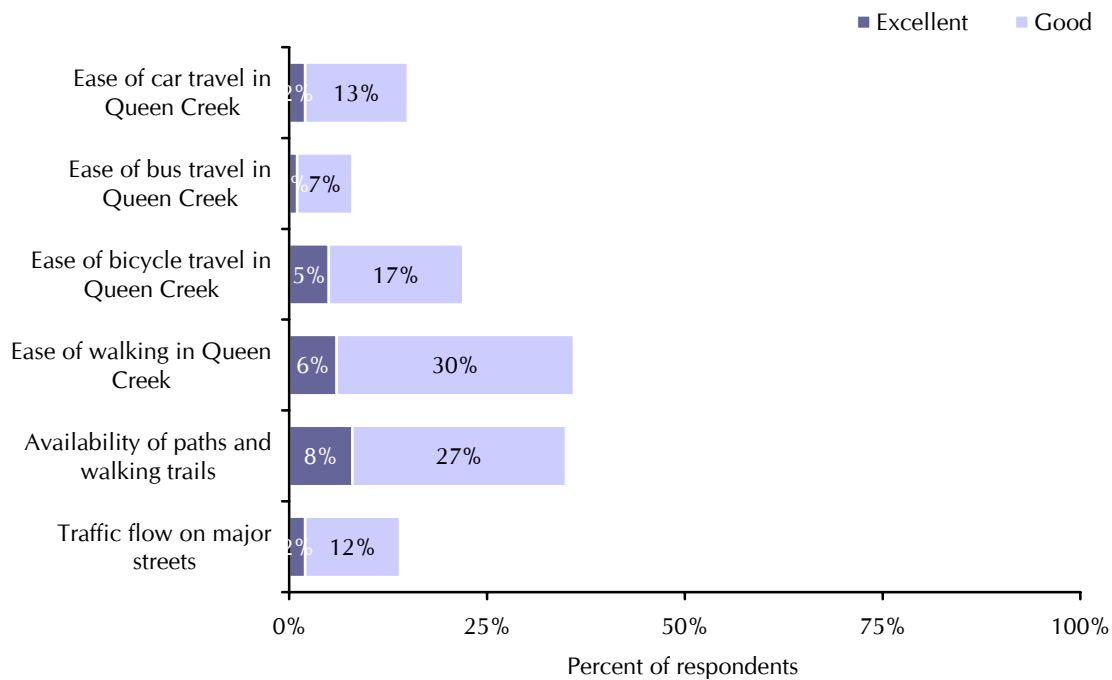
COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

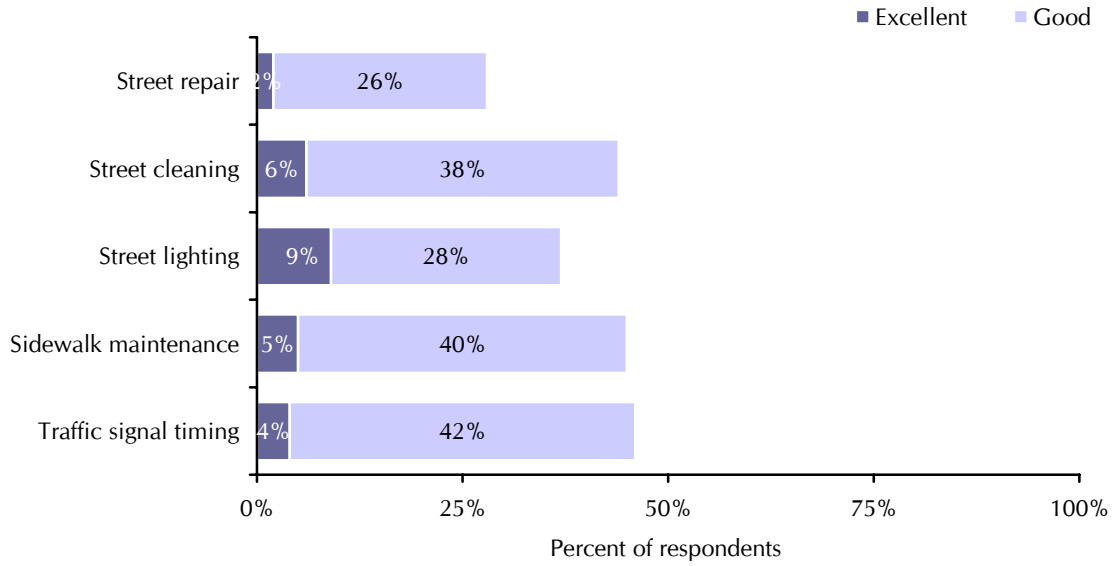
Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Availability of paths and walking trails was given the most positive rating, followed by ease of walking in Queen Creek.

FIGURE 5: RATINGS OF TRANSPORTATION IN COMMUNITY



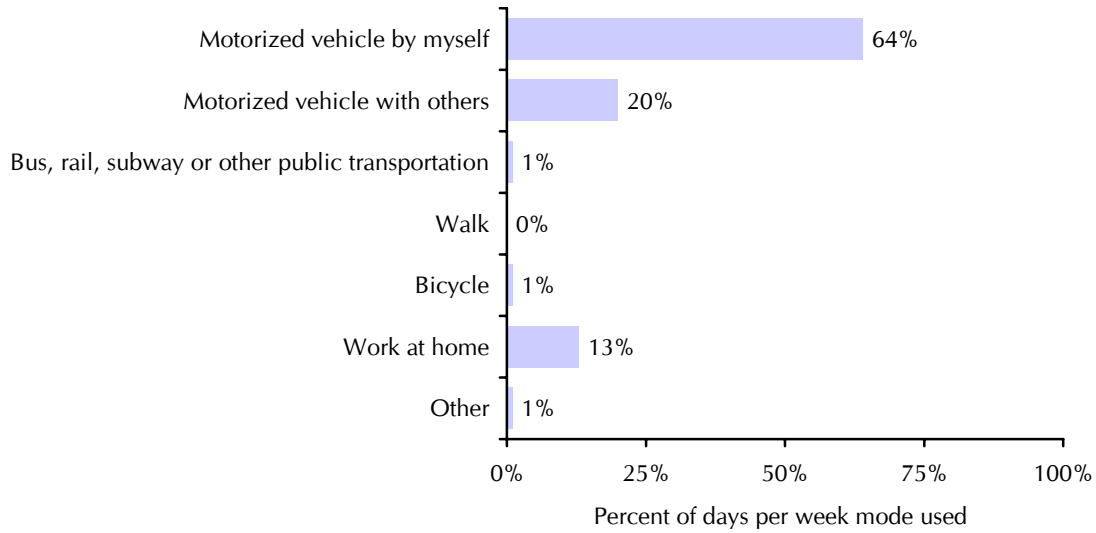
Five transportation services were rated in Queen Creek:

FIGURE 6: RATINGS OF TRANSPORTATION AND PARKING SERVICES



By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 1% of work commute trips were made by transit and 1% by bicycle.

FIGURE 7: MODE OF TRAVEL USED FOR WORK COMMUTE

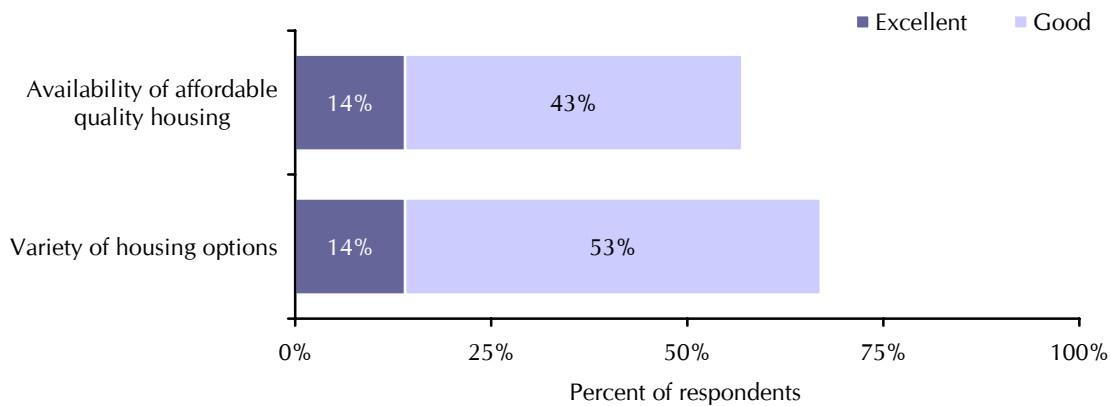


Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt heavily to a homogeneous palette, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents who can sustain in a community with mostly high cost housing pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

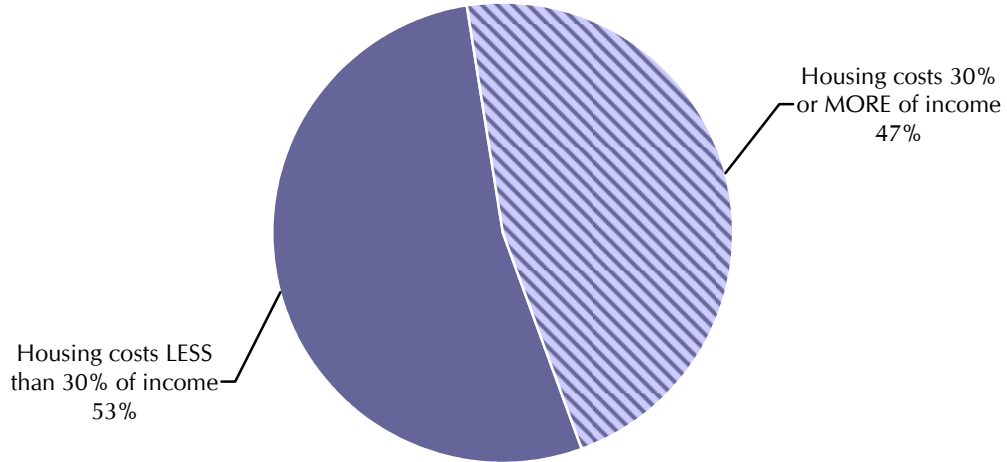
The survey of the Town of Queen Creek residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 57% of respondents, while the variety of housing options was rated as “excellent” or “good” by 67% of respondents.

FIGURE 8: RATINGS OF HOUSING IN COMMUNITY



To augment the perceptions of affordable housing in Queen Creek, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the Town of Queen Creek experiencing housing cost stress. Less than half of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 9: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"



Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the Town of Queen Creek and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the Town of Queen Creek was rated as "excellent" by 18% of respondents and as "good" by an additional 51%. The overall appearance of Queen Creek was rated as "excellent" or "good" by 48% of respondents. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the Town of Queen Creek, 60% thought they were a "major" or "moderate" problem.

FIGURE 10: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

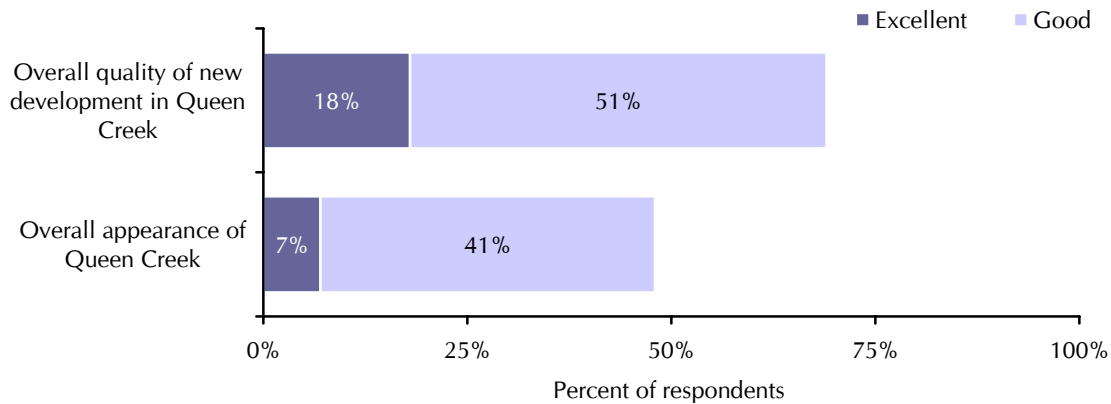


FIGURE 11: RATINGS OF POPULATION GROWTH

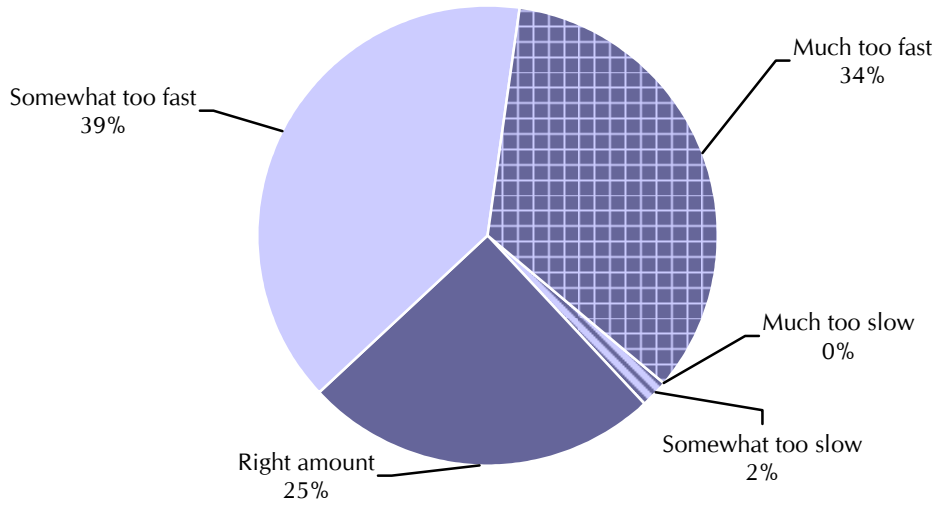


FIGURE 12: RATINGS OF NUISANCE PROBLEMS

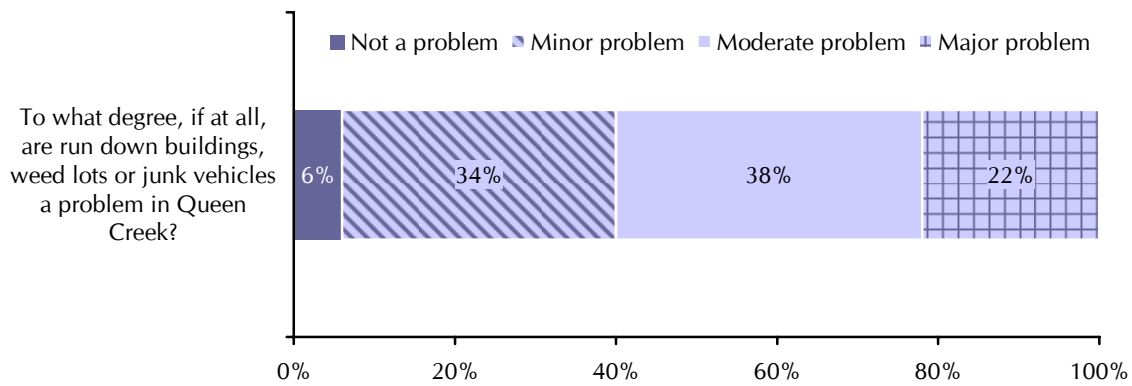
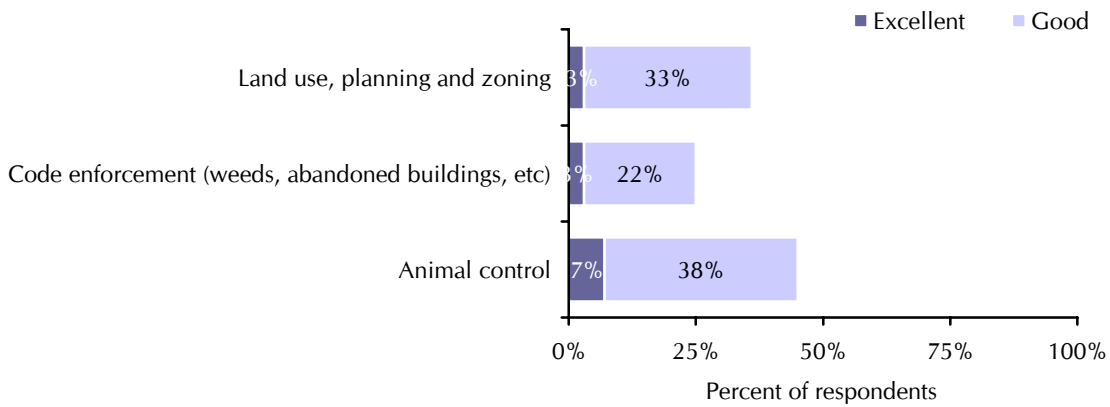


