



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 jkincer@marshalltown-ia.gov if you have any questions about the survey.

Survey Validity

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

* 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.

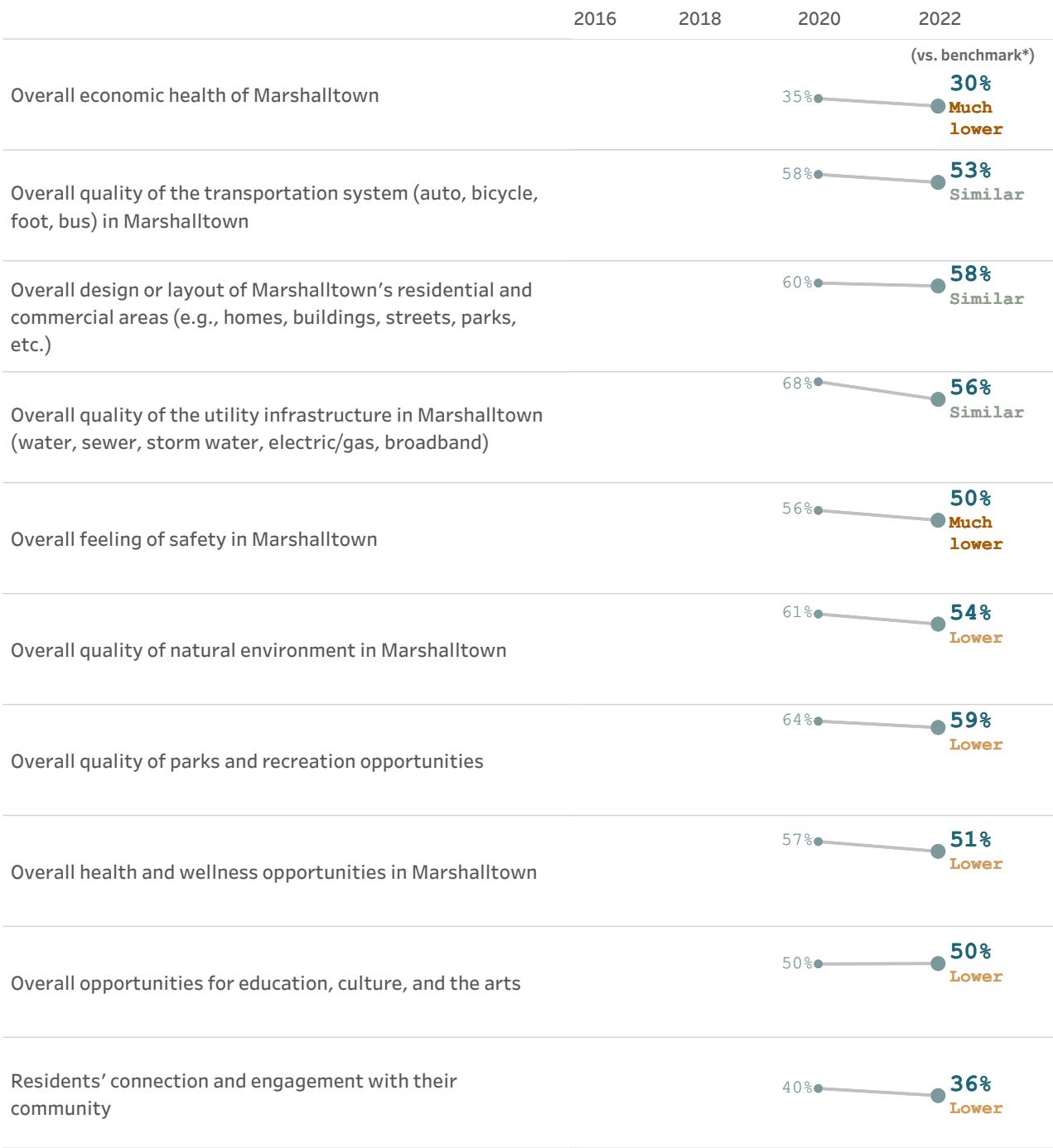
In a question separate from those that are standard on the NCS, residents were asked to assign the level of priority they believed the City should place on making improvements to Marshalltown's parks. Of those listed, about 8 in 10 pointed to both Riverview Park and the Farmer's Market as being either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

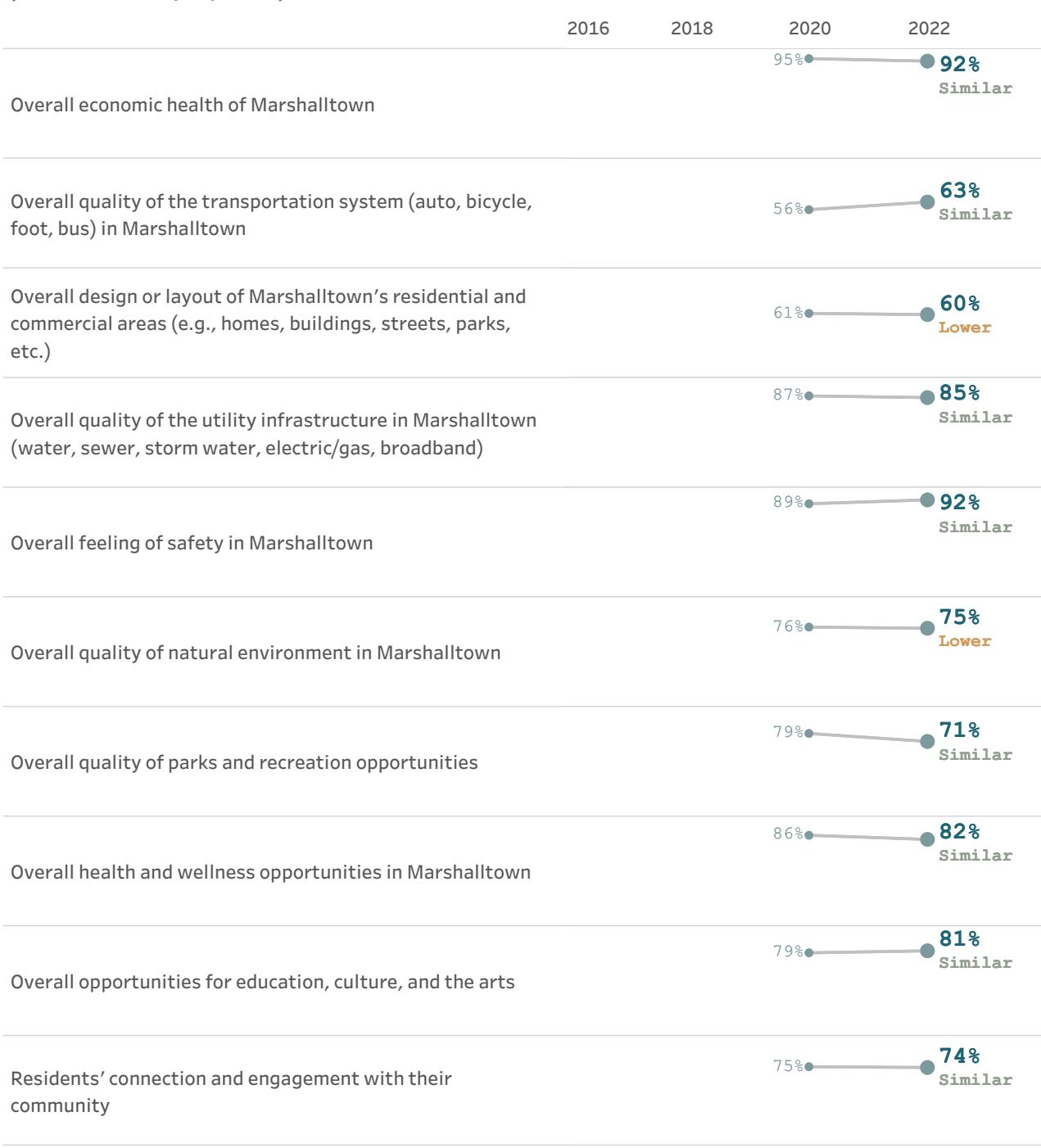
The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

**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.

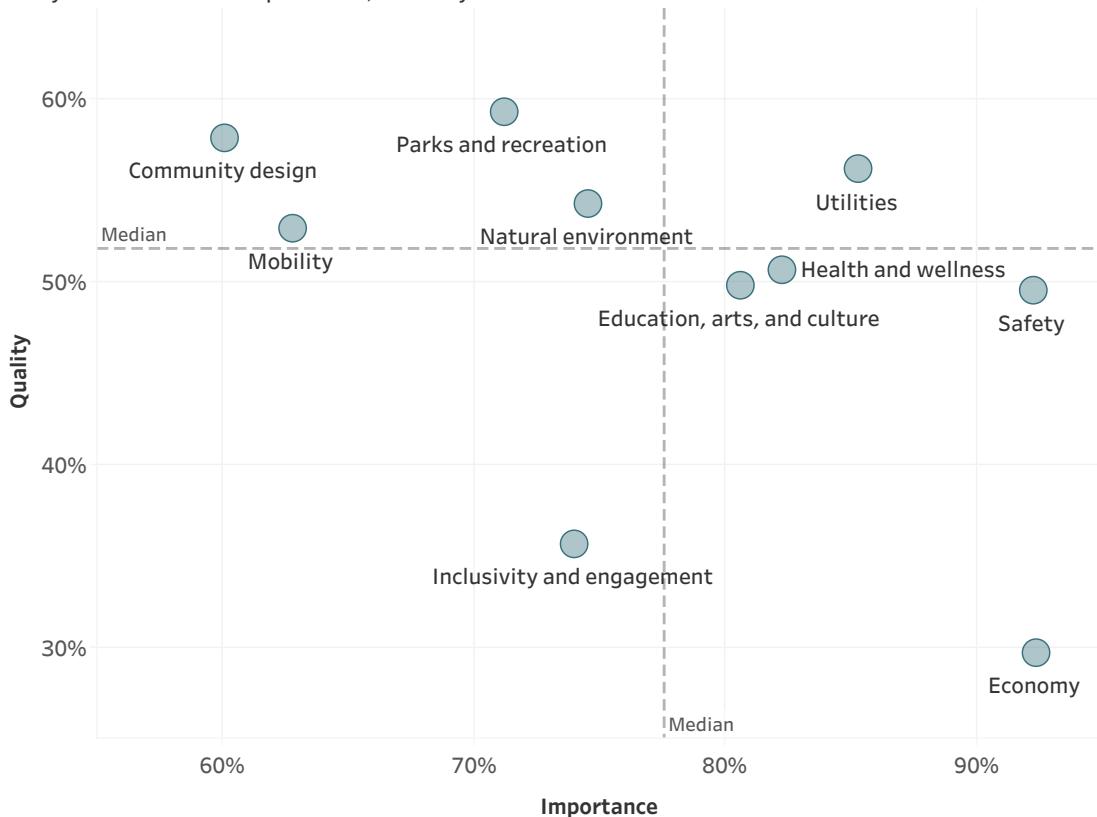
Balancing performance and importance

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.

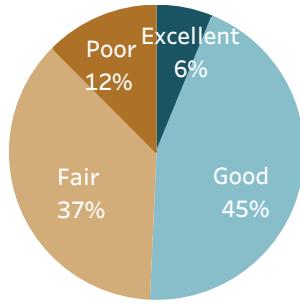
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings 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

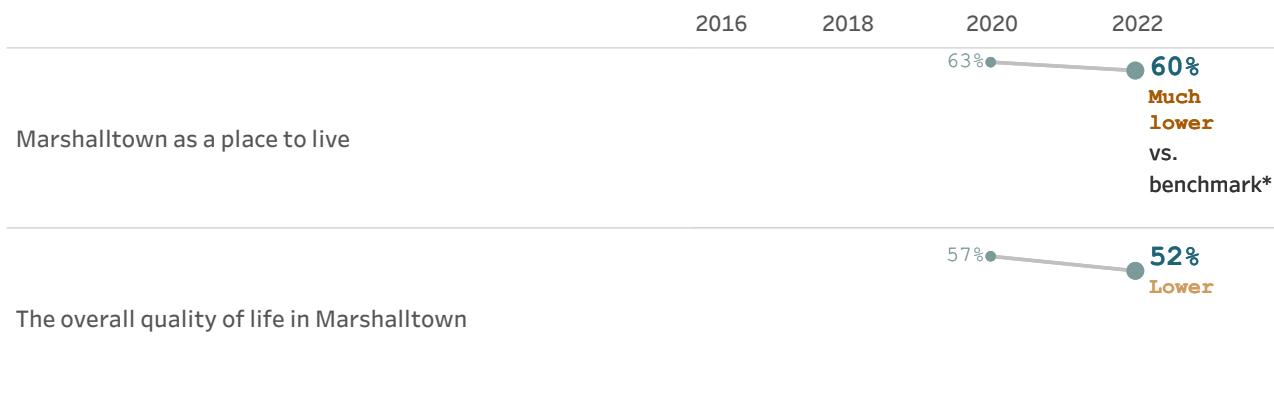
Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Marshalltown, 2022



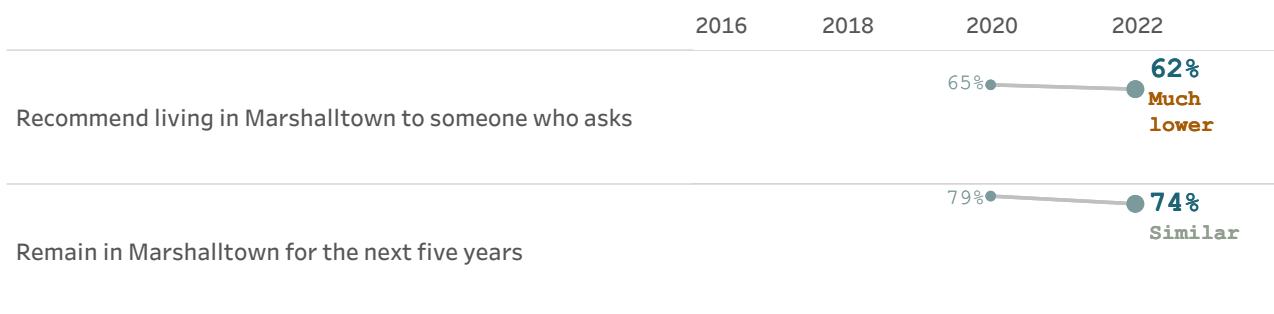
Please rate each of the following aspects of quality of life in Marshalltown.

(% excellent or good)



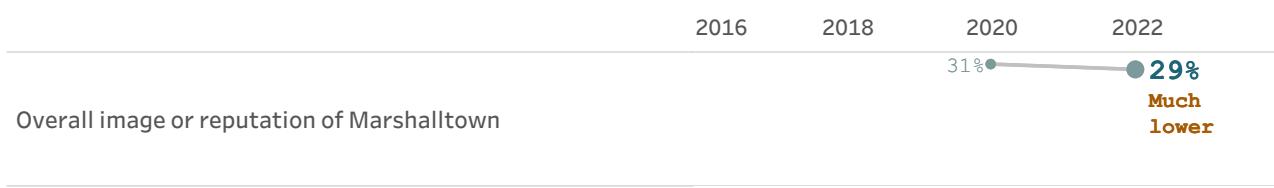
Please indicate how likely or unlikely you are to do each of the following.

(% very or somewhat likely)



Please rate each of the following in the Marshalltown community.

(% excellent or good)



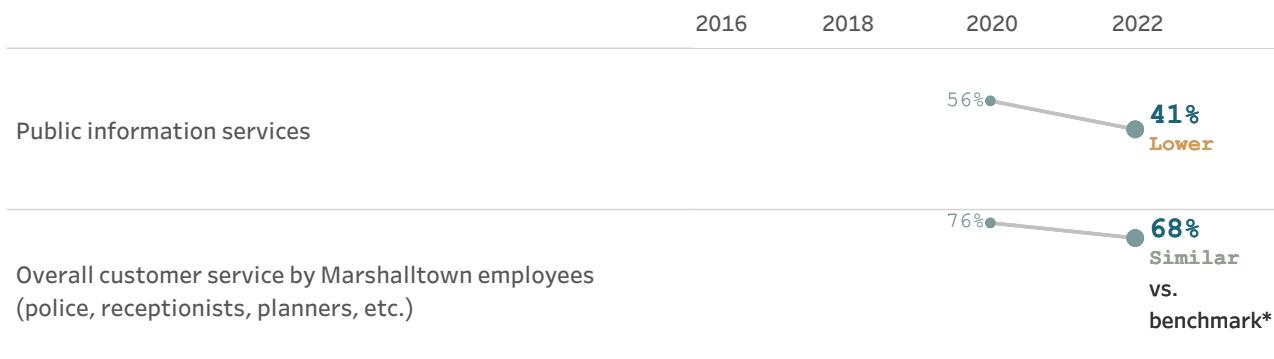
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Governance

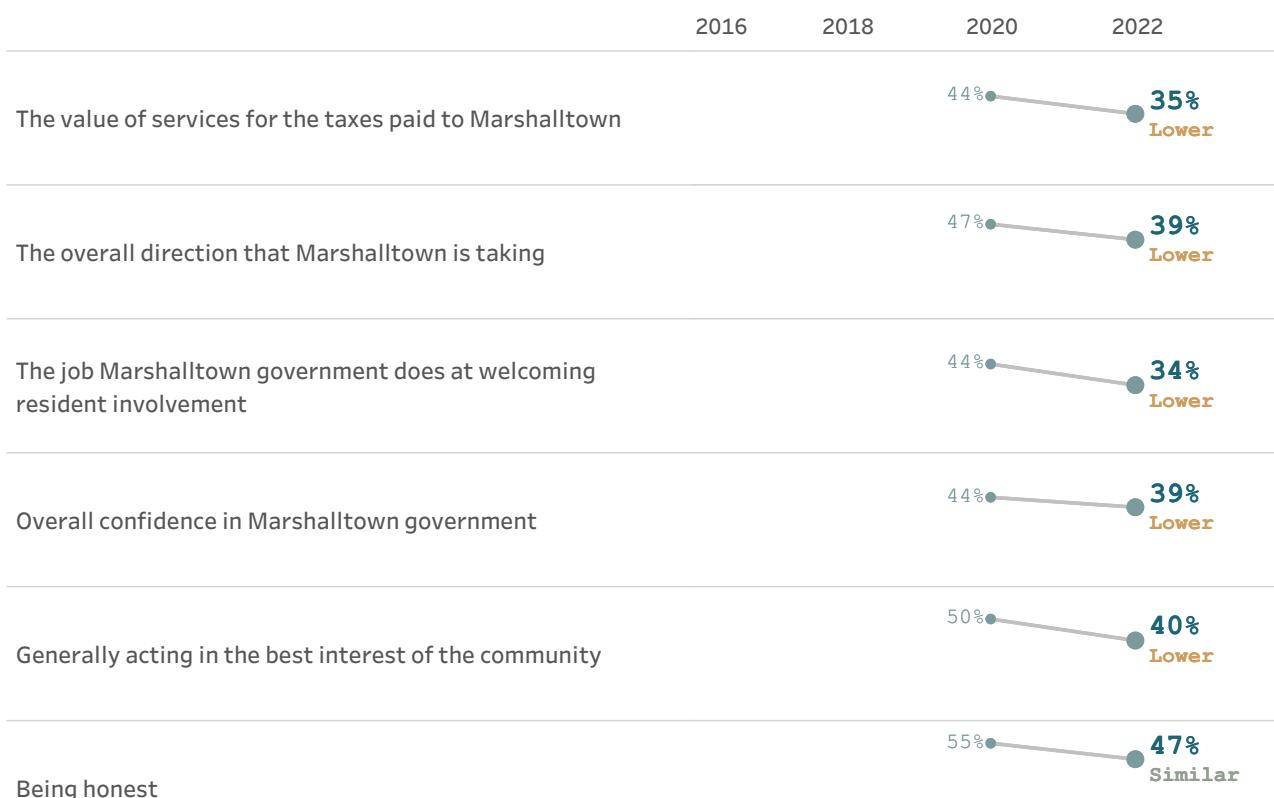
Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

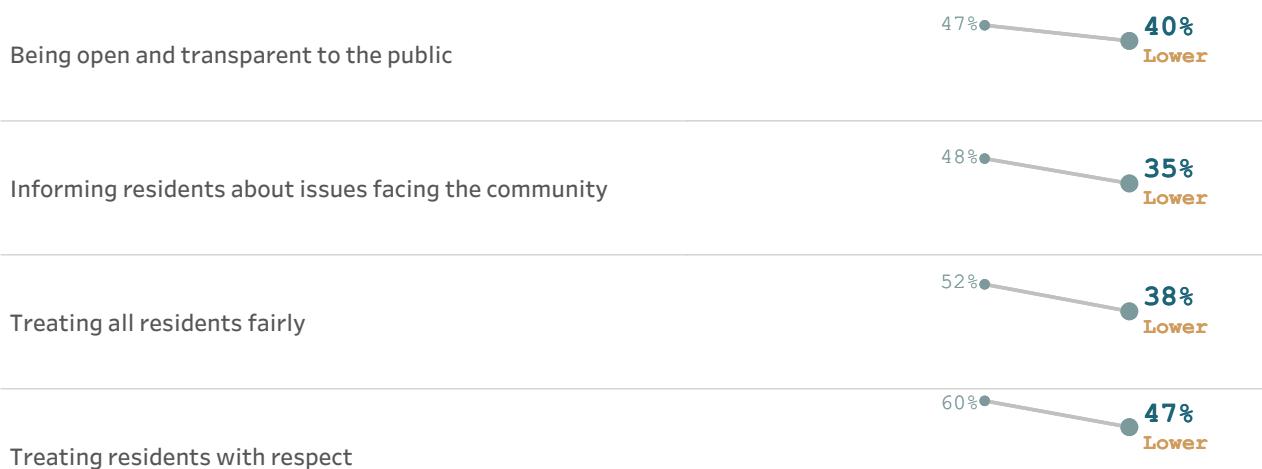


Please rate the quality of each of the following services in Marshalltown.
(% excellent or good)

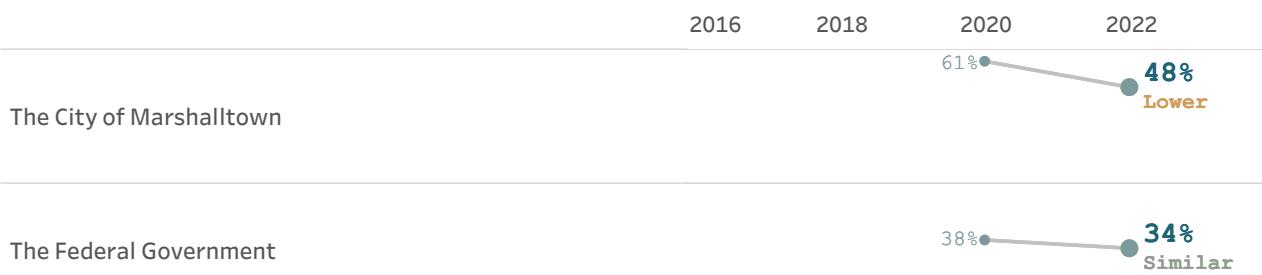


Please rate the following categories of Marshalltown government performance.
(% excellent or good)





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

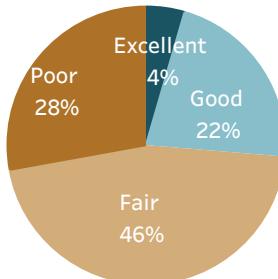


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

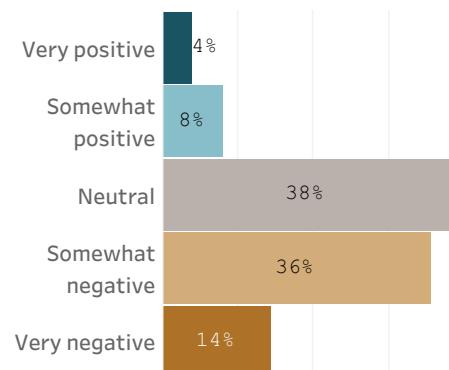
Economy

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.

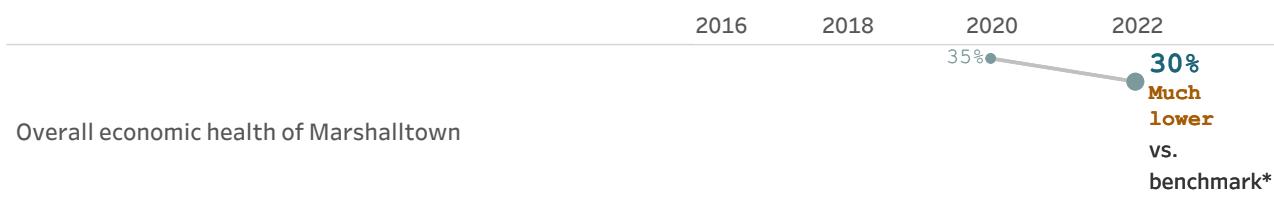
Overall economic health of Marshalltown, 2022



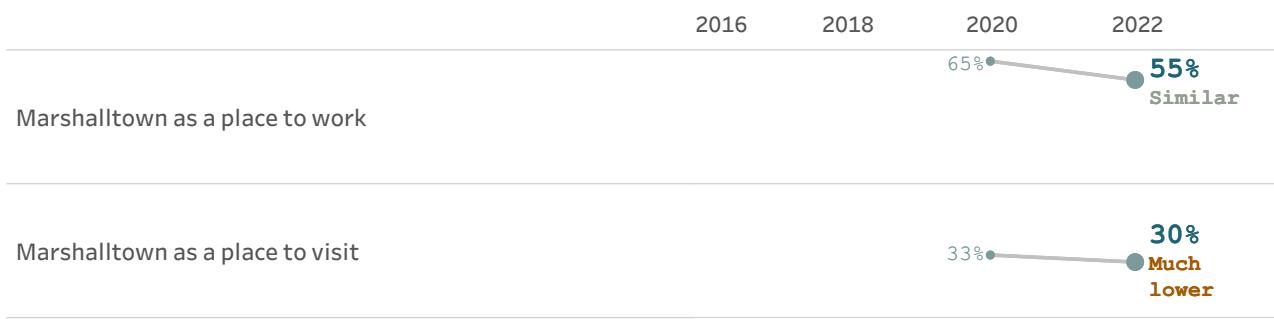
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



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)



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



Employment opportunities



Shopping opportunities



Cost of living in Marshalltown



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

Economic development



**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)**

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:

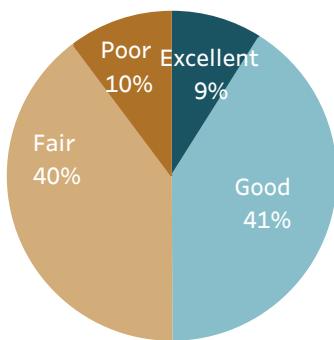


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Mobility

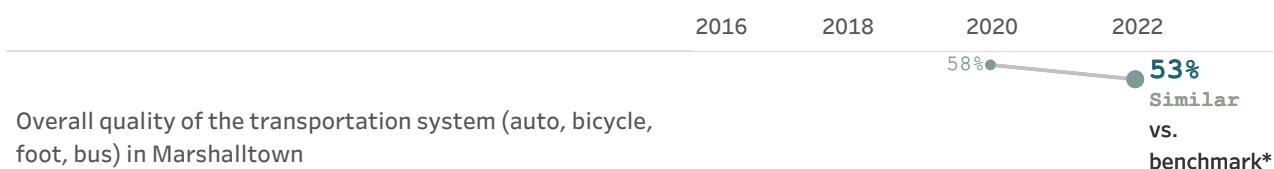
The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in Marshalltown, 2022



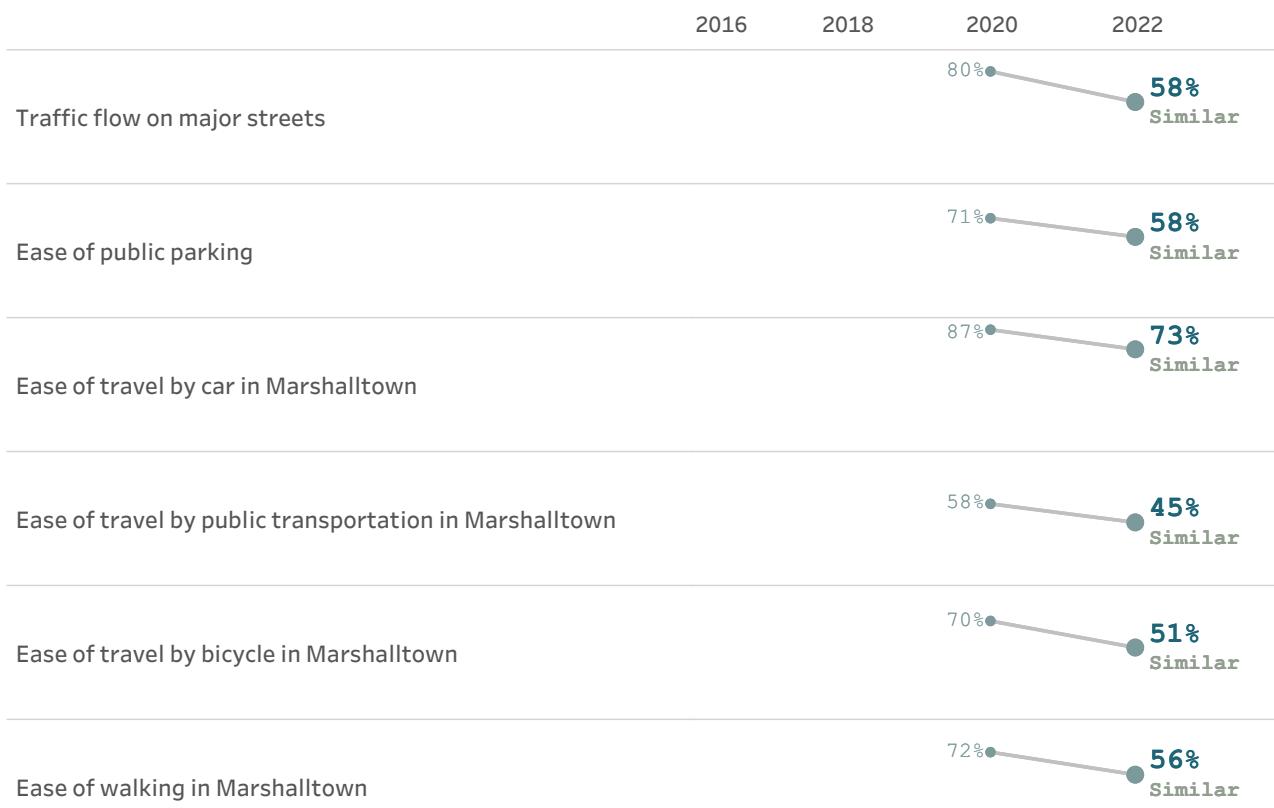
Please rate each of the following characteristics as they relate to Marshalltown as a whole.

