

Town of Queen Creek Citizen Survey

WestGroup Research

December 2023

Research Objectives & Methodology

Research Goal:

Measure residents regarding attitudes and approval levels of the Town's functionality. The tracking study also measures changes in these perceptions since the 2016, 2017 and 2019 and 2021 Citizen Surveys.

Methodology:

In 2023, WestGroup Research again implemented an updated multi-mode strategy on behalf of the Town. It included outbound and inbound telephone interviews and a web survey promoted by a mailing of 7,200 letters. Of note, the response to the mailed letter was a 5.5% response rate.

Research Conducted:

- 141 surveys were completed by telephone, and 399 were completed online.
- Data collection occurred between September 26 and November 6, 2023.

Sample:

The total sample size of n=540 has a margin of error of $\pm 4.2\%$ at the 95% confidence level.

Demographics

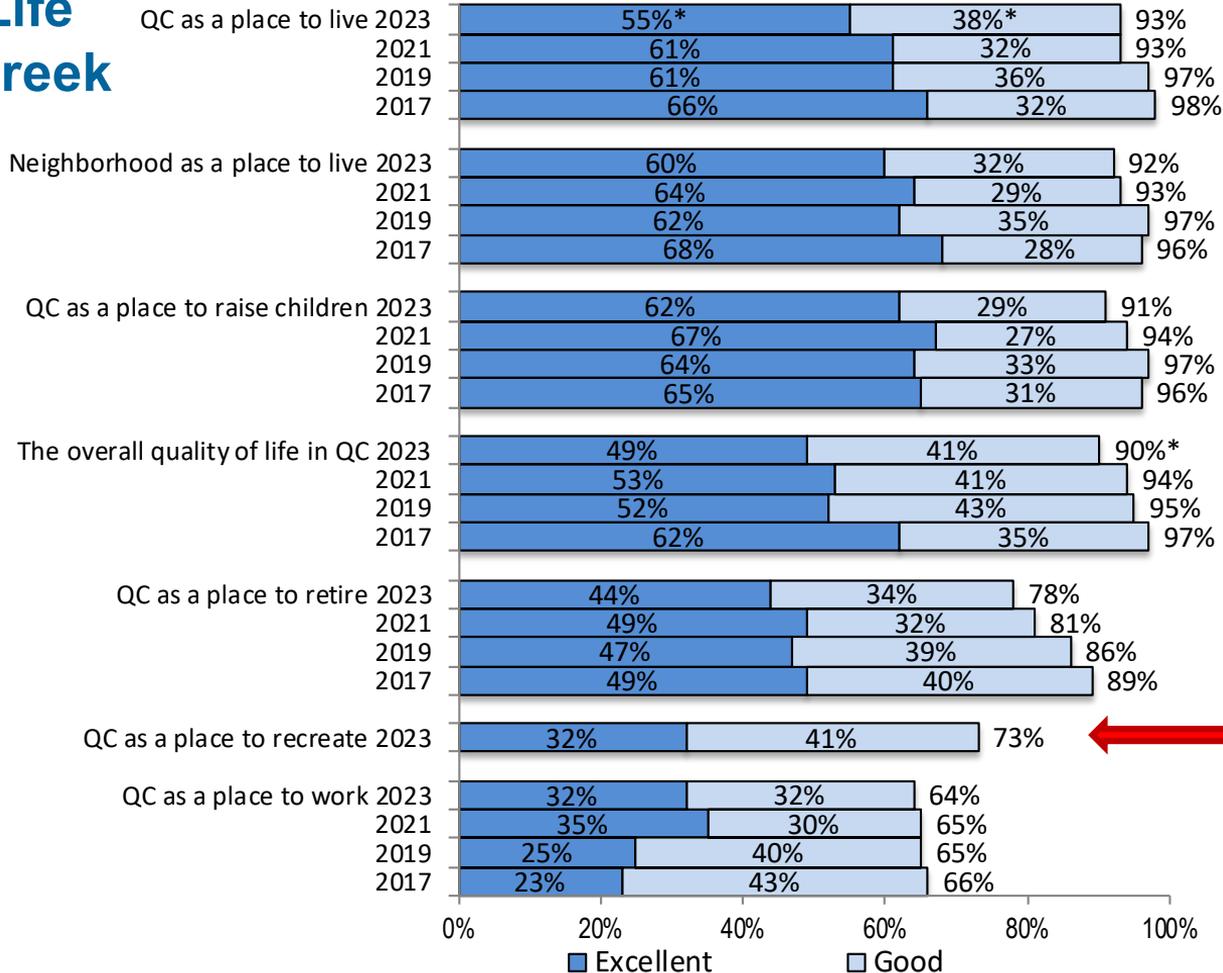
The multi-mode data collection methodology, including the letter invitation, resulted in a high response rate from TOQC residents.

However, participation among the Town's youngest adult residents lagged behind the other age groups, therefore the total data has been weighted by age to reflect the demographic composition of TOQC.

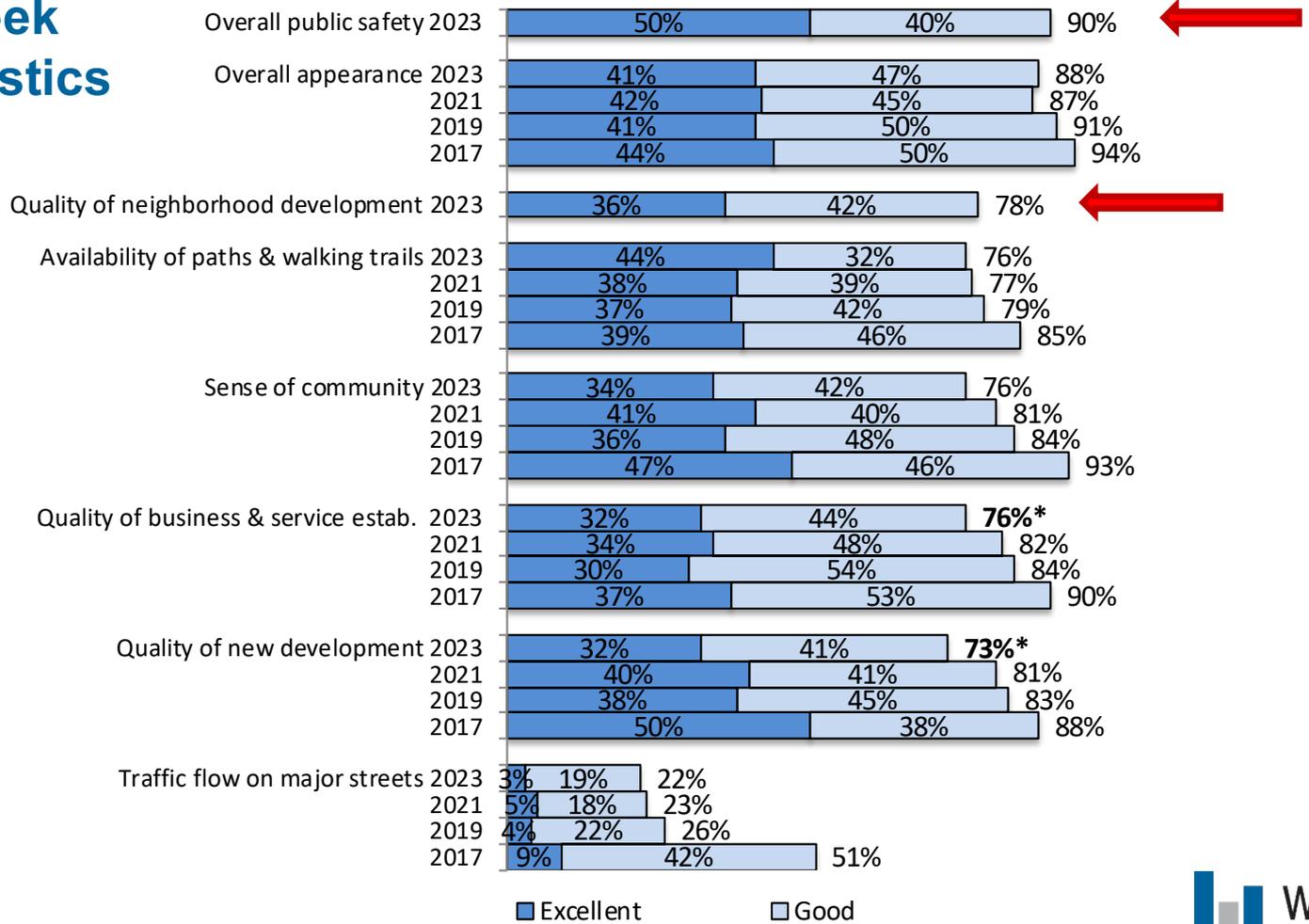
Characteristic	Non-weighted n=540	Weighted n=540
Gender		
Male	52%	50%
Female	47%	49%
Non-binary / Prefer not to answer	1%	1%
Ethnicity		
Caucasian	83%	79%
Latino/Hispanic	6%	9%
African American	2%	3%
Asian	2%	2%
Other	<1%	1%
Declined to Answer	6%	6%
Age*		
18 to 34 years	11%	20%
35 to 54 years	42%	48%
55 to 64 years	21%	15%
65+ years	26%	17%

