

# THE NCS™

The National Community Survey™

## Clive, IA

*Trends Over Time*  
2020



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National Research Center, Inc.  
2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863



*Leaders at the Core of Better Communities*

International City/County Management Association  
777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# About Trends Over Time

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. The NCS captures residents' opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity & Engagement

This report discusses trends over time, comparing the 2020 ratings for the City of Clive to its previous survey results in 2012, 2014, 2016, and 2018. Additional reports and technical appendices are available under separate cover.



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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

Trend data for Clive represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than seven percentage points between the 2018 and 2020 surveys, otherwise the comparisons between 2018 and 2020 are noted as being "similar." Additionally, the benchmark comparisons for the current survey results are presented for reference.

Overall, ratings in Clive for 2020 generally remained stable. Of the 119 items for which comparisons were available, 106 items were rated similarly in 2018 and 2020, six items showed a decrease in ratings and seven showed an increase in ratings. Notable trends over time included the following:

- Within the facet of Mobility, ratings for the overall quality of the transportation system and street repair declined in 2020 compared to 2018.
- Within the facet of Economy, in 2020 fewer community members believed the economy would have a positive impact on their income in the six months after the survey. Additionally, more residents were experiencing housing cost stress in 2020 compared to 2018. However, more respondents gave favorable reviews to the vibrancy of the downtown/commercial area of Clive.
- Respondents' sense of community was on the rise in 2020 and they contacted the City of Clive for information more often than they did in 2018.
- More residents walked or biked instead of driving in 2020 than they reported in 2018.

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**Table 1: Quality of Life**

Quality of Life Items Percent rating positively (e.g., excellent/good, very/somewhat likely)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall image or reputation of Clive	92%	86%	91%	94%	89%	Similar	Higher
The overall quality of life in Clive	94%	92%	96%	95%	96%	Similar	Higher
Clive as a place to live	97%	95%	98%	98%	97%	Similar	Higher
Recommend living in Clive to someone who asks	98%	97%	97%	98%	98%	Similar	Higher
Remain in Clive for the next five years	93%	87%	91%	93%	93%	Similar	Higher

**Table 2: Governance**

Governance Items Percent rating positively (e.g., excellent/good)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall confidence in Clive government	NA	73%	80%	80%	83%	Similar	Higher
The overall direction that Clive is taking	81%	78%	86%	86%	88%	Similar	Higher
The value of services for the taxes paid to Clive	75%	69%	74%	71%	78%	Higher	Higher
Generally acting in the best interest of the community	NA	76%	81%	83%	83%	Similar	Much higher
Being honest	NA	80%	83%	83%	85%	Similar	Much higher
Being open and transparent to the public	NA	NA	NA	NA	86%	NA	Much higher
Informing residents about issues facing the community	NA	NA	NA	NA	80%	NA	Much higher
The job Clive government does at welcoming resident involvement	71%	72%	73%	74%	80%	Similar	Higher
Treating all residents fairly	NA	79%	81%	85%	83%	Similar	Higher
Treating residents with respect	NA	NA	NA	NA	88%	NA	Higher
Overall customer service by Clive employees	88%	86%	87%	90%	92%	Similar	Higher
Public information services	81%	79%	83%	83%	88%	Similar	Higher
Quality of services provided by the City of Clive	88%	92%	89%	93%	92%	Similar	Higher
Quality of services provided by the Federal Government	50%	39%	43%	45%	50%	Similar	Similar

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**Table 3: Economy**

Economy Items Percent rating positively (e.g., excellent/good, very/somewhat positive)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall economic health of Clive	NA	86%	87%	93%	90%	Similar	Higher
Economic development	76%	80%	78%	81%	85%	Similar	Much higher
Overall quality of business and service establishments in Clive	82%	76%	84%	82%	87%	Similar	Higher
Variety of business and service establishments in Clive	NA	NA	NA	NA	81%	NA	Higher
Vibrancy of downtown/commercial area	NA	44%	47%	41%	61%	Higher	Similar
Shopping opportunities	62%	70%	78%	72%	69%	Similar	Similar
Clive as a place to visit	NA	68%	64%	74%	72%	Similar	Similar
Clive as a place to work	81%	76%	79%	86%	83%	Similar	Higher
Employment opportunities	54%	56%	71%	70%	71%	Similar	Higher
Cost of living in Clive	NA	72%	70%	74%	74%	Similar	Much higher
Economy will have positive impact on income	22%	38%	34%	48%	19%	Lower	Lower
NOT experiencing housing costs stress	82%	78%	80%	82%	74%	Lower	Similar

