



# Northglenn, Colorado

*2011 Citizen Survey*

*Report of Results*

*December 2011*

Prepared by:



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# Executive Summary

## Survey Purpose and Methods

- The city of Northglenn contracted with National Research Center, Inc. (NRC) to conduct a community-wide survey of residents regarding their quality of life in the city, service delivery, perspectives on city government performance, preferences for communication and input on city decisions on current issues. The 2011 survey is the second in Northglenn's citizen survey trend, following a similar survey in 2006.
- NRC mailed surveys to 3,000 randomly selected households in Northglenn, split evenly among the four Wards. A total of 856 residents completed the survey for a response rate of 29% and a margin of error of plus or minus three percentage points around any given percent for the entire sample. Survey results were weighted to reflect the city's population profile.

## Survey Results

- Most residents in Northglenn rated their quality of life in their city as "excellent" or "good."
  - Ratings for the quality of life in their neighborhood increased from 2006 to 2011.
- Parks and trails are a bright spot in Northglenn.
  - Eight in ten residents saw both the appearance of parks, trails and rights of way in Northglenn and the availability of paths and walking trails as "excellent" or "good."
  - City bicycle and walking paths and trail systems together were the highest-rated service area; with 85% saying they were "excellent" or "good."
  - City parks and facilities ranked third in service quality with 82% giving "excellent" or "good" ratings.
  - Parks use was high; 9 in 10 respondents reported going to a neighborhood or city park one or more times in the previous 12 months.
  - In the preceding 12 months, trails and bicycle paths had been used by 77% of residents.
- National trends in the economy are hitting home in Northglenn.
  - In a list of characteristics of the community, employment opportunities were evaluated least positively (15% rating as "excellent" or "good").
  - Economic development and shopping options were seen as "excellent" or "good" by 35% of respondents, which was the lowest rating among city services.
  - Retail growth and job/employment growth were evaluated as too slow by 60% and 89% of respondents, respectively.
- Trash service is important to Northglenn residents.
  - About half of survey respondents felt that the value of water, sewer and trash services for the fees paid was "excellent" or "good."

- Trash collection (84% "excellent" or "good") was the second highest rated service, though this represented a decline from the 92% positive rating in 2006.
- Residents prioritized maintaining the current level of trash and recycling over all other services; 53% of respondents said it was "essential," an increase from 44% in 2006.
- Northglenn residents use city sources for information.
  - Among potential sources of information about the city, residents identified their top two preferred sources as the Northglenn Connection newsletter (86% of respondents "very" or "somewhat" likely to use), the city's recreation brochure (71%).
  - The third most likely source was the city's Web site (61% at least "somewhat" likely to use). This represents tremendous opportunity for the city since 88% of residents said they have high speed Internet access at home or work.
- Residents have ideas for development in Northglenn.
  - Restaurants, grocery chains and theaters and entertainment were the leading candidates for retail development, with about half of respondents saying they would like those options.
  - Major department chains and clothing and shoe stores each were desired by about one-third of respondents.
- There is some interest for rental property licensing/inspection and utility budget billing.
  - Two-thirds of residents "strongly" or "somewhat" supported about licensing and inspection of residential rental properties in the city.
  - The possibility of budget billing for water and other utilities garnered interest from about half of respondents (47%).

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# About the Survey and Report

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## Survey Purpose

The city of Northglenn contracted with National Research Center, Inc. (NRC) to conduct a community-wide survey of residents regarding the quality of life in the city and service delivery along with perspectives on city government performance and preferences for communication and city decisions on current issues. The 2011 survey is the second in Northglenn's citizen survey trend, following a similar survey in 2006.

The focus on the quality of service delivery helps council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Northglenn city government, helping to assure maximum service quality over time.

## Survey Methods

NRC mailed surveys to 3,000 randomly selected households in Northglenn, split evenly among the four Wards. Households received a prenotification postcard and two survey mailings and could respond to the survey via mail or Web.

A total of 856 residents completed the survey (819 by mail, 37 online) for a response rate of 29%. Survey results were weighted so that respondent age, gender, housing unit type (attached versus detached), tenure (rent versus own), race and ethnicity were represented in the proportions reflective of the entire city.

The 95% confidence level (or margin of error) for this survey is generally no greater than plus or minus three percentage points around any given percent for the entire sample (and plus or minus 7.5 percentage points for Ward comparisons).

More information about the survey methodology can be found in *Appendix D: Survey Methodology*.

## Reporting Survey Results

The body of the report includes graphs and tables of summarized results for each question, while full frequency distributions appear in *Appendix B: Responses to Survey Questions*. "Don't know" responses are excluded from the report body but appear in the full results in the appendix. Higher rates of "don't know" are mentioned in the report body text.

When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of rounding percentages to the nearest whole number. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories.

The results in this report are compared to the results from the 2006 Northglenn Citizen Satisfaction Survey when similar questions were asked in both years. Differences between 2006 and 2011 can be considered “statistically significant” if they are greater than five percentage points. Trend data for Northglenn represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions.

Results for 2011 are compared by Ward of residence in *Appendix C: Comparison of Results by Ward*.

# Survey Results

## Quality of Life

Survey respondents were asked about their overall quality of life in the city, as well as other aspects of life in Northglenn. About 7 in 10 residents gave their overall quality of life in the city "excellent" (13%) or "good" (58%) ratings, which was similar to the 74% who said at least "good" in 2006. Neighborhoods and the city overall were described as "good" or better by about three-quarters of respondents (78% and 76%, respectively). The neighborhood assessment marked an improvement over 2006, when just 62% gave "excellent" or "good" ratings to a slightly differently worded question about the overall quality of the neighborhood.

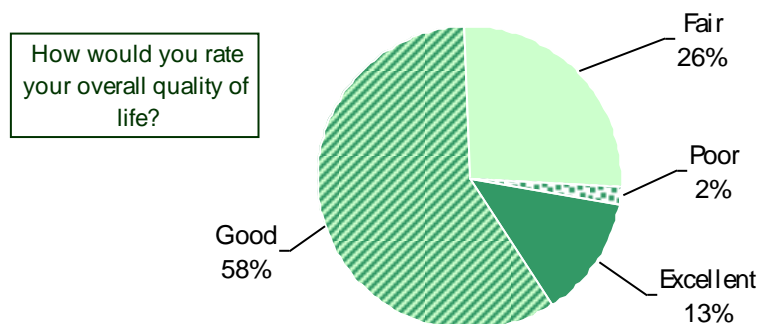
The two-thirds of residents that said Northglenn was at least a "good" place to raise children was similar to 2006 (64%) and retiring in Northglenn also was rated similarly over time (53% "excellent" or "good" in 2011 and 51% in 2006).

Least positively described were Northglenn as a place to shop (45% "excellent" or "good") and as a place to work (38%).

"Don't know" responses for Northglenn as a place to work were 40% and were 27% for Northglenn as a place to retire. Full percentages appear in *Appendix B: Responses to Survey Questions*.

Quality of life ratings varied by Ward, with Ward 4 residents generally giving the most positive ratings and Wards 2 and 3 residents giving lower ratings, on average, though Ward 2 residents gave higher marks than Wards 1 and 3 to Northglenn as a place to shop. Detailed comparison tables for all questions by Ward appear in *Appendix C: Comparison of Results by Ward*.

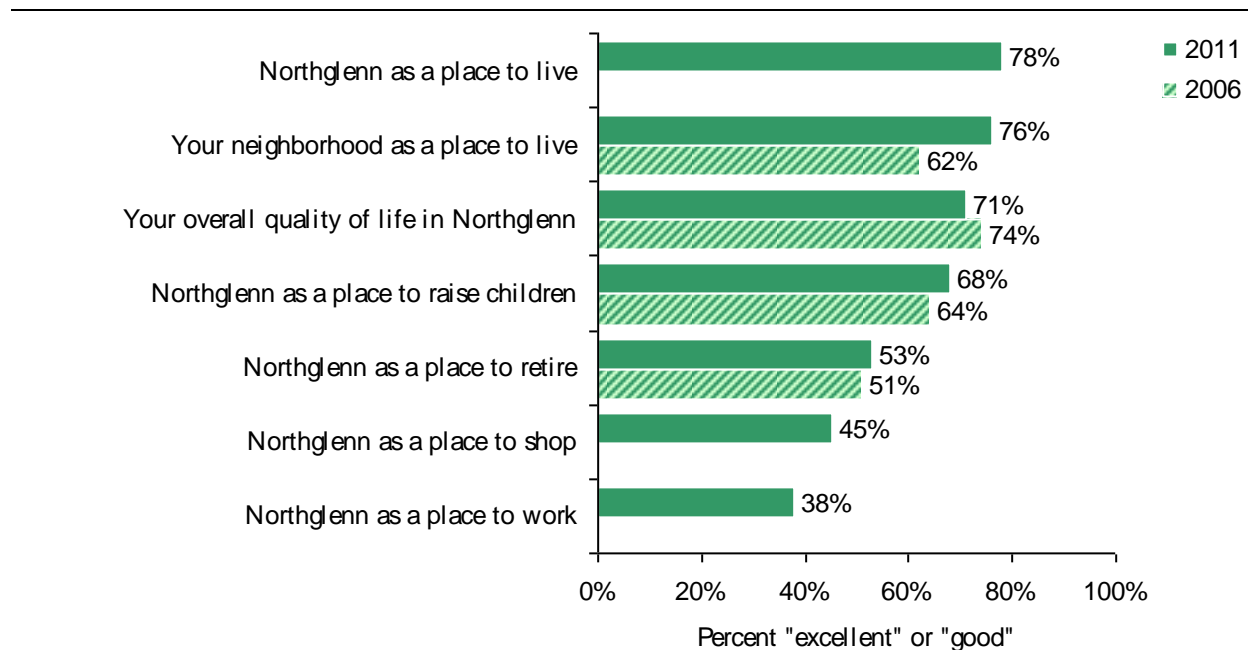
**Figure 1: Overall Quality of Life in Northglenn**





**Figure 2: Quality of Life in Northglenn Compared by Year**

Please rate the following aspects of life in Northglenn.



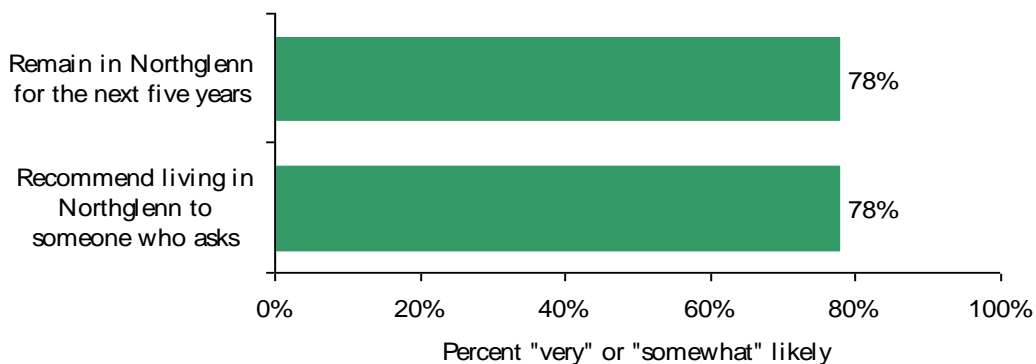
*In 2006, "Your neighborhood as a place to live" was "The overall quality of your neighborhood" and "Your overall quality of life in Northglenn" was "The overall quality of life in Northglenn."*

Offering another window into residents' degree of affection for Northglenn were two new questions (added in 2011) about planning for a future in the city and advising others to do so. Just about three-quarters said they would be at least "somewhat" likely to remain in Northglenn for the next five years and recommend Northglenn to another person (78% each).

Residents of the four Wards were equally likely to recommend Northglenn, while Ward 4 residents were more likely to stay in Northglenn and Ward 3 residents less likely. Ward comparisons appear in *Appendix C: Comparison of Results by Ward*.

**Figure 3: Likelihood of Recommending and Staying in Northglenn**

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



## Characteristics of Northglenn

Survey respondents were asked to rate the quality of several characteristics of the community. The appearance of parks, trails and rights of way were viewed most positively with 83% saying they were "good" or better. Available paths and walking trails were another strength, with "excellent" or "good" ratings from 78% of respondents. All but one of the remaining characteristics received at least "good" ratings from 4 in 10 to 7 in 10 residents; not surprisingly, given current economic conditions, employment opportunities were evaluated lowest, with 15% saying "good" or better.

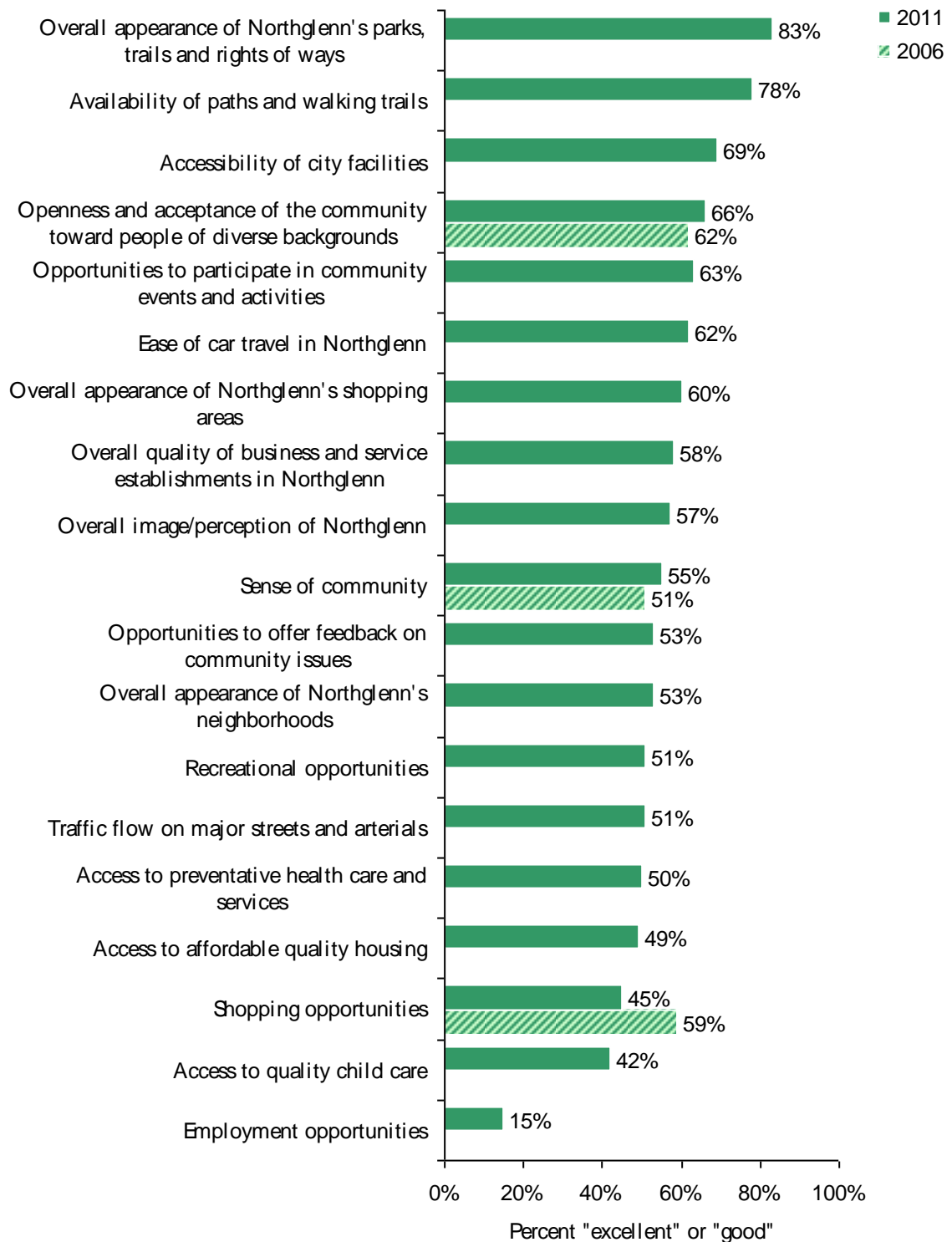
Three of the items could be compared to the 2006 survey. Community openness and acceptance (66% "excellent" or "good" in 2011 versus 62% in 2006) and sense of community (55% vs. 51%) were similar over time, while ratings of shopping opportunities declined (to 45% from 59%).

Employment opportunities, access to quality child care and access to preventative health care and services had relatively high "don't know" proportions (38%, 62% and 35%, respectively).

Only 6 of 19 community characteristics had different ratings across Wards; others were similar in the four areas. Ward 4 residents felt the most positively of the four Wards about the appearance of Northglenn's parks, trails and rights of ways, traffic flow on major streets and arterials and access to affordable quality housing. Of the four Wards, Wards 1 and 4 gave the highest marks to ease of car travel in Northglenn and access to preventative health care and services. Respondents in Ward 3 were most critical of Northglenn's overall image/perception, compared to other Wards. *Appendix C: Comparison of Results by Ward* includes comparison tables showing the percent "excellent" plus "good" for each Ward.

**Figure 4: Characteristics of Northglenn Compared by Year**

Please rate each of the following characteristics as they relate to Northglenn as a whole:



For the first time in 2011, Northglenn residents were asked to comment on the speed of growth in three areas: population, retail and jobs. Population growth had some balance, with 62% saying the past two years had seen the “right amount” of growth, 26% saying it had been “too fast” and 13% “too slow.” Echoing employment and shopping concerns expressed in the evaluations of general Northglenn characteristics, retail growth and job/employment growth were seen as too slow by 60% and 89%, respectively.

Many residents felt unfamiliar with growth issues and selected “don’t know” instead of one of the other categories. “Don’t know” responses were 35% for population growth, 19% for retail growth and 39% for job/employment growth.

Growth ratings for jobs and employment were the same across the four Wards. Compared to the rest of Northglenn, Ward 4 residents were less concerned about population growth being too fast and more concerned about retail growth being too slow. Detailed comparison tables are included in *Appendix C: Comparison of Results by Ward*.

**Figure 5: Perceptions of Growth in Northglenn**

| <b>Please rate the speed of growth in the following categories in Northglenn over the past two years:</b> | <b>Too slow</b> | <b>Right amount</b> | <b>Too fast</b> |
|---|-----------------|---------------------|-----------------|
| Population growth   | 13%             | 62%                 | 26%             |
| Retail growth (stores, restaurants, etc.)   | 60%             | 38%                 | 2%              |
| Job/employment growth   | 89%             | 10%                 | 1%              |

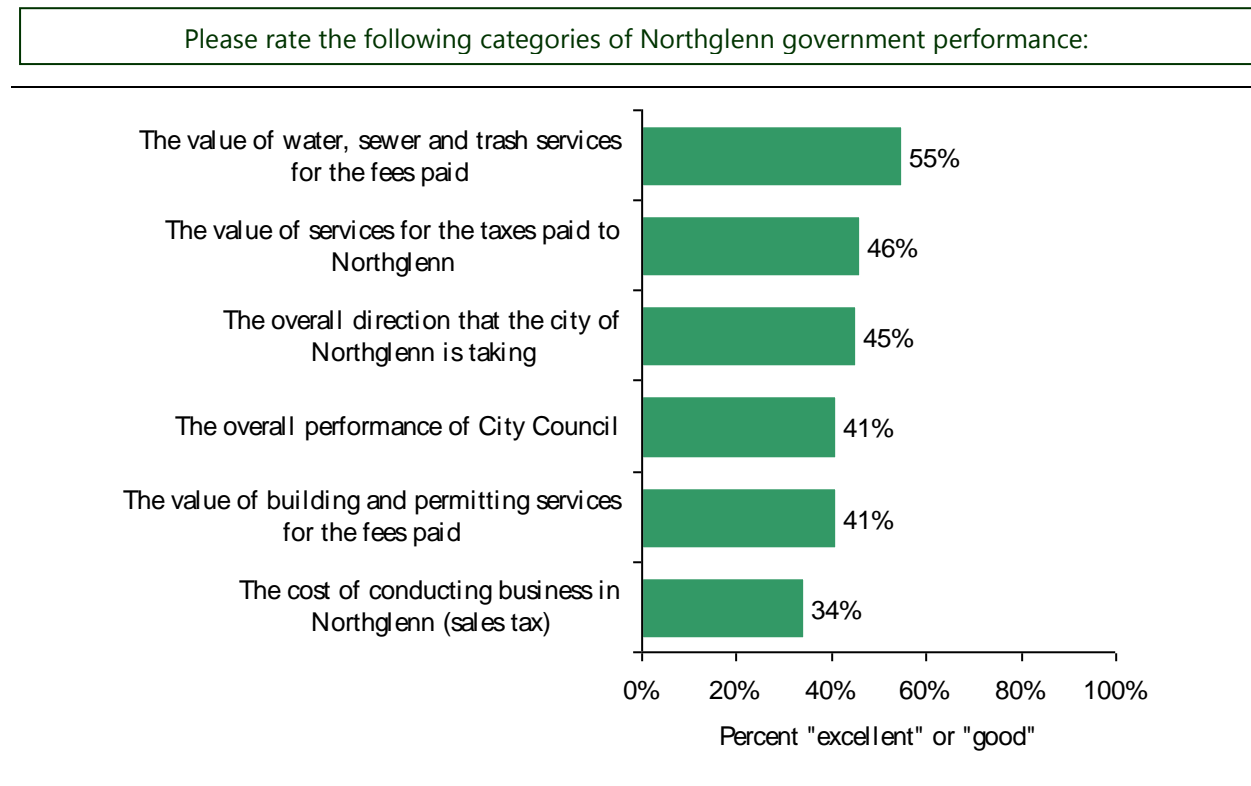
## Northglenn Government Performance

Also new to the 2011 survey was a section of questions about the performance of Northglenn city government. Ratings for six aspects of government ranged from 34% "excellent" or "good" for the cost of conducting business in Northglenn to 55% "excellent" or "good" for the value of water, sewer and trash services for the fees paid. Just under half of respondents felt that the value of services for the taxes paid (46%) and the overall direction the city is taking (45%) were "excellent" or "good." Forty-one percent of survey respondents described Council performance and the value of building and permitting services for the fees paid as "good" or better.