FIGURE 13: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

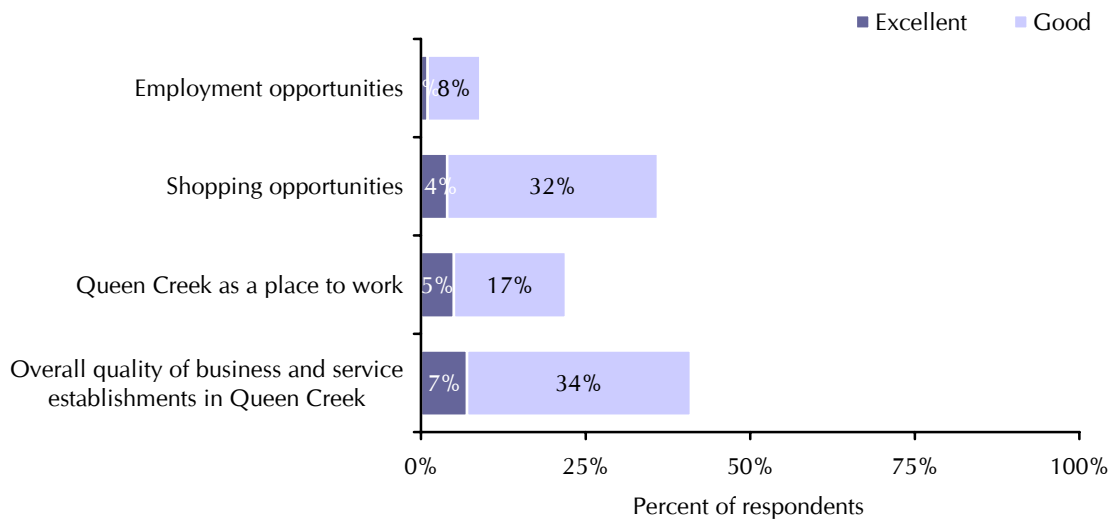


ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were overall quality of business and service establishments in Queen Creek and shopping opportunities. Receiving the lowest rating was employment opportunities.

FIGURE 14: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES



When asked to evaluate the rate of job growth in Queen Creek, 14% responded that it was the “right amount,” while 36% reported the “right amount” of retail growth was occurring in Queen Creek.

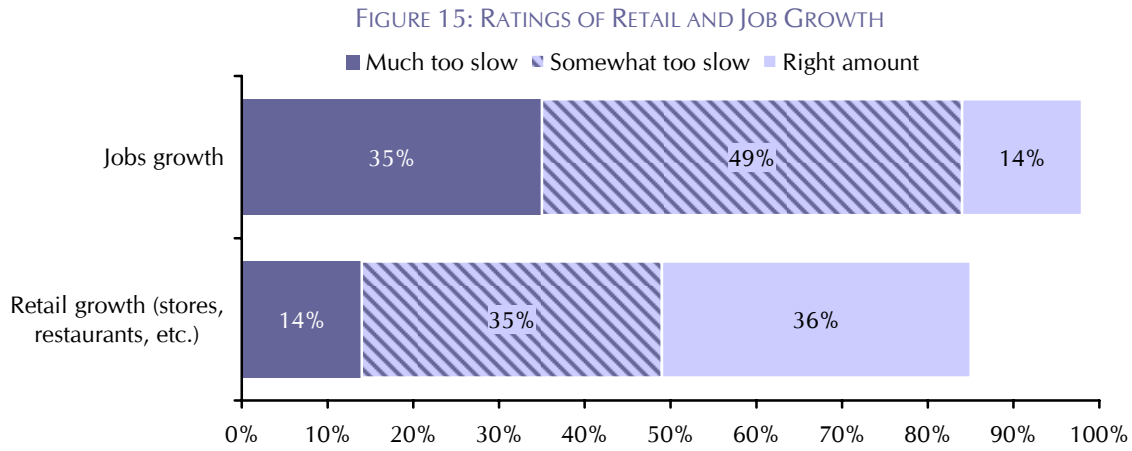
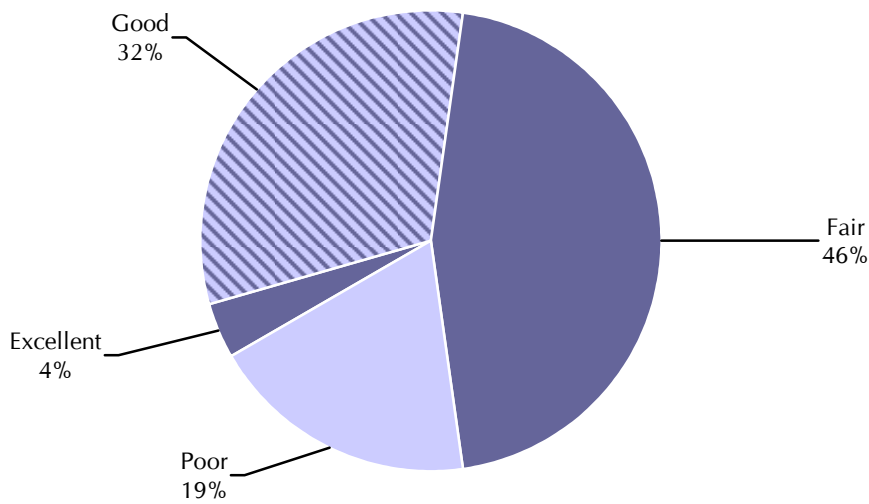
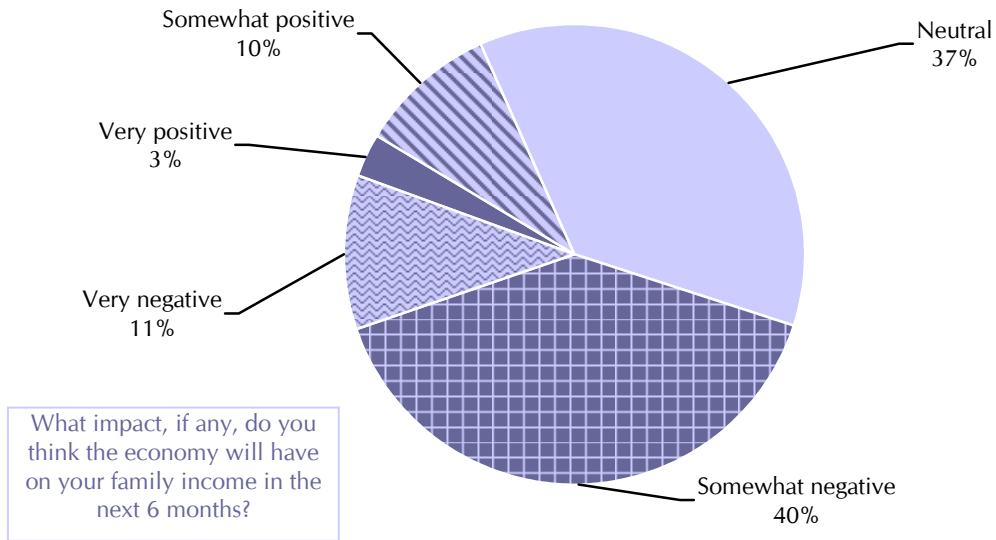


FIGURE 16: RATINGS OF ECONOMIC DEVELOPMENT SERVICES



Residents were asked to reflect on their economic prospects in the near term. Thirteen percent of the Town of Queen Creek residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 51% felt that the economic future would be “somewhat” or “very” negative.

FIGURE 17: RATINGS OF PERSONAL ECONOMIC FUTURE

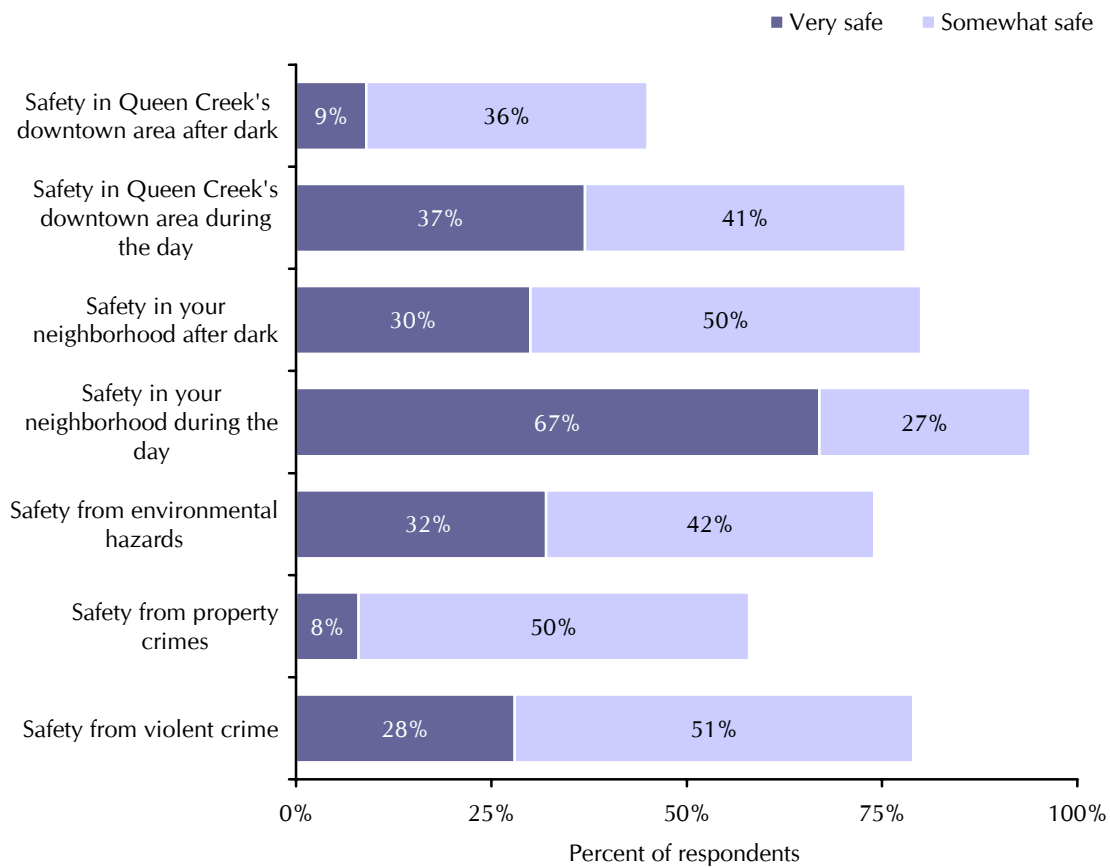


PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the Town Queen Creek. About 79% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 74% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 18: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY



As assessed by the survey, 17% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 76% had reported it to police.

FIGURE 19: CRIME VICTIMIZATION AND REPORTING

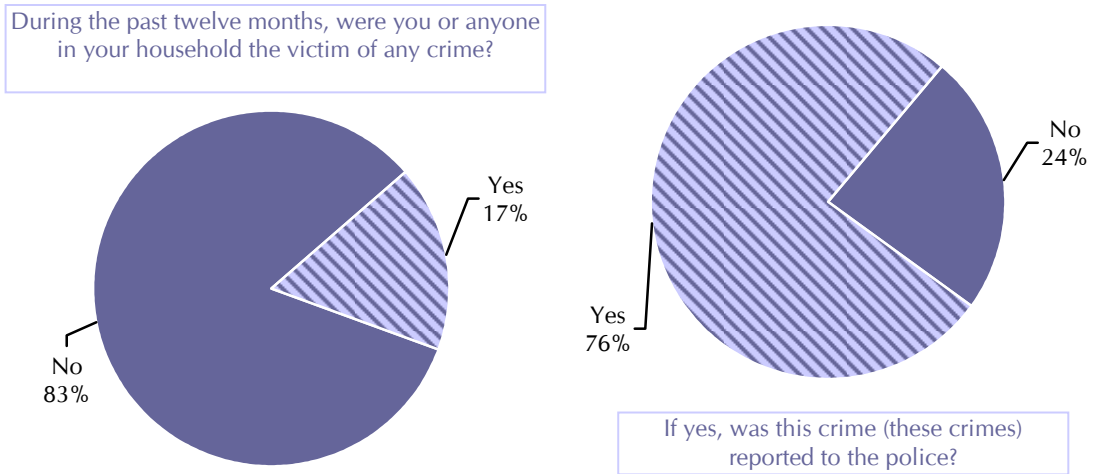
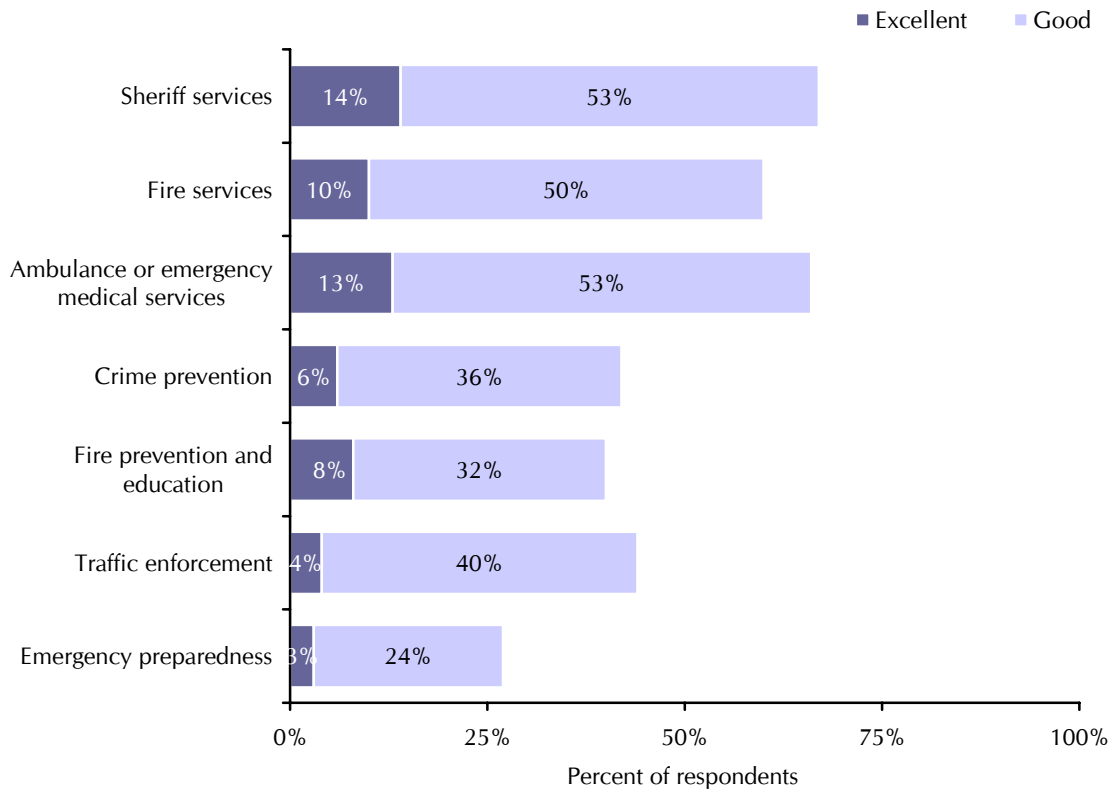


FIGURE 20: RATINGS OF PUBLIC SAFETY SERVICES



ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears

Residents of the Town of Queen Creek were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 57% of survey respondents.

