



BOROUGH OF
STATE COLLEGE, PA
2012

Report of Geographic 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. The Borough of State College 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. Borough of State College staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

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.

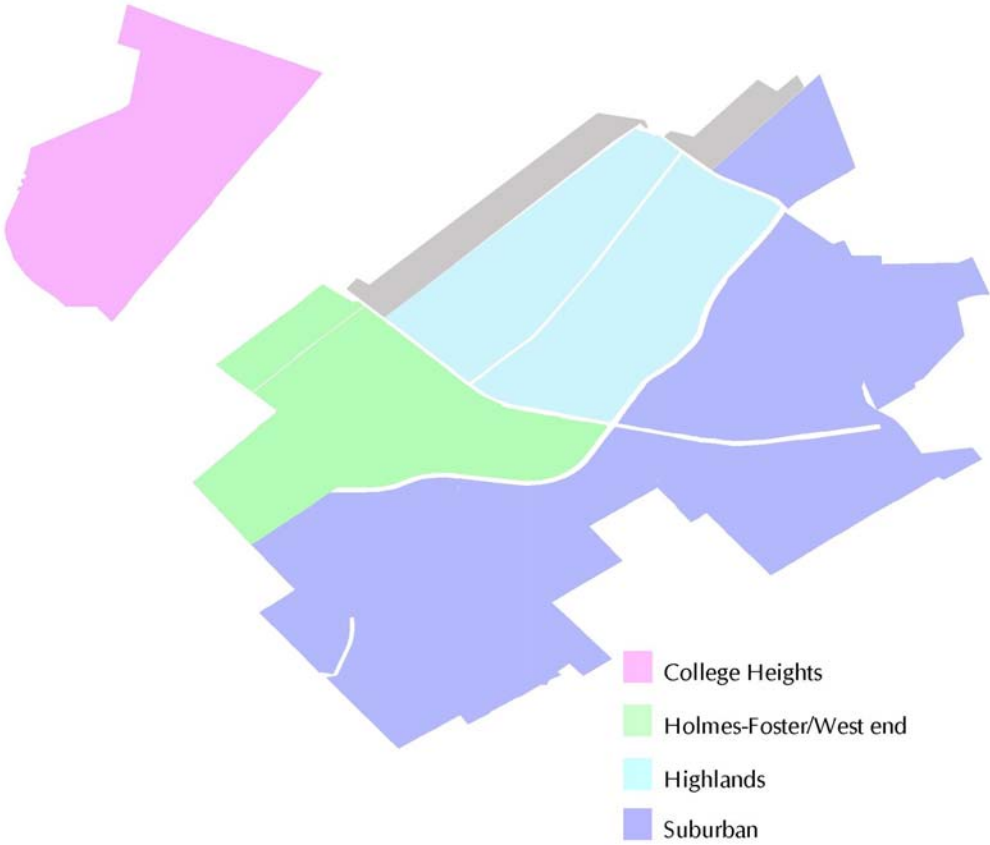
UNDERSTANDING THE TABLES

In this report, comparisons between geographic 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 geographic 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.

The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (931 completed surveys). For each neighborhood (Suburban, Highlands, Holmes-Foster/West End, College Heights), the margin of error rises to approximately + or - 8% since sample sizes were approximately 413 for Suburban, 169 for Highlands, 145 for Holmes-Foster/West End, and 174 for College Heights.

The National Citizen Survey™ State College, PA 2012 Geographic Comparison Areas



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 State College:	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
State College as a place to live	93%	89%	86%	96%	90%
Your neighborhood as a place to live	90%	80%	62%	96%	82%
State College as a place to raise children	87%	67%	75%	94%	79%
State College as a place to work	65%	70%	68%	86%	69%
State College as a place to retire	68%	51%	67%	75%	63%
The overall quality of life in State College	90%	82%	74%	96%	85%

