



# **City of Loveland 2012 Quality of Life Survey Report**

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# Executive Summary

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## Overview

The City of Loveland's annual Quality of Life Survey covers a broad range of topics including public safety, utility services, leisure services, transportation and more.

The services, facilities and opportunities provided by Loveland's city government have again received high ratings according to this year's Survey results.

## Background

The City of Loveland has administered a Quality of Life Survey annually for many years. In 2007 a more in-depth survey was administered by an independent outside agency in accordance with City Council's desire to conduct a broader and more detailed analysis of community opinion and trends.

## Methodology

- The 2012 Quality of Life Survey contains twenty-four questions regarding quality of life in Loveland. The survey was mailed to 3,000 randomly selected Loveland addresses to ensure that there were at least 382 responses, necessary to achieve a 95 percent confidence interval of +/- 5 percentage points. This criterion was based on the professionally selected sample size from the in-depth survey conducted in 2007.
- Of the 3,000 eligible households receiving the survey, 888 responded to the mailed questionnaire, producing a 30 percent response rate and resulting in an adequate sampling. The response rate for the 2011 survey was 32.5 percent.
- Ratings from this year's survey were compared to ratings from previous years to identify trends and issues for discussion.
- The questionnaire asked for basic demographic information from the respondents, including age, residency, employment, type of residence and Internet use.
- In addition to responses to the 24 questions, respondents were given the opportunity to provide additional written comments of a general or specific nature. This direct feedback from residents is listed in the Comments section (please see *Appendix II*).

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## Summary of Highlights

A rating change of plus or minus three (+/-3) or more percentage points is considered statistically significant.

- Two questions showed a decrease of 3 points; three questions showed a decrease of 4 points; and two questions showed a decrease of 5 points compared to the 2011 survey. A total of eight questions showed an increase though only one was statistically significant at +3 points. Eleven questions showed just minor increases or decreases of 2 points or less. Four questions were rated exactly the same as last year.
- The questions showing point differentials of +3 or - 3 were:
  - The library services provided to our community are current and meet our community needs: +3
  - There are abundant recreational opportunities for all members of my family: -3
  - Alternative transportation options are usable and provide options to driving my car: -3

- The questions showing point differentials of at least - 4 points, compared to 2011, were:
  - Loveland delivers reliable electricity
  - Loveland is attracting shopping opportunities our community desires
  - Loveland is attracting jobs that pay well from employers that offer benefits
  
- The questions showing point differentials of - 5 points were:
  - The City Council is approving development that enhances quality of life in our community
  - There are sufficient opportunities to participate in Loveland government

Year to year fluctuations in number of points per question is normal and to be expected.

### **Quality of City Services**

- Respondents were asked to rate utility services such as the delivery of electricity and quality of drinking water, as well as services provided by departments such as Police, Fire and Public Works. Overall, City services were rated very favorably with seven out of nine total questions receiving a rating of 82 or above. Citizens feeling safe in our community received the highest rating at 95. The question asking if alternative transportation options are usable and provide an alternative to driving received the lowest rating in this category at 59.

### **Quality of Infrastructure**

- Respondents were asked to rate the quality of roadways, stormwater facilities, reliability of the sewage system, etc. All received favorable ratings of 80 or above. The lowest rating of 80 was in response to the question asking residents if they felt they could travel by car throughout Loveland with minimal delays. This went up by one point from a rating of 79 in 2011.

### **Quality of Community Amenities**

- Residents were asked to rate opportunities for recreation, programs for youth and senior citizens, community events and opportunities to enjoy the arts. Ratings in this category were favorable with only three of the eight questions on Amenities falling below a rating of 70. The lowest rating of 50 was in response to there being sufficient opportunities to participate in Loveland government. This rating was down 5 points from 2011.

### **Quality of Development & Growth**

- In this category residents were asked for their opinion on how the City is doing on development that enhances quality of life in Loveland. Ratings in this category ranged from 70 for Loveland attracting shopping opportunities the community desires to a rating of 41 on Loveland attracting jobs that pay well from employers that offer benefits.

### **Overall Survey Feedback**

- Overall, ratings were favorable with 18 of the 24 questions rating 74 or above. Eight of the total 24 questions or 33 percent received a rating of 90 or above. Another eight questions (33 percent) received ratings of 80 to 89 and only two questions, or 8 percent had ratings in the 70-79 range. Five more questions received ratings within the 50-69 range. Only one question received a rating below 50. That question was about Loveland attracting jobs that pay well from employers who offer benefits, which came in at 41 points—a four point decrease from the 2011 survey's score of 45 points.
  
- In the *General Comments & Suggestion Section*, citizens shared their thoughts on various topics. A total of 333 were recorded and have been categorized for ease of reading and reference. They are unedited except for minor grammatical and spelling corrections to improve readability.

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# 2012 Quality of Life Survey

## Results Data



## Demographics for 2012 Respondents

### 1. How long have you lived in Loveland?

1 year or less	1-2 years	3-5 years	6-10 years	10+ years
5%	4%	9%	11%	71%

### 2. What is your age range?

18-24	25-44	45-64	65+
1%	18%	40%	41%

### 3. In what part of town do you live?

Northwest	Southwest	Northeast	Southeast
40%	33%	17%	10%

### 4. Do you live in a single or multi-family building?

Single	Multi-family
88%	12%

### 5. Which of these locations is nearest to where you work?

Loveland	Greeley	Fort Collins	Longmont/Boulder/Denver	Wyoming	Not Employed Outside Home
38%	4%	11%	6%	1%	40%

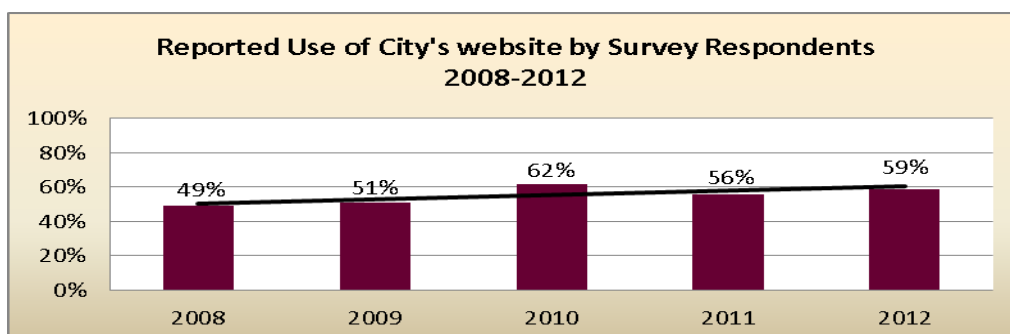
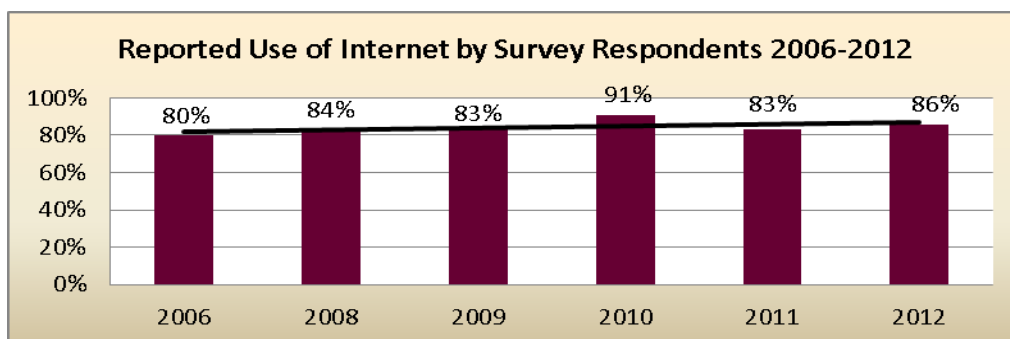
### 6. How often do you use the Internet?

