



THE NCSTM
The National Citizen SurveyTM

River Falls, WI

Supplemental Online Survey Results

2017



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The National Citizen Survey™
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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 Citizen Survey™, the City of River Falls conducted a mailed survey of 1,500 residents. Surveys were mailed to randomly selected households in May and data were collected through July 10th, 2017 (see the report, *The National Citizen Survey: Community Livability Report, River Falls, WI 2017*). About five weeks into data collection, 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 from June 26th through July 10th and 156 surveys were received.

This report contains the results of this administration of the web-based survey and data have not been weighted to current population estimates of River Falls.

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 1: 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	58%	N=87	33%	N=50	9%	N=13	1%	N=1	100%	N=151
Your neighborhood as a place to live	54%	N=81	35%	N=53	10%	N=15	1%	N=1	100%	N=150
River Falls as a place to raise children	66%	N=95	28%	N=40	7%	N=10	0%	N=0	100%	N=145
River Falls as a place to work	19%	N=23	40%	N=49	26%	N=32	16%	N=20	100%	N=124
River Falls as a place to visit	32%	N=48	52%	N=78	13%	N=20	2%	N=3	100%	N=149
River Falls as a place to retire	33%	N=41	45%	N=55	16%	N=20	6%	N=7	100%	N=123
The overall quality of life in River Falls	45%	N=68	48%	N=73	7%	N=10	1%	N=1	100%	N=152

Table 2: 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	43%	N=60	50%	N=70	6%	N=9	0%	N=0	100%	N=139
Overall ease of getting to the places you usually have to visit	45%	N=62	45%	N=62	9%	N=13	1%	N=1	100%	N=138
Quality of overall natural environment in River Falls	49%	N=67	41%	N=56	7%	N=10	3%	N=4	100%	N=137
Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	20%	N=27	54%	N=74	24%	N=33	3%	N=4	100%	N=138
Health and wellness opportunities in River Falls	26%	N=36	49%	N=66	19%	N=26	6%	N=8	100%	N=136
Overall opportunities for education and enrichment	52%	N=71	42%	N=58	6%	N=8	0%	N=0	100%	N=137
Overall economic health of River Falls	23%	N=30	57%	N=73	15%	N=19	5%	N=7	100%	N=129
Sense of community	40%	N=55	45%	N=61	10%	N=14	5%	N=7	100%	N=137
Overall image or reputation of River Falls	36%	N=49	54%	N=74	7%	N=10	2%	N=3	100%	N=136

Table 3: 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	74%	N=98	19%	N=25	5%	N=6	3%	N=4	100%	N=133
Remain in River Falls for the next five years	77%	N=105	15%	N=20	4%	N=5	4%	N=6	100%	N=136

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	87%	N=117	11%	N=15	1%	N=2	1%	N=1	0%	N=0	100%	N=135
In River Falls' downtown area during the day	80%	N=108	17%	N=23	3%	N=4	0%	N=0	0%	N=0	100%	N=135

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Table 5: Question 5

Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	14%	N=19	61%	N=82	19%	N=25	7%	N=9	100%	N=135
Ease of public parking	18%	N=24	53%	N=72	24%	N=33	4%	N=6	100%	N=135
Ease of travel by car in River Falls	24%	N=32	64%	N=87	10%	N=14	1%	N=2	100%	N=135
Ease of travel by bicycle in River Falls	20%	N=22	52%	N=58	24%	N=27	4%	N=5	100%	N=112
Ease of walking in River Falls	39%	N=52	47%	N=62	13%	N=17	2%	N=2	100%	N=133
Availability of paths and walking trails	38%	N=51	41%	N=54	17%	N=23	4%	N=5	100%	N=133
Air quality	56%	N=75	41%	N=54	3%	N=4	0%	N=0	100%	N=133
Cleanliness of River Falls	38%	N=51	52%	N=70	10%	N=13	0%	N=0	100%	N=134
Overall appearance of River Falls	39%	N=52	51%	N=68	9%	N=12	1%	N=2	100%	N=134
Public places where people want to spend time	34%	N=45	53%	N=71	11%	N=15	2%	N=3	100%	N=134
Variety of housing options	17%	N=21	42%	N=52	27%	N=33	14%	N=17	100%	N=123
Availability of affordable quality housing	12%	N=13	35%	N=38	28%	N=30	26%	N=28	100%	N=109
Fitness opportunities (including exercise classes and paths or trails, etc.)	26%	N=35	45%	N=60	26%	N=34	3%	N=4	100%	N=133
Recreational opportunities	31%	N=41	54%	N=72	13%	N=18	2%	N=3	100%	N=134
Availability of affordable quality food	17%	N=23	41%	N=56	33%	N=44	9%	N=12	100%	N=135
Availability of affordable quality health care	26%	N=33	45%	N=57	20%	N=26	9%	N=12	100%	N=128
Availability of preventive health services	23%	N=28	53%	N=63	18%	N=22	6%	N=7	100%	N=120
Availability of affordable quality mental health care	7%	N=6	36%	N=30	31%	N=26	25%	N=21	100%	N=83
Ease of travel by shared-ride Taxi in River Falls	6%	N=4	47%	N=34	24%	N=17	24%	N=17	100%	N=72

