THE NCS™

The National Citizen Survey™

Clovis, CA

Community Livability Report
2015

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Contents

About

The National Citizen Survey™ (The NCS) report is about the "livability" of Clovis. The phrase "livable community" is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. 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).

The Community Livability Report provides the opinions of a representative sample of 267 residents of the City of Clovis. The margin of error around any reported percentage is 6% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

Communities are partnerships among…

Residents

Community-based organizations

Government

Private sector

Quality of Life in Clovis

Almost all residents rated the quality of life in Clovis as excellent or good. This rating was similar to the national benchmark (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall Quality of Life

Excellent 39%
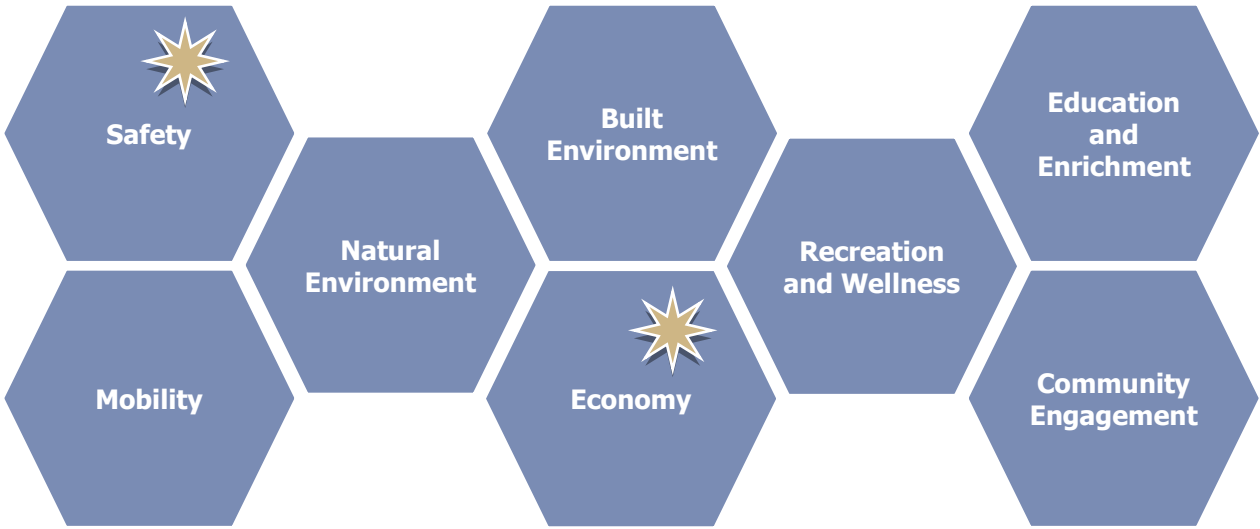Good 51%
Poor 1%
Fair 9%
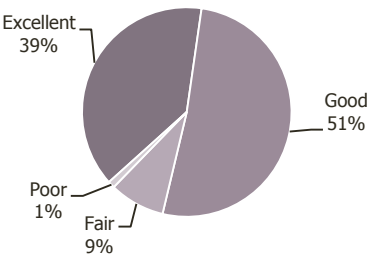
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Clovis community in the coming two years. Clovis residents gave favorable ratings to both of these facets of community. Ratings for Mobility, Natural Environment, Built Environment, Recreation and Wellness, Education and Enrichment and Community Engagement were also positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Clovis' unique questions.

Legend

■ Higher than national benchmark
■ Similar to national benchmark
■ Lower than national benchmark

✴ Most important

Safety

Natural Environment

Built Environment

Mobility

Economy

Recreation and Wellness

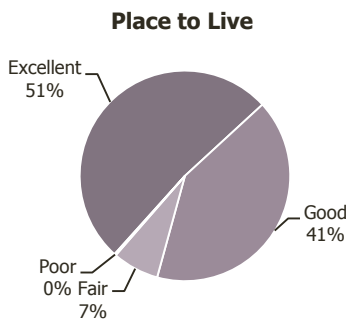Education and Enrichment

Community Engagement

Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Clovis, 93% rated the City as an excellent or good place to live. Respondents' ratings of Clovis as a place to live were similar to ratings in other communities across the nation (national benchmarks) and to Western communities with populations and income levels similar to Clovis (custom benchmarks).

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Clovis as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Clovis and its overall appearance. About 9 in 10 respondents gave positive ratings to Clovis as a place to raise children and to the City's overall image. These ratings were higher than the national and custom benchmark comparisons. Ratings for neighborhoods as places to live, the overall appearance of Clovis and the City as a place to retire were rated as excellent or good by at least three-quarters of participants. These ratings were similar to ratings given in other communities across the nation and tended to be higher than custom jurisdictions.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. At least 9 in 10 residents gave positive ratings to the overall feeling of Safety in Clovis, as well as to feelings of safety in their neighborhoods and in the City's downtown/commercial area. All of the aspects of Mobility were rated positively by at least half of the respondents. Participants gave the highest ratings to Clovis' paths and walking trails, ease of walking and ease of travel by bicycle. About 8 in 10 residents gave them positive ratings, and these ratings were higher than the national benchmarks. The facets of Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement were also rated positively by a majority of residents. Within these facets, overall built environment, quality of new development in Clovis, overall economic health, the vibrancy of Clovis' downtown/commercial area, shopping opportunities, employment opportunities, the City as a place to work, quality of education and enrichment opportunities, adult education, K-12 education and the availability of quality affordable child care/preschool were rated positively by at least 56% of residents and were rated higher than other communities across the nation. Ratings within the facet of Natural Environment were mixed, with nearly 8 in 10 rating overall natural environment and the cleanliness of Clovis as excellent or good, a level similar to other communities, while the City's air quality was given high marks by only about 3 in 10 residents, which was lower than levels seen elsewhere.

Where comparisons were possible, 25 items were similar from 2013 to 2015 and ratings for 11 items increased over time, including traffic flow, ease of walking, paths and walking trails, overall natural environment, employment opportunities, recreational opportunities, preventative health services, availability of cultural/arts/music activities, availability of quality affordable child care/preschool, availability of religious or spiritual activities and the overall image of the City. No items in the pillar of Community Characteristics decreased since the last iteration of the survey (see the *Trends over Time* report provided under a separate cover for more detail).

Percent rating positively (e.g., excellent/good)
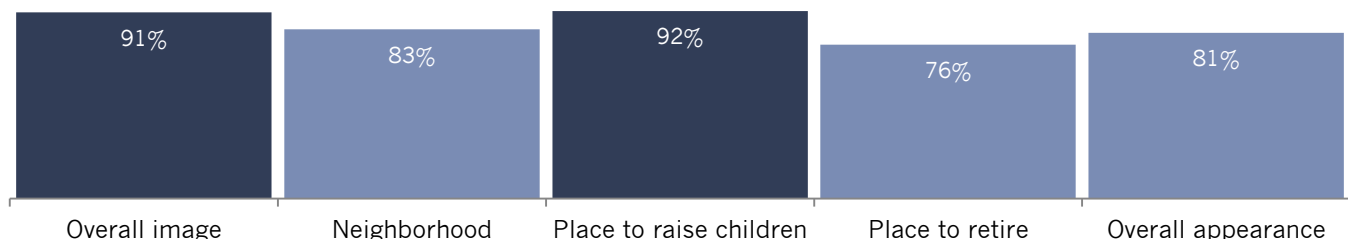
Figure 1: Aspects of Community Characteristics

Percent rating positively (e.g., excellent/good, very/somewhat safe)

Comparison to national benchmark

- ■ Higher
- ■ Similar
- ■ Lower

SAFETY

Aspect	Percent
Overall feeling of safety	90%
Safe in neighborhood	92%
Safe downtown/commercial area	96%

MOBILITY

Aspect	Percent
Overall ease of travel	83%
Paths and walking trails	85%
Ease of walking	83%
Travel by bicycle	78%
Travel by public transportation	54%
Travel by car	79%
Public parking	68%
Traffic flow	67%

NATURAL ENVIRONMENT

Aspect	Percent
Overall natural environment	79%
Cleanliness	79%
Air quality	28%

BUILT ENVIRONMENT

Aspect	Percent
Overall built environment	81%
New development in Clovis	76%
Affordable quality housing	61%
Housing options	75%
Public places	71%

ECONOMY

Aspect	Percent
Overall economic health	81%
Vibrant downtown/commercial area	72%
Business and services	75%
Cost of living	57%
Shopping opportunities	72%
Employment opportunities	56%
Place to visit	68%
Place to work	81%

RECREATION AND WELLNESS

Aspect	Percent
Health and wellness	78%
Mental health care	61%
Preventive health services	73%
Health care	72%
Food	77%
Recreational opportunities	72%
Fitness opportunities	81%

EDUCATION AND ENRICHMENT

Aspect	Percent
Education and enrichment opportunities	87%
Religious or spiritual events and activities	85%
Cultural/arts/music activities	63%
Adult education	85%
K-12 education	89%
Child care/preschool	69%

COMMUNITY ENGAGEMENT

Aspect	Percent
Social events and activities	74%
Neighborliness	61%
Openness and acceptance	58%
Opportunities to participate in community matters	72%
Opportunities to volunteer	76%

Governance

How well does the government of Clovis meet the needs and expectations of its residents?

The overall quality of the services provided by Clovis as well as the manner in which these services are provided are a key component of how residents rate their quality of life. Residents' ratings for Clovis' q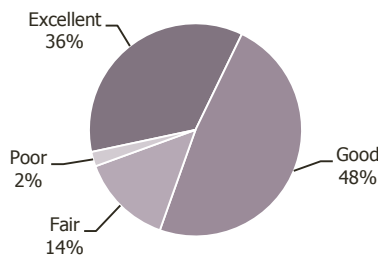uality of services were similar to the national benchmark and 84% of respondents rated them as excellent or good. About one-third of respondents gave excellent or good ratings to the overall quality of services provided by the Federal Government.

Survey respondents also rated various aspects of Clovis' leadership and governance. At least 6 in 10 reported high ratings for all of the aspects of Clovis' leadership and performance. The quality of customer service provided by Clovis employees was the highest rated aspect (77% excellent or good). Most ratings for aspects of Clovis' governance were higher than national and custom benchmarks.

Respondents evaluated over 30 individual services and amenities available in Clovis. At least 6 in 10 residents gave positive ratings to all aspects of Safety in Clovis. Survey participants rated the City's police and crime prevention services higher than the national benchmarks, the remaining aspects were similar to ratings given in other communities. Within the facet of Mobility, street repair, street cleaning and bus or transit systems were highly regarded by residents and tended to be rated higher than elsewhere. Exceptionally high marks were also given within the facets of Natural Environment (yard waste pick-up), Built Environment (land use, planning and zoning) and Economy (economic development), with at least two-thirds of respondents rating these items as excellent or good; levels higher than ratings in national and custom comparison communities. All measures of the facets of Recreation and Wellness, Education and Enrichment and Community Engagement were rated positively by at least 7 in 10 citizens and were similar to the national benchmark.

When comparing the 2015 results to 2013 results, increases were seen for street repair, land use, planning and zoning, recreation programs and the job that Clovis does at welcoming citizen involvement.

Overall Quality of City Services

Excellent 36%
Good 48%
Fair 14%
Poor 2%

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher   ■ Similar   ■ Lower

| 63% | 72% | 69% | 72% | 74% | 72% | 65% | 77% | 37% |
| Value of services for taxes paid | Overall direction | Welcoming citizen involvement | Confidence in City government | Acting in the best interest of Clovis | Being honest | Treating all residents fairly | Customer service | Services provided by the Federal Government |
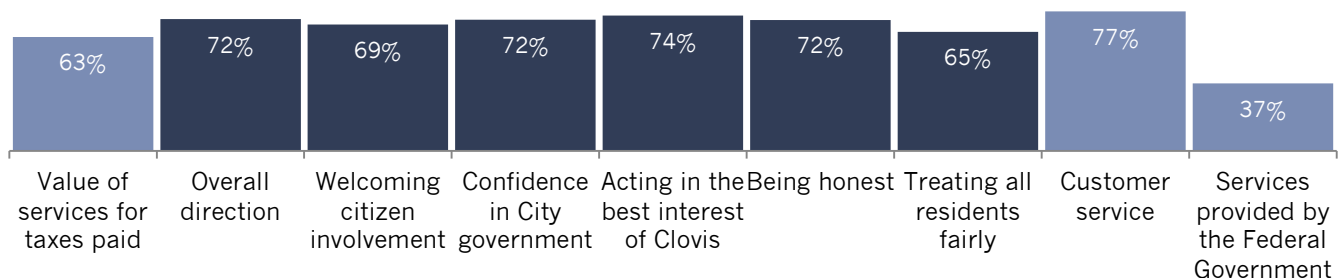
Figure 2: Aspects of Governance

*Percent rating positively
(e.g., excellent/good)*

Comparison to national
benchmark

■ Higher

■ Similar

■ Lower

SAFETY
- Police — 93%
- Fire — 97%
- Ambulance/EMS — 94%
- Crime prevention — 83%
- Fire prevention — 86%
- Animal control — 74%
- Emergency preparedness — 59%

MOBILITY
- Traffic enforcement — 77%
- Street repair — 64%
- Street cleaning — 83%
- Street lighting — 75%
- Sidewalk maintenance — 67%
- Traffic signal timing — 55%
- Bus or transit services — 72%

NATURAL ENVIRONMENT
- Garbage collection — 90%
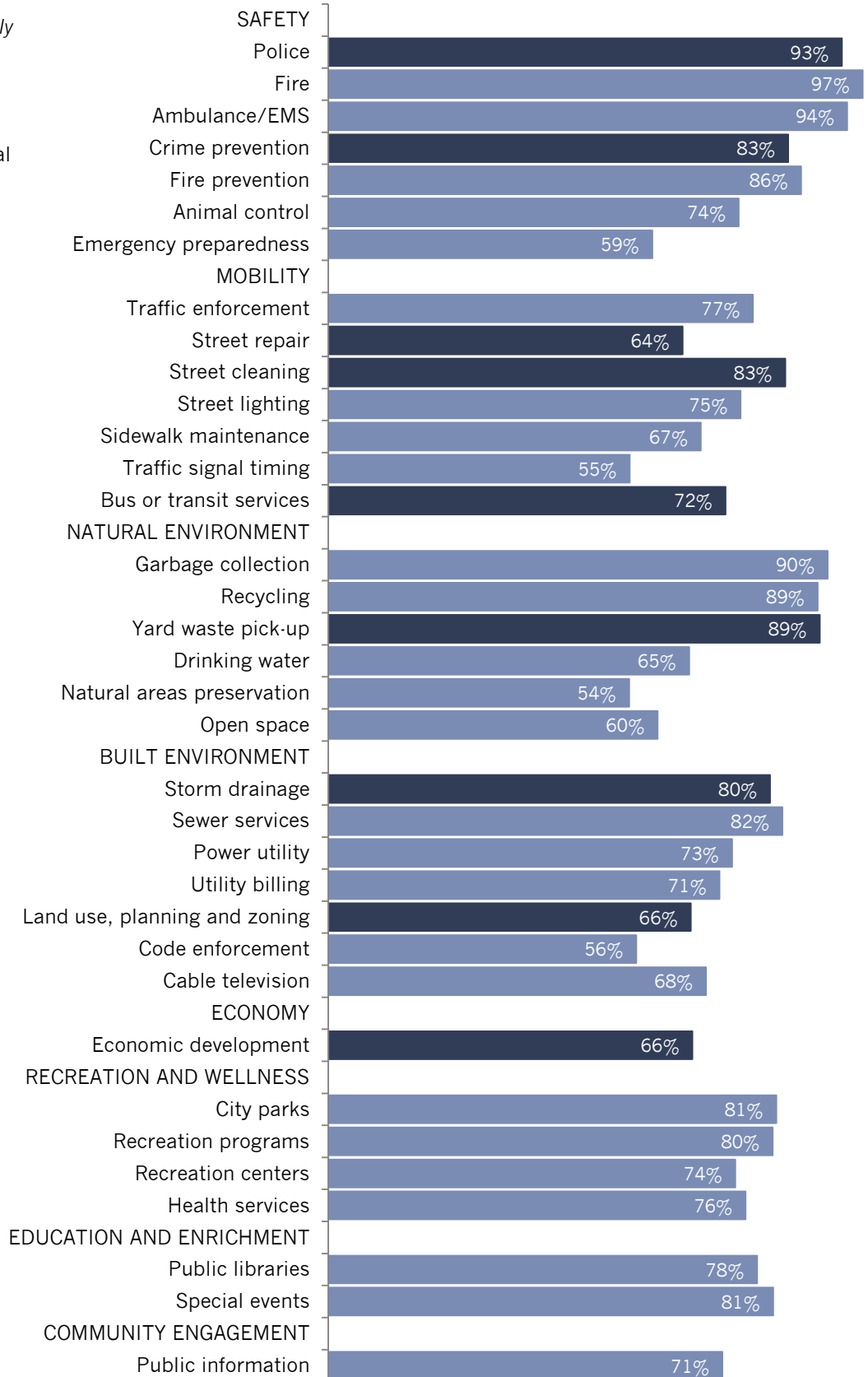- Recycling — 89%
- Yard waste pick-up — 89%
- Drinking water — 65%
- Natural areas preservation — 54%
- Open space — 60%

BUILT ENVIRONMENT
- Storm drainage — 80%
- Sewer services — 82%
- Power utility — 73%
- Utility billing — 71%
- Land use, planning and zoning — 66%
- Code enforcement — 56%
- Cable television — 68%

ECONOMY
- Economic development — 66%

RECREATION AND WELLNESS
- City parks — 81%
- Recreation programs — 80%
- Recreation centers — 74%
- Health services — 76%

EDUCATION AND ENRICHMENT
- Public libraries — 78%
- Special events — 81%

COMMUNITY ENGAGEMENT
- Public information — 71%

Participation

Are the residents of Clovis connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. About 77% of residents gave positive ratings to the sense of community in Clovis. This rating was higher than ratings in comparison communities.

Nearly all residents reported that they would recommend Clovis as a place to live (96%) and plan to remain in the City for the next five years (93%). Clovis residents were more likely than residents in comparison communities to recommend living in Clovis. Close to half of respondents reported that they had contacted a Clovis employee in the 12 months prior to the survey, a level similar to levels reported in other communities.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of participation measured in the survey varied widely; most rates of Participation were similar to other benchmark communities. A vast majority of residents had purchased goods or services in Clovis (97%), read or watched local news (89%), talked to or visited with their neighbors (88%), voted in local elections (86%) and ate five portions of fruits and vegetables a day (86%). Almost all residents reported they had recycled at home and conserved water; these participation rates were higher than those in communities across the nation. Clovis residents reported the lowest rates of participation for contacting Clovis elected officials, attending a local public meeting, using public transportation instead of driving and campaigning for an issue, cause or candidate. Fewer residents in Clovis reported that they had used public transportation, worked within City limits, used Clovis recreation centers, used Clovis public libraries, volunteered or attended a local public meeting than residents in comparison communities. Fewer Clovis residents were under housing cost stress when compared to other communities across the nation.
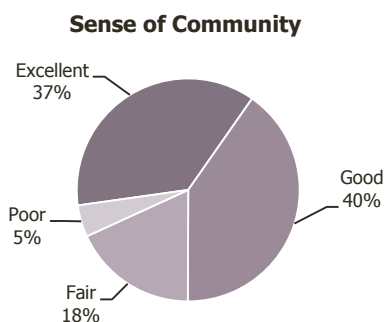
In 2015, rates of Participation tended to be similar to 2013; however, fewer residents reported using Clovis' public libraries or attending a local public meeting, while more citizens reported voting in local elections in 2015 than in 2013.

Sense of Community

Excellent 37%
Good 40%
Poor 5%
Fair 18%

Percent rating positively (e.g., very/somewhat likely, yes)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

Recommend Clovis	Remain in Clovis	Contacted Clovis employees
96%	93%	48%
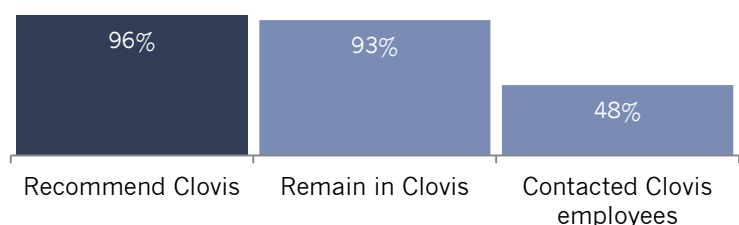
Figure 3: Aspects of Participation

Percent rating positively (e.g., yes, more than once a month, always/sometimes)

Comparison to national benchmark

- ■ Higher
- ■ Similar
- ■ Lower

SAFETY
Stocked supplies for an emergency — 36%
Did NOT report a crime — 74%
Was NOT the victim of a crime — 85%

MOBILITY
Used public transportation instead of driving — 14%
Carpooled instead of driving alone — 40%
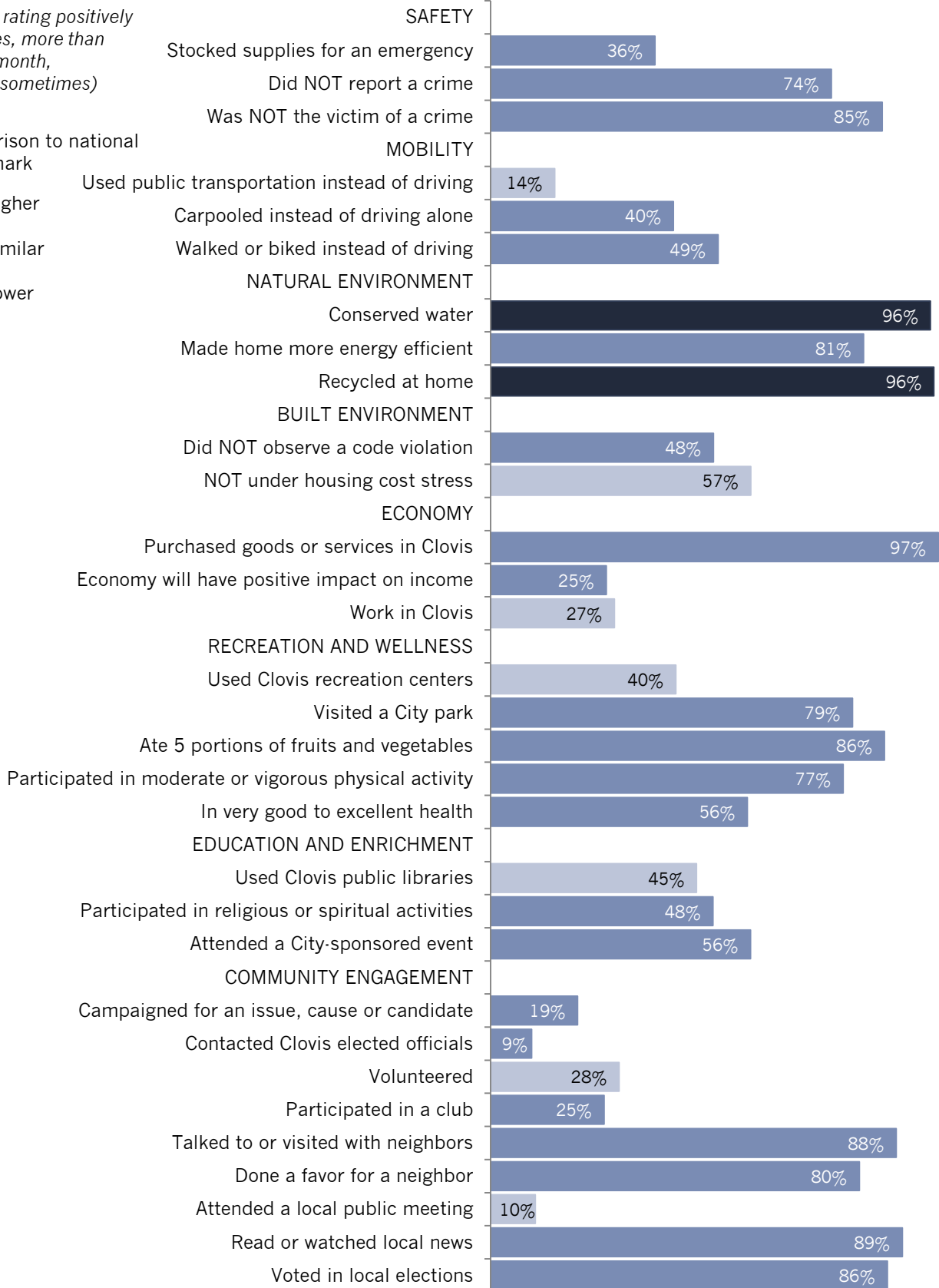Walked or biked instead of driving — 49%

