

2023 Town of Queen Creek Citizen Survey

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I. Executive Summary

The Town of Queen Creek (TOQC) commissioned WestGroup Research of Phoenix, Arizona to conduct its 2023 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 2017, 2019 and 2021 Citizen Surveys. In 2019, the methodology was changed from outbound telephone only to a multi-mode approach. In 2023, outbound and inbound telephone were combined with mailing more than 7,200 letter invitations to residents inviting them to participate via the web. The following highlights the key findings of the current research.

Most residents continue to appreciate the quality of life in Queen Creek, would recommend living in Queen Creek to others and intend to stay. Compared to the 2021 results, some of the measures received slightly lower ratings

- Of the seven quality of life attributes measured, five are rated as “Excellent” or “Good” by a vast majority of residents (78% to 93%). Residents’ satisfaction decreased more than one percentage point for three of the seven quality of life aspects. 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%). Ratings decreased by more than one percentage point for three of the eight characteristics - *sense of community* (76% down from 80%), *quality of business and service establishments* (76% down from 82%), and *overall quality of new development* (73% down from 81%).
- Similar to 2021, Shopping opportunities had the highest percentage of “excellent” + “good” ratings (81%). *Employment opportunities* continues to lag behind, though similar to 2021 ratings, with one-half of residents (53%) rating this as “excellent” or “good.”
- 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 (down from 81% in 2017). Approximately eight in 10 residents remain committed to living in Queen Creek for the next five years.



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%). *Safety* and *low crime rate* climbed to number two with 15% of mentions, which is the highest level to date.
- *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).

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.

- In a positive reception, 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).



Despite the end of pandemic restrictions found in 2021, engagement with in-person activities from Queen Creek residents remains low, with the exception of increased library visits.

- Nine in ten residents (90%) engaged in at least one of the seven Queen Creek activities listed with the most popular activity being visiting a Town park (83%).
- Overall engagement with Queen Creek over the past year has remained similar to the significantly repressed levels found in 2021 due to Covid-19. However, library visits have increased (60%, up from 53%). Fewer than one in five residents indicated they had *participated in a Town outreach event* (18%), the newest addition to the list of activities measured (similar to participation in a recreation program / activity, 16% and sports league, 23%).

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).

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).



II. Introduction

A. Background and Methodology

The Town of Queen Creek (TOQC) commissioned WestGroup Research of Phoenix, Arizona to conduct its 2023 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 2017, 2019 and 2021 Citizen Surveys.

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. Also in 2023, six surveys were completed online after sending email invitations to Queen Creek residents who have participated in studies in the past. Of note, the response to the mailed letter (5.5% response rate) was higher than the response rate to the postcard invitation used in 2019 (3.5% response rate) but lower than the response to the letters in 2021 (7.4%).

A total of 7,200 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 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, 85144 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, or live in one of the noted multifamily housing developments).

Ultimately, 141 surveys were completed by telephone, and 399 were completed online. The total sample size of n=540 has a margin of error of $\pm 4.2\%$ at the 95% confidence level.



B. Weighting Percentages

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 was not as strong; therefore the total data has been weighted by age to reflect the demographic composition of TOQC. Data was also slightly weighted by gender and ethnicity. 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=540	Weighted n=540
Gender		
Male	52%	50%
Female	47%	49%
Other/Declined 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%

C. Respondent Demographics and Characteristics

There were some notable shifts in the demographic composition of residents this year compared to 2021. The percentage of married respondents account for 82% of the sample, which is up slightly from 78% in prior years. Household incomes have continued to increase as well, with 42% of the sample comprised of the highest income earners (27% report \$150K-\$249K and 15% report \$250K+). Additionally, 2023 shows a higher proportion of college graduates or post-graduates (68% vs. 62% in 2021).



The proportion of newer residents in the sample dropped again in 2023 with 46% reporting they have lived in Queen Creek for less than five years (16% <2 years and 30% 3-5 years). Lastly, significantly more residents were registered to vote in Queen Creek this year (91%, up from 88% in 2021).

Table 2a: Demographics

Characteristic	2023 n=540	2021 n=906	2019 n=432	2017 n=404	Characteristic	2023 n=540	2021 n=906	2019 n=432	2017 n=404
Gender					Own or rent primary residence				
Male	50%	50%	49%	51%	Own	96%	95%	91%	88%
Female	49%	49%	49%	49%	Rent	3%	4%	6%	9%
Self-describe	1%	1%	-	-	Declined	1%	1%	3%	3%
Ethnicity					Marital Status				
Caucasian	79%	79%	82%	63%	Married	82%	78%	78%	80%
Latino/Hispanic	9%	9%	8%	20%	Divorced/widowed	6%	7%	7%	8%
African American	3%	3%	3%	4%	Single, never married	6%	4%	9%	3%
Asian	2%	2%	3%	4%	Living with sig. other/ partner	3%*	5%	3%	6%
Other	1%	1%	1%	2%	Other	-	<1%	<1%	<1%
Declined to answer	6%	6%	3%	6%	Declined to answer	2%	2%	4%	3%
Age					Annual household income				
18 to 34 years	20%	20%	24%	24%	Less than \$24,999	<1%	1%	2%	3%
35 to 54 years	48%	48%	49%	49%	\$25,000 to \$49,999	2%	3%	6%	4%
55 to 64 years	15%	15%	14%	14%	\$50,000 to \$99,999	16%*	20%	24%	33%
65+ years	17%	17%	12%	13%	\$100,000 to \$149,999	25%	26%	27%	28%
					\$150,000 or more	42%*	35%	27%	21%
					\$150,000 to \$249,999	27%	-	-	-
					\$250,000 or more	15%	-	-	-
					Don't know/no answer	15%	15%	14%	11%
# in household					# children under 18 in HH				
1	4%	5%	4%	4%	0	47%	48%	35%	33%
2-3	51%	51%	41%	39%	1-2	36%	35%	39%	39%
4-5	31%	33%	36%	38%	3-4	13%	13%	20%	19%
6+	11%	9%	17%	17%	5+	1%	1%	3%	4%
Declined to answer	3%	2%	2%	3%	Declined to answer	4%	4%	3%	3%

*Indicates a significantly different percentage than 2021 at a 95% confidence level.



Table 2b: Demographics

Characteristic	2023 n=540	2021 n=906	2019 n=432	2017 n=404
Employment status				
Employed full-time	63%	63%	59%	61%
Employed part-time	8%	6%	11%	9%
Unemployed and looking for work	1%	1%	1%	2%
Unemployed/not looking for work	6%	6%	8%	6%
Retired	19%	20%	16%	17%
Declined to answer	3%	4%	5%	4%
Education level				
High school or less	6%	7%	9%	12%
Some college	18%*	24%	26%	26%
Vocational or technical training	6%	5%	7%	3%
College graduate	44%	41%	38%	37%
Post graduate degree or more	24%	21%	18%	19%
Don't know/declined to answer	2%	2%	2%	3%
Years lived in TOQC				
Less than 2 years	16%	23%	12%	24%
2 to 5 years	30%	34%	34%	29%
6 to 10 years	26%*	18%	22%	22%
11 to 20 years	23%	21%	26%	20%
More than 20	5%	4%	6%	3%
Don't know/declined	-	-	<1%	2%
Eligible to vote				
Yes	98%	98%	97%	96%
No	1%	1%	2%	3%
Don't know/declined to answer	1%	1%	1%	1%
Registered to vote in TOQC (based to those eligible to vote)				
Yes	91%*	88%	91%	82%
No	4%	5%	6%	15%
Don't know/declined to answer	5%	7%	3%	3%
Plan to vote in next Town election (based to those eligible to vote)				
Yes	88%	87%	93%	89%
No	3%	4%	4%	8%
Don't know/declined to answer	9%	8%	3%	3%

*Indicates a significantly different percentage than 2021 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 540, and the margin of error (or sampling error) is $\pm 4.2\%$. If 2023 results differ from the 2021 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 2021 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

Residents were asked to rate their level of satisfaction with seven aspects that influence quality of life perceptions. **This year, residents' satisfaction decreased more than one percentage point for three of the seven quality of life aspects.** Of importance, the decline was fueled by a drop in “excellent” ratings as the percentage rating the Town as “good” increased or remained stable for all attributes.

Satisfaction for overall quality of life, for raising children in Queen Creek and as a place to retire decreased from 2021 (90% overall quality, down from 94%; 91% raising children, down from 94%; 78% retire, down from 81%).

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%). Although the “excellent” ratings decreased this year, “good” ratings increased so that the top-two satisfaction levels remained similar to 2021.

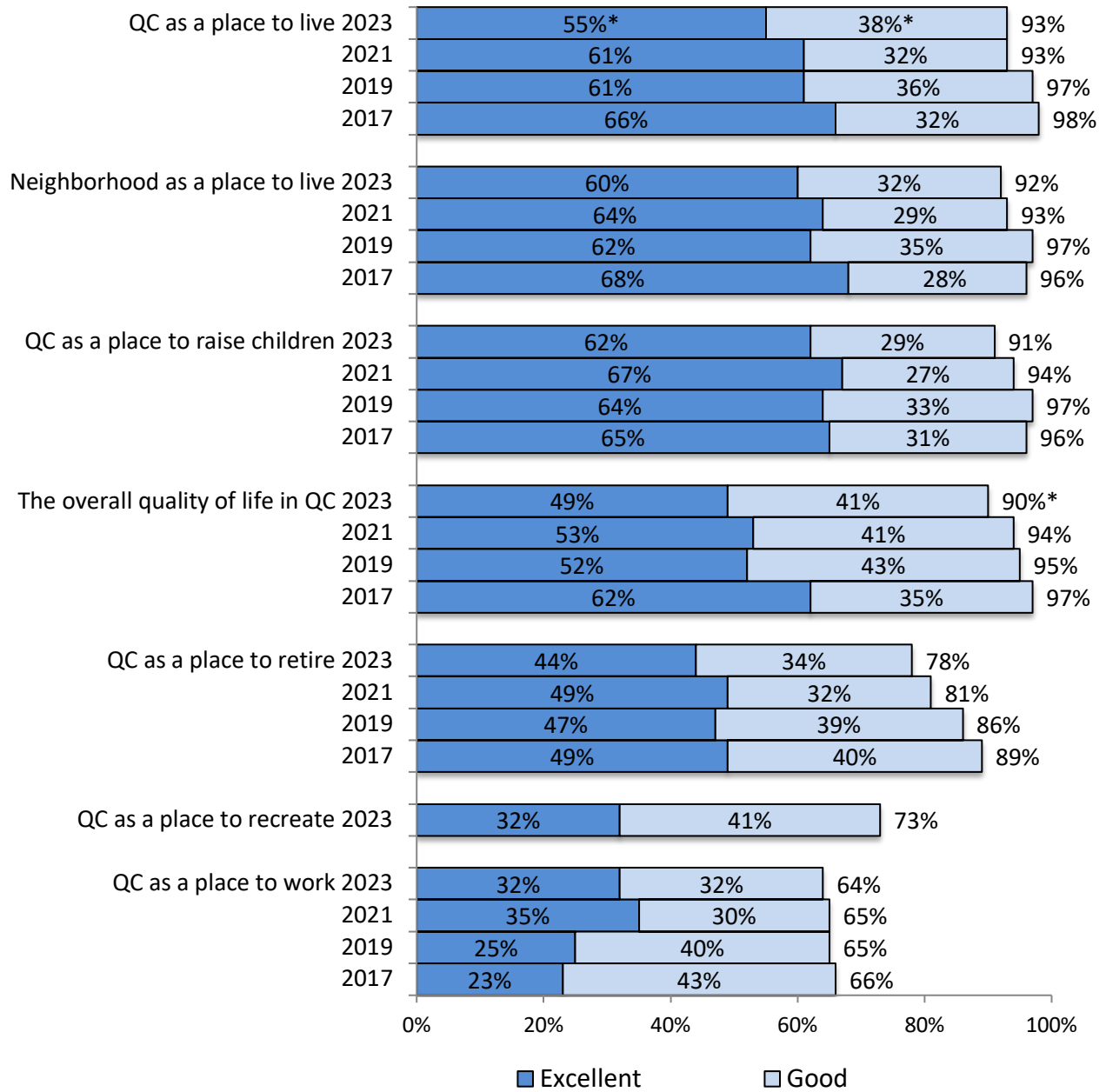
Three-quarters of residents reported to be satisfied with Queen Creek as a place to recreate (73%), a new aspect evaluated in 2023. Queen Creek as a place to work continues to rate notably lower than other attributes, with a top two rating of 64% (compared to 65%-66% in prior years).

