



GROUP

Insights Revealed

Iowa West Foundation

Community Survey May 2013

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



Q4

[illegible]



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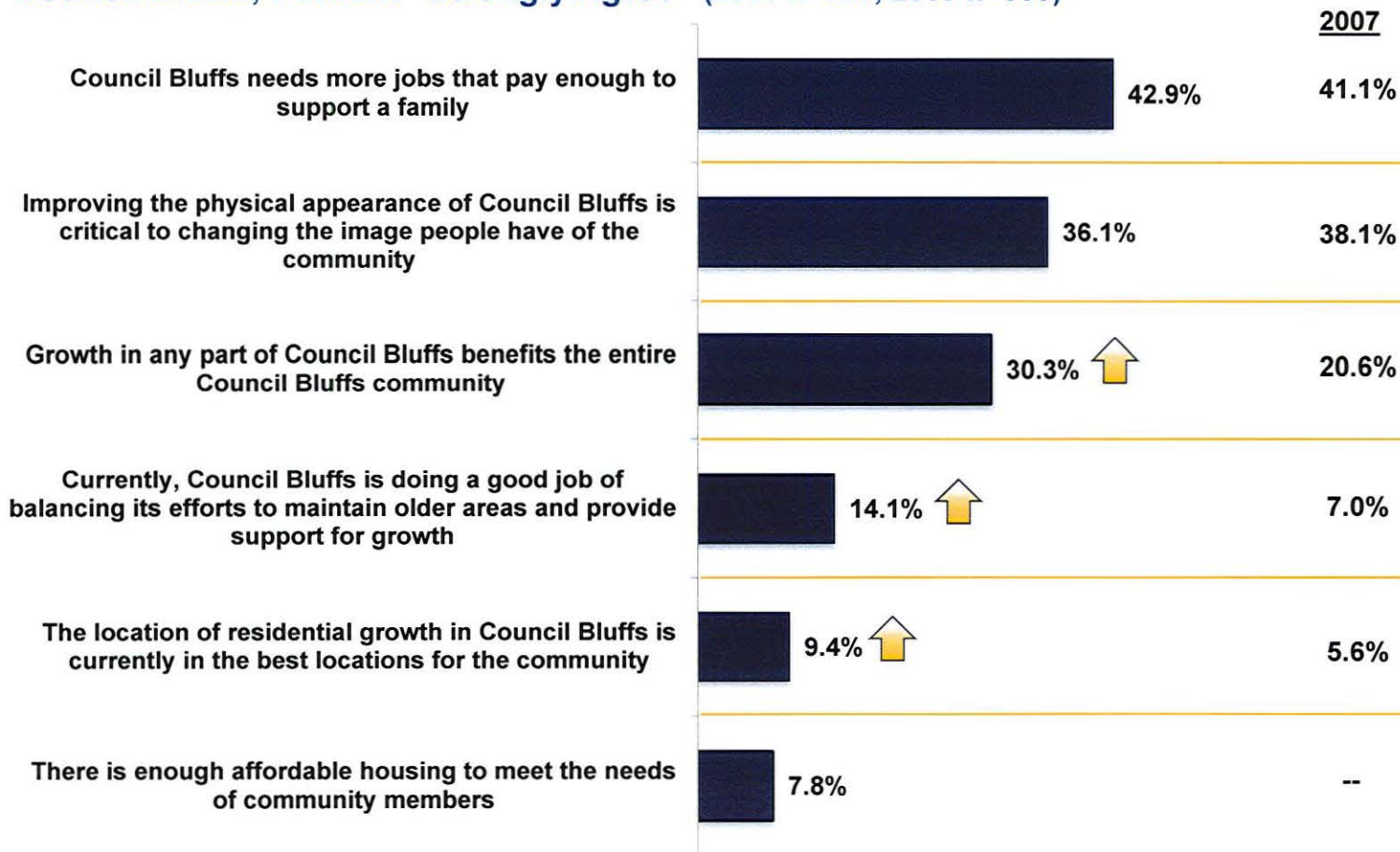
Biggest Problem for Pottawattamie County



Q6

Area Growth and Development

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



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

Q7A-Q7H

Area Growth and Development

Pottawattamie County; Percent "Strongly Agree" (2013 n=210; 2007 n=310)

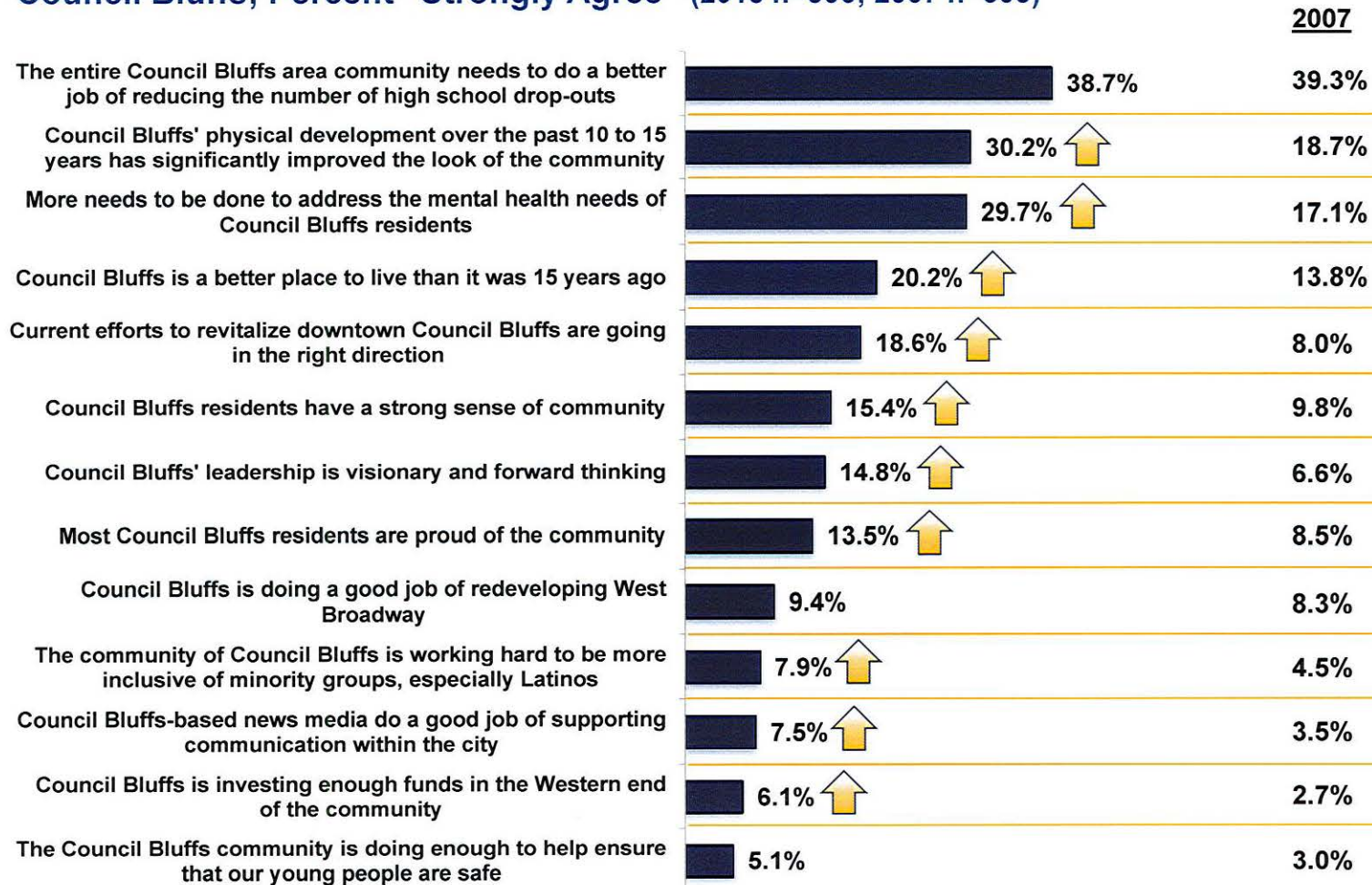
		<u>2007</u>
Pottawattamie Co. needs more jobs that pay enough to support a family	38.0%	29.0%
Improving the physical appearance of Council Bluffs is critical to changing the image people have of the community	32.2%	30.3%
Pottawattamie County's communities have a good future as places to live	20.5%	18.1%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

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Q7AA-Q7LL

Community Priorities

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



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Q8A-Q8M

Community Priorities

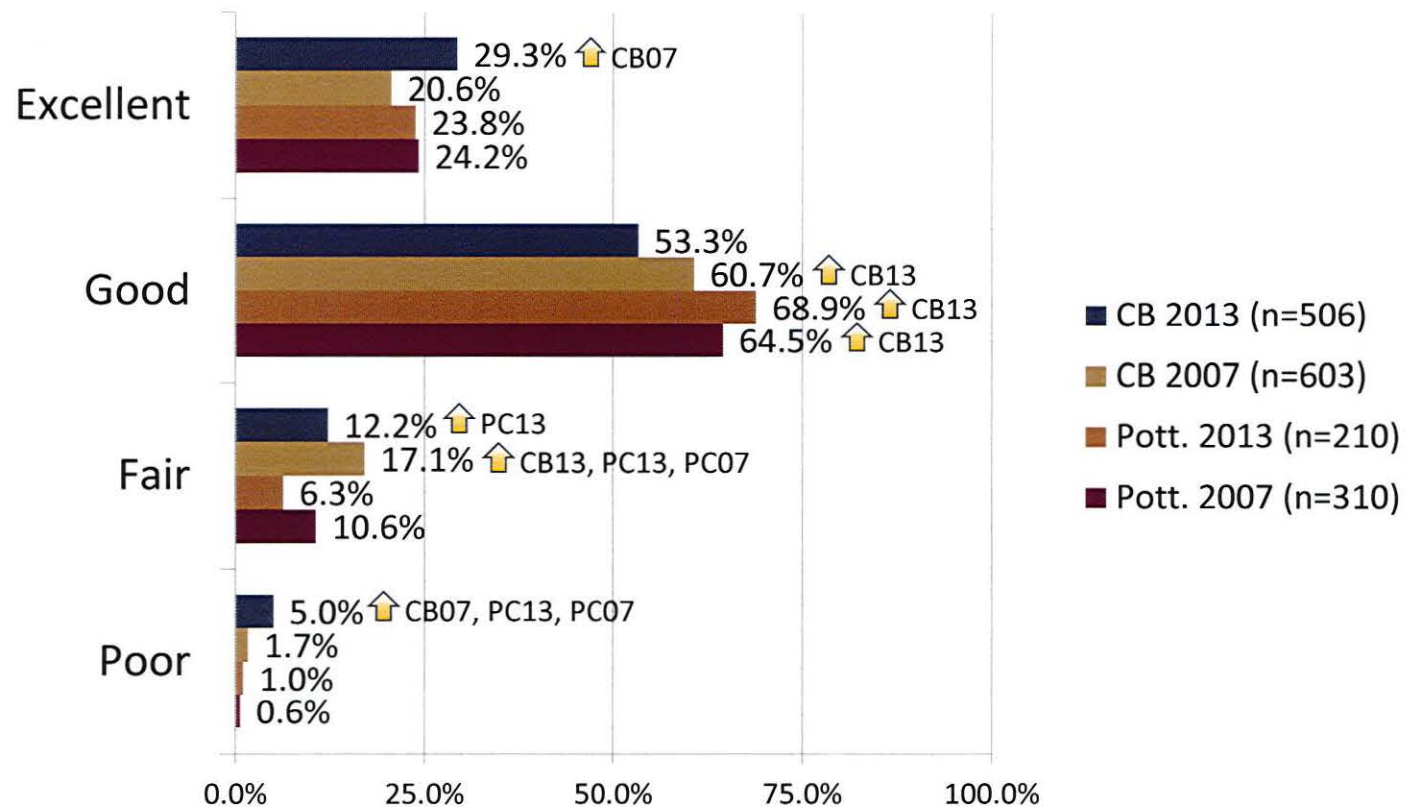
Pottawattamie County; Percent "Strongly Agree" (2013 n=210; 2007 n=310)

		<u>2007</u>
Residents of my area have a strong sense of community	20.5%	20.3%
Pottawattamie Co. area communities need to do a better job of reducing the number of high school drop-outs	20.1%	24.2%
Council Bluffs' physical development over the past 10 to 15 years has significantly improved the look of the community	19.2%	18.4%
More needs to be done to address the mental health needs of Pottawattamie Co. residents	16.6%	12.9%
Most community residents are proud of the community	16.3%	12.3%
My community is a better place to live than it was 15 years ago	14.8%	9.0%
Community leadership in my area is visionary and forward thinking	12.5% ↑	4.2%
My community is doing enough to help ensure that our young people are safe	9.4% ↑	3.9%
Local news media do a good job of covering news and supporting communication within my area	9.0% ↑	2.6%
Pottawattamie Co. is working hard to be more inclusive of minority groups, especially Latinos	4.7%	4.8%

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Q8AA-Q8JJ

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



Q9

Community Institutions

Council Bluffs
(n=506)

