



THE NCSTM
The National Community SurveyTM

River Falls, WI

Supplemental Online Survey Results

2019



NRC
National Research Center Inc.

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

About this Report.....	1
Complete Survey Responses.....	2



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NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About this Report

As part of its participation in The National Community Survey™, the City of River Falls conducted a mailed survey of 1,700 residents. Surveys were mailed to randomly selected households in June 2019 and data were collected through August 2, 2019 (see the report, *The National Community Survey: Community Livability Report, River Falls, WI, 2019*). The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey during July 2019 and 133 surveys were received. This report contains the results of this opt-in administration of the web-based survey. These data were not collected through a random sample and it is unknown who in the community was aware of link on the City's website; therefore a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were weighted to match the demographic characteristics of the 2010 Census and American Community Survey estimates for adults in the City of River Falls.

The results of the weighting scheme for the opt-in survey are presented in the following table.

Table 1: River Falls, WI 2019 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	45%	21%	34%
Own home	55%	79%	66%
Detached unit*	46%	77%	59%
Attached unit*	54%	23%	41%
Race and Ethnicity			
White	96%	97%	94%
Not white	4%	3%	6%
Not Hispanic	98%	100%	100%
Hispanic	2%	0%	0%
Sex and Age			
Female	52%	75%	63%
Male	48%	25%	37%
18-34 years of age	49%	27%	41%
35-54 years of age	28%	52%	39%
55+ years of age	23%	22%	21%
Females 18-34	25%	21%	28%
Females 35-54	15%	38%	25%
Females 55+	13%	16%	11%
Males 18-34	24%	6%	13%
Males 35-54	14%	14%	14%
Males 55+	10%	5%	9%

* U.S. Census Bureau, ACS 2017 5-year estimates

Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Responses excluding “don’t know”

Table 2: Question 1

Please rate each of the following aspects of quality of life in River Falls:	Excellent		Good		Fair		Poor		Total	
River Falls as a place to live	55%	N=71	37%	N=48	6%	N=8	2%	N=2	100%	N=129
Your neighborhood as a place to live	56%	N=70	35%	N=44	8%	N=10	2%	N=2	100%	N=125
River Falls as a place to raise children	68%	N=77	26%	N=30	5%	N=6	1%	N=1	100%	N=113
River Falls as a place to work	32%	N=32	37%	N=37	17%	N=17	15%	N=15	100%	N=101
River Falls as a place to visit	29%	N=36	50%	N=61	16%	N=20	4%	N=5	100%	N=122
River Falls as a place to retire	41%	N=36	36%	N=31	13%	N=11	10%	N=9	100%	N=88
The overall quality of life in River Falls	42%	N=52	49%	N=61	7%	N=8	2%	N=3	100%	N=124

Table 3: Question 2

Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in River Falls	52%	N=65	42%	N=53	7%	N=9	0%	N=0	100%	N=126
Overall ease of getting to the places you usually have to visit	49%	N=60	42%	N=52	9%	N=10	0%	N=0	100%	N=122
Quality of overall natural environment in River Falls	46%	N=56	41%	N=50	12%	N=14	1%	N=1	100%	N=121
Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	19%	N=23	51%	N=61	27%	N=32	3%	N=4	100%	N=121
Health and wellness opportunities in River Falls	30%	N=36	46%	N=54	17%	N=20	8%	N=9	100%	N=119
Overall opportunities for education and enrichment	50%	N=61	40%	N=48	10%	N=12	1%	N=1	100%	N=122
Overall economic health of River Falls	21%	N=24	51%	N=58	23%	N=26	5%	N=6	100%	N=114
Sense of community	29%	N=34	48%	N=56	20%	N=23	3%	N=3	100%	N=116
Overall image or reputation of River Falls	38%	N=46	43%	N=52	17%	N=21	3%	N=3	100%	N=122

Table 4: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in River Falls to someone who asks	63%	N=78	28%	N=34	7%	N=8	3%	N=4	100%	N=125
Remain in River Falls for the next five years	71%	N=86	22%	N=26	5%	N=6	3%	N=4	100%	N=121

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Table 5: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	87%	N=107	11%	N=14	2%	N=2	0%	N=0	0%	N=0	100%	N=123
In River Falls' downtown/commercial area during the day	79%	N=96	20%	N=25	1%	N=1	0%	N=0	0%	N=0	100%	N=122

Table 6: Question 5

Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	13%	N=15	51%	N=60	27%	N=32	9%	N=11	100%	N=119
Ease of public parking	20%	N=23	41%	N=47	35%	N=41	4%	N=5	100%	N=116
Ease of travel by car in River Falls	36%	N=43	47%	N=55	13%	N=16	3%	N=4	100%	N=117
Ease of travel by public transportation in River Falls	12%	N=10	11%	N=9	26%	N=22	51%	N=41	100%	N=82
Ease of travel by bicycle in River Falls	24%	N=25	51%	N=54	20%	N=21	5%	N=5	100%	N=105
Ease of walking in River Falls	48%	N=54	42%	N=46	9%	N=10	1%	N=1	100%	N=112
Availability of paths and walking trails	38%	N=45	45%	N=53	14%	N=17	2%	N=2	100%	N=116
Air quality	51%	N=59	46%	N=53	3%	N=4	0%	N=0	100%	N=117
Cleanliness of River Falls	35%	N=41	52%	N=61	12%	N=14	2%	N=2	100%	N=117
Overall appearance of River Falls	40%	N=47	42%	N=49	17%	N=19	2%	N=2	100%	N=117
Public places where people want to spend time	31%	N=36	49%	N=58	17%	N=20	3%	N=3	100%	N=117
Variety of housing options	13%	N=14	43%	N=47	28%	N=31	16%	N=18	100%	N=109
Availability of affordable quality housing	12%	N=13	21%	N=22	37%	N=38	30%	N=32	100%	N=104
Fitness opportunities (including exercise classes and paths or trails, etc.)	29%	N=33	48%	N=54	20%	N=23	3%	N=4	100%	N=114
Recreational opportunities	29%	N=33	49%	N=55	18%	N=20	4%	N=5	100%	N=113
Availability of affordable quality food	33%	N=37	25%	N=28	31%	N=36	11%	N=12	100%	N=113
Availability of affordable quality health care	28%	N=31	45%	N=49	23%	N=25	4%	N=5	100%	N=110
Availability of preventive health services	32%	N=35	46%	N=51	18%	N=20	3%	N=3	100%	N=110
Availability of affordable quality mental health care	17%	N=10	32%	N=19	32%	N=19	20%	N=12	100%	N=61

