



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Kingman, AZ

Community Livability Report

2018



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# About

The National Citizen Survey™ (The NCS) report is about the “livability” of Kingman. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

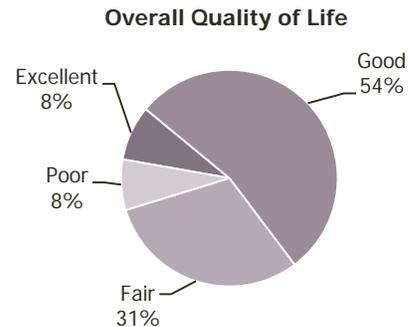
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 383 residents of the City of Kingman. The margin of error around any reported percentage is 5% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in Kingman

A majority of residents rated the quality of life in Kingman as excellent or good. When compared to communities across the nation, this rating was lower (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

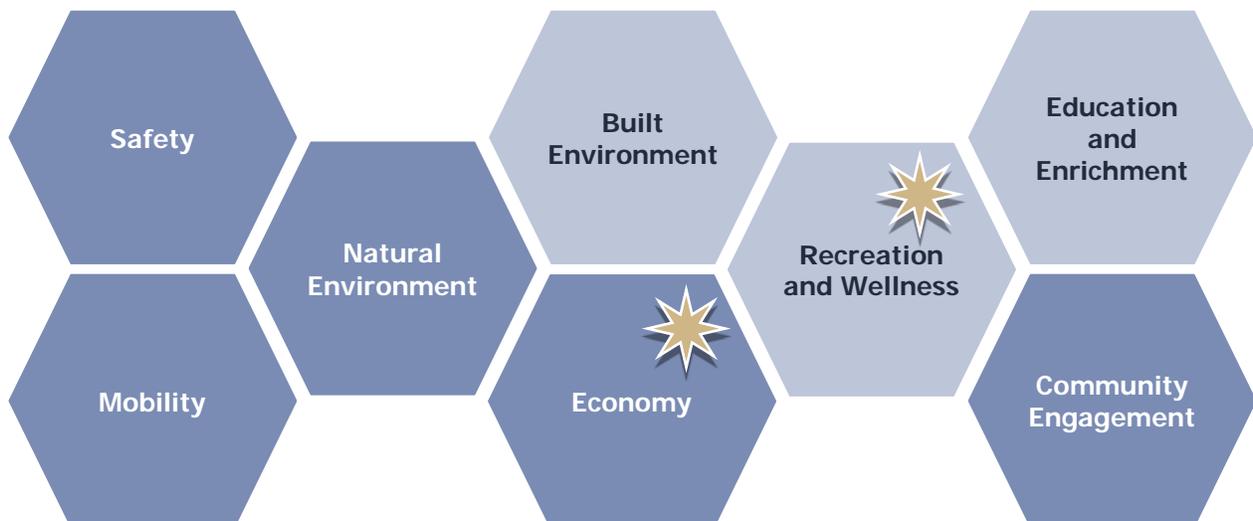
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Economy and Recreation and Wellness as priorities for the Kingman community in the coming two years. While ratings leaned towards similar to national averages for most facets, ratings within the facets of Built Environment, Recreation and Wellness, and Education and Enrichment tended to be lower. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Kingman’s unique questions.

## Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



# Community Characteristics

*What makes a community livable, attractive and a place where people want to be?*

