

# THE NCS™

The National Community Survey™

## Clive, IA

*Comparisons by Demographic Subgroups  
2020*



POWERED BY POLCO

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# About the Demographic Comparisons

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Clive's Comparisons by Demographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by age, sex, income, presence of children in the household, and type of housing unit.



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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

## Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an uppercase letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 1: Quality of Life on the following page, respondents age 35 to 54 (B) and respondents age 55 and over (C) gave a significantly higher ratings to the overall image or reputation of Clive than those age 18 to 34 (A), as denoted by the “A” listed in the cell of the ratings for those 35-54 and those 55+. For overall quality of life in Clive, respondents age 35 to 54 (B) gave significantly higher ratings than those age 18 to 34 (A). This was also true of respondents with income \$50,000 to \$149,000 (B) and \$150,000 or more (C) over respondents with income less than \$50,000 (A); and those living in detached housing (A) over those living in attached housing (B).

**TABLE 1: QUALITY OF LIFE**

Percent rating positively (e.g., excellent/good, very/somewhat likely)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall image or reputation of Clive	77%	93% A	94% A	92%	87%	88%	88%	89%	90%	89%	91%	85%	89%
The overall quality of life in Clive	93%	97% A	97%	98%	95%	87%	99% A	96% A	96%	97%	98% B	92%	96%
Clive as a place to live	91%	99% A	98% A	100% B	94%	95%	97%	95%	97%	95%	96%	99%	97%
Recommend living in Clive to someone who asks	97%	100%	98%	98%	99%	99%	100% C	95%	97%	99%	98%	99%	98%
Remain in Clive for the next five years	86%	97% A	93% A	92%	95%	89%	91%	92%	92%	95%	94%	90%	93%

**TABLE 2: GOVERNANCE**

Percent rating positively (e.g., excellent/good)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall confidence in Clive government	75%	85% A	87% A	89% B	78%	79%	87%	77%	81%	86%	84%	82%	83%
The overall direction that Clive is taking	83%	90%	89%	90%	87%	89%	85%	87%	88%	87%	88%	87%	88%
The value of services for the taxes paid to Clive	66%	83% A	80% A	82%	75%	71%	77%	77%	80%	77%	79%	77%	78%
Generally acting in the best interest of the community	71%	86% A	87% A	89% B	77%	79%	85%	78%	83%	84%	84%	80%	83%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Being honest	74%	88% A	89% A	90% B	80%	79%	89% C	73%	83%	87%	86%	83%	85%
Being open and transparent to the public	74%	92% A	88% A	88%	85%	86% C	89% C	74%	84%	89%	87%	84%	86%
Informing residents about issues facing the community	68%	83% A	83% A	80%	79%	80%	79%	75%	76%	84% A	81%	78%	80%
The job Clive government does at welcoming resident involvement	76%	83%	81%	80%	82%	81%	84%	78%	78%	82%	82%	74%	80%
Treating all residents fairly	81%	81%	88%	83%	84%	80%	85%	81%	81%	85%	83%	83%	83%
Treating residents with respect	86%	85%	93% B	89%	87%	75%	94% A	86% A	86%	90%	89%	87%	88%
Overall customer service by Clive employees (police, receptionists, planners, etc.)	79%	96% A	93% A	93%	90%	86%	90%	88%	90%	94%	93% B	86%	92%
Public information services	76%	94% A	87% A	89%	87%	88%	88%	86%	86%	90%	89% B	82%	88%
The City of Clive	91%	92%	94%	96% B	88%	91%	92%	90%	90%	95%	93%	91%	92%
The Federal Government	43%	49%	58% A	57% B	44%	69% B C	50%	47%	48%	52%	48%	55%	50%

