

THE NCS™

The National Community Survey™

Clive, IA

*Comparisons by Geographic Subgroups
2020*



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About the Geographic 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 Geographic 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 Planning Districts.

Four groupings of Planning Districts were tracked for comparison and the number of completed surveys for each are in the figure below.

FIGURE 1: PLANNING DISTRICTS

Planning Districts	Number of Completed Surveys
Planning Districts 1 & 2	115
Planning District 3	64
Planning Districts 4 & 5	150
Planning Districts 6 & 7	190

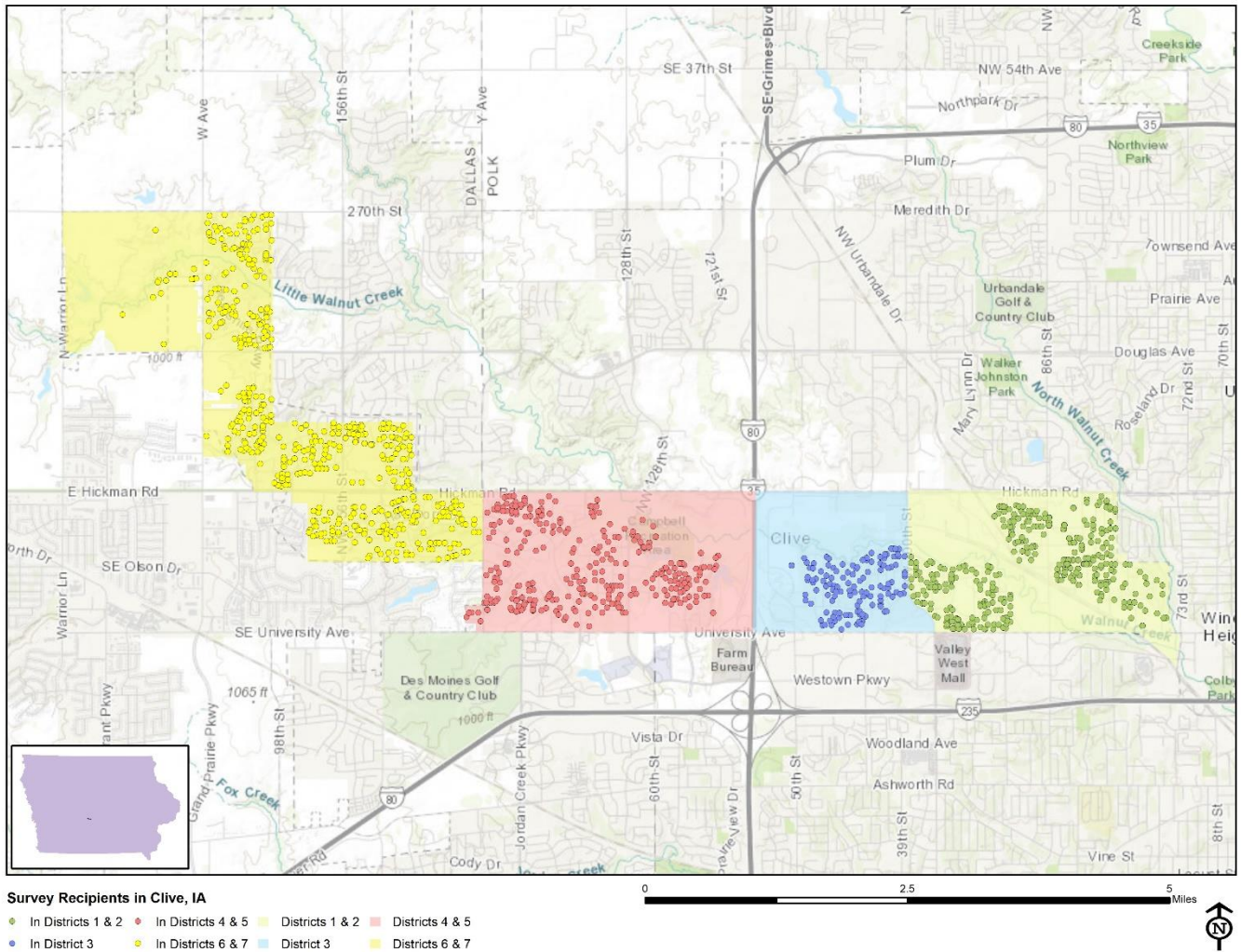


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The NCS™ is presented by NRC in collaboration with ICMA.

