



THE NATIONAL COMMUNITY SURVEY™

Marshalltown, IA

The National Community Survey

Report of Results
2020

Report by:



POWERED BY POLCO



Visit us online!
www.polco.us

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Marshalltown. 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 considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement

The Community Livability Report provides the opinions of a representative sample of 522 residents of the City of Marshalltown collected from September 28th, 2020 to November 13th, 2020. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2020 survey was 18%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Marshalltown.



How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Marshalltown’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Marshalltown residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Marshalltown’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Marshalltown’s average rating was more than 20 points different when compared to the benchmark.

Methods

Selecting survey recipients

All households within the City of Marshalltown were eligible to participate in the survey. A list of all households within the zip codes serving Marshalltown was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Marshalltown households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Marshalltown boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of the four City Council Wards. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Conducting the survey

The probability sample was divided into two parts: 1,500 recipients received two mailed invitations to participate in the online survey hosted on Polco, while another 1,500 received three mailings. Both parts of the probability sample mailed several days to one week apart and began mailing on September 28th, 2020. The former group received two postcards, a prenotification and a reminder, that contained invitations to complete the survey and a URL through which residents could respond. Conversely, the latter group of 1,500 received a first mailing of a prenotification postcard announcing the survey. The next mailing contained a letter from the Mayor inviting the households to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey.

The survey was available in English and Spanish languages. Both cover letters included a URL through which the residents selected for the mail survey could choose to respond online rather than by mail. The cover letters also contained paragraphs in Spanish instructing participants to complete the Spanish version of the survey online.

About 5% of the 3,000 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,848 households that received the invitations to participate, 522 completed the survey, providing an overall response rate of 18%. The response rate(s) were/was calculated using AAPOR's response rate #2* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the City of Marshalltown survey is no greater than plus or minus five percentage points around any given percent reported for all respondents.

In addition to the randomly selected "probability sample" of households, a link to an online "open participation" survey was publicized by the City of Marshalltown. This open participation survey was identical to the probability sample survey and open to all city residents. The online "open participation" survey became available to all residents on November 17th, 2020 and remained open for about two weeks.

The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a "key and verify" method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

For both the probability sample and open participation (non-probability) surveys, the demographics of each dataset were separately compared to those found in the 2010 Census and 2017 American Community Survey estimates for adults in the City of Marshalltown. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. Both survey datasets were weighted independently to best match the Census. The characteristics used for weighting were age, ethnicity, housing type, race, sex, tenure, and ward. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme are presented in the following table.

Probability sample

		Unweighted	Weighted	Target*
Age	18-34	7%	28%	30%
	35-54	23%	31%	31%
	55+	69%	41%	39%
Hispanic	No, not Spanish, Hi..	94%	80%	78%
	Yes, I consider mys..	6%	20%	22%
Housing type	Attached	20%	26%	27%
	Detached	80%	74%	73%

Open participation

		Unweighted	Weighted	Target*
Age	18-34	21%	28%	30%
	35-54	34%	31%	31%
	55+	44%	41%	39%
Hispanic	No, not Spanish, Hi..	97%	85%	78%
	Yes, I consider mys..	3%	15%	22%
Housing type	Attached	11%	27%	27%
	Detached	89%	73%	73%

Race	Not white	8%	16%	19%
	White	92%	84%	81%
Race/ethnicity	Not white alone	14%	30%	30%
	White alone	86%	70%	70%
Sex	Female	61%	53%	51%
	Male	39%	47%	49%
Sex/age	Female 18-34	5%	15%	14%
	Female 35-54	14%	15%	15%
	Female 55+	42%	23%	21%
	Male 18-34	3%	13%	15%
	Male 35-54	9%	16%	15%
	Male 55+	28%	19%	18%
Tenure	Own	84%	65%	64%
	Rent	16%	35%	36%
Ward	Ward 1	15%	21%	22%
	Ward 2	27%	22%	22%
	Ward 3	35%	31%	30%
	Ward 4	24%	26%	26%

Race	Not white	5%	16%	19%
	White	95%	84%	81%
Race/ethnicity	Not white alone	7%	28%	30%
	White alone	93%	72%	70%
Sex	Female	63%	47%	51%
	Male	37%	53%	49%
Sex/age	Female 18-34	14%	12%	14%
	Female 35-54	24%	15%	15%
	Female 55+	25%	21%	21%
	Male 18-34	7%	17%	15%
	Male 35-54	11%	16%	15%
	Male 55+	19%	20%	18%
Tenure	Own	86%	64%	64%
	Rent	14%	36%	36%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The City of Marshalltown funded this research. Please contact Jessica Kinser of the City of Marshalltown at jkincer@marshalltown-ia.gov if you have any questions about the survey.

Survey validity

See the Polco knowledge base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at <https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2017 American Community Survey

Highlights

Public safety services received high ratings in Marshalltown, but perceptions of safety could be bolstered.

Residents gave very positive ratings to the major public safety services in the city. About 9 in 10 respondents rated fire services as excellent or good and 8 in 10 gave ambulance/ EMS services positive evaluations. Police services were rated as excellent or good by nearly 80% of residents, an impressive score given the national attention around police services and public trust.

While about 90% of residents reported feeling safe in their neighborhood and the city's downtown/commercial area during the day, the overall feeling of safety in Marshalltown was rated excellent or good by only 6 in 10 survey respondents. This rating fell below the national benchmark.

Mobility ratings in the city are positive and above national benchmarks.

About 9 in 10 residents rate the ease of car travel in Marshalltown excellent or good, a score higher than the nation. Traffic flow on major streets and ease of travel by public transportation also received assessments higher than national averages. Ease of pedestrian travel, bicycle travel and parking were all appraised positively by 7 in 10 residents, ratings on par with national benchmarks.

Marshalltown's economy is an area of focus, particularly in the wake of the COVID-19 pandemic.

The economic health of Marshalltown was identified as the highest priority for community focus in the coming two years and only about one-third of residents rated the economic health of the city as excellent or good. This quality rating is below the national average. Further, residents gave ratings below the national benchmark to the city as a place to visit, the vibrancy of the downtown, and the variety of business and service establishments. Only 11% of survey respondents rated the shopping opportunities in Marshalltown as excellent or good.

While employment opportunities were rated on par with the nation, the pandemic is impacting jobs and household income. Of the households where at least one adult worked for pay (75% of survey respondents), about 1 in 5 reported job loss was a major or moderate problem due to COVID-19. A similar number reported that reduced income from employment and uncertainty around jobs or income were problematic. About 1 in 4 residents were concerned about missing work due to the virus.

The health risks of COVID-19 are the top concerns of residents in Marshalltown.

Marshalltown residents were asked about a set of common COVID-19 concerns. About 6 in 10 survey respondents were concerned about their health and their families' health and worried about the likelihood of contracting the virus. Lack of mask use and improper social distancing also was concerning to about two-thirds of those completing the survey, with at least half of respondents saying they were very concerned about each of these issues.

The largest concern expressed by residents was the health and safety of vulnerable populations (e.g. older adults and those with chronic health issues). About three-quarters of residents expressed they were very or moderately concerned for these population subgroups during the pandemic.

Facets of livability

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

The quadrants to the right show which community facets were given higher or lower importance ratings (up-down) and which had higher or lower quality ratings (right-left). In the charts below you can see what proportion of residents rated each facet positively for quality and then importance. Also shown is whether local ratings were lower, similar or higher than communities across the country (the National Benchmark).



Quality ratings

Please rate each of the following characteristics as they relate to Marshalltown as a whole.

	% positive *	vs. benchmark **
Overall quality of the utility infrastructure in Marshalltown (water, sewer, storm water, electric/gas)	68%	Similar
Overall quality of parks and recreation opportunities	64%	Lower
Overall quality of natural environment in Marshalltown	61%	Lower
Overall design or layout of Marshalltown's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	60%	Similar
Overall quality of the transportation system (auto, bicycle, foot, bus) in Marshalltown	58%	Similar
Overall health and wellness opportunities in Marshalltown	57%	Similar
Overall feeling of safety in Marshalltown	56%	Lower
Overall opportunities for education, culture and the arts	50%	Lower
Residents' connection and engagement with their community	40%	Similar
Overall economic health of Marshalltown	35%	Lower

Importance ratings

Please rate how important, if at all, you think it is for the Marshalltown community to focus on each of the following in the coming two years.

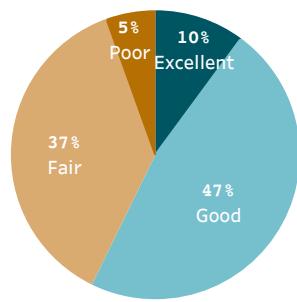
Overall economic health of Marshalltown	95%	Similar
Overall feeling of safety in Marshalltown	89%	Similar
Overall quality of the utility infrastructure in Marshalltown (water, sewer, storm water, electric/gas)	87%	Similar
Overall health and wellness opportunities in Marshalltown	86%	Higher
Overall quality of parks and recreation opportunities	79%	Similar
Overall opportunities for education, culture and the arts	79%	Similar
Overall quality of natural environment in Marshalltown	76%	Lower
Residents' connection and engagement with their community	75%	Similar
Overall design or layout of Marshalltown's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	61%	Much lower
Overall quality of the transportation system (auto, bicycle, foot, bus) in Marshalltown	56%	Much lower

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").
** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Marshalltown



% positive *

vs. benchmark **

Please rate each of the following aspects of quality of life in Marshalltown.

Marshalltown as a place to live

63%

Lower

The overall quality of life in Marshalltown

57%

Lower

Please indicate how likely or unlikely you are to do each of the following.

Remain in Marshalltown for the next five years

79%

Similar

Recommend living in Marshalltown to someone who asks

65%

Lower

Please rate each of the following

characteristics as they relate to Marshallto..

Overall image or reputation of Marshalltown

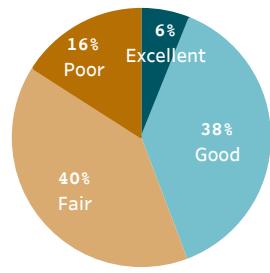
31%

Much lower

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall confidence in Marshalltown government



Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

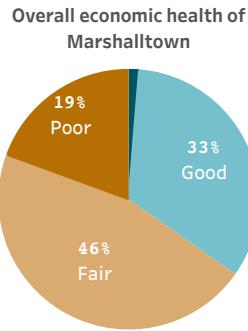
		% positive *	vs. benchmark **
Please rate the quality of each of the following services in Marshalltown.	Public information services	56%	Similar
Please also rate the quality of each of the following services in Marshalltown.	Overall customer service by Marshalltown employees (police, receptionists, planners, etc.)	76%	Similar
Please rate the following categories of Marshalltown government performance.	Treating residents with respect	60%	Similar
	Being honest	55%	Similar
	Treating all residents fairly	52%	Similar
	Generally acting in the best interest of the community	50%	Similar
	Informing residents about issues facing the community	48%	Similar
	Being open and transparent to the public	47%	Similar
	The overall direction that Marshalltown is taking	47%	Similar
	Overall confidence in Marshalltown government	44%	Similar
	The value of services for the taxes paid to Marshalltown	44%	Similar
Overall, how would you rate the quality of the services provided by each of the following?	The City of Marshalltown	61%	Similar
	The Federal Government	38%	Similar

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

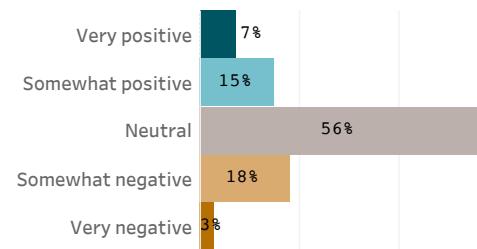
** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



Please rate each of the following aspects of quality of life in Marshalltown.

		% positive *	vs. benchmark **
	Marshalltown as a place to work	65%	Similar
	Marshalltown as a place to visit	33%	Much lower
Please rate each of the following characteristics as they relate to Marshalltown as a whole.	Overall quality of business and service establishments in Marshalltown	57%	Similar
	Cost of living in Marshalltown	55%	Similar
	Employment opportunities	41%	Similar
	Variety of business and service establishments in Marshalltown	38%	Lower
	Overall economic health of Marshalltown	35%	Lower
	Vibrancy of downtown/commercial area	34%	Lower
	Shopping opportunities	11%	Much lower
Please rate the quality of each of the following services in Marshalltown.	Economic development	39%	Similar

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work and play in the community.

Overall quality of the transportation system in Marshalltown



% positive *

vs. benchmark **

Please rate each of the following characteristics as they relate to Marshalltown as a whole.

Ease of travel by car in Marshalltown

87%

Higher

Traffic flow on major streets

80%

Higher

Ease of walking in Marshalltown

72%

Similar

Ease of public parking

71%

Similar

Ease of travel by bicycle in Marshalltown

70%

Similar

Overall quality of the transportation system (auto, bicycle, foot, bus) in Marshalltown

58%

Similar

Ease of travel by public transportation in Marshalltown

58%

Higher

Please indicate whether or not you have done each of the following in the last 12 months.

