

Marion, IA

The National Community Survey

Report of Results
2025

Report by:



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Marion. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The NCS was developed by the experts from National Research Center at Polco in partnership with the International City/County Management Association (ICMA) and has been administered in hundreds of communities across the United States.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS focuses on the livability of Marion by categorizing survey questions into the ten main “facets” of community livability shown below, in addition to ratings for quality of life and local governance. These facets have been identified through years of extensive survey research as those that are most impactful to residents’ quality of life.

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Community Connection

The report provides the opinions of a representative sample of 522 residents of the City of Marion collected from October 15th, 2025 to November 26th, 2025. The margin of error around any reported percentage is 4.3% for all respondents. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Marion.

Reporting Results

For the most part, the percentages presented in this report represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey, respondents may answer “don’t know.” The proportion of respondents giving a “don’t know” response is shown in the full set of responses included in the “Complete Data” section; however, these responses have been removed from the analyses presented in the main body of the report. Therefore, the tables and graphs display the responses from respondents who had an opinion about a specific item. . .

Benchmark Comparisons

Polco’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 400 communities whose residents evaluated the same kinds of topics on The NCS. The comparison evaluations include surveys from the past five years. If a jurisdiction has conducted multiple efforts in the past five years, only the most recent survey is included in the benchmark database. Polco adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range.

In each tab, Marion’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Marion residents. Being rated as “higher” or “lower” than the benchmark means that Marion’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Marion’s average rating was more than 20 points different when compared to the benchmark.

In addition to these national benchmarks, comparisons were also made to a smaller cohort of communities that



align more closely to the demographics in Marion. This cohort included secondary cities (cities that were in a metro area, but not the primary city in a metro area), with a smaller population (between 25k to 55k), and a similar average annual household income (\$75k-\$100k). Comparisons to these communities can be found throughout the report and in the Custom Benchmarks tab.

Trends over time

Trend data for Marion represent important comparison data and should be examined for improvements or declines.¹ Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than 6 percentage points between the 2023 and 2025 surveys, the change is statistically significant.

1. In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting Survey Recipients

All households within the City of Marion were eligible to participate in the survey. A list of all households within the zip codes serving Marion was purchased from Polco's mailing vendor, based on updated listings from the United States Postal Service.

Since some of the zip codes that serve Marion households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of Marion boundaries were removed from the list of potential households to survey. Each address identified as being within City boundaries was further identified as being within one of the four areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units sampled at a rate of 5:3 compared to single family housing units.

Conducting the Random Sample Survey

The 3,000 randomly selected households received mailings beginning on October 15th, 2025 and data collection for the survey remained open for six weeks. The first mailing was a postcard inviting the household to participate in the survey online. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation.

About 4% of the 3,000 mailed invitations were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,868 households that received the invitations to participate, 522 completed the survey, providing an overall response rate of 18%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.¹

It is customary to describe the precision of estimates by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results based on the total number of responses received. This is because *some* residents' opinions are relied on to estimate *all* residents' opinions. The margin of error for the City of Marion survey is no greater than plus or minus 5.8 percentage points around any given percent reported for all respondents (522 completed surveys).

Conducting the Open Participation Survey

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the City of Marion. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Marion and also a question about where they heard about the survey.

The open-participation survey was open to all city residents and became available on November 12th, 2025. The survey remained open for two weeks and 440 responses were received. The data presented in the following report excludes the open participation survey data, but the online report includes a tab which provides the complete open participation results.

Analyzing the Data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2023 American Community Survey estimates for adults in the City of Marion. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.² The results of the weighting scheme for the probability sample are presented in the following table.

Polco aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target ⁴
Age	18-34	7%	23%	24%
	35-54	25%	37%	37%
	55+	68%	39%	39%
Area	Area 1	26%	28%	27%
	Area 2	27%	26%	24%
	Area 3	23%	22%	25%
	Area 4	24%	24%	24%
Hispanic origin	No	98%	98%	98%
	Yes	2%	2%	2%
Housing tenure	Own	88%	78%	78%
	Rent	12%	22%	22%
Housing type	Attached	28%	33%	33%
	Detached	72%	67%	67%
Race & Hispanic ori..	Not white alone	5%	10%	10%
	White alone, not Hispanic or Latino	95%	90%	90%
Sex	Man	43%	47%	47%
	Woman	57%	53%	53%
Sex/age	Man 18-34	4%	12%	12%
	Man 35-54	10%	19%	19%
	Man 55+	29%	17%	17%
	Woman 18-34	3%	12%	12%
	Woman 35-54	16%	18%	18%
	Woman 55+	38%	22%	22%

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged, and can include non-response error, coverage error, recall bias and social desirability bias.

Non-response error arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a *coverage error*, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events, for example), and for some survey items, they may answer in ways they think cast their responses in a more favorable light (*recall bias* and *social desirability bias*).

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://blog.polco.us/polco-knowledgebase/margin-of-error-and-confidence-level-in-survey-results>

Contact

The City of Marion funded this research. Please contact Amber Bisinger of the City of Marion at abisinger@cityofmarion.org if you have any questions about the survey.

1. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
2. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
3. Targets come from the 2020 Census and 2023 American Community Survey

Key Findings

Community Strengths

Quality of life, safety, and neighborhood conditions remain standout strengths

- Items related to overall quality of life continued to receive very strong ratings, with about 9 in 10 residents giving positive marks across measures. The overall image and reputation of Marion performed higher than the custom benchmark.
- Public safety was also a clear strength: overall feeling of safety (90%) and crime prevention (84%) both scored above national and custom benchmarks, with safety from violent crime exceeding national comparisons.
- Nearly all residents indicated feeling very or somewhat safe in their neighborhood and in Marion’s downtown/commercial area during the day, with feeling safe from violent crime scoring higher than the national average.

City services, cleanliness, and health-related services perform strongly

- Cleanliness was rated highly by a similar share, exceeding the custom benchmark.
- Recycling not only exceeded the national average but also showed a meaningful increase from 73% in 2023 to 81% in 2025.
- Availability of preventative health services (78%) and health services (80% to 86%) both performed above national and custom benchmarks, with health services showing a statistically significant upward trend since 2023.

Downtown vitality and the local business environment receive favorable ratings

- Vibrancy of the downtown/commercial area (79%) and economic development (74%) scored higher than both national and custom benchmarks.
- About 8 in 10 residents gave positive ratings to the overall quality of local businesses and service establishments.

Amenities, housing options, and cultural offerings support community livability

- Public places where people want to spend time (74%) and the variety of housing options exceeded national and custom benchmarks, with housing options improving from 64% in 2023 to 71% in 2025.
- Education, culture, and the arts were also positively rated, with opportunities to attend special events and festivals (82%), K–12 education (80%), community support for the arts (75%), and cultural activities (70%) outperforming both benchmark comparisons.
- Marion as a place to raise children (93%) and opportunities to participate in social events and activities (77%) also exceeded national and custom benchmarks.

Governance-related practices perform well in some areas

- Several governance-related items performed higher than the benchmark, including treating all residents fairly (72%), the overall direction Marion is taking (69%), welcoming resident involvement (68%), and keeping residents informed about community issues (64%).

Focus Areas

Trust in government and economic perceptions declined from the previous survey

- Ratings related to honesty of Marion government (75% to 69%), acting in the best interest of the community (75% to 66%), confidence in Marion government (71% to 65%), and openness and transparency to the public (71% to 64%) all declined from the prior survey.
- Economic perceptions also shifted downward, with ratings for overall economic health moving from 82% to 73%, Marion as a place to work from 76% to 68%, and Marion as a place to visit from 68% to 62%.
- Employment opportunities experienced the largest drop, falling from 61% in 2023 to 48% in 2025.

Transportation access, mobility, and parking remain challenging

- Traffic flow on major streets declined from 71% to 64%, and ease of travel by public transportation fell from 44% to 31%, with public transportation performing below the custom benchmark.
- Ease of public parking declined from 52% to 43% and fell below both national and custom benchmarks.
- Sidewalk maintenance and bus or transit services also saw notable decreases from the prior survey, declining from 71% to 63% and 52% to 45%, respectively...

Growth management, development quality, and environmental priorities weakened

- Overall quality of new development declined from 75% to 68%, preservation of the historical or cultural character of the community decreased from 75% to 67%, and well-planned residential growth fell from 73% to 67%.
- Code enforcement also declined from 55% to 48%, while water resources (38%) performed below national and custom benchmarks.
- Preservation of natural areas (75% to 69%), open space (75% to 68%), and availability of paths and walking trails (88% to 81%) all saw modest declines from the previous iteration.

Support for education, learning, and vulnerable populations could be strengthened

- Adult educational opportunities declined from 60% to 49% from the previous iteration.
- Taking care of vulnerable residents also decreased from 68% to 62%.

Areas of Greatest Change

Of the evaluative questions included on both the 2023 and 2025 survey iterations, 96 were statistically similar to previous results. Upward trends were seen in 4 items, while 23 ratings decreased since 2023. The most significant of those trends are listed below.

Increases

- Affordable high-speed internet access (+8%)
- Recycling (+8%)
- Health services (+7%)
- Variety of housing options (+6%)

Decreases

- Employment opportunities (-13%)
- Ease of travel by public transportation (-13%)
- Adult educational opportunities (-11%)
- Overall economic health of Marion (-10%)

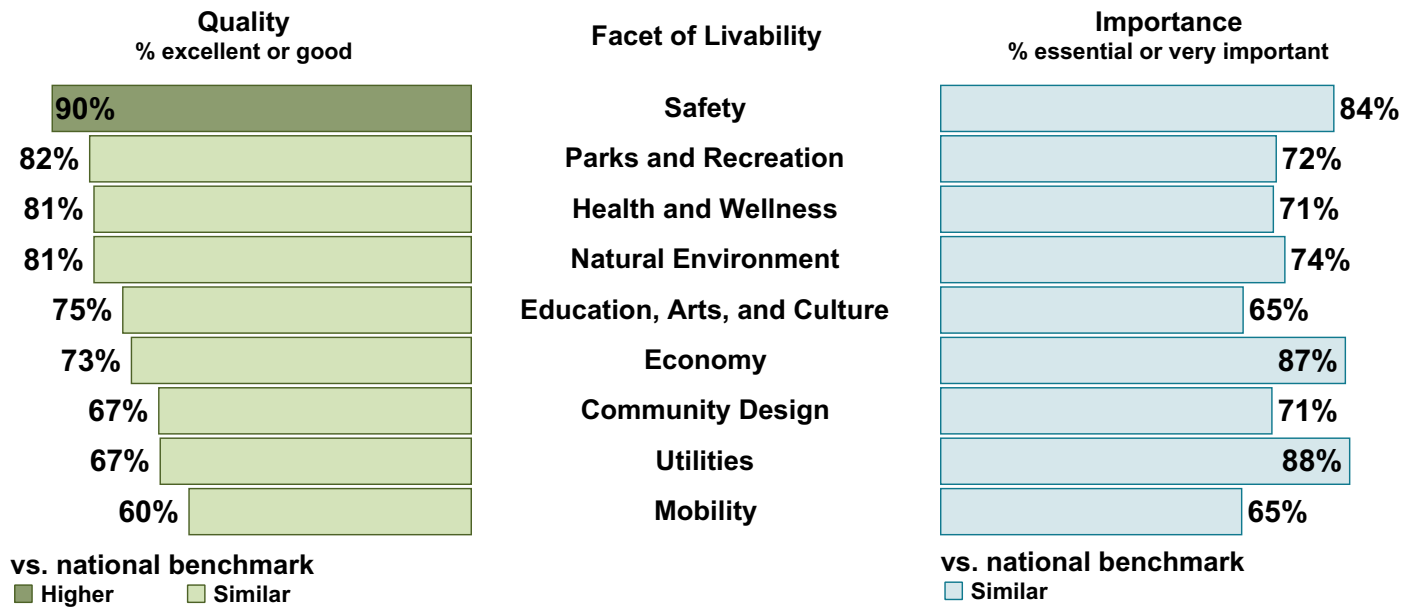
Facets of Livability



Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

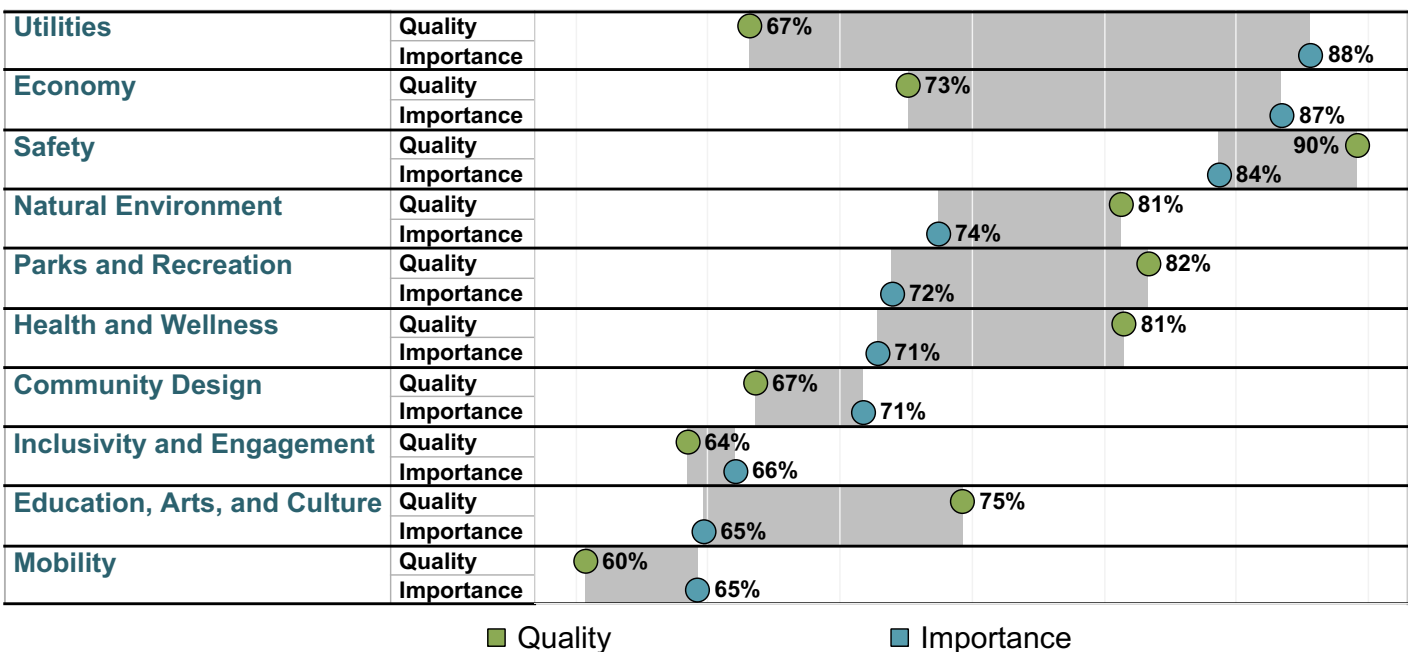
Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).