**Table 4: Mobility**

Mobility Items Percent rating positively (e.g., excellent/good, yes in the last 12 months)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of the transportation system in Clive	NA	93%	89%	89%	79%	Lower	Similar
Traffic flow on major streets	68%	67%	69%	75%	79%	Similar	Higher
Ease of travel by car in Clive	79%	88%	83%	87%	93%	Similar	Higher
Ease of travel by public transportation in Clive	NA	39%	45%	47%	51%	Similar	Higher
Ease of travel by bicycle in Clive	85%	75%	86%	84%	90%	Similar	Much higher
Ease of walking in Clive	86%	82%	87%	86%	88%	Similar	Higher
Ease of public parking	NA	88%	83%	85%	89%	Similar	Much higher
Bus or transit services	50%	51%	55%	53%	58%	Similar	Similar

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Mobility Items Percent rating positively (e.g., excellent/good, yes in the last 12 months)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Traffic enforcement	77%	78%	85%	84%	85%	Similar	Higher
Traffic signal timing	56%	61%	62%	57%	59%	Similar	Similar
Street repair	61%	68%	68%	68%	54%	Lower	Similar
Street cleaning	78%	77%	79%	81%	75%	Similar	Higher
Street lighting	82%	79%	78%	80%	85%	Similar	Higher
Snow removal	88%	85%	87%	87%	84%	Similar	Higher
Sidewalk maintenance	75%	77%	80%	82%	77%	Similar	Higher
Used bus, rail, subway, or other public transportation instead of driving	NA	6%	6%	4%	8%	Similar	Lower
Carpooled with other adults or children instead of driving alone	NA	33%	37%	36%	37%	Similar	Similar
Walked or biked instead of driving	NA	60%	52%	53%	64%	Higher	Similar

**Table 5: Community Design**

Community Design Items Percent rating positively (e.g., excellent/good)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall design or layout of Clive's residential and commercial areas	NA	80%	77%	83%	86%	Similar	Higher
Overall appearance of Clive	92%	93%	93%	93%	87%	Similar	Higher
Your neighborhood as a place to live	91%	91%	95%	91%	95%	Similar	Higher
Overall quality of new development in Clive	82%	72%	76%	76%	81%	Similar	Higher
Well-planned residential growth	NA	NA	NA	NA	82%	NA	Higher
Well-planned commercial growth	NA	NA	NA	NA	70%	NA	Higher
Well-designed neighborhoods	NA	NA	NA	NA	83%	NA	Higher
Preservation of the historical or cultural character of the community	NA	NA	NA	NA	73%	NA	Higher
Public places where people want to spend time	NA	76%	80%	82%	79%	Similar	Higher
Variety of housing options	77%	82%	79%	81%	79%	Similar	Much higher

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Community Design Items Percent rating positively (e.g., excellent/good)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Availability of affordable quality housing	71%	75%	74%	69%	73%	Similar	Much higher
Land use, planning, and zoning	73%	75%	70%	75%	78%	Similar	Higher
Code enforcement	73%	74%	70%	73%	73%	Similar	Higher

**Table 6: Utilities**

Utilities Items Percent rating positively (e.g., excellent/good)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of the utility infrastructure in Clive	NA	NA	NA	NA	88%	NA	Higher
Affordable high-speed internet access	NA	NA	NA	NA	64%	NA	Similar
Power (electric and/or gas) utility	NA	93%	93%	92%	91%	Similar	Higher
Garbage collection	92%	91%	90%	94%	93%	Similar	Similar
Drinking water	84%	88%	83%	88%	87%	Similar	Higher
Sewer services	89%	95%	89%	92%	93%	Similar	Higher
Storm water management	77%	84%	82%	88%	84%	Similar	Higher
Utility billing	NA	89%	85%	87%	88%	Similar	Higher