There are only a few meaningful differences between top two ratings by demographic group. Most notably, residents with income levels between \$50K-\$100K were most satisfied with all attributes compared to those with higher or lower income levels (70%-96% vs. 56%-88% <\$50K and 62%-93% \$150K+). Those with children in the home were also more likely to give a high rating for the Town on all attributes except for as a place to work or retire.

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, 179 respondents (33%) did not rate Queen Creek as a place to work, 62 (12%) did not rate it as a place to raise children, and 66 (12%) 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] 2023 n=540; 2021 n=906; 2019 n=432; 2017 n=404

*Indicates a significantly different percentage than 2021 at a 95% confidence level.



As previously mentioned and indicated below, the relevant statistically significant shifts this year were primarily related to “place to live (Queen Creek)”.

**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)					
2023	55%*	38%*	5%	2%*	-
2021	61%	32%	6%	<1%	1%
2019	61%	36%	3%	<1%	-
2017	66%	32%	3%	-	-
Place to live (Neighborhood)					
2023	60%	32%	6%	1%	1%
2021	64%	29%	6%	1%	<1%
2019	62%	35%	3%	<1%	%
2017	68%	28%	4%	<1%	-
Place to raise children					
2023	62%	29%	6%	1%	1%*
2021	67%	27%	5%	1%	<1%
2019	64%	33%	3%	<1%	%
2017	65%	31%	2%	1%	1%
Overall quality of life					
2023	49%	41%	7%	2%	1%*
2021	53%	41%	5%	1%	<1%
2019	52%	43%	5%	<1%	-
2017	62%	35%	3%	-	-
Place to retire					
2023	44%	34%	16%	3%	3%
2021	49%	32%	15%	3%	1%
2019	47%	39%	10%	4%	-
2017	49%	40%	8%	2%	<1%
Place to recreate					
2023	32%	41%	21%	4%	1%
Place to work					
2023	32%	32%	22%	10%	4%
2021	35%	30%	25%	8%	3%
2019	25%	40%	24%	11%	<1%
2017	23%	43%	25%	9%	1%

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

*Indicates a significantly different percentage than 2021 at a 95% confidence level.



B. Queen Creek Characteristics

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%).** *Quality of neighborhood development* positioned itself in the third spot with 78% providing an “excellent” or “good” rating.

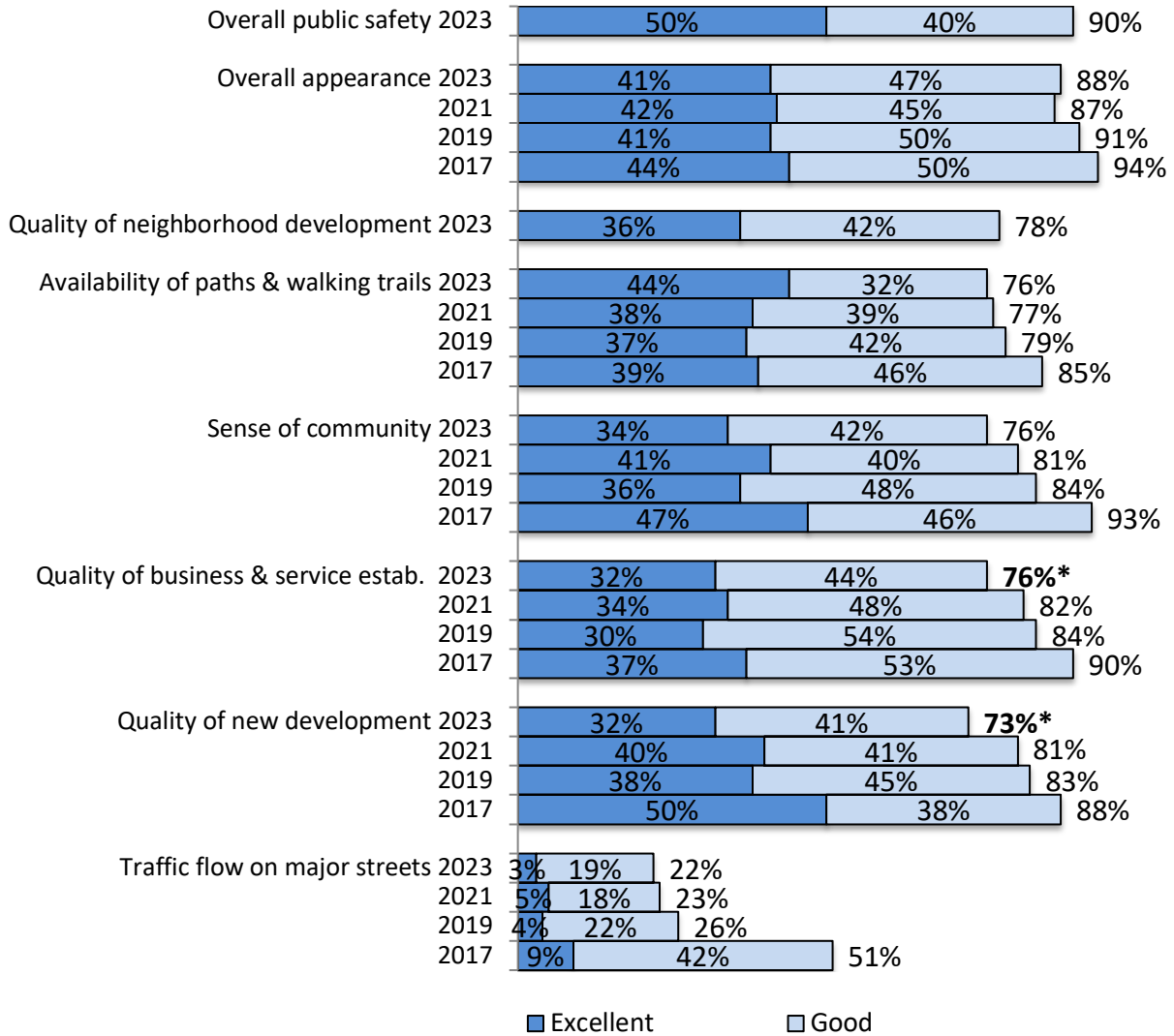
This year there were decreases in the percent of residents giving high ratings to Queen Creek for *sense of community (76%), quality of business and service establishments (76%), and overall quality of new development (73%), each down 5-8 percentage points from 2021.* This can mainly be attributed to a decrease in “excellent” ratings, while “good” ratings remained stable.

Perceptions of *Traffic flow on major streets* continued to decline with a rating of 22% this year (down from 23% in 2021 and 26% in 2019).

Those who have lived in Queen Creek for less than 20 years, men, and younger residents (under age 35) 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]

2023 n=540; 2021 n=906; 2019 n=432; 2017 n=404

*Indicates a significant different percentage than 2021 at a 95% confidence level.



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

Characteristics		Excellent	Good	Fair	Poor	Very Poor
Overall public safety						
	2023	50%	40%	8%	2%	<1%
Overall appearance						
	2023	41%	47%	11%	1%	<1%
	2021	42%	45%	12%	1%	<1%
	2019	41%	50%	8%	1%	-
	2017	44%	50%	6%	-	<1%
Quality of neighborhood development						
	2023	36%	42%	17%	4%	2%
Availability of paths & walking trails						
	2023	44%*	32%*	18%	5%	1%
	2021	38%	39%	18%	4%	1%
	2019	37%	42%	17%	3%	1%
	2017	39%	46%	13%	2%	-
Sense of community						
	2023	34%*	42%	18%	4%	2%
	2021	40%	40%	15%	3%	2%
	2019	36%	48%	13%	2%	1%
	2017	47%	46%	7%	<1%	<1%
Quality of business & service establishments						
	2023	32%	44%	19%	4%*	1%
	2021	34%	48%	16%	1%	<1%
	2019	30%	54%	15%	1%	<1%
	2017	37%	53%	9%	1%	-
Overall quality of new development						
	2023	32%*	41%	19%*	5%	3%
	2021	40%	41%	13%	5%	1%
	2019	38%	45%	12%	3%	2%
	2017	50%	38%	9%	2%	2%
Traffic flow on major streets						
	2023	3%	19%	32%	27%	19%
	2021	5%	18%	34%	27%	16%
	2019	4%	22%	37%	26%	11%
	2017	9%	42%	28%	18%	3%

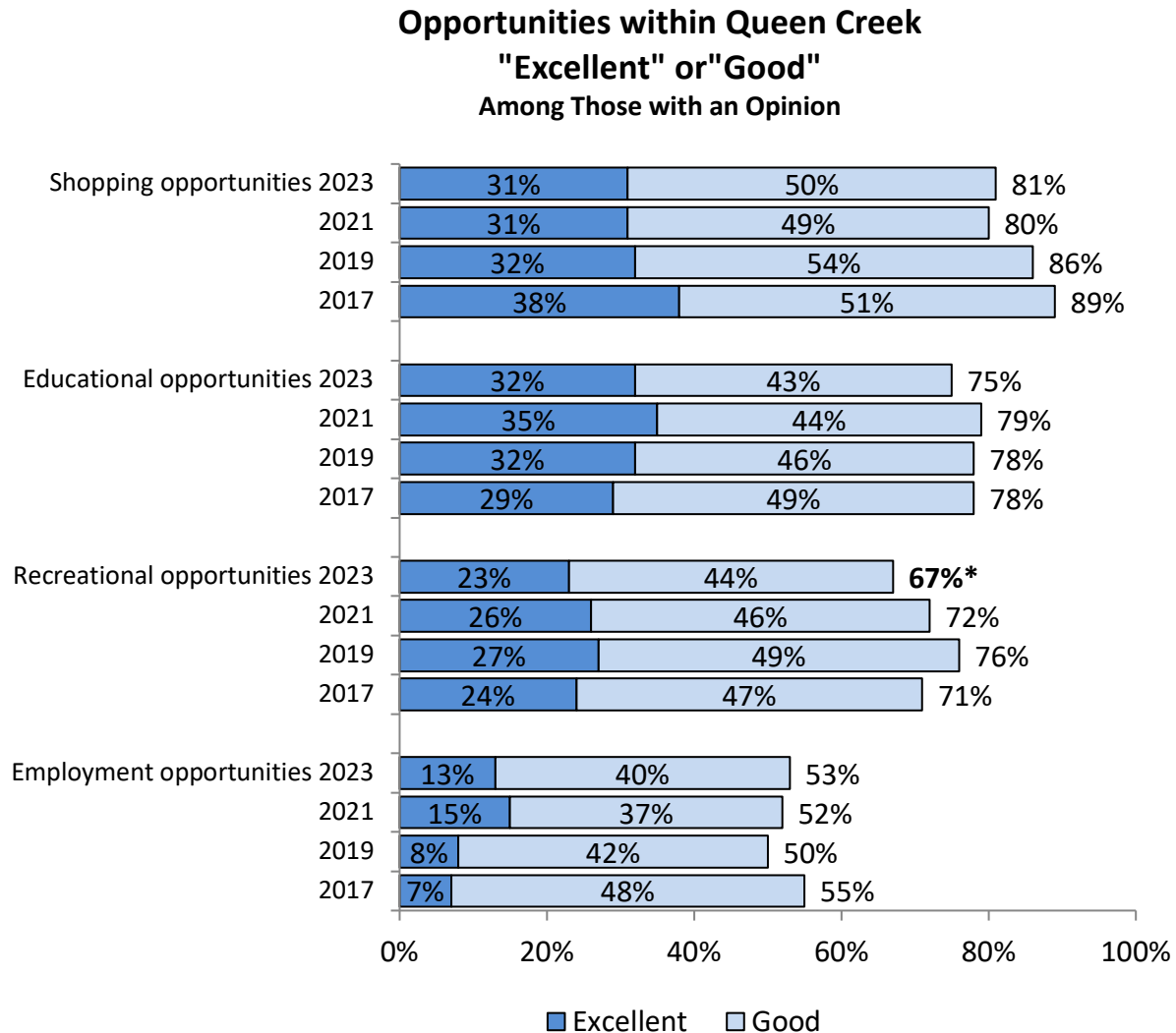
Q2: Using the same scale, please rate each of the following characteristics as they relate to Queen Creek as a whole. First, how would you rate...[Randomized List]

*Indicates a significantly different percentage than 2021 at a 95% confidence level.