Daily	2-3 times/week	2-3 times/month	Rarely	Never
70%	10%	3%	3%	14%

### 7. On average, how often do you visit the City's official website?

Weekly	Monthly	2-3 times/year	Never
6%	19%	34%	41%

## Multi-year graph representations of Internet and City website use



## 2012 Quality of Life in Loveland (Numbers are percents of total responses)

Statements of Loveland Community Attributes From Highest to Lowest for Strongly Agree/Agree, Strongly Disagree/Disagree and No Opinion	Strongly Agree/ Agree	Strongly Disagree/ Disagree	No Opinion
My family feels safe in our community.	95	3	2
Loveland delivers reliable electricity.	92	5	3
Loveland's neighborhoods, parks and thoroughfares are clean.	92	5	3
Residential recycling and trash services meet customer needs.	92	5	3
The City provides quality parks and trails.	91	3	6
Loveland provides quality drinking water.	90	5	5
The City provides quality Fire/Rescue services.	90	1	9
The sewer system in Loveland works reliably.	90	4	6
There are plentiful opportunities to enjoy the arts.	88	3	9
There are sufficient opportunities to gather as a community. (Festivals/Community Events)	85	6	9
Water runoff from storms is controlled and minimizes flooding.	85	7	8
Street surfaces are drivable and safe.	83	12	5
The library services provided to our community are current and meet our community needs.	83	5	12
There are abundant recreational opportunities for all members of my family.	82	8	10
The City provides quality Police services.	82	9	9
I can travel by car to locations in Loveland with minimal delays.	80	16	4
I feel well informed about City services.	74	10	16
Loveland is attracting shopping opportunities our community desires.	70	17	13
The City provides activities and services needed by senior citizens.	68	6	26
Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	59	14	27
The City Council is approving development that enhances the quality of life in our community.	58	16	26
The City provides quality youth activities.	57	10	33
There are sufficient opportunities to participate in Loveland Government.	50	9	41
Loveland is attracting jobs that pay well from employers that offer benefits.	41	29	30

## Quality of Life in Loveland - Annual Comparison – 2005 to 2012

Numbers are percents of total responses

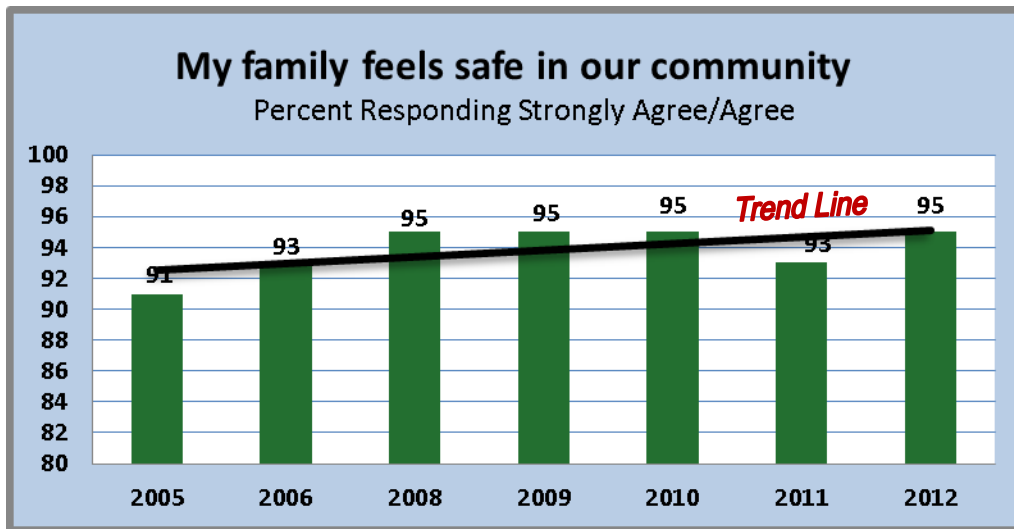
<b>Annual Comparison of Statements on Loveland Community Attributes</b> <i>(2007 is not represented because that year's survey was more in-depth and therefore not comparable)</i>	<b>2005 Strongly Agree/ Agree</b>	<b>2006 Strongly Agree/ Agree</b>	<b>2008 Strongly Agree/ Agree</b>	<b>2009 Strongly Agree/ Agree</b>	<b>2010 Strongly Agree/ Agree</b>	<b>2011 Strongly Agree/ Agree</b>	<b>2012 Strongly Agree/ Agree</b>
1. My family feels safe in our community.	91	93	95	95	95	93	95
2. Loveland delivers reliable electricity.	94	95	96	99	98	96	92
3. Loveland's neighborhoods, parks and thoroughfares are clean.	89	89	89	92	95	91	92
4. Residential recycling and trash services meet customer needs.	81	89	91	92	92	91	92
5. The City provides quality parks and trails.	90	89	91	95	96	91	91
6. Loveland provides quality drinking water.	90	88	89	93	94	91	90
7. The City provides quality Fire/Rescue services.	86	87	92	93	95	89	90
8. The sewer system in Loveland works reliably.	89	88	90	93	93	89	90
9. There are plentiful opportunities to enjoy the arts.	88	84	91	91	93	89	88
10. There are sufficient opportunities to gather as a community (festivals/community events etc.)	82	81	88	91	91	87	85
11. Water runoff from storms is controlled and minimizes flooding.	82	82	86	89	90	85	85
12. Street surfaces are drivable and safe.	78	79	80	84	87	82	83
13. The library services provided to our community are current and meet our community needs.	76	75	78	77	83	80	83
14. There are abundant recreational opportunities for all members of my family.	79	77	82	84	88	85	82
15. The City provides quality Police services.	82	83	86	86	90	84	82
16. I can travel by car to locations in Loveland with minimal delays.	70	71	74	81	80	79	80
17. I feel well informed about City services.	76	76	75	77	82	76	74
18. Loveland is attracting shopping opportunities our community desires.	69	75	77	74	72	74	70
19. The City provides activities and services needed by senior citizens.	62	60	71	65	67	68	68
20. Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	55	60	57	66	67	62	59
21. The City Council is approving development that enhances the quality of life in our community.	46	47	56	54	61	63	58
22. The City provides quality youth activities.	50	53	57	54	60	57	57
23. There are sufficient opportunities to participate in Loveland Government.	58	57	63	58	57	55	50
24. Loveland is attracting jobs that pay well from employers that offer benefits.	28	29	37	33	30	45	41



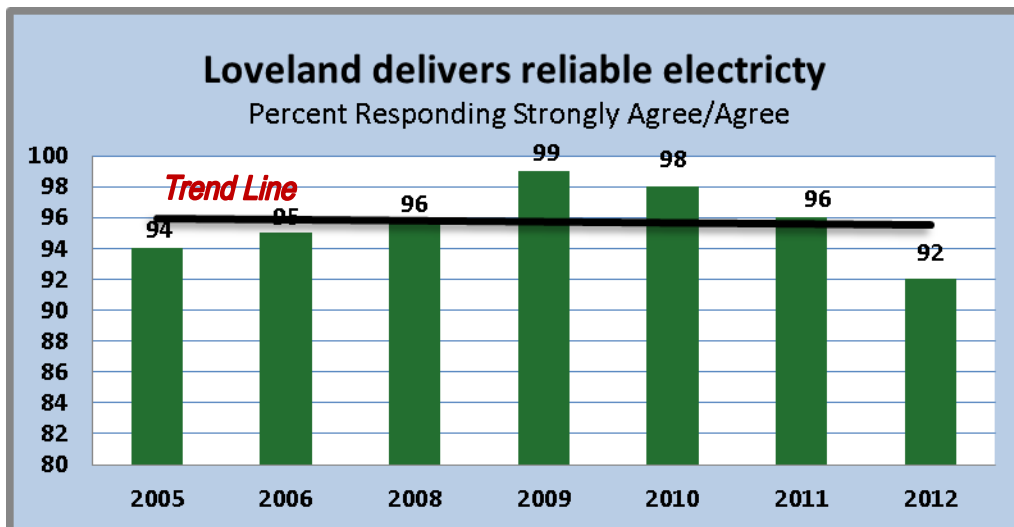
## Graphical Illustration of Survey Results

Each of the 24 survey questions is represented in graph form to illustrate trends from 2005 to 2012. The trend lines are computer-generated based on seven years of Quality of Life survey results. The year 2007 is not represented because that year the City conducted a more in-depth survey and that data is therefore not comparable.

