



City of Loveland 2011 Quality of Life Survey Report

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Executive Summary

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 conducted a Quality of Life Survey annually since 2004. The exception to this occurred in 2007 when 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 2011 Quality of Life Survey contains twenty-four questions regarding living 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, 923 responded to the mailed questionnaire, producing a 32.5 percent response rate and resulting in an adequate sampling. The response rate for the 2010 survey was 30 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 written feedback from residents is listed in the Comments section (Please see Appendix II):

Summary of Highlights

A rating change of plus or minus three (+/-3) or more percentage points compared to last year's result is considered statistically significant.

- Four questions showed a decrease of 3 points; four questions showed a decrease of 4 points; four additional questions showed a decrease of 5 points; and three questions showed a decrease of 6 points compared to the 2010 survey. A total of four questions showed increases though only one was statistically significant. Eight questions showed just minor increases or decreases of 2 points or less.
- The questions showing point differentials of at least - 4 points (compared to 2010) were:
 - Neighborhoods/parks and thoroughfares being clean

- The sewer working reliably
- Plentiful opportunities to enjoy the arts
- Sufficient opportunities to gather as a community
- The questions showing point differentials of - 5 points were:
 - The City providing quality parks
 - Water runoff being controlled and minimizing flooding
 - Street surfaces being drivable and safe
 - Alternative transportation being usable and providing alternatives to driving
- The question showing point differentials of - 6 were:
 - The City providing quality Fire/Rescue services
 - The City providing quality Police services
 - Residents feeling well-informed about City services
- The question showing a dramatic increase of +15 points was:
 - Loveland is attracting jobs that pay well from employers who offer benefits

Year to year fluctuations in number of points per question are not unusual. The 2010 survey resulted in nine questions with a 3 percent or greater change, including eight significant increases. The 2011 survey results are more consistent with the 2009 and 2008 results.

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 five out of six total questions receiving a rating of 80 or above. Reliability of electrical service received the highest rating at 96. The question asking if alternative transportation options are usable and provide an alternative to driving, received the lowest rating in this category at 62.

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 79 and above. The lowest rating of 79 was in response to the question asking residents if they felt they could travel by car throughout Loveland with minimal delays. This went down one point from a rating of 80 in 2010.

Quality of Community Amenities

- Residents were asked to rate opportunities for recreation, availability of programs for youth and senior citizens, community events, and opportunities to enjoy the arts. Ratings in this category were favorable with only two falling below a rating of 70. The lowest rating of 57 was in response to the City providing quality youth activities.

Overall Survey Feedback

- Overall, ratings on the quality of life in Loveland were favorable. Six of the total 24 questions or 25 percent received a rating above 90. Another nine questions, or 38 percent received ratings of 80 to 89 and only three questions, or 13 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 45 points—a dramatic increase of 15 points from 2010’s score of just 30 points.
- In the General Comments & Suggestion Section, citizens took the time to share their thoughts on a number of local topics. A total of 377 were recorded and have been categorized for ease of reading and reference. They are unedited except for minor grammatical corrections for easier readability.

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2011 Quality of Life Survey

Results Data



Demographics for 2011 Respondents

1. How long have you lived in Loveland?

1 year or less	1-2 years	3-5 years	6-10 years	10+ years
2%	5%	9%	11%	72%

2. What is your age range?

18-24	25-44	45-64	65+
1%	19%	41%	40%

3. In what part of town do you live?

Northwest	Southwest	Northeast	Southeast
41%	32%	16%	11%

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

Single	Multi-family
89%	11%

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

Loveland	Greeley	Fort Collins	Longmont/Boulder/ Denver	Wyoming	Not Employed Outside Home
37%	3%	11%	8%	1%	40%

2. How often do you use the Internet?

Daily	2-3 times/week	2-3 times/month	Rarely	Never
65%	11%	3%	4%	16%

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

Weekly	Monthly	2-3 times/year	Never
6%	17%	33%	44%

2011 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
Loveland delivers reliable electricity.	96	1	3
My family feels safe in our community.	93	3	4
The City provides quality parks and trails.	91	2	7
Loveland's neighborhoods, parks and thoroughfares are clean.	91	4	5
Loveland provides quality drinking water.	91	3	6
Residential recycling and trash services meet customer needs.	91	6	3
The City provides quality Fire/Rescue services.	89	0	11
The sewer system in Loveland works reliably.	89	4	7
There are plentiful opportunities to enjoy the arts.	89	2	9
There are sufficient opportunities to gather as a community. (Festivals/Community Events)	87	4	9
Water runoff from storms is controlled and minimizes flooding.	85	6	9
There are abundant recreational opportunities for all members of my family.	85	6	9
The City provides quality Police services.	84	7	9
Street surfaces are drivable and safe.	82	13	5
The library services provided to our community are current and meet our community needs.	80	4	16
I can travel by car to locations in Loveland with minimal delays.	79	16	5
I feel well informed about City services.	76	10	14
Loveland is attracting shopping opportunities our community desires.	74	16	10
The City provides activities and services needed by senior citizens.	68	4	28
The City Council is approving development that enhances the quality of life in our community.	63	15	22
Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	62	14	24
The City provides quality youth activities.	57	7	36
There are sufficient opportunities to participate in Loveland Government.	55	9	36
Loveland is attracting jobs that pay well from employers that offer benefits.	45	32	23