C. Opportunities within Queen Creek

Similar to 2021, *Shopping opportunities* had the highest percentage of “excellent” + “good” ratings (81%). Top two ratings for opportunities in *education* (75%) and *recreation* (67%) both decreased by four or five percentage points. *Employment opportunities* continues to lag behind, with one-half of residents (53%) rating this as “excellent” or “good.” There were no meaningful differences in perceptions between demographic subgroups.



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]

2023 n=540; 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						
	2023	31%	50%	16%	3%	<1%
	2021	32%	49%	16%	1%	1%
	2019	32%	54%	12%	1%	1%
	2017	38%	51%	11%	<1%	--
Educational opportunities						
	2023	32%	43%	19%	5%	2%
	2021	35%	44%	17%	3%	1%
	2019	32%	46%	19%	3%	<1%
	2017	29%	49%	17%	4%	1%
Recreational opportunities						
	2023	23%	44%	27%	5%	1%
	2021	26%	46%	22%	5%	1%
	2019	27%	49%	20%	3%	1%
	2017	24%	47%	24%	5%	<1%
Employment opportunities						
	2023	13%	40%	30%	11%	6%*
	2021	15%	37%	36%	10%	2%
	2019	8%	42%	36%	12%	2%
	2017	7%	48%	35%	9%	2%

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 2021 at a 95% confidence level.

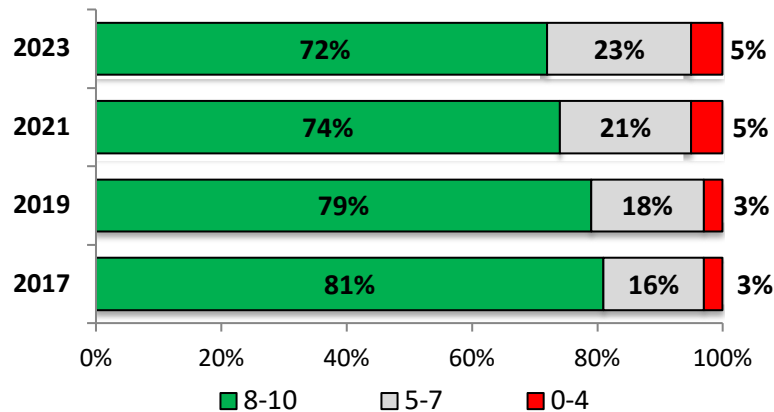


D. Likelihood to Recommend / Stay in Queen Creek

The likelihood that residents will recommend the Town as a place to live continued to remain high at 72% (8-10, 10 = very likely), though it was a slight decline from 2021 (74%). Although this is statistically consistent with 2021, it continues a downward trend seen over the past six years (down from 81% in 2017) – in 2023, 23% gave a rating of 5-7, with an upward trend from 2017 (up from 16% in 2017). Only 5% indicated being unlikely to recommend Queen Creek (rated 0-4).

Residents without college degrees were significantly more likely to recommend living in Queen Creek than those with higher education. Younger residents were also more likely to provide a 8-10 likelihood rating compared to those over age 35.

**Likelihood to Recommend Queen Creek
Among All**

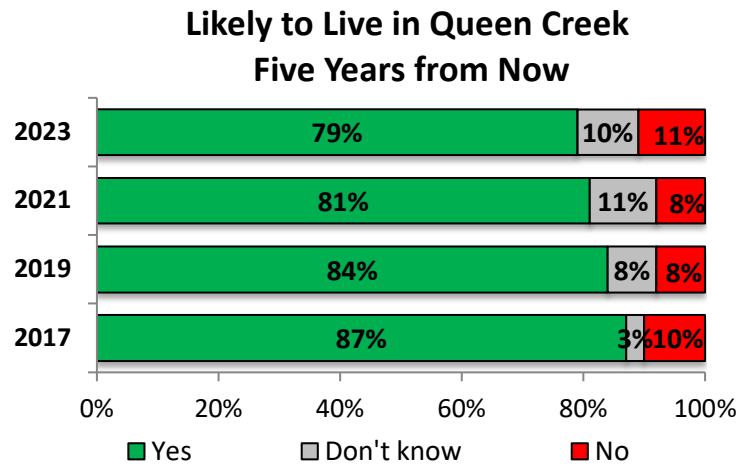


Q3: How likely would you be to recommend living in Queen Creek to someone who asks? [10 = very likely; 0 – not at all likely] 2023 n=540; 2021 n=906; 2019 n=432; 2017 n=404
No significant differences from 2021.



A majority of residents (79%) remain committed to living in Queen Creek for the next five years. While statistically consistent with 2021, this also notes a downward trend from the 87% commitment level measured in 2017. **One in ten residents (11%) reported being unlikely to live in Queen Creek five years from now, up from 8% in 2021.**

Older residents were more likely to say they will still be living in the Town compared to younger residents (82% age 35+ vs. 66% under age 35).



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

2023 n=540; 2021 n=906; 2019 n=432; 2017 n=404 No significant changes from 2021.

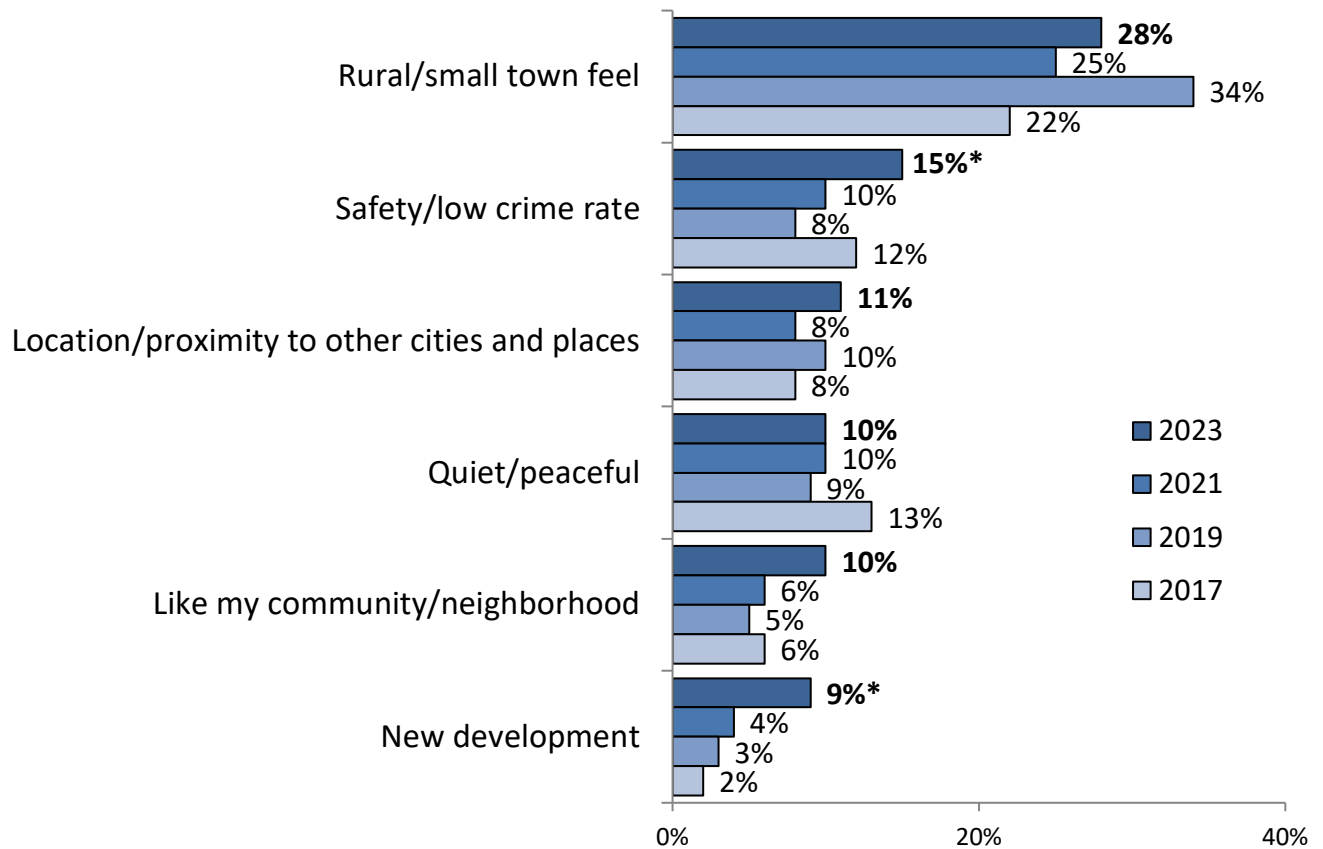


E. Best Thing about Living in Queen Creek

In a slight increase from 2021, 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%). Safety and low crime rate climbed to number two with 15% of mentions, which is the highest level to date.

Location/proximity to other cities or places (11%), quiet/peaceful (10%), and like my community/neighborhood (10%) rounded out the top five mentions. Of note, residents were more significantly likely to mention new development this year than previously (9% up from 2%-4%).

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



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

2023 n=540; 2021 n=906; 2019 n=432; 2017 n=404

*Indicates a significantly different percentage than 2021 at a 95% confidence level.



Table 6: Best Thing about Living in Queen Creek

Characteristic	2023 n=540	2021 n=906	2019 n=432	2017 n=404
Rural/small town feel	28%	25%	34%	22%
Safety/low crime rate	15%*	10%	8%	12%
Location/proximity to other cities and places	11%	12%	10%	8%
Quiet/peaceful	10%	10%	9%	13%
Like my community/neighborhood	10%	8%	5%	6%
Newness/New development	9%*	4%	3%	2%
Proximity to shopping	8%*	12%	8%	5%
Friendliness of neighbors/people	8%	8%	9%	5%
Family friendly	7%	7%	6%	5%
Cleaner air/less pollution	7%	6%	2%	2%
Sense of community/closeness of community	7%	7%	7%	10%
Parks/walking paths/trails	4%	5%	5%	1%
Schools	3%	2%	1%	1%
Affordable/cost of living	3%	4%	4%	3%
Weather	2%	2%	1%	1%
Provides all amenities of a larger city	2%	3%	2%	-
Not crowded/no congestion	2%	3%	3%	2%
Views/mountains/trees/stars	2%	3%	2%	1%
Community events/programs/activities for whole family	2%	2%	1%	-
Don't know/no answer	3%	5%	5%	3%

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

*Indicates a significantly different percentage than 2021 at a 95% confidence level.

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

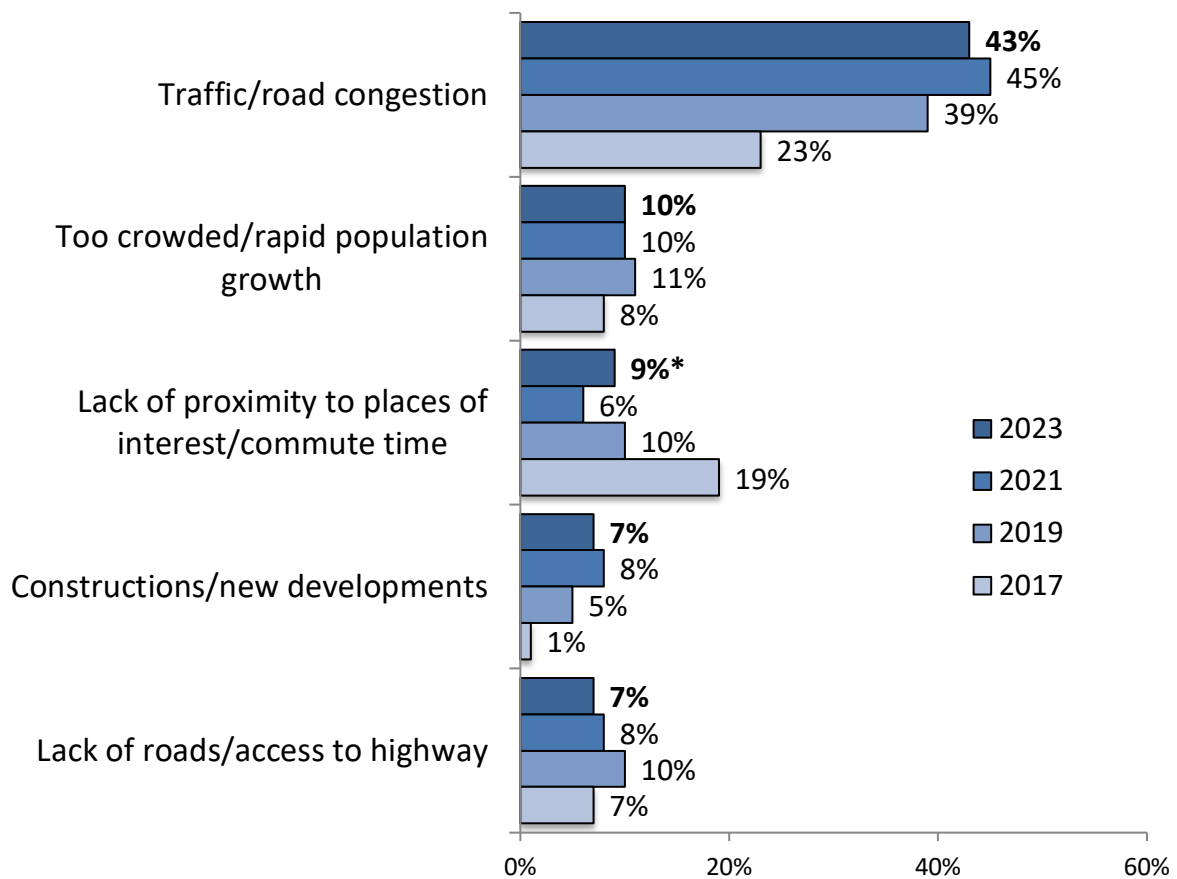


F. Worst Thing about Living in Queen Creek

Traffic continues to dominate the “worst thing” about living in Queen Creek, with 43% of residents mentioning it. However, the previously growing proportion of residents complaining about *traffic and road congestion* has leveled off and now remains statistically similar to the last two surveyed years (39%-45%).

