

THE NCSTM
The National Citizen SurveyTM

Elk Grove, CA

Comparisons by Geographic Subgroups

2017



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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 by zip code.

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 area 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 margin of error for all respondents (515 completed surveys) is generally no greater than plus or minus four percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points. Three zip codes were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 1: Geographic Areas

| Area | Number of Completed Surveys |
|---------|-----------------------------|
| 95624 | 187 |
| 95757 | 134 |
| 95758 | 194 |
| Overall | 515 |

Notable differences between zip codes included the following:

- Generally, residents who lived in zip code 95624 tended to give less positive ratings to aspects of Community Characteristics, as well as general aspects of Governance, than those who lived in zip codes 95757 or 95758.
- Few differences in levels of participation by zip code were observed.
- Residents who lived in zip code 95757 were more likely than other residents to consider online resources such as the City website, social media sites and emails to be major or minor sources of City information.

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Table 1: Community Characteristics - General

| Percent rating positively (e.g., excellent/good) | Zip code | | | Overall |
|--------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| The overall quality of life in Elk Grove | 67% | 80% | 84% | 77% |
| Overall image or reputation of Elk Grove | 62% | 76% | 73% | 70% |
| Elk Grove as a place to live | 74% | 88% | 88% | 83% |
| Your neighborhood as a place to live | 79% | 91% | 83% | 84% |
| Elk Grove as a place to raise children | 75% | 92% | 82% | 83% |
| Elk Grove as a place to retire | 44% | 59% | 62% | 55% |
| Overall appearance of Elk Grove | 69% | 80% | 78% | 75% |

Table 2: Community Characteristics - Safety

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Zip code | | | Overall |
|----------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Overall feeling of safety in Elk Grove | 63% | 65% | 66% | 64% |
| In your neighborhood during the day | 87% | 90% | 88% | 88% |
| In Elk Grove's downtown/commercial area during the day | 76% | 88% | 85% | 83% |

Table 3: Community Characteristics - Mobility

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Zip code | | | Overall |
|----------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Overall ease of getting to the places you usually have to visit | 51% | 60% | 59% | 57% |
| Traffic flow on major streets | 26% | 40% | 39% | 35% |
| Ease of public parking | 54% | 59% | 73% | 62% |
| Ease of travel by car in Elk Grove | 50% | 56% | 62% | 56% |
| Ease of travel by public transportation in Elk Grove | 34% | 45% | 42% | 40% |
| Ease of travel by bicycle in Elk Grove | 43% | 52% | 43% | 46% |
| Ease of walking in Elk Grove | 62% | 74% | 66% | 67% |
| Availability of paths and walking trails | 61% | 60% | 73% | 65% |

Table 4: Community Characteristics - Natural Environment

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Zip code | | | Overall |
|----------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Quality of overall natural environment in Elk Grove | 58% | 78% | 76% | 70% |
| Air quality | 63% | 55% | 63% | 61% |
| Cleanliness of Elk Grove | 65% | 80% | 75% | 73% |

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Table 5: Community Characteristics - Built Environment

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Zip code | | | Overall |
|------------------------------------------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Overall "built environment" of Elk Grove (including overall design, buildings, parks and transportation systems) | 51% | 73% | 70% | 64% |
| Public places where people want to spend time | 49% | 59% | 61% | 56% |
| Variety of housing options | 56% | 53% | 64% | 58% |
| Availability of affordable quality housing | 47% | 45% | 49% | 47% |
| Overall quality of new development in Elk Grove | 41% | 53% | 57% | 50% |

Table 6: Community Characteristics - Economy

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Zip code | | | Overall |
|----------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Overall economic health of Elk Grove | 51% | 72% | 69% | 63% |
| Elk Grove as a place to work | 44% | 50% | 59% | 51% |
| Elk Grove as a place to visit | 39% | 44% | 45% | 43% |
| Employment opportunities | 35% | 29% | 41% | 35% |
| Shopping opportunities | 54% | 52% | 63% | 57% |
| Cost of living in Elk Grove | 34% | 38% | 46% | 39% |
| Overall quality of business and service establishments in Elk Grove | 60% | 58% | 61% | 59% |
| Vibrant downtown/commercial area | 26% | 24% | 37% | 29% |