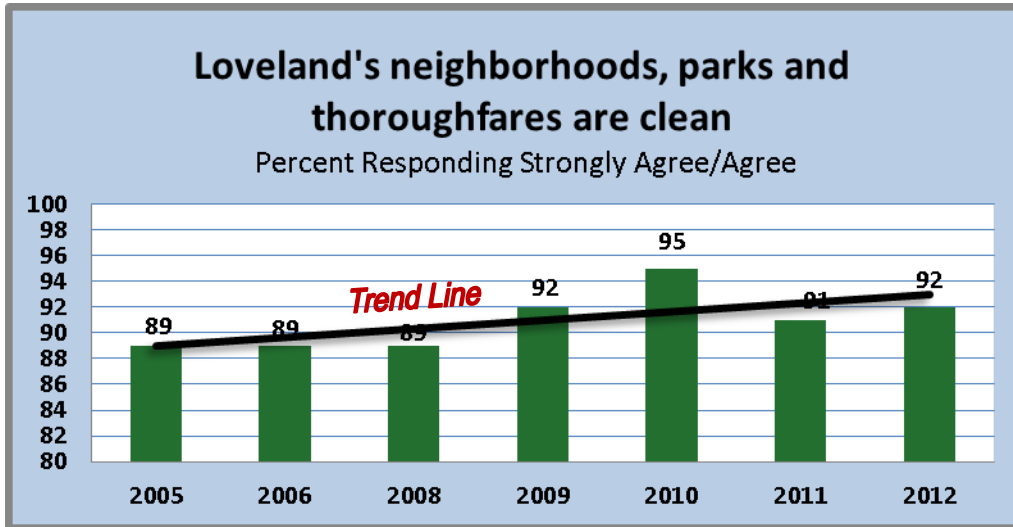
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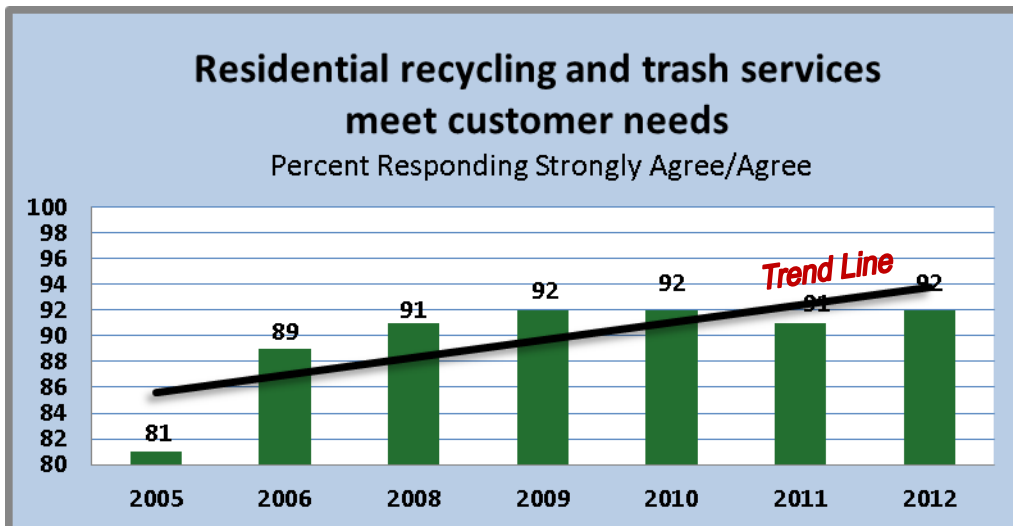
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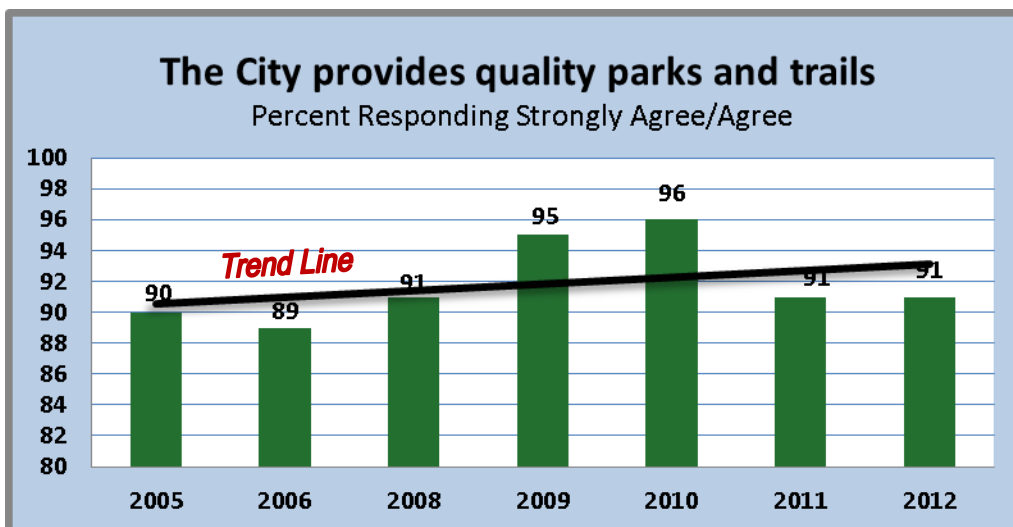
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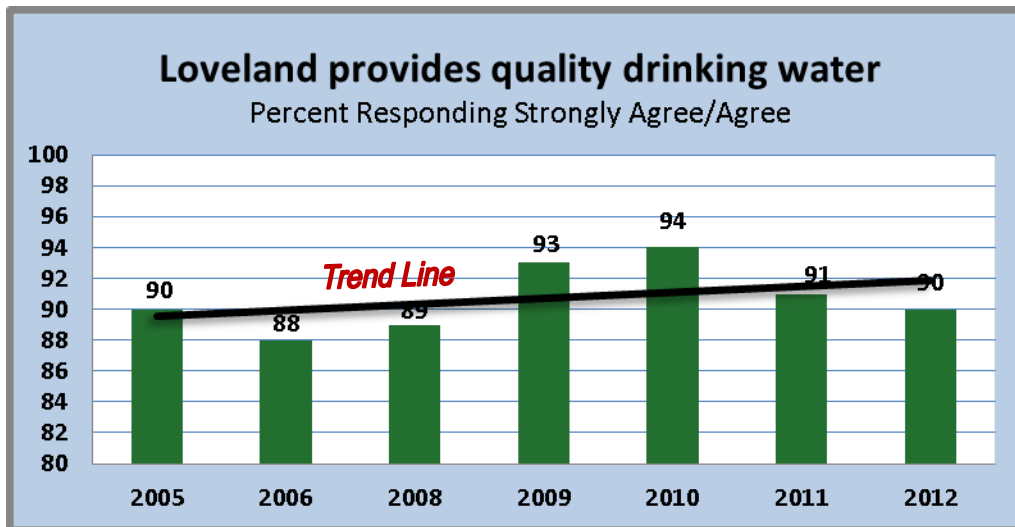
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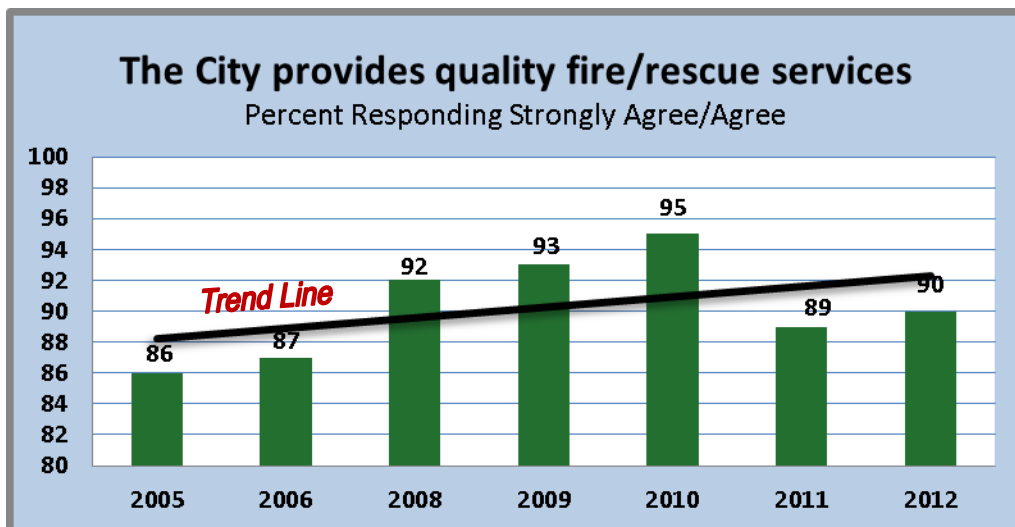