The value of building and permitting services for the fees paid (49% "don't know"), the cost of conducting business in Northglenn (sales tax) (29%) and the overall performance of City Council (33%) had higher rates of "don't know" responses.

Only one government performance question had varying ratings by Ward; the value of water, sewer and trash services for the fees paid was lowest in Ward 2 and highest in Wards 1 and 4. These questions are compared by Ward in detailed tables in *Appendix C: Comparison of Results by Ward*.

**Figure 6: Northglenn Government Performance**



## Evaluation of City Services

As in 2006, the 2011 survey gave residents a chance to rate the quality of services provided by the city, though the list of services was quite different from the old survey. City bicycle and walking paths and trail systems received the highest ratings, with 85% saying they were “excellent” or “good.” The availability of such paths was seen as a community strength in the characteristics question. Trash collection (84%) and city parks and facilities (82%) were the next most highly rated.

Overall, all but three services were rated as “excellent” or “good” by about 50% or more of respondents. The three lowest rated services were code enforcement (43% “excellent” or “good”), snow removal from residential streets (42%) and economic development and shopping options (35%). The relatively low ratings for economic development and shopping options help form a thread of economy-related concerns throughout the survey results, and code enforcement tends not to be highly rated in general on these types of surveys.

Of the six services that could be compared to 2006, two were similar over time (services to seniors and street repair and maintenance), two were lower in 2011 (trash collection and snow removal) and two were higher in 2011 (recycling drop off and street sweeping and cleaning). Recycling drop-off is particularly notable, rising from 42% “excellent” or “good” in 2006 (when worded as “recycling services”) to 72% in 2011.

Residents selected “don’t know” at a relatively high rate for many services. Sixteen services had “don’t know” percentages ranging from 21% to 68%. Detailed tables with don’t know percentages are in *Appendix B: Responses to Survey Questions*.

Most service ratings were similar across Wards. For the 11 services that did vary by Ward, all were rated more positively by Ward 4 respondents than those in other Wards: speed and traffic enforcement on main arterials (streets), municipal courts, animal control, building inspections, street repair and maintenance, street landscaping (in center islands and public rights of way), sidewalk maintenance, recycling drop off, storm drainage (water runoff, rain and irrigation), drinking water and preservation of natural areas such as open spaces. Service rating comparisons by Ward are included in *Appendix C: Comparison of Results by Ward*.

**Figure 7: Quality of Northglenn Services Compared by Year**

| <b>Please rate the quality of each of the following services that the city provides to its residents:</b> | <b>2011</b> | <b>2006</b> |
|---|-------------|-------------|
| City bicycle/walking paths and trail systems  | 85%         | N/A         |
| Trash collection  | 84%         | 92%         |
| City parks and facilities   | 82%         | N/A         |
| Preservation of natural areas such as open spaces   | 79%         | N/A         |
| Police patrol of main arterials (streets)   | 78%         | N/A         |
| Services for seniors  | 75%         | 72%         |
| Speed and traffic enforcement on main arterials (streets)   | 74%         | N/A         |
| Sewer services (used water removal)   | 73%         | N/A         |
| Recycling drop off  | 72%         | 42%         |
| Storm drainage (water runoff, rain and irrigation)  | 69%         | N/A         |
| Yard waste drop off   | 67%         | N/A         |
| Municipal courts  | 66%         | N/A         |
| Drinking water  | 65%         | N/A         |
| Recreation programs and classes   | 65%         | N/A         |
| Street landscaping (in center islands and public rights of way)   | 63%         | N/A         |
| Police patrol of neighborhoods  | 62%         | N/A         |
| Speed and traffic enforcement in neighborhoods  | 62%         | N/A         |
| Recreation Center and facilities  | 62%         | N/A         |
| Animal control  | 59%         | N/A         |
| Sidewalk maintenance  | 58%         | N/A         |
| Building inspections  | 57%         | N/A         |
| Street sweeping and cleaning  | 56%         | 49%         |
| Building permits  | 55%         | N/A         |
| Services for tweens and teenagers (10–18 years of age)  | 55%         | N/A         |
| Services for youth (0-9 years of age)   | 55%         | N/A         |
| Crime prevention programs   | 53%         | N/A         |
| Street repair and maintenance   | 50%         | 49%         |
| Timing of traffic signals and lights  | 49%         | N/A         |
| Land use, planning and zoning   | 46%         | N/A         |
| Code enforcement (weeds, landscaping, litter, etc.)   | 43%         | N/A         |
| Snow removal from residential streets   | 42%         | 50%         |
| Economic development and shopping options   | 35%         | N/A         |

Percent "excellent" or "good."

In 2006, "Street sweeping and cleaning" was "Street sweeping," "Snow removal from residential streets" was "Snow and ice removal," "Recycling drop off" was "Recycling services" and "Services for seniors" was "Northglenn Senior Center programs and services."

## ***Importance of Maintaining City Services***

Survey recipients weighed the importance of maintaining current service levels for a set of city services. Protecting the current level of trash and recycling was seen as “essential” by 53% of respondents, snow removal by 41% and crime prevention by 36%. At the bottom of the list was street landscaping in the public rights of way (9% “essential”).

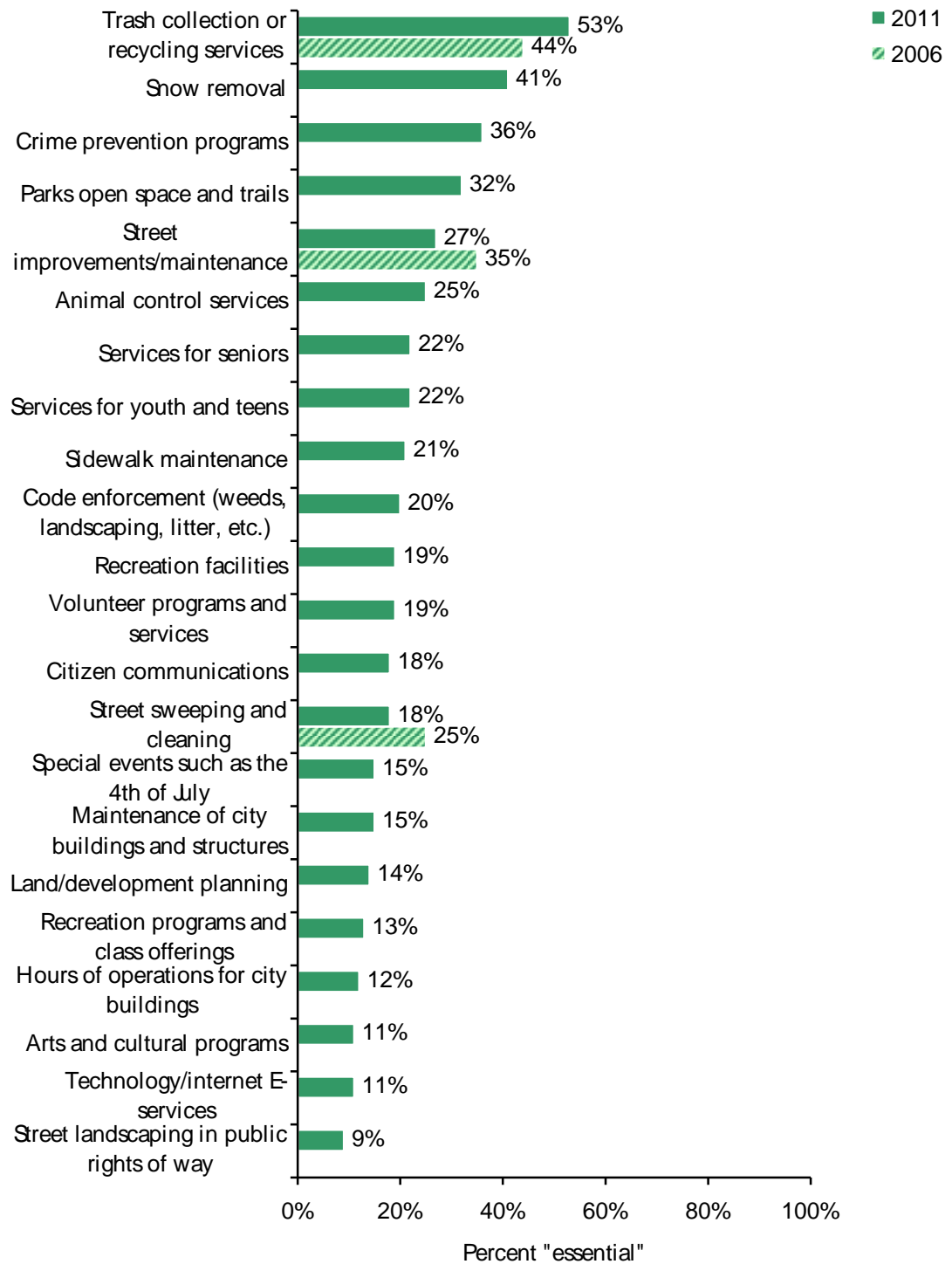
Three 2011 importance assessments could be compared to 2006. Trash/recycling was up from 44% in 2006 to 53% in 2011, street improvements/maintenance went down from 35% to 27% and street sweeping and cleaning was down from 25% to 18% of respondents.

Residents across Northglenn’s four Wards prioritized current service level provision similarly, overall. Among the few differences, Ward 3 residents were more likely than those in other Wards to say it was “essential” to maintain current recreation programs and class offerings. Ward 4 residents gave a lower priority to maintaining arts and cultural programs than other residents and a higher priority than other Wards to snow removal. Compared to other Wards, more Ward 2 residents wanted to protect volunteer programs and services. These and other questions are compared by Ward in *Appendix C: Comparison of Results by Ward*.



**Figure 8: Importance of Maintaining Current Service Level Compared by Year**

If faced with budget limitations how important do you feel it is to maintain the current level of service for each of the following service areas?



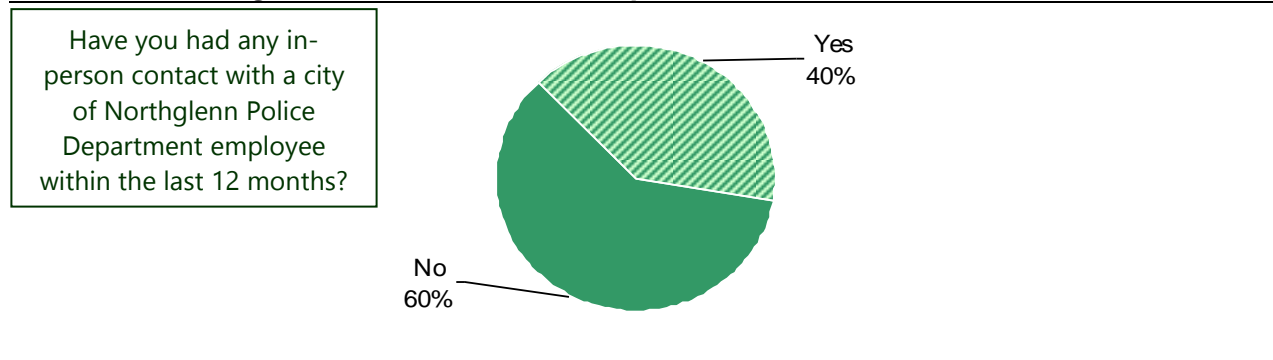
*In 2006, "Street improvements/maintenance" was "Street repair," Street sweeping and cleaning" was "Street maintenance and cleaning" and "Trash collection or recycling services" was "Trash collection services."*

## Contact with City of Northglenn

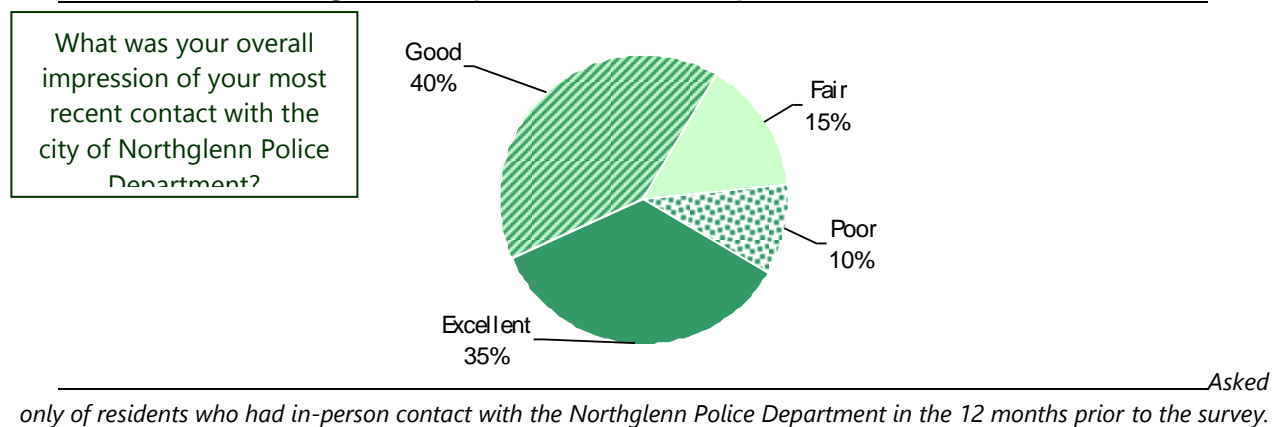
A set of questions, some new to the 2011 survey, explored resident experiences with their contact with the city in the 12 months prior to the survey. Four in ten respondents said they had contact with the police department, and of those, three-quarters said their impression of the contact was "excellent" or "good." Another 15% said it was "fair" and 10% selected "poor."

There were no differences by Ward in the rate of contact with the police department, though Ward 2 residents were more likely to praise their contact and Ward 3 residents were more likely to be critical of the interaction.

**Figure 9: Contact with Police Department in Previous 12 Months**



**Figure 10: Impression of Police Department Contact**



When asked about contact with city employees (except the police department), a similar rate of contact was reported (38% of respondents). This was identical to the proportion in 2006.

**Figure 11: Contact with Non-Police Employee in Previous 12 Months Compared by Year**

|  | 2011 | 2006 |
|--|------|------|
| Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)? | 38%  | 38%  |

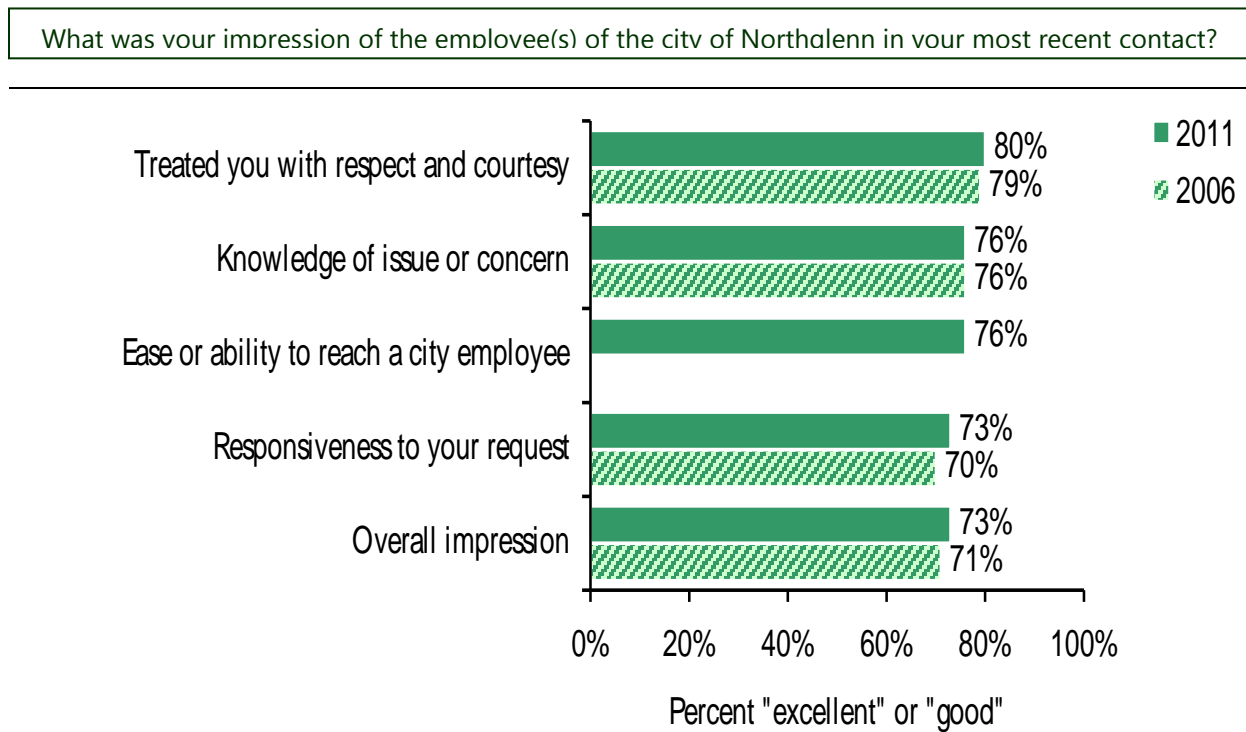
Percent "yes."

*In 2006, wording was "Have you had phone or in-person contact with a City of Northglenn employee within the last 12 months (including customer service, receptionist, inspectors, police, planners, administrators or any others)?"*

Survey participants who had employee contact evaluated five aspects of the employee in their interaction, four of which could be compared to the 2006 survey. The respect and courtesy shown by employees were most positively rated (80% "excellent" or "good"), followed by knowledge and ease of reaching an employee (both 76%). Employee responsiveness and overall impression each received at least "good" ratings from 73% of respondents. Employee ratings remained stable over time.

For contact with departments other than police, Ward 4 residents had a higher rate than other Wards. Employee evaluations of those contacts were generally the same across Wards, though Ward 2 gave the highest ratings to respect and courtesy, while Ward 3 gave the lowest ratings on those characteristics.

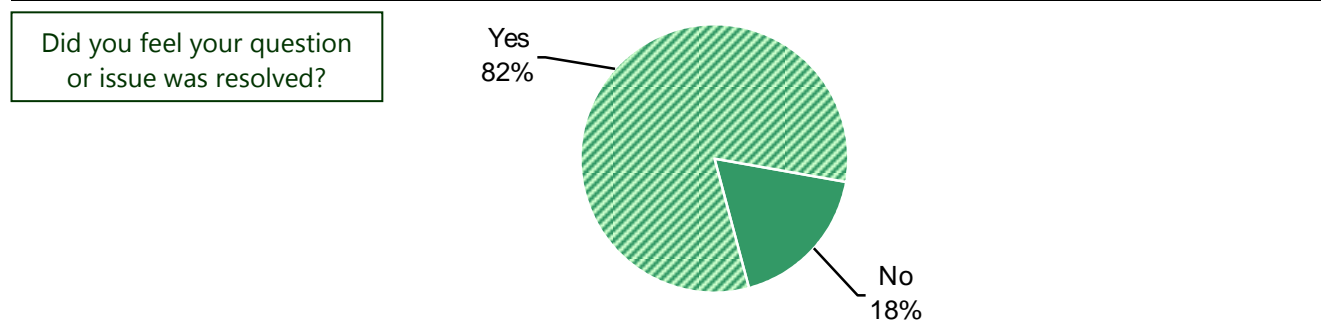
**Figure 12: Ratings of Northglenn Employees Compared by Year**



*In 2006, "Knowledge of issue or concern" was "Knowledge," "Responsiveness to your request" was "Responsiveness," "Treated you with respect and courtesy" was "Courtesy" and "Overall impression" was "Overall customer service." Asked only of residents who had contact with a Northglenn employee (non-police) in the 12 months prior to the survey.*

When asked whether their question had been resolved in their contact with a Northglenn employee, 82% said it had. Respondents in the four Wards felt similarly about whether their question or issue was resolved. Comparisons by Ward for these questions, along with the rest of the questions on the survey, can be found in *Appendix C: Comparison of Results by Ward*.

**Figure 13: Question Resolution**



*Asked only of residents who had contact with a Northglenn employee (non-police) in the 12 months prior to the survey.*

## Resident Participation and Information Sources

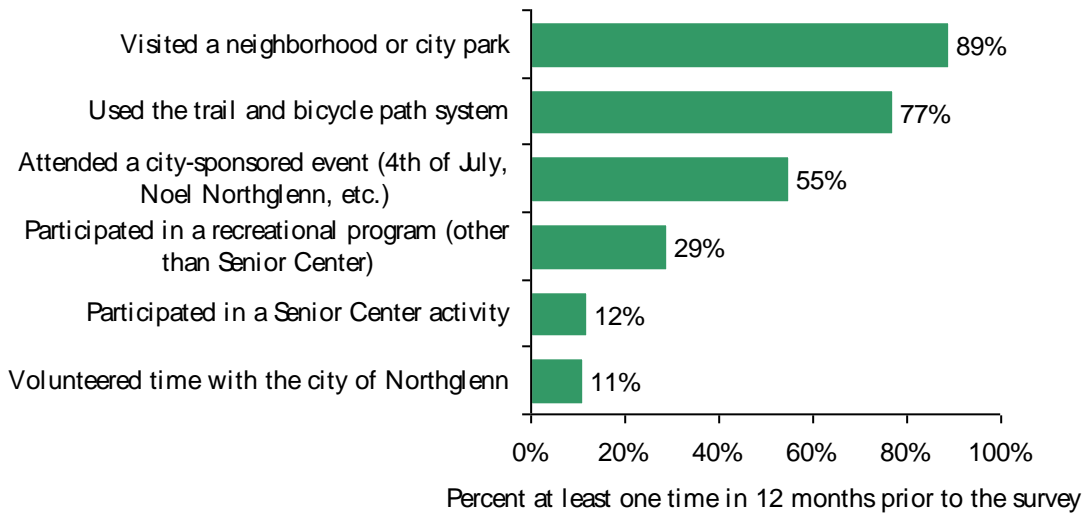
Through a set of new questions, survey respondents were able to describe some of their own participation in community events and use of amenities, their interest in using select information sources to find out about city news and events and their access to high-speed Internet and Comcast service.

