



THE NCSTM
The National Citizen SurveyTM

Centennial, CO

Comparisons of Scientific and Nonscientific Surveys
2016



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents in the mailed scientific sample and individuals who participated in the opt-in nonscientific online survey.

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

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
The overall quality of life in Centennial	93%	93%	93%
Overall image or reputation of Centennial	82%	84%	83%
Centennial as a place to live	95%	95%	95%
Your neighborhood as a place to live	93%	93%	93%
Centennial as a place to raise children	93%	96%	95%
Centennial as a place to retire	74%	72%	73%
Overall appearance of Centennial	83%	84%	84%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Overall feeling of safety in Centennial	90%	89%	90%
In your neighborhood during the day	96%	93%	94%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Overall ease of getting to the places you usually have to visit	81%	78%	79%
Traffic flow on major streets	47%	47%	47%
Ease of travel by car in Centennial	64%	64%	64%
Ease of travel by public transportation in Centennial	40%	29%	34%
Ease of travel by bicycle in Centennial	52%	46%	49%
Ease of walking in Centennial	65%	57%	61%
Availability of paths and walking trails	77%	76%	76%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Quality of overall natural environment in Centennial	82%	81%	82%
Air quality	80%	86%	83%
Cleanliness of Centennial	83%	86%	84%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Overall "built environment" of Centennial (including overall design, buildings, parks and transportation systems)	75%	67%	71%
Public places where people want to spend time	70%	74%	72%
Variety of housing options	64%	69%	67%
Availability of affordable quality housing	34%	38%	36%
Overall quality of new development in Centennial	67%	68%	67%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Overall economic health of Centennial	82%	91%	87%
Centennial as a place to work	81%	86%	84%
Centennial as a place to visit	65%	66%	65%
Employment opportunities	57%	65%	61%
Shopping opportunities	79%	83%	81%
Cost of living in Centennial	49%	59%	54%
Overall quality of business and service establishments in Centennial	77%	85%	81%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Health and wellness opportunities in Centennial	82%	82%	82%
Recreational opportunities	73%	80%	77%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Overall opportunities for education and enrichment	78%	84%	81%
K-12 education	92%	94%	93%
Opportunities to attend cultural/arts/music activities	53%	59%	56%

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Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Opportunities to participate in social events and activities	55%	60%	58%
Opportunities to volunteer	62%	70%	66%
Opportunities to participate in community matters	61%	71%	66%
Openness and acceptance of the community toward people of diverse backgrounds	68%	66%	67%
Neighborliness of residents in Centennial	70%	72%	71%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
The City of Centennial	76%	78%	77%
The value of services for the taxes paid to Centennial	58%	61%	59%
The overall direction that Centennial is taking	76%	72%	74%
The job Centennial government does at welcoming citizen involvement	59%	64%	62%
Overall confidence in Centennial government	66%	67%	67%
Generally acting in the best interest of the community	68%	69%	69%
Being honest	66%	76%	71%
Treating all residents fairly	68%	75%	71%
Overall customer service by Centennial employees (police, receptionists, planners, etc.)	70%	80%	75%
The Federal Government	35%	40%	38%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Animal control	67%	74%	70%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	63%	71%	67%

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Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Traffic enforcement	68%	75%	71%
Street maintenance and repair	41%	42%	41%
Street lighting	50%	61%	56%
Snow removal	41%	40%	41%
Sidewalk maintenance	45%	47%	46%
Traffic signal timing	50%	52%	51%
Street resurfacing	40%	41%	40%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Preservation of natural areas such as open space, farmlands and greenbelts	75%	76%	75%
Centennial open space	74%	77%	76%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Land use, planning and zoning	66%	73%	70%
Code enforcement (weeds, abandoned buildings, etc.)	58%	61%	59%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Economic development	73%	80%	76%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
City parks	85%	92%	89%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
City-sponsored special events	58%	68%	63%

