



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

## Boulder, CO

Comparisons by Survey Type

DRAFT  
2016



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



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

# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities.

As part of its participation in The National Citizen Survey™, the City of Boulder conducted a mailed and web survey (with mailed invitations) of 6,000 residents. Surveys and invitations were mailed to randomly selected households in September 2016 and data were collected through October 25, 2016. There were 1,426 completed surveys from the scientific sample. After the official data collection period was over, the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey from October 25-November 11 and 619 surveys were received. This report compares the survey responses of the scientific sample and the opt-in sample.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as "excellent" or "good," or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between geographic areas are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Where differences were statistically significant, they have been shaded grey.

## The National Citizen Survey™

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Survey Type	
	Scientific Sample	Opt-In Results
The overall quality of life in Boulder	92%	86%
Overall image or reputation of Boulder	86%	75%
Boulder as a place to live	94%	88%
Your neighborhood as a place to live	90%	90%
Boulder as a place to raise children	85%	85%
Boulder as a place to retire	67%	59%
Overall appearance of Boulder	91%	83%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Survey Type	
	Scientific Sample	Opt-In Results
Overall feeling of safety in Boulder	91%	86%
In your neighborhood during the day	97%	95%
In Boulder's downtown/commercial area during the day	91%	82%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Survey Type	
	Scientific Sample	Opt-In Results
Overall ease of getting to the places you usually have to visit	72%	47%
Traffic flow on major streets	30%	23%
Ease of public parking	29%	26%
Ease of travel by car in Boulder	43%	29%
Ease of travel by public transportation in Boulder	69%	42%
Ease of travel by bicycle in Boulder	89%	74%
Ease of walking in Boulder	89%	80%
Availability of paths and walking trails	95%	91%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Survey Type	
	Scientific Sample	Opt-In Results
Quality of overall natural environment in Boulder	95%	90%
Air quality	87%	82%
Cleanliness of Boulder	89%	81%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Survey Type	
	Scientific Sample	Opt-In Results
Overall "built environment" of Boulder (including overall design, buildings, parks and transportation systems)	74%	55%
Public places where people want to spend time	85%	71%
Variety of housing options	20%	29%
Availability of affordable quality housing	10%	17%
Overall quality of new development in Boulder	53%	34%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Survey Type	
	Scientific Sample	Opt-In Results
Overall economic health of Boulder	83%	84%
Boulder as a place to work	81%	80%
Boulder as a place to visit	94%	94%
Employment opportunities	60%	66%
Shopping opportunities	85%	78%
Cost of living in Boulder	10%	17%
Overall quality of business and service establishments in Boulder	85%	79%
Vibrant downtown/commercial area	88%	81%

## The National Citizen Survey™

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Survey Type	
	Scientific Sample	Opt-In Results
Health and wellness opportunities in Boulder	94%	91%
Fitness opportunities (including exercise classes and paths or trails, etc.)	96%	93%
Recreational opportunities	97%	95%
Availability of affordable quality food	73%	67%
Availability of affordable quality health care	67%	65%
Availability of preventive health services	76%	79%
Availability of affordable quality mental health care	56%	56%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Survey Type	
	Scientific Sample	Opt-In Results
Overall opportunities for education and enrichment	94%	92%
Availability of affordable quality child care/preschool	50%	40%
K-12 education	89%	86%
Adult educational opportunities	87%	86%
Opportunities to attend cultural/arts/music activities	86%	85%
Opportunities to participate in religious or spiritual events and activities	90%	90%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Survey Type	
	Scientific Sample	Opt-In Results
Opportunities to participate in social events and activities	86%	82%
Opportunities to volunteer	90%	93%
Opportunities to participate in community matters	76%	69%
Openness and acceptance of the community toward people of diverse backgrounds	59%	55%
Neighborliness of residents in Boulder	64%	64%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Survey Type	
	Scientific Sample	Opt-In Results
The City of Boulder	84%	66%
The value of services for the taxes paid to Boulder	64%	49%
The overall direction that Boulder is taking	46%	23%
The job Boulder government does at welcoming citizen involvement	55%	37%
Overall confidence in Boulder government	48%	28%
Generally acting in the best interest of the community	50%	27%
Being honest	56%	34%
Treating all residents fairly	47%	26%
Overall customer service by Boulder employees (police, receptionists, planners, etc.)	83%	70%
The Federal Government	48%	51%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Survey Type	
	Scientific Sample	Opt-In Results
Police/Sheriff services	83%	80%
Fire services	97%	97%
Ambulance or emergency medical services	91%	94%
Crime prevention	75%	69%
Fire prevention and education	87%	90%
Animal control	74%	68%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	80%	76%

The National Citizen Survey™

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Survey Type	
	Scientific Sample	Opt-In Results
Traffic enforcement	58%	49%
Street repair	47%	32%
Street cleaning	67%	45%
Street lighting	70%	63%
Snow removal	54%	39%
Sidewalk maintenance	62%	48%
Traffic signal timing	52%	41%
Bus or transit services	82%	64%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Survey Type	
	Scientific Sample	Opt-In Results
Garbage collection	91%	91%
Recycling	92%	92%
Yard waste pick-up	81%	78%
Drinking water	87%	86%
Preservation of natural areas such as open space, farmlands and greenbelts	88%	79%
Boulder open space	94%	88%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Survey Type	
	Scientific Sample	Opt-In Results
Storm drainage	76%	67%
Sewer services	88%	84%
Power (electric and/or gas) utility	83%	82%
Water utility billing	82%	78%
Land use, planning and zoning	52%	29%
Code enforcement (weeds, abandoned buildings, etc.)	56%	35%
Cable television	52%	52%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Survey Type	
	Scientific Sample	Opt-In Results
Economic development	65%	56%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Survey Type	
	Scientific Sample	Opt-In Results
City parks	95%	89%
Recreation programs or classes	92%	91%
Recreation centers or facilities	92%	89%
Health services	83%	82%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Survey Type	
	Scientific Sample	Opt-In Results
Public library services	94%	92%
City-sponsored special events	82%	75%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Survey Type	
	Scientific Sample	Opt-In Results
Public information services	79%	71%