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

FIGURE 2: LOCATION OF SURVEY RECIPIENTS



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 Planning District. 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 subgroup 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 on the following page, respondents in Districts 1 & 2 (A) and District 3 (B) gave significantly lower ratings to the overall quality of life in Clive than respondents in Districts 4 & 5 (C) and Districts 6 & 7 (D), as denoted by the “A B” listed in the cell of the ratings for Districts 4 & 5 and Districts 6 & 7.

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TABLE 1: QUALITY OF LIFE

Percent rating positively (e.g., excellent/good, very/somewhat likely)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Overall image or reputation of Clive	88%	86%	92%	90%	89%
The overall quality of life in Clive	93%	93%	99% A B	99% A B	96%
Clive as a place to live	96% B	86%	99% B	98% B	97%
Recommend living in Clive to someone who asks	98%	99%	98%	99%	98%
Remain in Clive for the next five years	91%	100% A D	97% A	91%	93%

TABLE 2: GOVERNANCE

Percent rating positively (e.g., excellent/good)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Overall confidence in Clive government	79%	88%	88%	84%	83%
The overall direction that Clive is taking	91% B	79%	92% B	86%	88%
The value of services for the taxes paid to Clive	79%	79%	81%	76%	78%
Generally acting in the best interest of the community	76%	89% A	89% A	84%	83%
Being honest	78%	83%	92% A	89% A	85%
Being open and transparent to the public	84%	84%	91%	87%	86%
Informing residents about issues facing the community	76%	84%	87% A	79%	80%
The job Clive government does at welcoming resident involvement	81%	84%	78%	80%	80%

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Percent rating positively (e.g., excellent/good)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Treating all residents fairly	74%	83%	88% A	89% A	83%
Treating residents with respect	81%	89%	94% A	92% A	88%
Overall customer service by Clive employees (police, receptionists, planners, etc.)	90%	90%	99% A D	89%	92%
Public information services	87%	87%	92%	85%	88%
The City of Clive	93%	91%	92%	93%	92%
The Federal Government	55% B C	35%	41%	55% B C	50%

TABLE 3: ECONOMY

Percent rating positively (e.g., excellent/good, very/somewhat positive)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Overall economic health of Clive	80%	92% A	96% A	96% A	90%
Economic development	82%	79%	91%	87%	85%
Overall quality of business and service establishments in Clive	80%	85%	96% A	91% A	87%
Variety of business and service establishments in Clive	76%	92% A D	88% A	80%	81%
Vibrancy of downtown/commercial area	64%	54%	58%	61%	61%
Shopping opportunities	69%	74%	74%	65%	69%
Clive as a place to visit	71%	71%	80%	69%	72%

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Percent rating positively (e.g., excellent/good, very/somewhat positive)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Clive as a place to work	72%	85%	90% A	88% A	83%
Employment opportunities	65%	72%	82% A	72%	71%
Cost of living in Clive	74%	81%	77%	71%	74%
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	21% C	15%	10%	23% C	19%
NOT under housing cost stress	65%	71%	82% A	79% A	74%

TABLE 4: MOBILITY

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Overall quality of the transportation system (auto, bicycle, foot, bus) in Clive	70%	82%	89% A	82% A	79%
Traffic flow on major streets	89% B C D	67%	73%	76%	79%
Ease of travel by car in Clive	96% B	88%	94%	91%	93%
Ease of travel by public transportation in Clive	59% B	20%	43%	54% B	51%
Ease of travel by bicycle in Clive	91%	96%	86%	90%	90%
Ease of walking in Clive	86%	91%	91%	89%	88%
Ease of public parking	91%	82%	91%	88%	89%

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Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Bus or transit services	60%	39%	54%	64% B	58%
Traffic enforcement	85%	82%	89%	83%	85%
Traffic signal timing	60%	45%	53%	64% B	59%
Street repair	49%	43%	43%	68% A B C	54%
Street cleaning	66%	63%	80% A B	83% A B	75%
Street lighting	81%	80%	89%	89% A	85%
Snow removal	78%	77%	95% A B	86% A	84%
Sidewalk maintenance	67%	75%	80% A	86% A	77%
Used bus, rail, subway or other public transportation instead of driving	11%	7%	6%	7%	8%
Carpooled with other adults or children instead of driving alone	31%	38%	42%	40%	37%
Walked or biked instead of driving	61%	74%	62%	64%	64%