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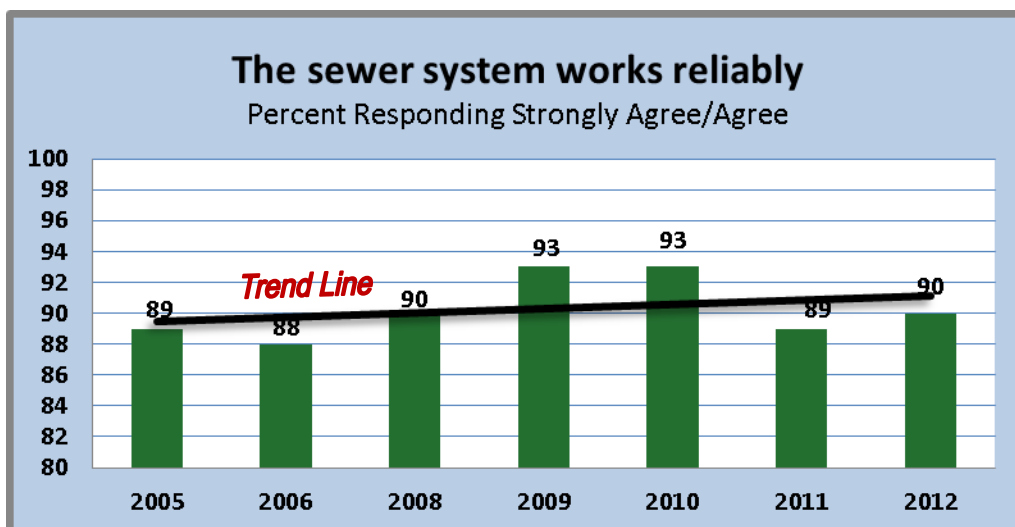
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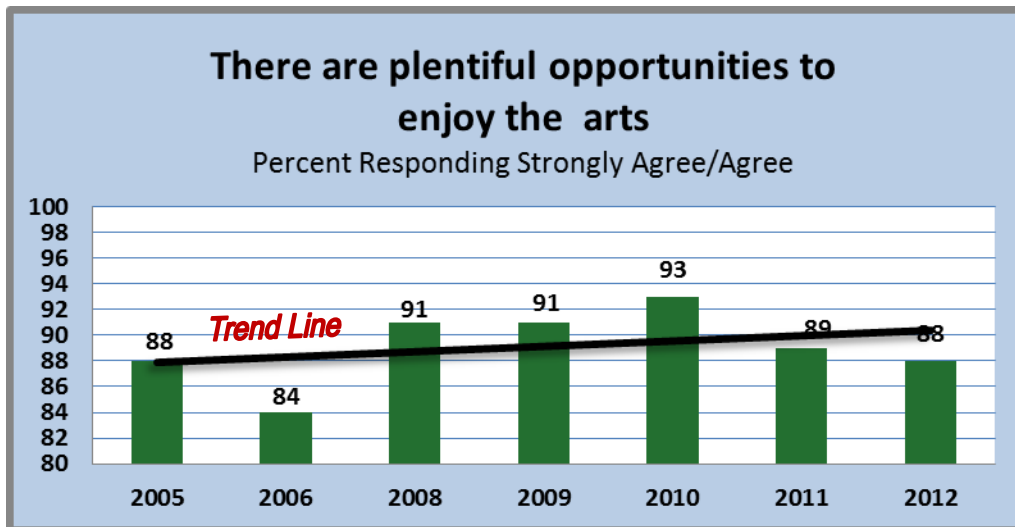
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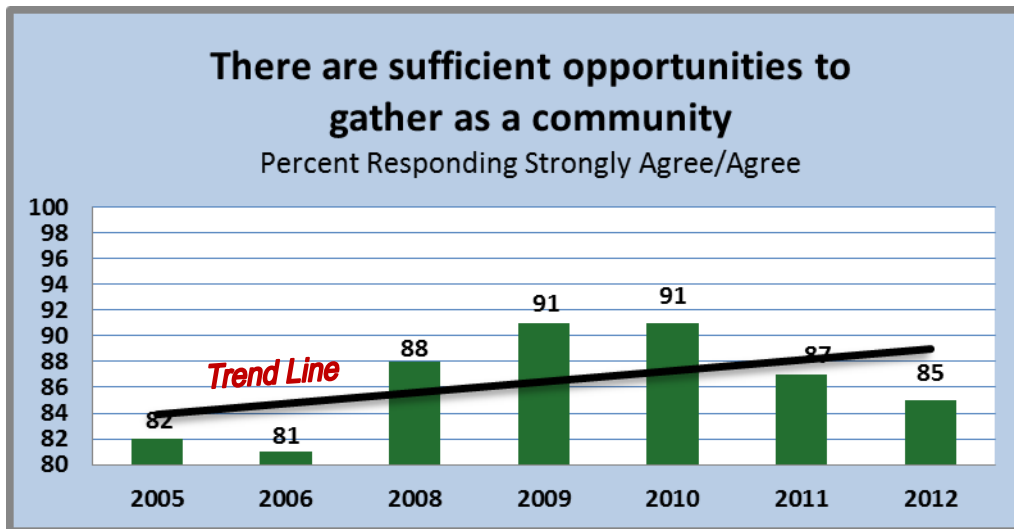
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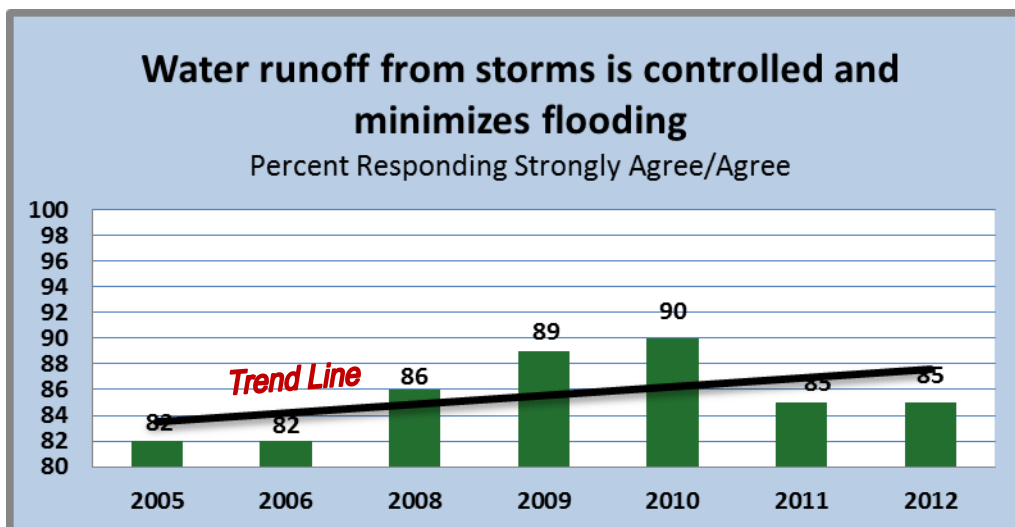