Overall Opinions

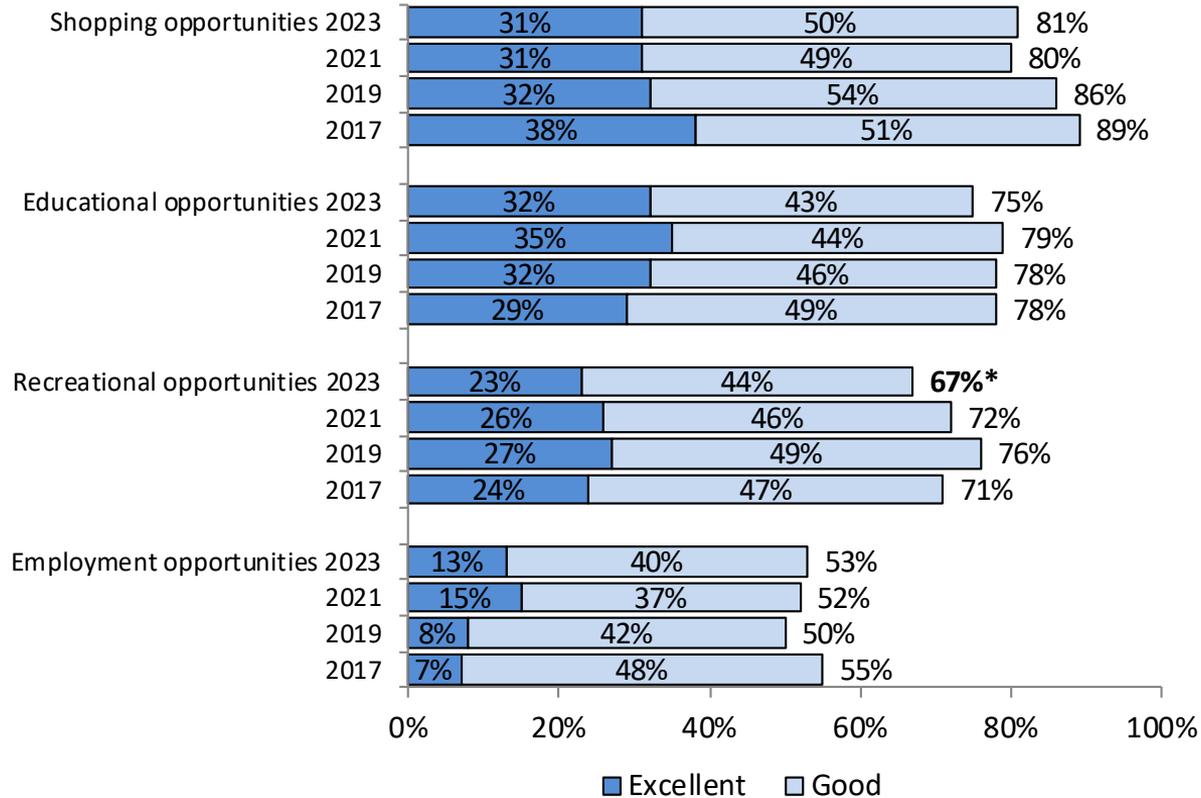
Quality of Life in Queen Creek



Queen Creek Characteristics

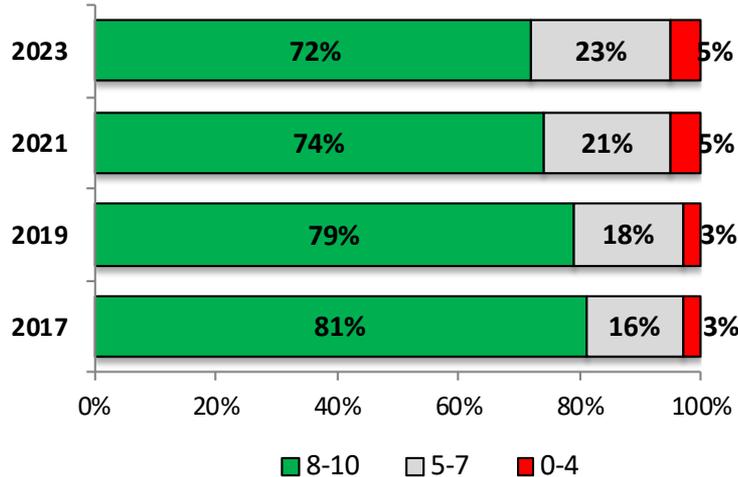


Opportunities Within Queen Creek

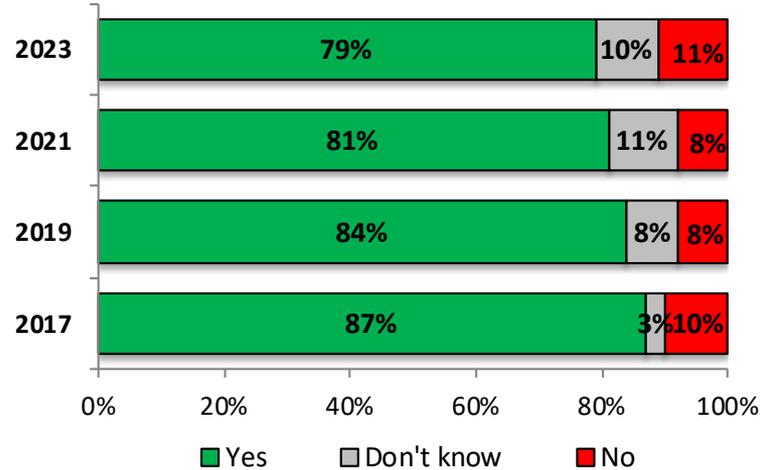


Likelihood to Recommend And Likelihood to Stay