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Table 6: 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=14	61%	N=53	17%	N=15	6%	N=5	100%	N=87
K-12 education	47%	N=53	43%	N=48	9%	N=10	1%	N=1	100%	N=112
Adult educational opportunities	30%	N=36	50%	N=59	18%	N=22	2%	N=2	100%	N=119
Opportunities to attend cultural/arts/music activities	38%	N=48	44%	N=55	13%	N=17	5%	N=6	100%	N=126
Opportunities to participate in religious or spiritual events and activities	43%	N=45	48%	N=50	9%	N=9	1%	N=1	100%	N=105
Employment opportunities	4%	N=4	34%	N=37	40%	N=44	22%	N=24	100%	N=109
Shopping opportunities	4%	N=5	33%	N=43	47%	N=61	16%	N=20	100%	N=129
Cost of living in River Falls	7%	N=9	49%	N=63	38%	N=49	6%	N=8	100%	N=129
Overall quality of business and service establishments in River Falls	12%	N=15	53%	N=68	29%	N=37	7%	N=9	100%	N=129
Vibrant downtown/commercial area	13%	N=17	46%	N=59	29%	N=37	12%	N=16	100%	N=129
Overall quality of new development in River Falls	17%	N=20	53%	N=63	21%	N=25	8%	N=10	100%	N=118
Opportunities to participate in social events and activities	22%	N=28	55%	N=71	20%	N=25	3%	N=4	100%	N=128
Opportunities to volunteer	34%	N=39	48%	N=55	17%	N=19	1%	N=1	100%	N=114
Opportunities to participate in community matters	29%	N=35	48%	N=57	20%	N=24	3%	N=3	100%	N=119
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=19	49%	N=54	23%	N=25	11%	N=12	100%	N=110
Neighborliness of residents in River Falls	25%	N=32	52%	N=65	17%	N=22	6%	N=7	100%	N=126

Table 7: 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	25%	N=32	75%	N=95	100%	N=127
Made efforts to make your home more energy efficient	21%	N=26	79%	N=100	100%	N=126
Observed a code violation or other hazard in River Falls (weeds, abandoned buildings, etc.)	60%	N=76	40%	N=50	100%	N=126
Household member was a victim of a crime in River Falls	93%	N=118	7%	N=9	100%	N=127
Reported a crime to the police in River Falls	83%	N=105	17%	N=22	100%	N=127
Stocked supplies in preparation for an emergency	89%	N=112	11%	N=14	100%	N=126
Campaigned or advocated for an issue, cause or candidate	68%	N=86	32%	N=41	100%	N=127
Contacted River Falls elected officials (in-person, phone, email or web) to express your opinion	68%	N=86	32%	N=41	100%	N=127

Table 8: 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	
Visited a neighborhood park or City park	46%	N=58	32%	N=41	20%	N=26	2%	N=2	100%	N=127
Used River Falls public libraries or their services	16%	N=20	32%	N=40	35%	N=44	17%	N=22	100%	N=126
Participated in religious or spiritual activities in River Falls	13%	N=17	20%	N=25	23%	N=29	44%	N=55	100%	N=126
Carpooled with other adults or children instead of driving alone	11%	N=14	16%	N=20	16%	N=20	57%	N=72	100%	N=126
Walked or biked instead of driving	21%	N=27	27%	N=34	24%	N=31	28%	N=35	100%	N=127
Volunteered your time to some group/activity in River Falls	15%	N=19	20%	N=25	26%	N=33	39%	N=50	100%	N=127

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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
Participated in a club	10%	N=13	17%	N=21	17%	N=22	56%	N=71	100%	N=127
Talked to or visited with your immediate neighbors	47%	N=60	31%	N=39	17%	N=21	6%	N=7	100%	N=127
Done a favor for a neighbor	16%	N=20	33%	N=42	30%	N=38	21%	N=27	100%	N=127
Participated in a recreation program or activity	17%	N=22	21%	N=27	27%	N=34	34%	N=43	100%	N=126
Used River Falls shared-ride Taxi services	2%	N=3	2%	N=3	10%	N=13	85%	N=107	100%	N=126

Table 9: 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	2%	N=2	6%	N=8	28%	N=35	64%	N=79	100%	N=124
Watched (online or on television) a local public meeting	5%	N=6	4%	N=5	17%	N=21	75%	N=94	100%	N=126

Table 10: 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 services	51%	N=54	38%	N=40	10%	N=11	1%	N=1	100%	N=106
Fire services	52%	N=49	41%	N=39	5%	N=5	1%	N=1	100%	N=94
Ambulance or emergency medical services	53%	N=51	42%	N=41	4%	N=4	1%	N=1	100%	N=97
Crime prevention	27%	N=26	58%	N=56	13%	N=13	2%	N=2	100%	N=97
Fire prevention and education	35%	N=33	56%	N=52	8%	N=7	1%	N=1	100%	N=93
Traffic enforcement	24%	N=26	62%	N=66	12%	N=13	2%	N=2	100%	N=107
Street repair	18%	N=20	54%	N=61	20%	N=23	9%	N=10	100%	N=114
Street cleaning	29%	N=32	57%	N=64	9%	N=10	5%	N=6	100%	N=112
Street lighting	25%	N=30	58%	N=68	12%	N=14	5%	N=6	100%	N=118
Snow removal	33%	N=38	53%	N=61	12%	N=14	3%	N=3	100%	N=116
Sidewalk maintenance	15%	N=17	53%	N=61	26%	N=30	6%	N=7	100%	N=115
Traffic signal timing	16%	N=19	62%	N=72	13%	N=15	9%	N=11	100%	N=117
Garbage collection	32%	N=36	53%	N=60	11%	N=12	4%	N=5	100%	N=113
Recycling	33%	N=39	51%	N=60	10%	N=12	5%	N=6	100%	N=117
Storm drainage	24%	N=26	61%	N=66	14%	N=15	2%	N=2	100%	N=109
Drinking water	33%	N=38	50%	N=57	9%	N=10	8%	N=9	100%	N=114
Sewer services	33%	N=34	56%	N=58	11%	N=11	1%	N=1	100%	N=104
Power (electric) utility	36%	N=42	51%	N=59	10%	N=12	3%	N=3	100%	N=116
Utility billing	27%	N=31	53%	N=60	15%	N=17	4%	N=5	100%	N=113
City parks	49%	N=57	45%	N=52	5%	N=6	1%	N=1	100%	N=116
Recreation programs or classes	35%	N=37	45%	N=47	17%	N=18	3%	N=3	100%	N=105
Land use, planning and zoning	21%	N=19	49%	N=44	20%	N=18	9%	N=8	100%	N=89