While *growth-related concerns* remains near the top, complaints about *proximity to places of interest* and *commute time* increased to levels found in 2019 (9%, up significantly from 6% in 2021). *Crowding and lack of roads* joining traffic to complete the top five “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]

2023 n=540; 2021 n=906; 2019 n=432; 2017 n=404

*Indicates a significantly different percentage than 2021 at a 95% confidence level.

Table 7: Worst Thing about Living in Queen Creek



Characteristic	2023 n=540	2021 n=906	2019 n=432	2017 n=404
Traffic/road congestion	43%	45%	39%	23%
Too crowded/rapid population growth	10%	10%	11%	8%
Lack of proximity to places of interest/commute time	9%*	6%	10%	19%
Constructions/new developments	7%	8%	5%	1%
Lack of roads/access to highway	7%	8%	10%	7%
Need more restaurants	6%	4%	3%	2%
Roads in general	5%	4%	3%	3%
Lack of shopping/venues too far away	5%	7%	5%	6%
Lack of recreation/entertainment opportunities	3%	3%	2%	3%
Schools/placement of schools	3%*	<1%	1%	1%
Lack of diversity/cultural diversity	2%*	1%	-	1%
Reckless drivers	2%	2%	-	-
Train is too loud	2%	2%	1%	<1%
Heat in summer/too hot	2%	1%	1%	3%
Lack of employment opportunities	2%	1%	2%	2%
Crime/it's no longer safe	2%	1%	2%	<1%
People/my neighbors	1%	2%	<1%	3%
Lack of mom & pop stores/too many chains	1%	1%	<1%	-
High taxes/high sales tax	1%	2%	2%	2%
Nothing	3%	4%	6%	11%
Don't know/no answer	2%	4%	3%	3%

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

*Indicates a significantly different percentage than 2021 at a 95% confidence level.

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

Table 7b: Specific Roads Mentioned

Roads	2023 n=4*	2021 n=8*
Ellsworth	4	3
Rittenhouse	1	-
Ocotillo	-	4
Other	-	1

Q17: What road specifically, do you like least in QC?

[asked among those who said "roads in general" at Q16.]

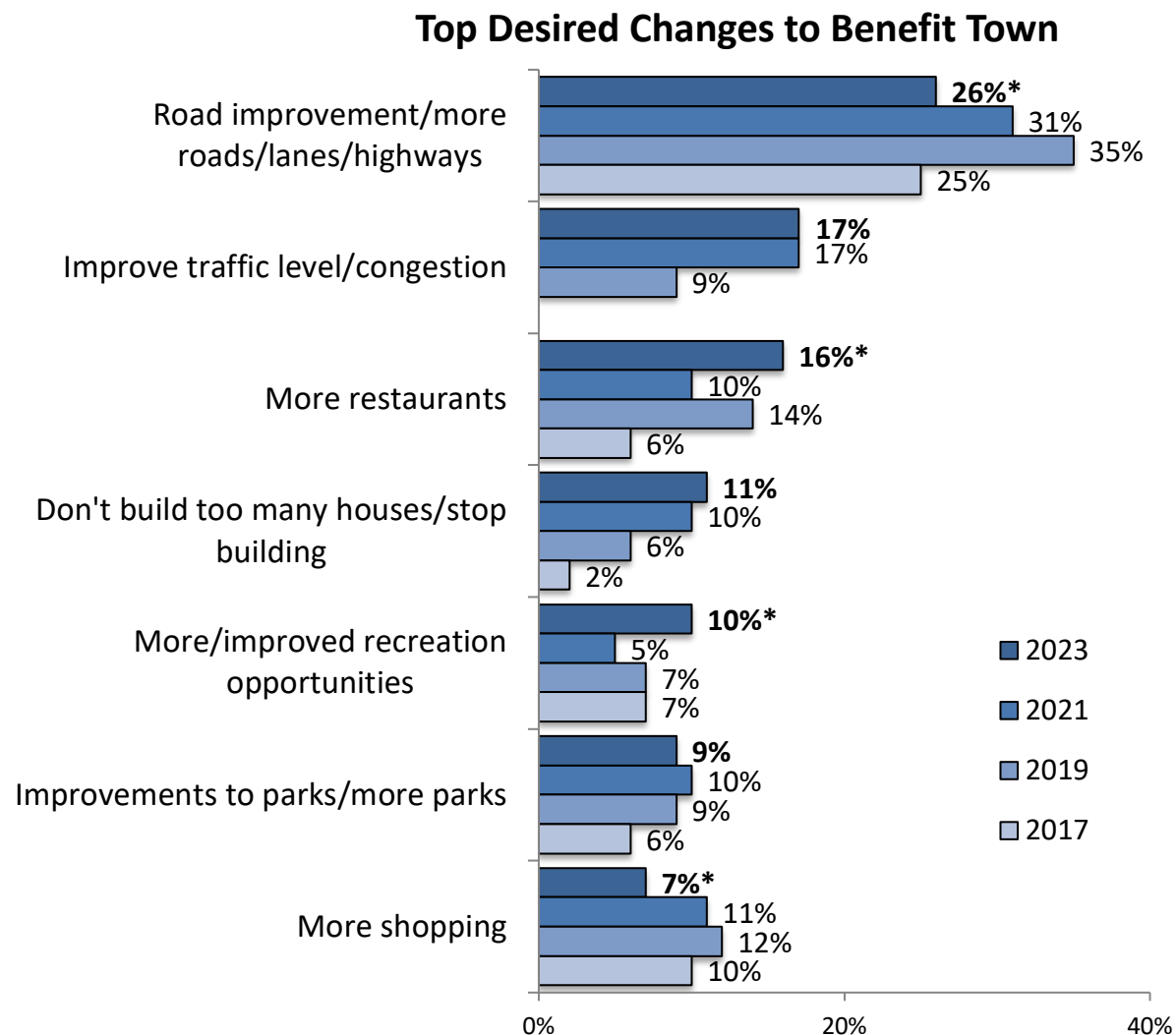
*Note: due to small sample sizes, data is reported as number of respondents



G. Residents’ Desired Changes for Future Benefit of Town

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). Requests to *alleviate/improve traffic congestion* (17%) and/or *increase restaurants* (16%, up significantly from 10% in 2021) rounded out the top three desired changes.

More/improved recreation opportunities increased compared to 2021 (10%, up significantly from 5%) while requests for *more shopping* decreased significantly (7%, down from 11%).



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]

2023 n=540; 2021 n=906; 2019 n=432; 2017 n=404

*Indicates a significantly different percentage than 2021 at a 95% confidence level.



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

Desired Changes to Benefit Town	2023 n=540	2021 n=906	2019 n=432	2017 n=404
Road improvement/more roads/ lanes/ highways	26%*	31%	35%	25%
**Alleviate/improve traffic congestion	17%	17%	9%	n/a
More restaurants	16%*	10%	14%	6%
Don't build too many houses/stop building	11%	10%	6%	2%
More/improved recreation opportunities	10%*	5%	8%	7%
Improvements to parks/more parks	9%	10%	9%	6%
More shopping	7%*	11%	12%	10%
Less fast food restaurants/chains	5%	4%	3%	<1%
Controlled growth	5%	6%	3%	4%
More money toward schools/improve education	5%*	3%	4%	8%
More police patrols	4%	3%	3%	1%
Improve trails/more walking paths	4%	5%	6%	6%
Bring in more local/small business	4%	3%	4%	2%
Improved traffic lights/synchronize lights	4%	3%	3%	3%
Faster road construction/repairs	3%	-	-	-
Improve overall look/landscaping	3%	2%	1%	1%
Improve downtown/make downtown like Gilbert	3%	2%	2%	1%
Keep the rural aspect/keep small town feel	3%	2%	3%	2%
Reduce taxes/lower taxes	2%	3%	2%	2%
More bike lanes/trails	2%	1%	<1%	<1%
Better lighting on streets/roads	2%*	6%	11%	13%
More/better commercial development	2%	3%	4%	5%
Better traffic safety/slower speed limits	2%	2%	3%	3%
Don't know/no answer	7%	6%	10%	14%

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 2021 at a 95% confidence level.

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

Note: Unless relevant, responses with fewer than 2% mentions for current study year are not shown.



IV. Resident Engagement

A. Engagement with Queen Creek Activities

Nine in ten residents (90%) engaged in at least one of the seven Queen Creek activities listed.

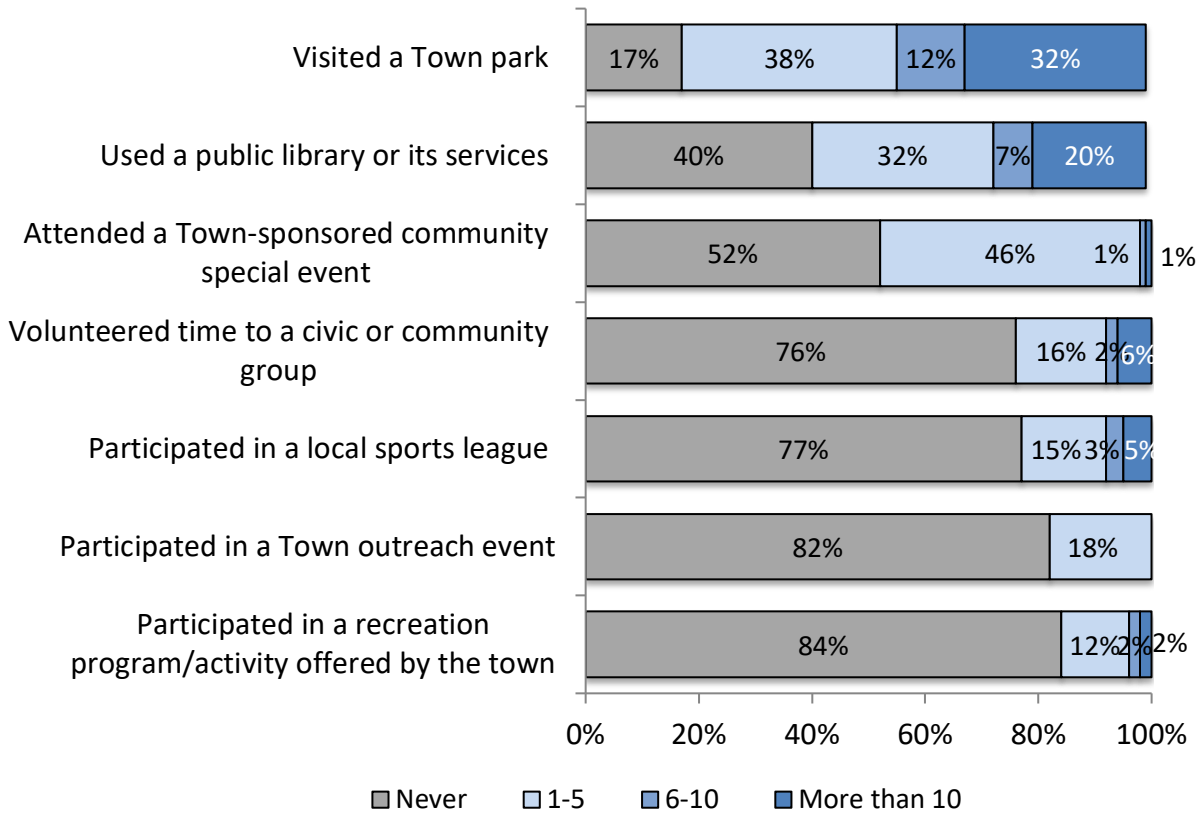
Overall engagement with Queen Creek over the past year has remained similar to the significantly repressed levels found in 2021 (anticipated to be due to Covid-19). However, two activities showed notable changes in participation since 2021; *library visits* have increased (60% ‘any’ visits vs. 53% in 2021) while participation in *recreation programs* has decreased significantly (16% ‘any’ participation vs. 21% in 2021). Fewer than one in five residents indicated they had *participated in a Town outreach event* (18%), the newest addition to the list of activities measured (similar to participation in a recreation program / activity, 16% and sports league, 23%).