Quality of Life in Loveland - Annual Comparison – 2005 to 2011

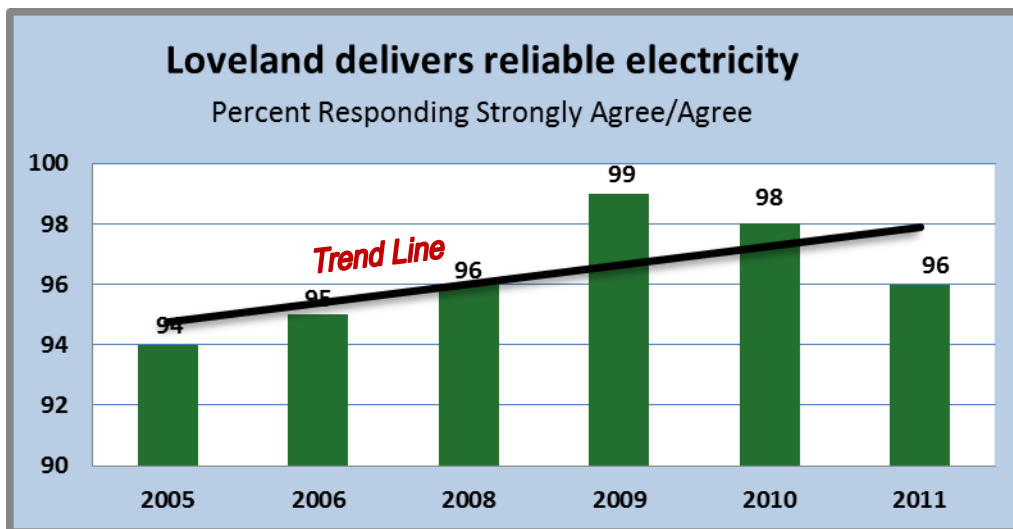
(Numbers are percents of total responses)

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

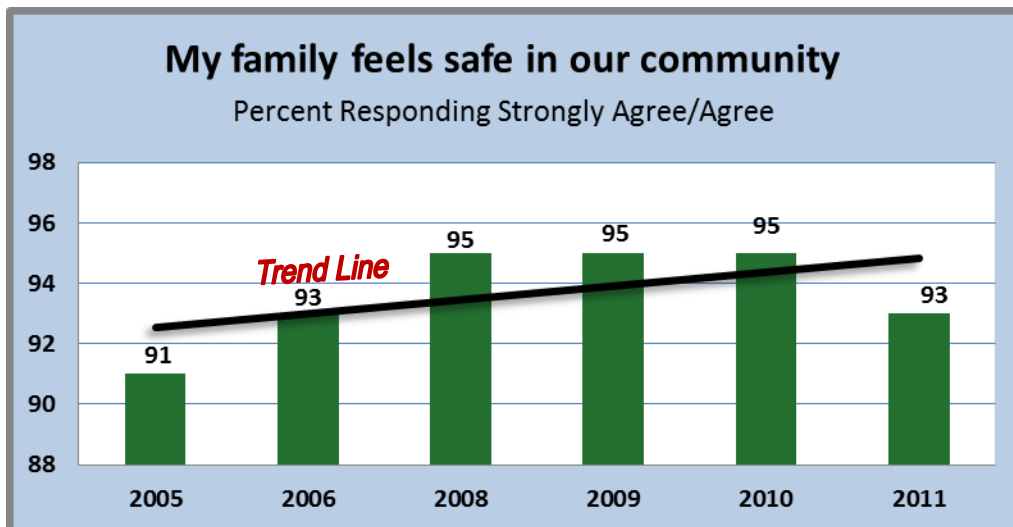
Graphical Illustration of Survey Results

Each of the 24 survey questions is represented in graph form to illustrate trends from 2005 to 2011. 2007 is not represented because that year the City conducted a more in-depth survey. The trend lines are computer-generated based on the six years of Quality of Life survey results.