NATURAL ENVIRONMENT
Conserved water — 96%
Made home more energy efficient — 81%
Recycled at home — 96%

BUILT ENVIRONMENT
Did NOT observe a code violation — 48%
NOT under housing cost stress — 57%

ECONOMY
Purchased goods or services in Clovis — 97%
Economy will have positive impact on income — 25%
Work in Clovis — 27%

RECREATION AND WELLNESS
Used Clovis recreation centers — 40%
Visited a City park — 79%
Ate 5 portions of fruits and vegetables — 86%
Participated in moderate or vigorous physical activity — 77%
In very good to excellent health — 56%

EDUCATION AND ENRICHMENT
Used Clovis public libraries — 45%
Participated in religious or spiritual activities — 48%
Attended a City-sponsored event — 56%

COMMUNITY ENGAGEMENT
Campaigned for an issue, cause or candidate — 19%
Contacted Clovis elected officials — 9%
Volunteered — 28%
Participated in a club — 25%
Talked to or visited with neighbors — 88%
Done a favor for a neighbor — 80%
Attended a local public meeting — 10%
Read or watched local news — 89%
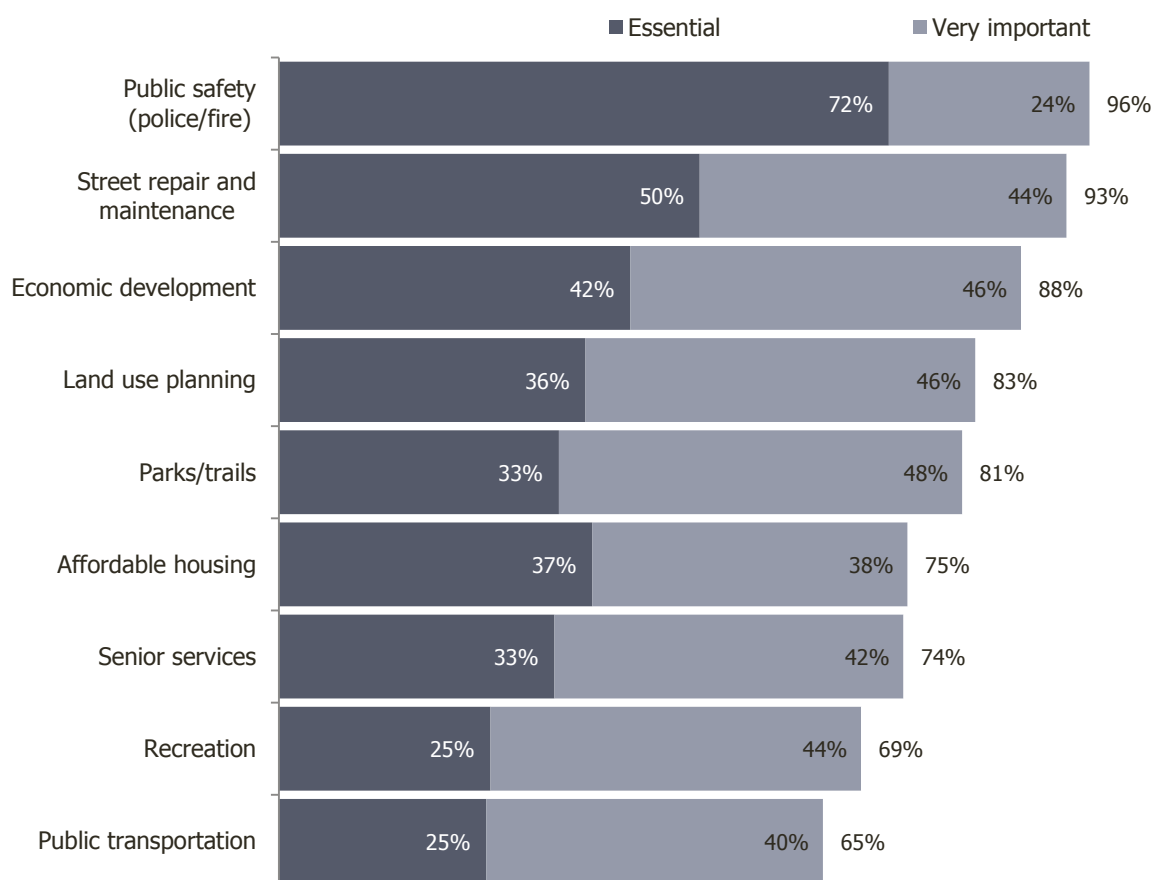Voted in local elections — 86%

Special Topics

The City of Clovis included four questions of special interest on The NCS. The first question asked residents for their opinions about the importance of various areas for the City to invest in for the future. Nearly all residents indicated that public safety and street repair and maintenance would be essential or very important. About 8 in 10 citizens also reported that economic development, land use planning and parks/trails should be a focus. The area rated as the least important was public transportation, but this area was still a priority for about two-thirds of participants.

Figure 4: City Priorities
*Please indicate how important, if at all, it is for the City of Clovis to invest in the following:*

	Essential	Very important	Total
Public safety (police/fire)	72%	24%	96%
Street repair and maintenance	50%	44%	93%
Economic development	42%	46%	88%
Land use planning	36%	46%	83%
Parks/trails	33%	48%	81%
Affordable housing	37%	38%	75%
Senior services	33%	42%	74%
Recreation	25%	44%	69%
Public transportation	25%	40%	65%

The second question inquired about the residents' employment location. Over 4 in 10 indicated that they worked in Fresno, while only 3-18% of citizens indicated they worked inside Clovis city limits, either in or outside their homes.
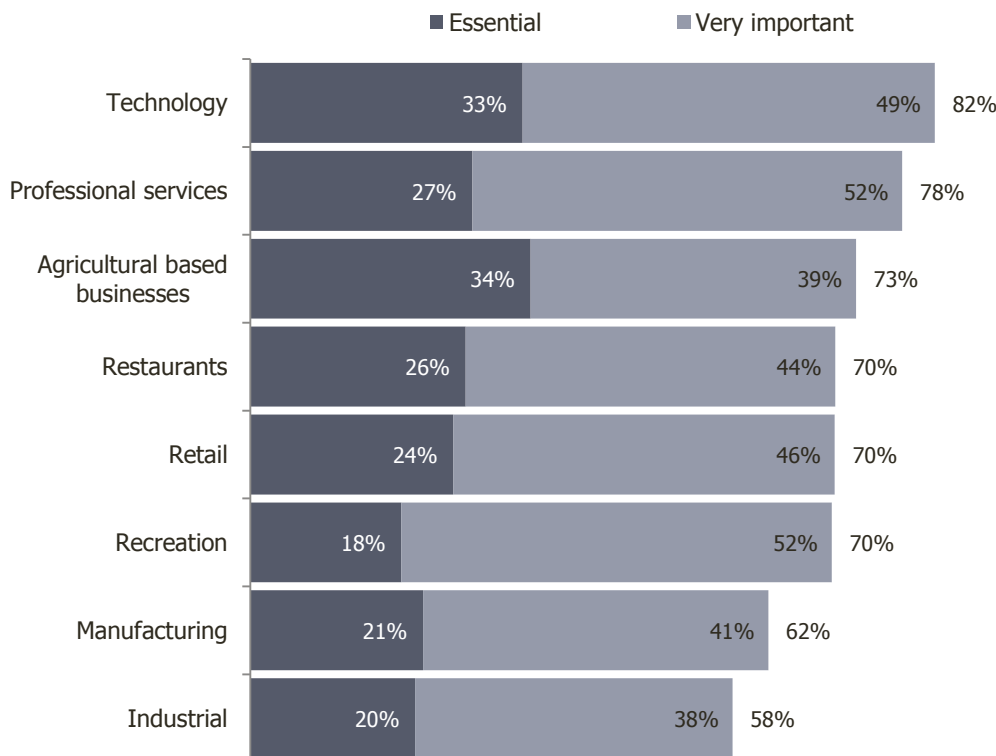
Figure 5: Resident Employment Location
If you are employed for pay, which of the following best describes where you work?

Fresno	44%
Not employed for pay	23%
Clovis, outisde of my home	18%
Other	12%
Clovis, in my home	3%
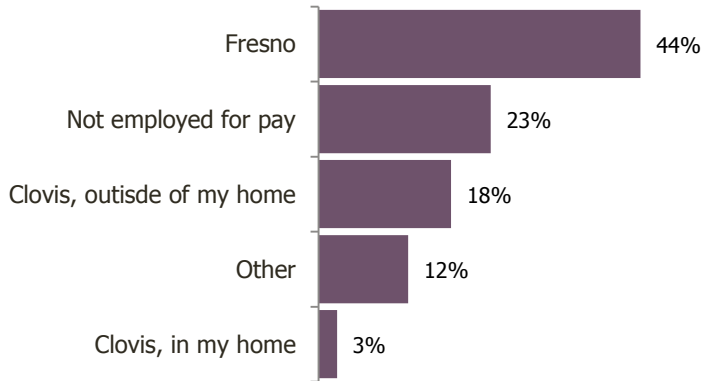
The survey gauged the types of businesses that residents felt the City should be attracting. A majority of residents indicated that each of the types of businesses was essential or very important to attract, technology was rated as the most important kind of business to attract (82% essential or very important) and industrial was identified as the least important (58%).

Figure 6: Importance of Attracting Certain Businesses to the City
Please indicate how important, if at all, it is for the City of Clovis to work on attracting the following types of businesses to Clovis:

■ Essential   ■ Very important

	Essential	Very important	Total
Technology	33%	49%	82%
Professional services	27%	52%	78%
Agricultural based businesses	34%	39%	73%
Restaurants	26%	44%	70%
Retail	24%	46%	70%
Recreation	18%	52%	70%
Manufacturing	21%	41%	62%
Industrial	20%	38%	58%

Finally, the City of Clovis asked survey participants to report their shopping habits. Residents indicated that they shop in the City the most frequently, with 17% reporting that they shop in Clovis 100% of the time. Only 3-5% of citizens indicated that they do all of their shopping in Fresno or on the internet.

Figure 7: Resident Shopping Habits
Excluding groceries and gas, please indicate what percentage of the time, if any, do you shop...(total must equal 100%):
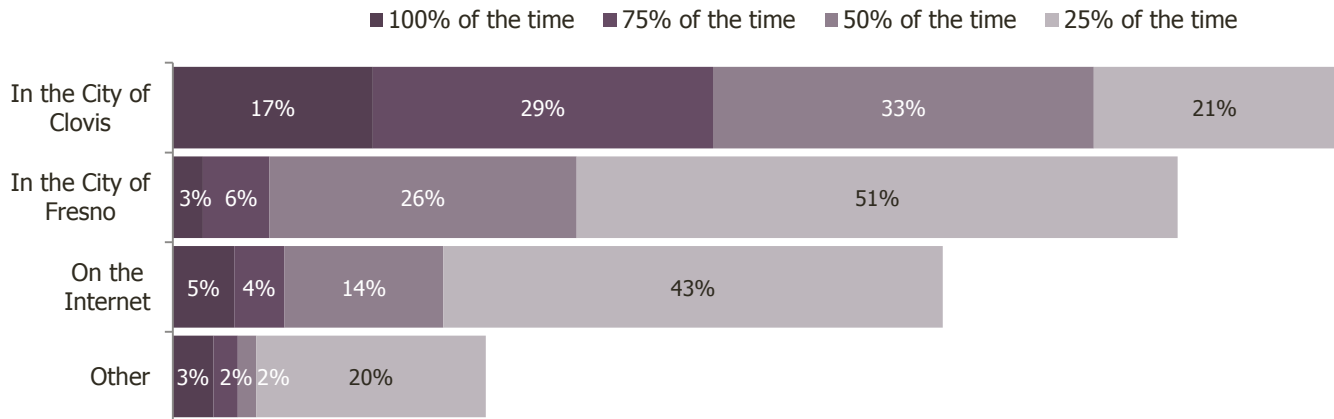
Conclusions

Clovis residents continue to enjoy a high quality of life.

A high number of survey respondents gave positive ratings to the overall quality of life in Clovis (90% excellent or good) and the City as a place to live (93%). About 9 in 10 gave high ratings to the overall image of the City, a rating that increased from 2013 to 2015, and Clovis as a place to raise children; these ratings were higher than ratings in comparison communities. Not only did residents appreciate living in Clovis, they also rated the sense of community positively, over three-quarters gave excellent or good ratings, this rating was also higher than both sets of benchmark comparisons. Overall, at least 9 in 10 citizens would recommend living in Clovis and planned to stay for the next five years.

Participation in conservation is high, but Community Engagement in other areas could be improved.

In general, measures for Community Engagement in the pillars of Community Characteristics and Governance were positively rated by a strong majority of residents and received ratings similar to comparison communities. However, ratings in the pillar of Participation were mixed. Nearly all residents indicated that they had participated in recycling and conserving water, levels that were higher than communities across the U.S., and 8 in 10 or more indicated that they had talked to or visited with neighbors, done a favor for a neighbor, read or watched the local news or voted in local elections (a rate that increased over time). On the other hand, only about 1 in 10 had attended a local public meeting and 45% reported that they had used Clovis public libraries in the last year, rates that decreased from 2013 and were lower than the national benchmark. Additionally, only about one-quarter had volunteered their time, a rating that was lower than national jurisdictions, as well as Western communities with similar populations and average annual income levels.

Residents favor focusing on Safety and Economy.

Both Safety and Economy were rated as the most important priorities for the community to focus on in the coming years. Clovis residents tended to give favorable ratings to both of these aspects of community livability.

Overall, at least 9 in 10 residents gave excellent or good ratings to the overall feeling of safety in the city, and about 9 in 10 reported that they felt safe their neighborhoods and in Clovis' downtown/commercial area. Participants also rated safety services positively, particularly police and crime prevention, which were rated higher than other communities, and almost all residents rated fire and ambulance/EMS services as excellent or good. Furthermore, over 8 in 10 respondents reported that they had not been the victim of a crime in the last 12 months. In a special interest question, 96% of residents indicated that public safety was the most essential or very important priority for the City to invest in for the future.

Measures of Economy were also highly rated by Clovis citizens. Residents were especially appreciative of the overall economic health, vibrancy of the downtown/commercial area, shopping opportunities, employment opportunities, Clovis as a place to work and economic development services; all of these ratings were higher than communities across the nation. While ratings for employment opportunities increased from 2013 to 2015, only 27% of participants reported that they worked in Clovis, a level lower than comparison communities; therefore, this could be a possible area for improvement. When asked about investment priorities, economic development was deemed essential or very important by almost 9 in 10 respondents. In another custom question, participants identified technology businesses to be the most important type of business for the City to attract in the future.

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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 2015 ratings for the City of Clovis to its previous survey results in 2013. Additional reports and technical appendices are available under separate cover.

Trend data for Clovis 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 eight percentage points between the 2013 and 2015 surveys, otherwise the comparison between 2013 and 2015 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 Clovis for 2015 generally remained stable. Of the 89 items for which comparisons were available, 71 items were rated similarly in 2013 and 2015, two items showed a decrease in ratings and 16 showed an increase in ratings. Notable trends over time included the following:

- A large number of increases in ratings were seen in the pillar of Community Characteristics; 11 of the 16 total increases were in this pillar. Ratings increased from 2013 to 2015 for traffic flow, ease of walking, availability of paths and walking trails, overall natural environment, employment opportunities, recreational opportunities, availability of preventative health care services, opportunities to attend cultural/arts/music activities, availability of quality of child care/preschool, opportunities to attend religious or spiritual events and activities and the overall image of the City of Clovis.
- Ratings increased for four aspects within the pillar of Governance. Clovis residents gave higher ratings to street repair, land use, planning and zoning, recreation programs and welcoming citizen involvement in 2015 than in 2013.
- More Clovis residents reported that they had voted in a local election in 2015 than in 2013. Fewer respondents reported that they had used Clovis public libraries and fewer residents reported that they had attended a local public meeting in 2015 compared to 2013.

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2013	Comparison to benchmark	
	2013	2015		2013	2015
Overall quality of life	88%	90%	Similar	Much higher	Similar
Overall image	81%	91%	Higher	Much higher	Higher
Place to live	90%	93%	Similar	Higher	Similar
Neighborhood	80%	83%	Similar	Similar	Similar
Place to raise children	90%	92%	Similar	Much higher	Higher
Place to retire	73%	76%	Similar	Much higher	Similar
Overall appearance	81%	81%	Similar	Higher	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to 2013	Comparison to benchmark	
		2013	2015		2013	2015
Safety	Overall feeling of safety	NA	90%	NA	NA	Similar
	Safe in neighborhood	93%	92%	Similar	Similar	Similar
	Safe downtown/commercial area	92%	96%	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	83%	NA	NA	Similar
	Paths and walking trails	76%	85%	Higher	Much higher	Higher
	Ease of walking	75%	83%	Higher	Much higher	Higher
	Travel by bicycle	72%	78%	Similar	Much higher	Higher
	Travel by public transportation	NA	54%	NA	NA	Similar
	Travel by car	75%	79%	Similar	Much higher	Higher
	Public parking	NA	68%	NA	NA	Similar
	Traffic flow	56%	67%	Higher	Higher	Similar
Natural Environment	Overall natural environment	65%	79%	Higher	Much lower	Similar
	Cleanliness	82%	79%	Similar	Much higher	Similar
	Air quality	29%	28%	Similar	Much lower	Much lower
Built Environment	Overall built environment	NA	81%	NA	NA	Higher
	New development in Clovis	77%	76%	Similar	Much higher	Higher
	Affordable quality housing	60%	61%	Similar	Much higher	Similar
	Housing options	73%	75%	Similar	Much higher	Similar
	Public places	NA	71%	NA	NA	Similar
Economy	Overall economic health	NA	81%	NA	NA	Higher
	Vibrant downtown/commercial area	NA	72%	NA	NA	Higher
	Business and services	71%	75%	Similar	Higher	Similar
	Cost of living	NA	57%	NA	NA	Similar
	Shopping opportunities	70%	72%	Similar	Much higher	Higher
	Employment opportunities	42%	56%	Higher	Much higher	Higher
	Place to visit	NA	68%	NA	NA	Similar

	Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to	Comparison to benchmark	
	2013	2015	2013	2013	2015
Place to work	76%	81%	Similar	Much higher	Higher
Health and wellness	NA	78%	NA	NA	Similar
Mental health care	NA	61%	NA	NA	Similar
Preventive health services	64%	73%	Higher	Similar	Similar
Health care	66%	72%	Similar	Much higher	Similar
Food	71%	77%	Similar	Higher	Similar
Recreational opportunities	54%	72%	Higher	Lower	Similar
Fitness opportunities	NA	81%	NA	NA	Similar
Religious or spiritual events and activities	76%	85%	Higher	Similar	Similar
Cultural/arts/music activities	52%	63%	Higher	Similar	Similar
Adult education	NA	85%	NA	NA	Higher
K-12 education	88%	89%	Similar	Much higher	Higher
Child care/preschool	52%	69%	Higher	Higher	Higher
Social events and activities	69%	74%	Similar	Higher	Similar
Neighborliness	NA	61%	NA	NA	Similar
Openness and acceptance	60%	58%	Similar	Similar	Similar
Opportunities to participate in community matters	64%	72%	Similar	Similar	Similar
Opportunities to volunteer	69%	76%	Similar	Similar	Similar

Row group labels: Recreation and Wellness; Education and Enrichment; Community Engagement

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2013	Comparison to benchmark	
	2013	2015		2013	2015
Services provided by Clovis	84%	84%	Similar	Much higher	Similar
Customer service	81%	77%	Similar	Higher	Similar
Value of services for taxes paid	65%	63%	Similar	Much higher	Similar
Overall direction	74%	72%	Similar	Much higher	Higher
Welcoming citizen involvement	61%	69%	Higher	Higher	Higher
Confidence in City government	NA	72%	NA	NA	Higher
Acting in the best interest of Clovis	NA	74%	NA	NA	Higher
Being honest	NA	72%	NA	NA	Higher
Treating all residents fairly	NA	65%	NA	NA	Higher
Services provided by the Federal Government	38%	37%	Similar	Similar	Similar

Table 4: Governance by Facet

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2013	Comparison to benchmark	
	2013	2015		2013	2015
Police	90%	93%	Similar	Much higher	Higher
Fire	95%	97%	Similar	Higher	Similar
Ambulance/EMS	94%	94%	Similar	Higher	Similar
Crime prevention	80%	83%	Similar	Much higher	Higher
Fire prevention	81%	86%	Similar	Similar	Similar
Animal control	68%	74%	Similar	Similar	Similar
Safety — Emergency preparedness	58%	59%	Similar	Lower	Similar
Mobility — Traffic enforcement	74%	77%	Similar	Much higher	Similar

3

		Percent rating positively (e.g., excellent/good)			Comparison to benchmark	
		2013	2015	2015 rating compared to 2013	2013	2015
	Street repair	56%	64%	Higher	Higher	Higher
	Street cleaning	80%	83%	Similar	Much higher	Higher
	Street lighting	70%	75%	Similar	Higher	Similar
	Sidewalk maintenance	61%	67%	Similar	Higher	Similar
	Traffic signal timing	52%	55%	Similar	Similar	Similar
	Bus or transit services	64%	72%	Similar	Much higher	Higher
	Garbage collection	87%	90%	Similar	Similar	Similar
	Recycling	85%	89%	Similar	Higher	Similar
	Yard waste pick-up	85%	89%	Similar	Much higher	Higher
	Drinking water	64%	65%	Similar	Lower	Similar
	Natural areas preservation	54%	54%	Similar	Lower	Similar
Natural Environment	Open space	NA	60%	NA	NA	Similar
	Storm drainage	73%	80%	Similar	Higher	Higher
	Sewer services	80%	82%	Similar	Similar	Similar
	Power utility	NA	73%	NA	NA	Similar
	Utility billing	NA	71%	NA	NA	Similar
	Land use, planning and zoning	50%	66%	Higher	Similar	Higher
	Code enforcement	51%	56%	Similar	Similar	Similar
Built Environment	Cable television	68%	68%	Similar	Much higher	Similar
Economy	Economic development	59%	66%	Similar	Much higher	Higher
	City parks	78%	81%	Similar	Similar	Similar
	Recreation programs	71%	80%	Higher	Similar	Similar
	Recreation centers	67%	74%	Similar	Similar	Similar
Recreation and Wellness	Health services	72%	76%	Similar	Higher	Similar
	Special events	NA	81%	NA	NA	Similar
Education and Enrichment	Public libraries	81%	78%	Similar	Similar	Similar
Community Engagement	Public information	74%	71%	Similar	Higher	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			Comparison to benchmark	
	2013	2015	2015 rating compared to 2013	2013	2015
Sense of community	77%	77%	Similar	Much higher	Higher
Recommend Clovis	94%	96%	Similar	Much higher	Higher
Remain in Clovis	89%	93%	Similar	Higher	Similar
Contacted Clovis employees	50%	48%	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2013	Comparison to benchmark	
		2013	2015		2013	2015
	Stocked supplies for an emergency	NA	36%	NA	NA	Similar
	Did NOT report a crime	NA	74%	NA	NA	Similar
Safety	Was NOT the victim of a crime	80%	85%	Similar	Much lower	Similar
	Used public transportation instead of driving	NA	14%	NA	NA	Lower
	Carpooled instead of driving alone	NA	40%	NA	NA	Similar
Mobility	Walked or biked instead of driving	NA	49%	NA	NA	Similar
Natural Environment	Conserved water	NA	96%	NA	NA	Higher

