

The National Citizen Survey™

Elk Grove, CA

Comparisons by Geographic
Subgroups

2013

Contents

Summary	1
---------------	---

The National Citizen Survey™
© 2001-2013 National Research Center, Inc.

National Research Center, Inc.
2955 Valmont Road, Suite 300
Boulder, CO 80301
www.n-r-c.com • 303-444-7863

International City/County Management Association
777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

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 National Citizen Survey™ 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 Districts 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 this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (269 completed surveys). For each zip code (95624, 95757, 95758), the margin of error rises to approximately plus or minus 12 percentage points since sample sizes were approximately 91 for 95624, 69 for 95757 and 108 for 95758. Notable differences between zip codes included the following:

- For many Community Characteristics, residents living within the zip code of 95757 tended to give more positive assessments than residents in the other zip codes. Ratings were higher in this zip code for participant’s neighborhood as a place to live, overall appearance and opportunities for education and enrichment.
- Several differences were found by zip code within aspects of Governance. For example, residents in zip code 95624 tended to give lower ratings than residents in other areas of the city within the facet of Mobility (i.e., street repair, sidewalk maintenance and traffic signal timing).
- Overall, residents of the different zip codes had similar levels of Participation in the various activities available to them, although some differences were found. Notably, residents located in 95758 rated their overall health higher than residents in 95624 or 95757. Residents in 95757 were more likely to have carpooled and participated in a club while residents in 95627 were more likely to have attended a local public meeting.
- Residents in 95624 were more likely to visit Old Town Elk Grove for dining/nightlife/entertainment, special events and boutique shopping, while residents in 95757 were more likely to go to Old Town for general shopping.

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	81%	83%	80%	81%
Overall image or reputation of Elk Grove	70%	76%	75%	74%
Elk Grove as a place to live	87%	89%	88%	88%
Your neighborhood as a place to live	75%	90%	84%	82%
Elk Grove as a place to raise children	84%	90%	85%	86%
Elk Grove as a place to retire	67%	73%	69%	69%
Overall appearance of Elk Grove	71%	90%	79%	79%

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	76%	84%	78%	79%
In your neighborhood during the day	91%	95%	92%	93%
In Elk Grove's downtown/commercial area during the day	78%	93%	83%	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	76%	74%	75%	75%
Traffic flow on major streets	45%	45%	51%	48%
Ease of travel by car in Elk Grove	51%	57%	63%	58%
Ease of travel by public transportation in Elk Grove	39%	49%	38%	41%
Ease of travel by bicycle in Elk Grove	50%	68%	58%	57%
Availability of paths and walking trails	73%	73%	72%	73%
Availability of paths and walking trails	73%	73%	72%	73%

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	78%	79%	75%	77%
Air quality	69%	78%	73%	73%
Cleanliness of Elk Grove	76%	86%	80%	80%

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)	62%	67%	65%	65%
Public places where people want to spend time	51%	70%	57%	58%
Variety of housing options	56%	69%	64%	63%
Availability of affordable quality housing	40%	56%	55%	50%
Overall quality of new development in Elk Grove	45%	57%	55%	52%

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	59%	64%	65%	63%
Elk Grove as a place to work	56%	60%	61%	59%
Employment opportunities	36%	32%	28%	32%
Shopping opportunities	57%	50%	46%	50%
Cost of living in Elk Grove	36%	45%	47%	43%
Overall quality of business and service establishments in Elk Grove	55%	61%	62%	59%
Vibrant downtown/commercial area	26%	34%	31%	30%

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	74%	67%	79%	74%
Fitness opportunities (including exercise classes and paths or trails, etc.)	72%	75%	81%	77%
Recreational opportunities	63%	68%	75%	69%
Availability of affordable quality food	64%	60%	71%	66%
Availability of affordable quality health care	70%	75%	73%	73%
Availability of preventive health services	71%	71%	70%	70%
Availability of affordable quality mental health care	51%	64%	58%	57%

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	56%	77%	70%	67%
Availability of affordable quality child care/preschool	55%	62%	63%	60%
K-12 education	76%	77%	80%	78%
Adult educational opportunities	56%	59%	60%	59%
Opportunities to attend cultural/arts/music activities	44%	44%	43%	44%
Opportunities to participate in religious or spiritual events and activities	61%	70%	66%	65%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code			Overall
	95624	95757	95758	
Sense of community	61%	71%	68%	66%
Opportunities to participate in social events and activities	56%	52%	48%	52%
Opportunities to volunteer	65%	72%	56%	62%
Opportunities to participate in community matters	47%	56%	59%	54%
Openness and acceptance of the community toward people of diverse backgrounds	59%	63%	66%	63%
Neighborliness of Elk Grove	64%	65%	52%	59%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Zip Code			Overall
	95624	95757	95758	
The City of Elk Grove	69%	72%	69%	70%
The value of services for the taxes paid to Elk Grove	50%	40%	52%	48%
The overall direction that Elk Grove is taking	46%	60%	53%	52%
The job Elk Grove government does at welcoming citizen involvement	50%	50%	56%	52%
Overall confidence in Elk Grove government	51%	56%	44%	49%
Generally acting in the best interest of the community	53%	59%	54%	55%
Being honest	50%	55%	54%	53%
Treating all residents fairly	49%	51%	65%	56%
Overall customer service by Elk Grove employees (police, receptionists, planners, etc.)	63%	62%	71%	66%
The Federal Government	39%	35%	40%	39%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Zip Code			Overall
	95624	95757	95758	
Police/Sheriff services	60%	83%	75%	71%
Crime prevention	54%	75%	63%	62%
Animal control	57%	69%	51%	58%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	60%	56%	54%	57%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Zip Code			Overall
	95624	95757	95758	
Traffic enforcement	60%	69%	61%	62%
Street repair	51%	74%	66%	62%
Street cleaning	65%	75%	62%	66%
Street lighting	66%	81%	72%	72%
Sidewalk maintenance	57%	80%	68%	67%
Traffic signal timing	40%	65%	51%	50%
Bus or transit services	62%	52%	52%	56%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Zip Code			Overall
	95624	95757	95758	
Garbage collection	82%	82%	85%	83%
Recycling	83%	80%	87%	84%
Yard waste pick-up	78%	80%	81%	79%
Preservation of natural areas such as open space, farmlands and greenbelts	57%	51%	69%	61%
Elk Grove open space	58%	53%	63%	59%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Zip Code			Overall
	95624	95757	95758	
Storm drainage	63%	68%	73%	68%
Utility billing	57%	60%	60%	59%
Land use, planning and zoning	48%	54%	57%	53%
Code enforcement (weeds, abandoned buildings, etc.)	46%	57%	40%	47%
Cable television	60%	55%	55%	56%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Zip Code			Overall
	95624	95757	95758	
Economic development	43%	43%	53%	47%