Question 2: Community Characteristics (Percent "excellent" or "good")					
Please rate each of the following characteristics as they relate to State College as a whole:	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
Sense of community	70%	71%	62%	75%	69%
Openness and acceptance of the community toward people of diverse backgrounds	74%	69%	74%	79%	73%
Overall appearance of State College	89%	80%	91%	89%	87%
Cleanliness of State College	92%	79%	87%	94%	87%
Overall quality of new development in State College	63%	54%	65%	58%	60%
Variety of housing options	49%	48%	51%	63%	50%
Overall quality of business and service establishments in State College	62%	69%	61%	66%	64%
Shopping opportunities	39%	50%	44%	38%	43%
Opportunities to attend cultural activities	70%	73%	62%	76%	70%
Recreational opportunities	76%	73%	62%	83%	73%
Employment opportunities	45%	49%	48%	47%	47%
Educational opportunities	95%	94%	95%	98%	95%
Opportunities to participate in social events and activities	75%	82%	74%	81%	77%
Opportunities to participate in religious or spiritual events and activities	84%	87%	75%	94%	84%
Opportunities to volunteer	86%	77%	81%	90%	83%

Question 2: Community Characteristics (Percent "excellent" or "good")

Please rate each of the following characteristics as they relate to State College as a whole:	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
Opportunities to participate in community matters	70%	66%	72%	68%	69%
Ease of car travel in State College	66%	55%	79%	68%	66%
Ease of bus travel in State College	77%	74%	71%	85%	76%
Ease of bicycle travel in State College	68%	71%	71%	75%	70%
Ease of walking in State College	89%	89%	88%	93%	89%
Availability of paths and walking trails	85%	80%	82%	77%	82%
Traffic flow on major streets	56%	44%	58%	47%	52%
Amount of public parking	50%	43%	44%	49%	47%
Availability of affordable quality housing	38%	34%	38%	34%	37%
Availability of affordable quality child care	52%	63%	46%	43%	52%
Availability of affordable quality health care	61%	55%	72%	59%	62%
Availability of affordable quality food	64%	67%	61%	73%	65%
Availability of preventive health services	69%	66%	74%	75%	70%
Air quality	84%	83%	87%	82%	84%
Quality of overall natural environment in State College	89%	84%	93%	90%	89%
Overall image or reputation of State College	72%	74%	68%	78%	72%

Question 3: Growth (Percent of respondents)

Please rate the speed of growth in the following categories in State College over the past 2 years:	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
Population growth too fast	30%	25%	22%	38%	28%
Retail growth too slow	45%	36%	43%	31%	41%
Job growth too slow	69%	49%	71%	65%	63%

Question 4: Code Enforcement (Percent a "major" problem)

	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
Run down buildings, weed lots or junk vehicle a major problem in State College	1%	0%	5%	1%	1%

Question 5: Community Safety (Percent "very" or "somewhat" safe)					
Please rate how safe or unsafe you feel from the following in State College:	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
Violent crime (e.g., rape, assault, robbery)	84%	82%	87%	91%	85%
Property crimes (e.g., burglary, theft)	75%	65%	67%	88%	72%
Environmental hazards, including toxic waste	90%	85%	92%	84%	89%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)					
Please rate how safe or unsafe you feel:	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
In your neighborhood during the day	98%	96%	98%	99%	98%
In your neighborhood after dark	86%	78%	82%	93%	83%
In State College's downtown area during the day	98%	97%	99%	97%	98%
In State College's downtown area after dark	68%	68%	67%	76%	68%

Question 7: Contact with Police Department (Percent "yes")					
	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
Have you had any in-person or phone contact with an employee of the Borough of State College Police Department within the last 12 months?	37%	41%	34%	37%	38%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")					
	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
What was your overall impression of your most recent contact with the Borough of State College Police Department?	79%	83%	86%	80%	82%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")					
	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	10%	13%	12%	3%	11%
If yes, was this crime (these crimes) reported to the police?	76%	82%	97%	87%	83%

Question 11: 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 State College?	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
Used Schlow Centre Region Library or their services	64%	55%	62%	65%	61%
Participated in a recreation program or activity	64%	65%	60%	61%	63%
Visited a neighborhood park or Borough park	94%	81%	97%	92%	90%
Ridden a CATA bus within State College	81%	79%	78%	60%	78%
Attended a meeting of local elected officials or other local public meeting	19%	15%	14%	29%	18%
Watched a meeting of local elected officials or other Borough-sponsored public meeting on cable television, the Internet or other media	36%	28%	27%	38%	32%
Read a State College Newsletter	70%	63%	62%	85%	68%
Visited the Borough of State College Web site (at www.statecollegepa.us)	58%	68%	50%	75%	61%
Recycled used paper, cans or bottles from your home	96%	91%	96%	98%	95%
Volunteered your time to some group or activity in State College	59%	65%	55%	62%	60%
Participated in religious or spiritual activities in State College	52%	52%	43%	55%	51%
Participated in a club or civic group in State College	43%	57%	31%	50%	45%
Provided help to a friend or neighbor	93%	94%	96%	99%	94%