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Table 7: Question 6

Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	16%	N=10	39%	N=23	33%	N=19	12%	N=7	100%	N=58
K-12 education	55%	N=42	34%	N=26	9%	N=7	2%	N=1	100%	N=76
Adult educational opportunities	35%	N=31	45%	N=40	14%	N=13	6%	N=6	100%	N=91
Opportunities to attend cultural/arts/music activities	20%	N=20	61%	N=60	15%	N=15	4%	N=4	100%	N=99
Opportunities to participate in religious or spiritual events and activities	52%	N=42	37%	N=30	5%	N=4	6%	N=5	100%	N=81
Employment opportunities	11%	N=10	32%	N=30	42%	N=39	15%	N=14	100%	N=92
Shopping opportunities	2%	N=2	13%	N=14	49%	N=53	35%	N=38	100%	N=108
Cost of living in River Falls	5%	N=5	33%	N=36	54%	N=59	8%	N=9	100%	N=109
Overall quality of business and service establishments in River Falls	15%	N=16	53%	N=57	25%	N=27	7%	N=7	100%	N=108
Vibrant downtown/commercial area	14%	N=15	48%	N=52	26%	N=28	13%	N=14	100%	N=109
Overall quality of new development in River Falls	19%	N=19	46%	N=45	25%	N=25	10%	N=10	100%	N=99
Opportunities to participate in social events and activities	18%	N=18	54%	N=54	24%	N=24	4%	N=4	100%	N=100
Opportunities to volunteer	36%	N=31	38%	N=33	21%	N=18	5%	N=4	100%	N=86
Opportunities to participate in community matters	31%	N=28	44%	N=39	17%	N=15	8%	N=7	100%	N=89
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=20	41%	N=39	26%	N=25	13%	N=12	100%	N=97
Neighborliness of residents in River Falls	26%	N=27	55%	N=58	13%	N=14	7%	N=7	100%	N=106
Accessible information about community events	26%	N=28	44%	N=46	21%	N=22	9%	N=9	100%	N=105

Table 8: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	30%	N=34	70%	N=78	100%	N=112
Made efforts to make your home more energy efficient	32%	N=36	68%	N=76	100%	N=112
Observed a code violation or other hazard in River Falls (weeds, abandoned buildings, etc.)	61%	N=68	39%	N=43	100%	N=112
Household member was a victim of a crime in River Falls	95%	N=105	5%	N=6	100%	N=112
Reported a crime to the police in River Falls	83%	N=92	17%	N=19	100%	N=111
Stocked supplies in preparation for an emergency	91%	N=102	9%	N=10	100%	N=112
Campaigned or advocated for an issue, cause or candidate	72%	N=80	28%	N=31	100%	N=112
Contacted the City of River Falls (in-person, phone, email or web) for help or information	50%	N=56	50%	N=55	100%	N=111
Contacted River Falls elected officials (in-person, phone, email or web) to express your opinion	80%	N=88	20%	N=22	100%	N=110

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Table 9: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in River Falls?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Visited a neighborhood park or City park	27%	N=30	37%	N=41	31%	N=33	5%	N=5	100%	N=109
Used River Falls public libraries or their services	8%	N=8	35%	N=38	35%	N=39	22%	N=23	100%	N=109
Participated in religious or spiritual activities in River Falls	2%	N=2	32%	N=35	17%	N=18	48%	N=52	100%	N=107
Attended a City-sponsored event	1%	N=2	13%	N=14	59%	N=64	27%	N=29	100%	N=109
Carpooled with other adults or children instead of driving alone	15%	N=16	18%	N=19	23%	N=25	44%	N=48	100%	N=109
Walked or biked instead of driving	29%	N=32	17%	N=19	27%	N=29	27%	N=29	100%	N=109
Volunteered your time to some group/activity in River Falls	6%	N=6	26%	N=26	26%	N=27	41%	N=42	100%	N=101
Participated in a club	7%	N=8	17%	N=19	16%	N=18	59%	N=64	100%	N=108
Talked to or visited with your immediate neighbors	35%	N=38	31%	N=34	21%	N=22	14%	N=15	100%	N=109
Done a favor for a neighbor	14%	N=14	20%	N=21	32%	N=35	34%	N=36	100%	N=107

Table 10: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=0	3%	N=4	26%	N=28	71%	N=77	100%	N=108
Watched (online) a local public meeting	5%	N=5	6%	N=6	14%	N=15	75%	N=81	100%	N=107

Table 11: Question 10

Please rate the quality of each of the following services in River Falls:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	43%	N=39	42%	N=39	12%	N=11	3%	N=3	100%	N=93
Fire services	55%	N=41	30%	N=22	13%	N=10	2%	N=1	100%	N=75
Ambulance or emergency medical services	51%	N=38	36%	N=27	12%	N=9	1%	N=1	100%	N=75
Crime prevention	38%	N=34	47%	N=43	12%	N=10	4%	N=3	100%	N=90
Fire prevention and education	50%	N=34	38%	N=26	9%	N=6	3%	N=2	100%	N=69
Traffic enforcement	33%	N=28	42%	N=35	17%	N=14	8%	N=6	100%	N=83
Street repair	21%	N=22	38%	N=39	29%	N=30	12%	N=12	100%	N=102
Street cleaning	34%	N=33	48%	N=46	13%	N=12	6%	N=5	100%	N=97
Street lighting	28%	N=29	44%	N=45	25%	N=25	3%	N=3	100%	N=102
Snow removal	34%	N=33	33%	N=32	19%	N=18	14%	N=14	100%	N=97
Sidewalk maintenance	23%	N=23	54%	N=53	15%	N=14	9%	N=9	100%	N=99
Traffic signal timing	22%	N=22	56%	N=58	14%	N=14	8%	N=8	100%	N=102
Bus or transit services	17%	N=9	17%	N=9	7%	N=4	59%	N=33	100%	N=56
Garbage collection	38%	N=39	45%	N=46	16%	N=16	1%	N=1	100%	N=103
Recycling	42%	N=43	44%	N=45	13%	N=14	1%	N=1	100%	N=103
Yard waste pick-up	26%	N=13	33%	N=16	12%	N=6	29%	N=14	100%	N=48

