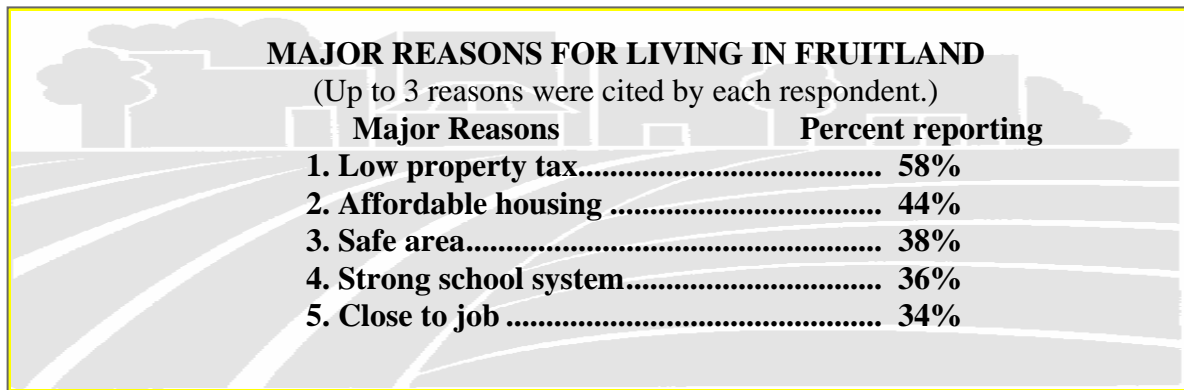


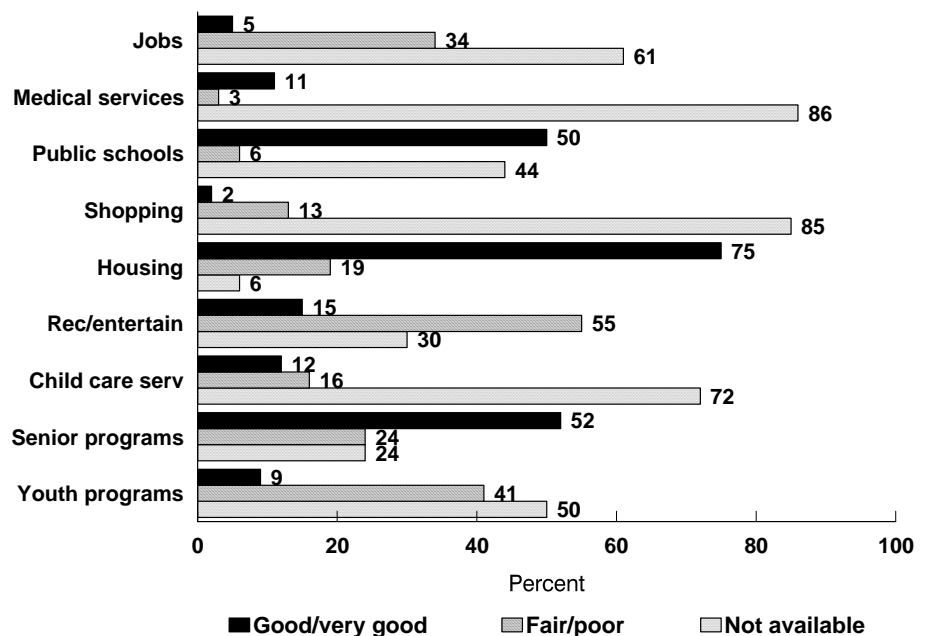
RESIDENTS OF FRUITLAND SPEAK OUT

During July 1994, you were one of 15,000 households asked to participate in a statewide survey. The purpose of this survey was to identify the problems and opportunities facing Iowa's rural communities. The households asked to take part in the study were randomly selected from telephone directories of 100 Iowa communities (150 households per directory). Selection of communities was also random where one community with 500-10,000 residents was selected from each of Iowa's 99 counties. (Because of its geographic size, two communities were included for Pottawattamie County, one from West and another from East Pottawattamie.) Of the 15,000 questionnaires mailed out, 10,798 (or 72%) were completed and returned. Below are highlights of the results as reported by Fruitland's 99 survey participants.