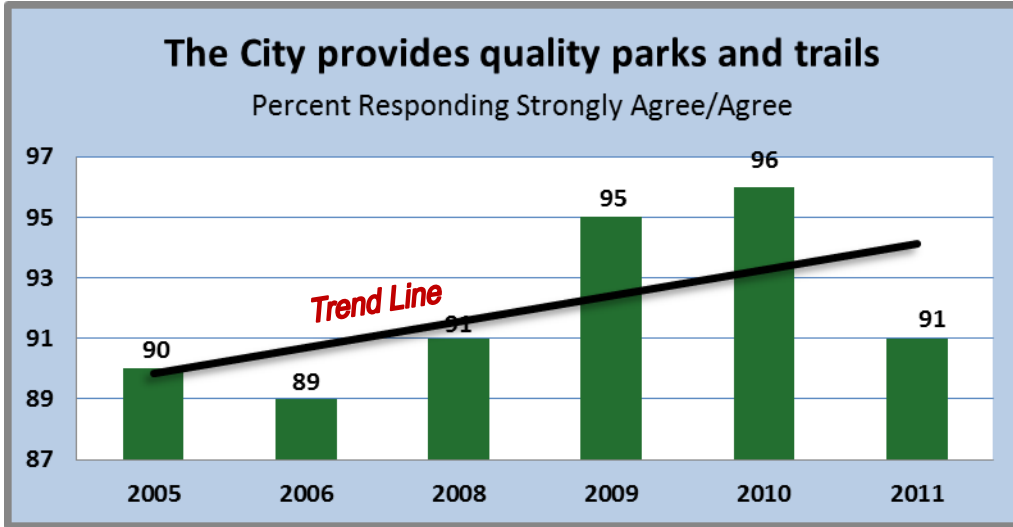
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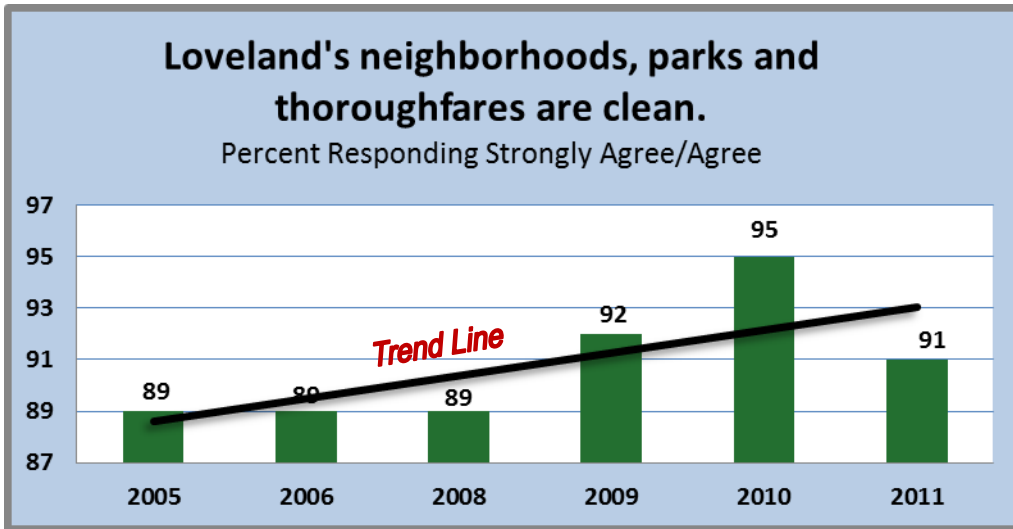
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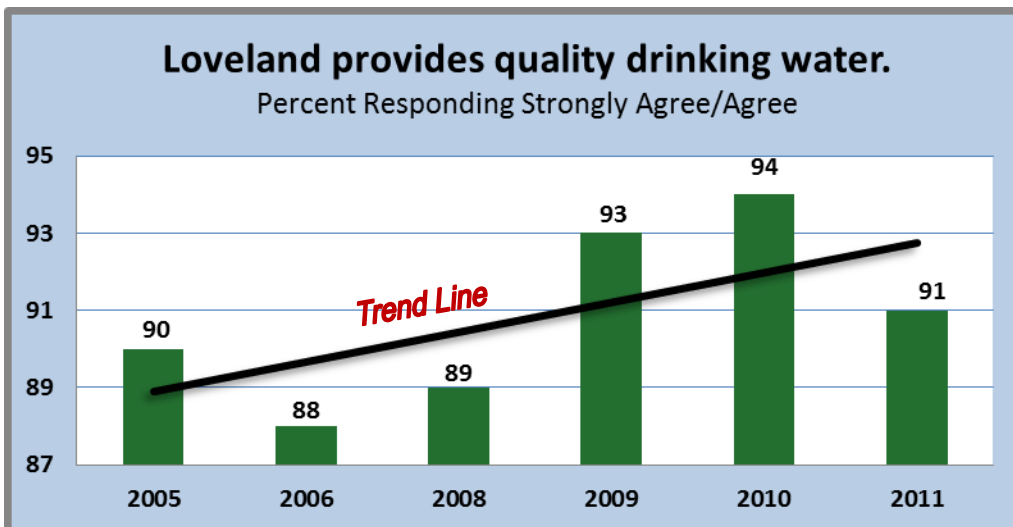
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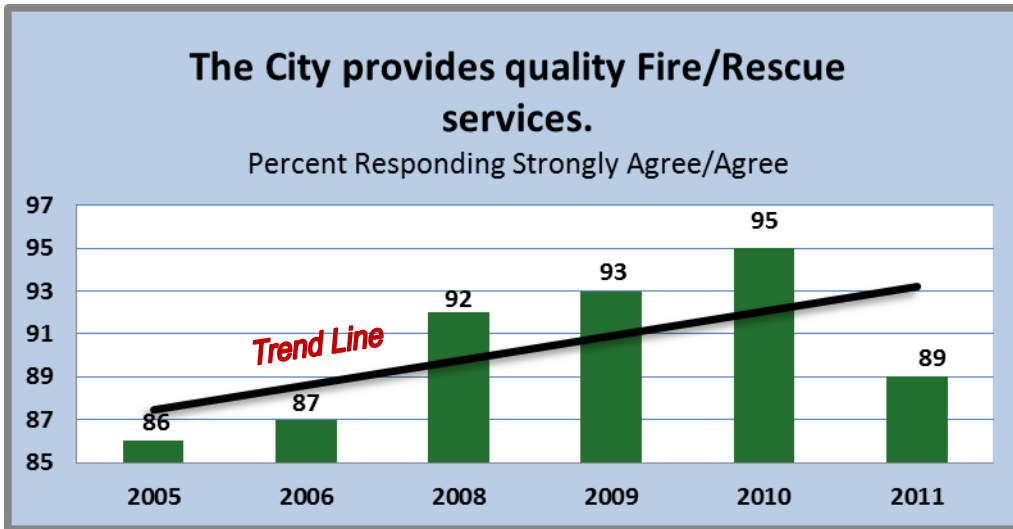
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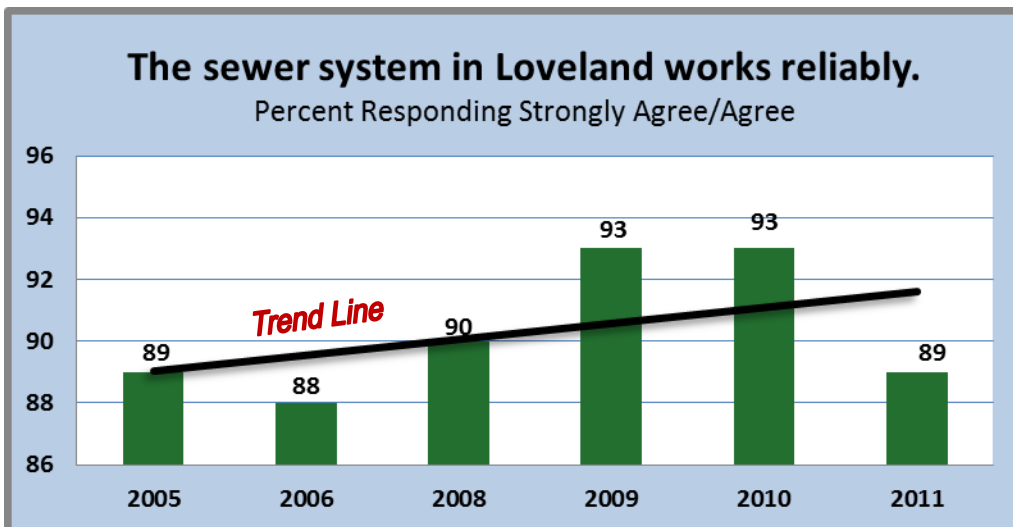