Quality/Importance Gap Analysis

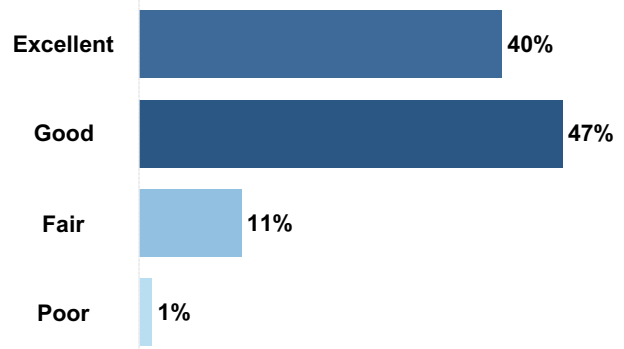
The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



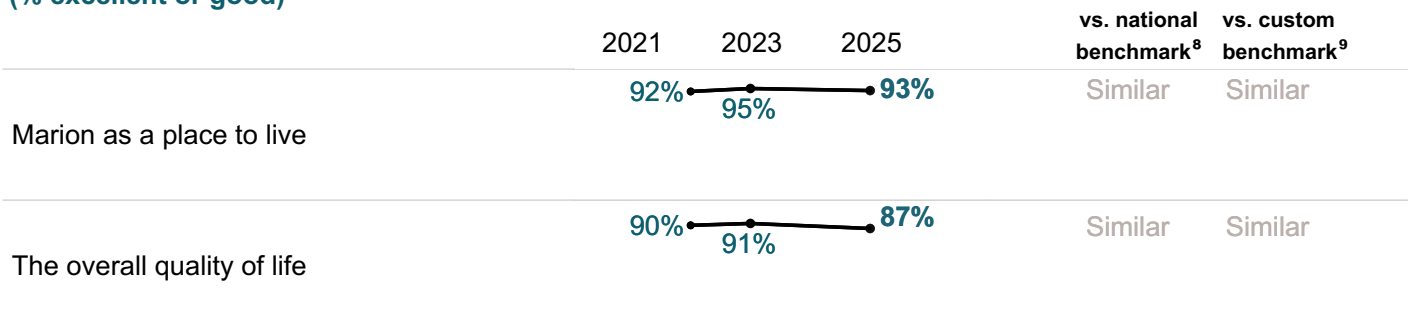
Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

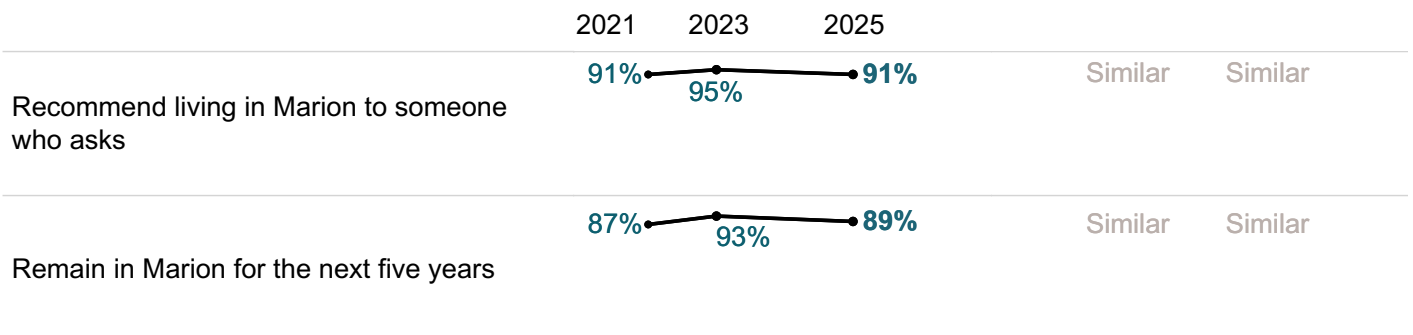
The overall quality of life in Marion, 2025



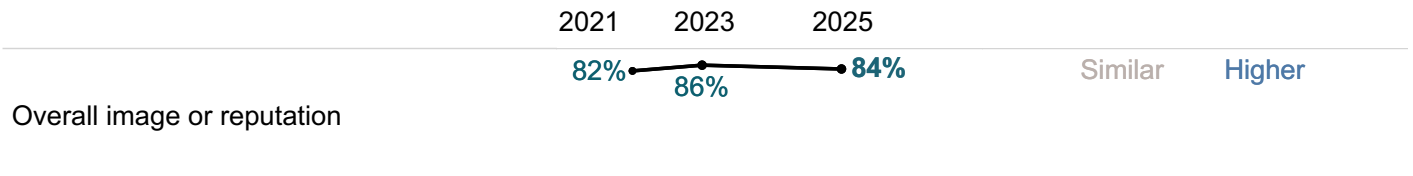
Please rate each of the following aspects of quality of life in Marion. (% excellent or good)



Please indicate how likely or unlikely you are to do each of the following. (% very or somewhat likely)



Please rate each of the following in the Marion community. (% excellent or good)



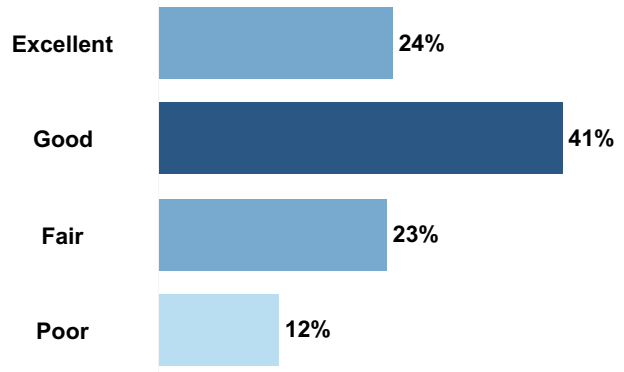
8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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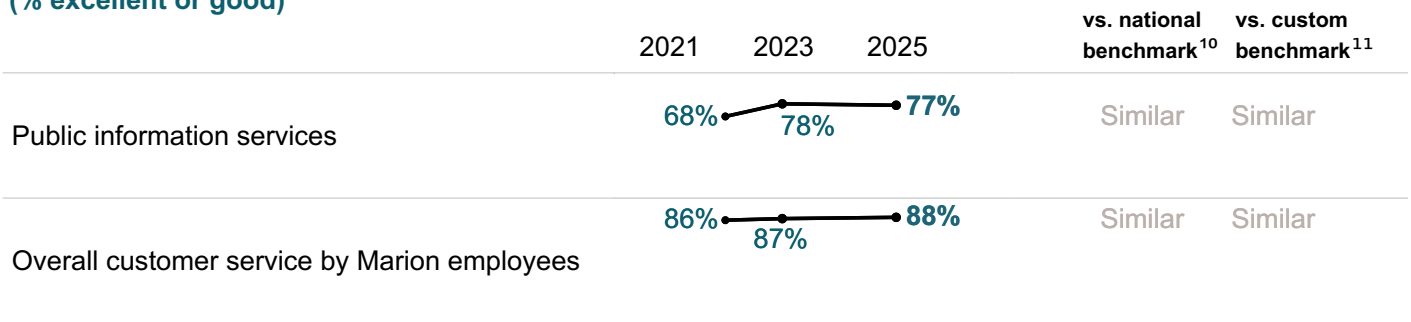
Governance

Strong local governments deliver results that meet residents' needs, use resources effectively, and respond to both current and future community priorities.

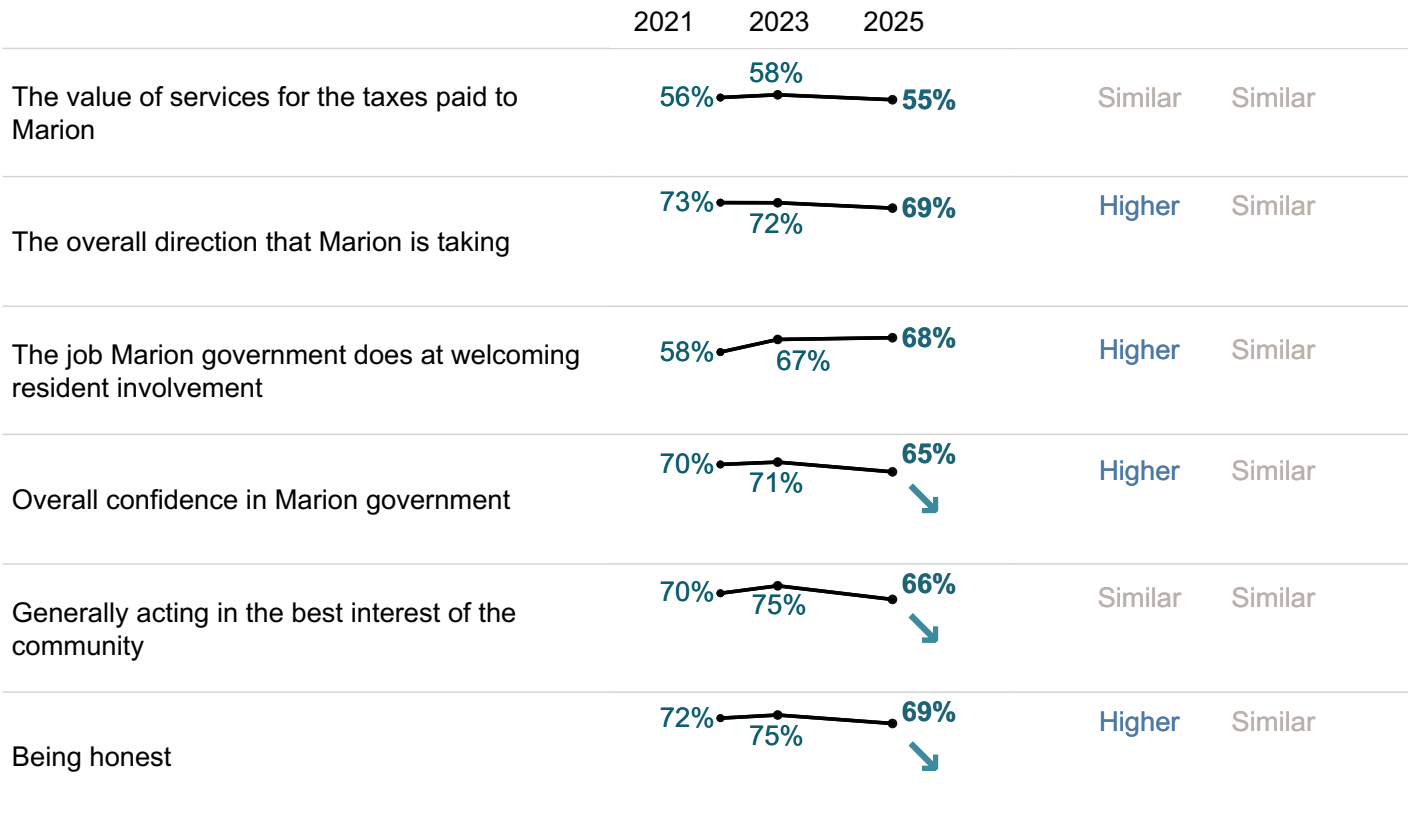
Overall confidence in Marion government, 2025



Please rate the quality of each of the following services in Marion. (% excellent or good)



Please rate the following categories of Marion government performance. (% excellent or good)



Being open and transparent to the public		Higher	Similar
Informing residents about issues facing the community		Higher	Similar
Treating all residents fairly		Higher	Similar
Treating residents with respect		Similar	Similar

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

	2021	2023	2025		
Attended a local public meeting	9%	12%	15%	Similar	Similar
Contacted Marion elected officials to express your opinion	10%	10%	13%	Similar	Similar
Contacted the City of Marion for help or information	38%	42%	46%	Similar	Similar
Watched a local public meeting	13%	8%	13%	Lower	Similar

Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)

	2021	2023	2025		
The City of Marion	76%	81%	80%	Similar	Similar
The Federal Government	38%	37%	34%	Similar	Similar

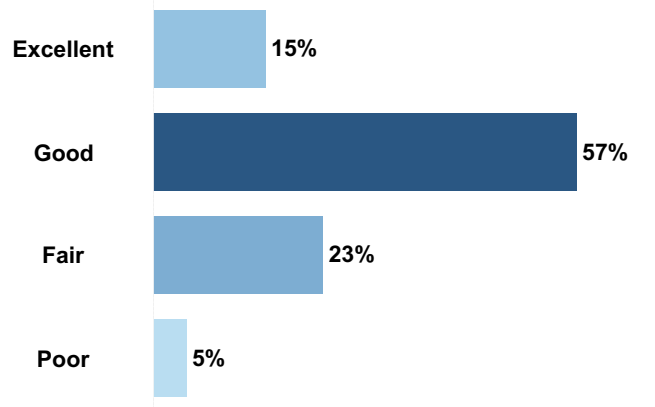
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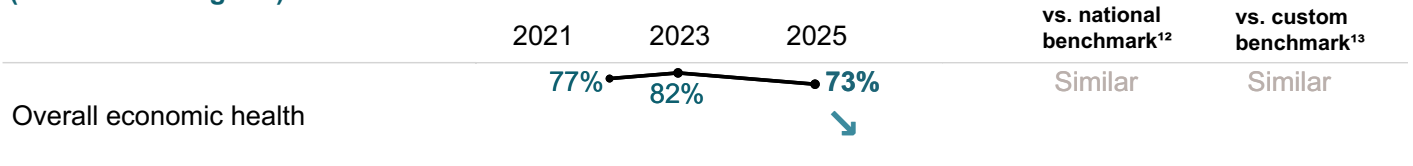
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