Likelihood to Recommend Queen Creek

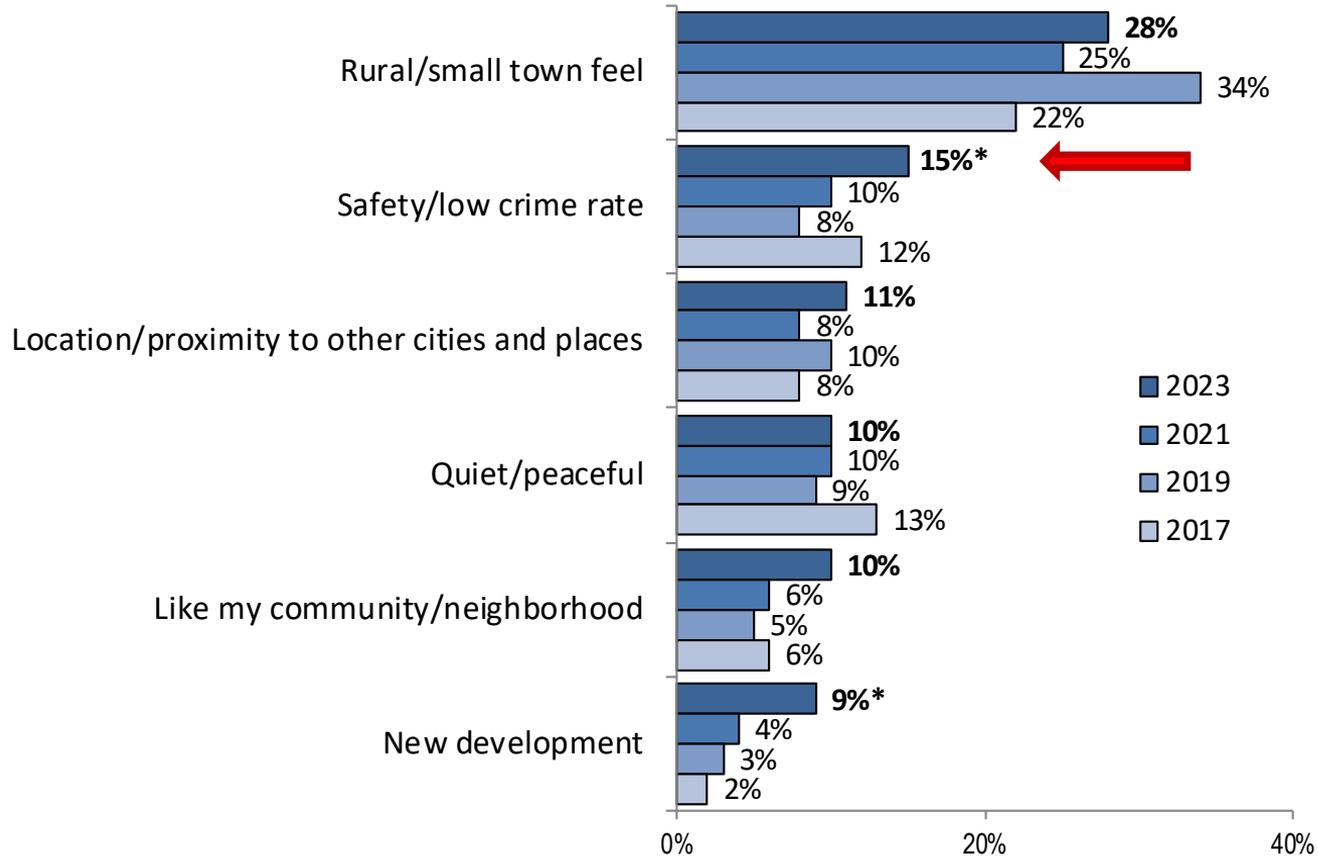


Likely to Live in Queen Creek Five Years from Now



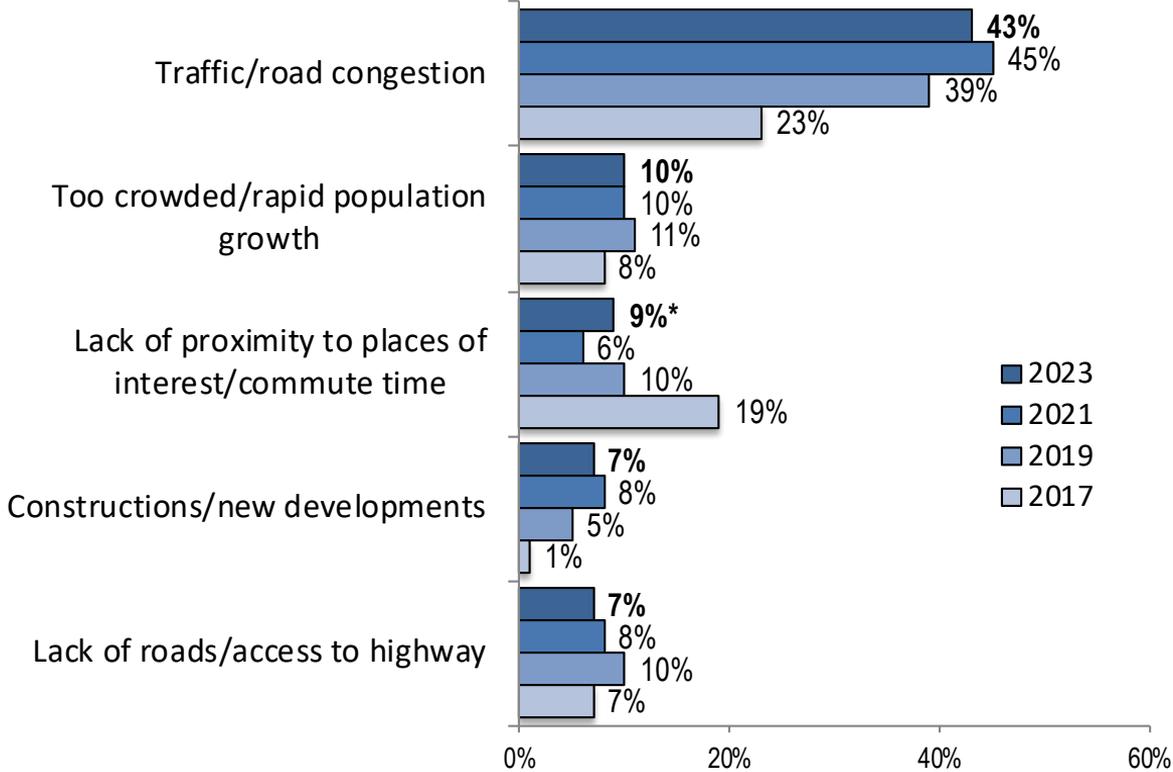
Best Thing About Living in Queen Creek

Top Mentions

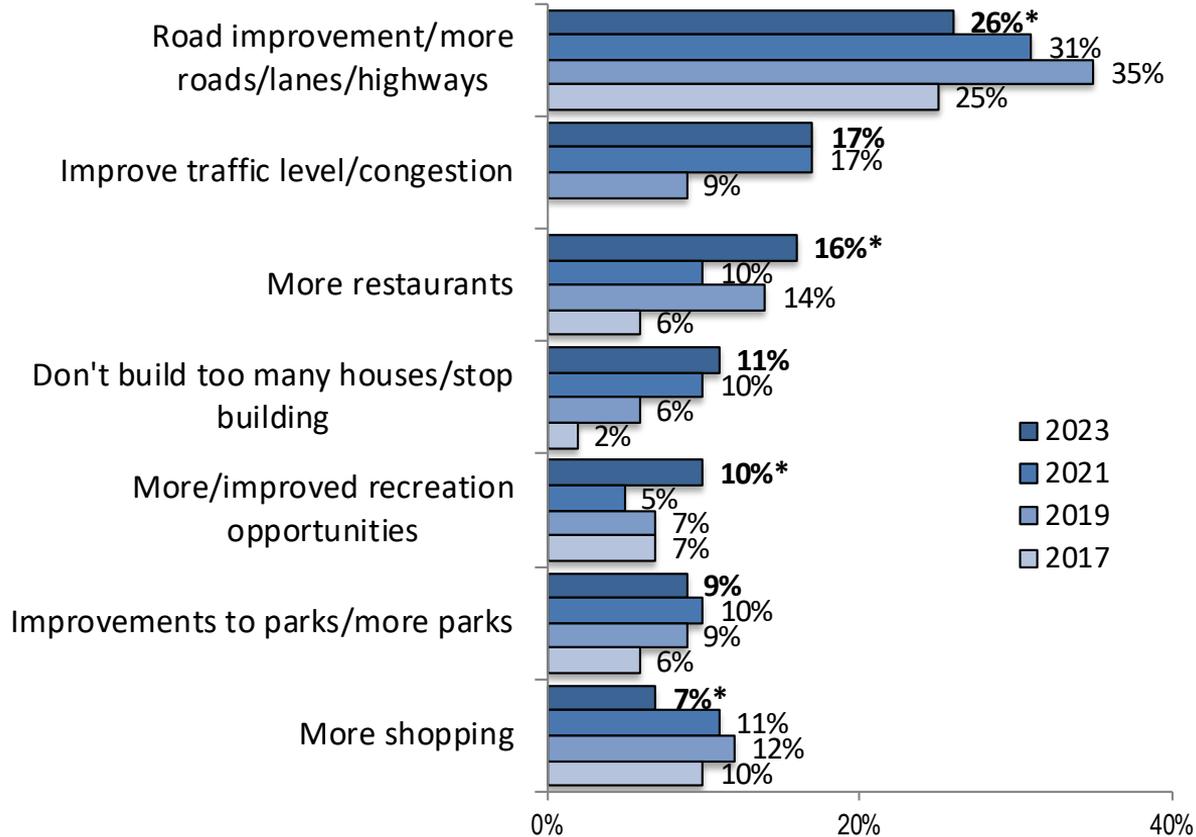


Worst Thing About Living in Queen Creek