(% excellent or good)



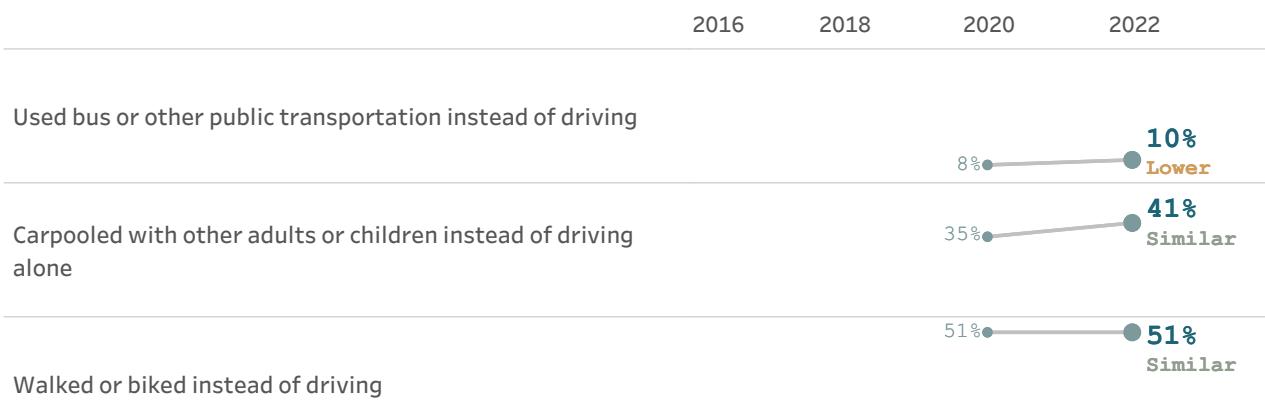
Please also rate each of the following in the Marshalltown community.

(% excellent or good)



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

(% yes)



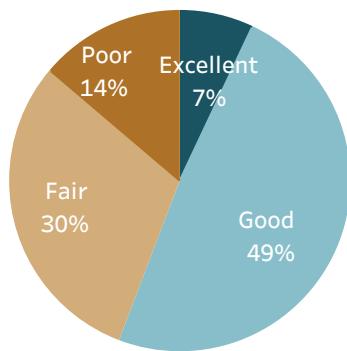
Please rate the quality of each of the following services in Marshalltown.

(% excellent or good)



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

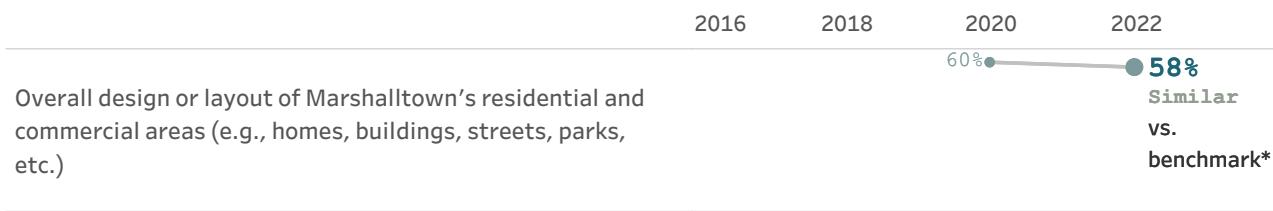
Overall design or layout of
Marshalltown's residential and
commercial areas, 2022



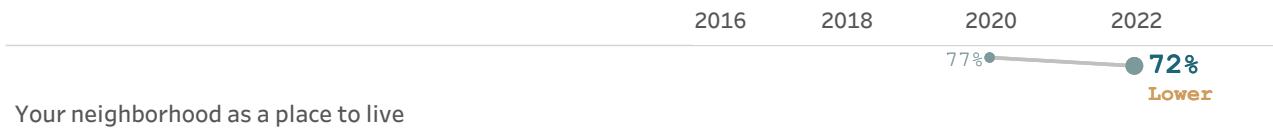
Community design

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.

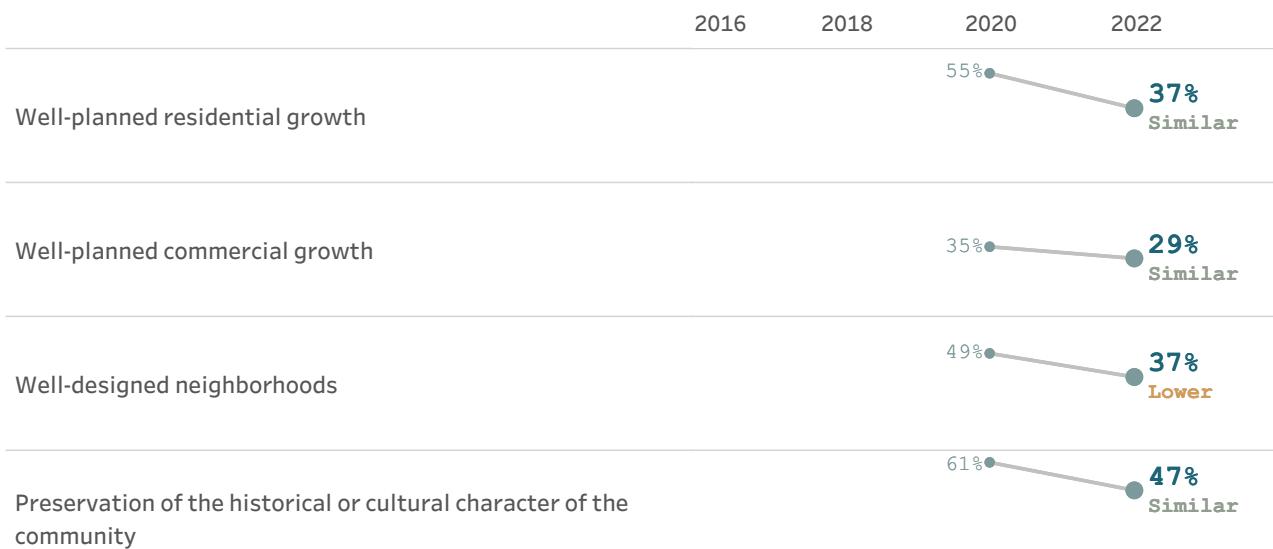
Please rate each of the following characteristics as they relate to Marshalltown as a whole.
(% excellent or good)

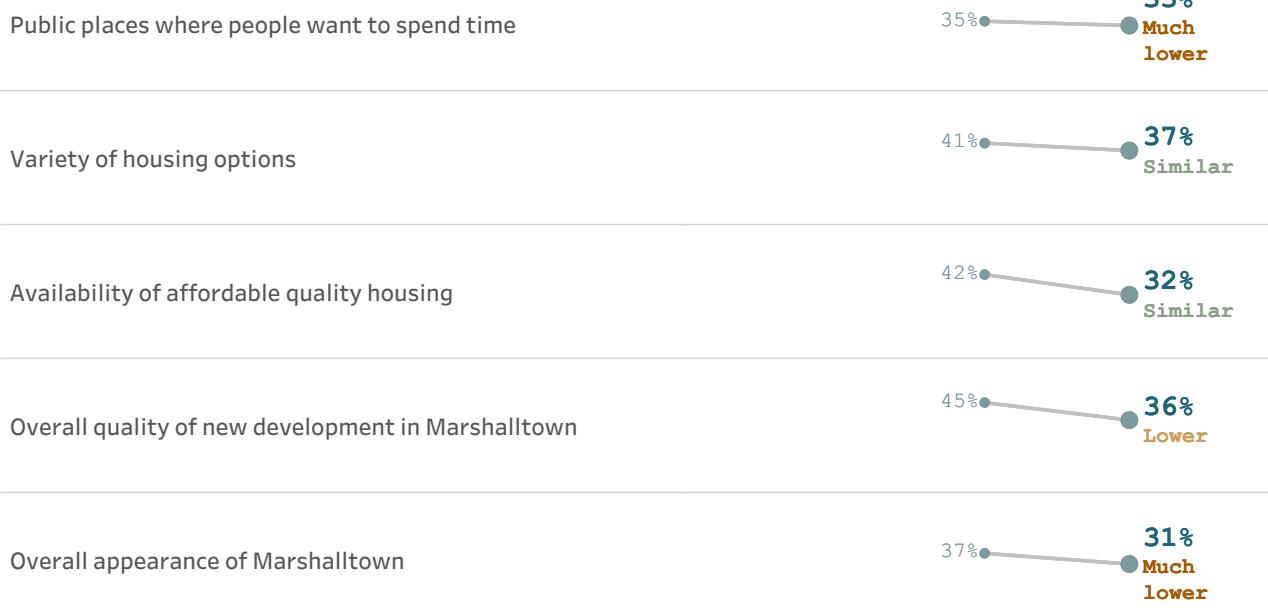


Please rate each of the following aspects of quality of life in Marshalltown.
(% excellent or good)



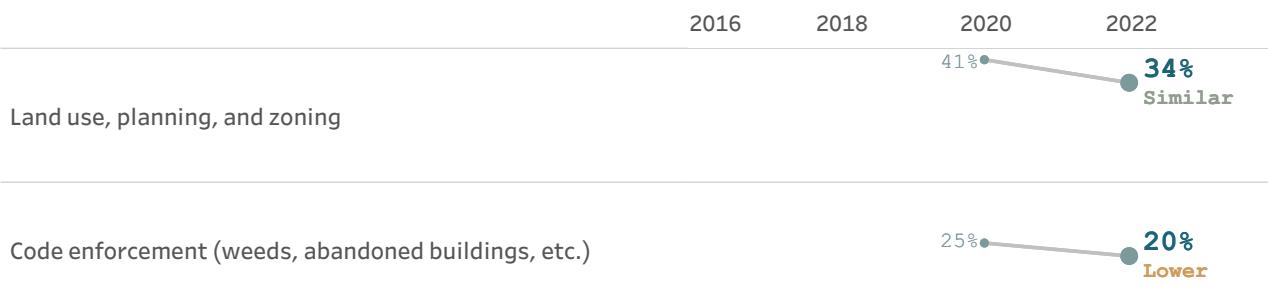
Please also rate each of the following in the Marshalltown community.
(% excellent or good)





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.

Overall quality of the utility infrastructure in Marshalltown, 2022



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.

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

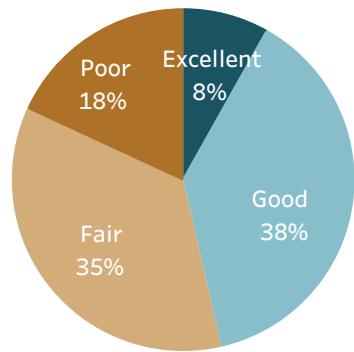
60%  **52%**
Lower

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

Safety

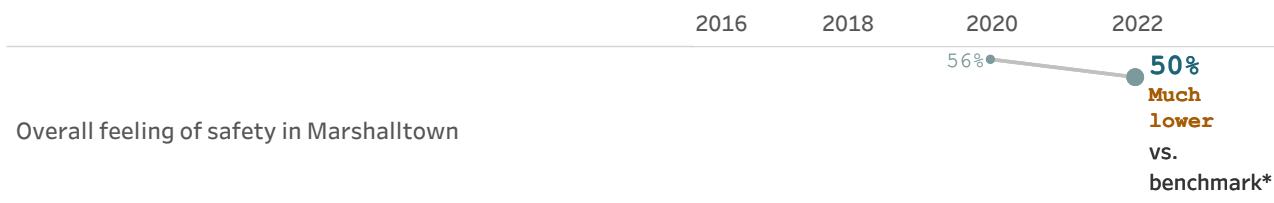
Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in Marshalltown, 2022



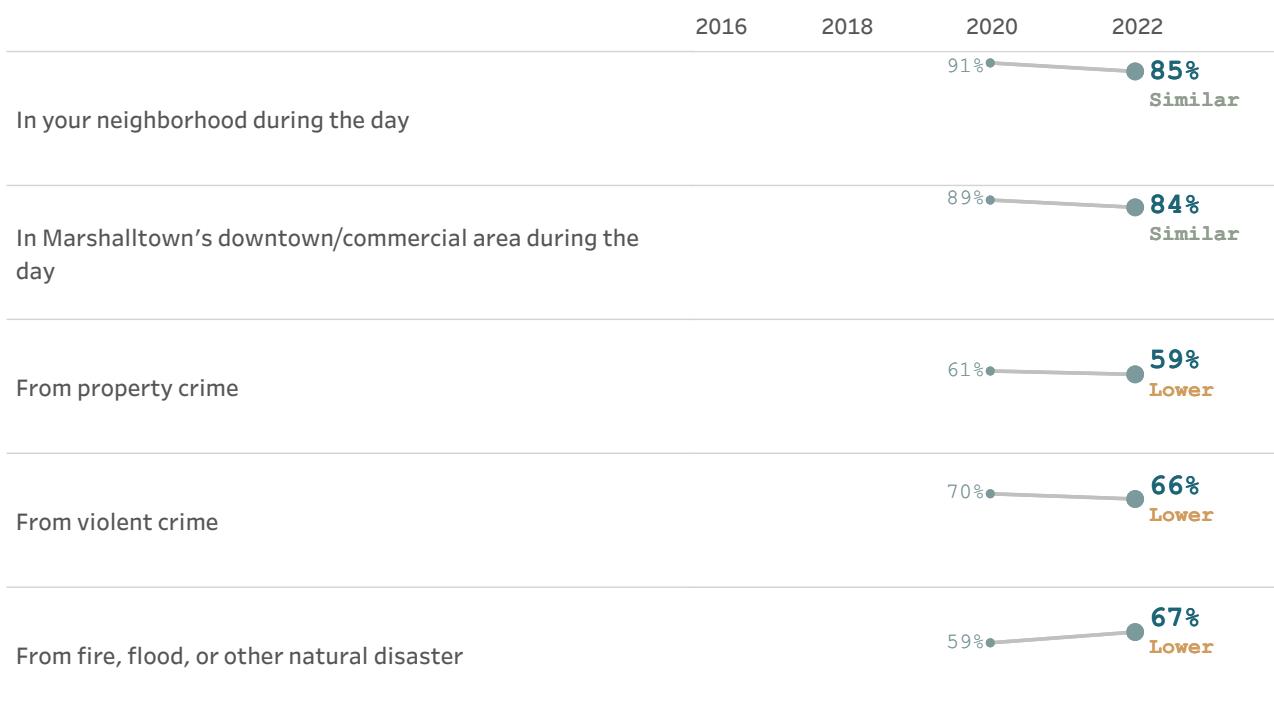
Please rate each of the following characteristics as they relate to Marshalltown as a whole.

(% excellent or good)

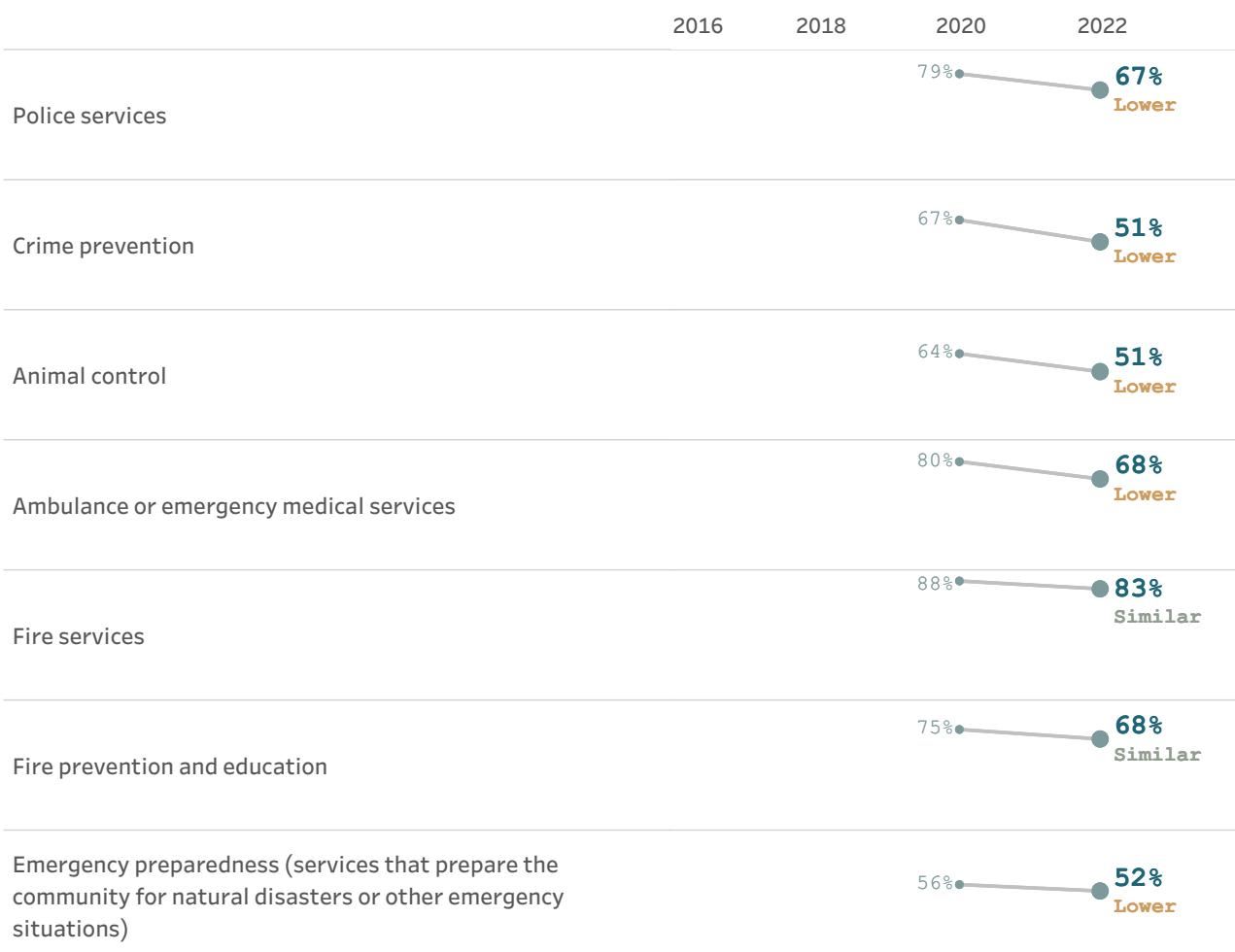


Please rate how safe or unsafe you feel:

(% very or somewhat safe)



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

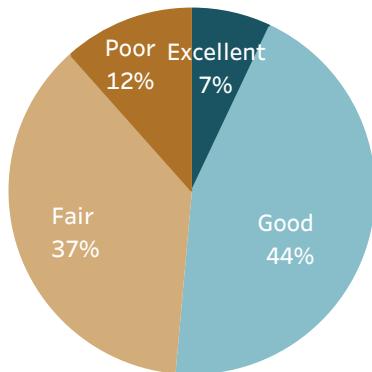


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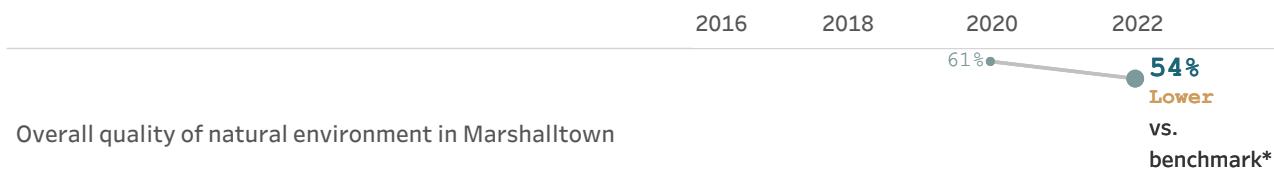
Natural environment

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.

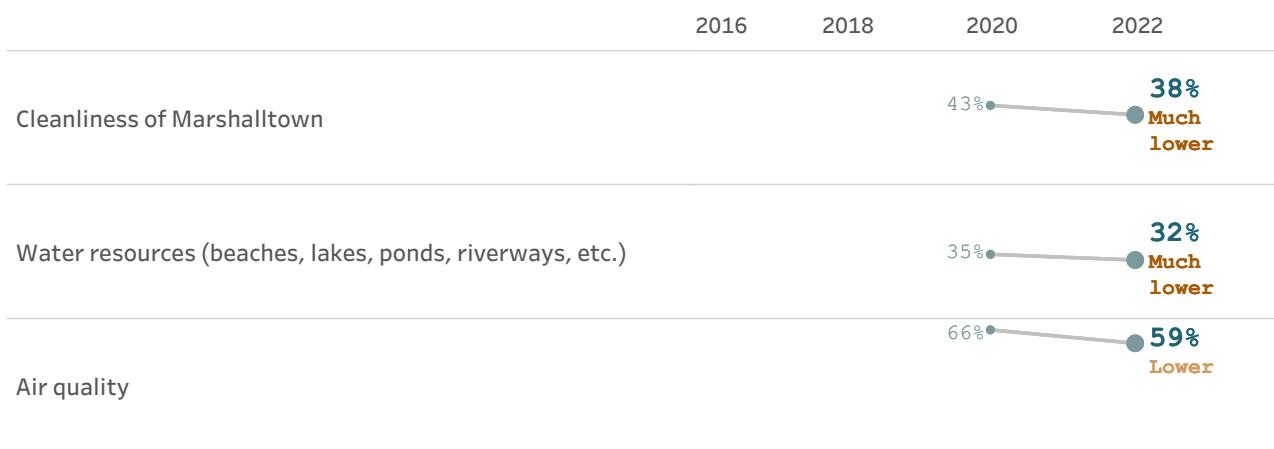
Overall quality of natural environment in Marshalltown, 2022



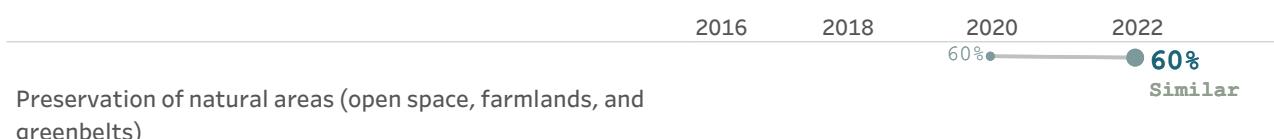
Please rate each of the following characteristics as they relate to Marshalltown as a whole.
(% excellent or good)



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



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



Marshalltown open space

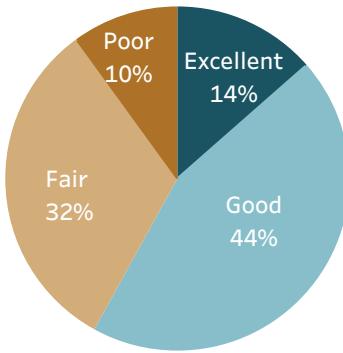


Recycling



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

Overall quality of parks and recreation opportunities, 2022



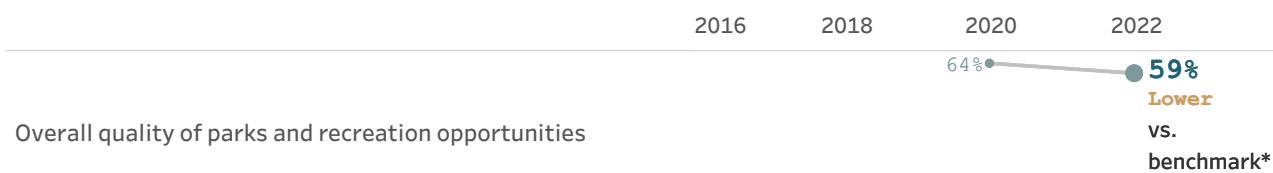
Parks and recreation

"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

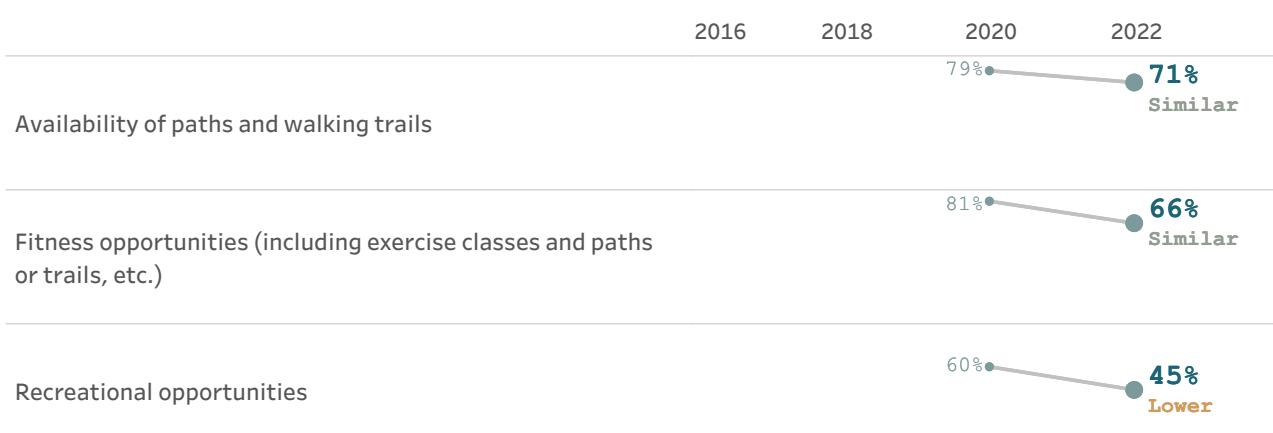
Please rate each of the following characteristics as they relate to Marshalltown as a whole.

