THE NCS™
The National Community Survey™

Clovis, CA
Community Livability Report

2019

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Contents

About

The National Community 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 315 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.

Residents

Communities are partnerships among…

Private sector

Community-based organizations

Government

Quality of Life in Clovis

Almost all residents rated the quality of life in Clovis as excellent or good. This rating was higher than the national comparison (see Appendix B of the *Technical Appendices* provided under separate cover).
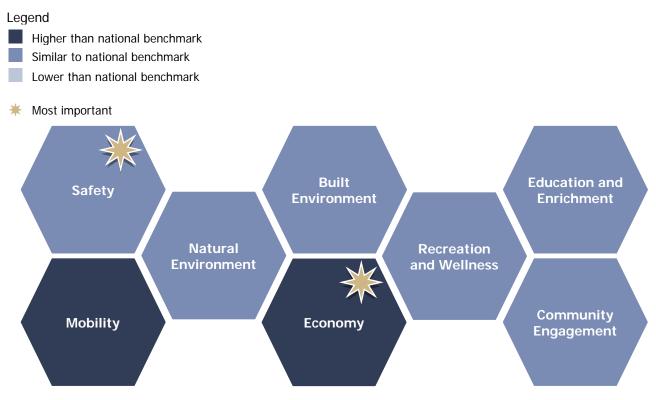
Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were 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. Residents identified Safety and Economy as priorities for the Clovis community in the coming two years. Assessments within the facets of Mobility and Economy tended to be higher than the national benchmarks. All other facets had evaluations that were positive and similar to the national averages. 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.

Overall Quality of Life

Excellent 47%
Poor 1%
Fair 6%
Good 45%

Legend
- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

✸ Most important

Safety

Built Environment

Education and Enrichment

Natural Environment

Recreation and Wellness

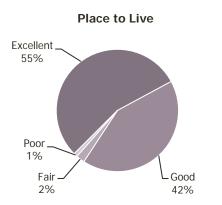Mobility

Economy

Community Engagement

Community Characteristics

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

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Clovis, 97% rated the city as an excellent or good place to live. Respondents' ratings of Clovis as a place to live were higher than 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. At least three-quarters of residents felt favorably about the overage image or reputation of Clovis, the city's overall appearance, Clovis as a place to raise children, and Clovis as a place to retire; these ratings were higher than the national averages. Similar to comparison communities, about 9 in 10 residents gave high marks to their neighborhood as a place to live.

Place to Live

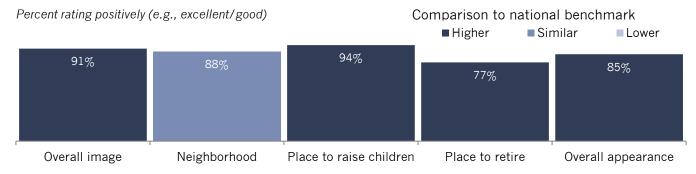Excellent 55%
Poor 1%
Fair 2%
Good 42%

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Overall, at least 6 in 10 respondents reviewed most aspects of Community Characteristics positively and ratings tended to be similar to or higher than other benchmark communities.

All of the ratings for Mobility were strong and higher than observed across the nation. Residents gave above-average reviews to the majority of aspects within Built Environment (such as overall built environment and new development in Clovis), Economy (such as overall economic health and employment opportunities), and Education and Enrichment (such as adult educational opportunities and K-12 education). Evaluations of availability of affordable quality mental health care were also strong and higher than the national benchmark. Furthermore, respondents' assessments of ease of travel by public transportation, public parking, employment opportunities, Clovis as a place to work, and availability of affordable quality mental health care and preventive health services improved from 2017 to 2019 (see the *Trends over Time* report provided under separate cover for more details).

Residents' reviews of air quality were lower than observed in other communities. Compared to 2017, survey participants' marks for traffic flow on major streets declined in 2019.

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

Comparison to national benchmark
■ Higher   ■ Similar   ■ Lower

Overall image	Neighborhood	Place to raise children	Place to retire	Overall appearance
91%	88%	94%	77%	85%

Figure 1: Aspects of Community Characteristics

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

Comparison to national benchmark

- ■ Higher
- ■ Similar
- ■ Lower

SAFETY
Overall feeling of safety	88%
Safe in neighborhood	94%
Safe downtown/commercial area	95%

MOBILITY
Overall ease of travel	86%
Paths and walking trails	83%
Ease of walking	79%
Travel by bicycle	71%
Travel by public transportation	69%
Travel by car	81%
Public parking	71%
Traffic flow	62%

NATURAL ENVIRONMENT
Overall natural environment	81%
Cleanliness	80%
Air quality	32%

BUILT ENVIRONMENT
Overall built environment	76%
New development in Clovis	71%
Affordable quality housing	51%
Housing options	65%
Public places	78%

ECONOMY
Overall economic health	84%
Vibrant downtown/commercial area	73%
Business and services	78%
Cost of living	50%
Shopping opportunities	76%
Employment opportunities	58%
Place to visit	73%
Place to work	88%

RECREATION AND WELLNESS
Health and wellness	75%
Mental health care	60%
Preventive health services	79%
Health care	78%
Food	77%
Recreational opportunities	64%
Fitness opportunities	76%

EDUCATION AND ENRICHMENT
Education and enrichment opportunities	83%
Religious or spiritual events and activities	80%
Cultural/arts/music activities	61%
Adult education	79%
K-12 education	87%
Child care/preschool	70%

COMMUNITY ENGAGEMENT
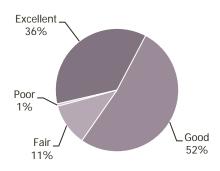|	
Social events and activities	70%
Neighborliness	69%
Openness and acceptance	64%
Opportunities to participate in community matters	66%
Opportunities to volunteer	75%

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. About 9 in 10 residents gave favorable evaluations to the overall quality of services provided by the City, while about 3 in 10 were pleased with the services provided by the Federal Government.

Survey respondents also rated various aspects of Clovis' leadership and governance. About 8 in 10 respondents gave excellent or good ratings to the overall customer service provided by the City. About two-thirds of residents assigned high marks to the overall direction the City is taking, confidence in the City government, and the City acting in the best interest of Clovis; these assessments were strong and higher than the national benchmarks. About 6 in 10 respondents positively rated all other aspects of government performance and these ratings were similar to those given in other communities.
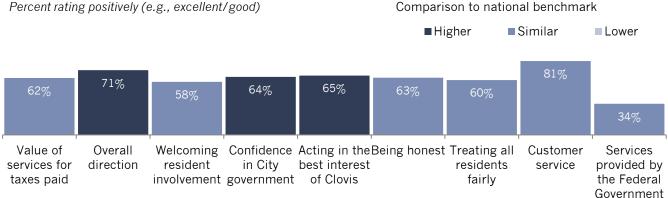
Respondents evaluated over 30 individual services and amenities available in Clovis. Broadly, at least 6 in 10 respondents reviewed most government services positively and ratings tended to be similar to or higher than those observed in other benchmark communities. The highest-rated services included police, fire, ambulance or emergency medical services, garbage collection, recycling, and yard waste pick-up, with about 9 in 10 residents assigning positive scores to these. Reviews for police services and crime prevention were exceptional and higher than the national benchmarks.

Overall Quality of City Services

Excellent
36%

Poor
1%

Fair
11%

Good
52%

Residents gave most mobility-related services above-average ratings, including traffic enforcement, street repair, street cleaning, street lighting, and bus or transit services. Other areas where respondents' evaluations were higher than observed elsewhere included yard waste pick-up; storm drainage; land use, planning and zoning; and economic development.
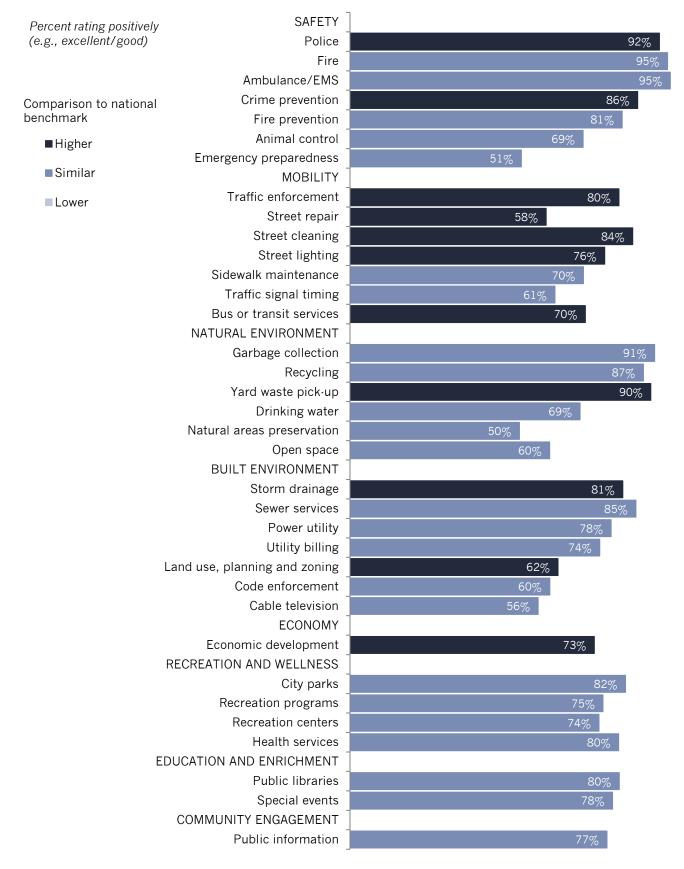
Assessments of drinking water, storm drainage, and recreation centers or their services improved from 2017 to 2019. Conversely, reviews of natural areas preservation, cable television, and public libraries declined over time.

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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

Value of services for taxes paid	Overall direction	Welcoming resident involvement	Confidence in City government	Acting in the best interest of Clovis	Being honest	Treating all residents fairly	Customer service	Services provided by the Federal Government
62%	71%	58%	64%	65%	63%	60%	81%	34%

Figure 2: Aspects of Governance

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

Comparison to national benchmark

- ■ Higher
- ■ Similar
- ■ Lower

SAFETY
- Police — 92%
- Fire — 95%
- Ambulance/EMS — 95%
- Crime prevention — 86%
- Fire prevention — 81%
- Animal control — 69%
- Emergency preparedness — 51%

MOBILITY
- Traffic enforcement — 80%
- Street repair — 58%
- Street cleaning — 84%
- Street lighting — 76%
- Sidewalk maintenance — 70%
- Traffic signal timing — 61%
- Bus or transit services — 70%

NATURAL ENVIRONMENT
- Garbage collection — 91%
- Recycling — 87%
- Yard waste pick-up — 90%
- Drinking water — 69%
- Natural areas preservation — 50%
- Open space — 60%

BUILT ENVIRONMENT
- Storm drainage — 81%
- Sewer services — 85%
- Power utility — 78%
- Utility billing — 74%
- Land use, planning and zoning — 62%
- Code enforcement — 60%
- Cable television — 56%

ECONOMY
- Economic development — 73%

RECREATION AND WELLNESS
- City parks — 82%
- Recreation programs — 75%
- Recreation centers — 74%
- Health services — 80%

EDUCATION AND ENRICHMENT
- Public libraries — 80%
- Special events — 78%

COMMUNITY ENGAGEMENT
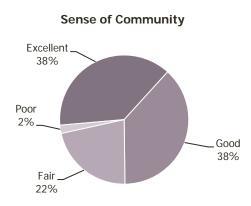- Public information — 77%

Participation

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

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About three-quarters of respondents gave excellent or good scores to the sense of community in Clovis, which was higher than observed in other communities in the U.S.

Almost all residents (96%) indicated they would recommend living in Clovis to someone who asked, which was higher than the national average. About 9 in 10 residents planned to remain in the community for the next five years. About 4 in 10 residents reported they had contacted Clovis employees.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of Participation varied widely across the different facets, making the benchmark comparisons, as well as comparisons to Clovis over time, useful for interpreting the results. About 9 in 10 respondents had conserved water, recycled at home, purchased goods or services in Clovis, talked to or visited with a neighbor, or voted in local elections. More residents in Clovis reported they had conserved water than in comparison communities. Additionally, fewer Clovis residents observed a code violation in 2019 than in 2017.

Compared to municipalities across the country, fewer Clovis residents reported stocking supplies in preparation for an emergency, using public transportation instead of driving, using Clovis recreation centers, using Clovis public libraries, contacting Clovis elected officials, volunteering, or attending a local public meeting.
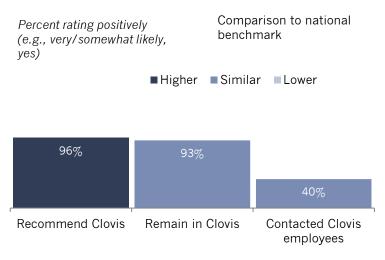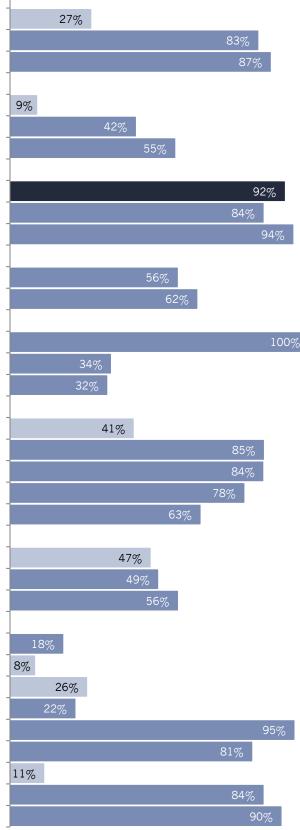
Sense of Community

Excellent 38%
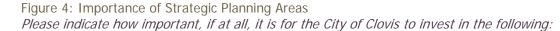Poor 2%
Good 38%
Fair 22%

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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

Recommend Clovis	Remain in Clovis	Contacted Clovis employees
96%	93%	40%

Figure 3: Aspects of Participation

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

Comparison to national benchmark

- ■ Higher
- ■ Similar
- ■ Lower

SAFETY
- Stocked supplies for an emergency — 27%
- Did NOT report a crime — 83%
- Was NOT the victim of a crime — 87%

MOBILITY
- Used public transportation instead of driving — 9%
- Carpooled instead of driving alone — 42%
- Walked or biked instead of driving — 55%

NATURAL ENVIRONMENT
- Conserved water — 92%
- Made home more energy efficient — 84%
- Recycled at home — 94%

BUILT ENVIRONMENT
- Did NOT observe a code violation — 56%
- NOT under housing cost stress — 62%

ECONOMY
- Purchased goods or services in Clovis — 100%
- Economy will have positive impact on income — 34%
- Work in Clovis — 32%

RECREATION AND WELLNESS
- Used Clovis recreation centers — 41%
- Visited a City park — 85%
- Ate 5 portions of fruits and vegetables — 84%
- Participated in moderate or vigorous physical activity — 78%
- In very good to excellent health — 63%

EDUCATION AND ENRICHMENT
- Used Clovis public libraries — 47%
- Participated in religious or spiritual activities — 49%
- Attended a City-sponsored event — 56%

COMMUNITY ENGAGEMENT
- Campaigned for an issue, cause or candidate — 18%
- Contacted Clovis elected officials — 8%
- Volunteered — 26%
- Participated in a club — 22%
- Talked to or visited with neighbors — 95%
- Done a favor for a neighbor — 81%
- Attended a local public meeting — 11%
- Read or watched local news — 84%
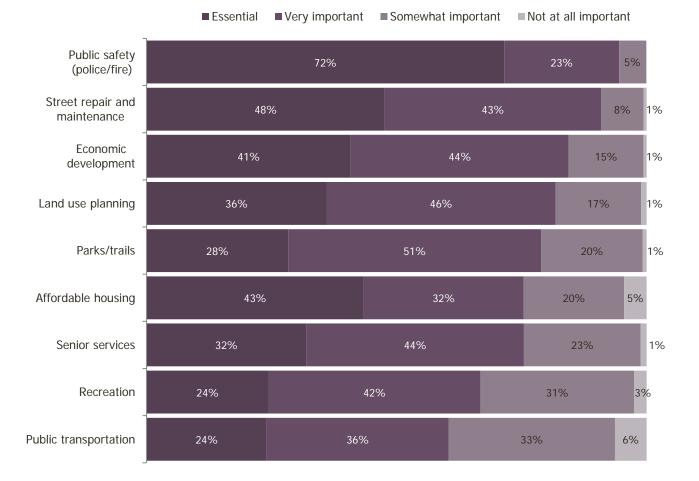- Voted in local elections — 90%

Special Topics

The City of Clovis included four questions of special interest on The NCS, with topics related to strategic planning areas, place of employment, businesses in Clovis, and resident shopping locations.

Community members were asked to rate how important various strategic planning areas were for the City to invest in. At least 6 in 10 respondents indicated that each area was essential or very important. About 9 in 10 residents indicated that public safety and street repair and maintenance were essential or very important for the City of Clovis to invest in, while 8 in 10 felt similarly about economic development, land use planning, and parks and trails.
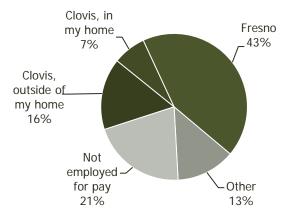
Figure 4: Importance of Strategic Planning Areas
Please indicate how important, if at all, it is for the City of Clovis to invest in the following:

	Essential	Very important	Somewhat important	Not at all important
Public safety (police/fire)	72%	23%	5%	
Street repair and maintenance	48%	43%	8%	1%
Economic development	41%	44%	15%	1%
Land use planning	36%	46%	17%	1%
Parks/trails	28%	51%	20%	1%
Affordable housing	43%	32%	20%	5%
Senior services	32%	44%	23%	1%
Recreation	24%	42%	31%	3%
Public transportation	24%	36%	33%	6%

About one-quarter of residents worked in Clovis, either in their home or outside of their home. About 4 in 10 Clovis residents worked in Fresno, with 1 in 10 worked in another location. About 2 in 10 respondents 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.)
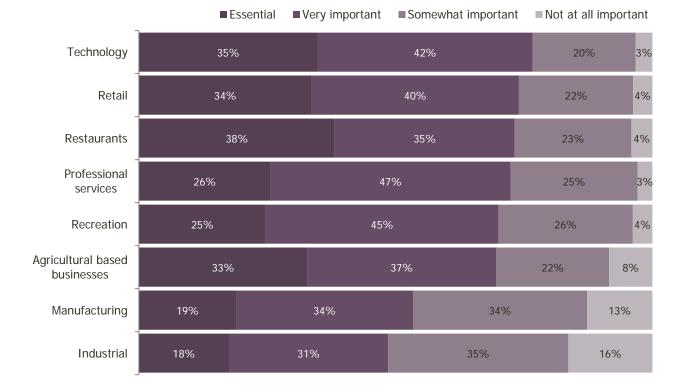
Survey participants rated how important it was for the City of Clovis to attract various business types to the community. At least half of respondents felt it was essential or very important to attract all business types. About three-quarters of residents indicated it was essential or very important for the City to attract technology, retail, restaurants, and professional services businesses to Clovis.

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:

Business Type	Essential	Very important	Somewhat important	Not at all important
Technology	35%	42%	20%	3%
Retail	34%	40%	22%	4%
Restaurants	38%	35%	23%	4%
Professional services	26%	47%	25%	3%
Recreation	25%	45%	26%	4%
Agricultural based businesses	33%	37%	22%	8%
Manufacturing	19%	34%	34%	13%
Industrial	18%	31%	35%	16%

Residents were asked where they shop, outside of shopping for groceries and gas. About 7 in 10 respondents shopped in the city of Clovis at least 50% of the time, while at least one-quarter of respondents shopped on the internet or in the city of Fresno at least 50% of the time.

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

Clovis continues to be a desirable place to live, with Safety as a feature that contributes to quality of life.

About 9 in 10 community members gave high marks to the overall quality of life, Clovis as a place to raise children, Clovis as place to live, and the city's overall image or reputation, while about 8 in 10 positively assessed Clovis as a place to retire and its overall appearance; these ratings were all exceptional and higher than the national benchmarks. Similar to other comparison communities, about 9 in 10 respondents positively reviewed their neighborhood as a place to live. Almost all residents (96%) were likely to recommend living in Clovis to someone who asked, which was higher than average. About 9 in 10 residents planned to remain in Clovis for the next five years and three-quarters favorably assessed the sense of community in Clovis.

As in 2017, residents indicated that Safety was an important focus area for the City to address in the coming two years. About 9 in 10 residents assigned positive scores to the overall feeling of safety in Clovis and felt safe in their neighborhoods and in the downtown/commercial areas. Out of all City services, police, fire, and ambulance or emergency medical services were some of the most positive reviews. When asked how important various strategic planning areas were for the City of Clovis to invest in, about 9 in 10 community members felt that public safety (police and fire) was essential or very important.

The Economy is an asset to Clovis residents.

Survey participants also identified the Economy as a priority for the community in the coming two years. Overall, assessments within the facet of Economy were outstanding. At least three-quarters of residents positively rated overall economic health, shopping opportunities, vibrancy of the downtown/commercial area, Clovis as a place to work, overall quality of business and service establishments, and economic development; these ratings were outstanding and higher than the national benchmark. Assessments of employment opportunities and Clovis as a place to work improved from 2017 to 2019.

When asked how important various strategic planning areas were for the City to invest in, about 8 in 10 residents felt that economic development was essential or very important for the community. Respondents' indicated that restaurants, retail, professional services, and technology businesses were the most important types of businesses to attract to Clovis, with at least three-quarters rating these as essential or very important. About 7 in 10 respondents shopped in the city of Clovis at least 50% of the time and at least one-quarter shopped on the internet or in Fresno at least 50% of the time.

Residents are pleased with Mobility in Clovis.

Resident's evaluations for Mobility were excellent, with most being higher than the national benchmarks. At least three-quarters of respondents' assigned positive scores to ease of travel by car and by walking, overall ease of travel, availability of paths and walking trails, traffic enforcement, street cleaning, and street lighting. At least 6 in 10 respondents favorably rated traffic flow on major streets, ease of travel by bicycle and by public transportation, public parking, street repair, and bus or transit services. These ratings were all above average. Residents' assessments of ease of travel by public transportation and public parking improved from 2017 to 2019. About 9 in 10 residents felt it was essential or very important for the City of Clovis to invest in street repair and maintenance, while about 6 in 10 felt similarly about public transportation in the community.

THE NCS™
The National Community Survey™

Clovis, CA
Dashboard Summary of Findings

2019

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Summary

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions 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. This information can be helpful in identifying the areas that merit more attention.

General aspects of Community Characteristics tended to be higher than the national benchmarks. Other facets of Community Characteristics that were higher than observed in other communities in the country were Mobility, Built Environment, Economy, and Education and Enrichment. In Governance, evaluations of Mobility and Economy tended to be higher than the national averages. Levels of Participation tended to be positive and similar to comparison communities. 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	28	23	1	15	30	0	3	25	7
General	6	1	0	1	2	0	1	2	0
Safety	0	3	0	2	5	0	0	2	1
Mobility	8	0	0	5	2	0	0	2	1
Natural Environment	0	2	1	1	5	0	1	2	0
Built Environment	3	2	0	2	5	0	0	2	0
Economy	6	2	0	1	0	0	0	3	0
Recreation and Wellness	1	6	0	0	4	0	0	4	1
Education and Enrichment	4	2	0	0	2	0	0	2	1
Community Engagement	0	5	0	3	5	0	1	6	3

National Benchmark	
	Higher
	Similar
	Lower

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Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↑	85%	Customer service	↔	↔	81%	Recommend Clovis	↔	↑	96%
	Overall quality of life	↔	↑	92%	Services provided by Clovis	↔	↑	88%	Remain in Clovis	↔	↔	93%
	Place to retire	↔	↑	77%	Services provided by the Federal Government	↔	↔	34%	Contacted Clovis employees	↔	↔	40%
	Place to raise children	↔	↑	94%								
	Place to live	↔	↑	97%								
	Neighborhood	↔	↔	88%								
	Overall image	↔	↑	91%								
Safety	Overall feeling of safety	↔	↔	88%	Police	↔	↑	92%	Was NOT the victim of a crime	↔	↔	87%
	Safe in neighborhood	↔	↔	94%	Crime prevention	↔	↑	86%	Did NOT report a crime	↔	↔	83%
	Safe downtown/commercial area	↔	↔	95%	Fire	↔	↔	95%	Stocked supplies for an emergency	↔	↓	27%
					Fire prevention	↔	↔	81%				
					Ambulance/EMS	↔	↔	95%				
					Emergency preparedness	↔	↔	51%				
					Animal control	↔	↔	69%				
Mobility	Traffic flow	↓	↑	62%	Traffic enforcement	↔	↑	80%	Carpooled instead of driving alone	↔	↔	42%
	Travel by car	↔	↑	81%	Street repair	↔	↑	58%	Walked or biked instead of driving	↔	↔	55%
	Travel by bicycle	↔	↑	71%	Street cleaning	↔	↑	84%	Used public transportation instead of driving	↔	↓	9%
	Ease of walking	↔	↑	79%	Street lighting	↔	↑	76%				
	Travel by public transportation	↑	↑	69%	Sidewalk maintenance	↔	↔	70%				
	Overall ease travel	↔	↑	86%	Traffic signal timing	↔	↔	61%				
	Public parking	↑	↑	71%	Bus or transit services	↔	↑	70%				
	Paths and walking trails	↔	↑	83%								
Natural Environment	Overall natural environment	↔	↔	81%	Garbage collection	↔	↔	91%	Recycled at home	↔	↔	94%
	Air quality	↔	↓↓	32%	Recycling	↔	↔	87%	Conserved water	↔	↑	92%
	Cleanliness	↔	↔	80%	Yard waste pick-up	↔	↑	90%	Made home more energy efficient	↔	↔	84%
					Drinking water	↑	↔	69%				
					Open space	↔	↔	60%				
					Natural areas preservation	↓	↔	50%				
Built Environment	New development in Clovis	↔	↑	71%	Sewer services	↔	↔	85%	NOT experiencing housing cost stress	↔	↔	62%
	Affordable quality housing	↔	↑	51%	Storm drainage	↑	↑	81%	Did NOT observe a code violation	↑	↔	56%
	Housing options	↔	↔	65%	Power utility	↔	↔	78%				
	Overall built environment	↔	↑	76%	Utility billing	↔	↔	74%				
	Public places	↔	↔	78%	Land use, planning and zoning	↔	↑	62%				
					Code enforcement	↔	↔	60%				
					Cable television	↓	↔	56%				

Legend

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

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The National Community Survey™

Category	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↔	↑	84%	Economic development	↔	↑	73%	Economy will have positive impact on income	↔	↔	34%
	Shopping opportunities	↔	↑	76%					Purchased goods or services in Clovis	↔	↔	100%
	Employment opportunities	↑	↑	58%					Work in Clovis	↔	↔	32%
	Place to visit	↔	↔	73%								
	Cost of living	↔	↔	50%								
	Vibrant downtown/commercial area	↔	↑	73%								
	Place to work	↑	↑	88%								
	Business and services	↔	↑	78%								
Recreation and Wellness	Fitness opportunities	↔	↔	76%	City parks	↔	↔	82%	In very good to excellent health	↔	↔	63%
	Recreational opportunities	↔	↔	64%	Recreation centers	↑	↔	74%	Used Clovis recreation centers	↔	↓	41%
	Health care	↔	↔	78%	Recreation programs	↔	↔	75%	Visited a City park	↔	↔	85%
	Food	↔	↔	77%	Health services	↔	↔	80%	Ate 5 portions of fruits and vegetables	↔	↔	84%
	Mental health care	↑	↑	60%					Participated in moderate or vigorous physical activity	↔	↔	78%
	Health and wellness	↔	↔	75%								
	Preventive health services	↑	↔	79%								
Education and Enrichment	K-12 education	↔	↑	87%	Public libraries	↓	↔	80%	Used Clovis public libraries	↔	↓	47%
	Cultural/arts/music activities	↔	↔	61%	Special events	↔	↔	78%	Participated in religious or spiritual activities	↔	↔	49%
	Child care/preschool	↔	↑	70%					Attended a City-sponsored event	↔	↔	56%
	Religious or spiritual events and activities	↔	↔	80%								
	Adult education	↔	↑	79%								
	Overall education and enrichment	↔	↑	83%								
Community Engagement	Opportunities to participate in community matters	↔	↔	66%	Public information	↔	↔	77%	Sense of community	↔	↑	76%
	Opportunities to volunteer	↔	↔	75%	Overall direction	↔	↑	71%	Voted in local elections	↔	↔	90%
	Openness and acceptance	↔	↔	64%	Value of services for taxes paid	↔	↔	62%	Talked to or visited with neighbors	↔	↔	95%
	Social events and activities	↔	↔	70%	Welcoming resident involvement	↔	↔	58%	Attended a local public meeting	↔	↓	11%
	Neighborliness	↔	↔	69%	Confidence in City government	↔	↑	64%	Volunteered	↔	↓	26%
					Acting in the best interest of Clovis	↔	↑	65%	Participated in a club	↔	↔	22%
					Being honest	↔	↔	63%	Campaigned for an issue, cause or candidate	↔	↔	18%
					Treating all residents fairly	↔	↔	60%	Contacted Clovis elected officials	↔	↓	8%
									Read or watched local news	↔	↔	84%
									Done a favor for a neighbor	↔	↔	81%

Legend

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

Clovis, CA

Comparisons by Geographic Subgroups

2019

NRC
National Research Center Inc.

