

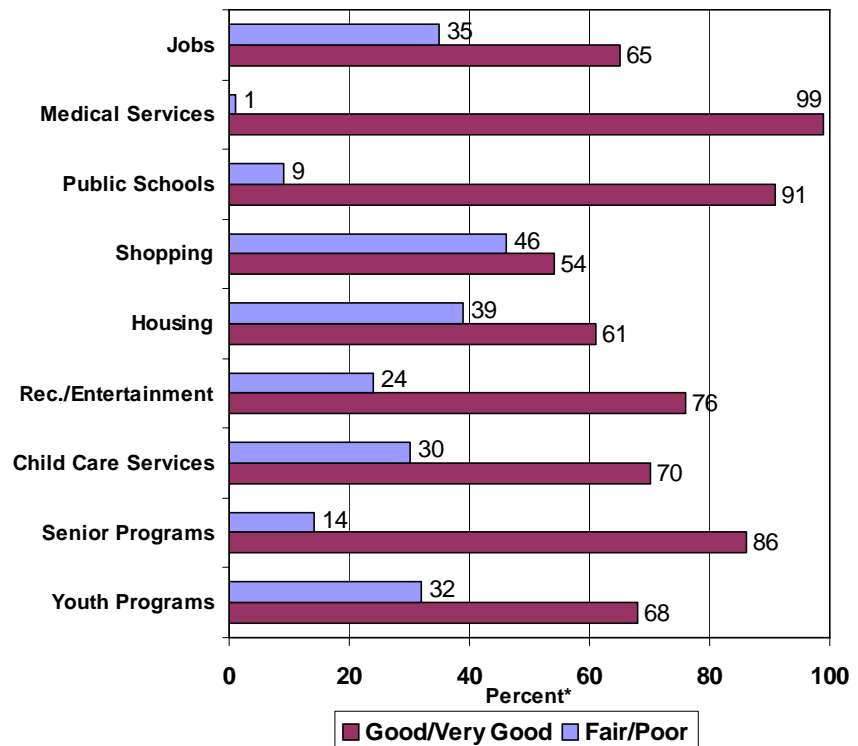
RESIDENTS OF IOWA CITY SPEAK OUT

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 Iowa City's 282 survey participants.



RATING SERVICES AND FACILITIES AVAILABLE IN IOWA CITY

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 282 respondents from Iowa City, over three-fourths gave public schools, senior programs, recreation and entertainment, and medical services a rating of either "good" or "very good." Following behind, child care services, jobs, housing, youth programs, and shopping were also rated either "good" or "very good" by over half of the Iowa City respondents.

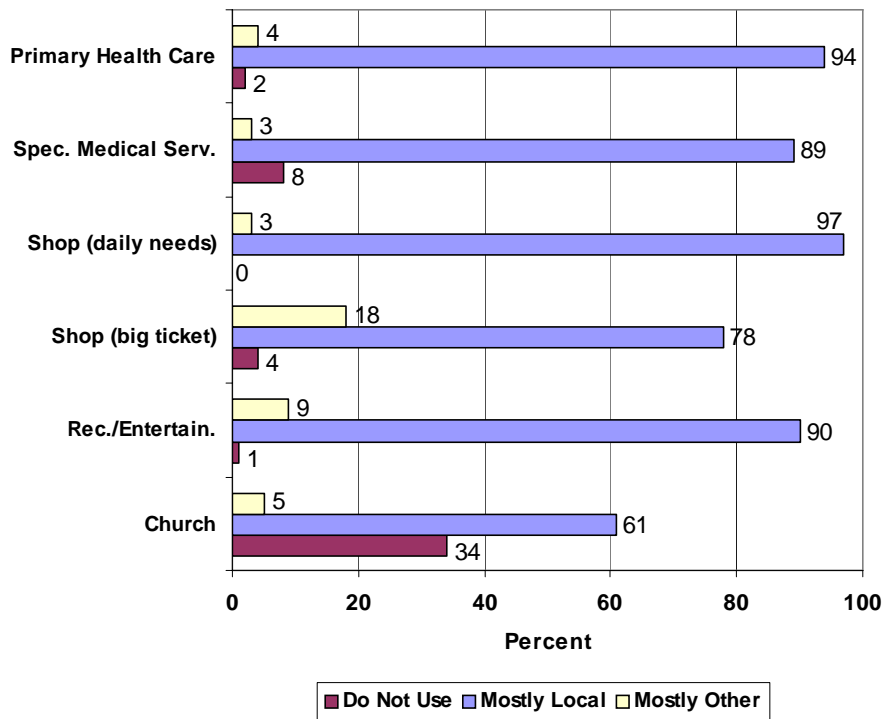


*"Don't know" and "undecided" responses not included.

