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# The City of Craig, Colorado

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## Report of Results 2007



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# SURVEY BACKGROUND

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## About The National Citizen Survey™

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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 Craig 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 Craig staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

# UNDERSTANDING THE RESULTS

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## Survey Administration

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Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 117 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 328 residents, for a response rate of 30%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 328 residents is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Craig. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

## Survey Validity

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The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
4. Selecting the respondent within the household using an unbiased sampling procedure<sup>1</sup>.

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<sup>1</sup> The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

5. Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by City officials.
9. Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g. family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street

repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen “objectively” in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

## Use of the “Excellent, Good, Fair, Poor” Response Scale

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The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

## “Don’t Know” Responses

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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.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

## Putting Evaluations Onto a 100-Point Scale

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Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus three points based on all respondents.

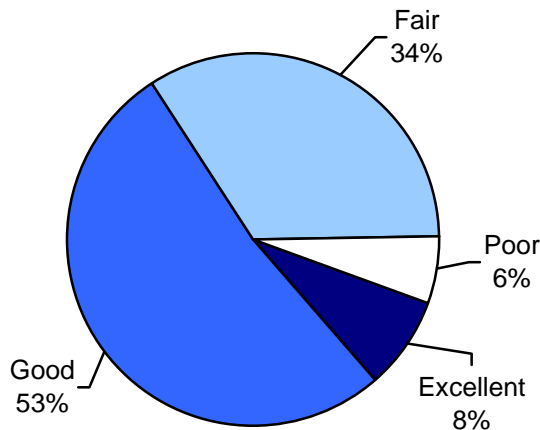
# COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Craig. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Craig. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Craig.

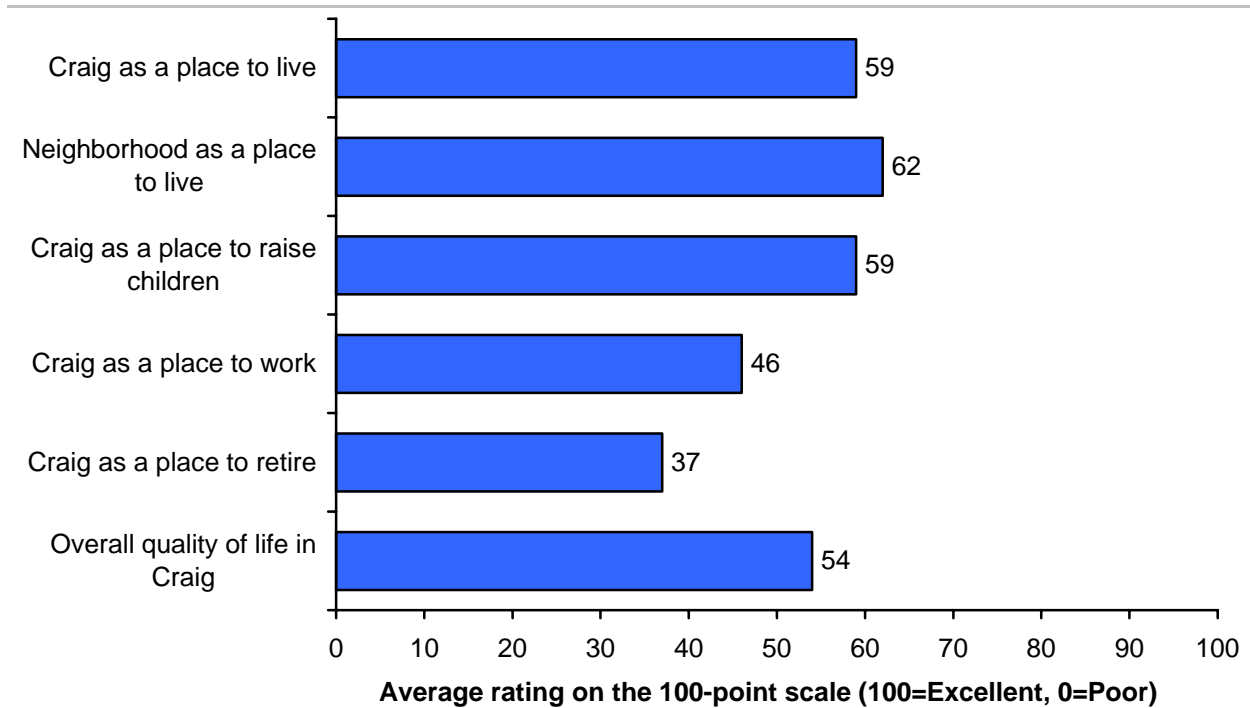
## Quality of Life

When asked to rate the overall quality of life in Craig, 8% of respondents thought it was “excellent.” Only 6% rated overall quality of life as “poor.” All of the responses of residents who had an opinion about the overall quality of life in Craig are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

**Figure 1: Overall Quality of Life in Craig**



**Figure 2: Quality of Life Ratings**



**Quality of Life Ratings**

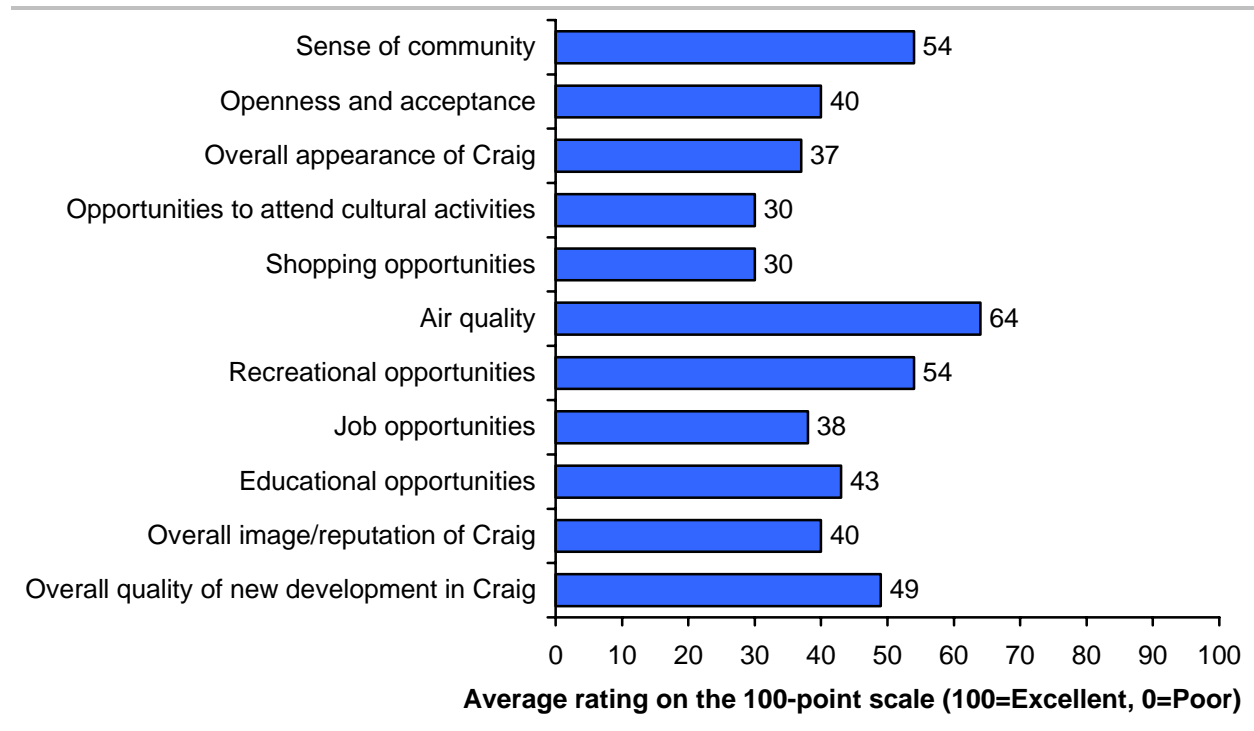
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Craig as a place to live?	12%	60%	22%	7%	100%	59
How do you rate your neighborhood as a place to live?	18%	53%	23%	5%	100%	62
How do you rate Craig as a place to raise children?	16%	51%	27%	7%	100%	59
How do you rate Craig as a place to work?	8%	41%	32%	19%	100%	46
How do you rate Craig as a place to retire?	8%	25%	36%	31%	100%	37
How do you rate the overall quality of life in Craig?	8%	53%	34%	6%	100%	54

Note: "don't know" responses have been removed.

## Ratings of Community Characteristics in Craig

The highest rated characteristics of Craig were air quality, sense of community, and recreational opportunities. When asked about potential problems in Craig, the three concerns rated by the highest proportion of respondents as a “major problem” were drugs; run down buildings, weed lots, or junk vehicles; and taxes. The rate of population growth in Craig was viewed as “too fast” by 27% of respondents, while 14% thought it was “too slow.”

**Figure 3: Characteristics of the Community: General and Opportunities**

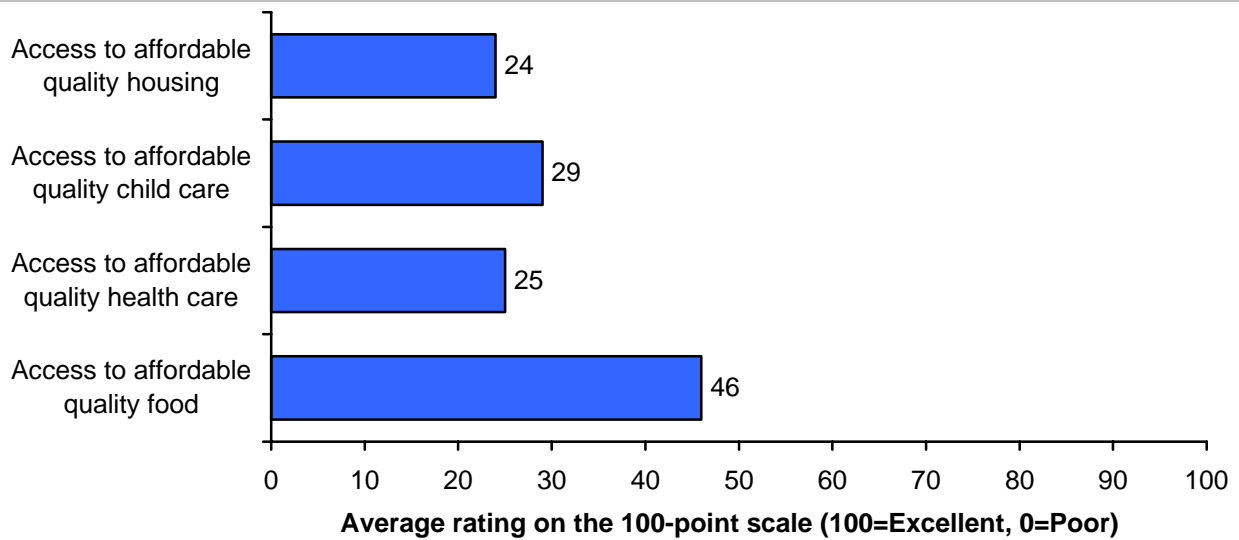


**Characteristics of the Community: General and Opportunities**

<b>Please rate each of the following characteristics as they relate to Craig as a whole:</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Total</b>	<b>Average rating on a 100-point scale (100=Excellent, 0=Poor)</b>
Sense of community	10%	50%	34%	7%	100%	54
Openness and acceptance of the community towards people of diverse backgrounds	4%	36%	36%	24%	100%	40
Overall appearance of Craig	2%	28%	49%	21%	100%	37
Opportunities to attend cultural activities	0%	21%	46%	33%	100%	30
Shopping opportunities	1%	22%	43%	34%	100%	30
Air quality	22%	51%	23%	4%	100%	64
Recreational opportunities	16%	42%	28%	14%	100%	54
Job opportunities	5%	30%	38%	27%	100%	38
Educational opportunities	3%	37%	46%	14%	100%	43
Overall image/reputation of Craig	3%	33%	46%	18%	100%	40
Overall quality of new development in Craig	8%	44%	37%	11%	100%	49

Note: "don't know" responses have been removed.

