

# Destination Clovis

**What New Residents Had to Say About Clovis**



## Overall Analysis

A study of 2,730 new households relocating to Clovis within the last four years to determine where they moved from, why they chose Clovis, and in what industry they work.





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Shawn Miller, Business Development Manager  
Andrew Haussler, Community Development Grants Coordinator  
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Sharon Walther, Principal Office Assistant

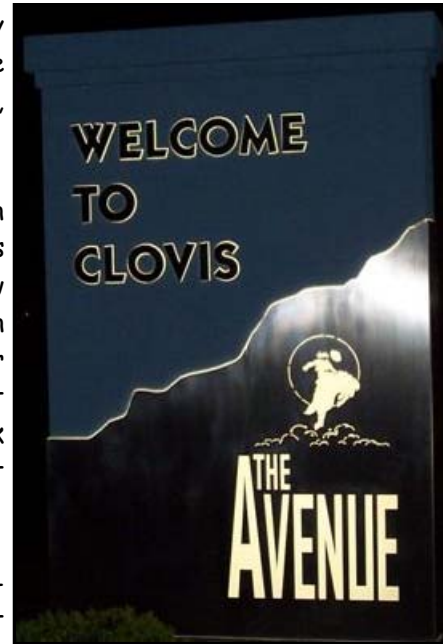


# INTRODUCTION

Destination Clovis is the result of a mail survey conducted by the Community and Economic Development Department in the City of Clovis to determine where people are coming from, why they moved here and what type of work they do.

In July 2006, 8,500 surveys were sent to homeowners in Clovis who were identified as probable new residents. This determination was based on public utility records. All new sewer/water/garbage customers, who signed up for service in the last four years, were contacted via U.S. Mail. A letter (Appendix A) and a one-page survey (Appendix B) was sent asking the households to complete the survey and mail it back to the City of Clovis Community and Economic Development Department.

The survey asked specific questions including how long residents have lived in Clovis, where they moved from, and what type of work they did.



In the weeks to follow, the Clovis Community and Economic Development Department received 32.11% (2,730) completed surveys. The completed surveys were entered into a database for statistical analysis on each of the 16 questions asked in the survey.

This report is a quantitative report. It shows the data in its pure form broken down into sections or groups of answers per question asked. Although the information is complete and accurate, breaking down the information will give us a better understanding of the thoughts, feelings, values, and lifestyles of our most recent residents in the city.

By knowing more about our new residents, we are better able to identify the types of business and services that we, as a city, must attract to satisfy the needs of our new residents and neighbors.

\*Because of the nature in which the survey was conducted, this is not a representative analysis of the average resident in Clovis. This survey was intended to only target those new residents moving to Clovis in a household. In addition, only one survey was mailed per address and encouraged the household to complete it. According to the U.S. Census, the average household size in Clovis is 2.96 people. In this report, we will use the words "respondents" or "participants" when referring to the surveyed households.

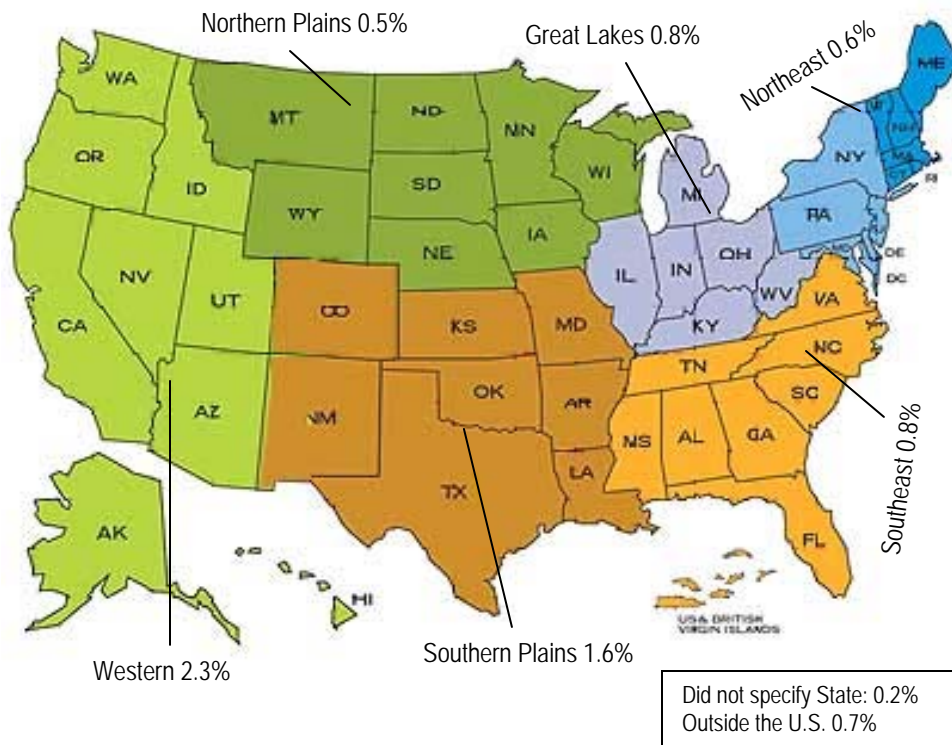
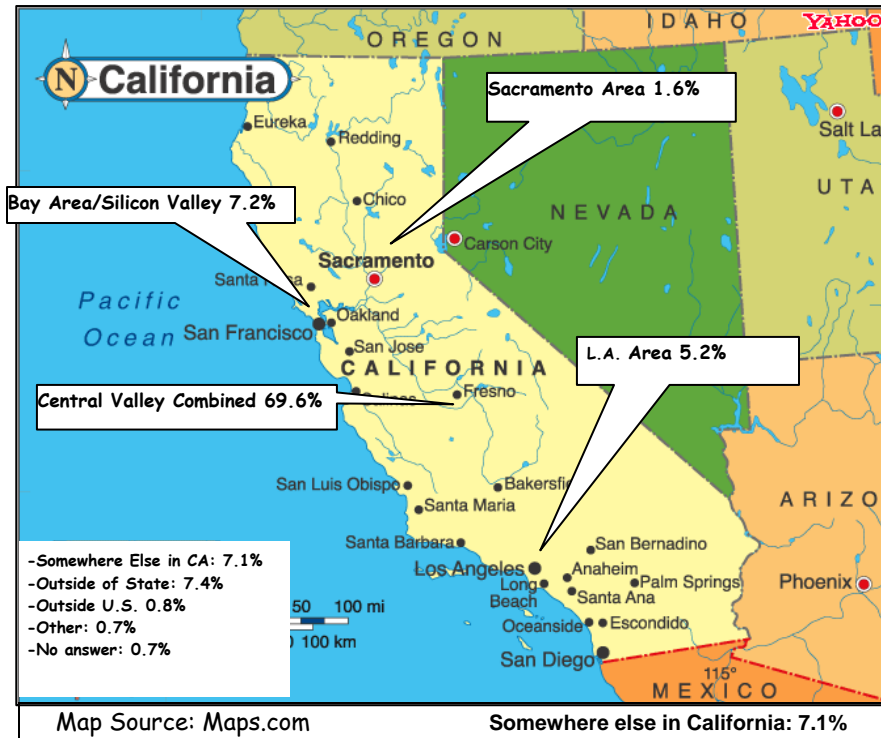


## Aggregate Data for All Respondents

Each question is graphed and offers a brief explanation per graph. This data represents the 2,730 surveys. Each chart includes aggregate data per questions as it was requested in the survey.

In 2003, 56.72% of all new respondents came from the Central Valley, 20.65% came from the Bay area, and 9.2% came from L.A./Southern CA.

In 2006, 69.5% (+13.2%) came from the Central Valley, 7.2% (-13.4%) came from the Bay Area, and 5.2% (-4%) came from L.A./Southern CA.

