

Marshalltown, IA

The National Community Survey

Report of Results
2022

Report by:



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About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Marshalltown. A livable community is 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. The survey was developed by the experts from National Research Center at Polco.

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 report provides the opinions of a representative sample of 430 residents of the City of Marshalltown collected from September 21st, 2022 to November 9th, 2022. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2022 survey was 16%. 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/good, very safe/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.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2022 ratings compare to other communities’ ratings from the past five years.



Trends over time

Trend data for Marshalltown represent important comparison data and should be examined for improvements or declines*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than six percentage points between the 2020 and 2022 surveys, the change is statistically significant.

* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

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 8 areas. 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 introduction of the survey.

Conducting the survey

The 2,800 randomly selected households received mailings beginning on September 21st, 2022 and the survey remained open for 7 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 5% of the 2,800 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 2,652 households that received the invitations to participate, 400 completed the survey, providing an overall response rate of 16%. The response rate 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 (400 completed surveys).

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. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on October 24, 2022. The survey remained open for 2 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.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2020 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. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. 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 for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	4%	22%	30%
	35-54	19%	34%	30%
	55+	77%	45%	40%
Area	Area 1 1-1	3%	11%	10%
	Area 2 1-2	8%	15%	12%
	Area 3 2-1	8%	7%	9%
	Area 4 2-2	11%	9%	13%
	Area 5 3-1	24%	11%	14%
	Area 6 3-2	18%	18%	16%
	Area 7 4-1	11%	14%	13%
	Area 8 4-2	17%	16%	14%
Hispanic origin	No, not Spanish, Hispanic, or Latino	96%	78%	76%
	Spanish, Hispanic, or Latino	4%	22%	24%
Housing tenure	Own	83%	66%	66%
	Rent	17%	34%	34%
Housing type	Attached	22%	27%	27%
	Detached	78%	73%	73%
Race & Hispanic origin	Not white alone	10%	30%	33%
	White alone, not Hispanic or Latino	90%	70%	67%
Sex	Man	42%	45%	50%
	Woman	58%	55%	50%
Sex/age	Man 18-34	1%	6%	15%
	Man 35-54	8%	18%	16%
	Man 55+	33%	21%	19%
	Woman 18-34	3%	15%	15%
	Woman 35-54	11%	17%	15%
	Woman 55+	44%	24%	21%

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/good, very safe/somewhat safe, essential/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 jkinser@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 2020 American Community Survey

Key Findings

Residents appreciate the utility infrastructure in Marshalltown.

Most utility services in Marshalltown were rated positively by the majority of residents, and tended to be on par with comparison communities across the county. This was highlighted by drinking water, which was rated positively by about 8 in 10 residents and was higher than the national benchmark. A slightly lower but strong proportion of residents also gave high marks to garbage collection (73% excellent or good), sewer services (71%), power utility (68%), as well as storm water management (67%). Each of these items were similar to national averages. About three quarters of respondents approved of the overall quality of utility infrastructure in Marshalltown, while about half of residents felt similarly toward both utility billing and affordable high-speed internet access.

Residents continue to identify the economy as a potential area of focus.

The economy is a continued area of priority for the residents of Marshalltown, and when asked about aspects of the community the City should focus on in the next two years, nearly 9 in 10 residents responded that the *importance* of the overall economic health of the City was essential or very important. A lower proportion of residents gave the *quality* of economic health in Marshalltown positive ratings (30% excellent or good) which was on par with the national average.

Other items related to the economy in Marshalltown garnered mixed results. Around two-thirds of residents approved of Marshalltown as a place to work, while about 4 in 10 had similar feelings toward employment opportunities as well as the overall quality of business and service establishments. Lower than average ratings were given to a number of items, including the vibrancy of downtown and commercial areas, variety of business and service establishments, as well as shopping opportunities...

Safety remains a top priority for residents.

Residents' relative quality and importance ratings of the facet of Safety also indicated that this was an important area of focus for the City in the coming years. While the overall feeling of safety in Marshalltown was much lower than the comparisons (50% excellent or good), a strong majority of residents reported feeling safe in their neighborhood (85% safe or somewhat safe), Marshalltown's downtown/ commercial area during the day (84%), as well as from fire, flood, and other natural disasters (67%). About three quarters of residents felt safe from both property and violent crime, which were lower than the national benchmarks.

Safety related services in Marshalltown also tended to be positive, though a number of individual items experienced notable decline from the previous iteration of the NCS. The highest performing safety related services were fire services (83% excellent or good), fire prevention and education (68%), as well as ambulance/EMS services (68%). Items that experienced a decline in ratings since the previous iteration of the NCS included police services, crime prevention, and animal control.

Residents show preference for potential park improvements.

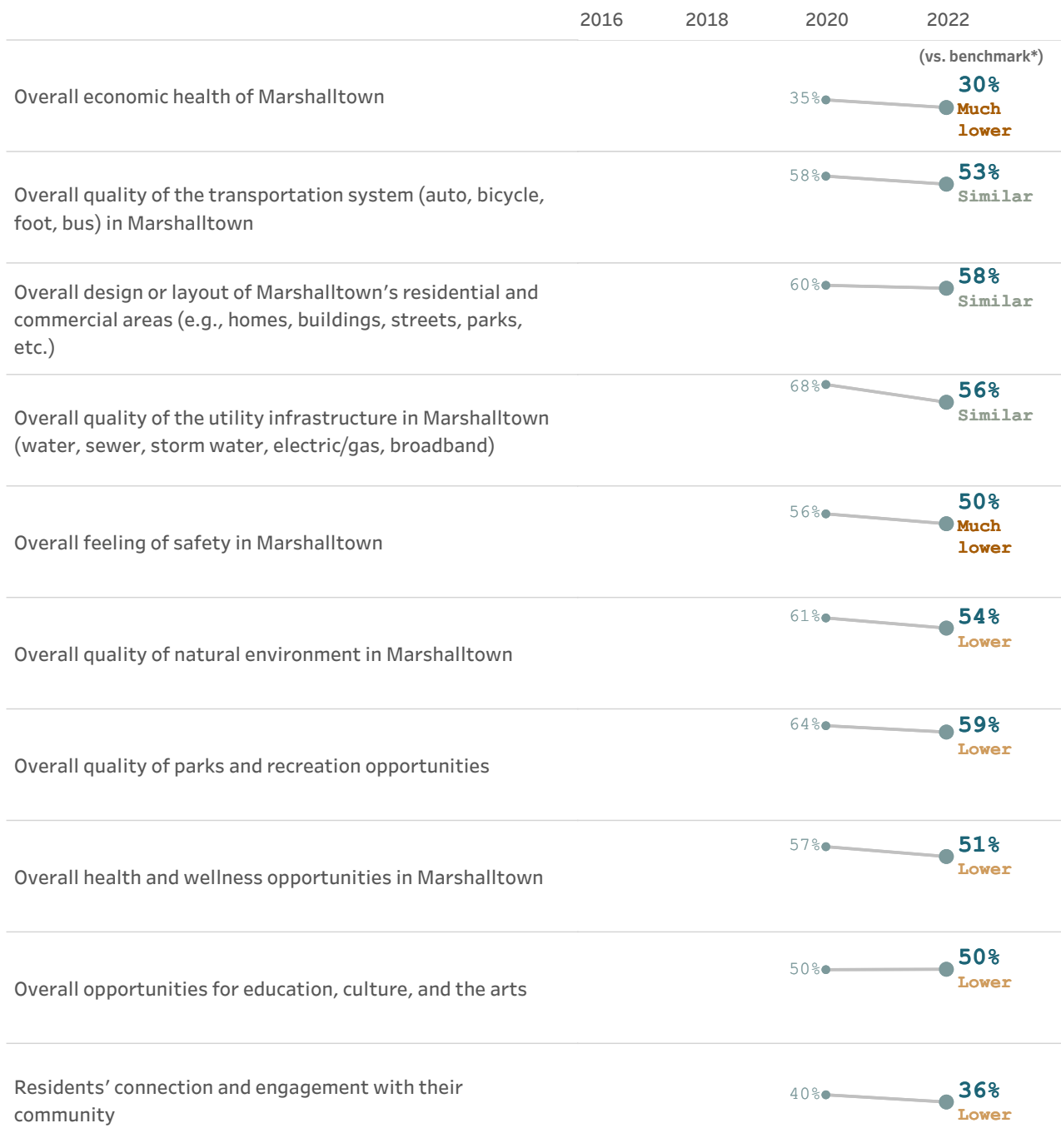
In a question separate from those that are standard on the NCS, residents were asked to assign the level of priority they believed the City should place on making improvements to Marshalltown's parks. Of those listed, about 8 in 10 pointed to both Riverview Park and the Farmer's Market as being either a high or medium priority. A slightly lower proportion viewed improvements to Kiwanis park (58%) and West End Park (57%) as high priorities. Amore equal distribution, about 4 in 10, placed importance on improvements to BPW park, Lawrence park, Timber Creek Park, and Arnold's Park.

Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

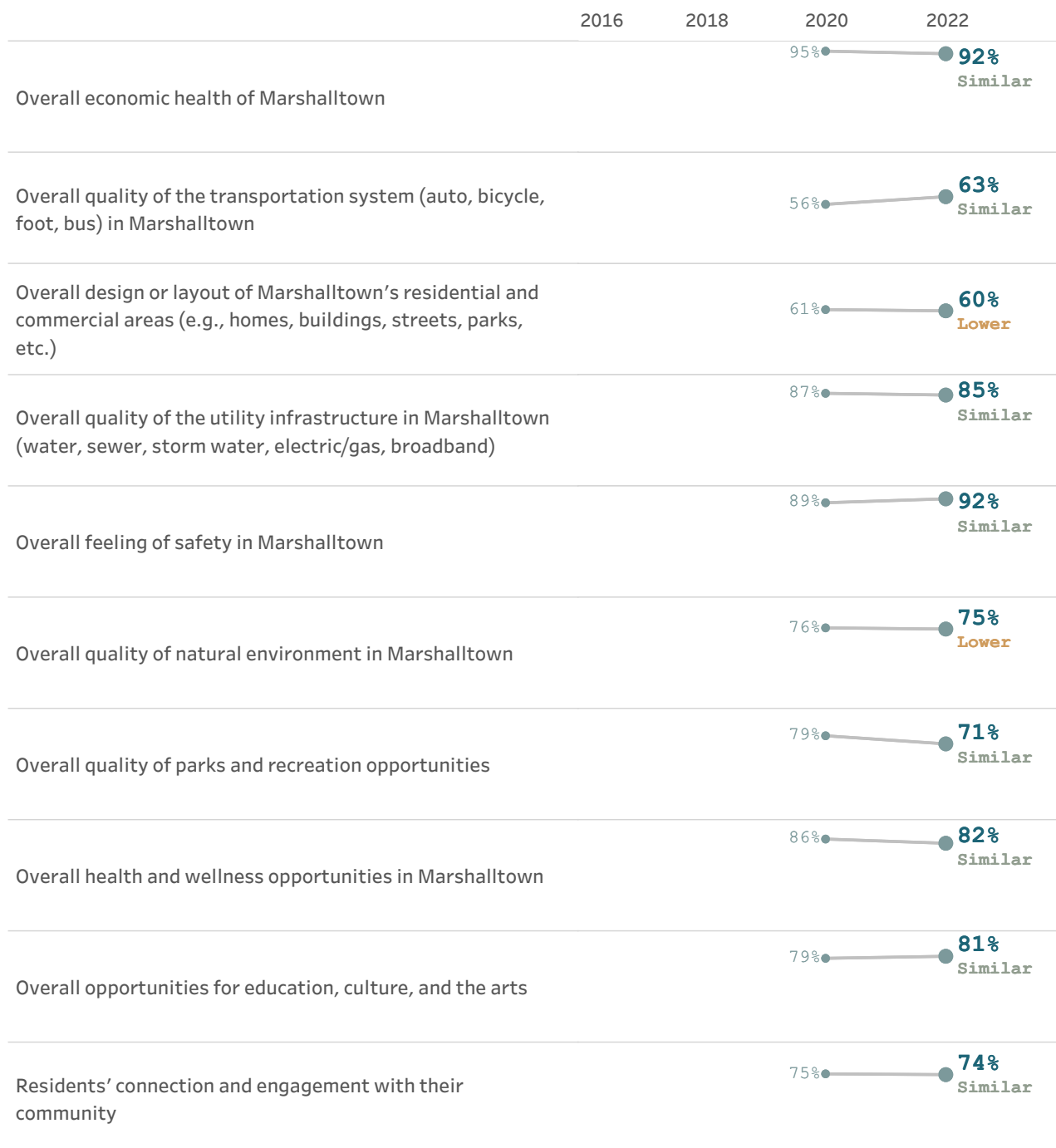
The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Marshalltown as a whole.
(% excellent or good)



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.

(% essential or very important)



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

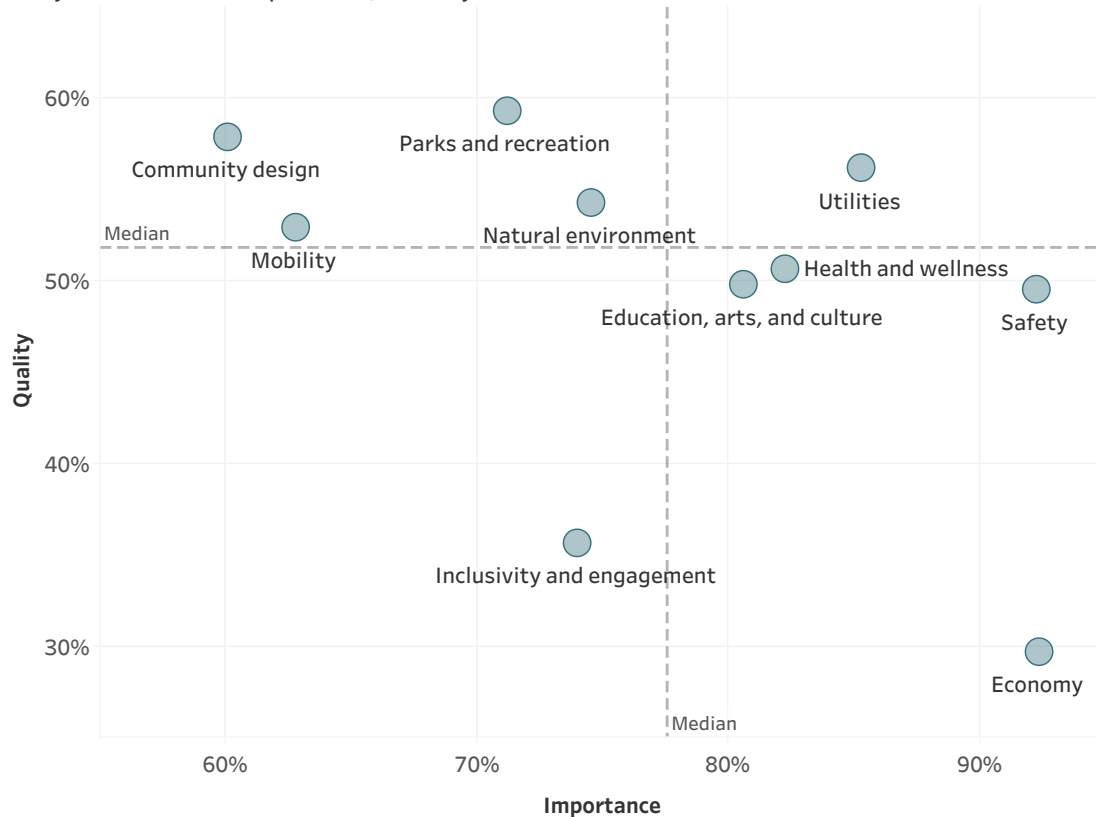
Balancing performance and importance

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.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 52% or more of respondents were considered of “higher quality” and those with ratings lower than 52% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 78% or more of respondents. Services were rated as “less important” if they received a rating of less than 78%. This classification uses the median ratings for quality and importance to divide the services in half.

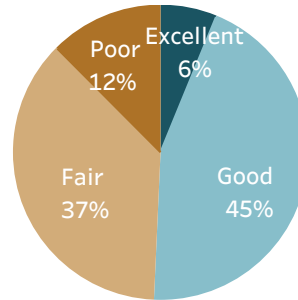
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



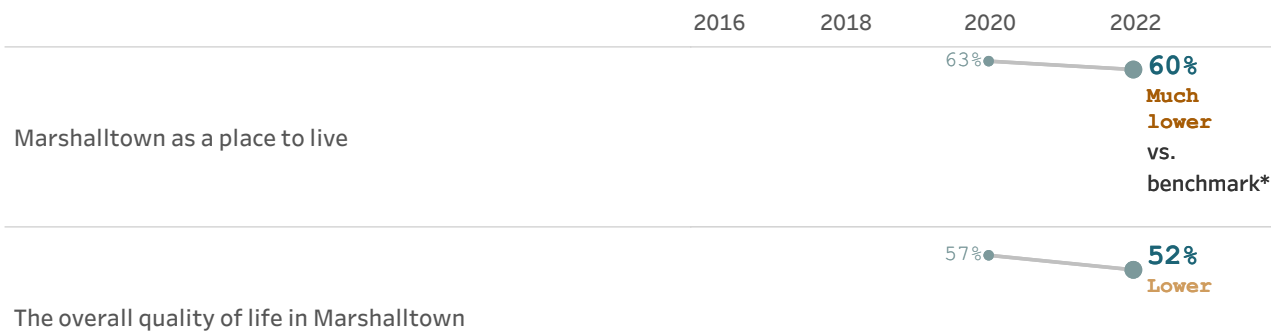
Quality of life

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.

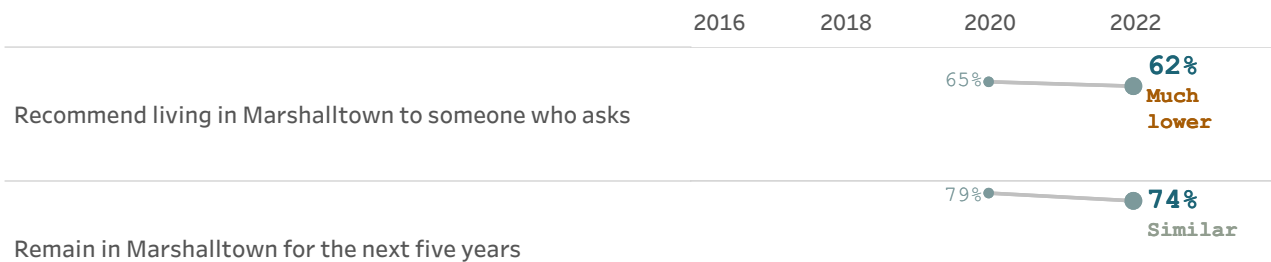
The overall quality of life in Marshalltown, 2022



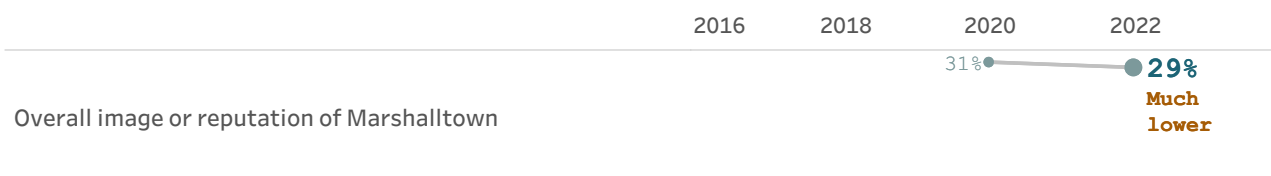
Please rate each of the following aspects of quality of life in Marshalltown.
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)



Please rate each of the following in the Marshalltown community.
(% excellent or good)



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

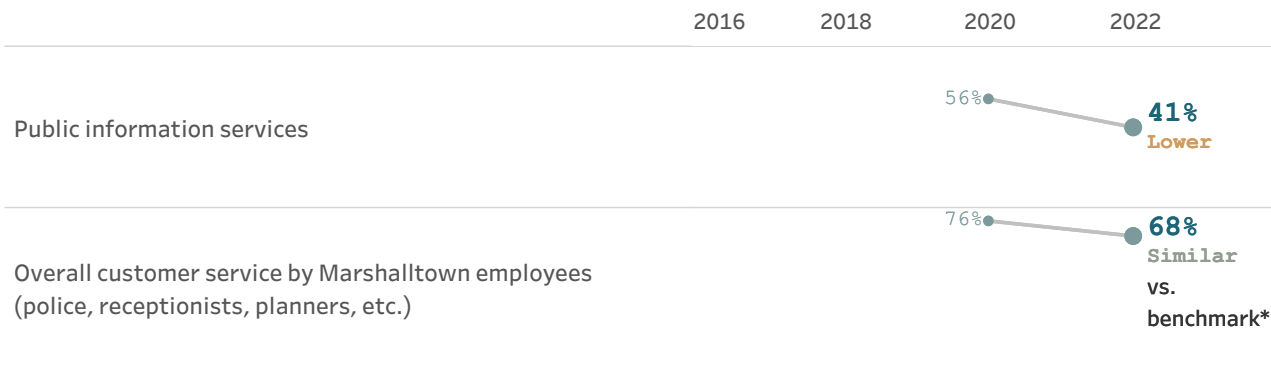
Governance

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.