As was true in 2021, the most popular past year activities were *visiting a Town park (83%) and/or going to a public library (60%)*. The change to library visitation was in the proportion of residents visiting “very frequently” (20% vs. 15% in 2021). Although not significant, women and white residents were more likely to report any participation over the past year compared to men and non-white residents (92% women vs. 87% men; 90% white vs. 85% non-white).



2023: 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					
2023 (n=540)	17%	38%	12%	31%	1%
2021 (n=904)	19%	35%	13%	32%	1%
2019 (n=431)	8%	37%	12%	41%	2%
2017 (n=403)	18%	40%	11%	30%	1%
Used a public library or its services					
2023 (n=537)	40%*	32%	7%	20%*	<1%*
2021 (n=900)	47%	29%	8%	15%	1%
2019 (n=432)	26%	36%	7%	29%	2%
2017 (n=404)	32%	33%	10%	24%	-
Attended a Town-sponsored community special event**					
2023 (n=538)	52%	46%	1%	1%	<1%
2021 (n=898)	55%	42%	2%	1%	-
2019 (n=431)	35%	56%	4%	4%	1%
2017 (n=400)	38%	55%	3%	4%	-
Volunteered time to a civic or community group					
2023 (n=535)	76%	16%	2%	5%	<1%
2021 (n=902)	78%	16%	1%	5%	-
2019 (n=429)	62%	23%	3%	11%	1%
2017 (n=404)	63%	24%	3%	10%	-
Participated in a local sports league					
2023 (n=539)	77%	15%	3%	5%	<1%*
2021 (n=903)	79%	13%	1%	5%	1%
2019 (n=431)	71%	17%	2%	9%	1%
2017 (n=403)	71%	18%	3%	6%	2%
Participated in a Town outreach event					
2023 (n=540)	82%	18%	<1%	<1%	-
Participated in a recreation program/ activity					
2023 (n=539)	84%*	12%	2%	2%*	-
2021 (n=902)	79%	13%	2%	5%	1%
2019 (n=431)	72%	17%	3%	8%	-
2017 (n=404)	77%	13%	3%	6%	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]

*Indicates a significantly different percentage than 2021 at a 95% confidence level.

**Slight wording change in 2021 to specifically highlight key Town events.



B. Engagement with Queen Creek Communication Efforts

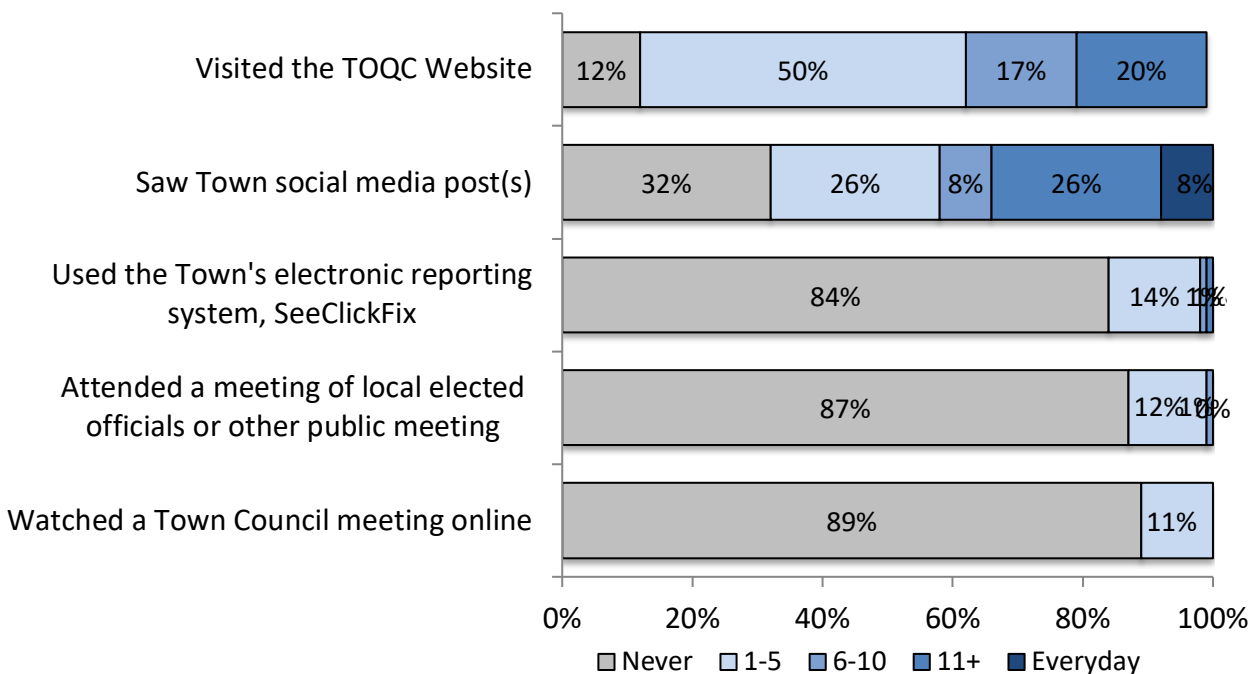
Over the past year, more than nine in ten residents (93%) engaged with at least one of the types of five communications listed. The Town of Queen Creek’s website continues to be the most popular communications tool for residents, with 88% reporting they visited it in the past year. This represents a significant increase from 82% in 2021. Just over a third (37%) visited it at least six times in the prior 12 months.

Approximately two-thirds of residents have seen a social media post made by the Town (68% up from 64% in 2021). This change is driven by an increase in the proportion of residents reporting they have seen Town social media 1-5 times (26%, up from 20%). Fewer than two in ten residents have used the Town’s electronic reporting system, SeeClickFix (16%). Approximately one in ten attended a public meeting (13%) or watched a Town Council meeting online (11%).

Women, residents younger than 55, and those with higher incomes were most likely to see one of the Town’s social media posts versus their comparable sub-groups:

- 77% women vs. 58% men
- 71% under age 55 vs. 59% ages 55+
- 70% \$50K+ vs. 25% less than \$50K

2023: 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? 2023 n=540



**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					
2023 (n=538)	12%*	50%	17%	20%	-
2021 (n=902)	18%	50%	14%	18%	<1%
2019 (n=431)	14%	49%	13%	24%	<1%
2017 (n=402)	11%	49%	12%	29%	-
Saw one of Town's social media posts					
2023 (n=533)	32%	26%*	8%	26%	8%
2021 (n=896)	36%	20%	9%	27%	8%
2019 (n=428)	28%	23%	9%	28%	12%
2017 (n=399)	37%	17%	6%	29%	11%
Used the Town's electronic reporting system, SeeClickFix					
2023 (n=530)	84%	14%	1%	1%	-
Attended a meeting of local elected officials or other public meeting					
2023 (n=539)	87%	12%	1%	<1%	-
2021 (n=904)	84%	14%	1%	1%	-
2019 (n=431)	70%	27%	2%	1%	-
2017 (n=404)	76%	20%	2%	3%	-
Watched a Town Council meeting online					
2023 (n=538)	89%	11%	<1%	<1%	-
2021 (n=903)	88%	12%	<1%	<1%	<1%
2019 (n=432)	90%	8%	1%	1%	-
2017 (n=404)	91%	9%	<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]

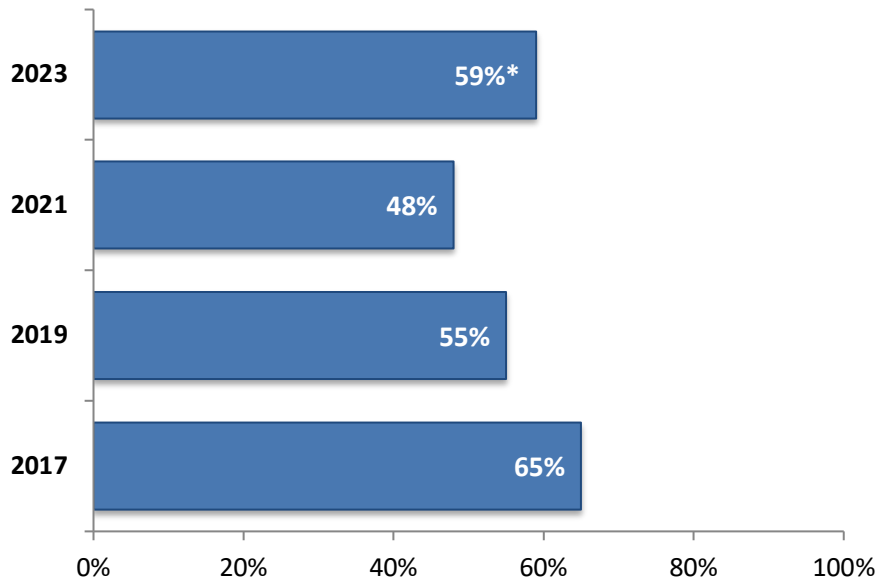
*Indicates a significantly different percentage than 2021 at a 95% confidence level.



C. In-person and Telephone Contact with TOQC Staff

After dropping down to the lowest level ever measured in 2021, in-person or telephone contact with Town of Queen Creek employees jumped back up to levels found in 2017 and 2019 (59%, up significantly from 48% in 2021). This could be due to the return to “normal life” with more in-person interactions after living with Covid-19 related restrictions found in 2020 and 2021.

Personal Contact with a Town Employee in Last 12 Months



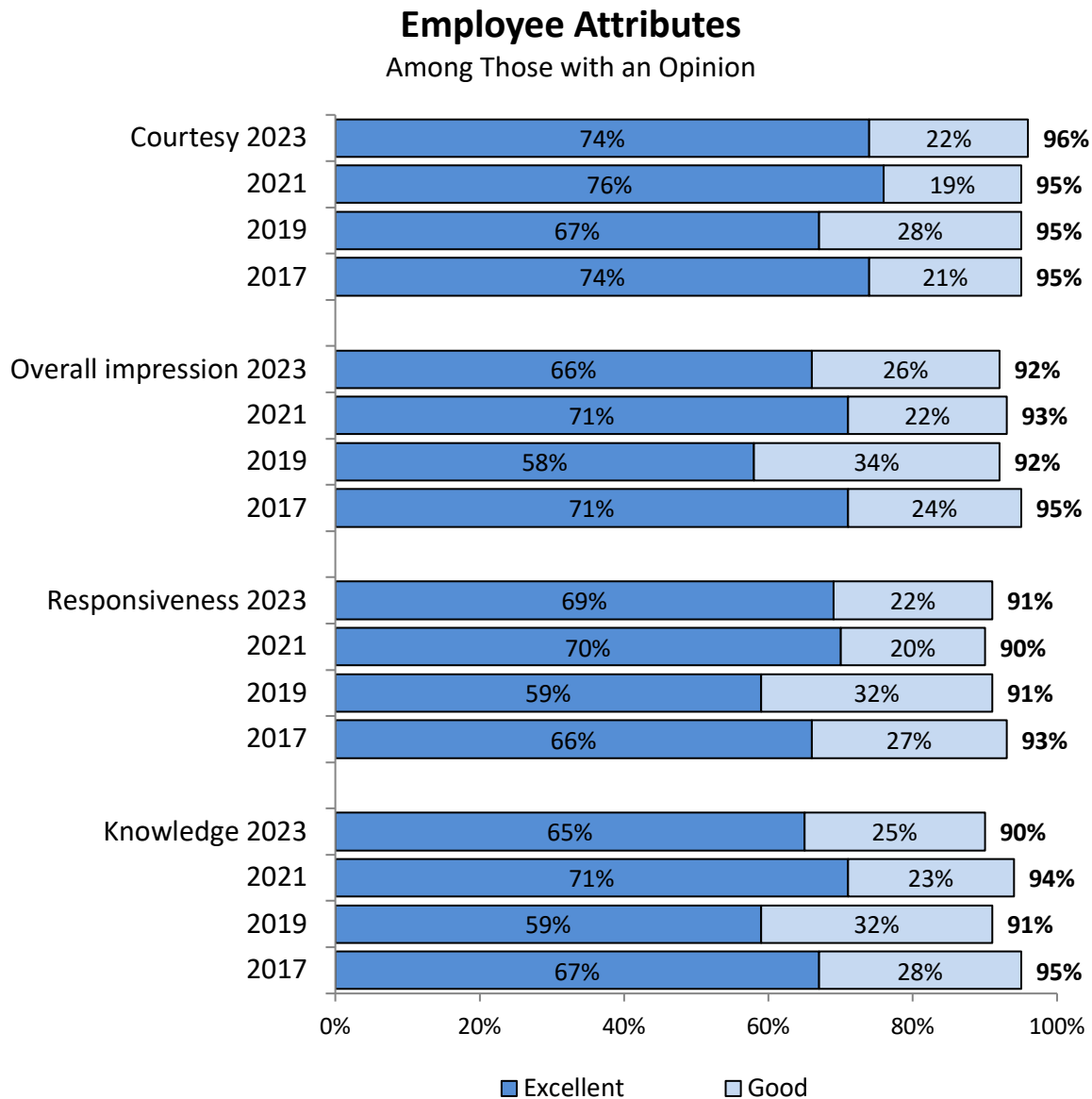
Q6: Have you had any in-person or phone contact with an employee of the Town of Queen Creek within the last 12 months?