ICMA
Leaders at the Core of Better Communities

Summary

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Clovis' Comparisons by Geographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by geographic areas.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as "excellent" or "good," or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by geographic area. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent "real" differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The "Overall" column, which shows the ratings for all respondents, also has a column designation of "(A)", but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Figure 1 below, respondents in Districts 1 (A) and 2 (B) gave significantly lower ratings to overall quality of life than respondents in Districts 3 (C) and 4 (D), as denoted by the "A B" listed in the cell of the ratings for Districts 3 and 4. The overall quality of life rating in District 4 (D) also was significantly lower than that of District 3 (C) (as indicated by the "D" in the rating for District 3).

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
The overall quality of life in ABC	73%	74%	79% A B D	76% A B	78%
Overall image or reputation of ABC	65%	66%	69% A B	71% A B C	70%
ABC as a place to live	80%	81%	85% A B D	82% A B	84%

Three geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 2: Geographic Areas

Area	Number of Completed Surveys
Area 1 – North of Herndon	91
Area 2 – SE Herndon & Fowler	124
Area 3 – SW Herndon & Fowler	100

Findings

Notable differences between areas included the following:

- Residents who lived north of Herndon or southeast of Herndon and Fowler were more likely to positively rate the overall quality of life in Clovis, their neighborhood as a place to live, and the overall appearance of Clovis, compared to residents who lived southwest of Herndon and Fowler. Community members who lived north of Herndon or southeast of Herndon and Fowler were also more likely to assess several other aspects more positively, such as housing-related items (variety of housing options and availability of affordable quality housing), employment opportunities, cost of living, and health-related items (health and wellness opportunities in Clovis, availability of affordable quality health care, and health services), among others. Conversely, residents who lived southwest of Herndon and Fowler were more likely to indicate affordable housing as essential or very important for the City of Clovis to invest in.
- Respondents who lived north of Herndon or southwest of Herndon and Fowler tended be give more favorable marks to traffic flow on major streets and traffic signal timing than residents who lived southeast of Herndon and Fowler, as well as more likely to have walked or biked instead of driving.
- When differences were significant, those who lived north of Herndon tended to give more positive reviews to fitness and recreational opportunities and were more likely to have used Clovis recreation centers or their services than residents who lived in other areas. Additionally, residents who lived north of Herndon were more pleased with opportunities to participate in community matters and were more likely to have volunteered their time.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
The overall quality of life in Clovis	95% C	99% C	86%	92%
Overall image or reputation of Clovis	93%	94%	87%	91%
Clovis as a place to live	96%	99%	96%	97%
Your neighborhood as a place to live	98% C	98% C	75%	88%
Clovis as a place to raise children	95%	99% C	90%	94%
Clovis as a place to retire	81%	83% C	70%	77%
Overall appearance of Clovis	92% C	90% C	78%	85%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Overall feeling of safety in Clovis	89%	89%	87%	88%
In your neighborhood during the day	99% C	95%	91%	94%
In Clovis' downtown/commercial area during the day	97%	92%	98% B	95%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Overall ease of getting to the places you usually have to visit	88%	80%	90% B	86%
Traffic flow on major streets	67% B	48%	69% B	62%
Ease of public parking	78% B	62%	73%	71%
Ease of travel by car in Clovis	81%	72%	89% B	81%
Ease of travel by public transportation in Clovis	62%	54%	77% B	69%
Ease of travel by bicycle in Clovis	78%	65%	70%	71%

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Ease of walking in Clovis	84%	77%	79%	79%
Availability of paths and walking trails	90%	81%	80%	83%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Quality of overall natural environment in Clovis	90% C	78%	76%	81%
Air quality	29%	25%	39% B	32%
Cleanliness of Clovis	90% C	81%	73%	80%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	84% C	76%	71%	76%
Public places where people want to spend time	86% B	73%	78%	78%
Variety of housing options	75% C	79% C	48%	65%
Availability of affordable quality housing	56% C	63% C	37%	51%
Overall quality of new development in Clovis	69%	78%	67%	71%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Overall economic health of Clovis	90%	82%	81%	84%
Clovis as a place to work	86%	91%	87%	88%
Clovis as a place to visit	78%	78% C	65%	73%
Employment opportunities	64% C	67% C	48%	58%
Shopping opportunities	74%	73%	81%	76%

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Cost of living in Clovis	65% C	55% C	38%	50%
Overall quality of business and service establishments in Clovis	90% B C	72%	75%	78%
Vibrant downtown/commercial area	77%	69%	74%	73%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Health and wellness opportunities in Clovis	90% C	80% C	63%	75%
Fitness opportunities (including exercise classes and paths or trails, etc.)	88% B C	67%	75%	76%
Recreational opportunities	81% B C	57%	59%	64%
Availability of affordable quality food	85% B	69%	79%	77%
Availability of affordable quality health care	86% C	84% C	69%	78%
Availability of preventive health services	85% C	83%	72%	79%
Availability of affordable quality mental health care	62%	57%	61%	60%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Overall opportunities for education and enrichment	91% C	85%	78%	83%
Availability of affordable quality child care/preschool	82% C	81% C	54%	70%
K-12 education	90% C	96% C	79%	87%
Adult educational opportunities	84%	73%	79%	79%
Opportunities to attend cultural/arts/music activities	66%	56%	61%	61%
Opportunities to participate in religious or spiritual events and activities	90% C	85% C	70%	80%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Opportunities to participate in social events and activities	73%	73%	65%	70%
Opportunities to volunteer	84% C	79%	67%	75%
Opportunities to participate in community matters	78% B C	61%	63%	66%
Openness and acceptance of the community toward people of diverse backgrounds	66%	72% C	56%	64%
Neighborliness of residents in Clovis	77% C	76% C	59%	69%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
The City of Clovis	91%	91%	85%	88%
The value of services for the taxes paid to Clovis	66%	65%	58%	62%
The overall direction that Clovis is taking	73%	78% C	64%	71%
The job Clovis government does at welcoming resident involvement	68% C	67% C	46%	58%
Overall confidence in Clovis government	74% C	66%	55%	64%
Generally acting in the best interest of the community	72%	65%	61%	65%
Being honest	78% C	66% C	50%	63%
Treating all residents fairly	70% C	67% C	50%	60%
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	94% B C	77%	76%	81%
The Federal Government	36%	36%	32%	34%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Police/Sheriff services	95%	94%	89%	92%
Fire services	97%	94%	93%	95%
Ambulance or emergency medical services	99%	95%	93%	95%
Crime prevention	88%	84%	86%	86%
Fire prevention and education	92% C	80%	75%	81%
Animal control	75%	72%	65%	69%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61% C	57%	43%	51%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Traffic enforcement	84%	78%	80%	80%
Street repair	67% B	52%	59%	58%
Street cleaning	89%	87%	79%	84%
Street lighting	83% C	83% C	66%	76%
Sidewalk maintenance	83% B C	66%	64%	70%
Traffic signal timing	65% B	50%	67% B	61%
Bus or transit services	70%	69%	71%	70%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Garbage collection	98% C	92%	85%	91%
Recycling	93% C	94% C	79%	87%
Yard waste pick-up	93% C	96% C	82%	90%

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Drinking water	78% C	73% C	59%	69%
Preservation of natural areas such as open space, farmlands and greenbelts	66% B C	39%	48%	50%
Clovis open space	69%	54%	57%	60%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Storm drainage	83%	82%	80%	81%
Sewer services	90%	86%	81%	85%
Power (electric and/or gas) utility	78%	76%	79%	78%
Utility billing	72%	77%	74%	74%
Land use, planning and zoning	71%	55%	63%	62%
Code enforcement (weeds, abandoned buildings, etc.)	67%	60%	54%	60%
Cable television	62%	60%	50%	56%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Economic development	76%	70%	73%	73%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
City parks	94% C	83%	74%	82%
Recreation programs or classes	77%	70%	77%	75%
Recreation centers or facilities	82%	68%	73%	74%
Health services	91% C	86% C	67%	80%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Public library services	88% C	88% C	72%	80%
City-sponsored special events	77%	72%	85% B	78%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Public information services	85% C	79%	70%	77%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Sense of community	77%	86% C	68%	76%
Recommend living in Clovis to someone who asks	97%	99%	94%	96%
Remain in Clovis for the next five years	94%	99% C	88%	93%
Contacted the City of Clovis (in-person, phone, email or web) for help or information	51% C	41%	32%	40%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Was NOT the victim of a crime	91%	88%	83%	87%
Did NOT report a crime	90%	82%	79%	83%
Stocked supplies in preparation for an emergency	23%	44% A C	17%	27%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Walked or biked instead of driving	61% B	44%	60% B	55%
Carpooled with other adults or children instead of driving alone	44%	49% C	36%	42%
Used bus, rail, subway or other public transportation instead of driving	3%	1%	18% A B	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 Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Recycle at home	98% C	95%	92%	94%
Made efforts to make your home more energy efficient	78%	87%	87%	84%
Made efforts to conserve water	90%	94%	90%	92%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
NOT under housing cost stress	60%	74% C	55%	62%
Did NOT observe a code violation	60%	50%	58%	56%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Purchase goods or services from a business located in Clovis	98%	100%	100%	100%
Economy will have positive impact on income	40%	38%	26%	34%
Work in Clovis	22%	21%	47% A B	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 Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Used Clovis recreation centers or their services	56% B C	29%	41%	41%
Visited a neighborhood park or City park	83%	83%	86%	85%
Eat at least 5 portions of fruits and vegetables a day	81%	87%	84%	84%
Participate in moderate or vigorous physical activity	83%	81%	73%	78%
Reported being in "very good" or "excellent" health	71% C	69% C	55%	63%

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 Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Used Clovis public libraries or their services	44%	37%	56% B	47%
Participated in religious or spiritual activities in Clovis	49%	54%	46%	49%
Attended a City-sponsored event	56%	61%	52%	56%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Campaigned or advocated for an issue, cause or candidate	24% B	11%	19%	18%
Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	9%	5%	10%	8%
Volunteered your time to some group/activity in Clovis	44% B C	20%	19%	26%
Participated in a club	21%	26%	19%	22%
Talked to or visited with your immediate neighbors	97%	95%	93%	95%
Done a favor for a neighbor	84% C	88% C	73%	81%
Attended a local public meeting	16%	9%	10%	11%
Read or watch local news (via television, paper, computer, etc.)	87%	88%	81%	84%
Vote in local elections	93%	89%	89%	90%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Overall feeling of safety in Clovis	97% C	98% C	87%	93%
Overall ease of getting to the places you usually have to visit	76%	79%	76%	77%
Quality of overall natural environment in Clovis	90%	82%	80%	83%
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	90% C	79%	74%	80%
Health and wellness opportunities in Clovis	86%	75%	86% B	82%
Overall opportunities for education and enrichment	83%	75%	87% B	82%
Overall economic health of Clovis	93%	90%	89%	91%
Sense of community	82%	86%	82%	83%

Table 29: 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").	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Public safety (police/fire)	99% C	98% C	89%	94%
Parks/trails	76%	79%	80%	79%
Street repair and maintenance	96% C	91%	88%	91%
Senior services	71%	73%	80%	75%
Affordable housing	64%	59%	95% A B	75%
Land use planning	85%	82%	80%	82%
Public transportation	56%	51%	70% A B	60%
Recreation	68%	60%	71%	67%
Economic development	85%	85%	83%	84%

Table 30: Place of Employment

Percent "Clovis, outside of my home" or "Clovis, in my home"	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
If you are employed for pay, which of the following best describes where you work? (Select only one.)	16%	14%	34% A B	23%

Table 31: 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 Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
Restaurants	75%	80% C	67%	73%
Retail	78%	78%	68%	74%
Professional services	78%	68%	72%	72%
Recreation	72%	63%	74%	70%
Manufacturing	53%	46%	59%	53%
Industrial	50%	43%	53%	49%
Technology	79%	77%	75%	77%
Agricultural based businesses	67%	70%	70%	70%

Table 32: 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 "100% of the time" or "75% of the time" or "50% of the time").	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
In the City of Clovis	65%	77%	72%	72%
In the City of Fresno	18%	26%	28%	25%
On the Internet	40%	31%	27%	31%
Other	3%	4%	3%	4%

Table 33: Line Item Additions to Question 11

Overall, how would you rate the quality of the services provided by each of the following? (Percent rating as "excellent" or "good").	Area			Overall
	North of Herndon	SE Herndon & Fowler	SW Herndon & Fowler	
	(A)	(B)	(C)	(A)
The State Government	31%	33%	25%	29%
Fresno County Government	43%	50%	42%	45%

THE NCS™
The National Community Survey™

Clovis, CA
Comparisons by Demographic Subgroups

2019

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

About

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Clovis' Comparisons by Demographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by age, race/ethnicity, housing tenure, and annual household income.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as "excellent" or "good," or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent "real" differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The "Overall" column, which shows the ratings for all respondents, also has a column designation of "(A)", but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Figure 1 below, respondents age 55 and over (C) gave significantly higher rating to the overall quality of life than those age 18 to 34 (A) and 35 to 54 (B), as denoted by the "A B" listed in the cell of the ratings for those 55+. This was also true of women (A) over men (B); people who were white alone, not Hispanic (A) over those who were Hispanic and/or other race (B); homeowners (B) over renters (A); and those living in detached housing (A) over those living in attached housing (B).

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	Age 18-34 (A)	Age 35-54 (B)	Age 55+ (C)	Sex Female (A)	Sex Male (B)	Race/ethnicity White alone, not Hispanic (A)	Race/ethnicity Hispanic and/or other race (B)	Housing tenure Rent (A)	Housing tenure Own (B)	Housing unit type Detached (A)	Housing unit type Attached (B)	Overall (A)
The overall quality of life in ABC	76%	78% A	82% A B	79% B	77%	81% B	71%	73%	81% A	79% B	76%	78%
Overall image or reputation of ABC	69%	69%	73% A B	71% B	69%	72% B	64%	68%	71% A	69%	71% A	70%
ABC as a place to live	81%	84% A	87% A B	85% B	83%	86% B	78%	79%	86% A	85% B	82%	84%

Findings

Notable differences between demographic subgroups included the following:

- Broadly, residents who were age 35 and older awarded higher marks to many facets, including Natural Environment (such as quality of overall natural environment and recycling), Built Environment (such as overall built environment and variety of housing options), Recreation and Wellness (such as fitness and recreational opportunities), Education and Enrichment (such as K-12 education and adult educational opportunities), and government performance (such as overall confidence in Clovis government and treating all residents fairly), than residents who were under the age of 35. Additionally, residents who were age 35 and older were more likely to give positive ratings to the overall quality of life in Clovis, their neighborhood as a place to live, Clovis as a place to retire, and the city's overall appearance, than younger residents.
- When differences were noted by race/ethnicity, residents who were white were more likely to assign positive marks to the overall quality of life in Clovis, Clovis as a place to retire, and the city's overall image or reputation than residents who were Hispanic and/or another race. Respondents who were Hispanic and/or another race gave lower ratings to economy-related items, such as the overall economic health of Clovis, Clovis as a place to work and visit, and shopping opportunities, when compared to white respondents. Additionally, residents who were Hispanic and/or another race were less likely to indicate that land use planning, public transportation, and recreation were essential or very important for the City to invest in.
- Survey participants who owned their homes tended to assess the variety of housing options and availability of affordable quality housing more favorably than renters. Respondents who owned their homes were also more likely to engage with the community by volunteering their time, participating in a club, doing a favor for a neighbor, or reading or watching local news. Renters were more likely to indicate that affordable housing was an essential or very important strategic planning area for Clovis to invest in.
- Patterns for differences based on annual household income were difficult to discern; however, residents with an annual household income of $50,000 or more felt safer in their neighborhoods during the day than residents with an annual household income of less than $50,000. Additionally, residents with an annual household income of $50,000 or more were more likely to indicate that restaurants and retail were important types of businesses to attract to Clovis, compared to residents with lower annual household incomes. Residents with an annual household income of $100,000 or less felt it was essential or very important for the City to invest in affordable housing.

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
The overall quality of life in Clovis	86%	94% A	95% A	98% B	84%	85%	96% A	79%	96% A	98% A	92%
Overall image or reputation of Clovis	90%	90%	95%	97% B	83%	89%	92%	83%	94% A	95% A	91%
Clovis as a place to live	100% B	94%	98%	98%	95%	96%	97%	95%	96%	98%	97%
Your neighborhood as a place to live	79%	93% A	90% A	90%	85%	80%	92% A	74%	95% A	92% A	88%
Clovis as a place to raise children	94%	94%	95%	94%	94%	95%	94%	94%	94%	94%	94%
Clovis as a place to retire	61%	81% A	86% A	84% B	67%	73%	79%	70%	84% A	76%	77%
Overall appearance of Clovis	76%	91% A	88% A	88%	81%	75%	91% A	78%	87%	92% A	85%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Overall feeling of safety in Clovis	86%	89%	89%	91%	84%	86%	89%	82%	90%	92% A	88%
In your neighborhood during the day	90%	95%	97% A	97% B	89%	89%	97% A	85%	99% A	98% A	94%
In Clovis' downtown/commercial area during the day	94%	96%	96%	97%	93%	99% B	93%	97%	96%	94%	95%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Overall ease of getting to the places you usually have to visit	86%	84%	89%	90% B	80%	90%	84%	80%	92% A	86%	86%
Traffic flow on major streets	54%	65%	65%	63%	59%	59%	64%	65%	63%	59%	62%

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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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Variety of housing options	49%	73% A	72% A	70%	59%	50%	73% A	54%	64%	74% A	65%
Availability of affordable quality housing	39%	56% A	53%	49%	52%	39%	56% A	42%	43%	61% A B	51%
Overall quality of new development in Clovis	73%	74%	72%	73%	73%	64%	76% A	61%	68%	85% A B	71%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Overall economic health of Clovis	80%	83%	88%	91% B	72%	84%	83%	74%	84%	90% A	84%
Clovis as a place to work	95% B	84%	88%	93% B	82%	90%	87%	81%	88%	96% A	88%
Clovis as a place to visit	52%	73% A	92% A B	80% B	61%	67%	75%	72%	73%	74%	73%
Employment opportunities	53%	63%	57%	62%	53%	53%	61%	46%	66% A	62% A	58%
Shopping opportunities	76%	74%	83%	82% B	71%	79%	76%	84%	80%	73%	76%
Cost of living in Clovis	40%	59% A	51%	53%	48%	36%	58% A	33%	46%	66% A B	50%
Overall quality of business and service establishments in Clovis	70%	84% A	78%	85% B	67%	75%	80%	73%	83%	81%	78%
Vibrant downtown/commercial area	66%	76%	78%	81% B	62%	72%	75%	72%	82% C	68%	73%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Health and wellness opportunities in Clovis	59%	76% A	87% A	80% B	66%	70%	78%	71%	74%	79%	75%
Fitness opportunities (including exercise classes and paths or trails, etc.)	59%	84% A	84% A	85% B	63%	74%	77%	77%	83%	71%	76%
Recreational opportunities	51%	71% A	68% A	69%	58%	68%	62%	73%	63%	61%	64%
Availability of affordable quality food	74%	75%	85%	80%	72%	78%	78%	81%	86% C	72%	77%
Availability of affordable quality health care	72%	82%	81%	80%	76%	77%	79%	71%	82%	81%	78%
Availability of preventive health services	82%	82%	77%	77%	83%	83%	78%	78%	83%	77%	79%
Availability of affordable quality mental health care	73%	63%	54%	62%	58%	63%	60%	60%	72%	56%	60%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Overall opportunities for education and enrichment	75%	85% A	91% A	85%	81%	85%	83%	89%	84%	81%	83%
Availability of affordable quality child care/preschool	49%	80% A	75% A	76%	66%	53%	81% A	57%	69%	84% A	70%
K-12 education	78%	92% A	90% A	89%	85%	80%	91% A	80%	92% A	89%	87%
Adult educational opportunities	65%	83% A	85% A	85% B	71%	75%	82%	71%	83%	85% A	79%
Opportunities to attend cultural/arts/music activities	49%	63%	68% A	65%	56%	64%	59%	66%	65%	54%	61%
Opportunities to participate in religious or spiritual events and activities	77%	83%	81%	84%	77%	73%	84% A	72%	79%	88% A	80%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Opportunities to participate in social events and activities	66%	70%	76%	72%	67%	61%	75% A	65%	76%	72%	70%
Opportunities to volunteer	69%	78%	78%	84% B	61%	67%	79%	69%	83%	79%	75%
Opportunities to participate in community matters	54%	72% A	72% A	76% B	53%	63%	69%	61%	75%	67%	66%
Openness and acceptance of the community toward people of diverse backgrounds	62%	66%	66%	68%	60%	53%	70% A	55%	59%	75% A B	64%
Neighborliness of residents in Clovis	65%	72%	71%	74% B	62%	58%	75% A	64%	69%	77% A	69%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
The City of Clovis	89%	87%	90%	90%	86%	83%	91%	82%	87%	94% A	88%
The value of services for the taxes paid to Clovis	47%	69% A	69% A	67%	57%	59%	65%	54%	62%	70% A	62%
The overall direction that Clovis is taking	65%	72%	77%	74%	68%	67%	74%	60%	74%	77% A	71%
The job Clovis government does at welcoming resident involvement	46%	66% A	58%	56%	62%	49%	63%	44%	60%	67% A	58%
Overall confidence in Clovis government	40%	75% A	67% A	66%	62%	55%	67%	58%	72%	63%	64%
Generally acting in the best interest of the community	41%	75% A	70% A	67%	64%	56%	68%	54%	74% A	66%	65%
Being honest	34%	76% A	69% A	67%	60%	50%	69% A	46%	75% A	66% A	63%
Treating all residents fairly	36%	74% A	65% A	65%	54%	48%	66% A	48%	66% A	67% A	60%
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	67%	87% A	87% A	85%	75%	72%	86% A	70%	86% A	86% A	81%
The Federal Government	22%	40% A	41% A	35%	37%	36%	34%	39%	32%	34%	34%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Police/Sheriff services	87%	91%	98% A	92%	91%	89%	94%	86%	92%	96% A	92%
Fire services	90%	94%	99% A	97% B	91%	92%	96%	90%	93%	98% A	95%
Ambulance or emergency medical services	91%	98% A	95%	96%	93%	91%	98% A	94%	93%	99%	95%
Crime prevention	82%	87%	86%	87%	82%	85%	86%	85%	88%	85%	86%
Fire prevention and education	70%	82%	90% A	87% B	70%	77%	83%	72%	80%	88% A	81%
Animal control	63%	74%	70%	69%	71%	75%	67%	73%	62%	71%	69%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	43%	50%	61%	48%	57%	53%	49%	53%	47%	52%	51%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Traffic enforcement	79%	84%	78%	81%	79%	82%	80%	81%	76%	85%	80%
Street repair	54%	71% A C	50%	60%	59%	61%	58%	49%	65% A	64% A	58%
Street cleaning	79%	90% A	83%	83%	87%	81%	87%	79%	88%	86%	84%
Street lighting	64%	80% A	83% A	77%	76%	71%	79%	69%	78%	82% A	76%
Sidewalk maintenance	69%	70%	71%	67%	77%	75%	68%	69%	72%	71%	70%
Traffic signal timing	57%	63%	63%	58%	67%	74% B	56%	72% C	61%	55%	61%
Bus or transit services	60%	74%	76%	69%	70%	69%	72%	78%	62%	76%	70%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Garbage collection	84%	95% A	91%	91%	89%	84%	94% A	84%	90%	95% A	91%
Recycling	79%	92% A	89% A	88%	85%	74%	94% A	76%	89% A	94% A	87%
Yard waste pick-up	81%	95% A	88%	92%	84%	77%	94% A	79%	90% A	95% A	90%
Drinking water	57%	71% A	76% A	70%	64%	70%	67%	62%	69%	70%	69%
Preservation of natural areas such as open space, farmlands and greenbelts	46%	54%	50%	49%	52%	53%	50%	45%	54%	51%	50%
Clovis open space	49%	69% A	57%	57%	63%	62%	58%	62%	49%	67% B	60%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Storm drainage	81%	80%	83%	83%	78%	75%	84%	73%	82%	86% A	81%
Sewer services	83%	83%	89%	89% B	78%	83%	86%	84%	84%	85%	85%
Power (electric and/or gas) utility	73%	80%	81%	80%	76%	78%	78%	80%	79%	76%	78%
Utility billing	64%	78% A	78%	79% B	67%	73%	75%	70%	76%	75%	74%
Land use, planning and zoning	58%	66%	62%	60%	68%	72%	58%	74% B	51%	62%	62%
Code enforcement (weeds, abandoned buildings, etc.)	59%	65%	54%	58%	64%	61%	59%	59%	64%	58%	60%
Cable television	48%	59%	63%	60%	55%	55%	58%	58%	51%	59%	56%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Economic development	80%	72%	69%	75%	72%	75%	72%	75%	70%	73%	73%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
City parks	65%	92% A	86% A	84%	79%	77%	85%	81%	86%	79%	82%
Recreation programs or classes	72%	78%	78%	80%	72%	79%	73%	81%	72%	74%	75%
Recreation centers or facilities	71%	79%	75%	77%	74%	81%	71%	82%	69%	74%	74%
Health services	79%	80%	83%	79%	84%	82%	80%	85%	80%	78%	80%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Public library services	71%	84%	83%	81%	79%	77%	83%	87%	78%	76%	80%
City-sponsored special events	73%	79%	81%	83% B	70%	81%	76%	83%	78%	75%	78%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Public information services	72%	81%	79%	78%	78%	73%	80%	73%	80%	79%	77%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Sense of community	65%	79% A	83% A	82% B	67%	64%	82% A	68%	72%	87% A B	76%
Recommend living in Clovis to someone who asks	100% B	94%	96%	97%	95%	97%	96%	95%	95%	99%	96%
Remain in Clovis for the next five years	96%	91%	91%	92%	95%	90%	94%	90%	91%	96%	93%
Contacted the City of Clovis (in-person, phone, email or web) for help or information	17%	48% A	48% A	32%	53% A	25%	47% A	30%	37%	49% A	40%