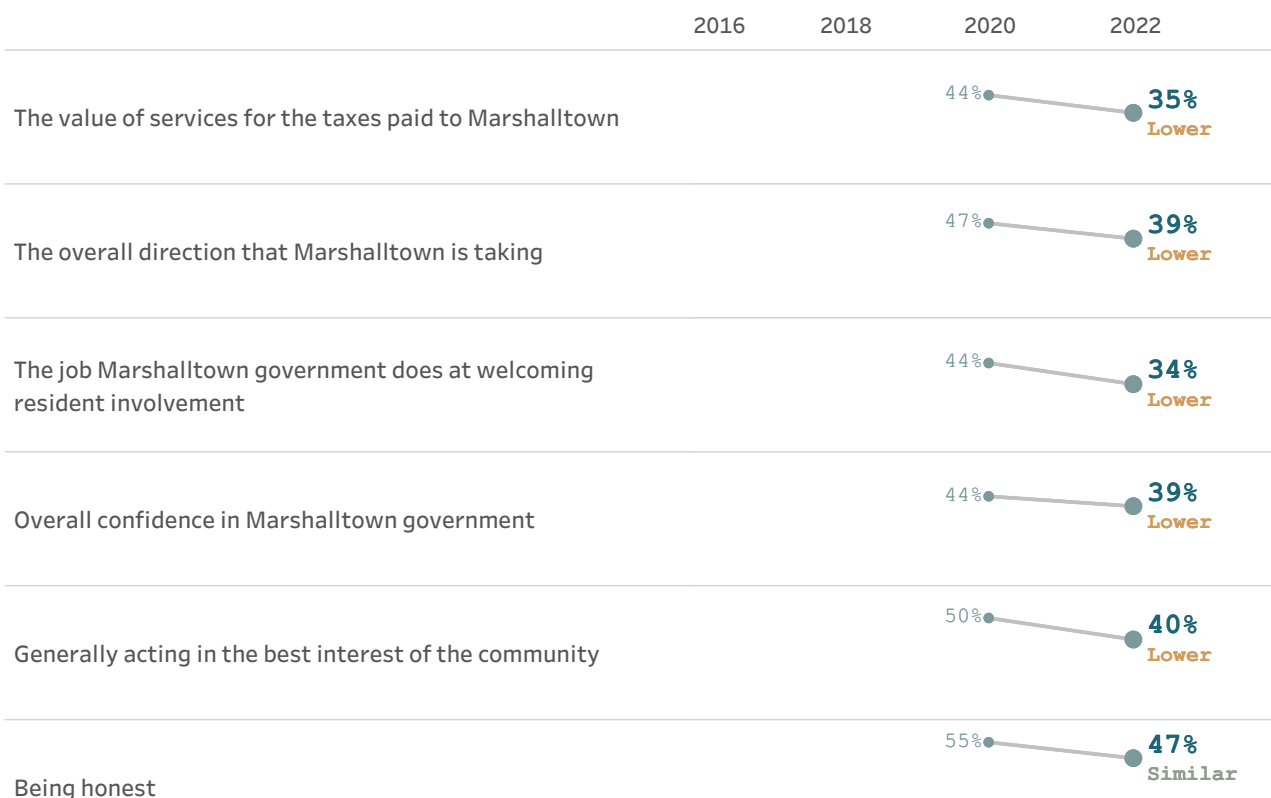
Overall confidence in
Marshalltown government,
2022

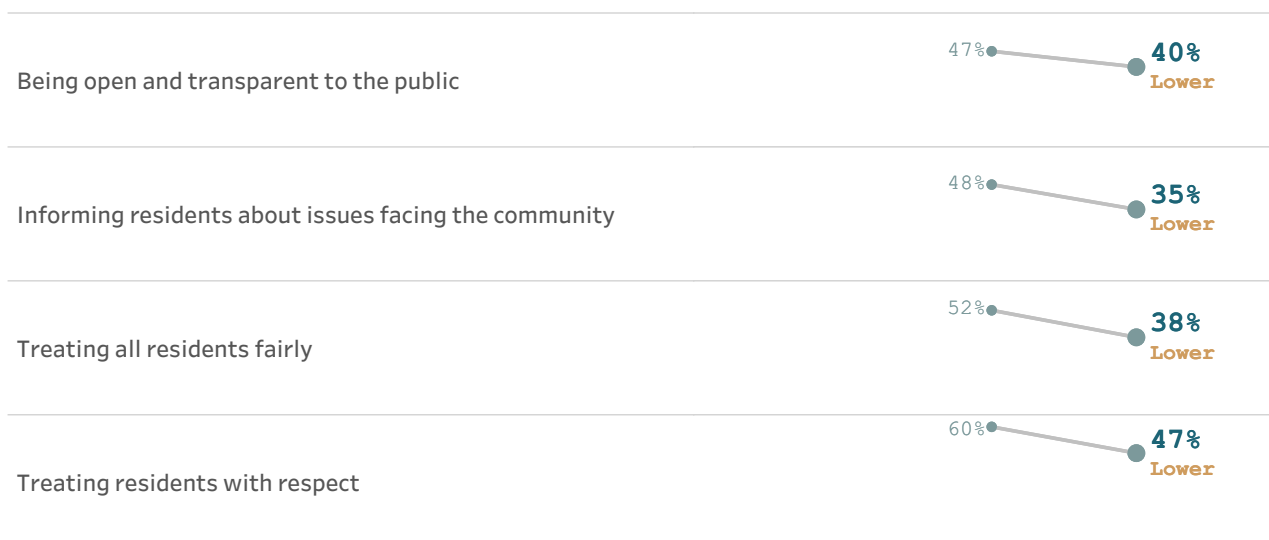


Please rate the quality of each of the following services in Marshalltown.
(% excellent or good)

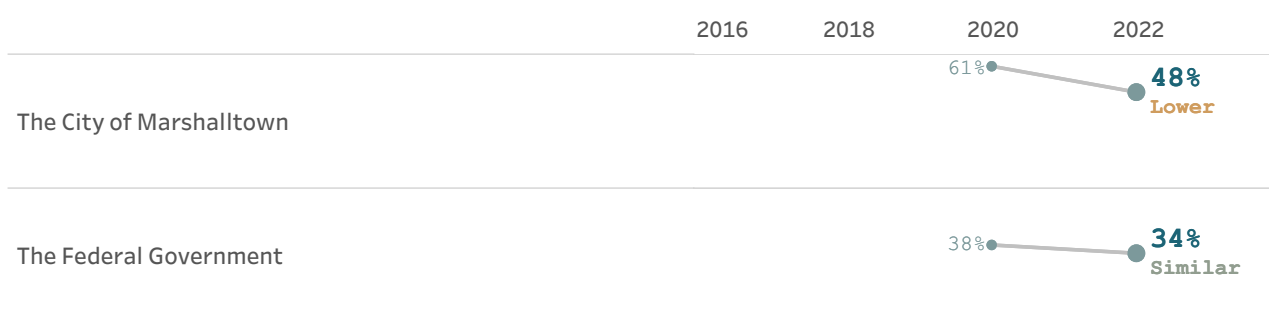


Please rate the following categories of Marshalltown government performance.
(% excellent or good)





Overall, how would you rate the quality of the services provided by each of the following?
 (% excellent or good)

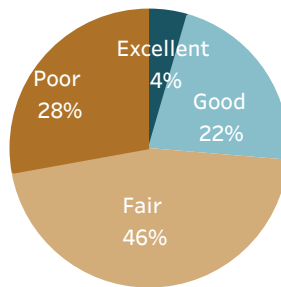


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

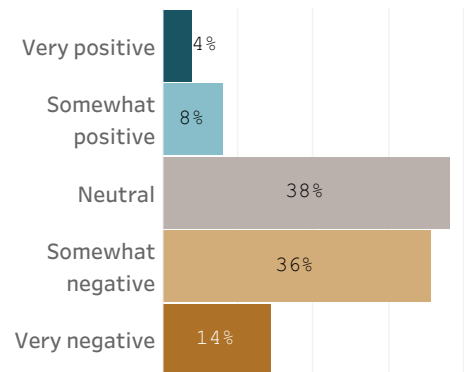
Economy

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.

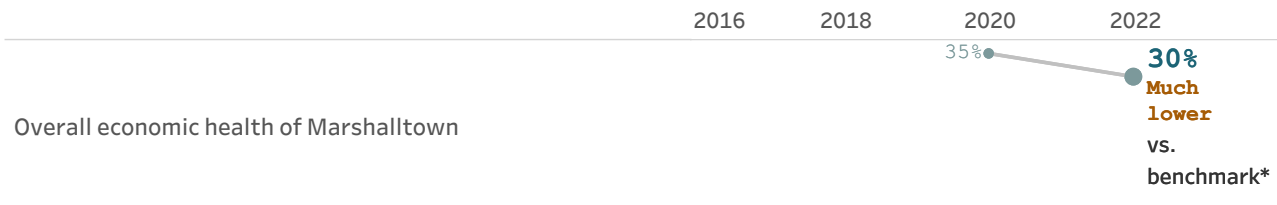
Overall economic health of Marshalltown, 2022



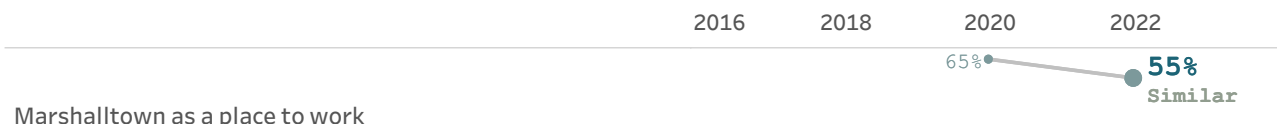
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



Please rate each of the following characteristics as they relate to Marshalltown as a whole.
(% excellent or good)



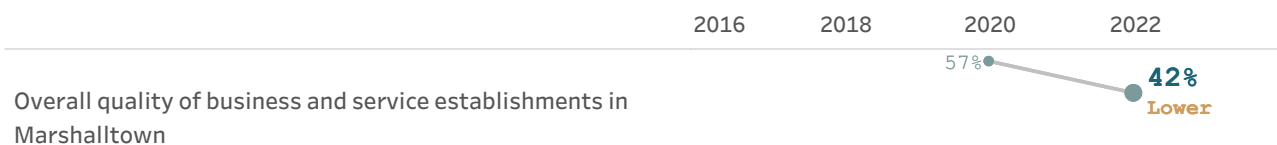
Please rate each of the following aspects of quality of life in Marshalltown.
(% excellent or good)



Marshalltown as a place to visit



Please rate each of the following in the Marshalltown community.
(% excellent or good)

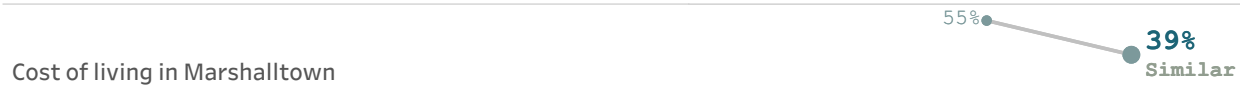


Variety of business and service establishments in Marshalltown

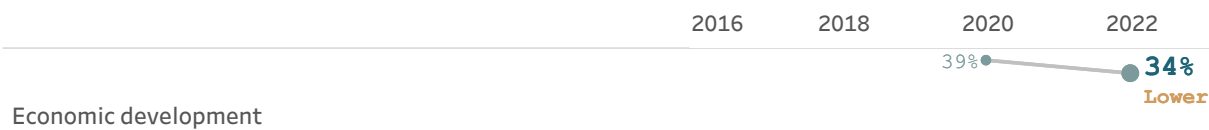


Vibrancy of downtown/commercial area

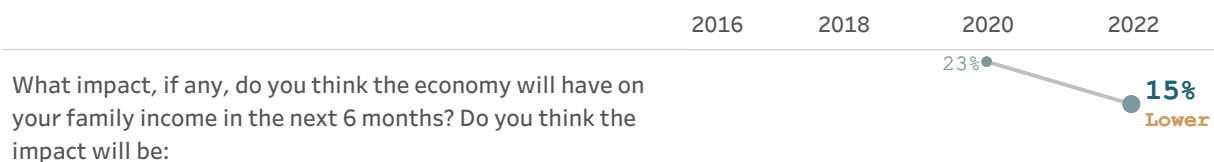




Please rate the quality of each of the following services in Marshalltown.
(% excellent or good)



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 or somewhat positive)

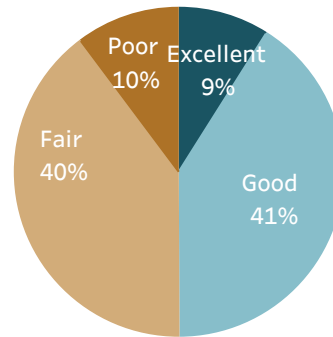


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

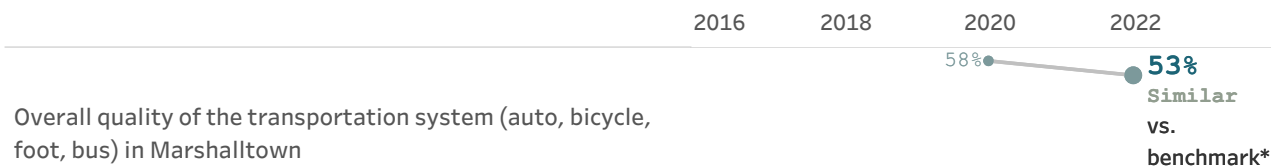
Mobility

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.

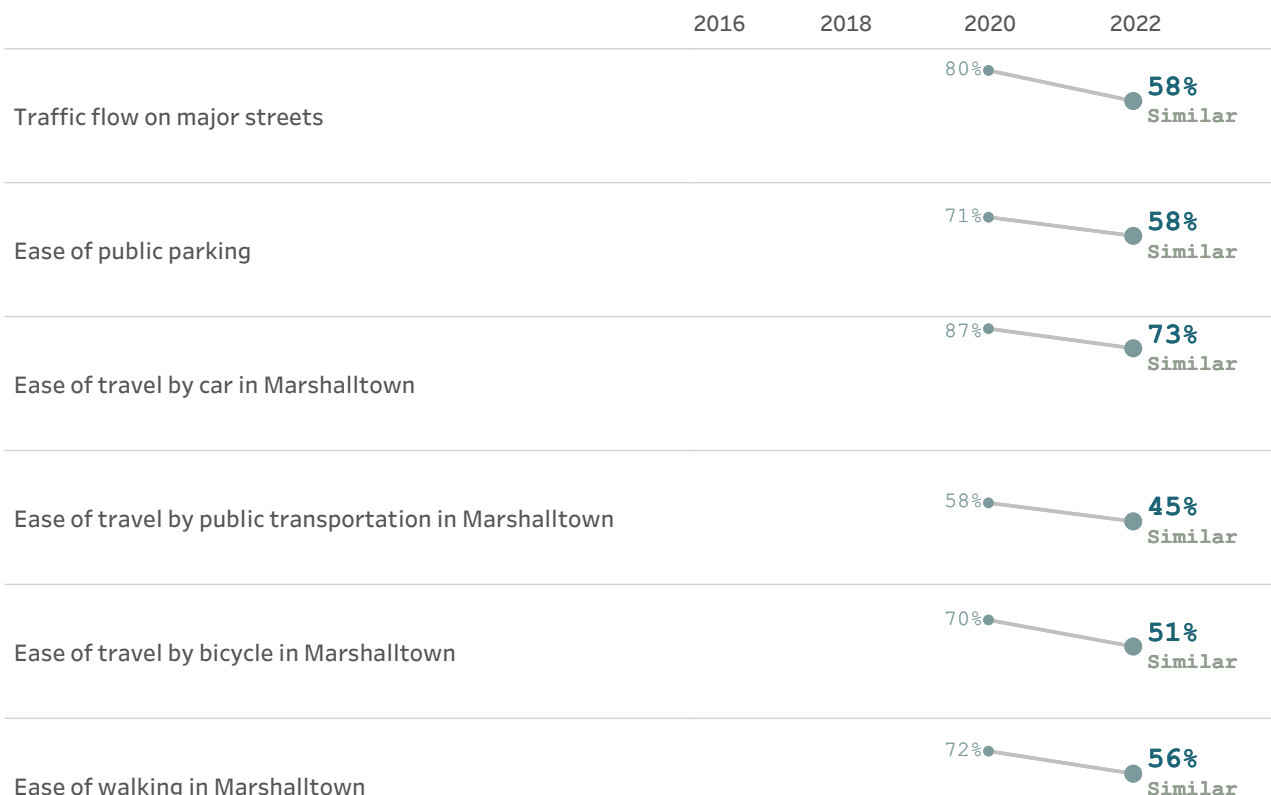
Overall quality of the transportation system in Marshalltown, 2022



Please rate each of the following characteristics as they relate to Marshalltown as a whole.
(% excellent or good)

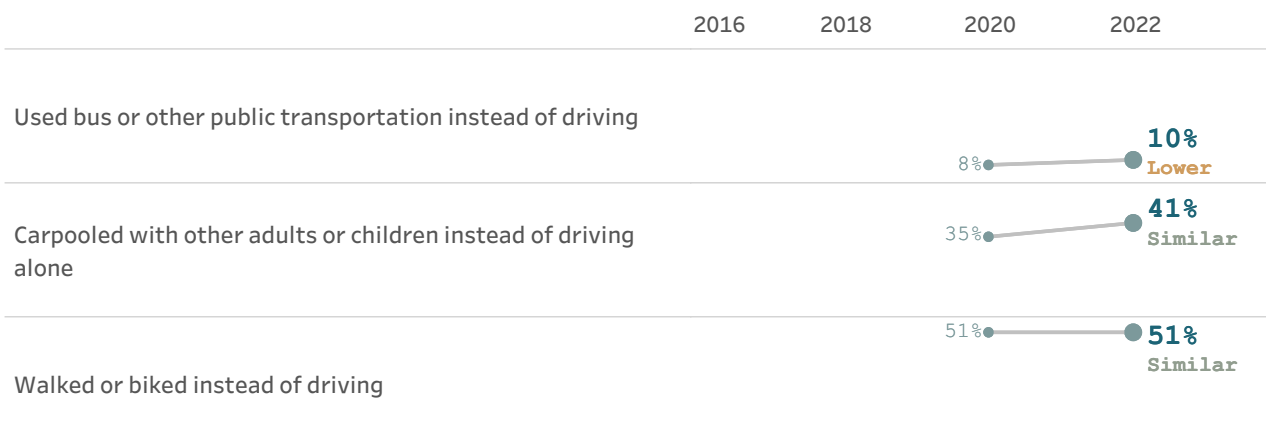


Please also rate each of the following in the Marshalltown community.
(% excellent or good)



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

(% yes)



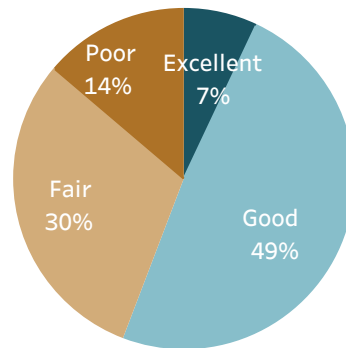
Please rate the quality of each of the following services in Marshalltown.