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TABLE 5: COMMUNITY DESIGN

Percent rating positively (e.g., excellent/good)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Overall design or layout of Clive's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	82%	83%	94% A	86%	86%
Overall appearance of Clive	86%	83%	89%	90%	87%
Your neighborhood as a place to live	91%	93%	97% A	98% A	95%
Overall quality of new development in Clive	71%	80%	88% A	86% A	81%
Well-planned residential growth	77%	79%	90% A	83%	82%
Well-planned commercial growth	64%	67%	78% A	73%	70%
Well-designed neighborhoods	77%	87%	89% A	85%	83%
Preservation of the historical or cultural character of the community	75%	78%	76%	68%	73%
Public places where people want to spend time	77%	76%	87%	78%	79%
Variety of housing options	76%	71%	85%	80%	79%
Availability of affordable quality housing	68%	76%	78%	73%	73%
Land use, planning and zoning	74%	80%	81%	78%	78%
Code enforcement (weeds, abandoned buildings, etc.)	65%	76%	79% A	75%	73%

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TABLE 6: UTILITIES

Percent rating positively (e.g., excellent/good)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Overall quality of the utility infrastructure in Clive (water, sewer, storm water, electric/gas)	85%	85%	86%	92% A	88%
Affordable high-speed internet access	63%	73%	67%	60%	64%
Power (electric and/or gas) utility	86%	87%	93% A	96% A B	91%
Garbage collection	92%	91%	99% A D	91%	93%
Drinking water	79%	90% A	94% A	90% A	87%
Sewer services	89%	93%	96% A	95% A	93%
Storm water management (storm drainage, dams, levees, etc.)	71%	86% A	93% A	89% A	84%
Utility billing	78%	89% A	95% A	93% A	88%

TABLE 7: SAFETY

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Overall feeling of safety in Clive	93%	92%	96%	98% A	95%
Police/Sheriff services	86%	92%	99% A	94% A	92%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Crime prevention	80%	90%	98% A	93% A	90%
Animal control	84%	85%	94% A	91%	88%
Ambulance or emergency medical services	96% B	88%	99% B	97% B	96%
Fire services	96%	91%	100% B	97%	97%
Fire prevention and education	91%	86%	94%	91%	91%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	82% B	68%	94% A B	87% B	85%
In your neighborhood during the day	97%	100%	99%	99%	98%
In Clive's downtown/commercial area during the day	100% B	94%	98%	96%	98%
From property crime	82%	92% A	96% A	95% A	90%
From violent crime	95%	100% A	97%	99% A	98%
From fire, flood or other natural disaster	77%	88% A	95% A	92% A	87%

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TABLE 8: NATURAL ENVIRONMENT

Percent rating positively (e.g., excellent/good)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Overall quality of natural environment in Clive	90%	98% A	95%	93%	93%
Cleanliness of Clive	83%	91%	95% A	90% A	89%
Water resources (beaches, lakes, ponds, riverways, etc.)	58%	64%	68%	58%	61%
Air quality	95% B	84%	98% B	94% B	94%
Preservation of natural areas (open space, farmlands and greenbelts)	87%	91%	97% A D	82%	88%
Clive open space	80%	89%	90% A	86%	86%
Recycling	85%	84%	92%	86%	87%
Yard waste pick-up	88%	85%	94%	87%	89%

TABLE 9: PARKS AND RECREATION

Percent rating positively (e.g., excellent/good)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Overall quality of the parks and recreation opportunities	88%	100% A	97% A	93%	93%
Availability of paths and walking trails	91%	90%	96%	95%	94%
City parks	86%	89%	96% A	93% A	91%
Recreational opportunities	85%	81%	91%	86%	86%

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Percent rating positively (e.g., excellent/good)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Recreation programs or classes	79%	88%	86%	92% A	86%
Recreation centers or facilities	76%	90% A	85%	83%	82%
Fitness opportunities (including exercise classes and paths or trails, etc.)	90%	88%	90%	91%	90%

TABLE 10: HEALTH AND WELLNESS

Percent rating positively (e.g., excellent/good, excellent/very good)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Overall health and wellness opportunities in Clive	90%	87%	98% A B D	88%	91%
Health services	84%	88%	94% A	91%	89%
Availability of affordable quality health care	80%	85%	95% A	89% A	87%
Availability of preventive health services	81%	88%	92% A	86%	86%
Availability of affordable quality mental health care	71%	60%	78%	66%	69%
Availability of affordable quality food	86%	86%	93%	88%	88%
Would you say that in general your health is:	64%	68%	78% A	80% A	73%

