



# Town of Queen Creek Citizen Survey

WestGroup Research  
December 2021

# Background and Methodology

- Purpose: Measure residents regarding attitudes and approval levels of the Town's functionality. The tracking study also measures changes in these perceptions since the 2014, 2016, 2017 and 2019 Citizen Surveys.
- In 2021, an updated multi-mode data collection strategy was implemented. It included outbound and inbound telephone interviews and a web survey promoted by a mailing of 8,667 letters. Of note, the response to the mailed letter (7.4% response rate) was more than twice the response rate to the postcard invitation used in 2019 (3.5% response rate).
- 261 surveys were completed by telephone, and 640 were completed online. Data collection occurred between September 29 and November 8, 2021.
- The average interview length was 18.5 minutes.
- The total sample size of n=906 has a margin of error of  $\pm 3\%$  at the 95% confidence level.

# Demographics

- The multi-mode data collection methodology, including the letter invitation, resulted in an extremely high response rate from TOQC residents. However, participation among the Town's youngest adult residents was not as enthusiastic; therefore the total data has been weighted by age to reflect the demographic composition of TOQC.

Characteristic	Non-weighted n=906	Weighted n=906
<b>Gender</b>		
Male	50%	50%
Female	49%	49%
Other/Declined to Answer	<1%	1%
<b>Ethnicity</b>		
Caucasian	79%	79%
African American	3%	3%
Latino/Hispanic	6%	9%
Asian	2%	2%
Other	1%	1%
Declined to Answer	6%	6%
<b>Age</b>		
18 to 34 years	11%	20%
35 to 54 years	47%	48%
55 to 64 years	21%	15%
65+ years	21%	17%

# Demographics (continued)

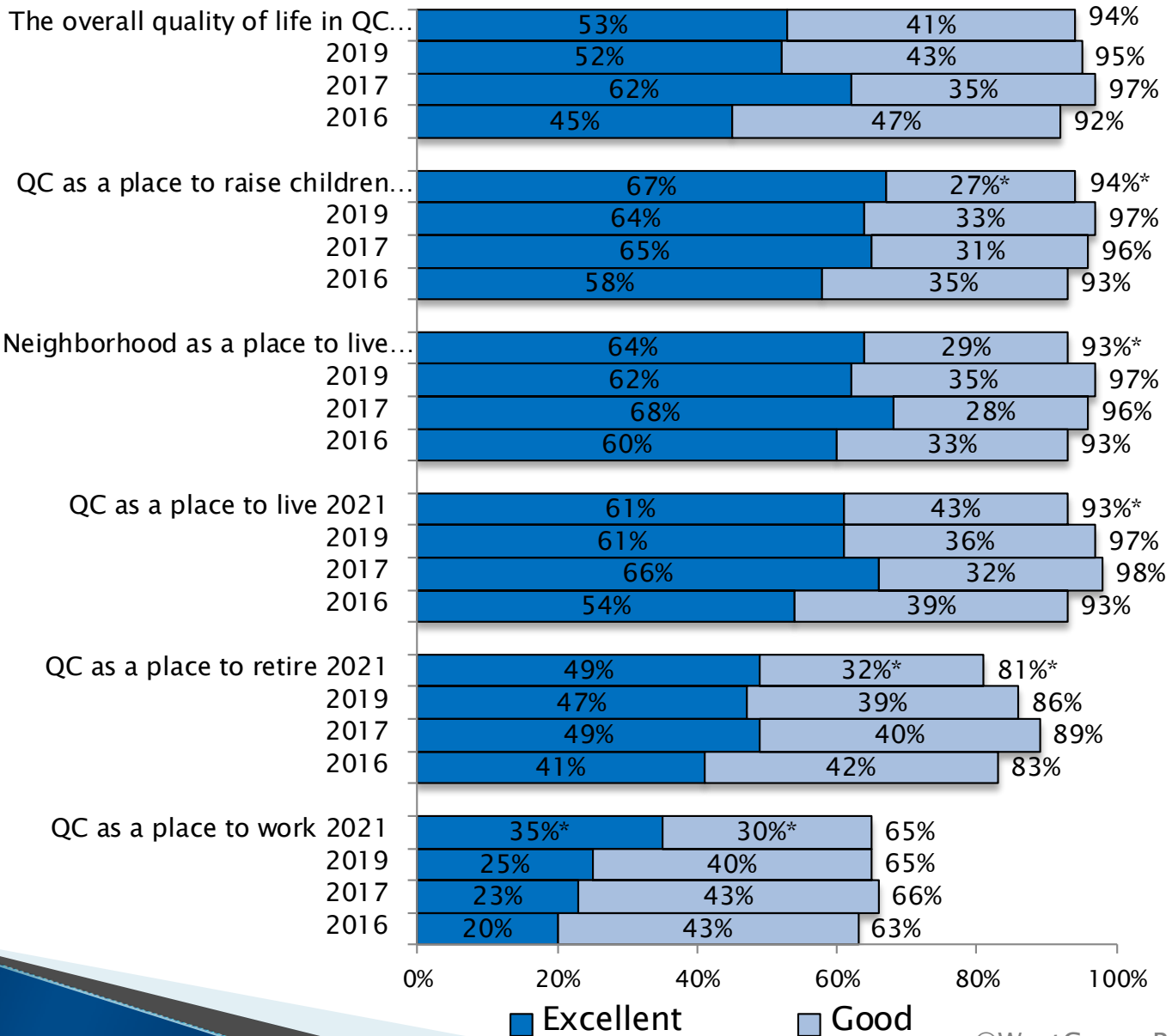
There were some notable shifts in the demographic composition of residents this year compared to 2019.

These shifts are likely related in part to the continued accelerated growth of Queen Creek over the past few years, but also in part to the high opt-in response to the mailing.

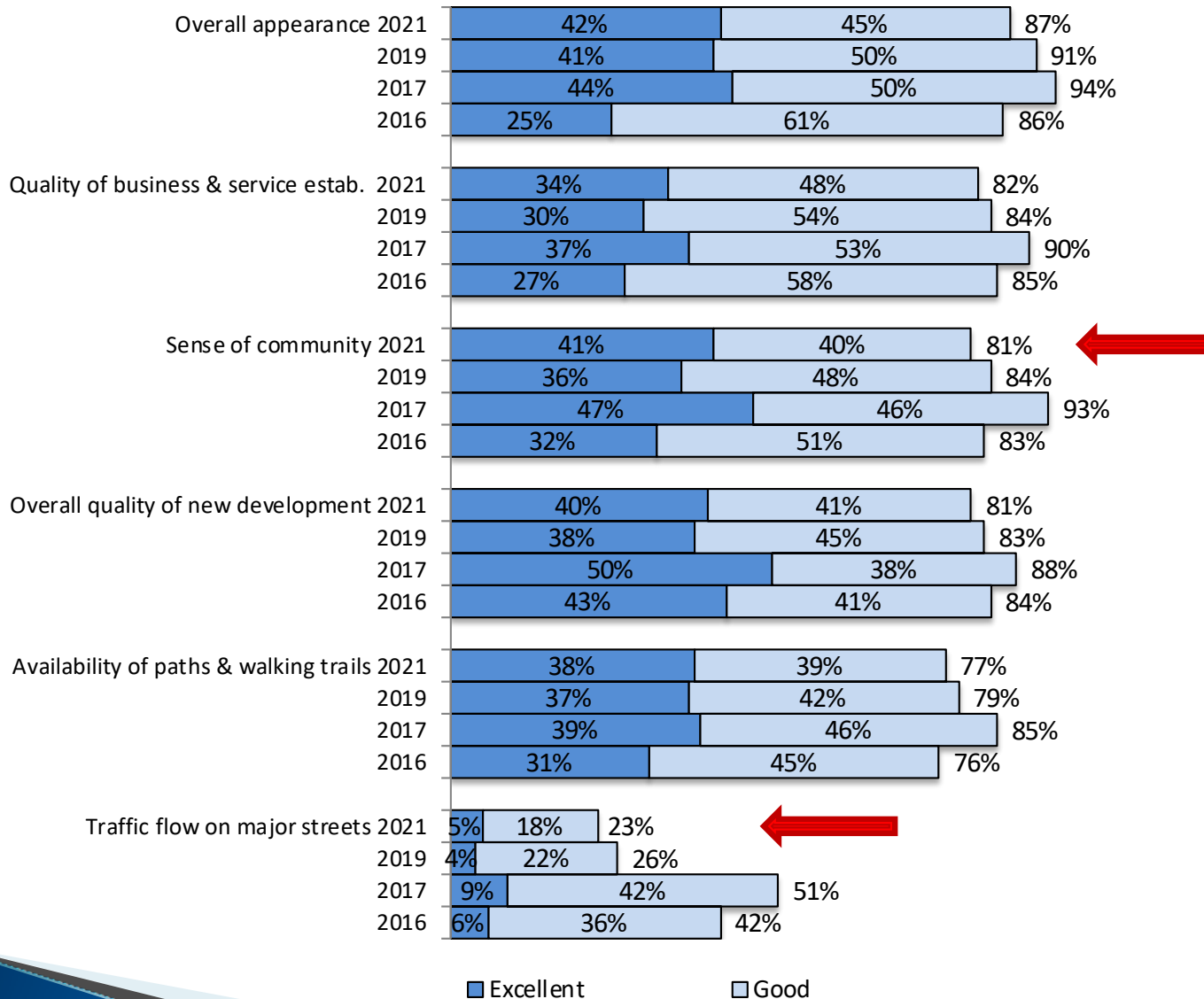
- Proportion of homeowners increased to 95% (vs. 91% to 86% since 2016)
- Percentage of 2-3 person households account for half of the sample (vs. 41% to 37% in prior years)
- Increase in the proportion of households with no children present (48% up from 35% in previous years)
- Household incomes have increased (35% report \$150K or higher vs. 27% in 2019 and 21% prior)
- Proportion of newer residents in the sample increased to 23% reporting they have lived in Queen Creek for less than two years (vs. 12% in 2019)