**Figure 4: Characteristics of the Community: Access**

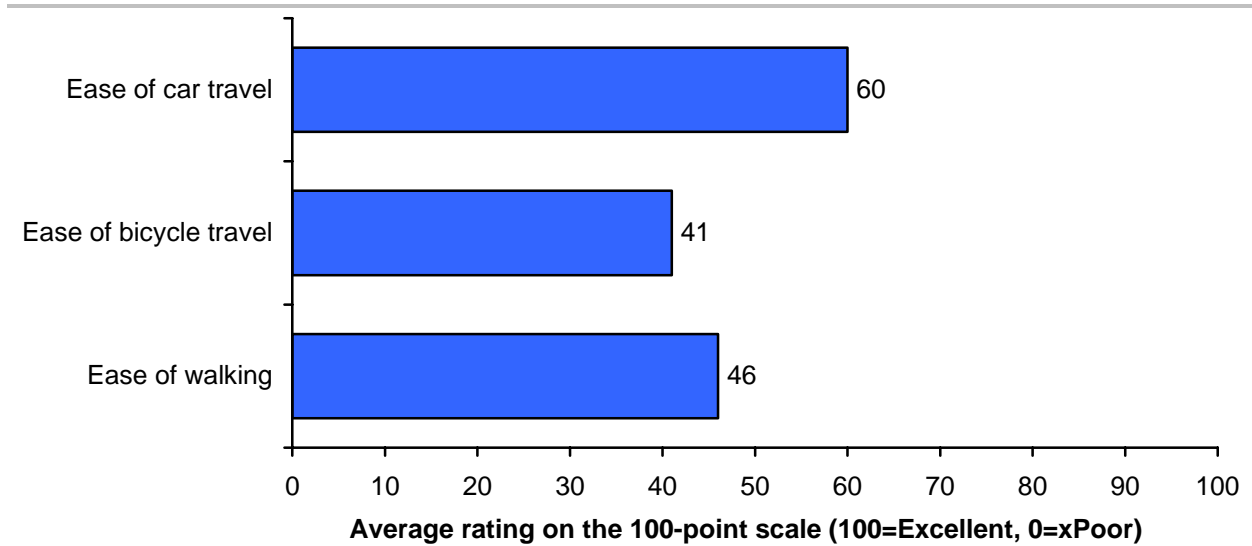


**Characteristics of the Community: Access**

Please rate each of the following characteristics as they relate to Craig as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality housing	2%	16%	37%	46%	100%	24
Access to affordable quality child care	1%	21%	43%	35%	100%	29
Access to affordable quality health care	2%	18%	35%	46%	100%	25
Access to affordable quality food	6%	39%	41%	14%	100%	46

Note: "don't know" responses have been removed.

**Figure 5: Characteristics of the Community: Mobility**



**Characteristics of the Community: Mobility**

Please rate each of the following characteristics as they relate to Craig as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Craig	16%	54%	26%	4%	100%	60
Ease of bicycle travel in Craig	8%	32%	35%	25%	100%	41
Ease of walking in Craig	11%	36%	32%	21%	100%	46

Note: "don't know" responses have been removed.

Figure 6: Ratings of Potential Problems in Craig

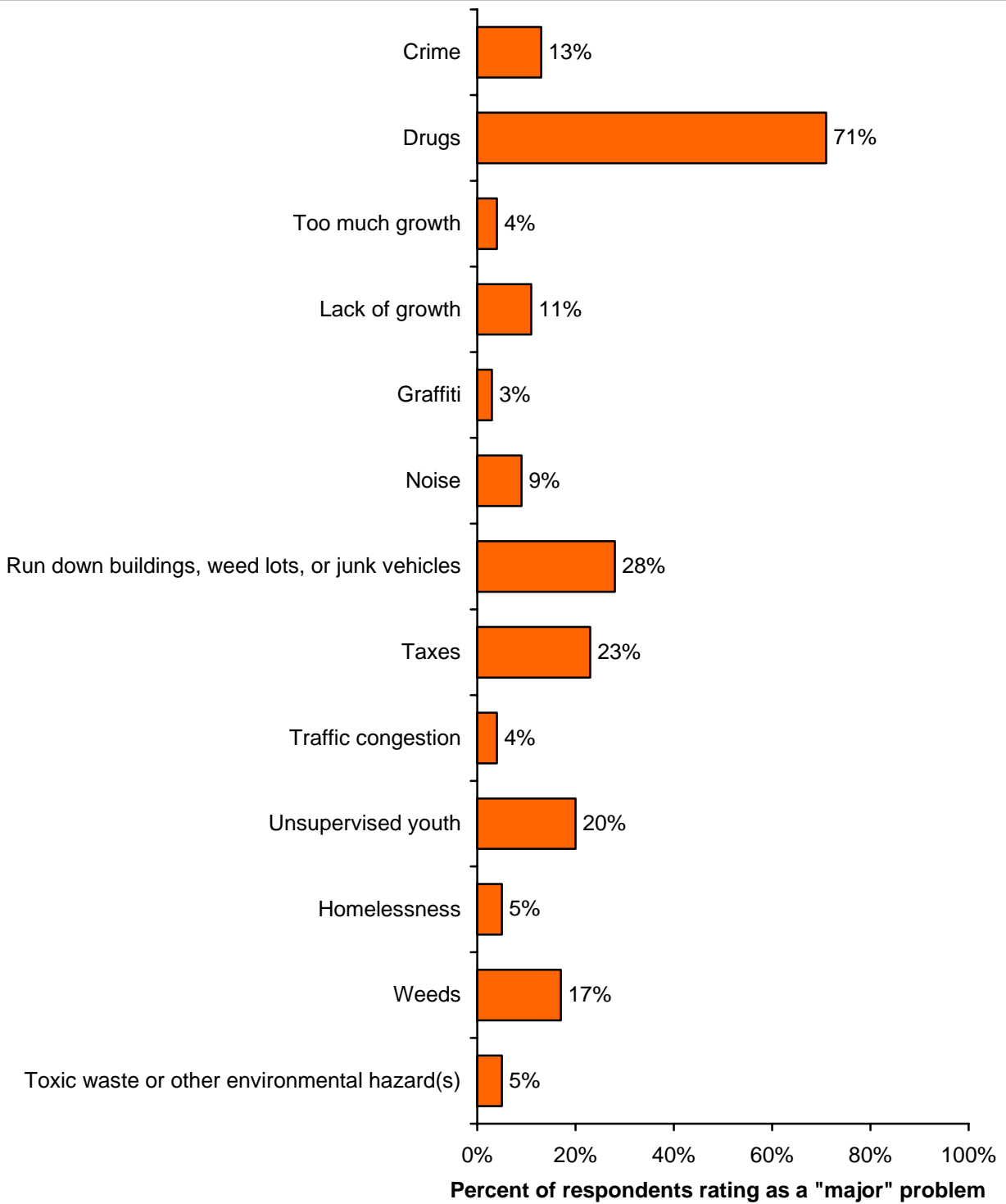
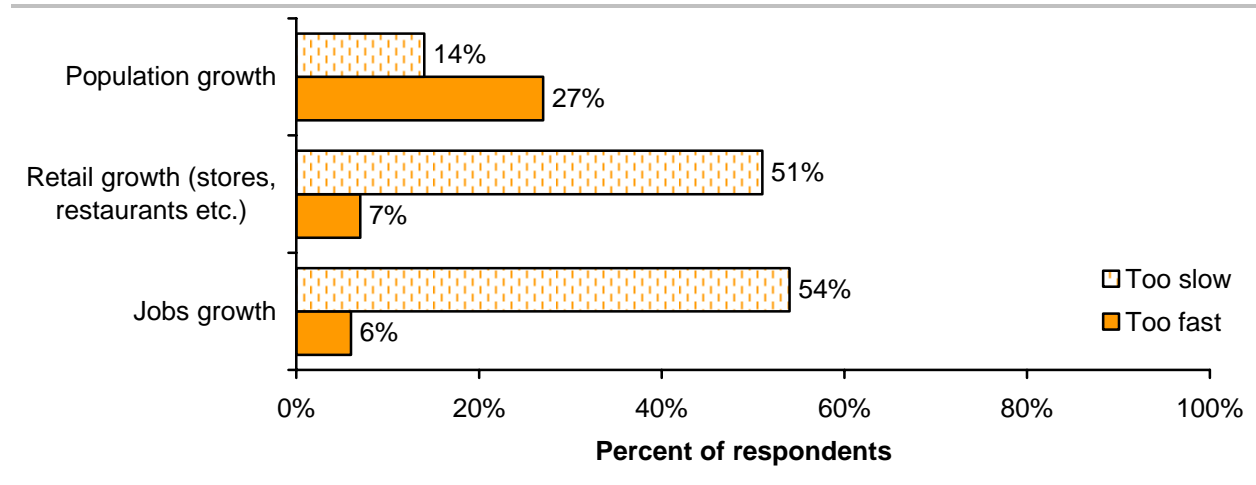


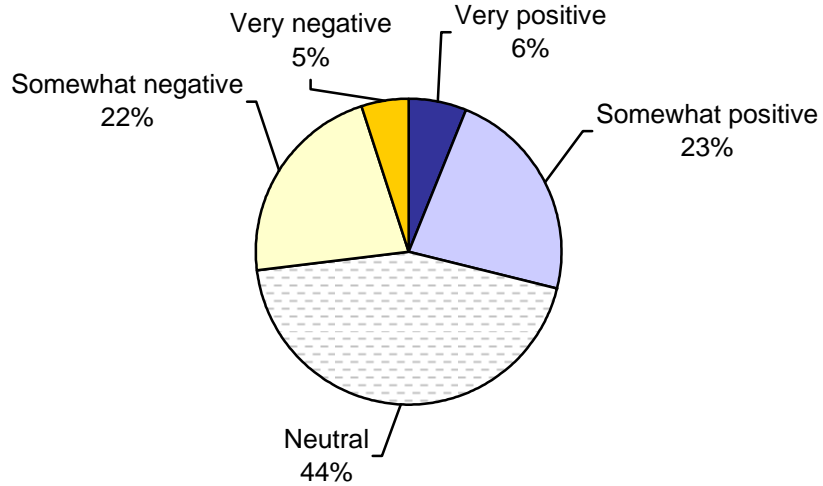
Figure 7: Ratings of Rates of Growth in Craig



Twenty-nine percent of Craig residents expected that the coming six months would have a somewhat or very positive impact on their family, while 27% felt that the economic future would be somewhat or very negative.

Figure 8: Perceptions of Economy

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...

