

2021 Town of Queen Creek Citizen Survey

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www.westgroupresearch.com

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I. Executive Summary

The Town of Queen Creek (TOQC) commissioned WestGroup Research of Phoenix, Arizona to conduct its 2021 Citizen Survey in an effort to collect feedback from residents regarding attitudes and approval levels on a variety of topics and issues ranging from functionality and governance to engagement and satisfaction with life in Queen Creek. The tracking study also measures changes in these perceptions since the 2014, 2016, 2017 and 2019 Citizen Surveys. In 2019/2020, the methodology was changed from outbound telephone only to a multi-mode approach. In 2021, outbound and inbound telephone were combined with mailing more than 8,500 letter invitations to residents inviting them to participate via the web. The following highlights the key findings of the current research.

Residents appreciate the quality of life in Queen Creek, would recommend living in Queen Creek to others and intend to stay.

- Of the six quality of life attributes measured, five are rated as “Excellent” or “Good” by a vast majority of residents (81% to 94%). 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).
- When asked to evaluate six characteristics of Queen Creek, 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 (mentioned by one in four residents).
- 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.

Ratings for TOQC services, employees, and governance are strong but with some declines.

- The nine TOQC services evaluated received high ratings from 67% to 93% of residents. 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 (71% “excellent + good” down from 84%).
- 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%).



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; a 7 to 8 point decline compared to 2019.
- 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.

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). However, all three, along with postal mail and public meetings, were mentioned less often in 2021 than in 2019.
- When asked about the frequency of engagement with the various communication methods, nearly all residents (95%) had engaged with at least one of the five forms of communication evaluated in the prior year. 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.



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. Despite increasing dissatisfaction with growth and congestion, support for taxes to fund road improvements remained essentially the same.

- 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%).
- When residents were asked what they would like to see happen in the next few years to benefit Queen Creek, 31% mentioned 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%).
- Residents generally feel safe in Queen Creek. 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%).
- While a majority of residents (57% to 84%) indicate support for tax increases to fund the five issues evaluated, the greatest support continues to be for road improvements and public safety (84% and 80% somewhat + strongly support).



II. Introduction

A. Background and Methodology

The Town of Queen Creek (TOQC) commissioned WestGroup Research of Phoenix, Arizona to conduct its 2021 Citizen Survey to collect data from residents regarding attitudes and approval levels on various topics and issues ranging from functionality and governance to engagement and satisfaction with life in Queen Creek. The tracking study also measures changes in these perceptions since the 2014, 2016, 2017, and 2019 Citizen Surveys.

In 2019, the methodology was changed from outbound telephone only to a multi-mode approach which included outbound/inbound phone, web via 5000 mailed postcard invitations, and in-person surveys.

In 2021, WestGroup research implemented an updated multi-mode strategy on behalf of the Town. Again, 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).

A total of 8,667 letters were mailed to randomly selected Town of Queen Creek households inviting them to participate in the survey either online or by calling Phoenix-based WestGroup Research at a local number. The letter outlined three ways residents could use their unique personal access code to access and complete the web survey one time only. The three options were -- (1) type in a web address, (2) text a number to receive a link on the phone, or (3) scan a QR code. The letter was in English and Spanish, and the web and telephone survey was also available in English and Spanish. (See Appendix B for an image of the letter and envelope).

WGR interviewers made outbound telephone contact with sampled households using listed landlines and cell phone samples purchased from a national sampling company. Residents also had the option to return WestGroup's outbound phone call or communicate via text message with WestGroup Research at the same number.

All residents were screened to ensure they receive trash services from the Town of Queen Creek, and to ensure they resided in the 85142 zip code (85242 and 85140 – Ironwood Crossing or Encanterra - were also accepted, but the standing criteria for participation is that they must receive trash services from the Town of Queen Creek).

Ultimately, 261 surveys were completed by telephone, and 640 were completed online. The average interview length was 18.5 minutes. The total sample size of n=906 has a margin of error of ±3% at the 95% confidence level.



B. Weighting Percentages

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 strong, therefore the total data has been weighted by age to reflect the demographic composition of TOQC. Table 1 demonstrates the weights applied. All data presented in the demographic tables and throughout the report represents the weighted percentages.

Table 1: Weighting Percentages

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

C. Respondent Demographics and Characteristics

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.

The proportion of homeowners increased to 95% of the sample, which is the highest to date (vs. 91% to 86% since 2016); anecdotal reports from interviewers also showed that residents who rented homes were often unable to confirm they received trash services from the city. The percentage of 2-3 person households account for half of the sample, which is up significantly from 41% to 37% in prior years. Additionally and related is the increase in the proportion of



households with no children present (48% up from roughly one-third in previous years). Household incomes have increased as well, with 35% of the sample comprised of the highest income earners (35% report \$150K or higher vs. 27% in 2019 and 21% prior to that).

After dropping in 2019, the proportion of newer residents in the sample returned to the 2017 level, with 23% reporting they have lived in Queen Creek for less than two years (vs. 12% in 2019). While a strong majority still report intending to vote in the next Town election (87%), this is down from 93% in 2019, but similar to prior years. Lastly, fewer residents report holding a part-time job this year (6% vs.11% in 2019).

Table 2a: Demographics

Characteristic	2021 n=906	2019 n=432	2017 n=404	2016 n=401	Characteristic	2021 n=906	2019 n=432	2017 n=404	2016 n=401
Gender					Own or rent primary residence				
Male	50%	49%	51%	50%	Own	95%*	91%	88%	86%
Female	49%	49%	49%	50%	Rent	4%	6%	9%	11%
Self-describe	1%				Declined	1%	3%	3%	3%
Ethnicity					Marital Status				
Caucasian	79%	82%	63%	62%	Married	78%	78%	80%	75%
African American	3%	3%	4%	4%	Divorced/widowed	7%	7%	8%	9%
Latino/Hispanic	9%	8%	20%	19%	Single, never married	4%*	9%	3%	11%
Asian	2%	3%	4%	3%	Living with sig. other/ partner	5%*	3%	6%	3%
Other	1%	1%	2%	4%	Other	<1%	<1%	<1%	--
Declined to answer	6%*	3%	6%	5%	Declined to answer	2%	4%	3%	2%
Age					Annual household income				
18 to 34 years	20%	24%	24%	24%	Less than \$24,999	1%	2%	3%	2%
35 to 54 years	48%	49%	49%	49%	\$25,000 to \$49,999	3%*	6%	4%	10%
55 to 64 years	15%	14%	14%	14%	\$50,000 to \$99,999	20%	24%	33%	33%
65+ years	17%*	12%	13%	13%	\$100,000 to \$149,999	26%	27%	28%	20%
					\$150,000 or more	35%*	27%	21%	21%
					Don't know/no answer	15%	14%	11%	13%
# in household					# children under 18 in HH				
1	5%	4%	4%	5%	0	48%*	35%	33%	35%
2-3	51%*	41%	39%	37%	1-2	35%	39%	39%	38%
4-5	33%	36%	38%	43%	3-4	13%	20%	19%	20%
6+	9%	17%	17%	13%	5+	1%	3%	4%	4%
Declined to answer	2%	2%	3%	2%	Declined to answer	4%	3%	3%	3%

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



Table 2b: Demographics

Characteristic	2021 n=906	2019 n=432	2017 n=404	2016 n=401
Employment status				
Employed full-time	63%	59%	61%	54%
Employed part-time	6%*	11%	9%	12%
Unemployed and looking for work	1%	1%	2%	3%
Unemployed/not looking for work	6%	8%	6%	10%
Retired	20%	16%	17%	18%
Declined to answer	4%	5%	4%	3%
Education level				
High school or less	7%	9%	12%	13%
Some college	24%	26%	26%	31%
Vocational or technical training	5%	7%	3%	8%
College graduate	41%	38%	37%	30%
Post graduate degree or more	21%	18%	19%	15%
Don't know/declined to answer	2%	2%	3%	3%
Years lived in TOQC				
Less than 2 years	23%*	12%	24%	1%
2 to 5 years	34%	34%	29%	20%
6 to 10 years	18%	22%	22%	36%
11 to 20 years	21%	26%	20%	35%
More than 20	4%	6%	3%	8%
Don't know/declined	-	<1%	2%	<1%
Eligible to vote				
Yes	98%	97%	96%	96%
No	1%	2%	3%	2%
Don't know/declined to answer	1%	1%	1%	2%
Registered to vote in TOQC (based to those eligible to vote)				
Yes	88%	91%	82%	84%
No	5%	6%	15%	12%
Don't know/declined to answer	7%*	3%	3%	4%
Plan to vote in next Town election (based to those eligible to vote)				
Yes	87%*	93%	89%	84%
No	4%	4%	8%	11%
Don't know/declined to answer	8%*	3%	3%	5%

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



D. Explanation of Margin of Error and Significance Testing

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

Based on a sample size of 400, **the sampling error** (at the conventional 95% confidence level) is $\pm 5.0\%$. This means that in 19 out of 20 cases, the "actual" percentage will fall within $\pm 5.0\%$ if every qualified member of the population was interviewed. This year the Citizen Survey has a Total sample size of 906, and the margin of error (or sampling error) is $\pm 3\%$. If 2021 results differ from the 2019 results by more than this percentage, the difference is said to be "statistically significant."

Throughout this report, asterisks (*) indicate that a number is statistically significantly different at the 95% confidence interval than the 2019 study results. **Statistical significance should not** be confused with **practical significance**. While a result may be stated to be **significantly** higher or lower (i.e., statistically different) than a previous wave of research, it does not necessarily mean the finding has "practical significance" – i.e., it may not be important or meaningful to the Town of Queen Creek. For example, a change from .5% to 2% may be statistically significant. Yet, because the numbers are very small, the change will not be considered important or have a meaningful impact.



III. Overall Opinions

A. Quality of Life in Queen Creek

Nearly all residents continue to award Queen Creek a rating of “excellent” or “good” for the quality of life it provides residents overall (94%). While the top two ratings remained strong, they trended downward for all, but “place to work” remained stable. Although the decreases seem small (1 to 5 points), they were significant for four of the five declining attributes because of the large sample size achieved this year. Of importance, the decline was fueled by a drop in “good” ratings as the percentage rating the Town as “excellent” increased by one to ten points for all attributes except for *Queen Creek as a place to live* which was stable.

The highest levels of 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 overall quality of life in Queen Creek* (94% to 93% excellent or good).

Satisfaction with *Queen Creek as a place to retire* experienced the most notable decline, with 81% rating it as “good” or “excellent,” down from 86% in 2019. It’s interesting to note the decline is driven by men (78% vs. 85% top two for women) and by long-term residents (65% vs. 82% top two for those living in Queen Creek for less than 20 years), but not by retirees per se (84% vs. 80% employed and 87% unemployed). This indicates that fewer currently employed residents (men in particular) may not view retiring in Queen Creek as desirable at this time.

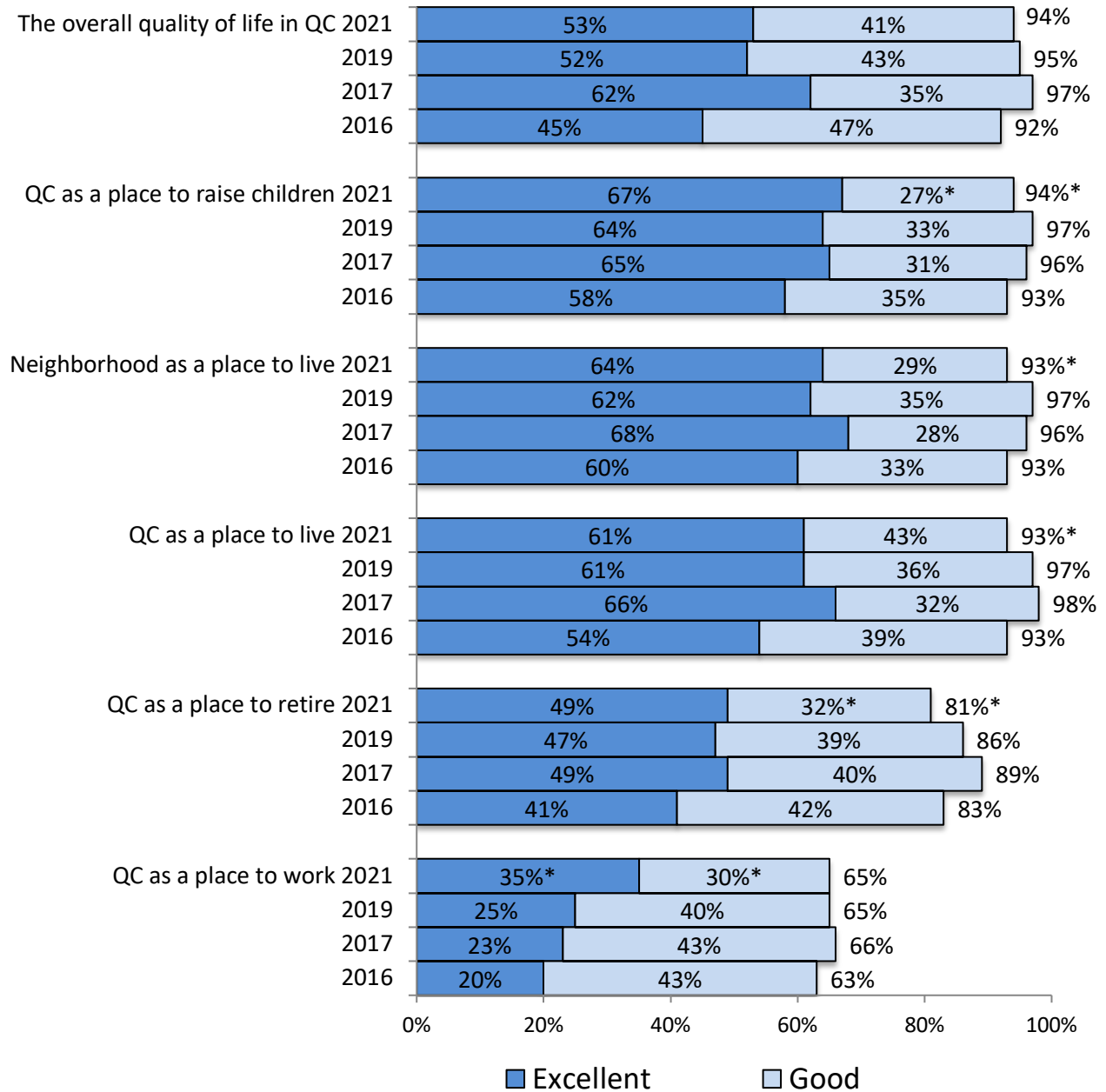
***Queen Creek as a place to work* continues to rate notably lower than other attributes, however, the proportion rating it as “excellent” increased from 25% to 35% this year while the “good” rating decreased, leaving the top two rating flat at 65%.**

Although ratings are based to those with an opinion, it’s interesting to note that there are only a few meaningful differences between top two ratings by demographic group. Most notably, residents raising children in Queen Creek are among the most satisfied. Those with children in the home are more likely to give a high rating for the Town on all attributes except for as a place to work or retire (which are consistent with non-parents). Notably, and as may be expected, satisfaction levels are the lowest among long-term residents (20+ years) for all measures.

