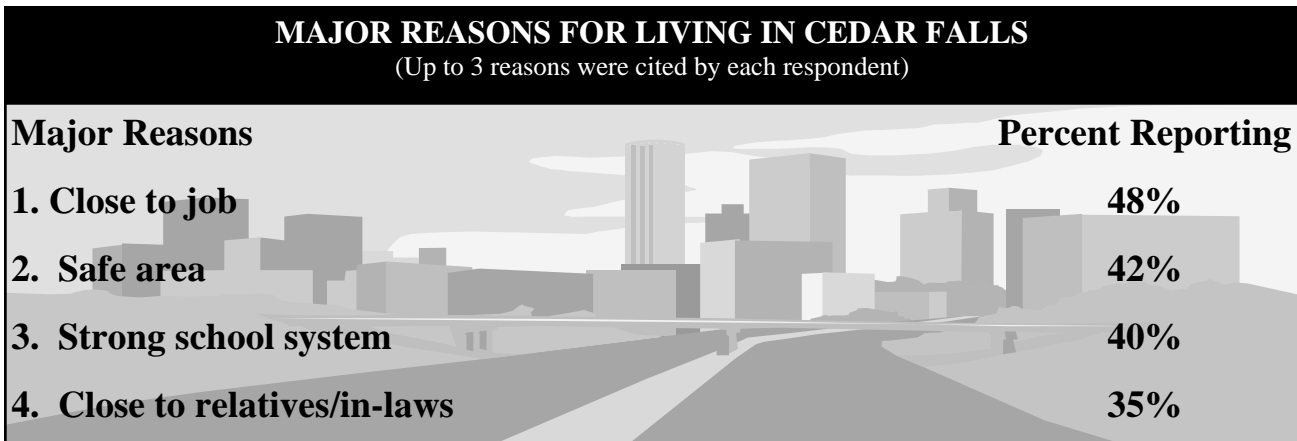


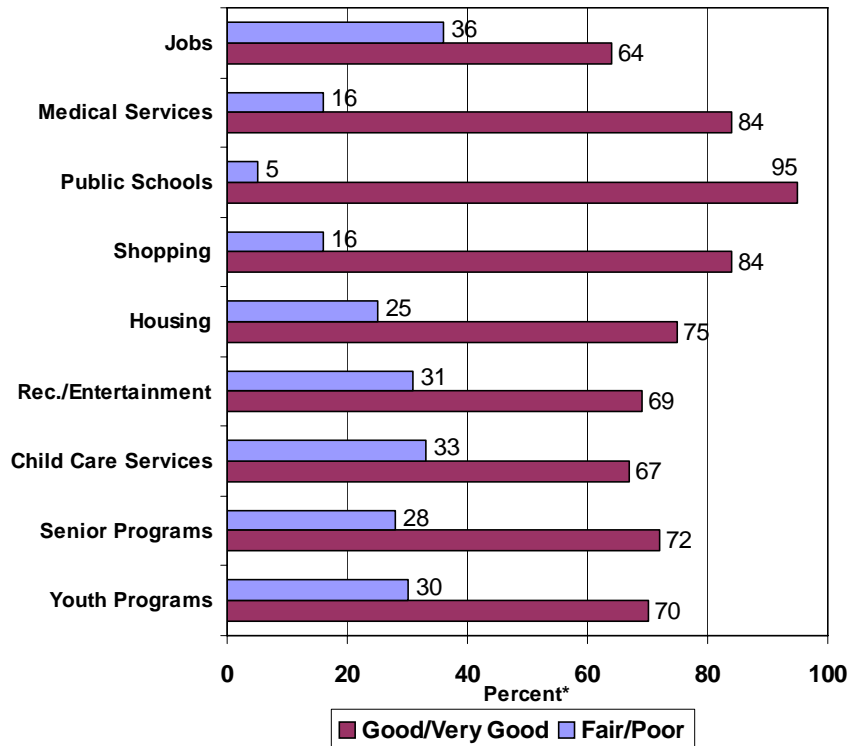
RESIDENTS OF CEDAR FALLS SPEAK OUT

During June 1997, you were one of 4,750 households asked to participate in a statewide survey of Iowa urban residents. The purpose of this survey was to identify the problems and opportunities facing the state's urban communities. The households that were asked to take part in the study were randomly selected from telephone directories of 15 cities in Iowa. Selection of cities was also random where 15 cities were selected from Iowa's 30 cities having at least 10,000 residents. Of the 4,750 questionnaires mailed out, 2,901 (or 61%) were completed and returned. Below are highlights of the results as reported by Cedar Falls' 168 survey participants.