(% excellent or good)



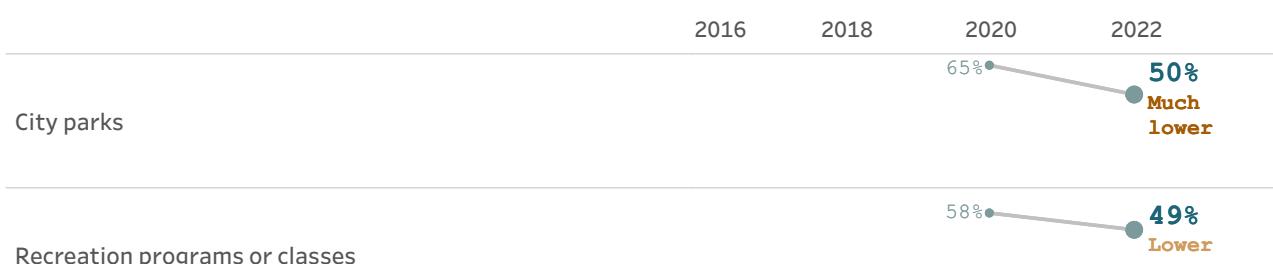
Please also rate each of the following in the Marshalltown community.

(% excellent or good)



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

(% excellent or good)



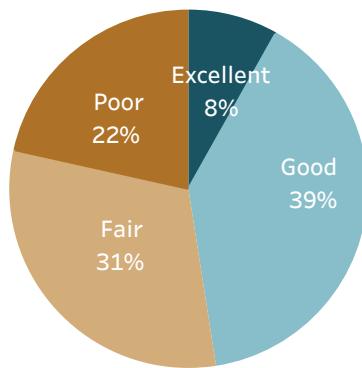
Recreation centers or facilities

62%  52%

Lower

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

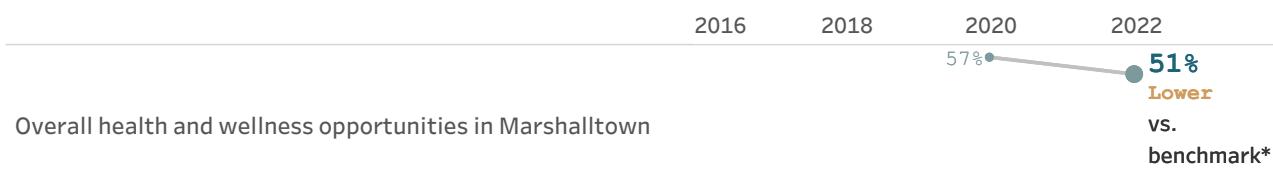
Overall health and wellness opportunities in Marshalltown, 2022



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.

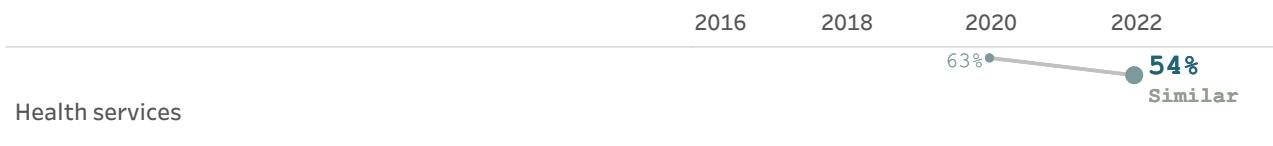
Please rate each of the following characteristics as they relate to Marshalltown as a whole.
(% excellent or good)



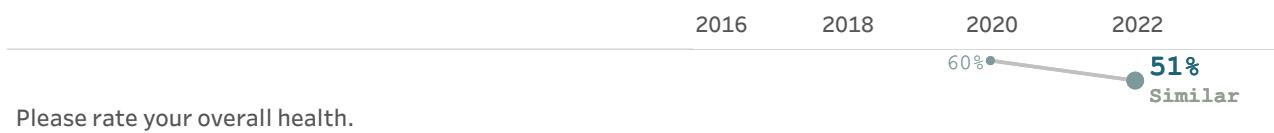
Please also rate each of the following in the Marshalltown community.
(% excellent or good)



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



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



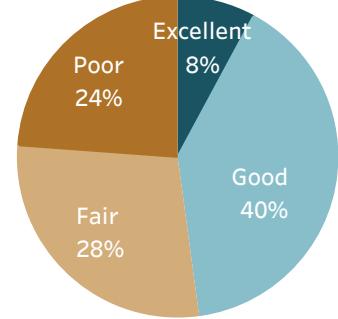
Please rate your overall health.

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

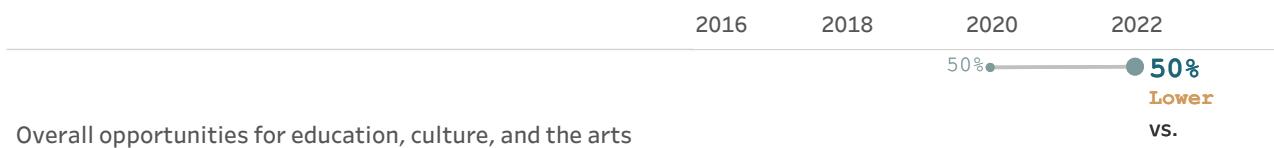
Education, arts, and culture

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)

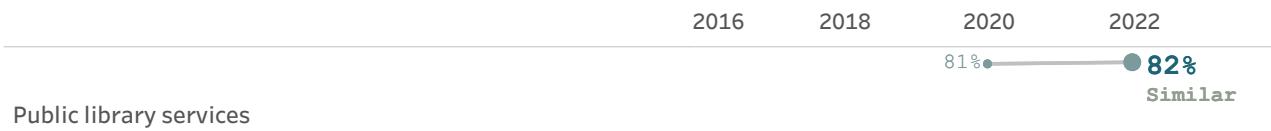


Please also rate each of the following in the Marshalltown community.
(% excellent or good)



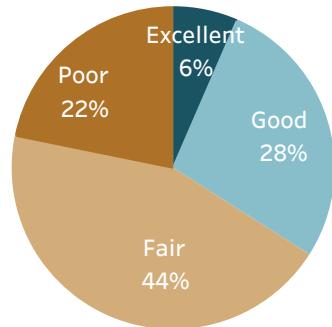
Please rate the quality of each of the following services in Marshalltown.

(% excellent or good)



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

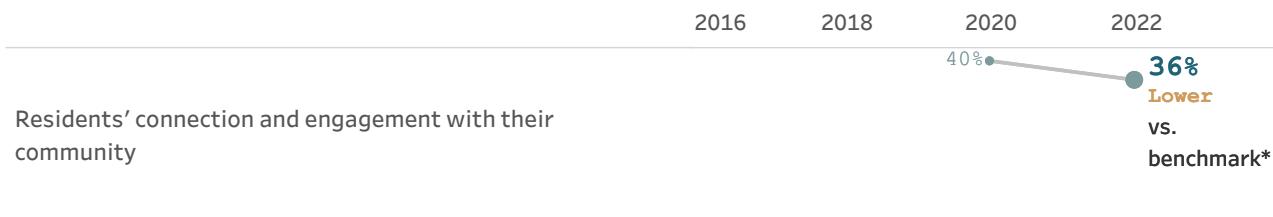
Residents' connection and engagement with their community, 2022



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.

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

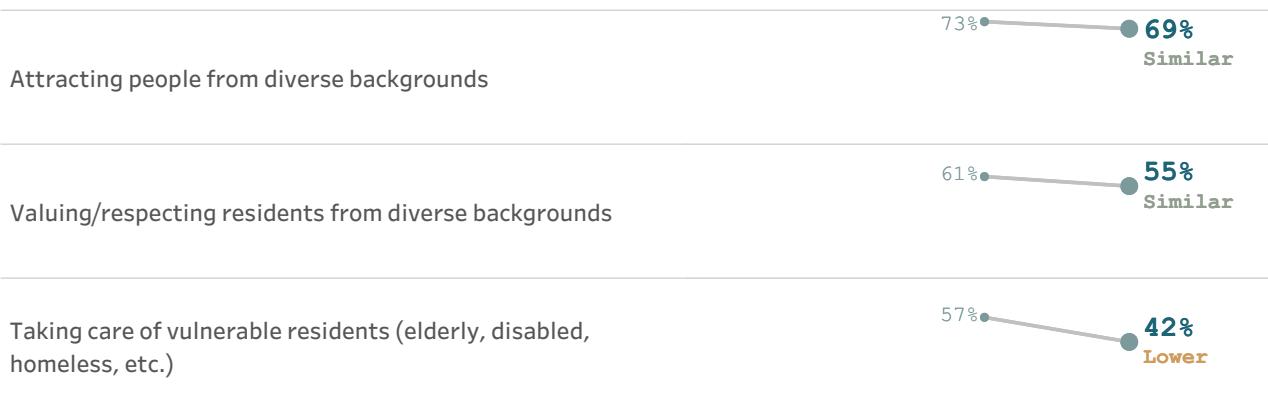


Please rate each of the following aspects of quality of life in Marshalltown.
(% excellent or good)



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





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

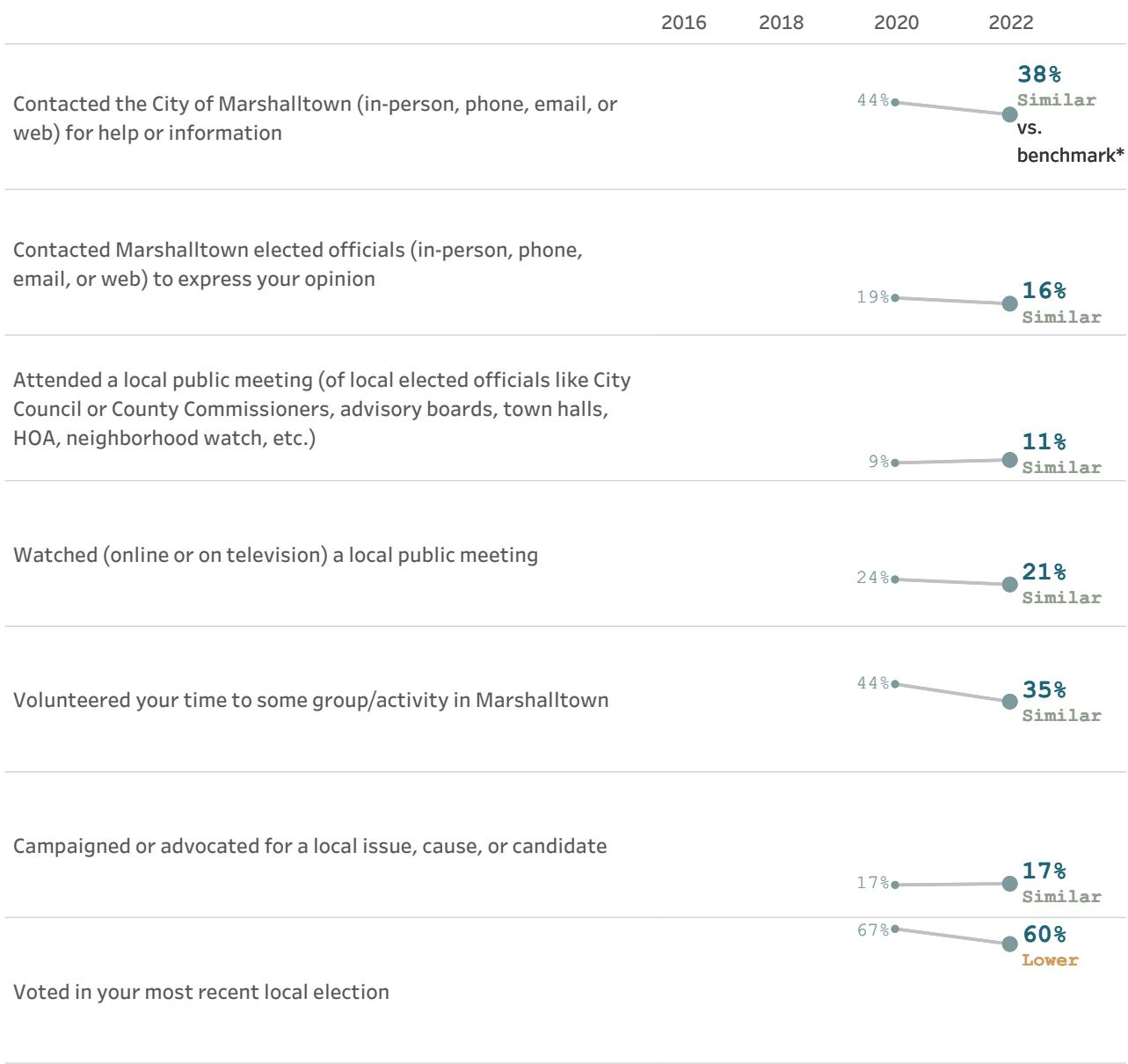


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

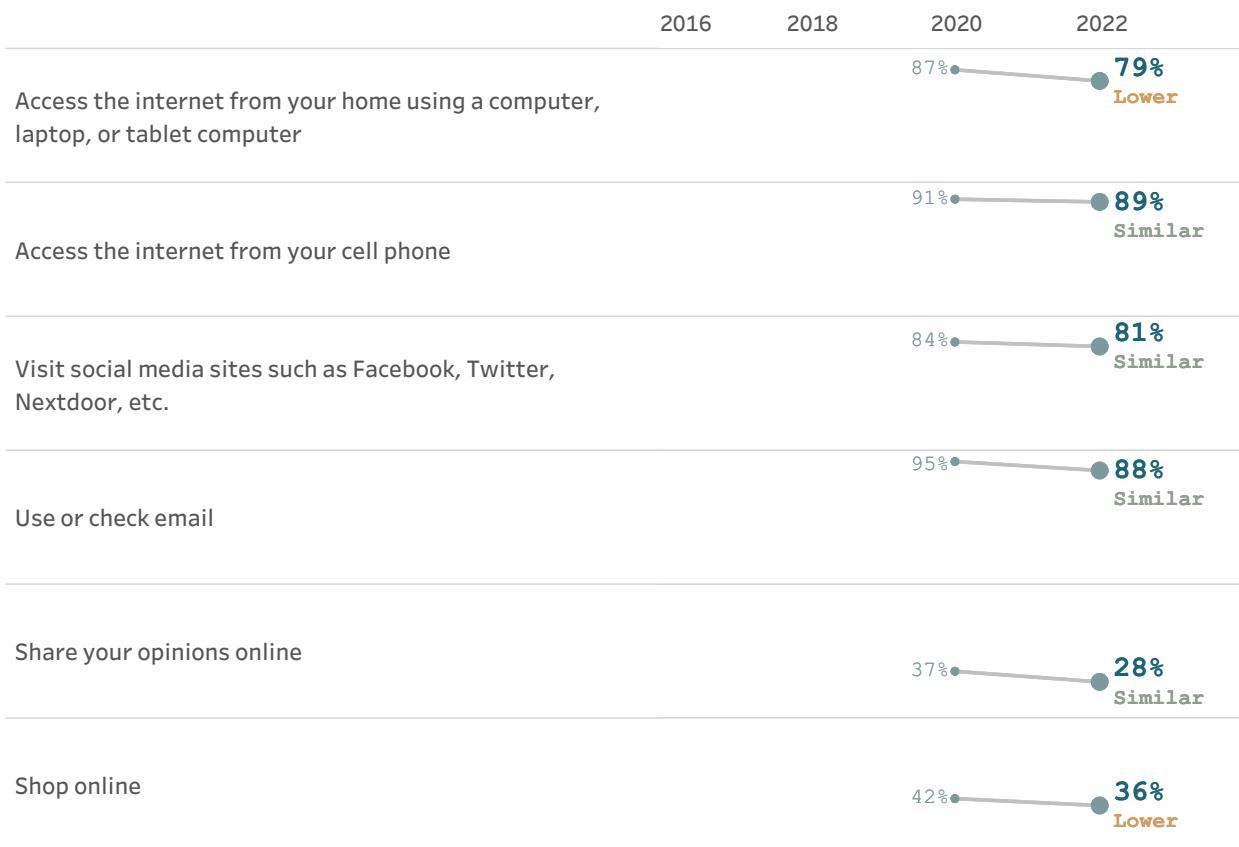
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



In general, how many times do you:

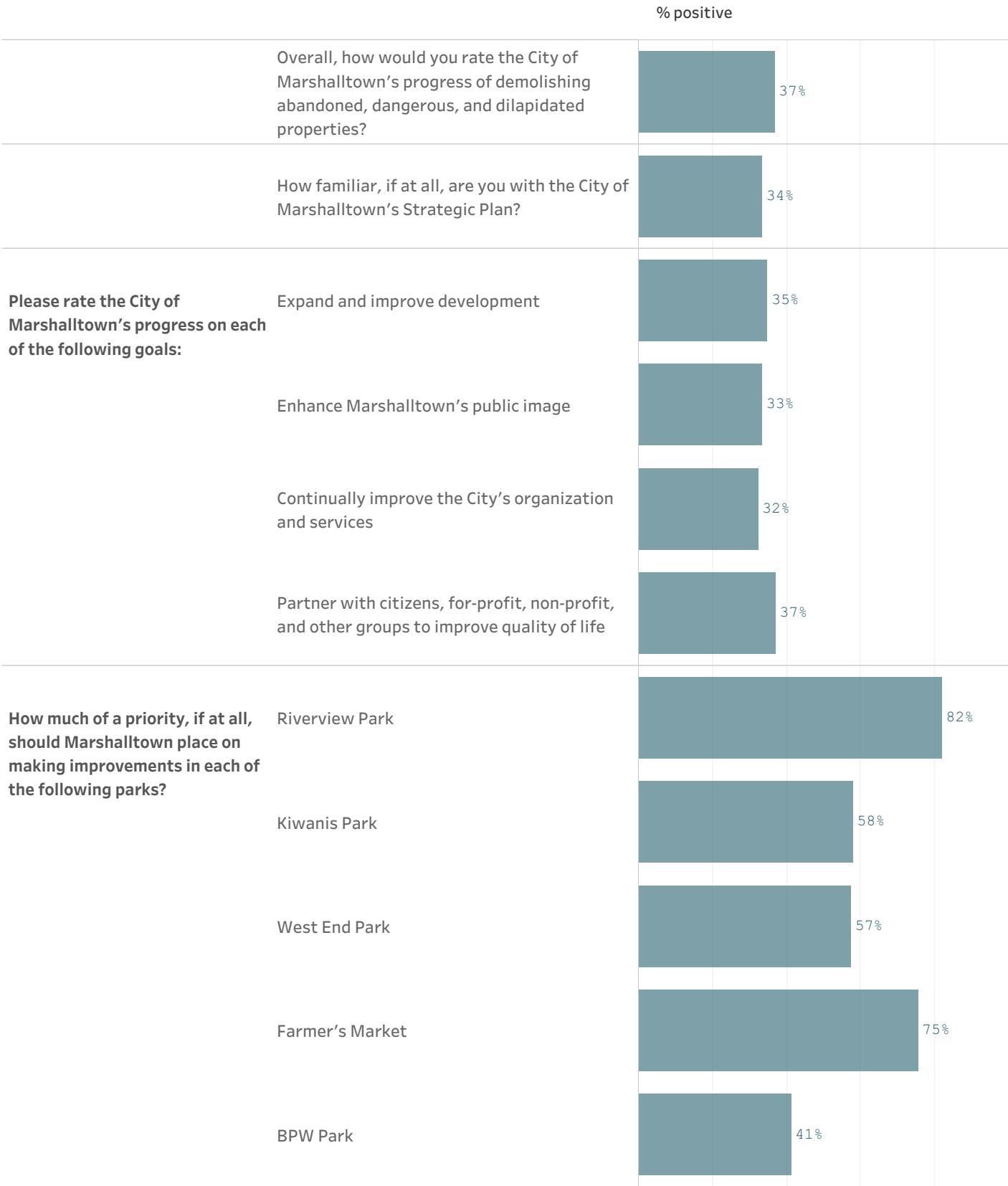
(% a few times a week or more)

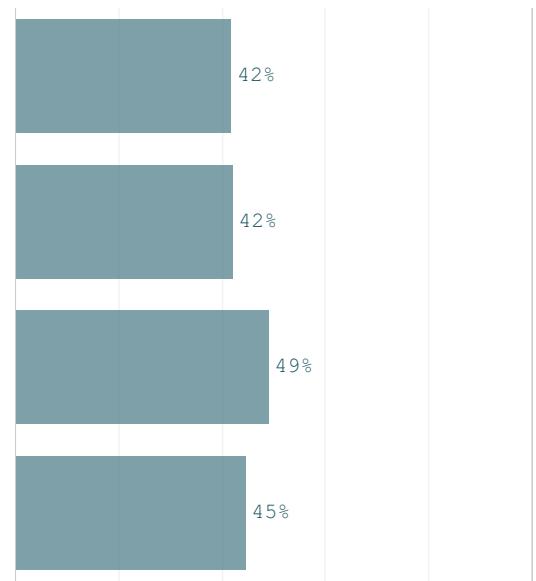


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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
Please rate the job you feel the Marshalltown community does at each of the following.	From property crime	Lower	59%	169	201	16
	From violent crime	Lower	66%	173	201	13
Please rate each of the following in the Marshalltown community.	From fire, flood, or other natural disaster	Lower	67%	172	191	10
	Making all residents feel welcome	Lower	50%	185	199	7
Please rate each of the following in the Marshalltown community.	Attracting people from diverse backgrounds	Similar	69%	56	196	71
	Valuing/respecting residents from diverse backgrounds	Similar	55%	159	197	19
Please also rate each of the following in the Marshalltown community.	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Lower	42%	161	193	17
	Overall quality of business and service establishments in Marshalltown	Lower	42%	291	303	4
Please also rate each of the following in the Marshalltown community.	Variety of business and service establishments in Marshalltown	Much lower	28%	188	193	3
	Vibrancy of downtown/commercial area	Lower	23%	255	283	10
Please also rate each of the following in the Marshalltown community.	Employment opportunities	Similar	44%	195	318	38
	Shopping opportunities	Much lower	10%	308	309	0
Please also rate each of the following in the Marshalltown community.	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
Please also rate each of the following in the Marshalltown community.	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
Please also rate each of the following in the Marshalltown community.	Ease of travel by bicycle in Marshalltown	Similar	51%	156	319	51
	Ease of walking in Marshalltown	Similar	56%	208	320	35
Please also rate each of the following in the Marshalltown community.	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

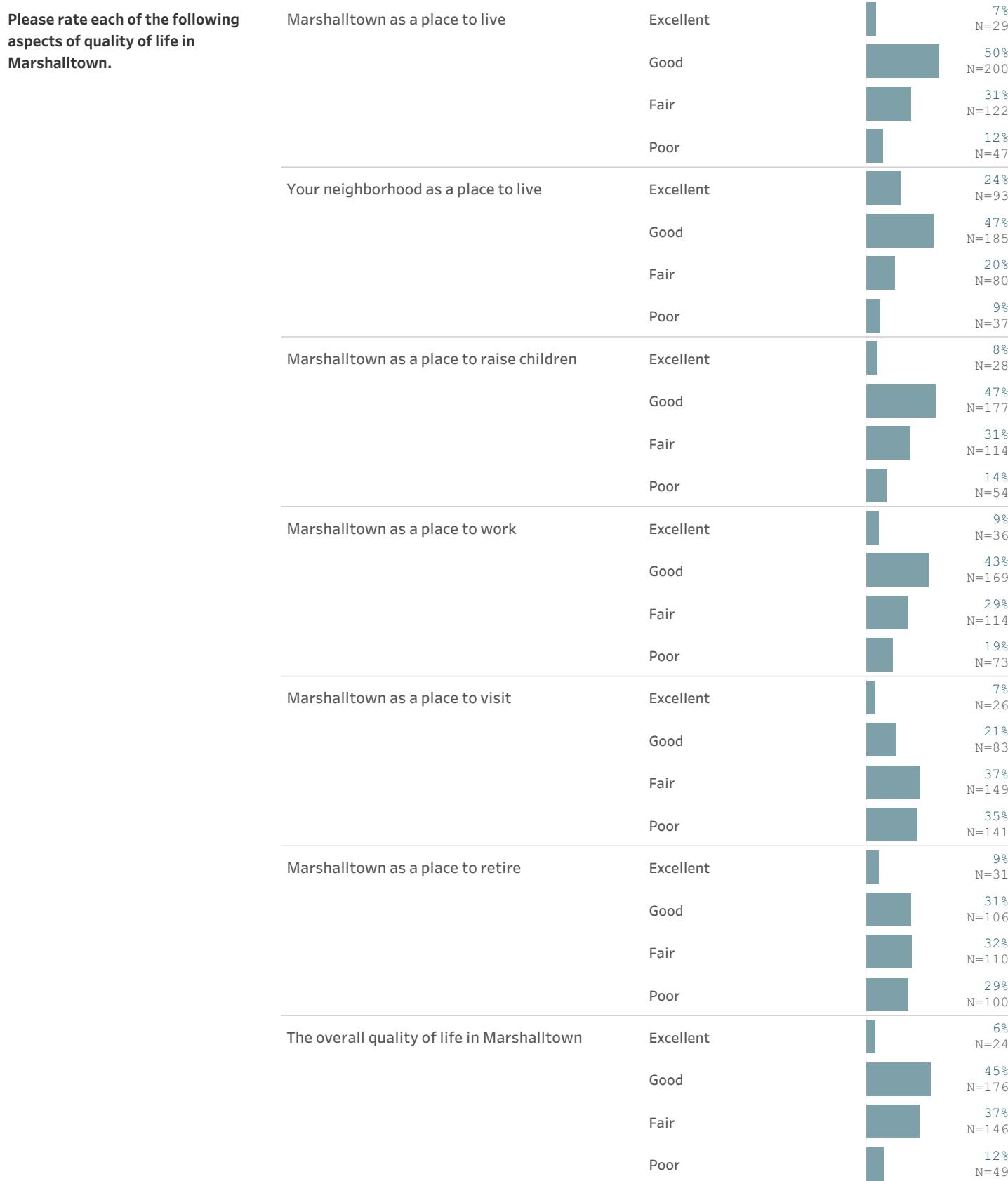
Please rate the quality of each of the following services in Marshalltown.