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**TABLE 3: ECONOMY**

Percent rating positively (e.g., excellent/good, very/somewhat positive)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall economic health of Clive	73%	97% A	93% A	90%	91%	78%	84%	96% A B	92%	88%	93% B	83%	90%
Economic development	74%	91% A	87% A	86%	86%	84%	92% C	81%	85%	85%	85%	87%	85%
Overall quality of business and service establishments in Clive	73%	91% A	94% A	89%	87%	84%	90%	87%	86%	89%	89%	84%	87%
Variety of business and service establishments in Clive	77%	83%	83%	84%	80%	83%	86%	80%	81%	82%	82%	80%	81%
Vibrancy of downtown/commercial area	59%	59%	65%	64%	58%	69% C	71% C	48%	64%	56%	58%	66%	61%
Shopping opportunities	68%	71%	69%	71%	68%	80% C	76% C	57%	69%	69%	68%	72%	69%
Clive as a place to visit	56%	71% A	86% A B	77% B	66%	80%	72%	69%	75%	68%	69%	79% A	72%
Clive as a place to work	70%	84% A	92% A	87% B	78%	81%	76%	89%	85%	80%	84%	80%	83%
Employment opportunities	73%	70%	73%	76%	68%	72%	81% C	63%	69%	74%	73%	68%	71%
Cost of living in Clive	72%	77%	72%	75%	74%	75%	71%	70%	73%	76%	78% B	64%	74%
Economy will have positive impact on income	28% B C	15%	18%	16%	22%	27%	22%	17%	18%	20%	21%	15%	19%
NOT under housing cost stress	77% C	81% C	61%	73%	74%	42%	50%	92% A B	66%	84% A	82% B	53%	74%

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**TABLE 4: MOBILITY**

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall quality of the transportation system (auto, bicycle, foot, bus) in Clive	74%	80%	83%	78%	81%	70%	86% A	79%	81%	77%	79%	79%	79%
Traffic flow on major streets	74%	81%	81%	81%	77%	83%	81%	75%	79%	78%	77%	82%	79%
Ease of travel by car in Clive	93% C	98% C	87%	94%	92%	93%	91%	92%	90%	97% A	94%	90%	93%
Ease of travel by public transportation in Clive	57%	48%	51%	53%	49%	74% B C	47% C	29%	47%	55%	47%	59%	51%
Ease of travel by bicycle in Clive	95% C	92% C	85%	91%	90%	93%	90%	89%	91%	89%	90%	91%	90%
Ease of walking in Clive	90%	88%	88%	89%	89%	84%	89%	92%	89%	88%	89%	88%	88%
Ease of public parking	92% C	93% C	83%	90%	89%	91%	89%	86%	86%	93% A	90%	87%	89%
Bus or transit services	48%	64%	57%	66% B	52%	64%	58%	54%	53%	65%	60%	55%	58%
Traffic enforcement	79%	87%	86%	86%	84%	78%	87%	85%	87%	82%	84%	86%	85%
Traffic signal timing	46%	59% A	68% A	56%	62%	71% C	61% C	47%	61%	55%	56%	65%	59%
Street repair	46%	62% A C	51%	57%	52%	51%	54%	49%	53%	56%	54%	57%	54%
Street cleaning	67%	81% A C	72%	74%	76%	73%	71%	68%	74%	76%	74%	76%	75%
Street lighting	78%	90% A	86%	83%	88%	83%	88%	80%	86%	85%	85%	86%	85%

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Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Snow removal	71%	86% A	90% A	87% B	80%	63%	83% A	89% A	84%	83%	89% B	72%	84%
Sidewalk maintenance	69%	80% A	81% A	77%	78%	65%	79% A	79% A	78%	77%	79%	73%	77%
Used bus, rail, subway or other public transportation instead of driving	5%	8%	9%	5%	10% A	14% B	6%	8%	9%	6%	7%	10%	8%
Carpooled with other adults or children instead of driving alone	37% C	48% C	23%	43% B	32%	25%	37%	40% A	33%	44% A	40% B	31%	37%
Walked or biked instead of driving	67% C	70% C	54%	62%	66%	55%	64%	75% A	58%	72% A	68% B	54%	64%