The highest level of participation reported was parks visitation, with 9 in 10 respondents having gone to a neighborhood or city park at least once in the 12 months preceding the survey. Trails and bicycle paths had been used by 77% of residents, while city-sponsored events had seen participation by 55% and recreational programs by 29%. Senior center use and volunteering for the city were reported by the fewest respondents, 12% and 11%, respectively.

Compared to other Wards, more Ward 2 and Ward 4 residents had participated in a Senior Center activity and more Ward 3 residents had attended a city-sponsored event. Comparisons for community participation questions are included in *Appendix C: Comparison of Results by Ward*.

**Figure 14: Participation in Activities in Northglenn**

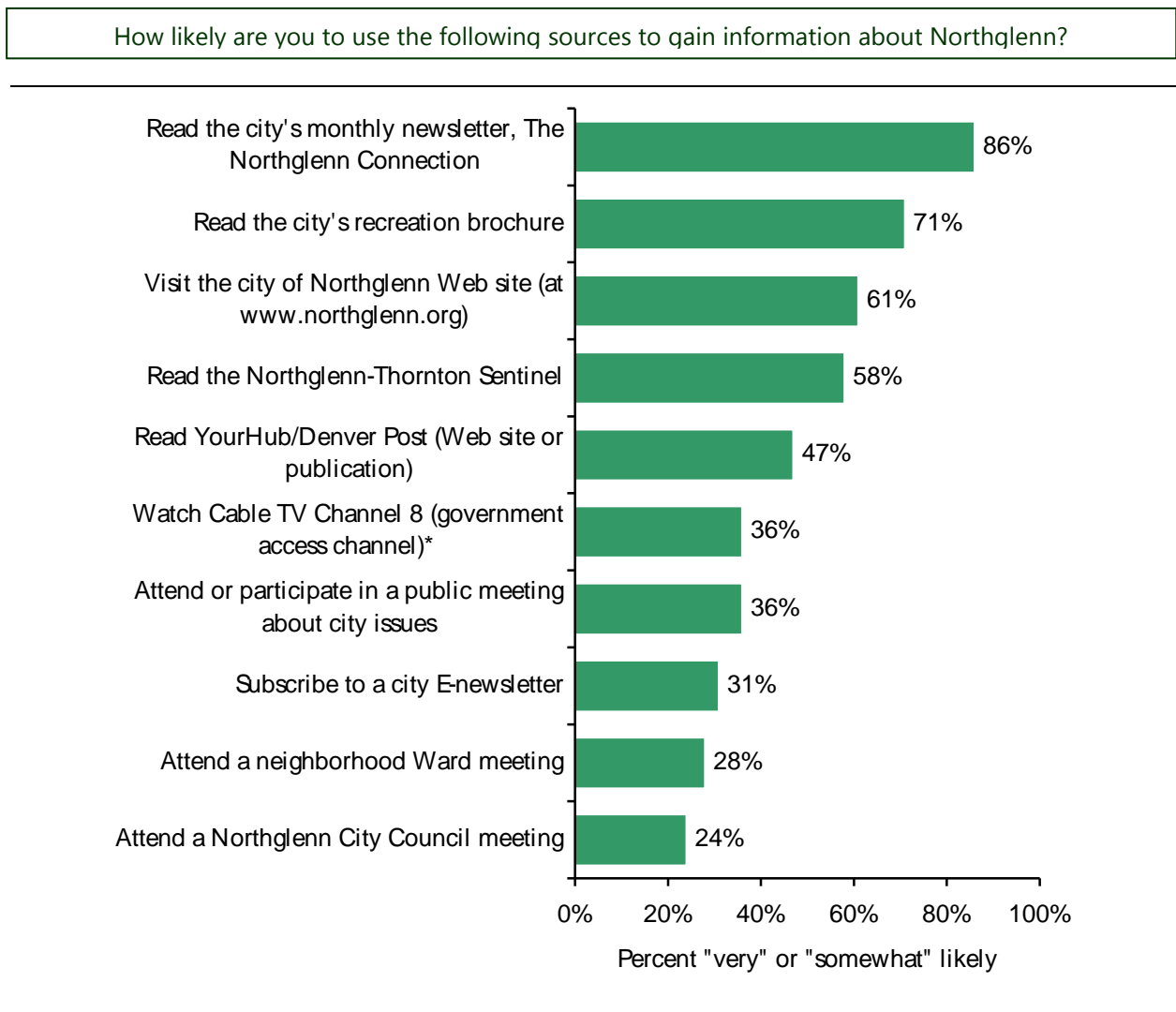
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Northglenn?



Northglenn residents receiving the survey were asked how likely or unlikely they would be to use each of a variety of potential information sources about the city. The top three sources, the Northglenn Connection newsletter (86% of respondents "very" or "somewhat" likely to use), the city's recreation brochure (71%) and the city's Web site (61%), are all city-created resources. The sources of least interest to residents were neighborhood Ward meetings (28%) and City Council meetings (24%), though about one-quarter were at least "somewhat" likely to attend each.

Half of the information sources had varying interest for residents of different Wards. Compared to other Wards, Ward 4 residents were more likely to consider attending or participating in a public meeting about city issues, attending a Northglenn City Council meeting and attending a neighborhood Ward meeting. Ward 1 residents were most likely of all Wards to be interested in the Northglenn Connection newsletter, while respondents in Ward 2 were more interested than other residents in the city's recreation brochure.

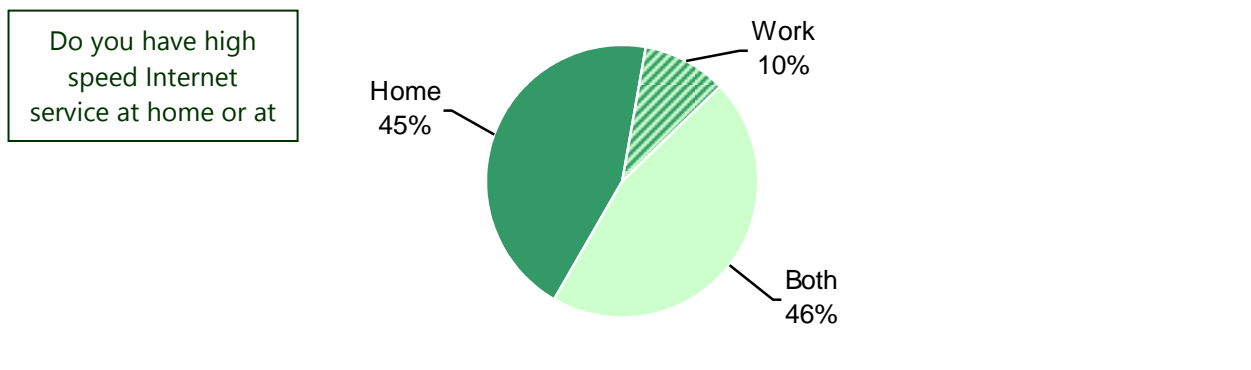
**Figure 15: Likelihood of Using Information Sources**



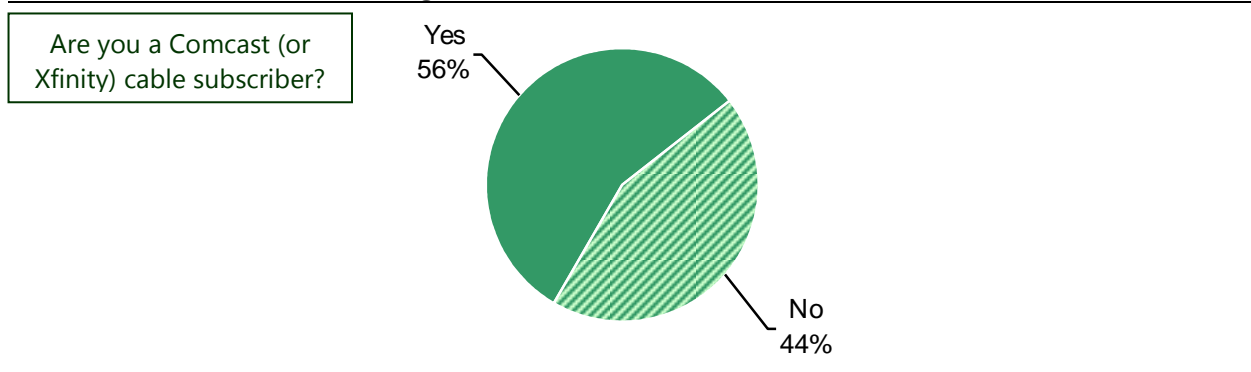
*\*Only 56% of respondents indicated that they had Comcast (Xfinity) service; of those who said they had service 45% said they had watched Cable TV channel 8, of those who said they did not have Comcast (Xfinity) service, 24% said they had watched Cable TV channel 8.*

Part of connecting with residents is knowing how they are able to access information through the Internet and cable television. All but 12% of residents had access to high speed Internet at home, work or both; of that 88% of respondents, 9 in 10 had access at home and 10% only had access at work. Nearly half of residents (44%) did not have Comcast or Xfinity cable service.

**Figure 16: High Speed Internet Access**



**Figure 17: Comcast Subscriber Status**



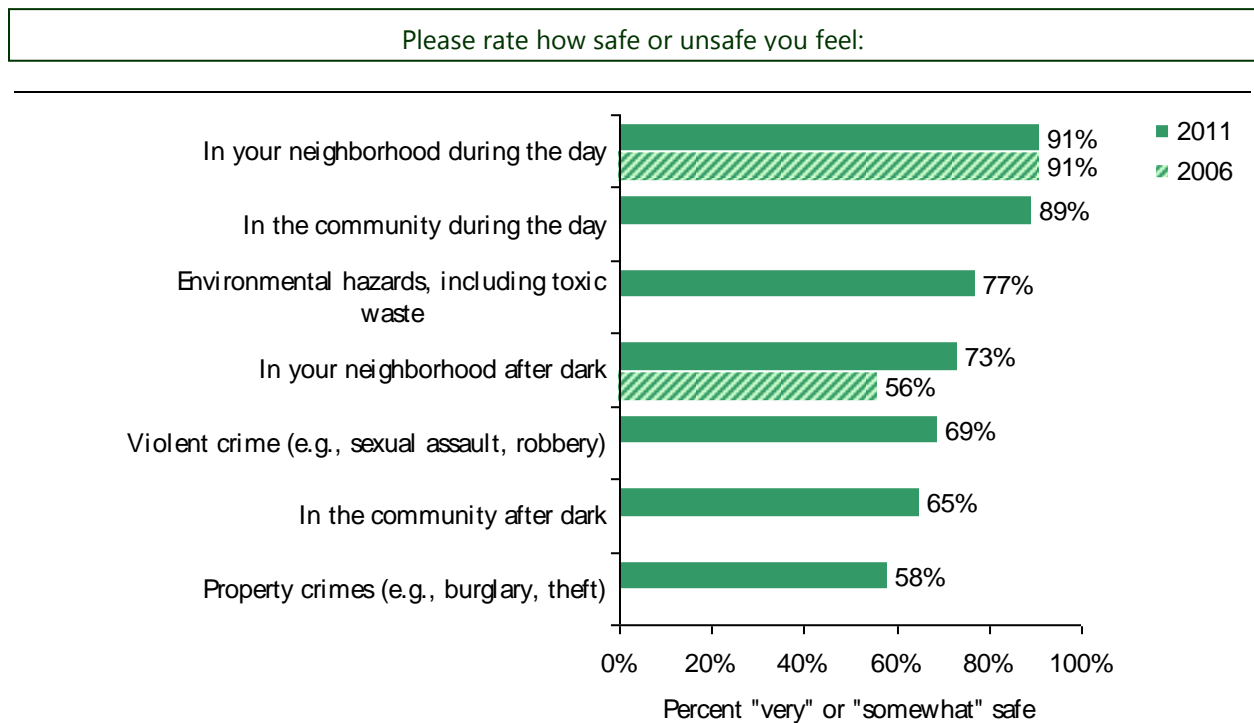


## Safety and Crime in Northglenn

Questions about feelings of safety were included on the survey, along with questions about recent crime victimization and whether crimes were reported to police. Residents' sense of safety during the day in their neighborhoods was high, with 91% feeling "very" or "somewhat" safe, the same as in 2006. Safety elsewhere in the community during the day was similar at 89% "very" or "somewhat" safe. Three-quarters of respondents felt at least "somewhat" safe from environmental hazards (77%) and in their neighborhoods after dark (73%). After-dark neighborhood safety improved since 2006 (from 56% to 73%), though part of the increase may be due to the removal in 2011 of the phrase "walking alone" in the question. The fewest residents felt safe from property crimes, with 58% saying they felt at least "somewhat" safe.

When compared by Ward, feelings of safety in Northglenn mostly were equivalent. While concerns about violent crime as a potential problem in Northglenn were higher in Ward 2, it was Ward 3 residents who felt less safe from such crimes. All questions on the survey are compared by Ward in *Appendix C: Comparison of Results by Ward*.

**Figure 18: Safety in Northglenn Compared by Year**

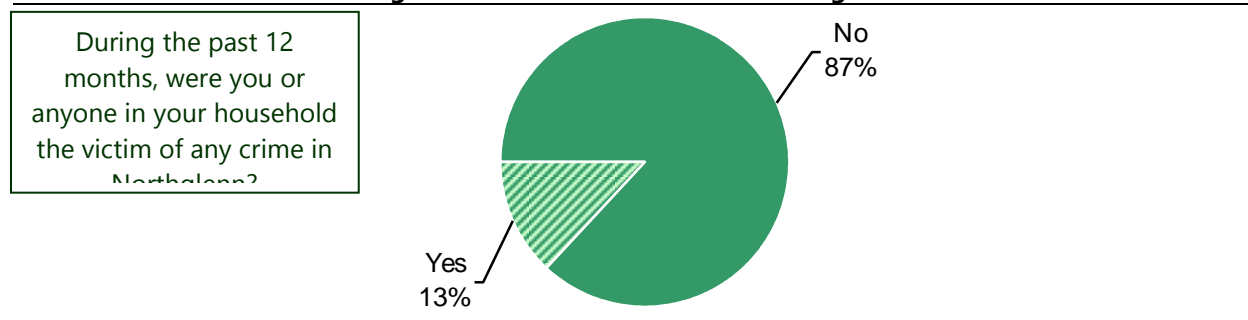


*In 2006, "In your neighborhood during the day/after dark" both included "Walking alone" at the beginning.*

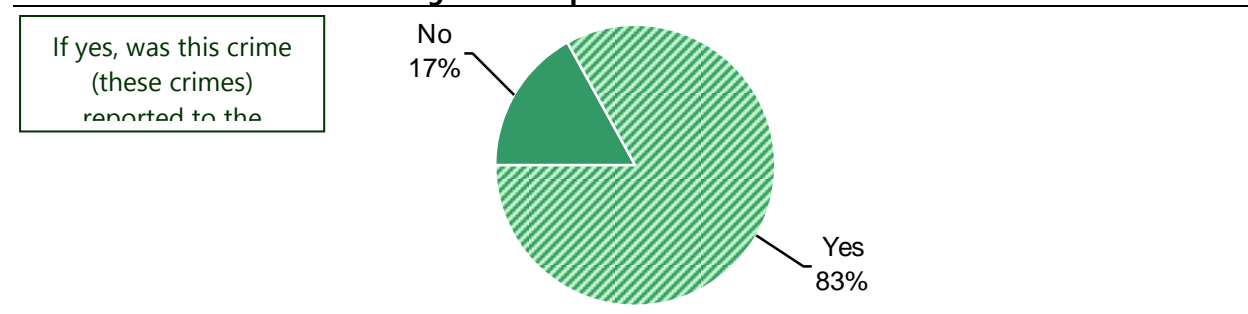
New to the 2011 survey, a pair of questions captured crime victimization and reporting to police. Just 13% of survey respondents indicated someone in their household having been a victim of crime in the previous 12 months. Of those respondents, 83% had reported the crime(s) to police.

No differences were found by Ward in crime victimization or reporting. *Appendix C: Comparison of Results by Ward* includes these comparison tables.

**Figure 19: Victim of a Crime in Northglenn**



**Figure 20: Reported Crimes to Police**



*Asked only of residents who had been crime victims.*

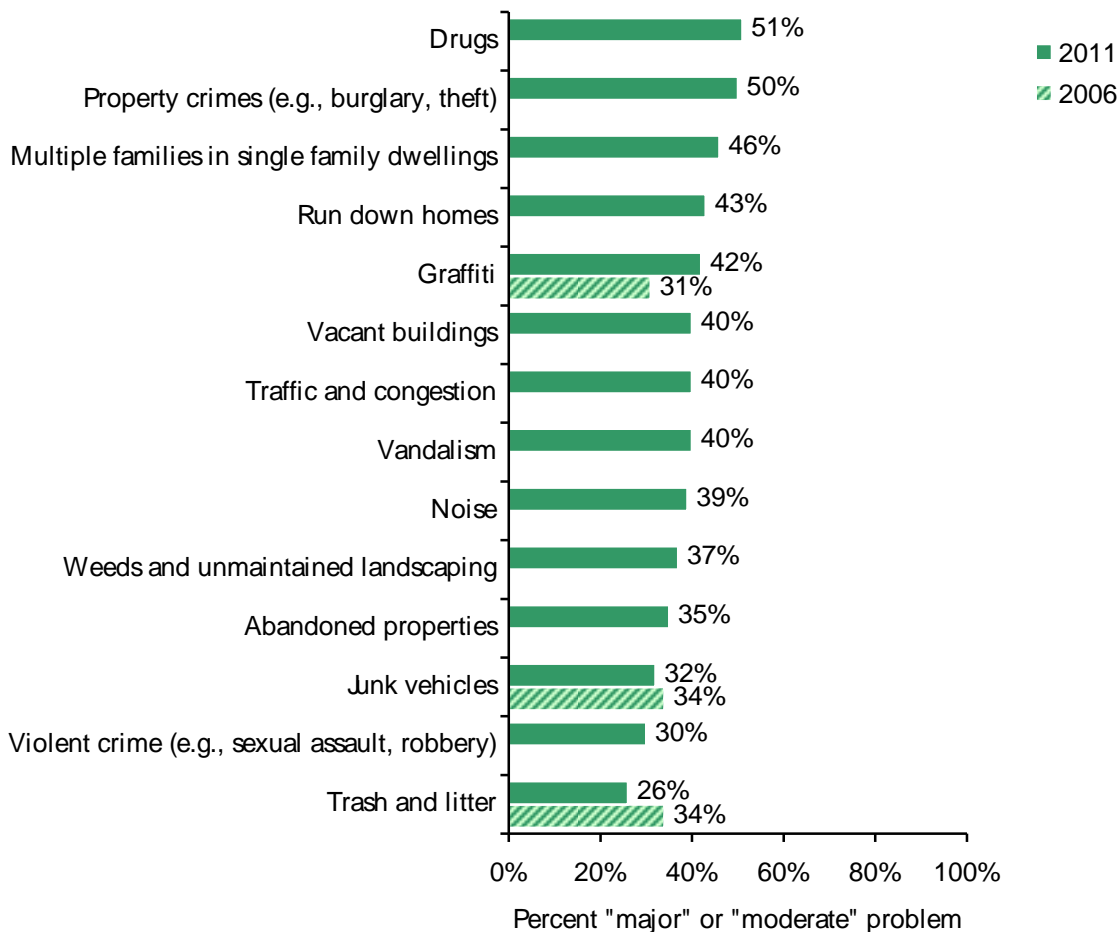
## Potential Problems in Northglenn

Northglenn residents evaluated the degree to which a series of potential issues were real problems in the community. Each was described as a “major” or “moderate” problem by about one-quarter to one-half of residents. Most problematic was drugs, at 51%, followed by property crimes (50%) and multi-family occupancy in single family units (46%). Least problematic was trash and litter (26%). Three potential problems could be compared to 2006 findings; one was more problematic in 2011 (graffiti, up from 31% in 2006 to 42% in 2011), one was similar (32% in 2011 for junk vehicles, compared with 34% in 2006) and one was less problematic in 2011 (trash and litter, down from 34% in 2006 to 26% in 2011). The proportion of “don’t know” responses was higher for violent crime (24%), drugs (31%) and multiple families in single family dwellings (25%).

Overall, potential problems were viewed similarly across the four Wards. Compared to other Wards, violent crime and traffic were more of a concern in Ward 2, graffiti in Ward 1 and trash and litter in Ward 3. All potential problems are compared by Ward in *Appendix C: Comparison of Results by Ward*.

**Figure 21: Potential Problems in Northglenn Compared by Year**

To what degree do you feel each of the following is a problem in Northglenn?



In 2006, "Junk vehicles" was "Illegal vehicles parked on private property."