Walked or biked instead of driving

51%

Similar

Carpooled with other adults or children instead of driving alone

35%

Similar

Used bus, rail, subway or other public transportation instead of driving

8%

Lower

Please rate the quality of each of the following services in Marshalltown.

Traffic enforcement

65%

Similar

Bus or transit services

60%

Similar

Traffic signal timing

55%

Similar

Snow removal

53%

Similar

Street cleaning

51%

Similar

Street lighting

48%

Similar

Street repair

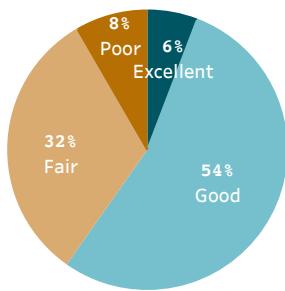
25%

Lower

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall design or layout of Marshalltown's residential and commercial areas



Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

	% positive *	vs. benchmark **
Please rate each of the following aspects of quality of life in Marshalltown.		
Your neighborhood as a place to live	77%	Similar
Please rate each of the following characteristics as they relate to Marshalltown as a whole.		
Preservation of the historical or cultural character of the community	61%	Similar
Overall design or layout of Marshalltown's residential and commercial areas (e.g., homes, buildings, streets, ...)	60%	Similar
Well-planned residential growth	55%	Similar
Well-designed neighborhoods	49%	Similar
Overall quality of new development in Marshalltown	45%	Similar
Availability of affordable quality housing	42%	Similar
Variety of housing options	41%	Similar
Overall appearance of Marshalltown	37%	Much lower
Well-planned commercial growth	35%	Similar
Public places where people want to spend time	35%	Much lower
Please rate the quality of each of the following services in Marshalltown.		
Land use, planning and zoning	41%	Similar
Code enforcement (weeds, abandoned buildings, etc.)	25%	Lower

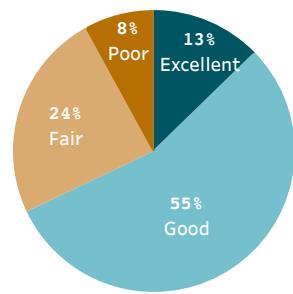
* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Marshalltown

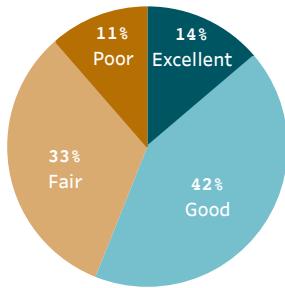


		% positive *	vs. benchmark **
Please rate each of the following characteristics as they relate to Marshalltown.	Overall quality of the utility infrastructure in Marshalltown (water, sewer, storm water, electric/ga...	68%	Similar
Please rate the quality of each of the following services in Marshalltown.	Drinking water	89%	Higher
	Sewer services	80%	Similar
	Garbage collection	75%	Similar
	Power (electric and/or gas) utility	71%	Similar
	Storm water management (storm drainage, dams, levees, etc.)	71%	Similar
	Utility billing	60%	Similar

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall feeling of safety in Marshalltown



Safety

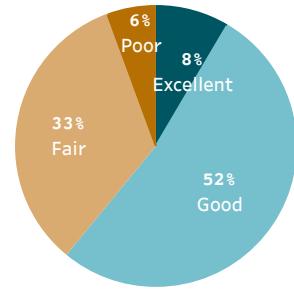
Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust Safety-related services is essential to residents' quality of life.

		% positive *	vs. benchmark **
Please rate each of the following characteristics as they relate to Marshallto..	Overall feeling of safety in Marshalltown	56%	Lower
Please rate how safe or unsafe you feel:			
	In your neighborhood during the day	91%	Similar
	In Marshalltown's downtown/commercial area during the day	89%	Similar
	From violent crime	70%	Similar
	From property crime	61%	Similar
	From fire, flood or other natural disaster	59%	Lower
Please rate the quality of each of the following services in Marshalltown.			
	Fire services	88%	Similar
	Ambulance or emergency medical services	80%	Similar
	Police services	79%	Similar
	Fire prevention and education	75%	Similar
	Crime prevention	67%	Similar
	Animal control	64%	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency s...	56%	Similar

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of natural environment in Marshalltown



Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

		% positive *	vs. benchmark **
Please rate each of the following characteristics as they relate to Marshalltown as a whole.			
	Air quality	66%	Similar
	Overall quality of natural environment in Marshalltown	61%	Lower
	Cleanliness of Marshalltown	43%	Lower
	Water resources (beaches, lakes, ponds, riverways, etc.)	35%	Much lower
Please rate the quality of each of the following services in Marshalltown.			
	Preservation of natural areas (open space, farmlands and greenbelts)	60%	Similar
	Marshalltown open space	58%	Similar
	Recycling	48%	Much lower

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

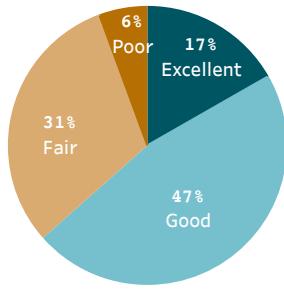
** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the parks and recreation opportunities

Parks and recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

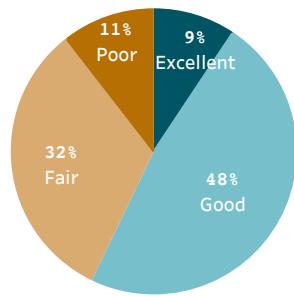


	% positive *	vs. benchmark **
Please rate each of the following characteristics as they relate to Marshalltown as a whole.		
Fitness opportunities (including exercise classes and paths or trails, etc.)	81%	Similar
Availability of paths and walking trails	79%	Similar
Overall quality of parks and recreation opportunities	64%	Lower
Recreational opportunities	60%	Similar
Please also rate the quality of each of the following services in Marshalltown.		
City parks	65%	Similar
Recreation centers or facilities	62%	Similar
Recreation programs or classes	58%	Similar

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall health and wellness opportunities in Marshalltown



Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Please rate each of the following characteristics as they relate to Marshalltown as a whole.

Availability of affordable quality food

% positive *

73%

VS.
benchmark **

Similar

Overall health and wellness opportunities in Marshalltown

57%

Similar

Availability of preventive health services

53%

Similar

Availability of affordable quality health care

52%

Similar

Availability of affordable quality mental health care

34%

Similar

Please also rate the quality of each of the following services in Marshalltown.

Health services

63%

Similar

How would you describe your health?

(% excellent or very good)

How would you describe your health?

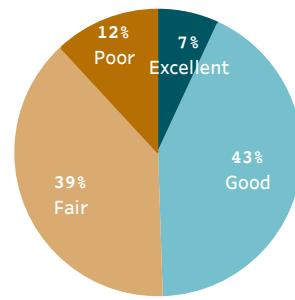
60%

Similar

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall opportunities for education, culture and the arts



Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Please rate each of the following characteristics as they relate to Marshalltown as a whole.

	% positive *	vs. benchmark **
Adult educational opportunities	58%	Similar
K-12 education	58%	Lower
Availability of affordable quality childcare/preschool	50%	Similar
Overall opportunities for education, culture and the arts	50%	Lower
Community support for the arts	47%	Similar
Opportunities to attend cultural/arts/music activities	37%	Lower

Please also rate each of the following characteristics as they relate to Marshalltown as a whole.

Opportunities to attend special events and festivals	47%	Lower
Opportunities to participate in social events and activities	47%	Lower

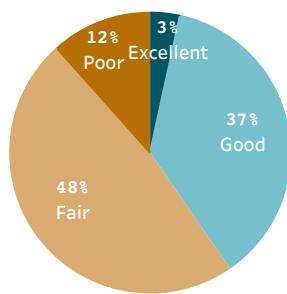
Please also rate the quality of each of the following services in Marshalltown.

Public library services	81%	Similar
-------------------------	-----	---------

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' connection and engagement with their community



Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

		% positive *	vs. benchmark **
Please rate each of the following aspects of quality of life in Marshalltown.	Marshalltown as a place to raise children	63%	Lower
	Sense of community	57%	Similar
	Marshalltown as a place to retire	44%	Lower
Please rate the job you feel the Marshalltown community does at each of the following.	Attracting people from diverse backgrounds	73%	Similar
	Valuing/respecting residents from diverse backgrounds	61%	Similar
	Making all residents feel welcome	60%	Similar
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	57%	Similar
Please also rate each of the following characteristics as they relate to Marshalltown as a whole.	Opportunities to volunteer	69%	Similar
	Neighborliness of residents in Marshalltown	61%	Similar
	Opportunities to participate in community matters	58%	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	51%	Similar
	Sense of civic/community pride	51%	Similar
	Opportunities to participate in social events and activities	47%	Lower
Please rate how important, if at all, you think it is for the Marshalltown community to focus on the following.	Residents' connection and engagement with their community	75%	Similar

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

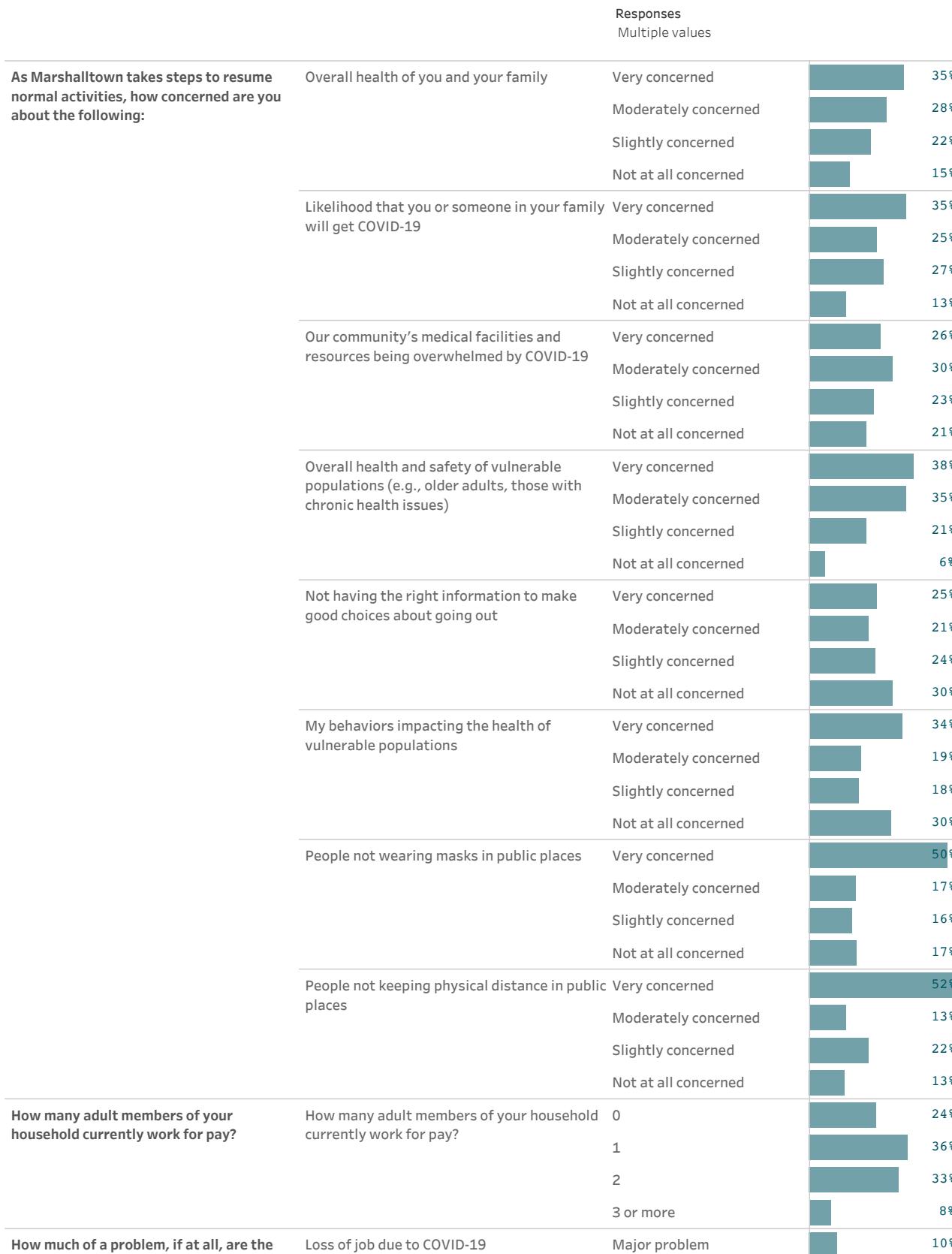
		% yes	vs. benchmark *
Please indicate whether or not you have done each of the following in the last 12 months.	Attended a local public meeting (of local elected officials like City Council or C...	9%	Lower
	Campaigned or advocated for a local issue, cause or candidate	17%	Similar
	Contacted Marshalltown elected officials (in-person, phone, email or web) to ..	19%	Similar
	Contacted the City of Marshalltown (in-person, phone, email or web) for help ..	44%	Similar
	Volunteered your time to some group/activity in Marshalltown	44%	Similar
	Voted in your most recent local election	67%	Similar
	Watched (online or on television) a local public meeting	24%	Similar
 % a few times a week or more			
In general, how many times do you:	Use or check email	95%	Similar
	Access the internet from your cell phone	91%	Similar
	Access the internet from your home using a computer, laptop or tablet compu...	87%	Similar
	Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	84%	Similar
	Shop online	42%	Similar
	Share your opinions online	37%	Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