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

Q11A-Q11V

Community Institutions

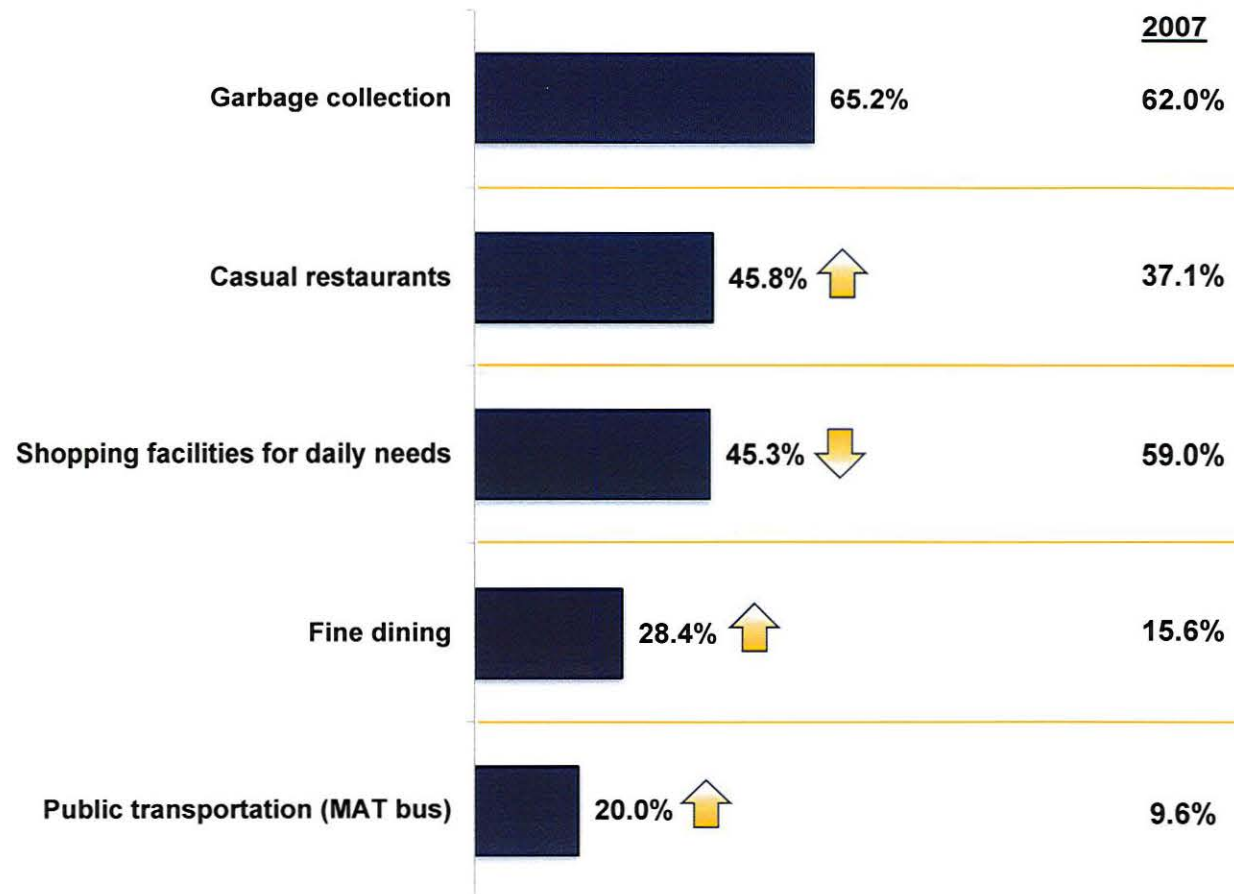
Pottawattamie County (n=210)

Institution	GPA	Letter Grade
Iowa Western Community College	3.57	A
Nearest Community Library	3.54	A
Community Senior Center	3.21	B
Iowa West Foundation	3.17	B
Council Bluffs Hospitals	3.08	B
Mid-America Center	3.05	B
Your Community Hospitals	3.03	B
Your Neighborhood Association	2.93	B
Your Community Schools in General	2.81	B
Your Community Schools Board of Education	2.71	B
Your Community's City Government in General	2.70	B
Your Community's City Council	2.69	B
Pottawattamie County Government in General	2.65	B
Pottawattamie County Supervisors	2.53	B
Daily Nonpareil Newspaper	2.45	C

Q11AA-Q1100

Community Services: Daily Needs

Council Bluffs; Percent "Very Satisfied" (2013 n=481-503, depending on variable; 2007 n=603)

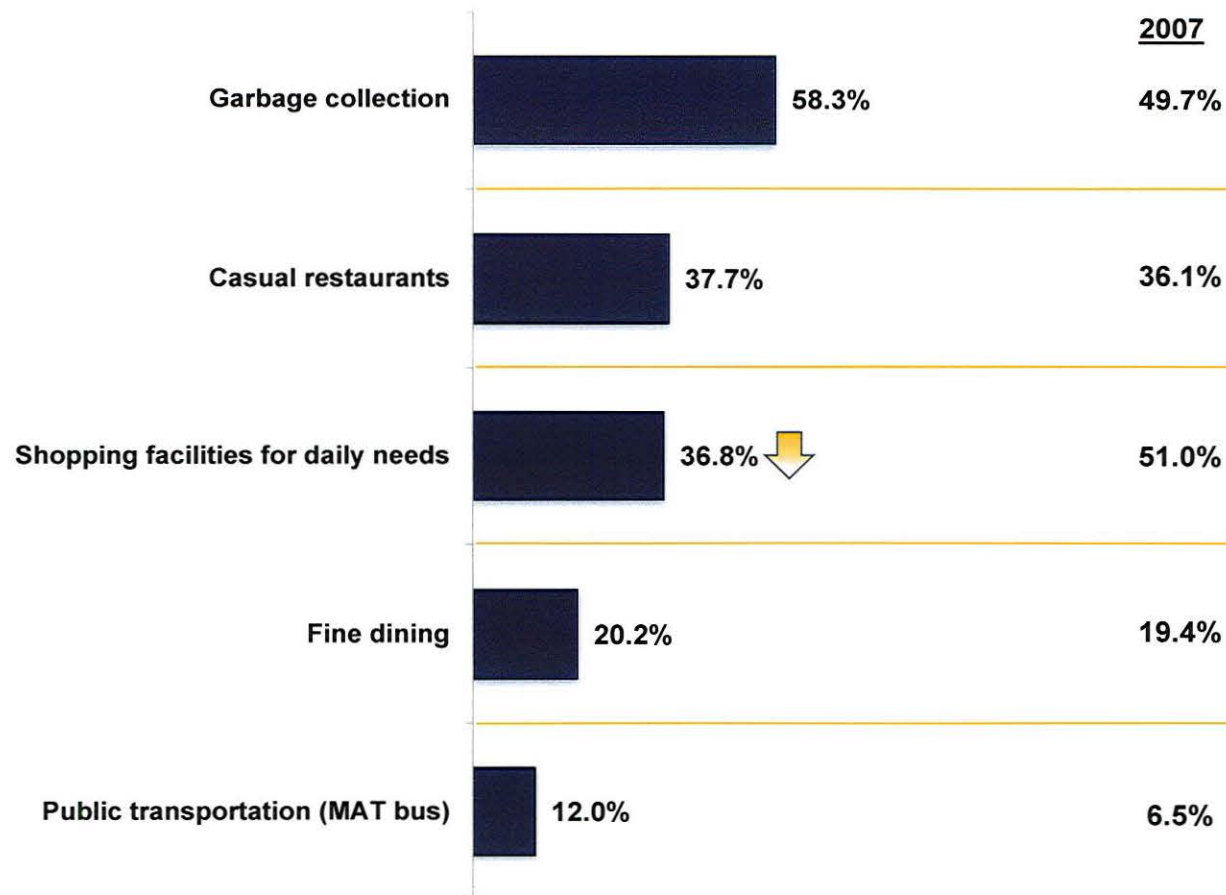


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Q12A-Q12E

Community Services: Daily Needs

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

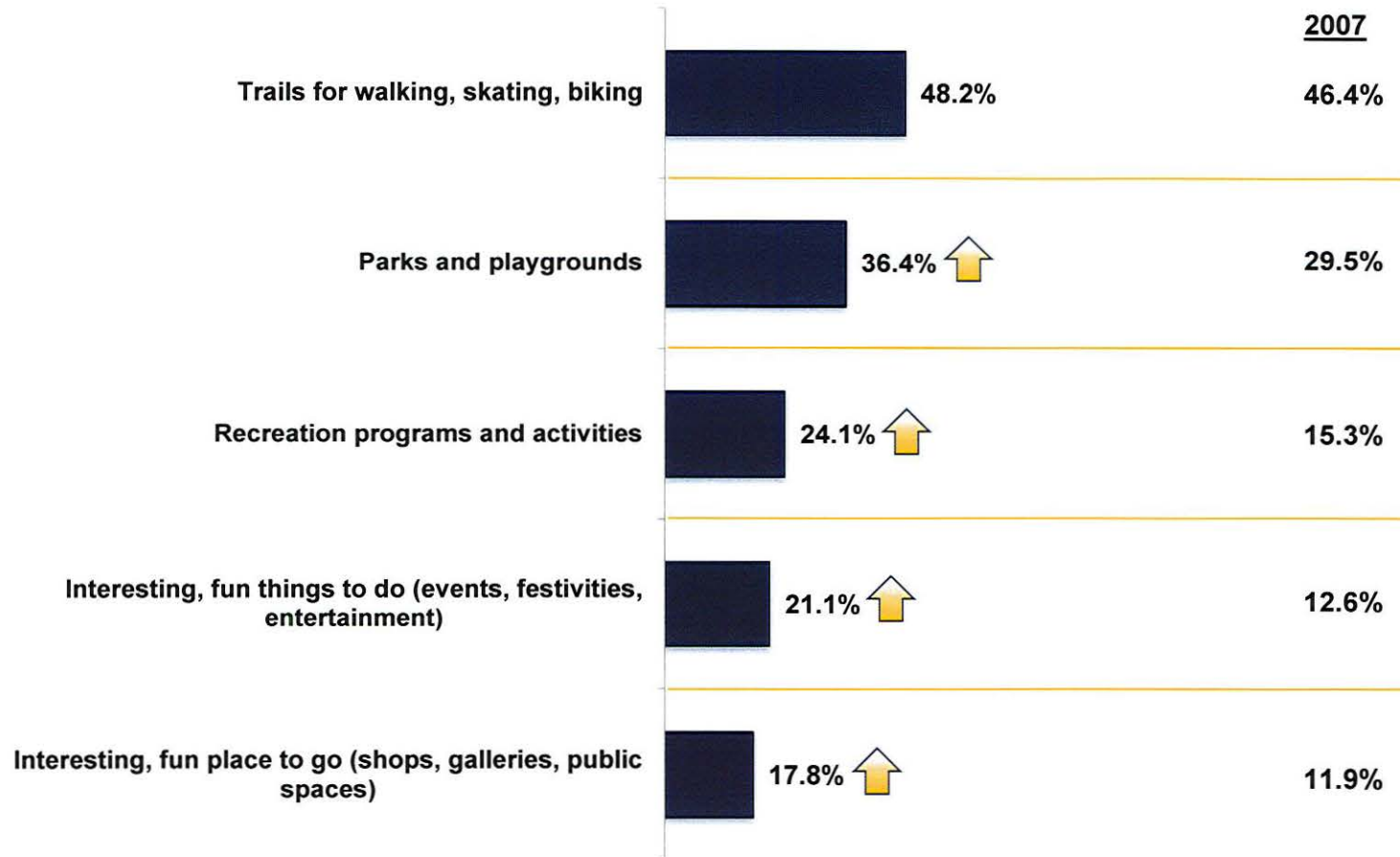


⬆️/⬆️ Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.

Q12A-Q12E

Community Services: Leisure Time

Council Bluffs; Percent "Very Satisfied" (2013 n=495-505, depending on variable; 2007 n=603)

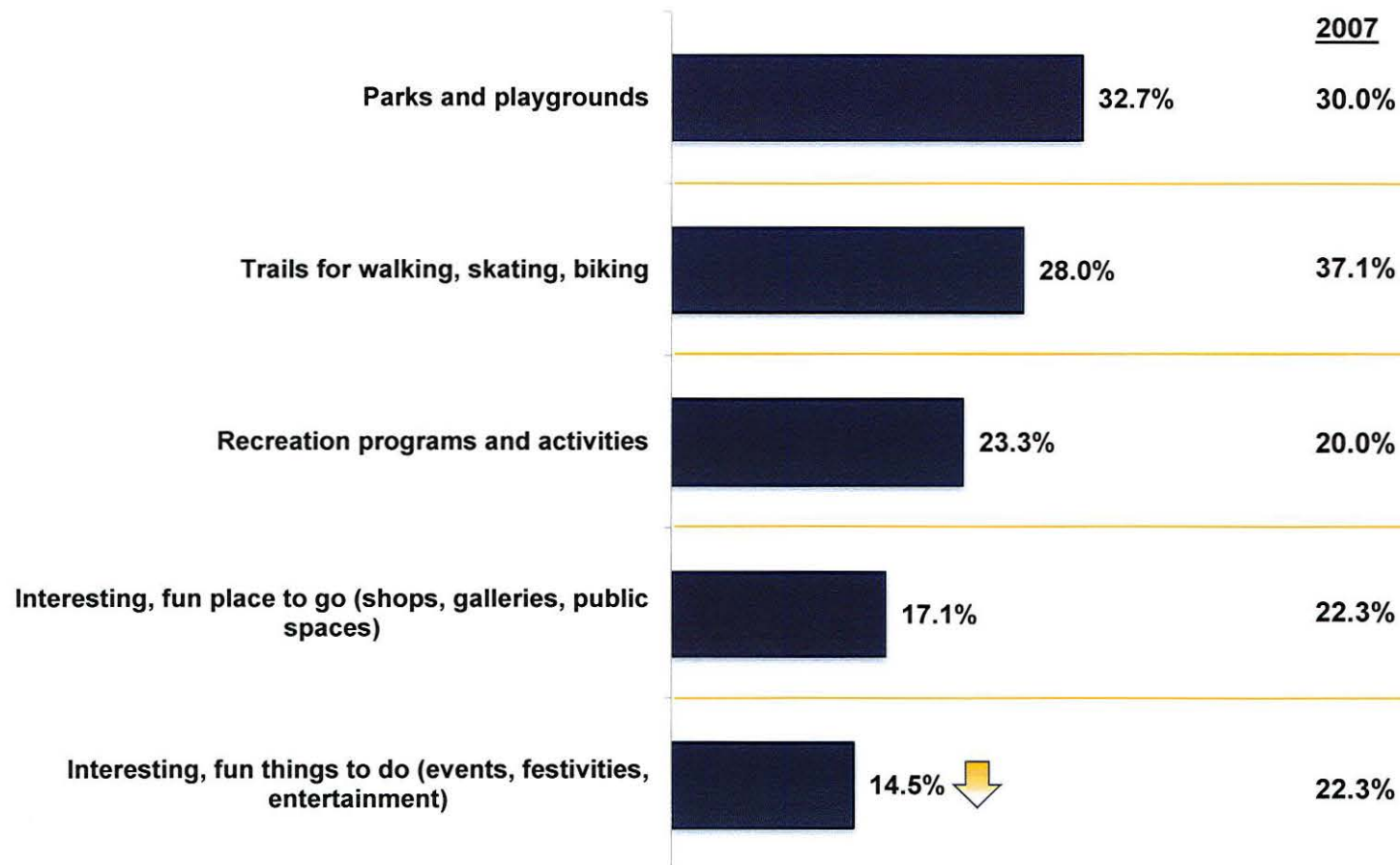


↑/↓ Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.