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Please rate the quality of each of the following services in River Falls:	Excellent		Good		Fair		Poor		Total	
Storm drainage	30%	N=27	50%	N=46	17%	N=16	2%	N=2	100%	N=92
Drinking water	34%	N=35	42%	N=43	11%	N=11	12%	N=13	100%	N=103
Sewer services	37%	N=33	58%	N=51	4%	N=4	1%	N=1	100%	N=88
Power (electric and/or gas) utility	41%	N=41	43%	N=44	14%	N=15	1%	N=1	100%	N=101
Utility billing	36%	N=35	39%	N=38	17%	N=16	9%	N=9	100%	N=98
City parks	49%	N=50	37%	N=38	14%	N=14	0%	N=0	100%	N=102
Recreation programs or classes	44%	N=37	42%	N=35	14%	N=11	0%	N=0	100%	N=83
Recreation centers or facilities	29%	N=23	46%	N=37	15%	N=12	10%	N=8	100%	N=81
Land use, planning and zoning	35%	N=21	36%	N=21	12%	N=7	18%	N=11	100%	N=60
Code enforcement (weeds, abandoned buildings, etc.)	22%	N=14	36%	N=24	29%	N=19	14%	N=9	100%	N=67
Economic development	31%	N=21	29%	N=20	23%	N=16	18%	N=12	100%	N=70
Health services	34%	N=31	50%	N=45	11%	N=10	5%	N=4	100%	N=91
Public library services	61%	N=58	33%	N=31	5%	N=5	1%	N=1	100%	N=95
Public information services	25%	N=21	47%	N=40	21%	N=18	8%	N=7	100%	N=86
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	25%	N=16	47%	N=30	17%	N=11	11%	N=7	100%	N=63
Preservation of natural areas such as open space, farmlands and greenbelts	31%	N=25	42%	N=34	18%	N=14	9%	N=8	100%	N=82
River Falls open space	23%	N=21	43%	N=40	28%	N=26	6%	N=5	100%	N=92
City-sponsored special events	33%	N=29	40%	N=34	21%	N=18	6%	N=5	100%	N=87
Overall customer service by River Falls employees (police, receptionists, planners, etc.)	38%	N=37	41%	N=40	14%	N=14	7%	N=7	100%	N=97

Table 12: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of River Falls	41%	N=38	34%	N=31	18%	N=17	7%	N=7	100%	N=92
The Federal Government	7%	N=5	33%	N=25	39%	N=29	20%	N=15	100%	N=75
The State of Wisconsin	7%	N=6	45%	N=34	39%	N=30	8%	N=6	100%	N=76
Your County Government (Pierce or St. Croix)	20%	N=16	42%	N=34	35%	N=29	3%	N=3	100%	N=82

Table 13: Question 12

Please rate the following categories of River Falls government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to River Falls	23%	N=19	32%	N=26	33%	N=27	12%	N=10	100%	N=82
The overall direction that River Falls is taking	26%	N=24	36%	N=33	22%	N=20	17%	N=16	100%	N=92
The job River Falls government does at welcoming citizen involvement	25%	N=21	35%	N=29	24%	N=20	16%	N=13	100%	N=84
Overall confidence in River Falls government	26%	N=23	39%	N=34	23%	N=20	13%	N=11	100%	N=88
Generally acting in the best interest of the community	29%	N=27	32%	N=30	25%	N=23	14%	N=13	100%	N=93
Being honest	28%	N=24	45%	N=38	14%	N=12	13%	N=11	100%	N=85
Treating all residents fairly	30%	N=26	41%	N=35	13%	N=11	16%	N=14	100%	N=85

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Table 14: Question 13

Please rate how important, if at all, you think it is for the River Falls community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Overall feeling of safety in River Falls	59%	N=54	28%	N=25	12%	N=11	1%	N=1	100%	N=91
Overall ease of getting to the places you usually have to visit	38%	N=35	45%	N=41	15%	N=14	1%	N=1	100%	N=91
Quality of overall natural environment in River Falls	44%	N=40	35%	N=32	19%	N=17	2%	N=2	100%	N=91
Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	26%	N=23	49%	N=44	25%	N=22	1%	N=1	100%	N=91
Health and wellness opportunities in River Falls	28%	N=24	42%	N=36	27%	N=23	2%	N=2	100%	N=85
Overall opportunities for education and enrichment	47%	N=43	27%	N=24	24%	N=22	2%	N=2	100%	N=91
Overall economic health of River Falls	51%	N=46	34%	N=31	15%	N=13	0%	N=0	100%	N=90
Sense of community	37%	N=34	48%	N=43	15%	N=13	0%	N=0	100%	N=90

Table 15: Question 14

Have you had any in-person, phone, or email contact with an employee of the City of River Falls within the last 12 months (including police, utility, receptionists, or any others)?	Percent	Number
No	31%	N=29
Yes	69%	N=64
Total	100%	N=93

Table 16: Question 15

What was your impression of the employee(s) of the City of River Falls in your most recent contact?	Excellent		Good		Fair		Poor		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Knowledge	45%	N=28	33%	N=21	12%	N=8	9%	N=6	100%	N=62
Responsiveness	46%	N=28	31%	N=19	15%	N=9	8%	N=5	100%	N=62
Courtesy	51%	N=32	25%	N=15	15%	N=9	9%	N=6	100%	N=62
Overall impression	48%	N=30	31%	N=19	14%	N=9	7%	N=4	100%	N=62

This question was only asked of residents who had contact with a City employee in the past 12 months.

