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# The City of Craig, Colorado

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## Summary Report 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).

## Understanding the Results

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### Survey Administration

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 in the Report of Results. A copy of the survey materials can be found in Appendix C of the Report of Results.)

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

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). 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).

## Putting Evaluations onto a 100-Point Scale

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.

## PROFILE OF CRAIG

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As assessed by the survey, about 43% of Craig residents have lived in the community for more than 20 years and 69% are over age 34. Another 13% are over age 64. Seventy-eight percent are currently employed; 41% rent; 59% own and 55% live in detached single family homes. Over 69% of Craig residents have at least some college and 44% have annual household incomes above \$50,000. Eight percent of Craig residents reported that they are Spanish, Hispanic or Latino and 94% said they are White or Caucasian.

## COMMUNITY LIFE

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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

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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.” Craig as a place to raise children received an average rating of 59 on a 100-point scale.

### Ratings of Community Characteristics

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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.”

### Perceptions of Safety

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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.

### Community Participation

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Participation in the civic, social and economic life of Craig during the past year was assessed on the survey. Among those completing the questionnaire, 52% reported volunteering in the past year.

## LOCAL GOVERNMENT

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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

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When asked to evaluate whether they were pleased with the overall direction taken by the City of Craig, residents gave an average rating of 61 on a 100-point scale.

### Service Provided by Craig

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The overall quality of services provided by the City of Craig was rated as 58 on a 100-point scale.

### The City of Craig Employees

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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.

## 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.