

The National  
**CITIZEN SURVEY™**

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**Summary Report for  
The City of Milton, WI**



Submitted by:

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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).

## **UNDERSTANDING THE RESULTS**

### ***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, 54 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 690 residents, for a response rate of 60%. 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 1200 residents is generally no greater than plus or minus 5 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 Milton. (For more information on the survey methodology, see Appendix II in the Report of Results. A copy of the survey materials can be found in Appendix III 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).

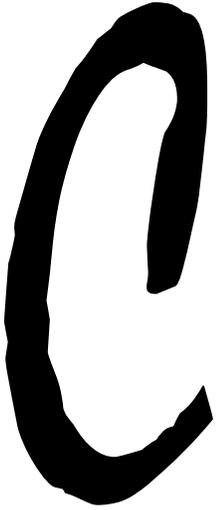
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Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales 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 4 representing the best rating and 1 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 5 points based on all respondents.



# COMMUNITY LIFE

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 Milton. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Milton. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Milton.

- **QUALITY OF LIFE**

When asked to rate the overall quality of life in Milton, 23% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.” Milton as a place to raise children received an average rating of 73 on a 100-point scale.

- **RATINGS OF COMMUNITY CHARACTERISTICS IN MILTON**

The highest rated characteristics of Milton were sense of community, openness and acceptance, and overall appearance of Milton. When asked about potential problems in Milton, the three concerns rated by the highest proportion of respondents as a “major problem” were taxes, too much growth, and drugs. The rate of population growth in Milton was viewed as “too fast” by 43% of respondents, while 7% thought it was “too slow.”

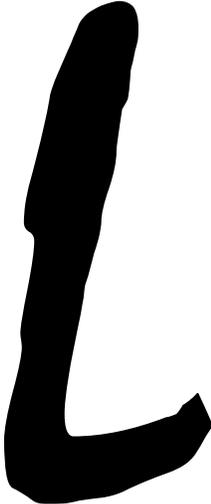
- **PERCEPTIONS OF SAFETY**

When evaluating safety in the community, 89% of respondents felt “somewhat” or “very safe” from violent crimes in Milton. In their neighborhood after dark, 90% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 10% 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, 73% had reported it to police.

- **COMMUNITY PARTICIPATION**

Participation in the civic, social and economic life of Milton during the past year was assessed on the survey. Among those completing the questionnaire, 90% reported visiting a Milton park in the past year.



# LOCAL GOVERNMENT

Several aspects of the government of the City of Milton were evaluated by residents completing The National Citizen Survey.<sup>TM</sup> 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 Milton. Those who had any contact with a City of Milton employee in the past year gave their impressions of the most recent encounter.

- **PUBLIC TRUST**

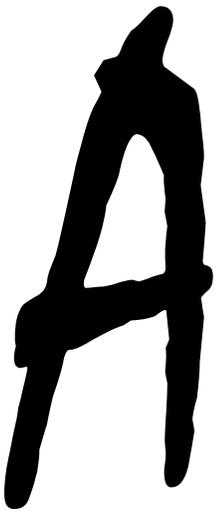
When asked to evaluate whether they were pleased with the overall direction taken by the City of Milton, residents gave an average rating of 61 on a 100-point scale.

- **SERVICES PROVIDED BY MILTON**

The overall quality of services provided by the City of Milton was rated as 67 on a 100-point scale.

- **THE CITY OF MILTON EMPLOYEES**

Impressions of the City of Milton employees were assessed on the questionnaire. Those who had been in contact with a City of Milton employee in the past year (68%) rated their overall impression as 75 on a 100-point scale.



## ADDITIONAL QUESTIONS

Three additional questions were asked by the City of Milton as listed below. The results for these questions are also available in the Report of Results.

<b>Policy Question #1: What Land uses and features do you feel are important or not important for the interchange area?</b>				
	<b>essential</b>	<b>very important</b>	<b>somewhat important</b>	<b>not at all important</b>
Fast food restaurant	11%	19%	35%	35%
Family / sit-down restaurant	10%	27%	38%	25%
Gas station / convenience store	15%	22%	34%	28%
Motel	9%	17%	31%	43%
Large-scale retail	8%	13%	26%	52%
Purely business/industrial	7%	19%	44%	30%
Large meeting room / conference / banquet facilities	5%	9%	29%	58%
Aesthetic features to enhance entrance to City	20%	27%	34%	19%
Small business opportunity center / business incubator	10%	28%	40%	22%
Tourist / visitor information center	11%	25%	36%	29%
Pedestrian / bike trails	22%	36%	29%	14%
'Don't Know' responses are removed				

<b>Policy Question #2: To what extent do you support or oppose action to increase revenues to maintain existing levels of service?</b>					
	<b>strongly support</b>	<b>somewhat support</b>	<b>neither support nor oppose</b>	<b>somewhat oppose</b>	<b>strongly oppose</b>
To what extent do you support or oppose action to increase revenues (i.e. taxes, fees, etc.) to maintain existing levels of service?	4%	21%	23%	27%	25%
'Don't Know' responses are removed					

**Policy Question #3: The City is updating the comprehensive land use plan which involves reviewing housing availability in the community. Please rate the quantity of units for each of the following housing options in Milton:**

	<b>way too many</b>	<b>too many</b>	<b>right amount</b>	<b>too few</b>	<b>way too few</b>
Single-family homes	2%	6%	68%	20%	4%
Townhouses / Condominiums	8%	18%	52%	20%	2%
Duplexes	7%	14%	54%	23%	2%
Apartments (3-4 units per building)	13%	23%	46%	15%	3%
Apartments (more than 4 units per building)	20%	25%	41%	10%	3%
Senior citizen housing / Assisted living	2%	2%	51%	37%	8%
'Don't Know' responses are removed					