Table 17: Question 16

The City of River Falls is considering moving the City compost site, currently located at 901 West Locust Street, to a new location (yet to be determined). To what extent do you support or oppose the City <u>keeping the compost site at its existing location</u> ?	Percent	Number
Strongly support	35%	N=15
Somewhat support	36%	N=15
Somewhat oppose	8%	N=3
Strongly oppose	21%	N=9
Total	100%	N=42

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Table 18: Question 17

How important, if at all, do you think it is for the City to increase housing density and/or provide different housing options in order to try to keep housing costs low?	Percent	Number
Essential	26%	N=21
Very important	31%	N=25
Somewhat important	29%	N=24
Not at all important	13%	N=10
Total	100%	N=81

Table 19: Question 18

The City will be reviewing its outdoor recreation plan in the near future. Please rate the quality of each of the following existing parks and recreation amenities in River Falls:	Excellent		Good		Fair		Poor		Total	
Picnic areas	21%	N=17	47%	N=39	30%	N=24	2%	N=2	100%	N=82
Baseball/softball fields	35%	N=24	57%	N=38	7%	N=5	0%	N=0	100%	N=67
Shelters	31%	N=25	44%	N=36	18%	N=14	7%	N=6	100%	N=81
Parking	18%	N=16	44%	N=38	22%	N=19	16%	N=14	100%	N=88
Playgrounds	32%	N=28	51%	N=44	15%	N=13	2%	N=1	100%	N=86
Trails	33%	N=28	50%	N=42	15%	N=13	2%	N=2	100%	N=85
Environmental/cultural education information	23%	N=16	39%	N=27	22%	N=15	16%	N=11	100%	N=68

Table 20: Question 19

The City will also be reviewing its downtown plan. Please rate the quality of each of the following aspects of River Falls' downtown:	Excellent		Good		Fair		Poor		Total	
Attractiveness of the buildings	11%	N=10	40%	N=37	36%	N=33	13%	N=12	100%	N=91
Attractiveness of the streets and sidewalks	18%	N=16	49%	N=45	25%	N=23	8%	N=7	100%	N=91
<u>Quality</u> of available goods and services	24%	N=22	23%	N=21	40%	N=36	14%	N=13	100%	N=91
<u>Variety</u> of available goods and services	10%	N=9	20%	N=19	47%	N=43	22%	N=20	100%	N=91
Parking	17%	N=15	43%	N=39	27%	N=25	14%	N=13	100%	N=91
Dining options	4%	N=4	12%	N=10	49%	N=44	35%	N=32	100%	N=91

Table 21: Question 20

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
River Falls' growth is positive for the community	44%	N=41	43%	N=39	9%	N=9	3%	N=3	100%	N=91
River Falls does a good job of informing its citizens on local government matters	27%	N=25	45%	N=41	20%	N=18	8%	N=7	100%	N=91

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Table 22: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	7%	N=6	0%	N=0	4%	N=4	14%	N=13	75%	N=68	100%	N=90
Purchase goods or services from a business located in River Falls	6%	N=5	5%	N=5	35%	N=32	42%	N=38	12%	N=11	100%	N=90
Eat at least 5 portions of fruits and vegetables a day	7%	N=6	18%	N=16	31%	N=28	33%	N=30	11%	N=10	100%	N=90
Participate in moderate or vigorous physical activity	7%	N=6	10%	N=9	41%	N=37	29%	N=27	12%	N=11	100%	N=90
Read or watch local news (via television, paper, computer, etc.)	15%	N=14	6%	N=5	15%	N=13	39%	N=35	25%	N=23	100%	N=90
Vote in local elections	10%	N=9	10%	N=9	11%	N=10	18%	N=16	51%	N=46	100%	N=90

Table 23: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	13%	N=12
Very good	59%	N=54
Good	27%	N=24
Fair	2%	N=2
Poor	0%	N=0
Total	100%	N=91

Table 24: Question 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:	Percent	Number
Very positive	9%	N=8
Somewhat positive	26%	N=24
Neutral	53%	N=48
Somewhat negative	9%	N=9
Very negative	3%	N=3
Total	100%	N=91

Table 25: Question D4

What is your employment status?	Percent	Number
Working full time for pay	75%	N=68
Working part time for pay	10%	N=9
Unemployed, looking for paid work	1%	N=1
Unemployed, not looking for paid work	3%	N=2
Fully retired	12%	N=11
Total	100%	N=91

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Table 26: Question D5

Do you work inside the boundaries of River Falls?	Percent	Number
Yes, outside the home	44%	N=40
Yes, from home	8%	N=7
No	47%	N=42
Total	100%	N=89

Table 27: Question D6

How many years have you lived in River Falls?	Percent	Number
Less than 2 years	8%	N=7
2 to 5 years	18%	N=16
6 to 10 years	10%	N=9
11 to 20 years	23%	N=21
More than 20 years	42%	N=38
Total	100%	N=91

Table 28: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	59%	N=77
Building with two or more homes (duplex, townhome, apartment or condominium)	41%	N=54
Mobile home	1%	N=1
Other	0%	N=0
Total	100%	N=132

Table 29: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	34%	N=45
Owned	66%	N=87
Total	100%	N=132

Table 30: Question D9

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)?	Percent	Number
Less than \$300 per month	9%	N=9
\$300 to \$599 per month	8%	N=7
\$600 to \$999 per month	13%	N=12
\$1,000 to \$1,499 per month	44%	N=39
\$1,500 to \$2,499 per month	21%	N=19
\$2,500 or more per month	5%	N=4
Total	100%	N=90

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Table 31: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	67%	N=59
Yes	33%	N=29
Total	100%	N=88

Table 32: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	85%	N=77
Yes	15%	N=14
Total	100%	N=91

Table 33: Question D12

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.)	Percent	Number
Less than \$25,000	18%	N=16
\$25,000 to \$49,999	9%	N=8
\$50,000 to \$99,999	35%	N=31
\$100,000 to \$149,999	22%	N=20
\$150,000 or more	16%	N=14
Total	100%	N=89

Table 34: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	100%	N=89
Yes, I consider myself to be Spanish, Hispanic or Latino	0%	N=0
Total	100%	N=89

Table 35: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=3
Asian, Asian Indian or Pacific Islander	0%	N=0
Black or African American	0%	N=0
White	95%	N=86
Other	2%	N=2

Total may exceed 100% as respondents could select more than one option.