Table 7: Community Characteristics - Recreation and Wellness

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Zip code | | | Overall |
|------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Health and wellness opportunities in Elk Grove | 61% | 72% | 72% | 68% |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 68% | 66% | 74% | 69% |
| Recreational opportunities | 52% | 57% | 66% | 58% |
| Availability of affordable quality food | 58% | 65% | 72% | 65% |
| Availability of affordable quality health care | 62% | 62% | 74% | 66% |
| Availability of preventive health services | 69% | 67% | 74% | 70% |
| Availability of affordable quality mental health care | 44% | 44% | 47% | 45% |

Table 8: Community Characteristics - Education and Enrichment

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Zip code | | | Overall |
|----------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Overall opportunities for education and enrichment | 65% | 72% | 68% | 68% |
| Availability of affordable quality child care/preschool | 47% | 53% | 61% | 54% |

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| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Zip code | | | Overall |
|------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| K-12 education | 77% | 82% | 80% | 80% |
| Adult educational opportunities | 56% | 55% | 64% | 59% |
| Opportunities to attend cultural/arts/music activities | 55% | 38% | 54% | 49% |
| Opportunities to participate in religious or spiritual events and activities | 70% | 63% | 74% | 70% |

Table 9: Community Characteristics - Community Engagement

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Zip code | | | Overall |
|-------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Opportunities to participate in social events and activities | 49% | 43% | 63% | 52% |
| Opportunities to volunteer | 62% | 58% | 61% | 61% |
| Opportunities to participate in community matters | 52% | 56% | 60% | 56% |
| Openness and acceptance of the community toward people of diverse backgrounds | 67% | 64% | 79% | 70% |
| Neighborliness of residents in Elk Grove | 62% | 63% | 63% | 62% |

Table 10: Governance - General

| Percent rating positively (e.g., excellent/good) | Zip code | | | Overall |
|-----------------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| The City of Elk Grove | 65% | 66% | 71% | 67% |
| The value of services for the taxes paid to Elk Grove | 37% | 42% | 53% | 44% |
| The overall direction that Elk Grove is taking | 35% | 52% | 52% | 46% |
| The job Elk Grove government does at welcoming citizen involvement | 35% | 46% | 59% | 46% |
| Overall confidence in Elk Grove government | 32% | 47% | 54% | 43% |
| Generally acting in the best interest of the community | 37% | 47% | 56% | 46% |
| Being honest | 28% | 45% | 51% | 40% |
| Treating all residents fairly | 36% | 57% | 51% | 47% |
| Overall customer service by Elk Grove employees (police, receptionists, planners, etc.) | 65% | 66% | 73% | 68% |
| The Federal Government | 33% | 36% | 33% | 34% |

Table 11: Governance - Safety

| Percent rating positively (e.g., excellent/good) | Zip code | | | Overall |
|------------------------------------------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Police/Sheriff services | 79% | 74% | 83% | 79% |
| Crime prevention | 59% | 58% | 62% | 60% |
| Animal control | 57% | 60% | 72% | 63% |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 36% | 45% | 47% | 42% |

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Table 12: Governance - Mobility

| Percent rating positively (e.g., excellent/good) | Zip code | | | Overall |
|--------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Traffic enforcement | 65% | 61% | 64% | 64% |
| Street repair | 52% | 64% | 54% | 56% |
| Street cleaning | 65% | 77% | 67% | 69% |
| Street lighting | 67% | 79% | 76% | 74% |
| Sidewalk maintenance | 62% | 78% | 62% | 66% |
| Traffic signal timing | 49% | 60% | 58% | 55% |
| Bus or transit services | 64% | 46% | 58% | 56% |

Table 13: Governance - Natural Environment

| Percent rating positively (e.g., excellent/good) | Zip code | | | Overall |
|----------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Garbage collection | 88% | 83% | 88% | 87% |
| Recycling | 88% | 86% | 85% | 86% |
| Yard waste pick-up | 85% | 83% | 84% | 84% |
| Preservation of natural areas such as open space, farmlands and greenbelts | 46% | 52% | 62% | 53% |
| Elk Grove open space | 59% | 59% | 67% | 62% |

Table 14: Governance - Built Environment

| Percent rating positively (e.g., excellent/good) | Zip code | | | Overall |
|-----------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Storm drainage | 77% | 82% | 67% | 75% |
| Utility billing | 63% | 52% | 60% | 59% |
| Land use, planning and zoning | 43% | 50% | 58% | 50% |
| Code enforcement (weeds, abandoned buildings, etc.) | 37% | 40% | 45% | 41% |
| Cable television | 40% | 53% | 56% | 50% |

