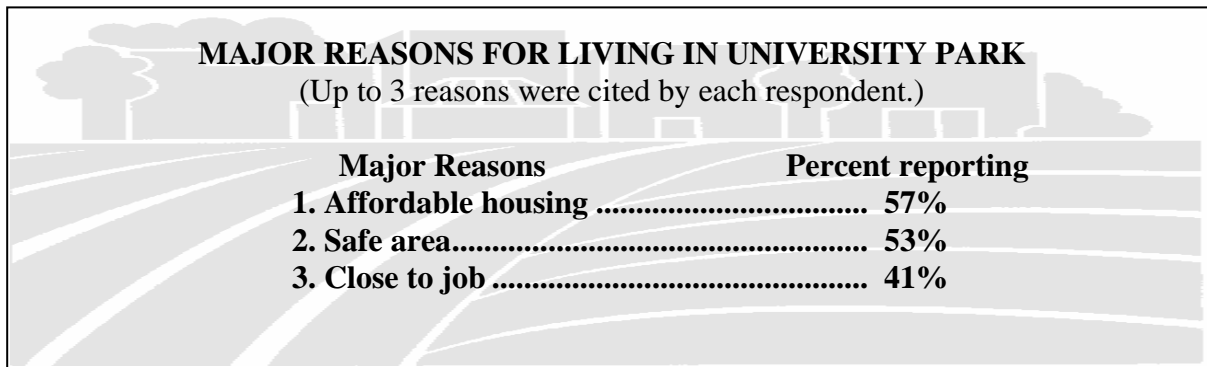


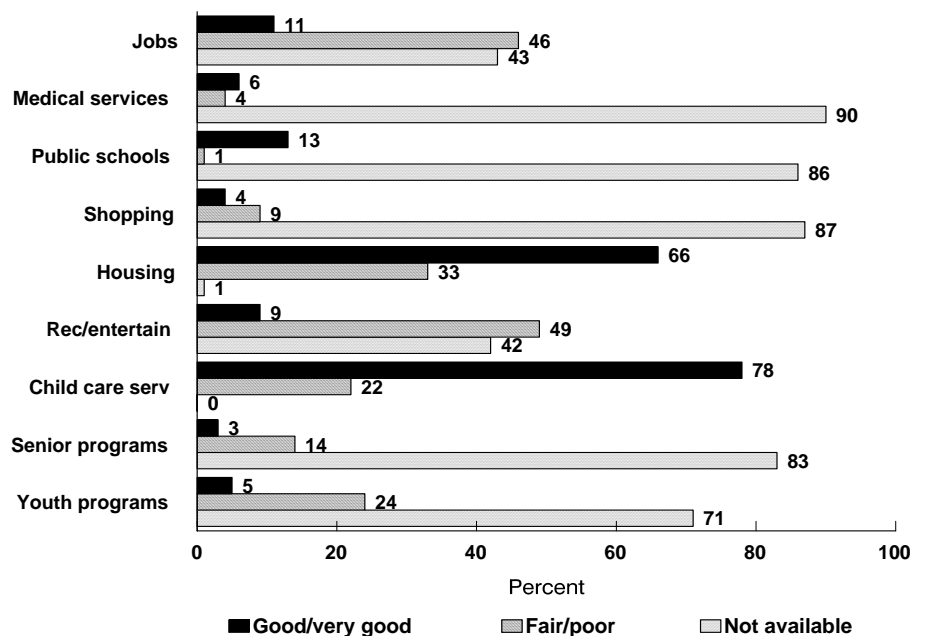
RESIDENTS OF UNIVERSITY PARK SPEAK OUT

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 University Park's 80 survey participants.