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2013	Comparison to benchmark	
		2013	2015		2013	2015
	Made home more energy efficient	NA	81%	NA	NA	Similar
	Recycled at home	94%	96%	Similar	Much higher	Higher
	Did NOT observe a code violation	NA	48%	NA	NA	Similar
Built Environment	NOT under housing cost stress	60%	57%	Similar	Lower	Lower
	Purchased goods or services in Clovis	NA	97%	NA	NA	Similar
	Economy will have positive impact on income	27%	25%	Similar	Much higher	Similar
Economy	Work in Clovis	NA	27%	NA	NA	Lower
	Used Clovis recreation centers	39%	40%	Similar	Much lower	Lower
	Visited a City park	86%	79%	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	86%	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	77%	NA	NA	Similar
Recreation and Wellness	In very good to excellent health	NA	56%	NA	NA	Similar
	Used Clovis public libraries	55%	45%	Lower	Much lower	Much lower
	Participated in religious or spiritual activities	55%	48%	Similar	Higher	Similar
Education and Enrichment	Attended a City-sponsored event	NA	56%	NA	NA	Similar
	Campaigned for an issue, cause or candidate	NA	19%	NA	NA	Similar
	Contacted Clovis elected officials	NA	9%	NA	NA	Similar
	Volunteered	33%	28%	Similar	Much lower	Lower
	Participated in a club	25%	25%	Similar	Lower	Similar
	Talked to or visited with neighbors	NA	88%	NA	NA	Similar
	Done a favor for a neighbor	NA	80%	NA	NA	Similar
	Attended a local public meeting	19%	10%	Lower	Lower	Lower
	Read or watched local news	NA	89%	NA	NA	Similar
Community Engagement	Voted in local elections	74%	86%	Higher	Similar	Similar

THE NCS™
The National Citizen Survey™

Clovis, CA
Dashboard Summary of Findings
2015

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

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 summarizes Clovis' performance in the eight facets of community livability with the "General" rating as a summary of results from the overarching questions not shown within any of the eight facets. The "Overall" represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Clovis' community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall, ratings for the dimensions of community livability were strong and similar to or higher than communities across the nation. The aspects of Economy within the pillars of Community Characteristics and Governance were rated exceptionally high. The facets of Mobility and Education and Enrichment within Community Characteristics, as well as Community Engagement in the pillar of Governance and Natural Environment in the pillar of Participation were also rated highly and tended to be higher than the benchmarks. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	17	34	1	15	30	0	4	24	7
General	2	5	0	0	3	0	1	2	0
Safety	0	3	0	2	5	0	0	3	0
Mobility	4	4	0	3	4	0	0	2	1
Natural Environment	0	2	1	1	5	0	2	1	0
Built Environment	2	3	0	2	5	0	0	1	1
Economy	5	3	0	1	0	0	0	2	1
Recreation and Wellness	0	7	0	0	4	0	0	4	1
Education and Enrichment	4	2	0	0	2	0	0	2	1
Community Engagement	0	5	0	6	2	0	1	7	2

Legend	
	Higher
	Similar
	Lower

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↔	81%	Customer service	↔	↔	77%	Recommend Clovis	↔	↑	96%
	Overall quality of life	↔	↔	90%	Services provided by Clovis	↔	↔	84%	Remain in Clovis	↔	↔	93%
	Place to retire	↔	↔	76%	Services provided by the Federal Government	↔	↔	37%	Contacted Clovis employees	↔	↔	48%
	Place to raise children	↔	↑	92%								
	Place to live	↔	↔	93%								
	Neighborhood	↔	↔	83%								
	Overall image	↑	↑	91%								
Safety	Overall feeling of safety	*	↔	90%	Police	↔	↑	93%	Was NOT the victim of a crime	↔	↔	85%
	Safe in neighborhood	↔	↔	92%	Crime prevention	↔	↑	83%	Did NOT report a crime	*	↔	74%
	Safe downtown/commercial area	↔	↔	96%	Fire	↔	↔	97%	Stocked supplies for an emergency	*	↔	36%
					Fire prevention	↔	↔	86%				
					Ambulance/EMS	↔	↔	94%				
					Emergency preparedness	↔	↔	59%				
					Animal control	↔	↔	74%				
Mobility	Traffic flow	↑	↔	67%	Traffic enforcement	↔	↔	77%	Carpooled instead of driving alone	*	↔	40%
	Travel by car	↔	↑	79%	Street repair	↑	↑	64%	Walked or biked instead of driving	*	↔	49%
	Travel by bicycle	↔	↑	78%	Street cleaning	↔	↑	83%	Used public transportation instead of driving	*	↓	14%
	Ease of walking	↑	↑	83%	Street lighting	↔	↔	75%				
	Travel by public transportation	*	↔	54%	Sidewalk maintenance	↔	↔	67%				
	Overall ease travel	*	↔	83%	Traffic signal timing	↔	↔	55%				
	Public parking	*	↔	68%	Bus or transit services	↔	↑	72%				
	Paths and walking trails	↑	↑	85%								
Natural Environment	Overall natural environment	↑	↔	79%	Garbage collection	↔	↔	90%	Recycled at home	↔	↑	96%
	Air quality	↔	↓↓	28%	Recycling	↔	↔	89%	Conserved water	*	↑	96%
	Cleanliness	↔	↔	79%	Yard waste pick-up	↔	↑	89%	Made home more energy efficient	*	↔	81%
					Drinking water	↔	↔	65%				
					Open space	*	↔	60%				
					Natural areas preservation	↔	↔	54%				
Built Environment	New development in Clovis	↔	↑	76%	Sewer services	↔	↔	82%	NOT experiencing housing cost stress	↔	↓	57%
	Affordable quality housing	↔	↔	61%	Storm drainage	↔	↑	80%	Did NOT observe a code violation	*	↔	48%
	Housing options	↔	↔	75%	Power utility	*	↔	73%				
	Overall built environment	*	↑	81%	Utility billing	*	↔	71%				
	Public places	*	↔	71%	Land use, planning and zoning	↑	↑	66%				
					Code enforcement	↔	↔	56%				
					Cable television	↔	↔	68%				

Legend

↑↑ Much higher	↑ Higher	↔ Similar	↓ Lower	↓↓ Much lower	* Not available

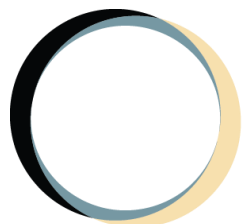|	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	*	↑	81%	Economic development	↔	↑	66%	Economy will have positive impact on income	↔	↔	25%
	Shopping opportunities	↔	↑	72%					Purchased goods or services in Clovis	*	↔	97%
	Employment opportunities	↑	↑	56%					Work in Clovis	*	↓	27%
	Place to visit	*	↔	68%								
	Cost of living	*	↔	57%								
	Vibrant downtown/commercial area	*	↑	72%								
	Place to work	↔	↑	81%								
	Business and services	↔	↔	75%								
Recreation and Wellness	Fitness opportunities	*	↔	81%	City parks	↔	↔	81%	In very good to excellent health	*	↔	56%
	Recreational opportunities	↑	↔	72%	Recreation centers	↔	↔	74%	Used Clovis recreation centers	↔	↓	40%
	Health care	↔	↔	72%	Recreation programs	↑	↔	80%	Visited a City park	↔	↔	79%
	Food	↔	↔	77%	Health services	↔	↔	76%	Ate 5 portions of fruits and vegetables	*	↔	86%
	Mental health care	*	↔	61%					Participated in moderate or vigorous physical activity	*	↔	77%
	Health and wellness	*	↔	78%								
	Preventive health services	↑	↔	73%								
Education and Enrichment	K-12 education	↔	↑	89%	Public libraries	↔	↔	78%	Used Clovis public libraries	↓	↓↓	45%
	Cultural/arts/music activities	↑	↔	63%	Special events	*	↔	81%	Participated in religious or spiritual activities	↔	↔	48%
	Child care/preschool	↑	↑	69%					Attended a City-sponsored event	*	↔	56%
	Religious or spiritual events and activities	↑	↔	85%								
	Adult education	*	↑	85%								
	Overall education and enrichment	*	↑	87%								
Community Engagement	Opportunities to participate in community matters	↔	↔	72%	Public information	↔	↔	71%	Sense of community	↔	↑	77%
	Opportunities to volunteer	↔	↔	76%	Overall direction	↔	↑	72%	Voted in local elections	↑	↔	86%
	Openness and acceptance	↔	↔	58%	Value of services for taxes paid	↔	↔	63%	Talked to or visited with neighbors	*	↔	88%
	Social events and activities	↔	↔	74%	Welcoming citizen involvement	↑	↑	69%	Attended a local public meeting	↓	↓	10%
	Neighborliness	*	↔	61%	Confidence in City government	*	↑	72%	Volunteered	↔	↓	28%
					Acting in the best interest of Clovis	*	↑	74%	Participated in a club	↔	↔	25%
					Being honest	*	↑	72%	Campaigned for an issue, cause or candidate	*	↔	19%
					Treating all residents fairly	*	↑	65%	Contacted Clovis elected officials	*	↔	9%
									Read or watched local news	*	↔	89%
									Done a favor for a neighbor	*	↔	80%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

The NCS™
The National Citizen Survey™

Clovis, CA

Technical Appendices
2015

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Contents

Appendix A: Complete Survey Responses

Responses excluding "don't know"

The following pages contain a complete set of responses to each question on the survey, excluding the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 1: Question 1

Please rate each of the following aspects of quality of life in Clovis:	Excellent		Good		Fair		Poor		Total	
Clovis as a place to live	51%	N=137	41%	N=110	7%	N=19	0%	N=1	100%	N=267
Your neighborhood as a place to live	37%	N=98	46%	N=122	13%	N=35	4%	N=9	100%	N=265
Clovis as a place to raise children	50%	N=122	42%	N=103	6%	N=15	2%	N=4	100%	N=244
Clovis as a place to work	39%	N=75	42%	N=81	13%	N=25	5%	N=10	100%	N=190
Clovis as a place to visit	27%	N=67	41%	N=103	28%	N=70	4%	N=11	100%	N=252
Clovis as a place to retire	37%	N=87	39%	N=91	19%	N=44	6%	N=13	100%	N=236
The overall quality of life in Clovis	39%	N=103	51%	N=136	9%	N=23	1%	N=3	100%	N=264

Table 2: Question 2

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Clovis	41%	N=108	49%	N=130	9%	N=23	1%	N=3	100%	N=264
Overall ease of getting to the places you usually have to visit	38%	N=100	45%	N=121	15%	N=41	2%	N=4	100%	N=265
Quality of overall natural environment in Clovis	29%	N=76	50%	N=129	16%	N=41	5%	N=13	100%	N=258
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	29%	N=78	52%	N=136	17%	N=44	2%	N=6	100%	N=263
Health and wellness opportunities in Clovis	36%	N=87	42%	N=100	17%	N=40	5%	N=11	100%	N=238
Overall opportunities for education and enrichment	46%	N=106	42%	N=97	11%	N=27	1%	N=3	100%	N=234
Overall economic health of Clovis	31%	N=74	50%	N=120	14%	N=33	5%	N=13	100%	N=239
Sense of community	37%	N=94	40%	N=103	18%	N=46	5%	N=12	100%	N=255
Overall image or reputation of Clovis	44%	N=115	47%	N=122	6%	N=16	3%	N=7	100%	N=259

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Clovis to someone who asks	68%	N=179	28%	N=75	1%	N=3	3%	N=7	100%	N=264
Remain in Clovis for the next five years	71%	N=181	21%	N=54	3%	N=8	4%	N=11	100%	N=253

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	70%	N=187	22%	N=58	5%	N=14	2%	N=6	0%	N=0	100%	N=266
In Clovis' downtown/commercial area during the day	71%	N=187	25%	N=65	4%	N=10	1%	N=2	0%	N=0	100%	N=264

Table 5: Question 5

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	12%	N=33	55%	N=145	27%	N=71	6%	N=15	100%	N=264
Ease of public parking	19%	N=49	49%	N=130	28%	N=74	4%	N=10	100%	N=263
Ease of travel by car in Clovis	27%	N=71	52%	N=136	19%	N=49	2%	N=5	100%	N=261
Ease of travel by public transportation in Clovis	18%	N=23	36%	N=44	30%	N=37	16%	N=20	100%	N=124
Ease of travel by bicycle in Clovis	28%	N=54	49%	N=93	19%	N=36	3%	N=6	100%	N=189
Ease of walking in Clovis	29%	N=72	55%	N=137	15%	N=38	2%	N=4	100%	N=251
Availability of paths and walking trails	37%	N=90	48%	N=116	11%	N=27	4%	N=10	100%	N=244
Air quality	6%	N=15	22%	N=57	35%	N=93	37%	N=97	100%	N=262
Cleanliness of Clovis	22%	N=59	56%	N=149	18%	N=48	3%	N=8	100%	N=263
Overall appearance of Clovis	26%	N=69	55%	N=145	17%	N=46	1%	N=3	100%	N=263
Public places where people want to spend time	24%	N=62	48%	N=125	24%	N=63	4%	N=12	100%	N=261
Variety of housing options	22%	N=54	53%	N=133	17%	N=43	7%	N=18	100%	N=248
Availability of affordable quality housing	17%	N=39	44%	N=100	23%	N=53	16%	N=36	100%	N=228
Fitness opportunities (including exercise classes and paths or trails, etc.)	32%	N=81	49%	N=121	15%	N=37	4%	N=10	100%	N=249
Recreational opportunities	17%	N=42	55%	N=133	21%	N=52	7%	N=17	100%	N=244
Availability of affordable quality food	26%	N=68	51%	N=134	18%	N=48	5%	N=13	100%	N=262
Availability of affordable quality health care	22%	N=54	49%	N=118	21%	N=51	7%	N=17	100%	N=240
Availability of preventive health services	24%	N=50	49%	N=105	23%	N=49	4%	N=8	100%	N=212
Availability of affordable quality mental health care	15%	N=20	45%	N=61	24%	N=32	16%	N=21	100%	N=134

Table 6: Question 6

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	28%	N=41	41%	N=59	22%	N=31	10%	N=14	100%	N=145
K-12 education	51%	N=109	37%	N=80	11%	N=24	0%	N=1	100%	N=213
Adult educational opportunities	32%	N=67	52%	N=108	13%	N=27	2%	N=5	100%	N=206
Opportunities to attend cultural/arts/music activities	20%	N=44	43%	N=96	33%	N=74	4%	N=8	100%	N=222
Opportunities to participate in religious or spiritual events and activities	32%	N=71	52%	N=115	13%	N=28	3%	N=6	100%	N=220
Employment opportunities	15%	N=29	41%	N=77	28%	N=53	15%	N=28	100%	N=187
Shopping opportunities	27%	N=70	45%	N=118	24%	N=62	4%	N=10	100%	N=261
Cost of living in Clovis	13%	N=35	44%	N=115	32%	N=83	11%	N=29	100%	N=262
Overall quality of business and service establishments in Clovis	20%	N=52	55%	N=141	24%	N=63	1%	N=2	100%	N=259
Vibrant downtown/commercial area	25%	N=65	47%	N=119	27%	N=68	1%	N=4	100%	N=256
Overall quality of new development in Clovis	21%	N=49	56%	N=133	22%	N=53	2%	N=4	100%	N=240
Opportunities to participate in social events and activities	18%	N=43	56%	N=138	23%	N=57	3%	N=6	100%	N=244
Opportunities to volunteer	32%	N=52	44%	N=71	19%	N=31	5%	N=7	100%	N=162
Opportunities to participate in community matters	25%	N=50	47%	N=93	23%	N=45	6%	N=12	100%	N=200
Openness and acceptance of the community toward people of diverse backgrounds	20%	N=47	38%	N=87	31%	N=72	11%	N=25	100%	N=230
Neighborliness of residents in Clovis	20%	N=53	41%	N=106	30%	N=77	9%	N=25	100%	N=260

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	4%	N=12	96%	N=253	100%	N=264
Made efforts to make your home more energy efficient	19%	N=50	81%	N=212	100%	N=262
Observed a code violation or other hazard in Clovis	48%	N=127	52%	N=135	100%	N=262
Household member was a victim of a crime in Clovis	85%	N=224	15%	N=39	100%	N=263
Reported a crime to the police in Clovis	74%	N=195	26%	N=69	100%	N=264
Stocked supplies in preparation for an emergency	64%	N=166	36%	N=92	100%	N=258
Campaigned or advocated for an issue, cause or candidate	81%	N=210	19%	N=49	100%	N=259
Contacted the City of Clovis (in-person, phone, email or web) for help or information	52%	N=135	48%	N=126	100%	N=262
Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	91%	N=240	9%	N=24	100%	N=263

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Clovis?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Clovis recreation centers or their services	8%	N=22	10%	N=25	22%	N=59	60%	N=157	100%	N=263
Visited a neighborhood park or City park	12%	N=33	25%	N=66	41%	N=109	21%	N=56	100%	N=264
Used Clovis public libraries or their services	5%	N=14	11%	N=29	28%	N=75	55%	N=146	100%	N=265
Participated in religious or spiritual activities in Clovis	18%	N=46	19%	N=49	12%	N=31	52%	N=134	100%	N=260
Attended a City-sponsored event	4%	N=9	8%	N=20	45%	N=117	44%	N=113	100%	N=259
Used bus, rail, subway or other public transportation instead of driving	2%	N=5	5%	N=13	7%	N=18	86%	N=225	100%	N=262
Carpooled with other adults or children instead of driving alone	11%	N=29	14%	N=36	15%	N=40	60%	N=160	100%	N=265
Walked or biked instead of driving	13%	N=35	18%	N=47	19%	N=49	51%	N=133	100%	N=264
Volunteered your time to some group/activity in Clovis	5%	N=14	8%	N=21	15%	N=38	72%	N=190	100%	N=263
Participated in a club	4%	N=10	8%	N=21	13%	N=34	75%	N=200	100%	N=265
Talked to or visited with your immediate neighbors	28%	N=75	36%	N=95	24%	N=63	12%	N=31	100%	N=263
Done a favor for a neighbor	15%	N=39	20%	N=53	45%	N=120	20%	N=52	100%	N=264

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=0	1%	N=4	8%	N=22	90%	N=238	100%	N=263

Table 10: Question 10

Please rate the quality of each of the following services in Clovis:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	57%	N=136	36%	N=87	6%	N=13	1%	N=3	100%	N=239
Fire services	61%	N=130	35%	N=74	3%	N=7	0%	N=0	100%	N=211
Ambulance or emergency medical services	60%	N=124	34%	N=69	3%	N=7	3%	N=5	100%	N=206
Crime prevention	40%	N=88	43%	N=95	13%	N=29	4%	N=8	100%	N=220
Fire prevention and education	35%	N=67	50%	N=95	11%	N=21	4%	N=7	100%	N=189
Traffic enforcement	25%	N=58	52%	N=122	17%	N=39	7%	N=15	100%	N=234
Street repair	15%	N=39	49%	N=126	28%	N=71	8%	N=21	100%	N=257

Please rate the quality of each of the following services in Clovis:	Excellent		Good		Fair		Poor		Total	
Street cleaning	39%	N=99	44%	N=114	13%	N=33	4%	N=11	100%	N=257
Street lighting	21%	N=55	53%	N=138	19%	N=49	6%	N=17	100%	N=258
Sidewalk maintenance	17%	N=44	50%	N=128	22%	N=57	10%	N=26	100%	N=255
Traffic signal timing	17%	N=42	38%	N=97	22%	N=57	23%	N=58	100%	N=254
Bus or transit services	29%	N=36	43%	N=53	16%	N=20	12%	N=15	100%	N=124
Garbage collection	43%	N=111	48%	N=124	8%	N=22	1%	N=3	100%	N=260
Recycling	42%	N=108	47%	N=121	10%	N=26	1%	N=4	100%	N=258
Yard waste pick-up	46%	N=111	43%	N=103	10%	N=24	1%	N=3	100%	N=241
Storm drainage	30%	N=67	50%	N=114	17%	N=39	3%	N=6	100%	N=227
Drinking water	24%	N=60	42%	N=107	28%	N=71	7%	N=17	100%	N=256
Sewer services	30%	N=73	52%	N=125	16%	N=38	2%	N=5	100%	N=241
Power (electric and/or gas) utility	30%	N=77	43%	N=108	22%	N=55	5%	N=13	100%	N=254
Utility billing	27%	N=69	44%	N=113	21%	N=54	8%	N=21	100%	N=257
City parks	34%	N=82	47%	N=114	16%	N=38	3%	N=8	100%	N=241
Recreation programs or classes	23%	N=36	57%	N=91	12%	N=20	7%	N=11	100%	N=158
Recreation centers or facilities	23%	N=35	51%	N=78	20%	N=30	7%	N=10	100%	N=153
Land use, planning and zoning	20%	N=40	45%	N=88	26%	N=52	8%	N=16	100%	N=195
Code enforcement (weeds, abandoned buildings, etc.)	16%	N=34	39%	N=81	28%	N=58	16%	N=33	100%	N=206
Animal control	20%	N=42	54%	N=114	18%	N=38	7%	N=15	100%	N=209
Economic development	18%	N=34	48%	N=94	29%	N=56	5%	N=10	100%	N=195
Health services	22%	N=46	54%	N=111	20%	N=42	4%	N=9	100%	N=208
Public library services	27%	N=53	51%	N=99	20%	N=39	2%	N=5	100%	N=195
Public information services	18%	N=34	53%	N=98	25%	N=47	3%	N=6	100%	N=186
Cable television	21%	N=43	47%	N=96	23%	N=47	9%	N=18	100%	N=204
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	N=22	43%	N=60	28%	N=39	14%	N=19	100%	N=141
Preservation of natural areas such as open space, farmlands and greenbelts	15%	N=30	39%	N=77	26%	N=51	19%	N=38	100%	N=195
Clovis open space	19%	N=38	41%	N=84	27%	N=56	13%	N=27	100%	N=205
City-sponsored special events	31%	N=67	49%	N=106	15%	N=32	5%	N=10	100%	N=216
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	31%	N=68	46%	N=103	20%	N=45	3%	N=7	100%	N=224

