



# Clovis, CA

## Community Livability Report

2017



**NRC**  
National Research Center Inc.

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



*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Contents

About..... 1

Quality of Life in Clovis..... 2

Community Characteristics ..... 3

Governance ..... 5

Participation ..... 7

Special Topics..... 9

Conclusions ..... 11



The National Citizen Survey™  
© 2001-2017 National Research Center, Inc.

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

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

# 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).

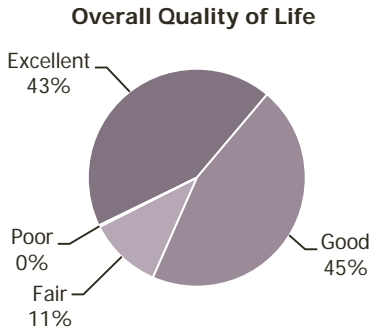
The Community Livability Report provides the opinions of a representative sample of 258 residents of the City of Clovis. The margin of error around any reported percentage is 6% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in Clovis

About 9 in 10 residents rated the quality of life in Clovis as excellent or good. This was similar to ratings given in other communities across the nation (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.



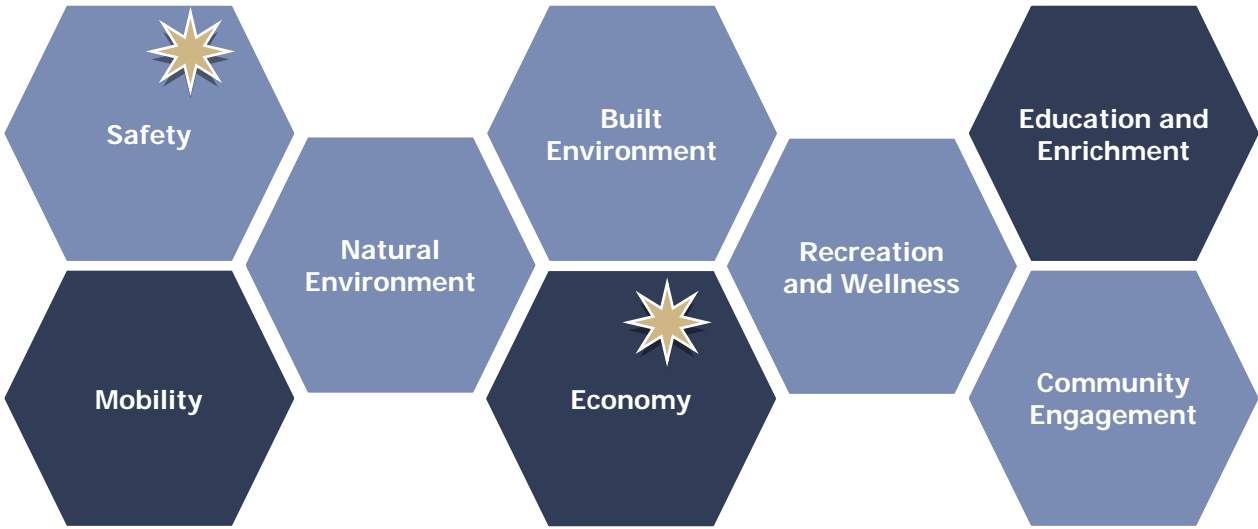
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. As in 2015, residents identified Safety and Economy as priorities for the Clovis community in the coming two years. It is noteworthy that residents gave above average ratings to Economy as well as to Mobility and Education and Enrichment. 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



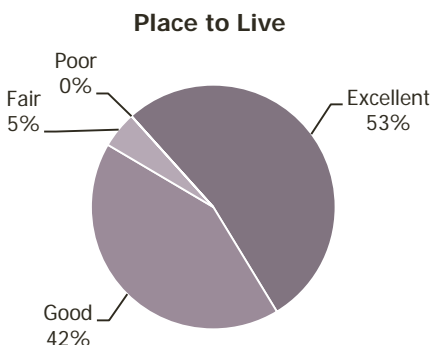
# Community Characteristics

*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, 95% 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.

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 three-quarters of residents or more gave positive ratings to all of these aspects of community quality; further, ratings for the overall image of the city, as well as Clovis as a place to raise children and to retire were higher than the national benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. All community features except one received ratings similar to or higher than the national comparison; air quality alone was below the benchmark. Resident satisfaction with aspects of Mobility, Built Environment, Economy and Education and Enrichment was strongest. Within Mobility, at least 7 in 10 residents gave positive reviews to the overall ease of travel, paths and walking trails, ease of travel by walking and by bicycle, and traffic flow, all of which were higher than seen elsewhere. Most aspects of Economy and Education and Enrichment were positively rated by at least two-thirds of residents and many of these ratings were higher than the benchmark.

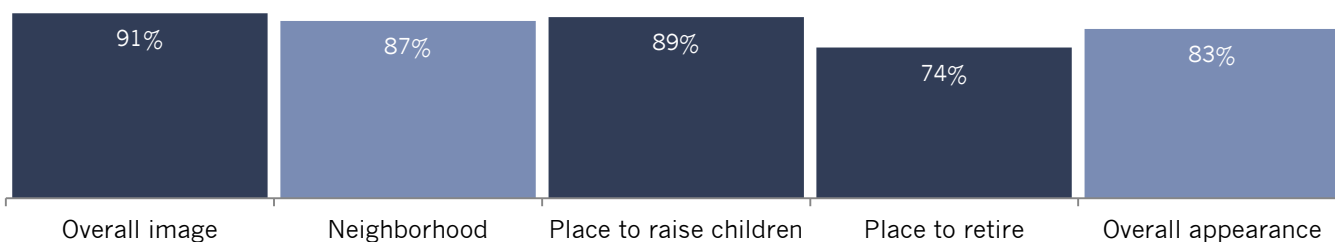


When compared to 2015, ratings for most aspects of Community Characteristics tended to remain stable. Declines were observed for some aspects of Built Environment, Economy, Recreation and Wellness and Education and Enrichment (for more information, see the *Trends Over Time* report under separate cover).

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

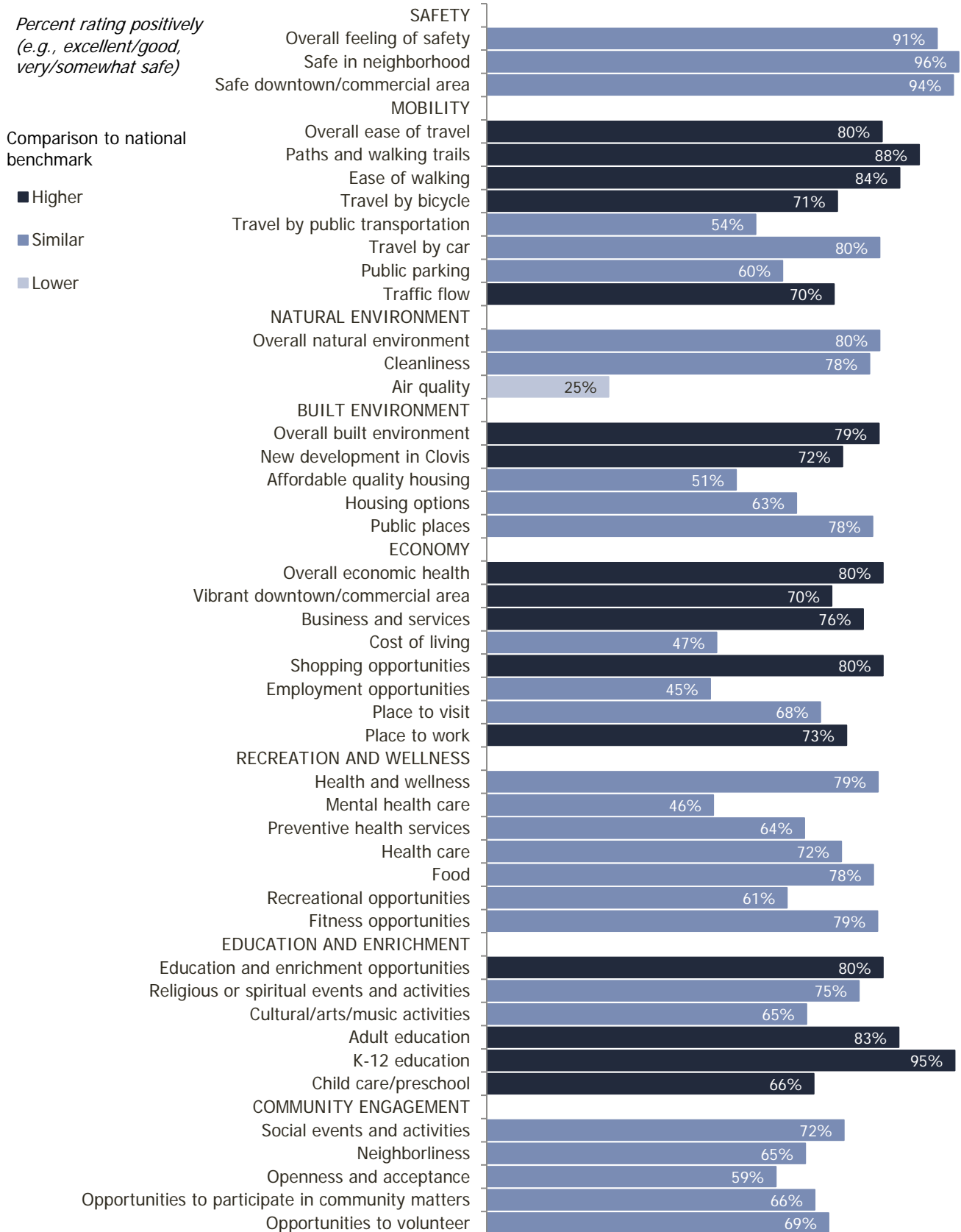
Comparison to national benchmark

■ Higher ■ Similar ■ Lower



# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics



# Governance

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

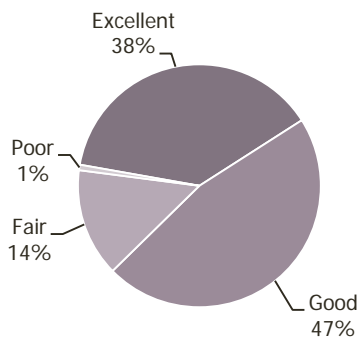
The overall quality of the services provided by Clovis as well as the manner in which these services are provided is a key component of how residents rate their quality of life. In Clovis, more than 8 in 10 residents gave excellent or good ratings to the overall quality of City services (which was higher than the national benchmark) and about 4 in 10 gave favorable marks to the services provided by the Federal Government (which was similar).

Survey respondents also rated various aspects of Clovis' leadership and governance. More than 8 in 10 residents gave favorable ratings to the overall customer service provided by the City, similar to ratings in other communities. Residents felt more positively about the overall direction of the City, confidence in City government and government acting in the best interest of Clovis than residents in other parts of the country.

Respondents evaluated over 30 individual services and amenities available in Clovis. At least half of respondents felt positively about all City services, yielding ratings similar to or higher than the benchmark comparison. Ratings for police; crime prevention; animal control; yard waste pick-up; land use, planning and zoning; cable television; economic development; and City-sponsored special events were all higher than those given in other communities across the nation. Resident evaluations of Mobility-related services were especially strong; at least 6 in 10 residents gave positive ratings to most aspects of Mobility and all but one were higher than the benchmark.

When compared to 2015, ratings for storm drainage, recreation programs, recreation centers and welcoming citizen involvement decreased over time, and the rating for public libraries increased.

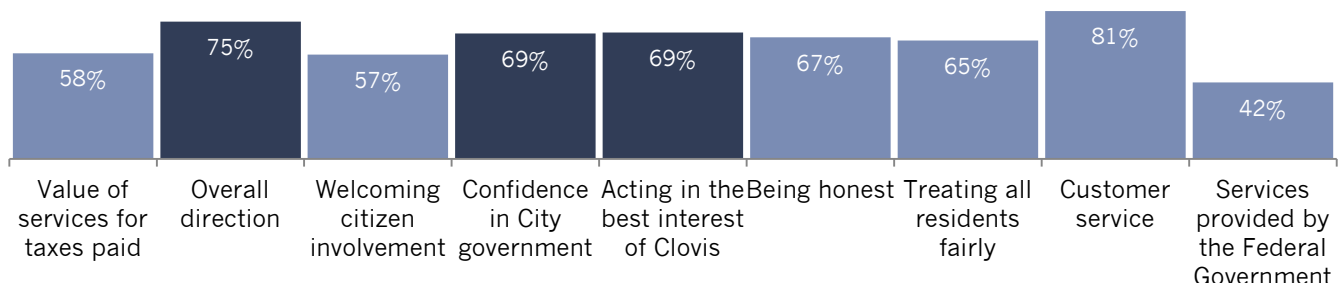
Overall Quality of City Services



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

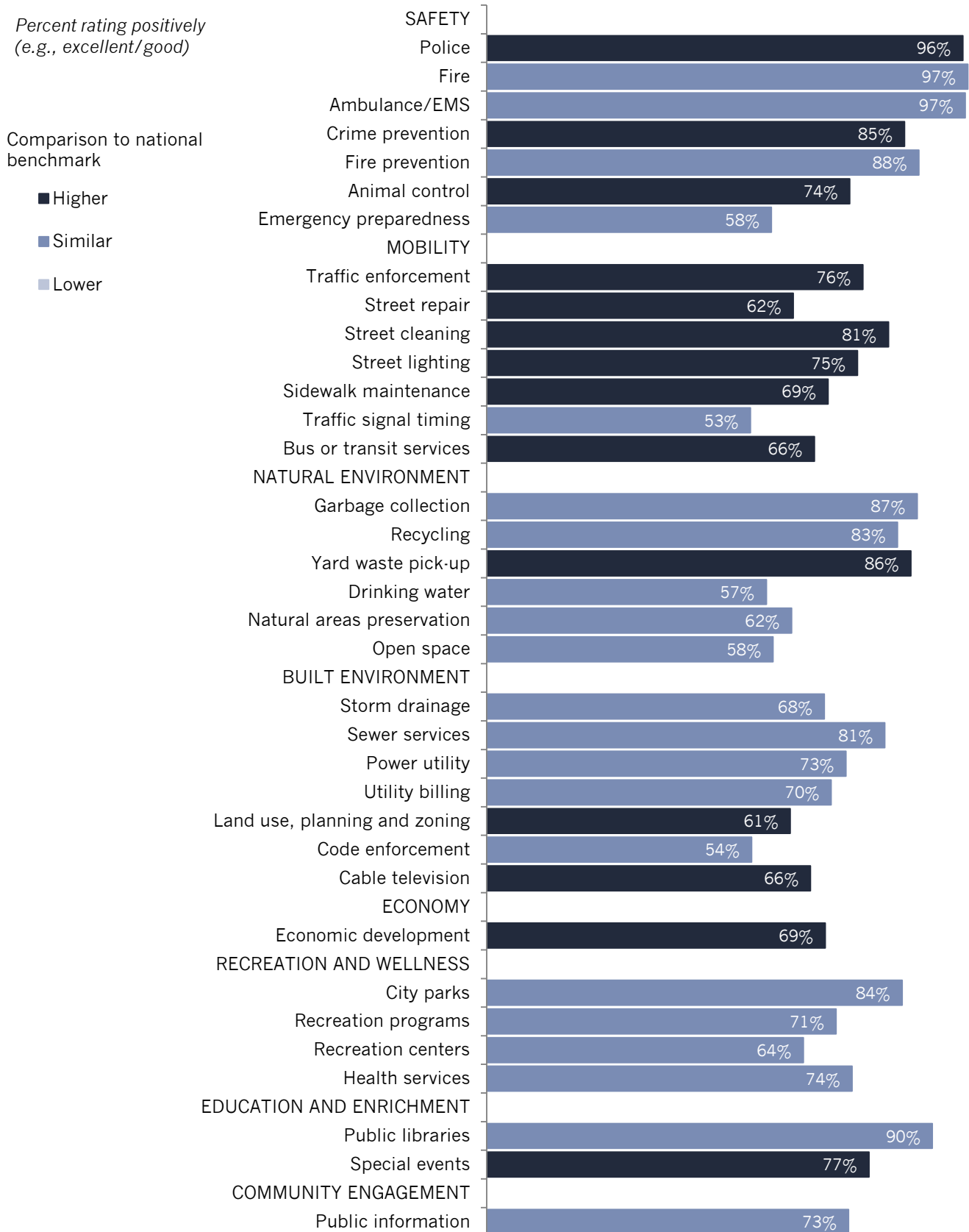
Comparison to national benchmark

■ Higher ■ Similar ■ Lower



## The National Citizen Survey™

Figure 2: Aspects of Governance





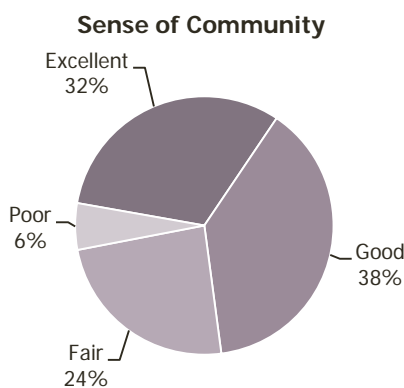
# Participation

*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. In Clovis, about 7 in 10 residents rated the sense of community in the city as excellent or good, which was similar to the benchmark. Virtually all residents would recommend living in Clovis to someone who asked (which was higher than ratings seen elsewhere) and planned to remain in the city for the next five years (similar to ratings elsewhere).

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Participation rates varied widely across the different facets, making the benchmark comparison (and comparison to Clovis over time) helpful for understanding the results.

Overall, Clovis residents participated in most activities at rates similar to those found in other communities across the country. For example, about three-quarters of residents had not reported a crime and about 9 in 10 had not been the victim of a crime in the 12 months prior to the survey, on par with the rest of the country. Virtually all residents had recycled at home and conserved water and both of these levels were higher than seen elsewhere. Just two items were lower than the benchmark, including the proportion of residents using public transportation and not observing a code violation.

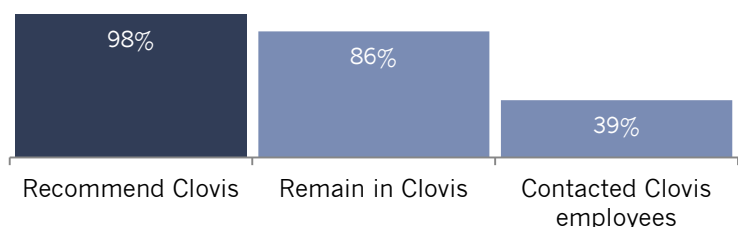


Most levels of Participation remained stable from 2015 to 2017. Fewer residents had contacted City employees in 2017, but more had attended a local public meeting or thought the economy would have a positive impact on their income in the next six months.

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

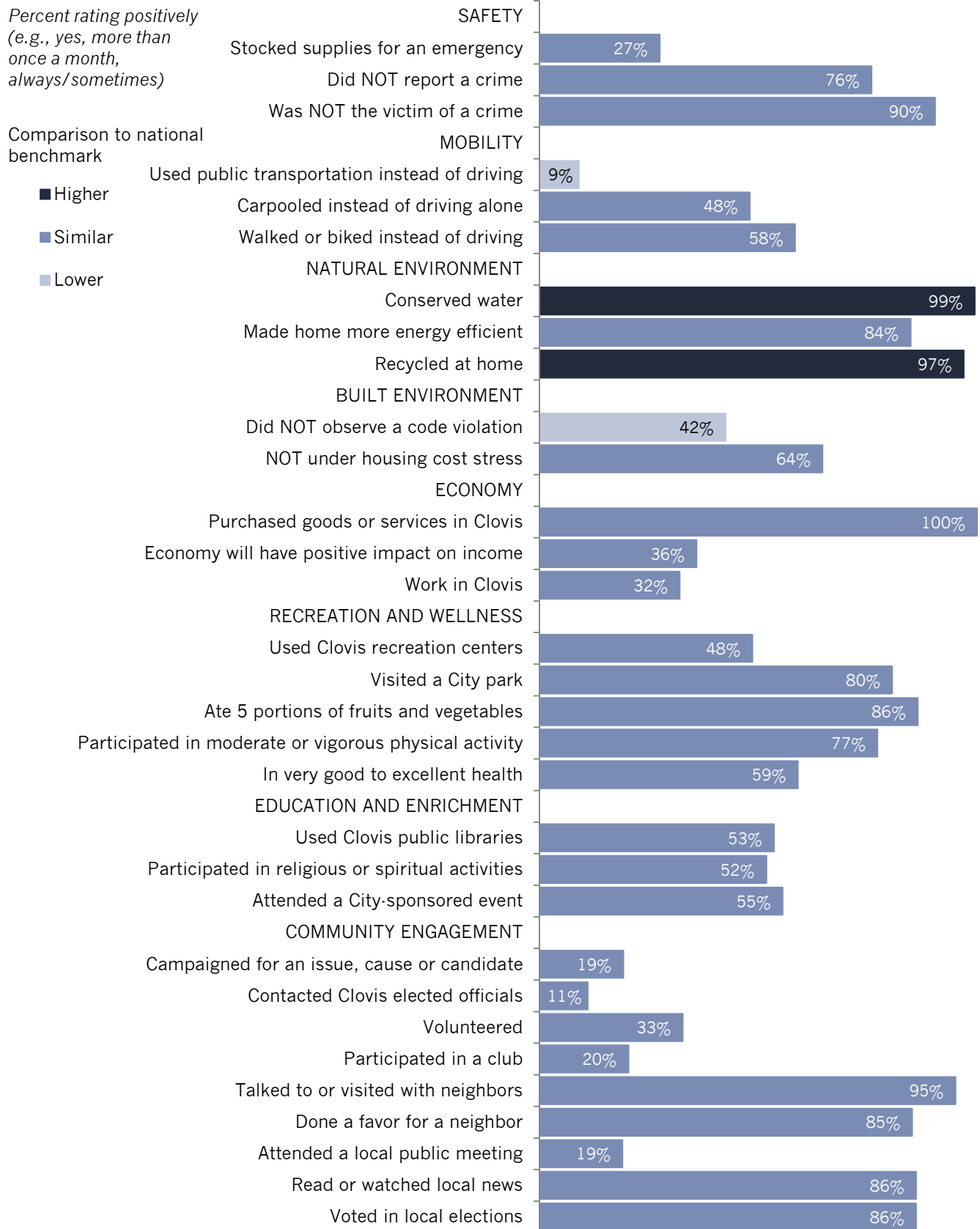
Comparison to national  
benchmark

■ Higher ■ Similar ■ Lower



## The National Citizen Survey™

Figure 3: Aspects of Participation

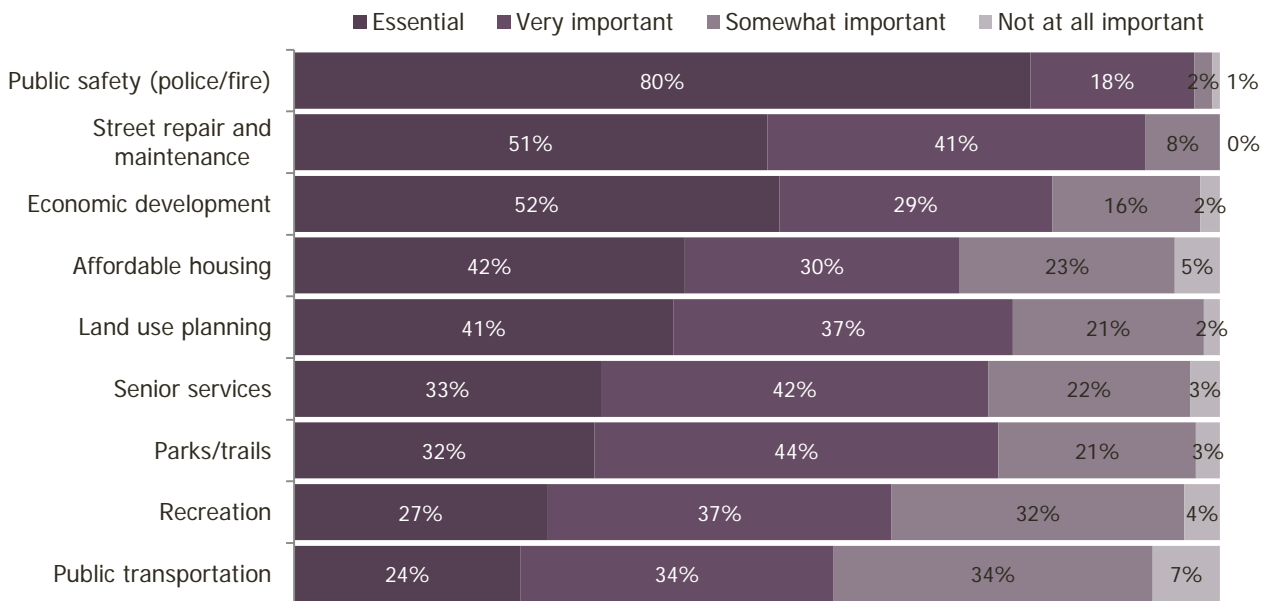


# Special Topics

The City of Clovis included four questions of special interest on The NCS. Topic areas included strategic planning areas, place of work, types of businesses the City should attract and residents' preferred shopping locations.

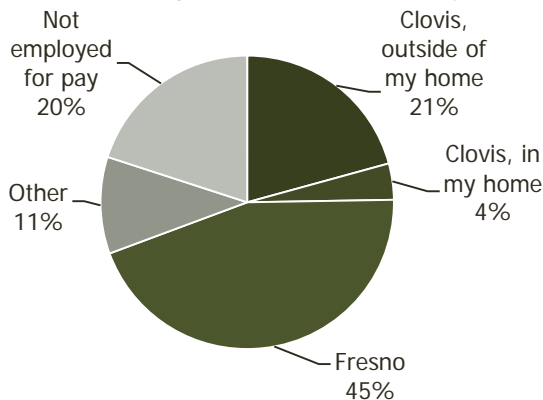
When asked about the importance of City investment in a number of potential focus areas, residents prioritized public safety above all others, with 80% identifying it as an essential investment, followed by street repair and maintenance (51% essential and 41% very important). At least 7 in 10 respondents felt that economic development, affordable housing, land use planning, senior services and parks/trails were important. Residents were least likely to rate recreation or public transportation as important, although more than half still did so.

Figure 4: Importance of Strategic Planning Areas  
Please indicate how important, if at all, it is for the City of Clovis to invest in the following:



Residents were asked to indicate their place of work. Nearly half of residents worked in Fresno and about 2 in 10 worked in Clovis. About 1 in 10 worked somewhere else, 4% worked from home in Clovis and 2 in 10 were not employed for pay.

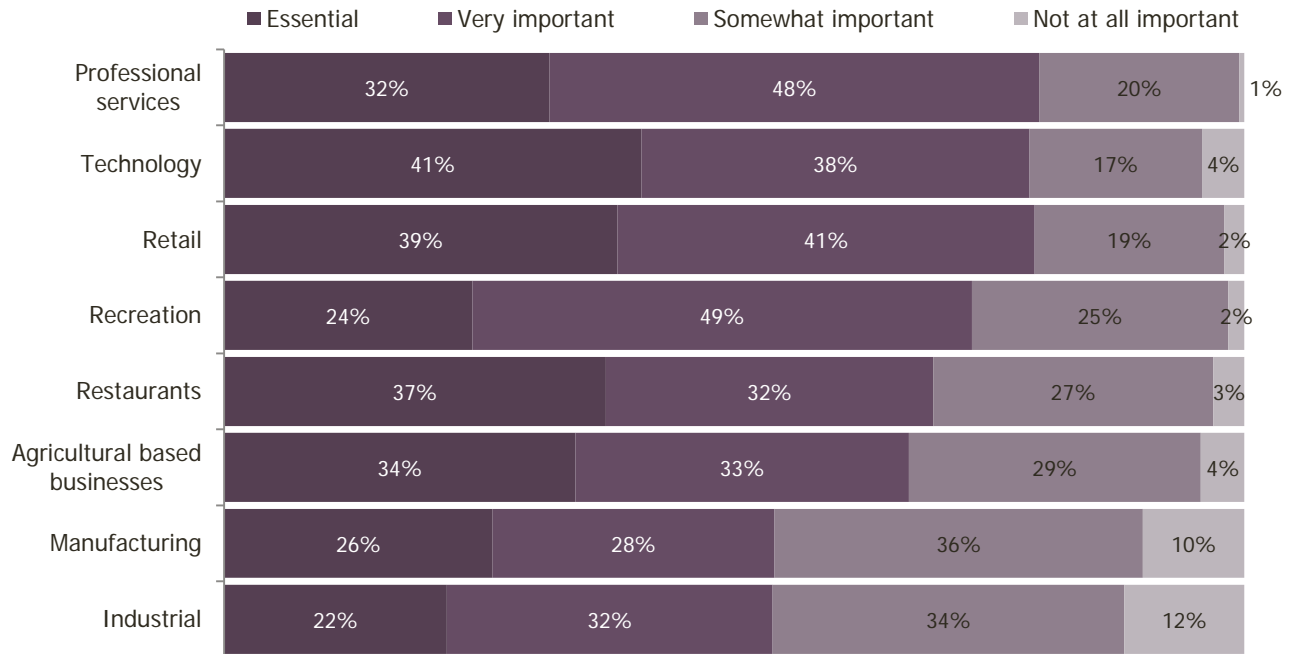
Figure 5: Place of Employment  
If you are employed for pay, which of the following best describes where you work? (Select only one.)



Thinking about what types of business were important for the City to attract, about 8 in 10 felt that professional services, retail and technology were essential or very important to attract. Roughly 7 in 10 thought it was important to attract recreation, restaurants and agricultural based businesses, and about half thought manufacturing or industrial businesses were important to attract.

Figure 6: Importance of Attracting Businesses

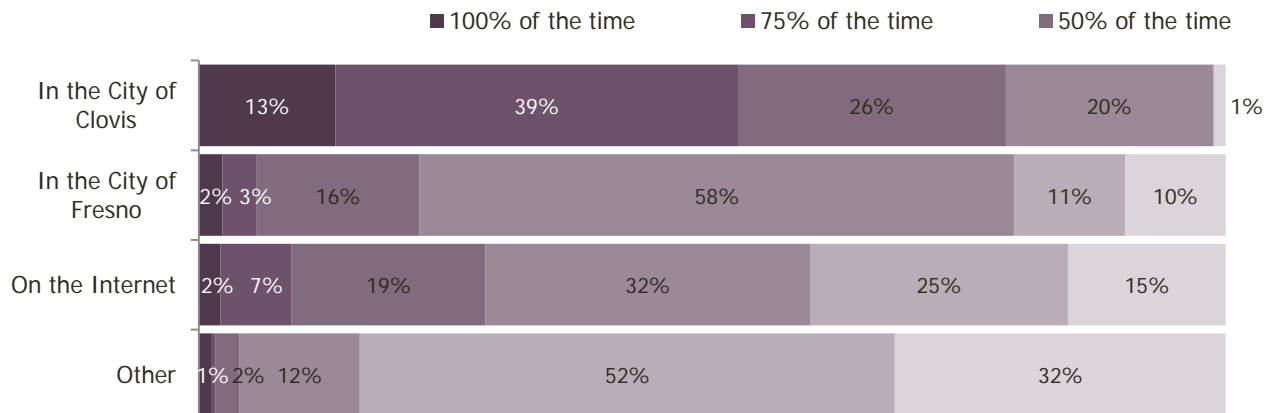
Please indicate how important, if at all, it is for the City of Clovis to work on attracting the following types of businesses to Clovis:



When asked about where they shopped, about half of residents shopped in Clovis either all or most of the time. Only 1-2% of citizens who answered the question indicated that they do all of their shopping in Fresno or on the internet.

Figure 7: Resident Shopping Locations

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



# Conclusions

## Residents continue to enjoy living in Clovis.

As in previous years, a high proportion of Clovis residents in 2017 positively rated many aspects of community quality. Residents' ratings of the overall image of the city, Clovis as a place to raise children and the city as a place to retire were higher than ratings given in other communities. Almost all residents would recommend living in Clovis to someone who asked, which was also above average, and more than 8 in 10 planned to remain in the city for the next five years.

## Safety is solid and remains a priority.

Residents identified Safety as an important aspect of community livability to their quality of life. About 9 in 10 residents or more gave positive ratings to the overall feeling of safety in Clovis, to feelings of safety in their neighborhoods and in the city's downtown/commercial area, and to police, fire and ambulance/EMS services. Further, ratings for police services, crime prevention and animal control were higher than average. Most residents had not reported a crime or been the victim of a crime. When asked about the importance of City investment in a number of potential focus areas, almost all residents rated public safety as essential or very important.

## Residents put their economic faith in Clovis.

Residents also see the Economy as an important aspect of their quality of life and related ratings tended to be high. About 7 in 10 residents or more gave excellent or good ratings to the overall economic health of the city, vibrant downtown/commercial area, quality of business and service establishments, shopping opportunities, Clovis as a place to work and economic development, and these ratings were all higher than national averages. About 8 in 10 residents thought it was important for the City to invest in economic development, and the same proportion thought that attracting businesses related to professional services, retail and technology were important. About half of residents indicated that they did most or all of their shopping in Clovis.