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
	The overall direction that Marshalltown is taking	Lower	39%	305	335
	The job Marshalltown government does at welcoming resident involvement	Lower	34%	304	333
	Overall confidence in Marshalltown government	Lower	39%	262	300

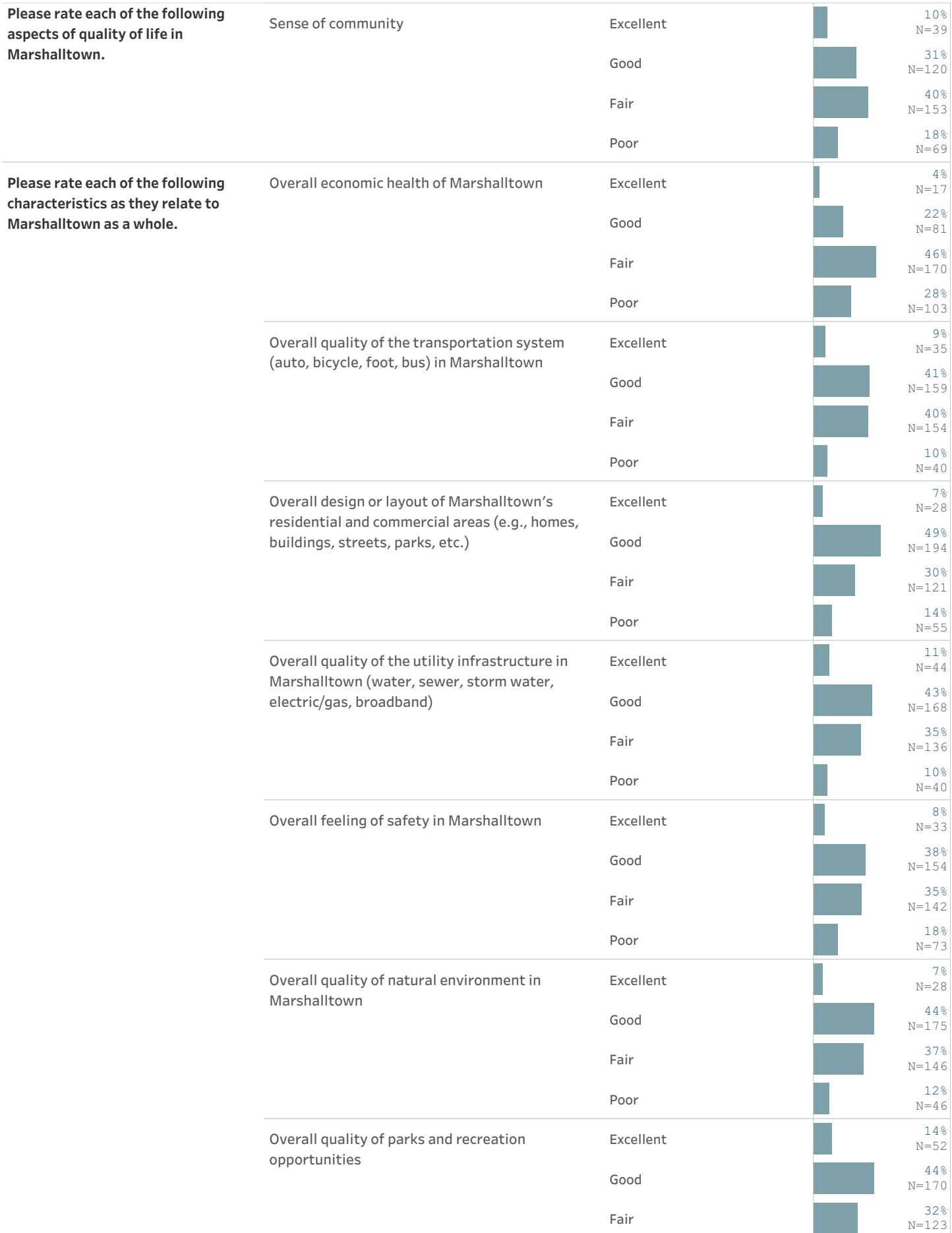
Please rate the following categories of Marshalltown government performance.	Generally acting in the best interest of the community	Lower	40%	277	304	9
	Being honest	Similar	47%	248	295	16
	Being open and transparent to the public	Lower	40%	168	198	15
	Informing residents about issues facing the community	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

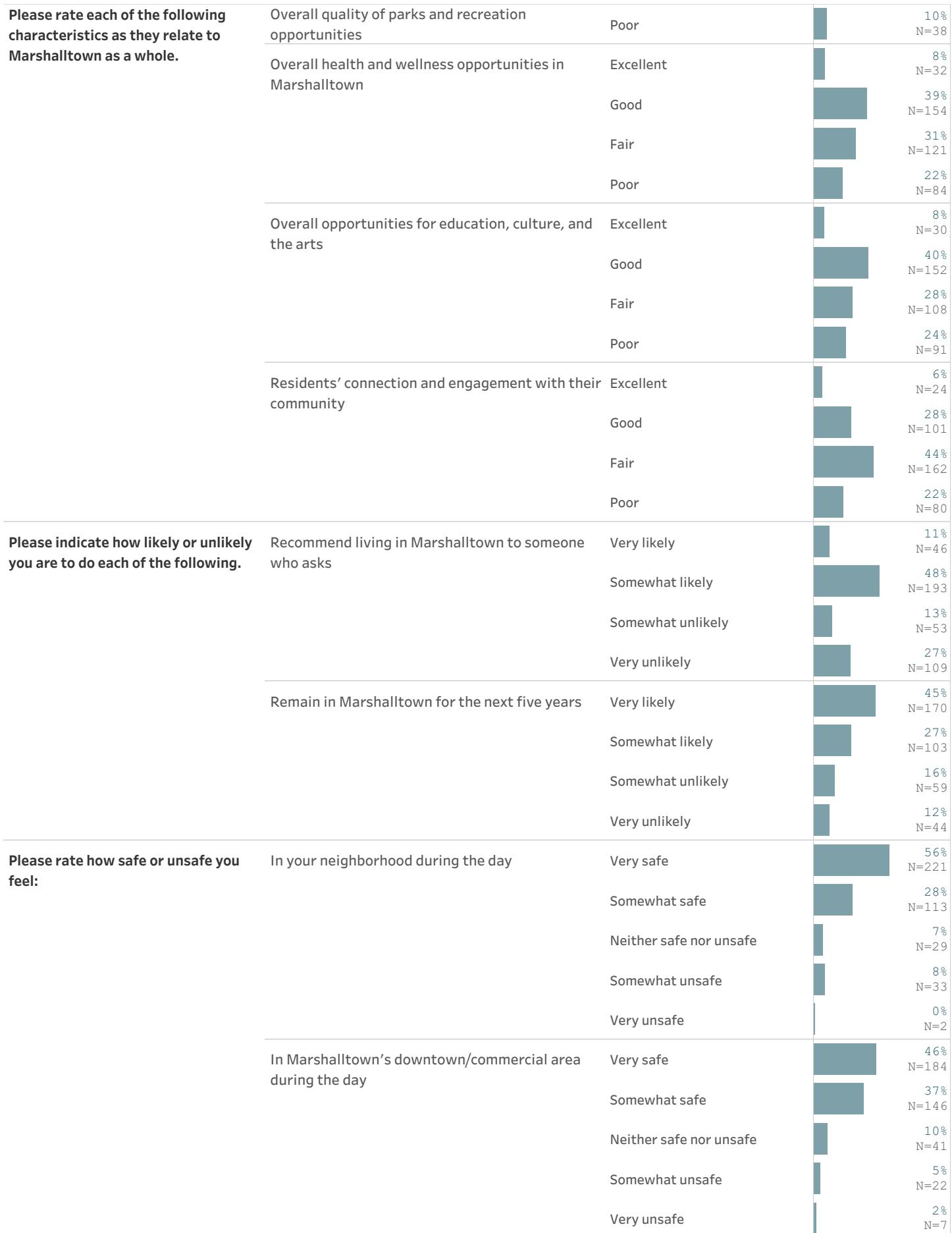
Complete set of frequencies

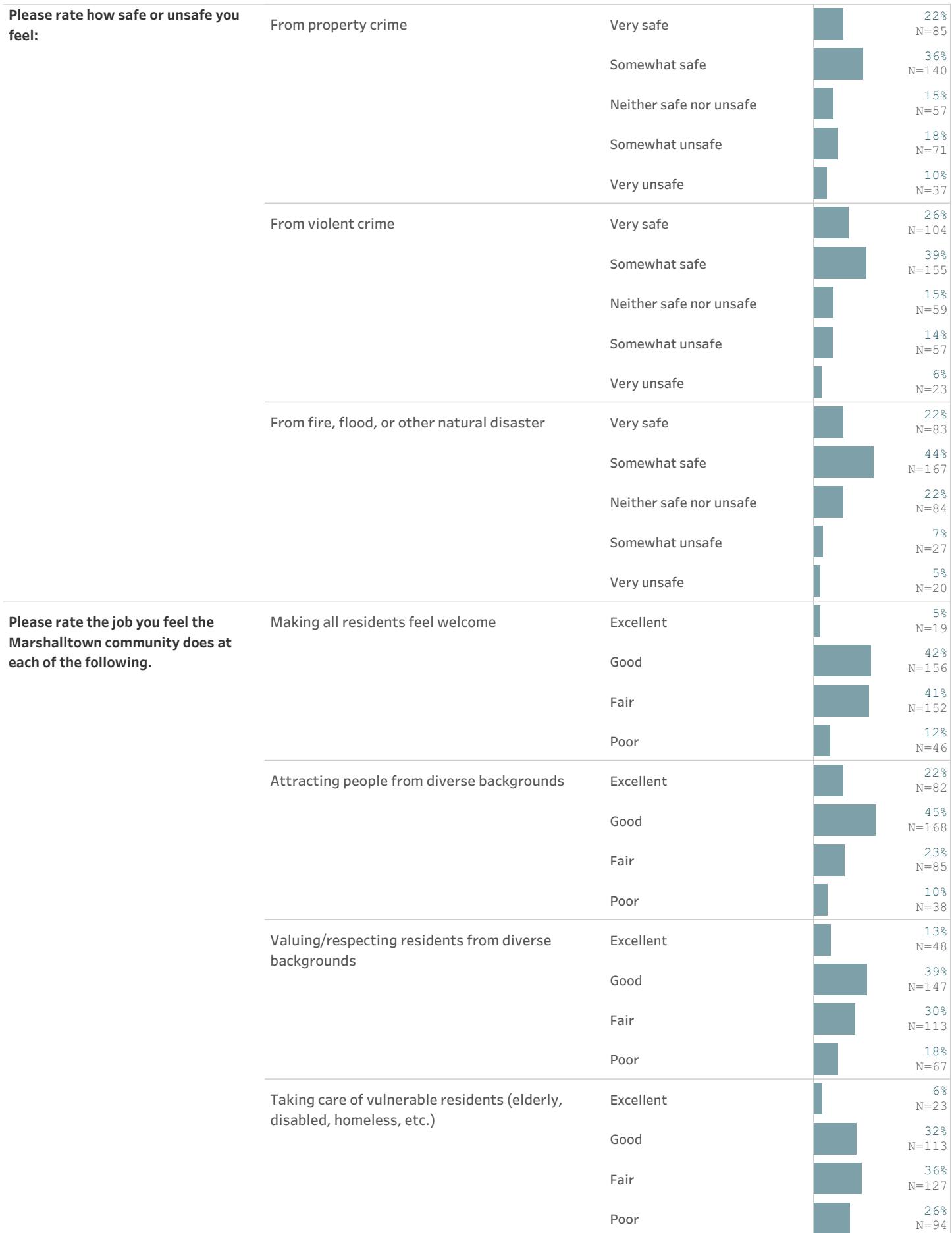
This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted 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.

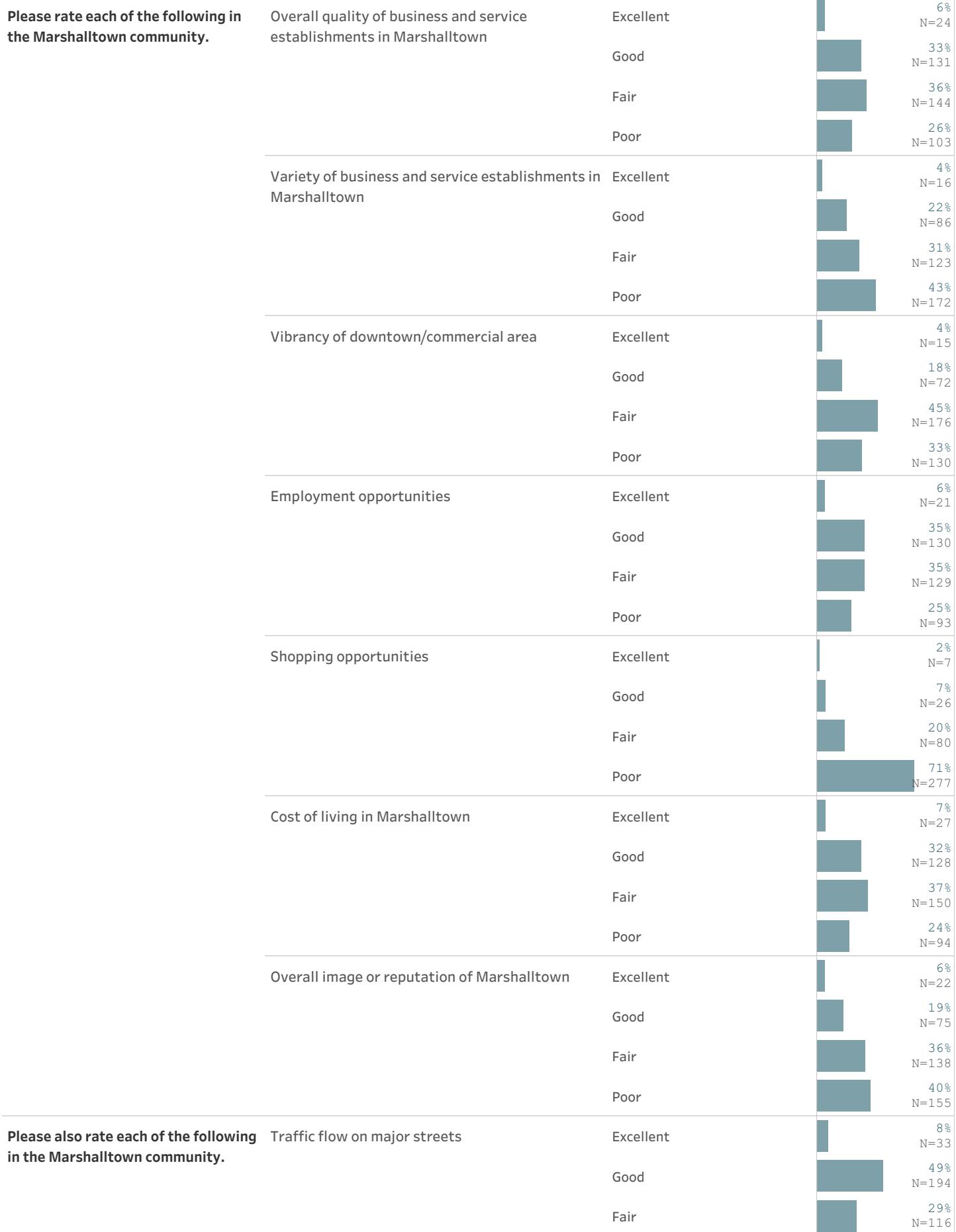


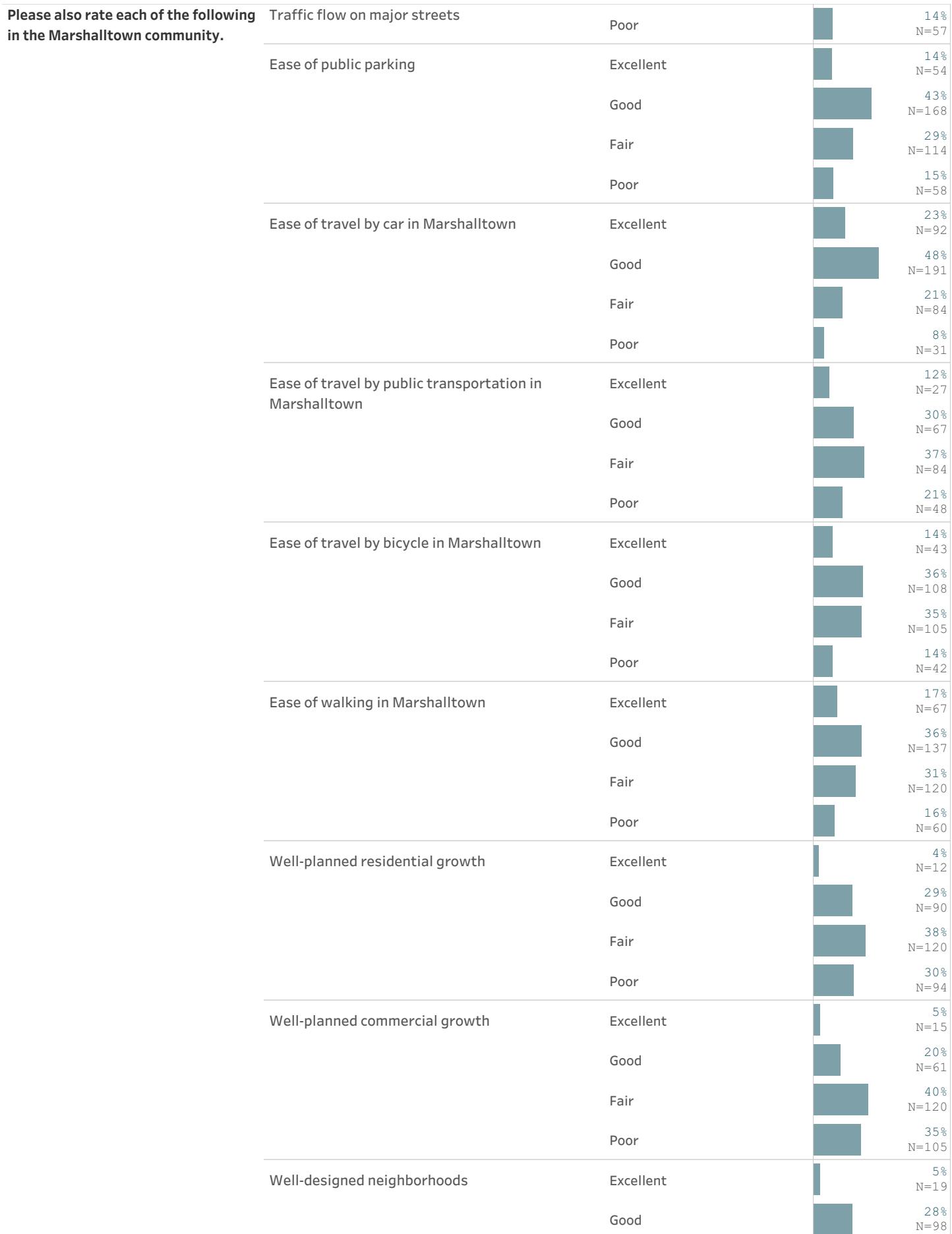
Please rate each of the following aspects of quality of life in Marshalltown.