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Table 36: Question D15

In which category is your age?	Percent	Number
18 to 24 years	11%	N=14
25 to 34 years	30%	N=40
35 to 44 years	27%	N=35
45 to 54 years	12%	N=16
55 to 64 years	13%	N=17
65 to 74 years	8%	N=10
75 years or older	0%	N=0
Total	100%	N=132

Table 37: Question D16

What is your sex?	Percent	Number
Female	63%	N=83
Male	37%	N=48
Total	100%	N=131

Table 38: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	85%	N=78
Land line	4%	N=3
Both	12%	N=11
Total	100%	N=91

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 39: Question 1

Please rate each of the following aspects of quality of life in River Falls:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
River Falls as a place to live	55%	N=71	37%	N=48	6%	N=8	2%	N=2	0%	N=0	100%	N=129
Your neighborhood as a place to live	56%	N=70	35%	N=44	8%	N=10	2%	N=2	0%	N=0	100%	N=125
River Falls as a place to raise children	61%	N=77	24%	N=30	4%	N=6	1%	N=1	10%	N=12	100%	N=125
River Falls as a place to work	26%	N=32	30%	N=37	14%	N=17	12%	N=15	19%	N=24	100%	N=125
River Falls as a place to visit	28%	N=36	49%	N=61	16%	N=20	4%	N=5	3%	N=4	100%	N=125
River Falls as a place to retire	29%	N=36	25%	N=31	9%	N=11	7%	N=9	30%	N=38	100%	N=125
The overall quality of life in River Falls	42%	N=52	49%	N=61	7%	N=8	2%	N=3	0%	N=0	100%	N=124

Table 40: Question 2

Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in River Falls	52%	N=65	42%	N=53	7%	N=9	0%	N=0	0%	N=0	100%	N=126
Overall ease of getting to the places you usually have to visit	49%	N=60	42%	N=52	9%	N=10	0%	N=0	0%	N=0	100%	N=122
Quality of overall natural environment in River Falls	46%	N=56	41%	N=50	12%	N=14	1%	N=1	1%	N=1	100%	N=122
Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	19%	N=23	50%	N=61	26%	N=32	3%	N=4	1%	N=1	100%	N=122
Health and wellness opportunities in River Falls	29%	N=36	44%	N=54	16%	N=20	8%	N=9	2%	N=3	100%	N=122
Overall opportunities for education and enrichment	50%	N=61	40%	N=48	10%	N=12	1%	N=1	0%	N=0	100%	N=122
Overall economic health of River Falls	20%	N=24	48%	N=58	21%	N=26	5%	N=6	6%	N=8	100%	N=122
Sense of community	29%	N=34	48%	N=56	20%	N=23	3%	N=3	1%	N=1	100%	N=117
Overall image or reputation of River Falls	38%	N=46	43%	N=52	17%	N=21	3%	N=3	0%	N=0	100%	N=122

Table 41: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in River Falls to someone who asks	63%	N=78	28%	N=34	7%	N=8	3%	N=4	0%	N=0	100%	N=125
Remain in River Falls for the next five years	70%	N=86	21%	N=26	5%	N=6	3%	N=4	1%	N=1	100%	N=122

Table 42: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	87%	N=107	11%	N=14	2%	N=2	0%	N=0	0%	N=0	0%	N=0	100%	N=123
In River Falls' downtown/commercial area during the day	78%	N=96	20%	N=25	1%	N=1	0%	N=0	0%	N=0	1%	N=1	100%	N=123

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Table 43: Question 5

Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	13%	N=15	50%	N=60	27%	N=32	9%	N=11	1%	N=1	100%	N=120
Ease of public parking	20%	N=23	41%	N=47	35%	N=41	4%	N=5	0%	N=0	100%	N=116
Ease of travel by car in River Falls	36%	N=43	47%	N=55	13%	N=16	3%	N=4	0%	N=0	100%	N=117
Ease of travel by public transportation in River Falls	8%	N=10	8%	N=9	18%	N=22	35%	N=41	30%	N=35	100%	N=117
Ease of travel by bicycle in River Falls	21%	N=25	46%	N=54	18%	N=21	4%	N=5	11%	N=12	100%	N=117
Ease of walking in River Falls	48%	N=54	42%	N=46	9%	N=10	1%	N=1	0%	N=0	100%	N=112
Availability of paths and walking trails	38%	N=45	45%	N=53	14%	N=17	2%	N=2	1%	N=1	100%	N=117
Air quality	51%	N=59	46%	N=53	3%	N=4	0%	N=0	1%	N=1	100%	N=117
Cleanliness of River Falls	35%	N=41	52%	N=61	12%	N=14	2%	N=2	0%	N=0	100%	N=117
Overall appearance of River Falls	40%	N=47	42%	N=49	17%	N=19	2%	N=2	0%	N=0	100%	N=117
Public places where people want to spend time	31%	N=36	49%	N=58	17%	N=20	3%	N=3	0%	N=0	100%	N=117
Variety of housing options	12%	N=14	41%	N=47	26%	N=31	15%	N=18	6%	N=6	100%	N=116
Availability of affordable quality housing	11%	N=13	19%	N=22	33%	N=38	27%	N=32	11%	N=13	100%	N=117
Fitness opportunities (including exercise classes and paths or trails, etc.)	28%	N=33	46%	N=54	19%	N=23	3%	N=4	3%	N=3	100%	N=117
Recreational opportunities	28%	N=33	47%	N=55	17%	N=20	4%	N=5	4%	N=4	100%	N=117
Availability of affordable quality food	32%	N=37	25%	N=28	31%	N=36	11%	N=12	1%	N=1	100%	N=114
Availability of affordable quality health care	26%	N=31	42%	N=49	21%	N=25	4%	N=5	6%	N=7	100%	N=117
Availability of preventive health services	30%	N=35	44%	N=51	17%	N=20	3%	N=3	6%	N=7	100%	N=117
Availability of affordable quality mental health care	9%	N=10	17%	N=19	17%	N=19	10%	N=12	48%	N=56	100%	N=117

Table 44: Question 6

Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	9%	N=10	21%	N=23	17%	N=19	6%	N=7	47%	N=52	100%	N=110
K-12 education	38%	N=42	24%	N=26	6%	N=7	1%	N=1	31%	N=34	100%	N=110
Adult educational opportunities	29%	N=31	37%	N=40	12%	N=13	5%	N=6	18%	N=19	100%	N=110
Opportunities to attend cultural/arts/music activities	18%	N=20	55%	N=60	14%	N=15	3%	N=4	10%	N=11	100%	N=110
Opportunities to participate in religious or spiritual events and activities	38%	N=42	27%	N=30	4%	N=4	4%	N=5	27%	N=29	100%	N=110
Employment opportunities	9%	N=10	27%	N=30	35%	N=39	12%	N=14	16%	N=17	100%	N=110
Shopping opportunities	2%	N=2	13%	N=14	49%	N=53	35%	N=38	1%	N=1	100%	N=109
Cost of living in River Falls	5%	N=5	33%	N=36	54%	N=59	8%	N=9	0%	N=0	100%	N=109
Overall quality of business and service establishments in River Falls	14%	N=16	53%	N=57	25%	N=27	7%	N=7	1%	N=1	100%	N=109
Vibrant downtown/commercial area	14%	N=15	48%	N=52	26%	N=28	13%	N=14	0%	N=0	100%	N=109
Overall quality of new development in River Falls	18%	N=19	42%	N=45	23%	N=25	9%	N=10	8%	N=9	100%	N=107
Opportunities to participate in social events and activities	16%	N=18	50%	N=54	22%	N=24	3%	N=4	8%	N=9	100%	N=109
Opportunities to volunteer	29%	N=31	30%	N=33	17%	N=18	4%	N=4	21%	N=23	100%	N=109