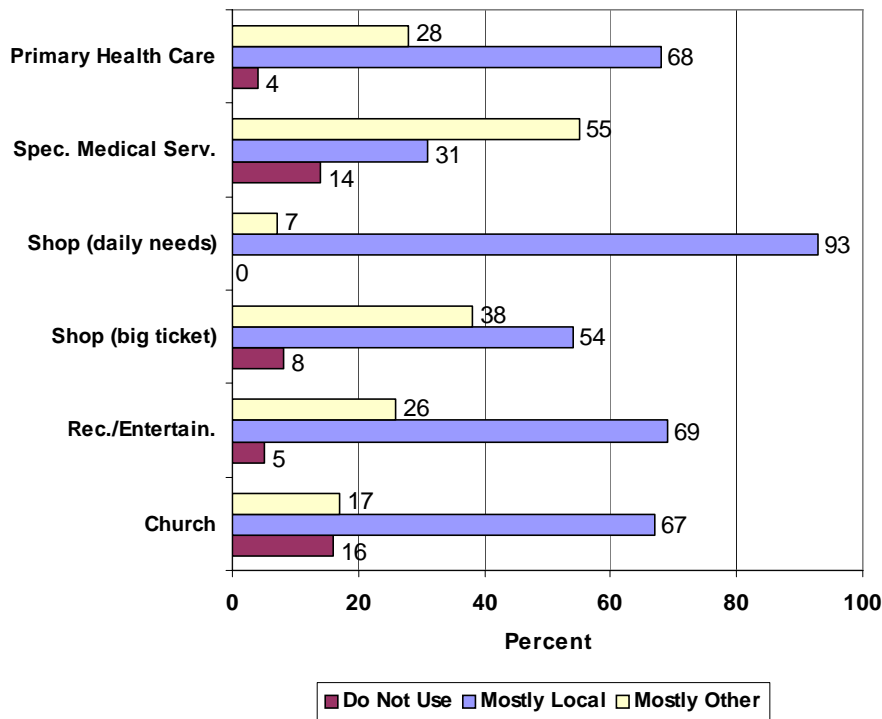
RATING SERVICES AND FACILITIES AVAILABLE IN CEDAR FALLS

Nine local services and facilities were listed on the questionnaire, along with the instructions to rate each as "very good," "good," "fair," or "poor." Of the 168 respondents from Cedar Falls, three-fourths or more gave public schools, housing, shopping, and medical services a rating of either "good" or "very good." In addition, senior programs, youth programs, recreation and entertainment, child care services, and jobs were also rated either "good" or "very good" by at least half of the Cedar Falls respondents.