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Please rate the quality of each of the following services in River Falls:	Excellent		Good		Fair		Poor		Total	
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=12	51%	N=44	21%	N=18	15%	N=13	100%	N=87
Animal control	18%	N=15	55%	N=46	21%	N=18	6%	N=5	100%	N=84
Economic development	18%	N=18	52%	N=51	16%	N=16	13%	N=13	100%	N=98
Health services	26%	N=29	54%	N=59	16%	N=18	4%	N=4	100%	N=110
Public library services	65%	N=74	28%	N=32	7%	N=8	0%	N=0	100%	N=114
Public information services	26%	N=24	53%	N=48	19%	N=17	2%	N=2	100%	N=91
Cable television (RFC-TV Channels 16/18)	22%	N=13	41%	N=24	22%	N=13	15%	N=9	100%	N=59
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=15	51%	N=44	20%	N=17	12%	N=10	100%	N=86
Preservation of natural areas such as open space, farmlands and greenbelts	19%	N=20	55%	N=57	18%	N=19	8%	N=8	100%	N=104
River Falls open space	19%	N=19	54%	N=55	20%	N=20	8%	N=8	100%	N=102
City-sponsored special events	35%	N=40	50%	N=56	10%	N=11	5%	N=6	100%	N=113
Shared-ride Taxi	13%	N=7	38%	N=20	29%	N=15	19%	N=10	100%	N=52
City compost site	43%	N=39	46%	N=42	10%	N=9	1%	N=1	100%	N=91
Municipal Court	27%	N=12	51%	N=23	18%	N=8	4%	N=2	100%	N=45

Table 11: 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	27%	N=30	55%	N=62	17%	N=19	2%	N=2	100%	N=113
The Federal Government	2%	N=2	36%	N=37	36%	N=37	25%	N=26	100%	N=102
Pierce County Government	3%	N=3	61%	N=59	31%	N=30	4%	N=4	100%	N=96
St. Croix County Government	2%	N=2	63%	N=52	34%	N=28	1%	N=1	100%	N=83
The State Government	2%	N=2	33%	N=36	37%	N=40	28%	N=31	100%	N=109

Table 12: 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	9%	N=9	45%	N=47	33%	N=35	13%	N=14	100%	N=105
The overall direction that River Falls is taking	21%	N=22	52%	N=56	19%	N=20	8%	N=9	100%	N=107
The job River Falls government does at welcoming citizen involvement	17%	N=17	48%	N=48	26%	N=26	9%	N=9	100%	N=100
Overall confidence in River Falls government	19%	N=19	50%	N=51	22%	N=22	10%	N=10	100%	N=102
Generally acting in the best interest of the community	17%	N=18	57%	N=60	17%	N=18	9%	N=10	100%	N=106
Being honest	18%	N=17	56%	N=52	18%	N=17	8%	N=7	100%	N=93
Treating all residents fairly	15%	N=14	56%	N=53	20%	N=19	9%	N=8	100%	N=94

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Table 13: 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	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in River Falls	50%	N=55	31%	N=34	16%	N=18	4%	N=4	100%	N=111
Overall ease of getting to the places you usually have to visit	25%	N=28	46%	N=51	26%	N=29	3%	N=3	100%	N=111
Quality of overall natural environment in River Falls	43%	N=48	43%	N=48	14%	N=15	0%	N=0	100%	N=111
Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	29%	N=33	58%	N=65	12%	N=13	1%	N=1	100%	N=112
Health and wellness opportunities in River Falls	30%	N=34	45%	N=50	25%	N=28	0%	N=0	100%	N=112
Overall opportunities for education and enrichment	41%	N=45	40%	N=44	18%	N=20	1%	N=1	100%	N=110
Overall economic health of River Falls	45%	N=50	46%	N=51	10%	N=11	0%	N=0	100%	N=112
Sense of community	42%	N=47	48%	N=53	10%	N=11	0%	N=0	100%	N=111

Table 14: 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	25%	N=28
Yes	75%	N=84
Total	100%	N=112

Table 15: Question 15

What was your impression of the employee(s) of the City of River Falls in your most recent contact? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Knowledge	51%	N=42	37%	N=30	11%	N=9	1%	N=1	100%	N=82
Responsiveness	46%	N=38	39%	N=32	11%	N=9	5%	N=4	100%	N=83
Courtesy	54%	N=45	34%	N=28	6%	N=5	6%	N=5	100%	N=83
Overall impression	54%	N=44	33%	N=27	7%	N=6	6%	N=5	100%	N=82

Asked only of those who had contact with a City employee in the last 12 months.

Table 16: Question 16

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 three years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Integrating environmentally friendly practices into City buildings, parks and other municipal areas.	40%	N=44	41%	N=45	14%	N=15	5%	N=6	100%	N=110
Promoting the community as environmentally friendly	33%	N=36	33%	N=36	33%	N=36	1%	N=1	100%	N=109
Improving public transit	27%	N=28	20%	N=21	37%	N=38	16%	N=16	100%	N=103
Adequate recycling and composting programs	29%	N=32	47%	N=51	21%	N=23	3%	N=3	100%	N=109
Creating a more bike-friendly city	25%	N=27	29%	N=32	39%	N=42	7%	N=8	100%	N=109
Creating a more walkable and pedestrian-friendly city	40%	N=44	34%	N=37	25%	N=27	1%	N=1	100%	N=109

