



City of Loveland 2010 Quality of Life Survey Report

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Executive Summary

Overview

- The services, facilities and opportunities provided by Loveland's city government have again received high ratings according to the City's annual Quality of Life Survey. The scores indicate a continuing upward trend.

This year, responses to nine of the 24 questions showed statistically significant changes of three percent or more, with eight of the nine resulting in increases.

The questionnaire covers a broad range of topics including public safety, utility services, leisure services, transportation and more.

Background

- The City of Loveland has conducted a Quality of Life Survey annually since 2004. The exception to this effort occurs every five years when a much more in-depth survey is designed and 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. These independent surveys occurred in 2002 and 2007. The next in-depth survey is planned for 2012.

Methodology

- The 2010 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 most recent in-depth, 2007 survey.
- Of the 3,000 eligible households receiving the survey, 901 responded to the mailed questionnaire, producing a 30 percent response rate and resulting in an adequate sampling. The response rate for the 2009 survey was 29 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 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 or more percentage points compared to last year's result is considered statistically significant.
- Six questions showed significant increases of at least 4 points compared to the 2009 survey. Three questions showed a differential of +/-3 points. The remaining 15 questions had only minor increases or decreases of two points or less.
- The questions showing most notable point differentials of at least +4 points (compared to 2009) relate to:
 - Quality of Police services; + 4 points
 - Abundance of recreational opportunities; + 4 points
 - Library services meeting the community's needs; + 6
 - Citizens feeling well-informed of City services; + 5
 - City Council approving development that enhances our quality of life; + 7 points
 - The City providing quality youth activities; + 6 points
- The question that showed a significant drop of 3 points from 2009 relates to:
 - Loveland attracting jobs that pay well and provide benefits; - 3 points

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 six out of seven total questions receiving a rating of 83 or above. Reliability of electrical service received the highest rating at 98. The question asking if alternative transportation options are usable and safe received the lowest rating in this category at 67.

Quality of Infrastructure

- Respondents were asked to rate the quality of roadways, stormwater facilities, reliability of the sewage system, etc. All received favorable ratings. The lowest rating in this category was in response to the question asking residents if they felt they could travel by car throughout Loveland with minimal delays, which was rated at 80—a one point decrease from 2009.

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 and participate in City government. Ratings in this category were favorable with only two falling below a rating of 70. The lowest rating of 60 was in response to the City providing quality youth activities, however, this year's score increased six points from the 2009 score.

Overall Survey Feedback

- Overall, ratings on the quality of life in Loveland were quite favorable. Twelve of the total 24 questions or 50 percent received a rating of 90 or above. Another five questions, or 21 percent received ratings of 80 to 89 and only one question, or 4 percent had ratings in the 70-79 range. Five more questions received ratings within the 50-69 range. A single question received a rating of less than 50 percent; 30 percent.
- In the General Comments & Suggestion Section, citizens took the time to share their thoughts on a number of local topics. A total of 348 were recorded and have been categorized for ease of reading and reference. They are unedited except for minor grammatical corrections for better readability.

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2010 Quality of Life Survey

Results Data



Demographics for 2010 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%	4%	8%	18%	68%

2. What is your age range?

18-24	25-44	45-64	65+
1%	21%	41%	37%

3. In what part of town do you live?

Northwest	Southwest	Northeast	Southeast
38%	35%	20%	7%

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

Loveland	Greeley	Fort Collins	Longmont/Boulder/ Denver	Wyoming
35%	3%	11%	11%	1%

5. How often do you use the Internet?

Daily	2-3 times/week	2-3 times/month	Rarely	Never
72%	13%	2%	4%	9%

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

Weekly	Monthly	2-3 times/year	Never
5%	18%	39%	38%

2010 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.	98	1	1
The City provides quality parks and trails.	96	2	2
My family feels safe in our community.	95	3	2
The City provides quality Fire/Rescue services.	95	0	5
Loveland's neighborhoods, parks and thoroughfares are clean.	95	4	1
Loveland provides quality drinking water.	94	4	2
The sewer system in Loveland works reliably.	93	2	5
There are plentiful opportunities to enjoy the arts.	93	2	5
Residential recycling and trash services meet customer needs.	92	7	1
There are sufficient opportunities to gather as a community. (Festivals/Community Events)	91	4	5
Water runoff from storms is controlled and minimizes flooding.	90	6	4
The City provides quality Police services.	90	7	3
There are abundant recreational opportunities for all members of my family.	88	5	7
Street surfaces are drivable and safe.	87	12	1
The library services provided to our community are current and meet our community needs.	83	5	12
I feel well informed about City services.	82	9	9
I can travel by car to locations in Loveland with minimal delays.	80	19	1
Loveland is attracting shopping opportunities our community desires.	72	17	11
Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	67	16	17
The City provides activities and services needed by senior citizens.	67	5	28
The City Council is approving development that enhances the quality of life in our community.	61	18	21
The City provides quality youth activities.	60	8	32
There are sufficient opportunities to participate in Loveland Government.	57	8	35
Loveland is attracting jobs that pay well from employers that offer benefits.	30	42	28