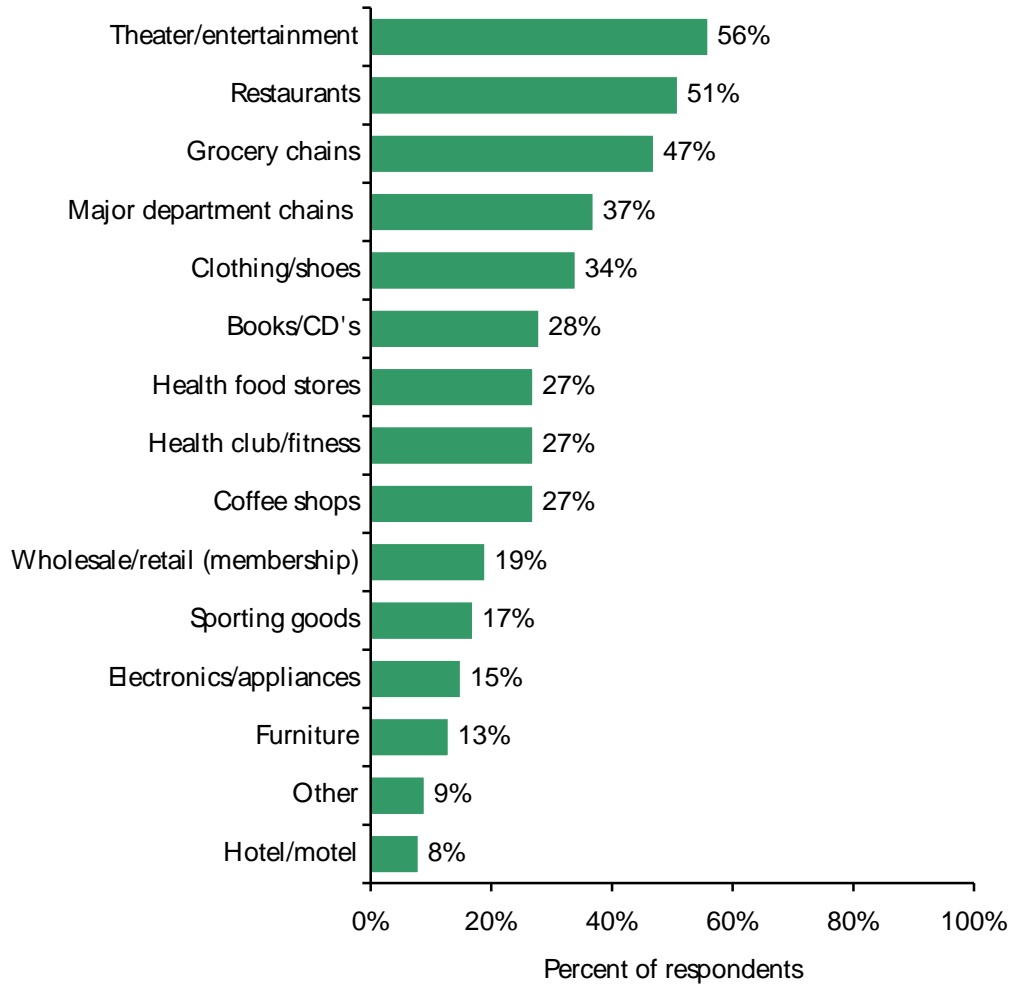
## Current Topics in Northglenn

Northglenn opted to include a set of three questions about current issues in Northglenn. New to the 2011 survey were questions about the types of retail development residents would like to see in the city, support or opposition for licensing and inspecting residential rental properties in the city and interest in a utility budget billing option.

Among retail development options, theater and entertainment was the front runner, with 56% indicating they would like this type of new retail. Restaurants (51%), grocery chains (47%), major department chains (37%) and clothing/shoes (34%) rounded out the most popular choices. Of least interest were retail furniture (13%), unlisted/other options (9%) and hotel/motel development (8%).

**Figure 22: Desired Retail Development in Northglenn**

What types of retail development would you like to be offered more of in Northglenn?

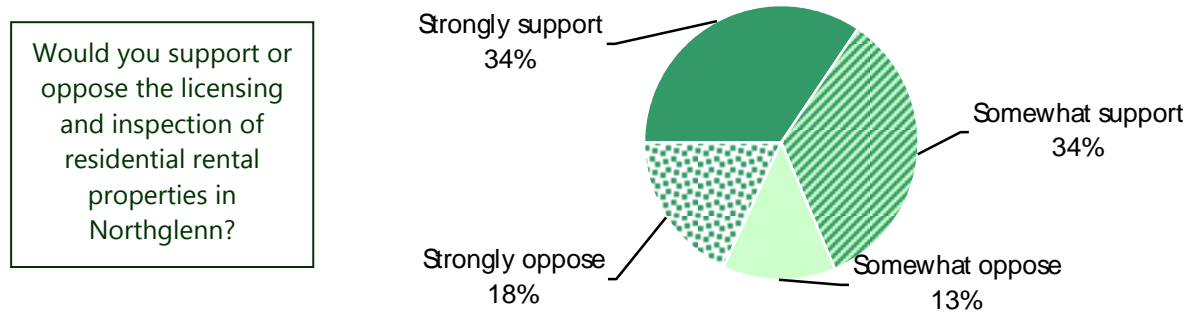


Total exceeds 100% as respondents could select multiple options.

When asked about licensing and inspection of residential rental properties in the city, 68% of residents were in support (34% “strongly” and another 34% “somewhat” supported the approach). About 1 in 10 “somewhat” opposed (13%) and 18% “strongly” opposed residential rental property licensing and inspection.

Ward 2 residents were more likely to support licensing and inspection, while Ward 4 residents were least likely to support it. See *Appendix C: Comparison of Results by Ward* for comparisons by Ward.

**Figure 23: Preference for Licensing and Inspection of Residential Rental Properties in Northglenn**

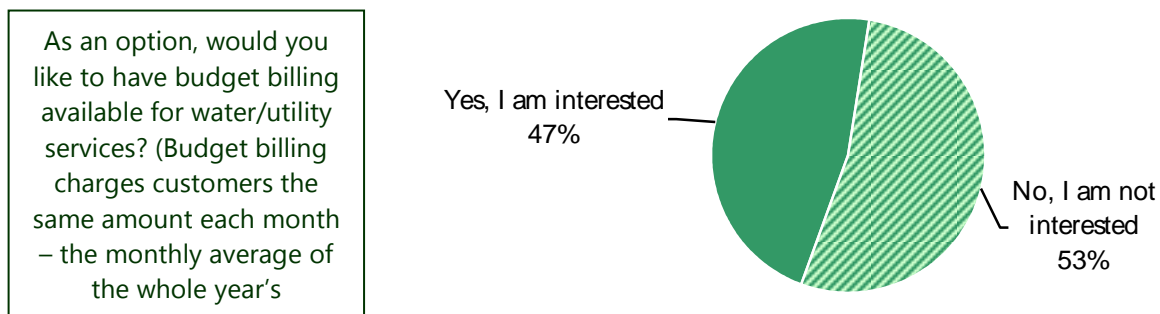


The survey gauged interest in budget billing for water and other utilities, with the explanation that it would mean a monthly bill that was the average based on an entire year’s total cost. Just about half of respondents (47%) were interested in this option.

Twenty-two percent of respondents selected “don’t know.”

There were no differences observed by Ward, as shown in *Appendix C: Comparison of Results by Ward*.

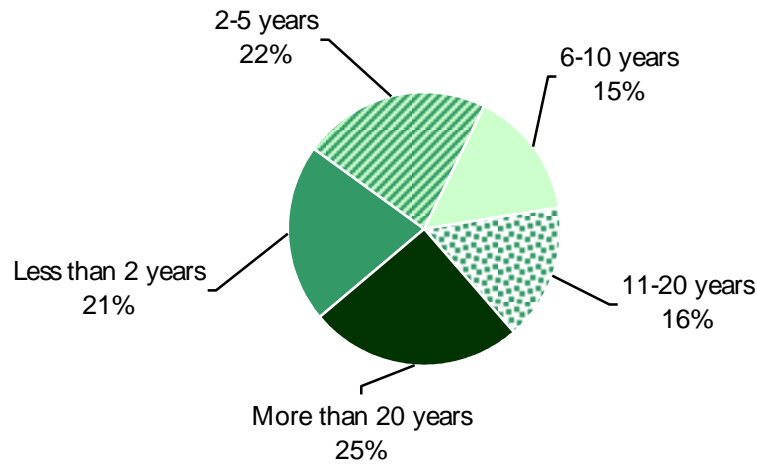
**Figure 24: Preference for Budget Billing for Water/Utility Services**



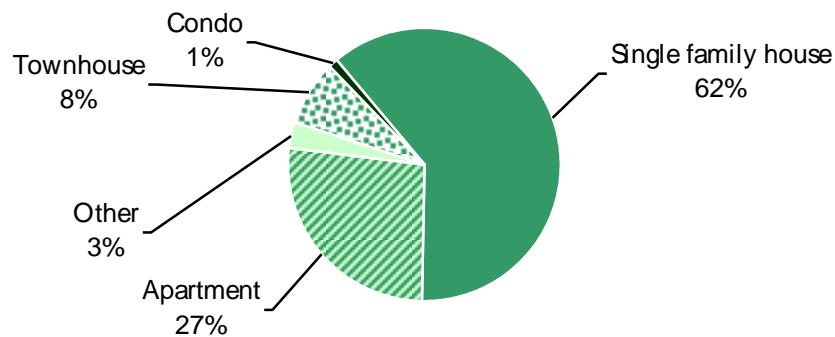
# Appendix A: Respondent Characteristics

Characteristics of the survey respondents are displayed in the charts in this section.

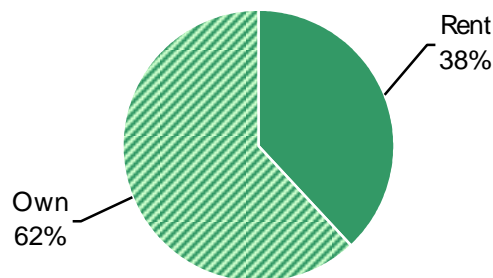
**Figure 25: Resident Length of Residency**



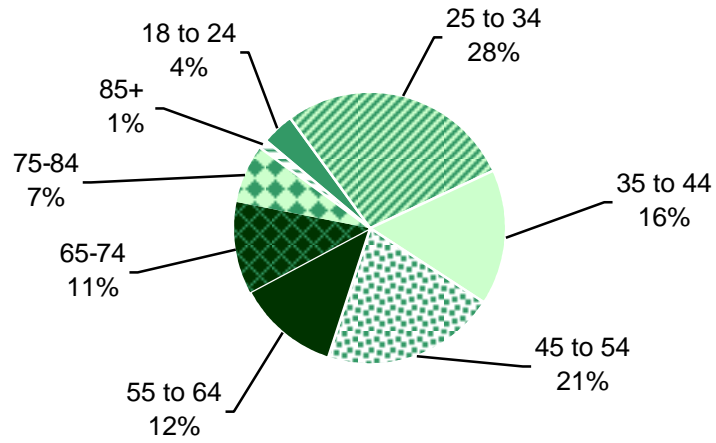
**Figure 26: Resident Housing Unit Type**



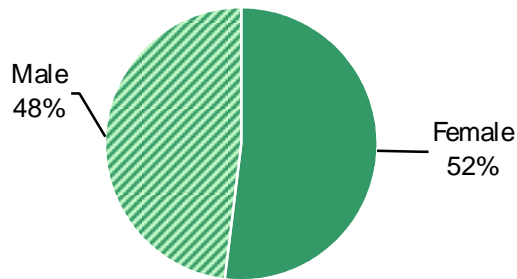
**Figure 27: Resident Housing Tenure**



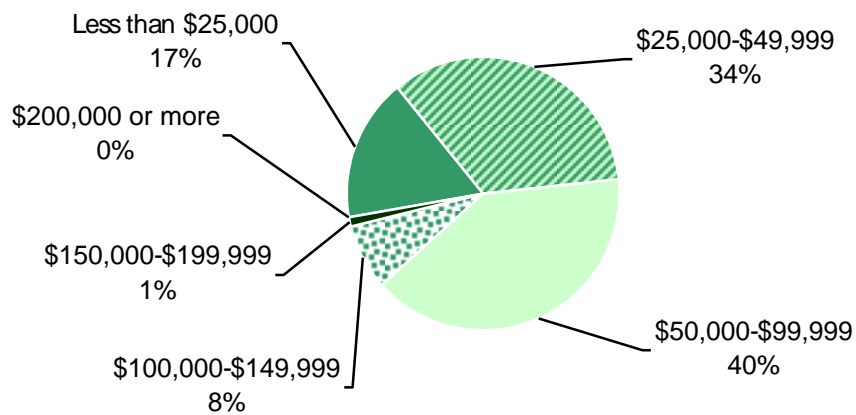
**Figure 28: Resident Age**



**Figure 29: Resident Gender**

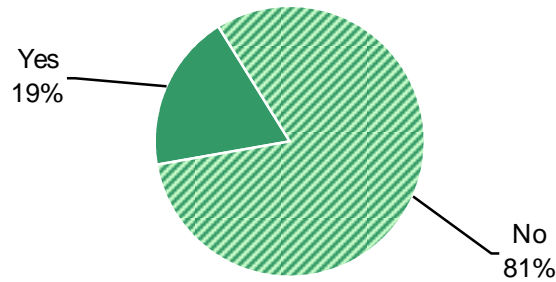


**Figure 30: Resident Household Income**

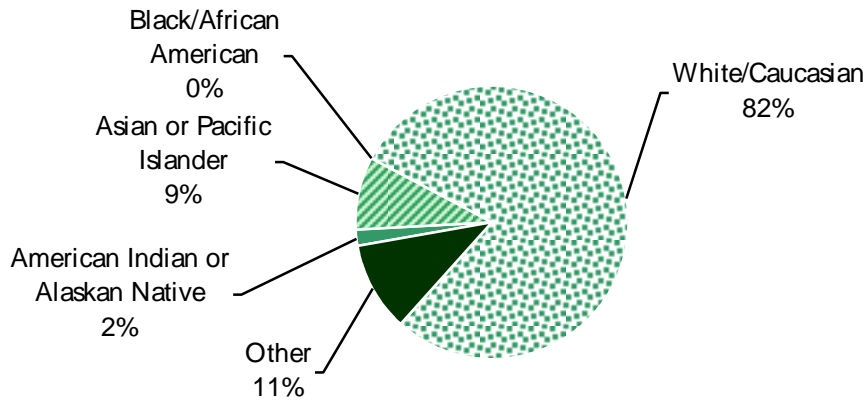




**Figure 31: Resident Ethnicity**

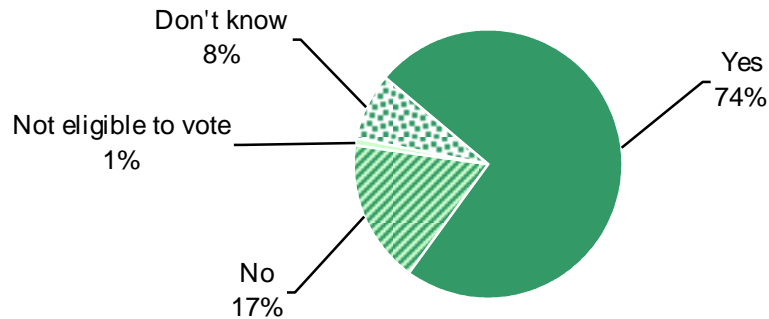


**Figure 32: Resident Race**



Total exceeds 100% as respondents could select multiple options.

**Figure 33: Resident Voter Registration Status**



## Appendix B: Responses to Survey Questions

This appendix displays all response categories for all questions. The first set of frequencies excludes the "don't know" option and the second set includes "don't know" responses as well as the N or total number of respondents for each category next to the percentage. When the total N for a question does not equal the total number of all respondents, it is due to some respondents skipping the question.

### Frequencies Excluding "Don't Know" Responses

| Question 1   |           |      |      |      |       |
|--|-----------|------|------|------|-------|
| Please rate the following aspects of life in Northglenn. | Excellent | Good | Fair | Poor | Total |
| Northglenn as a place to live                            | 14%       | 63%  | 21%  | 1%   | 100%  |
| Your neighborhood as a place to live                     | 18%       | 59%  | 21%  | 3%   | 100%  |
| Northglenn as a place to raise children                  | 14%       | 54%  | 26%  | 6%   | 100%  |
| Northglenn as a place to work                            | 7%        | 31%  | 40%  | 23%  | 100%  |
| Northglenn as a place to shop                            | 8%        | 36%  | 40%  | 16%  | 100%  |
| Northglenn as a place to retire                          | 12%       | 40%  | 29%  | 18%  | 100%  |
| Your overall quality of life in Northglenn               | 13%       | 58%  | 26%  | 2%   | 100%  |

| Question 2   |           |      |      |      |       |
|--|-----------|------|------|------|-------|
| Please rate each of the following characteristics as they relate to Northglenn as a whole: | Excellent | Good | Fair | Poor | Total |
| Sense of community   | 7%        | 47%  | 38%  | 7%   | 100%  |
| Openness and acceptance of the community toward people of diverse backgrounds              | 12%       | 55%  | 29%  | 4%   | 100%  |
| Overall appearance of Northglenn's neighborhoods   | 8%        | 46%  | 37%  | 10%  | 100%  |
| Overall appearance of Northglenn's shopping areas  | 10%       | 51%  | 29%  | 10%  | 100%  |
| Overall appearance of Northglenn's parks, trails and rights of ways                        | 27%       | 56%  | 16%  | 1%   | 100%  |
| Overall quality of business and service establishments in Northglenn                       | 7%        | 51%  | 36%  | 6%   | 100%  |
| Shopping opportunities   | 9%        | 37%  | 39%  | 16%  | 100%  |
| Recreational opportunities   | 13%       | 38%  | 37%  | 12%  | 100%  |
| Employment opportunities   | 2%        | 13%  | 42%  | 43%  | 100%  |
| Opportunities to participate in community events and activities                            | 11%       | 52%  | 33%  | 4%   | 100%  |
| Opportunities to offer feedback on community issues  | 8%        | 46%  | 38%  | 9%   | 100%  |
| Ease of car travel in Northglenn   | 11%       | 51%  | 31%  | 7%   | 100%  |
| Availability of paths and walking trails   | 22%       | 56%  | 19%  | 3%   | 100%  |
| Traffic flow on major streets and arterials  | 6%        | 45%  | 35%  | 14%  | 100%  |
| Access to affordable quality housing   | 6%        | 42%  | 40%  | 11%  | 100%  |
| Access to quality child care   | 2%        | 40%  | 46%  | 12%  | 100%  |
| Access to preventative health care and services  | 7%        | 43%  | 41%  | 9%   | 100%  |
| Overall image/perception of Northglenn   | 5%        | 52%  | 36%  | 7%   | 100%  |

**Question 2**

| <b>Please rate each of the following characteristics as they relate to Northglenn as a whole:</b> | <b>Excellent</b> | <b>Good</b> | <b>Fair</b> | <b>Poor</b> | <b>Total</b> |
|---|------------------|-------------|-------------|-------------|--------------|
| Accessibility of city facilities  | 13%              | 56%         | 29%         | 3%          | 100%         |

## Question 3

| To what degree do you feel each of the following is a problem in Northglenn? | Not a problem | Minor problem | Moderate problem | Major problem | Total |
|--|---------------|---------------|------------------|---------------|-------|
| Violent crime (e.g., sexual assault, robbery)                                | 27%           | 43%           | 25%              | 5%            | 100%  |
| Property crimes (e.g., burglary, theft)                                      | 15%           | 36%           | 37%              | 12%           | 100%  |
| Drugs  | 19%           | 30%           | 33%              | 17%           | 100%  |
| Graffiti   | 19%           | 38%           | 31%              | 11%           | 100%  |
| Noise  | 23%           | 39%           | 29%              | 10%           | 100%  |
| Vandalism  | 19%           | 41%           | 30%              | 11%           | 100%  |
| Run down homes   | 18%           | 39%           | 28%              | 15%           | 100%  |
| Run down buildings   | 22%           | 36%           | 29%              | 13%           | 100%  |
| Junk vehicles  | 27%           | 40%           | 22%              | 10%           | 100%  |
| Trash and litter   | 31%           | 42%           | 19%              | 7%            | 100%  |
| Weeds and unmaintained landscaping   | 24%           | 39%           | 22%              | 15%           | 100%  |
| Traffic and congestion   | 19%           | 40%           | 29%              | 11%           | 100%  |
| Abandoned properties   | 25%           | 40%           | 22%              | 13%           | 100%  |
| Vacant buildings   | 24%           | 36%           | 25%              | 16%           | 100%  |
| Multiple families in single family dwellings                                 | 25%           | 29%           | 23%              | 23%           | 100%  |

## Question 4

| Please rate how safe or unsafe you feel from the following in Northglenn: | Very safe | Somewhat safe | Neither safe nor unsafe | Somewhat unsafe | Very unsafe | Total |
|---|-----------|---------------|-------------------------|-----------------|-------------|-------|
| Violent crime (e.g., sexual assault, robbery)                             | 29%       | 41%           | 21%                     | 8%              | 2%          | 100%  |
| Property crimes (e.g., burglary, theft)                                   | 15%       | 43%           | 22%                     | 15%             | 5%          | 100%  |
| Environmental hazards, including toxic waste                              | 41%       | 36%           | 18%                     | 4%              | 1%          | 100%  |

## Question 5

| 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      | 62%       | 29%           | 6%                      | 2%              | 1%          | 100%  |
| In your neighborhood after dark          | 29%       | 44%           | 14%                     | 11%             | 2%          | 100%  |
| In the community during the day          | 53%       | 36%           | 9%                      | 2%              | 1%          | 100%  |
| In the community after dark              | 22%       | 44%           | 18%                     | 14%             | 3%          | 100%  |