FIGURE 21: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

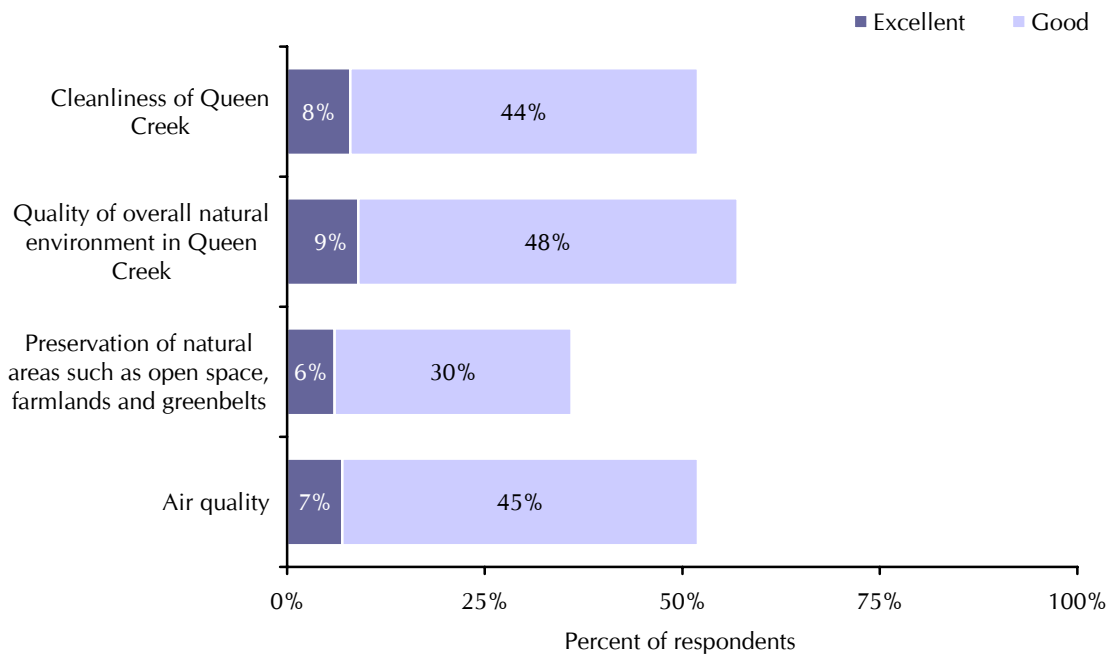
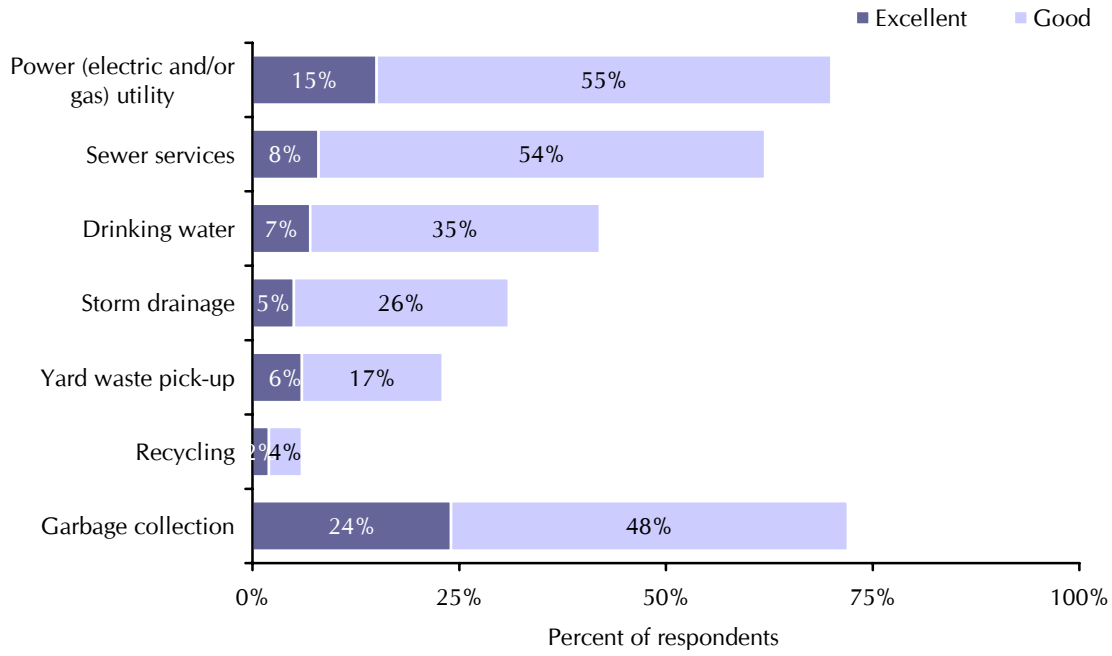


FIGURE 22: RATINGS OF UTILITY SERVICES



RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related the community's parks and recreation services.

Recreation opportunities in the Town of Queen Creek were rated somewhat positively as were services related to parks and recreation.

FIGURE 23: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

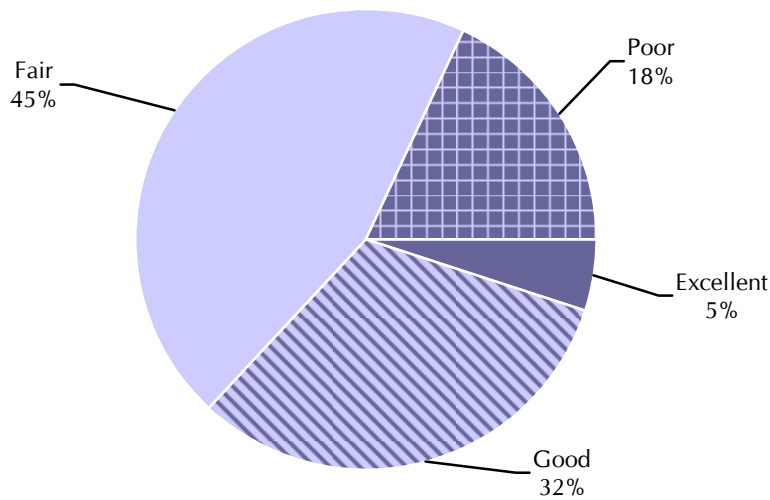


FIGURE 24: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

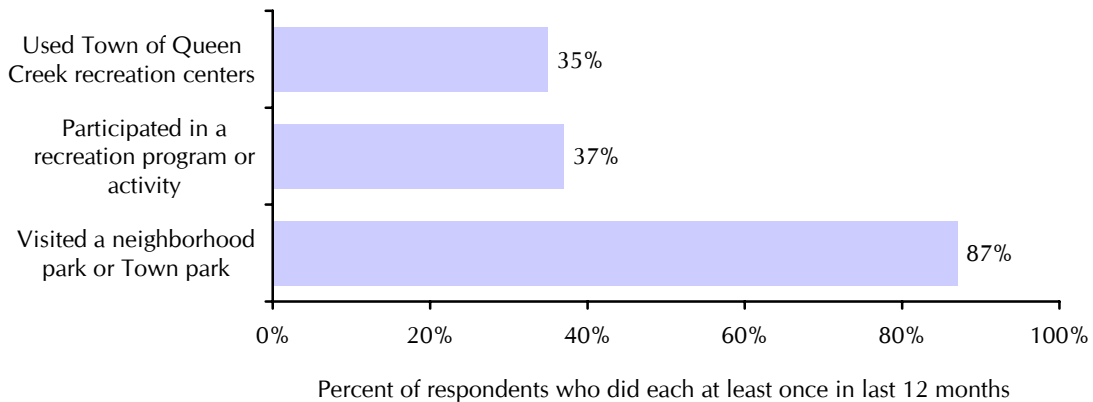
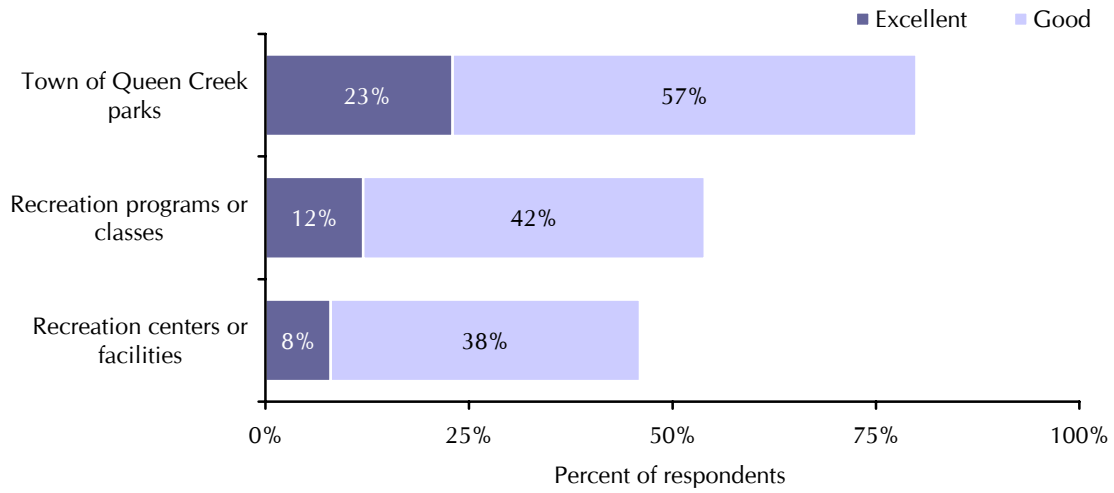


FIGURE 25: RATINGS OF PARKS AND RECREATION SERVICES



Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who drudges to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities was rated as “excellent” or “good” by 28% of respondents. Educational opportunities were rated as “excellent” or “good” by 32% of respondents.

FIGURE 26: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

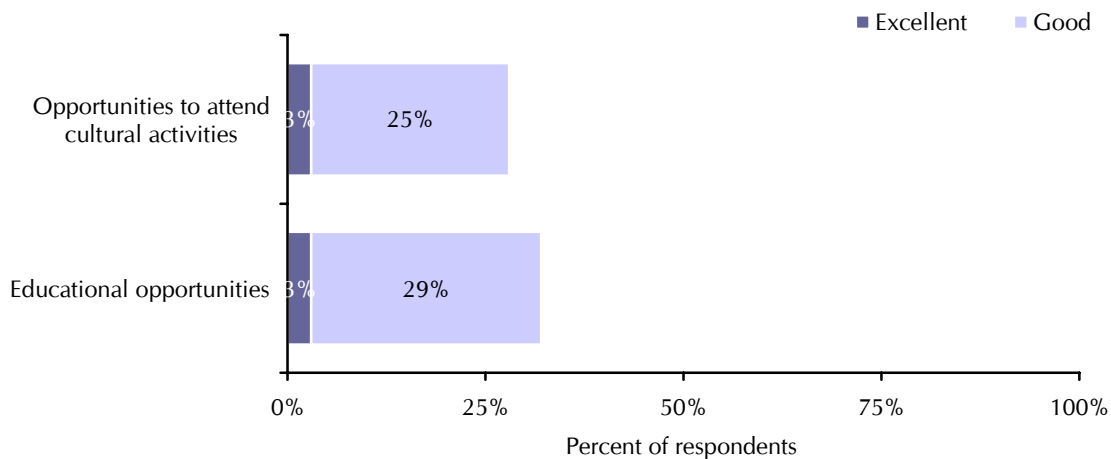


FIGURE 27: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

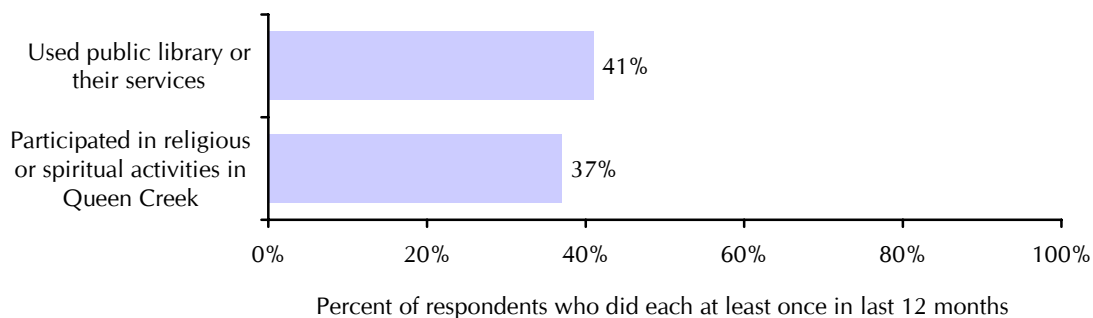
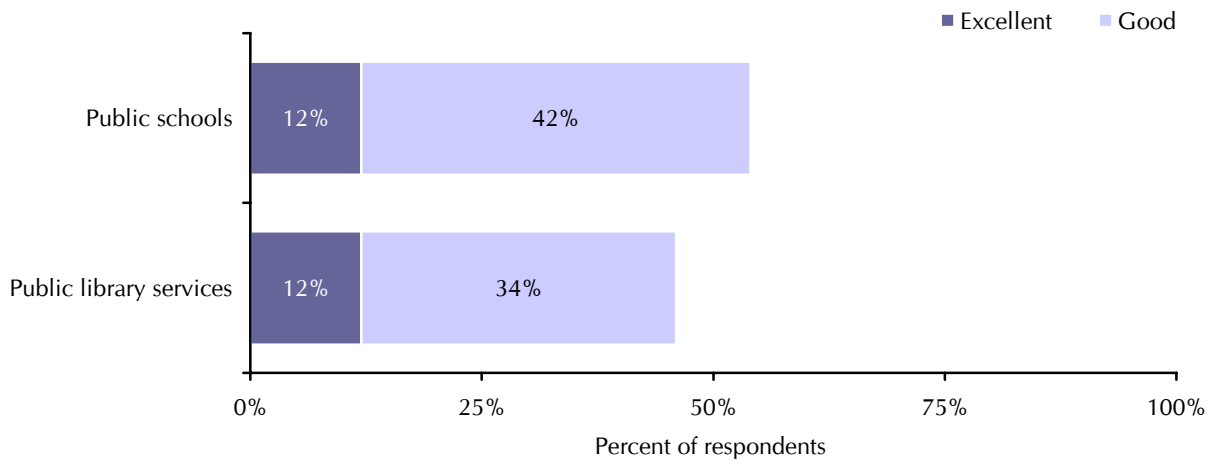


FIGURE 28: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES



Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the Town of Queen Creek were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of preventive health services were rated most positively for the Town of Queen Creek, while the availability of affordable quality food and affordable quality health care were rated less favorably by residents.

