



CITY OF TWIN FALLS, ID 2012

DRAFT Report of Geographic Subgroup Comparisons

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Twin Falls staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Twin Falls staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

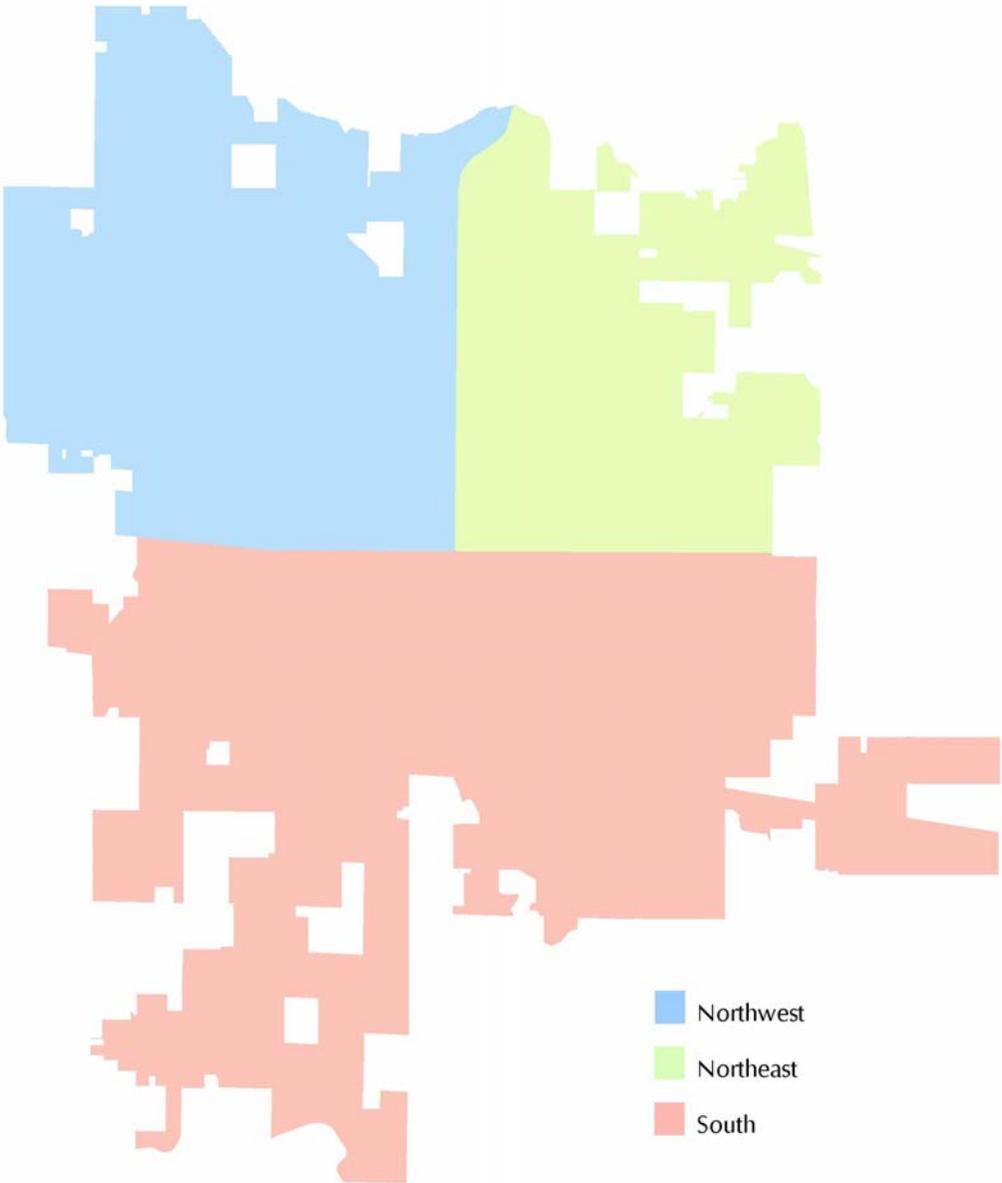
UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. 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 are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (401 completed surveys). For each area of the city (South, Northeast, or Northwest), the margin of error rises to approximately + or – 10% since sample sizes were approximately 164 for the South, 94 for the Northeast, and 143 for the Northwest.

The National Citizen Survey™ Twin Falls, ID 2012 Geographic Comparison Areas



The National Citizen Survey™ by National Research Center, Inc.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")				
Please rate each of the following aspects of quality of life in Twin Falls:	Area			
	South	Northeast	Northwest	Overall
Twin Falls as a place to live	81%	82%	90%	84%
Your neighborhood as a place to live	74%	81%	78%	77%
Twin Falls as a place to raise children	74%	78%	84%	79%
Twin Falls as a place to work	47%	49%	60%	52%
Twin Falls as a place to retire	55%	66%	65%	61%
The overall quality of life in Twin Falls	75%	74%	82%	77%

