



THE NCSTM
The National Citizen SurveyTM

Eau Claire, WI

Comparisons by Demographic Subgroups

2016



2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863



777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Summary

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 research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by annual household income, race/ethnicity, age and sex.

Responses in the following tables 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 attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. 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 have been shaded grey.

The margin of error for this report is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (1496 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Within the Pillar of Community Characteristics, residents whose reported annual household income was less than \$50,000 per year tended to give lower ratings to aspects of Safety, Education and Enrichment, Community Engagement, Recreation and Wellness and Built Environment than their wealthier counterparts. Where statistically significant differences occurred, residents aged 55 and older tended to give higher ratings to aspects in Mobility, Education and Enrichment and Community Engagement than their counterparts aged 18-34. When compared to their white counterparts, non-white residents gave lower ratings to almost every aspect of Community Characteristics.
- Females tended to give higher ratings than their male counterparts to several aspects of Governance. Females gave higher ratings to the value of services for the taxes paid to Eau Claire, the job the City does at being transparent in their work, police services, traffic enforcement, economic development and City parks, among other aspects. Where differences occurred, non-white residents tended to give lower ratings across most facets of Governance.
- When compared to residents aged 55 or older, residents aged 18-34 tended to report higher rates of participation in the facets of Mobility, Built Environment, Economy and Recreation in Wellness. In all other facets of Participation, residents aged 55 or older tended to report higher rates of Participation than their 18-34 year old counterparts. Where differences occurred, non-white residents tended to report higher rates of participation in the facets of Mobility, Recreation and Wellness, Education and Enrichment and Community Engagement.
- Residents aged 55 and older were more likely than their younger counterparts to rate most community focus areas as essential or very important for the Eau Claire community in the coming 2 years. It is noteworthy that respondents aged 54 and younger were less likely than their older counterparts to think the neighborhood issues of helping neighborhoods and neighbors build a strong sense of community and cohesion and revitalizing older neighborhoods by encouraging single-family home ownership were essential or very important for community; however, residents age 18-34 were more likely to report that supporting festivals and special events is essential or very important to the community.
- Where statistically significant differences occurred, residents who reported that their annual household income was \$100,000 or more were more likely to have used City-government related electronic media in the 12 months prior to the survey. Men were more likely than women to have used the ‘Contact us’ feature on the City web site as well as to have used the City Twitter page.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
The overall quality of life in Eau Claire	80%	87%	90%	86%	66%	85%	81%	88%	86%	83%	84%
Overall image or reputation of Eau Claire	80%	85%	84%	85%	56%	84%	79%	84%	89%	76%	83%
Eau Claire as a place to live	90%	92%	90%	92%	85%	93%	88%	93%	94%	89%	91%
Your neighborhood as a place to live	78%	85%	85%	83%	69%	76%	82%	91%	85%	78%	82%
Eau Claire as a place to raise children	88%	92%	94%	92%	74%	90%	87%	94%	92%	88%	90%
Eau Claire as a place to retire	67%	66%	68%	67%	59%	65%	64%	71%	72%	61%	66%
Overall appearance of Eau Claire	85%	83%	81%	85%	72%	84%	82%	86%	87%	81%	83%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Overall feeling of safety in Eau Claire	80%	90%	91%	87%	71%	84%	82%	91%	85%	86%	85%
In your neighborhood during the day	95%	97%	95%	96%	93%	96%	96%	96%	97%	96%	96%
In Eau Claire's downtown/commercial area during the day	90%	91%	93%	91%	81%	90%	91%	91%	90%	91%	91%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Overall ease of getting to the places you usually have to visit	80%	80%	85%	81%	71%	75%	81%	86%	84%	76%	80%
Traffic flow on major streets	64%	67%	75%	68%	48%	63%	63%	75%	70%	63%	66%
Ease of public parking	50%	50%	60%	52%	33%	46%	53%	55%	51%	51%	50%
Ease of travel by car in Eau Claire	80%	77%	81%	79%	72%	78%	77%	82%	83%	74%	78%
Ease of travel by public transportation in Eau Claire	51%	48%	36%	49%	42%	44%	53%	52%	49%	48%	49%
Ease of travel by bicycle in Eau Claire	70%	72%	82%	73%	53%	69%	71%	76%	72%	72%	71%
Ease of walking in Eau Claire	80%	82%	79%	83%	60%	77%	83%	86%	80%	83%	81%
Availability of paths and walking trails	81%	82%	87%	84%	63%	80%	81%	87%	81%	84%	82%