# Overall Opinions

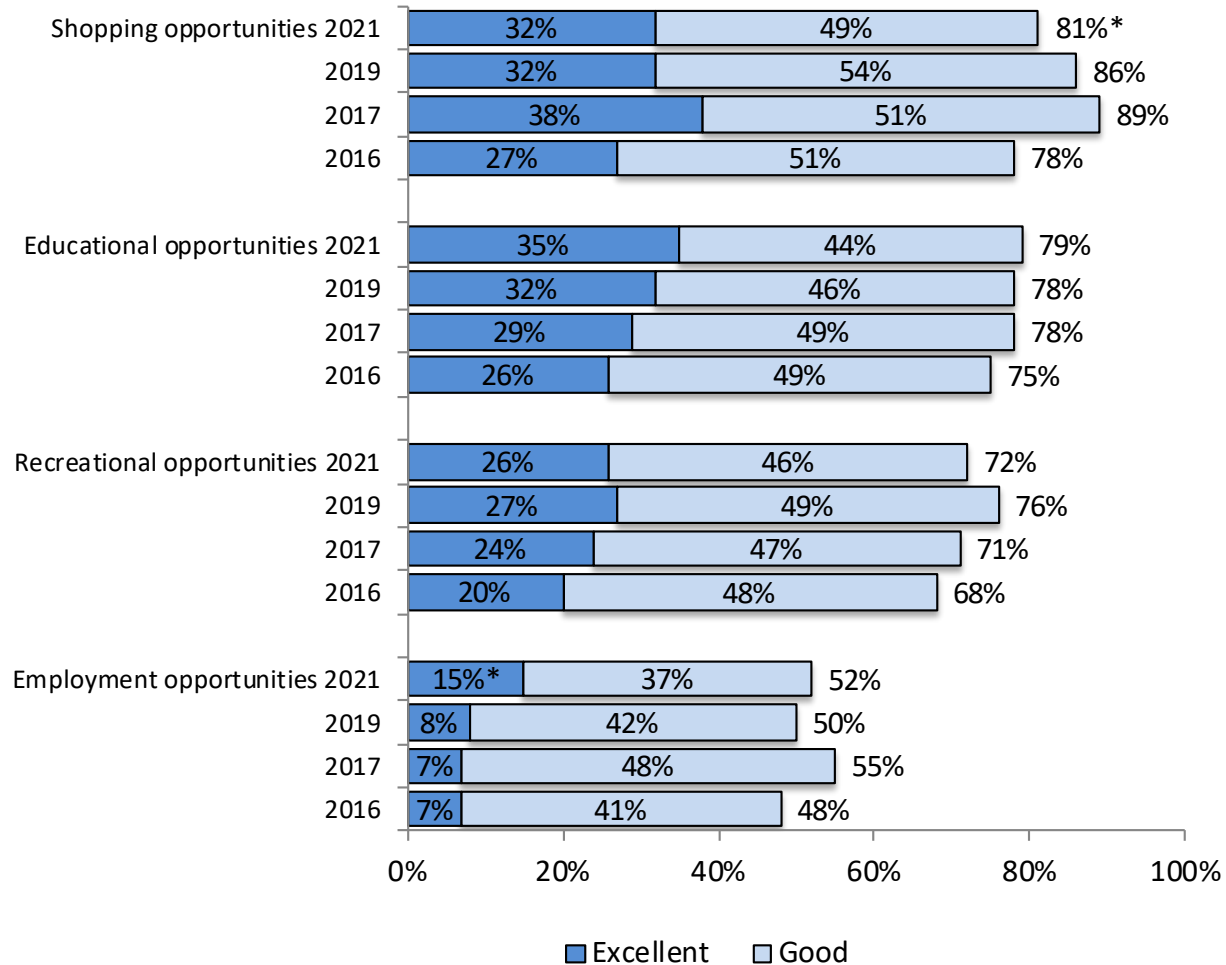
# Quality of Life in Queen Creek



# Queen Creek Characteristics



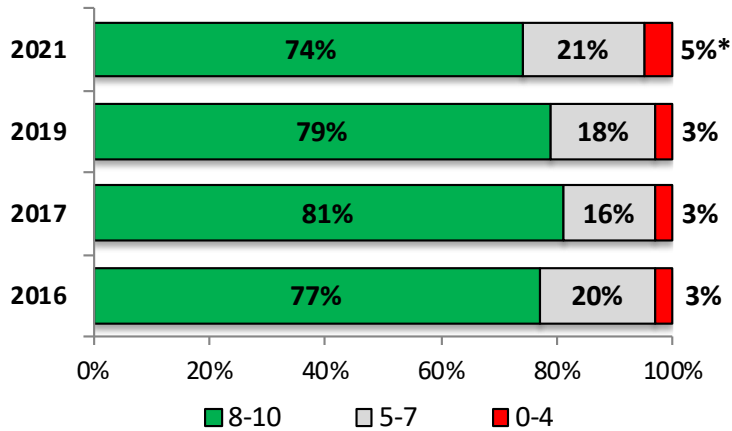
# Opportunities within Queen Creek



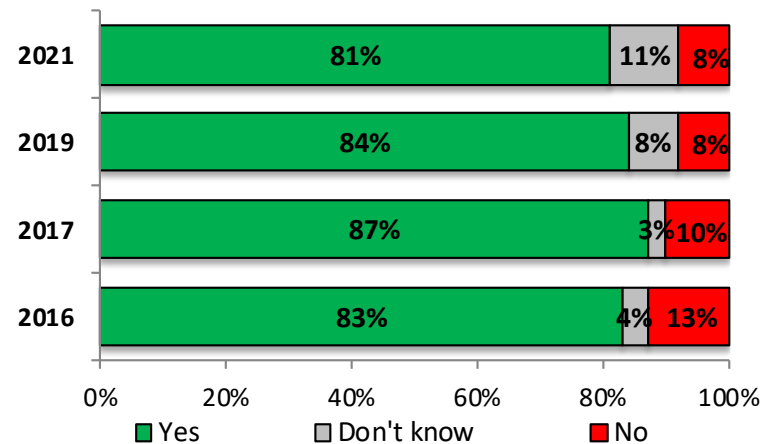