Table 20: Participation - Safety

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Was NOT the victim of a crime	90%	83%	89%	84%	91%	91%	84%	84%	90%	86%	87%
Did NOT report a crime	86%	85%	77%	79%	87%	86%	80%	83%	87%	81%	83%
Stocked supplies in preparation for an emergency	10%	32% A	35% A	26%	27%	12%	35% A	25%	24%	31%	27%

Table 21: Participation - Mobility

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Walked or biked instead of driving	67% C	55%	43%	51%	63% A	71% B	46%	59%	62% C	48%	55%
Carpooled with other adults or children instead of driving alone	57% B C	38%	34%	44%	39%	38%	45%	35%	38%	48%	42%
Used bus, rail, subway or other public transportation instead of driving	4%	12%	10%	10%	7%	17% B	4%	23% B C	5%	1%	9%

Table 22: Participation - Natural 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Recycle at home	89%	97% A	97% A	95%	93%	87%	98% A	84%	100% A	98% A	94%
Made efforts to make your home more energy efficient	94% B C	82%	78%	85%	84%	79%	87%	85%	78%	88% B	84%
Made efforts to conserve water	92%	90%	91%	89%	95%	90%	92%	94%	89%	92%	92%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
NOT under housing cost stress	60%	67%	57%	64%	57%	46%	71% A	19%	63% A	93% A B	62%
Did NOT observe a code violation	57%	58%	51%	60% B	47%	64% B	51%	53%	61%	52%	56%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Purchase goods or services from a business located in Clovis	100%	99%	100%	100%	99%	100%	99%	100%	98%	100%	100%
Economy will have positive impact on income	17%	46% A	34% A	37%	28%	28%	37%	29%	31%	40%	34%
Work in Clovis	45% C	33% C	19%	32%	31%	46% B	25%	37%	38%	26%	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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Used Clovis recreation centers or their services	26%	52% A	42% A	38%	46%	46%	39%	54% B	29%	43% B	41%
Visited a neighborhood park or City park	96% C	90% C	67%	81%	88%	90% B	81%	82%	81%	88%	85%
Eat at least 5 portions of fruits and vegetables a day	85%	86%	81%	81%	89%	86%	83%	82%	83%	85%	84%
Participate in moderate or vigorous physical activity	90% B C	74%	72%	73%	86% A	76%	79%	69%	80%	84% A	78%
Reported being in "very good" or "excellent" health	69% C	73% C	47%	64%	62%	50%	70% A	44%	69% A	74% A	63%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Used Clovis public libraries or their services	48%	46%	44%	44%	48%	57% B	41%	55%	43%	42%	47%
Participated in religious or spiritual activities in Clovis	33%	55% A	54% A	49%	50%	44%	52%	57% B	42%	50%	49%
Attended a City-sponsored event	46%	67% A C	50%	50%	63% A	45%	61% A	51%	47%	67% A B	56%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Campaigned or advocated for an issue, cause or candidate	12%	22%	18%	18%	17%	15%	19%	21%	14%	19%	18%
Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	4%	10%	9%	9%	5%	6%	9%	8%	11%	6%	8%
Volunteered your time to some group/activity in Clovis	17%	32% A	25%	29%	20%	18%	30% A	19%	22%	34% A	26%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Participated in a club	8%	29% A	24% A	27% B	13%	9%	28% A	18%	18%	27%	22%
Talked to or visited with your immediate neighbors	94%	97%	92%	96%	92%	93%	96%	90%	93%	99% A	95%
Done a favor for a neighbor	65%	87% A	84% A	80%	82%	67%	87% A	80%	72%	89% B	81%
Attended a local public meeting	4%	13% A	16% A	11%	11%	10%	12%	17%	8%	11%	11%
Read or watch local news (via television, paper, computer, etc.)	72%	88% A	91% A	83%	87%	79%	88% A	81%	89%	83%	84%
Vote in local elections	76%	98% A	93% A	95% B	82%	84%	94% A	85%	92%	94% A	90%

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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Overall feeling of safety in Clovis	88%	94%	96% A	91%	96%	86%	96% A	94%	91%	95%	93%
Overall ease of getting to the places you usually have to visit	71%	76%	83%	77%	80%	73%	80%	73%	75%	83%	77%
Quality of overall natural environment in Clovis	84%	80%	86%	80%	88%	78%	86%	81%	86%	84%	83%
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	78%	77%	86%	81%	78%	74%	84%	80%	77%	84%	80%
Health and wellness opportunities in Clovis	78%	82%	86%	82%	82%	83%	82%	85%	84%	80%	82%
Overall opportunities for education and enrichment	82%	78%	87%	81%	84%	84%	81%	88% C	89% C	74%	82%
Overall economic health of Clovis	88%	92%	90%	90%	91%	86%	92%	90%	93%	91%	91%
Sense of community	85%	81%	85%	81%	88%	79%	86%	87%	83%	82%	83%

Table 29: 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Public safety (police/fire)	90%	96% A	95%	93%	96%	89%	97% A	95%	91%	98% B	94%
Parks/trails	87% B	73%	80%	79%	77%	84%	77%	80%	83%	77%	79%
Street repair and maintenance	82%	93% A	96% A	91%	89%	88%	92%	95%	88%	92%	91%
Senior services	66%	72%	88% A B	76%	75%	75%	76%	89% B C	74%	68%	75%
Affordable housing	76%	68%	86% B	79%	71%	93% B	66%	92% C	84% C	59%	75%
Land use planning	78%	79%	90% A B	85% B	76%	81%	83%	87%	79%	82%	82%
Public transportation	56%	55%	71% A B	67% B	53%	70% B	56%	78% B C	63% C	47%	60%
Recreation	65%	65%	70%	73% B	59%	72%	64%	72%	73%	60%	67%
Economic development	77%	89% A	87%	86%	85%	76%	89% A	78%	86%	90% A	84%

Table 30: Place of Employment

Percent "Clovis, outside of my home" or "Clovis, in my 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
If you are employed for pay, which of the following best describes where you work? (Select only one.)	30% C	26%	14%	22%	27%	30%	20%	25%	31% C	16%	23%

Table 31: 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
Restaurants	72%	80% C	68%	79% B	66%	67%	76%	61%	76% A	82% A	73%
Retail	72%	77%	73%	80% B	67%	68%	77%	64%	78% A	80% A	74%
Professional services	54%	78% A	81% A	80% B	60%	67%	75%	64%	76%	74%	72%
Recreation	71%	73%	65%	74%	66%	69%	70%	61%	85% A C	66%	70%
Manufacturing	31%	61% A	63% A	52%	54%	57%	51%	63% B	44%	52%	53%
Industrial	31%	53% A	58% A	48%	51%	52%	47%	62% B C	41%	44%	49%
Technology	73%	76%	80%	75%	77%	68%	81% A	70%	72%	84% A	77%
Agricultural based businesses	67%	67%	76%	71%	67%	71%	69%	71%	73%	67%	70%

Table 32: 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 "100% of the time" or "75% of the time" or "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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
In the City of Clovis	62%	70%	82% A	70%	72%	73%	70%	80% C	71%	67%	72%
In the City of Fresno	30%	22%	23%	20%	31%	27%	24%	29%	27%	17%	25%
On the Internet	34%	38% C	21%	36% B	22%	24%	35%	21%	31%	37% A	31%
Other	0%	3%	8% A	2%	6%	2%	5%	8% B C	1%	0%	4%

Table 33: Line Item Additions to Question 11

Overall, how would you rate the quality of the services provided by each of the following? (Percent rating as "excellent" or "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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)
The State Government	8%	39% A	34% A	25%	37%	28%	30%	34%	21%	32%	29%
Fresno County Government	27%	55% A	50% A	53% B	37%	44%	47%	48%	44%	45%	45%

THE NCS™
The National Community Survey™

Clovis, CA
Supplemental Online Survey Results

2019

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Contents

About this Report

As part of its participation in The National Community Survey™, the City of Clovis conducted a mailed survey of 1,700 residents. Surveys were mailed to randomly selected households in August 2019 and data were collected through October 2019 (see the report, *The National Community Survey: Community Livability Report, Clovis, CA, 2019*). The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey during October and November 2019 and 873 surveys were received. This report contains the results of this opt-in administration of the web-based survey. These data were not collected through a random sample and it is unknown who in the community was aware of link on the City's website; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were weighted to match the demographic characteristics of the 2010 Census and 2017 American Community Survey estimates for adults in the City of Clovis.

The results of the weighting scheme for the opt-in survey are presented in the following table.

Table 1: Clovis, CA 2019 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	39%	14%	31%
Own home	61%	86%	69%
Detached unit*	76%	93%	84%
Attached unit*	24%	7%	16%
Race and Ethnicity			
White	74%	80%	76%
Not white	26%	20%	24%
Not Hispanic	77%	86%	82%
Hispanic	23%	14%	18%
Sex and Age			
Female	53%	73%	60%
Male	47%	27%	40%
18-34 years of age	32%	22%	29%
35-54 years of age	38%	43%	42%
55+ years of age	29%	35%	29%
Females 18-34	16%	16%	18%
Females 35-54	20%	31%	24%
Females 55+	16%	25%	17%
Males 18-34	16%	6%	13%
Males 35-54	18%	11%	17%
Males 55+	13%	10%	11%
AREA			
Area 1: North of Herndon	23%	34%	27%
Area 2: SE of Herndon and Fowler	30%	40%	35%
Area 3: SW of Herndon and Fowler	47%	26%	38%

* U.S. Census Bureau, ACS 2017 5-year estimates

Complete Survey Responses

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=").

Responses excluding "don't know"

Table 2: Question 1

Please rate each of the following aspects of quality of life in Clovis:	Excellent		Good		Fair		Poor		Total	
Clovis as a place to live	56%	N=486	39%	N=337	5%	N=40	0%	N=3	100%	N=867
Your neighborhood as a place to live	48%	N=378	43%	N=341	8%	N=65	1%	N=8	100%	N=792
Clovis as a place to raise children	57%	N=431	36%	N=273	5%	N=38	2%	N=14	100%	N=757
Clovis as a place to work	43%	N=262	44%	N=269	10%	N=62	3%	N=16	100%	N=609
Clovis as a place to visit	33%	N=257	44%	N=337	19%	N=145	4%	N=29	100%	N=769
Clovis as a place to retire	34%	N=245	40%	N=286	18%	N=129	8%	N=57	100%	N=716
The overall quality of life in Clovis	43%	N=338	50%	N=393	6%	N=51	1%	N=6	100%	N=787

Table 3: Question 2

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Clovis	45%	N=376	48%	N=404	6%	N=52	1%	N=5	100%	N=838
Overall ease of getting to the places you usually have to visit	35%	N=272	50%	N=386	12%	N=95	3%	N=20	100%	N=773
Quality of overall natural environment in Clovis	30%	N=228	52%	N=396	15%	N=114	3%	N=24	100%	N=763
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	23%	N=177	53%	N=409	20%	N=155	4%	N=28	100%	N=769
Health and wellness opportunities in Clovis	29%	N=212	51%	N=364	16%	N=114	4%	N=30	100%	N=721
Overall opportunities for education and enrichment	40%	N=293	47%	N=345	10%	N=73	4%	N=28	100%	N=739
Overall economic health of Clovis	30%	N=216	56%	N=413	12%	N=89	2%	N=14	100%	N=732
Sense of community	33%	N=252	46%	N=351	16%	N=119	5%	N=36	100%	N=758
Overall image or reputation of Clovis	49%	N=372	43%	N=329	8%	N=59	1%	N=5	100%	N=765

Table 4: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Clovis to someone who asks	68%	N=557	27%	N=220	3%	N=27	1%	N=10	100%	N=814
Remain in Clovis for the next five years	71%	N=526	19%	N=142	5%	N=40	5%	N=34	100%	N=742

Table 5: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	73%	N=550	23%	N=172	3%	N=19	2%	N=15	0%	N=1	100%	N=757
In Clovis' downtown/commercial area during the day	75%	N=559	21%	N=153	4%	N=32	0%	N=3	0%	N=0	100%	N=747

Table 6: Question 5

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	10%	N=78	51%	N=414	28%	N=227	11%	N=86	100%	N=804
Ease of public parking	17%	N=124	46%	N=340	30%	N=224	8%	N=58	100%	N=746
Ease of travel by car in Clovis	27%	N=202	54%	N=399	17%	N=125	2%	N=17	100%	N=743
Ease of travel by public transportation in Clovis	16%	N=40	28%	N=70	20%	N=50	35%	N=86	100%	N=245
Ease of travel by bicycle in Clovis	26%	N=124	46%	N=222	21%	N=101	7%	N=34	100%	N=481
Ease of walking in Clovis	32%	N=227	50%	N=355	14%	N=98	4%	N=31	100%	N=711
Availability of paths and walking trails	43%	N=306	44%	N=315	12%	N=88	1%	N=10	100%	N=719
Air quality	4%	N=32	24%	N=175	45%	N=334	27%	N=199	100%	N=739
Cleanliness of Clovis	27%	N=202	57%	N=426	14%	N=107	2%	N=17	100%	N=752
Overall appearance of Clovis	32%	N=237	58%	N=434	10%	N=71	1%	N=8	100%	N=750
Public places where people want to spend time	29%	N=214	54%	N=401	14%	N=100	3%	N=20	100%	N=735
Variety of housing options	23%	N=161	46%	N=314	23%	N=155	8%	N=58	100%	N=687
Availability of affordable quality housing	15%	N=94	35%	N=225	28%	N=181	22%	N=143	100%	N=643
Fitness opportunities (including exercise classes and paths or trails, etc.)	38%	N=272	49%	N=345	11%	N=76	3%	N=18	100%	N=712
Recreational opportunities	23%	N=161	49%	N=340	23%	N=157	5%	N=36	100%	N=694
Availability of affordable quality food	33%	N=246	46%	N=340	17%	N=130	4%	N=31	100%	N=747
Availability of affordable quality health care	29%	N=195	47%	N=318	17%	N=114	6%	N=42	100%	N=670
Availability of preventive health services	30%	N=190	46%	N=289	18%	N=115	5%	N=34	100%	N=628
Availability of affordable quality mental health care	18%	N=66	31%	N=116	24%	N=89	28%	N=103	100%	N=374

Table 7: Question 6

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	26%	N=101	33%	N=128	24%	N=95	17%	N=68	100%	N=392
K-12 education	55%	N=329	33%	N=199	8%	N=50	3%	N=17	100%	N=595
Adult educational opportunities	35%	N=178	49%	N=251	13%	N=67	3%	N=14	100%	N=510
Opportunities to attend cultural/arts/music activities	22%	N=138	44%	N=277	25%	N=157	8%	N=51	100%	N=624
Opportunities to participate in religious or spiritual events and activities	43%	N=238	42%	N=234	9%	N=49	6%	N=30	100%	N=551
Employment opportunities	19%	N=94	47%	N=234	24%	N=118	11%	N=53	100%	N=499

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Total	
Shopping opportunities	30%	N=215	46%	N=330	18%	N=128	6%	N=47	100%	N=720
Cost of living in Clovis	13%	N=94	40%	N=283	34%	N=246	13%	N=92	100%	N=714
Overall quality of business and service establishments in Clovis	27%	N=194	56%	N=400	14%	N=100	2%	N=17	100%	N=710
Vibrant downtown/commercial area	35%	N=249	45%	N=324	16%	N=116	3%	N=24	100%	N=714
Overall quality of new development in Clovis	25%	N=169	50%	N=338	19%	N=127	6%	N=38	100%	N=672
Opportunities to participate in social events and activities	31%	N=208	50%	N=334	16%	N=107	4%	N=26	100%	N=675
Opportunities to volunteer	29%	N=131	50%	N=226	15%	N=69	7%	N=30	100%	N=455
Opportunities to participate in community matters	25%	N=132	52%	N=273	16%	N=83	6%	N=33	100%	N=522
Openness and acceptance of the community toward people of diverse backgrounds	24%	N=152	39%	N=252	22%	N=143	15%	N=94	100%	N=642
Neighborliness of residents in Clovis	26%	N=178	45%	N=315	23%	N=162	6%	N=43	100%	N=698

Table 8: 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	7%	N=50	93%	N=693	100%	N=743
Made efforts to make your home more energy efficient	22%	N=159	78%	N=582	100%	N=741
Observed a code violation or other hazard in Clovis (weeds, abandoned buildings, etc.)	42%	N=312	58%	N=427	100%	N=739
Household member was a victim of a crime in Clovis	92%	N=677	8%	N=62	100%	N=739
Reported a crime to the police in Clovis	77%	N=565	23%	N=173	100%	N=738
Stocked supplies in preparation for an emergency	62%	N=458	38%	N=280	100%	N=738
Campaigned or advocated for an issue, cause or candidate	75%	N=554	25%	N=184	100%	N=738
Contacted the City of Clovis (in-person, phone, email or web) for help or information	50%	N=367	50%	N=370	100%	N=737
Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	88%	N=651	12%	N=88	100%	N=739

Table 9: 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	5%	N=36	9%	N=62	24%	N=172	63%	N=459	100%	N=729
Visited a neighborhood park or City park	19%	N=140	31%	N=222	34%	N=247	16%	N=117	100%	N=726
Used Clovis public libraries or their services	5%	N=39	14%	N=102	27%	N=197	53%	N=387	100%	N=724
Participated in religious or spiritual activities in Clovis	11%	N=83	18%	N=129	14%	N=102	57%	N=407	100%	N=721
Attended a City-sponsored event	2%	N=13	15%	N=111	59%	N=428	24%	N=170	100%	N=723
Used bus, rail, subway or other public transportation instead of driving	2%	N=15	1%	N=9	5%	N=35	92%	N=666	100%	N=724
Carpooled with other adults or children instead of driving alone	19%	N=135	16%	N=113	14%	N=103	51%	N=369	100%	N=720
Walked or biked instead of driving	16%	N=116	10%	N=73	25%	N=181	49%	N=354	100%	N=724

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	
Volunteered your time to some group/activity in Clovis	5%	N=39	8%	N=59	18%	N=134	68%	N=493	100%	N=725
Participated in a club	3%	N=23	5%	N=35	12%	N=85	80%	N=579	100%	N=722
Talked to or visited with your immediate neighbors	42%	N=307	27%	N=192	23%	N=163	9%	N=62	100%	N=725
Done a favor for a neighbor	16%	N=114	22%	N=156	44%	N=321	18%	N=131	100%	N=722

Table 10: 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	0%	N=2	2%	N=12	16%	N=113	82%	N=589	100%	N=716

Table 11: Question 10

Please rate the quality of each of the following services in Clovis:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	64%	N=438	25%	N=173	6%	N=43	4%	N=27	100%	N=681
Fire services	75%	N=441	22%	N=128	3%	N=17	1%	N=3	100%	N=588
Ambulance or emergency medical services	66%	N=345	28%	N=148	4%	N=23	1%	N=4	100%	N=519
Crime prevention	46%	N=276	38%	N=226	12%	N=71	4%	N=26	100%	N=598
Fire prevention and education	47%	N=241	41%	N=208	9%	N=46	4%	N=18	100%	N=514
Traffic enforcement	29%	N=178	44%	N=269	17%	N=103	10%	N=63	100%	N=614
Street repair	21%	N=141	34%	N=228	29%	N=192	16%	N=103	100%	N=665
Street cleaning	44%	N=288	38%	N=251	14%	N=93	4%	N=29	100%	N=661
Street lighting	30%	N=204	46%	N=311	16%	N=110	7%	N=49	100%	N=673
Sidewalk maintenance	23%	N=150	42%	N=269	23%	N=151	12%	N=75	100%	N=645
Traffic signal timing	13%	N=90	36%	N=245	32%	N=214	19%	N=125	100%	N=673
Bus or transit services	20%	N=39	32%	N=64	25%	N=50	23%	N=45	100%	N=198
Garbage collection	47%	N=318	42%	N=284	8%	N=57	2%	N=13	100%	N=672
Recycling	45%	N=293	45%	N=292	9%	N=59	2%	N=11	100%	N=655
Yard waste pick-up	50%	N=310	41%	N=255	6%	N=40	3%	N=19	100%	N=624
Storm drainage	30%	N=177	47%	N=280	16%	N=97	7%	N=44	100%	N=598
Drinking water	24%	N=147	47%	N=292	21%	N=130	9%	N=55	100%	N=623
Sewer services	37%	N=220	54%	N=322	8%	N=47	2%	N=11	100%	N=599
Power (electric and/or gas) utility	28%	N=184	50%	N=329	15%	N=99	7%	N=48	100%	N=661
Utility billing	20%	N=132	46%	N=296	25%	N=162	9%	N=59	100%	N=649
City parks	36%	N=233	49%	N=315	11%	N=67	4%	N=24	100%	N=638

Please rate the quality of each of the following services in Clovis:	Excellent		Good		Fair		Poor		Total	
Recreation programs or classes	22%	N=68	50%	N=151	21%	N=63	7%	N=22	100%	N=304
Recreation centers or facilities	20%	N=65	53%	N=171	18%	N=59	8%	N=27	100%	N=323
Land use, planning and zoning	18%	N=86	39%	N=188	26%	N=127	17%	N=84	100%	N=485
Code enforcement (weeds, abandoned buildings, etc.)	16%	N=89	41%	N=227	28%	N=156	15%	N=82	100%	N=554
Animal control	29%	N=156	48%	N=254	15%	N=79	8%	N=44	100%	N=534
Economic development	24%	N=121	47%	N=238	22%	N=111	8%	N=38	100%	N=509
Health services	28%	N=148	49%	N=255	17%	N=88	6%	N=29	100%	N=520
Public library services	39%	N=169	50%	N=214	9%	N=38	2%	N=11	100%	N=432
Public information services	27%	N=129	54%	N=255	15%	N=69	3%	N=16	100%	N=468
Cable television	22%	N=106	42%	N=207	26%	N=128	10%	N=47	100%	N=488
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	N=76	45%	N=167	22%	N=83	12%	N=46	100%	N=372
Preservation of natural areas such as open space, farmlands and greenbelts	14%	N=72	34%	N=184	31%	N=165	21%	N=114	100%	N=535
Clovis open space	13%	N=71	42%	N=231	31%	N=168	14%	N=79	100%	N=550
City-sponsored special events	39%	N=228	48%	N=284	11%	N=65	2%	N=14	100%	N=592
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	46%	N=280	42%	N=256	7%	N=46	5%	N=30	100%	N=611

Table 12: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Clovis	42%	N=276	46%	N=302	9%	N=57	2%	N=15	100%	N=650
The Federal Government	5%	N=27	28%	N=157	36%	N=199	31%	N=171	100%	N=554
The State Government	4%	N=22	17%	N=98	29%	N=170	50%	N=289	100%	N=579
Fresno County Government	6%	N=33	36%	N=195	42%	N=225	16%	N=88	100%	N=541