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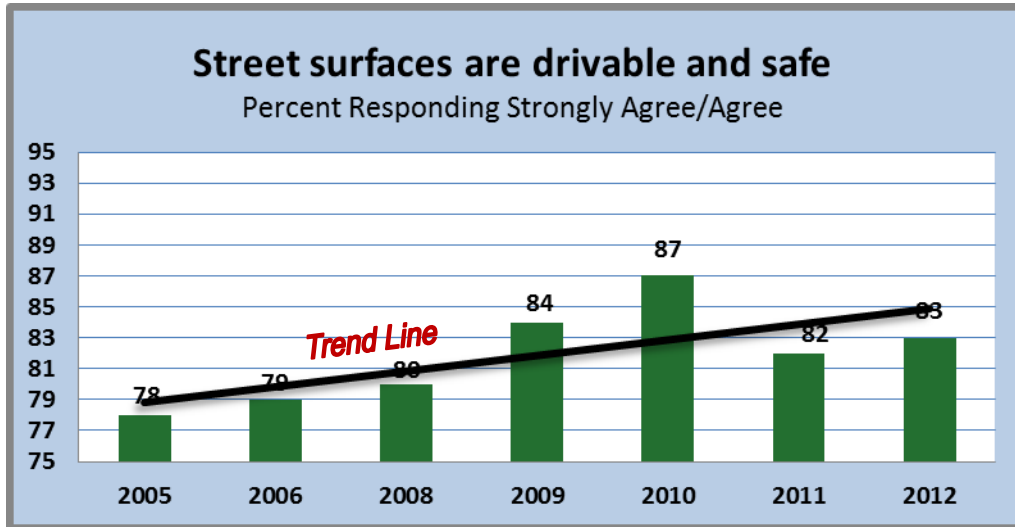
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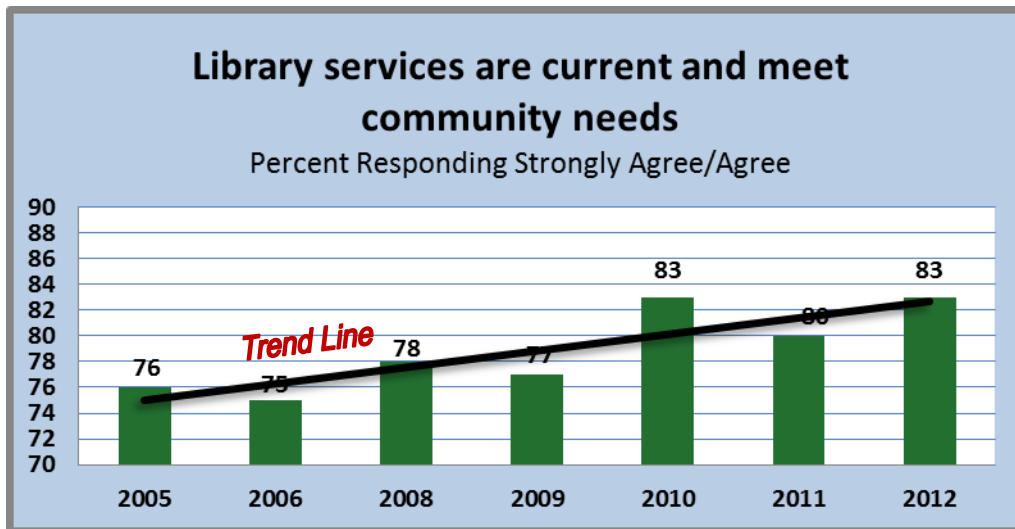
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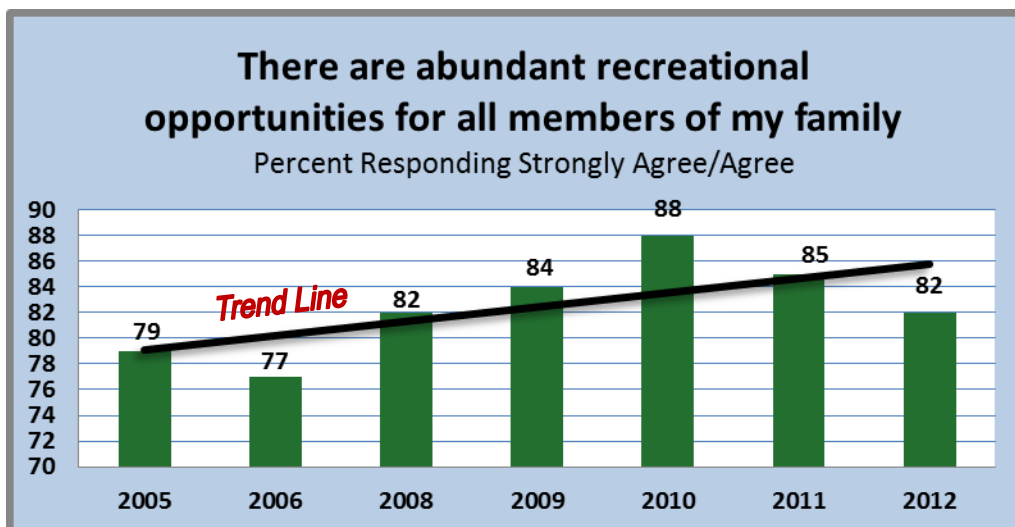
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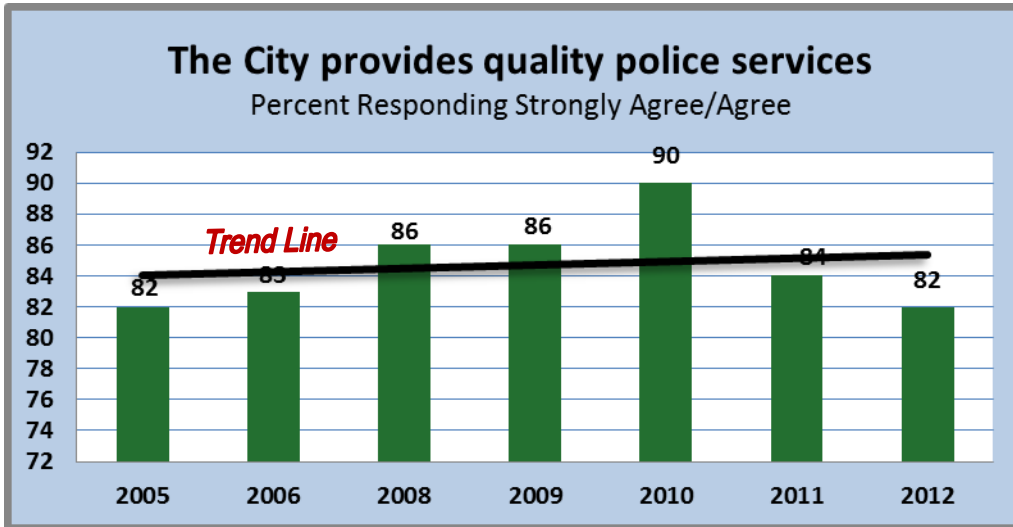