RATING SERVICES AND FACILITIES AVAILABLE IN FRUITLAND

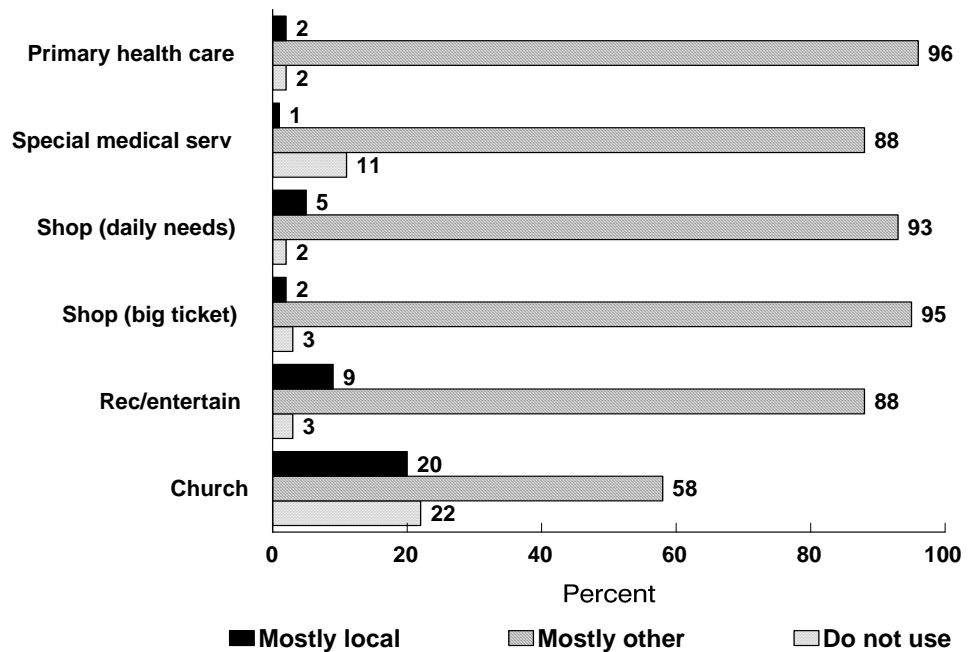
Nine local services and facilities were listed on the questionnaire along with the instructions to rate each as "very good," "good," "fair," "poor," or "not available." Of the 99 respondents from Fruitland, half or more gave public schools, housing, and senior citizen programs a rating of either good or very good. But recreation/entertainment was rated no better than fair by at least half of the people. For jobs, medical services, shopping, child care services programs, and youth programs, at least half of the respondents indicated the services were not available in Fruitland.



This report was prepared through the **Rural Development Initiative** Project, funded by the College of Agriculture, Iowa State University, Ames, IA.

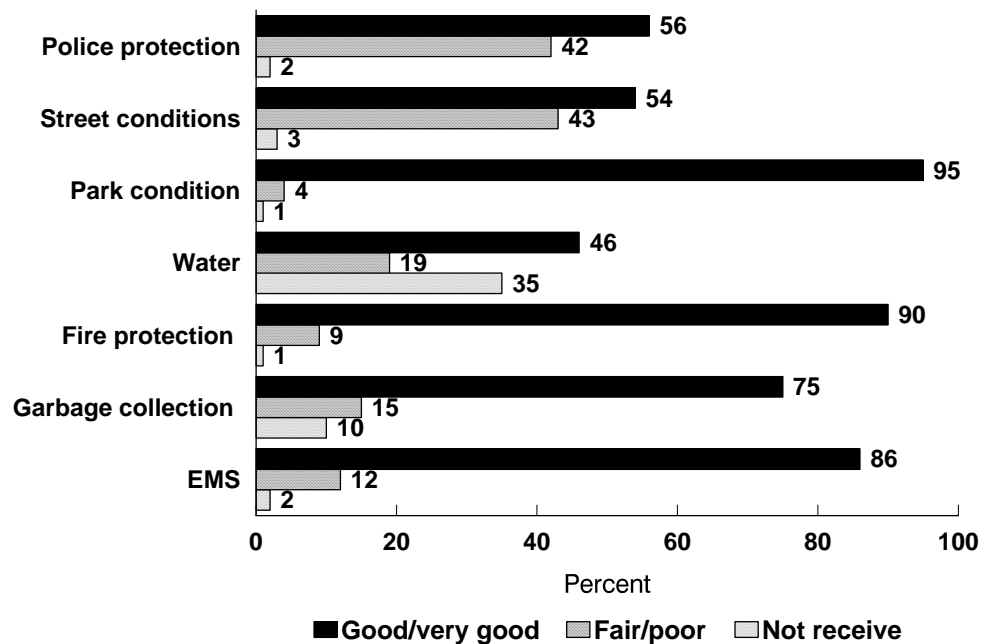
LOCAL PURCHASING PATTERNS

For a variety of reasons, many residents of Iowa's smaller towns rely on neighboring cities for services. Based on returned questionnaires, Fruitland residents follow this pattern. At least three-fourths of the people reported leaving Fruitland for primary and specialized health care, shopping for daily needs and "big ticket" items, and recreation/entertainment. In fact, there were no services where at least half of the people reported remaining in Fruitland.