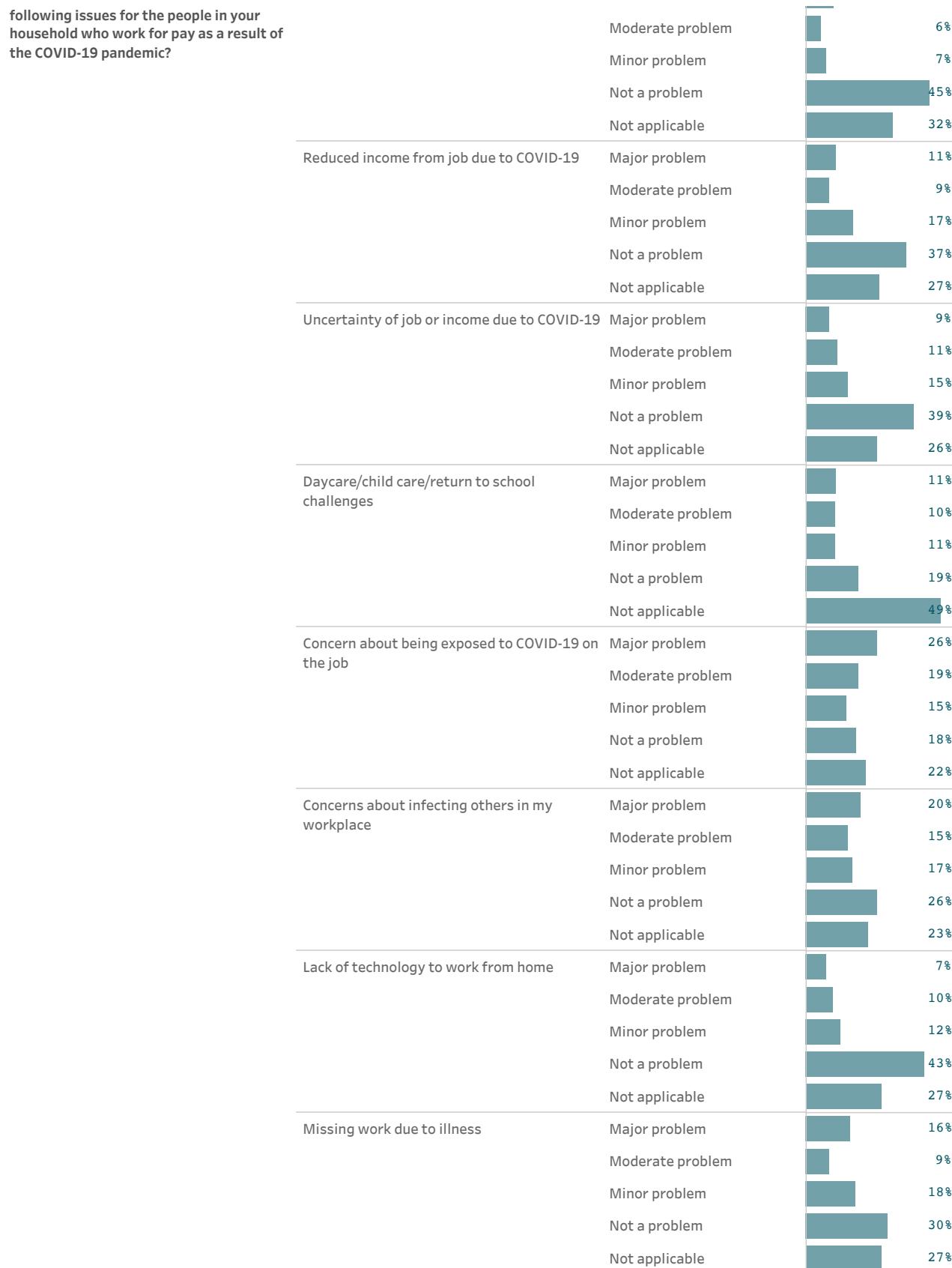
COVID-19

The Coronavirus Aid, Relief, and Economic Security (CARES) Act was passed by Congress to protect the American people from the public health and economic impacts of COVID-19. Through the CARES Act, State, Local, and Tribal governments receive financial assistance to help navigate the impact of the COVID-19 outbreak.

While the standard questions from The National Community Survey provide significant information to evaluate COVID-19 impacts on the foundations of the work environment and climate, these additional questions were included in the survey to dig deeper into the community's recovery needs.



following issues for the people in your household who work for pay as a result of the COVID-19 pandemic?



National benchmark tables

Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. Comparisons to results from other locations across the country can help provide context to the ratings received in Marshalltown.

Ratings are compared when there were at least five other communities in which a similar question was asked. Where comparisons are available, five columns are provided in the table. The first column shows the comparison of Marshalltown's rating to the benchmark. In that column, Marshalltown's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Marshalltown residents is statistically similar to or different (greater or lesser) than the benchmark. The second column is Marshalltown's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," etc.). The third column is the rank assigned to Marshalltown's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. And finally, the fifth column shows the percentile for Marshalltown's result -- that is what percent of surveyed communities had a lower rating than Marshalltown.

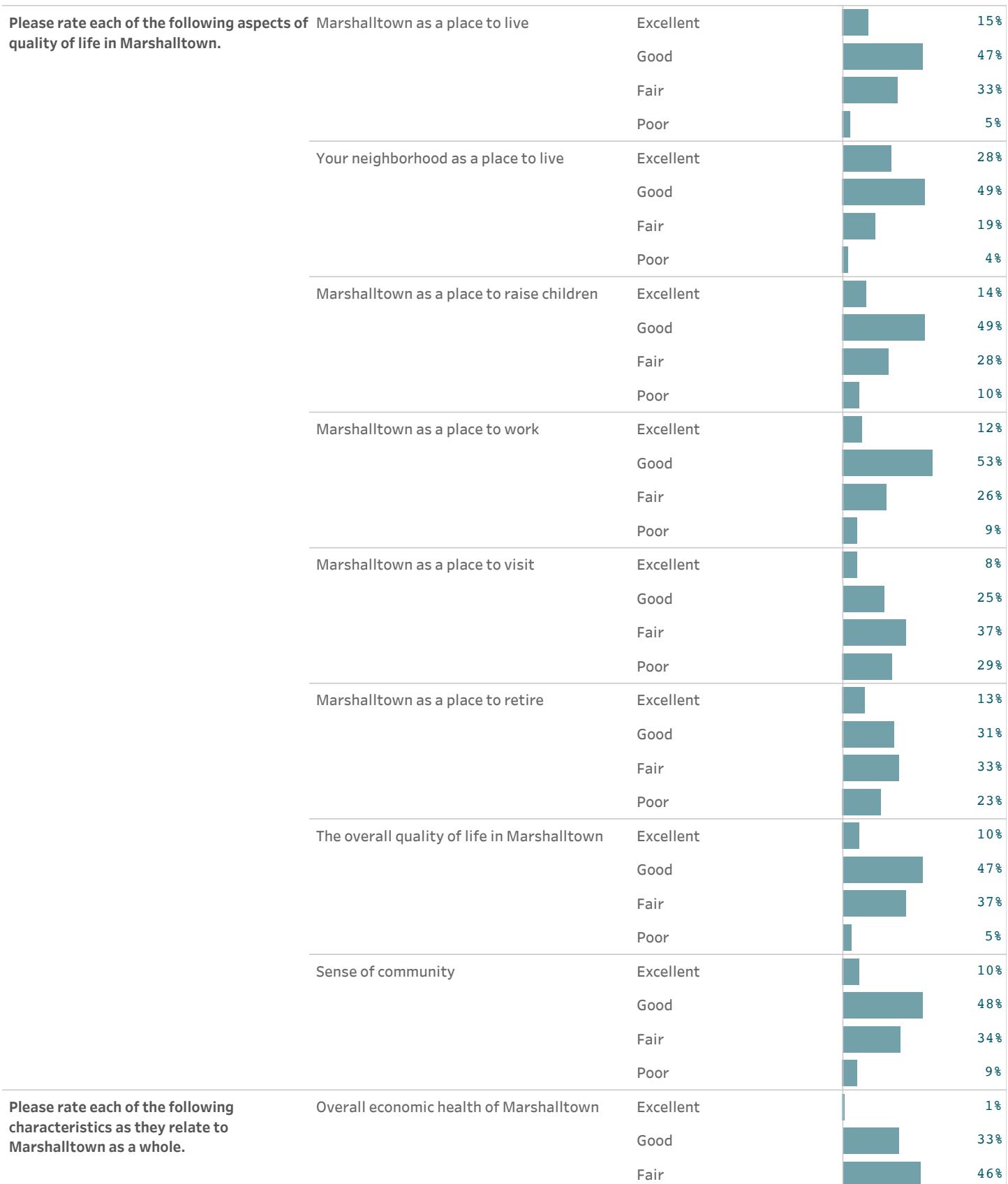
			% positive	Number of		
				Rank	communities	Percentile
Please rate each of the following aspects of quality of life in Marshalltown.	Marshalltown as a place to live	Lower	63%	350	380	9
	Your neighborhood as a place to live	Similar	77%	232	312	26
	Marshalltown as a place to raise children	Lower	63%	318	377	16
	Marshalltown as a place to work	Similar	65%	209	360	43
	Marshalltown as a place to visit	Much lower	33%	278	295	7
	Marshalltown as a place to retire	Lower	44%	319	361	12
	The overall quality of life in Marshalltown	Lower	57%	390	437	11
	Sense of community	Similar	57%	221	308	29
Please rate each of the following characteristics as they relate to Marshalltown as a whole.	Overall economic health of Marshalltown	Lower	35%	255	277	9
	Overall quality of the transportation system (auto, bicycle..	Similar	58%	243	282	15
	Overall design or layout of Marshalltown's residential and ..	Similar	60%	178	272	35
	Overall quality of the utility infrastructure in Marshalltown..	Similar	68%	24	35	34
	Overall feeling of safety in Marshalltown	Lower	56%	317	359	12
	Overall quality of natural environment in Marshalltown	Lower	61%	258	283	10
	Overall quality of parks and recreation opportunities	Lower	64%	32	36	14
	Overall health and wellness opportunities in Marshalltown	Similar	57%	229	275	18
	Overall opportunities for education, culture and the arts	Lower	50%	233	274	16
	Residents' connection and engagement with their commun..	Similar	40%	30	35	17
	Overall quality of business and service establishments in ..	Similar	57%	220	281	22
	Variety of business and service establishments in Marshall..	Lower	38%	34	34	3
	Vibrancy of downtown/commercial area	Lower	34%	198	257	24
	Employment opportunities	Similar	41%	184	312	42
	Shopping opportunities	Much lower	11%	294	298	2
	Cost of living in Marshalltown	Similar	55%	48	275	83
	Overall image or reputation of Marshalltown	Much lower	31%	330	351	7
	Traffic flow on major streets	Higher	80%	12	335	97
	Ease of public parking	Similar	71%	52	243	79
	Ease of travel by car in Marshalltown	Higher	87%	36	311	89
	Ease of travel by public transportation in Marshalltown	Higher	58%	41	247	84
	Ease of travel by bicycle in Marshalltown	Similar	70%	84	311	74
	Ease of walking in Marshalltown	Similar	72%	143	312	55
	Well-planned residential growth	Similar	55%	23	38	42
	Well-planned commercial growth	Similar	35%	33	38	16
	Well-designed neighborhoods	Similar	49%	31	39	23
	Preservation of the historical or cultural character of the c..	Similar	61%	22	33	36
	Public places where people want to spend time	Much lower	35%	254	266	5
	Variety of housing options	Similar	41%	216	285	25
	Availability of affordable quality housing	Similar	42%	144	309	54
	Overall quality of new development in Marshalltown	Similar	45%	234	297	22
	Overall appearance of Marshalltown	Much lower	37%	333	344	4
	Cleanliness of Marshalltown	Lower	43%	280	309	10
	Water resources (beaches, lakes, ponds, riverways, etc.)	Much lower	35%	30	31	7
	Air quality	Similar	66%	210	256	19
	Availability of paths and walking trails	Similar	79%	104	314	67
	Fitness opportunities (including exercise classes and path..	Similar	81%	87	263	68
	Recreational opportunities	Similar	60%	234	297	22