# Likelihood to Recommend and Likelihood to Stay

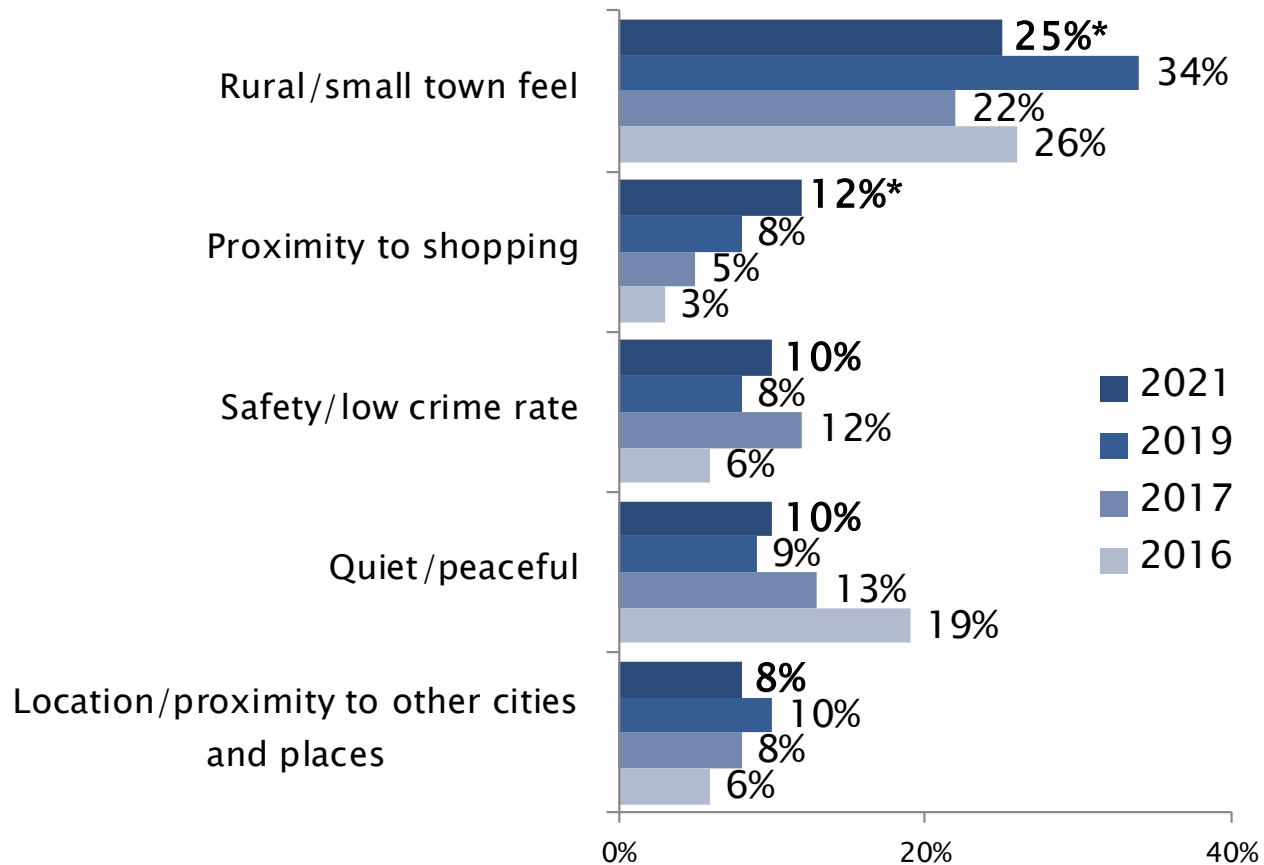
## Likelihood to Recommend Queen Creek



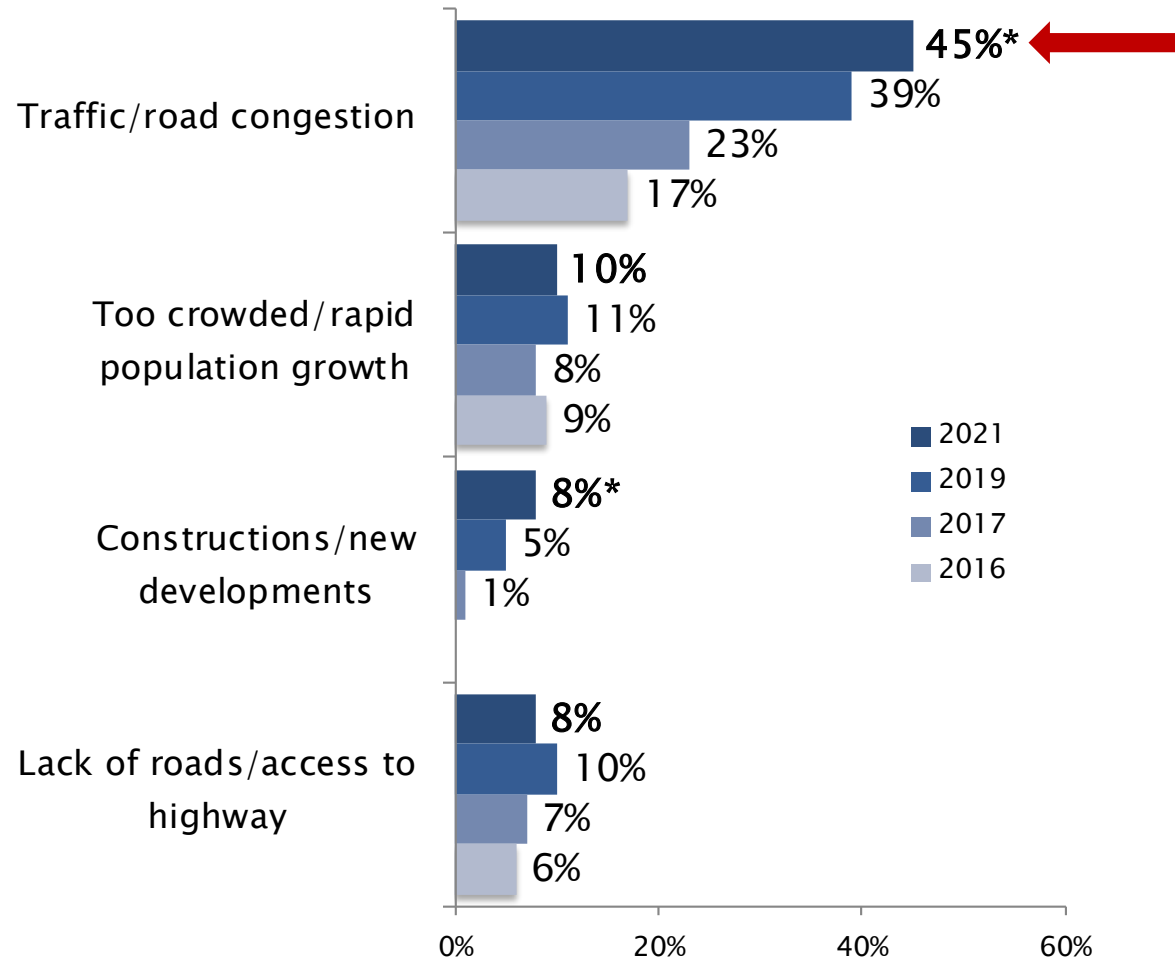
## Likely to Live in Queen Creek Five Years from Now