Explanatory Note: When reviewing these findings, it’s important to remember that percentages are based on those with an opinion – thus, those without children, who are not retired or do not work in Queen Creek, or those who feel they don’t know enough to give a rating *may* have refused to answer or provided a “don’t know” response which means they are excluded from the ratings reported. For example, 334 respondents (37%) did not rate Queen Creek as a place to work, 127 (14%) did not rate it as a place to raise children, and 104 (11%) did not rate it as a place to retire.



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



Q1: Next, I would like to get your opinions on a few aspects regarding the quality of life in Queen Creek. First, how would you rate...? [Randomized List] 2021 n=906; 2019 n=432; 2017 n=404; 2016 n=401

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



As previously mentioned and indicated below, the relevant statistically significant shifts this year were related to “place to work” and “place to retire.”

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

Quality of Life Attributes	Excellent	Good	Fair	Poor	Very Poor
Place to live (Queen Creek)					
2021	61%	32%	6%*	<1%	1%
2019	61%	36%	3%	<1%	-
2017	66%	32%	3%	-	-
2016	54%	39%	5%	1%	<1%
Place to raise children					
2021	67%	27%*	5%	1%	<1%
2019	64%	33%	3%	<1%	%
2017	65%	31%	2%	1%	1%
2016	58%	35%	5%	1%	1%
Place to live (Neighborhood)					
2021	64%	29%	6%*	1%	<1%
2019	62%	35%	3%	<1%	%
2017	68%	28%	4%	<1%	-
2016	59%	33%	6%	1%	1%
Overall quality of life					
2021	53%	41%	5%	1%	<1%
2019	52%	43%	5%	<1%	-
2017	62%	35%	3%	-	-
2016	45%	47%	8%	1%	-
Place to retire					
2021	49%	32%*	15%*	3%	1%
2019	47%	39%	10%	4%	-
2017	49%	40%	8%	2%	<1%
2016	40%	42%	11%	5%	1%
Place to work					
2021	35%*	30%*	25%	8%	3%
2019	25%	40%	24%	11%	<1%
2017	23%	43%	25%	9%	1%
2016	20%	43%	27%	9%	2%

Q1: Next, I would like to get your opinions on a few aspects regarding the quality of life in Queen Creek. First, how would you rate... [Randomized List]

Bold indicates a statistically significant different percentage than 2019 at a 95% confidence level.

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



B. Queen Creek Characteristics

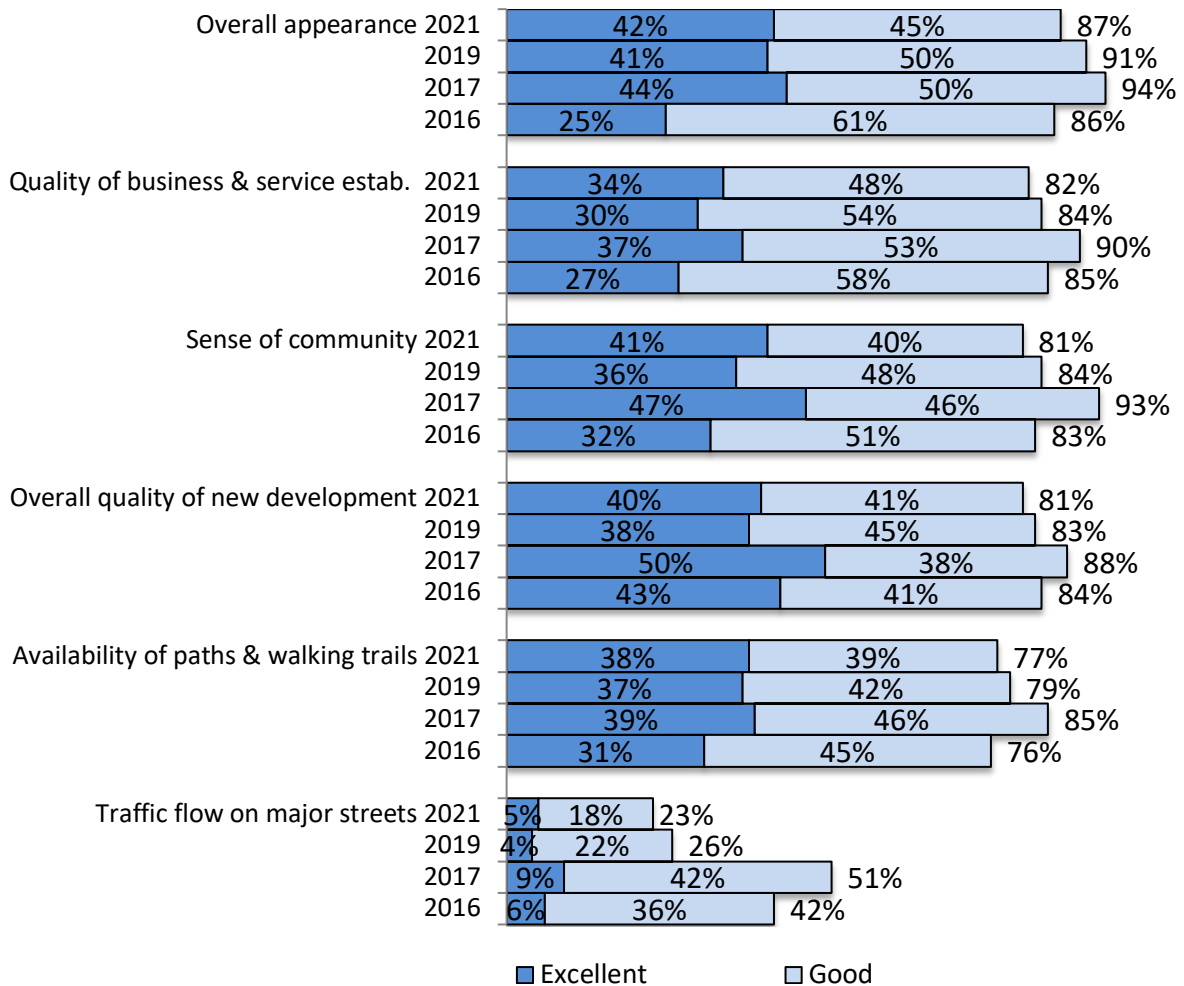
As in the past, residents expressed the most appreciation for Queen Creek’s overall appearance (87% excellent + good rating), followed by quality of business and service establishments, sense of community, and overall quality of new development (82%, 82% and 81% top two ratings).

2021 ratings were statistically consistent with 2019 but continued a downward trend that resulted in all characteristics receiving lower ratings than in 2017, but similar to 2016 with the exception of traffic flow which hit an all-time low this year. Notably, those who have lived in Queen Creek for less than 20 years, married residents, and parents with children at home generally award higher ratings.

Queen Creek Characteristics

"Excellent" or "Good"

Among Those with an Opinion



Q2: Using the same scale, please rate each of the following characteristics as they relate to Queen Creek as a whole. First, how would you rate... [Randomized List]

2021 n=906; 2019 n=432; 2017 n=404; 2016 n=401

*Indicates a significant different percentage than 2019 at a 95% confidence level.



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

Characteristics	Excellent	Good	Fair	Poor	Very Poor
Overall Appearance					
2021	42%	45%	12%*	1%	<1%
2019	41%	50%	8%	1%	-
2017	44%	50%	6%	-	<1%
2016	25%	61%	13%	<1%	-
Sense of Community					
2021	40%	40%*	15%	3%	2%
2019	36%	48%	13%	2%	1%
2017	47%	46%	7%	<1%	<1%
2016	33%	51%	13%	2%	1%
Overall quality of business & service establishments					
2021	34%	48%	16%	1%	<1%
2019	30%	54%	15%	1%	<1%
2017	37%	53%	9%	1%	-
2016	27%	58%	14%	1%	-
Overall quality of new development					
2021	40%	41%	13%	5%	1%
2019	38%	45%	12%	3%	2%
2017	50%	38%	9%	2%	2%
2016	43%	41%	12%	3%	1%
Availability of paths & walking trails					
2021	38%	39%	18%	4%	1%
2019	37%	42%	17%	3%	1%
2017	39%	46%	13%	2%	-
2016	31%	45%	17%	7%	1%
Traffic flow on major streets					
2021	5%	18%	34%	27%	16%
2019	4%	22%	37%	26%	11%
2017	9%	42%	28%	18%	3%
2016	6%	36%	30%	19%	9%

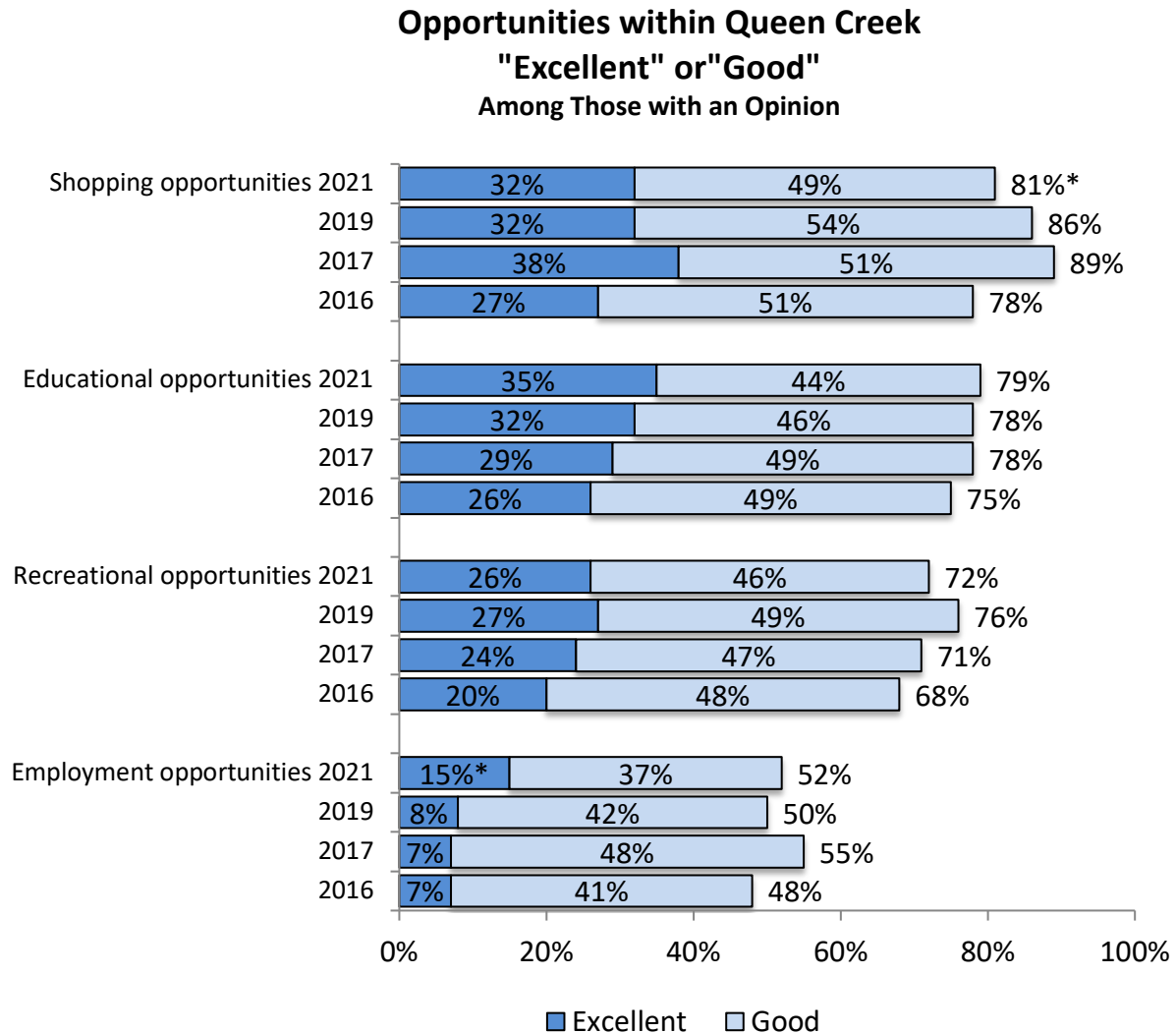
Q2: Using the same scale, please rate each of the following characteristics as they relate to Queen Creek as a whole. First, how would you rate...[Randomized List]

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



C. Opportunities within Queen Creek

Shopping opportunities had the highest percentage of “excellent” + “good” ratings again this year (81%), but was lower than the 86% achieved in 2019 due to a drop in “good” ratings. Top two ratings for opportunities in *education* (78%) and *recreation* (72%) remain strong. *Employment opportunities* lag behind, with one-half of residents (52%) rating this as “excellent” or “good.”



