

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

**Clive, IA**  
Trends over Time

2018



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# Summary

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 research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2018 ratings for the City of Clive to its previous survey results in 2012, 2014 and 2016. Additional reports and technical appendices are available under separate cover.

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 2016 and 2018 surveys, otherwise the comparisons between 2016 and 2018 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Clive for 2018 generally remained stable. Of the 134 items for which comparisons were available, 131 items were rated similarly in 2016 and 2018, one item showed a decrease in rating and two showed an increase in ratings. Notable trends over time included the following:

- The two items that increased were both related to Economy; higher quality ratings were given to Clive as a place to visit in 2018 compared to 2016 and more residents felt the economy would have a positive impact on their income in 2018.
- Ratings for the quality of mental health care in Clive was the only item to see a drop in rating between 2016 and 2018.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)				2018 rating compared to 2016	Comparison to benchmark			
	2012	2014	2016	2018		2012	2014	2016	2018
Overall quality of life	94%	92%	96%	95%	Similar	Much higher	Higher	Higher	Higher
Overall image	92%	86%	91%	94%	Similar	Much higher	Higher	Higher	Higher
Place to live	97%	95%	98%	98%	Similar	Much higher	Higher	Higher	Higher
Neighborhood	91%	91%	95%	91%	Similar	Much higher	Similar	Higher	Higher
Place to raise children	97%	92%	96%	98%	Similar	Much higher	Higher	Higher	Higher
Place to retire	78%	75%	80%	81%	Similar	Much higher	Similar	Higher	Higher
Overall appearance	92%	93%	93%	93%	Similar	Much higher	Higher	Higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2018 rating compared to 2016	Comparison to benchmark				
		2012	2014	2016	2018		2012	2014	2016	2018	
Safety	Overall feeling of safety	NA	95%	95%	98%	Similar	NA	Higher	Higher	Higher	
	Safe in neighborhood	97%	95%	98%	97%	Similar	Much higher	Similar	Similar	Similar	
	Safe downtown/commercial area	96%	95%	94%	94%	Similar	Much higher	Similar	Similar	Similar	
Mobility	Overall ease of travel	NA	93%	89%	89%	Similar	NA	Higher	Higher	Higher	
	Paths and walking trails	90%	91%	95%	90%	Similar	Much higher	Much higher	Much higher	Much higher	
	Ease of walking	86%	82%	87%	86%	Similar	Much higher	Higher	Higher	Higher	
	Travel by bicycle	85%	75%	86%	84%	Similar	Much higher	Higher	Much higher	Much higher	
	Travel by public transportation	NA	39%	45%	47%	Similar	NA	Lower	Similar	Similar	
	Travel by car	79%	88%	83%	87%	Similar	Much higher	Higher	Higher	Higher	
	Public parking	NA	88%	83%	85%	Similar	NA	Higher	Higher	Much higher	
	Traffic flow	68%	67%	69%	75%	Similar	Much higher	Higher	Higher	Higher	
	Natural Environment	Overall natural environment	90%	89%	90%	92%	Similar	Much higher	Higher	Higher	Higher
		Cleanliness	92%	95%	93%	94%	Similar	Much higher	Higher	Higher	Higher
Air quality		92%	94%	96%	94%	Similar	Much higher	Higher	Higher	Higher	
Built Environment	Overall built environment	NA	80%	77%	83%	Similar	NA	Similar	Higher	Higher	
	New development in Clive	82%	72%	76%	76%	Similar	Much higher	Similar	Higher	Higher	
	Affordable quality housing	71%	75%	74%	69%	Similar	Much higher	Much higher	Much higher	Much higher	
	Housing options	77%	82%	79%	81%	Similar	Much higher	Higher	Higher	Higher	
	Public places	NA	76%	80%	82%	Similar	NA	Similar	Higher	Higher	
Economy	Overall economic health	NA	86%	87%	93%	Similar	NA	Higher	Higher	Much higher	
	Vibrant downtown/commercial area	NA	44%	47%	41%	Similar	NA	Similar	Similar	Similar	