**Table 7: Safety**

Safety Items Percent rating positively (e.g., excellent/good, very/somewhat safe)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall feeling of safety in Clive	NA	95%	95%	98%	95%	Similar	Higher
Police/Sheriff services	91%	92%	96%	95%	92%	Similar	Higher
Crime prevention	90%	89%	92%	91%	90%	Similar	Higher
Animal control	75%	77%	82%	85%	88%	Similar	Higher
Ambulance or emergency medical services	96%	97%	98%	98%	96%	Similar	Similar
Fire services	96%	98%	98%	99%	97%	Similar	Similar
Fire prevention and education	89%	89%	92%	92%	91%	Similar	Higher
Emergency preparedness	81%	75%	77%	78%	85%	Similar	Higher

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Safety Items Percent rating positively (e.g., excellent/good, very/somewhat safe)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
In your neighborhood during the day	97%	95%	98%	97%	98%	Similar	Similar
In Clive's downtown/commercial area during the day	96%	95%	94%	94%	98%	Similar	Similar
From property crime	85%	NA	NA	NA	90%	NA	Higher
From violent crime	94%	NA	NA	NA	98%	NA	Higher
From fire, flood, or other natural disaster	NA	NA	NA	NA	87%	NA	Similar

**Table 8: Natural Environment**

Natural Environment Items Percent rating positively (e.g., excellent/good)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of natural environment in Clive	90%	89%	90%	92%	93%	Similar	Higher
Cleanliness of Clive	92%	95%	93%	94%	89%	Similar	Higher
Water resources	NA	NA	NA	NA	61%	NA	Similar
Air quality	92%	94%	96%	94%	94%	Similar	Higher
Preservation of natural areas	83%	73%	78%	76%	88%	Higher	Much higher
Clive open space	NA	68%	77%	80%	86%	Similar	Higher
Recycling	89%	87%	89%	88%	87%	Similar	Similar
Yard waste pick-up	86%	84%	90%	90%	89%	Similar	Higher

**Table 9: Parks and Recreation**

Parks and Recreation Items Percent rating positively (e.g., excellent/good)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of parks and recreation opportunities	NA	NA	NA	NA	93%	NA	Higher
Availability of paths and walking trails	90%	91%	95%	90%	94%	Similar	Much higher
City parks	91%	90%	92%	94%	91%	Similar	Similar
Recreational opportunities	73%	79%	83%	84%	86%	Similar	Higher
Recreation programs or classes	81%	81%	80%	83%	86%	Similar	Higher
Recreation centers or facilities	83%	80%	83%	88%	82%	Similar	Similar



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Parks and Recreation Items Percent rating positively (e.g., excellent/good)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Fitness opportunities	NA	88%	92%	87%	90%	Similar	Higher

**Table 10: Health and Wellness**

Health and Wellness Items Percent rating positively (e.g., excellent/good, excellent/very good)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall health and wellness opportunities in Clive	NA	87%	90%	87%	91%	Similar	Higher
Health services	87%	85%	89%	85%	89%	Similar	Higher
Availability of affordable quality health care	NA	81%	88%	88%	87%	Similar	Higher
Availability of preventive health services	NA	80%	89%	87%	86%	Similar	Higher
Availability of affordable quality mental health care	NA	74%	72%	56%	69%	Higher	Higher
Availability of affordable quality food	NA	84%	85%	87%	88%	Similar	Higher
In very good to excellent health	NA	73%	69%	68%	73%	Similar	Similar

**Table 11: Education, Arts, and Culture**

Education, Arts, and Culture Items Percent rating positively (e.g., excellent/good)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall opportunities for education, culture, and the arts	NA	78%	87%	81%	77%	Similar	Similar
Opportunities to attend cultural/arts/music activities	48%	48%	62%	63%	64%	Similar	Similar
Opportunities to attend special events and festivals	NA	65%	80%	77%	73%	Similar	Similar
Community support for the arts	NA	NA	NA	NA	67%	NA	Higher
Public library services	86%	88%	91%	90%	93%	Similar	Similar
Availability of affordable quality child care/preschool	66%	75%	77%	73%	77%	Similar	Higher
K-12 education	91%	86%	93%	94%	91%	Similar	Higher
Adult educational opportunities	NA	65%	67%	71%	75%	Similar	Higher