## Mobility is a feature of the community.

At least two-thirds of respondents rated positively many Mobility-related items were and these ratings tended to be higher than those seen elsewhere. Overall, Mobility features and services were among the strongest aspects of Clovis. Resident sentiment toward the overall ease of travel, paths and walking trails, ease of travel by walking and by bicycle, traffic flow, traffic enforcement, street repair, street cleaning, street lighting, sidewalk maintenance and bus or transit services was higher than average. When asked how important it was for the City to invest in a number of different focus areas, most residents rated street repair and maintenance as essential or very important—indicating that they want to make sure the highly-rated Mobility-related items remain that way.



# Clovis, CA

## Dashboard Summary of Findings

2017



**NRC**  
National Research Center Inc.

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



*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# 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.

Within the pillars of Community Characteristics and Governance, Clovis residents were more likely to give positive ratings to aspects of Mobility, Economy and Education and Enrichment than residents elsewhere. Levels of participation for Natural Environment were also higher in Clovis than in other communities across the nation. 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                  | 19                        | 32      | 1     | 18         | 27      | 0     | 3             | 30      | 2     |
| General                  | 3                         | 4       | 0     | 1          | 2       | 0     | 1             | 2       | 0     |
| Safety                   | 0                         | 3       | 0     | 3          | 4       | 0     | 0             | 3       | 0     |
| Mobility                 | 5                         | 3       | 0     | 6          | 1       | 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             | 3       | 0     |
| Recreation and Wellness  | 0                         | 7       | 0     | 0          | 4       | 0     | 0             | 5       | 0     |
| Education and Enrichment | 4                         | 2       | 0     | 1          | 1       | 0     | 0             | 3       | 0     |
| Community Engagement     | 0                         | 5       | 0     | 3          | 5       | 0     | 0             | 10      | 0     |

| Legend |         |
|--------|---------|
|        | Higher  |
|        | Similar |
|        | Lower   |

# The National Citizen Survey™

Figure 2: Detailed Dashboard

|                     | Community Characteristics       | Trend | Benchmark | Percent positive | Governance                                  | Trend | Benchmark | Percent positive | Participation                                 | Trend | Benchmark | Percent positive |
|---------------------|---------------------------------|-------|-----------|------------------|---|-------|-----------|------------------|---|-------|-----------|------------------|
| General             | Overall appearance              | ↔     | ↔         | 83%              | Customer service                            | ↔     | ↔         | 81%              | Recommend Clovis                              | ↔     | ↑         | 98%              |
|                     | Overall quality of life         | ↔     | ↔         | 89%              | Services provided by Clovis                 | ↔     | ↑         | 85%              | Remain in Clovis                              | ↔     | ↔         | 86%              |
|                     | Place to retire                 | ↔     | ↑         | 74%              | Services provided by the Federal Government | ↔     | ↔         | 42%              | Contacted Clovis employees                    | ↓     | ↔         | 39%              |
|                     | Place to raise children         | ↔     | ↑         | 89%              |   |       |           |                  |   |       |           |                  |
|                     | Place to live                   | ↔     | ↔         | 95%              |   |       |           |                  |   |       |           |                  |
|                     | Neighborhood                    | ↔     | ↔         | 87%              |   |       |           |                  |   |       |           |                  |
|                     | Overall image                   | ↔     | ↑         | 91%              |   |       |           |                  |   |       |           |                  |
| Safety              | Overall feeling of safety       | ↔     | ↔         | 91%              | Police                                      | ↔     | ↑         | 96%              | Was NOT the victim of a crime                 | ↔     | ↔         | 90%              |
|                     | Safe in neighborhood            | ↔     | ↔         | 96%              | Crime prevention                            | ↔     | ↑         | 85%              | Did NOT report a crime                        | ↔     | ↔         | 76%              |
|                     | Safe downtown/commercial area   | ↔     | ↔         | 94%              | Fire  | ↔     | ↔         | 97%              | Stocked supplies for an emergency             | ↔     | ↔         | 27%              |
|                     |                                 |       |           |                  | Fire prevention                             | ↔     | ↔         | 88%              |   |       |           |                  |
|                     |                                 |       |           |                  | Ambulance/EMS                               | ↔     | ↔         | 97%              |   |       |           |                  |
|                     |                                 |       |           |                  | Emergency preparedness                      | ↔     | ↔         | 58%              |   |       |           |                  |
|                     |                                 |       |           |                  | Animal control                              | ↔     | ↑         | 74%              |   |       |           |                  |
| Mobility            | Traffic flow                    | ↔     | ↑         | 70%              | Traffic enforcement                         | ↔     | ↑         | 76%              | Carpooled instead of driving alone            | ↔     | ↔         | 48%              |
|                     | Travel by car                   | ↔     | ↔         | 80%              | Street repair                               | ↔     | ↑         | 62%              | Walked or biked instead of driving            | ↔     | ↔         | 58%              |
|                     | Travel by bicycle               | ↔     | ↑         | 71%              | Street cleaning                             | ↔     | ↑         | 81%              | Used public transportation instead of driving | ↔     | ↓         | 9%               |
|                     | Ease of walking                 | ↔     | ↑         | 84%              | Street lighting                             | ↔     | ↑         | 75%              |   |       |           |                  |
|                     | Travel by public transportation | ↔     | ↔         | 54%              | Sidewalk maintenance                        | ↔     | ↑         | 69%              |   |       |           |                  |
|                     | Overall ease travel             | ↔     | ↑         | 80%              | Traffic signal timing                       | ↔     | ↔         | 53%              |   |       |           |                  |
|                     | Public parking                  | ↔     | ↔         | 60%              | Bus or transit services                     | ↔     | ↑         | 66%              |   |       |           |                  |
| Natural Environment | Paths and walking trails        | ↔     | ↑         | 88%              |   |       |           |                  |   |       |           |                  |
|                     | Overall natural environment     | ↔     | ↔         | 80%              | Garbage collection                          | ↔     | ↔         | 87%              | Recycled at home                              | ↔     | ↑         | 97%              |
|                     | Air quality                     | ↔     | ↓↓        | 25%              | Recycling                                   | ↔     | ↔         | 83%              | Conserved water                               | ↔     | ↑         | 99%              |
|                     | Cleanliness                     | ↔     | ↔         | 78%              | Yard waste pick-up                          | ↔     | ↑         | 86%              | Made home more energy efficient               | ↔     | ↔         | 84%              |
|                     |                                 |       |           |                  | Drinking water                              | ↔     | ↔         | 57%              |   |       |           |                  |
|                     |                                 |       |           |                  | Open space                                  | ↔     | ↔         | 58%              |   |       |           |                  |
|                     |                                 |       |           |                  | Natural areas preservation                  | ↔     | ↔         | 62%              |   |       |           |                  |
| Built Environment   | New development in Clovis       | ↔     | ↑         | 72%              | Sewer services                              | ↔     | ↔         | 81%              | NOT experiencing housing cost stress          | ↔     | ↔         | 64%              |
|                     | Affordable quality housing      | ↓     | ↔         | 51%              | Storm drainage                              | ↓     | ↔         | 68%              | Did NOT observe a code violation              | ↔     | ↓         | 42%              |
|                     | Housing options                 | ↓     | ↔         | 63%              | Power utility                               | ↔     | ↔         | 73%              |   |       |           |                  |
|                     | Overall built environment       | ↔     | ↑         | 79%              | Utility billing                             | ↔     | ↔         | 70%              |   |       |           |                  |
|                     | Public places                   | ↔     | ↔         | 78%              | Land use, planning and zoning               | ↔     | ↑         | 61%              |   |       |           |                  |
|                     |                                 |       |           |                  | Code enforcement                            | ↔     | ↔         | 54%              |   |       |           |                  |
|                     |                                 |       |           |                  | Cable television                            | ↔     | ↑         | 66%              |   |       |           |                  |

## Legend

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



# The National Citizen Survey™

|                          | Community Characteristics                         | Trend | Benchmark | Percent positive | Governance                            | Trend | Benchmark | Percent positive | Participation  | Trend | Benchmark | Percent positive |
|--------------------------|---|-------|-----------|------------------|---------------------------------------|-------|-----------|------------------|--|-------|-----------|------------------|
| Economy                  | Overall economic health                           | ↔     | ↑         | 80%              | Economic development                  | ↔     | ↑         | 69%              | Economy will have positive impact on income            | ↑     | ↔         | 36%              |
|                          | Shopping opportunities                            | ↔     | ↑         | 80%              |                                       |       |           |                  | Purchased goods or services in Clovis                  | ↔     | ↔         | 100%             |
|                          | Employment opportunities                          | ↓     | ↔         | 45%              |                                       |       |           |                  | Work in Clovis   | ↔     | ↔         | 32%              |
|                          | Place to visit                                    | ↔     | ↔         | 68%              |                                       |       |           |                  |  |       |           |                  |
|                          | Cost of living                                    | ↓     | ↔         | 47%              |                                       |       |           |                  |  |       |           |                  |
|                          | Vibrant downtown/commercial area                  | ↔     | ↑         | 70%              |                                       |       |           |                  |  |       |           |                  |
|                          | Place to work                                     | ↔     | ↑         | 73%              |                                       |       |           |                  |  |       |           |                  |
| Recreation and Wellness  | Business and services                             | ↔     | ↑         | 76%              |                                       |       |           |                  |  |       |           |                  |
|                          | Fitness opportunities                             | ↔     | ↔         | 79%              | City parks                            | ↔     | ↔         | 84%              | In very good to excellent health                       | ↔     | ↔         | 59%              |
|                          | Recreational opportunities                        | ↓     | ↔         | 61%              | Recreation centers                    | ↓     | ↔         | 64%              | Used Clovis recreation centers                         | ↔     | ↔         | 48%              |
|                          | Health care                                       | ↔     | ↔         | 72%              | Recreation programs                   | ↓     | ↔         | 71%              | Visited a City park                                    | ↔     | ↔         | 80%              |
|                          | Food  | ↔     | ↔         | 78%              | Health services                       | ↔     | ↔         | 74%              | Ate 5 portions of fruits and vegetables                | ↔     | ↔         | 86%              |
|                          | Mental health care                                | ↓     | ↔         | 46%              |                                       |       |           |                  | Participated in moderate or vigorous physical activity | ↔     | ↔         | 77%              |
|                          | Health and wellness                               | ↔     | ↔         | 79%              |                                       |       |           |                  |  |       |           |                  |
| Education and Enrichment | Preventive health services                        | ↔     | ↔         | 64%              |                                       |       |           |                  |  |       |           |                  |
|                          | K-12 education                                    | ↔     | ↑↑        | 95%              | Public libraries                      | ↑     | ↔         | 90%              | Used Clovis public libraries                           | ↔     | ↔         | 53%              |
|                          | Cultural/arts/music activities                    | ↔     | ↔         | 65%              | Special events                        | ↔     | ↑         | 77%              | Participated in religious or spiritual activities      | ↔     | ↔         | 52%              |
|                          | Child care/preschool                              | ↔     | ↑         | 66%              |                                       |       |           |                  | Attended a City-sponsored event                        | ↔     | ↔         | 55%              |
|                          | Religious or spiritual events and activities      | ↓     | ↔         | 75%              |                                       |       |           |                  |  |       |           |                  |
|                          | Adult education                                   | ↔     | ↑         | 83%              |                                       |       |           |                  |  |       |           |                  |
|                          | Overall education and enrichment                  | ↔     | ↑         | 80%              |                                       |       |           |                  |  |       |           |                  |
| Community Engagement     | Opportunities to participate in community matters | ↔     | ↔         | 66%              | Public information                    | ↔     | ↔         | 73%              | Sense of community                                     | ↔     | ↔         | 70%              |
|                          | Opportunities to volunteer                        | ↔     | ↔         | 69%              | Overall direction                     | ↔     | ↑         | 75%              | Voted in local elections                               | ↔     | ↔         | 86%              |
|                          | Openness and acceptance                           | ↔     | ↔         | 59%              | Value of services for taxes paid      | ↔     | ↔         | 58%              | Talked to or visited with neighbors                    | ↔     | ↔         | 95%              |
|                          | Social events and activities                      | ↔     | ↔         | 72%              | Welcoming citizen involvement         | ↓     | ↔         | 57%              | Attended a local public meeting                        | ↑     | ↔         | 19%              |
|                          | Neighborliness                                    | ↔     | ↔         | 65%              | Confidence in City government         | ↔     | ↑         | 69%              | Volunteered  | ↔     | ↔         | 33%              |
|                          |   |       |           |                  | Acting in the best interest of Clovis | ↔     | ↑         | 69%              | Participated in a club                                 | ↔     | ↔         | 20%              |
|                          |   |       |           |                  | Being honest                          | ↔     | ↔         | 67%              | Campaigned for an issue, cause or candidate            | ↔     | ↔         | 19%              |
|                          |   |       |           |                  | Treating all residents fairly         | ↔     | ↔         | 65%              | Contacted Clovis elected officials                     | ↔     | ↔         | 11%              |
|                          |   |       |           |                  |                                       |       |           |                  | Read or watched local news                             | ↔     | ↔         | 86%              |
|                          |   |       |           |                  |                                       |       |           |                  | Done a favor for a neighbor                            | ↔     | ↔         | 85%              |

## Legend

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



# THE NCS<sup>TM</sup>

The National Citizen Survey<sup>TM</sup>

## Clovis, CA

Trends over Time

2017



**NRC**  
National Research Center Inc.

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



*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# 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 2017 ratings for the City of Clovis to its previous survey results in 2015 and 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 nine percentage points between the 2015 and 2017 surveys, otherwise the comparison between 2015 and 2017 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 2017 generally remained stable. Of the 132 items for which comparisons were available, 117 items were rated similarly in 2015 and 2017, 12 items showed a decrease in ratings and three showed an increase in ratings. Notable trends over time included the following:

- Resident satisfaction with employment opportunities and cost of living decreased since 2015. However, respondents were more likely in 2017 to believe that the economy would have a positive impact on their income in the next six months.
- Ratings for housing-related aspects of Built Environment, including affordable quality housing and variety of housing options, decreased since the last administration.
- Resident opinions of several aspects of Recreation and Wellness declined in 2017. These included recreational opportunities, affordable quality mental health care, recreation centers and recreation programs.
- Clovis residents were less likely in 2017 than in 2015 to have contacted City employees in the 12 months prior to the survey, but more likely to have attended a local public meeting.

# The National Citizen Survey™

Table 1: Community Characteristics General

|                         | Percent rating positively (e.g., excellent/good) |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |         |
|-------------------------|--|------|------|------------------------------|-------------------------|---------|---------|
|                         | 2013   | 2015 | 2017 |                              | 2013                    | 2015    | 2017    |
| Overall quality of life | 88%  | 90%  | 89%  | Similar                      | Much higher             | Similar | Similar |
| Overall image           | 81%  | 91%  | 91%  | Similar                      | Much higher             | Higher  | Higher  |
| Place to live           | 90%  | 93%  | 95%  | Similar                      | Higher                  | Similar | Similar |
| Neighborhood            | 80%  | 83%  | 87%  | Similar                      | Similar                 | Similar | Similar |
| Place to raise children | 90%  | 92%  | 89%  | Similar                      | Much higher             | Higher  | Higher  |
| Place to retire         | 73%  | 76%  | 74%  | Similar                      | Much higher             | Similar | Higher  |
| Overall appearance      | 81%  | 81%  | 83%  | Similar                      | Higher                  | Similar | Similar |

Table 2: Community Characteristics by Facet

|                     |                                 | Percent rating positively (e.g., excellent/good, very/somewhat safe) |      |      | 2017 rating compared to 2015 | Comparison to benchmark |            |            |
|---------------------|---------------------------------|--|------|------|------------------------------|-------------------------|------------|------------|
|                     |                                 | 2013   | 2015 | 2017 |                              | 2013                    | 2015       | 2017       |
| Safety              | Overall feeling of safety       | NA   | 90%  | 91%  | Similar                      | NA                      | Similar    | Similar    |
|                     | Safe in neighborhood            | 93%  | 92%  | 96%  | Similar                      | Similar                 | Similar    | Similar    |
|                     | Safe downtown/commercial area   | 92%  | 96%  | 94%  | Similar                      | Similar                 | Similar    | Similar    |
| Mobility            | Overall ease of travel          | NA   | 83%  | 80%  | Similar                      | NA                      | Similar    | Higher     |
|                     | Paths and walking trails        | 76%  | 85%  | 88%  | Similar                      | Much higher             | Higher     | Higher     |
|                     | Ease of walking                 | 75%  | 83%  | 84%  | Similar                      | Much higher             | Higher     | Higher     |
|                     | Travel by bicycle               | 72%  | 78%  | 71%  | Similar                      | Much higher             | Higher     | Higher     |
|                     | Travel by public transportation | NA   | 54%  | 54%  | Similar                      | NA                      | Similar    | Similar    |
|                     | Travel by car                   | 75%  | 79%  | 80%  | Similar                      | Much higher             | Higher     | Similar    |
|                     | Public parking                  | NA   | 68%  | 60%  | Similar                      | NA                      | Similar    | Similar    |
|                     | Traffic flow                    | 56%  | 67%  | 70%  | Similar                      | Higher                  | Similar    | Higher     |
|                     |                                 |  |      |      |                              |                         |            |            |
| Natural Environment | Overall natural environment     | 65%  | 79%  | 80%  | Similar                      | Much lower              | Similar    | Similar    |
|                     | Cleanliness                     | 82%  | 79%  | 78%  | Similar                      | Much higher             | Similar    | Similar    |
|                     | Air quality                     | 29%  | 28%  | 25%  | Similar                      | Much lower              | Much lower | Much lower |
|                     | Overall built environment       | NA   | 81%  | 79%  | Similar                      | NA                      | Higher     | Higher     |
|                     |                                 |  |      |      |                              |                         |            |            |
| Built Environment   | New development in Clovis       | 77%  | 76%  | 72%  | Similar                      | Much higher             | Higher     | Higher     |
|                     | Affordable quality housing      | 60%  | 61%  | 51%  | Lower                        | Much higher             | Similar    | Similar    |

# The National Citizen Survey™

|                          |   | Percent rating positively (e.g., excellent/good, very/somewhat safe) |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |             |
|--------------------------|---|--|------|------|------------------------------|-------------------------|---------|-------------|
|                          |   | 2013   | 2015 | 2017 |                              | 2013                    | 2015    | 2017        |
|                          | Housing options                                   | 73%  | 75%  | 63%  | Lower                        | Much higher             | Similar | Similar     |
|                          | Public places                                     | NA   | 71%  | 78%  | Similar                      | NA                      | Similar | Similar     |
| Economy                  | Overall economic health                           | NA   | 81%  | 80%  | Similar                      | NA                      | Higher  | Higher      |
|                          | Vibrant downtown/commercial area                  | NA   | 72%  | 70%  | Similar                      | NA                      | Higher  | Higher      |
|                          | Business and services                             | 71%  | 75%  | 76%  | Similar                      | Higher                  | Similar | Higher      |
|                          | Cost of living                                    | NA   | 57%  | 47%  | Lower                        | NA                      | Similar | Similar     |
|                          | Shopping opportunities                            | 70%  | 72%  | 80%  | Similar                      | Much higher             | Higher  | Higher      |
|                          | Employment opportunities                          | 42%  | 56%  | 45%  | Lower                        | Much higher             | Higher  | Similar     |
|                          | Place to visit                                    | NA   | 68%  | 68%  | Similar                      | NA                      | Similar | Similar     |
|                          | Place to work                                     | 76%  | 81%  | 73%  | Similar                      | Much higher             | Higher  | Higher      |
|                          | Health and wellness                               | NA   | 78%  | 79%  | Similar                      | NA                      | Similar | Similar     |
|                          | Mental health care                                | NA   | 61%  | 46%  | Lower                        | NA                      | Similar | Similar     |
| Recreation and Wellness  | Preventive health services                        | 64%  | 73%  | 64%  | Similar                      | Similar                 | Similar | Similar     |
|                          | Health care                                       | 66%  | 72%  | 72%  | Similar                      | Much higher             | Similar | Similar     |
|                          | Food  | 71%  | 77%  | 78%  | Similar                      | Higher                  | Similar | Similar     |
|                          | Recreational opportunities                        | 54%  | 72%  | 61%  | Lower                        | Lower                   | Similar | Similar     |
|                          | Fitness opportunities                             | NA   | 81%  | 79%  | Similar                      | NA                      | Similar | Similar     |
|                          | Religious or spiritual events and activities      | 76%  | 85%  | 75%  | Lower                        | Similar                 | Similar | Similar     |
|                          | Cultural/arts/music activities                    | 52%  | 63%  | 65%  | Similar                      | Similar                 | Similar | Similar     |
| Education and Enrichment | Adult education                                   | NA   | 85%  | 83%  | Similar                      | NA                      | Higher  | Higher      |
|                          | K-12 education                                    | 88%  | 89%  | 95%  | Similar                      | Much higher             | Higher  | Much higher |
|                          | Child care/preschool                              | 52%  | 69%  | 66%  | Similar                      | Higher                  | Higher  | Higher      |
|                          | Social events and activities                      | 69%  | 74%  | 72%  | Similar                      | Higher                  | Similar | Similar     |
| Community Engagement     | Neighborhoodness                                  | NA   | 61%  | 65%  | Similar                      | NA                      | Similar | Similar     |
|                          | Openness and acceptance                           | 60%  | 58%  | 59%  | Similar                      | Similar                 | Similar | Similar     |
|                          | Opportunities to participate in community matters | 64%  | 72%  | 66%  | Similar                      | Similar                 | Similar | Similar     |
|                          | Opportunities to volunteer                        | 69%  | 76%  | 69%  | Similar                      | Similar                 | Similar | Similar     |

# The National Citizen Survey™

Table 3: Governance General

|   | Percent rating positively (e.g., excellent/good) |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |         |
|---|--|------|------|------------------------------|-------------------------|---------|---------|
|   | 2013   | 2015 | 2017 |                              | 2013                    | 2015    | 2017    |
| Services provided by Clovis                 | 84%  | 84%  | 85%  | Similar                      | Much higher             | Similar | Higher  |
| Customer service                            | 81%  | 77%  | 81%  | Similar                      | Higher                  | Similar | Similar |
| Value of services for taxes paid            | 65%  | 63%  | 58%  | Similar                      | Much higher             | Similar | Similar |
| Overall direction                           | 74%  | 72%  | 75%  | Similar                      | Much higher             | Higher  | Higher  |
| Welcoming citizen involvement               | 61%  | 69%  | 57%  | Lower                        | Higher                  | Higher  | Similar |
| Confidence in City government               | NA   | 72%  | 69%  | Similar                      | NA                      | Higher  | Higher  |
| Acting in the best interest of Clovis       | NA   | 74%  | 69%  | Similar                      | NA                      | Higher  | Higher  |
| Being honest                                | NA   | 72%  | 67%  | Similar                      | NA                      | Higher  | Similar |
| Treating all residents fairly               | NA   | 65%  | 65%  | Similar                      | NA                      | Higher  | Similar |
| Services provided by the Federal Government | 38%  | 37%  | 42%  | Similar                      | Similar                 | Similar | Similar |

Table 4: Governance by Facet

|                     |                            | Percent rating positively (e.g., excellent/good) |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |         |
|---------------------|----------------------------|--|------|------|------------------------------|-------------------------|---------|---------|
|                     |                            | 2013   | 2015 | 2017 |                              | 2013                    | 2015    | 2017    |
| Safety              | Police                     | 90%  | 93%  | 96%  | Similar                      | Much higher             | Higher  | Higher  |
|                     | Fire                       | 95%  | 97%  | 97%  | Similar                      | Higher                  | Similar | Similar |
|                     | Ambulance/EMS              | 94%  | 94%  | 97%  | Similar                      | Higher                  | Similar | Similar |
|                     | Crime prevention           | 80%  | 83%  | 85%  | Similar                      | Much higher             | Higher  | Higher  |
|                     | Fire prevention            | 81%  | 86%  | 88%  | Similar                      | Similar                 | Similar | Similar |
|                     | Animal control             | 68%  | 74%  | 74%  | Similar                      | Similar                 | Similar | Higher  |
|                     | Emergency preparedness     | 58%  | 59%  | 58%  | Similar                      | Lower                   | Similar | Similar |
| Mobility            | Traffic enforcement        | 74%  | 77%  | 76%  | Similar                      | Much higher             | Similar | Higher  |
|                     | Street repair              | 56%  | 64%  | 62%  | Similar                      | Higher                  | Higher  | Higher  |
|                     | Street cleaning            | 80%  | 83%  | 81%  | Similar                      | Much higher             | Higher  | Higher  |
|                     | Street lighting            | 70%  | 75%  | 75%  | Similar                      | Higher                  | Similar | Higher  |
|                     | Sidewalk maintenance       | 61%  | 67%  | 69%  | Similar                      | Higher                  | Similar | Higher  |
|                     | Traffic signal timing      | 52%  | 55%  | 53%  | Similar                      | Similar                 | Similar | Similar |
|                     | Bus or transit services    | 64%  | 72%  | 66%  | Similar                      | Much higher             | Higher  | Higher  |
| Natural Environment | Garbage collection         | 87%  | 90%  | 87%  | Similar                      | Similar                 | Similar | Similar |
|                     | Recycling                  | 85%  | 89%  | 83%  | Similar                      | Higher                  | Similar | Similar |
|                     | Yard waste pick-up         | 85%  | 89%  | 86%  | Similar                      | Much higher             | Higher  | Higher  |
|                     | Drinking water             | 64%  | 65%  | 57%  | Similar                      | Lower                   | Similar | Similar |
|                     | Natural areas preservation | 54%  | 54%  | 62%  | Similar                      | Lower                   | Similar | Similar |
| Built Environment   | Open space                 | NA   | 60%  | 58%  | Similar                      | NA                      | Similar | Similar |
|                     | Storm drainage             | 73%  | 80%  | 68%  | Lower                        | Higher                  | Higher  | Similar |
|                     | Sewer services             | 80%  | 82%  | 81%  | Similar                      | Similar                 | Similar | Similar |
|                     | Power utility              | NA   | 73%  | 73%  | Similar                      | NA                      | Similar | Similar |

# The National Citizen Survey™

|                          |                               | Percent rating positively (e.g., excellent/good) |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |         |
|--------------------------|-------------------------------|--|------|------|------------------------------|-------------------------|---------|---------|
|                          |                               | 2013   | 2015 | 2017 |                              | 2013                    | 2015    | 2017    |
| Economy                  | Utility billing               | NA   | 71%  | 70%  | Similar                      | NA                      | Similar | Similar |
|                          | Land use, planning and zoning | 50%  | 66%  | 61%  | Similar                      | Similar                 | Higher  | Higher  |
|                          | Code enforcement              | 51%  | 56%  | 54%  | Similar                      | Similar                 | Similar | Similar |
|                          | Cable television              | 68%  | 68%  | 66%  | Similar                      | Much higher             | Similar | Higher  |
|                          | Economic development          | 59%  | 66%  | 69%  | Similar                      | Much higher             | Higher  | Higher  |
| Recreation and Wellness  | City parks                    | 78%  | 81%  | 84%  | Similar                      | Similar                 | Similar | Similar |
|                          | Recreation programs           | 71%  | 80%  | 71%  | Lower                        | Similar                 | Similar | Similar |
|                          | Recreation centers            | 67%  | 74%  | 64%  | Lower                        | Similar                 | Similar | Similar |
|                          | Health services               | 72%  | 76%  | 74%  | Similar                      | Higher                  | Similar | Similar |
|                          | Special events                | NA   | 81%  | 77%  | Similar                      | NA                      | Similar | Higher  |
| Education and Enrichment | Public libraries              | 81%  | 78%  | 90%  | Higher                       | Similar                 | Similar | Similar |
| Community Engagement     | Public information            | 74%  | 71%  | 73%  | Similar                      | Higher                  | Similar | Similar |

Table 5: Participation General

|                            | Percent rating positively (e.g., always/sometimes, more than once a month, yes) |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |         |
|----------------------------|---|------|------|------------------------------|-------------------------|---------|---------|
|                            | 2013  | 2015 | 2017 |                              | 2013                    | 2015    | 2017    |
| Sense of community         | 77%   | 77%  | 70%  | Similar                      | Much higher             | Higher  | Similar |
| Recommend Clovis           | 94%   | 96%  | 98%  | Similar                      | Much higher             | Higher  | Higher  |
| Remain in Clovis           | 89%   | 93%  | 86%  | Similar                      | Higher                  | Similar | Similar |
| Contacted Clovis employees | 50%   | 48%  | 39%  | Lower                        | Similar                 | Similar | Similar |

Table 6: Participation by Facet

|                     |   | Percent rating positively (e.g., always/sometimes, more than once a month, yes) |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |         |
|---------------------|---|---|------|------|------------------------------|-------------------------|---------|---------|
|                     |   | 2013  | 2015 | 2017 |                              | 2013                    | 2015    | 2017    |
| Safety              | Stocked supplies for an emergency             | NA  | 36%  | 27%  | Similar                      | NA                      | Similar | Similar |
|                     | Did NOT report a crime                        | NA  | 74%  | 76%  | Similar                      | NA                      | Similar | Similar |
|                     | Was NOT the victim of a crime                 | 80%   | 85%  | 90%  | Similar                      | Much lower              | Similar | Similar |
| Mobility            | Used public transportation instead of driving | NA  | 14%  | 9%   | Similar                      | NA                      | Lower   | Lower   |
|                     | Carpooled instead of driving alone            | NA  | 40%  | 48%  | Similar                      | NA                      | Similar | Similar |
|                     | Walked or biked instead of driving            | NA  | 49%  | 58%  | Similar                      | NA                      | Similar | Similar |
|                     | Conserved water                               | NA  | 96%  | 99%  | Similar                      | NA                      | Higher  | Higher  |
| Natural Environment | Made home more energy efficient               | NA  | 81%  | 84%  | Similar                      | NA                      | Similar | Similar |
|                     | Recycled at home                              | 94%   | 96%  | 97%  | Similar                      | Much higher             | Higher  | Higher  |
|                     | Did NOT observe a code violation              | NA  | 48%  | 42%  | Similar                      | NA                      | Similar | Lower   |
| Built Environment   | NOT under housing cost stress                 | 60%   | 57%  | 64%  | Similar                      | Lower                   | Lower   | Similar |

# The National Citizen Survey™

|                          |  | Percent rating positively (e.g., always/sometimes, more than once a month, yes) |      |      | 2017 rating compared to 2015 | Comparison to benchmark |            |         |
|--------------------------|--|---|------|------|------------------------------|-------------------------|------------|---------|
|                          |  | 2013  | 2015 | 2017 |                              | 2013                    | 2015       | 2017    |
| Economy                  | Purchased goods or services in Clovis                  | NA  | 97%  | 100% | Similar                      | NA                      | Similar    | Similar |
|                          | Economy will have positive impact on income            | 27%   | 25%  | 36%  | Higher                       | Much higher             | Similar    | Similar |
|                          | Work in Clovis   | NA  | 27%  | 32%  | Similar                      | NA                      | Lower      | Similar |
| Recreation and Wellness  | Used Clovis recreation centers                         | 39%   | 40%  | 48%  | Similar                      | Much lower              | Lower      | Similar |
|                          | Visited a City park                                    | 86%   | 79%  | 80%  | Similar                      | Similar                 | Similar    | Similar |
|                          | Ate 5 portions of fruits and vegetables                | NA  | 86%  | 86%  | Similar                      | NA                      | Similar    | Similar |
|                          | Participated in moderate or vigorous physical activity | NA  | 77%  | 77%  | Similar                      | NA                      | Similar    | Similar |
|                          | In very good to excellent health                       | NA  | 56%  | 59%  | Similar                      | NA                      | Similar    | Similar |
| Education and Enrichment | Used Clovis public libraries                           | 55%   | 45%  | 53%  | Similar                      | Much lower              | Much lower | Similar |
|                          | Participated in religious or spiritual activities      | 55%   | 48%  | 52%  | Similar                      | Higher                  | Similar    | Similar |
|                          | Attended a City-sponsored event                        | NA  | 56%  | 55%  | Similar                      | NA                      | Similar    | Similar |
| Community Engagement     | Campaigned for an issue, cause or candidate            | NA  | 19%  | 19%  | Similar                      | NA                      | Similar    | Similar |
|                          | Contacted Clovis elected officials                     | NA  | 9%   | 11%  | Similar                      | NA                      | Similar    | Similar |
|                          | Volunteered  | 33%   | 28%  | 33%  | Similar                      | Much lower              | Lower      | Similar |
|                          | Participated in a club                                 | 25%   | 25%  | 20%  | Similar                      | Lower                   | Similar    | Similar |
|                          | Talked to or visited with neighbors                    | NA  | 88%  | 95%  | Similar                      | NA                      | Similar    | Similar |
|                          | Done a favor for a neighbor                            | NA  | 80%  | 85%  | Similar                      | NA                      | Similar    | Similar |
|                          | Attended a local public meeting                        | 19%   | 10%  | 19%  | Higher                       | Lower                   | Lower      | Similar |
|                          | Read or watched local news                             | NA  | 89%  | 86%  | Similar                      | NA                      | Similar    | Similar |
|                          | Voted in local elections                               | 74%   | 86%  | 86%  | Similar                      | Similar                 | Similar    | Similar |
|                          |  |   |      |      |                              |                         |            |         |





## Clovis, CA

Comparisons by Demographic Subgroups

2017



**NRC**  
National Research Center Inc.

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



*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# 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, race/ethnicity, housing tenure and annual household income.