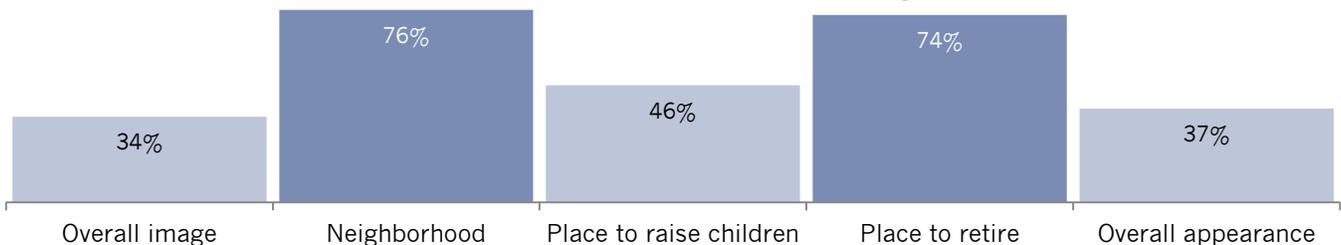
Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Kingman, 65% rated the City as an excellent or good place to live. Respondents' ratings of Kingman as a place to live were lower than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Kingman as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Kingman and its overall appearance. About three-quarters of respondents gave positive ratings to their neighborhoods as places to live and the city as a place to retire (ratings similar to national averages) while fewer than half of respondents offered positive responses to the remaining aspects.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability and ratings were generally lower than or similar to national averages. Aspects of Safety and Natural Environment tended to house the highest ratings with at least 8 in 10 residents offering positive reviews to feelings of safety in their neighborhoods and in downtown/commercial area and air quality; about two-thirds offered positive ratings to their overall feeling of safety and the overall quality of natural environment. Economy ratings were mixed with about 2 in 10 offering positive marks to shopping and employment opportunities (the two lowest rated Community Characteristics) and more than half giving excellent or good scores to the cost of living.



Percent rating positively (e.g., excellent/good)



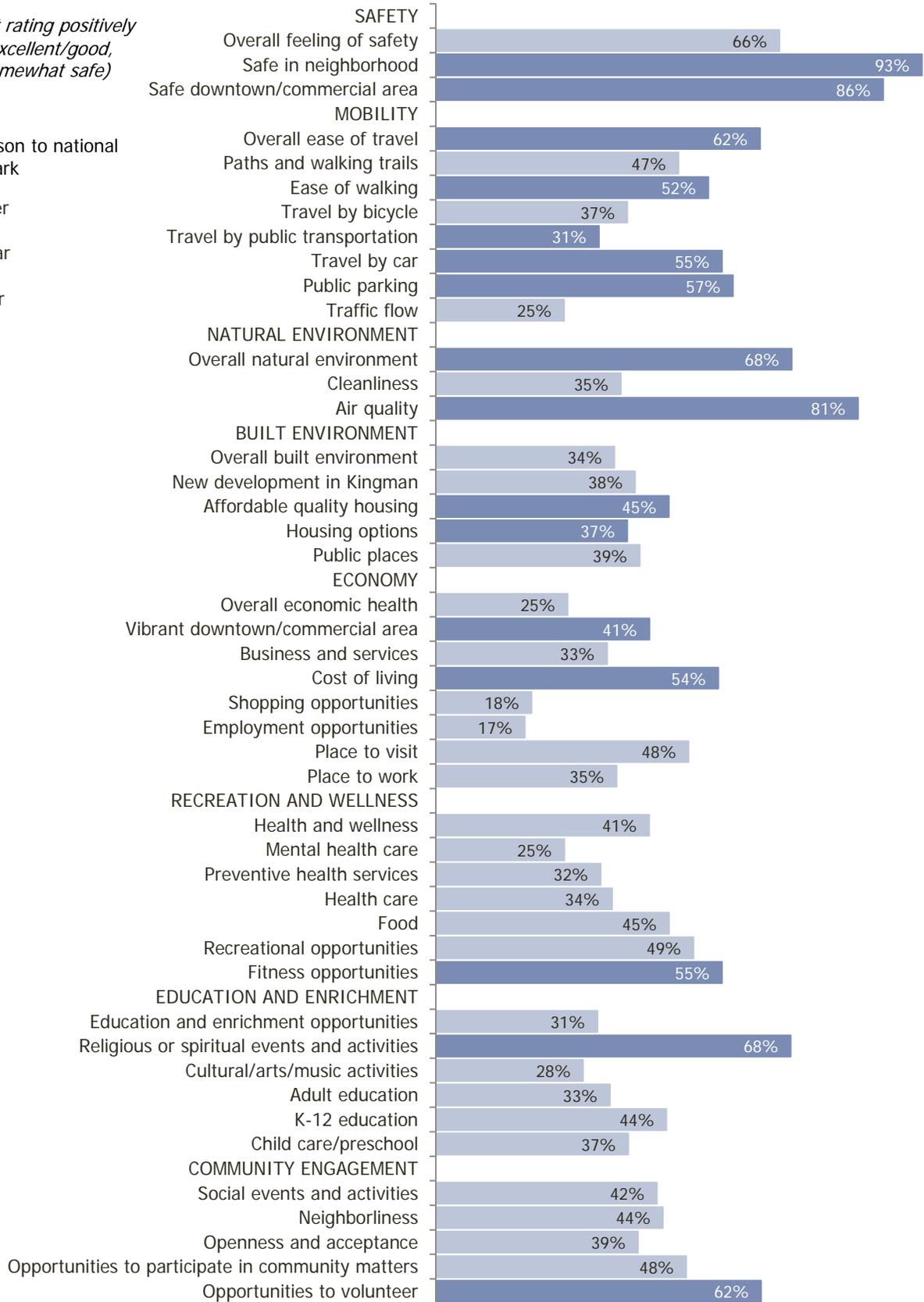
# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

*Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)*

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

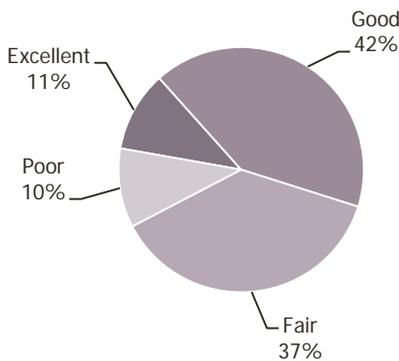
*How well does the government of Kingman meet the needs and expectations of its residents?*

The overall quality of the services provided by Kingman as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About half of residents gave excellent or good ratings to the overall quality of City services in Kingman, while about one-third gave excellent or good ratings to the overall quality of services provided by the Federal Government. Ratings for City services were lower than the national average while ratings for services provided by the Federal Government were similar.

Survey respondents also rated various aspects of Kingman’s leadership and governance. Ratings were generally lower than the national comparisons with one-quarter to one-third of residents providing positive responses to most aspects of leadership and governance. Ratings of the customer service provided by City employees was the exception and was rated positively by 6 in 10 residents, an evaluation that was on par with the national comparison.

Respondents evaluated over 30 individual services and amenities available in Kingman and all were similar to or lower than the national comparisons. The top rated services within Governance were related to Safety (fire and ambulance/EMS) and Natural Environment (garbage collection) with about 8 in 10 or more residents offering positive marks. Police, city parks and power utility were also viewed positively, receiving excellent or good ratings from about 7 in 10 residents. Some of the lower rated aspects fell into the facets of Built Environment and Mobility including street repair, street cleaning, street lighting, storm drainage, land use planning and zoning and code enforcement with about 2 in 10 residents offering positive marks.

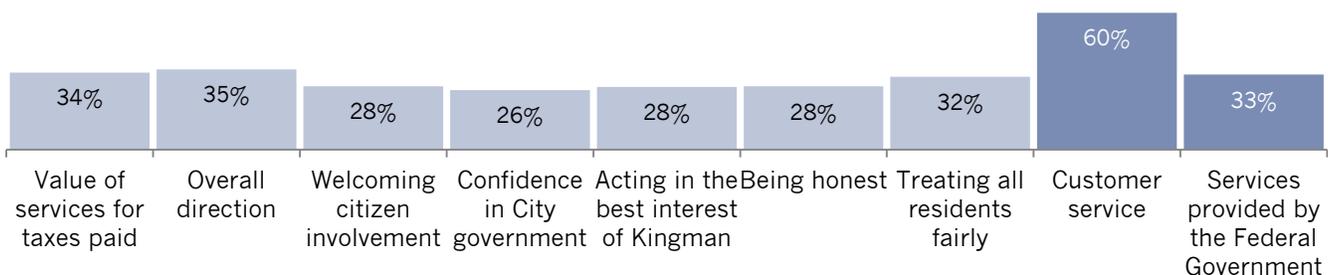
Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



