



JEFFERSON COUNTY, CO 2010

Report of Demographic Subgroup Comparisons

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

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

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. Jefferson County 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. Jefferson County staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

One of the add-on options that Jefferson County chose was to have crosstabulations of evaluative questions 1-17 by demographic questions D3 (length of residency in Jefferson County), D9 (annual household income), D12 (age of respondent), and D13 (gender of respondent).

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

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

UNDERSTANDING THE TABLES

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

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")											
Please rate each of the following aspects of quality of life in Jefferson County:	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55 +	Female	Male
Jefferson County as a place to live	90%	97%	97%	91%	96%	96%	92%	96%	95%	95%	95%
Your neighborhood as a place to live	91%	94%	90%	88%	91%	94%	88%	94%	89%	91%	92%
Jefferson County as a place to raise children	92%	94%	93%	87%	94%	95%	93%	94%	93%	94%	93%
Jefferson County as a place to work	63%	71%	80%	67%	73%	74%	70%	73%	73%	76%	70%
Jefferson County as a place to retire	74%	69%	71%	73%	66%	72%	77%	69%	72%	75%	67%
The overall quality of life in Jefferson County	94%	97%	94%	92%	96%	97%	97%	96%	93%	97%	94%

Question 2: Community Characteristics (Percent "excellent" or "good")											
Please rate each of the following characteristics as they relate to Jefferson County as a whole:	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Sense of community	62%	57%	62%	51%	61%	64%	57%	60%	64%	66%	55%
Recreational opportunities	91%	86%	84%	83%	86%	88%	92%	84%	88%	86%	86%
Employment opportunities	34%	41%	37%	31%	38%	41%	40%	38%	37%	40%	36%
Ease of car travel in Jefferson County	71%	74%	64%	66%	72%	69%	81%	66%	70%	72%	68%
Ease of bus travel in Jefferson County	41%	37%	26%	40%	33%	32%	41%	34%	29%	33%	35%
Ease of bicycle travel in Jefferson County	54%	52%	47%	47%	58%	46%	57%	49%	51%	48%	52%
Ease of walking in Jefferson County	52%	62%	52%	52%	59%	54%	50%	57%	61%	58%	53%
Traffic flow on major streets	56%	53%	39%	54%	43%	51%	59%	45%	49%	55%	43%
Availability of affordable quality housing	53%	45%	41%	33%	46%	53%	61%	42%	41%	46%	46%
Availability of affordable quality child care	48%	44%	42%	35%	37%	52%	56%	42%	38%	46%	42%
Availability of affordable quality health care	54%	64%	58%	43%	62%	67%	69%	57%	59%	63%	57%
Availability of preventive health services	57%	67%	63%	49%	63%	71%	69%	61%	64%	67%	59%
Air quality	74%	71%	62%	67%	66%	71%	80%	65%	69%	69%	69%
Quality of overall natural environment in Jefferson County	83%	91%	78%	78%	79%	91%	86%	84%	83%	84%	84%
Overall image or reputation of Jefferson County	82%	86%	82%	79%	82%	87%	93%	82%	79%	86%	81%

Question 3: Growth (Percent "too fast")											
Please rate the speed of growth in the following categories in Jefferson County over the past 2 years:	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Population growth	32%	51%	56%	62%	53%	38%	39%	49%	56%	49%	49%
Retail growth (stores, restaurants, etc.)	19%	35%	36%	33%	32%	32%	20%	36%	31%	33%	31%
Jobs growth	6%	4%	1%	6%	1%	4%	1%	5%	2%	3%	4%

Question 4: Code Enforcement (Percent at least a "minor" problem)											
	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Jefferson County?	75%	84%	85%	78%	81%	85%	73%	84%	87%	88%	77%