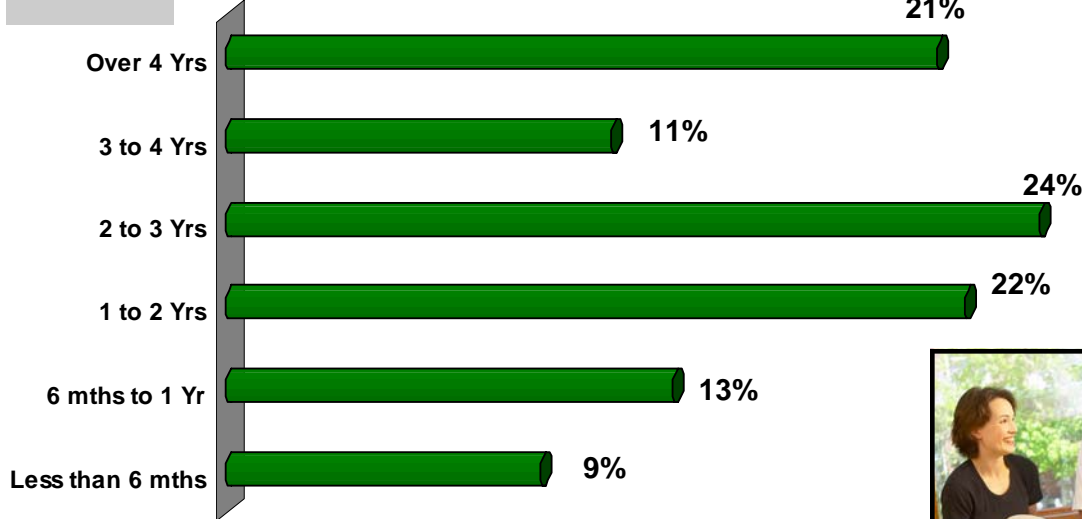


The 2006 survey would seem to indicate that the newer residents to Clovis were a product of low mortgage rates and better housing opportunities, as opposed to the geographic shift of 2003.



CHART 1

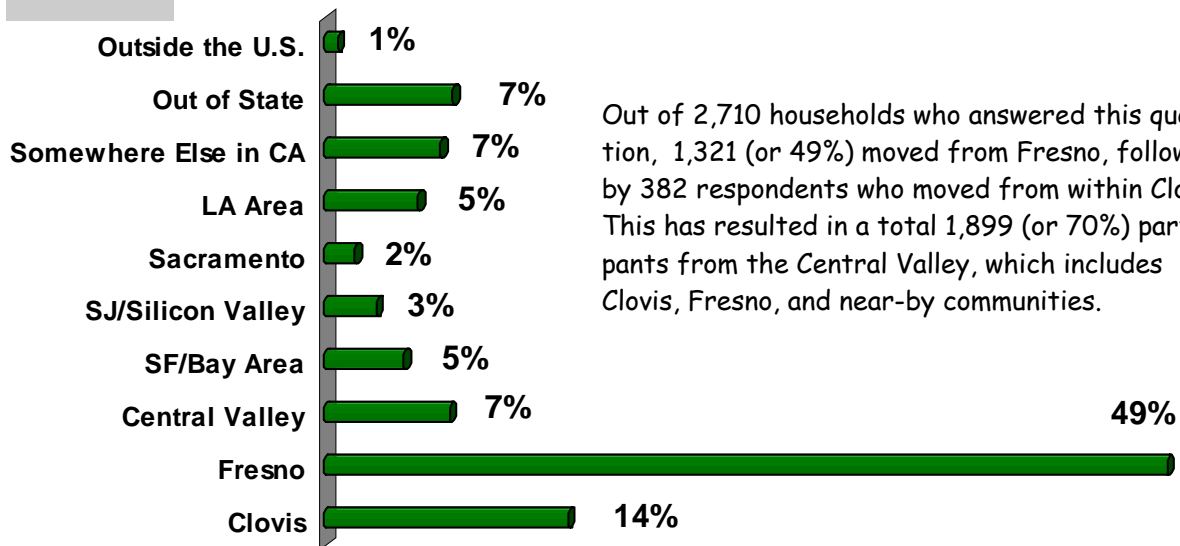
### When Did You Move to Clovis?



This question was answered by 2,713 respondents. The chart details the break down of this group and the time they have been living in Clovis. As shown in Chart 1, the largest group, 647 respondents (or approximately 24%), moved 2 to 3 years ago. The second largest group, or 588 participants, moved 1 to 2 years ago.

CHART 2

### Where Did You Previously Live?



Out of 2,710 households who answered this question, 1,321 (or 49%) moved from Fresno, followed by 382 respondents who moved from within Clovis. This has resulted in a total 1,899 (or 70%) participants from the Central Valley, which includes Clovis, Fresno, and near-by communities.

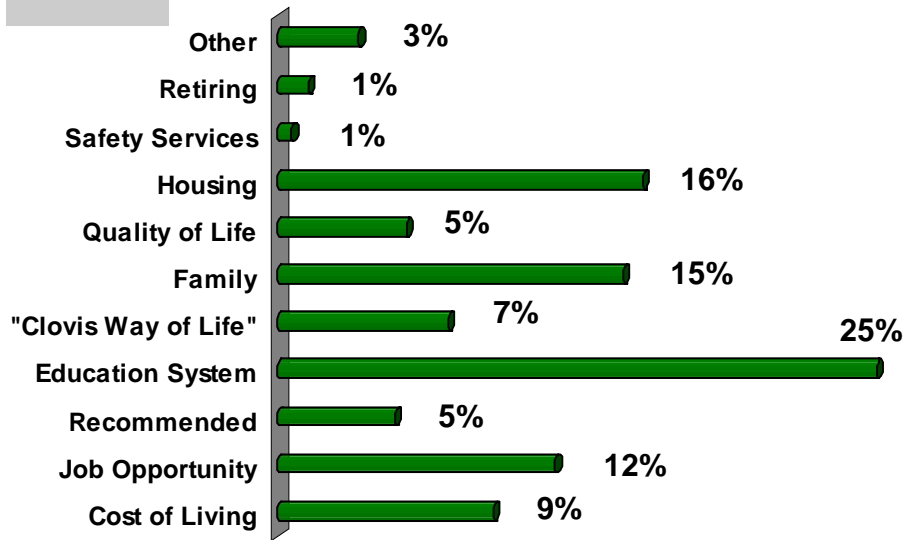
The Silicon Valley and Bay Area region provided 207 (or approximately 8%) of newcomers, while 147 (or 5%) came from the LA area. These two regions have historically been strong areas for migration to the Central Valley.

In addition, 201 respondents moved from Out of State—7.4%.



CHART 3

### Why Did You Move to Clovis?



As shown on the graph, 668 participants (or 25%) out of 2,622 who answered this question, said the greatest reason for moving to Clovis is the education system, followed by housing with 419 respondents and family in third with 367.

This graph illustrates Clovis' position as the most desirous location in the Central Valley for families.

In a nutshell, most of the people who come to Clovis own their own home. In this case, 2,292 out of 2,730 respondents own their own home. At least 54 respondents have an additional house for rent (2%), and 354 respondents (or 13%) rent.



### Housing Status

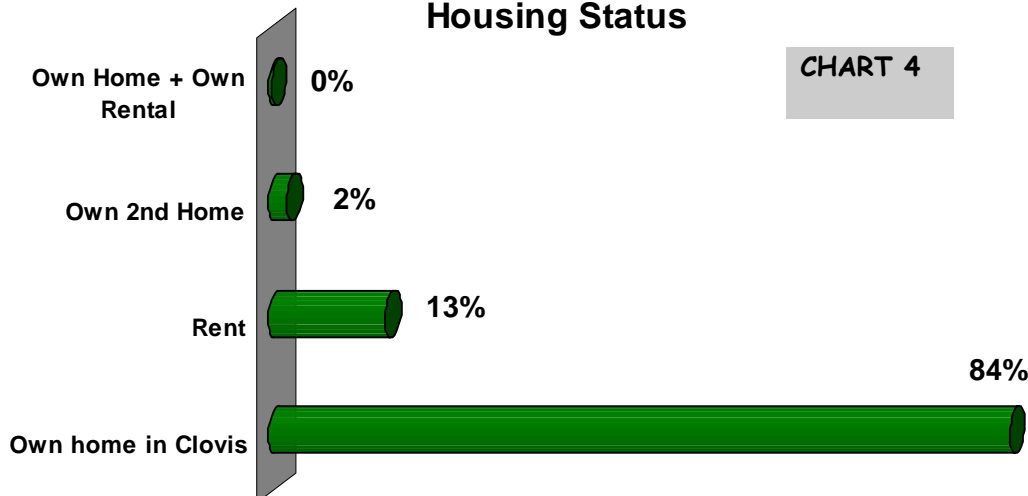


CHART 4



## Rating Clovis Features

In the following five graphs, we asked the question, "How Would You Rate the Features of the City of Clovis?" The answers included:

	Poor					Excellent				
Quality of life	1	2	3	4	5	N/A				
Schools	1	2	3	4	5	N/A				
City Government	1	2	3	4	5	N/A				
Potential Economic Growth	1	2	3	4	5	N/A				
Community Resources	1	2	3	4	5	N/A				