Top Mentions



Residents' Desired Future Benefits for Town

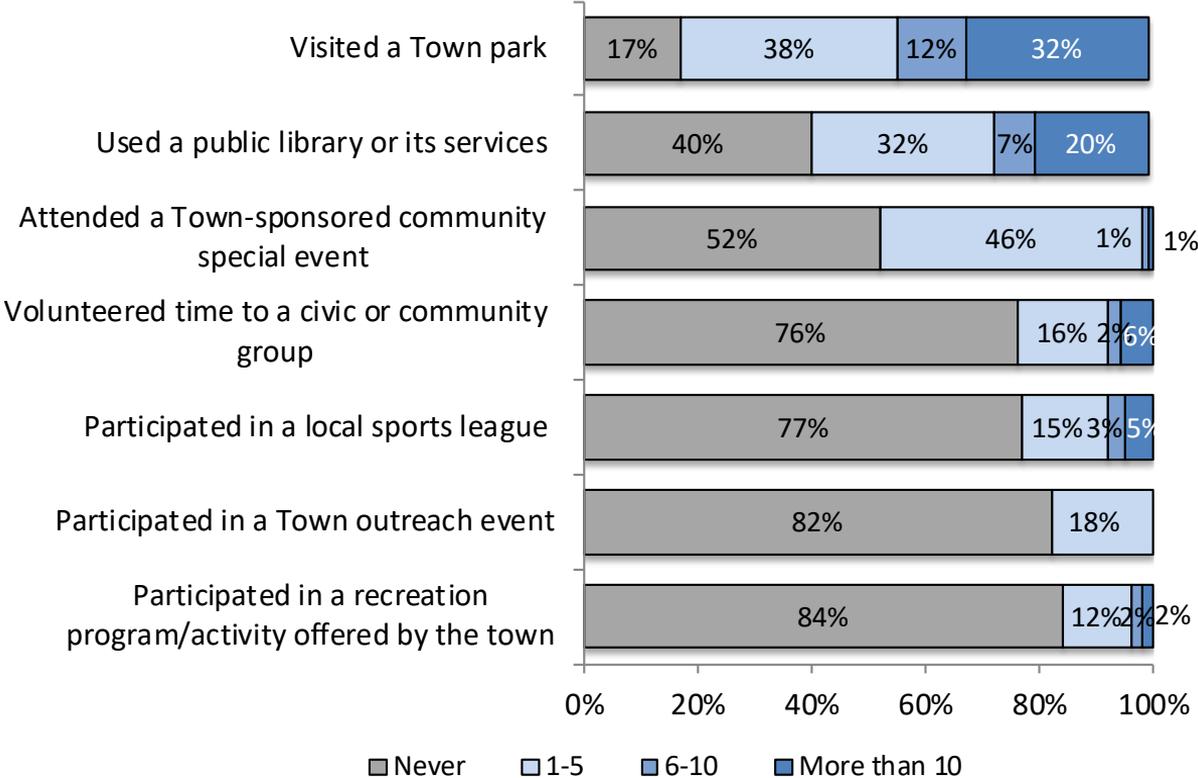


Resident Engagement

Engagement with Queen Creek Activities

2023: Frequency of Past 12 Month Participation

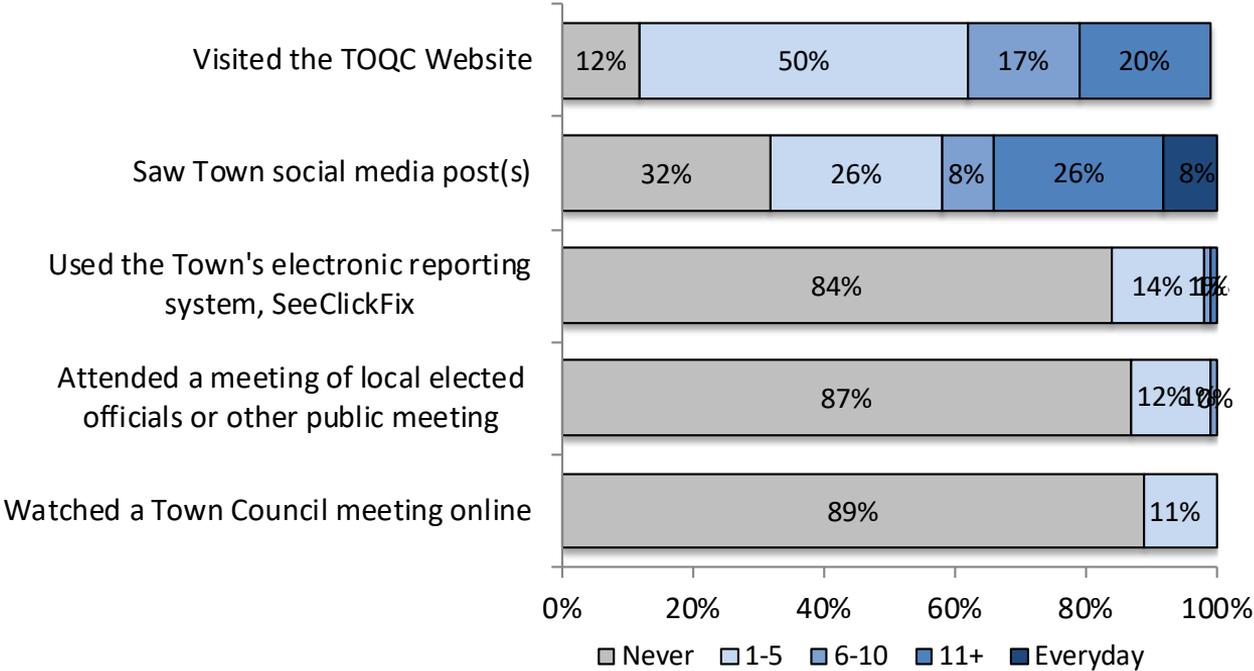
Among those Answering (excludes Don't know)



