

2021

COMMUNITY SURVEY RESULTS


MaRion
IOWA
Reach higher!

THE NCSTM
The National Community SurveyTM

SURVEY INFORMATION

The National Community Survey (NCS) report captures the "livability" of Marion. Great communities are partnerships of the government, private sector, community-based organizations and residents of a particular area.

City of Marion/The NCS conducted a mailed survey of 1,200 randomly selected households. An additional 1,500 households received an invitation to complete the survey online.

543 responses

Dec. 2021/Jan. 2022/Feb. 2022

Towards the end of data collection, a web-based survey was available to all residents. 290 opt-in surveys were completed.



SURVEY METHODS

Random sampling - each household had the same chance of being selected. The data was weighted to reflect the demographic characteristics of the community.

95% confidence interval when applying the results of this sample to the entire population - no greater than +/- 4 percentage points for any question.

National Benchmarks - resident perspectives from over 600 communities - represents a wide geographic and population range - who evaluated the same kinds of topics.

Peer Community Benchmarks - Subset of the database, including secondary cities (those in a metro but not the primary city), with similar population and annual household income.



PEER COMMUNITIES

- Albany, OR
- Azusa, CA
- Brooklyn Center, MN
- Cedar Hill, TX
- Charlottesville, VA
- Cleveland Heights, OH
- College Park, MD
- DeSoto, TX
- Dover, NH
- El Mirage, AZ
- Englewood, CO
- Farmers Branch, TX
- Greer, SC
- Haltom City, TX
- Lawrenceville, GA
- Lynnwood, WA
- Maplewood, MN
- Maryland Heights, MO
- McMinnville, OR
- Moline, IL
- Niles, IL
- Northglenn, CO
- Oakdale, MN
- Puyallup, WA
- Redmond, OR
- Richfield, MN
- Rosenberg, TX
- South Portland, ME
- Springville, UT
- Wheat Ridge, CO
- Winter Garden, FL
- Rohnert Park, CA