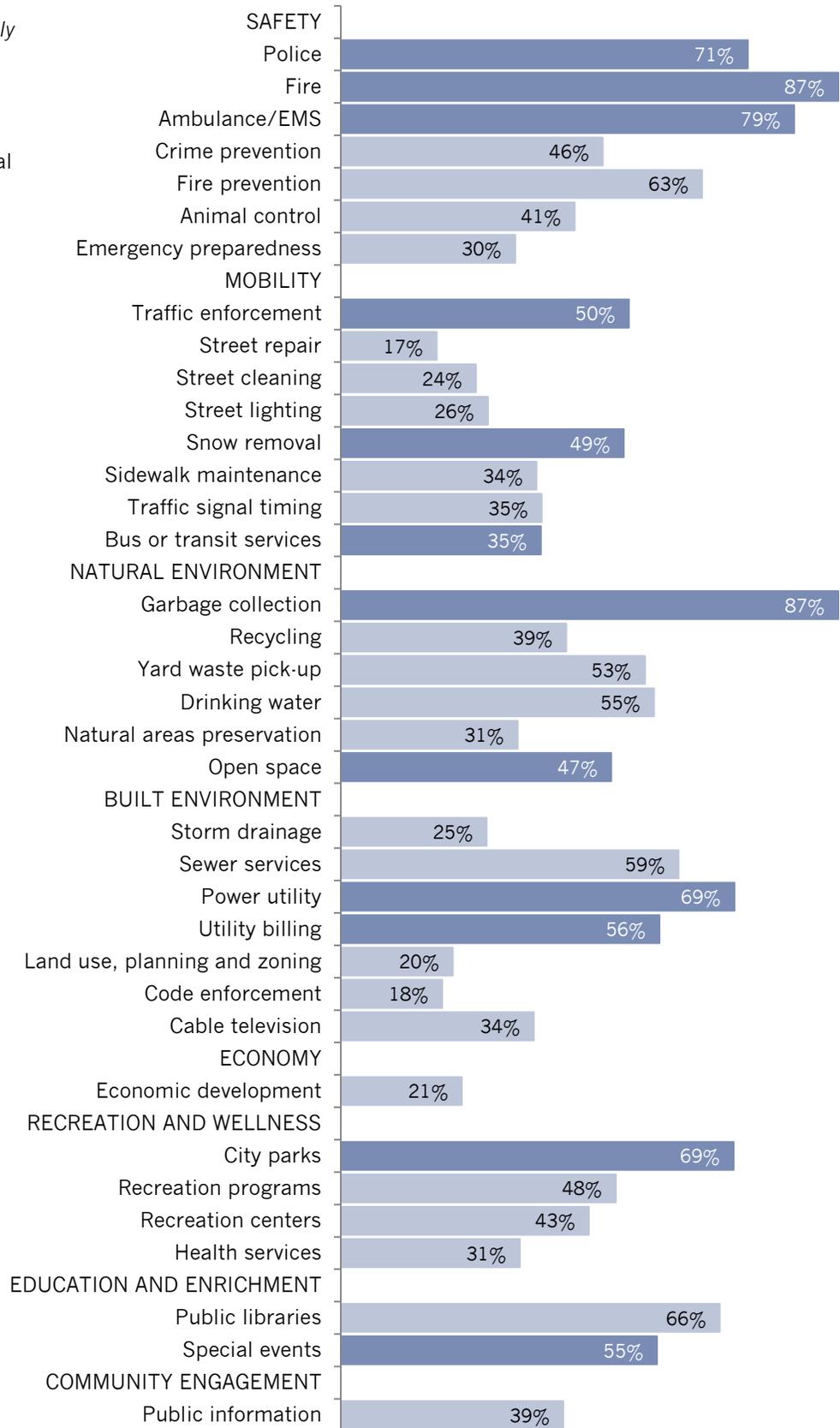
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Figure 2: Aspects of Governance

Percent rating positively  
(e.g., excellent/good)

