Background

• Follow-up to 2007 Community Survey
• Feedback from residents of Council Bluffs and Pottawattamie County
• Survey covers the following topics:
  • Best and Worst of Community
  • Area Growth & Development
  • Priorities for Community
  • Community Institutions
  • Community Services
  • Neighborhoods
  • Community Participation & Volunteerism
  • Individual Outlook
  • Health Care
  • Education
  • Labor
Methodology

- CATI telephone survey of randomly selected listed households
- Survey fielded from May 2 to May 18, 2013
- Average interview length about 28 minutes
- 501 interviews completed with residents of Council Bluffs
  - +/- 4.4% error margin
- 207 interviews completed with residents of Pottawattamie County outside of Council Bluffs
  - +/- 6.8% error margin
Best of Council Bluffs

living place

schools -

parks

crime

lived

Small

close

friendliness

atmosphere

small
city
go

people

friendly

big
good

area

think

life

work

neighborhood

Bluffs

thing

good

life

feels better

shop

want

shopping

people

community

like
town

crime

low

children

feeling

safer

enough

pretty

attractive

everything

needs

quiet

smaller

know

 Omaha

enough

friendly

city

people

rate

traffic

size

really

convenient

business

small

close

across

school

home

enough

rates

lower

park

around

see

metropolitan

years

enough

work

many

home

place

large

getting

thing

interests

high

feel

neighborhood

low

the

right

good

kids

bad

now

able

room

walking

easy

neighborhood

convenient

living

cheaper

lives

safety

many

taxes

growth

years

travel

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get

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man -
Worst of Council Bluffs

Crime, nothing, streets, lack, money, get, casinos.

City, school, work, way, clean, west, Walgreens.

Property system, look, live going, must be, just.

Taxes, road, river, property, system, road, take, higher.

Neighborhoods, small, kids, right, around, west.

Everything, kids, reputation, malls, sometimes.

Sometimes, west, way, clean, community.

Malls, next, old, pick, housing.

Schools, art, work, community.

Roads, public, every thing, public.

In the city, every thing, public.

Aging, NE, low, ugly.

People, traffic, big, away.

Rate, getting, away.

Casinos, older, better.

Stores, NE, low, ugly.

Image, took, old, used public.

People, big, away.

Traffic, public, big, away.

Get, money, art, work, community.

Interstate, interstate, interstate.

Weather, dirty, side, keep.

Take, still, spend, business.

Train, good, places, get.

Care, jobs, art, work.

School, shopping, area.

Drugs, school, shopping, area.

Good, image, took.

Get, public, big, away.

Probable, young.

Young, getting.

Casino’s, public, big, away.

Aging, NE, low, ugly.

Lower, ugly.

Casino’s, public, big, away.

Aging, NE, low, ugly.

Lower, ugly.

Casino’s, public, big, away.

Aging, NE, low, ugly.

Lower, ugly.
Worst of Pottawattamie County

roads

Nothing
Biggest Problem for Council Bluffs

- Transportation
- Higher community problems
- Taxes
- Omaha
- Meth
- Drug sales
- Education
- Schools
- Streets
- Jobs
- Crime
- Homelessness
- Big businesses
- Orleans
- Potholes
- Streets
- Crime
- Kids
- Taxes
- Jobs
- Money
- Education
- Jobs
- Work
- Money
- Education
- Jobs
Biggest Problem for Pottawattamie County

- Roads
- Taxes
- Jobs
- Crime
- Better
- Taxes
- Jobs
- Crime
- Better
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- Better
Area Growth and Development
Council Bluffs; Percent "Strongly Agree" (2013 n=506; 2007 n=603)

- Council Bluffs needs more jobs that pay enough to support a family: 42.9% (2013), 41.1% (2007)
- Improving the physical appearance of Council Bluffs is critical to changing the image people have of the community: 36.1% (2013), 38.1% (2007)
- Growth in any part of Council Bluffs benefits the entire Council Bluffs community: 30.3% (2013), 20.6% (2007)
- Currently, Council Bluffs is doing a good job of balancing its efforts to maintain older areas and provide support for growth: 14.1% (2013), 7.0% (2007)
- The location of residential growth in Council Bluffs is currently in the best locations for the community: 9.4% (2013), 5.6% (2007)
- There is enough affordable housing to meet the needs of community members: 7.8% (2013), -- (2007)

↑/↓ Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.

