



Citizen Survey

Conducted by: Issues & Answers Network, Inc.

May 2010



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Demographic Profile

Final Questionnaire

Background & Methodology

- **Beginning on March 22, 2010 and ending on March 30, 2010, a citizen survey was conducted with 400 residents of Queen Creek. All interviews were conducted via telephone and lasted approximately 15-18 minutes each. All respondents were given the option of completing the survey in Spanish. Of the 400 interviews conducted:**
 - 320 (80%) were conducted with residents on landline telephones; 80 (20%) were conducted with residents on cellular telephones
 - 394 were conducted in English; 6 in Spanish
- **Issues & Answers collaborated with the Town on all aspects of the project, including the methodology selection, questionnaire development and analytical approach.**

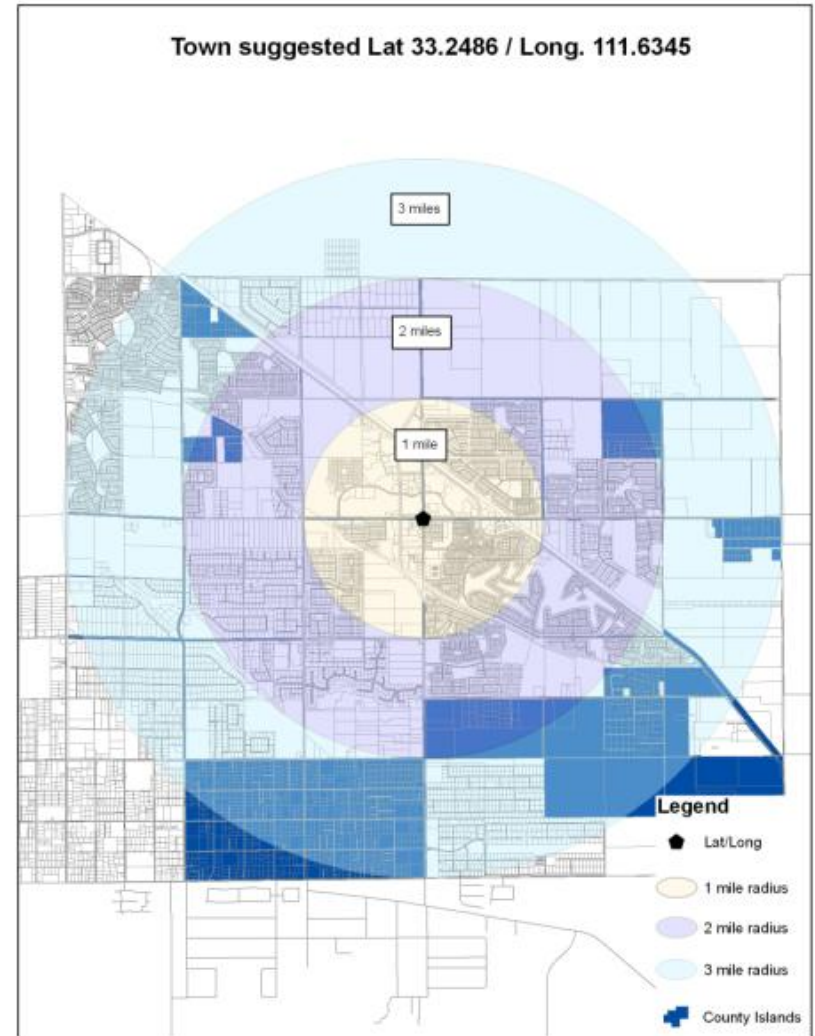
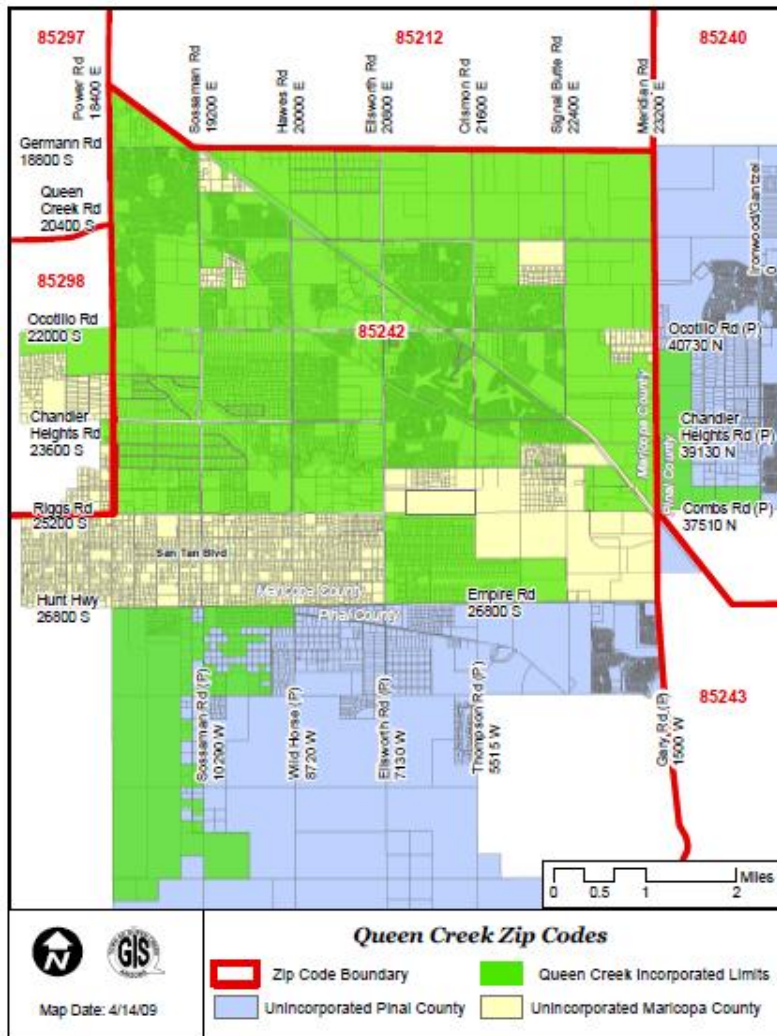
Research Objectives

- **The primary goal of this project is to provide the Town of Queen Creek with strategic direction for selecting which services and products the residents want to have as well as ascertain which other services/products should be offered to the residents. Specifically, the proposed Citizen Phone Survey is designed to meet the following objectives:**
 - Quantify the satisfaction levels of existing services and programs;
 - Gauge citizens' perceptions and attitudes toward the Town's program and services;
 - Determine preferences for future programs and service delivery;
 - Understand the community sentiment on future Town identified priorities;
 - Understand the perception of the quality of life in Queen Creek;
 - Assess the performance of the Town's government;
 - Define the perception of the Town's goals, policy issues, and citizen communication; and,
 - Identify areas for continued improvement.

Sampling Plan

- **Every effort was made to survey respondents residing only within the Queen Creek Incorporated Limits. Several measures were taken to minimize the risk of interviewing residents outside the desired area:**
 - All participants were asked whether they resided within the incorporated limits of the Town (interviewers were provided with a map to reference if a respondent were unsure);
 - Only residents in zip codes 85242 and 85142 were interviewed; and,
 - Coordinates were used to pull telephone records within a two-to-three mile radius from the center of Town (see map on the following page.)
- **In addition, respondents' home addresses (or nearest cross-street) were collected following all completed interviews.**
 - These addresses were supplied to the Town for review, and any outliers have been replaced.

Sampling Plan, Cont.



Analytical Summary

- **For comparison purposes, respondents were segmented into various sub-groups based on demographics, behaviors and perceptions.**
- **Significance testing (t and z tests) at the 95% confidence level was conducted to detect significant differences among respondent segments. A 95% confidence level means there is a 19 in 20 (5%) possibility that the observed difference is *not* due to chance. When applicable, these findings will be noted.**
- **In the course of this survey, respondents were asked three to four open-ended questions to aid in understanding the "why's" behind the numbers. Responses to these questions have been coded and tabulated for inclusion in this report.**
- **In some instances, percentages may add to more or less than 100% due to rounding.**

Key Findings

Key Findings

- **Residents have positive perceptions regarding the quality of life in Queen Creek.**
 - More than nine in ten (91%) survey participants rate their neighborhood as a “good” or “excellent” place to live while almost as many (89%) say the same regarding the overall quality of life in Queen Creek.
- **Approximately nine in ten (91%) respondents would recommend living in Queen Creek to someone who asked them.**
 - This sentiment is much more prevalent among newer residents (i.e. less than two years.)
 - The vast majority (85%) of residents say they are likely to be living in Queen Creek five years from now although Caucasian respondents are significantly more likely than those of other ethnicities to not plan on staying.
- **When asked what they liked best about living in Queen Creek, one-third (33%) cite the rural, small town feel, and 23% say it is quiet/peaceful.**
 - These feelings are especially true for those residing in the Town for more than two years.
- **Most citizens consider the Town very family friendly.**
 - The vast majority (85%) rate Queen Creek as a “good” or “excellent” place to raise children.
 - Approximately six in ten (59%) parents say the educational opportunities in Queen Creek are “good” or “excellent.”

Key Findings, cont.

- **Generally, residents perceive the Town of Queen Creek as a safe community.**
 - The average safety ratings for all six tested aspects ranged from 4.2 to 4.8 on a 5-to-1 scale, placing Queen Creek in between “very safe” and “somewhat safe” overall.
 - Only one in ten (10%) survey participants report themselves or someone in their household being a victim of a crime in the past year; however, this figure increases dramatically among renters (29%).
 - Residents age 18-34 are less likely to report feeling safe when it comes to violent crime although this appears to be a function of the low street lighting, to which 30% of younger respondents give less than favorable ratings.
- **The Town’s proximity/distance to places of interest was the number one complaint among residents when asked what they like least about living in Queen Creek, mentioned by 27% of respondents.**
 - Likewise, more than one-third (35%) say they would like to see more entertainment/recreation opportunities come to Queen Creek in the next few years with restaurants (11%) and shopping venues (10%) topping the list.
- **Road conditions are also cited by a notable percentage of respondents when asked what they like least about living in Queen Creek.**
 - Residents mention dissatisfaction with the traffic/road congestion (8%,) road conditions in general (6%,) and the lack of roads and access to the highway (4%).
 - Interestingly, there is a strong correlation among respondents with these concerns and those who rate the overall quality of new development unfavorably.
 - Road improvements are also the initiative for which most residents are likely to support a tax increase—58% say they would “strongly” or “somewhat” support this increase.

Key Findings, cont.

- **The Town garners relatively low ratings on employment opportunities.**
 - Almost one-third (32%) rate Queen Creek as an “excellent” or “good” place to work while almost one-quarter (22%) say it is “poor” or “very poor.”
 - Likewise, only 13% give a rate the employment opportunities in Queen Creek as “excellent” or “good” while more than one-quarter (27%) give a “poor” or “very poor” rating. These negative perceptions are exhibited by Hispanics much more frequently than those of other ethnicities.
- **However, residents rate the Town Government’s performance positively overall.**
 - Seven in ten (70%) residents rate the overall direction that Queen Creek is taking as “good” or “excellent” although residents of six or more years are much less likely than their counterparts to feel this way.
 - Of those who report being dissatisfied, the largest percentage (41%) cite confusion regarding Queen Creek’s status as a rural town versus a small city. The sentiment among these respondents is that it went from a rural, low density town to a small city with too many people, houses, apartments, and strip malls.
 - The majority of respondents also give “good” or “excellent” ratings to the job Queen Creek does at providing opportunities for citizen involvement (62%,) the value of services for the taxes paid (60%,) and listening to citizens (56%.)
 - However, longer-tenured residents (i.e., six or more years) are again less satisfied giving a significantly higher number of “poor” and “very poor” ratings to the job Queen Creek does at providing opportunities for citizen involvement , the value of services for the taxes paid, and the overall direction the Town is taking.

Key Findings, cont.

- **Engagement with Town Government is somewhat low.**
 - Only 30% have attended a meeting of local elected officials / local public meetings, 29% have watched the Town's government access cable channel 11, 23% have registered to receive automatic E-mail notifications from the Town, and only 14% report having watched a Town Council meeting online.
- **Although most (82%) have visited a Town park in the past 12 months, attendance or participation in other types of recreational programs is low.**
 - Less than one-half (46%) have attended a Town-sponsored community event, 38% have attended a cultural event at the Performing Arts Center, 36% have volunteered time to a community group/activity, 28% have participated in a local sports league, and less than one-fourth (22%) have participated in a recreation program such as Pilates, painting or CPR.
 - However, eight in ten (81%) residents rate the quality of the parks and recreation facilities as “good” or “excellent.”
 - Attendance and/or participation in these types of programs is much higher among parents.
- **Nearly three-fourths (73%) of respondents have used a public library over the past 12 months—38% of whom report visiting more than times.**
 - The vast majority (83%) also give “good” or “excellent” scores to the quality of the public library services.
- **Longer-term residents (i.e., two or more years) are somewhat more critical of Town services than those who have lived in Queen Creek for a shorter period of time.**
 - Those with longer tenures are much more likely than their counterparts to be dissatisfied with code enforcement and traffic signal timing and less likely to report being satisfied with sidewalk maintenance and repair.

Key Findings, cont.

- **More than one-half (52%) of survey participants aren't aware of the Town's operating hours.**
 - However, of those who are aware, the vast majority (82%) say the Town's hours have never caused a problem when trying to conduct business or access services.
- **A little more than one-half (51%) of survey participants have had contact with Town employees with the majority giving favorable ratings of their contact.**
 - Almost all give “good” or “excellent” ratings to Town employees for courtesy (93%,) overall impression (92%,) knowledge (89%,) and responsiveness (86%.)
- **While incidence of contact with public safety personnel is low, on a bright note, satisfaction with these interactions is quite high.**
 - Of the one-third (33%) of residents who have had contact with the Maricopa County Sheriff's Office, most (78%) rate the handling of their contact as “good” or “excellent.”
 - Although only 16% of participants have been in contact with the fire department, almost everyone (97%) who has give the interaction favorable ratings.

Key Findings, cont.

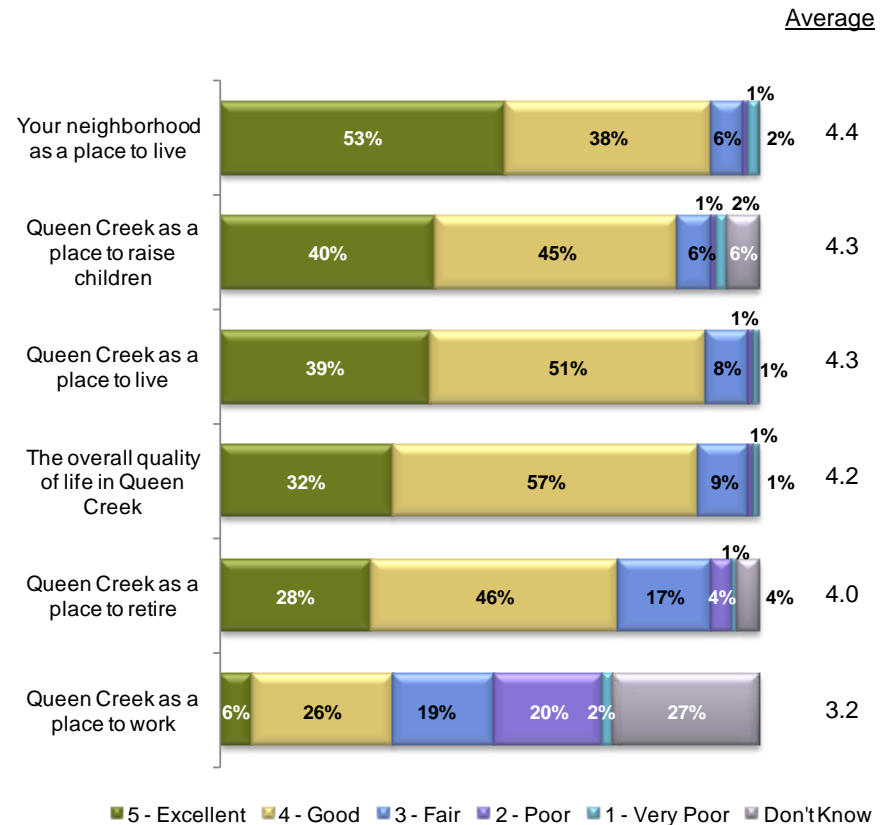
- **When asked how they prefer to receive information about Town issues, programs, and events, almost four in ten residents (39%) state via postal mail.**
 - A notable percentage (30%) of respondents prefer the Town's weekly electronic newsletter; however, over two-thirds (68%) report never having read it.
 - Although a slightly lower percentage (25%) would like to receive information via water bill inserts, readership is comparatively high with 41% reporting having read it least 10-20 times in the past year.
 - A similar percentage (24%) cite newspapers as their preferred information source.
 - A total of seven in ten (70%) have visited the Queen Creek website, but use is very sporadic with the bulk (41%) of residents reporting one to five visits annually.
 - Less than one-quarter (23%) have registered to receive e-mail notifications from the Town.



**Detailed Findings:
Quality of Life and Likelihood to
Recommend**

Quality of Life

- **When asked to rate various aspects regarding the quality of life in Queen Creek, the highest majority (91%) of respondents seem most satisfied with their neighborhood.**
 - Over one-half (53%) rate their neighborhood as an “excellent” place to live, and nearly 4 in 10 (38%) think that it is a “good” place to live.
- **Most (90%) feel Queen Creek is an “excellent” or “good” place to live while 89% feels the same regarding the overall quality of life.**
 - Almost as many give Queen Creek favorable ratings for being a place to raise children (85%) .
- **Approximately three-fourths (74%) feel Queen Creek is an “excellent” or “good” place to retire.**
- **The Town garners relatively low ratings on employment.**
 - Just over three in ten (32%) rate Queen Creek as an “excellent” or “good” place to work while almost one-quarter (22%) say it is “poor” or “very poor.”