**TABLE 5: COMMUNITY DESIGN**

Percent rating positively (e.g., excellent/good)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall design or layout of Clive's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	85%	86%	88%	87%	85%	81%	89%	81%	86%	85%	86%	86%	86%
Overall appearance of Clive	81%	89%	91% A	89%	87%	86%	90%	86%	88%	86%	87%	90%	87%
Your neighborhood as a place to live	94%	97%	94%	98% B	92%	94%	93%	94%	96%	94%	96%	93%	95%
Overall quality of new development in Clive	69%	86% A	84% A	80%	83%	64%	87% A	82% A	82%	81%	85% B	72%	81%
Well-planned residential growth	81%	83%	82%	85%	81%	86%	83%	80%	81%	83%	80%	88%	82%
Well-planned commercial growth	61%	69%	79% A B	70%	70%	75%	71%	63%	75% B	65%	68%	77%	70%
Well-designed neighborhoods	78%	85%	85%	84%	83%	77%	80%	80%	80%	87% A	85% B	77%	83%
Preservation of the historical or cultural character of the community	71%	71%	78%	78% B	69%	74%	82% C	68%	74%	73%	73%	74%	73%
Public places where people want to spend time	82%	82% C	73%	83% B	76%	78%	84%	75%	76%	82%	79%	79%	79%
Variety of housing options	73%	82%	78%	75%	82%	66%	87% A	78% A	75%	83% A	83% B	67%	79%
Availability of affordable quality housing	60%	83% A C	66%	67%	78% A	64%	69%	74%	69%	77%	76% B	65%	73%
Land use, planning and zoning	59%	84% A	79% A	78%	78%	77%	93% A C	68%	76%	79%	76%	80%	78%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Code enforcement (weeds, abandoned buildings, etc.)	69%	73%	75%	73%	72%	75%	79%	71%	74%	71%	68%	85% A	73%

**TABLE 6: UTILITIES**

Percent rating positively (e.g., excellent/good)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall quality of the utility infrastructure in Clive (water, sewer, storm water, electric/gas)	83%	90%	89%	88%	88%	83%	89%	85%	86%	90%	89%	86%	88%
Affordable high-speed internet access	48%	68% A	70% A	67%	61%	73% C	67%	57%	63%	64%	61%	70%	64%
Power (electric and/or gas) utility	84%	92% A	94% A	91%	91%	78%	97% A	90% A	88%	95% A	94% B	83%	91%
Garbage collection	85%	96% A	95% A	94%	92%	87%	91%	93%	91%	95%	96% B	84%	93%
Drinking water	85%	89%	86%	87%	87%	72%	93% A	84% A	87%	87%	90% B	79%	87%
Sewer services	91%	94%	93%	93%	93%	86%	95% A	91%	93%	92%	94% B	89%	93%
Storm water management (storm drainage, dams, levees, etc.)	70%	86% A	89% A	84%	82%	74%	87% A	80%	84%	83%	84%	83%	84%
Utility billing	82%	86%	94% A B	91% B	85%	68%	96% A C	83% A	88%	88%	91% B	80%	88%

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**TABLE 7: SAFETY**

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Clive	89%	98% A	95% A	95%	96%	94%	92%	95%	96%	94%	96%	94%	95%
Police/Sheriff services	81%	95% A	96% A	92%	92%	91%	95% C	87%	92%	92%	92%	92%	92%
Crime prevention	76%	96% A	91% A	90%	89%	85%	88%	87%	89%	90%	90%	87%	90%
Animal control	84%	88%	92%	88%	88%	87%	91%	85%	91%	85%	88%	88%	88%
Ambulance or emergency medical services	89%	99% A	97% A	96%	96%	92%	98%	94%	96%	96%	97%	94%	96%
Fire services	90%	100% A	97% A	96%	97%	92%	99% A	95%	97%	97%	98%	95%	97%
Fire prevention and education	82%	97% A	92% A	95% B	89%	89%	96%	89%	91%	92%	92%	89%	91%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	77%	90% A	82%	87%	83%	86%	84%	85%	82%	87%	85%	84%	85%
In your neighborhood during the day	96%	99%	99%	97%	100% A	94%	99% A	100% A	99%	97%	99%	96%	98%
In Clive's downtown/commercial area during the day	100% C	99% C	94%	97%	98%	96%	97%	98%	96%	99% A	98%	97%	98%
From property crime	81%	94% A	91% A	90%	91%	92%	84%	85%	89%	92%	90%	90%	90%
From violent crime	96%	99%	97%	97%	98%	95%	99%	98%	98%	97%	99% B	95%	98%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
From fire, flood or other natural disaster	81%	88%	89%	85%	89%	83%	95% A C	85%	84%	91% A	88%	85%	87%