Comparison to national  
benchmark

- Higher
- Similar
- Lower

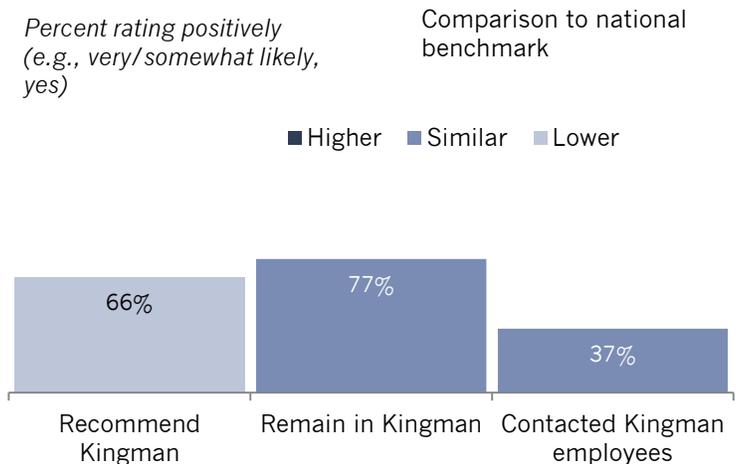
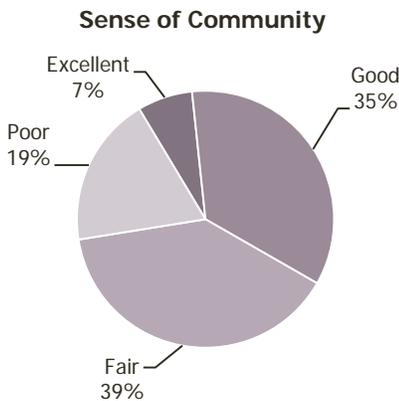


# Participation

*Are the residents of Kingman connected to the community and each other?*

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About 4 in 10 respondents gave high marks to the sense of community in Kingman; a rating that was lower than the national average. About three-quarters of respondents were likely to remain in the community and two-thirds were likely to recommend living in the community to someone who asks.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of Participation varied widely across the different facets, making the comparison to the benchmarks useful for understanding the results. Generally, rates of Participation among Kingman residents were on par with rates reported in other communities across the country, with some exceptions. Residents in Kingman were more likely to report that they worked in the community when compared to their national peers. Kingman residents reported lower levels of use of alternative modes of transportation (e.g., public transportation, walking or biking), recycling at home and City public library use.



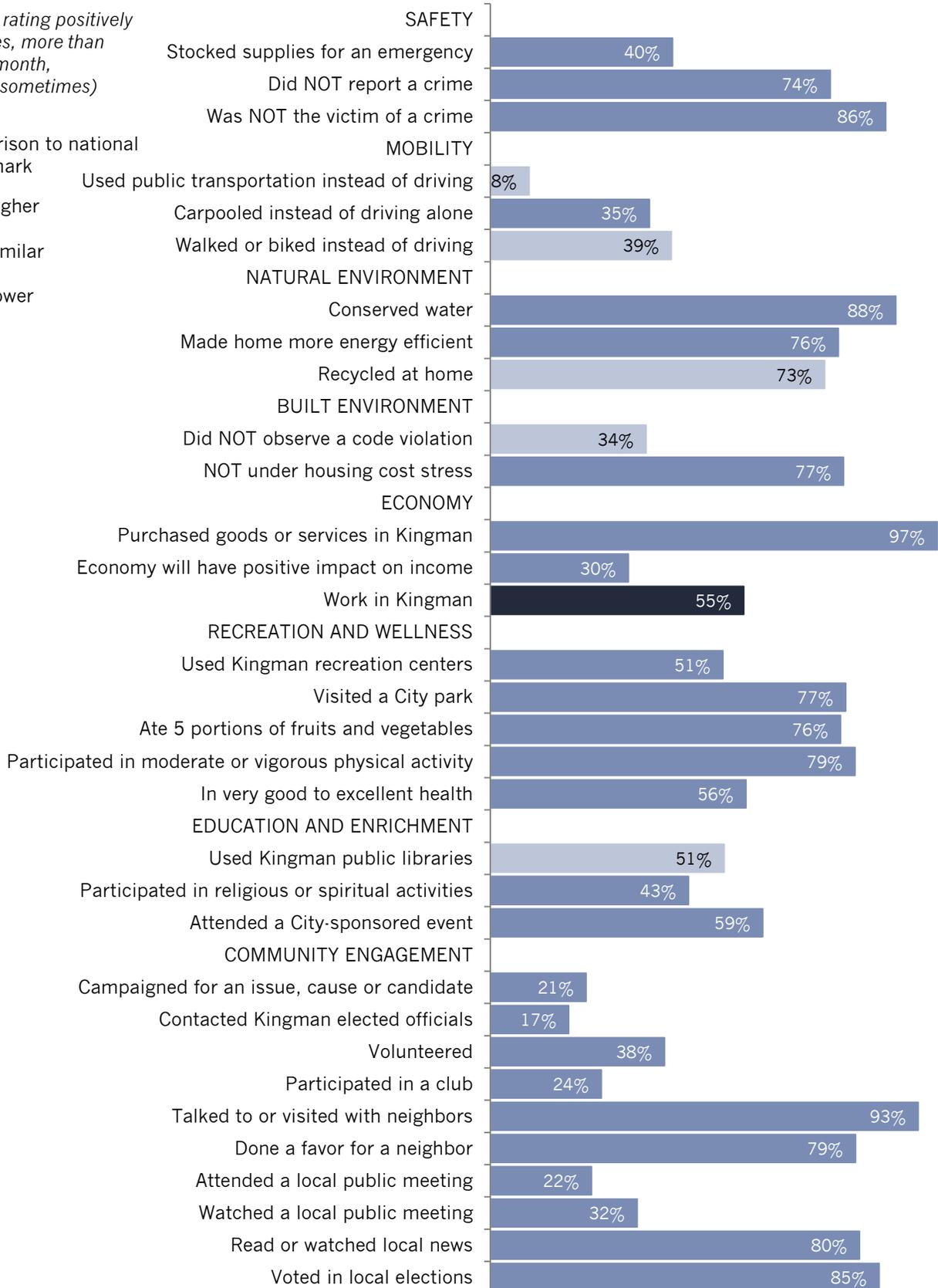
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Figure 3: Aspects of Participation

Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

- Higher
- Similar
- Lower



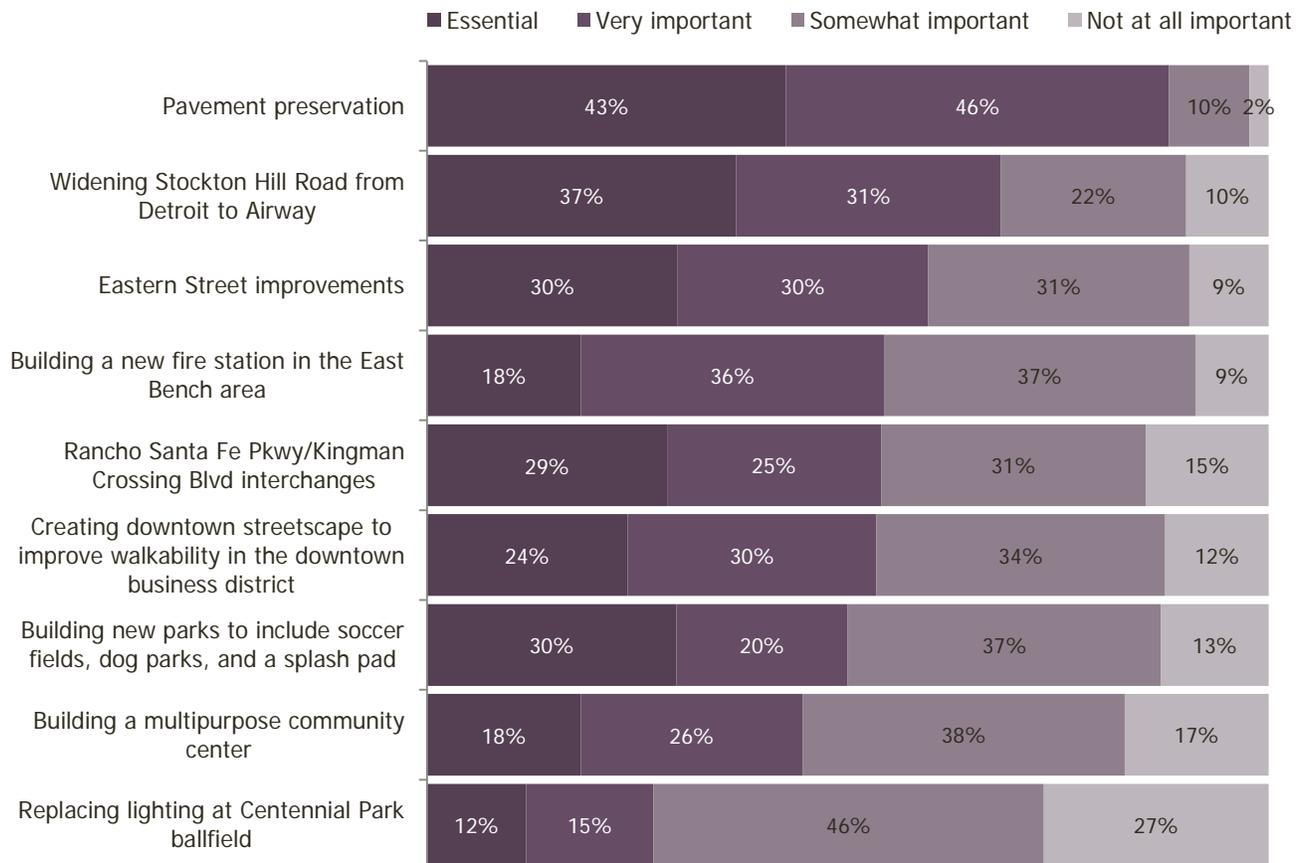
# Special Topics

The City of Kingman included three questions of special interest on The NCS ranging from importance of addressing concerns or needed improvements and importance of strategic planning areas to information sources about City events and services.

When considering the importance of improvements the City should address in the next five years, the top priority was pavement preservation with about 9 in 10 residents offering essential or very important ratings. About 7 in 10 gave these same importance ratings to widening Stockton Hill Road and 6 in 10 felt Eastern Street Improvements were essential or very important. Replacing lighting at Centennial Park ballfield was considered the least important out of the nine potential improvements, with about one-quarter of residents offering essential or very important ratings.

