The National Citizen Survey™

City of Clive, IA
2012

Report of Geographic Subgroup Comparisons

NATIONAL RESEARCH CENTER INC.
2955 Valmont Road, Suite 300
Boulder, CO 80301
www.n-r-c.com • 303-444-7863

ICMA
777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

Contents

Survey Background 1
About The National Citizen Survey™ 1
Understanding the Results 2
"Don't Know" Responses 2
Understanding the Tables 2
Comparisons 3

The National Citizen Survey™ by National Research Center, Inc.

Survey Background

About The National Citizen Survey™

The National Citizen 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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Clive staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Clive staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

The National Citizen Survey™ by National Research Center, Inc.

Understanding the Results

"Don't Know" Responses

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Understanding the Tables

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses 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 felt the rate of growth was "about right."

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Where differences were statistically significant, they are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus 3xx percentage points around any given percent reported for the entire sample (667 completed surveys). For each District (1 thru 7), the margin of error rises to approximately + or - 20% since sample sizes were approximately 119 for District 1, 103 for District 2, 109 for District 3, 23 for District 4, 121 for District 5, 99 for District 6 and 93 for District 7.

The National Citizen Survey™ Clive, IA 2012
Geographic Comparison Areas

The National Citizen Survey™ by National Research Center, Inc.

Comparisons

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")								
	District							
Please rate each of the following aspects of quality of life in Clive:	1	2	3	4	5	6	7	Overall
Clive as a place to live	95%	100%	100%	100%	98%	99%	92%	97%
Your neighborhood as a place to live	71%	94%	99%	100%	100%	98%	92%	91%
Clive as a place to raise children	92%	99%	97%	97%	98%	99%	95%	97%
Clive as a place to work	79%	81%	85%	79%	84%	77%	80%	81%
Clive as a place to retire	80%	90%	91%	79%	74%	76%	59%	78%
The overall quality of life in Clive	86%	97%	99%	97%	97%	97%	93%	94%

Question 2: Community Characteristics (Percent "excellent" or "good")								
	District							
Please rate each of the following characteristics as they relate to Clive as a whole:	1	2	3	4	5	6	7	Overall
Sense of community	70%	74%	85%	86%	70%	68%	65%	72%
Openness and acceptance of the community to people of diverse backgrounds	75%	82%	84%	94%	72%	66%	78%	77%
Overall appearance of Clive	85%	90%	97%	97%	95%	96%	90%	92%
Cleanliness of Clive	89%	91%	95%	100%	95%	95%	89%	92%
Overall quality of new development in Clive	70%	79%	93%	97%	86%	83%	83%	82%
Variety of housing options	67%	82%	88%	91%	75%	74%	77%	77%
Overall quality of business and service establishments in Clive	79%	85%	92%	97%	81%	81%	73%	82%
Shopping opportunities	61%	73%	84%	81%	57%	53%	46%	62%
Opportunities to attend cultural activities	45%	48%	59%	63%	45%	39%	48%	48%
Recreational opportunities	64%	79%	82%	97%	77%	67%	69%	73%
Employment opportunities	50%	47%	73%	75%	52%	51%	50%	54%
Educational opportunities	64%	73%	80%	92%	67%	70%	65%	70%
Opportunities to participate in social events and activities	53%	68%	74%	83%	70%	67%	62%	66%
Opportunities to participate in religious or spiritual events and activities	65%	79%	81%	72%	79%	74%	74%	75%
Opportunities to volunteer	59%	81%	73%	87%	76%	68%	66%	71%
Opportunities to participate in community matters	65%	74%	77%	92%	67%	65%	56%	68%

The National Citizen Survey™ by National Research Center, Inc.

Question 2: Community Characteristics (Percent "excellent" or "good")								
	District							
Please rate each of the following characteristics as they relate to Clive as a whole:	1	2	3	4	5	6	7	Overall
Ease of car travel in Clive	77%	80%	89%	79%	77%	80%	75%	79%
Ease of bus travel in Clive	51%	47%	45%	47%	35%	38%	35%	43%
Ease of bicycle travel in Clive	79%	81%	93%	100%	76%	88%	89%	85%
Ease of walking in Clive	79%	91%	89%	90%	80%	91%	87%	86%
Availability of paths and walking trails	85%	92%	98%	100%	89%	88%	88%	90%
Traffic flow on major streets	68%	68%	72%	69%	68%	65%	69%	68%
Availability of affordable quality housing	66%	70%	87%	65%	64%	67%	82%	71%
Availability of affordable quality child care	56%	85%	71%	64%	49%	66%	80%	66%
Air quality	87%	97%	92%	100%	89%	91%	93%	92%
Quality of overall natural environment in Clive	90%	88%	95%	100%	89%	93%	87%	90%
Overall image or reputation of Clive	83%	96%	98%	100%	91%	95%	88%	92%

