

**2002**

**Loveland Community Survey**

**Survey Methods**

Prepared for

**The City of Loveland**

**500 East Third Street**

**Loveland, Colorado 80537**

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Prepared by

**Vantage Marketing Research, Inc.**

**8724 West Quarto Avenue**

**Littleton, Colorado 80128**

**(303) 948-5032**

## **Introduction**

Perhaps the most significant change in 2002 from prior years' surveys is in the sampling and data collection methods employed to obtain a more representative sample of adult Loveland residents. The 2002 survey used a combination of telephone and paper-based mail data collection methods, with several callback attempts to non-responses, in order to obtain a sample of responses as close in age distribution as possible to the adult population of Loveland as measured by the 2000 Census.

## **Sample Selection**

The sample was selected by using random digit dialing (RDD). Interviewers then called the selected telephone numbers, qualified the individuals as to age and residency within Loveland, asked them if they would participate in the survey, and gathered name and mailing address and demographic information from those who agreed. This report includes a copy of the telephone interview script in Attachment A.

## **Survey Response**

Response to telephone interviewing was 64 percent of 923 qualified phone numbers, or a sample of 590 individuals that received questionnaires. As many as seven callback attempts were necessary to achieve this response rate.

A numbering system tracked questionnaires and responses by individuals. Approximately two weeks after mailing questionnaires, interviewers began calling individuals that had not completed and returned questionnaires, asking them to complete the survey and mail it. Some 93 individuals required a second mailing of the questionnaire, with follow-up calls to ensure that they received the questionnaire. The final number of completed questionnaires totaled 379, with a 64 percent response to the mailing. Net response to the original telephone sample was 41 percent.

## **Data Collection Instrument**

Attachment B contains a copy of the survey questionnaire.

## **Data Reliability**

The 95 percent confidence interval, or sampling margin of error, for this sample as a whole (379 responses), is a maximum of +/- 5.02 percentage points for measures of proportion<sup>1</sup>. The confidence interval is used to infer statistics for the population from the results of surveying this sample. For example, if 50 percent of respondents answered "yes" to a particular question, the 95 percent confidence interval for this response would be from 44.98 percent to 55.02

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<sup>1</sup> Sampling margin of error is calculated at a proportion estimate (p) of 50% using the following formula:  $1.96 (\sqrt{p(1-p)/n})$ . The finite correction factor is applied to the result of this formula to arrive at the adjusted sampling margin of error. Finite correction factor:  $\sqrt{[(N-n)/(N-1)]}$ .

percent (50 percent, +/- 5.02 percentage points), and we would infer that between 45 percent and 55 percent of the population would answer “yes” to this same question.

### Data Weighting

The sample provides a valid representation of Loveland’s adult population, in terms of age, length of residency and geography. Nevertheless, some sample weighting by age group was required to achieve an exact representation of the adult population. The table below shows the distribution of the sample by age category, compared to the distribution of Loveland’s adult population by age, and the weighting factors applied to responses from each age category. Weighting factors for each age group are calculated by dividing each age group’s proportion in the population by its proportion in the sample. All of the information presented in the survey report is based on weighted sample data,

**2002 Survey**

Age Group	2002 Survey Sample		2000 Census	Weighting Factor
	Number in Sample	Percent of Sample	Percent of Loveland Adult Population	
18-24	14	3.70%	10.70%	2.8919
25-44	144	38.00%	41.90%	1.1026
45-64	132	34.80%	30.30%	0.8707
65+	89	23.50%	17.10%	0.7277

Data from the 1999, 2000 and 2001 surveys were also weighted by age distribution to permit valid comparisons between the 2002 survey and prior years. Data prior to 1999 were not available and were not weighted. The tables below show the distribution of each year’s sample by age category, compared to the distribution of Loveland’s adult population by age, and the weighting factors applied to responses from each age category.

The 2001 survey sample contained fewer than five responses<sup>2</sup> in the 18-24 age group. Therefore, the survey sample was treated as a sample of adults, at least 25 years of age, from the Loveland population of adults 25 years or older. Sample weighting factors were calculated using proportions for three age groups (25-44, 45-64, 65+). The two responses from those in the 18-24 age group were each given a weight of “1”.

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<sup>2</sup> At least five responses are required in a group or cell to weight responses.