Quality of Life in Loveland - Annual Comparison – 2004 to 2010

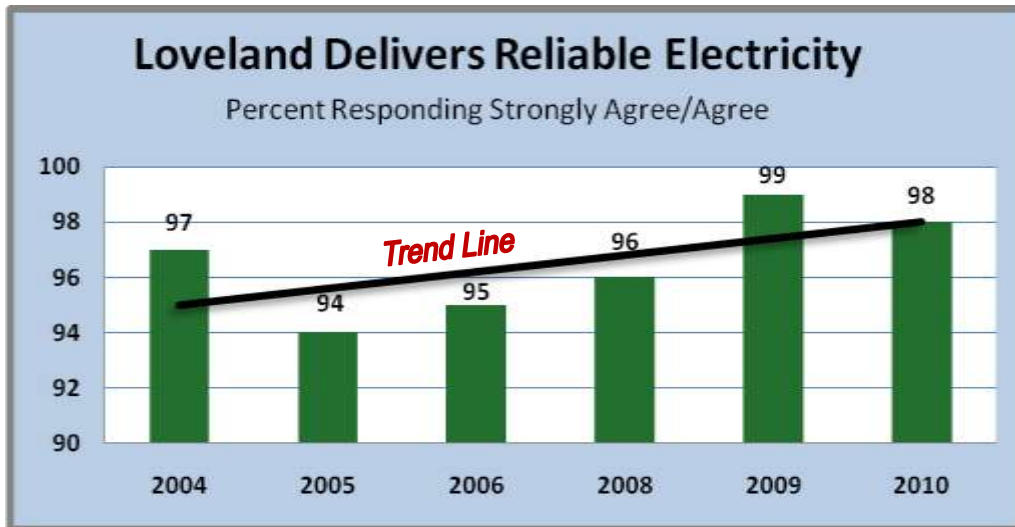
(Numbers are percents of total responses)

Annual Comparison of Statements on Loveland Community Attributes	2004 Strongly Agree/ Agree	2005 Strongly Agree/ Agree	2006 Strongly Agree/ Agree	2008 Strongly Agree/ Agree	2009 Strongly Agree/ Agree	2010 Strongly Agree/ Agree
1. Loveland delivers reliable electricity.	97	94	95	96	99	98
2. The City provides quality parks and trails.	94	90	89	91	95	96
3. My family feels safe in our community.	94	91	93	95	95	95
4. The City provides quality Fire/Rescue services.	90	86	87	92	93	95
5. Loveland's neighborhoods, parks and thoroughfares are clean.	92	89	89	89	92	95
6. Loveland provides quality drinking water.	88	90	88	89	93	94
7. The sewer system in Loveland works reliably.	90	89	88	90	93	93
8. There are plentiful opportunities to enjoy the arts.	90	88	84	91	91	93
9. Residential recycling and trash services meet customer needs.	85	81	89	91	92	92
10. There are sufficient opportunities to gather as a community (festivals etc.)	86	82	81	88	91	91
11. Water runoff from storms is controlled and minimizes flooding.	84	82	82	86	89	90
12. The City provides quality Police services.	83	82	83	86	86	90
13. There are abundant recreational opportunities for all members of my family.	86	79	77	82	84	88
14. Street surfaces are drivable and safe.	74	78	79	80	84	87
15. The library services provided to our community are current and meet our community needs.	74	76	75	78	77	83
16. I feel well informed about City services.	69	76	76	75	77	82
17. I can travel by car to locations in Loveland with minimal delays.	48	70	71	74	81	80
18. Loveland is attracting shopping opportunities our community desires.	65	69	75	77	74	72
19. Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	76	55	60	57	66	67
20. The City provides activities and services needed by senior citizens.	63	62	60	71	65	67
21. The City Council is approving development that enhances the quality of life in our community.	54	46	47	56	54	61
22. The City provides quality youth activities.	54	50	53	57	54	60
23. There are sufficient opportunities to participate in Loveland Government.	61	58	57	63	58	57
24. Loveland is attracting jobs that pay well from employers that offer benefits.	35	28	29	37	33	30

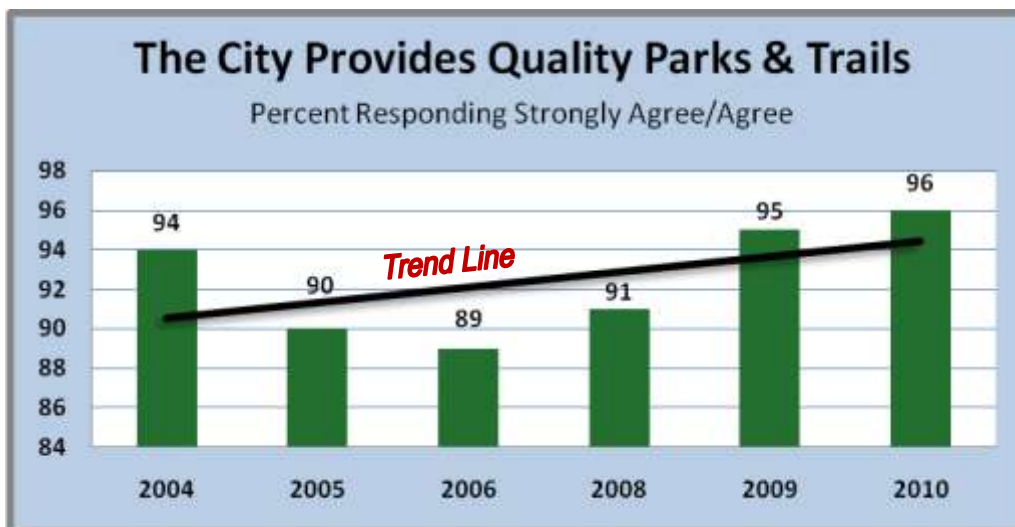
Graphical Illustration of Survey Results

Each of the 24 survey questions is represented in graph form to illustrate trends from 2004 to 2010. 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.