Iowa West Foundation
Area Growth and Development
Pottawattamie County; Percent “Strongly Agree” (2013 n=210; 2007 n=310)

- Pottawattamie Co. needs more jobs that pay enough to support a family: 2013 - 38.0%, 2007 - 29.0%
- Improving the physical appearance of Council Bluffs is critical to changing the image people have of the community: 2013 - 32.2%, 2007 - 30.3%
- Pottawattamie County’s communities have a good future as places to live: 2013 - 20.5%, 2007 - 18.1%
- Growth in any part of Pottawattamie Co. benefits the entire county: 2013 - 18.2%, 2007 - 16.1%
- Pottawattamie Co. needs more open space for recreation: 2013 - 11.6%, 2007 - 8.7%
- There is enough affordable housing to meet the needs of all community members: 2013 - 7.8%, 2007 - --
- Currently, Pottawattamie Co. communities are doing a good job of balancing their efforts to support growth, while maintaining the quality of life: 2013 - 7.1%, 2007 - 3.5%
- Pottawattamie Co. government works well to support the growth and development of the smaller communities: 2013 - 5.5%, 2007 - 1.9%
- Pottawattamie Co. and its communities are doing a good job of developing more employment opportunities for residents: 2013 - 5.4%, 2007 - 3.2%
- Pottawattamie Co. government and the City of Council Bluffs work together in the best interests of all county residents: 2013 - 3.4%, 2007 - 1.6%
- Residents of the western part of Pottawattamie Co. are supportive of the issues facing residents of eastern Pottawattamie Co.: 2013 - 1.5%, 2007 - 1.3%

*Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.*
## Community Priorities

### Council Bluffs; Percent “Strongly Agree” (2013 n = 506; 2007 n = 603)

<table>
<thead>
<tr>
<th>Statement</th>
<th>2013</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>The entire Council Bluffs area community needs to do a better job of reducing the number of high school drop-outs</td>
<td>38.7%</td>
<td>39.3%</td>
</tr>
<tr>
<td>Council Bluffs’ physical development over the past 10 to 15 years has significantly improved the look of the community</td>
<td>30.2%</td>
<td>18.7%</td>
</tr>
<tr>
<td>More needs to be done to address the mental health needs of Council Bluffs residents</td>
<td>29.7%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Council Bluffs is a better place to live than it was 15 years ago</td>
<td>20.2%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Current efforts to revitalize downtown Council Bluffs are going in the right direction</td>
<td>18.6%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Council Bluffs residents have a strong sense of community</td>
<td>15.4%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Council Bluffs’ leadership is visionary and forward thinking</td>
<td>14.8%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Most Council Bluffs residents are proud of the community</td>
<td>13.5%</td>
<td>8.5%</td>
</tr>
<tr>
<td>Council Bluffs is doing a good job of redeveloping West Broadway</td>
<td>9.4%</td>
<td>8.3%</td>
</tr>
<tr>
<td>The community of Council Bluffs is working hard to be more inclusive of minority groups, especially Latinos</td>
<td>7.9%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Council Bluffs-based news media do a good job of supporting communication within the city</td>
<td>7.5%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Council Bluffs is investing enough funds in the Western end of the community</td>
<td>6.1%</td>
<td>2.7%</td>
</tr>
<tr>
<td>The Council Bluffs community is doing enough to help ensure that our young people are safe</td>
<td>5.1%</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

*Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.*
## Community Priorities

**Pottawattamie County; Percent “Strongly Agree” (2013 n=210; 2007 n=310)**

<table>
<thead>
<tr>
<th>Statement</th>
<th>2007</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents of my area have a strong sense of community</td>
<td>20.5%</td>
<td>20.1%</td>
</tr>
<tr>
<td>Pottawattamie Co. area communities need to do a better job of reducing the number of high school drop-outs</td>
<td>20.3%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Council Bluffs’ physical development over the past 10 to 15 years has significantly improved the look of the community</td>
<td>19.2%</td>
<td>19.2%</td>
</tr>
<tr>
<td>More needs to be done to address the mental health needs of Pottawattamie Co. residents</td>
<td>12.9%</td>
<td>16.6%</td>
</tr>
<tr>
<td>Most community residents are proud of the community</td>
<td>12.3%</td>
<td>16.3%</td>
</tr>
<tr>
<td>My community is a better place to live than it was 15 years ago</td>
<td>9.0%</td>
<td>14.8%</td>
</tr>
<tr>
<td>Community leadership in my area is visionary and forward thinking</td>
<td>4.2%</td>
<td>12.5%</td>
</tr>
<tr>
<td>My community is doing enough to help ensure that our young people are safe</td>
<td>3.9%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Local news media do a good job of covering news and supporting communication within my area</td>
<td>2.6%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Pottawattamie Co. is working hard to be more inclusive of minority groups, especially Latinos</td>
<td>4.8%</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

*Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.*

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**Insights Revealed**

Iowa West Foundation
How would you rate Council Bluffs/Pottawattamie County as a place to live?

- Excellent: 29.3% CB07, 20.6% CB2007
- Good: 53.3% CB2013, 60.7% CB13, 68.9% CB13, 64.5% CB13
- Fair: 12.2% PC13, 17.1% CB13, PC13, PC07
- Poor: 6.3% CB07, PC13, PC07

Indicates results are statistically significant at the 95% confidence level.
## Community Institutions

**Council Bluffs**

(n = 506)

<table>
<thead>
<tr>
<th>Institution</th>
<th>GPA</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council Bluffs Public Library</td>
<td>3.62</td>
<td>A</td>
</tr>
<tr>
<td>Iowa Western Community College</td>
<td>3.61</td>
<td>A</td>
</tr>
<tr>
<td>Senior Center</td>
<td>3.43</td>
<td>B</td>
</tr>
<tr>
<td>Children's Square</td>
<td>3.31</td>
<td>B</td>
</tr>
<tr>
<td>Council Bluffs Hospitals</td>
<td>3.18</td>
<td>B</td>
</tr>
<tr>
<td>Iowa West Foundation</td>
<td>3.17</td>
<td>B</td>
</tr>
<tr>
<td>Lewis Central Community Schools in General</td>
<td>3.08</td>
<td>B</td>
</tr>
<tr>
<td>St. Albert Catholic Schools in General</td>
<td>3.07</td>
<td>B</td>
</tr>
<tr>
<td>Council Bluffs Mayor's Office</td>
<td>3.04</td>
<td>B</td>
</tr>
<tr>
<td>Mid-America Center</td>
<td>3.00</td>
<td>B</td>
</tr>
<tr>
<td>Lewis Central Community School Board of Education</td>
<td>2.97</td>
<td>B</td>
</tr>
<tr>
<td>Council Bluffs Area Board of Catholic Education</td>
<td>2.91</td>
<td>B</td>
</tr>
<tr>
<td>Council Bluffs Area Chamber of Commerce</td>
<td>2.88</td>
<td>B</td>
</tr>
<tr>
<td>Council Bluffs YMCA</td>
<td>2.86</td>
<td>B</td>
</tr>
<tr>
<td>Council Bluffs City Council</td>
<td>2.76</td>
<td>B</td>
</tr>
<tr>
<td>Council Bluffs City Government in General</td>
<td>2.75</td>
<td>B</td>
</tr>
<tr>
<td>Pottawattamie County Government in General</td>
<td>2.70</td>
<td>B</td>
</tr>
<tr>
<td>Pottawattamie County Supervisors</td>
<td>2.66</td>
<td>B</td>
</tr>
<tr>
<td>Your Neighborhood Association</td>
<td>2.65</td>
<td>B</td>
</tr>
<tr>
<td>Council Bluffs Community Schools in General</td>
<td>2.61</td>
<td>B</td>
</tr>
<tr>
<td>Daily Nonpareil Newspaper</td>
<td>2.57</td>
<td>B</td>
</tr>
<tr>
<td>Council Bluffs Community Schools Board of Education</td>
<td>2.50</td>
<td>B</td>
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</tbody>
</table>
# Community Institutions

