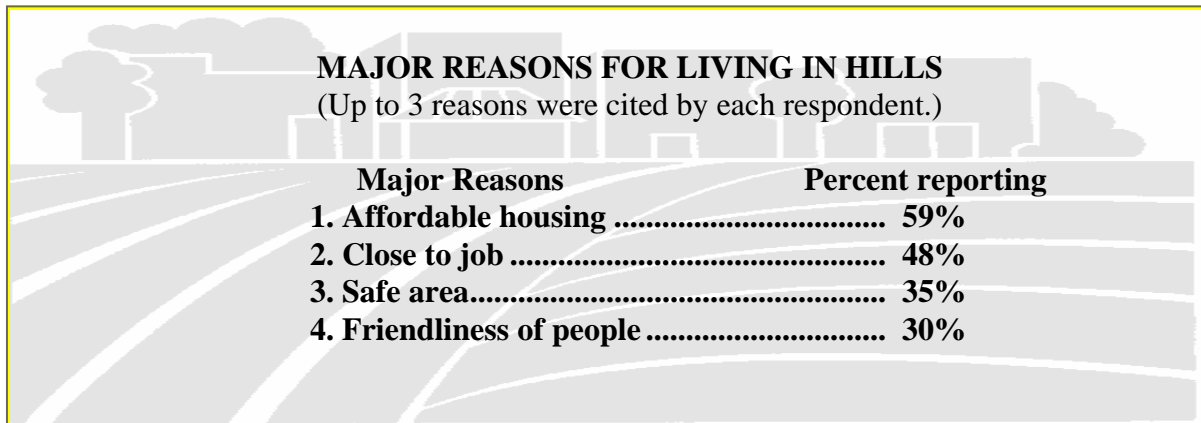


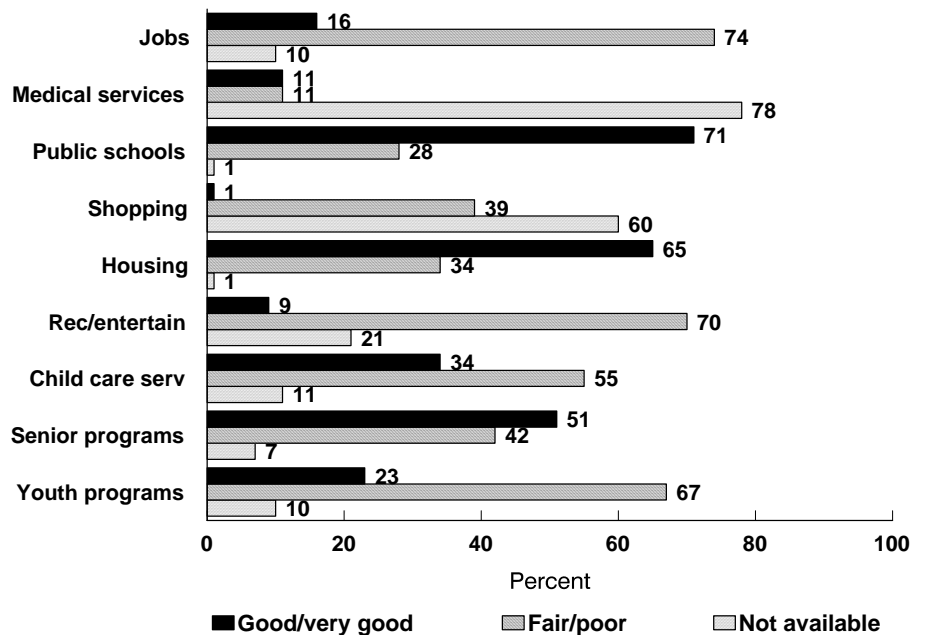
RESIDENTS OF HILLS SPEAK OUT

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 Hills' 100 survey participants.