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Table 17: Question 17

Please rate the extent to which you agree or disagree with the statements below about affordable housing in River Falls:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
	%	N	%	N	%	N	%	N	%	N
River Falls works to ensure that housing choices are available for all income levels	14%	N=12	44%	N=37	26%	N=22	16%	N=14	100%	N=85
Housing costs in River Falls are too high for young people or families just starting out	33%	N=33	41%	N=41	17%	N=17	8%	N=8	100%	N=99
Housing costs in River Falls are too high to stay here in retirement	20%	N=17	41%	N=35	28%	N=24	12%	N=10	100%	N=86

Table 18: Question 18

The current term for Mayor and Council is 2 years. Please rate to what extent you would support or oppose longer terms for the Mayor and Council:	Percent	Number
Strongly support	15%	N=14
Somewhat support	45%	N=41
Somewhat oppose	23%	N=21
Strongly oppose	17%	N=16
Total	100%	N=92

Table 19: Question 19

Thinking about downtown River Falls, please rate the quality of the following:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Shopping opportunities downtown	5%	N=5	32%	N=35	44%	N=48	20%	N=22	100%	N=110
Dining opportunities downtown	4%	N=4	27%	N=29	46%	N=50	24%	N=26	100%	N=109
Overall quality of business and service establishments downtown	4%	N=4	51%	N=56	37%	N=41	8%	N=9	100%	N=110

Table 20: 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	1%	N=1	0%	N=0	3%	N=3	19%	N=21	77%	N=84	100%	N=109
Purchase goods or services from a business located in River Falls	0%	N=0	7%	N=8	28%	N=31	53%	N=58	11%	N=12	100%	N=109
Eat at least 5 portions of fruits and vegetables a day	4%	N=4	19%	N=21	38%	N=41	29%	N=32	10%	N=11	100%	N=109
Participate in moderate or vigorous physical activity	4%	N=4	11%	N=12	40%	N=43	33%	N=35	12%	N=13	100%	N=107
Read or watch local news (via television, paper, computer, etc.)	2%	N=2	8%	N=9	29%	N=32	35%	N=38	26%	N=28	100%	N=109
Vote in local elections	3%	N=3	6%	N=6	10%	N=11	21%	N=22	61%	N=65	100%	N=107

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Table 21: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	10%	N=11
Very good	51%	N=56
Good	32%	N=35
Fair	5%	N=5
Poor	2%	N=2
Total	100%	N=109

Table 22: 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	4%	N=4
Somewhat positive	20%	N=22
Neutral	53%	N=58
Somewhat negative	17%	N=19
Very negative	6%	N=6
Total	100%	N=109

Table 23: Question D4

What is your employment status?	Percent	Number
Working full time for pay	64%	N=70
Working part time for pay	15%	N=16
Unemployed, looking for paid work	3%	N=3
Unemployed, not looking for paid work	6%	N=7
Fully retired	12%	N=13
Total	100%	N=109

Table 24: Question D5

Do you work inside the boundaries of River Falls?	Percent	Number
Yes, outside the home	40%	N=43
Yes, from home	5%	N=5
No	55%	N=59
Total	100%	N=107

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Table 25: Question D6

How many years have you lived in River Falls?	Percent	Number
Less than 2 years	10%	N=11
2 to 5 years	16%	N=17
6 to 10 years	12%	N=13
11 to 20 years	23%	N=25
More than 20 years	39%	N=42
Total	100%	N=108

Table 26: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	78%	N=84
Building with two or more homes (duplex, townhome, apartment or condominium)	19%	N=20
Mobile home	2%	N=2
Other	2%	N=2
Total	100%	N=108

Table 27: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	21%	N=23
Owned	79%	N=84
Total	100%	N=107

Table 28: 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	2%	N=2
\$300 to \$599 per month	12%	N=13
\$600 to \$999 per month	16%	N=17
\$1,000 to \$1,499 per month	36%	N=39
\$1,500 to \$2,499 per month	28%	N=30
\$2,500 or more per month	6%	N=6
Total	100%	N=107

Table 29: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	53%	N=57
Yes	47%	N=51
Total	100%	N=108

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Table 30: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	86%	N=93
Yes	14%	N=15
Total	100%	N=108

Table 31: 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	7%	N=8
\$25,000 to \$49,999	15%	N=16
\$50,000 to \$99,999	40%	N=43
\$100,000 to \$149,999	24%	N=26
\$150,000 or more	13%	N=14
Total	100%	N=107

Table 32: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=104
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=2
Total	100%	N=106

Table 33: 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	1%	N=1
Asian, Asian Indian or Pacific Islander	0%	N=0
Black or African American	1%	N=1
White	96%	N=104
Other	3%	N=3

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

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Table 34: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=2
25 to 34 years	19%	N=20
35 to 44 years	33%	N=36
45 to 54 years	21%	N=23
55 to 64 years	18%	N=19
65 to 74 years	6%	N=7
75 years or older	1%	N=1
Total	100%	N=108

Table 35: Question D16

What is your sex?	Percent	Number
Female	73%	N=75
Male	27%	N=28
Total	100%	N=103

Table 36: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	79%	N=85
Land line	11%	N=12
Both	10%	N=11
Total	100%	N=108

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 37: 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	57%	N=87	33%	N=50	8%	N=13	1%	N=1	1%	N=2	100%	N=153
Your neighborhood as a place to live	53%	N=81	35%	N=53	10%	N=15	1%	N=1	2%	N=3	100%	N=153
River Falls as a place to raise children	62%	N=95	26%	N=40	7%	N=10	0%	N=0	5%	N=8	100%	N=153
River Falls as a place to work	15%	N=23	32%	N=49	21%	N=32	13%	N=20	19%	N=29	100%	N=153
River Falls as a place to visit	32%	N=48	51%	N=78	13%	N=20	2%	N=3	2%	N=3	100%	N=152
River Falls as a place to retire	27%	N=41	36%	N=55	13%	N=20	5%	N=7	20%	N=30	100%	N=153
The overall quality of life in River Falls	45%	N=68	48%	N=73	7%	N=10	1%	N=1	0%	N=0	100%	N=152