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 all respondents (258 completed surveys) is generally no greater than plus or minus six percentage points around any given percent. The margin of error for subgroups is less precise. 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:

- Broadly, residents who were white alone, not Hispanic or who owned their homes tended to give higher ratings to aspects of the community and governance than other residents.
- Residents whose annual household income was \$50,000 or less gave less positive ratings to general aspects of Governance, including services provided by the City, value of services for taxes paid and the overall direction of the city.
- Residents who were age 35-54 tended to be less pleased with fire and ambulance/EMS services and fire prevention and education than those who were younger or older.
- Survey participants who were age 34 or younger reported campaigning for an issue, cause or candidate, contacting City officials, reading or watching local news or voting in local elections at lower rates than their older counterparts.
- Residents who were Hispanic and/or another race were more likely than those who were white alone, not Hispanic to rate health and wellness opportunities, as well as opportunities for education and enrichment, as essential or very important. They were also more likely to rate affordable housing and public transportation as important.

# The National Citizen Survey™

Table 1: Community Characteristics - General

| Percent rating positively (e.g., excellent/good) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| The overall quality of life in Clovis            | 91%   | 87%   | 88% | 88%                       | 90%                        | 84%            | 92% | 90%                     | 89%                  | 87%                 | 89%     |
| Overall image or reputation of Clovis            | 95%   | 84%   | 94% | 94%                       | 86%                        | 90%            | 91% | 83%                     | 96%                  | 93%                 | 91%     |
| Clovis as a place to live                        | 100%  | 91%   | 96% | 95%                       | 96%                        | 95%            | 95% | 95%                     | 96%                  | 95%                 | 95%     |
| Your neighborhood as a place to live             | 81%   | 91%   | 87% | 93%                       | 80%                        | 75%            | 95% | 78%                     | 87%                  | 96%                 | 87%     |
| Clovis as a place to raise children              | 76%   | 94%   | 95% | 90%                       | 86%                        | 75%            | 99% | 84%                     | 95%                  | 90%                 | 89%     |
| Clovis as a place to retire                      | 67%   | 76%   | 78% | 69%                       | 80%                        | 72%            | 75% | 85%                     | 74%                  | 65%                 | 74%     |
| Overall appearance of Clovis                     | 95%   | 76%   | 80% | 86%                       | 78%                        | 83%            | 83% | 77%                     | 84%                  | 86%                 | 83%     |

Table 2: Community Characteristics - Safety

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Overall feeling of safety in Clovis                                  | 95%   | 89%   | 90% | 90%                       | 92%                        | 91%            | 91% | 87%                     | 87%                  | 96%                 | 91%     |
| In your neighborhood during the day                                  | 100%  | 95%   | 94% | 96%                       | 94%                        | 93%            | 98% | 95%                     | 94%                  | 99%                 | 96%     |
| In Clovis' downtown/commercial area during the day                   | 100%  | 94%   | 91% | 96%                       | 92%                        | 97%            | 93% | 95%                     | 94%                  | 95%                 | 94%     |

Table 3: Community Characteristics - Mobility

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Overall ease of getting to the places you usually have to visit      | 68%   | 81%   | 91% | 82%                       | 78%                        | 68%            | 89% | 76%                     | 87%                  | 75%                 | 80%     |
| Traffic flow on major streets  | 77%   | 70%   | 67% | 76%                       | 65%                        | 65%            | 74% | 56%                     | 69%                  | 83%                 | 70%     |
| Ease of public parking   | 63%   | 57%   | 62% | 62%                       | 58%                        | 58%            | 61% | 48%                     | 70%                  | 63%                 | 60%     |
| Ease of travel by car in Clovis                                      | 83%   | 78%   | 79% | 84%                       | 76%                        | 81%            | 79% | 73%                     | 83%                  | 80%                 | 80%     |
| Ease of travel by public transportation in Clovis                    | 60%   | 42%   | 62% | 56%                       | 54%                        | 55%            | 53% | 53%                     | 73%                  | 20%                 | 54%     |
| Ease of travel by bicycle in Clovis                                  | 72%   | 72%   | 70% | 75%                       | 65%                        | 66%            | 76% | 62%                     | 69%                  | 79%                 | 71%     |
| Ease of walking in Clovis  | 86%   | 85%   | 79% | 82%                       | 86%                        | 76%            | 89% | 83%                     | 84%                  | 83%                 | 84%     |
| Availability of paths and walking trails                             | 93%   | 86%   | 84% | 90%                       | 84%                        | 84%            | 90% | 91%                     | 82%                  | 91%                 | 88%     |

# The National Citizen Survey™

Table 4: Community Characteristics - Natural Environment

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Quality of overall natural environment in Clovis                     | 82%   | 79%   | 81% | 78%                       | 82%                        | 77%            | 82% | 88%                     | 82%                  | 71%                 | 80%     |
| Air quality  | 25%   | 20%   | 31% | 20%                       | 31%                        | 27%            | 23% | 33%                     | 24%                  | 17%                 | 25%     |
| Cleanliness of Clovis  | 83%   | 73%   | 77% | 85%                       | 65%                        | 67%            | 85% | 61%                     | 79%                  | 91%                 | 78%     |

Table 5: Community Characteristics - Built Environment

| Percent rating positively (e.g., excellent/good, very/somewhat safe)  | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|---|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems) | 88%   | 78%   | 73% | 78%                       | 82%                        | 79%            | 80% | 80%                     | 80%                  | 76%                 | 79%     |
| Public places where people want to spend time   | 83%   | 77%   | 74% | 83%                       | 73%                        | 81%            | 76% | 76%                     | 79%                  | 79%                 | 78%     |
| Variety of housing options  | 59%   | 60%   | 70% | 68%                       | 56%                        | 47%            | 74% | 43%                     | 69%                  | 73%                 | 63%     |
| Availability of affordable quality housing  | 50%   | 51%   | 52% | 55%                       | 46%                        | 43%            | 56% | 34%                     | 49%                  | 65%                 | 51%     |
| Overall quality of new development in Clovis  | 83%   | 65%   | 71% | 74%                       | 69%                        | 71%            | 73% | 72%                     | 76%                  | 70%                 | 72%     |

Table 6: Community Characteristics - Economy

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Overall economic health of Clovis                                    | 81%   | 81%   | 78% | 79%                       | 82%                        | 78%            | 82% | 82%                     | 77%                  | 80%                 | 80%     |
| Clovis as a place to work  | 65%   | 76%   | 77% | 74%                       | 72%                        | 65%            | 79% | 77%                     | 76%                  | 63%                 | 73%     |
| Clovis as a place to visit   | 57%   | 67%   | 78% | 69%                       | 65%                        | 64%            | 70% | 68%                     | 77%                  | 59%                 | 68%     |
| Employment opportunities   | 52%   | 38%   | 49% | 51%                       | 35%                        | 36%            | 53% | 33%                     | 52%                  | 45%                 | 45%     |
| Shopping opportunities   | 97%   | 71%   | 76% | 79%                       | 83%                        | 86%            | 76% | 79%                     | 86%                  | 76%                 | 80%     |
| Cost of living in Clovis   | 47%   | 41%   | 55% | 50%                       | 40%                        | 44%            | 48% | 36%                     | 50%                  | 54%                 | 47%     |
| Overall quality of business and service establishments in Clovis     | 79%   | 73%   | 78% | 81%                       | 69%                        | 66%            | 83% | 71%                     | 80%                  | 77%                 | 76%     |
| Vibrant downtown/commercial area                                     | 74%   | 65%   | 72% | 68%                       | 71%                        | 71%            | 69% | 79%                     | 77%                  | 57%                 | 70%     |

# The National Citizen Survey™

Table 7: Community Characteristics - Recreation and Wellness

| Percent rating positively (e.g., excellent/good, very/somewhat safe)         | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Health and wellness opportunities in Clovis                                  | 91%   | 67%   | 82% | 81%                       | 76%                        | 79%            | 79% | 73%                     | 79%                  | 83%                 | 79%     |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 75%   | 81%   | 81% | 86%                       | 69%                        | 73%            | 84% | 73%                     | 70%                  | 90%                 | 79%     |
| Recreational opportunities   | 45%   | 70%   | 66% | 59%                       | 63%                        | 48%            | 70% | 61%                     | 62%                  | 56%                 | 61%     |
| Availability of affordable quality food                                      | 74%   | 79%   | 81% | 83%                       | 70%                        | 72%            | 83% | 68%                     | 73%                  | 88%                 | 78%     |
| Availability of affordable quality health care                               | 77%   | 66%   | 75% | 77%                       | 64%                        | 71%            | 72% | 58%                     | 74%                  | 79%                 | 72%     |
| Availability of preventive health services                                   | 66%   | 56%   | 73% | 66%                       | 62%                        | 59%            | 68% | 51%                     | 70%                  | 67%                 | 64%     |
| Availability of affordable quality mental health care                        | 58%   | 30%   | 51% | 51%                       | 41%                        | 44%            | 48% | 44%                     | 36%                  | 50%                 | 46%     |

Table 8: Community Characteristics - Education and Enrichment

| Percent rating positively (e.g., excellent/good, very/somewhat safe)         | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Overall opportunities for education and enrichment                           | 89%   | 70%   | 86% | 79%                       | 81%                        | 79%            | 81% | 86%                     | 81%                  | 74%                 | 80%     |
| Availability of affordable quality child care/preschool                      | 71%   | 62%   | 70% | 71%                       | 58%                        | 69%            | 64% | 56%                     | 57%                  | 75%                 | 66%     |
| K-12 education   | 100%  | 91%   | 95% | 95%                       | 94%                        | 94%            | 95% | 92%                     | 98%                  | 94%                 | 95%     |
| Adult educational opportunities  | 81%   | 84%   | 86% | 86%                       | 79%                        | 77%            | 89% | 77%                     | 78%                  | 93%                 | 83%     |
| Opportunities to attend cultural/arts/music activities                       | 69%   | 63%   | 65% | 66%                       | 61%                        | 66%            | 64% | 63%                     | 65%                  | 66%                 | 65%     |
| Opportunities to participate in religious or spiritual events and activities | 80%   | 70%   | 78% | 86%                       | 60%                        | 62%            | 86% | 54%                     | 77%                  | 91%                 | 75%     |

Table 9: Community Characteristics - Community Engagement

| Percent rating positively (e.g., excellent/good, very/somewhat safe)          | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|---|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Opportunities to participate in social events and activities                  | 82%   | 65%   | 73% | 73%                       | 71%                        | 74%            | 72% | 67%                     | 76%                  | 72%                 | 72%     |
| Opportunities to volunteer  | 63%   | 70%   | 77% | 77%                       | 57%                        | 63%            | 74% | 52%                     | 80%                  | 75%                 | 69%     |
| Opportunities to participate in community matters                             | 62%   | 66%   | 73% | 69%                       | 62%                        | 62%            | 70% | 52%                     | 73%                  | 71%                 | 66%     |
| Openness and acceptance of the community toward people of diverse backgrounds | 53%   | 59%   | 68% | 62%                       | 53%                        | 48%            | 66% | 48%                     | 71%                  | 60%                 | 59%     |

# The National Citizen Survey™

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Neighborliness of residents in Clovis                                | 68%   | 60%   | 68% | 72%                       | 54%                        | 56%            | 70% | 56%                     | 64%                  | 71%                 | 65%     |

Table 10: Governance - General

| Percent rating positively (e.g., excellent/good)                                     | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| The City of Clovis   | 86%   | 80%   | 90% | 93%                       | 71%                        | 77%            | 90% | 69%                     | 89%                  | 93%                 | 85%     |
| The value of services for the taxes paid to Clovis                                   | 55%   | 56%   | 64% | 58%                       | 58%                        | 47%            | 65% | 46%                     | 61%                  | 67%                 | 58%     |
| The overall direction that Clovis is taking  | 80%   | 75%   | 70% | 80%                       | 69%                        | 65%            | 83% | 62%                     | 82%                  | 83%                 | 75%     |
| The job Clovis government does at welcoming citizen involvement                      | 43%   | 60%   | 70% | 63%                       | 48%                        | 44%            | 67% | 48%                     | 66%                  | 62%                 | 57%     |
| Overall confidence in Clovis government  | 61%   | 71%   | 73% | 74%                       | 61%                        | 55%            | 79% | 50%                     | 76%                  | 79%                 | 69%     |
| Generally acting in the best interest of the community                               | 66%   | 69%   | 72% | 74%                       | 63%                        | 58%            | 78% | 53%                     | 78%                  | 76%                 | 69%     |
| Being honest   | 74%   | 61%   | 67% | 76%                       | 53%                        | 52%            | 77% | 49%                     | 67%                  | 82%                 | 67%     |
| Treating all residents fairly  | 59%   | 64%   | 72% | 71%                       | 56%                        | 49%            | 77% | 52%                     | 64%                  | 75%                 | 65%     |
| Overall customer service by Clovis employees (police, receptionists, planners, etc.) | 77%   | 77%   | 90% | 92%                       | 67%                        | 74%            | 86% | 69%                     | 86%                  | 86%                 | 81%     |
| The Federal Government   | 52%   | 29%   | 49% | 39%                       | 45%                        | 40%            | 44% | 39%                     | 44%                  | 41%                 | 42%     |

Table 11: Governance - Safety

| Percent rating positively (e.g., excellent/good)   | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Police/Sheriff services  | 93%   | 97%   | 99% | 99%                       | 92%                        | 93%            | 99% | 97%                     | 94%                  | 97%                 | 96%     |
| Fire services  | 100%  | 94%   | 99% | 100%                      | 94%                        | 98%            | 97% | 100%                    | 96%                  | 96%                 | 97%     |
| Ambulance or emergency medical services  | 100%  | 93%   | 98% | 98%                       | 95%                        | 99%            | 95% | 100%                    | 99%                  | 93%                 | 97%     |
| Crime prevention   | 87%   | 80%   | 91% | 91%                       | 77%                        | 76%            | 91% | 78%                     | 91%                  | 88%                 | 85%     |
| Fire prevention and education  | 94%   | 79%   | 92% | 91%                       | 84%                        | 82%            | 91% | 81%                     | 92%                  | 92%                 | 88%     |
| Animal control   | 79%   | 72%   | 71% | 81%                       | 63%                        | 67%            | 79% | 56%                     | 76%                  | 84%                 | 74%     |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 49%   | 64%   | 63% | 64%                       | 49%                        | 59%            | 57% | 59%                     | 51%                  | 65%                 | 58%     |

# The National Citizen Survey™

Table 12: Governance - Mobility

| Percent rating positively (e.g., excellent/good) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Traffic enforcement                              | 78%   | 75%   | 77% | 84%                       | 67%                        | 70%            | 80% | 69%                     | 82%                  | 78%                 | 76%     |
| Street repair                                    | 73%   | 52%   | 63% | 63%                       | 60%                        | 64%            | 61% | 62%                     | 64%                  | 62%                 | 62%     |
| Street cleaning                                  | 81%   | 81%   | 82% | 85%                       | 78%                        | 79%            | 83% | 80%                     | 79%                  | 86%                 | 81%     |
| Street lighting                                  | 77%   | 70%   | 81% | 79%                       | 70%                        | 70%            | 79% | 71%                     | 70%                  | 79%                 | 75%     |
| Sidewalk maintenance                             | 84%   | 60%   | 68% | 74%                       | 63%                        | 67%            | 70% | 61%                     | 72%                  | 72%                 | 69%     |
| Traffic signal timing                            | 50%   | 55%   | 57% | 52%                       | 56%                        | 49%            | 56% | 52%                     | 48%                  | 56%                 | 53%     |
| Bus or transit services                          | 59%   | 71%   | 67% | 73%                       | 61%                        | 60%            | 72% | 71%                     | 55%                  | 56%                 | 66%     |

Table 13: Governance - Natural Environment

| Percent rating positively (e.g., excellent/good)                           | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Garbage collection   | 94%   | 79%   | 92% | 91%                       | 82%                        | 86%            | 88% | 89%                     | 85%                  | 86%                 | 87%     |
| Recycling  | 83%   | 79%   | 89% | 89%                       | 76%                        | 76%            | 88% | 76%                     | 85%                  | 86%                 | 83%     |
| Yard waste pick-up   | 92%   | 82%   | 86% | 88%                       | 83%                        | 86%            | 86% | 83%                     | 91%                  | 86%                 | 86%     |
| Drinking water   | 48%   | 59%   | 63% | 60%                       | 50%                        | 46%            | 64% | 43%                     | 68%                  | 59%                 | 57%     |
| Preservation of natural areas such as open space, farmlands and greenbelts | 65%   | 61%   | 60% | 63%                       | 61%                        | 58%            | 64% | 58%                     | 35%                  | 78%                 | 62%     |
| Clovis open space  | 58%   | 55%   | 62% | 62%                       | 52%                        | 45%            | 67% | 51%                     | 41%                  | 73%                 | 58%     |

Table 14: Governance - Built Environment

| Percent rating positively (e.g., excellent/good)    | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|---|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Storm drainage                                      | 70%   | 60%   | 78% | 74%                       | 60%                        | 60%            | 74% | 55%                     | 77%                  | 72%                 | 68%     |
| Sewer services                                      | 78%   | 76%   | 90% | 85%                       | 74%                        | 73%            | 86% | 69%                     | 87%                  | 82%                 | 81%     |
| Power (electric and/or gas) utility                 | 78%   | 64%   | 79% | 75%                       | 71%                        | 71%            | 74% | 63%                     | 78%                  | 75%                 | 73%     |
| Utility billing                                     | 76%   | 63%   | 74% | 71%                       | 68%                        | 64%            | 74% | 60%                     | 72%                  | 72%                 | 70%     |
| Land use, planning and zoning                       | 60%   | 64%   | 61% | 63%                       | 58%                        | 51%            | 69% | 57%                     | 64%                  | 64%                 | 61%     |
| Code enforcement (weeds, abandoned buildings, etc.) | 66%   | 48%   | 52% | 58%                       | 47%                        | 49%            | 57% | 40%                     | 54%                  | 62%                 | 54%     |
| Cable television                                    | 70%   | 65%   | 63% | 66%                       | 66%                        | 66%            | 65% | 63%                     | 61%                  | 69%                 | 66%     |

# The National Citizen Survey™

Table 15: Governance - Economy

| Percent rating positively (e.g., excellent/good) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Economic development                             | 73%   | 70%   | 63% | 75%                       | 57%                        | 64%            | 72% | 55%                     | 70%                  | 79%                 | 69%     |

Table 16: Governance - Recreation and Wellness

| Percent rating positively (e.g., excellent/good) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| City parks                                       | 86%   | 85%   | 81% | 86%                       | 81%                        | 82%            | 86% | 80%                     | 83%                  | 86%                 | 84%     |
| Recreation programs or classes                   | 61%   | 79%   | 73% | 73%                       | 67%                        | 54%            | 81% | 60%                     | 76%                  | 75%                 | 71%     |
| Recreation centers or facilities                 | 60%   | 61%   | 72% | 67%                       | 59%                        | 53%            | 72% | 56%                     | 68%                  | 66%                 | 64%     |
| Health services                                  | 71%   | 73%   | 79% | 80%                       | 65%                        | 65%            | 81% | 53%                     | 84%                  | 83%                 | 74%     |

Table 17: Governance - Education and Enrichment

| Percent rating positively (e.g., excellent/good) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Public library services                          | 94%   | 91%   | 86% | 89%                       | 91%                        | 93%            | 88% | 96%                     | 90%                  | 84%                 | 90%     |
| City-sponsored special events                    | 76%   | 83%   | 75% | 83%                       | 70%                        | 70%            | 83% | 66%                     | 73%                  | 88%                 | 77%     |

Table 18: Governance - Community Engagement

| Percent rating positively (e.g., excellent/good) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Public information services                      | 79%   | 70%   | 73% | 71%                       | 73%                        | 65%            | 79% | 70%                     | 77%                  | 70%                 | 73%     |

Table 19: Participation General

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|---|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Sense of community  | 61%   | 68%   | 82% | 73%                       | 66%                        | 67%            | 72% | 67%                     | 80%                  | 63%                 | 70%     |
| Recommend living in Clovis to someone who asks                                  | 100%  | 98%   | 96% | 99%                       | 97%                        | 99%            | 97% | 98%                     | 98%                  | 97%                 | 98%     |
| Remain in Clovis for the next five years  | 75%   | 88%   | 96% | 88%                       | 83%                        | 77%            | 93% | 87%                     | 96%                  | 77%                 | 86%     |



# The National Citizen Survey™

| Percent rating positively (e.g.,<br>always/sometimes, more than once a month,<br>yes)    | Age   |       |     | Race/ethnicity               |                               | Housing<br>tenure |     | Annual household income |                         |                        | Overall |
|--|-------|-------|-----|------------------------------|-------------------------------|-------------------|-----|-------------------------|-------------------------|------------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone,<br>not Hispanic | Hispanic and/or<br>other race | Rent              | Own | Less than<br>\$50,000   | \$50,000 -<br>\$100,000 | More than<br>\$100,000 |         |
| Contacted the City of Clovis (in-person, phone,<br>email or web) for help or information | 23%   | 39%   | 52% | 42%                          | 36%                           | 34%               | 43% | 31%                     | 60%                     | 31%                    | 39%     |

Table 20: Participation - Safety

| Percent rating positively (e.g.,<br>always/sometimes, more than once a month,<br>yes) | Age   |       |     | Race/ethnicity               |                               | Housing<br>tenure |     | Annual household income |                         |                        | Overall |
|---|-------|-------|-----|------------------------------|-------------------------------|-------------------|-----|-------------------------|-------------------------|------------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not<br>Hispanic | Hispanic and/or<br>other race | Rent              | Own | Less than<br>\$50,000   | \$50,000 -<br>\$100,000 | More than<br>\$100,000 |         |
| Was NOT the victim of a crime   | 94%   | 88%   | 90% | 91%                          | 88%                           | 88%               | 92% | 88%                     | 86%                     | 94%                    | 90%     |
| Did NOT report a crime  | 75%   | 74%   | 81% | 75%                          | 77%                           | 75%               | 76% | 70%                     | 82%                     | 75%                    | 76%     |
| Stocked supplies in preparation for an<br>emergency                                   | 13%   | 33%   | 33% | 32%                          | 21%                           | 21%               | 32% | 17%                     | 40%                     | 27%                    | 27%     |

Table 21: Participation - Mobility

| Percent rating positively (e.g.,<br>always/sometimes, more than once a month,<br>yes) | Age   |       |     | Race/ethnicity               |                               | Housing<br>tenure |     | Annual household income |                         |                        | Overall |
|---|-------|-------|-----|------------------------------|-------------------------------|-------------------|-----|-------------------------|-------------------------|------------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not<br>Hispanic | Hispanic and/or<br>other race | Rent              | Own | Less than<br>\$50,000   | \$50,000 -<br>\$100,000 | More than<br>\$100,000 |         |
| Walked or biked instead of driving  | 68%   | 60%   | 47% | 58%                          | 62%                           | 69%               | 51% | 58%                     | 52%                     | 62%                    | 58%     |
| Carpooled with other adults or children instead<br>of driving alone                   | 63%   | 47%   | 34% | 46%                          | 50%                           | 51%               | 45% | 52%                     | 52%                     | 45%                    | 48%     |
| Used bus, rail, subway or other public<br>transportation instead of driving           | 5%    | 11%   | 11% | 2%                           | 18%                           | 17%               | 3%  | 21%                     | 5%                      | 2%                     | 9%      |

Table 22: Participation - Natural Environment

| Percent rating positively (e.g.,<br>always/sometimes, more than once a month,<br>yes) | Age   |       |     | Race/ethnicity               |                               | Housing<br>tenure |     | Annual household income |                         |                        | Overall |
|---|-------|-------|-----|------------------------------|-------------------------------|-------------------|-----|-------------------------|-------------------------|------------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not<br>Hispanic | Hispanic and/or<br>other race | Rent              | Own | Less than<br>\$50,000   | \$50,000 -<br>\$100,000 | More than<br>\$100,000 |         |
| Recycle at home   | 97%   | 97%   | 96% | 95%                          | 99%                           | 93%               | 99% | 94%                     | 100%                    | 98%                    | 97%     |
| Made efforts to make your home more energy<br>efficient                               | 82%   | 89%   | 82% | 84%                          | 85%                           | 81%               | 87% | 88%                     | 85%                     | 80%                    | 84%     |
| Made efforts to conserve water  | 98%   | 100%  | 99% | 99%                          | 99%                           | 99%               | 99% | 99%                     | 100%                    | 99%                    | 99%     |

# The National Citizen Survey™

Table 23: Participation - Built Environment

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|---|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| NOT under housing cost stress   | 65%   | 63%   | 65% | 76%                       | 48%                        | 49%            | 76% | 24%                     | 71%                  | 93%                 | 64%     |
| Did NOT observe a code violation  | 50%   | 37%   | 42% | 47%                       | 39%                        | 43%            | 42% | 42%                     | 29%                  | 48%                 | 42%     |

Table 24: Participation - Economy

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |      | Annual household income |                      |                     | Overall |
|---|-------|-------|-----|---------------------------|----------------------------|----------------|------|-------------------------|----------------------|---------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own  | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Purchase goods or services from a business located in Clovis                    | 100%  | 100%  | 99% | 100%                      | 99%                        | 99%            | 100% | 99%                     | 100%                 | 100%                | 100%    |
| Economy will have positive impact on income                                     | 37%   | 40%   | 30% | 34%                       | 38%                        | 26%            | 43%  | 25%                     | 38%                  | 43%                 | 36%     |
| Work in Clovis  | 39%   | 33%   | 22% | 27%                       | 37%                        | 40%            | 26%  | 43%                     | 34%                  | 21%                 | 32%     |

Table 25: Participation - Recreation and Wellness

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|---|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Used Clovis recreation centers or their services                                | 60%   | 48%   | 37% | 46%                       | 54%                        | 47%            | 49% | 50%                     | 42%                  | 51%                 | 48%     |
| Visited a neighborhood park or City park  | 89%   | 88%   | 61% | 83%                       | 81%                        | 79%            | 81% | 68%                     | 85%                  | 88%                 | 80%     |
| Eat at least 5 portions of fruits and vegetables a day                          | 93%   | 83%   | 83% | 84%                       | 90%                        | 86%            | 86% | 90%                     | 90%                  | 82%                 | 86%     |
| Participate in moderate or vigorous physical activity                           | 85%   | 72%   | 75% | 78%                       | 76%                        | 70%            | 82% | 64%                     | 88%                  | 81%                 | 77%     |
| Reported being in "very good" or "excellent" health                             | 65%   | 63%   | 48% | 61%                       | 57%                        | 49%            | 66% | 43%                     | 67%                  | 67%                 | 59%     |

Table 26: Participation - Education and Enrichment

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|---|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Used Clovis public libraries or their services                                  | 50%   | 63%   | 45% | 48%                       | 62%                        | 55%            | 52% | 68%                     | 52%                  | 47%                 | 53%     |
| Participated in religious or spiritual activities in Clovis                     | 50%   | 50%   | 54% | 49%                       | 55%                        | 44%            | 57% | 46%                     | 64%                  | 46%                 | 52%     |
| Attended a City-sponsored event   | 67%   | 55%   | 44% | 56%                       | 55%                        | 52%            | 57% | 37%                     | 62%                  | 67%                 | 55%     |

# The National Citizen Survey™

Table 27: Participation - Community Engagement

| Percent rating positively (e.g., always/sometimes, more than once a month, yes)             | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|---|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Campaigned or advocated for an issue, cause or candidate                                    | 7%    | 24%   | 24% | 21%                       | 17%                        | 19%            | 19% | 15%                     | 27%                  | 18%                 | 19%     |
| Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion | 3%    | 9%    | 19% | 11%                       | 10%                        | 13%            | 9%  | 12%                     | 9%                   | 10%                 | 11%     |
| Volunteered your time to some group/activity in Clovis                                      | 34%   | 35%   | 29% | 41%                       | 23%                        | 28%            | 36% | 35%                     | 31%                  | 32%                 | 33%     |
| Participated in a club  | 15%   | 19%   | 25% | 22%                       | 19%                        | 14%            | 25% | 23%                     | 20%                  | 14%                 | 20%     |
| Talked to or visited with your immediate neighbors  | 94%   | 97%   | 93% | 97%                       | 91%                        | 92%            | 97% | 94%                     | 94%                  | 95%                 | 95%     |
| Done a favor for a neighbor   | 79%   | 85%   | 89% | 84%                       | 87%                        | 80%            | 88% | 78%                     | 90%                  | 84%                 | 85%     |
| Attended a local public meeting   | 17%   | 16%   | 25% | 16%                       | 24%                        | 18%            | 20% | 27%                     | 14%                  | 16%                 | 19%     |
| Read or watch local news (via television, paper, computer, etc.)                            | 78%   | 86%   | 92% | 88%                       | 82%                        | 85%            | 86% | 83%                     | 85%                  | 88%                 | 86%     |
| Vote in local elections   | 76%   | 89%   | 90% | 95%                       | 72%                        | 74%            | 94% | 66%                     | 93%                  | 97%                 | 86%     |

Table 28: Community Focus Areas

| Percent rating positively (e.g., essential/very important)  | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|---|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Overall feeling of safety in Clovis   | 90%   | 96%   | 98% | 98%                       | 90%                        | 91%            | 97% | 88%                     | 99%                  | 96%                 | 95%     |
| Overall ease of getting to the places you usually have to visit   | 74%   | 87%   | 87% | 79%                       | 87%                        | 82%            | 84% | 86%                     | 87%                  | 78%                 | 83%     |
| Quality of overall natural environment in Clovis  | 95%   | 94%   | 86% | 90%                       | 93%                        | 93%            | 91% | 89%                     | 90%                  | 95%                 | 92%     |
| Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems) | 79%   | 90%   | 84% | 87%                       | 81%                        | 80%            | 88% | 74%                     | 84%                  | 92%                 | 85%     |
| Health and wellness opportunities in Clovis   | 86%   | 79%   | 87% | 77%                       | 92%                        | 90%            | 79% | 93%                     | 85%                  | 72%                 | 83%     |
| Overall opportunities for education and enrichment  | 96%   | 84%   | 88% | 83%                       | 96%                        | 95%            | 84% | 92%                     | 86%                  | 88%                 | 89%     |
| Overall economic health of Clovis   | 85%   | 95%   | 93% | 89%                       | 95%                        | 88%            | 94% | 90%                     | 94%                  | 89%                 | 91%     |
| Sense of community  | 87%   | 85%   | 85% | 82%                       | 88%                        | 85%            | 85% | 89%                     | 92%                  | 76%                 | 85%     |

Table 29: Line Additions to Question 11

| Percent rating positively (e.g., essential/very important) | 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 |         |
| The State Government                                       | 46%   | 27%   | 44% | 31%                       | 45%                        | 38%         | 37% | 39%                | 42%          | 31%            | 38%     |
| Fresno County Government                                   | 58%   | 39%   | 59% | 51%                       | 48%                        | 50%         | 51% | 50%                | 54%          | 47%            | 50%     |

# The National Citizen Survey™

Table 30: Importance of Strategic Planning Areas

| 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   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|---|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Public safety (police/fire)   | 98%   | 95%   | 99% | 99%                       | 94%                        | 98%            | 96% | 99%                     | 96%                  | 96%                 | 97%     |
| Parks/trails  | 73%   | 74%   | 81% | 77%                       | 74%                        | 73%            | 79% | 71%                     | 78%                  | 75%                 | 76%     |
| Street repair and maintenance   | 92%   | 91%   | 93% | 93%                       | 90%                        | 89%            | 94% | 84%                     | 94%                  | 96%                 | 92%     |
| Senior services   | 75%   | 66%   | 85% | 70%                       | 80%                        | 80%            | 71% | 86%                     | 81%                  | 57%                 | 75%     |
| Affordable housing  | 71%   | 66%   | 79% | 66%                       | 79%                        | 77%            | 68% | 84%                     | 81%                  | 50%                 | 72%     |
| Land use planning   | 60%   | 86%   | 85% | 78%                       | 76%                        | 67%            | 85% | 72%                     | 79%                  | 82%                 | 78%     |
| Public transportation   | 55%   | 54%   | 69% | 47%                       | 71%                        | 61%            | 56% | 69%                     | 60%                  | 43%                 | 58%     |
| Recreation  | 68%   | 64%   | 64% | 64%                       | 64%                        | 68%            | 62% | 66%                     | 62%                  | 63%                 | 65%     |
| Economic development  | 82%   | 83%   | 80% | 78%                       | 87%                        | 81%            | 82% | 86%                     | 79%                  | 78%                 | 82%     |

Table 31: Place of Employment

| Percent "work in Clovis, inside or outside the home"  | Age   |       |     | Race/ethnicity            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|---|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|   | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| If you are employed for pay, which of the following best describes where you work? (Select only one.) | 23%   | 30%   | 20% | 23%                       | 27%                        | 25%            | 24% | 29%                     | 26%                  | 24%                 | 25%     |

Table 32: Importance of Attracting Businesses

| 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            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| Restaurants  | 70%   | 75%   | 64% | 72%                       | 66%                        | 64%            | 73% | 72%                     | 68%                  | 67%                 | 70%     |
| Retail   | 76%   | 85%   | 76% | 82%                       | 74%                        | 75%            | 83% | 85%                     | 74%                  | 79%                 | 79%     |
| Professional services  | 82%   | 81%   | 79% | 77%                       | 82%                        | 80%            | 80% | 89%                     | 76%                  | 78%                 | 80%     |
| Recreation   | 85%   | 68%   | 69% | 73%                       | 73%                        | 79%            | 69% | 78%                     | 67%                  | 76%                 | 73%     |
| Manufacturing  | 37%   | 60%   | 65% | 47%                       | 61%                        | 53%            | 54% | 67%                     | 52%                  | 43%                 | 54%     |
| Industrial   | 40%   | 60%   | 61% | 45%                       | 64%                        | 54%            | 54% | 65%                     | 52%                  | 42%                 | 54%     |
| Technology   | 74%   | 87%   | 76% | 82%                       | 75%                        | 75%            | 82% | 70%                     | 74%                  | 90%                 | 79%     |
| Agricultural based businesses  | 58%   | 69%   | 76% | 64%                       | 70%                        | 68%            | 66% | 75%                     | 75%                  | 51%                 | 67%     |

# The National Citizen Survey™

Table 33: Resident Shopping Locations

| 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            |                            | Housing tenure |     | Annual household income |                      |                     | Overall |
|--|-------|-------|-----|---------------------------|----------------------------|----------------|-----|-------------------------|----------------------|---------------------|---------|
|  | 18-34 | 35-54 | 55+ | White alone, not Hispanic | Hispanic and/or other race | Rent           | Own | Less than \$50,000      | \$50,000 - \$100,000 | More than \$100,000 |         |
| In the City of Clovis  | 81%   | 73%   | 86% | 72%                       | 89%                        | 89%            | 73% | 93%                     | 84%                  | 62%                 | 79%     |
| In the City of Fresno  | 18%   | 20%   | 36% | 19%                       | 30%                        | 31%            | 19% | 29%                     | 37%                  | 12%                 | 24%     |
| On the Internet  | 45%   | 33%   | 19% | 38%                       | 24%                        | 26%            | 38% | 22%                     | 30%                  | 43%                 | 33%     |
| Other  | 10%   | 3%    | 5%  | 2%                        | 10%                        | 6%             | 5%  | 11%                     | 0%                   | 0%                  | 6%      |



## Clovis, CA

Comparisons by Geographic Subgroups

2017



**NRC**

National Research Center Inc.