	Availability of affordable quality food	Similar	73%	95	256	64
	Availability of affordable quality health care	Similar	52%	205	270	25
	Availability of preventive health services	Similar	53%	194	252	24
	Availability of affordable quality mental health care	Similar	34%	190	246	24
	Opportunities to attend cultural/arts/music activities	Lower	37%	262	296	12
	Community support for the arts	Similar	47%	30	35	17
	Availability of affordable quality childcare/preschool	Similar	50%	162	268	40
	K-12 education	Lower	58%	211	272	23
	Adult educational opportunities	Similar	58%	152	254	41
Please indicate how likely or unlikely you are to do each ..	Recommend living in Marshalltown to someone who asks	Lower	65%	273	292	7
	Remain in Marshalltown for the next five years	Similar	79%	223	285	23
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	91%	199	351	44
	In Marshalltown's downtown/commercial area during the ..	Similar	89%	198	325	40
	From property crime	Similar	61%	38	49	23
	From violent crime	Similar	70%	40	49	19
	From fire, flood or other natural disaster	Lower	59%	34	35	6
Please rate the job you feel the Marshalltown community does at each of the following.	Making all residents feel welcome	Similar	60%	34	35	6
	Attracting people from diverse backgrounds	Similar	73%	4	35	89
	Valuing/respecting residents from diverse backgrounds	Similar	61%	26	35	28
	Taking care of vulnerable residents (elderly, disabled, hom..	Similar	57%	21	35	42
Please also rate each of the following characteristics as they relate to Marshalltown as a whole.	Sense of civic/community pride	Similar	51%	27	35	26
	Neighborliness of residents in Marshalltown	Similar	61%	178	268	34
	Opportunities to participate in social events and activities	Lower	47%	243	272	11
	Opportunities to attend special events and festivals	Lower	47%	276	290	6
	Opportunities to volunteer	Similar	69%	166	275	40
	Opportunities to participate in community matters	Similar	58%	212	281	25
	Openness and acceptance of the community toward peopl..	Similar	51%	250	301	18
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Marshalltown (in-person, phone, em..	Similar	44%	181	336	46
	Contacted Marshalltown elected officials (in-person, phon..	Similar	19%	95	267	65
	Attended a local public meeting (of local elected officials li..	Lower	9%	271	272	1
	Watched (online or on television) a local public meeting	Similar	24%	105	243	57
	Volunteered your time to some group/activity in Marshallt..	Similar	44%	83	274	70
	Campaigned or advocated for a local issue, cause or candid..	Similar	17%	196	254	24
	Voted in your most recent local election	Similar	67%	29	35	20
	Used bus, rail, subway or other public transportation inste..	Lower	8%	179	227	22
	Carpooled with other adults or children instead of driving ..	Similar	35%	220	259	16
	Walked or biked instead of driving	Similar	51%	170	267	37
Please rate the quality of each of the following services in Marshalltown.	Public information services	Similar	56%	233	288	20
	Economic development	Similar	39%	230	287	21
	Traffic enforcement	Similar	65%	219	360	40
	Traffic signal timing	Similar	55%	113	272	59
	Street repair	Lower	25%	292	355	18
	Street cleaning	Similar	51%	241	311	23
	Street lighting	Similar	48%	274	332	18
	Snow removal	Similar	53%	215	274	22
	Sidewalk maintenance	Similar	40%	241	312	24
	Bus or transit services	Similar	60%	91	241	63
	Land use, planning and zoning	Similar	41%	179	302	41
	Code enforcement (weeds, abandoned buildings, etc.)	Lower	25%	349	370	6
	Affordable high-speed internet access	Similar	37%	28	32	16
	Garbage collection	Similar	75%	278	339	19
	Drinking water	Higher	89%	5	305	99
	Sewer services	Similar	80%	120	308	62
	Storm water management (storm drainage, dams, levees, ..	Similar	71%	101	332	70
	Power (electric and/or gas) utility	Similar	71%	143	196	28
	Utility billing	Similar	60%	193	240	20
	Police services	Similar	79%	235	426	45
	Crime prevention	Similar	67%	228	356	37
	Animal control	Similar	64%	174	322	47
	Ambulance or emergency medical services	Similar	80%	291	327	12
	Fire services	Similar	88%	243	366	34
	Fire prevention and education	Similar	75%	201	289	31

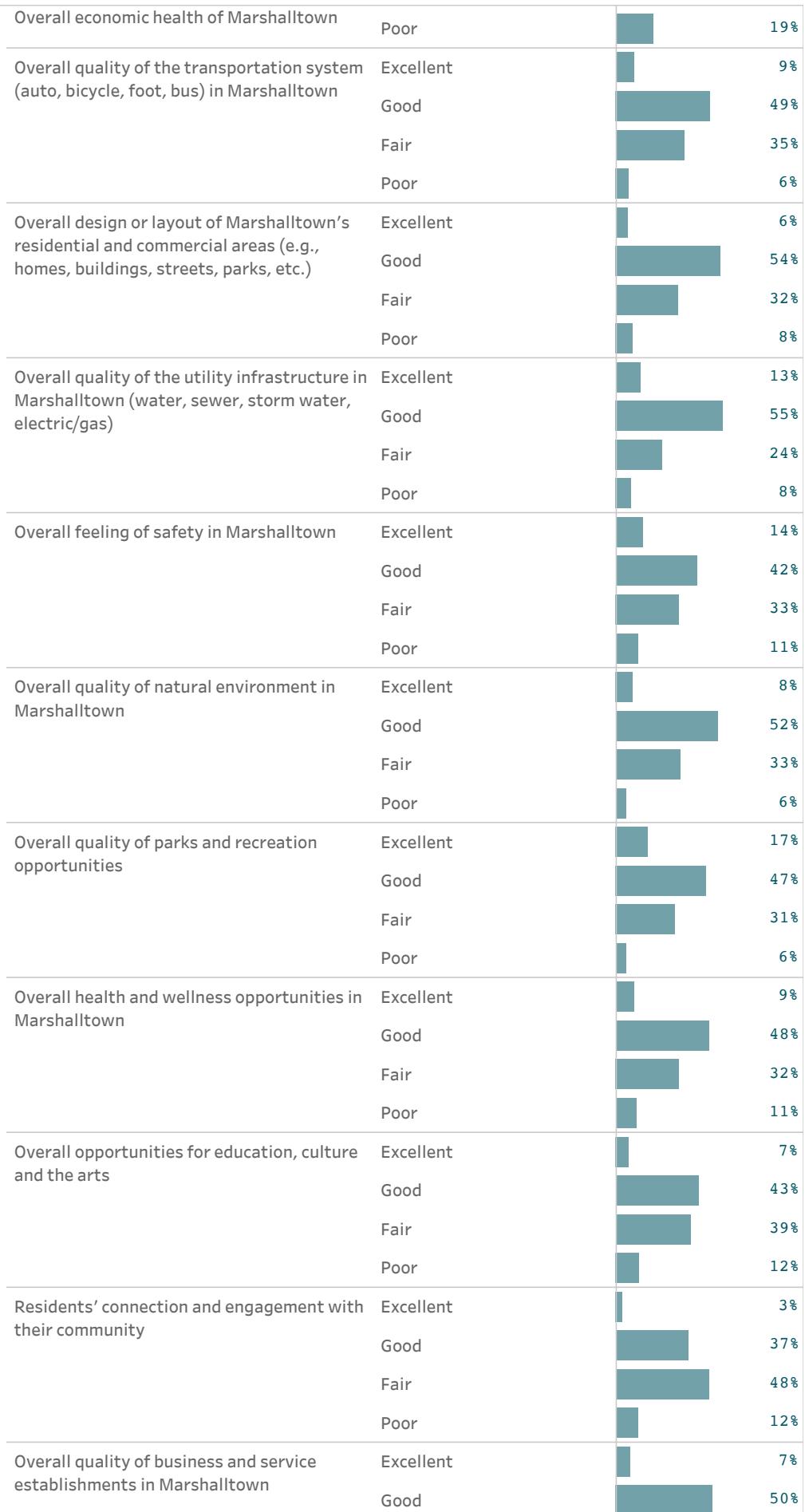
	Emergency preparedness (services that prepare the comm..	Similar	56%	213	283	46
	Preservation of natural areas (open space, farmlands and ..	Similar	60%	137	261	48
	Marshalltown open space	Similar	58%	166	251	35
	Recycling	Much lower	48%	330	344	5
Please also rate the quality of each of the following services in Marshalltown.	City parks	Similar	65%	273	316	14
	Recreation programs or classes	Similar	58%	243	316	24
	Recreation centers or facilities	Similar	62%	207	284	28
	Health services	Similar	63%	128	234	46
	Public library services	Similar	81%	223	323	31
	Overall customer service by Marshalltown employees (poli..	Similar	76%	214	378	44
Please rate the following categories of Marshalltown government performance.	The value of services for the taxes paid to Marshalltown	Similar	44%	287	389	27
	The overall direction that Marshalltown is taking	Similar	47%	253	323	22
	The job Marshalltown government does at welcoming resi..	Similar	44%	244	325	25
	Overall confidence in Marshalltown government	Similar	44%	203	279	28
	Generally acting in the best interest of the community	Similar	50%	181	281	36
	Being honest	Similar	55%	152	272	45
	Being open and transparent to the public	Similar	47%	24	35	34
	Informing residents about issues facing the community	Similar	48%	29	41	31
	Treating all residents fairly	Similar	52%	184	277	34
	Treating residents with respect	Similar	60%	24	35	34
Overall, how would you rate the quality of the services p..	The City of Marshalltown	Similar	61%	323	400	20
	The Federal Government	Similar	38%	147	260	44
Please rate how important, if at all, you think it is for the Marshalltown community to focus on each of the following in the coming two years.	Overall economic health of Marshalltown	Similar	95%	36	256	86
	Overall quality of the transportation system (auto, bicycle..	Much lower	56%	255	256	1
	Overall design or layout of Marshalltown's residential and ..	Much lower	61%	253	256	1
	Overall quality of the utility infrastructure in Marshalltow..	Similar	87%	32	35	12
	Overall feeling of safety in Marshalltown	Similar	89%	196	256	24
	Overall quality of natural environment in Marshalltown	Lower	76%	232	256	10
	Overall quality of parks and recreation opportunities	Similar	79%	34	35	6
	Overall health and wellness opportunities in Marshalltown	Higher	86%	17	255	94
	Overall opportunities for education, culture and the arts	Similar	79%	123	256	52
	Residents' connection and engagement with their commun..	Similar	75%	196	256	24
In general, how many times do you:	Access the internet from your home using a computer, lapt..	Similar	87%	34	35	6
	Access the internet from your cell phone	Similar	91%	22	35	39
	Visit social media sites such as Facebook, Twitter, WhatsA..	Similar	84%	5	35	87
	Use or check email	Similar	95%	23	35	37
	Share your opinions online	Similar	37%	5	35	87
	Shop online	Similar	42%	30	35	17
How would you describe yo..	How would you describe your health?	Similar	60%	157	261	41
What impact, if any, do you ..	What impact, if any, do you think the economy will have on..	Similar	23%	229	266	15

Complete set of frequencies

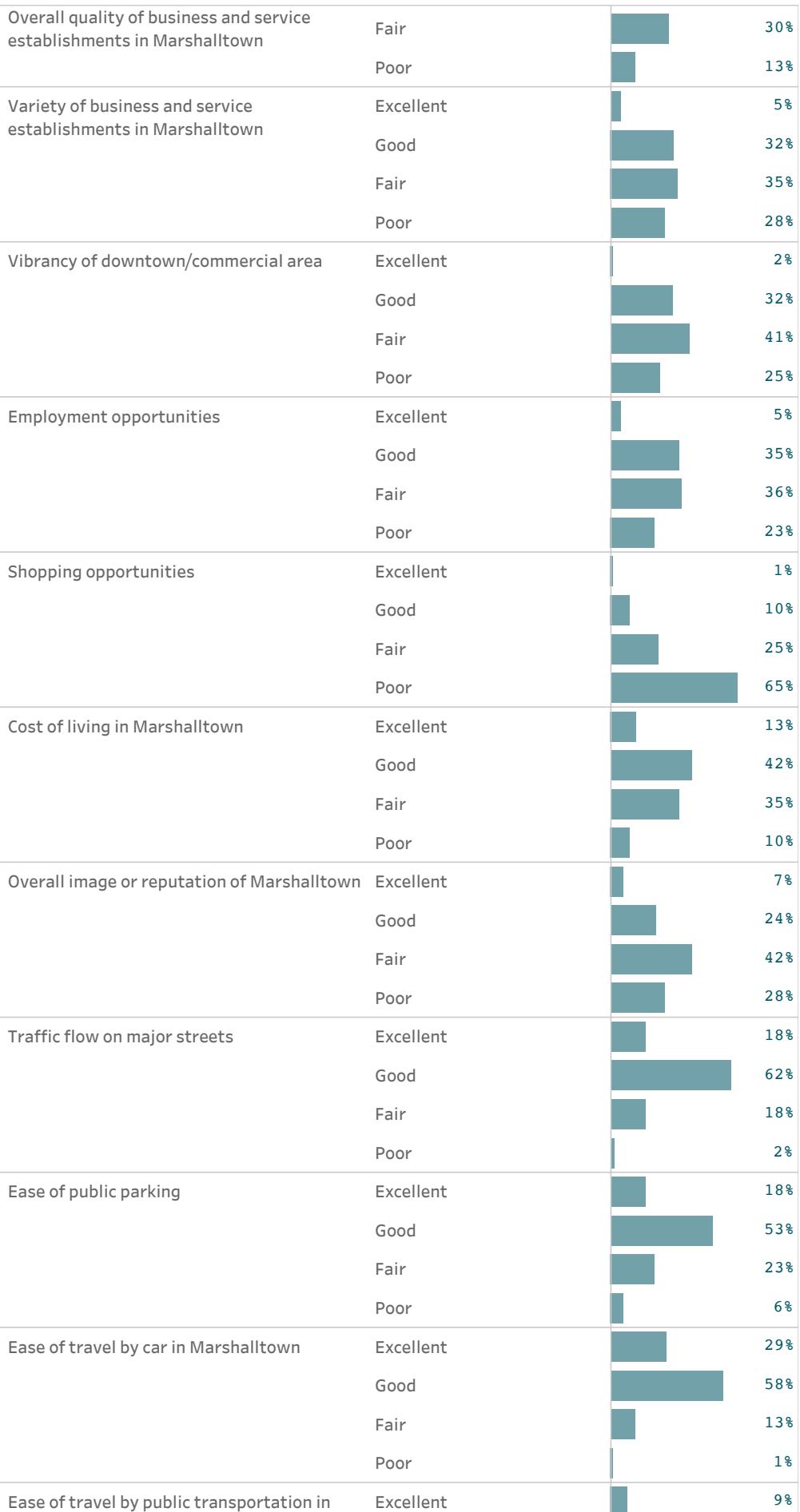
This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.