10 FACETS OF COMMUNITY



ECONOMY



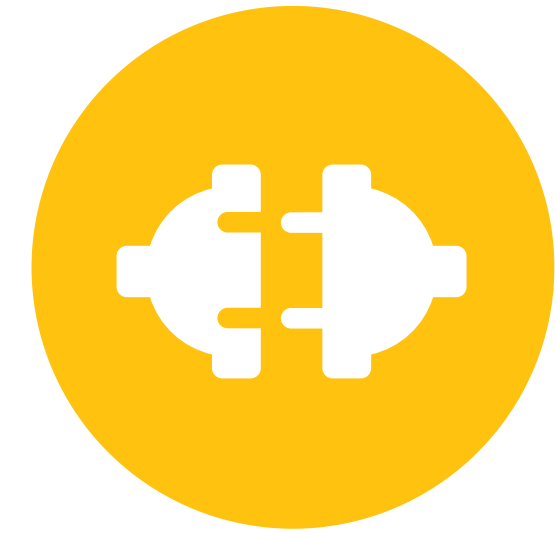
MOBILITY



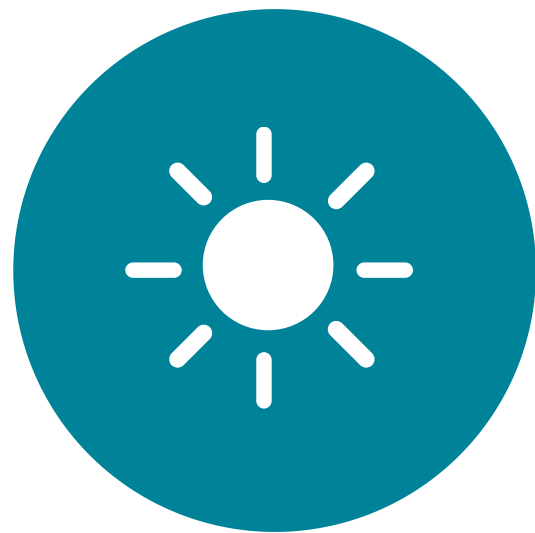
**COMMUNITY
DESIGN**



UTILITIES



SAFETY



**NATURAL
ENVIRONMENT**



**PARKS &
RECREATION**



**HEALTH &
WELLNESS**



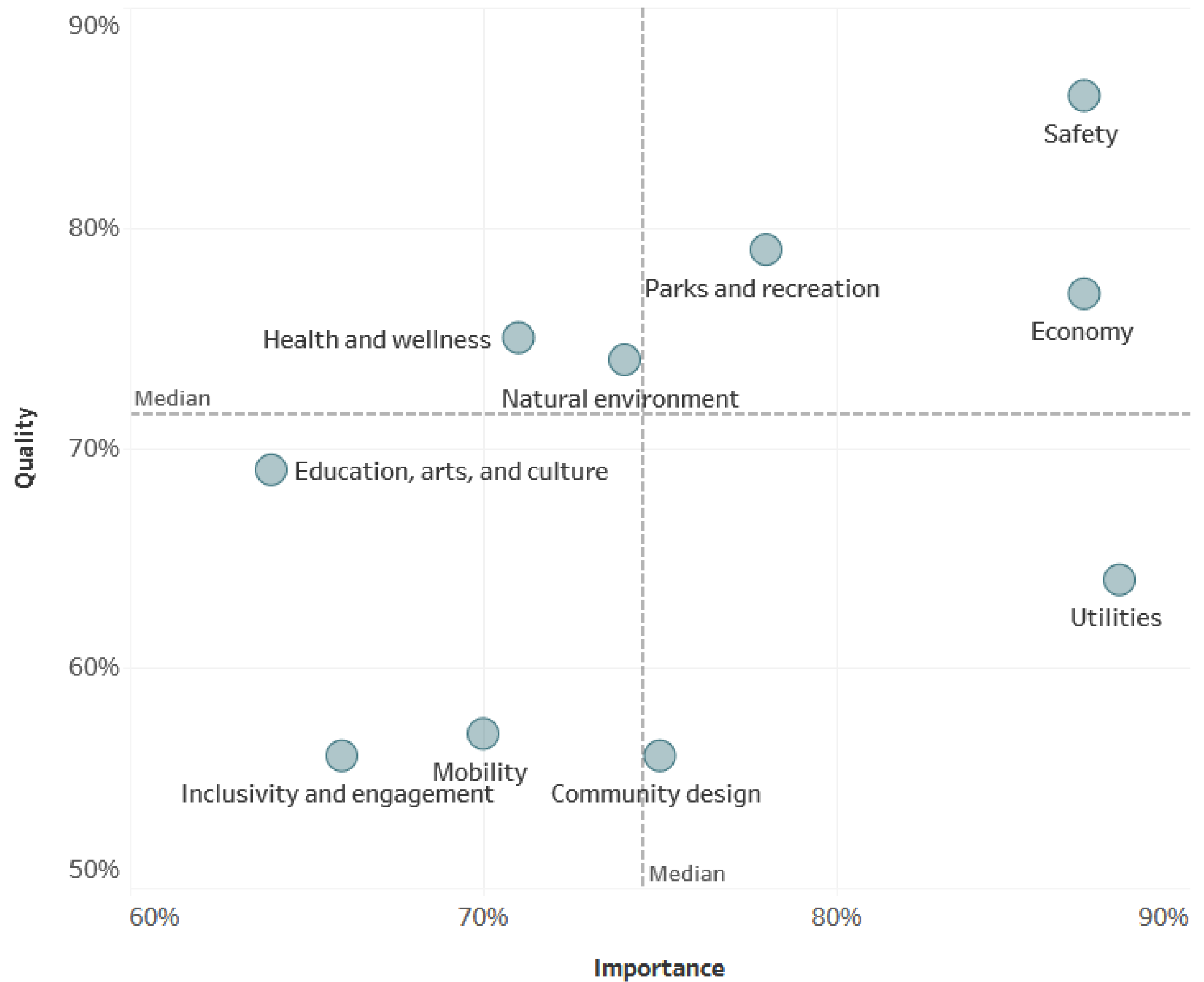
**EDUCATION,
ARTS & CULTURE**



**INCLUSIVITY &
ENGAGEMENT**

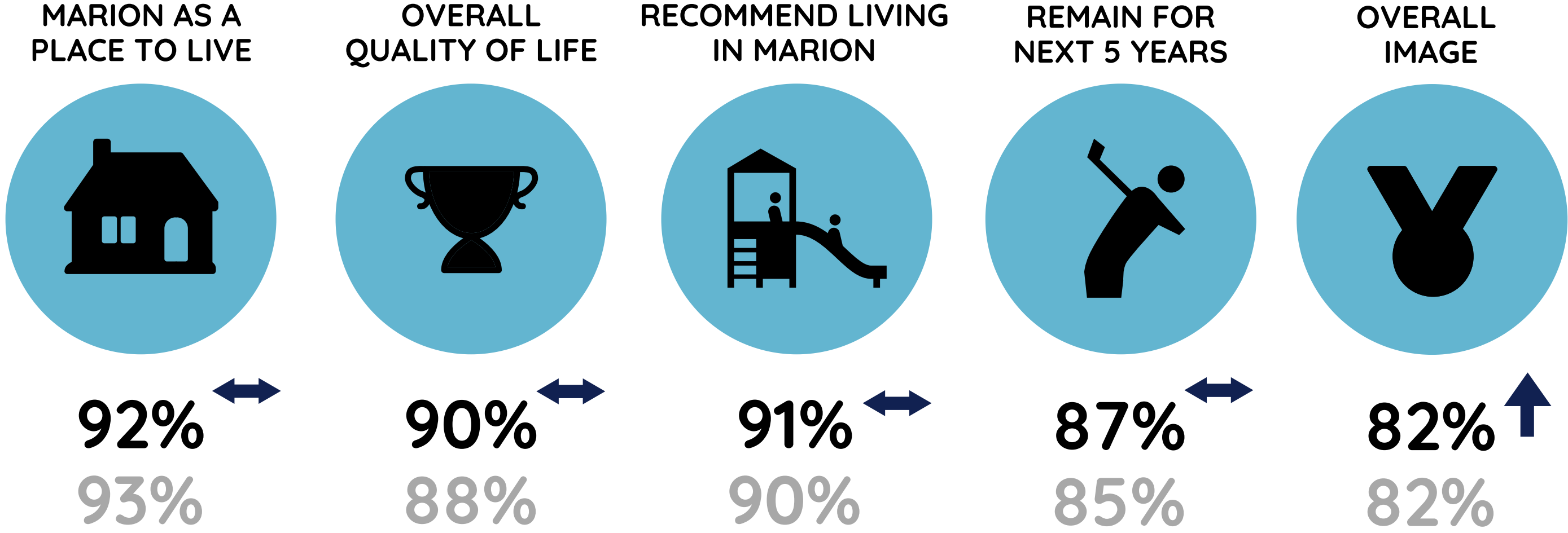


PERFORMANCE VS. IMPORTANCE