Question 3: Growth (Percent of respondents)								
	District							
Please rate the speed of growth in the following categories in Clive over the past 2 years:	1	2	3	4	5	6	7	Overall
Population growth too fast	18%	12%	6%	3%	8%	24%	22%	15%
Retail growth too slow	38%	36%	19%	9%	30%	36%	54%	35%
Job growth too slow	57%	65%	54%	40%	56%	55%	65%	58%

Question 4: Code Enforcement (Percent a "major" problem)								
	District							
	1	2	3	4	5	6	7	Overall
Run down buildings, weed lots or junk vehicle a major problem in Clive	2%	2%	0%	0%	0%	0%	0%	1%

The National Citizen Survey™ by National Research Center, Inc.

Question 5: Community Safety (Percent "very" or "somewhat" safe)								
	District							
Please rate how safe or unsafe you feel from the following in Clive:	1	2	3	4	5	6	7	Overall
Violent crime (e.g., rape, assault, robbery)	81%	97%	94%	100%	95%	98%	99%	94%
Property crimes (e.g., burglary, theft)	69%	88%	89%	96%	87%	83%	95%	85%
Environmental hazards, including toxic waste	78%	89%	95%	95%	98%	92%	97%	91%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)								
	District							
Please rate how safe or unsafe you feel:	1	2	3	4	5	6	7	Overall
In your neighborhood during the day	93%	98%	100%	100%	97%	96%	99%	97%
In your neighborhood after dark	76%	93%	95%	95%	94%	92%	98%	91%
In Clive's commercial areas during the day	95%	98%	98%	100%	93%	93%	97%	96%
In Clive's commercial areas after dark	80%	87%	86%	95%	88%	85%	88%	86%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")								
	District							
	1	2	3	4	5	6	7	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	11%	9%	8%	15%	1%	8%	1%	7%
If yes, was this crime (these crimes) reported to the police?	95%	72%	100%	67%	0%	76%	100%	85%

The National Citizen Survey™ by National Research Center, Inc.

Question 9: Resident Behaviors (Percent at least once in past 12 months)								
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Clive?	District							
	1	2	3	4	5	6	7	Overall
Used Clive public libraries or their services	44%	67%	75%	78%	69%	65%	63%	63%
Used Clive recreation centers	49%	51%	60%	94%	52%	60%	60%	57%
Participated in a recreation program or activity	32%	29%	44%	67%	34%	41%	44%	38%
Visited a neighborhood park or City park	82%	81%	89%	100%	77%	91%	92%	86%
Ridden a local bus within Clive	12%	4%	4%	0%	3%	1%	7%	6%
Attended a meeting of local elected officials or other local public meeting	21%	27%	18%	24%	24%	12%	26%	21%
Read Clive Newsletter	81%	99%	98%	100%	96%	93%	99%	94%
Visited the City of Clive Web site (at www.cityofclive.com)	53%	72%	67%	92%	53%	65%	81%	66%
Recycled used paper, cans or bottles from your home	71%	94%	99%	100%	100%	95%	98%	92%
Volunteered your time to some group or activity in Clive	15%	31%	26%	51%	35%	32%	33%	29%
Participated in religious or spiritual activities in Clive	17%	23%	50%	43%	35%	39%	35%	32%
Participated in a club or civic group in Clive	11%	22%	27%	37%	21%	14%	22%	20%
Provided help to a friend or neighbor	85%	99%	96%	100%	98%	100%	98%	96%

Question 10: Neighborliness (Percent at least several times a week)								
	District							
	1	2	3	4	5	6	7	Overall
Visit with neighbors at least several times a week	34%	59%	58%	60%	64%	59%	50%	53%

The National Citizen Survey™ by National Research Center, Inc.