RATING GOVERNMENT SERVICES

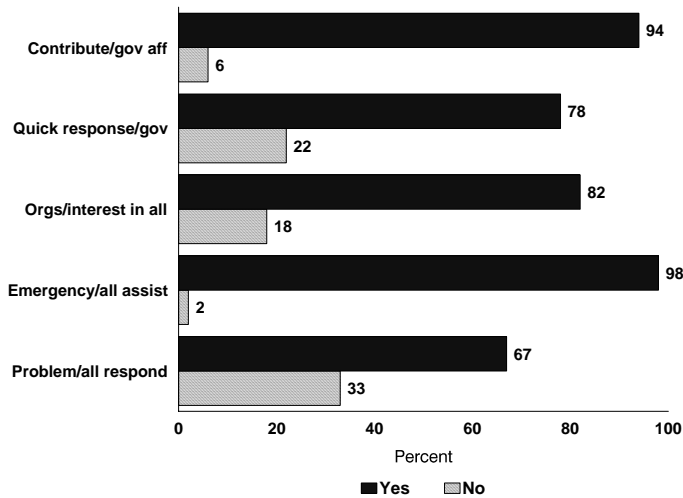
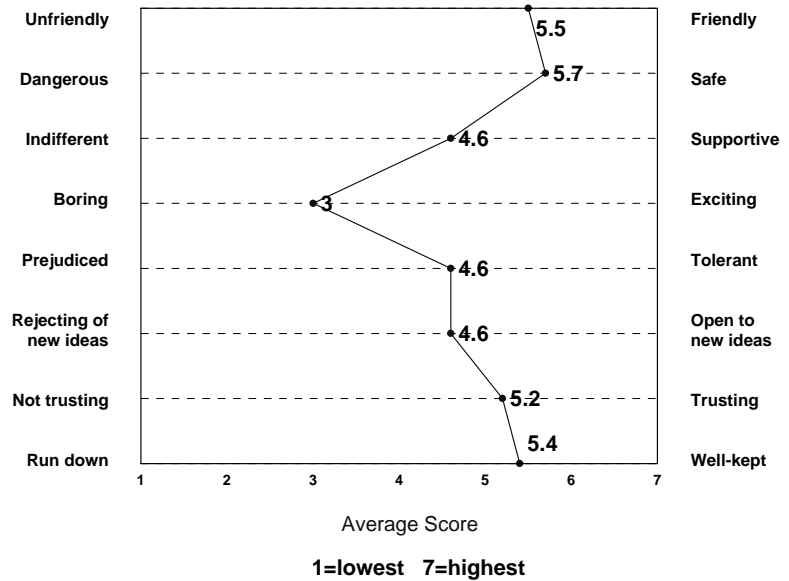
Seven services normally provided through local governments were included with the instructions to rate each as "very good," "good," "fair," or "poor." Park conditions were rated highest with 95 percent giving it a positive (very good or good) rating. Over half of the individuals also rated police and fire protection, condition of streets, garbage collection, and emergency response service (EMS) positively, while no governmental service received a lower rating (fair or poor) by a majority of the respondents.



FRIENDLINESS AND EVIDENCE OF COMMUNITY SUPPORT

In spite of the frequently publicized economic problems recently experienced by many of Iowa's smaller communities, reference often is made of their favorable social climates. However, no information to date has been available to determine the extent to which Iowa's rural communities do in fact possess favorable social environments. Accordingly, questions were included in the survey asking residents to evaluate various social attributes of their communities.

Of the eight attributes evaluated on a 7-point scale, Fruitland residents assigned the highest rating to the safety of Fruitland, followed closely by how well-kept the community is. The lowest rating was given to the amount of excitement offered.