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

**ICMA**

*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# 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 geographic subarea.

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 all respondents (258 completed surveys) is generally no greater than plus or minus six percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points. Three geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 1: Geographic Areas

| Area                           | Number of Completed Surveys |
|--------------------------------|-----------------------------|
| North of Herndon               | 75                          |
| SE of Herndon & East of Fowler | 87                          |
| SW of Herndon & West of Fowler | 96                          |

Overall, residents were likely to have statistically similar perspectives across different parts of the city. Notable differences among subareas included the following:

- Where differences were observed within Community Characteristics, residents who lived southwest of Herndon and Fowler tended to give less positive ratings than those who lived in other parts of the city.
- Respondents who lived southwest of Herndon and Fowler were less likely to positively rate general aspects of Governance, such as services provided by the City of Clovis, the value of services for taxes paid and the overall direction the city is taking.
- Those who lived southeast of Herndon and Fowler tended to give higher marks to street lighting and sidewalk maintenance than those who lived elsewhere.
- When evaluating strategic planning areas, residents who lived north of Herndon were less likely to rate senior services, public transportation or recreation as essential or very important.
- Residents who lived north of Herndon were less likely to work in Clovis than those who lived south of Herndon.

# The National Citizen Survey™

Table 1: Community Characteristics - General

| Percent rating positively (e.g., excellent/good) | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| The overall quality of life in Clovis            | 93%              | 95%                    | 84%                    | 89%     |
| Overall image or reputation of Clovis            | 95%              | 93%                    | 87%                    | 91%     |
| Clovis as a place to live                        | 95%              | 96%                    | 95%                    | 95%     |
| Your neighborhood as a place to live             | 98%              | 97%                    | 76%                    | 87%     |
| Clovis as a place to raise children              | 99%              | 100%                   | 78%                    | 89%     |
| Clovis as a place to retire                      | 65%              | 77%                    | 78%                    | 74%     |
| Overall appearance of Clovis                     | 88%              | 86%                    | 79%                    | 83%     |

Table 2: Community Characteristics - Safety

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Overall feeling of safety in Clovis                                  | 92%              | 95%                    | 88%                    | 91%     |
| In your neighborhood during the day                                  | 96%              | 99%                    | 93%                    | 96%     |
| In Clovis' downtown/commercial area during the day                   | 91%              | 95%                    | 96%                    | 94%     |

Table 3: Community Characteristics - Mobility

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Overall ease of getting to the places you usually have to visit      | 80%              | 85%                    | 77%                    | 80%     |
| Traffic flow on major streets  | 78%              | 77%                    | 63%                    | 70%     |
| Ease of public parking   | 65%              | 57%                    | 59%                    | 60%     |
| Ease of travel by car in Clovis                                      | 83%              | 77%                    | 79%                    | 80%     |
| Ease of travel by public transportation in Clovis                    | 36%              | 64%                    | 57%                    | 54%     |
| Ease of travel by bicycle in Clovis                                  | 82%              | 69%                    | 67%                    | 71%     |
| Ease of walking in Clovis  | 85%              | 90%                    | 79%                    | 84%     |
| Availability of paths and walking trails                             | 90%              | 90%                    | 85%                    | 88%     |

Table 4: Community Characteristics - Natural Environment

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Quality of overall natural environment in Clovis                     | 78%              | 88%                    | 76%                    | 80%     |
| Air quality  | 19%              | 23%                    | 29%                    | 25%     |
| Cleanliness of Clovis  | 90%              | 87%                    | 65%                    | 78%     |



Table 5: Community Characteristics - Built Environment

| Percent rating positively (e.g., excellent/good, very/somewhat safe)  | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems) | 81%              | 84%                    | 76%                    | 79%     |
| Public places where people want to spend time   | 77%              | 78%                    | 78%                    | 78%     |
| Variety of housing options  | 65%              | 80%                    | 52%                    | 63%     |
| Availability of affordable quality housing  | 63%              | 56%                    | 40%                    | 51%     |
| Overall quality of new development in Clovis  | 65%              | 76%                    | 74%                    | 72%     |

Table 6: Community Characteristics - Economy

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Overall economic health of Clovis                                    | 78%              | 88%                    | 77%                    | 80%     |
| Clovis as a place to work  | 67%              | 82%                    | 71%                    | 73%     |
| Clovis as a place to visit   | 66%              | 71%                    | 67%                    | 68%     |
| Employment opportunities   | 44%              | 61%                    | 38%                    | 45%     |
| Shopping opportunities   | 70%              | 84%                    | 84%                    | 80%     |
| Cost of living in Clovis   | 45%              | 49%                    | 46%                    | 47%     |
| Overall quality of business and service establishments in Clovis     | 80%              | 87%                    | 69%                    | 76%     |
| Vibrant downtown/commercial area                                     | 66%              | 69%                    | 72%                    | 70%     |

Table 7: Community Characteristics - Recreation and Wellness

| Percent rating positively (e.g., excellent/good, very/somewhat safe)         | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Health and wellness opportunities in Clovis                                  | 80%              | 88%                    | 74%                    | 79%     |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 93%              | 82%                    | 70%                    | 79%     |
| Recreational opportunities   | 68%              | 68%                    | 53%                    | 61%     |
| Availability of affordable quality food                                      | 84%              | 82%                    | 73%                    | 78%     |
| Availability of affordable quality health care                               | 80%              | 76%                    | 65%                    | 72%     |
| Availability of preventive health services                                   | 79%              | 72%                    | 52%                    | 64%     |
| Availability of affordable quality mental health care                        | 60%              | 47%                    | 40%                    | 46%     |

# The National Citizen Survey™

Table 8: Community Characteristics - Education and Enrichment

| Percent rating positively (e.g., excellent/good, very/somewhat safe)         | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Overall opportunities for education and enrichment                           | 75%              | 87%                    | 79%                    | 80%     |
| Availability of affordable quality child care/preschool                      | 67%              | 77%                    | 60%                    | 66%     |
| K-12 education   | 97%              | 94%                    | 94%                    | 95%     |
| Adult educational opportunities  | 92%              | 87%                    | 77%                    | 83%     |
| Opportunities to attend cultural/arts/music activities                       | 51%              | 71%                    | 69%                    | 65%     |
| Opportunities to participate in religious or spiritual events and activities | 82%              | 92%                    | 63%                    | 75%     |

Table 9: Community Characteristics - Community Engagement

| Percent rating positively (e.g., excellent/good, very/somewhat safe)          | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Opportunities to participate in social events and activities                  | 73%              | 78%                    | 68%                    | 72%     |
| Opportunities to volunteer  | 73%              | 73%                    | 65%                    | 69%     |
| Opportunities to participate in community matters                             | 73%              | 65%                    | 64%                    | 66%     |
| Openness and acceptance of the community toward people of diverse backgrounds | 52%              | 73%                    | 54%                    | 59%     |
| Neighborliness of residents in Clovis   | 60%              | 77%                    | 60%                    | 65%     |

Table 10: Governance - General

| Percent rating positively (e.g., excellent/good)                                     | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| The City of Clovis   | 91%              | 91%                    | 78%                    | 85%     |
| The value of services for the taxes paid to Clovis                                   | 76%              | 58%                    | 47%                    | 58%     |
| The overall direction that Clovis is taking  | 86%              | 81%                    | 67%                    | 75%     |
| The job Clovis government does at welcoming citizen involvement                      | 63%              | 68%                    | 47%                    | 57%     |
| Overall confidence in Clovis government  | 83%              | 83%                    | 54%                    | 69%     |
| Generally acting in the best interest of the community                               | 82%              | 85%                    | 54%                    | 69%     |
| Being honest   | 80%              | 80%                    | 53%                    | 67%     |
| Treating all residents fairly  | 69%              | 79%                    | 55%                    | 65%     |
| Overall customer service by Clovis employees (police, receptionists, planners, etc.) | 82%              | 90%                    | 76%                    | 81%     |
| The Federal Government   | 35%              | 50%                    | 42%                    | 42%     |

Table 11: Governance - Safety

| Percent rating positively (e.g., excellent/good)   | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Police/Sheriff services  | 98%              | 99%                    | 94%                    | 96%     |
| Fire services  | 96%              | 97%                    | 98%                    | 97%     |
| Ambulance or emergency medical services  | 96%              | 93%                    | 99%                    | 97%     |
| Crime prevention   | 89%              | 94%                    | 77%                    | 85%     |
| Fire prevention and education  | 90%              | 91%                    | 84%                    | 88%     |
| Animal control   | 81%              | 80%                    | 67%                    | 74%     |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 60%              | 62%                    | 54%                    | 58%     |

Table 12: Governance - Mobility

| Percent rating positively (e.g., excellent/good) | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Traffic enforcement                              | 83%              | 82%                    | 70%                    | 76%     |
| Street repair                                    | 62%              | 63%                    | 62%                    | 62%     |
| Street cleaning                                  | 82%              | 90%                    | 77%                    | 81%     |
| Street lighting                                  | 71%              | 87%                    | 71%                    | 75%     |
| Sidewalk maintenance                             | 65%              | 85%                    | 63%                    | 69%     |
| Traffic signal timing                            | 47%              | 60%                    | 53%                    | 53%     |
| Bus or transit services                          | 76%              | 76%                    | 60%                    | 66%     |

Table 13: Governance - Natural Environment

| Percent rating positively (e.g., excellent/good)                           | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Garbage collection   | 90%              | 91%                    | 83%                    | 87%     |
| Recycling  | 90%              | 91%                    | 75%                    | 83%     |
| Yard waste pick-up   | 89%              | 91%                    | 81%                    | 86%     |
| Drinking water   | 67%              | 59%                    | 50%                    | 57%     |
| Preservation of natural areas such as open space, farmlands and greenbelts | 68%              | 67%                    | 55%                    | 62%     |
| Clovis open space  | 61%              | 72%                    | 48%                    | 58%     |

The National Citizen Survey™

Table 14: Governance - Built Environment

| Percent rating positively (e.g., excellent/good)    | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Storm drainage                                      | 74%              | 75%                    | 62%                    | 68%     |
| Sewer services                                      | 89%              | 80%                    | 76%                    | 81%     |
| Power (electric and/or gas) utility                 | 76%              | 72%                    | 72%                    | 73%     |
| Utility billing                                     | 66%              | 79%                    | 67%                    | 70%     |
| Land use, planning and zoning                       | 72%              | 61%                    | 57%                    | 61%     |
| Code enforcement (weeds, abandoned buildings, etc.) | 60%              | 64%                    | 45%                    | 54%     |
| Cable television                                    | 71%              | 70%                    | 60%                    | 66%     |

Table 15: Governance - Economy

| Percent rating positively (e.g., excellent/good) | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Economic development                             | 75%              | 77%                    | 61%                    | 69%     |

Table 16: Governance - Recreation and Wellness

| Percent rating positively (e.g., excellent/good) | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| City parks                                       | 90%              | 87%                    | 79%                    | 84%     |
| Recreation programs or classes                   | 81%              | 88%                    | 54%                    | 71%     |
| Recreation centers or facilities                 | 72%              | 80%                    | 51%                    | 64%     |
| Health services                                  | 80%              | 82%                    | 67%                    | 74%     |

Table 17: Governance - Education and Enrichment

| Percent rating positively (e.g., excellent/good) | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Public library services                          | 83%              | 90%                    | 93%                    | 90%     |
| City-sponsored special events                    | 82%              | 82%                    | 72%                    | 77%     |

Table 18: Governance - Community Engagement

| Percent rating positively (e.g., excellent/good) | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Public information services                      | 74%              | 86%                    | 65%                    | 73%     |

# The National Citizen Survey™

Table 19: Participation General

| Percent rating positively (e.g., always/sometimes, more than once a month, yes)       | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Sense of community  | 82%              | 71%                    | 63%                    | 70%     |
| Recommend living in Clovis to someone who asks  | 96%              | 99%                    | 98%                    | 98%     |
| Remain in Clovis for the next five years  | 83%              | 92%                    | 86%                    | 86%     |
| Contacted the City of Clovis (in-person, phone, email or web) for help or information | 40%              | 43%                    | 37%                    | 39%     |

Table 20: Participation - Safety

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Was NOT the victim of a crime   | 85%              | 98%                    | 89%                    | 90%     |
| Did NOT report a crime  | 76%              | 74%                    | 76%                    | 76%     |
| Stocked supplies in preparation for an emergency                                | 26%              | 34%                    | 24%                    | 27%     |

Table 21: Participation - Mobility

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Walked or biked instead of driving  | 56%              | 53%                    | 62%                    | 58%     |
| Carpooled with other adults or children instead of driving alone                | 42%              | 34%                    | 59%                    | 48%     |
| Used bus, rail, subway or other public transportation instead of driving        | 2%               | 5%                     | 15%                    | 9%      |

Table 22: Participation - Natural Environment

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Recycle at home   | 98%              | 99%                    | 94%                    | 97%     |
| Made efforts to make your home more energy efficient                            | 78%              | 90%                    | 85%                    | 84%     |
| Made efforts to conserve water  | 99%              | 98%                    | 99%                    | 99%     |

Table 23: Participation - Built Environment

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| NOT under housing cost stress   | 80%              | 73%                    | 52%                    | 64%     |
| Did NOT observe a code violation  | 44%              | 51%                    | 37%                    | 42%     |

The National Citizen Survey™

Table 24: Participation - Economy

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Purchase goods or services from a business located in Clovis                    | 100%             | 100%                   | 99%                    | 100%    |
| Economy will have positive impact on income                                     | 35%              | 51%                    | 28%                    | 36%     |
| Work in Clovis  | 16%              | 29%                    | 43%                    | 32%     |

Table 25: Participation - Recreation and Wellness

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Used Clovis recreation centers or their services                                | 40%              | 59%                    | 48%                    | 48%     |
| Visited a neighborhood park or City park  | 85%              | 86%                    | 74%                    | 80%     |
| Eat at least 5 portions of fruits and vegetables a day                          | 81%              | 88%                    | 87%                    | 86%     |
| Participate in moderate or vigorous physical activity                           | 82%              | 84%                    | 71%                    | 77%     |
| Reported being in "very good" or "excellent" health                             | 63%              | 66%                    | 53%                    | 59%     |

Table 26: Participation - Education and Enrichment

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Used Clovis public libraries or their services                                  | 51%              | 56%                    | 53%                    | 53%     |
| Participated in religious or spiritual activities in Clovis                     | 57%              | 59%                    | 45%                    | 52%     |
| Attended a City-sponsored event   | 61%              | 64%                    | 48%                    | 55%     |

Table 27: Participation - Community Engagement

| Percent rating positively (e.g., always/sometimes, more than once a month, yes)             | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Campaigned or advocated for an issue, cause or candidate                                    | 21%              | 15%                    | 20%                    | 19%     |
| Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion | 11%              | 10%                    | 11%                    | 11%     |
| Volunteered your time to some group/activity in Clovis                                      | 33%              | 42%                    | 27%                    | 33%     |
| Participated in a club  | 23%              | 30%                    | 13%                    | 20%     |
| Talked to or visited with your immediate neighbors  | 97%              | 97%                    | 92%                    | 95%     |
| Done a favor for a neighbor   | 86%              | 94%                    | 79%                    | 85%     |
| Attended a local public meeting   | 16%              | 20%                    | 20%                    | 19%     |
| Read or watch local news (via television, paper, computer, etc.)                            | 88%              | 84%                    | 85%                    | 86%     |
| Vote in local elections   | 95%              | 95%                    | 76%                    | 86%     |

Table 28: Community Focus Areas

| Percent rating positively (e.g., essential/very important)  | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Overall feeling of safety in Clovis   | 97%              | 98%                    | 92%                    | 95%     |
| Overall ease of getting to the places you usually have to visit   | 70%              | 88%                    | 87%                    | 83%     |
| Quality of overall natural environment in Clovis  | 89%              | 97%                    | 90%                    | 92%     |
| Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems) | 87%              | 94%                    | 78%                    | 85%     |
| Health and wellness opportunities in Clovis   | 70%              | 80%                    | 92%                    | 83%     |
| Overall opportunities for education and enrichment  | 85%              | 85%                    | 93%                    | 89%     |
| Overall economic health of Clovis   | 97%              | 93%                    | 87%                    | 91%     |
| Sense of community  | 80%              | 90%                    | 85%                    | 85%     |

Table 29: Line Additions to Question 11

| Percent rating positively (e.g., excellent or good) | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| The State Government                                | 35%              | 34%                    | 42%                    | 38%     |
| Fresno County Government                            | 41%              | 49%                    | 57%                    | 50%     |

Table 30: Importance of Strategic Planning Areas

| Please indicate how important, if at all, it is for the City of Clovis to invest in the following: Percent rating positively (e.g., essential or very important) | Area             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Public safety (police/fire)  | 97%              | 98%                    | 97%                    | 97%     |
| Parks/trails   | 79%              | 80%                    | 72%                    | 76%     |
| Street repair and maintenance  | 95%              | 96%                    | 88%                    | 92%     |
| Senior services  | 62%              | 76%                    | 82%                    | 75%     |
| Affordable housing   | 69%              | 65%                    | 77%                    | 72%     |
| Land use planning  | 87%              | 91%                    | 65%                    | 78%     |
| Public transportation  | 42%              | 61%                    | 66%                    | 58%     |
| Recreation   | 49%              | 74%                    | 68%                    | 65%     |
| Economic development   | 85%              | 88%                    | 77%                    | 82%     |

Table 31: Place of Employment

| Percent "work in Clovis, inside or outside the home"<br>If you are employed for pay, which of the following best describes where you work? (Select only one.) | Area             |                        |                        | Overall |
|---|------------------|------------------------|------------------------|---------|
|   | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
|   | 10%              | 30%                    | 30%                    | 25%     |

Table 32: Importance of Attracting Businesses

| 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             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| Restaurants  | 67%              | 72%                    | 69%                    | 70%     |
| Retail   | 80%              | 84%                    | 76%                    | 79%     |
| Professional services  | 79%              | 83%                    | 79%                    | 80%     |
| Recreation   | 65%              | 78%                    | 75%                    | 73%     |
| Manufacturing  | 44%              | 57%                    | 57%                    | 54%     |
| Industrial   | 40%              | 59%                    | 58%                    | 54%     |
| Technology   | 82%              | 87%                    | 73%                    | 79%     |
| Agricultural based businesses  | 50%              | 74%                    | 72%                    | 67%     |

Table 33: Resident Shopping Locations

| 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             |                        |                        | Overall |
|--|------------------|------------------------|------------------------|---------|
|  | North of Herndon | SE of Herndon & Fowler | SW of Herndon & Fowler |         |
| In the City of Clovis  | 68%              | 71%                    | 90%                    | 79%     |
| In the City of Fresno  | 28%              | 15%                    | 27%                    | 24%     |
| On the Internet  | 40%              | 46%                    | 22%                    | 33%     |
| Other  | 4%               | 9%                     | 5%                     | 6%      |





# Clovis, CA

Technical Appendices

2017



**NRC**  
National Research Center Inc.

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



*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Contents

|   |    |
|---|----|
| Appendix A: Complete Survey Responses ..... | 1  |
| Appendix B: Benchmark Comparisons .....     | 19 |
| Appendix C: Detailed Survey Methods .....   | 32 |
| Appendix D: Survey Materials .....          | 38 |



The National Citizen Survey™  
© 2001-2017 National Research Center, Inc.

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

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

## 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 |      | Don't know |      | Total |       |
|---|-----------|-------|------|-------|------|------|------|------|------------|------|-------|-------|
| Clovis as a place to live   | 53%       | N=134 | 42%  | N=107 | 5%   | N=12 | 0%   | N=0  | 0%         | N=1  | 100%  | N=254 |
| Your neighborhood as a place to live                                    | 43%       | N=108 | 44%  | N=112 | 9%   | N=22 | 4%   | N=11 | 0%         | N=0  | 100%  | N=253 |
| Clovis as a place to raise children                                     | 56%       | N=140 | 31%  | N=77  | 11%  | N=27 | 0%   | N=0  | 3%         | N=6  | 100%  | N=251 |
| Clovis as a place to work   | 33%       | N=80  | 26%  | N=65  | 21%  | N=52 | 1%   | N=2  | 19%        | N=46 | 100%  | N=245 |
| Clovis as a place to visit  | 33%       | N=82  | 31%  | N=77  | 23%  | N=59 | 7%   | N=17 | 6%         | N=15 | 100%  | N=250 |
| Clovis as a place to retire   | 40%       | N=100 | 26%  | N=65  | 20%  | N=51 | 3%   | N=7  | 11%        | N=27 | 100%  | N=250 |
| The overall quality of life in Clovis                                   | 43%       | N=110 | 45%  | N=116 | 11%  | N=28 | 0%   | N=1  | 0%         | N=0  | 100%  | N=254 |

Table 2: 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   | 43%       | N=110 | 48%  | N=123 | 8%   | N=21 | 0%   | N=1  | 1%         | N=2  | 100%  | N=257 |
| Overall ease of getting to the places you usually have to visit   | 45%       | N=114 | 35%  | N=90  | 19%  | N=49 | 0%   | N=1  | 0%         | N=1  | 100%  | N=255 |
| Quality of overall natural environment in Clovis  | 35%       | N=88  | 44%  | N=112 | 19%  | N=48 | 1%   | N=4  | 1%         | N=3  | 100%  | N=253 |
| Overall “built environment” of Clovis (including overall design, buildings, parks and transportation systems) | 31%       | N=79  | 48%  | N=122 | 17%  | N=43 | 4%   | N=9  | 0%         | N=1  | 100%  | N=254 |
| Health and wellness opportunities in Clovis   | 28%       | N=72  | 47%  | N=121 | 18%  | N=45 | 2%   | N=6  | 5%         | N=12 | 100%  | N=256 |
| Overall opportunities for education and enrichment  | 39%       | N=99  | 38%  | N=98  | 16%  | N=42 | 3%   | N=7  | 4%         | N=9  | 100%  | N=254 |
| Overall economic health of Clovis   | 26%       | N=67  | 50%  | N=128 | 17%  | N=43 | 2%   | N=5  | 5%         | N=13 | 100%  | N=255 |
| Sense of community  | 31%       | N=80  | 38%  | N=97  | 24%  | N=60 | 6%   | N=15 | 1%         | N=3  | 100%  | N=255 |
| Overall image or reputation of Clovis   | 50%       | N=129 | 40%  | N=102 | 8%   | N=21 | 1%   | N=2  | 0%         | N=1  | 100%  | N=255 |

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 |      | Don't know |     | Total |       |
|---|-------------|-------|-----------------|------|-------------------|------|---------------|------|------------|-----|-------|-------|
| Recommend living in Clovis to someone who asks                              | 69%         | N=177 | 29%             | N=74 | 1%                | N=2  | 1%            | N=3  | 0%         | N=1 | 100%  | N=257 |
| Remain in Clovis for the next five years                                    | 70%         | N=178 | 14%             | N=36 | 7%                | N=17 | 7%            | N=17 | 3%         | N=7 | 100%  | N=255 |

Table 4: 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=181 | 25%           | N=65 | 2%                      | N=6 | 1%              | N=3 | 1%          | N=2 | 0%         | N=0 | 100%  | N=257 |
| In Clovis' downtown/commercial area during the day | 68%       | N=174 | 25%           | N=63 | 4%                      | N=9 | 1%              | N=2 | 1%          | N=2 | 1%         | N=4 | 100%  | N=254 |

## The National Citizen Survey™

Table 5: 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  | 16%       | N=40  | 54%  | N=138 | 23%  | N=59 | 6%   | N=16 | 0%         | N=1   | 100%  | N=254 |
| Ease of public parking   | 19%       | N=48  | 41%  | N=105 | 30%  | N=78 | 9%   | N=24 | 1%         | N=2   | 100%  | N=257 |
| Ease of travel by car in Clovis  | 26%       | N=68  | 53%  | N=135 | 16%  | N=41 | 4%   | N=11 | 1%         | N=1   | 100%  | N=257 |
| Ease of travel by public transportation in Clovis                                      | 8%        | N=21  | 15%  | N=37  | 9%   | N=23 | 10%  | N=25 | 58%        | N=146 | 100%  | N=252 |
| Ease of travel by bicycle in Clovis  | 22%       | N=57  | 32%  | N=82  | 18%  | N=46 | 4%   | N=11 | 23%        | N=59  | 100%  | N=255 |
| Ease of walking in Clovis  | 32%       | N=80  | 49%  | N=123 | 15%  | N=38 | 1%   | N=2  | 4%         | N=10  | 100%  | N=253 |
| Availability of paths and walking trails   | 44%       | N=112 | 39%  | N=99  | 11%  | N=27 | 1%   | N=2  | 6%         | N=15  | 100%  | N=255 |
| Air quality  | 9%        | N=22  | 15%  | N=39  | 36%  | N=92 | 38%  | N=96 | 2%         | N=6   | 100%  | N=256 |
| Cleanliness of Clovis  | 28%       | N=71  | 50%  | N=128 | 21%  | N=53 | 2%   | N=5  | 0%         | N=0   | 100%  | N=256 |
| Overall appearance of Clovis   | 33%       | N=85  | 50%  | N=128 | 16%  | N=41 | 1%   | N=2  | 0%         | N=0   | 100%  | N=256 |
| Public places where people want to spend time  | 28%       | N=71  | 47%  | N=120 | 20%  | N=50 | 1%   | N=4  | 4%         | N=10  | 100%  | N=254 |
| Variety of housing options   | 21%       | N=53  | 39%  | N=99  | 29%  | N=74 | 6%   | N=16 | 5%         | N=14  | 100%  | N=255 |
| Availability of affordable quality housing   | 16%       | N=41  | 28%  | N=70  | 28%  | N=71 | 15%  | N=38 | 13%        | N=33  | 100%  | N=253 |
| Fitness opportunities (including exercise classes and paths or trails, etc.)           | 33%       | N=84  | 40%  | N=101 | 19%  | N=47 | 1%   | N=1  | 8%         | N=20  | 100%  | N=254 |
| Recreational opportunities   | 25%       | N=65  | 31%  | N=79  | 32%  | N=82 | 4%   | N=11 | 7%         | N=18  | 100%  | N=256 |
| Availability of affordable quality food  | 28%       | N=72  | 50%  | N=128 | 20%  | N=50 | 2%   | N=5  | 0%         | N=1   | 100%  | N=257 |
| Availability of affordable quality health care   | 25%       | N=64  | 43%  | N=109 | 22%  | N=57 | 4%   | N=10 | 6%         | N=16  | 100%  | N=257 |
| Availability of preventive health services   | 22%       | N=55  | 35%  | N=89  | 28%  | N=71 | 3%   | N=9  | 13%        | N=32  | 100%  | N=255 |
| Availability of affordable quality mental health care                                  | 13%       | N=32  | 13%  | N=33  | 23%  | N=59 | 7%   | N=18 | 44%        | N=112 | 100%  | N=253 |

Table 6: 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                                | 13%       | N=34  | 24%  | N=61  | 15%  | N=37  | 4%   | N=11 | 43%        | N=109 | 100%  | N=252 |
| K-12 education   | 51%       | N=128 | 28%  | N=71  | 4%   | N=10  | 0%   | N=1  | 16%        | N=41  | 100%  | N=252 |
| Adult educational opportunities  | 27%       | N=69  | 39%  | N=99  | 13%  | N=33  | 0%   | N=1  | 21%        | N=53  | 100%  | N=254 |
| Opportunities to attend cultural/arts/music activities                                 | 18%       | N=46  | 37%  | N=95  | 26%  | N=65  | 5%   | N=12 | 14%        | N=36  | 100%  | N=253 |
| Opportunities to participate in religious or spiritual events and activities           | 29%       | N=73  | 37%  | N=93  | 16%  | N=41  | 5%   | N=13 | 13%        | N=34  | 100%  | N=254 |
| Employment opportunities   | 14%       | N=36  | 23%  | N=57  | 32%  | N=81  | 12%  | N=31 | 19%        | N=48  | 100%  | N=254 |
| Shopping opportunities   | 28%       | N=70  | 52%  | N=131 | 17%  | N=44  | 2%   | N=6  | 1%         | N=2   | 100%  | N=253 |
| Cost of living in Clovis   | 18%       | N=47  | 28%  | N=70  | 40%  | N=101 | 13%  | N=33 | 1%         | N=2   | 100%  | N=253 |
| Overall quality of business and service establishments in Clovis                       | 24%       | N=61  | 51%  | N=128 | 23%  | N=57  | 1%   | N=2  | 2%         | N=4   | 100%  | N=251 |
| Vibrant downtown/commercial area   | 33%       | N=84  | 36%  | N=90  | 26%  | N=66  | 4%   | N=9  | 1%         | N=3   | 100%  | N=253 |
| Overall quality of new development in Clovis   | 25%       | N=62  | 43%  | N=110 | 24%  | N=60  | 3%   | N=7  | 6%         | N=14  | 100%  | N=254 |
| Opportunities to participate in social events and activities                           | 24%       | N=61  | 43%  | N=109 | 22%  | N=56  | 4%   | N=9  | 8%         | N=20  | 100%  | N=254 |
| Opportunities to volunteer   | 21%       | N=55  | 31%  | N=80  | 20%  | N=51  | 3%   | N=8  | 24%        | N=61  | 100%  | N=255 |
| Opportunities to participate in community matters                                      | 20%       | N=49  | 33%  | N=84  | 22%  | N=56  | 4%   | N=11 | 20%        | N=51  | 100%  | N=252 |
| Openness and acceptance of the community toward people of diverse backgrounds          | 18%       | N=44  | 35%  | N=90  | 22%  | N=56  | 16%  | N=40 | 10%        | N=24  | 100%  | N=254 |
| Neighborliness of residents in Clovis  | 28%       | N=70  | 35%  | N=89  | 26%  | N=66  | 8%   | N=21 | 2%         | N=5   | 100%  | N=251 |

## The National Citizen Survey™

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  | 1%  | N=2   | 99% | N=252 | 100%  | N=255 |
| Made efforts to make your home more energy efficient  | 16% | N=39  | 84% | N=215 | 100%  | N=254 |
| Observed a code violation or other hazard in Clovis (weeds, abandoned buildings, etc.)      | 42% | N=106 | 58% | N=144 | 100%  | N=250 |
| Household member was a victim of a crime in Clovis  | 90% | N=228 | 10% | N=25  | 100%  | N=253 |
| Reported a crime to the police in Clovis  | 76% | N=193 | 24% | N=62  | 100%  | N=256 |
| Stocked supplies in preparation for an emergency  | 73% | N=184 | 27% | N=69  | 100%  | N=253 |
| Campaigned or advocated for an issue, cause or candidate                                    | 81% | N=203 | 19% | N=48  | 100%  | N=251 |
| Contacted the City of Clovis (in-person, phone, email or web) for help or information       | 61% | N=156 | 39% | N=100 | 100%  | N=256 |
| Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion | 89% | N=228 | 11% | N=28  | 100%  | N=256 |