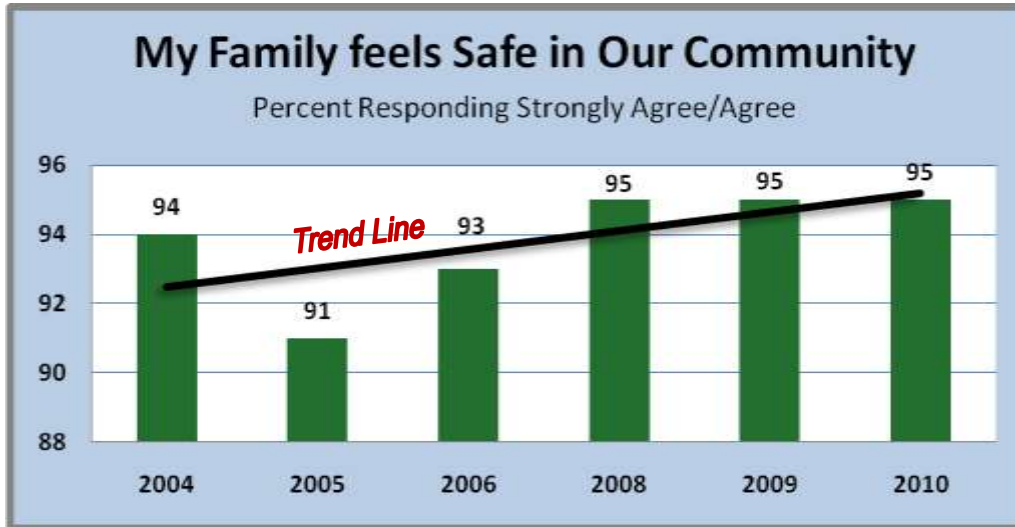
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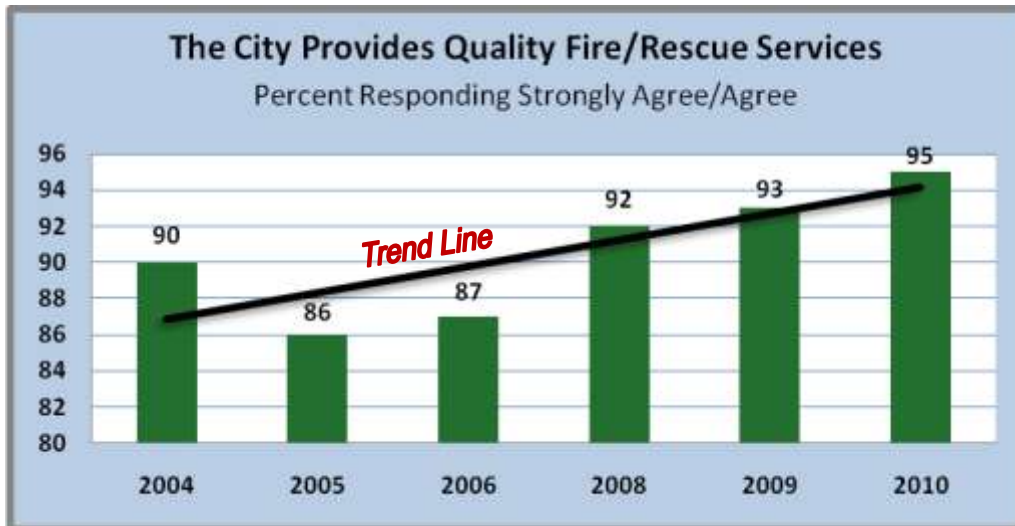
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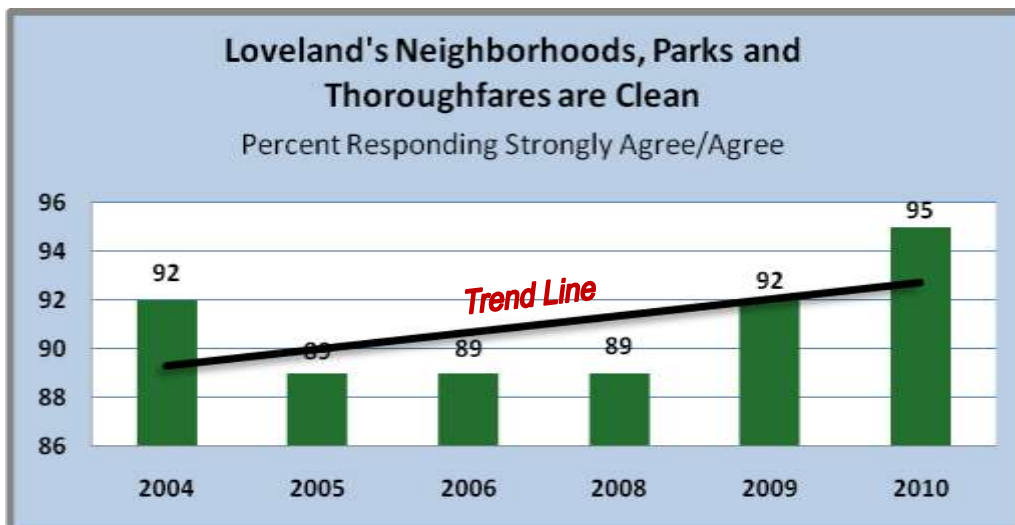
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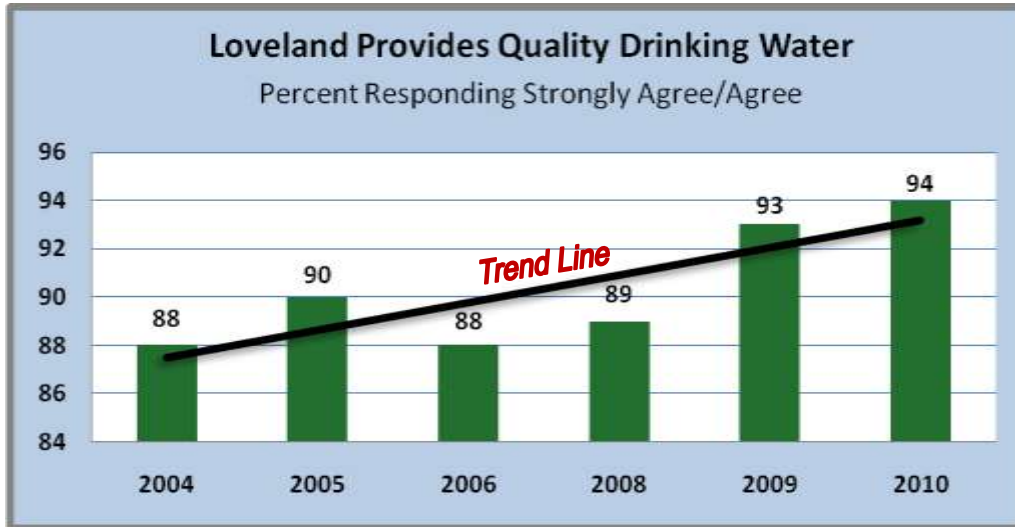
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Question 5