FIGURE 29: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

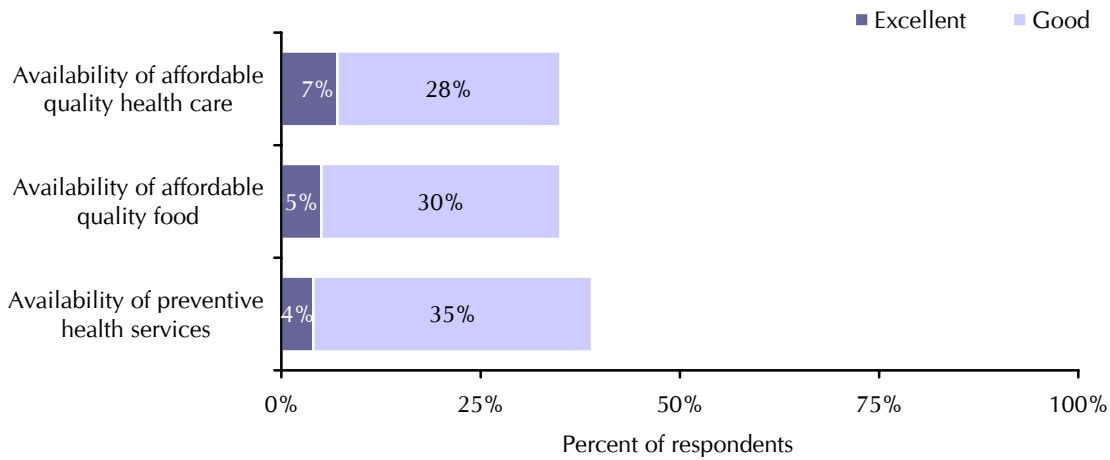
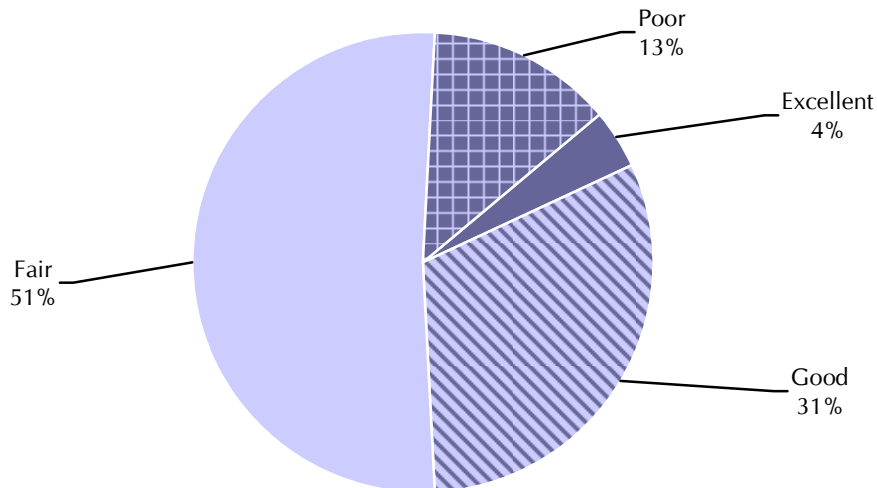


FIGURE 30: RATINGS OF HEALTH AND WELLNESS SERVICES

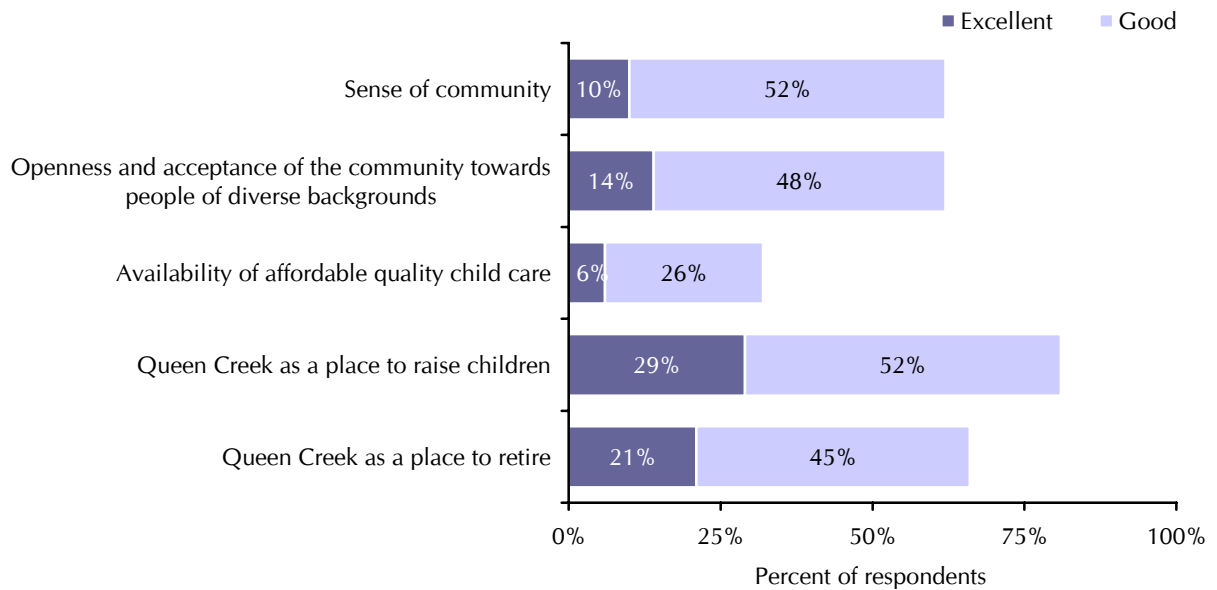


COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the Town of Queen Creek as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

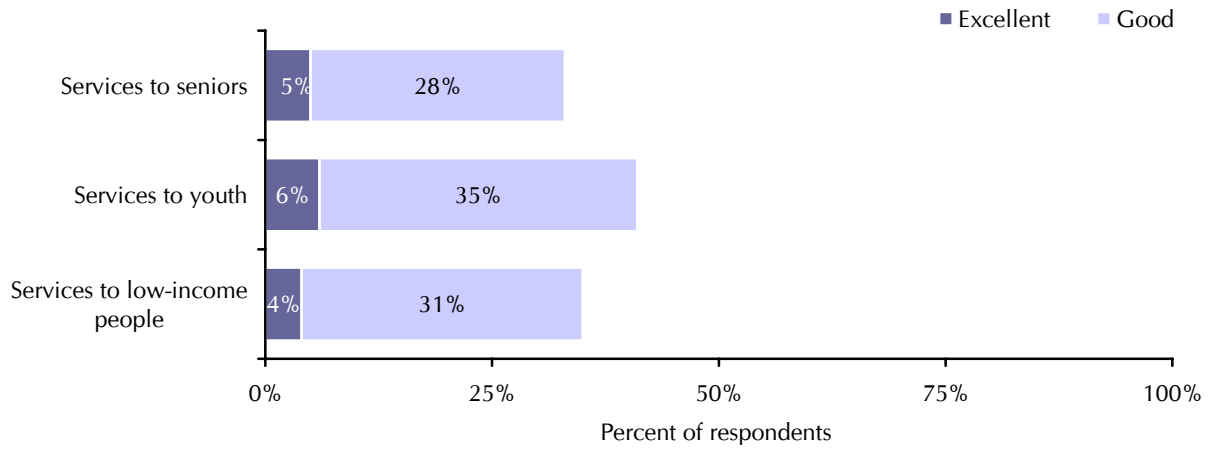
A high percentage of residents rated the Town of Queen Creek as an “excellent” or “good” place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt the local sense of community was excellent or good. Most survey respondents felt the Town of Queen Creek was open and accepting towards people of diverse backgrounds.

FIGURE 31: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS



Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 33 to 41 percent with ratings of “excellent” or “good.”

FIGURE 32: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS



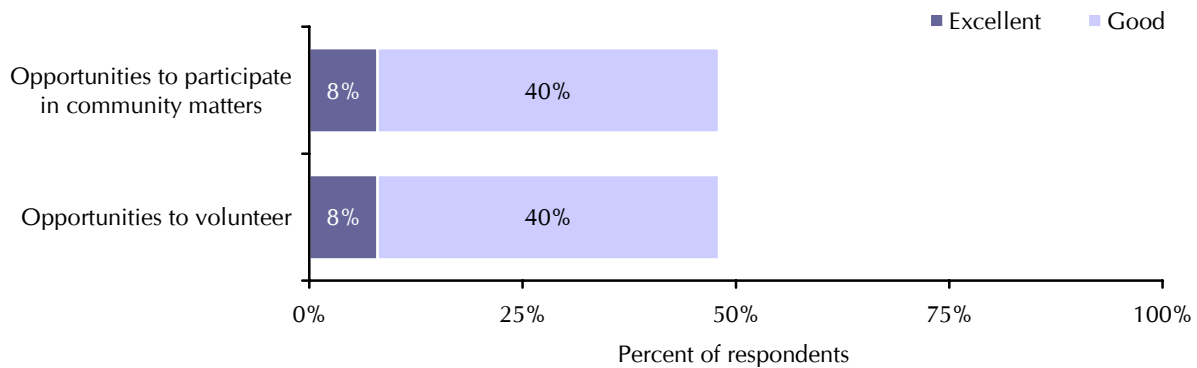
CIVIC ENGAGEMENT

Government leaders, elected or hired, cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Staff and elected officials require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the Town can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

Civic Activity

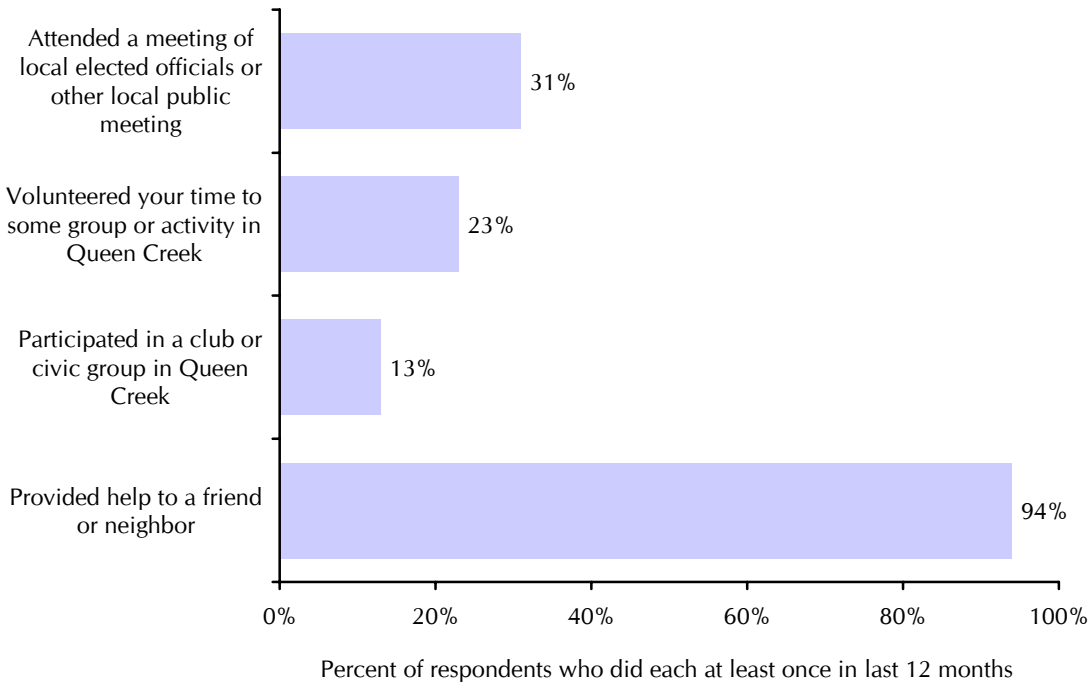
Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the Town of Queen Creek. Survey participants rated the volunteer opportunities in the Town of Queen Creek somewhat favorably. Opportunities to attend or participate in community matters were rated similarly.

FIGURE 33: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES



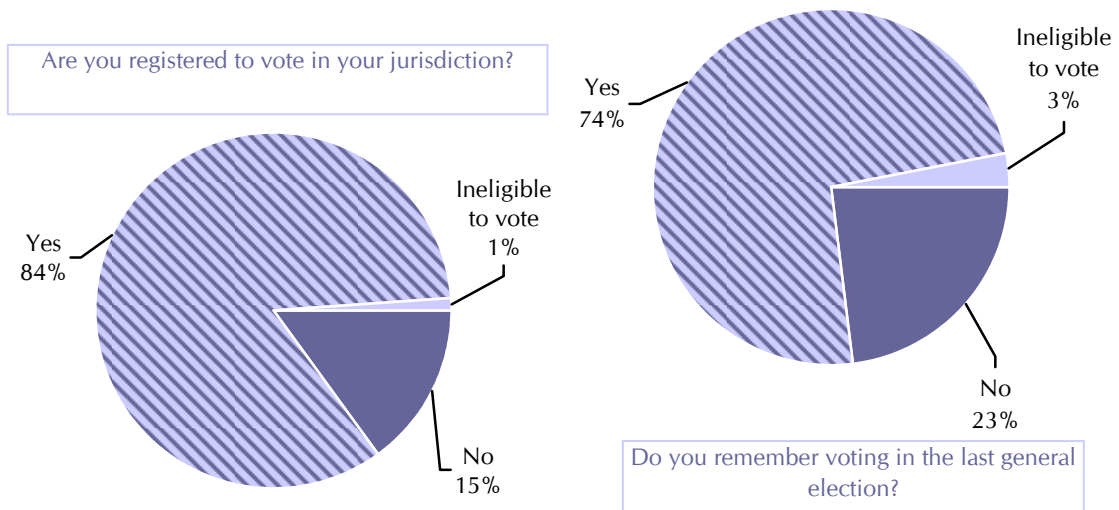
Most of the participants in this survey had not attended a public meeting in the 12 months prior, but the vast majority had helped a friend.

FIGURE 34: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES



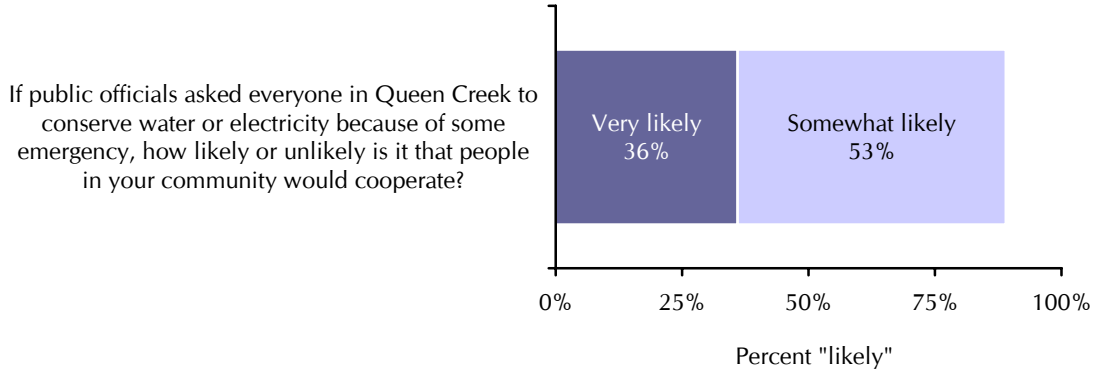
Town of Queen Creek residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-four reported they were registered to vote; 74% indicated they had voted in the last general election.

FIGURE 35: REPORTED VOTING BEHAVIOR



A proposed outcome of civically engaged communities is the willingness of residents to act or cooperate to promote community well being. In Queen Creek, 36% reported their community would be “very” likely to cooperate with public officials if asked to conserve water or electricity.

FIGURE 36: RATINGS OF COMMUNITY COOPERATIVENESS



Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Town of Queen Creek Web site in the previous 12 months, 77% reported they had done so at least once.

FIGURE 37: USE OF INFORMATION SOURCES

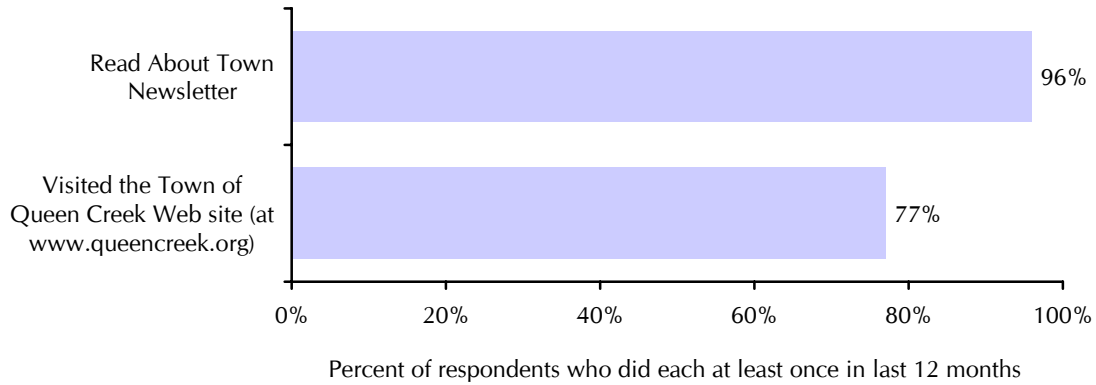
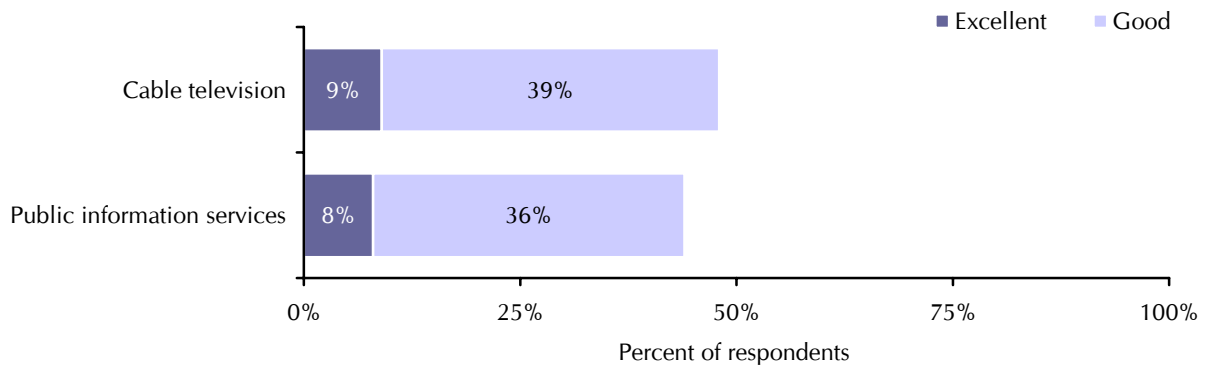