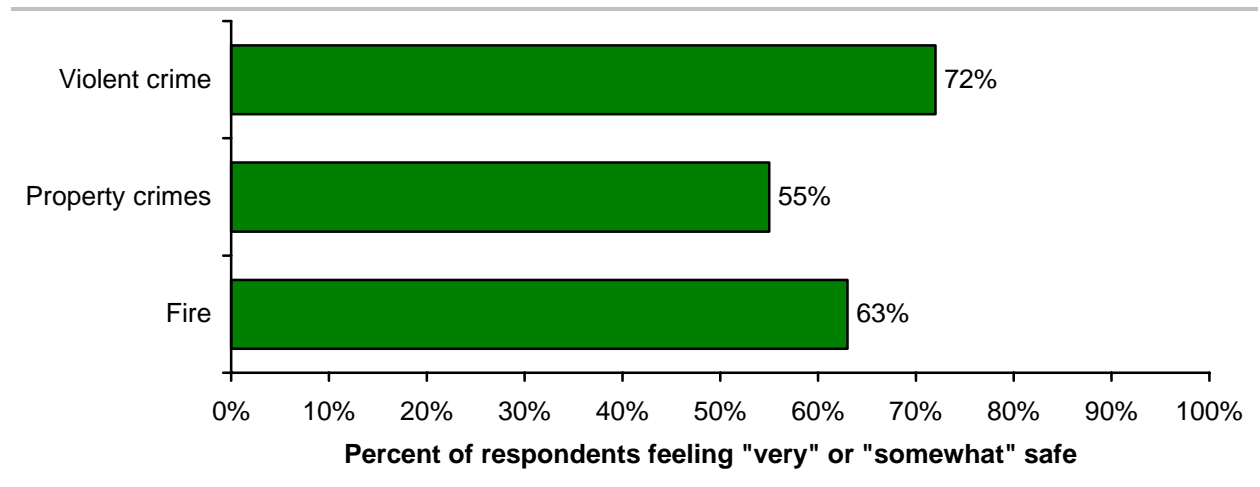


## Perceptions of Safety

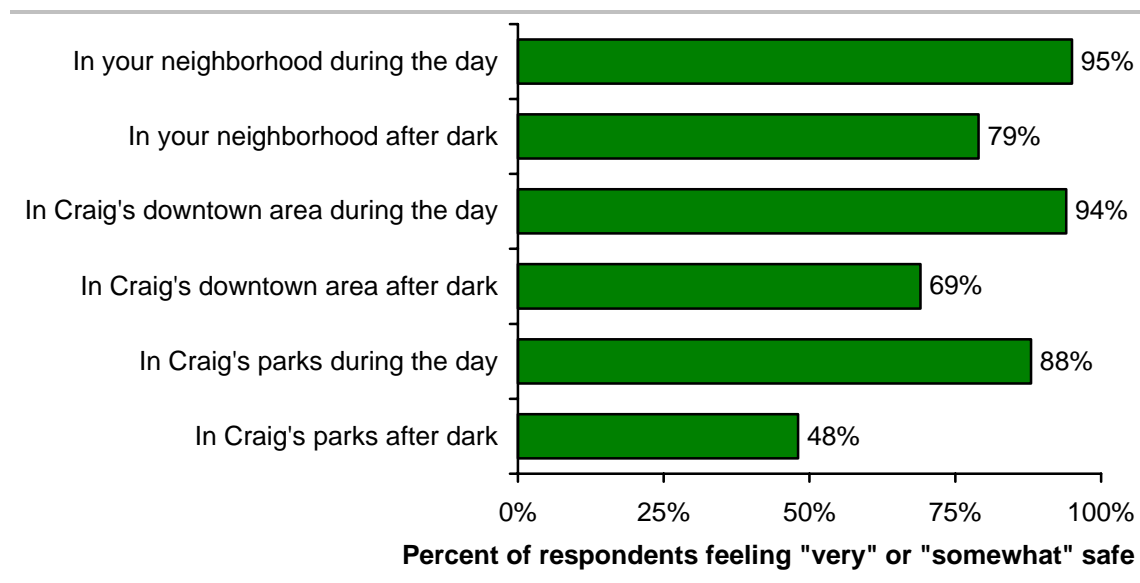
When evaluating safety in the community, 72% of respondents felt “somewhat” or “very safe” from violent crimes in Craig. In their neighborhood after dark, 79% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 16% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 60% had reported it to police.

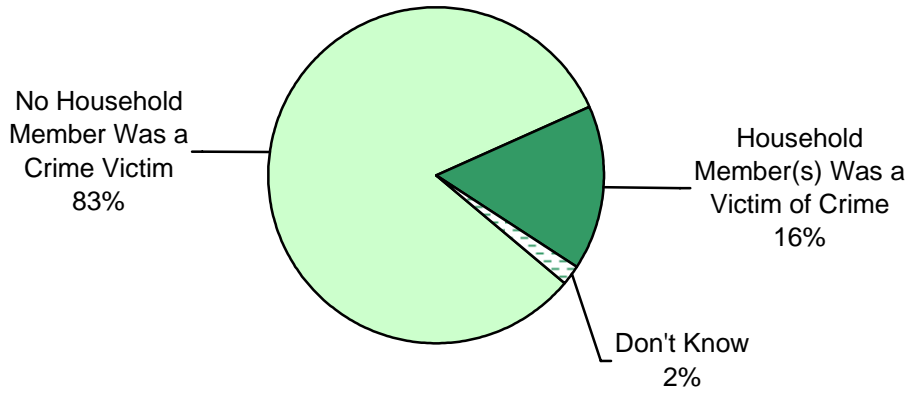
**Figure 9: Ratings of Safety from Various Problems in Craig**



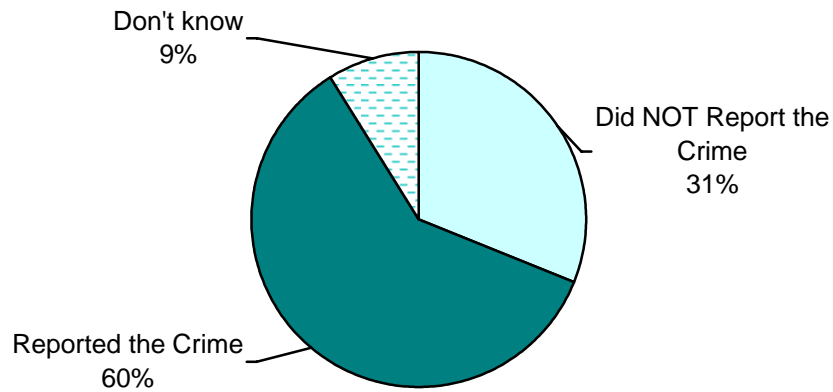
**Figure 10: Ratings of Safety in Various Areas in Craig**



**Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months**



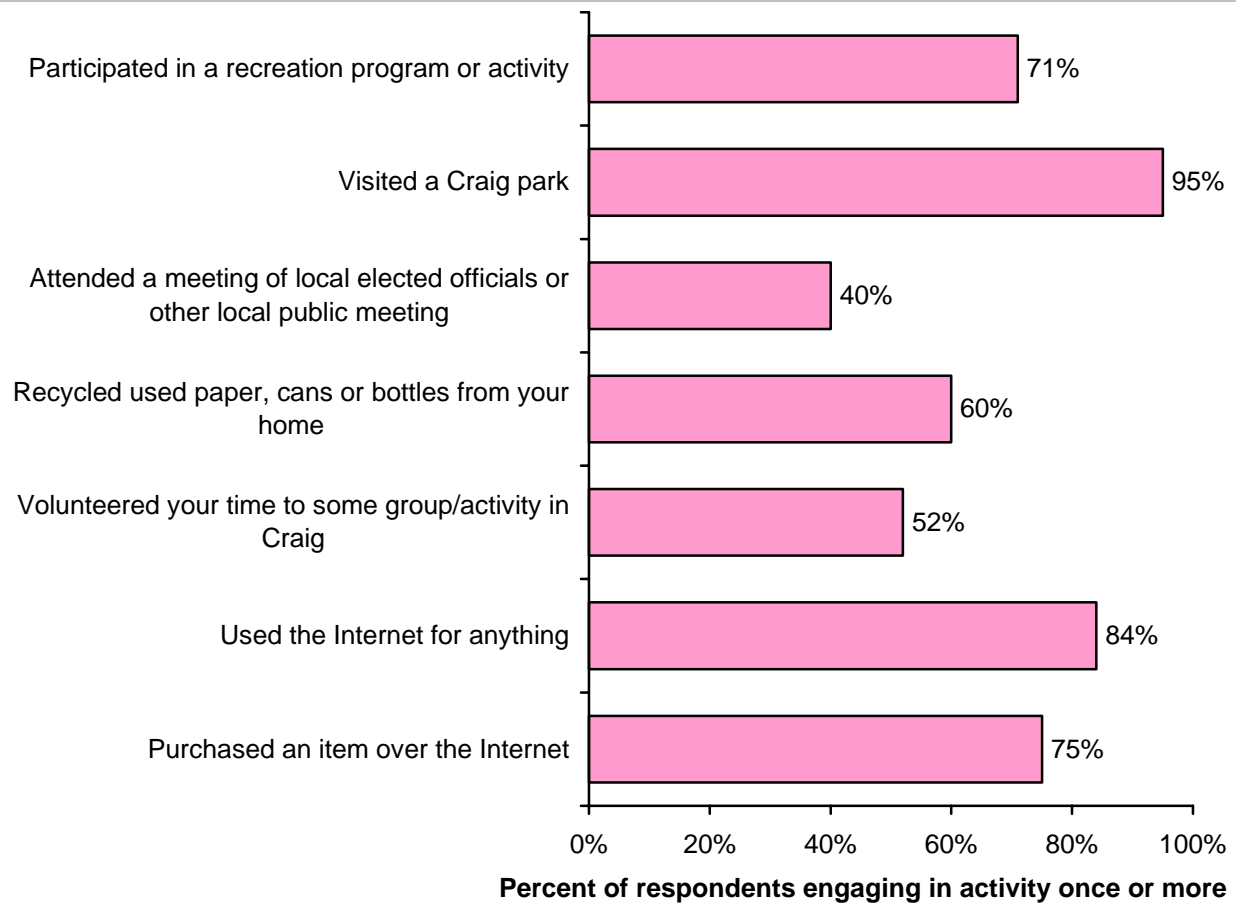
**Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime**



## Community Participation

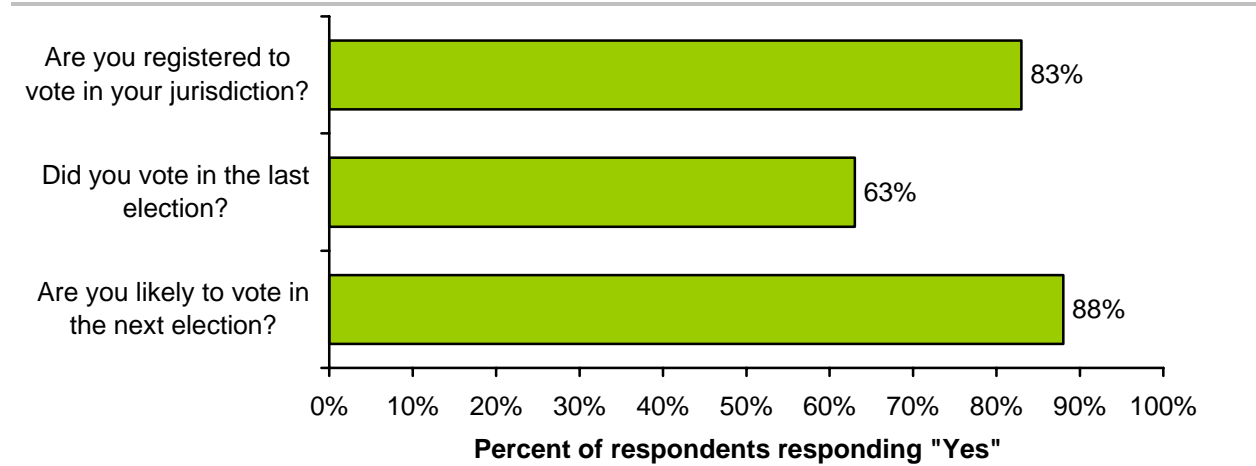
Participation in the civic, social and economic life of Craig during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 95% reported visiting a park in Craig in the past year and 40% had attended a meeting of elected officials or other local public meeting.

**Figure 13: Percent of Respondents Engaging in Various Activities in Craig in the Past Year**



Voter status was also estimated,<sup>2</sup> with 63% saying that they had voted in the last election.