**Question 6**

| <b>Have you had any in-person contact with a city of Northglenn Police Department employee within the last 12 months?</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| No  | 60%                           |
| Yes   | 40%                           |
| Total   | 100%                          |

**Question 7**

| <b>What was your overall impression of your most recent contact with the city of Northglenn Police Department?</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| Excellent  | 35%                           |
| Good   | 40%                           |
| Fair   | 15%                           |
| Poor   | 10%                           |
| Total  | 100%                          |

**Question 8**

| <b>During the past 12 months, were you or anyone in your household the victim of any crime in Northglenn?</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| No  | 87%                           |
| Yes   | 13%                           |
| Total   | 100%                          |

**Question 9**

| <b>If yes, was this crime (these crimes) reported to the police?</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| No   | 17%                           |
| Yes  | 83%                           |
| Total  | 100%                          |

**Question 10**

| <b>In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Northglenn?</b> | <b>Never</b> | <b>Once or twice</b> | <b>3 to 12 times</b> | <b>13 to 26 times</b> | <b>More than 26 times</b> | <b>Total</b> |
|--|--------------|----------------------|----------------------|-----------------------|---------------------------|--------------|
| Participated in a Senior Center activity   | 88%          | 6%                   | 3%                   | 1%                    | 2%                        | 100%         |
| Participated in a recreational program (other than Senior Center)  | 71%          | 17%                  | 8%                   | 2%                    | 2%                        | 100%         |
| Used the trail and bicycle path system   | 23%          | 19%                  | 26%                  | 14%                   | 18%                       | 100%         |

**Question 10**

| <b>In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Northglenn?</b> | <b>Never</b> | <b>Once or twice</b> | <b>3 to 12 times</b> | <b>13 to 26 times</b> | <b>More than 26 times</b> | <b>Total</b> |
|--|--------------|----------------------|----------------------|-----------------------|---------------------------|--------------|
| Visited a neighborhood or city park  | 11%          | 23%                  | 32%                  | 19%                   | 16%                       | 100%         |
| Attended a city-sponsored event (4th of July, Noel Northglenn, etc.)   | 45%          | 37%                  | 14%                  | 3%                    | 1%                        | 100%         |
| Volunteered time with the city of Northglenn   | 89%          | 7%                   | 2%                   | 0%                    | 1%                        | 100%         |

**Question 11**

| <b>How likely are you to use the following sources to gain information about Northglenn?</b>           | <b>Very likely</b> | <b>Somewhat likely</b> | <b>Somewhat unlikely</b> | <b>Very unlikely</b> | <b>Total</b> |
|--|--------------------|------------------------|--------------------------|----------------------|--------------|
| Attend or participate in a public meeting about city issues  | 6%                 | 30%                    | 24%                      | 40%                  | 100%         |
| Attend a Northglenn City Council meeting   | 6%                 | 19%                    | 27%                      | 48%                  | 100%         |
| Attend a neighborhood Ward meeting   | 6%                 | 22%                    | 28%                      | 44%                  | 100%         |
| Read the city's monthly newsletter, The Northglenn Connection  | 61%                | 26%                    | 8%                       | 6%                   | 100%         |
| Watch Cable TV Channel 8 (government access channel)   | 11%                | 25%                    | 19%                      | 45%                  | 100%         |
| Visit the city of Northglenn Web site (at <a href="http://www.northglenn.org">www.northglenn.org</a> ) | 28%                | 33%                    | 17%                      | 22%                  | 100%         |
| Subscribe to a city E-newsletter   | 10%                | 21%                    | 22%                      | 47%                  | 100%         |
| Read the city's recreation brochure  | 34%                | 38%                    | 15%                      | 14%                  | 100%         |
| Read the Northglenn-Thornton Sentinel  | 30%                | 28%                    | 17%                      | 24%                  | 100%         |
| Read YourHub/Denver Post (Web site or publication)   | 27%                | 20%                    | 22%                      | 31%                  | 100%         |

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**Question 12**


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| <b>Please rate the quality of each of the following services that the city provides to its residents:</b> | <b>Excellent</b> | <b>Good</b> | <b>Fair</b> | <b>Poor</b> | <b>Total</b> |
|---|------------------|-------------|-------------|-------------|--------------|
| Police patrol of neighborhoods  | 13%              | 49%         | 28%         | 10%         | 100%         |
| Police patrol of main arterials (streets)   | 16%              | 62%         | 20%         | 2%          | 100%         |
| Speed and traffic enforcement in neighborhoods  | 16%              | 47%         | 22%         | 16%         | 100%         |
| Speed and traffic enforcement on main arterials (streets)   | 19%              | 55%         | 20%         | 6%          | 100%         |
| Municipal courts  | 11%              | 55%         | 25%         | 9%          | 100%         |
| Crime prevention programs   | 6%               | 47%         | 39%         | 8%          | 100%         |
| Animal control  | 10%              | 48%         | 28%         | 13%         | 100%         |
| Building permits  | 9%               | 46%         | 33%         | 12%         | 100%         |
| Building inspections  | 6%               | 51%         | 29%         | 14%         | 100%         |
| Code enforcement (weeds, landscaping, litter, etc.)   | 8%               | 35%         | 33%         | 24%         | 100%         |
| Land use, planning and zoning   | 6%               | 40%         | 40%         | 15%         | 100%         |
| Economic development and shopping options   | 5%               | 30%         | 39%         | 26%         | 100%         |
| Timing of traffic signals and lights  | 7%               | 42%         | 34%         | 16%         | 100%         |
| Street repair and maintenance   | 8%               | 42%         | 39%         | 12%         | 100%         |
| Street sweeping and cleaning  | 9%               | 47%         | 33%         | 12%         | 100%         |
| Street landscaping (in center islands and public rights of way)   | 12%              | 51%         | 30%         | 7%          | 100%         |
| Sidewalk maintenance  | 11%              | 48%         | 32%         | 10%         | 100%         |
| Snow removal from residential streets   | 7%               | 35%         | 33%         | 25%         | 100%         |
| Trash collection  | 36%              | 48%         | 14%         | 2%          | 100%         |
| Recycling drop off  | 23%              | 49%         | 18%         | 10%         | 100%         |
| Yard waste drop off   | 20%              | 47%         | 22%         | 11%         | 100%         |
| Storm drainage (water runoff, rain and irrigation)  | 15%              | 54%         | 23%         | 7%          | 100%         |
| Sewer services (used water removal)   | 19%              | 54%         | 24%         | 3%          | 100%         |
| Drinking water  | 18%              | 46%         | 23%         | 13%         | 100%         |
| Recreation Center and facilities  | 16%              | 46%         | 28%         | 10%         | 100%         |
| Recreation programs and classes   | 18%              | 47%         | 29%         | 6%          | 100%         |
| City parks and facilities   | 26%              | 56%         | 17%         | 2%          | 100%         |
| City bicycle/walking paths and trail systems  | 31%              | 54%         | 14%         | 2%          | 100%         |
| Preservation of natural areas such as open spaces   | 23%              | 56%         | 19%         | 3%          | 100%         |
| Services for seniors  | 18%              | 56%         | 20%         | 5%          | 100%         |
| Services for tweens and teenagers (10–18 years of age)  | 9%               | 46%         | 34%         | 11%         | 100%         |
| Services for youth (0-9 years of age)   | 9%               | 46%         | 37%         | 9%          | 100%         |

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**Question 13**


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| <b>Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)?</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| No  | 62%                           |

**Question 13**

| <b>Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)?</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| Yes   | 38%                           |
| Total   | 100%                          |

**Question 14**

| <b>What was your impression of the employee(s) of the city of Northglenn in your most recent contact?</b> | <b>Excellent</b> | <b>Good</b> | <b>Fair</b> | <b>Poor</b> | <b>Total</b> |
|---|------------------|-------------|-------------|-------------|--------------|
| Ease or ability to reach a city employee  | 33%              | 44%         | 17%         | 7%          | 100%         |
| Knowledge of issue or concern   | 35%              | 40%         | 15%         | 9%          | 100%         |
| Responsiveness to your request  | 40%              | 33%         | 16%         | 11%         | 100%         |
| Treated you with respect and courtesy   | 52%              | 28%         | 12%         | 7%          | 100%         |
| Overall impression  | 40%              | 32%         | 19%         | 9%          | 100%         |

**Question 15**

| <b>Did you feel your question or issue was resolved?</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| No   | 18%                           |
| Yes  | 82%                           |
| Total  | 100%                          |

**Question 16**

| <b>If faced with budget limitations how important do you feel it is to maintain the current level of service for each of the following service areas?</b> | <b>Essential</b> | <b>Very important</b> | <b>Somewhat important</b> | <b>Not at all important</b> | <b>Total</b> |
|---|------------------|-----------------------|---------------------------|-----------------------------|--------------|
| Hours of operations for city buildings  | 12%              | 29%                   | 49%                       | 11%                         | 100%         |
| Recreation programs and class offerings   | 13%              | 40%                   | 37%                       | 10%                         | 100%         |
| Recreation facilities   | 19%              | 46%                   | 29%                       | 6%                          | 100%         |
| Arts and cultural programs  | 11%              | 31%                   | 42%                       | 17%                         | 100%         |
| Parks open space and trails   | 32%              | 44%                   | 21%                       | 3%                          | 100%         |
| Services for seniors  | 22%              | 48%                   | 24%                       | 6%                          | 100%         |
| Services for youth and teens  | 22%              | 52%                   | 21%                       | 5%                          | 100%         |
| Street improvements/maintenance   | 27%              | 52%                   | 20%                       | 1%                          | 100%         |
| Street sweeping and cleaning  | 18%              | 37%                   | 40%                       | 5%                          | 100%         |
| Snow removal  | 41%              | 45%                   | 14%                       | 1%                          | 100%         |
| Sidewalk maintenance  | 21%              | 45%                   | 31%                       | 3%                          | 100%         |
| Street landscaping in public rights of way  | 9%               | 35%                   | 44%                       | 12%                         | 100%         |
| Land/development planning   | 14%              | 40%                   | 36%                       | 10%                         | 100%         |
| Code enforcement (weeds, landscaping, litter,   | 20%              | 34%                   | 36%                       | 10%                         | 100%         |



**Question 16**

| <b>If faced with budget limitations how important do you feel it is to maintain the current level of service for each of the following service areas?</b> | <b>Essential</b> | <b>Very important</b> | <b>Somewhat important</b> | <b>Not at all important</b> | <b>Total</b> |
|---|------------------|-----------------------|---------------------------|-----------------------------|--------------|
| etc.)   |                  |                       |                           |                             |              |
| Maintenance of city buildings and structures  | 15%              | 45%                   | 35%                       | 4%                          | 100%         |
| Technology/internet E-services  | 11%              | 29%                   | 46%                       | 14%                         | 100%         |
| Citizen communications  | 18%              | 40%                   | 36%                       | 6%                          | 100%         |
| Special events such as the 4th of July  | 15%              | 36%                   | 35%                       | 13%                         | 100%         |
| Crime prevention programs   | 36%              | 43%                   | 19%                       | 2%                          | 100%         |
| Volunteer programs and services   | 19%              | 42%                   | 32%                       | 7%                          | 100%         |
| Trash collection or recycling services  | 53%              | 36%                   | 11%                       | 1%                          | 100%         |
| Animal control services   | 25%              | 42%                   | 30%                       | 4%                          | 100%         |

**Question 17**

| <b>Please rate the speed of growth in the following categories in Northglenn over the past two years:</b> | <b>Much too slow</b> | <b>Somewhat too slow</b> | <b>Right amount</b> | <b>Somewhat too fast</b> | <b>Total</b> |
|---|----------------------|--------------------------|---------------------|--------------------------|--------------|
| Population growth   | 5%                   | 9%                       | 66%                 | 21%                      | 100%         |
| Retail growth (stores, restaurants, etc.)   | 22%                  | 38%                      | 38%                 | 2%                       | 100%         |
| Job/employment growth   | 43%                  | 46%                      | 10%                 | 1%                       | 100%         |

**Question 18**

| <b>Please rate the following categories of Northglenn government performance:</b> | <b>Excellent</b> | <b>Good</b> | <b>Fair</b> | <b>Poor</b> | <b>Total</b> |
|---|------------------|-------------|-------------|-------------|--------------|
| The value of services for the taxes paid to Northglenn                            | 6%               | 40%         | 39%         | 15%         | 100%         |
| The value of water, sewer and trash services for the fees paid                    | 14%              | 41%         | 33%         | 13%         | 100%         |
| The value of building and permitting services for the fees paid                   | 7%               | 34%         | 43%         | 16%         | 100%         |
| The cost of conducting business in Northglenn (sales tax)                         | 5%               | 29%         | 44%         | 22%         | 100%         |
| The overall direction that the city of Northglenn is taking                       | 8%               | 37%         | 42%         | 13%         | 100%         |
| The overall performance of City Council   | 7%               | 35%         | 44%         | 15%         | 100%         |

**Question 19**

| <b>Please indicate how likely or unlikely you are to do each of the following:</b> | <b>Very likely</b> | <b>Somewhat likely</b> | <b>Somewhat unlikely</b> | <b>Very unlikely</b> | <b>Total</b> |
|--|--------------------|------------------------|--------------------------|----------------------|--------------|
| Recommend living in Northglenn to someone who asks                                 | 31%                | 47%                    | 13%                      | 8%                   | 100%         |
| Remain in Northglenn for the next five years                                       | 47%                | 31%                    | 11%                      | 11%                  | 100%         |

**Question 20**

| <b>What types of retail development would you like to be offered more of in Northglenn? (Choose all that apply)</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| Hotel/motel   | 8%                            |
| Coffee shops  | 27%                           |
| Restaurants   | 51%                           |
| Theater/entertainment   | 56%                           |
| Sporting goods  | 17%                           |
| Health club/fitness   | 27%                           |
| Furniture   | 13%                           |
| Electronics/appliances  | 15%                           |
| Grocery chains  | 47%                           |
| Clothing/shoes  | 34%                           |
| Books/CD's  | 28%                           |
| Other   | 9%                            |
| Major department chains   | 37%                           |
| Health food stores  | 27%                           |
| Wholesale/retail (membership)   | 19%                           |

*Total exceeds 100% as respondents could select multiple options.*

**Question 21**

| <b>Would you support or oppose the licensing and inspection of residential rental properties in Northglenn?</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| Strongly support  | 34%                           |
| Somewhat support  | 34%                           |
| Somewhat oppose   | 13%                           |
| Strongly oppose   | 18%                           |
| Total   | 100%                          |

**Question 22**

| <b>As an option, would you like to have budget billing available for water/utility services? (Budget billing charges customers the same amount each month – the monthly average of the whole year's water/utility cost.)</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| Yes, I am interested   | 47%                           |
| No, I am not interested  | 53%                           |
| Total  | 100%                          |

**Question D1**

| <b>How many years have you lived in Northglenn?</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| Less than 2 years                                   | 21%                           |
| 2-5 years   | 22%                           |
| 6-10 years  | 15%                           |
| 11-20 years   | 16%                           |
| More than 20 years                                  | 25%                           |
| Total   | 100%                          |

**Question D2**

| <b>Which best describes your home?</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| Single family house                    | 62%                           |
| Apartment                              | 27%                           |
| Other                                  | 3%                            |
| Townhouse                              | 8%                            |
| Condo                                  | 1%                            |
| Total                                  | 100%                          |

**Question D3**

| <b>Do you rent or own your home?</b> | <b>Percent of respondents</b> |
|--------------------------------------|-------------------------------|
| Rent                                 | 38%                           |
| Own                                  | 62%                           |
| Total                                | 100%                          |

**Question D4**

| <b>Do you have high speed Internet service at home or at work?</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| Home   | 45%                           |
| Work   | 10%                           |
| Both   | 46%                           |
| Total  | 100%                          |

**Question D5**

| <b>Are you a Comcast (or Xfinity) cable subscriber?</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| Yes   | 56%                           |
| No  | 44%                           |
| Total   | 100%                          |

**Question D6**

| <b>What is your age?</b> | <b>Percent of respondents</b> |
|--------------------------|-------------------------------|
| 18 to 24                 | 4%                            |
| 25 to 34                 | 28%                           |
| 35 to 44                 | 16%                           |
| 45 to 54                 | 21%                           |
| 55 to 64                 | 12%                           |
| 65-74                    | 11%                           |
| 75-84                    | 7%                            |
| 85+                      | 1%                            |
| Total                    | 100%                          |

**Question D7**

| <b>What is your gender?</b> | <b>Percent of respondents</b> |
|-----------------------------|-------------------------------|
| Female                      | 52%                           |
| Male                        | 48%                           |
| Total                       | 100%                          |

**Question D8**

| <b>About how much was your household's gross income last year? (Please include in your total income money from all sources for all persons living in your household.)</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| Less than \$25,000  | 17%                           |
| \$25,000-\$49,999   | 34%                           |
| \$50,000-\$99,999   | 40%                           |
| \$100,000-\$149,999   | 8%                            |
| \$150,000-\$199,999   | 1%                            |
| \$200,000 or more   | 0%                            |
| Total   | 100%                          |

**Question D9**

| <b>Are you Spanish, Hispanic or Latino?</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| Yes   | 19%                           |
| No  | 81%                           |
| Total                                       | 100%                          |

**Question D10**

| <b>What is your race? (Mark one or more races to indicate what race you consider yourself to be.)</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| American Indian or Alaskan Native   | 2%                            |
| Asian or Pacific Islander   | 9%                            |
| Black/African American  | 0%                            |
| White/Caucasian   | 82%                           |
| Other   | 11%                           |

*Total exceeds 100% as respondents could select multiple options.*

**Question D11**

| <b>Are you registered to vote in Northglenn?</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| Yes  | 74%                           |
| No   | 17%                           |
| Not eligible to vote                             | 1%                            |
| Don't know                                       | 8%                            |
| Total  | 100%                          |

### Frequencies Including "Don't Know" Responses

| Question 1   |           |        |         |        |         |        |         |        |            |        |         |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
| Please rate the following aspects of life in Northglenn. | Excellent |        | Good    |        | Fair    |        | Poor    |        | Don't know |        | Total   |        |
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Northglenn as a place to live                            | 14%       | 122    | 63%     | 534    | 21%     | 178    | 1%      | 12     | 1%         | 6      | 100%    | 853    |
| Your neighborhood as a place to live                     | 18%       | 150    | 58%     | 497    | 21%     | 176    | 3%      | 25     | 0%         | 3      | 100%    | 851    |
| Northglenn as a place to raise children                  | 12%       | 99     | 44%     | 376    | 22%     | 183    | 5%      | 41     | 18%        | 150    | 100%    | 848    |
| Northglenn as a place to work                            | 4%        | 35     | 19%     | 157    | 24%     | 203    | 14%     | 115    | 40%        | 334    | 100%    | 843    |
| Northglenn as a place to shop                            | 8%        | 70     | 36%     | 305    | 39%     | 334    | 15%     | 131    | 1%         | 8      | 100%    | 847    |
| Northglenn as a place to retire                          | 9%        | 76     | 30%     | 250    | 21%     | 180    | 13%     | 112    | 27%        | 226    | 100%    | 844    |
| Your overall quality of life in Northglenn               | 13%       | 106    | 58%     | 486    | 26%     | 219    | 2%      | 20     | 1%         | 8      | 100%    | 839    |

| Question 2   |           |        |         |        |         |        |         |        |            |        |         |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
| Please rate each of the following characteristics as they relate to Northglenn as a whole: | Excellent |        | Good    |        | Fair    |        | Poor    |        | Don't know |        | Total   |        |
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Sense of community   | 7%        | 57     | 44%     | 372    | 35%     | 297    | 7%      | 57     | 7%         | 56     | 100%    | 839    |
| Openness and acceptance of the community toward people of diverse backgrounds              | 10%       | 83     | 45%     | 380    | 24%     | 204    | 4%      | 30     | 18%        | 150    | 100%    | 847    |

| Question 2   |           |        |         |        |         |        |         |        |            |        |         |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
| Please rate each of the following characteristics as they relate to Northglenn as a whole: | Excellent |        | Good    |        | Fair    |        | Poor    |        | Don't know |        | Total   |        |
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Overall appearance of Northglenn's neighborhoods   | 8%        | 67     | 45%     | 385    | 37%     | 312    | 10%     | 81     | 1%         | 7      | 100%    | 852    |
| Overall appearance of Northglenn's shopping areas  | 10%       | 84     | 50%     | 428    | 29%     | 249    | 10%     | 86     | 1%         | 5      | 100%    | 852    |
| Overall appearance of Northglenn's parks, trails and rights of ways                        | 26%       | 223    | 55%     | 467    | 15%     | 132    | 1%      | 9      | 2%         | 20     | 100%    | 852    |
| Overall quality of business and service establishments in Northglenn                       | 7%        | 62     | 49%     | 418    | 35%     | 296    | 6%      | 51     | 3%         | 23     | 100%    | 851    |
| Shopping opportunities   | 9%        | 73     | 36%     | 309    | 38%     | 327    | 16%     | 137    | 1%         | 6      | 100%    | 851    |
| Recreational opportunities   | 12%       | 106    | 36%     | 305    | 35%     | 294    | 11%     | 94     | 6%         | 51     | 100%    | 850    |
| Employment opportunities   | 1%        | 10     | 8%      | 67     | 26%     | 218    | 27%     | 227    | 38%        | 325    | 100%    | 849    |
| Opportunities to participate in community events and activities                            | 9%        | 78     | 46%     | 389    | 29%     | 246    | 3%      | 30     | 13%        | 108    | 100%    | 850    |
| Opportunities to offer feedback on community issues  | 6%        | 53     | 37%     | 313    | 31%     | 259    | 7%      | 60     | 19%        | 157    | 100%    | 842    |
| Ease of car travel in Northglenn   | 11%       | 92     | 50%     | 426    | 31%     | 264    | 7%      | 58     | 1%         | 8      | 100%    | 848    |
| Availability of paths and walking trails   | 21%       | 179    | 53%     | 452    | 18%     | 155    | 3%      | 25     | 5%         | 41     | 100%    | 852    |