Table 13: Question 12

Please rate the following categories of Clovis government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Clovis	23%	N=142	42%	N=258	26%	N=162	9%	N=54	100%	N=616
The overall direction that Clovis is taking	25%	N=155	48%	N=296	17%	N=104	10%	N=63	100%	N=617
The job Clovis government does at welcoming resident involvement	23%	N=115	45%	N=229	21%	N=107	11%	N=54	100%	N=506
Overall confidence in Clovis government	27%	N=162	48%	N=287	18%	N=107	7%	N=42	100%	N=598
Generally acting in the best interest of the community	28%	N=172	47%	N=286	16%	N=100	9%	N=54	100%	N=611
Being honest	29%	N=158	46%	N=254	17%	N=96	8%	N=45	100%	N=553
Treating all residents fairly	27%	N=152	42%	N=240	21%	N=117	10%	N=59	100%	N=568

Table 14: 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	77%	N=502	20%	N=127	3%	N=19	0%	N=2	100%	N=650
Overall ease of getting to the places you usually have to visit	38%	N=243	47%	N=304	12%	N=78	2%	N=15	100%	N=640
Quality of overall natural environment in Clovis	39%	N=248	45%	N=288	16%	N=101	1%	N=4	100%	N=640
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	35%	N=225	45%	N=290	18%	N=117	1%	N=9	100%	N=641
Health and wellness opportunities in Clovis	35%	N=225	42%	N=271	20%	N=127	3%	N=19	100%	N=641
Overall opportunities for education and enrichment	48%	N=304	37%	N=240	12%	N=80	2%	N=16	100%	N=640
Overall economic health of Clovis	52%	N=329	42%	N=266	6%	N=39	0%	N=2	100%	N=635
Sense of community	44%	N=280	45%	N=286	10%	N=63	1%	N=10	100%	N=639

Table 15: 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)	83%	N=533	11%	N=69	6%	N=35	0%	N=2	100%	N=639
Parks/trails	33%	N=207	47%	N=300	19%	N=119	1%	N=6	100%	N=632
Street repair and maintenance	55%	N=344	41%	N=259	4%	N=28	0%	N=0	100%	N=630
Senior services	31%	N=197	45%	N=287	21%	N=131	3%	N=17	100%	N=632
Affordable housing	36%	N=229	29%	N=184	26%	N=162	9%	N=54	100%	N=630
Land use planning	44%	N=277	35%	N=223	19%	N=118	2%	N=12	100%	N=630
Public transportation	18%	N=113	34%	N=217	40%	N=250	8%	N=51	100%	N=630
Recreation	21%	N=132	43%	N=274	34%	N=213	2%	N=12	100%	N=631
Economic development	41%	N=258	41%	N=257	16%	N=97	2%	N=14	100%	N=627

Table 16: 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	25%	N=160
Clovis, in my home	6%	N=36
Fresno	34%	N=213
Other	10%	N=65
Not employed for pay	25%	N=156
Total	100%	N=630

Table 17: 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	29%	N=184	42%	N=265	24%	N=153	5%	N=35	100%	N=637
Retail	29%	N=183	41%	N=255	25%	N=156	5%	N=34	100%	N=628
Professional services	26%	N=160	47%	N=293	24%	N=148	4%	N=22	100%	N=623
Recreation	24%	N=149	42%	N=261	32%	N=197	3%	N=18	100%	N=626
Manufacturing	16%	N=98	31%	N=185	37%	N=223	16%	N=97	100%	N=602
Industrial	15%	N=89	27%	N=159	40%	N=239	19%	N=112	100%	N=599
Technology	36%	N=224	36%	N=221	22%	N=134	6%	N=36	100%	N=615
Agricultural based businesses	30%	N=181	40%	N=242	27%	N=163	4%	N=24	100%	N=610

Table 18: 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	10%	N=61	28%	N=173	39%	N=245	22%	N=139	2%	N=10	100%	N=627
In the City of Fresno	0%	N=1	3%	N=15	13%	N=77	62%	N=362	22%	N=126	100%	N=582
On the Internet	3%	N=18	9%	N=57	21%	N=126	56%	N=336	11%	N=66	100%	N=602
Other	0%	N=0	2%	N=9	4%	N=15	15%	N=66	79%	N=341	100%	N=431

Table 19: 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=11	3%	N=19	7%	N=43	25%	N=162	63%	N=405	100%	N=639
Purchase goods or services from a business located in Clovis	0%	N=1	1%	N=6	20%	N=130	60%	N=383	18%	N=118	100%	N=638
Eat at least 5 portions of fruits and vegetables a day	3%	N=20	17%	N=106	41%	N=262	30%	N=188	9%	N=60	100%	N=635
Participate in moderate or vigorous physical activity	3%	N=19	17%	N=108	37%	N=235	29%	N=183	14%	N=92	100%	N=636
Read or watch local news (via television, paper, computer, etc.)	5%	N=30	14%	N=91	18%	N=114	32%	N=203	31%	N=198	100%	N=636
Vote in local elections	6%	N=38	3%	N=19	7%	N=42	18%	N=116	66%	N=423	100%	N=638

Table 20: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	17%	N=108
Very good	40%	N=252
Good	34%	N=212
Fair	7%	N=47
Poor	2%	N=14
Total	100%	N=634

Table 21: 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	12%	N=77
Somewhat positive	30%	N=184
Neutral	39%	N=244
Somewhat negative	15%	N=92
Very negative	4%	N=22
Total	100%	N=618

Table 22: Question D4

What is your employment status?	Percent	Number
Working full time for pay	60%	N=380
Working part time for pay	15%	N=93
Unemployed, looking for paid work	2%	N=13
Unemployed, not looking for paid work	6%	N=40
Fully retired	17%	N=106
Total	100%	N=632

Table 23: Question D5

Do you work inside the boundaries of Clovis?	Percent	Number
Yes, outside the home	28%	N=168
Yes, from home	7%	N=44
No	64%	N=382
Total	100%	N=594

Table 24: Question D6

How many years have you lived in Clovis?	Percent	Number
Less than 2 years	8%	N=49
2 to 5 years	17%	N=105
6 to 10 years	14%	N=92
11 to 20 years	20%	N=125
More than 20 years	42%	N=264
Total	100%	N=634

Table 25: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	84%	N=561
Building with two or more homes (duplex, townhome, apartment or condominium)	15%	N=99
Mobile home	1%	N=4
Other	1%	N=6
Total	100%	N=670

Table 26: Question D8

Is this house, apartment or mobile home…	Percent	Number
Rented	31%	N=207
Owned	69%	N=458
Total	100%	N=664

Table 27: 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=15
$300 to $599 per month	5%	N=27
$600 to $999 per month	12%	N=66
$1,000 to $1,499 per month	31%	N=168
$1,500 to $2,499 per month	36%	N=195
$2,500 or more per month	14%	N=76
Total	100%	N=547

Table 28: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	55%	N=291
Yes	45%	N=237
Total	100%	N=529

Table 29: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	76%	N=479
Yes	24%	N=148
Total	100%	N=627

Table 30: 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	7%	N=44
$25,000 to $49,999	17%	N=102
$50,000 to $99,999	33%	N=198
$100,000 to $149,999	22%	N=135
$150,000 or more	20%	N=123
Total	100%	N=602

Table 31: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	82%	N=512
Yes, I consider myself to be Spanish, Hispanic or Latino	18%	N=113
Total	100%	N=625

Table 32: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=20
Asian, Asian Indian or Pacific Islander	8%	N=47
Black or African American	1%	N=8
White	80%	N=481
Other	13%	N=76

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

Table 33: Question D15

In which category is your age?	Percent	Number
18 to 24 years	7%	N=61
25 to 34 years	22%	N=191
35 to 44 years	27%	N=238
45 to 54 years	14%	N=125
55 to 64 years	16%	N=138
65 to 74 years	11%	N=97
75 years or older	2%	N=19
Total	100%	N=868

Table 34: Question D16

What is your sex?	Percent	Number
Female	60%	N=396
Male	40%	N=269
Total	100%	N=664

Table 35: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	86%	N=539
Land line	4%	N=26
Both	10%	N=65
Total	100%	N=629

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 36: 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	56%	N=486	39%	N=337	5%	N=40	0%	N=3	0%	N=1	100%	N=868
Your neighborhood as a place to live	48%	N=378	43%	N=341	8%	N=65	1%	N=8	0%	N=0	100%	N=792
Clovis as a place to raise children	55%	N=431	35%	N=273	5%	N=38	2%	N=14	4%	N=30	100%	N=788
Clovis as a place to work	33%	N=262	34%	N=269	8%	N=62	2%	N=16	23%	N=179	100%	N=788
Clovis as a place to visit	33%	N=257	43%	N=337	18%	N=145	4%	N=29	3%	N=20	100%	N=789
Clovis as a place to retire	31%	N=245	36%	N=286	16%	N=129	7%	N=57	9%	N=72	100%	N=789
The overall quality of life in Clovis	43%	N=338	50%	N=393	6%	N=51	1%	N=6	0%	N=2	100%	N=789

Table 37: 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	45%	N=376	48%	N=404	6%	N=52	1%	N=5	0%	N=1	100%	N=839
Overall ease of getting to the places you usually have to visit	35%	N=272	50%	N=386	12%	N=95	3%	N=20	0%	N=0	100%	N=773
Quality of overall natural environment in Clovis	30%	N=228	52%	N=396	15%	N=114	3%	N=24	1%	N=5	100%	N=768
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	23%	N=177	53%	N=409	20%	N=155	4%	N=28	0%	N=0	100%	N=769
Health and wellness opportunities in Clovis	28%	N=212	48%	N=364	15%	N=114	4%	N=30	6%	N=43	100%	N=764
Overall opportunities for education and enrichment	38%	N=293	45%	N=345	10%	N=73	4%	N=28	4%	N=30	100%	N=769
Overall economic health of Clovis	28%	N=216	54%	N=413	12%	N=89	2%	N=14	5%	N=37	100%	N=769
Sense of community	33%	N=252	46%	N=351	16%	N=119	5%	N=36	1%	N=7	100%	N=765
Overall image or reputation of Clovis	48%	N=372	43%	N=329	8%	N=59	1%	N=5	1%	N=5	100%	N=769

Table 38: 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	68%	N=557	27%	N=220	3%	N=27	1%	N=10	0%	N=3	100%	N=818
Remain in Clovis for the next five years	70%	N=526	19%	N=142	5%	N=40	5%	N=34	2%	N=14	100%	N=756

Table 39: 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	73%	N=550	23%	N=172	3%	N=19	2%	N=15	0%	N=1	0%	N=0	100%	N=757
In Clovis' downtown/commercial area during the day	74%	N=559	20%	N=153	4%	N=32	0%	N=3	0%	N=0	1%	N=8	100%	N=755

Table 40: 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	10%	N=78	51%	N=414	28%	N=227	11%	N=86	0%	N=1	100%	N=805
Ease of public parking	16%	N=124	45%	N=340	30%	N=224	8%	N=58	1%	N=7	100%	N=752
Ease of travel by car in Clovis	27%	N=202	53%	N=399	17%	N=125	2%	N=17	1%	N=5	100%	N=748
Ease of travel by public transportation in Clovis	5%	N=40	9%	N=70	7%	N=50	11%	N=86	67%	N=507	100%	N=752
Ease of travel by bicycle in Clovis	16%	N=124	30%	N=222	13%	N=101	5%	N=34	36%	N=272	100%	N=753
Ease of walking in Clovis	30%	N=227	47%	N=355	13%	N=98	4%	N=31	5%	N=41	100%	N=753
Availability of paths and walking trails	41%	N=306	42%	N=315	12%	N=88	1%	N=10	4%	N=33	100%	N=752
Air quality	4%	N=32	23%	N=175	44%	N=334	26%	N=199	2%	N=12	100%	N=751
Cleanliness of Clovis	27%	N=202	57%	N=426	14%	N=107	2%	N=17	0%	N=0	100%	N=752
Overall appearance of Clovis	32%	N=237	58%	N=434	10%	N=71	1%	N=8	0%	N=0	100%	N=750
Public places where people want to spend time	29%	N=214	54%	N=401	13%	N=100	3%	N=20	2%	N=13	100%	N=748
Variety of housing options	22%	N=161	42%	N=314	21%	N=155	8%	N=58	8%	N=59	100%	N=747
Availability of affordable quality housing	13%	N=94	30%	N=225	24%	N=181	19%	N=143	14%	N=107	100%	N=750
Fitness opportunities (including exercise classes and paths or trails, etc.)	36%	N=272	46%	N=345	10%	N=76	2%	N=18	5%	N=39	100%	N=751
Recreational opportunities	21%	N=161	45%	N=340	21%	N=157	5%	N=36	8%	N=57	100%	N=751
Availability of affordable quality food	33%	N=246	45%	N=340	17%	N=130	4%	N=31	1%	N=4	100%	N=751
Availability of affordable quality health care	26%	N=195	42%	N=318	15%	N=114	6%	N=42	11%	N=81	100%	N=751
Availability of preventive health services	25%	N=190	39%	N=289	15%	N=115	5%	N=34	16%	N=120	100%	N=749
Availability of affordable quality mental health care	9%	N=66	15%	N=116	12%	N=89	14%	N=103	50%	N=375	100%	N=750

Table 41: 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=101	17%	N=128	13%	N=95	9%	N=68	48%	N=366	100%	N=758
K-12 education	46%	N=329	28%	N=199	7%	N=50	2%	N=17	17%	N=122	100%	N=718
Adult educational opportunities	25%	N=178	35%	N=251	9%	N=67	2%	N=14	29%	N=209	100%	N=719

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to attend cultural/arts/music activities	19%	N=138	39%	N=277	22%	N=157	7%	N=51	13%	N=92	100%	N=715
Opportunities to participate in religious or spiritual events and activities	33%	N=238	32%	N=234	7%	N=49	4%	N=30	24%	N=169	100%	N=721
Employment opportunities	13%	N=94	33%	N=234	16%	N=118	7%	N=53	31%	N=220	100%	N=719
Shopping opportunities	30%	N=215	46%	N=330	18%	N=128	6%	N=47	0%	N=1	100%	N=721
Cost of living in Clovis	13%	N=94	39%	N=283	34%	N=246	13%	N=92	1%	N=4	100%	N=718
Overall quality of business and service establishments in Clovis	27%	N=194	55%	N=400	14%	N=100	2%	N=17	1%	N=10	100%	N=720
Vibrant downtown/commercial area	35%	N=249	45%	N=324	16%	N=116	3%	N=24	1%	N=5	100%	N=719
Overall quality of new development in Clovis	23%	N=169	47%	N=338	18%	N=127	5%	N=38	7%	N=48	100%	N=720
Opportunities to participate in social events and activities	29%	N=208	47%	N=334	15%	N=107	4%	N=26	6%	N=42	100%	N=717
Opportunities to volunteer	18%	N=131	31%	N=226	10%	N=69	4%	N=30	37%	N=264	100%	N=719
Opportunities to participate in community matters	18%	N=132	38%	N=273	12%	N=83	5%	N=33	28%	N=199	100%	N=721
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=152	35%	N=252	20%	N=143	13%	N=94	11%	N=78	100%	N=720
Neighborliness of residents in Clovis	25%	N=178	44%	N=315	22%	N=162	6%	N=43	3%	N=21	100%	N=720

Table 42: 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	7%	N=50	93%	N=693	100%	N=743
Made efforts to make your home more energy efficient	22%	N=159	78%	N=582	100%	N=741
Observed a code violation or other hazard in Clovis (weeds, abandoned buildings, etc.)	42%	N=312	58%	N=427	100%	N=739
Household member was a victim of a crime in Clovis	92%	N=677	8%	N=62	100%	N=739
Reported a crime to the police in Clovis	77%	N=565	23%	N=173	100%	N=738
Stocked supplies in preparation for an emergency	62%	N=458	38%	N=280	100%	N=738
Campaigned or advocated for an issue, cause or candidate	75%	N=554	25%	N=184	100%	N=738
Contacted the City of Clovis (in-person, phone, email or web) for help or information	50%	N=367	50%	N=370	100%	N=737
Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	88%	N=651	12%	N=88	100%	N=739

Table 43: 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	5%	N=36	9%	N=62	24%	N=172	63%	N=459	100%	N=729
Visited a neighborhood park or City park	19%	N=140	31%	N=222	34%	N=247	16%	N=117	100%	N=726
Used Clovis public libraries or their services	5%	N=39	14%	N=102	27%	N=197	53%	N=387	100%	N=724
Participated in religious or spiritual activities in Clovis	11%	N=83	18%	N=129	14%	N=102	57%	N=407	100%	N=721

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	
Attended a City-sponsored event	2%	N=13	15%	N=111	59%	N=428	24%	N=170	100%	N=723
Used bus, rail, subway or other public transportation instead of driving	2%	N=15	1%	N=9	5%	N=35	92%	N=666	100%	N=724
Carpooled with other adults or children instead of driving alone	19%	N=135	16%	N=113	14%	N=103	51%	N=369	100%	N=720
Walked or biked instead of driving	16%	N=116	10%	N=73	25%	N=181	49%	N=354	100%	N=724
Volunteered your time to some group/activity in Clovis	5%	N=39	8%	N=59	18%	N=134	68%	N=493	100%	N=725
Participated in a club	3%	N=23	5%	N=35	12%	N=85	80%	N=579	100%	N=722
Talked to or visited with your immediate neighbors	42%	N=307	27%	N=192	23%	N=163	9%	N=62	100%	N=725
Done a favor for a neighbor	16%	N=114	22%	N=156	44%	N=321	18%	N=131	100%	N=722

Table 44: 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	0%	N=2	2%	N=12	16%	N=113	82%	N=589	100%	N=716

Table 45: 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	63%	N=438	25%	N=173	6%	N=43	4%	N=27	2%	N=17	100%	N=697
Fire services	66%	N=441	19%	N=128	2%	N=17	0%	N=3	12%	N=84	100%	N=672
Ambulance or emergency medical services	51%	N=345	22%	N=148	3%	N=23	1%	N=4	23%	N=159	100%	N=678
Crime prevention	41%	N=276	33%	N=226	11%	N=71	4%	N=26	11%	N=77	100%	N=676
Fire prevention and education	36%	N=241	31%	N=208	7%	N=46	3%	N=18	24%	N=164	100%	N=677
Traffic enforcement	26%	N=178	40%	N=269	15%	N=103	9%	N=63	9%	N=62	100%	N=676
Street repair	21%	N=141	34%	N=228	28%	N=192	15%	N=103	2%	N=12	100%	N=677
Street cleaning	43%	N=288	37%	N=251	14%	N=93	4%	N=29	2%	N=15	100%	N=676
Street lighting	30%	N=204	46%	N=311	16%	N=110	7%	N=49	1%	N=4	100%	N=677
Sidewalk maintenance	22%	N=150	40%	N=269	23%	N=151	11%	N=75	4%	N=27	100%	N=672
Traffic signal timing	13%	N=90	36%	N=245	32%	N=214	18%	N=125	0%	N=1	100%	N=675
Bus or transit services	6%	N=39	10%	N=64	7%	N=50	7%	N=45	71%	N=479	100%	N=677
Garbage collection	47%	N=318	42%	N=284	8%	N=57	2%	N=13	0%	N=3	100%	N=675
Recycling	43%	N=293	43%	N=292	9%	N=59	2%	N=11	3%	N=20	100%	N=675
Yard waste pick-up	46%	N=310	38%	N=255	6%	N=40	3%	N=19	7%	N=49	100%	N=673
Storm drainage	26%	N=177	41%	N=280	14%	N=97	6%	N=44	12%	N=79	100%	N=676

Please rate the quality of each of the following services in Clovis:	Excellent		Good		Fair		Poor		Don't know		Total	
Drinking water	22%	N=147	43%	N=292	19%	N=130	8%	N=55	8%	N=53	100%	N=676
Sewer services	32%	N=220	48%	N=322	7%	N=47	2%	N=11	11%	N=76	100%	N=675
Power (electric and/or gas) utility	27%	N=184	49%	N=329	15%	N=99	7%	N=48	2%	N=16	100%	N=677
Utility billing	20%	N=132	44%	N=296	24%	N=162	9%	N=59	4%	N=26	100%	N=675
City parks	35%	N=233	47%	N=315	10%	N=67	4%	N=24	5%	N=33	100%	N=672
Recreation programs or classes	10%	N=68	22%	N=151	9%	N=63	3%	N=22	55%	N=372	100%	N=676
Recreation centers or facilities	10%	N=65	25%	N=171	9%	N=59	4%	N=27	52%	N=354	100%	N=677
Land use, planning and zoning	13%	N=86	28%	N=188	19%	N=127	13%	N=84	27%	N=183	100%	N=668
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=89	34%	N=227	23%	N=156	12%	N=82	18%	N=121	100%	N=675
Animal control	23%	N=156	38%	N=254	12%	N=79	7%	N=44	21%	N=140	100%	N=674
Economic development	18%	N=121	35%	N=238	17%	N=111	6%	N=38	24%	N=165	100%	N=673
Health services	22%	N=148	38%	N=255	13%	N=88	4%	N=29	23%	N=154	100%	N=674
Public library services	25%	N=169	32%	N=214	6%	N=38	2%	N=11	36%	N=243	100%	N=675
Public information services	19%	N=129	38%	N=255	10%	N=69	2%	N=16	30%	N=205	100%	N=673
Cable television	16%	N=106	31%	N=207	19%	N=128	7%	N=47	28%	N=185	100%	N=673
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	N=76	25%	N=167	12%	N=83	7%	N=46	45%	N=300	100%	N=672
Preservation of natural areas such as open space, farmlands and greenbelts	11%	N=72	27%	N=184	25%	N=165	17%	N=114	21%	N=138	100%	N=674
Clovis open space	11%	N=71	34%	N=231	25%	N=168	12%	N=79	18%	N=123	100%	N=673
City-sponsored special events	34%	N=228	42%	N=284	10%	N=65	2%	N=14	12%	N=81	100%	N=674
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	42%	N=280	38%	N=256	7%	N=46	4%	N=30	9%	N=62	100%	N=673

Table 46: 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	42%	N=276	46%	N=302	9%	N=57	2%	N=15	1%	N=8	100%	N=658
The Federal Government	4%	N=27	24%	N=157	31%	N=199	26%	N=171	14%	N=91	100%	N=644
The State Government	3%	N=22	15%	N=98	26%	N=170	45%	N=289	10%	N=66	100%	N=645
Fresno County Government	5%	N=33	30%	N=195	35%	N=225	14%	N=88	16%	N=104	100%	N=645

Table 47: 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	22%	N=142	40%	N=258	25%	N=162	8%	N=54	5%	N=34	100%	N=651
The overall direction that Clovis is taking	24%	N=155	45%	N=296	16%	N=104	10%	N=63	5%	N=33	100%	N=651
The job Clovis government does at welcoming resident involvement	18%	N=115	35%	N=229	17%	N=107	8%	N=54	22%	N=144	100%	N=650
Overall confidence in Clovis government	25%	N=162	44%	N=287	17%	N=107	6%	N=42	8%	N=51	100%	N=648
Generally acting in the best interest of the community	26%	N=172	44%	N=286	15%	N=100	8%	N=54	6%	N=39	100%	N=651
Being honest	24%	N=158	39%	N=254	15%	N=96	7%	N=45	15%	N=95	100%	N=648
Treating all residents fairly	23%	N=152	37%	N=240	18%	N=117	9%	N=59	13%	N=82	100%	N=650

Table 48: 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	77%	N=502	20%	N=127	3%	N=19	0%	N=2	100%	N=650
Overall ease of getting to the places you usually have to visit	38%	N=243	47%	N=304	12%	N=78	2%	N=15	100%	N=640
Quality of overall natural environment in Clovis	39%	N=248	45%	N=288	16%	N=101	1%	N=4	100%	N=640
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	35%	N=225	45%	N=290	18%	N=117	1%	N=9	100%	N=641
Health and wellness opportunities in Clovis	35%	N=225	42%	N=271	20%	N=127	3%	N=19	100%	N=641
Overall opportunities for education and enrichment	48%	N=304	37%	N=240	12%	N=80	2%	N=16	100%	N=640
Overall economic health of Clovis	52%	N=329	42%	N=266	6%	N=39	0%	N=2	100%	N=635
Sense of community	44%	N=280	45%	N=286	10%	N=63	1%	N=10	100%	N=639

Table 49: 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)	83%	N=533	11%	N=69	6%	N=35	0%	N=2	100%	N=639
Parks/trails	33%	N=207	47%	N=300	19%	N=119	1%	N=6	100%	N=632
Street repair and maintenance	55%	N=344	41%	N=259	4%	N=28	0%	N=0	100%	N=630
Senior services	31%	N=197	45%	N=287	21%	N=131	3%	N=17	100%	N=632
Affordable housing	36%	N=229	29%	N=184	26%	N=162	9%	N=54	100%	N=630
Land use planning	44%	N=277	35%	N=223	19%	N=118	2%	N=12	100%	N=630
Public transportation	18%	N=113	34%	N=217	40%	N=250	8%	N=51	100%	N=630
Recreation	21%	N=132	43%	N=274	34%	N=213	2%	N=12	100%	N=631
Economic development	41%	N=258	41%	N=257	16%	N=97	2%	N=14	100%	N=627

Table 50: 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	25%	N=160
Clovis, in my home	6%	N=36
Fresno	34%	N=213
Other	10%	N=65
Not employed for pay	25%	N=156
Total	100%	N=630

Table 51: 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	29%	N=184	42%	N=265	24%	N=153	5%	N=35	0%	N=0	100%	N=637
Retail	29%	N=183	41%	N=255	25%	N=156	5%	N=34	0%	N=1	100%	N=629
Professional services	25%	N=160	47%	N=293	24%	N=148	3%	N=22	1%	N=5	100%	N=628
Recreation	24%	N=149	41%	N=261	31%	N=197	3%	N=18	0%	N=3	100%	N=629
Manufacturing	16%	N=98	30%	N=185	36%	N=223	15%	N=97	3%	N=21	100%	N=623
Industrial	14%	N=89	25%	N=159	38%	N=239	18%	N=112	5%	N=29	100%	N=628
Technology	36%	N=224	35%	N=221	21%	N=134	6%	N=36	2%	N=11	100%	N=626
Agricultural based businesses	29%	N=181	39%	N=242	26%	N=163	4%	N=24	3%	N=17	100%	N=627