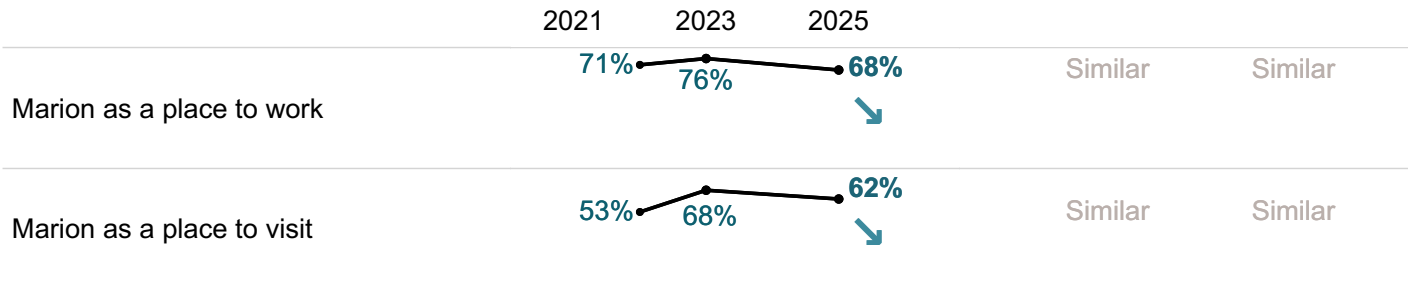
Overall economic health of Marion, 2025



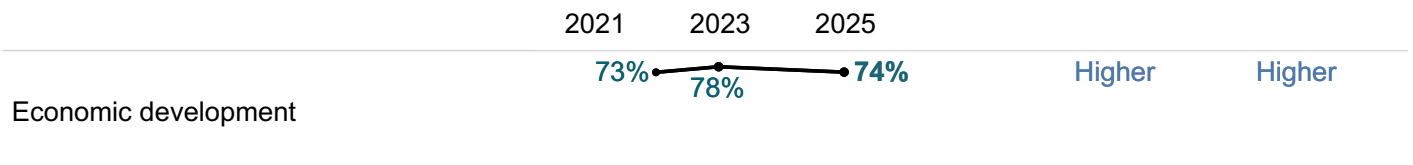
Please rate each of the following characteristics as they relate to Marion as a whole.
(% excellent or good)



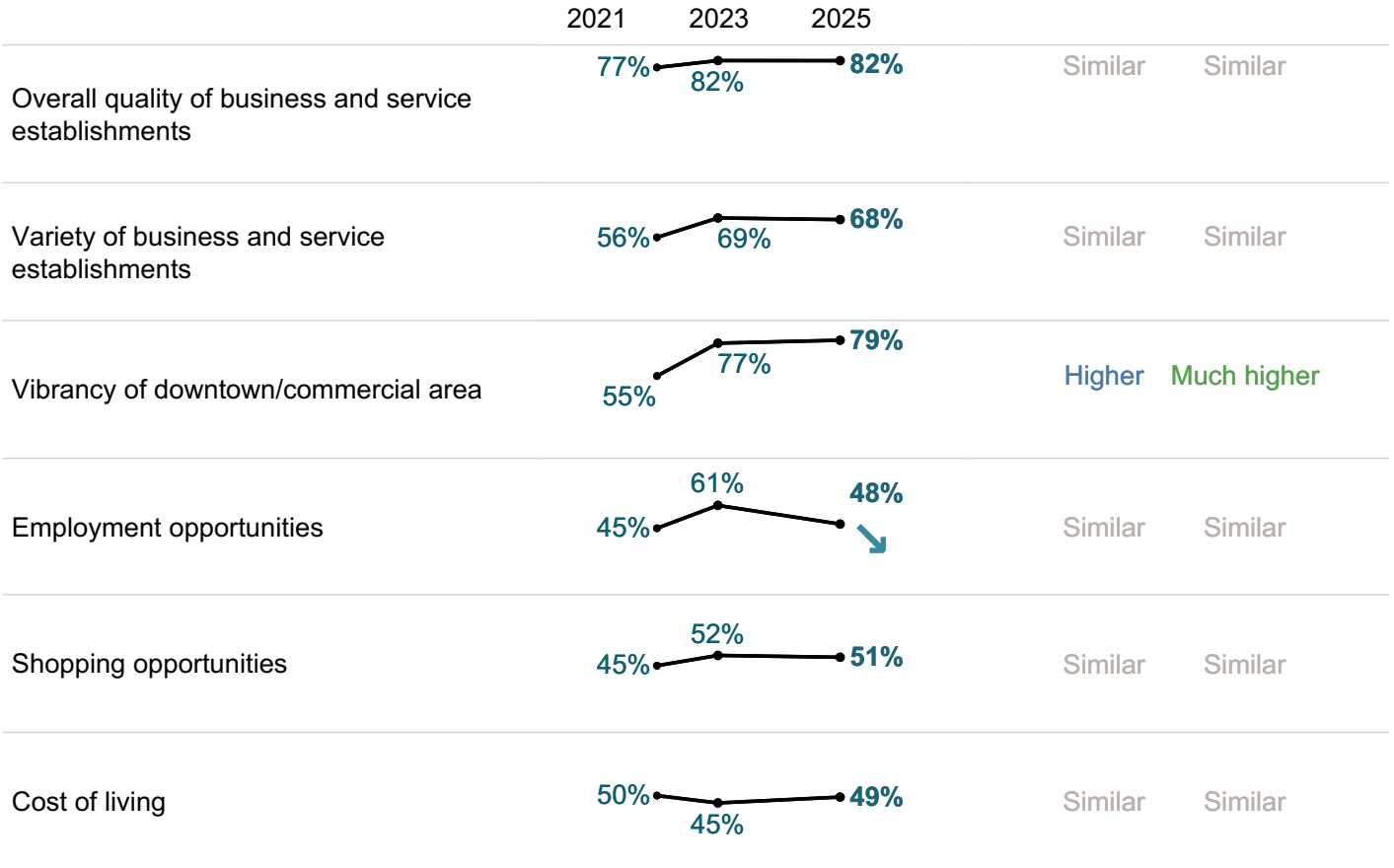
Please rate each of the following aspects of quality of life in Marion.
(% excellent or good)



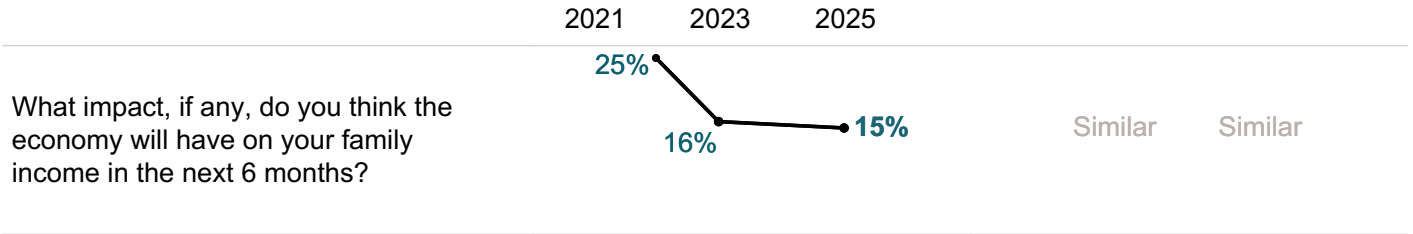
Please rate the quality of each of the following services in Marion.
(% excellent or good)



Please rate each of the following in the Marion community.
 (% excellent or good)



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
 (% very or somewhat positive)

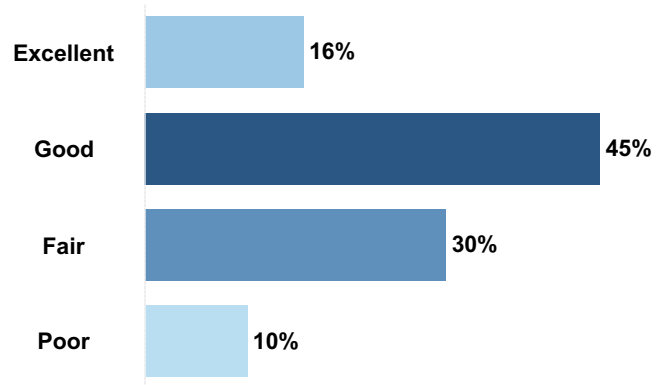


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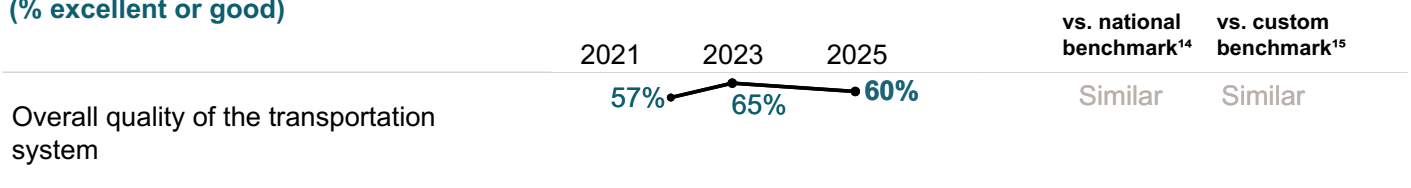
Overall quality of the transportation system in Marion, 2025

Mobility

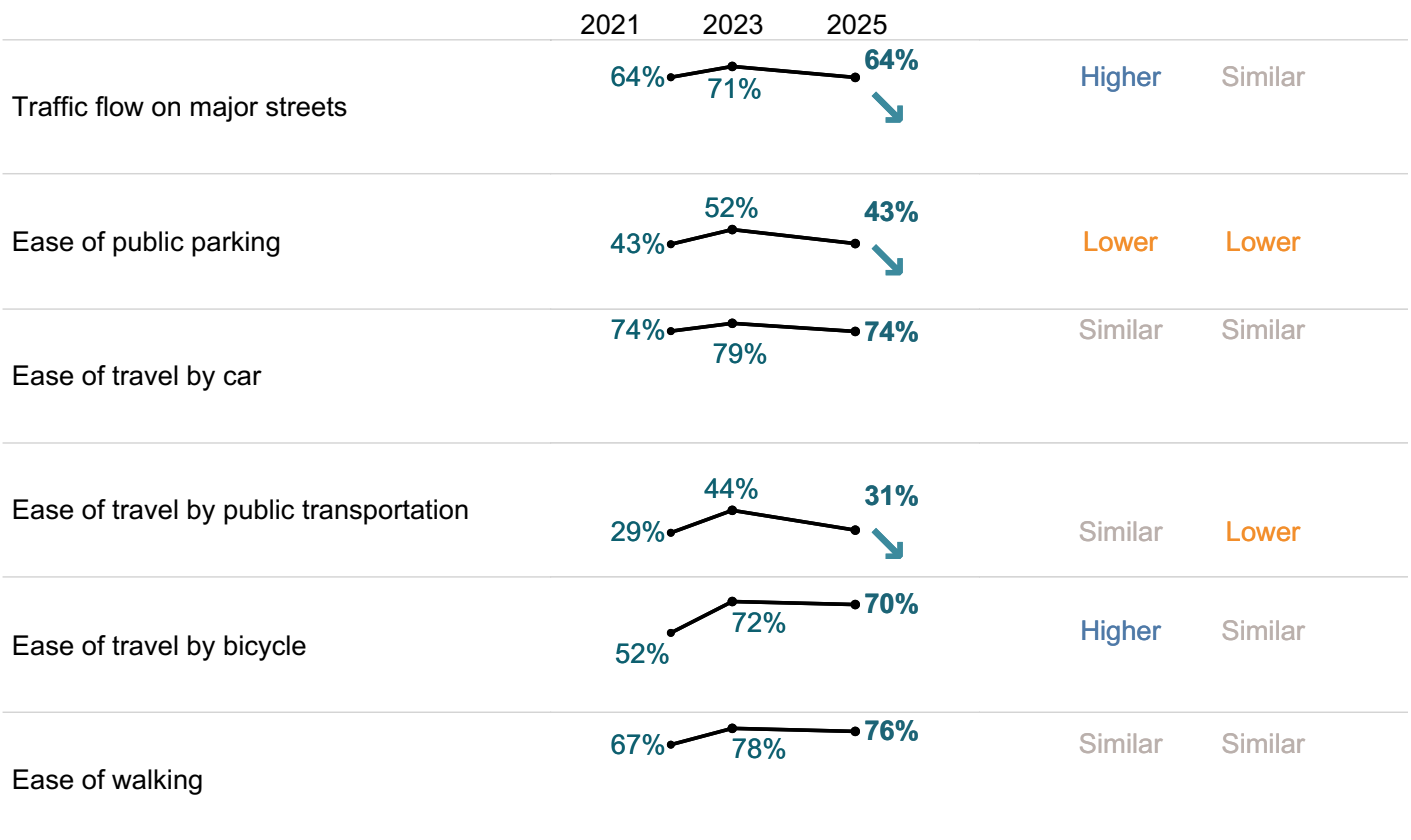
The ability of residents to move about their community with ease plays an important role in the overall quality of life for everyone who lives, works, and spends time there.