2023 n=540; 2021 n=906; 2019 n=432; 2017 n=404

*Indicates a significantly different percentage than 2021 at a 95% confidence level.



Town of Queen Creek employees continued 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”). While top-two ratings were consistent with 2021, the percentage of “excellent” ratings decreased for all four attributes while “good” ratings increased slightly.



Q7: Based on your recent contact(s), how would you rate the Town of Queen Creek’s employee(s) on...
 [Randomized List]
 2023 n=320; 2021 n=435; 2019 n=237; 2017 n=267
 No significant differences from 2021



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

Attributes	Excellent	Good	Fair	Poor	Very Poor
Courtesy					
2023	74%	22%	2%	1%	1%
2021	76%	19%	4%	<1%	1%
2019	67%	28%	4%	1%	-
2017	74%	21%	2%	2%	1%
Overall impression					
2023	66%	26%	5%	2%	1%
2021	70%	22%	5%	1%	1%
2019	58%	34%	7%	1%	-
2017	71%	24%	2%	2%	1%
Responsiveness					
2023	69%	22%	7%	2%	1%
2021	70%	20%	6%	2%	2%
2019	59%	32%	7%	1%	1%
2017	66%	27%	4%	2%	1%
Knowledge					
2023	65%	25%	8%	1%	2%
2021	71%	23%	4%	1%	1%
2019	59%	32%	7%	2%	<1%
2017	67%	28%	3%	2%	1%

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

2023 n=320; 2021 n=435; 2019 n=237; 2017 n=267

No significant differences from 2021



D. Perception of Queen Creek Services

Since 2021, Queen Creek has implemented its own Police Department and ambulance services offered through Fire & Medical. These two forces were added to the list of Queen Creek services evaluated by residents in 2023.

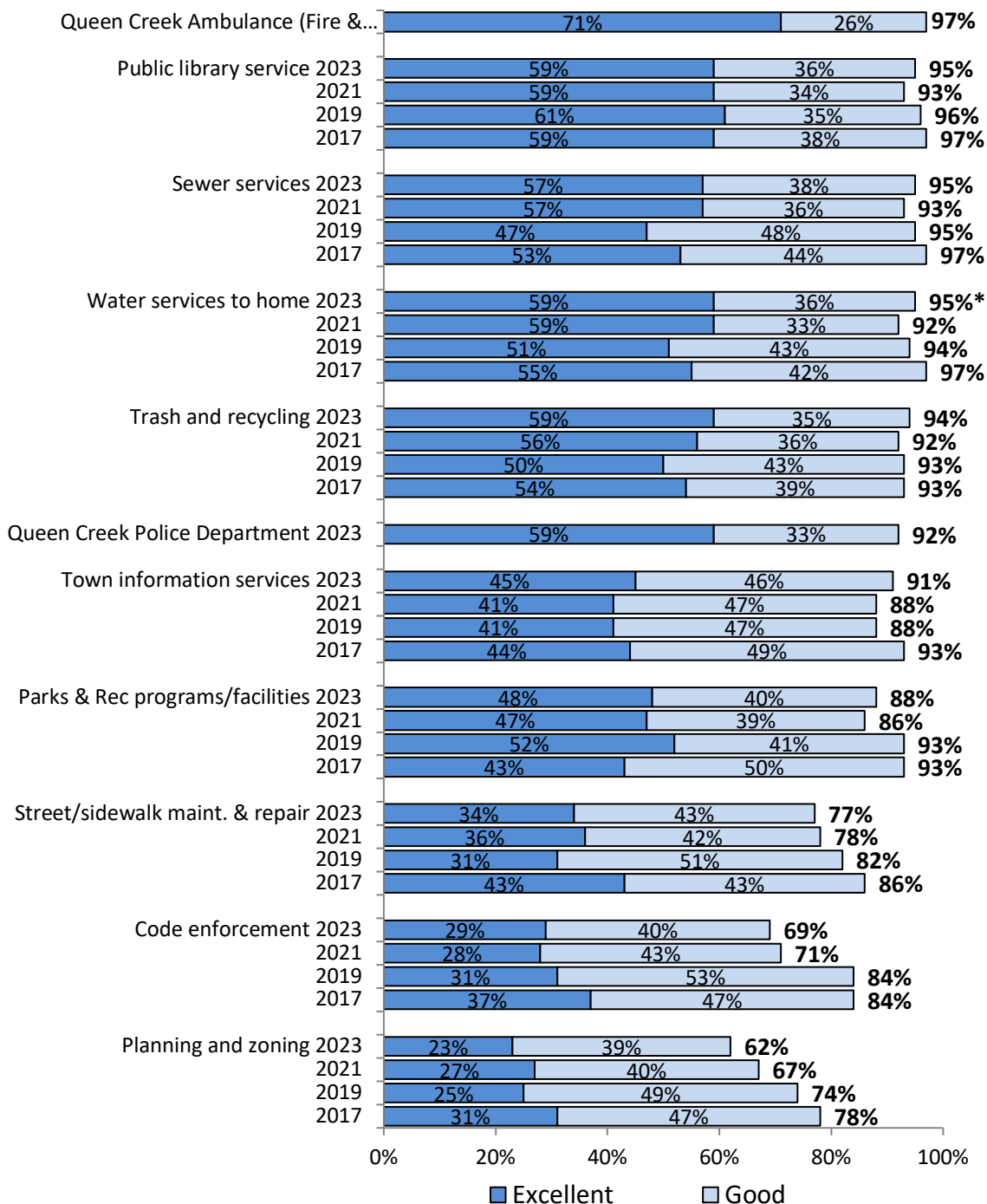
In a positive reception, nearly all Queen Creek residents (97%) awarded ratings of “excellent” or “good” to the new ambulance services provided by fire and medical and 92% awarded high ratings for the police department.

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%). Residents were least likely to rate planning and zoning as “excellent” or “good” (62%).

Residents under the age of 35 and those with lower incomes were most likely to award high ratings for Queen Creek ambulance services compared to older residents and those with incomes higher than \$100K (100% <35 vs. 97% 35; 100% <\$100K vs. 97% \$100K+). Additionally, women and white residents provided higher ratings for the new police department than men and non-white residents (95% women vs. 90% men; 94% white vs. 83% non-white).



**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]

2023 n=540; 2021 n=906; 2019 n=432; 2017 n=404

*Indicates a significantly different percentage than 2021 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
Queen Creek Ambulance (Fire & Medical)						
	2023	71%	26%	2%	1%	-
Public Library service						
	2023	59%	36%	4%	<1%	1%
	2021	59%	34%	6%	1%	1%
	2019	61%	35%	3%	1%	-
	2017	59%	38%	3%	<1%	-
Sewer services						
	2023	57%	38%	3%	<1%*	1%
	2021	57%	36%	4%	2%	1%
	2019	47%	48%	4%	<1%	<1%
	2017	53%	44%	3%	1%	-
Water services to home						
	2023	59%	36%	4%	<1%*	<1%
	2021	59%	33%	6%	2%	1%
	2019	51%	43%	4%	1%	1%
	2017	55%	42%	3%	<1%	-
Trash and recycling						
	2023	59%	35%	5%	1%	<1%
	2021	56%	36%	6%	1%	1%
	2019	50%	43%	5%	1%	1%
	2017	54%	39%	5%	3%	-
Queen Creek Police Department						
	2023	59%	33%	5%	2%	1%
Town information services						
	2023	45%	46%	7%	1%	1%
	2021	41%	47%	10%	1%	1%
	2019	41%	47%	12%	<1%	-
	2017	44%	49%	6%	1%	-
Parks and Recreation program/facilities						
	2023	48%	40%	10%	2%	<1%
	2021	47%	39%	12%	2%	1%
	2019	52%	41%	6%	1%	<1%
	2017	43%	50%	7%	1%	-

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] 2023 n=540

*Indicates a significantly different percentage than 2021 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						
	2023	34%	43%	19%	3%	1%
	2021	36%	42%	17%	4%	1%
	2019	31%	51%	14%	4%	<1%
	2017	43%	43%	11%	2%	1%
Code enforcement						
	2023	29%	40%	22%	5%	3%
	2021	28%	43%	20%	6%	3%
	2019	31%	53%	12%	3%	1%
	2017	37%	47%	12%	3%	1%
Planning and zoning						
	2023	23%	38%	25%	8%	6%*
	2021	27%	39%	23%	8%	3%
	2019	25%	49%	17%	7%	2%
	2017	31%	51%	17%	3%	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] 2023 n=540

*indicates a statistically significant change from 2021 at a 95% confidence level.

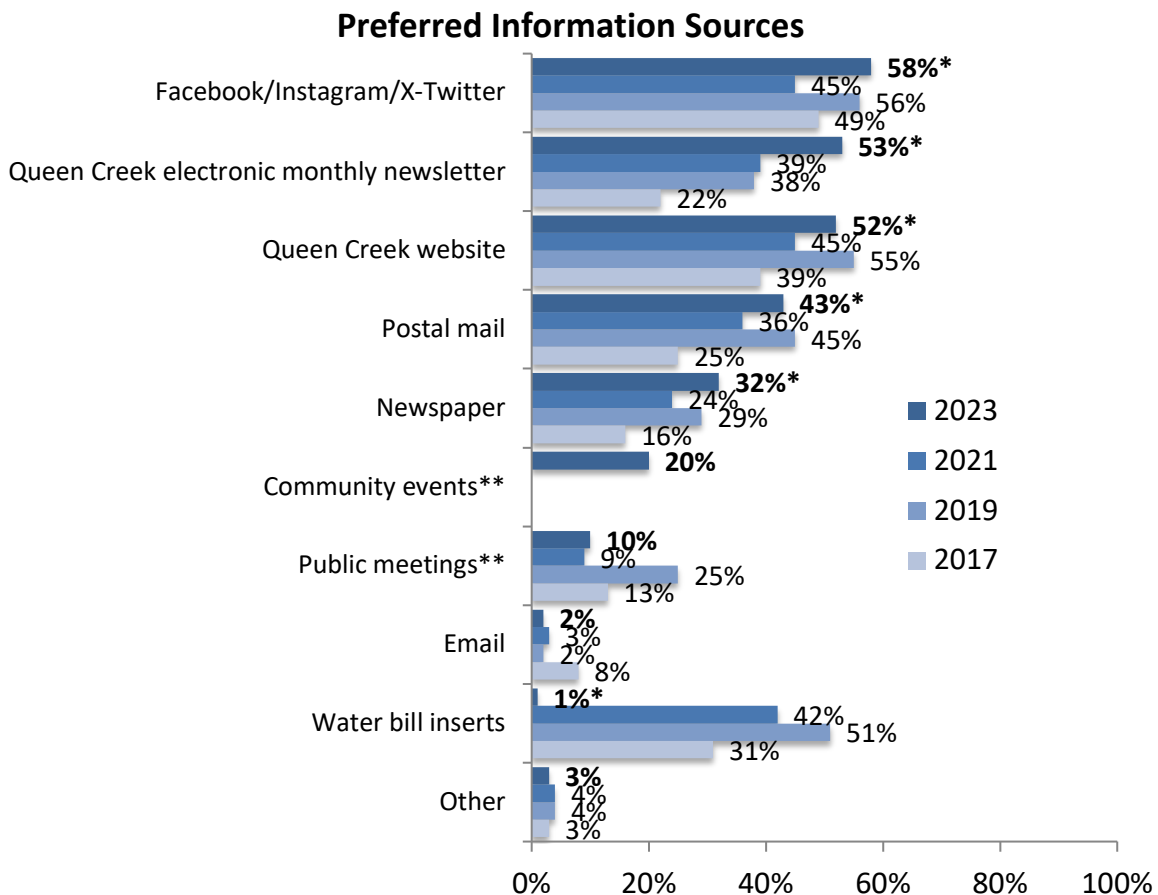


E. Preferred Information Sources about Town

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). After *public meetings/community events* dropped in 2021, mentions rebounded to pre-pandemic levels (20% community events + 10% public meetings).