Table 52: 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	10%	N=61	28%	N=173	39%	N=245	22%	N=139	2%	N=10	100%	N=627
In the City of Fresno	0%	N=1	3%	N=15	13%	N=77	62%	N=362	22%	N=126	100%	N=582
On the Internet	3%	N=18	9%	N=57	21%	N=126	56%	N=336	11%	N=66	100%	N=602
Other	0%	N=0	2%	N=9	4%	N=15	15%	N=66	79%	N=341	100%	N=431

Table 53: 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=11	3%	N=19	7%	N=43	25%	N=162	63%	N=405	100%	N=639
Purchase goods or services from a business located in Clovis	0%	N=1	1%	N=6	20%	N=130	60%	N=383	18%	N=118	100%	N=638
Eat at least 5 portions of fruits and vegetables a day	3%	N=20	17%	N=106	41%	N=262	30%	N=188	9%	N=60	100%	N=635

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	
Participate in moderate or vigorous physical activity	3%	N=19	17%	N=108	37%	N=235	29%	N=183	14%	N=92	100%	N=636
Read or watch local news (via television, paper, computer, etc.)	5%	N=30	14%	N=91	18%	N=114	32%	N=203	31%	N=198	100%	N=636
Vote in local elections	6%	N=38	3%	N=19	7%	N=42	18%	N=116	66%	N=423	100%	N=638

Table 54: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	17%	N=108
Very good	40%	N=252
Good	34%	N=212
Fair	7%	N=47
Poor	2%	N=14
Total	100%	N=634

Table 55: 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	12%	N=77
Somewhat positive	30%	N=184
Neutral	39%	N=244
Somewhat negative	15%	N=92
Very negative	4%	N=22
Total	100%	N=618

Table 56: Question D4

What is your employment status?	Percent	Number
Working full time for pay	60%	N=380
Working part time for pay	15%	N=93
Unemployed, looking for paid work	2%	N=13
Unemployed, not looking for paid work	6%	N=40
Fully retired	17%	N=106
Total	100%	N=632

Table 57: Question D5a

Do you work inside the boundaries of Clovis?	Percent	Number
Yes, outside the home	28%	N=168
Yes, from home	7%	N=44
No	64%	N=382
Total	100%	N=594

Table 58: Question D6

How many years have you lived in Clovis?	Percent	Number
Less than 2 years	8%	N=49
2 to 5 years	17%	N=105
6 to 10 years	14%	N=92
11 to 20 years	20%	N=125
More than 20 years	42%	N=264
Total	100%	N=634

Table 59: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	84%	N=561
Building with two or more homes (duplex, townhome, apartment or condominium)	15%	N=99
Mobile home	1%	N=4
Other	1%	N=6
Total	100%	N=670

Table 60: Question D8

Is this house, apartment or mobile home…	Percent	Number
Rented	31%	N=207
Owned	69%	N=458
Total	100%	N=664

Table 61: 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=15
$300 to $599 per month	5%	N=27
$600 to $999 per month	12%	N=66
$1,000 to $1,499 per month	31%	N=168
$1,500 to $2,499 per month	36%	N=195
$2,500 or more per month	14%	N=76
Total	100%	N=547

Table 62: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	55%	N=291
Yes	45%	N=237
Total	100%	N=529

Table 63: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	76%	N=479
Yes	24%	N=148
Total	100%	N=627

Table 64: 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	7%	N=44
$25,000 to $49,999	17%	N=102
$50,000 to $99,999	33%	N=198
$100,000 to $149,999	22%	N=135
$150,000 or more	20%	N=123
Total	100%	N=602

Table 65: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	82%	N=512
Yes, I consider myself to be Spanish, Hispanic or Latino	18%	N=113
Total	100%	N=625

Table 66: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=20
Asian, Asian Indian or Pacific Islander	8%	N=47
Black or African American	1%	N=8
White	80%	N=481
Other	13%	N=76

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

Table 67: Question D15

In which category is your age?	Percent	Number
18 to 24 years	7%	N=61
25 to 34 years	22%	N=191
35 to 44 years	27%	N=238
45 to 54 years	14%	N=125
55 to 64 years	16%	N=138
65 to 74 years	11%	N=97
75 years or older	2%	N=19
Total	100%	N=868

Table 68: Question D16

What is your sex?	Percent	Number
Female	60%	N=396
Male	40%	N=269
Total	100%	N=664

Table 69: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	86%	N=539
Land line	4%	N=26
Both	10%	N=65
Total	100%	N=629

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Contents

Appendix A: Complete Survey Responses

Responses excluding "don't know"

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

Table 1: Question 1

Please rate each of the following aspects of quality of life in Clovis:	Excellent		Good		Fair		Poor		Total	
Clovis as a place to live	55%	N=171	42%	N=132	2%	N=7	1%	N=3	100%	N=313
Your neighborhood as a place to live	50%	N=155	39%	N=121	11%	N=35	1%	N=2	100%	N=314
Clovis as a place to raise children	49%	N=146	45%	N=136	5%	N=15	1%	N=2	100%	N=299
Clovis as a place to work	43%	N=105	45%	N=111	10%	N=25	2%	N=4	100%	N=244
Clovis as a place to visit	33%	N=99	40%	N=121	25%	N=76	2%	N=7	100%	N=303
Clovis as a place to retire	41%	N=110	36%	N=96	16%	N=42	7%	N=18	100%	N=265
The overall quality of life in Clovis	47%	N=148	45%	N=141	6%	N=20	1%	N=4	100%	N=313

Table 2: Question 2

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Clovis	41%	N=129	47%	N=147	11%	N=33	1%	N=4	100%	N=313
Overall ease of getting to the places you usually have to visit	40%	N=125	46%	N=143	10%	N=33	3%	N=10	100%	N=311
Quality of overall natural environment in Clovis	33%	N=102	47%	N=146	18%	N=54	2%	N=6	100%	N=309
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	34%	N=107	42%	N=132	21%	N=66	3%	N=9	100%	N=314
Health and wellness opportunities in Clovis	32%	N=89	43%	N=121	23%	N=65	1%	N=4	100%	N=279
Overall opportunities for education and enrichment	43%	N=123	40%	N=116	16%	N=46	1%	N=2	100%	N=287
Overall economic health of Clovis	35%	N=102	48%	N=140	15%	N=44	1%	N=3	100%	N=290
Sense of community	38%	N=116	38%	N=116	22%	N=66	2%	N=6	100%	N=304
Overall image or reputation of Clovis	46%	N=143	45%	N=141	8%	N=26	1%	N=2	100%	N=312

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Clovis to someone who asks	67%	N=210	29%	N=91	2%	N=7	1%	N=3	100%	N=312
Remain in Clovis for the next five years	71%	N=223	22%	N=68	3%	N=10	4%	N=12	100%	N=313

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	71%	N=222	23%	N=72	4%	N=14	1%	N=4	0%	N=0	100%	N=312
In Clovis' downtown/commercial area during the day	66%	N=204	29%	N=90	4%	N=12	0%	N=1	0%	N=1	100%	N=307

Table 5: Question 5

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	14%	N=44	48%	N=149	32%	N=100	6%	N=20	100%	N=313
Ease of public parking	20%	N=61	51%	N=155	24%	N=74	5%	N=16	100%	N=306
Ease of travel by car in Clovis	29%	N=88	53%	N=162	16%	N=50	2%	N=8	100%	N=307
Ease of travel by public transportation in Clovis	21%	N=29	48%	N=66	17%	N=23	14%	N=19	100%	N=137
Ease of travel by bicycle in Clovis	26%	N=57	45%	N=96	25%	N=53	4%	N=10	100%	N=215
Ease of walking in Clovis	33%	N=98	46%	N=136	18%	N=52	3%	N=9	100%	N=295
Availability of paths and walking trails	38%	N=113	44%	N=130	12%	N=36	5%	N=14	100%	N=293
Air quality	12%	N=37	20%	N=62	43%	N=132	25%	N=79	100%	N=309
Cleanliness of Clovis	31%	N=96	49%	N=154	19%	N=59	1%	N=4	100%	N=313
Overall appearance of Clovis	35%	N=109	51%	N=158	14%	N=42	1%	N=3	100%	N=313
Public places where people want to spend time	24%	N=74	54%	N=164	19%	N=57	3%	N=9	100%	N=304
Variety of housing options	18%	N=52	47%	N=137	23%	N=66	12%	N=35	100%	N=290
Availability of affordable quality housing	18%	N=48	33%	N=87	30%	N=80	19%	N=52	100%	N=267
Fitness opportunities (including exercise classes and paths or trails, etc.)	33%	N=97	42%	N=123	23%	N=66	2%	N=4	100%	N=290
Recreational opportunities	26%	N=72	38%	N=107	28%	N=79	8%	N=21	100%	N=279
Availability of affordable quality food	26%	N=81	51%	N=157	21%	N=65	1%	N=4	100%	N=307
Availability of affordable quality health care	26%	N=68	53%	N=139	14%	N=36	8%	N=21	100%	N=263
Availability of preventive health services	23%	N=57	55%	N=134	17%	N=41	4%	N=10	100%	N=242
Availability of affordable quality mental health care	22%	N=31	39%	N=55	24%	N=34	16%	N=22	100%	N=143

Table 6: Question 6

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	30%	N=48	39%	N=63	23%	N=36	8%	N=12	100%	N=159
K-12 education	49%	N=130	38%	N=102	12%	N=31	1%	N=2	100%	N=265
Adult educational opportunities	31%	N=72	48%	N=109	19%	N=44	2%	N=4	100%	N=229
Opportunities to attend cultural/arts/music activities	22%	N=60	39%	N=108	31%	N=86	8%	N=22	100%	N=276
Opportunities to participate in religious or spiritual events and activities	33%	N=86	47%	N=121	17%	N=44	3%	N=8	100%	N=259
Employment opportunities	13%	N=30	45%	N=104	36%	N=84	6%	N=15	100%	N=233
Shopping opportunities	31%	N=95	46%	N=141	18%	N=56	5%	N=17	100%	N=309
Cost of living in Clovis	14%	N=42	37%	N=112	37%	N=112	13%	N=39	100%	N=304
Overall quality of business and service establishments in Clovis	24%	N=73	54%	N=166	21%	N=65	1%	N=2	100%	N=306
Vibrant downtown/commercial area	33%	N=99	40%	N=120	25%	N=73	2%	N=6	100%	N=298
Overall quality of new development in Clovis	25%	N=72	46%	N=133	25%	N=73	3%	N=10	100%	N=288
Opportunities to participate in social events and activities	25%	N=71	45%	N=128	25%	N=72	5%	N=15	100%	N=286
Opportunities to volunteer	21%	N=44	53%	N=110	23%	N=47	3%	N=6	100%	N=207
Opportunities to participate in community matters	21%	N=48	46%	N=107	31%	N=73	3%	N=6	100%	N=234
Openness and acceptance of the community toward people of diverse backgrounds	20%	N=58	44%	N=127	25%	N=74	11%	N=32	100%	N=290
Neighborliness of residents in Clovis	21%	N=64	48%	N=146	25%	N=77	5%	N=16	100%	N=304

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	8%	N=26	92%	N=285	100%	N=311
Made efforts to make your home more energy efficient	16%	N=48	84%	N=262	100%	N=310
Observed a code violation or other hazard in Clovis (weeds, abandoned buildings, etc.)	56%	N=170	44%	N=134	100%	N=304
Household member was a victim of a crime in Clovis	87%	N=268	13%	N=41	100%	N=309
Reported a crime to the police in Clovis	83%	N=256	17%	N=54	100%	N=310
Stocked supplies in preparation for an emergency	73%	N=224	27%	N=83	100%	N=307
Campaigned or advocated for an issue, cause or candidate	82%	N=255	18%	N=55	100%	N=309
Contacted the City of Clovis (in-person, phone, email or web) for help or information	60%	N=187	40%	N=124	100%	N=311
Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	92%	N=285	8%	N=26	100%	N=310

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	7%	N=23	9%	N=29	25%	N=76	59%	N=183	100%	N=312
Visited a neighborhood park or City park	16%	N=50	25%	N=79	43%	N=133	15%	N=48	100%	N=309
Used Clovis public libraries or their services	7%	N=23	11%	N=35	28%	N=86	53%	N=165	100%	N=310
Participated in religious or spiritual activities in Clovis	13%	N=41	21%	N=65	15%	N=46	51%	N=156	100%	N=307
Attended a City-sponsored event	2%	N=7	10%	N=29	44%	N=135	44%	N=135	100%	N=306
Used bus, rail, subway or other public transportation instead of driving	3%	N=9	1%	N=4	5%	N=14	91%	N=282	100%	N=310
Carpooled with other adults or children instead of driving alone	14%	N=44	12%	N=37	15%	N=48	58%	N=179	100%	N=309
Walked or biked instead of driving	12%	N=36	16%	N=48	28%	N=85	45%	N=139	100%	N=308
Volunteered your time to some group/activity in Clovis	4%	N=13	7%	N=21	14%	N=45	74%	N=231	100%	N=310
Participated in a club	5%	N=16	7%	N=20	10%	N=30	78%	N=240	100%	N=306
Talked to or visited with your immediate neighbors	37%	N=115	32%	N=98	26%	N=81	5%	N=16	100%	N=311
Done a favor for a neighbor	17%	N=53	24%	N=75	40%	N=123	19%	N=60	100%	N=311

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=3	1%	N=4	9%	N=29	89%	N=275	100%	N=310

Table 10: Question 10

Please rate the quality of each of the following services in Clovis:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	57%	N=162	35%	N=99	5%	N=15	3%	N=7	100%	N=283
Fire services	60%	N=157	34%	N=89	4%	N=10	1%	N=4	100%	N=260
Ambulance or emergency medical services	54%	N=131	41%	N=101	5%	N=11	0%	N=0	100%	N=243
Crime prevention	44%	N=115	42%	N=108	11%	N=28	3%	N=9	100%	N=260
Fire prevention and education	30%	N=67	51%	N=113	15%	N=33	4%	N=9	100%	N=222
Traffic enforcement	30%	N=82	50%	N=137	16%	N=42	4%	N=12	100%	N=274
Street repair	18%	N=51	41%	N=118	31%	N=91	10%	N=30	100%	N=290

Please rate the quality of each of the following services in Clovis:	Excellent		Good		Fair		Poor		Total	
Street cleaning	40%	N=122	44%	N=133	15%	N=45	1%	N=3	100%	N=303
Street lighting	34%	N=104	42%	N=127	21%	N=64	3%	N=9	100%	N=304
Sidewalk maintenance	20%	N=57	50%	N=145	21%	N=60	10%	N=29	100%	N=291
Traffic signal timing	18%	N=53	43%	N=131	25%	N=75	14%	N=43	100%	N=302
Bus or transit services	23%	N=31	47%	N=62	21%	N=28	9%	N=11	100%	N=133
Garbage collection	50%	N=150	41%	N=122	7%	N=22	2%	N=5	100%	N=300
Recycling	44%	N=129	43%	N=128	11%	N=32	2%	N=5	100%	N=293
Yard waste pick-up	45%	N=126	45%	N=127	7%	N=19	4%	N=11	100%	N=283
Storm drainage	33%	N=88	48%	N=131	13%	N=34	6%	N=16	100%	N=269
Drinking water	22%	N=64	47%	N=139	22%	N=66	9%	N=27	100%	N=296
Sewer services	36%	N=96	50%	N=134	12%	N=33	3%	N=7	100%	N=271
Power (electric and/or gas) utility	28%	N=82	50%	N=144	17%	N=50	5%	N=14	100%	N=290
Utility billing	28%	N=82	46%	N=133	19%	N=54	7%	N=20	100%	N=290
City parks	39%	N=114	43%	N=125	15%	N=44	3%	N=9	100%	N=291
Recreation programs or classes	27%	N=48	48%	N=85	21%	N=37	4%	N=7	100%	N=176
Recreation centers or facilities	28%	N=48	46%	N=79	21%	N=35	5%	N=9	100%	N=172
Land use, planning and zoning	20%	N=42	42%	N=87	26%	N=54	12%	N=25	100%	N=208
Code enforcement (weeds, abandoned buildings, etc.)	20%	N=46	39%	N=89	31%	N=69	10%	N=22	100%	N=226
Animal control	23%	N=56	46%	N=110	27%	N=64	4%	N=9	100%	N=238
Economic development	19%	N=43	53%	N=117	25%	N=54	3%	N=6	100%	N=220
Health services	24%	N=54	56%	N=125	18%	N=40	2%	N=5	100%	N=224
Public library services	37%	N=79	43%	N=93	16%	N=35	4%	N=8	100%	N=214
Public information services	23%	N=46	54%	N=107	21%	N=41	3%	N=6	100%	N=200
Cable television	17%	N=38	39%	N=85	31%	N=69	13%	N=28	100%	N=219
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	N=31	34%	N=59	37%	N=66	12%	N=20	100%	N=177
Preservation of natural areas such as open space, farmlands and greenbelts	14%	N=31	36%	N=78	32%	N=68	18%	N=38	100%	N=215
Clovis open space	19%	N=43	41%	N=91	30%	N=67	11%	N=24	100%	N=226
City-sponsored special events	31%	N=70	47%	N=106	19%	N=42	3%	N=7	100%	N=224
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	35%	N=95	46%	N=125	18%	N=48	1%	N=3	100%	N=270

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Clovis	36%	N=107	52%	N=153	11%	N=33	1%	N=2	100%	N=295
The Federal Government	7%	N=19	27%	N=68	37%	N=94	28%	N=72	100%	N=253
The State Government	8%	N=19	22%	N=55	31%	N=81	40%	N=102	100%	N=258
Fresno County Government	7%	N=18	37%	N=92	41%	N=101	14%	N=35	100%	N=246

Table 12: Question 12

Please rate the following categories of Clovis government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Clovis	21%	N=59	41%	N=112	29%	N=78	9%	N=25	100%	N=274
The overall direction that Clovis is taking	23%	N=62	48%	N=133	25%	N=68	4%	N=11	100%	N=274

Please rate the following categories of Clovis government performance:	Excellent		Good		Fair		Poor		Total	
The job Clovis government does at welcoming resident involvement	19%	N=43	39%	N=86	34%	N=76	7%	N=16	100%	N=221
Overall confidence in Clovis government	21%	N=54	43%	N=112	33%	N=85	3%	N=8	100%	N=259
Generally acting in the best interest of the community	23%	N=59	42%	N=110	31%	N=82	3%	N=9	100%	N=261
Being honest	24%	N=53	39%	N=88	33%	N=75	4%	N=8	100%	N=224
Treating all residents fairly	22%	N=53	38%	N=93	30%	N=72	10%	N=24	100%	N=242

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	68%	N=211	25%	N=80	7%	N=21	0%	N=0	100%	N=312
Overall ease of getting to the places you usually have to visit	32%	N=101	44%	N=138	22%	N=69	1%	N=3	100%	N=311
Quality of overall natural environment in Clovis	35%	N=110	48%	N=148	17%	N=53	0%	N=0	100%	N=312
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	34%	N=105	46%	N=142	18%	N=55	2%	N=7	100%	N=310
Health and wellness opportunities in Clovis	37%	N=116	45%	N=139	16%	N=50	2%	N=5	100%	N=311
Overall opportunities for education and enrichment	42%	N=130	40%	N=126	15%	N=47	3%	N=8	100%	N=312
Overall economic health of Clovis	50%	N=156	41%	N=126	9%	N=28	0%	N=1	100%	N=311
Sense of community	36%	N=112	48%	N=148	15%	N=47	1%	N=4	100%	N=312

Table 14: Question 14

Please indicate how important, if at all, it is for the City of Clovis to invest in the following:	Essential		Very important		Somewhat important		Not at all important		Total	
Public safety (police/fire)	72%	N=223	23%	N=72	5%	N=17	0%	N=0	100%	N=312
Parks/trails	28%	N=88	51%	N=157	20%	N=63	1%	N=2	100%	N=310
Street repair and maintenance	48%	N=148	43%	N=135	8%	N=26	1%	N=2	100%	N=311
Senior services	32%	N=99	44%	N=135	23%	N=72	1%	N=4	100%	N=310
Affordable housing	43%	N=135	32%	N=100	20%	N=63	5%	N=14	100%	N=311
Land use planning	36%	N=112	46%	N=143	17%	N=53	1%	N=3	100%	N=312
Public transportation	24%	N=75	36%	N=113	33%	N=104	6%	N=20	100%	N=312
Recreation	24%	N=76	42%	N=131	31%	N=95	3%	N=8	100%	N=311
Economic development	41%	N=127	44%	N=135	15%	N=46	1%	N=2	100%	N=311

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	16%	N=48
Clovis, in my home	7%	N=22
Fresno	43%	N=129
Other	13%	N=39
Not employed for pay	21%	N=63
Total	100%	N=301

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	38%	N=117	35%	N=108	23%	N=70	4%	N=13	100%	N=308
Retail	34%	N=105	40%	N=126	22%	N=69	4%	N=12	100%	N=311
Professional services	26%	N=77	47%	N=140	25%	N=74	3%	N=9	100%	N=301
Recreation	25%	N=73	45%	N=134	26%	N=78	4%	N=11	100%	N=297
Manufacturing	19%	N=57	34%	N=103	34%	N=102	13%	N=38	100%	N=300
Industrial	18%	N=52	31%	N=93	35%	N=105	16%	N=49	100%	N=299
Technology	35%	N=104	42%	N=126	20%	N=60	3%	N=10	100%	N=300
Agricultural based businesses	33%	N=97	37%	N=109	22%	N=65	8%	N=25	100%	N=297

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	9%	N=29	27%	N=84	35%	N=110	26%	N=80	3%	N=8	100%	N=311
In the City of Fresno	2%	N=5	5%	N=14	17%	N=49	64%	N=178	12%	N=33	100%	N=280
On the Internet	2%	N=5	4%	N=12	25%	N=71	49%	N=137	20%	N=56	100%	N=280
Other	0%	N=0	2%	N=5	1%	N=2	15%	N=31	81%	N=164	100%	N=202

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	5%	N=15	1%	N=3	8%	N=23	29%	N=90	58%	N=177	100%	N=308
Purchase goods or services from a business located in Clovis	0%	N=0	0%	N=1	22%	N=68	57%	N=178	20%	N=62	100%	N=310
Eat at least 5 portions of fruits and vegetables a day	2%	N=7	13%	N=41	43%	N=133	27%	N=84	14%	N=42	100%	N=307
Participate in moderate or vigorous physical activity	5%	N=15	17%	N=53	28%	N=87	34%	N=105	16%	N=48	100%	N=309
Read or watch local news (via television, paper, computer, etc.)	3%	N=8	13%	N=40	22%	N=68	27%	N=84	35%	N=109	100%	N=310
Vote in local elections	6%	N=18	4%	N=11	9%	N=28	22%	N=68	59%	N=183	100%	N=308

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	15%	N=46
Very good	48%	N=149
Good	30%	N=93
Fair	6%	N=18
Poor	1%	N=3
Total	100%	N=309

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	9%	N=29
Somewhat positive	24%	N=74
Neutral	53%	N=163
Somewhat negative	11%	N=35
Very negative	2%	N=6
Total	100%	N=307

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	60%	N=181
Working part time for pay	15%	N=46
Unemployed, looking for paid work	2%	N=7
Unemployed, not looking for paid work	3%	N=10
Fully retired	20%	N=60
Total	100%	N=303

Table 22: Question D5

Do you work inside the boundaries of Clovis?	Percent	Number
Yes, outside the home	26%	N=76
Yes, from home	7%	N=20
No	68%	N=201
Total	100%	N=296

Table 23: Question D6

How many years have you lived in Clovis?	Percent	Number
Less than 2 years	12%	N=38
2 to 5 years	21%	N=66
6 to 10 years	14%	N=44
11 to 20 years	22%	N=66
More than 20 years	30%	N=93
Total	100%	N=307

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	74%	N=230
Building with two or more homes (duplex, townhome, apartment or condominium)	24%	N=75
Mobile home	1%	N=4
Other	0%	N=1
Total	100%	N=309

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	34%	N=106
Owned	66%	N=203
Total	100%	N=309

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	4%	N=12
$300 to $599 per month	6%	N=17
$600 to $999 per month	16%	N=47
$1,000 to $1,499 per month	34%	N=102
$1,500 to $2,499 per month	30%	N=91
$2,500 or more per month	11%	N=32
Total	100%	N=301

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	61%	N=189
Yes	39%	N=119
Total	100%	N=308

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=220
Yes	28%	N=85
Total	100%	N=305

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	10%	N=29
$25,000 to $49,999	20%	N=60
$50,000 to $99,999	30%	N=88
$100,000 to $149,999	21%	N=62
$150,000 or more	19%	N=58
Total	100%	N=297

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	80%	N=238
Yes, I consider myself to be Spanish, Hispanic or Latino	20%	N=58
Total	100%	N=296

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	2%	N=6
Asian, Asian Indian or Pacific Islander	10%	N=31
Black or African American	1%	N=2
White	72%	N=214
Other	16%	N=48

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=16
25 to 34 years	22%	N=68
35 to 44 years	17%	N=53
45 to 54 years	23%	N=71
55 to 64 years	11%	N=33
65 to 74 years	13%	N=39
75 years or older	8%	N=25
Total	100%	N=306

Table 33: Question D16

What is your sex?	Percent	Number
Female	56%	N=173
Male	44%	N=135
Total	100%	N=308

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	78%	N=239
Land line	13%	N=40
Both	9%	N=29
Total	100%	N=308

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	55%	N=171	42%	N=132	2%	N=7	1%	N=3	0%	N=0	100%	N=314
Your neighborhood as a place to live	49%	N=155	38%	N=121	11%	N=35	1%	N=2	0%	N=0	100%	N=314
Clovis as a place to raise children	47%	N=146	43%	N=136	5%	N=15	1%	N=2	4%	N=13	100%	N=312
Clovis as a place to work	33%	N=105	35%	N=111	8%	N=25	1%	N=4	23%	N=71	100%	N=315
Clovis as a place to visit	32%	N=99	39%	N=121	24%	N=76	2%	N=7	3%	N=8	100%	N=312
Clovis as a place to retire	35%	N=110	31%	N=96	13%	N=42	6%	N=18	15%	N=47	100%	N=313
The overall quality of life in Clovis	47%	N=148	45%	N=141	6%	N=20	1%	N=4	1%	N=2	100%	N=315