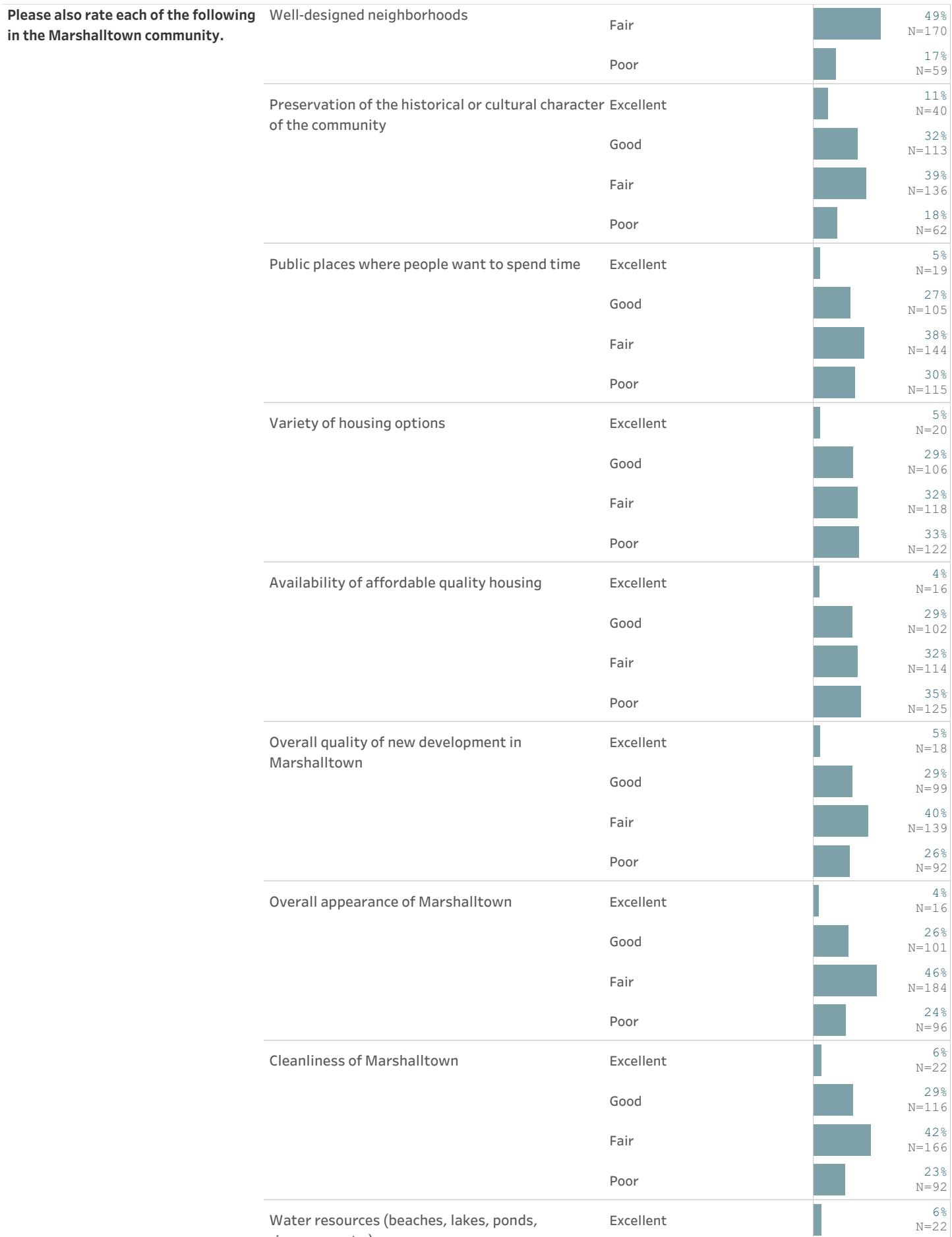


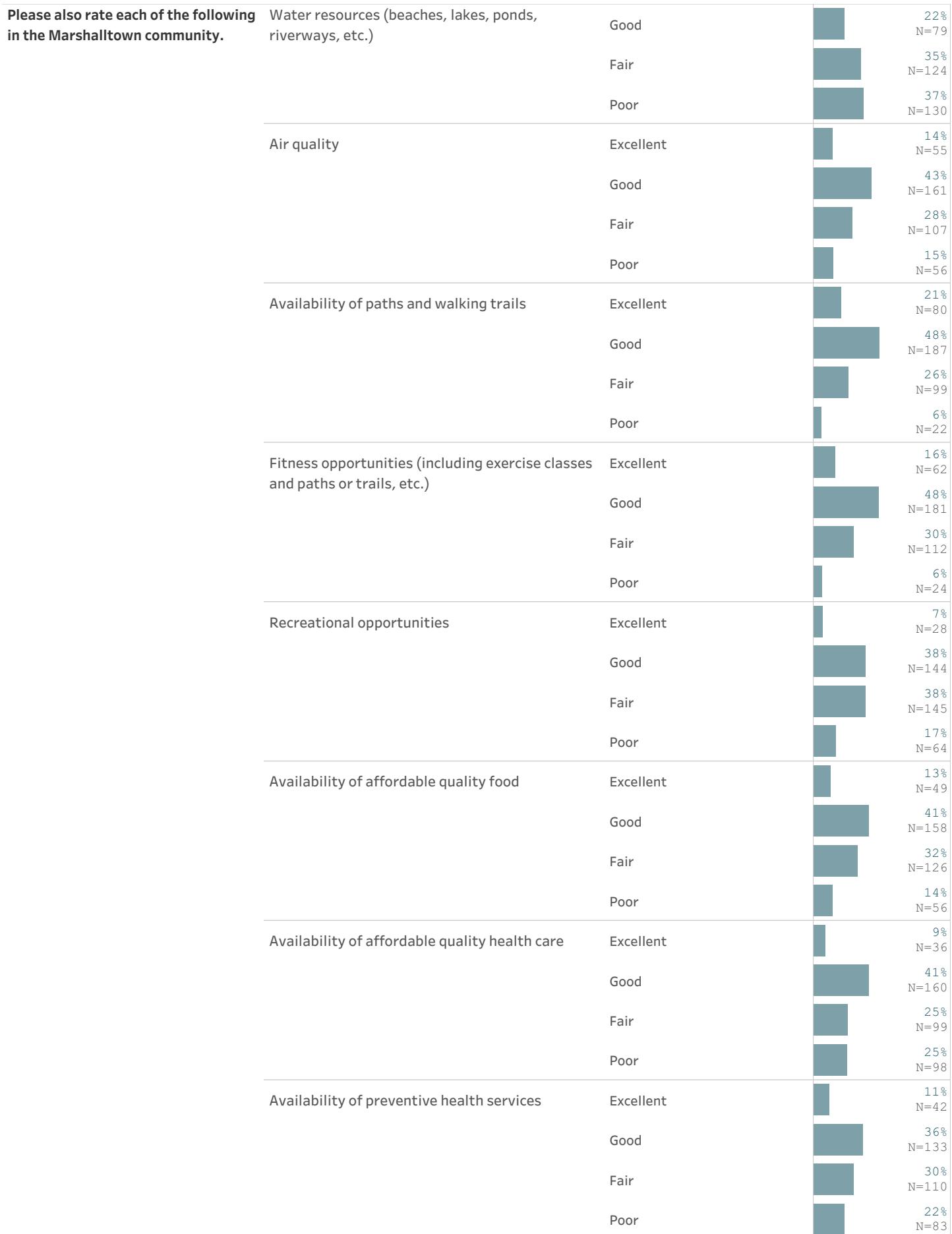


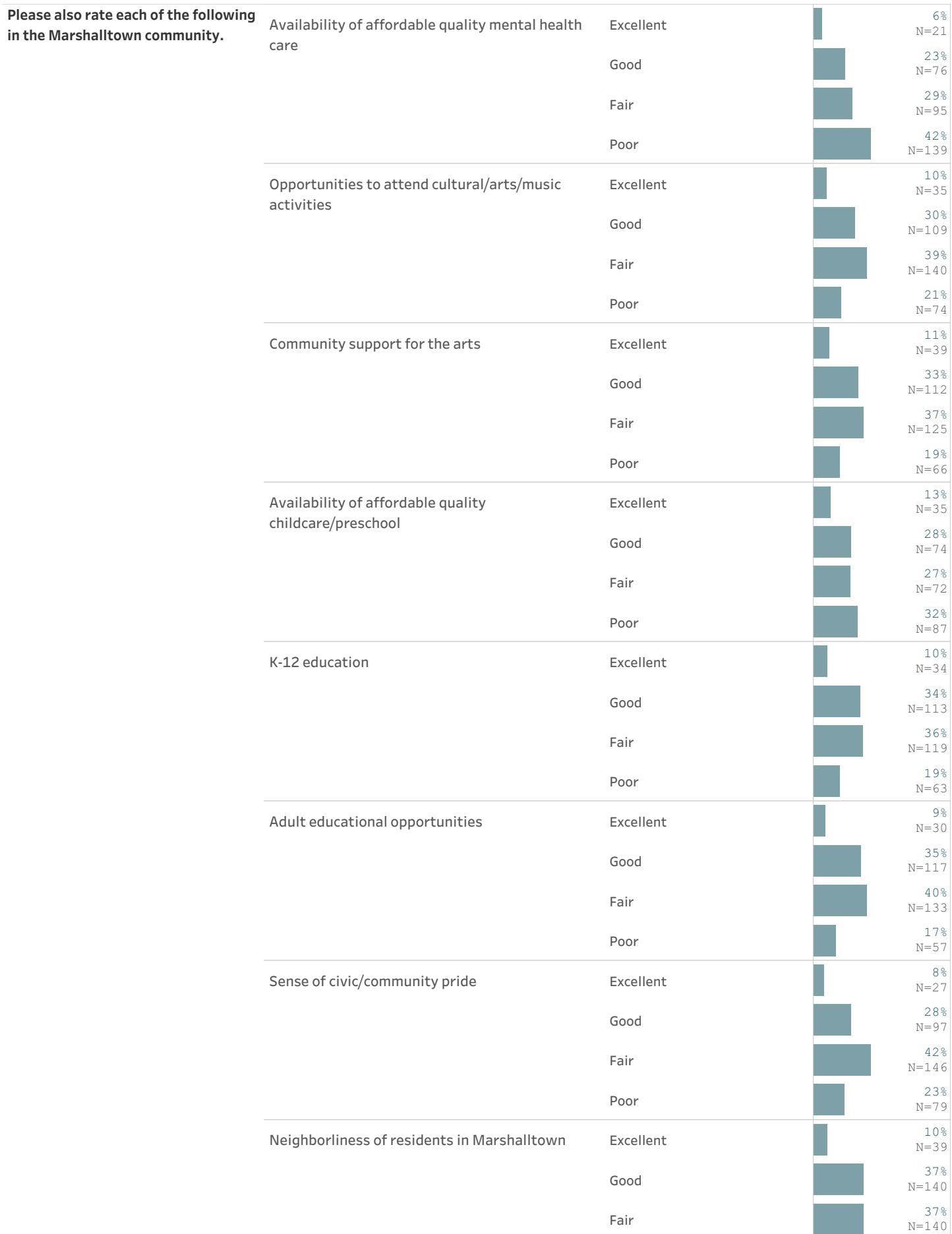


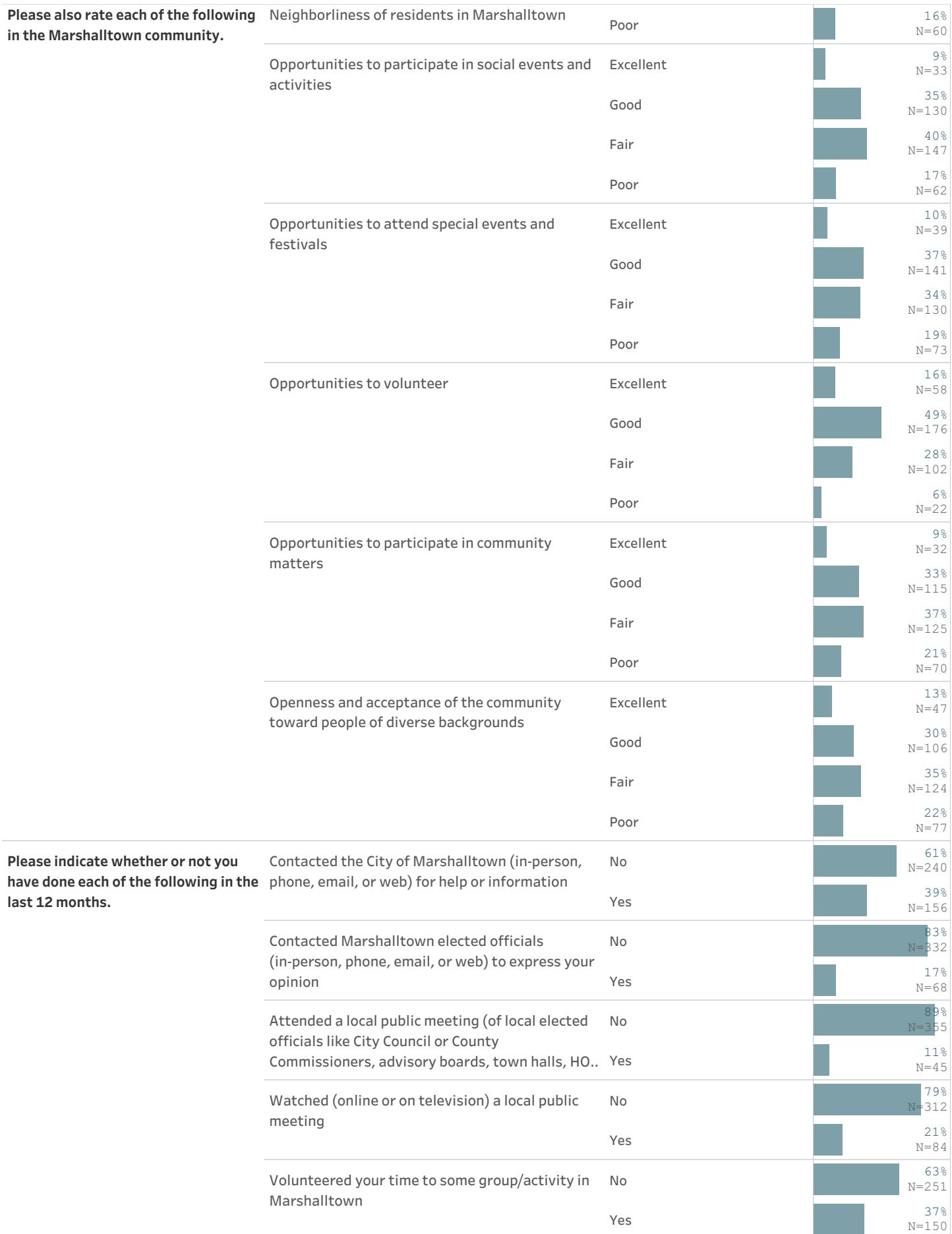


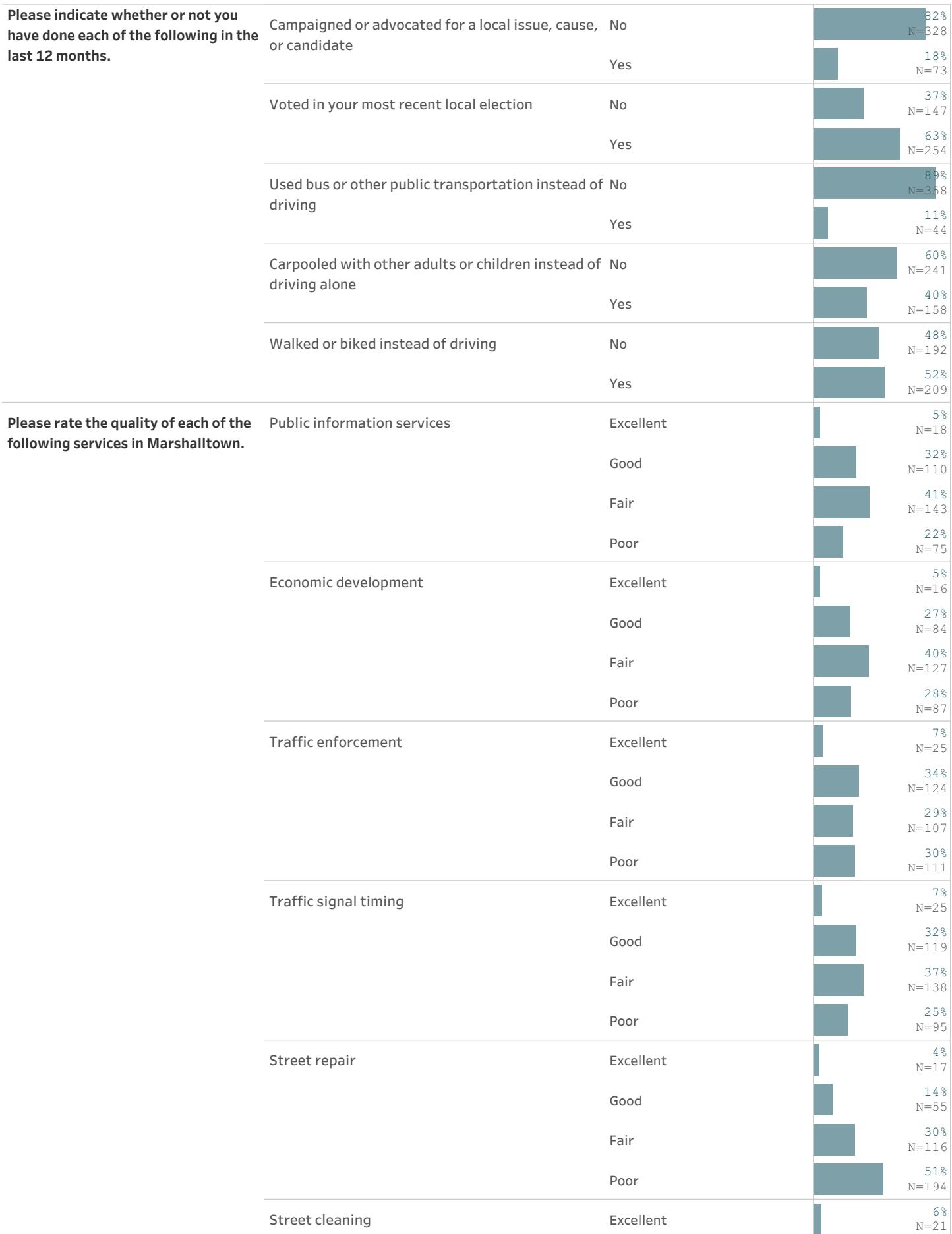
Please also rate each of the following in the Marshalltown community.



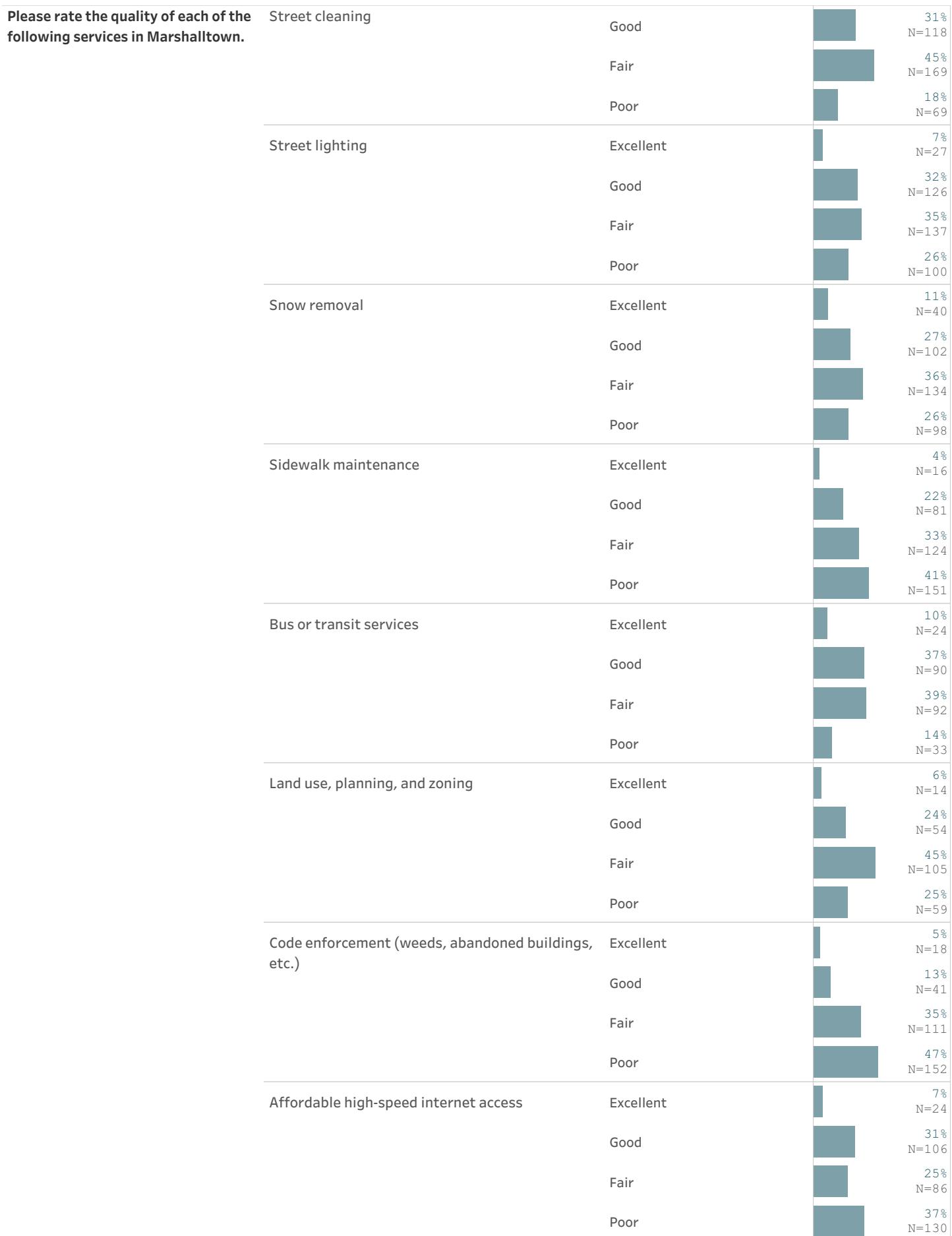




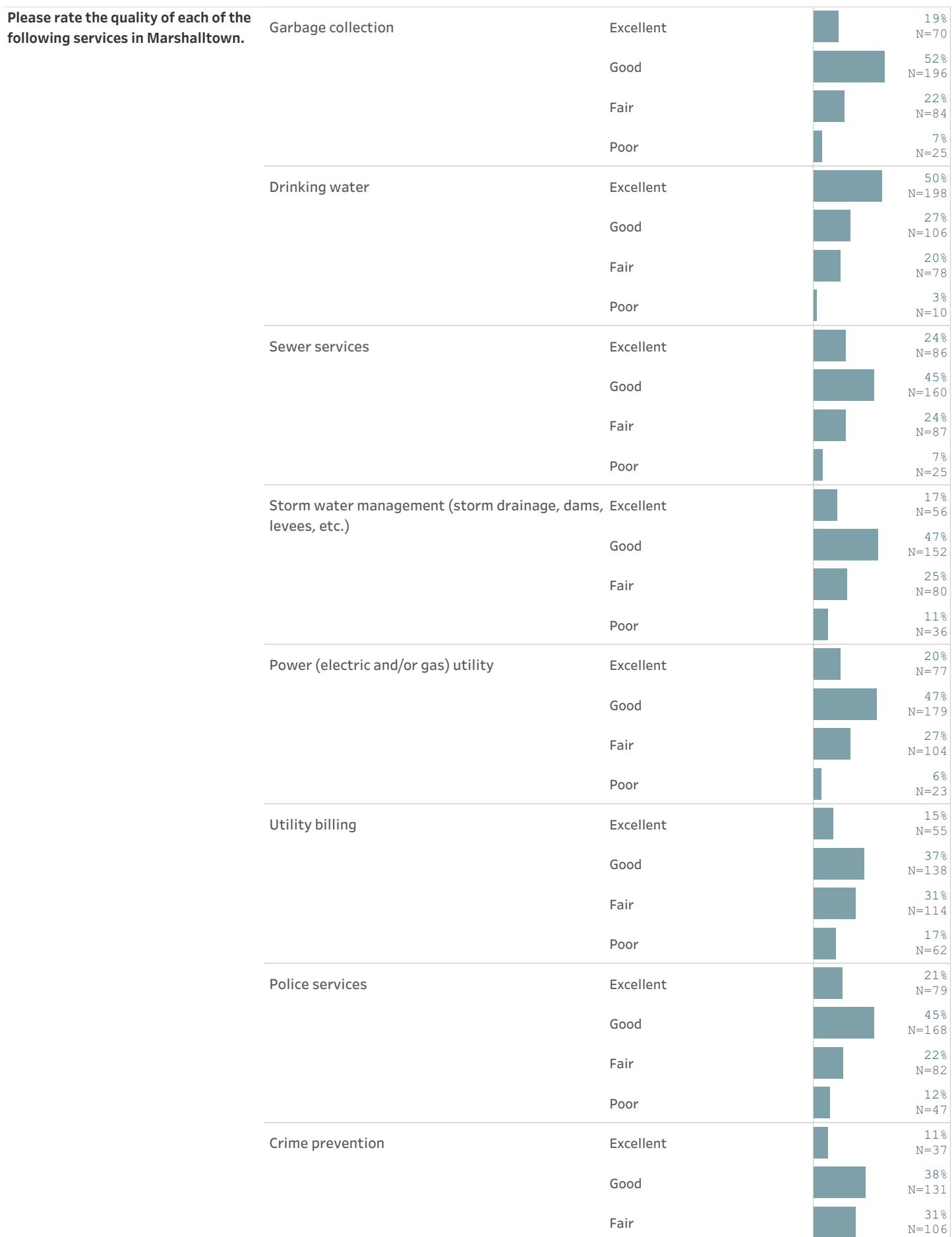




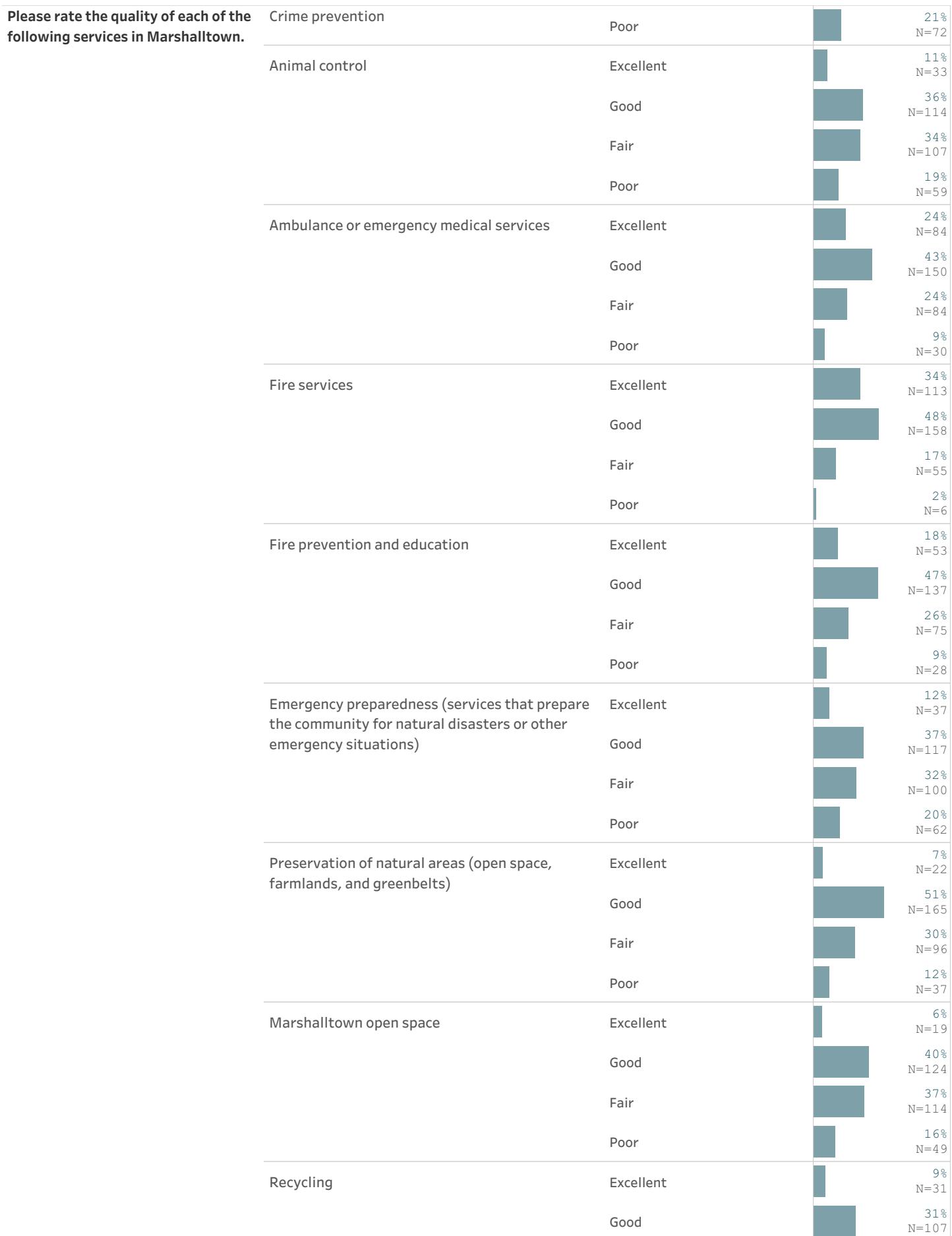
Please rate the quality of each of the following services in Marshalltown.



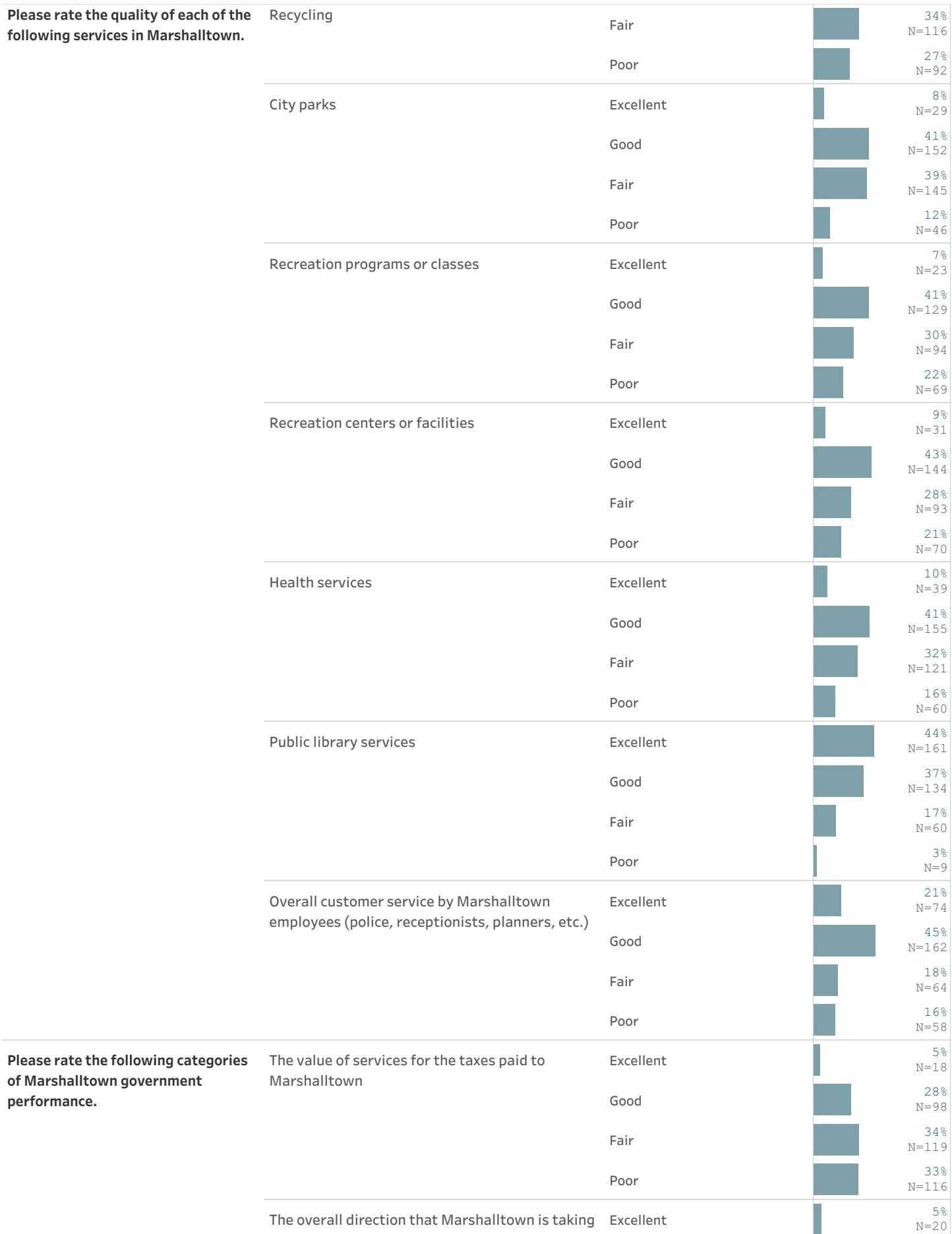
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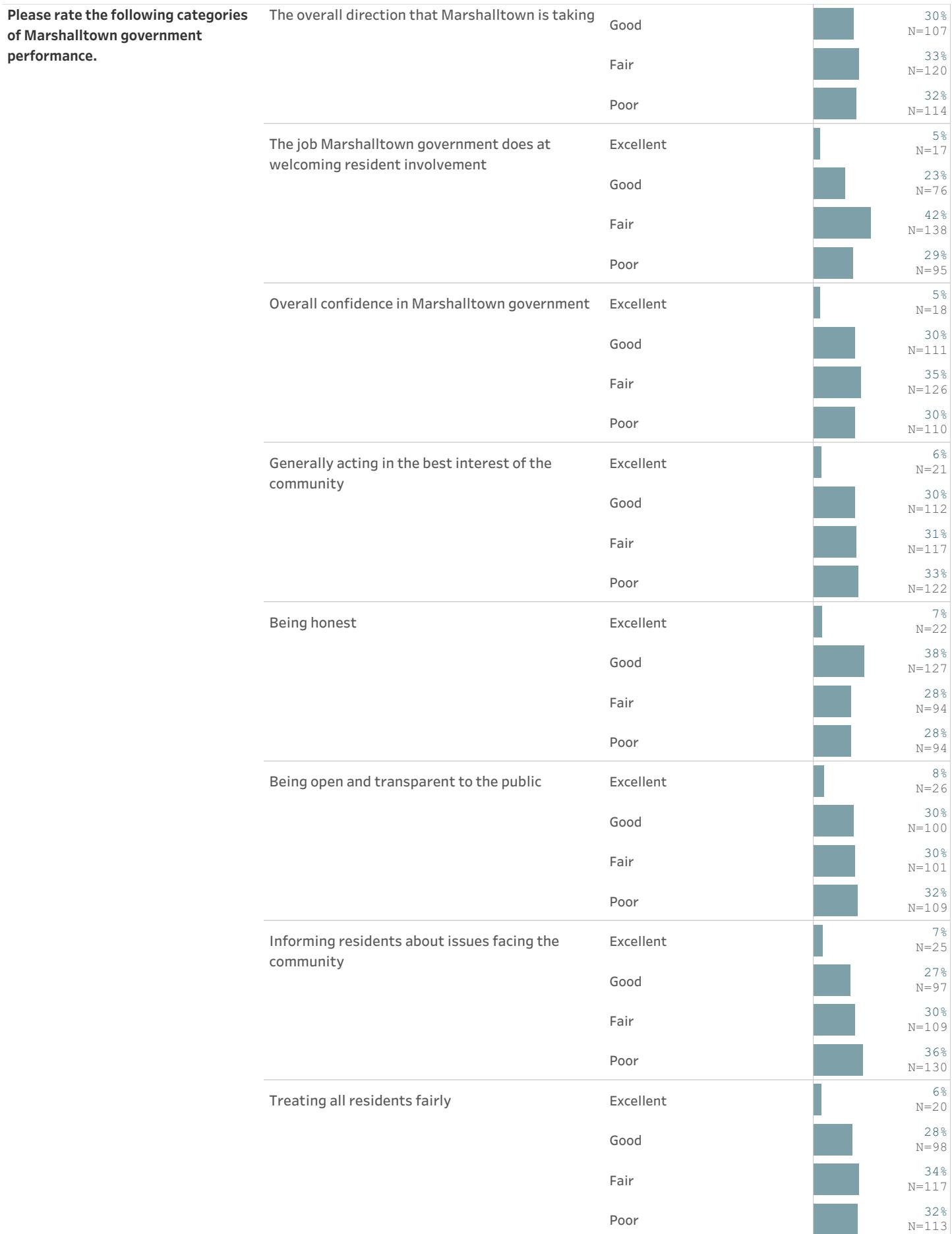