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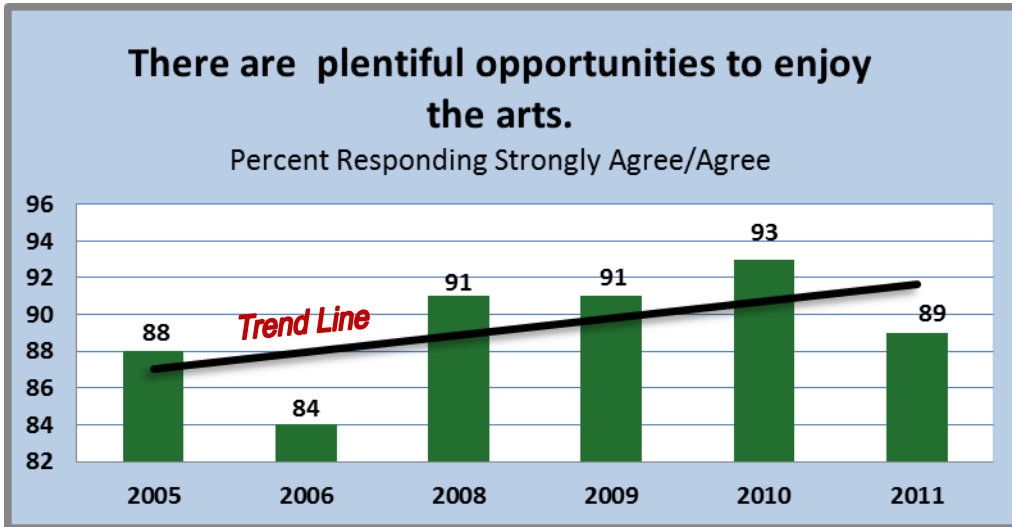
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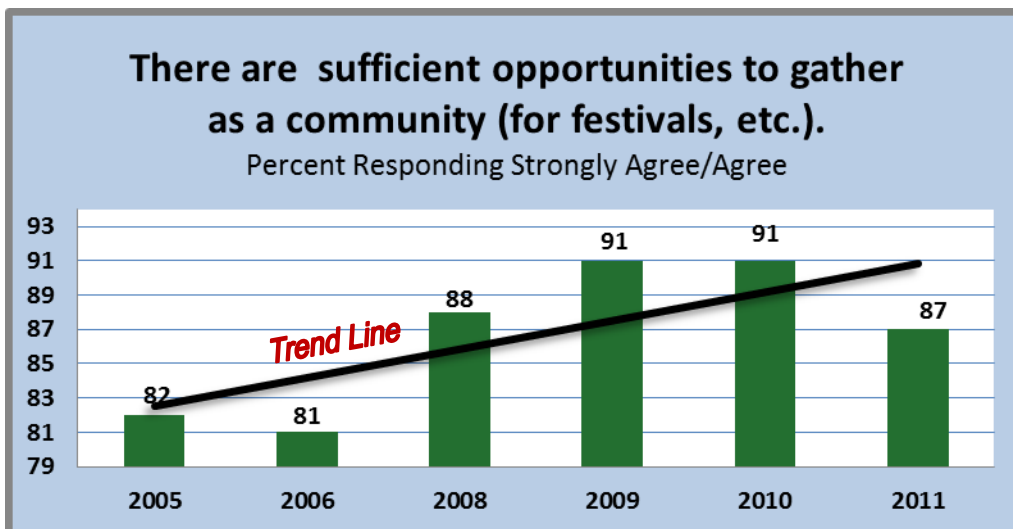
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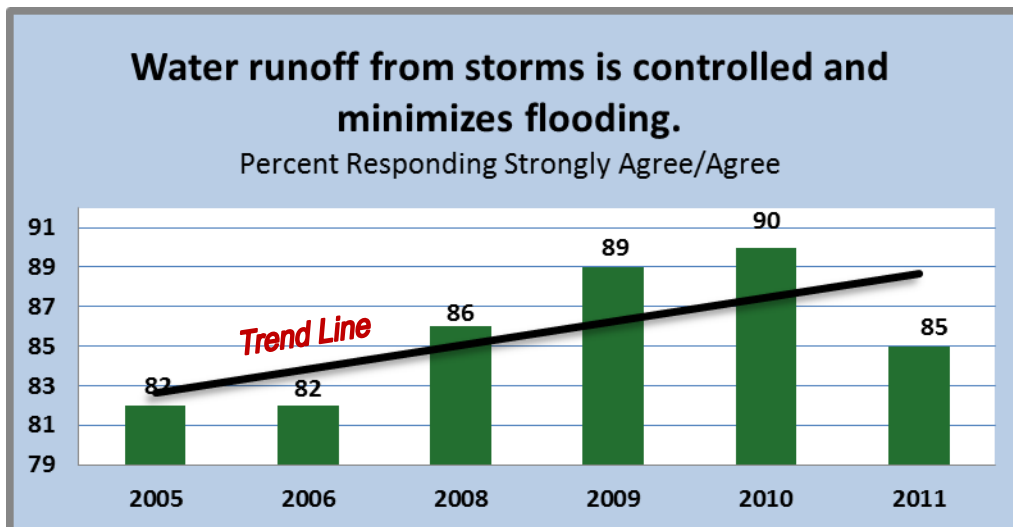
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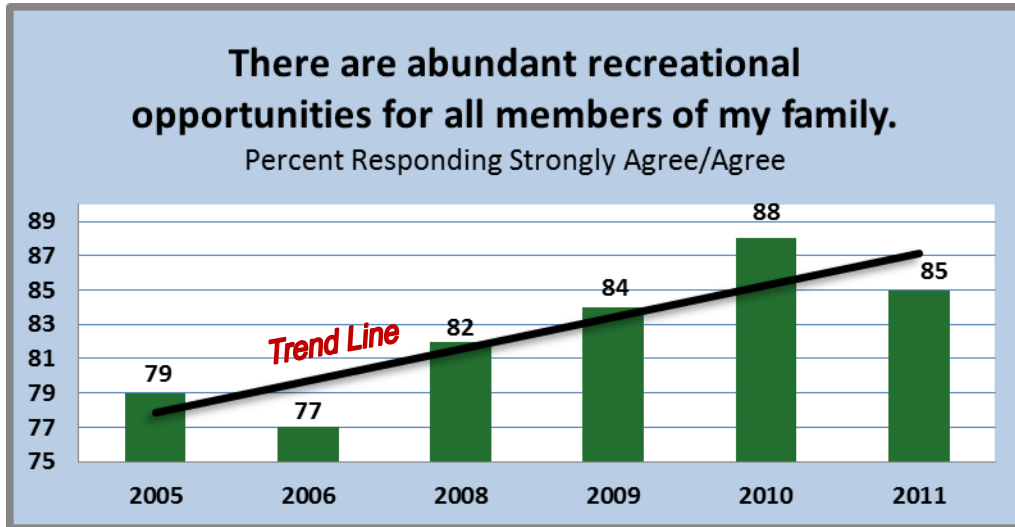