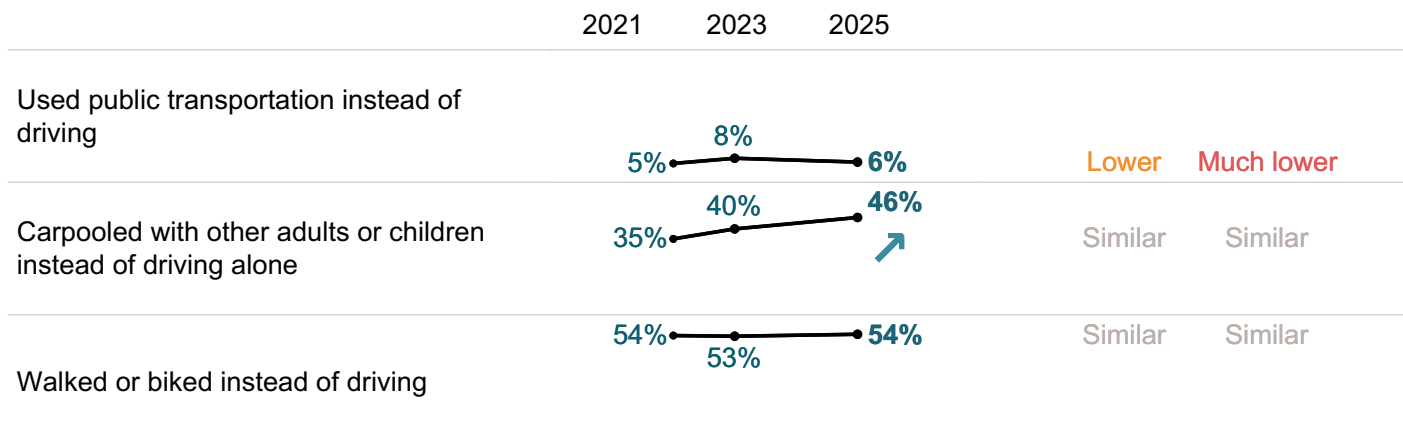
Please rate each of the following characteristics as they relate to Marion as a whole.
(% excellent or good)



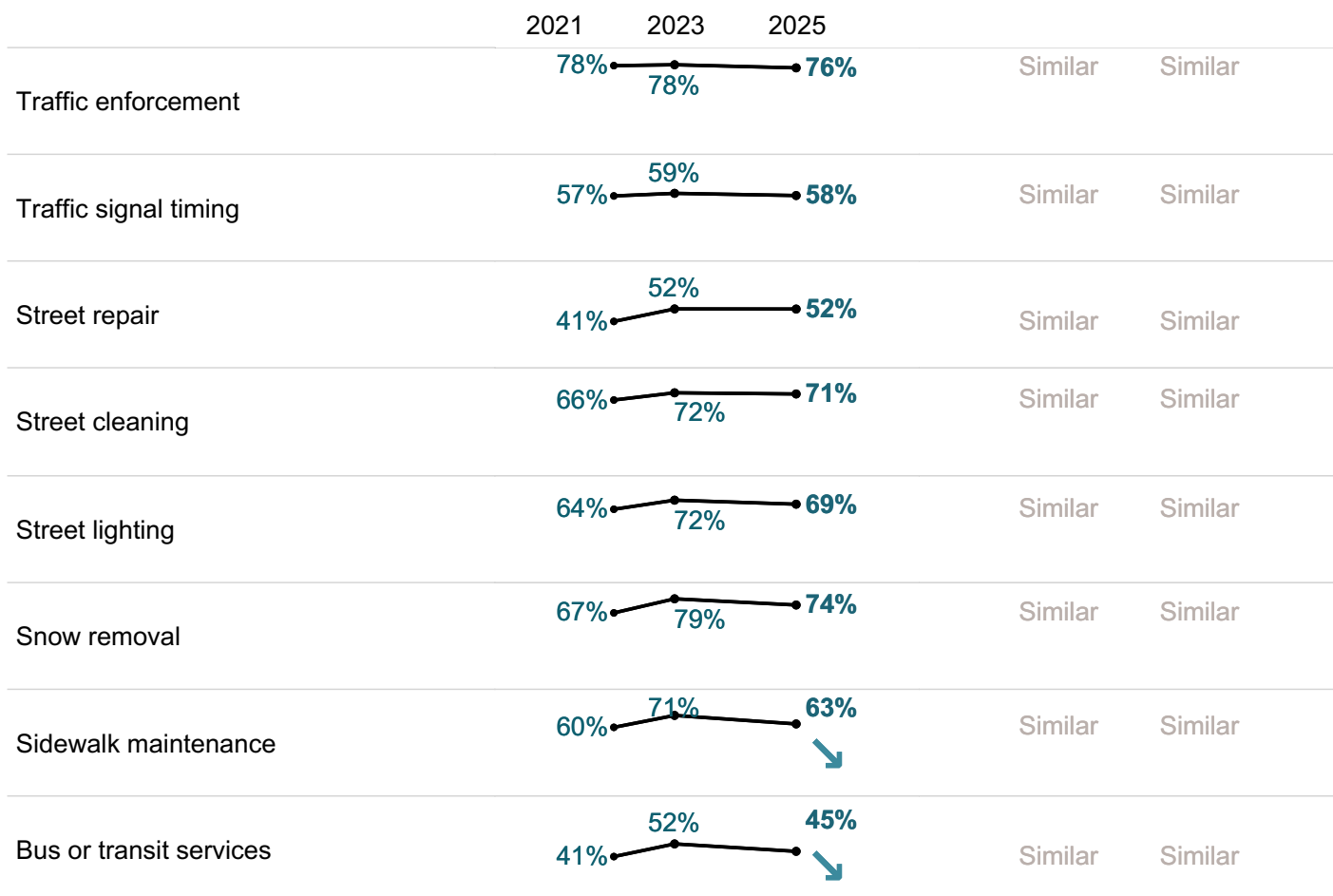
Please also rate each of the following in the Marion community.
(% excellent or good)



Please indicate whether or not you have done each of the following in the last 12 months.
 (% yes)



Please rate the quality of each of the following services in Marion.
 (% excellent or good)



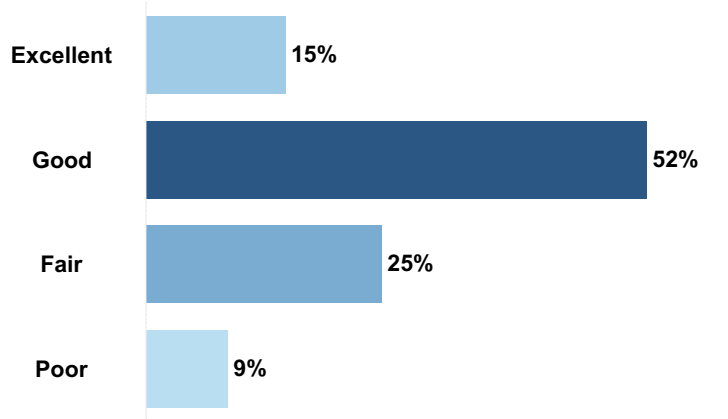
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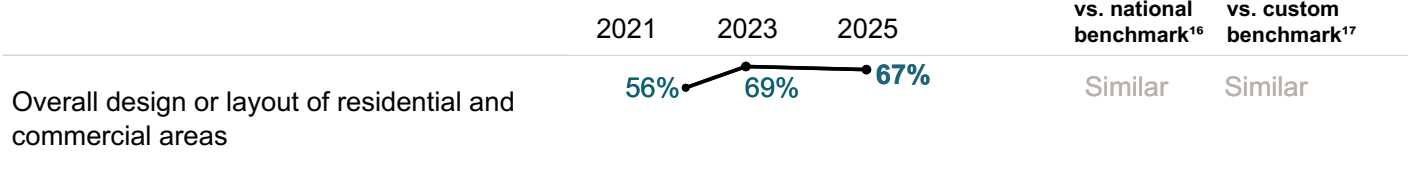
Overall design or layout of Marion's residential and commercial areas, 2025

Community Design

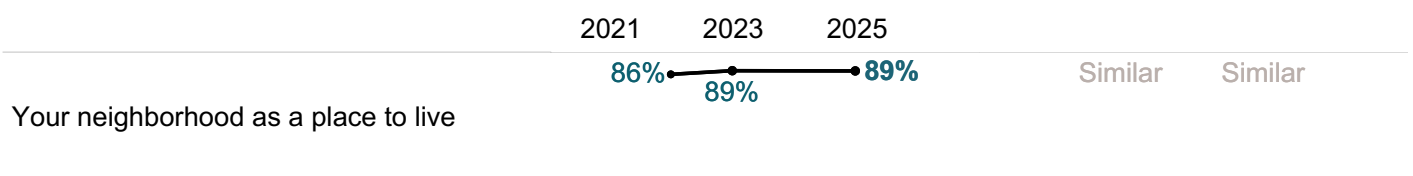
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and supporting development that suits residents' needs.



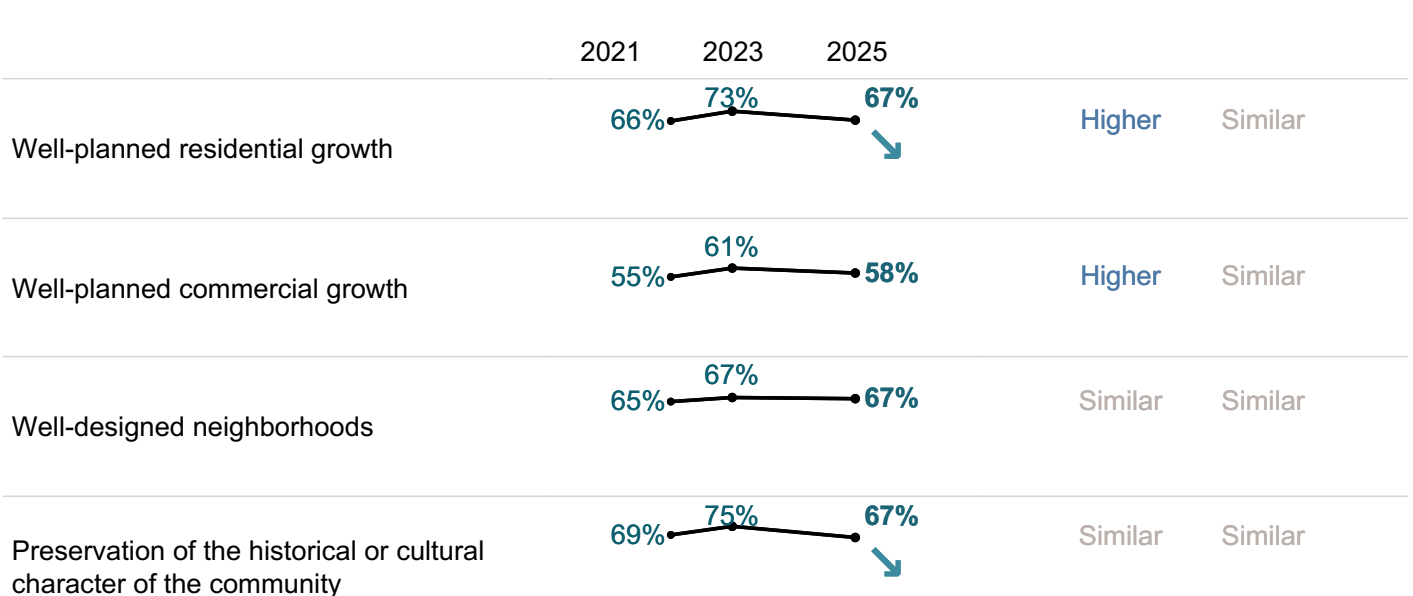
Please rate each of the following characteristics as they relate to Marion as a whole.
(% excellent or good)

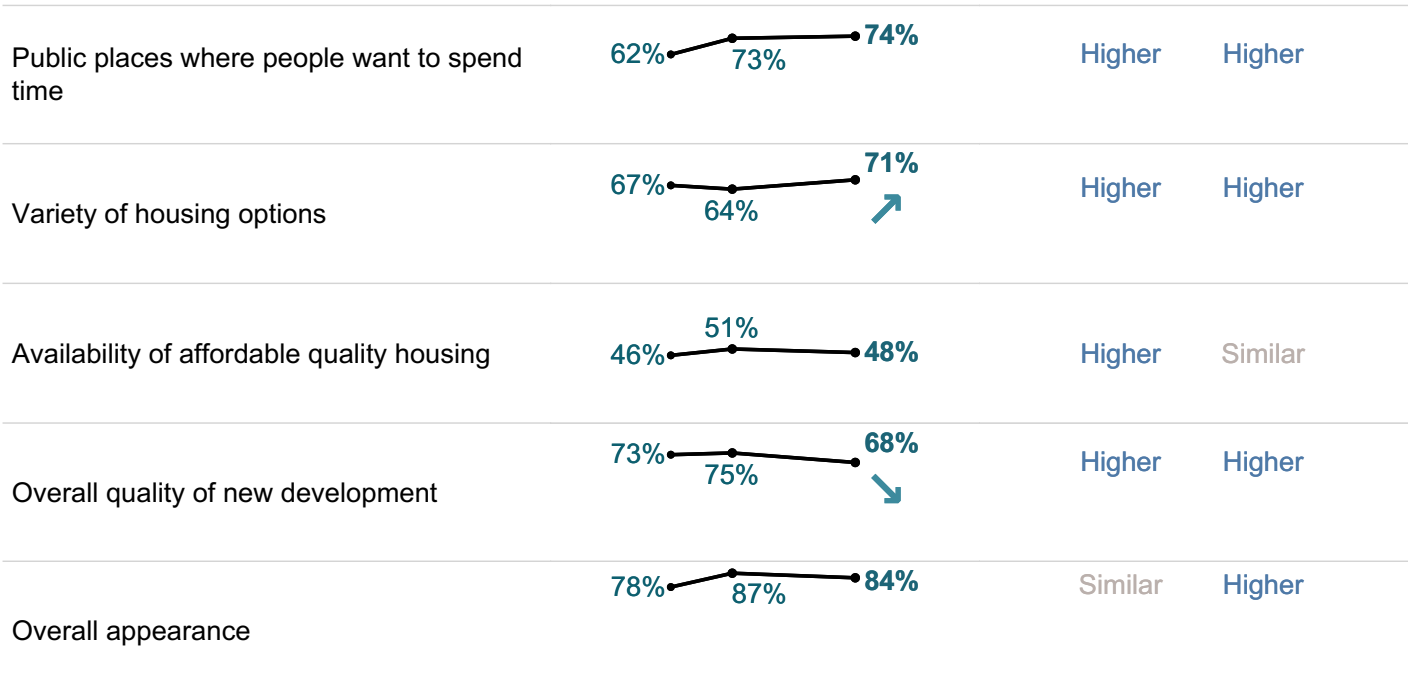


Please rate each of the following aspects of quality of life in Marion.
(% excellent or good)

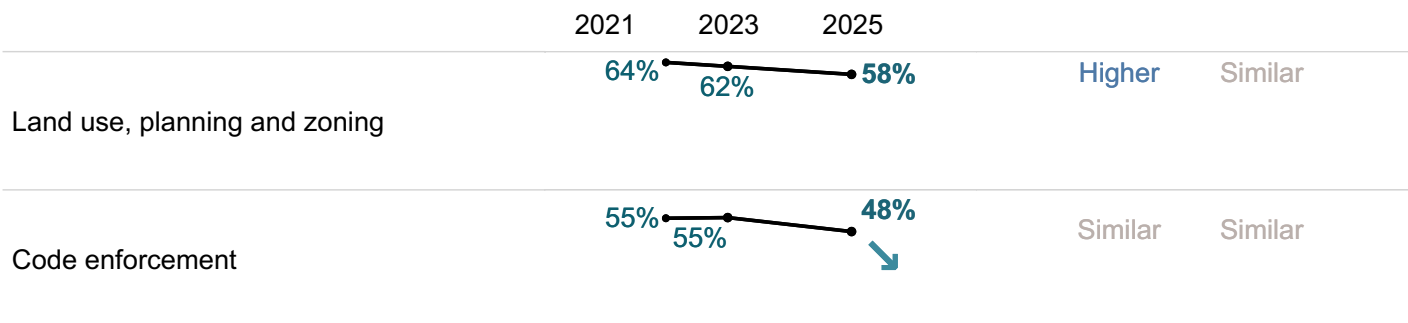


Please also rate each of the following in the Marion community.
(% excellent or good)





**Please rate the quality of each of the following services in Marion.
(% excellent or good)**



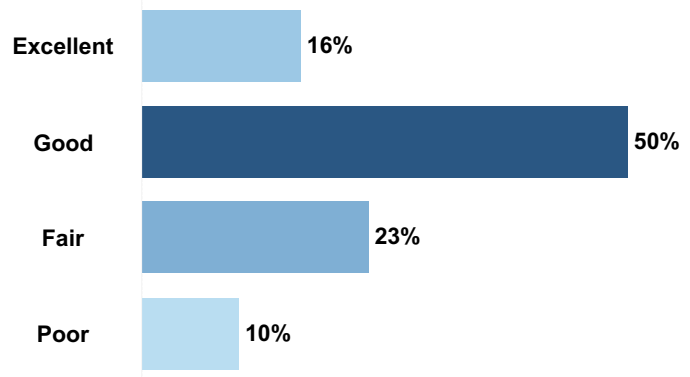
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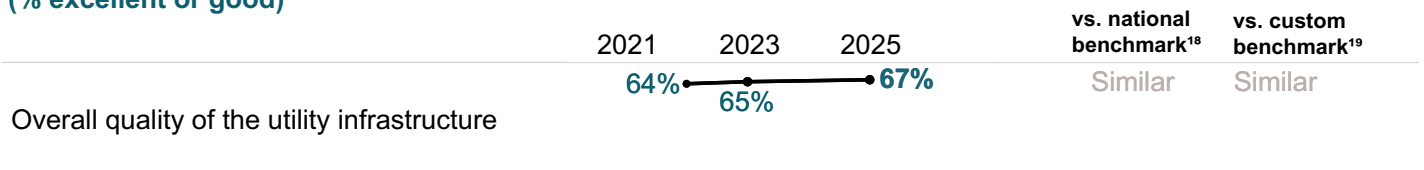
Utilities

Access to essential services like water, gas, electricity, and internet is crucial for safeguarding the physical health, economic stability, and overall well-being of the communities they support.