**TABLE 8: NATURAL ENVIRONMENT**

Percent rating positively (e.g., excellent/good)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall quality of natural environment in Clive	91%	93%	93%	93%	93%	91%	97% C	90%	95% B	90%	93%	92%	93%
Cleanliness of Clive	75%	94% A	91% A	86%	92% A	81%	92% A	84%	88%	90%	90%	85%	89%
Water resources (beaches, lakes, ponds, riverways, etc.)	50%	64% A	64% A	64%	58%	69% C	65% C	47%	60%	62%	58%	69% A	61%
Air quality	88%	96% A	94% A	94%	94%	91%	92%	93%	93%	94%	95% B	90%	94%
Preservation of natural areas (open space, farmlands and greenbelts)	78%	93% A	87%	90%	85%	88%	86%	88%	85%	91%	89%	83%	88%
Clive open space	78%	89% A	85%	90% B	80%	83%	83%	83%	83%	89%	88% B	80%	86%
Recycling	78%	91% A	88% A	88%	86%	81%	87%	83%	84%	90% A	90% B	79%	87%
Yard waste pick-up	79%	94% A	89% A	91%	87%	89%	86%	81%	87%	91%	90%	85%	89%

**TABLE 9: PARKS AND RECREATION**

Percent rating positively (e.g., excellent/good)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall quality of the parks and recreation opportunities	89%	95% A	94%	93%	93%	87%	97% A	93%	95% B	90%	93%	93%	93%
Availability of paths and walking trails	88%	96% A	96% A	94%	94%	87%	96% A	95% A	95%	92%	93%	94%	94%
City parks	85%	93% A	92%	91%	91%	84%	89%	90%	94% B	87%	91%	89%	91%
Recreational opportunities	83%	89%	83%	88%	84%	86%	87%	84%	85%	87%	85%	88%	86%
Recreation programs or classes	79%	88%	87%	85%	87%	76%	84%	88%	89%	83%	87%	82%	86%
Recreation centers or facilities	79%	81%	84%	82%	82%	71%	83%	88% A	85%	79%	84%	76%	82%
Fitness opportunities (including exercise classes and paths or trails, etc.)	88%	91%	92%	90%	91%	91%	93%	89%	90%	90%	90%	91%	90%

**TABLE 10: HEALTH AND WELLNESS**

Percent rating positively (e.g., excellent/good, excellent/very good)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall health and wellness opportunities in Clive	84%	93% A	92% A	91%	90%	88%	89%	92%	93% B	87%	92%	87%	91%
Health services	80%	93% A	90% A	88%	90%	89%	84%	89%	91%	87%	90%	86%	89%
Availability of affordable quality health care	85%	87%	89%	90% B	84%	77%	93% A C	82%	85%	90%	89%	83%	87%
Availability of preventive health services	85%	89%	85%	90% B	83%	73%	88% A	86% A	84%	89%	89% B	80%	86%
Availability of affordable quality mental health care	67%	74%	65%	75% B	64%	66%	74%	66%	64%	75% A	71%	65%	69%
Availability of affordable quality food	86%	90%	88%	90%	87%	86%	88%	83%	87%	90%	89%	86%	88%
Would you say that in general your health is:	75% C	78% C	63%	77% B	68%	53%	73% A	76% A	68%	79% A	82% B	49%	73%