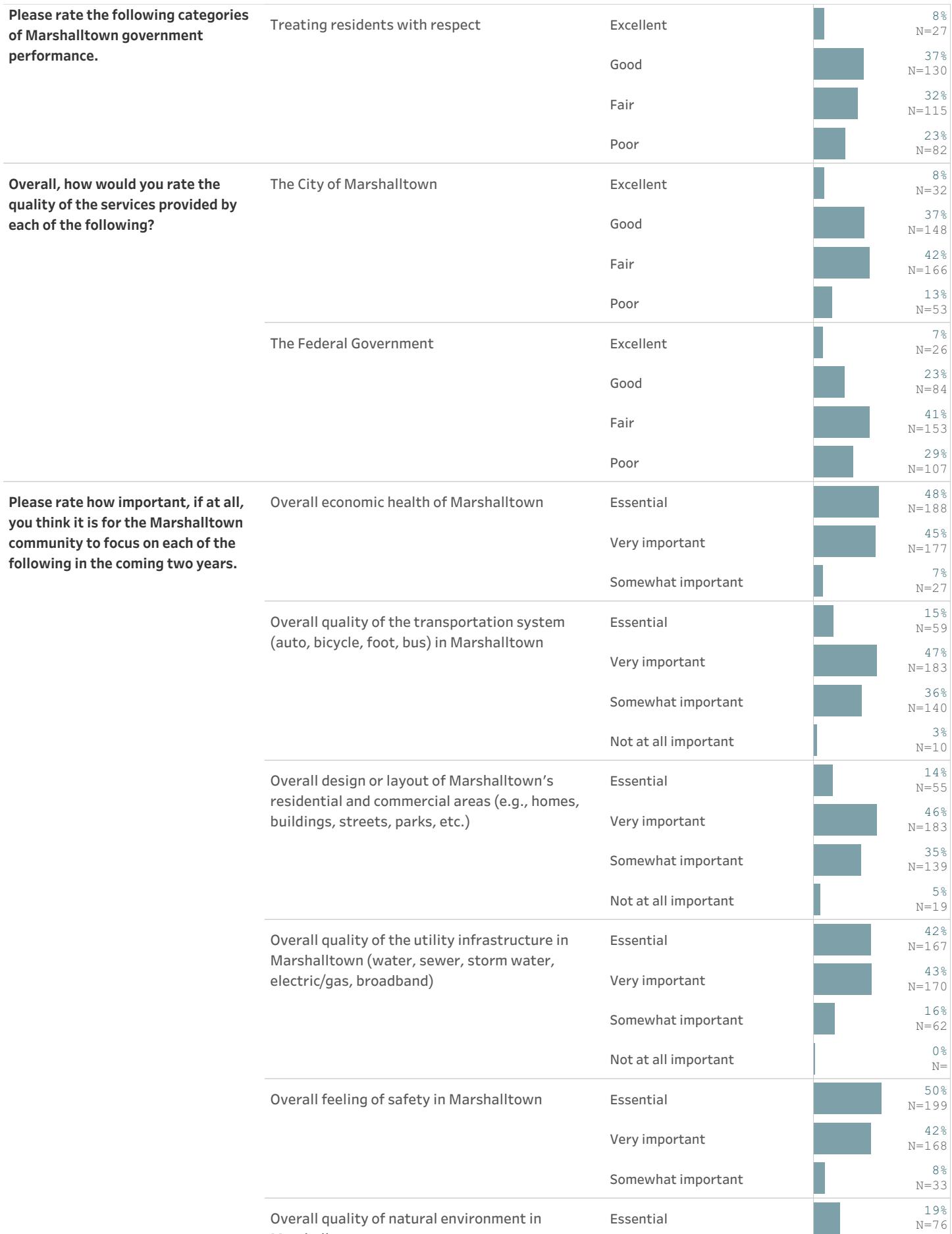
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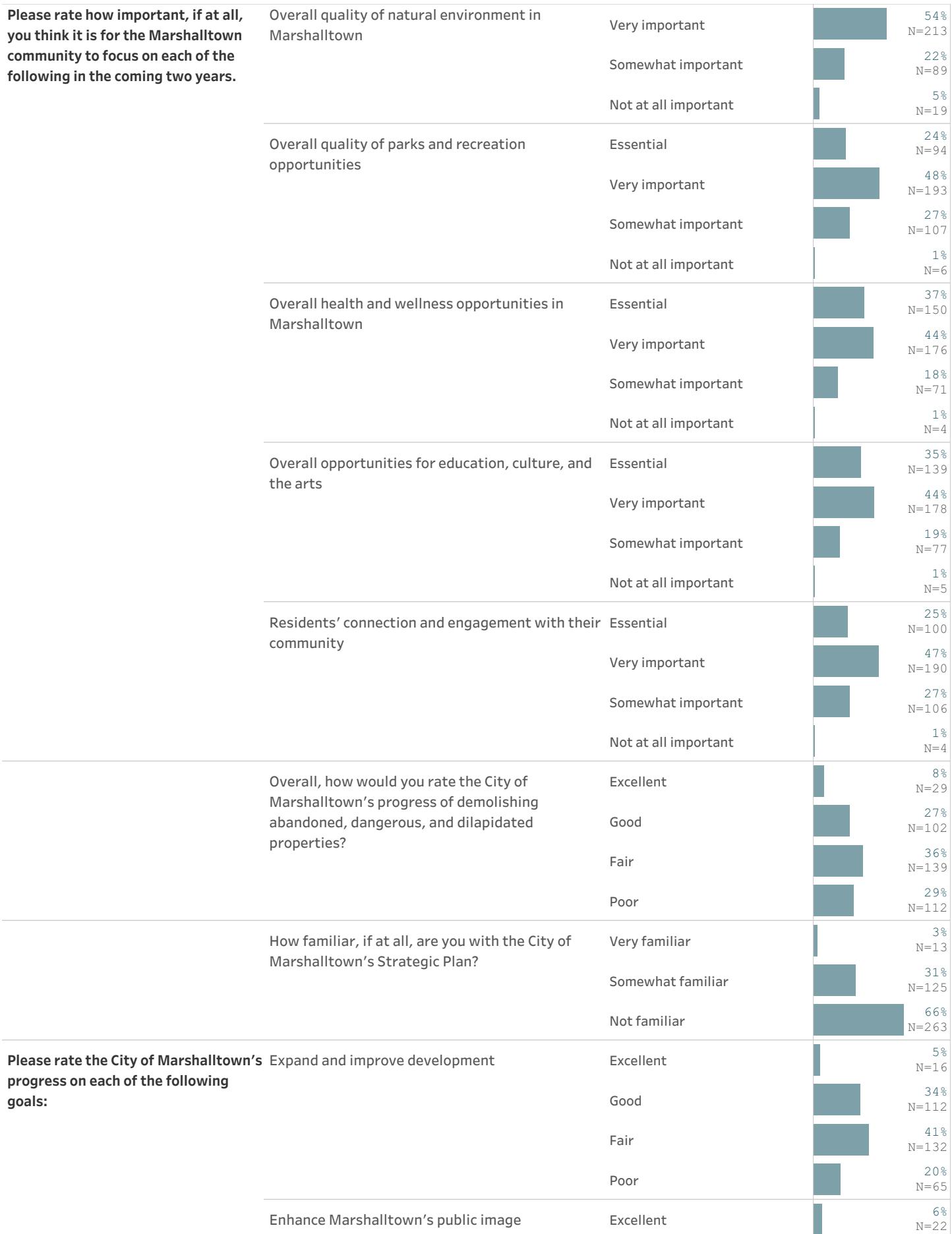


Please rate the quality of each of the following services in Marshalltown.

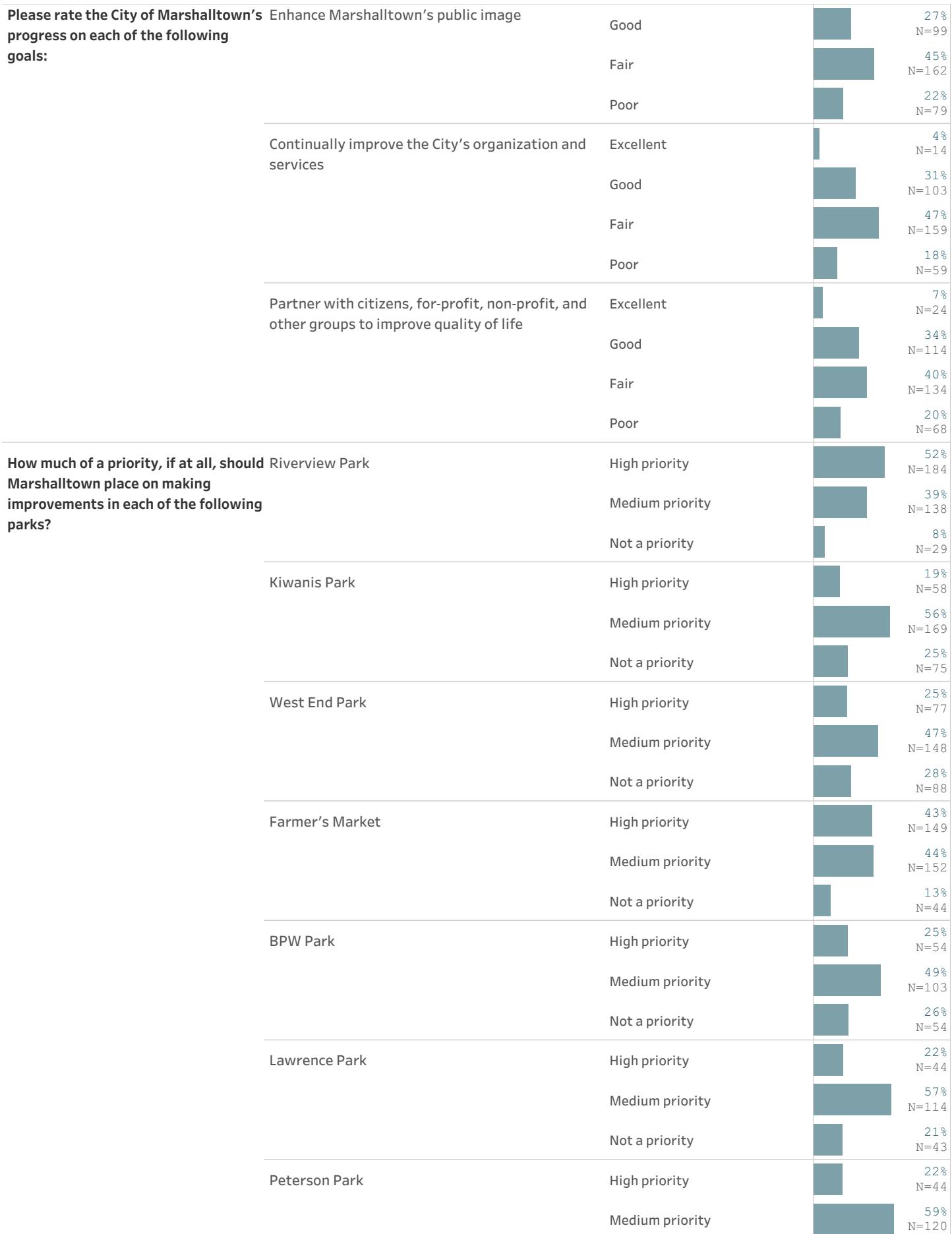


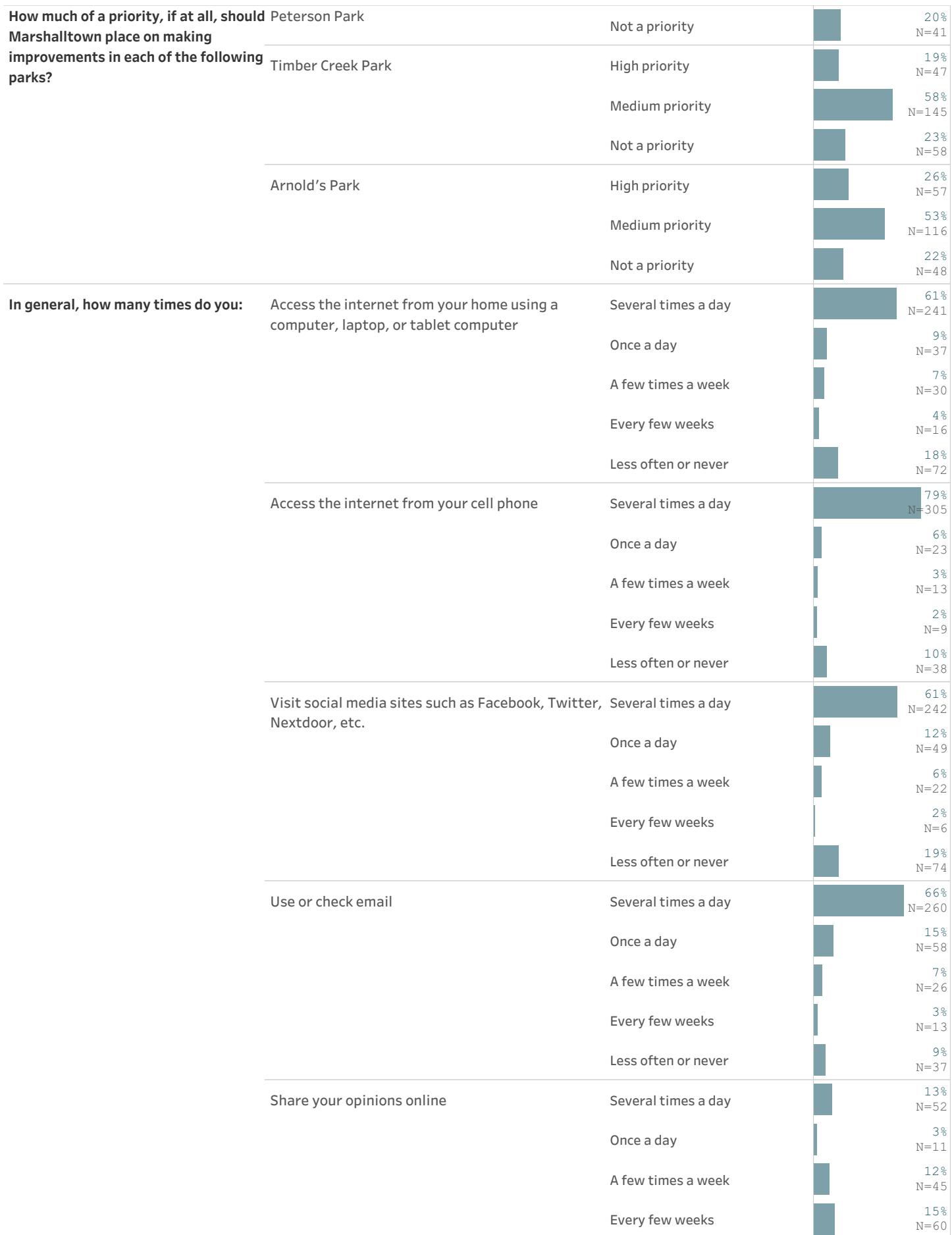


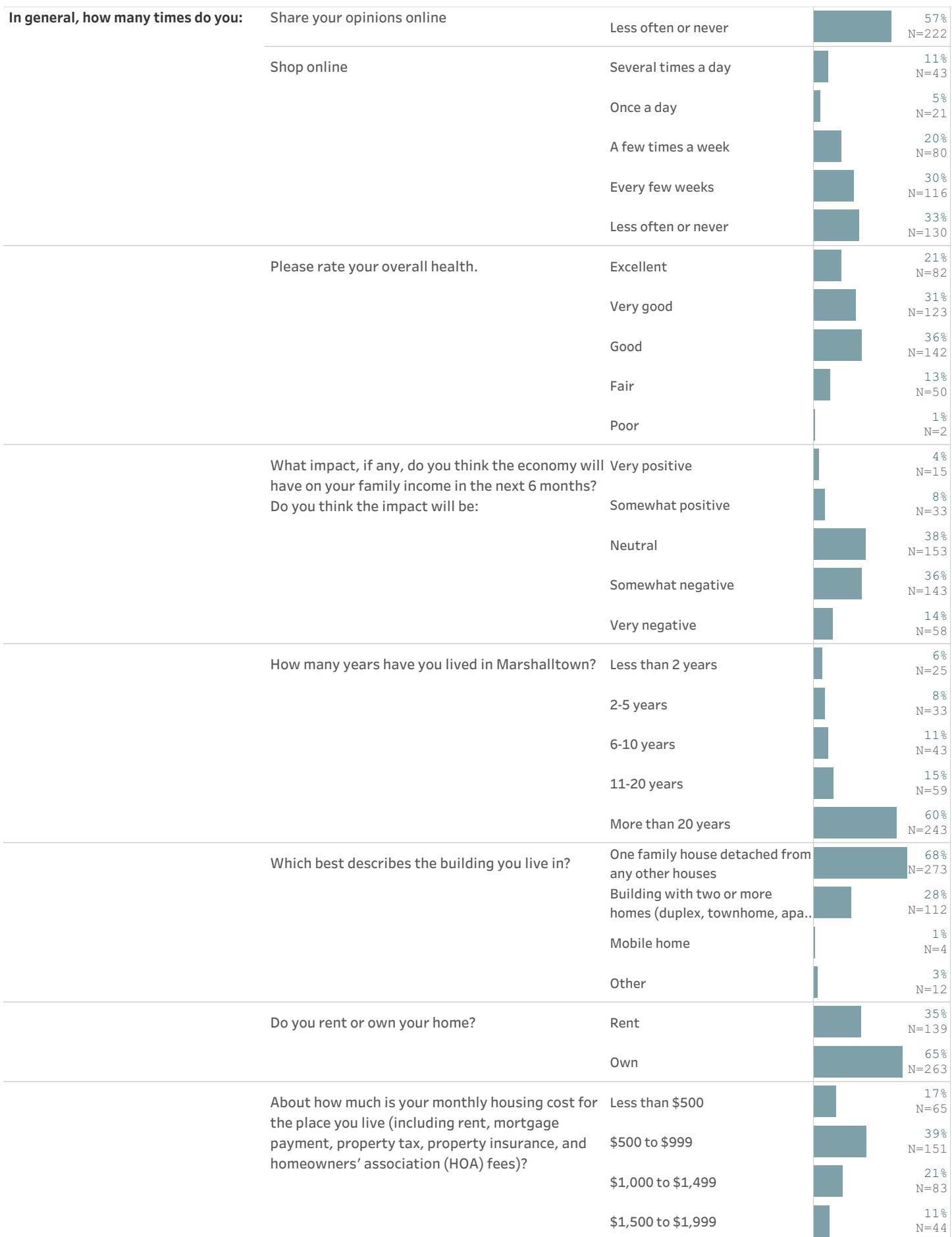


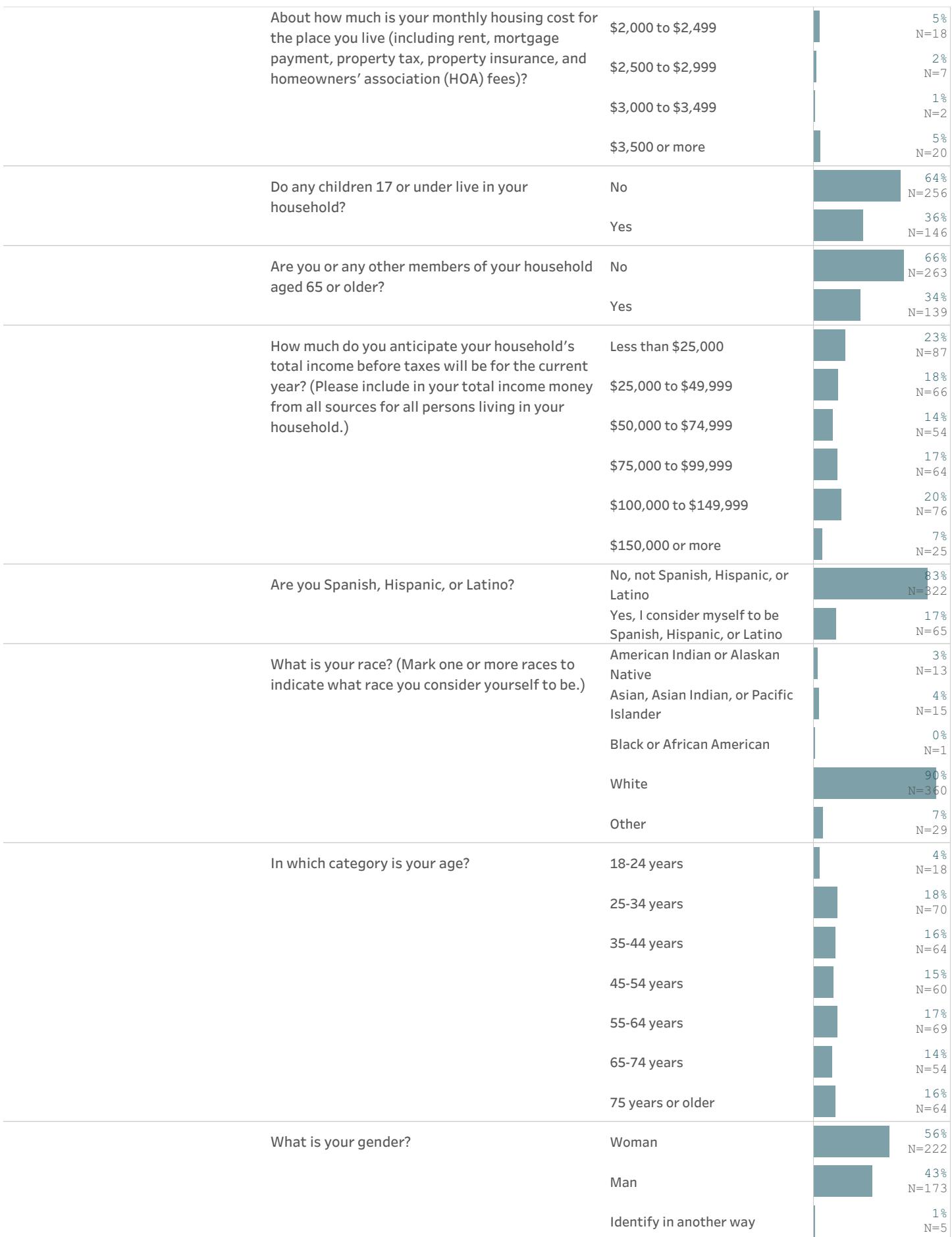


Please rate the City of Marshalltown's Enhance Marshalltown's public image progress on each of the following goals:









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.

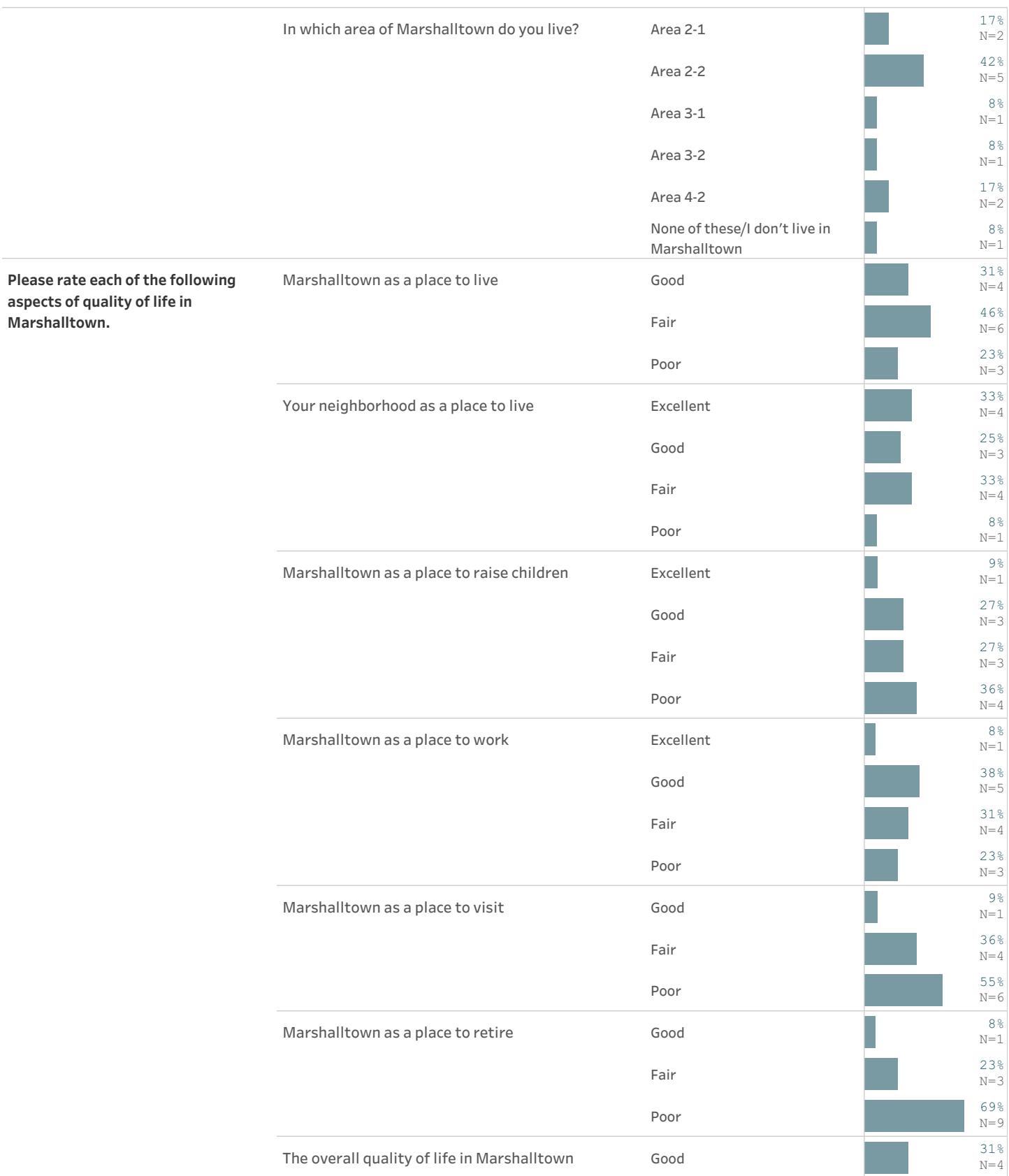
After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Marshalltown. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent 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.

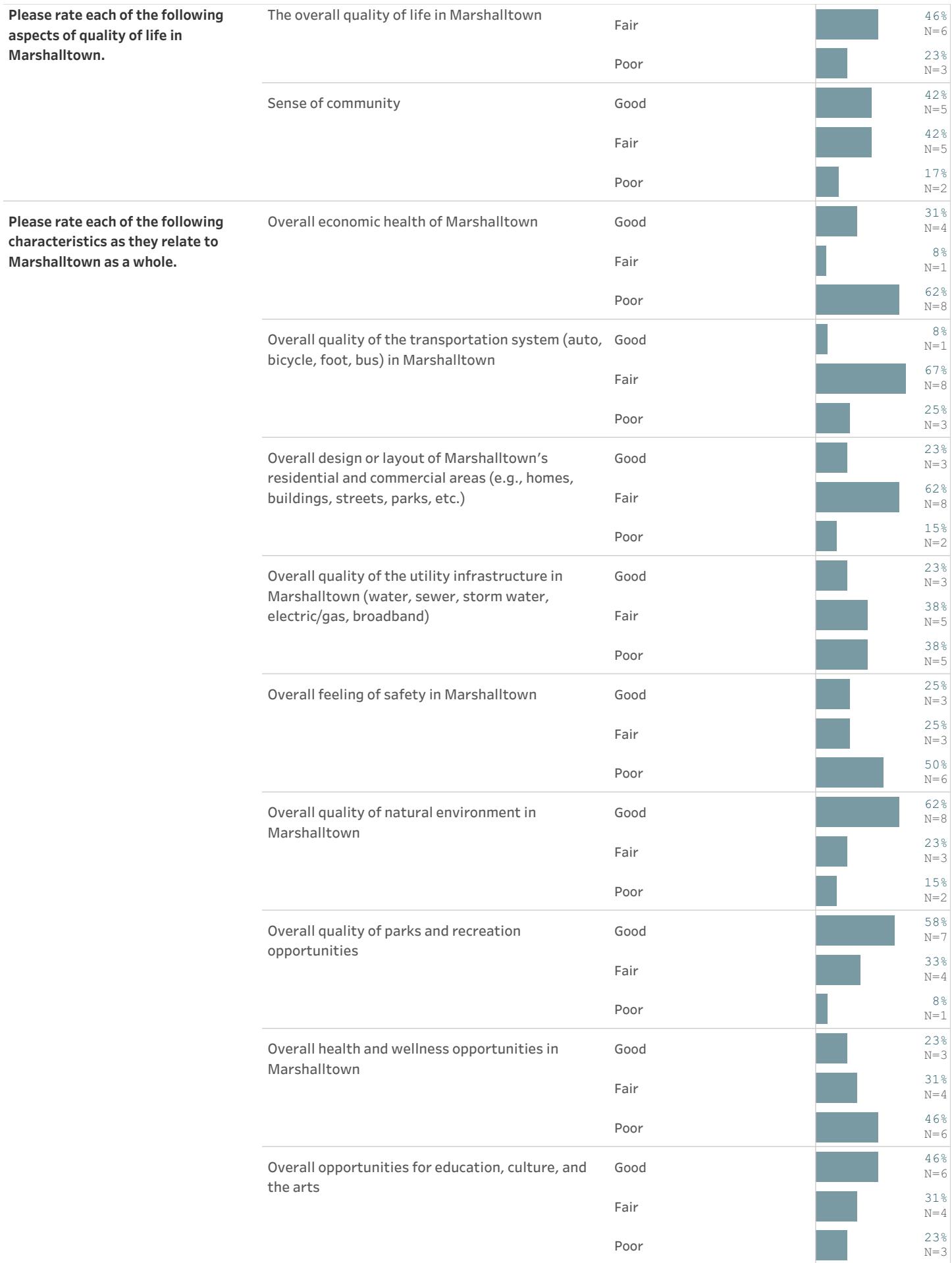
The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. Due to limited response, the results were not statistically weighted.