**Figure 14: Voter Status and Activity**



Voter Status and Activity			
	No	Yes	Total
Are you registered to vote in your jurisdiction?	17%	83%	100%
Did you vote in the last election?	37%	63%	100%
Are you likely to vote in the next election?	12%	88%	100%

<sup>2</sup> In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

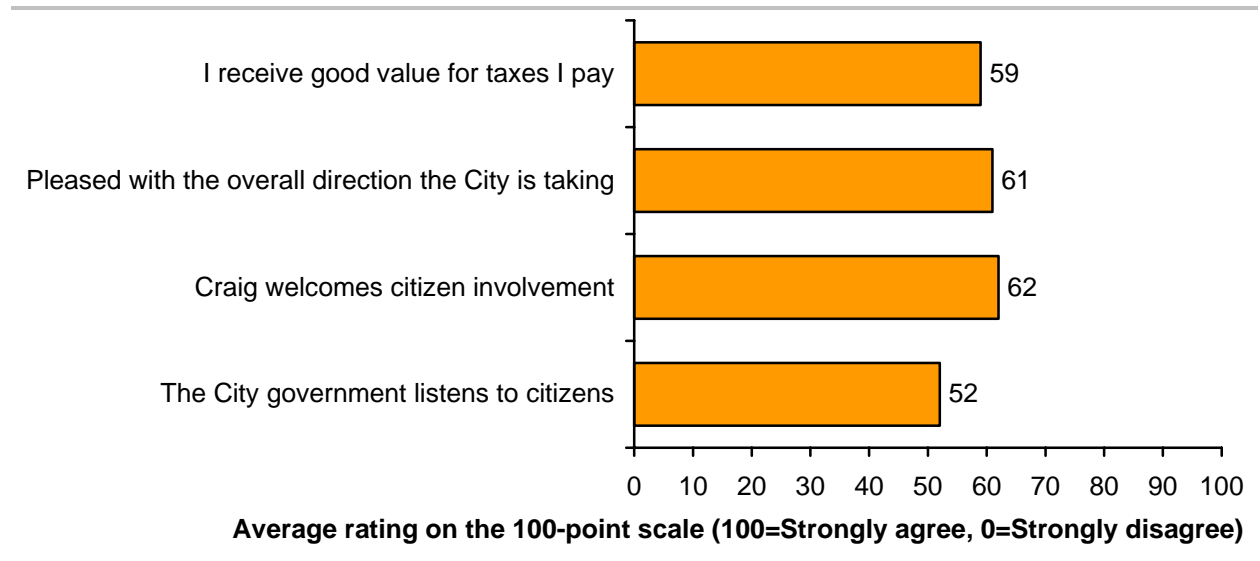
## LOCAL GOVERNMENT

Several aspects of the government of the City of Craig were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Craig. Those who had any contact with a City of Craig employee in the past year gave their impressions of the most recent encounter.

### Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 59 on a 100-point scale.

**Figure 15: Ratings of Public Trust**



**Ratings of Public Trust**

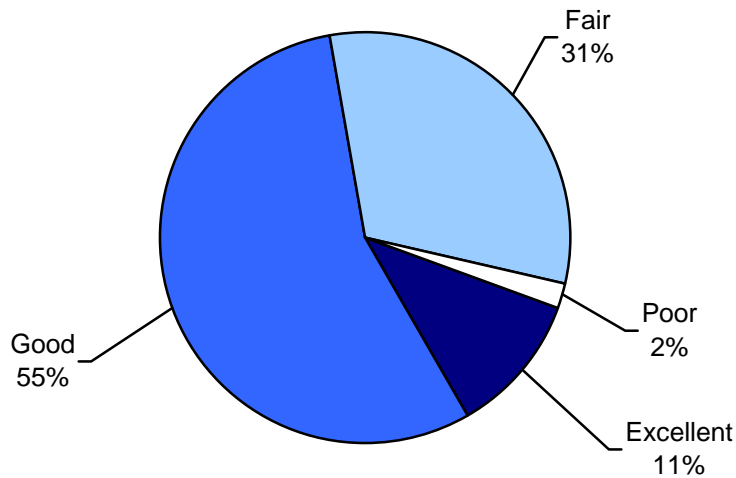
<b>Please rate the following statements:</b>	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>Total</b>	<b>Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)</b>
I receive good value for the City of Craig taxes I pay	13%	40%	26%	13%	8%	100%	59
I am pleased with the overall direction that the City of Craig is taking	13%	44%	24%	12%	7%	100%	61
The City of Craig government welcomes citizen involvement	19%	36%	25%	14%	6%	100%	62
The City of Craig government listens to citizens	9%	32%	29%	18%	12%	100%	52

Note: "don't know" responses have been removed.

## Service Provided by Craig

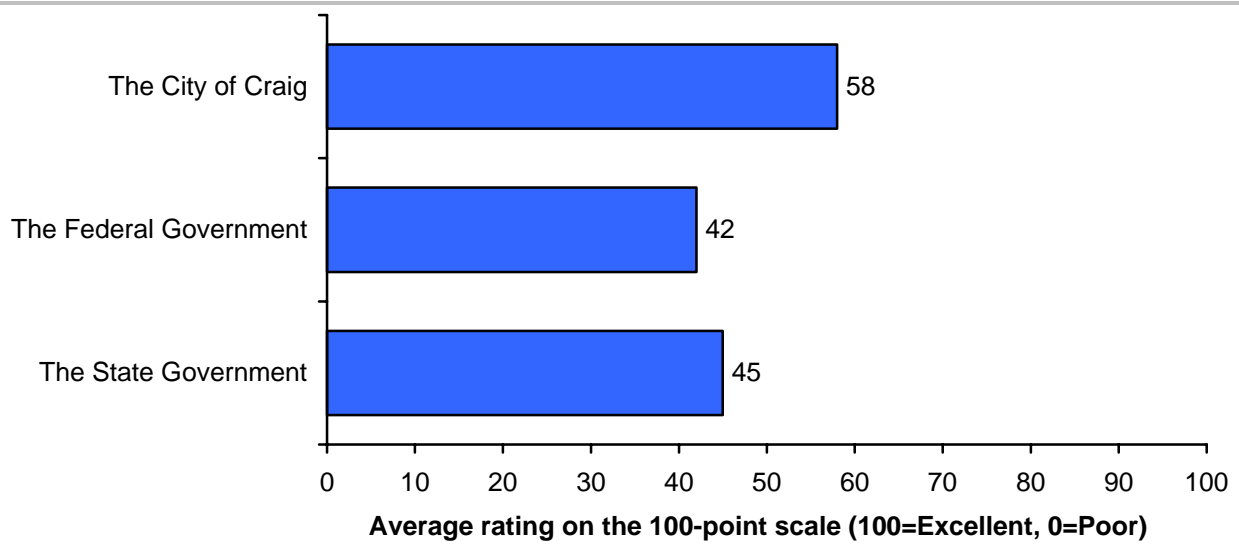
The responses of residents with an opinion about the overall quality of services provided by Craig are shown in Figure 16 below. These responses result in an average rating of 58 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

**Figure 16: Overall Quality of Services Provided by the City of Craig**



On average, residents of Craig gave the highest evaluations to their own local government and the lowest average rating to the Federal government.

**Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government**

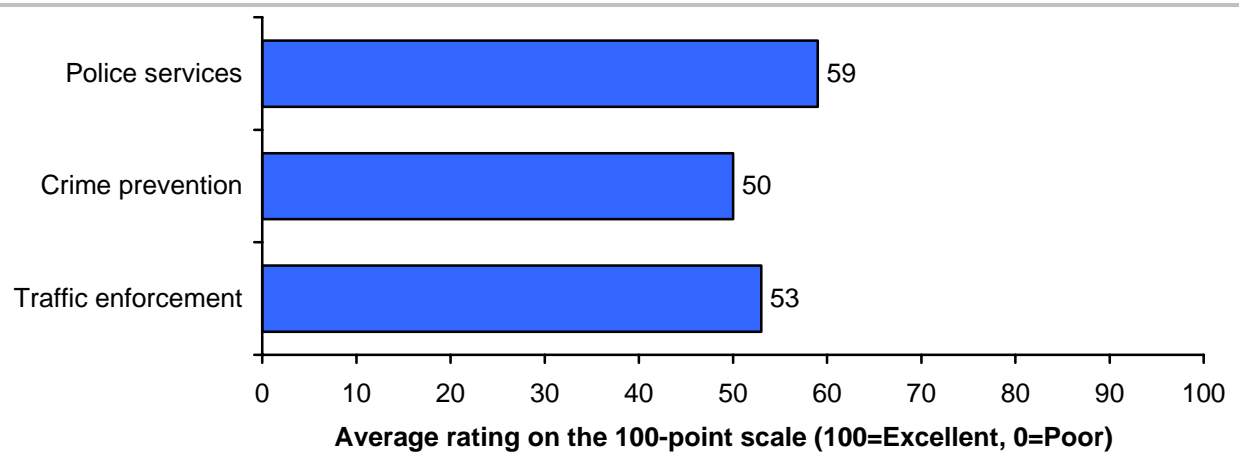


**Overall Quality of Services: City of Craig, Federal Government and State Government**

Overall, how would you rate the quality of services provided by...					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
The City of Craig	11%	55%	31%	2%	100%	58
The Federal Government	4%	35%	43%	18%	100%	42
The State Government	4%	38%	46%	11%	100%	45

Note: "don't know" responses have been removed.

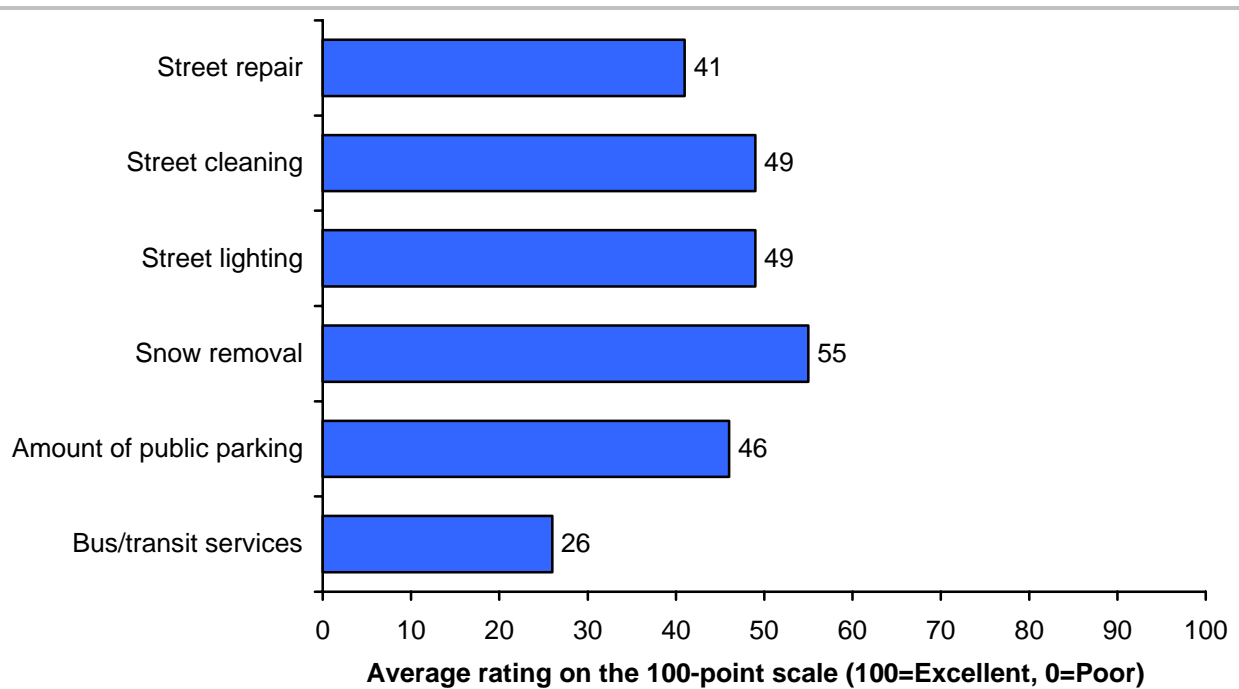
**Figure 18: Quality of Public Safety Services**



Quality of Public Safety Services						Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	
Police services	18%	49%	23%	9%	100%	59
Crime prevention	7%	44%	40%	9%	100%	50
Traffic enforcement	12%	47%	30%	11%	100%	53

Note: "don't know" responses have been removed.