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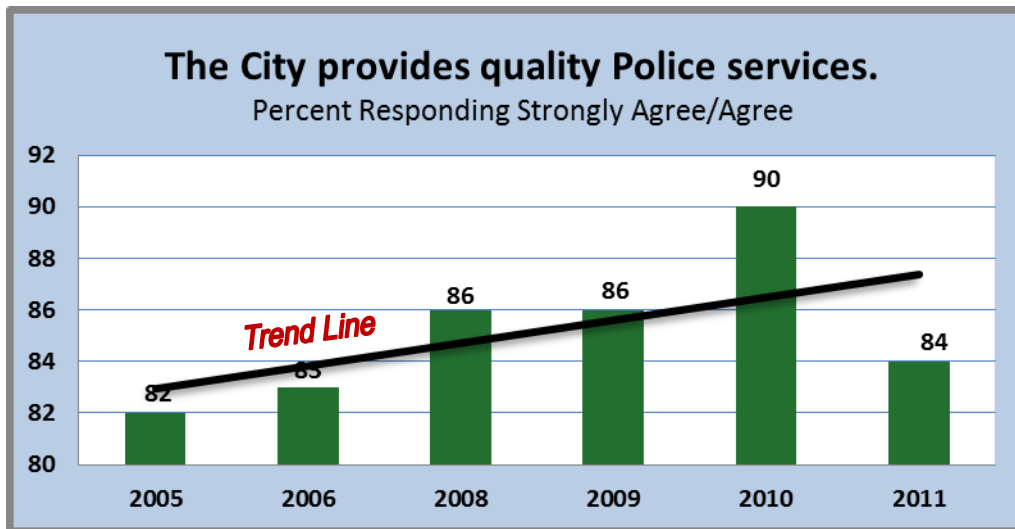
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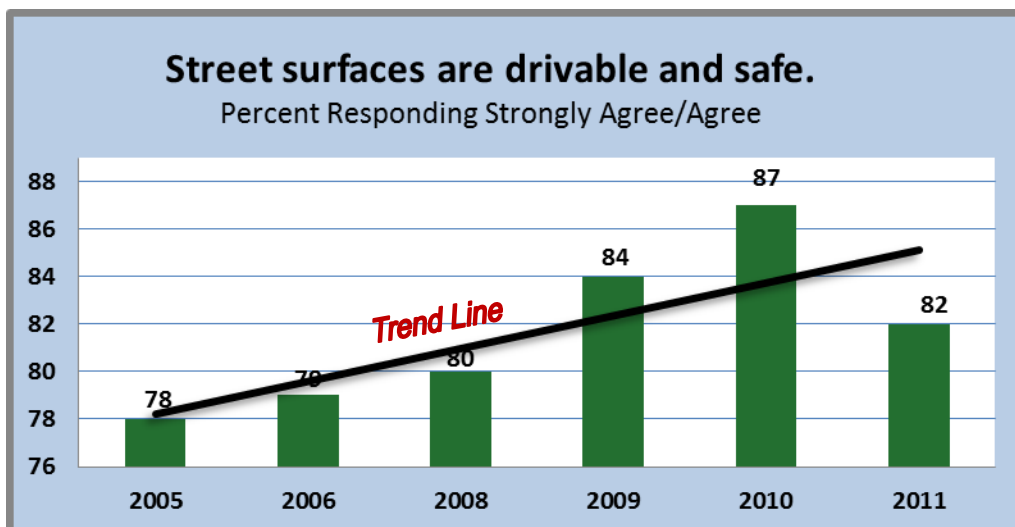
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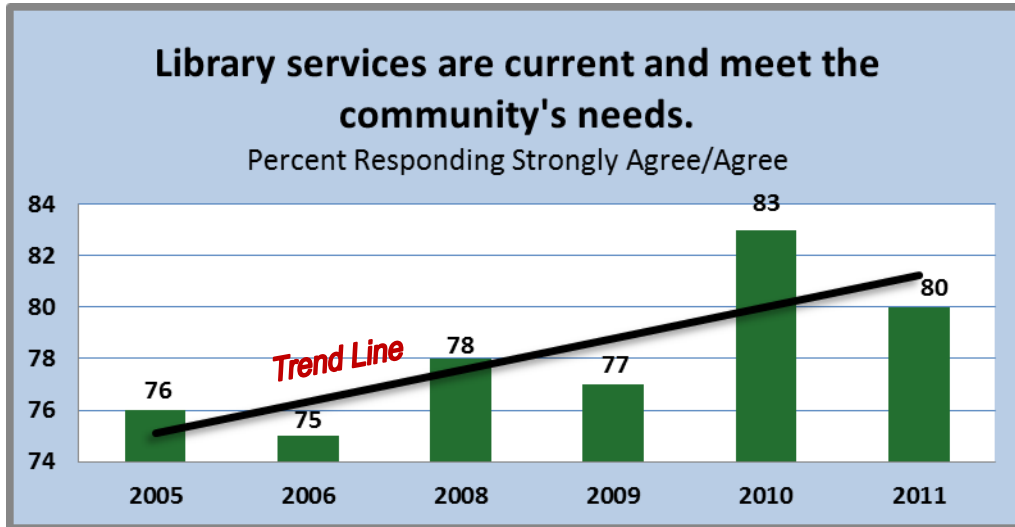
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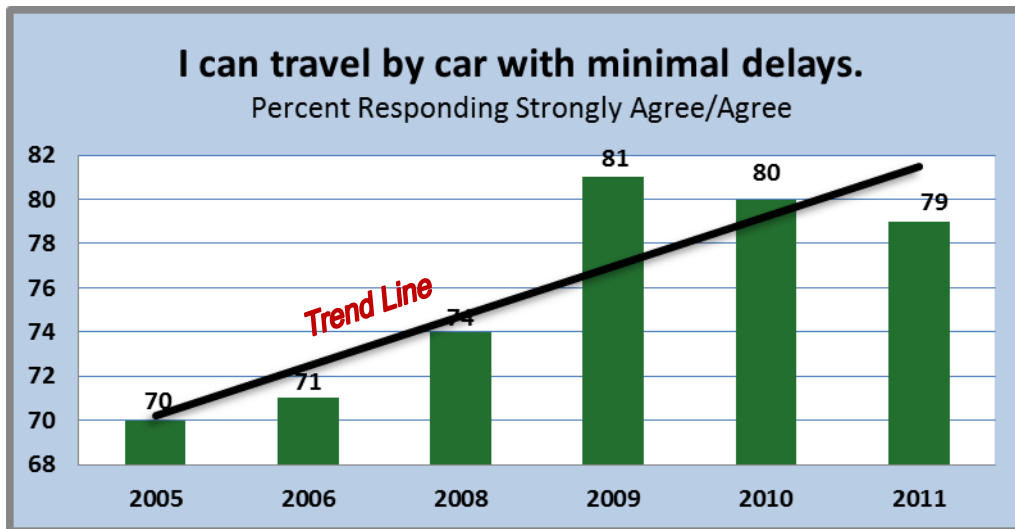