Quality of Life, cont.

- **As is illustrated on the following two pages, various demographics also appear to play a role in respondents' attitudes towards the quality of life in Queen Creek.**
 - When it comes to Queen Creek as being a good place to raise children, younger respondents (18-54 years old and non-retirees) as well as residents who report having children give a significantly higher number of “good” or “excellent” ratings.
 - The presence of children also emerges as a factor in participants' ratings of Queen Creek as a place to live with these respondents being significantly more likely to rate this attribute as “good” or “excellent” than their childless counterparts.
 - Younger respondents (18-54) are also more likely to give positive marks to Queen Creek as a place to live than are those 55 or older although 35-54 year olds significantly more so.

	GENDER		AGE			EMPLOYMENT			RACE			CHILDREN	
	M (A)	F (B)	18-34 (C)	35-54 (D)	55+ (E)	Yes (F)	No (G)	Ret. (H)	White (I)	Hisp. (J)	Other (K)	Yes (L)	No (M)
<i>Your neighborhood as a place to live</i>													
Excellent/Good	91%	92%	92%	91%	91%	90%	92%	93%	93%	88%	94%	91%	91%
Poor/Very Poor	3%	3%	1%	2%	3%	3%	3%	1%	3%	3%	2%	1%	4%
<i>Queen Creek as a place to raise children</i>													
Excellent/Good	83%	87%	93% E	87% E	78%	87% H	92% H	75%	84%	88%	80%	91% M	78%
Poor/Very Poor	4%	1%	3%	2%	3%	4%	1%	1%	3%	2%	2%	2%	3%
<i>Queen Creek as a place to live</i>													
Excellent/Good	88%	92%	91%	93% E	85%	89%	92%	87%	91%	88%	85%	92% M	86%
Poor/Very Poor	2%	3%	0%	2%	3%	2%	4%	1%	1%	4%	4%	1%	3%

Quality of Life, cont.

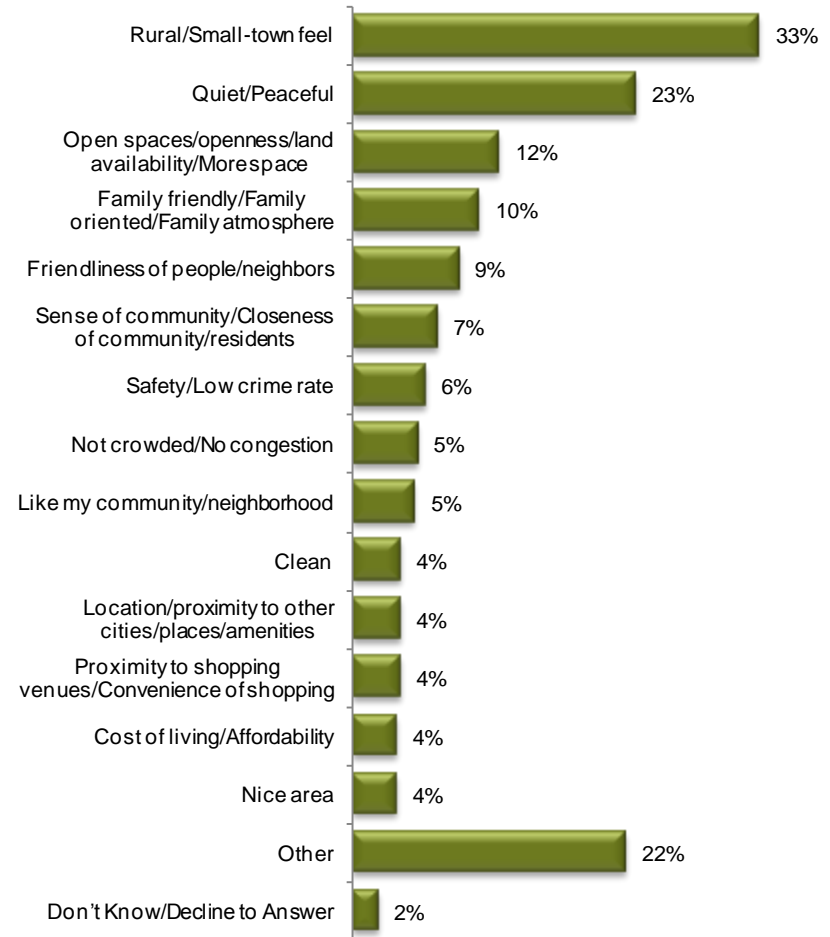
- **Again, age and presence of children factor into residents' perceptions although other variables such as gender, employment, and race also emerge.**
 - Retirees rate Queen Creek as being a “good” or “excellent” place to retire far more frequently than their counterparts. Likewise, those of retirement age (over 54 years old) feel this way much more often than 18-34 year olds as do those without children. Women are also much more likely to give positive ratings on this attribute than are men.
 - Males, for their part, give “poor” or “very poor” scores to Queen Creek being a good place to work far more frequently than females. The same is true of Caucasian and Hispanic residents who give negative ratings on this attribute significantly more often than those of other ethnicities.
 - Residents living in Queen Creek for two or more years are significantly more likely than those with a shorter tenure to give “poor” or “very poor” ratings to Queen Creek as a place to work—23% of two-five year residents and 26% of longer tenured residents feel this way compared to only 9% of those residing in Queen Creek for less than two years.
 - Employed respondents exhibit strong negative views—being much more likely than retirees to give low ratings to Queen Creek being a good place to work.

	GENDER		AGE			EMPLOYMENT			RACE			CHILDREN	
	M (A)	F (B)	18-34 (C)	35-54 (D)	55+ (E)	Yes (F)	No (G)	Ret. (H)	White (I)	Hisp. (J)	Other (K)	Yes (L)	No (M)
<i>The overall quality of life in Queen Creek</i>													
Excellent/Good	89%	91%	91%	92%	87%	89%	92%	89%	93%	86%	83%	91%	88%
Poor/Very Poor	2%	2%	0%	1%	3%	1%	3%	1%	1%	1%	4%	1%	2%
<i>Queen Creek as a place to retire</i>													
Excellent/Good	67%	80%A	63%	73%	79%C	68%	71%	85%FG	71%	73%	83%	68%	79%L
Poor/Very Poor	7%	5%	8%	5%	5%	7%	7%	3%	6%	6%	4%	6%	6%
<i>Queen Creek as a place to work</i>													
Excellent/Good	28%	37%	33%	35%	29%	33%H	37%	25%	31%	32%	41%	35%	29%
Poor/Very Poor	29%B	17%	23%	26%	19%	26%H	24%	16%	25%K	26%K	4%	21%	25%

Red alphabet letters (A-M) – Indicate a statistically significant difference versus the indicated cell at the 95% confidence level.

What Residents Like Best About Living in Queen Creek

- **Residents most often mention the rural, small-town feel when asked what they like best about living in Queen Creek.**
 - Nearly three in ten (33%) name this as their favorite aspect of Town living.
 - Likewise, approximately one-quarter (23%) say it is quiet and peaceful.
- **Coming in a distant third is the availability of land/open space, mentioned by 12% of respondents.**
 - Slightly fewer (10%) like that the Town is family friendly.
- **Other responses (mentioned by less than 4% of responses each) include items such as:**
 - The presence of farming and agriculture, good parks and trails, good schools/education, good weather/climate, beautiful greenery and mountain views, and good quality of life.



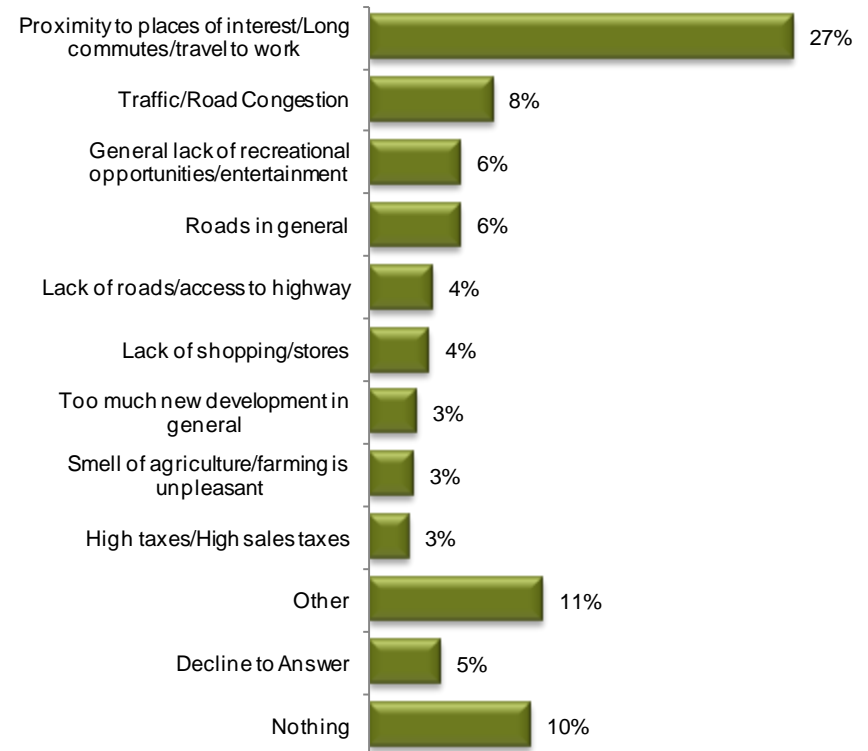
*Responses mentioned by <4% of residents are grouped into "other" mentions
Percentages do not add up to 100% because multiple responses were permitted

What Residents Like Best About Living in Queen Creek, cont.

- **When analyzing residents' responses; age, gender, employment status, and race all emerge as differentiating factors.**
 - Young respondents (18-34) cite the family-friendly atmosphere of Queen Creek much more often than their older counterparts (20% vs. 8%, respectively.) However, those 35 and older are more likely than their younger counterparts to say they like the rural, small-town feel best (35% vs. 21%, respectively.)
 - Unemployed respondents also mention the family oriented nature of the Town far more frequently than either employed or retired residents (25% vs. 7% each, respectively.)
 - Compared to only 4% of Hispanic respondents, 14% of Caucasians are much more likely to favor the family-friendliness of Queen Creek.
 - Proximity to shopping venues/convenience of shopping is cited significantly more females than males (6% vs. 2%, respectively.)
- **To a lesser extent, variations also occur in regards to voter registration status and tenure.**
 - More than one-third (35%) of registered voters also mention the rural, small-town feel compared to only 13% of non-registered voters. This attribute is also favored by 35% of those who have lived in Queen Creek for more than two years while only 18% of shorter tenured residents feel this way.
 - Meanwhile, those living in Queen Creek for less than six years are much more likely to cite the cleanliness of Queen Creek than are residents of six or more years (6% vs. 1%, respectively.)

What Residents Like Least About Living in Queen Creek

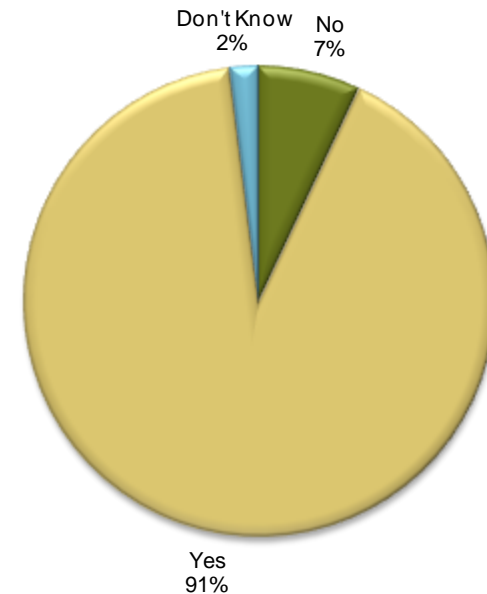
- A notable number (15%) of respondents were not able to name anything they liked least about living in Queen Creek; however, most voice at least one complaint.
- The Town's proximity/distance to places of interest and employment is mentioned most often by 27% of residents.
 - Participants under 55 and those with children are significantly more likely than their counterparts to feel this way (31% vs. 20% and 33% vs. 20%, respectively.)
 - Similarly, three in ten (31%) employed respondents cite this factor compared to only 20% of retirees.
- Nearly one in ten (8%) say the traffic and road congestion could be improved while 6% cite general road improvements or a general lack of entertainment and recreational opportunities.
 - 13% of residents whose household income exceeds \$100,000 feel traffic and road congestion is a problem compared to only 4% of those with a household income of \$50,000 - \$100,000.



*Responses mentioned by <3% of residents are not shown

Likelihood to Recommend

- **The vast majority of respondents (91%) would recommend living in Queen Creek to others.**
 - Interestingly, residents who have been living in Queen Creek for less than two years are much more likely than their counterparts who have lived in Queen Creek in excess of 6 years to feel this way (97% vs. 90% among those with a longer tenure.)
 - Likewise, renters say they would recommend Queen Creek as a place to live significantly more often than homeowners (100% vs. 91%, respectively) as are unemployed residents (96% vs. 89% among employed residents.)
- **Only a handful (7%) would not recommend Queen Creek.**
 - Residents who give this response are mostly employed (8% vs. 3% among the unemployed and 7% among retirees.)
 - A total of 9% of residents who have lived in Queen Creek for more than 6 years would not recommend Queen Creek, compared to only 2% of those who have lived in Queen Creek for less than 2 years.





Detailed Findings: Participation in Activities and Usage of Town Features/Services

Participation in Activities and Usage of Town Features/Services

- **When asked how often they, or any member of their household engaged in specific activities, residents are most likely to report having visited a Town park in the past year (82%) with the largest percentage (43%) having done so more than ten times.**
 - Almost as many (78%) have read the newsletter included in the monthly Town utility bills.
- **Nearly three-fourths (73%) have used a public library or its services in the past year while a similar percentage (70%) visited the Town of Queen Creek website (www.queencreek.org.)**
 - Respondents are also likely to report frequent use of the library—38% have visited more than ten times. Website usage is much more sporadic with the largest percentage (41%) reporting 1-5 visits.
- **Attendance or participation in community activities is somewhat low.**
 - For example, less than one-half (46%) have attended a Town-sponsored community event, 38% have attended a cultural event at the Performing Arts Center, 36% have volunteered time to a community group/activity, 28% have participated in a local sports league and 22% have participated in a recreation program such as Pilates, painting or CPR.
- **Residents also appear to be somewhat disconnected when it comes to their involvement with the Town.**
 - Only 30% have attended a meeting of local elected officials / local public meetings, 29% have watched the Town's government access cable channel 11, 23% have registered to receive automatic E-mail notifications from the Town, and only 14% report having watched a Town Council meeting online.
 - Although most (68%) respondents say they never read the Town's weekly electronic newsletter, the percentage of frequent readers (i.e., more than ten times) is relatively high compared to other activities at 13%.

Participation in Activities and Usage of Town Features/Services, cont.

Activity	Never	1-5 times	6-10 times	11+ times	Every day	Don't Know
Visited town park	17%	31%	8%	40%	3%	1%
Read newsletter included with monthly utility bills	20%	27%	10%	39%	2%	2%
Used public library	27%	25%	10%	36%	2%	-
Visited Town of Queen Creek website	28%	41%	10%	17%	2%	2%
Attended town-sponsored community event	53%	38%	4%	3%	1%	1%
Attended cultural event at Performing Arts Center	61%	32%	3%	3%	-	1%
Volunteered time to community group/activity	63%	17%	4%	13%	2%	1%
Read town weekly electronic newsletter	68%	13%	4%	11%	2%	2%
Watched town's government access cable channel 11	69%	17%	4%	7%	1%	2%
Attended meeting of local elected officials / local public meeting	69%	25%	2%	3%	-	1%
Participated in local sports league	71%	16%	3%	8%	1%	1%
Registered to receive automatic e-mail notifications from town	74%	19%	1%	2%	1%	3%
Participated in recreation program (Pilates, painting, CPR classes)	76%	16%	1%	4%	1%	2%
Watched Town Council meeting online	84%	12%	-	-	1%	2%

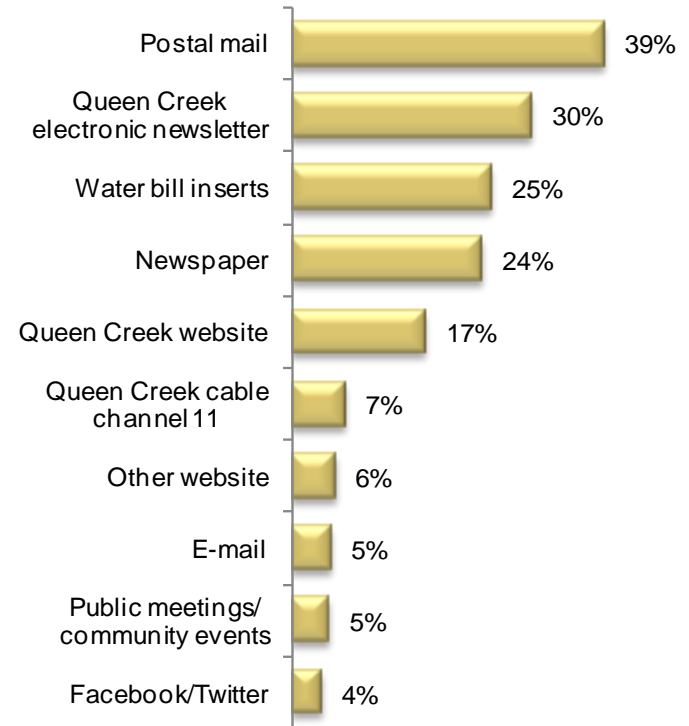
Q5. In the last 12 months, about how many times, if any, have you or other household members participated in the following activities in Queen Creek? [Base: Total Respondents, n=400]

Participation in Activities and Usage of Town Features/Services, cont.