**"Don't know" and "undecided" responses not included.

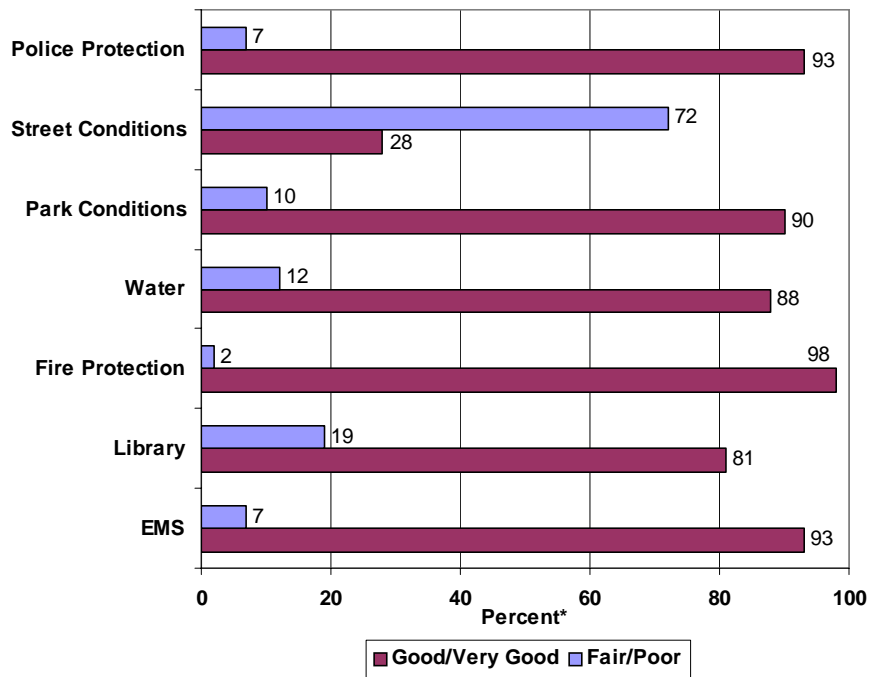
LOCAL PURCHASING PATTERNS



For a variety of reasons, many Iowa residents rely on neighboring cities for services. Based on returned questionnaires, Cedar Falls respondents do not usually follow this pattern. Half or more of the people reported remaining in Cedar Falls for primary health care, church, recreation and entertainment, and shopping for both daily needs and big ticket items. In fact, specialized medical services was the only service for which half of the people reported leaving Cedar Falls.

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 highest with 98% of the respondents giving it a “very good” or “good” rating. Emergency response services, police protection, park conditions, water, and library services followed closely behind. Street conditions ranked the lowest with about three-fourths of the respondents giving it a rating of “fair” or

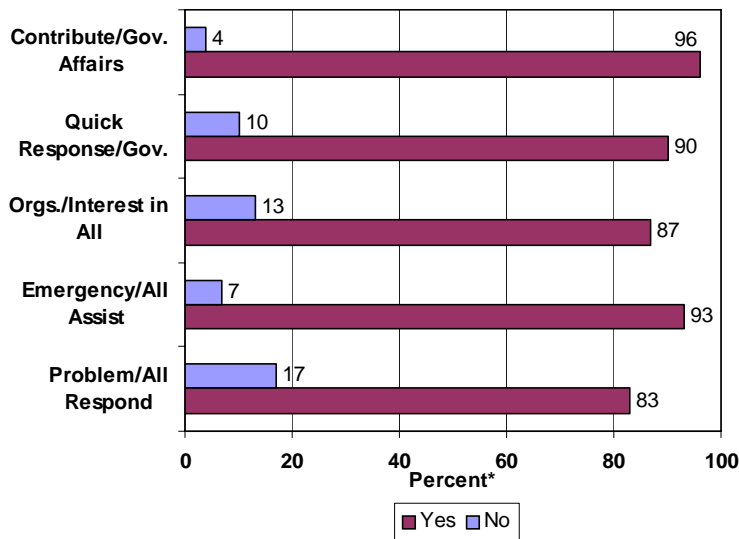
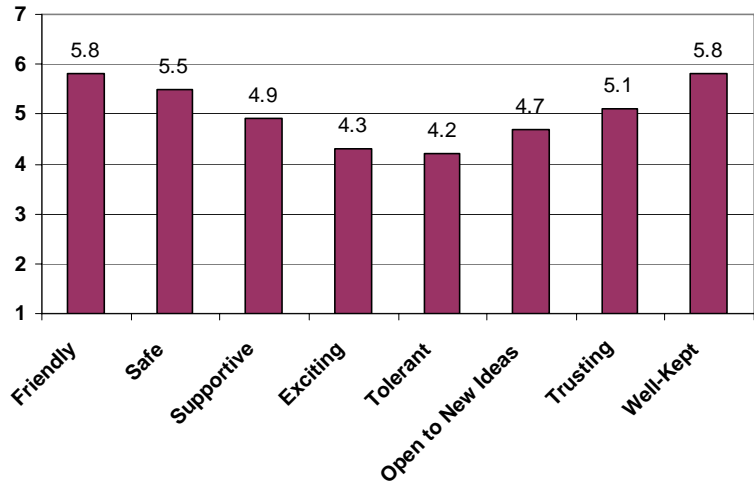


*“Don’t know” and “undecided” responses not included.

FRIENDLINESS AND EVIDENCE OF COMMUNITY SUPPORT

In addition to describing cities by their physical traits, important social features are also significant when evaluating local conditions. Accordingly, questions were included in the survey asking residents to assess various social characteristics of their communities.

Of the eight attributes evaluated on a 7-point scale, Cedar Falls respondents assigned the highest ratings to the friendliness of its residents and the well-kept appearance of the city. The lowest rating was given to the amount of tolerance of its residents.



*"Don't know" and "undecided" responses not included.

According to survey respondents, Cedar Falls' responsiveness to personal and community problems is very favorable. Almost everyone agreed that all were allowed to contribute to local governmental affairs and that everyone would help in case of an emergency. More than three-fourths also felt that a city office would give a quick response in regard to a complaint, that organizations are interested in what is best for all residents, and that when something needs to be done, everyone gets behind it.