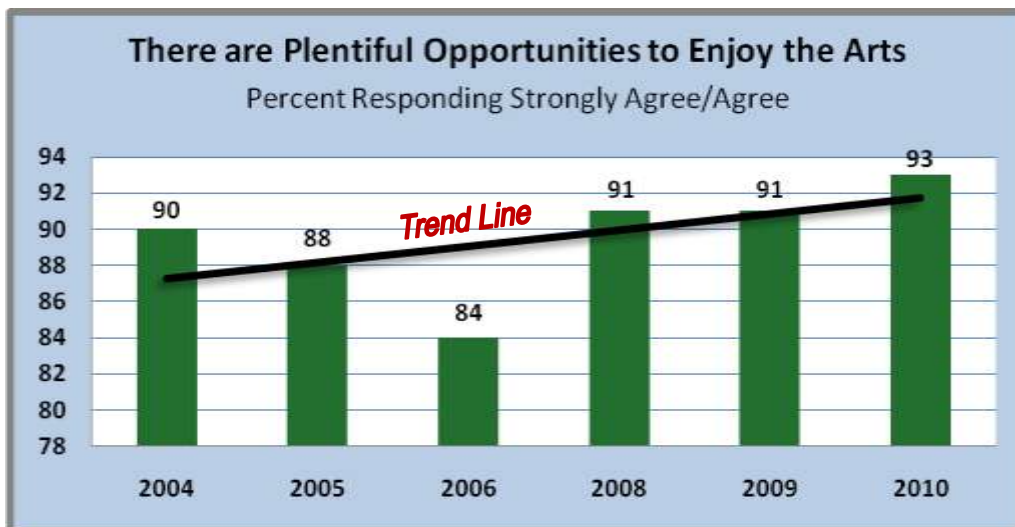
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Question 7