Q13A-Q13E

Community Services: Leisure Time

Pottawattamie County; Percent "Very Satisfied" (2013 n=204-208, depending on variable; 2007 n=310)

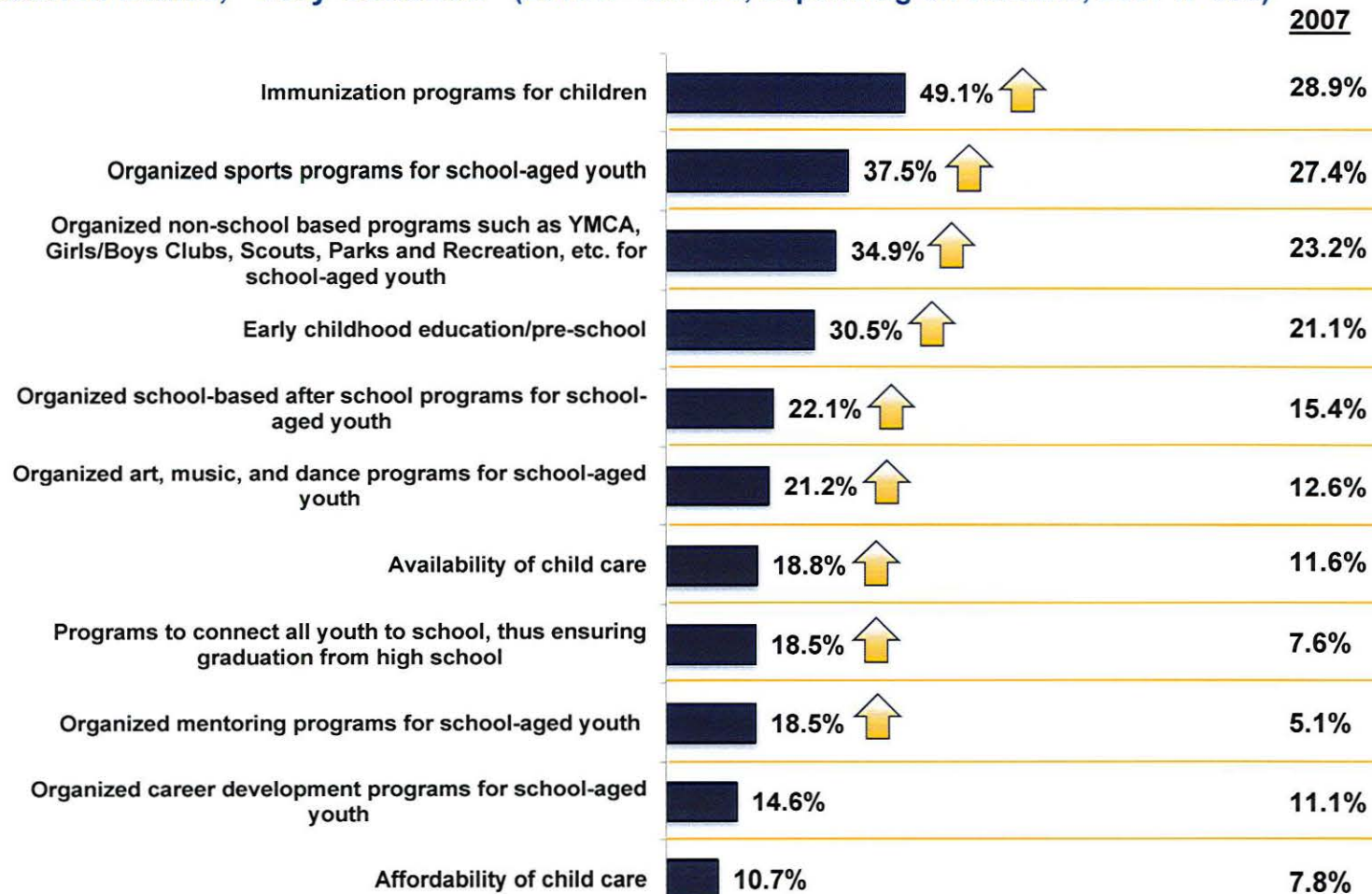


⬆️/⬆️ Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.

Q13A-Q13E

Community Services: Children and Youth

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

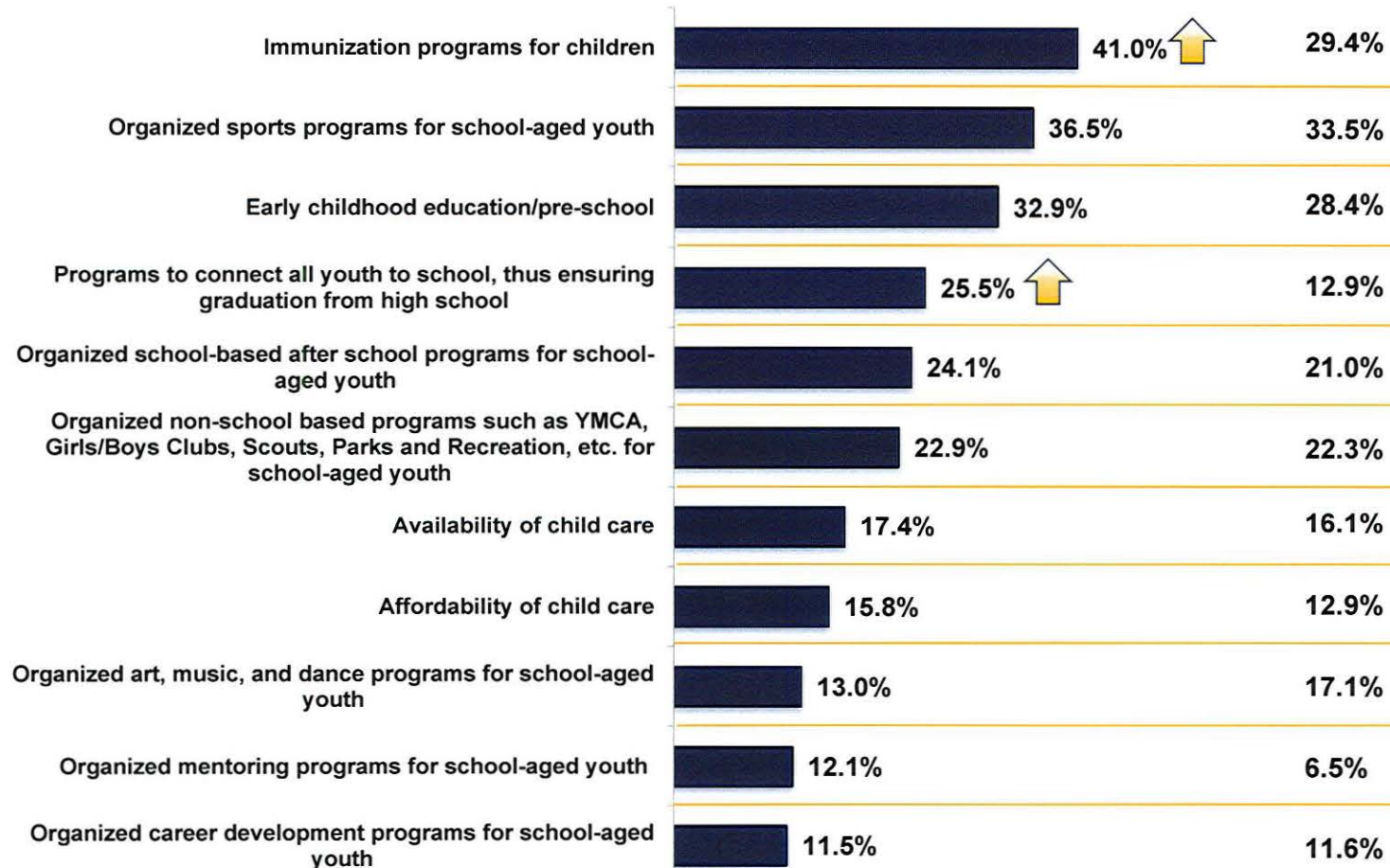


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Q14A-Q14K

Community Services: Children and Youth

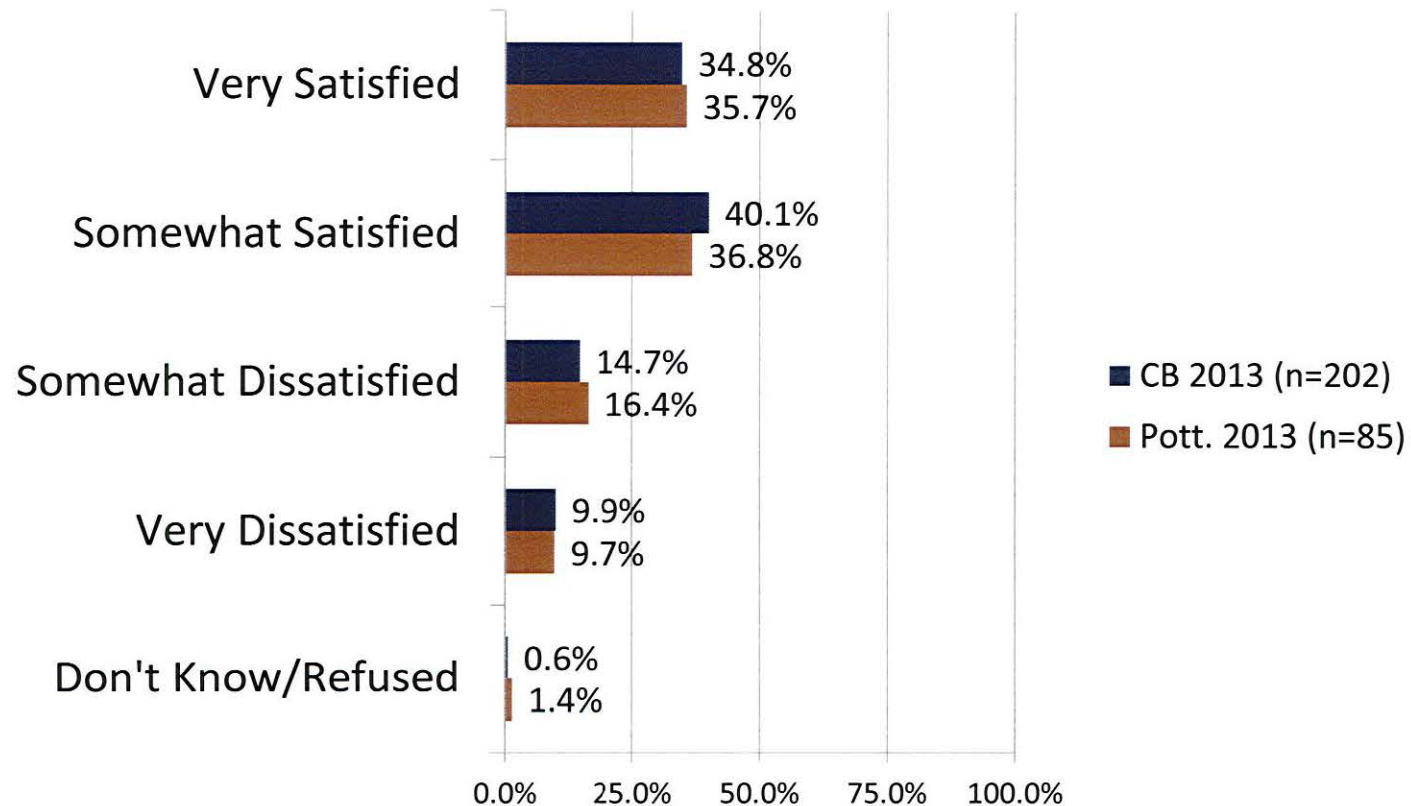
Pottawattamie County; "Very Satisfied" (2013 n=194-207, depending on variable; 2007 n=310)
2007