Table 38: 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	43%	N=60	50%	N=70	6%	N=9	0%	N=0	0%	N=0	100%	N=139
Overall ease of getting to the places you usually have to visit	45%	N=62	45%	N=62	9%	N=13	1%	N=1	0%	N=0	100%	N=138
Quality of overall natural environment in River Falls	49%	N=67	41%	N=56	7%	N=10	3%	N=4	1%	N=1	100%	N=138
Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	19%	N=27	53%	N=74	24%	N=33	3%	N=4	1%	N=1	100%	N=139
Health and wellness opportunities in River Falls	26%	N=36	48%	N=66	19%	N=26	6%	N=8	1%	N=2	100%	N=138
Overall opportunities for education and enrichment	51%	N=71	42%	N=58	6%	N=8	0%	N=0	1%	N=2	100%	N=139
Overall economic health of River Falls	22%	N=30	53%	N=73	14%	N=19	5%	N=7	7%	N=9	100%	N=138
Sense of community	40%	N=55	44%	N=61	10%	N=14	5%	N=7	1%	N=1	100%	N=138
Overall image or reputation of River Falls	35%	N=49	53%	N=74	7%	N=10	2%	N=3	2%	N=3	100%	N=139

Table 39: 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	73%	N=98	19%	N=25	4%	N=6	3%	N=4	1%	N=2	100%	N=135
Remain in River Falls for the next five years	77%	N=105	15%	N=20	4%	N=5	4%	N=6	0%	N=0	100%	N=136

Table 40: 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	86%	N=117	11%	N=15	1%	N=2	1%	N=1	0%	N=0	1%	N=1	100%	N=136
In River Falls' downtown area during the day	79%	N=108	17%	N=23	3%	N=4	0%	N=0	0%	N=0	1%	N=1	100%	N=136

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Table 41: 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	14%	N=19	61%	N=82	19%	N=25	7%	N=9	0%	N=0	100%	N=135
Ease of public parking	18%	N=24	53%	N=72	24%	N=33	4%	N=6	0%	N=0	100%	N=135
Ease of travel by car in River Falls	24%	N=32	64%	N=87	10%	N=14	1%	N=2	0%	N=0	100%	N=135
Ease of travel by bicycle in River Falls	16%	N=22	43%	N=58	20%	N=27	4%	N=5	17%	N=23	100%	N=135
Ease of walking in River Falls	39%	N=52	46%	N=62	13%	N=17	1%	N=2	1%	N=1	100%	N=134
Availability of paths and walking trails	38%	N=51	40%	N=54	17%	N=23	4%	N=5	1%	N=1	100%	N=134
Air quality	56%	N=75	40%	N=54	3%	N=4	0%	N=0	1%	N=1	100%	N=134
Cleanliness of River Falls	38%	N=51	52%	N=70	10%	N=13	0%	N=0	0%	N=0	100%	N=134
Overall appearance of River Falls	39%	N=52	51%	N=68	9%	N=12	1%	N=2	0%	N=0	100%	N=134
Public places where people want to spend time	33%	N=45	53%	N=71	11%	N=15	2%	N=3	1%	N=1	100%	N=135
Variety of housing options	16%	N=21	39%	N=52	25%	N=33	13%	N=17	8%	N=11	100%	N=134
Availability of affordable quality housing	10%	N=13	28%	N=38	22%	N=30	21%	N=28	19%	N=26	100%	N=135
Fitness opportunities (including exercise classes and paths or trails, etc.)	26%	N=35	44%	N=60	25%	N=34	3%	N=4	1%	N=2	100%	N=135
Recreational opportunities	30%	N=41	53%	N=72	13%	N=18	2%	N=3	1%	N=1	100%	N=135
Availability of affordable quality food	17%	N=23	41%	N=56	33%	N=44	9%	N=12	0%	N=0	100%	N=135
Availability of affordable quality health care	24%	N=33	42%	N=57	19%	N=26	9%	N=12	5%	N=7	100%	N=135
Availability of preventive health services	21%	N=28	47%	N=63	16%	N=22	5%	N=7	10%	N=14	100%	N=134
Availability of affordable quality mental health care	4%	N=6	22%	N=30	19%	N=26	16%	N=21	39%	N=52	100%	N=135
Ease of travel by shared-ride Taxi in River Falls	3%	N=4	25%	N=34	13%	N=17	13%	N=17	47%	N=63	100%	N=135

Table 42: 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	11%	N=14	41%	N=53	12%	N=15	4%	N=5	33%	N=43	100%	N=130
K-12 education	41%	N=53	38%	N=48	8%	N=10	1%	N=1	13%	N=16	100%	N=128
Adult educational opportunities	28%	N=36	46%	N=59	17%	N=22	2%	N=2	8%	N=10	100%	N=129
Opportunities to attend cultural/arts/music activities	37%	N=48	43%	N=55	13%	N=17	5%	N=6	2%	N=3	100%	N=129
Opportunities to participate in religious or spiritual events and activities	35%	N=45	39%	N=50	7%	N=9	1%	N=1	19%	N=24	100%	N=129
Employment opportunities	3%	N=4	28%	N=37	34%	N=44	18%	N=24	16%	N=21	100%	N=130
Shopping opportunities	4%	N=5	33%	N=43	47%	N=61	16%	N=20	0%	N=0	100%	N=129
Cost of living in River Falls	7%	N=9	48%	N=63	38%	N=49	6%	N=8	1%	N=1	100%	N=130
Overall quality of business and service establishments in River Falls	12%	N=15	53%	N=68	29%	N=37	7%	N=9	0%	N=0	100%	N=129
Vibrant downtown/commercial area	13%	N=17	45%	N=59	28%	N=37	12%	N=16	1%	N=1	100%	N=130
Overall quality of new development in River Falls	15%	N=20	48%	N=63	19%	N=25	8%	N=10	9%	N=12	100%	N=130
Opportunities to participate in social events and activities	22%	N=28	55%	N=71	19%	N=25	3%	N=4	2%	N=2	100%	N=130
Opportunities to volunteer	30%	N=39	42%	N=55	15%	N=19	1%	N=1	12%	N=16	100%	N=130