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Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Quality of overall natural environment in Eau Claire	87%	90%	90%	89%	72%	88%	86%	91%	89%	87%	88%
Air quality	89%	94%	93%	93%	82%	91%	93%	91%	92%	92%	92%
Cleanliness of Eau Claire	81%	87%	86%	85%	74%	83%	85%	85%	85%	84%	84%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Overall "built environment" of Eau Claire (including overall design, buildings, parks and transportation systems)	72%	70%	74%	72%	56%	73%	66%	74%	74%	68%	71%
Public places where people want to spend time	84%	83%	89%	84%	72%	82%	81%	87%	86%	80%	83%
Variety of housing options	58%	64%	78%	63%	39%	56%	63%	69%	65%	58%	61%
Availability of affordable quality housing	45%	57%	78%	54%	26%	49%	53%	56%	53%	52%	52%
Overall quality of new development in Eau Claire	79%	79%	80%	79%	69%	86%	70%	77%	84%	73%	78%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Overall economic health of Eau Claire	58%	65%	69%	63%	43%	69%	51%	63%	66%	57%	61%
Eau Claire as a place to work	62%	64%	76%	66%	45%	65%	56%	71%	67%	60%	64%
Eau Claire as a place to visit	77%	73%	73%	75%	66%	73%	69%	82%	80%	69%	74%
Employment opportunities	46%	50%	54%	50%	29%	55%	42%	46%	52%	45%	49%
Shopping opportunities	76%	72%	59%	74%	56%	71%	69%	80%	76%	70%	73%
Cost of living in Eau Claire	57%	67%	71%	64%	47%	68%	58%	60%	64%	61%	62%
Overall quality of business and service establishments in Eau Claire	78%	77%	85%	79%	56%	78%	76%	80%	80%	75%	77%
Vibrant downtown/commercial area	70%	66%	61%	69%	51%	76%	63%	61%	73%	62%	67%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Health and wellness opportunities in Eau Claire	79%	82%	89%	82%	63%	77%	80%	89%	81%	82%	81%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	84%	89%	86%	73%	83%	84%	89%	86%	84%	85%
Recreational opportunities	82%	81%	91%	83%	77%	80%	83%	86%	86%	78%	82%
Availability of affordable quality food	76%	79%	73%	79%	59%	77%	76%	81%	79%	76%	77%
Availability of affordable quality health care	63%	68%	81%	68%	45%	66%	60%	74%	66%	67%	66%
Availability of preventive health services	69%	75%	89%	75%	51%	70%	72%	80%	74%	73%	74%
Availability of affordable quality mental health care	54%	49%	56%	52%	37%	55%	44%	54%	50%	53%	51%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Overall opportunities for education and enrichment	84%	88%	92%	87%	65%	84%	85%	90%	87%	85%	85%
Availability of affordable quality child care/preschool	56%	62%	90%	64%	38%	58%	63%	63%	59%	64%	62%
K-12 education	79%	80%	95%	81%	75%	81%	77%	84%	84%	76%	80%
Adult educational opportunities	71%	78%	88%	78%	54%	72%	75%	82%	75%	77%	75%
Opportunities to attend cultural/arts/music activities	80%	78%	84%	80%	67%	78%	76%	83%	81%	76%	79%
Opportunities to participate in religious or spiritual events and activities	82%	85%	88%	86%	61%	77%	85%	90%	85%	84%	84%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Opportunities to participate in social events and activities	80%	77%	79%	80%	63%	79%	76%	80%	82%	75%	78%
Opportunities to volunteer	89%	87%	88%	88%	86%	86%	87%	93%	90%	86%	88%
Opportunities to participate in community matters	74%	78%	82%	78%	58%	77%	76%	77%	79%	74%	77%
Openness and acceptance of the community toward people of diverse backgrounds	59%	55%	61%	58%	42%	56%	55%	62%	58%	56%	57%
Neighborliness of residents in Eau Claire	57%	66%	84%	64%	53%	62%	60%	69%	66%	61%	63%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
The City of Eau Claire	86%	81%	84%	84%	76%	87%	79%	83%	86%	81%	83%
The value of services for the taxes paid to Eau Claire	53%	59%	65%	58%	33%	58%	53%	59%	61%	53%	57%
The overall direction that Eau Claire is taking	74%	69%	77%	73%	54%	79%	63%	69%	78%	64%	71%
The job Eau Claire government does at welcoming citizen involvement	57%	60%	61%	60%	36%	62%	55%	59%	64%	53%	59%
Overall confidence in Eau Claire government	57%	59%	61%	60%	39%	63%	52%	59%	63%	54%	58%
Generally acting in the best interest of the community	64%	63%	63%	65%	45%	69%	59%	61%	67%	59%	63%
Being honest	60%	65%	73%	64%	50%	65%	62%	62%	67%	59%	63%
Treating all residents fairly	59%	62%	68%	63%	39%	61%	60%	62%	65%	57%	61%
Being transparent in their work	50%	57%	66%	56%	36%	53%	54%	56%	62%	46%	54%
Overall customer service by Eau Claire employees (police, receptionists, planners, etc.)	77%	80%	84%	81%	52%	76%	77%	85%	80%	77%	79%
The Federal Government	49%	44%	41%	46%	48%	45%	42%	52%	50%	41%	46%
The State of Wisconsin	41%	37%	39%	39%	27%	38%	37%	43%	40%	38%	39%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Police/Sheriff services	81%	90%	98%	88%	66%	83%	87%	91%	89%	85%	87%
Fire services	96%	97%	95%	97%	88%	96%	95%	99%	98%	95%	97%
Ambulance or emergency medical services	93%	95%	96%	95%	85%	94%	93%	96%	95%	94%	95%
Crime prevention	74%	78%	97%	79%	48%	71%	78%	85%	79%	75%	78%
Fire prevention and education	86%	88%	95%	89%	65%	84%	88%	91%	88%	87%	88%
Animal control	82%	77%	89%	81%	64%	83%	78%	77%	82%	77%	80%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	69%	73%	87%	74%	44%	68%	71%	79%	74%	70%	73%