- **The types of activities in which respondents engage largely break down along various demographic characteristics, with the presence of children playing the largest role.**
 - Compared to their childless counterparts, those with children are significantly more likely to have visited a Town park (89% vs. 74%,) used a public library (83% vs. 62%,) visited the Queen Creek website (77% vs. 63%,) attended a Town-sponsored community event (52% vs. 37%,) attended a cultural event at the performing arts center (46% vs. 29%,) volunteered time to a community/group activity (46% vs. 25%,) participated in a local sports league (46% vs. 8%,) or participated in a recreation program (32% vs. 12%, respectively.)
 - Residents over age 55 are much more likely to report watching a Town Council meeting online than 18-34 year olds (18% vs. 8%,) By contrast, those age 18-34 mention participating in a local sports league or visiting the Queen Creek website much more frequently than older residents (39% vs. 10% and 79% vs. 56%, respectively.)
 - Approximately four in ten (41%) respondents with at least some college/vocational education have attended a cultural event at the performing arts center compared to only one-quarter (25%) of less educated residents. About one-third (32%) of these more educated respondents also report having read the Town's weekly electronic newsletter while only 20% of those with a high school education or less say the same.
 - While homeowners registered to receive automatic e-mail notifications from the Town notably more often than renters (24% vs. 10%,) renters are twice as likely to report having volunteered time to a community group/activity (67% vs. 34%, respectively.)
- **Participation also fluctuates by voter registration status and tenure of residency.**
 - For example, those living in Queen Creek for two or more years as well as registered voters are more likely than their counterparts to have attended a cultural event at the performing arts center (41% vs. 19% and 42% vs. 11%, respectively.) About one-third (32%) of these longer tenured residents have attended a meeting of local elected officials/local public meeting while only 18% of respondents who have lived in Queen Creek for less than two years have done so.
 - For their part, registered voters are significantly more likely than their counterparts to report having attended a Town-sponsored community event (47% vs. 29%,) participated in a local sports league (29% vs. 13%,) registered to receive automatic e-mail notifications from the Town (26% vs. 8%,) or attended a meeting of local public officials (33% vs. 8%, respectively.)

Preferred Sources of Information

- **When asked how they prefer to receive information about Town issues, programs, and events, almost four in ten residents (39%) state via postal mail.**
- **The Queen Creek electronic newsletter is the second most preferred source of information.**
 - Over one-fourth (30%) of residents gave this response.
- **One-quarter (25%) would like to learn about Town programs and issues from water bill inserts while slightly fewer (24%) prefer newspapers.**
- **Approximately one in six (17%) mention the Queen Creek website (www.queencreek.org) as their preferred source of information.**



**Responses mentioned by less than three residents are not shown
Percentages do not add up to 100% because multiple responses were permitted*

Preferred Sources of Information, cont.

- **There are some significant differences among respondent groups when it comes to residents' preferred sources of information.**
 - For example, postal mail is preferred by residents age 18-34 most often (56% vs. 34% among those age 35-54 and 37% among those age 55+.)
 - Retired residents choose newspapers much more often than their employed counterparts (31% vs. 20%,) and males choose newspapers more often than females (28% vs. 20%.)
 - Water bill inserts are most preferred among respondents who have lived in Queen Creek for six or more years (33% vs. 18% among those with 2-5 years of tenure.) In addition, bill inserts are comparatively more preferred by those 55 or older than those age 18-34 (31% vs. 15%.) Respondents with no children in the household also prefer this method of information more than their counterparts with children in the household (30% vs. 21%.)
 - Those with education beyond high school are significantly more likely than those with a high school education or less to desire acquiring information from the Queen Creek website (19% vs. 8%, respectively.) Those who have lived in Queen Creek for more than 6 years prefer this method notably more than those with less than 2 years of residency (19% vs. 9%.)

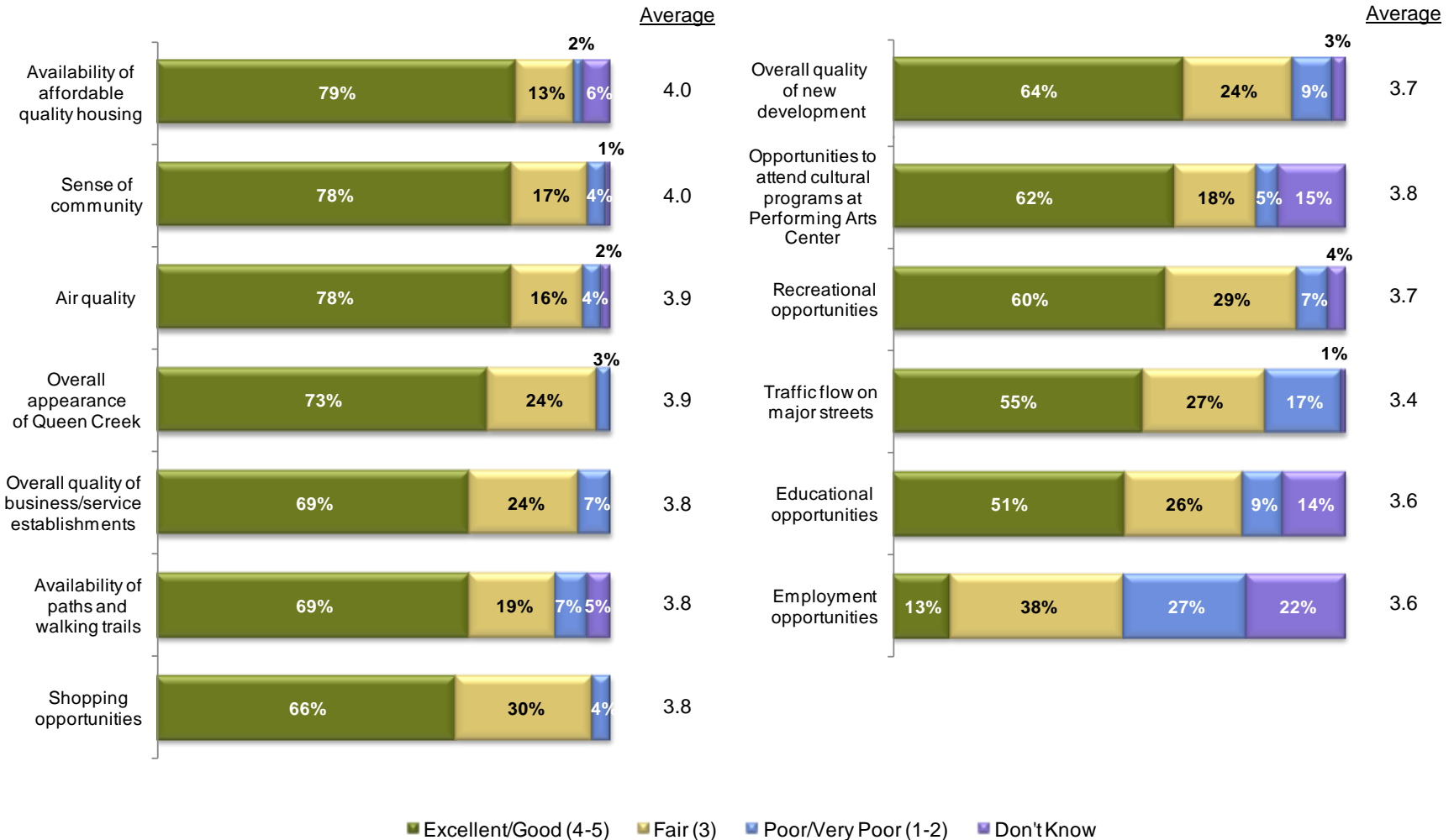


Detailed Findings: Town Characteristics and Safety

Characteristics of Queen Creek

- **Residents give mostly positive ratings when asked their opinions regarding various characteristics of Queen Creek.**
- **Almost eight in ten (79%) residents rate the availability of affordable housing as “excellent” or “good” An equal percentage say the same of air quality and sense of community (78% each.)**
 - A little less than three-fourths (73%) rate the overall appearance of Queen Creek as “excellent” or “good,” and 69% feel the same when it comes to the overall quality of business and service establishments.
- **The majority of respondents also give “excellent” or “good” ratings to the availability of paths and walking trails (69%,) shopping opportunities (66%,) the overall quality of new development in Queen Creek (64%,) opportunities to attend cultural programs at the Performing Arts Center (62%) and recreational opportunities (60%.)**
- **Approximately one-half of residents rate the Town’s traffic flow on major streets and educational opportunities as “excellent” or “good” (55% and 51%, respectively.)**
- **The Town receives the lowest score for employment opportunities.**
 - Only 13% give a rating of “excellent” or “good” on this metric, while over one-quarter (27%) feels the employment opportunities in Queen Creek are “poor” or “very poor.”

Characteristics of Queen Creek, cont.



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 [ITEM]? [Base: Total Respondents, n=400]

Characteristics of Queen Creek, cont.

- **Despite the favorable nature of residents' perceptions, certain sub-groups of respondents differ substantially from one another.**
 - For example, more than eight in ten (83%) females rate the sense of community as “good” or “excellent” while only 73% of males feel the same. Females are also more likely than their male counterparts to give positive ratings for traffic flow on major streets (62% vs. 48%) and opportunities to attend cultural events (68% vs. 57%, respectively.) In addition, men are notably more likely than women to give “poor” or “very poor” scores to the overall quality of new development (14% vs. 5%) and shopping opportunities (7% vs. 2%, respectively.)
 - Two-thirds (66%) of registered voters rate the opportunity to attend cultural programs as “good” or “excellent” compared to only 34% of non-registered voters.
 - Those who have been residents of Queen Creek for less than two years are much more apt to give positive scores for air quality than residents with longer tenure (90% vs. 77%, respectively.)
 - Meanwhile, employment opportunities and traffic flow garner much lower ratings among Hispanics compared to those of other ethnicities (38% vs. 23% and 24% vs. 14%, respectively.)
 - Similarly, about two in ten (19%) residents over 34 years old give “poor” or “very poor” ratings to traffic flow on major streets while only 8% of their younger counterparts feel the same. Those over 34 are also decidedly more likely to give “poor” or “very poor” scores to the availability of walking paths and trails (8% vs. 1%, respectively.)
- **Ratings given for educational opportunities exhibit the most volatility among segments.**
 - Residents with children are significantly more likely to feel the educational opportunities are “good” or “excellent” than their counterparts (59% vs. 41%.)
 - Conversely, employed respondents give negative ratings on this attribute far more often than the unemployed or retired (13% vs. 5%, respectively.)

Perceptions of Safety

- **Generally, residents perceive the Town of Queen Creek as a safe community.**

- The average safety ratings for all six tested aspects ranged from 4.2 to 4.8 on a 5-to-1 scale, placing Queen Creek in between “very safe” and “somewhat safe” overall.

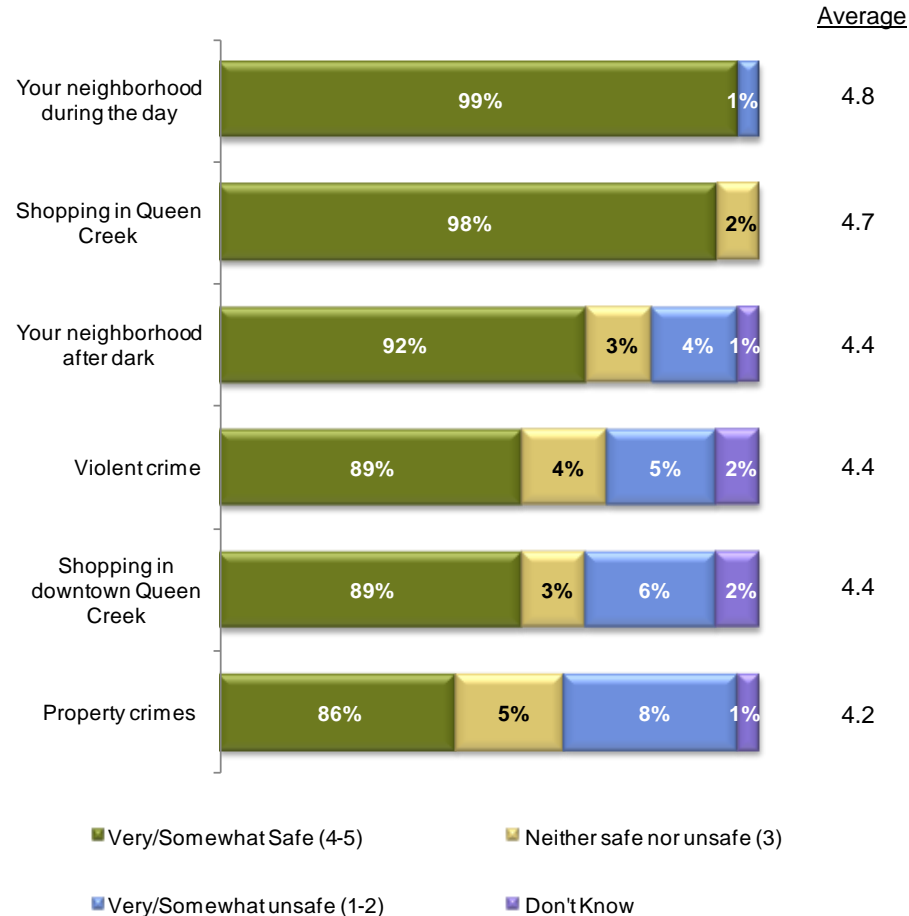
- **Almost all respondents report feeling safe in their neighborhood during the day and while shopping in Queen Creek (99% and 98%, respectively.)**

- Slightly fewer (92%) feel safe in their neighborhood after dark.

- **A total of 89% of residents feel that Queen Creek is safe in terms of violent crime.**

- The same percentage (89%) rate shopping in downtown Queen Creek as safe.

- **Nearly nine in ten residents (86%) report that Queen Creek is safe in terms of property crimes.**



Q12. Next I want to ask you a few questions about the safety of Queen Creek. When it comes to [ITEM] would you say you feel Very Safe, Somewhat Safe, Neither Safe nor Unsafe, Somewhat Unsafe, or Very Unsafe?

Perceptions of Safety, cont.

- **Residents' perceptions of safety varies somewhat by respondent group.**

Neighborhood Safety After Dark

- Respondents with an annual household income in excess of \$100,000 are much more likely than those with a household income of less than \$50,000 to perceive their neighborhood as being safe after dark (95% vs. 83%.)

Violent Crime

- When asked about violent crime, college graduates are much more likely to think that Queen Creek is safe than those with lower education levels (94% vs. 82%, respectively.)
- Participants aged 35-54 are notably more likely than those aged 18-34 to feel this way (91% vs. 81%, respectively.)

Shopping Downtown

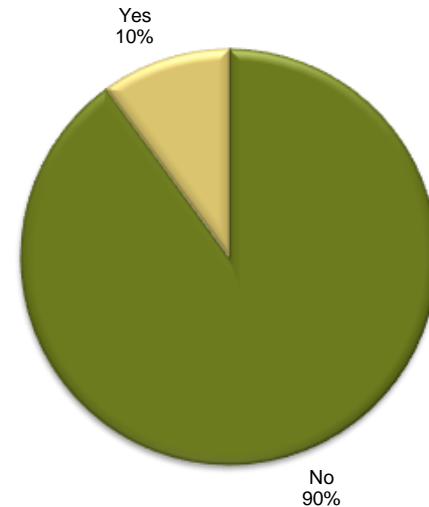
- Females were significantly more likely than men to perceive shopping downtown as unsafe (10% vs. 3%) and unemployed respondents were more likely to feel this way compared to their employed counterparts (13% vs. 4%.)

Property Crimes

- Those who were planning to live in Queen Creek five years from now were observably more likely to think that the Town was safe in terms of property crimes (88% vs. 69% among their counterparts.)
- Likewise, respondents who view Queen Creek as a good place to raise children are significantly more likely to feel this way than those who do not view Queen Creek as a good place to raise children (87% vs. 50%, respectively.)
- Participants that believe the overall quality of life in Queen Creek is good are more likely than their counterparts to feel safe in term of property crime (88% vs. 33%.)

Crime Victimization

- **Only one in ten (10%) residents report that either himself or a household member being a recent crime victim.**
 - This figure increases to 29% among renters (compared to only 9% of homeowners.)
- **As could be expected, there is a strong correlation between being a crime victim and residents' perceptions regarding the overall quality of life in Queen Creek.**
 - One-half (50%) of respondents that rate the quality of life in Queen Creek as “poor” or “very poor” report being a victim of crime, while 92% of those who rate the quality of life as “excellent” or “good” report NOT being a victim of crime.