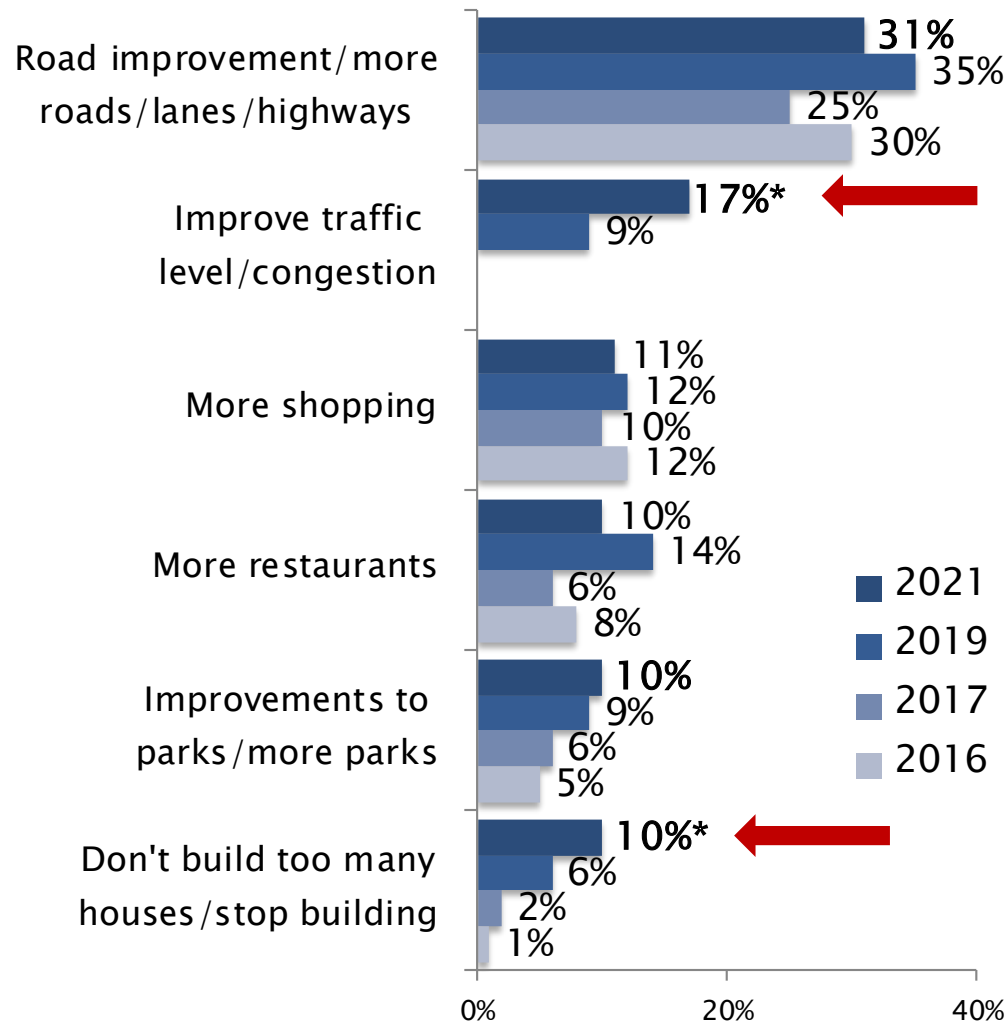
# Best Thing about Living in Queen Creek