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	41%	N=129	47%	N=147	11%	N=33	1%	N=4	0%	N=0	100%	N=313
Overall ease of getting to the places you usually have to visit	40%	N=125	46%	N=143	10%	N=33	3%	N=10	0%	N=0	100%	N=311
Quality of overall natural environment in Clovis	33%	N=102	47%	N=146	17%	N=54	2%	N=6	2%	N=5	100%	N=314
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	34%	N=107	42%	N=132	21%	N=66	3%	N=9	0%	N=1	100%	N=315
Health and wellness opportunities in Clovis	29%	N=89	39%	N=121	21%	N=65	1%	N=4	11%	N=33	100%	N=313
Overall opportunities for education and enrichment	39%	N=123	37%	N=116	15%	N=46	1%	N=2	9%	N=27	100%	N=314
Overall economic health of Clovis	33%	N=102	44%	N=140	14%	N=44	1%	N=3	8%	N=25	100%	N=315
Sense of community	38%	N=116	38%	N=116	21%	N=66	2%	N=6	1%	N=4	100%	N=308
Overall image or reputation of Clovis	46%	N=143	45%	N=141	8%	N=26	1%	N=2	0%	N=1	100%	N=313

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Clovis to someone who asks	67%	N=210	29%	N=91	2%	N=7	1%	N=3	0%	N=0	100%	N=312
Remain in Clovis for the next five years	71%	N=223	21%	N=68	3%	N=10	4%	N=12	1%	N=2	100%	N=314

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	71%	N=222	23%	N=72	4%	N=14	1%	N=4	0%	N=0	0%	N=0	100%	N=313
In Clovis' downtown/commercial area during the day	65%	N=204	29%	N=90	4%	N=12	0%	N=1	0%	N=1	2%	N=6	100%	N=314

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	14%	N=44	47%	N=149	32%	N=100	6%	N=20	0%	N=1	100%	N=313
Ease of public parking	20%	N=61	50%	N=155	24%	N=74	5%	N=16	1%	N=4	100%	N=310
Ease of travel by car in Clovis	28%	N=88	52%	N=162	16%	N=50	2%	N=8	2%	N=5	100%	N=313

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 public transportation in Clovis	9%	N=29	22%	N=66	8%	N=23	6%	N=19	55%	N=168	100%	N=305
Ease of travel by bicycle in Clovis	19%	N=57	31%	N=96	17%	N=53	3%	N=10	30%	N=91	100%	N=307
Ease of walking in Clovis	32%	N=98	44%	N=136	17%	N=52	3%	N=9	4%	N=14	100%	N=309
Availability of paths and walking trails	36%	N=113	42%	N=130	12%	N=36	4%	N=14	5%	N=16	100%	N=309
Air quality	12%	N=37	20%	N=62	42%	N=132	25%	N=79	1%	N=4	100%	N=313
Cleanliness of Clovis	31%	N=96	49%	N=154	19%	N=59	1%	N=4	0%	N=0	100%	N=313
Overall appearance of Clovis	35%	N=109	50%	N=158	14%	N=42	1%	N=3	0%	N=0	100%	N=313
Public places where people want to spend time	24%	N=74	53%	N=164	18%	N=57	3%	N=9	2%	N=5	100%	N=310
Variety of housing options	17%	N=52	44%	N=137	21%	N=66	11%	N=35	7%	N=22	100%	N=312
Availability of affordable quality housing	15%	N=48	28%	N=87	26%	N=80	17%	N=52	13%	N=41	100%	N=308
Fitness opportunities (including exercise classes and paths or trails, etc.)	32%	N=97	40%	N=123	21%	N=66	1%	N=4	5%	N=17	100%	N=307
Recreational opportunities	23%	N=72	35%	N=107	25%	N=79	7%	N=21	10%	N=30	100%	N=309
Availability of affordable quality food	26%	N=81	51%	N=157	21%	N=65	1%	N=4	1%	N=3	100%	N=310
Availability of affordable quality health care	22%	N=68	44%	N=139	12%	N=36	7%	N=21	16%	N=50	100%	N=313
Availability of preventive health services	18%	N=57	43%	N=134	13%	N=41	3%	N=10	23%	N=71	100%	N=313
Availability of affordable quality mental health care	10%	N=31	18%	N=55	11%	N=34	7%	N=22	53%	N=164	100%	N=308

Table 40: Question 6

Please rate each of the following characteristics as they relate to Clovis as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	16%	N=48	20%	N=63	12%	N=36	4%	N=12	48%	N=149	100%	N=309
K-12 education	42%	N=130	33%	N=102	10%	N=31	1%	N=2	14%	N=44	100%	N=308
Adult educational opportunities	24%	N=72	36%	N=109	14%	N=44	1%	N=4	25%	N=76	100%	N=305
Opportunities to attend cultural/arts/music activities	19%	N=60	35%	N=108	28%	N=86	7%	N=22	11%	N=34	100%	N=310
Opportunities to participate in religious or spiritual events and activities	28%	N=86	39%	N=121	14%	N=44	2%	N=8	16%	N=51	100%	N=309
Employment opportunities	10%	N=30	34%	N=104	27%	N=84	5%	N=15	25%	N=76	100%	N=309
Shopping opportunities	31%	N=95	45%	N=141	18%	N=56	5%	N=17	0%	N=2	100%	N=310
Cost of living in Clovis	13%	N=42	36%	N=112	36%	N=112	12%	N=39	2%	N=7	100%	N=311
Overall quality of business and service establishments in Clovis	23%	N=73	53%	N=166	21%	N=65	1%	N=2	2%	N=5	100%	N=311
Vibrant downtown/commercial area	32%	N=99	39%	N=120	24%	N=73	2%	N=6	3%	N=10	100%	N=309
Overall quality of new development in Clovis	23%	N=72	43%	N=133	23%	N=73	3%	N=10	7%	N=23	100%	N=311
Opportunities to participate in social events and activities	23%	N=71	41%	N=128	23%	N=72	5%	N=15	8%	N=25	100%	N=311
Opportunities to volunteer	14%	N=44	36%	N=110	15%	N=47	2%	N=6	33%	N=104	100%	N=311
Opportunities to participate in community matters	15%	N=48	34%	N=107	23%	N=73	2%	N=6	25%	N=78	100%	N=312
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=58	41%	N=127	24%	N=74	10%	N=32	7%	N=22	100%	N=312
Neighborliness of residents in Clovis	21%	N=64	47%	N=146	25%	N=77	5%	N=16	3%	N=8	100%	N=312

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	8%	N=26	92%	N=285	100%	N=311
Made efforts to make your home more energy efficient	16%	N=48	84%	N=262	100%	N=310

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Observed a code violation or other hazard in Clovis (weeds, abandoned buildings, etc.)	56%	N=170	44%	N=134	100%	N=304
Household member was a victim of a crime in Clovis	87%	N=268	13%	N=41	100%	N=309
Reported a crime to the police in Clovis	83%	N=256	17%	N=54	100%	N=310
Stocked supplies in preparation for an emergency	73%	N=224	27%	N=83	100%	N=307
Campaigned or advocated for an issue, cause or candidate	82%	N=255	18%	N=55	100%	N=309
Contacted the City of Clovis (in-person, phone, email or web) for help or information	60%	N=187	40%	N=124	100%	N=311
Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	92%	N=285	8%	N=26	100%	N=310

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	7%	N=23	9%	N=29	25%	N=76	59%	N=183	100%	N=312
Visited a neighborhood park or City park	16%	N=50	25%	N=79	43%	N=133	15%	N=48	100%	N=309
Used Clovis public libraries or their services	7%	N=23	11%	N=35	28%	N=86	53%	N=165	100%	N=310
Participated in religious or spiritual activities in Clovis	13%	N=41	21%	N=65	15%	N=46	51%	N=156	100%	N=307
Attended a City-sponsored event	2%	N=7	10%	N=29	44%	N=135	44%	N=135	100%	N=306
Used bus, rail, subway or other public transportation instead of driving	3%	N=9	1%	N=4	5%	N=14	91%	N=282	100%	N=310
Carpooled with other adults or children instead of driving alone	14%	N=44	12%	N=37	15%	N=48	58%	N=179	100%	N=309
Walked or biked instead of driving	12%	N=36	16%	N=48	28%	N=85	45%	N=139	100%	N=308
Volunteered your time to some group/activity in Clovis	4%	N=13	7%	N=21	14%	N=45	74%	N=231	100%	N=310
Participated in a club	5%	N=16	7%	N=20	10%	N=30	78%	N=240	100%	N=306
Talked to or visited with your immediate neighbors	37%	N=115	32%	N=98	26%	N=81	5%	N=16	100%	N=311
Done a favor for a neighbor	17%	N=53	24%	N=75	40%	N=123	19%	N=60	100%	N=311

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=3	1%	N=4	9%	N=29	89%	N=275	100%	N=310

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	53%	N=162	32%	N=99	5%	N=15	2%	N=7	7%	N=23	100%	N=306
Fire services	51%	N=157	29%	N=89	3%	N=10	1%	N=4	15%	N=45	100%	N=305
Ambulance or emergency medical services	43%	N=131	33%	N=101	4%	N=11	0%	N=0	21%	N=64	100%	N=306
Crime prevention	38%	N=115	36%	N=108	9%	N=28	3%	N=9	14%	N=42	100%	N=303
Fire prevention and education	22%	N=67	37%	N=113	11%	N=33	3%	N=9	27%	N=82	100%	N=304
Traffic enforcement	27%	N=82	45%	N=137	14%	N=42	4%	N=12	10%	N=32	100%	N=305
Street repair	17%	N=51	39%	N=118	30%	N=91	10%	N=30	5%	N=15	100%	N=305
Street cleaning	40%	N=122	43%	N=133	15%	N=45	1%	N=3	1%	N=2	100%	N=305
Street lighting	34%	N=104	42%	N=127	21%	N=64	3%	N=9	1%	N=2	100%	N=306
Sidewalk maintenance	19%	N=57	48%	N=145	20%	N=60	9%	N=29	4%	N=13	100%	N=304

Please rate the quality of each of the following services in Clovis:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic signal timing	17%	N=53	43%	N=131	24%	N=75	14%	N=43	2%	N=5	100%	N=307
Bus or transit services	10%	N=31	21%	N=62	9%	N=28	4%	N=11	56%	N=168	100%	N=300
Garbage collection	50%	N=150	40%	N=122	7%	N=22	2%	N=5	1%	N=3	100%	N=303
Recycling	43%	N=129	42%	N=128	11%	N=32	2%	N=5	3%	N=10	100%	N=303
Yard waste pick-up	41%	N=126	42%	N=127	6%	N=19	3%	N=11	7%	N=22	100%	N=305
Storm drainage	29%	N=88	43%	N=131	11%	N=34	5%	N=16	12%	N=37	100%	N=306
Drinking water	21%	N=64	45%	N=139	22%	N=66	9%	N=27	3%	N=11	100%	N=307
Sewer services	31%	N=96	44%	N=134	11%	N=33	2%	N=7	12%	N=36	100%	N=307
Power (electric and/or gas) utility	27%	N=82	48%	N=144	17%	N=50	5%	N=14	4%	N=11	100%	N=301
Utility billing	27%	N=82	44%	N=133	18%	N=54	7%	N=20	5%	N=15	100%	N=305
City parks	37%	N=114	41%	N=125	14%	N=44	3%	N=9	5%	N=16	100%	N=307
Recreation programs or classes	16%	N=48	28%	N=85	12%	N=37	2%	N=7	42%	N=129	100%	N=305
Recreation centers or facilities	16%	N=48	26%	N=79	12%	N=35	3%	N=9	44%	N=133	100%	N=304
Land use, planning and zoning	14%	N=42	29%	N=87	18%	N=54	8%	N=25	32%	N=97	100%	N=304
Code enforcement (weeds, abandoned buildings, etc.)	15%	N=46	29%	N=89	23%	N=69	7%	N=22	26%	N=78	100%	N=304
Animal control	18%	N=56	36%	N=110	21%	N=64	3%	N=9	22%	N=66	100%	N=304
Economic development	14%	N=43	39%	N=117	18%	N=54	2%	N=6	28%	N=84	100%	N=304
Health services	18%	N=54	41%	N=125	13%	N=40	2%	N=5	26%	N=79	100%	N=303
Public library services	26%	N=79	30%	N=93	11%	N=35	3%	N=8	30%	N=92	100%	N=306
Public information services	15%	N=46	35%	N=107	14%	N=41	2%	N=6	34%	N=103	100%	N=303
Cable television	12%	N=38	28%	N=85	23%	N=69	9%	N=28	28%	N=84	100%	N=303
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	N=31	19%	N=59	22%	N=66	7%	N=20	42%	N=129	100%	N=306
Preservation of natural areas such as open space, farmlands and greenbelts	10%	N=31	26%	N=78	23%	N=68	12%	N=38	29%	N=88	100%	N=303
Clovis open space	14%	N=43	31%	N=91	22%	N=67	8%	N=24	25%	N=74	100%	N=300
City-sponsored special events	23%	N=70	35%	N=106	14%	N=42	2%	N=7	26%	N=79	100%	N=303
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	31%	N=95	41%	N=125	16%	N=48	1%	N=3	11%	N=32	100%	N=303

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Clovis	35%	N=107	50%	N=153	11%	N=33	1%	N=2	4%	N=12	100%	N=307
The Federal Government	6%	N=19	22%	N=68	31%	N=94	23%	N=72	18%	N=54	100%	N=307
The State Government	6%	N=19	18%	N=55	26%	N=81	33%	N=102	16%	N=50	100%	N=307
Fresno County Government	6%	N=18	30%	N=92	33%	N=101	11%	N=35	20%	N=61	100%	N=307

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	19%	N=59	37%	N=112	26%	N=78	8%	N=25	10%	N=30	100%	N=304
The overall direction that Clovis is taking	20%	N=62	43%	N=133	22%	N=68	4%	N=11	10%	N=32	100%	N=306
The job Clovis government does at welcoming resident involvement	14%	N=43	28%	N=86	25%	N=76	5%	N=16	28%	N=84	100%	N=305
Overall confidence in Clovis government	18%	N=54	37%	N=112	28%	N=85	3%	N=8	15%	N=46	100%	N=305
Generally acting in the best interest of the community	20%	N=59	36%	N=110	27%	N=82	3%	N=9	14%	N=44	100%	N=304

Please rate the following categories of Clovis government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Being honest	17%	N=53	29%	N=88	25%	N=75	3%	N=8	26%	N=79	100%	N=304
Treating all residents fairly	17%	N=53	30%	N=93	24%	N=72	8%	N=24	21%	N=64	100%	N=306

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	68%	N=211	25%	N=80	7%	N=21	0%	N=0	100%	N=312
Overall ease of getting to the places you usually have to visit	32%	N=101	44%	N=138	22%	N=69	1%	N=3	100%	N=311
Quality of overall natural environment in Clovis	35%	N=110	48%	N=148	17%	N=53	0%	N=0	100%	N=312
Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	34%	N=105	46%	N=142	18%	N=55	2%	N=7	100%	N=310
Health and wellness opportunities in Clovis	37%	N=116	45%	N=139	16%	N=50	2%	N=5	100%	N=311
Overall opportunities for education and enrichment	42%	N=130	40%	N=126	15%	N=47	3%	N=8	100%	N=312
Overall economic health of Clovis	50%	N=156	41%	N=126	9%	N=28	0%	N=1	100%	N=311
Sense of community	36%	N=112	48%	N=148	15%	N=47	1%	N=4	100%	N=312

Table 48: Question 14

Please indicate how important, if at all, it is for the City of Clovis to invest in the following:	Essential		Very important		Somewhat important		Not at all important		Total	
Public safety (police/fire)	72%	N=223	23%	N=72	5%	N=17	0%	N=0	100%	N=312
Parks/trails	28%	N=88	51%	N=157	20%	N=63	1%	N=2	100%	N=310
Street repair and maintenance	48%	N=148	43%	N=135	8%	N=26	1%	N=2	100%	N=311
Senior services	32%	N=99	44%	N=135	23%	N=72	1%	N=4	100%	N=310
Affordable housing	43%	N=135	32%	N=100	20%	N=63	5%	N=14	100%	N=311
Land use planning	36%	N=112	46%	N=143	17%	N=53	1%	N=3	100%	N=312
Public transportation	24%	N=75	36%	N=113	33%	N=104	6%	N=20	100%	N=312
Recreation	24%	N=76	42%	N=131	31%	N=95	3%	N=8	100%	N=311
Economic development	41%	N=127	44%	N=135	15%	N=46	1%	N=2	100%	N=311

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	16%	N=48
Clovis, in my home	7%	N=22
Fresno	43%	N=129
Other	13%	N=39
Not employed for pay	21%	N=63
Total	100%	N=301

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	38%	N=117	35%	N=108	23%	N=70	4%	N=13	1%	N=2	100%	N=309
Retail	33%	N=105	40%	N=126	22%	N=69	4%	N=12	0%	N=1	100%	N=313

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	
Professional services	25%	N=77	45%	N=140	24%	N=74	3%	N=9	4%	N=11	100%	N=312
Recreation	24%	N=73	44%	N=134	25%	N=78	4%	N=11	3%	N=9	100%	N=305
Manufacturing	18%	N=57	33%	N=103	33%	N=102	12%	N=38	4%	N=12	100%	N=313
Industrial	17%	N=52	30%	N=93	34%	N=105	16%	N=49	4%	N=13	100%	N=312
Technology	33%	N=104	40%	N=126	19%	N=60	3%	N=10	4%	N=12	100%	N=312
Agricultural based businesses	31%	N=97	35%	N=109	21%	N=65	8%	N=25	5%	N=15	100%	N=312

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	9%	N=29	27%	N=84	35%	N=110	26%	N=80	3%	N=8	100%	N=311
In the City of Fresno	2%	N=5	5%	N=14	17%	N=49	64%	N=178	12%	N=33	100%	N=280
On the Internet	2%	N=5	4%	N=12	25%	N=71	49%	N=137	20%	N=56	100%	N=280
Other	0%	N=0	2%	N=5	1%	N=2	15%	N=31	81%	N=164	100%	N=202

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	5%	N=15	1%	N=3	8%	N=23	29%	N=90	58%	N=177	100%	N=308
Purchase goods or services from a business located in Clovis	0%	N=0	0%	N=1	22%	N=68	57%	N=178	20%	N=62	100%	N=310
Eat at least 5 portions of fruits and vegetables a day	2%	N=7	13%	N=41	43%	N=133	27%	N=84	14%	N=42	100%	N=307
Participate in moderate or vigorous physical activity	5%	N=15	17%	N=53	28%	N=87	34%	N=105	16%	N=48	100%	N=309
Read or watch local news (via television, paper, computer, etc.)	3%	N=8	13%	N=40	22%	N=68	27%	N=84	35%	N=109	100%	N=310
Vote in local elections	6%	N=18	4%	N=11	9%	N=28	22%	N=68	59%	N=183	100%	N=308

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	15%	N=46
Very good	48%	N=149
Good	30%	N=93
Fair	6%	N=18
Poor	1%	N=3
Total	100%	N=309

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	9%	N=29
Somewhat positive	24%	N=74
Neutral	53%	N=163
Somewhat negative	11%	N=35
Very negative	2%	N=6
Total	100%	N=307

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	60%	N=181
Working part time for pay	15%	N=46
Unemployed, looking for paid work	2%	N=7
Unemployed, not looking for paid work	3%	N=10
Fully retired	20%	N=60
Total	100%	N=303

Table 56: Question D5

Do you work inside the boundaries of Clovis?	Percent	Number
Yes, outside the home	26%	N=76
Yes, from home	7%	N=20
No	68%	N=201
Total	100%	N=296

Table 57: Question D6

How many years have you lived in Clovis?	Percent	Number
Less than 2 years	12%	N=38
2 to 5 years	21%	N=66
6 to 10 years	14%	N=44
11 to 20 years	22%	N=66
More than 20 years	30%	N=93
Total	100%	N=307

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	74%	N=230
Building with two or more homes (duplex, townhome, apartment or condominium)	24%	N=75
Mobile home	1%	N=4
Other	0%	N=1
Total	100%	N=309

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	34%	N=106
Owned	66%	N=203
Total	100%	N=309

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	4%	N=12
$300 to $599 per month	6%	N=17
$600 to $999 per month	16%	N=47
$1,000 to $1,499 per month	34%	N=102
$1,500 to $2,499 per month	30%	N=91
$2,500 or more per month	11%	N=32
Total	100%	N=301

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	61%	N=189
Yes	39%	N=119
Total	100%	N=308

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=220
Yes	28%	N=85
Total	100%	N=305

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	10%	N=29
$25,000 to $49,999	20%	N=60
$50,000 to $99,999	30%	N=88
$100,000 to $149,999	21%	N=62
$150,000 or more	19%	N=58
Total	100%	N=297

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	80%	N=238
Yes, I consider myself to be Spanish, Hispanic or Latino	20%	N=58
Total	100%	N=296

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	2%	N=6
Asian, Asian Indian or Pacific Islander	10%	N=31
Black or African American	1%	N=2
White	72%	N=214
Other	16%	N=48

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=16
25 to 34 years	22%	N=68
35 to 44 years	17%	N=53
45 to 54 years	23%	N=71
55 to 64 years	11%	N=33
65 to 74 years	13%	N=39
75 years or older	8%	N=25
Total	100%	N=306

Table 67: Question D16

What is your sex?	Percent	Number
Female	56%	N=173
Male	44%	N=135
Total	100%	N=308

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	78%	N=239
Land line	13%	N=40
Both	9%	N=29
Total	100%	N=308

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community 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. Being rated as "higher" or "lower" than the benchmark means that Clovis' average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Clovis' average rating was more than 20 points different when compared to the benchmark.

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	92%	51	431	Higher
Overall image or reputation of Clovis	91%	41	339	Higher
Clovis as a place to live	97%	56	376	Higher
Your neighborhood as a place to live	88%	68	307	Similar
Clovis as a place to raise children	94%	85	367	Higher
Clovis as a place to retire	77%	50	347	Higher
Overall appearance of Clovis	85%	75	338	Higher

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Clovis	88%	120	348	Similar
	In your neighborhood during the day	94%	159	345	Similar
	In Clovis 'downtown/commercial area during the day	95%	104	313	Similar
Mobility	Overall ease of getting to the places you usually have to visit	86%	33	272	Higher
	Availability of paths and walking trails	83%	54	308	Higher
	Ease of walking in Clovis	79%	53	302	Higher
	Ease of travel by bicycle in Clovis	71%	36	301	Higher
	Ease of travel by public transportation in Clovis	69%	21	234	Higher
	Ease of travel by car in Clovis	81%	42	300	Higher
	Ease of public parking	71%	33	231	Higher
	Traffic flow on major streets	62%	63	328	Higher
Natural Environment	Quality of overall natural environment in Clovis	81%	118	274	Similar
	Cleanliness of Clovis	80%	111	281	Similar
	Air quality	32%	240	244	Much lower
Built Environment	Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	76%	20	263	Higher
	Overall quality of new development in Clovis	71%	23	288	Higher
	Availability of affordable quality housing	51%	77	297	Higher
	Variety of housing options	65%	86	276	Similar
	Public places where people want to spend time	78%	68	257	Similar
Economy	Overall economic health of Clovis	84%	39	269	Higher
	Vibrant downtown/commercial area	73%	29	246	Higher
	Overall quality of business and service establishments in Clovis	78%	31	271	Higher
	Cost of living in Clovis	50%	78	265	Similar
	Shopping opportunities	76%	44	289	Higher
	Employment opportunities	58%	50	306	Higher
	Clovis as a place to visit	73%	77	283	Similar
	Clovis as a place to work	88%	12	351	Higher
Recreation and Wellness	Health and wellness opportunities in Clovis	75%	71	264	Similar
	Availability of affordable quality mental health care	60%	38	234	Higher
	Availability of preventive health services	79%	47	238	Similar
	Availability of affordable quality health care	78%	52	257	Similar
	Availability of affordable quality food	77%	36	244	Similar
	Recreational opportunities	64%	147	289	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	76%	64	255	Similar
Education and	Overall opportunities for education and enrichment	83%	37	266	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	80%	87	204	Similar
	Opportunities to attend cultural/arts/music activities	61%	122	286	Similar
	Adult educational opportunities	79%	16	243	Higher
	K-12 education	87%	43	267	Higher
	Availability of affordable quality child care/preschool	70%	19	257	Higher
	Opportunities to participate in social events and activities	70%	65	262	Similar
	Neighborliness of Clovis	69%	68	258	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	64%	125	289	Similar
Community Engagement	Opportunities to participate in community matters	66%	91	272	Similar
	Opportunities to volunteer	75%	106	263	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Clovis	88%	28	401	Higher
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	81%	70	367	Similar
Value of services for the taxes paid to Clovis	62%	65	385	Similar
Overall direction that Clovis is taking	71%	32	310	Higher
Job Clovis government does at welcoming resident involvement	58%	61	313	Similar
Overall confidence in Clovis government	64%	30	270	Higher
Generally acting in the best interest of the community	65%	32	270	Higher
Being honest	63%	47	261	Similar
Treating all residents fairly	60%	87	267	Similar
Services provided by the Federal Government	34%	206	250	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Police/Sheriff services	92%	20	426	Higher
	Fire services	95%	62	364	Similar
	Ambulance or emergency medical services	95%	61	327	Similar
	Crime prevention	86%	28	349	Higher
	Fire prevention and education	81%	143	281	Similar
	Animal control	69%	82	317	Similar
Safety	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	51%	201	275	Similar
	Traffic enforcement	80%	13	353	Higher
	Street repair	58%	80	358	Higher
	Street cleaning	84%	5	313	Higher
	Street lighting	76%	10	315	Higher
	Sidewalk maintenance	70%	56	306	Similar
	Traffic signal timing	61%	52	260	Similar
Mobility	Bus or transit services	70%	35	228	Higher
	Garbage collection	91%	25	333	Similar
	Recycling	87%	40	340	Similar
Natural Environment	Yard waste pick-up	90%	28	265	Higher
	Drinking water	69%	172	296	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	50%	189	252	Similar
	Clovis open space	60%	121	240	Similar
	Storm drainage	81%	19	331	Higher
	Sewer services	85%	48	302	Similar
	Power (electric and/or gas) utility	78%	99	186	Similar
	Utility billing	74%	62	232	Similar
	Land use, planning and zoning	62%	39	294	Higher
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	60%	70	372	Similar
	Cable television	56%	58	200	Similar
Economy	Economic development	73%	30	280	Higher
	City parks	82%	122	309	Similar
	Recreation programs or classes	75%	101	310	Similar
Recreation and Wellness	Recreation centers or facilities	74%	89	273	Similar
	Health services	80%	49	220	Similar
Education and Enrichment	City-sponsored special events	78%	44	280	Similar
	Public library services	80%	197	320	Similar
Community Engagement	Public information services	77%	72	283	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	76%	21	301	Higher
Recommend living in Clovis to someone who asks	96%	16	280	Higher
Remain in Clovis for the next five years	93%	14	275	Similar
Contacted Clovis (in-person, phone, email or web) for help or information	40%	228	318	Similar

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	27%	167	235	Lower
	Did NOT report a crime to the police	83%	101	261	Similar
Safety	Household member was NOT a victim of a crime	87%	190	270	Similar
	Used bus, rail, subway or other public transportation instead of driving	9%	156	214	Lower
	Carpooled with other adults or children instead of driving alone	42%	128	249	Similar
Mobility	Walked or biked instead of driving	55%	135	258	Similar
	Made efforts to conserve water	92%	27	243	Higher
Natural Environment	Made efforts to make your home more energy efficient	84%	11	245	Similar
	Recycle at home	94%	91	257	Similar
	Did NOT observe a code violation or other hazard in Clovis	56%	114	252	Similar
Built Environment	NOT experiencing housing costs stress	62%	196	256	Similar
	Purchase goods or services from a business located in Clovis	100%	6	255	Similar
	Economy will have positive impact on income	34%	114	257	Similar
Economy	Work inside boundaries of Clovis	32%	154	256	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness				
Used Clovis recreation centers or their services	41%	226	238	Lower
Visited a neighborhood park or City park	85%	133	265	Similar
Eat at least 5 portions of fruits and vegetables a day	84%	97	246	Similar
Participate in moderate or vigorous physical activity	78%	232	251	Similar
In very good to excellent health	63%	142	251	Similar
Education and Enrichment				
Used Clovis public libraries or their services	47%	233	246	Lower
Participated in religious or spiritual activities in Clovis	49%	73	204	Similar
Attended City-sponsored event	56%	117	260	Similar
Community Engagement				
Campaigned or advocated for an issue, cause or candidate	18%	189	239	Similar
Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	8%	252	253	Lower
Volunteered your time to some group/activity in Clovis	26%	223	263	Lower
Participated in a club	22%	161	244	Similar
Talked to or visited with your immediate neighbors	95%	42	253	Similar
Done a favor for a neighbor	81%	141	248	Similar
Attended a local public meeting	11%	254	262	Lower
Read or watch local news (via television, paper, computer, etc.)	84%	133	256	Similar
Vote in local elections	90%	35	258	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 American Community Survey (ACS) 2017 5-year estimates.