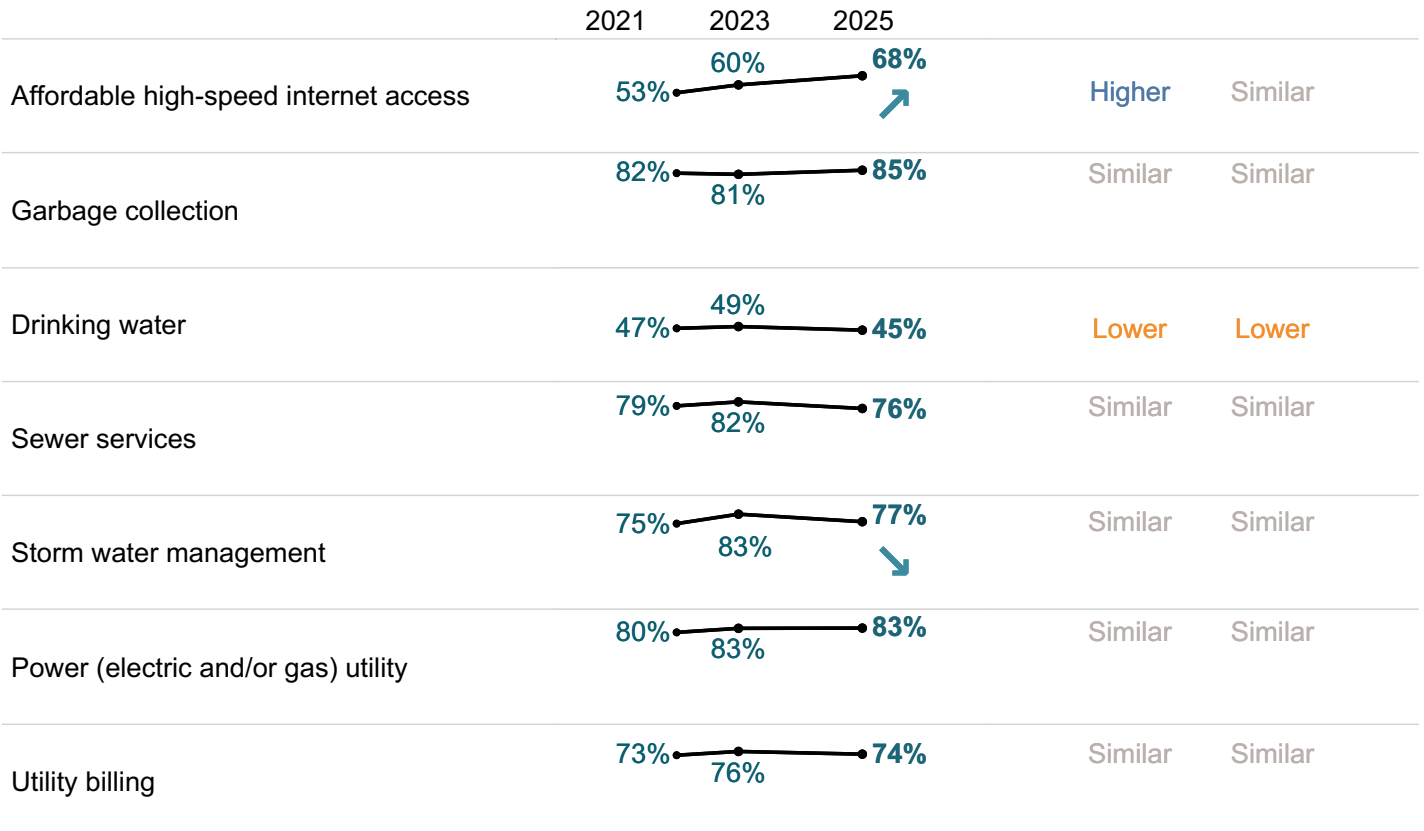
Overall quality of the utility infrastructure in Marion, 2025



Please rate each of the following characteristics as they relate to Marion as a whole.
(% excellent or good)



Please rate the quality of each of the following services in Marion.
(% excellent or good)



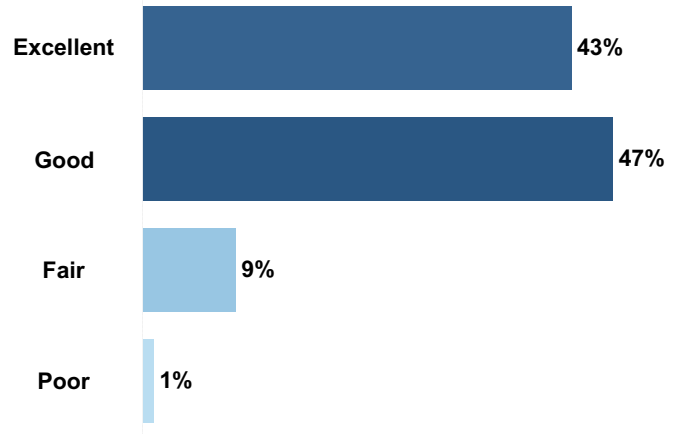
¹⁸. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

¹⁹. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

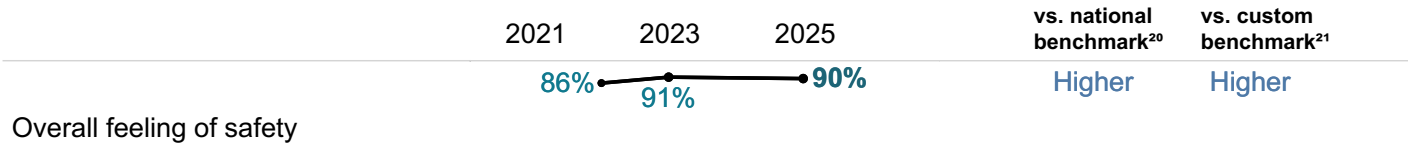
Safety

Public safety is one of the most important responsibilities of local governments, as every resident deserves to feel safe and secure both in their neighborhoods and across the wider community. The provision of strong, reliable safety services is essential to ensuring a high quality of life.

Overall feeling of safety in Marion, 2025



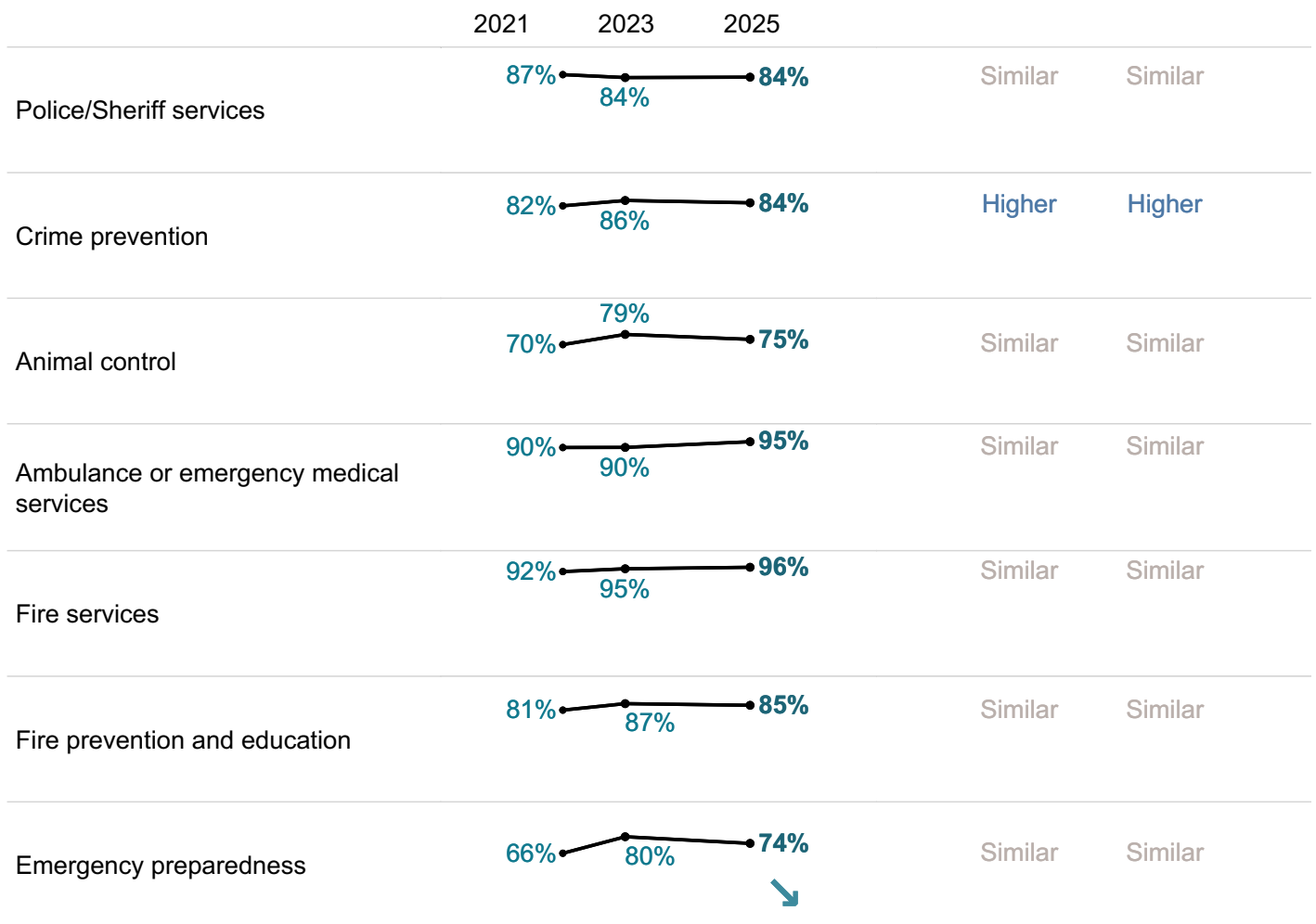
Please rate each of the following characteristics as they relate to Marion as a whole.
(% excellent or good)



Please rate how safe or unsafe you feel:
(% very or somewhat safe)



**Please rate the quality of each of the following services in Marion.
(% excellent or good)**



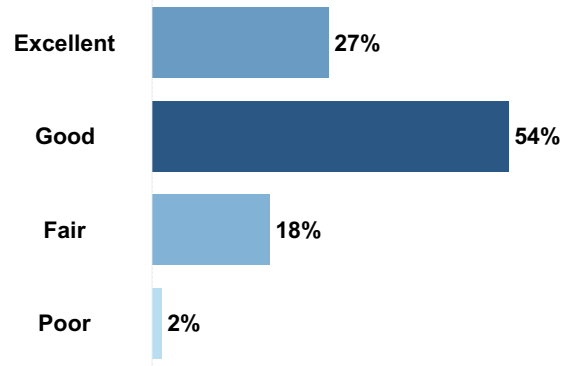
20. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

21. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

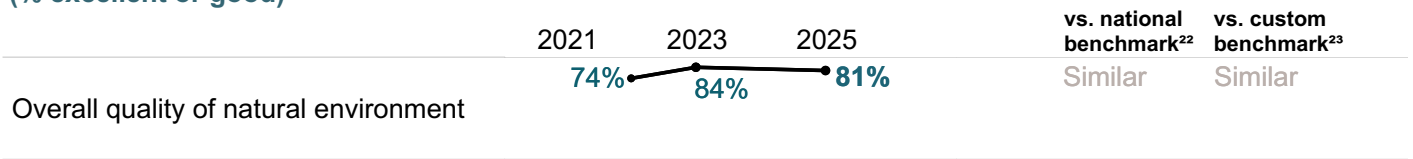
Overall quality of natural environment in Marion, 2025

Natural Environment

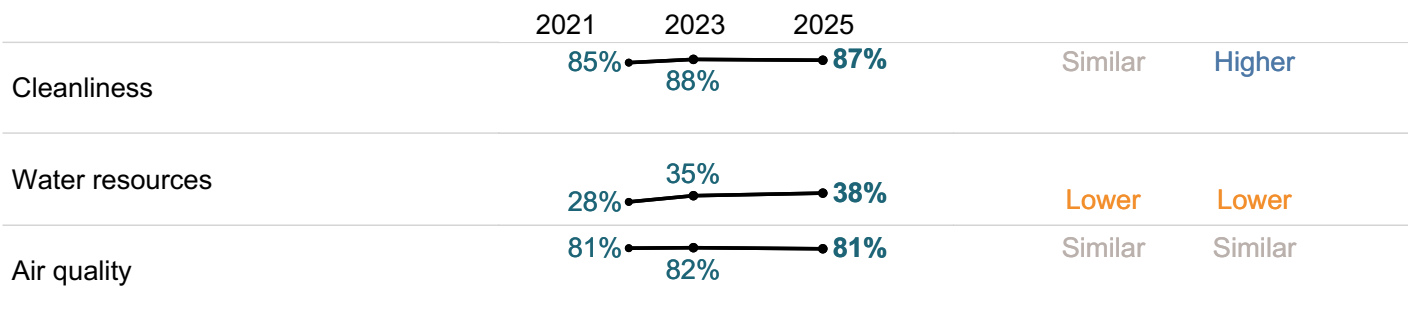
The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life. The natural environment plays a vital role in the health and well-being of residents.