Q13. During the past twelve months, were you or anyone in your household the victim of any crime? [Base: Total Respondents, n=400]

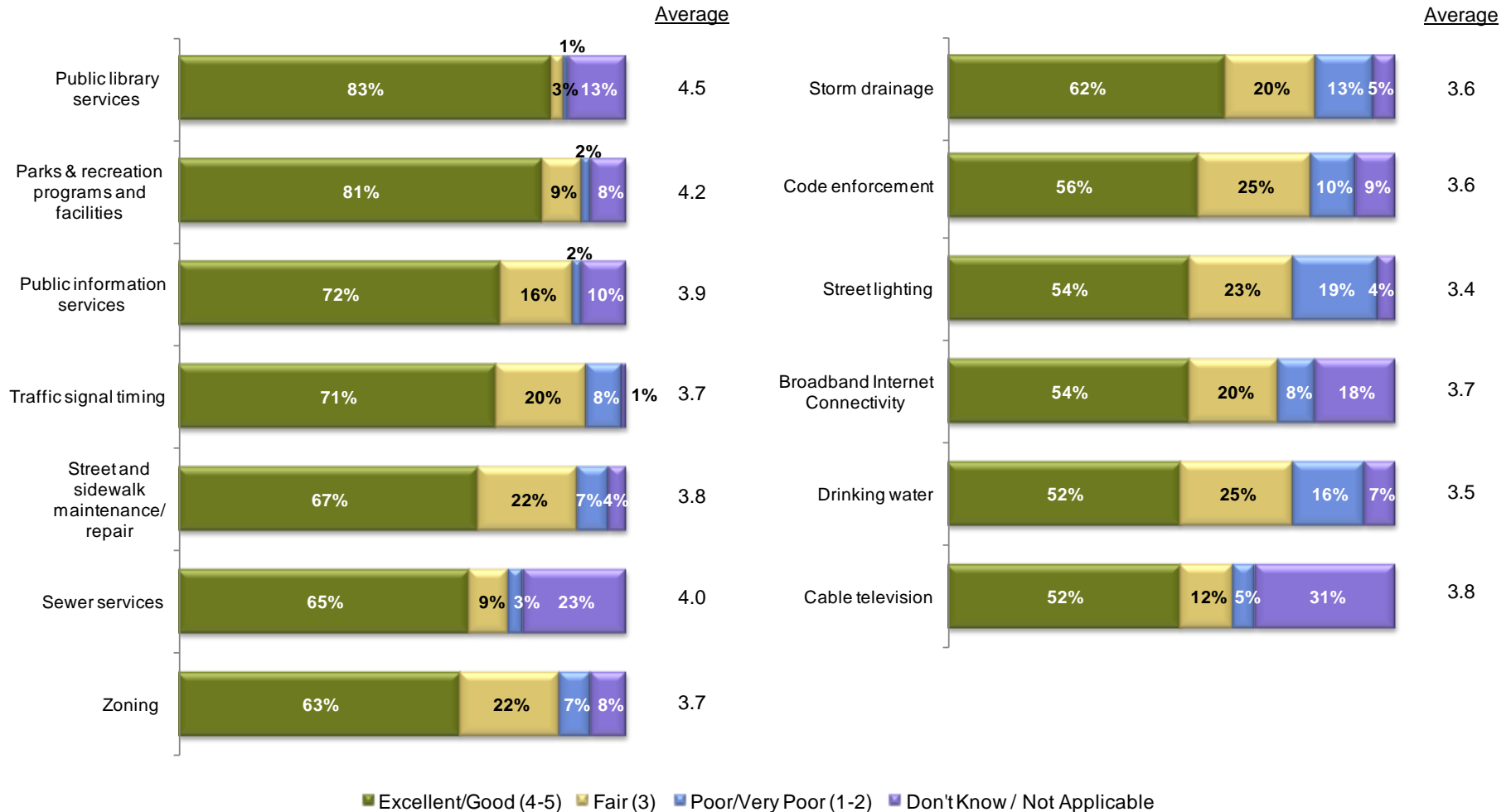


Detailed Findings: Quality of Town Services

Quality of Town Services

- **Residents report being most satisfied with the quality of the Town’s public library services and the parks and recreation program/facilities. More than eight in ten (83% and 81%, respectively) give a rating of “excellent” or “good” on these metrics.**
 - A large number (72%) feel the same regarding the Town’s public information services and traffic signal timing (71%).
- **Satisfaction with utilities is high among residents.**
 - Most give “excellent” or “good” ratings to the quality of sewer services (65%,) broadband Internet connectivity (54%,) and cable television (52%).
- **The majority of respondents also give favorable ratings to street and sidewalk maintenance and repair (67% say it is “excellent” or “good.”)**
 - Almost as many say the same regarding zoning (63%) and storm drainage (62%).
 - Code enforcement receives slightly lower scores with 56% rating it as “excellent” or “good.”
- **Respondents are most likely to give low ratings to street lighting and drinking water.**
 - Although 54% say the street lighting is “excellent” or “good,” 19% rate it as “poor” or “very poor.”
 - Likewise, 16% feel the quality of the drinking water is “poor” or “very poor.”

Quality of Town Services, cont.



Q8. Using the same scale, please rate the overall quality of each of the following services in Queen Creek. How would you rate [ITEM]?
 [Base: Total Respondents, n=400]

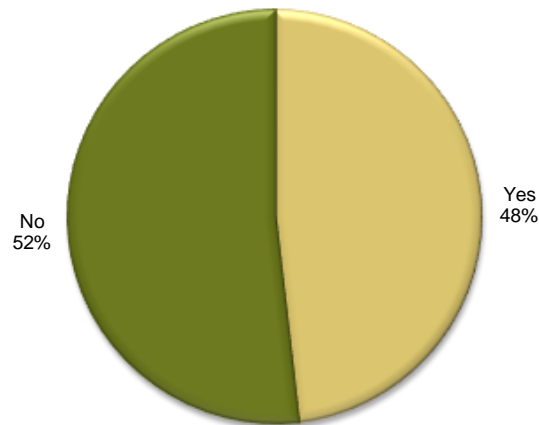
Quality of Town Services, cont.

- **Age, education, ethnicity, and all emerge as drivers in residents' opinions of various Town services.**
 - When it comes to utilities, respondents age 18-34 give more positive ratings than older residents. This is true in the case of cable television (64% vs. 48%,) sewer services (76% vs. 58%,) and broadband internet connectivity (71% vs. 51%, respectively.) Additionally, almost three-quarters (72%) of younger respondents give “good” or “excellent” ratings to zoning while only 56% of those over 54 do the same.
 - However, street lighting garners much more favorable ratings from those over 35 compared to younger residents (57% vs. 40%, respectively.)
 - Meanwhile, respondents with higher education are significantly more likely than those without to rate storm drainage and sewer services as “good” or “excellent” (65% vs. 51% and 68% vs. 53%, respectively.)
 - Although public information services receive positive ratings overall, Hispanics are significantly less likely to feel this way than those of any other ethnicity (62% vs. 76%, respectively.)
- **Length of residence also appears to influence respondents' evaluations of Town services with longer term residents exhibiting less positive impressions.**
 - Respondents residing in Queen Creek for more than two years and significantly more likely than their counterparts to give “poor” or “very poor” ratings to code enforcement (12% vs. 2%) and traffic signal timing (9% vs. 2%, respectively.)
 - Almost three-fourths (74%) of two-five year residents feel the sewer services are “good” or “excellent” compared to only 52% of those living in Queen Creek for six or more years.
 - The same is true for those who have lived in Queen Creek for less than two years—the vast majority (86%) rate street and sidewalk maintenance/repair as “good” or “excellent” compared to 64% of longer-term residents.

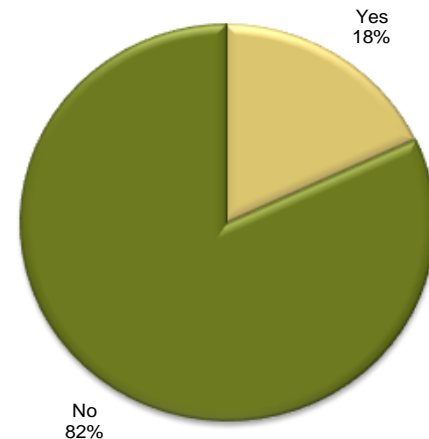
Town Operating Hours

- **More than one-half (52%) of residents are not aware of the Town's operating hours.**
 - Respondents aged 55 years or older are much more likely to be aware compared to those under 35 (56% vs. 37%, respectively.)
 - Residents living in Queen Creek six or more years also exhibit a significantly higher level of awareness compared to their counterparts (56% vs. 42%, respectively.)
- **Of those who are aware, the vast majority (82%) say the Town's hours have never caused a problem when trying to conduct business or access services.**

Awareness of Operating Hours



Whether Operating Hours Have Caused Issues

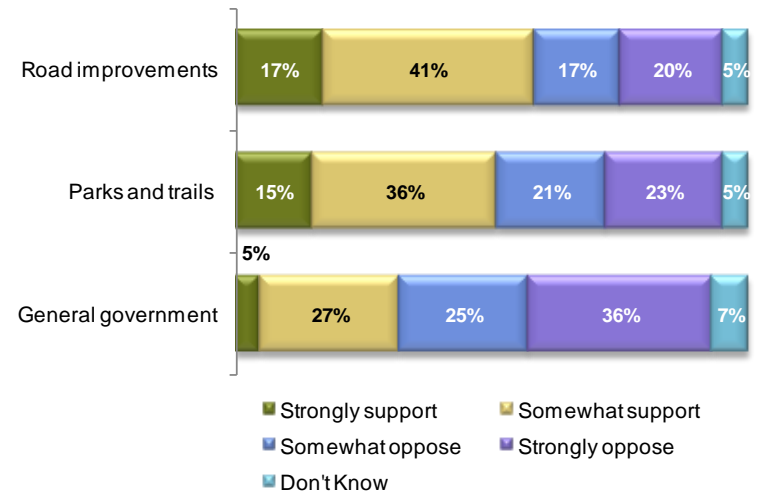


Q16. Are you aware that the Town of Queen Creek's operating hours are 6 a.m. to 7 p.m. Monday through Thursday? [Base: Total Respondents, n=400]

Q17. Has this ever caused a problem for you when trying to conduct business or access services? [Base: Respondents who are aware of Town hours of operation, n=193]

Support for Tax Increase

- **Overall, Queen Creek residents are most likely to support a tax increase for road improvements.**
 - Almost six in ten respondents (58%) say they would “strongly support” or “somewhat support” such an initiative although a notable portion (37%) are against it.
- **One-half (51%) support a tax increase to pay for parks and trails while 44% are against it.**
- **Approximately three in ten respondents (32%) would support a tax increase for general government needs; the majority (61%) opposes this measure.**



Support for Tax Increase, cont.

- **Several significant differences emerge among respondent groups regarding their support of tax increases for various initiatives.**

Road improvements

- The youngest respondent segment (18-34) is much more likely to support such a tax increase than its older counterparts (72% vs. 55% among those age 35+.) Similarly, those with a high school education or less (68% vs. 55% among respondents with a college degree) would support this initiative.
- Those who oppose this tax are mostly those who do not plan to live in Queen Creek in 5 years (60% vs. 34% who plan to remain in the Town.)

Parks and trails

- The strongest support for this tax is exhibited by females (57% vs. 47% among males.)
- Respondents over the age of 55 are significantly more likely than those aged 18-34 to oppose this tax (48% vs. 33%, respectively.)
- As would be expected, those who would not recommend living in Queen Creek are also against this tax increase (65% vs. 43% among their non-likely recommenders.) Those who do not view Queen Creek as a good place to live overall are also significantly more against this tax than those who feel it is a good place to live (75% vs. 42%, respectively.)

General government

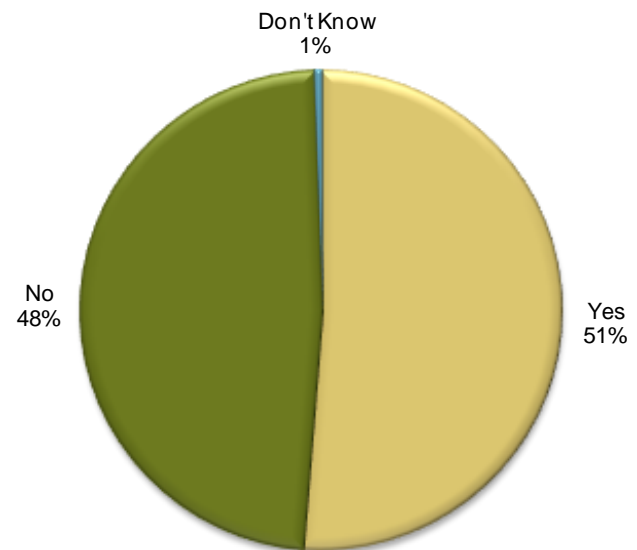
- Residents who oppose increased taxation for general government are mostly male (68% vs. 54% females,) Caucasian (66% vs. 55% among Hispanics,) college graduates (67% vs. 49% among those with high school or a lower level of education,) those who would not recommend Queen Creek to others (81% vs. 59% among non-likely recommenders,) and those who do not plan on living in Queen Creek in 5 years (74% vs. 59% who plan on living here.)



Detailed Findings: Town Employees and Emergency Personnel

Contact with Town Employees

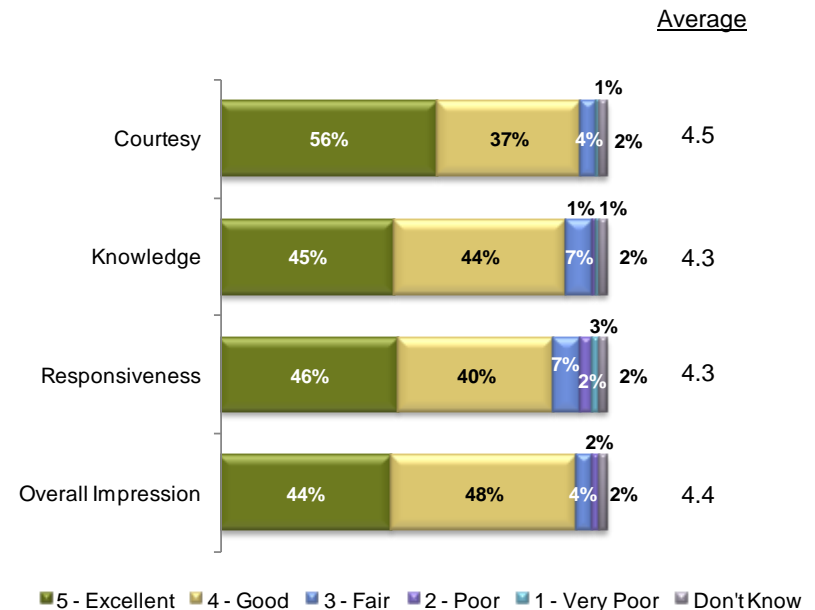
- **Within the past 12 months, a little over one-half (51%) of residents have had contact with a Town employee.**
 - Those who report having contacted a Town employee are more likely than their counterparts to be registered voters (53% vs. 32% non-registered,) earn more than \$100,000 annually (60% vs. 45% among lower income earners) and to be college graduates (61% vs. 41% among non-college graduates.)



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, water department employees, receptionists, planners, building inspectors, firefighters or any other town employees. [Base: Total Respondents, n=400]

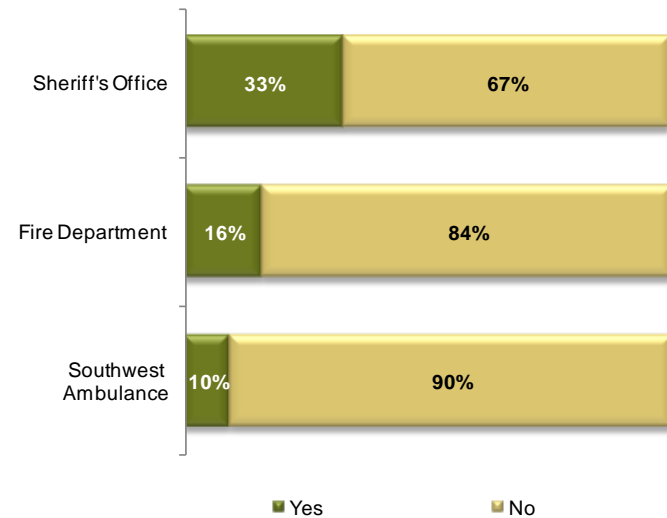
Rating of Town Employees

- Overall, residents who have had contact with Town employees generally have favorable impressions of their courtesy, responsiveness, and knowledge.
- The vast majority (92%) of residents say their overall impression of the Town employees is “excellent” or “good.”
 - This is especially the case for younger residents age 18-34 and those with a high school education or less, both of whom give favorable ratings much more often than their counterparts (97% vs. 88% among older residents and 100% vs. 90% among those with more than a high school education.)
- Town employees garner the highest score for courtesy with 93% of respondents giving a rating of “excellent” or “good” on this metric.
 - Almost as many residents feel the same regarding the knowledge (89%) and responsiveness (86%) of Town employees.



Contact with Public Safety Personnel

- **Residents are most likely to have contacted the Maricopa County Sheriff's Office for police services—33% report having done so in the past 12 months.**
 - Only 16% have been in contact with the Town's Fire Department personnel, while even fewer (10%) have reached out to Southwest Ambulance.



Q14a. The Town of Queen Creek contracts with the Maricopa County Sheriff's Office for police services. Have you had any contact with sheriff's officers during the past 12 months?

