

THE NCSTM
The National Citizen SurveyTM

Sioux Falls, SD

Comparisons by Geographic Subgroups

2017



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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 Council District.

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 Council Districts 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 (814 completed surveys). For each Council District (Central, Northeast, Northwest, Southeast and Southwest), the margin of error rises to approximately plus or minus nine percentage points since sample sizes were approximately 143 for the Central District, 113 for the Northeast, 146 for the Northwest, 205 for the Southeast and 207 for the Southwest. Notable differences between Council Districts included the following:

- Within the pillar of Community Characteristics, survey participants who lived in the Southeast District were more likely to give excellent or good ratings to the availability of walking paths and trails in Sioux Falls than residents from other areas of the City. K-12 education received lower marks from respondents who lived in the Central District. The neighborliness of Sioux Falls residents received more positive ratings from respondents in the Southeast and Southwest Council Districts than respondents from other areas of the City.
- Residents’ ratings for Sioux Falls’ services and amenities and the City’s leadership and governance were generally similar between Council Districts; however, there were a few noteworthy exceptions. Residents of the Southeast and Southwest Districts tended to more favorably rate the value of services for the taxes paid to the City. Sioux Falls’ emergency preparedness received lower ratings from residents of the Central and the Northwest Districts, and preservation of natural areas received lower ratings from respondents from the Central and Northeast areas of the City. Finally, individuals from the Northwest were less likely to give excellent or good ratings to public information services than residents from other Council Districts.
- Within the pillar of Participation, respondents who lived in the Northeast and Northwest Council Districts tended to give lower ratings to the sense of community in Sioux Falls than participants in other Districts. Respondents from the Central District were more likely to have walked or biked instead of driving in the 12 months prior to the survey than their counterparts; however, these same residents were less likely to be optimistic that the economy would have a positive impact on their income in the coming six months.
- When asked about community focus areas, respondents from the Northwest were less likely to indicate that opportunities for education and enrichment were an essential or very important area of focus, but respondents from the Southwest were more likely to say that education and enrichment was important.
- When asked about the importance of the City investing tax dollars into various initiatives, respondents from Central Sioux Falls were less likely to indicate that additional fire stations or public safety (Police and Fire) were essential or very important.
- Respondents from the Central District were more likely to strongly or somewhat support increased local funding for bicycle trail system expansion.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
The overall quality of life in Sioux Falls	86%	87%	84%	91%	93%	88%
Overall image or reputation of Sioux Falls	85%	79%	76%	84%	88%	83%
Sioux Falls as a place to live	86%	95%	88%	93%	93%	91%
Your neighborhood as a place to live	66%	73%	82%	93%	94%	83%
Sioux Falls as a place to raise children	86%	89%	88%	93%	90%	89%
Sioux Falls as a place to retire	64%	65%	59%	71%	75%	67%
Overall appearance of Sioux Falls	81%	85%	87%	87%	80%	84%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Overall feeling of safety in Sioux Falls	81%	72%	69%	81%	82%	77%
In your neighborhood during the day	93%	91%	96%	97%	98%	95%
In Sioux Falls' downtown/commercial area during the day	90%	84%	84%	85%	88%	86%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Overall ease of getting to the places you usually have to visit	76%	69%	80%	81%	76%	77%
Traffic flow on major streets	49%	53%	51%	44%	48%	49%
Ease of public parking	51%	52%	55%	50%	46%	51%
Ease of travel by car in Sioux Falls	72%	70%	77%	65%	74%	72%
Ease of travel by public transportation in Sioux Falls	39%	51%	49%	29%	38%	42%