QUALITY OF LIFE

What makes a community attractive, accessible and welcoming to all



Percent rating positively (e.g. excellent/good)

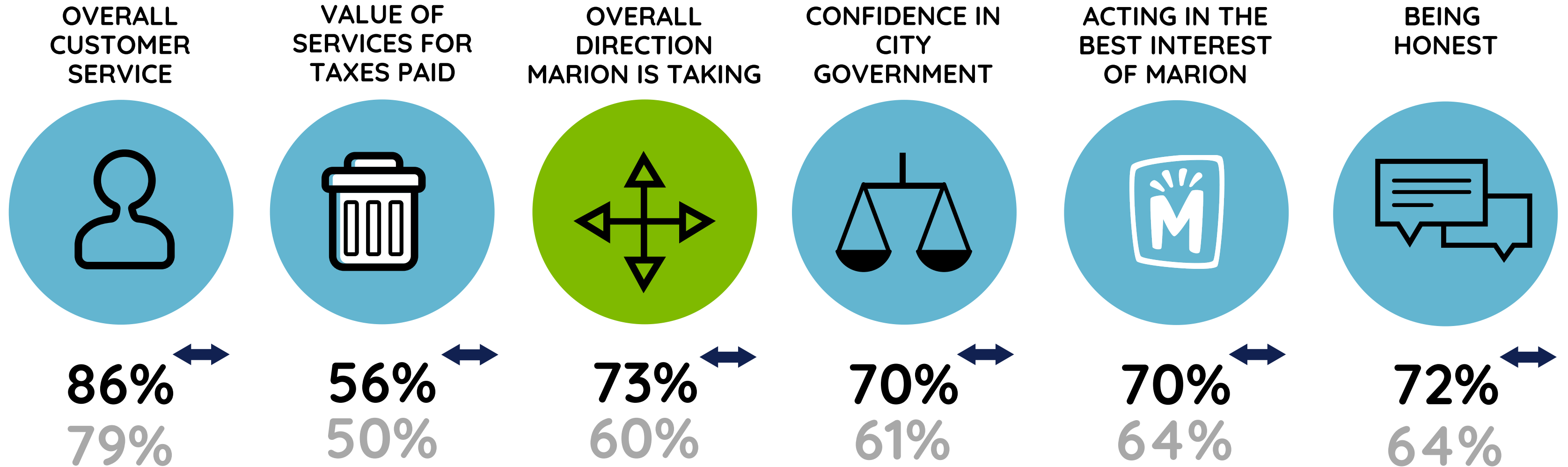
Comparison to peer benchmark:

higher similar lower
↑ ↔ ↓

top number: 2021 data
bottom number: 2019 data

GOVERNANCE

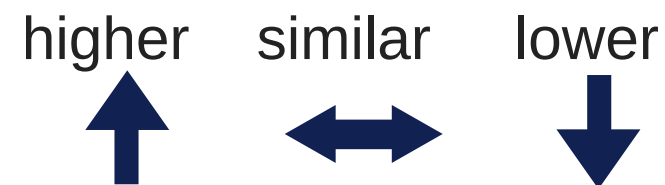
How well does the government of Marion meet the needs and expectations of its residents?