Engagement with Queen Creek Communication Efforts

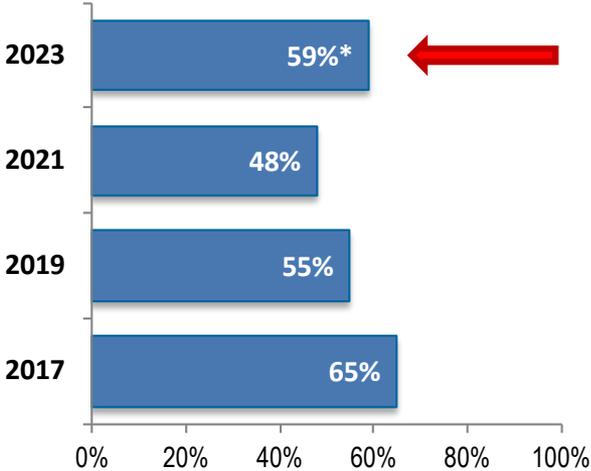
2023: Frequency of Communication Activities in Past 12 Months

"Don't know" excluded



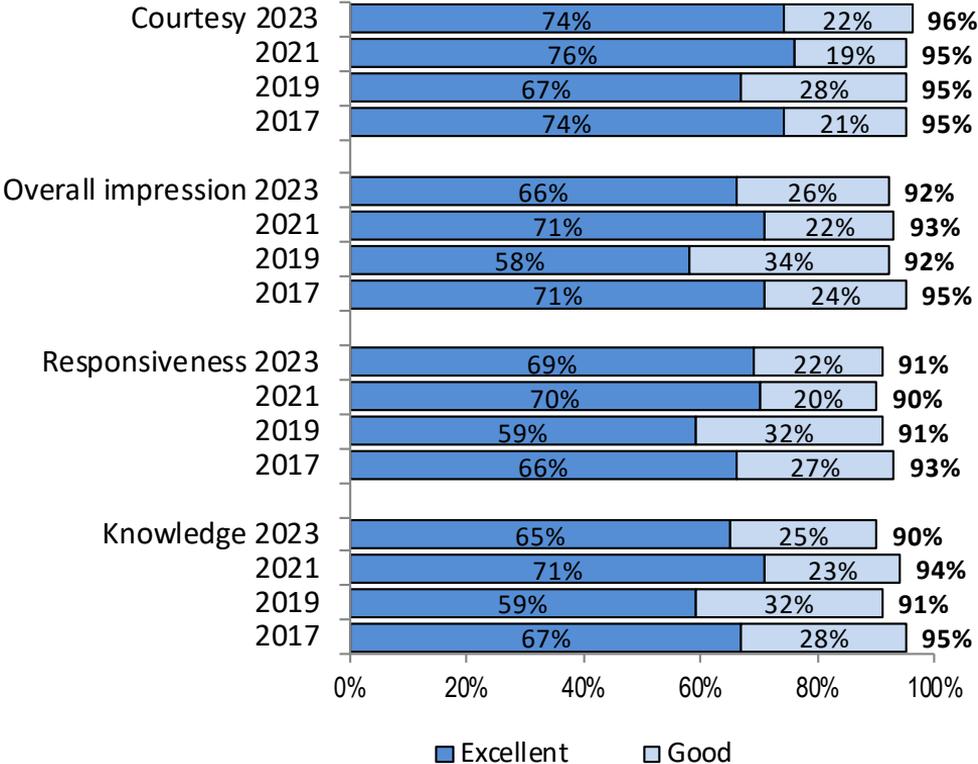
Contact with TOQC

Personal Contact with a Town Employee in Last 12 Months



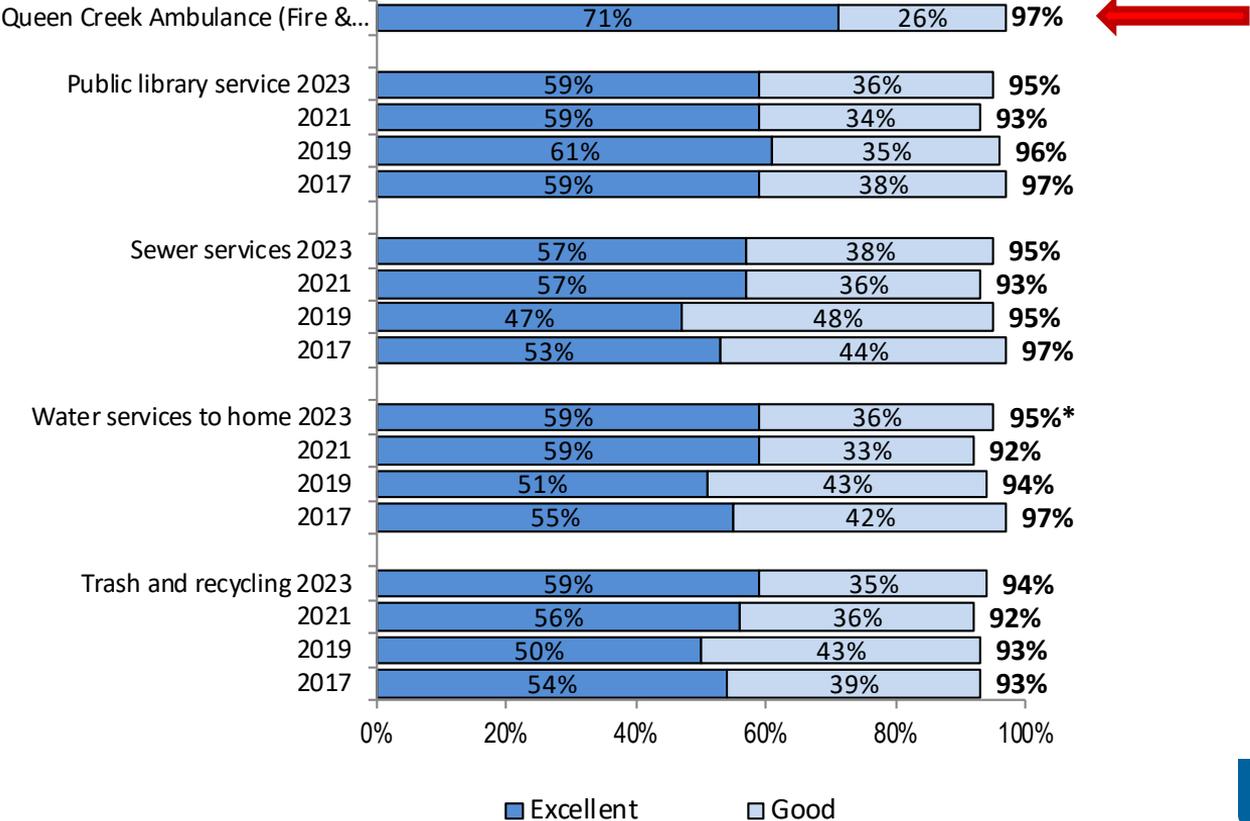
Employee Attributes

Among Those with an Opinion



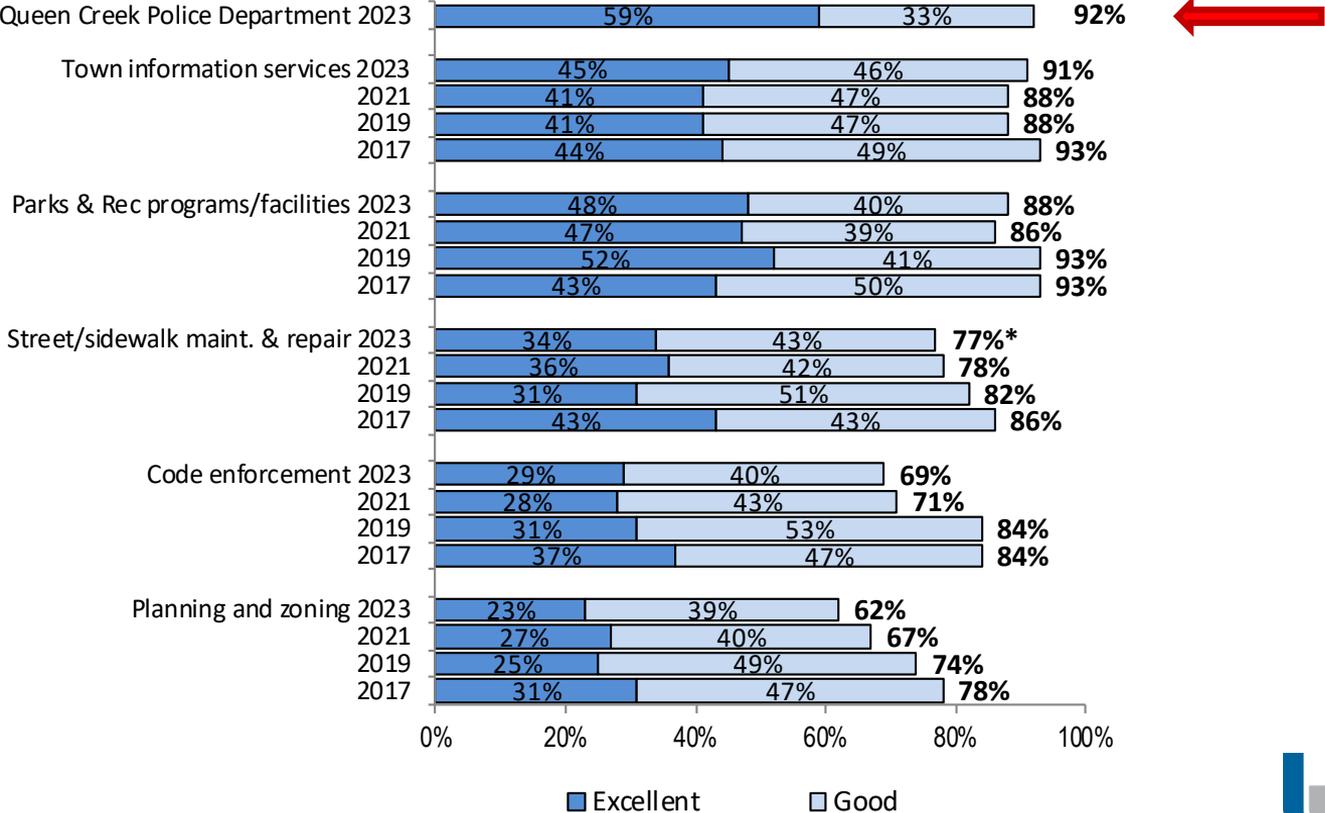
Perception of Queen Creek Services Top Five