**Pottawattamie County (n=210)**

<table>
<thead>
<tr>
<th>Institution</th>
<th>GPA</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iowa Western Community College</td>
<td>3.57</td>
<td>A</td>
</tr>
<tr>
<td>Nearest Community Library</td>
<td>3.54</td>
<td>A</td>
</tr>
<tr>
<td>Community Senior Center</td>
<td>3.21</td>
<td>B</td>
</tr>
<tr>
<td>Iowa West Foundation</td>
<td>3.17</td>
<td>B</td>
</tr>
<tr>
<td>Council Bluffs Hospitals</td>
<td>3.08</td>
<td>B</td>
</tr>
<tr>
<td>Mid-America Center</td>
<td>3.05</td>
<td>B</td>
</tr>
<tr>
<td>Your Community Hospitals</td>
<td>3.03</td>
<td>B</td>
</tr>
<tr>
<td>Your Neighborhood Association</td>
<td>2.93</td>
<td>B</td>
</tr>
<tr>
<td>Your Community Schools in General</td>
<td>2.81</td>
<td>B</td>
</tr>
<tr>
<td>Your Community Schools Board of Education</td>
<td>2.71</td>
<td>B</td>
</tr>
<tr>
<td>Your Community's City Government in General</td>
<td>2.70</td>
<td>B</td>
</tr>
<tr>
<td>Your Community's City Council</td>
<td>2.69</td>
<td>B</td>
</tr>
<tr>
<td>Pottawattamie County Government in General</td>
<td>2.65</td>
<td>B</td>
</tr>
<tr>
<td>Pottawattamie County Supervisors</td>
<td>2.53</td>
<td>B</td>
</tr>
<tr>
<td>Daily Nonpareil Newspaper</td>
<td>2.45</td>
<td>C</td>
</tr>
</tbody>
</table>
Community Services: Daily Needs
Council Bluffs; Percent "Very Satisfied" (2013 n=481-503, depending on variable; 2007 n=603)

2007
Garbage collection 65.2% 62.0%
Casual restaurants 45.8% 37.1%
Shopping facilities for daily needs 45.3% 59.0%
Fine dining 28.4% 15.6%
Public transportation (MAT bus) 20.0% 9.6%

/ Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.
**Community Services: Daily Needs**

Pottawattamie County; Percent “Very Satisfied” (2013 n=190-210, depending on variable; 2007 n=310)

<table>
<thead>
<tr>
<th>Service</th>
<th>2007</th>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td>Garbage collection</td>
<td>49.7%</td>
<td>58.3%</td>
</tr>
<tr>
<td>Casual restaurants</td>
<td>36.1%</td>
<td>37.7%</td>
</tr>
<tr>
<td>Shopping facilities for daily needs</td>
<td>51.0%</td>
<td>36.8%</td>
</tr>
<tr>
<td>Fine dining</td>
<td>19.4%</td>
<td>20.2%</td>
</tr>
<tr>
<td>Public transportation (MAT bus)</td>
<td>6.5%</td>
<td>12.0%</td>
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*Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.*

---

**Iowa West Foundation**
Community Services: Leisure Time
Council Bluffs; Percent “Very Satisfied” (2013 n=495-505, depending on variable; 2007 n=603)

- Trails for walking, skating, biking: 48.2% (2013) vs. 46.4% (2007)
- Parks and playgrounds: 36.4% (2013) vs. 29.5% (2007)
- Recreation programs and activities: 24.1% (2013) vs. 15.3% (2007)
- Interesting, fun things to do (events, festivities, entertainment): 21.1% (2013) vs. 12.6% (2007)
- Interesting, fun place to go (shops, galleries, public spaces): 17.8% (2013) vs. 11.9% (2007)

↑/↓ Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.

Iowa West Foundation
Community Services: Leisure Time
Pottawattamie County; Percent “Very Satisfied” (2013 n=204-208, depending on variable; 2007 n=310)

- Parks and playgrounds: 32.7% (2013) vs. 30.0% (2007)
- Trails for walking, skating, biking: 28.0% (2013) vs. 37.1% (2007)
- Recreation programs and activities: 23.3% (2013) vs. 20.0% (2007)
- Interesting, fun place to go (shops, galleries, public spaces): 17.1% (2013) vs. 22.3% (2007)
- Interesting, fun things to do (events, festivities, entertainment): 14.5% (2013) vs. 22.3% (2007)

Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.
### Community Services: Children and Youth

Council Bluffs; "Very Satisfied" (2013 n=460-493, depending on variable; 2007 n=603)