Mentions of *postal mail* and the *newspaper* as information sources both increased significantly compared to 2021 (43% and 32% vs. 36% and 24% respectively). 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.

Women were more likely to prefer social media and community events as their information sources compared to men (67% social media vs. 48% men; 24% community events vs. 15% men).



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

2023 n=540; 2021 n=906; 2019 n=432; 2017 n=404

*Indicates a significantly different percentage than 2021 at a 95% confidence level.

**In previous years, “Community events” and “Public meetings” were grouped together



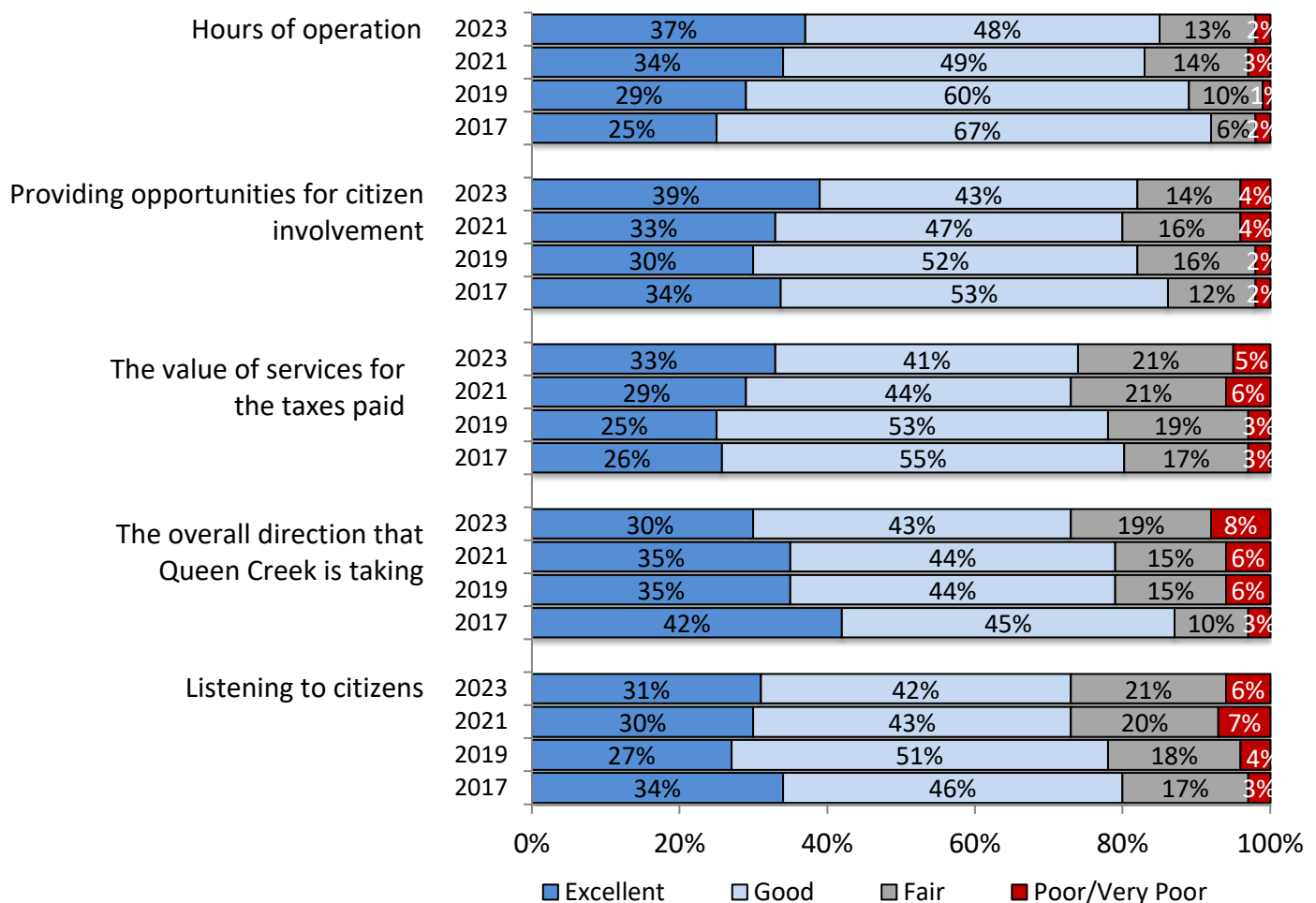
V. Governance

A. Perception of Town Governance

Similar to 2021, Queen Creek’s governance received very positive ratings (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, which decreased in both “excellent” and “good” ratings this year (73%, down from 79%).

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]

2023 n=540; 2021 n=906; 2019 n=432; 2017 n=404

No significant differences from 2021



The top reasons residents provided “poor” or “very poor” ratings on at least one of the areas of town governance was for *losing the small town feel* (39%), *a lack of communication* (37%), *building too many houses* (36%), and *increased traffic congestion* (30%).

Table 14: Reasons for Poor Ratings 2023

Reasons	2023 n=63
It’s losing the small town feel/growing too fast	39%
Lack of communication/they don’t listen	37%
Building too many houses	36%
Traffic congestion has increased	30%
They don’t do anything/no involvement	14%
They only bring in fast food chains	14%
Taxes are too high	13%
Roads are bad/need to improve roads	11%
Wasteful spending/don’t stay within budget	8%
We need to bring in more business/employment	8%
They do what they want/have their own agenda	7%
Hours of operations needs to be longer	5%
QC is allowing too many big industrial companies	4%
They bend to what developers want	4%
Only open 4 days a week	4%
They are getting rid of horse trails/difficult to ride horses	3%
School system is poor	3%
No longer safe/crime has increased	2%
Need to be open on Fridays	2%
High cost of utilities	1%
QC government lied to us/don’t trust them	<1%
Other	20%

Q9a: Why did you give the Town of Queen Creek a poor rating on...? [OPEN-ENDED; MULTIPLE RESPONSES ALLOWED]

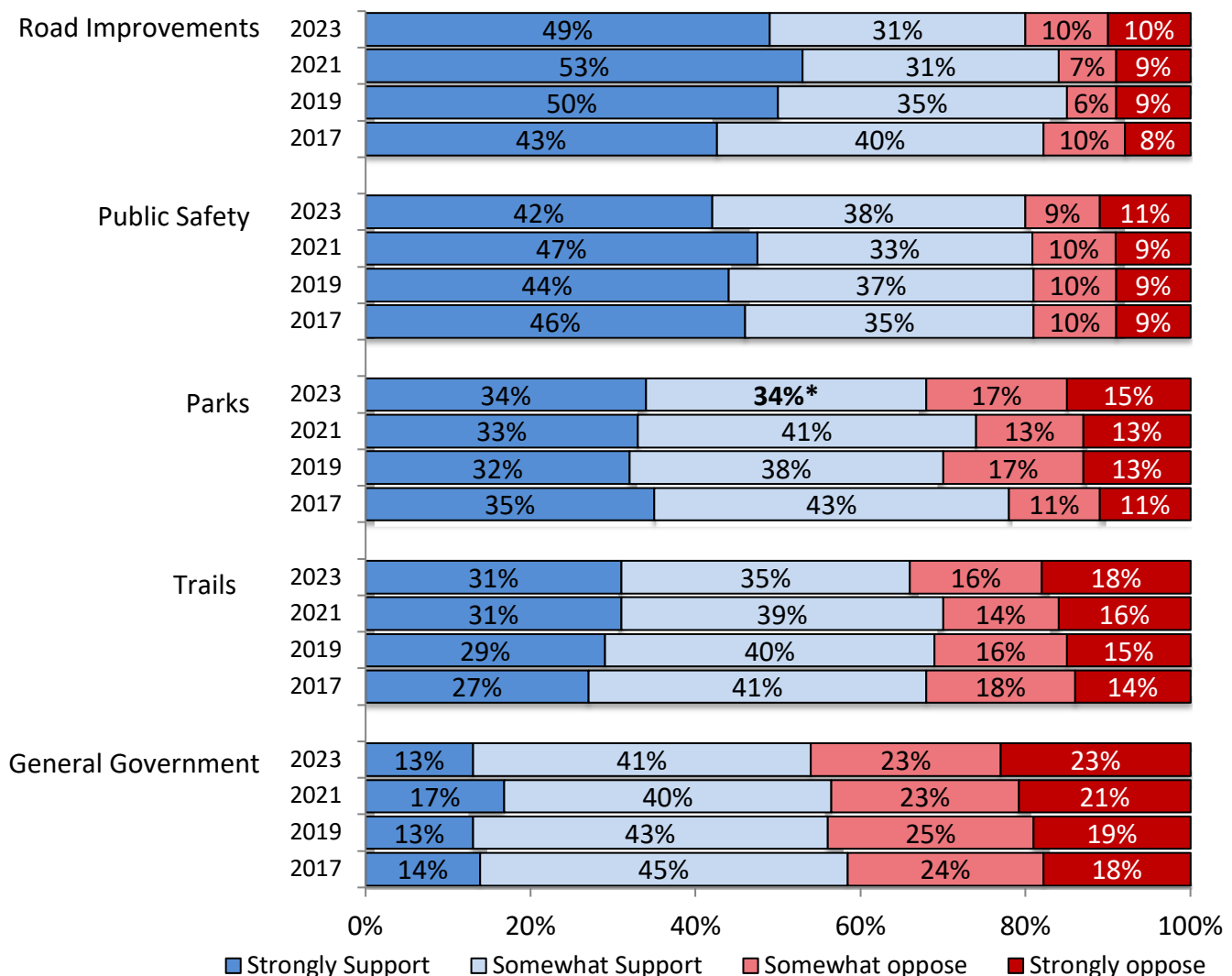


B. Support of Tax Increase for Specific Issues

Whereas a sizeable majority of residents (66% to 80%) “strongly” or “somewhat” support a tax increase for four of the issues evaluated, only a slight majority (54%) do so for *general government services*. Support is by far the strongest for *road improvements* and *public safety* (each 80% somewhat + strongly support). Overall support (strongly/somewhat) for taxes regarding *parks* and *trails* each decreased compared to 2021 (parks 68% in 2023, down from 74% in 2021; trails 65% in 2023, down from 70% in 2021).