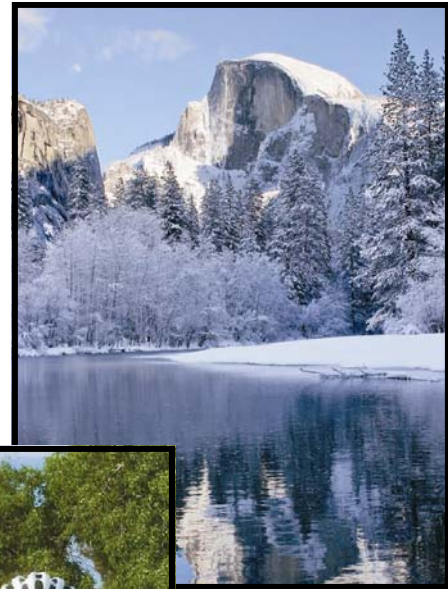
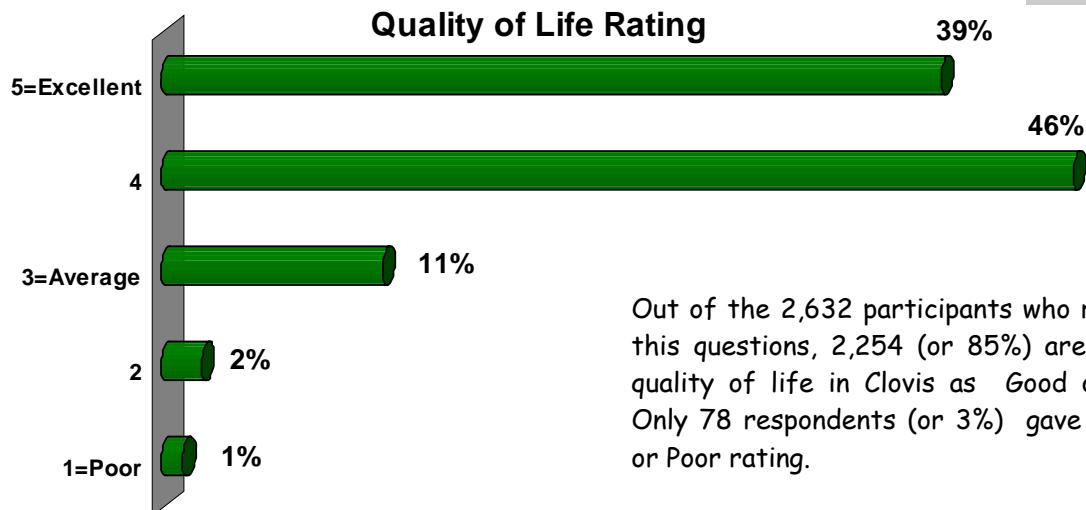


CHART 5



Out of the 2,632 participants who responded to this questions, 2,254 (or 85%) are ranking the quality of life in Clovis as *Good* or *Excellent*. Only 78 respondents (or 3%) gave Clovis a *Bad* or *Poor* rating.



CHART 6

Clovis Unified School District Rating

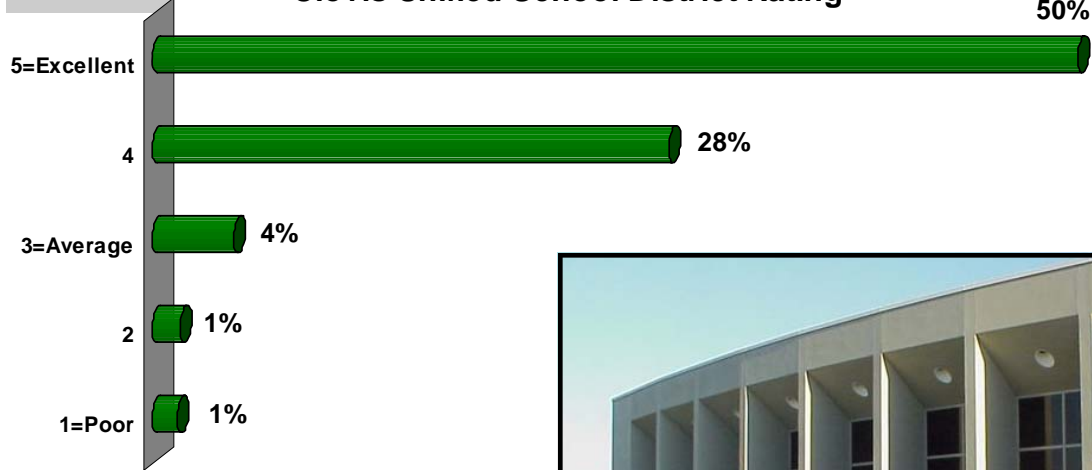
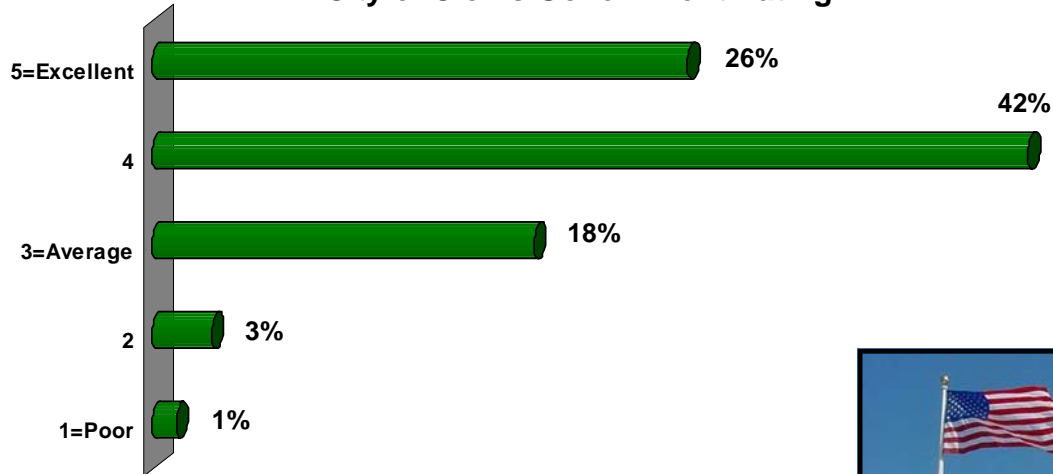


CHART 7

City of Clovis Government Rating

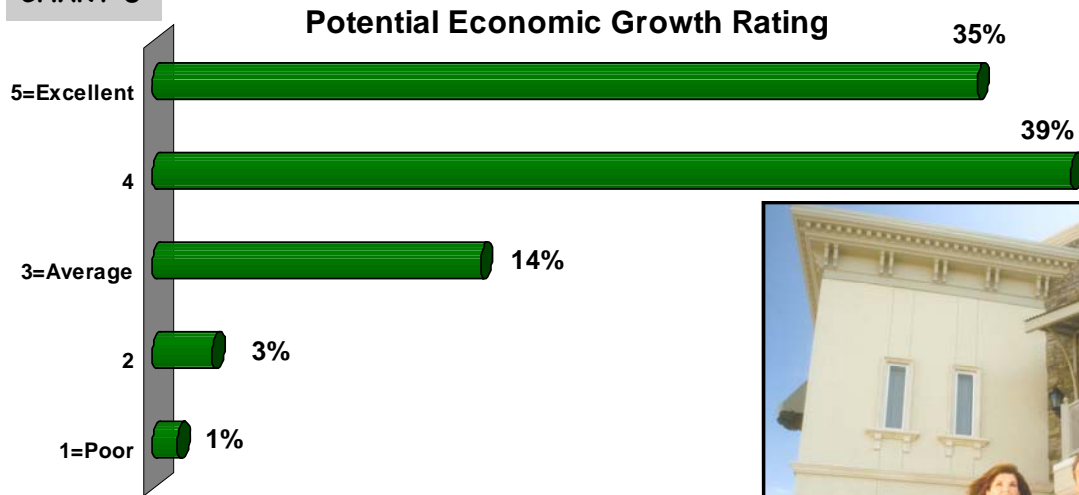


Clovis' schools are the number one reason why people moved to Clovis. Chart 6 shows that out of 2,225 respondents who answered this question, 2,036 rated Clovis Unified School District as *Good* or *Excellent*. In this case, 505 respondents did not answer the question or said it did not apply to them.

When it comes to local government, the City of Clovis government rated very well among the 2,388 respondents who answered this question. As shown on Chart 7, 1,623 respondents (or 66%) think that the City of Clovis government provides *Good* or *Excellent* service, and only 4% gave Clovis a bad or poor rating. Overall, the city received a passing mark with 86% of the respondents.



CHART 8



As shown on Chart 8, 1,972 of a total of 2,440 responses, believe that there is a potential for economic growth in Clovis. At the other end, 97 (or 4%) of respondents ranked this feature as poor or fair.