<table>
<thead>
<tr>
<th>Service</th>
<th>2013 %</th>
<th>2007 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immunization programs for children</td>
<td>49.1%</td>
<td>28.9%</td>
</tr>
<tr>
<td>Organized sports programs for school-aged youth</td>
<td>37.5%</td>
<td>27.4%</td>
</tr>
<tr>
<td>Organized non-school based programs such as YMCA, Girls/Boys Clubs, Scouts, Parks and Recreation, etc. for school-aged youth</td>
<td>34.9%</td>
<td>23.2%</td>
</tr>
<tr>
<td>Early childhood education/pre-school</td>
<td>30.5%</td>
<td>21.1%</td>
</tr>
<tr>
<td>Organized school-based after school programs for school-aged youth</td>
<td>22.1%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Organized art, music, and dance programs for school-aged youth</td>
<td>21.2%</td>
<td>12.6%</td>
</tr>
<tr>
<td>Availability of child care</td>
<td>18.8%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Programs to connect all youth to school, thus ensuring graduation from high school</td>
<td>18.5%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Organized mentoring programs for school-aged youth</td>
<td>18.5%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Organized career development programs for school-aged youth</td>
<td>14.6%</td>
<td>11.1%</td>
</tr>
<tr>
<td>Affordability of child care</td>
<td>10.7%</td>
<td>7.8%</td>
</tr>
</tbody>
</table>

*Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.*
Community Services: Children and Youth
Pottawattamie County; “Very Satisfied” (2013 n=194-207, depending on variable; 2007 n=310)

<table>
<thead>
<tr>
<th>Service</th>
<th>2007</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immunization programs for children</td>
<td>29.4%</td>
<td>41.0%</td>
</tr>
<tr>
<td>Organized sports programs for school-aged youth</td>
<td>33.5%</td>
<td>36.5%</td>
</tr>
<tr>
<td>Early childhood education/pre-school</td>
<td>28.4%</td>
<td>32.9%</td>
</tr>
<tr>
<td>Programs to connect all youth to school, thus ensuring graduation from high school</td>
<td>12.9%</td>
<td>25.5%</td>
</tr>
<tr>
<td>Organized school-based after school programs for school-aged youth</td>
<td>21.0%</td>
<td>24.1%</td>
</tr>
<tr>
<td>Organized non-school based programs such as YMCA, Girls/Boys Clubs, Scouts, Parks and Recreation, etc. for school-aged youth</td>
<td>22.3%</td>
<td>22.9%</td>
</tr>
<tr>
<td>Availability of child care</td>
<td>16.1%</td>
<td>17.4%</td>
</tr>
<tr>
<td>Affordability of child care</td>
<td>12.9%</td>
<td>15.8%</td>
</tr>
<tr>
<td>Organized art, music, and dance programs for school-aged youth</td>
<td>17.1%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Organized mentoring programs for school-aged youth</td>
<td>6.5%</td>
<td>12.1%</td>
</tr>
<tr>
<td>Organized career development programs for school-aged youth</td>
<td>11.6%</td>
<td>11.5%</td>
</tr>
</tbody>
</table>

*Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.*
How satisfied are you with the K through 12 schools in your area?*

- Very Satisfied: 34.8% (CB 2013), 35.7% (Pott. 2013)
- Somewhat Satisfied: 40.1% (CB 2013), 36.8% (Pott. 2013)
- Somewhat Dissatisfied: 14.7% (CB 2013), 16.4% (Pott. 2013)
- Very Dissatisfied: 9.9% (CB 2013), 9.7% (Pott. 2013)
- Don't Know/Refused: 0.6% (CB 2013), 1.4% (Pott. 2013)

*Among respondents with a child in their household attending an area school in grade K through 12.

Indicates results are statistically significant at the 95% confidence level.
In general, how would you rate your neighborhood/community/area as a place to live?

- **Excellent**: 39.8%, 42.2%, 45.0%
- **Good**: 37.9%, 43.0%, 53.4%
- **Fair**: 15.0%, 14.1%, 8.1%
- **Poor**: 4.9%, 3.0%, 0.3%

*Indicates results are statistically significant at the 95% confidence level.*
## Sense of Place

