ALTOONA CITIZENS SURVEY - MAY 2012

Respondents:	265	Delivered:	785
		33.8%	

I. OPINION QUESTIONS	STRONGLY AGREE	AGREE	NEUTRAL/ NO OPINION	DISAGREE	STRONGLY DISAGREE	
1. Altoona is a nice place to live.	61.5%	35.8%	1.9%	0.4%	0.4%	265
2. Altoona should try to maintain its own identity.	54.7%	35.1%	9.4%	0.4%	0.4%	265
3. I would recommend Altoona as a place to call home to friends, family, or co-workers.	63.4%	32.1%	3.4%	0.8%	0.4%	265
4. Altoona should aggressively seek more residential development.	7.9%	26.0%	38.9%	24.2%	3.0%	265
5. Altoona should aggressively seek more retail, commercial and office development.	41.9%	38.5%	15.1%	4.2%	0.4%	265
6. Altoona should aggressively seek more industrial development.	20.0%	35.8%	28.7%	11.3%	4.2%	265
7. Altoona needs more neighborhood parks.	10.9%	17.4%	47.2%	22.6%	1.9%	265
8. Altoona needs to upgrade its existing parks.	8.3%	24.9%	43.8%	22.3%	0.8%	265
9. Altoona should provide adult recreation opportunities.	17.7%	40.8%	30.2%	9.8%	1.5%	265
10. Feel safe in my neighborhood	49.1%	43.0%	6.4%	1.5%	0.0%	265
11. Pleased with the overall direction the city is taking.	27.5%	47.9%	21.1%	3.0%	0.4%	265
12. Receive good value for city taxes I pay.	9.1%	49.1%	26.4%	12.8%	2.6%	265
13. Mayor/Council meets the expectations of the citizens of Altoona.	11.3%	44.5%	36.2%	7.2%	0.8%	265

COMMENTS - Neighborhood parks needed:

SE Altoona	3
Meadow Vista	2
Venbury	2
Near Big Spring Creek Sports Complex	2
Wyatt Woods 11th St NW	2
By Sam Wise Park	1
15th St SW south of Prairie Meadows	1
Near S. 8th St	1
Field west of new school complex	1
Prairie Vista Estates	1
East of the pond by SE 17th	1
Plot of land near Valley Bank Altoona branch	1
28th St SW behind 15th St SW	1

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II. QUALITY OF SERVICE	VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY DISSATISFIED	UNSURE/NO OPINION
1. Ambulance Service	27.5%	31.3%	1.1%	0.0%	40.0%
2. Bldg Inspection	9.8%	37.4%	7.5%	1.1%	44.2%
3. Bus Service	6.0%	29.1%	7.2%	1.5%	56.2%
4. Code Enforcement	6.8%	37.7%	7.2%	3.0%	45.3%
5. Fire Dept	24.2%	47.9%	0.0%	0.0%	27.9%
6. Garbage/Solid Waste Collection/Recycling	31.7%	61.1%	4.2%	0.8%	2.3%
7. Library	41.1%	49.1%	2.3%	0.8%	6.8%
8. Parks & Recreation	26.0%	63.4%	2.6%	1.9%	6.0%
9. Planning & Zoning	10.6%	37.7%	7.9%	3.0%	40.8%
10. Police Dept	27.2%	52.5%	6.0%	3.8%	10.6%
11. Sanitary Sewer	17.4%	62.3%	3.0%	1.1%	16.2%
12. Snow Removal	24.9%	61.9%	8.3%	3.4%	1.5%
13. Street Repair	13.6%	67.2%	12.1%	1.1%	6.0%
14. Stormwater Drainage	14.0%	61.9%	7.9%	3.4%	12.8%
15. Trails	26.4%	60.4%	3.0%	0.0%	10.2%
16. Water Service	20.8%	63.8%	8.3%	3.8%	3.4%
17. City Newsletter	27.9%	62.3%	2.6%	0.8%	6.4%
18. City Web Site	7.2%	49.4%	6.4%	1.5%	35.5%
19. Overall city services and administration	15.8%	71.3%	3.0%	0.8%	9.1%

III. CUSTOMER SERVICE

A. Contact in Last Year	Yes	No
1. Ambulance Service	12.1%	87.9%
2. Bldg Inspection	14.7%	85.3%
3. Planning & Zoning	7.5%	92.5%
4. City Administrator's Office	23.8%	76.2%
5. City Clerk/Finance Office	18.1%	81.9%
6. Fire Dept	10.6%	89.4%
7. Library	64.2%	35.8%
8. Parks & Recreation	40.4%	59.6%
9. Water Dept.	26.8%	73.2%
10. Sewer Dept	10.9%	89.1%
11. Streets Dept	10.6%	89.4%
12. Police Dept	33.2%	66.8%
13. Overall City Services and Administration	34.3%	65.7%

A. Quality of Service	Excellent	Good	Fair	Poor	No Opinion/No Answer
1. Ambulance Service	9.4%	2.3%	0.4%	0.0%	87.9%
2. Bldg Inspection	5.3%	4.9%	1.9%	1.5%	86.4%
3. Planning & Zoning	1.1%	3.8%	0.4%	1.9%	92.8%
4. City Administrator's Office	11.7%	7.5%	2.3%	1.9%	76.6%
5. City Clerk/Finance Office	8.3%	6.0%	1.9%	1.5%	82.3%
6. Fire Dept	7.5%	2.6%	0.0%	0.0%	89.8%
7. Library	40.0%	20.0%	0.4%	0.4%	39.2%
8. Parks & Recreation	17.4%	17.4%	2.6%	1.1%	61.5%
9. Water Dept.	9.1%	9.4%	4.9%	1.5%	75.1%
10. Sewer Dept	2.6%	5.3%	0.4%	1.1%	90.6%
11. Streets Dept	1.1%	6.0%	1.9%	0.8%	90.2%
12. Police Dept	17.4%	11.7%	3.0%	3.4%	64.5%
13. Overall City Services and Administration	11.3%	16.6%	4.2%	1.5%	66.4%