Percent rating positively (e.g. excellent/good)

top number: 2021 data
bottom number: 2019 data

Comparison to peer benchmark:



ECONOMY

Maintenance of a diverse economy (e.g., vibrant downtown, cost of living)

QUALITY OF BUSINESS/SERVICE ESTABLISHMENTS



77% ↔
59%

VIBRANCY OF DOWNTOWN/COMMERCIAL AREA



55% ↔
44%

SHOPPING OPPORTUNITIES



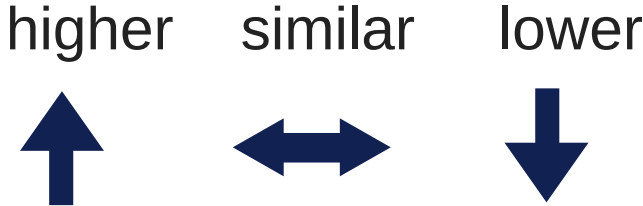
45% ↔
36%

ECONOMIC DEVELOPMENT



73% ↔
62%

Comparison to peer benchmark:

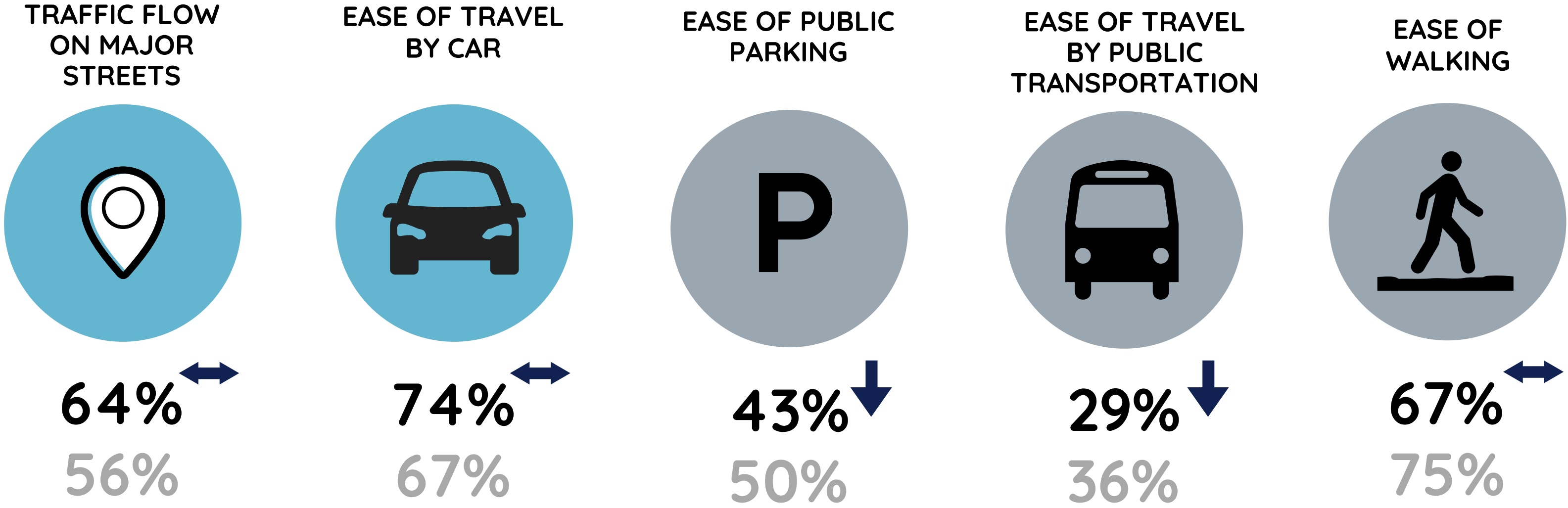


Percent rating positively (e.g. excellent/good)



MOBILITY

Accessibility of community by motorized and non-motorized modes of transportation
(ease of travel, traffic flow, walking)