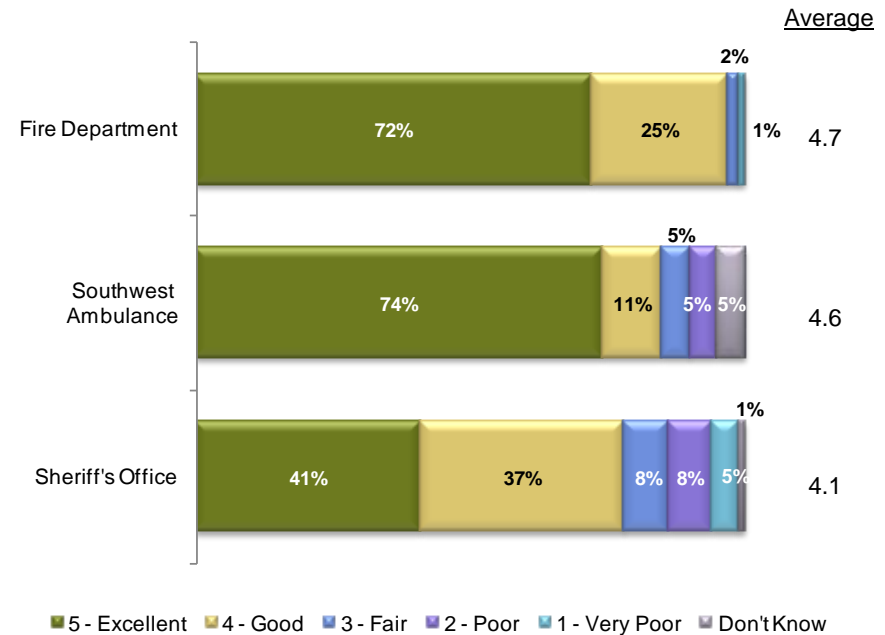
Q14b. Have you had any contact with Town of Queen Creek's Fire Department personnel during the past 12 months? [Base: Total

Q14c. The Town of Queen Creek is served by Southwest Ambulance to provide emergency medical services. Have you had any contact with Southwest Ambulance during the past 12 months?

[Base: Total Respondents, n=400]

Rating of Public Safety Personnel

- **The Town’s Fire Department personnel receive the highest ratings from residents—almost all (97%) feel the handling of their public safety services was “excellent” or “good.”**
 - The vast majority (85%) of participants say the same regarding their contact with Southwest Ambulance.
- **Most (78%) residents also give positive ratings to their contact with Maricopa County Sheriff’s Office.**
 - However, the average rating given by these respondents is 4.1 on a 5-to-1 scale, which is lower than the scores garnered by other public safety personnel.



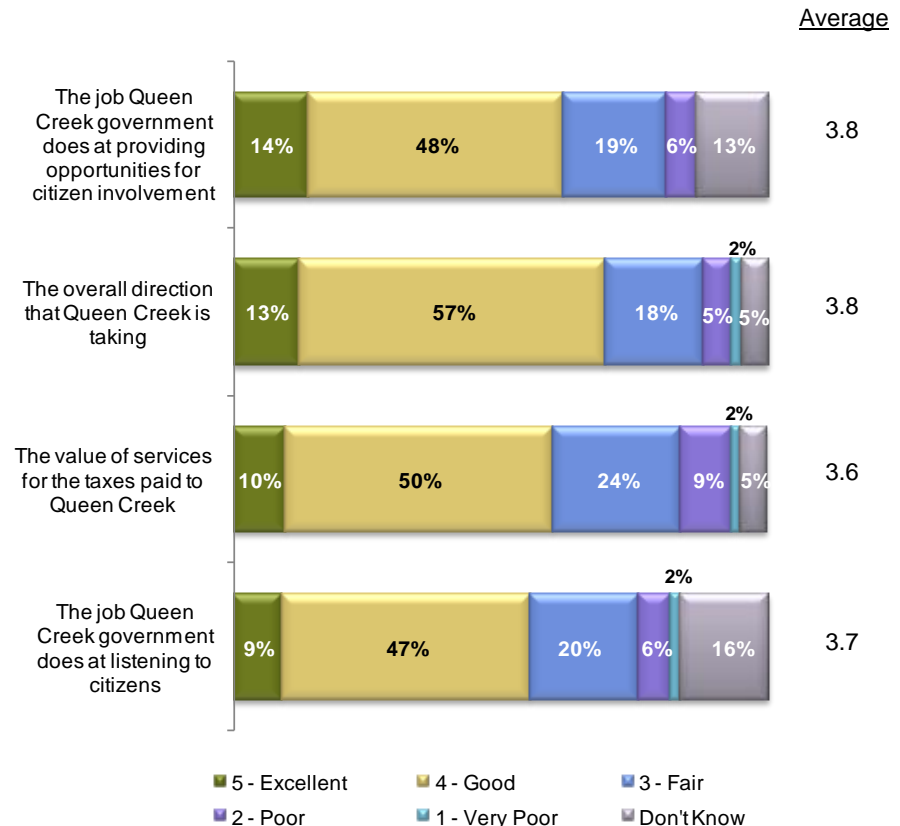
- Q15a. How would you rate the handling of the public safety services contacts by the Maricopa County Sheriff’s Office? [Base: Respondents who have had contact with sheriff’s office, n=130]
- Q15b. How would you rate the handling of the public safety services contacts by the Fire Department personnel? [Base: Respondents who have had contact with the Fire Department, n=64]
- Q15c. How would you rate the handling of the public safety services contacts by Ambulance personnel? [Base: Respondents who have had contact with Southwest ambulance personnel, n=38]



Detailed Findings: Town Government

Town Government's Performance

- **Overall, residents rate the Town government's performance positively.**
 - The average performance scores vary from 3.6 to 3.8 on a 5-to-1 scale.
- **Seven in ten (70%) say the overall direction the Town is taking is "good" or "excellent."**
- **The majority (62%) of respondents are also satisfied with the job Queen Creek does at providing opportunities for citizen involvement.**
- **Almost as many (60%) rate the value of services for the taxes paid to Queen Creek as "good" or "excellent."**
 - However, one-quarter (24%) feel the value is only "fair," and 11% think it is "poor" or "very poor."
- **Finally, over one-half (56%) opine that the job Queen Creek government does at listening to citizens is "good" or "excellent."**



Town Government's Performance, cont.

- **The largest predictors of citizens' perceptions regarding Town performance are length of residence, future residency plans, and likelihood to recommend.**
 - Although residents who have lived in Queen Creek for two-five or more years are significantly more likely than their counterparts to feel the Town government does an “excellent” or “good” job of providing opportunities for citizen involvement, they typically give lower satisfactory ratings on all other metrics compared to newer residents.
 - Similarly, those who plan on staying in Queen Creek for at least another five years or who are likely to recommend Queen Creek are notably more likely than their counterparts to rate the Town’s performance as “good” or “excellent” on all four metrics.

	TENURE			RECOMMEND QUEEN CREEK		LIKELY TO LIVE IN QUEEN CREEK IN 5 YEARS	
	<2 years (A)	2-5 years (B)	6+ years (C)	Yes (D)	No (E)	Yes (F)	No (G)
<i>Providing opportunities for citizen involvement</i>							
Excellent/Good	49%	65% A	63%	64% E	42%	64% G	38%
Poor/Very Poor	0%	4%	9% B	4%	27% D	5%	12%
<i>Overall direction</i>							
Excellent/Good	83% C	73% C	63%	73% E	31%	72% G	52%
Poor/Very Poor	0%	3%	13% B	4%	42% D	5%	24% F
<i>Value of services for taxes paid</i>							
Excellent/Good	65%	61%	57%	62% E	39%	63% G	31%
Poor/Very Poor	5%	9%	15% A	8%	42% D	9%	24% F
<i>Listening to citizens</i>							
Excellent/Good	54%	59%	54%	59% E	35%	58% G	38%
Poor/Very Poor	0%	6%	12%	6%	31% D	7%	10%

Town Government's Performance, cont.

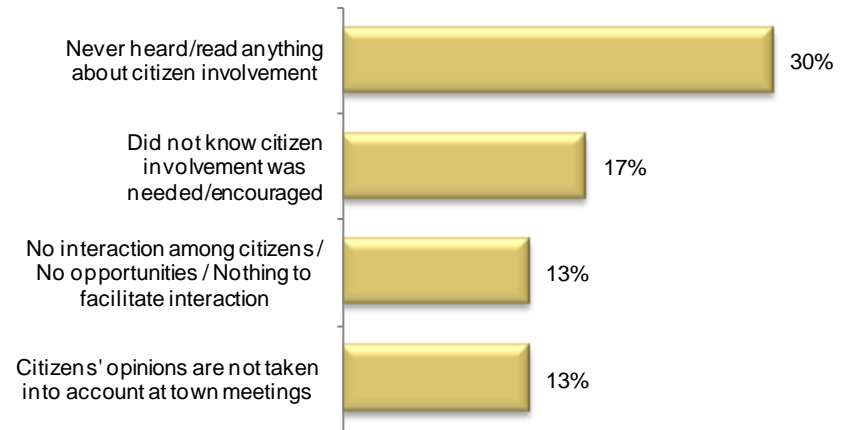
- **To a lesser extent other demographics also play a role in residents' impressions.**
 - While registered voters are significantly more likely than non-registrants to give an “excellent” or “good” rating to the job the Town does at providing opportunities for citizen involvement, no notable deviations in perceptions occur for any other attribute.
 - Likewise, the presence of children in the household only emerges as a factor in residents' perceptions of the overall direction the Town is taking with childless respondents giving an “excellent” or “good” rating less often.
 - When it comes to the value of services taxes paid and listening to citizens, males and those earning more than \$100,000 or under \$50,000 annually are much more apt to feel the Town's performance is “poor” or “very poor” compared to their counterparts.

	GENDER		REGISTERED VOTER		INCOME			CHILDREN	
	M (A)	F (B)	Yes (C)	No (D)	<\$50K (E)	\$50K- \$100K (F)	\$100K+ (G)	Yes (H)	No (I)
<i>Providing opportunities for citizen involvement</i>									
Excellent/Good	59%	65%	65% D	42%	57%	62%	64%	63%	61%
Poor/Very Poor	7%	5%	6%	5%	9%	3%	7%	6%	5%
<i>Overall direction</i>									
Excellent/Good	66%	74%	70%	76%	68%	76%	70%	77% I	62%
Poor/Very Poor	9%	6%	8%	0%	9%	4%	8%	5%	9%
<i>Value of services for taxes paid</i>									
Excellent/Good	55%	65% A	61%	47%	47%	65% E	61%	64%	56%
Poor/Very Poor	15% B	8%	11%	13%	15% F	4%	15% F	10%	12%
<i>Listening to citizens</i>									
Excellent/Good	52%	60%	57%	45%	47%	58%	59%	60%	52%
Poor/Very Poor	11% B	5%	7%	11%	9%	2%	10% F	6%	10%

Red alphabet letters (A-I) – Indicate a statistically significant difference versus the indicated cell at the 95% confidence level.

Reasons for Poor Ratings: Providing Opportunities for Involvement

- **Only 23 respondents (6%) think that Queen Creek does a “poor” or “very poor” job of providing opportunities for citizen involvement.**
 - Among them, close to one-third (30%) claim they have never heard or read anything about citizen involvement.
 - Similarly, 17% state they did not know such involvement was needed or encouraged.

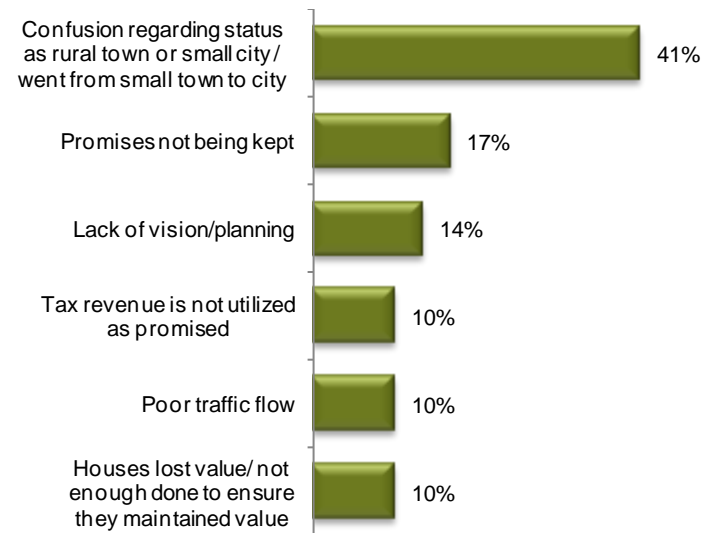


**Responses mentioned by less than three residents are not shown*

Q9a. Why do you give the Town of Queen Creek a poor rating on the job Queen Creek government does at providing opportunities for citizen involvement? [Base: Gave poor rating on the job Queen Creek government does at providing opportunities for citizen involvement, n=23]

Reasons for Poor Ratings: Overall Direction

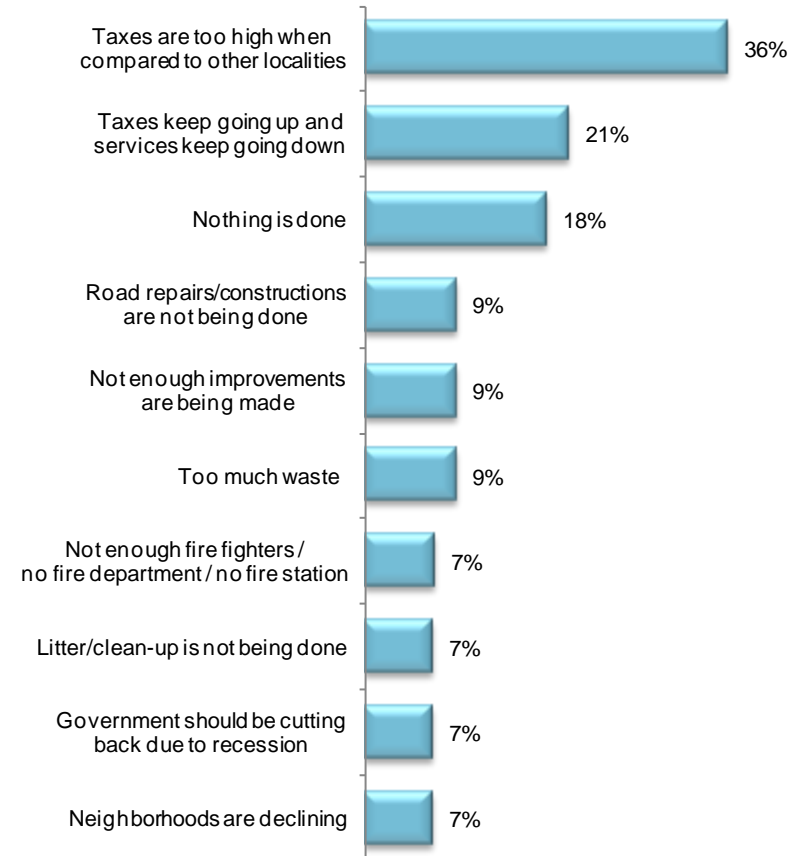
- **Only 29 out of 400 contacted residents (7%) view the overall direction that Queen Creek is taking as “poor” or “very poor.”**
 - The largest percentage (41%) of these residents say the main reason for their dissatisfaction is the confusion regarding the status of Queen Creek. They feel it went from a rural, low density town to a small city with too many people, houses, apartments, and strip malls.
 - Likewise, a total of 14% feels the Town lacks a clear vision for the future.
 - Additionally, 17% complain about promises not being kept in general, while 10% report that tax revenues have not been utilized as promised.



**Responses mentioned by less than three residents are not shown*

Reasons for Poor Ratings: Value of Services for Taxes Paid

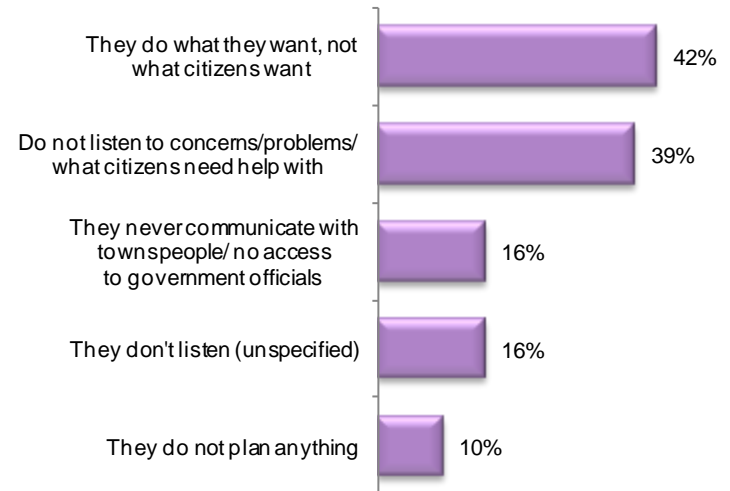
- **A total of 44 individuals (11%) gives the Town government “poor” or “very poor” ratings on the value of services for the taxes paid.**
 - The main concern among these respondents is their perception that local taxes are too high in comparison to other towns. More than one-third (36%) of residents cite this reason for their dissatisfaction.
 - Approximately one-fifth (21%) complain that while taxes keep increasing, the quality of services is decreasing, while a similar percentage (18%) claim nothing has been done.



*Responses mentioned by less than three residents are not shown

Reasons for Poor Ratings: Listening to Citizens

- **Only 31 respondents (8%) give a “poor” or “very poor” rating to Queen Creek when it comes to listening to citizens.**
 - The bulk (42%) of mentions are comprised of residents who feel the Town government does whatever it wants, rather than what citizens want.
 - A notable portion (39%) feel the Town government does not listen to citizens’ problems and concerns, while 16% simply states the Town government doesn’t listen in general.
 - The same percentage (16%) say Town officials do not communicate with, or provide access to, residents.