Table 15: Governance - Economy

| Percent rating positively (e.g., excellent/good) | Zip code | | | Overall |
|--------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Economic development | 35% | 52% | 59% | 48% |

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Table 16: Governance - Education and Enrichment

| Percent rating positively (e.g., excellent/good) | Zip code | | | Overall |
|--------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Public library services | 80% | 80% | 79% | 80% |
| City-sponsored special events | 67% | 62% | 66% | 65% |

Table 17: Governance - Community Engagement

| Percent rating positively (e.g., excellent/good) | Zip code | | | Overall |
|--------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Public information services | 58% | 66% | 73% | 66% |

Table 18: Participation General

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Zip code | | | Overall |
|------------------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Sense of community | 50% | 54% | 67% | 57% |
| Recommend living in Elk Grove to someone who asks | 80% | 90% | 84% | 84% |
| Remain in Elk Grove for the next five years | 85% | 89% | 82% | 85% |
| Contacted the City of Elk Grove (in-person, phone, email or web) for help or information | 40% | 50% | 51% | 47% |

Table 19: Participation - Safety

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Zip code | | | Overall |
|---------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Was NOT the victim of a crime | 78% | 83% | 80% | 80% |
| Did NOT report a crime | 66% | 75% | 71% | 70% |
| Stocked supplies in preparation for an emergency | 29% | 45% | 32% | 35% |

Table 20: Participation - Mobility

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Zip code | | | Overall |
|---------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Walked or biked instead of driving | 55% | 62% | 61% | 59% |
| Carpooled with other adults or children instead of driving alone | 56% | 61% | 50% | 56% |
| Used bus, rail, subway or other public transportation instead of driving | 15% | 17% | 14% | 15% |

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Table 21: Participation - Natural Environment

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Zip code | | | Overall |
|---------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Recycle at home | 96% | 99% | 94% | 96% |
| Made efforts to make your home more energy efficient | 76% | 75% | 75% | 75% |
| Made efforts to conserve water | 92% | 94% | 92% | 92% |

Table 22: Participation - Built Environment

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Zip code | | | Overall |
|---------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| NOT under housing cost stress | 66% | 67% | 58% | 64% |
| Did NOT observe a code violation | 45% | 51% | 37% | 44% |

Table 23: Participation - Economy

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Zip code | | | Overall |
|---------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Purchase goods or services from a business located in Elk Grove | 99% | 98% | 99% | 99% |
| Economy will have positive impact on income | 34% | 44% | 35% | 37% |
| Work in Elk Grove | 37% | 26% | 34% | 32% |

Table 24: Participation - Recreation and Wellness

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Zip code | | | Overall |
|---------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Eat at least 5 portions of fruits and vegetables a day | 86% | 86% | 89% | 87% |
| Participate in moderate or vigorous physical activity | 89% | 88% | 91% | 89% |
| Reported being in "very good" or "excellent" health | 54% | 60% | 75% | 63% |

Table 25: Participation - Education and Enrichment

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Zip code | | | Overall |
|---------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Used Elk Grove public libraries or their services | 59% | 58% | 49% | 55% |
| Participated in religious or spiritual activities in Elk Grove | 47% | 49% | 42% | 46% |
| Attended a City-sponsored event | 55% | 60% | 51% | 55% |

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Table 26: Participation - Community Engagement

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Zip code | | | Overall |
|------------------------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Campaigned or advocated for an issue, cause or candidate | 23% | 20% | 23% | 22% |
| Contacted Elk Grove elected officials (in-person, phone, email or web) to express your opinion | 17% | 19% | 23% | 20% |
| Volunteered your time to some group/activity in Elk Grove | 39% | 43% | 36% | 39% |
| Participated in a club | 21% | 30% | 24% | 25% |
| Talked to or visited with your immediate neighbors | 93% | 90% | 93% | 92% |
| Done a favor for a neighbor | 83% | 83% | 89% | 85% |
| Attended a local public meeting | 23% | 27% | 16% | 22% |
| Watched (online or on television) a local public meeting | 29% | 33% | 14% | 25% |
| Read or watch local news (via television, paper, computer, etc.) | 92% | 85% | 89% | 89% |
| Vote in local elections | 91% | 85% | 87% | 88% |