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

Q14A-Q14K

How satisfied are you with the K through 12 schools in your area?*

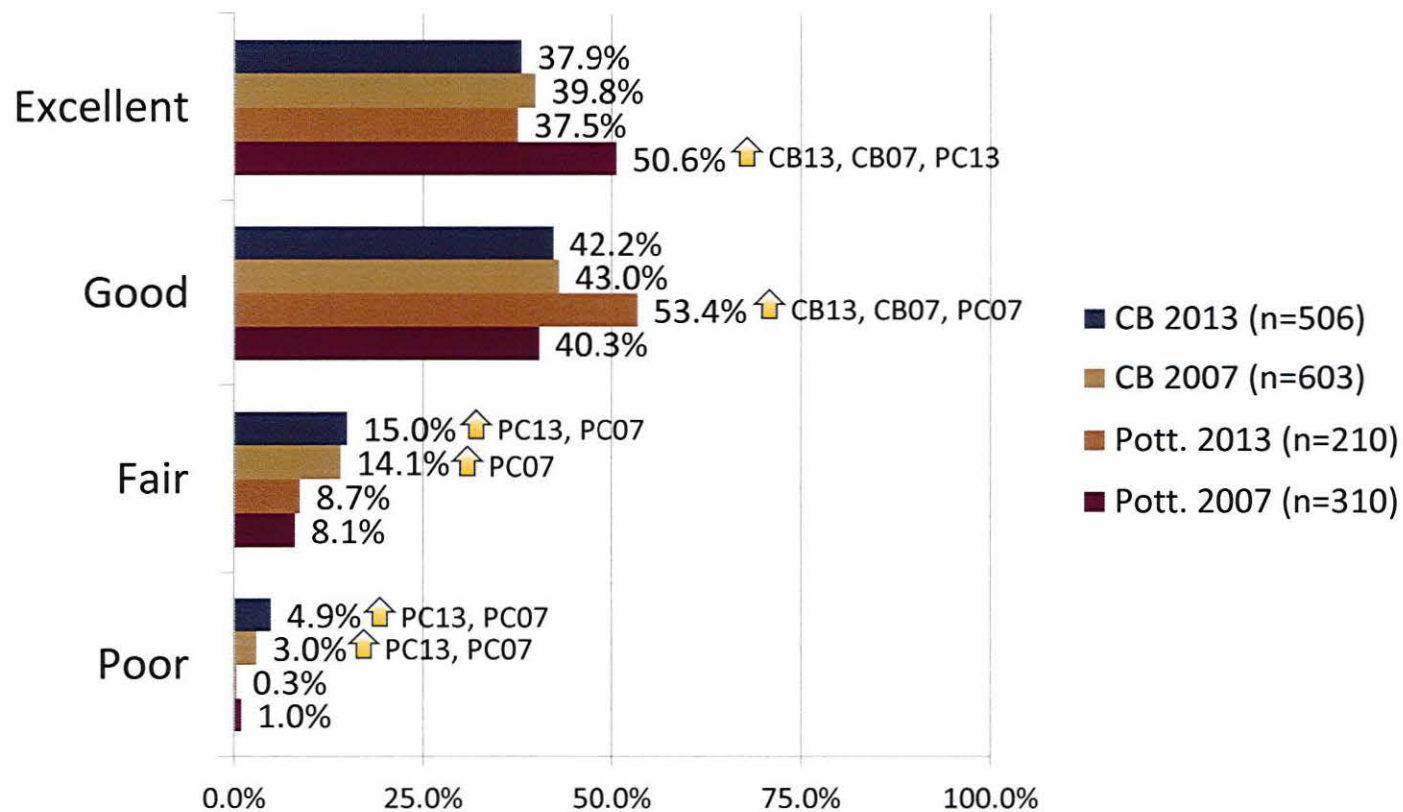


*Among respondents with a child in their household attending an area school in grade K through 12.

↑/↓ Indicates results are statistically significant at the 95% confidence level.

Q14M

In general, how would you rate your neighborhood/ community/area as a place to live?



Q18

Sense of Place

Council Bluffs; Percent "Strongly Agree" (2013 n=506; 2007 n=603)

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

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Q21A-Q21M

Sense of Place

Pottawattamie County; Percent "Strongly Agree" (2013 n=210; 2007 n=310)

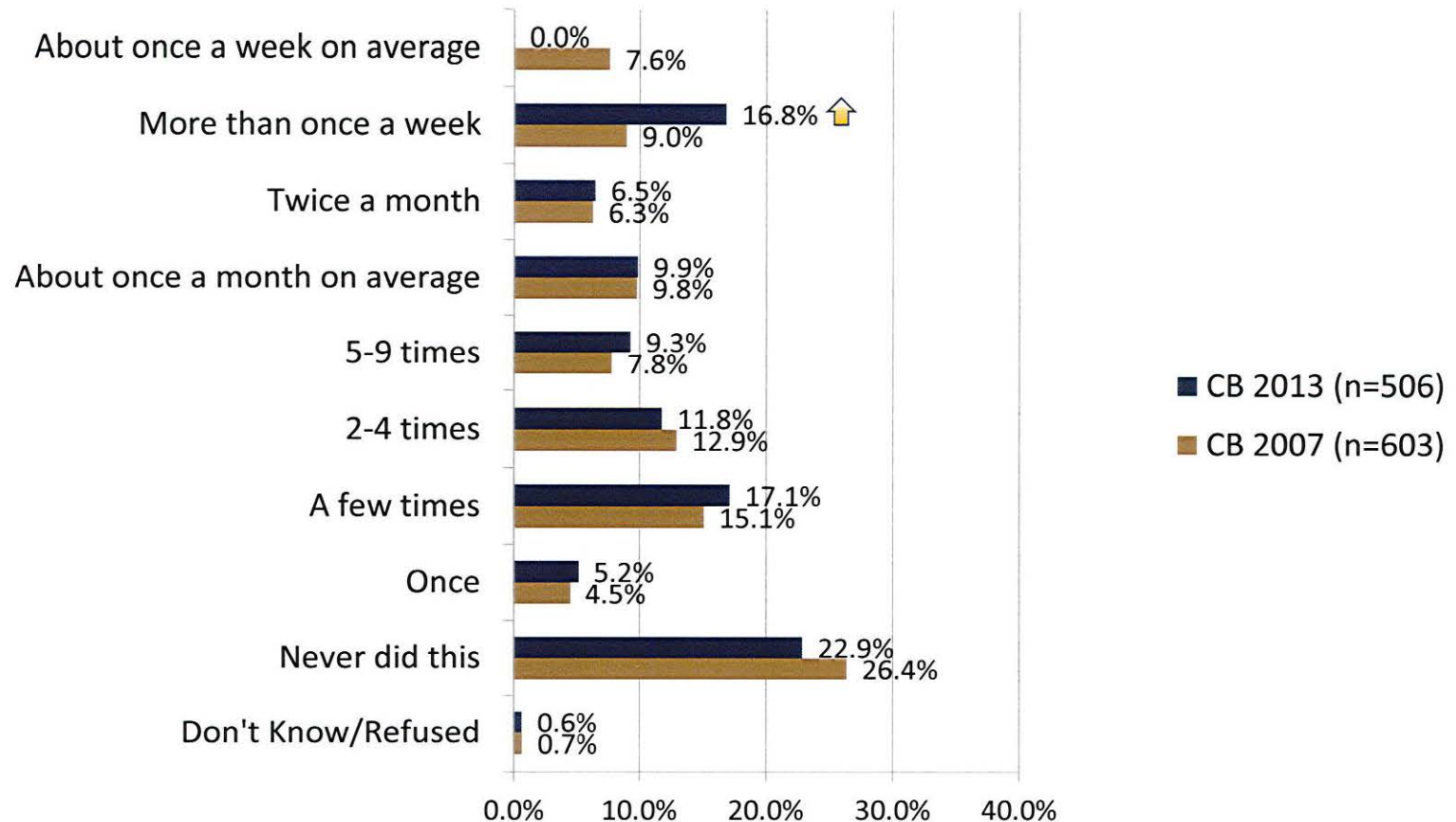
		<u>2007</u>
I am satisfied with my current housing condition	49.4%	46.5%
My home/apartment is in good condition	48.7%	50.3%
People around here are willing to help their neighbors	39.0%	42.9%
There are adults in this community that children can look up to	38.8%	40.0%
The housing in my neighborhood is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