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Clovis	36%	N=91	48%	N=123	14%	N=36	2%	N=6	0%	N=0	100%	N=255
The Federal Government	8%	N=18	29%	N=67	35%	N=81	28%	N=63	0%	N=0	100%	N=228
The State Government	6%	N=16	23%	N=60	35%	N=90	24%	N=64	12%	N=30	100%	N=260
Fresno County Government	6%	N=16	35%	N=91	28%	N=72	16%	N=42	15%	N=39	100%	N=260

Table 12: Question 12

Please rate the following categories of Clovis government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Clovis	18%	N=42	44%	N=103	29%	N=68	8%	N=19	100%	N=233
The overall direction that Clovis is taking	22%	N=55	50%	N=121	24%	N=58	4%	N=9	100%	N=243
The job Clovis government does at welcoming citizen involvement	25%	N=48	44%	N=86	25%	N=49	5%	N=10	100%	N=192
Overall confidence in Clovis government	26%	N=59	46%	N=102	21%	N=47	7%	N=15	100%	N=223
Generally acting in the best interest of the community	25%	N=55	50%	N=111	18%	N=40	8%	N=17	100%	N=224
Being honest	25%	N=51	47%	N=95	21%	N=42	7%	N=15	100%	N=203
Treating all residents fairly	25%	N=53	41%	N=86	26%	N=55	9%	N=19	100%	N=212

Table 13: Question 13

Please rate how important, if at all, you think it is for the Clovis community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Clovis	69%	N=179	27%	N=71	3%	N=9	1%	N=2	100%	N=261
Overall ease of getting to the places you usually have to visit	28%	N=73	50%	N=130	19%	N=49	2%	N=6	100%	N=258
Quality of overall natural environment in Clovis	36%	N=93	49%	N=128	13%	N=33	2%	N=5	100%	N=258
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	31%	N=79	52%	N=134	16%	N=40	1%	N=3	100%	N=257
Health and wellness opportunities in Clovis	29%	N=76	52%	N=135	17%	N=44	1%	N=3	100%	N=258
Overall opportunities for education and enrichment	44%	N=114	41%	N=106	13%	N=34	1%	N=4	100%	N=258
Overall economic health of Clovis	51%	N=132	41%	N=107	7%	N=19	1%	N=3	100%	N=261
Sense of community	35%	N=91	52%	N=134	12%	N=31	1%	N=3	100%	N=258

Table 14: Question 14

Please indicate how important, if at all, it is for the City of Clovis to invest in the following:	Essential		Very important		Somewhat important		Not at all important		Total	
Public safety (police/fire)	72%	N=188	24%	N=62	4%	N=10	0%	N=0	100%	N=260
Parks/trails	33%	N=86	48%	N=125	18%	N=48	0%	N=1	100%	N=260
Street repair and maintenance	50%	N=130	44%	N=114	7%	N=17	0%	N=0	100%	N=262
Senior services	33%	N=85	42%	N=108	24%	N=62	2%	N=6	100%	N=260
Affordable housing	37%	N=97	38%	N=98	18%	N=46	8%	N=20	100%	N=262
Land use planning	36%	N=95	46%	N=122	17%	N=44	1%	N=2	100%	N=262
Public transportation	25%	N=64	40%	N=104	27%	N=70	9%	N=22	100%	N=260
Recreation	25%	N=66	44%	N=115	27%	N=71	4%	N=10	100%	N=262
Economic development	42%	N=108	46%	N=121	12%	N=30	0%	N=1	100%	N=260

Table 15: Question 15

If you are employed for pay, which of the following best describes where you work? (Select only one.)	Percent	Number
Clovis, outside of my home	18%	N=44
Clovis, in my home	3%	N=6
Fresno	44%	N=106
Other	12%	N=30
Not employed for pay	23%	N=57
Total	100%	N=243

Table 16: Question 16

Please indicate how important, if at all, it is for the City of Clovis to work on attracting the following types of businesses to Clovis:	Essential		Very important		Somewhat important		Not at all important		Total	
Restaurants	26%	N=65	44%	N=111	26%	N=66	4%	N=9	100%	N=251
Retail	24%	N=61	46%	N=115	23%	N=58	7%	N=17	100%	N=252
Professional services	27%	N=65	52%	N=126	20%	N=48	2%	N=6	100%	N=245
Recreation	18%	N=45	52%	N=129	24%	N=59	7%	N=16	100%	N=249
Manufacturing	21%	N=52	41%	N=104	32%	N=79	6%	N=15	100%	N=250
Industrial	20%	N=49	38%	N=94	32%	N=80	10%	N=24	100%	N=247
Technology	33%	N=81	49%	N=123	16%	N=41	2%	N=4	100%	N=248
Agricultural based businesses	34%	N=83	39%	N=97	24%	N=59	3%	N=9	100%	N=247

Table 17: Question 17

Excluding groceries and gas, please indicate what percentage of the time, if any, do you shop…(total must equal 100%):	100% of the time		75% of the time		50% of the time		25% of the time		0% of the time		Total	
In the City of Clovis	17%	N=45	29%	N=76	33%	N=85	21%	N=54	1%	N=2	100%	N=261
In the City of Fresno	3%	N=6	6%	N=14	26%	N=64	51%	N=125	14%	N=34	100%	N=243
On the Internet	5%	N=12	4%	N=10	14%	N=32	43%	N=100	34%	N=80	100%	N=235
Other	3%	N=6	2%	N=4	2%	N=3	20%	N=35	73%	N=132	100%	N=180

Table 18: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	0%	N=1	3%	N=9	5%	N=14	23%	N=61	68%	N=177	100%	N=261
Purchase goods or services from a business located in Clovis	1%	N=2	2%	N=5	22%	N=59	54%	N=143	20%	N=54	100%	N=263
Eat at least 5 portions of fruits and vegetables a day	4%	N=9	11%	N=28	45%	N=117	27%	N=70	14%	N=37	100%	N=262
Participate in moderate or vigorous physical activity	5%	N=12	19%	N=48	33%	N=85	29%	N=75	15%	N=39	100%	N=260
Read or watch local news (via television, paper, computer, etc.)	3%	N=8	8%	N=20	15%	N=40	29%	N=75	45%	N=119	100%	N=261
Vote in local elections	5%	N=14	8%	N=22	9%	N=22	19%	N=50	59%	N=154	100%	N=263

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	14%	N=37
Very good	42%	N=111
Good	34%	N=91
Fair	8%	N=20
Poor	2%	N=6
Total	100%	N=265

Table 20: Question D3

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:	Percent	Number
Very positive	5%	N=13
Somewhat positive	20%	N=54
Neutral	55%	N=146
Somewhat negative	15%	N=41
Very negative	4%	N=11
Total	100%	N=264

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	61%	N=159
Working part time for pay	12%	N=32
Unemployed, looking for paid work	2%	N=4
Unemployed, not looking for paid work	2%	N=5
Fully retired	23%	N=59
Total	100%	N=260

Table 22: Question D5

Do you work inside the boundaries of Clovis?	Percent	Number
Yes, outside the home	19%	N=49
Yes, from home	7%	N=19
No	73%	N=184
Total	100%	N=251

Table 23: Question D6

How many years have you lived in Clovis?	Percent	Number
Less than 2 years	10%	N=26
2 to 5 years	19%	N=51
6 to 10 years	19%	N=50
11 to 20 years	18%	N=47
More than 20 years	34%	N=91
Total	100%	N=265

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	75%	N=199
Building with two or more homes (duplex, townhome, apartment or condominium)	21%	N=55
Mobile home	2%	N=4
Other	2%	N=5
Total	100%	N=265

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	37%	N=97
Owned	63%	N=164
Total	100%	N=261

Table 26: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	5%	N=13
$300 to $599 per month	6%	N=17
$600 to $999 per month	19%	N=50
$1,000 to $1,499 per month	33%	N=85
$1,500 to $2,499 per month	30%	N=78
$2,500 or more per month	7%	N=18
Total	100%	N=261

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	62%	N=164
Yes	38%	N=99
Total	100%	N=263

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=192
Yes	28%	N=73
Total	100%	N=265

Table 29: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	17%	N=42
$25,000 to $49,999	21%	N=53
$50,000 to $99,999	34%	N=87
$100,000 to $149,999	17%	N=44
$150,000 or more	11%	N=28
Total	100%	N=254

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	77%	N=200
Yes, I consider myself to be Spanish, Hispanic or Latino	23%	N=60
Total	100%	N=260

Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=8
Asian, Asian Indian or Pacific Islander	8%	N=21
Black or African American	1%	N=4
White	80%	N=210
Other	14%	N=37

Total may exceed 100% as respondents could select more than one option.

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=13
25 to 34 years	22%	N=59
35 to 44 years	16%	N=42
45 to 54 years	23%	N=60
55 to 64 years	14%	N=36
65 to 74 years	10%	N=28
75 years or older	10%	N=28
Total	100%	N=265

Table 33: Question D16

What is your sex?	Percent	Number
Female	55%	N=143
Male	45%	N=117
Total	100%	N=260

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	64%	N=169
Land line	16%	N=42
Both	20%	N=53
Total	100%	N=264

Responses including "don't know"

The following pages contain a complete set of responses to each question on the survey, including the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 35: Question 1

Please rate each of the following aspects of quality of life in Clovis:	Excellent		Good		Fair		Poor		Don't know		Total	
Clovis as a place to live	51%	N=137	41%	N=110	7%	N=19	0%	N=1	0%	N=0	100%	N=267
Your neighborhood as a place to live	37%	N=98	46%	N=122	13%	N=35	4%	N=9	0%	N=0	100%	N=265
Clovis as a place to raise children	46%	N=122	39%	N=103	6%	N=15	2%	N=4	7%	N=20	100%	N=264
Clovis as a place to work	28%	N=75	31%	N=81	9%	N=25	4%	N=10	27%	N=72	100%	N=262
Clovis as a place to visit	26%	N=67	40%	N=103	27%	N=70	4%	N=11	3%	N=8	100%	N=259
Clovis as a place to retire	33%	N=87	35%	N=91	17%	N=44	5%	N=13	10%	N=27	100%	N=262
The overall quality of life in Clovis	39%	N=103	51%	N=136	9%	N=23	1%	N=3	0%	N=0	100%	N=264

Table 36: Question 2

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Clovis	40%	N=108	49%	N=130	9%	N=23	1%	N=3	1%	N=3	100%	N=267
Overall ease of getting to the places you usually have to visit	38%	N=100	45%	N=121	15%	N=41	2%	N=4	0%	N=0	100%	N=265
Quality of overall natural environment in Clovis	29%	N=76	49%	N=129	16%	N=41	5%	N=13	2%	N=4	100%	N=263
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	29%	N=78	51%	N=136	17%	N=44	2%	N=6	0%	N=1	100%	N=265
Health and wellness opportunities in Clovis	33%	N=87	38%	N=100	15%	N=40	4%	N=11	10%	N=26	100%	N=265
Overall opportunities for education and enrichment	40%	N=106	37%	N=97	10%	N=27	1%	N=3	11%	N=29	100%	N=263
Overall economic health of Clovis	28%	N=74	46%	N=120	12%	N=33	5%	N=13	9%	N=23	100%	N=263
Sense of community	36%	N=94	39%	N=103	18%	N=46	4%	N=12	2%	N=6	100%	N=262
Overall image or reputation of Clovis	44%	N=115	47%	N=122	6%	N=16	3%	N=7	0%	N=0	100%	N=259

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Clovis to someone who asks	67%	N=179	28%	N=75	1%	N=3	3%	N=7	1%	N=2	100%	N=266
Remain in Clovis for the next five years	68%	N=181	20%	N=54	3%	N=8	4%	N=11	5%	N=13	100%	N=266

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	70%	N=187	22%	N=58	5%	N=14	2%	N=6	0%	N=0	0%	N=0	100%	N=266
In Clovis' downtown/commercial area during the day	71%	N=187	24%	N=65	4%	N=10	1%	N=2	0%	N=0	1%	N=1	100%	N=265

Table 39: Question 5

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	12%	N=33	55%	N=145	27%	N=71	6%	N=15	0%	N=0	100%	N=264
Ease of public parking	19%	N=49	49%	N=130	28%	N=74	4%	N=10	1%	N=2	100%	N=265
Ease of travel by car in Clovis	27%	N=71	52%	N=136	19%	N=49	2%	N=5	1%	N=2	100%	N=263
Ease of travel by public transportation in Clovis	9%	N=23	17%	N=44	14%	N=37	8%	N=20	52%	N=137	100%	N=261
Ease of travel by bicycle in Clovis	20%	N=54	35%	N=93	14%	N=36	2%	N=6	28%	N=73	100%	N=263
Ease of walking in Clovis	28%	N=72	53%	N=137	14%	N=38	2%	N=4	4%	N=9	100%	N=260
Availability of paths and walking trails	34%	N=90	44%	N=116	10%	N=27	4%	N=10	7%	N=20	100%	N=263
Air quality	6%	N=15	22%	N=57	35%	N=93	37%	N=97	1%	N=2	100%	N=264
Cleanliness of Clovis	22%	N=59	56%	N=149	18%	N=48	3%	N=8	0%	N=0	100%	N=263
Overall appearance of Clovis	26%	N=69	55%	N=145	17%	N=46	1%	N=3	0%	N=0	100%	N=263
Public places where people want to spend time	23%	N=62	47%	N=125	24%	N=63	4%	N=12	2%	N=4	100%	N=265
Variety of housing options	20%	N=54	50%	N=133	16%	N=43	7%	N=18	6%	N=16	100%	N=264
Availability of affordable quality housing	15%	N=39	39%	N=100	20%	N=53	14%	N=36	12%	N=31	100%	N=259
Fitness opportunities (including exercise classes and paths or trails, etc.)	31%	N=81	46%	N=121	14%	N=37	4%	N=10	6%	N=15	100%	N=264
Recreational opportunities	16%	N=42	51%	N=133	20%	N=52	6%	N=17	7%	N=19	100%	N=263
Availability of affordable quality food	26%	N=68	51%	N=134	18%	N=48	5%	N=13	0%	N=1	100%	N=264
Availability of affordable quality health care	20%	N=54	45%	N=118	19%	N=51	6%	N=17	9%	N=25	100%	N=265
Availability of preventive health services	19%	N=50	40%	N=105	19%	N=49	3%	N=8	19%	N=51	100%	N=262
Availability of affordable quality mental health care	8%	N=20	23%	N=61	12%	N=32	8%	N=21	49%	N=128	100%	N=262

Table 40: Question 6

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	16%	N=41	23%	N=59	12%	N=31	5%	N=14	45%	N=117	100%	N=262
K-12 education	41%	N=109	30%	N=80	9%	N=24	0%	N=1	19%	N=50	100%	N=263
Adult educational opportunities	25%	N=67	41%	N=108	10%	N=27	2%	N=5	21%	N=56	100%	N=262
Opportunities to attend cultural/arts/music activities	17%	N=44	37%	N=96	28%	N=74	3%	N=8	15%	N=39	100%	N=261
Opportunities to participate in religious or spiritual events and activities	27%	N=71	44%	N=115	11%	N=28	2%	N=6	16%	N=41	100%	N=261
Employment opportunities	11%	N=29	29%	N=77	20%	N=53	11%	N=28	28%	N=74	100%	N=261
Shopping opportunities	27%	N=70	45%	N=118	24%	N=62	4%	N=10	0%	N=1	100%	N=262
Cost of living in Clovis	13%	N=35	44%	N=115	32%	N=83	11%	N=29	1%	N=2	100%	N=263
Overall quality of business and service establishments in Clovis	20%	N=52	54%	N=141	24%	N=63	1%	N=2	2%	N=4	100%	N=263
Vibrant downtown/commercial area	25%	N=65	45%	N=119	26%	N=68	1%	N=4	3%	N=9	100%	N=264
Overall quality of new development in Clovis	19%	N=49	51%	N=133	20%	N=53	2%	N=4	8%	N=22	100%	N=262
Opportunities to participate in social events and activities	16%	N=43	52%	N=138	22%	N=57	2%	N=6	7%	N=19	100%	N=263
Opportunities to volunteer	20%	N=52	27%	N=71	12%	N=31	3%	N=7	38%	N=101	100%	N=263
Opportunities to participate in community matters	19%	N=50	35%	N=93	17%	N=45	4%	N=12	24%	N=63	100%	N=263
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=47	33%	N=87	27%	N=72	9%	N=25	12%	N=30	100%	N=261
Neighborliness of residents in Clovis	20%	N=53	40%	N=106	29%	N=77	9%	N=25	2%	N=4	100%	N=264

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	4%	N=12	96%	N=253	100%	N=264
Made efforts to make your home more energy efficient	19%	N=50	81%	N=212	100%	N=262
Observed a code violation or other hazard in Clovis	48%	N=127	52%	N=135	100%	N=262
Household member was a victim of a crime in Clovis	85%	N=224	15%	N=39	100%	N=263
Reported a crime to the police in Clovis	74%	N=195	26%	N=69	100%	N=264
Stocked supplies in preparation for an emergency	64%	N=166	36%	N=92	100%	N=258
Campaigned or advocated for an issue, cause or candidate	81%	N=210	19%	N=49	100%	N=259
Contacted the City of Clovis (in-person, phone, email or web) for help or information	52%	N=135	48%	N=126	100%	N=262
Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	91%	N=240	9%	N=24	100%	N=263

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Clovis?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Clovis recreation centers or their services	8%	N=22	10%	N=25	22%	N=59	60%	N=157	100%	N=263
Visited a neighborhood park or City park	12%	N=33	25%	N=66	41%	N=109	21%	N=56	100%	N=264
Used Clovis public libraries or their services	5%	N=14	11%	N=29	28%	N=75	55%	N=146	100%	N=265
Participated in religious or spiritual activities in Clovis	18%	N=46	19%	N=49	12%	N=31	52%	N=134	100%	N=260
Attended a City-sponsored event	4%	N=9	8%	N=20	45%	N=117	44%	N=113	100%	N=259
Used bus, rail, subway or other public transportation instead of driving	2%	N=5	5%	N=13	7%	N=18	86%	N=225	100%	N=262
Carpooled with other adults or children instead of driving alone	11%	N=29	14%	N=36	15%	N=40	60%	N=160	100%	N=265
Walked or biked instead of driving	13%	N=35	18%	N=47	19%	N=49	51%	N=133	100%	N=264
Volunteered your time to some group/activity in Clovis	5%	N=14	8%	N=21	15%	N=38	72%	N=190	100%	N=263
Participated in a club	4%	N=10	8%	N=21	13%	N=34	75%	N=200	100%	N=265
Talked to or visited with your immediate neighbors	28%	N=75	36%	N=95	24%	N=63	12%	N=31	100%	N=263
Done a favor for a neighbor	15%	N=39	20%	N=53	45%	N=120	20%	N=52	100%	N=264

Table 43: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=0	1%	N=4	8%	N=22	90%	N=238	100%	N=263

Table 44: Question 10

Please rate the quality of each of the following services in Clovis:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	52%	N=136	34%	N=87	5%	N=13	1%	N=3	8%	N=20	100%	N=260
Fire services	50%	N=130	29%	N=74	3%	N=7	0%	N=0	19%	N=48	100%	N=259
Ambulance or emergency medical services	48%	N=124	27%	N=69	3%	N=7	2%	N=5	20%	N=53	100%	N=259
Crime prevention	34%	N=88	36%	N=95	11%	N=29	3%	N=8	16%	N=41	100%	N=261
Fire prevention and education	26%	N=67	36%	N=95	8%	N=21	3%	N=7	28%	N=72	100%	N=261
Traffic enforcement	23%	N=58	47%	N=122	15%	N=39	6%	N=15	9%	N=23	100%	N=257
Street repair	15%	N=39	48%	N=126	27%	N=71	8%	N=21	2%	N=4	100%	N=261

Please rate the quality of each of the following services in Clovis:	Excellent		Good		Fair		Poor		Don't know		Total	
Street cleaning	38%	N=99	44%	N=114	13%	N=33	4%	N=11	1%	N=2	100%	N=259
Street lighting	21%	N=55	53%	N=138	19%	N=49	6%	N=17	0%	N=0	100%	N=259
Sidewalk maintenance	17%	N=44	49%	N=128	22%	N=57	10%	N=26	2%	N=5	100%	N=259
Traffic signal timing	16%	N=42	37%	N=97	22%	N=57	22%	N=58	3%	N=7	100%	N=260
Bus or transit services	14%	N=36	21%	N=53	8%	N=20	6%	N=15	52%	N=132	100%	N=256
Garbage collection	43%	N=111	47%	N=124	8%	N=22	1%	N=3	0%	N=1	100%	N=261
Recycling	41%	N=108	46%	N=121	10%	N=26	1%	N=4	1%	N=4	100%	N=261
Yard waste pick-up	43%	N=111	40%	N=103	9%	N=24	1%	N=3	7%	N=19	100%	N=260
Storm drainage	26%	N=67	44%	N=114	15%	N=39	3%	N=6	12%	N=32	100%	N=259
Drinking water	23%	N=60	41%	N=107	27%	N=71	7%	N=17	2%	N=5	100%	N=260
Sewer services	28%	N=73	48%	N=125	15%	N=38	2%	N=5	7%	N=18	100%	N=259
Power (electric and/or gas) utility	30%	N=77	42%	N=108	22%	N=55	5%	N=13	1%	N=3	100%	N=257
Utility billing	26%	N=69	44%	N=113	21%	N=54	8%	N=21	1%	N=3	100%	N=260
City parks	32%	N=82	44%	N=114	15%	N=38	3%	N=8	6%	N=16	100%	N=257
Recreation programs or classes	14%	N=36	35%	N=91	8%	N=20	4%	N=11	39%	N=100	100%	N=258
Recreation centers or facilities	13%	N=35	30%	N=78	12%	N=30	4%	N=10	41%	N=104	100%	N=257
Land use, planning and zoning	16%	N=40	34%	N=88	20%	N=52	6%	N=16	24%	N=62	100%	N=257
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=34	32%	N=81	23%	N=58	13%	N=33	20%	N=50	100%	N=256
Animal control	16%	N=42	44%	N=114	15%	N=38	6%	N=15	19%	N=50	100%	N=259
Economic development	13%	N=34	37%	N=94	22%	N=56	4%	N=10	24%	N=61	100%	N=255
Health services	18%	N=46	43%	N=111	16%	N=42	4%	N=9	20%	N=51	100%	N=259
Public library services	20%	N=53	38%	N=99	15%	N=39	2%	N=5	25%	N=64	100%	N=259
Public information services	13%	N=34	38%	N=98	18%	N=47	3%	N=6	28%	N=71	100%	N=257
Cable television	17%	N=43	37%	N=96	18%	N=47	7%	N=18	22%	N=56	100%	N=260
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	N=22	25%	N=60	16%	N=39	8%	N=19	43%	N=105	100%	N=246
Preservation of natural areas such as open space, farmlands and greenbelts	12%	N=30	30%	N=77	20%	N=51	15%	N=38	24%	N=61	100%	N=257
Clovis open space	15%	N=38	33%	N=84	22%	N=56	11%	N=27	19%	N=49	100%	N=254
City-sponsored special events	26%	N=67	42%	N=106	13%	N=32	4%	N=10	16%	N=40	100%	N=256
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	28%	N=68	42%	N=103	18%	N=45	3%	N=7	9%	N=22	100%	N=246