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

2021 n=906; 2019 n=432; 2017 n=404; 2016 n=401

*Indicates significant differences between 2021 and 2019



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

Opportunities		Excellent	Good	Fair	Poor	Very Poor
Shopping opportunities						
	2021	32%	49%	16%	1%	1%
	2019	32%	54%	12%	1%	1%
	2017	38%	51%	11%	<1%	--
	2016	27%	51%	19%	2%	--
Educational opportunities						
	2021	35%	44%	17%	3%	1%
	2019	32%	46%	19%	3%	<1%
	2017	29%	49%	17%	4%	1%
	2016	26%	49%	19%	5%	1%
Recreational opportunities						
	2021	26%	46%	22%	5%	1%
	2019	27%	49%	20%	3%	1%
	2017	24%	47%	24%	5%	<1%
	2016	20%	48%	24%	7%	1%
Employment opportunities						
	2021	15%*	37%	36%	10%	2%
	2019	8%	42%	36%	12%	2%
	2017	7%	48%	35%	9%	2%
	2016	7%	41%	37%	14%	1%

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

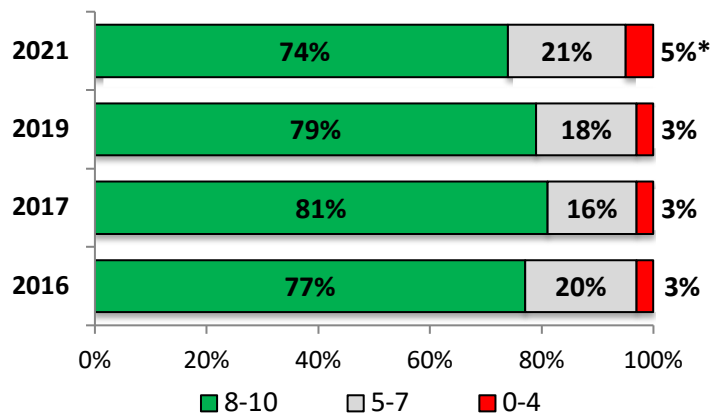
*Indicates a significantly different percentage than 2019 at a 95% confidence level.



D. Likelihood to Recommend / Stay

Likelihood to recommend the Town as a place to live declined slightly, with nearly three-quarters being *highly likely* to recommend living in Queen Creek (74% rated 8-10, 10 = very likely). This is statistically consistent with 2019 but lower than in 2017. Only 5% indicated being highly unlikely to recommend Queen Creek (rated 0-4). Married residents and those with children in their homes are significantly more likely to recommend living in Queen Creek than their counterparts. Long-term residents are more likely to give a 0-4 rating than those who have resided in Queen Creek for less than 20 years.

**Likelihood to Recommend Queen Creek
Among All**

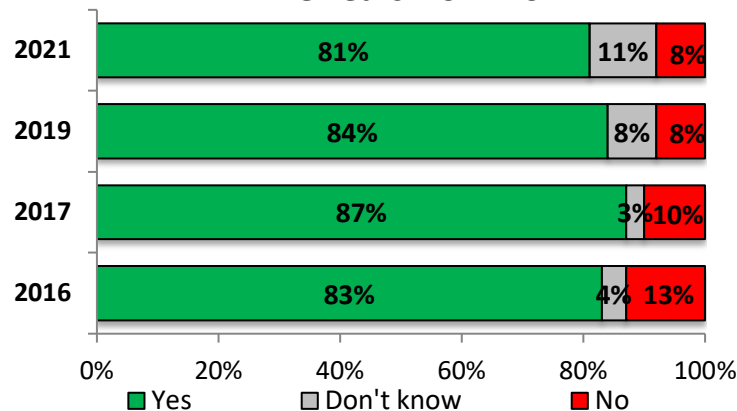


Q3: How likely would you be to recommend living in Queen Creek to someone who asks? [10 = very likely; 0 – not at all likely] 2021 n=906; 2019 n=432; 2017 n=404; 2016 n=401

*Indicates a significantly different percentage than 2019 at 95% confidence level.

A majority of residents (81%) remain committed to living in Queen Creek for the next five years. This is statistically consistent with 2019 but lower than the 87% commitment level measured in 2017. Only 8% reported being unlikely to still live in Queen Creek five years from now which is the same as in 2019 but lower than 19% in 2014. The “don’t know” response increased again this year.

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



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

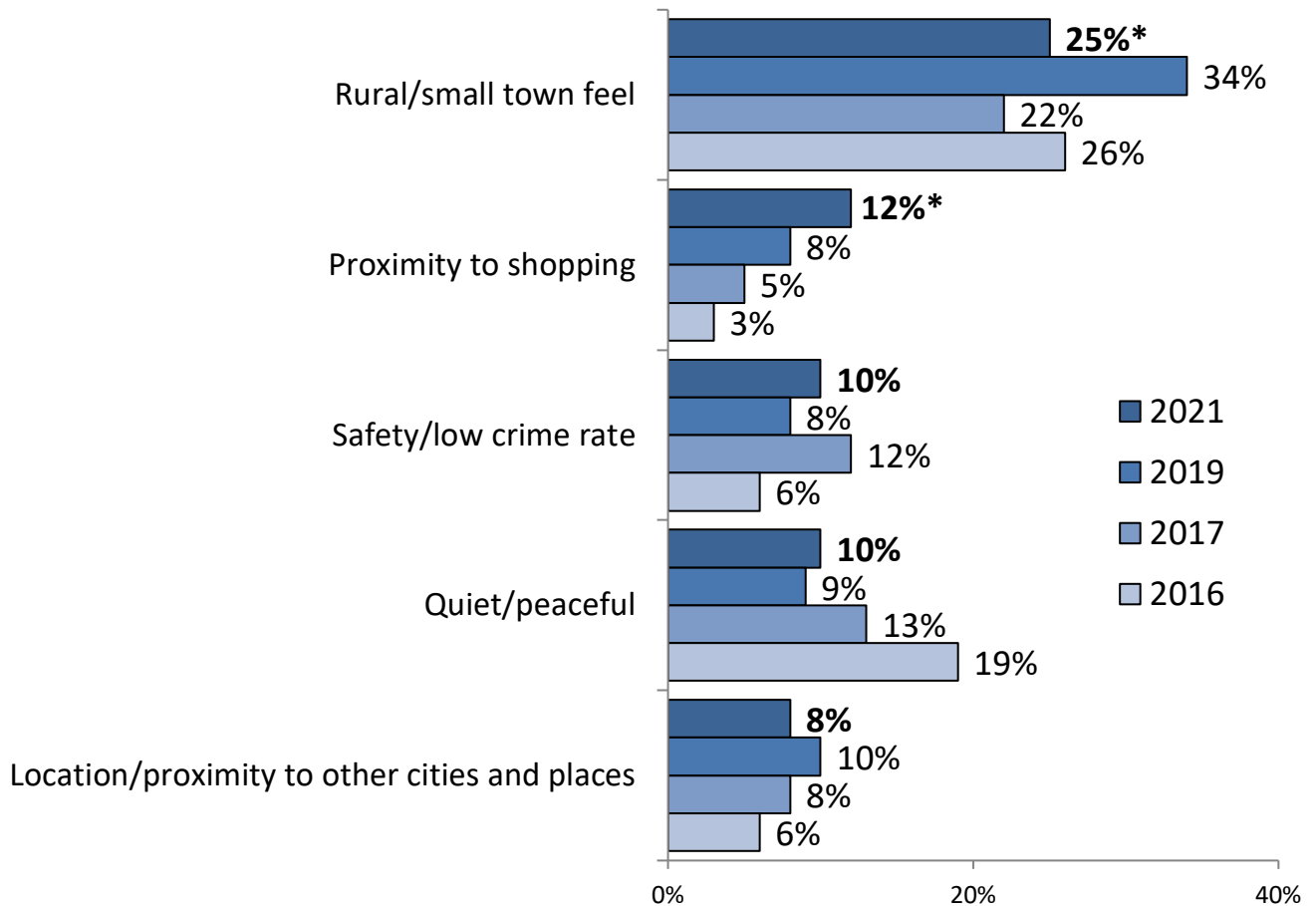
2021 n=906; 2019 n=432; 2017 n=404; 2016 n=401; No significant changes from 2019.



E. Best Thing about Living in Queen Creek

The number one thing residents “like best” about living in Queen Creek remains the Town’s *rural or small-town feel (25%)*. *Proximity to shopping* climbed to number two with **12% of mentions. This is the highest level to date and higher than all prior study years.** *Safe (10%)*, *quiet/peaceful (10%)*, and *location/proximity to other cities or places (8%)* rounded out the top five mentions. Of note, residents were more likely to mention “cleaner air / less pollution” this year than previously (6% up from 1%-2%).

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



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

2021 n=906; 2019 n=432; 2017 n=404; 2016 n=401

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



Table 6: Best Thing about Living in Queen Creek

Characteristic	2021 n=906	2019 n=432	2017 n=404	2016 n=401
Rural/small town feel	25%*	34%	22%	26%
Proximity to shopping	12%*	8%	5%	3%
Location/proximity to other cities and places	12%	10%	8%	6%
Safety/low crime rate	10%	8%	12%	6%
Quiet/peaceful	10%	9%	13%	19%
Friendliness of neighbors/people	8%	9%	5%	5%
Like my community/neighborhood	8%	5%	6%	3%
Sense of community/closeness of community	7%	7%	10%	9%
Family friendly	7%	6%	5%	5%
Cleaner air/less pollution	6%*	2%	2%	1%
Parks/walking paths/trails	5%	5%	1%	1%
Newness/New development	4%	3%	2%	2%
Affordable/cost of living	4%	4%	3%	2%
Views/mountains/trees/stars	3%	2%	1%	3%
Provides all amenities of a larger city	3%	2%	-	-
Open space/openness	3%	5%	4%	2%
Not crowded/no congestion	3%	3%	2%	2%
Community events/programs/activities for whole family	2%	1%	-	-
Schools	2%	1%	1%	1%
Weather	2%	1%	1%	1%
Don't know/no answer	5%	5%	3%	4%

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

*Indicates a significantly different percentage than 2019 at a 95% confidence level.

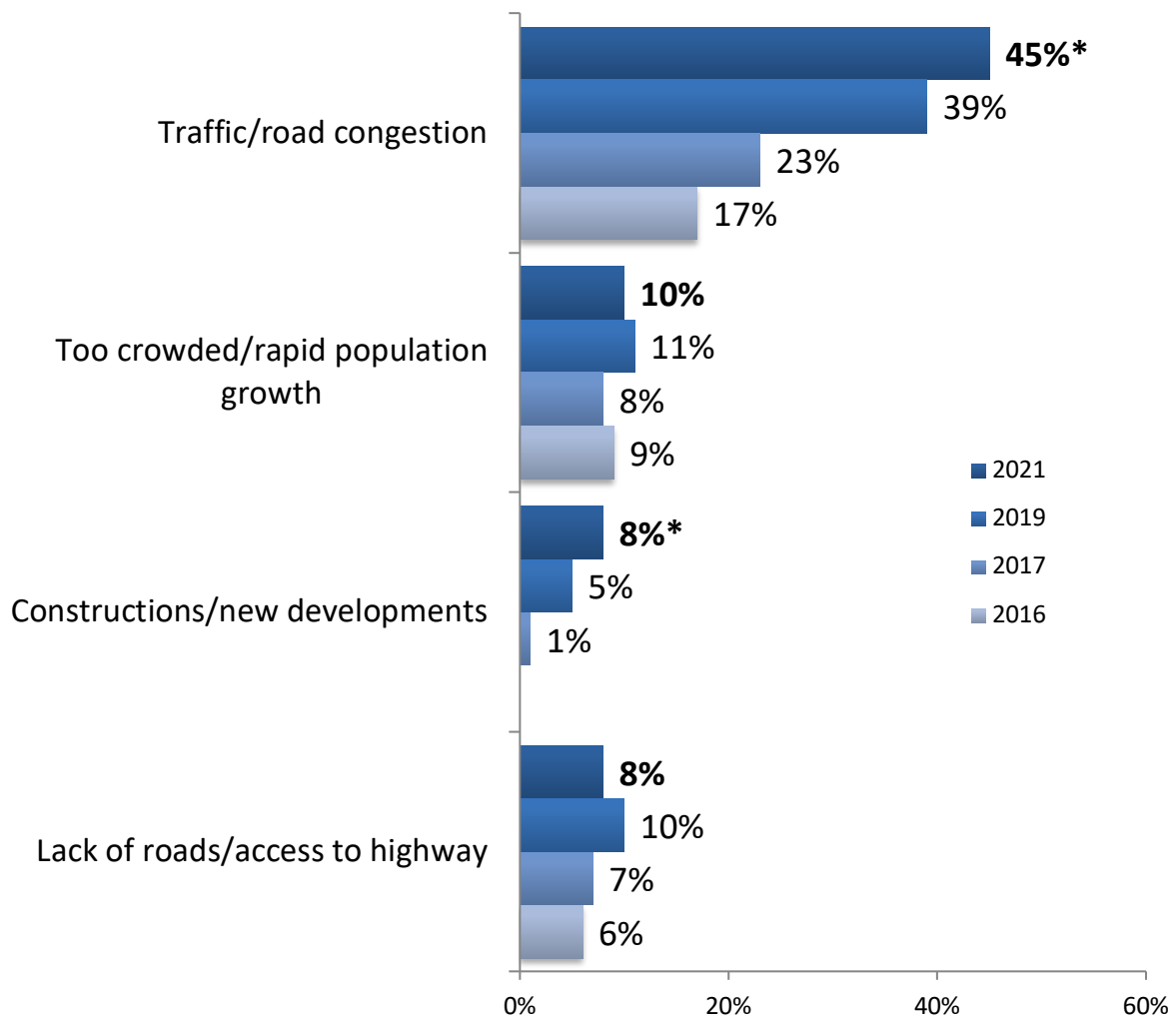
Note: Response with fewer than 2% mentions for current study year are not shown.