Question 5: Community Safety (Percent "very" or "somewhat" safe)											
Please rate how safe or unsafe you feel from the following in Jefferson County:	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Violent crime (e.g., rape, assault, robbery)	83%	91%	84%	83%	86%	89%	88%	87%	84%	84%	89%
Property crimes (e.g., burglary, theft)	77%	77%	71%	70%	74%	79%	80%	74%	73%	74%	76%
Environmental hazards, including toxic waste	84%	78%	78%	79%	77%	83%	87%	77%	79%	80%	79%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)											
Please rate how safe or unsafe you feel:	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
In your neighborhood during the day	94%	98%	96%	93%	97%	98%	98%	97%	93%	97%	95%
In your neighborhood after dark	84%	89%	85%	76%	87%	92%	84%	88%	83%	83%	89%
In Jefferson County's downtown area(s) during the day	86%	91%	84%	85%	88%	89%	95%	87%	83%	87%	88%
In Jefferson County's downtown area(s) after dark	68%	66%	63%	63%	62%	70%	73%	66%	57%	59%	72%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")											
	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
During the past twelve months, were you or anyone in your household the victim of any crime?	10%	10%	9%	12%	12%	7%	17%	9%	5%	8%	11%
If yes, was this crime (these crimes) reported to the police?	74%	77%	81%	60%	84%	82%	98%	61%	77%	88%	69%

Question 9: Resident Behaviors (Percent at least once in past 12 months)											
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Jefferson County?	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Used Jefferson County public libraries or their services	75%	85%	80%	80%	79%	82%	76%	84%	76%	83%	79%
Used recreation centers in Jefferson County	75%	80%	69%	69%	74%	79%	72%	81%	59%	77%	73%
Participated in a recreation program or activity	54%	66%	57%	53%	57%	67%	49%	68%	48%	62%	59%
Visited a neighborhood park or County park	94%	98%	94%	89%	98%	98%	94%	97%	92%	98%	94%
Ridden a local bus within Jefferson County	32%	29%	21%	31%	28%	25%	38%	25%	21%	25%	30%
Attended a meeting of local elected officials or other local public meeting	22%	31%	37%	32%	29%	30%	22%	31%	39%	32%	29%
Watched a meeting of local elected officials or other local public meeting on cable television or on the internet	13%	24%	27%	28%	22%	19%	16%	22%	30%	23%	20%
Visited the Jefferson County Web site (at www.jeffco.us)	80%	75%	61%	58%	77%	74%	85%	73%	50%	74%	69%
Recycled used paper, cans or bottles from your home	71%	84%	83%	74%	85%	80%	80%	80%	80%	83%	78%
Volunteered your time to some group or activity in Jefferson County	35%	53%	54%	44%	50%	50%	38%	53%	48%	53%	46%
Provided help to a friend or neighbor	93%	100%	98%	96%	99%	97%	97%	97%	98%	98%	97%

Question 10: Neighborliness (Percent at least once per month)											
	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	80%	82%	85%	76%	84%	85%	78%	84%	81%	85%	80%