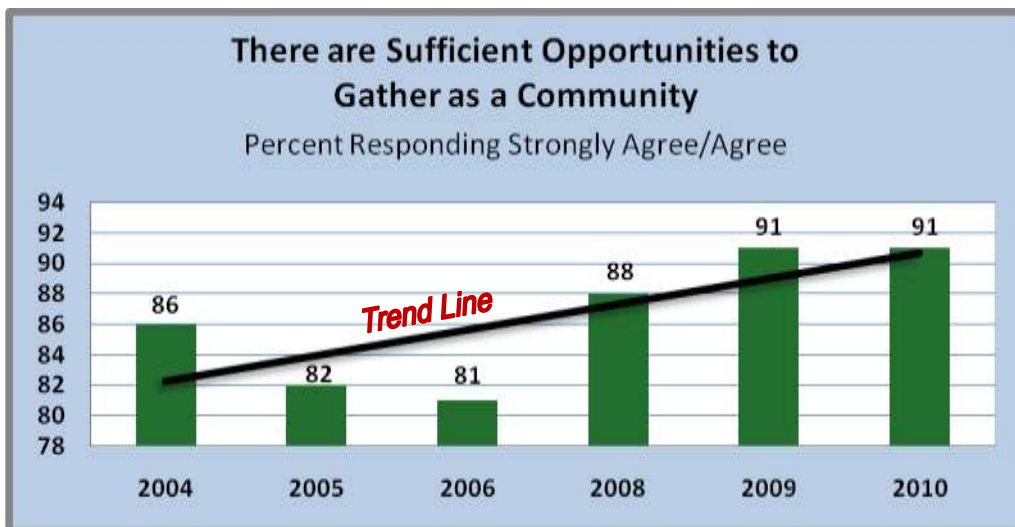
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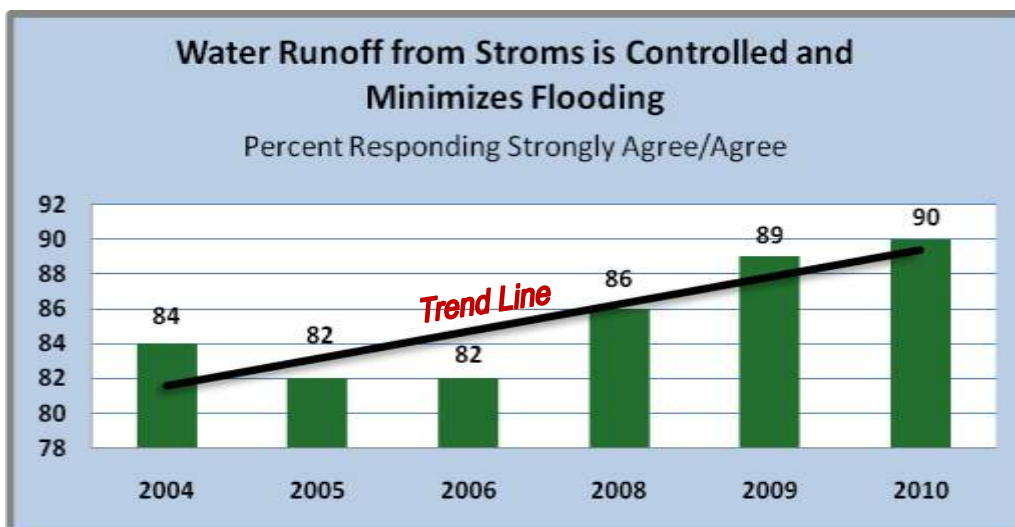
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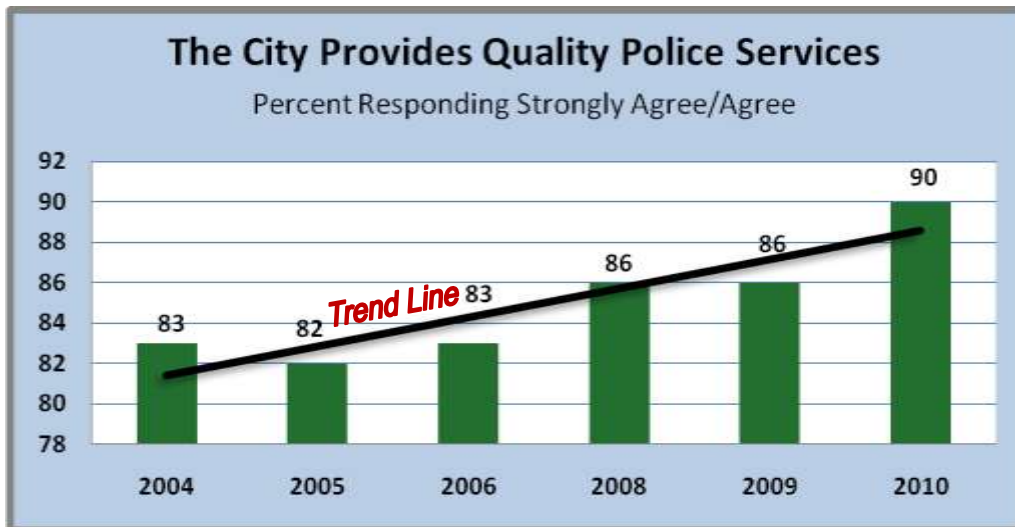
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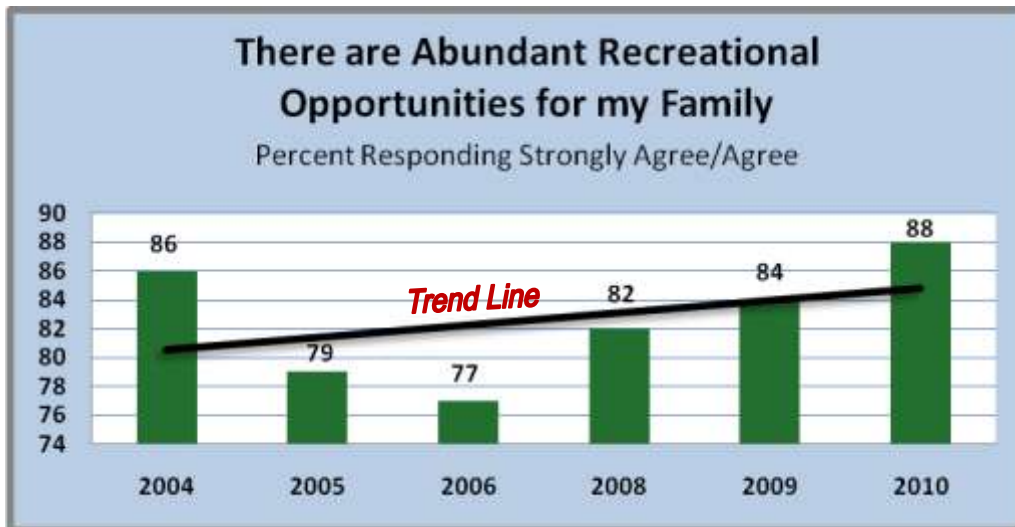
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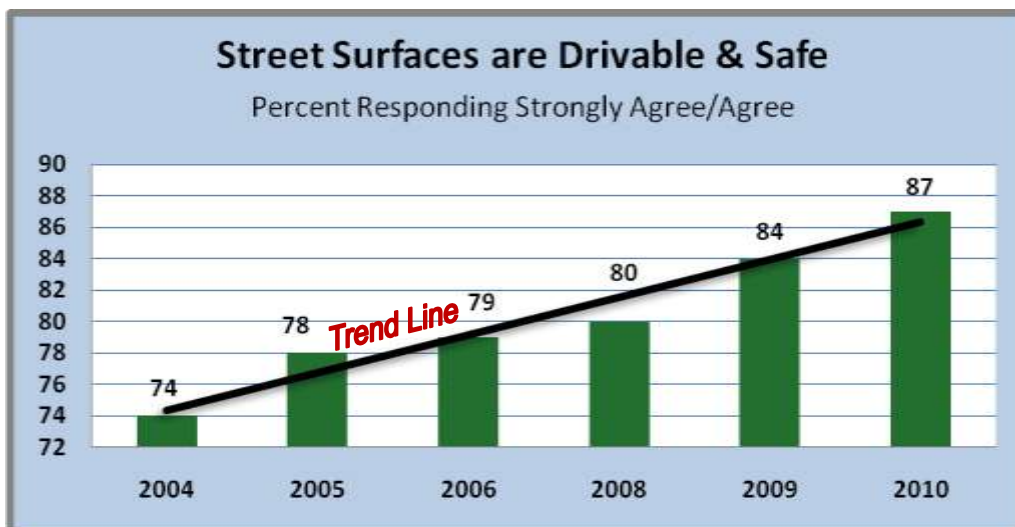
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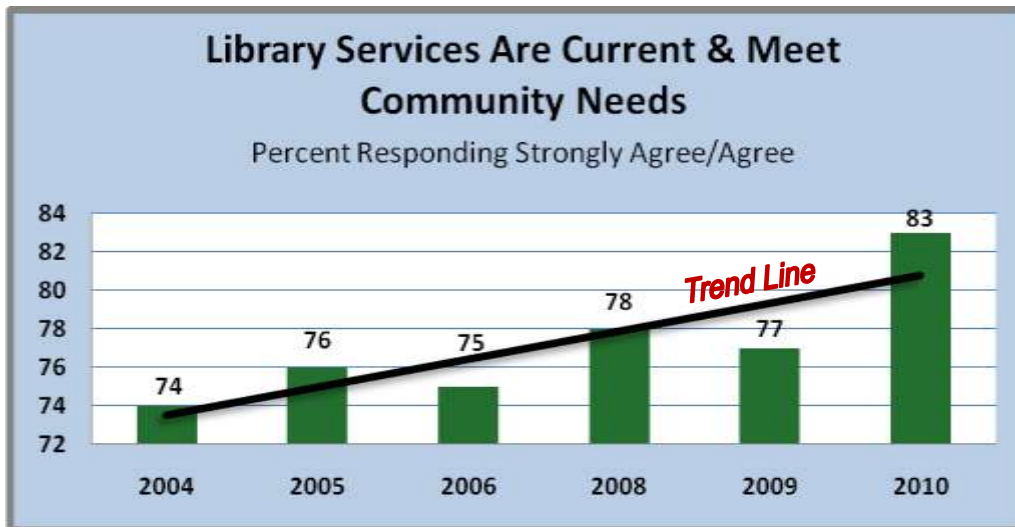