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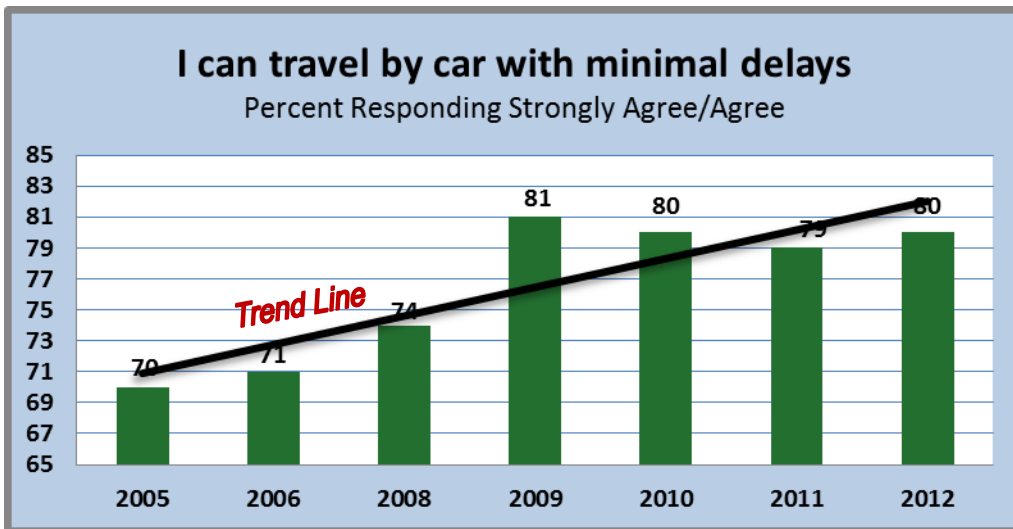
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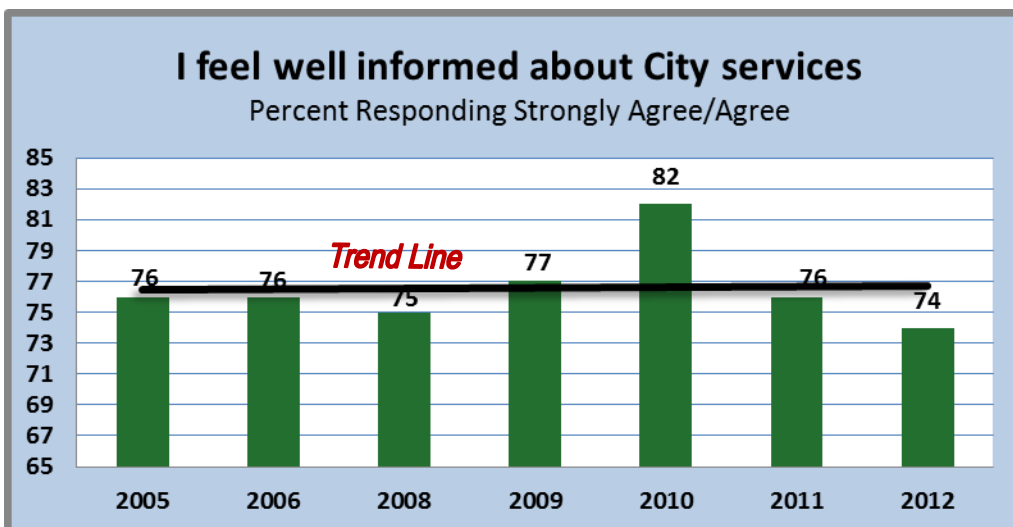
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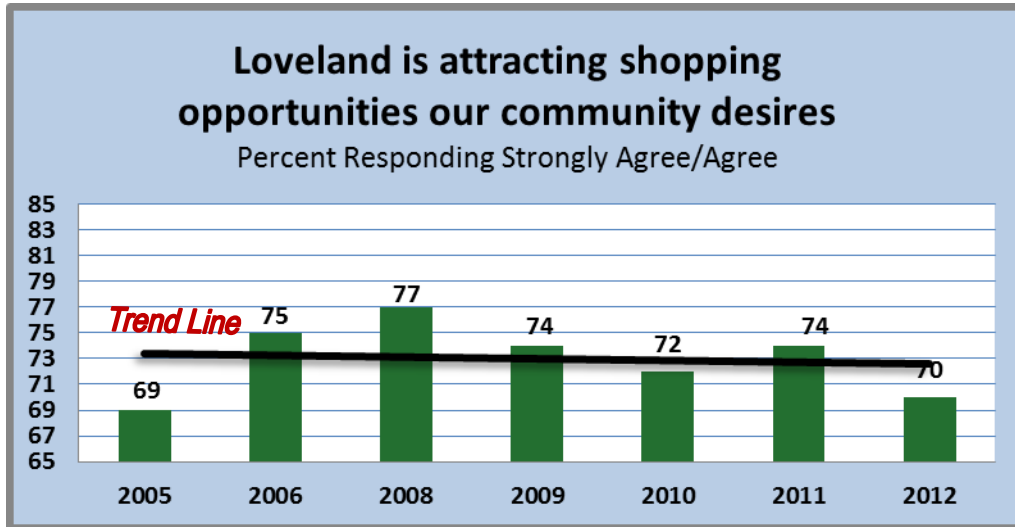
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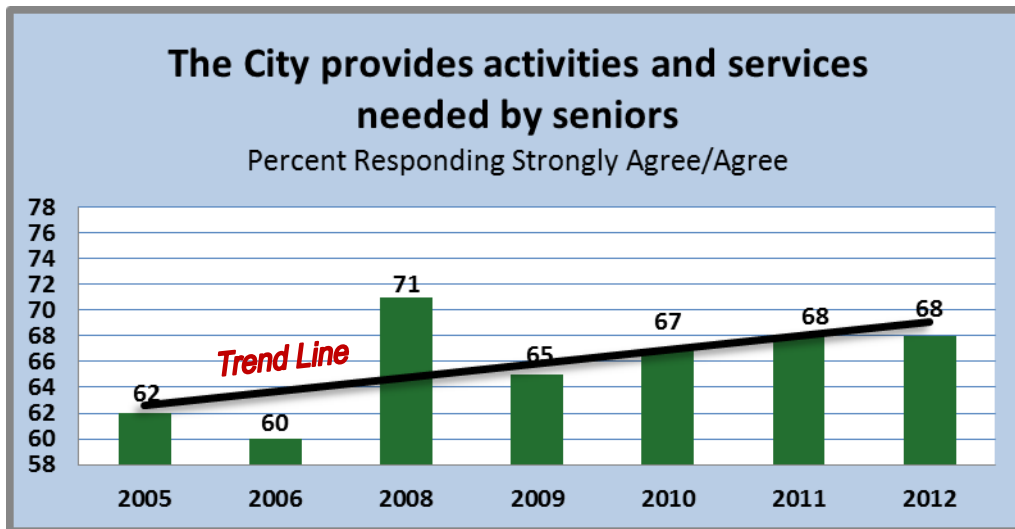