Question 12: Neighborliness (Percent at least several times a week)					
	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
Visit with neighbors at least several times a week	29%	33%	25%	25%	29%

Question 13: Service Quality (Percent "excellent" or "good")					
Please rate the quality of each of the following services in State College:	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
Police services	80%	77%	84%	86%	80%
Fire services	86%	88%	95%	100%	90%
Ambulance or emergency medical services	87%	92%	99%	98%	92%
Crime prevention	72%	72%	81%	93%	76%
Fire prevention and education	77%	80%	85%	75%	79%
Municipal courts	62%	66%	69%	64%	65%
Traffic enforcement	65%	66%	62%	59%	64%
Street repair	51%	67%	49%	53%	55%
Street cleaning	75%	85%	92%	84%	82%
Street lighting	50%	73%	68%	74%	62%
Snow removal	73%	78%	74%	81%	76%
Sidewalk maintenance	69%	72%	71%	75%	71%
Traffic signal timing	57%	55%	66%	49%	57%
Bus or transit services	82%	77%	82%	86%	81%
Garbage collection	92%	86%	89%	94%	90%
Recycling	78%	76%	74%	86%	77%
Yard waste pick-up	80%	77%	65%	90%	77%
Storm drainage	77%	82%	65%	91%	77%
Drinking water	67%	69%	55%	82%	67%
Sewer services	83%	88%	83%	91%	85%
Power (electric and/or gas) utility	77%	79%	84%	74%	79%
Borough parks	96%	89%	94%	93%	93%
Recreation programs or classes	83%	85%	79%	91%	84%
Recreation centers or facilities	75%	87%	81%	80%	80%
Land use, planning and zoning	51%	60%	60%	50%	55%
Code enforcement (weeds, abandoned buildings, etc.)	62%	74%	66%	64%	67%
Animal control	74%	79%	80%	74%	77%
Economic development	59%	64%	67%	60%	62%

Question 13: Service Quality (Percent "excellent" or "good")					
Please rate the quality of each of the following services in State College:	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
Health services	71%	83%	91%	81%	79%
Services to seniors	80%	86%	77%	81%	81%
Services to youth	73%	89%	79%	78%	80%
Services to low-income people	49%	82%	72%	52%	62%
Public library services	90%	94%	90%	98%	92%
Public information services	77%	88%	87%	76%	82%
Public schools	91%	97%	93%	96%	93%
Cable television	59%	67%	75%	64%	65%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	63%	67%	62%	54%	63%
Preservation of natural areas such as open space, farmlands and greenbelts	65%	75%	84%	67%	72%

Question 14: Government Services Overall (Percent "excellent" or "good")					
Overall, how would you rate the quality of the services provided by each of the following?	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
The Borough of State College	83%	85%	76%	87%	83%
The Federal Government	45%	63%	40%	37%	48%
The State Government	45%	57%	24%	31%	44%
Centre County Government	68%	71%	59%	54%	66%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)					
Please indicate how likely or unlikely you are to do each of the following:	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
Recommend living in State College to someone who asks	84%	86%	85%	91%	85%
Remain in State College for the next five years	57%	39%	44%	85%	51%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)					
	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
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:	25%	24%	21%	10%	22%

Question 17: Contact with Borough Employees (Percent "yes")					
	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
Have you had any in-person, phone or email with an employee of the Borough of State College within the last 12 months (including police, receptionists, planners or any others)?	39%	37%	39%	54%	40%

Question 18: Borough Employees (Percent "excellent" or "good")					
What was your impression of the employee(s) of the Borough of State College in your most recent contact?	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
Knowledge	85%	72%	90%	73%	81%
Responsiveness	89%	85%	91%	73%	86%
Courtesy	88%	73%	84%	82%	82%
Overall impression	89%	71%	89%	69%	82%

Question 19: Government Performance (Percent "excellent" or "good")					
Please rate the following categories of State College government performance:	Neighborhood				
	Suburban	Highlands	Holmes-Foster/West End	College Heights	Overall
The value of services for the taxes paid to State College	63%	68%	64%	70%	65%
The overall direction that State College is taking	56%	68%	63%	67%	62%
The job State College government does at welcoming citizen involvement	50%	62%	58%	61%	56%