RATING SERVICES AND FACILITIES AVAILABLE IN HILLS

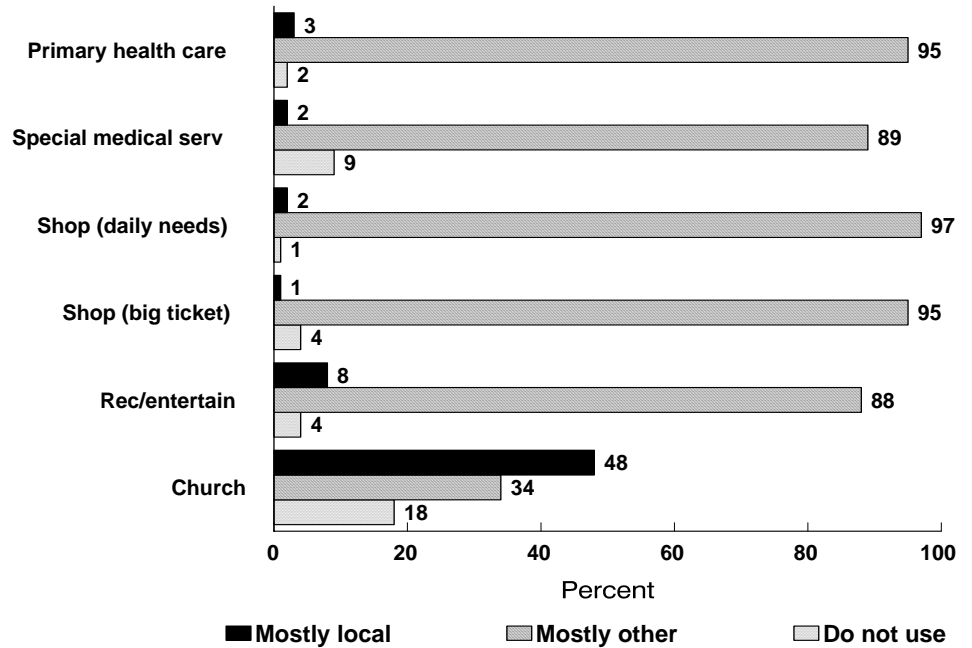
Nine local services and facilities were listed on the questionnaire along with the instructions to rate each as "very good," "good," "fair," "poor," or "not available." Of the 100 respondents from Hills, half or more gave public schools, housing and senior citizen programs a rating of either good or very good. But jobs, recreation/entertainment, child care and youth



programs were rated no better than fair by at least half of the people. For medical services at least half of the respondents indicated the service was not available in Hills.

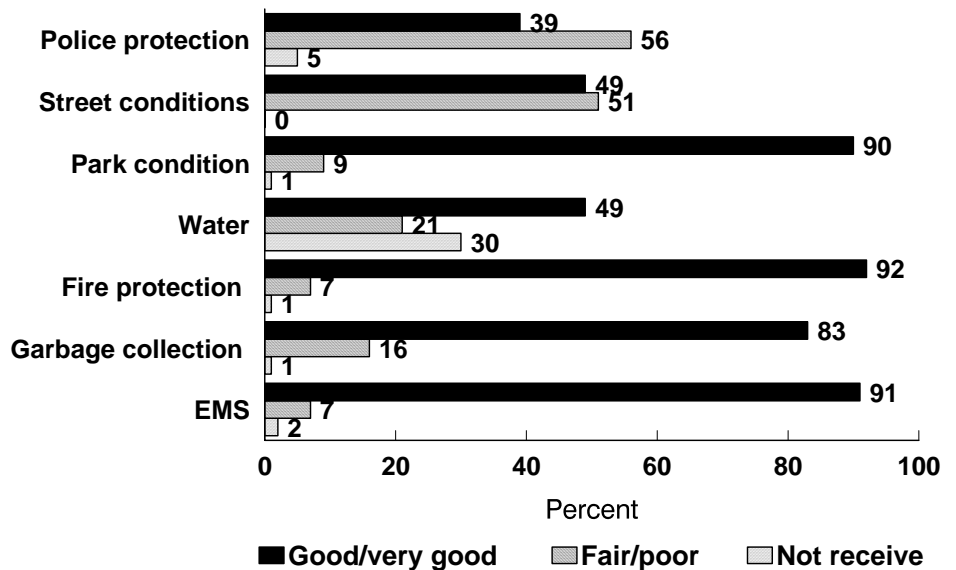
LOCAL PURCHASING PATTERNS

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



RATING GOVERNMENT SERVICES

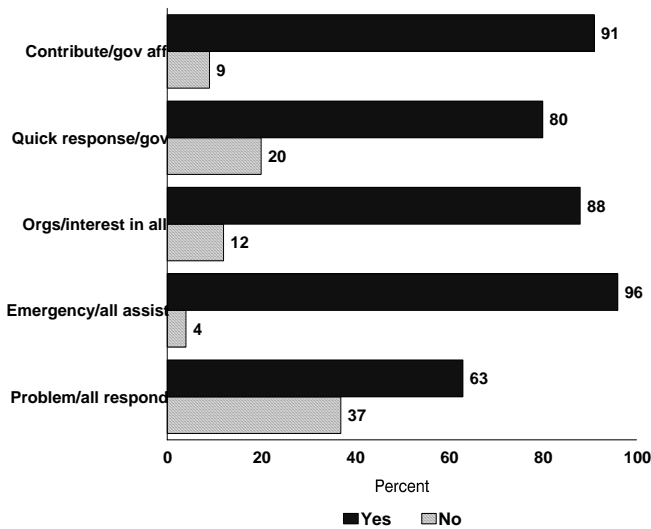
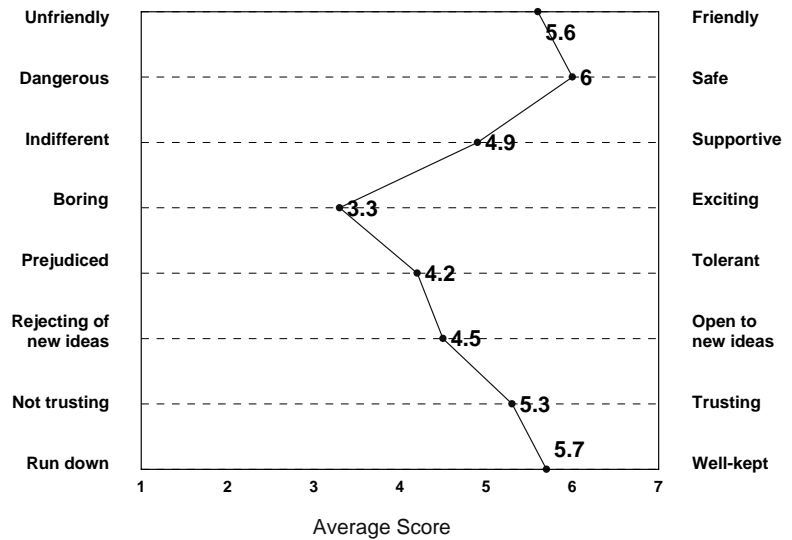
Seven services normally provided through local governments were included with the instructions to rate each as "very good," "good," "fair," or "poor." Fire protection was rated the highest with 92 percent giving it a positive (very good or good) rating. Over half of the individuals also rated park conditions, garbage collection, and emergency response service (EMS) positively, while police protection and street conditions received lower ratings (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, Hills residents assigned the highest rating to the safety of Hills, followed closely by how well-kept the community is. The lowest rating was given to the amount of excitement offered.