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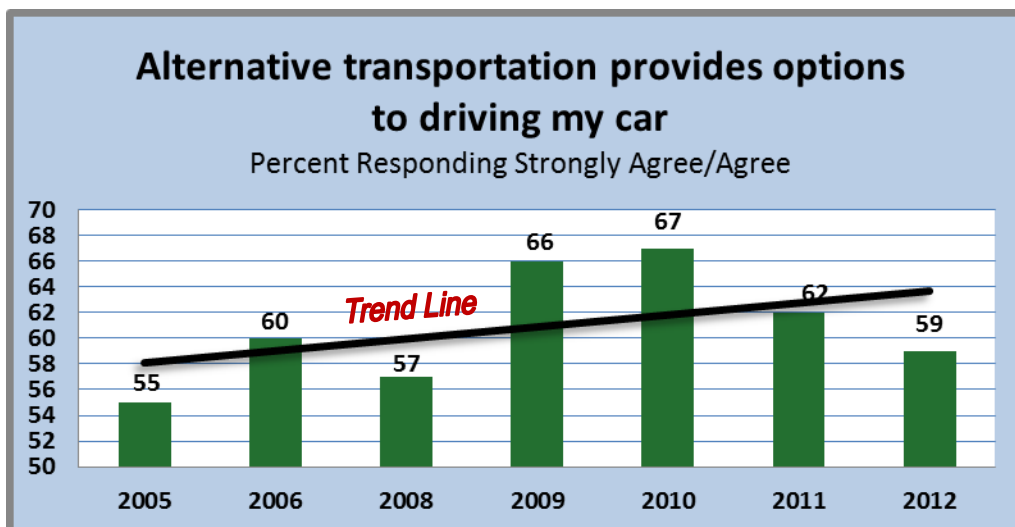
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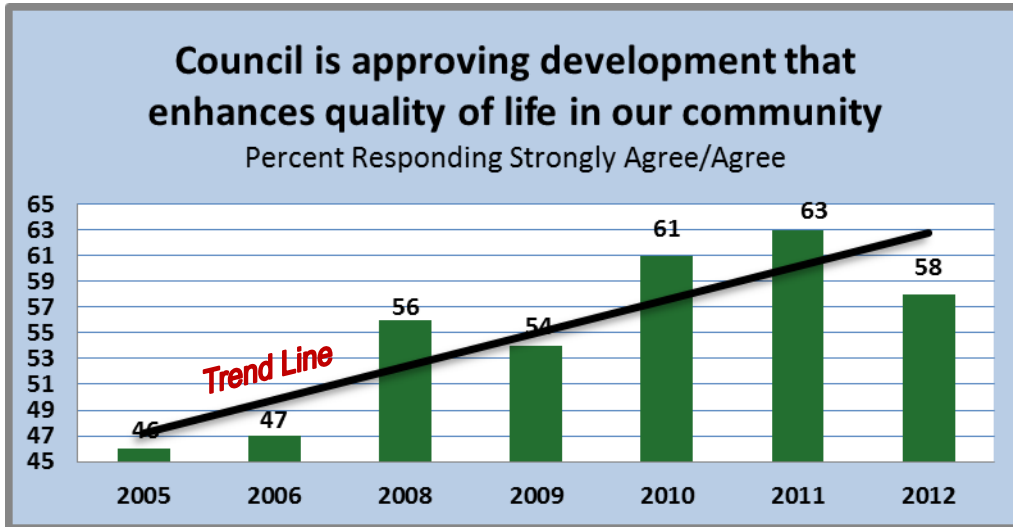
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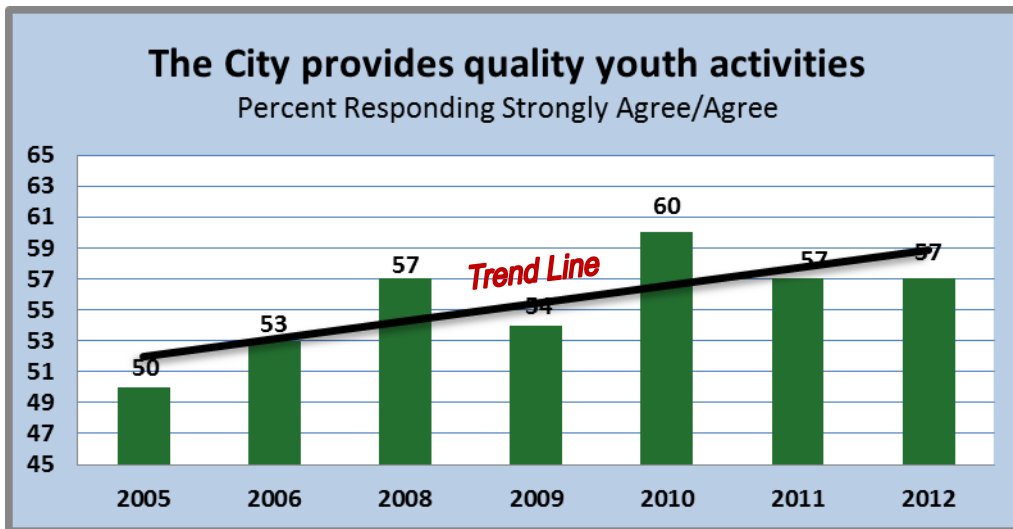
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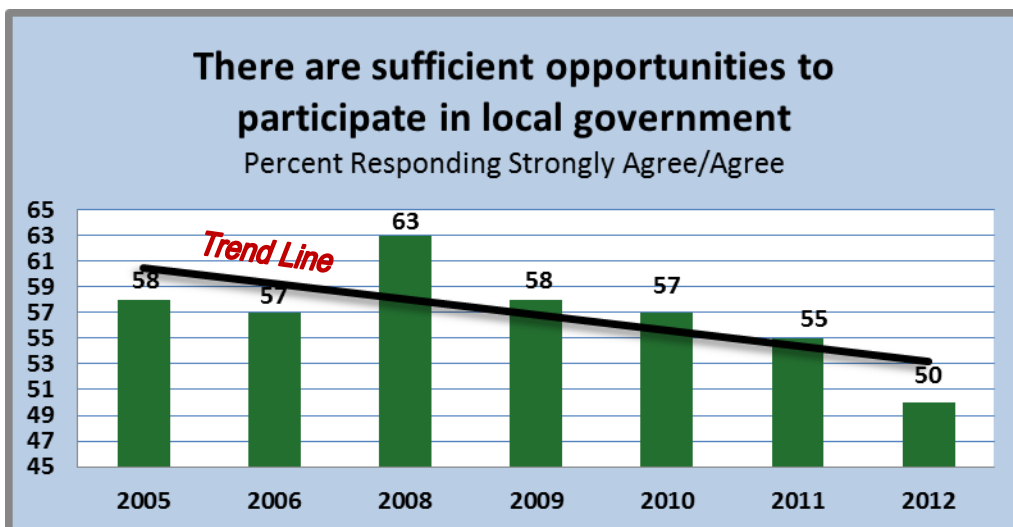
Question 21