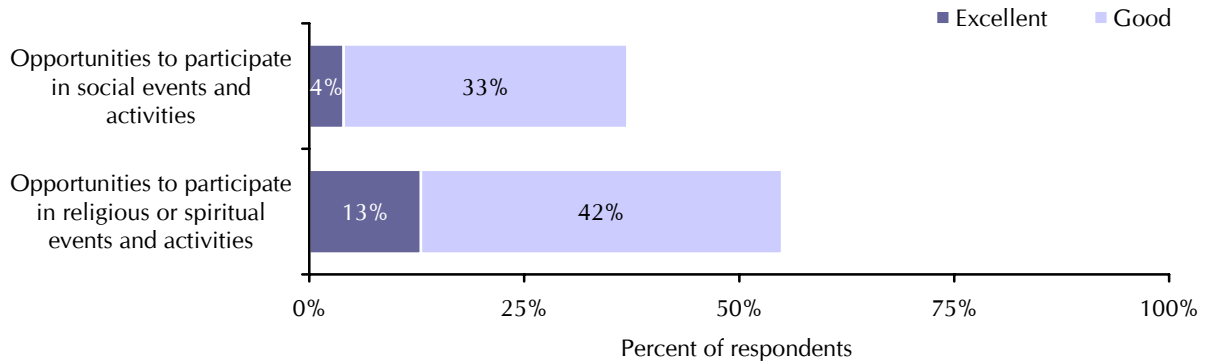
FIGURE 38: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION



Social Engagement

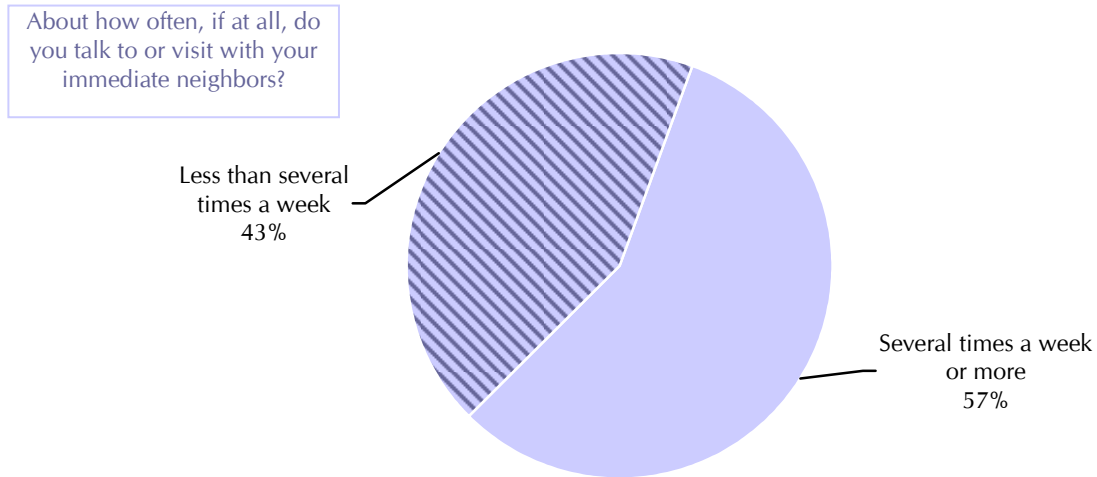
Opportunities to participate in social events and activities were rated as “excellent” or “good” by 37% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 39: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES



Residents in Queen Creek reported a strong amount of neighborliness. More than 57% indicated talking or visiting with their neighbors several times a week or more frequently.

FIGURE 40: CONTACT WITH IMMEDIATE NEIGHBORS



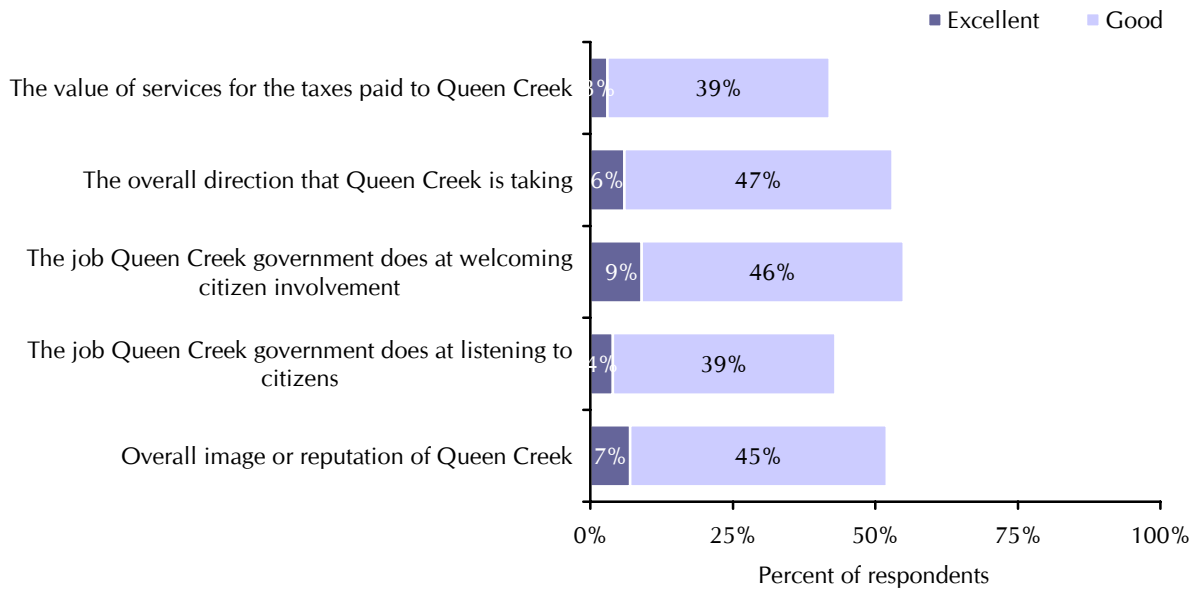
Note: This question was not asked in previous surveys.

PUBLIC TRUST

Residents are more likely to cooperate with the proposals and policies advanced by their community leaders when trust in local government officials runs high. Trust can be measured in residents’ opinions about the overall direction the Town of Queen Creek is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the Town of Queen Creek could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the Town of Queen Creek may be colored by their dislike of what all levels of government provide.

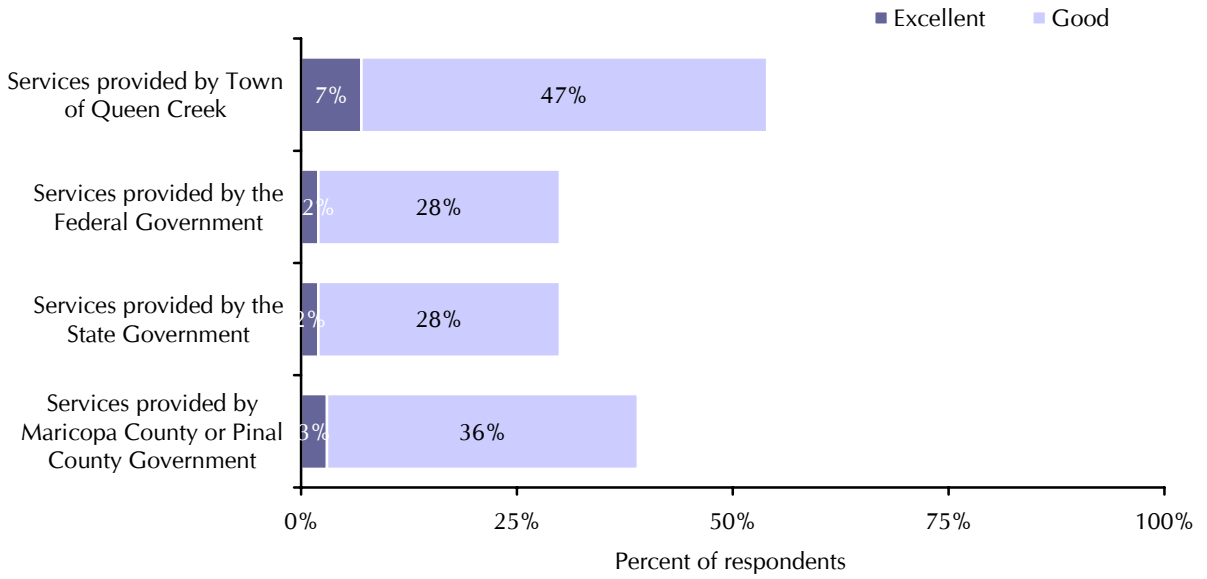
Less than half of respondents felt that the value of services for taxes paid was “excellent” or “good.” When asked to rate the job the Town of Queen Creek does at listening to citizens, 43% rated it as “excellent” or “good.”

FIGURE 41: PUBLIC TRUST RATINGS



On average, residents of the Town of Queen Creek gave the highest evaluations to their own local government and the lowest average rating to the state and federal governments. The overall quality of services delivered by the Town of Queen Creek was rated as “excellent” or “good” by 54% of survey participants.

FIGURE 42: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS



Town of Queen Creek Employees

The employees of the Town of Queen Creek who interact with the public create the first impression that most residents have of the Town of Queen Creek. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime are the collective face of the Town of Queen Creek. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the Town of Queen Creek staff.

Those completing the survey were asked if they had been in contact with a Town employee either in-person or over the phone in the last 12 months; the 50% who reported that they had been in contact were then asked to indicate overall how satisfied they were with the employee in their most recent contact. Town employees were rated highly; 70% of respondents rated their overall impression as "excellent" or "good."

FIGURE 43: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH TOWN EMPLOYEES IN PREVIOUS 12 MONTHS

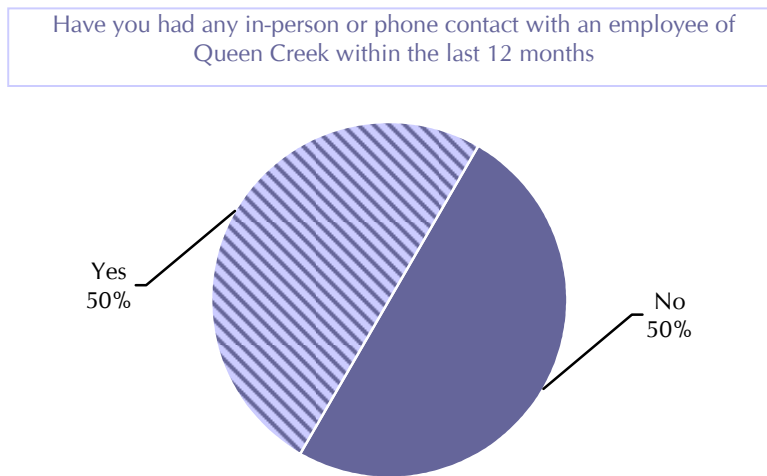
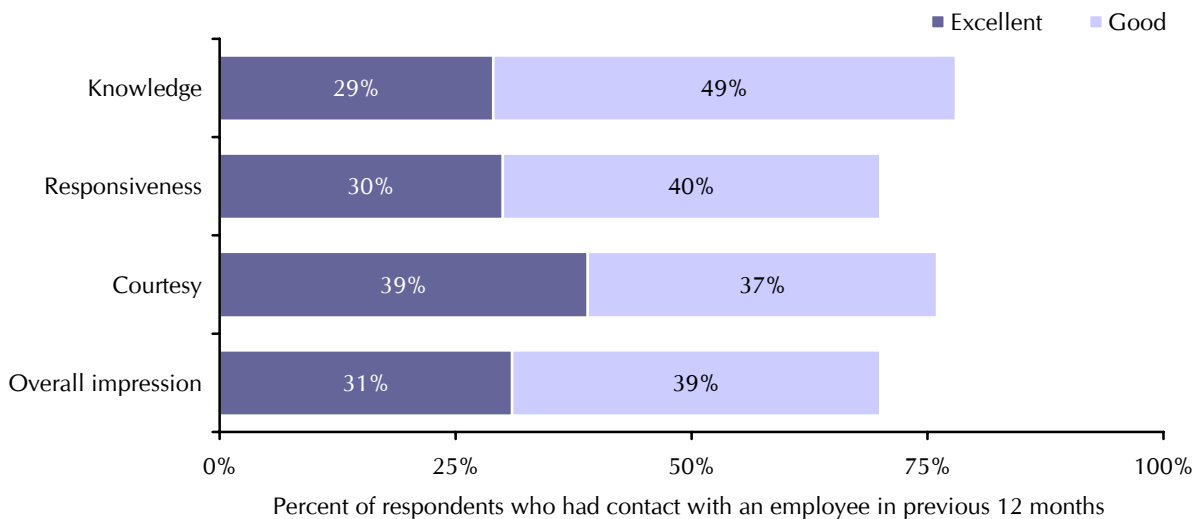


FIGURE 44: RATINGS OF TOWN EMPLOYEES (AMONG THOSE WHO HAD CONTACT)



POLICY QUESTIONS

“Don’t know” responses have been removed from the following questions.

| Policy Question 1 | |
|---|------------------------|
| To what extent would you support or oppose a tax increase for road and intersection widening? | Percent of respondents |
| Strongly support | 6% |
| Somewhat support | 43% |
| Somewhat oppose | 22% |
| Strongly oppose | 29% |
| Total | 100% |

| Policy Question 2 | |
|--|------------------------|
| To what extent would you support or oppose a tax increase for more active parks and/or bicycle, pedestrian trails? | Percent of respondents |
| Strongly support | 9% |
| Somewhat support | 40% |
| Somewhat oppose | 23% |
| Strongly oppose | 28% |
| Total | 100% |

| Policy Question 3 | |
|--|------------------------|
| Which description do you feel best describes the Town of Queen Creek that you would most want to live in? | Percent of respondents |
| Convenient employment, dining and shopping (example: active nightlife, fine dining and convenient access to products and services, including a substantial employment base that provides jobs for local residents) | 33% |
| Extensive recreation options (example: sports and recreational activities, expansive park and trail system, where there are multi-use paths for equestrian, pedestrian and bicycles, substantial amounts of natural area open space) | 31% |
| A "bedroom" community (example: a community that is comprised mostly of housing and containing few employment opportunities for local residents) | 23% |
| Vibrant downtown (example: specialty shopping, pedestrian friendly, including a mix of small lot sizes that provide other housing options for residents) | 12% |
| Total | 100% |