1=lowest 7=highest

According to survey respondents, Hills' 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 everyone is 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 Hills responds to problems, it pertained to when something needs

to get done the whole town gets behind it where 37 percent of the respondents reported dissatisfaction in this area.

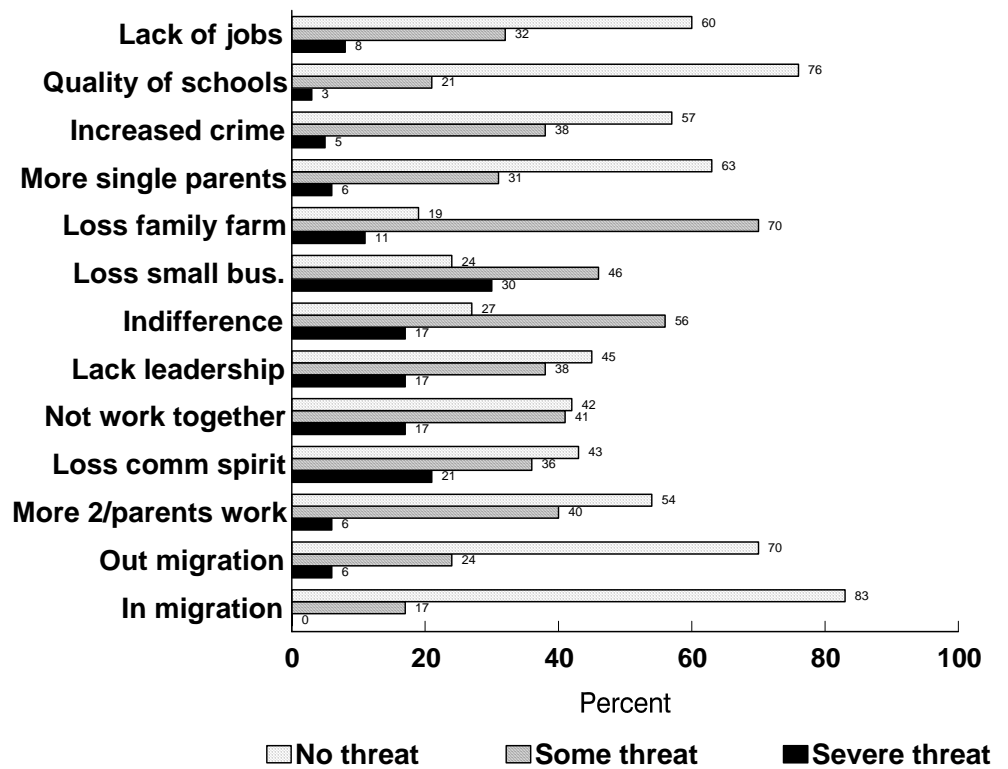
INTEREST AND PARTICIPATION IN HILLS ACTIVITIES

Over three-fourths of Hills residents are interested in being informed of community activities. Yet only about 42 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 Hills’ case, 39 percent of the respondents indicated knowing the name of half or more of the adult residents. Also, 25 percent indicated that half or more of their close personal friends live in Hills. As for their adult relatives and in-laws, 11 percent indicated that half or more of them live in Hills.

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. Not a single condition was reported as being a threat to the future of Hills by one-third of the residents. Minimal concern was expressed with lack of jobs, quality of schools, increase in crime, increase in single parent family, 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 Hills residents to feel a part of this community? When asked this question, 89 percent responded that it was important for them to feel a part of the community. When asked whether they feel “at home” in Hills, 94 percent said that they did. Furthermore 74 percent indicated they would be sorry to move away from Hills. In spite of the community concerns as indicated in the previous charts, the majority of residents see Hills as their home and are reluctant to move away from the community.

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