(% excellent or good)



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

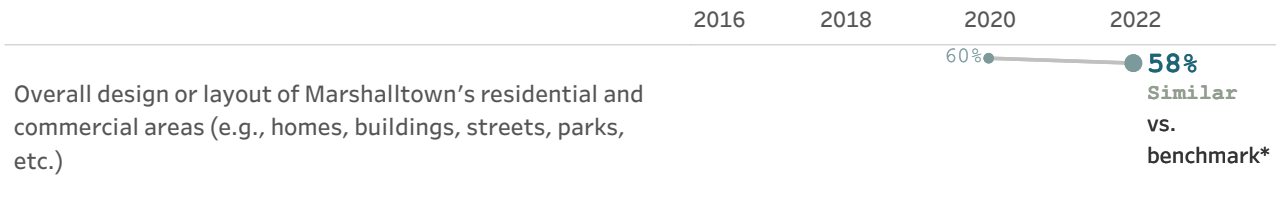
Overall design or layout of
Marshalltown's residential and
commercial areas, 2022



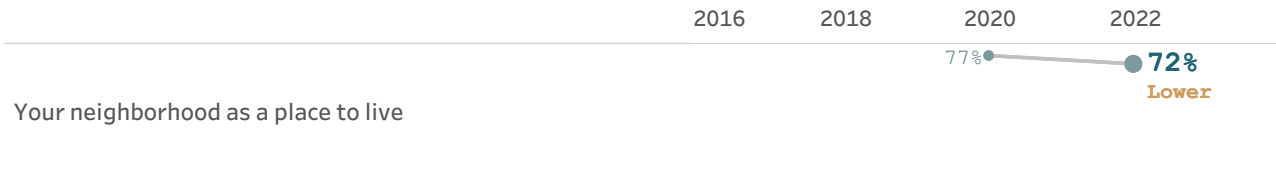
Community design

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.

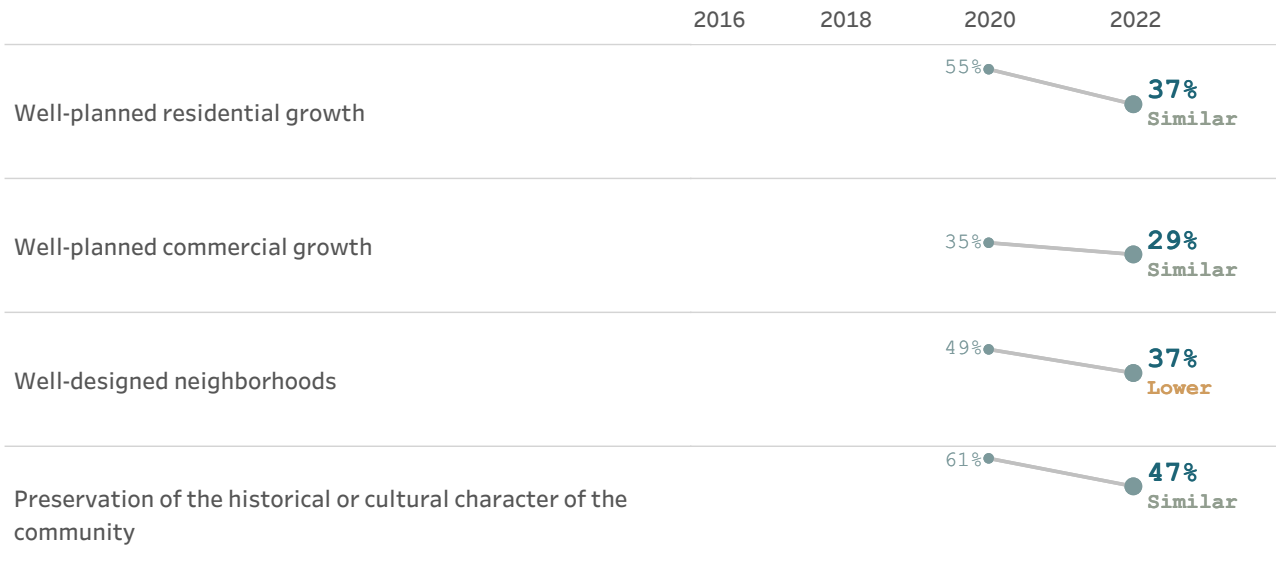
Please rate each of the following characteristics as they relate to Marshalltown as a whole.
(% excellent or good)

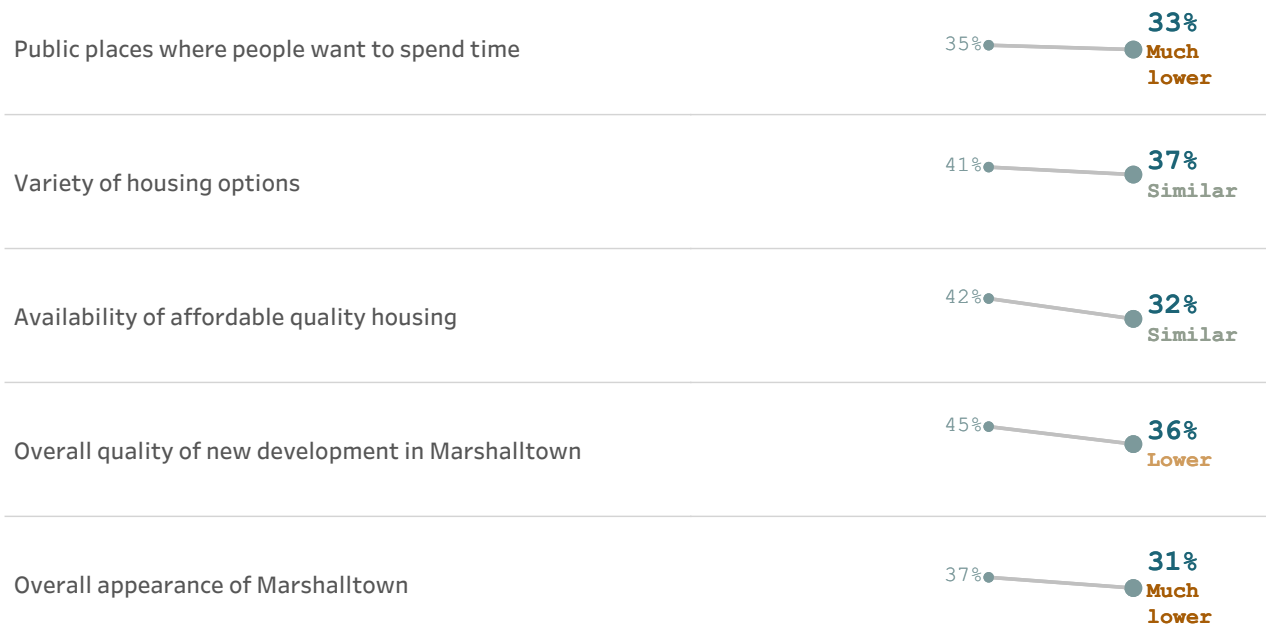


Please rate each of the following aspects of quality of life in Marshalltown.
(% excellent or good)

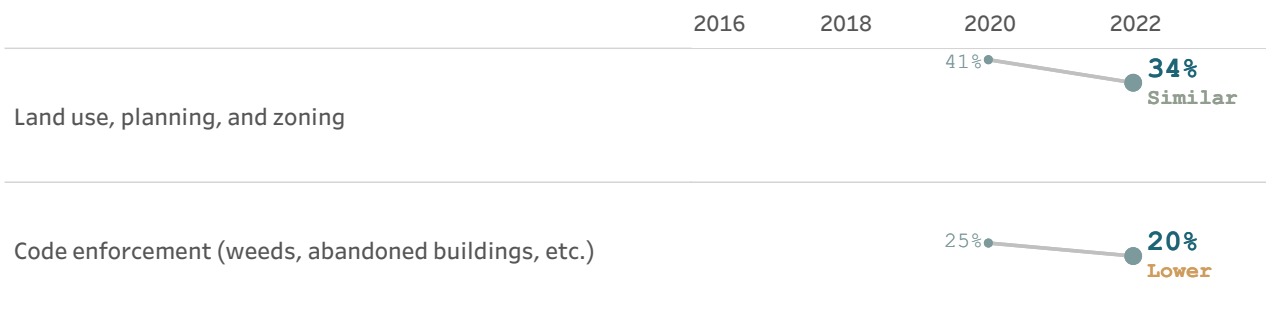


Please also rate each of the following in the Marshalltown community.
(% excellent or good)





Please rate the quality of each of the following services in Marshalltown.
 (% excellent or good)

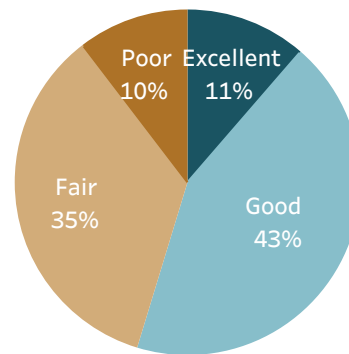


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

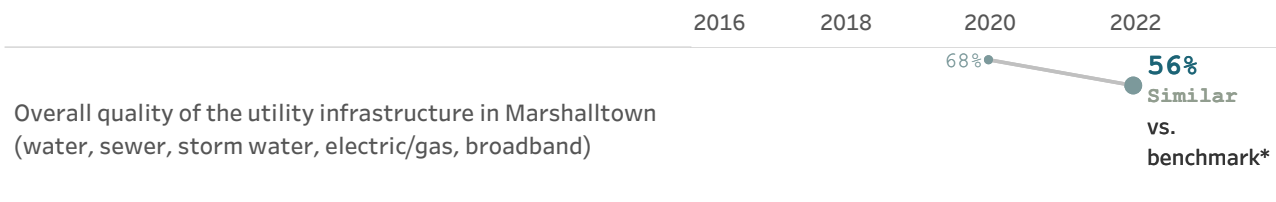
Utilities

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, 2022



Please rate each of the following characteristics as they relate to Marshalltown as a whole.
(% excellent or good)



Please rate the quality of each of the following services in Marshalltown.
(% excellent or good)



Utility billing

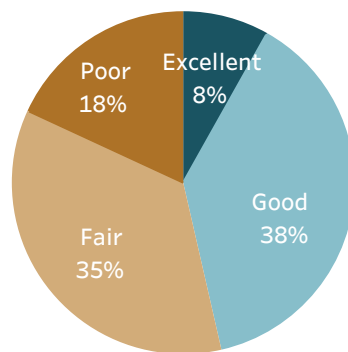


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

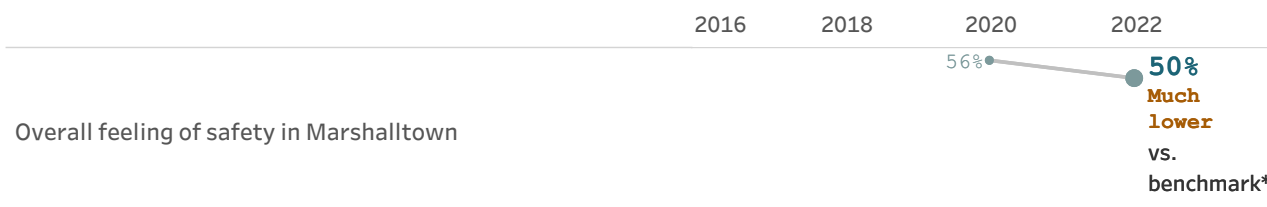
Safety

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.

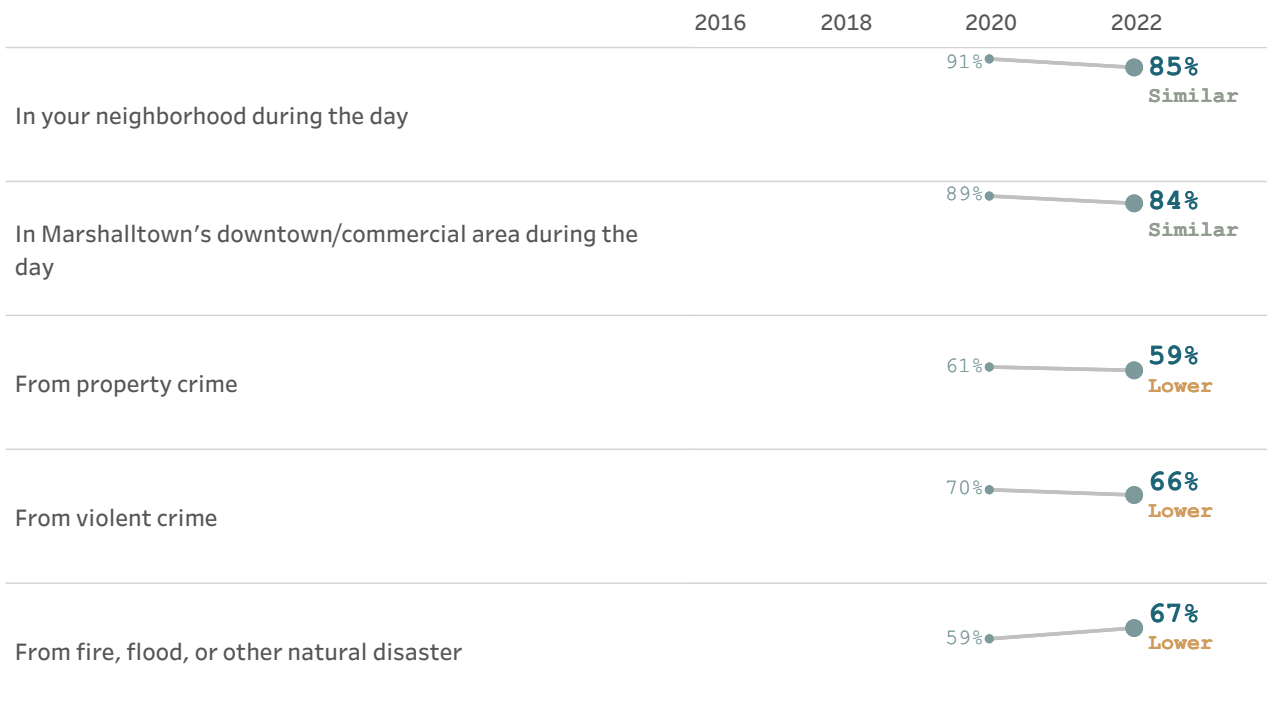
Overall feeling of safety in Marshalltown, 2022



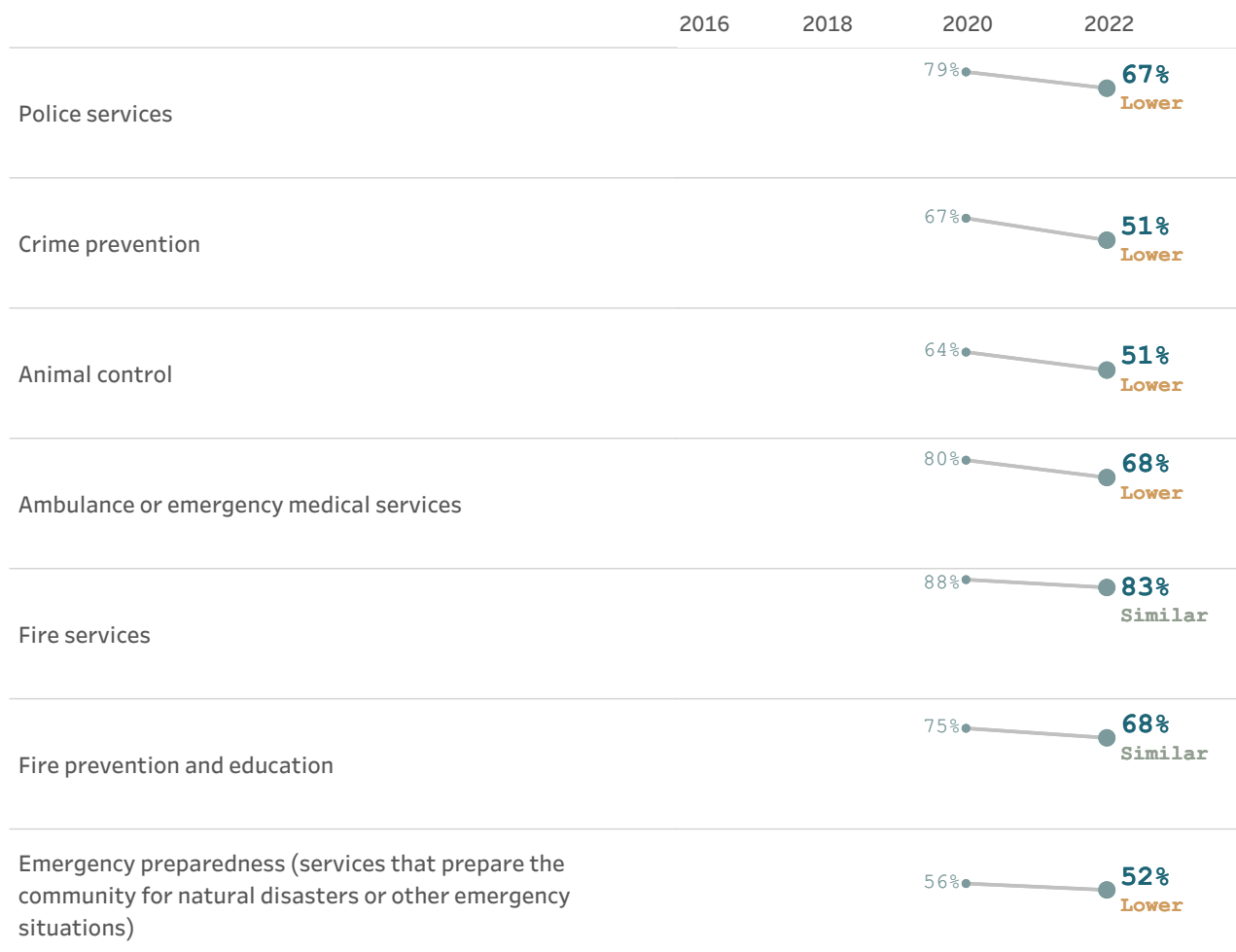
Please rate each of the following characteristics as they relate to Marshalltown as a whole.
(% excellent or good)



Please rate how safe or unsafe you feel:
(% very or somewhat safe)



Please rate the quality of each of the following services in Marshalltown.
 (% excellent or good)

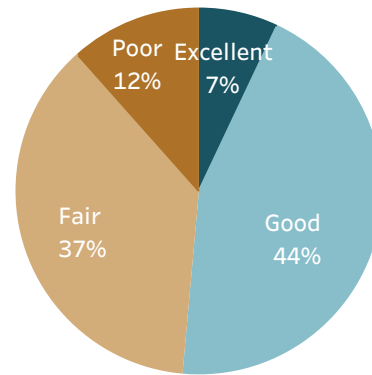


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

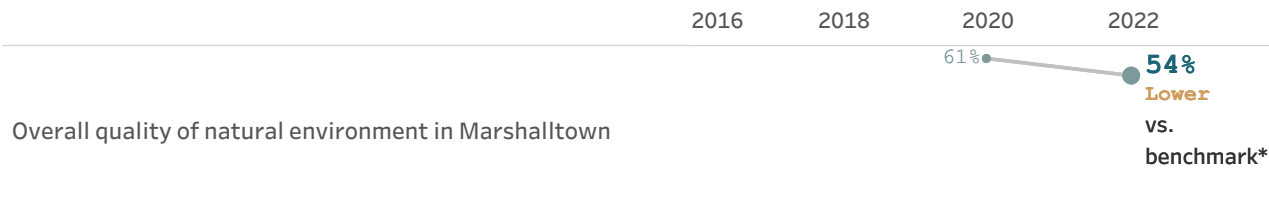
Overall quality of natural environment in Marshalltown, 2022

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.