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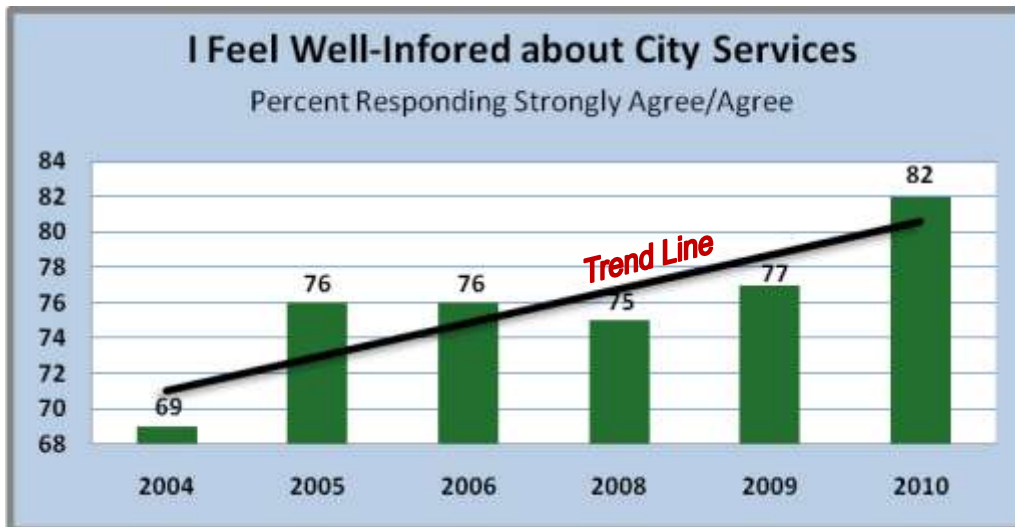
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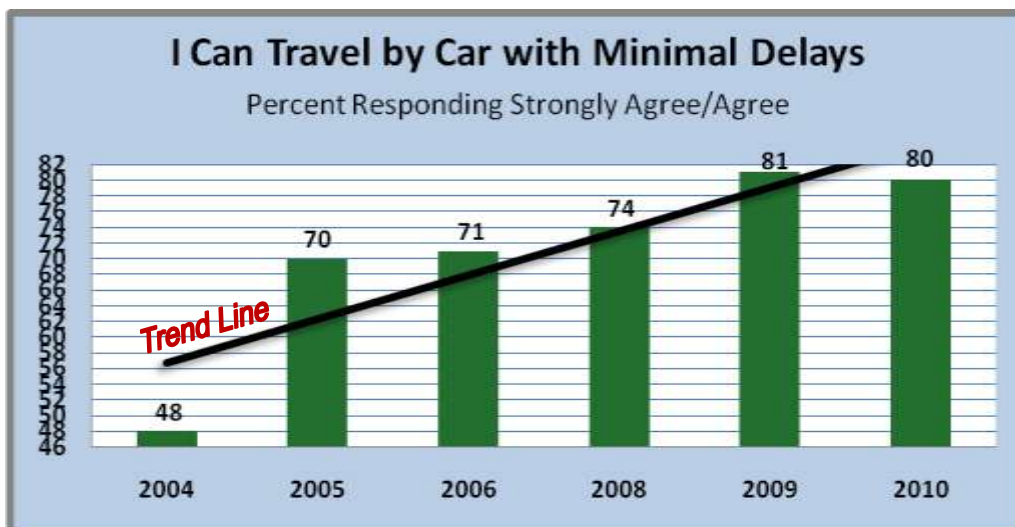
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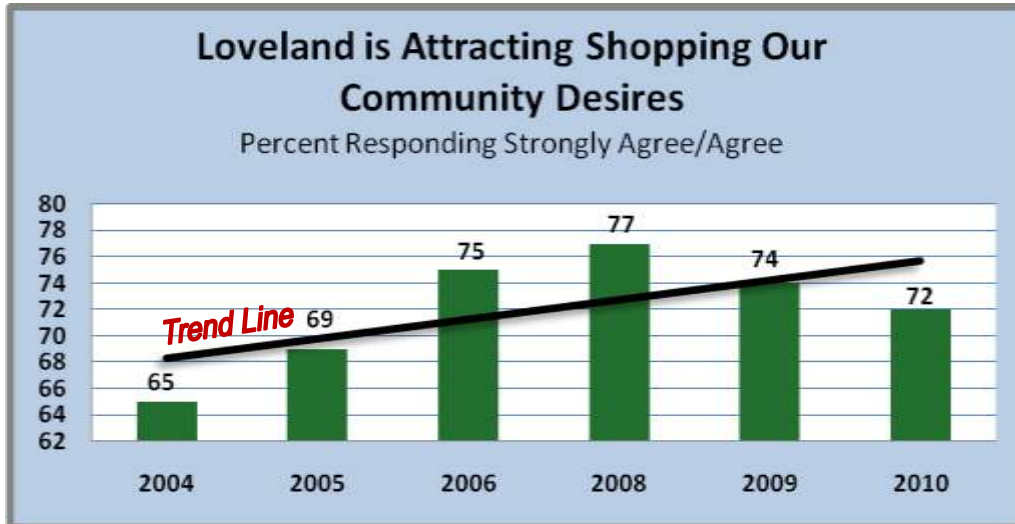
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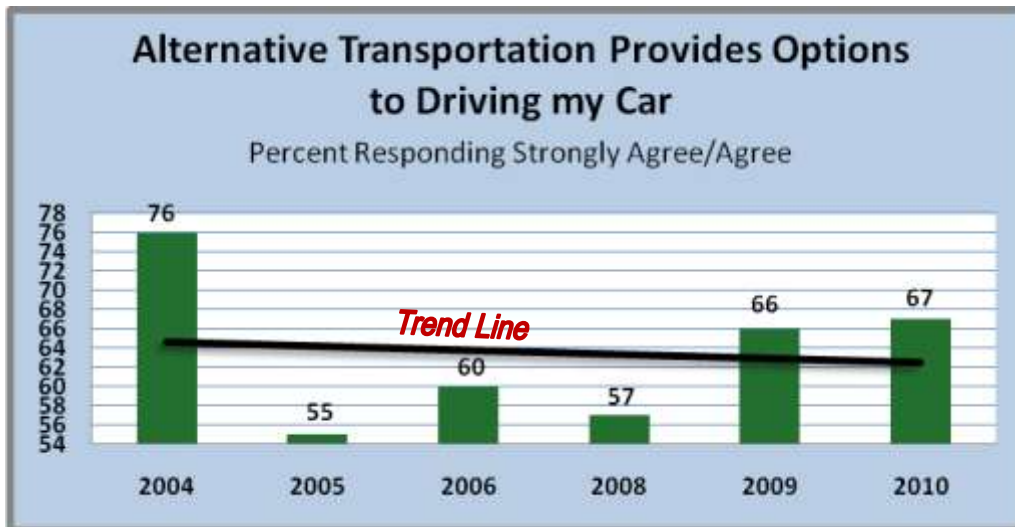
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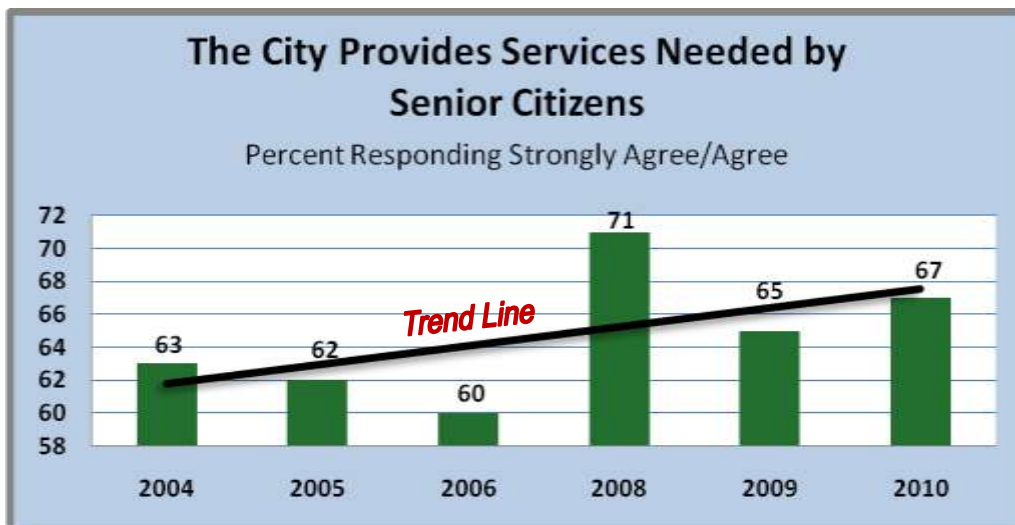
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Question 19