Figure 4: Importance of Addressing Concerns and Needed Improvements

Please rate how important, if at all, you think it is for the City to address each of the following in the next five years:

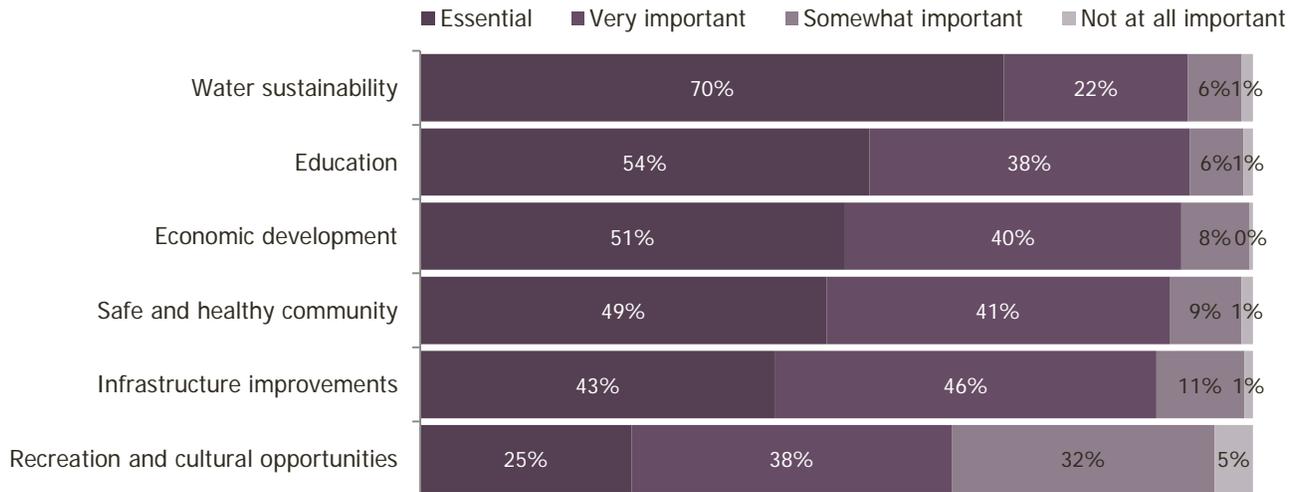


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About 9 in 10 respondents felt five of the six strategic planning areas were essential or very important factors to the overall quality of life in Kingman. Water sustainability was felt to be the most important strategic planning area contributing to the overall quality of life in Kingman, with a rating of 70% essential and 22% very important. Of less importance was recreation and cultural opportunities, with only two-thirds of residents giving essential or very important ratings.