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  | 4%                     | N=11 | 16%               | N=41 | 28%                  | N=72  | 52%        | N=132 | 100%  | N=255 |
| Visited a neighborhood park or City park  | 13%                    | N=32 | 26%               | N=66 | 42%                  | N=105 | 20%        | N=50  | 100%  | N=254 |
| Used Clovis public libraries or their services  | 5%                     | N=12 | 18%               | N=45 | 31%                  | N=79  | 47%        | N=118 | 100%  | N=254 |
| Participated in religious or spiritual activities in Clovis   | 13%                    | N=33 | 21%               | N=54 | 17%                  | N=43  | 48%        | N=121 | 100%  | N=251 |
| Attended a City-sponsored event   | 3%                     | N=8  | 10%               | N=25 | 42%                  | N=107 | 45%        | N=113 | 100%  | N=253 |
| Used bus, rail, subway or other public transportation instead of driving  | 2%                     | N=5  | 3%                | N=7  | 4%                   | N=11  | 91%        | N=231 | 100%  | N=254 |
| Carpooled with other adults or children instead of driving alone  | 14%                    | N=34 | 16%               | N=39 | 19%                  | N=46  | 52%        | N=129 | 100%  | N=248 |
| Walked or biked instead of driving  | 11%                    | N=29 | 20%               | N=50 | 27%                  | N=69  | 42%        | N=106 | 100%  | N=253 |
| Volunteered your time to some group/activity in Clovis  | 6%                     | N=16 | 5%                | N=13 | 21%                  | N=53  | 67%        | N=170 | 100%  | N=253 |
| Participated in a club  | 3%                     | N=8  | 6%                | N=14 | 11%                  | N=28  | 80%        | N=201 | 100%  | N=252 |
| Talked to or visited with your immediate neighbors  | 38%                    | N=97 | 34%               | N=85 | 23%                  | N=58  | 5%         | N=13  | 100%  | N=253 |
| Done a favor for a neighbor   | 18%                    | N=45 | 30%               | N=76 | 38%                  | N=96  | 15%        | N=39  | 100%  | N=256 |

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 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   | 1%                     | N=2 | 2%                | N=5 | 16%                  | N=41 | 81%        | N=205 | 100%  | N=253 |

Table 10: 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  | 50%       | N=128 | 42%  | N=105 | 2%   | N=6  | 1%   | N=2  | 5%         | N=12 | 100%  | N=253 |
| Fire services  | 55%       | N=138 | 35%  | N=87  | 2%   | N=6  | 0%   | N=0  | 8%         | N=21 | 100%  | N=251 |
| Ambulance or emergency medical services                              | 51%       | N=128 | 30%  | N=76  | 3%   | N=6  | 0%   | N=0  | 17%        | N=42 | 100%  | N=252 |
| Crime prevention   | 38%       | N=96  | 38%  | N=95  | 12%  | N=31 | 1%   | N=3  | 10%        | N=26 | 100%  | N=251 |
| Fire prevention and education  | 30%       | N=75  | 40%  | N=100 | 10%  | N=25 | 0%   | N=0  | 20%        | N=51 | 100%  | N=250 |
| Traffic enforcement  | 29%       | N=73  | 41%  | N=103 | 16%  | N=41 | 6%   | N=15 | 7%         | N=18 | 100%  | N=249 |
| Street repair  | 23%       | N=58  | 38%  | N=95  | 28%  | N=70 | 9%   | N=23 | 2%         | N=6  | 100%  | N=251 |

# The National Citizen Survey™

| Please rate the quality of each of the following services in Clovis:   | Excellent |       | Good |       | Fair |      | Poor |      | Don't know |       | Total |       |
|--|-----------|-------|------|-------|------|------|------|------|------------|-------|-------|-------|
| Street cleaning  | 41%       | N=104 | 38%  | N=95  | 15%  | N=38 | 3%   | N=8  | 3%         | N=7   | 100%  | N=252 |
| Street lighting  | 33%       | N=83  | 40%  | N=101 | 23%  | N=56 | 2%   | N=5  | 2%         | N=5   | 100%  | N=251 |
| Sidewalk maintenance   | 24%       | N=61  | 44%  | N=109 | 21%  | N=52 | 10%  | N=24 | 2%         | N=5   | 100%  | N=250 |
| Traffic signal timing  | 19%       | N=46  | 33%  | N=81  | 31%  | N=76 | 14%  | N=35 | 4%         | N=9   | 100%  | N=248 |
| Bus or transit services  | 13%       | N=32  | 18%  | N=45  | 9%   | N=22 | 7%   | N=17 | 54%        | N=134 | 100%  | N=249 |
| Garbage collection   | 44%       | N=112 | 39%  | N=100 | 9%   | N=23 | 3%   | N=8  | 4%         | N=10  | 100%  | N=253 |
| Recycling  | 45%       | N=114 | 37%  | N=94  | 14%  | N=36 | 2%   | N=6  | 2%         | N=5   | 100%  | N=254 |
| Yard waste pick-up   | 43%       | N=108 | 35%  | N=88  | 10%  | N=26 | 2%   | N=6  | 9%         | N=23  | 100%  | N=251 |
| Storm drainage   | 30%       | N=76  | 35%  | N=88  | 23%  | N=59 | 7%   | N=17 | 5%         | N=12  | 100%  | N=251 |
| Drinking water   | 25%       | N=63  | 28%  | N=69  | 28%  | N=71 | 12%  | N=30 | 6%         | N=16  | 100%  | N=250 |
| Sewer services   | 37%       | N=93  | 37%  | N=92  | 15%  | N=38 | 2%   | N=6  | 8%         | N=21  | 100%  | N=250 |
| Power (electric and/or gas) utility  | 30%       | N=76  | 41%  | N=103 | 23%  | N=58 | 3%   | N=8  | 2%         | N=5   | 100%  | N=251 |
| Utility billing  | 29%       | N=74  | 39%  | N=97  | 22%  | N=54 | 8%   | N=19 | 2%         | N=6   | 100%  | N=251 |
| City parks   | 33%       | N=84  | 44%  | N=112 | 14%  | N=36 | 1%   | N=1  | 8%         | N=19  | 100%  | N=253 |
| Recreation programs or classes   | 22%       | N=55  | 22%  | N=56  | 18%  | N=44 | 1%   | N=1  | 38%        | N=94  | 100%  | N=249 |
| Recreation centers or facilities   | 22%       | N=54  | 23%  | N=57  | 22%  | N=53 | 4%   | N=9  | 30%        | N=74  | 100%  | N=247 |
| Land use, planning and zoning  | 19%       | N=47  | 29%  | N=74  | 26%  | N=65 | 4%   | N=11 | 22%        | N=54  | 100%  | N=251 |
| Code enforcement (weeds, abandoned buildings, etc.)  | 18%       | N=44  | 28%  | N=69  | 30%  | N=75 | 9%   | N=23 | 16%        | N=40  | 100%  | N=251 |
| Animal control   | 24%       | N=60  | 39%  | N=97  | 19%  | N=47 | 4%   | N=9  | 15%        | N=37  | 100%  | N=249 |
| Economic development   | 20%       | N=49  | 31%  | N=78  | 21%  | N=53 | 2%   | N=5  | 26%        | N=64  | 100%  | N=248 |
| Health services  | 23%       | N=58  | 37%  | N=92  | 18%  | N=43 | 4%   | N=9  | 18%        | N=45  | 100%  | N=247 |
| Public library services  | 32%       | N=79  | 39%  | N=98  | 8%   | N=19 | 0%   | N=0  | 21%        | N=53  | 100%  | N=250 |
| Public information services  | 26%       | N=65  | 31%  | N=77  | 18%  | N=44 | 3%   | N=8  | 22%        | N=55  | 100%  | N=249 |
| Cable television   | 20%       | N=49  | 33%  | N=84  | 23%  | N=57 | 5%   | N=13 | 19%        | N=49  | 100%  | N=253 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 13%       | N=33  | 22%  | N=54  | 21%  | N=52 | 5%   | N=12 | 39%        | N=98  | 100%  | N=249 |
| Preservation of natural areas such as open space, farmlands and greenbelts                                       | 16%       | N=39  | 30%  | N=75  | 19%  | N=47 | 9%   | N=24 | 26%        | N=66  | 100%  | N=251 |
| Clovis open space  | 18%       | N=46  | 27%  | N=67  | 22%  | N=55 | 11%  | N=26 | 22%        | N=56  | 100%  | N=251 |
| City-sponsored special events  | 28%       | N=71  | 35%  | N=88  | 18%  | N=44 | 1%   | N=3  | 17%        | N=44  | 100%  | N=249 |
| Overall customer service by Clovis employees (police, receptionists, planners, etc.)                             | 32%       | N=80  | 40%  | N=100 | 16%  | N=40 | 1%   | N=2  | 11%        | N=27  | 100%  | N=249 |

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   | 37%       | N=94 | 46%  | N=115 | 14%  | N=36 | 1%   | N=2  | 2%         | N=6  | 100%  | N=253 |
| The Federal Government   | 10%       | N=25 | 28%  | N=70  | 28%  | N=71 | 24%  | N=60 | 10%        | N=26 | 100%  | N=251 |
| The State Government   | 10%       | N=25 | 25%  | N=61  | 28%  | N=71 | 29%  | N=72 | 8%         | N=20 | 100%  | N=249 |
| Fresno County Government   | 10%       | N=26 | 35%  | N=87  | 31%  | N=77 | 14%  | N=34 | 10%        | N=26 | 100%  | N=251 |

Table 12: 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                     | 18%       | N=43 | 36%  | N=90  | 30%  | N=75 | 9%   | N=21 | 7%         | N=18 | 100%  | N=247 |
| The overall direction that Clovis is taking                            | 19%       | N=47 | 52%  | N=130 | 22%  | N=54 | 1%   | N=4  | 6%         | N=16 | 100%  | N=252 |

# The National Citizen Survey™

| Please rate the following categories of Clovis government performance: | Excellent |      | Good |       | Fair |      | Poor |      | Don't know |      | Total |       |
|--|-----------|------|------|-------|------|------|------|------|------------|------|-------|-------|
| The job Clovis government does at welcoming citizen involvement        | 13%       | N=34 | 33%  | N=83  | 25%  | N=63 | 10%  | N=24 | 19%        | N=47 | 100%  | N=251 |
| Overall confidence in Clovis government                                | 20%       | N=51 | 44%  | N=109 | 24%  | N=61 | 5%   | N=12 | 7%         | N=18 | 100%  | N=251 |
| Generally acting in the best interest of the community                 | 21%       | N=53 | 43%  | N=108 | 22%  | N=56 | 6%   | N=15 | 7%         | N=18 | 100%  | N=250 |
| Being honest   | 22%       | N=56 | 36%  | N=90  | 23%  | N=58 | 6%   | N=15 | 12%        | N=30 | 100%  | N=248 |
| Treating all residents fairly  | 24%       | N=58 | 35%  | N=87  | 22%  | N=55 | 9%   | N=23 | 10%        | N=25 | 100%  | N=248 |

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   | 71%       | N=182 | 23%            | N=60  | 5%                 | N=13 | 0%                   | N=0 | 100%  | N=255 |
| Overall ease of getting to the places you usually have to visit   | 37%       | N=92  | 46%            | N=115 | 17%                | N=42 | 0%                   | N=0 | 100%  | N=249 |
| Quality of overall natural environment in Clovis  | 37%       | N=94  | 55%            | N=138 | 8%                 | N=20 | 0%                   | N=1 | 100%  | N=253 |
| Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)                             | 37%       | N=94  | 48%            | N=121 | 14%                | N=35 | 2%                   | N=4 | 100%  | N=254 |
| Health and wellness opportunities in Clovis   | 40%       | N=101 | 43%            | N=109 | 14%                | N=35 | 3%                   | N=7 | 100%  | N=252 |
| Overall opportunities for education and enrichment  | 52%       | N=131 | 37%            | N=93  | 9%                 | N=22 | 3%                   | N=6 | 100%  | N=252 |
| Overall economic health of Clovis   | 54%       | N=136 | 38%            | N=96  | 8%                 | N=19 | 1%                   | N=3 | 100%  | N=253 |
| Sense of community  | 47%       | N=119 | 38%            | N=96  | 13%                | N=32 | 2%                   | N=5 | 100%  | N=253 |

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)  | 80%       | N=203 | 18%            | N=45  | 2%                 | N=5  | 1%                   | N=2  | 100%  | N=255 |
| Parks/trails   | 32%       | N=82  | 44%            | N=111 | 21%                | N=54 | 3%                   | N=7  | 100%  | N=253 |
| Street repair and maintenance  | 51%       | N=130 | 41%            | N=104 | 8%                 | N=20 | 0%                   | N=0  | 100%  | N=254 |
| Senior services  | 33%       | N=84  | 42%            | N=106 | 22%                | N=55 | 3%                   | N=8  | 100%  | N=253 |
| Affordable housing   | 42%       | N=107 | 30%            | N=75  | 23%                | N=59 | 5%                   | N=12 | 100%  | N=253 |
| Land use planning  | 41%       | N=103 | 37%            | N=92  | 21%                | N=52 | 2%                   | N=4  | 100%  | N=251 |
| Public transportation  | 24%       | N=62  | 34%            | N=85  | 34%                | N=87 | 7%                   | N=18 | 100%  | N=253 |
| Recreation   | 27%       | N=69  | 37%            | N=94  | 32%                | N=80 | 4%                   | N=10 | 100%  | N=253 |
| Economic development   | 52%       | N=132 | 29%            | N=74  | 16%                | N=40 | 2%                   | N=5  | 100%  | N=251 |

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  | 21%     | N=49   |
| Clovis, in my home  | 4%      | N=9    |
| Fresno  | 45%     | N=106  |
| Other   | 11%     | N=25   |
| Not employed for pay  | 20%     | N=47   |
| Total   | 100%    | N=237  |

## The National Citizen Survey™

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   | 37%       | N=93  | 32%            | N=80  | 27%                | N=68 | 3%                   | N=8  | 100%  | N=249 |
| Retail  | 39%       | N=96  | 41%            | N=102 | 19%                | N=46 | 2%                   | N=5  | 100%  | N=250 |
| Professional services   | 32%       | N=79  | 48%            | N=119 | 20%                | N=49 | 1%                   | N=1  | 100%  | N=248 |
| Recreation  | 24%       | N=60  | 49%            | N=120 | 25%                | N=61 | 2%                   | N=4  | 100%  | N=245 |
| Manufacturing   | 26%       | N=64  | 28%            | N=67  | 36%                | N=88 | 10%                  | N=24 | 100%  | N=244 |
| Industrial  | 22%       | N=53  | 32%            | N=77  | 34%                | N=83 | 12%                  | N=28 | 100%  | N=242 |
| Technology  | 41%       | N=101 | 38%            | N=94  | 17%                | N=42 | 4%                   | N=10 | 100%  | N=247 |
| Agricultural based businesses   | 34%       | N=84  | 33%            | N=79  | 29%                | N=69 | 4%                   | N=10 | 100%  | N=243 |

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   | 13%              | N=34 | 40%             | N=101 | 26%             | N=67 | 20%             | N=52  | 0%             | N=0   | 100%  | N=255 |
| In the City of Fresno   | 3%               | N=6  | 4%              | N=9   | 18%             | N=41 | 64%             | N=150 | 12%            | N=28  | 100%  | N=233 |
| On the Internet   | 2%               | N=5  | 8%              | N=18  | 22%             | N=49 | 37%             | N=82  | 30%            | N=65  | 100%  | N=219 |
| Other   | 2%               | N=3  | 1%              | N=1   | 3%              | N=6  | 17%             | N=30  | 77%            | N=135 | 100%  | N=175 |

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  | 2%    | N=6  | 1%     | N=3  | 11%       | N=29  | 15%     | N=40  | 70%    | N=179 | 100%  | N=257 |
| Purchase goods or services from a business located in Clovis                                   | 0%    | N=1  | 0%     | N=0  | 20%       | N=52  | 59%     | N=151 | 20%    | N=52  | 100%  | N=256 |
| Eat at least 5 portions of fruits and vegetables a day   | 3%    | N=9  | 10%    | N=27 | 41%       | N=105 | 33%     | N=83  | 12%    | N=31  | 100%  | N=254 |
| Participate in moderate or vigorous physical activity  | 2%    | N=5  | 21%    | N=54 | 31%       | N=78  | 24%     | N=62  | 22%    | N=56  | 100%  | N=254 |
| Read or watch local news (via television, paper, computer, etc.)                               | 1%    | N=2  | 14%    | N=35 | 14%       | N=36  | 34%     | N=87  | 38%    | N=96  | 100%  | N=255 |
| Vote in local elections  | 9%    | N=24 | 5%     | N=13 | 6%        | N=16  | 19%     | N=49  | 60%    | N=153 | 100%  | N=255 |

Table 19: Question D2

| Would you say that in general your health is: | Percent | Number |
|---|---------|--------|
| Excellent                                     | 16%     | N=40   |
| Very good                                     | 43%     | N=112  |
| Good  | 34%     | N=89   |
| Fair  | 6%      | N=15   |
| Poor  | 1%      | N=3    |
| Total   | 100%    | N=258  |



## The National Citizen Survey™

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  | 10%     | N=24   |
| Somewhat positive  | 26%     | N=67   |
| Neutral  | 52%     | N=131  |
| Somewhat negative  | 10%     | N=26   |
| Very negative  | 2%      | N=5    |
| Total  | 100%    | N=253  |

Table 21: Question D4

| What is your employment status?       | Percent | Number |
|---------------------------------------|---------|--------|
| Working full time for pay             | 61%     | N=156  |
| Working part time for pay             | 12%     | N=30   |
| Unemployed, looking for paid work     | 5%      | N=12   |
| Unemployed, not looking for paid work | 4%      | N=10   |
| Fully retired                         | 19%     | N=49   |
| Total                                 | 100%    | N=257  |

Table 22: Question D5

| Do you work inside the boundaries of Clovis? | Percent | Number |
|--|---------|--------|
| Yes, outside the home                        | 23%     | N=56   |
| Yes, from home                               | 9%      | N=22   |
| No   | 68%     | N=165  |
| Total  | 100%    | N=242  |

Table 23: Question D6

| How many years have you lived in Clovis? | Percent | Number |
|--|---------|--------|
| Less than 2 years                        | 12%     | N=30   |
| 2 to 5 years                             | 20%     | N=53   |
| 6 to 10 years                            | 17%     | N=45   |
| 11 to 20 years                           | 24%     | N=61   |
| More than 20 years                       | 27%     | N=69   |
| Total                                    | 100%    | N=258  |

Table 24: Question D7

| Which best describes the building you live in?                               | Percent | Number |
|--|---------|--------|
| One family house detached from any other houses                              | 66%     | N=171  |
| Building with two or more homes (duplex, townhome, apartment or condominium) | 31%     | N=80   |
| Mobile home  | 3%      | N=7    |
| Other  | 0%      | N=1    |
| Total  | 100%    | N=258  |

# The National Citizen Survey™

Table 25: Question D8

| Is this house, apartment or mobile home... | Percent | Number |
|--|---------|--------|
| Rented                                     | 41%     | N=107  |
| Owned                                      | 59%     | N=152  |
| Total                                      | 100%    | N=258  |

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   | 3%      | N=6    |
| \$300 to \$599 per month  | 7%      | N=17   |
| \$600 to \$999 per month  | 27%     | N=67   |
| \$1,000 to \$1,499 per month  | 29%     | N=73   |
| \$1,500 to \$2,499 per month  | 25%     | N=62   |
| \$2,500 or more per month   | 10%     | N=24   |
| Total   | 100%    | N=250  |

Table 27: Question D10

| Do any children 17 or under live in your household? | Percent | Number |
|---|---------|--------|
| No  | 54%     | N=140  |
| Yes   | 46%     | N=118  |
| Total   | 100%    | N=258  |

Table 28: Question D11

| Are you or any other members of your household aged 65 or older? | Percent | Number |
|--|---------|--------|
| No   | 75%     | N=192  |
| Yes  | 25%     | N=65   |
| Total  | 100%    | N=258  |

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   | 16%     | N=38   |
| \$25,000 to \$49,999   | 16%     | N=38   |
| \$50,000 to \$99,999   | 30%     | N=72   |
| \$100,000 to \$149,999   | 22%     | N=52   |
| \$150,000 or more  | 16%     | N=38   |
| Total  | 100%    | N=239  |

Table 30: Question D13

| Are you Spanish, Hispanic or Latino?                     | Percent | Number |
|--|---------|--------|
| No, not Spanish, Hispanic or Latino                      | 76%     | N=191  |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 24%     | N=61   |
| Total  | 100%    | N=252  |

## The National Citizen Survey™

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   | 4%      | N=10   |
| Asian, Asian Indian or Pacific Islander   | 8%      | N=20   |
| Black or African American   | 3%      | N=7    |
| White   | 77%     | N=196  |
| Other   | 17%     | N=43   |

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                 | 25%     | N=63   |
| 35 to 44 years                 | 15%     | N=39   |
| 45 to 54 years                 | 23%     | N=58   |
| 55 to 64 years                 | 9%      | N=23   |
| 65 to 74 years                 | 14%     | N=35   |
| 75 years or older              | 10%     | N=25   |
| Total                          | 100%    | N=255  |

Table 33: Question D16

| What is your sex? | Percent | Number |
|-------------------|---------|--------|
| Female            | 56%     | N=142  |
| Male              | 44%     | N=110  |
| Total             | 100%    | N=253  |

Table 34: Question D17

| Do you consider a cell phone or landline your primary telephone number? | Percent | Number |
|---|---------|--------|
| Cell  | 79%     | N=203  |
| Land line   | 10%     | N=26   |
| Both  | 10%     | N=26   |
| Total   | 100%    | N=255  |

## 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   | 53%       | N=134 | 42%  | N=107 | 5%   | N=12 | 0%   | N=0  | 0%         | N=1  | 100%  | N=254 |
| Your neighborhood as a place to live                                    | 43%       | N=108 | 44%  | N=112 | 9%   | N=22 | 4%   | N=11 | 0%         | N=0  | 100%  | N=253 |
| Clovis as a place to raise children                                     | 56%       | N=140 | 31%  | N=77  | 11%  | N=27 | 0%   | N=0  | 3%         | N=6  | 100%  | N=251 |
| Clovis as a place to work   | 33%       | N=80  | 26%  | N=65  | 21%  | N=52 | 1%   | N=2  | 19%        | N=46 | 100%  | N=245 |
| Clovis as a place to visit  | 33%       | N=82  | 31%  | N=77  | 23%  | N=59 | 7%   | N=17 | 6%         | N=15 | 100%  | N=250 |
| Clovis as a place to retire   | 40%       | N=100 | 26%  | N=65  | 20%  | N=51 | 3%   | N=7  | 11%        | N=27 | 100%  | N=250 |
| The overall quality of life in Clovis                                   | 43%       | N=110 | 45%  | N=116 | 11%  | N=28 | 0%   | N=1  | 0%         | N=0  | 100%  | N=254 |

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   | 43%       | N=110 | 48%  | N=123 | 8%   | N=21 | 0%   | N=1  | 1%         | N=2  | 100%  | N=257 |
| Overall ease of getting to the places you usually have to visit   | 45%       | N=114 | 35%  | N=90  | 19%  | N=49 | 0%   | N=1  | 0%         | N=1  | 100%  | N=255 |
| Quality of overall natural environment in Clovis  | 35%       | N=88  | 44%  | N=112 | 19%  | N=48 | 1%   | N=4  | 1%         | N=3  | 100%  | N=253 |
| Overall “built environment” of Clovis (including overall design, buildings, parks and transportation systems) | 31%       | N=79  | 48%  | N=122 | 17%  | N=43 | 4%   | N=9  | 0%         | N=1  | 100%  | N=254 |
| Health and wellness opportunities in Clovis   | 28%       | N=72  | 47%  | N=121 | 18%  | N=45 | 2%   | N=6  | 5%         | N=12 | 100%  | N=256 |
| Overall opportunities for education and enrichment  | 39%       | N=99  | 38%  | N=98  | 16%  | N=42 | 3%   | N=7  | 4%         | N=9  | 100%  | N=254 |
| Overall economic health of Clovis   | 26%       | N=67  | 50%  | N=128 | 17%  | N=43 | 2%   | N=5  | 5%         | N=13 | 100%  | N=255 |
| Sense of community  | 31%       | N=80  | 38%  | N=97  | 24%  | N=60 | 6%   | N=15 | 1%         | N=3  | 100%  | N=255 |
| Overall image or reputation of Clovis   | 50%       | N=129 | 40%  | N=102 | 8%   | N=21 | 1%   | N=2  | 0%         | N=1  | 100%  | N=255 |

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                              | 69%         | N=177 | 29%             | N=74 | 1%                | N=2  | 1%            | N=3  | 0%         | N=1 | 100%  | N=257 |
| Remain in Clovis for the next five years                                    | 70%         | N=178 | 14%             | N=36 | 7%                | N=17 | 7%            | N=17 | 3%         | N=7 | 100%  | N=255 |

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=181 | 25%           | N=65 | 2%                      | N=6 | 1%              | N=3 | 1%          | N=2 | 0%         | N=0 | 100%  | N=257 |
| In Clovis' downtown/commercial area during the day | 68%       | N=174 | 25%           | N=63 | 4%                      | N=9 | 1%              | N=2 | 1%          | N=2 | 1%         | N=4 | 100%  | N=254 |

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  | 16%       | N=40 | 54%  | N=138 | 23%  | N=59 | 6%   | N=16 | 0%         | N=1 | 100%  | N=254 |
| Ease of public parking   | 19%       | N=48 | 41%  | N=105 | 30%  | N=78 | 9%   | N=24 | 1%         | N=2 | 100%  | N=257 |

### The National Citizen Survey™

| Please rate each of the following characteristics as they relate to Clovis as a whole: | Excellent |       | Good |       | Fair |      | Poor |      | Don't know |       | Total |       |
|--|-----------|-------|------|-------|------|------|------|------|------------|-------|-------|-------|
| Ease of travel by car in Clovis  | 26%       | N=68  | 53%  | N=135 | 16%  | N=41 | 4%   | N=11 | 1%         | N=1   | 100%  | N=257 |
| Ease of travel by public transportation in Clovis                                      | 8%        | N=21  | 15%  | N=37  | 9%   | N=23 | 10%  | N=25 | 58%        | N=146 | 100%  | N=252 |
| Ease of travel by bicycle in Clovis  | 22%       | N=57  | 32%  | N=82  | 18%  | N=46 | 4%   | N=11 | 23%        | N=59  | 100%  | N=255 |
| Ease of walking in Clovis  | 32%       | N=80  | 49%  | N=123 | 15%  | N=38 | 1%   | N=2  | 4%         | N=10  | 100%  | N=253 |
| Availability of paths and walking trails   | 44%       | N=112 | 39%  | N=99  | 11%  | N=27 | 1%   | N=2  | 6%         | N=15  | 100%  | N=255 |
| Air quality  | 9%        | N=22  | 15%  | N=39  | 36%  | N=92 | 38%  | N=96 | 2%         | N=6   | 100%  | N=256 |
| Cleanliness of Clovis  | 28%       | N=71  | 50%  | N=128 | 21%  | N=53 | 2%   | N=5  | 0%         | N=0   | 100%  | N=256 |
| Overall appearance of Clovis   | 33%       | N=85  | 50%  | N=128 | 16%  | N=41 | 1%   | N=2  | 0%         | N=0   | 100%  | N=256 |
| Public places where people want to spend time  | 28%       | N=71  | 47%  | N=120 | 20%  | N=50 | 1%   | N=4  | 4%         | N=10  | 100%  | N=254 |
| Variety of housing options   | 21%       | N=53  | 39%  | N=99  | 29%  | N=74 | 6%   | N=16 | 5%         | N=14  | 100%  | N=255 |
| Availability of affordable quality housing   | 16%       | N=41  | 28%  | N=70  | 28%  | N=71 | 15%  | N=38 | 13%        | N=33  | 100%  | N=253 |
| Fitness opportunities (including exercise classes and paths or trails, etc.)           | 33%       | N=84  | 40%  | N=101 | 19%  | N=47 | 1%   | N=1  | 8%         | N=20  | 100%  | N=254 |
| Recreational opportunities   | 25%       | N=65  | 31%  | N=79  | 32%  | N=82 | 4%   | N=11 | 7%         | N=18  | 100%  | N=256 |
| Availability of affordable quality food  | 28%       | N=72  | 50%  | N=128 | 20%  | N=50 | 2%   | N=5  | 0%         | N=1   | 100%  | N=257 |
| Availability of affordable quality health care   | 25%       | N=64  | 43%  | N=109 | 22%  | N=57 | 4%   | N=10 | 6%         | N=16  | 100%  | N=257 |
| Availability of preventive health services   | 22%       | N=55  | 35%  | N=89  | 28%  | N=71 | 3%   | N=9  | 13%        | N=32  | 100%  | N=255 |
| Availability of affordable quality mental health care                                  | 13%       | N=32  | 13%  | N=33  | 23%  | N=59 | 7%   | N=18 | 44%        | N=112 | 100%  | N=253 |

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                                | 13%       | N=34  | 24%  | N=61  | 15%  | N=37  | 4%   | N=11 | 43%        | N=109 | 100%  | N=252 |
| K-12 education   | 51%       | N=128 | 28%  | N=71  | 4%   | N=10  | 0%   | N=1  | 16%        | N=41  | 100%  | N=252 |
| Adult educational opportunities  | 27%       | N=69  | 39%  | N=99  | 13%  | N=33  | 0%   | N=1  | 21%        | N=53  | 100%  | N=254 |
| Opportunities to attend cultural/arts/music activities                                 | 18%       | N=46  | 37%  | N=95  | 26%  | N=65  | 5%   | N=12 | 14%        | N=36  | 100%  | N=253 |
| Opportunities to participate in religious or spiritual events and activities           | 29%       | N=73  | 37%  | N=93  | 16%  | N=41  | 5%   | N=13 | 13%        | N=34  | 100%  | N=254 |
| Employment opportunities   | 14%       | N=36  | 23%  | N=57  | 32%  | N=81  | 12%  | N=31 | 19%        | N=48  | 100%  | N=254 |
| Shopping opportunities   | 28%       | N=70  | 52%  | N=131 | 17%  | N=44  | 2%   | N=6  | 1%         | N=2   | 100%  | N=253 |
| Cost of living in Clovis   | 18%       | N=47  | 28%  | N=70  | 40%  | N=101 | 13%  | N=33 | 1%         | N=2   | 100%  | N=253 |
| Overall quality of business and service establishments in Clovis                       | 24%       | N=61  | 51%  | N=128 | 23%  | N=57  | 1%   | N=2  | 2%         | N=4   | 100%  | N=251 |
| Vibrant downtown/commercial area   | 33%       | N=84  | 36%  | N=90  | 26%  | N=66  | 4%   | N=9  | 1%         | N=3   | 100%  | N=253 |
| Overall quality of new development in Clovis   | 25%       | N=62  | 43%  | N=110 | 24%  | N=60  | 3%   | N=7  | 6%         | N=14  | 100%  | N=254 |
| Opportunities to participate in social events and activities                           | 24%       | N=61  | 43%  | N=109 | 22%  | N=56  | 4%   | N=9  | 8%         | N=20  | 100%  | N=254 |
| Opportunities to volunteer   | 21%       | N=55  | 31%  | N=80  | 20%  | N=51  | 3%   | N=8  | 24%        | N=61  | 100%  | N=255 |
| Opportunities to participate in community matters                                      | 20%       | N=49  | 33%  | N=84  | 22%  | N=56  | 4%   | N=11 | 20%        | N=51  | 100%  | N=252 |
| Openness and acceptance of the community toward people of diverse backgrounds          | 18%       | N=44  | 35%  | N=90  | 22%  | N=56  | 16%  | N=40 | 10%        | N=24  | 100%  | N=254 |
| Neighborliness of residents in Clovis  | 28%       | N=70  | 35%  | N=89  | 26%  | N=66  | 8%   | N=21 | 2%         | N=5   | 100%  | N=251 |

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  | 1%  | N=2   | 99% | N=252 | 100%  | N=255 |
| Made efforts to make your home more energy efficient                                      | 16% | N=39  | 84% | N=215 | 100%  | N=254 |
| Observed a code violation or other hazard in Clovis (weeds, abandoned buildings, etc.)    | 42% | N=106 | 58% | N=144 | 100%  | N=250 |

## The National Citizen Survey™

| Please indicate whether or not you have done each of the following in the last 12 months.   | No  |       | Yes |       | Total |       |
|---|-----|-------|-----|-------|-------|-------|
| Household member was a victim of a crime in Clovis  | 90% | N=228 | 10% | N=25  | 100%  | N=253 |
| Reported a crime to the police in Clovis  | 76% | N=193 | 24% | N=62  | 100%  | N=256 |
| Stocked supplies in preparation for an emergency  | 73% | N=184 | 27% | N=69  | 100%  | N=253 |
| Campaigned or advocated for an issue, cause or candidate                                    | 81% | N=203 | 19% | N=48  | 100%  | N=251 |
| Contacted the City of Clovis (in-person, phone, email or web) for help or information       | 61% | N=156 | 39% | N=100 | 100%  | N=256 |
| Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion | 89% | N=228 | 11% | N=28  | 100%  | N=256 |