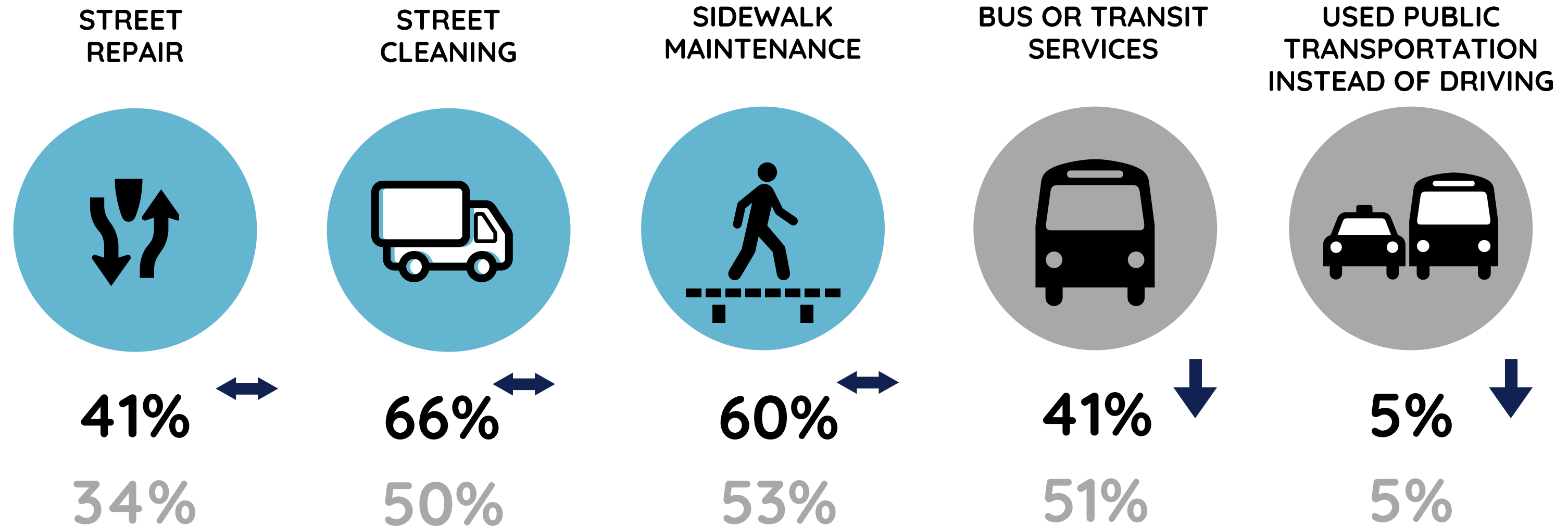
Comparison to peer benchmark:
higher similar lower
↑ ↔ ↓

Percent rating positively (e.g. excellent/good)

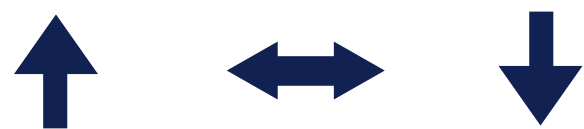


MOBILITY

Accessibility of community by motorized and non-motorized modes of transportation
(ease of travel, traffic flow, walking)



Comparison to peer benchmark:
higher similar lower



Percent rating positively (e.g. excellent/good)



COMMUNITY DESIGN

Smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

WELL-PLANNED
RESIDENTIAL GROWTH



66%

NOT ASKED

QUALITY OF NEW
DEVELOPMENT



73%

65%

LAND USE,
PLANNING &
ZONING



64%

54%

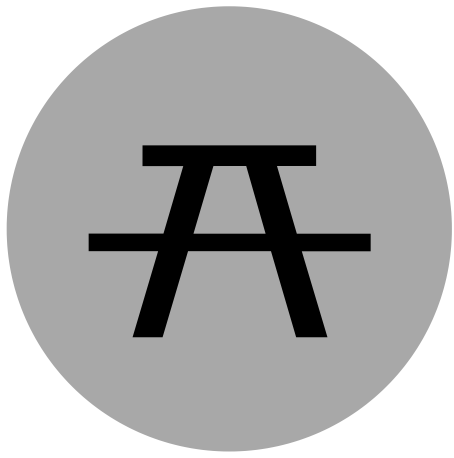
CODE
ENFORCEMENT



55%

42%

PUBLIC PLACES
PEOPLE WANT TO
SPEND TIME



62%

69%

AVAILABILITY OF
AFFORDABLE
QUALITY HOUSING



46%

62%

Comparison to peer benchmark:

higher

similar

lower



Percent rating positively (e.g. excellent/good)



UTILITIES

Services such as water, gas, electricity and internet access.