# Worst thing about Living in Queen Creek



# Residents' Desired Future Benefits for Town

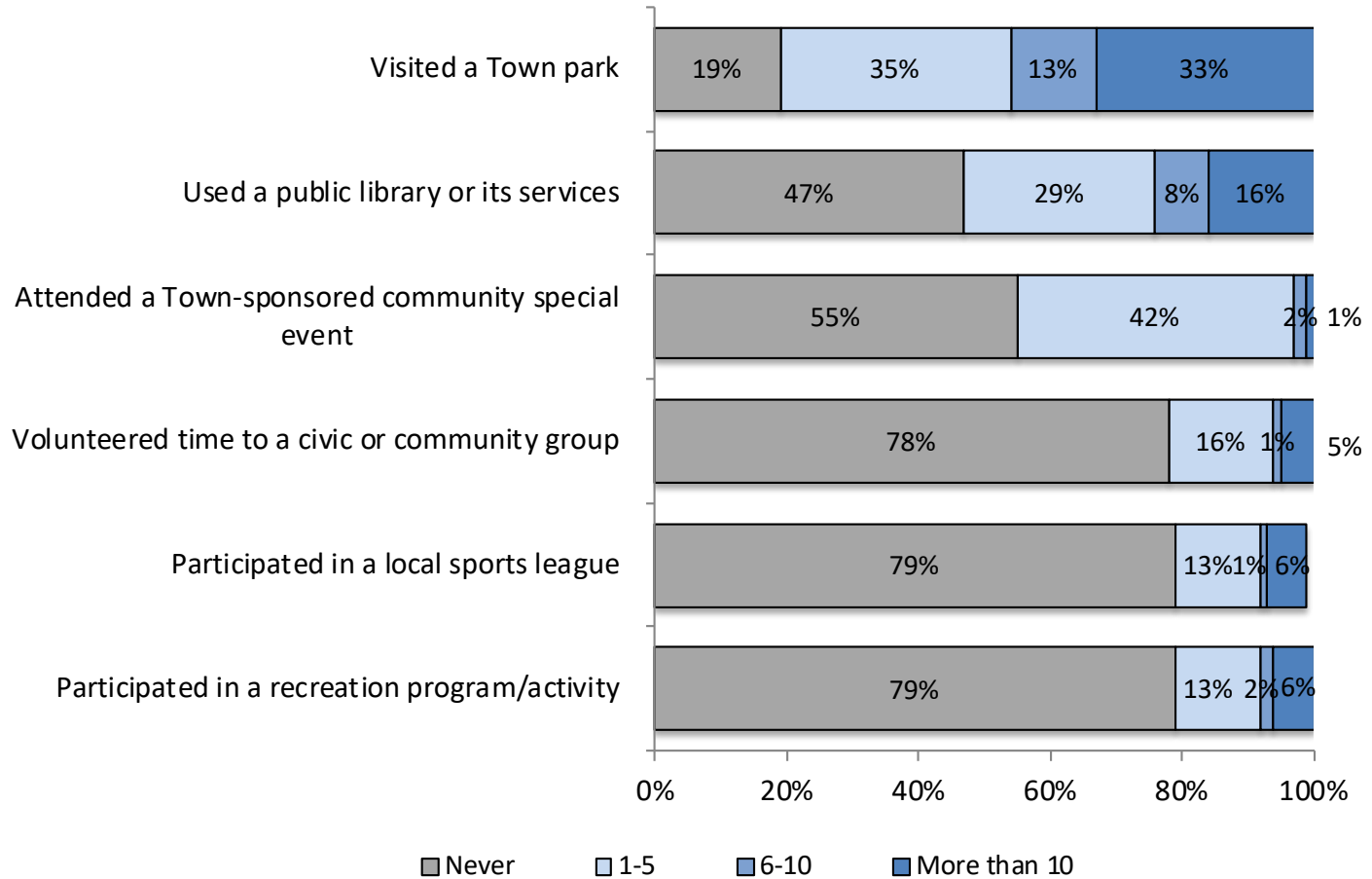


# Resident Engagement

# Engagement with Queen Creek Activities

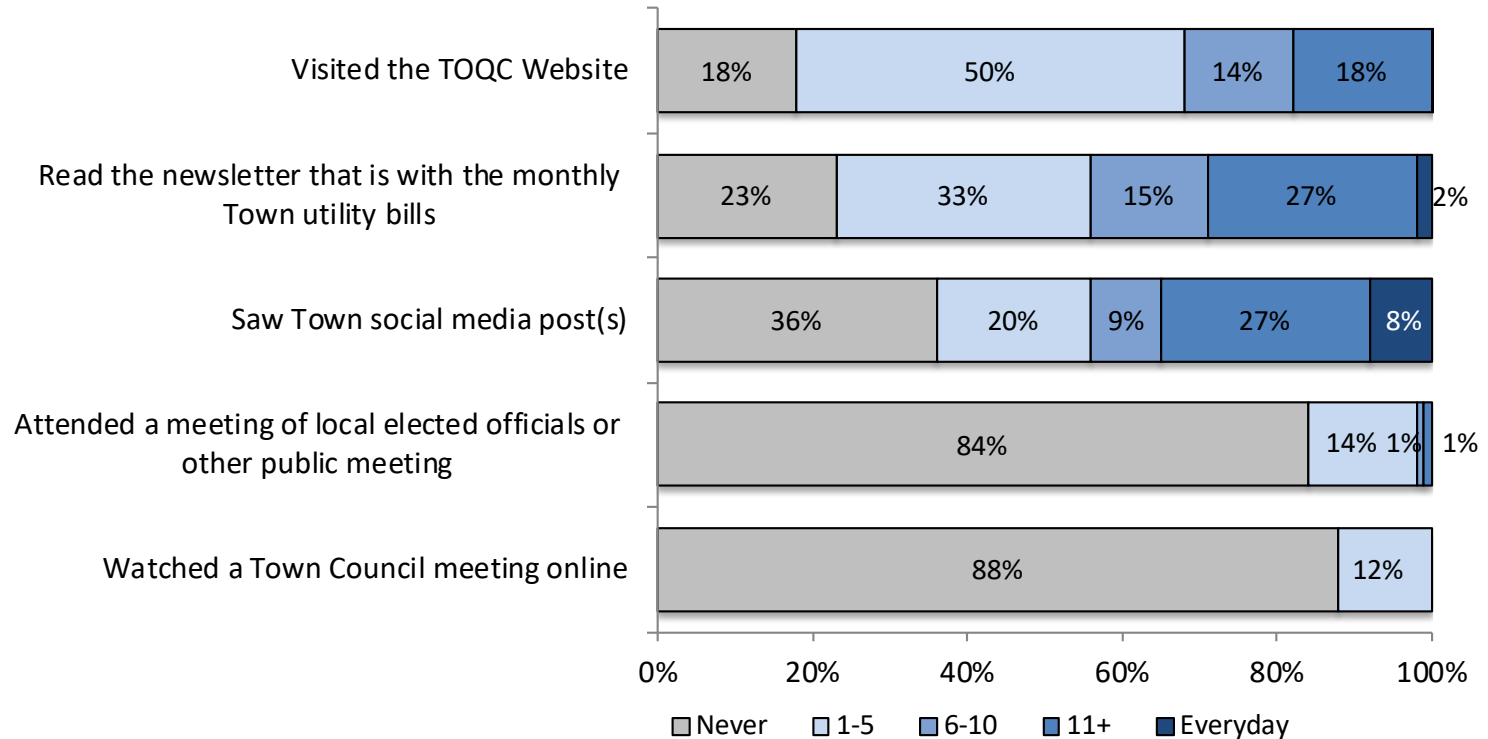
## 2021: Frequency of Past 12 Month Participation

Among those Answering (excludes Don't know)



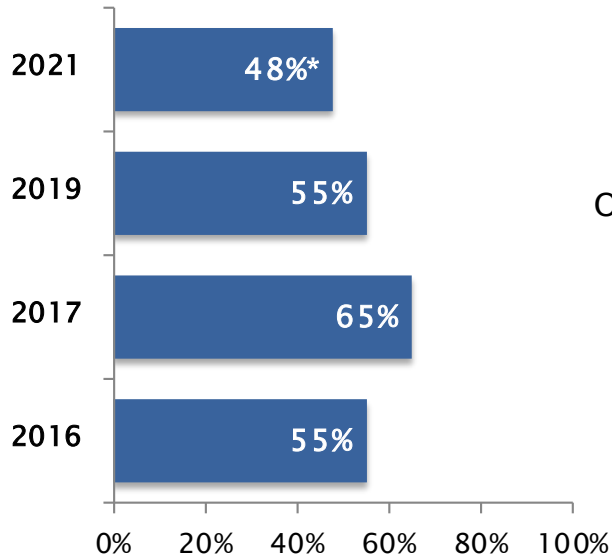
# Engagement with Queen Creek Communication Efforts