Please rate each of the following characteristics as they relate to Marshalltown as a whole.



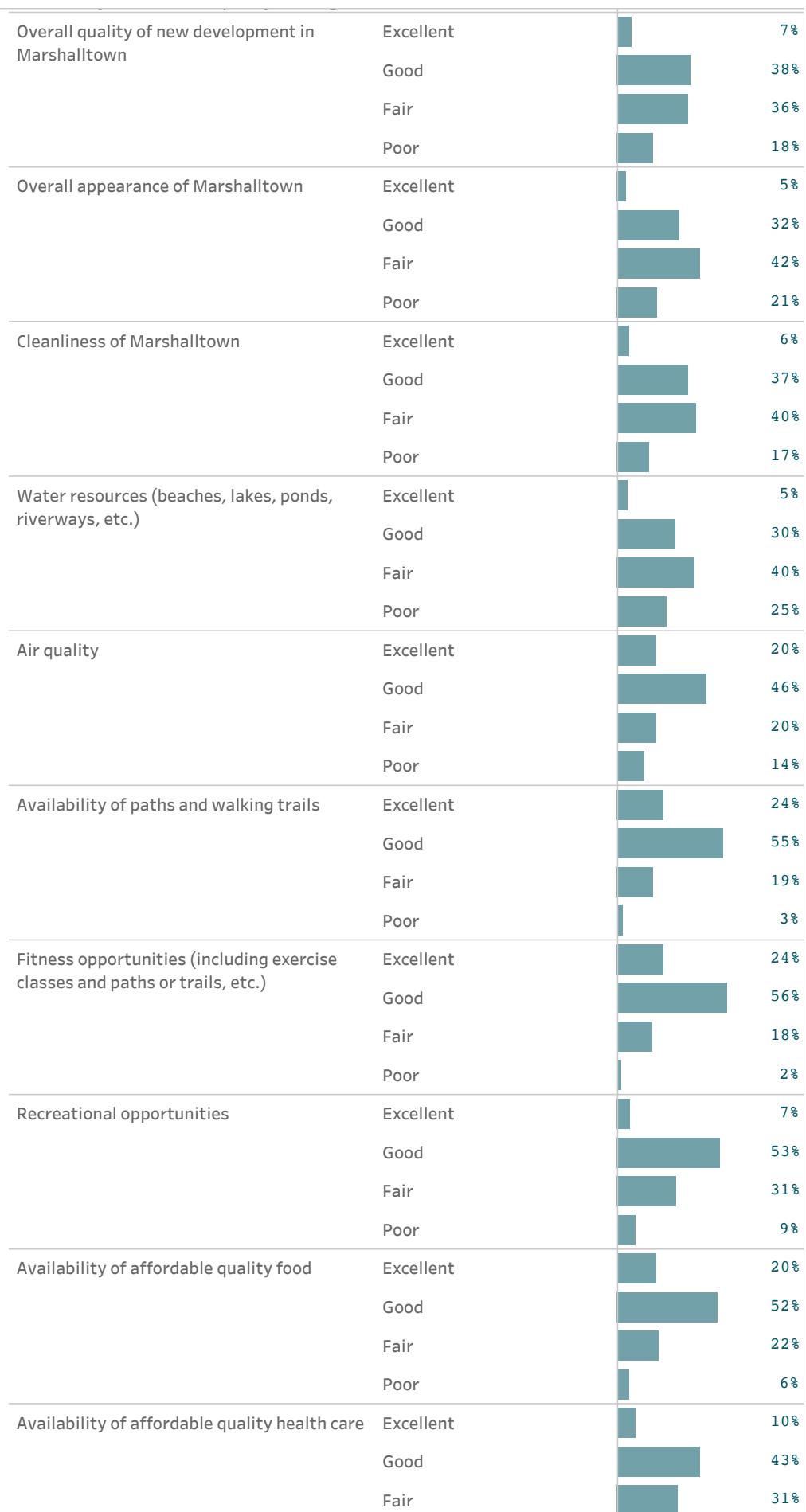
Please rate each of the following characteristics as they relate to Marshalltown as a whole.

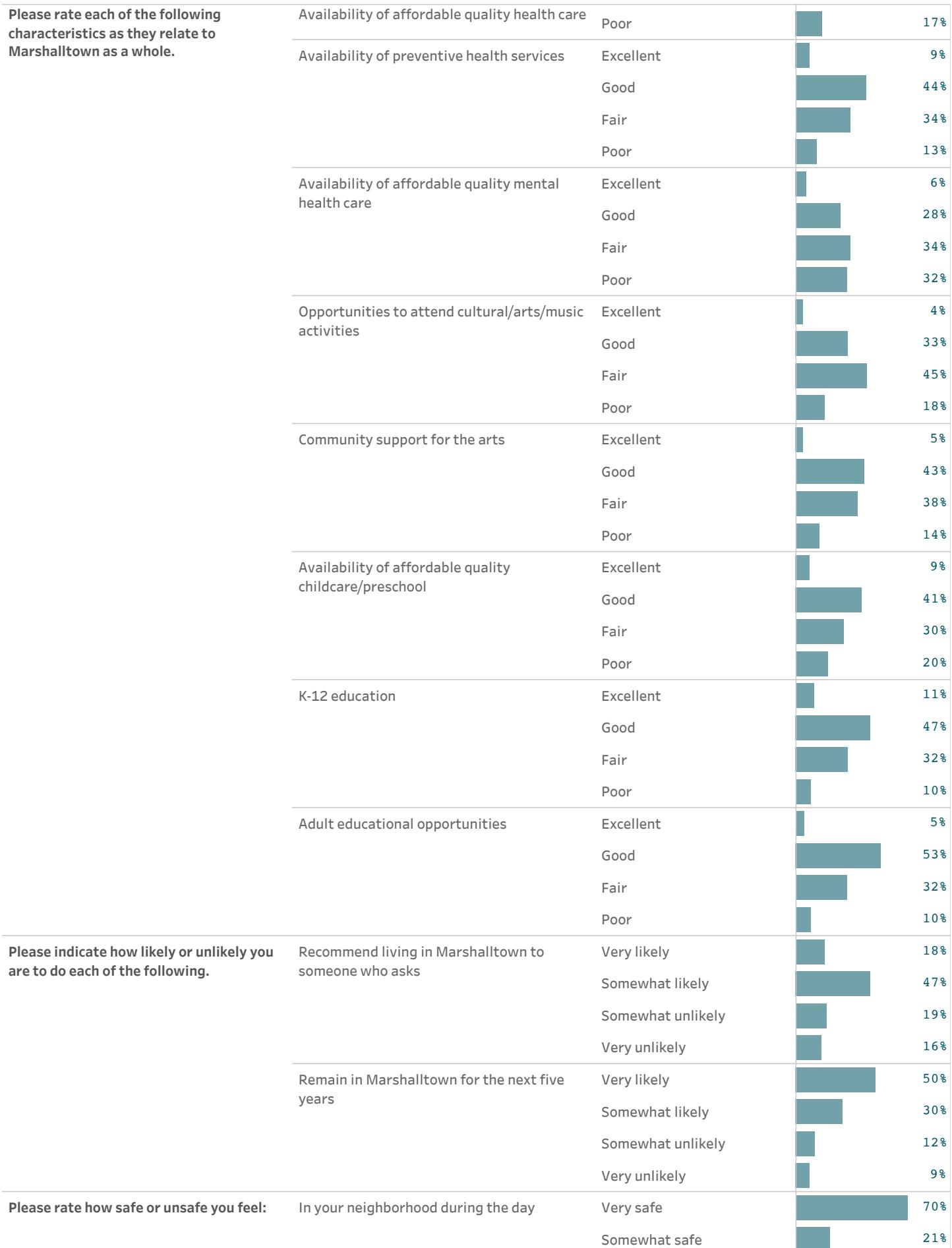


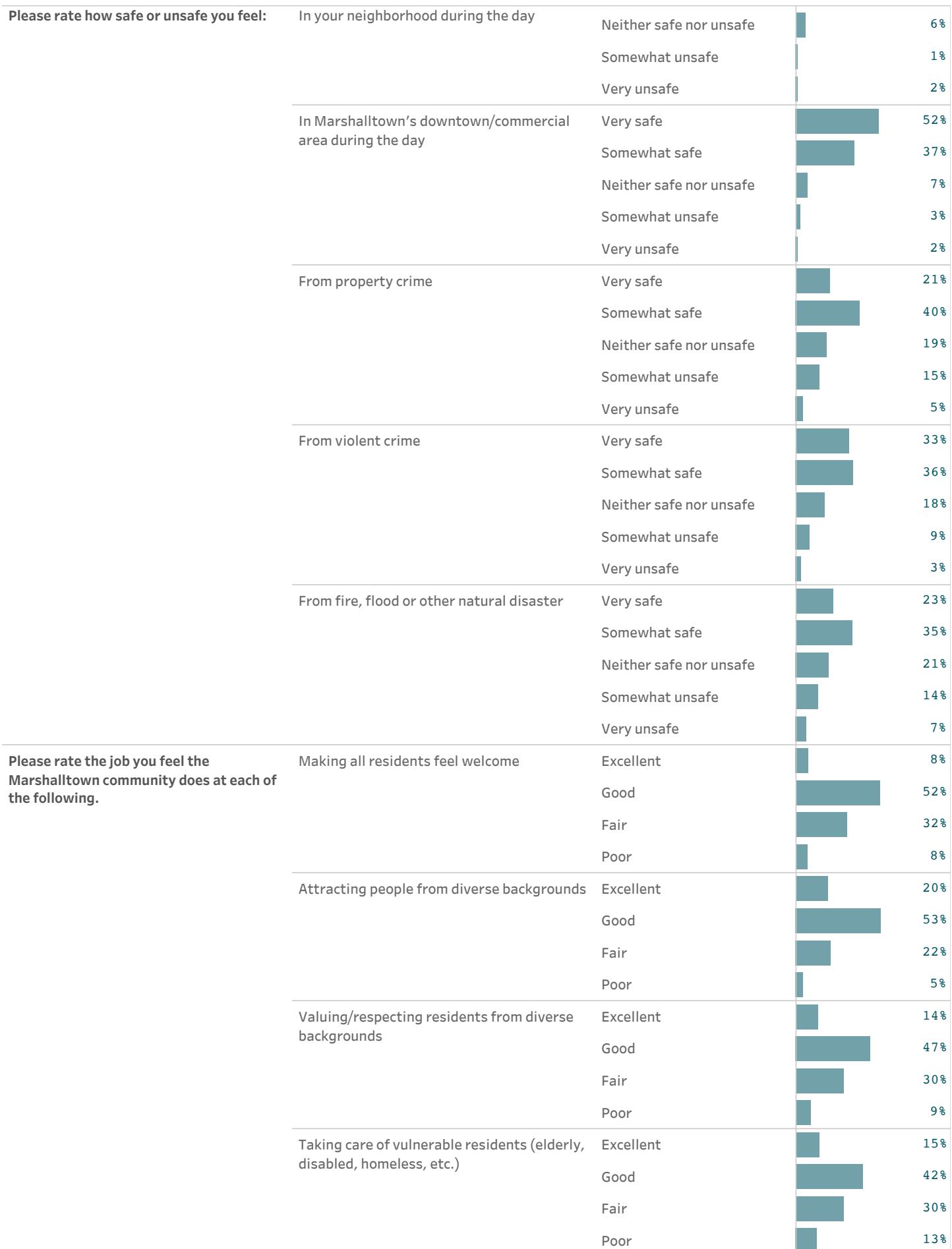
Please rate each of the following characteristics as they relate to Marshalltown as a whole.