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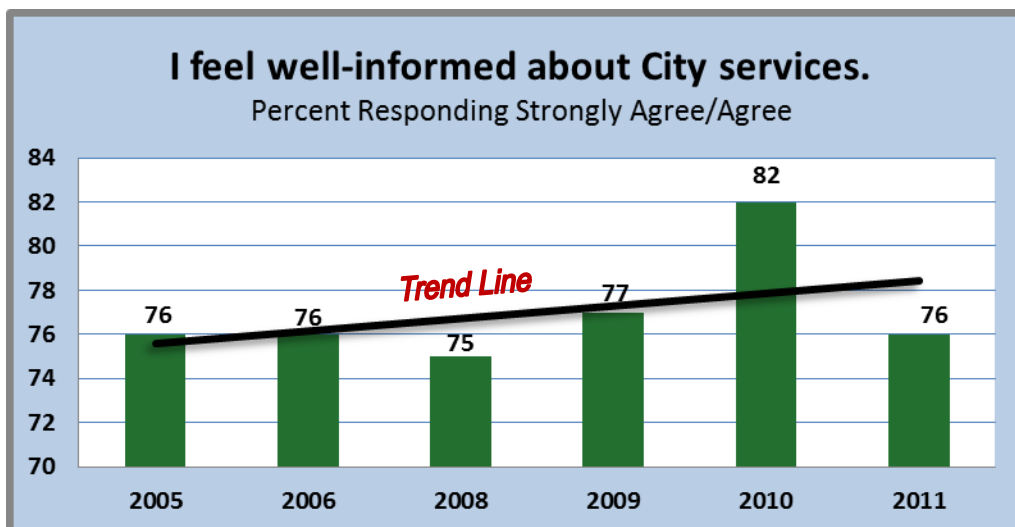
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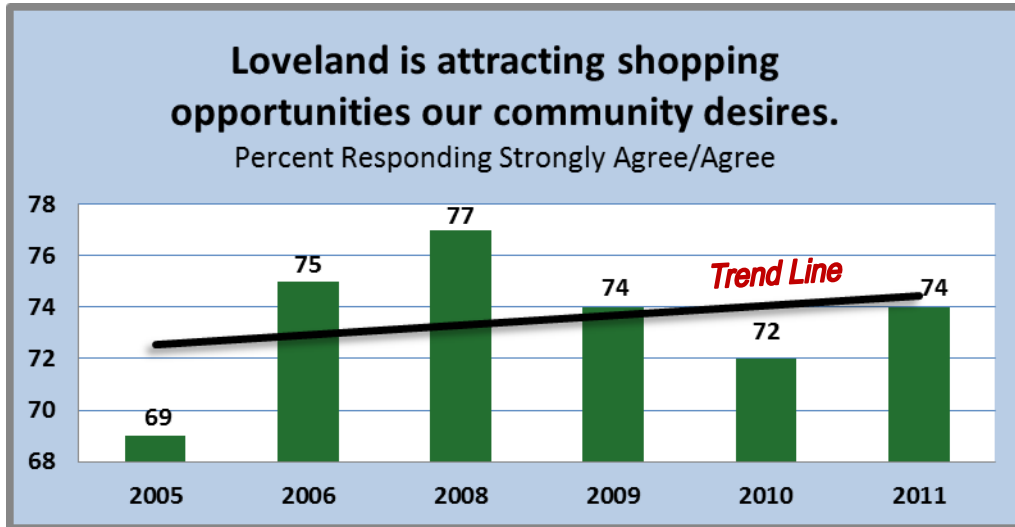
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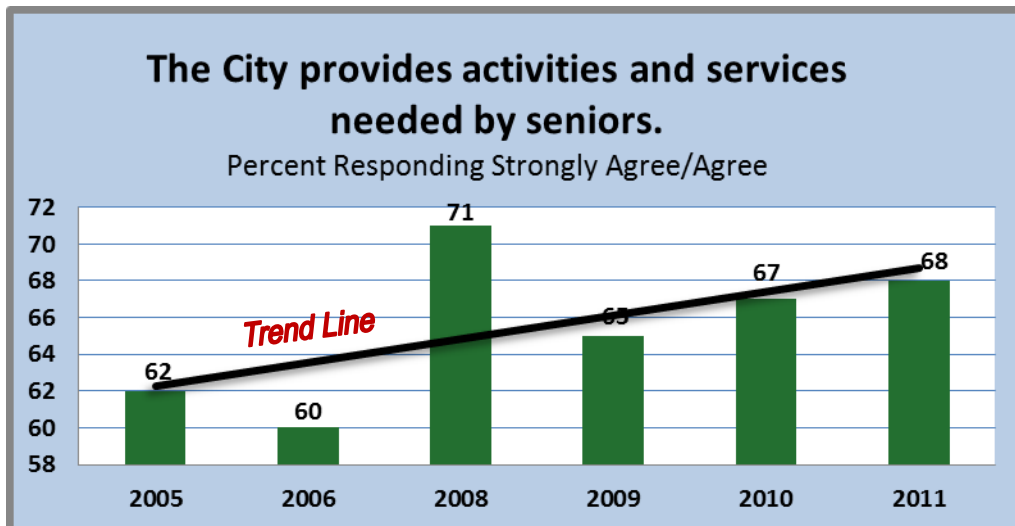
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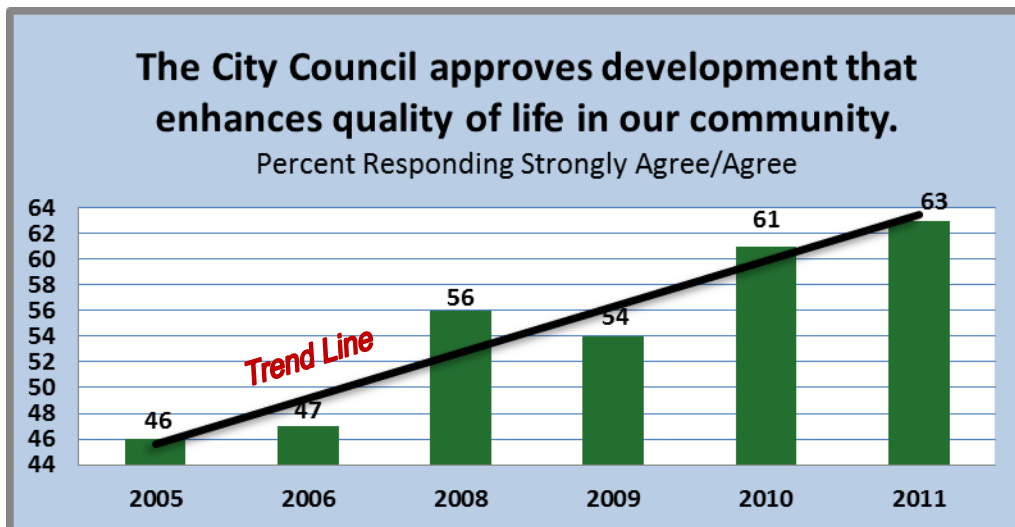