**2021: Frequency of Communication Activities in Past 12 Months**  
 "Don't know" excluded



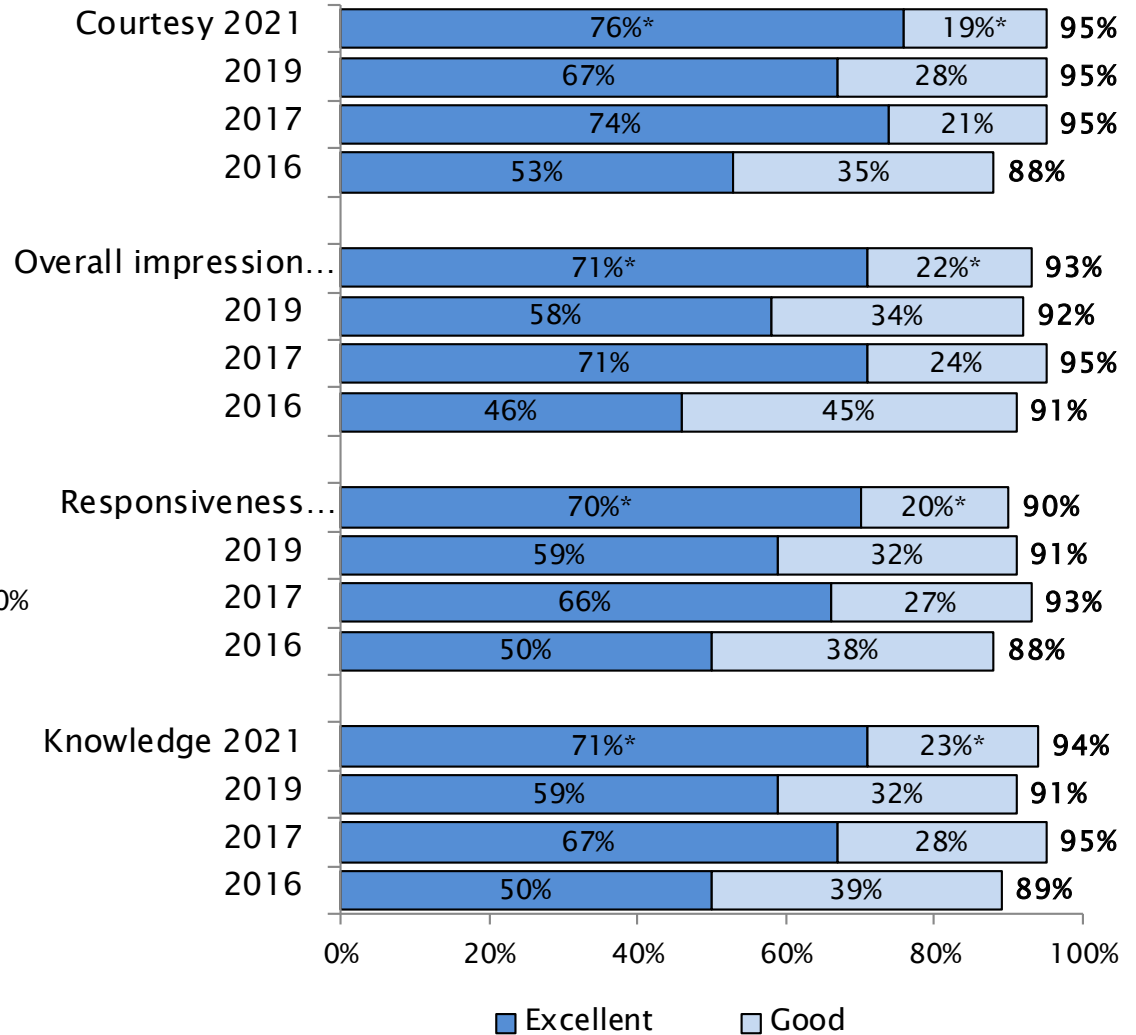
# Contact with TOQC

Personal Contact with a Town Employee in Last 12 Months



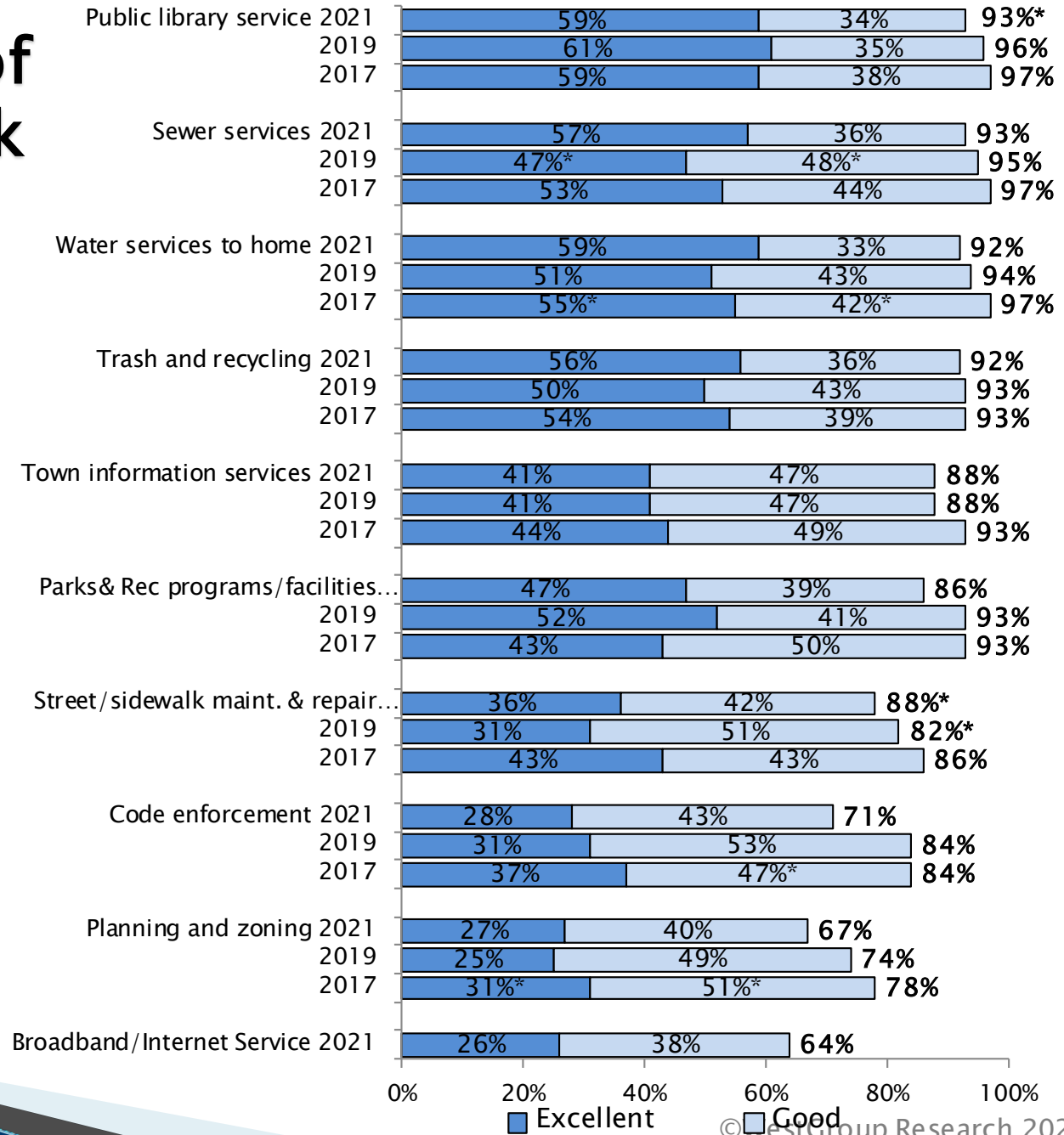
## Employee Attributes

Among Those with an Opinion

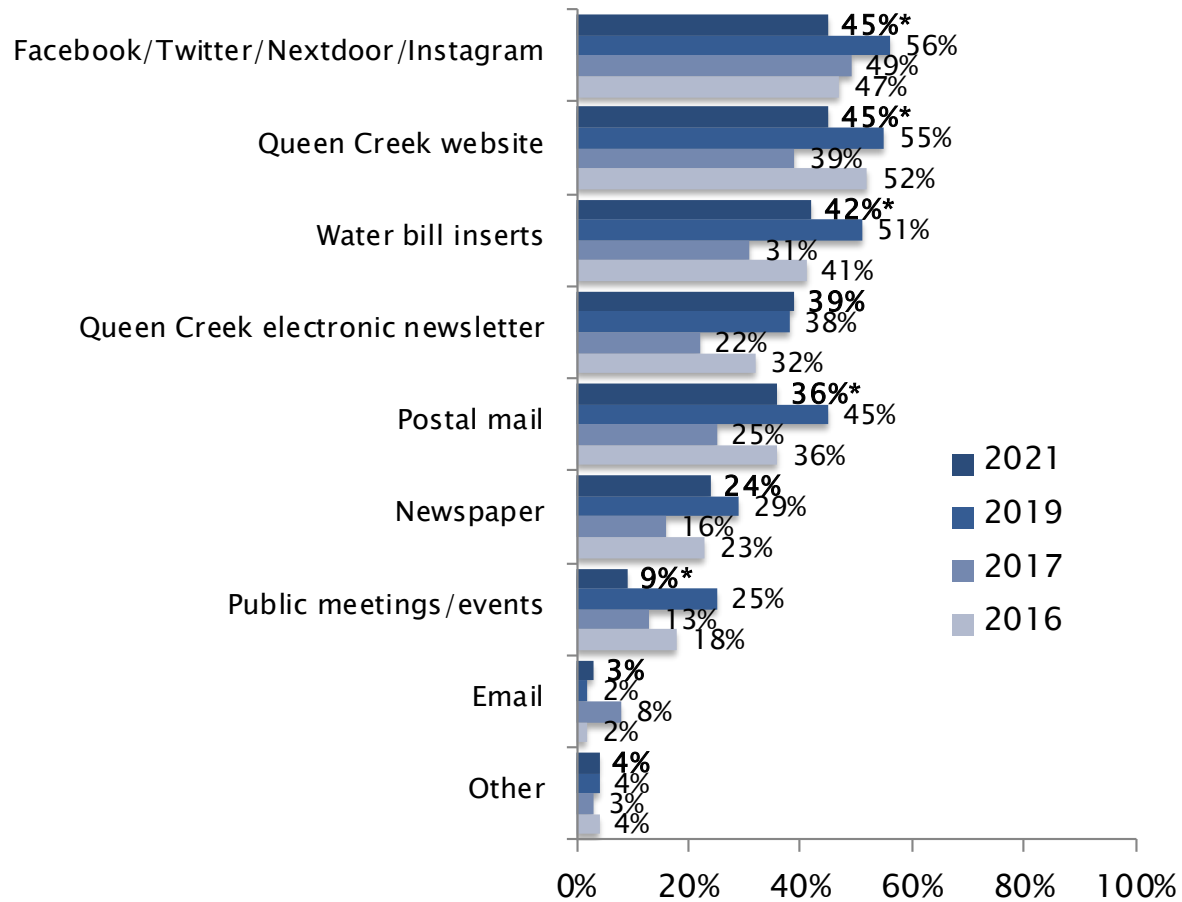




# Perception of Queen Creek Services

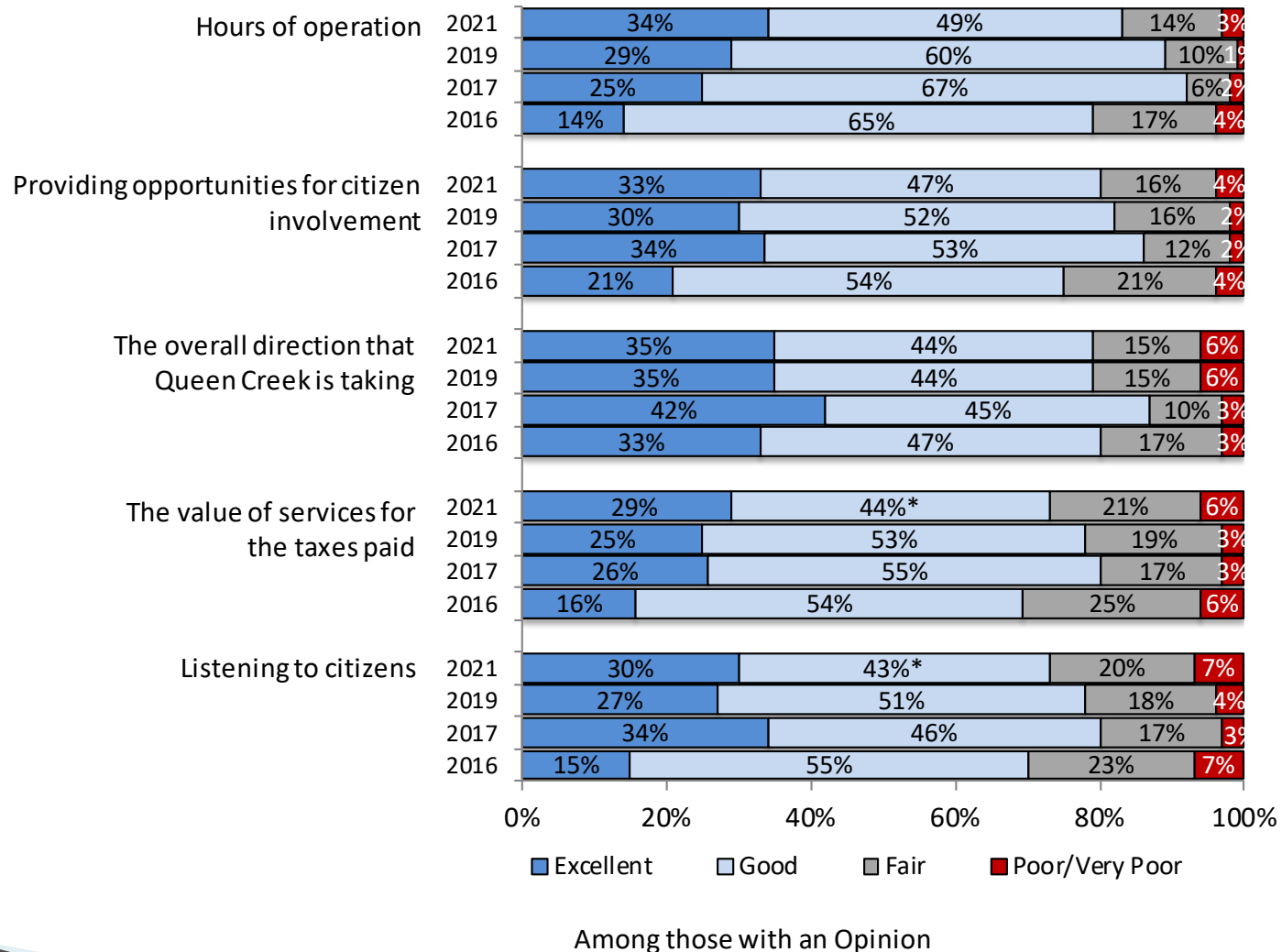


# Preferred Information Sources about Town

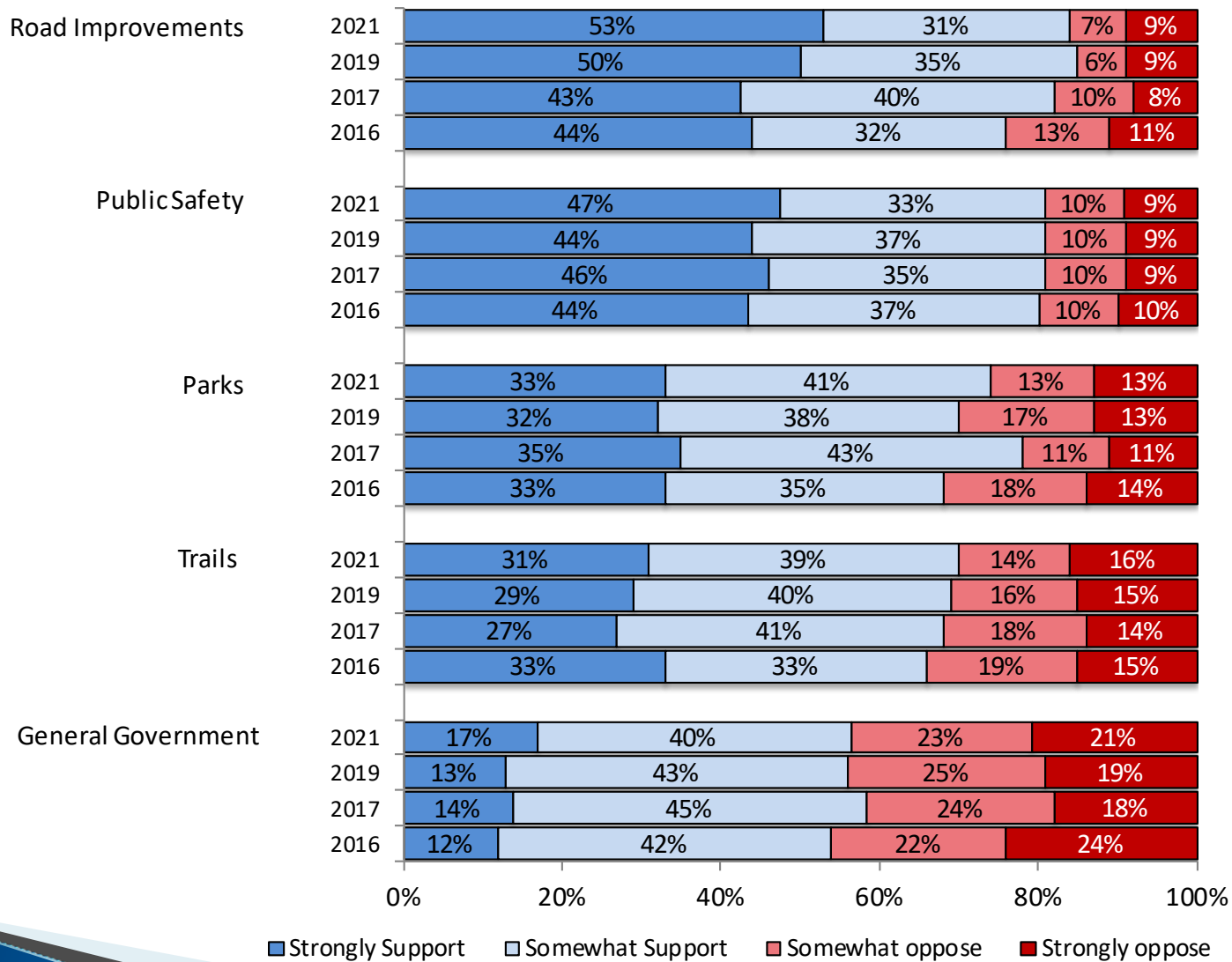


# Governance

# Perception of Town Governance



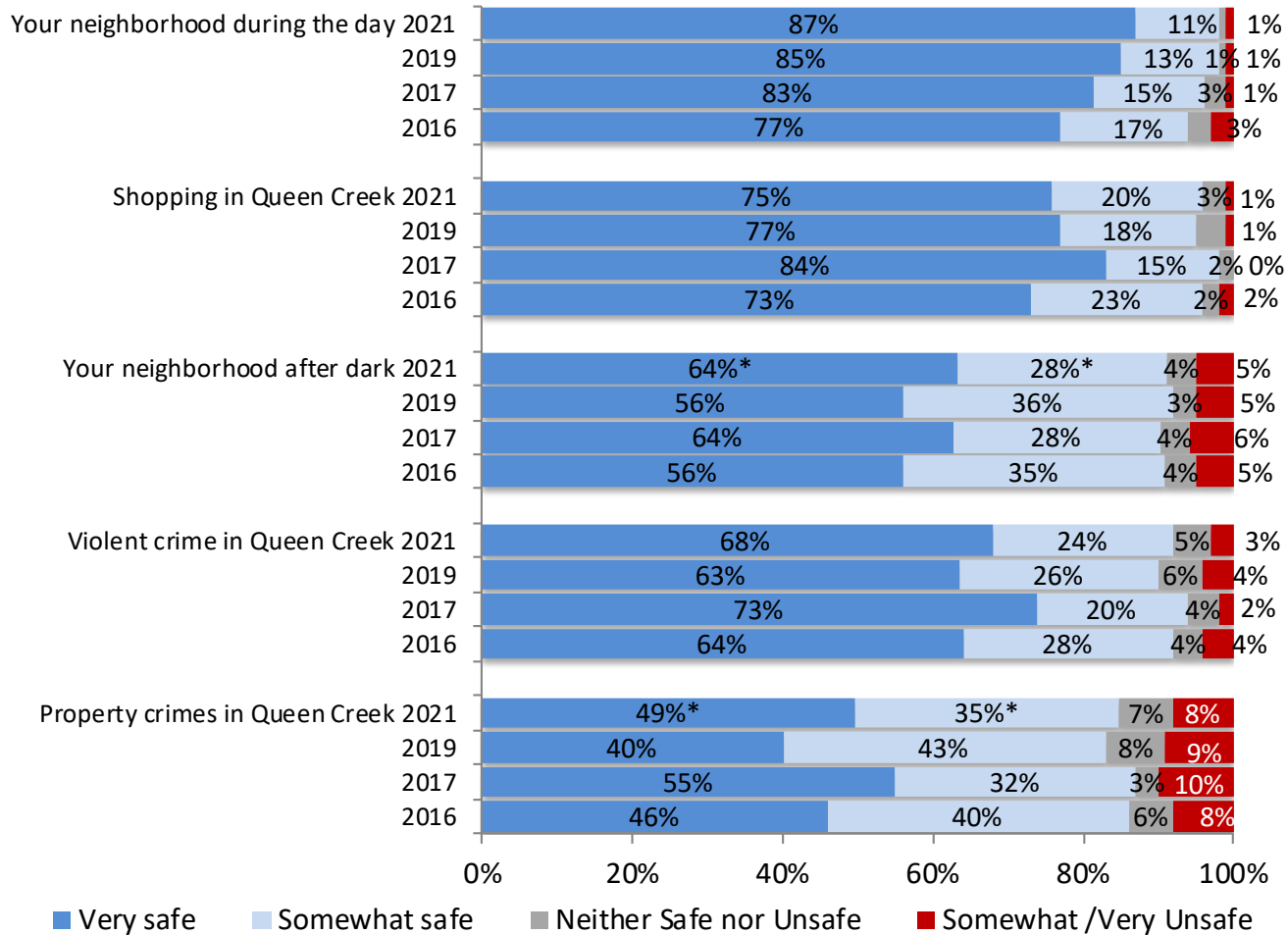
# Support of Tax Increase for Specific Issues



Among Those with an Opinion

# Safety

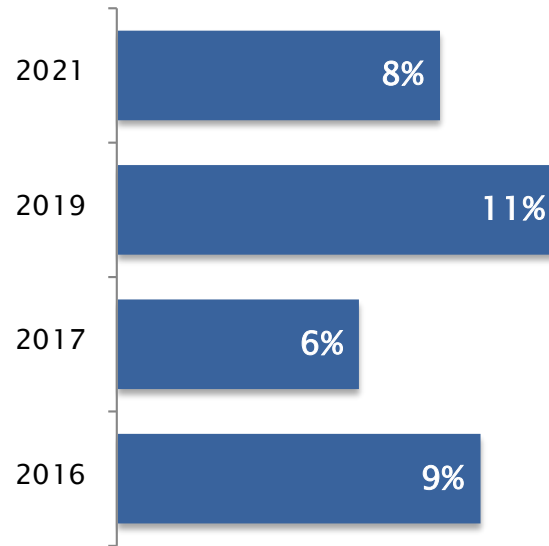
# Safety in Queen Creek



Among those with an Opinion

# Crime Victimization

Victim of Crime in Last 12 Months





# Key Findings

# Key Findings

- ✓ **Residents appreciate the quality of life in Queen Creek, would recommend living in Queen Creek to others and intend to stay.**
  - The highest satisfaction continues to be with *Queen Creek as a place to raise children, for their neighborhood as a place to live, Queen Creek as a place to live, and the overall quality of life in Queen Creek* (93%-94% high ratings).
  - Residents were most likely to express praise of the Town's *overall appearance* and when asked what they "like best" about living there, the Town's *rural or small town feel* tops the list again.
  - Three-quarters of residents (74%) would highly recommend living in Queen Creek to others and 81% intend to remain living in Queen Creek for the next five years.

# Key Findings (continued)

- ✓ **Ratings for TOQC services, employees, and governance remain strong overall, but with some declines.**