| Question 2   |           |        |         |        |         |        |         |        |            |        |         |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
| Please rate each of the following characteristics as they relate to Northglenn as a whole: | Excellent |        | Good    |        | Fair    |        | Poor    |        | Don't know |        | Total   |        |
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Traffic flow on major streets and arterials  | 6%        | 50     | 45%     | 376    | 34%     | 291    | 14%     | 120    | 1%         | 7      | 100%    | 844    |
| Access to affordable quality housing   | 5%        | 46     | 35%     | 300    | 34%     | 286    | 9%      | 77     | 17%        | 142    | 100%    | 850    |
| Access to quality child care   | 1%        | 7      | 15%     | 127    | 17%     | 145    | 5%      | 39     | 62%        | 519    | 100%    | 837    |
| Access to preventative health care and services  | 5%        | 39     | 28%     | 234    | 27%     | 224    | 6%      | 50     | 35%        | 297    | 100%    | 845    |
| Overall image/perception of Northglenn   | 5%        | 45     | 51%     | 430    | 36%     | 302    | 6%      | 55     | 2%         | 18     | 100%    | 851    |
| Accessibility of city facilities   | 11%       | 94     | 49%     | 421    | 25%     | 215    | 2%      | 21     | 12%        | 102    | 100%    | 853    |

| Question 3   |               |        |               |        |                  |        |               |        |            |        |         |        |
|--|---------------|--------|---------------|--------|------------------|--------|---------------|--------|------------|--------|---------|--------|
| To what degree do you feel each of the following is a problem in Northglenn? | Not a problem |        | Minor problem |        | Moderate problem |        | Major problem |        | Don't know |        | Total   |        |
|  | Percent       | Number | Percent       | Number | Percent          | Number | Percent       | Number | Percent    | Number | Percent | Number |
| Violent crime (e.g., sexual assault, robbery)                                | 21%           | 174    | 33%           | 280    | 19%              | 161    | 4%            | 31     | 24%        | 199    | 100%    | 845    |
| Property crimes (e.g., burglary, theft)                                      | 12%           | 104    | 30%           | 250    | 31%              | 260    | 10%           | 87     | 17%        | 145    | 100%    | 846    |
| Drugs  | 13%           | 113    | 21%           | 173    | 23%              | 193    | 12%           | 101    | 31%        | 257    | 100%    | 837    |
| Graffiti   | 17%           | 142    | 33%           | 281    | 27%              | 226    | 10%           | 84     | 13%        | 112    | 100%    | 845    |
| Noise  | 21%           | 178    | 36%           | 305    | 27%              | 228    | 9%            | 79     | 6%         | 47     | 100%    | 837    |
| Vandalism  | 16%           | 133    | 34%           | 286    | 25%              | 208    | 9%            | 75     | 16%        | 132    | 100%    | 834    |
| Run down homes   | 16%           | 139    | 36%           | 305    | 26%              | 220    | 14%           | 116    | 8%         | 64     | 100%    | 844    |
| Run down buildings   | 20%           | 168    | 33%           | 277    | 27%              | 229    | 12%           | 102    | 8%         | 68     | 100%    | 844    |
| Junk vehicles  | 25%           | 212    | 37%           | 313    | 20%              | 171    | 9%            | 77     | 8%         | 70     | 100%    | 843    |
| Trash and litter   | 30%           | 254    | 41%           | 342    | 18%              | 154    | 7%            | 57     | 4%         | 31     | 100%    | 839    |
| Weeds and unmaintained landscaping   | 23%           | 192    | 38%           | 318    | 21%              | 181    | 14%           | 122    | 4%         | 32     | 100%    | 846    |
| Traffic and congestion   | 19%           | 156    | 39%           | 327    | 28%              | 235    | 11%           | 93     | 3%         | 28     | 100%    | 840    |
| Abandoned properties   | 21%           | 175    | 33%           | 277    | 18%              | 155    | 11%           | 93     | 17%        | 143    | 100%    | 843    |
| Vacant buildings   | 20%           | 166    | 29%           | 243    | 20%              | 168    | 13%           | 106    | 19%        | 156    | 100%    | 840    |
| Multiple families in single family dwellings                                 | 18%           | 156    | 22%           | 183    | 17%              | 146    | 17%           | 148    | 25%        | 213    | 100%    | 845    |

| Question 4  |   |        |               |        |                         |        |                 |        |             |        |            |        |         |        |     |
|---|---|--------|---------------|--------|-------------------------|--------|-----------------|--------|-------------|--------|------------|--------|---------|--------|-----|
| Please rate how safe or unsafe you feel from the following in Northglenn: | Very safe                                     |        | Somewhat safe |        | Neither safe nor unsafe |        | Somewhat unsafe |        | Very unsafe |        | Don't know |        | Total   |        |     |
|   | Percent                                       | Number | Percent       | Number | Percent                 | Number | Percent         | Number | Percent     | Number | Percent    | Number | Percent | Number |     |
|   | Violent crime (e.g., sexual assault, robbery) | 28%    | 237           | 39%    | 333                     | 20%    | 168             | 8%     | 68          | 2%     | 14         | 3%     | 23      | 100%   | 844 |
| Property crimes (e.g., burglary, theft)                                   | 15%   | 123    | 42%           | 353    | 21%                     | 178    | 15%             | 123    | 5%          | 42     | 3%         | 24     | 100%    | 844    |     |
| Environmental hazards, including toxic waste                              | 35%   | 299    | 31%           | 262    | 15%                     | 131    | 3%              | 26     | 1%          | 11     | 14%        | 115    | 100%    | 844    |     |

| Question 5                               |                                     |        |               |        |                         |        |                 |        |             |        |            |        |         |        |     |
|--|-------------------------------------|--------|---------------|--------|-------------------------|--------|-----------------|--------|-------------|--------|------------|--------|---------|--------|-----|
| Please rate how safe or unsafe you feel: | Very safe                           |        | Somewhat safe |        | Neither safe nor unsafe |        | Somewhat unsafe |        | Very unsafe |        | Don't know |        | Total   |        |     |
|  | Percent                             | Number | Percent       | Number | Percent                 | Number | Percent         | Number | Percent     | Number | Percent    | Number | Percent | Number |     |
|  | In your neighborhood during the day | 62%    | 526           | 29%    | 247                     | 6%     | 50              | 2%     | 15          | 1%     | 8          | 1%     | 5       | 100%   | 852 |
| In your neighborhood after dark          | 28%                                 | 241    | 44%           | 375    | 14%                     | 117    | 11%             | 95     | 2%          | 15     | 1%         | 9      | 100%    | 852    |     |
| In the community during the day          | 53%                                 | 448    | 35%           | 301    | 9%                      | 73     | 2%              | 15     | 1%          | 6      | 1%         | 8      | 100%    | 851    |     |

| Question 6   |         |        |
|--|---------|--------|
| Have you had any in-person contact with a city of Northglenn Police Department employee within the last 12 months? | Percent | Number |
| No   | 60%     | 504    |
| Yes  | 40%     | 341    |
| Total  | 100%    | 845    |

**Question 7**

| <b>What was your overall impression of your most recent contact with the city of Northglenn Police Department?</b> | <b>Percent</b> | <b>Number</b> |
|--|----------------|---------------|
| Excellent  | 35%            | 118           |
| Good   | 40%            | 135           |
| Fair   | 15%            | 51            |
| Poor   | 10%            | 35            |
| Don't know   | 1%             | 3             |
| Total  | 100%           | 341           |

**Question 8**

| <b>During the past 12 months, were you or anyone in your household the victim of any crime in Northglenn?</b> | <b>Percent</b> | <b>Number</b> |
|---|----------------|---------------|
| No  | 87%            | 734           |
| Yes   | 13%            | 114           |
| Total   | 100%           | 848           |

**Question 9**

| <b>If yes, was this crime (these crimes) reported to the police?</b> | <b>Percent</b> | <b>Number</b> |
|--|----------------|---------------|
| No   | 17%            | 19            |
| Yes  | 83%            | 94            |
| Don't know   | 0%             | 1             |
| Total  | 100%           | 114           |

| Question 10   |         |        |               |        |               |        |                |        |                    |        |         |        |
|---|---------|--------|---------------|--------|---------------|--------|----------------|--------|--------------------|--------|---------|--------|
| In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Northglenn? | Never   |        | Once or twice |        | 3 to 12 times |        | 13 to 26 times |        | More than 26 times |        | Total   |        |
|   | Percent | Number | Percent       | Number | Percent       | Number | Percent        | Number | Percent            | Number | Percent | Number |
| Participated in a Senior Center activity  | 88%     | 740    | 6%            | 54     | 3%            | 22     | 1%             | 9      | 2%                 | 16     | 100%    | 841    |
| Participated in a recreational program (other than Senior Center)   | 71%     | 592    | 17%           | 140    | 8%            | 68     | 2%             | 19     | 2%                 | 20     | 100%    | 839    |
| Used the trail and bicycle path system  | 23%     | 193    | 19%           | 161    | 26%           | 216    | 14%            | 117    | 18%                | 154    | 100%    | 841    |
| Visited a neighborhood or city park   | 11%     | 90     | 23%           | 195    | 32%           | 267    | 19%            | 158    | 16%                | 135    | 100%    | 845    |
| Attended a city-sponsored event (4th of July, Noel Northglenn, etc.)  | 45%     | 381    | 37%           | 316    | 14%           | 117    | 3%             | 22     | 1%                 | 10     | 100%    | 847    |
| Volunteered time with the city of Northglenn  | 89%     | 754    | 7%            | 60     | 2%            | 17     | 0%             | 4      | 1%                 | 10     | 100%    | 844    |

| Question 11   |             |        |                 |        |                   |        |               |        |            |        |         |        |
|---|-------------|--------|-----------------|--------|-------------------|--------|---------------|--------|------------|--------|---------|--------|
| How likely are you to use the following sources to gain information about Northglenn? | Very likely |        | Somewhat likely |        | Somewhat unlikely |        | Very unlikely |        | Don't know |        | Total   |        |
|   | Percent     | Number | Percent         | Number | Percent           | Number | Percent       | Number | Percent    | Number | Percent | Number |
| Attend or participate in a public meeting about city issues                           | 6%          | 46     | 27%             | 223    | 22%               | 184    | 36%           | 301    | 9%         | 78     | 100%    | 833    |
| Attend a Northglenn City Council meeting  | 5%          | 42     | 17%             | 144    | 25%               | 210    | 44%           | 370    | 8%         | 66     | 100%    | 832    |
| Attend a neighborhood Ward meeting  | 6%          | 46     | 20%             | 162    | 25%               | 204    | 40%           | 329    | 10%        | 82     | 100%    | 823    |
| Read the city's monthly newsletter, The Northglenn Connection                         | 59%         | 496    | 25%             | 210    | 7%                | 62     | 6%            | 48     | 2%         | 17     | 100%    | 834    |
| Watch Cable TV Channel 8 (government access channel)                                  | 10%         | 84     | 24%             | 194    | 18%               | 148    | 42%           | 348    | 6%         | 51     | 100%    | 826    |
| Visit the city of Northglenn Web site (at www.northglenn.org)                         | 27%         | 222    | 31%             | 258    | 16%               | 135    | 21%           | 172    | 5%         | 41     | 100%    | 827    |
| Subscribe to a city E-newsletter  | 9%          | 76     | 19%             | 154    | 20%               | 162    | 43%           | 351    | 10%        | 80     | 100%    | 823    |
| Read the city's recreation brochure   | 32%         | 266    | 36%             | 300    | 14%               | 119    | 13%           | 108    | 4%         | 36     | 100%    | 829    |
| Read the Northglenn-Thornton Sentinel   | 28%         | 232    | 27%             | 221    | 16%               | 134    | 23%           | 189    | 7%         | 57     | 100%    | 832    |
| Read YourHub/Denver Post (Web site or publication)                                    | 26%         | 215    | 19%             | 155    | 20%               | 171    | 29%           | 242    | 6%         | 51     | 100%    | 834    |

| Question 12  |           |        |         |        |         |        |         |        |            |        |         |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
| Please rate the quality of each of the following services that the city provides to its residents: | Excellent |        | Good    |        | Fair    |        | Poor    |        | Don't know |        | Total   |        |
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Police patrol of neighborhoods   | 12%       | 103    | 45%     | 378    | 26%     | 221    | 9%      | 74     | 7%         | 62     | 100%    | 837    |
| Police patrol of main arterials (streets)  | 15%       | 124    | 57%     | 481    | 19%     | 157    | 2%      | 18     | 7%         | 59     | 100%    | 837    |
| Speed and traffic enforcement in neighborhoods   | 15%       | 123    | 44%     | 366    | 21%     | 172    | 15%     | 122    | 6%         | 52     | 100%    | 834    |
| Speed and traffic enforcement on main arterials (streets)  | 17%       | 145    | 52%     | 432    | 19%     | 157    | 6%      | 49     | 6%         | 54     | 100%    | 836    |
| Municipal courts   | 4%        | 37     | 23%     | 194    | 11%     | 89     | 4%      | 31     | 58%        | 482    | 100%    | 833    |
| Crime prevention programs  | 3%        | 23     | 22%     | 186    | 18%     | 155    | 4%      | 32     | 53%        | 440    | 100%    | 836    |
| Animal control   | 7%        | 61     | 33%     | 281    | 20%     | 165    | 9%      | 77     | 30%        | 254    | 100%    | 839    |
| Building permits   | 4%        | 30     | 19%     | 156    | 13%     | 112    | 5%      | 41     | 59%        | 495    | 100%    | 835    |
| Building inspections   | 3%        | 21     | 20%     | 168    | 11%     | 94     | 5%      | 45     | 60%        | 502    | 100%    | 830    |
| Code enforcement (weeds, landscaping, litter, etc.)  | 6%        | 52     | 28%     | 232    | 26%     | 219    | 19%     | 155    | 21%        | 177    | 100%    | 834    |
| Land use, planning and zoning  | 3%        | 23     | 19%     | 161    | 19%     | 160    | 7%      | 59     | 51%        | 425    | 100%    | 827    |
| Economic development and shopping options  | 4%        | 32     | 24%     | 193    | 31%     | 251    | 20%     | 165    | 22%        | 178    | 100%    | 819    |
| Timing of traffic signals and lights   | 7%        | 56     | 41%     | 337    | 33%     | 272    | 16%     | 129    | 4%         | 34     | 100%    | 828    |
| Street repair and  | 8%        | 65     | 40%     | 336    | 37%     | 309    | 11%     | 92     | 3%         | 29     | 100%    | 830    |

| Question 12  |           |        |         |        |         |        |         |        |            |        |         |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
| Please rate the quality of each of the following services that the city provides to its residents: | Excellent |        | Good    |        | Fair    |        | Poor    |        | Don't know |        | Total   |        |
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| maintenance  |           |        |         |        |         |        |         |        |            |        |         |        |
| Street sweeping and cleaning   | 8%        | 68     | 44%     | 363    | 30%     | 252    | 11%     | 91     | 7%         | 60     | 100%    | 834    |
| Street landscaping (in center islands and public rights of way)                                    | 11%       | 93     | 49%     | 405    | 28%     | 236    | 7%      | 56     | 5%         | 41     | 100%    | 831    |
| Sidewalk maintenance   | 10%       | 82     | 45%     | 371    | 30%     | 251    | 9%      | 75     | 6%         | 53     | 100%    | 832    |
| Snow removal from residential streets  | 6%        | 53     | 32%     | 267    | 30%     | 248    | 23%     | 191    | 9%         | 75     | 100%    | 834    |
| Trash collection   | 33%       | 270    | 43%     | 360    | 13%     | 104    | 2%      | 16     | 10%        | 80     | 100%    | 830    |
| Recycling drop off   | 16%       | 133    | 34%     | 285    | 12%     | 103    | 7%      | 57     | 31%        | 257    | 100%    | 836    |
| Yard waste drop off  | 12%       | 97     | 27%     | 225    | 12%     | 104    | 6%      | 51     | 43%        | 356    | 100%    | 834    |
| Storm drainage (water runoff, rain and irrigation)   | 12%       | 98     | 43%     | 356    | 18%     | 153    | 6%      | 47     | 21%        | 177    | 100%    | 831    |
| Sewer services (used water removal)  | 14%       | 112    | 38%     | 317    | 17%     | 145    | 2%      | 18     | 29%        | 238    | 100%    | 830    |
| Drinking water   | 18%       | 147    | 44%     | 370    | 22%     | 183    | 12%     | 101    | 4%         | 33     | 100%    | 834    |
| Recreation Center and facilities   | 13%       | 106    | 37%     | 306    | 23%     | 189    | 8%      | 66     | 19%        | 161    | 100%    | 828    |
| Recreation programs and classes  | 13%       | 109    | 34%     | 287    | 21%     | 173    | 4%      | 37     | 27%        | 227    | 100%    | 834    |
| City parks and facilities  | 24%       | 204    | 53%     | 444    | 16%     | 131    | 2%      | 14     | 5%         | 42     | 100%    | 834    |
| City bicycle/walking paths and trail systems   | 28%       | 235    | 50%     | 412    | 12%     | 103    | 2%      | 13     | 8%         | 66     | 100%    | 829    |
| Preservation of natural areas such as open   | 20%       | 168    | 48%     | 401    | 16%     | 136    | 2%      | 18     | 13%        | 110    | 100%    | 832    |



| Question 12  |           |        |         |        |         |        |         |        |            |        |         |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
| Please rate the quality of each of the following services that the city provides to its residents: | Excellent |        | Good    |        | Fair    |        | Poor    |        | Don't know |        | Total   |        |
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| spaces   |           |        |         |        |         |        |         |        |            |        |         |        |
| Services for seniors   | 7%        | 60     | 22%     | 186    | 8%      | 67     | 2%      | 17     | 61%        | 505    | 100%    | 835    |
| Services for tweens and teenagers (10–18 years of age)   | 3%        | 24     | 15%     | 125    | 11%     | 91     | 3%      | 29     | 68%        | 564    | 100%    | 833    |
| Services for youth (0-9 years of age)  | 3%        | 25     | 15%     | 129    | 12%     | 103    | 3%      | 24     | 66%        | 552    | 100%    | 833    |

| Question 13  |         |        |
|--|---------|--------|
| Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)? | Percent | Number |
| No   | 62%     | 521    |
| Yes  | 38%     | 321    |
| Total  | 100%    | 843    |

| Question 14  |           |        |         |        |         |        |         |        |            |        |         |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
| What was your impression of the employee(s) of the city of Northglenn in your most recent contact? | Excellent |        | Good    |        | Fair    |        | Poor    |        | Don't know |        | Total   |        |
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Ease or ability to reach   | 32%       | 102    | 42%     | 135    | 16%     | 52     | 7%      | 21     | 3%         | 9      | 100%    | 320    |

| Question 14  |           |        |         |        |         |        |         |        |            |        |         |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
| What was your impression of the employee(s) of the city of Northglenn in your most recent contact? | Excellent |        | Good    |        | Fair    |        | Poor    |        | Don't know |        | Total   |        |
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| a city employee  |           |        |         |        |         |        |         |        |            |        |         |        |
| Knowledge of issue or concern  | 34%       | 109    | 39%     | 125    | 14%     | 46     | 9%      | 29     | 3%         | 11     | 100%    | 320    |
| Responsiveness to your request   | 38%       | 122    | 32%     | 102    | 16%     | 51     | 10%     | 33     | 4%         | 12     | 100%    | 320    |
| Treated you with respect and courtesy  | 51%       | 163    | 28%     | 89     | 12%     | 38     | 7%      | 23     | 2%         | 7      | 100%    | 320    |
| Overall impression   | 39%       | 127    | 32%     | 102    | 18%     | 59     | 8%      | 27     | 2%         | 6      | 100%    | 321    |

| Question 15                                       |         |        |
|---|---------|--------|
| Did you feel your question or issue was resolved? | Percent | Number |
| No  | 18%     | 54     |
| Yes   | 82%     | 240    |
| Total   | 100%    | 294    |

| Question 16  |           |        |                |        |                    |        |                      |        |            |        |         |        |
|--|-----------|--------|----------------|--------|--------------------|--------|----------------------|--------|------------|--------|---------|--------|
| If faced with budget limitations how important do you feel it is to maintain the current level of service for each of the following service areas? | Essential |        | Very important |        | Somewhat important |        | Not at all important |        | Don't know |        | Total   |        |
|  | Percent   | Number | Percent        | Number | Percent            | Number | Percent              | Number | Percent    | Number | Percent | Number |
| Hours of operations for city buildings   | 11%       | 89     | 27%            | 218    | 46%                | 375    | 10%                  | 82     | 7%         | 58     | 100%    | 824    |