STORM WATER
MANAGEMENT



75% ↔
66%

DRINKING
WATER



47% ↓
51%

Comparison to peer benchmark:

higher similar lower



Percent rating positively (e.g. excellent/good)



SAFETY

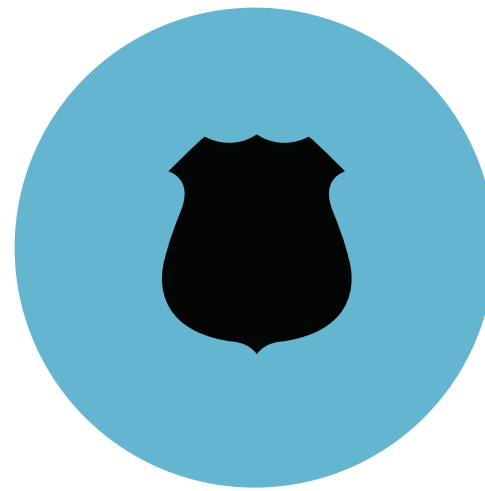
Protection from danger or risk (public safety, personal security and welfare, emergency preparedness)

OVERALL
FEELING OF
SAFETY



86% ↑
92%

CRIME
PREVENTION



82% ↑
82%

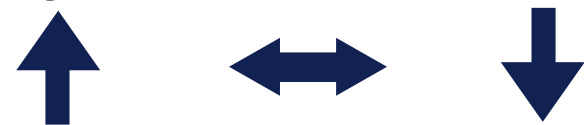
FIRE
PREVENTION &
EDUCATION



81% ↔
87%

Comparison to peer benchmark:

higher similar lower

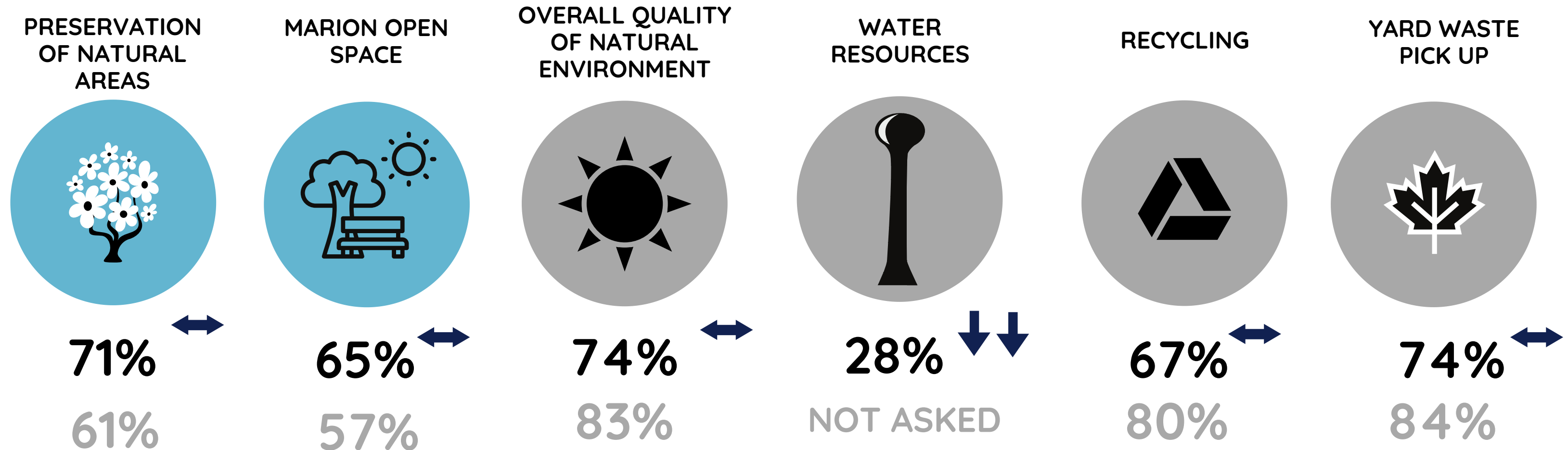


Percent rating positively (e.g. excellent/good)



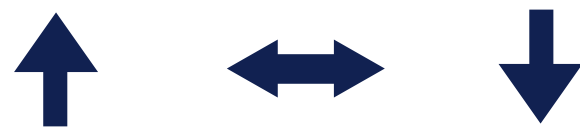
NATURAL ENVIRONMENT

Natural spaces in which residents live and experience their community.



Comparison to peer benchmark:

higher similar lower



Percent rating positively (e.g. excellent/good)



PARKS & RECREATION

An active system of parks and recreation programs for public use.

RECREATIONAL OPPORTUNITIES



67%



58%

RECREATION CENTERS OR FACILITIES



73%



65%

Comparison to peer benchmark:

higher similar lower



Percent rating positively (e.g. excellent/good)

HEALTH & WELLNESS

Healthy lifestyles, preventive and curative healthcare, supportive services, etc.