  - More than nine in ten residents awarded ratings of excellent or good to public library services, sewer services, water services, and trash and recycling. Notable declines occurred for four Town services, with code enforcement dropping the most with a 13-point decline.
  - Town of Queen Creek employees continue to earn high ratings from residents who interact with them for their courtesy, responsiveness, knowledge, and overall impression (90% to 95% awarded ratings of “excellent” or “good”).
  - Residents hold a positive perception of Queen Creek’s governance (73% to 83% excellent + good), however ratings continued a downward trend with declines for hours of operation (83% down from 89%) and value of services (73% down from 78%).

# Key Findings (continued)

- ✓ **Despite the impact of the pandemic, a vast majority of Queen Creek residents continue to engage in at least some Town activities – 89% participated in at least one of the six activities evaluated within the past year (down from 97% in 2019).**
  - Every activity suffered losses in participation but the greatest impacts were on library visits, special event attendance, and volunteerism (17-21 point drops compared to 2019).
  - Despite declines, the most popular activities were again visits to parks and libraries; 81% visited parks in past year and 53% used library services in past year (down from 92% and 71%, respectively). One in five residents (21%) participated in sports and/or recreation programs.
  - As expected, due to COVID, in-person attendance at public meetings declined over the past year from 30% in 2019 to 16% in 2021. The proportion of residents who have watched a Town Council meeting online grew to 12% from 10% in 2019.

# Key Findings (continued)

- ✓ **Queen Creek residents rely on the Town's website, social media posts and water bill inserts for information.**