F. Worst Thing about Living in Queen Creek

Traffic dominates the “worst thing” about living in Queen Creek, with 45% of residents mentioning it. The proportion of residents complaining about *traffic and road congestion* has continued to increase each year and is nearly double the level measured in 2017 and five times what it was in 2014 (9%). While complaints about its proximity to places of interest and commute time fell to an all-time low of 6% (down from 10% in 2019, 19% in 2017, 15% in 2016 and 25% in 2014), growth-related concerns remain at the top. Crowding, construction/new developments, and lack of roads joining traffic complete the top four “worst things” list.

Worst Thing about Living in Queen Creek



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

2021 n=906; 2019 n=432; 2017 n=404; 2016 n=401

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



Table 7: Worst Thing about Living in Queen Creek

Characteristic	2021 n=906	2019 n=432	2017 n=404	2016 n=401
Traffic/road congestion	45%*	39%	23%	17%
Too crowded/rapid population growth	10%	11%	8%	9%
Lack of roads/access to highway	8%	10%	7%	6%
Constructions/new developments	8%*	5%	1%	-
Lack of shopping/venues too far away	7%	5%	6%	5%
Lack of proximity to places of interest/commute time	6%*	10%	19%	15%
Roads in general	4%	3%	3%	6%
Need more restaurants	4%	3%	2%	1%
Lack of recreation/entertainment opportunities	3%	2%	3%	2%
High taxes/high sales tax	2%	2%	2%	2%
Politics	2%*	-	1%	<1%
People/my neighbors	2%*	<1%	3%	2%
Small town feel is going away	2%	1%	<1%	-
Reckless drivers	2%	-	-	-
Train is too loud	2%	1%	<1%	-
Crime/it's no longer safe	1%	2%	<1%	1%
Too many fast food restaurants	1%	2%	-	-
Lack of employment opportunities	1%	2%	2%	3%
Nothing	4%	6%	11%	14%
Don't know/no answer	4%	3%	3%	6%

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

*Indicates a significantly different percentage than 2019 at a 95% confidence level.

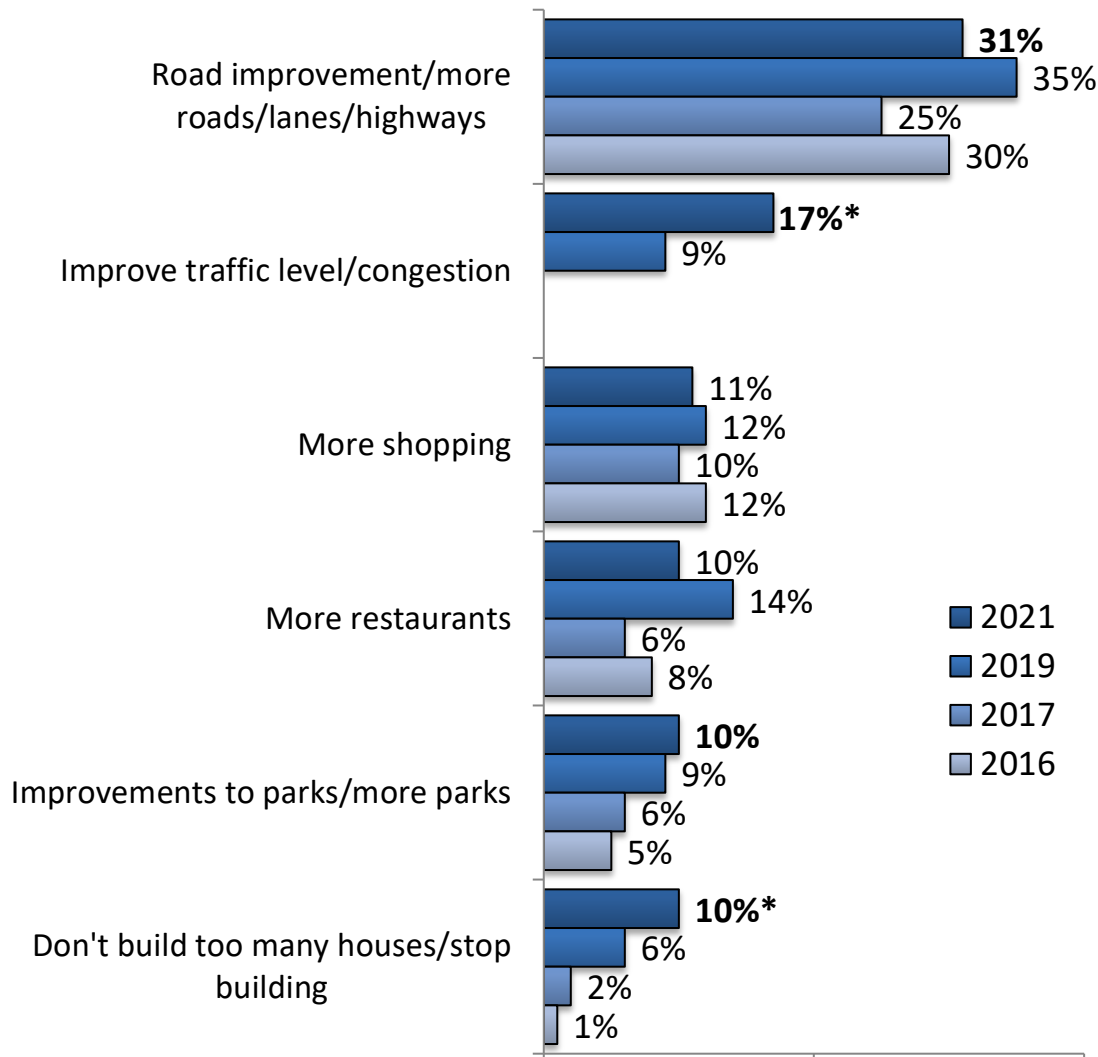
Note: Responses with fewer than 1% mentions for current study year are not shown.



G. Residents’ Desired Changes for Future Benefit of Town

Road improvements and more roadways continued to be the most requested benefit (31% mentioned), though mentions were down slightly from 35% in 2019. Requests to *alleviate/improve traffic congestion* (17%) and/or *reduce or stop building new homes* (10%) increased compared to 2019. More shopping (11%), more restaurants (10%), and *improvement to parks/more parks* (10%) complete the top requested changes to benefit the Town of Queen Creek.

Top Desired Changes to Benefit Town



Q14: What would you like to see happen in the next few years to benefit the Town of Queen Creek? What else? [OPEN-ENDED; MULTIPLE RESPONSES ALLOWED]
 2019 n=432; 2017 n=404; 2016 n=401

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



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

Desired Changes to Benefit Town	2021 n=906	2019 n=432	2017 n=404	2016 n=401
Road improvement/more roads/ lanes/ highways	31%	35%	25%	30%
**Alleviate/improve traffic congestion	17%*	9%	na	na
More shopping	11%	12%	10%	12%
More restaurants	10%	14%	6%	8%
Improvements to parks/more parks	10%	9%	6%	5%
Don't build too many houses/stop building	10%*	6%	2%	1%
Better lighting on streets/roads	6%*	11%	13%	7%
Controlled growth	6%*	3%	4%	4%
More/improved recreation opportunities	5%*	8%	7%	7%
Improve trails/more walking paths	5%	6%	6%	3%
Open sheriff's office in QC/get police department	4%*	8%	8%	11%
Less fast food restaurants/chains	4%	3%	<1%	<1%
More money toward schools/improve education	3%	4%	8%	3%
Bring in more local/small business	3%	4%	2%	1%
More/better commercial development	3%	4%	5%	11%
Improved traffic lights/synchronize lights	3%	3%	3%	1%
Reduce taxes/lower taxes	3%	2%	2%	1%
More police patrols	3%	3%	1%	2%
Better traffic safety/slower speed limits	2%	3%	3%	1%
More entertainment	2%	3%	3%	2%
Keep the rural aspect/keep small town feel	2%	3%	2%	1%
Build a public swimming pool/community pool	2%	2%	1%	2%
Improve downtown/make downtown like Gilbert	2%	2%	1%	2%
Bigger lots for housing/realistic zoning	2%	2%	1%	1%
Expand/grow (unspecified)	1%*	3%	3%	4%
More job opportunities	1%*	4%	4%	4%
Don't know/no answer	6%	10%	14%	17%

Q14: What would you like to see happen in the next few years to benefit the Town of Queen Creek? What else? [OPEN-ENDED; MULTIPLE RESPONSES ALLOWED]

*Indicates a significantly different percentage than 2019 at a 95% confidence level.

Table includes all mentions 2% or higher for 2021.

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

Note: Unless relevant, responses with fewer than 1% mentions for current study year are not shown.



IV. Resident Engagement

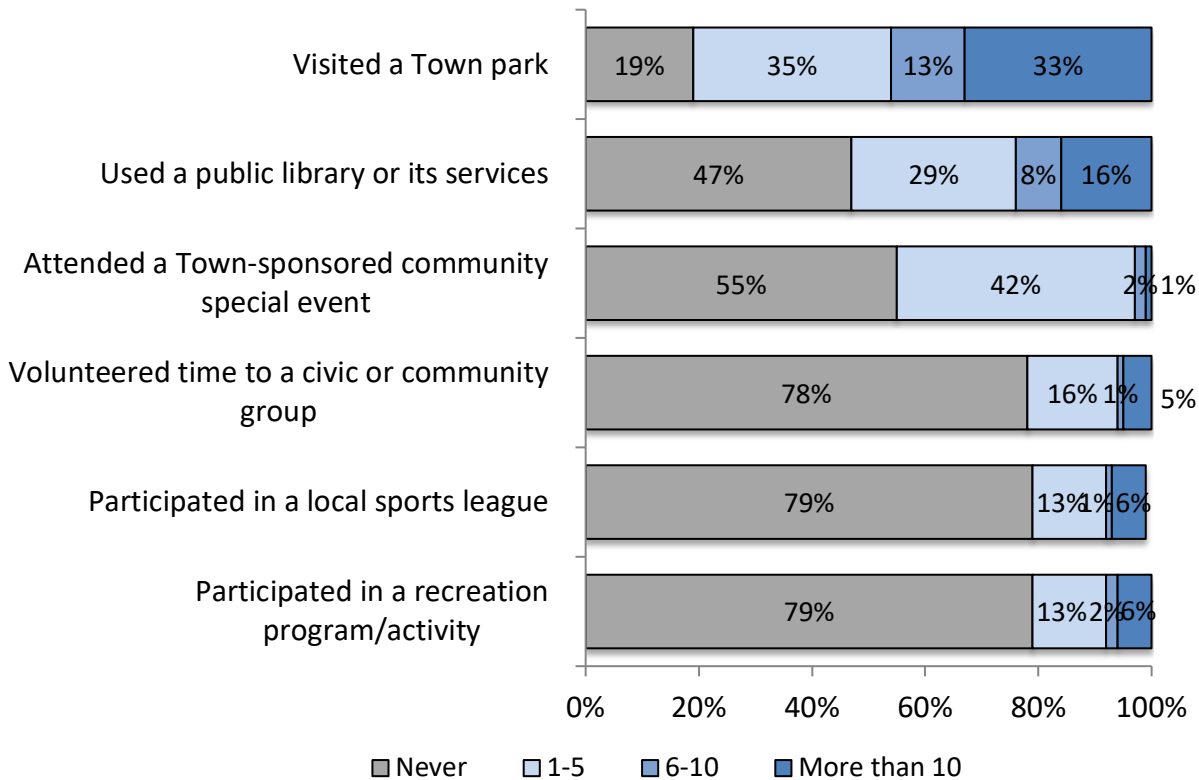
A. Engagement with Queen Creek Activities

Nearly nine in ten residents (89%) engaged in at least one of the activities listed. As expected, due to COVID-19, this is lower than prior years (97% in 2019, 93% in 2017, and 94% in 2016). Every activity suffered notable losses in participation, however the greatest impacts were on library visits, special event attendance, and volunteerism (21, 20, and 17 point drops for ‘any’ participation). While any park visitation dropped by 10 points, any participation in sports and/or recreation programs declined by 7 to 8 points compared to 2019.

Despite a decline in all activities, the most popular past year activities were again visiting a Town park (81% down from 92%) and/or going to a public library (53% down from 71%). The change to park visitation was in the proportion of residents visiting very frequently (33% more than 10 times vs. 43% in 2019). Both occasional and very frequent public library visits decreased in 2021 (29% visited one to five times in 2021 vs. 36% in 2019, 16% visited more than ten times which is half the 2019 figure of 31%).

2021: Frequency of Past 12 Month Participation

Among those Answering (excludes Don't know)



**Table 9: Annual Tracking of Frequency of Past 12-month Activity Participation
(Among those Answering – Excludes Don't know)**

Activities	Number of Times Participated in Past Year				
	Never	1-5	6-10	11+	Every day
Visited a Town Park					
2021 (n=904)	19%*	35%	13%	32%*	1%
2019 (n=431)	8%	37%	12%	41%	2%
2017 (n=403)	18%	40%	11%	30%	1%
2016 (n=401)	15%	34%	15%	34%	3%
Used a public library or its services					
2021 (n=900)	47%*	29%*	8%	15%*	1%
2019 (n=432)	26%	36%	7%	29%	2%
2017 (n=404)	32%	33%	10%	24%	-
2016 (n=401)	22%	40%	11%	26%	1%
Attended a Town-sponsored community special event**					
2021 (n=898)	55%*	42%*	2%	1%	-
2019 (n=431)	35%	56%	4%	4%	1%
2017 (n=400)	38%	55%	3%	4%	-
2016 (n=399)	30%	59%	7%	4%	<1%
Volunteered time to a civic or community group					
2021 (n=902)	78%*	16%*	1%	5%*	-
2019 (n=429)	62%	23%	3%	11%	1%
2017 (n=404)	63%	24%	3%	10%	-
2016 (n=399)	60%	27%	2%	10%	1%
Participated in a local sports league					
2021 (n=903)	79%*	13%	1%	5%*	1%
2019 (n=431)	71%	17%	2%	9%	1%
2017 (n=403)	71%	18%	3%	6%	2%
2016 (n=397)	67%	21%	3%	8%	1%
Participated in a recreation program/ activity					
2021 (n=902)	79%*	13%	2%	5%	1%
2019 (n=431)	72%	17%	3%	8%	-
2017 (n=404)	77%	13%	3%	6%	1%
2016 (n=399)	78%	15%	2%	5%	<1%

Q5: In the last 12 months, about how many times, if any, have you or other household members participated in the following activities in Queen Creek? [Randomized List]

Bold indicates a statistically significant change compared to 2019 at a 95% confidence level.