Table 16: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Zip Code			Overall
	95624	95757	95758	
Public library services	81%	79%	77%	79%
City-sponsored special events	59%	51%	64%	59%

Table 17: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Zip Code			Overall
	95624	95757	95758	
Public information services	60%	66%	66%	64%

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	61%	71%	68%	66%
Recommend living in Elk Grove to someone who asks	86%	93%	87%	88%
Remain in Elk Grove for the next five years	90%	87%	83%	87%
Contacted Elk Grove (in-person, phone, email or web) for help or information	32%	47%	40%	39%

Table 19: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code			Overall
	95624	95757	95758	
Household member was a victim of a crime in Elk Grove	16%	11%	13%	14%
Reported a crime to the police in Elk Grove	33%	13%	27%	26%
Stocked supplies in preparation for an emergency	29%	35%	30%	31%

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	26%	37%	33%	31%
Carpooled with other adults or children instead of driving alone	27%	54%	30%	35%
Used bus, rail, subway or other public transportation instead of driving	10%	6%	11%	9%

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	28%	29%	31%	29%
Made efforts to make your home more energy efficient	77%	77%	82%	79%
Made efforts to conserve water	88%	92%	88%	89%

Table 22: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code			Overall
	95624	95757	95758	
Experiencing housing cost stress (housing cost 30% or more of income)	50%	47%	34%	43%
Observed a code violation or other hazard in Elk Grove	47%	41%	34%	40%

Table 23: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code			Overall
	95624	95757	95758	
Economic development	43%	43%	53%	47%

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	69%	65%	70%	68%
Participate in moderate or vigorous physical activity	59%	57%	63%	60%
Reported being in "very good" or "excellent" health	49%	56%	67%	58%

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	24%	33%	20%	25%
Participated in religious or spiritual activities in Elk Grove	43%	26%	30%	33%
Attended a City-sponsored event	7%	4%	3%	5%

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	15%	27%	20%	20%
Contacted Elk Grove elected officials (in-person, phone, email or web) to express your opinion	16%	17%	7%	13%
Volunteered your time to some group/activity in Elk Grove	10%	24%	14%	15%
Participated in a club	8%	24%	9%	12%
Talked to or visited with your immediate neighbors	69%	74%	65%	69%
Done a favor for a neighbor	47%	55%	44%	48%
Attended a local public meeting	6%	1%	0%	2%
Watched (online or on television) a local public meeting	1%	3%	3%	3%
Read or watch local news (via television, paper, computer, etc.)	58%	55%	49%	53%
Vote in local elections	22%	27%	34%	28%

Table 27: Question 13

	Zip Code			Overall
	95624	95757	95758	
How often do you visit Old Town Elk Grove? (Percent once a month or less, 2-4 times per month or a few times a week or more.)	87%	80%	74%	80%

Table 28: Question 14

How often, if at all, do you visit Old Town Elk Grove for each of the following? (Percent rating sometimes or frequently)	Zip Code			Overall
	95624	95757	95758	
Dining/nightlife/entertainment	45%	33%	25%	34%
Nails/hair/spa services	32%	28%	20%	26%
Boutique shopping	30%	27%	13%	22%
General shopping	37%	44%	25%	34%
Special events	48%	24%	32%	35%
Art gallery/art purchase	12%	12%	19%	15%
Real estate/accounting/banking/tax/legal services	22%	25%	12%	19%
Auto/home improvement services	17%	25%	21%	21%
Places of worship	21%	13%	10%	14%
Education or lessons (dancing, martial arts, etc.)	5%	13%	7%	8%
Business services	14%	25%	19%	19%
Other	20%	25%	11%	18%

Table 29: Question 15

What type of new development, if any, would you like to see in Old Town Elk Grove? (Please check all that apply.)	Zip Code			Overall
	95624	95757	95758	
Performing arts theater	24%	25%	41%	31%
Outdoor concert/special event venue	41%	39%	46%	42%
Activities or destinations for children and families	40%	42%	41%	41%
Movie theater	33%	30%	27%	30%
Seasonal ice rink	51%	29%	34%	39%
Plaza setting (benches, landscapes and promenade)	34%	41%	33%	36%
Community park	27%	20%	25%	25%
History center/displays	25%	24%	23%	24%
Museum	27%	21%	30%	27%
Boutique shopping	27%	24%	16%	22%
General shopping	35%	33%	24%	30%
Fine dining	41%	49%	30%	39%
Casual dining	40%	43%	37%	39%
Office space	7%	5%	5%	6%
Other	9%	1%	9%	7%
None	5%	5%	1%	4%
Don't know	5%	16%	15%	12%

Statistical significance not tested.