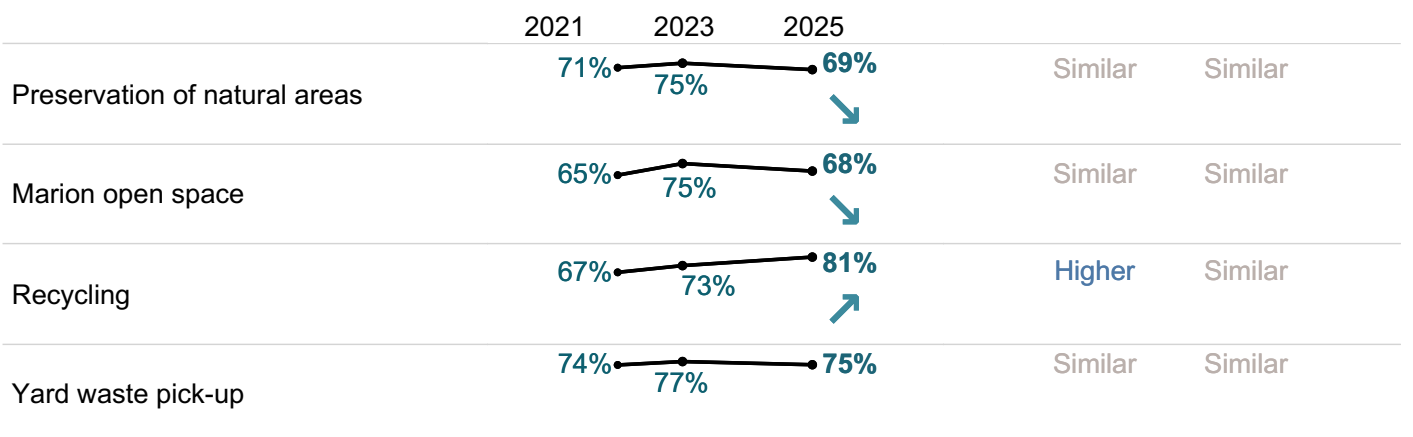
Please rate each of the following characteristics as they relate to Marion as a whole. (% excellent or good)



Please also rate each of the following in the Marion community. (% excellent or good)



Please rate the quality of each of the following services in Marion. (% excellent or good)



22. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

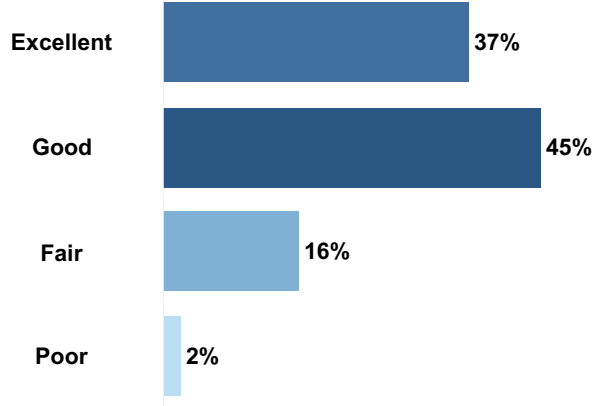
23. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report.

Parks and Recreation

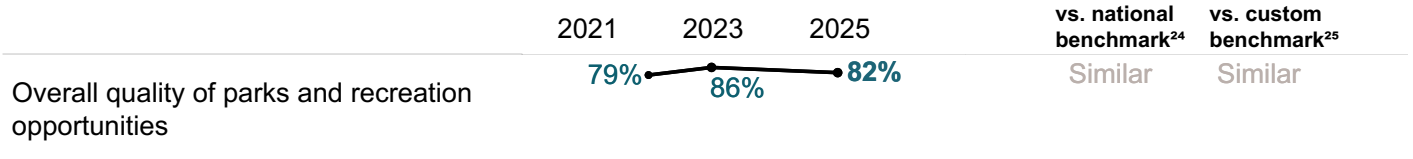
"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

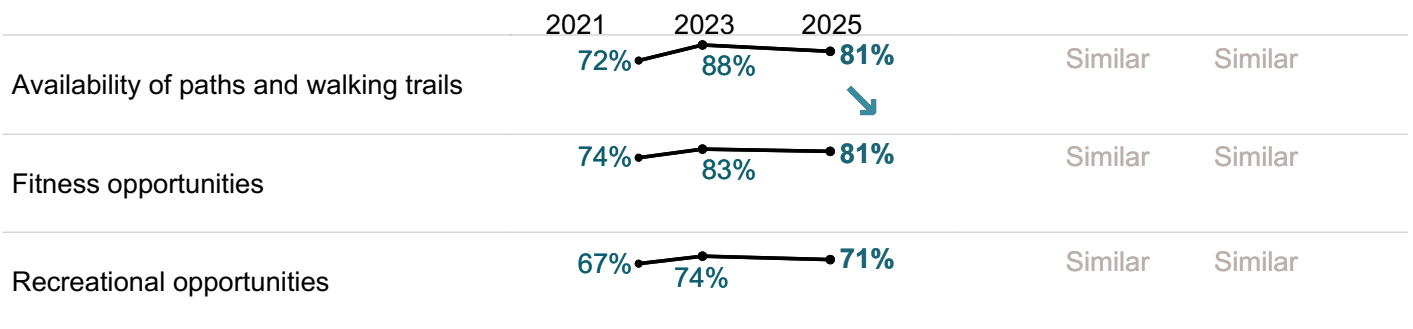
Overall quality of parks and recreation opportunities, 2025



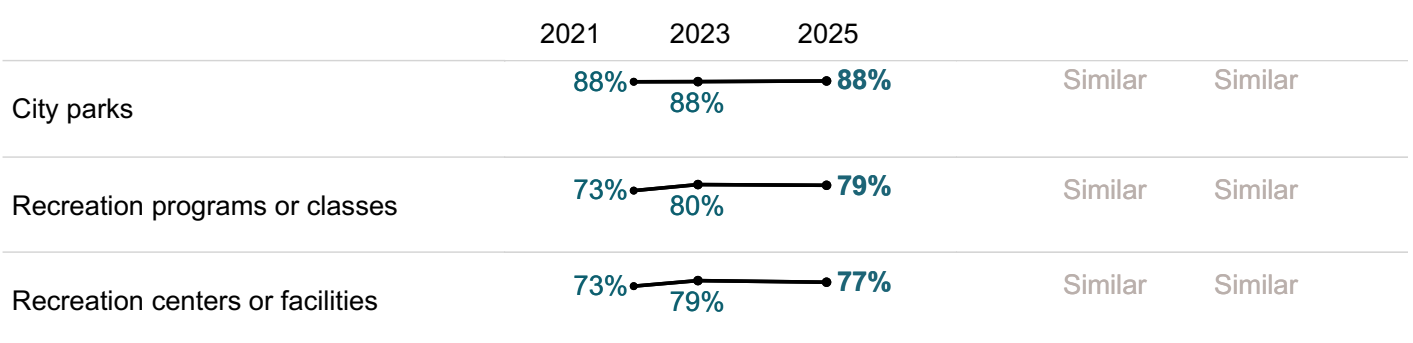
Please rate each of the following characteristics as they relate to Marion as a whole. (% excellent or good)



Please also rate each of the following in the Marion community. (% excellent or good)



Please rate the quality of each of the following services in Marion. (% excellent or good)



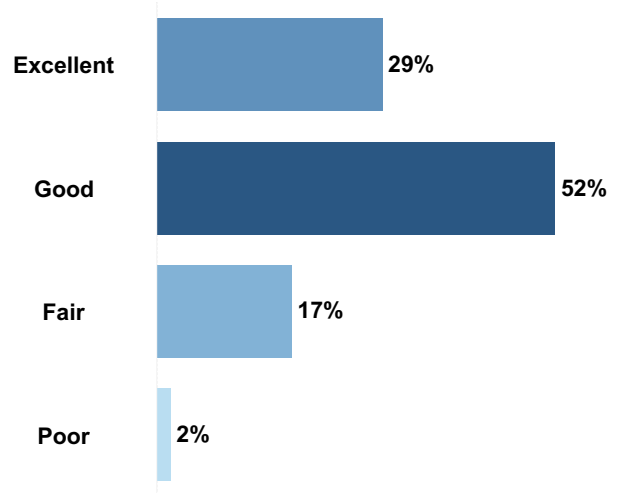
24. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

25. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report.

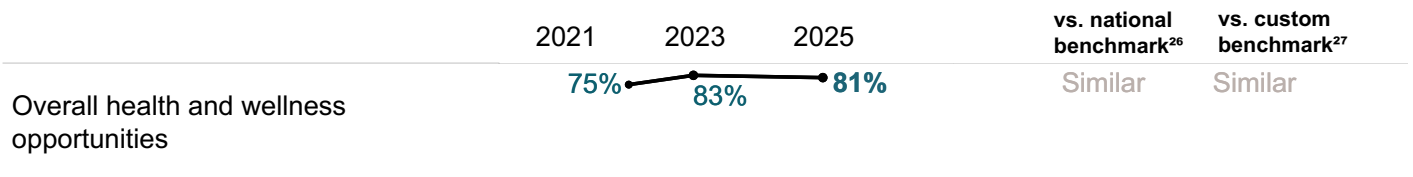
Health and Wellness

The features and amenities of a community directly influence residents' health and well-being, shaping their overall quality of life.

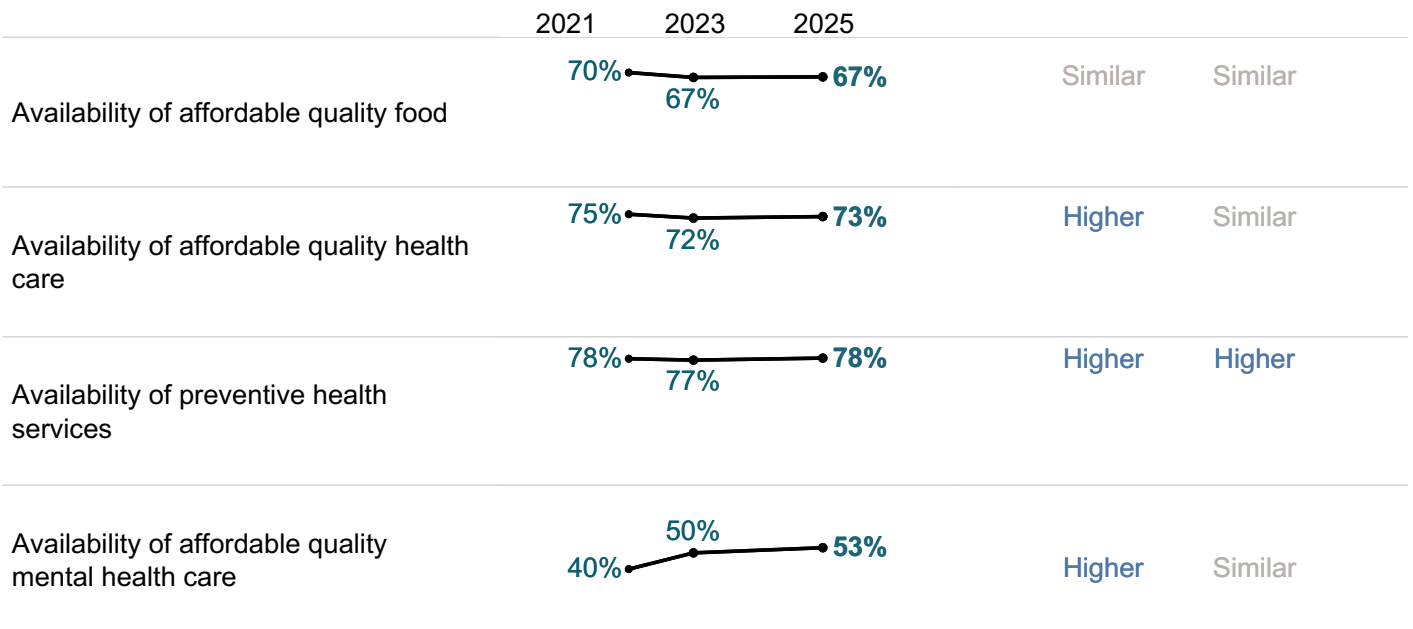
Overall health and wellness opportunities in Marion, 2025



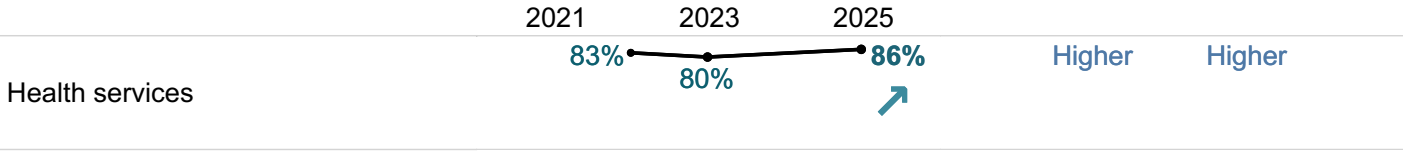
Please rate each of the following characteristics as they relate to Marion as a whole. (% excellent or good)



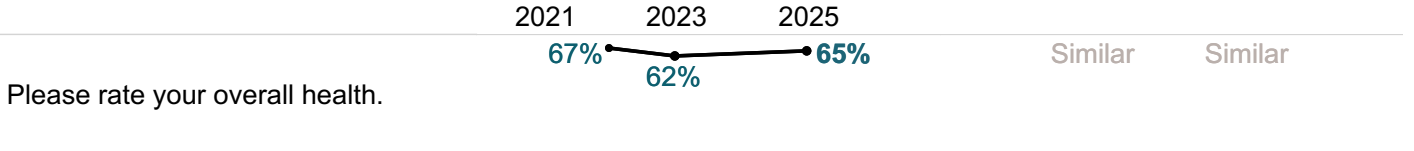
Please also rate each of the following in the Marion community. (% excellent or good)



Please rate the quality of each of the following services in Marion.
 (% excellent or good)



Please rate your overall health.
 (% excellent or very good)