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

Q21A-Q21M

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

Council Bluffs

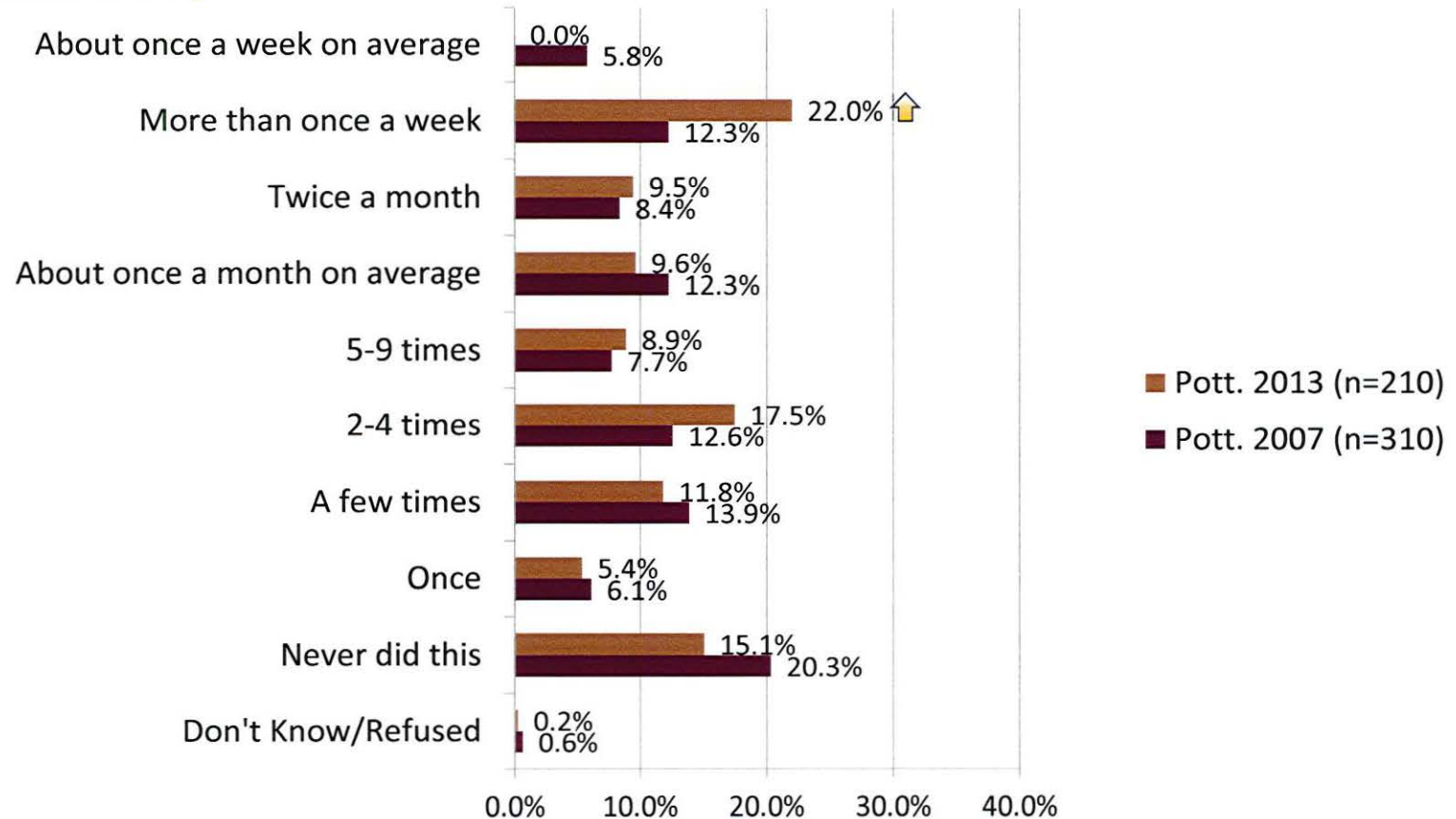


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Q24

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

Pottawattamie County

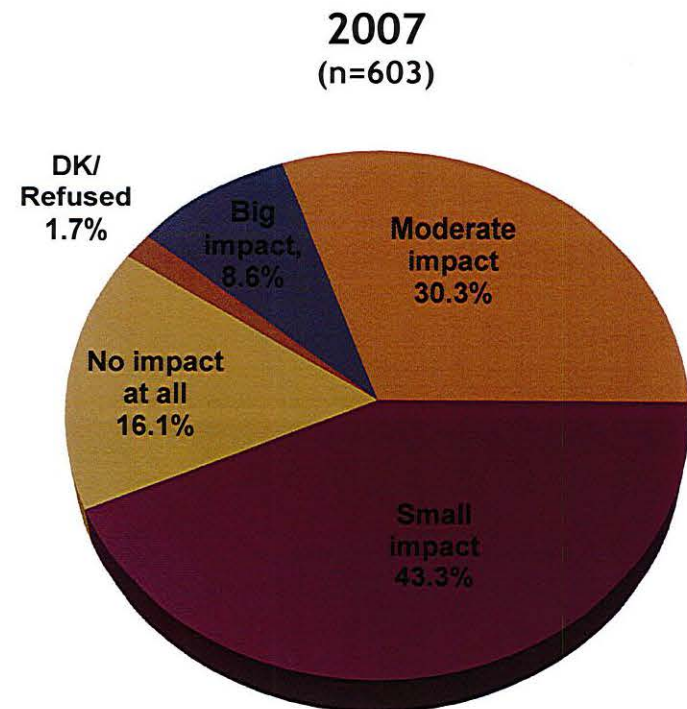
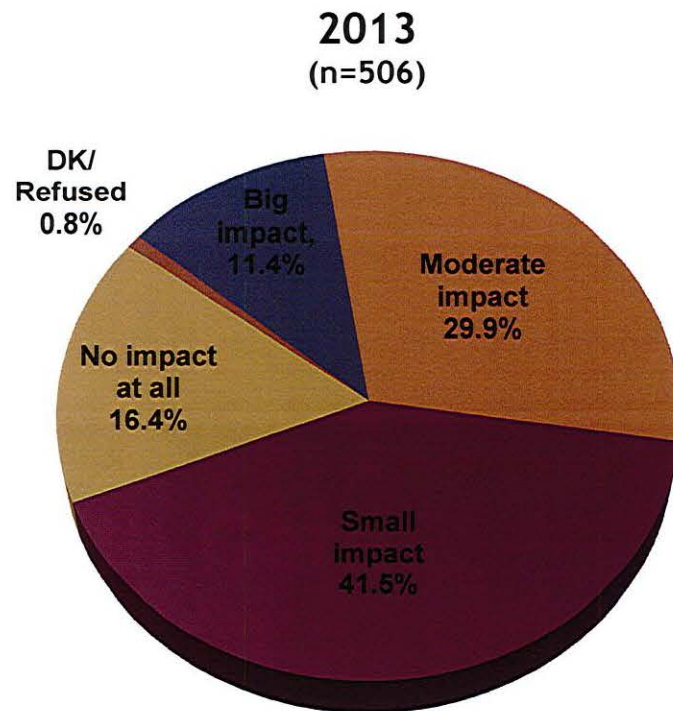


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Q24

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

Council Bluffs

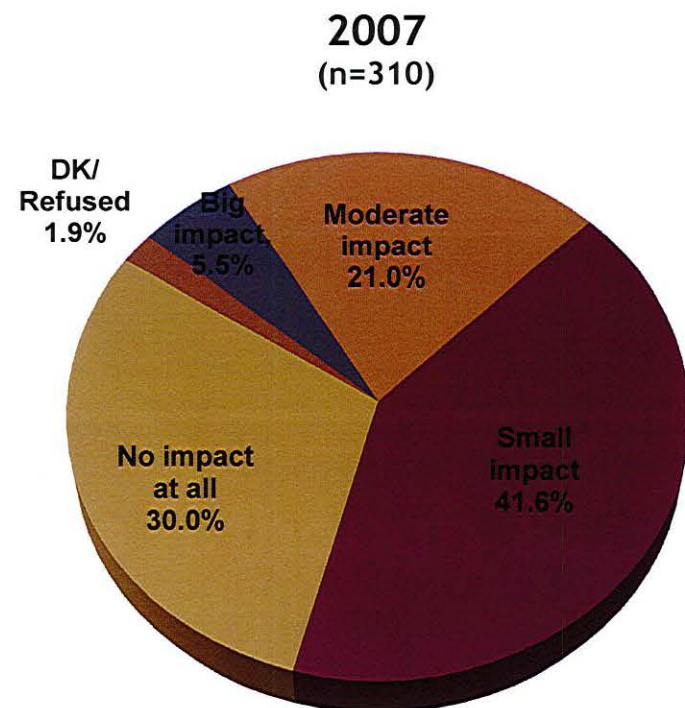
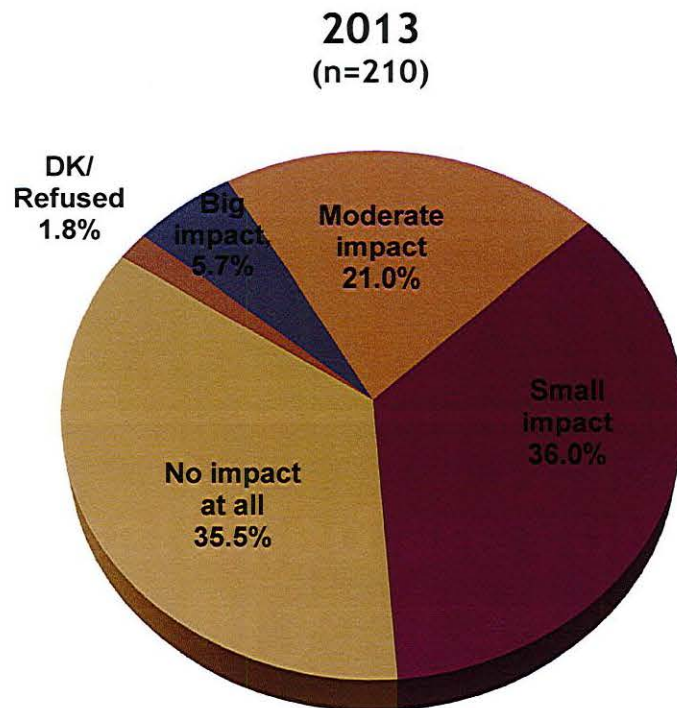


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Q25

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

Pottawattamie County

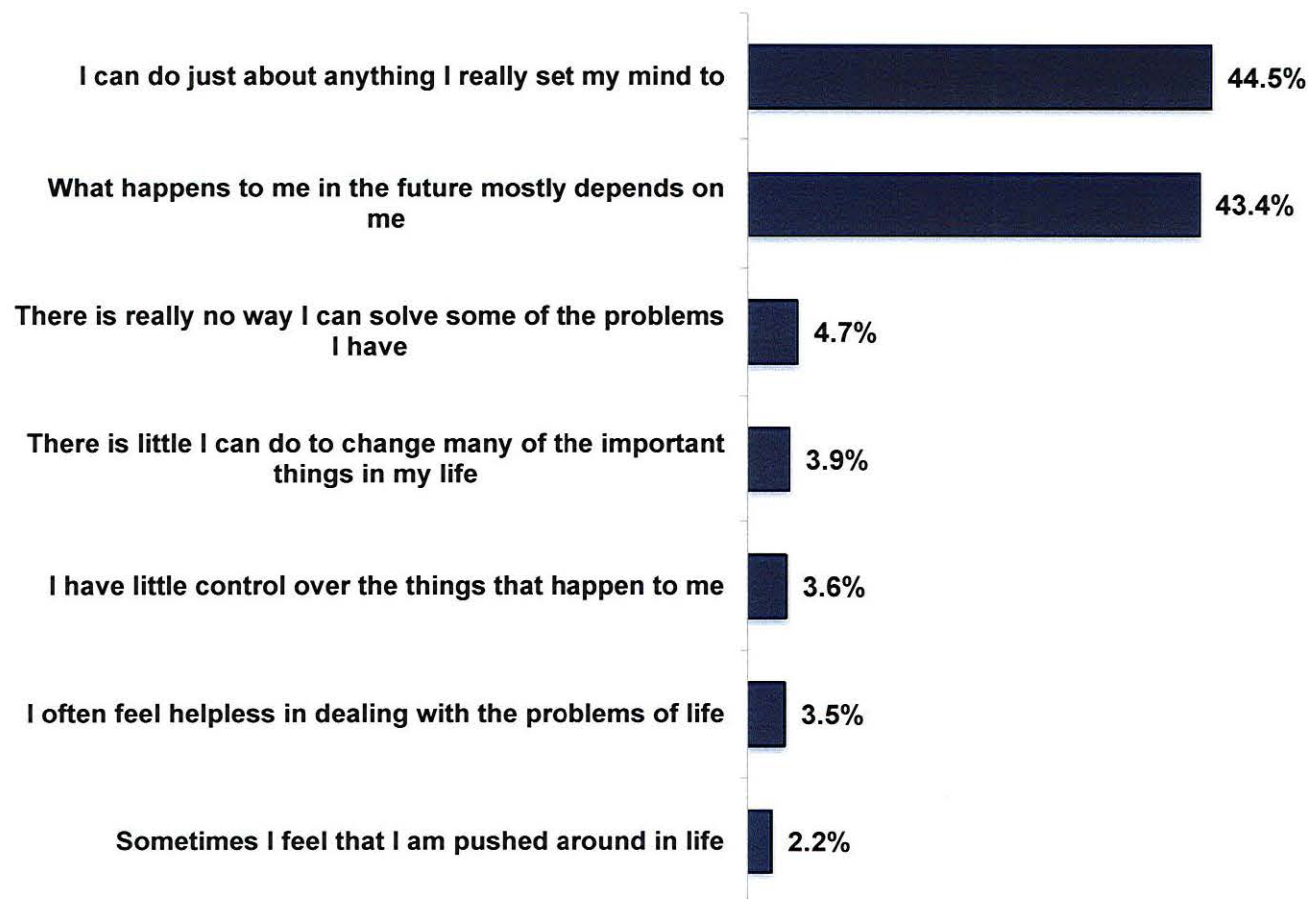


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Q25

Individual Outlook

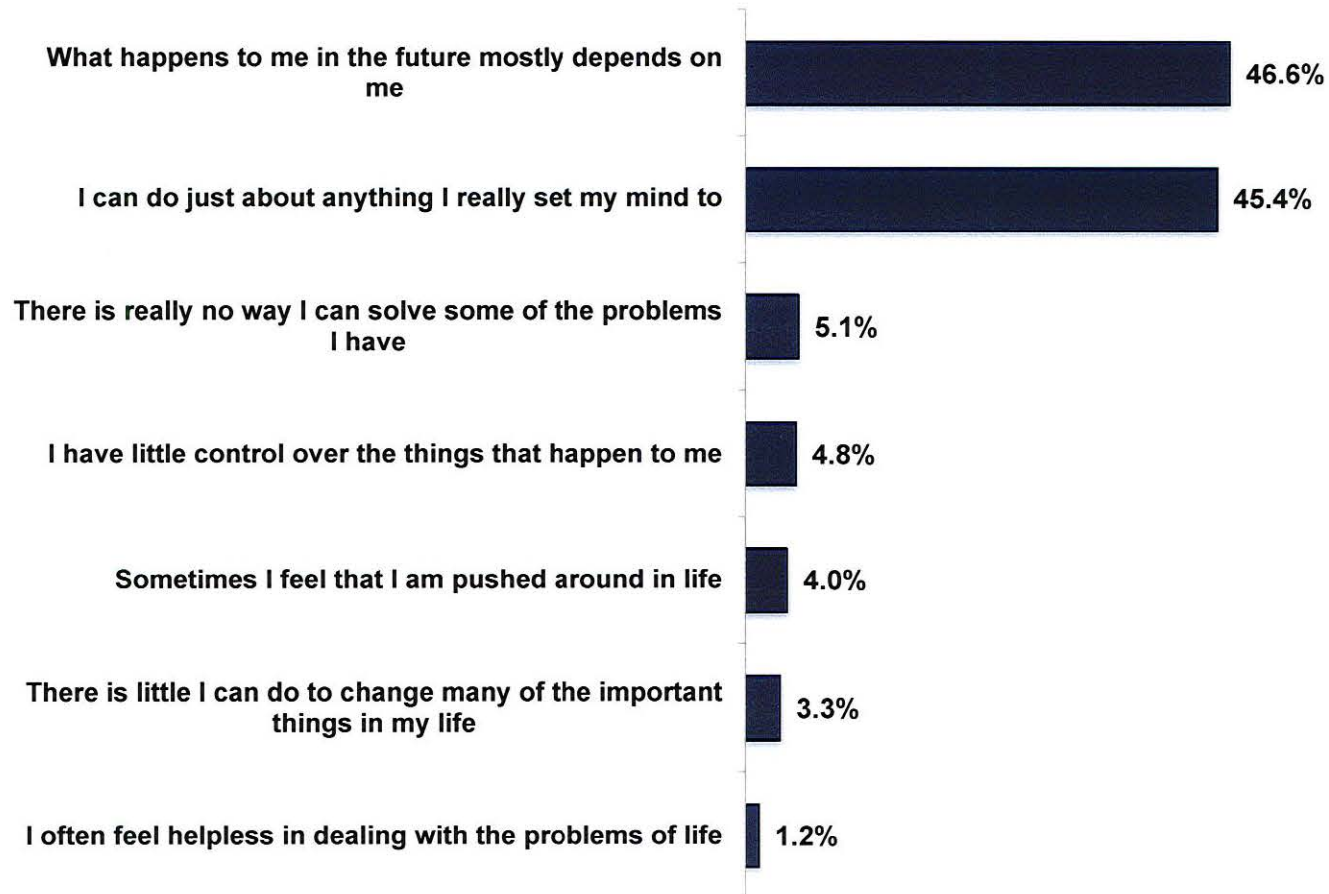
Council Bluffs; Percent "Strongly Agree" (n=506)