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Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Public information services	64%	76%	70%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Sense of community	61%	59%	60%
Recommend living in Centennial to someone who asks	93%	94%	94%
Remain in Centennial for the next five years	89%	92%	91%
Contacted the City of Centennial (in-person, phone, email or web) for help or information	29%	48%	39%

Table 20: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Walked or biked instead of driving	63%	61%	62%
Carpooled with other adults or children instead of driving alone	44%	46%	45%

Table 21: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Recycle at home	82%	88%	85%

Table 22: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
NOT under housing cost stress	72%	78%	75%
Did NOT observe a code violation	65%	53%	59%

Table 23: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Purchase goods or services from a business located in Centennial	98%	98%	98%
Economy will have positive impact on income	33%	42%	37%
Work in Centennial	32%	37%	34%

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Table 24: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Visited a neighborhood park or City park	91%	93%	92%
Participate in moderate or vigorous physical activity	89%	91%	90%
Reported being in "very good" or "excellent" health	74%	79%	76%

Table 25: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Participated in religious or spiritual activities in Centennial	42%	37%	39%
Attended a City-sponsored event	38%	44%	41%

Table 26: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Campaigned or advocated for an issue, cause or candidate	13%	21%	17%
Contacted Centennial elected officials (in-person, phone, email or web) to express your opinion	11%	18%	15%
Volunteered your time to some group/activity in Centennial	32%	38%	35%
Participated in a club	24%	27%	25%
Talked to or visited with your immediate neighbors	97%	99%	98%
Done a favor for a neighbor	88%	91%	89%
Attended a local public meeting	22%	30%	26%
Read or watch local news (via television, paper, computer, etc.)	89%	89%	89%
Vote in local elections	91%	95%	93%
Listened (online) to a local public meeting	8%	13%	11%

Table 27: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Overall feeling of safety in Centennial	94%	92%	93%
Overall ease of getting to the places you usually have to visit	83%	83%	83%
Quality of overall natural environment in Centennial	80%	82%	81%
Overall "built environment" of Centennial (including overall design, buildings, parks and transportation systems)	70%	77%	74%
Health and wellness opportunities in Centennial	68%	61%	65%
Overall opportunities for education and enrichment	72%	71%	71%
Overall economic health of Centennial	90%	89%	90%
Sense of community	70%	79%	74%

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Table 28: Question 14

Please rate the quality of each of the following services not provided by the City of Centennial: (Percent rating as "Excellent" or "Good").	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Police/Sheriff services	82%	88%	85%
Fire services	89%	99%	94%
Crime prevention	71%	77%	74%
Fire prevention and education	73%	83%	77%
Ambulance or emergency medical services	86%	94%	90%
Bus or transit services	47%	46%	46%
Storm drainage	58%	55%	56%
Drinking water	79%	86%	82%
Sewer services	76%	83%	79%
Recreation centers or facilities	78%	83%	81%
Public library services	88%	94%	91%

Table 29: Question 15

Thinking about the next 10 years, how important, if at all, is each of the following potential projects in Centennial?: (Percent rating as "Essential" or "Good").	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
Acquiring additional open space	49%	58%	53%
Building new trails	54%	62%	58%
Building new sports fields	29%	23%	26%
Centennial identity signs at major points of entry	20%	20%	20%
Increasing events at Centennial Center Park	27%	30%	29%
Creating programs for seniors	41%	48%	44%
Reducing traffic congestion on City streets	77%	80%	78%
Increasing snow plowing	65%	73%	69%
Sidewalk snow removal	62%	62%	62%
Revitalization/renovation to aging neighborhoods or homes	57%	66%	61%
Redevelopment/revitalization of aging neighborhood shopping centers	63%	69%	66%
Development of more mixed-use development similar to The Streets at Southglenn	46%	53%	49%

Table 30: Question 16

	Respondent Type		Overall
	Mailed respondents	Opt-in respondents	
How safe or unsafe do you feel children are while attending school in Centennial?	85%	88%	87%