### 2001 Survey

Age Group	2001 Survey Sample		2000 Census	Weighting Factor
	Number in Sample	Percent of Sample (25 years or older)	Percent of Loveland Adult Population (25 years or older)	
18-24	2	N/A	N/A	1.00
25-44	50	14.40%	46.90%	3.26
45-64	177	50.90%	33.90%	0.67
65+	121	34.80%	19.10%	0.55

### 2000 Survey

Age Group	2000 Survey Sample		2000 Census	Weighting Factor
	Number in Sample	Percent of Sample	Percent of Loveland Adult Population	
18-24	8	2.70%	10.70%	3.96
25-44	105	36.00%	41.90%	1.16
45-64	101	34.60%	30.30%	0.88
65+	78	26.70%	17.10%	0.64

### 1999 Survey

Age Group	1999 Survey Sample		2000 Census	Weighting Factor
	Number in Sample	Percent of Sample	Percent of Loveland Adult Population	
18-24	17	3.00%	10.70%	3.57
25-44	233	40.80%	41.90%	1.03
45-64	182	31.90%	30.30%	0.95
65+	139	24.30%	17.10%	0.70

## Data Analysis

Data were analyzed using the SPSS statistical package.

Responses to most of the survey questions were on a five-point scale. In most cases, results are presented and analysis is based on the proportion of responses for each scale point. In many cases, five-point scale averages are converted to a 100-point scale to make comparisons. In these cases, a value of zero equals the lowest rating, 50 equals the mid-point, and 100 equals the highest rating.

## Attachment A: Telephone Interview Script

**INTERVIEWER INSTRUCTIONS ALL UPPER CASE AND BOLD**  
**(Programmer instructions lower case and bold)**

### **INTRO**

Hello, my name is \_\_\_\_\_ and I am calling on behalf of the City of Loveland. Loveland's City Council wants to know what you think about a variety of City services, programs and issues. Your opinions are very important and will help guide city officials in making decisions.

### **SCREENER**

#### **READ**

May I please speak with a member of your household who is:

At least 18 years of age

And resides within the City limits of Loveland?

If more than one person is available now who meets these requirements, may I please speak with the one who most recently had a birthday?

(0) No qualified respondent available now. **ARRANGE TIME FOR CALLBACK IF APPROPRIATE. TERMINATE IF NO QUALIFIED HOUSEHOLD MEMBERS.**

(1) Respondent qualified. **CONTINUE. REPEAT INTRO IF NEW PERSON COMES ON THE LINE. CONFIRM THAT RESPONDENT IS AT LEAST 18 YEARS AND LIVES WITHIN LOVELAND CITY LIMITS**

#### **READ**

The City of Loveland has prepared a survey questionnaire that we would like to mail to you to fill out. It will ask you to rate the quality of City services and programs, and it will ask your opinion regarding issues facing the City of Loveland. Completing the survey will take less than 15 minutes. A postage-paid return envelope for the completed questionnaire will be included.

Will you help with this important project by completing a survey questionnaire and mailing it back within a week or two?

(0) No or not sure. **THANK AND TERMINATE**

(1) Yes. **CONTINUE**

**READ**

Thank you. I just need to get your name and mailing address so that we can mail the questionnaire to you. **IF RESPONDENT ASKS FOR CONFIRMATION THAT SURVEY IS LEGITIMATE, TELL THEM TO CALL: (Andy Hiller, City of Loveland, (970) 962-2000).**

Let's start with your name. May I have your first name? **VERIFY SPELLING**  
**Record first name: <first>**

And your last name? **VERIFY SPELLING**  
**Record last name: <last>**

What is your street address? **VERIFY SPELLING AND ACCURACY OF NUMBER**  
**Record number, street name, type (St., Ave., Ct., Rd., etc.): <ad1>**

Do you have an apartment or unit number with your address? **VERIFY ACCURACY**  
**Record apartment or unit number if applicable: <ad2>**

And the city should be Loveland. **CONFIRM.**  
**Force interviewer to confirm by recording or typing "Loveland:"**  
**<city>**

What is your zip code? **VERIFY**  
**Record five-digit zip code: <zip>**

**Read**

I have just two more questions for you. These are just for our statistics, so we can track responses.

Q1. Please tell me which of the following age categories that I will read to you best represents your current age. **READ LIST**

- (1) 18-24
- (2) 25-44
- (3) 45-64
- (4) 65 or over
- (9) DK/Refused      **DO NOT READ.**

Q2. Using Hwy 287 and Hwy 34 as the boundaries, in what part of town do you live? Is it the...

- (1) Northwest
- (2) Northeast
- (3) Southwest
- (4) Southeast
- (9) DK/Refused      **DO NOT READ**

**READ**

Thank you. The City will mail a survey questionnaire to you within the next two weeks. Please remember to fill it out and return it in the postage-paid envelope within two weeks of when you receive it. We appreciate your participation.

## **Attachment B: Survey Questionnaire**



City of Loveland

# 2002 Community Survey

We need your help in evaluating services and planning Loveland's future.

The City of Loveland has selected you to participate in our annual survey of citizen opinion. You are one of a random sample of 600 local households with the opportunity to take part in this year's survey.

Your responses will assist City Council in determining Loveland's service and facility priorities. Your participation is vital to the success of this effort.

Please share your opinions by completing this survey and returning it to us in the enclosed envelope by **November 1, 2002**.