Q28A-Q28G

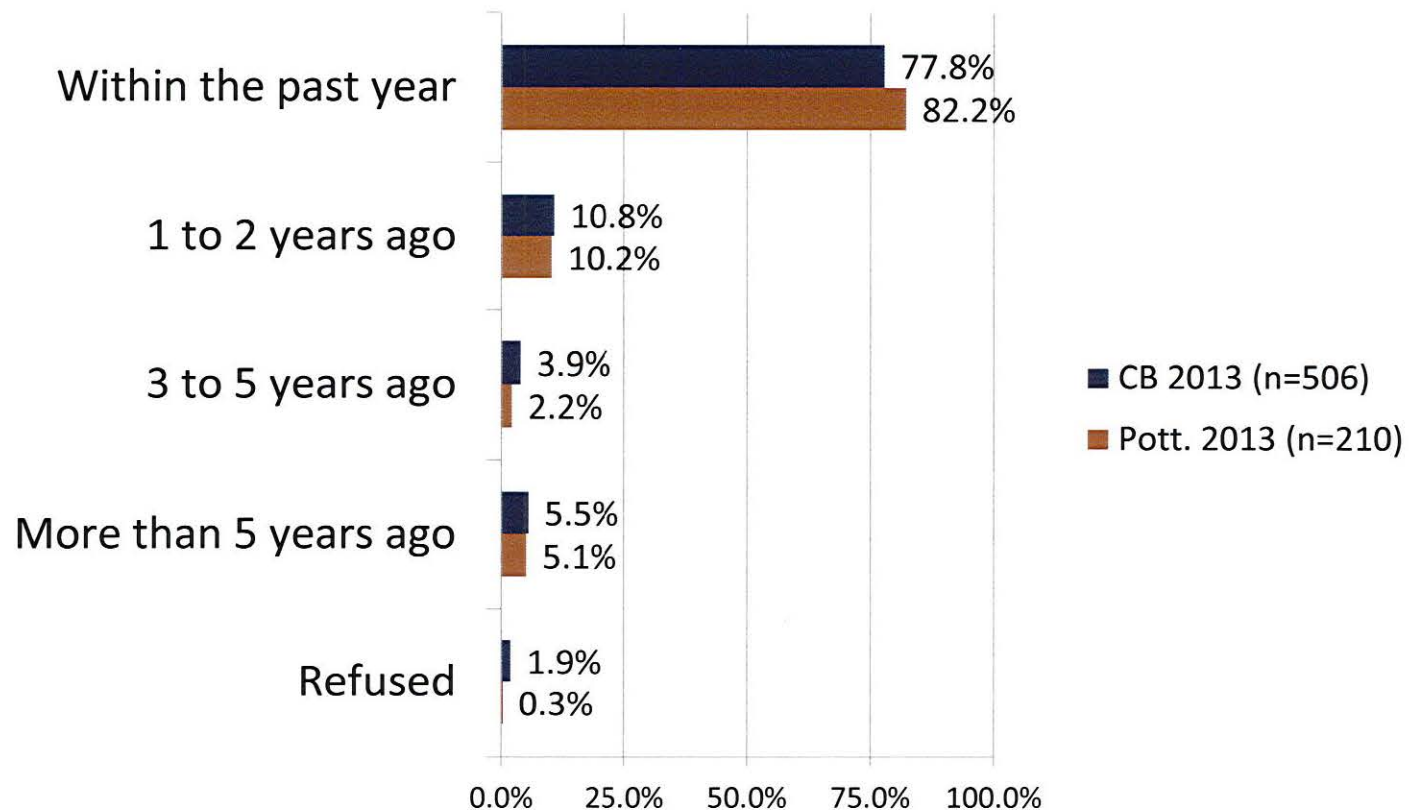
Individual Outlook

Pottawattamie County; Percent “Strongly Agree” (n=210)



Q28A-Q28G

About how long has it been since you last visited a doctor or other health care professional for a routine check-up?



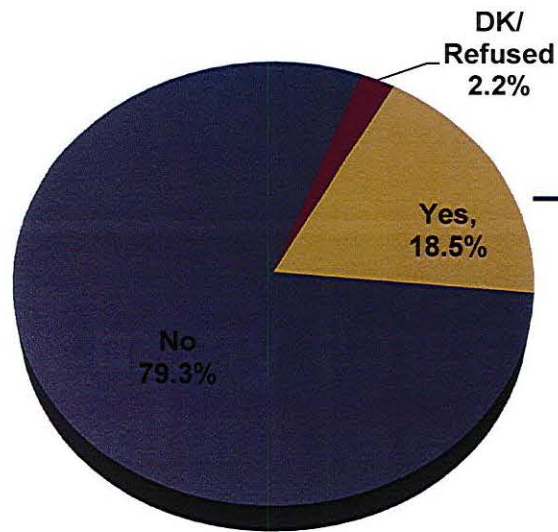
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Q29A

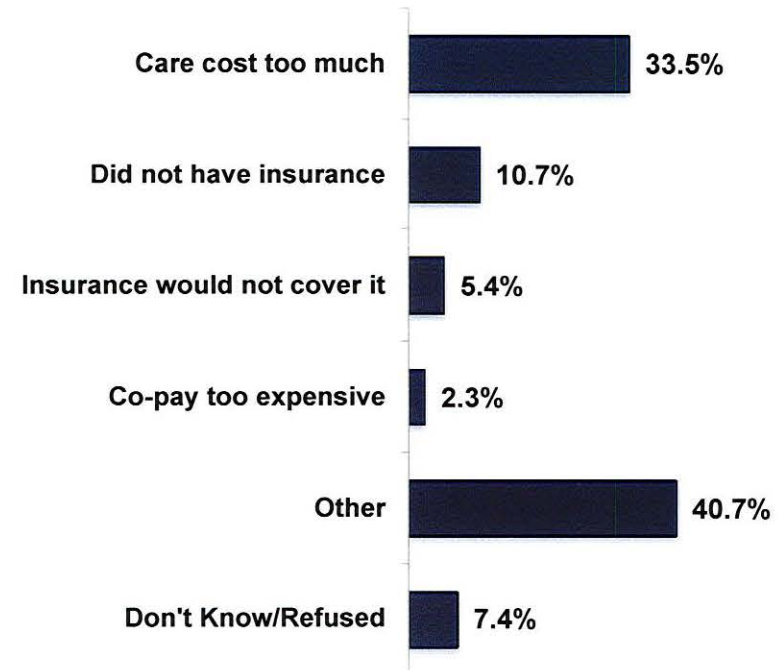
Health Care

Council Bluffs

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)

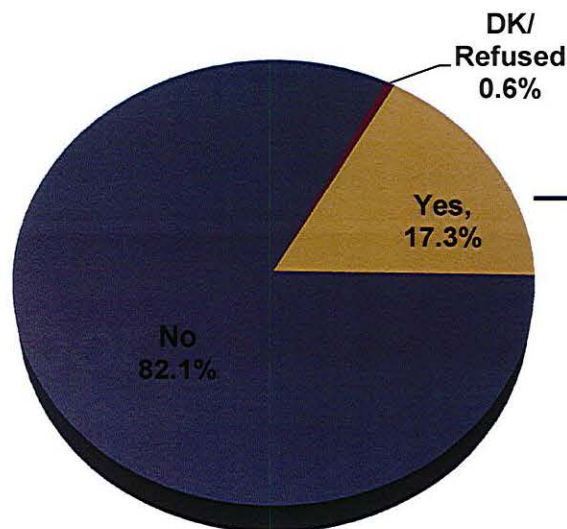


Q29B/Q29C

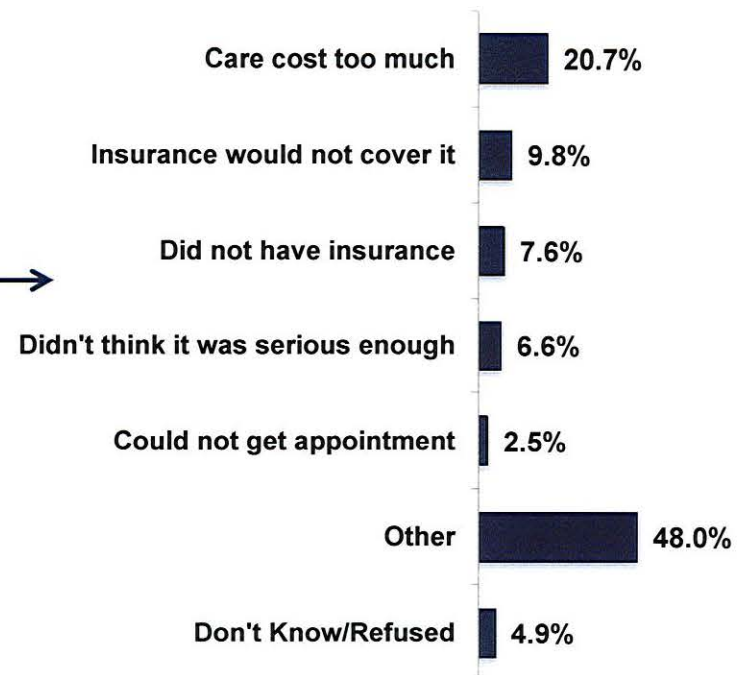
Health Care

Pottawattamie County

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)



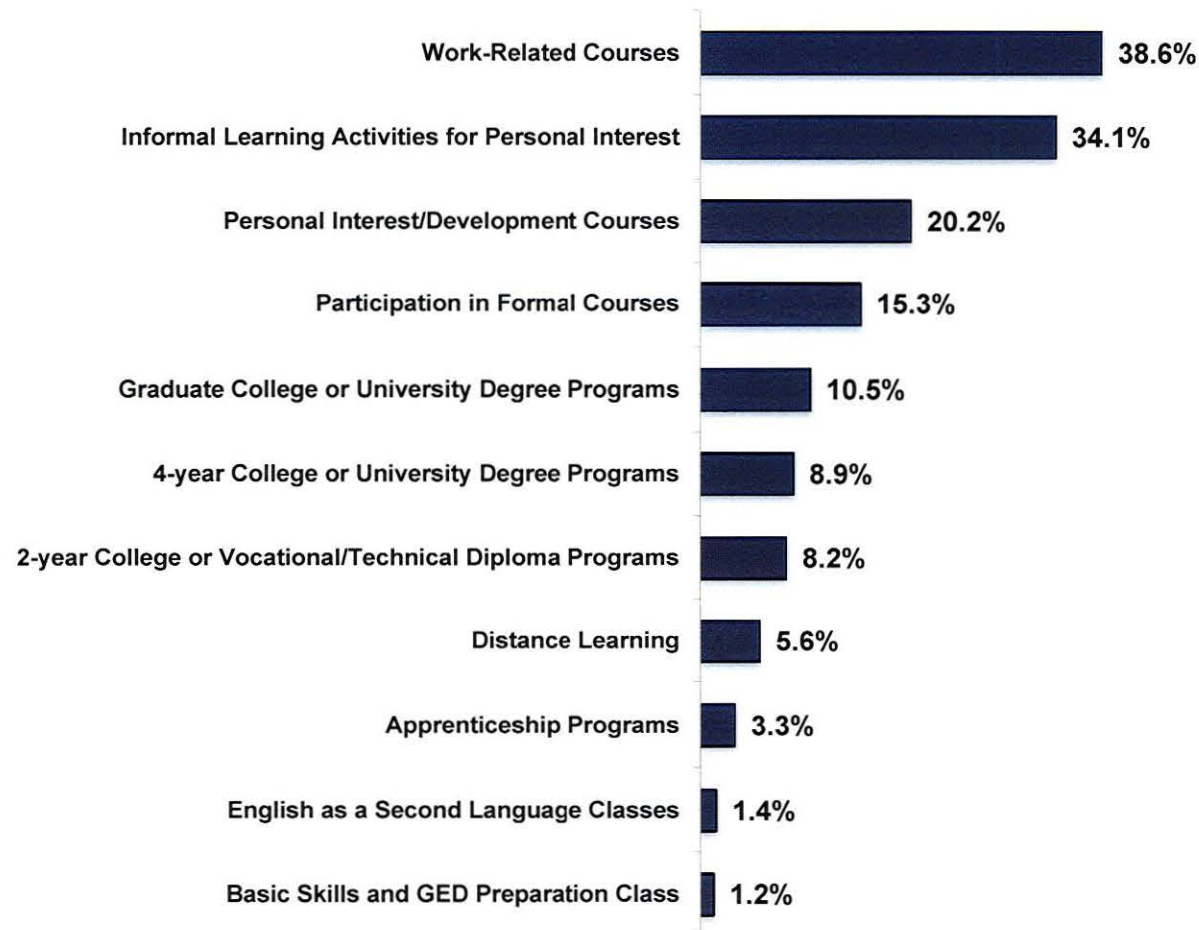
Why did you not get or delay getting the care you thought you needed? (n=36)