**Figure 19: Quality of Transportation Services**

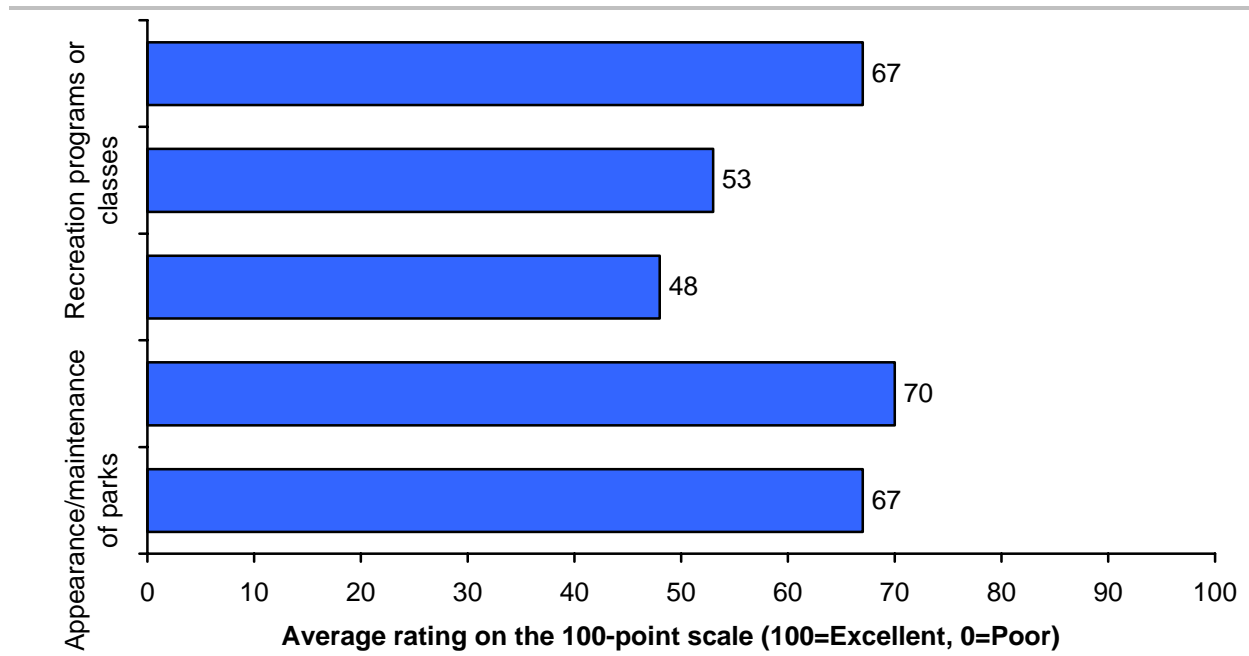


**Quality of Transportation Services**

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Street repair	6%	35%	36%	23%	100%	41
Street cleaning	9%	41%	37%	13%	100%	49
Street lighting	7%	44%	38%	12%	100%	49
Snow removal	15%	46%	26%	13%	100%	55
Amount of public parking	6%	41%	38%	15%	100%	46
Bus/transit services	3%	22%	24%	51%	100%	26

Note: "don't know" responses have been removed.

**Figure 20: Quality of Leisure Services**

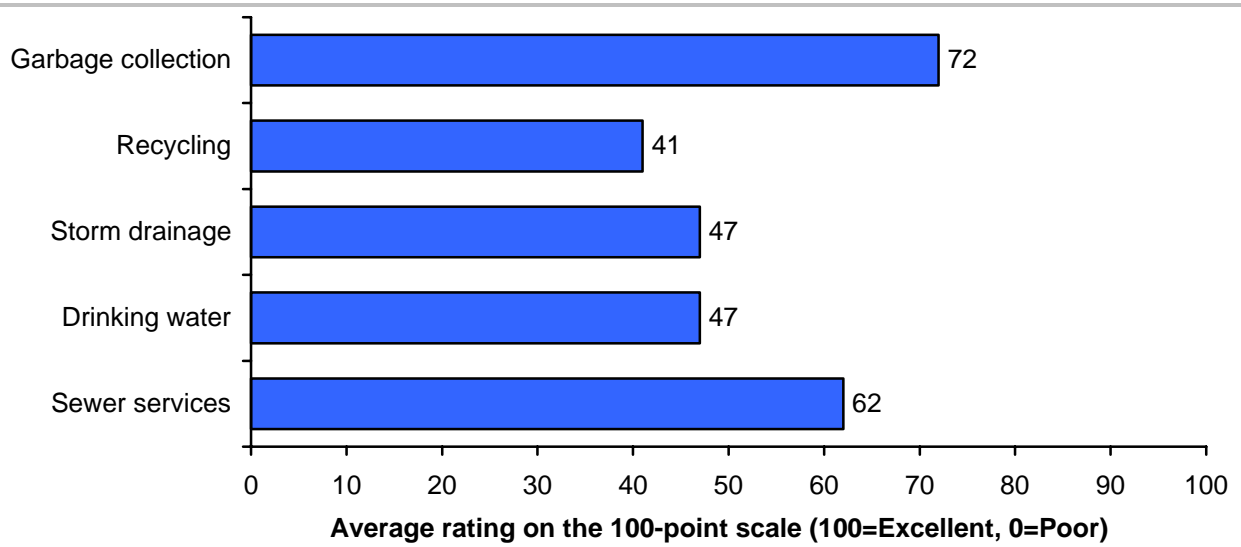


**Quality of Leisure Services**

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
City parks	22%	59%	16%	3%	100%	67
Recreation programs or classes	12%	46%	32%	10%	100%	53
Range/variety of recreation programs and classes	10%	41%	34%	16%	100%	48
Accessibility of parks	28%	56%	15%	1%	100%	70
Appearance/maintenance of parks	24%	57%	14%	4%	100%	67

Note: "don't know" responses have been removed.

**Figure 21: Quality of Utility Services**

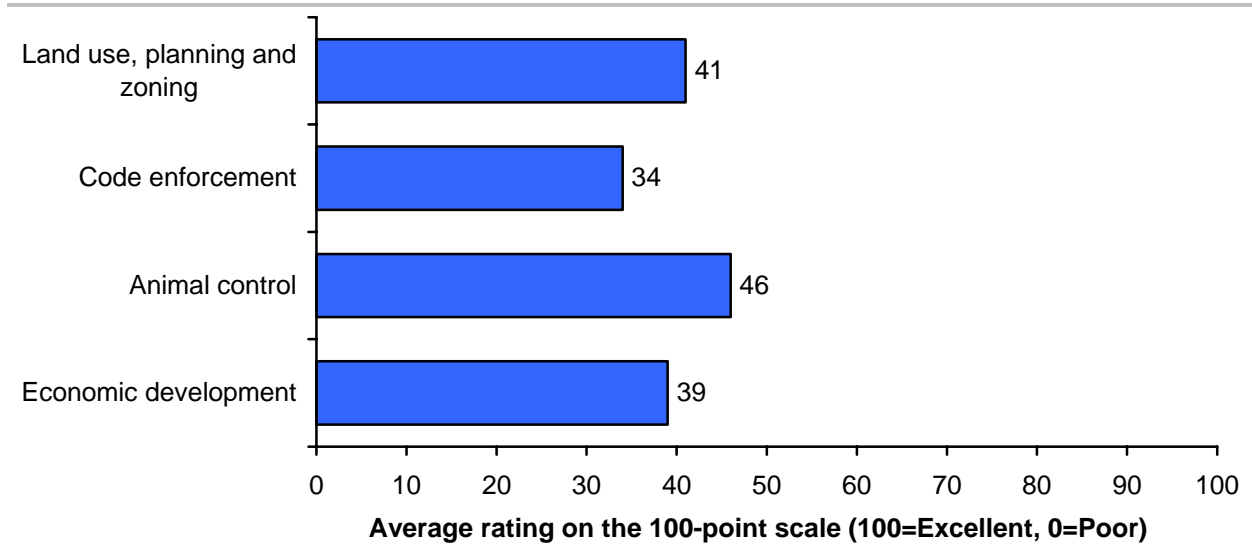


**Quality of Utility Services**

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Garbage collection	37%	45%	15%	3%	100%	72
Recycling	9%	31%	34%	26%	100%	41
Storm drainage	7%	39%	43%	11%	100%	47
Drinking water	11%	40%	31%	19%	100%	47
Sewer services	13%	60%	26%	1%	100%	62

Note: "don't know" responses have been removed.

**Figure 22: Quality of Planning and Code Enforcement Services**

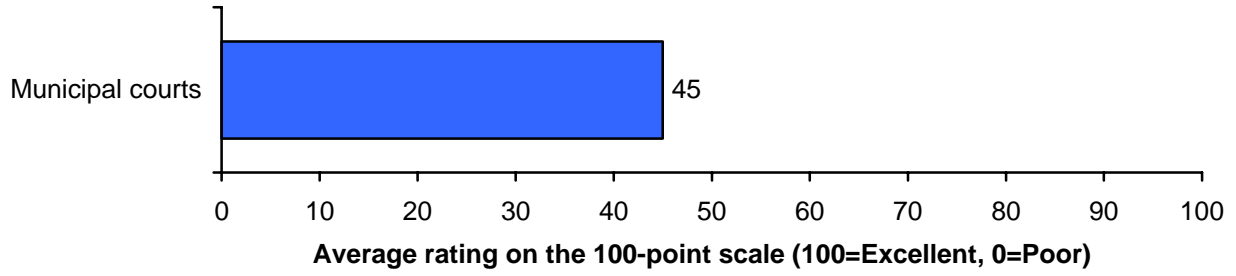


**Quality of Planning and Code Enforcement Services**

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Land use, planning and zoning	5%	36%	38%	21%	100%	41
Code enforcement (weeds, abandoned buildings, etc)	6%	22%	40%	32%	100%	34
Animal control	5%	43%	36%	16%	100%	46
Economic development	4%	30%	44%	22%	100%	39

Note: "don't know" responses have been removed.

**Figure 23: Quality of Services to Special Populations and Other Services**



**Quality of Services to Special Populations and Other Services**

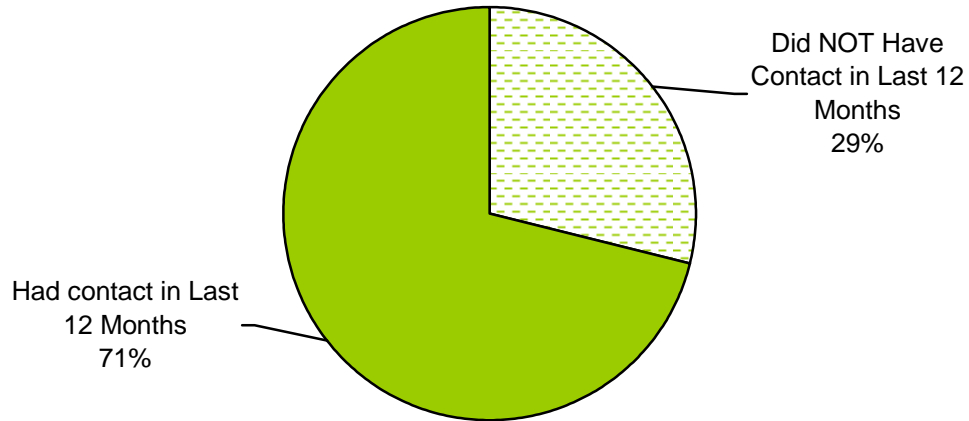
How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Municipal courts	5%	40%	38%	16%	100%	45

Note: "don't know" responses have been removed.

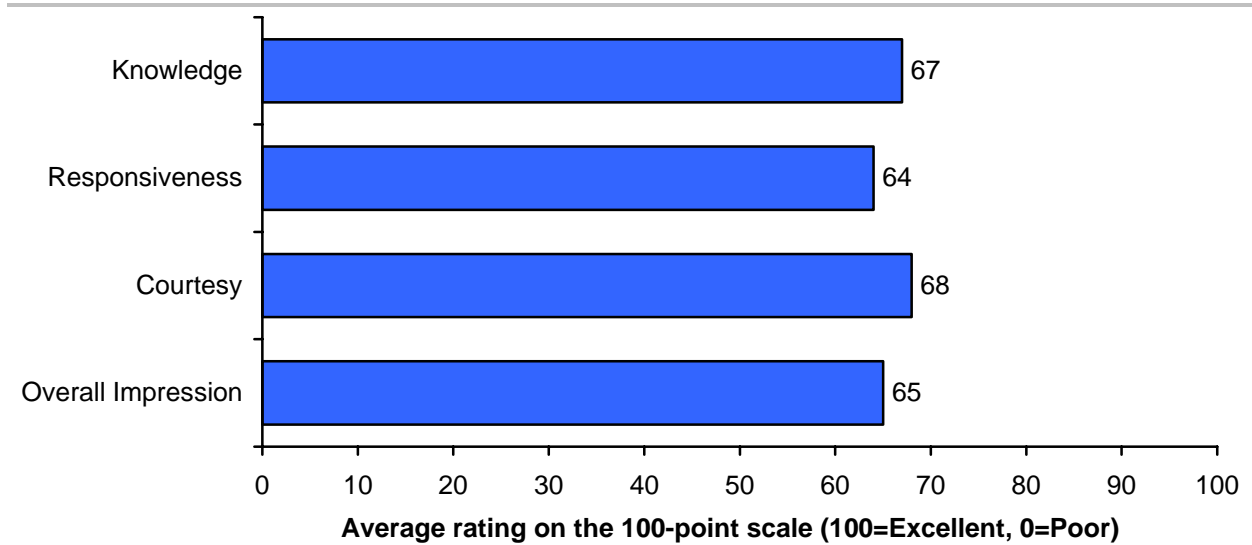
## The City of Craig Employees

Impressions of the City of Craig employees were assessed on the questionnaire. Those who had been in contact with a City of Craig employee in the past year (71%) rated their overall impression as 65 on a 100-point scale.