Thanks in advance,  
Loveland City Council

**Please rate the quality and effectiveness of each of the Loveland City services, programs and facilities listed below.**

Please rate each service or program on a scale of 1 to 5, with 5 being "very good", and 1 being "very bad". Circle the number that best reflects your opinion. If a particular service, program or facility does not apply to you, please circle 0 for "no opinion."

	VERY GOOD	GOOD	EQUALLY GOOD & BAD	BAD	VERY BAD	NO OPINION
1. Traffic flow on Loveland streets	5	4	3	2	1	0
2. Maintenance of street surfaces	5	4	3	2	1	0
3. Snow removal on roadways	5	4	3	2	1	0
4. Sandless de-icing of roadways	5	4	3	2	1	0
5. Bus service	5	4	3	2	1	0
6. Police services	5	4	3	2	1	0
7. Fire fighting services	5	4	3	2	1	0
8. Fire Department's Emergency Medical Response	5	4	3	2	1	0
9. City recycling program	5	4	3	2	1	0
10. City trash collection	5	4	3	2	1	0
11. Code enforcement	5	4	3	2	1	0
12. Mosquito control	5	4	3	2	1	0
13. Electric service reliability	5	4	3	2	1	0
14. Drinking water quality	5	4	3	2	1	0
15. Maintenance of City parks	5	4	3	2	1	0
16. Maintenance of City recreational trails	5	4	3	2	1	0
17. Golf courses	5	4	3	2	1	0
18. Loveland Public Library	5	4	3	2	1	0
19. Loveland Museum/Gallery	5	4	3	2	1	0
20. Rialto Theater	5	4	3	2	1	0
21. Chilson Recreation/Senior Center	5	4	3	2	1	0
22. Recreation programs/classes	5	4	3	2	1	0

**Please tell us how safe you feel in Loveland.**

Circle the number that best reflects your opinion. Circle 0 for “no opinion.”

	VERY SAFE	SAFE	EQUALLY SAFE & UNSAFE	UNSAFE	VERY UNSAFE	NO OPINION
23. How safe do you feel at home?	5	4	3	2	1	0
24. How safe do you feel walking alone at night in your neighborhood?	5	4	3	2	1	0
25. Overall, how safe do you feel in Loveland?	5	4	3	2	1	0

**Thinking about your most recent contact with a City of Loveland employee, please rate the employee’s performance in each of the five areas below.**

Please ✓ the box below and skip to the next question if you have had no contact with a City of Loveland employee during the past 12 months.

NO CONTACT <input type="checkbox"/>	VERY GOOD	GOOD	EQUALLY GOOD & BAD	BAD	VERY BAD	NO OPINION
26. Courtesy	5	4	3	2	1	0
27. Helpfulness	5	4	3	2	1	0
28. Promptness	5	4	3	2	1	0
29. Knowledge/competency	5	4	3	2	1	0
30. Professionalism	5	4	3	2	1	0

**Thinking about your most recent contact with an elected member of Loveland City Council, please rate the Councilor’s performance in each of the five areas below.**

Please ✓ the box below and skip to the next question if you have had no contact with an elected member of Loveland City Council during the past 12 months.

NO CONTACT <input type="checkbox"/>	VERY GOOD	GOOD	EQUALLY GOOD & BAD	BAD	VERY BAD	NO OPINION
31. Courtesy	5	4	3	2	1	0
32. Helpfulness	5	4	3	2	1	0
33. Promptness	5	4	3	2	1	0
34. Knowledge/competency	5	4	3	2	1	0
35. Professionalism	5	4	3	2	1	0

**Please tell us how you rate Loveland overall.**

Circle the number that best reflects your opinion. Circle 0 for “no opinion.”

	VERY GOOD	GOOD	EQUALLY GOOD & BAD	BAD	VERY BAD	NO OPINION
36. Overall quality of life in Loveland	5	4	3	2	1	0
37. Overall quality of City services	5	4	3	2	1	0
38. Overall quality of City customer service efforts	5	4	3	2	1	0
39. Overall performance of City employees	5	4	3	2	1	0
40. Overall responsiveness of elected officials	5	4	3	2	1	0
41. Overall efforts to manage growth	5	4	3	2	1	0

42. What do you consider to be the top three issues facing Loveland today?

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

43. What *new* programs or services do you suggest that the City offer?

1. \_\_\_\_\_  
2. \_\_\_\_\_

44. What existing programs or services do you suggest that the City *expand*?

1. \_\_\_\_\_  
2. \_\_\_\_\_

45. What existing programs or services do you suggest that the City *reduce*?

1. \_\_\_\_\_  
2. \_\_\_\_\_

46. What existing programs or services do you suggest that the City *eliminate*?

1. \_\_\_\_\_  
2. \_\_\_\_\_

Please tell us how you feel about the amount of space in Loveland dedicated to each of the following.