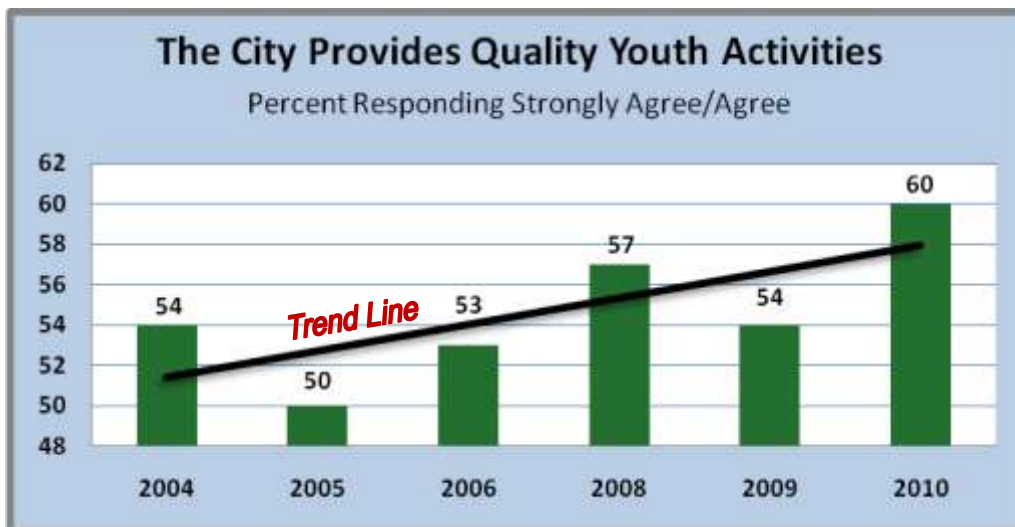
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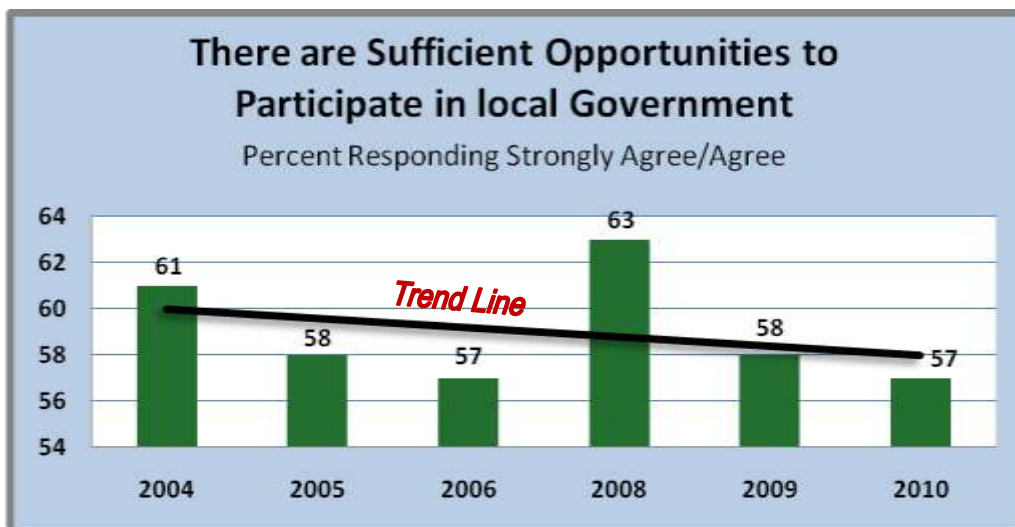
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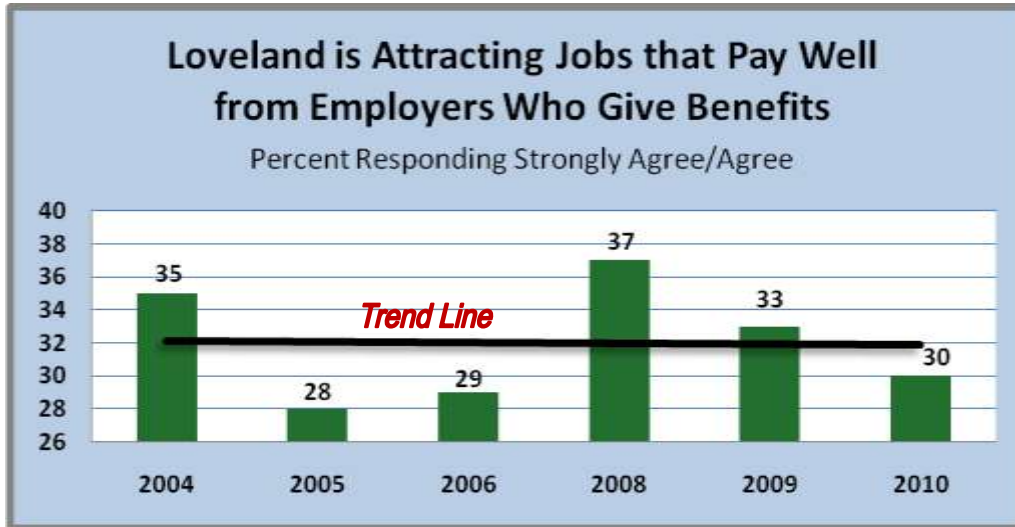
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Question 23