**Figure 24: Percent of Respondents Who Had Contact with a City of Craig Employee**



**Figure 25: Ratings of Contact with the City of Craig Employees**



**Ratings of Contact with City of Craig Employees**

What was your impression of employees of the City of Craig in your most recent contact?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Knowledge	27%	49%	20%	3%	100%	67
Responsiveness	28%	45%	18%	9%	100%	64
Courtesy	37%	39%	14%	9%	100%	68
Overall Impression	30%	44%	18%	9%	100%	65

Note: "don't know" responses have been removed.

## ADDITIONAL QUESTIONS

Three additional questions were asked by the City of Craig. The results for these questions are displayed below.

### Policy Question #1

Please indicate to what extent you would support or oppose a sales tax increase to fund each of the following:	Improvements at the existing outdoor swimming pool	Construction of a new indoor recreation center to include a new gym and fitness center
Strongly support	21%	34%
Somewhat support	38%	29%
Somewhat oppose	16%	18%
Strongly oppose	25%	19%
Total	100%	100%

Note: "don't know" responses have been removed.

### Policy Question #2

How important, if at all, are each of the following activities or amenities for a new recreation center?					Total
	Essential	Very important	Somewhat important	Not at all important	
Senior center	23%	35%	29%	12%	100%
Teen center	34%	38%	17%	11%	100%
Indoor walking/jogging track	24%	28%	25%	22%	100%
Large community meeting room	12%	21%	32%	34%	100%
Leisure pool and waterslide	20%	20%	30%	30%	100%
Indoor shooting range	9%	12%	25%	54%	100%

Note: "don't know" responses have been removed.

### Policy Question #3

To what extent would you support or oppose a sales tax increase for open space acquisition and trail construction?	Percent of respondents
Strongly support	19%
Somewhat support	43%
Somewhat oppose	16%
Strongly oppose	21%
Total	100%

Note: "don't know" responses have been removed.

# APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

	Question 1: Quality of Life Ratings											
	Excellent		Good		Fair		Poor		Don't know		Total	
How do you rate Craig as a place to live?	12%	N=38	60%	N=197	22%	N=71	7%	N=22	0%	N=0	100%	N=328
How do you rate your neighborhood as a place to live?	18%	N=60	53%	N=173	23%	N=75	5%	N=17	0%	N=0	100%	N=324
How do you rate Craig as a place to raise children?	15%	N=48	48%	N=156	25%	N=81	6%	N=21	6%	N=18	100%	N=324
How do you rate Craig as a place to work?	8%	N=26	39%	N=125	30%	N=96	18%	N=58	6%	N=19	100%	N=324
How do you rate Craig as a place to retire?	7%	N=23	22%	N=71	32%	N=101	28%	N=89	10%	N=32	100%	N=317
How do you rate the overall quality of life in Craig?	8%	N=24	52%	N=168	34%	N=108	6%	N=19	1%	N=2	100%	N=322

**Question 2: Please rate each of the following characteristics as they relate to Craig as a whole**

	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	10%	N=30	50%	N=156	33%	N=105	6%	N=20	1%	N=2	100%	N=313
Openness and acceptance of the community towards people of diverse backgrounds	4%	N=12	34%	N=108	35%	N=110	23%	N=72	5%	N=16	100%	N=318
Overall appearance of Craig	2%	N=6	28%	N=90	49%	N=158	21%	N=69	0%	N=1	100%	N=325
Opportunities to attend cultural activities	0%	N=1	19%	N=63	42%	N=137	30%	N=98	8%	N=25	100%	N=324
Shopping opportunities	1%	N=4	22%	N=71	43%	N=140	34%	N=109	0%	N=0	100%	N=325
Air quality	22%	N=71	51%	N=163	23%	N=74	4%	N=12	1%	N=3	100%	N=323
Recreational opportunities	16%	N=52	41%	N=133	27%	N=87	14%	N=44	2%	N=6	100%	N=322
Job opportunities	5%	N=15	30%	N=96	37%	N=120	26%	N=84	3%	N=9	100%	N=324
Access to affordable quality housing	2%	N=5	16%	N=51	36%	N=117	45%	N=146	2%	N=5	100%	N=324
Access to affordable quality child care	0%	N=1	12%	N=39	26%	N=82	21%	N=66	41%	N=132	100%	N=321
Access to affordable quality health care	1%	N=5	17%	N=54	32%	N=103	42%	N=137	8%	N=27	100%	N=326
Access to affordable quality food	6%	N=19	39%	N=128	41%	N=132	14%	N=46	0%	N=0	100%	N=325
Ease of car travel in Craig	16%	N=51	53%	N=173	26%	N=85	4%	N=13	1%	N=4	100%	N=326
Ease of bicycle travel in Craig	7%	N=22	27%	N=88	30%	N=96	21%	N=68	16%	N=51	100%	N=324
Ease of walking in Craig	11%	N=36	34%	N=112	31%	N=101	20%	N=66	3%	N=11	100%	N=325
Educational opportunities	3%	N=8	35%	N=111	43%	N=137	14%	N=43	7%	N=22	100%	N=321
Overall image/reputation of Craig	3%	N=9	33%	N=106	46%	N=149	18%	N=57	1%	N=3	100%	N=324
Overall quality of new development in Craig	7%	N=23	41%	N=131	34%	N=112	11%	N=34	7%	N=24	100%	N=324

<b>Question 3: Please rate the speed of growth in the following categories in Craig over the past two years</b>														
	<b>Much too slow</b>		<b>Somewhat too slow</b>		<b>Right amount</b>		<b>Somewhat too fast</b>		<b>Much too fast</b>		<b>Don't know</b>		<b>Total</b>	
Population growth	1%	N=4	11%	N=34	50%	N=160	17%	N=55	6%	N=19	15%	N=49	100%	N=320
Retail growth (stores, restaurants etc.)	13%	N=42	34%	N=110	39%	N=124	4%	N=14	2%	N=7	7%	N=24	100%	N=321
Jobs growth	17%	N=55	29%	N=91	33%	N=106	4%	N=13	1%	N=4	16%	N=51	100%	N=319

**Question 4: To what degree are the following problems in Craig**

	Not a problem		Minor problem		Moderate problem		Major problem		Don't know		Total	
Crime	2%	N=7	29%	N=94	52%	N=167	12%	N=39	5%	N=17	100%	N=324
Drugs	0%	N=1	6%	N=19	21%	N=68	67%	N=218	6%	N=19	100%	N=325
Too much growth	36%	N=116	33%	N=104	21%	N=68	4%	N=13	6%	N=18	100%	N=318
Lack of growth	39%	N=124	22%	N=68	20%	N=62	10%	N=32	10%	N=30	100%	N=316
Graffiti	33%	N=106	45%	N=145	9%	N=30	2%	N=8	11%	N=35	100%	N=323
Noise	34%	N=110	43%	N=137	13%	N=41	9%	N=28	2%	N=6	100%	N=321
Run down buildings, weed lots, or junk vehicles	7%	N=22	29%	N=94	34%	N=112	28%	N=90	2%	N=8	100%	N=325
Taxes	15%	N=50	25%	N=81	29%	N=95	20%	N=66	10%	N=33	100%	N=324
Traffic congestion	40%	N=130	36%	N=117	20%	N=65	4%	N=12	1%	N=2	100%	N=325
Unsupervised youth	10%	N=34	30%	N=96	33%	N=109	19%	N=61	8%	N=26	100%	N=325
Homelessness	24%	N=77	35%	N=113	13%	N=44	3%	N=11	24%	N=79	100%	N=324
Weeds	16%	N=53	33%	N=106	31%	N=99	16%	N=52	4%	N=13	100%	N=322
Toxic waste or other environmental hazard(s)	30%	N=97	25%	N=80	12%	N=39	4%	N=12	30%	N=97	100%	N=325

<b>Question 5: Please rate how safe you feel from the following occurring to you in Craig</b>														
	<b>Very safe</b>		<b>Somewhat safe</b>		<b>Neither safe nor unsafe</b>		<b>Somewhat unsafe</b>		<b>Very unsafe</b>		<b>Don't know</b>		<b>Total</b>	
Violent crime (e.g., rape, assault, robbery)	26%	N=86	45%	N=146	15%	N=47	9%	N=30	3%	N=11	1%	N=4	100%	N=325
Property crimes (e.g., burglary, theft)	12%	N=40	42%	N=136	18%	N=60	21%	N=68	6%	N=19	1%	N=5	100%	N=327
Fire	24%	N=79	37%	N=121	27%	N=87	7%	N=23	3%	N=9	2%	N=7	100%	N=326

<b>Question 6: Please rate how safe you feel:</b>														
	<b>Very safe</b>		<b>Somewhat safe</b>		<b>Neither safe nor unsafe</b>		<b>Somewhat unsafe</b>		<b>Very unsafe</b>		<b>Don't know</b>		<b>Total</b>	
In your neighborhood during the day	70%	N=229	25%	N=80	3%	N=10	1%	N=3	1%	N=4	0%	N=0	100%	N=327
In your neighborhood after dark	35%	N=115	44%	N=143	9%	N=30	10%	N=33	2%	N=6	0%	N=0	100%	N=327
In Craig's downtown area during the day	67%	N=219	26%	N=85	4%	N=13	1%	N=3	1%	N=4	1%	N=3	100%	N=326
In Craig's downtown area after dark	24%	N=79	43%	N=138	15%	N=49	11%	N=36	4%	N=13	3%	N=10	100%	N=325
In Craig's parks during the day	59%	N=191	26%	N=86	8%	N=27	2%	N=6	2%	N=5	3%	N=11	100%	N=326
In Craig's parks after dark	15%	N=48	30%	N=97	17%	N=54	20%	N=64	11%	N=36	9%	N=28	100%	N=325

**Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?**

	No		Yes		Don't know		Total	
During the past twelve months, were you or anyone in your household the victim of any crime?	83%	N=263	16%	N=50	2%	N=5	100%	N=318

**Question 8: If yes, was this crime (these crimes) reported to the police?**

	No		Yes		Don't know		Total	
If yes, was this crime (these crimes) reported to the police?	31%	N=18	60%	N=35	9%	N=5	100%	N=58

**Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Craig?**

	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Participated in a recreation program or activity	29%	N=95	27%	N=86	29%	N=95	9%	N=29	6%	N=19	100%	N=323
Visited a Craig park	5%	N=15	19%	N=61	45%	N=149	18%	N=59	14%	N=44	100%	N=328
Attended a meeting of local elected officials or other local public meeting	60%	N=196	25%	N=80	12%	N=38	1%	N=4	2%	N=6	100%	N=325
Recycled used paper, cans or bottles from your home	40%	N=130	16%	N=53	22%	N=72	8%	N=26	13%	N=42	100%	N=322
Volunteered your time to some group/activity in Craig	48%	N=158	19%	N=62	17%	N=56	6%	N=20	10%	N=32	100%	N=328
Used the Internet for anything	16%	N=52	2%	N=7	7%	N=23	9%	N=28	66%	N=217	100%	N=327
Purchased an item over the Internet	25%	N=83	14%	N=46	28%	N=92	10%	N=32	23%	N=75	100%	N=328