**Responses mentioned by less than three residents are not shown*

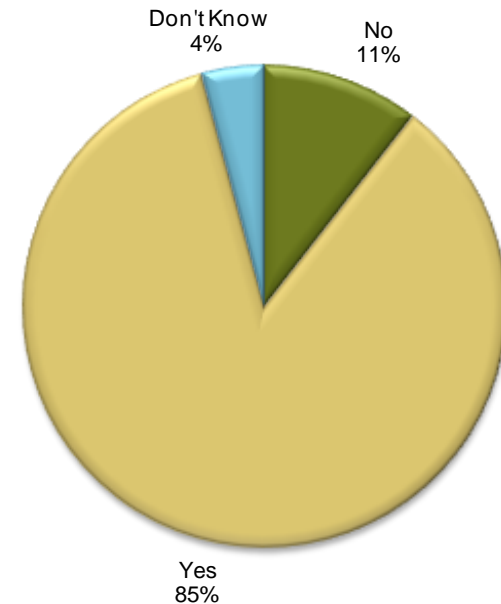
Q9a. Why do you give the Town of Queen Creek a poor rating on the job Queen Creek government did at listening to citizens? [Base: Gave poor rating on the job Queen Creek government did at listening to citizens, n=31]



Detailed Findings: Future Intentions and Vision

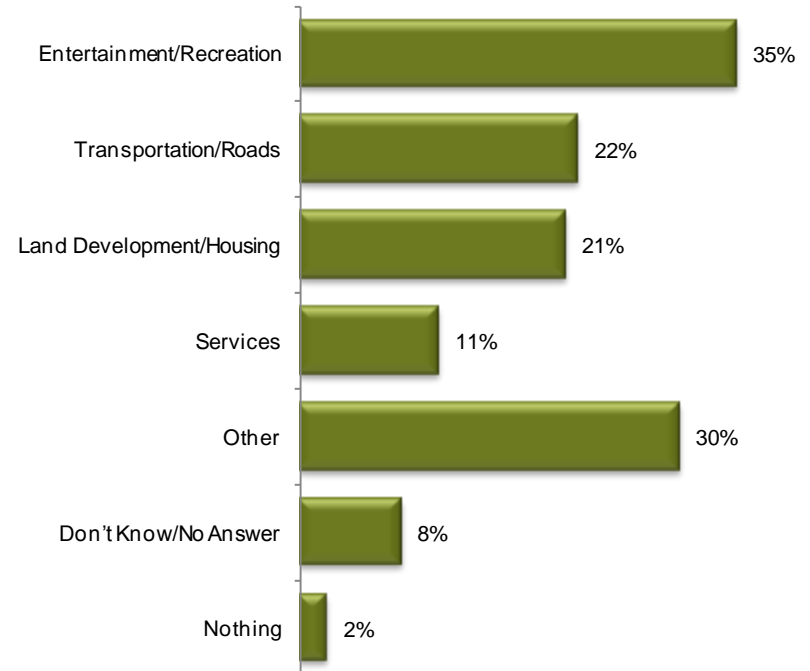
Future Intentions

- **More than eight in ten (85%) residents say they are likely to live in Queen Creek five years from now.**
 - As could be expected, almost all (90%) respondents who say they would recommend Queen Creek to a friend see themselves staying.
- **Education, age, ethnicity, and employment status emerge as key differentiators in terms of residents' future intentions.**
 - Respondents with a high school education or less are significantly more likely than their counterparts to say they do plan on living in Queen Creek five years from now (92% vs. 84%).
 - Additionally, the vast majority (87%) of residents over 34 years old are likely to stay compared to a little over three-quarters (77%) of younger citizens.
 - Conversely, 14% of Caucasian respondents do not plan on living in Queen Creek in the next five years compared to only 5% among those of any other ethnicity.



Resident Wish List

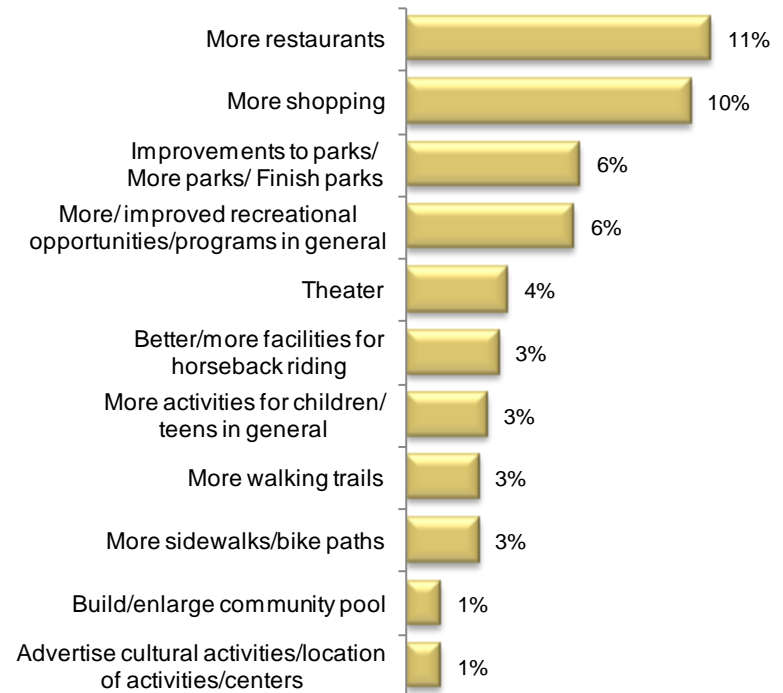
- **Residents offer a variety of responses when asked what they would like to see happen in the next few years to benefit the Town.**
 - These suggestions are broken down by category when possible.
- **Overall, 35% of respondents mention items pertaining to entertainment or recreation (more parks, shopping, etc.)**
- **A little less than one-quarter (22%) cite local transportation/roads as an area in which they would like to see changes/additions.**
 - Land development/housing is mentioned almost as frequently (21%) while 11% list specific services.
 - Approximately three in ten (30%) residents give other various suggestions.
- **A detailed analysis of responses can be found on the following pages.**



Percentages do not add up to 100% because multiple responses were permitted

Resident Wish List: Entertainment and Recreation

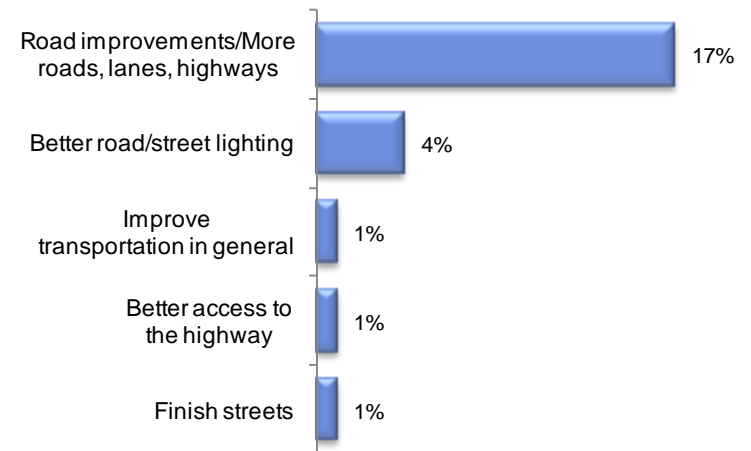
- Overall, 138 residents say they would like to see more opportunities for entertainment and recreation.
- Additional restaurants and shopping venues are mentioned most often by 11% and 10% of respondents, respectively.
 - The desire for more restaurants is expressed by childless respondents much more frequently than those with children (14% vs. 7%, respectively.)
 - Those who have lived in Queen Creek less than six years are most concerned about shopping—13% say they would like to see more shopping venues compared to only 6% of more long-term residents.
- A nominal number of residents say they would like to see more recreational opportunities in general or additions and improvements to parks (6% each.)
 - Respondents earning more than \$100,000 annually are much more likely to mention parks (12% vs. 4% of lower income earners.) Additionally, 9% of males cite the need for more/improved parks compared to only 4% of females.



*Responses mentioned by <1% of residents are not shown

Resident Wish List: Transportation and Roads

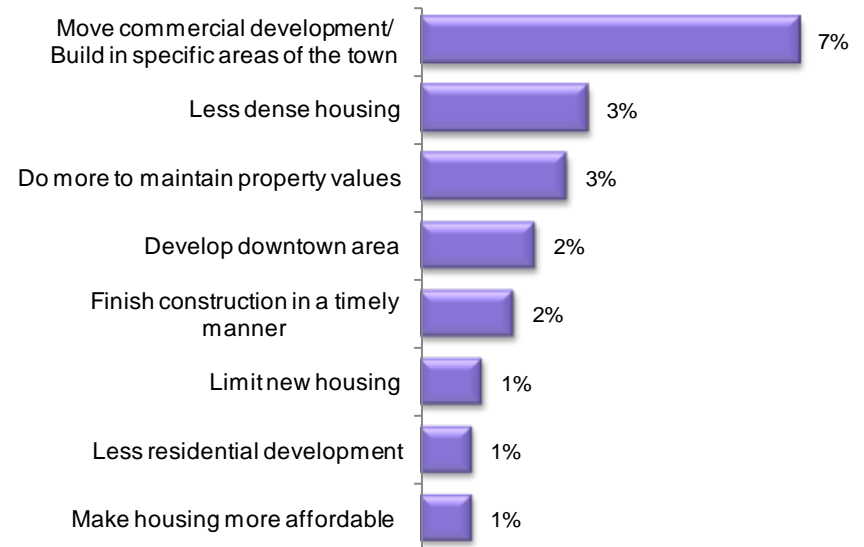
- **A total of 89 respondents give suggestions regarding roads and transportation.**
- **One in six (17%) participants would like to see improvements and additions made to roads and highways.**
- **A handful (4%) of respondents cite the need for better road/street lighting.**
- **A handful (4%) of respondents cite the need for better road/street lighting.**
- **The remaining items, mentioned by 1% of participants each include:**
 - Finishing street construction;
 - Providing better highway access; and,
 - Improving transportation in general.



**Responses mentioned by <1% of residents are not shown*

Resident Wish List: Land Development and Housing

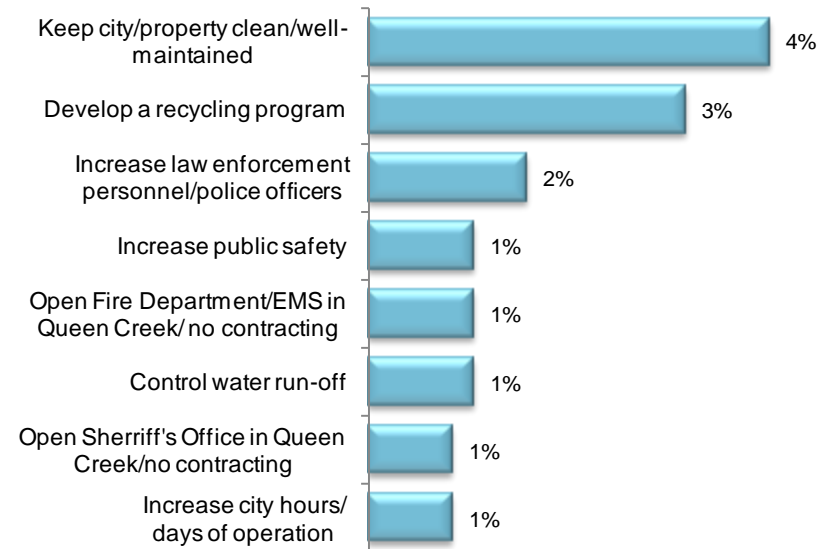
- **The largest percentage (7%) of the 82 residents who mention land development and/or housing want commercial development moved or built in specific areas of the Town.**
- **The desire for lower density housing is cited by 3% of respondents overall.**
 - However, participants residing in Queen Creek for over five years are significantly more likely to feel this way (6% vs. 1% for those who have lived in the Town for a shorter period.)
- **The same number (3%) would like the Town to do more to maintain property values while developing the downtown area and finishing construction in a timely manner are mentioned by 2% of respondents each.**



**Responses mentioned by <1% of residents are not shown*

Resident Wish List: Services

- **Overall, 11% (45 respondents) give suggestions pertaining to various services.**
 - Most responses pertain to public safety services and/or a desire for a general increase in public safety.
- **However, a few residents also mention other services such as:**
 - Keeping the city/property clean and well-maintained (4%);
 - Developing a recycling program (3%);
 - Controlling water run-off (1%); and,
 - Increasing city hours/days of operation (1%.)

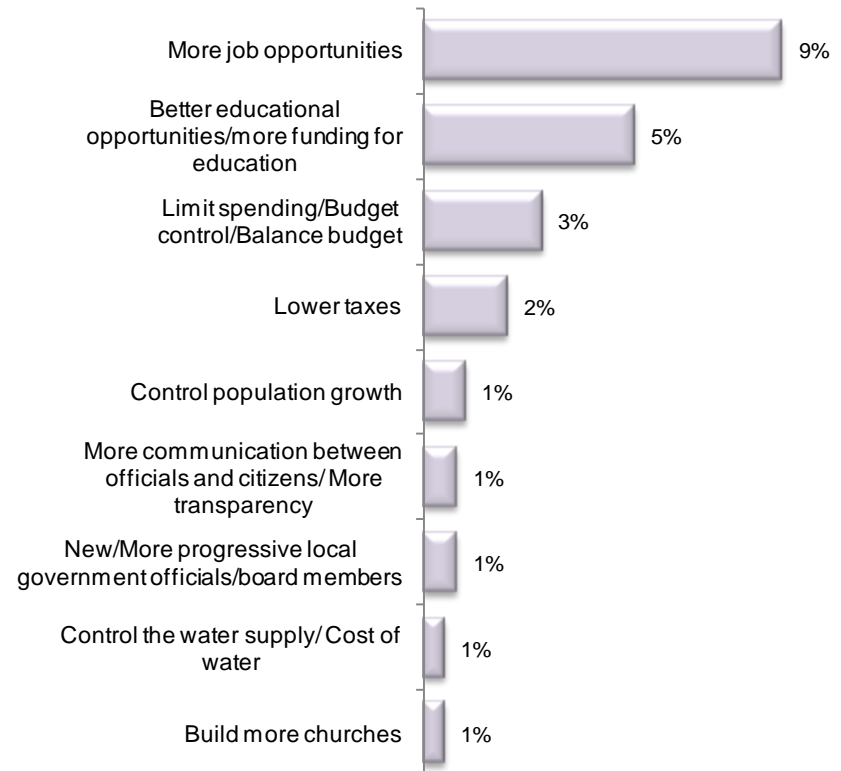


*Responses mentioned by <1% of residents are not shown

Q18. What would you like to see happen in the next few years to benefit the Town of Queen Creek? [Base: Total Respondents, n=400]

Resident Wish List: Other Suggestions

- **In total, 30% (118 respondents) give other suggestions.**
 - The need for more job opportunities is mentioned by 9% of residents—hardly surprising given the lower than average ratings given to the Town on this metric.
 - Almost as many (5%) desire improved educational opportunities and/or better funding for education.
- **A handful of respondents would like to see a limit on government spending/better budget control and lower taxes (3% and 2%, respectively.)**



*Responses mentioned by <1% of residents are not shown

Conclusions & Recommendations

Conclusions & Recommendations

- **The majority of residents who participated in this survey are satisfied with the quality of life in Queen Creek and in their own individual neighborhoods. In fact, when compared the results to other citizen satisfaction surveys, Queen Creek performs extremely well.**
 - In utilizing the results of this survey, it is important to keep this salient fact firmly in mind, as it is easy to become mired in the negative comments while striving to use the results to improve various Town services.
- **Residents who report having interaction with Town employees exhibit moderately high satisfaction levels with their courtesy and responsiveness.**
 - Findings such as this should be heavily promoted in all internal communications among Town employees because this type of PR is very helpful in maintaining good employee morale.
- **Almost no one reports having issues with the Town's business hours although the majority of residents aren't even aware of these hours.**
 - This finding would indicate there is no compelling reason to adjust operating hours; however, it may be beneficial to remind citizens via newsletters, flyers, or other types of communication.
- **Respondents also report a lack of employment opportunities.**
 - Ensure that citizens are kept apprised of job openings through channels other than newspapers (weekly newsletters, public library bulletins, Town website, etc.)
 - Keep residents informed about the Town's efforts to attract new jobs and businesses.

Conclusions & Recommendations, cont.

- **Road conditions are a common complaint among respondents, with these respondents being most likely to rate the overall quality of new development unfavorably.**
 - This fact suggests that the growth and development of Queen Creek, which is needed to generate new opportunities for employment, has brought new demands on the transportation infrastructure as some residents comment that the growth of the Town had outpaced the development of necessary roads and other systems.
 - Keeping residents abreast of current road projects and efforts to improve the roads via direct mail would likely go a long way to improving respondents' satisfaction ratings with the roads/streets in the Town.
- **There is no clear consensus among residents on Town vision—some like the rural, small-town feel and don't like all the new development/growth and higher density housing, while others want more shopping, restaurants, theaters, etc. There is quite a disconnect between older (55+), more tenured residents (i.e. six or more years,) and younger, shorter-term residents with the former being more apt to favor less development. Likewise, longer-term residents give less favorable ratings overall on a number of Town services.**
 - This finding is an issue that may warrant further investigation via focus groups or other exploratory platforms.
- **Few respondents report participating in recreational programs.**
 - Lack of awareness may be the culprit, so communicating the available programs through the website, newsletters, etc. may boost usage.
 - Additionally, since recreational programs tend to be used by parents, this may be an opportunity to promote activities/classes aimed at the adult population (i.e. young adults, childless couples, senior citizens etc.)