Question 2: Community Characteristics (Percent "excellent" or "good")				
Please rate each of the following characteristics as they relate to Twin Falls as a whole:	Area			
	South	Northeast	Northwest	Overall
Sense of community	55%	47%	65%	57%
Openness and acceptance of the community towards people of diverse backgrounds	52%	46%	51%	50%
Overall appearance of Twin Falls	61%	57%	70%	63%
Cleanliness of Twin Falls	57%	62%	68%	62%
Overall quality of new development in Twin Falls	62%	61%	67%	63%
Variety of housing options	62%	52%	56%	58%
Overall quality of business and service establishments in Twin Falls	60%	56%	70%	63%
Shopping opportunities	62%	45%	61%	58%
Opportunities to attend cultural activities	45%	32%	47%	43%
Recreational opportunities	59%	56%	67%	61%
Employment opportunities	25%	27%	35%	29%
Educational opportunities	61%	61%	70%	64%
Opportunities to participate in social events and activities	54%	49%	60%	55%
Opportunities to participate in religious or spiritual events and activities	73%	73%	82%	76%
Opportunities to volunteer	73%	79%	72%	74%
Opportunities to participate in community matters	49%	57%	64%	56%

Question 2: Community Characteristics (Percent "excellent" or "good")				
Please rate each of the following characteristics as they relate to Twin Falls as a whole:	Area			
	South	Northeast	Northwest	Overall
Ease of car travel in Twin Falls	56%	53%	59%	56%
Ease of bicycle travel in Twin Falls	31%	43%	39%	36%
Ease of walking in Twin Falls	45%	55%	54%	50%
Availability of paths and walking trails	45%	50%	59%	51%
Traffic flow on major streets	32%	34%	42%	36%
Amount of public parking	46%	41%	48%	45%
Availability of affordable quality housing	42%	44%	48%	45%
Availability of affordable quality child care	35%	26%	43%	36%
Availability of affordable quality health care	41%	39%	52%	44%
Availability of affordable quality food	56%	54%	71%	61%
Availability of preventive health services	43%	53%	56%	50%
Air quality	75%	76%	83%	78%
Quality of overall natural environment in Twin Falls	70%	69%	81%	74%
Overall image or reputation of Twin Falls	66%	64%	77%	69%

Question 3: Growth (Percent of respondents)				
Please rate the speed of growth in the following categories in Twin Falls over the past 2 years:	Area			
	South	Northeast	Northwest	Overall
Population growth too fast	43%	43%	35%	41%
Retail growth too slow	38%	41%	31%	36%
Job growth too slow	79%	83%	75%	79%

Question 4: Code Enforcement (Percent a "major" problem)				
	Area			
	South	Northeast	Northwest	Overall
Run down buildings, weed lots or junk vehicle a major problem in Twin Falls	16%	9%	12%	13%

Question 5: Community Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel from the following in Twin Falls:	Area			
	South	Northeast	Northwest	Overall
Violent crime (e.g., rape, assault, robbery)	68%	71%	72%	70%
Property crimes (e.g., burglary, theft)	48%	52%	56%	52%
Environmental hazards, including toxic waste	71%	78%	85%	77%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel:	Area			
	South	Northeast	Northwest	Overall
In your neighborhood during the day	94%	97%	95%	95%
In your neighborhood after dark	69%	85%	74%	74%
In Twin Falls' downtown area during the day	90%	82%	89%	88%
In Twin Falls' downtown area after dark	47%	47%	47%	47%

Question 7: Contact with Police Department (Percent "yes")				
	Area			
	South	Northeast	Northwest	Overall
Have you had any in-person or phone contact with an employee of the City of Twin Falls Police Department within the last 12 months?	44%	32%	45%	42%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")				
	Area			
	South	Northeast	Northwest	Overall
What was your overall impression of your most recent contact with the City of Twin Falls Police Department?	57%	68%	64%	61%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")				
	Area			
	South	Northeast	Northwest	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	11%	16%	21%	16%
If yes, was this crime (these crimes) reported to the police?	62%	86%	81%	76%

Question 11: Resident Behaviors (Percent at least once in past 12 months)				
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Twin Falls?	Area			
	South	Northeast	Northwest	Overall
Used Twin Falls public libraries or their services	76%	56%	63%	67%
Used Twin Falls recreation centers	54%	53%	51%	53%
Participated in a recreation program or activity	51%	41%	44%	46%
Visited a neighborhood park or City park	94%	82%	93%	91%
Attended a meeting of local elected officials or other local public meeting	25%	13%	26%	23%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	32%	32%	38%	34%
Read Twin Falls Newsletter	65%	57%	62%	62%
Visited the City of Twin Falls Web site (at www.tfid.org)	52%	43%	52%	50%
Recycled used paper, cans or bottles from your home	92%	86%	92%	91%
Volunteered your time to some group or activity in Twin Falls	52%	46%	48%	49%
Participated in a club or civic group in Twin Falls	31%	31%	30%	31%

Question 12: Neighborliness (Percent at least several times a week)				
	Area			
	South	Northeast	Northwest	Overall
Visit with neighbors at least several times a week	37%	33%	34%	35%