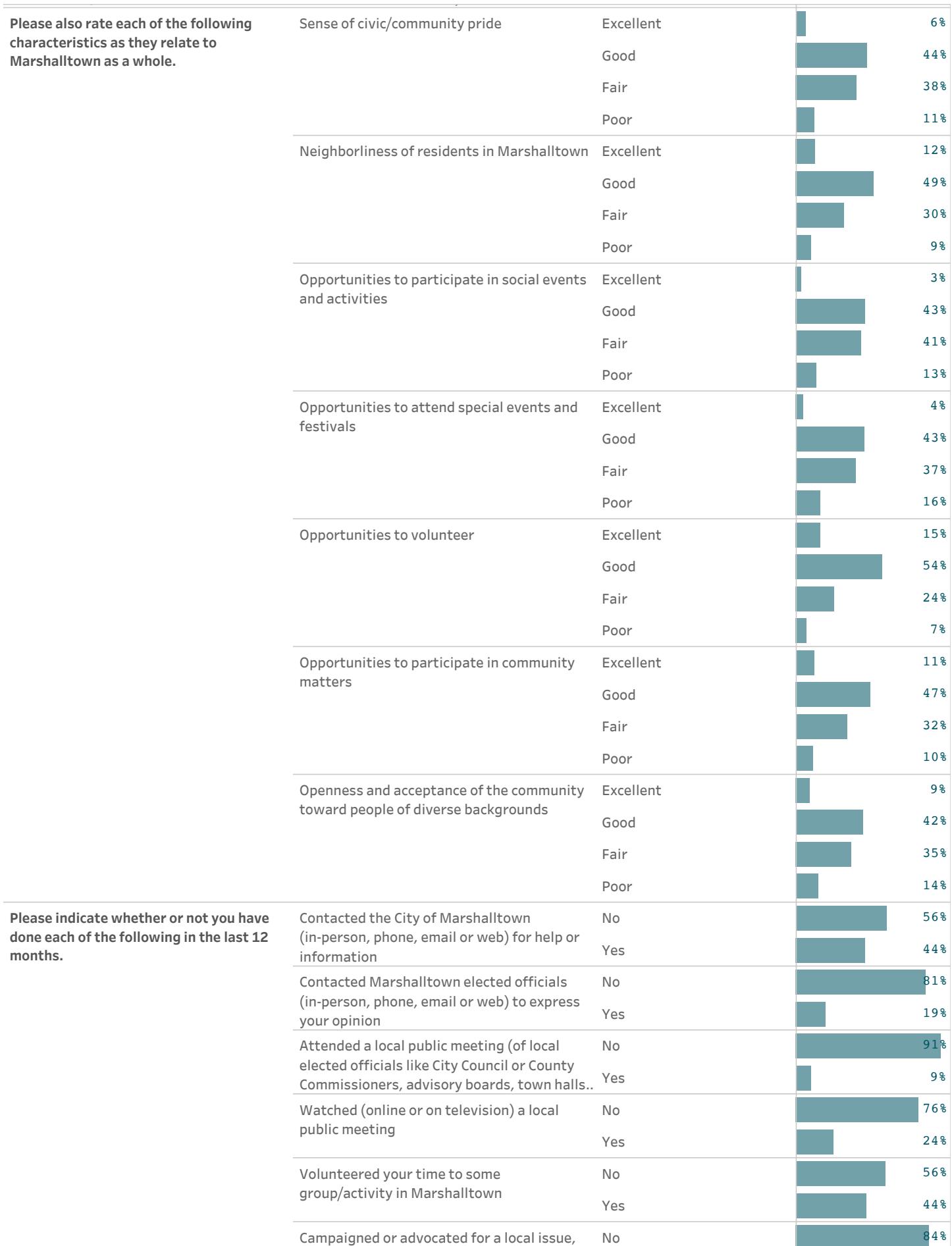


Please rate each of the following characteristics as they relate to Marshalltown as a whole.





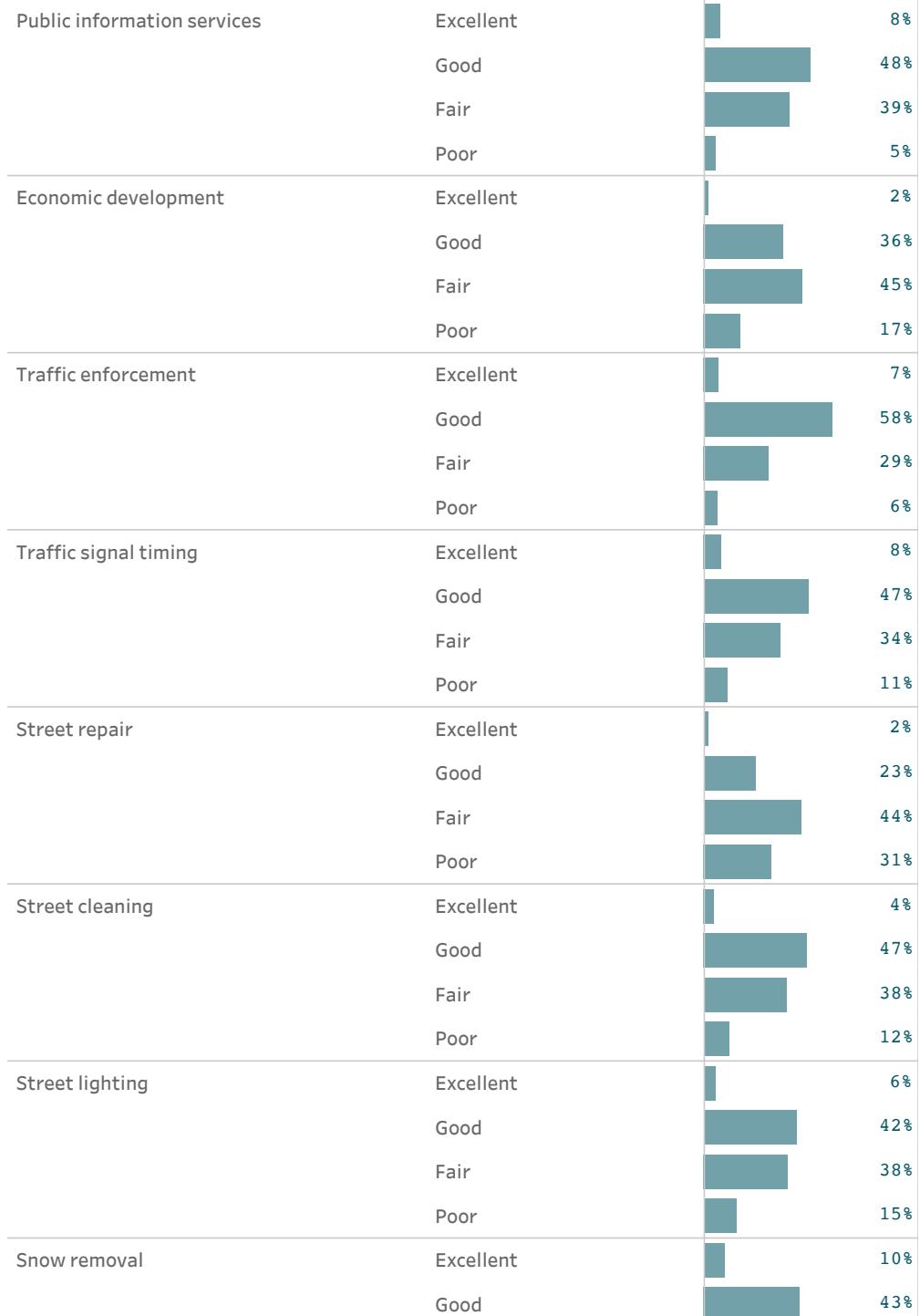




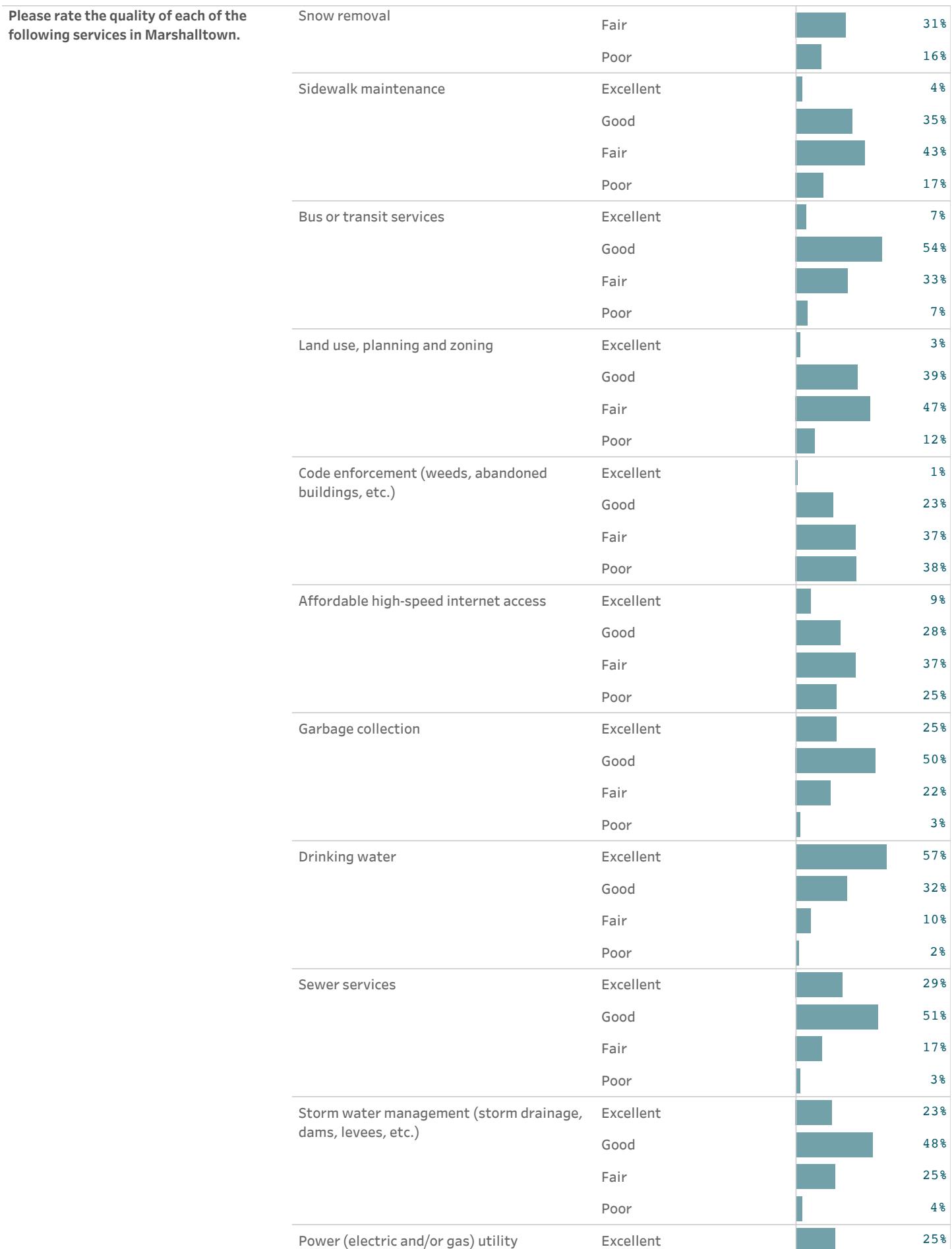
Please indicate whether or not you have done each of the following in the last 12 months.