AVAILABILITY OF AFFORDABLE QUALITY FOOD



70%
63%

AVAILABILITY OF PREVENTATIVE HEALTH SERVICES



78%
71%

AVAILABILITY OF AFFORDABLE QUALITY HEALTH CARE



75%
72%

HEALTH SERVICES



83%
74%

AVAILABILITY OF AFFORDABLE QUALITY MENTAL HEALTH CARE



40%
46%

Comparison to peer benchmark:

higher ↑ similar ↔ lower ↓

Percent rating positively (e.g. excellent/good)



EDUCATION, ARTS & CULTURE

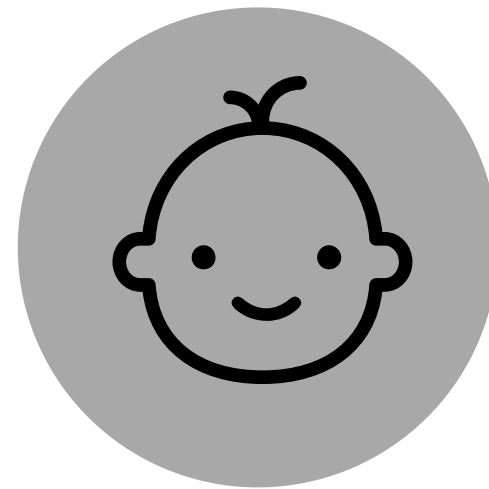
Learning, enrichment and workforce readiness for children, youth and adults

K-12
EDUCATION



89% ↑
89%

AVAILABILITY OF
AFFORDABLE QUALITY
CHILDCARE/PRESCHOOL



53% ↔
60%

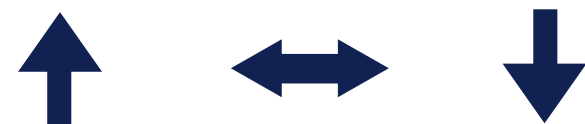
OPPORTUNITIES
TO ATTEND
CULTURAL/ARTS/MUSIC
ACTIVITIES



62% ↔
71%

Comparison to peer benchmark:

higher similar lower



Percent rating positively (e.g. excellent/good)



INCLUSIVITY & ENGAGEMENT

How well does the government of Marion meet the needs and expectations of its residents?