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Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Opportunities to participate in community matters	26%	N=28	36%	N=39	14%	N=15	6%	N=7	18%	N=19	100%	N=108
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=20	36%	N=39	23%	N=25	11%	N=12	11%	N=12	100%	N=109
Neighborliness of residents in River Falls	25%	N=27	54%	N=58	13%	N=14	7%	N=7	1%	N=1	100%	N=108
Accessible information about community events	26%	N=28	44%	N=46	21%	N=22	9%	N=9	1%	N=1	100%	N=106

Table 45: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	30%	N=34	70%	N=78	100%	N=112
Made efforts to make your home more energy efficient	32%	N=36	68%	N=76	100%	N=112
Observed a code violation or other hazard in River Falls (weeds, abandoned buildings, etc.)	61%	N=68	39%	N=43	100%	N=112
Household member was a victim of a crime in River Falls	95%	N=105	5%	N=6	100%	N=112
Reported a crime to the police in River Falls	83%	N=92	17%	N=19	100%	N=111
Stocked supplies in preparation for an emergency	91%	N=102	9%	N=10	100%	N=112
Campaigned or advocated for an issue, cause or candidate	72%	N=80	28%	N=31	100%	N=112
Contacted the City of River Falls (in-person, phone, email or web) for help or information	50%	N=56	50%	N=55	100%	N=111
Contacted River Falls elected officials (in-person, phone, email or web) to express your opinion	80%	N=88	20%	N=22	100%	N=110

Table 46: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in River Falls?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Visited a neighborhood park or City park	27%	N=30	37%	N=41	31%	N=33	5%	N=5	100%	N=109
Used River Falls public libraries or their services	8%	N=8	35%	N=38	35%	N=39	22%	N=23	100%	N=109
Participated in religious or spiritual activities in River Falls	2%	N=2	32%	N=35	17%	N=18	48%	N=52	100%	N=107
Attended a City-sponsored event	1%	N=2	13%	N=14	59%	N=64	27%	N=29	100%	N=109
Carpooled with other adults or children instead of driving alone	15%	N=16	18%	N=19	23%	N=25	44%	N=48	100%	N=109
Walked or biked instead of driving	29%	N=32	17%	N=19	27%	N=29	27%	N=29	100%	N=109
Volunteered your time to some group/activity in River Falls	6%	N=6	26%	N=26	26%	N=27	41%	N=42	100%	N=101
Participated in a club	7%	N=8	17%	N=19	16%	N=18	59%	N=64	100%	N=108
Talked to or visited with your immediate neighbors	35%	N=38	31%	N=34	21%	N=22	14%	N=15	100%	N=109
Done a favor for a neighbor	14%	N=14	20%	N=21	32%	N=35	34%	N=36	100%	N=107

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Table 47: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=0	3%	N=4	26%	N=28	71%	N=77	100%	N=108
Watched (online) a local public meeting	5%	N=5	6%	N=6	14%	N=15	75%	N=81	100%	N=107

Table 48: Question 10

Please rate the quality of each of the following services in River Falls:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	38%	N=39	38%	N=39	11%	N=11	3%	N=3	11%	N=11	100%	N=104
Fire services	40%	N=41	21%	N=22	10%	N=10	1%	N=1	28%	N=29	100%	N=103
Ambulance or emergency medical services	37%	N=38	26%	N=27	9%	N=9	1%	N=1	28%	N=29	100%	N=103
Crime prevention	33%	N=34	41%	N=43	10%	N=10	3%	N=3	13%	N=13	100%	N=103
Fire prevention and education	33%	N=34	25%	N=26	6%	N=6	2%	N=2	33%	N=34	100%	N=103
Traffic enforcement	27%	N=28	34%	N=35	14%	N=14	6%	N=6	19%	N=20	100%	N=103
Street repair	21%	N=22	37%	N=39	29%	N=30	11%	N=12	1%	N=1	100%	N=103
Street cleaning	32%	N=33	44%	N=46	12%	N=12	5%	N=5	7%	N=7	100%	N=103
Street lighting	28%	N=29	43%	N=45	24%	N=25	3%	N=3	1%	N=1	100%	N=103
Snow removal	32%	N=33	31%	N=32	18%	N=18	13%	N=14	6%	N=6	100%	N=103
Sidewalk maintenance	22%	N=23	51%	N=53	14%	N=14	8%	N=9	5%	N=5	100%	N=103
Traffic signal timing	22%	N=22	56%	N=58	14%	N=14	8%	N=8	1%	N=1	100%	N=103
Bus or transit services	9%	N=9	9%	N=9	4%	N=4	32%	N=33	46%	N=47	100%	N=103
Garbage collection	38%	N=39	45%	N=46	16%	N=16	1%	N=1	1%	N=1	100%	N=103
Recycling	41%	N=43	43%	N=45	13%	N=14	1%	N=1	1%	N=1	100%	N=103
Yard waste pick-up	12%	N=13	15%	N=16	6%	N=6	13%	N=14	54%	N=55	100%	N=103
Storm drainage	26%	N=27	45%	N=46	16%	N=16	2%	N=2	11%	N=12	100%	N=103
Drinking water	34%	N=35	42%	N=43	11%	N=11	12%	N=13	1%	N=1	100%	N=103
Sewer services	32%	N=33	49%	N=51	4%	N=4	1%	N=1	14%	N=15	100%	N=102
Power (electric and/or gas) utility	40%	N=41	42%	N=44	14%	N=15	1%	N=1	2%	N=2	100%	N=103
Utility billing	34%	N=35	37%	N=38	16%	N=16	8%	N=9	5%	N=6	100%	N=103
City parks	48%	N=50	36%	N=38	14%	N=14	0%	N=0	1%	N=1	100%	N=103
Recreation programs or classes	36%	N=37	34%	N=35	11%	N=11	0%	N=0	20%	N=20	100%	N=103
Recreation centers or facilities	22%	N=23	36%	N=37	12%	N=12	8%	N=8	22%	N=23	100%	N=103
Land use, planning and zoning	20%	N=21	21%	N=21	7%	N=7	11%	N=11	42%	N=43	100%	N=103
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=14	23%	N=24	19%	N=19	9%	N=9	35%	N=36	100%	N=102
Economic development	21%	N=21	20%	N=20	16%	N=16	12%	N=12	31%	N=31	100%	N=101
Health services	30%	N=31	44%	N=45	10%	N=10	4%	N=4	11%	N=12	100%	N=102
Public library services	57%	N=58	30%	N=31	5%	N=5	1%	N=1	7%	N=7	100%	N=102
Public information services	21%	N=21	39%	N=40	17%	N=18	6%	N=7	16%	N=16	100%	N=102