**APPENDIX A: COMPLETE SURVEY
FREQUENCIES**

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

| Question 1: Quality of Life | | | | | |
|--|-----------|------|------|------|-------|
| Please rate each of the following aspects of quality of life in Town: | Excellent | Good | Fair | Poor | Total |
| Queen Creek as a place to live | 24% | 57% | 17% | 2% | 100% |
| Your neighborhood as a place to live | 35% | 49% | 13% | 4% | 100% |
| Queen Creek as a place to raise children | 29% | 52% | 15% | 4% | 100% |
| Queen Creek as a place to work | 5% | 17% | 25% | 53% | 100% |
| Queen Creek as a place to retire | 21% | 45% | 23% | 11% | 100% |
| The overall quality of life in Queen Creek | 20% | 52% | 26% | 2% | 100% |

| Question 2: Community Characteristics | | | | | |
|---|-----------|------|------|------|-------|
| Please rate each of the following characteristics as they relate to Queen Creek as a whole: | Excellent | Good | Fair | Poor | Total |
| Sense of community | 10% | 52% | 30% | 8% | 100% |
| Openness and acceptance of the community towards people of diverse backgrounds | 14% | 48% | 31% | 7% | 100% |
| Overall appearance of Queen Creek | 7% | 41% | 40% | 12% | 100% |
| Cleanliness of Queen Creek | 8% | 44% | 38% | 9% | 100% |
| Overall quality of new development in Queen Creek | 18% | 51% | 25% | 7% | 100% |
| Variety of housing options | 14% | 53% | 27% | 6% | 100% |
| Overall quality of business and service establishments in Queen Creek | 7% | 34% | 44% | 16% | 100% |
| Shopping opportunities | 4% | 32% | 41% | 23% | 100% |
| Opportunities to attend cultural activities | 3% | 25% | 42% | 30% | 100% |
| Recreational opportunities | 5% | 32% | 45% | 18% | 100% |
| Employment opportunities | 1% | 8% | 33% | 58% | 100% |
| Educational opportunities | 3% | 29% | 38% | 30% | 100% |
| Opportunities to participate in social events and activities | 4% | 33% | 49% | 14% | 100% |
| Opportunities to participate in religious or spiritual events and activities | 13% | 42% | 33% | 12% | 100% |
| Opportunities to volunteer | 8% | 40% | 44% | 7% | 100% |
| Opportunities to participate in community matters | 8% | 40% | 46% | 6% | 100% |
| Ease of car travel in Queen Creek | 2% | 13% | 31% | 54% | 100% |
| Ease of bus travel in Queen Creek | 1% | 7% | 8% | 83% | 100% |
| Ease of bicycle travel in Queen Creek | 5% | 17% | 35% | 44% | 100% |
| Ease of walking in Queen Creek | 6% | 30% | 33% | 30% | 100% |
| Availability of paths and walking trails | 8% | 27% | 36% | 29% | 100% |
| Traffic flow on major streets | 2% | 12% | 27% | 58% | 100% |
| Availability of affordable quality housing | 14% | 43% | 38% | 5% | 100% |
| Availability of affordable quality child care | 6% | 26% | 46% | 21% | 100% |
| Availability of affordable quality health care | 7% | 28% | 46% | 19% | 100% |
| Availability of affordable quality food | 5% | 30% | 48% | 17% | 100% |
| Availability of preventive health services | 4% | 35% | 47% | 14% | 100% |
| Air quality | 7% | 45% | 39% | 9% | 100% |
| Quality of overall natural environment in Queen Creek | 9% | 48% | 36% | 7% | 100% |
| Overall image or reputation of Queen Creek | 7% | 45% | 34% | 14% | 100% |

| Question 3: Growth | | | | | | |
|---|---------------|-------------------|--------------|-------------------|---------------|-------|
| Please rate the speed of growth in the following categories in Queen Creek over the past 2 years: | Much too slow | Somewhat too slow | Right amount | Somewhat too fast | Much too fast | Total |
| Population growth | 0% | 2% | 25% | 39% | 34% | 100% |
| Retail growth (stores, restaurants, etc.) | 14% | 35% | 36% | 8% | 6% | 100% |
| Jobs growth | 35% | 49% | 14% | 1% | 1% | 100% |

| Question 4: Code Enforcement | |
|---|------------------------|
| To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Queen Creek? | Percent of respondents |
| Not a problem | 6% |
| Minor problem | 34% |
| Moderate problem | 38% |
| Major problem | 22% |
| Total | 100% |

| Question 5: Community Safety | | | | | | |
|--|-----------|---------------|-------------------------|-----------------|-------------|-------|
| Please rate how safe or unsafe you feel from the following in Queen Creek: | Very safe | Somewhat safe | Neither safe nor unsafe | Somewhat unsafe | Very unsafe | Total |
| Violent crime (e.g., rape, assault, robbery) | 28% | 51% | 11% | 10% | 1% | 100% |
| Property crimes (e.g., burglary, theft) | 8% | 50% | 16% | 21% | 6% | 100% |
| Environmental hazards, including toxic waste | 32% | 42% | 20% | 4% | 1% | 100% |

| Question 6: Personal Safety | | | | | | |
|---|-----------|---------------|-------------------------|-----------------|-------------|-------|
| Please rate how safe or unsafe you feel: | Very safe | Somewhat safe | Neither safe nor unsafe | Somewhat unsafe | Very unsafe | Total |
| In your neighborhood during the day | 67% | 27% | 4% | 1% | 0% | 100% |
| In your neighborhood after dark | 30% | 50% | 9% | 9% | 2% | 100% |
| In Queen Creek's downtown area during the day | 37% | 41% | 13% | 8% | 1% | 100% |
| In Queen Creek's downtown area after dark | 9% | 36% | 22% | 21% | 13% | 100% |

| Question 7: Crime Victim | |
|--|------------------------|
| During the past twelve months, were you or anyone in your household the victim of any crime? | Percent of respondents |
| No | 83% |
| Yes | 17% |
| Total | 100% |

| Question 8: Crime Reporting | |
|---|------------------------|
| If yes, was this crime (these crimes) reported to the police? | Percent of respondents |
| No | 24% |
| Yes | 76% |
| Total | 100% |

| Question 9: Resident Behaviors | | | | | | |
|--|-------|---------------|---------------|----------------|--------------------|-------|
| In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Queen Creek? | Never | Once or twice | 3 to 12 times | 13 to 26 times | More than 26 times | Total |
| Used public library or their services | 59% | 17% | 15% | 6% | 3% | 100% |
| Used Town of Queen Creek recreation centers | 65% | 16% | 12% | 4% | 4% | 100% |
| Participated in a recreation program or activity | 63% | 21% | 11% | 2% | 3% | 100% |
| Visited a neighborhood park or Town park | 13% | 28% | 32% | 16% | 11% | 100% |
| Attended a meeting of local elected officials or other local public meeting | 69% | 21% | 8% | 1% | 1% | 100% |
| Read About Town Newsletter | 4% | 11% | 58% | 17% | 10% | 100% |
| Visited the Town of Queen Creek Web site (at www.queen creek.org) | 23% | 28% | 34% | 10% | 5% | 100% |
| Volunteered your time to some group or activity in Queen Creek | 77% | 11% | 7% | 2% | 3% | 100% |
| Participated in religious or spiritual activities in Queen Creek | 63% | 6% | 7% | 6% | 18% | 100% |
| Participated in a club or civic group in Queen Creek | 87% | 5% | 6% | 1% | 2% | 100% |
| Provided help to a friend or neighbor | 6% | 22% | 41% | 16% | 14% | 100% |

| Question 10: Neighborliness | |
|---|------------------------|
| About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)? | Percent of respondents |
| Just about everyday | 24% |
| Several times a week | 33% |
| Several times a month | 22% |
| Once a month | 10% |
| Several times a year | 7% |
| Once a year or less | 3% |
| Never | 1% |
| Total | 100% |

| Question 11: Service Quality | | | | | |
|--|-----------|------|------|------|-------|
| Please rate the quality of each of the following services in Queen Creek: | Excellent | Good | Fair | Poor | Total |
| Sheriff services | 14% | 53% | 23% | 10% | 100% |
| Fire services | 10% | 50% | 30% | 10% | 100% |
| Ambulance or emergency medical services | 13% | 53% | 27% | 6% | 100% |
| Crime prevention | 6% | 36% | 35% | 23% | 100% |
| Fire prevention and education | 8% | 32% | 45% | 15% | 100% |
| Traffic enforcement | 4% | 40% | 40% | 16% | 100% |
| Street repair | 2% | 26% | 37% | 34% | 100% |
| Street cleaning | 6% | 38% | 38% | 18% | 100% |
| Street lighting | 9% | 28% | 32% | 31% | 100% |
| Sidewalk maintenance | 5% | 40% | 38% | 16% | 100% |
| Traffic signal timing | 4% | 42% | 36% | 19% | 100% |
| Garbage collection | 24% | 48% | 19% | 8% | 100% |
| Recycling | 2% | 4% | 7% | 87% | 100% |
| Yard waste pick-up | 6% | 17% | 26% | 52% | 100% |
| Storm drainage | 5% | 26% | 41% | 27% | 100% |
| Drinking water | 7% | 35% | 40% | 18% | 100% |
| Sewer services | 8% | 54% | 30% | 7% | 100% |
| Power (electric and/or gas) utility | 15% | 55% | 26% | 3% | 100% |
| Town of Queen Creek parks | 23% | 57% | 18% | 2% | 100% |
| Recreation programs or classes | 12% | 42% | 36% | 9% | 100% |
| Recreation centers or facilities | 8% | 38% | 38% | 16% | 100% |
| Land use, planning and zoning | 3% | 33% | 44% | 21% | 100% |
| Code enforcement (weeds, abandoned buildings, etc) | 3% | 22% | 38% | 37% | 100% |
| Animal control | 7% | 38% | 41% | 15% | 100% |
| Economic development | 4% | 32% | 46% | 19% | 100% |
| Health services | 4% | 31% | 51% | 13% | 100% |
| Services to seniors | 5% | 28% | 44% | 23% | 100% |
| Services to youth | 6% | 35% | 46% | 12% | 100% |
| Services to low-income people | 4% | 31% | 49% | 15% | 100% |
| Public library services | 12% | 34% | 36% | 18% | 100% |
| Public information services | 8% | 36% | 49% | 7% | 100% |
| Public schools | 12% | 42% | 32% | 15% | 100% |
| Cable television | 9% | 39% | 32% | 21% | 100% |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 3% | 24% | 40% | 34% | 100% |
| Preservation of natural areas such as open space, farmlands and greenbelts | 6% | 30% | 38% | 25% | 100% |

| Question 12: Government Services Overall | | | | | |
|--|-----------|------|------|------|-------|
| Overall, how would you rate the quality of the services provided by each of the following? | Excellent | Good | Fair | Poor | Total |
| The Town of Queen Creek | 7% | 47% | 36% | 9% | 100% |
| The Federal Government | 2% | 28% | 52% | 18% | 100% |
| The State Government | 2% | 28% | 54% | 16% | 100% |
| Maricopa County or Pinal County Government | 3% | 36% | 46% | 15% | 100% |

| Question 13: Contact with Town Employees | |
|--|------------------------|
| Have you had any in-person or phone contact with an employee of the Town of Queen Creek within the last 12 months (including police, receptionists, planners or any others)? | Percent of respondents |
| No | 50% |
| Yes | 50% |
| Total | 100% |

| Question 14: Town Employees | | | | | |
|---|-----------|------|------|------|-------|
| What was your impression of the employee(s) of the Town of Queen Creek in your most recent contact? | Excellent | Good | Fair | Poor | Total |
| Knowledge | 29% | 49% | 13% | 9% | 100% |
| Responsiveness | 30% | 40% | 14% | 16% | 100% |
| Courtesy | 39% | 37% | 16% | 8% | 100% |
| Overall impression | 31% | 39% | 16% | 15% | 100% |

| Question 15: Government Performance | | | | | |
|--|-----------|------|------|------|-------|
| Please rate the following categories of Town government performance: | Excellent | Good | Fair | Poor | Total |
| The value of services for the taxes paid to Queen Creek | 3% | 39% | 41% | 17% | 100% |
| The overall direction that Queen Creek is taking | 6% | 47% | 32% | 15% | 100% |
| The job Queen Creek government does at welcoming citizen involvement | 9% | 46% | 34% | 11% | 100% |
| The job Queen Creek government does at listening to citizens | 4% | 39% | 38% | 19% | 100% |

| Question 16: Recommendation and Longevity | | | | | |
|---|-------------|-----------------|-------------------|---------------|-------|
| Please indicate how likely or unlikely you are to do each of the following: | Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | Total |
| Recommend living in Queen Creek to someone who asks | 36% | 46% | 10% | 8% | 100% |
| Remain in Queen Creek for the next five years | 52% | 32% | 7% | 8% | 100% |

| Question 17: Community Cooperativeness | |
|---|------------------------|
| If public officials asked everyone in Queen Creek to conserve water or electricity because of some emergency, how likely or unlikely is it that people in your community would cooperate? | Percent of respondents |
| Very likely | 36% |
| Somewhat likely | 53% |
| Somewhat unlikely | 9% |
| Very unlikely | 2% |
| Total | 100% |

| Question 18: Impact of the Economy | |
|--|------------------------|
| What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be: | Percent of respondents |
| Very positive | 3% |
| Somewhat positive | 10% |
| Neutral | 37% |
| Somewhat negative | 40% |
| Very negative | 11% |
| Total | 100% |

| Policy Question 1 | |
|---|------------------------|
| To what extent would you support or oppose a tax increase for road and intersection widening? | Percent of respondents |
| Strongly support | 6% |
| Somewhat support | 43% |
| Somewhat oppose | 22% |
| Strongly oppose | 29% |
| Total | 100% |

| Policy Question 2 | |
|--|------------------------|
| To what extent would you support or oppose a tax increase for more active parks and/or bicycle, pedestrian trails? | Percent of respondents |
| Strongly support | 9% |
| Somewhat support | 40% |
| Somewhat oppose | 23% |
| Strongly oppose | 28% |
| Total | 100% |

| Policy Question 3 | |
|--|------------------------|
| Which description do you feel best describes the Town of Queen Creek that you would most want to live in? | Percent of respondents |
| A "bedroom" community (example: a community that is comprised mostly of housing and containing few employment opportunities for local residents) | 23% |
| Vibrant downtown (example: specialty shopping, pedestrian friendly, including a mix of small lot sizes that provide other housing options for residents) | 12% |
| Convenient employment, dining and shopping (example: active nightlife, fine dining and convenient access to products and services, including a substantial employment base that provides jobs for local residents) | 33% |
| Extensive recreation options (example: sports and recreational activities, expansive park and trail system, where there are multi-use paths for equestrian, pedestrian and bicycles, substantial amounts of natural area open space) | 31% |
| Total | 100% |

| Question D1: Employment Status | |
|-------------------------------------|------------------------|
| Are you currently employed for pay? | Percent of respondents |
| No | 17% |
| Yes, full-time | 73% |
| Yes, part-time | 10% |
| Total | 100% |

| Question D2: Mode of Transportation Used for Commute | |
|--|---------------------------|
| During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? | Percent of days mode used |
| Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself | 64% |
| Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults | 20% |
| Bus, rail, subway or other public transportation | 1% |
| Bicycle | 1% |
| Bicycle | 1% |
| Work at home | 13% |
| Other | 1% |

| Question D3: Length of Residency | |
|---|------------------------|
| How many years have you lived in Queen Creek? | Percent of respondents |
| Less than 2 years | 27% |
| 2 to 5 years | 52% |
| 6 to 10 years | 13% |
| 11 to 20 years | 5% |
| More than 20 years | 3% |
| Total | 100% |

| Question D4: Housing Unit Type | |
|---|------------------------|
| Which best describes the building you live in? | Percent of respondents |
| One family house detached from any other houses | 100% |
| House attached to one or more houses (e.g., a duplex or townhome) | 0% |
| Building with two or more apartments or condominiums | 0% |
| Mobile home | 0% |
| Other | 0% |
| Total | 100% |

| Question D5: Housing Tenure (Rent/Own) | |
|---|------------------------|
| Is this house, apartment or mobile home... | Percent of respondents |
| Rented for cash or occupied without cash payment | 7% |
| Owned by you or someone in this house with a mortgage or free and clear | 93% |
| Total | 100% |

| Question D6: Monthly Housing Cost | |
|---|------------------------|
| About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)? | Percent of respondents |
| Less than \$300 per month | 2% |
| \$300 to \$599 per month | 3% |
| \$600 to \$999 per month | 3% |
| \$1,000 to \$1,499 per month | 21% |
| \$1,500 to \$2,499 per month | 43% |
| \$2,500 or more per month | 28% |
| Total | 100% |

| Question D7: Presence of Children in Household | |
|---|------------------------|
| Do any children 17 or under live in your household? | Percent of respondents |
| No | 43% |
| Yes | 57% |
| Total | 100% |

| Question D8: Presence of Older Adults in Household | |
|--|------------------------|
| Are you or any other members of your household aged 65 or older? | Percent of respondents |
| No | 86% |
| Yes | 14% |
| Total | 100% |

| Question D9: Household Income | |
|--|------------------------|
| How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.) | Percent of respondents |
| Less than \$24,999 | 2% |
| \$25,000 to \$49,999 | 13% |
| \$50,000 to \$99,999 | 41% |
| \$100,000 to \$149,000 | 28% |
| \$150,000 or more | 17% |
| Total | 100% |

| Question D10: Ethnicity | |
|--|------------------------|
| Are you Spanish, Hispanic or Latino? | Percent of respondents |
| No, not Spanish, Hispanic or Latino | 73% |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 27% |
| Total | 100% |

| Question D11: Race | |
|---|------------------------|
| What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.) | Percent of respondents |
| American Indian or Alaskan Native | 3% |
| Asian, Asian Indian or Pacific Islander | 4% |
| Black or African American | 1% |
| White | 80% |
| Other | 15% |
| Total may exceed 100% as respondents could select more than one option | |

| Question D12: Age | |
|--------------------------------|------------------------|
| In which category is your age? | Percent of respondents |
| 18 to 24 years | 4% |
| 25 to 34 years | 28% |
| 35 to 44 years | 28% |
| 45 to 54 years | 20% |
| 55 to 64 years | 12% |
| 65 to 74 years | 8% |
| 75 years or older | 1% |
| Total | 100% |

| Question D13: Gender | |
|----------------------|------------------------|
| What is your sex? | Percent of respondents |
| Female | 51% |
| Male | 49% |
| Total | 100% |

| Question D14: Registered to Vote | |
|--|------------------------|
| Are you registered to vote in your jurisdiction? | Percent of respondents |
| No | 15% |
| Yes | 84% |
| Ineligible to vote | 1% |
| Total | 100% |

| Question D15: Voted in Last General Election | |
|--|------------------------|
| Many people don't have time to vote in elections. Did you vote in the last general election? | Percent of respondents |
| No | 23% |
| Yes | 74% |
| Ineligible to vote | 3% |
| Total | 100% |