Adams County, CO 487,850
Airway Heights city, WA 8,017
Albany city, OR 52,007
Albemarle County, VA 105,105
Albert Lea city, MN 17,716
Alexandria city, VA 154,710
American Canyon city, CA 20,341
Ames city, IA 65,005
Ankeny city, IA 56,237
Ann Arbor city, MI 119,303
Apache Junction city, AZ 38,452
Arapahoe County, CO 626,612
Arlington city, TX 388,225
Arvada city, CO 115,320
Asheville city, NC 89,318
Ashland city, OR 20,733
Ashland town, MA 17,478
Ashland town, VA 7,554
Aspen city, CO 7,097
Athens-Clarke County, GA 122,292
Auburn city, AL 61,462
Augusta CCD, GA 136,103
Aurora city, CO 357,323
Austin city, TX 916,906
Avon town, CO 6,503
Avon town, IN 16,479
Avondale city, AZ 81,590
Azusa city, CA 49,029
Bainbridge Island city, WA 23,689

Baltimore city, MD 619,796
Baltimore County, MD 828,637
Battle Creek city, MI 51,505
Bay Village city, OH 15,426
Baytown city, TX 76,205
Bedford city, TX 49,082
Bedford town, MA 14,105
Bellevue city, WA 139,014
Bellingham city, WA 85,388
Bend city, OR 87,167
Bethlehem township, PA 23,800
Bettendorf city, IA 35,293
Billings city, MT 109,082
Bloomington city, IN 83,636
Bloomington city, MN 85,417
Boise City city, ID 220,859
Bonner Springs city, KS 7,644
Boulder city, CO 106,271
Bowling Green city, KY 64,302
Bozeman city, MT 43,132
Brentwood city, TN 41,524
Brighton city, CO 38,016
Brookline CDP, MA 59,246
Brooklyn Center city, MN 30,885
Brooklyn city, OH 10,891
Broomfield city, CO 64,283
Brownsburg town, IN 24,625
Buffalo Grove village, IL 41,551
Burlingame city, CA 30,401

Cabarrus County, NC	196,716	Denison city, TX	23,342
Cambridge city, MA	110,893	Denton city, TX	131,097
Canandaigua city, NY	10,402	Denver city, CO	678,467
Cannon Beach city, OR	1,517	Des Moines city, IA	214,778
Cañon City city, CO	16,298	Des Peres city, MO	8,536
Canton city, SD	3,352	Destin city, FL	13,421
Cape Coral city, FL	173,679	Dover city, NH	30,901
Carlsbad city, CA	113,147	Dublin city, CA	57,022
Carroll city, IA	9,937	Dublin city, OH	44,442
Cartersville city, GA	20,235	Duluth city, MN	86,066
Cary town, NC	159,715	Durham city, NC	257,232
Castle Rock town, CO	57,274	Durham County, NC	300,865
Cedar Hill city, TX	48,149	Dyer town, IN	16,077
Cedar Park city, TX	70,010	Eagan city, MN	66,102
Cedar Rapids city, IA	130,330	Eagle Mountain city, UT	27,773
Celina city, TX	7,910	Eau Claire city, WI	67,945
Centennial city, CO	108,448	Eden Prairie city, MN	63,660
Chandler city, AZ	245,160	Eden town, VT	1,254
Chandler city, TX	2,896	Edgewater city, CO	5,299
Chanhassen city, MN	25,108	Edina city, MN	50,603
Chapel Hill town, NC	59,234	Edmond city, OK	89,769
Chardon city, OH	5,166	Edmonds city, WA	41,309
Charles County, MD	156,021	El Cerrito city, CA	24,982
Charlotte County, FL	173,236	El Paso de Robles (Paso Robles) city, CA	31,409
Charlottesville city, VA	46,487	Elk Grove city, CA	166,228
Chattanooga city, TN	176,291	Elmhurst city, IL	46,139
Chautauqua town, NY	4,362	Englewood city, CO	33,155
Chesterfield County, VA	335,594	Erie town, CO	22,019
Clackamas County, OR	399,962	Estes Park town, CO	6,248
Clayton city, MO	16,214	Euclid city, OH	47,698
Clearwater city, FL	112,794	Fairview town, TX	8,473
Cleveland Heights city, OH	45,024	Farmers Branch city, TX	33,808
Clinton city, SC	8,538	Farmersville city, TX	3,440
Clive city, IA	17,134	Farmington Hills city, MI	81,235
Clovis city, CA	104,411	Farmington town, CT	25,596
College Park city, MD	32,186	Fate city, TX	10,339
College Station city, TX	107,445	Fayetteville city, GA	17,069
Colleyville city, TX	25,557	Fayetteville city, NC	210,324
Collinsville city, IL	24,767	Ferguson township, PA	18,837
Columbia city, MO	118,620	Fernandina Beach city, FL	11,957
Columbia city, SC	132,236	Flower Mound town, TX	71,575
Columbia Falls city, MT	5,054	Forest Grove city, OR	23,554
Commerce City city, CO	52,905	Fort Collins city, CO	159,150
Concord city, CA	128,160	Franklin city, TN	72,990
Concord town, MA	19,357	Frederick town, CO	11,397
Conshohocken borough, PA	7,985	Fremont city, CA	230,964
Coolidge city, AZ	12,221	Fruita city, CO	13,039
Coon Rapids city, MN	62,342	Gahanna city, OH	34,691
Coral Springs city, FL	130,110	Gaithersburg city, MD	67,417
Coronado city, CA	24,053	Galveston city, TX	49,706
Corvallis city, OR	56,224	Gardner city, KS	21,059
Cottonwood Heights city, UT	34,214	Germantown city, TN	39,230
Coventry Lake CDP, CT	2,932	Gilbert town, AZ	232,176
Creve Coeur city, MO	18,259	Gillette city, WY	31,783
Cupertino city, CA	60,687	Glen Ellyn village, IL	27,983
Dacono city, CO	4,929	Glendora city, CA	51,891
Dakota County, MN	414,655	Glenview village, IL	47,066
Dallas city, OR	15,413	Golden city, CO	20,365
Dallas city, TX	1,300,122	Golden Valley city, MN	21,208
Danville city, KY	16,657	Goodyear city, AZ	74,953
Darien city, IL	22,206	Grafton village, WI	11,576
Davenport city, FL	3,665	Grand Blanc city, MI	7,964
Davidson town, NC	12,325	Grants Pass city, OR	36,687
Dayton city, OH	140,939	Grass Valley city, CA	12,893
Dayton town, WY	815	Greeley city, CO	100,760
Dearborn city, MI	95,295	Greenville city, NC	90,347
Decatur city, GA	22,022	Greenwich town, CT	62,782
Del Mar city, CA	4,338	Greenwood Village city, CO	15,397
DeLand city, FL	30,315	Greer city, SC	28,587
Delaware city, OH	38,193	Gunnison County, CO	16,215

Haltom City city, TX	44,059
Hamilton city, OH	62,216
Hamilton town, MA	7,991
Hampton city, VA	136,255
Hanover County, VA	103,218
Harrisburg city, SD	5,429
Harrisonburg city, VA	53,064
Harrisonville city, MO	10,025
Hastings city, MN	22,620
Henderson city, NV	284,817
Herndon town, VA	24,545
High Point city, NC	109,849
Highland Park city, IL	29,796
Highlands Ranch CDP, CO	105,264
Homer Glen village, IL	24,403
Honolulu County, HI	990,060
Hoquiam city, WA	8,416
Horry County, SC	310,186
Hudson town, CO	1,709
Huntley village, IL	26,265
Huntsville city, TX	40,727
Hutchinson city, MN	13,836
Hutto city, TX	22,644
Independence city, MO	117,369
Indio city, CA	86,867
Iowa City city, IA	73,415
Irving city, TX	235,648
Issaquah city, WA	35,629
Jackson city, MO	14,690
Jackson County, MI	158,989
James City County, VA	73,028
Jefferson County, NY	116,567
Jefferson Parish, LA	437,038
Jerome city, ID	11,306
Johnson City city, TN	65,598
Johnston city, IA	20,172
Jupiter town, FL	62,373
Kalamazoo city, MI	75,833
Kansas City city, KS	151,042
Kansas City city, MO	476,974
Keizer city, OR	37,910
Kent city, WA	126,561
Kerrville city, TX	22,931
Key West city, FL	25,316
King City city, CA	13,721
Kingman city, AZ	28,855
Kirkland city, WA	86,772
Kirkwood city, MO	27,659
Knoxville city, IA	7,202
La Plata town, MD	9,160
La Vista city, NE	17,062
Laguna Niguel city, CA	65,429
Lake Forest city, IL	18,931
Lake in the Hills village, IL	28,908
Lake Zurich village, IL	19,983
Lakeville city, MN	61,056
Lakewood city, CO	151,411
Lakewood city, WA	59,102
Lancaster County, SC	86,544
Lansing city, MI	115,222
Laramie city, WY	32,104
Larimer County, CO	330,976
Las Cruces city, NM	101,014
Las Vegas city, NM	13,445
Lawrence city, KS	93,954
Lawrenceville city, GA	29,287
Lehi city, UT	58,351
Lenexa city, KS	52,030
Lewisville city, TX	103,638
Lewisville town, NC	13,516
Libertyville village, IL	20,504
Lincolnwood village, IL	12,637
Lindsborg city, KS	3,313
Little Chute village, WI	11,006
Littleton city, CO	45,848
Livermore city, CA	88,232
Lombard village, IL	43,776
Lone Tree city, CO	13,430
Long Grove village, IL	7,980
Longmont city, CO	91,730
Lonsdale city, MN	3,850
Los Alamos County, NM	18,031
Los Altos Hills town, CA	8,490
Loudoun County, VA	374,558
Louisville city, CO	20,319
Lower Merion township, PA	58,500
Lynchburg city, VA	79,237
Lynnwood city, WA	37,242
Manassas city, VA	41,379
Manhattan Beach city, CA	35,698
Manhattan city, KS	55,427
Mankato city, MN	41,241
Maple Grove city, MN	68,362
Maplewood city, MN	40,127
Maricopa County, AZ	4,155,501
Marin County, CA	260,814
Marion city, IA	38,014
Mariposa County, CA	17,658
Marshfield city, WI	18,326
Martinez city, CA	37,902
Marysville city, WA	66,178
Maui County, HI	164,094
McKinney city, TX	164,760
McMinnville city, OR	33,211
Mecklenburg County, NC	1,034,290
Menlo Park city, CA	33,661
Menomonee Falls village, WI	36,411
Mercer Island city, WA	24,768
Meridian charter township, MI	41,903
Meridian city, ID	91,917
Merriam city, KS	11,259
Mesa city, AZ	479,317
Miami Beach city, FL	92,187
Miami, FL	443,007
Middleton city, WI	18,951
Middletown town, RI	16,100
Midland city, MI	41,958
Milford city, DE	10,645
Milton city, GA	37,556
Minneapolis city, MN	411,452
Minnetrista city, MN	7,187
Missouri City city, TX	72,688
Moline city, IL	42,644
Monroe city, MI	20,128
Montgomery city, MN	2,921
Montgomery County, MD	1,039,198
Monticello city, UT	2,599
Montrose city, CO	18,918
Moraga town, CA	17,231
Morristown city, TN	29,446
Morrisville town, NC	23,873
Morro Bay city, CA	10,568
Mountlake Terrace city, WA	20,922
Murphy city, TX	20,361
Naperville city, IL	146,431
Napoleon city, OH	8,646
Nederland city, TX	17,284
Needham CDP, MA	30,429
Nevada City city, CA	3,112
Nevada County, CA	98,838

New Braunfels city, TX	70,317
New Brighton city, MN	22,440
New Concord village, OH	2,561
New Hope city, MN	20,909
New Orleans city, LA	388,182
New Ulm city, MN	13,249
Newport city, RI	24,745
Newport News city, VA	180,775
Newton city, IA	15,085
Niles village, IL	29,823
Noblesville city, IN	59,807
Norcross city, GA	16,474
Norfolk city, NE	24,352
Norfolk city, VA	245,752
North Mankato city, MN	13,583
North Port city, FL	62,542
North Yarmouth town, ME	3,714
Northglenn city, CO	38,473
Novato city, CA	55,378
Novi city, MI	58,835
O'Fallon city, IL	29,095
Oak Park village, IL	52,229
Oakley city, CA	39,950
Oklahoma City city, OK	629,191
Olmsted County, MN	151,685
Olympia city, WA	49,928
Orange village, OH	3,280
Orland Park village, IL	59,161
Orleans Parish, LA	388,182
Oshkosh city, WI	66,649
Oswego village, IL	33,759
Ottawa County, MI	280,243
Overland Park city, KS	186,147
Paducah city, KY	24,879
Palm Beach Gardens city, FL	53,119
Palm Coast city, FL	82,356
Palo Alto city, CA	67,082
Palos Verdes Estates city, CA	13,591
Papillion city, NE	19,478
Paradise Valley town, AZ	13,961
Park City city, UT	8,167
Parker town, CO	51,125
Parkland city, FL	28,901
Pasco city, WA	70,607
Pasco County, FL	498,136
Payette city, ID	7,366
Pearland city, TX	113,693
Peoria city, IL	115,424
Pflugerville city, TX	58,013
Pinehurst village, NC	15,580
Piqua city, OH	20,793
Pitkin County, CO	17,747
Plano city, TX	281,566
Platte City city, MO	4,867
Pleasant Hill city, IA	9,608
Pleasanton city, CA	79,341
Polk County, IA	467,235
Pompano Beach city, FL	107,542
Port Orange city, FL	60,315
Port St. Lucie city, FL	178,778
Portland city, OR	630,331
Powell city, OH	12,658
Powhatan County, VA	28,364
Prince William County, VA	450,763
Prior Lake city, MN	25,452
Pueblo city, CO	109,122
Purcellville town, VA	9,217
Queen Creek town, AZ	33,298
Raleigh city, NC	449,477
Ramsey city, MN	25,853
Raymond town, ME	4,497
Raymore city, MO	20,358
Redmond city, OR	28,492
Redmond city, WA	60,712
Redwood City city, CA	84,368
Reno city, NV	239,732
Richland city, WA	53,991
Richmond city, CA	108,853
Richmond Heights city, MO	8,466
Rio Rancho city, NM	93,317
River Falls city, WI	15,256
Riverside city, CA	321,570
Roanoke city, VA	99,572
Roanoke County, VA	93,419
Rochester city, NY	209,463
Rock Hill city, SC	70,764
Rockville city, MD	66,420
Roeland Park city, KS	6,810
Rohnert Park city, CA	42,305
Rolla city, MO	20,013
Rosemount city, MN	23,474
Rosenberg city, TX	35,867
Roseville city, MN	35,624
Round Rock city, TX	116,369
Royal Palm Beach village, FL	37,665
Sacramento city, CA	489,650
Sahuarita town, AZ	28,257
Sammamish city, WA	62,877
San Diego city, CA	1,390,966
San Jose city, CA	1,023,031
San Marcos city, CA	93,493
San Marcos city, TX	59,935
Sangamon County, IL	198,134
Santa Fe city, NM	82,980
Santa Fe County, NM	147,514
Sarasota County, FL	404,839
Savage city, MN	30,011
Schaumburg village, IL	74,427
Schertz city, TX	38,199
Scott County, MN	141,463
Scottsdale city, AZ	239,283
Sedona city, AZ	10,246
Sevierville city, TN	16,387
Shakopee city, MN	40,024
Sharonville city, OH	13,974
Shawnee city, KS	64,840
Shawnee city, OK	30,974
Sherborn town, MA	4,302
Shoreline city, WA	55,431
Shoreview city, MN	26,432
Shorewood village, IL	16,809
Sierra Vista city, AZ	43,585
Silverton city, OR	9,757
Sioux Falls city, SD	170,401
Skokie village, IL	64,773
Snoqualmie city, WA	12,944
Snowmass Village town, CO	2,827
Somerset town, MA	18,257
South Jordan city, UT	65,523
Southlake city, TX	30,090
Spearfish city, SD	11,300
Springfield city, MO	165,785
Springville city, UT	32,319
St. Augustine city, FL	13,952
St. Charles city, IL	32,730
St. Joseph city, MO	76,819
St. Louis County, MN	200,294
St. Lucie County, FL	298,763
State College borough, PA	42,224
Steamboat Springs city, CO	12,520

Sugar Land city, TX 86,886
Suisun City city, CA 29,280
Summit County, UT 39,731
Sunnyvale city, CA 151,565
Surprise city, AZ 129,534
Suwanee city, GA 18,655
Tacoma city, WA 207,280
Takoma Park city, MD 17,643
Temecula city, CA 110,722
Tempe city, AZ 178,339
Temple city, TX 71,795
Texarkana city, TX 37,222
The Woodlands CDP, TX 109,608
Tigard city, OR 51,355
Tinley Park village, IL 57,107
Tracy city, CA 87,613
Trinidad CCD, CO 10,819
Tualatin city, OR 27,135
Tulsa city, OK 401,352
Tustin city, CA 80,007
Twin Falls city, ID 47,340
Unalaska city, AK 4,809
University Heights city, OH 13,201
University Park city, TX 24,692
Urbandale city, IA 42,222
Vail town, CO 5,425
Ventura CCD, CA 115,218
Vernon Hills village, IL 26,084
Vestavia Hills city, AL 34,003
Victoria city, MN 8,679
Vienna town, VA 16,474
Virginia Beach city, VA 450,057
Walnut Creek city, CA 68,516

Warrensburg city, MO 19,890
Washington County, MN 250,979
Washoe County, NV 445,551
Washougal city, WA 15,241
Wauwatosa city, WI 47,687
Wentzville city, MO 35,768
West Carrollton city, OH 12,963
West Chester township, OH 62,804
Western Springs village, IL 13,187
Westerville city, OH 38,604
Westlake town, TX 1,006
Westminster city, CO 111,895
Westminster city, MD 18,557
Wheat Ridge city, CO 31,162
White House city, TN 11,107
Wichita city, KS 389,054
Williamsburg city, VA 14,817
Willowbrook village, IL 8,598
Wilmington city, NC 115,261
Wilsonville city, OR 22,789
Windsor town, CO 23,386
Windsor town, CT 29,037
Winnetka village, IL 12,504
Winter Garden city, FL 40,799
Woodbury city, MN 67,648
Woodinville city, WA 11,675
Wyandotte County, KS 163,227
Yakima city, WA 93,182
York County, VA 67,196
Yorktown town, IN 11,200
Yorkville city, IL 18,691
Yountville city, CA 2,978

27

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	92%	1	23	Higher
Overall image or reputation of Clovis	91%	1	20	Much higher
Clovis as a place to live	97%	1	23	Higher
Your neighborhood as a place to live	88%	2	19	Higher
Clovis as a place to raise children	94%	1	21	Much higher
Clovis as a place to retire	77%	4	21	Higher
Overall appearance of Clovis	85%	2	18	Much 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	88%	2	19	Higher
	In your neighborhood during the day	94%	8	22	Similar
	In Clovis' downtown/commercial area during the day	95%	2	20	Higher
Mobility	Overall ease of getting to the places you usually have to visit	86%	1	16	Higher
	Availability of paths and walking trails	83%	3	20	Higher
	Ease of walking in Clovis	79%	2	18	Higher
	Ease of travel by bicycle in Clovis	71%	2	18	Higher
	Ease of travel by public transportation in Clovis	69%	1	16	Much higher
	Ease of travel by car in Clovis	81%	2	18	Higher
	Ease of public parking	71%	1	12	Higher
	Traffic flow on major streets	62%	2	19	Higher
Natural Environment	Quality of overall natural environment in Clovis	81%	4	16	Similar
	Cleanliness of Clovis	80%	3	18	Higher
	Air quality	32%	16	17	Lower
Built Environment	Overall "built environment" of Clovis (including overall design, buildings, parks and transportation systems)	76%	1	16	Higher
	Overall quality of new development in Clovis	71%	1	16	Higher
	Availability of affordable quality housing	51%	5	19	Higher
	Variety of housing options	65%	3	17	Higher
	Public places where people want to spend time	78%	2	16	Higher
Economy	Overall economic health of Clovis	84%	1	16	Much higher
	Vibrant downtown/commercial area	73%	2	15	Much higher
	Overall quality of business and service establishments in Clovis	78%	2	17	Higher
	Cost of living in Clovis	50%	6	16	Similar
	Shopping opportunities	76%	2	18	Higher
	Employment opportunities	58%	2	20	Higher
	Clovis as a place to visit	73%	4	16	Higher
	Clovis as a place to work	88%	1	22	Much higher
Recreation and Wellness	Health and wellness opportunities in Clovis	75%	2	16	Higher
	Availability of affordable quality mental health care	60%	1	15	Higher
	Availability of preventive health services	79%	2	16	Higher
	Availability of affordable quality health care	78%	1	17	Higher
	Availability of affordable quality food	77%	1	15	Higher
	Recreational opportunities	64%	6	18	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	76%	3	16	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	83%	2	16	Much higher
	Opportunities to participate in religious or spiritual events and activities	80%	4	13	Similar
	Opportunities to attend cultural/arts/music activities	61%	7	18	Similar
	Adult educational opportunities	79%	2	15	Higher
	K-12 education	87%	1	18	Much higher
	Availability of affordable quality child care/preschool	70%	1	15	Much higher
Community Engagement	Opportunities to participate in social events and activities	70%	3	17	Higher
	Neighborliness of Clovis	69%	2	17	Higher
	Openness and acceptance of the community toward people of diverse backgrounds	64%	10	18	Similar
	Opportunities to participate in community matters	66%	4	16	Similar
	Opportunities to volunteer	75%	4	16	Similar

Table 77: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Clovis	88%	1	24	Higher
Overall customer service by Clovis employees (police, receptionists, planners, etc.)	81%	1	20	Higher
Value of services for the taxes paid to Clovis	62%	1	20	Higher
Overall direction that Clovis is taking	71%	3	20	Higher
Job Clovis government does at welcoming resident involvement	58%	2	23	Higher
Overall confidence in Clovis government	64%	2	17	Higher
Generally acting in the best interest of the community	65%	1	16	Higher
Being honest	63%	1	15	Higher
Treating all residents fairly	60%	3	16	Higher
Services provided by the Federal Government	34%	13	16	Similar

Table 78: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	92%	1	22	Higher
	Fire services	95%	3	21	Similar
	Ambulance or emergency medical services	95%	1	19	Similar
	Crime prevention	86%	1	19	Much higher
	Fire prevention and education	81%	5	19	Similar
	Animal control	69%	4	20	Higher
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	51%	7	17	Similar
Mobility	Traffic enforcement	80%	1	20	Higher
	Street repair	58%	5	22	Higher
	Street cleaning	84%	1	19	Much higher
	Street lighting	76%	1	17	Higher
	Sidewalk maintenance	70%	3	17	Higher
	Traffic signal timing	61%	3	17	Similar
	Bus or transit services	70%	4	17	Higher
Natural Environment	Garbage collection	91%	1	19	Similar
	Recycling	87%	3	19	Higher
	Yard waste pick-up	90%	1	14	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Drinking water	69%	7	16	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	50%	10	16	Similar
	Clovis open space	60%	4	14	Similar
	Storm drainage	81%	1	17	Higher
	Sewer services	85%	2	20	Similar
	Power (electric and/or gas) utility	78%	2	9	Similar
	Utility billing	74%	3	17	Similar
	Land use, planning and zoning	62%	2	18	Higher
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	60%	5	22	Higher
	Cable television	56%	1	13	Similar
Economy	Economic development	73%	1	18	Higher
	City parks	82%	3	17	Similar
	Recreation programs or classes	75%	5	21	Similar
Recreation and Wellness	Recreation centers or facilities	74%	4	18	Similar
	Health services	80%	2	14	Higher
Education and Enrichment	City-sponsored special events	78%	2	16	Higher
	Public library services	80%	5	20	Similar
Community Engagement	Public information services	77%	2	17	Higher

Table 79: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	76%	1	20	Much higher
Recommend living in Clovis to someone who asks	96%	1	17	Higher
Remain in Clovis for the next five years	93%	2	17	Higher
Contacted Clovis (in-person, phone, email or web) for help or information	40%	14	20	Similar

Table 80: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	27%	12	15	Similar
	Did NOT report a crime to the police	83%	2	17	Higher
Safety	Household member was NOT a victim of a crime	87%	5	18	Similar
	Used bus, rail, subway or other public transportation instead of driving	9%	12	16	Lower
	Carpooled with other adults or children instead of driving alone	42%	14	16	Similar
Mobility	Walked or biked instead of driving	55%	7	16	Similar
	Made efforts to conserve water	92%	6	15	Similar
Natural Environment	Made efforts to make your home more energy efficient	84%	1	15	Similar
	Recycle at home	94%	8	15	Similar
	Did NOT observe a code violation or other hazard in Clovis	56%	4	16	Higher
Built Environment	NOT experiencing housing costs stress	62%	8	16	Similar
	Purchase goods or services from a business located in Clovis	100%	1	16	Similar
Economy	Economy will have positive impact on income	34%	8	17	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Work inside boundaries of Clovis	32%	11	16	Lower
Recreation and Wellness	Used Clovis recreation centers or their services	41%	14	15	Lower
	Visited a neighborhood park or City park	85%	8	16	Similar
	Eat at least 5 portions of fruits and vegetables a day	84%	8	16	Similar
	Participate in moderate or vigorous physical activity	78%	15	16	Similar
	In very good to excellent health	63%	8	16	Similar
Education and Enrichment	Used Clovis public libraries or their services	47%	16	16	Lower
	Participated in religious or spiritual activities in Clovis	49%	4	11	Similar
	Attended City-sponsored event	56%	4	16	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	18%	13	15	Similar
	Contacted Clovis elected officials (in-person, phone, email or web) to express your opinion	8%	16	16	Lower
	Volunteered your time to some group/activity in Clovis	26%	14	16	Lower
	Participated in a club	22%	12	16	Similar
	Talked to or visited with your immediate neighbors	95%	3	16	Similar
	Done a favor for a neighbor	81%	8	16	Similar
	Attended a local public meeting	11%	16	16	Lower
	Read or watch local news (via television, paper, computer, etc.)	84%	9	16	Similar
	Vote in local elections	90%	2	16	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 American Community Survey (ACS) 2017 5-year estimates.