Ease of travel by bicycle in Sioux Falls	58%	66%	61%	61%	50%	59%
Ease of walking in Sioux Falls	70%	79%	62%	71%	65%	68%
Availability of paths and walking trails	79%	75%	79%	88%	75%	79%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Quality of overall natural environment in Sioux Falls	82%	77%	79%	82%	82%	81%
Air quality	83%	83%	89%	91%	85%	86%
Cleanliness of Sioux Falls	79%	79%	80%	87%	79%	81%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Overall "built environment" of Sioux Falls (including overall design, buildings, parks and transportation systems)	66%	69%	66%	75%	67%	69%
Public places where people want to spend time	78%	81%	78%	86%	81%	81%
Variety of housing options	58%	69%	68%	70%	69%	67%
Availability of affordable quality housing	42%	42%	47%	41%	49%	45%
Overall quality of new development in Sioux Falls	77%	74%	76%	79%	82%	78%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Overall economic health of Sioux Falls	86%	77%	81%	80%	86%	82%
Sioux Falls as a place to work	78%	91%	81%	80%	84%	82%
Sioux Falls as a place to visit	68%	77%	69%	71%	70%	71%
Employment opportunities	73%	71%	79%	76%	79%	76%
Shopping opportunities	82%	85%	91%	80%	90%	86%
Cost of living in Sioux Falls	59%	59%	61%	69%	67%	63%
Overall quality of business and service establishments in Sioux Falls	77%	74%	80%	87%	85%	81%
Vibrant downtown/commercial area	75%	75%	70%	76%	72%	74%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Health and wellness opportunities in Sioux Falls	89%	87%	84%	87%	90%	88%
Fitness opportunities (including exercise classes and paths or trails, etc.)	88%	80%	80%	88%	86%	84%
Recreational opportunities	77%	79%	72%	79%	72%	75%
Availability of affordable quality food	72%	73%	74%	80%	79%	76%
Availability of affordable quality health care	73%	71%	76%	84%	80%	77%
Availability of preventive health services	75%	76%	78%	86%	81%	80%
Availability of affordable quality mental health care	63%	65%	57%	75%	68%	66%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Overall opportunities for education and enrichment	85%	78%	78%	82%	84%	82%
Availability of affordable quality child care/preschool	46%	56%	55%	65%	59%	57%
K-12 education	65%	82%	78%	87%	84%	80%
Adult educational opportunities	69%	68%	72%	80%	77%	74%
Opportunities to attend cultural/arts/music activities	71%	72%	66%	82%	75%	73%
Opportunities to participate in religious or spiritual events and activities	81%	85%	81%	92%	88%	85%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Opportunities to participate in social events and activities	75%	80%	80%	77%	77%	78%
Opportunities to volunteer	80%	80%	82%	86%	86%	83%
Opportunities to participate in community matters	71%	67%	69%	74%	75%	72%
Openness and acceptance of the community toward people of diverse backgrounds	45%	53%	52%	61%	62%	55%
Neighborliness of residents in Sioux Falls	54%	46%	58%	68%	71%	60%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
The City of Sioux Falls	73%	79%	75%	85%	80%	78%
The value of services for the taxes paid to Sioux Falls	55%	51%	56%	72%	69%	62%
The overall direction that Sioux Falls is taking	70%	68%	72%	81%	72%	73%
The job Sioux Falls government does at welcoming citizen involvement	52%	56%	63%	67%	59%	60%
Overall confidence in Sioux Falls government	51%	56%	58%	67%	60%	59%
Generally acting in the best interest of the community	57%	57%	59%	69%	67%	62%
Being honest	50%	55%	52%	63%	60%	56%
Treating all residents fairly	53%	56%	54%	62%	62%	58%
Overall customer service by Sioux Falls employees (police, receptionists, planners, etc.)	78%	80%	78%	81%	80%	79%
The Federal Government	40%	56%	44%	52%	57%	50%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Police/Sheriff services	88%	91%	84%	91%	92%	89%
Fire services	96%	98%	96%	98%	99%	97%
Ambulance or emergency medical services	84%	82%	79%	87%	89%	84%
Crime prevention	71%	73%	68%	76%	66%	71%
Fire prevention and education	77%	89%	91%	87%	83%	85%
Animal control	78%	81%	76%	75%	75%	77%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	60%	75%	62%	81%	74%	71%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Traffic enforcement	62%	67%	65%	68%	63%	65%
Street repair	25%	32%	24%	30%	28%	28%
Street cleaning	55%	42%	43%	52%	51%	49%
Street lighting	61%	67%	69%	72%	68%	68%
Snow removal	60%	59%	68%	64%	64%	63%
Sidewalk maintenance	50%	56%	52%	60%	54%	54%
Traffic signal timing	46%	53%	45%	42%	50%	47%