MARION AS A
PLACE TO RAISE
CHILDREN



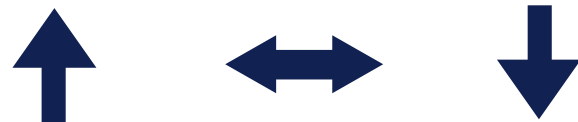
92% ↑
94%

OPENNESS & ACCEPTANCE
TOWARD PEOPLE OF
DIVERSE BACKGROUNDS



59% ↔
65%

Comparison to peer benchmark:
higher similar lower

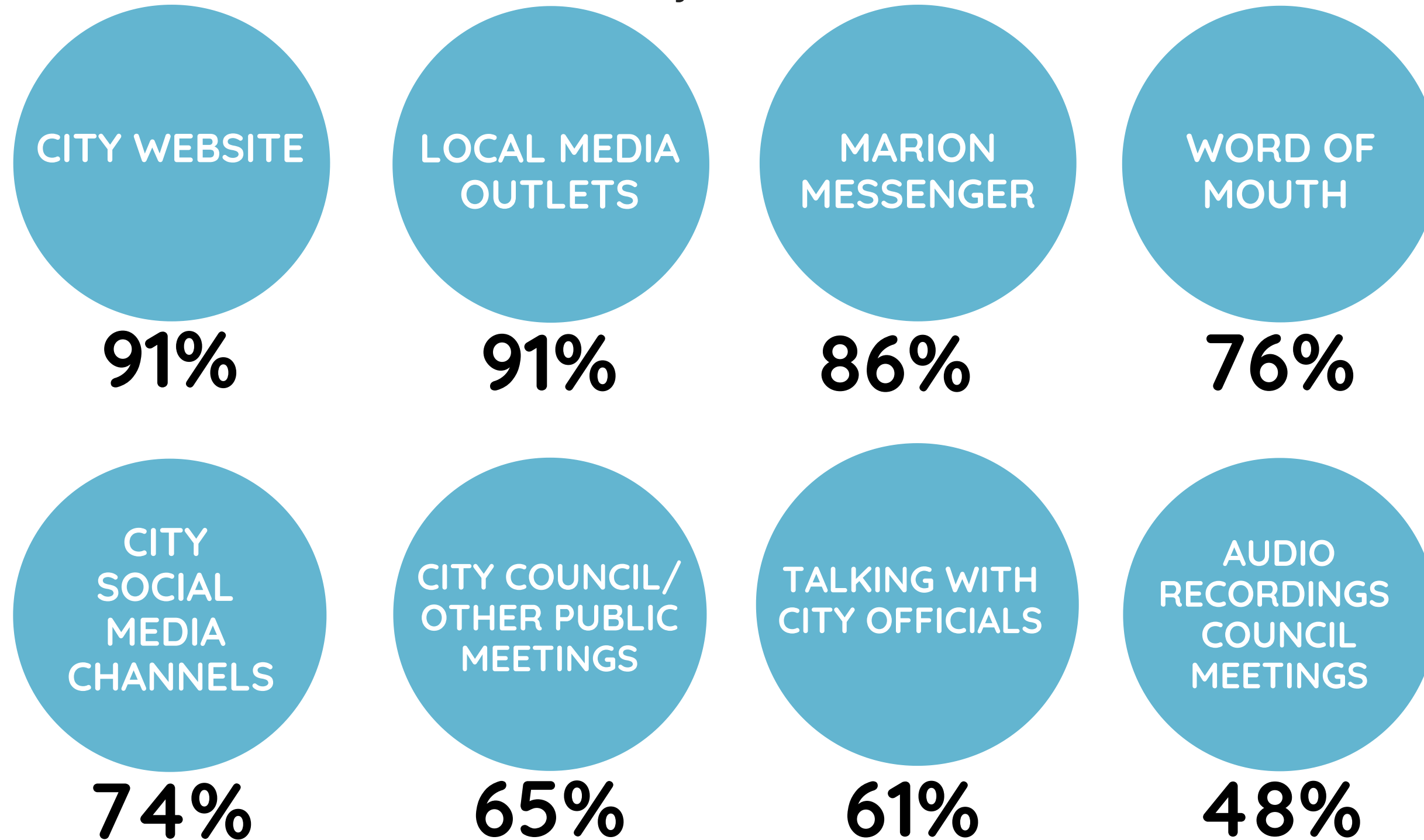


Percent rating positively (e.g. excellent/good)



COMMUNITY ENGAGEMENT

Source of City Information



Percent rating positively (e.g. major source/minor source)

SUPPORT FOR FEE INCREASES

Support for Property Tax or Fee Increases to Fund Facility and Service Improvements



89%



85%



82%



81%



80%



79%



75%



71%



65%



65%

Percent rating positively (e.g. strongly/somewhat support)



01

**92% OF RESIDENTS
RATED THE CITY AS AN
EXCELLENT OR GOOD
PLACE TO RAISE
CHILDREN**

**8 IN 10
RESPONDENTS GAVE
POSITIVE RATINGS TO
CRIME PREVENTION
& FIRE PREVENTION/
EDUCATION**

TAKEAWAYS

**RESIDENTS CONTINUE TO
EXPERIENCE A HIGH QUALITY OF
LIFE AND STRONG SENSE OF
SAFETY IN MARION.**

02

**9 IN 10 RESIDENTS
IDENTIFIED THE
OVERALL UTILITY
INFRASTRUCTURE AS
AN AREA OF PRIORITY**

**64% OF RESIDENTS
GAVE POSITIVE
RATINGS TO THE
QUALITY OF THE UTILITY
INFRASTRUCTURE**

**UTILITY
INFRASTRUCTURE IS
A PRIORITY FOR
RESIDENTS.**

03

**87% OF RESIDENTS
DEEM IT NECESSARY
FOR THE CITY TO FOCUS
ON ECONOMIC HEALTH
IN THE NEXT 2 YEARS**

**ECONOMIC
DEVELOPMENT RATINGS
WERE HIGHER THAN
COMPARISON
COMMUNITIES ACROSS
THE NATION**

**MARION'S ECONOMY IS A
FOCUS FOR RESIDENTS,
AND SOME ASPECTS HAVE
SHOWN IMPROVEMENT
SINCE 2019.**

04

**ABOUT HALF OF
RESIDENTS GAVE
POSITIVE RATINGS TO
EASE OF TRAVEL BY
BICYCLE AND EASE OF
PUBLIC PARKING**

**89% OF RESPONDENTS
WOULD SUPPORT TAX
OR FEE INCREASES TO
FUND STREET/
INFRASTRUCTURE
IMPROVEMENTS**

**MOBILITY PRESENTS
AREAS OF OPPORTUNITY
FOR THE CITY.**

05

83% OF

**RESPONDENTS RATE
HEALTH SERVICES AS
EXCELLENT OR GOOD**

**QUALITY OF HEALTH
SERVICES, AFFORDABLE
QUALITY FOOD AND
PREVENTATIVE HEALTH
CARE SAW SIGNIFICANT
IMPROVEMENT**

**HEALTH AND WELLNESS
SERVICES CONTINUE TO BE
AN ASSET FOR MARION.**