**Slight wording change from 2019 to specifically highlight key Town events.



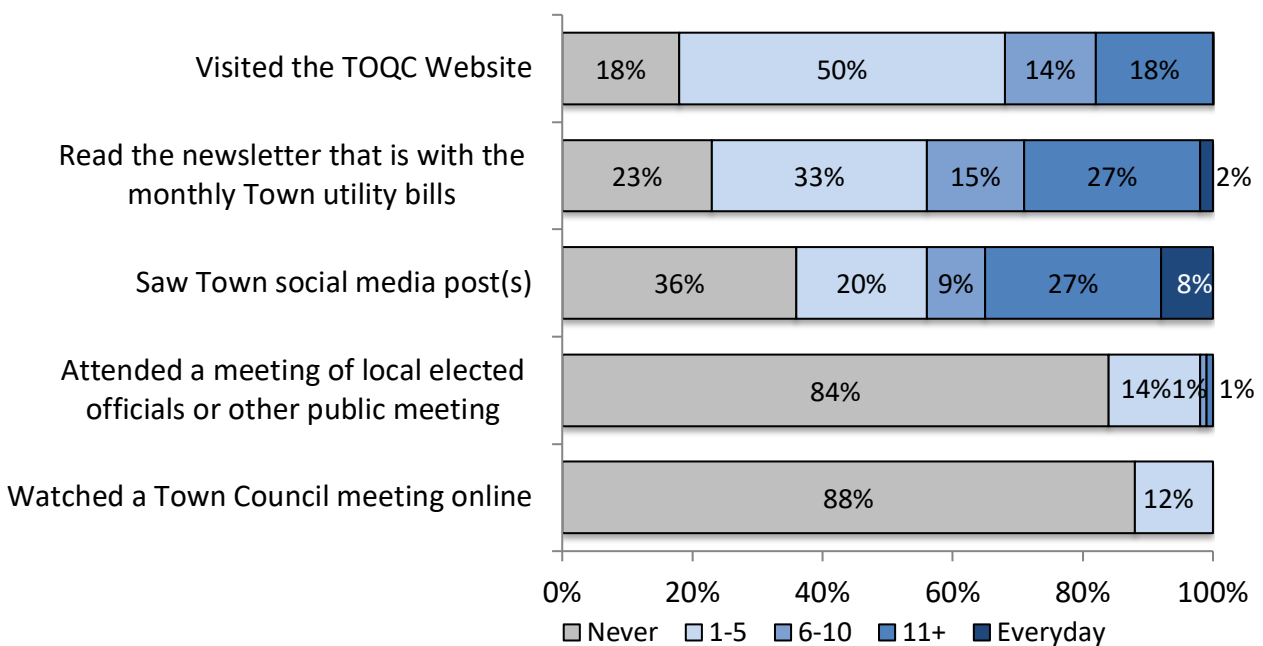
B. Engagement with Queen Creek Communication Efforts

Over the past year, nearly all residents (95%) engaged with at least one of the types of communications listed. The Town of Queen Creek’s website continues to be the most popular communications tool for residents, with 82% reporting they visited the TOQC website in the past year. This represents a decline from 86% in 2019 and 89% in 2017. One-third visited it at least six times in the prior 12 months.

Approximately three in four residents have read the newsletter insert in the utility bill (77%), which is the same as the last study measure. Frequency of reading the newsletter dipped slightly with 44% reading it at least six times a year (compared to 48% in 2019). **Nearly two-thirds have seen a social media post made by the Town** (64% down from 72% in 2019 but similar to the 63% measured in 2017). This decline is driven by a drop in the proportion of residents reporting they see Town social media daily (8% down from 12%).

While residents 55 and older are most likely to read the newsletter insert (82%), a majority of younger residents do so as well (71% aged 18-34 and 77% ages 35-54). Middle aged residents are most likely to report seeing social media posts (68% vs. 61% <35 and 59% age 55+).

2021: Frequency of Communication Activities in Past 12 Months
 “Don’t know” excluded



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

**slight wording change from 2016

2021 n=896-904



As expected, due to COVID and an actual decrease of in-person public meetings, in-person attendance at public meetings declined from 30% in 2019 to 16% in 2021 (vs. 20%-24% in prior years). The proportion of residents who have watched a Town Council meeting online grew to 12% from 10% in 2019. While attending meetings in-person is most popular among residents 55 and older, attending virtually is consistent across age groups.

**Table 10: Annual Tracking of Frequency of Past 12-month Communication Activities
(Among those Answering – Excludes don't know)**

Activities	Number of Times Participated in Past Year				
	Never	1-5	6-10	11+	Every day
Visited the Town of Queen Creek Website					
2021 (n=902)	18%	50%	14%	18%	<1%
2019 (n=431)	14%	49%	13%	24%	<1%
2017 (n=402)	11%	49%	12%	29%	-
2016 (n=400)	20%	46%	8%	24%	1%
Read the newsletter that is with the monthly Town utility bills					
2021 (n=900)	23%	33%	15%	27%	2%
2019 (n=427)	23%	29%	15%	32%	1%
2017 (n=391)	29%	31%	9%	30%	1%
2016 (n=399)	23%	28%	11%	36%	1%
**Saw one of Town's social media posts					
2021 (n=896)	36%	20%	9%	27%	8%*
2019 (n=428)	28%	23%	9%	28%	12%
2017 (n=399)	37%	17%	6%	29%	11%
2016 (n=393)	45%	20%	9%	19%	6%
Attended a meeting of local elected officials or other public meeting					
2021 (n=904)	84%*	14%*	1%	1%	-
2019 (n=431)	70%	27%	2%	1%	-
2017 (n=404)	76%	20%	2%	3%	-
2016 (n=398)	75%	22%	2%	2%	<1%
Watched a Town Council meeting online					
2021 (n=903)	88%	12%	<1%	<1%	<1%
2019 (n=432)	90%	8%	1%	1%	-
2017 (n=404)	91%	9%	<1%	<1%	-
2016 (n=400)	93%	6%	<1%	1%	<1%

Q5b: Thinking about events or communications from the Town of Queen Creek, in the last 12 months, about how many times, if any, have you or other household members participated in the following activities in Queen Creek? [Randomized List] ** slight wording change in 2016

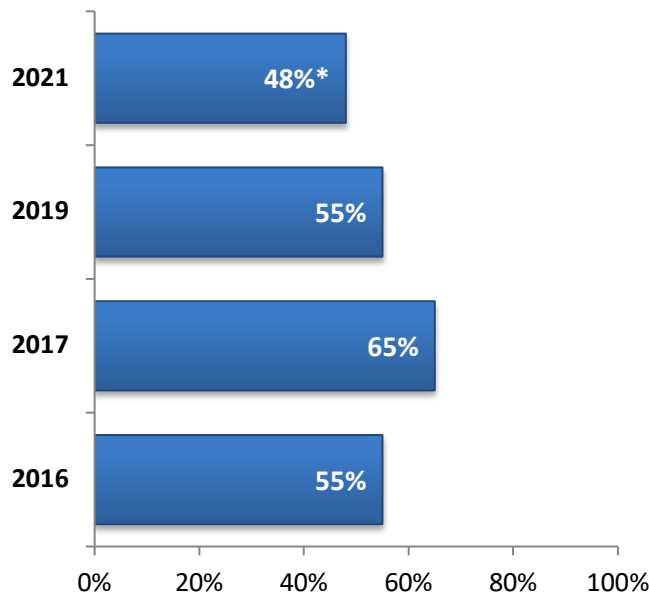
*Indicates a significantly different percentage than 2019 at a 95% confidence level.



C. In-person and Telephone Contact with TOQC Staff

After spiking in 2017, in-person or telephone contact with Town of Queen Creek employees dropped in 2019 and again in 2021 to the lowest level ever measured. Just under one-half (48%) of residents had contact with an employee in the last 12 months. Previously this was attributed to a shift of business services being available online and communication tools on the website and social media; however this year, it is likely due to fewer opportunities for in-person interaction due to COVID-19 related precautions.

Personal Contact with a Town Employee in Last 12 Months



Q6: Have you had any in-person or phone contact with an employee of the Town of Queen Creek within the last 12 months?

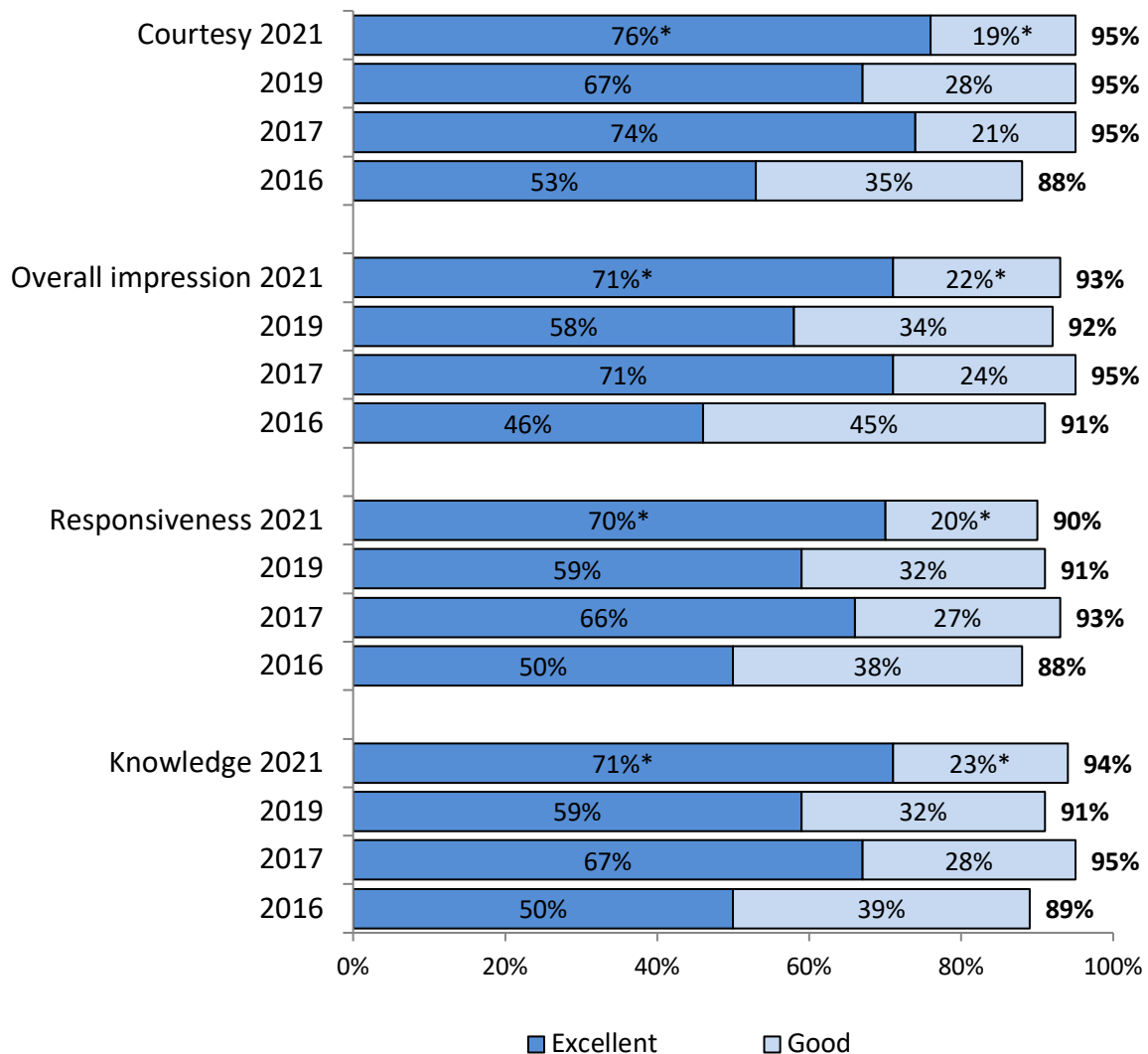
2020 n=906; 2019 n=432; 2017 n=404; 2016 n=401

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



Town of Queen Creek employees continue to earn high ratings from residents who interact with them for their courtesy, responsiveness, knowledge, and overall impression (90% to 95% awarded ratings of “excellent” or “good”). While top two ratings are consistent with 2019, the percentage of “excellent” ratings increased for all four attributes resulting in a return to the elevated levels measured in 2017. The proportion of “good” ratings experienced a corresponding decrease and returned to 2017 levels.