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

| Question 1: Quality of Life | | | | | | | | | | | | |
|--|--------------------------------|-----|------|-----|------|-----|------|-----|------------|-----|-------|------|
| Please rate each of the following aspects of quality of life in Queen Creek: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
| | Queen Creek as a place to live | 24% | 110 | 57% | 261 | 17% | 80 | 2% | 8 | 0% | 1 | 100% |
| Your neighborhood as a place to live | 35% | 159 | 49% | 223 | 13% | 59 | 4% | 17 | 0% | 0 | 100% | 457 |
| Queen Creek as a place to raise children | 27% | 121 | 47% | 216 | 14% | 62 | 4% | 16 | 9% | 41 | 100% | 456 |
| Queen Creek as a place to work | 3% | 14 | 12% | 52 | 16% | 75 | 36% | 162 | 33% | 151 | 100% | 454 |
| Queen Creek as a place to retire | 16% | 75 | 35% | 160 | 18% | 83 | 8% | 38 | 22% | 99 | 100% | 455 |
| The overall quality of life in Queen Creek | 20% | 91 | 52% | 233 | 26% | 118 | 2% | 8 | 0% | 2 | 100% | 452 |

| Question 2: Community Characteristics | | | | | | | | | | | | |
|---|--------------------|-----|------|-----|------|-----|------|-----|------------|-----|-------|------|
| Please rate each of the following characteristics as they relate to Queen Creek as a whole: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
| | Sense of community | 10% | 45 | 50% | 227 | 29% | 131 | 8% | 36 | 3% | 13 | 100% |
| Openness and acceptance of the community towards people of diverse backgrounds | 12% | 56 | 43% | 197 | 27% | 125 | 7% | 30 | 11% | 49 | 100% | 458 |
| Overall appearance of Queen Creek | 7% | 32 | 41% | 187 | 40% | 182 | 12% | 55 | 0% | 2 | 100% | 458 |
| Cleanliness of Queen Creek | 8% | 37 | 44% | 201 | 38% | 174 | 9% | 41 | 0% | 2 | 100% | 456 |
| Overall quality of new development in Queen Creek | 17% | 80 | 50% | 231 | 25% | 114 | 7% | 31 | 1% | 4 | 100% | 461 |
| Variety of housing options | 14% | 63 | 52% | 238 | 26% | 119 | 6% | 26 | 3% | 12 | 100% | 458 |
| Overall quality of business and service establishments in Queen Creek | 7% | 30 | 34% | 153 | 43% | 198 | 15% | 70 | 1% | 4 | 100% | 455 |
| Shopping opportunities | 4% | 19 | 32% | 144 | 41% | 184 | 22% | 102 | 1% | 3 | 100% | 452 |
| Opportunities to attend cultural activities | 3% | 12 | 21% | 96 | 36% | 165 | 25% | 116 | 15% | 70 | 100% | 459 |
| Recreational opportunities | 5% | 22 | 29% | 134 | 41% | 187 | 17% | 77 | 9% | 40 | 100% | 459 |
| Employment opportunities | 1% | 4 | 6% | 25 | 24% | 112 | 43% | 196 | 27% | 122 | 100% | 459 |

| Question 2: Community Characteristics | | | | | | | | | | | | |
|---|---------------------------|----|------|-----|------|-----|------|-----|------------|-----|-------|------|
| Please rate each of the following characteristics as they relate to Queen Creek as a whole: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
| | Educational opportunities | 3% | 12 | 23% | 105 | 31% | 140 | 24% | 108 | 20% | 94 | 100% |
| Opportunities to participate in social events and activities | 3% | 15 | 29% | 132 | 42% | 194 | 12% | 54 | 14% | 63 | 100% | 457 |
| Opportunities to participate in religious or spiritual events and activities | 10% | 45 | 33% | 150 | 26% | 119 | 9% | 41 | 22% | 103 | 100% | 459 |
| Opportunities to volunteer | 6% | 26 | 28% | 128 | 30% | 139 | 5% | 24 | 31% | 141 | 100% | 457 |
| Opportunities to participate in community matters | 6% | 29 | 33% | 149 | 38% | 172 | 5% | 23 | 17% | 76 | 100% | 449 |
| Ease of car travel in Queen Creek | 2% | 11 | 13% | 59 | 30% | 140 | 53% | 242 | 2% | 9 | 100% | 460 |
| Ease of bus travel in Queen Creek | 1% | 4 | 5% | 21 | 5% | 23 | 53% | 241 | 36% | 164 | 100% | 453 |
| Ease of bicycle travel in Queen Creek | 3% | 16 | 13% | 58 | 27% | 122 | 33% | 152 | 24% | 107 | 100% | 456 |
| Ease of walking in Queen Creek | 6% | 26 | 29% | 131 | 31% | 143 | 29% | 131 | 5% | 24 | 100% | 455 |
| Availability of paths and walking trails | 7% | 34 | 25% | 115 | 33% | 151 | 27% | 121 | 8% | 36 | 100% | 457 |
| Traffic flow on major streets | 2% | 9 | 12% | 56 | 27% | 124 | 58% | 264 | 1% | 5 | 100% | 459 |
| Availability of affordable quality housing | 13% | 59 | 40% | 185 | 35% | 161 | 5% | 21 | 7% | 32 | 100% | 458 |
| Availability of affordable quality child care | 3% | 11 | 10% | 46 | 18% | 80 | 8% | 38 | 61% | 273 | 100% | 448 |
| Availability of affordable quality health care | 5% | 22 | 20% | 92 | 33% | 151 | 14% | 62 | 28% | 124 | 100% | 451 |
| Availability of affordable quality food | 5% | 22 | 29% | 133 | 47% | 214 | 17% | 78 | 2% | 11 | 100% | 457 |
| Availability of preventive health services | 3% | 13 | 24% | 109 | 33% | 149 | 10% | 45 | 30% | 138 | 100% | 453 |
| Air quality | 7% | 30 | 43% | 192 | 37% | 165 | 9% | 40 | 4% | 18 | 100% | 446 |
| Quality of overall natural environment in Queen Creek | 9% | 39 | 46% | 210 | 35% | 157 | 7% | 30 | 4% | 18 | 100% | 454 |
| Overall image or reputation of Queen Creek | 6% | 30 | 45% | 203 | 34% | 154 | 13% | 61 | 2% | 8 | 100% | 457 |

| Question 3: Growth | | | | | | | | | | | | | | |
|---|-------------------|-----|-------------------|-----|--------------|-----|-------------------|-----|---------------|-----|------------|-----|-------|------|
| Please rate the speed of growth in the following categories in Queen Creek over the past 2 years: | Much too slow | | Somewhat too slow | | Right amount | | Somewhat too fast | | Much too fast | | Don't know | | Total | |
| | Population growth | 0% | 1 | 2% | 8 | 24% | 110 | 37% | 169 | 33% | 149 | 5% | 21 | 100% |
| Retail growth (stores, restaurants, etc.) | 14% | 64 | 34% | 155 | 35% | 161 | 7% | 34 | 6% | 29 | 3% | 16 | 100% | 458 |
| Jobs growth | 23% | 104 | 32% | 145 | 10% | 43 | 1% | 3 | 1% | 4 | 34% | 157 | 100% | 456 |

| Question 4: Code Enforcement | | |
|---|------------------------|------------|
| To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Queen Creek? | Percent of respondents | Count |
| Not a problem | 6% | 25 |
| Minor problem | 33% | 152 |
| Moderate problem | 37% | 169 |
| Major problem | 21% | 95 |
| Don't know | 3% | 15 |
| Total | 100% | 456 |

| Question 5: Community Safety | | | | | | | | | | | | | | |
|--|--|-----|---------------|-----|-------------------------|-----|-----------------|----|-------------|----|------------|----|-------|------|
| Please rate how safe or unsafe you feel from the following in Queen Creek: | Very safe | | Somewhat safe | | Neither safe nor unsafe | | Somewhat unsafe | | Very unsafe | | Don't know | | Total | |
| | Violent crime (e.g., rape, assault, robbery) | 27% | 125 | 50% | 231 | 11% | 49 | 9% | 43 | 1% | 4 | 1% | 6 | 100% |
| Property crimes (e.g., burglary, theft) | 8% | 36 | 49% | 226 | 15% | 70 | 21% | 95 | 6% | 25 | 1% | 5 | 100% | 459 |
| Environmental hazards, including toxic waste | 28% | 127 | 36% | 166 | 17% | 78 | 4% | 17 | 1% | 3 | 15% | 69 | 100% | 459 |

| Question 6: Personal Safety | | | | | | | | | | | | | | |
|---|-------------------------------------|-----|---------------|-----|-------------------------|----|-----------------|----|-------------|----|------------|-----|-------|------|
| Please rate how safe or unsafe you feel: | Very safe | | Somewhat safe | | Neither safe nor unsafe | | Somewhat unsafe | | Very unsafe | | Don't know | | Total | |
| | In your neighborhood during the day | 67% | 308 | 27% | 125 | 4% | 20 | 1% | 4 | 0% | 1 | 0% | 2 | 100% |
| In your neighborhood after dark | 30% | 137 | 49% | 227 | 9% | 40 | 9% | 43 | 2% | 9 | 1% | 4 | 100% | 460 |
| In Queen Creek's downtown area during the day | 32% | 148 | 35% | 161 | 11% | 51 | 7% | 31 | 1% | 6 | 13% | 62 | 100% | 460 |
| In Queen Creek's downtown area after dark | 7% | 31 | 28% | 130 | 17% | 78 | 16% | 76 | 10% | 45 | 22% | 100 | 100% | 460 |

| Question 7: Crime Victim | | |
|--|------------------------|-------|
| During the past twelve months, were you or anyone in your household the victim of any crime? | Percent of respondents | Count |
| No | 83% | 374 |
| Yes | 17% | 76 |
| Don't know | 1% | 2 |
| Total | 100% | 452 |

| Question 8: Crime Reporting | | |
|---|------------------------|-------|
| If yes, was this crime (these crimes) reported to the police? | Percent of respondents | Count |
| No | 24% | 18 |
| Yes | 74% | 58 |
| Don't know | 2% | 2 |
| Total | 100% | 78 |

| Question 9: Resident Behaviors | | | | | | | | | | | | |
|--|---------------------------------------|-----|---------------|-----|---------------|-----|----------------|----|--------------------|----|-------|------|
| In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Queen Creek? | Never | | Once or twice | | 3 to 12 times | | 13 to 26 times | | More than 26 times | | Total | |
| | Used public library or their services | 59% | 268 | 17% | 80 | 15% | 69 | 6% | 28 | 3% | 12 | 100% |
| Used Town of Queen Creek recreation centers | 65% | 295 | 16% | 73 | 12% | 54 | 4% | 17 | 4% | 17 | 100% | 457 |
| Participated in a recreation program or activity | 63% | 287 | 21% | 96 | 11% | 52 | 2% | 9 | 3% | 13 | 100% | 457 |
| Visited a neighborhood park or Town park | 13% | 60 | 28% | 129 | 32% | 147 | 16% | 71 | 11% | 49 | 100% | 456 |
| Attended a meeting of local elected officials or other local public meeting | 69% | 316 | 21% | 97 | 8% | 34 | 1% | 7 | 1% | 4 | 100% | 458 |
| Read About Town Newsletter | 4% | 19 | 11% | 48 | 58% | 262 | 17% | 79 | 10% | 44 | 100% | 451 |
| Visited the Town of Queen Creek Web site (at www.queencreek.org) | 23% | 104 | 28% | 127 | 34% | 157 | 10% | 45 | 5% | 22 | 100% | 455 |
| Volunteered your time to some group or activity in Queen Creek | 77% | 352 | 11% | 51 | 7% | 31 | 2% | 8 | 3% | 15 | 100% | 456 |
| Participated in religious or spiritual activities in Queen Creek | 63% | 290 | 6% | 29 | 7% | 34 | 6% | 25 | 18% | 80 | 100% | 459 |
| Participated in a club or civic group in Queen Creek | 87% | 395 | 5% | 23 | 6% | 28 | 1% | 2 | 2% | 7 | 100% | 456 |
| Provided help to a friend or neighbor | 6% | 26 | 22% | 102 | 41% | 188 | 16% | 75 | 14% | 66 | 100% | 456 |

| Question 10: Neighborliness | | |
|---|------------------------|-------|
| About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)? | Percent of respondents | Count |
| Just about everyday | 24% | 110 |
| Several times a week | 33% | 153 |
| Several times a month | 22% | 100 |
| Once a month | 10% | 47 |
| Several times a year | 7% | 32 |
| Once a year or less | 3% | 16 |
| Never | 1% | 2 |
| Total | 100% | 460 |

| Question 11: Service Quality | | | | | | | | | | | | |
|---|-----------|-------|------|-------|------|-------|------|-------|------------|-------|-------|-------|
| Please rate the quality of each of the following services in Queen Creek: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
| | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count |
| Sheriff services | 11% | 49 | 41% | 190 | 18% | 84 | 8% | 36 | 22% | 98 | 100% | 458 |
| Fire services | 6% | 26 | 29% | 133 | 18% | 81 | 6% | 26 | 41% | 189 | 100% | 455 |
| Ambulance or emergency medical services | 7% | 31 | 27% | 123 | 14% | 63 | 3% | 15 | 49% | 223 | 100% | 455 |
| Crime prevention | 4% | 18 | 22% | 99 | 22% | 98 | 14% | 62 | 39% | 177 | 100% | 454 |
| Fire prevention and education | 4% | 18 | 15% | 69 | 21% | 95 | 7% | 31 | 53% | 238 | 100% | 451 |
| Traffic enforcement | 4% | 17 | 34% | 151 | 34% | 152 | 14% | 62 | 15% | 69 | 100% | 450 |
| Street repair | 2% | 10 | 25% | 113 | 36% | 162 | 33% | 148 | 5% | 22 | 100% | 455 |
| Street cleaning | 6% | 27 | 36% | 162 | 35% | 161 | 17% | 76 | 6% | 29 | 100% | 455 |
| Street lighting | 9% | 39 | 28% | 125 | 31% | 142 | 30% | 137 | 3% | 12 | 100% | 456 |
| Sidewalk maintenance | 5% | 20 | 34% | 156 | 33% | 148 | 14% | 62 | 15% | 66 | 100% | 451 |
| Traffic signal timing | 4% | 16 | 40% | 182 | 35% | 157 | 18% | 81 | 4% | 18 | 100% | 454 |
| Garbage collection | 23% | 106 | 46% | 211 | 19% | 85 | 8% | 34 | 4% | 19 | 100% | 455 |
| Recycling | 1% | 7 | 3% | 15 | 6% | 27 | 75% | 339 | 14% | 64 | 100% | 453 |
| Yard waste pick-up | 4% | 18 | 12% | 53 | 18% | 82 | 36% | 163 | 30% | 135 | 100% | 452 |
| Storm drainage | 4% | 19 | 22% | 99 | 34% | 154 | 22% | 102 | 18% | 84 | 100% | 457 |
| Drinking water | 6% | 30 | 33% | 151 | 37% | 169 | 17% | 76 | 7% | 32 | 100% | 457 |
| Sewer services | 6% | 28 | 41% | 186 | 23% | 103 | 6% | 25 | 24% | 109 | 100% | 452 |
| Power (electric and/or gas) utility | 15% | 69 | 54% | 248 | 26% | 118 | 3% | 14 | 2% | 8 | 100% | 458 |
| Town of Queen Creek parks | 22% | 99 | 53% | 242 | 16% | 74 | 2% | 7 | 8% | 35 | 100% | 457 |
| Recreation programs or classes | 7% | 31 | 24% | 108 | 20% | 92 | 5% | 24 | 44% | 202 | 100% | 456 |
| Recreation centers or facilities | 5% | 21 | 22% | 100 | 22% | 99 | 9% | 41 | 43% | 194 | 100% | 455 |
| Land use, planning and zoning | 2% | 10 | 28% | 127 | 37% | 169 | 18% | 80 | 16% | 72 | 100% | 457 |
| Code enforcement (weeds, abandoned buildings, etc) | 3% | 12 | 18% | 82 | 31% | 140 | 30% | 135 | 19% | 87 | 100% | 456 |
| Animal control | 5% | 21 | 26% | 117 | 28% | 127 | 10% | 45 | 32% | 148 | 100% | 458 |
| Economic development | 3% | 14 | 25% | 115 | 36% | 166 | 15% | 68 | 21% | 93 | 100% | 455 |
| Health services | 3% | 14 | 21% | 98 | 35% | 159 | 9% | 40 | 32% | 146 | 100% | 457 |
| Services to seniors | 1% | 7 | 8% | 36 | 13% | 57 | 7% | 30 | 71% | 324 | 100% | 454 |