Question 13: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Twin Falls:	Area			
	South	Northeast	Northwest	Overall
Police services	69%	62%	77%	71%
Fire services	94%	87%	97%	93%
Ambulance or emergency medical services	87%	73%	89%	85%
Crime prevention	51%	48%	65%	55%
Fire prevention and education	69%	57%	80%	70%
Traffic enforcement	58%	49%	61%	57%
Street repair	19%	25%	31%	25%
Street cleaning	51%	46%	55%	51%
Street lighting	43%	40%	54%	46%

Question 13: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Twin Falls:	Area			
	South	Northeast	Northwest	Overall
Snow removal	34%	39%	49%	40%
Traffic signal timing	42%	38%	54%	45%
Garbage collection	87%	89%	85%	87%
Recycling	81%	79%	88%	83%
Yard waste pick-up	55%	64%	72%	62%
Storm drainage	34%	44%	48%	41%
Drinking water	42%	53%	49%	46%
Sewer services	68%	75%	82%	74%
City parks	81%	81%	84%	82%
Recreation programs or classes	59%	65%	71%	65%
Recreation centers or facilities	55%	54%	56%	55%
Land use, planning and zoning	39%	35%	43%	39%
Code enforcement (weeds, abandoned buildings, etc.)	36%	22%	51%	38%
Animal control	49%	48%	57%	52%
Economic development	44%	42%	59%	49%
Services to seniors	45%	44%	55%	48%
Services to youth	44%	40%	57%	48%
Public library services	81%	82%	91%	85%
Public information services	59%	61%	66%	62%
Preservation of natural areas such as open space, farmlands and greenbelts	54%	53%	58%	55%

Question 14: Government Services Overall (Percent "excellent" or "good")				
Overall, how would you rate the quality of the services provided by each of the following?	Area			
	South	Northeast	Northwest	Overall
The City of Twin Falls	69%	64%	75%	70%
The Federal Government	30%	46%	39%	36%
The State Government	39%	50%	45%	43%
Twin Falls County Government	47%	52%	62%	53%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)				
Please indicate how likely or unlikely you are to do each of the following:	Area			
	South	Northeast	Northwest	Overall
Recommend living in Twin Falls to someone who asks	90%	77%	86%	86%
Remain in Twin Falls for the next five years	87%	77%	84%	83%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)				
	Area			
	South	Northeast	Northwest	Overall
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	19%	22%	27%	23%

Question 17: Contact with Fire Department (Percent "yes")				
	Area			
	South	Northeast	Northwest	Overall
Have you had any in-person or phone contact with an employee of the City of Twin Falls Fire Department within the last 12 months?	14%	7%	14%	12%

Question 18: Ratings of Contact with Fire Department (Percent "excellent" or "good")				
	Area			
	South	Northeast	Northwest	Overall
What was your overall impression of your most recent contact with the City of Twin Falls Fire Department?	98%	90%	81%	90%

Question 19: Contact with City Employees (Percent "yes")				
	Area			
	South	Northeast	Northwest	Overall
Have you had any in-person, phone or email with an employee of the City of Twin Falls within the last 12 months (including police, receptionists, planners or any others)?	46%	46%	50%	47%

Question 20: City Employees (Percent "excellent" or "good")				
What was your impression of the employee(s) of the City of Twin Falls in your most recent contact?	Area			
	South	Northeast	Northwest	Overall
Knowledge	86%	68%	81%	80%
Responsiveness	78%	58%	68%	70%
Courtesy	75%	64%	74%	72%
Overall impression	77%	61%	68%	70%

Question 21: Government Performance (Percent "excellent" or "good")				
Please rate the following categories of Twin Falls government performance:	Area			
	South	Northeast	Northwest	Overall
The value of services for the taxes paid to Twin Falls	43%	42%	59%	48%
The overall direction that Twin Falls is taking	61%	40%	60%	56%
The job Twin Falls government does at welcoming citizen involvement	45%	40%	49%	45%

Question 22a: Policy Question 1 (Percent "somewhat" or "strongly" agree)				
Please indicate to what extent you agree or disagree with each of the following statements:	Area			
	South	Northeast	Northwest	Overall
The City should maintain current levels of service, even if taxes and/or fees must be raised	64%	51%	53%	57%
The City should only raise taxes and/or fees to maintain core service levels (such as streets, public safety, water quality, and wastewater services)	69%	67%	71%	69%
The City should not raise taxes and/or fees, even if service levels have to be cut	40%	42%	52%	45%

Question 22b: Policy Question 2 (Percent "a lot" or "most")				
How much information, if any, do you get about the Twin Falls government and its activities, events and services from each of the following sources?	Area			
	South	Northeast	Northwest	Overall
City Web site (www.tfid.org)	12%	12%	18%	14%
Local media outlets (newspapers, radio, local television stations)	65%	59%	63%	63%
Meetings on the local government cable Channel 17	6%	10%	12%	9%
Town Hall meetings and other public meetings	3%	10%	7%	6%
Talking with City officials	5%	8%	8%	7%
Word-of-mouth	33%	32%	29%	31%

Question 22c: Policy Question 3 (Percent "excellent" or "good")				
	Area			
	South	Northeast	Northwest	Overall
How would you rate the overall performance of the City of Twin Falls government?	63%	57%	72%	64%