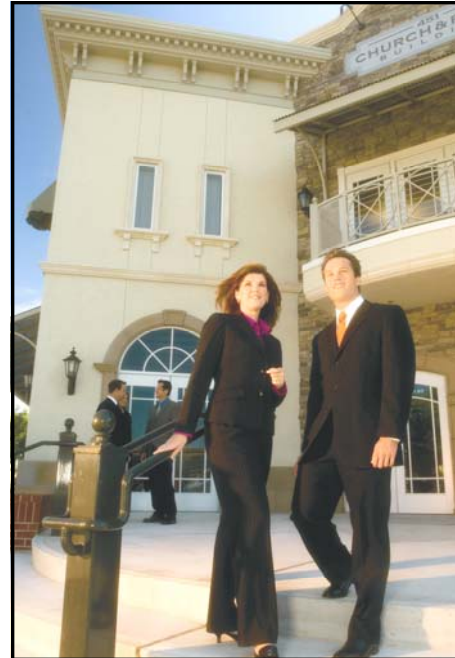
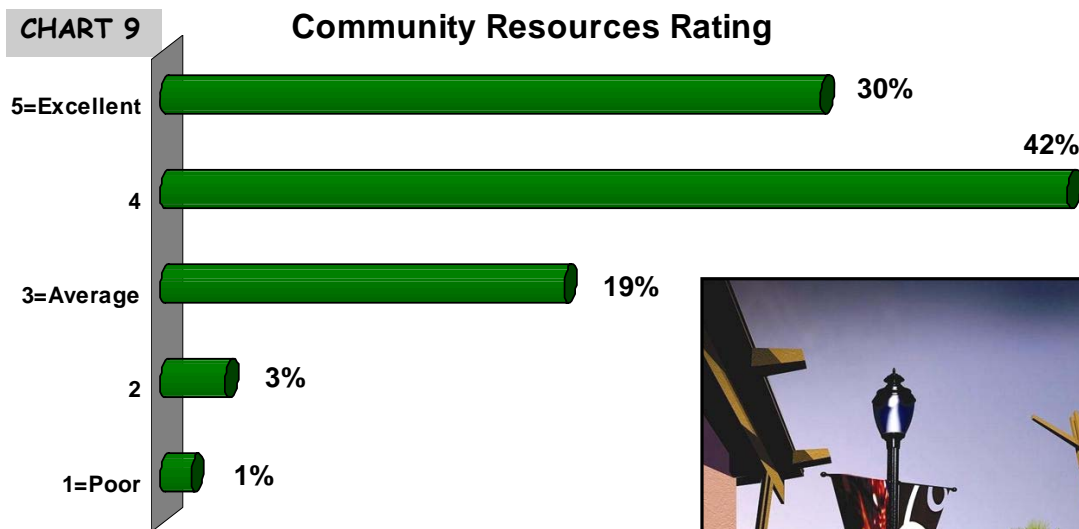


CHART 9



As shown on Chart 9, 1,796 (or 72%) of a total of 2,495 respondents, feel the resources in the community are Good or Excellent. These may include financial institutions, entertainment, schools, government agencies, and housing.

Only 4% felt that Clovis' resources were Bad or Poor.





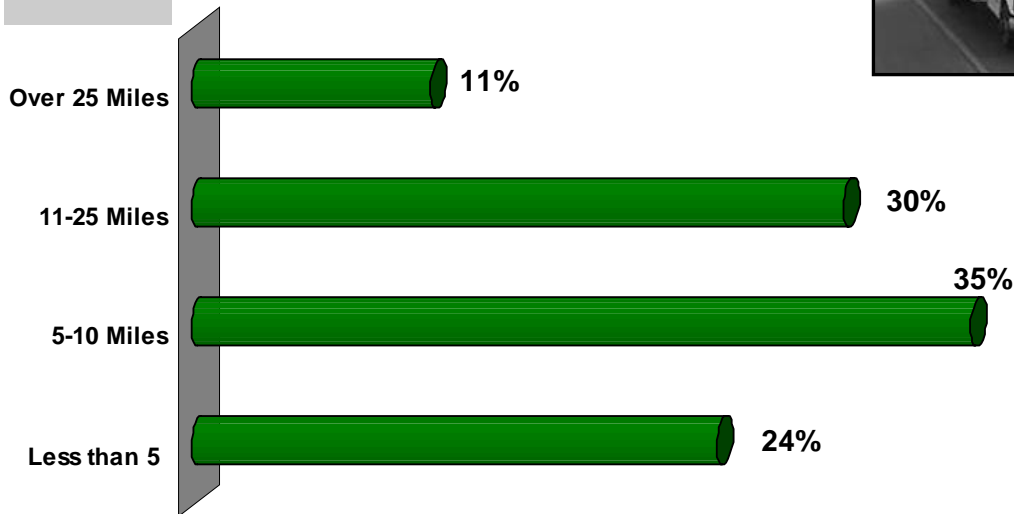
How long do our new residents drive to work?

A large number of newcomers travel between 5 and 10 miles to get to work. For this question, 2,421 participants responded. Seventy-six percent of respondents travel at least 5 miles to get to work. The correlation might be due to the large number of people who do not work in Clovis. Only 504 (or 21%) of the respondents work in Clovis (Page 12). The rest work from home, in Fresno or other nearby communities.



CHART 10

Miles Commuted-One Way



Do they work from home?

An increasing number of people are starting to work from home. The survey indicates that approximately 262 respondents do not leave their homes in order to receive a pay-check (9.6%). Still, the large majority of respondents do have to leave their homes for their employment.

CHART 11

Work From Home

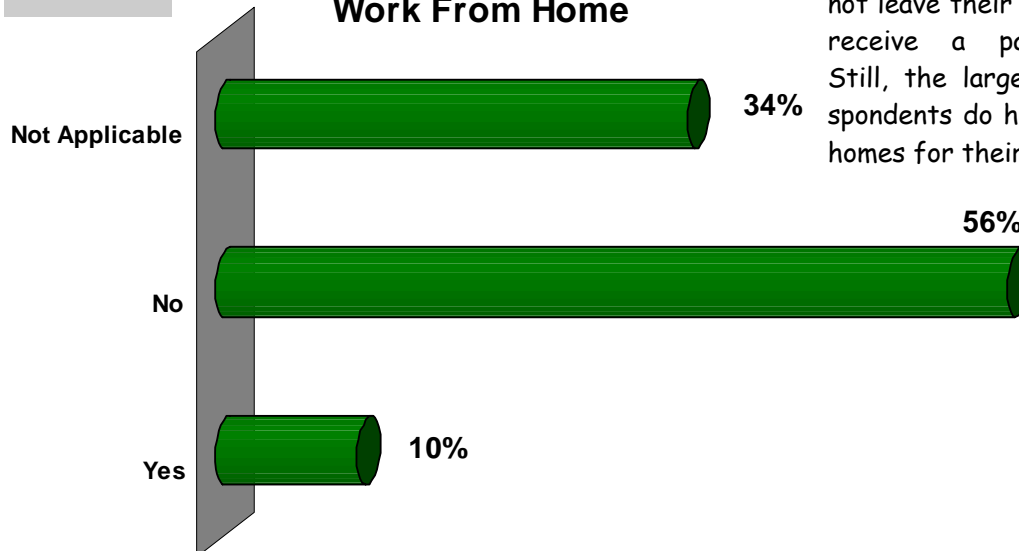
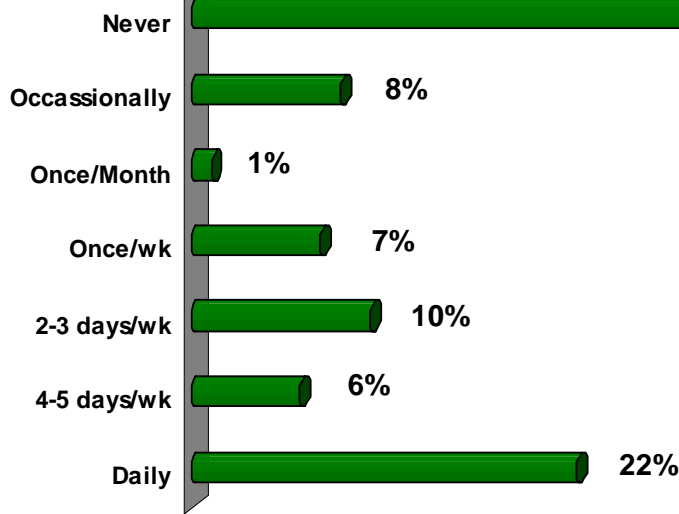




CHART 12

Telecommute Frequency

45%



Telecommuting

In a separate question not shown in the graph, we asked if the company they worked for encouraged telecommuting; 603 answered this question.

According to Chart 12, 271 (or 45%) never telecommute, while 132 (or 22%) said they telecommute daily, and 60 (or 10%) said 2-3 days a week.