**Question 16**

| If faced with budget limitations how important do you feel it is to maintain the current level of service for each of the following service areas? | Essential                               |        | Very important |        | Somewhat important |        | Not at all important |        | Don't know |        | Total   |        |
|--|---|--------|----------------|--------|--------------------|--------|----------------------|--------|------------|--------|---------|--------|
|  | Percent                                 | Number | Percent        | Number | Percent            | Number | Percent              | Number | Percent    | Number | Percent | Number |
|  | Recreation programs and class offerings | 12%    | 100            | 37%    | 305                | 34%    | 283                  | 9%     | 76         | 8%     | 66      | 100%   |
| Recreation facilities  | 18%                                     | 146    | 43%            | 358    | 28%                | 229    | 6%                   | 47     | 5%         | 44     | 100%    | 824    |
| Arts and cultural programs   | 10%                                     | 81     | 29%            | 236    | 38%                | 315    | 15%                  | 126    | 9%         | 71     | 100%    | 829    |
| Parks open space and trails  | 31%                                     | 256    | 43%            | 357    | 20%                | 166    | 3%                   | 23     | 4%         | 30     | 100%    | 832    |
| Services for seniors   | 19%                                     | 158    | 42%            | 352    | 21%                | 174    | 5%                   | 43     | 12%        | 101    | 100%    | 829    |
| Services for youth and teens   | 20%                                     | 161    | 46%            | 380    | 18%                | 149    | 4%                   | 37     | 12%        | 97     | 100%    | 824    |
| Street improvements/maintenance  | 27%                                     | 221    | 51%            | 420    | 19%                | 158    | 1%                   | 6      | 3%         | 21     | 100%    | 825    |
| Street sweeping and cleaning   | 17%                                     | 143    | 36%            | 299    | 39%                | 327    | 5%                   | 44     | 2%         | 19     | 100%    | 831    |
| Snow removal   | 40%                                     | 335    | 44%            | 366    | 13%                | 113    | 1%                   | 5      | 2%         | 17     | 100%    | 836    |
| Sidewalk maintenance   | 21%                                     | 170    | 44%            | 364    | 30%                | 250    | 3%                   | 25     | 2%         | 18     | 100%    | 827    |
| Street landscaping in public rights of way   | 9%                                      | 71     | 34%            | 280    | 42%                | 351    | 12%                  | 98     | 3%         | 29     | 100%    | 829    |
| Land/development planning  | 13%                                     | 106    | 37%            | 301    | 33%                | 268    | 10%                  | 79     | 8%         | 69     | 100%    | 822    |
| Code enforcement (weeds, landscaping, litter, etc.)  | 19%                                     | 161    | 33%            | 272    | 35%                | 286    | 10%                  | 81     | 3%         | 28     | 100%    | 828    |
| Maintenance of city buildings and structures   | 14%                                     | 119    | 44%            | 358    | 34%                | 281    | 4%                   | 34     | 4%         | 29     | 100%    | 821    |
| Technology/internet E-services   | 10%                                     | 83     | 26%            | 216    | 42%                | 343    | 12%                  | 102    | 10%        | 78     | 100%    | 822    |
| Citizen communications   | 17%                                     | 138    | 38%            | 312    | 34%                | 275    | 6%                   | 46     | 6%         | 48     | 100%    | 820    |
| Special events such as the   | 15%                                     | 120    | 35%            | 287    | 34%                | 280    | 13%                  | 106    | 4%         | 30     | 100%    | 824    |

**Question 16**

| If faced with budget limitations how important do you feel it is to maintain the current level of service for each of the following service areas? | Essential   |        | Very important |        | Somewhat important |        | Not at all important |        | Don't know |        | Total   |        |
|--|-------------|--------|----------------|--------|--------------------|--------|----------------------|--------|------------|--------|---------|--------|
|  | Percent     | Number | Percent        | Number | Percent            | Number | Percent              | Number | Percent    | Number | Percent | Number |
|  | 4th of July |        |                |        |                    |        |                      |        |            |        |         |        |
| Crime prevention programs  | 35%         | 290    | 41%            | 345    | 18%                | 151    | 2%                   | 18     | 3%         | 27     | 100%    | 831    |
| Volunteer programs and services  | 18%         | 148    | 40%            | 324    | 30%                | 250    | 7%                   | 54     | 5%         | 44     | 100%    | 821    |
| Trash collection or recycling services   | 52%         | 429    | 35%            | 294    | 10%                | 87     | 1%                   | 5      | 2%         | 18     | 100%    | 833    |
| Animal control services  | 24%         | 199    | 40%            | 338    | 29%                | 243    | 4%                   | 30     | 3%         | 25     | 100%    | 835    |

| Question 17  |               |        |                   |        |              |        |                   |        |               |        |            |        |         |        |
|--|---------------|--------|-------------------|--------|--------------|--------|-------------------|--------|---------------|--------|------------|--------|---------|--------|
| Please rate the speed of growth in the following categories in Northglenn over the past two years: | Much too slow |        | Somewhat too slow |        | Right amount |        | Somewhat too fast |        | Much too fast |        | Don't know |        | Total   |        |
|  | Percent       | Number | Percent           | Number | Percent      | Number | Percent           | Number | Percent       | Number | Percent    | Number | Percent | Number |
| Population growth  | 3%            | 25     | 5%                | 44     | 40%          | 336    | 13%               | 106    | 4%            | 35     | 35%        | 297    | 100%    | 843    |
| Retail growth (stores, restaurants, etc.)  | 17%           | 147    | 31%               | 260    | 31%          | 261    | 1%                | 11     | 0%            | 3      | 19%        | 162    | 100%    | 844    |
| Job/employment growth  | 26%           | 220    | 28%               | 238    | 6%           | 51     | 1%                | 5      | 0%            | 0      | 39%        | 328    | 100%    | 842    |

| Question 18  |           |        |         |        |         |        |         |        |            |        |         |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
| Please rate the following categories of Northglenn government performance: | Excellent |        | Good    |        | Fair    |        | Poor    |        | Don't know |        | Total   |        |
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| The value of services for the taxes paid to Northglenn                     | 5%        | 41     | 33%     | 279    | 32%     | 272    | 12%     | 104    | 17%        | 143    | 100%    | 839    |
| The value of water, sewer and trash services for the fees paid             | 13%       | 106    | 37%     | 315    | 30%     | 249    | 11%     | 96     | 9%         | 75     | 100%    | 840    |
| The value of building and permitting services for the fees paid            | 4%        | 30     | 18%     | 148    | 22%     | 184    | 8%      | 71     | 49%        | 407    | 100%    | 839    |
| The cost of conducting business in Northglenn (sales tax)                  | 4%        | 30     | 21%     | 173    | 31%     | 258    | 16%     | 132    | 29%        | 247    | 100%    | 840    |
| The overall direction  | 6%        | 54     | 30%     | 256    | 35%     | 294    | 11%     | 89     | 17%        | 147    | 100%    | 840    |

| Question 18  |           |        |         |        |         |        |         |        |            |        |         |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
| Please rate the following categories of Northglenn government performance: | Excellent |        | Good    |        | Fair    |        | Poor    |        | Don't know |        | Total   |        |
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| that the city of Northglenn is taking                                      |           |        |         |        |         |        |         |        |            |        |         |        |
| The overall performance of City Council                                    | 4%        | 38     | 23%     | 196    | 30%     | 250    | 10%     | 82     | 33%        | 276    | 100%    | 842    |

| Question 19   |             |        |                 |        |                   |        |               |        |            |        |         |        |
|---|-------------|--------|-----------------|--------|-------------------|--------|---------------|--------|------------|--------|---------|--------|
| 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   |        |
|   | Percent     | Number | Percent         | Number | Percent           | Number | Percent       | Number | Percent    | Number | Percent | Number |
| Recommend living in Northglenn to someone who asks                          | 30%         | 257    | 46%             | 392    | 13%               | 111    | 8%            | 68     | 2%         | 18     | 100%    | 845    |
| Remain in Northglenn for the next five years                                | 45%         | 377    | 29%             | 247    | 11%               | 90     | 10%           | 87     | 5%         | 44     | 100%    | 845    |

| Question 20  |         |        |
|--|---------|--------|
| What types of retail development would you like to be offered more of in Northglenn? (Choose all that apply) | Percent | Number |
| Hotel/motel  | 8%      | 64     |
| Coffee shops   | 27%     | 212    |
| Restaurants  | 51%     | 396    |
| Theater/entertainment  | 56%     | 437    |
| Sporting goods   | 17%     | 132    |

**Question 20**

| <b>What types of retail development would you like to be offered more of in Northglenn? (Choose all that apply)</b> | <b>Percent</b> | <b>Number</b> |
|---|----------------|---------------|
| Health club/fitness   | 27%            | 206           |
| Furniture   | 13%            | 100           |
| Electronics/appliances  | 15%            | 120           |
| Grocery chains  | 47%            | 365           |
| Clothing/shoes  | 34%            | 264           |
| Books/CD's  | 28%            | 219           |
| Other   | 9%             | 69            |
| Major department chains   | 37%            | 291           |
| Health food stores  | 27%            | 210           |
| Wholesale/retail (membership)   | 19%            | 148           |

*Total exceeds 100% as respondents could select multiple options.*

| <b>Question 21</b>  |                |               |
|---|----------------|---------------|
| <b>Would you support or oppose the licensing and inspection of residential rental properties in Northglenn?</b> | <b>Percent</b> | <b>Number</b> |
| Strongly support  | 27%            | 226           |
| Somewhat support  | 27%            | 224           |
| Somewhat oppose   | 10%            | 88            |
| Strongly oppose   | 14%            | 118           |
| Don't know  | 22%            | 185           |
| Total   | 100%           | 841           |

| <b>Question 22</b>   |                |               |
|--|----------------|---------------|
| <b>As an option, would you like to have budget billing available for water/utility services? (Budget billing charges customers the same amount each month – the monthly average of the whole year's water/utility cost.)</b> | <b>Percent</b> | <b>Number</b> |
| Yes, I am interested   | 47%            | 386           |
| No, I am not interested  | 53%            | 441           |
| Total  | 100%           | 827           |

| <b>Question D1</b>                                  |                |               |
|---|----------------|---------------|
| <b>How many years have you lived in Northglenn?</b> | <b>Percent</b> | <b>Number</b> |
| Less than 2 years                                   | 21%            | 178           |
| 2-5 years   | 22%            | 188           |
| 6-10 years  | 15%            | 127           |
| 11-20 years   | 16%            | 137           |
| More than 20 years                                  | 25%            | 216           |
| Total   | 100%           | 847           |



| <b>Question D2</b>                     |                |               |
|--|----------------|---------------|
| <b>Which best describes your home?</b> | <b>Percent</b> | <b>Number</b> |
| Single family house                    | 62%            | 525           |
| Apartment                              | 27%            | 226           |
| Other                                  | 3%             | 24            |
| Townhouse                              | 8%             | 67            |
| Condo                                  | 1%             | 8             |
| Total                                  | 100%           | 849           |

| <b>Question D3</b>                   |                |               |
|--------------------------------------|----------------|---------------|
| <b>Do you rent or own your home?</b> | <b>Percent</b> | <b>Number</b> |
| Rent                                 | 38%            | 320           |
| Own                                  | 62%            | 528           |
| Total                                | 100%           | 848           |

| <b>Question D4</b>   |                |               |
|--|----------------|---------------|
| <b>Do you have high speed Internet service at home or at work?</b> | <b>Percent</b> | <b>Number</b> |
| Home   | 45%            | 336           |
| Work   | 10%            | 74            |
| Both   | 46%            | 343           |
| Total  | 100%           | 753           |

| <b>Question D5</b>                                      |                |               |
|---|----------------|---------------|
| <b>Are you a Comcast (or Xfinity) cable subscriber?</b> | <b>Percent</b> | <b>Number</b> |
| Yes   | 56%            | 469           |
| No  | 44%            | 372           |

| <b>Question D5</b>                                      |                |               |
|---|----------------|---------------|
| <b>Are you a Comcast (or Xfinity) cable subscriber?</b> | <b>Percent</b> | <b>Number</b> |
| Total   | 100%           | 841           |

| <b>Question D6</b>       |                |               |
|--------------------------|----------------|---------------|
| <b>What is your age?</b> | <b>Percent</b> | <b>Number</b> |
| 18 to 24                 | 4%             | 35            |
| 25 to 34                 | 28%            | 240           |
| 35 to 44                 | 16%            | 131           |
| 45 to 54                 | 21%            | 174           |
| 55 to 64                 | 12%            | 103           |
| 65-74                    | 11%            | 91            |
| 75-84                    | 7%             | 61            |
| 85+                      | 1%             | 8             |
| Total                    | 100%           | 843           |

| <b>Question D7</b>          |                |               |
|-----------------------------|----------------|---------------|
| <b>What is your gender?</b> | <b>Percent</b> | <b>Number</b> |
| Female                      | 52%            | 422           |
| Male                        | 48%            | 389           |
| Total                       | 100%           | 811           |

| <b>Question D8</b>  |                |               |
|---|----------------|---------------|
| <b>About how much was your household's gross income last year? (Please include in your total income money from all sources for all persons living in your household.)</b> | <b>Percent</b> | <b>Number</b> |
| Less than \$25,000  | 17%            | 131           |

**Question D8**

| <b>About how much was your household's gross income last year? (Please include in your total income money from all sources for all persons living in your household.)</b> | <b>Percent</b> | <b>Number</b> |
|---|----------------|---------------|
| \$25,000-\$49,999   | 34%            | 267           |
| \$50,000-\$99,999   | 40%            | 312           |
| \$100,000-\$149,999   | 8%             | 59            |
| \$150,000-\$199,999   | 1%             | 11            |
| \$200,000 or more   | 0%             | 2             |
| Total   | 100%           | 783           |

**Question D9**

| <b>Are you Spanish, Hispanic or Latino?</b> | <b>Percent</b> | <b>Number</b> |
|---|----------------|---------------|
| Yes   | 19%            | 153           |
| No  | 81%            | 671           |
| Total                                       | 100%           | 825           |

**Question D10**

| <b>What is your race? (Mark one or more races to indicate what race you consider yourself to be.)</b> | <b>Percent</b> | <b>Number</b> |
|---|----------------|---------------|
| American Indian or Alaskan Native   | 2%             | 19            |
| Asian or Pacific Islander   | 9%             | 70            |
| Black/African American  | 0%             | 3             |
| White/Caucasian   | 82%            | 659           |
| Other   | 11%            | 86            |

Total exceeds 100% as respondents could select multiple options.

**Question D11**

| <b>Are you registered to vote in Northglenn?</b> | <b>Percent</b> | <b>Number</b> |
|--|----------------|---------------|
| Yes  | 74%            | 625           |
| No   | 17%            | 144           |
| Not eligible to vote                             | 1%             | 8             |
| Don't know                                       | 8%             | 68            |
| Total  | 100%           | 845           |

## Appendix C: Comparison of Results by Ward

Following are comparisons of survey questions by Ward of residence. ANOVA and chi-square tests of significance were applied to these comparisons. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Where the p-value was .05 or less for a given comparison, the difference was considered statistically significant and is marked in grey.

**Quality of Life in Northglenn Compared by Ward**

| <b>Please rate the following aspects of life in Northglenn.</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|---|---------------|---------------|---------------|---------------|----------------|
| Northglenn as a place to live                                   | 82%           | 73%           | 72%           | 82%           | 77%            |
| Your neighborhood as a place to live                            | 79%           | 67%           | 75%           | 82%           | 76%            |
| Northglenn as a place to raise children                         | 71%           | 61%           | 61%           | 77%           | 68%            |
| Northglenn as a place to work                                   | 37%           | 28%           | 36%           | 47%           | 38%            |
| Northglenn as a place to shop                                   | 41%           | 50%           | 38%           | 51%           | 45%            |
| Northglenn as a place to retire                                 | 53%           | 44%           | 50%           | 62%           | 53%            |
| Your overall quality of life in Northglenn                      | 77%           | 65%           | 64%           | 77%           | 71%            |

Percent "excellent" or "good."

**Characteristics of Northglenn Compared by Ward**

| <b>Please rate each of the following characteristics as they relate to Northglenn as a whole:</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|---|---------------|---------------|---------------|---------------|----------------|
| Sense of community  | 59%           | 50%           | 55%           | 52%           | 55%            |
| Openness and acceptance of the community toward people of diverse backgrounds                     | 72%           | 66%           | 65%           | 61%           | 66%            |
| Overall appearance of Northglenn's neighborhoods  | 51%           | 49%           | 52%           | 61%           | 53%            |
| Overall appearance of Northglenn's shopping areas   | 60%           | 57%           | 60%           | 65%           | 60%            |
| Overall appearance of Northglenn's parks, trails and rights of ways                               | 78%           | 81%           | 84%           | 89%           | 83%            |
| Overall quality of business and service establishments in Northglenn                              | 55%           | 64%           | 55%           | 60%           | 58%            |
| Shopping opportunities  | 45%           | 48%           | 41%           | 46%           | 45%            |
| Recreational opportunities  | 51%           | 59%           | 51%           | 48%           | 52%            |
| Employment opportunities  | 17%           | 15%           | 10%           | 17%           | 15%            |
| Opportunities to participate in community events and activities                                   | 61%           | 68%           | 60%           | 64%           | 63%            |
| Opportunities to offer feedback on community issues   | 51%           | 56%           | 52%           | 55%           | 53%            |
| Ease of car travel in Northglenn  | 68%           | 49%           | 60%           | 66%           | 61%            |
| Availability of paths and walking trails  | 78%           | 76%           | 72%           | 83%           | 78%            |
| Traffic flow on major streets and arterials   | 54%           | 40%           | 46%           | 60%           | 51%            |
| Access to affordable quality housing  | 51%           | 46%           | 39%           | 59%           | 49%            |
| Access to quality child care  | 48%           | 39%           | 39%           | 40%           | 42%            |

**Characteristics of Northglenn Compared by Ward**

| <b>Please rate each of the following characteristics as they relate to Northglenn as a whole:</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|---|---------------|---------------|---------------|---------------|----------------|
| Access to preventative health care and services   | 57%           | 41%           | 42%           | 56%           | 50%            |
| Overall image/perception of Northglenn  | 61%           | 58%           | 49%           | 60%           | 57%            |
| Accessibility of city facilities  | 73%           | 64%           | 63%           | 72%           | 68%            |

*Percent "excellent" or "good."*

### Potential Problems in Northglenn Compared by Ward

| To what degree do you feel each of the following is a problem in Northglenn? | Ward 1 | Ward 2 | Ward 3 | Ward 4 | Overall |
|--|--------|--------|--------|--------|---------|
| Violent crime (e.g., sexual assault, robbery)                                | 29%    | 40%    | 25%    | 28%    | 30%     |
| Property crimes (e.g., burglary, theft)                                      | 46%    | 58%    | 49%    | 46%    | 49%     |
| Drugs  | 48%    | 59%    | 50%    | 47%    | 51%     |
| Graffiti   | 49%    | 45%    | 41%    | 34%    | 42%     |
| Noise  | 40%    | 37%    | 38%    | 40%    | 39%     |
| Vandalism  | 42%    | 41%    | 38%    | 41%    | 40%     |
| Run down homes   | 47%    | 40%    | 47%    | 38%    | 43%     |
| Junk vehicles  | 35%    | 28%    | 35%    | 29%    | 32%     |
| Trash and litter   | 25%    | 24%    | 34%    | 22%    | 26%     |
| Weeds and unmaintained landscaping   | 43%    | 35%    | 38%    | 33%    | 37%     |
| Traffic and congestion   | 34%    | 50%    | 44%    | 37%    | 41%     |
| Abandoned properties   | 34%    | 31%    | 39%    | 37%    | 36%     |
| Vacant buildings   | 38%    | 34%    | 43%    | 44%    | 40%     |
| Multiple families in single family dwellings                                 | 47%    | 49%    | 53%    | 38%    | 47%     |

Percent "major" or "moderate" problem.

### Safety in Northglenn Compared by Ward

| Please rate how safe or unsafe you feel [from the following in Northglenn]: | Ward 1 | Ward 2 | Ward 3 | Ward 4 | Overall |
|---|--------|--------|--------|--------|---------|
| Violent crime (e.g., sexual assault, robbery)                               | 73%    | 71%    | 62%    | 73%    | 69%     |
| Property crimes (e.g., burglary, theft)                                     | 58%    | 59%    | 52%    | 63%    | 58%     |
| Environmental hazards, including toxic waste                                | 80%    | 72%    | 78%    | 77%    | 77%     |
| In your neighborhood during the day   | 91%    | 90%    | 92%    | 92%    | 91%     |
| In your neighborhood after dark   | 77%    | 74%    | 67%    | 74%    | 73%     |
| In the community during the day   | 87%    | 89%    | 89%    | 91%    | 89%     |
| In the community after dark   | 64%    | 67%    | 59%    | 72%    | 65%     |

Percent "very" or "somewhat" safe.

### Contact with Police Department in Previous 12 Months Compared by Ward

| Have you had any in-person contact with a city of Northglenn Police Department employee within the last 12 months? | Ward 1 | Ward 2 | Ward 3 | Ward 4 | Overall |
|--|--------|--------|--------|--------|---------|
| Have you had any in-person contact with a city of Northglenn Police Department employee within the last 12 months? | 39%    | 44%    | 35%    | 43%    | 40%     |

Percent "yes"

### Impression of Police Department Contact Compared by Ward

| What was your overall impression of your most recent contact with the city of Northglenn Police Department? | Ward 1 | Ward 2 | Ward 3 | Ward 4 | Overall |
|---|--------|--------|--------|--------|---------|
| What was your overall impression of your most recent contact with the city of Northglenn Police Department? | 78%    | 83%    | 58%    | 77%    | 74%     |

Percent "excellent" or "good."

Asked only of residents who had in-person contact with the Northglenn Police Department in the 12 months prior to the survey.