**Table 12: Inclusivity and Engagement**

Inclusivity and Engagement Items Percent rating positively (e.g., excellent/good)	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Residents' connection and engagement with their community	NA	NA	NA	NA	68%	NA	Higher
Sense of community	72%	69%	67%	65%	76%	Higher	Higher
Sense of civic/community pride	NA	NA	NA	NA	75%	NA	Higher
Neighborliness of Clive	NA	74%	75%	76%	79%	Similar	Higher
Clive as a place to raise children	97%	92%	96%	98%	95%	Similar	Higher
Clive as a place to retire	78%	75%	80%	81%	80%	Similar	Higher
Openness and acceptance of the community toward people of diverse backgrounds	77%	76%	74%	74%	73%	Similar	Similar
Making all residents feel welcome	NA	NA	NA	NA	88%	NA	Higher
Attracting people from diverse backgrounds	NA	NA	NA	NA	67%	NA	Similar
Valuing/respecting residents from diverse backgrounds	NA	NA	NA	NA	77%	NA	Higher
Taking care of vulnerable residents	NA	NA	NA	NA	84%	NA	Much higher
Opportunities to participate in social events and activities	66%	57%	68%	67%	74%	Similar	Similar
Opportunities to volunteer	71%	64%	73%	74%	76%	Similar	Similar
Opportunities to participate in community matters	68%	68%	71%	72%	75%	Similar	Similar

**Table 13: Participation**

Participation Items Percent having done each in last 12 months, or having done each a few times a week or more	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Contacted Clive for help or information	49%	43%	40%	39%	48%	Higher	Similar
Contacted Clive elected officials to express your opinion	NA	17%	12%	16%	14%	Similar	Similar
Attended a local public meeting	21%	13%	13%	10%	15%	Similar	Similar
Watched (online or on television) a local public meeting	NA	10%	7%	10%	8%	Similar	Lower
Volunteered your time to some group/activity in Clive	29%	18%	22%	22%	19%	Similar	Lower
Campaigned or advocated for an issue, cause or candidate	NA	21%	22%	19%	15%	Similar	Similar

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Participation Items Percent having done each in last 12 months, or having done each a few times a week or more	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Voted in your most recent local election	NA	NA	NA	NA	68%	NA	Similar
Access the internet from your home using a computer, laptop or tablet computer	NA	NA	NA	NA	95%	NA	Similar
Access the internet from your cell phone	NA	NA	NA	NA	93%	NA	Similar
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	NA	NA	NA	NA	86%	NA	Similar
Use or check email	NA	NA	NA	NA	97%	NA	Similar
Share your opinions online	NA	NA	NA	NA	31%	NA	Similar
Shop online	NA	NA	NA	NA	50%	NA	Similar

**Table 14: Focus Areas**

Focus Areas Percent rating each as "essential" or "very important"	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall economic health of Clive	NA	90%	89%	89%	90%	Similar	Similar
Overall quality of the transportation system in Clive	NA	86%	81%	87%	79%	Lower	Similar
Overall design or layout of Clive's residential and commercial areas	NA	74%	75%	73%	76%	Similar	Similar
Overall quality of the utility infrastructure in Clive	NA	NA	NA	NA	90%	NA	Similar
Overall feeling of safety in Clive	NA	92%	93%	94%	93%	Similar	Similar
Overall quality of natural environment in Clive	NA	84%	82%	87%	87%	Similar	Similar
Overall quality of parks and recreation opportunities	NA	NA	NA	NA	83%	NA	Similar
Overall health and wellness opportunities in Clive	NA	68%	73%	76%	74%	Similar	Similar
Overall opportunities for education, culture, and the arts	NA	73%	71%	74%	70%	Similar	Lower
Residents' connection and engagement with their community	NA	74%	77%	76%	69%	Lower	Lower