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  | 4%                     | N=11 | 16%               | N=41 | 28%                  | N=72  | 52%        | N=132 | 100%  | N=255 |
| Visited a neighborhood park or City park  | 13%                    | N=32 | 26%               | N=66 | 42%                  | N=105 | 20%        | N=50  | 100%  | N=254 |
| Used Clovis public libraries or their services  | 5%                     | N=12 | 18%               | N=45 | 31%                  | N=79  | 47%        | N=118 | 100%  | N=254 |
| Participated in religious or spiritual activities in Clovis   | 13%                    | N=33 | 21%               | N=54 | 17%                  | N=43  | 48%        | N=121 | 100%  | N=251 |
| Attended a City-sponsored event   | 3%                     | N=8  | 10%               | N=25 | 42%                  | N=107 | 45%        | N=113 | 100%  | N=253 |
| Used bus, rail, subway or other public transportation instead of driving  | 2%                     | N=5  | 3%                | N=7  | 4%                   | N=11  | 91%        | N=231 | 100%  | N=254 |
| Carpooled with other adults or children instead of driving alone  | 14%                    | N=34 | 16%               | N=39 | 19%                  | N=46  | 52%        | N=129 | 100%  | N=248 |
| Walked or biked instead of driving  | 11%                    | N=29 | 20%               | N=50 | 27%                  | N=69  | 42%        | N=106 | 100%  | N=253 |
| Volunteered your time to some group/activity in Clovis  | 6%                     | N=16 | 5%                | N=13 | 21%                  | N=53  | 67%        | N=170 | 100%  | N=253 |
| Participated in a club  | 3%                     | N=8  | 6%                | N=14 | 11%                  | N=28  | 80%        | N=201 | 100%  | N=252 |
| Talked to or visited with your immediate neighbors  | 38%                    | N=97 | 34%               | N=85 | 23%                  | N=58  | 5%         | N=13  | 100%  | N=253 |
| Done a favor for a neighbor   | 18%                    | N=45 | 30%               | N=76 | 38%                  | N=96  | 15%        | N=39  | 100%  | N=256 |

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 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   | 1%                     | N=2 | 2%                | N=5 | 16%                  | N=41 | 81%        | N=205 | 100%  | N=253 |

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  | 50%       | N=128 | 42%  | N=105 | 2%   | N=6  | 1%   | N=2  | 5%         | N=12 | 100%  | N=253 |
| Fire services  | 55%       | N=138 | 35%  | N=87  | 2%   | N=6  | 0%   | N=0  | 8%         | N=21 | 100%  | N=251 |
| Ambulance or emergency medical services                              | 51%       | N=128 | 30%  | N=76  | 3%   | N=6  | 0%   | N=0  | 17%        | N=42 | 100%  | N=252 |
| Crime prevention   | 38%       | N=96  | 38%  | N=95  | 12%  | N=31 | 1%   | N=3  | 10%        | N=26 | 100%  | N=251 |
| Fire prevention and education  | 30%       | N=75  | 40%  | N=100 | 10%  | N=25 | 0%   | N=0  | 20%        | N=51 | 100%  | N=250 |
| Traffic enforcement  | 29%       | N=73  | 41%  | N=103 | 16%  | N=41 | 6%   | N=15 | 7%         | N=18 | 100%  | N=249 |
| Street repair  | 23%       | N=58  | 38%  | N=95  | 28%  | N=70 | 9%   | N=23 | 2%         | N=6  | 100%  | N=251 |
| Street cleaning  | 41%       | N=104 | 38%  | N=95  | 15%  | N=38 | 3%   | N=8  | 3%         | N=7  | 100%  | N=252 |
| Street lighting  | 33%       | N=83  | 40%  | N=101 | 23%  | N=56 | 2%   | N=5  | 2%         | N=5  | 100%  | N=251 |
| Sidewalk maintenance   | 24%       | N=61  | 44%  | N=109 | 21%  | N=52 | 10%  | N=24 | 2%         | N=5  | 100%  | N=250 |
| Traffic signal timing  | 19%       | N=46  | 33%  | N=81  | 31%  | N=76 | 14%  | N=35 | 4%         | N=9  | 100%  | N=248 |

# The National Citizen Survey™

| Please rate the quality of each of the following services in Clovis:   | Excellent |       | Good |       | Fair |      | Poor |      | Don't know |       | Total |       |
|--|-----------|-------|------|-------|------|------|------|------|------------|-------|-------|-------|
| Bus or transit services  | 13%       | N=32  | 18%  | N=45  | 9%   | N=22 | 7%   | N=17 | 54%        | N=134 | 100%  | N=249 |
| Garbage collection   | 44%       | N=112 | 39%  | N=100 | 9%   | N=23 | 3%   | N=8  | 4%         | N=10  | 100%  | N=253 |
| Recycling  | 45%       | N=114 | 37%  | N=94  | 14%  | N=36 | 2%   | N=6  | 2%         | N=5   | 100%  | N=254 |
| Yard waste pick-up   | 43%       | N=108 | 35%  | N=88  | 10%  | N=26 | 2%   | N=6  | 9%         | N=23  | 100%  | N=251 |
| Storm drainage   | 30%       | N=76  | 35%  | N=88  | 23%  | N=59 | 7%   | N=17 | 5%         | N=12  | 100%  | N=251 |
| Drinking water   | 25%       | N=63  | 28%  | N=69  | 28%  | N=71 | 12%  | N=30 | 6%         | N=16  | 100%  | N=250 |
| Sewer services   | 37%       | N=93  | 37%  | N=92  | 15%  | N=38 | 2%   | N=6  | 8%         | N=21  | 100%  | N=250 |
| Power (electric and/or gas) utility  | 30%       | N=76  | 41%  | N=103 | 23%  | N=58 | 3%   | N=8  | 2%         | N=5   | 100%  | N=251 |
| Utility billing  | 29%       | N=74  | 39%  | N=97  | 22%  | N=54 | 8%   | N=19 | 2%         | N=6   | 100%  | N=251 |
| City parks   | 33%       | N=84  | 44%  | N=112 | 14%  | N=36 | 1%   | N=1  | 8%         | N=19  | 100%  | N=253 |
| Recreation programs or classes   | 22%       | N=55  | 22%  | N=56  | 18%  | N=44 | 1%   | N=1  | 38%        | N=94  | 100%  | N=249 |
| Recreation centers or facilities   | 22%       | N=54  | 23%  | N=57  | 22%  | N=53 | 4%   | N=9  | 30%        | N=74  | 100%  | N=247 |
| Land use, planning and zoning  | 19%       | N=47  | 29%  | N=74  | 26%  | N=65 | 4%   | N=11 | 22%        | N=54  | 100%  | N=251 |
| Code enforcement (weeds, abandoned buildings, etc.)  | 18%       | N=44  | 28%  | N=69  | 30%  | N=75 | 9%   | N=23 | 16%        | N=40  | 100%  | N=251 |
| Animal control   | 24%       | N=60  | 39%  | N=97  | 19%  | N=47 | 4%   | N=9  | 15%        | N=37  | 100%  | N=249 |
| Economic development   | 20%       | N=49  | 31%  | N=78  | 21%  | N=53 | 2%   | N=5  | 26%        | N=64  | 100%  | N=248 |
| Health services  | 23%       | N=58  | 37%  | N=92  | 18%  | N=43 | 4%   | N=9  | 18%        | N=45  | 100%  | N=247 |
| Public library services  | 32%       | N=79  | 39%  | N=98  | 8%   | N=19 | 0%   | N=0  | 21%        | N=53  | 100%  | N=250 |
| Public information services  | 26%       | N=65  | 31%  | N=77  | 18%  | N=44 | 3%   | N=8  | 22%        | N=55  | 100%  | N=249 |
| Cable television   | 20%       | N=49  | 33%  | N=84  | 23%  | N=57 | 5%   | N=13 | 19%        | N=49  | 100%  | N=253 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 13%       | N=33  | 22%  | N=54  | 21%  | N=52 | 5%   | N=12 | 39%        | N=98  | 100%  | N=249 |
| Preservation of natural areas such as open space, farmlands and greenbelts                                       | 16%       | N=39  | 30%  | N=75  | 19%  | N=47 | 9%   | N=24 | 26%        | N=66  | 100%  | N=251 |
| Clovis open space  | 18%       | N=46  | 27%  | N=67  | 22%  | N=55 | 11%  | N=26 | 22%        | N=56  | 100%  | N=251 |
| City-sponsored special events  | 28%       | N=71  | 35%  | N=88  | 18%  | N=44 | 1%   | N=3  | 17%        | N=44  | 100%  | N=249 |
| Overall customer service by Clovis employees (police, receptionists, planners, etc.)                             | 32%       | N=80  | 40%  | N=100 | 16%  | N=40 | 1%   | N=2  | 11%        | N=27  | 100%  | N=249 |

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   | 37%       | N=94 | 46%  | N=115 | 14%  | N=36 | 1%   | N=2  | 2%         | N=6  | 100%  | N=253 |
| The Federal Government   | 10%       | N=25 | 28%  | N=70  | 28%  | N=71 | 24%  | N=60 | 10%        | N=26 | 100%  | N=251 |
| The State Government   | 10%       | N=25 | 25%  | N=61  | 28%  | N=71 | 29%  | N=72 | 8%         | N=20 | 100%  | N=249 |
| Fresno County Government   | 10%       | N=26 | 35%  | N=87  | 31%  | N=77 | 14%  | N=34 | 10%        | N=26 | 100%  | N=251 |

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                     | 18%       | N=43 | 36%  | N=90  | 30%  | N=75 | 9%   | N=21 | 7%         | N=18 | 100%  | N=247 |
| The overall direction that Clovis is taking                            | 19%       | N=47 | 52%  | N=130 | 22%  | N=54 | 1%   | N=4  | 6%         | N=16 | 100%  | N=252 |
| The job Clovis government does at welcoming citizen involvement        | 13%       | N=34 | 33%  | N=83  | 25%  | N=63 | 10%  | N=24 | 19%        | N=47 | 100%  | N=251 |
| Overall confidence in Clovis government                                | 20%       | N=51 | 44%  | N=109 | 24%  | N=61 | 5%   | N=12 | 7%         | N=18 | 100%  | N=251 |
| Generally acting in the best interest of the community                 | 21%       | N=53 | 43%  | N=108 | 22%  | N=56 | 6%   | N=15 | 7%         | N=18 | 100%  | N=250 |
| Being honest   | 22%       | N=56 | 36%  | N=90  | 23%  | N=58 | 6%   | N=15 | 12%        | N=30 | 100%  | N=248 |

# The National Citizen Survey™

| Please rate the following categories of Clovis government performance: | Excellent |      | Good |      | Fair |      | Poor |      | Don't know |      | Total |       |
|--|-----------|------|------|------|------|------|------|------|------------|------|-------|-------|
| Treating all residents fairly  | 24%       | N=58 | 35%  | N=87 | 22%  | N=55 | 9%   | N=23 | 10%        | N=25 | 100%  | N=248 |

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   | 71%       | N=182 | 23%            | N=60  | 5%                 | N=13 | 0%                   | N=0 | 100%  | N=255 |
| Overall ease of getting to the places you usually have to visit   | 37%       | N=92  | 46%            | N=115 | 17%                | N=42 | 0%                   | N=0 | 100%  | N=249 |
| Quality of overall natural environment in Clovis  | 37%       | N=94  | 55%            | N=138 | 8%                 | N=20 | 0%                   | N=1 | 100%  | N=253 |
| Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)                             | 37%       | N=94  | 48%            | N=121 | 14%                | N=35 | 2%                   | N=4 | 100%  | N=254 |
| Health and wellness opportunities in Clovis   | 40%       | N=101 | 43%            | N=109 | 14%                | N=35 | 3%                   | N=7 | 100%  | N=252 |
| Overall opportunities for education and enrichment  | 52%       | N=131 | 37%            | N=93  | 9%                 | N=22 | 3%                   | N=6 | 100%  | N=252 |
| Overall economic health of Clovis   | 54%       | N=136 | 38%            | N=96  | 8%                 | N=19 | 1%                   | N=3 | 100%  | N=253 |
| Sense of community  | 47%       | N=119 | 38%            | N=96  | 13%                | N=32 | 2%                   | N=5 | 100%  | N=253 |

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)  | 80%       | N=203 | 18%            | N=45  | 2%                 | N=5  | 1%                   | N=2  | 100%  | N=255 |
| Parks/trails   | 32%       | N=82  | 44%            | N=111 | 21%                | N=54 | 3%                   | N=7  | 100%  | N=253 |
| Street repair and maintenance  | 51%       | N=130 | 41%            | N=104 | 8%                 | N=20 | 0%                   | N=0  | 100%  | N=254 |
| Senior services  | 33%       | N=84  | 42%            | N=106 | 22%                | N=55 | 3%                   | N=8  | 100%  | N=253 |
| Affordable housing   | 42%       | N=107 | 30%            | N=75  | 23%                | N=59 | 5%                   | N=12 | 100%  | N=253 |
| Land use planning  | 41%       | N=103 | 37%            | N=92  | 21%                | N=52 | 2%                   | N=4  | 100%  | N=251 |
| Public transportation  | 24%       | N=62  | 34%            | N=85  | 34%                | N=87 | 7%                   | N=18 | 100%  | N=253 |
| Recreation   | 27%       | N=69  | 37%            | N=94  | 32%                | N=80 | 4%                   | N=10 | 100%  | N=253 |
| Economic development   | 52%       | N=132 | 29%            | N=74  | 16%                | N=40 | 2%                   | N=5  | 100%  | N=251 |

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  | 21%     | N=49   |
| Clovis, in my home  | 4%      | N=9    |
| Fresno  | 45%     | N=106  |
| Other   | 11%     | N=25   |
| Not employed for pay  | 20%     | N=47   |
| Total   | 100%    | N=237  |

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   | 37%       | N=93 | 32%            | N=80  | 27%                | N=68 | 3%                   | N=8 | 1%         | N=2 | 100%  | N=251 |
| Retail  | 38%       | N=96 | 41%            | N=102 | 18%                | N=46 | 2%                   | N=5 | 1%         | N=2 | 100%  | N=252 |
| Professional services   | 31%       | N=79 | 47%            | N=119 | 19%                | N=49 | 0%                   | N=1 | 2%         | N=4 | 100%  | N=252 |
| Recreation  | 24%       | N=60 | 48%            | N=120 | 25%                | N=61 | 2%                   | N=4 | 2%         | N=5 | 100%  | N=250 |



# The National Citizen Survey™

| 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 |       |
|---|-----------|-------|----------------|------|--------------------|------|----------------------|------|------------|-----|-------|-------|
| Manufacturing   | 26%       | N=64  | 27%            | N=67 | 35%                | N=88 | 10%                  | N=24 | 3%         | N=7 | 100%  | N=251 |
| Industrial  | 21%       | N=53  | 31%            | N=77 | 33%                | N=83 | 11%                  | N=28 | 3%         | N=8 | 100%  | N=249 |
| Technology  | 40%       | N=101 | 37%            | N=94 | 17%                | N=42 | 4%                   | N=10 | 2%         | N=5 | 100%  | N=252 |
| Agricultural based businesses   | 33%       | N=84  | 32%            | N=79 | 28%                | N=69 | 4%                   | N=10 | 3%         | N=8 | 100%  | N=251 |

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   | 13%              | N=34 | 40%             | N=101 | 26%             | N=67 | 20%             | N=52  | 0%             | N=0   | 100%  | N=255 |
| In the City of Fresno   | 3%               | N=6  | 4%              | N=9   | 18%             | N=41 | 64%             | N=150 | 12%            | N=28  | 100%  | N=233 |
| On the Internet   | 2%               | N=5  | 8%              | N=18  | 22%             | N=49 | 37%             | N=82  | 30%            | N=65  | 100%  | N=219 |
| Other   | 2%               | N=3  | 1%              | N=1   | 3%              | N=6  | 17%             | N=30  | 77%            | N=135 | 100%  | N=175 |

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  | 2%    | N=6  | 1%     | N=3  | 11%       | N=29  | 15%     | N=40  | 70%    | N=179 | 100%  | N=257 |
| Purchase goods or services from a business located in Clovis                                   | 0%    | N=1  | 0%     | N=0  | 20%       | N=52  | 59%     | N=151 | 20%    | N=52  | 100%  | N=256 |
| Eat at least 5 portions of fruits and vegetables a day   | 3%    | N=9  | 10%    | N=27 | 41%       | N=105 | 33%     | N=83  | 12%    | N=31  | 100%  | N=254 |
| Participate in moderate or vigorous physical activity  | 2%    | N=5  | 21%    | N=54 | 31%       | N=78  | 24%     | N=62  | 22%    | N=56  | 100%  | N=254 |
| Read or watch local news (via television, paper, computer, etc.)                               | 1%    | N=2  | 14%    | N=35 | 14%       | N=36  | 34%     | N=87  | 38%    | N=96  | 100%  | N=255 |
| Vote in local elections  | 9%    | N=24 | 5%     | N=13 | 6%        | N=16  | 19%     | N=49  | 60%    | N=153 | 100%  | N=255 |

Table 53: Question D2

| Would you say that in general your health is: | Percent | Number |
|---|---------|--------|
| Excellent                                     | 16%     | N=40   |
| Very good                                     | 43%     | N=112  |
| Good  | 34%     | N=89   |
| Fair  | 6%      | N=15   |
| Poor  | 1%      | N=3    |
| Total   | 100%    | N=258  |

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  | 10%     | N=24   |
| Somewhat positive  | 26%     | N=67   |
| Neutral  | 52%     | N=131  |
| Somewhat negative  | 10%     | N=26   |
| Very negative  | 2%      | N=5    |
| Total  | 100%    | N=253  |

The National Citizen Survey™

Table 55: Question D4

| What is your employment status?       | Percent | Number |
|---------------------------------------|---------|--------|
| Working full time for pay             | 61%     | N=156  |
| Working part time for pay             | 12%     | N=30   |
| Unemployed, looking for paid work     | 5%      | N=12   |
| Unemployed, not looking for paid work | 4%      | N=10   |
| Fully retired                         | 19%     | N=49   |
| Total                                 | 100%    | N=257  |

Table 56: Question D5

| Do you work inside the boundaries of Clovis? | Percent | Number |
|--|---------|--------|
| Yes, outside the home                        | 23%     | N=56   |
| Yes, from home                               | 9%      | N=22   |
| No   | 68%     | N=165  |
| Total  | 100%    | N=242  |

Table 57: Question D6

| How many years have you lived in Clovis? | Percent | Number |
|--|---------|--------|
| Less than 2 years                        | 12%     | N=30   |
| 2 to 5 years                             | 20%     | N=53   |
| 6 to 10 years                            | 17%     | N=45   |
| 11 to 20 years                           | 24%     | N=61   |
| More than 20 years                       | 27%     | N=69   |
| Total                                    | 100%    | N=258  |

Table 58: Question D7

| Which best describes the building you live in?                               | Percent | Number |
|--|---------|--------|
| One family house detached from any other houses                              | 66%     | N=171  |
| Building with two or more homes (duplex, townhome, apartment or condominium) | 31%     | N=80   |
| Mobile home  | 3%      | N=7    |
| Other  | 0%      | N=1    |
| Total  | 100%    | N=258  |

Table 59: Question D8

| Is this house, apartment or mobile home... | Percent | Number |
|--|---------|--------|
| Rented                                     | 41%     | N=107  |
| Owned                                      | 59%     | N=152  |
| Total                                      | 100%    | N=258  |

# The National Citizen Survey™

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   | 3%      | N=6    |
| \$300 to \$599 per month  | 7%      | N=17   |
| \$600 to \$999 per month  | 27%     | N=67   |
| \$1,000 to \$1,499 per month  | 29%     | N=73   |
| \$1,500 to \$2,499 per month  | 25%     | N=62   |
| \$2,500 or more per month   | 10%     | N=24   |
| Total   | 100%    | N=250  |

Table 61: Question D10

| Do any children 17 or under live in your household? | Percent | Number |
|---|---------|--------|
| No  | 54%     | N=140  |
| Yes   | 46%     | N=118  |
| Total   | 100%    | N=258  |

Table 62: Question D11

| Are you or any other members of your household aged 65 or older? | Percent | Number |
|--|---------|--------|
| No   | 75%     | N=192  |
| Yes  | 25%     | N=65   |
| Total  | 100%    | N=258  |

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   | 16%     | N=38   |
| \$25,000 to \$49,999   | 16%     | N=38   |
| \$50,000 to \$99,999   | 30%     | N=72   |
| \$100,000 to \$149,999   | 22%     | N=52   |
| \$150,000 or more  | 16%     | N=38   |
| Total  | 100%    | N=239  |

Table 64: Question D13

| Are you Spanish, Hispanic or Latino?                     | Percent | Number |
|--|---------|--------|
| No, not Spanish, Hispanic or Latino                      | 76%     | N=191  |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 24%     | N=61   |
| Total  | 100%    | N=252  |

# The National Citizen Survey™

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   | 4%      | N=10   |
| Asian, Asian Indian or Pacific Islander   | 8%      | N=20   |
| Black or African American   | 3%      | N=7    |
| White   | 77%     | N=196  |
| Other   | 17%     | N=43   |

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                 | 25%     | N=63   |
| 35 to 44 years                 | 15%     | N=39   |
| 45 to 54 years                 | 23%     | N=58   |
| 55 to 64 years                 | 9%      | N=23   |
| 65 to 74 years                 | 14%     | N=35   |
| 75 years or older              | 10%     | N=25   |
| Total                          | 100%    | N=255  |

Table 67: Question D16

| What is your sex? | Percent | Number |
|-------------------|---------|--------|
| Female            | 56%     | N=142  |
| Male              | 44%     | N=110  |
| Total             | 100%    | N=253  |

Table 68: Question D17

| Do you consider a cell phone or landline your primary telephone number? | Percent | Number |
|---|---------|--------|
| Cell  | 79%     | N=203  |
| Land line   | 10%     | N=26   |
| Both  | 10%     | N=26   |
| Total   | 100%    | N=255  |

## 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 (Western communities with populations 60,000 to 130,000 and median household income \$85,000 or less).

### 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," 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 | 89%              | 84   | 447                                 | Similar                 |
| Overall image or reputation of Clovis | 91%              | 30   | 338                                 | Higher                  |
| Clovis as a place to live             | 95%              | 75   | 383                                 | Similar                 |
| Your neighborhood as a place to live  | 87%              | 121  | 303                                 | Similar                 |
| Clovis as a place to raise children   | 89%              | 64   | 374                                 | Higher                  |
| Clovis as a place to retire           | 74%              | 45   | 349                                 | Higher                  |
| Overall appearance of Clovis          | 83%              | 89   | 350                                 | 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   | 91%              | 89   | 322                                 | Similar                 |
|                         | In your neighborhood during the day   | 96%              | 154  | 346                                 | Similar                 |
|                         | In Clovis' downtown/commercial area during the day  | 94%              | 106  | 303                                 | Similar                 |
| Mobility                | Overall ease of getting to the places you usually have to visit   | 80%              | 28   | 230                                 | Higher                  |
|                         | Availability of paths and walking trails  | 88%              | 18   | 303                                 | Higher                  |
|                         | Ease of walking in Clovis   | 84%              | 43   | 291                                 | Higher                  |
|                         | Ease of travel by bicycle in Clovis   | 71%              | 37   | 294                                 | Higher                  |
|                         | Ease of travel by public transportation in Clovis   | 54%              | 43   | 194                                 | Similar                 |
|                         | Ease of travel by car in Clovis   | 80%              | 49   | 293                                 | Similar                 |
|                         | Ease of public parking  | 60%              | 65   | 192                                 | Similar                 |
|                         | Traffic flow on major streets   | 70%              | 40   | 336                                 | Higher                  |
|                         | Quality of overall natural environment in Clovis  | 80%              | 104  | 267                                 | Similar                 |
|                         | Cleanliness of Clovis   | 78%              | 123  | 274                                 | Similar                 |
| Natural Environment     | Air quality   | 25%              | 231  | 232                                 | Much lower              |
| Built Environment       | Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems) | 79%              | 22   | 219                                 | Higher                  |
|                         | Overall quality of new development in Clovis  | 72%              | 24   | 278                                 | Higher                  |
|                         | Availability of affordable quality housing  | 51%              | 81   | 293                                 | Similar                 |
|                         | Variety of housing options  | 63%              | 63   | 269                                 | Similar                 |
|                         | Public places where people want to spend time   | 78%              | 49   | 211                                 | Similar                 |
| Economy                 | Overall economic health of Clovis   | 80%              | 49   | 225                                 | Higher                  |
|                         | Vibrant downtown/commercial area  | 70%              | 31   | 203                                 | Higher                  |
|                         | Overall quality of business and service establishments in Clovis  | 76%              | 29   | 261                                 | Higher                  |
|                         | Cost of living in Clovis  | 47%              | 67   | 222                                 | Similar                 |
|                         | Shopping opportunities  | 80%              | 37   | 284                                 | Higher                  |
|                         | Employment opportunities  | 45%              | 77   | 302                                 | Similar                 |
|                         | Clovis as a place to visit  | 68%              | 87   | 239                                 | Similar                 |
|                         | Clovis as a place to work   | 73%              | 45   | 350                                 | Higher                  |
|                         | Health and wellness opportunities in Clovis   | 79%              | 66   | 220                                 | Similar                 |
|                         | Availability of affordable quality mental health care   | 46%              | 57   | 191                                 | Similar                 |
| Recreation and Wellness | Availability of preventive health services  | 64%              | 84   | 222                                 | Similar                 |
|                         | Availability of affordable quality health care  | 72%              | 58   | 249                                 | Similar                 |
|                         | Availability of affordable quality food   | 78%              | 27   | 225                                 | Similar                 |
|                         | Recreational opportunities  | 61%              | 143  | 289                                 | Similar                 |
|                         | Fitness opportunities (including exercise classes and paths or trails, etc.)                                  | 79%              | 39   | 210                                 | Similar                 |

## The National Citizen Survey™

|                          |   | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--------------------------|---|------------------|------|-------------------------------------|-------------------------|
| Education and Enrichment | Overall opportunities for education and enrichment                            | 80%              | 48   | 221                                 | Higher                  |
|                          | Opportunities to participate in religious or spiritual events and activities  | 75%              | 103  | 192                                 | Similar                 |
|                          | Opportunities to attend cultural/arts/music activities                        | 65%              | 107  | 288                                 | Similar                 |
|                          | Adult educational opportunities   | 83%              | 8    | 197                                 | Higher                  |
|                          | K-12 education  | 95%              | 9    | 258                                 | Much higher             |
|                          | Availability of affordable quality child care/preschool                       | 66%              | 45   | 238                                 | Higher                  |
| Community Engagement     | Opportunities to participate in social events and activities                  | 72%              | 51   | 250                                 | Similar                 |
|                          | Neighborhoodness of Clovis  | 65%              | 63   | 214                                 | Similar                 |
|                          | Openness and acceptance of the community toward people of diverse backgrounds | 59%              | 187  | 282                                 | Similar                 |
|                          | Opportunities to participate in community matters                             | 66%              | 76   | 262                                 | Similar                 |
|                          | Opportunities to volunteer  | 69%              | 107  | 254                                 | Similar                 |

Table 71: Governance General

|  | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--|------------------|------|-------------------------------------|-------------------------|
| Services provided by the City of Clovis  | 85%              | 29   | 424                                 | Higher                  |
| Overall customer service by Clovis employees (police, receptionists, planners, etc.) | 81%              | 69   | 368                                 | Similar                 |
| Value of services for the taxes paid to Clovis                                       | 58%              | 97   | 393                                 | Similar                 |
| Overall direction that Clovis is taking  | 75%              | 17   | 308                                 | Higher                  |
| Job Clovis government does at welcoming citizen involvement                          | 57%              | 93   | 308                                 | Similar                 |
| Overall confidence in Clovis government  | 69%              | 13   | 223                                 | Higher                  |
| Generally acting in the best interest of the community                               | 69%              | 21   | 223                                 | Higher                  |
| Being honest   | 67%              | 27   | 216                                 | Similar                 |
| Treating all residents fairly  | 65%              | 36   | 221                                 | Similar                 |
| Services provided by the Federal Government  | 42%              | 107  | 238                                 | Similar                 |

Table 72: Governance by Facet

|                     |  | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---------------------|--|------------------|------|-------------------------------------|-------------------------|
| Safety              | Police/Sheriff services  | 96%              | 15   | 451                                 | Higher                  |
|                     | Fire services  | 97%              | 38   | 375                                 | Similar                 |
|                     | Ambulance or emergency medical services  | 97%              | 21   | 343                                 | Similar                 |
|                     | Crime prevention   | 85%              | 25   | 349                                 | Higher                  |
|                     | Fire prevention and education  | 88%              | 47   | 274                                 | Similar                 |
|                     | Animal control   | 74%              | 37   | 331                                 | Higher                  |
|                     | Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 58%              | 138  | 266                                 | Similar                 |
| Mobility            | Traffic enforcement  | 76%              | 32   | 364                                 | Higher                  |
|                     | Street repair  | 62%              | 51   | 387                                 | Higher                  |
|                     | Street cleaning  | 81%              | 6    | 313                                 | Higher                  |
|                     | Street lighting  | 75%              | 9    | 318                                 | Higher                  |
|                     | Sidewalk maintenance   | 69%              | 43   | 313                                 | Higher                  |
|                     | Traffic signal timing  | 53%              | 66   | 252                                 | Similar                 |
|                     | Bus or transit services  | 66%              | 43   | 215                                 | Higher                  |
| Natural Environment | Garbage collection   | 87%              | 66   | 351                                 | Similar                 |
|                     | Recycling  | 83%              | 63   | 351                                 | Similar                 |
|                     | Yard waste pick-up   | 86%              | 25   | 267                                 | Higher                  |

# The National Citizen Survey™

|                          |  | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--------------------------|--|------------------|------|-------------------------------------|-------------------------|
|                          | Drinking water   | 57%              | 214  | 314                                 | Similar                 |
|                          | Preservation of natural areas such as open space, farmlands and greenbelts | 62%              | 107  | 246                                 | Similar                 |
|                          | Clovis open space  | 58%              | 97   | 200                                 | Similar                 |
| Built Environment        | Storm drainage   | 68%              | 70   | 344                                 | Similar                 |
|                          | Sewer services   | 81%              | 37   | 316                                 | Similar                 |
|                          | Power (electric and/or gas) utility  | 73%              | 93   | 164                                 | Similar                 |
|                          | Utility billing  | 70%              | 68   | 193                                 | Similar                 |
|                          | Land use, planning and zoning  | 61%              | 21   | 295                                 | Higher                  |
|                          | Code enforcement (weeds, abandoned buildings, etc.)                        | 54%              | 111  | 379                                 | Similar                 |
|                          | Cable television   | 66%              | 12   | 193                                 | Higher                  |
|                          | Economic development   | 69%              | 23   | 276                                 | Higher                  |
| Recreation and Wellness  | City parks   | 84%              | 117  | 319                                 | Similar                 |
|                          | Recreation programs or classes   | 71%              | 89   | 315                                 | Similar                 |
|                          | Recreation centers or facilities   | 64%              | 123  | 266                                 | Similar                 |
| Education and Enrichment | Health services  | 74%              | 54   | 204                                 | Similar                 |
|                          | City-sponsored special events  | 77%              | 24   | 241                                 | Higher                  |
| Community Engagement     | Public library services  | 90%              | 105  | 335                                 | Similar                 |
|                          | Public information services  | 73%              | 42   | 273                                 | Similar                 |

Table 73: Participation General

|   | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|------------------|------|-------------------------------------|-------------------------|
| Sense of community  | 70%              | 70   | 303                                 | Similar                 |
| Recommend living in Clovis to someone who asks                            | 98%              | 4    | 274                                 | Higher                  |
| Remain in Clovis for the next five years                                  | 86%              | 96   | 265                                 | Similar                 |
| Contacted Clovis (in-person, phone, email or web) for help or information | 39%              | 238  | 307                                 | Similar                 |

Table 74: Participation by Facet

|                     |  | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---------------------|--|------------------|------|-------------------------------------|-------------------------|
| Safety              | Stocked supplies in preparation for an emergency                         | 27%              | 141  | 194                                 | Similar                 |
|                     | Did NOT report a crime to the police                                     | 76%              | 148  | 216                                 | Similar                 |
|                     | Household member was NOT a victim of a crime                             | 90%              | 118  | 263                                 | Similar                 |
| Mobility            | Used bus, rail, subway or other public transportation instead of driving | 9%               | 132  | 176                                 | Lower                   |
|                     | Carpooled with other adults or children instead of driving alone         | 48%              | 57   | 204                                 | Similar                 |
|                     | Walked or biked instead of driving                                       | 58%              | 90   | 212                                 | Similar                 |
| Natural Environment | Made efforts to conserve water   | 99%              | 1    | 200                                 | Higher                  |
|                     | Made efforts to make your home more energy efficient                     | 84%              | 5    | 200                                 | Similar                 |
|                     | Recycle at home  | 97%              | 42   | 246                                 | Higher                  |
| Built Environment   | Did NOT observe a code violation or other hazard in Clovis               | 42%              | 166  | 206                                 | Lower                   |
|                     | NOT experiencing housing costs stress                                    | 64%              | 170  | 244                                 | Similar                 |
| Economy             | Purchase goods or services from a business located in Clovis             | 100%             | 1    | 210                                 | Similar                 |
|                     | Economy will have positive impact on income                              | 36%              | 45   | 245                                 | Similar                 |