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Clovis	35%	N=91	47%	N=123	14%	N=36	2%	N=6	2%	N=4	100%	N=260
The Federal Government	7%	N=18	26%	N=67	31%	N=81	24%	N=63	12%	N=31	100%	N=260
The State Government	6%	N=16	23%	N=60	35%	N=90	24%	N=64	12%	N=30	100%	N=260
Fresno County Government	6%	N=16	35%	N=91	28%	N=72	16%	N=42	15%	N=39	100%	N=260

Table 46: Question 12

Please rate the following categories of Clovis government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Clovis	16%	N=42	40%	N=103	26%	N=68	7%	N=19	11%	N=28	100%	N=260
The overall direction that Clovis is taking	21%	N=55	47%	N=121	22%	N=58	4%	N=9	6%	N=16	100%	N=259
The job Clovis government does at welcoming citizen involvement	18%	N=48	33%	N=86	19%	N=49	4%	N=10	26%	N=67	100%	N=259
Overall confidence in Clovis government	23%	N=59	40%	N=102	18%	N=47	6%	N=15	13%	N=34	100%	N=257
Generally acting in the best interest of the community	21%	N=55	43%	N=111	16%	N=40	7%	N=17	14%	N=36	100%	N=259
Being honest	20%	N=51	37%	N=95	16%	N=42	6%	N=15	21%	N=54	100%	N=257
Treating all residents fairly	20%	N=53	33%	N=86	21%	N=55	7%	N=19	18%	N=46	100%	N=258

Table 47: Question 13

Please rate how important, if at all, you think it is for the Clovis community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Clovis	69%	N=179	27%	N=71	3%	N=9	1%	N=2	100%	N=261
Overall ease of getting to the places you usually have to visit	28%	N=73	50%	N=130	19%	N=49	2%	N=6	100%	N=258
Quality of overall natural environment in Clovis	36%	N=93	49%	N=128	13%	N=33	2%	N=5	100%	N=258
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	31%	N=79	52%	N=134	16%	N=40	1%	N=3	100%	N=257
Health and wellness opportunities in Clovis	29%	N=76	52%	N=135	17%	N=44	1%	N=3	100%	N=258
Overall opportunities for education and enrichment	44%	N=114	41%	N=106	13%	N=34	1%	N=4	100%	N=258
Overall economic health of Clovis	51%	N=132	41%	N=107	7%	N=19	1%	N=3	100%	N=261
Sense of community	35%	N=91	52%	N=134	12%	N=31	1%	N=3	100%	N=258

Table 48: Question 14

Please indicate how important, if at all, it is for the City of Clovis to invest in the following:	Essential		Very important		Somewhat important		Not at all important		Total	
Public safety (police/fire)	72%	N=188	24%	N=62	4%	N=10	0%	N=0	100%	N=260
Parks/trails	33%	N=86	48%	N=125	18%	N=48	0%	N=1	100%	N=260
Street repair and maintenance	50%	N=130	44%	N=114	7%	N=17	0%	N=0	100%	N=262
Senior services	33%	N=85	42%	N=108	24%	N=62	2%	N=6	100%	N=260
Affordable housing	37%	N=97	38%	N=98	18%	N=46	8%	N=20	100%	N=262
Land use planning	36%	N=95	46%	N=122	17%	N=44	1%	N=2	100%	N=262
Public transportation	25%	N=64	40%	N=104	27%	N=70	9%	N=22	100%	N=260
Recreation	25%	N=66	44%	N=115	27%	N=71	4%	N=10	100%	N=262
Economic development	42%	N=108	46%	N=121	12%	N=30	0%	N=1	100%	N=260

Table 49: Question 15

If you are employed for pay, which of the following best describes where you work? (Select only one.)	Percent	Number
Clovis, outside of my home	18%	N=44
Clovis, in my home	3%	N=6
Fresno	44%	N=106
Other	12%	N=30
Not employed for pay	23%	N=57
Total	100%	N=243

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Table 50: Question 16

Please indicate how important, if at all, it is for the City of Clovis to work on attracting the following types of businesses to Clovis:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Restaurants	25%	N=65	43%	N=111	25%	N=66	4%	N=9	3%	N=7	100%	N=258
Retail	24%	N=61	45%	N=115	22%	N=58	7%	N=17	3%	N=7	100%	N=259
Professional services	25%	N=65	49%	N=126	18%	N=48	2%	N=6	5%	N=14	100%	N=259
Recreation	17%	N=45	50%	N=129	23%	N=59	6%	N=16	3%	N=9	100%	N=258
Manufacturing	20%	N=52	40%	N=104	30%	N=79	6%	N=15	4%	N=10	100%	N=260
Industrial	19%	N=49	36%	N=94	31%	N=80	9%	N=24	5%	N=12	100%	N=259
Technology	31%	N=81	47%	N=123	16%	N=41	1%	N=4	4%	N=11	100%	N=259
Agricultural based businesses	32%	N=83	37%	N=97	23%	N=59	3%	N=9	5%	N=13	100%	N=260

Table 51: Question 17

Excluding groceries and gas, please indicate what percentage of the time, if any, do you shop…(total must equal 100%):	100% of the time		75% of the time		50% of the time		25% of the time		0% of the time		Total	
In the City of Clovis	17%	N=45	29%	N=76	33%	N=85	21%	N=54	1%	N=2	100%	N=261
In the City of Fresno	3%	N=6	6%	N=14	26%	N=64	51%	N=125	14%	N=34	100%	N=243
On the Internet	5%	N=12	4%	N=10	14%	N=32	43%	N=100	34%	N=80	100%	N=235
Other	3%	N=6	2%	N=4	2%	N=3	20%	N=35	73%	N=132	100%	N=180

Table 52: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	0%	N=1	3%	N=9	5%	N=14	23%	N=61	68%	N=177	100%	N=261
Purchase goods or services from a business located in Clovis	1%	N=2	2%	N=5	22%	N=59	54%	N=143	20%	N=54	100%	N=263
Eat at least 5 portions of fruits and vegetables a day	4%	N=9	11%	N=28	45%	N=117	27%	N=70	14%	N=37	100%	N=262
Participate in moderate or vigorous physical activity	5%	N=12	19%	N=48	33%	N=85	29%	N=75	15%	N=39	100%	N=260
Read or watch local news (via television, paper, computer, etc.)	3%	N=8	8%	N=20	15%	N=40	29%	N=75	45%	N=119	100%	N=261
Vote in local elections	5%	N=14	8%	N=22	9%	N=22	19%	N=50	59%	N=154	100%	N=263

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	14%	N=37
Very good	42%	N=111
Good	34%	N=91
Fair	8%	N=20
Poor	2%	N=6
Total	100%	N=265

Table 54: Question D3

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:	Percent	Number
Very positive	5%	N=13
Somewhat positive	20%	N=54
Neutral	55%	N=146
Somewhat negative	15%	N=41
Very negative	4%	N=11
Total	100%	N=264

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	61%	N=159
Working part time for pay	12%	N=32
Unemployed, looking for paid work	2%	N=4
Unemployed, not looking for paid work	2%	N=5
Fully retired	23%	N=59
Total	100%	N=260

Table 56: Question D5

Do you work inside the boundaries of Clovis?	Percent	Number
Yes, outside the home	19%	N=49
Yes, from home	7%	N=19
No	73%	N=184
Total	100%	N=251

Table 57: Question D6

How many years have you lived in Clovis?	Percent	Number
Less than 2 years	10%	N=26
2 to 5 years	19%	N=51
6 to 10 years	19%	N=50
11 to 20 years	18%	N=47
More than 20 years	34%	N=91
Total	100%	N=265

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	75%	N=199
Building with two or more homes (duplex, townhome, apartment or condominium)	21%	N=55
Mobile home	2%	N=4
Other	2%	N=5
Total	100%	N=265

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	37%	N=97
Owned	63%	N=164
Total	100%	N=261

Table 60: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	5%	N=13
$300 to $599 per month	6%	N=17
$600 to $999 per month	19%	N=50
$1,000 to $1,499 per month	33%	N=85
$1,500 to $2,499 per month	30%	N=78
$2,500 or more per month	7%	N=18
Total	100%	N=261

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	62%	N=164
Yes	38%	N=99
Total	100%	N=263

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=192
Yes	28%	N=73
Total	100%	N=265

Table 63: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	17%	N=42
$25,000 to $49,999	21%	N=53
$50,000 to $99,999	34%	N=87
$100,000 to $149,999	17%	N=44
$150,000 or more	11%	N=28
Total	100%	N=254

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	77%	N=200
Yes, I consider myself to be Spanish, Hispanic or Latino	23%	N=60
Total	100%	N=260

Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=8
Asian, Asian Indian or Pacific Islander	8%	N=21
Black or African American	1%	N=4
White	80%	N=210
Other	14%	N=37

Total may exceed 100% as respondents could select more than one option.

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=13
25 to 34 years	22%	N=59
35 to 44 years	16%	N=42
45 to 54 years	23%	N=60
55 to 64 years	14%	N=36
65 to 74 years	10%	N=28
75 years or older	10%	N=28
Total	100%	N=265

Table 67: Question D16

What is your sex?	Percent	Number
Female	55%	N=143
Male	45%	N=117
Total	100%	N=260

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	64%	N=169
Land line	16%	N=42
Both	20%	N=53
Total	100%	N=264

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Clovis chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (jurisdictions located in the West, with populations of 60,000-130,000 and an average annual household income of less than $85,000).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Clovis' "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Clovis' rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Clovis' rating to the benchmark.

In that final column, Clovis' results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Clovis residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Clovis	90%	120	395	Similar
Overall image or reputation of Clovis	91%	36	294	Higher
Clovis as a place to live	93%	96	338	Similar
Your neighborhood as a place to live	83%	126	260	Similar
Clovis as a place to raise children	92%	87	329	Higher
Clovis as a place to retire	76%	62	312	Similar
Overall appearance of Clovis	81%	95	307	Similar

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Clovis	90%	76	221	Similar
	In your neighborhood during the day	92%	143	300	Similar
	In Clovis' downtown/commercial area during the day	96%	71	254	Similar
Mobility	Overall ease of getting to the places you usually have to visit	83%	29	137	Similar
	Availability of paths and walking trails	85%	34	263	Higher
	Ease of walking in Clovis	83%	51	244	Higher
	Ease of travel by bicycle in Clovis	78%	19	248	Higher
	Ease of travel by public transportation in Clovis	54%	33	121	Similar
	Ease of travel by car in Clovis	79%	33	251	Higher
	Ease of public parking	68%	28	111	Similar
	Traffic flow on major streets	67%	47	296	Similar
Natural Environment	Quality of overall natural environment in Clovis	79%	104	232	Similar
	Cleanliness of Clovis	79%	111	225	Similar
	Air quality	28%	206	207	Much lower
Built Environment	Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	81%	12	131	Higher
	Overall quality of new development in Clovis	76%	23	240	Higher
	Availability of affordable quality housing	61%	53	252	Similar
	Variety of housing options	75%	46	231	Similar
	Public places where people want to spend time	71%	49	124	Similar
Economy	Overall economic health of Clovis	81%	30	136	Higher
	Vibrant downtown/commercial area	72%	17	121	Higher
	Overall quality of business and service establishments in Clovis	75%	48	225	Similar
	Cost of living in Clovis	57%	31	130	Similar
	Shopping opportunities	72%	59	250	Higher
	Employment opportunities	56%	32	264	Higher
	Clovis as a place to visit	68%	57	144	Similar
	Clovis as a place to work	81%	35	303	Higher
Recreation and Wellness	Health and wellness opportunities in Clovis	78%	39	133	Similar
	Availability of affordable quality mental health care	61%	31	113	Similar
	Availability of preventive health services	73%	46	187	Similar
	Availability of affordable quality health care	72%	55	212	Similar
	Availability of affordable quality food	77%	41	187	Similar
	Recreational opportunities	72%	126	256	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	81%	32	128	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Overall opportunities for education and enrichment	87%	20	131	Higher
	Opportunities to participate in religious or spiritual events and activities	85%	51	168	Similar
	Opportunities to attend cultural/arts/music activities	63%	84	249	Similar
	Adult educational opportunities	85%	7	118	Higher
	K-12 education	89%	24	221	Higher
Education and Enrichment	Availability of affordable quality child care/preschool	69%	20	210	Higher
	Opportunities to participate in social events and activities	74%	50	212	Similar
	Neighborliness of Clovis	61%	60	126	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	58%	138	241	Similar
	Opportunities to participate in community matters	72%	44	224	Similar
Community Engagement	Opportunities to volunteer	76%	55	219	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Clovis	84%	44	383	Similar
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	77%	138	318	Similar
Value of services for the taxes paid to Clovis	63%	76	344	Similar
Overall direction that Clovis is taking	72%	33	275	Higher
Job Clovis government does at welcoming citizen involvement	69%	13	262	Higher
Overall confidence in Clovis government	72%	6	131	Higher
Generally acting in the best interest of the community	74%	14	131	Higher
Being honest	72%	17	127	Higher
Treating all residents fairly	65%	24	130	Higher
Services provided by the Federal Government	37%	137	203	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Police/Sheriff services	93%	7	380	Higher
	Fire services	97%	20	307	Similar
	Ambulance or emergency medical services	94%	41	296	Similar
	Crime prevention	83%	36	304	Higher
	Fire prevention and education	86%	67	241	Similar
	Animal control	74%	85	291	Similar
Safety	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	59%	159	238	Similar
	Traffic enforcement	77%	60	324	Similar
	Street repair	64%	88	369	Higher
	Street cleaning	83%	10	273	Higher
	Street lighting	75%	36	268	Similar
	Sidewalk maintenance	67%	68	273	Similar
	Traffic signal timing	55%	99	212	Similar
Mobility	Bus or transit services	72%	25	181	Higher
	Garbage collection	90%	59	304	Similar
Natural	Recycling	89%	57	311	Similar
Environment	Yard waste pick-up	89%	15	224	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Drinking water	65%	179	288	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	54%	160	216	Similar
	Clovis open space	60%	64	124	Similar
	Storm drainage	80%	17	312	Higher
	Sewer services	82%	77	273	Similar
	Power (electric and/or gas) utility	73%	71	135	Similar
	Utility billing	71%	49	116	Similar
	Land use, planning and zoning	66%	26	252	Higher
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	56%	129	312	Similar
	Cable television	68%	15	161	Similar
Economy	Economic development	66%	45	240	Higher
	City parks	81%	139	282	Similar
	Recreation programs or classes	80%	137	295	Similar
Recreation and Wellness	Recreation centers or facilities	74%	127	239	Similar
	Health services	76%	50	164	Similar
Education and Enrichment	City-sponsored special events	81%	22	140	Similar
	Public library services	78%	234	297	Similar
Community Engagement	Public information services	71%	103	244	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	77%	25	259	Higher
Recommend living in Clovis to someone who asks	96%	27	233	Higher
Remain in Clovis for the next five years	93%	17	228	Similar
Contacted Clovis (in-person, phone, email or web) for help or information	48%	99	265	Similar

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	36%	58	117	Similar
	Did NOT report a crime to the police	74%	90	127	Similar
Safety	Household member was NOT a victim of a crime	85%	172	225	Similar
	Used bus, rail, subway or other public transportation instead of driving	14%	70	105	Lower
	Carpooled with other adults or children instead of driving alone	40%	78	123	Similar
Mobility	Walked or biked instead of driving	49%	86	127	Similar
	Made efforts to conserve water	96%	9	118	Higher
Natural Environment	Made efforts to make your home more energy efficient	81%	21	118	Similar
	Recycle at home	96%	30	212	Higher
	Did NOT observe a code violation or other hazard in Clovis	48%	74	119	Similar
Built Environment	NOT experiencing housing costs stress	57%	184	208	Lower
	Purchase goods or services from a business located in Clovis	97%	59	123	Similar
Economy	Economy will have positive impact on income	25%	109	210	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Work inside boundaries of Clovis	27%	104	123	Lower
Recreation and Wellness	Used Clovis recreation centers or their services	40%	191	196	Lower
	Visited a neighborhood park or City park	79%	178	228	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	49	120	Similar
	Participate in moderate or vigorous physical activity	77%	112	121	Similar
	In very good to excellent health	56%	99	122	Similar
Education and Enrichment	Used Clovis public libraries or their services	45%	193	198	Much lower
	Participated in religious or spiritual activities in Clovis	48%	90	165	Similar
	Attended City-sponsored event	56%	45	124	Similar
	Campaigned or advocated for an issue, cause or candidate	19%	78	115	Similar
	Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	9%	117	122	Similar
	Volunteered your time to some group/activity in Clovis	28%	183	217	Lower
	Participated in a club	25%	120	193	Similar
	Talked to or visited with your immediate neighbors	88%	89	123	Similar
	Done a favor for a neighbor	80%	80	118	Similar
	Attended a local public meeting	10%	216	217	Lower
Community Engagement	Read or watch local news (via television, paper, computer, etc.)	89%	32	122	Similar
	Vote in local elections	86%	38	210	Similar

Communities included in national comparisons

The communities included in Clovis' comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO..441,603
Airway Heights city, WA 6,114
Albany city, OR.. 50,158
Albemarle County, VA.. 98,970
Albert Lea city, MN.. 18,016
Algonquin village, IL... 30,046
Aliso Viejo city, CA 47,823
Altoona city, IA 14,541
American Canyon city, CA... 19,454
Ames city, IA 58,965
Andover CDP, MA.. 8,762
Ankeny city, IA 45,582
Ann Arbor city, MI..113,934
Annapolis city, MD 38,394
Apache Junction city, AZ... 35,840
Apple Valley town, CA 69,135
Arapahoe County, CO...572,003
Arkansas City city, AR.. 366
Arlington city, TX 365,438
Arlington County, VA..207,627
Arvada city, CO...106,433
Asheville city, NC 83,393
Ashland city, OR.. 20,078
Ashland town, VA.. 7,225
Aspen city, CO 6,658
Auburn city, AL 53,380
Auburn city, WA... 70,180

Augusta CCD, GA...134,777
Aurora city, CO 325,078
Austin city, TX 790,390
Bainbridge Island city, WA... 23,025
Baltimore city, MD..620,961
Bartonville town, TX.. 1,469
Battle Creek city, MI... 52,347
Bay City city, MI... 34,932
Baytown city, TX.. 71,802
Bedford city, TX.. 46,979
Bedford town, MA 13,320
Bellevue city, WA 122,363
Bellingham city, WA 80,885
Beltrami County, MN 44,442
Benbrook city, TX... 21,234
Bend city, OR... 76,639
Benicia city, CA 26,997
Bettendorf city, IA... 33,217
Billings city, MT...104,170
Blaine city, MN... 57,186
Bloomfield Hills city, MI 3,869
Bloomington city, MN 82,893
Blue Springs city, MO 52,575
Boise City city, ID 205,671
Boone County, KY..118,811
Boulder city, CO.. 97,385
Bowling Green city, KY 58,067

Brentwood city, MO	8,055
Brentwood city, TN	37,060
Brighton city, CO	33,352
Bristol city, TN	26,702
Broken Arrow city, OK	98,850
Brookfield city, WI	37,920
Brookline CDP, MA	58,732
Broomfield city, CO	55,889
Brownsburg town, IN	21,285
Bryan city, TX	76,201
Burien city, WA	33,313
Burleson city, TX	36,690
Cabarrus County, NC	178,011
Cambridge city, MA	105,162
Canton city, SD	3,057
Cape Coral city, FL	154,305
Cape Girardeau city, MO	37,941
Carlisle borough, PA	18,682
Carlsbad city, CA	105,328
Carroll city, IA	10,103
Cartersville city, GA	19,731
Cary town, NC	135,234
Casa Grande city, AZ	48,571
Casper city, WY	55,316
Castine town, ME	1,366
Castle Pines North city, CO	10,360
Castle Rock town, CO	48,231
Centennial city, CO	100,377
Centralia city, IL	13,032
Chambersburg borough, PA	20,268
Chandler city, AZ	236,123
Chanhassen city, MN	22,952
Chapel Hill town, NC	57,233
Charlotte city, NC	731,424
Charlotte County, FL	159,978
Charlottesville city, VA	43,475
Chattanooga city, TN	167,674
Chesterfield County, VA	316,236
Chippewa Falls city, WI	13,661
Citrus Heights city, CA	83,301
Clackamas County, OR	375,992
Clarendon Hills village, IL	8,427
Clayton city, MO	15,939
Clearwater city, FL	107,685
Cleveland Heights city, OH	46,121
Clive city, IA	15,447
Clovis city, CA	95,631
College Park city, MD	30,413
College Station city, TX	93,857
Colleyville city, TX	22,807
Collinsville city, IL	25,579
Columbia city, MO	108,500
Columbia city, SC	129,272
Columbia Falls city, MT	4,688
Columbus city, WI	4,991
Commerce City city, CO	45,913
Concord city, CA	122,067
Concord town, MA	17,668
Cookeville city, TN	30,435
Coon Rapids city, MN	61,476
Copperas Cove city, TX	32,032
Coronado city, CA	18,912
Corvallis city, OR	54,462
Creve Coeur city, MO	17,833
Cross Roads town, TX	1,563
Crystal Lake city, IL	40,743
Dade City city, FL	6,437
Dakota County, MN	398,552
Dallas city, OR	14,583
Dallas city, TX	1,197,816
Danville city, KY	16,218
Dardenne Prairie city, MO	11,494
Davenport city, IA	99,685
Davidson town, NC	10,944
Dayton city, OH	141,527
Decatur city, GA	19,335
Del Mar city, CA	4,161
Delray Beach city, FL	60,522
Denison city, TX	22,682
Denton city, TX	113,383
Denver city, CO	600,158
Derby city, KS	22,158
Des Peres city, MO	8,373
Destin city, FL	12,305
Dorchester County, MD	32,618
Dothan city, AL	65,496
Douglas County, CO	285,465
Dover city, NH	29,987
Dublin city, CA	46,036
Duluth city, MN	86,265
Duncanville city, TX	38,524
Durham city, NC	228,330
Eagle town, CO	6,508
East Baton Rouge Parish, LA	440,171
East Grand Forks city, MN	8,601
East Lansing city, MI	48,579
Eau Claire city, WI	65,883
Eden Prairie city, MN	60,797
Edgerton city, KS	1,671
Edgewater city, CO	5,170
Edina city, MN	47,941
Edmond city, OK	81,405
Edmonds city, WA	39,709
El Cerrito city, CA	23,549
El Dorado County, CA	181,058
El Paso city, TX	649,121
Elk Grove city, CA	153,015
Elk River city, MN	22,974
Elko New Market city, MN	4,110
Elmhurst city, IL	44,121
Encinitas city, CA	59,518
Englewood city, CO	30,255
Erie town, CO	18,135
Escambia County, FL	297,619
Estes Park town, CO	5,858
Fairview town, TX	7,248
Farmington Hills city, MI	79,740
Fayetteville city, NC	200,564
Fishers town, IN	76,794
Flower Mound town, TX	64,669
Forest Grove city, OR	21,083
Fort Collins city, CO	143,986
Fort Smith city, AR	86,209
Fort Worth city, TX	741,206
Fountain Hills town, AZ	22,489
Franklin city, TN	62,487
Fredericksburg city, VA	24,286
Fremont city, CA	214,089
Friendswood city, TX	35,805
Fruita city, CO	12,646
Gahanna city, OH	33,248
Gaithersburg city, MD	59,933
Galveston city, TX	47,743
Gardner city, KS	19,123
Geneva city, NY	13,261
Georgetown city, TX	47,400
Gilbert town, AZ	208,453
Gillette city, WY	29,087
Glendora city, CA	50,073
Glenview village, IL	44,692