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2018 rating compared to 2016	Comparison to benchmark			
		2012	2014	2016	2018		2012	2014	2016	2018
	Business and services	82%	76%	84%	82%	Similar	Much higher	Similar	Higher	Higher
	Cost of living	NA	72%	70%	74%	Similar	NA	Higher	Higher	Higher
	Shopping opportunities	62%	70%	78%	72%	Similar	Much higher	Higher	Higher	Higher
	Employment opportunities	54%	56%	71%	70%	Similar	Much higher	Higher	Much higher	Much higher
	Place to visit	NA	68%	64%	74%	Higher	NA	Similar	Similar	Similar
	Place to work	81%	76%	79%	86%	Similar	Much higher	Higher	Higher	Much higher
	Health and wellness	NA	87%	90%	87%	Similar	NA	Higher	Higher	Higher
Recreation and Wellness	Mental health care	NA	74%	72%	56%	Lower	NA	Higher	Much higher	Similar
	Preventive health services	NA	80%	89%	87%	Similar	NA	Higher	Much higher	Higher
	Health care	NA	81%	88%	88%	Similar	NA	Higher	Much higher	Higher
	Food	NA	84%	85%	87%	Similar	NA	Higher	Higher	Higher
	Recreational opportunities	73%	79%	83%	84%	Similar	Much higher	Similar	Higher	Higher
	Fitness opportunities	NA	88%	92%	87%	Similar	NA	Higher	Higher	Higher
	Education and enrichment opportunities	NA	78%	87%	81%	Similar	NA	Similar	Higher	Higher
Education and Enrichment	Religious or spiritual events and activities	75%	75%	82%	88%	Similar	Similar	Similar	Similar	Similar
	Cultural/arts/music activities	48%	48%	62%	63%	Similar	Similar	Similar	Similar	Similar
	Adult education	NA	65%	67%	71%	Similar	NA	Similar	Similar	Higher
	K-12 education	91%	86%	93%	94%	Similar	Much higher	Higher	Higher	Higher
	Child care/preschool	66%	75%	77%	73%	Similar	Much higher	Higher	Higher	Higher
	Social events and activities	66%	57%	68%	67%	Similar	Higher	Similar	Similar	Similar
Community Engagement	Neighborliness	NA	74%	75%	76%	Similar	NA	Higher	Higher	Similar
	Openness and acceptance	77%	76%	74%	74%	Similar	Much higher	Similar	Similar	Similar
	Opportunities to participate in community matters	68%	68%	71%	72%	Similar	Higher	Similar	Similar	Similar
	Opportunities to volunteer	71%	64%	73%	74%	Similar	Similar	Similar	Similar	Similar