Bus or transit services	49%	66%	51%	48%	65%	56%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Garbage collection	86%	88%	79%	87%	87%	85%
Recycling	84%	82%	78%	88%	83%	83%
Yard waste pick-up	69%	72%	66%	77%	77%	72%
Drinking water	80%	86%	84%	90%	85%	85%
Preservation of natural areas such as open space, farmlands and greenbelts	52%	54%	63%	71%	64%	61%
Sioux Falls open space	54%	68%	56%	65%	67%	62%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Storm drainage	61%	66%	63%	63%	60%	63%
Sewer services	80%	87%	84%	89%	79%	84%
Power (electric and/or gas) utility	86%	85%	83%	89%	79%	84%
Utility billing	72%	69%	78%	79%	76%	75%
Land use, planning and zoning	51%	56%	49%	61%	62%	56%
Code enforcement (weeds, abandoned buildings, etc.)	49%	55%	44%	58%	53%	51%
Cable television	53%	49%	54%	58%	56%	54%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Economic development	77%	72%	79%	80%	78%	77%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
City parks	88%	92%	86%	92%	89%	89%
Recreation programs or classes	81%	75%	74%	85%	81%	80%
Recreation centers or facilities	76%	78%	77%	89%	83%	81%
Health services	88%	81%	80%	86%	85%	84%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Public library services	90%	86%	83%	87%	91%	87%
City-sponsored special events	61%	72%	62%	74%	65%	66%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Public information services	76%	76%	65%	77%	84%	76%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Sense of community	72%	57%	61%	72%	70%	67%
Recommend living in Sioux Falls to someone who asks	89%	93%	92%	90%	91%	91%
Remain in Sioux Falls for the next five years	85%	93%	89%	95%	87%	90%
Contacted the City of Sioux Falls (in-person, phone, email or web) for help or information	46%	38%	41%	37%	30%	38%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Was NOT the victim of a crime	84%	90%	90%	91%	88%	89%
Did NOT report a crime	73%	73%	81%	86%	80%	79%
Stocked supplies in preparation for an emergency	31%	24%	29%	18%	35%	28%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Walked or biked instead of driving	61%	44%	40%	42%	51%	48%
Carpooled with other adults or children instead of driving alone	47%	43%	41%	47%	47%	45%
Used bus, rail, subway or other public transportation instead of driving	19%	13%	7%	5%	6%	9%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Recycle at home	95%	91%	91%	95%	89%	92%
Made efforts to make your home more energy efficient	68%	73%	75%	73%	77%	73%
Made efforts to conserve water	81%	80%	71%	79%	80%	78%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
NOT under housing cost stress	77%	76%	82%	83%	78%	79%
Did NOT observe a code violation	48%	50%	56%	60%	56%	54%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Purchase goods or services from a business located in Sioux Falls	99%	94%	97%	98%	98%	97%
Economy will have positive impact on income	22%	42%	47%	39%	41%	38%
Work in Sioux Falls	69%	81%	84%	79%	76%	78%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Used Sioux Falls recreation centers or their services	60%	59%	66%	65%	67%	64%
Visited a neighborhood park or City park	91%	85%	93%	89%	86%	89%
Eat at least 5 portions of fruits and vegetables a day	81%	85%	70%	75%	82%	78%
Participate in moderate or vigorous physical activity	91%	78%	78%	84%	84%	83%
Reported being in "very good" or "excellent" health	57%	63%	65%	71%	62%	63%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Used Sioux Falls public libraries or their services	54%	57%	55%	57%	56%	56%
Participated in religious or spiritual activities in Sioux Falls	65%	64%	66%	70%	70%	67%
Attended a City-sponsored event	57%	53%	51%	64%	56%	56%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Campaigned or advocated for an issue, cause or candidate	26%	16%	24%	20%	23%	22%
Contacted Sioux Falls elected officials (in-person, phone, email or web) to express your opinion	19%	13%	15%	15%	12%	15%
Volunteered your time to some group/activity in Sioux Falls	52%	61%	45%	62%	58%	55%
Participated in a club	39%	31%	26%	45%	38%	36%
Talked to or visited with your immediate neighbors	93%	89%	89%	93%	91%	91%
Done a favor for a neighbor	83%	81%	82%	79%	79%	81%
Attended a local public meeting	17%	12%	9%	15%	13%	13%
Watched (online or on television) a local public meeting	39%	35%	32%	31%	40%	36%
Read or watch local news (via television, paper, computer, etc.)	92%	89%	87%	92%	90%	90%
Vote in local elections	82%	81%	79%	90%	85%	84%