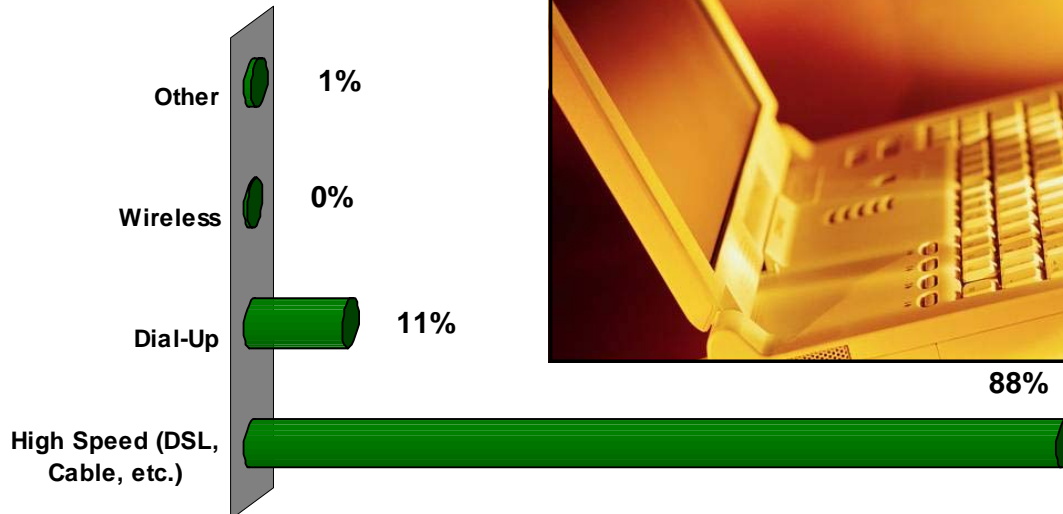
Are they online?

The survey indicates that 2,402 of the respondents have broadband Internet service. All 2,730 participants responded to this question. Broadband connections allow them to have high-speed connections at all times. Dial-up connections were still represented by 300 respondents (or 11%).

This data could aid the City's effort to become the technology hub for the Central Valley.

CHART 13

Type of Internet Service Used



88%

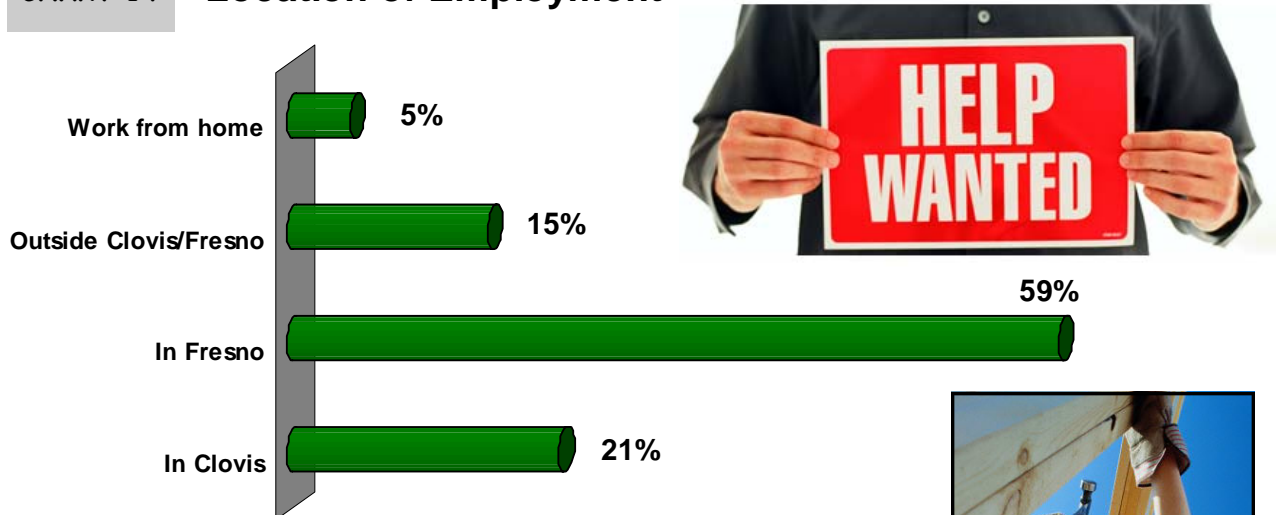


Where do our new residents work?

Approximately 1,431 of all 2,423 respondents who answered this question said they work in Fresno. This would explain why approximately 50% of newcomers came from Fresno.

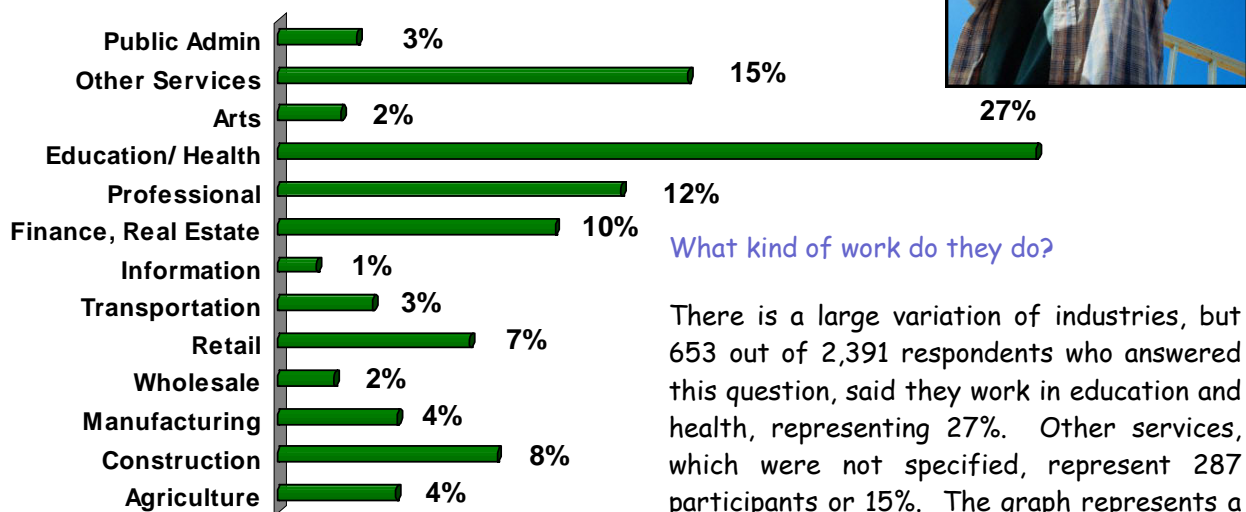
Approximately 307 respondents did not answer this question. Some of them might be retired and do not work.

**CHART 14** Location of Employment



**CHART 15**

Industry of Employment



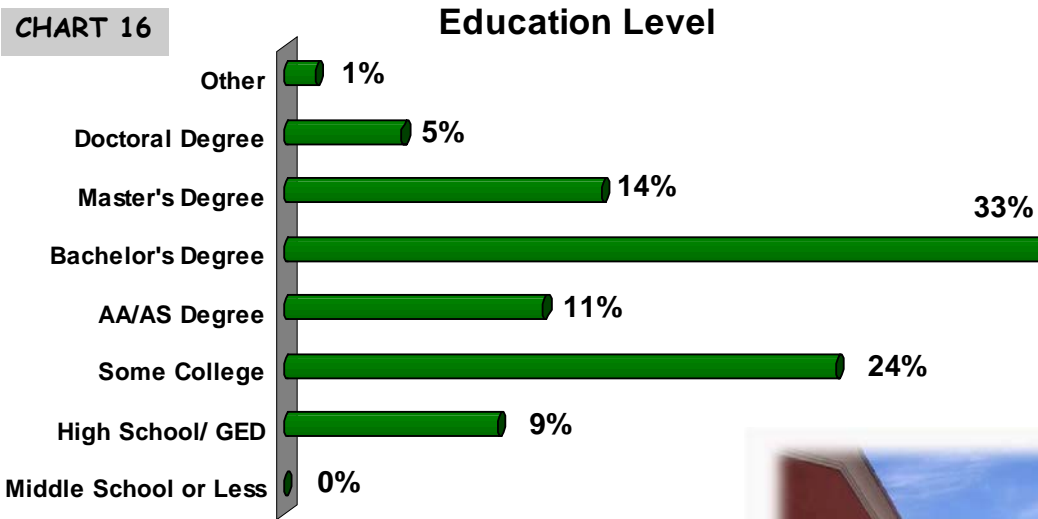
What kind of work do they do?

There is a large variation of industries, but 653 out of 2,391 respondents who answered this question, said they work in education and health, representing 27%. Other services, which were not specified, represent 287 participants or 15%. The graph represents a mixed diversification of employment categories.