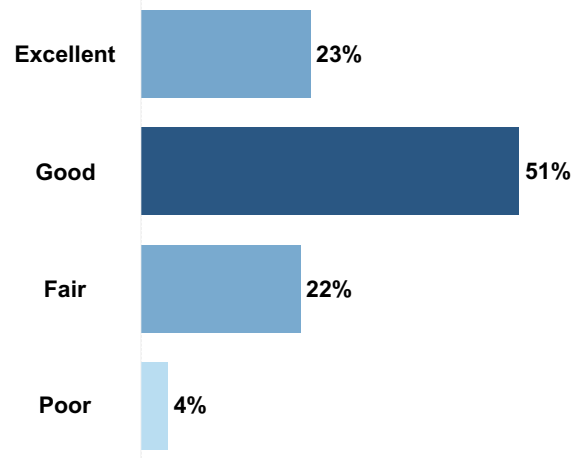


26. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
 27. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Education, Arts, and Culture

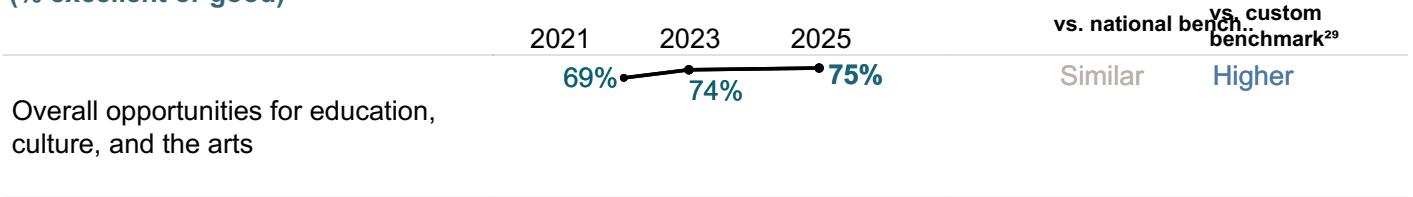
Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Overall opportunities for education, culture and the arts, 2025



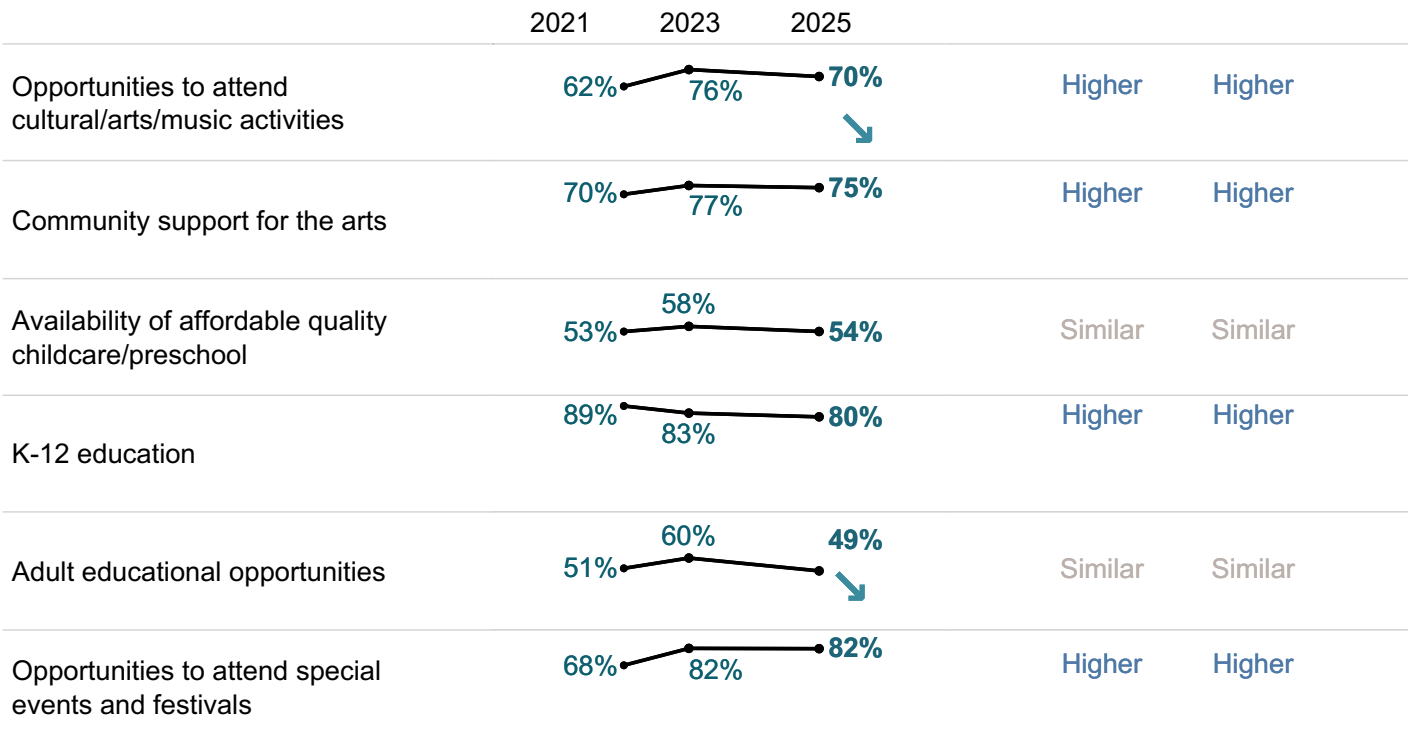
Please rate each of the following characteristics as they relate to Marion as a whole.

(% excellent or good)

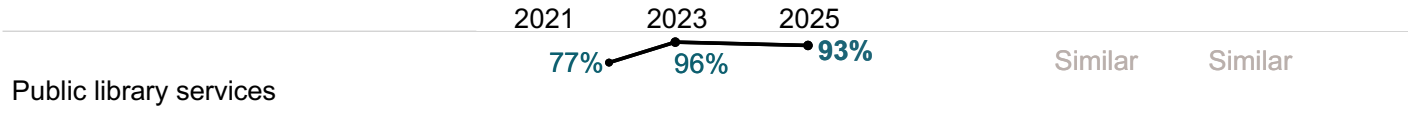


Please also rate each of the following in the Marion community.

(% excellent or good)



Please rate the quality of each of the following services in Marion.
(% excellent or good)



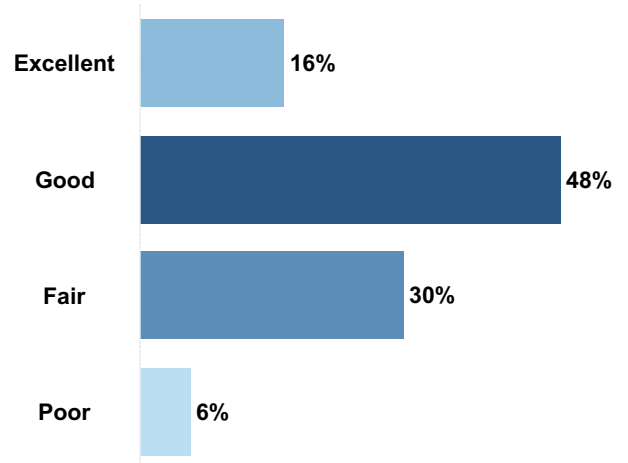
28. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

29. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

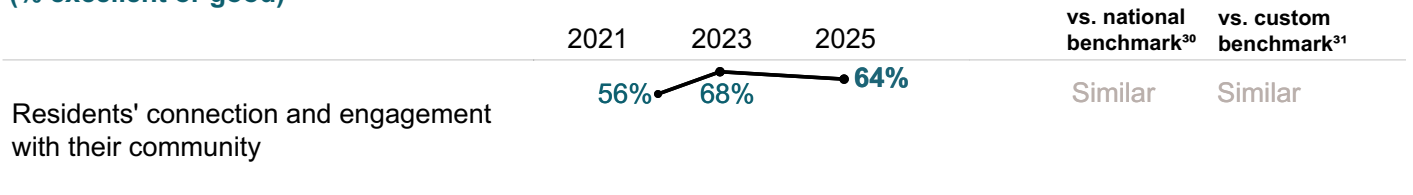
Community Connection

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged.

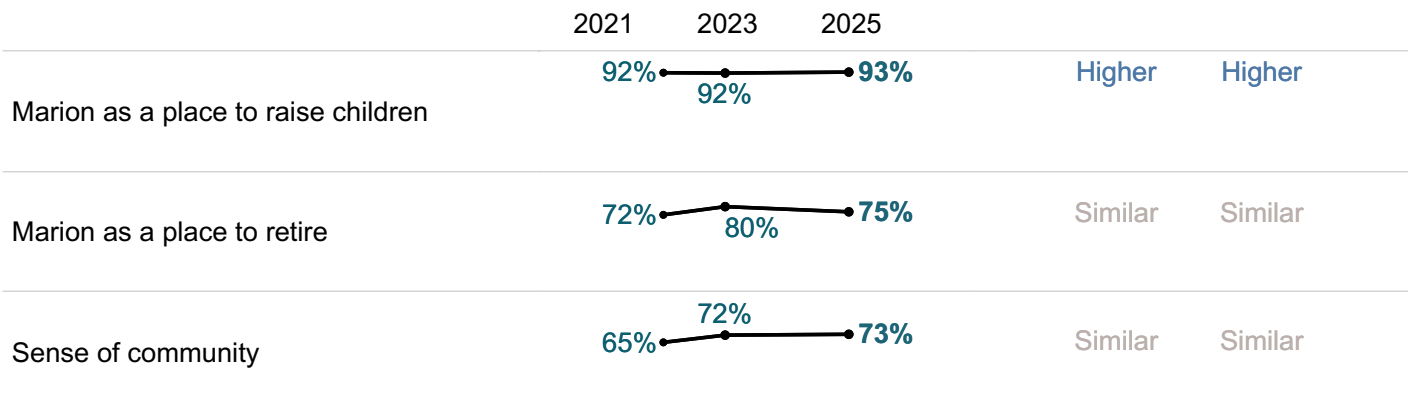
Residents' connection and engagement with their community, 2025



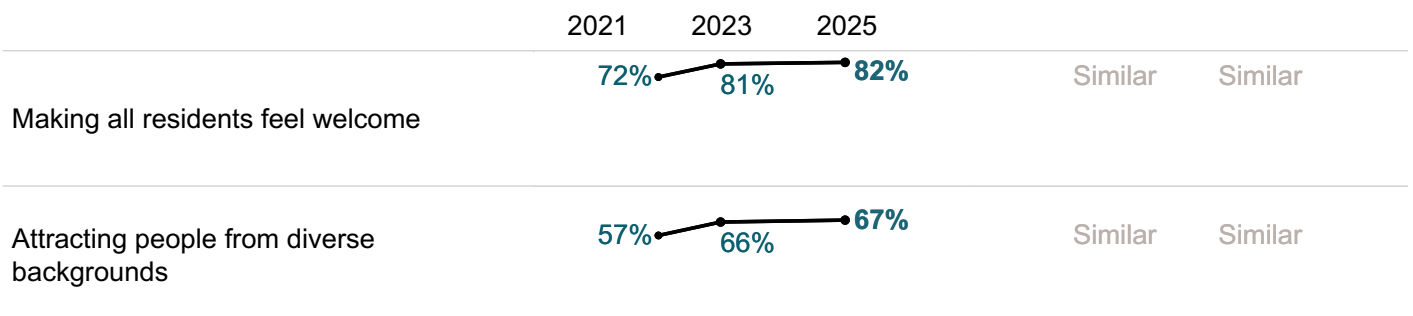
Please rate each of the following characteristics as they relate to Marion as a whole. (% excellent or good)

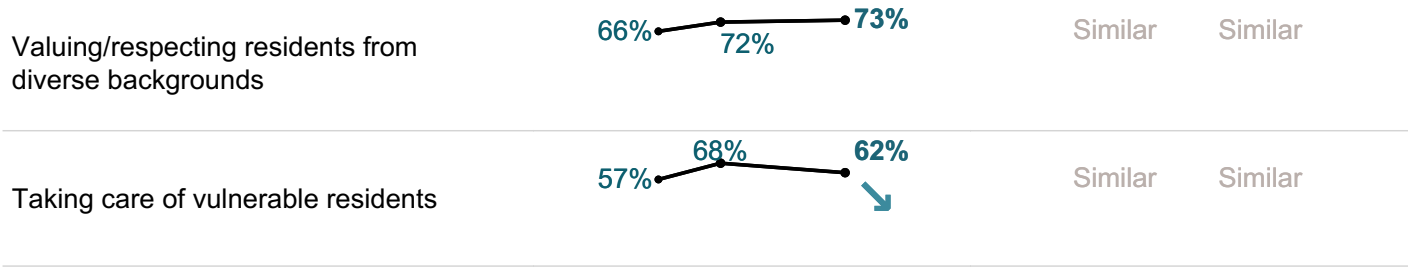


Please rate each of the following aspects of quality of life in Marion. (% excellent or good)



Please rate the job you feel the Marion community does at each of the following. (% excellent or good)