**Council Bluffs; Percent “Strongly Agree” (2013 n=506; 2007 n=603)**

<table>
<thead>
<tr>
<th>Statement</th>
<th>2013</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>My home/apartment is in good condition</td>
<td>38.9%</td>
<td>44.3%</td>
</tr>
<tr>
<td>I am satisfied with my current housing condition</td>
<td>35.2%</td>
<td>34.7%</td>
</tr>
<tr>
<td>People around here are willing to help their neighbors</td>
<td>29.8%</td>
<td>26.7%</td>
</tr>
<tr>
<td>You can count on adults in this neighborhood to watch out that children are safe and stay out of trouble</td>
<td>28.2%</td>
<td>26.2%</td>
</tr>
<tr>
<td>People in this neighborhood generally get along with each other</td>
<td>27.4%</td>
<td>27.5%</td>
</tr>
<tr>
<td>The housing in my neighborhood is generally in good condition</td>
<td>27.3%</td>
<td>31.3%</td>
</tr>
<tr>
<td>There are adults in this neighborhood that children can look up to</td>
<td>26.4%</td>
<td>24.5%</td>
</tr>
<tr>
<td>People in this neighborhood can be trusted</td>
<td>21.5%</td>
<td>24.4%</td>
</tr>
<tr>
<td>Parents in this neighborhood generally know each other</td>
<td>20.3%</td>
<td>17.6%</td>
</tr>
<tr>
<td>Adults in this neighborhood know who the local children are</td>
<td>20.0%</td>
<td>18.6%</td>
</tr>
<tr>
<td>Parents in this neighborhood know their children’s friends</td>
<td>19.5%</td>
<td>18.9%</td>
</tr>
<tr>
<td>People in this neighborhood share the same values</td>
<td>17.3%</td>
<td>17.7%</td>
</tr>
<tr>
<td>This is a close knit neighborhood</td>
<td>17.2%</td>
<td>16.7%</td>
</tr>
</tbody>
</table>

*Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.*
Sense of Place
Pottawattamie County; Percent “Strongly Agree” (2013 n=210; 2007 n=310)

<table>
<thead>
<tr>
<th>Statement</th>
<th>2013</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am satisfied with my current housing condition</td>
<td>49.4%</td>
<td>46.5%</td>
</tr>
<tr>
<td>My home/apartment is in good condition</td>
<td>48.7%</td>
<td>50.3%</td>
</tr>
<tr>
<td>People around here are willing to help their neighbors</td>
<td>39.0%</td>
<td>42.9%</td>
</tr>
<tr>
<td>There are adults in this community that children can look up to</td>
<td>38.8%</td>
<td>40.0%</td>
</tr>
<tr>
<td>The housing in my neighborhood is generally in good condition</td>
<td>38.7%</td>
<td>41.9%</td>
</tr>
<tr>
<td>People in this community can be trusted</td>
<td>34.5%</td>
<td>31.9%</td>
</tr>
<tr>
<td>Parents in this community generally know each other</td>
<td>34.1%</td>
<td>30.6%</td>
</tr>
<tr>
<td>Parents in this community know their children’s friends</td>
<td>31.6%</td>
<td>29.4%</td>
</tr>
<tr>
<td>You can count on adults in this community to watch out that children are safe and stay out of trouble</td>
<td>29.6%</td>
<td>32.9%</td>
</tr>
<tr>
<td>People in this community generally get along with each other</td>
<td>27.9%</td>
<td>29.0%</td>
</tr>
<tr>
<td>People in this community share the same values</td>
<td>26.5%</td>
<td>25.2%</td>
</tr>
<tr>
<td>This is a close knit community</td>
<td>25.6%</td>
<td>29.7%</td>
</tr>
<tr>
<td>Adults in this community know who the local children are</td>
<td>23.5%</td>
<td>29.7%</td>
</tr>
</tbody>
</table>

*Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.*
How many times in the last 12 months have you volunteered?

Council Bluffs

- About once a week on average: 7.6%
- More than once a week: 16.8%
- Twice a month: 6.5%
- About once a month on average: 9.9%
- 5-9 times: 9.3%
- 2-4 times: 11.8%
- A few times: 17.1%
- Once: 5.2%
- Never did this: 22.9%
- Don't Know/Refused: 0.7%

- CB 2013 (n=506)
- CB 2007 (n=603)

*Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.*

Q24
How many times in the last 12 months have you volunteered?