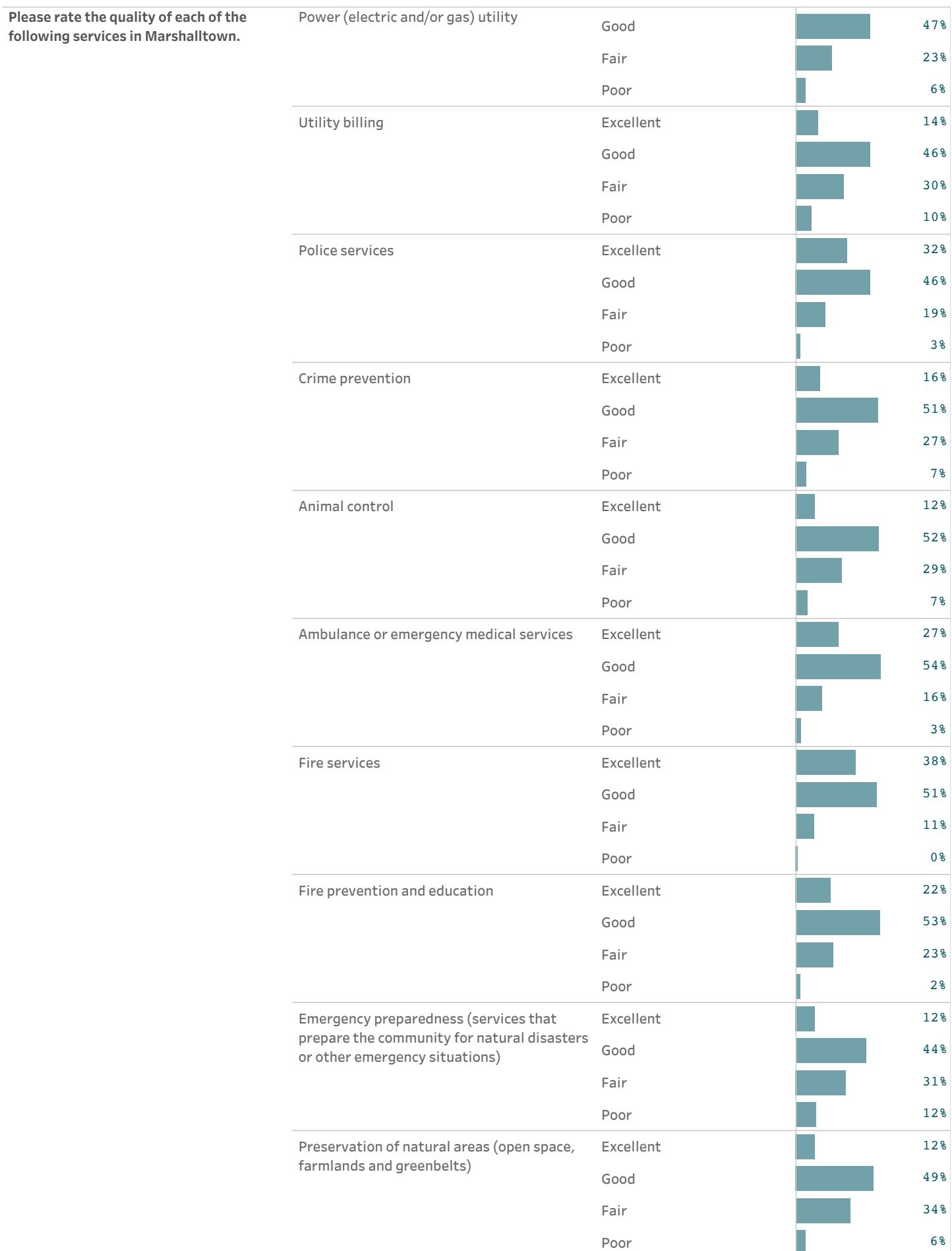
Please rate the quality of each of the following services in Marshalltown.



Please rate the quality of each of the following services in Marshalltown.



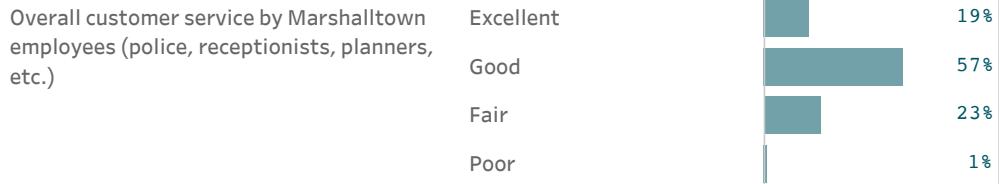
Please rate the quality of each of the following services in Marshalltown.



Please rate the quality of each of the following services in Marshalltown.



Please also rate the quality of each of the following services in Marshalltown.

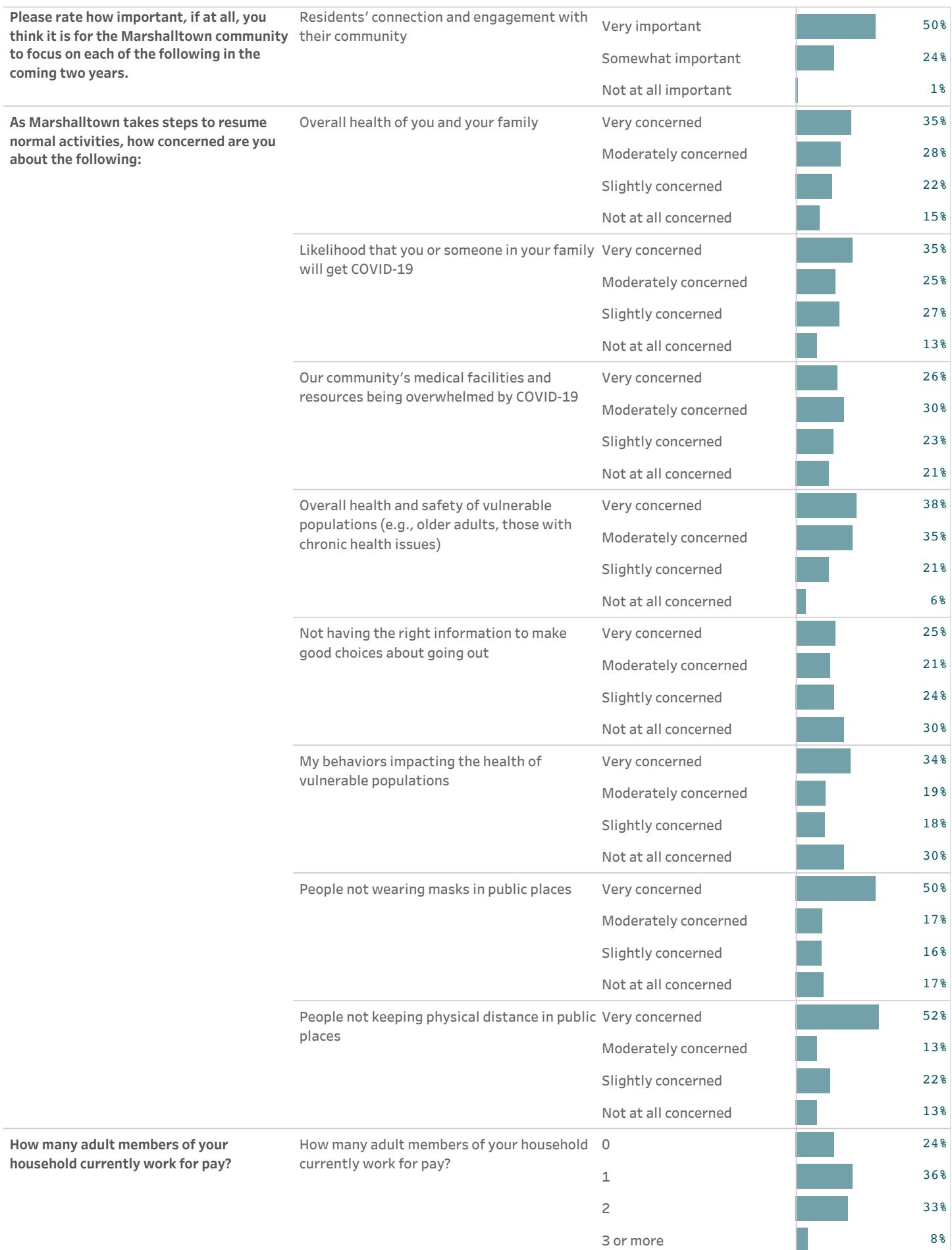


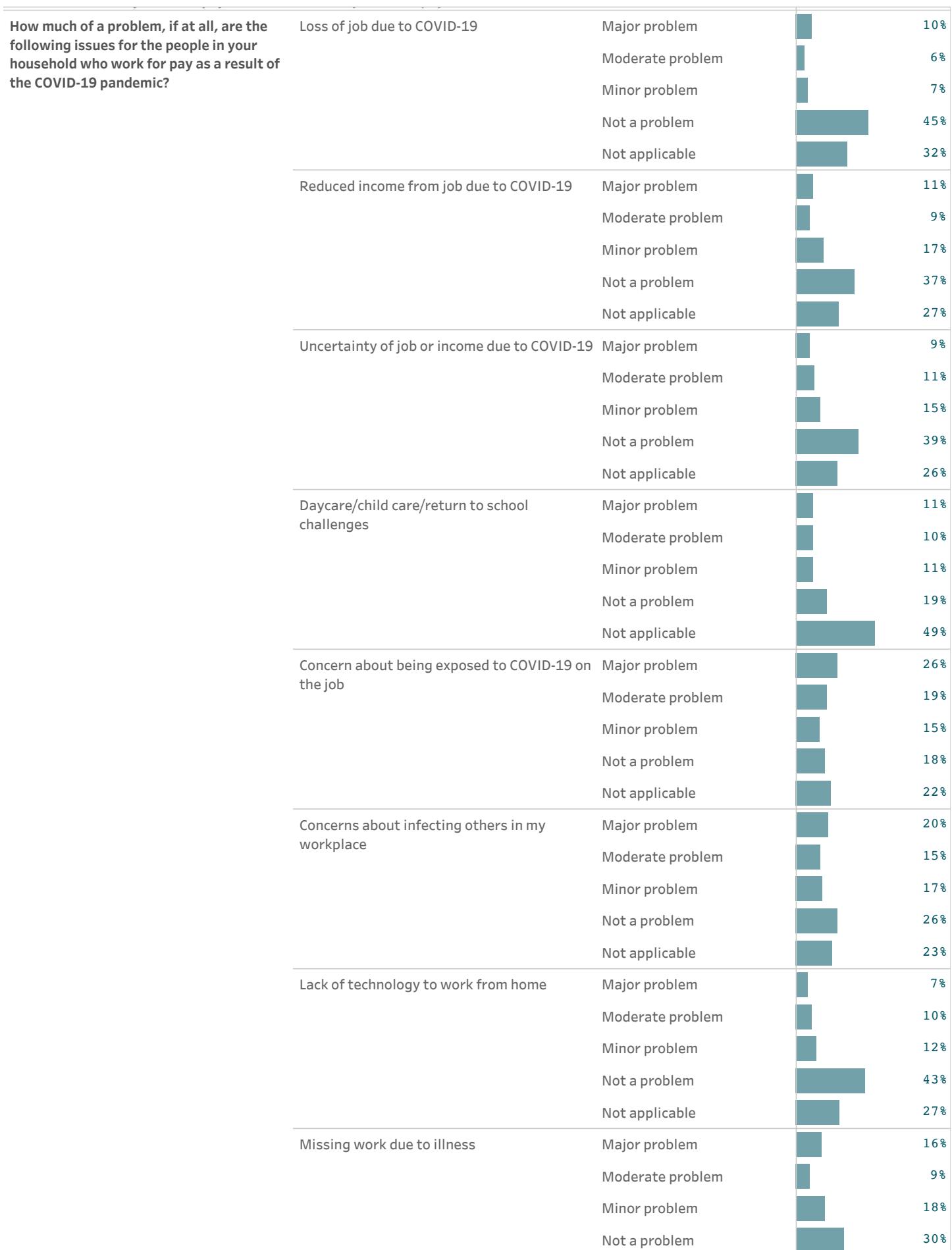
Please rate the following categories of Marshalltown government performance.