Question 22

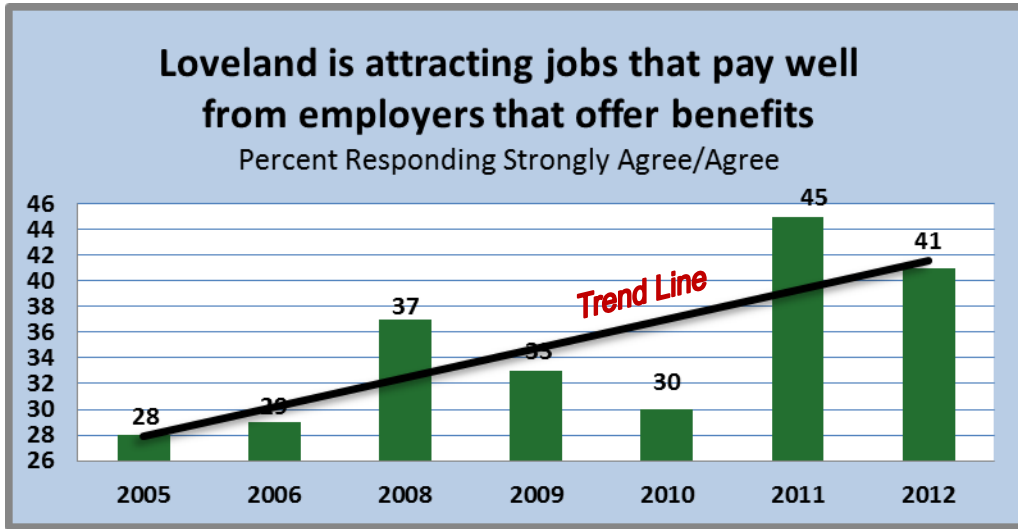


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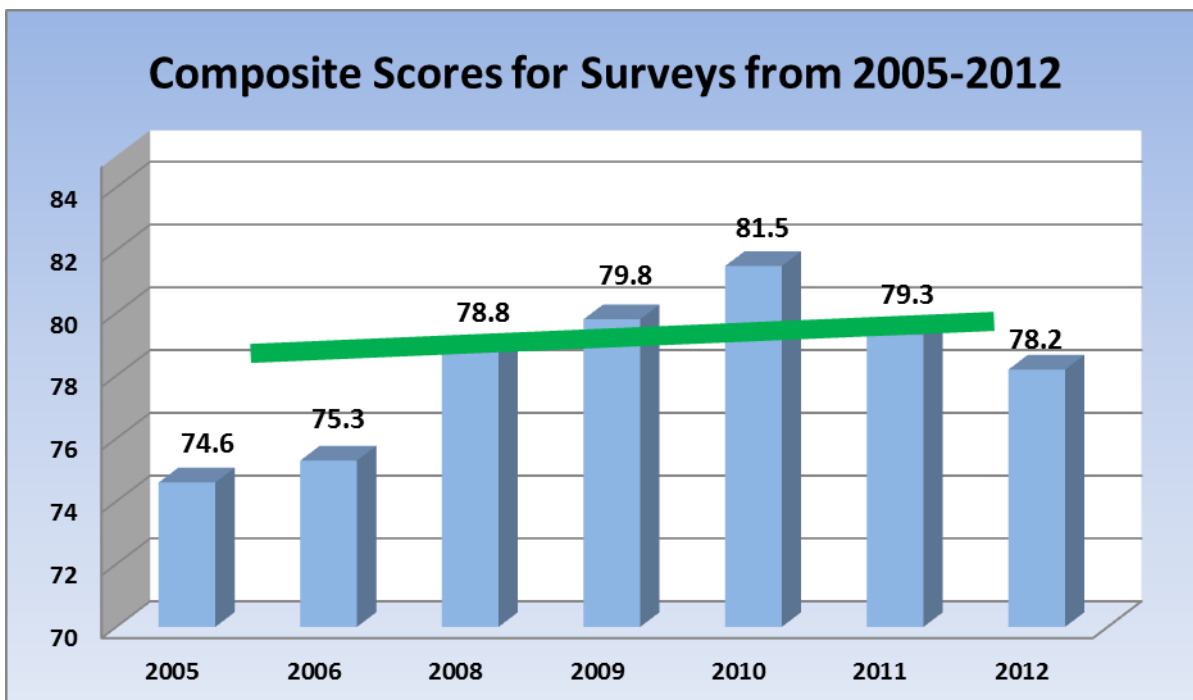


Question 24



### Seven-year Graphical Illustration on overall trends on Quality of Life Survey from 2005-2012

The graph below illustrates the general trend of residents' combined responses to all twenty-four Quality of Life Survey questions from 2005 to 2012. The year 2007 is not represented because that year the City conducted a more in-depth survey and that data is therefore not comparable. The trend lines are computer-generated based on seven years of in-house administered Quality of Life Survey results.



# 2012 Quality of Life Survey

## **Appendix I: Survey Tool**





Dear Loveland resident,

7/09/12

You have been selected to share your opinions about the quality of life in Loveland and the City services that contribute to that quality of life. The City sends out surveys every year to receive general feedback. Every five years, we distribute a more comprehensive survey to receive more specific information.

Please participate by reading each statement and placing a mark in the appropriate box.

We welcome comments and suggestions. These comments are helpful as we make decisions about topics that need to be explored in greater detail.

Return the survey in the postage-paid envelope. **Surveys must be returned by July 27, 2012.**

**About you:**

**1. How long have you lived in Loveland?**

- 1 year or less     1-2 years     3- 5 years     6-10 years     More than 10 years

**2. What is your age range?**

- 18-24 years     25-44 years     45-64 years     65 years and over

**3. Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?**

- Northwest     Southwest     Northeast     Southeast

**4. Do you live in a single or multi-family building?**

- Single-family     Multi-family

**5. Which one of these locations is nearest to where you work?**

- Loveland     Greeley     Fort Collins     Longmont/Denver/Boulder     Wyoming  
 Not applicable (not employed outside of the home or retired)

**How often do you use the Internet?**

- Daily     2-3 times per week     2-3 times per month     Rarely     Never

**On average, how often do you visit the City's official website -- [www.cityofloveland.org](http://www.cityofloveland.org)?**

- Weekly     Monthly     2-3 times per year     Never

**General Comments and Suggestions:**

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## Quality of Life in Loveland

Statements of Loveland Community Attributes	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
My family feels safe in our community.					
The City provides quality Fire/Rescue services.					
The City provides quality Police services.					
Loveland's neighborhoods, parks and thoroughfares are clean.					
Residential recycling and trash services meet customer needs.					
Loveland is attracting shopping opportunities our community desires.					
Loveland is attracting jobs that pay well from employers that offer benefits.					
Loveland provides quality drinking water.					
Loveland delivers reliable electricity.					
Water runoff from storms is controlled and minimizes flooding.					
The sewer system in Loveland works reliably.					
I can travel by car to locations in Loveland with minimal delays.					
Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).					
Street surfaces are drivable and safe.					
City provides quality parks and trails.					
There are abundant recreational opportunities for all members of my family.					
There are sufficient opportunities to gather as a community (Festivals/Community Events).					
There are plentiful opportunities to enjoy the arts.					
The City Council is approving development that enhances the quality of life in our community.					
The Library services provided to our community are current and meet our community's needs.					
The City provides quality youth activities.					
The City provides activities and services needed by senior citizens.					
There are sufficient opportunities to participate in Loveland government.					
I feel well informed about City services.					