Pottawattamie County

- About once a week on average: 0.0% (2013), 5.8% (2007)
- More than once a week: 12.3% (2013), 9.5% (2007)
- Twice a month: 8.4% (2013), 9.6% (2007)
- About once a month on average: 12.3% (2013), 12.6% (2007)
- 5-9 times: 7.7% (2013), 8.9% (2007)
- 2-4 times: 17.5% (2013), 11.8% (2007)
- A few times: 13.9% (2013), 11.8% (2007)
- Once: 6.1% (2013), 5.4% (2007)
- Never did this: 20.3% (2013), 15.1% (2007)
- Don't Know/Refused: 0.2% (2013), 0.6% (2007)

* Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.
Overall, how much impact do you think you can have in making Council Bluffs a better place to live?

**Council Bluffs**

- **2013**
  - (n=506)
  - No impact at all: 16.1%
  - Small impact: 41.5%
  - Moderate impact: 29.9%
  - Big impact: 11.4%
  - DK/Refused: 0.8%

- **2007**
  - (n=603)
  - No impact at all: 16.1%
  - Small impact: 43.3%
  - Moderate impact: 30.3%
  - Big impact: 8.6%
  - DK/Refused: 1.7%

Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.

Q25
Overall, how much impact do you think you can have in making Council Bluffs a better place to live?

Pottawattamie County

2013
(n=210)

- No impact at all: 35.5%
- Small impact: 36.0%
- Moderate impact: 21.0%
- Big impact: 5.7%
- DK/Refused: 1.8%

2007
(n=310)

- No impact at all: 30.0%
- Small impact: 41.6%
- Moderate impact: 21.0%
- Big impact: 5.6%
- DK/Refused: 1.9%

*Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.*
Individual Outlook
Council Bluffs; Percent “Strongly Agree” (n=506)

- I can do just about anything I really set my mind to: 44.5%
- What happens to me in the future mostly depends on me: 43.4%
- There is really no way I can solve some of the problems I have: 4.7%
- There is little I can do to change many of the important things in my life: 3.9%
- I have little control over the things that happen to me: 3.6%
- I often feel helpless in dealing with the problems of life: 3.5%
- Sometimes I feel that I am pushed around in life: 2.2%
Individual Outlook
Pottawattamie County; Percent “Strongly Agree” (n=210)

- What happens to me in the future mostly depends on me: 46.6%
- I can do just about anything I really set my mind to: 45.4%
- There is really no way I can solve some of the problems I have: 5.1%
- I have little control over the things that happen to me: 4.8%
- Sometimes I feel that I am pushed around in life: 4.0%
- There is little I can do to change many of the important things in my life: 3.3%
- I often feel helpless in dealing with the problems of life: 1.2%
About how long has it been since you last visited a doctor or other health care professional for a routine check-up?

- Within the past year: 77.8% (CB 2013 n=506), 82.2% (Pott. 2013 n=210)
- 1 to 2 years ago: 10.8% (CB), 10.2% (Pott.)
- 3 to 5 years ago: 3.9% (CB), 2.2% (Pott.)
- More than 5 years ago: 5.5% (CB), 5.1% (Pott.)
- Refused: 1.9% (CB), 0.3% (Pott.)

*Indicates results are statistically significant at the 95% confidence level.*

- CB 2013 (n=506)
- Pott. 2013 (n=210)
During the past 12 months, was there a time when you thought you needed medical care, emotional or mental health care, or dental care but did not get it or delayed getting it? (n=506)

Why did you not get or delay getting the care you thought you needed? (n=93)

- Care cost too much: 33.5%
- Did not have insurance: 10.7%
- Insurance would not cover it: 5.4%
- Co-pay too expensive: 2.3%
- Other: 40.7%
- Don't Know/Refused: 7.4%
During the past 12 months, was there a time when you thought you needed medical care, emotional or mental health care, or dental care but did not get it or delayed getting it? (n=210)

Why did you not get or delay getting the care you thought you needed? (n=36)

- Care cost too much: 20.7%
- Insurance would not cover it: 9.8%
- Did not have insurance: 7.6%
- Didn't think it was serious enough: 6.6%
- Could not get appointment: 2.5%
- Other: 48.0%
- Don't Know/Refused: 4.9%
Education
Council Bluffs; Percent that has participated during past 12 months (2013 n=506)

- Work-Related Courses: 38.6%
- Informal Learning Activities for Personal Interest: 34.1%
- Personal Interest/Development Courses: 20.2%
- Participation in Formal Courses: 15.3%
- Graduate College or University Degree Programs: 10.5%
- 4-year College or University Degree Programs: 8.9%
- 2-year College or Vocational/Technical Diploma Programs: 8.2%
- Distance Learning: 5.6%
- Apprenticeship Programs: 3.3%
- English as a Second Language Classes: 1.4%
- Basic Skills and GED Preparation Class: 1.2%
Education
Pottawattamie County; Percent that has participated during past 12 months (2013 n=210)