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

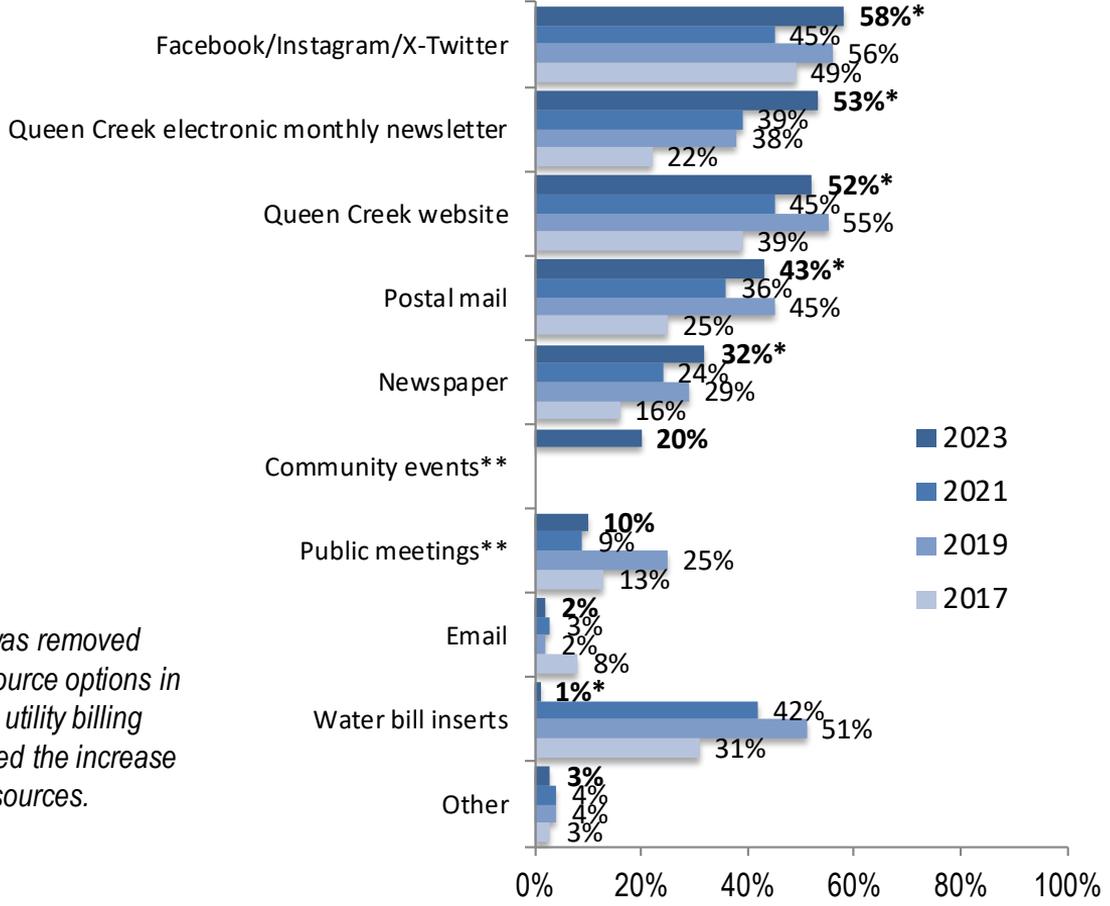


Perception of Queen Creek Services Continued

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



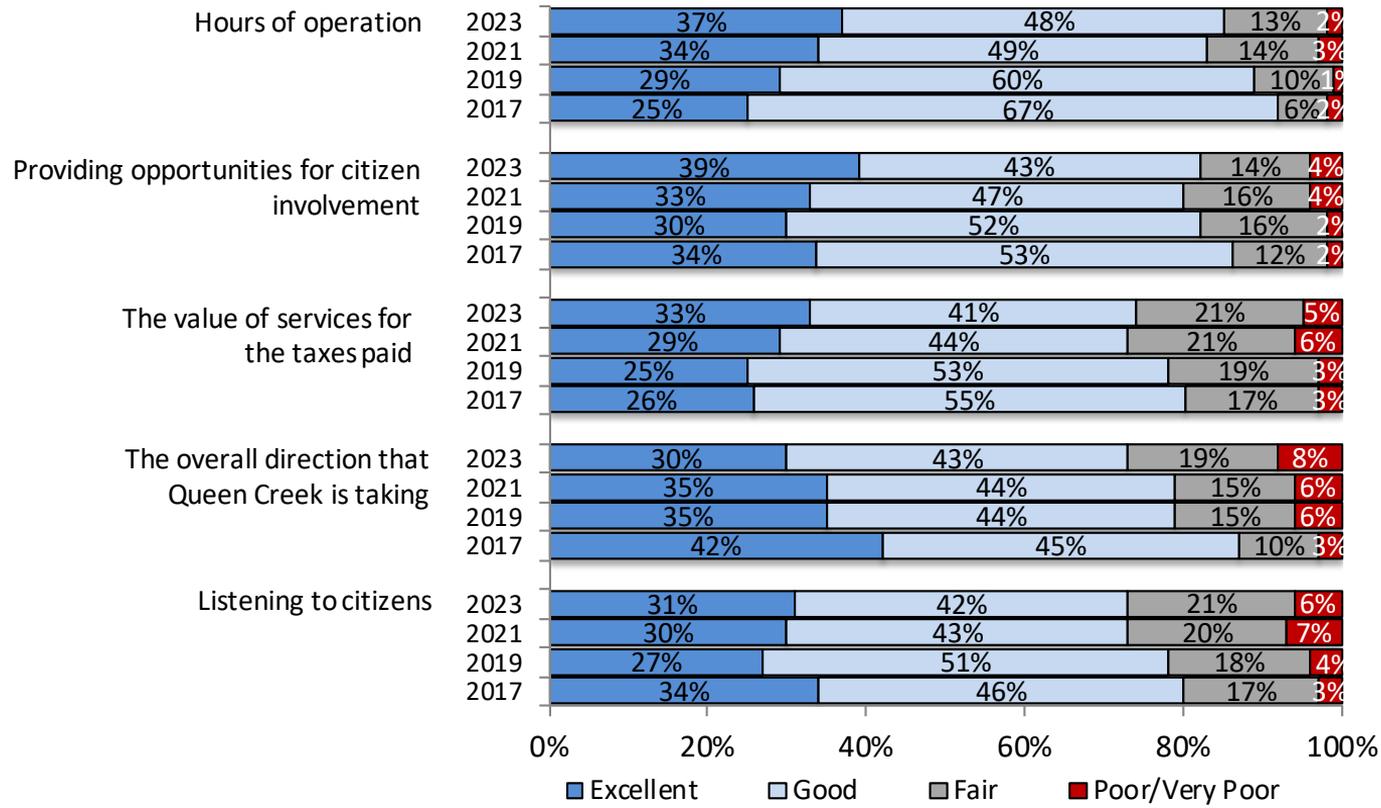
Preferred Information Sources About Town