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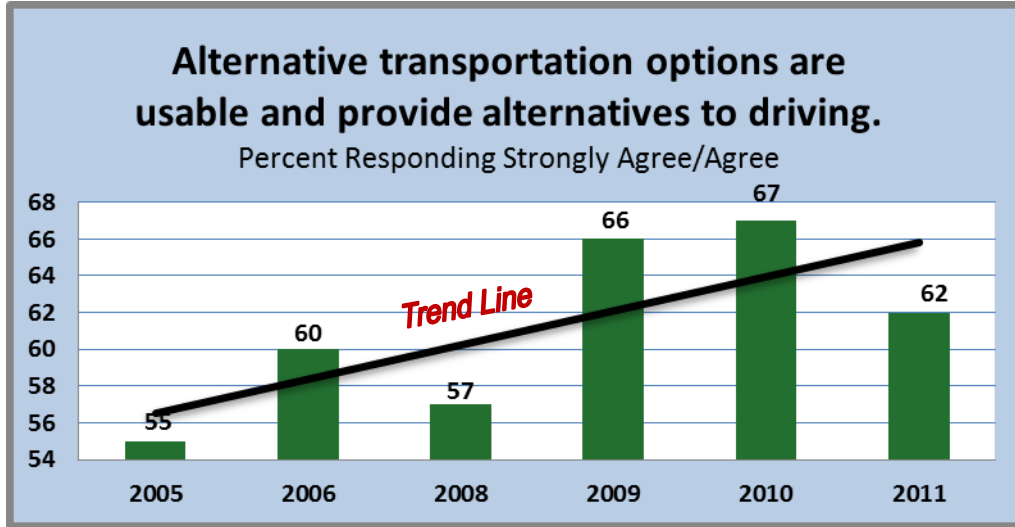
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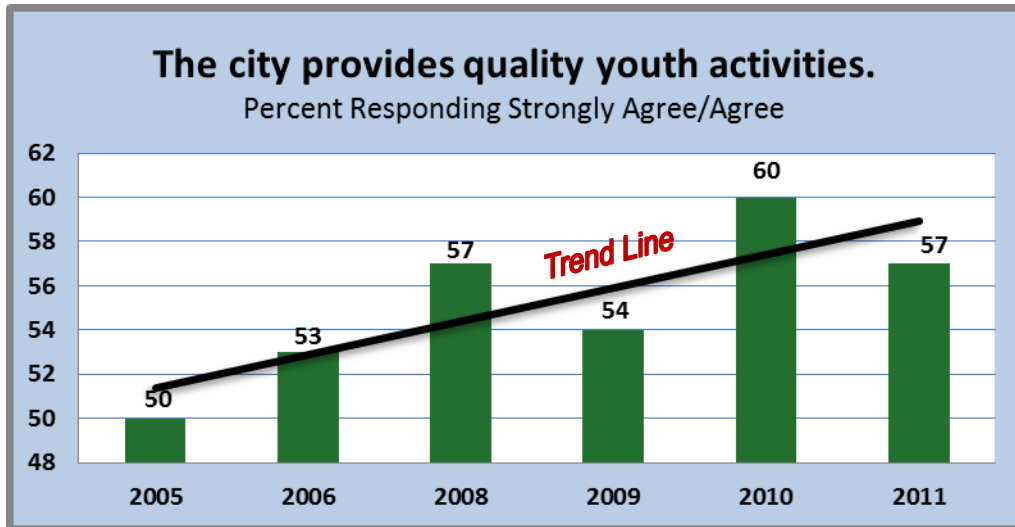
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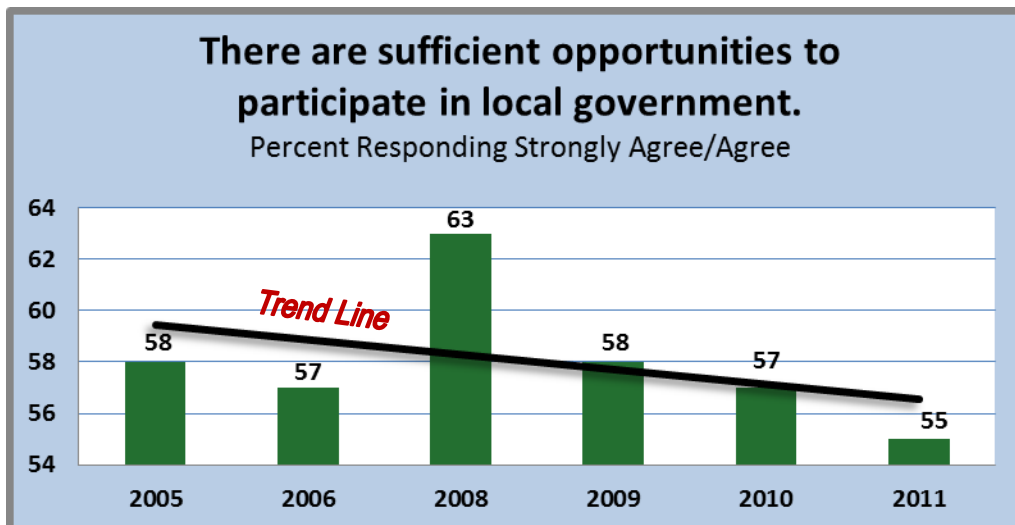
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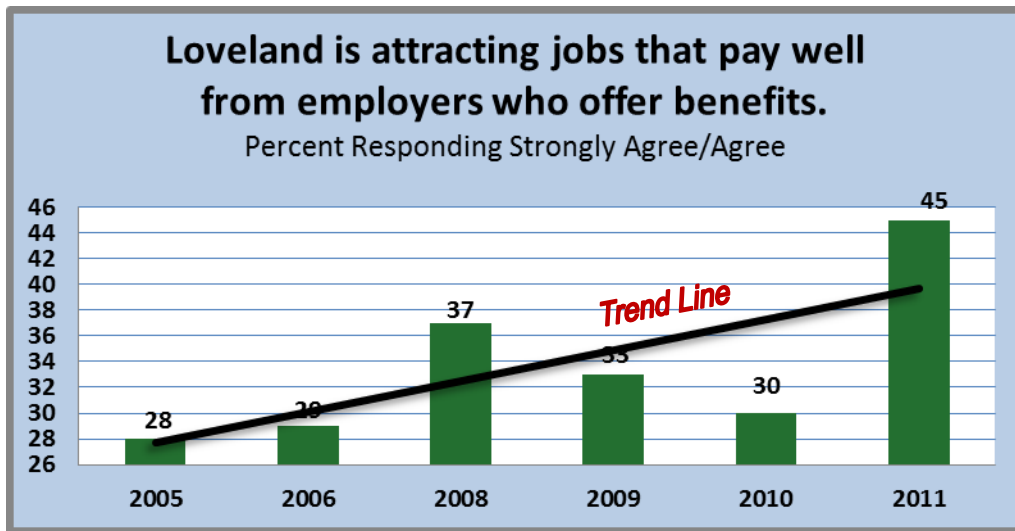
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Question 23