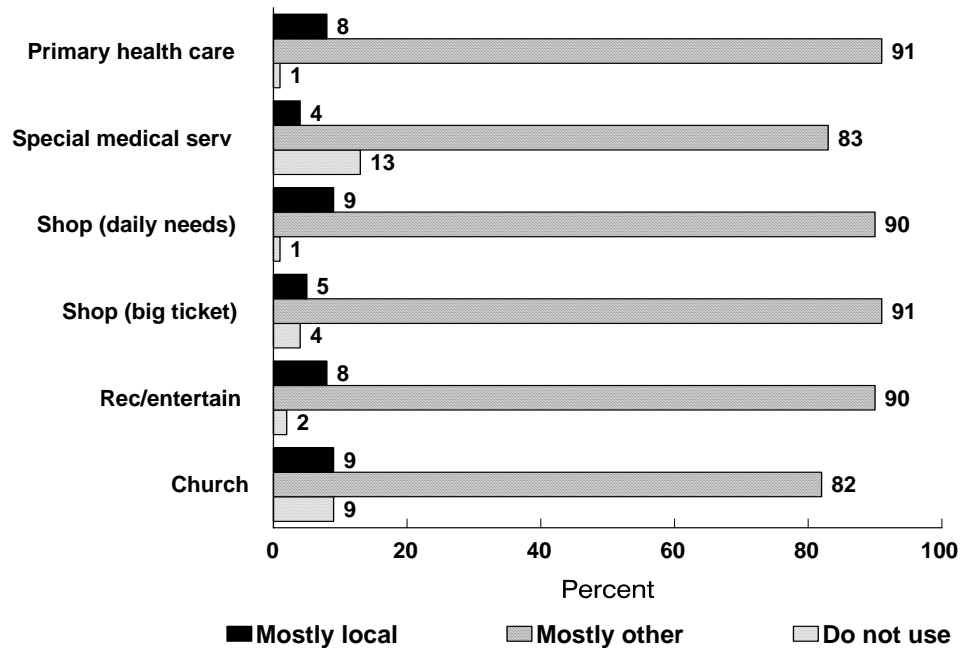
RATING SERVICES AND FACILITIES AVAILABLE IN UNIVERSITY PARK

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 80 respondents from University Park, half or more gave housing and child care services a rating of either good or very good. All services in University Park were rated better than fair by at least half of the people. For medical services, public schools, shopping, and senior citizen and youth programs, at least half of the respondents indicated the service was not available in University Park.



LOCAL PURCHASING PATTERNS

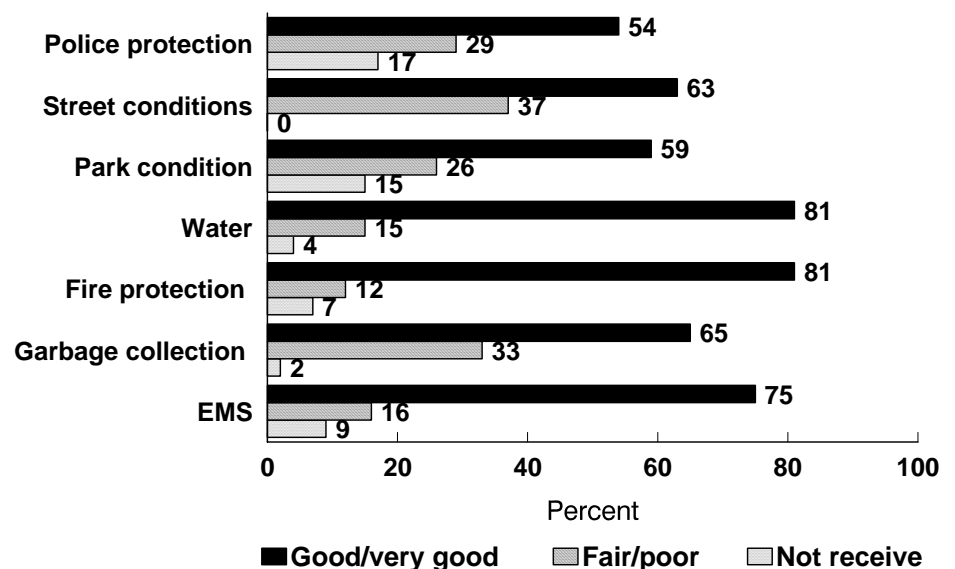
For a variety of reasons, many residents of Iowa's smaller towns rely on neighboring cities for services. Based on returned questionnaires, University Park residents follow this pattern. At least three-fourths of the people reported leaving University Park for primary and specialized health care, shopping for daily needs and "big ticket" items, recreation/