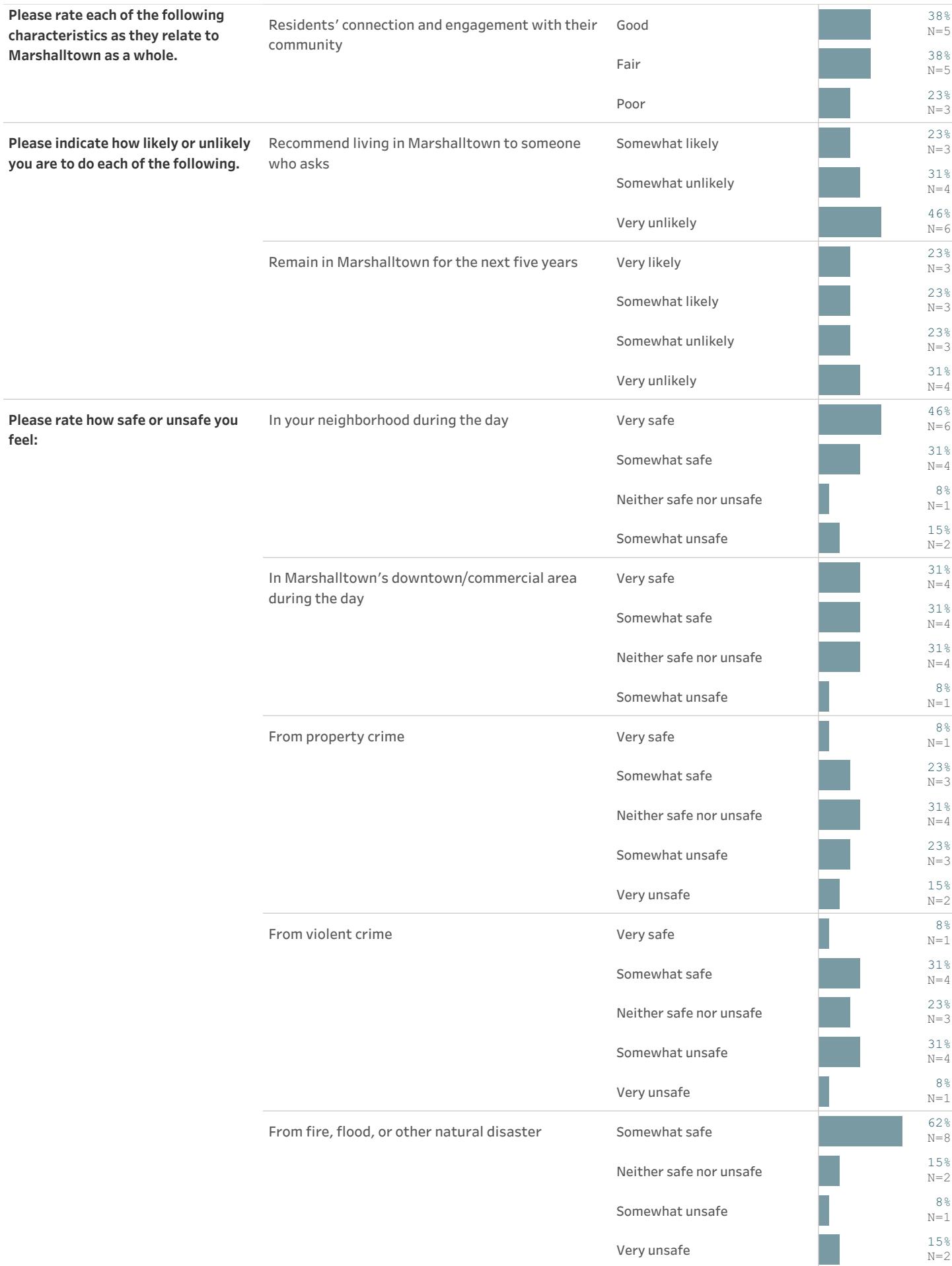
* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from
<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

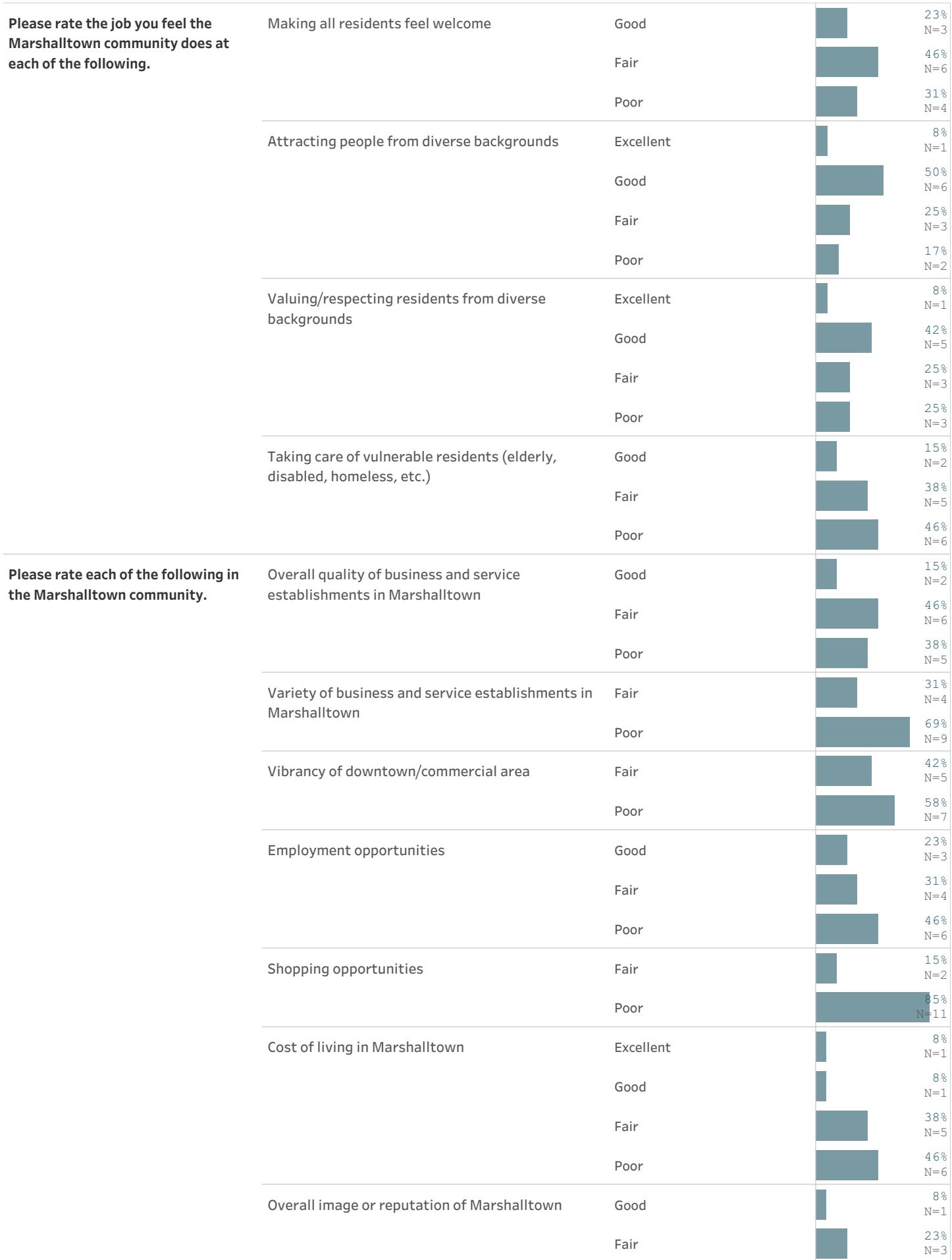
Open participation survey results

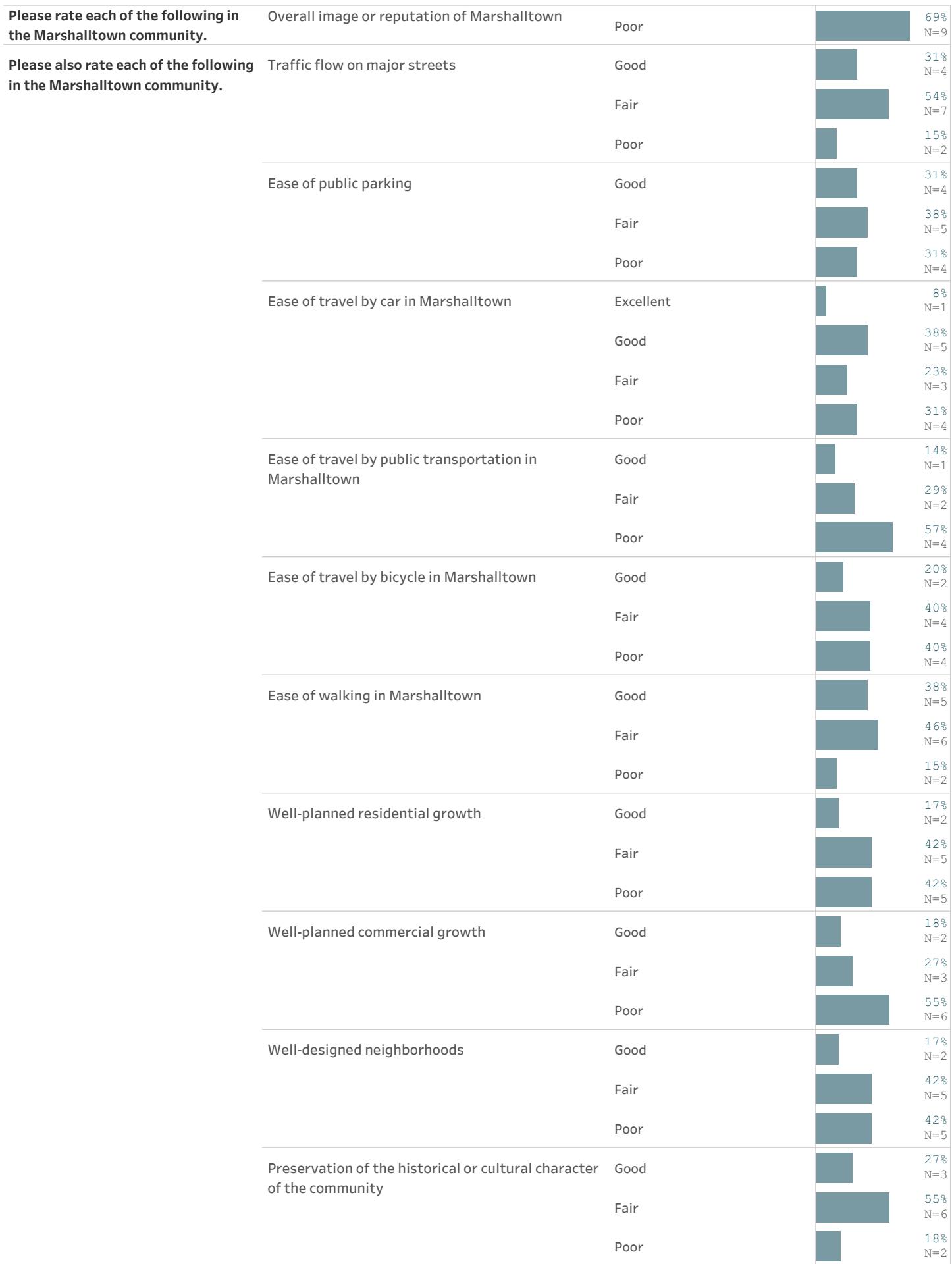
This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the 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.



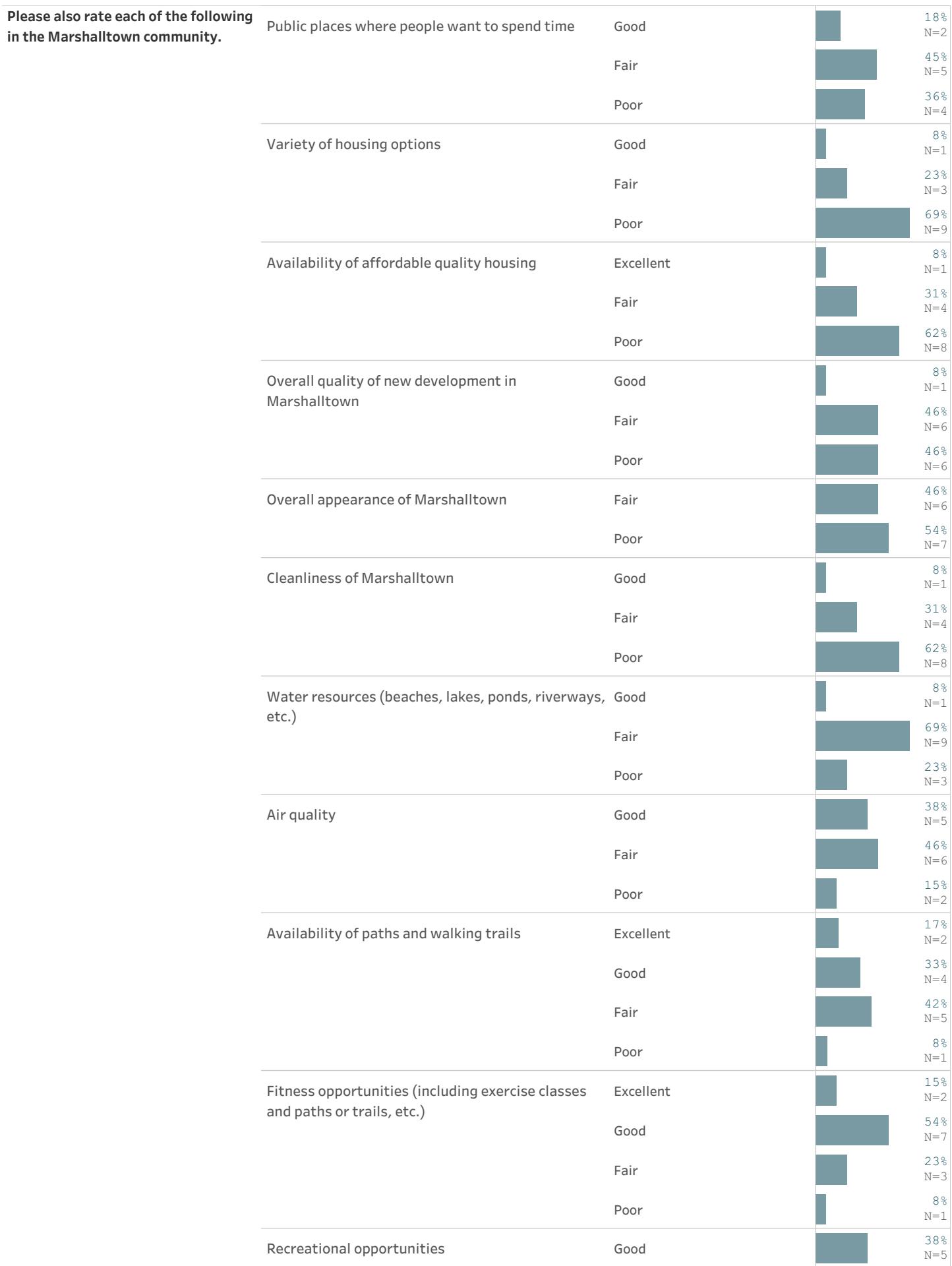


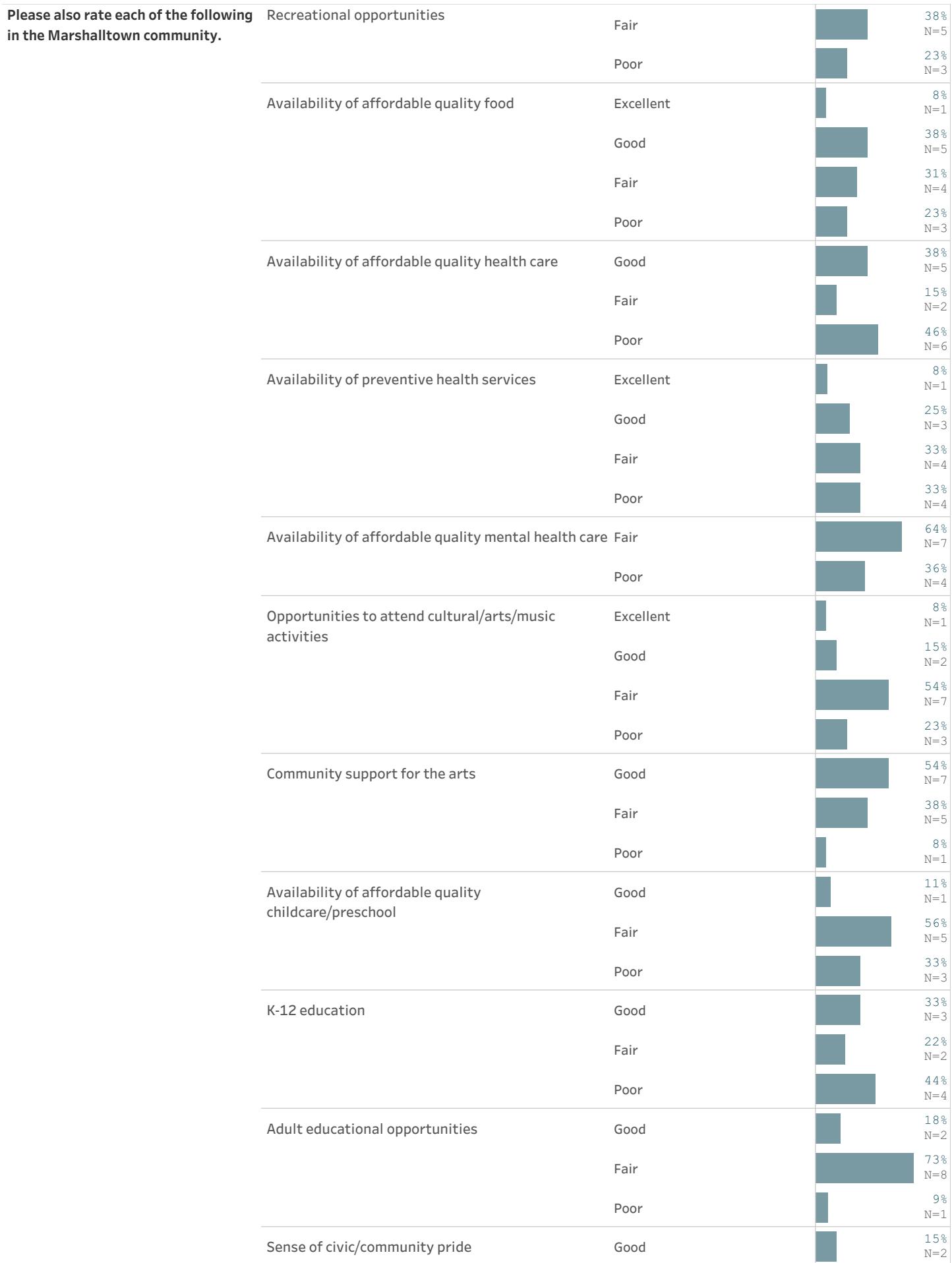


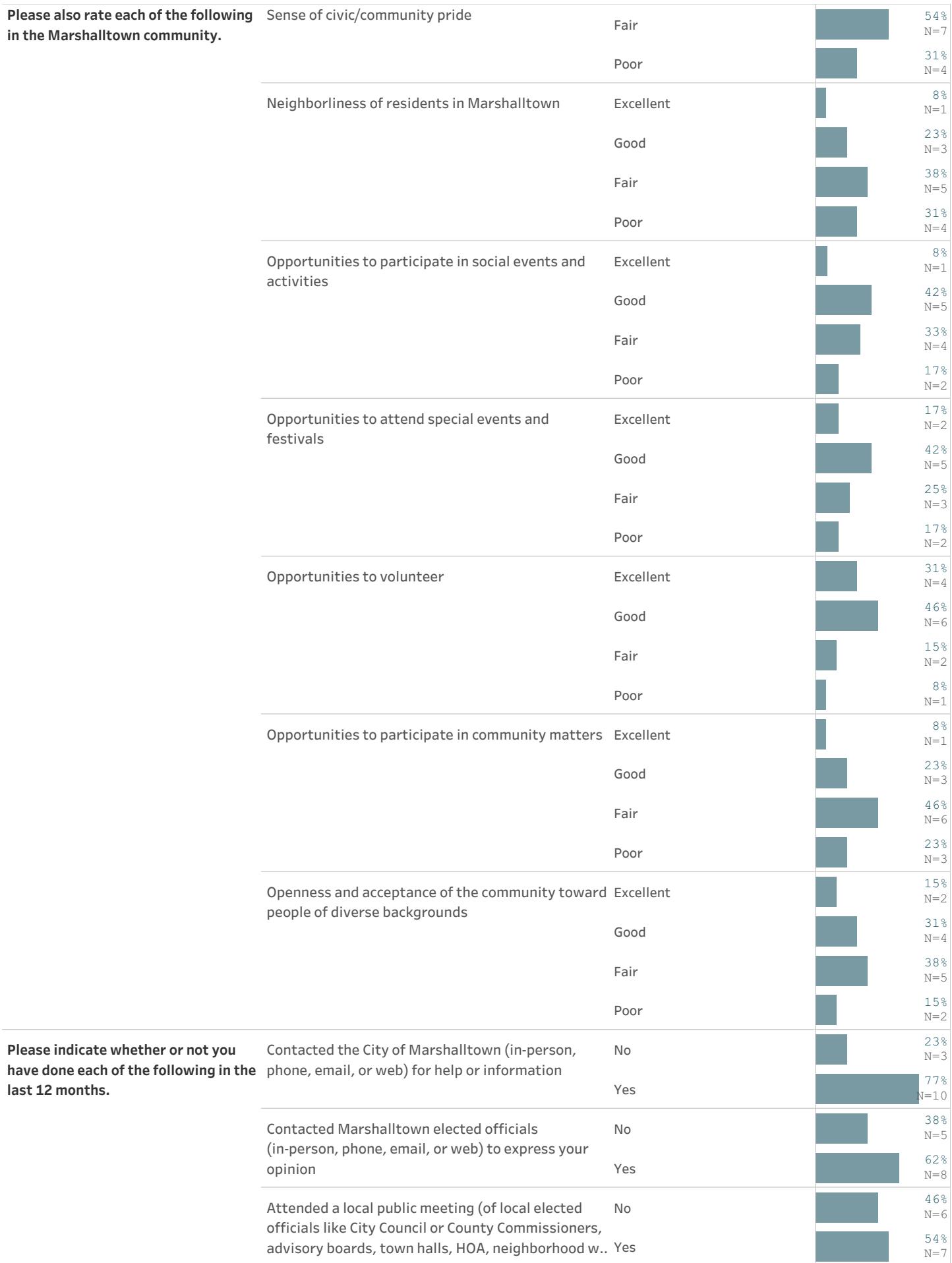


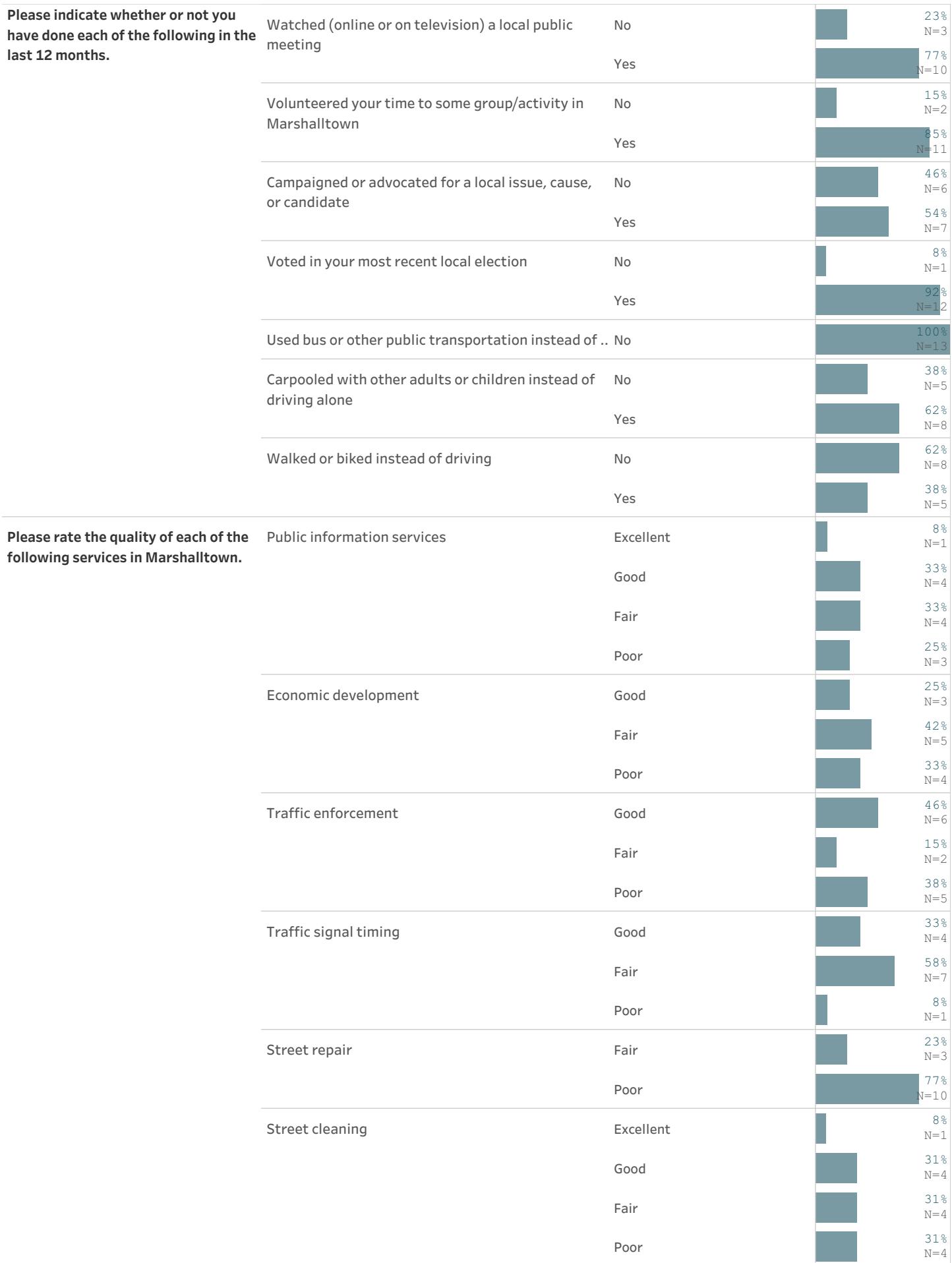


Please also rate each of the following in the Marshalltown community.