Employee Attributes Among Those with an Opinion



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

2021 n=435; 2019 n=237; 2017 n=267; 2016 n=220

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



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

Attributes		Excellent	Good	Fair	Poor	Very Poor
Courtesy						
	2021	76%*	19%*	4%	<1%	1%
	2019	67%	28%	4%	1%	-
	2017	74%	21%	2%	2%	1%
	2016	53%	35%	9%	-	2%
Overall impression						
	2021	70%*	22%*	5%	1%	1%
	2019	58%	34%	7%	1%	-
	2017	71%	24%	2%	2%	1%
	2016	46%	45%	6%	2%	1%
Responsiveness						
	2021	70%*	20%*	6%	2%	2%
	2019	59%	32%	7%	1%	1%
	2017	66%	27%	4%	2%	1%
	2016	49%	38%	10%	1%	1%
Knowledge						
	2021	71%*	23%*	4%	1%	1%
	2019	59%	32%	7%	2%	<1%
	2017	67%	28%	3%	2%	1%
	2016	50%	39%	9%	-	2%

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

2021 n=435; 2019 n=237; 2017 n=267; 2016 n=220; 2014 n=208

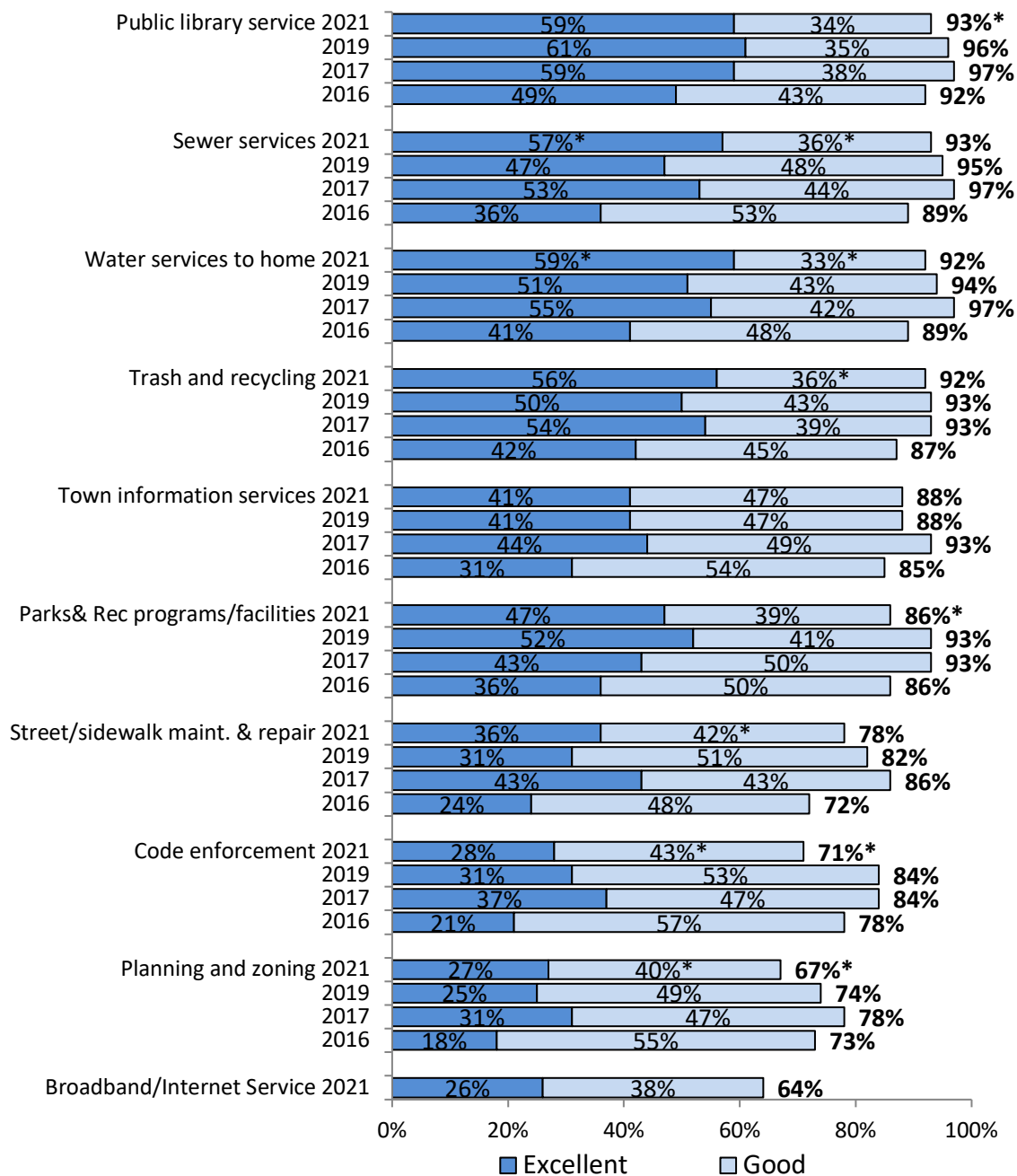
*Indicates a significantly different percentage than 2019 at a 95% confidence level.



D. Perception of Queen Creek Services

Evaluated services received high ratings of 64% to 93% from residents. More than nine in ten residents (92%-93%) awarded ratings of excellent or good to *public library services, sewer services, water services, and trash and recycling*. Residents were least likely to rate Broadband/Internet service as “excellent” or “good”).

**Perception of Queen Creek Services
"Excellent" and "Good" Ratings
Among Those with an Opinion**



Q8: Using the same scale, please rate the overall quality of each of the following services in Queen Creek. How would you rate... [Randomized List]

2021 n=906; 2019 n=432; 2017 n=404; 2016 n=401

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



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

Services		Excellent	Good	Fair	Poor	Very Poor
Public Library service						
	2021	59%	34%	6%	1%	1%
	2019	61%	35%	3%	1%	-
	2017	59%	38%	3%	<1%	-
	2016	49%	43%	6%	1%	1%
Sewer services						
	2021	57%*	36%*	4%	2%*	1%
	2019	47%	48%	4%	<1%	<1%
	2017	53%	44%	3%	1%	-
	2016	36%	53%	8%	3%	<1%
Water services to home						
	2021	59%*	33%*	6%	2%	1%
	2019	51%	43%	4%	1%	1%
	2017	55%	42%	3%	<1%	-
	2016	41%	48%	7%	3%	1%
Trash and Recycling						
	2021	56%	36%*	6%	1%	1%
	2019	50%	43%	5%	1%	1%
	2017	54%	39%	5%	3%	-
	2016	43%	45%	12%	1%	<1%
Parks and Recreation program/facilities						
	2021	47%	39%	12%*	2%	1%
	2019	52%	41%	6%	1%	<1%
	2017	43%	50%	7%	1%	-
	2016	36%	50%	12%	2%	1%
Town information services						
	2021	41%	47%	10%	1%	1%
	2019	41%	47%	12%	<1%	-
	2017	44%	49%	6%	1%	-
	2016	31%	54%	14%	<1%	<1%
Code enforcement						
	2021	28%	43%*	20%*	6%*	3%*
	2019	31%	53%	12%	3%	1%
	2017	37%	47%	12%	3%	1%
	2016	21%	57%	17%	4%	2%

Q8: Using the same scale, please rate the overall quality of each of the following services in Queen Creek. How would you rate... [Randomized List] n=906

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



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

Services		Excellent	Good	Fair	Poor	Very Poor
Street and sidewalk maintenance/repair						
	2021	36%	42%*	17%	4%	1%
	2019	31%	51%	14%	4%	<1%
	2017	43%	43%	11%	2%	1%
	2016	24%	48%	20%	7%	1%
Planning and Zoning						
	2021	27%	39%*	23%*	8%	3%
	2019	25%	49%	17%	7%	2%
	2017	31%	51%	17%	3%	2%
	2016	19%	55%	19%	7%	1%
Broadband/Internet Service						
	2021	26%	38%	23%	8%	5%

Q8: Using the same scale, please rate the overall quality of each of the following services in Queen Creek. How would you rate... [Randomized List] n=906

Bold indicates a statistically significant change from 2019 at a 95% confidence level.

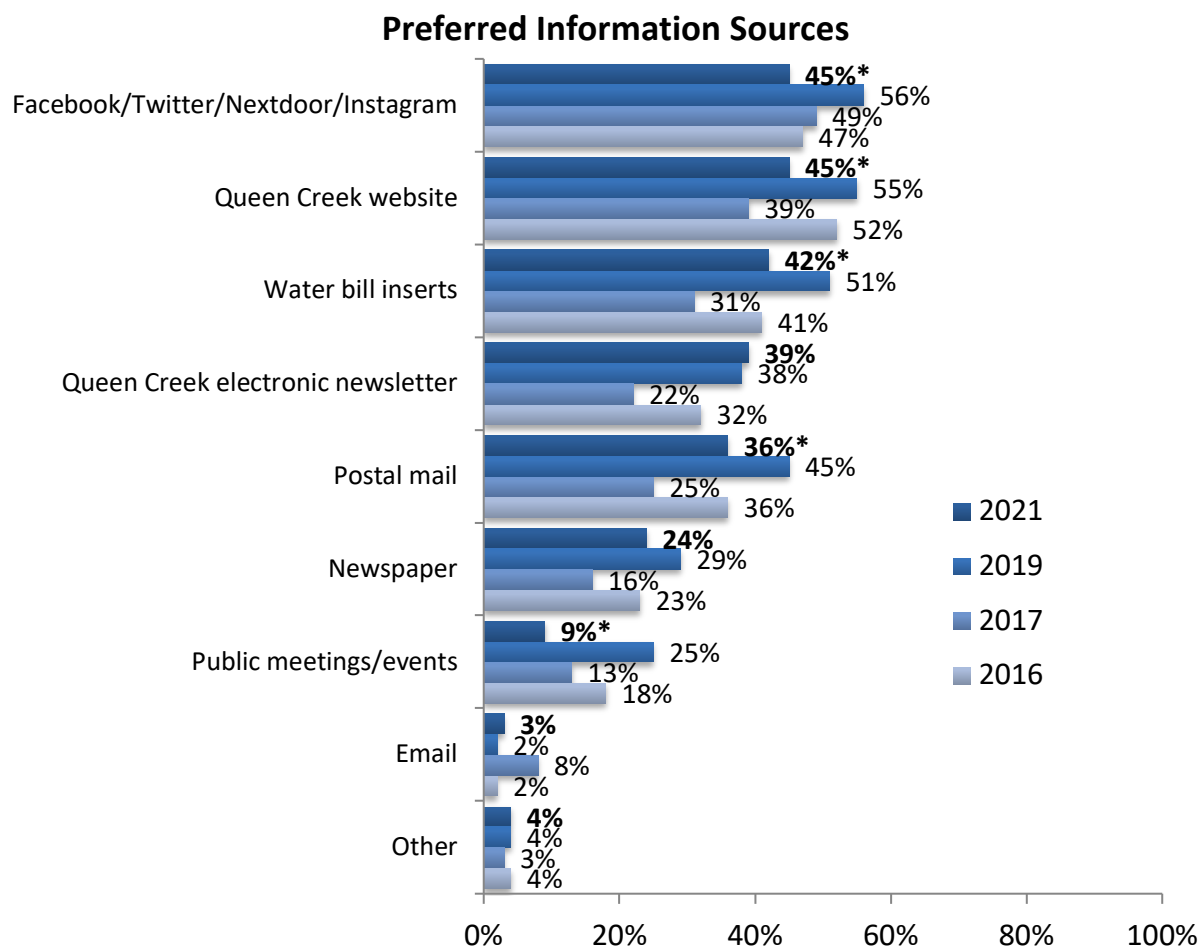


E. Preferred Information Sources about Town

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.

However, these top three sources were mentioned less frequently in 2021 (42% to 45%) compared to 2019 (51% to 56%). As an anticipated result of the pandemic, preference for *public meetings/community events* plummeted this year (9% down from 25% in 2019). While fewer residents expressed a preference for postal mail as an information source (36% down from 45%), the 2021 level is higher than in 2017 and equal to 2016. Nonetheless, it’s possible that this is also related to COVID-19 as well.

Predictably, preferred sources vary by age to some degree, with younger residents expressing a stronger preference for social media and those 55 and older more inclined to prefer water bill inserts, newspapers, and in-person meetings or events