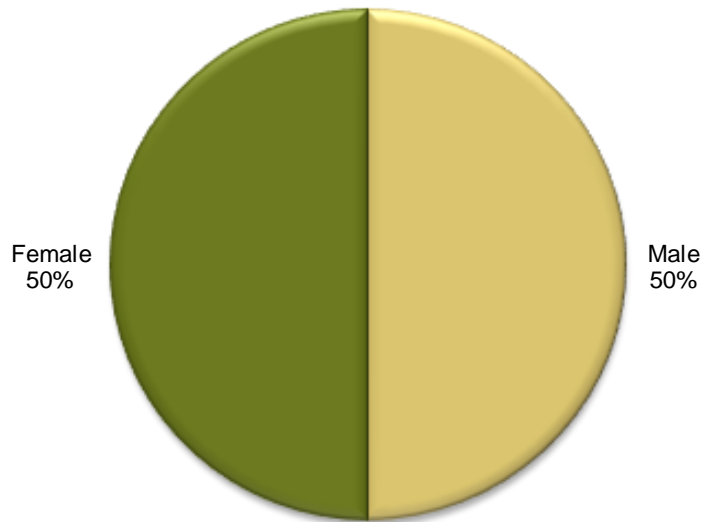
Conclusions & Recommendations, cont.

- **Although the use of the Town website is high, younger respondents are much more likely to report utilization than are those over 55.**
 - This fact suggests that willingness to use the website depends on the technological savvy of residents. Therefore, it is imperative that the Town ensure the website is user-friendly.
 - Consider sending residents a brochure or direct mail piece of the information and services available on the Town website as well as how to log-on and navigate the site.
- **A notable percentage of respondents report frequently reading the newsletter included in with monthly utility bills.**
 - This is a powerful means of communication that the Town should use to get out information regarding events, services, and general Town information.
- **Education level and age are the factors that most impact citizens' preferences as far as receiving information from/about the Town. Those with more than a high school education tend to prefer receiving information on the website while older residents prefer bill inserts, newspapers, or postal mail.**
 - Due to the small percentage of respondents who say they would like to receive information in an electronic format, information about Town services, events, etc. should be mailed to respondents' homes. However, there should still be information posted on the web for those who may not receive mail from the Town, such as visitors or potential residents.

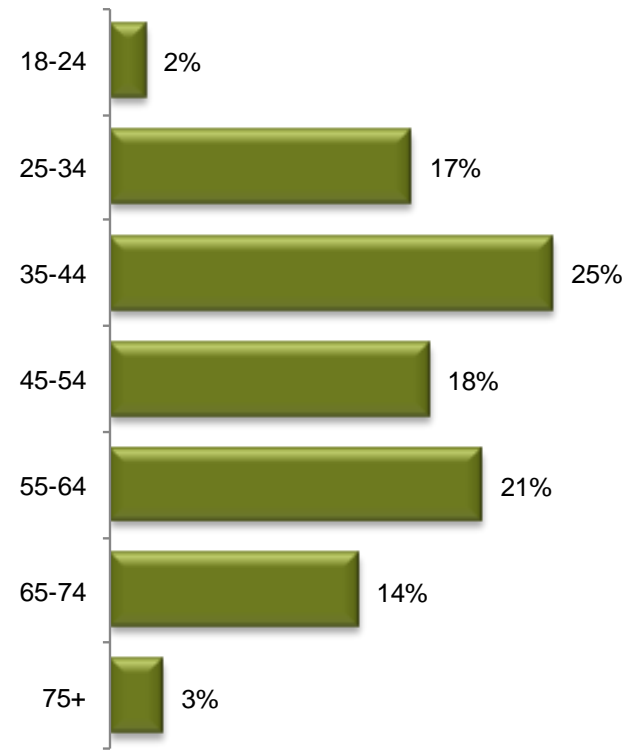
Appendix: Demographic Profile

Demographic Profile

Gender

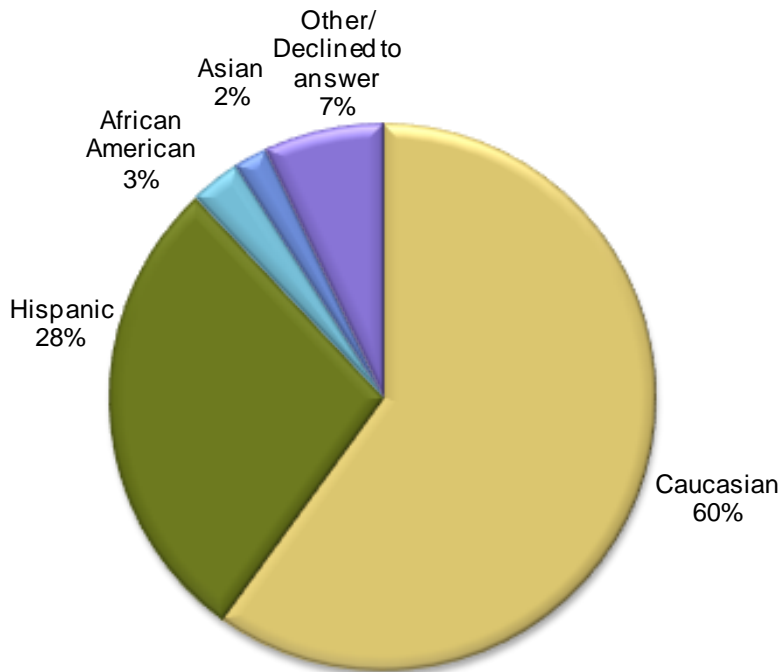


Age

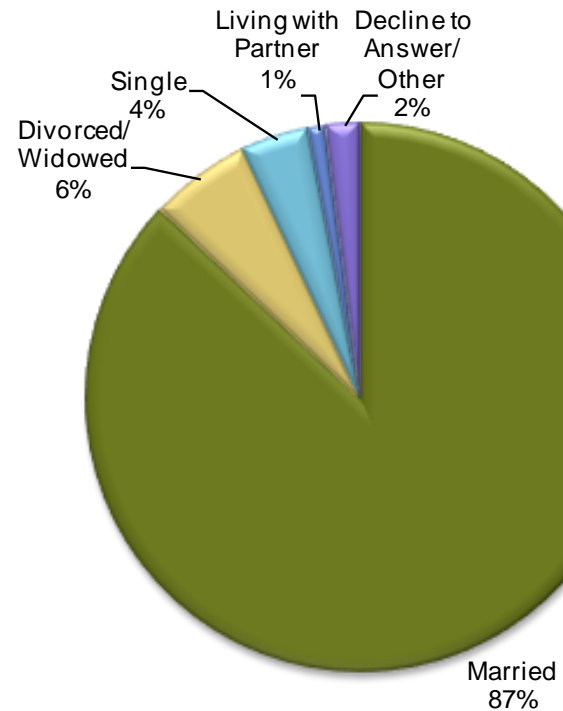


Demographic Profile, cont.

Ethnicity

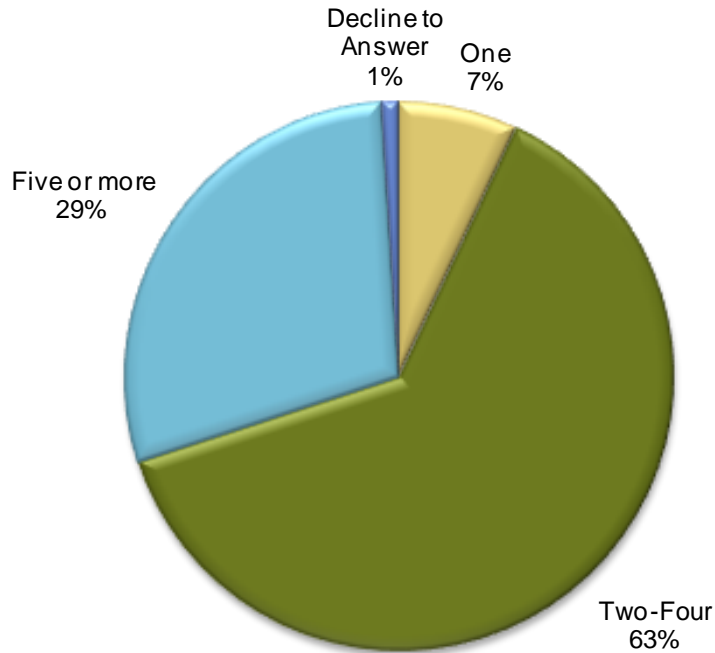


Marital Status

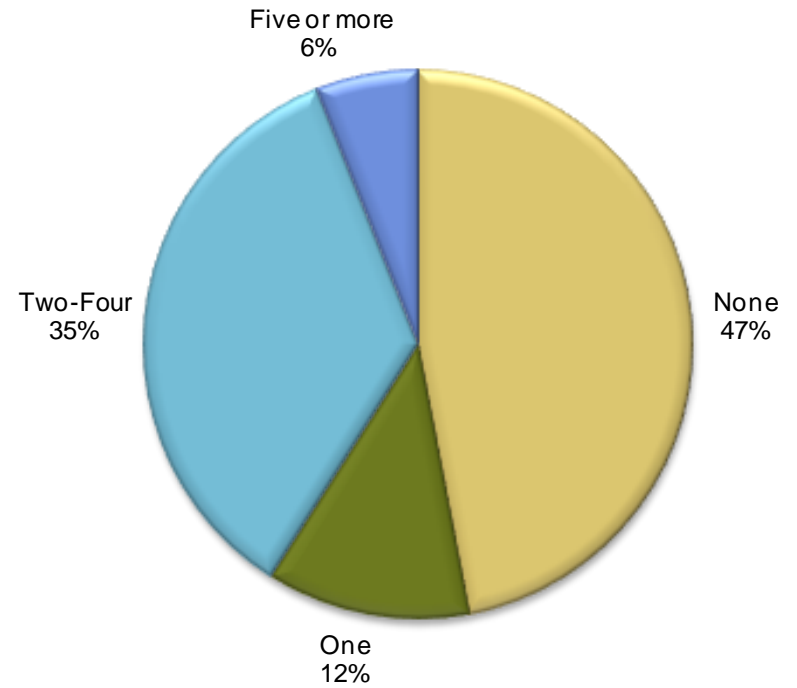


Demographic Profile, cont.

Number of People in Household

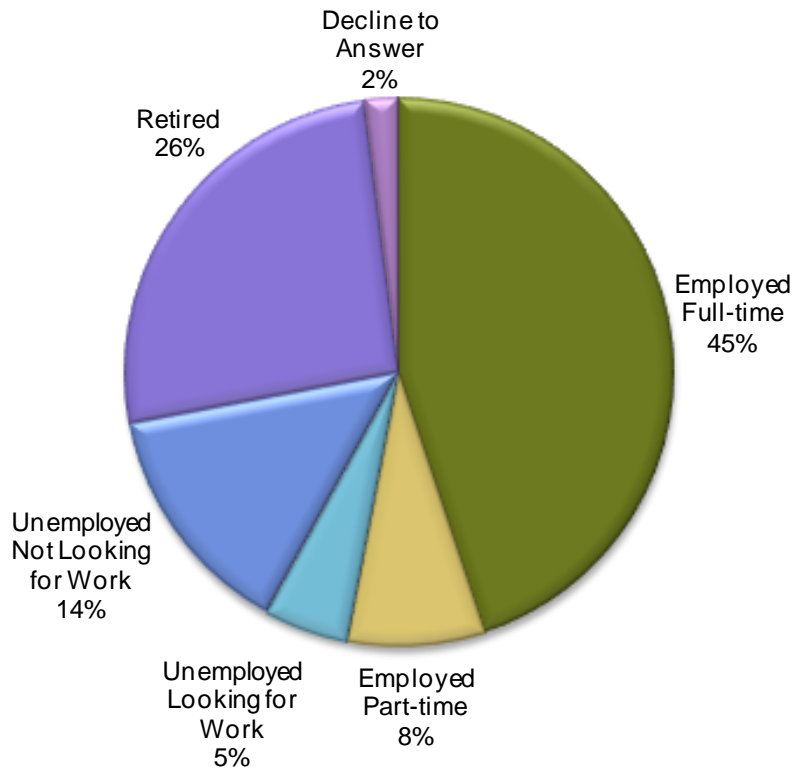


Number of Children in Household

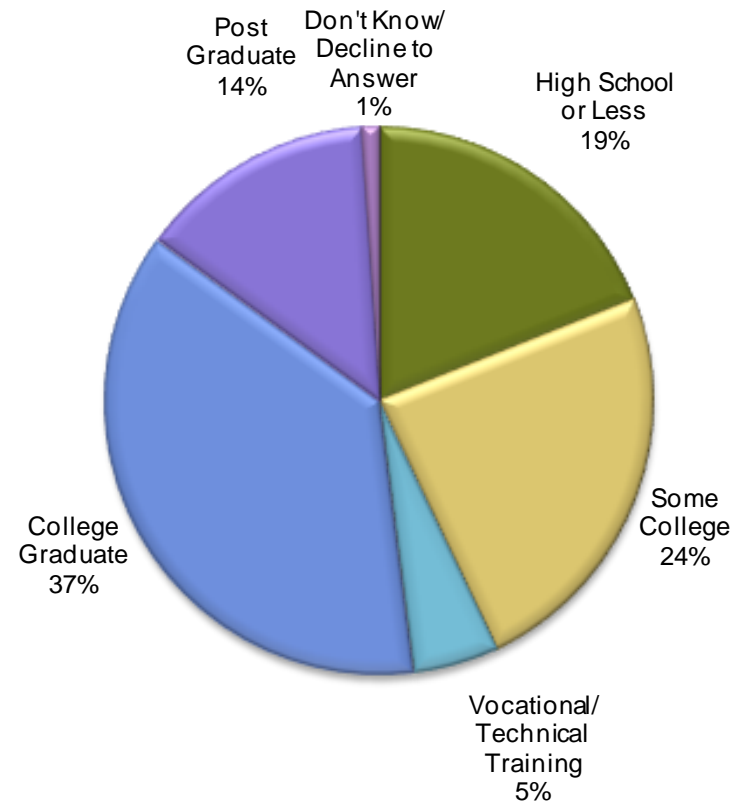


Demographic Profile, cont.

Employment Status

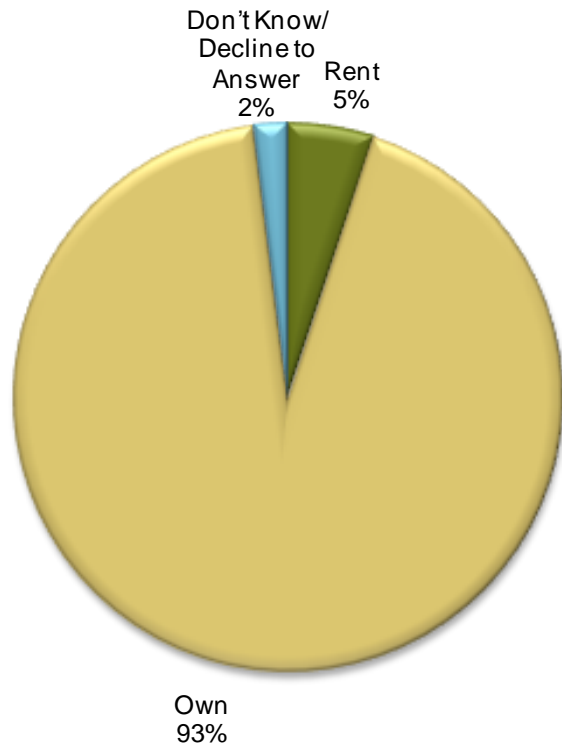


Educational Attainment

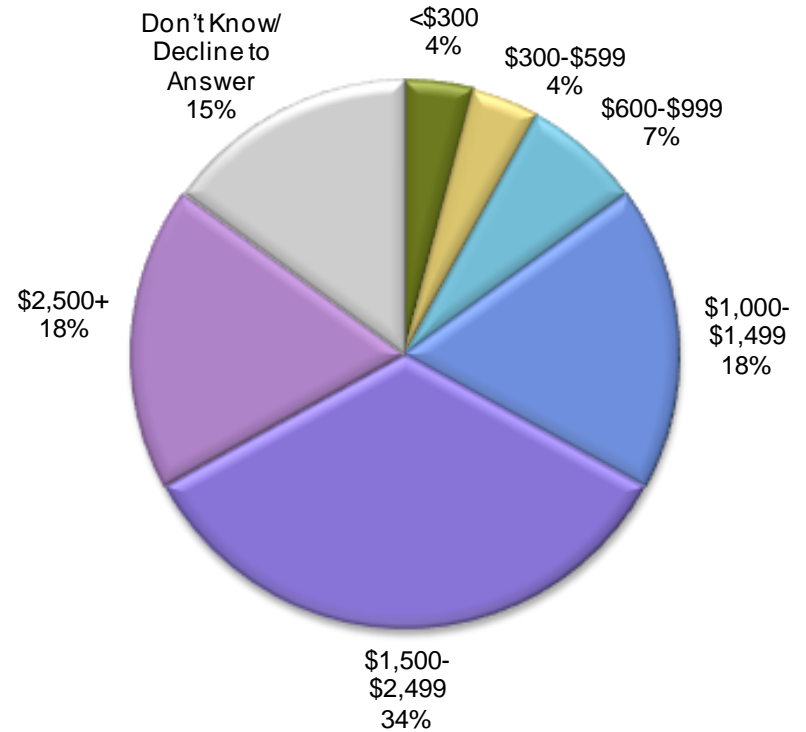


Demographic Profile, cont.