Question 11: Service Quality (Percent "excellent" or "good")											
Please rate the quality of each of the following services in Jefferson County:	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Sheriff services	88%	86%	79%	83%	81%	86%	84%	82%	89%	85%	83%
Crime prevention	80%	84%	70%	80%	70%	83%	78%	79%	77%	79%	77%
Fire prevention and education	84%	89%	82%	86%	84%	86%	87%	86%	84%	87%	84%
Traffic enforcement on County road and highways	78%	76%	66%	71%	71%	76%	78%	72%	71%	78%	68%
Road repair	55%	44%	36%	33%	42%	50%	38%	47%	42%	43%	46%
Snow removal on County road and highways	63%	76%	67%	64%	64%	76%	73%	69%	68%	76%	64%
Bus or transit services	52%	59%	36%	54%	56%	42%	53%	48%	51%	46%	52%
Recycling	49%	56%	50%	47%	50%	55%	46%	52%	62%	56%	49%
Storm drainage	63%	66%	66%	61%	61%	70%	75%	61%	70%	67%	65%
Drinking water	76%	86%	88%	77%	83%	88%	91%	83%	82%	83%	86%
Jefferson County open space	91%	96%	90%	85%	93%	96%	96%	93%	89%	93%	93%
Nature programs or classes	86%	91%	77%	72%	88%	89%	89%	84%	84%	87%	83%
Land use, planning and zoning	67%	52%	38%	47%	43%	58%	67%	48%	42%	55%	48%
Code enforcement (weeds, abandoned buildings, etc)	63%	54%	44%	55%	48%	55%	61%	54%	41%	53%	53%
Animal control	68%	71%	64%	67%	65%	71%	80%	67%	61%	73%	66%
Economic development	61%	45%	38%	48%	46%	46%	67%	41%	42%	50%	44%
Public health services	58%	67%	51%	56%	57%	62%	72%	54%	59%	61%	57%
Services to seniors	71%	67%	55%	54%	53%	71%	78%	56%	63%	62%	61%
Services to youth	83%	68%	53%	50%	69%	68%	89%	61%	55%	68%	63%
Services to low-income people	63%	48%	37%	34%	40%	61%	60%	46%	43%	49%	47%
Public library services	89%	92%	87%	88%	90%	90%	92%	90%	86%	90%	89%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	71%	62%	54%	55%	61%	64%	73%	58%	57%	58%	63%
Adult protective services	80%	61%	42%	52%	52%	63%	81%	49%	56%	62%	51%

Question 12: Government Services Overall (Percent "excellent" or "good")											
Overall, how would you rate the quality of the services provided by each of the following?	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Jefferson County	77%	82%	74%	73%	77%	83%	86%	77%	76%	82%	76%
The Federal Government	38%	29%	31%	38%	26%	34%	38%	29%	36%	39%	27%
The State Government	48%	41%	35%	40%	38%	43%	54%	38%	37%	49%	35%

Question 13: Contact with County Employees (Percent "yes")											
	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Have you had any in-person or phone contact with an employee of Jefferson County within the last 12 months (including police, receptionists, planners or any others)?	60%	59%	61%	62%	60%	57%	63%	60%	55%	54%	65%

Question 14: County Employees (Percent "excellent" or "good")											
What was your impression of the employee(s) of Jefferson County in your most recent contact?	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Knowledge	90%	83%	82%	89%	80%	87%	86%	84%	88%	86%	84%
Responsiveness	87%	79%	74%	84%	77%	81%	80%	79%	81%	83%	77%
Courtesy	86%	81%	81%	80%	79%	87%	76%	84%	86%	81%	84%
Overall impression	80%	82%	78%	82%	79%	81%	76%	81%	83%	80%	81%

Question 15: Government Performance (Percent "excellent" or "good")											
Please rate the following categories of Jefferson County government performance:	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
The value of services for the taxes paid to Jefferson County	63%	55%	49%	53%	53%	59%	70%	51%	54%	57%	55%
The overall direction that Jefferson County is taking	61%	49%	48%	49%	48%	56%	60%	51%	49%	54%	51%
The job Jefferson County government does at welcoming citizen involvement	50%	47%	41%	43%	42%	49%	49%	46%	40%	50%	43%
The job Jefferson County government does at listening to citizens	42%	33%	38%	41%	31%	40%	44%	37%	34%	39%	37%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)											
Please indicate how likely or unlikely you are to do each of the following:	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Recommend living in Jefferson County to someone who asks	91%	94%	94%	89%	94%	96%	91%	94%	94%	95%	92%
Remain in Jefferson County for the next five years	88%	95%	93%	90%	91%	95%	89%	94%	92%	94%	92%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)											
	Length of residency			Household income			Age			Gender	
	5 years or less	6 to 20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
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:	15%	13%	13%	10%	15%	14%	20%	12%	11%	13%	13%