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Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Traffic enforcement	71%	71%	85%	73%	54%	70%	67%	79%	77%	66%	72%
Street repair	39%	35%	38%	37%	34%	38%	33%	40%	39%	35%	37%
Street cleaning	66%	67%	74%	68%	56%	66%	62%	73%	68%	66%	67%
Street lighting	73%	73%	75%	75%	51%	72%	69%	79%	74%	72%	73%
Snow removal	60%	57%	57%	59%	45%	53%	53%	70%	60%	56%	58%
Sidewalk maintenance	58%	55%	69%	58%	40%	57%	52%	61%	62%	52%	57%
Traffic signal timing	43%	46%	53%	47%	29%	43%	43%	51%	52%	38%	46%
Bus or transit services	66%	61%	51%	64%	54%	63%	66%	62%	66%	61%	63%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Garbage collection	86%	88%	85%	88%	78%	87%	84%	90%	89%	85%	87%
Recycling	80%	82%	73%	82%	71%	81%	79%	83%	84%	78%	81%
Yard waste disposal options	54%	45%	52%	49%	45%	52%	45%	49%	49%	49%	49%
Drinking water	84%	89%	86%	87%	78%	85%	85%	90%	85%	88%	86%
Preservation of natural areas such as open space, farmlands and greenbelts	70%	66%	83%	70%	50%	68%	69%	70%	70%	68%	70%
Eau Claire open space	67%	69%	81%	71%	45%	70%	66%	71%	71%	68%	70%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Storm drainage	78%	78%	85%	80%	64%	78%	78%	81%	80%	77%	79%
Sewer services	86%	91%	91%	90%	72%	89%	88%	90%	89%	89%	89%
Power (electric and/or gas) utility	73%	83%	83%	80%	67%	74%	77%	87%	79%	78%	79%
Utility billing	65%	70%	74%	69%	54%	64%	68%	76%	68%	69%	69%
Land use, planning and zoning	63%	61%	75%	64%	44%	65%	59%	64%	69%	58%	63%
Code enforcement (weeds, abandoned buildings, etc.)	54%	49%	60%	52%	36%	52%	53%	49%	54%	49%	52%
Cable television	37%	36%	51%	37%	39%	38%	34%	39%	41%	34%	38%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Economic development	71%	65%	68%	69%	57%	75%	59%	67%	74%	61%	68%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
City parks	92%	90%	87%	91%	91%	92%	89%	90%	93%	88%	91%
Recreation programs or classes	82%	77%	89%	81%	72%	80%	78%	83%	87%	73%	80%
Recreation facilities	82%	79%	88%	82%	68%	82%	78%	84%	87%	76%	82%
Health services	77%	81%	86%	81%	62%	78%	77%	84%	80%	79%	80%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Public library services	93%	92%	86%	92%	92%	91%	94%	93%	94%	91%	92%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Public information services	78%	76%	83%	77%	79%	81%	73%	76%	80%	73%	77%
Special events in the community (picnics, runs, festivals etc..)	86%	77%	90%	82%	75%	83%	80%	82%	85%	79%	82%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Sense of community	67%	72%	82%	72%	48%	70%	68%	73%	74%	66%	70%
Recommend living in Eau Claire to someone who asks	88%	90%	83%	89%	82%	88%	86%	92%	93%	84%	89%
Remain in Eau Claire for the next five years	81%	81%	94%	83%	75%	73%	86%	90%	86%	79%	82%
Contacted the City of Eau Claire (in-person, phone, email or web) for help or information	34%	38%	35%	36%	37%	33%	38%	39%	35%	37%	36%