**TABLE 11: EDUCATION, ARTS, AND CULTURE**

Percent rating positively (e.g., excellent/good)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall opportunities for education, culture and the arts	68%	78% A	82% A	77%	78%	80%	81%	72%	79%	74%	75%	82%	77%
Opportunities to attend cultural/arts/music activities	59%	66%	64%	68%	60%	74% C	65%	58%	63%	64%	61%	72% A	64%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Community support for the arts	60%	69%	70%	73% B	61%	70%	71% C	56%	67%	66%	66%	70%	67%
Availability of affordable quality childcare/preschool	63%	86% A	76% A	84% B	70%	83% C	76%	66%	78%	77%	77%	79%	77%
K-12 education	89%	92%	92%	90%	92%	86%	93%	89%	93%	90%	92%	90%	91%
Adult educational opportunities	67%	80% A	73%	75%	74%	68%	80%	71%	77%	72%	76%	70%	75%
Opportunities to attend special events and festivals	66%	76%	76%	79% B	68%	70%	72%	74%	73%	73%	73%	74%	73%
Public library services	89%	94%	94%	92%	94%	90%	95%	91%	95%	91%	94%	90%	93%

**TABLE 12: INCLUSIVITY AND ENGAGEMENT**

Percent rating positively (e.g., excellent/good)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Residents' connection and engagement with their community	61%	69%	72%	69%	67%	68%	60%	74% B	70%	66%	69%	65%	68%
Sense of community	67%	77% A	81% A	78%	74%	73%	73%	76%	76%	75%	77%	73%	76%
Sense of civic/community pride	61%	78% A	82% A	79%	72%	81% B	68%	73%	75%	75%	76%	72%	75%
Neighborliness of residents in Clive	69%	83% A	80% A	83% B	74%	72%	74%	78%	79%	78%	82% B	69%	79%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Clive as a place to raise children	93%	97%	94%	96%	94%	94%	95%	92%	92%	99% A	96%	94%	95%
Clive as a place to retire	64%	82% A	86% A	88% B	72%	83%	87% C	75%	82%	76%	77%	88% A	80%
Openness and acceptance of the community toward people of diverse backgrounds	61%	75% A	78% A	75%	71%	76%	73%	69%	73%	72%	71%	77%	73%
Making all residents feel welcome	90%	90%	85%	90%	87%	87%	87%	87%	86%	90%	90%	84%	88%
Attracting people from diverse backgrounds	54%	67% A	77% A	64%	70%	74%	65%	67%	65%	68%	66%	69%	67%
Valuing/respecting residents from diverse backgrounds	73%	77%	82%	77%	78%	80%	73%	78%	74%	81%	78%	74%	77%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	85%	85%	82%	82%	86%	81%	85%	88%	83%	85%	87%	78%	84%
Opportunities to participate in social events and activities	74%	77%	71%	80% B	69%	69%	74%	77%	72%	76%	76%	67%	74%
Opportunities to volunteer	70%	77%	80%	80%	72%	71%	77%	77%	77%	75%	76%	76%	76%
Opportunities to participate in community matters	75%	76%	77%	77%	75%	65%	80% A	81% A	75%	76%	76%	72%	75%



**TABLE 13: PARTICIPATION**

Percent rating positively (e.g., yes in the last 12 months)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Contacted the City of Clive (in-person, phone, email or web) for help or information	46%	46%	51%	43%	53% A	31%	61% A	54% A	48%	48%	53% B	36%	48%
Contacted Clive elected officials (in-person, phone, email or web) to express your opinion	8%	16% A	16% A	12%	16%	8%	16%	20% A	15%	13%	16%	10%	14%
Attended a local public meeting (of local elected officials like City Council or County Board of Supervisors, advisory boards, town halls, HOA, neighborhood watch, etc.)	10%	17%	17%	14%	17%	7%	16% A	18% A	18% B	12%	15%	16%	15%
Watched (online or on television) a local public meeting	2%	12% A C	6%	9%	7%	10%	7%	5%	7%	9%	8%	9%	8%
Volunteered your time to some group/activity in Clive	6%	26% A	18% A	21%	16%	7%	19% A	23% A	16%	23% A	23% B	9%	19%
Campaigned or advocated for a local issue, cause or candidate	14%	14%	17%	17%	12%	6%	18% A	15%	14%	17%	18% B	8%	15%
Voted in your most recent local election	62%	65%	74% A	65%	70%	30%	76% A	72% A	71%	63%	75% B	48%	68%