Arvada city, CO...115,320
Avondale city, AZ 81,590
Bellingham city, WA 85,388
Bend city, OR... 87,167
Billings city, MT..109,082
Boulder city, CO..106,271
Clovis city, CA...104,411
Concord city, CA 128,160
Goodyear city, AZ 74,953
Greeley city, CO..100,760
Indio city, CA.. 86,867
Kent city, WA..126,561
Las Cruces city, NM..101,014
Longmont city, CO 91,730
Marysville city, WA 66,178

Meridian city, ID 91,917
Nevada County, CA 98,838
Pasco city, WA.. 70,607
Pueblo city, CO 109,122
Richmond city, CA...108,853
Rio Rancho city, NM 93,317
San Marcos city, CA 93,493
Santa Fe city, NM.. 82,980
Surprise city, AZ..129,534
Tracy city, CA 87,613
Tustin city, CA 80,007
Ventura CCD, CA...115,218
Westminster city, CO...111,895
Yakima city, WA.. 93,182

Appendix C: Detailed Survey Methods

The National Community 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 Clovis Deputy City Manager Andrew Haussler at andrewh@cityofclovis.com 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 1,700 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.
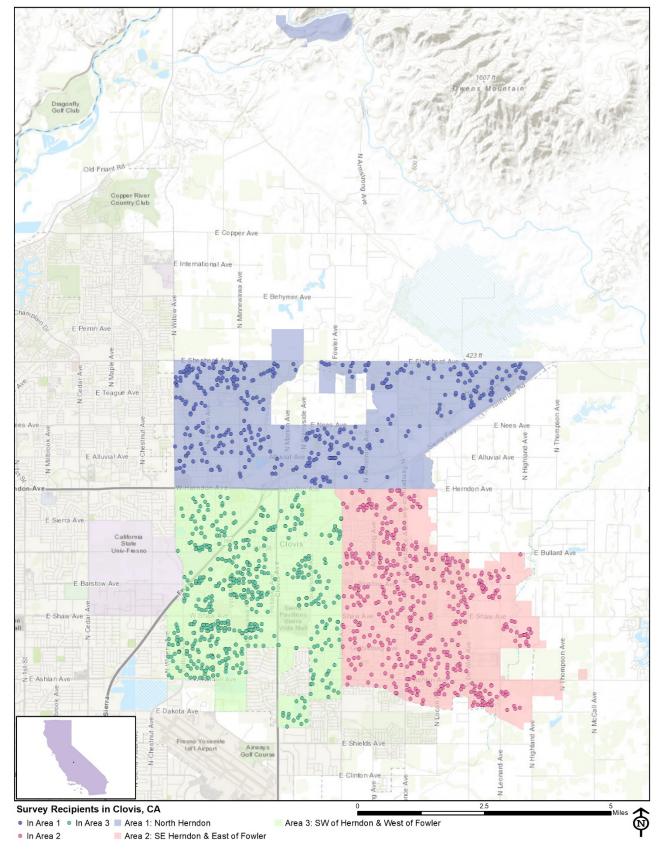
Figure 1: Location of Survey Recipients

Survey Administration and Response

Selected households received three mailings, one week apart, beginning on August 30, 2019. 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 included a URL through which the residents selected for the mail survey could choose to respond online rather than by mail. The cover letters also contained paragraphs in 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 subgroup comparisons, 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 October 4, 2019 and remained open for four weeks.

About 1% of the 1,700 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 1,678 eligible households that received the survey, 315 completed the survey, providing an overall response rate of 19%. Of the 315 completed surveys, 21 were completed online and all 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[1] for mailed surveys of unnamed persons. Additionally, 873 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: North of Herndon	Area2: Southeast of Herndon and Fowler	Area 3: Southwest of Herndon and Fowler	Overall
Total sample used	396	508	796	1,700
I=Complete Interviews	90	124	99	313
P=Partial Interviews	1	0	1	2
R=Refusal and break off	0	0	1	1
NC=Non Contact	0	0	0	0
O=Other	0	0	0	0
UH=Unknown household	0	0	0	0
UO=Unknown other	304	383	675	1,362
NE=Not eligible	1	1	20	22
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	23%	24%	13%	19%

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.[2]

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[1] See AAPOR's Standard Definitions here: http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx for more information
[2] 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.

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 (315 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

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 SurveyGizmo, 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 the 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

Upon completion of data collection for both the scientific (probability) and nonscientific open participation online opt-in (non-probability) surveys, the demographics of each dataset were separately compared to those found in the 2010 Census and 2017 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. Both survey datasets were weighted independently to best match the Census. The characteristics used for weighting were housing tenure (rent or own), race/ethnicity, sex, age, and area. No adjustments were made for design effects. Results for the opt-in survey have been provided under separate cover.

Table 82: Clovis, CA 2019 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	39%	20%	34%
Own home	61%	80%	66%
Detached unit*	76%	84%	75%
Attached unit*	24%	16%	25%
Race and Ethnicity			
White	74%	77%	70%
Not white	26%	23%	30%
Not Hispanic	77%	83%	80%
Hispanic	23%	17%	20%
Sex and Age			
Female	53%	58%	56%
Male	47%	42%	44%
18-34 years of age	32%	9%	28%
35-54 years of age	38%	25%	41%
55+ years of age	29%	66%	32%
Females 18-34	16%	7%	17%
Females 35-54	20%	15%	22%
Females 55+	16%	36%	17%
Males 18-34	16%	2%	10%
Males 35-54	18%	10%	19%
Males 55+	13%	30%	15%
AREA			
Area 1: North of Herndon	23%	29%	25%
Area 2: SE of Herndon and Fowler	30%	39%	32%
Area 3: SW of Herndon and Fowler	47%	32%	43%

* U.S. Census Bureau ACS 2017 5-year estimates

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. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

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,

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

Estimado Residente de Clovis,

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de po-cos días.

¡Gracias por ayudar a crear una Ciudad mejor!

Atentamente,

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 hnub 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

September 2019

Dear City of Clovis Resident:

Please help us shape the future of Clovis! You have been selected at random to participate in the 2019 Clovis Community 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/xxplaceholder

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 la Comunidad 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/xxplaceholder

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,

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 2019.

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 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:**

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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,

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

City Manager 559.324.2060 • Community Services 559.324.2095 • Engineering 559.324.2350
Finance 559.324.2130 • Fire 559.324.2200 • General Services 559.324.2060 • Personnel/Risk Management 559.324.2725
Planning & Development Services 559.324.2340 • Police 559.324.2400 • Public Utilities 559.324.2600 • TTY-711

www.cityofclovis.com

CITY of CLOVIS

September 2019

Dear City of Clovis Resident:

Here's a second chance if you haven't already responded to the 2019 Clovis Community 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 2019 Clovis Community 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/xxplaceholder

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 la Comunidad de Clovis del 2019! **(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 la Comunidad de Clovis del 2019. 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:**

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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,

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 2019! **(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 2019. 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 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:**

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

Los ntawm txoj kev hlub tshua,

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www.cityofclovis.com

The City of Clovis 2019 Community Survey

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

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

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

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

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

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

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

4. Please rate how safe or unsafe you feel:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The City of Clovis 2019 Community Survey

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

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

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

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

D3. **What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:**
○ Very positive ○ Somewhat positive ○ Neutral ○ Somewhat negative ○ Very negative

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

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

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

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

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

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

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

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

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

Please respond to both questions D13 and D14:

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

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

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

D16. **What is your sex?**
○ Female ○ Male

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

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

THE NCS™
The National Community Survey™

Clovis, CA
Trends over Time

2019

NRC
National Research Center Inc.

ICMA
Leaders at the Core of Better Communities

Summary

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions 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 2019 ratings for the City of Clovis to its previous survey results in 2013, 2015, and 2017. Additional reports and technical appendices are available under separate cover.

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

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than eight percentage points between the 2017 and 2019 surveys, otherwise the comparisons between 2017 and 2019 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 2019 generally remained stable. Of the 132 items for which comparisons were available, 118 items were rated similarly in 2017 and 2019, four items showed a decrease in ratings and 10 showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, ratings for six aspects increased from 2017 to 2019, including ease of travel by public transportation, public parking, employment opportunities, Clovis as a place to work, and availability of affordable quality mental health care and preventive health services. Fewer residents gave favorable ratings to traffic flow on major streets in 2019 compared to 2017.
- In Governance, evaluations of drinking water, storm drainage, and recreation centers or facilities improved from 2017 to 2019. Conversely, residents gave lower ratings to natural areas preservation, cable television, and public libraries over time.
- From 2017 to 2019, levels of Participation for most items remained stable in Clovis. Fewer residents observed a code violation in 2019.

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)				2019 rating compared to 2017	Comparison to benchmark			
	2013	2015	2017	2019		2013	2015	2017	2019
Overall quality of life	88%	90%	89%	92%	Similar	Much higher	Similar	Similar	Higher
Overall image	81%	91%	91%	91%	Similar	Much higher	Higher	Higher	Higher
Place to live	90%	93%	95%	97%	Similar	Higher	Similar	Similar	Higher
Neighborhood	80%	83%	87%	88%	Similar	Similar	Similar	Similar	Similar
Place to raise children	90%	92%	89%	94%	Similar	Much higher	Higher	Higher	Higher
Place to retire	73%	76%	74%	77%	Similar	Much higher	Similar	Higher	Higher
Overall appearance	81%	81%	83%	85%	Similar	Higher	Similar	Similar	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2019 rating compared to 2017	Comparison to benchmark			
		2013	2015	2017	2019		2013	2015	2017	2019
Safety	Overall feeling of safety	NA	90%	91%	88%	Similar	NA	Similar	Similar	Similar
	Safe in neighborhood	93%	92%	96%	94%	Similar	Similar	Similar	Similar	Similar
	Safe downtown/commercial area	92%	96%	94%	95%	Similar	Similar	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	83%	80%	86%	Similar	NA	Similar	Higher	Higher
	Paths and walking trails	76%	85%	88%	83%	Similar	Much higher	Higher	Higher	Higher
	Ease of walking	75%	83%	84%	79%	Similar	Much higher	Higher	Higher	Higher
	Travel by bicycle	72%	78%	71%	71%	Similar	Much higher	Higher	Higher	Higher
	Travel by public transportation	NA	54%	54%	69%	Higher	NA	Similar	Similar	Higher
	Travel by car	75%	79%	80%	81%	Similar	Much higher	Higher	Similar	Higher
	Public parking	NA	68%	60%	71%	Higher	NA	Similar	Similar	Higher
	Traffic flow	56%	67%	70%	62%	Lower	Higher	Similar	Higher	Higher
Natural Environment	Overall natural environment	65%	79%	80%	81%	Similar	Much lower	Similar	Similar	Similar
	Cleanliness	82%	79%	78%	80%	Similar	Much higher	Similar	Similar	Similar
	Air quality	29%	28%	25%	32%	Similar	Much lower	Much lower	Much lower	Much lower
Built Environment	Overall built environment	NA	81%	79%	76%	Similar	NA	Higher	Higher	Higher
	New development in Clovis	77%	76%	72%	71%	Similar	Much higher	Higher	Higher	Higher
	Affordable quality housing	60%	61%	51%	51%	Similar	Much higher	Similar	Similar	Higher

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2019 rating compared to 2017	Comparison to benchmark			
		2013	2015	2017	2019		2013	2015	2017	2019
	Housing options	73%	75%	63%	65%	Similar	Much higher	Similar	Similar	Similar
	Public places	NA	71%	78%	78%	Similar	NA	Similar	Similar	Similar
Economy	Overall economic health	NA	81%	80%	84%	Similar	NA	Higher	Higher	Higher
	Vibrant downtown/commercial area	NA	72%	70%	73%	Similar	NA	Higher	Higher	Higher
	Business and services	71%	75%	76%	78%	Similar	Higher	Similar	Higher	Higher
	Cost of living	NA	57%	47%	50%	Similar	NA	Similar	Similar	Similar
	Shopping opportunities	70%	72%	80%	76%	Similar	Much higher	Higher	Higher	Higher
	Employment opportunities	42%	56%	45%	58%	Higher	Much higher	Higher	Similar	Higher
	Place to visit	NA	68%	68%	73%	Similar	NA	Similar	Similar	Similar
	Place to work	76%	81%	73%	88%	Higher	Much higher	Higher	Higher	Higher
Recreation and Wellness	Health and wellness	NA	78%	79%	75%	Similar	NA	Similar	Similar	Similar
	Mental health care	NA	61%	46%	60%	Higher	NA	Similar	Similar	Higher
	Preventive health services	64%	73%	64%	79%	Higher	Similar	Similar	Similar	Similar
	Health care	66%	72%	72%	78%	Similar	Much higher	Similar	Similar	Similar
	Food	71%	77%	78%	77%	Similar	Higher	Similar	Similar	Similar
	Recreational opportunities	54%	72%	61%	64%	Similar	Lower	Similar	Similar	Similar
	Fitness opportunities	NA	81%	79%	76%	Similar	NA	Similar	Similar	Similar
Education and Enrichment	Education and enrichment opportunities	NA	87%	80%	83%	Similar	NA	Higher	Higher	Higher
	Religious or spiritual events and activities	76%	85%	75%	80%	Similar	Similar	Similar	Similar	Similar
	Cultural/arts/music activities	52%	63%	65%	61%	Similar	Similar	Similar	Similar	Similar
	Adult education	NA	85%	83%	79%	Similar	NA	Higher	Higher	Higher
	K-12 education	88%	89%	95%	87%	Similar	Much higher	Higher	Much higher	Higher
	Child care/preschool	52%	69%	66%	70%	Similar	Higher	Higher	Higher	Higher
Community Engagement	Social events and activities	69%	74%	72%	70%	Similar	Higher	Similar	Similar	Similar
	Neighborliness	NA	61%	65%	69%	Similar	NA	Similar	Similar	Similar
	Openness and acceptance	60%	58%	59%	64%	Similar	Similar	Similar	Similar	Similar
	Opportunities to participate in community matters	64%	72%	66%	66%	Similar	Similar	Similar	Similar	Similar
	Opportunities to volunteer	69%	76%	69%	75%	Similar	Similar	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)				2019 rating compared to 2017	Comparison to benchmark			
	2013	2015	2017	2019		2013	2015	2017	2019
Services provided by Clovis	84%	84%	85%	88%	Similar	Much higher	Similar	Higher	Higher
Customer service	81%	77%	81%	81%	Similar	Higher	Similar	Similar	Similar
Value of services for taxes paid	65%	63%	58%	62%	Similar	Much higher	Similar	Similar	Similar
Overall direction	74%	72%	75%	71%	Similar	Much higher	Higher	Higher	Higher
Welcoming resident involvement	61%	69%	57%	58%	Similar	Higher	Higher	Similar	Similar
Confidence in City government	NA	72%	69%	64%	Similar	NA	Higher	Higher	Higher
Acting in the best interest of Clovis	NA	74%	69%	65%	Similar	NA	Higher	Higher	Higher
Being honest	NA	72%	67%	63%	Similar	NA	Higher	Similar	Similar
Treating all residents fairly	NA	65%	65%	60%	Similar	NA	Higher	Similar	Similar
Services provided by the Federal Government	38%	37%	42%	34%	Similar	Similar	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)				2019 rating compared to 2017	Comparison to benchmark			
		2013	2015	2017	2019		2013	2015	2017	2019
	Police	90%	93%	96%	92%	Similar	Much higher	Higher	Higher	Higher
	Fire	95%	97%	97%	95%	Similar	Higher	Similar	Similar	Similar
	Ambulance/EMS	94%	94%	97%	95%	Similar	Higher	Similar	Similar	Similar
	Crime prevention	80%	83%	85%	86%	Similar	Much higher	Higher	Higher	Higher
	Fire prevention	81%	86%	88%	81%	Similar	Similar	Similar	Similar	Similar
	Animal control	68%	74%	74%	69%	Similar	Similar	Similar	Higher	Similar
Safety	Emergency preparedness	58%	59%	58%	51%	Similar	Lower	Similar	Similar	Similar
	Traffic enforcement	74%	77%	76%	80%	Similar	Much higher	Similar	Higher	Higher
	Street repair	56%	64%	62%	58%	Similar	Higher	Higher	Higher	Higher
	Street cleaning	80%	83%	81%	84%	Similar	Much higher	Higher	Higher	Higher
	Street lighting	70%	75%	75%	76%	Similar	Higher	Similar	Higher	Higher
	Sidewalk maintenance	61%	67%	69%	70%	Similar	Higher	Similar	Higher	Similar
	Traffic signal timing	52%	55%	53%	61%	Similar	Similar	Similar	Similar	Similar
Mobility	Bus or transit services	64%	72%	66%	70%	Similar	Much higher	Higher	Higher	Higher
	Garbage collection	87%	90%	87%	91%	Similar	Similar	Similar	Similar	Similar
	Recycling	85%	89%	83%	87%	Similar	Higher	Similar	Similar	Similar
	Yard waste pick-up	85%	89%	86%	90%	Similar	Much higher	Higher	Higher	Higher
	Drinking water	64%	65%	57%	69%	Higher	Lower	Similar	Similar	Similar
	Natural areas preservation	54%	54%	62%	50%	Lower	Lower	Similar	Similar	Similar
Natural Environment	Open space	NA	60%	58%	60%	Similar	NA	Similar	Similar	Similar
	Storm drainage	73%	80%	68%	81%	Higher	Higher	Higher	Similar	Higher
	Sewer services	80%	82%	81%	85%	Similar	Similar	Similar	Similar	Similar
Built Environment	Power utility	NA	73%	73%	78%	Similar	NA	Similar	Similar	Similar

		Percent rating positively (e.g., excellent/good)				2019 rating compared to 2017	Comparison to benchmark			
		2013	2015	2017	2019		2013	2015	2017	2019
	Utility billing	NA	71%	70%	74%	Similar	NA	Similar	Similar	Similar
	Land use, planning and zoning	50%	66%	61%	62%	Similar	Similar	Higher	Higher	Higher
	Code enforcement	51%	56%	54%	60%	Similar	Similar	Similar	Similar	Similar
	Cable television	68%	68%	66%	56%	Lower	Much higher	Similar	Higher	Similar
Economy	Economic development	59%	66%	69%	73%	Similar	Much higher	Higher	Higher	Higher
	City parks	78%	81%	84%	82%	Similar	Similar	Similar	Similar	Similar
	Recreation programs	71%	80%	71%	75%	Similar	Similar	Similar	Similar	Similar
	Recreation centers	67%	74%	64%	74%	Higher	Similar	Similar	Similar	Similar
Recreation and Wellness	Health services	72%	76%	74%	80%	Similar	Higher	Similar	Similar	Similar
	Special events	NA	81%	77%	78%	Similar	NA	Similar	Higher	Similar
Education and Enrichment	Public libraries	81%	78%	90%	80%	Lower	Similar	Similar	Similar	Similar
Community Engagement	Public information	74%	71%	73%	77%	Similar	Higher	Similar	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2019 rating compared to 2017	Comparison to benchmark			
	2013	2015	2017	2019		2013	2015	2017	2019
Sense of community	77%	77%	70%	76%	Similar	Much higher	Higher	Similar	Higher
Recommend Clovis	94%	96%	98%	96%	Similar	Much higher	Higher	Higher	Higher
Remain in Clovis	89%	93%	86%	93%	Similar	Higher	Similar	Similar	Similar
Contacted Clovis employees	50%	48%	39%	40%	Similar	Similar	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2019 rating compared to 2017	Comparison to benchmark			
		2013	2015	2017	2019		2013	2015	2017	2019
	Stocked supplies for an emergency	NA	36%	27%	27%	Similar	NA	Similar	Similar	Lower
	Did NOT report a crime	NA	74%	76%	83%	Similar	NA	Similar	Similar	Similar
Safety	Was NOT the victim of a crime	80%	85%	90%	87%	Similar	Much lower	Similar	Similar	Similar
	Used public transportation instead of driving	NA	14%	9%	9%	Similar	NA	Lower	Lower	Lower
	Carpooled instead of driving alone	NA	40%	48%	42%	Similar	NA	Similar	Similar	Similar
Mobility	Walked or biked instead of driving	NA	49%	58%	55%	Similar	NA	Similar	Similar	Similar
Natural Environment	Conserved water	NA	96%	99%	92%	Similar	NA	Higher	Higher	Higher
	Made home more energy efficient	NA	81%	84%	84%	Similar	NA	Similar	Similar	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2019 rating compared to 2017	Comparison to benchmark			
		2013	2015	2017	2019		2013	2015	2017	2019
	Recycled at home	94%	96%	97%	94%	Similar	Much higher	Higher	Higher	Similar
Built Environment	Did NOT observe a code violation	NA	48%	42%	56%	Higher	NA	Similar	Lower	Similar
	NOT under housing cost stress	60%	57%	64%	62%	Similar	Lower	Lower	Similar	Similar
	Purchased goods or services in Clovis	NA	97%	100%	100%	Similar	NA	Similar	Similar	Similar
	Economy will have positive impact on income	27%	25%	36%	34%	Similar	Much higher	Similar	Similar	Similar
Economy	Work in Clovis	NA	27%	32%	32%	Similar	NA	Lower	Similar	Similar
	Used Clovis recreation centers	39%	40%	48%	41%	Similar	Much lower	Lower	Similar	Lower
	Visited a City park	86%	79%	80%	85%	Similar	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	86%	86%	84%	Similar	NA	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	77%	77%	78%	Similar	NA	Similar	Similar	Similar
Recreation and Wellness	In very good to excellent health	NA	56%	59%	63%	Similar	NA	Similar	Similar	Similar
	Used Clovis public libraries	55%	45%	53%	47%	Similar	Much lower	Much lower	Similar	Lower
	Participated in religious or spiritual activities	55%	48%	52%	49%	Similar	Higher	Similar	Similar	Similar
Education and Enrichment	Attended a City-sponsored event	NA	56%	55%	56%	Similar	NA	Similar	Similar	Similar
	Campaigned for an issue, cause or candidate	NA	19%	19%	18%	Similar	NA	Similar	Similar	Similar
	Contacted Clovis elected officials	NA	9%	11%	8%	Similar	NA	Similar	Similar	Lower
	Volunteered	33%	28%	33%	26%	Similar	Much lower	Lower	Similar	Lower
	Participated in a club	25%	25%	20%	22%	Similar	Lower	Similar	Similar	Similar
	Talked to or visited with neighbors	NA	88%	95%	95%	Similar	NA	Similar	Similar	Similar
	Done a favor for a neighbor	NA	80%	85%	81%	Similar	NA	Similar	Similar	Similar
	Attended a local public meeting	19%	10%	19%	11%	Similar	Lower	Lower	Similar	Lower
	Read or watched local news	NA	89%	86%	84%	Similar	NA	Similar	Similar	Similar
Community Engagement	Voted in local elections	74%	86%	86%	90%	Similar	Similar	Similar	Similar	Similar