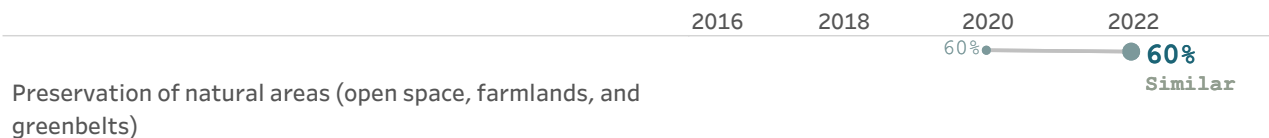
Please rate each of the following characteristics as they relate to Marshalltown as a whole.
(% excellent or good)



Please also rate each of the following in the Marshalltown community.
(% excellent or good)



Please rate the quality of each of the following services in Marshalltown.
(% excellent or good)





Marshalltown open space



Recycling

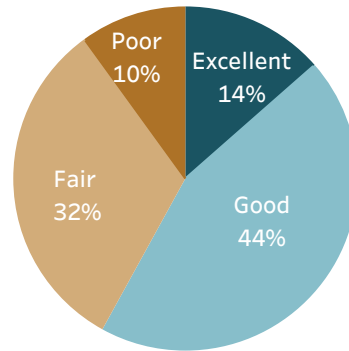
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2022

Parks and recreation

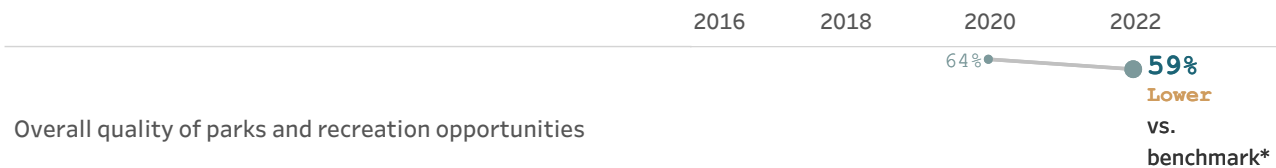
"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation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

- National Recreation and Park Association



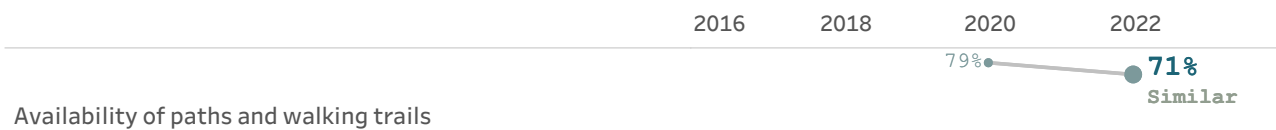
Please rate each of the following characteristics as they relate to Marshalltown as a whole.

(% excellent or good)

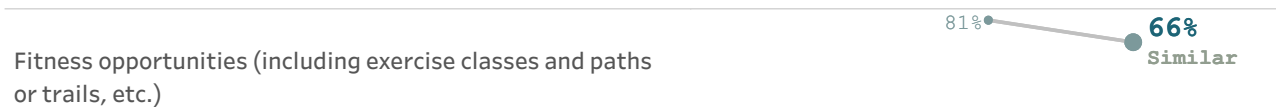


Please also rate each of the following in the Marshalltown community.

(% excellent or good)



Availability of paths and walking trails



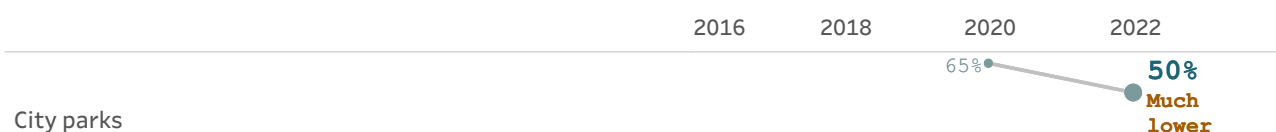
Fitness opportunities (including exercise classes and paths or trails, etc.)



Recreational opportunities

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

(% excellent or good)



City parks



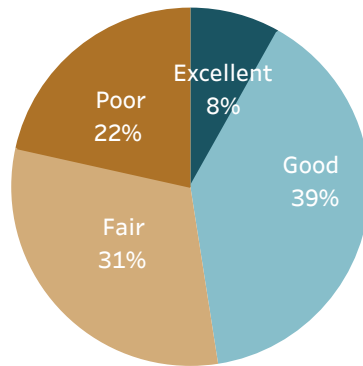
Recreation programs or classes



Recreation centers or facilities

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

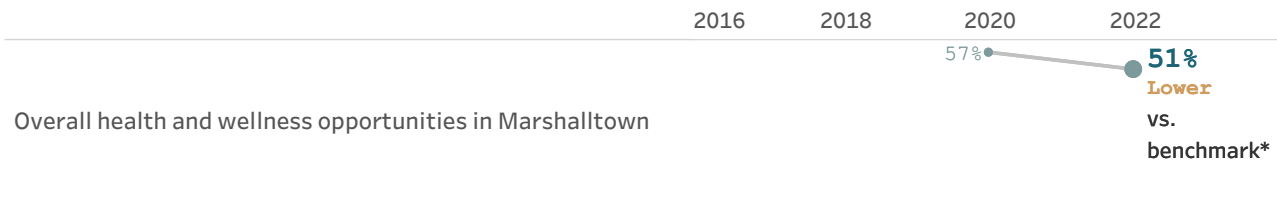
Overall health and wellness opportunities in Marshalltown, 2022



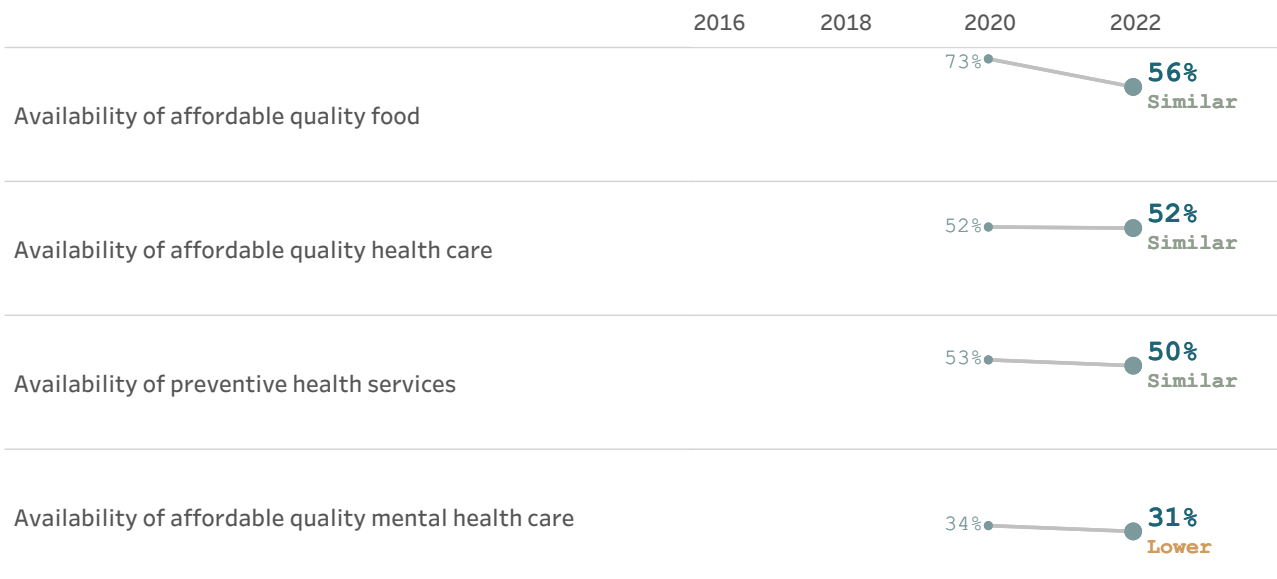
Health and wellness

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.

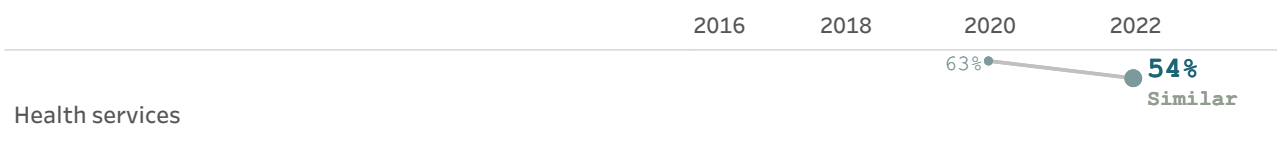
Please rate each of the following characteristics as they relate to Marshalltown as a whole.
(% excellent or good)



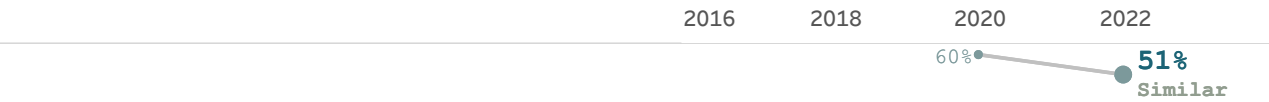
Please also rate each of the following in the Marshalltown community.
(% excellent or good)



Please rate the quality of each of the following services in Marshalltown.
(% excellent or good)



Please rate your overall health.
(% excellent or very good)



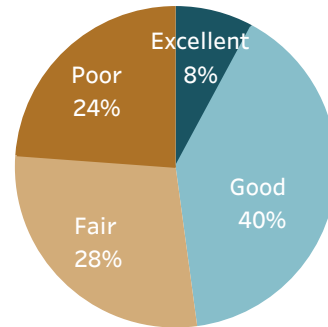
Please rate your overall health.

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

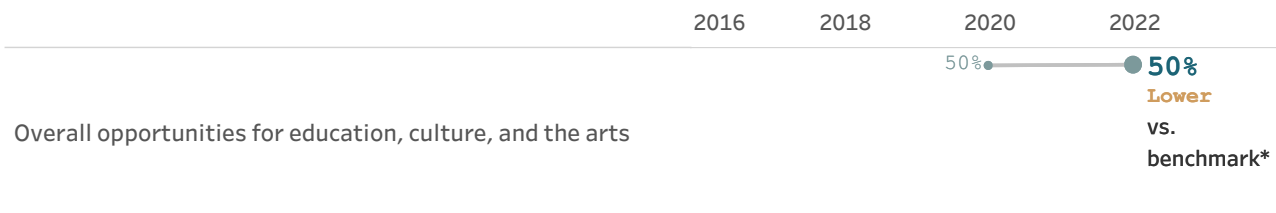
Education, arts, and culture

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.

Overall opportunities for education, culture and the arts, 2022



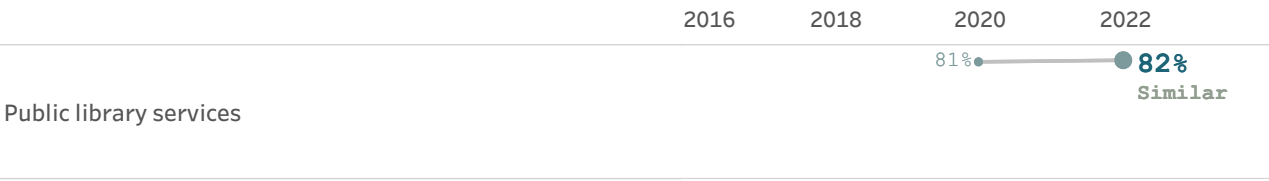
Please rate each of the following characteristics as they relate to Marshalltown as a whole.
(% excellent or good)



Please also rate each of the following in the Marshalltown community.
(% excellent or good)



Please rate the quality of each of the following services in Marshalltown.
(% excellent or good)

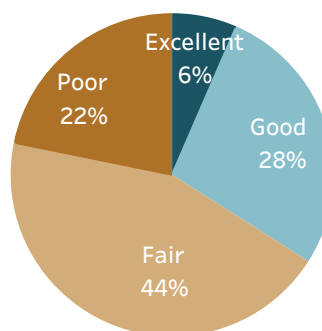


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

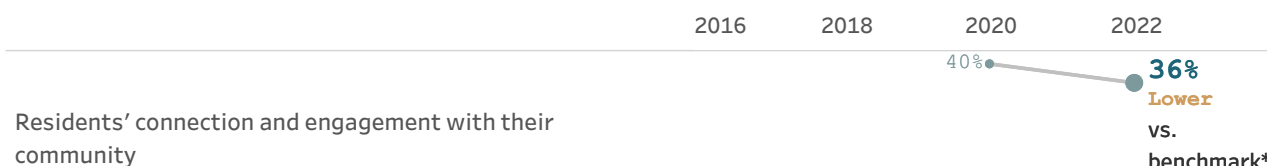
Inclusivity and engagement

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.

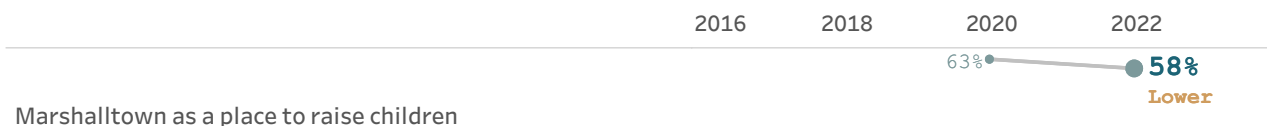
Residents' connection and engagement with their community, 2022



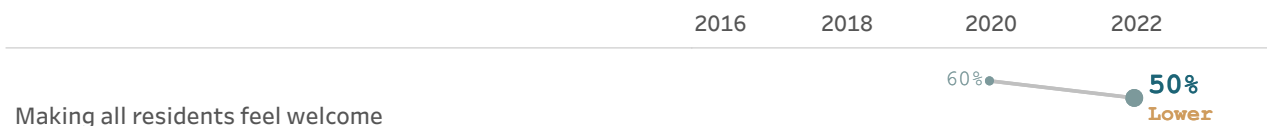
Please rate each of the following characteristics as they relate to Marshalltown as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Marshalltown.
(% excellent or good)



Please rate the job you feel the Marshalltown community does at each of the following.
(% excellent or good)



73% 69%
Similar

Attracting people from diverse backgrounds

61% 55%
Similar

Valuing/respecting residents from diverse backgrounds

57% 42%
Lower

Taking care of vulnerable residents (elderly, disabled, homeless, etc.)

Please also rate each of the following in the Marshalltown community.
(% excellent or good)

2016 2018 2020 2022

51% 40%
Lower

Sense of civic/community pride

61% 51%
Similar

Neighborliness of residents in Marshalltown

47% 45%
Lower

Opportunities to participate in social events and activities

69% 66%
Similar

Opportunities to volunteer

58% 45%
Lower

Opportunities to participate in community matters

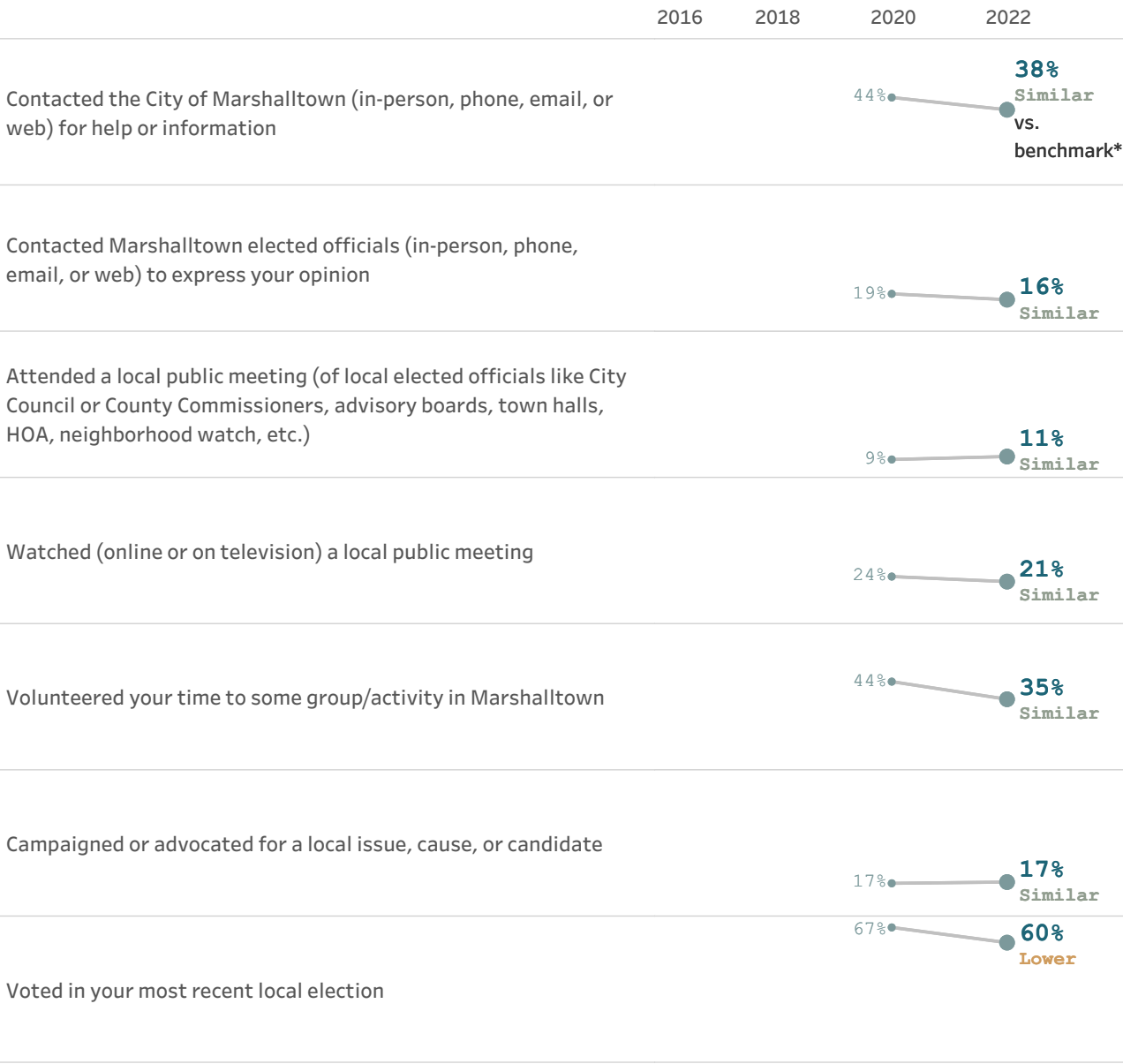
51% 47%
Similar

Openness and acceptance of the community toward people of diverse backgrounds

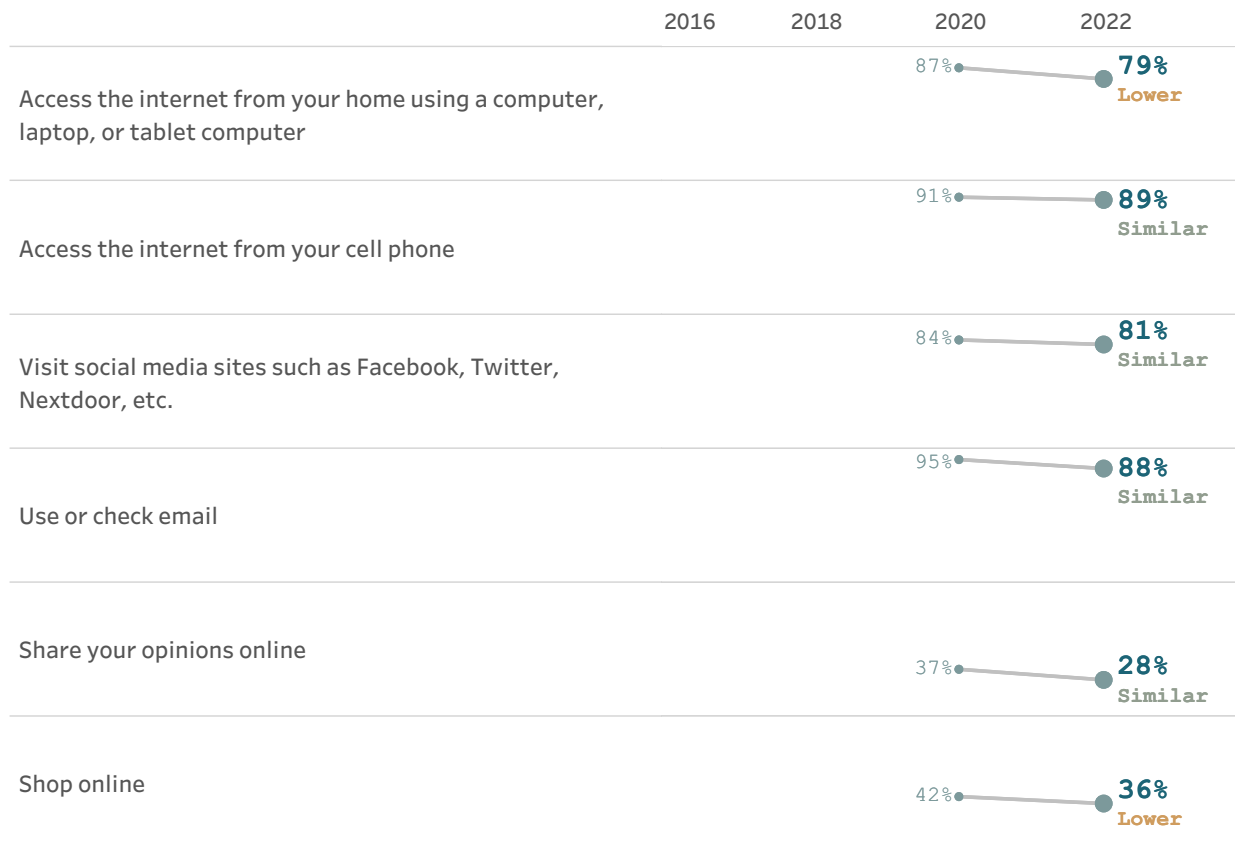
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents’ participation levels