Question 11: Service Quality (Percent "excellent" or "good")								
	District							
Please rate the quality of each of the following services in Clive:	1	2	3	4	5	6	7	Overall
Police services	88%	94%	97%	100%	92%	94%	81%	91%
Fire services	95%	97%	99%	100%	95%	98%	91%	96%
Ambulance or emergency medical services	95%	96%	99%	100%	97%	98%	92%	96%
Crime prevention	85%	90%	94%	97%	88%	91%	92%	90%
Fire prevention and education	93%	89%	95%	89%	92%	89%	78%	89%
Traffic enforcement	78%	81%	85%	84%	79%	74%	64%	77%
Street repair	49%	53%	57%	84%	66%	71%	67%	61%
Street cleaning	71%	78%	81%	97%	76%	83%	77%	78%
Street lighting	74%	83%	84%	81%	88%	89%	80%	82%
Snow removal	80%	89%	94%	97%	94%	93%	78%	88%
Sidewalk maintenance	72%	71%	79%	83%	76%	81%	72%	75%
Traffic signal timing	54%	55%	55%	55%	47%	57%	66%	56%
Bus or transit services	59%	62%	51%	35%	30%	56%	30%	50%
Garbage collection	88%	93%	98%	88%	91%	96%	91%	92%
Recycling	71%	88%	96%	89%	91%	97%	89%	89%
Yard waste pick-up	76%	89%	83%	89%	93%	96%	76%	86%
Storm drainage	71%	76%	86%	79%	75%	85%	73%	77%
Drinking water	74%	85%	87%	93%	88%	88%	82%	84%
Sewer services	81%	94%	90%	97%	90%	95%	86%	89%
City parks	86%	92%	97%	94%	87%	94%	91%	91%
Recreation programs or classes	71%	89%	83%	92%	75%	86%	80%	81%
Recreation centers or facilities	75%	91%	92%	97%	78%	82%	77%	83%
Land use, planning and zoning	66%	77%	79%	84%	72%	74%	69%	73%
Code enforcement (weeds, abandoned buildings, etc.)	69%	79%	80%	85%	71%	73%	69%	73%
Animal control	70%	76%	78%	80%	69%	83%	72%	75%
Economic development	66%	83%	78%	89%	76%	83%	69%	76%
Health services	73%	95%	89%	96%	88%	92%	87%	87%
Services to seniors	78%	79%	87%	100%	77%	86%	72%	81%
Services to youth	74%	84%	79%	95%	78%	85%	83%	81%

The National Citizen Survey™ by National Research Center, Inc.

Question 11: Service Quality (Percent "excellent" or "good")								
	District							
Please rate the quality of each of the following services in Clive:	1	2	3	4	5	6	7	Overall
Services to low-income people	60%	81%	71%	77%	52%	69%	60%	66%
Public library services	85%	94%	88%	88%	80%	88%	79%	86%
Public information services	78%	85%	83%	90%	84%	89%	68%	81%
Public schools	86%	92%	98%	97%	85%	94%	89%	91%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	77%	88%	90%	89%	76%	86%	68%	81%
Preservation of natural areas such as open space, farmlands and greenbelts	75%	91%	87%	95%	85%	79%	78%	83%

Question 12: Government Services Overall (Percent "excellent" or "good")								
	District							
Overall, how would you rate the quality of the services provided by each of the following?	1	2	3	4	5	6	7	Overall
The City of Clive	81%	91%	96%	97%	90%	88%	85%	88%
The Federal Government	44%	49%	54%	38%	50%	58%	47%	50%
The State Government	55%	58%	54%	57%	55%	66%	54%	57%
Polk County Government	54%	62%	66%	65%	62%	71%	59%	62%
Dallas County Government	55%	56%	78%	67%	83%	84%	72%	73%

Question 13: Contact with City Employees (Percent "yes")								
	District							
	1	2	3	4	5	6	7	Overall
Have you had any in-person, phone or email contact with an employee of the City of Clive within the last 12 months (including police, receptionists, planners or any others)?	42%	58%	56%	67%	40%	46%	53%	49%

Question 14: City Employees (Percent "excellent" or "good")								
	District							
What was your impression of the employee(s) of the City of Clive in your most recent contact?	1	2	3	4	5	6	7	Overall
Knowledge	89%	92%	83%	100%	82%	95%	87%	89%
Responsiveness	91%	94%	82%	96%	84%	90%	88%	89%
Courtesy	85%	92%	92%	100%	90%	92%	85%	90%
Overall impression	86%	93%	86%	96%	83%	92%	84%	88%

The National Citizen Survey™ by National Research Center, Inc.