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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	27%	N=35	44%	N=57	19%	N=24	2%	N=3	8%	N=10	100%	N=129
Openness and acceptance of the community toward people of diverse backgrounds	15%	N=19	42%	N=54	19%	N=25	9%	N=12	15%	N=20	100%	N=130
Neighborliness of residents in River Falls	25%	N=32	50%	N=65	17%	N=22	5%	N=7	2%	N=3	100%	N=129

Table 43: 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	25%	N=32	75%	N=95	100%	N=127
Made efforts to make your home more energy efficient	21%	N=26	79%	N=100	100%	N=126
Observed a code violation or other hazard in River Falls (weeds, abandoned buildings, etc.)	60%	N=76	40%	N=50	100%	N=126
Household member was a victim of a crime in River Falls	93%	N=118	7%	N=9	100%	N=127
Reported a crime to the police in River Falls	83%	N=105	17%	N=22	100%	N=127
Stocked supplies in preparation for an emergency	89%	N=112	11%	N=14	100%	N=126
Campaigned or advocated for an issue, cause or candidate	68%	N=86	32%	N=41	100%	N=127
Contacted River Falls elected officials (in-person, phone, email or web) to express your opinion	68%	N=86	32%	N=41	100%	N=127

Table 44: 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	46%	N=58	32%	N=41	20%	N=26	2%	N=2	100%	N=127
Used River Falls public libraries or their services	16%	N=20	32%	N=40	35%	N=44	17%	N=22	100%	N=126
Participated in religious or spiritual activities in River Falls	13%	N=17	20%	N=25	23%	N=29	44%	N=55	100%	N=126
Carpooled with other adults or children instead of driving alone	11%	N=14	16%	N=20	16%	N=20	57%	N=72	100%	N=126
Walked or biked instead of driving	21%	N=27	27%	N=34	24%	N=31	28%	N=35	100%	N=127
Volunteered your time to some group/activity in River Falls	15%	N=19	20%	N=25	26%	N=33	39%	N=50	100%	N=127
Participated in a club	10%	N=13	17%	N=21	17%	N=22	56%	N=71	100%	N=127
Talked to or visited with your immediate neighbors	47%	N=60	31%	N=39	17%	N=21	6%	N=7	100%	N=127
Done a favor for a neighbor	16%	N=20	33%	N=42	30%	N=38	21%	N=27	100%	N=127
Participated in a recreation program or activity	17%	N=22	21%	N=27	27%	N=34	34%	N=43	100%	N=126
Used River Falls shared-ride Taxi services	2%	N=3	2%	N=3	10%	N=13	85%	N=107	100%	N=126

Table 45: 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	2%	N=2	6%	N=8	28%	N=35	64%	N=79	100%	N=124
Watched (online or on television) a local public meeting	5%	N=6	4%	N=5	17%	N=21	75%	N=94	100%	N=126

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Table 46: Question 10

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
Police services	46%	N=54	34%	N=40	9%	N=11	1%	N=1	10%	N=12	100%	N=118
Fire services	41%	N=49	33%	N=39	4%	N=5	1%	N=1	21%	N=25	100%	N=119
Ambulance or emergency medical services	43%	N=51	34%	N=41	3%	N=4	1%	N=1	18%	N=22	100%	N=119
Crime prevention	22%	N=26	47%	N=56	11%	N=13	2%	N=2	18%	N=21	100%	N=118
Fire prevention and education	28%	N=33	44%	N=52	6%	N=7	1%	N=1	22%	N=26	100%	N=119
Traffic enforcement	22%	N=26	56%	N=66	11%	N=13	2%	N=2	9%	N=11	100%	N=118
Street repair	17%	N=20	51%	N=61	19%	N=23	8%	N=10	4%	N=5	100%	N=119
Street cleaning	27%	N=32	54%	N=64	8%	N=10	5%	N=6	6%	N=7	100%	N=119
Street lighting	25%	N=30	57%	N=68	12%	N=14	5%	N=6	1%	N=1	100%	N=119
Snow removal	32%	N=38	52%	N=61	12%	N=14	3%	N=3	2%	N=2	100%	N=118
Sidewalk maintenance	14%	N=17	51%	N=61	25%	N=30	6%	N=7	3%	N=4	100%	N=119
Traffic signal timing	16%	N=19	61%	N=72	13%	N=15	9%	N=11	2%	N=2	100%	N=119
Garbage collection	30%	N=36	50%	N=60	10%	N=12	4%	N=5	5%	N=6	100%	N=119
Recycling	33%	N=39	50%	N=60	10%	N=12	5%	N=6	2%	N=2	100%	N=119
Storm drainage	22%	N=26	55%	N=66	13%	N=15	2%	N=2	8%	N=10	100%	N=119
Drinking water	32%	N=38	48%	N=57	8%	N=10	8%	N=9	4%	N=5	100%	N=119
Sewer services	29%	N=34	49%	N=58	9%	N=11	1%	N=1	13%	N=15	100%	N=119
Power (electric) utility	35%	N=42	50%	N=59	10%	N=12	3%	N=3	3%	N=3	100%	N=119
Utility billing	26%	N=31	50%	N=60	14%	N=17	4%	N=5	5%	N=6	100%	N=119
City parks	48%	N=57	44%	N=52	5%	N=6	1%	N=1	2%	N=2	100%	N=118
Recreation programs or classes	31%	N=37	39%	N=47	15%	N=18	3%	N=3	12%	N=14	100%	N=119
Land use, planning and zoning	16%	N=19	38%	N=44	15%	N=18	7%	N=8	24%	N=28	100%	N=117
Code enforcement (weeds, abandoned buildings, etc.)	10%	N=12	37%	N=44	15%	N=18	11%	N=13	27%	N=32	100%	N=119
Animal control	13%	N=15	39%	N=46	15%	N=18	4%	N=5	29%	N=34	100%	N=118
Economic development	15%	N=18	43%	N=51	14%	N=16	11%	N=13	17%	N=20	100%	N=118
Health services	24%	N=29	50%	N=59	15%	N=18	3%	N=4	8%	N=9	100%	N=119
Public library services	62%	N=74	27%	N=32	7%	N=8	0%	N=0	4%	N=5	100%	N=119
Public information services	21%	N=24	41%	N=48	15%	N=17	2%	N=2	22%	N=26	100%	N=117
Cable television (RFC-TV Channels 16/18)	11%	N=13	20%	N=24	11%	N=13	8%	N=9	50%	N=59	100%	N=118
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	N=15	37%	N=44	14%	N=17	8%	N=10	28%	N=33	100%	N=119
Preservation of natural areas such as open space, farmlands and greenbelts	17%	N=20	48%	N=57	16%	N=19	7%	N=8	13%	N=15	100%	N=119
River Falls open space	16%	N=19	46%	N=55	17%	N=20	7%	N=8	14%	N=17	100%	N=119
City-sponsored special events	34%	N=40	47%	N=56	9%	N=11	5%	N=6	5%	N=6	100%	N=119
Shared-ride Taxi	6%	N=7	17%	N=20	13%	N=15	8%	N=10	56%	N=66	100%	N=118