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Table 3: Governance General

	Percent rating positively (e.g., excellent/good)				2018 rating compared to 2016	Comparison to benchmark			
	2012	2014	2016	2018		2012	2014	2016	2018
Services provided by Clive	88%	92%	89%	93%	Similar	Much higher	Higher	Higher	Higher
Customer service	88%	86%	87%	90%	Similar	Much higher	Similar	Similar	Higher
Value of services for taxes paid	75%	69%	74%	71%	Similar	Much higher	Similar	Higher	Higher
Overall direction	81%	78%	86%	86%	Similar	Much higher	Higher	Higher	Higher
Welcoming citizen involvement	71%	72%	73%	74%	Similar	Much higher	Higher	Higher	Higher
Confidence in City government	NA	73%	80%	80%	Similar	NA	Higher	Higher	Higher
Acting in the best interest of Clive	NA	76%	81%	83%	Similar	NA	Higher	Higher	Higher
Being honest	NA	80%	83%	83%	Similar	NA	Higher	Higher	Higher
Treating all residents fairly	NA	79%	81%	85%	Similar	NA	Higher	Higher	Higher
Services provided by the Federal Government	50%	39%	43%	45%	Similar	Much higher	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)				2018 rating compared to 2016	Comparison to benchmark			
		2012	2014	2016	2018		2012	2014	2016	2018
Safety	Police	91%	92%	96%	95%	Similar	Much higher	Higher	Higher	Higher
	Fire	96%	98%	98%	99%	Similar	Much higher	Similar	Similar	Similar
	Ambulance/EMS	96%	97%	98%	98%	Similar	Much higher	Similar	Higher	Higher
	Crime prevention	90%	89%	92%	91%	Similar	Much higher	Higher	Higher	Higher
	Fire prevention	89%	89%	92%	92%	Similar	Much higher	Similar	Higher	Higher
	Animal control	75%	77%	82%	85%	Similar	Much higher	Similar	Higher	Higher
	Emergency preparedness	81%	75%	77%	78%	Similar	Much higher	Similar	Higher	Higher
Mobility	Traffic enforcement	77%	78%	85%	84%	Similar	Much higher	Similar	Higher	Higher
	Street repair	61%	68%	68%	68%	Similar	Much higher	Higher	Higher	Higher
	Street cleaning	78%	77%	79%	81%	Similar	Much higher	Similar	Higher	Higher
	Street lighting	82%	79%	78%	80%	Similar	Much higher	Higher	Higher	Higher
	Snow removal	88%	85%	87%	87%	Similar	Much higher	Higher	Higher	Higher
	Sidewalk maintenance	75%	77%	80%	82%	Similar	Much higher	Higher	Higher	Higher
	Traffic signal timing	56%	61%	62%	57%	Similar	Higher	Similar	Similar	Similar
Natural Environment	Bus or transit services	50%	51%	55%	53%	Similar	Much lower	Similar	Similar	Similar
	Garbage collection	92%	91%	90%	94%	Similar	Much higher	Similar	Similar	Similar
	Recycling	89%	87%	89%	88%	Similar	Much higher	Similar	Similar	Similar
	Yard waste pick-up	86%	84%	90%	90%	Similar	Much higher	Similar	Higher	Higher
	Drinking water	84%	88%	83%	88%	Similar	Much higher	Higher	Similar	Higher
	Natural areas preservation	83%	73%	78%	76%	Similar	Much higher	Higher	Higher	Higher
	Open space	NA	68%	77%	80%	Similar	NA	Similar	Higher	Higher
Built Environment	Storm drainage	77%	84%	82%	88%	Similar	Much higher	Higher	Higher	Higher
	Sewer services	89%	95%	89%	92%	Similar	Much higher	Higher	Similar	Higher

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		Percent rating positively (e.g., excellent/good)				2018 rating compared to 2016	Comparison to benchmark			
		2012	2014	2016	2018		2012	2014	2016	2018
Economy	Power utility	NA	93%	93%	92%	Similar	NA	Higher	Higher	Higher
	Utility billing	NA	89%	85%	87%	Similar	NA	Higher	Higher	Higher
	Land use, planning and zoning	73%	75%	70%	75%	Similar	Much higher	Higher	Higher	Higher
	Code enforcement	73%	74%	70%	73%	Similar	Much higher	Higher	Higher	Higher
	Cable television	NA	61%	57%	63%	Similar	NA	Similar	Similar	Similar
Economy	Economic development	76%	80%	78%	81%	Similar	Much higher	Higher	Higher	Higher
Recreation and Wellness	City parks	91%	90%	92%	94%	Similar	Much higher	Similar	Similar	Higher
	Recreation programs	81%	81%	80%	83%	Similar	Much higher	Similar	Similar	Higher
	Recreation centers	83%	80%	83%	88%	Similar	Much higher	Similar	Similar	Higher
	Health services	87%	85%	89%	85%	Similar	Much higher	Higher	Higher	Higher
Education and Enrichment	Special events	NA	65%	80%	77%	Similar	NA	Similar	Similar	Similar
Community Engagement	Public libraries	86%	88%	91%	90%	Similar	Similar	Similar	Similar	Similar
Community Engagement	Public information	81%	79%	83%	83%	Similar	Much higher	Similar	Higher	Higher