Globe city, AZ	7,532
Golden Valley city, MN	20,371
Goodyear city, AZ	65,275
Grafton village, WI	11,459
Grand Blanc city, MI	8,276
Grand Island city, NE	48,520
Grass Valley city, CA	12,860
Greeley city, CO	92,889
Green Valley CDP, AZ	21,391
Greenville city, NC	84,554
Greenwich town, CT	61,171
Greenwood Village city, CO	13,925
Greer city, SC	25,515
Guilford County, NC	488,406
Gunnison County, CO	15,324
Gurnee village, IL	31,295
Hailey city, ID	7,960
Haines Borough, AK	2,508
Hallandale Beach city, FL	37,113
Hamilton city, OH	62,477
Hanover County, VA	99,863
Harrisonburg city, VA	48,914
Harrisonville city, MO	10,019
Hayward city, CA	144,186
Henderson city, NV	257,729
Herndon town, VA	23,292
High Point city, NC	104,371
Highland Park city, IL	29,763
Highlands Ranch CDP, CO	96,713
Hillsborough town, NC	6,087
Holland city, MI	33,051
Honolulu County, HI	953,207
Hooksett town, NH	13,451
Hopkins city, MN	17,591
Hopkinton town, MA	14,925
Hoquiam city, WA	8,726
Horry County, SC	269,291
Hudson city, OH	22,262
Hudson town, CO	2,356
Hudsonville city, MI	7,116
Huntersville town, NC	46,773
Hurst city, TX	37,337
Hutchinson city, MN	14,178
Hutto city, TX	14,698
Hyattsville city, MD	17,557
Independence city, MO	116,830
Indian Trail town, NC	33,518
Indianola city, IA	14,782
Iowa City city, IA	67,862
Issaquah city, WA	30,434
Jackson County, MI	160,248
James City County, VA	67,009
Jefferson City city, MO	43,079
Jefferson County, CO	534,543
Jefferson County, NY	116,229
Jerome city, ID	10,890
Johnson City city, TN	63,152
Johnston city, IA	17,278
Jupiter town, FL	55,156
Kalamazoo city, MI	74,262
Kansas City city, KS	145,786
Kansas City city, MO	459,787
Keizer city, OR	36,478
Kenmore city, WA	20,460
Kennedale city, TX	6,763
Kennett Square borough, PA	6,072
Kettering city, OH	56,163
Key West city, FL	24,649
King County, WA	1,931,249
Kirkland city, WA	48,787
Kirkwood city, MO	27,540
Knoxville city, IA	7,313
La Mesa city, CA	57,065
La Plata town, MD	8,753
La Porte city, TX	33,800
La Vista city, NE	15,758
Lafayette city, CO	24,453
Laguna Beach city, CA	22,723
Laguna Hills city, CA	30,344
Laguna Niguel city, CA	62,979
Lake Oswego city, OR	36,619
Lake Stevens city, WA	28,069
Lake Worth city, FL	34,910
Lake Zurich village, IL	19,631
Lakeville city, MN	55,954
Lakewood city, CO	142,980
Lane County, OR	351,715
Larimer County, CO	299,630
Las Cruces city, NM	97,618
Las Vegas city, NV	583,756
Lawrence city, KS	87,643
League City city, TX	83,560
Lee's Summit city, MO	91,364
Lehi city, UT	47,407
Lenexa city, KS	48,190
Lewis County, NY	27,087
Lewisville city, TX	95,290
Libertyville village, IL	20,315
Lincoln city, NE	258,379
Lindsborg city, KS	3,458
Littleton city, CO	41,737
Livermore city, CA	80,968
Lombard village, IL	43,165
Lone Tree city, CO	10,218
Long Grove village, IL	8,043
Longmont city, CO	86,270
Longview city, TX	80,455
Los Alamos County, NM	17,950
Louisville city, CO	18,376
Lynchburg city, VA	75,568
Lynnwood city, WA	35,836
Macomb County, MI	840,978
Madison city, WI	233,209
Manhattan Beach city, CA	35,135
Mankato city, MN	39,309
Maple Grove city, MN	61,567
Maple Valley city, WA	22,684
Maricopa County, AZ	3,817,117
Maryland Heights city, MO	27,472
Matthews town, NC	27,198
McAllen city, TX	129,877
McDonough city, GA	22,084
McKinney city, TX	131,117
McMinnville city, OR	32,187
Medford city, OR	74,907
Menlo Park city, CA	32,026
Mercer Island city, WA	22,699
Meridian charter township, MI	39,688
Meridian city, ID	75,092
Merriam city, KS	11,003
Mesa County, CO	146,723
Miami Beach city, FL	87,779
Miami city, FL	399,457
Middleton city, WI	17,442
Midland city, MI	41,863
Milford city, DE	9,559
Milton city, GA	32,661
Minneapolis city, MN	382,578
Mission Viejo city, CA	93,305
Modesto city, CA	201,165

Monterey city, CA	27,810
Montgomery County, VA	94,392
Monticello city, UT	1,972
Monument town, CO	5,530
Mooresville town, NC	32,711
Morristown city, TN	29,137
Morrisville town, NC	18,576
Moscow city, ID	23,800
Mountain Village town, CO	1,320
Mountlake Terrace city, WA	19,909
Muscatine city, IA	22,886
Naperville city, IL	141,853
Needham CDP, MA	28,886
New Braunfels city, TX	57,740
New Brighton city, MN	21,456
New Hanover County, NC	202,667
New Orleans city, LA	343,829
New Smyrna Beach city, FL	22,464
Newberg city, OR	22,068
Newport Beach city, CA	85,186
Newport News city, VA	180,719
Newton city, IA	15,254
Noblesville city, IN	51,969
Nogales city, AZ	20,837
Norfolk city, VA	242,803
North Richland Hills city, TX	63,343
Northglenn city, CO	35,789
Novato city, CA	51,904
Novi city, MI	55,224
O'Fallon city, IL	28,281
O'Fallon city, MO	79,329
Oak Park village, IL	51,878
Oakland city, CA	390,724
Oakland Park city, FL	41,363
Oakley city, CA	35,432
Ogdensburg city, NY	11,128
Oklahoma City city, OK	579,999
Olathe city, KS	125,872
Old Town city, ME	7,840
Olmsted County, MN	144,248
Olympia city, WA	46,478
Orland Park village, IL	56,767
Oshkosh city, WI	66,083
Oshtemo charter township, MI	21,705
Otsego County, MI	24,164
Overland Park city, KS	173,372
Oviedo city, FL	33,342
Paducah city, KY	25,024
Palm Coast city, FL	75,180
Palo Alto city, CA	64,403
Papillion city, NE	18,894
Park City city, UT	7,558
Parker town, CO	45,297
Parkland city, FL	23,962
Pasadena city, CA	137,122
Pasco city, WA	59,781
Pasco County, FL	464,697
Pearland city, TX	91,252
Peoria city, AZ	154,065
Peoria city, IL	115,007
Peoria County, IL	186,494
Petoskey city, MI	5,670
Pflugerville city, TX	46,936
Phoenix city, AZ	1,445,632
Pinal County, AZ	375,770
Pinehurst village, NC	13,124
Piqua city, OH	20,522
Pitkin County, CO	17,148
Plano city, TX	259,841
Platte City city, MO	4,691
Plymouth city, MN	70,576
Pocatello city, ID	54,255
Polk County, IA	430,640
Pompano Beach city, FL	99,845
Port Huron city, MI	30,184
Port Orange city, FL	56,048
Portland city, OR	583,776
Post Falls city, ID	27,574
Prince William County, VA	402,002
Prior Lake city, MN	22,796
Provo city, UT	112,488
Pueblo city, CO	106,595
Purcellville town, VA	7,727
Queen Creek town, AZ	26,361
Radnor township, PA	31,531
Ramsey city, MN	23,668
Rapid City city, SD	67,956
Raymore city, MO	19,206
Redmond city, WA	54,144
Rehoboth Beach city, DE	1,327
Reno city, NV	225,221
Reston CDP, VA	58,404
Richmond city, CA	103,701
Richmond Heights city, MO	8,603
Rifle city, CO	9,172
River Falls city, WI	15,000
Riverdale city, UT	8,426
Riverside city, CA	303,871
Riverside city, MO	2,937
Rochester Hills city, MI	70,995
Rock Hill city, SC	66,154
Rockford city, IL	152,871
Rockville city, MD	61,209
Rogers city, MN	8,597
Rolla city, MO	19,559
Roselle village, IL	22,763
Rosemount city, MN	21,874
Roseville city, MN	33,660
Roswell city, GA	88,346
Round Rock city, TX	99,887
Royal Oak city, MI	57,236
Saco city, ME	18,482
Sahuarita town, AZ	25,259
Sammamish city, WA	45,780
San Anselmo town, CA	12,336
San Antonio city, TX	1,327,407
San Carlos city, CA	28,406
San Diego city, CA	1,307,402
San Francisco city, CA	805,235
San Jose city, CA	945,942
San Juan County, NM	130,044
San Marcos city, CA	83,781
San Marcos city, TX	44,894
San Rafael city, CA	57,713
Sandy Springs city, GA	93,853
Sanford city, FL	53,570
Sangamon County, IL	197,465
Santa Clarita city, CA	176,320
Santa Fe County, NM	144,170
Santa Monica city, CA	89,736
Sarasota County, FL	379,448
Savage city, MN	26,911
Scarborough CDP, ME	4,403
Schaumburg village, IL	74,227
Scott County, MN	129,928
Scottsdale city, AZ	217,385
Seaside city, CA	33,025
SeaTac city, WA	26,909
Sevierville city, TN	14,807
Shawnee city, KS	62,209

Sheboygan city, WI 49,288
Shoreview city, MN 25,043
Shorewood city, MN 7,307
Shorewood village, IL 15,615
Shorewood village, WI 13,162
Sioux Center city, IA 7,048
Sioux Falls city, SD 153,888
Skokie village, IL 64,784
Snellville city, GA 18,242
Snowmass Village town, CO 2,826
South Kingstown town, RI 30,639
South Lake Tahoe city, CA 21,403
South Portland city, ME 25,002
Southborough town, MA 9,767
Southlake city, TX 26,575
Sparks city, NV 90,264
Spokane Valley city, WA 89,755
Spring Hill city, KS 5,437
Springboro city, OH 17,409
Springfield city, MO 159,498
Springfield city, OR 59,403
Springville city, UT 29,466
St. Charles city, IL 32,974
St. Cloud city, FL 35,183
St. Cloud city, MN 65,842
St. Joseph city, MO 76,780
St. Louis County, MN 200,226
St. Louis Park city, MN 45,250
Stallings town, NC 13,831
State College borough, PA 42,034
Steamboat Springs city, CO 12,088
Sterling Heights city, MI 129,699
Sugar Grove village, IL 8,997
Sugar Land city, TX 78,817
Summit city, NJ 21,457
Summit County, UT 36,324
Sunnyvale city, CA 140,081
Surprise city, AZ 117,517
Suwanee city, GA 15,355
Tacoma city, WA 198,397
Takoma Park city, MD 16,715
Tamarac city, FL 60,427
Temecula city, CA 100,097
Tempe city, AZ 161,719
Temple city, TX 66,102
The Woodlands CDP, TX 93,847
Thornton city, CO 118,772
Thousand Oaks city, CA 126,683
Tigard city, OR 48,035
Tracy city, CA 82,922

Tualatin city, OR 26,054
Tulsa city, OK 391,906
Twin Falls city, ID 44,125
Tyler city, TX 96,900
Umatilla city, OR 6,906
Upper Arlington city, OH...................................... 33,771
Urbandale city, IA 39,463
Vail town, CO.. 5,305
Vancouver city, WA 161,791
Vestavia Hills city, AL 34,033
Victoria city, MN.. 7,345
Virginia Beach city, VA...437,994
Wake Forest town, NC 30,117
Walnut Creek city, CA... 64,173
Washington County, MN 238,136
Washington town, NH 1,123
Washoe County, NV 421,407
Watauga city, TX 23,497
Wauwatosa city, WI 46,396
Waverly city, IA 9,874
Weddington town, NC 9,459
Wentzville city, MO... 29,070
West Carrollton city, OH 13,143
West Chester borough, PA.................................... 18,461
West Des Moines city, IA...................................... 56,609
West Richland city, WA... 11,811
Western Springs village, IL 12,975
Westerville city, OH 36,120
Westlake town, TX 992
Westminster city, CO..106,114
Weston town, MA... 11,261
Wheat Ridge city, CO 30,166
White House city, TN 10,255
Wichita city, KS..382,368
Williamsburg city, VA 14,068
Wilmington city, NC..106,476
Wilsonville city, OR... 19,509
Winchester city, VA 26,203
Windsor town, CO.. 18,644
Windsor town, CT 29,044
Winnetka village, IL 12,187
Winston-Salem city, NC 229,617
Winter Garden city, FL.. 34,568
Woodbury city, MN.. 61,961
Woodland city, CA... 55,468
Woodland city, WA... 5,509
Wrentham town, MA 10,955
Yakima city, WA... 91,067
York County, VA.. 65,464
Yorktown town, IN... 9,405

Western Communities with Population 60-130K and an Annual Income Less than $85,000 Benchmark Comparisons

Table 75: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Clovis	90%	6	24	Similar
Overall image or reputation of Clovis	91%	2	14	Much higher
Clovis as a place to live	93%	2	19	Higher
Your neighborhood as a place to live	83%	5	14	Similar
Clovis as a place to raise children	92%	3	16	Higher
Clovis as a place to retire	76%	4	16	Higher
Overall appearance of Clovis	81%	4	14	Higher

Table 76: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Clovis	90%	4	12	Higher
	In your neighborhood during the day	92%	6	16	Similar
	In Clovis' downtown/commercial area during the day	96%	2	15	Higher
Mobility	Overall ease of getting to the places you usually have to visit	83%	2	7	Higher
	Availability of paths and walking trails	85%	2	15	Higher
	Ease of walking in Clovis	83%	2	13	Higher
	Ease of travel by bicycle in Clovis	78%	1	13	Higher
	Ease of travel by public transportation in Clovis	54%	2	7	Similar
	Ease of travel by car in Clovis	79%	2	13	Higher
	Ease of public parking	68%	NA	NA	NA
	Traffic flow on major streets	67%	2	18	Higher
Natural Environment	Quality of overall natural environment in Clovis	79%	4	12	Similar
	Cleanliness of Clovis	79%	4	13	Higher
	Air quality	28%	12	12	Much lower
Built Environment	Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	81%	1	6	Much higher
	Overall quality of new development in Clovis	76%	1	13	Higher
	Availability of affordable quality housing	61%	4	14	Similar
	Variety of housing options	75%	3	12	Higher
	Public places where people want to spend time	71%	1	6	Much higher
Economy	Overall economic health of Clovis	81%	1	6	Much higher
	Vibrant downtown/commercial area	72%	1	6	Much higher
	Overall quality of business and service establishments in Clovis	75%	2	12	Higher
	Cost of living in Clovis	57%	2	6	Similar
	Shopping opportunities	72%	4	14	Higher
	Employment opportunities	56%	2	16	Higher
	Clovis as a place to visit	68%	1	7	Much higher
	Clovis as a place to work	81%	2	18	Higher
Recreation and Wellness	Health and wellness opportunities in Clovis	78%	1	6	Much higher
	Availability of affordable quality mental health care	61%	1	5	Higher
	Availability of preventive health services	73%	2	11	Higher
	Availability of affordable quality health care	72%	2	12	Higher
	Availability of affordable quality food	77%	2	10	Similar
	Recreational opportunities	72%	5	13	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	81%	1	6	Higher
Education and Enrichment	Overall opportunities for education and enrichment	87%	1	6	Much higher
	Opportunities to participate in religious or spiritual events and activities	85%	1	8	Similar
	Opportunities to attend cultural/arts/music activities	63%	5	15	Similar
	Adult educational opportunities	85%	1	6	Much higher
	K-12 education	89%	1	13	Much higher
	Availability of affordable quality child care/preschool	69%	1	11	Higher
Community Engagement	Opportunities to participate in social events and activities	74%	2	12	Higher
	Neighborliness of Clovis	61%	2	7	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	58%	6	12	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Opportunities to participate in community matters	72%	1	11	Higher
Opportunities to volunteer	76%	3	11	Similar

Table 77: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Clovis	84%	4	23	Higher
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	77%	7	16	Similar
Value of services for the taxes paid to Clovis	63%	3	15	Higher
Overall direction that Clovis is taking	72%	2	16	Higher
Job Clovis government does at welcoming citizen involvement	69%	1	16	Higher
Overall confidence in Clovis government	72%	1	7	Much higher
Generally acting in the best interest of the community	74%	1	6	Much higher
Being honest	72%	1	6	Much higher
Treating all residents fairly	65%	2	6	Higher
Services provided by the Federal Government	37%	6	11	Similar

Table 78: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Police/Sheriff services	93%	1	18	Higher
	Fire services	97%	1	12	Higher
	Ambulance or emergency medical services	94%	1	15	Higher
	Crime prevention	83%	1	13	Much higher
	Fire prevention and education	86%	2	13	Higher
	Animal control	74%	4	15	Similar
Safety	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	59%	6	15	Similar
	Traffic enforcement	77%	3	15	Higher
	Street repair	64%	5	21	Similar
	Street cleaning	83%	1	17	Higher
	Street lighting	75%	1	13	Higher
	Sidewalk maintenance	67%	4	14	Similar
	Traffic signal timing	55%	4	12	Similar
Mobility	Bus or transit services	72%	1	12	Higher
	Garbage collection	90%	2	16	Similar
	Recycling	89%	2	16	Higher
	Yard waste pick-up	89%	1	11	Higher
	Drinking water	65%	7	13	Similar
Natural Environment	Preservation of natural areas such as open space, farmlands and greenbelts	54%	5	12	Similar
	Clovis open space	60%	2	6	Similar
	Storm drainage	80%	2	12	Higher
	Sewer services	82%	6	17	Similar
	Power (electric and/or gas) utility	73%	5	8	Similar
	Utility billing	71%	2	8	Similar
	Land use, planning and zoning	66%	1	13	Higher
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	56%	6	17	Similar
	Cable television	68%	2	10	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Economy	Economic development	66%	2	12	Higher
Recreation and Wellness	City parks	81%	5	13	Similar
	Recreation programs or classes	80%	9	18	Similar
	Recreation centers or facilities	74%	6	14	Similar
	Health services	76%	3	10	Similar
Education and Enrichment	City-sponsored special events	81%	1	6	Much higher
	Public library services	78%	9	17	Similar
Community Engagement	Public information services	71%	3	12	Similar

Table 79: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	77%	2	15	Higher
Recommend living in Clovis to someone who asks	96%	2	13	Higher
Remain in Clovis for the next five years	93%	3	13	Similar
Contacted Clovis (in-person, phone, email or web) for help or information	48%	4	14	Similar

Table 80: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	36%	2	6	Similar
	Did NOT report a crime to the police	74%	2	6	Similar
	Household member was NOT a victim of a crime	85%	8	14	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	14%	5	6	Lower
	Carpooled with other adults or children instead of driving alone	40%	6	6	Similar
	Walked or biked instead of driving	49%	4	6	Similar
Natural Environment	Made efforts to conserve water	96%	3	5	Similar
	Made efforts to make your home more energy efficient	81%	2	5	Similar
	Recycle at home	96%	3	11	Similar
Built Environment	Did NOT observe a code violation or other hazard in Clovis	48%	2	6	Similar
	NOT experiencing housing costs stress	57%	9	11	Similar
Economy	Purchase goods or services from a business located in Clovis	97%	3	6	Similar
	Economy will have positive impact on income	25%	8	12	Similar
	Work inside boundaries of Clovis	27%	6	6	Lower
Recreation and Wellness	Used Clovis recreation centers or their services	40%	11	11	Lower
	Visited a neighborhood park or City park	79%	10	11	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	4	6	Similar
	Participate in moderate or vigorous physical activity	77%	6	6	Similar
	In very good to excellent health	56%	3	6	Similar
Education and Enrichment	Used Clovis public libraries or their services	45%	10	11	Lower
	Participated in religious or spiritual activities in Clovis	48%	5	8	Similar
	Attended City-sponsored event	56%	1	6	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Campaigned or advocated for an issue, cause or candidate	19%	3	5	Similar
	Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	9%	4	6	Similar
	Volunteered your time to some group/activity in Clovis	28%	10	11	Lower
	Participated in a club	25%	7	11	Similar
	Talked to or visited with your immediate neighbors	88%	5	6	Similar
	Done a favor for a neighbor	80%	4	6	Similar
	Attended a local public meeting	10%	11	11	Similar
Community Engagement	Read or watch local news (via television, paper, computer, etc.)	89%	1	6	Similar
	Vote in local elections	86%	1	10	Similar

Communities included in custom comparisons

The communities included in Clovis' custom comparisons are listed below along with their population according to the 2010 Census.

Apple Valley town, CA 69,135
Arvada city, CO...106,433
Auburn city, WA.. 70,180
Bellevue city, WA 122,363
Bellingham city, WA 80,885
Bend city, OR.. 76,639
Billings city, MT...104,170
Boulder city, CO.. 97,385
Carlsbad city, CA..105,328
Citrus Heights city, CA... 83,301
Clovis city, CA... 95,631
Concord city, CA 122,067
Goodyear city, AZ 65,275
Greeley city, CO... 92,889
Las Cruces city, NM... 97,618
Longmont city, CO 86,270

Medford city, OR... 74,907
Meridian city, ID 75,092
Provo city, UT..112,488
Pueblo city, CO 106,595
Richmond city, CA...103,701
San Marcos city, CA 83,781
Santa Monica city, CA... 89,736
Sparks city, NV 90,264
Spokane Valley city, WA 89,755
Surprise city, AZ..117,517
Temecula city, CA 100,097
Thornton city, CO...118,772
Tracy city, CA 82,922
Walnut Creek city, CA.. 64,173
Westminster city, CO..106,114
Yakima city, WA... 91,067

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Clovis funded this research. Please contact Andrew Haussler of the Clovis City Manager's office at andrewh@ci.clovis.ca if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Clovis were eligible to participate in the survey. A list of all households within the zip codes serving Clovis was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Clovis households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Clovis boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of three areas: North of Herndon, SE Herndon and Fowler and SW Herndon and Fowler.