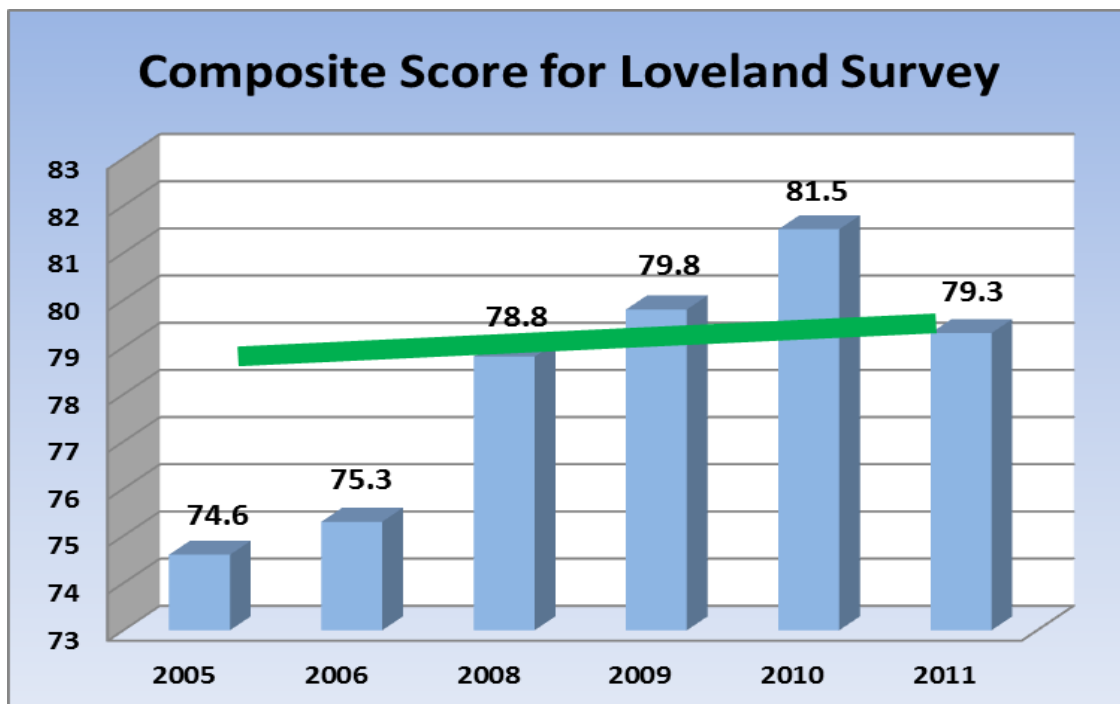


Question 24



Six-year Graphical Illustration on overall trends on Quality of Life Survey from 2005-2011

The graph below illustrates the general trend of residents' combined responses to all twenty-four Quality of Life Survey questions from 2005 to 2011. As noted earlier, 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 six years of in-house administered Quality of Life Survey results.



2011 Quality of Life Survey

Appendix I: Survey Tool





Dear Loveland resident,

7/11/11

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 30, 2011.**

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?

- Weekly Monthly 2-3 times per year Never

General Comments and Suggestions:

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.					