- Work-Related Courses: 50.2%
- Informal Learning Activities for Personal Interest: 34.9%
- Personal Interest/Development Courses: 25.5%
- Participation in Formal Courses: 22.5%
- Distance Learning: 9.1%
- 2-year College or Vocational/Technical Diploma Programs: 8.2%
- Graduate College or University Degree Programs: 4.8%
- Apprenticeship Programs: 3.9%
- 4-year College or University Degree Programs: 2.8%
- Basic Skills and GED Preparation Class: 0.9%
- English as a Second Language Classes: 0.6%
Do you have a child who is currently enrolled in a 2-year or 4-year college or university outside of Council Bluffs/Pottawattamie County? (n=506)

How likely do you think it is that your children will return to Council Bluffs after they have finished college? (n=34)

- Very Likely: 32.5%
- Likely: 17.0%
- Unlikely: 28.2%
- Very Unlikely: 22.3%
Education
Pottawattamie County

Do you have a child who is currently enrolled in a 2-year or 4-year college or university outside of Council Bluffs/Pottawattamie County? (n=210)

How likely do you think it is that your children will return to Council Bluffs after they have finished college? (n=22)

- Very Likely: 25.0%
- Likely: 31.0%
- Unlikely: 33.9%
- Very Unlikely: 7.8%
- Don't know: 2.3%
Labor Council Bluffs

- Working: 60.9% (CB 2013), 63.0% (CB 2007)
- Retired: 19.7% (CB 2013), 18.9% (CB 2007)
- Keeping house: 8.5% (CB 2013), 8.3% (CB 2007)
- Looking for work: 2.5% (CB 2013), 0.8% (CB 2007)
- Going to school: 1.9% (CB 2013), 1.5% (CB 2007)
- Unable to go to work: 1.3% (CB 2013), 2.0% (CB 2007)
- On temporary layoff: 0.6% (CB 2013), 0.3% (CB 2007)
- Have a job but not at work (vacation, temporary illness, strike, etc.): 1.3% (CB 2013)
- Other: 4.4% (CB 2013), 3.5% (CB 2007)
- Don't Know/Refused: 0.3% (CB 2013), 0.3% (CB 2007)

* Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.
Labor
Pottawattamie County

- Working: 67.3% (Pott. 2013: 63.5%)
- Retired: 14.2% (Pott. 2007: 20.0%)
- Keeping house: 9.6% (Pott. 2013) vs 9.4% (Pott. 2007)
- Unable to go to work: 1.8% (Pott. 2013) vs 0.3% (Pott. 2007)
- Going to school: 0.3% (Pott. 2013) vs 1.3% (Pott. 2007)
- Have a job but not at work (vacation, temporary illness, strike, etc.): 0.0% (Pott. 2013) vs 1.0% (Pott. 2007)
- Other: 6.9% (Pott. 2013) vs 4.5% (Pott. 2007)

*Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.*
Do you currently have more than one job?

Council Bluffs

2013 (n=341)
- Yes, 12.4%
- No, 87.4%
- Refused, 0.2%

2007 (n=497)
- Yes, 14.3%
- No, 85.5%
- Refused, 0.2%

Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.
Do you currently have more than one job?

Pottawattamie County

2013
(n=154)

Yes, 23.2%
No 76.8%

2007
(n=257)

Yes, 14.4%
No 85.6%

Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.
Sometimes people have to settle for a job they are overqualified for because nothing better is available. Are you one of these people?

Council Bluffs

- Indicate 2013 results are statistically significant compared to 2007 results at the 95% confidence level.
Sometimes people have to settle for a job they are overqualified for because nothing better is available. Are you one of these people?

Pottawattamie County

<table>
<thead>
<tr>
<th>Year</th>
<th>Don't Know (n)</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>2.9% (154)</td>
<td>10.0%</td>
<td>87.1%</td>
</tr>
<tr>
<td>2007</td>
<td>0.8% (257)</td>
<td>10.5%</td>
<td>88.7%</td>
</tr>
</tbody>
</table>

*Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.*
Questions