Table 5: Participation General

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2018 rating compared to 2016	Comparison to benchmark			
		2012	2014	2016	2018		2012	2014	2016	2018
	Sense of community	72%	69%	67%	65%	Similar	Higher	Similar	Similar	Similar
	Recommend Clive	98%	97%	97%	98%	Similar	Much higher	Higher	Higher	Higher
	Remain in Clive	93%	87%	91%	93%	Similar	Much higher	Similar	Similar	Higher
	Contacted Clive employees	49%	43%	40%	39%	Similar	Lower	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2018 rating compared to 2016	Comparison to benchmark			
		2012	2014	2016	2018		2012	2014	2016	2018
Safety	Stocked supplies for an emergency	NA	24%	25%	21%	Similar	NA	Lower	Lower	Lower
	Did NOT report a crime	NA	86%	87%	86%	Similar	NA	Similar	Similar	Similar
	Was NOT the victim of a crime	93%	91%	91%	94%	Similar	Much higher	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	6%	6%	4%	Similar	NA	Much lower	Much lower	Much lower
	Carpooled instead of driving alone	NA	33%	37%	36%	Similar	NA	Lower	Similar	Similar
	Walked or biked instead of driving	NA	60%	52%	53%	Similar	NA	Similar	Similar	Similar
Natural Environment	Conserved water	NA	79%	73%	70%	Similar	NA	Similar	Similar	Lower
	Made home more energy efficient	NA	80%	79%	76%	Similar	NA	Similar	Similar	Similar
	Recycled at home	92%	92%	94%	92%	Similar	Much higher	Similar	Similar	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2018 rating compared to 2016	Comparison to benchmark			
		2012	2014	2016	2018		2012	2014	2016	2018
Built Environment	Did NOT observe a code violation	NA	64%	75%	74%	Similar	NA	Similar	Much higher	Much higher
	NOT under housing cost stress	82%	78%	80%	82%	Similar	Much higher	Higher	Higher	Higher
Economy	Purchased goods or services in Clive	NA	94%	96%	97%	Similar	NA	Similar	Similar	Similar
	Economy will have positive impact on income	22%	38%	34%	48%	Higher	Higher	Higher	Similar	Higher
	Work in Clive	NA	21%	23%	24%	Similar	NA	Much lower	Much lower	Lower
Recreation and Wellness	Used Clive recreation centers	57%	59%	60%	55%	Similar	Similar	Similar	Similar	Similar
	Visited a City park	86%	79%	82%	84%	Similar	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	82%	84%	83%	Similar	NA	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	83%	86%	84%	Similar	NA	Similar	Similar	Similar
	In very good to excellent health	NA	73%	69%	68%	Similar	NA	Similar	Similar	Similar
Education and Enrichment	Used Clive public libraries	63%	56%	52%	51%	Similar	Much lower	Lower	Lower	Lower
	Participated in religious or spiritual activities	32%	26%	29%	24%	Similar	Much lower	Much lower	Lower	Much lower
	Attended a City-sponsored event	NA	34%	38%	43%	Similar	NA	Lower	Lower	Lower
Community Engagement	Campaigned for an issue, cause or candidate	NA	21%	22%	19%	Similar	NA	Similar	Similar	Similar
	Contacted Clive elected officials	NA	17%	12%	16%	Similar	NA	Similar	Similar	Similar
	Volunteered	29%	18%	22%	22%	Similar	Much lower	Much lower	Lower	Lower
	Participated in a club	20%	16%	21%	15%	Similar	Much lower	Lower	Similar	Lower
	Talked to or visited with neighbors	NA	93%	96%	94%	Similar	NA	Similar	Similar	Similar
	Done a favor for a neighbor	NA	86%	88%	90%	Similar	NA	Similar	Similar	Similar
	Attended a local public meeting	21%	13%	13%	10%	Similar	Much lower	Lower	Similar	Lower
	Watched a local public meeting	NA	10%	7%	10%	Similar	NA	Much lower	Much lower	Lower
	Read or watched local news	NA	94%	89%	86%	Similar	NA	Similar	Similar	Similar
	Voted in local elections	84%	86%	82%	84%	Similar	Much higher	Similar	Similar	Similar