### Crime Victimization and Reporting Compared by Ward

| Have you had any in-person contact with a city of Northglenn Police Department employee within the last 12 months? | Ward 1 | Ward 2 | Ward 3 | Ward 4 | Overall |
|--|--------|--------|--------|--------|---------|
| During the past 12 months, were you or anyone in your household the victim of any crime in Northglenn?             | 12%    | 16%    | 13%    | 12%    | 13%     |
| If yes, was this crime (these crimes) reported to the police?  | 82%    | 79%    | 81%    | 91%    | 83%     |

Percent "yes"

Reporting asked only of residents who had been crime victims.

### Participation in Activities in Northglenn Compared by Ward

| In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Northglenn? | Ward 1 | Ward 2 | Ward 3 | Ward 4 | Overall |
|---|--------|--------|--------|--------|---------|
| Participated in a Senior Center activity  | 8%     | 16%    | 9%     | 17%    | 12%     |
| Participated in a recreational program (other than Senior Center)   | 35%    | 28%    | 24%    | 31%    | 30%     |
| Used the trail and bicycle path system  | 78%    | 73%    | 79%    | 78%    | 77%     |
| Visited a neighborhood or city park   | 87%    | 92%    | 91%    | 88%    | 89%     |
| Attended a city-sponsored event (4th of July, Noel Northglenn, etc.)  | 57%    | 51%    | 62%    | 49%    | 55%     |
| Volunteered time with the city of Northglenn  | 11%    | 11%    | 9%     | 12%    | 11%     |

Percent at least one time in 12 months prior to the survey.

### Likelihood of Using Information Sources Compared by Ward

| How likely are you to use the following sources to gain information about Northglenn? | Ward 1 | Ward 2 | Ward 3 | Ward 4 | Overall |
|---|--------|--------|--------|--------|---------|
| Attend or participate in a public meeting about city issues                           | 27%    | 41%    | 33%    | 43%    | 35%     |
| Attend a Northglenn City Council meeting  | 17%    | 27%    | 21%    | 33%    | 24%     |
| Attend a neighborhood Ward meeting  | 20%    | 31%    | 24%    | 38%    | 28%     |
| Read the city's monthly newsletter, The Northglenn Connection                         | 91%    | 82%    | 83%    | 88%    | 86%     |
| Watch Cable TV Channel 8 (government access channel)                                  | 38%    | 33%    | 34%    | 38%    | 36%     |
| Visit the city of Northglenn Web site (at www.northglenn.org)                         | 60%    | 62%    | 58%    | 63%    | 61%     |



**Likelihood of Using Information Sources Compared by Ward**

| <b>How likely are you to use the following sources to gain information about Northglenn?</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|--|---------------|---------------|---------------|---------------|----------------|
| Subscribe to a city E-newsletter   | 31%           | 29%           | 29%           | 35%           | 31%            |
| Read the city's recreation brochure  | 67%           | 78%           | 75%           | 67%           | 71%            |
| Read the Northglenn-Thornton Sentinel  | 60%           | 58%           | 54%           | 60%           | 58%            |
| Read YourHub/Denver Post (Web site or publication)   | 45%           | 46%           | 45%           | 52%           | 47%            |

*Percent "very" or "somewhat" likely.*

**Quality of Northglenn Services Compared by Ward**

| <b>Please rate the quality of each of the following services that the city provides to its residents:</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|---|---------------|---------------|---------------|---------------|----------------|
| Police patrol of neighborhoods  | 58%           | 61%           | 60%           | 69%           | 62%            |
| Police patrol of main arterials (streets)   | 78%           | 73%           | 74%           | 84%           | 78%            |
| Speed and traffic enforcement in neighborhoods  | 61%           | 63%           | 61%           | 65%           | 62%            |
| Speed and traffic enforcement on main arterials (streets)   | 72%           | 70%           | 71%           | 82%           | 74%            |
| Municipal courts  | 69%           | 63%           | 52%           | 76%           | 66%            |
| Crime prevention programs   | 52%           | 43%           | 54%           | 60%           | 53%            |
| Animal control  | 62%           | 53%           | 47%           | 68%           | 58%            |
| Building permits  | 56%           | 47%           | 50%           | 64%           | 55%            |
| Building inspections  | 64%           | 38%           | 54%           | 67%           | 58%            |
| Code enforcement (weeds, landscaping, litter, etc.)   | 44%           | 41%           | 37%           | 48%           | 43%            |
| Land use, planning and zoning   | 52%           | 37%           | 44%           | 45%           | 45%            |
| Economic development and shopping options   | 36%           | 28%           | 35%           | 39%           | 35%            |
| Timing of traffic signals and lights  | 49%           | 45%           | 47%           | 56%           | 49%            |
| Street repair and maintenance   | 51%           | 42%           | 46%           | 58%           | 50%            |
| Street sweeping and cleaning  | 58%           | 51%           | 53%           | 57%           | 55%            |
| Street landscaping (in center islands and public rights of way)   | 58%           | 54%           | 67%           | 72%           | 63%            |
| Sidewalk maintenance  | 54%           | 51%           | 56%           | 70%           | 58%            |
| Snow removal from residential streets   | 41%           | 47%           | 37%           | 45%           | 42%            |
| Trash collection  | 88%           | 82%           | 80%           | 85%           | 84%            |
| Recycling drop off  | 72%           | 59%           | 75%           | 78%           | 72%            |
| Yard waste drop off   | 75%           | 63%           | 67%           | 62%           | 67%            |
| Storm drainage (water runoff, rain and irrigation)  | 68%           | 61%           | 67%           | 78%           | 69%            |
| Sewer services (used water removal)   | 75%           | 69%           | 66%           | 79%           | 72%            |

*Percent "excellent" or "good."*

**Quality of Northglenn Services Compared by Ward**

| <b>Please rate the quality of each of the following services that the city provides to its residents:</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|---|---------------|---------------|---------------|---------------|----------------|
| Drinking water  | 58%           | 68%           | 63%           | 71%           | 65%            |
| Recreation Center and facilities  | 58%           | 63%           | 66%           | 59%           | 62%            |
| Recreation programs and classes   | 66%           | 69%           | 64%           | 63%           | 65%            |

**Quality of Northglenn Services Compared by Ward**

| <b>Please rate the quality of each of the following services that the city provides to its residents:</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|---|---------------|---------------|---------------|---------------|----------------|
| City parks and facilities   | 81%           | 81%           | 80%           | 84%           | 82%            |
| City bicycle/walking paths and trail systems  | 85%           | 83%           | 84%           | 86%           | 85%            |
| Preservation of natural areas such as open spaces   | 80%           | 67%           | 80%           | 84%           | 79%            |
| Services for seniors  | 72%           | 75%           | 77%           | 75%           | 75%            |
| Services for tweens and teenagers (10–18 years of age)  | 54%           | 62%           | 53%           | 53%           | 55%            |
| Services for youth (0-9 years of age)   | 59%           | 58%           | 52%           | 51%           | 55%            |

*Percent "excellent" or "good."*

**Contact with Non-Police Employee in Previous 12 Months Compared by Ward**

| <b>Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)?</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|---|---------------|---------------|---------------|---------------|----------------|
| Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)?        | 35%           | 32%           | 31%           | 48%           | 36%            |

Percent "yes."

**Ratings of Northglenn Employees Compared by Ward**

| <b>What was your impression of the employee(s) of the city of Northglenn in your most recent contact?</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|---|---------------|---------------|---------------|---------------|----------------|
| Ease or ability to reach a city employee  | 76%           | 83%           | 69%           | 78%           | 76%            |
| Knowledge of issue or concern   | 73%           | 78%           | 70%           | 80%           | 76%            |
| Responsiveness to your request  | 72%           | 74%           | 69%           | 76%           | 73%            |
| Treated you with respect and courtesy   | 79%           | 88%           | 69%           | 85%           | 80%            |
| Overall impression  | 75%           | 76%           | 63%           | 75%           | 72%            |

Percent "excellent" or "good."

Asked only of residents who had contact with a Northglenn employee (non-police) in the 12 months prior to the survey.

**Contact with Non-Police Employee in Previous 12 Months Compared by Ward**

| <b>Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)?</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|---|---------------|---------------|---------------|---------------|----------------|
| Did you feel your question or issue was resolved?   | 84%           | 80%           | 79%           | 81%           | 81%            |

Percent "yes."

Asked only of residents who had contact with a Northglenn employee (non-police) in the 12 months prior to the survey.

| <b>Importance of Maintaining Current Service Level Compared by Ward</b>   |               |               |               |               |                |
|---|---------------|---------------|---------------|---------------|----------------|
| <b>If faced with budget limitations how important do you feel it is to maintain the current level of service for each of the following service areas?</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
| Hours of operations for city buildings  | 11%           | 13%           | 12%           | 11%           | 12%            |
| Recreation programs and class offerings   | 14%           | 9%            | 19%           | 8%            | 13%            |
| Recreation facilities   | 21%           | 14%           | 22%           | 18%           | 19%            |
| Arts and cultural programs  | 12%           | 9%            | 15%           | 5%            | 11%            |
| Parks open space and trails   | 31%           | 33%           | 34%           | 30%           | 32%            |
| Services for seniors  | 19%           | 21%           | 21%           | 26%           | 22%            |
| Services for youth and teens  | 25%           | 20%           | 23%           | 20%           | 22%            |
| Street improvements/maintenance   | 28%           | 26%           | 25%           | 31%           | 27%            |
| Street sweeping and cleaning  | 16%           | 18%           | 16%           | 22%           | 18%            |
| Snow removal  | 36%           | 37%           | 41%           | 49%           | 41%            |
| Sidewalk maintenance  | 21%           | 17%           | 23%           | 23%           | 21%            |
| Street landscaping in public rights of way  | 10%           | 7%            | 7%            | 12%           | 9%             |
| Land/development planning   | 15%           | 12%           | 15%           | 14%           | 14%            |
| Code enforcement (weeds, landscaping, litter, etc.)   | 20%           | 17%           | 19%           | 24%           | 20%            |
| Maintenance of city buildings and structures  | 14%           | 16%           | 15%           | 17%           | 15%            |
| Technology/internet E-services  | 11%           | 10%           | 13%           | 10%           | 11%            |
| Citizen communications  | 18%           | 14%           | 21%           | 18%           | 18%            |
| Special events such as the 4th of July  | 14%           | 17%           | 20%           | 11%           | 15%            |
| Crime prevention programs   | 40%           | 38%           | 34%           | 31%           | 36%            |
| Volunteer programs and services   | 19%           | 29%           | 14%           | 16%           | 19%            |
| Trash collection or recycling services  | 58%           | 48%           | 50%           | 52%           | 52%            |
| Animal control services   | 27%           | 29%           | 21%           | 21%           | 25%            |

Percent "essential."

| <b>Perceptions of Growth in Northglenn Compared by Ward</b>   |               |               |               |               |                |      |
|---|---------------|---------------|---------------|---------------|----------------|------|
| <b>Please rate the speed of growth in the following categories in Northglenn over the past two years:</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |      |
| Population growth   | Too slow      | 12%           | 12%           | 12%           | 14%            | 13%  |
|   | Right amount  | 65%           | 53%           | 57%           | 69%            | 61%  |
|   | Too fast      | 24%           | 35%           | 31%           | 17%            | 26%  |
|   | Total         | 100%          | 100%          | 100%          | 100%           | 100% |
| Retail growth (stores, restaurants, etc.)   | Too slow      | 60%           | 53%           | 52%           | 71%            | 60%  |
|   | Right amount  | 38%           | 44%           | 47%           | 26%            | 38%  |
|   | Too fast      | 2%            | 3%            | 1%            | 3%             | 2%   |
|   | Total         | 100%          | 100%          | 100%          | 100%           | 100% |
| Job/employment growth   | Too slow      | 85%           | 87%           | 94%           | 91%            | 89%  |

**Perceptions of Growth in Northglenn Compared by Ward**

| <b>Please rate the speed of growth in the following categories in Northglenn over the past two years:</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|---|---------------|---------------|---------------|---------------|----------------|
| Right amount  | 13%           | 13%           | 5%            | 9%            | 10%            |
| Too fast  | 2%            | 0%            | 1%            | 0%            | 1%             |
| Total   | 100%          | 100%          | 100%          | 100%          | 100%           |

**Northglenn Government Performance Compared by Ward**

| <b>Please rate the following categories of Northglenn government performance:</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|---|---------------|---------------|---------------|---------------|----------------|
| The value of services for the taxes paid to Northglenn                            | 48%           | 38%           | 46%           | 51%           | 46%            |
| The value of water, sewer and trash services for the fees paid                    | 61%           | 37%           | 56%           | 60%           | 55%            |
| The value of building and permitting services for the fees paid                   | 40%           | 32%           | 45%           | 46%           | 41%            |
| The cost of conducting business in Northglenn (sales tax)                         | 36%           | 28%           | 33%           | 38%           | 34%            |
| The overall direction that the city of Northglenn is taking                       | 47%           | 38%           | 41%           | 50%           | 45%            |
| The overall performance of City Council   | 43%           | 38%           | 42%           | 41%           | 41%            |

Percent "excellent" or "good."

**Likelihood of Recommending and Staying in Northglenn Compared by Ward**

| <b>Please indicate how likely or unlikely you are to do each of the following:</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|--|---------------|---------------|---------------|---------------|----------------|
| Recommend living in Northglenn to someone who asks                                 | 77%           | 77%           | 76%           | 84%           | 78%            |
| Remain in Northglenn for the next five years                                       | 78%           | 78%           | 68%           | 87%           | 78%            |

Percent "very" or "somewhat" likely.

**Desired Retail Development in Northglenn Compared by Ward**

| <b>What types of retail development would you like to be offered more of in Northglenn? (Choose all that apply)</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|---|---------------|---------------|---------------|---------------|----------------|
| Hotel/motel   | 6%            | 12%           | 7%            | 9%            | 8%             |
| Coffee shops  | 32%           | 29%           | 19%           | 29%           | 27%            |
| Restaurants   | 60%           | 46%           | 43%           | 52%           | 51%            |
| Theater/entertainment   | 60%           | 59%           | 58%           | 48%           | 56%            |
| Sporting goods  | 19%           | 18%           | 18%           | 14%           | 17%            |
| Health club/fitness   | 27%           | 24%           | 28%           | 27%           | 27%            |
| Furniture   | 10%           | 24%           | 8%            | 13%           | 13%            |
| Electronics/appliances  | 12%           | 18%           | 14%           | 19%           | 15%            |
| Grocery chains  | 41%           | 39%           | 48%           | 60%           | 47%            |
| Clothing/shoes  | 40%           | 34%           | 31%           | 31%           | 34%            |
| Books/CD's  | 27%           | 27%           | 27%           | 32%           | 28%            |
| Other   | 11%           | 9%            | 10%           | 5%            | 9%             |

**Desired Retail Development in Northglenn Compared by Ward**

| <b>What types of retail development would you like to be offered more of in Northglenn? (Choose all that apply)</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
|---|---------------|---------------|---------------|---------------|----------------|
| Major department chains   | 36%           | 36%           | 42%           | 37%           | 38%            |
| Health food stores  | 33%           | 23%           | 23%           | 26%           | 27%            |
| Wholesale/retail (membership)   | 21%           | 23%           | 16%           | 17%           | 19%            |

*Total exceeds 100% as respondents could select multiple options.  
Statistical significance not tested due to multiple response question.*

| <b>Preference for Licensing and Inspection of Residential Rental Properties in Northglenn Compared by Ward</b>  |               |               |               |               |                |
|---|---------------|---------------|---------------|---------------|----------------|
| <b>Would you support or oppose the licensing and inspection of residential rental properties in Northglenn?</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
| Would you support or oppose the licensing and inspection of residential rental properties in Northglenn?        | 72%           | 75%           | 69%           | 61%           | 69%            |

*Percent "strongly" or "somewhat" support.*

| <b>Preference for Budget Billing for Water/Utility Services Compared by Ward</b>   |               |               |               |               |                |
|--|---------------|---------------|---------------|---------------|----------------|
| <b>As an option, would you like to have budget billing available for water/utility services? (Budget billing charges customers the same amount each month – the monthly average of the whole year's water/utility cost.)</b> | <b>Ward 1</b> | <b>Ward 2</b> | <b>Ward 3</b> | <b>Ward 4</b> | <b>Overall</b> |
| As an option, would you like to have budget billing available for water/utility services? (Budget billing charges customers the same amount each month – the monthly average the whole year's water/utility cost.)           | 51%           | 60%           | 49%           | 56%           | 53%            |

*Percent "yes/interested."*

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# Appendix D: Survey Methodology

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## ***Developing the Questionnaire***

NRC and the city of Northglenn staff determined which questions to carry over from the previous Citizen Satisfaction Survey conducted in 2006. Some were repeated intact, while others were revised. The remainder of the survey was made up of well-used and tested questions from NRC's surveying experience as well as key current topics impacting the city. The questionnaire was developed in concert between NRC and Northglenn using an iterative process until arriving at the final five-page survey.

## ***Selecting Survey Recipients***

"Sampling" refers to the method by which survey recipients are chosen. The "sample" refers to all those who were given a chance to participate in the survey. All households located in the city of Northglenn were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the sample of households.

A larger list than needed was sampled, so that a process referred to as "geocoding" could be used to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside these boundaries. All addresses determined to be outside the study boundaries were eliminated from the sample. A random selection was made of the remaining addresses to create a final list of 750 addresses in each of the four wards of the city.

Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

An individual within each household was randomly selected to complete the survey 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 instructions accompanying the questionnaire.

## ***Survey Administration and Response Rates***

Each selected household was contacted three times. First, a prenotification announcement, informing the household members that they had been selected to participate in the survey was sent. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by Mayor Downing enlisting participation. The packet also contained a postage paid return envelope in which the survey recipients could return the



completed questionnaire. A reminder letter and survey, scheduled to arrive one to two weeks after the first survey was the final contact. 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. A unique code was ink-jetted on each survey to identify the ward in which the address was located.

The mailings were sent on August 16, August 23 and August 30, 2011. Completed surveys were collected through the end of September. About 3% surveys were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. The response rate was 29%.

### ***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. The margin of error around results for the entire sample is plus or minus three percentage points around any given percentage.

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 give an "excellent" or "good" evaluation of animal control, then a 4% margin of error (for the 95% confidence interval) indicates that the range of likely positive evaluations for the entire community is between 71% and 79%. This source of error is called sampling error. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (potentially introducing non-response error) and some eligible households may be unintentionally excluded from the sample (referred to as coverage error).

The margin of error increases to plus or minus 7.5 percentage points for comparisons by Ward. Ward 1 had 235 completed surveys, 175 in Ward 2, 194 in Ward 3 and 245 in Ward 4 (7 responses came from an unknown area).

### ***Survey Processing and Data Entry***

Mailed surveys were returned via postage-paid business reply envelopes. Completed surveys received were reviewed and "cleaned" as necessary. For example, for a question that asked a respondent to pick one response and the respondent checked two, the cleaning process involved randomly selecting one of the two selected responses to be recorded in the dataset.

Surveys were entered into an electronic dataset. This dataset was subject to a data entry protocol of "key and verify," in which survey data were entered twice into an electronic dataset

and then compared. Discrepancies were evaluated against the original survey form and corrected. "Range checks" (examination of the data for invalid values) as well as other forms of quality control also were performed.

## Survey Analysis

Completed questionnaires were checked for accuracy by NRC staff. The data were then entered, and the results analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). Percentages of responses in select categories are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Responses to Survey Questions* and comparisons by ward are included in *Appendix C: Comparison of Results by Ward*. Statistically significant differences between the wards are noted in tables with grey shading and charts with asterisks.

## Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the Census and American Community Survey (ACS) estimates for adults in the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in each geographic area. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent age, gender, housing unit type (attached versus detached), tenure (rent versus own), race and ethnicity. This decision was based on the disparity between the survey respondent characteristics and the population norms for these variables and the saliency of these variables in differences of opinion among subgroups

|                            | Population norm <sup>1</sup> | Unweighted | Weighted |
|----------------------------|------------------------------|------------|----------|
| Rent                       | 41%                          | 19%        | 38%      |
| Own                        | 59%                          | 81%        | 62%      |
| Attached*                  | 41%                          | 23%        | 38%      |
| Detached*                  | 59%                          | 77%        | 62%      |
| White                      | 80%                          | 87%        | 78%      |
| not White                  | 20%                          | 13%        | 22%      |
| Hispanic                   | 26%                          | 13%        | 19%      |
| not Hispanic               | 74%                          | 87%        | 81%      |
| White alone, not Hispanic  | 66%                          | 79%        | 68%      |
| Hispanic and/or other race | 34%                          | 21%        | 32%      |
| Female                     | 51%                          | 60%        | 52%      |
| Male                       | 49%                          | 40%        | 48%      |
| Age 18-34                  | 37%                          | 14%        | 33%      |
| Age 35-54                  | 36%                          | 34%        | 36%      |

<sup>1</sup> Source: 2010 Census, except \*ACS 2005-2009

|                    | <b>Population norm<sup>1</sup></b> | <b>Unweighted</b> | <b>Weighted</b> |
|--------------------|------------------------------------|-------------------|-----------------|
| Age 55 and over    | 28%                                | 52%               | 31%             |
| Female 18-34       | 18%                                | 9%                | 18%             |
| Female 35-54       | 18%                                | 21%               | 18%             |
| Female 55 and over | 15%                                | 29%               | 16%             |
| Male 18-34         | 19%                                | 5%                | 16%             |
| Male 35-54         | 18%                                | 13%               | 19%             |
| Male 55 and over   | 12%                                | 22%               | 14%             |
| Ward 1             |                                    | 28%               | 29%             |
| Ward 2             |                                    | 20%               | 20%             |
| Ward 3             |                                    | 23%               | 26%             |
| Ward 4             |                                    | 29%               | 25%             |
| Ward unknown       |                                    | 1%                | 1%              |

# Appendix E: Survey Instrument

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The following pages contain the survey instrument.