## The National Citizen Survey™

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Survey Type	
	Scientific Sample	Opt-In Results
Sense of community	64%	56%
Recommend living in Boulder to someone who asks	81%	69%
Remain in Boulder for the next five years	78%	82%
Contacted the City of Boulder (in-person, phone, email or web) for help or information	43%	68%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Survey Type	
	Scientific Sample	Opt-In Results
Was NOT the victim of a crime	93%	89%
Did NOT report a crime	85%	80%
Stocked supplies in preparation for an emergency	19%	25%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Survey Type	
	Scientific Sample	Opt-In Results
Walked or biked instead of driving	91%	85%
Carpooled with other adults or children instead of driving alone	68%	62%
Used bus, rail, subway or other public transportation instead of driving	74%	65%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Survey Type	
	Scientific Sample	Opt-In Results
Recycle at home	98%	100%
Made efforts to make your home more energy efficient	74%	80%
Made efforts to conserve water	83%	90%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Survey Type	
	Scientific Sample	Opt-In Results
NOT under housing cost stress	55%	70%
Did NOT observe a code violation	61%	48%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Survey Type	
	Scientific Sample	Opt-In Results
Purchase goods or services from a business located in Boulder	99%	99%
Economy will have positive impact on income	33%	31%
Work in Boulder	70%	62%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Survey Type	
	Scientific Sample	Opt-In Results
Used Boulder recreation centers or their services	63%	63%
Visited a neighborhood park or City park	96%	96%
Eat at least 5 portions of fruits and vegetables a day	91%	94%
Participate in moderate or vigorous physical activity	95%	97%
Reported being in "very good" or "excellent" health	81%	83%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Survey Type	
	Scientific Sample	Opt-In Results
Used Boulder public libraries or their services	69%	77%
Participated in religious or spiritual activities in Boulder	33%	39%
Attended a City-sponsored event	72%	75%

## The National Citizen Survey™

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Survey Type	
	Scientific Sample	Opt-In Results
Campaigned or advocated for an issue, cause or candidate	34%	56%
Contacted Boulder elected officials (in-person, phone, email or web) to express your opinion	18%	52%
Volunteered your time to some group/activity in Boulder	52%	69%
Participated in a club	38%	44%
Talked to or visited with your immediate neighbors	90%	98%
Done a favor for a neighbor	76%	91%
Attended a local public meeting	25%	49%
Watched (online or on television) a local public meeting	21%	47%
Read or watch local news (via television, paper, computer, etc.)	78%	93%
Vote in local elections	88%	98%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Survey Type	
	Scientific Sample	Opt-In Results
Overall feeling of safety in Boulder	73%	73%
Overall ease of getting to the places you usually have to visit	80%	84%
Quality of overall natural environment in Boulder	86%	88%
Overall "built environment" of Boulder (including overall design, buildings, parks and transportation systems)	82%	84%
Health and wellness opportunities in Boulder	64%	62%
Overall opportunities for education and enrichment	70%	62%
Overall economic health of Boulder	85%	71%
Sense of community	72%	77%

Table 29: Boulder Specific Questions

Percent rating positively (e.g., excellent/good, more than once a month, yes)	Survey Type	
	Scientific Sample	Opt-In Results
Ability to start or grow a business	65%	65%
Made efforts to reduce your energy consumption	89%	89%
Visited open space and mountain parks	96%	97%
Gathering feedback from residents on new policies or projects	50%	29%
Conducting public processes	56%	30%

Table 30: Information Sources

How likely, if at all, are you to use one of the following information channels to obtain information about community events such as City Council meetings, community meetings and upcoming events? (very likely/likely)	Survey Type	
	Scientific Sample	Opt-In Results
City of Boulder website (www.bouldercolorado.gov)	57%	68%
City of Boulder Facebook Page	13%	15%
City of Boulder Twitter	9%	10%
City of Boulder NextDoor neighborhood postings	22%	60%
City of Boulder online video (e.g. YouTube, Vimeo, webstreaming)	10%	10%
Boulder Daily Camera	62%	68%
The Colorado Daily	27%	19%
BizWest (formerly Boulder County Business Report)	6%	8%
Inserts in the water utility bill	23%	25%
Mailings to your home address	58%	59%
Listserves (where you sign up to be part of a group receiving emails from the city)	20%	42%
Community Newsletter	36%	39%
Watch city meetings or events online through cable TV Channel 8 (including webstreaming, HD880 and BoulderChannel8.com)	8%	17%

The National Citizen Survey™

Table 31: Community Involvement and Inclusivity

Please rate the extent to which you agree or disagree with the following statements (strongly agree/agree)	Survey Type	
	Scientific Sample	Opt-In Results
I feel included in the Boulder community	60%	48%
I inform myself about major issues in the City of Boulder	70%	91%
I take the initiative to share my views with elected officials or city staff	20%	54%
Boulder’s City Council implements policies that reflect the values of the Boulder community	36%	21%