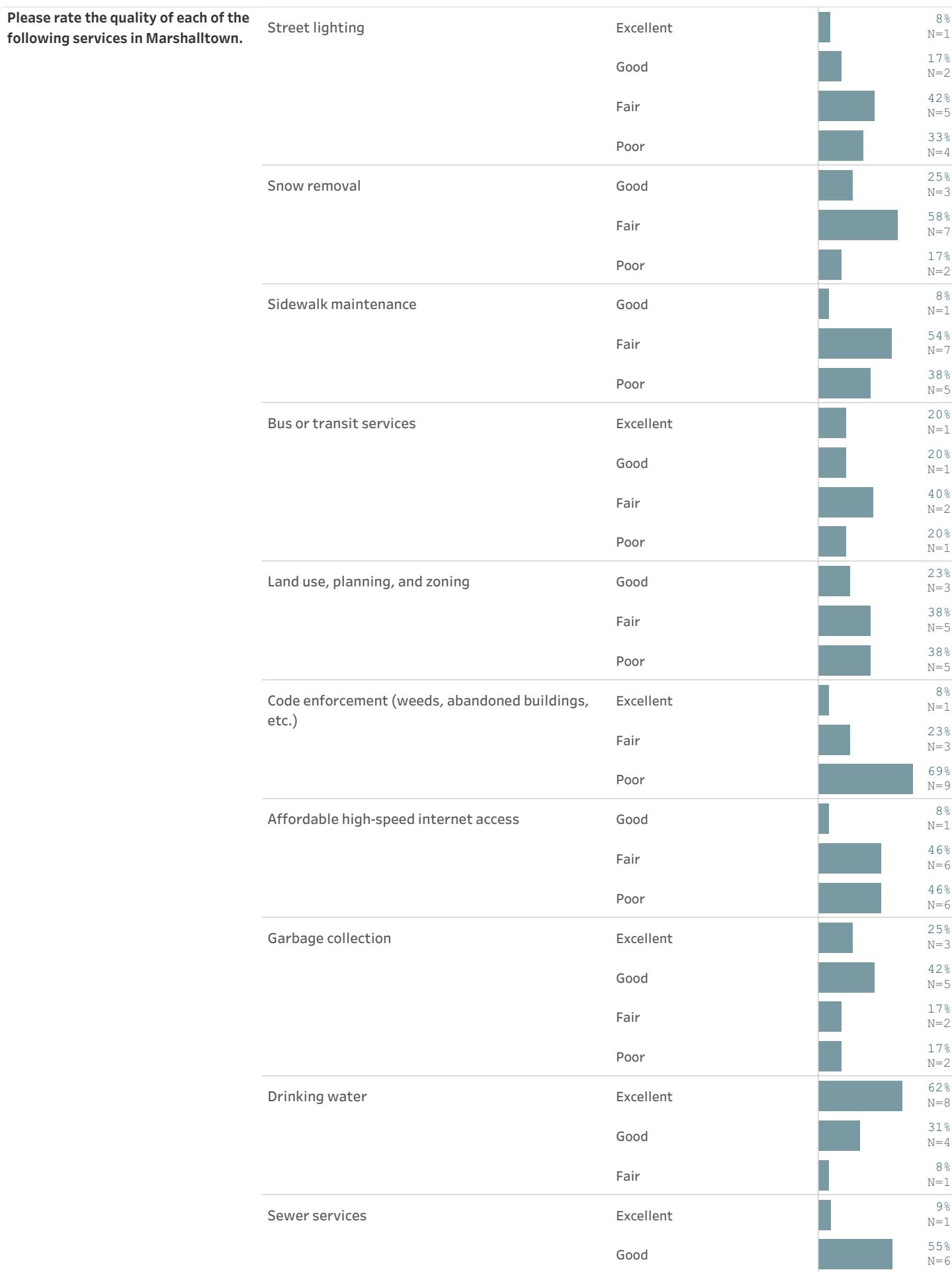




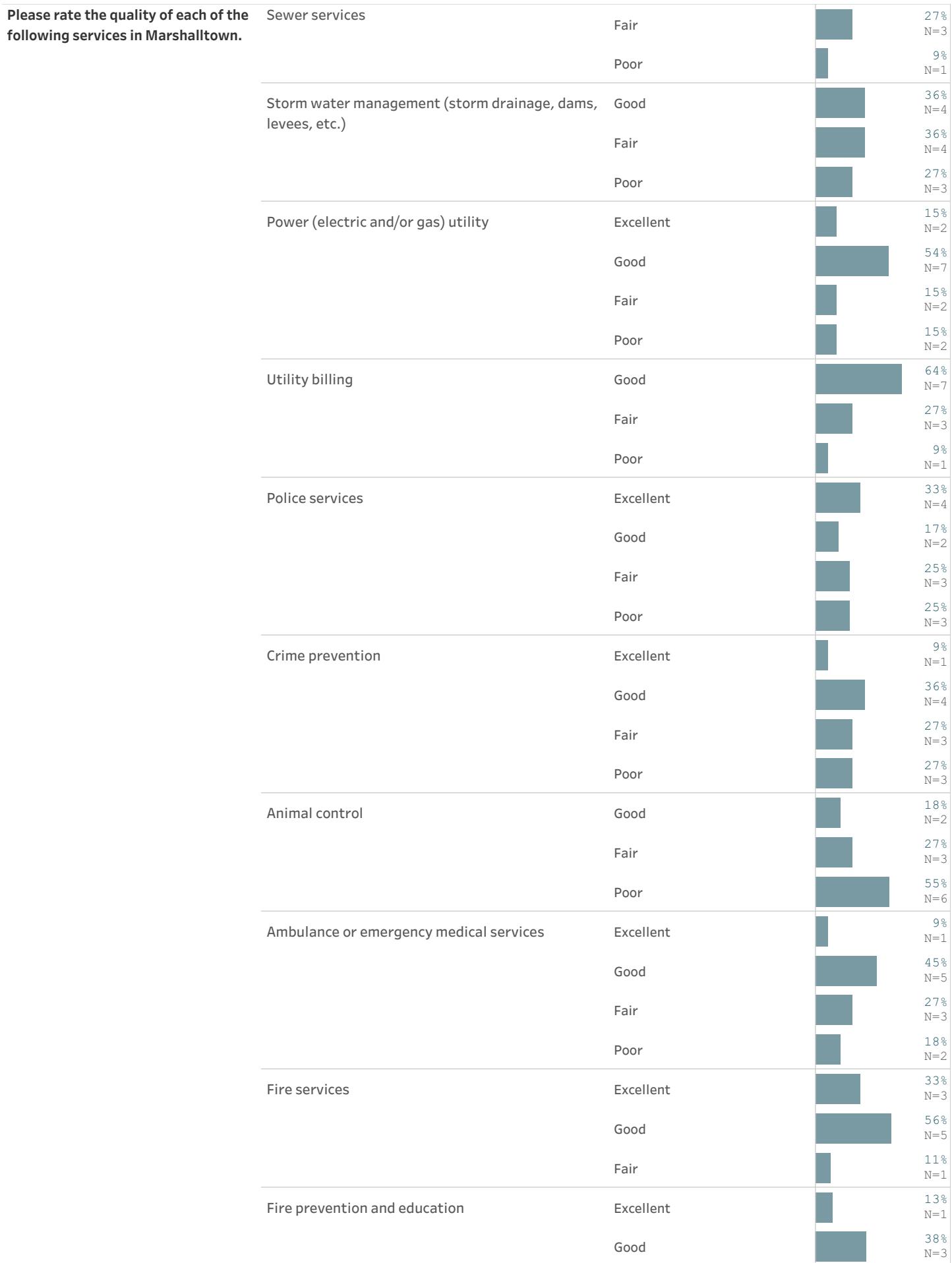




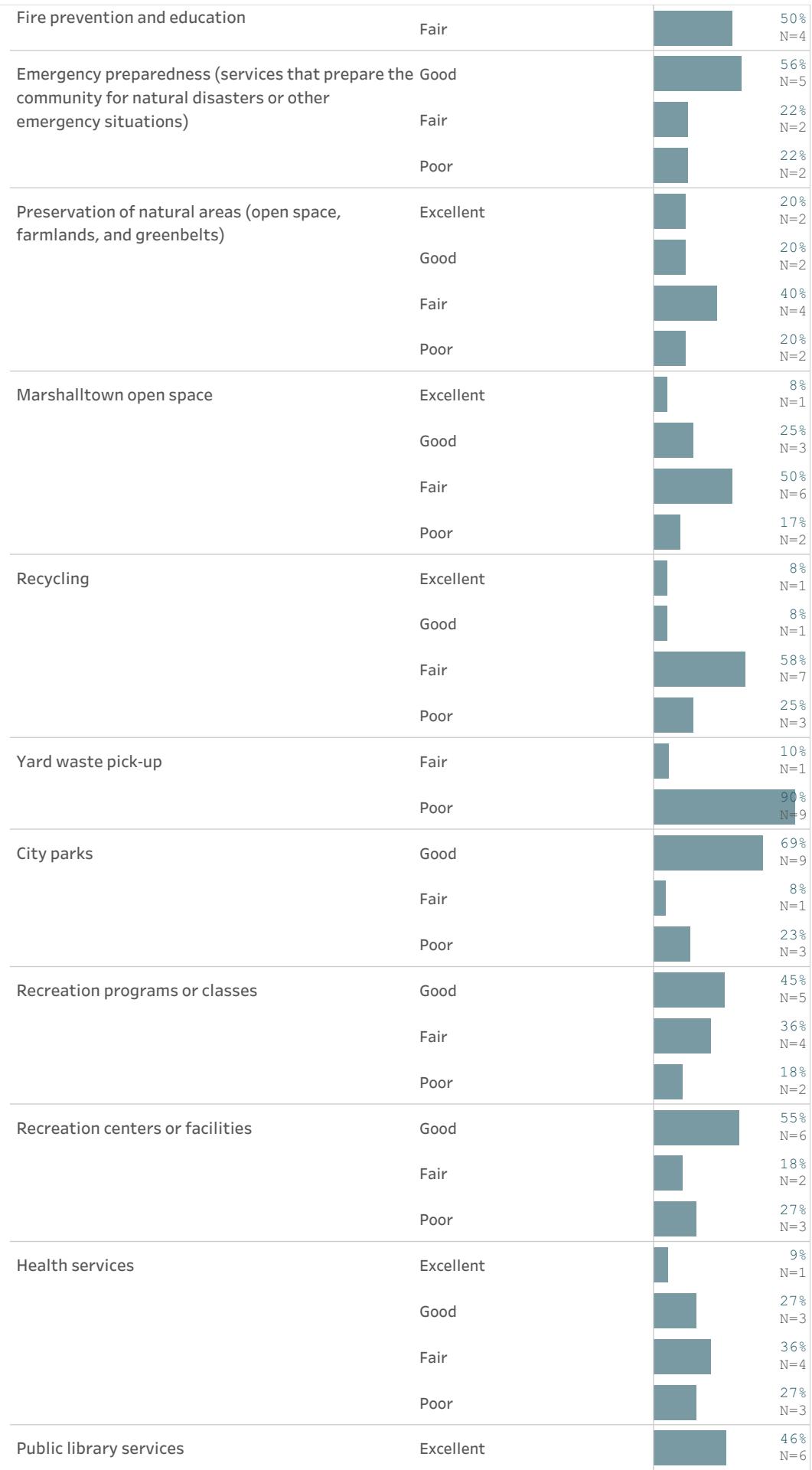
Please rate the quality of each of the following services in Marshalltown.



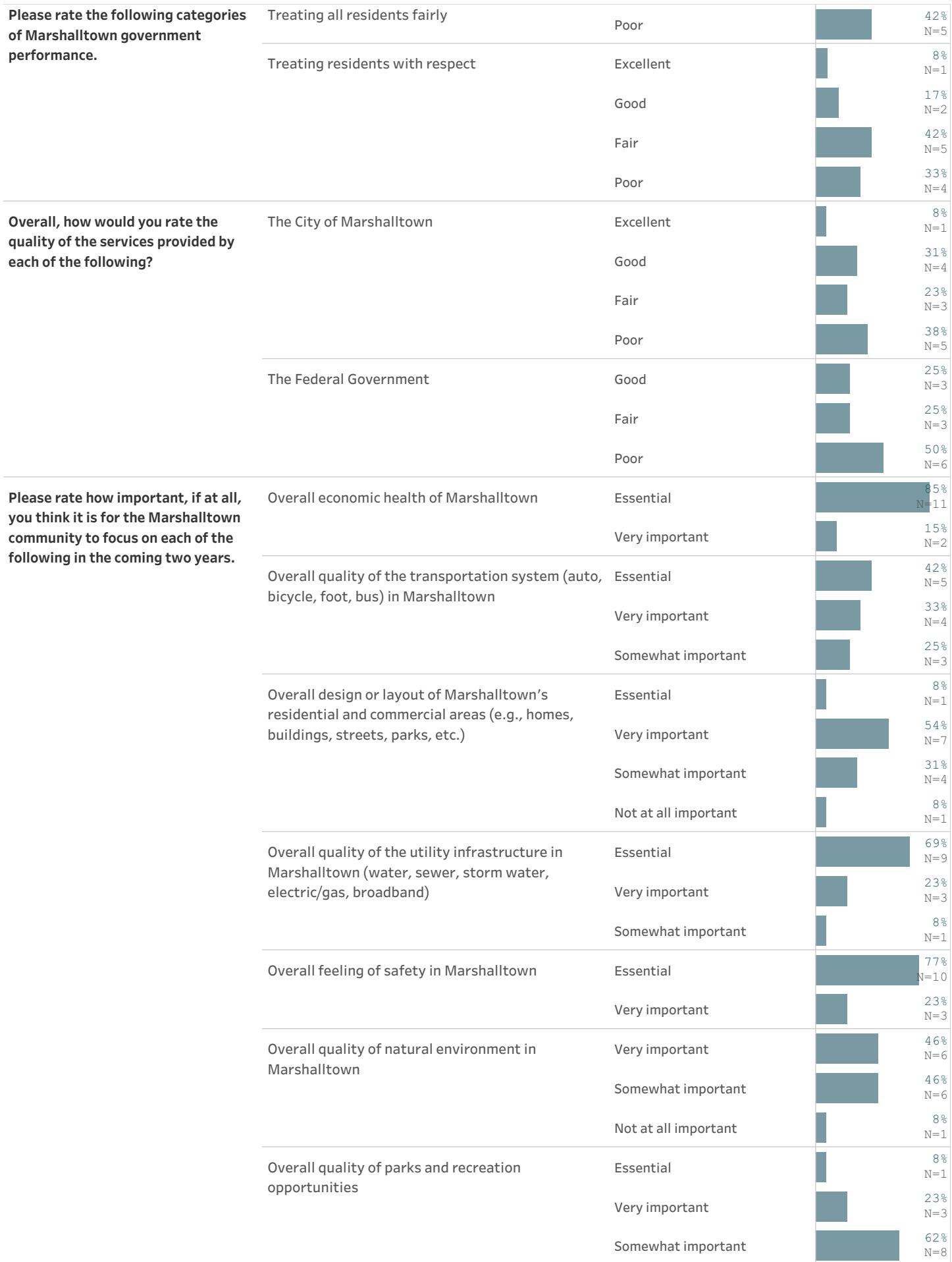
Please rate the quality of each of the following services in Marshalltown.

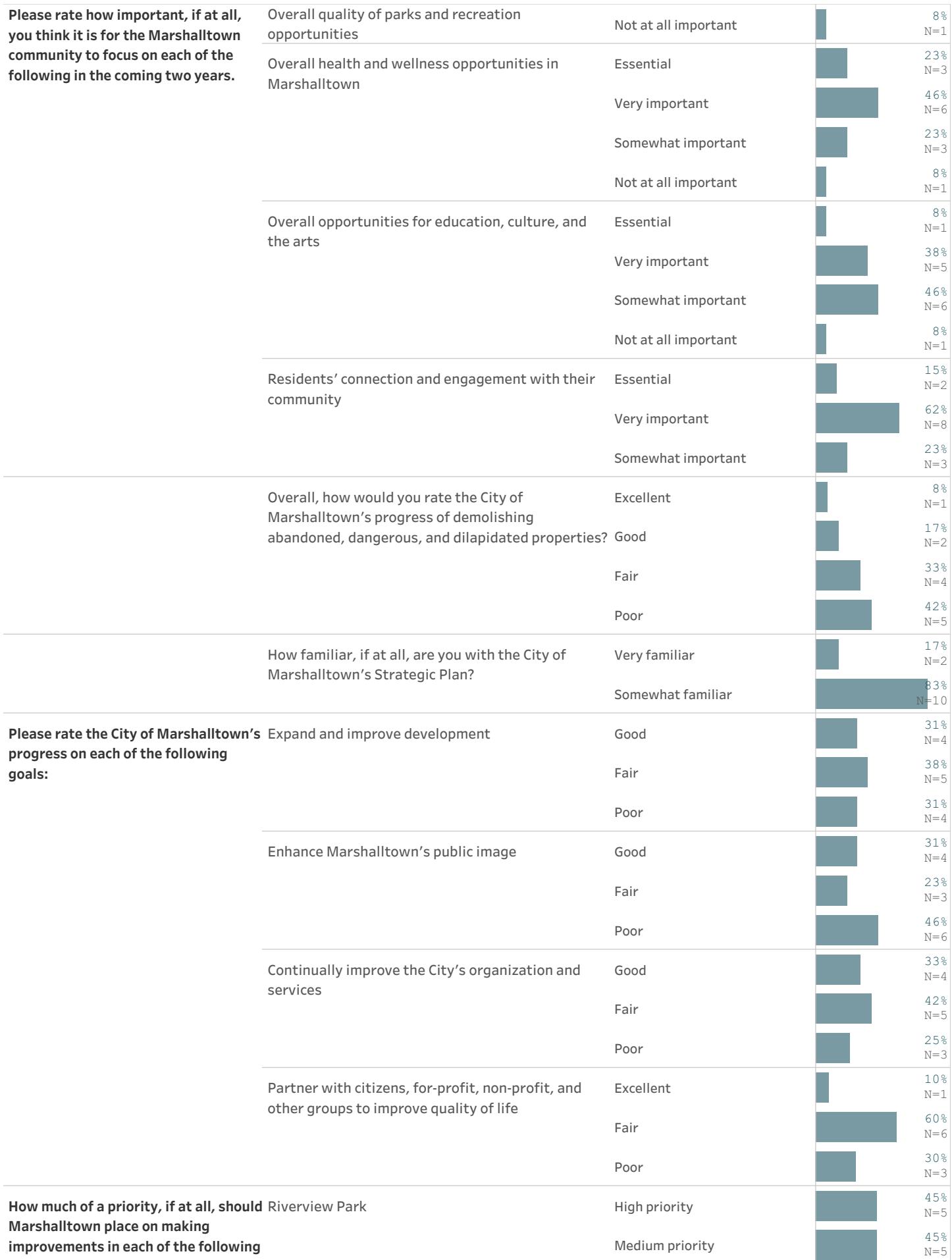


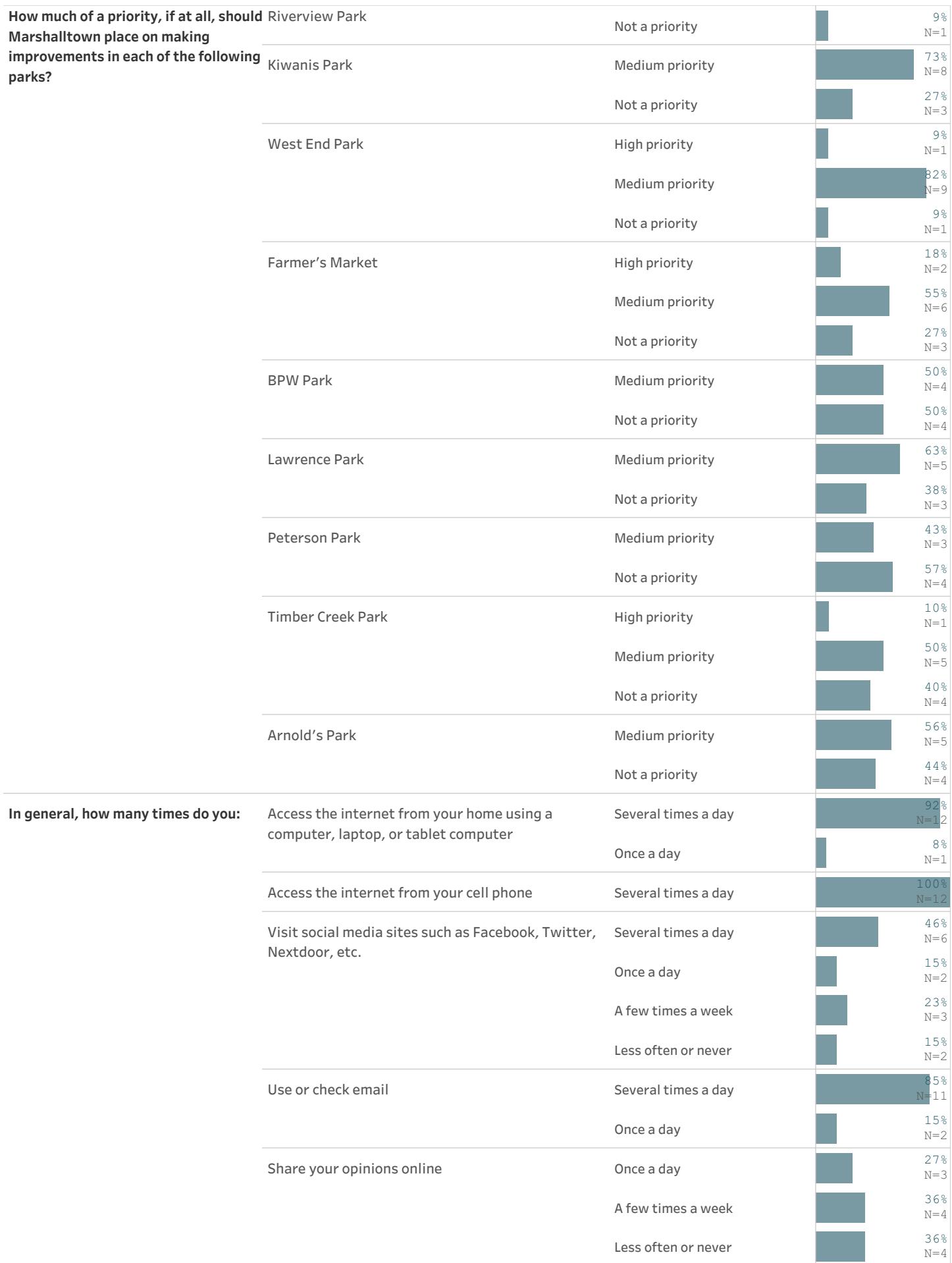
Please rate the quality of each of the following services in Marshalltown.

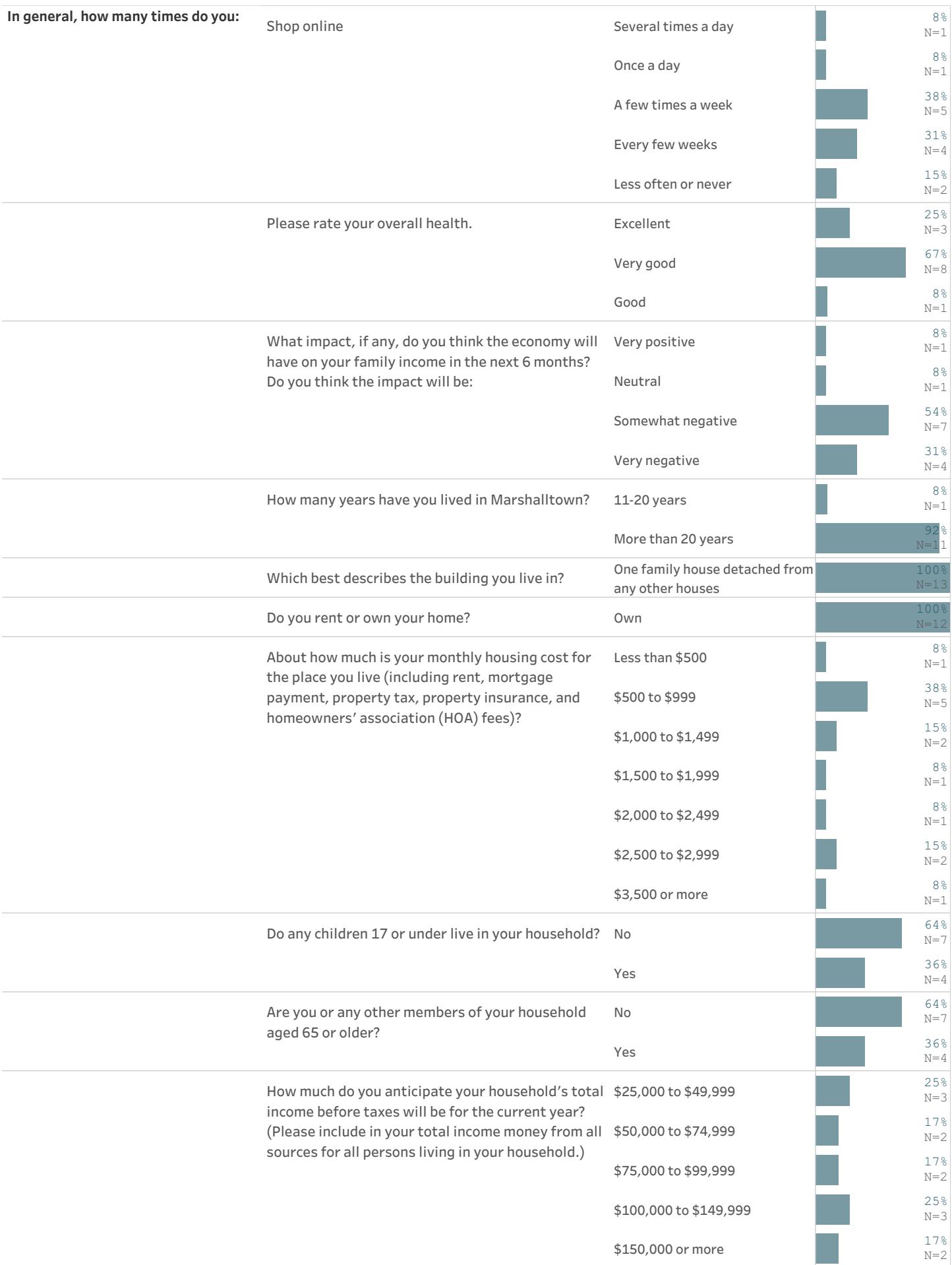


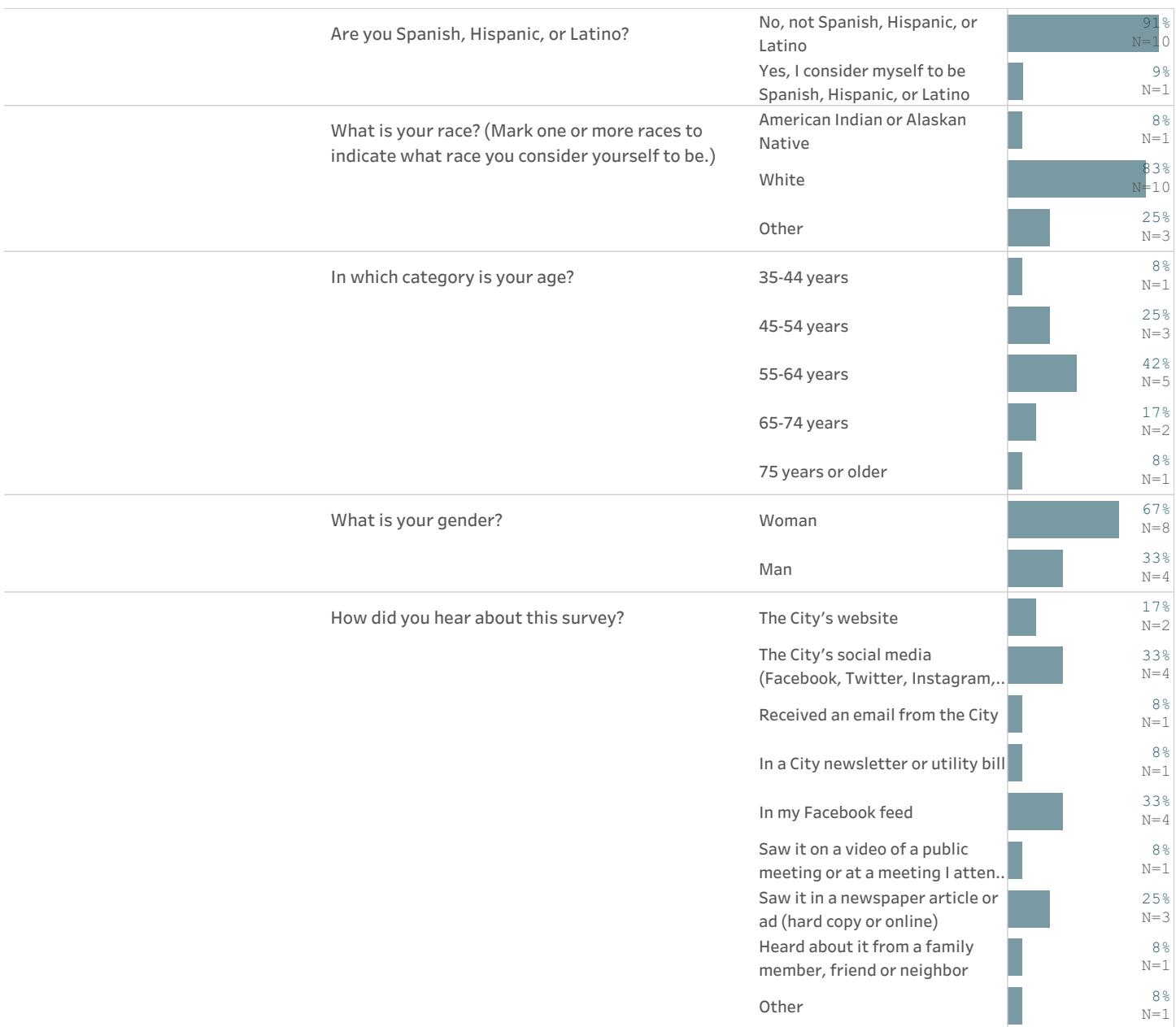












Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

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:

	<u>Several times a day</u>	<u>Once a day</u>	<u>A few times a week</u>	<u>Every few weeks</u>	<u>Less often or never</u>	<u>Don't know</u>
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