| Question 11: Service Quality | | | | | | | | | | | | |
|--|-------------------|----|------|-----|------|-----|------|----|------------|-----|-------|------|
| Please rate the quality of each of the following services in Queen Creek: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
| | Services to youth | 3% | 14 | 17% | 77 | 22% | 102 | 6% | 27 | 52% | 236 | 100% |
| Services to low-income people | 1% | 5 | 9% | 41 | 14% | 64 | 4% | 20 | 72% | 326 | 100% | 455 |
| Public library services | 8% | 37 | 23% | 105 | 24% | 111 | 13% | 57 | 32% | 145 | 100% | 454 |
| Public information services | 5% | 24 | 25% | 113 | 34% | 155 | 5% | 23 | 31% | 141 | 100% | 456 |
| Public schools | 8% | 36 | 28% | 129 | 21% | 96 | 10% | 44 | 33% | 152 | 100% | 457 |
| Cable television | 7% | 30 | 29% | 133 | 24% | 109 | 16% | 71 | 25% | 113 | 100% | 457 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 1% | 5 | 10% | 43 | 16% | 71 | 13% | 61 | 60% | 271 | 100% | 452 |
| Preservation of natural areas such as open space, farmlands and greenbelts | 5% | 25 | 26% | 117 | 33% | 148 | 22% | 97 | 14% | 64 | 100% | 451 |

| Question 12: Government Services Overall | | | | | | | | | | | | |
|--|-------------------------|----|------|-----|------|-----|------|----|------------|----|-------|------|
| Overall, how would you rate the quality of the services provided by each of the following? | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
| | The Town of Queen Creek | 6% | 29 | 43% | 198 | 33% | 152 | 9% | 40 | 8% | 38 | 100% |
| The Federal Government | 2% | 8 | 22% | 102 | 42% | 191 | 14% | 66 | 20% | 90 | 100% | 457 |
| The State Government | 2% | 8 | 23% | 106 | 45% | 205 | 14% | 62 | 17% | 76 | 100% | 457 |
| Maricopa County or Pinal County Government | 2% | 10 | 30% | 137 | 39% | 177 | 13% | 59 | 16% | 73 | 100% | 457 |

| Question 13: Contact with Town Employees | | |
|--|------------------------|-------|
| Have you had any in-person or phone contact with an employee of the Town of Queen Creek within the last 12 months (including police, receptionists, planners or any others)? | Percent of respondents | Count |
| No | 50% | 226 |
| Yes | 50% | 228 |
| Total | 100% | 454 |

| Question 14: Town Employees | | | | | | | | | | | | |
|---|-----------|-----|------|-----|------|-----|------|----|------------|----|-------|------|
| What was your impression of the employee(s) of the Town of Queen Creek in your most recent contact? | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
| | Knowledge | 28% | 69 | 47% | 117 | 13% | 32 | 8% | 21 | 4% | 10 | 100% |
| Responsiveness | 29% | 71 | 39% | 96 | 14% | 34 | 15% | 38 | 4% | 10 | 100% | 248 |
| Courtesy | 37% | 93 | 36% | 89 | 16% | 39 | 7% | 18 | 4% | 9 | 100% | 248 |
| Overall impression | 29% | 73 | 37% | 93 | 15% | 38 | 14% | 36 | 4% | 9 | 100% | 248 |

| Question 15: Government Performance | | | | | | | | | | | | |
|---|---|----|------|-----|------|-----|------|-----|------------|-----|-------|------|
| Please rate the following categories of Queen Creek government performance: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
| | The value of services for the taxes paid to Queen Creek | 3% | 13 | 34% | 157 | 36% | 168 | 15% | 68 | 12% | 54 | 100% |
| The overall direction that Queen Creek is taking | 6% | 26 | 45% | 206 | 30% | 139 | 14% | 65 | 5% | 23 | 100% | 459 |
| The job Queen Creek government does at welcoming citizen involvement | 7% | 33 | 35% | 162 | 26% | 120 | 9% | 40 | 22% | 102 | 100% | 458 |
| The job Queen Creek government does at listening to citizens | 3% | 12 | 28% | 127 | 27% | 123 | 14% | 63 | 29% | 131 | 100% | 456 |

| Question 16: Recommendation and Longevity | | | | | | | | | | | | |
|---|---|-----|-----------------|-----|-------------------|-----|---------------|----|------------|----|-------|------|
| Please indicate how likely or unlikely you are to do each of the following: | Very likely | | Somewhat likely | | Somewhat unlikely | | Very unlikely | | Don't know | | Total | |
| | Recommend living in Queen Creek to someone who asks | 35% | 162 | 46% | 210 | 10% | 46 | 7% | 34 | 2% | 9 | 100% |
| Remain in Queen Creek for the next five years | 51% | 234 | 31% | 143 | 7% | 31 | 8% | 37 | 3% | 15 | 100% | 461 |

| Question 17: Community Cooperativeness | | |
|---|------------------------|-------|
| If public officials asked everyone in Queen Creek to conserve water or electricity because of some emergency, how likely or unlikely is it that people in your community would cooperate? | Percent of respondents | Count |
| Very likely | 36% | 163 |
| Somewhat likely | 53% | 242 |
| Somewhat unlikely | 9% | 42 |
| Very unlikely | 2% | 11 |
| Total | 100% | 458 |

| Question 18: Impact of the Economy | | |
|--|------------------------|-------|
| What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be: | Percent of respondents | Count |
| Very positive | 3% | 12 |
| Somewhat positive | 10% | 47 |
| Neutral | 37% | 169 |
| Somewhat negative | 40% | 183 |
| Very negative | 11% | 51 |
| Total | 100% | 461 |

| Policy Question 1 | |
|---|------------------------|
| To what extent would you support or oppose a tax increase for road and intersection widening? | Percent of respondents |
| Strongly support | 6% |
| Somewhat support | 41% |
| Somewhat oppose | 21% |
| Strongly oppose | 28% |
| Don't know | 5% |
| Total | 100% |

| Policy Question 2 | |
|--|------------------------|
| To what extent would you support or oppose a tax increase for more active parks and/or bicycle, pedestrian trails? | Percent of respondents |
| Strongly support | 9% |
| Somewhat support | 38% |
| Somewhat oppose | 22% |
| Strongly oppose | 26% |
| Don't know | 5% |
| Total | 100% |

| Policy Question 3 | |
|--|------------------------|
| Which description do you feel best describes the Town of Queen Creek that you would most want to live in? | Percent of respondents |
| A "bedroom" community (example: a community that is comprised mostly of housing and containing few employment opportunities for local residents) | 22% |
| Vibrant downtown (example: specialty shopping, pedestrian friendly, including a mix of small lot sizes that provide other housing options for residents) | 11% |
| Convenient employment, dining and shopping (example: active nightlife, fine dining and convenient access to products and services, including a substantial employment base that provides jobs for local residents) | 31% |
| Extensive recreation options (example: sports and recreational activities, expansive park and trail system, where there are multi-use paths for equestrian, pedestrian and bicycles, substantial amounts of natural area open space) | 29% |
| Don't know | 8% |
| Total | 100% |

| Question D1: Employment Status | | |
|-------------------------------------|------------------------|-------|
| Are you currently employed for pay? | Percent of respondents | Count |
| No | 17% | 80 |
| Yes, full-time | 73% | 336 |
| Yes, part-time | 10% | 44 |
| Total | 100% | 459 |

| Question D2: Mode of Transportation Used for Commute | |
|--|---------------------------|
| During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? | Percent of days mode used |
| Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself | 64% |
| Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults | 20% |
| Bus, rail, subway or other public transportation | 1% |
| Bicycle | 1% |
| Bicycle | 1% |
| Work at home | 13% |
| Other | 1% |

| Question D3: Length of Residency | | |
|---|------------------------|-------|
| How many years have you lived in Queen Creek? | Percent of respondents | Count |
| Less than 2 years | 27% | 107 |
| 2 to 5 years | 52% | 212 |
| 6 to 10 years | 13% | 53 |
| 11 to 20 years | 5% | 21 |
| More than 20 years | 3% | 12 |
| Total | 100% | 405 |

| Question D4: Housing Unit Type | | |
|---|------------------------|-------|
| Which best describes the building you live in? | Percent of respondents | Count |
| One family house detached from any other houses | 100% | 454 |
| House attached to one or more houses (e.g., a duplex or townhome) | 0% | 0 |
| Building with two or more apartments or condominiums | 0% | 1 |
| Mobile home | 0% | 1 |
| Other | 0% | 1 |
| Total | 100% | 456 |

| Question D5: Housing Tenure (Rent/Own) | | |
|---|------------------------|-------|
| Is this house, apartment or mobile home... | Percent of respondents | Count |
| Rented for cash or occupied without cash payment | 7% | 30 |
| Owned by you or someone in this house with a mortgage or free and clear | 93% | 413 |
| Total | 100% | 442 |

| Question D6: Monthly Housing Cost | | |
|---|------------------------|-------|
| About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)? | Percent of respondents | Count |
| Less than \$300 per month | 2% | 11 |
| \$300 to \$599 per month | 3% | 13 |
| \$600 to \$999 per month | 3% | 14 |
| \$1,000 to \$1,499 per month | 21% | 93 |
| \$1,500 to \$2,499 per month | 43% | 191 |
| \$2,500 or more per month | 28% | 126 |
| Total | 100% | 449 |

| Question D7: Presence of Children in Household | | |
|---|------------------------|-------|
| Do any children 17 or under live in your household? | Percent of respondents | Count |
| No | 43% | 197 |
| Yes | 57% | 264 |
| Total | 100% | 461 |

| Question D8: Presence of Older Adults in Household | | |
|--|------------------------|-------|
| Are you or any other members of your household aged 65 or older? | Percent of respondents | Count |
| No | 86% | 397 |
| Yes | 14% | 63 |
| Total | 100% | 460 |

| Question D9: Household Income | | |
|--|------------------------|-------|
| How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.) | Percent of respondents | Count |
| Less than \$24,999 | 2% | 9 |
| \$25,000 to \$49,999 | 13% | 57 |
| \$50,000 to \$99,999 | 41% | 181 |
| \$100,000 to \$149,000 | 28% | 125 |
| \$150,000 or more | 17% | 75 |
| Total | 100% | 446 |

| Question D10: Ethnicity | | |
|--|------------------------|-------|
| Are you Spanish, Hispanic or Latino? | Percent of respondents | Count |
| No, not Spanish, Hispanic or Latino | 73% | 332 |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 27% | 122 |
| Total | 100% | 454 |

| Question D11: Race | | |
|---|------------------------|-------|
| What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.) | Percent of respondents | Count |
| American Indian or Alaskan Native | 3% | 14 |
| Asian, Asian Indian or Pacific Islander | 4% | 17 |
| Black or African American | 1% | 6 |
| White | 80% | 363 |
| Other | 15% | 69 |
| Total may exceed 100% as respondents could select more than one option | | |

| Question D12: Age | | |
|--------------------------------|------------------------|-------|
| In which category is your age? | Percent of respondents | Count |
| 18 to 24 years | 4% | 17 |
| 25 to 34 years | 28% | 128 |
| 35 to 44 years | 28% | 127 |
| 45 to 54 years | 20% | 94 |
| 55 to 64 years | 12% | 54 |
| 65 to 74 years | 8% | 37 |
| 75 years or older | 1% | 3 |
| Total | 100% | 461 |

| Question D13: Gender | | |
|----------------------|------------------------|-------|
| What is your sex? | Percent of respondents | Count |
| Female | 51% | 234 |
| Male | 49% | 221 |
| Total | 100% | 455 |

| Question D14: Registered to Vote | | |
|--|------------------------|-------|
| Are you registered to vote in your jurisdiction? | Percent of respondents | Count |
| No | 15% | 68 |
| Yes | 82% | 379 |
| Ineligible to vote | 1% | 4 |
| Don't know | 2% | 11 |
| Total | 100% | 461 |

| Question D15: Voted in Last General Election | | |
|--|------------------------|-------|
| Many people don't have time to vote in elections. Did you vote in the last general election? | Percent of respondents | Count |
| No | 23% | 106 |
| Yes | 73% | 338 |
| Ineligible to vote | 3% | 15 |
| Don't know | 1% | 3 |
| Total | 100% | 461 |

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by Town officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the

resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

SURVEY SAMPLING

"Sampling" refers to the method by which survey recipients were chosen. All households within the Town of Queen Creek were eligible to participate in the survey; 2,000 were selected to receive the survey. These 2,000 households were randomly selected from a comprehensive list of all housing units within the Town of Queen Creek boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the Town of Queen Creek households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the Town of Queen Creek boundaries were removed from consideration.

To choose the 2,000 survey recipients, a systematic sampling method was applied to the list of households known to be within the Town of Queen Creek. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, in two stages between February 15, 2008 and April 29, 2008. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following 12 weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Four hundred eighty-two surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,518 households receiving the survey mailings, 461 completed the survey, providing a response rate of 30%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than 5 percentage points in either direction from what would have been obtained had responses been collected from all Town of Queen Creek adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were ethnicity and gender/age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

| Weighting Scheme for the Queen Creek 2008 National Citizen Survey | | | |
|---|------------------------------|------------------------|----------------------|
| Respondent Characteristics | Population Norm ¹ | Unweighted Survey Data | Weighted Survey Data |
| Tenure | | | |
| Rent Home | 8% | 5% | 7% |
| Own Home | 92% | 95% | 93% |
| Type of Housing Unit | | | |
| Single-Family Detached | 100% | 100% | 100% |
| Attached | 0% | 0% | 0% |
| Ethnicity | | | |
| Non-Hispanic | 70% | 92% | 73% |
| Hispanic | 30% | 8% | 27% |
| Race | | | |
| White/Caucasian | 82% | 87% | 77% |
| Non-White | 18% | 13% | 23% |
| Gender | | | |
| Female | 49% | 53% | 51% |
| Male | 51% | 47% | 49% |
| Age | | | |
| 18-34 | 31% | 20% | 32% |
| 35-54 | 50% | 53% | 48% |
| 55+ | 19% | 28% | 20% |
| Gender and Age | | | |
| Females 18-34 | 15% | 13% | 16% |
| Females 35-54 | 25% | 27% | 26% |
| Females 55+ | 9% | 13% | 9% |
| Males 18-34 | 16% | 7% | 16% |
| Males 35-54 | 25% | 26% | 22% |
| Males 55+ | 10% | 14% | 11% |

¹ Source: 2000 Census

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the Town of Queen Creek.