According to survey respondents, Fruitland's responsiveness to personal and community problems is generally quite favorable. Most everyone agreed that in the case of an emergency all residents would help. At least three-fourths also felt that all are allowed to contribute to local governmental affairs, that a city office would give a quick response in regards to a complaint, and that organizations are interested in what is best for all residents. If any concern was noted

about how Fruitland responds to problems, it pertained to when something needs to get done the whole community gets behind it where 33 percent of the respondents reported dissatisfaction in this area.

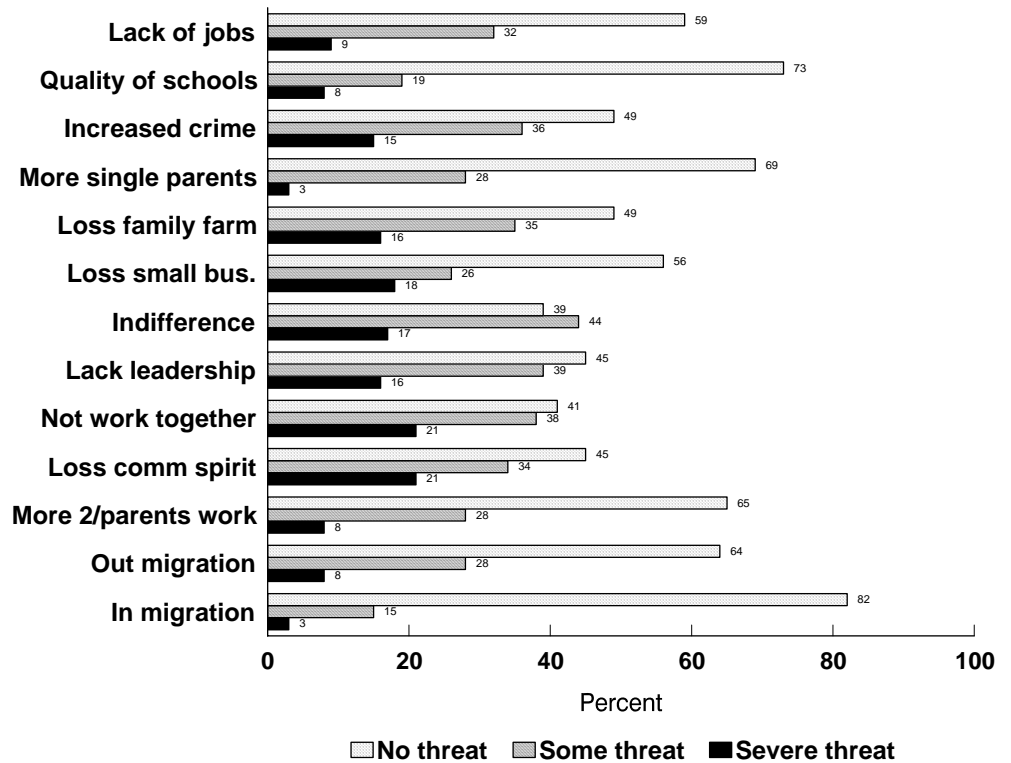
INTEREST AND PARTICIPATION IN FRUITLAND ACTIVITIES

Over three-fourths of Fruitland residents are interested in being informed of community activities. Yet only about 43 percent reported having participated over the past year in any community improvement project. When asked to describe their level of involvement in local community improvement activities and events, 35 percent indicated being very or somewhat active.

Ties with other local residents often are an indication of their commitment to the community. In Fruitland’s case, 35 percent of the respondents indicated knowing the name of half or more of the adult residents. Also, 19 percent indicated that half or more of their close personal friends live in Fruitland. As for their adult relatives and in-laws, 10 percent indicated that half or more of them live in Fruitland.

PERCEIVED COMMUNITY THREATS

The future of Iowa’s rural communities will probably depend on whether or not important trends will continue over the course of the next few years. No possible threats were considered serious threats to the future of the community by at least one-third of Fruitland residents. Minimal concern was expressed with lack of jobs, quality of schools, increase in single parent families, loss of small businesses, increase in homes where both parents work, people moving out of the community, and people moving into the community.



OVERALL COMMUNITY ATTACHMENT

How important is it for Fruitland residents to feel a part of this community? When asked this question, 84 percent responded that it was important for them to feel a part of the community. When asked whether they feel “at home” in Fruitland, 94 percent said that they did. Furthermore 76 percent indicated they would be sorry to move away from Fruitland. In spite of the community concerns as indicated in the previous charts, the majority of residents see Fruitland as their home and are reluctant to move away from the community.

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