To choose the 1,400 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients

Survey Recipients in Clovis, CA

- North of Herndon
- SW Herndon & Fowler
- North of Herndon
- SW Herndon & Fowler
- SE Herndon & Fowler
- SE Herndon & Fowler
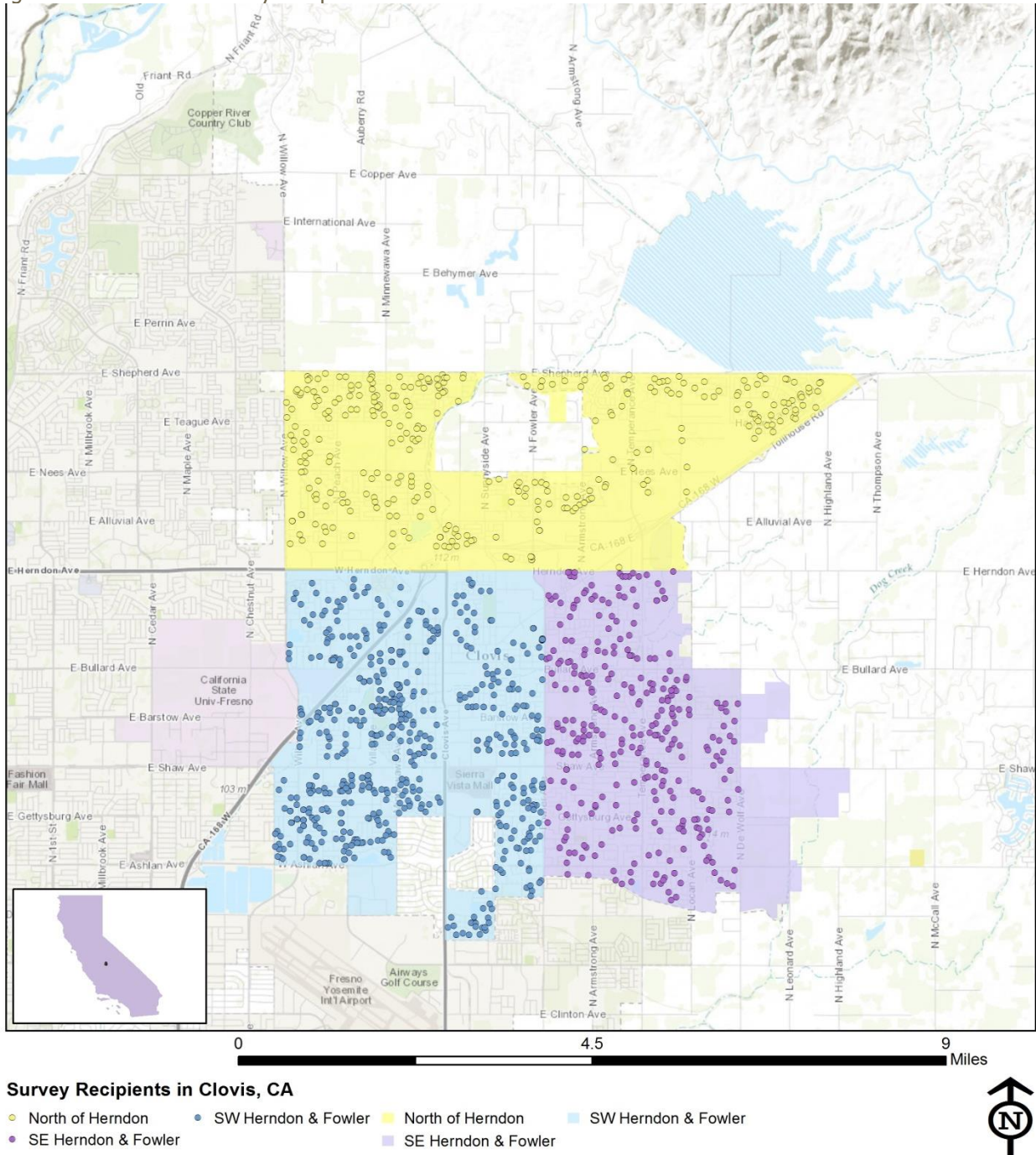
Survey Administration and Response

Selected households received three mailings, one week apart, beginning on September 4th, 2015. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Both cover letters contained paragraphs in Spanish; respondents could opt to take the survey online as well in their language of preference. Completed surveys were collected over the following seven weeks.

About 3% of the 1,400 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,365 households that received the survey, 267

completed the survey, providing an overall response rate of 20%. Of the 267 completed surveys, eight were completed online; all eight online surveys were completed in English. Additionally, responses were tracked by geographic area; response rates by area ranged from 16% to 25%.

Table 81: Survey Response Rates by Area

	Number mailed	Undeliverable	Eligible	Returned	Response rate
North of Herndon	318	2	316	72	23%
SE Herndon and Fowler	307	4	303	75	25%
SW Herndon and Fowler	775	29	746	120	16%
Overall	1,400	35	1,365	267	20%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions.[1]

The margin of error for the City of Clovis survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (267 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Clovis. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), race, ethnicity, sex and age. The results of the weighting scheme are presented in the following table.

---

[1] A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

Table 82: Clovis, CA 2015 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	38%	30%	37%
Own home	62%	70%	63%
Detached unit	75%	78%	77%
Attached unit	25%	22%	23%
Race and Ethnicity			
White	74%	74%	74%
Not white	26%	26%	26%
Not Hispanic	77%	83%	77%
Hispanic	23%	17%	23%
Sex and Age			
Female	53%	61%	55%
Male	47%	39%	45%
18-34 years of age	32%	9%	27%
35-54 years of age	38%	27%	38%
55+ years of age	29%	64%	34%
Females 18-34	16%	7%	16%
Females 35-54	20%	17%	21%
Females 55+	16%	37%	18%
Males 18-34	16%	2%	12%
Males 35-54	18%	10%	18%
Males 55+	13%	27%	15%
Area			
North of Herndon	26%	25%	27%
SE Herndon & Fowler	24%	28%	28%
SW Herndon & Fowler	49%	47%	45%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month.

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 reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Clovis Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,

Robert Woolley
City Manager/Administrador de la Ciudad

Estimado Residente de Clovis,

¡No le tomará mucho de su tiempo para marcar una gran diferencia!
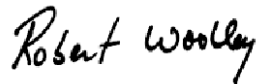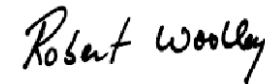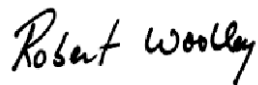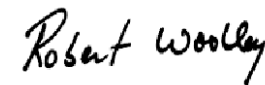
Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

¡Gracias por ayudar a crear una Ciudad mejor!

Atentamente,

Robert Woolley
City Manager/Administrador de la Ciudad

CITY OF CLOVIS
City Hall
1033 Fifth Street
Clovis, CA 93612

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CITY HALL • 1033 FIFTH STREET • CLOVIS, CA 93612

September 2015

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A few things to remember:
- **Your responses are completely anonymous.**
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- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

    www.n-r-c.com/survey/clovis2015.htm

If you have any questions about the survey please call 559-324-2060.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Clovis:

¡Por favor ayúdenos a moldear el futuro de Clovis! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Clovis del 2015.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Clovis tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:
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Robert Woolley
City Manager/Administrador de la Ciudad

The City of Clovis 2015 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Clovis:

	Excellent	Good	Fair	Poor	Don't know
Clovis as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Clovis as a place to raise children	1	2	3	4	5
Clovis as a place to work	1	2	3	4	5
Clovis as a place to visit	1	2	3	4	5
Clovis as a place to retire	1	2	3	4	5
The overall quality of life in Clovis	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Clovis as a whole:

	Excellent	Good	Fair	Poor	Don't know
Overall feeling of safety in Clovis	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Clovis	1	2	3	4	5
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Clovis	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Clovis	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Clovis	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Clovis to someone who asks	1	2	3	4	5
Remain in Clovis for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day	1	2	3	4	5	6
In Clovis' downtown/commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Clovis as a whole:

	Excellent	Good	Fair	Poor	Don't know
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Clovis	1	2	3	4	5
Ease of travel by public transportation in Clovis	1	2	3	4	5
Ease of travel by bicycle in Clovis	1	2	3	4	5
Ease of walking in Clovis	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Clovis	1	2	3	4	5
Overall appearance of Clovis	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Clovis as a whole:

	Excellent	Good	Fair	Poor	Don't know
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Clovis	1	2	3	4	5
Overall quality of business and service establishments in Clovis	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Clovis	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Clovis	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	No	Yes
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Clovis (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Clovis	1	2
Reported a crime to the police in Clovis	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Clovis (in-person, phone, email or web) for help or information	1	2
Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Clovis?

	2 times a week or more	2-4 times a month	Once a month or less	Not at all
Used Clovis recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Clovis public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Clovis	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Clovis	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	2 times a week or more	2-4 times a month	Once a month or less	Not at all
Attended a local public meeting	1	2	3	4

10. Please rate the quality of each of the following services in Clovis:

	Excellent	Good	Fair	Poor	Don't know
Police/Sheriff services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Utility billing	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Clovis open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	Good	Fair	Poor	Don't know
The City of Clovis	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Fresno County Government	1	2	3	4	5

12. Please rate the following categories of Clovis government performance:

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to Clovis	1	2	3	4	5
The overall direction that Clovis is taking	1	2	3	4	5
The job Clovis government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Clovis government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Clovis community to focus on each of the following in the coming two years:

	Essential	Very important	Somewhat important	Not at all important
Overall feeling of safety in Clovis	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Clovis	1	2	3	4
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Clovis	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Clovis	1	2	3	4
Sense of community	1	2	3	4

14. Please indicate how important, if at all, it is for the City of Clovis to invest in the following:

	Essential	Very important	Somewhat important	Not at all important
Public safety (police/fire)	1	2	3	4
Parks/trails	1	2	3	4
Street repair and maintenance	1	2	3	4
Senior services	1	2	3	4
Affordable housing	1	2	3	4
Land use planning	1	2	3	4
Public transportation	1	2	3	4
Recreation	1	2	3	4
Economic development	1	2	3	4

15. If you are employed for pay, which of the following best describes where you work? (Select only one.)
- ❍ Clovis, outside of my home
- ❍ Clovis, in my home
- ❍ Fresno
- ❍ Other
- ❍ Not employed for pay

16. Please indicate how important, if at all, it is for the City of Clovis to work on attracting the following types of businesses to Clovis:

	Essential	Very important	Somewhat important	Not at all important	Don't know
Restaurants	1	2	3	4	5
Retail	1	2	3	4	5
Professional services	1	2	3	4	5
Recreation	1	2	3	4	5
Manufacturing	1	2	3	4	5
Industrial	1	2	3	4	5
Technology	1	2	3	4	5
Agricultural based businesses	1	2	3	4	5

17. Excluding groceries and gas, please indicate what percentage of the time, if any, do you shop…(total must equal 100%):

	100% of the time	75% of the time	50% of the time	25% of the time	0% of the time
In the City of Clovis	1	2	3	4	5
In the City of Fresno	1	2	3	4	5
On the Internet	1	2	3	4	5
Other	1	2	3	4	5

The City of Clovis 2015 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	Never	*Rarely*	*Sometimes*	*Usually*	*Always*
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Clovis	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:
○ Excellent   ○ Very good   ○ Good   ○ Fair   ○ Poor

D3. 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:
○ Very positive   ○ Somewhat positive   ○ Neutral   ○ Somewhat negative   ○ Very negative

D4. What is your employment status?
○ Working full time for pay
○ Working part time for pay
○ Unemployed, looking for paid work
○ Unemployed, not looking for paid work
○ Fully retired

D5. Do you work inside the boundaries of Clovis?
○ Yes, outside the home
○ Yes, from home
○ No

D6. How many years have you lived in Clovis?
○ Less than 2 years   ○ 11-20 years
○ 2-5 years   ○ More than 20 years
○ 6-10 years

D7. Which best describes the building you live in?
○ One family house detached from any other houses
○ Building with two or more homes (duplex, townhome, apartment or condominium)
○ Mobile home
○ Other

D8. Is this house, apartment or mobile home…
○ Rented
○ Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?
○ Less than $300 per month
○ $300 to $599 per month
○ $600 to $999 per month
○ $1,000 to $1,499 per month
○ $1,500 to $2,499 per month
○ $2,500 or more per month

D10. Do any children 17 or under live in your household?
○ No   ○ Yes

D11. Are you or any other members of your household aged 65 or older?
○ No   ○ Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (**Please include in your total income money from all sources for all persons living in your household.**)
○ Less than $25,000
○ $25,000 to $49,999
○ $50,000 to $99,999
○ $100,000 to $149,999
○ $150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?
○ No, not Spanish, Hispanic or Latino
○ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (**Mark one or more races to indicate what race you consider yourself to be.**)
○ American Indian or Alaskan Native
○ Asian, Asian Indian or Pacific Islander
○ Black or African American
○ White
○ Other

D15. In which category is your age?
○ 18-24 years   ○ 55-64 years
○ 25-34 years   ○ 65-74 years
○ 35-44 years   ○ 75 years or older
○ 45-54 years

D16. What is your sex?
○ Female   ○ Male

D17. Do you consider a cell phone or land line your primary telephone number?
○ Cell   ○ Land line   ○ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

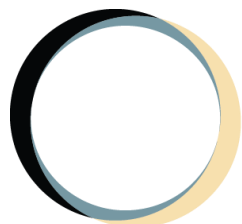CITY OF CLOVIS
City Hall
1033 Fifth Street
Clovis, CA 93612

THE NCS™

The National Citizen Survey™

Clovis, CA

Comparisons by Demographic Subgroups
2015

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

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. This report discusses differences in opinion of survey respondents by age, household income, race/ethnicity and sex.

Responses in the following tables 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 attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. 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 have been shaded grey.

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (267 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Residents who own their own homes or those who make over $100,000 annually were more likely to positively rate aspects of Recreation and Wellness within the pillar of Community Characteristics, including fitness opportunities and availability of affordable health care and preventative health services.
- Younger Clovis residents tended to give higher ratings to Clovis as a place to work, employment opportunities and the cost of living in the City than older residents; however, respondents over the age of 55, as well as citizens who made less than $50,000 a year, gave more positive scores to Clovis as a place to visit.
- Residents between the ages of 35-54 were less likely to rate the openness and acceptance of the community or the neighborliness of residents as excellent or good than their younger or older counterparts.
- Within general aspects of Governance, Clovis residents who own their own homes or those who have high incomes ($100,000 or more a year) tended to give higher ratings where differences were present, including welcoming citizen involvement, overall confidence in Clovis government, acting in the best interest of the community, being honest and treating all residents fairly. On the other hand, renters and people with the smallest incomes (less than $50,000 annually) gave more excellent or good ratings to the Federal and State Governments.
- Aspects of Mobility within the pillar of Governance tended to be the most positively rated by residents who identified as Hispanic and/or another race or younger respondents (under the age of 35).
- Survey respondents who rent their residences were more likely to report having walked or biked and used public transportation instead of driving than those who own their homes.
- Citizens who are 35 and older or those who made at least $50,000 a year tended to participate in recycling at home and had made efforts to conserve water at higher rates than their counterparts. Residents who were Hispanic and/or another race were more likely to recycle, but less likely to conserve water than white residents.
- Participants who are older (55+) were more likely to rate the overall ease of getting to places they normally have to visit and health and wellness opportunities as essential or very important for the City of Clovis in the next couple of years than their counterparts, while individuals between 35-54 placed more emphasis on the importance of the overall economic health of Clovis than younger or older residents.
- Regarding City priorities, Clovis residents that were younger tended to rate street repair and maintenance, senior services, affordable housing and public transportation as less important than older residents.

- Clovis residents that were older or those who made less than $50,000 tended to place higher importance on attracting manufacturing and industrial business, while younger respondents gave placed a higher importance on professional services and agricultural based businesses.
- Survey participants that were Hispanic or those who made less than $100,000 a year were more likely to shop in the City of Clovis at least 50% of the time. Younger residents or those who made between $50-100,000 were more likely to shop on the internet than other residents.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Race/ethnicity		Rent or own		Household income			Overall
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
The overall quality of life in Clovis	96%	86%	90%	90%	90%	86%	93%	87%	92%	92%	90%
Overall image or reputation of Clovis	93%	91%	90%	94%	87%	89%	93%	89%	90%	96%	91%
Clovis as a place to live	92%	90%	96%	92%	94%	88%	95%	87%	96%	94%	93%
Your neighborhood as a place to live	90%	76%	86%	85%	80%	75%	88%	74%	87%	88%	83%
Clovis as a place to raise children	96%	90%	92%	92%	92%	87%	95%	83%	99%	95%	92%
Clovis as a place to retire	75%	69%	82%	73%	78%	69%	79%	75%	72%	79%	76%
Overall appearance of Clovis	80%	76%	88%	79%	85%	81%	81%	79%	85%	79%	81%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Race/ethnicity		Rent or own		Household income			Overall
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Overall feeling of safety in Clovis	94%	87%	90%	87%	95%	88%	91%	89%	88%	92%	90%
In your neighborhood during the day	94%	90%	93%	92%	92%	87%	95%	86%	94%	96%	92%
In Clovis' downtown/commercial area during the day	96%	94%	98%	96%	95%	94%	96%	92%	99%	96%	96%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Race/ethnicity		Rent or own		Household income			Overall
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Overall ease of getting to the places you usually have to visit	80%	80%	88%	82%	83%	79%	85%	84%	79%	83%	83%
Traffic flow on major streets	62%	64%	75%	65%	72%	64%	68%	69%	66%	64%	67%
Ease of public parking	64%	71%	68%	64%	76%	64%	70%	62%	71%	76%	68%
Ease of travel by car in Clovis	76%	77%	84%	75%	86%	76%	81%	73%	84%	81%	79%
Ease of travel by public transportation in Clovis	46%	50%	66%	56%	51%	49%	58%	63%	50%	37%	54%
Ease of travel by bicycle in Clovis	84%	71%	80%	76%	79%	75%	79%	80%	76%	80%	78%
Ease of walking in Clovis	88%	78%	85%	81%	86%	80%	85%	86%	77%	85%	83%
Availability of paths and walking trails	83%	86%	84%	82%	89%	81%	86%	86%	79%	88%	85%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Quality of overall natural environment in Clovis	80%	74%	84%	75%	86%	78%	80%	81%	82%	71%	79%
Air quality	22%	26%	35%	21%	37%	20%	32%	35%	25%	21%	28%
Cleanliness of Clovis	90%	66%	84%	75%	85%	80%	77%	77%	79%	81%	79%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	82%	81%	80%	79%	84%	79%	82%	78%	83%	79%	81%
Public places where people want to spend time	65%	71%	78%	71%	70%	73%	70%	75%	69%	68%	71%
Variety of housing options	79%	74%	73%	76%	73%	57%	87%	71%	68%	90%	75%
Availability of affordable quality housing	64%	58%	61%	60%	61%	49%	68%	58%	55%	74%	61%
Overall quality of new development in Clovis	84%	72%	74%	75%	77%	68%	81%	81%	68%	79%	76%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Overall economic health of Clovis	83%	79%	82%	79%	84%	76%	83%	75%	82%	86%	81%
Clovis as a place to work	96%	71%	83%	78%	86%	83%	80%	86%	80%	77%	81%
Clovis as a place to visit	58%	64%	81%	66%	69%	75%	63%	82%	70%	45%	68%
Employment opportunities	74%	52%	47%	55%	58%	57%	56%	66%	54%	53%	56%
Shopping opportunities	66%	70%	80%	70%	74%	69%	73%	82%	67%	64%	72%
Cost of living in Clovis	73%	49%	55%	59%	53%	51%	60%	58%	48%	70%	57%
Overall quality of business and service establishments in Clovis	82%	67%	77%	73%	76%	68%	78%	76%	72%	77%	75%
Vibrant downtown/commercial area	79%	66%	73%	68%	77%	70%	73%	76%	74%	65%	72%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Health and wellness opportunities in Clovis	68%	79%	85%	76%	81%	72%	83%	75%	77%	83%	78%
Fitness opportunities (including exercise classes and paths or trails, etc.)	80%	79%	84%	82%	79%	71%	87%	77%	71%	96%	81%
Recreational opportunities	64%	73%	77%	71%	71%	67%	74%	68%	77%	69%	72%
Availability of affordable quality food	76%	78%	76%	77%	76%	72%	79%	75%	79%	76%	77%
Availability of affordable quality health care	65%	71%	77%	72%	68%	60%	77%	60%	69%	89%	72%
Availability of preventive health services	69%	71%	79%	72%	73%	59%	81%	62%	70%	90%	73%
Availability of affordable quality mental health care	71%	50%	60%	63%	55%	48%	67%	62%	55%	64%	61%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Overall opportunities for education and enrichment	91%	86%	85%	87%	87%	87%	87%	79%	92%	91%	87%
Availability of affordable quality child care/preschool	71%	62%	77%	66%	72%	50%	79%	69%	60%	81%	69%
K-12 education	80%	89%	95%	89%	88%	82%	92%	78%	95%	92%	89%
Adult educational opportunities	87%	82%	86%	82%	88%	84%	85%	84%	89%	81%	85%
Opportunities to attend cultural/arts/music activities	61%	58%	72%	62%	64%	65%	62%	78%	56%	49%	63%
Opportunities to participate in religious or spiritual events and activities	79%	85%	88%	89%	78%	78%	88%	79%	85%	92%	85%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Opportunities to participate in social events and activities	75%	68%	81%	70%	81%	74%	74%	81%	72%	68%	74%
Opportunities to volunteer	66%	80%	79%	75%	76%	63%	84%	72%	75%	81%	76%
Opportunities to participate in community matters	66%	73%	75%	71%	72%	66%	75%	70%	73%	73%	72%
Openness and acceptance of the community toward people of diverse backgrounds	65%	46%	68%	62%	52%	53%	62%	62%	51%	62%	58%
Neighborliness of residents in Clovis	58%	51%	74%	62%	56%	51%	66%	59%	59%	65%	61%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
The City of Clovis	86%	82%	84%	80%	89%	87%	81%	76%	85%	89%	84%
The value of services for the taxes paid to Clovis	60%	61%	66%	62%	63%	58%	64%	57%	57%	72%	63%
The overall direction that Clovis is taking	67%	74%	74%	70%	75%	64%	76%	66%	72%	79%	72%
The job Clovis government does at welcoming citizen involvement	77%	67%	65%	72%	63%	55%	77%	61%	63%	83%	69%
Overall confidence in Clovis government	77%	68%	73%	71%	73%	62%	76%	65%	67%	83%	72%
Generally acting in the best interest of the community	82%	69%	75%	73%	76%	65%	78%	70%	67%	86%	74%
Being honest	76%	67%	74%	73%	68%	59%	78%	64%	66%	85%	72%
Treating all residents fairly	68%	60%	69%	69%	57%	52%	72%	59%	53%	83%	65%
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	80%	74%	78%	78%	73%	72%	79%	69%	77%	82%	77%
The Federal Government	30%	39%	41%	31%	48%	47%	32%	47%	39%	25%	37%
The State Government	26%	33%	39%	25%	48%	43%	28%	46%	34%	19%	33%
Fresno County Government	54%	46%	46%	44%	56%	53%	46%	52%	52%	42%	48%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Police/Sheriff services	93%	92%	94%	92%	95%	89%	95%	89%	92%	97%	93%
Fire services	97%	97%	96%	97%	97%	97%	97%	98%	97%	96%	97%
Ambulance or emergency medical services	88%	96%	96%	93%	95%	94%	94%	95%	96%	90%	94%
Crime prevention	87%	76%	88%	79%	90%	86%	81%	82%	84%	83%	83%
Fire prevention and education	86%	81%	90%	83%	88%	85%	85%	84%	84%	89%	86%
Animal control	80%	71%	72%	74%	76%	72%	75%	65%	84%	77%	74%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	52%	62%	60%	59%	54%	62%	56%	60%	60%	51%	59%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Traffic enforcement	85%	67%	82%	69%	90%	76%	77%	77%	74%	79%	77%
Street repair	88%	57%	51%	59%	73%	63%	64%	62%	59%	73%	64%
Street cleaning	93%	77%	80%	80%	89%	85%	81%	75%	87%	89%	83%
Street lighting	79%	71%	75%	70%	83%	77%	73%	71%	75%	79%	75%
Sidewalk maintenance	75%	66%	62%	65%	71%	75%	62%	63%	66%	76%	67%
Traffic signal timing	55%	50%	59%	47%	66%	59%	52%	60%	56%	46%	55%
Bus or transit services	85%	57%	73%	69%	75%	74%	71%	76%	71%	62%	72%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Garbage collection	96%	90%	87%	88%	96%	91%	90%	87%	93%	91%	90%
Recycling	98%	85%	84%	86%	92%	90%	88%	86%	86%	94%	89%
Yard waste pick-up	96%	86%	87%	87%	93%	88%	89%	85%	89%	94%	89%
Drinking water	65%	63%	68%	64%	67%	56%	71%	59%	61%	75%	65%
Preservation of natural areas such as open space, farmlands and greenbelts	56%	54%	55%	49%	63%	55%	55%	51%	57%	56%	54%
Clovis open space	66%	59%	56%	54%	69%	67%	56%	59%	59%	59%	60%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Storm drainage	86%	77%	78%	81%	76%	78%	81%	72%	83%	89%	80%
Sewer services	79%	80%	87%	82%	82%	73%	87%	76%	81%	90%	82%
Power (electric and/or gas) utility	61%	72%	84%	71%	75%	66%	77%	72%	70%	78%	73%
Utility billing	77%	69%	68%	72%	68%	69%	72%	73%	69%	73%	71%
Land use, planning and zoning	86%	60%	54%	62%	70%	67%	65%	65%	57%	71%	66%
Code enforcement (weeds, abandoned buildings, etc.)	62%	52%	54%	57%	51%	53%	57%	55%	59%	52%	56%
Cable television	76%	67%	63%	71%	63%	68%	69%	65%	72%	66%	68%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Economic development	70%	66%	62%	65%	66%	63%	67%	62%	63%	74%	66%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
City parks	77%	81%	84%	77%	87%	80%	81%	80%	83%	81%	81%
Recreation programs or classes	78%	83%	79%	76%	86%	84%	78%	83%	83%	71%	80%
Recreation centers or facilities	66%	74%	79%	74%	71%	65%	78%	69%	72%	81%	74%
Health services	74%	73%	79%	74%	77%	74%	77%	66%	76%	88%	76%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Public library services	65%	76%	89%	78%	75%	77%	77%	80%	72%	77%	78%
City-sponsored special events	83%	75%	85%	81%	78%	76%	82%	74%	81%	86%	81%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Public information services	64%	70%	78%	70%	72%	69%	72%	69%	69%	78%	71%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Sense of community	77%	76%	78%	78%	75%	75%	78%	71%	85%	74%	77%
Recommend living in Clovis to someone who asks	100%	93%	96%	94%	99%	95%	97%	95%	97%	96%	96%
Remain in Clovis for the next five years	97%	93%	90%	91%	95%	89%	95%	89%	92%	98%	93%
Contacted the City of Clovis (in-person, phone, email or web) for help or information	47%	51%	45%	48%	49%	41%	51%	35%	63%	47%	48%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Was NOT the victim of a crime	85%	87%	83%	84%	88%	80%	88%	80%	88%	91%	85%
Did NOT report a crime	77%	68%	79%	74%	75%	71%	76%	77%	70%	77%	74%
Stocked supplies in preparation for an emergency	29%	37%	38%	39%	31%	42%	32%	39%	41%	25%	36%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Walked or biked instead of driving	45%	50%	52%	48%	52%	58%	44%	55%	50%	37%	49%
Carpooled with other adults or children instead of driving alone	50%	38%	34%	45%	31%	41%	40%	40%	48%	31%	40%
Used bus, rail, subway or other public transportation instead of driving	20%	10%	14%	14%	14%	25%	8%	26%	11%	2%	14%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Recycle at home	89%	100%	98%	94%	100%	93%	98%	92%	100%	97%	96%
Made efforts to make your home more energy efficient	79%	77%	87%	83%	77%	77%	83%	84%	77%	83%	81%
Made efforts to conserve water	89%	98%	99%	99%	90%	97%	95%	90%	97%	100%	96%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
NOT under housing cost stress	49%	60%	59%	58%	53%	51%	60%	31%	58%	89%	57%
Did NOT observe a code violation	59%	41%	48%	46%	52%	55%	44%	51%	54%	39%	48%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Purchase goods or services from a business located in Clovis	93%	99%	99%	98%	96%	96%	98%	97%	95%	100%	97%
Economy will have positive impact on income	17%	27%	29%	26%	25%	26%	25%	20%	33%	24%	25%
Work in Clovis	30%	28%	23%	28%	26%	32%	23%	25%	25%	35%	27%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Race/ethnicity		Rent or own		Household income			Overall
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	
Used Clovis recreation centers or their services	39%	45%	35%	39%	44%	37%	43%	35%	49%	36%	40%
Visited a neighborhood park or City park	84%	87%	64%	77%	84%	78%	80%	70%	88%	82%	79%
Eat at least 5 portions of fruits and vegetables a day	81%	92%	82%	84%	88%	84%	87%	83%	87%	87%	86%
Participate in moderate or vigorous physical activity	72%	82%	75%	78%	77%	76%	77%	73%	86%	74%	77%
Reported being in "very good" or "excellent" health	52%	70%	43%	61%	50%	50%	60%	37%	68%	69%	56%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Race/ethnicity		Rent or own		Household income			Overall
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	
Used Clovis public libraries or their services	39%	50%	43%	43%	49%	52%	41%	49%	57%	25%	45%
Participated in religious or spiritual activities in Clovis	49%	49%	48%	46%	54%	46%	51%	44%	59%	44%	48%
Attended a City-sponsored event	55%	59%	55%	60%	52%	55%	57%	49%	65%	60%	56%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Race/ethnicity		Rent or own		Household income			Overall
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	
Campaigned or advocated for an issue, cause or candidate	19%	19%	20%	21%	15%	15%	20%	18%	21%	18%	19%
Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	7%	8%	12%	10%	7%	9%	9%	13%	10%	1%	9%
Volunteered your time to some group/activity in Clovis	31%	27%	27%	27%	29%	26%	30%	30%	24%	31%	28%
Participated in a club	24%	22%	29%	21%	29%	21%	27%	23%	24%	27%	25%
Talked to or visited with your immediate neighbors	76%	91%	94%	89%	86%	85%	90%	81%	91%	95%	88%
Done a favor for a neighbor	83%	72%	87%	81%	77%	69%	86%	77%	76%	86%	80%
Attended a local public meeting	6%	6%	17%	14%	2%	4%	14%	9%	9%	12%	10%
Read or watch local news (via television, paper, computer, etc.)	82%	91%	94%	89%	90%	85%	92%	82%	95%	92%	89%
Vote in local elections	84%	86%	88%	86%	88%	80%	90%	82%	90%	91%	86%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Age 18-34	Age 35-54	Age 55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Overall feeling of safety in Clovis	93%	98%	95%	97%	94%	94%	97%	94%	98%	95%	96%
Overall ease of getting to the places you usually have to visit	66%	81%	88%	82%	74%	81%	77%	85%	78%	71%	79%
Quality of overall natural environment in Clovis	89%	79%	90%	87%	83%	81%	88%	86%	87%	82%	85%
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	82%	84%	83%	81%	86%	74%	89%	83%	78%	87%	83%
Health and wellness opportunities in Clovis	86%	74%	87%	82%	81%	84%	80%	88%	84%	70%	82%
Overall opportunities for education and enrichment	80%	86%	89%	84%	86%	84%	85%	89%	86%	78%	85%
Overall economic health of Clovis	86%	97%	90%	92%	90%	88%	94%	88%	91%	95%	92%
Sense of community	89%	86%	86%	88%	84%	85%	88%	89%	87%	84%	87%