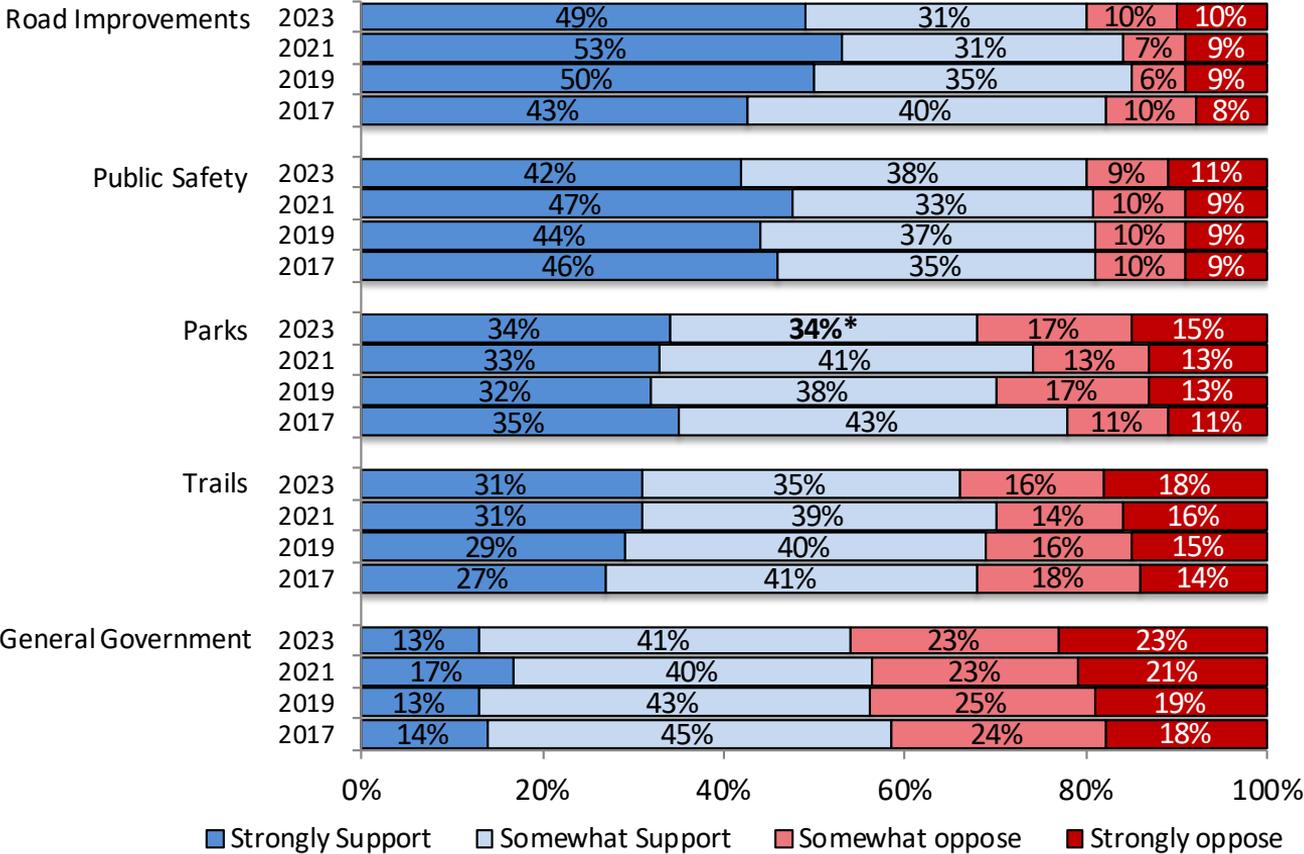
To note, “water bill inserts” was removed from the list of information source options in 2023 due to a change in the utility billing cycle, which may have caused the increase in the other top information sources.