entertainment, and church. In fact, there were no services where at least half of the people reported remaining in University Park.

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". Water and fire protection were rated highest with 81 percent each giving them a positive (very good or good) rating. Over half of the individuals also rated police protection, street and park conditions, garbage collection, and

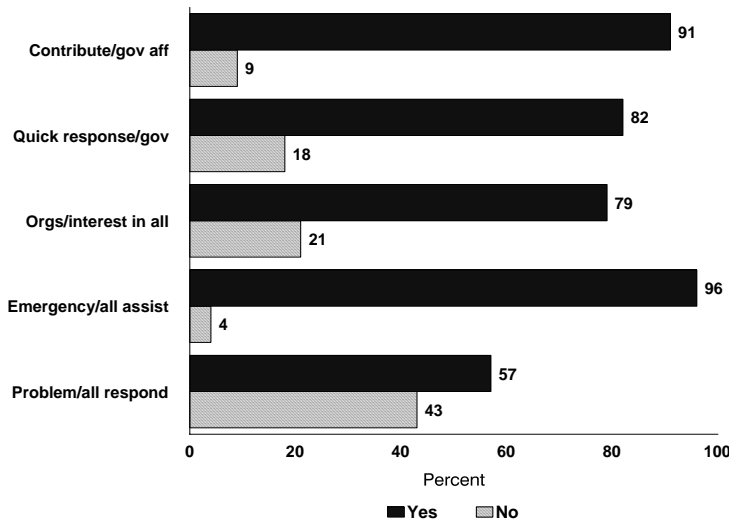
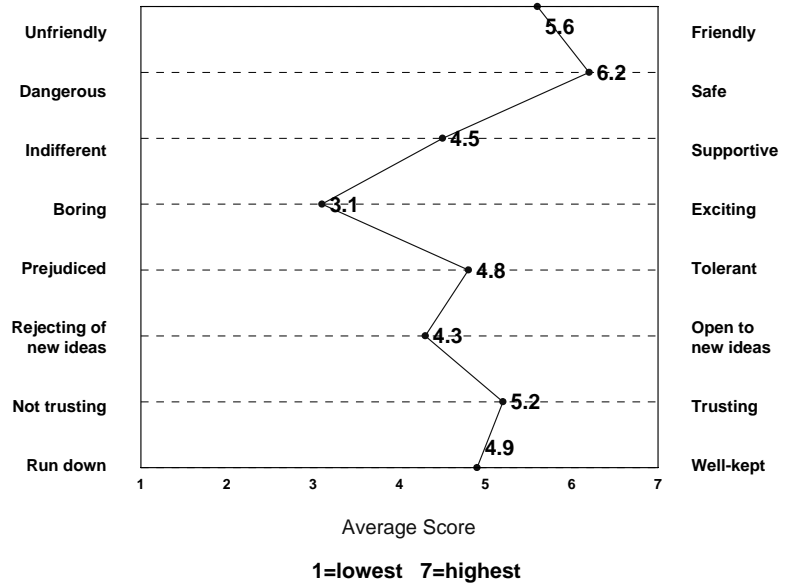


emergency response service (EMS) positively, while no governmental service received a lower rating (fair or poor) by a majority of the respondents.

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, University Park residents assigned the lowest rating to the amount of excitement offered, followed closely by friendliness of its residents.