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



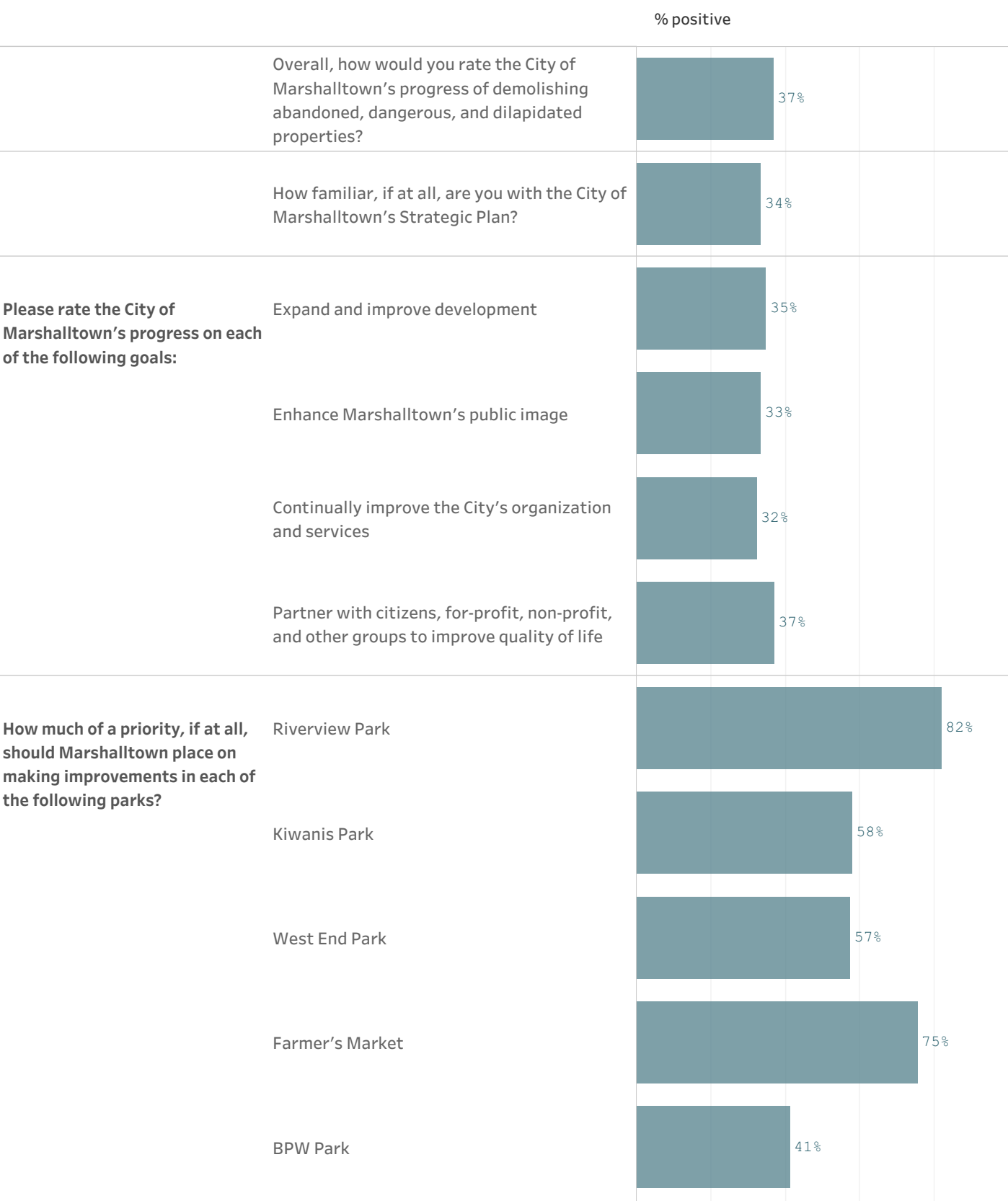
In general, how many times do you:
 (% a few times a week or more)

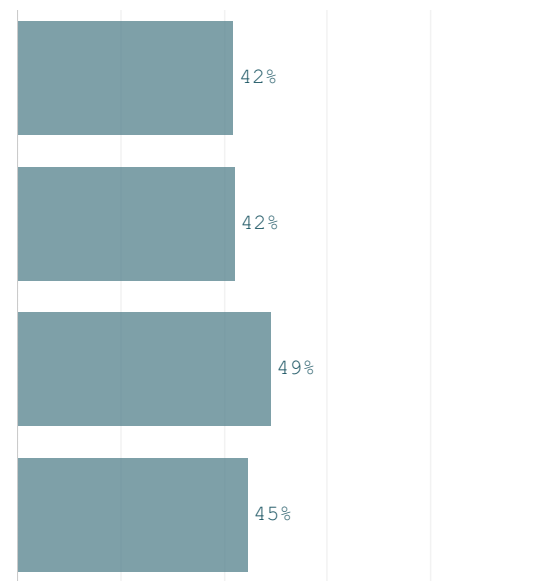


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

Below are the results of each custom question on the survey. The percentage of positive responses (Excellent/Good or Very/Somewhat Familiar or High/Medium Priority) is shown.





National benchmark tables

This table contains the comparisons of Marshalltown's results to those from other communities. The first column shows the comparison of Marshalltown's rating to the benchmark. Marshalltown's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by Marshalltown residents is statistically similar to or different 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/good). 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. The fifth column shows the percentile for Marshalltown's result -- that is what percent of surveyed communities had a lower rating than Marshalltown.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Marshalltown.	Marshalltown as a place to live	Much lower	60%	354	362	2
	Your neighborhood as a place to live	Lower	72%	286	314	9
	Marshalltown as a place to raise children	Lower	58%	335	366	8
	Marshalltown as a place to work	Similar	55%	282	357	21
	Marshalltown as a place to visit	Much lower	30%	305	315	3
	Marshalltown as a place to retire	Lower	39%	343	362	5
	The overall quality of life in Marshalltown	Lower	52%	373	387	3
	Sense of community	Lower	44%	278	314	11
Please rate each of the following characteristics as they relate to Marshalltown as a whole.	Overall economic health of Marshalltown	Much lower	30%	285	302	5
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Marshalltown	Similar	53%	90	196	54
	Overall design or layout of Marshalltown's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Similar	58%	213	295	28
	Overall quality of the utility infrastructure in Marshalltown (water, sewer, storm water, electric/gas, broadband)	Similar	56%	147	191	23
	Overall feeling of safety in Marshalltown	Much lower	50%	326	352	7
	Overall quality of natural environment in Marshalltown	Lower	54%	289	304	5
	Overall quality of parks and recreation opportunities	Lower	59%	182	196	7
	Overall health and wellness opportunities in Marshalltown	Lower	51%	273	297	8
	Overall opportunities for education, culture, and the arts	Lower	50%	262	299	12
	Residents' connection and engagement with their community	Lower	36%	173	193	10

Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Marshalltown to someone who asks	Much lower	62%	295	306	3
	Remain in Marshalltown for the next five years	Similar	74%	274	303	9
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	85%	289	333	13
	In Marshalltown's downtown/commercial area during the day	Similar	84%	236	317	25
	From property crime	Lower	59%	169	201	16
	From violent crime	Lower	66%	173	201	13
	From fire, flood, or other natural disaster	Lower	67%	172	191	10
Please rate the job you feel the Marshalltown community does at each of the following.	Making all residents feel welcome	Lower	50%	185	199	7
	Attracting people from diverse backgrounds	Similar	69%	56	196	71
	Valuing/respecting residents from diverse backgrounds	Similar	55%	159	197	19
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Lower	42%	161	193	17
Please rate each of the following in the Marshalltown community.	Overall quality of business and service establishments in Marshalltown	Lower	42%	291	303	4
	Variety of business and service establishments in Marshalltown	Much lower	28%	188	193	3
	Vibrancy of downtown/commercial area	Lower	23%	255	283	10
	Employment opportunities	Similar	44%	195	318	38
	Shopping opportunities	Much lower	10%	308	309	0
	Cost of living in Marshalltown	Similar	39%	173	296	41
	Overall image or reputation of Marshalltown	Much lower	29%	351	357	1
Please also rate each of the following in the Marshalltown community.	Traffic flow on major streets	Similar	58%	130	329	60
	Ease of public parking	Similar	58%	156	278	44
	Ease of travel by car in Marshalltown	Similar	73%	149	317	53
	Ease of travel by public transportation in Marshalltown	Similar	45%	78	278	72
	Ease of travel by bicycle in Marshalltown	Similar	51%	156	319	51
	Ease of walking in Marshalltown	Similar	56%	208	320	35
	Well-planned residential growth	Similar	37%	145	195	26
	Well-planned commercial growth	Similar	29%	161	195	17

Please also rate each of the following in the Marshalltown community.	Well-designed neighborhoods	Lower	37%	162	192	16
	Preservation of the historical or cultural character of the community	Similar	47%	162	191	15
	Public places where people want to spend time	Much lower	33%	276	290	5
	Variety of housing options	Similar	37%	247	302	18
	Availability of affordable quality housing	Similar	32%	179	324	45
	Overall quality of new development in Marshalltown	Lower	36%	272	314	13
	Overall appearance of Marshalltown	Much lower	31%	331	336	1
	Cleanliness of Marshalltown	Much lower	38%	306	325	6
	Water resources (beaches, lakes, ponds, riverways, etc.)	Much lower	32%	163	176	7
	Air quality	Lower	59%	262	290	10
	Availability of paths and walking trails	Similar	71%	169	320	47
	Fitness opportunities (including exercise classes and paths or trails, etc.)	Similar	66%	198	290	32
	Recreational opportunities	Lower	45%	287	311	8
	Availability of affordable quality food	Similar	56%	224	285	21
	Availability of affordable quality health care	Similar	52%	226	294	23
	Availability of preventive health services	Similar	50%	221	280	21
	Availability of affordable quality mental health care	Lower	31%	234	281	17
	Opportunities to attend cultural/arts/music activities	Similar	41%	241	307	21
	Community support for the arts	Similar	45%	140	192	27
	Availability of affordable quality childcare/preschool	Similar	43%	184	292	37
	K-12 education	Lower	49%	245	294	17
	Adult educational opportunities	Similar	47%	198	287	31
	Sense of civic/community pride	Lower	40%	173	192	10
	Neighborliness of residents in Marshalltown	Similar	51%	257	292	12
	Opportunities to participate in social events and activities	Lower	45%	264	299	12
	Opportunities to attend special events and festivals	Lower	49%	264	296	11





























Please also rate each of the following in the Marshalltown community.	Opportunities to volunteer	Similar	66%	184	295	37
	Opportunities to participate in community matters	Lower	45%	275	297	7
	Openness and acceptance of the community toward people of diverse backgrounds	Similar	47%	271	314	14
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, email, or web) for help or information	Similar	38%	274	332	17
	Contacted Marshalltown elected officials (in-person, phone, email, or web) to express your opinion	Similar	16%	150	290	48
	Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HO..	Similar	11%	277	293	5
	Watched (online or on television) a local public meeting	Similar	21%	176	274	36
	Volunteered your time to some group/activity in Marshalltown	Similar	35%	115	296	61
	Campaigned or advocated for a local issue, cause, or candidate	Similar	17%	164	285	42
	Voted in your most recent local election	Lower	60%	180	194	7
	Used bus or other public transportation instead of driving	Lower	10%	170	265	36
	Carpooled with other adults or children instead of driving alone	Similar	41%	150	287	48
	Walked or biked instead of driving	Similar	51%	193	291	34
Please rate the quality of each of the following services in Marshalltown.	Public information services	Lower	41%	304	309	1
	Economic development	Lower	34%	274	303	9
	Traffic enforcement	Lower	42%	337	351	4
	Traffic signal timing	Similar	42%	255	295	13
	Street repair	Lower	21%	318	345	8
	Street cleaning	Lower	40%	284	309	8
	Street lighting	Lower	41%	321	338	5
	Snow removal	Lower	38%	240	256	6
	Sidewalk maintenance	Much lower	27%	300	306	2
	Bus or transit services	Similar	52%	112	275	59
	Land use, planning, and zoning	Similar	34%	235	311	24
	Code enforcement (weeds, abandoned buildings, etc.)	Lower	20%	329	344	4
	Affordable high-speed internet access	Lower	42%	168	189	11
































Please rate the quality of each of the following services in Marshalltown.	Garbage collection	Similar	73%	289	328	12
	Drinking water	Higher	79%	39	307	87
	Sewer services	Similar	71%	229	310	26
	Storm water management (storm drainage, dams, levees, etc.)	Similar	67%	213	322	34
	Power (electric and/or gas) utility	Similar	68%	213	251	15
	Utility billing	Lower	52%	258	276	6
	Police services	Lower	67%	328	378	13
	Crime prevention	Lower	51%	299	350	14
	Animal control	Lower	51%	292	321	9
	Ambulance or emergency medical services	Lower	68%	306	316	3
	Fire services	Similar	83%	298	341	12
	Fire prevention and education	Similar	68%	270	306	12
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Lower	52%	270	305	11
	Preservation of natural areas (open space, farmlands, and greenbelts)	Similar	60%	212	288	26
	Marshalltown open space	Lower	49%	246	280	12
	Recycling	Lower	43%	307	330	7
	City parks	Much lower	50%	315	323	2
	Recreation programs or classes	Lower	49%	298	316	6
	Recreation centers or facilities	Lower	52%	267	299	11
	Health services	Similar	54%	225	275	18
	Public library services	Similar	82%	176	320	45
	Overall customer service by Marshalltown employees (police, receptionists, planners, etc.)	Similar	68%	313	366	14
Please rate the following categories of Marshalltown government performance.	The value of services for the taxes paid to Marshalltown	Lower	35%	341	370	7
	The overall direction that Marshalltown is taking	Lower	39%	305	335	9
	The job Marshalltown government does at welcoming resident involvement	Lower	34%	304	333	8
	Overall confidence in Marshalltown government	Lower	39%	262	300	13






























Please rate the following categories of Marshalltown government performance.	Generally acting in the best interest of the community	Lower	40%	277	304	9
	Being honest	Similar	47%	248	295	16
	Being open and transparent to the public	Lower	40%	168	198	15
	Informing residents about issues facing the community	Lower	35%	182	203	10
	Treating all residents fairly	Lower	38%	279	301	7
	Treating residents with respect	Lower	47%	179	195	8
Overall, how would you rate the quality of the services provided by each of the following?	The City of Marshalltown	Lower	48%	337	362	7
	The Federal Government	Similar	34%	190	284	33
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	92%	77	278	72
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Marshalltown	Similar	63%	183	191	4
	Overall design or layout of Marshalltown's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Lower	60%	272	278	2
	Overall quality of the utility infrastructure in Marshalltown (water, sewer, storm water, electric/gas, broadband)	Similar	85%	151	190	21
	Overall feeling of safety in Marshalltown	Similar	92%	167	278	40
	Overall quality of natural environment in Marshalltown	Lower	75%	274	278	1
	Overall quality of parks and recreation opportunities	Similar	71%	185	191	3
	Overall health and wellness opportunities in Marshalltown	Similar	82%	45	278	84
	Overall opportunities for education, culture, and the arts	Similar	81%	59	278	79
	Residents' connection and engagement with their community	Similar	74%	125	278	55
In general, how many times do you:	Access the internet from your home using a computer, laptop, or tablet computer	Lower	79%	191	191	0
	Access the internet from your cell phone	Similar	89%	168	191	12
	Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	Similar	81%	74	190	61
	Use or check email	Similar	88%	191	191	0
	Share your opinions online	Similar	28%	114	191	40
	Shop online	Lower	36%	188	190	1
	Please rate your overall health.	Similar	51%	260	286	9
	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:	Lower	15%	245	288	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. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Please rate each of the following aspects of quality of life in Marshalltown.	Marshalltown as a place to live	Excellent		7% N=29
		Good		50% N=200
		Fair		31% N=122
		Poor		12% N=47
	Your neighborhood as a place to live	Excellent		24% N=93
		Good		47% N=185
		Fair		20% N=80
		Poor		9% N=37
	Marshalltown as a place to raise children	Excellent		8% N=28
		Good		47% N=177
		Fair		31% N=114
		Poor		14% N=54
	Marshalltown as a place to work	Excellent		9% N=36
		Good		43% N=169
		Fair		29% N=114
		Poor		19% N=73
	Marshalltown as a place to visit	Excellent		7% N=26
		Good		21% N=83
		Fair		37% N=149
		Poor		35% N=141
	Marshalltown as a place to retire	Excellent		9% N=31
		Good		31% N=106
		Fair		32% N=110
		Poor		29% N=100
	The overall quality of life in Marshalltown	Excellent		6% N=24
		Good		45% N=176
		Fair		37% N=146
		Poor		12% N=49
