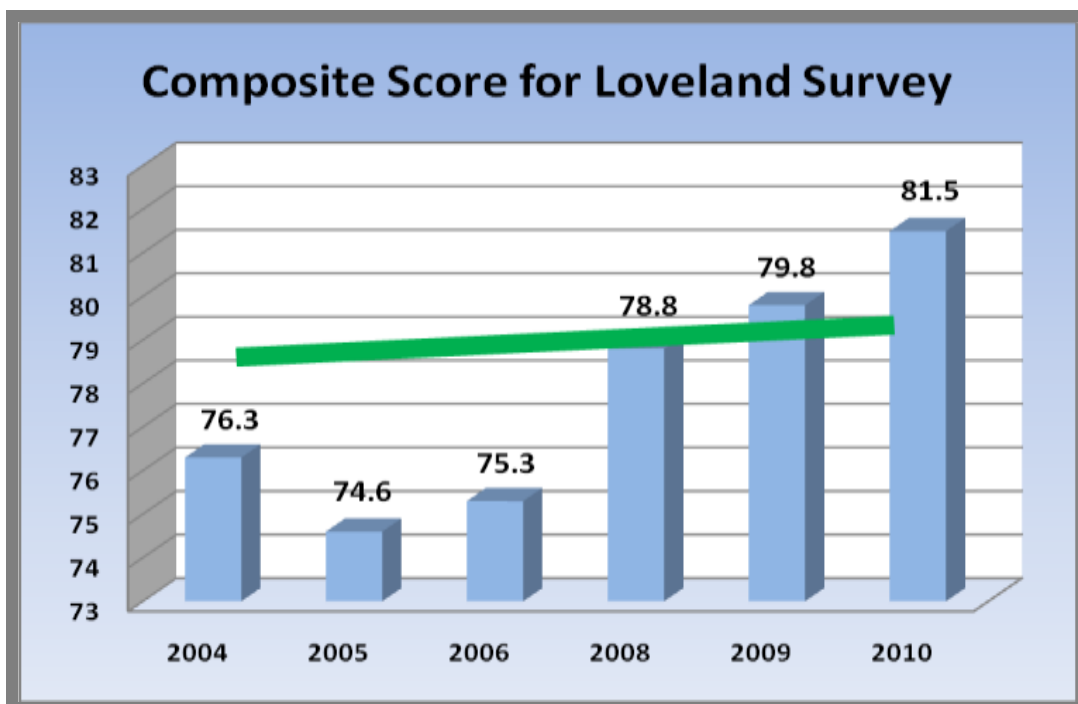


Question 24



Six-year Graphical Illustration on overall trends on Quality of Life Survey from 2004-2010

The graph below illustrates the general trend of residents' combined responses to all 24 Quality of Life Survey questions from 2004 to 2010. As noted earlier in the Background section, 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.



2010 Quality of Life Survey

Appendix I: Survey Tool





Dear Loveland resident,

7/12/10

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, 2010.**

About you:

How long have you lived in Loveland?

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

What is your age range?

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

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

- Northwest
- Southwest
- Northeast
- Southeast

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.					
I feel well informed about City services.					