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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	
City compost site	33%	N=39	35%	N=42	8%	N=9	1%	N=1	24%	N=28	100%	N=119
Municipal Court	10%	N=12	19%	N=23	7%	N=8	2%	N=2	62%	N=74	100%	N=119

Table 47: 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	
The City of River Falls	25%	N=30	53%	N=62	16%	N=19	2%	N=2	4%	N=5	100%	N=118
The Federal Government	2%	N=2	31%	N=37	31%	N=37	22%	N=26	14%	N=16	100%	N=118
Pierce County Government	3%	N=3	50%	N=59	25%	N=30	3%	N=4	19%	N=22	100%	N=118
St. Croix County Government	2%	N=2	45%	N=52	24%	N=28	1%	N=1	28%	N=33	100%	N=116
The State Government	2%	N=2	31%	N=36	34%	N=40	26%	N=31	7%	N=8	100%	N=117

Table 48: Question 12

Please rate the following categories of River Falls government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to River Falls	8%	N=9	42%	N=47	31%	N=35	13%	N=14	6%	N=7	100%	N=112
The overall direction that River Falls is taking	20%	N=22	50%	N=56	18%	N=20	8%	N=9	4%	N=5	100%	N=112
The job River Falls government does at welcoming citizen involvement	15%	N=17	43%	N=48	23%	N=26	8%	N=9	10%	N=11	100%	N=111
Overall confidence in River Falls government	17%	N=19	46%	N=51	20%	N=22	9%	N=10	8%	N=9	100%	N=111
Generally acting in the best interest of the community	16%	N=18	54%	N=60	16%	N=18	9%	N=10	5%	N=6	100%	N=112
Being honest	15%	N=17	46%	N=52	15%	N=17	6%	N=7	17%	N=19	100%	N=112
Treating all residents fairly	13%	N=14	47%	N=53	17%	N=19	7%	N=8	16%	N=18	100%	N=112

Table 49: 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	
Overall feeling of safety in River Falls	50%	N=55	31%	N=34	16%	N=18	4%	N=4	100%	N=111
Overall ease of getting to the places you usually have to visit	25%	N=28	46%	N=51	26%	N=29	3%	N=3	100%	N=111
Quality of overall natural environment in River Falls	43%	N=48	43%	N=48	14%	N=15	0%	N=0	100%	N=111
Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	29%	N=33	58%	N=65	12%	N=13	1%	N=1	100%	N=112
Health and wellness opportunities in River Falls	30%	N=34	45%	N=50	25%	N=28	0%	N=0	100%	N=112
Overall opportunities for education and enrichment	41%	N=45	40%	N=44	18%	N=20	1%	N=1	100%	N=110
Overall economic health of River Falls	45%	N=50	46%	N=51	10%	N=11	0%	N=0	100%	N=112
Sense of community	42%	N=47	48%	N=53	10%	N=11	0%	N=0	100%	N=111

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Table 50: 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	25%	N=28
Yes	75%	N=84
Total	100%	N=112

Table 51: Question 15

What was your impression of the employee(s) of the City of River Falls in your most recent contact? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	51%	N=42	36%	N=30	11%	N=9	1%	N=1	1%	N=1	100%	N=83
Responsiveness	46%	N=38	39%	N=32	11%	N=9	5%	N=4	0%	N=0	100%	N=83
Courtesy	54%	N=45	34%	N=28	6%	N=5	6%	N=5	0%	N=0	100%	N=83
Overall impression	54%	N=44	33%	N=27	7%	N=6	6%	N=5	0%	N=0	100%	N=82

Asked only of those who had contact with a City employee in the last 12 months.