  - Social media, the Town of Queen Creek website, and water bill inserts continue to be the top ways residents prefer to receive information about Town issues, programs and events (mentioned by 45%, 45% and 42%, respectively).
  - The website continues to be the most popular communications tool with 82% reporting they visited the TOQC website in the past year including one-third who visited at least six times.
  - A majority also reported reading the newsletter insert (77%) and seeing a Town social media post in the past year (64%) with 44% saying they have engaged with these communications six or more times in the last 12 months.

# Key Findings (continued)

- ✓ **Rapid growth and its companions, congestion and crowding, are causing an increasing number of residents to be concerned about the impact of these on their community. However, residents are reporting a greater sense of safety in their neighborhoods and in the Town as a whole.**
  - When asked what they like least about living in Queen Creek, more than three in five residents (63%) complained of something related to growth and congestion - - traffic (45%), crowded/growing too fast (10%), and construction/new developments (8%).
  - 31% of residents indicated they want more road improvements/more roads and 17% specifically mentioned alleviating or improving traffic congestion (up from 9% in 2019). In addition, 10% suggested that home building be slowed down or stopped (up from 6%) and 6% that growth be controlled (up from 3%).
  - The proportion of residents who reported feeling “very safe” *increased two to nine points over 2019 levels for neighborhood during the day (87%), neighborhood after dark (64%), violent crime in Queen Creek (68%), and property crime (49%).*
  - The greatest support continues to be for road improvements and public safety (84% and 80% somewhat + strongly support).

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