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

2021 n=906; 2019 n=432; 2017 n=404; 2016 n=401

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



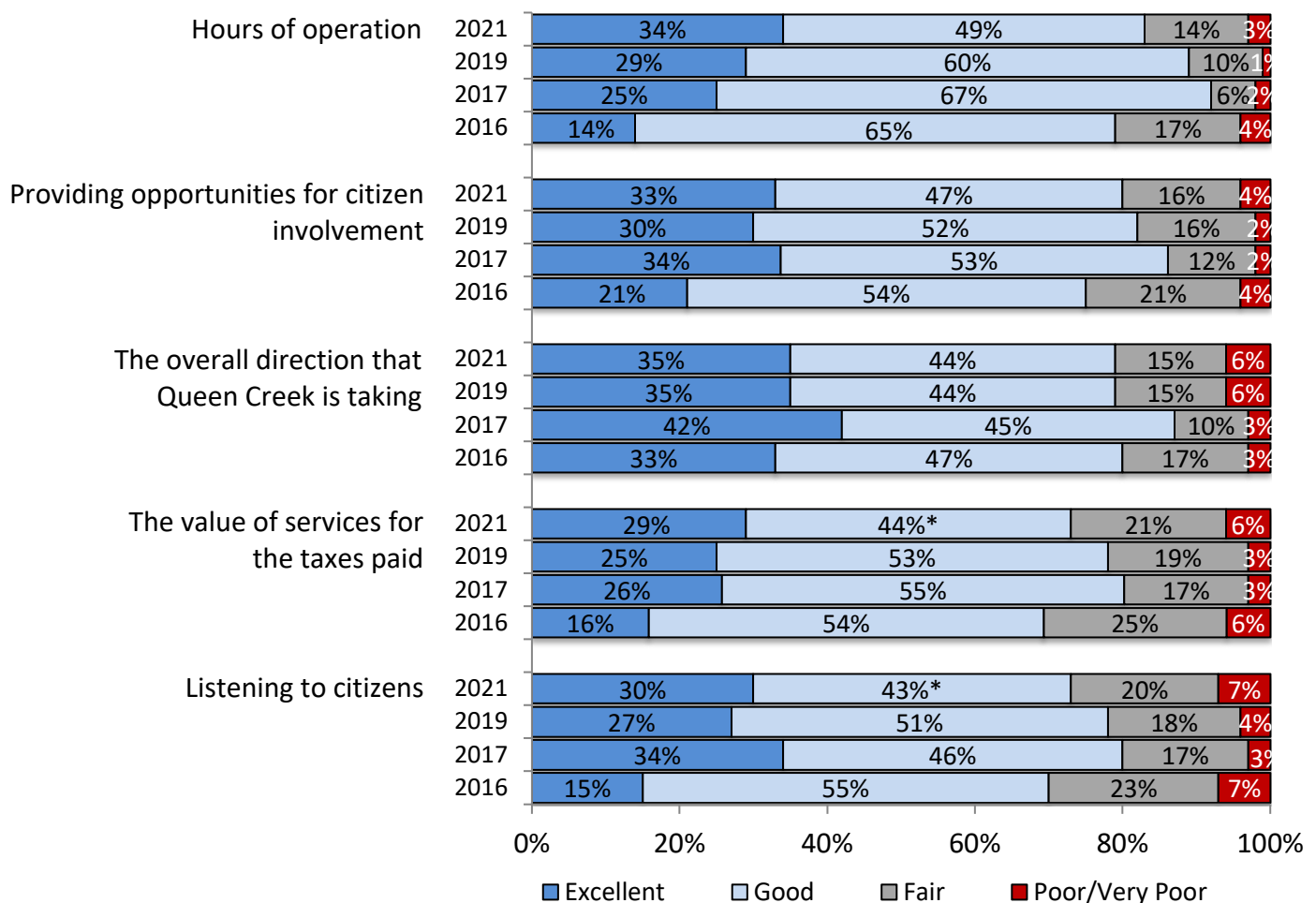
V. Governance

A. Perception of Town Governance

Queen Creek’s governance received very positive ratings (73% to 83% excellent + good). However, overall ratings continued a slight downward trend again this year with drops for *hours of operation* (83% down from 89%) and *value of services* (73% down from 78%). Notably, all top two ratings are down compared to 2017.

Perception of Town Governance

Among those with an Opinion



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

2021 n=906; 2019 n=432; 2017 n=404; 2016 n=403

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



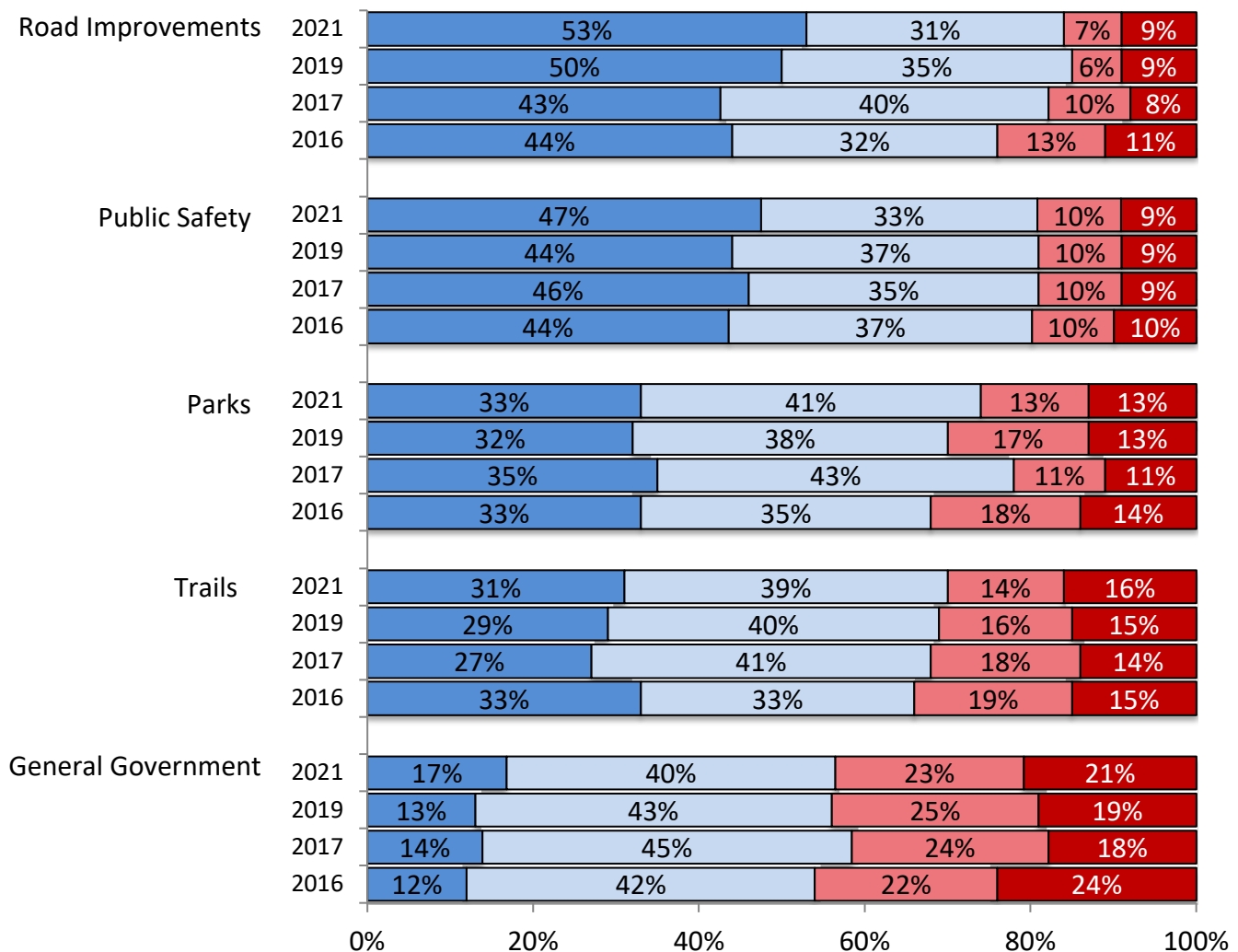
B. Support of Tax Increase for Specific Issues

Whereas a sizeable majority of residents (70% to 84%) “strongly” or “somewhat” support a tax increase for four of the issues evaluated, only a slight majority (57%) do so for general *government services*. Support is by far the strongest for *road improvements* and *public safety* (84% and 80% somewhat + strongly support).

Overall support (strongly/somewhat) for taxes was virtually the same as in 2019. However, it’s relevant to note that support for a tax to *fund new or improved parks* dropped to 70% in 2019 but rebounded to 74% in 2021 to be statistically consistent with 2017 and higher than the 68% measured in 2016.

Support of Tax Increase for Specific Issues

Among Those with an Opinion



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

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

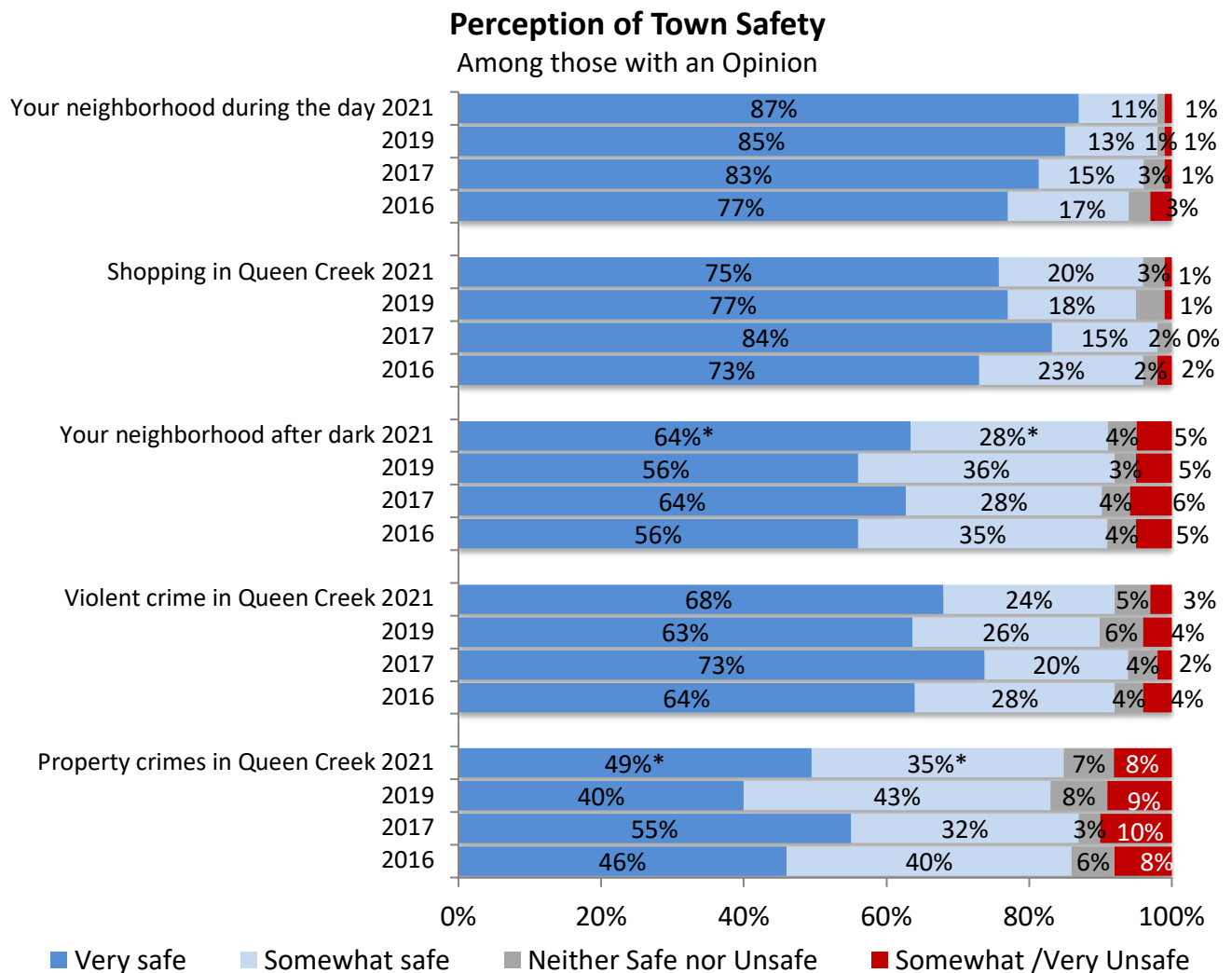
2021 n=906; 2019 n=432; 2017 n=404; 2016 n=403;

*No significant differences between 2019 and 2017



C. Safety in Queen Creek

A majority of residents feel “very” or “somewhat” safe in Queen Creek (85% to 98%). Virtually everyone feels *safe in their neighborhood during the day* (98%) and while *shopping* (95%). Nine in ten reported feeling at least somewhat *safe in their neighborhood after dark* (91%) and *safe from violent crimes* (91%). The proportion of residents who feel “very safe” *after dark* and from *property crimes* increased to return to 2017 levels. Notably, the number of residents who feel “very safe” in the *daytime in their neighborhoods* continues to trend upward and stands at the highest level to date (87%; higher than 77% in 2016). While safety perceptions are not impacted by gender, residents 55 and older are less likely than those under 55 to feel safe from violent crime (87% vs. 93%) and property crimes (81% vs. 87%).



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

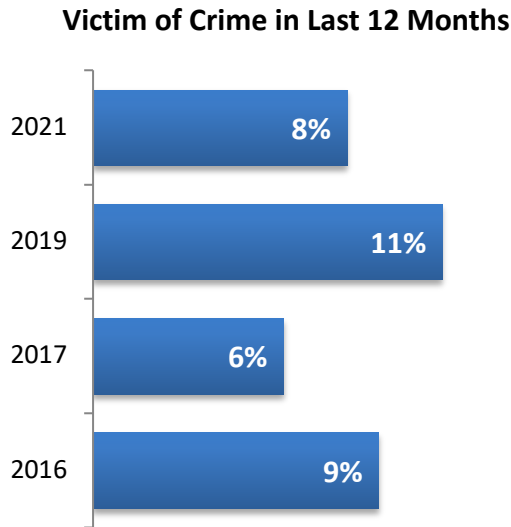
2021 n=906, 2019 n=432; 2017 n=404; 2016 n=401

*Indicates a significantly different percentage than 2019 at a 95% confidence level.



D. Crime Victimization

Fewer than one in ten residents (8%) reported that a household member was a victim of a crime in the past 12 months. This is statistically consistent with the last three waves of research which ranged from 6% to 11%.



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

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

*No significant differences



Appendix A

Questionnaire



2021 Town of Queen Creek Citizen Survey

RDD/LANDLINE INTRODUCTION

Hello, my name is _____. I'm calling on behalf of the Town of Queen Creek from WestGroup Research. We're conducting a survey with Town residents on a number of public issues and would like to include your opinions. All of your answers will be completely confidential. This is strictly for research purposes only and not a sales call. Are you 18 years of age or older? **(IF ASKED: The survey should take about 12-15 minutes)**

CELL PHONE INTRODUCTION

Hello, my name is _____. I'm calling on behalf of the Town of Queen Creek from WestGroup Research. We're conducting a survey with Town residents on a number of public issues and would like to include your opinions. All of your answers will be completely confidential. This is strictly for research purposes only and not a sales call. Are you 18 years of age or older? Is this a safe time to talk with you now or are you driving? **(IF ASKED: The survey should take about 12-15 minutes)**

(INTERVIEWER: If respondent is driving, schedule a callback)

(INTERVIEWER: Offer Spanish speaking respondents the option of completing the survey in Spanish. If no Spanish interviewer is immediately available schedule a callback)

- S1. What is your zip code?
85142 – CONTINUE WITH S3
85242 – CONTINUE WITH S3
85140 – ASK S2
[IF NOT IN ZIP CODE 85142 OR 85242 OR 85140 TERMINATE]
- S2. IF 85140: Do you live in Ironwood Crossing or Encanterra?
a. Yes – CONTINUE TO SURVEY
b. No – THANK AND TERMINATE
- S3. Do you receive trash services from the Town of Queen Creek? (IF UNSURE: DO YOU PAY YOUR BILL ON THE TOWN OF QUEEN CREEK UTILITY BILL?)
1. Yes – CONTINUE
2. No – ASK: Do you live in Avila, Town Center Apartments, Ironwood Crossing or Encantada? IF YES CONTINUE/IF NO TERMINATE.
3. Don't Know/Decline to Answer - TERMINATE
- S4. RECORD GENDER (PHONE: If not obvious by voice -- What gender should I record for you?)
a. Male
b. Female
c. Non-binary
d. Prefer to self-describe



S5. And just to be sure we're getting an accurate representation of your area can you please tell me which of the following ranges includes your age?