Table 52: Question 16

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 three years:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Integrating environmentally friendly practices into City buildings, parks and other municipal areas.	40%	N=44	41%	N=45	14%	N=15	5%	N=6	0%	N=0	100%	N=110
Promoting the community as environmentally friendly	32%	N=36	32%	N=36	32%	N=36	1%	N=1	2%	N=2	100%	N=111
Improving public transit	25%	N=28	19%	N=21	35%	N=38	15%	N=16	6%	N=7	100%	N=110
Adequate recycling and composting programs	29%	N=32	46%	N=51	21%	N=23	3%	N=3	2%	N=2	100%	N=111
Creating a more bike-friendly city	24%	N=27	29%	N=32	38%	N=42	7%	N=8	2%	N=2	100%	N=111
Creating a more walkable and pedestrian-friendly city	40%	N=44	34%	N=37	25%	N=27	1%	N=1	1%	N=1	100%	N=110

Table 53: Question 17

Please rate the extent to which you agree or disagree with the statements below about affordable housing in River Falls:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
River Falls works to ensure that housing choices are available for all income levels	11%	N=12	33%	N=37	20%	N=22	13%	N=14	23%	N=26	100%	N=111
Housing costs in River Falls are too high for young people or families just starting out	30%	N=33	37%	N=41	15%	N=17	7%	N=8	11%	N=12	100%	N=111
Housing costs in River Falls are too high to stay here in retirement	15%	N=17	32%	N=35	22%	N=24	9%	N=10	23%	N=25	100%	N=111

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Table 54: Question 18

The current term for Mayor and Council is 2 years. Please rate to what extent you would support or oppose longer terms for the Mayor and Council:	Percent	Number
Strongly support	13%	N=14
Somewhat support	37%	N=41
Somewhat oppose	19%	N=21
Strongly oppose	14%	N=16
Don't know	17%	N=19
Total	100%	N=111

Table 55: Question 19

Thinking about downtown River Falls, please rate the quality of the following:	Excellent		Good		Fair		Poor		Don't know		Total	
Shopping opportunities downtown	5%	N=5	32%	N=35	44%	N=48	20%	N=22	0%	N=0	100%	N=110
Dining opportunities downtown	4%	N=4	26%	N=29	45%	N=50	24%	N=26	1%	N=1	100%	N=110
Overall quality of business and service establishments downtown	4%	N=4	51%	N=56	37%	N=41	8%	N=9	0%	N=0	100%	N=110

Table 56: 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	
Recycle at home	1%	N=1	0%	N=0	3%	N=3	19%	N=21	77%	N=84	100%	N=109
Purchase goods or services from a business located in River Falls	0%	N=0	7%	N=8	28%	N=31	53%	N=58	11%	N=12	100%	N=109
Eat at least 5 portions of fruits and vegetables a day	4%	N=4	19%	N=21	38%	N=41	29%	N=32	10%	N=11	100%	N=109
Participate in moderate or vigorous physical activity	4%	N=4	11%	N=12	40%	N=43	33%	N=35	12%	N=13	100%	N=107
Read or watch local news (via television, paper, computer, etc.)	2%	N=2	8%	N=9	29%	N=32	35%	N=38	26%	N=28	100%	N=109
Vote in local elections	3%	N=3	6%	N=6	10%	N=11	21%	N=22	61%	N=65	100%	N=107

Table 57: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	10%	N=11
Very good	51%	N=56
Good	32%	N=35
Fair	5%	N=5
Poor	2%	N=2
Total	100%	N=109

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Table 58: 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	4%	N=4
Somewhat positive	20%	N=22
Neutral	53%	N=58
Somewhat negative	17%	N=19
Very negative	6%	N=6
Total	100%	N=109

Table 59: Question D4

What is your employment status?	Percent	Number
Working full time for pay	64%	N=70
Working part time for pay	15%	N=16
Unemployed, looking for paid work	3%	N=3
Unemployed, not looking for paid work	6%	N=7
Fully retired	12%	N=13
Total	100%	N=109

Table 60: Question D5

Do you work inside the boundaries of River Falls?	Percent	Number
Yes, outside the home	40%	N=43
Yes, from home	5%	N=5
No	55%	N=59
Total	100%	N=107

Table 61: Question D6

How many years have you lived in River Falls?	Percent	Number
Less than 2 years	10%	N=11
2 to 5 years	16%	N=17
6 to 10 years	12%	N=13
11 to 20 years	23%	N=25
More than 20 years	39%	N=42
Total	100%	N=108

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Table 62: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	78%	N=84
Building with two or more homes (duplex, townhome, apartment or condominium)	19%	N=20
Mobile home	2%	N=2
Other	2%	N=2
Total	100%	N=108

Table 63: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	21%	N=23
Owned	79%	N=84
Total	100%	N=107

Table 64: 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	2%	N=2
\$300 to \$599 per month	12%	N=13
\$600 to \$999 per month	16%	N=17
\$1,000 to \$1,499 per month	36%	N=39
\$1,500 to \$2,499 per month	28%	N=30
\$2,500 or more per month	6%	N=6
Total	100%	N=107

Table 65: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	53%	N=57
Yes	47%	N=51
Total	100%	N=108

Table 66: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	86%	N=93
Yes	14%	N=15
Total	100%	N=108

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Table 67: 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	7%	N=8
\$25,000 to \$49,999	15%	N=16
\$50,000 to \$99,999	40%	N=43
\$100,000 to \$149,999	24%	N=26
\$150,000 or more	13%	N=14
Total	100%	N=107

Table 68: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=104
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=2
Total	100%	N=106

Table 69: 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	1%	N=1
Asian, Asian Indian or Pacific Islander	0%	N=0
Black or African American	1%	N=1
White	96%	N=104
Other	3%	N=3

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

Table 70: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=2
25 to 34 years	19%	N=20
35 to 44 years	33%	N=36
45 to 54 years	21%	N=23
55 to 64 years	18%	N=19
65 to 74 years	6%	N=7
75 years or older	1%	N=1
Total	100%	N=108

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Table 71: Question D16

What is your sex?	Percent	Number
Female	73%	N=75
Male	27%	N=28
Total	100%	N=103

Table 72: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	79%	N=85
Land line	11%	N=12
Both	10%	N=11
Total	100%	N=108