Circle the number that best reflects your opinion. Circle 0 for "no opinion."

	NEED MUCH MORE	NEED MORE	ADEQUATE AS IS	NEED LESS	NEED MUCH LESS	No OPINION
47. Open land	5	4	3	2	1	0
48. Parks	5	4	3	2	1	0
49. Recreational trails	5	4	3	2	1	0

Please tell us how strongly you would support or oppose each item below.

Circle the number that best reflects your opinion. Circle 0 for "no opinion."

	STRONGLY SUPPORT	SUPPORT	EQUALLY SUPPORT & OPPOSE	OPPOSE	STRONGLY OPPOSE	No OPINION
50. Efforts to attract and recruit new industrial and commercial firms to Loveland	5	4	3	2	1	0
51. Efforts to attract and recruit new types of retail business to Loveland	5	4	3	2	1	0
52. Efforts to revitalize Downtown Loveland	5	4	3	2	1	0
53. Efforts to find a new use for the old fairgrounds site	5	4	3	2	1	0
54. Efforts to include affordable housing in new developments	5	4	3	2	1	0
55. Expansion of youth activities and facilities	5	4	3	2	1	0
56. Expansion of the Chilson Recreation Center	5	4	3	2	1	0
57. Mandatory measures to conserve water	5	4	3	2	1	0

**58. How satisfied are you with the level of information you receive about City of Loveland government?**

Circle the number that best reflects your opinion. Circle 0 for "no opinion."

<b>WANT MUCH MORE</b>	<b>WANT MORE</b>	<b>OK AS IS</b>	<b>WANT LESS</b>	<b>WANT MUCH LESS</b>	<b>No OPINION</b>
5	4	3	2	1	0

**How would you like to receive information about Loveland City Government?**

Please ✓ the box beside each source that you use now or would use.

59. <input type="checkbox"/> <sub>1</sub> City Web site	60. <input type="checkbox"/> <sub>1</sub> Newsletter	61. <input type="checkbox"/> <sub>1</sub> Email	62. <input type="checkbox"/> <sub>1</sub> Cable television
63. <input type="checkbox"/> <sub>1</sub> Attend meetings	64. <input type="checkbox"/> <sub>1</sub> Newspaper	65. <input type="checkbox"/> <sub>1</sub> Other (please specify) _____	

**How many days per week do you typically use the Internet?**

Circle the number that best reflects how often you typically use the Internet at each location.

	DAILY	5-6 DAYS EACH WEEK	3-4 DAYS EACH WEEK	1-2 DAYS EACH WEEK	LESS THAN 1 DAY EACH WEEK	NEVER
66. Home	5	4	3	2	1	0
67. Work	5	4	3	2	1	0
68. Somewhere other than home or work	5	4	3	2	1	0

**69. Which one of these locations is nearest to where you work?**

<input type="checkbox"/> <sub>1</sub> Loveland	<input type="checkbox"/> <sub>2</sub> Greeley	<input type="checkbox"/> <sub>3</sub> Denver/Boulder/Longmont
<input type="checkbox"/> <sub>4</sub> Fort Collins	<input type="checkbox"/> <sub>5</sub> Wyoming	<input type="checkbox"/> <sub>6</sub> Other
<input type="checkbox"/> <sub>9</sub> Not applicable (not employed outside of the home or retired)		

**70. How long have you lived in the Loveland area?**

<input type="checkbox"/> <sub>1</sub> 1 year or less	<input type="checkbox"/> <sub>2</sub> 1-2 years	<input type="checkbox"/> <sub>3</sub> 3-5 years	<input type="checkbox"/> <sub>4</sub> 6-10 years	<input type="checkbox"/> <sub>5</sub> More than 10 years
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**71. What age range are you in?**

<input type="checkbox"/> <sub>1</sub> 18-24 years	<input type="checkbox"/> <sub>2</sub> 25-44 years	<input type="checkbox"/> <sub>3</sub> 45-64 years	<input type="checkbox"/> <sub>4</sub> 65 years and over
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**72. Using the intersection of Hwy 287 and Hwy 34 as the boundaries, in what part of town do you live?**

<input type="checkbox"/> <sub>1</sub> Northwest	<input type="checkbox"/> <sub>2</sub> Northeast
<input type="checkbox"/> <sub>3</sub> Southwest	<input type="checkbox"/> <sub>4</sub> Southeast

**73. Would you like to tell us anything else?** \_\_\_\_\_

If you would like a follow-up call from a City employee in response to your comments, please write your name and a daytime phone number here:

Name \_\_\_\_\_ Phone \_\_\_\_\_

Thank you for participating in the survey. Please return this questionnaire in the postage-paid envelope to:

City of Loveland  
Public Information  
500 East Third Street  
Loveland, Colorado 80537