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Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Overall feeling of safety in Sioux Falls	90%	95%	93%	93%	97%	94%
Overall ease of getting to the places you usually have to visit	76%	84%	79%	81%	83%	81%
Quality of overall natural environment in Sioux Falls	78%	82%	70%	79%	85%	79%
Overall "built environment" of Sioux Falls (including overall design, buildings, parks and transportation systems)	75%	77%	63%	71%	81%	73%
Health and wellness opportunities in Sioux Falls	72%	76%	80%	77%	83%	78%
Overall opportunities for education and enrichment	83%	82%	72%	82%	93%	83%
Overall economic health of Sioux Falls	89%	84%	88%	91%	93%	90%
Sense of community	70%	79%	74%	74%	84%	76%

Table 29: Priority Areas for City Tax Dollars

Please rate the importance of the City of Sioux Falls investing existing tax dollars over the next two years in the following: (Percent rating as "essential" or "very important").	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Additional fire stations	41%	63%	56%	56%	59%	55%
Affordable/workforce housing	70%	77%	67%	67%	75%	71%
Bike trail system	47%	40%	37%	38%	36%	39%
Code enforcement	54%	62%	58%	62%	58%	59%
Downtown development	52%	61%	54%	55%	54%	55%
Downtown parking	65%	67%	66%	59%	68%	65%
Downtown river greenway	54%	61%	48%	47%	55%	53%
Entertainment venues	41%	53%	47%	43%	53%	47%
Job growth	79%	89%	91%	87%	86%	86%
Library services	46%	55%	48%	50%	49%	49%
Parks	60%	70%	66%	65%	71%	66%
Passenger air services	51%	61%	59%	64%	63%	60%
Public health services	70%	71%	75%	75%	81%	75%
Public safety (Police and Fire)	78%	91%	92%	88%	93%	89%
Public transportation/busing	69%	68%	57%	56%	64%	62%
Recreation programs	49%	56%	51%	54%	53%	53%
Recycling	67%	80%	68%	73%	76%	72%
Streets	89%	94%	94%	95%	94%	93%
Traffic flow	88%	90%	87%	92%	93%	90%

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Table 30: Support for Increased Public Funding for Transportation-Related Services

Please rate to what extent you would support or oppose increased local public funding for the following transportation-related services in Sioux Falls: (Percent rating as "strongly support" or "somewhat support").	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Repair and maintenance of city streets	98%	98%	98%	98%	98%	98%
Construction of new major streets in the city	82%	88%	88%	93%	91%	89%
Repair/replacement of existing sidewalks	84%	82%	87%	86%	89%	86%
Construction of new sidewalks	86%	80%	84%	83%	82%	83%
Expansion of bicycle lanes on city streets	66%	51%	52%	62%	59%	58%
Bicycle trail system expansion	78%	59%	59%	67%	68%	67%
Public transportation/busing	83%	77%	70%	72%	75%	75%

Table 31: Health Issues in Sioux Falls

To what extent, if at all, do you think each of these health behaviors and issues is a current concern in Sioux Falls? (Percent rating as "major concern" or "moderate concern").	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Alcohol abuse	86%	84%	83%	82%	90%	85%
Drug abuse	85%	98%	91%	91%	96%	92%
Mental health	90%	83%	82%	83%	86%	85%
Suicide	76%	81%	71%	72%	76%	75%
Sexual assault/dating violence	86%	87%	81%	79%	86%	83%
Domestic abuse	88%	88%	84%	85%	89%	87%
Distracted driving	87%	90%	91%	93%	96%	91%
Tobacco use/abuse	53%	67%	59%	60%	65%	61%

Table 32: The City's Role in Job Growth and Workforce Development

Please indicate how much you agree or disagree with the following statement: "The City of Sioux Falls should place a higher priority on investing taxpayer resources to promote job growth and workforce development."	Council Districts					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
	78%	87%	81%	82%	86%	83%