Homeownership

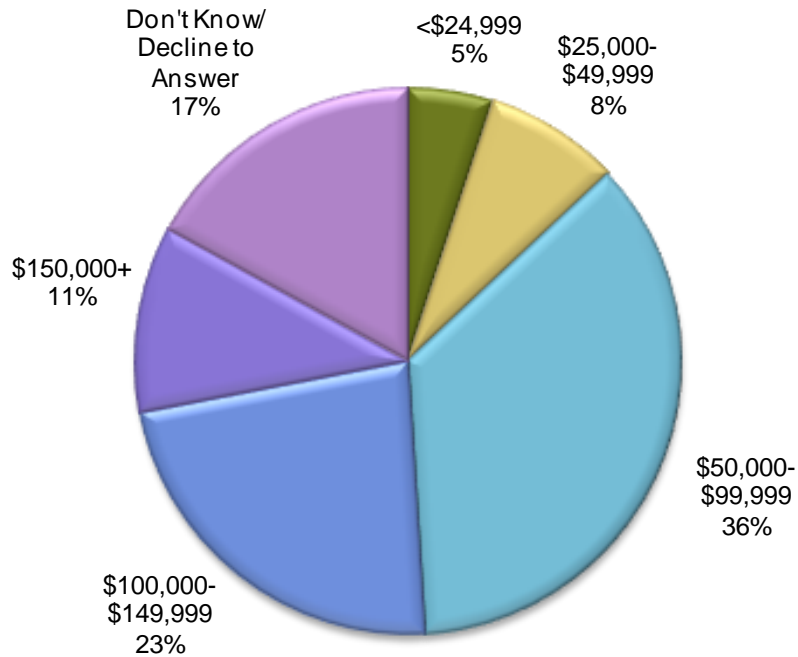


Monthly Housing Costs

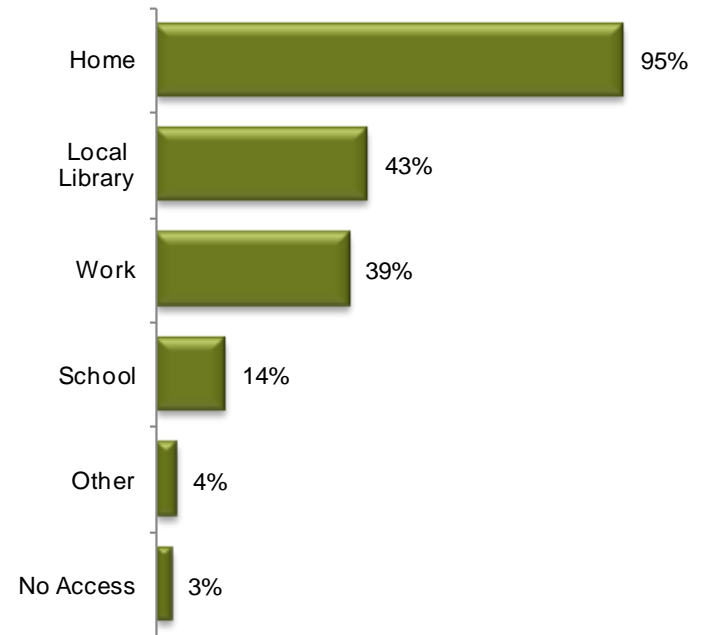


Demographic Profile, cont.

Annual Household Income

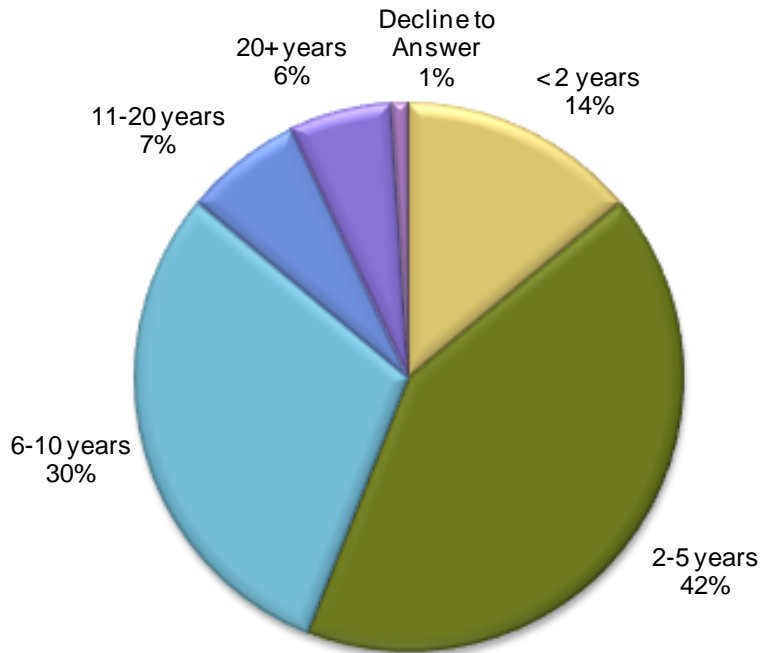


Internet Access

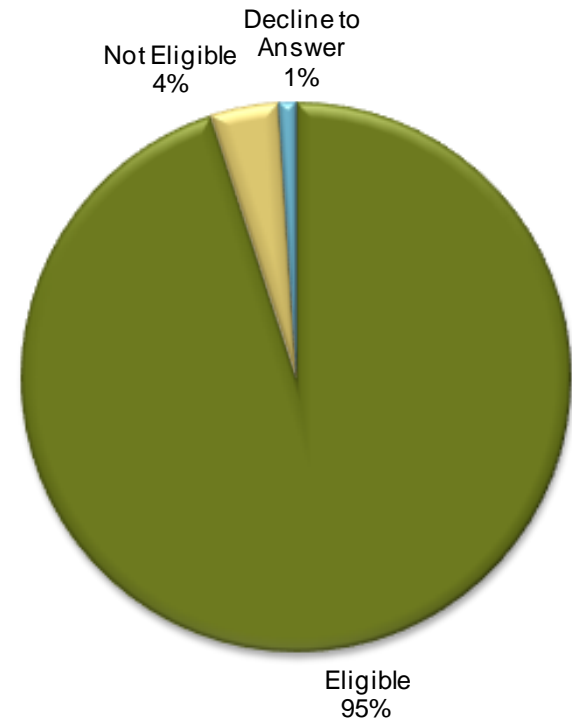


Demographic Profile, cont.

Years Living in Queen Creek

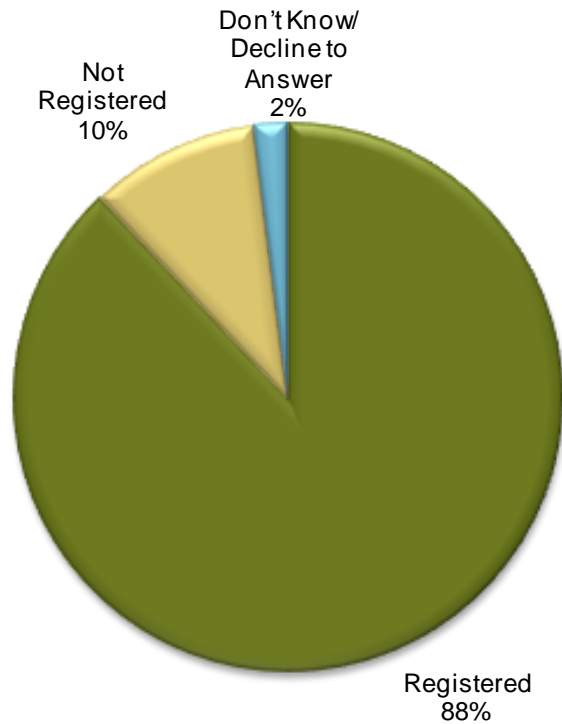


Voting Eligibility

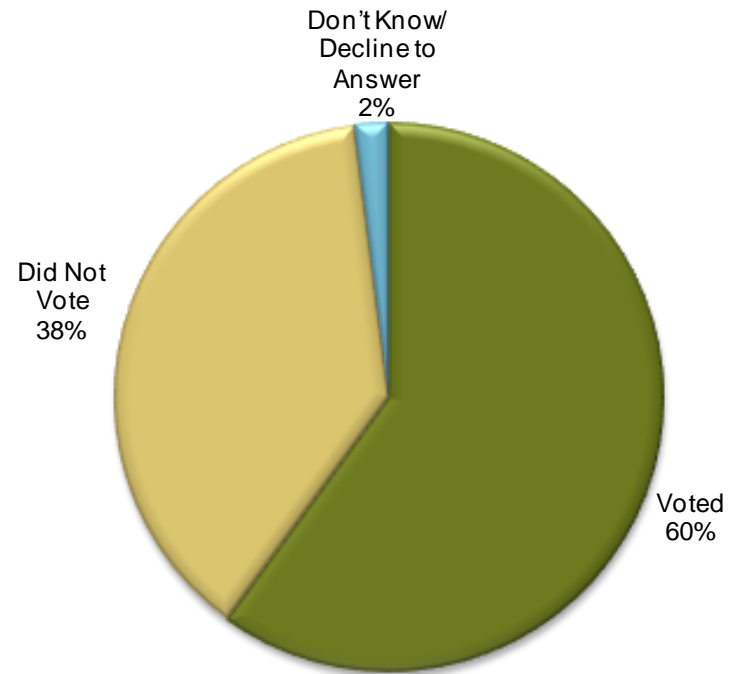


Demographic Profile, cont.

Voter Registration



Voting in Recent Town Election



Appendix: Final Questionnaire

Final Questionnaire

Town of Queen Creek Citizen Survey I&A Job #13115

RDD/LANDLINE INTRODUCTION

Hello, my name is _____. I'm calling from Issues and Answers Research on behalf of the Town of Queen Creek. 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. May I please speak to a member of the household who is 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 from Issues and Answers Research on behalf of the Town of Queen Creek. 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. May I please speak to a member of the household who is 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)

- S1. Is this a cellular telephone? **(IF NEEDED: By cellular telephone we mean a telephone that is mobile and usable outside of your home)**
- 1 Yes **[SKIP TO S3]**
 - 2 No **[GO TO S2]**
 - 3 Don't Know **[GO TO S2]**
 - 4 Decline to Answer **[TERMINATE]**
- S2. Is this a landline telephone?
- 1 Yes **[QUALIFY FOR RDD/LANDLINE QUOTA]**
 - 2 No **[TERMINATE]**
 - 3 Don't Know **[TERMINATE]**
 - 4 Decline to Answer **[TERMINATE]**
- S3. Do you also have a landline telephone in your home that is used to make and receive calls?
- 1 Yes
 - 2 No
 - 3 Don't Know / Not Sure
 - 4 Decline to Answer

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

SCREENING

- S4. Do you currently reside in the incorporated limits of Queen Creek? (INTERVIEWER: IF UNSURE ASK FOR HOME ADDRESS AND REFER TO CHEAT SHEET/MAP TO CONFIRM RESIDENCE, IF UNABLE TO DETERMINE SELECT DON'T KNOW)
- 1 Yes
 - 2 No **[TERMINATE]**
 - 3 Don't Know/Decline to Answer **[TERMINATE]**
- S5. May I please have your zip code? _____ (ENTER 5 DIGIT ZIP CODE)
[IF NOT IN ZIP CODE 85142 OR 85242 TERMINATE]
- S6. Gender (INTERVIEWER: RECORD BY OBSERVATION)
- 1 Male
 - 2 Female
- S7. 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
- S8. 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

Final Questionnaire, cont.

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
- 6 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 Shopping opportunities
- f Opportunities to attend cultural programs at the Queen Creek Performing Arts Center
- g Recreational opportunities
- h Employment opportunities
- i Educational opportunities
- j Availability of paths and walking trails
- k Traffic flow on major streets
- l Availability of affordable quality housing
- m Air quality

Q3. Would you recommend living in Queen Creek to someone who asks?

- 1 Yes
- 2 No
- 3 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 Monsoon Madness! or Passport to Discovery)
- c Participated in a recreation program or activity (such as Pilates, painting, or CPR classes)
- d Participated in a local sports league
- e Visited a Town park (Founder's Park, Desert Mountain Park or Horseshoe Park & Equestrian Centre)
- f Attended a meeting of local elected officials or other local public meeting
- g Read the Town weekly electronic newsletter
- h Read the newsletter that is included with the monthly Town utility bills
- i Registered online to receive automatic e-mail notifications from the Town
- j Watched the Town's government access cable channel 11
- k Watched a Town Council meeting online
- l Visited the Town of Queen Creek Web site (at www.queencreek.org)
- m Attended cultural events or programs at the Queen Creek Performing Arts Center
- n Volunteered your time to a civic or community group or activity in Queen Creek

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, water department 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)

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

Final Questionnaire, cont.

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 | i Public library services |
| b Street lighting | j Public information services (such as the community Web site, electronic newsletter, water bill insert, government access cable channel, or social media) |
| c Traffic signal timing | k Cable television |
| d Storm drainage | l Zoning (location, design and placement of commercial and residential buildings) |
| e Drinking water | m Broadband Internet Connectivity |
| f Sewer services | |
| g Parks and recreation programs and facilities | |
| h Code enforcement (weeds, abandoned vehicles or buildings, illegal signs, 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 Queen Creek
- 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 to citizens

[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 ITEM FROM Q9]**? (RECORD OPEN-ENDED RESPONSE)

Q10. How do you prefer to receive information about Town issues, programs, and events? (SELECT ALL THAT APPLY)

- 1 Queen Creek cable channel 11
- 2 Facebook/Twitter
- 3 Queen Creek electronic newsletter
- 4 Newspaper
- 5 Queen Creek Web site
- 6 Postal mail
- 7 Water bill inserts
- 8 Public meetings/Community events
- 9 Other Web site
- 10 Other (SPECIFY)
- 11 None of the above

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
- c Parks and trails

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
- f Shopping in downtown Queen Creek (near Ellsworth and Ocotillo roads)

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)

Q14a. The Town of Queen Creek contracts with the Maricopa County Sheriff's Office for police services. Have you had any contact with sheriff's officers during the past 12 months?

- 1 Yes
- 2 No
- 3 Don't Know (DON'T READ)
- 4 Decline to Answer (DON'T READ)

Q14b. Have you had any contact with Town of Queen Creek's Fire Department personnel during the past 12 months?

- 1 Yes
- 2 No
- 3 Don't Know (DON'T READ)
- 4 Decline to Answer (DON'T READ)

Final Questionnaire, cont.

- Q14c. The Town of Queen Creek is served by Southwest Ambulance to provide emergency medical services. Have you had any contact with Southwest Ambulance during the past 12 months?
- 1 Yes
 - 2 No
 - 3 Don't Know (DON'T READ)
 - 4 Decline to Answer (DON'T READ)

[ASK FOR EACH SERVICE USED IN Q14a-c]

- Q15. How would you rate the handling of the public safety services contacts by the...? Would you say it was Excellent, Good, Fair, Poor, or Very Poor? (INTERVIEWER: Ask for each item repeating scale as necessary)

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

- a Maricopa County Sheriff's Office personnel
- b Fire Department personnel
- c Ambulance personnel

- Q16. Are you aware that the Town of Queen Creek's operating hours are 6 a.m. to 7 p.m. Monday through Thursday?

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

[IF Q16=1/YES]

- Q17. Has this ever caused a problem for you when trying to conduct business or access services?

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

- Q18. What would you like to see happen in the next few years to benefit the Town of Queen Creek? (RECORD OPEN- ENDED RESPONSE) (INTERVIEWER: IF RESPONDENT MENTIONS PUBLIC SCHOOLS, REMIND THEM THAT THE TOWN HAS NO JURISDICTION OVER THE SCHOOL DISTRICTS)

- Q19. What do you like best about living in Queen Creek? (RECORD OPEN-ENDED RESPONSE)

- Q20. What do you like least about living in Queen Creek? (RECORD OPEN-ENDED RESPONSE)

DEMOGRAPHICS

We have just a few more questions that we will use to classify survey respondents. 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. Did you vote in the last town election? (INTERVIEWER: IF UNSURE SAY "THESE WERE THE ELECTIONS HELD ON MARCH 9th)

- 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. Approximately how much is your monthly housing cost for the place you live? Please include your rent, mortgage payments, property taxes, insurance, and any applicable homeowners' association fees.

- 1 Less than \$300 per month
- 2 \$300 to \$599 per month
- 3 \$600 to \$999 per month
- 4 \$1,000 to \$1,499 per month
- 5 \$1,500 to \$2,499 per month
- 6 \$2,500 or more per month
- 7 Don't Know (DON'T READ)
- 8 Decline to Answer (DON'T READ)

- D9. 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)

Final Questionnaire, cont.

- D10. 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)
- D11. Do you have access to the Internet at...? (READ LIST AND CHECK ALL THAT APPLY)
- 1 Home
 - 2 Work [EXCLUDE THIS OPTION IF D10=3-5/NOT EMPLOYED]
 - 3 School
 - 4 Local library
 - 5 Other
 - 6 Don't Access the Internet
- D12. 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)
- D13. 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!