Please rate each of the following aspects of quality of life in Marshalltown.	Sense of community	Excellent		10% N=39
		Good		31% N=120
		Fair		40% N=153
		Poor		18% N=69
Please rate each of the following characteristics as they relate to Marshalltown as a whole.	Overall economic health of Marshalltown	Excellent		4% N=17
		Good		22% N=81
		Fair		46% N=170
		Poor		28% N=103
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Marshalltown	Excellent		9% N=35
		Good		41% N=159
		Fair		40% N=154
		Poor		10% N=40
	Overall design or layout of Marshalltown's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Excellent		7% N=28
		Good		49% N=194
		Fair		30% N=121
		Poor		14% N=55
	Overall quality of the utility infrastructure in Marshalltown (water, sewer, storm water, electric/gas, broadband)	Excellent		11% N=44
		Good		43% N=168
		Fair		35% N=136
		Poor		10% N=40
	Overall feeling of safety in Marshalltown	Excellent		8% N=33
		Good		38% N=154
		Fair		35% N=142
		Poor		18% N=73
	Overall quality of natural environment in Marshalltown	Excellent		7% N=28
		Good		44% N=175
		Fair		37% N=146
		Poor		12% N=46
	Overall quality of parks and recreation opportunities	Excellent		14% N=52
		Good		44% N=170
		Fair		32% N=123

Please rate each of the following characteristics as they relate to Marshalltown as a whole.	Overall quality of parks and recreation opportunities	Poor		10% N=38
	Overall health and wellness opportunities in Marshalltown	Excellent		8% N=32
		Good		39% N=154
		Fair		31% N=121
		Poor		22% N=84
	Overall opportunities for education, culture, and the arts	Excellent		8% N=30
		Good		40% N=152
		Fair		28% N=108
		Poor		24% N=91
	Residents' connection and engagement with their community	Excellent		6% N=24
		Good		28% N=101
		Fair		44% N=162
		Poor		22% N=80
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Marshalltown to someone who asks	Very likely		11% N=46
		Somewhat likely		48% N=193
		Somewhat unlikely		13% N=53
		Very unlikely		27% N=109
	Remain in Marshalltown for the next five years	Very likely		45% N=170
		Somewhat likely		27% N=103
		Somewhat unlikely		16% N=59
		Very unlikely		12% N=44
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		56% N=221
		Somewhat safe		28% N=113
		Neither safe nor unsafe		7% N=29
		Somewhat unsafe		8% N=33
		Very unsafe		0% N=2
	In Marshalltown's downtown/commercial area during the day	Very safe		46% N=184
		Somewhat safe		37% N=146
		Neither safe nor unsafe		10% N=41
		Somewhat unsafe		5% N=22
		Very unsafe		2% N=7
































Please rate how safe or unsafe you feel:	From property crime	Very safe		22% N=85
		Somewhat safe		36% N=140
		Neither safe nor unsafe		15% N=57
		Somewhat unsafe		18% N=71
		Very unsafe		10% N=37
	From violent crime	Very safe		26% N=104
		Somewhat safe		39% N=155
		Neither safe nor unsafe		15% N=59
		Somewhat unsafe		14% N=57
		Very unsafe		6% N=23
	From fire, flood, or other natural disaster	Very safe		22% N=83
		Somewhat safe		44% N=167
		Neither safe nor unsafe		22% N=84
		Somewhat unsafe		7% N=27
		Very unsafe		5% N=20
Please rate the job you feel the Marshalltown community does at each of the following.	Making all residents feel welcome	Excellent		5% N=19
		Good		42% N=156
		Fair		41% N=152
		Poor		12% N=46
	Attracting people from diverse backgrounds	Excellent		22% N=82
		Good		45% N=168
		Fair		23% N=85
		Poor		10% N=38
	Valuing/respecting residents from diverse backgrounds	Excellent		13% N=48
		Good		39% N=147
		Fair		30% N=113
		Poor		18% N=67
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Excellent		6% N=23
		Good		32% N=113
		Fair		36% N=127
		Poor		26% N=94
































Please rate each of the following in the Marshalltown community.	Overall quality of business and service establishments in Marshalltown	Excellent		6% N=24
		Good		33% N=131
		Fair		36% N=144
		Poor		26% N=103
	Variety of business and service establishments in Marshalltown	Excellent		4% N=16
		Good		22% N=86
		Fair		31% N=123
		Poor		43% N=172
	Vibrancy of downtown/commercial area	Excellent		4% N=15
		Good		18% N=72
		Fair		45% N=176
		Poor		33% N=130
	Employment opportunities	Excellent		6% N=21
		Good		35% N=130
		Fair		35% N=129
		Poor		25% N=93
	Shopping opportunities	Excellent		2% N=7
		Good		7% N=26
		Fair		20% N=80
		Poor		71% N=277
	Cost of living in Marshalltown	Excellent		7% N=27
		Good		32% N=128
		Fair		37% N=150
		Poor		24% N=94
	Overall image or reputation of Marshalltown	Excellent		6% N=22
		Good		19% N=75
		Fair		36% N=138
		Poor		40% N=155
Please also rate each of the following in the Marshalltown community.	Traffic flow on major streets	Excellent		8% N=33
		Good		49% N=194
		Fair		29% N=116

Please also rate each of the following in the Marshalltown community.
































Traffic flow on major streets	Poor		14% N=57
Ease of public parking	Excellent		14% N=54
	Good		43% N=168
	Fair		29% N=114
	Poor		15% N=58
Ease of travel by car in Marshalltown	Excellent		23% N=92
	Good		48% N=191
	Fair		21% N=84
	Poor		8% N=31
Ease of travel by public transportation in Marshalltown	Excellent		12% N=27
	Good		30% N=67
	Fair		37% N=84
	Poor		21% N=48
Ease of travel by bicycle in Marshalltown	Excellent		14% N=43
	Good		36% N=108
	Fair		35% N=105
	Poor		14% N=42
Ease of walking in Marshalltown	Excellent		17% N=67
	Good		36% N=137
	Fair		31% N=120
	Poor		16% N=60
Well-planned residential growth	Excellent		4% N=12
	Good		29% N=90
	Fair		38% N=120
	Poor		30% N=94
Well-planned commercial growth	Excellent		5% N=15
	Good		20% N=61
	Fair		40% N=120
	Poor		35% N=105
Well-designed neighborhoods	Excellent		5% N=19
	Good		28% N=98
































Please also rate each of the following in the Marshalltown community.
































Well-designed neighborhoods	Fair		49% N=170
	Poor		17% N=59
Preservation of the historical or cultural character of the community	Excellent		11% N=40
	Good		32% N=113
	Fair		39% N=136
	Poor		18% N=62
Public places where people want to spend time	Excellent		5% N=19
	Good		27% N=105
	Fair		38% N=144
	Poor		30% N=115
Variety of housing options	Excellent		5% N=20
	Good		29% N=106
	Fair		32% N=118
	Poor		33% N=122
Availability of affordable quality housing	Excellent		4% N=16
	Good		29% N=102
	Fair		32% N=114
	Poor		35% N=125
Overall quality of new development in Marshalltown	Excellent		5% N=18
	Good		29% N=99
	Fair		40% N=139
	Poor		26% N=92
Overall appearance of Marshalltown	Excellent		4% N=16
	Good		26% N=101
	Fair		46% N=184
	Poor		24% N=96
Cleanliness of Marshalltown	Excellent		6% N=22
	Good		29% N=116
	Fair		42% N=166
	Poor		23% N=92
Water resources (beaches, lakes, ponds, rivers, etc.)	Excellent		6% N=22
































Please also rate each of the following in the Marshalltown community.	Water resources (beaches, lakes, ponds, riverways, etc.)	Good		22% N=79
		Fair		35% N=124
		Poor		37% N=130
Air quality		Excellent		14% N=55
		Good		43% N=161
		Fair		28% N=107
		Poor		15% N=56
Availability of paths and walking trails		Excellent		21% N=80
		Good		48% N=187
		Fair		26% N=99
		Poor		6% N=22
Fitness opportunities (including exercise classes and paths or trails, etc.)		Excellent		16% N=62
		Good		48% N=181
		Fair		30% N=112
		Poor		6% N=24
Recreational opportunities		Excellent		7% N=28
		Good		38% N=144
		Fair		38% N=145
		Poor		17% N=64
Availability of affordable quality food		Excellent		13% N=49
		Good		41% N=158
		Fair		32% N=126
		Poor		14% N=56
Availability of affordable quality health care		Excellent		9% N=36
		Good		41% N=160
		Fair		25% N=99
		Poor		25% N=98
Availability of preventive health services		Excellent		11% N=42
		Good		36% N=133
		Fair		30% N=110
		Poor		22% N=83

Please also rate each of the following in the Marshalltown community.
































Availability of affordable quality mental health care	Excellent		6% N=21
	Good		23% N=76
	Fair		29% N=95
	Poor		42% N=139
Opportunities to attend cultural/arts/music activities	Excellent		10% N=35
	Good		30% N=109
	Fair		39% N=140
	Poor		21% N=74
Community support for the arts	Excellent		11% N=39
	Good		33% N=112
	Fair		37% N=125
	Poor		19% N=66
Availability of affordable quality childcare/preschool	Excellent		13% N=35
	Good		28% N=74
	Fair		27% N=72
	Poor		32% N=87
K-12 education	Excellent		10% N=34
	Good		34% N=113
	Fair		36% N=119
	Poor		19% N=63
Adult educational opportunities	Excellent		9% N=30
	Good		35% N=117
	Fair		40% N=133
	Poor		17% N=57
Sense of civic/community pride	Excellent		8% N=27
	Good		28% N=97
	Fair		42% N=146
	Poor		23% N=79
Neighborliness of residents in Marshalltown	Excellent		10% N=39
	Good		37% N=140
	Fair		37% N=140
































Please also rate each of the following in the Marshalltown community.	Neighborhoodliness of residents in Marshalltown	Poor		16% N=60
	Opportunities to participate in social events and activities	Excellent		9% N=33
		Good		35% N=130
		Fair		40% N=147
		Poor		17% N=62
	Opportunities to attend special events and festivals	Excellent		10% N=39
		Good		37% N=141
		Fair		34% N=130
		Poor		19% N=73
	Opportunities to volunteer	Excellent		16% N=58
		Good		49% N=176
		Fair		28% N=102
		Poor		6% N=22
	Opportunities to participate in community matters	Excellent		9% N=32
		Good		33% N=115
		Fair		37% N=125
		Poor		21% N=70
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		13% N=47
		Good		30% N=106
		Fair		35% N=124
		Poor		22% N=77
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, email, or web) for help or information	No		61% N=240
		Yes		39% N=156
	Contacted Marshalltown elected officials (in-person, phone, email, or web) to express your opinion	No		83% N=332
		Yes		17% N=68
	Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HO..	No		89% N=355
		Yes		11% N=45
	Watched (online or on television) a local public meeting	No		79% N=312
		Yes		21% N=84
	Volunteered your time to some group/activity in Marshalltown	No		63% N=251
		Yes		37% N=150
































Please indicate whether or not you have done each of the following in the last 12 months.	Campaigned or advocated for a local issue, cause, or candidate	No	 82% N=328
		Yes	 18% N=73
	Voted in your most recent local election	No	 37% N=147
		Yes	 63% N=254
	Used bus or other public transportation instead of driving	No	 89% N=358
		Yes	 11% N=44
	Carpooled with other adults or children instead of driving alone	No	 60% N=241
		Yes	 40% N=158
	Walked or biked instead of driving	No	 48% N=192
		Yes	 52% N=209
Please rate the quality of each of the following services in Marshalltown.	Public information services	Excellent	 5% N=18
		Good	 32% N=110
		Fair	 41% N=143
		Poor	 22% N=75
	Economic development	Excellent	 5% N=16
		Good	 27% N=84
		Fair	 40% N=127
		Poor	 28% N=87
	Traffic enforcement	Excellent	 7% N=25
		Good	 34% N=124
		Fair	 29% N=107
		Poor	 30% N=111
	Traffic signal timing	Excellent	 7% N=25
		Good	 32% N=119
		Fair	 37% N=138
		Poor	 25% N=95
	Street repair	Excellent	 4% N=17
		Good	 14% N=55
		Fair	 30% N=116
		Poor	 51% N=194
	Street cleaning	Excellent	 6% N=21






























Please rate the quality of each of the following services in Marshalltown.	Street cleaning	Good		31% N=118
		Fair		45% N=169
		Poor		18% N=69
	Street lighting	Excellent		7% N=27
		Good		32% N=126
		Fair		35% N=137
		Poor		26% N=100
	Snow removal	Excellent		11% N=40
		Good		27% N=102
		Fair		36% N=134
		Poor		26% N=98
	Sidewalk maintenance	Excellent		4% N=16
		Good		22% N=81
		Fair		33% N=124
		Poor		41% N=151
	Bus or transit services	Excellent		10% N=24
		Good		37% N=90
		Fair		39% N=92
		Poor		14% N=33
	Land use, planning, and zoning	Excellent		6% N=14
		Good		24% N=54
		Fair		45% N=105
		Poor		25% N=59
	Code enforcement (weeds, abandoned buildings, etc.)	Excellent		5% N=18
		Good		13% N=41
		Fair		35% N=111
		Poor		47% N=152
	Affordable high-speed internet access	Excellent		7% N=24
		Good		31% N=106
		Fair		25% N=86
		Poor		37% N=130
































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
































Garbage collection	Excellent		19% N=70
	Good		52% N=196
	Fair		22% N=84
	Poor		7% N=25
Drinking water	Excellent		50% N=198
	Good		27% N=106
	Fair		20% N=78
	Poor		3% N=10
Sewer services	Excellent		24% N=86
	Good		45% N=160
	Fair		24% N=87
	Poor		7% N=25
Storm water management (storm drainage, dams, levees, etc.)	Excellent		17% N=56
	Good		47% N=152
	Fair		25% N=80
	Poor		11% N=36
Power (electric and/or gas) utility	Excellent		20% N=77
	Good		47% N=179
	Fair		27% N=104
	Poor		6% N=23
Utility billing	Excellent		15% N=55
	Good		37% N=138
	Fair		31% N=114
	Poor		17% N=62
Police services	Excellent		21% N=79
	Good		45% N=168
	Fair		22% N=82
	Poor		12% N=47
Crime prevention	Excellent		11% N=37
	Good		38% N=131
	Fair		31% N=106
































Please rate the quality of each of the following services in Marshalltown.	Crime prevention	Poor		21% N=72
	Animal control	Excellent		11% N=33
		Good		36% N=114
		Fair		34% N=107
		Poor		19% N=59
	Ambulance or emergency medical services	Excellent		24% N=84
		Good		43% N=150
		Fair		24% N=84
		Poor		9% N=30
	Fire services	Excellent		34% N=113
		Good		48% N=158
		Fair		17% N=55
		Poor		2% N=6
	Fire prevention and education	Excellent		18% N=53
		Good		47% N=137
		Fair		26% N=75
		Poor		9% N=28
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Excellent		12% N=37
		Good		37% N=117
		Fair		32% N=100
		Poor		20% N=62
	Preservation of natural areas (open space, farmlands, and greenbelts)	Excellent		7% N=22
		Good		51% N=165
		Fair		30% N=96
		Poor		12% N=37
	Marshalltown open space	Excellent		6% N=19
		Good		40% N=124
		Fair		37% N=114
		Poor		16% N=49
	Recycling	Excellent		9% N=31
		Good		31% N=107
































Please rate the quality of each of the following services in Marshalltown.	Recycling	Fair		34% N=116
		Poor		27% N=92
	City parks	Excellent		8% N=29
		Good		41% N=152
		Fair		39% N=145
		Poor		12% N=46
	Recreation programs or classes	Excellent		7% N=23
		Good		41% N=129
		Fair		30% N=94
		Poor		22% N=69
	Recreation centers or facilities	Excellent		9% N=31
		Good		43% N=144
		Fair		28% N=93
		Poor		21% N=70
	Health services	Excellent		10% N=39
		Good		41% N=155
		Fair		32% N=121
		Poor		16% N=60
	Public library services	Excellent		44% N=161
		Good		37% N=134
		Fair		17% N=60
		Poor		3% N=9
	Overall customer service by Marshalltown employees (police, receptionists, planners, etc.)	Excellent		21% N=74
		Good		45% N=162
		Fair		18% N=64
		Poor		16% N=58
Please rate the following categories of Marshalltown government performance.	The value of services for the taxes paid to Marshalltown	Excellent		5% N=18
		Good		28% N=98
		Fair		34% N=119
		Poor		33% N=116
	The overall direction that Marshalltown is taking	Excellent		5% N=20
































Please rate the following categories of Marshalltown government performance.	The overall direction that Marshalltown is taking	Good		30% N=107
		Fair		33% N=120
		Poor		32% N=114
	The job Marshalltown government does at welcoming resident involvement	Excellent		5% N=17
		Good		23% N=76
		Fair		42% N=138
		Poor		29% N=95
	Overall confidence in Marshalltown government	Excellent		5% N=18
		Good		30% N=111
		Fair		35% N=126
		Poor		30% N=110
	Generally acting in the best interest of the community	Excellent		6% N=21
		Good		30% N=112
		Fair		31% N=117
		Poor		33% N=122
	Being honest	Excellent		7% N=22
		Good		38% N=127
		Fair		28% N=94
		Poor		28% N=94
	Being open and transparent to the public	Excellent		8% N=26
		Good		30% N=100
		Fair		30% N=101
		Poor		32% N=109
	Informing residents about issues facing the community	Excellent		7% N=25
		Good		27% N=97
		Fair		30% N=109
		Poor		36% N=130
	Treating all residents fairly	Excellent		6% N=20
		Good		28% N=98
		Fair		34% N=117
		Poor		32% N=113

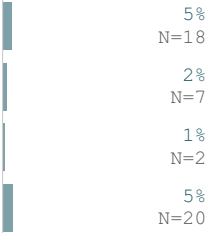

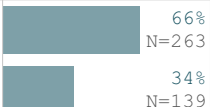
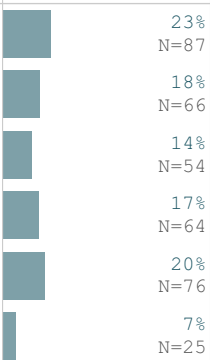
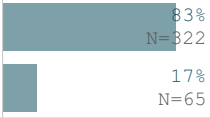
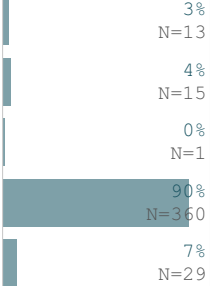
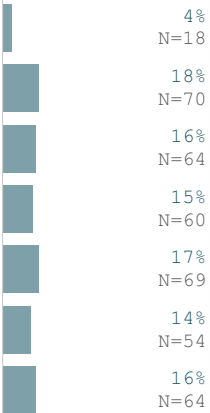
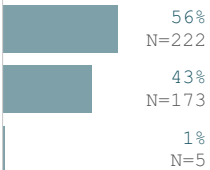
Please rate the following categories of Marshalltown government performance.	Treating residents with respect	Excellent		8% N=27
		Good		37% N=130
		Fair		32% N=115
		Poor		23% N=82
Overall, how would you rate the quality of the services provided by each of the following?	The City of Marshalltown	Excellent		8% N=32
		Good		37% N=148
		Fair		42% N=166
		Poor		13% N=53
	The Federal Government	Excellent		7% N=26
		Good		23% N=84
		Fair		41% N=153
		Poor		29% N=107
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		48% N=188
		Very important		45% N=177
		Somewhat important		7% N=27
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Marshalltown	Essential		15% N=59
		Very important		47% N=183
		Somewhat important		36% N=140
		Not at all important		3% N=10
	Overall design or layout of Marshalltown's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		14% N=55
		Very important		46% N=183
		Somewhat important		35% N=139
		Not at all important		5% N=19
	Overall quality of the utility infrastructure in Marshalltown (water, sewer, storm water, electric/gas, broadband)	Essential		42% N=167
		Very important		43% N=170
		Somewhat important		16% N=62
		Not at all important		0% N=
	Overall feeling of safety in Marshalltown	Essential		50% N=199
		Very important		42% N=168
		Somewhat important		8% N=33
	Overall quality of natural environment in Marshalltown	Essential		19% N=76