Q29B/Q29C

Education

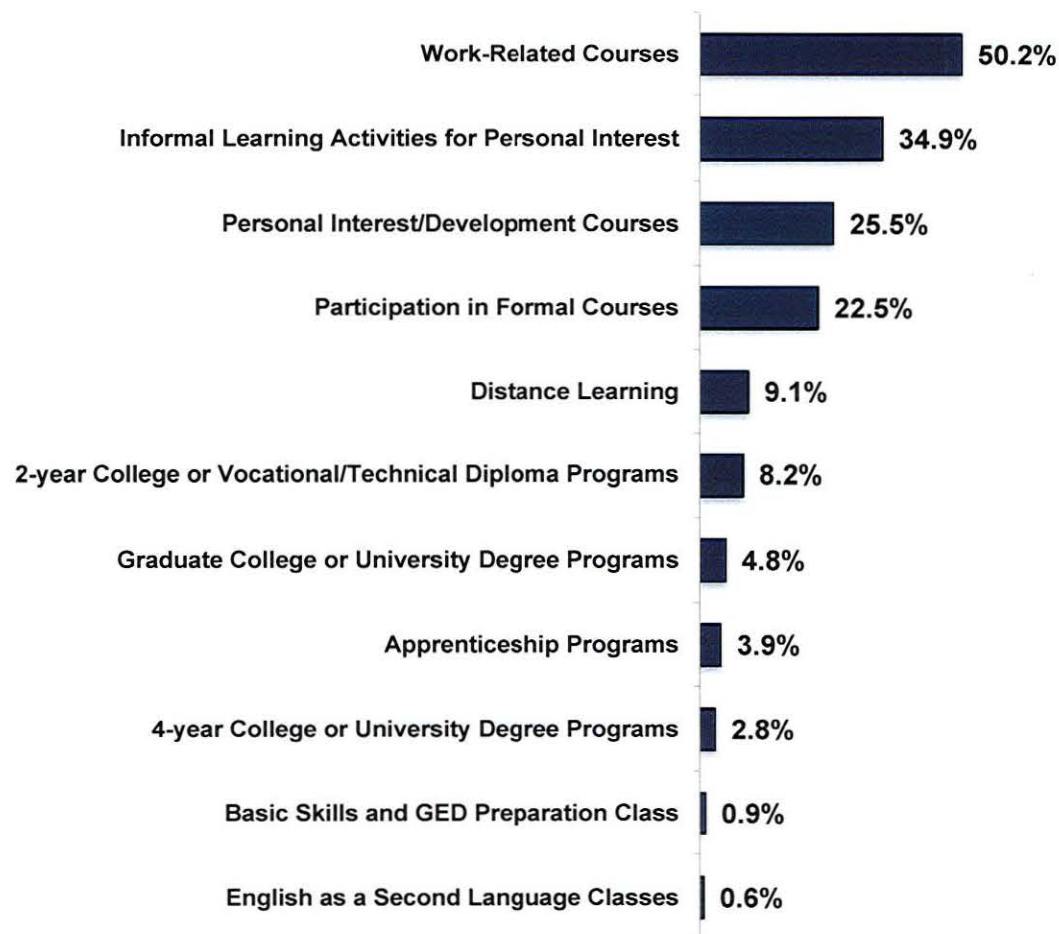
Council Bluffs; Percent that has participated during past 12 months (2013 n=506)



Q32A-Q32K

Education

Pottawattamie County; Percent that has participated during past 12 months (2013 n=210)



Q32A-Q32K

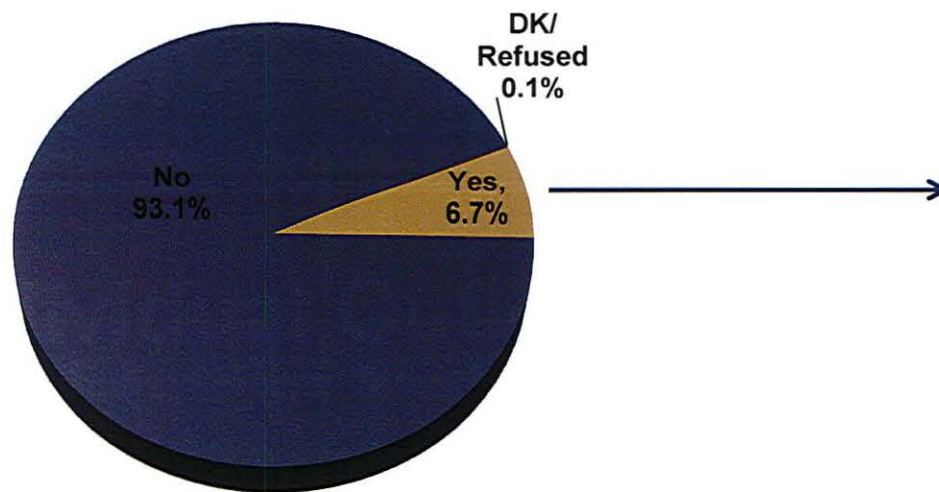


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Insights Revealed

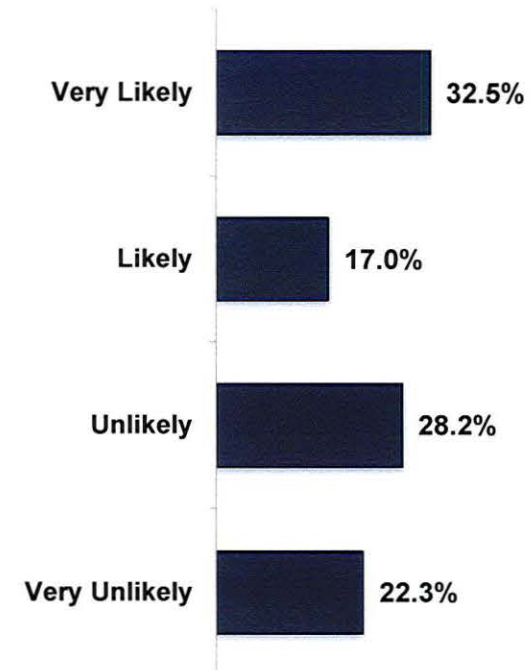
Education

Council Bluffs

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)

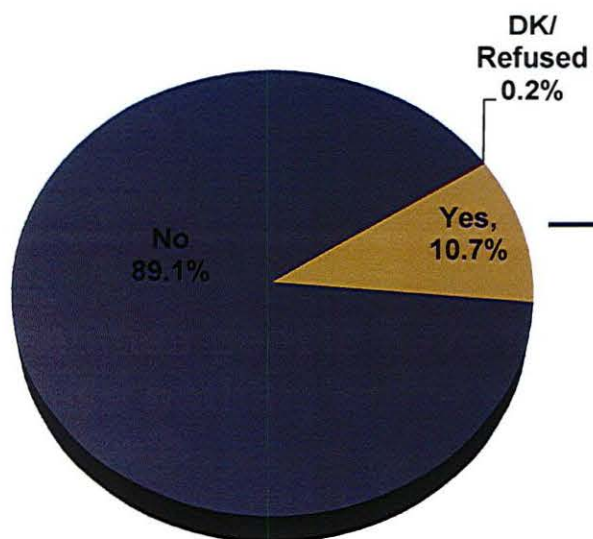


Q34A/Q34B

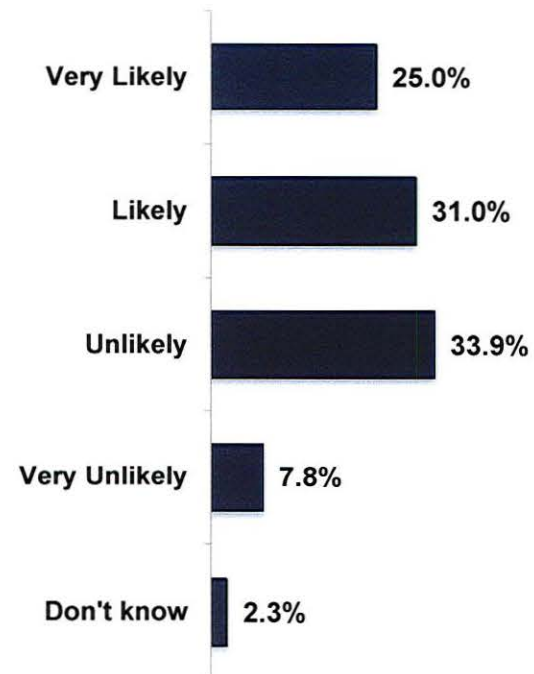
Education

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)



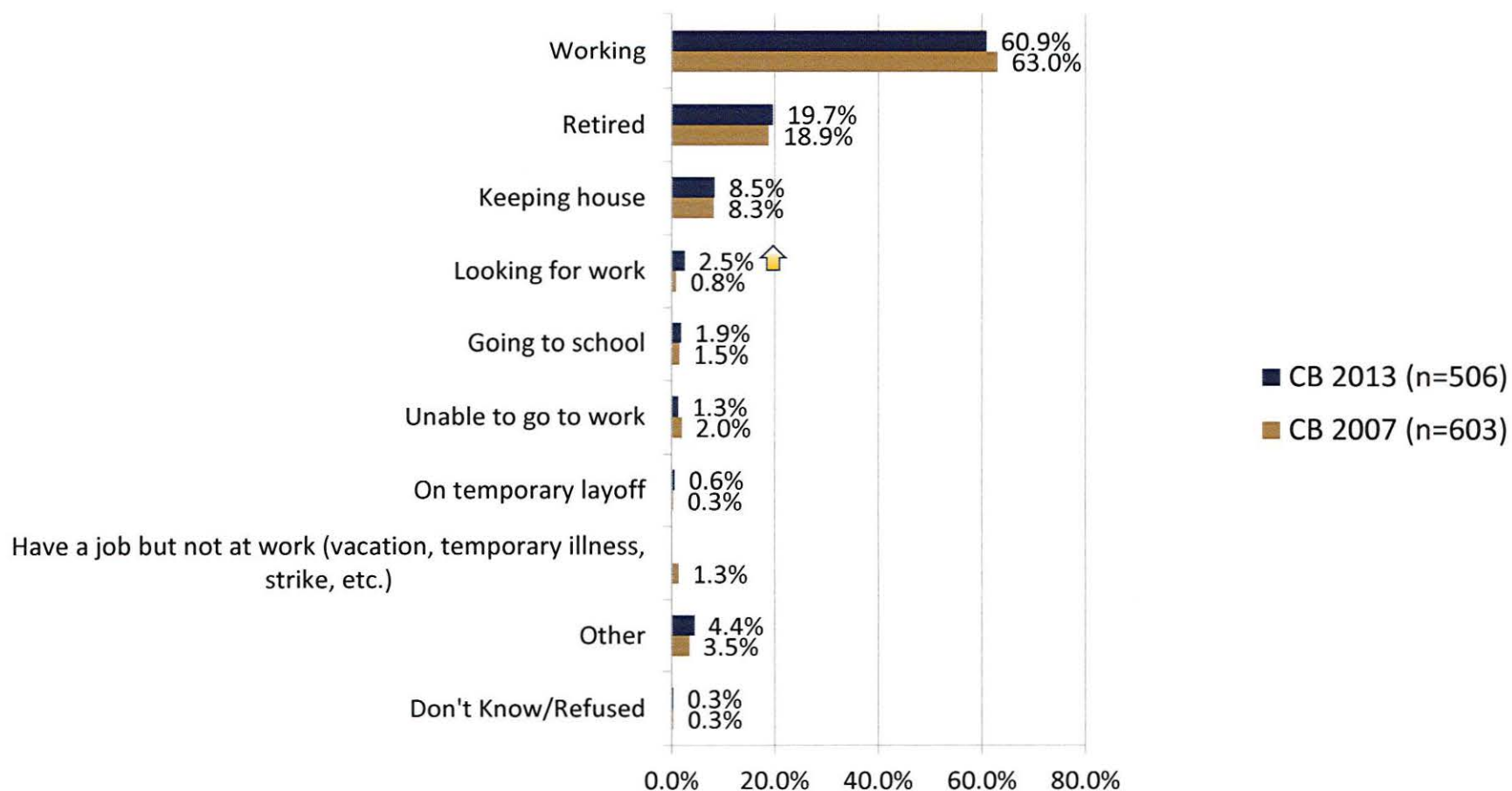
How likely do you think it is that your children will return to Council Bluffs after they have finished college?
(n=22)