**TABLE 14: ONLINE ENGAGEMENT**

Percent rating positively (e.g., at least a few times a week)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Access the internet from your home using a computer, laptop or tablet computer	99% C	97% C	91%	95%	96%	92%	92%	97%	93%	98% A	97% B	91%	95%
Access the internet from your cell phone	97% C	97% C	84%	92%	94%	85%	88%	97% A B	90%	96% A	95% B	88%	93%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	93% C	95% C	69%	88%	83%	86%	81%	88%	79%	95% A	88% B	80%	86%
Use or check email	100% C	98% C	94%	98%	96%	96%	97%	99%	95%	100% A	99% B	92%	97%
Share your opinions online	37%	31%	27%	33%	28%	26%	40% A	32%	29%	33%	31%	32%	31%
Shop online	59% C	62% C	29%	53%	48%	18%	47% A	60% A B	42%	62% A	59% B	27%	50%

**TABLE 15: COMMUNITY FOCUS AREAS**

Percent rating positively (e.g., essential/very important)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall economic health of Clive	82%	93% A	92% A	92%	89%	87%	87%	93%	85%	97% A	94% B	80%	90%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Clive	76%	76%	84%	81%	76%	89% B	76%	81%	75%	83%	78%	79%	79%

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Percent rating positively (e.g., essential/very important)	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall design or layout of Clive's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	67%	77% A	82% A	74%	79%	84% B	71%	74%	75%	77%	75%	78%	76%
Overall quality of the utility infrastructure in Clive (water, sewer, storm water, electric/gas)	84%	91%	94% A	89%	92%	90%	88%	92%	89%	92%	93% B	85%	90%
Overall feeling of safety in Clive	93%	92%	95%	93%	94%	94%	94%	93%	90%	97% A	96% B	85%	93%
Overall quality of natural environment in Clive	89%	85%	87%	88%	86%	96% B C	83%	87%	85%	89%	87%	85%	87%
Overall quality of the parks and recreation opportunities	77%	84%	86% A	86%	81%	92% B	77%	85%	79%	89% A	83%	84%	83%
Overall health and wellness opportunities in Clive	66%	71%	82% A B	77%	70%	95% B C	68%	73%	71%	78%	72%	80%	74%
Overall opportunities for education, culture and the arts	70%	65%	75% B	72%	67%	91% B C	63%	67%	69%	70%	68%	75%	70%
Residents' connection and engagement with their community	68%	64%	75% B	70%	67%	87% B C	59%	72% B	66%	72%	69%	67%	69%

**TABLE 16: QUESTION 13**

How much of a problem, if at all, do you think each of the following will be in your area over the next 10 years?: (Percent rating as "major/moderate problem").	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Water shortages	15%	11%	21% B	15%	16%	18%	14%	21%	20% B	8%	14%	19%	15%
Water quality issues (taste, color, or odor)	29%	26%	33%	30%	28%	21%	37% A	29%	33% B	24%	29%	29%	29%
Water contamination (health concerns)	31%	30%	39%	32%	34%	36%	38%	35%	38% B	28%	31%	41% A	34%

**TABLE 17: QUESTION 16**

Do you know what watershed you live in? (Percent rating yes).	Age			Sex		Income			Presence of Children		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	Less than \$50,000	\$50,000 to \$149,999	\$150,000 or more	No	Yes	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Do you know what watershed you live in?	11%	22% A	24% A	13%	28% A	4%	19% A	27% A	23%	17%	23% B	11%	20%