RDI

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

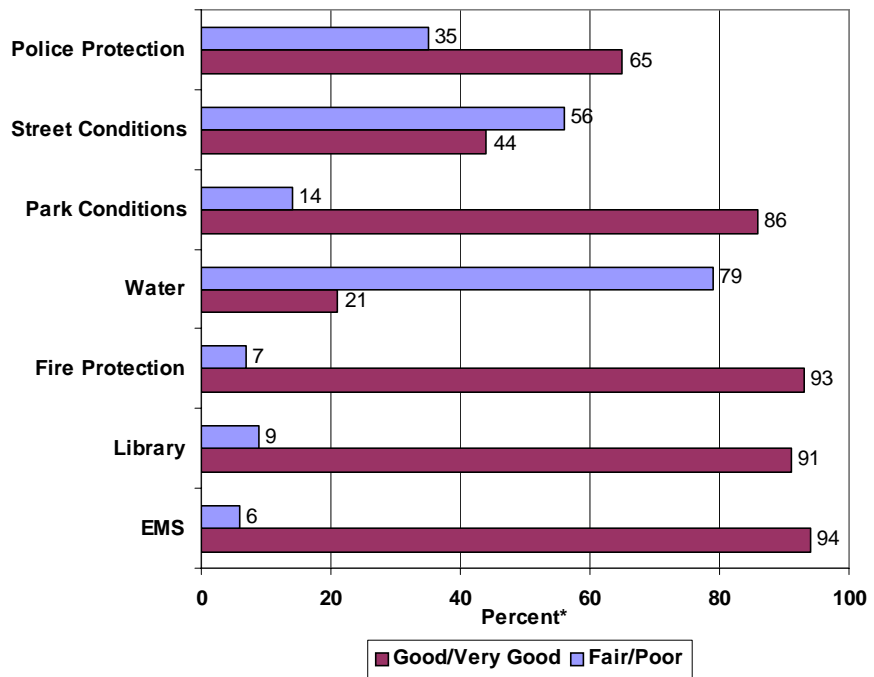
LOCAL PURCHASING PATTERNS



For a variety of reasons, many Iowa residents rely on neighboring cities for services. Based on returned questionnaires, Iowa City respondents do not follow this pattern. A large majority reported remaining in Iowa City for primary health care, specialized medical services, recreation and entertainment, and shopping for big ticket and daily needs items. In fact, church was the only service for which about one-third of the people reported leaving Iowa City.

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.” Emergency response services (EMS) was rated highest with 94% of the respondents giving it a “very good” or “good” rating. Library services and fire protection followed closely behind. Street conditions and water service ranked the lowest with a majority of the respondents giving both a rating of “fair” or “poor.”

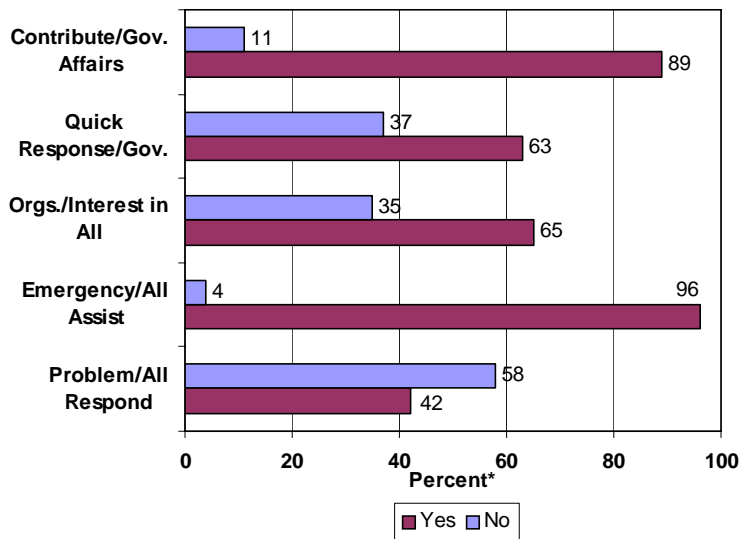
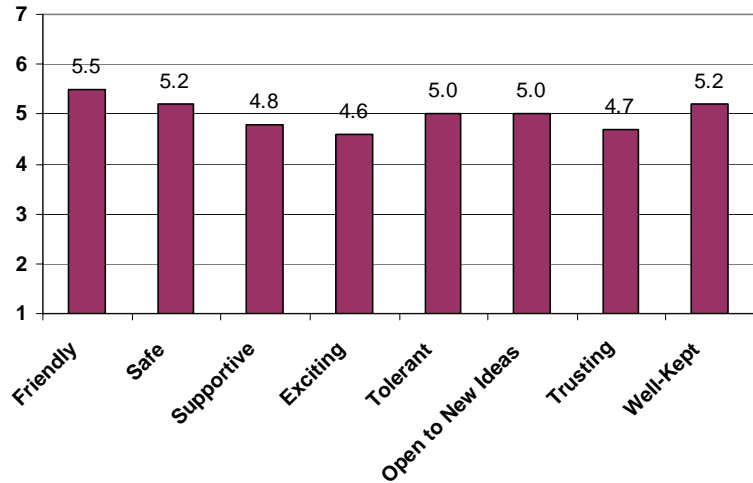


*“Don’t know” and “undecided” responses not included.