TABLE 11: EDUCATION, ARTS, AND CULTURE

Percent rating positively (e.g., excellent/good)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Overall opportunities for education, culture and the arts	76%	76%	83%	74%	77%
Opportunities to attend cultural/arts/music activities	68%	49%	73%	58%	64%
	B		B D		
Community support for the arts	67%	58%	75%	65%	67%
Availability of affordable quality childcare/preschool	83%	66%	80%	75%	77%
K-12 education	89%	87%	89%	96%	91%
				A	
Adult educational opportunities	75%	56%	78%	79%	75%
	B		B	B	
Opportunities to attend special events and festivals	67%	76%	74%	78%	73%
				A	
Public library services	91%	93%	95%	94%	93%

TABLE 12: INCLUSIVITY AND ENGAGEMENT

Percent rating positively (e.g., excellent/good)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Residents' connection and engagement with their community	63%	78%	80%	64%	68%
		A	A D		
Sense of community	72%	72%	83%	77%	76%
Sense of civic/community pride	75%	72%	80%	72%	75%
Neighborliness of residents in Clive	73%	77%	85%	80%	79%
			A		
Clive as a place to raise children	93%	92%	96%	98%	95%
				A	

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Percent rating positively (e.g., excellent/good)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Clive as a place to retire	79%	83%	84%	77%	80%
Openness and acceptance of the community toward people of diverse backgrounds	71% B	53%	75% B	79% B	73%
Making all residents feel welcome	89%	88%	89%	88%	88%
Attracting people from diverse backgrounds	74% B	54%	66%	64%	67%
Valuing/respecting residents from diverse backgrounds	77%	70%	82%	77%	77%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	87%	93%	81%	80%	84%
Opportunities to participate in social events and activities	67%	68%	81% A	78% A	74%
Opportunities to volunteer	70%	70%	84% A	80% A	76%
Opportunities to participate in community matters	70%	70%	80%	79%	75%

TABLE 13: PARTICIPATION

Percent rating positively (e.g., yes in the last 12 months)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Contacted the City of Clive (in-person, phone, email or web) for help or information	40%	59% A	49%	52% A	48%
Contacted Clive elected officials (in-person, phone, email or web) to express your opinion	16%	21% C	9%	12%	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.)	12%	25% A	15%	16%	15%
Watched (online or on television) a local public meeting	8%	4%	9%	9%	8%

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Percent rating positively (e.g., yes in the last 12 months)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Volunteered your time to some group/activity in Clive	10%	23% A	17%	27% A C	19%
Campaigned or advocated for a local issue, cause or candidate	18%	11%	15%	13%	15%
Voted in your most recent local election	55%	75% A	79% A	71% A	68%

TABLE 14: ONLINE ENGAGEMENT

Percent rating positively (e.g., at least a few times a week)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Access the internet from your home using a computer, laptop or tablet computer	93%	93%	96%	98% A	95%
Access the internet from your cell phone	88%	91%	96% A	96% A	93%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	81%	88%	85%	91% A	86%
Use or check email	95%	95%	98%	99% A	97%
Share your opinions online	35%	27%	28%	31%	31%
Shop online	41%	54%	51%	58% A	50%

TABLE 15: COMMUNITY FOCUS AREAS

Percent rating positively (e.g., essential/very important)	Planning District				Overall (A)
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
	(A)	(B)	(C)	(D)	
Overall economic health of Clive	85%	93%	97% A	92% A	90%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Clive	80%	83%	83%	74%	79%
Overall design or layout of Clive's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	70%	69%	82% A	80% A	76%
Overall quality of the utility infrastructure in Clive (water, sewer, storm water, electric/gas)	87%	97% A	97% A D	89%	90%
Overall feeling of safety in Clive	90%	96%	92%	96% A	93%
Overall quality of natural environment in Clive	88%	85%	92%	84%	87%
Overall quality of the parks and recreation opportunities	78%	87%	89% A	85%	83%
Overall health and wellness opportunities in Clive	76%	78%	81% D	68%	74%
Overall opportunities for education, culture and the arts	80% B D	64%	72% D	60%	70%
Residents' connection and engagement with their community	74% D	68%	72%	62%	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").	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	(A)
	(A)	(B)	(C)	(D)	
Water shortages	17%	17%	14%	14%	15%
Water quality issues (taste, color, or odor)	27%	32%	28%	30%	29%
Water contamination (health concerns)	36%	35%	32%	32%	34%

TABLE 17: QUESTION 16

Percent rating positively (e.g., "yes").	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	(A)
	(A)	(B)	(C)	(D)	
Do you know what watershed you live in?	22%	27%	19%	17%	20%