Q34A/Q34B

Labor

Council Bluffs

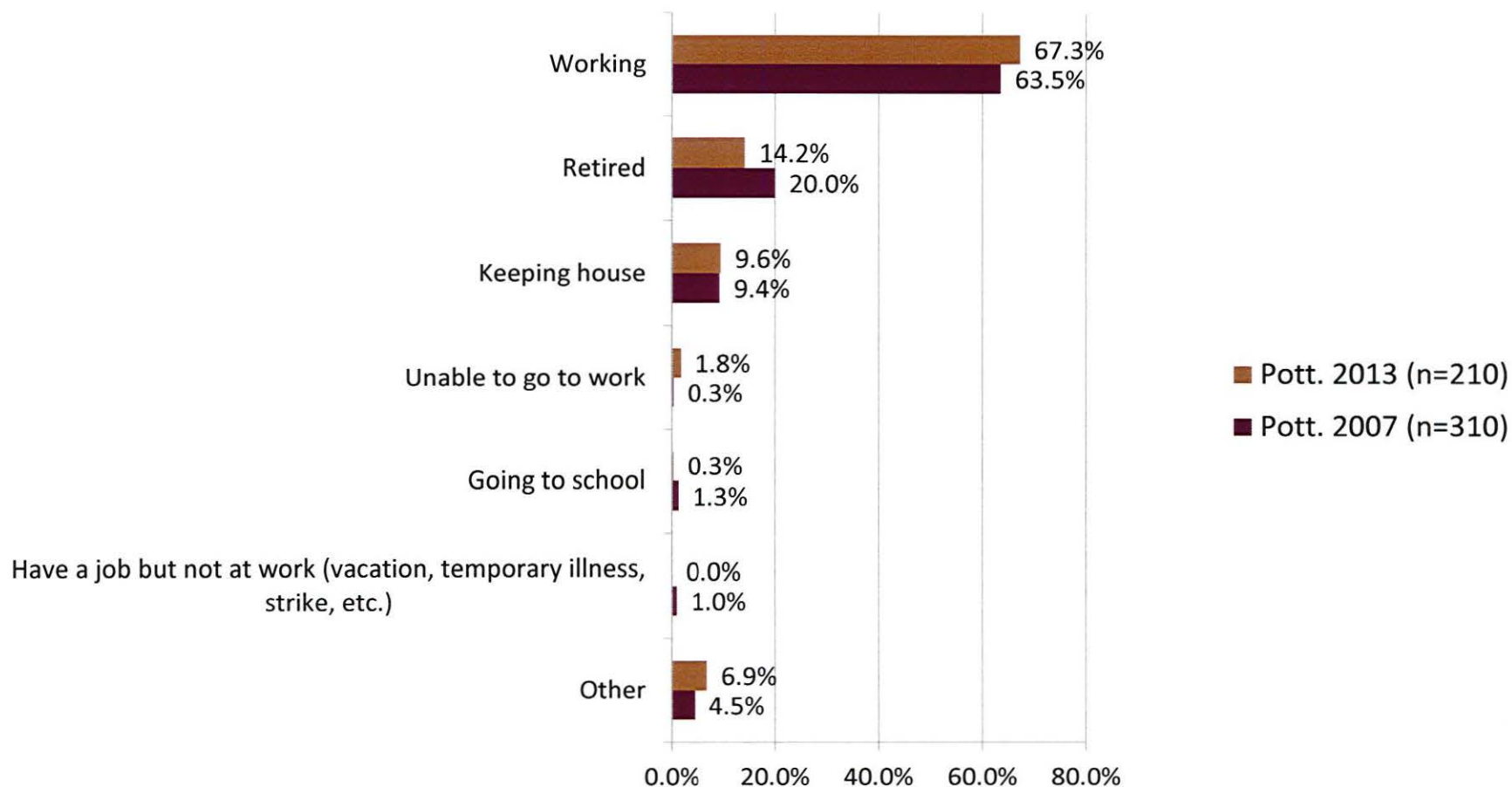


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Q35

Labor

Pottawattamie County



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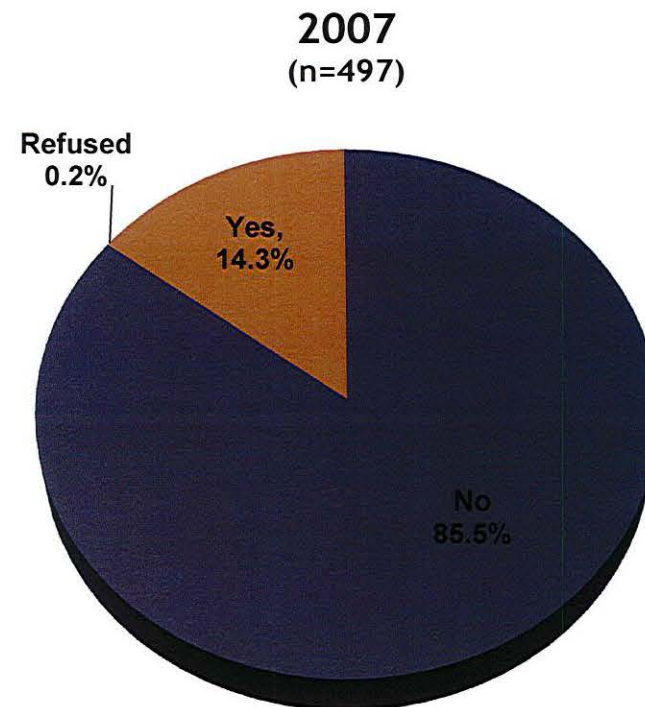
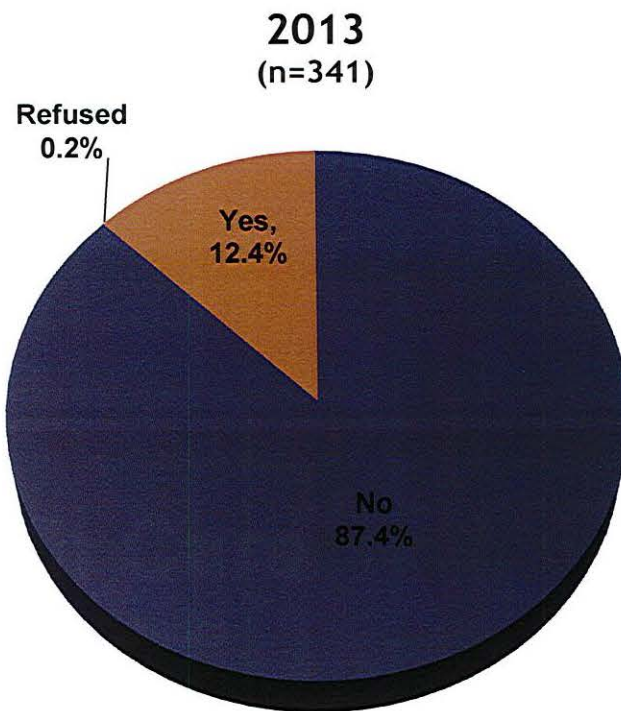
Q35



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Insights Revealed

Do you currently have more than one job?

Council Bluffs



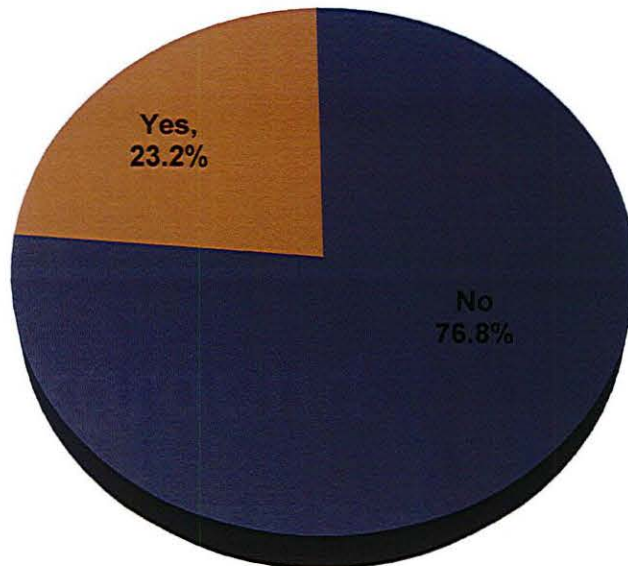
⬆/⬇ Indicates 2013 results are statistically significant compared to 2007 results at the 95% confidence level.

Q40

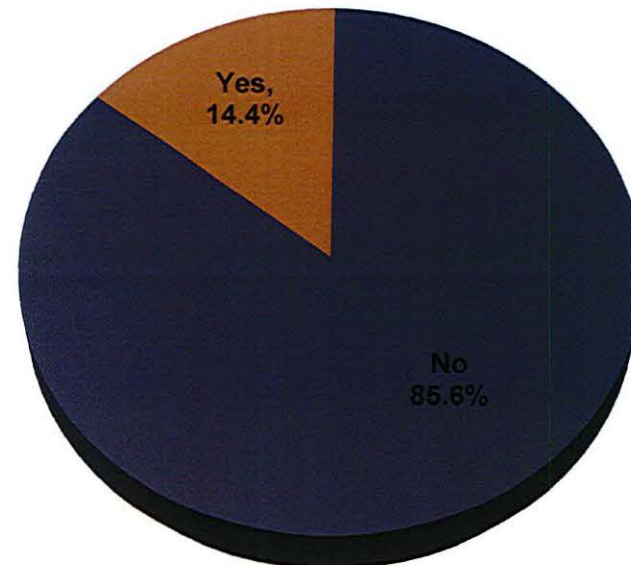
Do you currently have more than one job?

Pottawattamie County

2013
(n=154)



2007
(n=257)

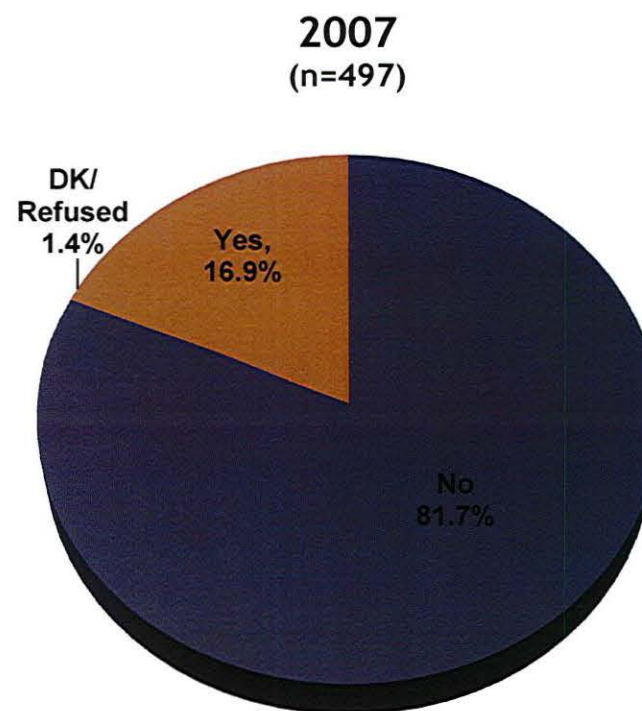
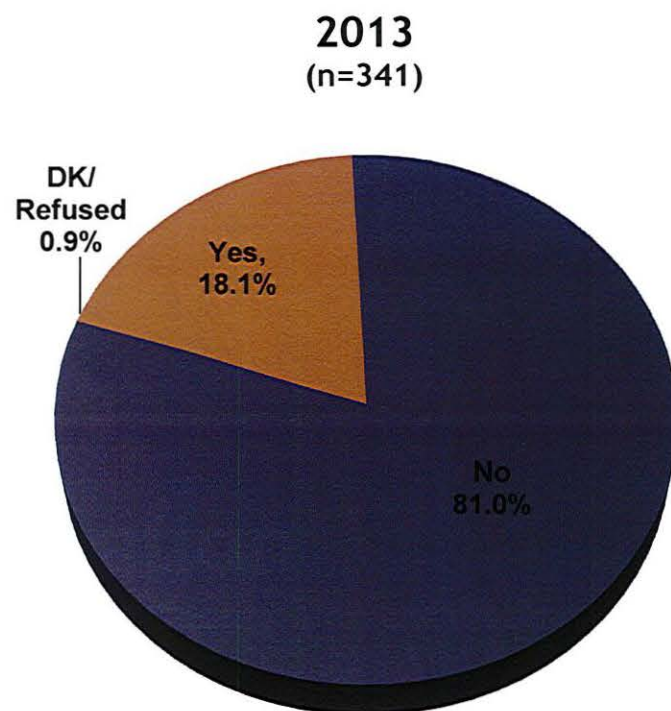


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Q40

Sometimes people have to settle for a job they are overqualified for because nothing better is available. Are you one of these people?

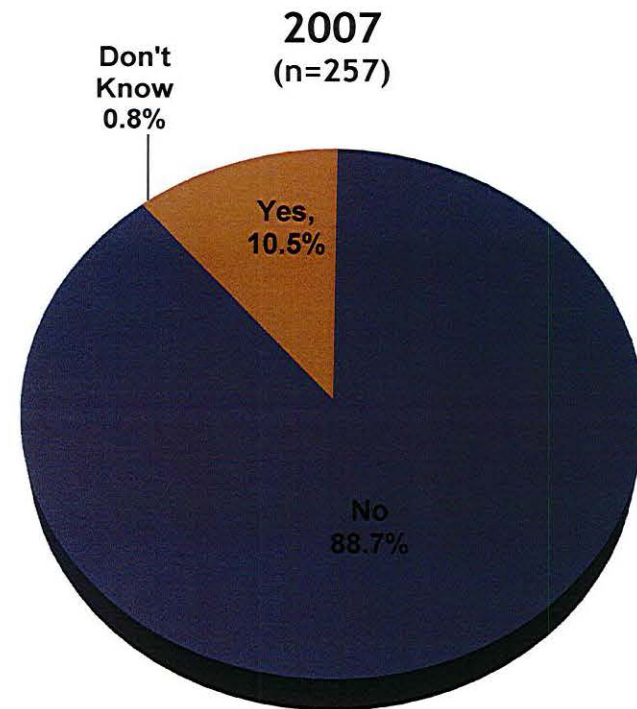
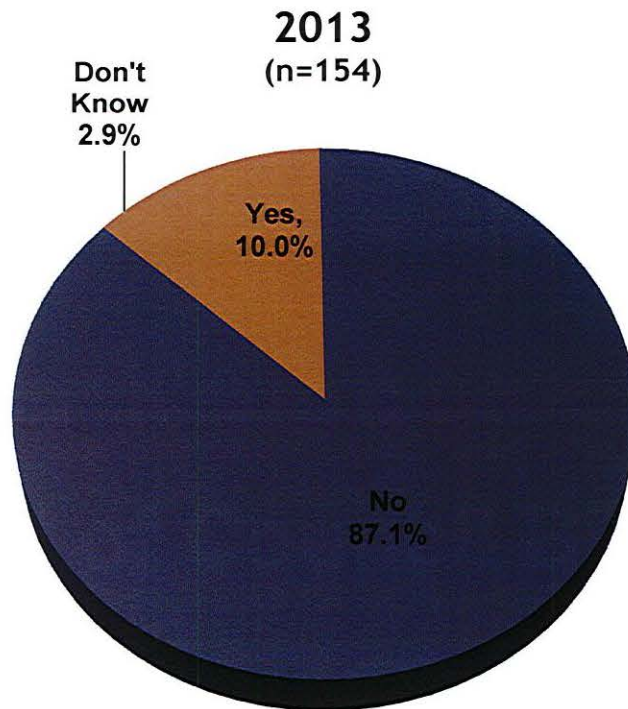
Council Bluffs



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

Q41

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



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Q41

Questions



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