# The National Citizen Survey™

|                          |   | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--------------------------|---|------------------|------|-------------------------------------|-------------------------|
| Recreation and Wellness  | Work inside boundaries of Clovis  | 32%              | 132  | 211                                 | Similar                 |
|                          | Used Clovis recreation centers or their services  | 48%              | 192  | 225                                 | Similar                 |
|                          | Visited a neighborhood park or City park  | 80%              | 186  | 257                                 | Similar                 |
|                          | Eat at least 5 portions of fruits and vegetables a day                                      | 86%              | 56   | 202                                 | Similar                 |
|                          | Participate in moderate or vigorous physical activity                                       | 77%              | 192  | 206                                 | Similar                 |
|                          | In very good to excellent health  | 59%              | 140  | 206                                 | Similar                 |
| Education and Enrichment | Used Clovis public libraries or their services  | 53%              | 198  | 233                                 | Similar                 |
|                          | Participated in religious or spiritual activities in Clovis                                 | 52%              | 63   | 190                                 | Similar                 |
|                          | Attended City-sponsored event   | 55%              | 101  | 212                                 | Similar                 |
| Community Engagement     | Campaigned or advocated for an issue, cause or candidate                                    | 19%              | 142  | 193                                 | Similar                 |
|                          | Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion | 11%              | 196  | 209                                 | Similar                 |
|                          | Volunteered your time to some group/activity in Clovis                                      | 33%              | 175  | 252                                 | Similar                 |
|                          | Participated in a club  | 20%              | 179  | 227                                 | Similar                 |
|                          | Talked to or visited with your immediate neighbors  | 95%              | 41   | 206                                 | Similar                 |
|                          | Done a favor for a neighbor   | 85%              | 56   | 201                                 | Similar                 |
|                          | Attended a local public meeting   | 19%              | 155  | 252                                 | Similar                 |
|                          | Read or watch local news (via television, paper, computer, etc.)                            | 86%              | 115  | 211                                 | Similar                 |
|                          | Vote in local elections   | 86%              | 81   | 246                                 | 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  |
| Alexandria city, VA      | 139,966 |
| 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  |
| Arapahoe County, CO      | 572,003 |
| Arkansas City city, AR   | 366     |
| Arlington city, TX       | 365,438 |
| Arvada city, CO          | 106,433 |
| Asheville city, NC       | 83,393  |
| Ashland city, OR         | 20,078  |
| Ashland town, MA         | 16,593  |
| Ashland town, VA         | 7,225   |
| Aspen city, CO           | 6,658   |
| Athens-Clarke County, GA | 115,452 |
| Auburn city, AL          | 53,380  |
| Augusta CCD, GA          | 134,777 |

|                            |         |
|----------------------------|---------|
| Aurora city, CO            | 325,078 |
| Austin city, TX            | 790,390 |
| Avon town, CO              | 6,447   |
| Avon town, IN              | 12,446  |
| Avondale city, AZ          | 76,238  |
| Azusa city, CA             | 46,361  |
| 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  |
| Bay Village city, OH       | 15,651  |
| 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  |
| Benbrook city, TX          | 21,234  |
| Bend city, OR              | 76,639  |
| Bettendorf city, IA        | 33,217  |
| Billings city, MT          | 104,170 |
| Blaine city, MN            | 57,186  |
| Bloomfield Hills city, MI  | 3,869   |
| Bloomington city, IN       | 80,405  |
| Bloomington city, MN       | 82,893  |
| Blue Springs city, MO      | 52,575  |
| Boise City city, ID        | 205,671 |
| Bonner Springs city, KS    | 7,314   |

# The National Citizen Survey™

|                                   |         |                                   |           |
|-----------------------------------|---------|-----------------------------------|-----------|
| Boone County, KY .....            | 118,811 | Copperas Cove city, TX.....       | 32,032    |
| Boulder city, CO .....            | 97,385  | Coral Springs city, FL.....       | 121,096   |
| Bowling Green city, KY .....      | 58,067  | Coronado city, CA .....           | 18,912    |
| Bozeman city, MT .....            | 37,280  | Corvallis city, OR .....          | 54,462    |
| Brentwood city, MO.....           | 8,055   | Cottonwood Heights city, UT ..... | 33,433    |
| Brentwood city, TN .....          | 37,060  | Creve Coeur city, MO .....        | 17,833    |
| Brighton city, CO .....           | 33,352  | Cross Roads town, TX .....        | 1,563     |
| Brighton city, MI .....           | 7,444   | Dacono city, CO.....              | 4,152     |
| Bristol city, TN .....            | 26,702  | Dade City city, FL.....           | 6,437     |
| Broken Arrow city, OK .....       | 98,850  | Dakota County, MN .....           | 398,552   |
| Brookfield city, WI .....         | 37,920  | Dallas city, OR .....             | 14,583    |
| Brookline CDP, MA .....           | 58,732  | Dallas city, TX.....              | 1,197,816 |
| Brooklyn Center city, MN .....    | 30,104  | Danville city, KY.....            | 16,218    |
| Brooklyn city, OH.....            | 11,169  | Dardenne Prairie city, MO .....   | 11,494    |
| Broomfield city, CO .....         | 55,889  | Darien city, IL .....             | 22,086    |
| Brownsburg town, IN .....         | 21,285  | Davenport city, FL.....           | 2,888     |
| Buffalo Grove village, IL .....   | 41,496  | Davenport city, IA.....           | 99,685    |
| Burien city, WA.....              | 33,313  | Davidson town, NC.....            | 10,944    |
| Burleson city, TX.....            | 36,690  | Dayton city, OH .....             | 141,527   |
| Burlingame city, CA.....          | 28,806  | Dayton town, WY .....             | 757       |
| Cabarrus County, NC.....          | 178,011 | Decatur city, GA.....             | 19,335    |
| Cambridge city, MA.....           | 105,162 | Del Mar city, CA .....            | 4,161     |
| Cannon Beach city, OR.....        | 1,690   | DeLand city, FL.....              | 27,031    |
| Cañon City city, CO .....         | 16,400  | Delaware city, OH .....           | 34,753    |
| Canton city, SD.....              | 3,057   | Delray Beach city, FL.....        | 60,522    |
| Cape Coral city, FL.....          | 154,305 | Denison city, TX.....             | 22,682    |
| Cape Girardeau city, MO.....      | 37,941  | Denton city, TX.....              | 113,383   |
| Carlisle borough, PA .....        | 18,682  | Denver city, CO.....              | 600,158   |
| Carlsbad city, CA.....            | 105,328 | Derby city, KS.....               | 22,158    |
| Carroll city, IA.....             | 10,103  | Des Moines city, IA .....         | 203,433   |
| Cartersville city, GA.....        | 19,731  | Des Peres city, MO.....           | 8,373     |
| Cary town, NC .....               | 135,234 | Destin city, FL.....              | 12,305    |
| Castine town, ME .....            | 1,366   | Dothan city, AL .....             | 65,496    |
| Castle Pines North city, CO ..... | 10,360  | Douglas County, CO .....          | 285,465   |
| Castle Rock town, CO.....         | 48,231  | Dover city, NH .....              | 29,987    |
| Cedar Hill city, TX .....         | 45,028  | Dublin city, CA .....             | 46,036    |
| Cedar Rapids city, IA.....        | 126,326 | Dublin city, OH .....             | 41,751    |
| Celina city, TX.....              | 6,028   | Duluth city, MN.....              | 86,265    |
| Centennial city, CO.....          | 100,377 | Durham city, NC .....             | 228,330   |
| Chandler city, AZ .....           | 236,123 | Durham County, NC .....           | 267,587   |
| Chandler city, TX .....           | 2,734   | Eagan city, MN .....              | 64,206    |
| Chanhassen city, MN.....          | 22,952  | Eagle Mountain city, UT.....      | 21,415    |
| Chapel Hill town, NC .....        | 57,233  | Eagle town, CO .....              | 6,508     |
| Chardon city, OH .....            | 5,148   | East Grand Forks city, MN .....   | 8,601     |
| Charles County, MD .....          | 146,551 | East Lansing city, MI .....       | 48,579    |
| Charlotte city, NC.....           | 731,424 | Eau Claire city, WI .....         | 65,883    |
| Charlotte County, FL .....        | 159,978 | Eden Prairie city, MN.....        | 60,797    |
| Charlottesville city, VA.....     | 43,475  | Edgerton city, KS .....           | 1,671     |
| Chattanooga city, TN.....         | 167,674 | Edgewater city, CO .....          | 5,170     |
| Chautauqua town, NY .....         | 4,464   | Edina city, MN .....              | 47,941    |
| Chesterfield County, VA.....      | 316,236 | Edmond city, OK.....              | 81,405    |
| Citrus Heights city, CA.....      | 83,301  | Edmonds city, WA.....             | 39,709    |
| Clackamas County, OR .....        | 375,992 | El Cerrito city, CA .....         | 23,549    |
| Clarendon Hills village, IL ..... | 8,427   | El Dorado County, CA.....         | 181,058   |
| Clayton city, MO .....            | 15,939  | Elk Grove city, CA .....          | 153,015   |
| Clearwater city, FL .....         | 107,685 | Elko New Market city, MN .....    | 4,110     |
| Cleveland Heights city, OH .....  | 46,121  | Elmhurst city, IL.....            | 44,121    |
| Clinton city, SC .....            | 8,490   | Encinitas city, CA .....          | 59,518    |
| Clive city, IA .....              | 15,447  | Englewood city, CO.....           | 30,255    |
| Clovis city, CA.....              | 95,631  | Erie town, CO .....               | 18,135    |
| College Park city, MD .....       | 30,413  | Escambia County, FL.....          | 297,619   |
| College Station city, TX .....    | 93,857  | Estes Park town, CO.....          | 5,858     |
| Columbia city, MO.....            | 108,500 | Euclid city, OH.....              | 48,920    |
| Columbia city, SC.....            | 129,272 | Fairview town, TX .....           | 7,248     |
| Columbia Falls city, MT.....      | 4,688   | Farmersville city, TX.....        | 3,301     |
| Commerce City city, CO.....       | 45,913  | Farmington Hills city, MI.....    | 79,740    |
| Concord city, CA .....            | 122,067 | Fayetteville city, NC.....        | 200,564   |
| Concord town, MA.....             | 17,668  | Fernandina Beach city, FL.....    | 11,487    |
| Conshohocken borough, PA .....    | 7,833   | Fishers town, IN .....            | 76,794    |
| Coon Rapids city, MN .....        | 61,476  | Flagstaff city, AZ .....          | 65,870    |

# The National Citizen Survey™

|                                 |         |                                    |           |
|---------------------------------|---------|------------------------------------|-----------|
| Flower Mound town, TX.....      | 64,669  | Jackson County, MI.....            | 160,248   |
| Forest Grove city, OR.....      | 21,083  | James City County, VA.....         | 67,009    |
| Fort Collins city, CO.....      | 143,986 | Jefferson County, NY.....          | 116,229   |
| Fort Lauderdale city, FL.....   | 165,521 | Jefferson Parish, LA.....          | 432,552   |
| Fort Smith city, AR.....        | 86,209  | Johnson City city, TN.....         | 63,152    |
| Franklin city, TN.....          | 62,487  | Johnston city, IA.....             | 17,278    |
| Fremont city, CA.....           | 214,089 | Jupiter town, FL.....              | 55,156    |
| Friendswood city, TX.....       | 35,805  | Kalamazoo city, MI.....            | 74,262    |
| Fruita city, CO.....            | 12,646  | Kansas City city, KS.....          | 145,786   |
| Gahanna city, OH.....           | 33,248  | Kansas City city, MO.....          | 459,787   |
| Gaithersburg city, MD.....      | 59,933  | Keizer city, OR.....               | 36,478    |
| Galveston city, TX.....         | 47,743  | Kenmore city, WA.....              | 20,460    |
| Gardner city, KS.....           | 19,123  | Kennedale city, TX.....            | 6,763     |
| Georgetown city, TX.....        | 47,400  | Kennett Square borough, PA.....    | 6,072     |
| Germantown city, TN.....        | 38,844  | Kent city, WA.....                 | 92,411    |
| Gilbert town, AZ.....           | 208,453 | Kerrville city, TX.....            | 22,347    |
| Gillette city, WY.....          | 29,087  | Kettering city, OH.....            | 56,163    |
| Glen Ellyn village, IL.....     | 27,450  | Key West city, FL.....             | 24,649    |
| Glendora city, CA.....          | 50,073  | King City city, CA.....            | 12,874    |
| Glenview village, IL.....       | 44,692  | King County, WA.....               | 1,931,249 |
| Globe city, AZ.....             | 7,532   | Kirkland city, WA.....             | 48,787    |
| Golden city, CO.....            | 18,867  | Kirkwood city, MO.....             | 27,540    |
| Golden Valley city, MN.....     | 20,371  | Knoxville city, IA.....            | 7,313     |
| Goodyear city, AZ.....          | 65,275  | La Plata town, MD.....             | 8,753     |
| Grafton village, WI.....        | 11,459  | La Porte city, TX.....             | 33,800    |
| Grand Blanc city, MI.....       | 8,276   | La Vista city, NE.....             | 15,758    |
| Grants Pass city, OR.....       | 34,533  | Lafayette city, CO.....            | 24,453    |
| Grass Valley city, CA.....      | 12,860  | Laguna Beach city, CA.....         | 22,723    |
| Greeley city, CO.....           | 92,889  | Laguna Niguel city, CA.....        | 62,979    |
| Greenville city, NC.....        | 84,554  | Lake Forest city, IL.....          | 19,375    |
| Greenwich town, CT.....         | 61,171  | Lake in the Hills village, IL..... | 28,965    |
| Greenwood Village city, CO..... | 13,925  | Lake Stevens city, WA.....         | 28,069    |
| Greer city, SC.....             | 25,515  | Lake Worth city, FL.....           | 34,910    |
| Gunnison County, CO.....        | 15,324  | Lake Zurich village, IL.....       | 19,631    |
| Hailey city, ID.....            | 7,960   | Lakeville city, MN.....            | 55,954    |
| Haines Borough, AK.....         | 2,508   | Lakewood city, CO.....             | 142,980   |
| Haltom City city, TX.....       | 42,409  | Lakewood city, WA.....             | 58,163    |
| Hamilton city, OH.....          | 62,477  | Lane County, OR.....               | 351,715   |
| Hamilton town, MA.....          | 7,764   | Lansing city, MI.....              | 114,297   |
| Hanover County, VA.....         | 99,863  | Laramie city, WY.....              | 30,816    |
| Harrisburg city, SD.....        | 4,089   | Larimer County, CO.....            | 299,630   |
| Harrisonburg city, VA.....      | 48,914  | Las Cruces city, NM.....           | 97,618    |
| Harrisonville city, MO.....     | 10,019  | Las Vegas city, NM.....            | 13,753    |
| Hayward city, CA.....           | 144,186 | Las Vegas city, NV.....            | 583,756   |
| Henderson city, NV.....         | 257,729 | Lawrence city, KS.....             | 87,643    |
| Herndon town, VA.....           | 23,292  | Lawrenceville city, GA.....        | 28,546    |
| High Point city, NC.....        | 104,371 | Lee's Summit city, MO.....         | 91,364    |
| Highland Park city, IL.....     | 29,763  | Lehi city, UT.....                 | 47,407    |
| Highlands Ranch CDP, CO.....    | 96,713  | Lenexa city, KS.....               | 48,190    |
| Holland city, MI.....           | 33,051  | Lewis County, NY.....              | 27,087    |
| Homer Glen village, IL.....     | 24,220  | Lewiston city, ID.....             | 31,894    |
| Honolulu County, HI.....        | 953,207 | Lewisville city, TX.....           | 95,290    |
| Hooksett town, NH.....          | 13,451  | Lewisville town, NC.....           | 12,639    |
| Hopkins city, MN.....           | 17,591  | Libertyville village, IL.....      | 20,315    |
| Hopkinton town, MA.....         | 14,925  | Lincoln city, NE.....              | 258,379   |
| Hoquiam city, WA.....           | 8,726   | Lindsborg city, KS.....            | 3,458     |
| Horry County, SC.....           | 269,291 | Little Chute village, WI.....      | 10,449    |
| Howard village, WI.....         | 17,399  | Littleton city, CO.....            | 41,737    |
| Hudson city, OH.....            | 22,262  | Livermore city, CA.....            | 80,968    |
| Hudson town, CO.....            | 2,356   | Lombard village, IL.....           | 43,165    |
| Huntley village, IL.....        | 24,291  | Lone Tree city, CO.....            | 10,218    |
| Hurst city, TX.....             | 37,337  | Long Grove village, IL.....        | 8,043     |
| Hutchinson city, MN.....        | 14,178  | Longmont city, CO.....             | 86,270    |
| Hutto city, TX.....             | 14,698  | Longview city, TX.....             | 80,455    |
| Independence city, MO.....      | 116,830 | Lonsdale city, MN.....             | 3,674     |
| Indianola city, IA.....         | 14,782  | Los Alamos County, NM.....         | 17,950    |
| Indio city, CA.....             | 76,036  | Los Altos Hills town, CA.....      | 7,922     |
| Iowa City city, IA.....         | 67,862  | Louisville city, CO.....           | 18,376    |
| Irving city, TX.....            | 216,290 | Lower Merion township, PA.....     | 57,825    |
| Issaquah city, WA.....          | 30,434  | Lynchburg city, VA.....            | 75,568    |

# The National Citizen Survey™

|                                     |           |                                     |           |
|-------------------------------------|-----------|-------------------------------------|-----------|
| Lynnwood city, WA .....             | 35,836    | North Yarmouth town, ME .....       | 3,565     |
| Macomb County, MI .....             | 840,978   | Novato city, CA .....               | 51,904    |
| Manassas city, VA .....             | 37,821    | Novi city, MI .....                 | 55,224    |
| Manhattan Beach city, CA .....      | 35,135    | O'Fallon city, IL .....             | 28,281    |
| Manhattan city, KS .....            | 52,281    | O'Fallon city, MO .....             | 79,329    |
| Mankato city, MN .....              | 39,309    | Oak Park village, IL .....          | 51,878    |
| Maple Grove city, MN .....          | 61,567    | Oakland city, CA .....              | 390,724   |
| Maricopa County, AZ .....           | 3,817,117 | Oakley city, CA .....               | 35,432    |
| Marion city, IA .....               | 34,768    | Oklahoma City city, OK .....        | 579,999   |
| Marshfield city, WI .....           | 19,118    | Olathe city, KS .....               | 125,872   |
| Martinez city, CA .....             | 35,824    | Old Town city, ME .....             | 7,840     |
| Marysville city, WA .....           | 60,020    | Olmsted County, MN .....            | 144,248   |
| Matthews town, NC .....             | 27,198    | Olympia city, WA .....              | 46,478    |
| McAllen city, TX .....              | 129,877   | Orange village, OH .....            | 3,323     |
| McKinney city, TX .....             | 131,117   | Orland Park village, IL .....       | 56,767    |
| McMinnville city, OR .....          | 32,187    | Orleans Parish, LA .....            | 343,829   |
| Menlo Park city, CA .....           | 32,026    | Oshkosh city, WI .....              | 66,083    |
| Menomonee Falls village, WI .....   | 35,626    | Oshtemo charter township, MI .....  | 21,705    |
| Mercer Island city, WA .....        | 22,699    | Oswego village, IL .....            | 30,355    |
| Meridian charter township, MI ..... | 39,688    | Otsego County, MI .....             | 24,164    |
| Meridian city, ID .....             | 75,092    | Ottawa County, MI .....             | 263,801   |
| Merriam city, KS .....              | 11,003    | Paducah city, KY .....              | 25,024    |
| Mesa city, AZ .....                 | 439,041   | Palm Beach Gardens city, FL .....   | 48,452    |
| Mesa County, CO .....               | 146,723   | Palm Coast city, FL .....           | 75,180    |
| Miami Beach city, FL .....          | 87,779    | Palo Alto city, CA .....            | 64,403    |
| Miami city, FL .....                | 399,457   | Palos Verdes Estates city, CA ..... | 13,438    |
| Middleton city, WI .....            | 17,442    | Papillion city, NE .....            | 18,894    |
| Midland city, MI .....              | 41,863    | Paradise Valley town, AZ .....      | 12,820    |
| Milford city, DE .....              | 9,559     | Park City city, UT .....            | 7,558     |
| Milton city, GA .....               | 32,661    | Parker town, CO .....               | 45,297    |
| Minneapolis city, MN .....          | 382,578   | Parkland city, FL .....             | 23,962    |
| Missouri City city, TX .....        | 67,358    | Pasco city, WA .....                | 59,781    |
| Modesto city, CA .....              | 201,165   | Pasco County, FL .....              | 464,697   |
| Monterey city, CA .....             | 27,810    | Payette city, ID .....              | 7,433     |
| Montgomery city, MN .....           | 2,956     | Pearland city, TX .....             | 91,252    |
| Monticello city, UT .....           | 1,972     | Peoria city, AZ .....               | 154,065   |
| Montrose city, CO .....             | 19,132    | Peoria city, IL .....               | 115,007   |
| Monument town, CO .....             | 5,530     | Pflugerville city, TX .....         | 46,936    |
| Mooresville town, NC .....          | 32,711    | Phoenix city, AZ .....              | 1,445,632 |
| Moraga town, CA .....               | 16,016    | Pinehurst village, NC .....         | 13,124    |
| Morristown city, TN .....           | 29,137    | Piqua city, OH .....                | 20,522    |
| Morrisville town, NC .....          | 18,576    | Pitkin County, CO .....             | 17,148    |
| Morro Bay city, CA .....            | 10,234    | Plano city, TX .....                | 259,841   |
| Mountain Village town, CO .....     | 1,320     | Platte City city, MO .....          | 4,691     |
| Mountlake Terrace city, WA .....    | 19,909    | Pleasant Hill city, IA .....        | 8,785     |
| Murphy city, TX .....               | 17,708    | Pleasanton city, CA .....           | 70,285    |
| Naperville city, IL .....           | 141,853   | Plymouth city, MN .....             | 70,576    |
| Napoleon city, OH .....             | 8,749     | Polk County, IA .....               | 430,640   |
| Needham CDP, MA .....               | 28,886    | Pompano Beach city, FL .....        | 99,845    |
| Nevada City city, CA .....          | 3,068     | Port Orange city, FL .....          | 56,048    |
| Nevada County, CA .....             | 98,764    | Portland city, OR .....             | 583,776   |
| New Braunfels city, TX .....        | 57,740    | Post Falls city, ID .....           | 27,574    |
| New Brighton city, MN .....         | 21,456    | Powell city, OH .....               | 11,500    |
| New Hanover County, NC .....        | 202,667   | Prince William County, VA .....     | 402,002   |
| New Hope city, MN .....             | 20,339    | Prior Lake city, MN .....           | 22,796    |
| New Orleans city, LA .....          | 343,829   | Pueblo city, CO .....               | 106,595   |
| New Port Richey city, FL .....      | 14,911    | Purcellville town, VA .....         | 7,727     |
| New Smyrna Beach city, FL .....     | 22,464    | Queen Creek town, AZ .....          | 26,361    |
| New Ulm city, MN .....              | 13,522    | Raleigh city, NC .....              | 403,892   |
| Newberg city, OR .....              | 22,068    | Ramsey city, MN .....               | 23,668    |
| Newport city, RI .....              | 24,672    | Raymond town, ME .....              | 4,436     |
| Newport News city, VA .....         | 180,719   | Raymore city, MO .....              | 19,206    |
| Newton city, IA .....               | 15,254    | Redmond city, OR .....              | 26,215    |
| Noblesville city, IN .....          | 51,969    | Redmond city, WA .....              | 54,144    |
| Nogales city, AZ .....              | 20,837    | Reno city, NV .....                 | 225,221   |
| Norcross city, GA .....             | 9,116     | Reston CDP, VA .....                | 58,404    |
| Norfolk city, VA .....              | 242,803   | Richland city, WA .....             | 48,058    |
| North Mankato city, MN .....        | 13,394    | Richmond city, CA .....             | 103,701   |
| North Port city, FL .....           | 57,357    | Richmond Heights city, MO .....     | 8,603     |
| North Richland Hills city, TX ..... | 63,343    | Rio Rancho city, NM .....           | 87,521    |

# The National Citizen Survey™

|                                 |           |                                   |         |
|---------------------------------|-----------|-----------------------------------|---------|
| River Falls city, WI .....      | 15,000    | St. Cloud city, FL .....          | 35,183  |
| Riverside city, CA .....        | 303,871   | St. Cloud city, MN .....          | 65,842  |
| Riverside city, MO .....        | 2,937     | St. Joseph city, MO .....         | 76,780  |
| Roanoke city, VA .....          | 97,032    | St. Joseph town, WI .....         | 3,842   |
| Roanoke County, VA .....        | 92,376    | St. Louis County, MN .....        | 200,226 |
| Rochester Hills city, MI .....  | 70,995    | State College borough, PA .....   | 42,034  |
| Rock Hill city, SC .....        | 66,154    | Steamboat Springs city, CO .....  | 12,088  |
| Rockville city, MD .....        | 61,209    | Sterling Heights city, MI .....   | 129,699 |
| Roeland Park city, KS .....     | 6,731     | Sugar Grove village, IL .....     | 8,997   |
| Rogers city, MN .....           | 8,597     | Sugar Land city, TX .....         | 78,817  |
| Rohnert Park city, CA .....     | 40,971    | Suisun City city, CA .....        | 28,111  |
| Rolla city, MO .....            | 19,559    | Summit city, NJ .....             | 21,457  |
| Roselle village, IL .....       | 22,763    | Summit County, UT .....           | 36,324  |
| Rosemount city, MN .....        | 21,874    | Summit village, IL .....          | 11,054  |
| Rosenberg city, TX .....        | 30,618    | Sunnyvale city, CA .....          | 140,081 |
| Roseville city, MN .....        | 33,660    | Surprise city, AZ .....           | 117,517 |
| Round Rock city, TX .....       | 99,887    | Suwanee city, GA .....            | 15,355  |
| Royal Oak city, MI .....        | 57,236    | Tacoma city, WA .....             | 198,397 |
| Saco city, ME .....             | 18,482    | Takoma Park city, MD .....        | 16,715  |
| Sahuarita town, AZ .....        | 25,259    | Tamarac city, FL .....            | 60,427  |
| Salida city, CO .....           | 5,236     | Temecula city, CA .....           | 100,097 |
| Sammamish city, WA .....        | 45,780    | Tempe city, AZ .....              | 161,719 |
| San Anselmo town, CA .....      | 12,336    | Temple city, TX .....             | 66,102  |
| San Diego city, CA .....        | 1,307,402 | Texarkana city, TX .....          | 36,411  |
| San Francisco city, CA .....    | 805,235   | The Woodlands CDP, TX .....       | 93,847  |
| San Jose city, CA .....         | 945,942   | Thousand Oaks city, CA .....      | 126,683 |
| San Juan County, NM .....       | 130,044   | Tigard city, OR .....             | 48,035  |
| San Marcos city, CA .....       | 83,781    | Tracy city, CA .....              | 82,922  |
| San Marcos city, TX .....       | 44,894    | Trinidad CCD, CO .....            | 12,017  |
| San Rafael city, CA .....       | 57,713    | Tualatin city, OR .....           | 26,054  |
| Sanford city, FL .....          | 53,570    | Tulsa city, OK .....              | 391,906 |
| Sangamon County, IL .....       | 197,465   | Twin Falls city, ID .....         | 44,125  |
| Santa Clarita city, CA .....    | 176,320   | Tyler city, TX .....              | 96,900  |
| Santa Fe city, NM .....         | 67,947    | University Heights city, OH ..... | 13,539  |
| Santa Fe County, NM .....       | 144,170   | University Park city, TX .....    | 23,068  |
| Santa Monica city, CA .....     | 89,736    | Upper Arlington city, OH .....    | 33,771  |
| Sarasota County, FL .....       | 379,448   | Urbandale city, IA .....          | 39,463  |
| Savage city, MN .....           | 26,911    | Vail town, CO .....               | 5,305   |
| Schaumburg village, IL .....    | 74,227    | Vancouver city, WA .....          | 161,791 |
| Schertz city, TX .....          | 31,465    | Ventura CCD, CA .....             | 111,889 |
| Scott County, MN .....          | 129,928   | Vernon Hills village, IL .....    | 25,113  |
| Scottsdale city, AZ .....       | 217,385   | Vestavia Hills city, AL .....     | 34,033  |
| Seaside city, CA .....          | 33,025    | Victoria city, MN .....           | 7,345   |
| Sevierville city, TN .....      | 14,807    | Vienna town, VA .....             | 15,687  |
| Shakopee city, MN .....         | 37,076    | Virginia Beach city, VA .....     | 437,994 |
| Sharonville city, OH .....      | 13,560    | Walnut Creek city, CA .....       | 64,173  |
| Shawnee city, KS .....          | 62,209    | Washington County, MN .....       | 238,136 |
| Shawnee city, OK .....          | 29,857    | Washington town, NH .....         | 1,123   |
| Sherborn town, MA .....         | 4,119     | Washoe County, NV .....           | 421,407 |
| Shoreview city, MN .....        | 25,043    | Washougal city, WA .....          | 14,095  |
| Shorewood village, IL .....     | 15,615    | Wauwatosa city, WI .....          | 46,396  |
| Shorewood village, WI .....     | 13,162    | Waverly city, IA .....            | 9,874   |
| Sierra Vista city, AZ .....     | 43,888    | Weddington town, NC .....         | 9,459   |
| Silverton city, OR .....        | 9,222     | Wentzville city, MO .....         | 29,070  |
| Sioux Center city, IA .....     | 7,048     | West Carrollton city, OH .....    | 13,143  |
| Sioux Falls city, SD .....      | 153,888   | West Chester borough, PA .....    | 18,461  |
| Skokie village, IL .....        | 64,784    | West Des Moines city, IA .....    | 56,609  |
| Snellville city, GA .....       | 18,242    | Western Springs village, IL ..... | 12,975  |
| Snoqualmie city, WA .....       | 10,670    | Westerville city, OH .....        | 36,120  |
| Somerset town, MA .....         | 18,165    | Westlake town, TX .....           | 992     |
| South Jordan city, UT .....     | 50,418    | Westminster city, CO .....        | 106,114 |
| South Lake Tahoe city, CA ..... | 21,403    | Weston town, MA .....             | 11,261  |
| Southlake city, TX .....        | 26,575    | White House city, TN .....        | 10,255  |
| Spearfish city, SD .....        | 10,494    | Wichita city, KS .....            | 382,368 |
| Spring Hill city, KS .....      | 5,437     | Williamsburg city, VA .....       | 14,068  |
| Springboro city, OH .....       | 17,409    | Willowbrook village, IL .....     | 8,540   |
| Springfield city, MO .....      | 159,498   | Wilmington city, NC .....         | 106,476 |
| Springville city, UT .....      | 29,466    | Wilsonville city, OR .....        | 19,509  |
| St. Augustine city, FL .....    | 12,975    | Windsor town, CO .....            | 18,644  |
| St. Charles city, IL .....      | 32,974    | Windsor town, CT .....            | 29,044  |

## The National Citizen Survey™

Winnetka village, IL ..... 12,187  
 Winter Garden city, FL..... 34,568  
 Woodbury city, MN..... 61,961  
 Woodland city, CA..... 55,468  
 Wrentham town, MA ..... 10,955  
 Wyandotte County, KS ..... 157,505

Yakima city, WA..... 91,067  
 York County, VA..... 65,464  
 Yorktown town, IN..... 9,405  
 Yorkville city, IL ..... 16,921  
 Yountville city, CA ..... 2,933

## Western communities with populations 60,000 to 130,000 and median household income \$85,000 or less 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 | 89%              | 3    | 24                                  | Higher                  |
| Overall image or reputation of Clovis | 91%              | 1    | 19                                  | Much higher             |
| Clovis as a place to live             | 95%              | 2    | 24                                  | Higher                  |
| Your neighborhood as a place to live  | 87%              | 6    | 19                                  | Similar                 |
| Clovis as a place to raise children   | 89%              | 1    | 21                                  | Much higher             |
| Clovis as a place to retire           | 74%              | 4    | 21                                  | Higher                  |
| Overall appearance of Clovis          | 83%              | 4    | 17                                  | 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   | 91%              | 2    | 20                                  | Higher                  |
|                         | In your neighborhood during the day   | 96%              | 7    | 20                                  | Similar                 |
|                         | In Clovis' downtown/commercial area during the day  | 94%              | 2    | 18                                  | Higher                  |
| Mobility                | Overall ease of getting to the places you usually have to visit   | 80%              | 1    | 16                                  | Higher                  |
|                         | Availability of paths and walking trails  | 88%              | 2    | 20                                  | Much higher             |
|                         | Ease of walking in Clovis   | 84%              | 2    | 18                                  | Higher                  |
|                         | Ease of travel by bicycle in Clovis   | 71%              | 2    | 18                                  | Higher                  |
|                         | Ease of travel by public transportation in Clovis   | 54%              | 2    | 15                                  | Higher                  |
|                         | Ease of travel by car in Clovis   | 80%              | 2    | 18                                  | Higher                  |
|                         | Ease of public parking  | 60%              | 3    | 11                                  | Similar                 |
|                         | Traffic flow on major streets   | 70%              | 2    | 20                                  | Higher                  |
|                         | Quality of overall natural environment in Clovis  | 80%              | 6    | 17                                  | Similar                 |
| Natural Environment     | Cleanliness of Clovis   | 78%              | 5    | 18                                  | Higher                  |
|                         | Air quality   | 25%              | 17   | 17                                  | Much lower              |
| Built Environment       | Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems) | 79%              | 1    | 16                                  | Higher                  |
|                         | Overall quality of new development in Clovis  | 72%              | 1    | 16                                  | Higher                  |
|                         | Availability of affordable quality housing  | 51%              | 5    | 19                                  | Higher                  |
|                         | Variety of housing options  | 63%              | 3    | 17                                  | Higher                  |
|                         | Public places where people want to spend time   | 78%              | 3    | 15                                  | Higher                  |
| Economy                 | Overall economic health of Clovis   | 80%              | 3    | 16                                  | Much higher             |
|                         | Vibrant downtown/commercial area  | 70%              | 3    | 14                                  | Much higher             |
|                         | Overall quality of business and service establishments in Clovis  | 76%              | 3    | 16                                  | Higher                  |
|                         | Cost of living in Clovis  | 47%              | 6    | 15                                  | Similar                 |
|                         | Shopping opportunities  | 80%              | 3    | 18                                  | Higher                  |
|                         | Employment opportunities  | 45%              | 5    | 20                                  | Higher                  |
|                         | Clovis as a place to visit  | 68%              | 6    | 16                                  | Similar                 |
|                         | Clovis as a place to work   | 73%              | 3    | 22                                  | Much higher             |
|                         | Health and wellness opportunities in Clovis   | 79%              | 3    | 16                                  | Higher                  |
| Recreation and Wellness | Availability of affordable quality mental health care   | 46%              | 3    | 14                                  | Higher                  |
|                         | Availability of preventive health services  | 64%              | 5    | 15                                  | Similar                 |
|                         | Availability of affordable quality health care  | 72%              | 3    | 17                                  | Higher                  |