<b>Question 10: How do you rate the quality of each of the following services in Craig?</b>												
	<b>Excellent</b>		<b>Good</b>		<b>Fair</b>		<b>Poor</b>		<b>Don't know</b>		<b>Total</b>	
Police services	18%	N=56	48%	N=153	23%	N=73	9%	N=28	4%	N=11	100%	N=322
Crime prevention	7%	N=22	41%	N=131	37%	N=119	8%	N=26	7%	N=22	100%	N=320
Traffic enforcement	11%	N=35	44%	N=140	28%	N=89	10%	N=33	7%	N=21	100%	N=320
Garbage collection	36%	N=115	44%	N=143	15%	N=48	3%	N=9	2%	N=7	100%	N=322
Recycling	7%	N=24	27%	N=86	29%	N=93	23%	N=73	14%	N=44	100%	N=320
Street repair	6%	N=17	35%	N=110	36%	N=114	22%	N=71	1%	N=4	100%	N=317
Street cleaning	9%	N=29	41%	N=131	36%	N=117	13%	N=42	1%	N=3	100%	N=321
Street lighting	7%	N=22	44%	N=140	38%	N=121	12%	N=38	0%	N=0	100%	N=321
Snow removal	14%	N=46	44%	N=140	24%	N=78	12%	N=39	5%	N=17	100%	N=320
Amount of public parking	6%	N=19	40%	N=126	37%	N=119	15%	N=47	2%	N=7	100%	N=318
Bus/transit services	2%	N=7	17%	N=53	18%	N=58	38%	N=121	25%	N=80	100%	N=319
Storm drainage	6%	N=19	36%	N=113	40%	N=127	11%	N=34	8%	N=25	100%	N=317
Drinking water	11%	N=34	40%	N=127	31%	N=99	19%	N=59	0%	N=0	100%	N=320
Sewer services	13%	N=40	56%	N=176	24%	N=76	1%	N=3	7%	N=22	100%	N=317
City parks	22%	N=70	59%	N=189	16%	N=50	3%	N=9	1%	N=4	100%	N=322
Recreation programs or classes	10%	N=31	38%	N=121	27%	N=84	9%	N=27	17%	N=53	100%	N=317
Range/variety of recreation programs and classes	8%	N=26	34%	N=108	28%	N=89	13%	N=42	16%	N=52	100%	N=317
Accessibility of parks	27%	N=88	56%	N=179	15%	N=48	1%	N=3	1%	N=3	100%	N=321
Appearance/maintenance of parks	24%	N=78	57%	N=182	14%	N=46	4%	N=13	1%	N=2	100%	N=321
Land use, planning and zoning	4%	N=12	27%	N=87	29%	N=94	16%	N=51	23%	N=75	100%	N=319
Code enforcement (weeds, abandoned buildings, etc)	5%	N=15	19%	N=61	35%	N=111	28%	N=90	13%	N=43	100%	N=320
Animal control	5%	N=16	39%	N=126	32%	N=104	15%	N=47	8%	N=27	100%	N=320

**Question 10: How do you rate the quality of each of the following services in Craig?**

	Excellent		Good		Fair		Poor		Don't know		Total	
Economic development	3%	N=10	26%	N=83	37%	N=120	19%	N=60	15%	N=47	100%	N=320
Municipal courts	3%	N=11	26%	N=82	24%	N=77	10%	N=33	37%	N=117	100%	N=320

**Question 11: Overall, how would you rate the quality of the services provided by...**

	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Craig	11%	N=35	54%	N=173	31%	N=98	2%	N=8	3%	N=9	100%	N=323
The Federal Government	4%	N=12	30%	N=96	36%	N=118	15%	N=48	15%	N=49	100%	N=322
The State Government	4%	N=12	32%	N=104	40%	N=128	10%	N=31	14%	N=46	100%	N=322

**Question 12: Have you had any in-person or phone contact with an employee of the City of Craig within the last 12 months?**

	No		Yes		Total	
Have you had any in-person or phone contact with an employee of the City of Craig within the last 12 months?	29%	N=89	71%	N=217	100%	N=306

**Question 13: What was your impression of the employees of the City of Craig in your most recent contact?**

	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	26%	N=63	48%	N=114	20%	N=47	3%	N=7	3%	N=8	100%	N=240
Responsiveness	27%	N=65	43%	N=103	18%	N=42	9%	N=20	4%	N=9	100%	N=239
Courtesy	36%	N=86	38%	N=91	14%	N=33	9%	N=22	3%	N=7	100%	N=239
Overall Impression	29%	N=68	42%	N=101	17%	N=41	9%	N=21	3%	N=7	100%	N=239

**Question 14: Please rate your agreement or disagreement with the following statements.**

	<b>Strongly agree</b>		<b>Somewhat agree</b>		<b>Neither agree nor disagree</b>		<b>Somewhat disagree</b>		<b>Strongly disagree</b>		<b>Don't know</b>		<b>Total</b>	
I receive good value for the City of Craig taxes I pay	11%	N=36	36%	N=116	23%	N=75	12%	N=38	7%	N=22	12%	N=38	100%	N=325
I am pleased with the overall direction that the City of Craig is taking	12%	N=40	41%	N=133	23%	N=73	12%	N=38	6%	N=20	6%	N=21	100%	N=325
The City of Craig government welcomes citizen involvement	15%	N=48	29%	N=93	20%	N=65	12%	N=37	5%	N=15	20%	N=65	100%	N=324
The City of Craig government listens to citizens	8%	N=25	27%	N=88	25%	N=80	16%	N=51	10%	N=33	15%	N=48	100%	N=325

**Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?**

	<b>Very positive</b>		<b>Somewhat positive</b>		<b>Neutral</b>		<b>Somewhat negative</b>		<b>Very negative</b>		<b>Total</b>	
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:	6%	N=20	23%	N=75	44%	N=144	22%	N=70	5%	N=16	100%	N=325

**Question 16a: Policy Question 1**

Please indicate to what extent you would support or oppose a sales tax increase to fund each of the following:	Improvements at the existing outdoor swimming pool		Construction of a new indoor recreation center to include a new gym and fitness center	
Strongly support	20%	N=64	32%	N=105
Somewhat support	35%	N=113	28%	N=90
Somewhat oppose	15%	N=48	17%	N=57
Strongly oppose	23%	N=74	18%	N=59
Don't know	8%	N=27	4%	N=14
<b>Total</b>	<b>100%</b>	<b>N=325</b>	<b>100%</b>	<b>N=325</b>

**Question 16b: Policy Question 2**

How important, if at all, are each of the following activities or amenities for a new recreation center?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Senior center	22%	N=71	33%	N=108	27%	N=89	11%	N=37	6%	N=20	100%	N=324
Teen center	32%	N=104	36%	N=115	16%	N=52	10%	N=33	6%	N=18	100%	N=323
Indoor walking/jogging track	23%	N=74	27%	N=88	24%	N=79	22%	N=70	4%	N=12	100%	N=323
Large community meeting room	11%	N=36	19%	N=62	30%	N=95	31%	N=100	9%	N=29	100%	N=322
Leisure pool and waterslide	19%	N=61	19%	N=61	29%	N=93	29%	N=93	5%	N=16	100%	N=323
Indoor shooting range	8%	N=27	11%	N=36	23%	N=75	50%	N=160	7%	N=24	100%	N=322

**Question 16c: Policy Question 3**

<b>To what extent would you support or oppose a sales tax increase for open space acquisition and trail construction?</b>	<b>Percent of respondents</b>	
Strongly support	17%	N=54
Somewhat support	37%	N=121
Somewhat oppose	14%	N=46
Strongly oppose	18%	N=59
Don't know	14%	N=46
Total	100%	N=326

**Question 17: Do you live within the City limits of the City of Craig?**

	<b>No</b>		<b>Yes</b>		<b>Total</b>	
Do you live within the limits of the City of Craig?	6%	N=19	94%	N=305	100%	N=324

**Question 18: Employment Status**

	<b>No</b>		<b>Yes</b>		<b>Total</b>	
Are you currently employed?	22%	N=69	78%	N=249	100%	N=318

**Question 18a: Usual Mode of Transportation to Work**

<b>What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?</b>	<b>Percent of respondents</b>	
Motorized vehicle	89%	N=228
Bus, Rail, Subway, or other public transportation	1%	N=2
Walk	5%	N=13
Work at home	2%	N=6
Other	3%	N=7
Total	100%	N=256

**Question 18b: Drive Alone or Carpool**

	<b>No</b>		<b>Yes</b>		<b>Total</b>	
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	71%	N=159	29%	N=64	100%	N=222

**Usual Mode of Transportation to Work, Including Carpooling**

<b>Usual mode of transportation to work</b>	<b>Percent of respondents</b>	
Motorized vehicle, no others (SOV)	65%	N=165
Motorized vehicle, with others (MOV)	24%	N=63
Bus, rail, subway, or other public transportation	1%	N=2
Walk	5%	N=13
Work at home	2%	N=6
Other	3%	N=7
<b>Total</b>	<b>100%</b>	<b>N=256</b>

**Question 19: Length of Residency**

<b>How many years have you lived in Craig?</b>	<b>Percent of respondents</b>	
Less than 2 years	17%	N=55
2 to 5 years	10%	N=34
6 to 10 years	13%	N=43
11 to 20 years	16%	N=53
More than 20 years	43%	N=139
<b>Total</b>	<b>100%</b>	<b>N=324</b>

**Question 20: Type of Housing Unit**

<b>Which best describes the building you live in?</b>	<b>Percent of respondents</b>	
One family house detached from any other houses	55%	N=180
One family house attached to one or more houses	9%	N=30
Building with two or more apartments or condominiums	31%	N=101
Mobile home	2%	N=6
Other	2%	N=8
<b>Total</b>	<b>100%</b>	<b>N=324</b>

**Question 21: Tenure Status**

	<b>Rented for cash or occupied without cash payment?</b>		<b>Owned by you or someone in this house</b>		<b>Total</b>	
Is this house, apartment, or mobile home...	41%	N=130	59%	N=185	100%	N=314

**Questions 22 to 25: Household Characteristics**

	<b>No</b>		<b>Yes</b>		<b>Total</b>	
Do any children age 12 or under live in your household?	68%	N=220	32%	N=104	100%	N=324
Do any teenagers ages 13 through 17 live in your household?	83%	N=268	17%	N=56	100%	N=324
Are you or any other members of your household aged 65 or older?	85%	N=274	15%	N=50	100%	N=324
Does any member of your household have a physical handicap or is anyone disabled?	84%	N=273	16%	N=51	100%	N=324

**Question 26: Education**

<b>What is the highest degree or level of school you have completed?</b>	<b>Percent of respondents</b>	
12th Grade or less, no diploma	8%	N=25
High school diploma	25%	N=80
Some college, no degree	33%	N=107
Associate's degree (e.g. AA, AS)	11%	N=35
Bachelor's degree (e.g. BA, AB, BS)	14%	N=46
Graduate degree or professional degree	9%	N=30
Total	100%	N=323

**Question 27: Annual Household Income**

<b>How much do you anticipate your household's total income before taxes will be for the current year?</b>	<b>Percent of respondents</b>	
Less than \$24,999	25%	N=77
\$25,000 to \$49,999	31%	N=97
\$50,000 to \$99,999	35%	N=107
\$100,000 or more	9%	N=27
Total	100%	N=309

**Question 28: Ethnicity**

	<b>No</b>		<b>Yes</b>		<b>Total</b>	
Are you Spanish/Hispanic/Latino?	92%	N=292	8%	N=25	100%	N=317

**Question 29: Race**

<b>What is your race?</b>	<b>Percent of Respondents</b>	
American Indian or Alaskan native	1%	N=4
Asian or Pacific Islander	1%	N=3
Black, African American	0%	N=1
White/Caucasian	94%	N=297
Other	6%	N=20
Total may exceed 100% as respondents could select more than one category.		