Table 29: Question 14

Please indicate how important, if at all, it is for the City of Clovis to invest in the following: (Percent rating as "essential" or "very important").	Age 18-34	Age 35-54	Age 55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Public safety (police/fire)	93%	98%	96%	98%	92%	96%	97%	96%	95%	99%	96%
Parks/trails	79%	83%	81%	81%	80%	75%	85%	76%	80%	87%	81%
Street repair and maintenance	84%	98%	96%	95%	91%	92%	94%	91%	94%	96%	93%
Senior services	58%	72%	88%	72%	76%	73%	74%	81%	71%	66%	74%
Affordable housing	67%	67%	89%	67%	86%	86%	67%	85%	77%	55%	75%
Land use planning	83%	80%	85%	81%	84%	83%	82%	83%	80%	82%	83%
Public transportation	53%	59%	80%	66%	60%	67%	62%	77%	56%	54%	65%
Recreation	64%	65%	78%	71%	65%	70%	68%	65%	71%	69%	69%
Economic development	88%	86%	91%	91%	84%	86%	90%	83%	91%	92%	88%

Table 30: Question 15

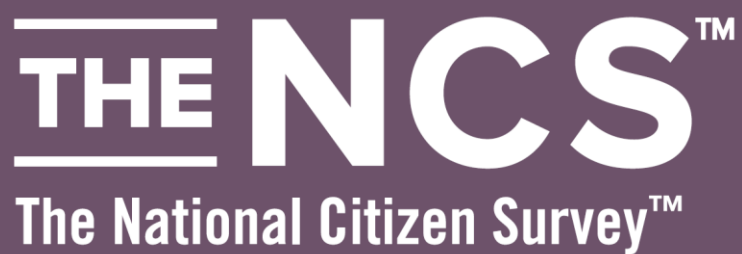|	Age 18-34	Age 35-54	Age 55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
If you are employed for pay, which of the following best describes where you work? (Select only one.)	25%	19%	19%	19%	23%	25%	19%	23%	18%	21%	21%

Table 31: Question 16

Please indicate how important, if at all, it is for the City of Clovis to work on attracting the following types of businesses to Clovis: (Percent rating as "essential" or "very important").	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
Restaurants	67%	72%	65%	68%	67%	55%	77%	51%	77%	80%	68%
Retail	61%	69%	73%	67%	68%	59%	74%	56%	79%	70%	68%
Professional services	84%	65%	77%	74%	73%	74%	74%	80%	71%	69%	74%
Recreation	71%	64%	69%	69%	64%	56%	75%	65%	70%	66%	67%
Manufacturing	51%	57%	71%	61%	57%	65%	57%	73%	52%	50%	60%
Industrial	48%	50%	68%	57%	51%	62%	51%	70%	47%	44%	55%
Technology	79%	76%	82%	79%	78%	76%	81%	81%	78%	76%	79%
Agricultural based businesses	83%	57%	73%	72%	63%	70%	70%	86%	58%	60%	69%

Table 32: Question 17

Excluding groceries and gas, please indicate what percentage of the time, if any, do you shop…(total must equal 100%): (Percent rating as "at least 50% of the time").	Age			Race/ethnicity		Rent or own		Household income			
	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Less than $50,000	$50-100,000	Over $100,000	Overall
In the City of Clovis	78%	72%	86%	72%	88%	87%	73%	81%	87%	67%	79%
In the City of Fresno	46%	30%	32%	31%	41%	29%	38%	35%	20%	53%	35%
On the Internet	48%	13%	10%	24%	22%	25%	23%	37%	10%	23%	23%
Other	15%	5%	2%	0%	17%	7%	7%	15%	0%	4%	7%

THE NCS™
The National Citizen Survey™

Clovis, CA
Comparisons by Geographic Subgroups
2015

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

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. This report discusses differences in opinion of survey respondents by area: North of Herndon, SE of Herndon and Fowler and SW Herndon and Fowler.

Responses in the following tables 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 attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between area 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 have been shaded grey.

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (267 completed surveys). For each area (North of Herndon, SE of Herndon and Fowler and SW Herndon and Fowler), the margin of error rises to approximately plus or minus 16 percentage points since sample sizes were approximately [72 for North of Herndon, 75 for SE Herndon and Fowler and 120 for SW Herndon and Fowler]. Notable differences between areas included the following:

- Within the pillar of Community Characteristics, residents who lived North of Herndon tended to give more excellent or good ratings to general aspects, such as overall image, their neighborhoods as a place to live and Clovis as a place to raise children while respondents from the area of SW Herndon and Fowler tended to give the least positive ratings. This trend was also true for aspects of Safety (feeling safe in their neighborhoods and in Clovis' downtown/commercial area during the day), Mobility (ease of public parking and ease of travel by car), Natural Environment (air quality), Economy (overall economic health of Clovis and shopping opportunities), Recreation and Wellness (availability of affordable quality health care and mental health care) and Education and Enrichment (overall opportunities for education and enrichment, availability of affordable quality child care/preschool, K-12 education and opportunities to participate in religious or spiritual events and activities). However, participants who lived in the area of SW Herndon and Fowler gave higher ratings to Clovis as a place to visit than other residents.
- Residents who lived in the SW Herndon and Fowler area were less likely to positively rate the general aspects of Governance than citizens from other areas, but they were more likely to rate the Federal and State Governments as excellent or good.
- Survey participants from the area North of Herndon gave higher ratings to all aspects of Natural Environment, Recreation and Wellness and Community Engagement, as well as most aspects of Mobility, Built Environment and Education and Enrichment within the pillar of Governance when compared to other respondents.
- Individuals who lived North of Herndon gave the most positive ratings to sense of community, while citizens from SW Herndon and Fowler gave the least positive ratings.
- Respondents who lived in the area of SE Herndon and Fowler were least likely to report being the victim of a crime or to report a crime. These individuals were also least likely to have stocked supplies for an emergency.
- Residents from SW Herndon and Fowler reported the highest levels of participation for having walked or biked or used public transportation instead of driving. They were also more likely to have contacted Clovis elected officials compared to other residents. Conversely, these residents were less likely to have visited a neighborhood or City park, reported being in good health, participated in religious or spiritual activities or voted in local elections than citizens from other areas.
- When asked about City priorities, residents from North of Herndon tended to place higher importance on parks/trails than other residents, while participants from SW Herndon and Fowler were more likely to rate senior services, affordable housing and public transportation as essential or very important than their counterparts.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
The overall quality of life in Clovis	96%	90%	87%	90%
Overall image or reputation of Clovis	98%	89%	88%	91%
Clovis as a place to live	98%	94%	89%	93%
Your neighborhood as a place to live	92%	90%	73%	83%
Clovis as a place to raise children	100%	95%	86%	92%
Clovis as a place to retire	80%	83%	69%	76%
Overall appearance of Clovis	89%	81%	77%	81%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Overall feeling of safety in Clovis	90%	91%	90%	90%
In your neighborhood during the day	99%	96%	86%	92%
In Clovis' downtown/commercial area during the day	100%	98%	92%	96%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Overall ease of getting to the places you usually have to visit	87%	83%	80%	83%
Traffic flow on major streets	79%	62%	64%	67%
Ease of public parking	88%	66%	57%	68%
Ease of travel by car in Clovis	89%	80%	73%	79%
Ease of travel by public transportation in Clovis	56%	52%	53%	54%
Ease of travel by bicycle in Clovis	75%	88%	74%	78%
Ease of walking in Clovis	76%	88%	85%	83%
Availability of paths and walking trails	89%	78%	86%	85%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Quality of overall natural environment in Clovis	84%	78%	77%	79%
Air quality	39%	23%	24%	28%
Cleanliness of Clovis	85%	86%	71%	79%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	90%	77%	79%	81%
Public places where people want to spend time	72%	73%	70%	71%
Variety of housing options	80%	84%	67%	75%
Availability of affordable quality housing	70%	59%	57%	61%
Overall quality of new development in Clovis	76%	76%	76%	76%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Overall economic health of Clovis	88%	85%	73%	81%
Clovis as a place to work	83%	83%	80%	81%
Clovis as a place to visit	68%	54%	77%	68%
Employment opportunities	67%	51%	55%	56%
Shopping opportunities	78%	61%	76%	72%
Cost of living in Clovis	67%	58%	51%	57%
Overall quality of business and service establishments in Clovis	76%	78%	72%	75%
Vibrant downtown/commercial area	76%	68%	72%	72%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Health and wellness opportunities in Clovis	85%	82%	72%	78%
Fitness opportunities (including exercise classes and paths or trails, etc.)	87%	82%	77%	81%
Recreational opportunities	78%	73%	67%	72%
Availability of affordable quality food	82%	80%	72%	77%
Availability of affordable quality health care	86%	76%	60%	72%
Availability of preventive health services	83%	86%	58%	73%
Availability of affordable quality mental health care	75%	65%	50%	61%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Overall opportunities for education and enrichment	94%	91%	81%	87%
Availability of affordable quality child care/preschool	84%	79%	53%	69%
K-12 education	99%	94%	78%	89%
Adult educational opportunities	90%	82%	83%	85%
Opportunities to attend cultural/arts/music activities	61%	63%	64%	63%
Opportunities to participate in religious or spiritual events and activities	87%	93%	78%	85%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Opportunities to participate in social events and activities	77%	69%	75%	74%
Opportunities to volunteer	80%	87%	67%	76%
Opportunities to participate in community matters	78%	74%	66%	72%
Openness and acceptance of the community toward people of diverse backgrounds	54%	73%	52%	58%
Neighborliness of residents in Clovis	69%	63%	55%	61%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
The City of Clovis	86%	87%	80%	84%
The value of services for the taxes paid to Clovis	79%	61%	52%	63%
The overall direction that Clovis is taking	86%	75%	62%	72%
The job Clovis government does at welcoming citizen involvement	83%	85%	50%	69%
Overall confidence in Clovis government	91%	78%	55%	72%
Generally acting in the best interest of the community	95%	77%	59%	74%
Being honest	92%	73%	58%	72%
Treating all residents fairly	82%	67%	54%	65%
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	82%	78%	73%	77%
The Federal Government	21%	35%	48%	37%
The State Government	21%	27%	45%	33%
Fresno County Government	47%	44%	52%	48%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Police/Sheriff services	97%	93%	91%	93%
Fire services	96%	97%	97%	97%
Ambulance or emergency medical services	97%	89%	95%	94%
Crime prevention	84%	88%	79%	83%
Fire prevention and education	91%	90%	80%	86%
Animal control	86%	83%	61%	74%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	70%	57%	53%	59%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Traffic enforcement	87%	79%	70%	77%
Street repair	71%	70%	57%	64%
Street cleaning	94%	85%	75%	83%
Street lighting	87%	74%	67%	75%
Sidewalk maintenance	79%	71%	59%	67%
Traffic signal timing	68%	42%	55%	55%
Bus or transit services	62%	80%	73%	72%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Garbage collection	100%	90%	85%	90%
Recycling	97%	87%	85%	89%
Yard waste pick-up	96%	92%	82%	89%
Drinking water	79%	76%	51%	65%
Preservation of natural areas such as open space, farmlands and greenbelts	73%	58%	41%	54%
Clovis open space	71%	63%	50%	60%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Storm drainage	91%	86%	69%	80%
Sewer services	96%	89%	69%	82%
Power (electric and/or gas) utility	83%	74%	67%	73%
Utility billing	83%	70%	65%	71%
Land use, planning and zoning	74%	70%	56%	66%
Code enforcement (weeds, abandoned buildings, etc.)	68%	60%	45%	56%
Cable television	70%	75%	63%	68%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Economic development	73%	74%	57%	66%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
City parks	93%	82%	73%	81%
Recreation programs or classes	97%	68%	80%	80%
Recreation centers or facilities	91%	75%	63%	74%
Health services	92%	82%	62%	76%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Public library services	89%	81%	70%	78%
City-sponsored special events	83%	85%	76%	81%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Public information services	87%	80%	58%	71%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Sense of community	87%	80%	70%	77%
Recommend living in Clovis to someone who asks	97%	97%	95%	96%
Remain in Clovis for the next five years	97%	92%	91%	93%
Contacted the City of Clovis (in-person, phone, email or web) for help or information	54%	52%	43%	48%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Was NOT the victim of a crime	92%	97%	73%	85%
Did NOT report a crime	71%	90%	66%	74%
Stocked supplies in preparation for an emergency	41%	21%	41%	36%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Walked or biked instead of driving	50%	26%	64%	49%
Carpooled with other adults or children instead of driving alone	45%	29%	43%	40%
Used bus, rail, subway or other public transportation instead of driving	13%	4%	21%	14%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Recycle at home	99%	97%	94%	96%
Made efforts to make your home more energy efficient	88%	72%	82%	81%
Made efforts to conserve water	97%	93%	96%	96%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
NOT under housing cost stress	64%	64%	47%	57%
Did NOT observe a code violation	42%	55%	48%	48%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	Overall
Purchase goods or services from a business located in Clovis	99%	99%	95%	97%
Economy will have positive impact on income	21%	23%	29%	25%
Work in Clovis	21%	31%	28%	27%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	Overall
Used Clovis recreation centers or their services	48%	40%	36%	40%
Visited a neighborhood park or City park	91%	81%	69%	79%
Eat at least 5 portions of fruits and vegetables a day	87%	87%	84%	86%
Participate in moderate or vigorous physical activity	82%	77%	73%	77%
Reported being in "very good" or "excellent" health	77%	58%	42%	56%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	Overall
Used Clovis public libraries or their services	40%	42%	49%	45%
Participated in religious or spiritual activities in Clovis	56%	58%	38%	48%
Attended a City-sponsored event	54%	70%	50%	56%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	Overall
Campaigned or advocated for an issue, cause or candidate	19%	18%	20%	19%
Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	4%	4%	15%	9%
Volunteered your time to some group/activity in Clovis	22%	23%	35%	28%
Participated in a club	24%	21%	27%	25%
Talked to or visited with your immediate neighbors	93%	89%	85%	88%
Done a favor for a neighbor	79%	88%	76%	80%
Attended a local public meeting	8%	7%	12%	10%
Read or watch local news (via television, paper, computer, etc.)	94%	95%	83%	89%
Vote in local elections	92%	91%	80%	86%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Overall feeling of safety in Clovis	99%	95%	95%	96%
Overall ease of getting to the places you usually have to visit	81%	72%	81%	79%
Quality of overall natural environment in Clovis	90%	85%	83%	85%
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	87%	87%	78%	83%
Health and wellness opportunities in Clovis	79%	79%	85%	82%
Overall opportunities for education and enrichment	86%	88%	83%	85%
Overall economic health of Clovis	94%	93%	89%	92%
Sense of community	88%	87%	86%	87%

Table 29: Question 14

Please indicate how important, if at all, it is for the City of Clovis to invest in the following: (Percent rating as "essential" or "very important").	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Public safety (police/fire)	97%	98%	95%	96%
Parks/trails	92%	80%	76%	81%
Street repair and maintenance	94%	97%	91%	93%
Senior services	61%	77%	81%	74%
Affordable housing	67%	67%	84%	75%
Land use planning	83%	84%	82%	83%
Public transportation	54%	57%	76%	65%
Recreation	72%	69%	67%	69%
Economic development	89%	96%	83%	88%

Table 30: Question 15

If you are employed for pay, which of the following best describes where you work? (Percent rating yes.)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
Work in Clovis	9%	30%	22%	21%

Table 31: Question 16

Please indicate how important, if at all, it is for the City of Clovis to work on attracting the following types of businesses to Clovis: (Percent rating as "essential" or "very important").	Area			
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	Overall
Restaurants	80%	77%	55%	68%
Retail	69%	81%	59%	68%
Professional services	75%	74%	74%	74%
Recreation	72%	70%	63%	67%
Manufacturing	54%	56%	66%	60%
Industrial	48%	52%	61%	55%
Technology	81%	78%	78%	79%
Agricultural based businesses	55%	68%	78%	69%

Table 32: Question 17

Excluding groceries and gas, please indicate what percentage of the time, if any, do you shop…(total must equal 100%): (Percent rating as "at least 50% of the time").	Area			
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	Overall
In the City of Clovis	68%	79%	85%	79%
In the City of Fresno	36%	37%	32%	35%
On the Internet	27%	23%	21%	23%
Other	3%	13%	7%	7%