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 quality of natural environment in Marshalltown	Very important		54% N=213
		Somewhat important		22% N=89
		Not at all important		5% N=19
	Overall quality of parks and recreation opportunities	Essential		24% N=94
		Very important		48% N=193
		Somewhat important		27% N=107
		Not at all important		1% N=6
	Overall health and wellness opportunities in Marshalltown	Essential		37% N=150
		Very important		44% N=176
		Somewhat important		18% N=71
		Not at all important		1% N=4
	Overall opportunities for education, culture, and the arts	Essential		35% N=139
		Very important		44% N=178
		Somewhat important		19% N=77
		Not at all important		1% N=5
	Residents' connection and engagement with their community	Essential		25% N=100
		Very important		47% N=190
		Somewhat important		27% N=106
		Not at all important		1% N=4
Please rate the City of Marshalltown's progress on each of the following goals:	Overall, how would you rate the City of Marshalltown's progress of demolishing abandoned, dangerous, and dilapidated properties?	Excellent		8% N=29
		Good		27% N=102
		Fair		36% N=139
		Poor		29% N=112
	How familiar, if at all, are you with the City of Marshalltown's Strategic Plan?	Very familiar		3% N=13
		Somewhat familiar		31% N=125
		Not familiar		66% N=263
	Expand and improve development	Excellent		5% N=16
		Good		34% N=112
		Fair		41% N=132
		Poor		20% N=65
	Enhance Marshalltown's public image	Excellent		6% N=22

Please rate the City of Marshalltown's progress on each of the following goals:	Enhance Marshalltown's public image	Good		27% N=99
		Fair		45% N=162
		Poor		22% N=79
	Continually improve the City's organization and services	Excellent		4% N=14
		Good		31% N=103
		Fair		47% N=159
		Poor		18% N=59
	Partner with citizens, for-profit, non-profit, and other groups to improve quality of life	Excellent		7% N=24
		Good		34% N=114
		Fair		40% N=134
		Poor		20% N=68
How much of a priority, if at all, should Marshalltown place on making improvements in each of the following parks?	Riverview Park	High priority		52% N=184
		Medium priority		39% N=138
		Not a priority		8% N=29
	Kiwanis Park	High priority		19% N=58
		Medium priority		56% N=169
		Not a priority		25% N=75
	West End Park	High priority		25% N=77
		Medium priority		47% N=148
		Not a priority		28% N=88
	Farmer's Market	High priority		43% N=149
		Medium priority		44% N=152
		Not a priority		13% N=44
	BPW Park	High priority		25% N=54
		Medium priority		49% N=103
		Not a priority		26% N=54
	Lawrence Park	High priority		22% N=44
		Medium priority		57% N=114
		Not a priority		21% N=43
	Peterson Park	High priority		22% N=44
		Medium priority		59% N=120

How much of a priority, if at all, should Marshalltown place on making improvements in each of the following parks?	Peterson Park	Not a priority		20% N=41
	Timber Creek Park	High priority		19% N=47
		Medium priority		58% N=145
		Not a priority		23% N=58
	Arnold's Park	High priority		26% N=57
		Medium priority		53% N=116
		Not a priority		22% N=48
In general, how many times do you:	Access the internet from your home using a computer, laptop, or tablet computer	Several times a day		61% N=241
		Once a day		9% N=37
		A few times a week		7% N=30
		Every few weeks		4% N=16
		Less often or never		18% N=72
	Access the internet from your cell phone	Several times a day		79% N=305
		Once a day		6% N=23
		A few times a week		3% N=13
		Every few weeks		2% N=9
		Less often or never		10% N=38
	Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	Several times a day		61% N=242
		Once a day		12% N=49
		A few times a week		6% N=22
		Every few weeks		2% N=6
		Less often or never		19% N=74
	Use or check email	Several times a day		66% N=260
		Once a day		15% N=58
		A few times a week		7% N=26
		Every few weeks		3% N=13
		Less often or never		9% N=37
	Share your opinions online	Several times a day		13% N=52
		Once a day		3% N=11
		A few times a week		12% N=45
		Every few weeks		15% N=60

In general, how many times do you:	Share your opinions online	Less often or never	 57% N=222
	Shop online	Several times a day	 11% N=43
		Once a day	 5% N=21
		A few times a week	 20% N=80
		Every few weeks	 30% N=116
		Less often or never	 33% N=130
Please rate your overall health.	Excellent		 21% N=82
	Very good		 31% N=123
	Good		 36% N=142
	Fair		 13% N=50
	Poor		 1% N=2
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		 4% N=15
	Somewhat positive		 8% N=33
	Neutral		 38% N=153
	Somewhat negative		 36% N=143
	Very negative		 14% N=58
How many years have you lived in Marshalltown?	Less than 2 years		 6% N=25
	2-5 years		 8% N=33
	6-10 years		 11% N=43
	11-20 years		 15% N=59
	More than 20 years		 60% N=243
Which best describes the building you live in?	One family house detached from any other houses		 68% N=273
	Building with two or more homes (duplex, townhome, apa..		 28% N=112
	Mobile home		 1% N=4
	Other		 3% N=12
Do you rent or own your home?	Rent		 35% N=139
	Own		 65% N=263
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		 17% N=65
	\$500 to \$999		 39% N=151
	\$1,000 to \$1,499		 21% N=83
	\$1,500 to \$1,999		 11% N=44

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)?	\$2,000 to \$2,499		5% N=18
	\$2,500 to \$2,999		2% N=7
	\$3,000 to \$3,499		1% N=2
	\$3,500 or more		5% N=20
Do any children 17 or under live in your household?	No		64% N=256
	Yes		36% N=146
Are you or any other members of your household aged 65 or older?	No		66% N=263
	Yes		34% N=139
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		23% N=87
	\$25,000 to \$49,999		18% N=66
	\$50,000 to \$74,999		14% N=54
	\$75,000 to \$99,999		17% N=64
	\$100,000 to \$149,999		20% N=76
	\$150,000 or more		7% N=25
Are you Spanish, Hispanic, or Latino?	No, not Spanish, Hispanic, or Latino		83% N=322
	Yes, I consider myself to be Spanish, Hispanic, or Latino		17% N=65
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		3% N=13
	Asian, Asian Indian, or Pacific Islander		4% N=15
	Black or African American		0% N=1
	White		90% N=360
	Other		7% N=29
In which category is your age?	18-24 years		4% N=18
	25-34 years		18% N=70
	35-44 years		16% N=64
	45-54 years		15% N=60
	55-64 years		17% N=69
	65-74 years		14% N=54
	75 years or older		16% N=64
What is your gender?	Woman		56% N=222
	Man		43% N=173
	Identify in another way		1% N=5

Full trends

This table contains the trends over time for the City of Marshalltown. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2020 and 2022 surveys is greater than six percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		2020	2022
Please rate each of the following aspects of quality of life in Marshalltown.	Marshalltown as a place to live	63%	60%
	Your neighborhood as a place to live	77%	72%
	Marshalltown as a place to raise children	63%	58%
	Marshalltown as a place to work	65%	55%
	Marshalltown as a place to visit	33%	30%
	Marshalltown as a place to retire	44%	39%
	The overall quality of life in Marshalltown	57%	52%
	Sense of community	57%	44%
Please rate each of the following characteristics as they relate to Marshalltown as a whole.	Overall economic health of Marshalltown	35%	30%
	Overall quality of the transportation system (auto, bicycle, foot, bu..	58%	53%
	Overall design or layout of Marshalltown's residential and commer..	60%	58%
	Overall quality of the utility infrastructure in Marshalltown (water..	68%	56%
	Overall feeling of safety in Marshalltown	56%	50%
	Overall quality of natural environment in Marshalltown	61%	54%
	Overall quality of parks and recreation opportunities	64%	59%
	Overall health and wellness opportunities in Marshalltown	57%	51%
	Overall opportunities for education, culture, and the arts	50%	50%
	Residents' connection and engagement with their community	40%	36%

Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Marshalltown to someone who asks	65% 62%
	Remain in Marshalltown for the next five years	79% 74%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	91% 85%
	In Marshalltown's downtown/commercial area during the day	89% 84%
	From property crime	61% 59%
	From violent crime	70% 66%
	From fire, flood, or other natural disaster	59% 67%
Please rate the job you feel the Marshalltown community does at each of the following.	Making all residents feel welcome	60% 50%
	Attracting people from diverse backgrounds	73% 69%
	Valuing/respecting residents from diverse backgrounds	61% 55%
	Taking care of vulnerable residents (elderly, disabled, homeless, et..	57% 42%
Please rate each of the following in the Marshalltown community.	Overall quality of business and service establishments in Marshallt..	57% 42%
	Variety of business and service establishments in Marshalltown	38% 28%
	Vibrancy of downtown/commercial area	34% 23%
	Employment opportunities	41% 44%
	Shopping opportunities	11% 10%
	Cost of living in Marshalltown	55% 39%
	Overall image or reputation of Marshalltown	31% 29%
Please also rate each of the following in the Marshalltown community.	Traffic flow on major streets	80% 58%
	Ease of public parking	71% 58%
	Ease of travel by car in Marshalltown	87% 73%
	Ease of travel by public transportation in Marshalltown	58% 45%
	Ease of travel by bicycle in Marshalltown	70% 51%
	Ease of walking in Marshalltown	72% 56%
	Well-planned residential growth	55% 37%

Please also rate each of the following in the Marshalltown community.	Well-planned commercial growth	35%	29%
	Well-designed neighborhoods	49%	37%
	Preservation of the historical or cultural character of the community	61%	47%
	Public places where people want to spend time	35%	33%
	Variety of housing options	41%	37%
	Availability of affordable quality housing	42%	32%
	Overall quality of new development in Marshalltown	45%	36%
	Overall appearance of Marshalltown	37%	31%
	Cleanliness of Marshalltown	43%	38%
	Water resources (beaches, lakes, ponds, riverways, etc.)	35%	32%
	Air quality	66%	59%
	Availability of paths and walking trails	79%	71%
	Fitness opportunities (including exercise classes and paths or trail..	81%	66%
	Recreational opportunities	60%	45%
	Availability of affordable quality food	73%	56%
	Availability of affordable quality health care	52%	52%
	Availability of preventive health services	53%	50%
	Availability of affordable quality mental health care	34%	31%
	Opportunities to attend cultural/arts/music activities	37%	41%
	Community support for the arts	47%	45%
	Availability of affordable quality childcare/preschool	50%	43%
	K-12 education	58%	49%
	Adult educational opportunities	58%	47%
	Sense of civic/community pride	51%	40%
	Neighborliness of residents in Marshalltown	61%	51%

Please also rate each of the following in the Marshalltown community.	Opportunities to participate in social events and activities	47%	45%
	Opportunities to attend special events and festivals	47%	49%
	Opportunities to volunteer	69%	66%
	Opportunities to participate in community matters	58%	45%
	Openness and acceptance of the community toward people of diver..	51%	47%
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, email, or we..	44%	38%
	Contacted Marshalltown elected officials (in-person, phone, email, ..	19%	16%
	Attended a local public meeting (of local elected officials like City C..	9%	11%
	Watched (online or on television) a local public meeting	24%	21%
	Volunteered your time to some group/activity in Marshalltown	44%	35%
	Campaigned or advocated for a local issue, cause, or candidate	17%	17%
	Voted in your most recent local election	67%	60%
	Used bus or other public transportation instead of driving	8%	10%
	Carpooled with other adults or children instead of driving alone	35%	41%
	Walked or biked instead of driving	51%	51%
Please rate the quality of each of the following services in Marshalltown.	Public information services	56%	41%
	Economic development	39%	34%
	Traffic enforcement	65%	42%
	Traffic signal timing	55%	42%
	Street repair	25%	21%
	Street cleaning	51%	40%
	Street lighting	48%	41%
	Snow removal	53%	38%
	Sidewalk maintenance	40%	27%
	Bus or transit services	60%	52%

Please rate the quality of each of the following services in Marshalltown.	Land use, planning, and zoning	41%	34%
	Code enforcement (weeds, abandoned buildings, etc.)	25%	20%
	Affordable high-speed internet access	37%	42%
	Garbage collection	75%	73%
	Drinking water	89%	79%
	Sewer services	80%	71%
	Storm water management (storm drainage, dams, levees, etc.)	71%	67%
	Power (electric and/or gas) utility	71%	68%
	Utility billing	60%	52%
	Police services	79%	67%
	Crime prevention	67%	51%
	Animal control	64%	51%
	Ambulance or emergency medical services	80%	68%
	Fire services	88%	83%
	Fire prevention and education	75%	68%
	Emergency preparedness (services that prepare the community for..	56%	52%
	Preservation of natural areas (open space, farmlands, and greenbe..	60%	60%
	Marshalltown open space	58%	49%
	Recycling	48%	43%
	City parks	65%	50%
	Recreation programs or classes	58%	49%
	Recreation centers or facilities	62%	52%
	Health services	63%	54%
	Public library services	81%	82%
	Overall customer service by Marshalltown employees (police, rece..	76%	68%

Please rate the following categories of Marshalltown government performance.	The value of services for the taxes paid to Marshalltown	44% 35%
	The overall direction that Marshalltown is taking	47% 39%
	The job Marshalltown government does at welcoming resident invo..	44% 34%
	Overall confidence in Marshalltown government	44% 39%
	Generally acting in the best interest of the community	50% 40%
	Being honest	55% 47%
	Being open and transparent to the public	47% 40%
	Informing residents about issues facing the community	48% 35%
	Treating all residents fairly	52% 38%
	Treating residents with respect	60% 47%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Marshalltown	61% 48%
	The Federal Government	38% 34%
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% 92%
	Overall quality of the transportation system (auto, bicycle, foot, bu..	56% 63%
	Overall design or layout of Marshalltown's residential and commer..	61% 60%
	Overall quality of the utility infrastructure in Marshalltown (water..	87% 85%
	Overall feeling of safety in Marshalltown	89% 92%
	Overall quality of natural environment in Marshalltown	76% 75%
	Overall quality of parks and recreation opportunities	79% 71%
	Overall health and wellness opportunities in Marshalltown	86% 82%
	Overall opportunities for education, culture, and the arts	79% 81%
	Residents' connection and engagement with their community	75% 74%
In general, how many times do you:	Access the internet from your home using a computer, laptop, or ta..	87% 79%
	Access the internet from your cell phone	91% 89%
	Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	84% 81%

In general, how many times do you:	Use or check email	95% 88%
	Share your opinions online	37% 28%
	Shop online	42% 36%
	Please rate your overall health.	60% 51%
	What impact, if any, do you think the economy will have on your fa..	23% 15%

Methods (open participation)

As part of its participation in The National Community Survey™ (The NCS™), the City of Marshalltown conducted a survey of 400 residents. Survey invitations were mailed to randomly selected households and data were collected from September 21st, 2022 to November 9th, 2022. The results from this main survey effort represent the most robust estimate of your residents' opinions.





























After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Marshalltown. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all city residents and became available on October 24th, 2022. The survey remained open for 2 weeks and there were 13 responses.

































The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. Due to limited response, the results were not statistically weighted.

































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

































Open participation survey results

































This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

	In which area of Marshalltown do you live?	Area 2-1		17% N=2
		Area 2-2		42% N=5
		Area 3-1		8% N=1
		Area 3-2		8% N=1
		Area 4-2		17% N=2
		None of these/I don't live in Marshalltown		8% N=1
Please rate each of the following aspects of quality of life in Marshalltown.	Marshalltown as a place to live	Good		31% N=4
		Fair		46% N=6
		Poor		23% N=3
	Your neighborhood as a place to live	Excellent		33% N=4
		Good		25% N=3
		Fair		33% N=4
		Poor		8% N=1
	Marshalltown as a place to raise children	Excellent		9% N=1
		Good		27% N=3
		Fair		27% N=3
		Poor		36% N=4
	Marshalltown as a place to work	Excellent		8% N=1
		Good		38% N=5
		Fair		31% N=4
		Poor		23% N=3
	Marshalltown as a place to visit	Good		9% N=1
		Fair		36% N=4
		Poor		55% N=6
	Marshalltown as a place to retire	Good		8% N=1
		Fair		23% N=3
		Poor		69% N=9
	The overall quality of life in Marshalltown	Good		31% N=4


Please rate each of the following aspects of quality of life in Marshalltown.	The overall quality of life in Marshalltown	Fair		46% N=6
		Poor		23% N=3
	Sense of community	Good		42% N=5
		Fair		42% N=5
		Poor		17% N=2
Please rate each of the following characteristics as they relate to Marshalltown as a whole.	Overall economic health of Marshalltown	Good		31% N=4
		Fair		8% N=1
		Poor		62% N=8
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Marshalltown	Good		8% N=1
		Fair		67% N=8
		Poor		25% N=3
	Overall design or layout of Marshalltown's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Good		23% N=3
		Fair		62% N=8
		Poor		15% N=2
	Overall quality of the utility infrastructure in Marshalltown (water, sewer, storm water, electric/gas, broadband)	Good		23% N=3
		Fair		38% N=5
		Poor		38% N=5
	Overall feeling of safety in Marshalltown	Good		25% N=3
		Fair		25% N=3
		Poor		50% N=6
	Overall quality of natural environment in Marshalltown	Good		62% N=8
		Fair		23% N=3
		Poor		15% N=2
	Overall quality of parks and recreation opportunities	Good		58% N=7
		Fair		33% N=4
		Poor		8% N=1
	Overall health and wellness opportunities in Marshalltown	Good		23% N=3
		Fair		31% N=4
		Poor		46% N=6
	Overall opportunities for education, culture, and the arts	Good		46% N=6
		Fair		31% N=4
		Poor		23% N=3

Please rate each of the following characteristics as they relate to Marshalltown as a whole.	Residents' connection and engagement with their community	Good		38% N=5
		Fair		38% N=5
		Poor		23% N=3
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Marshalltown to someone who asks	Somewhat likely		23% N=3
		Somewhat unlikely		31% N=4
		Very unlikely		46% N=6
	Remain in Marshalltown for the next five years	Very likely		23% N=3
		Somewhat likely		23% N=3
		Somewhat unlikely		23% N=3
		Very unlikely		31% N=4
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		46% N=6
		Somewhat safe		31% N=4
		Neither safe nor unsafe		8% N=1
		Somewhat unsafe		15% N=2
	In Marshalltown's downtown/commercial area during the day	Very safe		31% N=4
		Somewhat safe		31% N=4
		Neither safe nor unsafe		31% N=4
		Somewhat unsafe		8% N=1
	From property crime	Very safe		8% N=1
		Somewhat safe		23% N=3
		Neither safe nor unsafe		31% N=4
		Somewhat unsafe		23% N=3
		Very unsafe		15% N=2
	From violent crime	Very safe		8% N=1
		Somewhat safe		31% N=4
		Neither safe nor unsafe		23% N=3
		Somewhat unsafe		31% N=4
		Very unsafe		8% N=1
	From fire, flood, or other natural disaster	Somewhat safe		62% N=8
		Neither safe nor unsafe		15% N=2
		Somewhat unsafe		8% N=1
		Very unsafe		15% N=2






























Please rate the job you feel the Marshalltown community does at each of the following.	Making all residents feel welcome	Good		23% N=3
		Fair		46% N=6
		Poor		31% N=4
	Attracting people from diverse backgrounds	Excellent		8% N=1
		Good		50% N=6
		Fair		25% N=3
		Poor		17% N=2
	Valuing/respecting residents from diverse backgrounds	Excellent		8% N=1
		Good		42% N=5
		Fair		25% N=3
		Poor		25% N=3
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Good		15% N=2
		Fair		38% N=5
		Poor		46% N=6
Please rate each of the following in the Marshalltown community.	Overall quality of business and service establishments in Marshalltown	Good		15% N=2
		Fair		46% N=6
		Poor		38% N=5
	Variety of business and service establishments in Marshalltown	Fair		31% N=4
		Poor		69% N=9
	Vibrancy of downtown/commercial area	Fair		42% N=5
		Poor		58% N=7
	Employment opportunities	Good		23% N=3
		Fair		31% N=4
		Poor		46% N=6
	Shopping opportunities	Fair		15% N=2
		Poor		85% N=11
	Cost of living in Marshalltown	Excellent		8% N=1
		Good		8% N=1
		Fair		38% N=5
		Poor		46% N=6
	Overall image or reputation of Marshalltown	Good		8% N=1
		Fair		23% N=3

































Please rate each of the following in the Marshalltown community.	Overall image or reputation of Marshalltown	Poor		69% N=9
Please also rate each of the following in the Marshalltown community.	Traffic flow on major streets	Good		31% N=4
		Fair		54% N=7
		Poor		15% N=2
	Ease of public parking	Good		31% N=4
		Fair		38% N=5
		Poor		31% N=4
	Ease of travel by car in Marshalltown	Excellent		8% N=1
		Good		38% N=5
		Fair		23% N=3
		Poor		31% N=4
	Ease of travel by public transportation in Marshalltown	Good		14% N=1
		Fair		29% N=2
		Poor		57% N=4
	Ease of travel by bicycle in Marshalltown	Good		20% N=2
		Fair		40% N=4
		Poor		40% N=4
	Ease of walking in Marshalltown	Good		38% N=5
		Fair		46% N=6
		Poor		15% N=2
	Well-planned residential growth	Good		17% N=2
		Fair		42% N=5
		Poor		42% N=5
	Well-planned commercial growth	Good		18% N=2
		Fair		27% N=3
		Poor		55% N=6
	Well-designed neighborhoods	Good		17% N=2
		Fair		42% N=5
		Poor		42% N=5
	Preservation of the historical or cultural character of the community	Good		27% N=3
		Fair		55% N=6
		Poor		18% N=2































Please also rate each of the following in the Marshalltown community.