**Question 30: Age**

<b>In which category is your age?</b>	<b>Percent of Respondents</b>	
18 to 24 years	9%	N=27
25 to 34 years	23%	N=75
35 to 44 years	17%	N=53
45 to 54 years	27%	N=87
55 to 64 years	12%	N=37
65 to 74 years	6%	N=19
75 years or older	7%	N=21
Total	100%	N=319

**Question 31: Gender**

	<b>Female</b>		<b>Male</b>		<b>Total</b>	
What is your gender?	49%	N=157	51%	N=163	100%	N=320

**Questions 32 to 34: Voter Status and Activity**

	<b>No</b>		<b>Yes</b>		<b>Don't know</b>		<b>Total</b>	
Are you registered to vote in your jurisdiction?	16%	N=53	79%	N=257	4%	N=13	100%	N=323
Did you vote in the last election?	36%	N=118	63%	N=203	1%	N=3	100%	N=324
Are you likely to vote in the next election?	11%	N=36	80%	N=261	9%	N=28	100%	N=324

## APPENDIX B: SURVEY METHODOLOGY

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The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### Sampling

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All households within Craig were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within Craig boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve Craig households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of Craig boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within Craig. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

### Survey Administration

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Selected households received three mailings, one week apart, beginning November 2007. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and

postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following three weeks.

## Response Rate and Confidence Intervals

Of the 1,083 eligible households, 328 completed the survey providing a response rate of 30%. Approximately 117 addresses sampled were “vacant” or “not found.”<sup>3</sup> In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey. The sample drawn for Craig used USPS data to approximate the geographic boundaries of the jurisdiction, though some households just outside the city limits may have received surveys. The survey completers who technically do not reside in the jurisdiction may choose to respond to the survey because they feel an affiliation with the jurisdiction and its services. Local governments often have a sphere of influence – providing in-jurisdiction services that perimeter-residents use or even providing services outside the jurisdiction boundaries.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than five percentage points in either direction from what would have been obtained had responses been collected from all Craig adults. This difference is also called a “margin of error.”<sup>4</sup> This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

## Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of the City of Craig as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Characteristics chosen as weighting variables are generally selected because they are not in proportion to what is shown in a

<sup>3</sup> “Eligible” households refer to addresses that belong to residences that are not vacant within the City of Craig.

<sup>4</sup> The margin of error was calculated using the following formula:  $1.96 * \text{square root}(0.25/400)$ . This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

jurisdiction's demographic profile and because differences in opinion are observed between subgroups of these characteristics. The two socioeconomic characteristics that were used to weight the survey results were age and gender. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

<b>Weighting Scheme for the City of Craig Citizen Survey</b>			
<b>Respondent Characteristics</b>	<b>Population Norm<sup>5</sup></b>	<b>Unweighted Survey Data</b>	<b>Weighted Survey Data</b>
<b>Tenure</b>			
Rent Home	34%	40%	41%
Own Home	66%	60%	59%
<b>Type of Housing Unit</b>			
Single-Family Detached	57%	57%	57%
Attached	43%	43%	43%
<b>Ethnicity</b>			
Non-Hispanic	89%	92%	92%
Hispanic	11%	8%	8%
<b>Race</b>			
White/Caucasian	93%	92%	92%
Non-White	7%	8%	8%
<b>Gender</b>			
Female	49%	56%	49%
Male	51%	44%	51%
<b>Age</b>			
18-34	32%	18%	32%
35-54	44%	39%	44%
55+	24%	43%	24%
<b>Gender and Age</b>			
Females 18-34	15%	12%	23%
Females 35-54	21%	20%	19%
Females 55+	13%	24%	8%
Males 18-34	17%	6%	9%
Males 35-54	23%	19%	25%
Males 55+	11%	20%	16%

<sup>5</sup> Source: 2000 Census

## APPENDIX C: SURVEY MATERIALS

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The following pages contain copies of the survey materials sent to randomly selected households within the City of Craig. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



300 West Fourth Street Craig, Colorado 81625

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



300 West Fourth Street Craig, Colorado 81625

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



300 West Fourth Street Craig, Colorado 81625

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



300 West Fourth Street Craig, Colorado 81625

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94

Dear Craig Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Craig. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Don Jones  
Mayor

Dear Craig Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Craig. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Don Jones  
Mayor

Dear Craig Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Craig. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

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Dear Craig Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Craig. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Don Jones  
Mayor



300 West Fourth Street

Craig, Colorado 81625

(970) 824-8151

FAX (970) 824-6539

November 2007

Dear Craig Resident:

The City of Craig wants to know what you think about our community and municipal government. You have been randomly selected to participate in Craig's 2007 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Craig residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (970) 826-2023.

Please help us shape the future of Craig. Thank you for your time and participation.

Sincerely,

A handwritten signature in cursive script that reads "Don Jones".

Don Jones

Mayor



300 West Fourth Street

Craig, Colorado 81625

(970) 824-8151

FAX (970) 824-6539

November 2007

Dear Craig Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Craig wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Craig's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help Craig City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Craig residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

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Please help us shape the future of Craig. Thank you for your time and participation.

Sincerely,

A handwritten signature in cursive script that reads "Don Jones".

Don Jones

Mayor

# THE CITY OF CRAIG 2007 CITIZEN SURVEY

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please circle the number that comes closest to your opinion for each of the following questions:**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Craig as a place to live? .....	1	2	3	4	5
How do you rate your neighborhood as a place to live? .....	1	2	3	4	5
How do you rate Craig as a place to raise children? .....	1	2	3	4	5
How do you rate Craig as a place to work? .....	1	2	3	4	5
How do you rate Craig as a place to retire? .....	1	2	3	4	5
How do you rate the overall quality of life in Craig? .....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to Craig as a whole:**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community .....	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of Craig .....	1	2	3	4	5
Opportunities to attend cultural activities .....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Job opportunities .....	1	2	3	4	5
Access to affordable quality housing .....	1	2	3	4	5
Access to affordable quality child care .....	1	2	3	4	5
Access to affordable quality health care .....	1	2	3	4	5
Access to affordable quality food .....	1	2	3	4	5
Ease of car travel in Craig .....	1	2	3	4	5
Ease of bicycle travel in Craig .....	1	2	3	4	5
Ease of walking in Craig .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Overall image/reputation of Craig .....	1	2	3	4	5
Overall quality of new development in Craig .....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Craig over the past 2 years:**

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants etc.) .....	1	2	3	4	5	6
Jobs growth .....	1	2	3	4	5	6

**4. To what degree, if at all, are the following problems in Craig:**

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Crime .....	1	2	3	4	5
Drugs .....	1	2	3	4	5
Too much growth .....	1	2	3	4	5
Lack of growth .....	1	2	3	4	5
Graffiti .....	1	2	3	4	5
Noise .....	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles .....	1	2	3	4	5
Taxes .....	1	2	3	4	5
Traffic congestion .....	1	2	3	4	5
Unsupervised youth .....	1	2	3	4	5
Homelessness .....	1	2	3	4	5
Weeds .....	1	2	3	4	5
Toxic waste or other environmental hazard(s) .....	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Craig:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft) .....	1	2	3	4	5	6
Fire .....	1	2	3	4	5	6

6. Please rate how safe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day .....	1	2	3	4	5	6
In your neighborhood after dark .....	1	2	3	4	5	6
In Craig's downtown area during the day .....	1	2	3	4	5	6
In Craig's downtown area after dark .....	1	2	3	4	5	6
In Craig's parks during the day .....	1	2	3	4	5	6
In Craig's parks after dark .....	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

- No → Go to question #9       Yes → Go to question #8       Don't know

8. If yes, was this crime (these crimes) reported to the police?

- No       Yes       Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Craig?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood or City park .....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home .....	1	2	3	4	5
Volunteered your time to some group/activity in Craig .....	1	2	3	4	5
Used the Internet for anything .....	1	2	3	4	5
Purchased an item over the Internet .....	1	2	3	4	5

**10. How do you rate the quality of each of the following services in Craig?**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Amount of public parking.....	1	2	3	4	5
Bus/transit services.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Range/variety of recreation programs and classes.....	1	2	3	4	5
Accessibility of parks.....	1	2	3	4	5
Appearance/maintenance of parks.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc).....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Municipal courts.....	1	2	3	4	5

**11. Overall, how would you rate the quality of the services provided by each of the following?**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Craig.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5
The State Government.....	1	2	3	4	5

**12. Have you had any in-person or phone contact with an employee of the City of Craig within the last 12 months (including police, receptionists, planners or any others)?**

- No → Go to question #14       Yes → Go to question #13

**13. What was your impression of employees of the City of Craig in your most recent contact? (Rate each characteristic below.)**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

**14. Please rate the following statements by circling the number that most clearly represents your opinion:**

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the City of Craig taxes I pay .....	1	2	3	4	5	6
I am pleased with the overall direction that the City of Craig is taking .....	1	2	3	4	5	6
The City of Craig government welcomes citizen involvement .....	1	2	3	4	5	6
The City of Craig government listens to citizens .....	1	2	3	4	5	6

**15. 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:**

- Very positive   
  Somewhat positive   
  Neutral   
  Somewhat negative   
  Very negative

**16. Please check the response that comes closest to your opinion for each of the following questions:**

**a. Please indicate to what extent you would support or oppose a sales tax increase to fund each of the following:**

	Strongly support	Somewhat support	Somewhat oppose	Strongly Oppose	Don't know
Improvements at the existing outdoor swimming pool .....	1	2	3	4	5
Construction of a new indoor recreation center to include a new gym and fitness center .....	1	2	3	4	5

**b. How important, if at all, are each of the following activities or amenities for a new recreation center?**

	Essential	Very important	Somewhat important	Not at all important	Don't Know
Senior center .....	1	2	3	4	5
Teen center .....	1	2	3	4	5
Indoor walking/jogging track .....	1	2	3	4	5
Large community meeting room .....	1	2	3	4	5
Leisure pool and waterslide .....	1	2	3	4	5
Indoor shooting range .....	1	2	3	4	5

**c. To what extent would you support or oppose a sales tax increase for open space acquisition and trail construction?**

- Strongly support  
 Somewhat support  
 Somewhat oppose  
 Strongly oppose  
 Don't know

**Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.**

**17. Do you live within the City limits of the City of Craig?**

- No       Yes

**18. Are you currently employed?**

- No → Go to question #19  
 Yes → Go to question #18a

**18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?**

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)  
 Bus, Rail, Subway, or other public transportation  
 Walk  
 Work at home  
 Other

**18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?**

- No       Yes

**19. How many years have you lived in Craig?**

- Less than 2 years       11-20 years  
 2-5 years       More than 20 years  
 6-10 years

**20. Which best describes the building you live in?**

- One family house detached from any other houses  
 House attached to one or more houses (e.g., a duplex or townhome)  
 Building with two or more apartments or condominiums  
 Mobile home  
 Other

**21. Is this house, apartment, or mobile home...**

- Rented for cash or occupied without cash payment?  
 Owned by you or someone in this house with a mortgage or free and clear?

**22. Do any children 12 or under live in your household?**

- No       Yes

**23. Do any teenagers aged between 13 and 17 live in your household?**

- No       Yes

**24. Are you or any other members of your household aged 65 or older?**

- No       Yes

**25. Does any member of your household have a physical handicap or is anyone disabled?**

- No       Yes

**26. What is the highest degree or level of school you have completed? (mark one box)**

- 12th Grade or less, no diploma  
 High school diploma  
 Some college, no degree  
 Associate's degree (e.g. AA, AS)  
 Bachelor's degree (e.g. BA, AB, BS)  
 Graduate degree or professional degree

**27. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999  
 \$25,000 to \$49,999  
 \$50,000 to \$99,999  
 \$100,000 or more

**28. Are you Spanish/Hispanic/Latino?**

- No       Yes

**29. What is your race? (Mark one or more races to indicate what race you consider yourself to be)**

- American Indian or Alaskan native  
 Asian or Pacific Islander  
 Black, African American  
 White/Caucasian  
 Other

**30. In which category is your age?**

- 18-24 years       55-64 years  
 25-34 years       65-74 years  
 35-44 years       75 years or older  
 45-54 years

**31. What is your sex?**

- Female       Male

**32. Are you registered to vote in your jurisdiction?**

- No       Yes       Don't know

**33. Did you vote in the last election?**

- No       Yes       Don't know

**34. Are you likely to vote in the next election?**

- No       Yes       Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:  
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**



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