Figure 5: Importance of Strategic Planning Areas

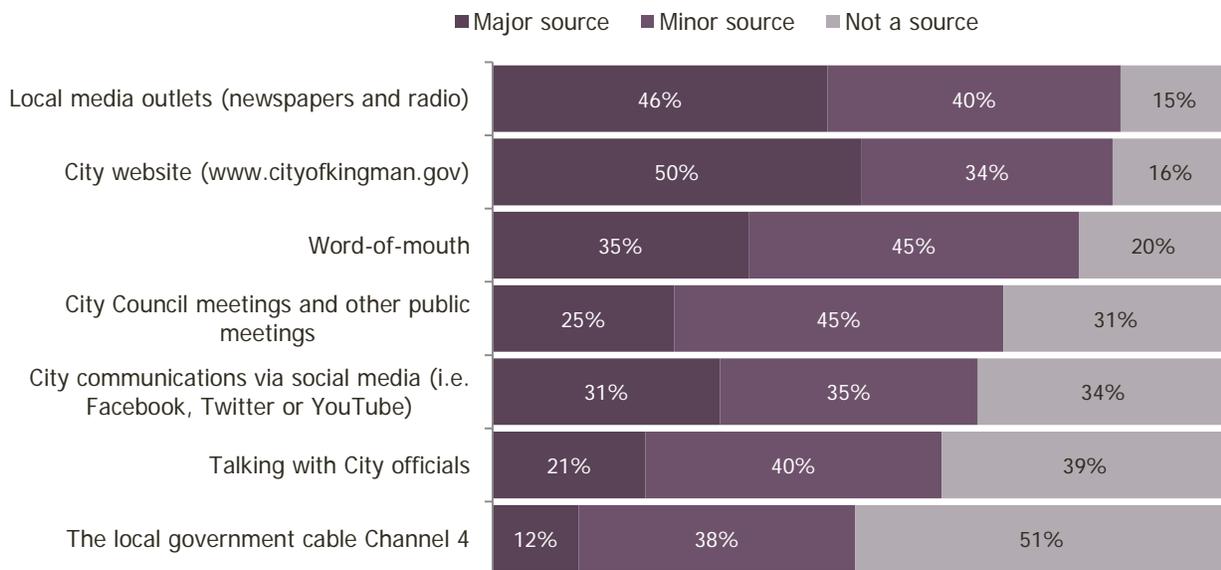
Please rate how important, if at all, you think each of the following strategic planning areas are to the overall quality of life in Kingman:



Thinking about sources of information about the City, about 8 in 10 or more residents indicated that they used the local media outlets, the City website and word of mouth/friends as major or minor sources of information. Residents were least likely to utilize the local government cable Channel 4 for City information.

Figure 6: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:



# Conclusions

## Residents appreciate their neighborhoods and plan to remain in the community.

When asked about their neighborhoods as places to live and the city as a place to retire, about three-quarters of respondents giving positive marks which were similar to national averages. More than 90% of respondents felt safe in their neighborhoods, most had talked to or visited with a neighbor and done a favor for a neighbor; each of these ratings were similar to other communities across the country. Residents voiced loyalty to the community, with three-quarters of respondents saying they were likely to remain in the community, on par with ratings given in communities across the nation.

## Kingman's Economy may be an area of opportunity.

Most survey participants not only rated the strategic planning area of economic development as an essential or very important component of quality of life, but also prioritized the facet of Economy for Kingman to focus on in the coming years. Economy ratings were mixed with fewer than 2 in 10 offering positive marks to shopping and employment opportunities (the two lowest rated Community Characteristics that were subpar compared to the national average) and just over half giving positive marks to the cost of living (similar to the nation). With respect to employment opportunities, Kingman residents were more likely to report that they worked in the community compared to their national peers. Economic development was among the lowest rated services within Governance with about 2 in 10 residents offering positive marks.

## Residents value the Natural Environment in Kingman and make efforts to protect it.

The facet of Natural Environment housed some of the highest rated items across the pillars of Community Characteristics and Governance, with at least 7 in 10 residents favorably rating air quality, overall quality of natural environment and quality of garbage collection services. Efforts to conserve water and make their home more energy efficient were on par with efforts reported in other communities across the nation with at least 7 in 10 residents reporting they do these things. Although 73% of respondents reported recycling at home, this was less than what is observed in other communities, which may be a reflection of the lower quality ratings given to recycling services. When considering the overall quality of life in Kingman, water sustainability was given the highest importance rating among the listed strategic planning areas with a rating of 70% essential and 22% very important.