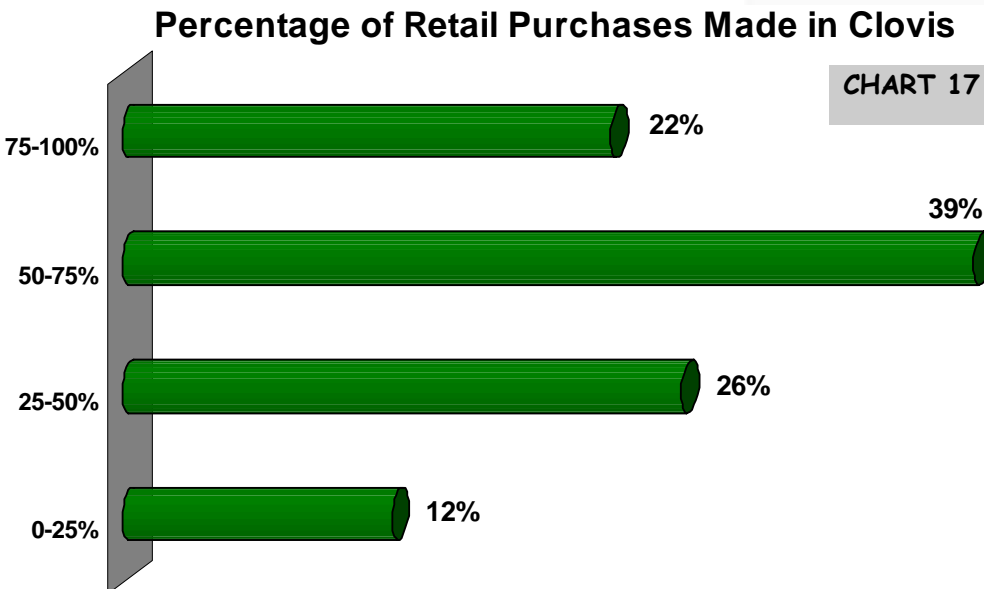
How about education?

One conclusion we can make by looking at Chart 16 is that new residents moving to Clovis are well educated. One hundred percent or all 2,730 of those responding to this question have a high school diploma, while 2,375 (or 87%) have attended some college or received a degree. A whopping 1,419 (or 52%) have at least a bachelor's degree, which far exceeds the Central Valley average of 15%. According to the U.S. Census, 85% of the population in Clovis has a high school diploma and 23% have a bachelor's degree.



Retail Purchases

The main retailers in Clovis are located along Clovis, Shaw and Herndon Avenues. Most respondents said they do their retail purchases in Clovis. All 2,730 participants responded to this question. As shown on Chart 17, 1,665 said they make at least 50% of their purchases locally.



The purchases made outside of Clovis do not benefit the City. The City needs to make a concerted effort to attract retail sectors not currently in Clovis in order to reduce retail leakage.



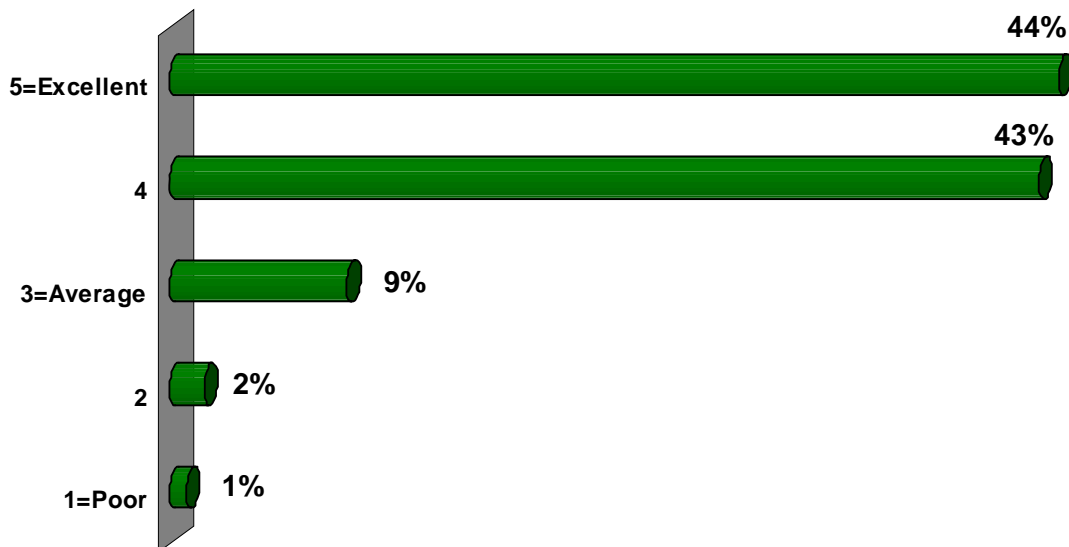
Chart 18 shows the level of satisfaction of all 2,730 respondents living in the City. According to the chart, 2,354 (or 87%) of all 2,706 are very satisfied with living here. A total of 2,620 (or 96%) said they are satisfied and only 81 respondents said they are not satisfied.

On another question included in the survey (not shown on the graph), we asked if they would recommend Clovis to other people: 91% answered Yes.

Many respondents, however, mentioned they do not know of events taking place in town or areas to visit for recreation. As a response, the city has created VisitClovis.com, a website (shown above) dedicated to provide information for our residents.

Satisfaction with Living in Clovis

CHART 18





# Demographics

The following four graphs represent demographic information of the respondents. A large number of people moving to Clovis are between the ages of 31 to 40. The gender ratio is almost 50:50. Surprisingly, the majority of respondents make an income of more than \$90,000 a year. Based on the information provided, we are making the assumption that this is household income. Sixty-six percent of the newcomers are Caucasian followed by 15% Hispanics and 13% Asian. Most of them are coming to areas where new housing developments are taking place, 51% in the 93611 zip code and 32% in the 93619 zip code.

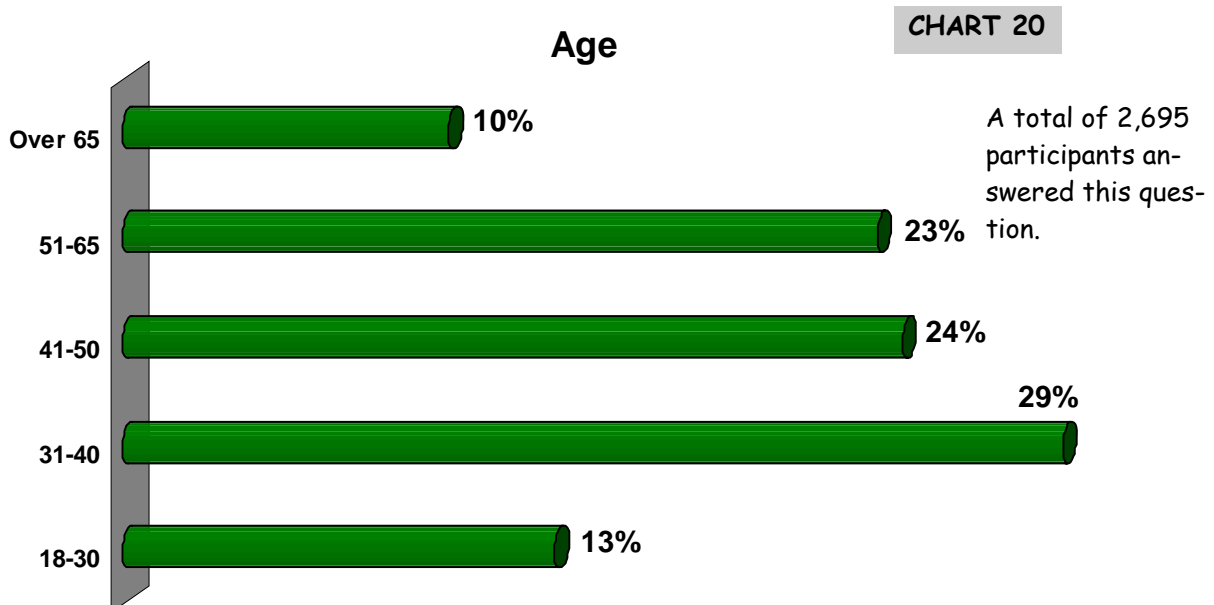
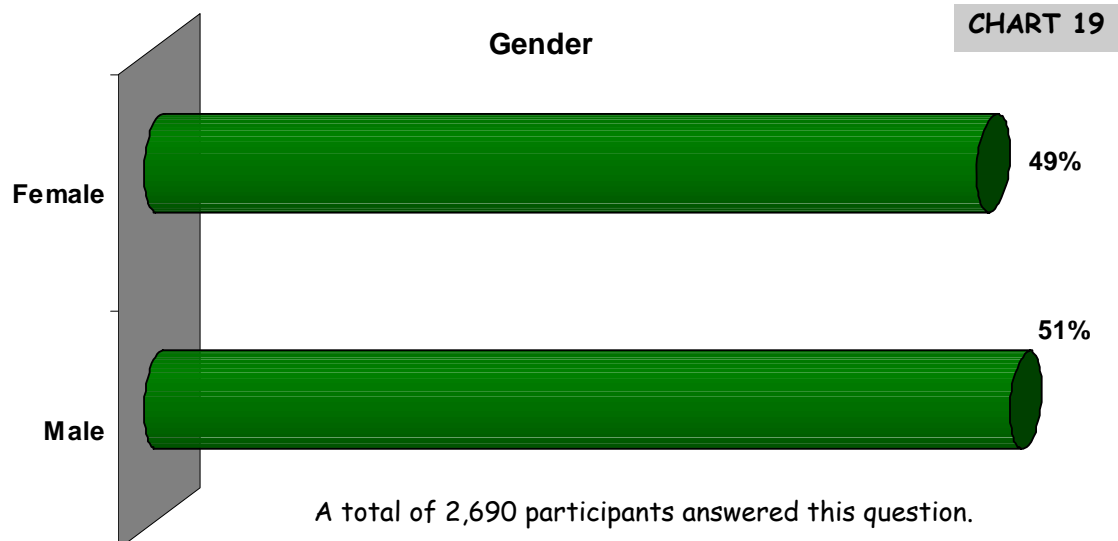
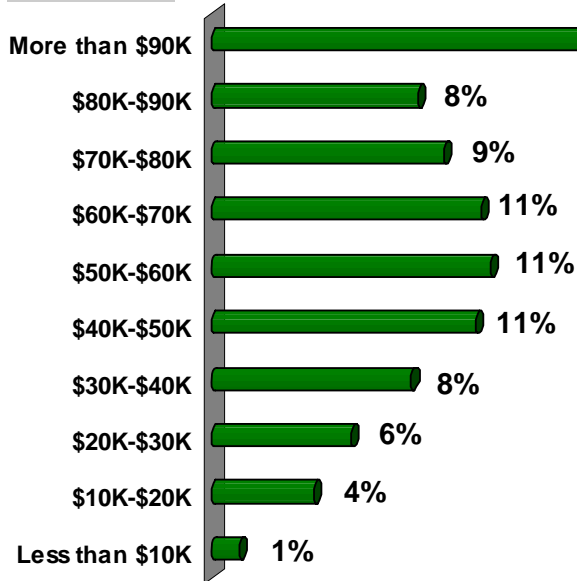