Governance

Perception of Town Governance

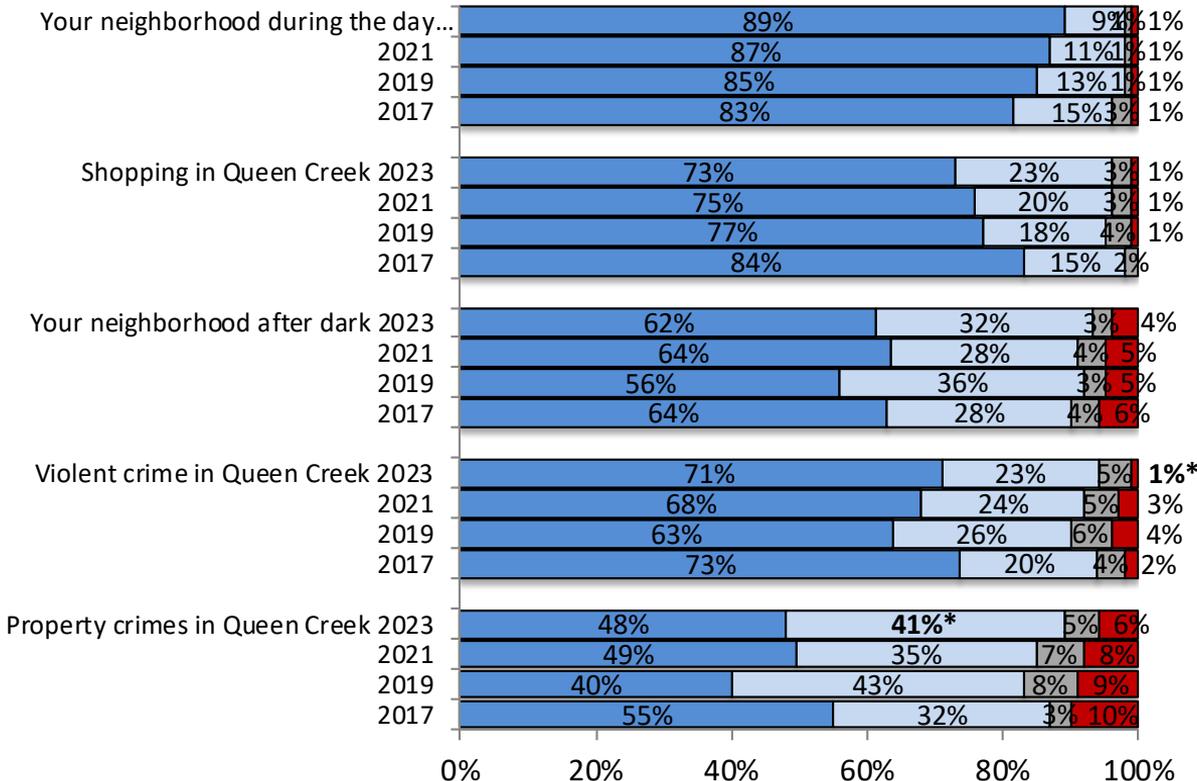


Support of Tax Increase for Specific Issues



Safety

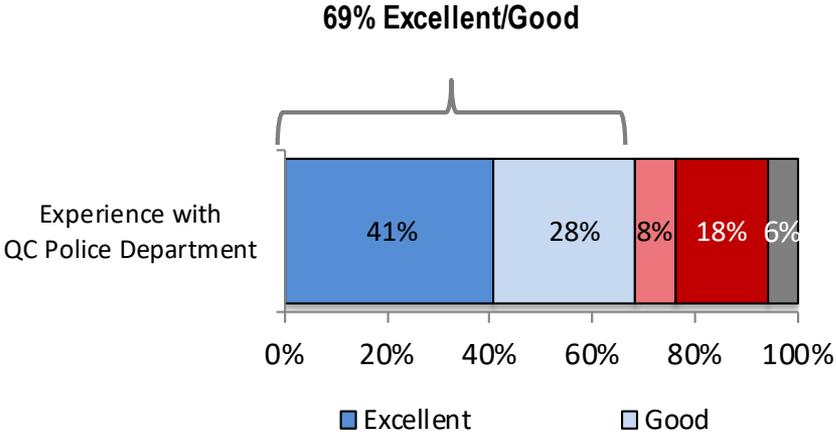
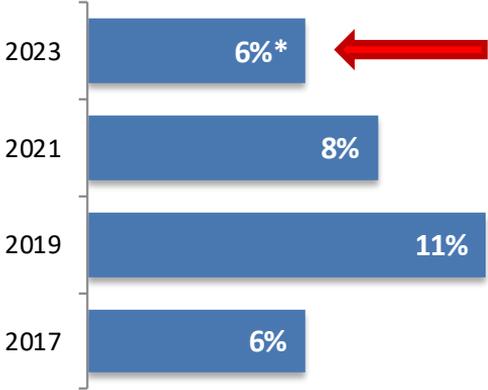
Safety in Queen Creek



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

Crime Victimization & Experience with Police Department

Victim of Crime in Last 12 Months



To note, the wording of this question was updated in 2023 to ask about crimes that occurred specifically “in Queen Creek” to better reflect Town services (previous years asked for crime victimization anywhere).

Key Findings

Key Findings

- ✓ **Most residents continue to appreciate the quality of life in Queen Creek, would recommend living in Queen Creek to others and intend to stay.**
 - The highest ratings of satisfaction awarded in 2023 (“excellent” or “good”) were for *Queen Creek as a place to live* (93%) and *their neighborhood as a place to live* (92%).
 - In 2023, “*Overall public safety*” and “*Quality of neighborhood development*” were added to the list of characteristics of Queen Creek to be evaluated by residents. Residents provided the highest rating for *overall public safety* (90% “excellent” + “good”), replacing *Queen Creek’s overall appearance* in the top spot (88%).
 - Similar to 2021, Shopping opportunities had the highest percentage of “excellent” + “good” ratings (81%).
 - The likelihood that residents will recommend the Town as a place to live continued to decline slightly again this year, with 72% being highly likely to recommend living in Queen Creek

Key Findings (Continued)

- ✓ **Residents still favor the “small town” feel and have a growing sense of “safety” but have continued concerns for increasing traffic and road improvements.**
 - The number one thing residents “like best” about living in Queen Creek remains the Town’s rural or small-town feel (28%, up from 25%).
 - *Traffic* continues to be the “worst thing” about living in Queen Creek (43%, down from 45% in 2021).
 - Although the percent of mentions has continued to decrease, *road improvements* and *more roadways* continued to be the most requested change for the Town (26%, down significantly from 31% in 2021).
 - While a majority of residents (54% to 80%) indicate support for tax increases to fund the five issues evaluated, the greatest support continues to be for road improvements and public safety (each 80% somewhat+ strongly support).

Key Findings (Continued)

- ✓ **Residents were very satisfied with the new Police Department and Emergency Medical services. Ratings for the remaining TOQC services, employees, and governance remained strong in 2023.**
 - Nearly all Queen Creek residents (97%) awarded ratings of “excellent” or “good” to the new ambulance services provided by fire and medical and 92% awarded high ratings for the police department.
 - Six of the Queen Creek services received higher ratings compared to 2021, with a significantly increase in the proportion of residents providing high ratings for water services to home (95%, up from 92%).
 - 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 96% awarded ratings of “excellent” or “good”).
 - Residents hold a positive perception of Queen Creek’s governance (73% to 85% excellent + good). Ratings for all five areas improved slightly or remained stable compared to 2021 with the exception of the overall direction Queen Creek is taking (73% good or excellent in 2023 compared to 79% in 2021).

Key Findings (Continued)

- ✓ **Queen Creek residents rely on the Town's website, monthly newsletter and social media posts for information.**
 - The Town of Queen Creek's website continues to be the most popular communications tool for residents, with 88% reporting they visited it in the past year. Approximately two-thirds of residents have seen a social media post made by the Town (68% up from 64% in 2021).
 - Social media, the Town of Queen Creek monthly newsletter, and the Town of Queen Creek website were the top sources residents preferred to access for information about Town issues, programs and events with more than half mentioning each source (52%-58%, each up significantly from 2021).

Key Findings (Continued)

- ✓ **Overall safety perceptions have increased since 2021. Residents who reported being a victim of crime (or someone in their household being a victim) reported positive experiences with the Police Department.**
 - A majority of residents feel “very” or “somewhat” safe in Queen Creek (89% to 98%). Virtually everyone feels safe in their neighborhood during the day (98%) and while shopping (96%).
 - Fewer than one in ten residents (6%) reported that a household member was a victim of a crime in the past 12 months in Queen Creek. This is statistically lower than the last two waves of research which ranged from 8% to 11%.
 - Among the 30 residents who had someone in their household that was a victim of any crime in Queen Creek, two-thirds had either an “excellent” or “good” experience with the police department (69% combined).

**Please contact Kathryn DeBoer at
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