Public places where people want to spend time	Good		18% N=2
	Fair		45% N=5
	Poor		36% N=4
Variety of housing options	Good		8% N=1
	Fair		23% N=3
	Poor		69% N=9
Availability of affordable quality housing	Excellent		8% N=1
	Fair		31% N=4
	Poor		62% N=8
Overall quality of new development in Marshalltown	Good		8% N=1
	Fair		46% N=6
	Poor		46% N=6
Overall appearance of Marshalltown	Fair		46% N=6
	Poor		54% N=7
Cleanliness of Marshalltown	Good		8% N=1
	Fair		31% N=4
	Poor		62% N=8
Water resources (beaches, lakes, ponds, riverways, etc.)	Good		8% N=1
	Fair		69% N=9
	Poor		23% N=3
Air quality	Good		38% N=5
	Fair		46% N=6
	Poor		15% N=2
Availability of paths and walking trails	Excellent		17% N=2
	Good		33% N=4
	Fair		42% N=5
	Poor		8% N=1
Fitness opportunities (including exercise classes and paths or trails, etc.)	Excellent		15% N=2
	Good		54% N=7
	Fair		23% N=3
	Poor		8% N=1
Recreational opportunities	Good		38% N=5

































Please also rate each of the following in the Marshalltown community.

































Recreational opportunities	Fair		38% N=5
	Poor		23% N=3
Availability of affordable quality food	Excellent		8% N=1
	Good		38% N=5
	Fair		31% N=4
	Poor		23% N=3
Availability of affordable quality health care	Good		38% N=5
	Fair		15% N=2
	Poor		46% N=6
Availability of preventive health services	Excellent		8% N=1
	Good		25% N=3
	Fair		33% N=4
	Poor		33% N=4
Availability of affordable quality mental health care	Fair		64% N=7
	Poor		36% N=4
Opportunities to attend cultural/arts/music activities	Excellent		8% N=1
	Good		15% N=2
	Fair		54% N=7
	Poor		23% N=3
Community support for the arts	Good		54% N=7
	Fair		38% N=5
	Poor		8% N=1
Availability of affordable quality childcare/preschool	Good		11% N=1
	Fair		56% N=5
	Poor		33% N=3
K-12 education	Good		33% N=3
	Fair		22% N=2
	Poor		44% N=4
Adult educational opportunities	Good		18% N=2
	Fair		73% N=8
	Poor		9% N=1
Sense of civic/community pride	Good		15% N=2

































Please also rate each of the following in the Marshalltown community.	Sense of civic/community pride	Fair		54% N=7
		Poor		31% N=4
	Neighborliness of residents in Marshalltown	Excellent		8% N=1
		Good		23% N=3
		Fair		38% N=5
		Poor		31% N=4
	Opportunities to participate in social events and activities	Excellent		8% N=1
		Good		42% N=5
		Fair		33% N=4
		Poor		17% N=2
	Opportunities to attend special events and festivals	Excellent		17% N=2
		Good		42% N=5
		Fair		25% N=3
		Poor		17% N=2
	Opportunities to volunteer	Excellent		31% N=4
		Good		46% N=6
		Fair		15% N=2
		Poor		8% N=1
	Opportunities to participate in community matters	Excellent		8% N=1
		Good		23% N=3
		Fair		46% N=6
		Poor		23% N=3
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		15% N=2
		Good		31% N=4
		Fair		38% N=5
		Poor		15% N=2
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, email, or web) for help or information	No		23% N=3
		Yes		77% N=10
	Contacted Marshalltown elected officials (in-person, phone, email, or web) to express your opinion	No		38% N=5
		Yes		62% N=8
	Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood w..	No		46% N=6
		Yes		54% N=7

































Please indicate whether or not you have done each of the following in the last 12 months.	Watched (online or on television) a local public meeting	No		23% N=3
		Yes		77% N=10
	Volunteered your time to some group/activity in Marshalltown	No		15% N=2
		Yes		85% N=11
	Campaigned or advocated for a local issue, cause, or candidate	No		46% N=6
		Yes		54% N=7
	Voted in your most recent local election	No		8% N=1
		Yes		92% N=12
	Used bus or other public transportation instead of .. No			100% N=13
	Carpooled with other adults or children instead of driving alone	No		38% N=5
		Yes		62% N=8
Please rate the quality of each of the following services in Marshalltown.	Public information services	Excellent		8% N=1
		Good		33% N=4
		Fair		33% N=4
		Poor		25% N=3
	Economic development	Good		25% N=3
		Fair		42% N=5
		Poor		33% N=4
	Traffic enforcement	Good		46% N=6
		Fair		15% N=2
		Poor		38% N=5
	Traffic signal timing	Good		33% N=4
		Fair		58% N=7
		Poor		8% N=1
	Street repair	Fair		23% N=3
		Poor		77% N=10
	Street cleaning	Excellent		8% N=1
		Good		31% N=4
		Fair		31% N=4
		Poor		31% N=4

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

































Street lighting	Excellent		8% N=1
	Good		17% N=2
	Fair		42% N=5
	Poor		33% N=4
Snow removal	Good		25% N=3
	Fair		58% N=7
	Poor		17% N=2
Sidewalk maintenance	Good		8% N=1
	Fair		54% N=7
	Poor		38% N=5
Bus or transit services	Excellent		20% N=1
	Good		20% N=1
	Fair		40% N=2
	Poor		20% N=1
Land use, planning, and zoning	Good		23% N=3
	Fair		38% N=5
	Poor		38% N=5
Code enforcement (weeds, abandoned buildings, etc.)	Excellent		8% N=1
	Fair		23% N=3
	Poor		69% N=9
Affordable high-speed internet access	Good		8% N=1
	Fair		46% N=6
	Poor		46% N=6
Garbage collection	Excellent		25% N=3
	Good		42% N=5
	Fair		17% N=2
	Poor		17% N=2
Drinking water	Excellent		62% N=8
	Good		31% N=4
	Fair		8% N=1
Sewer services	Excellent		9% N=1
	Good		55% N=6

































Please rate the quality of each of the following services in Marshalltown.	Sewer services	Fair		27% N=3
		Poor		9% N=1
Storm water management (storm drainage, dams, levees, etc.)		Good		36% N=4
		Fair		36% N=4
		Poor		27% N=3
Power (electric and/or gas) utility		Excellent		15% N=2
		Good		54% N=7
		Fair		15% N=2
		Poor		15% N=2
Utility billing		Good		64% N=7
		Fair		27% N=3
		Poor		9% N=1
Police services		Excellent		33% N=4
		Good		17% N=2
		Fair		25% N=3
		Poor		25% N=3
Crime prevention		Excellent		9% N=1
		Good		36% N=4
		Fair		27% N=3
		Poor		27% N=3
Animal control		Good		18% N=2
		Fair		27% N=3
		Poor		55% N=6
Ambulance or emergency medical services		Excellent		9% N=1
		Good		45% N=5
		Fair		27% N=3
		Poor		18% N=2
Fire services		Excellent		33% N=3
		Good		56% N=5
		Fair		11% N=1
Fire prevention and education		Excellent		13% N=1
		Good		38% N=3

Please rate the quality of each of the following services in Marshalltown.	Fire prevention and education	Fair		50% N=4
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Good		56% N=5
		Fair		22% N=2
		Poor		22% N=2
	Preservation of natural areas (open space, farmlands, and greenbelts)	Excellent		20% N=2
		Good		20% N=2
		Fair		40% N=4
		Poor		20% N=2
	Marshalltown open space	Excellent		8% N=1
		Good		25% N=3
		Fair		50% N=6
		Poor		17% N=2
	Recycling	Excellent		8% N=1
		Good		8% N=1
		Fair		58% N=7
		Poor		25% N=3
	Yard waste pick-up	Fair		10% N=1
		Poor		90% N=9
	City parks	Good		69% N=9
		Fair		8% N=1
		Poor		23% N=3
	Recreation programs or classes	Good		45% N=5
		Fair		36% N=4
		Poor		18% N=2
	Recreation centers or facilities	Good		55% N=6
		Fair		18% N=2
		Poor		27% N=3
	Health services	Excellent		9% N=1
		Good		27% N=3
		Fair		36% N=4
		Poor		27% N=3
	Public library services	Excellent		46% N=6


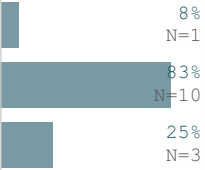
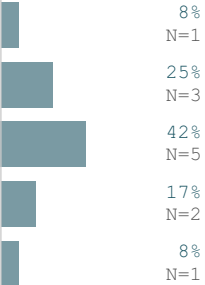

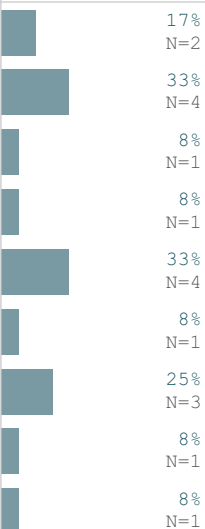
Please rate the quality of each of the following services in Marshalltown.	Public library services	Good		31% N=4
		Fair		23% N=3
	Overall customer service by Marshalltown employees (police, receptionists, planners, etc.)	Excellent		17% N=2
		Good		25% N=3
		Fair		42% N=5
		Poor		17% N=2
Please rate the following categories of Marshalltown government performance.	The value of services for the taxes paid to Marshalltown	Good		23% N=3
		Fair		15% N=2
		Poor		62% N=8
	The overall direction that Marshalltown is taking	Good		25% N=3
		Fair		25% N=3
		Poor		50% N=6
	The job Marshalltown government does at welcoming resident involvement	Good		17% N=2
		Fair		33% N=4
		Poor		50% N=6
	Overall confidence in Marshalltown government	Good		15% N=2
		Fair		23% N=3
		Poor		62% N=8
	Generally acting in the best interest of the community	Good		15% N=2
		Fair		31% N=4
		Poor		54% N=7
	Being honest	Good		23% N=3
		Fair		38% N=5
		Poor		38% N=5
	Being open and transparent to the public	Good		23% N=3
		Fair		31% N=4
		Poor		46% N=6
	Informing residents about issues facing the community	Good		8% N=1
		Fair		46% N=6
		Poor		46% N=6
	Treating all residents fairly	Excellent		8% N=1
		Fair		50% N=6

Please rate the following categories of Marshalltown government performance.	Treating all residents fairly	Poor		42% N=5
	Treating residents with respect	Excellent		8% N=1
		Good		17% N=2
		Fair		42% N=5
		Poor		33% N=4
Overall, how would you rate the quality of the services provided by each of the following?	The City of Marshalltown	Excellent		8% N=1
		Good		31% N=4
		Fair		23% N=3
		Poor		38% N=5
	The Federal Government	Good		25% N=3
		Fair		25% N=3
		Poor		50% N=6
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		85% N=11
		Very important		15% N=2
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Marshalltown	Essential		42% N=5
		Very important		33% N=4
		Somewhat important		25% N=3
	Overall design or layout of Marshalltown's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		8% N=1
		Very important		54% N=7
		Somewhat important		31% N=4
		Not at all important		8% N=1
	Overall quality of the utility infrastructure in Marshalltown (water, sewer, storm water, electric/gas, broadband)	Essential		69% N=9
		Very important		23% N=3
		Somewhat important		8% N=1
	Overall feeling of safety in Marshalltown	Essential		77% N=10
		Very important		23% N=3
	Overall quality of natural environment in Marshalltown	Very important		46% N=6
		Somewhat important		46% N=6
		Not at all important		8% N=1
	Overall quality of parks and recreation opportunities	Essential		8% N=1
		Very important		23% N=3
		Somewhat important		62% N=8

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 quality of parks and recreation opportunities	Not at all important		8% N=1
	Overall health and wellness opportunities in Marshalltown	Essential		23% N=3
		Very important		46% N=6
		Somewhat important		23% N=3
		Not at all important		8% N=1
	Overall opportunities for education, culture, and the arts	Essential		8% N=1
		Very important		38% N=5
		Somewhat important		46% N=6
		Not at all important		8% N=1
	Residents' connection and engagement with their community	Essential		15% N=2
		Very important		62% N=8
		Somewhat important		23% N=3
	Overall, how would you rate the City of Marshalltown's progress of demolishing abandoned, dangerous, and dilapidated properties?	Excellent		8% N=1
		Good		17% N=2
		Fair		33% N=4
		Poor		42% N=5
	How familiar, if at all, are you with the City of Marshalltown's Strategic Plan?	Very familiar		17% N=2
		Somewhat familiar		83% N=10
Please rate the City of Marshalltown's progress on each of the following goals:	Expand and improve development	Good		31% N=4
		Fair		38% N=5
		Poor		31% N=4
	Enhance Marshalltown's public image	Good		31% N=4
		Fair		23% N=3
		Poor		46% N=6
	Continually improve the City's organization and services	Good		33% N=4
		Fair		42% N=5
		Poor		25% N=3
	Partner with citizens, for-profit, non-profit, and other groups to improve quality of life	Excellent		10% N=1
		Fair		60% N=6
		Poor		30% N=3
How much of a priority, if at all, should Marshalltown place on making improvements in each of the following parks?	Riverview Park	High priority		45% N=5
		Medium priority		45% N=5

How much of a priority, if at all, should Marshalltown place on making improvements in each of the following parks?	Riverview Park	Not a priority		9% N=1
	Kiwanis Park	Medium priority		73% N=8
		Not a priority		27% N=3
	West End Park	High priority		9% N=1
		Medium priority		82% N=9
		Not a priority		9% N=1
	Farmer's Market	High priority		18% N=2
		Medium priority		55% N=6
		Not a priority		27% N=3
	BPW Park	Medium priority		50% N=4
		Not a priority		50% N=4
	Lawrence Park	Medium priority		63% N=5
		Not a priority		38% N=3
	Peterson Park	Medium priority		43% N=3
		Not a priority		57% N=4
	Timber Creek Park	High priority		10% N=1
		Medium priority		50% N=5
		Not a priority		40% N=4
	Arnold's Park	Medium priority		56% N=5
		Not a priority		44% N=4
In general, how many times do you:	Access the internet from your home using a computer, laptop, or tablet computer	Several times a day		92% N=12
		Once a day		8% N=1
	Access the internet from your cell phone	Several times a day		100% N=12
	Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	Several times a day		46% N=6
		Once a day		15% N=2
		A few times a week		23% N=3
		Less often or never		15% N=2
	Use or check email	Several times a day		85% N=11
		Once a day		15% N=2
	Share your opinions online	Once a day		27% N=3
		A few times a week		36% N=4
		Less often or never		36% N=4

In general, how many times do you:	Shop online	Several times a day		8% N=1
		Once a day		8% N=1
		A few times a week		38% N=5
		Every few weeks		31% N=4
		Less often or never		15% N=2
Please rate your overall health.		Excellent		25% N=3
		Very good		67% N=8
		Good		8% N=1
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		8% N=1
		Neutral		8% N=1
		Somewhat negative		54% N=7
		Very negative		31% N=4
How many years have you lived in Marshalltown?		11-20 years		8% N=1
		More than 20 years		92% N=11
Which best describes the building you live in?		One family house detached from any other houses		100% N=13
Do you rent or own your home?		Own		100% N=12
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		8% N=1
		\$500 to \$999		38% N=5
		\$1,000 to \$1,499		15% N=2
		\$1,500 to \$1,999		8% N=1
		\$2,000 to \$2,499		8% N=1
		\$2,500 to \$2,999		15% N=2
		\$3,500 or more		8% N=1
Do any children 17 or under live in your household?		No		64% N=7
		Yes		36% N=4
Are you or any other members of your household aged 65 or older?		No		64% N=7
		Yes		36% N=4
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.)		\$25,000 to \$49,999		25% N=3
		\$50,000 to \$74,999		17% N=2
		\$75,000 to \$99,999		17% N=2
		\$100,000 to \$149,999		25% N=3
		\$150,000 or more		17% N=2

Are you Spanish, Hispanic, or Latino?	No, not Spanish, Hispanic, or Latino	 91% N=10
	Yes, I consider myself to be Spanish, Hispanic, or Latino	9% N=1
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native	 8% N=1
	White	83% N=10
	Other	25% N=3
In which category is your age?	35-44 years	 8% N=1
	45-54 years	25% N=3
	55-64 years	42% N=5
	65-74 years	17% N=2
	75 years or older	8% N=1
What is your gender?	Woman	 67% N=8
	Man	33% N=4
How did you hear about this survey?	The City's website	 17% N=2
	The City's social media (Facebook, Twitter, Instagram,...)	33% N=4
	Received an email from the City	8% N=1
	In a City newsletter or utility bill	8% N=1
	In my Facebook feed	33% N=4
	Saw it on a video of a public meeting or at a meeting I atten..	8% N=1
	Saw it in a newspaper article or ad (hard copy or online)	25% N=3
	Heard about it from a family member, friend or neighbor	8% N=1
	Other	8% N=1

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 confidential and no identifying information will be shared.

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, broadband).....	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 in the Marshalltown community.

	<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 also rate each of the following in the Marshalltown community.

	<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 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

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, broadband)	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. Overall, how would you rate the City of Marshalltown's progress of demolishing abandoned, dangerous, and dilapidated properties?

☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Don't know

14. How familiar, if at all, are you with the City of Marshalltown's Strategic Plan?

☐ Very familiar ☐ Somewhat familiar ☐ Not familiar

15. Please rate the City of Marshalltown's progress on each of the following goals:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Expand and improve development	1	2	3	4	5
Enhance Marshalltown's public image	1	2	3	4	5
Continually improve the City's organization and services.....	1	2	3	4	5
Partner with citizens, for-profit, non-profit, and other groups to improve quality of life	1	2	3	4	5

16. How much of a priority, if at all, should Marshalltown place on making improvements in each of the following parks?

	<u>High priority</u>	<u>Medium priority</u>	<u>Not a priority</u>	<u>Don't know</u>
Riverview Park.....	1	2	3	4
Kiwanis Park.....	1	2	3	4
West End Park.....	1	2	3	4
Farmer's Market.....	1	2	3	4
BPW Park.....	1	2	3	4
Lawrence Park	1	2	3	4
Peterson Park.....	1	2	3	4
Timber Creek Park	1	2	3	4
Arnold's Park	1	2	3	4

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

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, Nextdoor, 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. Please rate your overall health.

☐ 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