According to survey respondents, University Park'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 University Park

responds to problems, it pertained to when something needs to get done the whole community gets behind it where 43 percent of the respondents reported dissatisfaction in this area.

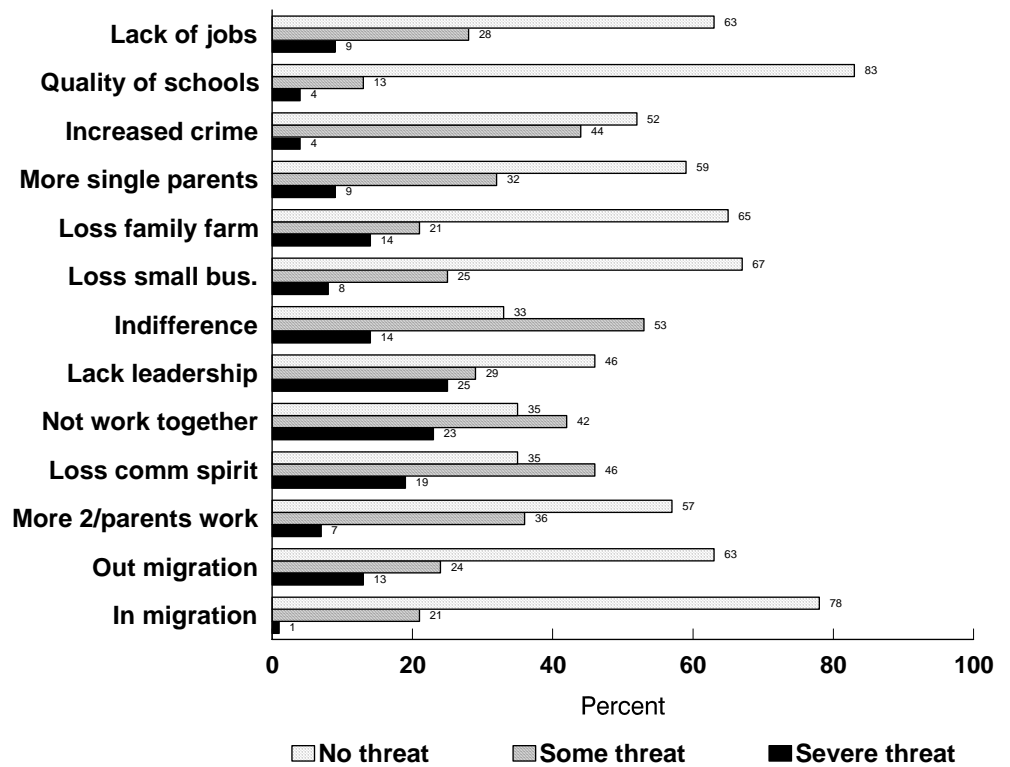
INTEREST AND PARTICIPATION IN UNIVERSITY PARK ACTIVITIES

Over three-fourths of University Park's residents are interested in being informed of community activities. Yet only about 34 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, 25 percent indicated being very or somewhat active.

Ties with other local residents often are an indication of their commitment to the community. In University Park’s case, 24 percent of the respondents indicated knowing the name of half or more of the adult residents. Also, 23 percent indicated that half or more of their close personal friends live in University Park. As for their adult relatives and in-laws, 4 percent indicated that half or more of them live in University Park.

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. In the case of University Park, not even one-third of the residents found any condition that posed a serious threat to the future of the community. Minimal concern was expressed with lack of jobs, quality of schools, increase in crime, increase in single parent families, loss of family farms, loss of small business, 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 University Park residents to feel a part of this community? When asked this question, 88 percent responded that it was important for them to feel a part of the community. When asked whether they feel “at home” in University Park, 95 percent said that they did. Furthermore 78 percent indicated they would be sorry to move away from University Park. In spite of the community concerns as indicated in the previous charts, the majority of residents see University Park as their home and are reluctant to move away from the community.

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