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Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Was NOT the victim of a crime	86%	93%	96%	90%	81%	90%	88%	92%	90%	89%	90%
Did NOT report a crime	78%	84%	90%	82%	79%	80%	80%	86%	82%	82%	81%
Stocked supplies in preparation for an emergency	18%	17%	20%	17%	24%	13%	18%	24%	15%	20%	18%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Walked or biked instead of driving	62%	62%	76%	61%	76%	69%	68%	48%	62%	63%	62%
Carpooled with other adults or children instead of driving alone	50%	45%	46%	46%	58%	59%	48%	29%	51%	43%	47%
Used bus, rail, subway or other public transportation instead of driving	20%	9%	7%	13%	33%	16%	14%	11%	13%	15%	14%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Recycle at home	98%	96%	97%	97%	96%	97%	97%	97%	99%	95%	97%
Made efforts to make your home more energy efficient	72%	71%	76%	71%	66%	72%	68%	73%	72%	70%	72%
Made efforts to conserve water	75%	65%	71%	69%	77%	63%	66%	80%	73%	66%	69%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
NOT under housing cost stress	55%	94%	100%	78%	58%	79%	79%	71%	73%	81%	77%
Did NOT observe a code violation	52%	48%	46%	50%	53%	53%	47%	48%	52%	48%	50%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Purchase goods or services from a business located in Eau Claire	98%	99%	100%	99%	96%	98%	99%	99%	99%	98%	99%
Economy will have positive impact on income	27%	29%	41%	29%	20%	33%	23%	28%	26%	31%	28%
Work in Eau Claire	62%	65%	73%	64%	67%	76%	72%	37%	63%	65%	64%