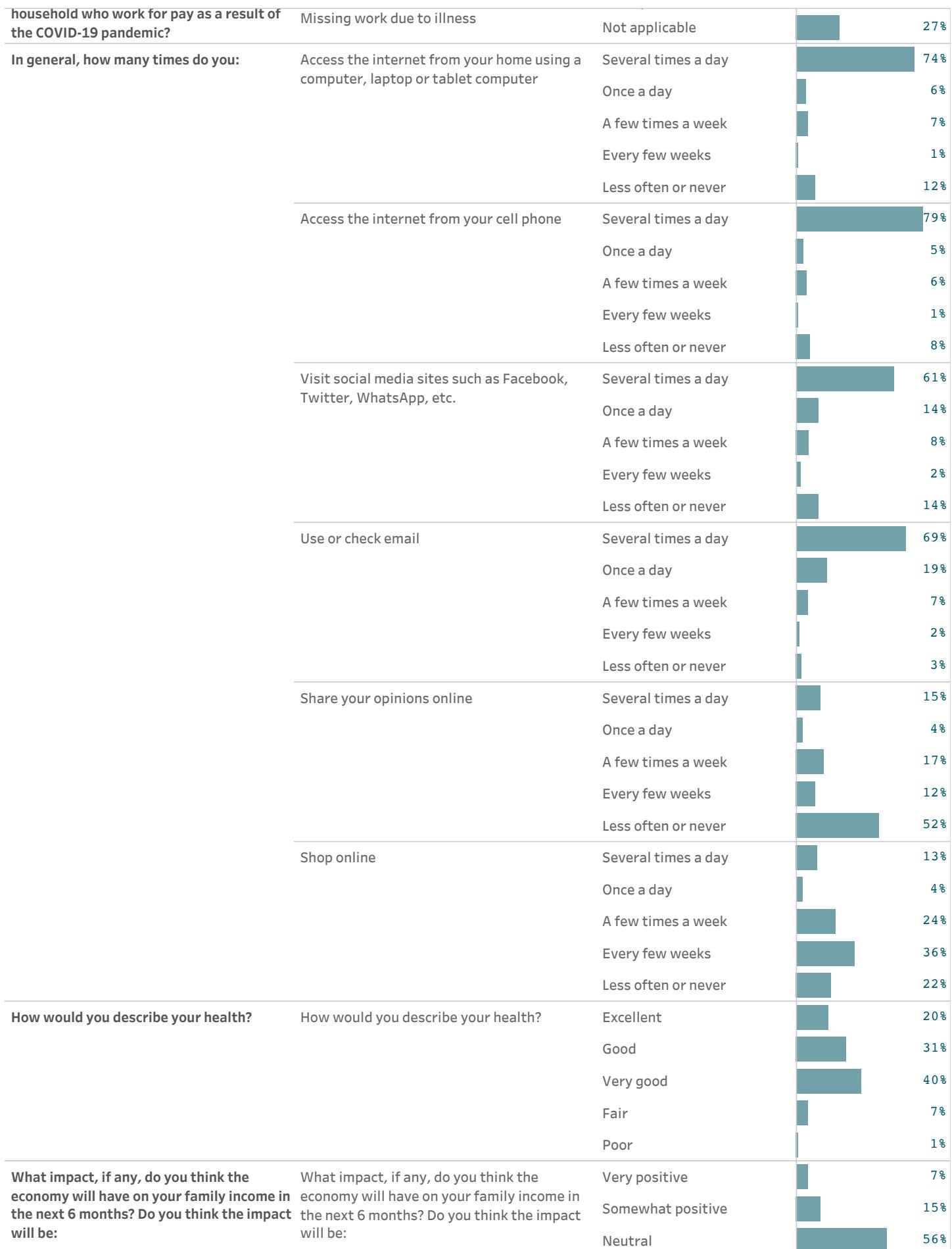


Please rate the following categories of Marshalltown government performance.	The overall direction that Marshalltown is taking	Poor		17%	
	The job Marshalltown government does at welcoming resident involvement	Excellent		7%	
		Good		37%	
		Fair		37%	
		Poor		19%	
	Overall confidence in Marshalltown government	Excellent		6%	
		Good		38%	
		Fair		40%	
		Poor		16%	
	Generally acting in the best interest of the community	Excellent		8%	
		Good		42%	
		Fair		37%	
		Poor		13%	
	Being honest	Excellent		11%	
		Good		44%	
		Fair		35%	
		Poor		10%	
	Being open and transparent to the public	Excellent		8%	
		Good		39%	
		Fair		35%	
		Poor		18%	
	Informing residents about issues facing the community	Excellent		8%	
		Good		40%	
		Fair		32%	
		Poor		20%	
	Treating all residents fairly	Excellent		7%	
		Good		45%	
		Fair		34%	
		Poor		15%	
	Treating residents with respect	Excellent		9%	
		Good		51%	
		Fair		29%	
		Poor		10%	
	Overall, how would you rate the quality of the services provided by each of the following?	The City of Marshalltown	Excellent		8%
			Good		53%
			Fair		33%
			Poor		6%
	The Federal Government	Excellent		4%	
		Good		34%	

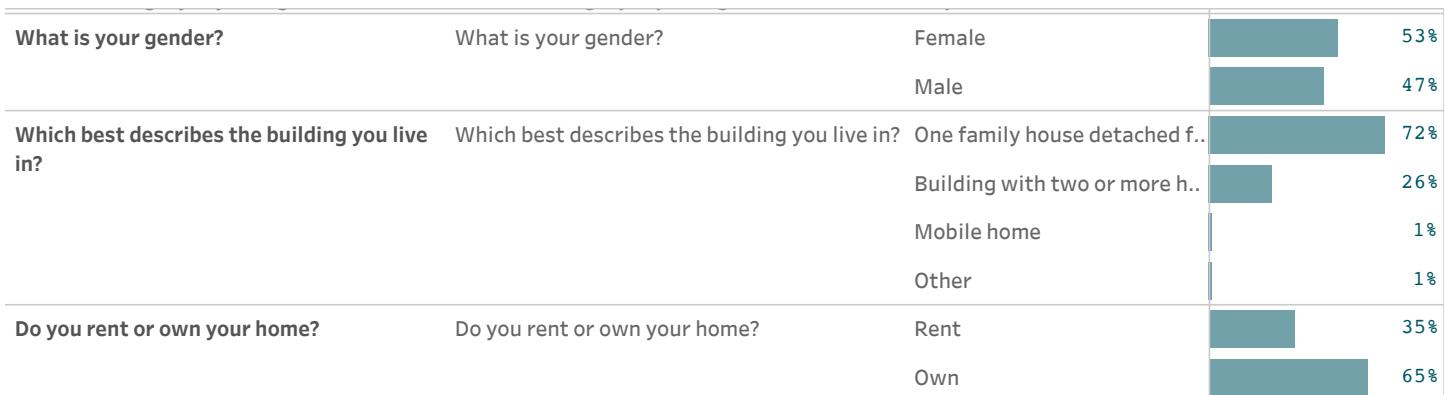
Overall, how would you rate the quality of the services provided by each of the following?	The Federal Government	Fair	42%
		Poor	19%
Please rate how important, if at all, you think it is for the Marshalltown community to focus on each of the following in the coming two years.	Overall economic health of Marshalltown	Essential	51%
		Very important	44%
		Somewhat important	5%
		Not at all important	0%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Marshalltown	Overall quality of the transportation system (auto, bicycle, foot, bus) in Marshalltown	Essential	11%
		Very important	44%
		Somewhat important	41%
		Not at all important	3%
Overall design or layout of Marshalltown's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Overall design or layout of Marshalltown's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential	19%
		Very important	42%
		Somewhat important	34%
		Not at all important	5%
Overall quality of the utility infrastructure in Marshalltown (water, sewer, storm water, electric/gas)	Overall quality of the utility infrastructure in Marshalltown (water, sewer, storm water, electric/gas)	Essential	35%
		Very important	51%
		Somewhat important	11%
		Not at all important	2%
Overall feeling of safety in Marshalltown	Overall feeling of safety in Marshalltown	Essential	47%
		Very important	41%
		Somewhat important	11%
		Not at all important	0%
Overall quality of natural environment in Marshalltown	Overall quality of natural environment in Marshalltown	Essential	24%
		Very important	52%
		Somewhat important	22%
		Not at all important	2%
Overall quality of parks and recreation opportunities	Overall quality of parks and recreation opportunities	Essential	21%
		Very important	57%
		Somewhat important	19%
		Not at all important	2%
Overall health and wellness opportunities in Marshalltown	Overall health and wellness opportunities in Marshalltown	Essential	38%
		Very important	48%
		Somewhat important	12%
		Not at all important	2%
Overall opportunities for education, culture and the arts	Overall opportunities for education, culture and the arts	Essential	36%
		Very important	42%
		Somewhat important	19%
		Not at all important	2%
Residents' connection and engagement with		Essential	24%











The City of Marshalltown 2020 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Marshalltown.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Marshalltown as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Marshalltown as a place to raise children.....	1	2	3	4	5
Marshalltown as a place to work.....	1	2	3	4	5
Marshalltown as a place to visit.....	1	2	3	4	5
Marshalltown as a place to retire	1	2	3	4	5
The overall quality of life in Marshalltown.....	1	2	3	4	5
Sense of community	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Marshalltown as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Marshalltown	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Marshalltown.....	1	2	3	4	5
Overall design or layout of Marshalltown's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Marshalltown (water, sewer, storm water, electric/gas)	1	2	3	4	5
Overall feeling of safety in Marshalltown.....	1	2	3	4	5
Overall quality of natural environment in Marshalltown	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Marshalltown.....	1	2	3	4	5
Overall opportunities for education, culture and the arts	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Marshalltown to someone who asks	1	2	3	4	5
Remain in Marshalltown for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Marshalltown's downtown/commercial area during the day	1	2	3	4	5	6
From property crime	1	2	3	4	5	6
From violent crime	1	2	3	4	5	6
From fire, flood or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Marshalltown community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Marshalltown as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Marshalltown.....	1	2	3	4	5
Variety of business and service establishments in Marshalltown.....	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Marshalltown	1	2	3	4	5
Overall image or reputation of Marshalltown	1	2	3	4	5

7. Please rate each of the following characteristics as they relate to Marshalltown as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Marshalltown.....	1	2	3	4	5
Ease of travel by public transportation in Marshalltown	1	2	3	4	5
Ease of travel by bicycle in Marshalltown.....	1	2	3	4	5
Ease of walking in Marshalltown	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Overall quality of new development in Marshalltown.....	1	2	3	4	5
Overall appearance of Marshalltown	1	2	3	4	5
Cleanliness of Marshalltown.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts	1	2	3	4	5
Availability of affordable quality childcare/preschool	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride	1	2	3	4	5
Neighborliness of residents in Marshalltown	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the City of Marshalltown (in-person, phone, email or web) for help or information.....	1	2
Contacted Marshalltown elected officials (in-person, phone, email or web) to express your opinion	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting	1	2
Volunteered your time to some group/activity in Marshalltown.....	1	2
Campaigned or advocated for a local issue, cause or candidate.....	1	2
Voted in your most recent local election	1	2
Used bus, rail, subway or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone	1	2
Walked or biked instead of driving.....	1	2

The City of Marshalltown 2020 Community Survey

9. Please rate the quality of each of the following services in Marshalltown.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services	1	2	3	4	5
Economic development	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Affordable high-speed internet access	1	2	3	4	5
Garbage collection	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.)	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Utility billing	1	2	3	4	5
Police services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Fire services	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas (open space, farmlands and greenbelts)	1	2	3	4	5
Marshalltown open space.....	1	2	3	4	5
Recycling	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Marshalltown employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Please rate the following categories of Marshalltown government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Marshalltown.....	1	2	3	4	5
The overall direction that Marshalltown is taking.....	1	2	3	4	5
The job Marshalltown government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Marshalltown government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Marshalltown.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Marshalltown community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Marshalltown	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Marshalltown	1	2	3	4
Overall design or layout of Marshalltown's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Marshalltown (water, sewer, storm water, electric/gas)	1	2	3	4
Overall feeling of safety in Marshalltown.....	1	2	3	4
Overall quality of natural environment in Marshalltown	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Marshalltown.....	1	2	3	4
Overall opportunities for education, culture and the arts	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. As Marshalltown takes steps to resume normal activities, how concerned are you about the following:

	<u>Very concerned</u>	<u>Moderately concerned</u>	<u>Slightly concerned</u>	<u>Not at all concerned</u>	<u>Don't know</u>
Overall health of you and your family.....	1	2	3	4	5
Likelihood that you or someone in your family will get COVID-19	1	2	3	4	5
Our community's medical facilities and resources being overwhelmed by COVID-19	1	2	3	4	5
Overall health and safety of vulnerable populations (e.g., older adults, those with chronic health issues)	1	2	3	4	5
Not having the right information to make good choices about going out.....	1	2	3	4	5
My behaviors impacting the health of vulnerable populations	1	2	3	4	5
People not wearing masks in public places	1	2	3	4	5
People not keeping physical distance in public places	1	2	3	4	5

14. How many adult members of your household currently work for pay?

0 1 2 3 or more

15. How much of a problem, if at all, are the following issues for the people in your household who work for pay as a result of the COVID-19 pandemic?

	<u>Major problem</u>	<u>Moderate problem</u>	<u>Minor problem</u>	<u>Not a problem</u>	<u>Not applicable</u>
Loss of job due to COVID-19	1	2	3	4	5
Reduced income from job due to COVID-19.....	1	2	3	4	5
Uncertainty of job or income due to COVID-19.....	1	2	3	4	5
Daycare/child care/return to school challenges.....	1	2	3	4	5
Concern about being exposed to COVID-19 on the job.....	1	2	3	4	5
Concerns about infecting others in my workplace	1	2	3	4	5
Lack of technology to work from home.....	1	2	3	4	5
Missing work due to illness	1	2	3	4	5

The City of Marshalltown 2020 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Would you say that in general your health is:

Excellent Very good Good Fair Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

Very positive Somewhat positive Neutral Somewhat negative Very negative

D4. How many years have you lived in Marshalltown?

Less than 2 years
 2-5 years
 6-10 years
 11-20 years
 More than 20 years

D5. Which best describes the building you live in?

One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D6. Do you rent or own your home?

Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

Less than \$500 \$2,000 to \$2,499
 \$500 to \$999 \$2,500 to \$2,999
 \$1,000 to \$1,499 \$3,000 to \$3,499
 \$1,500 to \$1,999 \$3,500 or more

D8. Do any children 17 or under live in your household?

No Yes

D9. Are you or any other members of your household aged 65 or older?

No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

Less than \$25,000 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 to \$149,999
 \$50,000 to \$74,999 \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D13. In which category is your age?

18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D14. What is your gender?

Female
 Male
 Identify in another way

Thank you! Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502