- 1 18 to 24 years
- 2 25 to 34 years
- 3 35 to 44 years
- 4 45 to 54 years
- 5 55 to 64 years
- 6 65 to 74 years
- 7 75 years or older
- 8 Decline to Answer

S6. Which of the following best describes your race or ethnic background?

- 1 Caucasian/White
- 2 African American/Black
- 3 Latino/Hispanic
- 4 Asian
- 5 Other
- 6 Decline to Answer

MAIN QUESTIONNAIRE

Q1. Next, I would like to get your opinions on a few aspects regarding the quality of life in Queen Creek. First, how would you rate **[INSERT FIRST ITEM]**? Would you say it is Excellent, Good, Fair, Poor, or Very Poor? (INTERVIEWER: Ask for each item repeating scale as necessary) **[RANDOMIZE]**

- 5 Excellent
 - 4 Good
 - 3 Fair
 - 2 Poor
 - 1 Very Poor
 - 6 Don't Know (DON'T READ)
- a Queen Creek as a place to live
 - b Your neighborhood as a place to live
 - c Queen Creek as a place to raise children
 - d Queen Creek as a place to work
 - e Queen Creek as a place to retire
 - f The overall quality of life in Queen Creek

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

- 5 Excellent
 - 4 Good
 - 3 Fair
 - 2 Poor
 - 1 Very Poor
 - 7 Don't Know (DON'T READ)
- a. Sense of community
 - b. Overall appearance of Queen Creek
 - c. Overall quality of new development in Queen Creek
 - d. Overall quality of business and service establishments in Queen Creek



- e. Availability of paths and walking trails
 - f. Traffic flow on major streets
- Q2B. Using the same scale, please rate each the following opportunities within Queen Creek as a whole. First, how would you rate the [INSERT FIRST ITEM]? IF NECESSARY: Would you say it is: Excellent, Good, Fair, Poor, or Very Poor? (INTERVIEWER: Ask for each item repeating scale as necessary) [RANDOMIZE]
- a. Shopping opportunities
 - b. Recreational opportunities
 - c. Employment opportunities
 - d. Educational opportunities
- Q3. How likely would you be to recommend living in Queen Creek to someone who asks? Please use a scale from 0 to 10 where “0” means “not at all likely” and “10” means “extremely likely”.
11=Don't Know/Decline to Answer (DO NOT READ)
- Q4. Are you likely to be living in Queen Creek five years from now?
- 1 Yes
 - 2 No
 - 3 Don't Know/Decline to Answer (DO NOT READ)
- Q5. In the last 12 months, about how many times, if any, have you or other household members participated in the following activities in Queen Creek? (INTERVIEWER: DO NOT READ FREQUENCY SCALE – JUST CODE RESPONSES IN THE APPROPRIATE RANGE) [RANDOMIZE]
- 0 Never
 - 1 Once or Twice
 - 2 Three to Five Times
 - 3 Six to Ten Times
 - 4 Ten to Twenty Times
 - 5 More than Twenty Times
 - 6 Every day
 - 7 Don't Know/Can't Remember (DON'T READ)
- a. Used a public library or its services
 - b. Attended a Town-sponsored community special event such as Founders' Day or Trunk or Treat
 - c. Participated in a recreation program or activity (such as fitness classes, painting, or horseback riding lessons)
 - d. Participated in a local sports league
 - e. Visited a Town park (Mansel Carter Oasis Park, Founder's Park, Desert Mountain Park or Horseshoe Park & Equestrian Centre)
 - f. Volunteered your time to a civic or community group or activity in Queen Creek
- Q5B. Thinking about events or communications from the Town of Queen Creek, in the last 12 months, about how many times, if any, have you or other household members participated in the following activities in Queen Creek? (INTERVIEWER: DO NOT READ FREQUENCY SCALE – JUST CODE RESPONSES IN THE APPROPRIATE RANGE) [RANDOMIZE]
- a. Attended a meeting of local elected officials or other local public meeting
 - b. Read the newsletter that is included with the monthly Town utility bills
 - c. Saw one of the Town's social media posts (Facebook/Twitter/Nextdoor/Instagram)
 - d. Watched a Town Council meeting online



e. Visited the Town of Queen Creek Web site (at www.queencreekaz.gov)

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

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

[IF Q6=1/YES]

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

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

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

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

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

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

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

- 5 Excellent
- 4 Good
- 3 Fair



- 2 Poor
- 1 Very Poor
- 6 Don't Know (DON'T READ)

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

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

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

(RECORD OPEN-ENDED RESPONSE)

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

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

Q11. To what extent would you support or oppose a tax increase for...? (INTERVIEWER: Read each item and then ask: *is that somewhat or strongly support/oppose*) [RANDOMIZE]

- 4 Strongly support
- 3 Somewhat support
- 2 Somewhat oppose
- 1 Strongly oppose
- 5 Don't Know (DON'T READ)

- a. Road improvements
- b. General government services
- c. New or improved parks
- d. New or improved trails
- e. Public Safety services



- Q12. Next I want to ask you a few questions about the safety of Queen Creek. When it comes to [INSERT FIRST ITEM] would you say you feel Very Safe, Somewhat Safe, Neither Safe nor Unsafe, Somewhat Unsafe, or Very Unsafe? (INTERVIEWER: Ask for each item repeating scale as necessary) [RANDOMIZE]
- 5 Very Safe
 - 4 Somewhat Safe
 - 3 Neither Safe nor Unsafe
 - 2 Somewhat Unsafe
 - 1 Very Unsafe
 - 6 Don't Know (DON'T READ)
- a. Violent crime (e.g., rape, assault, robbery) in Queen Creek
 - b. Property crimes (e.g., burglary, theft) in Queen Creek
 - c. Your neighborhood during the day
 - d. Your neighborhood after dark
 - e. Shopping in Queen Creek
- Q13. During the past twelve months, were you or anyone in your household the victim of any crime?
- 1 Yes
 - 2 No
 - 3 Don't Know (DON'T READ)
 - 4 Decline to Answer (DON'T READ)
- Q14. What would you like to see happen in the next few years to benefit the Town of Queen Creek? What else? (INTERVIEWER: IF RESPONDENT MENTIONS PUBLIC SCHOOLS, REMIND THEM THAT THE TOWN HAS NO JURISDICTION OVER THE SCHOOL DISTRICTS) DO NOT READ LIST. MULTIPLE RESPONSES ALLOWED
- a. More shopping
 - b. More restaurants
 - c. Improvements to parks/more parks/finish parks
 - d. More/improved recreation opportunities/programs
 - e. Road improvements/more roads, lanes, highways
 - f. Better roads/street lighting
 - g. More/better located commercial development
 - h. Create Town police department/no contracting with MCSO
 - i. More job opportunities
 - j. More money toward schools/improve education
 - k. More/better commercial development
 - l. Expand/grow
 - m. Improve trails/more walking paths
 - n. Improved lights/synchronize lights better
 - o. Other: SPECIFY
 - p. DK/NA
- Q15. What do you like best about living in Queen Creek? (DO NOT READ LIST. SINGLE RESPONSE)
- a. Rural/Small town feel
 - b. Quiet/peaceful
 - c. Friendliness of people/neighbors
 - d. Safety/low crime rate
 - e. Location/proximity to other cities/places/amenities
 - f. Not crowded/no congestion
 - g. Nice area
 - h. Open spaces/openness/land availability
 - i. Family friendly/family oriented



- j. Sense of community/closeness of community/residents
 - k. Like my community/neighborhood
 - l. Proximity to shopping venues
 - m. Its affordable/cost of living
 - n. Nothing
 - o. Other: Specify
 - p. DK/NA
- Q16. What do you like least about living in Queen Creek? (DO NOT READ LIST. SINGLE RESPONSE)
- a. Proximity to places of interest/long commutes/travel to work
 - b. Lack of shopping venues/stores too far away
 - c. General lack of recreation opportunities/entertainment
 - d. Lack of jobs/employment opportunities
 - e. Too crowded/rapid population growth
 - f. Air quality is poor/needs improvement
 - g. Roads in general
 - h. Lack of roads/access to highway
 - i. Traffic/road congestion
 - j. High taxes/high sales tax
 - k. Need more restaurants
 - l. The smell/stinky dairy farms
 - m. Nothing
 - n. Other: Specify
 - o. DK/NA

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

DEMOGRAPHICS

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

- D1. How many years have you lived in Queen Creek?
- 1 Less than 2 years
 - 2 2 to 5 years
 - 3 6 to 10 years
 - 4 11 to 20 years
 - 5 More than 20 years
 - 6 Don't Know/Can't Remember (DON'T READ)
 - 7 Decline to Answer (DON'T READ)
- D2. Including yourself, how many people reside in your household? _____(99=Decline to Answer)
- [IF D2 > 1]**
- D3. How many children under the age of 18 are living in your household? _____(99=Decline to Answer)
- D4. Are you eligible to vote?
- 1 Yes
 - 2 No **[SKIP TO D7]**
 - 3 Don't Know/Can't Remember (DON'T KNOW)
 - 4 Decline to Answer (DON'T KNOW)



- D5. Are you registered to vote in the Town of Queen Creek?
- 1 Yes
 - 2 No
 - 3 Don't Know/Can't Remember (DON'T READ)
 - 4 Decline to Answer (DON'T READ)
- D6. Do you plan to vote in the next Town election that will be held in August of next year?
- 1 Yes
 - 2 No
 - 3 Don't Know/Can't Remember (DON'T READ)
 - 4 Decline to Answer (DON'T READ)
- D7. Do you rent or own your primary residence?
- 1 Rent
 - 2 Own
 - 3 Don't Know (DON'T READ)
 - 4 Decline to Answer (DON'T READ)
- D8. Which of the following best describes your current marital status?
- 1 Married
 - 2 Divorced/Widowed
 - 3 Single, never married
 - 4 Living with significant other/partner
 - 5 Other
 - 6 Decline to Answer (DON'T KNOW)
- D9. Are you currently...(READ LIST)
- 1 Employed full-time
 - 2 Employed part-time
 - 3 Unemployed and looking for work
 - 4 Unemployed and not looking for work
 - 5 Retired
 - 6 Decline to Answer (DON'T KNOW)
- D10. What is the last grade of school or college you completed?
- 1 High school or less
 - 2 Some college
 - 3 Vocational or technical training
 - 4 College graduate
 - 5 Post graduate degree or more
 - 6 Don't Know (DON'T KNOW)
 - 7 Decline to Answer (DON'T KNOW)
- D11. Which of the following ranges includes your annual household income from all sources?
- 1 Less than \$24,999
 - 2 \$25,000 to \$49,999
 - 3 \$50,000 to \$99,999
 - 4 \$100,000 to \$149,000
 - 5 \$150,000 or more
 - 6 Don't Know (DON'T KNOW)
 - 7 Decline to Answer (DON'T KNOW)

Thank you very much for your time!



Appendix B

2021 Mailed Letter Materials

6 X 9 Mail Envelope



8.5 X 11 Letter



0001



Dear _____,

WestGroup Research is assisting the Town of Queen Creek in conducting a survey with Town residents on a number of community topics and would like to include your opinions. All of your answers will be completely confidential. The Town greatly appreciates your feedback, and your opinions will help the Town Council make decisions regarding priorities over the next few years. Please complete the survey by November 7, 2021.

Choose one of the options shown below to access the survey. You must enter an Access Code to complete the survey. This unique code cannot be shared with anyone else.

Your personal Access Code is : 554290

1. Type www.westgroupresearch.com/TOQCSurvey2021 in the address bar of your web browser (*do not type into the "search" box*)
2. Call 480-757-9570
3. Text the letters TOQC to 602-715-2433 to receive the link via text
4. Scan QR Code on right to immediately access survey



WestGroup Research está asistiendo al pueblo de Queen Creek en conducir una encuesta con residentes del pueblo sobre una serie de temas comunitarios y le gustaría incluir sus opiniones. Todas sus respuestas serán completamente confidenciales. El pueblo de Queen Creek aprecia mucho sus comentarios, y sus opiniones van a ayudar al consejo del pueblo tomar decisiones respecto a prioridades en los próximos años. Complete la encuesta antes del 7 de noviembre de 2021.

Elija una de las siguientes opciones para completar la encuesta. Debe ingresar un código de acceso para completar la encuesta. Este código único no se puede compartir con nadie más.

Su código de acceso personal para acceder la encuesta es: 554290

1. Vaya a www.westgroupresearch.com/TOQCes en la barra de direcciones de su navegador web (no escriba en el cuadro de "búsqueda")
2. Llame al 480-757-9570
3. Envíe un mensaje de **texto** con las letras TOQC al 602-715-2433
4. **Escanee el código QR** a la derecha para acceder inmediatamente a la encuesta



Sincerely,

Kathryn DeBoer
Chief Research Officer
WestGroup Research