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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Used Eau Claire recreation centers or their services	58%	64%	78%	61%	73%	68%	66%	47%	60%	63%	62%
Visited a neighborhood park or City park	91%	95%	92%	92%	94%	97%	94%	83%	92%	92%	92%
Eat at least 5 portions of fruits and vegetables a day	76%	81%	88%	78%	95%	80%	74%	83%	84%	73%	79%
Participate in moderate or vigorous physical activity	79%	84%	99%	81%	91%	86%	83%	77%	81%	84%	82%
Reported being in "very good" or "excellent" health	55%	64%	85%	62%	58%	65%	62%	57%	64%	60%	62%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Used Eau Claire public libraries or their services	60%	61%	50%	59%	76%	55%	66%	61%	62%	58%	61%
Participated in religious or spiritual activities in Eau Claire	38%	42%	63%	42%	41%	25%	47%	60%	41%	42%	43%
Attended a City-sponsored event	67%	74%	77%	71%	68%	80%	70%	58%	72%	70%	71%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Campaigned or advocated for an issue, cause or candidate	28%	29%	34%	29%	34%	25%	28%	35%	31%	27%	30%
Contacted Eau Claire elected officials (in-person, phone, email or web) to express your opinion	17%	16%	28%	16%	30%	10%	22%	22%	15%	20%	18%
Volunteered your time to some group/activity in Eau Claire	50%	56%	69%	53%	66%	49%	59%	53%	55%	51%	54%
Participated in a club	33%	34%	54%	35%	33%	33%	35%	37%	33%	36%	36%
Talked to or visited with your immediate neighbors	82%	90%	91%	87%	81%	78%	89%	95%	87%	86%	87%
Done a favor for a neighbor	68%	76%	82%	73%	71%	61%	76%	84%	69%	77%	73%
Attended a local public meeting	13%	20%	46%	18%	17%	13%	20%	22%	16%	21%	19%
Watched (online or on television) a local public meeting	24%	20%	33%	22%	35%	13%	25%	35%	22%	24%	24%
Read or watch local news (via television, paper, computer, etc.)	85%	86%	92%	86%	82%	77%	88%	97%	90%	82%	86%
Vote in local elections	80%	85%	97%	84%	82%	74%	87%	94%	88%	80%	84%

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Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Overall feeling of safety in Eau Claire	87%	86%	86%	86%	92%	80%	89%	93%	89%	84%	87%
Overall ease of getting to the places you usually have to visit	77%	71%	77%	73%	80%	70%	69%	84%	75%	73%	74%
Quality of overall natural environment in Eau Claire	83%	80%	81%	81%	86%	81%	77%	86%	87%	75%	81%
Overall "built environment" of Eau Claire (including overall design, buildings, parks and transportation systems)	76%	78%	79%	78%	66%	74%	76%	83%	77%	78%	77%
Health and wellness opportunities in Eau Claire	82%	71%	67%	75%	83%	71%	72%	86%	82%	69%	76%
Overall opportunities for education and enrichment	85%	78%	81%	80%	86%	79%	77%	87%	86%	75%	81%
Overall economic health of Eau Claire	91%	92%	88%	91%	92%	89%	91%	96%	91%	93%	92%
Sense of community	83%	76%	62%	78%	76%	77%	74%	84%	81%	75%	78%
Overall image or reputation of Eau Claire	80%	78%	67%	78%	80%	74%	73%	88%	77%	79%	78%

Table 29: Importance of Neighborhood Issues

Please rate how important, if at all, you think it is for the Eau Claire community to focus on the following neighborhood issues: (Percent rating as "Essential" or "Very important").	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
Helping neighborhoods and neighbors build a strong sense of community and cohesion	73%	63%	61%	67%	68%	64%	65%	75%	71%	64%	67%
Revitalizing older neighborhoods by encouraging single-family home ownership	67%	71%	70%	70%	54%	65%	68%	77%	70%	69%	69%
Supporting festivals and special events	76%	72%	65%	74%	58%	80%	67%	69%	76%	70%	72%

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Table 30: Use of the City's Electronic Media Sources

In the last 12 months, about how many times, if ever, have you or other household members accessed the following electronic media? (Percent rating at least once or twice or more).	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
City Web site (www.eauclairewi.gov) for information	72%	79%	84%	76%	75%	81%	78%	67%	77%	75%	76%
'Contact Us' page on the City Web site	26%	33%	51%	30%	38%	31%	33%	29%	27%	35%	31%
City Web site to register and pay for parks and recreation programs	24%	32%	40%	27%	47%	30%	34%	19%	28%	28%	28%
City Twitter page	17%	15%	20%	16%	22%	22%	19%	8%	13%	21%	16%
City YouTube page	11%	7%	9%	9%	6%	11%	8%	6%	7%	10%	9%
City Facebook page	40%	39%	48%	40%	28%	48%	41%	27%	42%	37%	39%

Table 31: City Performance on Downtown Redevelopment

Please rate the job the City has done on its redevelopment efforts and activities in Downtown Eau Claire:	Annual household income			Race/ethnicity		Age			Sex		Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	Female	Male	
	84%	79%	78%	81%	70%	84%	75%	81%	85%	76%	80%