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IV. CAPITAL IMPROVEMENTS PRIORITIES	HIGH	MEDIUM	LOW	DO NOT FUND	NO OP/NA
1. Street Improvements - residential streets	35.5%	47.2%	8.7%	0.4%	8.3%
2. Street Improvements - major streets	55.1%	28.7%	7.2%	0.4%	8.7%
3. Construction of new streets	6.8%	30.6%	39.2%	6.4%	17.0%
4. Sanitary Sewer repairs	32.1%	33.6%	14.7%	0.4%	19.2%
5. Storm sewer/drainage improvements	27.2%	38.9%	14.0%	0.8%	19.2%
6. New Neighborhood Parks	6.8%	23.4%	43.0%	14.3%	12.5%
7. Park improvements - existing parks	8.7%	38.9%	37.4%	4.9%	10.2%
8. Sam Wise Park improvements	7.9%	29.8%	35.1%	9.8%	17.4%
9. Hiking/biking trails	13.2%	34.7%	30.2%	6.8%	15.1%
10. 8th St/1st Ave intersection improvements	20.0%	33.2%	24.9%	7.5%	14.3%
11. 1st Ave/Adventureland improvements	15.1%	29.4%	28.3%	9.4%	17.7%
12. 1st Ave off-ramp widening/lighting	23.4%	30.9%	24.5%	6.8%	14.3%

V. NEIGHBORHOOD CONCERNS	NOT A PROBLEM	SOMEWHAT OF A PROBLEM	BIG PROBLEM	NO ANSWER
1. Crime	82.3%	16.2%	0.8%	0.8%
2. Abandoned cars	91.7%	5.7%	1.5%	1.1%
3. Abandoned/rundown properties	86.8%	7.9%	4.2%	1.1%
4. Appearance of properties (trash, tall grass, weeds, etc.)	69.4%	23.4%	6.8%	0.4%
5. Street repair	81.1%	15.8%	2.6%	0.4%
6. Sidewalk repair	80.8%	17.0%	0.8%	1.5%
7. Lack of sidewalks	85.7%	10.2%	3.0%	1.1%
8. Problems with neighbors	84.5%	12.8%	2.3%	0.4%
9. Noise	84.5%	11.3%	3.4%	0.8%
10. Animals running at large	78.5%	15.5%	5.7%	0.4%

V. OPEN-ENDED QUESTIONS (Responses receiving 4.5% or more)

1. Things like most about Altoona

Size/small town atmosphere	35.5%
Convenience to employment/shopping/medical, etc.	17.4%
Friendly/nice people	17.4%
Safety/low crime	14.3%
Location to Des Moines/metro area	13.2%
Clean	12.1%
Trails	11.3%
Shopping	10.9%
Neighborhoods	9.8%
Schools	9.1%
Quiet	8.3%
Parks	5.7%
Trees	4.5%
Altoona Campus	4.5%

2. Things like least about Altoona

Lack of shopping opportunities	17.0%
Restaurants - not enough choice/quality	16.6%
Property taxes too high	5.3%
Traffic congestion/flow	4.5%
Police Dept attitude to citizens	4.5%

3. Altoona's highest priority needs	%
Commerical/retail development	18.1%
Bass pro area development	14.0%
Restaurants - more choices	9.4%
Economic development /quality jobs	8.7%
Street maintenance/repairs	5.7%
Safety/security	5.3%
Property taxes lower	4.5%

VI. BACKGROUND

1. Elementary school closest to respondent	
Willowbrook	26.8%
Centennial	31.3%
Altoona	17.4%
Clay	15.5%
Other/Don't Know/No Answer	9.1%

2. Gender	
Male	38.1%
Female	59.2%
No Answer	2.6%

3. Age Group	18-24
18-24	0.8%
25-34	14.7%
35-44	21.9%
45-54	18.9%
55-64	19.6%
65+	21.9%
NA	2.3%

4. Years lived in Altoona	
0-2	7.9%
3-5	12.8%
6-10	20.8%
11-20	24.2%
21+	32.1%
NA	2.3%

5. Moved from:

Always Altoona	6.8%
Des Moines	34.3%
Polk Co. (outside of Altoona & DSM)	21.9%
Iowa outside of Polk Co.	18.9%
Outside Iowa	15.5%
NA	2.6%

Outside IA - Top 4

MN	7
IL	4
CO	3
VA	3

6. Where employed:

Altoona	15.8%
Des Moines	32.8%
Polk Co. outside of Altoona & DSM	12.5%
Unemployed	4.9%
Retired	3.0%
Other	26.0%
No Answer	3.8%

7. Internet access

Home Only	29.8%
Work Only	1.9%
Home & Work	57.0%
None	7.2%
No Answer	4.2%

8. Interested about news or info about Altoona city govt

Yes	66.4%
No	27.2%
No Answer	6.4%

9. Usually get news or info about Altoona city govt from:

Des Moines Register	38.5%
Altoona Herald-Index	56.6%
City Newsletter	73.2%
Contacting city officials	6.8%
City website	18.1%
City meetings	2.3%
Conversations with friends or family	49.1%
Television news	38.1%
Radio news	12.8%
No Answer	3.4%