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Please rate the quality of each of the following services in River Falls:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	N=16	29%	N=30	11%	N=11	7%	N=7	38%	N=39	100%	N=102
Preservation of natural areas such as open space, farmlands and greenbelts	25%	N=25	34%	N=34	14%	N=14	8%	N=8	20%	N=21	100%	N=102
River Falls open space	21%	N=21	40%	N=40	26%	N=26	5%	N=5	9%	N=9	100%	N=101
City-sponsored special events	28%	N=29	34%	N=34	18%	N=18	5%	N=5	15%	N=15	100%	N=101
Overall customer service by River Falls employees (police, receptionists, planners, etc.)	36%	N=37	39%	N=40	14%	N=14	7%	N=7	4%	N=4	100%	N=101

Table 49: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of River Falls	40%	N=38	33%	N=31	17%	N=17	7%	N=7	3%	N=2	100%	N=95
The Federal Government	6%	N=5	26%	N=25	31%	N=29	16%	N=15	21%	N=20	100%	N=95
The State of Wisconsin	6%	N=6	36%	N=34	32%	N=30	7%	N=6	19%	N=18	100%	N=95
Your County Government (Pierce or St. Croix)	17%	N=16	36%	N=34	31%	N=29	3%	N=3	13%	N=12	100%	N=93

Table 50: Question 12

Please rate the following categories of River Falls government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to River Falls	20%	N=19	28%	N=26	29%	N=27	11%	N=10	13%	N=12	100%	N=95
The overall direction that River Falls is taking	26%	N=24	36%	N=33	22%	N=20	17%	N=16	0%	N=0	100%	N=92
The job River Falls government does at welcoming citizen involvement	22%	N=21	31%	N=29	21%	N=20	14%	N=13	11%	N=10	100%	N=94
Overall confidence in River Falls government	24%	N=23	36%	N=34	21%	N=20	12%	N=11	6%	N=6	100%	N=95
Generally acting in the best interest of the community	29%	N=27	31%	N=30	24%	N=23	14%	N=13	2%	N=2	100%	N=95
Being honest	25%	N=24	40%	N=38	13%	N=12	12%	N=11	11%	N=10	100%	N=95
Treating all residents fairly	27%	N=26	37%	N=35	12%	N=11	15%	N=14	10%	N=9	100%	N=95

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Table 51: Question 13

Please rate how important, if at all, you think it is for the River Falls community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Overall feeling of safety in River Falls	59%	N=54	28%	N=25	12%	N=11	1%	N=1	100%	N=91
Overall ease of getting to the places you usually have to visit	38%	N=35	45%	N=41	15%	N=14	1%	N=1	100%	N=91
Quality of overall natural environment in River Falls	44%	N=40	35%	N=32	19%	N=17	2%	N=2	100%	N=91
Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	26%	N=23	49%	N=44	25%	N=22	1%	N=1	100%	N=91
Health and wellness opportunities in River Falls	28%	N=24	42%	N=36	27%	N=23	2%	N=2	100%	N=85
Overall opportunities for education and enrichment	47%	N=43	27%	N=24	24%	N=22	2%	N=2	100%	N=91
Overall economic health of River Falls	51%	N=46	34%	N=31	15%	N=13	0%	N=0	100%	N=90
Sense of community	37%	N=34	48%	N=43	15%	N=13	0%	N=0	100%	N=90

Table 52: Question 14

Have you had any in-person, phone, or email contact with an employee of the City of River Falls within the last 12 months (including police, utility, receptionists, or any others)?	Percent	Number
No	31%	N=29
Yes	69%	N=64
Total	100%	N=93

Table 53: Question 15

What was your impression of the employee(s) of the City of River Falls in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Knowledge	45%	N=28	33%	N=21	12%	N=8	9%	N=6	0%	N=0	100%	N=62
Responsiveness	46%	N=28	31%	N=19	15%	N=9	8%	N=5	0%	N=0	100%	N=62
Courtesy	51%	N=32	25%	N=15	15%	N=9	9%	N=6	0%	N=0	100%	N=62
Overall impression	48%	N=30	31%	N=19	14%	N=9	7%	N=4	0%	N=0	100%	N=62

This question was only asked of residents who had contact with a City employee in the past 12 months.