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, Iowa City respondents assigned the highest rating to the friendliness of its residents, followed by the safety and well-kept appearance of Iowa City. The lowest rating was given to the amount of excitement offered to the residents.



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

According to survey respondents, Iowa City's responsiveness to personal and community problems is generally quite favorable. A majority of the respondents agreed that all were allowed to contribute to local governmental affairs, that everyone would help in case of an emergency, that a city office would give a quick response in regard to a complaint, and that organizations are interested in what is best for all residents. Over half of the respondents felt that when something needs to be done, not everyone gets behind it.

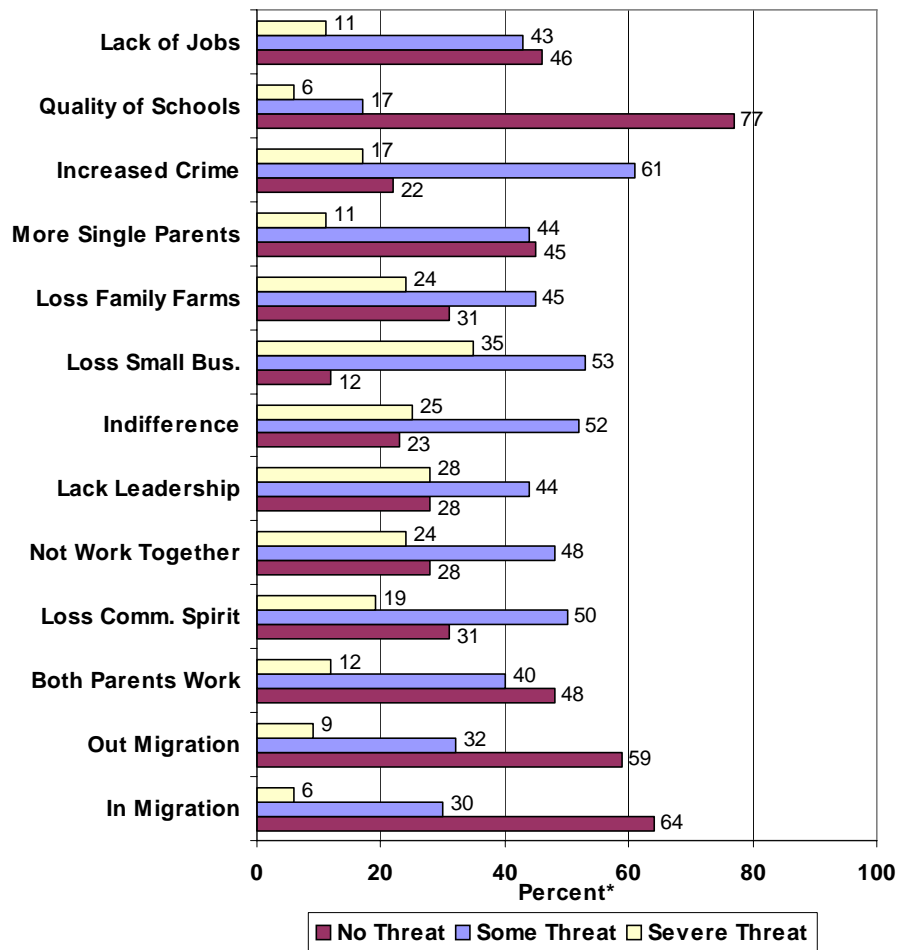
INTEREST AND PARTICIPATION IN IOWA CITY ACTIVITIES

Over three-fourths of Iowa City respondents are interested in being informed of community activities. Yet, only 50% 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, 36% indicated being "very active" or "somewhat active."

Ties between local residents often are related to commitment to the community. In Iowa City’s case, 51% of the respondents indicated knowing the name of more than 100 adult residents. In addition, 64% indicated that half or more of their close personal friends live in Iowa City. As for the respondents’ adult relatives and in-laws, 16% indicated that half or more of them also live in Iowa City.

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 Iowa City, at least three-fourths of the respondents see increased crime, resident indifference, and loss of small businesses as conditions that pose threats (“some” or “severe”) to the future of the community. Lack of leadership and residents not working together followed closely behind. Over half of respondents expressed that there was no threat concerning quality of schools, people moving into the community, and people moving out of the



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

OVERALL COMMUNITY ATTACHMENT

How important is it for Iowa City 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 Iowa City, 92% said that they did. Furthermore, 78% indicated they would be sorry if forced to move away from Iowa City. In spite of the community concerns as indicated in the previous charts, the majority of respondents see Iowa City as their home and are reluctant to move away from the area.

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