CHART 21

Income

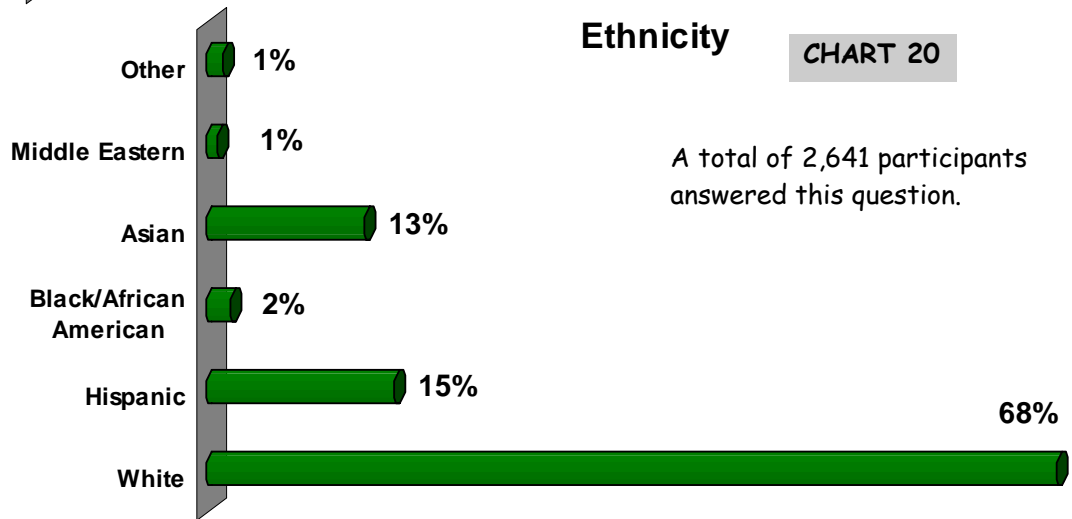
32%



A total of 2,529 participants answered this question.

Ethnicity

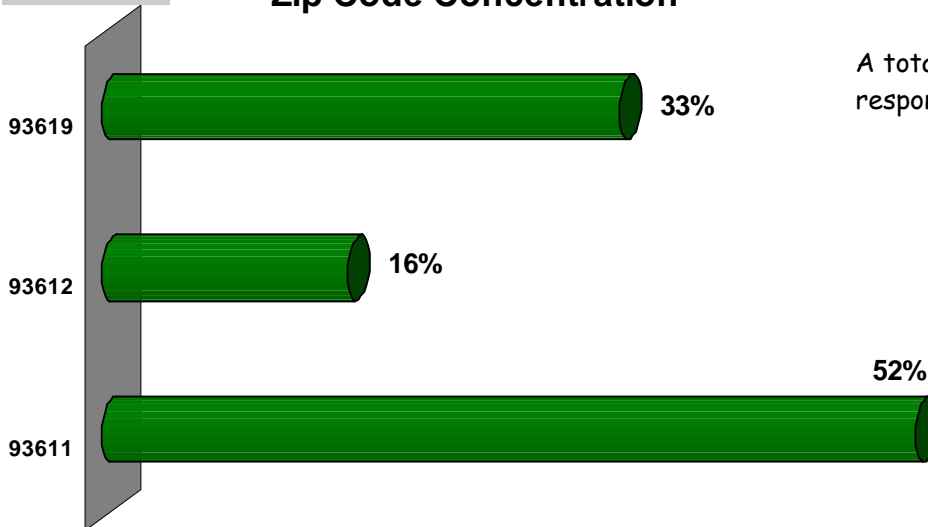
CHART 20



A total of 2,641 participants answered this question.