Table 54: Question 16

The City of River Falls is considering moving the City compost site, currently located at 901 West Locust Street, to a new location (yet to be determined). To what extent do you support or oppose the City <u>keeping the compost site at its existing location</u> ?	Percent	Number
Strongly support	16%	N=15
Somewhat support	16%	N=15
Somewhat oppose	4%	N=3
Strongly oppose	10%	N=9
Don't know	54%	N=50
Total	100%	N=92

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Table 55: Question 17

How important, if at all, do you think it is for the City to increase housing density and/or provide different housing options in order to try to keep housing costs low?	Percent	Number
Essential	23%	N=21
Very important	27%	N=25
Somewhat important	26%	N=24
Not at all important	11%	N=10
Don't know	12%	N=11
Total	100%	N=92

Table 56: Question 18

The City will be reviewing its outdoor recreation plan in the near future. Please rate the quality of each of the following existing parks and recreation amenities in River Falls:	Excellent		Good		Fair		Poor		Don't know		Total	
Picnic areas	19%	N=17	43%	N=39	27%	N=24	2%	N=2	10%	N=9	100%	N=91
Baseball/softball fields	26%	N=24	42%	N=38	5%	N=5	0%	N=0	27%	N=24	100%	N=91
Shelters	28%	N=25	39%	N=36	16%	N=14	6%	N=6	12%	N=11	100%	N=91
Parking	18%	N=16	42%	N=38	21%	N=19	16%	N=14	4%	N=4	100%	N=91
Playgrounds	31%	N=28	48%	N=44	14%	N=13	2%	N=1	5%	N=5	100%	N=91
Trails	31%	N=28	46%	N=42	14%	N=13	2%	N=2	7%	N=7	100%	N=91
Environmental/cultural education information	18%	N=16	30%	N=27	17%	N=15	12%	N=11	23%	N=21	100%	N=89

Table 57: Question 19

The City will also be reviewing its downtown plan. Please rate the quality of each of the following aspects of River Falls' downtown:	Excellent		Good		Fair		Poor		Don't know		Total	
Attractiveness of the buildings	11%	N=10	40%	N=37	36%	N=33	13%	N=12	0%	N=0	100%	N=91
Attractiveness of the streets and sidewalks	18%	N=16	49%	N=45	25%	N=23	8%	N=7	0%	N=0	100%	N=91
Quality of available goods and services	24%	N=22	23%	N=21	40%	N=36	14%	N=13	0%	N=0	100%	N=91
Variety of available goods and services	10%	N=9	20%	N=19	47%	N=43	22%	N=20	0%	N=0	100%	N=91
Parking	17%	N=15	43%	N=39	27%	N=25	14%	N=13	0%	N=0	100%	N=91
Dining options	4%	N=4	11%	N=10	48%	N=44	35%	N=32	1%	N=1	100%	N=91

Table 58: Question 20

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
River Falls' growth is positive for the community	44%	N=41	43%	N=39	9%	N=9	3%	N=3	100%	N=91
River Falls does a good job of informing its citizens on local government matters	27%	N=25	45%	N=41	20%	N=18	8%	N=7	100%	N=91

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Table 59: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	7%	N=6	0%	N=0	4%	N=4	14%	N=13	75%	N=68	100%	N=90
Purchase goods or services from a business located in River Falls	6%	N=5	5%	N=5	35%	N=32	42%	N=38	12%	N=11	100%	N=90
Eat at least 5 portions of fruits and vegetables a day	7%	N=6	18%	N=16	31%	N=28	33%	N=30	11%	N=10	100%	N=90
Participate in moderate or vigorous physical activity	7%	N=6	10%	N=9	41%	N=37	29%	N=27	12%	N=11	100%	N=90
Read or watch local news (via television, paper, computer, etc.)	15%	N=14	6%	N=5	15%	N=13	39%	N=35	25%	N=23	100%	N=90
Vote in local elections	10%	N=9	10%	N=9	11%	N=10	18%	N=16	51%	N=46	100%	N=90

Table 60: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	13%	N=12
Very good	59%	N=54
Good	27%	N=24
Fair	2%	N=2
Poor	0%	N=0
Total	100%	N=91

Table 61: Question 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:	Percent	Number
Very positive	9%	N=8
Somewhat positive	26%	N=24
Neutral	53%	N=48
Somewhat negative	9%	N=9
Very negative	3%	N=3
Total	100%	N=91

Table 62: Question D4

What is your employment status?	Percent	Number
Working full time for pay	75%	N=68
Working part time for pay	10%	N=9
Unemployed, looking for paid work	1%	N=1
Unemployed, not looking for paid work	3%	N=2
Fully retired	12%	N=11
Total	100%	N=91

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Table 63: Question D5

Do you work inside the boundaries of River Falls?	Percent	Number
Yes, outside the home	44%	N=40
Yes, from home	8%	N=7
No	47%	N=42
Total	100%	N=89

Table 64: Question D6

How many years have you lived in River Falls?	Percent	Number
Less than 2 years	8%	N=7
2 to 5 years	18%	N=16
6 to 10 years	10%	N=9
11 to 20 years	23%	N=21
More than 20 years	42%	N=38
Total	100%	N=91

Table 65: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	59%	N=77
Building with two or more homes (duplex, townhome, apartment or condominium)	41%	N=54
Mobile home	1%	N=1
Other	0%	N=0
Total	100%	N=132

Table 66: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	34%	N=45
Owned	66%	N=87
Total	100%	N=132

Table 67: Question D9

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)?	Percent	Number
Less than \$300 per month	9%	N=9
\$300 to \$599 per month	8%	N=7
\$600 to \$999 per month	13%	N=12
\$1,000 to \$1,499 per month	44%	N=39
\$1,500 to \$2,499 per month	21%	N=19
\$2,500 or more per month	5%	N=4
Total	100%	N=90

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Table 68: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	67%	N=59
Yes	33%	N=29
Total	100%	N=88

Table 69: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	85%	N=77
Yes	15%	N=14
Total	100%	N=91

Table 70: Question D12

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.)	Percent	Number
Less than \$25,000	18%	N=16
\$25,000 to \$49,999	9%	N=8
\$50,000 to \$99,999	35%	N=31
\$100,000 to \$149,999	22%	N=20
\$150,000 or more	16%	N=14
Total	100%	N=89

Table 71: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	100%	N=89
Yes, I consider myself to be Spanish, Hispanic or Latino	0%	N=0
Total	100%	N=89

Table 72: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=3
Asian, Asian Indian or Pacific Islander	0%	N=0
Black or African American	0%	N=0
White	95%	N=86
Other	2%	N=2

Total may exceed 100% as respondents could select more than one option.

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Table 73: Question D15

In which category is your age?	Percent	Number
18 to 24 years	11%	N=14
25 to 34 years	30%	N=40
35 to 44 years	27%	N=35
45 to 54 years	12%	N=16
55 to 64 years	13%	N=17
65 to 74 years	8%	N=10
75 years or older	0%	N=0
Total	100%	N=132

Table 74: Question D16

What is your sex?	Percent	Number
Female	63%	N=83
Male	37%	N=48
Total	100%	N=131

Table 75: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	85%	N=78
Land line	4%	N=3
Both	12%	N=11
Total	100%	N=91