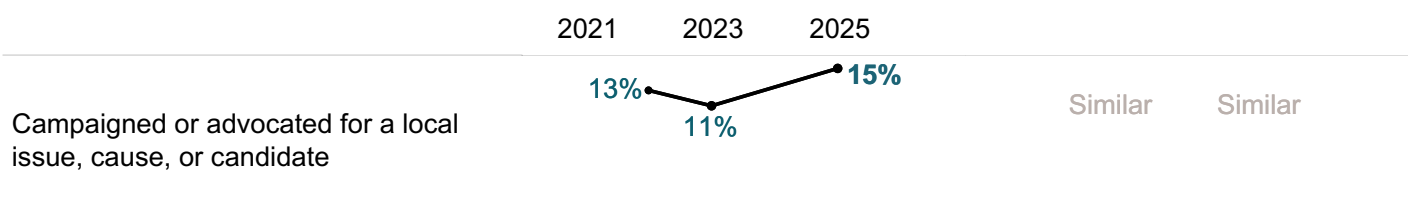




**Please also rate each of the following in the Marion community.
(% excellent or good)**



**Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)**
























































30. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

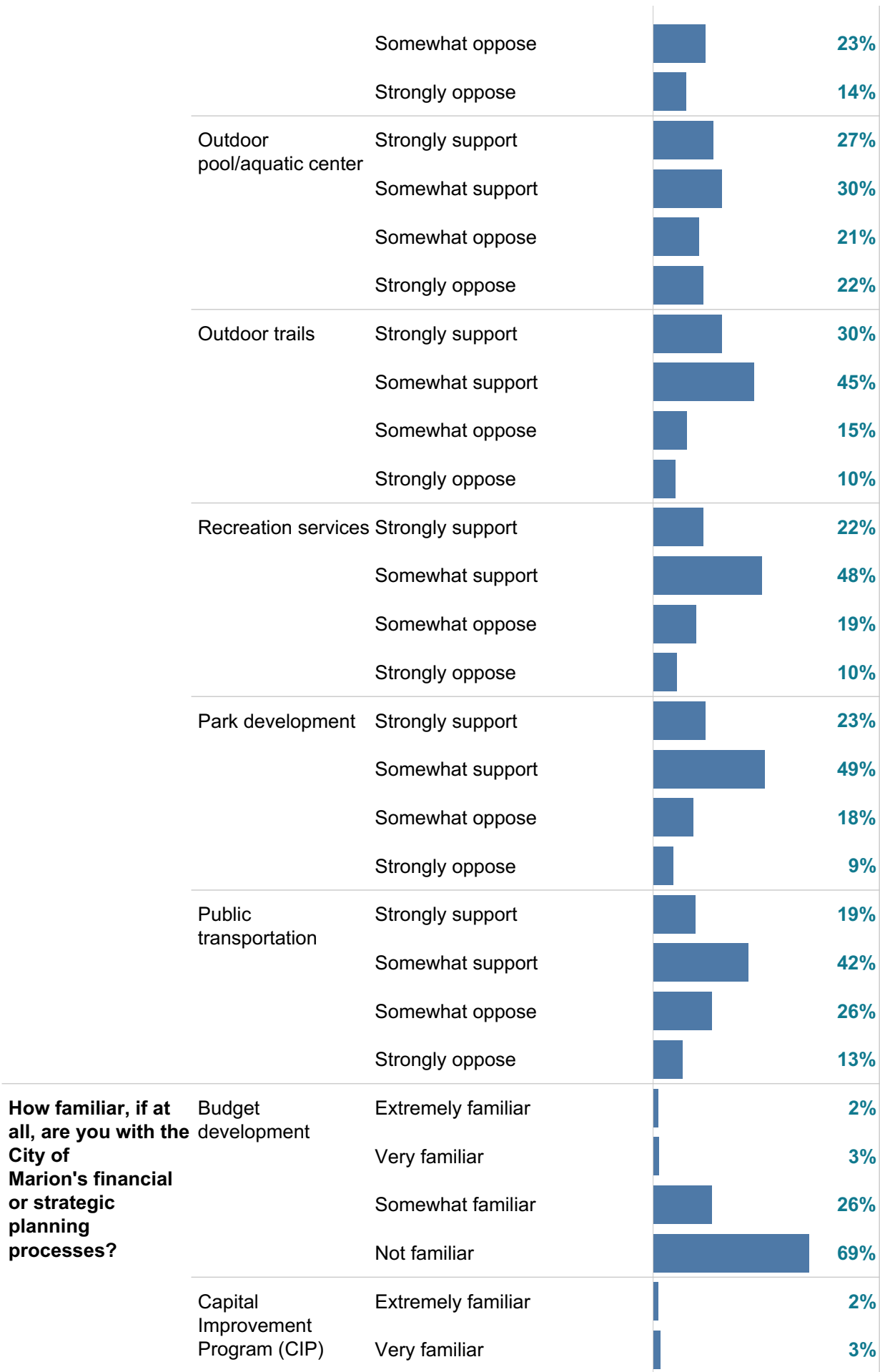
31. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

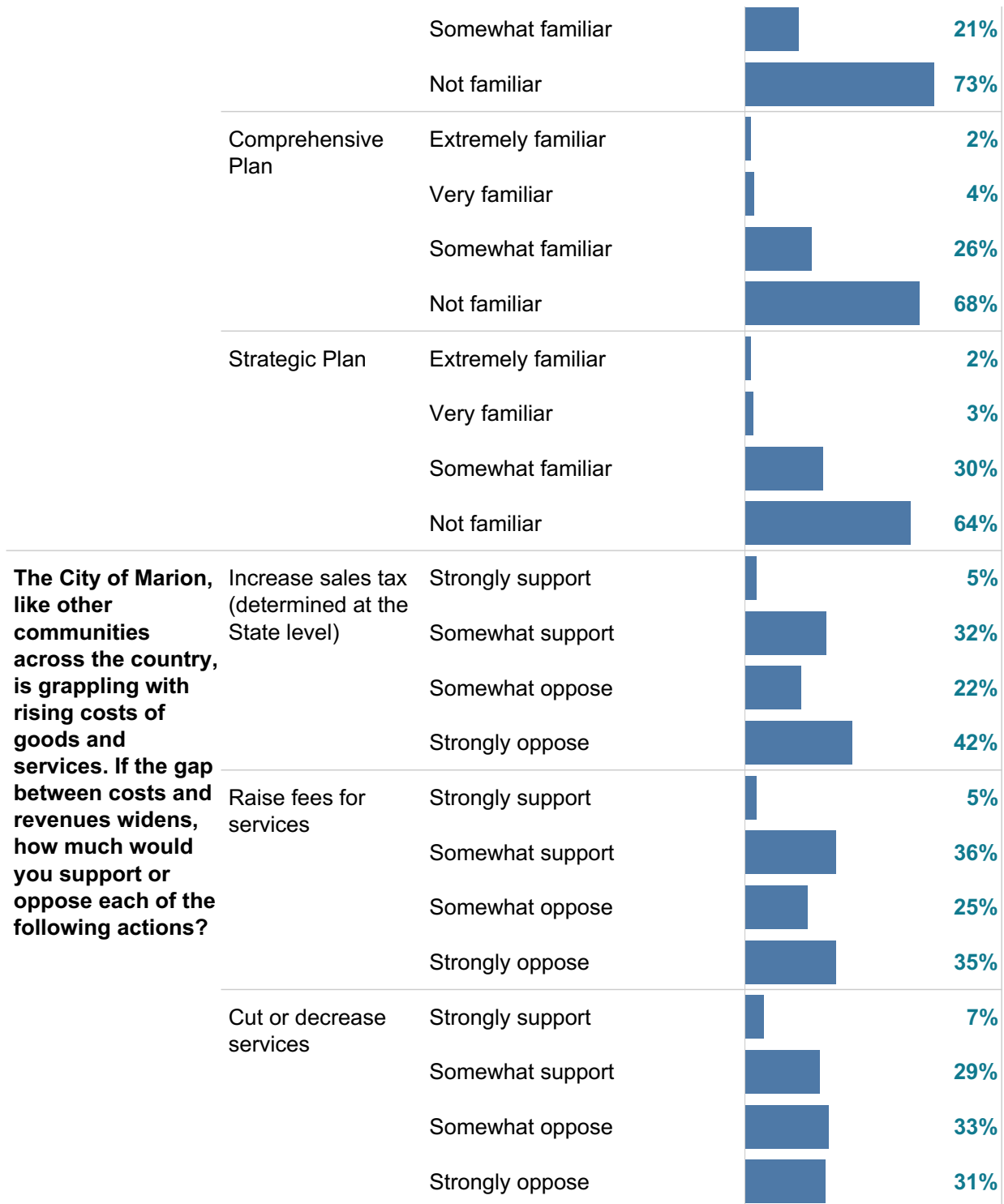
Custom Questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded.

			Include "don't know" No	
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	The City website (www.cityofmarion.org)	Major source		67%
		Minor source		24%
		Not a source		9%
	Local media outlets (newspapers, radio, local television stations)	Major source		44%
		Minor source		42%
		Not a source		14%
	Marion Messenger (City newsletter)	Major source		62%
		Minor source		30%
		Not a source		8%
	Emailed newsletters (IN FOCUS, Parks & Recreation, Public Works, etc.)	Major source		34%
		Minor source		40%
		Not a source		26%
	City Council meetings and other public meetings	Major source		24%
		Minor source		37%
		Not a source		39%
Recordings of City Council Meetings	Major source		20%	
	Minor source		32%	
	Not a source		48%	
Talking with City officials	Major source		24%	
	Minor source		36%	
	Not a source		40%	
City communications via social media (i.e., Facebook, X, Instagram, etc.)	Major source		35%	
	Minor source		37%	
	Not a source		28%	

Please indicate to what extent you would support or oppose a property tax or fee increase to fund improvements to each of the following facilities or services:	Word-of-mouth	Major source		30%
		Minor source		49%
		Not a source		21%
	Schools	Strongly support		34%
		Somewhat support		32%
		Somewhat oppose		14%
		Strongly oppose		20%
	Library services	Strongly support		25%
		Somewhat support		39%
		Somewhat oppose		18%
		Strongly oppose		18%
	Public safety/fire and police	Strongly support		38%
Somewhat support			42%	
Somewhat oppose			12%	
Strongly oppose			8%	
Street/infrastructure improvements	Strongly support		39%	
	Somewhat support		46%	
	Somewhat oppose		8%	
	Strongly oppose		7%	
Public art	Strongly support		8%	
	Somewhat support		38%	
	Somewhat oppose		28%	
	Strongly oppose		26%	
Parks	Strongly support		29%	
	Somewhat support		50%	
	Somewhat oppose		11%	
	Strongly oppose		11%	
Community center	Strongly support		21%	
	Somewhat support		41%	





The City of Marion 2025 Community Survey

Please complete this survey if you are an adult (age 18 or older). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Marion.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Marion as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Marion as a place to raise children.....	1	2	3	4	5
Marion as a place to work	1	2	3	4	5
Marion as a place to visit	1	2	3	4	5
Marion as a place to retire	1	2	3	4	5
The overall quality of life in Marion.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Marion as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Marion	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Marion.....	1	2	3	4	5
Overall design or layout of Marion's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Marion (water, sewer, storm water, electric/gas, broadband)	1	2	3	4	5
Overall feeling of safety in Marion.....	1	2	3	4	5
Overall quality of natural environment in Marion	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Marion.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Marion to someone who asks	1	2	3	4	5
Remain in Marion for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Marion's downtown/commercial area during the day.....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Marion community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Marion community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Marion	1	2	3	4	5
Variety of business and service establishments in Marion.....	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Marion.....	1	2	3	4	5
Overall image or reputation of Marion.....	1	2	3	4	5

7. Please also rate each of the following in the Marion community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Marion.....	1	2	3	4	5
Ease of travel by public transportation in Marion.....	1	2	3	4	5
Ease of travel by bicycle in Marion.....	1	2	3	4	5
Ease of walking in Marion.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Marion.....	1	2	3	4	5
Overall appearance of Marion.....	1	2	3	4	5
Cleanliness of Marion.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)... ..	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Marion.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the City of Marion (in-person, phone, email, or web) for help or information.....	1	2
Contacted Marion elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Marion.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The City of Marion 2025 Community Survey

9. Please rate the quality of each of the following services in Marion.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts).....	1	2	3	4	5
Marion open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Marion employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Marion government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Marion.....	1	2	3	4	5
The overall direction that Marion is taking.....	1	2	3	4	5
The job Marion government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Marion government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Marion.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Marion community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Marion.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus)	1	2	3	4
Overall design or layout of Marion’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Marion (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4
Overall feeling of safety in Marion	1	2	3	4
Overall quality of natural environment in Marion	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Marion.....	1	2	3	4
Overall opportunities for education, culture, and the arts	1	2	3	4
Residents’ connection and engagement with their community.....	1	2	3	4

13. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
The City website (www.cityofmarion.org).....	1	2	3
Local media outlets (newspapers, radio, local television stations).....	1	2	3
Marion Messenger (City newsletter)	1	2	3
Emailed newsletters (IN FOCUS, Parks & Recreation, Public Works, etc.).....	1	2	3
City Council meetings and other public meetings.....	1	2	3
Recordings of City Council Meetings.....	1	2	3
Talking with City officials.....	1	2	3
City communications via social media (i.e., Facebook, X, Instagram, etc.)	1	2	3
Word-of-mouth.....	1	2	3

14. Please indicate to what extent you would support or oppose a property tax or fee increase to fund improvements to each of the following facilities or services:

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>
Schools.....	1	2	3	4
Library services	1	2	3	4
Public safety/fire and police	1	2	3	4
Street/infrastructure improvements.....	1	2	3	4
Public art.....	1	2	3	4
Parks	1	2	3	4
Community center	1	2	3	4
Outdoor pool/aquatic center.....	1	2	3	4
Outdoor trails.....	1	2	3	4
Recreation services	1	2	3	4
Park development.....	1	2	3	4
Public transportation	1	2	3	4

15. How familiar, if at all, are you with the City of Marion’s financial or strategic planning processes?

	<u>Extremely familiar</u>	<u>Very familiar</u>	<u>Somewhat familiar</u>	<u>Not familiar</u>	<u>Don’t know</u>
Budget development.....	1	2	3	4	5
Capital Improvement Program (CIP).....	1	2	3	4	5
Comprehensive Plan.....	1	2	3	4	5
Strategic Plan	1	2	3	4	5

16. The City of Marion, like other communities across the country, is grappling with rising costs of goods and services. If the gap between costs and revenues widens, how much would you support or oppose each of the following actions?

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don’t know</u>
Increase sales tax (determined at the State level).....	1	2	3	4	5
Raise fees for services.....	1	2	3	4	5
Cut or decrease services.....	1	2	3	4	5

The City of Marion 2025 Community Survey

Our last questions are about you and your household.
 Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:	Several <u>times a day</u>	Once <u>a day</u>	A few times <u>a week</u>	Every <u>few weeks</u>	Less often <u>or never</u>	Don't <u>know</u>
Access the internet from your home using a computer, laptop, or tablet computer.....	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. How many years have you lived in Marion?

- Less than 2 years
 2-5 years
 6-10 years
 11-20 years
 More than 20 years

D5. Which best describes the building you live in?

- Single-family detached home
 Townhouse or duplex (may share walls but no units above or below you)
 Condominium or apartment (have units above or below you)
 Mobile home
 Other

D6. Do you rent or own your home?

- Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- Less than \$300 \$2,500 to \$3,999
 \$300 to \$599 \$4,000 to \$6,999
 \$600 to \$999 \$7,000 to \$9,999
 \$1,000 to \$1,499 \$10,000 or more
 \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$150,000 to \$199,999
 \$50,000 to \$74,999 \$200,000 to \$299,999
 \$75,000 to \$99,999 \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

- No Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian
 Black or African American
 Native Hawaiian or Other Pacific Islander
 White
 A race not listed

D13. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D14. What is your gender?

- Woman
 Man
 Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

- Agender/I don't identify with any gender
 Genderqueer/gender fluid
 Non-binary
 Transgender man
 Transgender woman
 Two-spirit
 Identify in another way

Thank you! Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 14050, Houston, TX 77221-9904