# The National Citizen Survey™

|                          |   | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--------------------------|---|------------------|------|-------------------------------------|-------------------------|
|                          | Availability of affordable quality food                                       | 78%              | 1    | 14                                  | Higher                  |
|                          | Recreational opportunities  | 61%              | 7    | 18                                  | Similar                 |
|                          | Fitness opportunities (including exercise classes and paths or trails, etc.)  | 79%              | 4    | 15                                  | Higher                  |
| Education and Enrichment | Overall opportunities for education and enrichment                            | 80%              | 2    | 16                                  | Higher                  |
|                          | Opportunities to participate in religious or spiritual events and activities  | 75%              | 5    | 11                                  | Similar                 |
|                          | Opportunities to attend cultural/arts/music activities                        | 65%              | 9    | 21                                  | Similar                 |
|                          | Adult educational opportunities   | 83%              | 2    | 14                                  | Much higher             |
|                          | K-12 education  | 95%              | 1    | 18                                  | Much higher             |
|                          | Availability of affordable quality child care/preschool                       | 66%              | 1    | 15                                  | Higher                  |
|                          | Opportunities to participate in social events and activities                  | 72%              | 5    | 17                                  | Higher                  |
| Community Engagement     | Neighborliness of Clovis  | 65%              | 2    | 16                                  | Similar                 |
|                          | Openness and acceptance of the community toward people of diverse backgrounds | 59%              | 12   | 17                                  | Similar                 |
|                          | Opportunities to participate in community matters                             | 66%              | 5    | 16                                  | Similar                 |
|                          | Opportunities to volunteer  | 69%              | 5    | 16                                  | Similar                 |

Table 77: Governance General

|  | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--|------------------|------|-------------------------------------|-------------------------|
| Services provided by the City of Clovis  | 85%              | 1    | 26                                  | Higher                  |
| Overall customer service by Clovis employees (police, receptionists, planners, etc.) | 81%              | 2    | 20                                  | Higher                  |
| Value of services for the taxes paid to Clovis                                       | 58%              | 3    | 20                                  | Higher                  |
| Overall direction that Clovis is taking  | 75%              | 2    | 20                                  | Higher                  |
| Job Clovis government does at welcoming citizen involvement                          | 57%              | 3    | 23                                  | Similar                 |
| Overall confidence in Clovis government  | 69%              | 1    | 16                                  | Higher                  |
| Generally acting in the best interest of the community                               | 69%              | 1    | 16                                  | Higher                  |
| Being honest   | 67%              | 1    | 15                                  | Higher                  |
| Treating all residents fairly  | 65%              | 1    | 16                                  | Higher                  |
| Services provided by the Federal Government  | 42%              | 7    | 15                                  | Similar                 |

Table 78: Governance by Facet

|          |  | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|----------|--|------------------|------|-------------------------------------|-------------------------|
| Safety   | Police/Sheriff services  | 96%              | 1    | 22                                  | Higher                  |
|          | Fire services  | 97%              | 2    | 20                                  | Higher                  |
|          | Ambulance or emergency medical services  | 97%              | 1    | 19                                  | Higher                  |
|          | Crime prevention   | 85%              | 1    | 19                                  | Much higher             |
|          | Fire prevention and education  | 88%              | 1    | 18                                  | Higher                  |
|          | Animal control   | 74%              | 1    | 20                                  | Higher                  |
|          | Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 58%              | 6    | 17                                  | Similar                 |
| Mobility | Traffic enforcement  | 76%              | 1    | 20                                  | Higher                  |
|          | Street repair  | 62%              | 4    | 23                                  | Higher                  |
|          | Street cleaning  | 81%              | 1    | 19                                  | Much higher             |
|          | Street lighting  | 75%              | 1    | 17                                  | Higher                  |
|          | Sidewalk maintenance   | 69%              | 3    | 17                                  | Higher                  |
|          | Traffic signal timing  | 53%              | 2    | 18                                  | Similar                 |

# The National Citizen Survey™

|                          |  | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--------------------------|--|------------------|------|-------------------------------------|-------------------------|
| Natural Environment      | Bus or transit services  | 66%              | 3    | 18                                  | Higher                  |
|                          | Garbage collection   | 87%              | 3    | 20                                  | Similar                 |
|                          | Recycling  | 83%              | 2    | 21                                  | Higher                  |
|                          | Yard waste pick-up   | 86%              | 1    | 15                                  | Higher                  |
|                          | Drinking water   | 57%              | 11   | 17                                  | Similar                 |
|                          | Preservation of natural areas such as open space, farmlands and greenbelts | 62%              | 5    | 16                                  | Similar                 |
|                          | Clovis open space  | 58%              | 4    | 13                                  | Similar                 |
| Built Environment        | Storm drainage   | 68%              | 2    | 17                                  | Higher                  |
|                          | Sewer services   | 81%              | 1    | 22                                  | Similar                 |
|                          | Power (electric and/or gas) utility  | 73%              | 4    | 10                                  | Similar                 |
|                          | Utility billing  | 70%              | 3    | 16                                  | Similar                 |
|                          | Land use, planning and zoning  | 61%              | 1    | 18                                  | Higher                  |
|                          | Code enforcement (weeds, abandoned buildings, etc.)                        | 54%              | 5    | 22                                  | Higher                  |
|                          | Cable television   | 66%              | 1    | 13                                  | Higher                  |
| Economy                  | Economic development   | 69%              | 1    | 18                                  | Much higher             |
| Recreation and Wellness  | City parks   | 84%              | 3    | 18                                  | Similar                 |
|                          | Recreation programs or classes   | 71%              | 5    | 22                                  | Similar                 |
|                          | Recreation centers or facilities   | 64%              | 6    | 18                                  | Similar                 |
|                          | Health services  | 74%              | 4    | 15                                  | Higher                  |
|                          | City-sponsored special events  | 77%              | 1    | 15                                  | Higher                  |
| Education and Enrichment | Public library services  | 90%              | 4    | 21                                  | Similar                 |
| Community Engagement     | Public information services  | 73%              | 1    | 17                                  | Higher                  |

Table 79: Participation General

|   | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|------------------|------|-------------------------------------|-------------------------|
| Sense of community  | 70%              | 2    | 20                                  | Higher                  |
| Recommend living in Clovis to someone who asks                            | 98%              | 1    | 16                                  | Higher                  |
| Remain in Clovis for the next five years                                  | 86%              | 5    | 17                                  | Similar                 |
| Contacted Clovis (in-person, phone, email or web) for help or information | 39%              | 16   | 20                                  | 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                         | 27%              | 11   | 14                                  | Similar                 |
|                     | Did NOT report a crime to the police                                     | 76%              | 6    | 16                                  | Similar                 |
|                     | Household member was NOT a victim of a crime                             | 90%              | 4    | 18                                  | Similar                 |
| Mobility            | Used bus, rail, subway or other public transportation instead of driving | 9%               | 12   | 15                                  | Lower                   |
|                     | Carpooled with other adults or children instead of driving alone         | 48%              | 9    | 15                                  | Similar                 |
|                     | Walked or biked instead of driving                                       | 58%              | 4    | 15                                  | Similar                 |
| Natural Environment | Made efforts to conserve water   | 99%              | 1    | 14                                  | Similar                 |
|                     | Made efforts to make your home more energy efficient                     | 84%              | 1    | 14                                  | Similar                 |
|                     | Recycle at home  | 97%              | 5    | 15                                  | Similar                 |
| Built Environment   | Did NOT observe a code violation or other hazard in Clovis               | 42%              | 7    | 15                                  | Similar                 |



# The National Citizen Survey™

|                          |   | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--------------------------|---|------------------|------|-------------------------------------|-------------------------|
|                          | NOT experiencing housing costs stress   | 64%              | 7    | 15                                  | Similar                 |
| Economy                  | Purchase goods or services from a business located in Clovis                                | 100%             | 1    | 15                                  | Similar                 |
|                          | Economy will have positive impact on income   | 36%              | 3    | 16                                  | Similar                 |
|                          | Work inside boundaries of Clovis  | 32%              | 11   | 15                                  | Lower                   |
|                          |   |                  |      |                                     |                         |
| Recreation and Wellness  | Used Clovis recreation centers or their services  | 48%              | 11   | 14                                  | Similar                 |
|                          | Visited a neighborhood park or City park  | 80%              | 11   | 15                                  | Similar                 |
|                          | Eat at least 5 portions of fruits and vegetables a day                                      | 86%              | 5    | 15                                  | Similar                 |
|                          | Participate in moderate or vigorous physical activity                                       | 77%              | 15   | 15                                  | Similar                 |
|                          | In very good to excellent health  | 59%              | 9    | 15                                  | Similar                 |
|                          |   |                  |      |                                     |                         |
|                          |   |                  |      |                                     |                         |
| Education and Enrichment | Used Clovis public libraries or their services  | 53%              | 11   | 15                                  | Similar                 |
|                          | Participated in religious or spiritual activities in Clovis                                 | 52%              | 3    | 10                                  | Similar                 |
|                          | Attended City-sponsored event   | 55%              | 6    | 15                                  | Similar                 |
| Community Engagement     | Campaigned or advocated for an issue, cause or candidate                                    | 19%              | 11   | 14                                  | Similar                 |
|                          | Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion | 11%              | 13   | 15                                  | Similar                 |
|                          | Volunteered your time to some group/activity in Clovis                                      | 33%              | 12   | 15                                  | Similar                 |
|                          | Participated in a club  | 20%              | 13   | 15                                  | Similar                 |
|                          | Talked to or visited with your immediate neighbors  | 95%              | 3    | 15                                  | Similar                 |
|                          | Done a favor for a neighbor   | 85%              | 3    | 15                                  | Similar                 |
|                          | Attended a local public meeting   | 19%              | 10   | 15                                  | Similar                 |
|                          | Read or watch local news (via television, paper, computer, etc.)                            | 86%              | 11   | 15                                  | Similar                 |
|                          | Vote in local elections   | 86%              | 8    | 15                                  | Similar                 |
|                          |   |                  |      |                                     |                         |

Communities included in Western communities with populations 60,000 to 130,000 and median household income \$85,000 or less comparisons

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

Arvada city, CO ..... 106,433  
 Avondale city, AZ ..... 76,238  
 Bellingham city, WA ..... 80,885  
 Bend city, OR ..... 76,639  
 Billings city, MT ..... 104,170  
 Boulder city, CO ..... 97,385  
 Citrus Heights city, CA ..... 83,301  
 Clovis city, CA ..... 95,631  
 Concord city, CA ..... 122,067  
 Flagstaff city, AZ ..... 65,870  
 Goodyear city, AZ ..... 65,275  
 Greeley city, CO ..... 92,889  
 Indio city, CA ..... 76,036  
 Kent city, WA ..... 92,411  
 Las Cruces city, NM ..... 97,618  
 Longmont city, CO ..... 86,270

Marysville city, WA ..... 60,020  
 Meridian city, ID ..... 75,092  
 Nevada County, CA ..... 98,764  
 Pueblo city, CO ..... 106,595  
 Richmond city, CA ..... 103,701  
 Rio Rancho city, NM ..... 87,521  
 San Marcos city, CA ..... 83,781  
 Santa Fe city, NM ..... 67,947  
 Santa Monica city, CA ..... 89,736  
 Surprise city, AZ ..... 117,517  
 Temecula city, CA ..... 100,097  
 Tracy city, CA ..... 82,922  
 Ventura CCD, CA ..... 111,889  
 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, Community and Economic Development Director of the City of Clovis at [andrewh@ci.clovis.ca.us](mailto:andrewh@ci.clovis.ca.us) 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."

### Selecting Survey Recipients

"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 from [Go-Dog Direct](#) 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 geographic subareas.

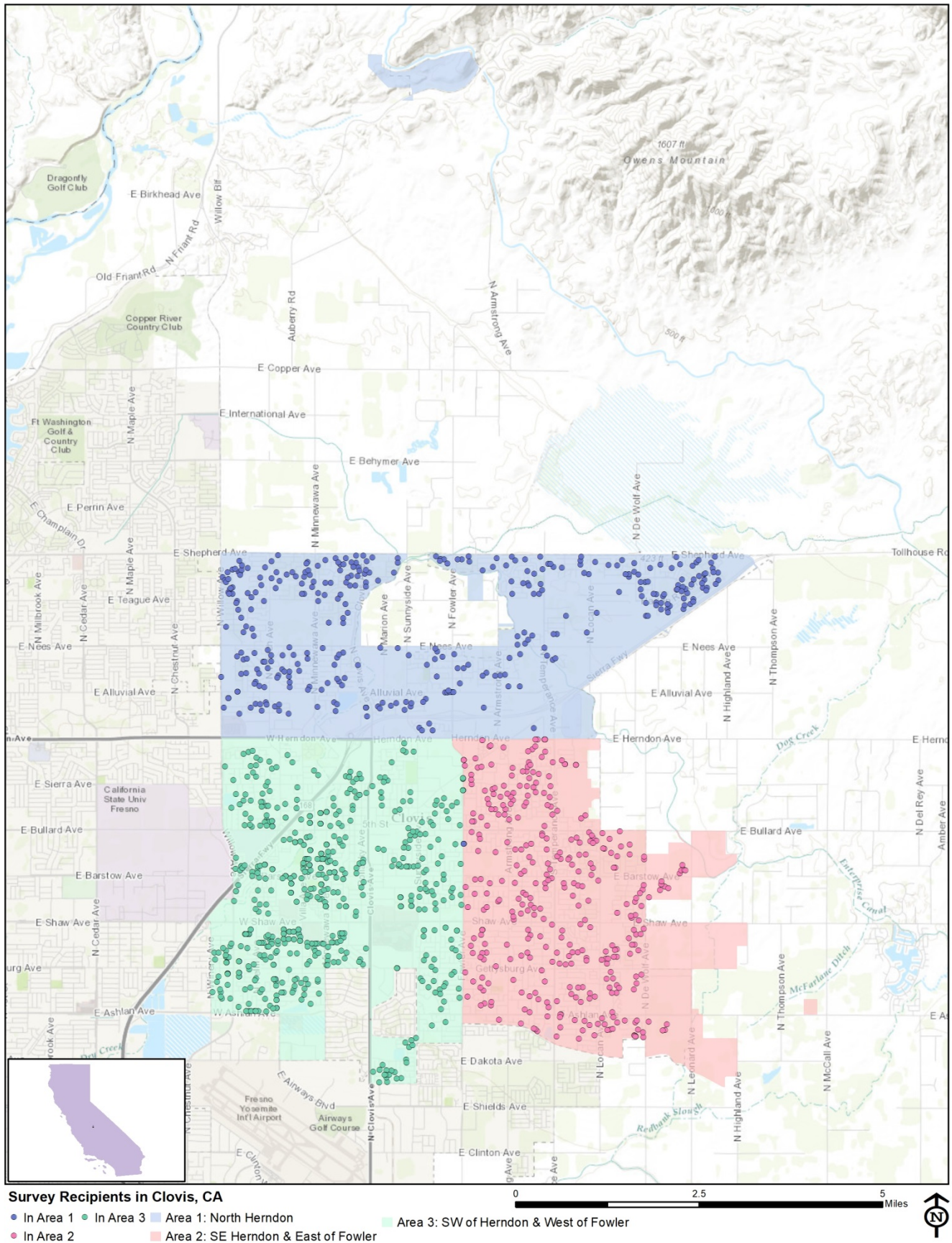
To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate 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 selected 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.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Clovis website. This opt-in survey was identical to the scientific survey and open to all City residents. (The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.)



Figure 1: Location of Survey Recipients



## Survey Administration and Response

Selected households received three mailings, one week apart, beginning on August 25, 2017. 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. The survey was available in English, Spanish and Hmong. Both cover letters contained paragraphs in English, Spanish and Hmong instructing participants to go online to take the survey in their language of preference. The City of Clovis chose to augment their administration of The NCS with several additional services, including demographic and geographic subgroup comparisons and custom benchmark comparisons. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on September 29, 2017 and remained open for two weeks.

About 2% of the 1,500 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 1,470 households that received the survey, 258 completed the survey, providing an overall response rate of 18%. Of the 258 completed surveys, 12 were completed online; all 12 online surveys were completed in English. Additionally, responses were tracked by geographic subarea; response rates by area ranged from 13% to 24%. The response rates were calculated using AAPOR's response rate #2<sup>1</sup> for mailed surveys of unnamed persons. Additionally, 41 residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 81: Survey Response Rates by Area

|   | Area 1 | Area 2 | Area 3 | Overall |
|---|--------|--------|--------|---------|
| Total sample used                               | 361    | 365    | 774    | 1,500   |
| I=Complete Interviews                           | 72     | 86     | 95     | 253     |
| P=Partial Interviews                            | 3      | 1      | 1      | 5       |
| R=Refusal and break off                         | 0      | 0      | 0      | 0       |
| NC=Non Contact                                  | 0      | 0      | 0      | 0       |
| O=Other   | 0      | 0      | 0      | 0       |
| UH=Unknown household                            | 0      | 0      | 0      | 0       |
| UO=Unknown other                                | 281    | 272    | 659    | 1,212   |
| Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO) | 21%    | 24%    | 13%    | 18%     |

## 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.<sup>2</sup>

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 all respondents (258 completed surveys).

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

<sup>1</sup> See AAPOR's Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

<sup>2</sup> 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.

## 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.

NRC used Qualtrics, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

## Survey Data Weighting

The demographic characteristics of the survey respondents 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 respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), race and ethnicity, and sex and age. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 82: Clovis, CA 2017 Weighting Table

| Characteristic                 | Population Norm | Unweighted Data | Weighted Data |
|--------------------------------|-----------------|-----------------|---------------|
| <b>Housing</b>                 |                 |                 |               |
| Rent home                      | 38%             | 28%             | 36%           |
| Own home                       | 62%             | 72%             | 64%           |
| Detached unit                  | 76%             | 79%             | 74%           |
| Attached unit                  | 24%             | 21%             | 26%           |
| <b>Race and Ethnicity</b>      |                 |                 |               |
| White                          | 74%             | 75%             | 73%           |
| Not white                      | 26%             | 25%             | 27%           |
| Not Hispanic                   | 77%             | 82%             | 78%           |
| Hispanic                       | 23%             | 18%             | 22%           |
| <b>Sex and Age</b>             |                 |                 |               |
| Female                         | 53%             | 63%             | 55%           |
| Male                           | 47%             | 37%             | 45%           |
| 18-34 years of age             | 32%             | 12%             | 29%           |
| 35-54 years of age             | 38%             | 24%             | 39%           |
| 55+ years of age               | 29%             | 64%             | 32%           |
| Females 18-34                  | 16%             | 9%              | 16%           |
| Females 35-54                  | 20%             | 16%             | 21%           |
| Females 55+                    | 16%             | 38%             | 18%           |
| Males 18-34                    | 16%             | 3%              | 13%           |
| Males 35-54                    | 18%             | 8%              | 18%           |
| Males 55+                      | 13%             | 26%             | 14%           |
| <b>Area</b>                    |                 |                 |               |
| North Herndon                  | 26%             | 29%             | 26%           |
| SE Herndon & East of Fowler    | 26%             | 34%             | 35%           |
| SW of Herndon & West of Fowler | 48%             | 37%             | 39%           |

## 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.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

## 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,

Estimado Residente de Clovis,

iNo 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.

iGracias por ayudar a crear una Ciudad mejor!

Atentamente,



Luke Serpa

City Manager/Administrador de la Ciudad/Tus Thawj Tswj Lub Nroog

Nyob Zoo Txog Tus Pej  
Xeem Nyob Clovis,

Nws yuav tsis siv koj lub  
sijhawm ntau li mam tsim  
tau tej qhov kev pab loj!

Koj tsev neeg tau raug  
xaiv los mus koom tes rau  
ib qho kev xam phaj hais  
txog koj tsoom zej thooj  
zos. Koj cov ntawv xam  
phaj yuav tuaj txog ob peb  
hnuv tom ntej no.

Ua tsaug uas koj pab tsim  
kom lub Zos zoo dua tuaj!

Los ntawm txoj kev hlub  
tshua,

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,

Estimado Residente de Clovis,

iNo 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.

iGracias por ayudar a crear una Ciudad mejor!

Atentamente,



Luke Serpa

City Manager/Administrador de la Ciudad/Tus Thawj Tswj Lub Nroog

Nyob Zoo Txog Tus Pej  
Xeem Nyob Clovis,

Nws yuav tsis siv koj lub  
sijhawm ntau li mam tsim  
tau tej qhov kev pab loj!

Koj tsev neeg tau raug  
xaiv los mus koom tes rau  
ib qho kev xam phaj hais  
txog koj tsoom zej thooj  
zos. Koj cov ntawv xam  
phaj yuav tuaj txog ob peb  
hnuv tom ntej no.

Ua tsaug uas koj pab tsim  
kom lub Zos zoo dua tuaj!

Los ntawm txoj kev hlub  
tshua,

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,

Estimado Residente de Clovis,

iNo 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.

iGracias por ayudar a crear una Ciudad mejor!

Atentamente,



Luke Serpa

City Manager/Administrador de la Ciudad/Tus Thawj Tswj Lub Nroog

Nyob Zoo Txog Tus Pej  
Xeem Nyob Clovis,

Nws yuav tsis siv koj lub  
sijhawm ntau li mam tsim  
tau tej qhov kev pab loj!

Koj tsev neeg tau raug  
xaiv los mus koom tes rau  
ib qho kev xam phaj hais  
txog koj tsoom zej thooj  
zos. Koj cov ntawv xam  
phaj yuav tuaj txog ob peb  
hnuv tom ntej no.

Ua tsaug uas koj pab tsim  
kom lub Zos zoo dua tuaj!

Los ntawm txoj kev hlub  
tshua,

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,

Estimado Residente de Clovis,

iNo 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.

iGracias por ayudar a crear una Ciudad mejor!

Atentamente,



Luke Serpa

City Manager/Administrador de la Ciudad/Tus Thawj Tswj Lub Nroog

Nyob Zoo Txog Tus Pej  
Xeem Nyob Clovis,

Nws yuav tsis siv koj lub  
sijhawm ntau li mam tsim  
tau tej qhov kev pab loj!

Koj tsev neeg tau raug  
xaiv los mus koom tes rau  
ib qho kev xam phaj hais  
txog koj tsoom zej thooj  
zos. Koj cov ntawv xam  
phaj yuav tuaj txog ob peb  
hnuv tom ntej no.

Ua tsaug uas koj pab tsim  
kom lub Zos zoo dua tuaj!

Los ntawm txoj kev hlub  
tshua,



City of Clovis  
1033 Fifth Street  
Clovis, CA 93612

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City of Clovis  
1033 Fifth Street  
Clovis, CA 93612

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City of Clovis  
1033 Fifth Street  
Clovis, CA 93612

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City of Clovis  
1033 Fifth Street  
Clovis, CA 93612

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City of Clovis  
1033 Fifth Street  
Clovis, CA 93612

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO.94



# CITY of CLOVIS

1033 FIFTH STREET • CLOVIS, CA 93612

September 2017

Dear City of Clovis Resident:

Please help us shape the future of Clovis! You have been selected at random to participate in the 2017 Clovis Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Clovis make decisions that affect our City.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

**[bit.ly/clovisca2017](http://bit.ly/clovisca2017)**

If you have any questions about the survey please call 559-324-2095.

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 2017.

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:**

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

**[bit.ly/clovisca2017](http://bit.ly/clovisca2017)**

Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al 559-324-2095.

¡Gracias por su tiempo y participación!

Atentamente,

Luke Serpa

City Manager/Administrador de la Ciudad/Tus Thawj Tswj Lub Nroog

Nyob Zoo Txog Lub Nroog Clovis Ib Tug Pej Xeem:

Thov pab peb tsim kho Clovis lub neej rau yav pem suab! Koj tau raug xaiv los mus koom tes rau hauv Pej Xeem Clovis Daim Ntawv Xam Phaj 2017.

Thov siv ob pab feeb los muab daim ntawv xam phaj uas muab xa nrog rau daim no sau rau kom tiav. Koj txoj kev koom tes rau daim ntawv xam phaj no yog ib yam tseem ceeb heev - tshwj xeeb vim hais tias koj tsev neeg tsuas yog ib tse ntawm tsawg tsawg tsev neeg uas tau raug xam phaj nkaus xwb. Koj cov lus teb yuav pab Clovis muaj kev txiav txim uas yuav los ntsig txog rau peb lub Nroog.

**Muaj ob peb yam koj yuav tau nco ntsoov txog:**

- **Koj cov lus teb yog ib co uas peb yuav txwv hlo tsis pub lwm tus paub txog.**
- Yuav kom peb hnov suab tawm los ntawm cov pej xeem uas nyias sib txawv nyias, cov laus muaj hnuv nyooog 18 xyoo los yog laus dua uas nyog rau hauv kev tsev neeg uas muaj lub hnuv yug tsis ntev tag los no yog cov uas yuav tsum muab daim ntawv xam phaj no ua kom tiav.
- **Koj muab daim ntawv xam phaj tso rau lub hnab ntawv tiv nqi xa ces muab xa tuaj, los yog koj mus rau hauv Internet mus muab daim ntawv xam phaj ua kom tiav los tau nyog rau ntawm:**

**[bit.ly/clovisca2017](http://bit.ly/clovisca2017)**

Yog tias koj muaj lus noog dabtsi txog daim ntawv xam phaj thov hu rau 559-324-2095.

Ua tsaug rau koj lub sijhawm thiab koj txoj kev koom tes!

Los ntawm txoj kev hlub tshua,



# CITY of CLOVIS

1033 FIFTH STREET • CLOVIS, CA 93612

September 2017

Dear City of Clovis Resident:

Here's a second chance if you haven't already responded to the 2017 Clovis Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

You have been selected at random to participate in the 2017 Clovis Citizen Survey. Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Clovis make decisions that affect our City.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

**[bit.ly/clovisca2017](http://bit.ly/clovisca2017)**

If you have any questions about the survey please call 559-324-2095.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Clovis:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Clovis del 2017! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Clovis del 2017. 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:**

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

**[bit.ly/clovisca2017](http://bit.ly/clovisca2017)**

Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al 559-324-2095.

¡Gracias por su tiempo y participación!

Atentamente,

Luke Serpa

City Manager/Administrador de la Ciudad/Tus Thawj Tswj Lub Nroog

Nyob Zoo Txog Lub Nroog Clovis Ib Tug Pej Xeem:

Ntawm no yog ib txoj hauv kev zaum ob rau koj yog tias koj tsis tau teb Pej Xeem Clovis Daim Ntawv Xam Phaj 2017! **(Yog tias koj twb muab tiav thiab xa rov tuaj lawm, peb ua koj tsaug rau koj lub sijhawm thiab thov kom koj muab daim ntawv xam phaj no zwm pov tseg. Thov tsis txhob teb tuaj ob zaug.)**

Koj tau raug xaiv los mus koom tes rau hauv Pej Xeem Clovis Daim Ntawv Xam Phaj 2017. Thov siv ob pab feeb los muab daim ntawv xam phaj uas muab xa nrog rau daim no sau rau kom tiav. Koj txoj kev koom tes rau daim ntawv xam phaj no yog ib yam tseem ceeb heev - tshwj xeeb vim hais tias koj tsev neeg tsuas yog ib tse ntawm tsawg tsawg tsev neeg uas tau raug xam phaj nkaus xwb. Koj cov lus teb yuav pab Clovis muaj kev txiav txim uas yuav los ntsig txog rau peb lub Nroog.

**Muaj ob peb yam koj yuav tau nco ntsoov txog:**

- **Koj cov lus teb yog ib co uas peb yuav txwv hlo tsis pub lwm tus paub txog.**
- Yuav kom peb hnub suab tawm los ntawm cov pej xeem uas nyias sib txawv nyias, cov laus muaj hnub nyoog 18 xyoo los yog laus dua uas nyog rau hauv kev tsev neeg uas muaj lub hnub yug tsis ntev tag los no yog cov uas yuav tsum muab daim ntawv xam phaj no ua kom tiav.
- **Koj muab daim ntawv xam phaj tso rau lub hnab ntawv tiv nqi xa ces muab xa tuaj, los yog koj mus rau hauv Internet mus muab daim ntawv xam phaj ua kom tiav los tau nyog rau ntawm:**

**[bit.ly/clovisca2017](http://bit.ly/clovisca2017)**

Yog tias koj muaj lus noog dabtsi txog daim ntawv xam phaj thov hu rau 559-324-2095.

Ua tsaug rau koj lub sijhawm thiab koj txoj kev koom tes!

Los ntawm txoj kev hlub tshua,

# The City of Clovis 2017 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:

|   | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|---|------------------|-------------|-------------|-------------|-------------------|
| 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:

|   | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|---|------------------|-------------|-------------|-------------|-------------------|
| 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:

|  | <i>Very likely</i> | <i>Somewhat likely</i> | <i>Somewhat unlikely</i> | <i>Very unlikely</i> | <i>Don't know</i> |
|--|--------------------|------------------------|--------------------------|----------------------|-------------------|
| 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:

|  | <i>Very safe</i> | <i>Somewhat safe</i> | <i>Neither safe nor unsafe</i> | <i>Somewhat unsafe</i> | <i>Very unsafe</i> | <i>Don't know</i> |
|--|------------------|----------------------|--------------------------------|------------------------|--------------------|-------------------|
| 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:

|  | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|--|------------------|-------------|-------------|-------------|-------------------|
| 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:**

|  | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|--|------------------|-------------|-------------|-------------|-------------------|
| 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<br>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.**

|  | <i>No</i> | <i>Yes</i> |
|--|-----------|------------|
| 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?**

|   | <i>2 times a<br/>week or more</i> | <i>2-4 times<br/>a month</i> | <i>Once a month<br/>or less</i> | <i>Not<br/>at all</i> |
|---|-----------------------------------|------------------------------|---------------------------------|-----------------------|
| 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 a local public meeting?**

|  | <i>2 times a<br/>week or more</i> | <i>2-4 times<br/>a month</i> | <i>Once a month<br/>or less</i> | <i>Not<br/>at all</i> |
|--|-----------------------------------|------------------------------|---------------------------------|-----------------------|
| <u>Attended</u> a local public meeting ..... | 1                                 | 2                            | 3                               | 4                     |

# The City of Clovis 2017 Citizen Survey

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

|  | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|--|------------------|-------------|-------------|-------------|-------------------|
| 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<br>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,<br>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?

|                                | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|--------------------------------|------------------|-------------|-------------|-------------|-------------------|
| 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:

|  | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|--|------------------|-------------|-------------|-------------|-------------------|
| 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:**

|   | <i>Essential</i> | <i>Very important</i> | <i>Somewhat important</i> | <i>Not at all important</i> |
|---|------------------|-----------------------|---------------------------|-----------------------------|
| 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:**

|                                    | <i>Essential</i> | <i>Very important</i> | <i>Somewhat important</i> | <i>Not at all important</i> |
|------------------------------------|------------------|-----------------------|---------------------------|-----------------------------|
| 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:**

|                                    | <i>Essential</i> | <i>Very important</i> | <i>Somewhat important</i> | <i>Not at all important</i> | <i>Don't know</i> |
|------------------------------------|------------------|-----------------------|---------------------------|-----------------------------|-------------------|
| 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%):**

|                             | <i>100% of the time</i> | <i>75% of the time</i> | <i>50% of the time</i> | <i>25% of the time</i> | <i>0% of the time</i> |
|-----------------------------|-------------------------|------------------------|------------------------|------------------------|-----------------------|
| 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 2017 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?**

|  | <i>Never</i> | <i>Rarely</i> | <i>Sometimes</i> | <i>Usually</i> | <i>Always</i> |
|--|--------------|---------------|------------------|----------------|---------------|
| 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**