Table 27: Community Focus Areas

| Percent rating positively (e.g., essential/very important) | Zip code | | | Overall |
|------------------------------------------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Overall feeling of safety in Elk Grove | 93% | 100% | 93% | 95% |
| Overall ease of getting to the places you usually have to visit | 78% | 71% | 85% | 79% |
| Quality of overall natural environment in Elk Grove | 75% | 83% | 84% | 81% |
| Overall "built environment" of Elk Grove (including overall design, buildings, parks and transportation systems) | 71% | 80% | 79% | 76% |
| Health and wellness opportunities in Elk Grove | 63% | 73% | 78% | 71% |
| Overall opportunities for education and enrichment | 80% | 77% | 82% | 80% |
| Overall economic health of Elk Grove | 86% | 90% | 89% | 88% |
| Sense of community | 79% | 79% | 79% | 79% |

Table 28: Financial Condition of Elk Grove

| Percent rating as "excellent" or "good" | Zip code | | | Overall |
|----------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| How would you rate the financial condition of the City of Elk Grove? | 62% | 77% | 70% | 70% |

Table 29: Management of Taxpayer Dollars and Public Funds

| Percent rating as "very favorable" or "somewhat favorable" | Zip code | | | Overall |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Do you have a favorable or unfavorable opinion of the job the City of Elk Grove is doing to effectively manage and spend taxpayer dollars and public funds? | 62% | 71% | 79% | 70% |

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Table 30: Opinion of Elk Grove City Services and Amenities

| Percent rating as “very favorable” or “somewhat favorable” | Zip code | | | Overall |
|----------------------------------------------------------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Do you have a favorable or unfavorable opinion of the job the City of Elk Grove is doing to provide city services and amenities? | 67% | 74% | 79% | 73% |

Table 31: Sources of City Information

| How much of a source, if at all, do you consider each of the following to be for obtaining information about the local community, local events, and the City government? (Percent rating as "major source" or "minor source"). | Zip code | | | Overall |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| City of Elk Grove website (www.elkgrovecity.org) | 78% | 90% | 84% | 83% |
| City Facebook page | 46% | 65% | 59% | 56% |
| City social media feeds (Twitter, Instagram, Snapchat) | 34% | 55% | 46% | 44% |
| City mobile app | 32% | 62% | 44% | 45% |
| City email alerts | 45% | 71% | 61% | 58% |
| Nextdoor | 59% | 73% | 60% | 63% |
| Local community blogs | 46% | 69% | 50% | 54% |
| City of Elk Grove newsletter | 85% | 87% | 81% | 84% |
| Elk Grove Citizen | 72% | 70% | 68% | 70% |
| Sacramento Bee | 63% | 65% | 64% | 64% |
| Sacramento News and Review | 36% | 47% | 38% | 40% |
| Sacramento Business Journal | 33% | 44% | 34% | 36% |
| Ardent For Life Magazine | 29% | 31% | 32% | 30% |
| Public hearing notices/City postcards | 63% | 59% | 48% | 57% |
| KCRA (Channel 3) | 75% | 82% | 79% | 79% |
| ABC10 | 64% | 74% | 69% | 69% |
| KOVR (Channel 13) | 64% | 72% | 71% | 69% |
| FOX40 | 71% | 69% | 67% | 69% |
| KQCA (My58) | 57% | 66% | 60% | 60% |
| Good Day KMAX (Channel 31) | 53% | 61% | 54% | 56% |
| Univision 19 | 33% | 37% | 24% | 31% |
| CBS Radio: KNCI, NOW100.5, SPORTS 1140, MIX96, KSFM | 34% | 47% | 40% | 40% |
| Entercom: 106.5 The End, 98 Rock, 96.9 The Eagle, Radio 94.7 | 45% | 51% | 31% | 42% |
| I Heart: 93.7 The River, KFBK Talk Radio, 92.5 The Bull, Talk 650 KSTE, V101, Smooth Jazz | 48% | 52% | 41% | 47% |
| Other radio: K-Hits 101.5, Capital Public Radio | 43% | 45% | 42% | 43% |

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Table 32: Interest in Community Engagement

| Please indicate how interested, if at all, you are in engaging with the City of Elk Grove in the following ways: (Percent rating as "very interested" or "somewhat interested"). | Zip code | | | Overall |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------|-------|---------|
| | 95624 | 95757 | 95758 | |
| Attending a community workshop | 53% | 62% | 60% | 58% |
| Participating in an online forum | 45% | 50% | 51% | 48% |
| Serving on a City board or commission | 32% | 35% | 30% | 32% |
| Volunteering in a City program | 63% | 57% | 65% | 62% |
| Subscribing to emails from the City | 55% | 52% | 59% | 56% |
| Subscribing to Elk Grove Facebook pages | 39% | 48% | 52% | 46% |