Question 15: Government Performance (Percent "excellent" or "good")								
	District							
Please rate the following categories of Clive government performance:	1	2	3	4	5	6	7	Overall
The value of services for the taxes paid to Clive	70%	80%	89%	84%	72%	79%	58%	75%
The overall direction that Clive is taking	70%	89%	93%	97%	80%	83%	72%	81%
The job Clive government does at welcoming citizen involvement	66%	80%	80%	91%	70%	68%	62%	71%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)								
	District							
Please indicate how likely or unlikely you are to do each of the following:	1	2	3	4	5	6	7	Overall
Recommend living in Clive to someone who asks	97%	100%	100%	100%	98%	97%	94%	98%
Remain in Clive for the next five years	91%	89%	98%	100%	96%	92%	90%	93%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)								
	District							
	1	2	3	4	5	6	7	Overall
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%	14%	18%	24%	24%	27%	26%	22%

The National Citizen Survey™ by National Research Center, Inc.

Question 18: Custom Question 1 (Percent "somewhat" or "strongly" support)								
The City of Clive continues to work to improve practices that help the environment. To what extent do you support or oppose the City of Clive substantially increasing and/or developing each of the following given that you may experience increased costs (through a property tax increase or higher fee)?	District							
	1	2	3	4	5	6	7	Overall
Increase residential recycling and reuse programs	93%	84%	85%	90%	79%	84%	80%	85%
Increase commercial recycling programs	95%	86%	89%	90%	81%	87%	83%	87%
Reduce the community's greenhouse gas emissions	83%	95%	93%	86%	91%	91%	80%	88%
Reduce the government's greenhouse gas emissions	87%	80%	77%	76%	77%	79%	70%	79%
Support residential wind/solar renewable energy	94%	92%	88%	87%	73%	85%	85%	86%
Establish energy efficiency standards for new construction	97%	83%	89%	74%	81%	88%	79%	86%
Reduce water consumption	88%	89%	78%	80%	78%	74%	73%	80%
Reduce improper household hazardous waste disposal	91%	92%	87%	97%	86%	84%	88%	88%
Add bicycle lanes on city streets	52%	51%	57%	52%	48%	46%	49%	50%
Increase transit opportunities	89%	77%	93%	55%	72%	71%	65%	77%
Increase mixed use developments	79%	68%	70%	52%	50%	71%	69%	68%
Increase open space in new developments	88%	85%	81%	76%	81%	90%	89%	86%
Encourage higher density residential improvements	49%	28%	36%	26%	23%	25%	16%	30%
Encourage local food opportunities (i.e.: community gardens, farmers markets, backyard agriculture)	95%	95%	90%	75%	85%	88%	88%	90%
Preserve/expand natural Greenbelt (i.e.: creek, forest, wetlands, animal habitat)	95%	93%	96%	97%	89%	94%	93%	93%
Reduce impacts to water quality	94%	94%	94%	90%	90%	92%	92%	93%
Incent homeowners to implement environmentally sustainable measures	82%	86%	85%	65%	75%	85%	85%	82%
Incent business owners to implement environmentally sustainable measures	88%	87%	87%	67%	75%	87%	86%	85%

The National Citizen Survey™ by National Research Center, Inc.

Question 19: Custom Question 1 (Percent "somewhat" or "strongly" support)								
Thinking about the next 20 years in Clive, to what extent do you support or oppose the City of Clive adding more of each of the following types of development?	District							
	1	2	3	4	5	6	7	Overall
Residential (single family and townhomes)	97%	89%	94%	94%	90%	92%	94%	93%
Multi-family residential (apartments and condos)	65%	45%	43%	40%	44%	46%	41%	48%
Senior housing (independent living, assisted living, skilled care)	93%	85%	86%	74%	76%	77%	82%	83%
Quality affordable housing	91%	86%	88%	72%	73%	77%	74%	82%
Residential/commercial mixed use	80%	66%	70%	64%	71%	81%	73%	74%
Commercial retail	90%	75%	82%	78%	81%	89%	87%	84%
Commercial office/employment	89%	86%	83%	88%	83%	88%	89%	87%
Commercial entertainment	91%	72%	70%	77%	73%	83%	87%	80%
Industrial	45%	40%	38%	23%	22%	31%	40%	36%
Neighborhood parks	94%	95%	97%	89%	92%	94%	95%	94%
Recreational facilities	93%	90%	95%	86%	88%	92%	93%	92%
Natural open space	95%	97%	92%	86%	92%	96%	96%	95%

The National Citizen Survey™ by National Research Center, Inc.