CHART 22

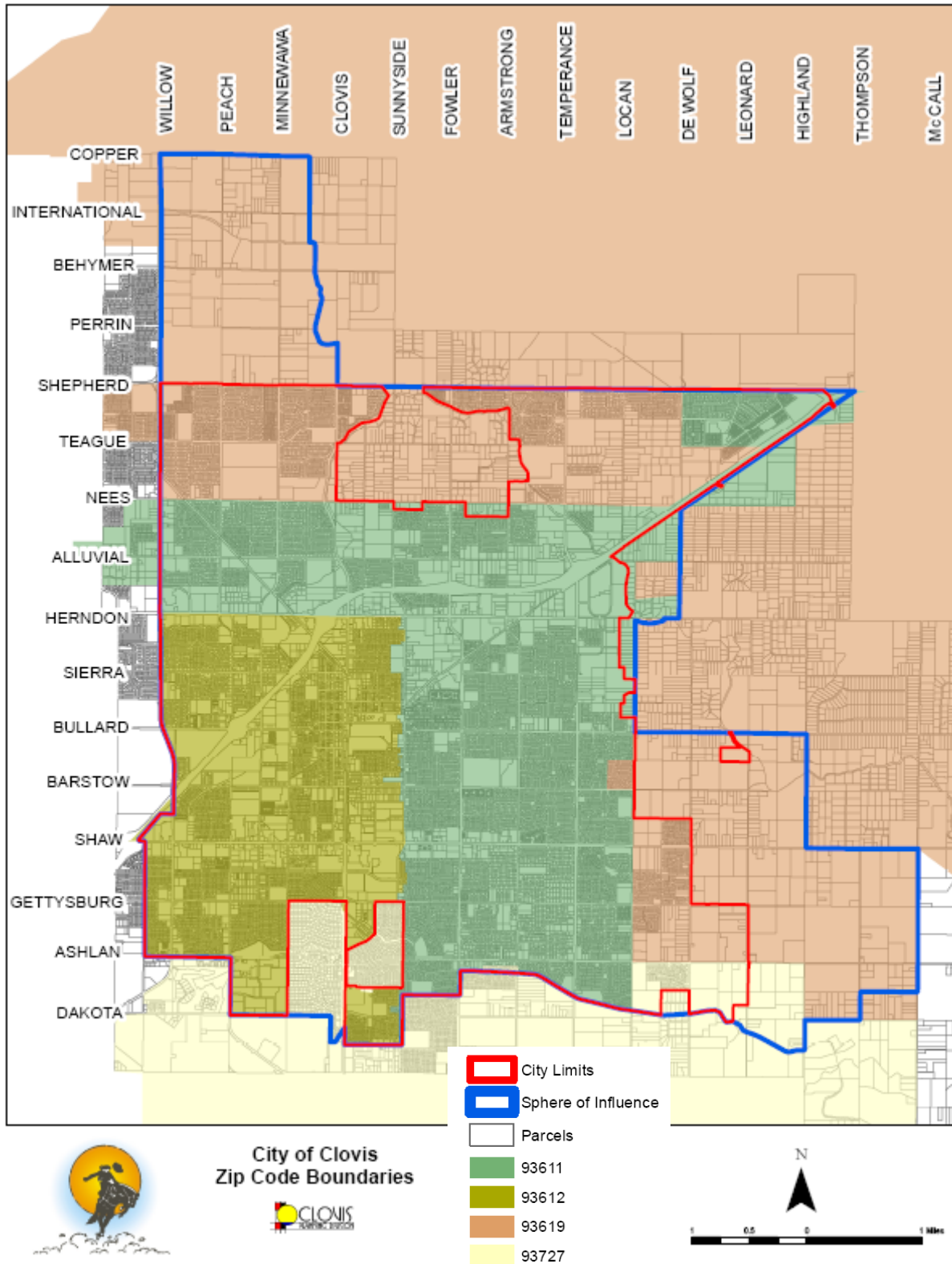
Zip Code Concentration



A total of 2,685 participants responded to this question.



CLOVIS ZIP CODE LOCATION





## Appendix “A”

### Cover Letter Used for Survey

July 28, 2006

Dear Clovis Resident:

**RE: Clovis Resident Survey**

You are receiving this letter because you became a new utility services customer within the last three years and have been identified as a new homeowner/resident of the City of Clovis. If you have moved from one location to another in Clovis, thanks for staying, but please complete the survey anyway! If you are new to the city, welcome to Clovis! In either case, attached is a new homeowner/resident survey for you to complete and mail back to us. A self-addressed stamped envelope is also enclosed. If there are two or more wage-earners in the household, please fill out two or more surveys. Additional surveys can be obtained online at [www.cityofclovis.com](http://www.cityofclovis.com).

We are attempting to determine where you moved from, why you moved to Clovis, what you do for a living, and identify your needs as we plan ahead to target new businesses or invite new residents to live in our city. Our goal is to facilitate a more diverse economy with a better balance of jobs and housing suited for our community. Please take a few minutes to tell us a little about yourself and your satisfaction or dissatisfaction with living in Clovis. Your participation is very important and highly appreciated.

Should you have any questions, please do not hesitate to contact me at (559) 324-2099.

Sincerely,

Michael E. Dozier  
Community and Economic Development Director



# Appendix "B"

**NEW CLOVIS RESIDENTS SURVEY**

**1. When did you move to Clovis?**  
 Less than 6 months ago     2 to 3 years  
 6 Months to 1 year     3 to 4 years  
 1 to 2 years     Over 4 years

**2. Where did you previously live?**  
 Clovis  
 Fresno  
 Central Valley Area  
 San Francisco/Bay Area  
 San Jose/ Silicon Valley area  
 Sacramento Area  
 Los Angeles/ Orange County Area  
 Somewhere else in California  
 Out of State: Where? \_\_\_\_\_  
 Outside the U.S. Where? \_\_\_\_\_  
 Other: \_\_\_\_\_

**3. Why did you choose to move to Clovis? (check all that apply)**  
 Cost of living     Family  
 Job Opportunity     Quality of life  
 Recommended     Housing  
 Clovis Education System     Safety Services  
 The "Clovis way of life"     Retiring  
 Other: \_\_\_\_\_

**4. Do you currently:**  Own a house in Clovis     Rent  
 Own 2<sup>nd</sup> Rental House in Clovis

**5. How would you rate the features of the City of Clovis?**  
 Please Circle: (1 = poor, 5 = excellent, N/A = not applicable)  
 Quality of life: -----1 2 3 4 5 N/A  
 Schools: -----1 2 3 4 5 N/A  
 City Government: -----1 2 3 4 5 N/A  
 Potential Economic Growth: -----1 2 3 4 5 N/A  
 Community Resources: -----1 2 3 4 5 N/A

**6. How many miles do you drive to work (one way)?**  
 Less than 5 Miles     11-25 Miles  
 5-10 Miles     Over 25 Miles

**7. Does your company encourage you to work from home?**  
 Yes     No     Not Applicable

**If Yes, how frequent do you telecommute?**  
 Daily     Once a month  
 4-5 days a week     Occasionally  
 2-3 days a week     Never  
 Once a week

**8. Do you have Internet Service at home?**  
 Yes     No

**If Yes, which service:**  
 High Speed (DSL/Cable, Satellite, etc)  
 Dial Up  
 Wireless  
 Other: \_\_\_\_\_

**9. Where do you work?**  
 In Clovis     Outside Clovis/Fresno  
 In Fresno     Work from home

**10. Which of the following best describes your company's primary business?**  
 Agriculture, forestry, fishing and hunting, and mining

**Question 10 continued**

Construction  
 Manufacturing  
 Wholesale  
 Retail  
 Transportation and warehousing, and utilities  
 Information  
 Finance, insurance, and real estate  
 Professional, scientific, management, administration, and waste management  
 Education, health and social services  
 Arts, entertainment, recreation, accommodation and food service  
 Other services (except public administration)  
 Public administration

**11. What is your highest education completed?**  
 Middle School or less     Bachelor's Degree  
 High School/GED     Master's Degree  
 Some College     Doctoral Degree  
 AA/AS Degree     Other: \_\_\_\_\_

**12. Approximately, what percentage of your retail shopping and dining occurs in Clovis (versus other cities)?**  
 0-25%     50-75%  
 25-50%     75 -100%

**13. Would you like to receive information in any of the following?**  
 Business Start up  
 Setting a company satellite office in Clovis/Fresno  
 Video Conferencing  
 Other: \_\_\_\_\_

**14. Overall, how satisfied are you living in Clovis?**  
 Please Circle: (1 = poor, 5 = excellent, N/A = not applicable)  
 1 2 3 4 5 N/A

**15. Would you recommend the City of Clovis for relocation to someone else?**  Yes     No

**16. Please use the space below to highlight any additional amenities or quality of life elements you would like to see in Clovis.**  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Gender:**  Male     Female

**Age:**  18-30     31-40     41-50     51-65  
 Over 65

**Annual Income:**  
 Less than \$ 10,000     \$ 50,000- \$ 60,000  
 \$ 10,000- \$ 20,000     \$ 60,000- \$ 70,000  
 \$ 20,000- \$ 30,000     \$ 70,000- \$ 80,000  
 \$ 30,000- \$ 40,000     \$ 80,000- \$ 90,000  
 \$ 40,000- \$ 50,000     More than \$ 90,000

**Ethnicity:**  
 White     Black/African American  
 Hispanic     Asian     Middle Eastern  
 Other: \_\_\_\_\_

**Your ZIP Code:** \_\_\_\_\_

Thank you for participating! Please mail survey to: 356 Pollasky Ave., Suite 200 Clovis, CA 93612



## ADDITIONAL AVAILABLE INFORMATION

In addition to the information shown on this report, similar analysis can be provided for specific sub-categories such as length of time living in Clovis, location where they moved from, type of work, education level and income. Each category breaks the information down into specific areas and provides the answers to the survey specifically to that target group, describing how they answered each question, as shown below:

1. **Overall Analysis (REPORT A)**
  - a. Cumulative Results for all 2,730 participants
  - b. F.I.R.E.
  - c. Manufacturing
  - d. Construction
2. **When did you move to Clovis? (REPORT B)**
  - a. Less than 2 years ago
  - b. 2 to 4 years ago
  - c. More than 4 years ago
3. **Where did you previously live? (REPORT C)**
  - a. Clovis/Fresno/Somewhere else in the Central Valley
  - b. San Francisco/Bay Area
  - c. San Jose
  - d. Sacramento
  - e. Los Angeles/Orange County
  - f. Somewhere else in California
  - g. Outside California
  - h. Outside U.S.
4. **Type of Business (REPORT D)**
  - a. Education
  - b. Other Services
  - c. Professional
5. **Education (REPORT E)**
  - a. High School/College/AA Degree
  - b. BA/BS
  - c. MA/MS
  - d. Doctorate
6. **Income (REPORT F)**
  - a. Less than \$50K
  - b. \$50K to \$70K
  - c. \$70K to \$90K
  - d. More than \$90K
  - e. \$70K to \$90K
  - f. More than \$90K