Support of Tax Increase for Specific Issues

Among Those with an Opinion



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

2023 n=540; 2021 n=906; 2019 n=432; 2017 n=404

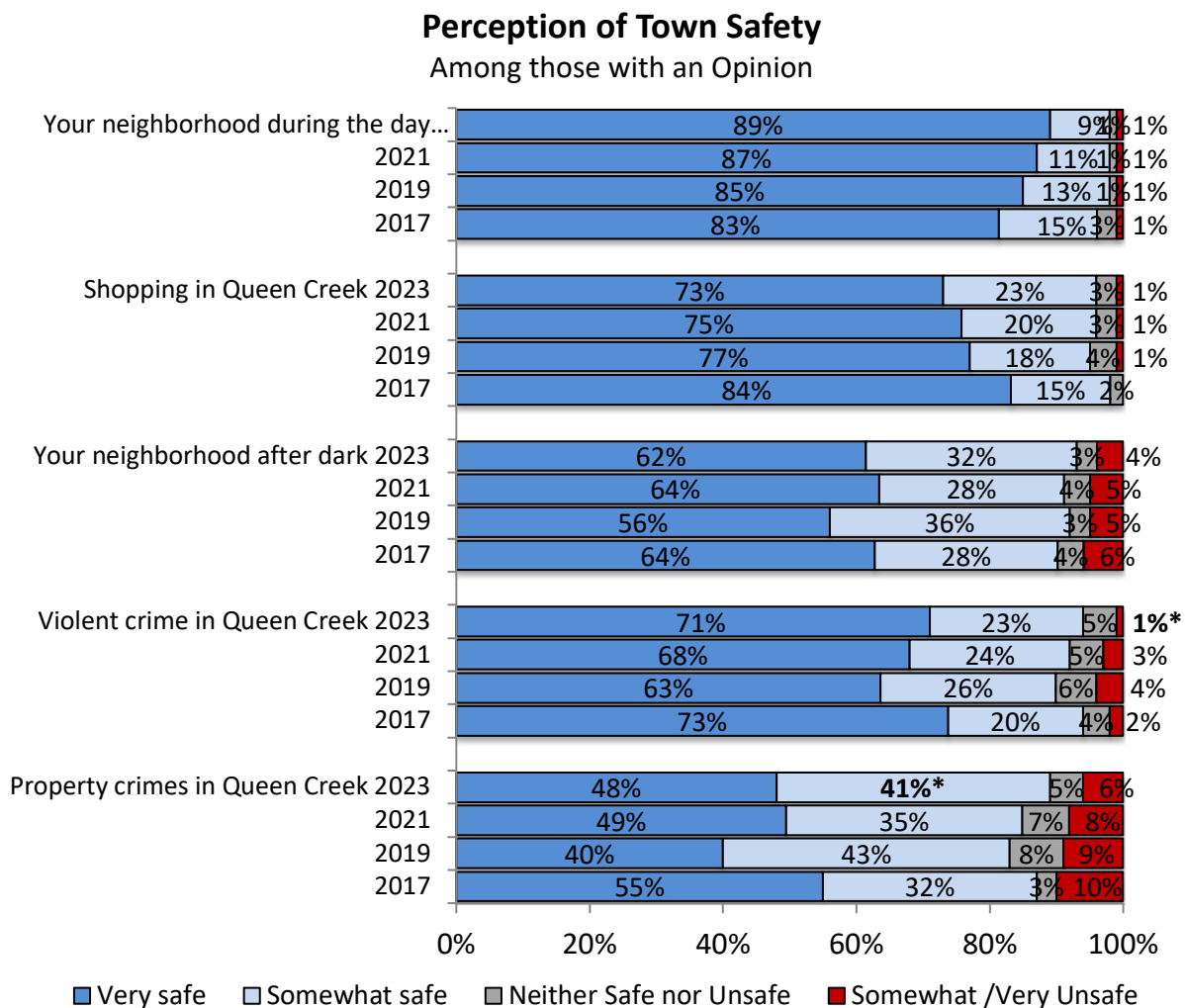
*Indicates a significantly different percentage than 2021 at a 95% confidence level.



C. Safety in Queen Creek

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%). Nine in ten reported feeling at least somewhat *safe in their neighborhood after dark* (94%) and *safe from violent crimes* (94%).

Although still the lowest perception of safety overall, the proportion of residents who feel safe from *property crimes* returned to 2017 levels, due to a significant increase in “somewhat safe” ratings. While safety perceptions are not impacted by age, men are more likely than women to feel safe in their *neighborhood after dark* (97% vs. 90%).



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...

2023 n=540; 2021 n=906, 2019 n=432; 2017 n=404

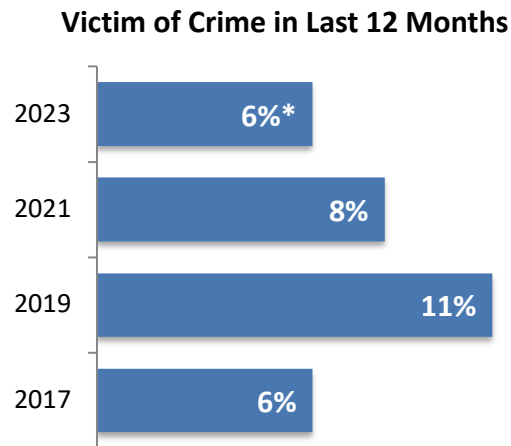
*Indicates a significantly different percentage than 2021 at a 95% confidence level.



D. Crime Victimization

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%.

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).



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

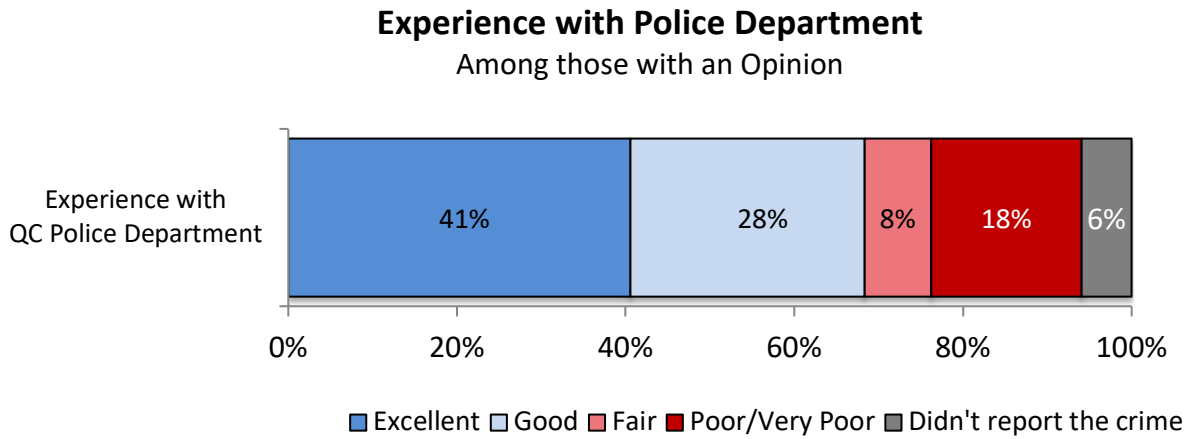
2023 n=540; 2021 n=906; 2019 n=432; 2017 n=404

*Indicates a significantly different percentage than 2021 at a 95% confidence level.



E. Experience with Police Department

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). Less than two in ten had a “poor” or “very poor” experience while 6% didn’t report the crime.



Q14: Please rate your experience with the Queen Creek Police Department.
2023 n=30



Appendix A

Questionnaire



2023
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)

WEB INTRODUCTION

Thank you for your participation in the Town of Queen Creek resident survey. The Town of Queen Creek is surveying its residents on a number of public issues. All of your answers will be completely confidential. This is strictly for research purposes only.

WEBINTRO. We care about the quality and accuracy of our data. In order to draw meaningful conclusions from this research, we ask that you give your most honest opinions when answering the following questions. Please check the box below to commit to read each question thoroughly. Thank you!

I promise to read each question thoroughly and provide honest answers to each question.

- a. Agree
- b. Disagree – [Terminate]

S3b. Have you participated in a survey concerning the Town of Queen Creek in the past 30 days either online or by phone?

- a. Yes – FLAG TO REMOVE ON BACK END, DO NOT TERMINATE
- b. No

S1. What is your zip code?
85142 – CONTINUE WITH S3
85242 – CONTINUE WITH S3
85140 – ASK S2
85144 – CONTINUE WITH S3
[IF NOT IN ZIP CODE 85142, 85242, 85140 OR 85144 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?)

S3.WEB Do you receive trash services from the Town of Queen Creek or do you pay your bill on the Town of Queen Creek utility bill?

1. Yes – CONTINUE
2. No – ASK: Do you live in Olive (formerly Avila), Town Center Apartments, Encantada, the Village Greens, the Villages at Schnepf Farms, Acero, Spur Cross, Sparrow, the Academy or the Bungalows? IF YES CONTINUE/IF NO TERMINATE.
3. Don't know – do you want to confirm your address is within the Town by visiting QueenCreekAZ.gov/DoILiveinQC
4. Decline to Answer – TERMINATE

S4. RECORD GENDER (PHONE: If not obvious by voice – What gender should I record for you?)

SC4.Web What best describes your gender?

- a. Male
- b. Female
- c. 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?

S5.Web And just to be sure we're getting an accurate representation of your area, please enter your age below. OPEN-END BOX (term if under 18).

- 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]

Q1.WEB Next, we would like to get your opinions on a few aspects regarding the quality of life in Queen Creek. First, how would you rate each aspect of Queen Creek below?

- 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 recreate
 - e Queen Creek as a place to work
 - f Queen Creek as a place to retire
 - g 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]

Q2.WEB Using the same scale, please rate each of the following characteristics as they relate to Queen Creek as a whole.

- 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 neighborhood developments
 - e. Overall quality of business and service establishments in Queen Creek
 - f. Overall public safety
 - g. Availability of parks, paths and walking trails
 - h. Traffic flow on major streets
 - i. Please select Good to move on in the survey (QA for web only)

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]

Q2B.Web Now, please rate each of the following opportunities within Queen Creek as a whole.

- 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".

Q3.WEB How likely would you be to recommend living in Queen Creek to someone who asks.

Q4.

11=Don't Know/Decline to Answer (DO NOT READ)

Q5. 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)

Q6. 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 Town outreach event (examples include Coffee with a Cop, child seat inspection, Pancake Breakfast, What's Poppin', Public Safety Day, etc.)
- d. Participated in a recreation program or activity offered by the Town (such as fitness classes or art classes)
- e. Participated in a local sports league (such as Little League or San Tan Youth Football)
- f. Visited a Town park (Mansel Carter Oasis Park, Founder's Park, Desert Mountain Park or Horseshoe Park & Equestrian Centre)
- g. 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. Saw one of the Town's social media posts (Facebook/X – formerly Twitter/Nextdoor/Instagram)
- c. Watched a Town Council meeting online
- d. Visited the Town of Queen Creek Web site (at www.queencreekaz.gov)
- e. Used the Town's electronic reporting system, SeeClickFix
- f. Please select Every day to move on in the survey (QA for web only)



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, police officer 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]

Q7.WEB Based on your recent contact(s), how would you rate the Town of Queen Creek employee(s) on the items below?

- 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. – Remove Broadband since it is not a Town service
- k. Queen Creek Police Department
- l. Queen Creek Fire & Medical, including ambulance service

QAWEB. QA1. It is important to us that you are paying attention. Please select the answer below that is not a type of ground transportation to demonstrate being attentive.



- a. Bus
- b. Car
- c. Light Rail
- d. Airplane
- e. Taxi/Uber/Lyft, etc.

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/Instagram/X-Twitter
- 2 Queen Creek electronic monthly newsletter
- 3 Newspaper
- 4 Queen Creek Web site
- 5 Postal mail
- 6 Public meetings
- 7 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]

Q12.WEB Next we want to ask you a few questions about the safety of Queen Creek. How safe do you feel when it comes to each item below?

- 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 that occurred in Queen Creek?

- 1 Yes – ASK Q14
- 2 No – Move to Q15
- 3 Don't Know (DON'T READ)
- 4 Decline to Answer (DON'T READ)

Q14. Please rate your experience with the Queen Creek Police Department

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

Q15. 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 {OPEN END BOX FOR WEB}

- 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. More job opportunities
- i. More money toward schools/improve education
- j. More/better commercial development
- k. Expand/grow
- l. Improve trails/more walking paths
- m. Improved lights/synchronize lights better
- n. Other: SPECIFY
- o. DK/NA



Q16. What do you like best about living in Queen Creek? (DO NOT READ LIST. SINGLE RESPONSE)
{OPEN END BOX FOR WEB}

- 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

Q17. What do you like least about living in Queen Creek? (DO NOT READ LIST. SINGLE RESPONSE)
{OPEN END BOX FOR WEB}

- 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.

D1WEB.QA In what year were you born? (OPEN END BOX)

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 \$149,999
- 5 \$150,000 to \$249,999
- 6 \$250,000 or more
- 7 Don't Know (DON'T KNOW)
- 8 Decline to Answer (DON'T KNOW)

QEND. Would you be interested in participating in future studies for the Town of Queen Creek?

- 1 Yes
- 2 No

QENDinfo. Please provide your email and phone number below to be contacted for future study opportunities.

Email _____
Phone number _____

Thank you very much for your time!



Appendix B

2023 Mailed Letter Materials

6 X 9 Mail Envelope



8.5 X 11 Letter



1



Dear Queen Creek Resident,

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 1, 2023.

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 : 484516

1. **Type** www.westgroupresearch.com/TOQCSurvey2023 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 el 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 1 de noviembre de 2023.

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: 484516

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