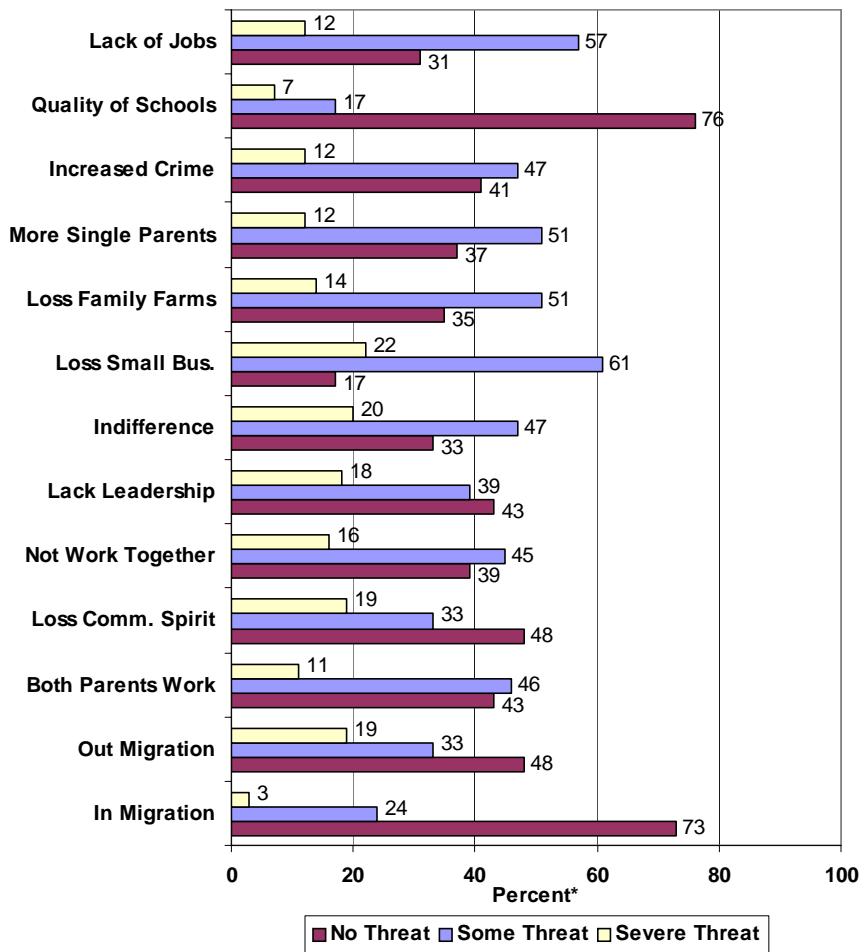
INTEREST AND PARTICIPATION IN CEDAR FALLS ACTIVITIES

Over three-fourths of Cedar Falls respondents are interested in being informed of community activities. Yet, only 42% 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, 32% indicated being "very active" or "somewhat active."

Ties between local residents often are related to commitment to the community. In Cedar Falls' case, 42% of the respondents indicated knowing the name of more than 100 adult residents. In addition, 52% indicated that half or more of their close personal friends live in Cedar Falls. As for the respondents' adult relatives and in-laws, 16% indicated that half or more of them also live in Cedar Falls.

PERCEIVED COMMUNITY THREATS

The future of Iowa's urban communities will probably depend on whether or not important trends will continue over the course of the next few years. In the case of Cedar Falls, about three-fourths of the resident see lack of jobs, respondent indifference, and loss of small businesses as conditions that pose threats ("some" or "severe") to the future of the community. People moving out of the community, loss of community spirit, both parents working, and lack of leadership were considered serious threats by approximately half of Cedar Falls respondents. Minimal concern was expressed with quality of schools and people moving into the community.



**“Don’t know” and “undecided” responses not included.

OVERALL COMMUNITY ATTACHMENT

How important is it for Cedar Falls residents to feel a part of their city? When asked this question, 86% of the survey respondents reported that it was important for them to feel a part of the city. When asked whether they feel “at home” in Cedar Falls, 95% said that they did. Furthermore, 82% indicated they would be sorry if forced to move away from Cedar Falls. In spite of the community concerns as indicated in the previous charts, the majority of respondents see Cedar Falls as their home and are reluctant to move away from the area.

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